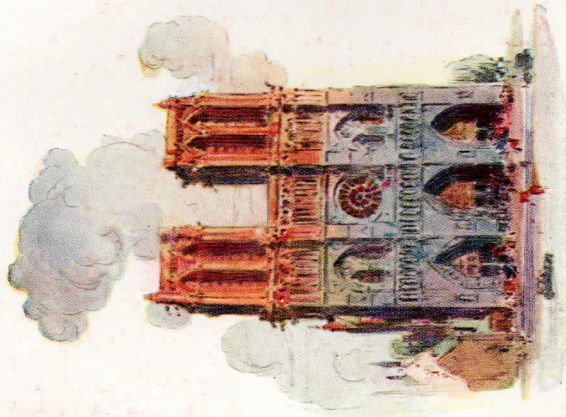


PIERCE ARROW *Custom Built* COACHES

*The
Five-Passenger
Two Door*



BODIES HAND-BUILT BY PIERCE-ARROW AND MOUNTED ON
THE SERIES 80 CHASSIS



THE world's hand-built things are its enduring things. . . . There is a cathedral. . . . in Paris. . . . Six-seething centuries have grayed its storied walls. . . . It was old. . . . two hundred years old. . . . before Columbus first set sail from Genoa. . . . Monarchs whose names will never die. . . . were crowned there. . . . and there. . . . Revolution's goddess. . . . was enthroned. . . . It was built. . . . by hands. . . . patient, skillful, willing hands. . . . hands whose labor of one hundred and forty years wrought into it its staunchness.

AMERICANS have long recognized and respected and taken pride in the mechanical excellence of the motor cars built by Pierce-Arrow.

It may not be so generally understood that Pierce-Arrow's hand building of its own bodies has been one of the important contributing reasons to every Pierce-Arrow model's enduring distinction.

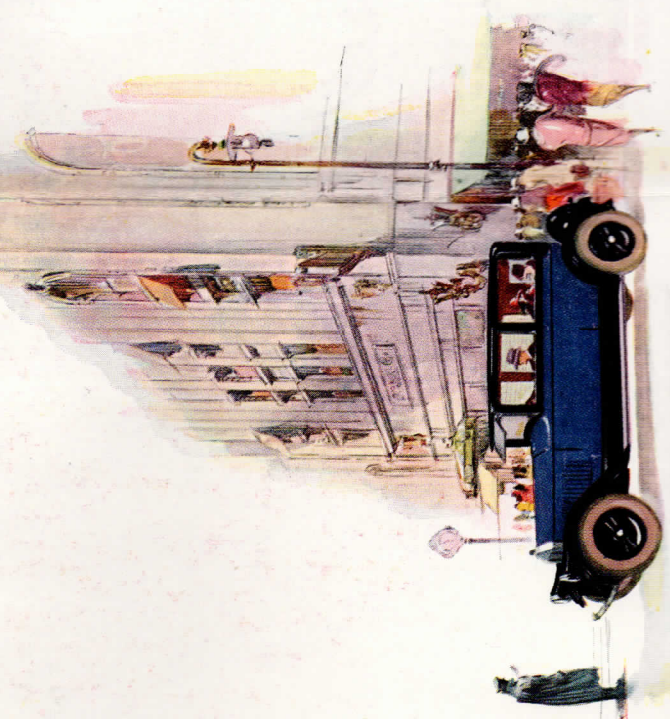
No guildsman of medieval Europe ever was more devoted to attaining perfection in his handicraft than is each of the artisans who has qualified as fitted to work upon the bodies of Pierce-Arrow motor cars.

It is by these same careful hands, grown accustomed to patiently fashioning the most costly Pierce-Arrow bodies, that even the moderately priced coach bodies for Pierce-Arrow's Series 80 chassis are produced.

It would be possible, of course, to go outside Pierce-Arrow's walls and buy hurriedly made bodies that might bear a fleeting photographic resemblance to the Pierce-Arrow ideal of hand-building. But Pierce-Arrow soundness, permanence and beauty can be put into a body only by Pierce-Arrow men steeped in the Pierce-Arrow principle that nothing is well done until it is perfectly done.

When you select from the Pierce-Arrow Series 80 custom-built coach models, it is a true "body by Pierce-Arrow" that you get for your investment.

... The world's hand-built things are its enduring things.





The Five-Passenger Two-Door Coach

Mounted on the Standard Series 80 Chassis
Seating capacity for five persons

\$ 2995

At Buffalo—War
Excise Tax Additional

*A moderate initial payment secures
immediate delivery, the balance being
evenly distributed over a period of months*

ANY who prefer the two-door, five-passenger style of enclosed body in a motor car will be gratified to learn that it is possible now to obtain one that is hand-built by Pierce-Arrow. Its price, \$2995, makes it the first enclosed Pierce-Arrow ever offered under \$3000.

It combines the close-coupled appearance of a made to order coupe body with an unusual amount of roominess for five adult passengers.

It brings to the family requiring this type of enclosed car that same satisfying sense of distinction in any company of people or of motor cars which has been enjoyed by twenty-five years of Pierce-Arrow owners. A choice of six charming color combinations allows a wide latitude for expression of individuality.

The two-door feature makes it especially desirable for those who drive with younger children since the temptation to open doors while the car is in motion is removed. So wide is the entry space that new arrivals for the three roomy rear seats are admitted

without disturbance to front seat occupants. It is luxuriously cushioned and upholstered with soft-finish wool. Fittings are in accordance with the irreplaceable Pierce-Arrow standard.

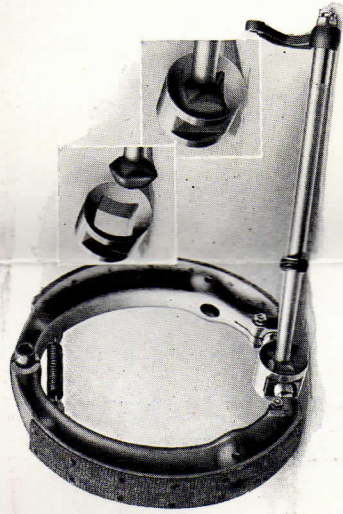
Narrowed pillar uprights afford virtually unobstructed driving vision without sacrificing structural staunchness.

The Pierce-Arrow six-cylinder, seventy-horsepower engine wrings every ounce of power out of the fuel. Indeed 14 to 17 miles per gallon of gasoline and 15,000 to 18,000 miles per tire are established features of the performance of this Series 80 chassis.

Mechanical attention, rarely needed, is available on the national Pierce-Arrow Flat Rate Service Plan at a minimum of cost.

Pierce-Arrow four-wheel safety brakes, Houdaille shock absorbers and Pines winter-front are standard equipment.

Six charming color options: Brilliant Black with a striping of Grosbeak Vermilion and wheels of the same color; Sage Green Dark; Cruiser Gray; Maroon Light; Sport Blue Light; and Pheasant Green.



Dispensing with complicated linkage, toggles and adjusting devices, Pierce-Arrow engineers have developed a four-wheel brake which is declared to be the simplest and yet the safest brake ever designed.

In the front axle virtually only two working parts are found, fitted in such a way as to form a universal joint. This allows the brakes to be applied with full force either on the straightaway or on sharp curves. The photograph shows the simplicity of this device.