

NEW

PIERCE-ARROW TRUCKS set new performance records



FOR 13 years Pierce-Arrow trucks have delivered Pruser Coal in Mt. Vernon, New York. The original units of this fleet have just been retired from service, not because they were worn out but because Pierce-Arrow now offers finer trucks.

William Hart Hussey, President of the Pruser Coal Company, writes . . . "Our original Pierce-Arrow trucks were always satisfactory. Were it not for the advancements and improvements in the new Pierce-Arrows our original trucks would still be with us."

"We are more than pleased with our new 5-ton Pierce-Arrows. They are doing from 20 to 25% more work. We expected that the big 6 cylinder motors and the

big pneumatic tires, spelling power and speed as they do, would increase fuel costs. But this is not the case. Gasoline and oil consumption compare most favorably with our old records."

This experience has been multiplied many times. Truck operators in widely different lines of business are enthusiastic about their Pierce-Arrow trucks, because their records show the lowest cost per ton mile.

With the best engines Pierce-Arrow or any other manufacturer ever put in a motor truck, and *conservative* capacity ratings from 12,000 to 34,000 pounds Maximum Gross Weight, Pierce-Arrow offers the world's finest haulage equipment.


Buffalo, New York