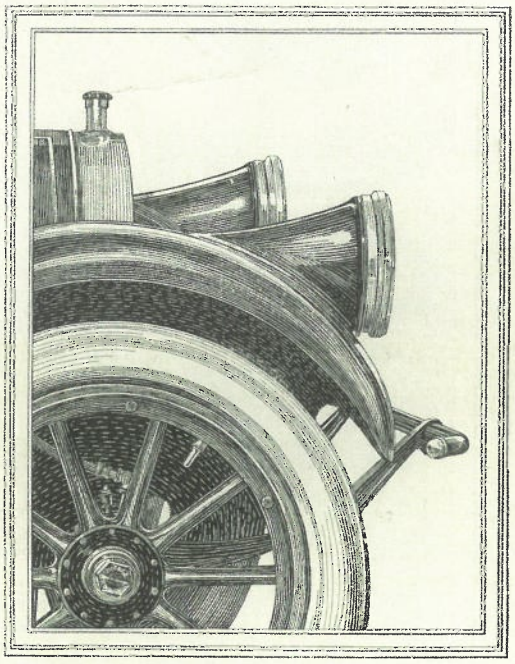
Series 21 • Model 4

THE ARROW

THE MAGAZINE OF THE PIERCE-ARROW SOCIETY



Pierce-Arrow

The searchlights on the mudguards, so characteristic of Pierce-Arrow Cars, have much to commend them. They light more of the road; reach farther around corners; relieve the lamps of jars; give a line of beauty to the mudguards not otherwise easily obtained.

The Pierce-Arrow Motor Car Company Buffalo, N.Y.

December 1915 ~ *Travel Magazine*

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THE PIERCE THAT WENT TO PARIS



Arc de triomphe

By Marjorie Bradley Rodman

Photographs by Charles Alexander Bradley ca. 1911

In the summer of 1911, after completing two terms as the mayor of Longmont, Colorado, my great-grandfather Charles Alexander "C. A." Bradley took his two oldest sons and his brother on a tour of Europe. It wasn't the usual tour with a guide and all arrangements made in advance: he bought a Pierce-Arrow and had the company ship it to Boston, where it was loaded onto the ship he had booked for Italy. Arriving in Naples thirteen days later, Bradley embarked on an epic 4500 mile road trip, guided by his Automobile Association of London book with a map and a list of recommended hotels and garages. Bradley and his three passengers spent three months touring Italy, Switzerland, Germany, Belgium, France, England, Scotland, and Ireland before they and the Pierce boarded a ship back to the U.S.

The following is an excerpt from C. A.'s journal.