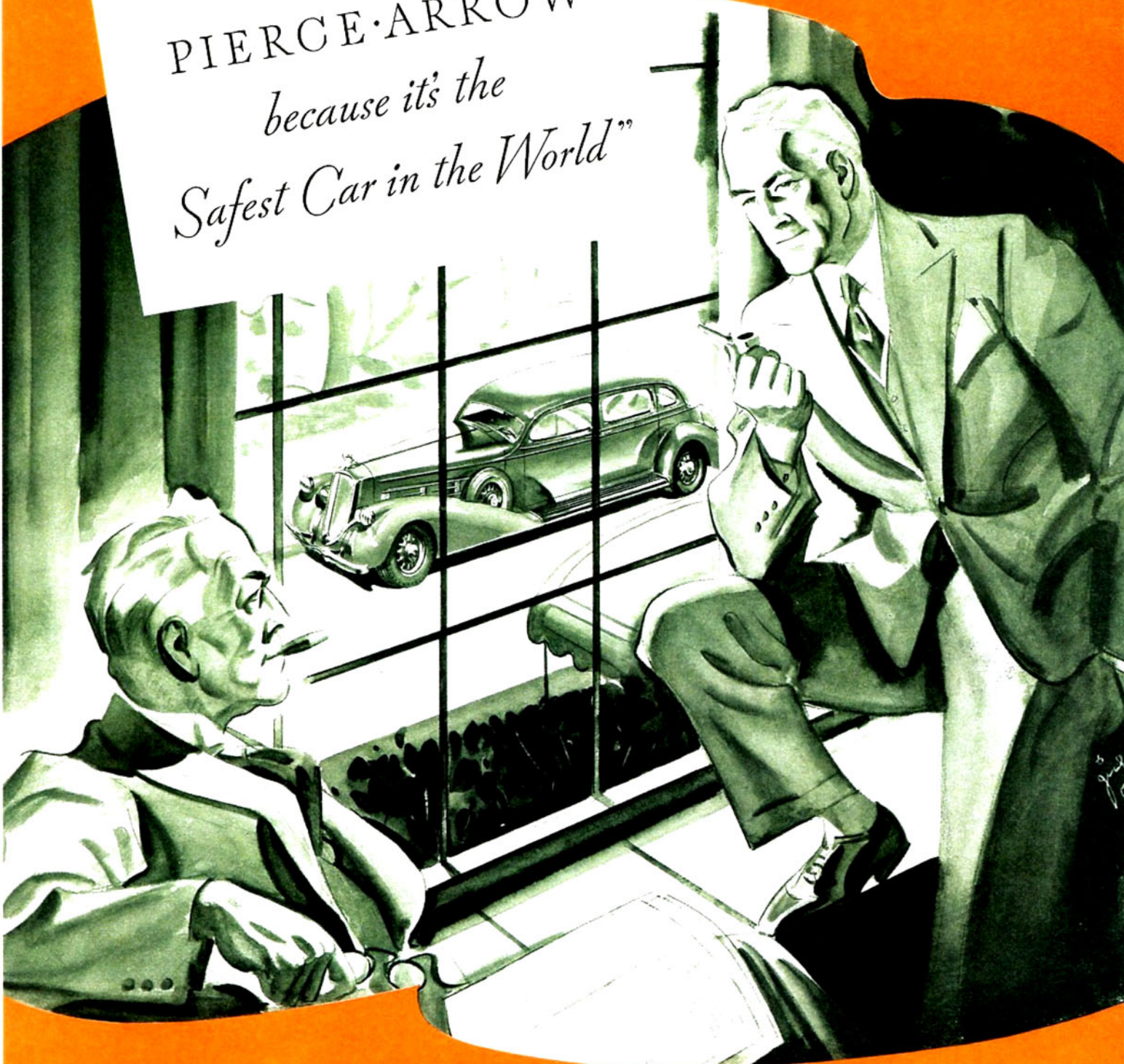


“I bought that
PIERCE·ARROW
*because it's the
Safest Car in the World*”



- Yes. It *is* true. You feel safer, you ARE safer in a Pierce-Arrow.
- The price you pay for this finest of all motor cars brings many rewards, but none so priceless as the protection which it affords you and your family.
- The 1936 Pierce-Arrow Twelves and

Eights are not just *new* cars, not just more luxurious cars. From frame up, they are an answer to the nation-wide cry for safer and saner motoring.

- See these distinguished new Pierce-Arrows and learn *why* they are the safest of all cars to ride in—and to drive.

PIERCE
ARROW