

First presentation

PIERCE + ARROW

*Entirely new cars at
very marked savings
with Free Wheeling*



PIERCE ARROW enters upon its new year by announcing, *First*, cars entirely new yet bearing every symbol of Pierce-Arrow distinction and finality; *Second*, a price range which registers very marked savings, and *Third*, free wheeling, most impressive motor car advancement of the decade.

These Pierce-Arrows are new, from the design of the dies that stamp out their body panels to the loveliness and spaciousness which distinguish their body interiors.

They are new in a deeper radiator contour, and in fenders which hold fast to the Pierce-Arrow exclusiveness.

These Pierce-Arrows are new in their free wheeling, which enables the controlled use of free momentum, at will and at any speed; in augmented power; in silence of carburetion; in devices which smother road shocks; in handling ease and security.

Pierce-Arrow confidently looks to these finest of all the fine cars it has ever produced to extend and enrich the high position with which it has been spontaneously honored for a generation.

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WILLITS-NASH, Incorporated
129 North St. Johns Ave., Highland Park, Ill.

NEW LOW PRICES

Following are listed the new models, showing today's prices compared with those of 1930

NEW GROUP B 125 Horsepower, 134- and 137-inch Wheelbases			NEW GROUP A 132 Horsepower, 142-inch Wheelbase		SALON GROUP 132 Horsepower, 147-inch Wheelbase		
	Previous Models	New Models		Previous Models	New Models		
5-passenger Sedan	\$3495	\$2685	4-pass. Roadster (Rumble Seat)	*	\$3450	7-passenger Tourer	\$4275
4-pass. Coupe (Rumble Seat)	*	2685	5-passenger Tourer	\$3975	3450	4-pass. Conv. Coupe (Rumble Seat)	4275
5-pass. Club Sedan	3495	2835	4-pass. Conv. Coupe	3975	3650	7-passenger Sedan	4785
4-pass. Roadster (Rumble Seat)	3125	2895	5-passenger Sedan	*	3695	7-pass. Enclosed Drive Limousine	4985
5-passenger Tourer	3125	2895	5-pass. Club Sedan	*	3745	Town Brougham (Formal)	6250
7-passenger Sedan	3625	2995	4-pass. Sport Phaeton	*	3750	Town Car (Formal)	6250
7-passenger Enclosed Drive Limousine	3825	3145	7-passenger Sedan	4485	3825	Town Landulet (Formal)	6400
5-pass. Conv. Sedan	*	3650	5-pass. Club Berline	*	3945	(Other Special Custom-built Models up to \$10,000)	
*No previous models			7-pass. Enclosed Drive Limousine	4685	3995	All Prices f. o. b. Buffalo	
			*No previous models				

AMERICA'S FINEST MOTOR CAR

