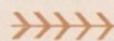


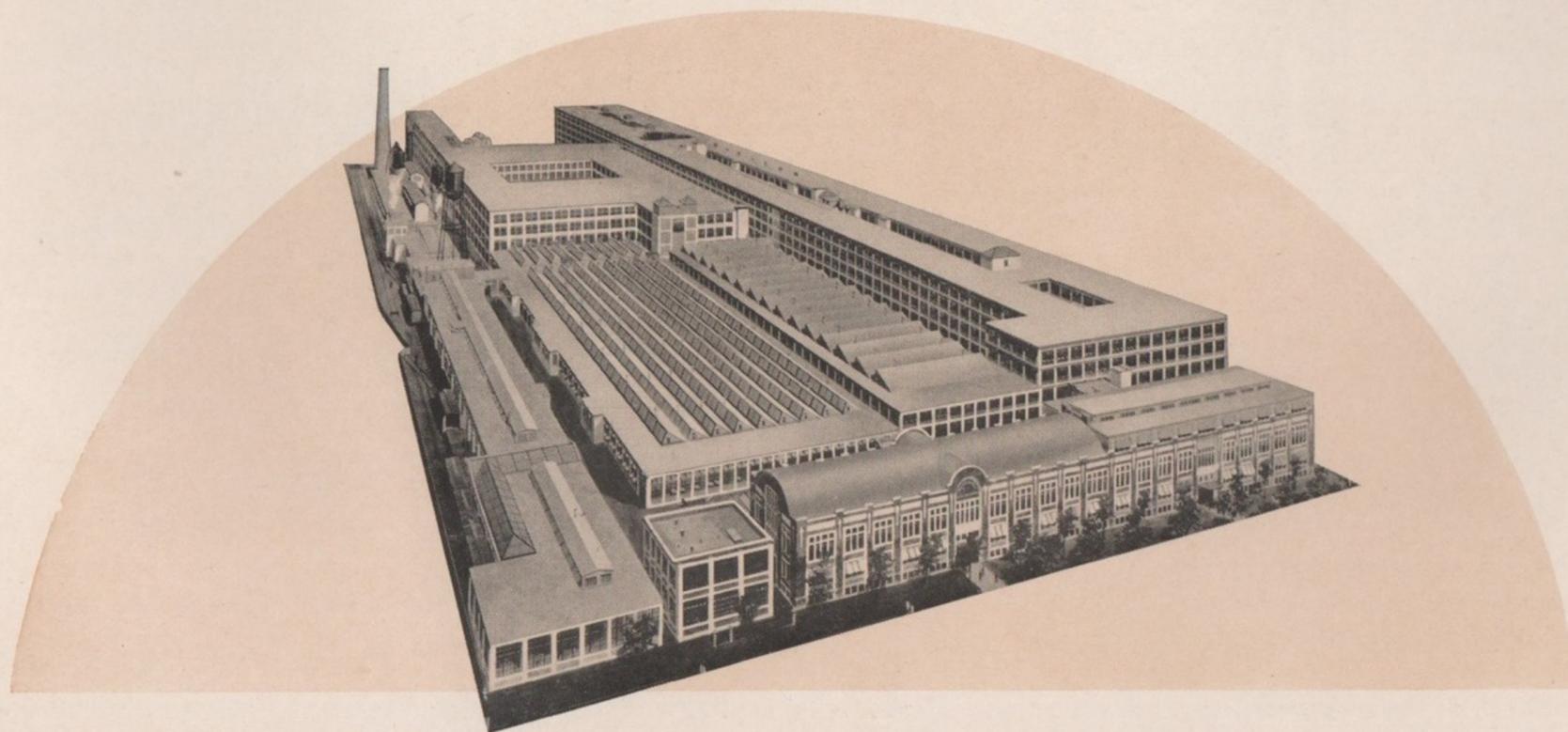
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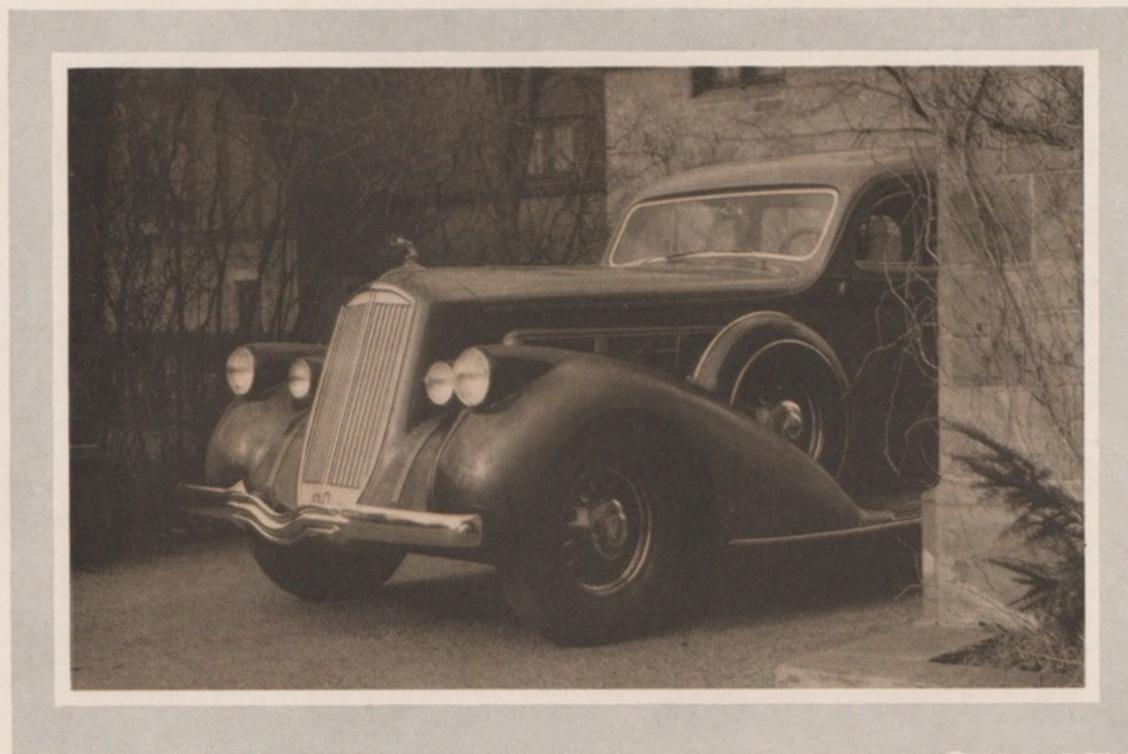
Pierce • Arrow



1936



THE ONE GREAT NAME IDENTIFIED WITH FINE CARS EXCLUSIVELY



PIERCE-ARROW's traditional fender headlamps—the most distinguishing trade-mark in motordom—are augmented on the 1936 models by the addition of two special lights. These provide: first, a special auxiliary country driving light of searchlight intensity; and, second, a cross-beam passing light. Used in conjunction with the fender headlamps, they constitute the finest and safest lighting system ever developed for night driving.

The one great name identified with
fine cars exclusively



Each year brings its changes—changes in the traditions and destinies both of individuals and institutions. While age alone is no conclusive measure of skill or prestige, only age can fully establish the weight of mellow tradition and the true greatness of consistent achievement. To be numbered among those with whom time has always dealt kindly is, in itself, highly significant. To have played an outstanding role through the entire annals of a great American industry, is an approach to industrial immortality.

Pierce-Arrow was born in the dim, early dawn of automotive history. Each of thirty-six succeeding years has lent new enhancement to its cherished recognition as America's finest motor car. Now, the shifting tides of policy and fortune in the automobile field have brought Pierce-Arrow a new distinction, perhaps the most notable it has ever enjoyed—for *Pierce-Arrow today is the ONE great name identified exclusively with fine cars.*

And so, in the Pierce-Arrow organization alone can be found a single standard of fine quality. In the entire automotive world, only Pierce-Arrow continues to pursue its course toward the ultimate finest

which mechanical genius and the subtle artistry of good taste can combine to produce.

* * * *

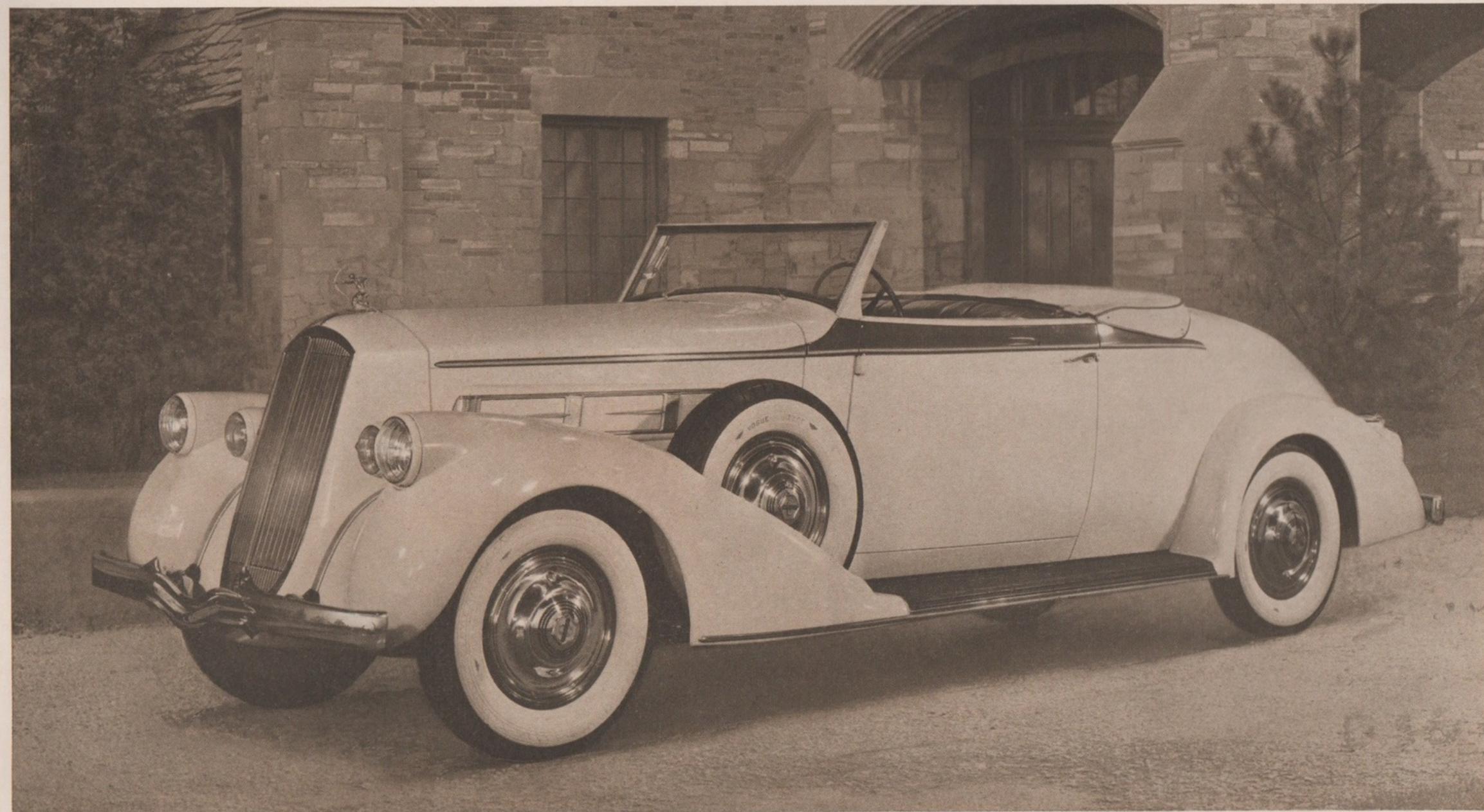
Pierce-Arrow ownership holds many rewards, but none so priceless as the protection it affords you and your family; for the 1936 Pierce-Arrow Twelves and Eights are bringing a new and all important interpretation to one of Pierce-Arrow's fundamental characteristics. That characteristic is *safety.*

More beautiful and more luxurious these cars are, to be sure. But above all they are safer . . . safer both to ride in and to drive.

* * * *

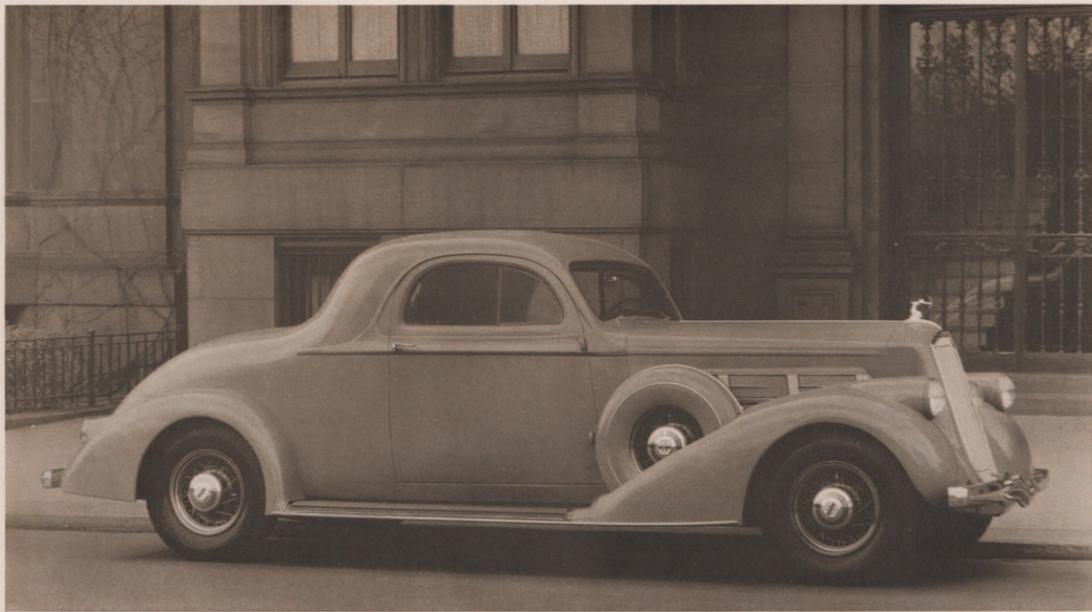
Just as Pierce-Arrow's fine-car leadership is no mere accident, neither is Pierce-Arrow safety a chance development. More than a year ago Pierce-Arrow engineers foresaw the growing need for a new car, far safer to ride in, far safer to control. They determined to build such a car.

They designed a distinctly new type of frame, more collision proof, more rigid, stancher than any that had previously been built. They produced a new type of braking system which surpassed even the



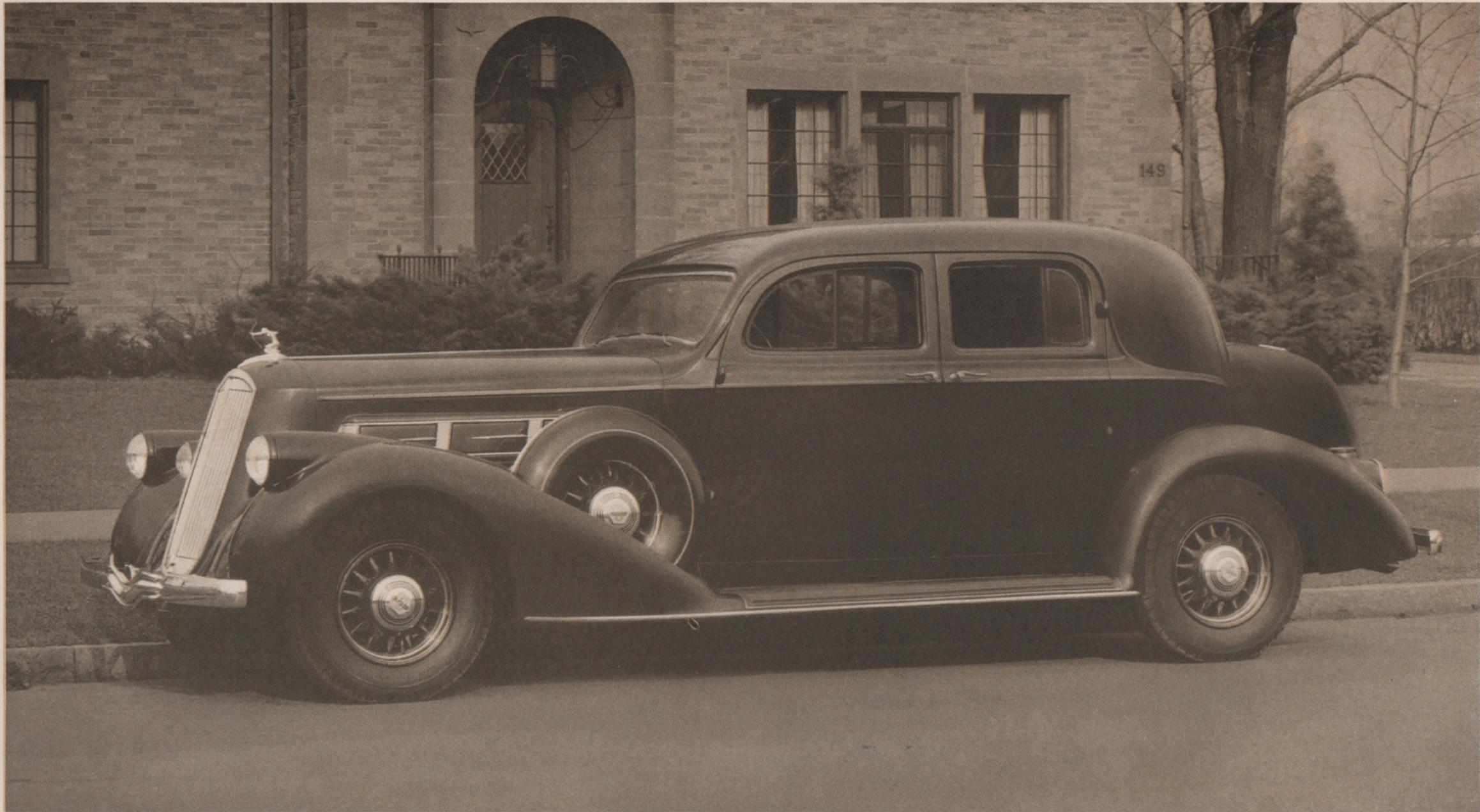
The Convertible Coupe Roadster
WITH RUMBLE SEAT

THE SALON TWELVE (MODEL 1602) 185 HORSEPOWER . . . 139-INCH WHEELBASE
THE DE LUXE EIGHT (MODEL 1601) 150 HORSEPOWER . . . 139-INCH WHEELBASE



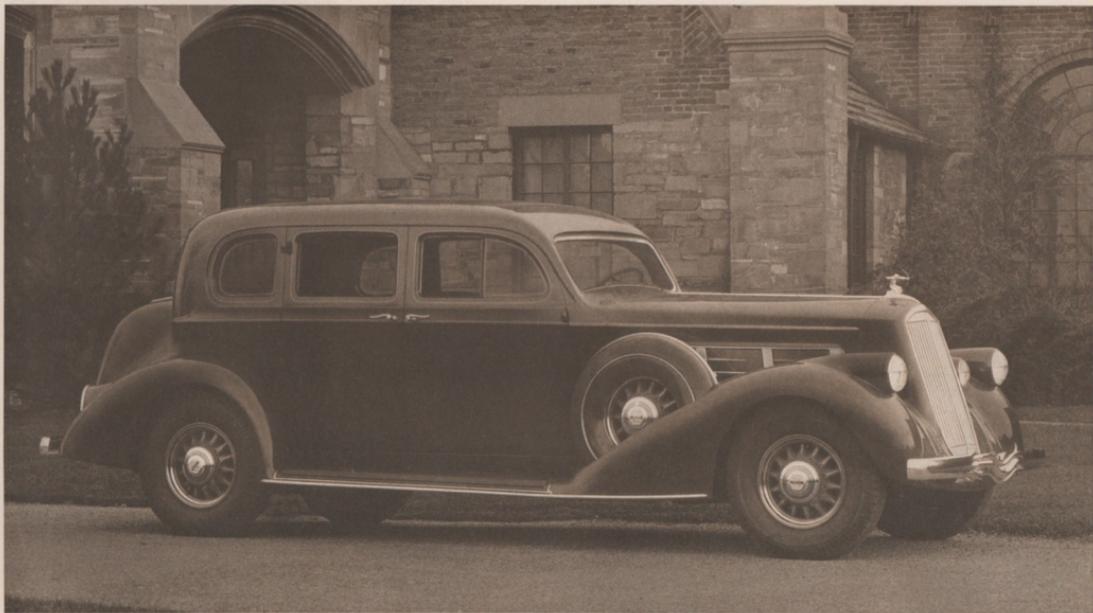
The Coupe
WITH RUMBLE SEAT

THE SALON TWELVE (MODEL 1602) 185 HORSEPOWER . . . 139-INCH WHEELBASE
THE DE LUXE EIGHT (MODEL 1601) 150 HORSEPOWER . . . 139-INCH WHEELBASE



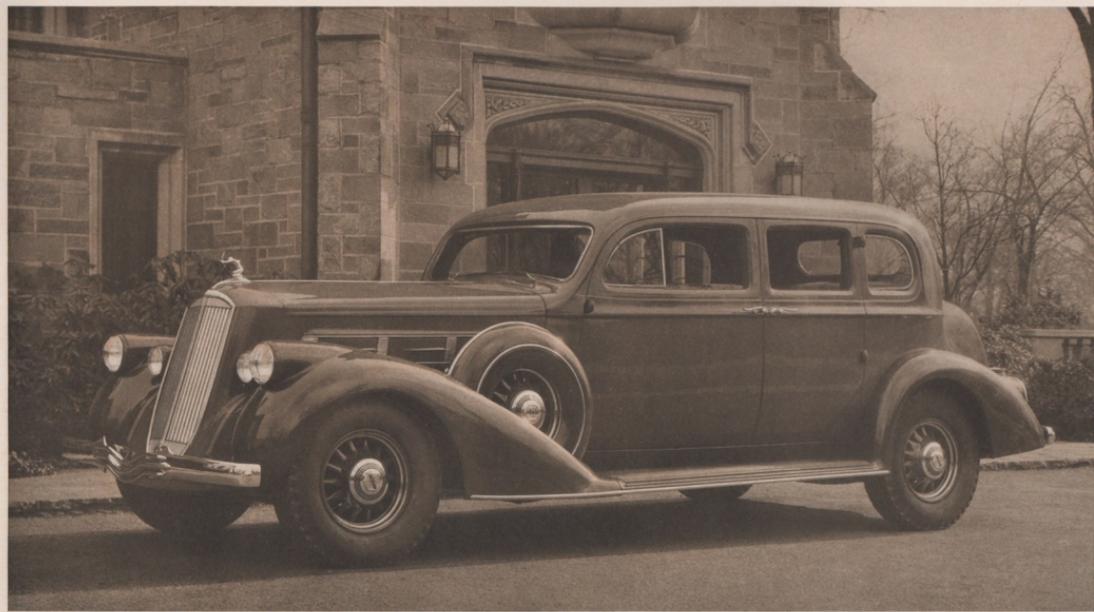
The Five-Passenger Club Sedan

THE SALON TWELVE (MODEL 1602) 185 HORSEPOWER . . . 139-INCH WHEELBASE
THE DE LUXE EIGHT (MODEL 1601) 150 HORSEPOWER . . . 139-INCH WHEELBASE



The Five-Passenger Sedan

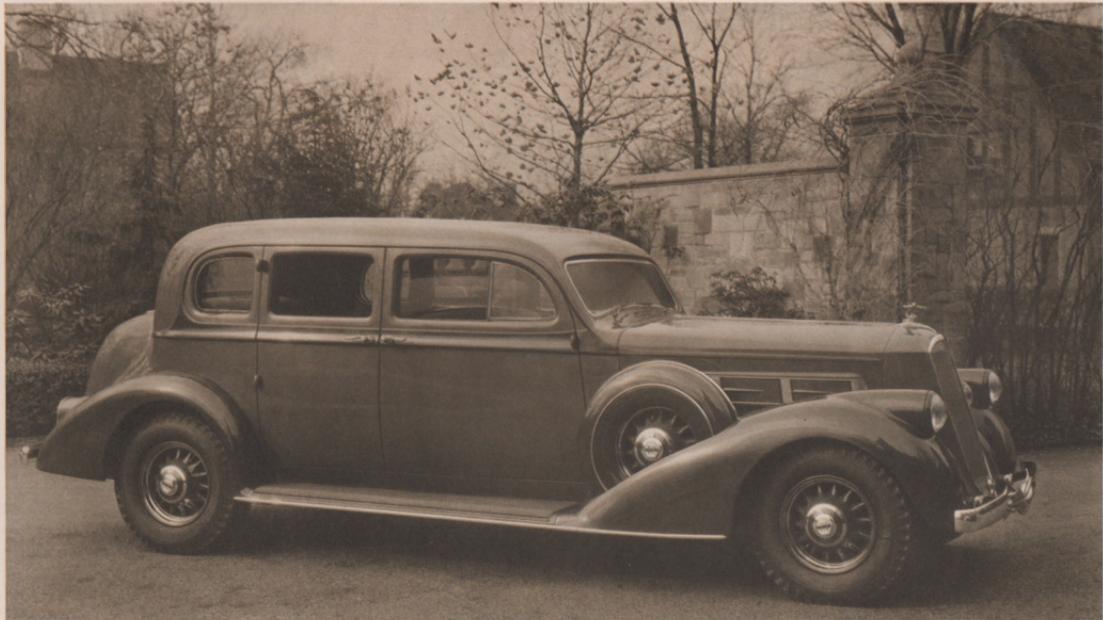
THE SALON TWELVE (MODEL 1602) 185 HORSEPOWER . . . 139-INCH WHEELBASE
THE DE LUXE EIGHT (MODEL 1601) 150 HORSEPOWER . . . 139-INCH WHEELBASE



The Seven-Passenger Sedan

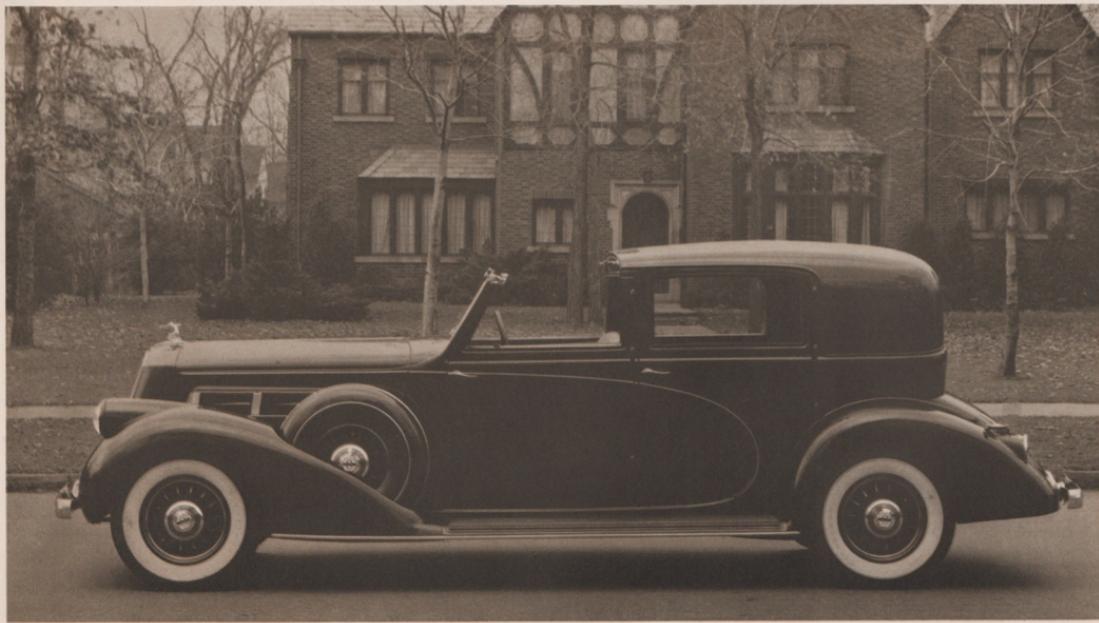
THE SALON TWELVE (MODEL 1602) 185 HORSEPOWER . . . 144-INCH WHEELBASE

THE DE LUXE EIGHT (MODEL 1601) 150 HORSEPOWER . . . 144-INCH WHEELBASE



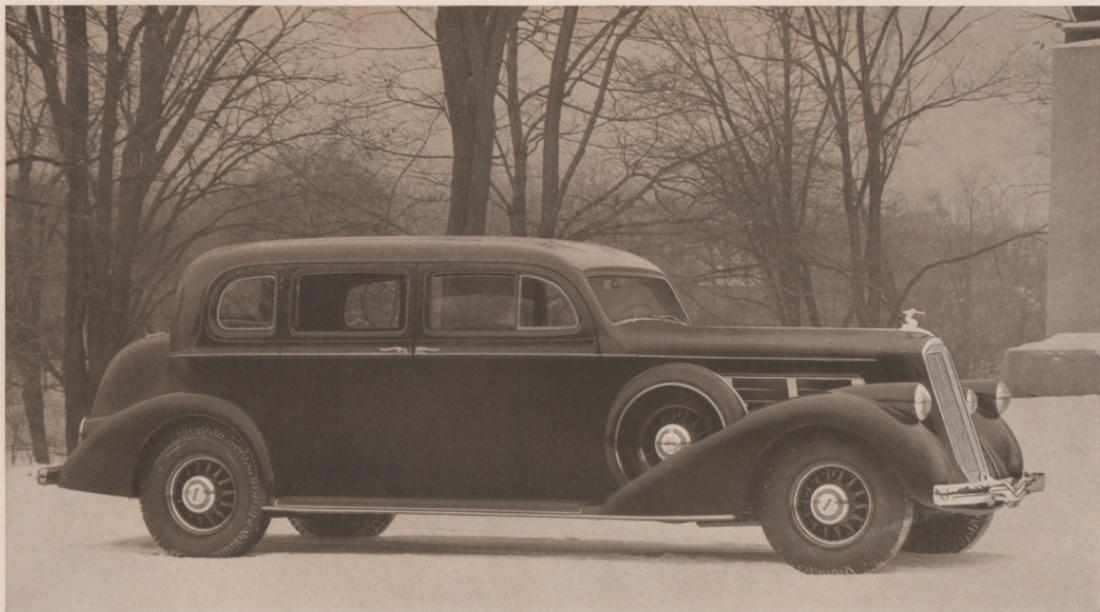
The Seven-Passenger Enclosed-Drive Limousine

THE SALON TWELVE (MODEL 1602) 185 HORSEPOWER . . . 144-INCH WHEELBASE
THE DE LUXE EIGHT (MODEL 1601) 150 HORSEPOWER . . . 144-INCH WHEELBASE



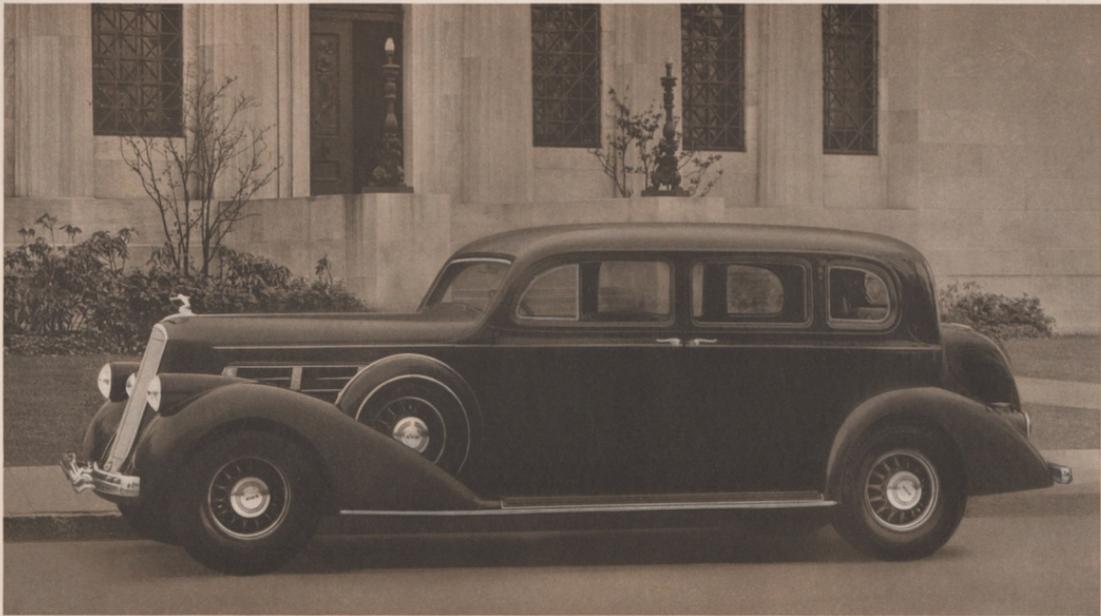
Metropolitan Town Car (body by Brunn)

THE SALON TWELVE (MODEL 1602) 185 HORSEPOWER . . . 144-INCH WHEELBASE
THE DE LUXE EIGHT (MODEL 1601) 150 HORSEPOWER . . . 144-INCH WHEELBASE



The Seven-Passenger Enclosed-Drive Limousine

THE CUSTOM TWELVE (MODEL 1603) 185 HORSEPOWER . . . 147-INCH WHEELBASE



The Seven-Passenger Sedan

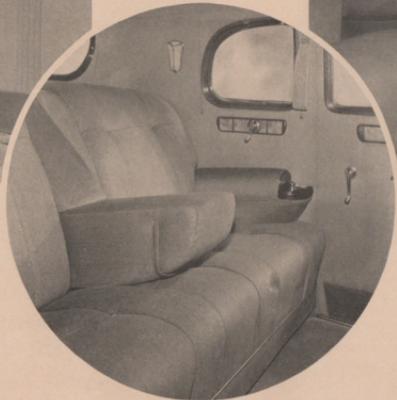
THE CUSTOM TWELVE (MODEL 1603) 185 HORSEPOWER . . . 147-INCH WHEELBASE



Model 1603

America's most richly appointed interiors distinguish the new Pierce-Arrow. The 1936 models are notable for additional headroom, an average of ten cubic feet additional spaciousness, and wider seats both front and rear. Full Marshall spring construction of all cushions produces superlative ease and riding comfort. Electric clocks and smoking sets in all rear compartments are appreciated niceties.

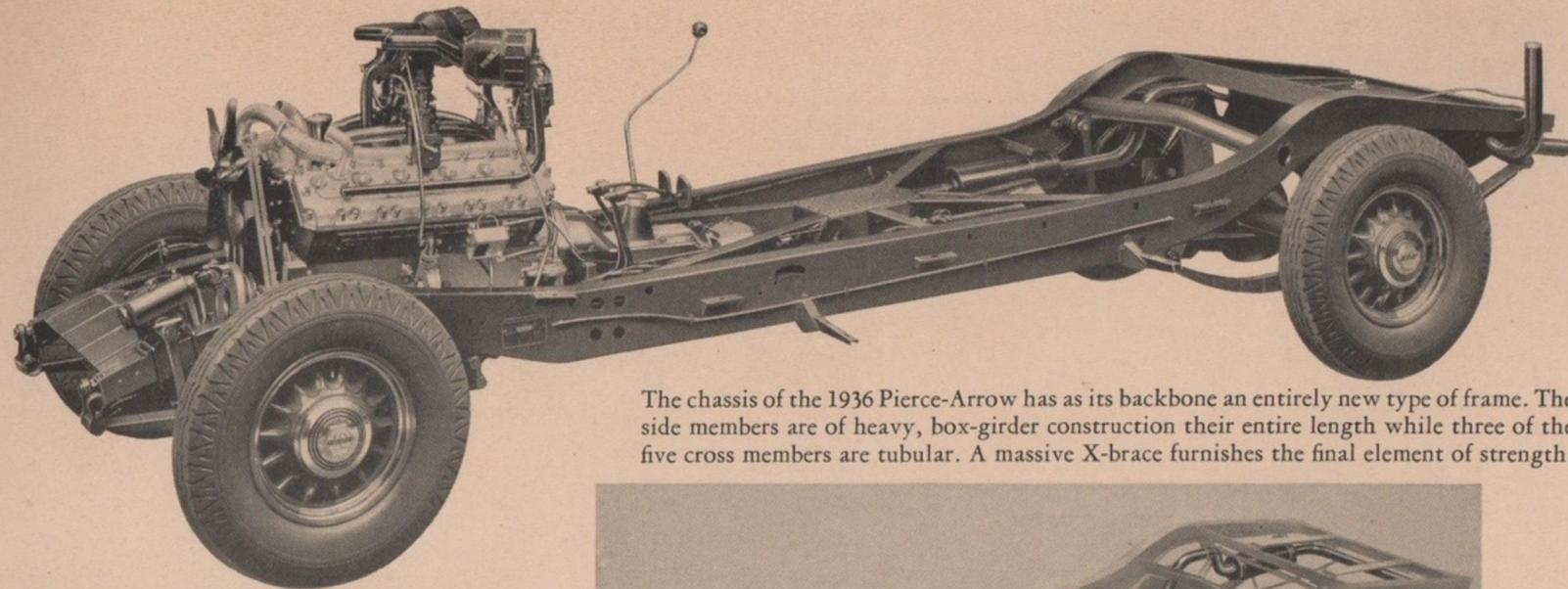
Model 1601



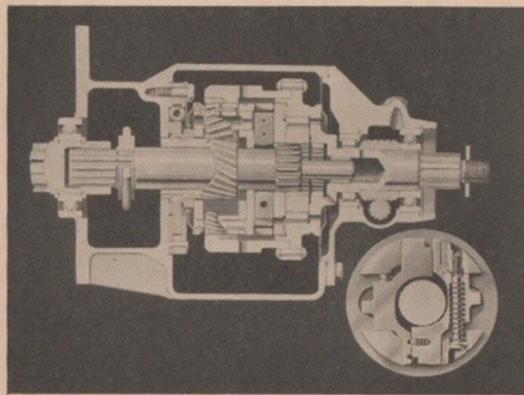
Model 1602

Hand-tailored Laidlaw Fabrics, the finest upholstery cloths available to the custom builder, are used throughout. The heavy carpets are impregnated with rubber both to make them softer under foot and to insulate the floors against sound and heat. Additional richness is introduced through the new design of window moldings, door and window panels, and the deftly wrought hardware.

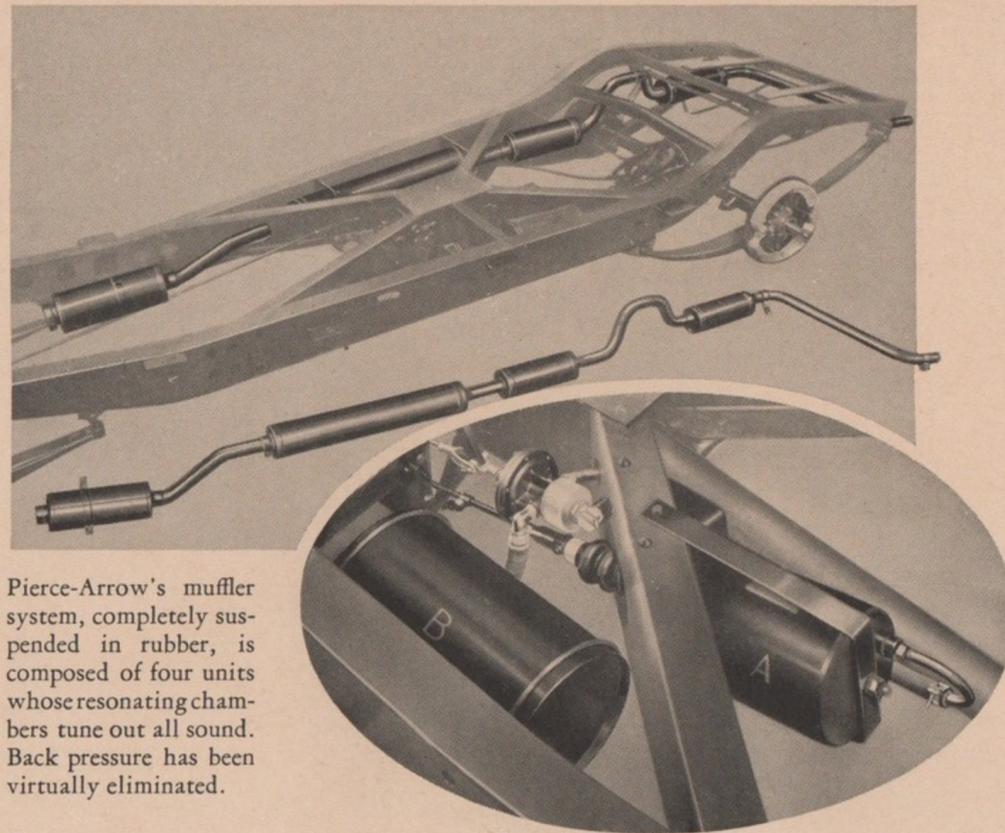
Beauty and Comfort



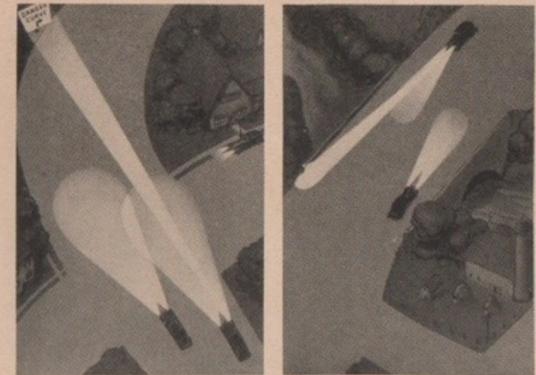
The chassis of the 1936 Pierce-Arrow has as its backbone an entirely new type of frame. The side members are of heavy, box-girder construction their entire length while three of the five cross members are tubular. A massive X-brace furnishes the final element of strength.



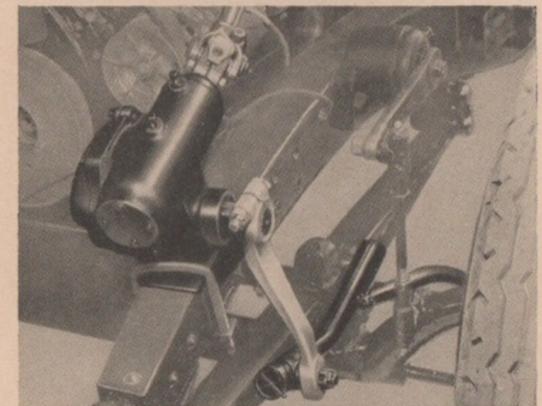
The automatic overdrive, found exclusively on Pierce-Arrow among fine cars, functions integrally with the free-wheeling unit, cutting in silently between 40 and 45 miles per hour, thus reducing the ratio of engine speed, improving gasoline and oil consumption and lessening motor wear.



Pierce-Arrow's muffer system, completely suspended in rubber, is composed of four units whose resonating chambers tune out all sound. Back pressure has been virtually eliminated.



The finest lighting system ever developed for night driving; parking beams; conventional bright beams; country driving; down beams for city driving; cross-beam passing lights.



Pierce-Arrow's new steering gear mounting is exceptionally rugged and strong. The steering arm has been moved ahead of the front axle to contribute materially to the elimination of road shock and to improve the ease of steering.

.....

The power unit (A) of the improved vacuum brakes exerts a 290-pound pull on the braking mechanism. A reserve vacuum tank (B), an exclusive development, safeguards braking power under all phases of the motor's operation. These new brakes are the most gentle-acting, safest and longest-lived on the road.

Mechanical Excellence

Specifications

1936 PIERCE-ARROW TWELVES AND EIGHTS

MODEL 1601...MODEL 1602...MODEL 1603...139, 144 and 147-inch Wheelbases

POWER PLANTS

THE EIGHTS . . . Eight cylinders in line. The $3\frac{1}{2}$ x 5 inch bore and stroke displaces 385 cubic inches, and generates 150 horsepower at 3,400 revolutions per minute. (This Pierce-Arrow engine develops one horsepower for every 37 pounds of car weight with corresponding excellent performance).

Perfect running balance secured by fully counterbalanced crank shaft; and by matching all connecting rods and Invar-strengthened aluminum alloy pistons exactly for weight. *Down-draft carburetor* of duplex design provided with two mix-

ing chambers, one for each four cylinders, which, with duplex manifolds, insures perfect distribution of gas. With aluminum cylinder head and a high compression ratio of 6.4 to 1 for super performance, the Pierce-Arrow Eight operates on standard motor fuels without spark detonation.

THE TWELVES . . . V-Type comprising two simple six-cylinder units set at an angle of 80 degrees between blocks and propelling a single compact

counterbalanced shaft. Fine-grained iron cylinder blocks and the crankcase are separately cast. A bore and stroke of $3\frac{1}{2}$ x 4 inches gives 462 cubic inches of piston displacement and generates 185 horsepower at 3,400 revolutions per minute. Aluminum cylinder heads maintain a compression ratio of 6.4 to 1 for high efficiency without spark detonation from standard motor fuels. (This Pierce-Arrow Twelve develops one horsepower for every 30 pounds of car weight with resulting brilliant performance characteristics).

The Pierce-Arrow Eight and Twelve-Cylinder engines have these advanced construction features in common:

AUTOMATIC HYDRAULIC VALVE LIFTERS . . . An original Pierce-Arrow development. Oil under pressure provides automatic valve adjustment, eliminating valve noises and valve setting for the life of the engine.

COMPLETE PRESSURE LUBRICATION . . . Full flow oil cleaner and oil temperature regulator insure only clean oil at moderate temperature for bearings. Lubrication provided to both sides of cylinder walls as well as valve guides

and wrist pins. Pierce-Arrow engines are the most perfectly lubricated automobile power units in the world.

NEW CARBURETOR AND MANIFOLDING . . . Permitting freer flow of fresh gases into cylinders and resulting in increased power and greater fuel efficiency. Down-draft carburetor further improves performance.

ALUMINUM CYLINDER HEADS . . . Provide a higher compression ratio of 6.4 to 1 resulting in increased power, performance and economy.

AUTOMATIC CHOKE AND MIXTURE HEAT CONTROL . . . Carburetor choke and heat control valves are fully automatic, fully self-adjusting, from the moment the engine fires. To start his engine, the driver of the modern Pierce-Arrow need only throw the automatic starter and ignition switch.

FACTS ABOUT THE STANDARD PIERCE-ARROW CHASSIS

FRAME . . . Deep channel heavy gauge full-length box girder side members with five cross members, three of which are tubular—plus a massive X-brace.

REAR AXLE . . . Silent hypoid rear axle gears with rolling, sliding action. Long-lived and efficient.

SPRINGS . . . Longer and wider, mounted farther apart. Spring split, semi-elliptic, of silico-manganese alloy steel, ball-bearing spring shackles pre-lubricated for extended service.

BRAKES . . . Vacuum Power Brakes with reserve vacuum tank to insure maximum braking efficiency under all phases of the motor's operation. Light pedal pressure exerts a 290-pound pull on brake mechanism.

Stopping time and distance greatly reduced. Faster road speeds made safer. Virtually skid-proof.

Brake drums, non-scoring and non-squealing, of special alloy tool steel, 16 inches diameter with 342 square inches of braking area, the greatest found on any car.

SILENT MUFFLER SYSTEM . . . Quadruple mufflers whose resonating chambers tune out all sound, instead of absorbing it as does the conventional muffler design. Virtually no back pressure.

SIMPLIFIED MAINTENANCE . . . Service has been simplified in the new Pierce-Arrow to the fewest essential operations.

Brakes are fully enclosed. Ball-bearing spring shackles require lubrication but once in 25,000 miles. Engine fan with roller bearing rarely requires

lubrication. Roller type universal-joint bearings are permanently lubricated when assembled.

Valve adjustment is automatically maintained by oil under pressure; valves are always quiet, eliminating periodic settings.

TRANSMISSION . . . Synchro-mesh type, silent in all gears, with built-in free-wheeling unit and automatic overdrive. Silent positive shifting.

Pierce-Arrow vacuum power braking adds to free-wheeling safety since the engine is no longer required to assist braking.

WHEELS . . . Demountable wheels (five to a car) mounting large 17 x 7.50 tires for Speeds; 17 x 7.00 tires for Eights.

HEADLAMPS . . . Pierce-Arrow's traditional fender lamps provide conventional parking, city driving and bright beams. Two special lights provide: first, a special country driving light of searchlight intensity; and, second, a special cross-beam passing light. Pierce-Arrow thus has the most efficient, safest lighting system ever devised for night driving.

SAFETY GLASS . . . Non-glare safety glass in windshield and all windows.

BODY INSULATION . . . Costly all-fibre Seapac insulation from the Javanese Geiba tree seals the dash against sound and heat. Waterproof and fireproof, this latest insulation is the result of airliner sound-proofing developments. The remainder of the body is completely insulated with the finest materials Pierce-Arrow engineers have been able to discover for the purpose.

DRAFTLESS VENTILATION . . . All Pierce-Arrow closed car models are equipped with modern adjustable ventilation vanes in doors and windows. Quarter windows are of new full-swinging type without cross bars.

COLORS AND APPOINTMENTS . . . Pierce-Arrow cars for 1936 offer a wide variety of color finish and interior treatments.

All models are even more commodious than their predecessors, with greater headroom and ten additional cubic feet of space in the sedan interiors. Rear seats have been moved forward well ahead of the rear axle, while front seats are a full 8 inches wider and fully adjustable in all models.

Additional richness has been introduced through newly designed window moldings and door and window panels. Smoking sets are found in all rear compartments while an ash tray and cigar lighter are incorporated in the dash, which groups a complete array of dials directly in front of the driver and provides a spacious locker at the extreme right. Provision is made for radio control dial on instrument panel, with head-level loud speaker above windshield.

Concealed curtains, dome and corner lights, arm slings, thickly cushioned foot rests, rubber impregnated carpets, and deftly wrought hardware are among the appointments.

In addition to the instrument panel clock, the 5-passenger and 7-passenger Sedans, the Club Sedan and the Enclosed-Drive Limousine have rear compartment clocks. Pockets are located in doors or on the back of the front seat, depending upon the body type. All lockers and package compartments are fitted with locks.

PIERCE - A R R O W M O T O R C O R P O R A T I O N , B U F F A L O , N . Y .

We reserve the right to change specifications or add new improvements without obligation to make similar alterations in automobiles already manufactured.

