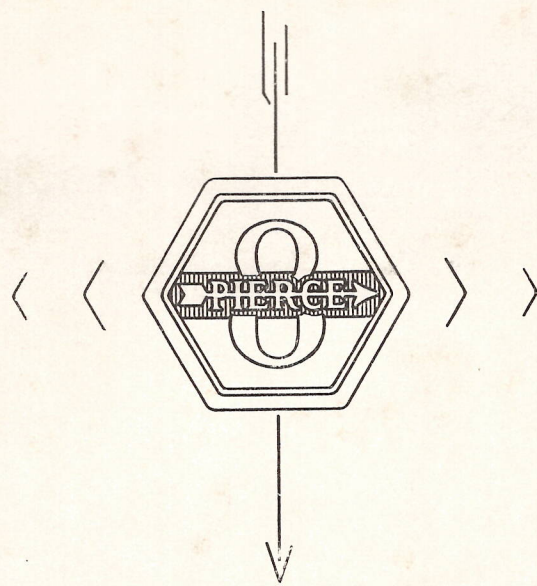


# THE NEW EIGHT



## ANNOUNCEMENT

This is a reprint of the first new Eights of the famous Pierce-Arrow.

The Pierce-Arrow was truly one of the world's finest cars for many years.

This reprint is made available for owners, collectors and historians

by

### FLOYD CLYMER

*World's Largest Publisher of Books Relating to Automobiles,  
Motorcycles, Motor Racing, and Americana*

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BY

THE PIERCE-ARROW MOTOR CAR COMPANY

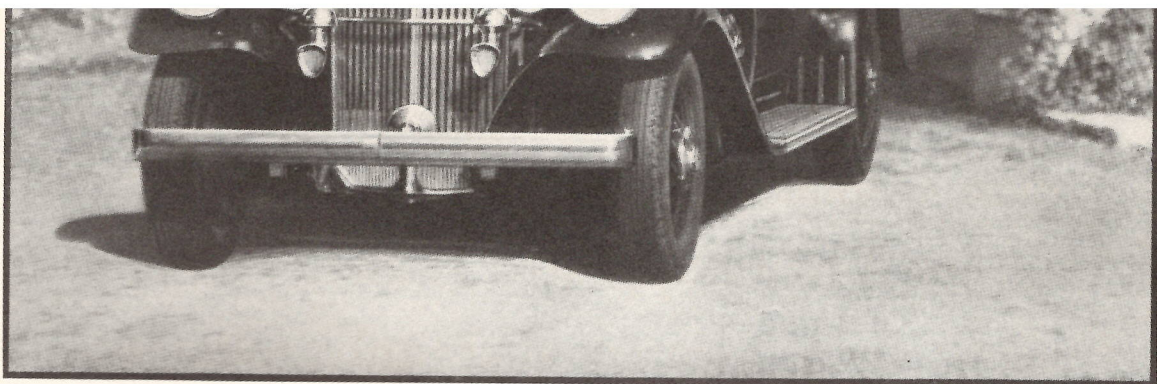
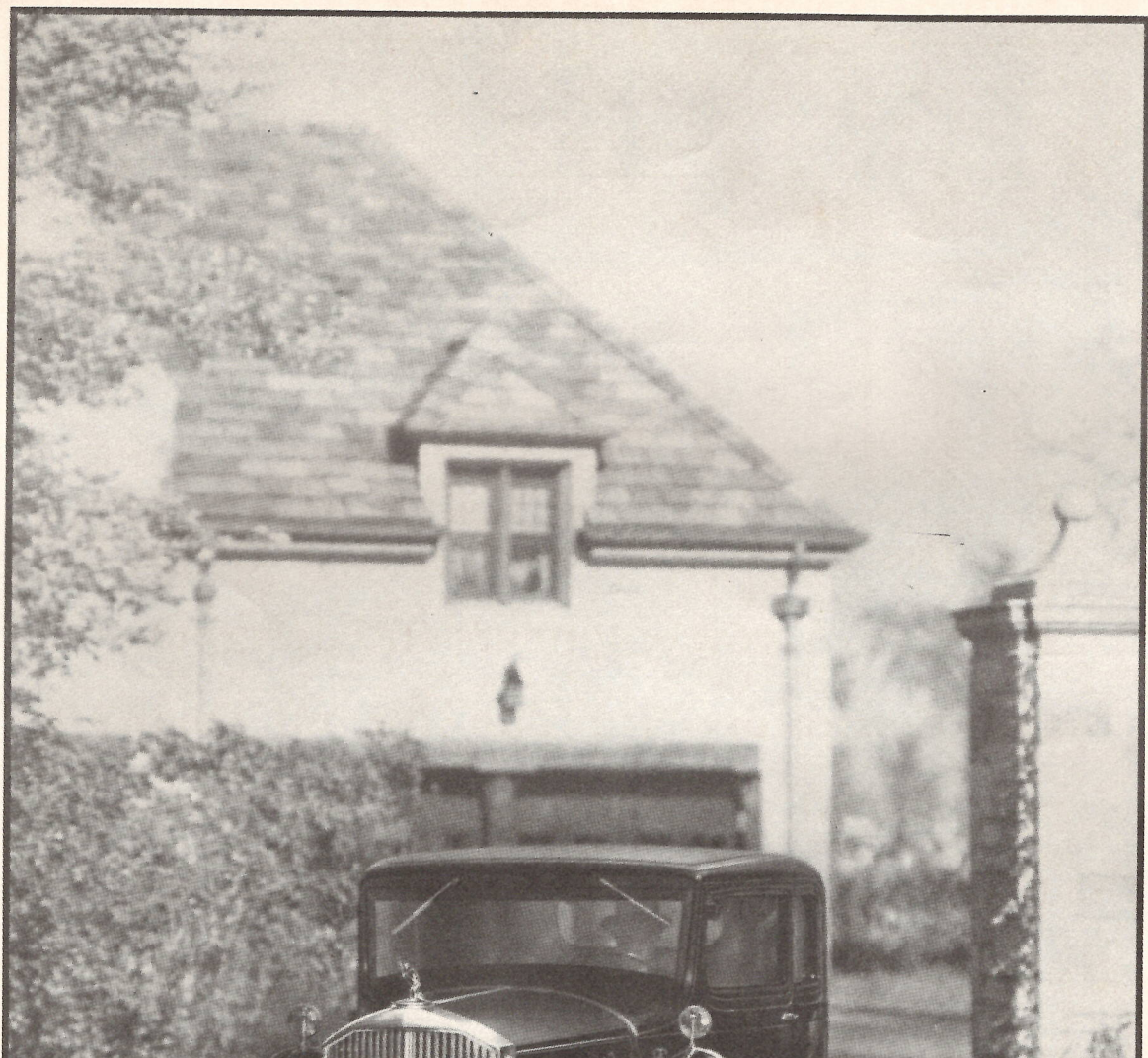
BUFFALO, N. Y.

PUBLISHED BY  
**FLOYD CLYMER**  
LOS ANGELES

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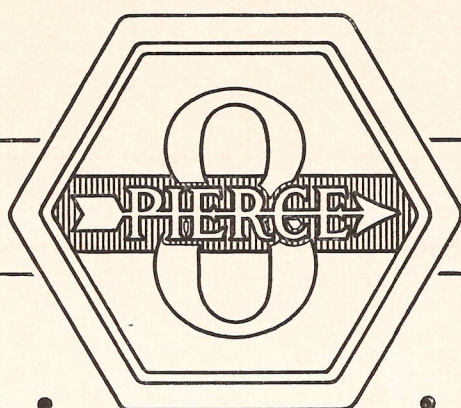




*AN informal view of the first of the new Eights . . . the Club Brougham . . .  
which is Pierce-Arrow in one of its most popular expressions.*



F O R E



W O R D

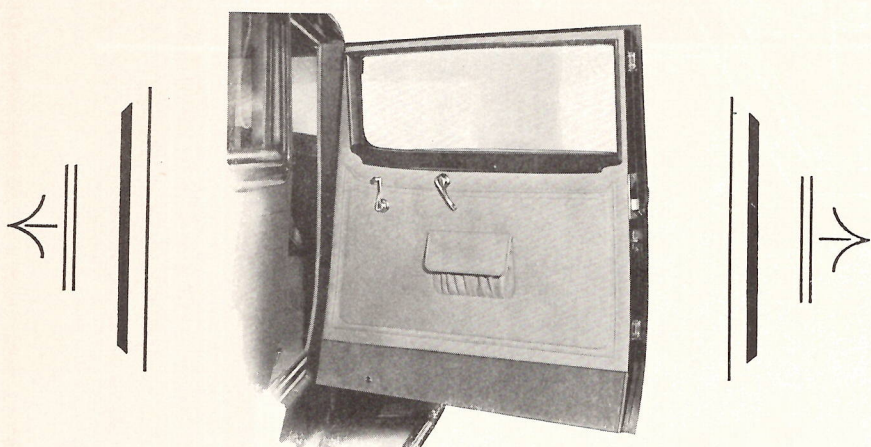
• • • • • • • • • •

I N the creation of today's new Eight, Pierce-Arrow engineers and designers and decorators are due for no small measure of high praise . . . for theirs was the task of bettering a car already superlatively good . . . of making finer that which was until then the finest

without dwelling here upon details, the result is a car more than ever good to look upon, exhilarating to drive, with fresh and alluring luxury appeals . . . and, withal, priced in a manner that only today's economic circumstance makes possible.



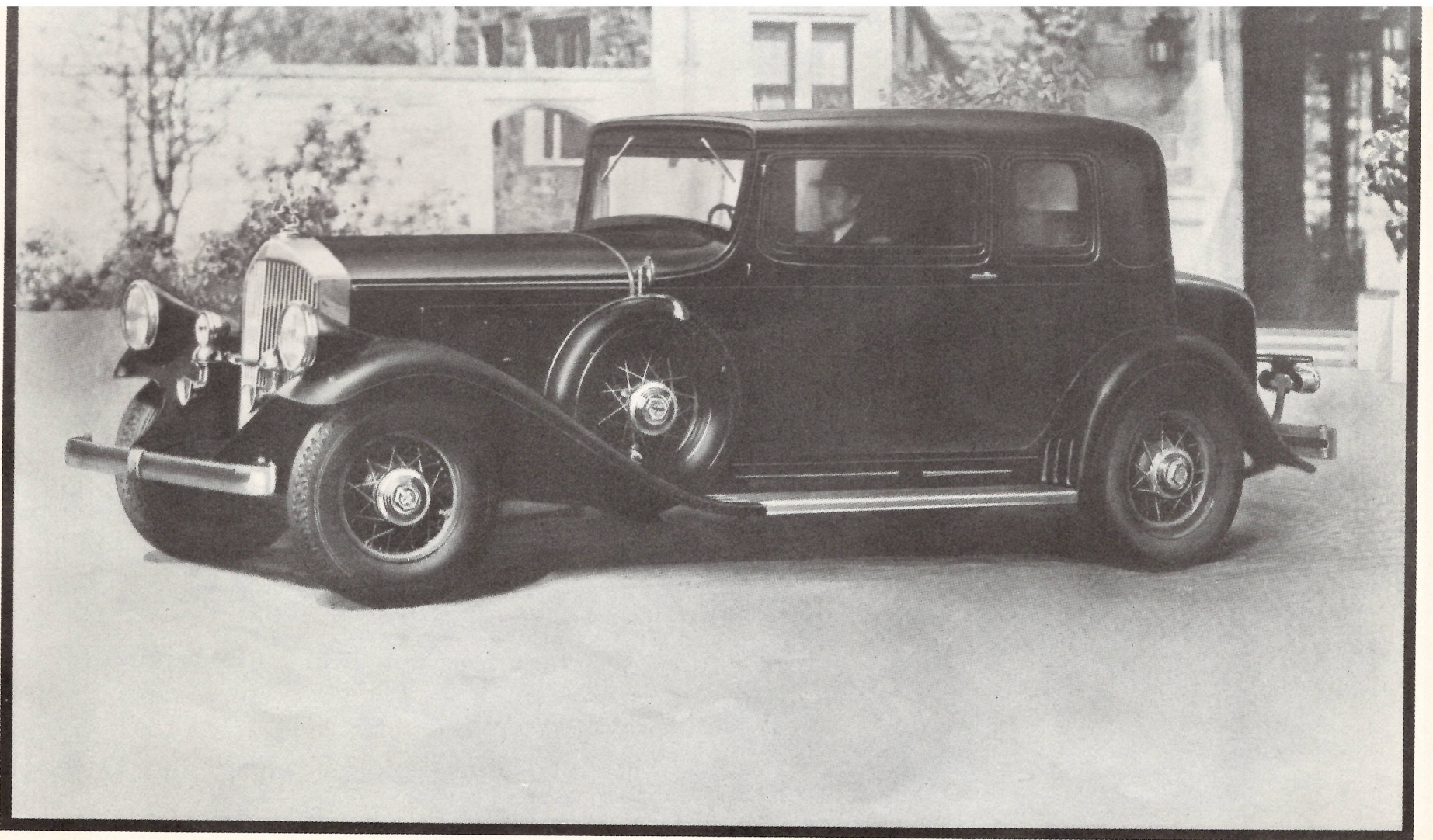
*Of Custom origin, is the almost double-width door of the Club Brougham. It revolutionizes this type car... is original with Pierce-Arrow.*



THE Club Brougham dramatically combines Custom smartness, great luxury, and unusual beauty, with a price that is almost incredible . . . it is so low. Pierce-Arrow, this year, has achieved new heights in the creation of values . . . and the Club Brougham stands forth as a brilliant peak. Besides, it has captured every four-door convenience, while retaining the very definite advantages of the two-door car. Extra wide doors afford easy entrance and exit, without disturbing front seat passengers. The rear seat is extremely wide, comfortably accommodating three people of greater than average proportions.

MODEL 54 . . . WHEELBASE: 137 INCHES . . . 125 HORSEPOWER

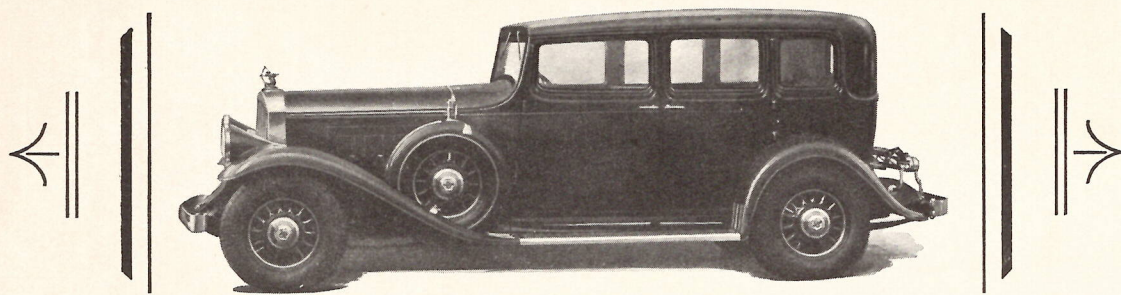




• < < THE CLUB BROUGHAM > > •  
FOR FIVE PASSENGERS



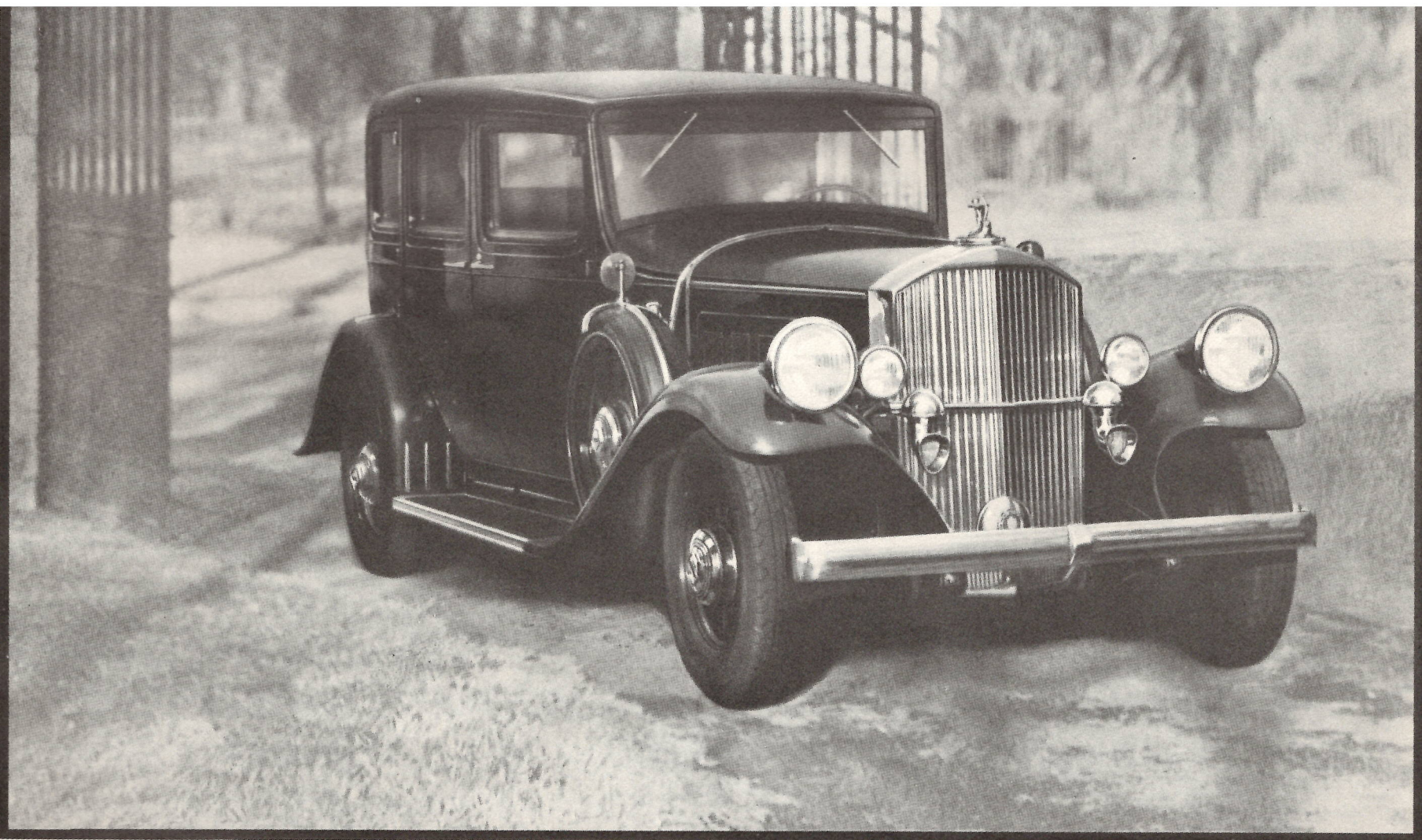
*The full realism of the conventional side-on view accentuates rather than diminishes the charm and individuality of the Five-Passenger Sedan.*



THAT widely popular type of car, the Five-Passenger Sedan, finds singularly attractive expression in the model illustrated on the opposite page. A wide rear seat and wide doors and windows afford unrestricted ease and range of vision. The appointments are complete, in the Pierce-Arrow manner. The front seat is full adjustable. There is a folding center arm rest in rear. The upholstery is deep, luxurious and beautifully tailored . . . designed always to harmonize with each interior. Sling-type assist-grips and a two-position adjustable foot rest are among other noteworthy interior features.

MODEL 54 . . . WHEELBASE: 137 INCHES . . . 125 HORSEPOWER

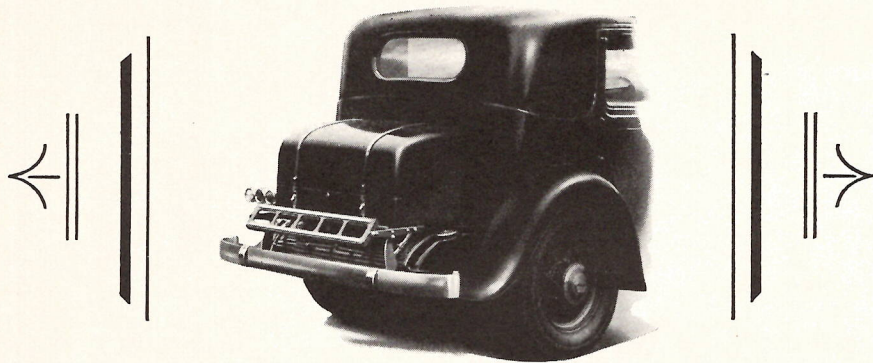




· < < THE FIVE-PASSENGER SEDAN > > ·



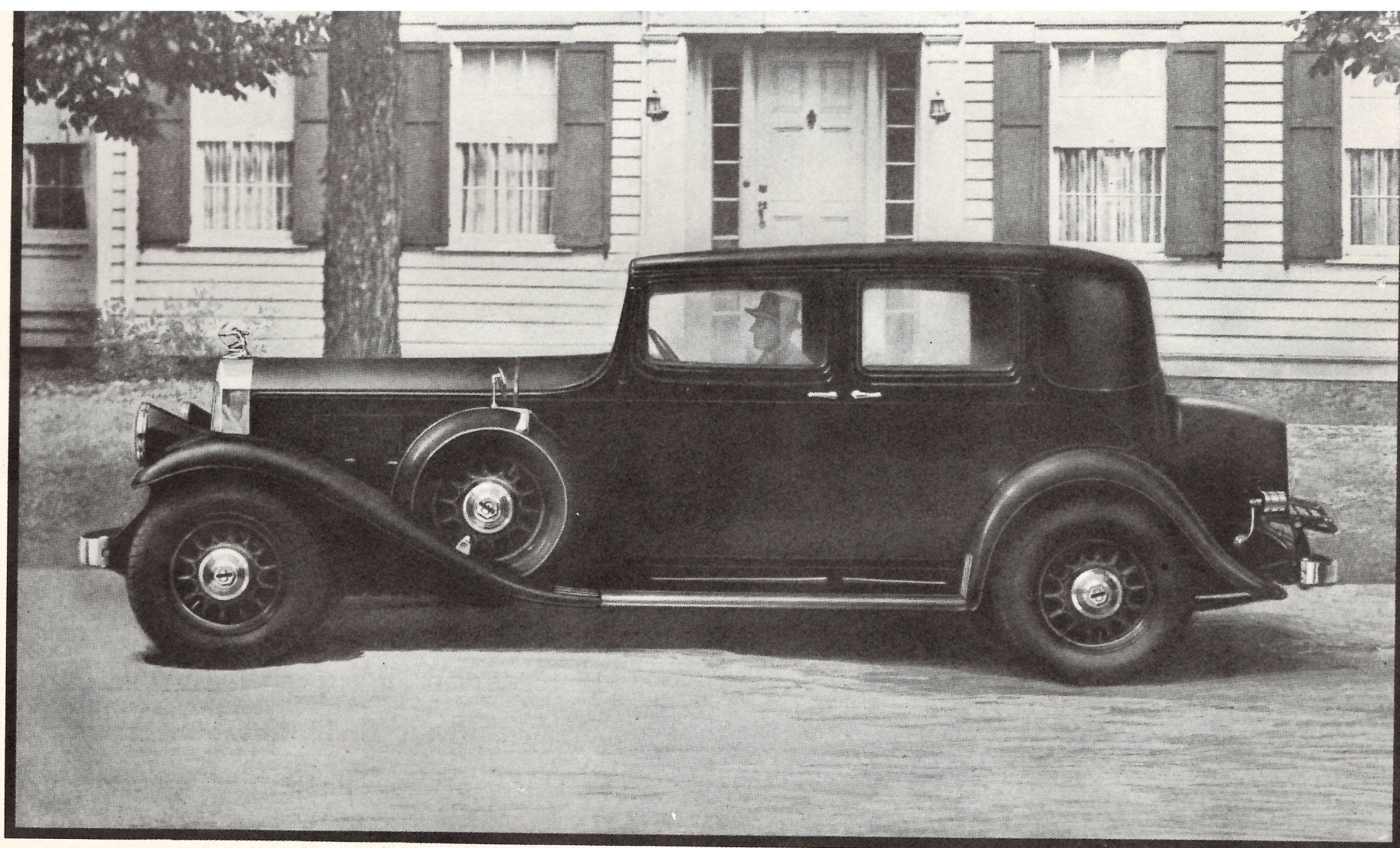
*Very definitely a Custom feature is the trunk at the rear of the Club Sedan . . . designed especially to harmonize with the car's modishly beautiful body contours.*



THE Club Sedan is one of the most engaging cars in the new line. This close-coupled yet amply spacious type provides excellent conveyance for five passengers . . . its intimacy making it a rather ideal family car. There is uncommon allurement in its every line . . . and features which set it definitely apart . . . such, for example, as the closed rear quarter which affords an added measure of privacy. The front seat is fully adjustable, and a folding arm-rest divides the rear, when desirable. The assist-grips are of the sling type, and there are hassocks for foot rests.

MODEL 54 . . . WHEELBASE: 137 INCHES . . . 125 HORSEPOWER

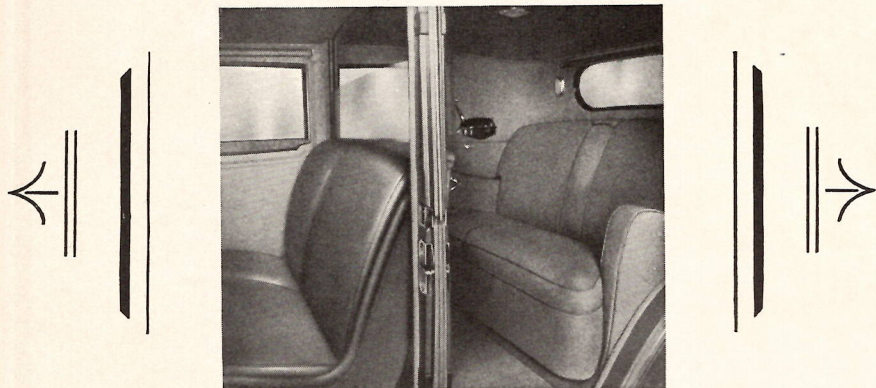




• < < THE CLUB SEDAN > > •  
FOR FIVE PASSENGERS



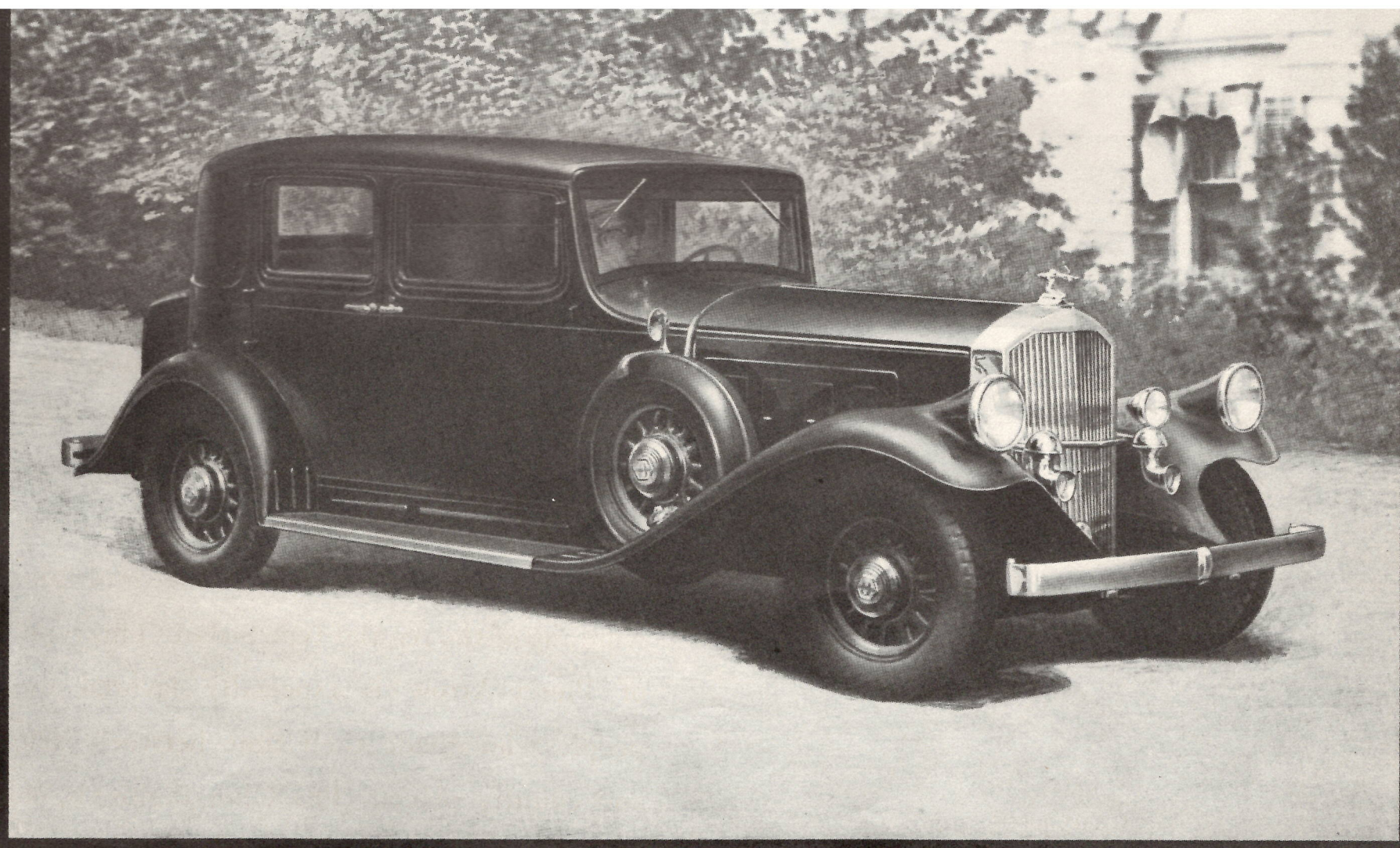
*A few turns of an easily-operated crank transform the Club Berline from a single to a double-compartment car . . . by lowering or raising a plate glass partition.*



**T**HE Club Berline is for the family who employs a chauffeur, but who also occasionally enjoys driving its own car . . . and, at such times, prefers to be free from limousine formality. As in the Club Sedan, the rear quarter is closed at the sides . . . a feature of especial appeal to those who would rather have a certain privacy than the multiple windows of the regular type Sedan. This type of Pierce-Arrow is especially favored by people who divide their time between city and country places. The Club Berline is, in brief, a two-purpose car of singularly smart and compact dimensions.

MODEL 54 . . . WHEELBASE: 137 INCHES . . . 125 HORSEPOWER

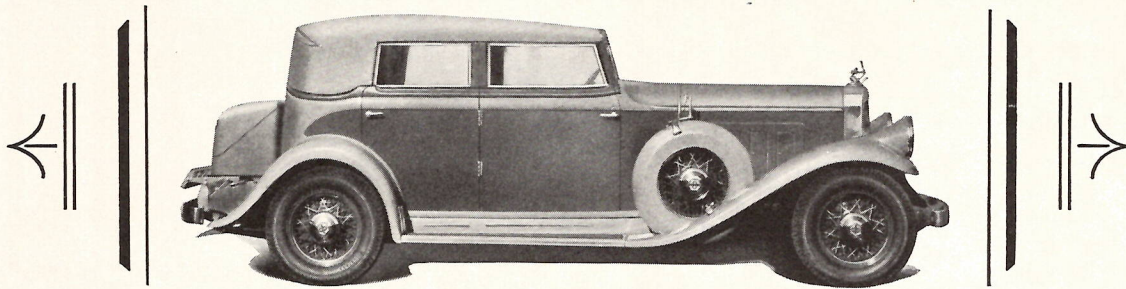




· < < THE CLUB BERLINE > > ·  
FOR FIVE PASSENGERS



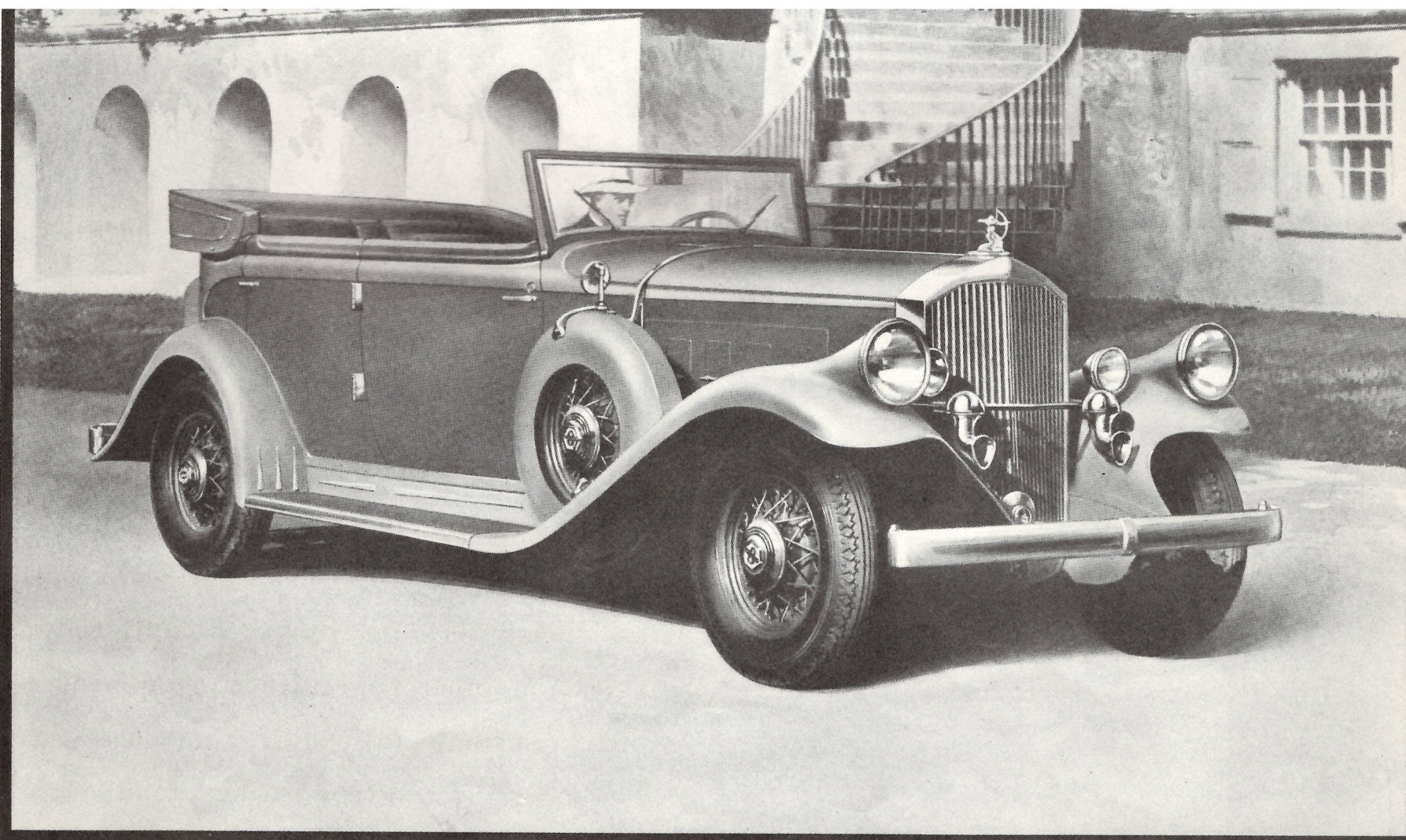
*With the top up, the Convertible Sedan affords closed car protection that is singularly complete.*



FOR people who insist upon all the delights of the open car, and yet who must motor when the weather is adverse, the Convertible Sedan magnificently meets every requirement. The upholstery is of rich, hand-buffed leather throughout, and there is a smartness about the ensemble that makes it one of the most attractive five-passenger Pierce-Arrows in the line. The top is the latest, most improved type, and folds away snugly at the rear. When raised it has a tailored smartness which suggests the military.

MODEL 54... WHEELBASE: 137 INCHES... 125 HORSEPOWER





• < < THE CONVERTIBLE SEDAN > > •  
FOR FIVE PASSENGERS



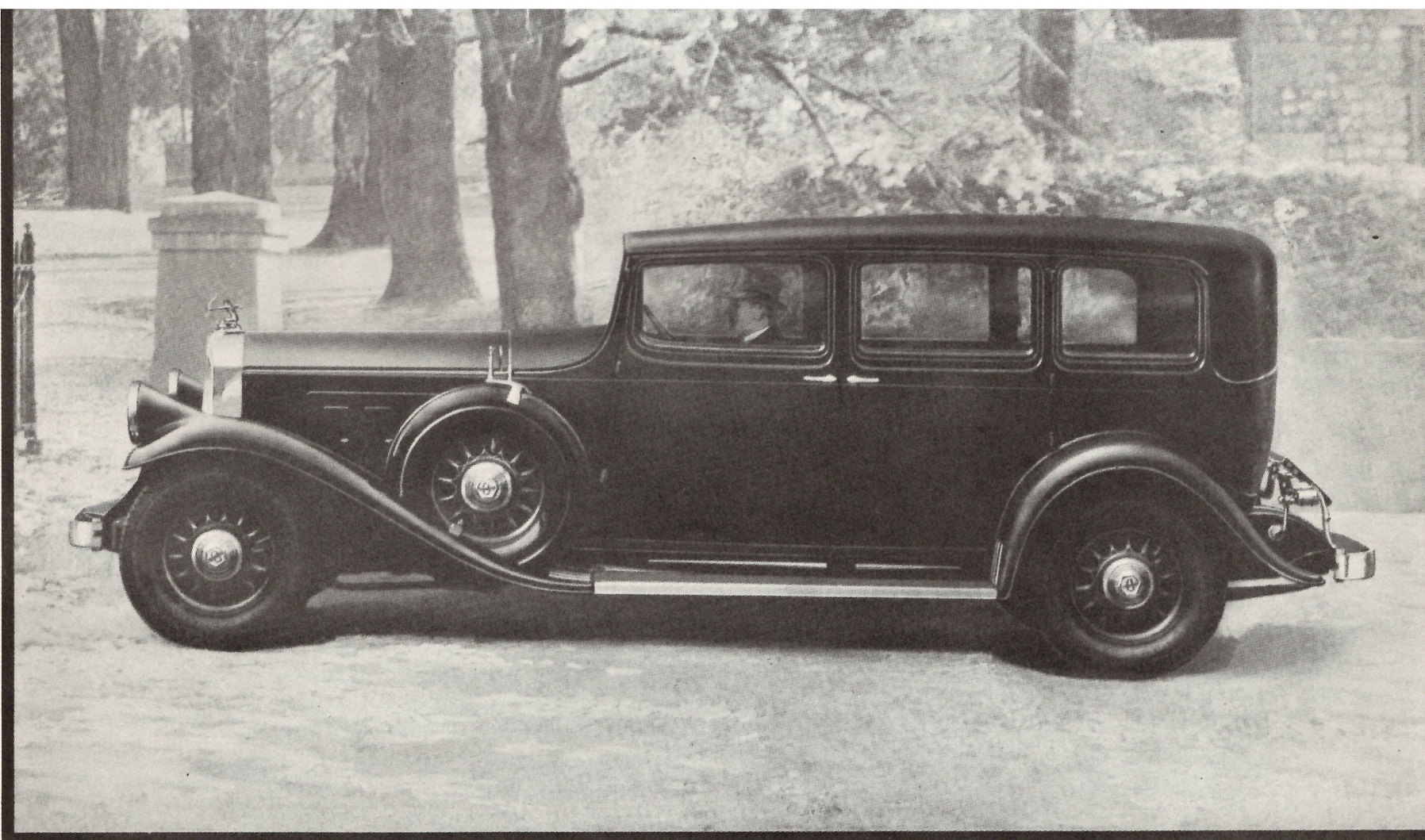
*The fold-away seats in the seven-passenger Sedan are remarkable for their very real comfort . . . which is in singular contrast to what the usual auxiliaries offer.*



PIERCE-ARROW has achieved a distinction that is rare, even for Pierce-Arrow, in this commodious and intensely practical type of large car. Beautifully appointed and upholstered throughout, and in such modish distinction and variety as to win the approval of the most fastidious. The driver's seat is full adjustable, and other convenience equipment is present in complete detail. In sum, the Seven-Passenger Sedan of 1932 is big . . . and impressive . . . and altogether good to look upon and to luxuriate in.

MODEL 54 . . . WHEELBASE: 142 INCHES . . . 125 HORSEPOWER





• < < THE SEVEN-PASSENGER SEDAN > > •



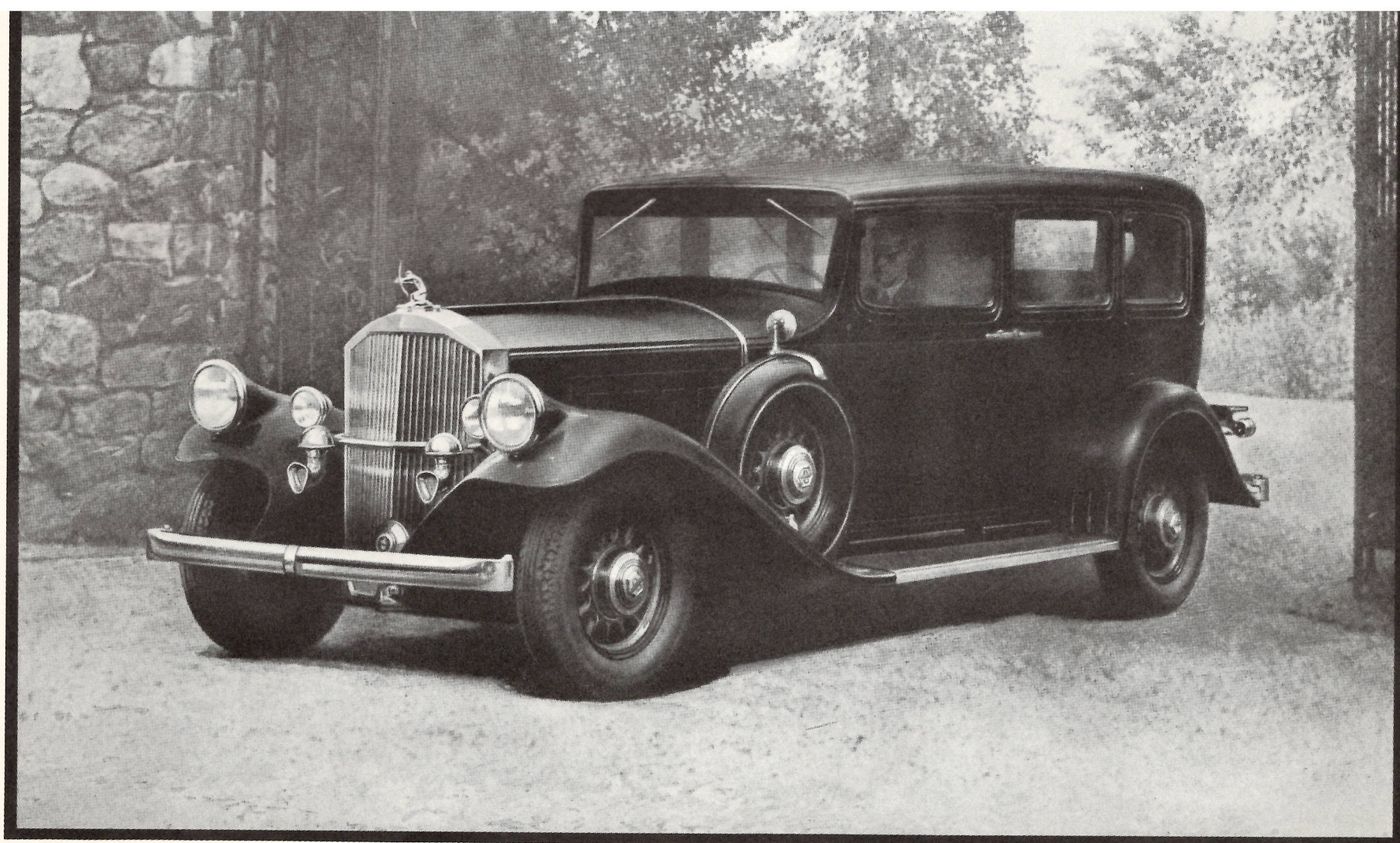
*The Enclosed-Drive Limousine has two compartments or one, according to the owner's choice of the moment.*



A PLATE glass partition, which disappears into the rear of the front seat, is the convertible feature in this much-favored type of large car . . . the Enclosed-Drive Limousine by Pierce-Arrow. A few turns of a handle in the tonneau accomplishes the transformation from a chauffeur-driven into an owner-driven automobile—or vice versa. The upholstery and appointments are appropriate to either type. The extra seats represent a very definite achievement in body design, being of the flush type which not only completely disappear but are actually very comfortable when in use. A dictaphone conveniently located at right is the final note of typical Pierce-Arrow appointment.

MODEL 54 . . . WHEELBASE: 142 INCHES . . . 125 HORSEPOWER

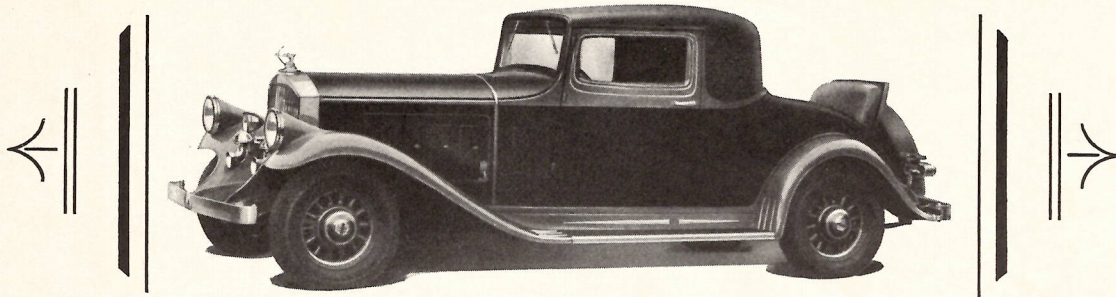




• < < THE ENCLOSED-DRIVE LIMOUSINE > > •  
FOR SEVEN PASSENGERS



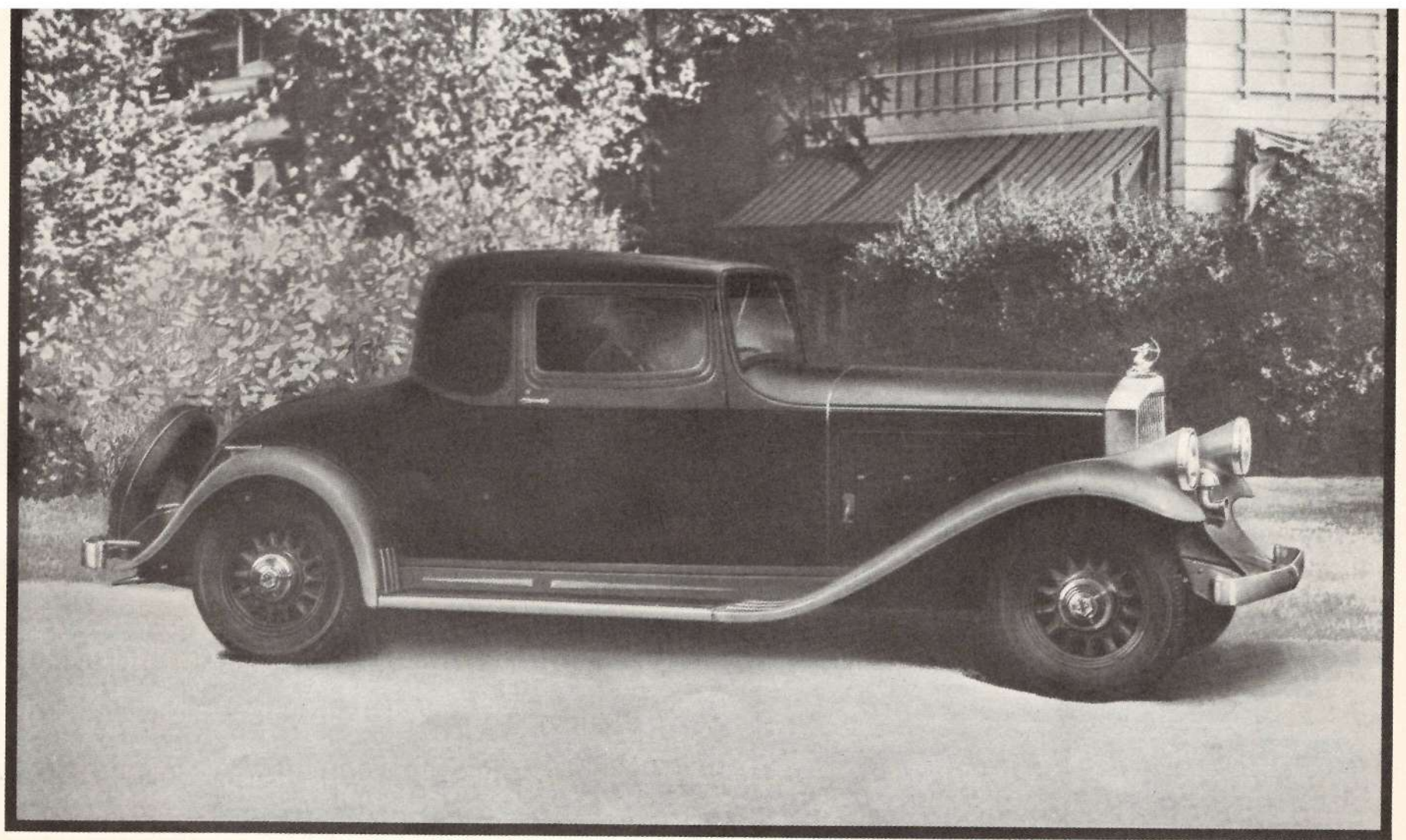
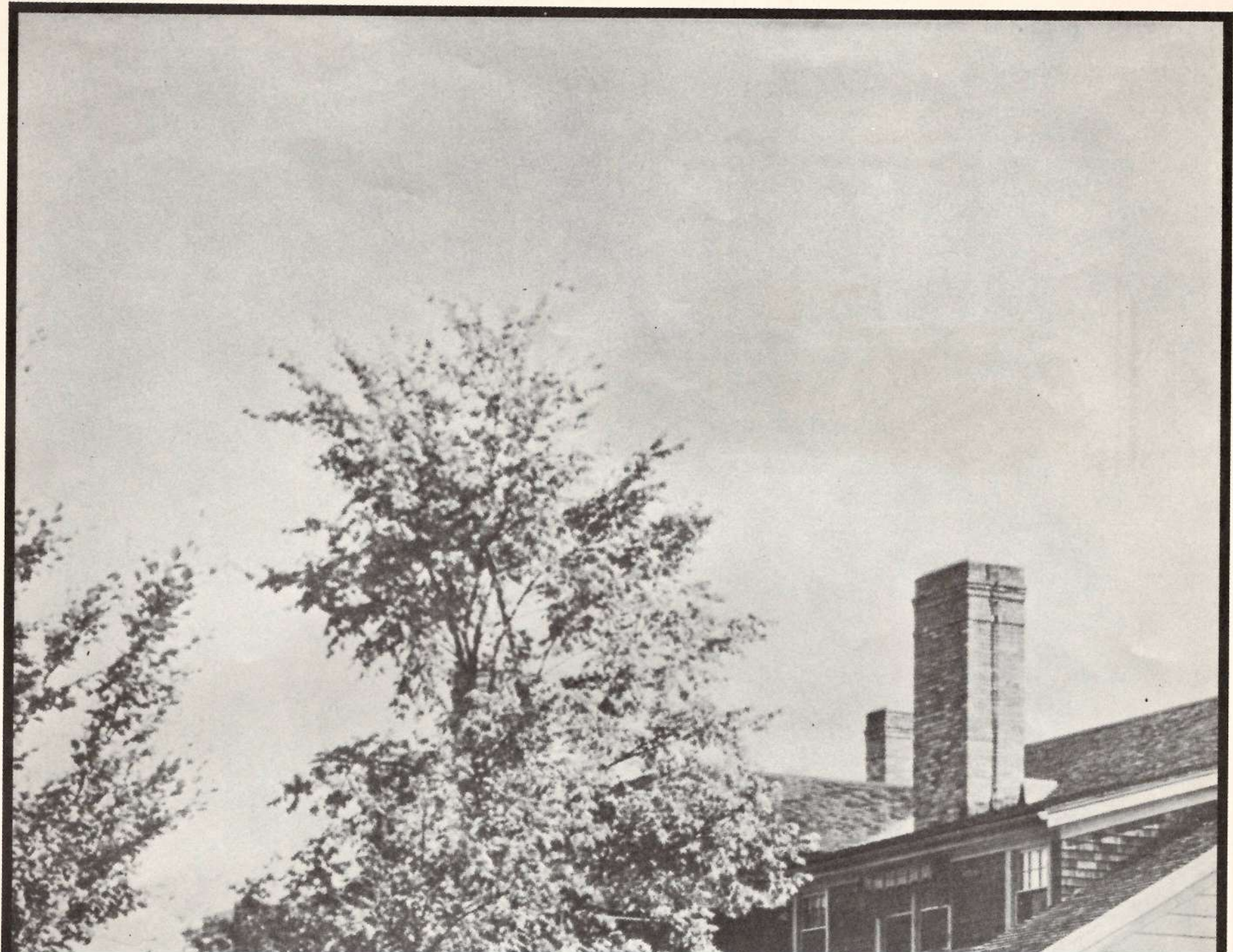
*Here is a rumble seat which is  
really comfortable . . . even when the  
going is fast, and hard, and long.*



**T**HE Coupe, as Pierce-Arrow so well knows how to build it, is a delightfully intimate two-passenger car . . . which can be quickly converted to foursome occupancy by the simple expedient of lifting the rear deck cover and revealing a rumble seat, which is comfortably upholstered in leather. This car boasts, among other features, a full adjustable seat with a capacious package compartment behind, and a golf-bag locker at the side with an unusually large door and interior. The rear window is easily lowered, permitting communication with rumble seat occupants.

MODEL 54 . . . WHEELBASE: 137 INCHES . . . 125 HORSEPOWER





· < < THE FOUR-PASSENGER COUPE > > ·



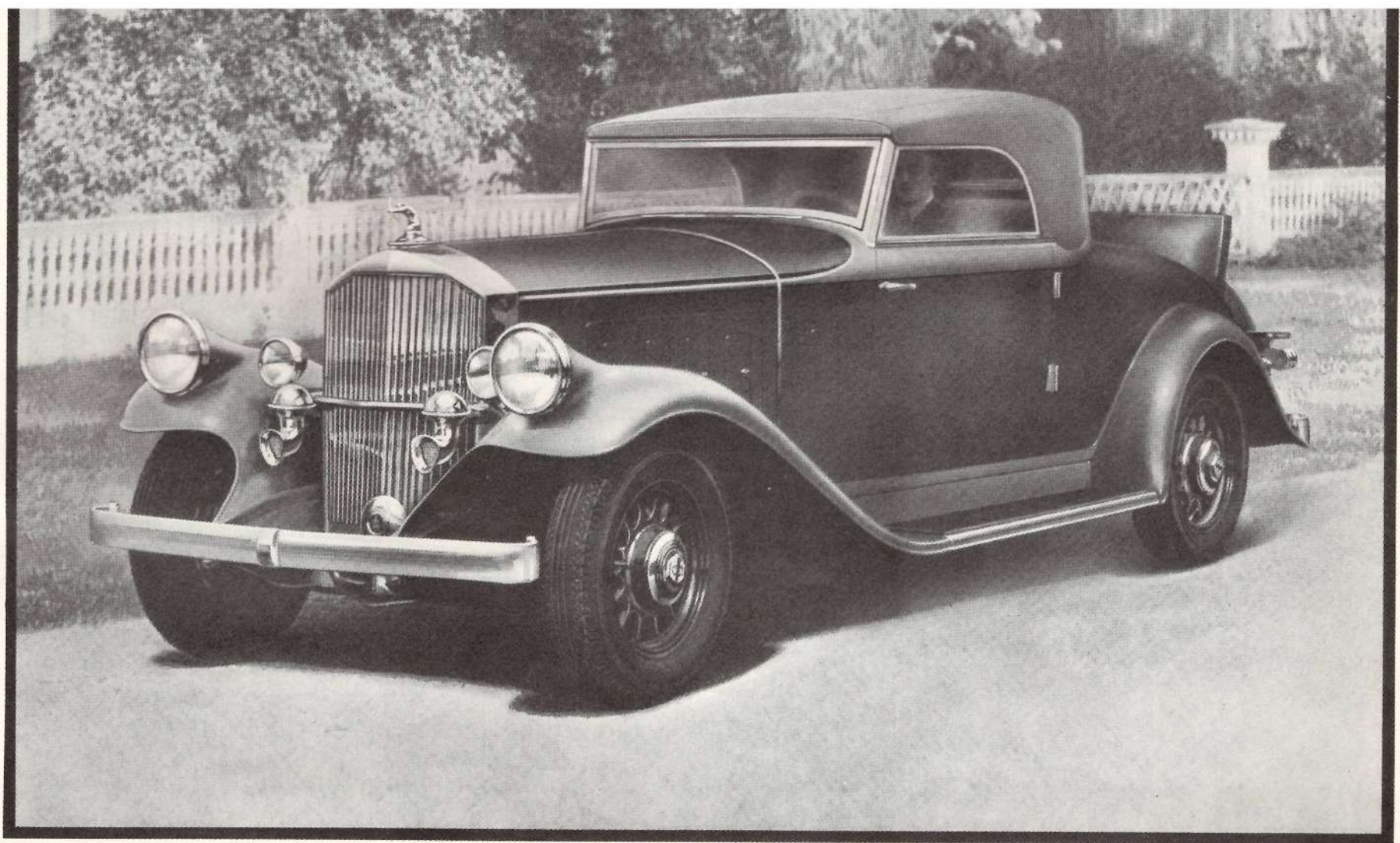
*The Pierce-Arrow Convertible Coupe-Roadster is a tempting car at all times. With the top down, it carries all the allurements of the great well-known out-of-doors.*



ONE of the many ultra-modern features of the Convertible Coupe-Roadster is its latest type folding top . . . which lowers with greater ease and folds away with smart-looking compactness. The chrome-plated, massive type of door hinges are of direct Custom origin. Even the rear compartment is made distinguished by special appointments, featured by a foot rest. The driver's seat is full adjustable, and the rumble seat is wide and comfortable. When the top is down, the front doors provide sliding glass wings. The doors have wide, deep pockets, and the compartment behind the front seat will accommodate many packages. Rear curtain is removable.

MODEL 54 . . . WHEELBASE: 137 INCHES . . . 125 HORSEPOWER





• < < THE CONVERTIBLE COUPE-ROADSTER > > •  
FOR FOUR PASSENGERS



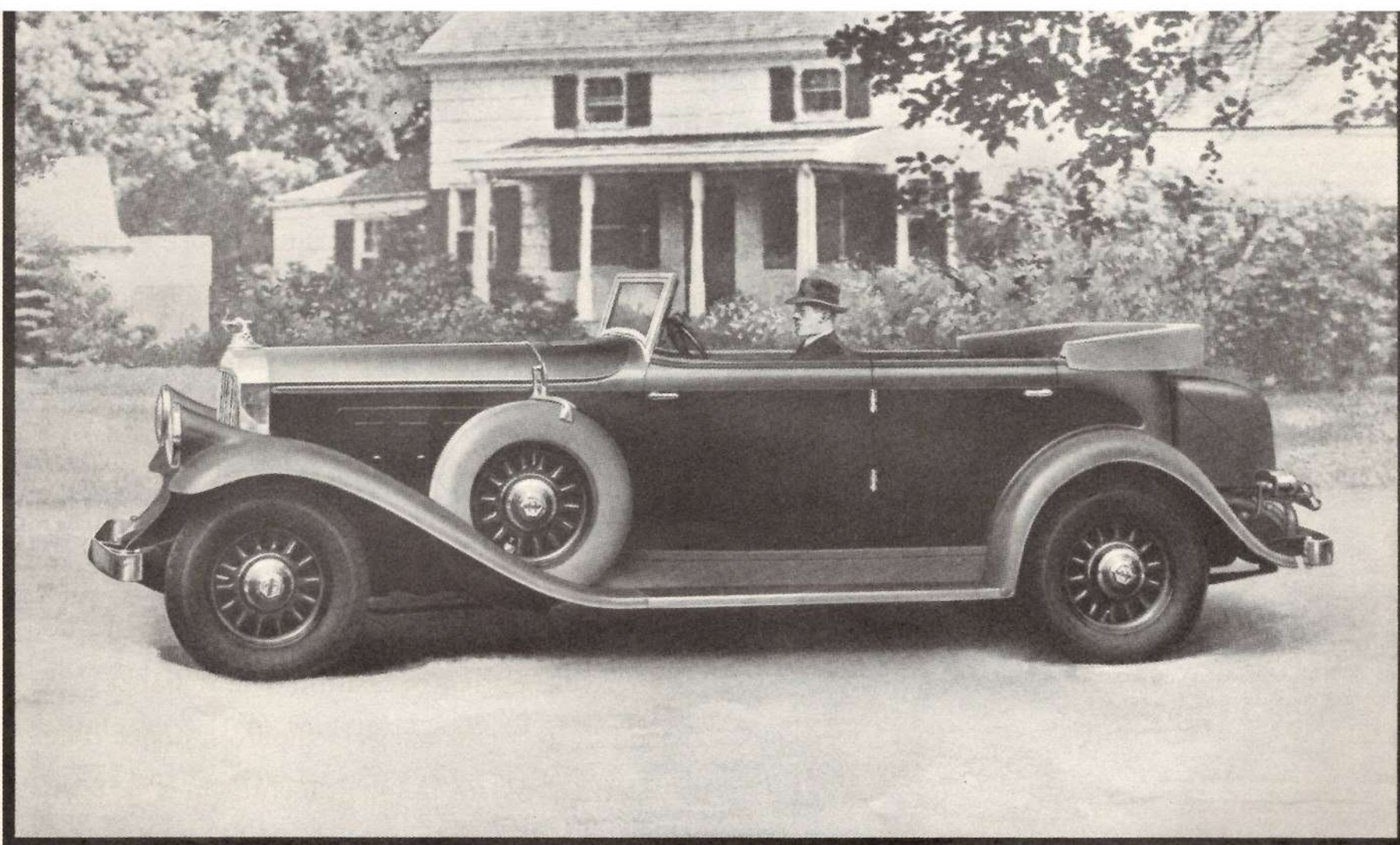
*Even with the top up, this Tourer carries an invitation to the open road such as no live person would even think of declining.*



**T**HERE is a certain atmosphere of freedom in this open car that has nothing to do with the concrete and steel of the city . . . yet there is Pierce-Arrow sophistication and smartness about its every line and in all its delightful detail. It has massive Custom type, chromium hinges . . . pockets in rear doors . . . genuine hand-buffed leather cushions and backs . . . and sliding glass wings in the front doors. The fleetness of its long, graceful lines is even accented by the top, when folded down. A curtain compartment is behind the rear seat.

MODEL 54 . . . WHEELBASE: 137 INCHES . . . 125 HORSEPOWER

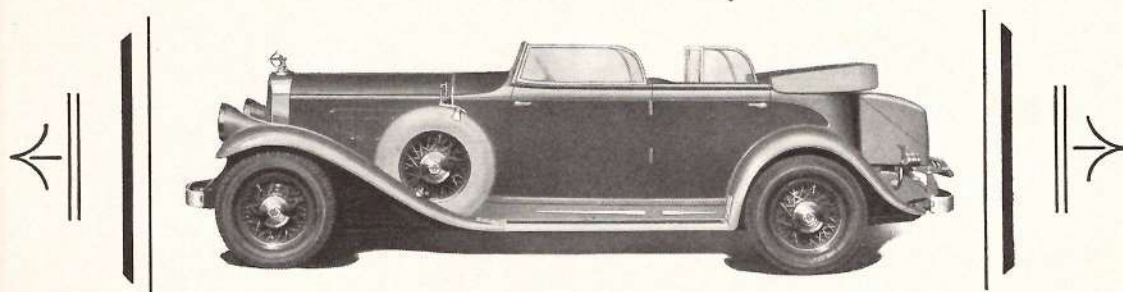




• < < THE FIVE-PASSENGER TOURER > > •



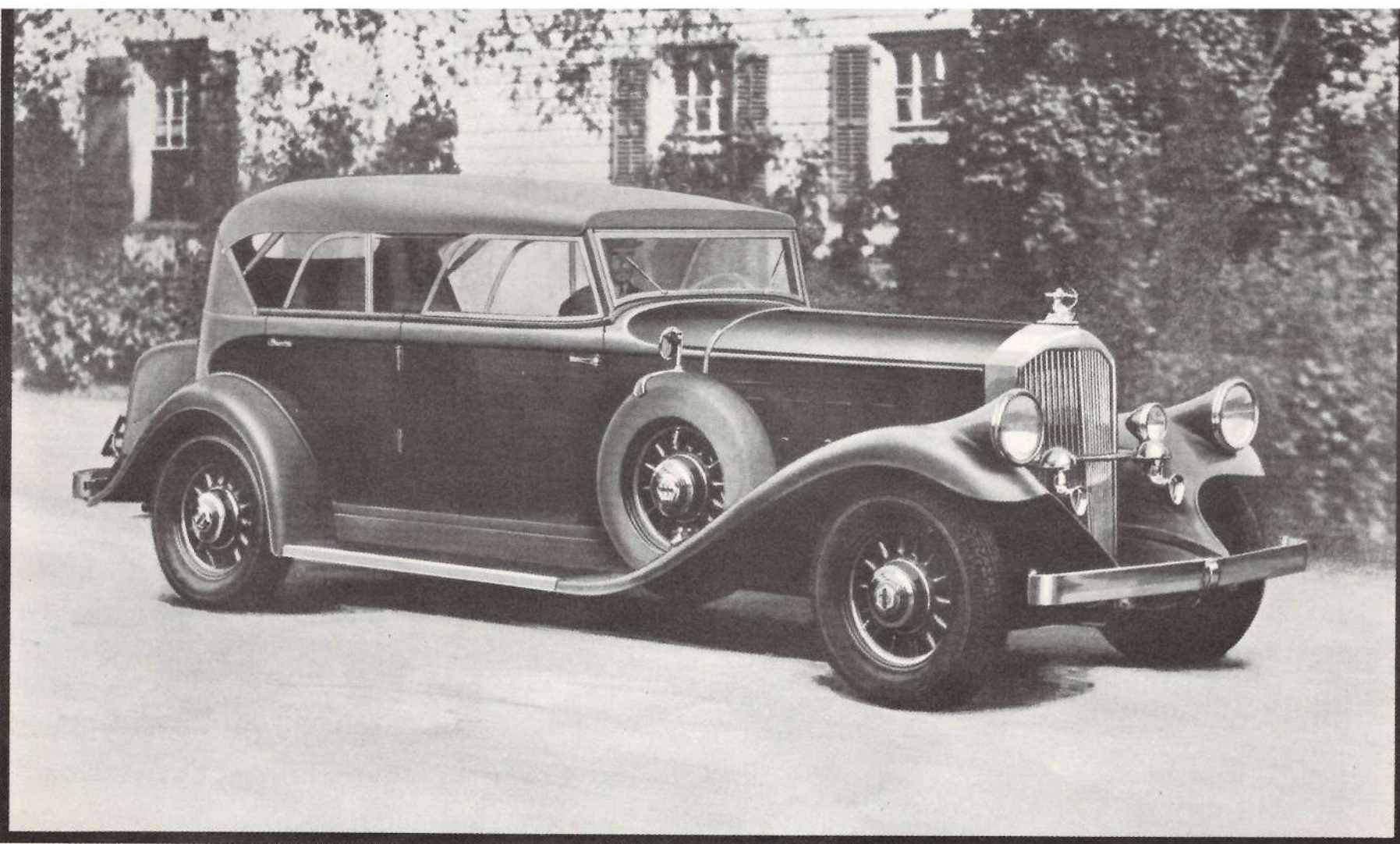
*Season after season, the Sport Phaeton is voted the most popular type of open car . . . certainly it is the most vivid expression made by Pierce-Arrow.*



**I**N the design of the dashing Sport Phaeton there is apparent, besides great smartness, all the elements of comfort and luxury. The tonneau windshield folds down . . . is fitted with cozy-wings. There is a folding arm rest in the rear. The driver's seat is full adjustable. And, when the weather dictates, the car can be snugly and smartly enclosed. The upholstery and fittings give added emphasis to the inherent sport atmosphere of the ensemble . . . which is pulse-stirring even when the car is standing. When it is doing sixty, or seventy, or more . . . words fail!

MODEL 54 . . . WHEELBASE: 137 INCHES . . . 125 HORSEPOWER

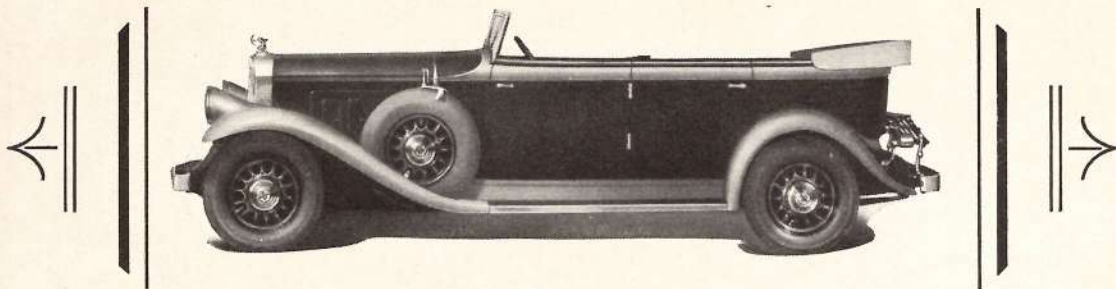




• < < THE SPORT PHAETON > > •  
FOR FIVE PASSENGERS



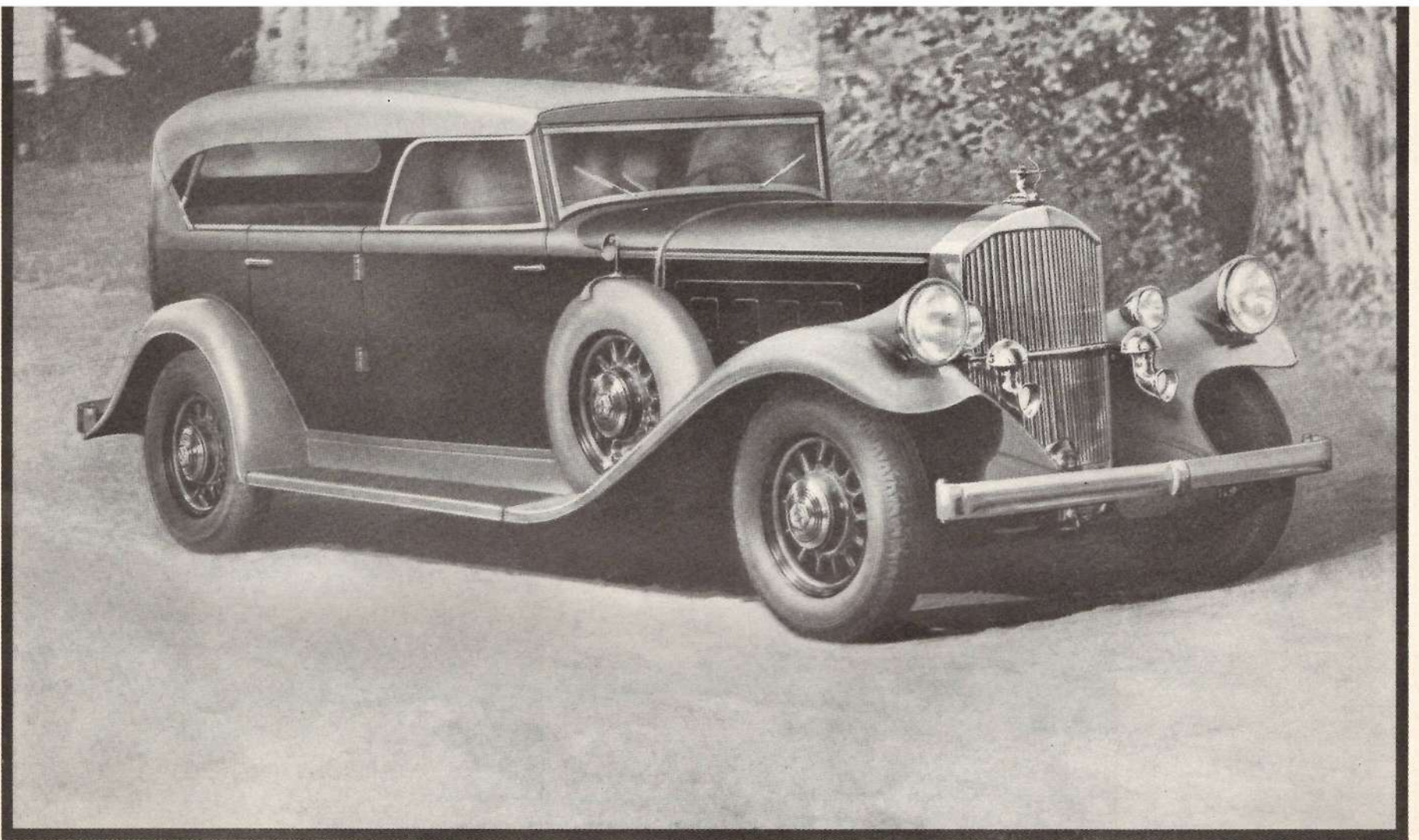
*With top down, the Seven-Passenger Tourer provides  
the maximum of freedom to the four winds . . . .  
with protecting wind-shields at instant command.*



THIS patrician ally of the out-of-doors is Pierce-Arrow in one of its most charming expressions. A car that comfortably accommodates seven passengers and that carries an enviable air of going somewhere of importance. There are capacious pockets in the rear doors. The cushions and backs are of genuine hand-buffed leather. The front doors have disappearing cozy-wings. The front seat is full adjustable, and there is a center folding arm rest in the rear. A tonneau-light shines forth, when needed, from the rear of the front seat. The curtains are hand-tailored and individually fitted . . . and curtain compartments are behind rear seat.

MODEL 54 . . . WHEELBASE: 142 INCHES . . . 125 HORSEPOWER

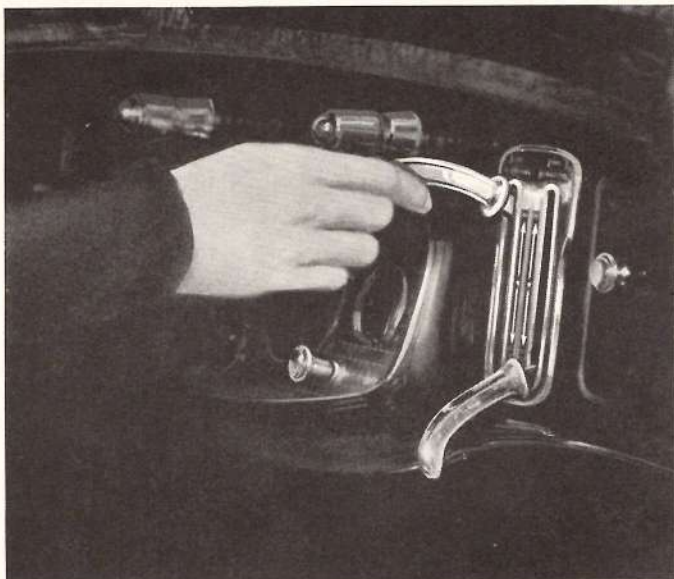




• < < THE SEVEN-PASSENGER TOURER > > •



# ... NEW PIERCE-ARROW FEATURES ...



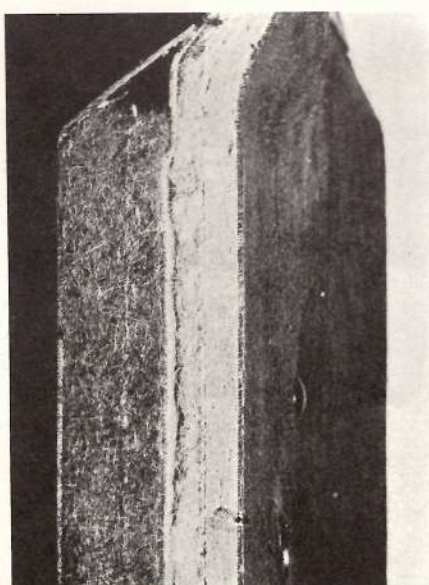
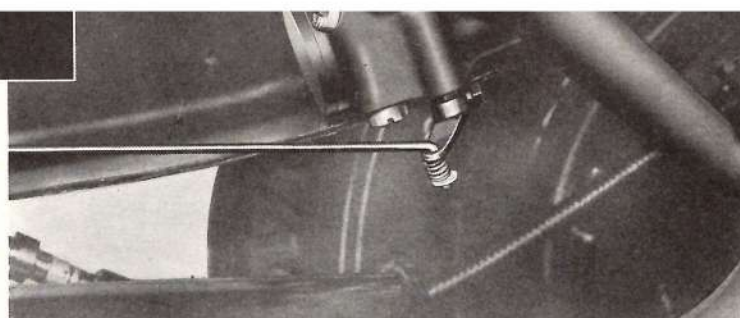
Improved Free Wheeling in all forward speeds is effected without touching the clutch. The change from Free Wheeling to conventional gear is made by depressing the clutch and putting the instrument board control down.



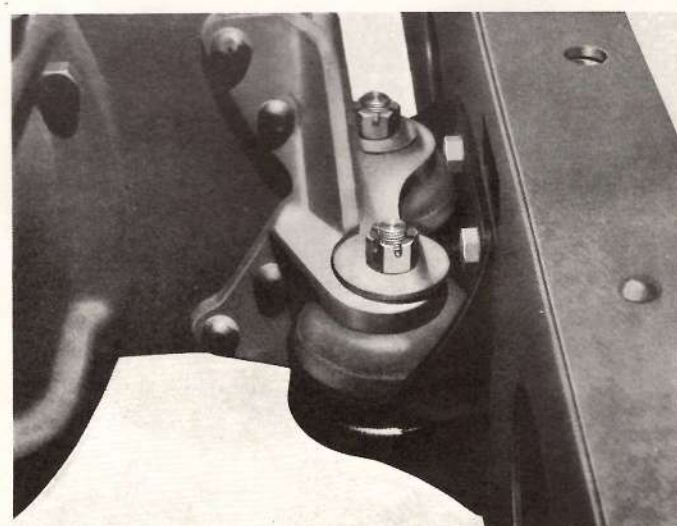
Automatic Starting which eliminates starting pedal and prevents the engine from stalling.



Ride Control with dash adjustment which regulates the shock absorbers to all speed and road conditions.



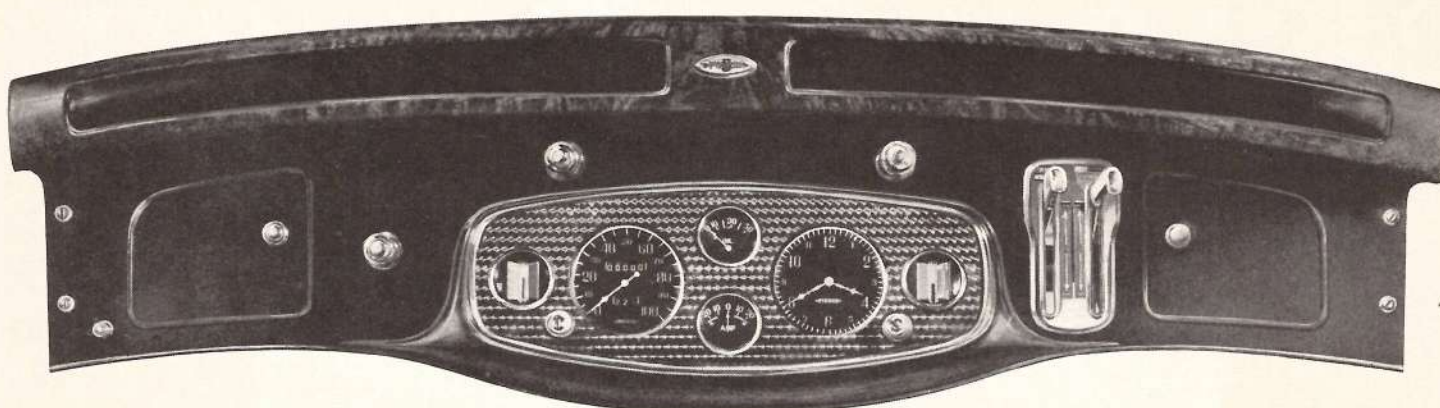
Here is a cross-section of Pierce-Arrow super-insulation against noise, heat and cold ... by multiple layers of thick felt and composition throughout.



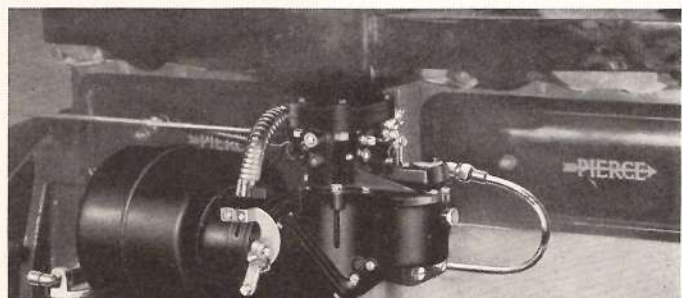
Eight rubber engine supports furnish that modest measure of insulation which, with the perfectly balanced, inherently smooth Pierce-Arrow engine, insures quietness and freedom from vibration.



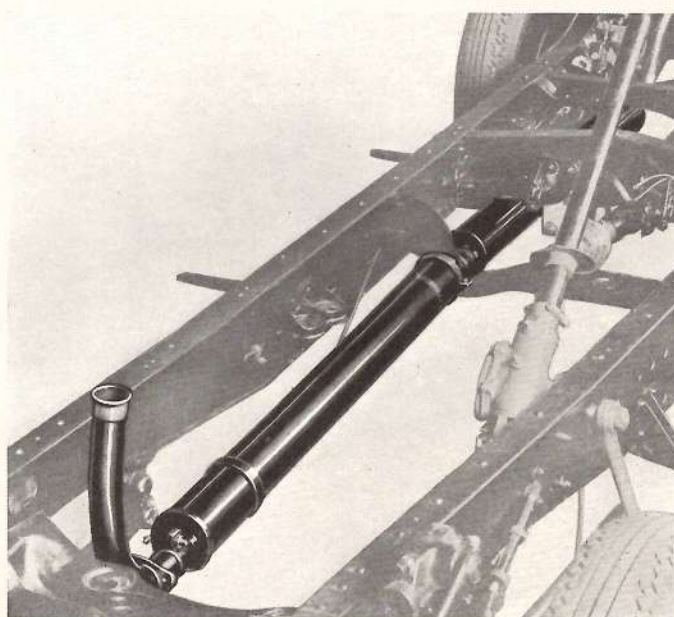
# ... NEW PIERCE-ARROW FEATURES ...



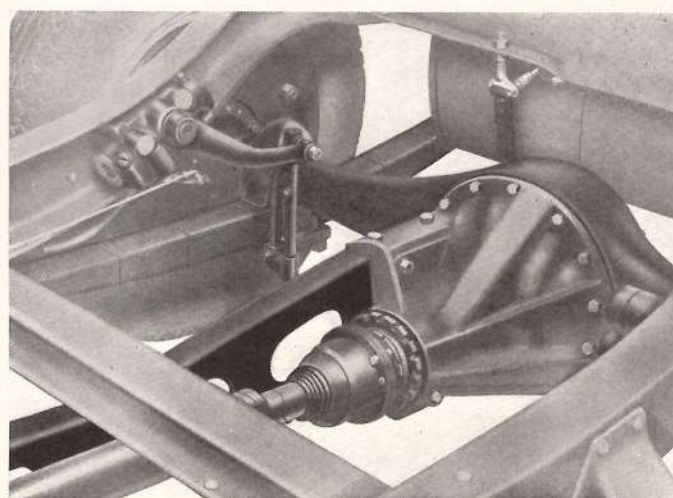
The new instrument board is strikingly handsome. Convenient dash-cabinets are placed at either end of the instrument board and the two easily operated levers for Free Wheeling and Ride Control are conveniently placed at the right of the center panel.



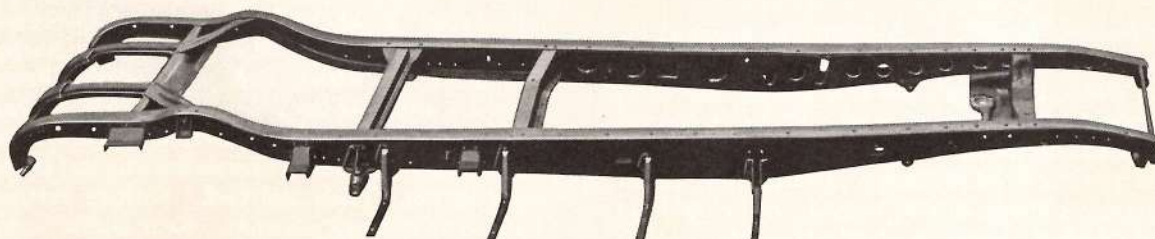
The combination air-cleaner, carburetor silencer and cold-air intake is an important Pierce-Arrow engineering feature.



Double mufflers silence all exhaust noises.



The torque arm, an exclusive Pierce-Arrow feature, relieves the twisting strains of driving and braking.

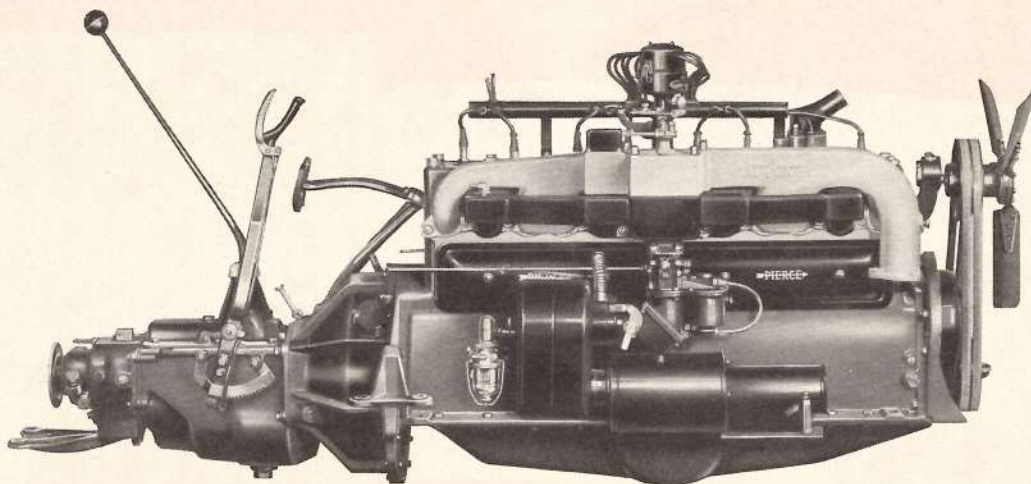


The new box-girder frame is one of the few really great revolutionary improvements in automobile engineering in recent years.



# SPECIFICATIONS

## MODEL 54 . . . ON 137- AND 142-INCH WHEELBASE



*The New Eight Engine . . . by Pierce-Arrow*

### POWER PLANT

*Engine . . .* Eight cylinders in line; 125 horsepower. Bore,  $3\frac{1}{2}$  inches. Stroke,  $4\frac{3}{4}$  inches. Piston displacement, 366 cubic inches. Six-point mounted in cushion rubber. Combustion chamber design permits compression ratio of 5 to 1 without necessitating use of anti-knock fuels. Cylinders cast in one block, integral with crankcase, assuring great strength and rigidity. Pistons special light weight aluminum alloy with tapered, split skirt and Invar strut construction. Four expansion rings, the lower one of special oil-regulating type. Connecting rods drop-forged steel. I-beam type. Wrist pins,  $\frac{15}{16}$  of an inch in diameter, are fastened securely in the upper end of the rod and oscillate in bearings in the piston. Crankpin bearings  $2\frac{1}{4}$  inches in diameter,  $1\frac{1}{4}$  inches wide, diamond bored for perfect fit. Valves, inlet,  $1\frac{1}{2}$  inches in diameter, chrome nickel steel. Exhaust,  $1\frac{3}{8}$  inches in diameter, heat-resisting silchrome steel. Valve stems automatically lubricated. Crankshaft, drop-forged steel, machined and counter-weighted to insure static and running balance. Lan

chester nine main bearings,  $2\frac{7}{8}$  inches in diameter. All main bearings lubricated by high pressure oil feed through individual leads. Camshaft, drop-forged steel with special cam contours to open and close valves swiftly and noiselessly. Shaft mounted in six steel-backed, babbitted bearings. Oil pressure to all bearings and lifters.

*Clutch . . .* Dry disc double plate type insures instant, quiet, easy shifting. Clutch pedal operates with slight pressure.

*Transmission . . .* Synchro-mesh Free Wheel, selective three-speed type, mounted in unit with engine. Affords new degree of silence, ease and simplicity of shift, and safety of control. Free Wheeling or positive gear control in all forward speeds at driver's option. Lever on instrument board provides instantaneous selection of either type. Free Wheeling gear shifts made without depressing clutch pedal.

*Gear Ratio . . .* Standard, 4.42 to 1 on all closed models; 4.08 to 1 on all convertible, coupe and open models.

*Front-End Drive . . .* Camshaft driven by silent chain from crankshaft. Fan, generator and water pump driven from crankshaft by dual V-type belts.

### GASOLINE SYSTEM

*Supply . . .* Twenty-two gallon tank. Fuel pump operated from camshaft. Fuel strained through filter. Gasoline pipe enclosed in covering of insulating material to eliminate vaporization of fuel in hot weather.

*Carburetor . . .* Duplex design with two mixing chambers, each serving four cylinders. Air cleaner. Overflow from carburetor drained to the ground. Combination carburetor silencer and cold-air intake with seasonal adjustment, provides four additional horsepower at high speeds during hot weather operation.

*Manifold . . .* Duplex exhaust-heated intake with two chambers, each serving four cylinders. Heat thermostatically regulated.

### LUBRICATING SYSTEM

*Engine Lubrication . . .* High pressure force feed to all main bearings, connecting rod bearings, camshaft bearings, timing gears and valve lifters. Gear-type pump submerged at bottom of oil pan. Oil pressure controlled by automatic regulator. Oil filter removes sediment and abrasive particles. Crankcase ventilated.

*Chassis Lubrication . . .* Pierce-Arrow's simplified system insures positive lubrication with minimum attention. Ball-bearing spring shackles, packed in grease, require no attention. Other chassis points, require refilling only at 2500-mile intervals.

### ELECTRICAL SYSTEM

*Ignition . . .* High-tension system with dual timing device; two sets of breaker points.

*Generator . . .* Driven by dual V-type belt from crankshaft. Automatic cut-out prevents discharging. Third brush and thermostatic heat

duty, 140 ampere-hour battery.

*Automatic Starting . . .* Engine starts automatically when ignition switch is turned on. Should engine stall, the automatic starter goes into action immediately without attention from the driver.

### OPERATING CONTROLS

*Brakes . . .* Servo-type, completely enclosed, internal expanding mechanical four-wheel brakes with cable controls. Soft pedal pressure. Seldom require adjustment. Parking brake controlled by hand lever, independent of foot brakes, operates on all four wheels. Brake drums of special alloy steel, non-scoring. Ribbed to dissipate heat and provide extra strength.

*Steering . . .* Improved cam and lever type steering gear with 20 to 1 reduction insures "finger touch" ease of steering. System harmonized by means of a flexible shackle at forward end of left front spring, which eliminates "shimmy," front-end tramp and road shocks.

*Instrument Board . . .* Attractively grouped instruments include: odometer, speedometer, electric clock, oil gauge, gasoline gauge, ammeter, engine temperature indicator. Plungers control spark and choke. Levers regulate shock absorbers, and govern Free Wheeling. Integral switch on steering column starts engine, locks ignition and steering. Lever on steering column controls lighting system. Cabinets at each side of Instrument board. Cigar lighter.

### MISCELLANEOUS

*Axles . . .* Rear axle: Semi-floating in a pressed steel housing with double bearings at both wheels; the drive shafts are of special alloy, heat-treated steel; the gears are of hypoid type which operate silently in a bath of oil with a rolling, sliding action. Front axle: Drop-forged special alloy steel, heat-treated I-beam. Steer-

ing knuckles are forged of heat-treated alloy steel. Large diameter king bolts, lubricated by two magazine-type oilers requiring attention at approximately 2500-mile intervals.

*Drive . . .* Tubular steel propeller shaft  $2\frac{1}{2}$  inches in diameter; metal universal joints at front and rear. A torque arm relieves the springs of all braking and driving strains.

*Frame . . .* Pressed carbon steel side girders of box type with maximum depth of eight inches; the flanges are  $2\frac{1}{2}$  inches wide; six cross members contribute to strength and rigidity.

*Spring Suspension Shock Absorbing System . . .* Pierce-Arrow's Pullman-like riding qualities, inherent in a long, low-swung, balanced design, are enhanced by an unusual engineering combination—long springs suspended in frictionless ball-bearing shackles, governed by manually controlled hydraulic shock absorbers. The springs are special chrome-vanadium steel, semi-elliptic in shape.

*Glass . . .* Laminated non-shatterable glass

*Tires . . .* Six-ply balloons, 31 by 0.50 on 16-inch wheels.

*Wheels . . .* Demountable type with 14 hickory spokes and steel rim. Wire wheels optional at extra cost.

*Headlights . . .* The distinctive Pierce-Arrow fender headlamps, to which oncoming cars give wider berth, and which provide wider illumination and more accurate steering guidance, are standard. They are augmented by auxiliary lamps, placed midway between the fender and radiator. Bracket headlamps with miniature fender lamps optional at no extra cost.

*Rust-proof Metal . . .* Radiator shell and other bright metal parts are heavily finished with successive platings of copper, nickel and chromium.

### STANDARD EQUIPMENT FOR MODEL 54 CARS

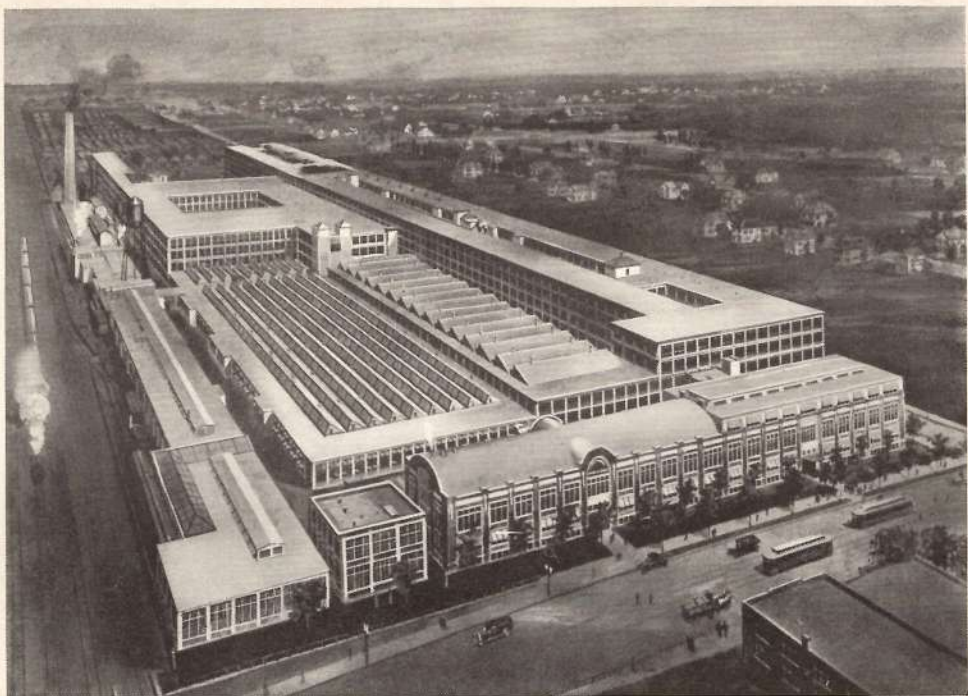
Steering column, pedals and driver's seat are adjustable. Rubber-set carpets. Mono-control windshield, opened or closed by one operating handle. Spare wheel, lock and carrier. Front bumpers and rear bumperettes. Keys universal for all locks. Non-glare rear-view mirror. Dual automatic windshield cleaners. Instrument board cigar lighter. Tools and jack. Built-in vertical automatic radiator shutters. Rear traffic signal light. Instrument board cabinets in all models.

Radio antennae in all closed cars. Semi-flush type smoking set. Closed car dome light operates automatically when right rear door is opened. Sedan has rear door pockets. Two-position foot rest in rear compartment of all models excepting Club Sedan and Club Berline which have hassocks. Rigid-type robe rail on all models excepting Enclosed-Drive Limousine, Club Berline and Tourer, which have swinging type. Corner lights. Silk curtains. Assist-grips. Upholstered arm rests. Window mouldings of genuine walnut.

*Equipment illustrated, other than standard, supplied at extra cost. Pierce-Arrow reserves the right to change any of the specifications listed without obligations to subsequent purchaser or to add new designs or improvements without making similar alterations in automobiles already manufactured.*



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one to produce Pierce-Arrows in an unbroken  
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