April 2026 • Vol. 9 ~ Issue 1

GREAT ARROW news

www.Pierce-ArrowMuseum.org



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The Non-Thematic Issue

By David Coco

In the process of editing a newsletter for the Pierce-Arrow Foundation, there obviously has always been a primary theme, the marque itself. There has usually been a secondary theme, however, such as LeBaron club sedans or the end of the factory production.

Along the way, there are many interesting Pierce-Arrow related stories which crop up yet do not fit in any normal theme. Some of these are found collecting Pierce memorabilia, others are sent to me by numerous helpful members of our Society and Foundation.

So, here we go, a non-thematic issue, a potpourri if you will, a little of this and a little of that, joined together only by mention of, or relationship to, our beloved marque. Oh, wait, that could be considered a theme! Sigh...

Photo above: Seldom seen picture of a Silver Arrow spare tire, image captured when car was in collection of Henry Austin Clark Jr. at the Long Island Automotive Museum, Southhampton, N.Y.

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PIERCE-ARROW FOUNDATION

Operating the Pierce-Arrow Museum on the Campus of the Gilmore Car Museum

From the Chairman –

Dear Friends and Supporters,

For more than two decades, the Pierce-Arrow Museum at Gilmore has stood as a proud tribute to one of America's finest motor car marques. Since opening our doors in 2004, we have welcomed enthusiasts, historians, and families from across the country and world to experience the elegance, craftsmanship, and enduring legacy of Pierce-Arrow.

What many may not realize is that our museum operates without endowment or institutional funding. Each year, we must raise 100% of our operating expenses through the generosity of donors and supporters like you. Quite simply, your contributions are what keep the lights on and the doors open.

This year, we face an important and immediate need. The museum building requires a new roof, with an estimated replacement cost of $40,000, and the work must be completed this year to protect the collection and facility. This is a critical investment in preserving the museum for future generations.

We are reaching out to ask for your support—whether large or small—to help us meet this goal. Every contribution makes a meaningful difference and ensures that the Pierce-Arrow story continues to be told in a setting worthy of the marque.

If you are able to assist, donations may be made conveniently online at:

www.Pierce-ArrowMuseum.org/donate

Or by mail to:
Stu Blair, PAF Treasurer
321 Miami Valley Dr
Loveland, OH 45140

Your continued support is deeply appreciated and never taken for granted. Together, we can ensure that the Pierce-Arrow Museum remains a vibrant and lasting part of the Gilmore campus for years to come.

With sincere thanks,

Dave White

David White
Chairman
Pierce-Arrow Foundation

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End of Pierce-Arrow

Pierce-Arrow, one of the country's oldest automobile manufacturers, has reached the end of the highway. In Buffalo, N.Y., last week, Federal Judge John Knight ordered the sale of its plant and equipment for the benefit of creditors.

The business was founded in Buffalo in 1870 by George N. Pierce. He first made bird cages, then switched to bicycles. The first Pierce-Arrow automobile was made in 1901.

The company last reported a profit in 1930. It was reorganized under the Federal Bankruptcy Act in 1935 but failed to make a comeback. Last September stockholders approved a plan by which a new company was to take over the business and raise $10,700,000 through sale of stock (NEWSWEEK, Sept. 13, 1937), and it was rumored that Postmaster General James A. Farley would head the new firm. But the current recession caused this plan to fall through, and in December Pierce-Arrow drifted into bankruptcy a second time.

According to the trustees, the company's liabilities total $1,900,000, while its assets have a realizable value of only $1,200,000. The stockholders will therefore lose their entire investment.

The "death" of Pierce-Arrow manufacturing was a sad milestone for the once-prestigious company, yet Newsweek, "The Magazine of News Significance", delegated the industrial obituary to a minor mention on page 37 of it's April 25, 1938 issue.

THE PIERCE-ARROW MOTOR CAR COMPANY

BUFFALO, N. Y.

ADMINISTRATION OFFICES Dec. 11th, 1919.

MEMORANDUM TO Dr. Pinkerton, J.S. Britt, Mr. Sawyer, Mr. Bayer

FROM Robert F. Coleman - Asst. Gen. Spt.

As we have decided to carry our own Compensation Insurance beginning January 1st, it seems advisable that even greater precautions be taken in the future than we have taken in the past, to have every case thoroughly investigated and know that we are absolutely right in our facts and diagnosis at the time the report is sent in to the Commission.

All reportable accidents must be reported within ten days of the date of accident or we will become liable to censure if not fine, by the Commission. We will continue our liberal policy and hope to create a better feeling on the part of our employees by carrying our own insurance.

I believe that it will be advisable for you men who will be closely in touch with the different phases of this work to hold a regular conference twice a week at which time all questions may be taken up and disposed of. In this way each one will know what the other one is doing and it will not be necessary to duplicate work and waste valuable time.

All matters of interest regarding a case should be written up either in long hand or on the typewriter and filed in the claim folder so that anyone interested can have all of the facts before them without having to look up some indivudual for further reference.

I would suggest that you have such meeting at 11:30 A.M. every Monday and Thursday. I will attend whenever possible. If, for any reason, this hour is not convenient, I trust that you will get together and determine on some definite time and see that the meeting is held promptly.

I should like to be present at any time when a case of exceptional importance is being discussed.

C

RFC:O

Early Steps in Industrial Safety at Pierce-Arrow

At the close of 1919, Pierce-Arrow Motor Car Company turned its attention to a serious concern of the era—workplace accidents. In a time when factory injuries were often severe, even fatal, the company made a notable move by electing to carry its own compensation insurance beginning January 1, 1920. While much of the emphasis appears to have been placed on investigating accidents rather than preventing them, the effort nonetheless marked a meaningful step toward improving worker safety at a time when many industries gave the issue little attention.

Below is a photograph of the factory's medical staff from that period. At the far left stands Dr. Harry B. Pinkerton, head of the medical staff and Chief Surgeon. His employee badge is preserved today in the Pierce-Arrow Foundation Museum at Gilmore.

In support of what was then called "Industrial Medicine," Pierce-Arrow established an Emergency Hospital Department within the factory. Contemporary remarks to company management highlighted the importance of first aid and recognized the firm as an early pioneer in treating industrial medicine as a distinct specialty.

The facility itself was modest—a single room in the factory basement—but it was well equipped for its day. The company provided modern instruments, medicines, and equipment, including a complete sterilizing outfit, a Roentgen (early X-ray) unit, and a "Violet Ray" electrotherapy device—later regarded as ineffective. The department also featured specialized tools, including magnets used to remove metallic fragments from workers' eyes and other injuries.

The medical team further conducted physical examinations for prospective employees, underscoring a growing awareness of workforce health. Notably, the factory reported minimal impact from the devastating influenza pandemic of 1918–1920, which claimed millions of lives worldwide.

Together, these efforts reflect an early and forward-thinking commitment to employee welfare—an important chapter in the broader story of industrial safety.



Pierce-Arrow's Emergency Hospital Department staff. Dr. Harry B. Pinkerton shown far left.

THE PIERCE-ARROW MOTOR CAR COMPANY

ELMWOOD AVENUE - BUFFALO, NEW YORK

Sales Detail Circular No. 10.

December 1, 1919.

TO ALL PIERCE-ARROW DISTRIBUTORS:

Gentlemen:

We have arranged to cover with vaseline all outside nickel hardware on passenger cars when they are shipped from the factory. This is done to prevent tarnishing enroute.

In order to remove the vaseline, wipe off the heavier portion, then rub parts with a cloth saturated with either gasoline or kerosene.

Very truly yours,

THE PIERCE-ARROW MOTOR CAR COMPANY,

Sales Detail Department.

TJOR:GB

FOSS - HUGHES COMPANY

MARKET AND 21ST STS. PHILADELPHIA

PIERCE-ARROW MOTOR CARS & TRUCKS

How Soon After the War Will You Want a Pierce-Arrow Car?

During the last six months the normal output of the Pierce-Arrow Motor Car Company has been reduced 75%. For 1919 no production has been provided for at present, and none will be built if the war continues.

In the meantime, a great majority of Pierce-Arrow cars of all models are in daily service, assisting their owners to maintain the highest war time efficiency from a transportation standpoint.

When Peace comes again, and the normal demand for cars once more asserts itself, it is obvious that it will be some time before any Factory, the Pierce-Arrow included, can again resume production and build enough cars to meet the replacement demand, to say nothing of securing any new business. Through your past patronage our establishment has been built, and it is our constant endeavor to merit a continuance in the future of this patronage. We, therefore, feel that before any new business is solicited for this after the war demand, that every present Pierce-Arrow owner be given the opportunity, if he so desires, to secure for himself a Pierce-Arrow car for the earliest possible post-war delivery.

In order to accomplish this result, we have prepared an option form, which we are enclosing. Through the signing and returning to us of this option we believe that you will be assured the delivery of a new car for an earlier date than in our opinion can be obtained in any other way.

Remember, that even if the war stops tomorrow, it will be many months before a quantity production of passenger cars will be possible, and we belive that there will be a an extreme shortage of passenger cars for at least two years after the close of the war.

If we are right, the enclosed option will reserve a Pierce-Arrow for you, provided you sign and return it to us now.

Very truly yours,

FOSS-HUGHES COMPANY

We would liked to have sent each owner an individual typewritten letter—unfortunately owing to war conditions this is impossible—we hope our customers will overlook that this letter is printed and give it the consideration we believe it deserves.

Your PIERCE-ARROW *requires two gallons of anti-freeze*

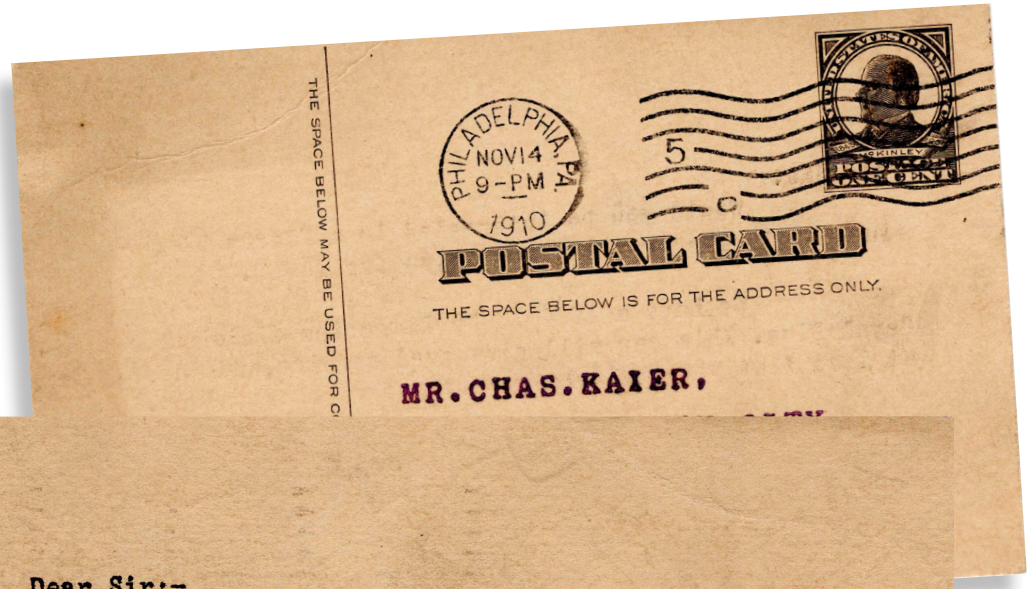
EVEREADY PRESTONE is recommended by Pierce-Arrow engineers. It does not evaporate. It has a higher boiling point and a much lower freezing point than water.

We will flush your radiator, tighten all water connections and add two gallons of PRESTONE to your radiator solution for $6.85.

JOHNSTON PIERCE-ARROW INC. ~ EDWARD J. COTILLA, *Service Manager*
1515 North Broad Street {STEvenson 6000} Philadelphia, Pa.

In a practice still common today, automotive businesses often sent postcards to remind or make offers to entice customers to visit their establishments. Often this was in the hope that other mechanical issues could be dealt with also, making more profit on each visit. Above: Eveready Prestone Antifreeze was introduced to the automotive market in the 1920s. This card from Johnston Pierce-Arrow dates from 1934.

Postcards could also be used to advertise new or used cars for sale. This postcard, from the well known Foss-Hughes Motor Car Company, is postmarked and dated November of 1910. It offers a used 1906 Pierce-Arrow limousine for a "mere" thousand dollars, relatively inexpensive when new ones were priced at up to five or six thousand dollars.



Dear Sir:-

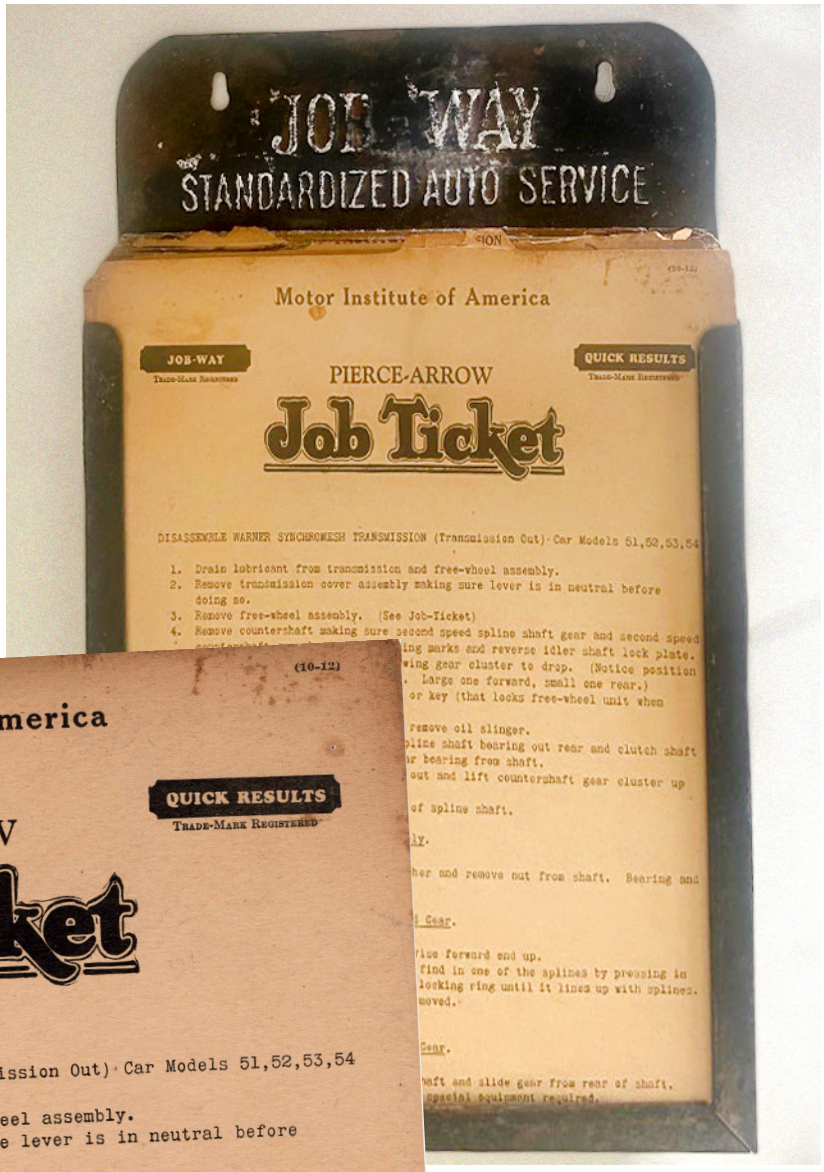
Would you be interested in a Pierce Limousine car in good running condition for $1000.00?

We have a 1906-30 hp Limousine finished in Royal Blue. This car will give good service, and is priced at less than you would have to pay for a body alone.

A bargain for some one.

FOSS-HUGHES MOTOR CAR COMPANY
201 N. Broad Street
11/14/1910. Phila., Pa.

While there were many mechanics who could “figure out” repairs on their own, there was still an attempt to develop a methodology of a standard work practice. This entailed specific step by step instructions from various sources, in this case the “Job Way Standardized Auto Service”. These “Job Tickets”, about 80 in total, are arranged by mechanical area (engine, transmission, clutch, rear end, brakes, and so forth).



Motor Institute of America

JOB-WAY
TRADE-MARK REGISTERED

QUICK RESULTS
TRADE-MARK REGISTERED

PIERCE-ARROW

Job Ticket

DISASSEMBLE WARNER SYNCHROMESH TRANSMISSION (Transmission Out) Car Models 51,52,53,54

1. Drain lubricant from transmission and free-wheel assembly.
2. Remove transmission cover assembly making sure lever is in neutral before doing so.
3. Remove free-wheel assembly. (See Job-Ticket)
4. Remove countershaft making sure second speed spline shaft gear and second speed countershaft gear have synchronizing marks and reverse idler shaft lock plate. Drive countershaft out rear, allowing gear cluster to drop. (Notice position of thrust washers for replacement. Large one forward, small one rear.)
5. Remove free-wheel locking plunger or key (that locks free-wheel unit when transmission is in reverse.)
6. Pry oil slinger lock ring out and remove oil slinger.
7. Using a brass drift, drive rear spline shaft bearing out rear and clutch shaft and bearing out front. Remove rear bearing from shaft.
8. Lift spline shaft assembly up and out and lift countershaft gear cluster up and out.
9. Slide synchromesh unit from front of spline shaft.

To Disassemble Clutch Shaft Assembly.

10. Straighten lip on star locking washer and remove nut from shaft. Bearing and oil slinger can now be removed.

To Remove Spline Shaft Second Speed Gear.

11. Mount spline shaft in brass jawed vise forward end up.
12. Depress locking ring pawl you will find in one of the splines by pressing in with a stout knife blade, and turn locking ring until it lines up with splines. Locking ring and gear can now be removed.
13. Remove locking pawl and spring.

To Remove Spline Shaft First Speed Gear.

14. Remove snap lock ring from spline shaft and slide gear from rear of shaft. See other side for time and special equipment required.

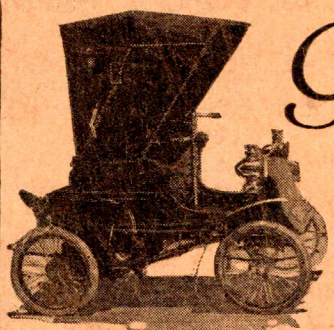
Each Job Ticket has very specific instructions for each step of the referenced repair. From the Models covered, it appears these instructions apply to the 1932 model year (Models 51,52,53,54).



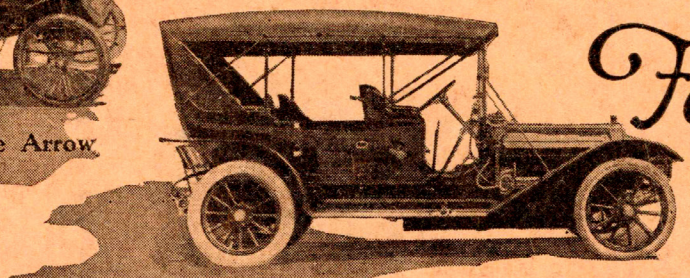
CORRECTION WITH A VIEW! In our last issue of Great Arrow News featuring Pikes Peak, we gave the The Broadmoor a little too much horsepower—reporting their fleet as 1931 Model 41 touring cars. As it turns out, these beauties were actually 1930 Model A automobiles. Sharp-eyed reader Walt Haskins of Tulsa, Oklahoma—proud owner of Touring Car No. 11—kept us on the straight and narrow. Thanks for the keen eye, Walt!



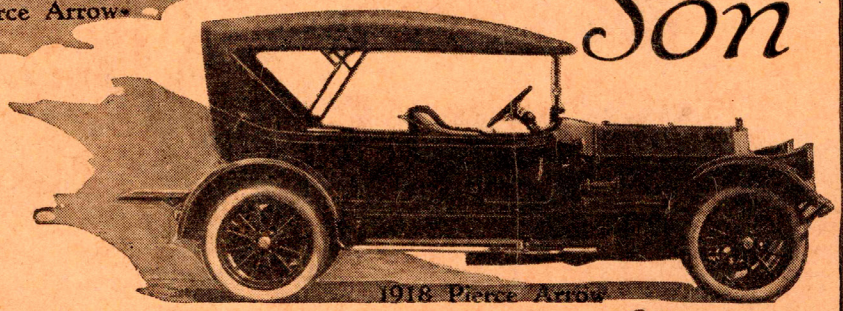
Grandfather Father Son



1902 Pierce Arrow



1910 Pierce Arrow



1918 Pierce Arrow

Genuine Pantasote Top Material



Pierce-Arrow	Chandler
Locomobile	Premier
Marmon	Cadillac
White	Reo-Six
Mercer	Columbia
Hudson	Cole
Chalmers	Westcott

Scripps-Booth

was used on the first Pierce-Arrow cars. It has been standard equipment on Pierce-Arrow cars ever since. Facts like these explain Pantasote prestige.

Throughout all these years Pantasote has rendered Pierce-Arrow owners dependable service and has fulfilled the rigid requirements demanded by the makers of this master car.

Pantasote was on the first Pierce-Arrow because it was the best Top Material. It is on the latest Pierce-Arrow and the other cars listed above for the same reason.

What better proof of top material quality could be asked for?

Pantasote costs more than other top materials. The makers of cars listed here can truthfully say that they provide the most expensive of all top materials. They give the car owner the most costly and the best.



Avoid misrepresentation, even though it be unintentional. Look for this label on tops represented as Pantasote.

THE PANTASOTE COMPANY
1722 Bowling Green Building New York, N.Y.

For more than a century, Pierce-Arrow, America's Finest Built Car, has represented the absolute highest quality automobile produced.

For more than a quarter-century, the Pierce-Arrow Foundation, through its Gilmore Museum, has preserved and promoted this extraordinary legacy.

Partner with us to support this legacy and continued positive impact on current and future Pierce-Arrow enthusiasts.

Our Museum's outreach now favorably impacts more than 150,000 Gilmore visitors each year ~ many are motivated to learn more about the Pierce-Arrow Motor Car Company. Help us continue the Pierce-Arrow legacy!

Please Join Us As A Pierce-Arrow Foundation Legacy Partner



As a Legacy Partner, your support can be provided in many ways – through contributions of cash or appreciated stock, by naming the Foundation as a beneficiary in your will, trust, annuity or insurance policy, or through the donation of automobiles including Pierce-Arrows and other makes.

Pierce-Arrow Museum *at Gilmore*

For more information contact

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