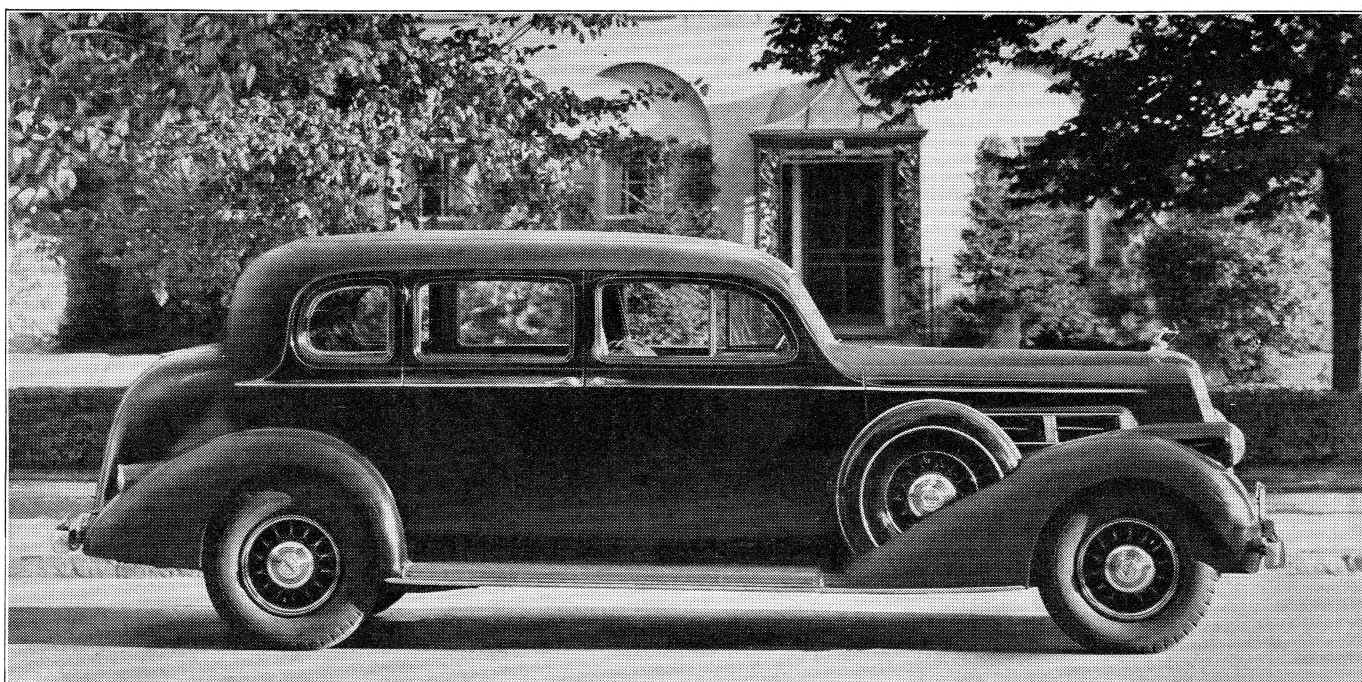


Do you think that all cars have grown alike?

THEN SEE THIS GREATEST OF ALL PIERCE • ARROWS



It is true today that you can close your eyes, choose any motor car manufactured in America and make no mistake in your choice—if you are content with mere transportation.

But if you are one whose spine tingles as the newest transcontinental sky-liner takes to the air, if you are one whose pulses quicken as a magnificent *Queen Mary* heads seaward, you and the 1937 Pierce-Arrow belong to each other.

Here is a motor car, *the* motor car, that does

things to you! No one can eye it and still say that all cars these days are pretty much alike. No one can explore the full sweep of its performance and still say that the thrill of the highway is dead . . . that pride of distinctive ownership is gone.

It has taken 37 years to produce this greatest of all Pierce-Arrows. But it will take you only 37 minutes to find that here at last is the car of cars!

For 1937, a complete new line: two groups of Twelves with 185 horsepower engines and with 139, 144 and 147-inch wheelbases; one group of Eights with 150 horsepower engines and 139 and 144-inch wheelbases.

PIERCE • ARROW

A M E R I C A ' S F I N E S T A N D S A F E S T M O T O R C A R