

# 1930 PIERCE-ARROW

## MODEL B CABRIOLET COUPE

Pierce-Arrow Motor Car Company - Buffalo, NY

ENGINE.....	8-Cylinder	HORSEPOWER.....	125 hp
SERIAL #.....	2025410	WHEELBASE.....	134"
PRODUCTION.....	3,639	FACTORY PRICE.....	\$2,685.00



GILMORE CAR MUSEUM  
COLLECTION

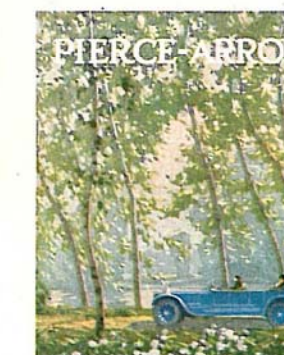
*“Pierce-Arrow Presents Distinguished Motoring”*

*Company Advertising*

The stock market crash of 1929 marked the end of the “Roaring Twenties” and the “Great Depression” soon followed. Pierce-Arrow, like other luxury car manufacturers, struggled yet forged ahead during this period. Pierce-Arrow’s sales had hit a record high in 1929 of nearly 10,000 autos, but had fallen to only a little more than 4,500 by 1931. While the company offered an improved version of its eight-cylinder engine for 1931, its V-12 engine would not become available until 1932.



*Many Spring seasons and many Pierce-Arrows have passed between the two portraits by Chichester on this page... but the season brings back the same fresh beauty in the scene each year, and the car continues to be America's finest motor car.*



Pride of Craftsmanship  
*Builds America's Finest Motor Car*

**A**LITTLE less than two years ago, a group of earnest men took over the management of Pierce-Arrow. The task was approached with the confidence of long experience—but also with a great reverence for a fine name, a distinguished achievement.

What makes Pierce-Arrow fine is something more than engineering genius, more than excellent materials, more even than its own high ideals. It is the effort of men whose pride is in the work of their hands.

Today, in the great Pierce-Arrow plant, are builders of automobiles who work to standards that their fathers followed—standards of fineness and precision that are regrettably rare in this machine age.

And if that sounds like foolish idealism, Pierce-Arrow is proud of the distinction—and of the approval of men who work to a tradition that forever bars the unworthy.

It isn't a problem in such circumstances to build America's finest motor car. It would be difficult to do otherwise—and, in the presence of its builders, to call it Pierce-Arrow.

THREE NEW GROUPS  
132 to 144-inch Wheelbases  
\$2695 to \$6250 at Buffalo  
*(Custom-built Models up to \$10,000)*

P I E R C E - A R R O W