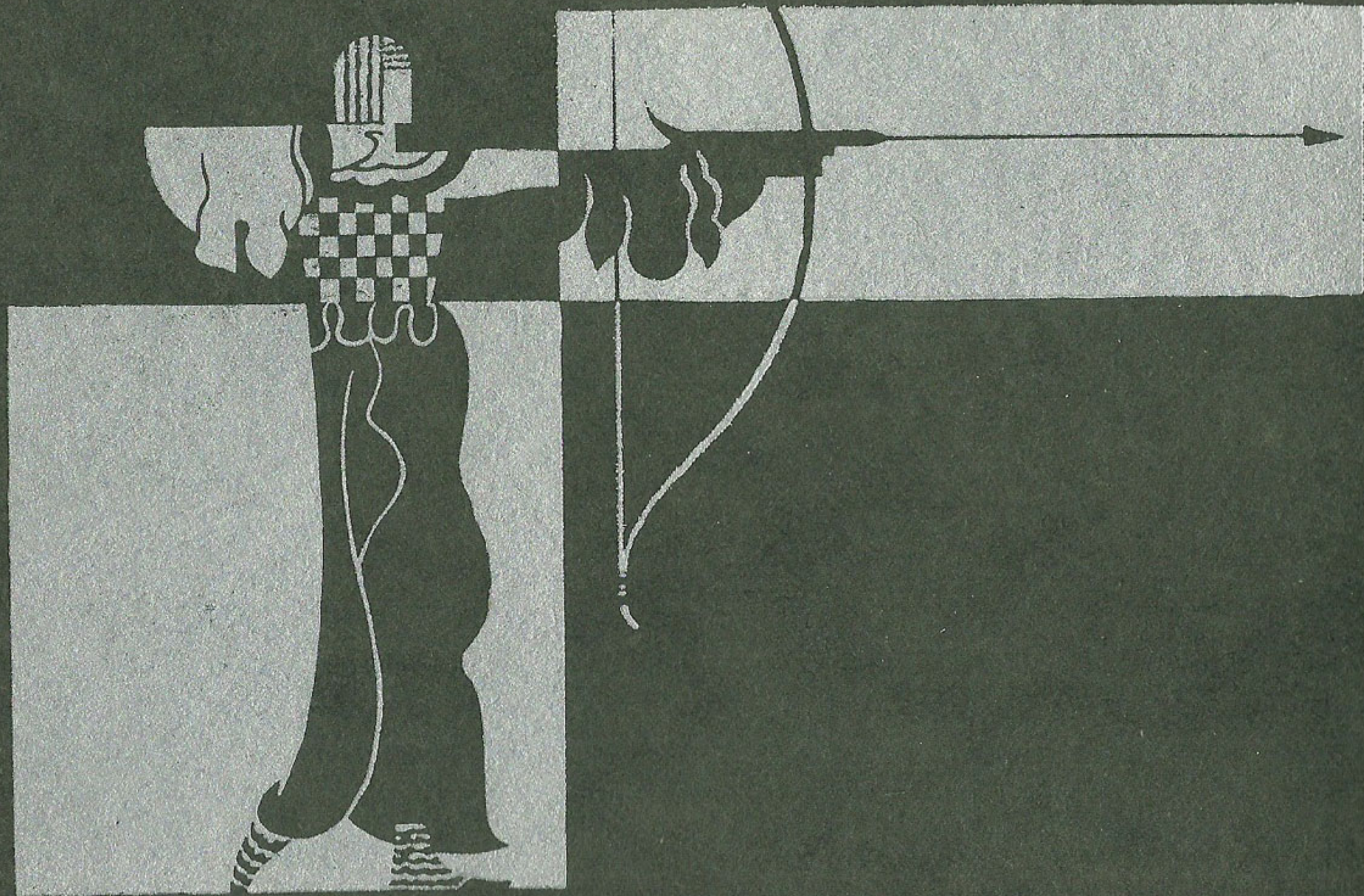


PIERCE  
ARROW

SALON GROUP

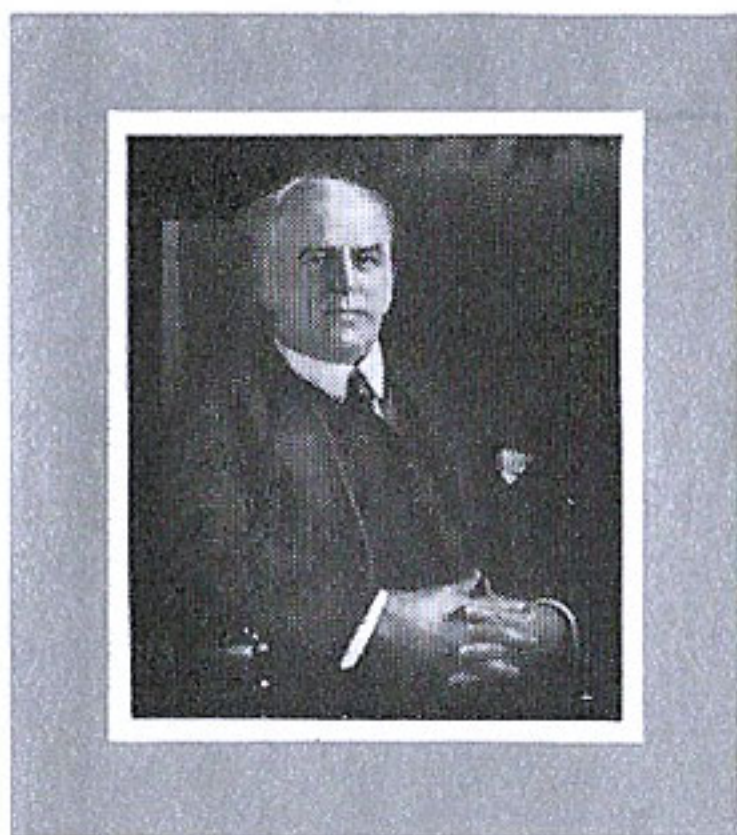






# PIERCE·ARROW

AMERICA'S·FINEST·MOTOR·CAR

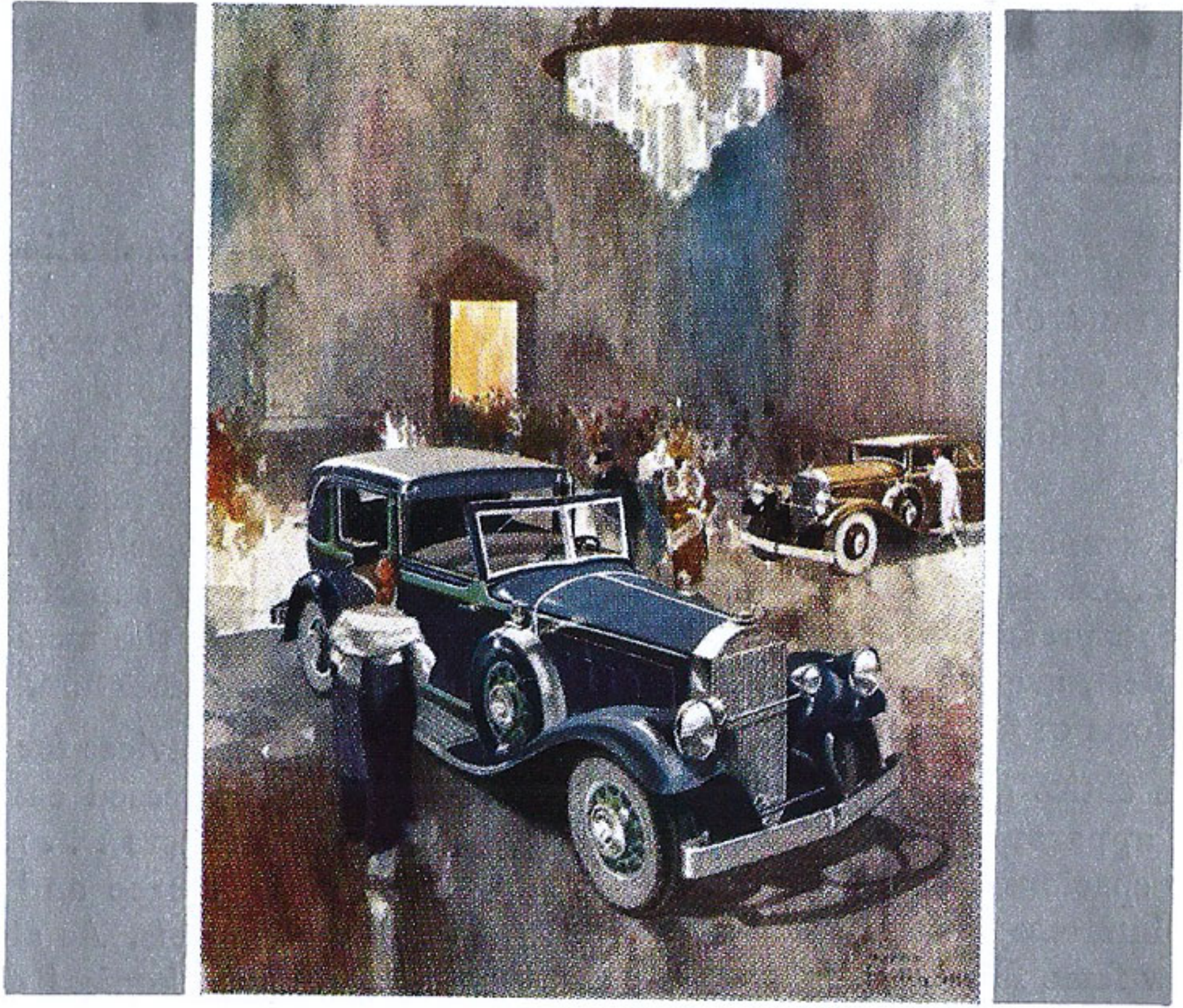


## GEORGE N. PIERCE

*Pierce-Arrow Founder*

... a man who established the most distinguished and  
enduring tradition in the annals of American automobile manufacture  
... the Pierce-Arrow tradition for exceeding fineness.







# PIERCE - ARROW

Presents the New SALON GROUP

•  
with *Free Wheeling* . . . more spacious interiors . . . new elements of Pierce-Arrow beauty and luxury . . . and  
*new and lower prices*

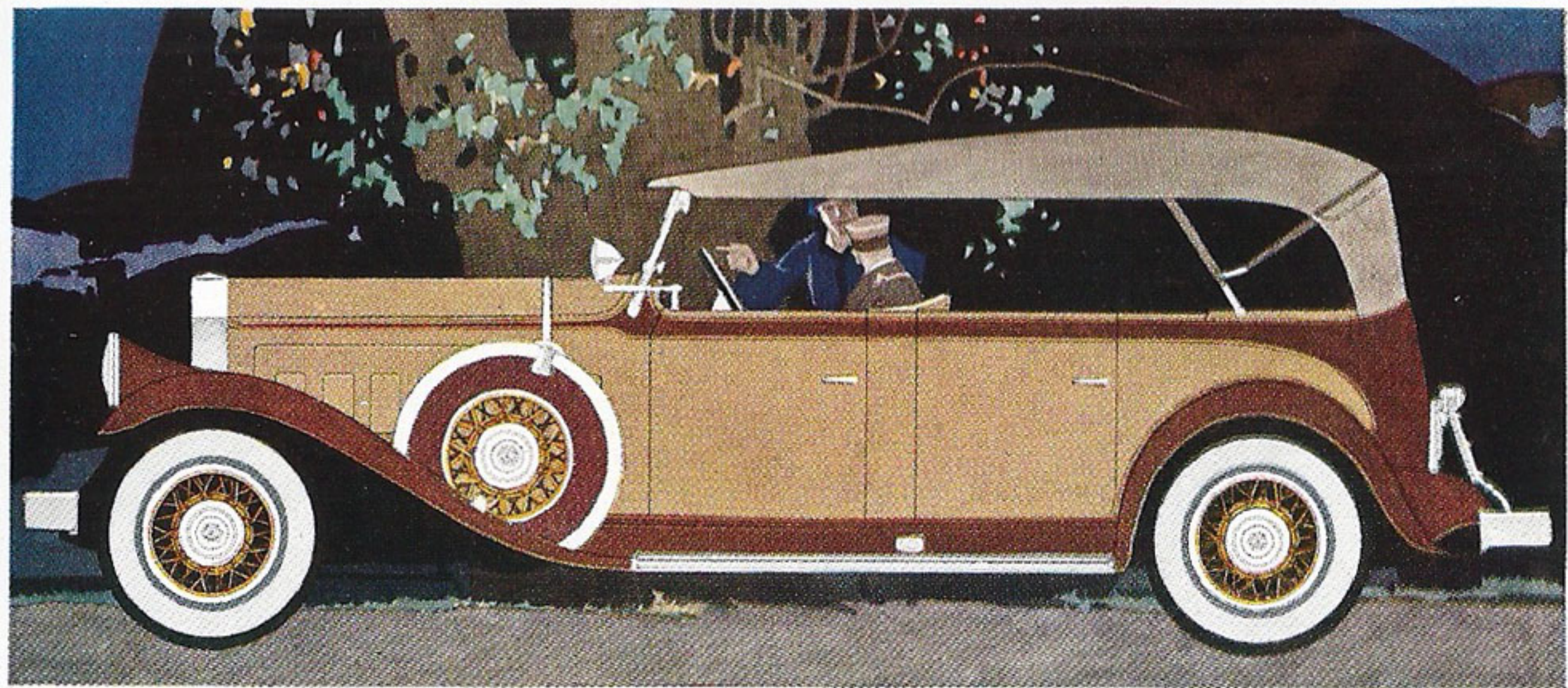
•  
HERE is a complete new line of Pierce-Arrows . . . America's finest motor car in its most luxurious expressions . . . Pierce-Arrow at its patrician best, augmented by the most distinguished efforts of famed body builders. Throughout the entire group, a singularly fresh beauty is apparent. The interiors are notable for new spaciousness, new loveliness. And added appointments further contribute to the Pierce-Arrow fame for surpassing luxury. A deeper radiator lends fresh distinction to the famed contour of today's Pierce-Arrow

front. New body and fender lines intensify the familiar suggestion of winged fleetness. Doors are wider, body panels lower, running boards of improved construction.

There are elements of added greatness, as well, under each new hood and in every chassis: For instance, *Free Wheeling!* A feature which adds to the already superlative quality of Pierce-Arrow power, the magic freedom and great economy of momentum.

Also there are new devices for the absorption of road shocks, increased ease of handling, silencing of carburetors . . . not to mention the almost magical ease and quiet security of the various controls. As always, in short, "*Pierce-Arrow mechanical detail embraces every device of proved character known to the engineering of fine motor cars.*"

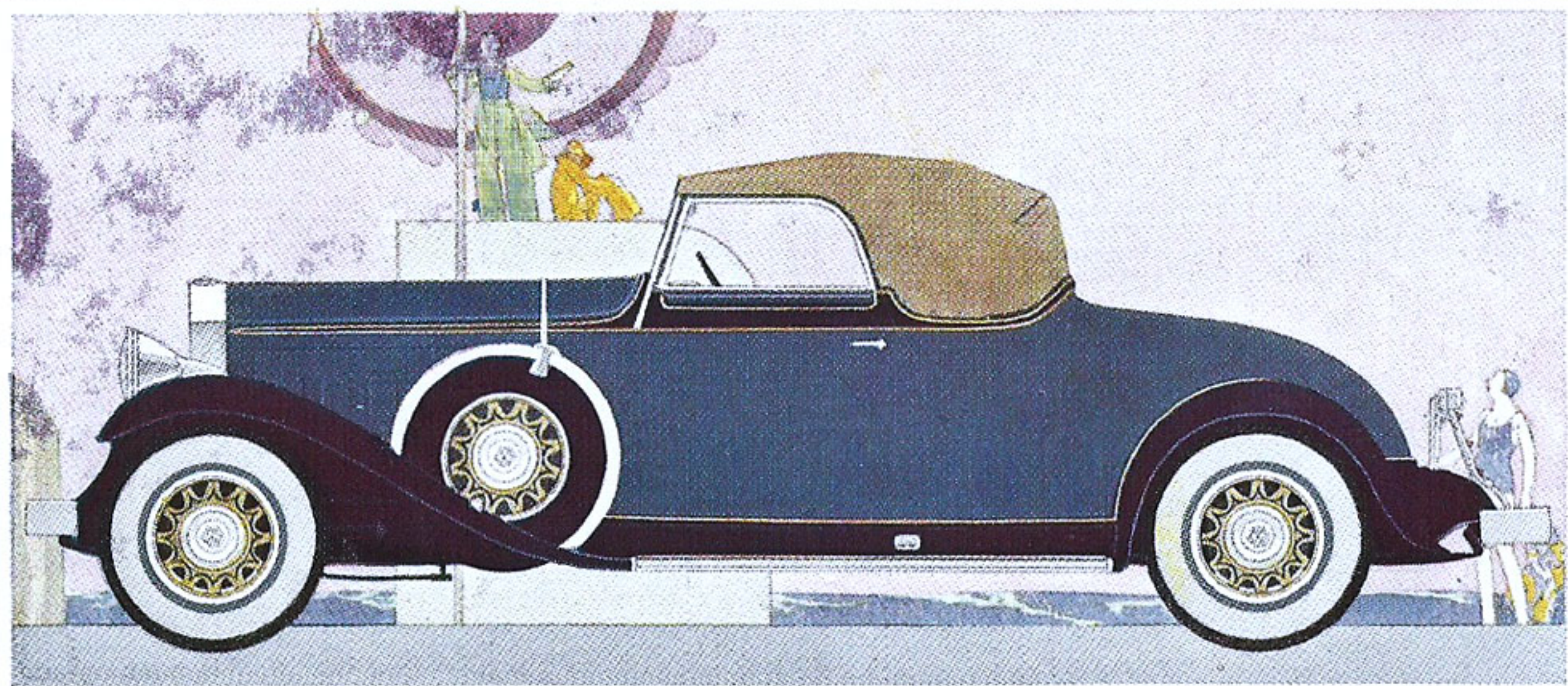




## T O U R E R . S E V E N P A S S E N G E R S

*Ample carrying capacity for seven passengers is provided in this attractive open model. Upholstery is in genuine leather, including extra seats. Both top and windshield may be folded down if desired.*

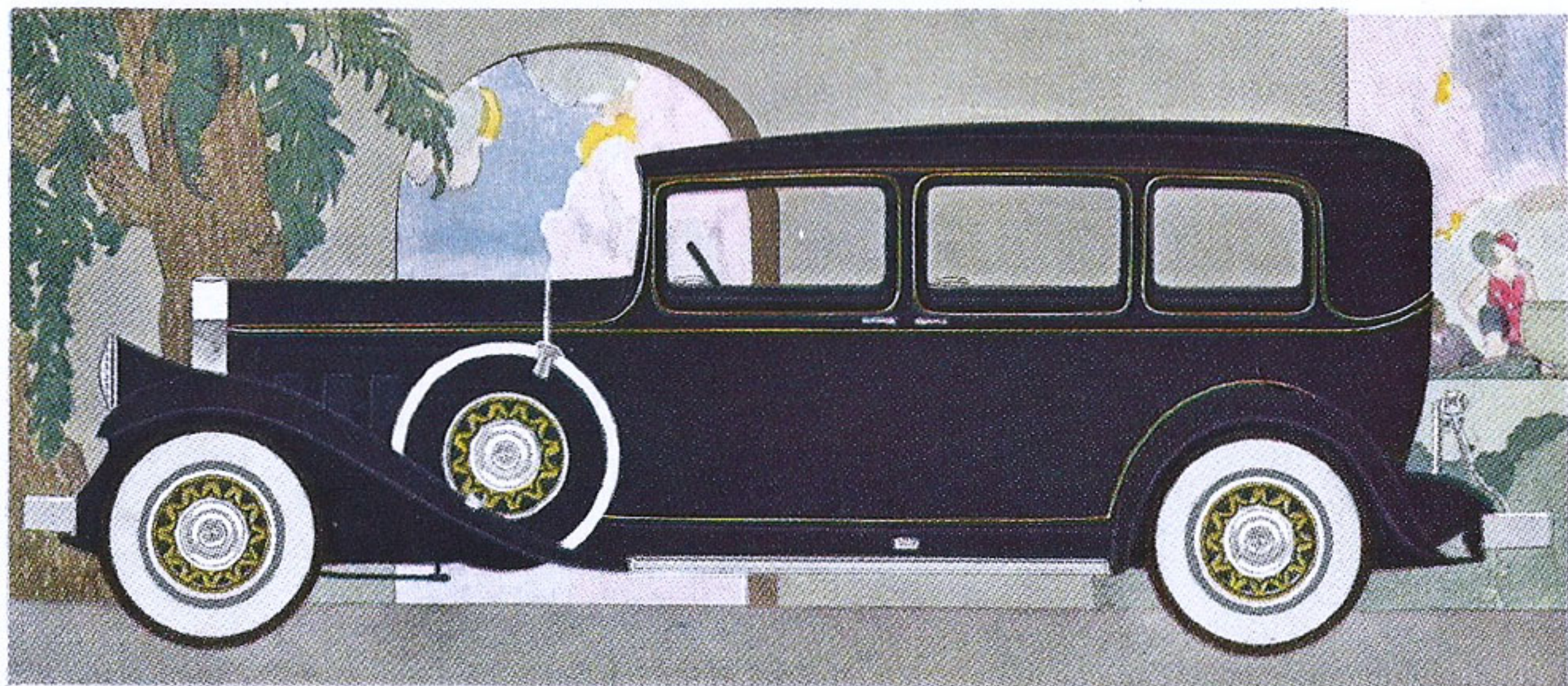




## CONVERTIBLE COUPE • TWO OR FOUR PASSENGERS

*Open car enjoyment and closed car comfort are combined in this convertible type. A comfortable rumble seat provides for two extra passengers. Adequate weather stripping makes the interior draft-proof in cold weather.*

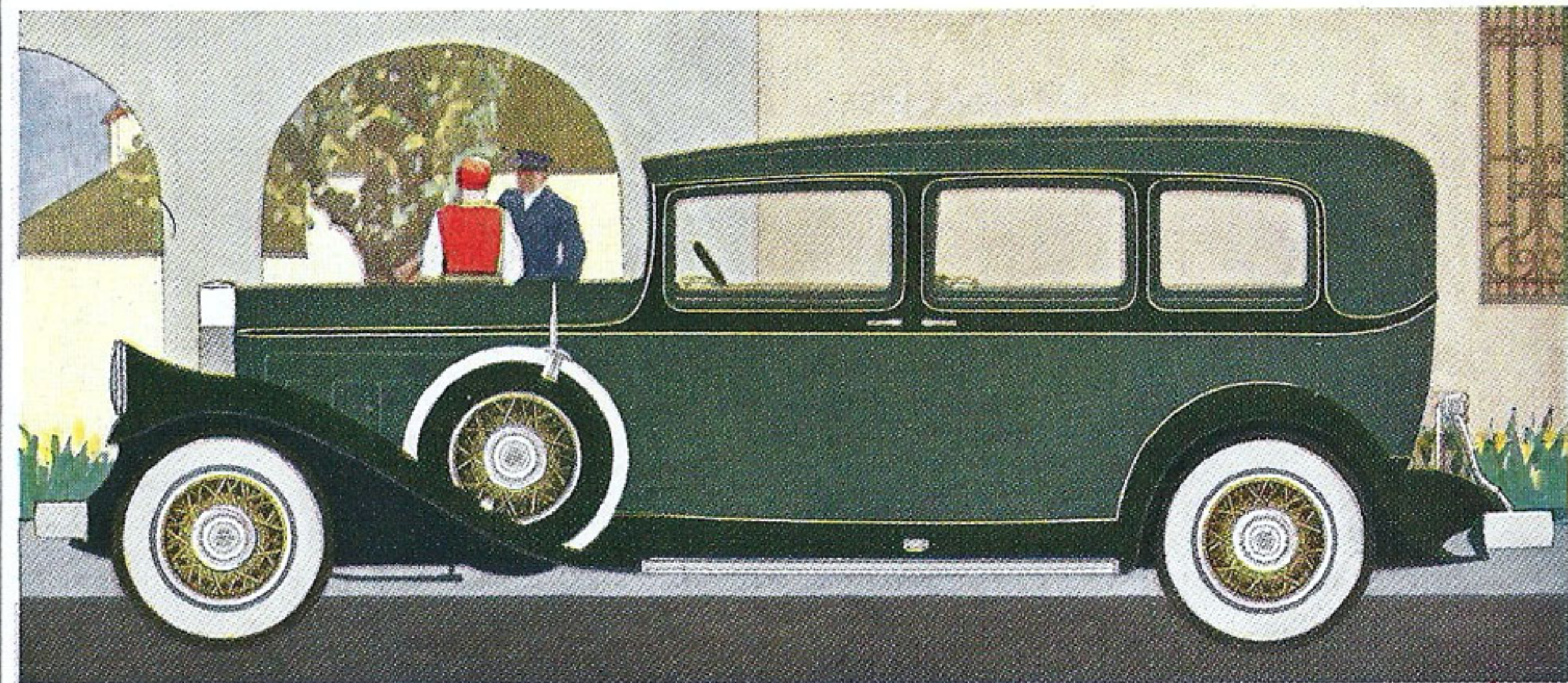




S E D A N   .   S E V E N   P A S S E N G E R S

*Comfortable, roomy and sumptuous in its appointments, this is the ideal car for family use. Extra passengers ride comfortably, without crowding, in the auxiliary seats, which are completely upholstered.*

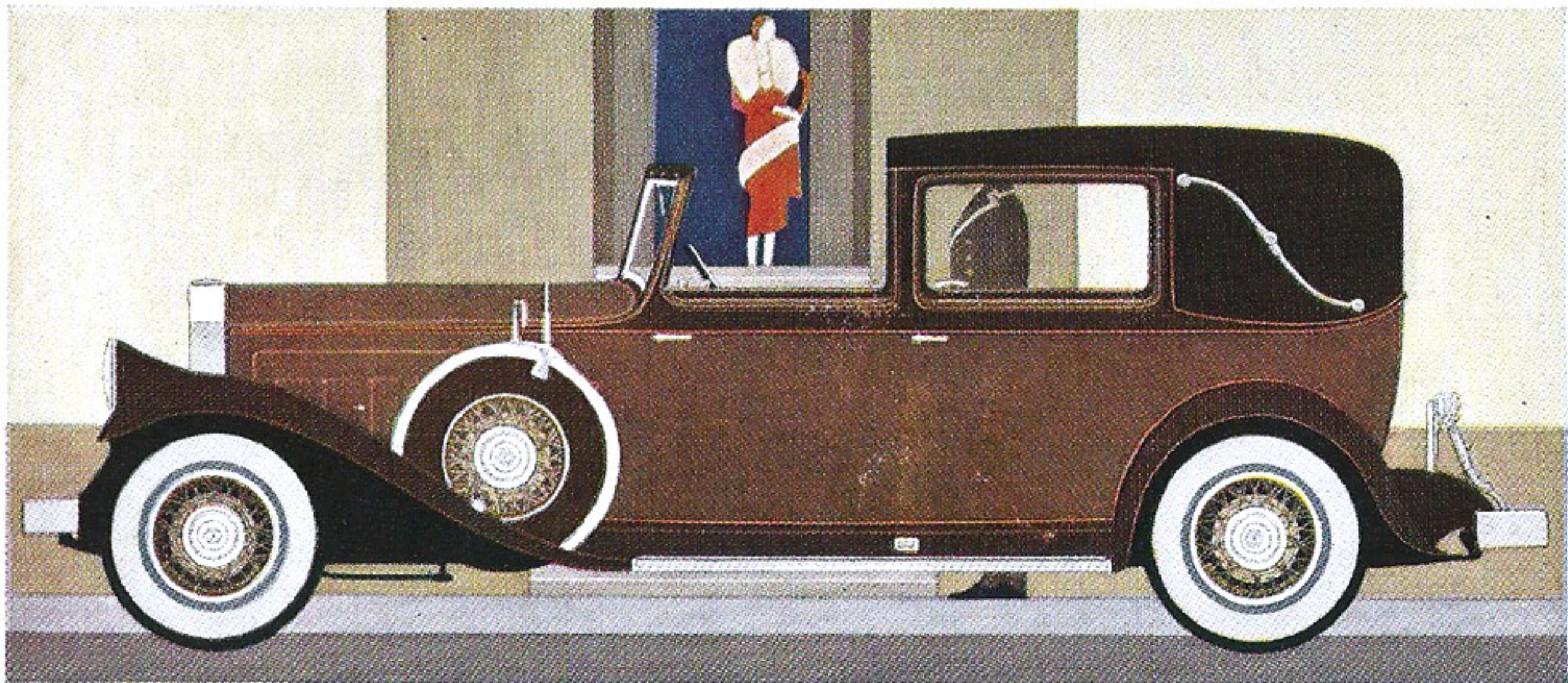




## ENCLOSED DRIVE LIMOUSINE • SEVEN PASSENGERS

*While suitable for use as a chauffeur-driven car, this type is easily converted into a sedan by lowering the glass partition between front and rear compartments.*

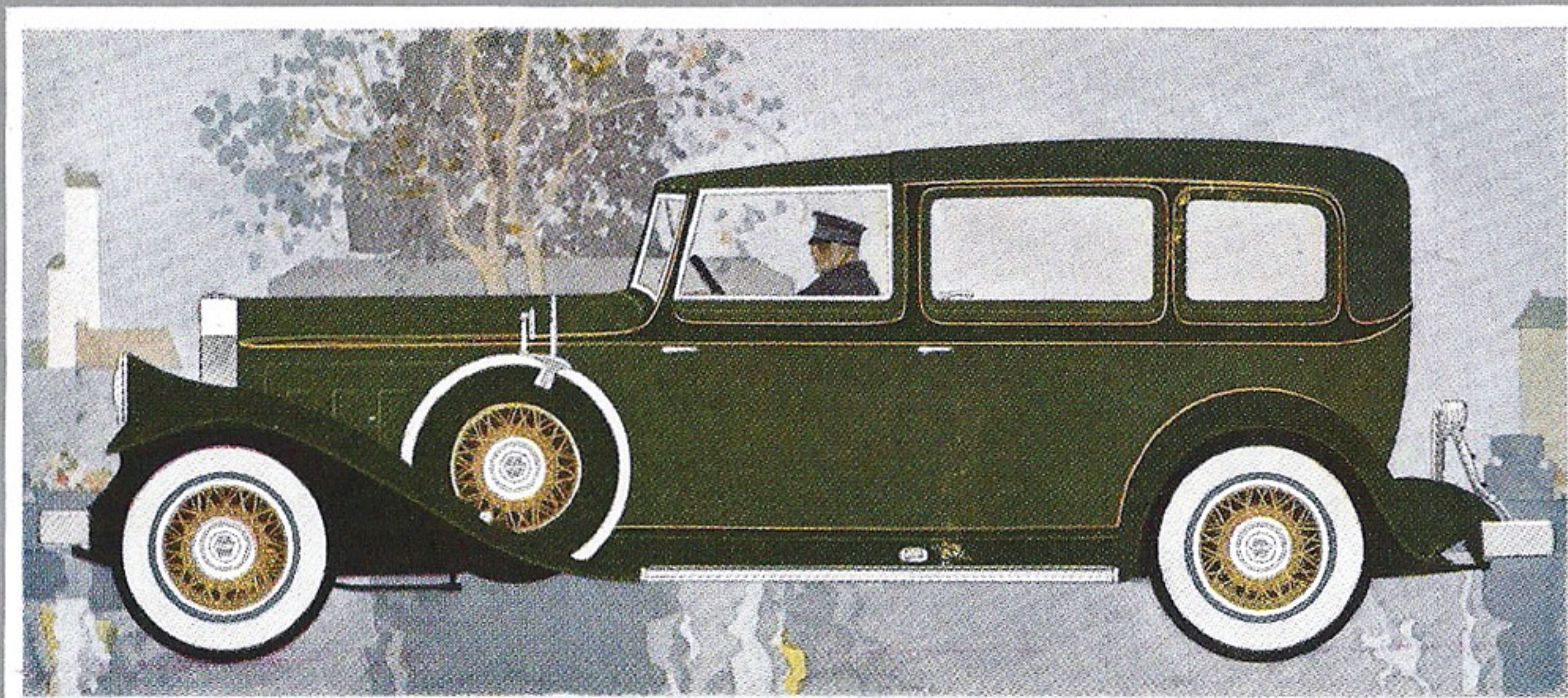




## TOWN BROUGHAM (FORMAL) • SEVEN PASSENGERS

*For purely formal occasions, this car meets every requirement. A convenient canopy for the driver's seat rolls into the top when not used. In addition a permanent front top section is supplied.*

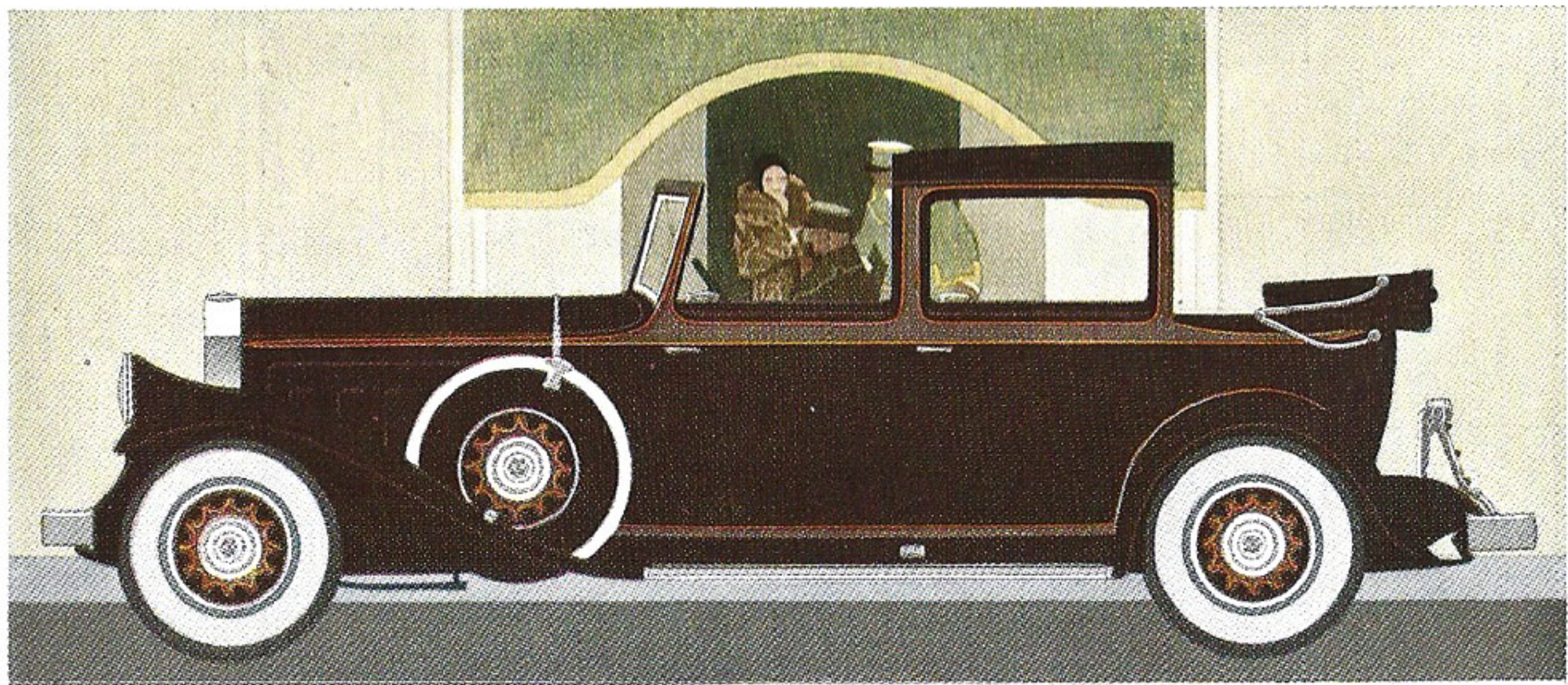




T O W N C A R ( F O R M A L ) · S E V E N P A S S E N G E R S

*For those who prefer a window in the rear quarters of the body, the Town Car is supplied as shown above. In this view, the canopy above the driver's seat is shown in position.*

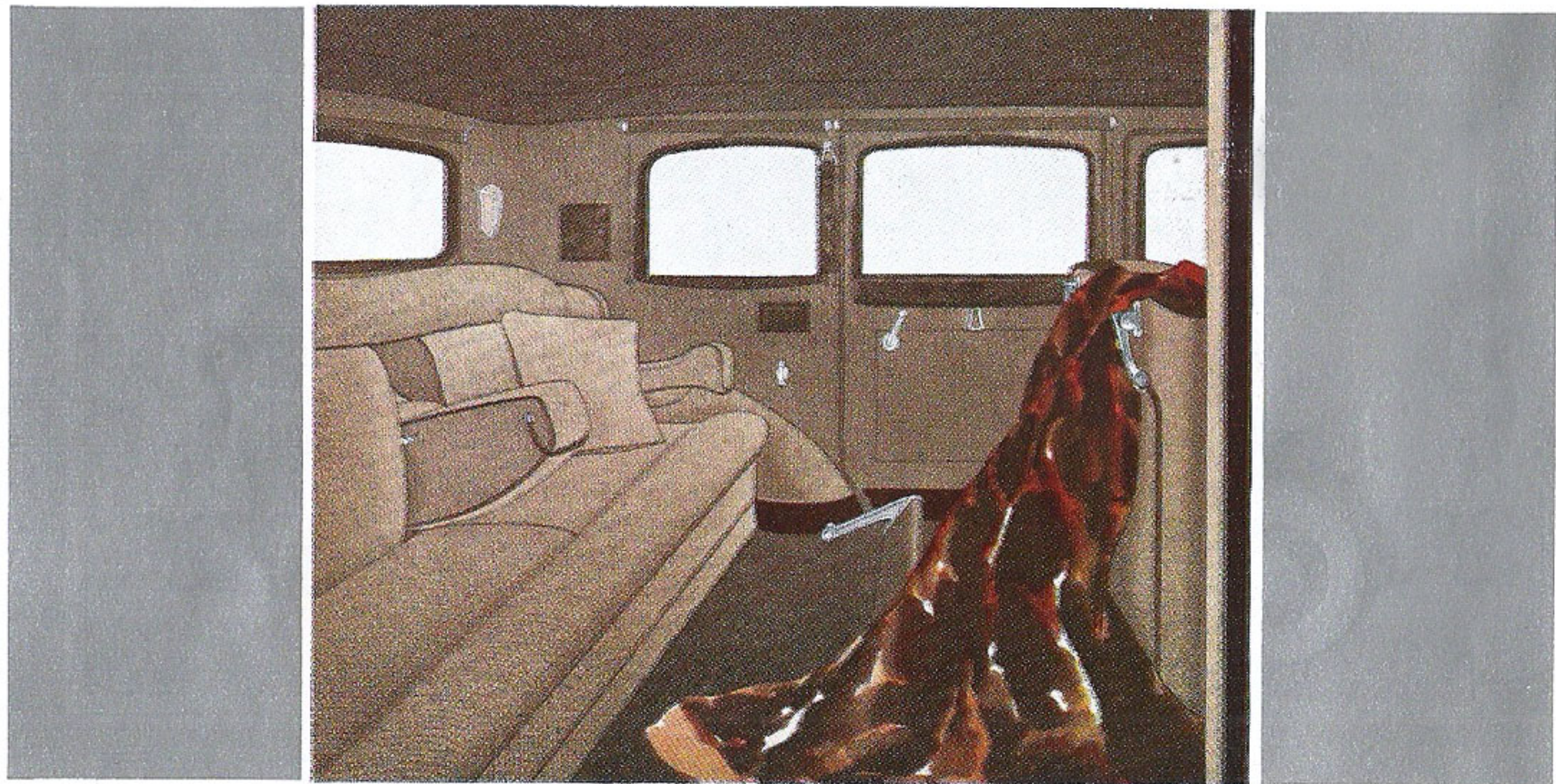




## TOWN LANDULET (FORMAL) . SEVEN PASSENGERS

*Combining the studied elegance of the formal town car with the advantages of an open car in pleasant weather, the Town Landulet provides convertible tops for both passengers and driver.*





## INTERIOR OF 7-PASSENGER SEDAN

*The genius of Pierce-Arrow designers expresses itself constantly in rich and mode-creating color combinations, in luxurious and beautiful upholsterings, in the most exquisite fitments, the loveliest appointments.*



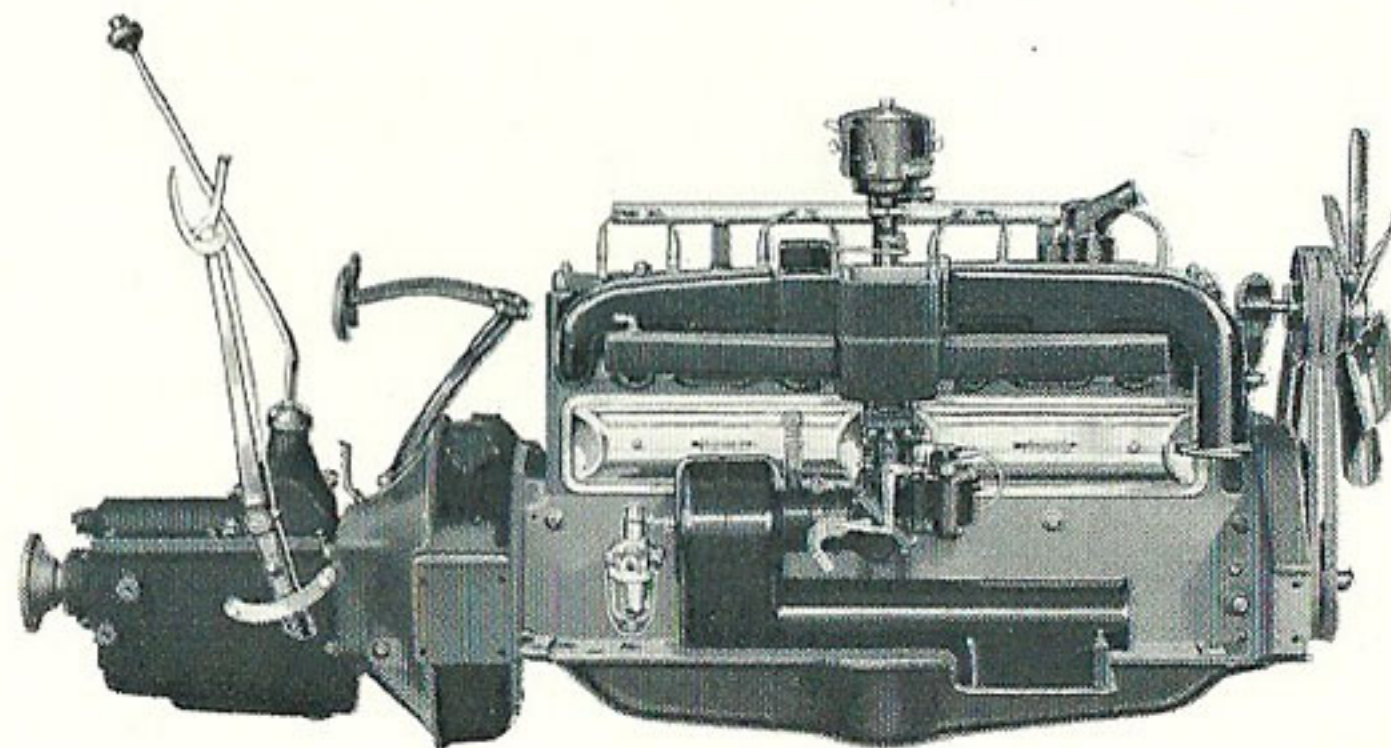
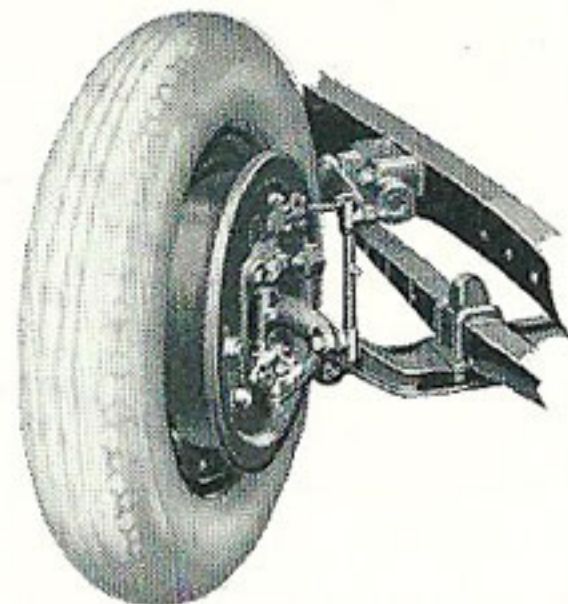
# PIERCE - ARROW ENGINEERING

TO RECOUNT the engineering attributes of the new Pierce-Arrow line is the function of another department of this book under the heading of Specifications. These encompass every worthy device of the hour . . . an outstanding feature being *Free Wheeling*.

Pierce-Arrow engineers are men who lead their profession. Their approval of whatever may contribute to increased efficiency . . . to greater ease, greater security or greater economy of motor car operation . . . is the most sought-for endorsement in the industry.

It is significant, therefore, that among the recently adopted items of Pierce-Arrow mechanical equipment—besides the several which have had previous mention—

*Brakes on all four wheels are cable-controlled through a new hook-up which is notable for simplicity, freedom from squeaks and rattles and elimination of numerous connections and points of wear.*



*Pierce-Arrow performance, outstanding in the fine-car field, originates in the famous straight eight power plant. The Model 41 engine, illustrated above, develops 132 horsepower—the most powerful engine in Pierce-Arrow history. Combined with free wheeling, it affords unmatched silence and smoothness at all speeds.*

are rust-proofed, cable-controlled brakes . . . insulated gasoline lines . . . thermostatic control of manifold heat . . . longer (61-inch) springs . . . counter-balanced crankshaft . . . combination carburetor silencer and cold-air intake . . . automatic throttle advance for quick starting . . . improved steering . . . road shock eliminator . . . new type Lanchester vibration dampener . . . improved shock absorbers, etc., etc.

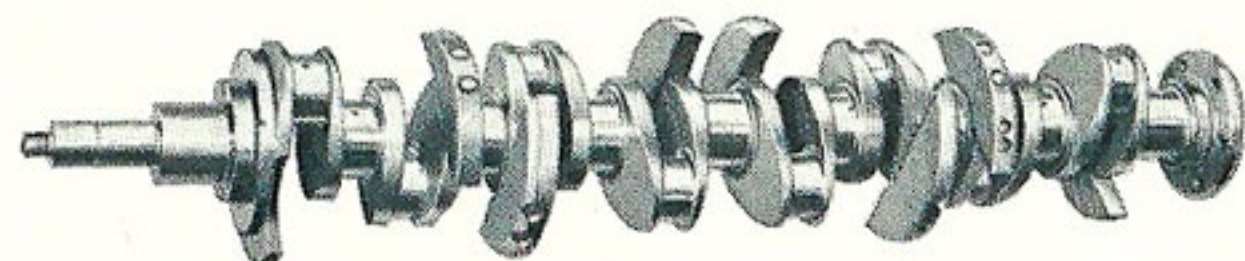


# PIERCE-ARROW ENGINEERING

## FREE WHEELING

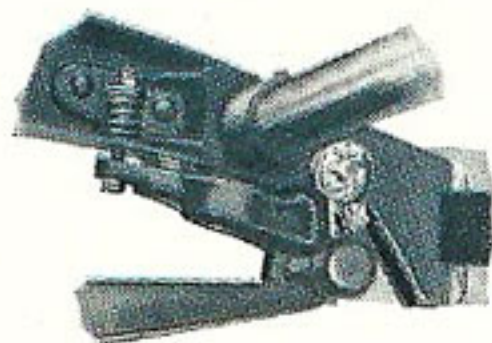
IN ADOPTING FREE WHEELING, Pierce-Arrow is, as always, in the forefront of the advance where momentous engineering developments are at issue. It is standard equipment on all new models.

Free Wheeling permits silent gear-shifting, back and forth, between second and high, without disengaging the clutch . . . quiet operation in second gear . . . and smooth, noiseless gliding when the foot is lifted from the accelerator. Free Wheeling makes for fuel economy and reduces engine wear, as the motor runs at idling speed when the car is moving smoothly ahead under

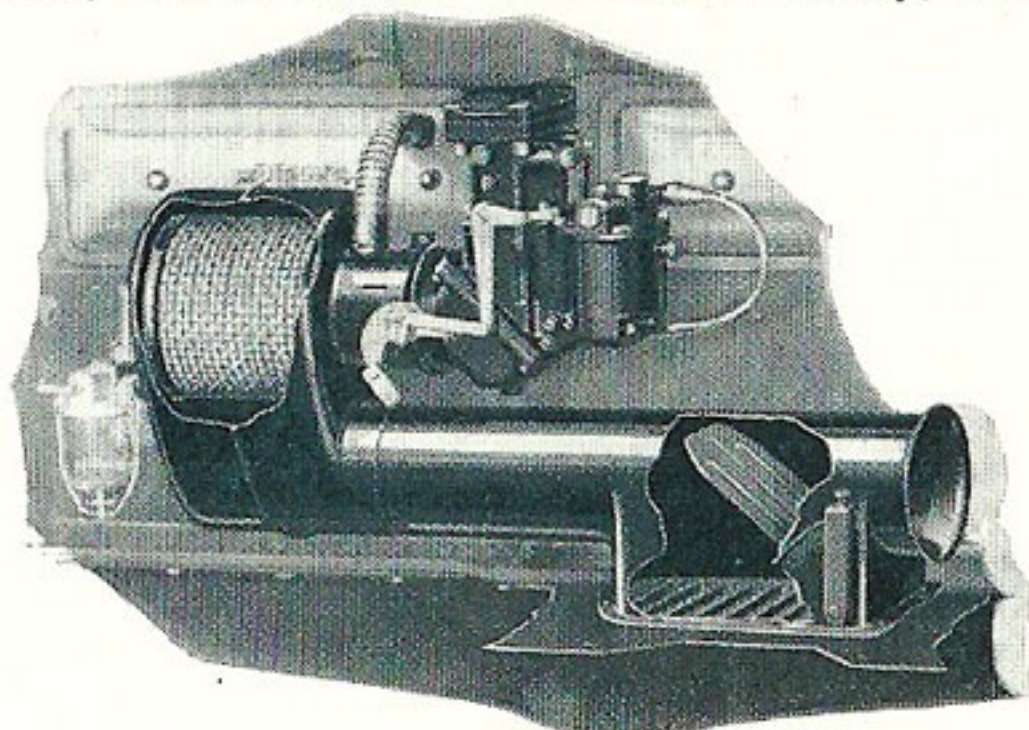


*Crankshafts are extremely rugged and rigidly supported by nine main bearings. Model 41 and 42 shafts are counter-weighted and equipped with new Lanchester variable type balancer.*

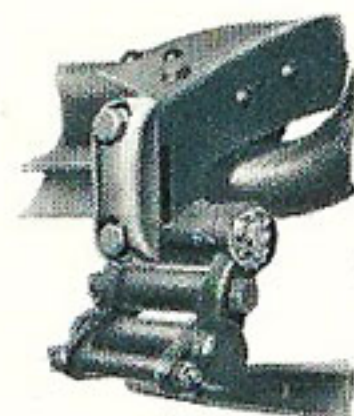
its own momentum. Provision is made for neutralizing the Free Wheeling clutch, enabling the driver to utilize the braking effect of the engine when desired, by pressing a button at the top of the gear shift lever. The advantages of Free Wheeling may be classified under these heads: Safety, Economy, Relaxation, Performance.



*Steering is completely harmonized by means of a flexible shackle at the forward end of the left front spring, which eliminates "shimmy", front-end tramp and road shocks.*



*A new feature is the combination carburetor silencer and cold-air intake with seasonal control.*



*Pierce-Arrow ball-bearing spring shackles are frictionless, free from squeaks and rattles and require no adjustments.*



# S P E C I F I C A T I O N S

## S A L O N G R O U P

M O D E L 4 1 — O N 1 4 7 - I N C H W H E E L B A S E C H A S S I S

### POWER PLANT

*Engine* . . . Straight Eight. Bore, 3½ inches. Stroke, 5 inches. Displacement, 385 cubic inches. 132 horsepower.

*Cylinders* . . . Cast in one block, integral with crankcase.

*Pistons* . . . Aluminum alloy. Split skirt, Invar strut construction. Four rings.

*Connecting Rods* . . . Drop-forged, I-beam type. Lower bearings diamond bored.

*Crankshaft* . . . Machined all over and counterweighted. New type Lanchester balancer. Nine main bearings, lubricated by pressure oil feed.

*Transmission* . . . New free wheel type, with standard shift, allows engine to idle at high car speeds with clutch engaged. Gears may be shifted from second to high . . . or back again . . . at any car speed, without touching clutch pedal.

*Gear Ratio* . . . Standard, 4.42 to 1.

### GASOLINE SYSTEM

*Supply* . . . 30-gallon tank. Fuel pump

operated from camshaft. Fuel filter. Gasoline pipe insulated.

*Carburetor* . . . Duplex type, with two mixing chambers, each serving four cylinders. Air cleaner. Carburetor overflow drains to ground. Combination carburetor silencer and cold-air intake with seasonal adjustment.

*Manifold* . . . Duplex exhaust-heated intake. Heat control automatically operated by thermostat.

### LUBRICATING SYSTEM

*Engine Lubrication* . . . High-pressure feed by gear pump to all main, connecting rod and camshaft bearings, timing chain sprockets and valve lifters. Automatic regulator controls pressure.

*Crankcase Ventilation* . . . Prevents crankcase dilution and back pressure by drawing off unburned gasoline and water vapor.

*Oil Filter* . . . Replaceable unit removes impurities. Change of oil required only twice a year.

*Chassis Lubrication* . . . Ball-bearing spring shackles, packed in grease, require no attention.

### ELECTRICAL SYSTEM

*Ignition* . . . High tension system with dual timing device.

*Generator* . . . Belt-driven from crankshaft. Automatic cut-out. 140 ampere-hour battery.

### OPERATING CONTROLS

*Service Brakes* . . . Servo type, completely enclosed, internal expanding, mechanical four-wheel brakes with new cable controls.

*Parking Brake* . . . Hand lever applies brakes on all four wheels.

*Steering* . . . New cam and lever type with 20 to 1 reduction. Flexible shackle at forward end of left front spring eliminates "shimmy," front-end tramp and road shocks.

*Engine Controls* . . . Semi-automatic spark control. Throttle opens automatically when starting pedal is pushed down.

*Instrument Board* . . . Attractively grouped instruments include odometer, speedometer, clock, oil gauge, gasoline gauge, ammeter,



engine temperature indicator. Plungers at left control spark and choke. Switch on steering column locks ignition and steering.

## MISCELLANEOUS

*Axles* . . . Rear axle semi-floating with double bearings at both wheels. Gears, silent hypoid

type. Front axle drop-forged alloy steel, heat-treated I-beam.

*Springs* . . . Long, semi-elliptic springs of silico-manganese steel. Ball-bearing spring shackles. Hydraulic shock absorbers. Lubricated metal spring covers.

*Glass* . . . Laminated, non-shatterable.

*Tires* . . . 6-ply balloons, 32 x 7 on 18-inch wheels.

*Rust-Proof Metal* . . . Polished, stainless steel in more than 300 parts. Radiator and other metal parts heavily plated with copper, then nickel and then chromium.



# STANDARD EQUIPMENT

## SALON GROUP

Steering column, pedals and driver's seat are adjustable. Ozite-padded and duck-lined carpets; extra leather-bound storm mats of rubber for front and rear compartments. Mono-control windshield, opened or closed by one operating handle. Spare rim, lock and tire carrier. Front bumper and rear bumperettes. Keys universal for all locks. Double non-glare, rear-view mirrors. Dual automatic windshield cleaners. Non-glare lenses in headlights. Cowl ventilators. Electric warning signal. Instrument board cigar lighter. Push-pull dash reading lamp which when partially extended illuminates all dash instruments and when fully extended serves as reading lamp. Tools and jack. Built-in, vertical, automatic radiator shutters. Rear traffic signal light and

back-up light. Automatic steplight on running board apron. Cowl pockets.

## CLOSED CARS

Radio antennae. Flush type ash receivers and flush cabinet type vanity and smoking cases. Dome light operates automatically when doors are opened. Corner lights. Two-position foot rest in tonneau compartment. Tonneau clocks. Robe rail. Silk curtains. Sling-type toggle straps. Upholstered arm rests. Rear seat center arm rests. Window mouldings of genuine walnut. Glove pockets in both sides of rear compartment; pockets in front doors and side of cowl. Enclosed Drive Limousine dictaphone set flush in roof above driver. Sun visors. Adjustable rear seat in all closed cars.

## OPEN CARS

Touring Car: Storm curtains and top boot. Leather robe strap. Tonneau foot rest. Center arm rest. Pockets in all four doors. Convertible Coupe: Compartment light operated automatically when deck door is opened. Rumble seat deck automatically opened by release lever in driver's compartment. Rumble seat foot rest.

\* \* \*

*Equipment illustrated, other than standard, supplied at extra cost.*

*Pierce-Arrow reserves the right to change any of the specifications listed without obligations to subsequent purchaser or to add new designs or improvements without making similar alterations in automobiles already manufactured.*







