

# THE GREAT LAKES ARCHER



The Newsletter of the Great Lakes Region of the Pierce-Arrow Society



**It's time to go Skiing!  
What better place to do it than in a Pierce-Arrow  
in 1931 at Lake Tahoe.**

**Happy Holidays to all GLR Members!**

## **A View From the Rumbleseat:**

by Bill Morris, Editor

Here is our end of year issue. Please find the attached dues renewal form and RENEW YOUR DUES! We need all of you as members. We hope that you enjoy our little bit of whimsy with this issue. Seasons Greetings to all GLR members and families.

### **Welcome New Members:**

**Michael & Sandra Biegas**    4275 E Bellafontaine Rd    Hamilton, IN 46742-9635  
**James Van Hala**            26518 Chapel Hill Dr.    North Olmsted, OH 44070

### **Following the Arrow:**

**Michael Bolitho, GLR Director**

Our thoughts and prayers are with Greg Long and Ken Sockrider. Greg has been hospitalized since late October following a serious accident at home. Our best wishes to Greg for his recovery.

Please take note of the following events which are planned for 2025:

**Spring Fling 2025 - Indianapolis, IN; Mark your Calendars for May 9 th - 12 th . A full weekend of events is planned with something of interest for everyone, including the Stutz Museum and the soon-to-be reopened Indianapolis Motor Speedway Museum. More information to follow.**

**67th Annual PAS National Meet - Eureka Springs, Arkansas, June 10 th -14 th . Plans are set for an enjoyable week of new tours and venues in the beautiful Ozarks. A meet flyer will be included in December's PAS publications mailing.**

**Orphan Car Show at the Gilmore Car Museum, Hickory Corners, MI and other events, sponsored by the Pierce-Arrow Foundation/Museum. Additional information to follow - this is the traditional weekend for the PAS Gathering at Gilmore. August 21st -24th .**

If you have other events you would like to see added to the calendar, please send them my way.

On behalf of the Great Lakes Region - Merry Christmas, Happy Holidays and a Happy, Prosperous New Year to You and your Family.

Comments and recommendations are always welcome - please contact me at mabolitho@sympatico.ca or (343) 576-8742 evenings before 9:00 PM EST.

See you on the road, Michael Bolitho, GLR Region Director

It never fails when we go to cruise nights. SOMEONE WHO FAILED ARITHMETIC will ask "Are you the original owner?" We have the perfect answer for them.

**The interior of this Pierce-Arrow is completely original  
Including the lady who bought it new!**



Everything looked rosy in January of 1929. On this page of the "Automotive Daily News" we see two articles on Pierce-Arrow. On the left is the announcement of the new eight cylinder line of cars for 1929.

To the right of that is the announcement of the new showrooms in Chicago at 2545 S. Michigan Ave. This impressive structure replaced the former dealership at 2420 S. Michigan Ave. which was built by Henry Paulman in 1909.

Sadly, the 2545 building was demolished to make way for the Mercy Hospital Expansion. The 2420 building still stands and is occupied by the Action Advertising Inc.



2420 S Michigan Ave. Chicago, IL

## PIERCE-ARROW EIGHTS SHOWN

Fifteen Body Styles  
Priced at \$2,775  
to \$5,750

Chicago, Jan. 26.—One of the outstanding developments which marked the opening of the New York show was the announcement by the Pierce-Arrow Motor Car Company that it had abandoned the six-cylinder field and had definitely entered the eight-cylinder field. The new line of Pierce-Arrow eights is being shown now at the Coliseum here.

These two lines, the 133 and the 143, are offered on wheelbases of 133 and 143 inches, respectively. Fifteen body styles and a wide choice of color combinations are available in prices ranging from \$2,775 to \$5,750.

Both chassis are the same throughout with the exception of wheelbase and the engine is the eight-in-line L-type with a bore and stroke of 3½ by 4½ inches and developing 125 h. p. at 3,200 r. p. m. A special duplex carburetor and down draft manifold add to the performance and acceleration of this new car.

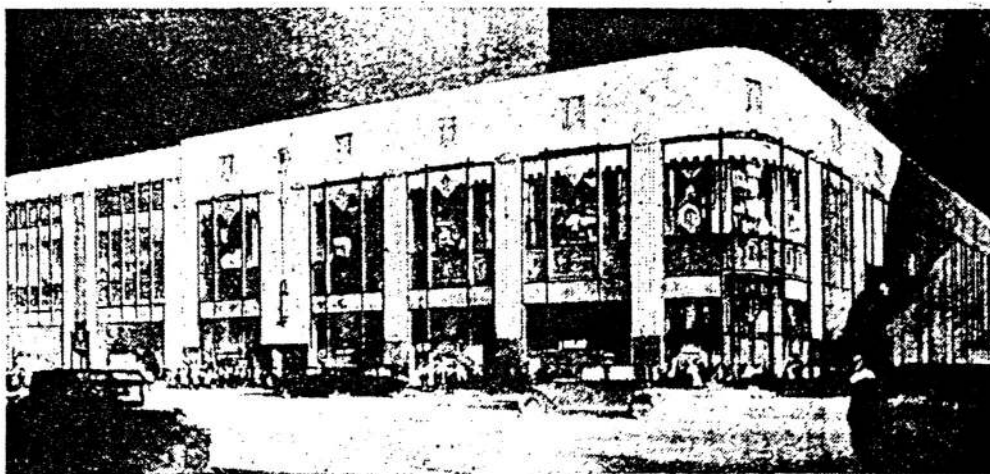
Body lines, while in keeping with familiar Pierce-Arrow lines, are more dashing and better express the increased power and fleetness that have been built into the chassis.

Public acceptance at the New York show proved even more encouraging than had been anticipated and a striking list of orders and prospects was compiled during the week.

### MANY NEW DEALERS SIGN ELCAR FRANCHISE

Elkhart, Ind., Jan. 26.—"The number of dealers who have signed the Elcar Franchise since the beginning

## Levy Investing \$800,000 in Pierce-Arrow New Showrooms in Chicago



Henry R. Levy, one of the outstanding figures in the automobile business of the Middle West, has been named Chicago distributor for Pierce-Arrow, and has under way the development of three new structures, two in Chicago and one in Evanston. The Chicago sales-room, the sketch of which is shown above, is being erected at Michigan Avenue, at 26th Street, and is two stories in height, occupying a site 160x198 feet. It will be one of the most imposing and best-equipped buildings of its kind in Chicago.

The second structure is an addition to the already mammoth

main service station at 24th and Federal Streets. The building when completed will cover one city block, being 300x100 feet. The two-story structure has been designed and built so that additional floors may be added as needed.

Mr. Levy's third new establishment is at 1834 Ridge Ave., Evanston, where an imposing bank-like structure is being erected.

The total investment in Pierce-Arrow Sales and Service buildings represents more than \$800,000, according to Mr. Levy. The organization is known as the Pierce-Arrow Sales Company of Chicago.

### HEAD OF G. M. CANADA TALKS TO DEALER GROUP

Montreal, Jan. 26.—The dollar has decreased in value since 1914 so that in the purchasing of most commodities it is today worth only 61 cents, but when it comes to pur-

### N. Y. FORD DISTRIBUTOR HOST AT BIG LUNCHEON

New York, Jan. 26.—De Lisser Motors, Inc., local Ford distributor, gave a luncheon yesterday to city and company officials and representatives of the largest truck operators in New York at its new building



HENRY R. LEVY

# 2025 Great Lakes Region Pierce-Arrow Calendar

Spring 2025 TBA	Indianapolis, IN <b>Spring Fling</b> late April or early May – visits to the Indy 500 Museum and track, Stutz Museum and other interesting Indy sites are planned - details to follow.
February 20-23	<b>Fort Smith AR PAS Winter Weekend</b> -Information in December PAS mailing and on the PAS website
May 9 -12	Indianapolis, IN <b>GLR Spring Fling</b> , Bring a Pierce or a Brand “X” but don’t miss it! Details to follow
June 8	Cincinnati, OH <b>Cincinnati Concours</b> Stu Blair (513) 340-8370
June 10 - 14	Eureka Springs, AR <b>67th Annual PAS National Meet</b> Information in December PAS mailing
June 16	Oakbrook, IL <b>Father’s Day Show</b> Bill Morris (630) 469-9138
August 22 - 24	Hickory Corners, MI <b>Orphan Car Show</b> and other events at the Gilmore Car Museum, . This is also the traditional weekend for the PAS Gathering at Gilmore. Information to follow.
September 12-14	Kemble, ON <b>Cobble Beach Concours d’Elegance</b>
Sept TBA	Dearborn, MI <b>Old Car Festival</b> at Greenfield Village Henry Ford Museum’s long running annual show. Information at <a href="http://www.thehenryford.org">www.thehenryford.org</a>

**GREAT LAKES REGION DIRECTOR – Michael Bolitho (343) 576-8742**

**Call your area Coordinator with any event ideas or events to add**

**ILLINOIS-WI Bill Morris - (630) 469-9138      OHIO Tom Barrett – (216) 598-0240**  
**INDIANA Roy Foreman - (219) 942-8138      ONT. Ralph McKittrick-(416)281-4422**  
**MICHIGAN Michael Bolitho (343) 576-8742 (temporary)**

We acquired a copy of an interesting letter from Barrett King to his brother Bud. The letter dated May 31st, 1928 is a month prior to the beginning of merger talks between Pierce-Arrow and Studebaker.

Mr. King worked at the Chicago headquarters at 2420 S. Michigan beginning in 1926 and had moved to Benell Motors sometime later. That dealership was cancelled in 1931 feeling the effects of the Great Depression.

It’s hard to imagine a sales manager making \$50 per WEEK and he is considering a move to a job paying \$40 per week.

BENELL MOTOR COMPANY, INC.

PIERCE ARROW MOTOR CARS

5714 Broadway Chicago

Length 172 7/8

Motor Coaches

Motor Trucks

May 31st 1928

Dear Bud:

I sure am worried. I am at present here as Salesmanager or even manager if one wants it that way for this concern. My salary is \$50.00 per week, commissions on my personal sales 3% and 1% on all sales made by the men. We have the Pierce and Graham Paige lines. The Odell Motor Co of Minneapolis and St. Paul want me to come there and take the management of their St. Paul store, at \$40. per week and about the same commission basis. In August they will take on the new DeSota that is being put out by Chrysler. In time I would become a member of the firm and it is a very good firm that has been there for nineteen years with the one line and Odell is a very fine man. I would have to move and that would cost about \$500. Now what in hell would you advise?

Chrysler has taken over Dodge and it is practically certain that Pierce Arrow will be taken over also. Then there no doubt will be a general reorganization of the Pierce family. I have no doubt but that the President, Mr. M. E. Forbes will be let out and that will mean a complete change. With my past record here as wholesale manager I might get back again on that job, for I do not think this man Kellerman will last. I would like that.

*(at present rate manager)*

Ben knew Walter P. Chrysler's publicity man very well and it is possible that a word with him or with their advertising agency would help me get back with either Pierce or some of the Chrysler interests. Mr. O. E. McCarthy at present the general manager of the Pierce branch will recommend me very highly. Can you or Ben do anything to assist me in this way. It will have to be done at once as these changes are going to take place fast.

I wrote to mother and sent her five as you suggested. What do you intend to do with her when she leaves Atlantic City? As I said before I want to ~~do~~ do my share and while I am in ~~at~~ what unsettled condition right now, never the less, we eat and have a place to sleep right along.

Let me hear from you at once, please.

*Barnett*

*Love to Edna.*