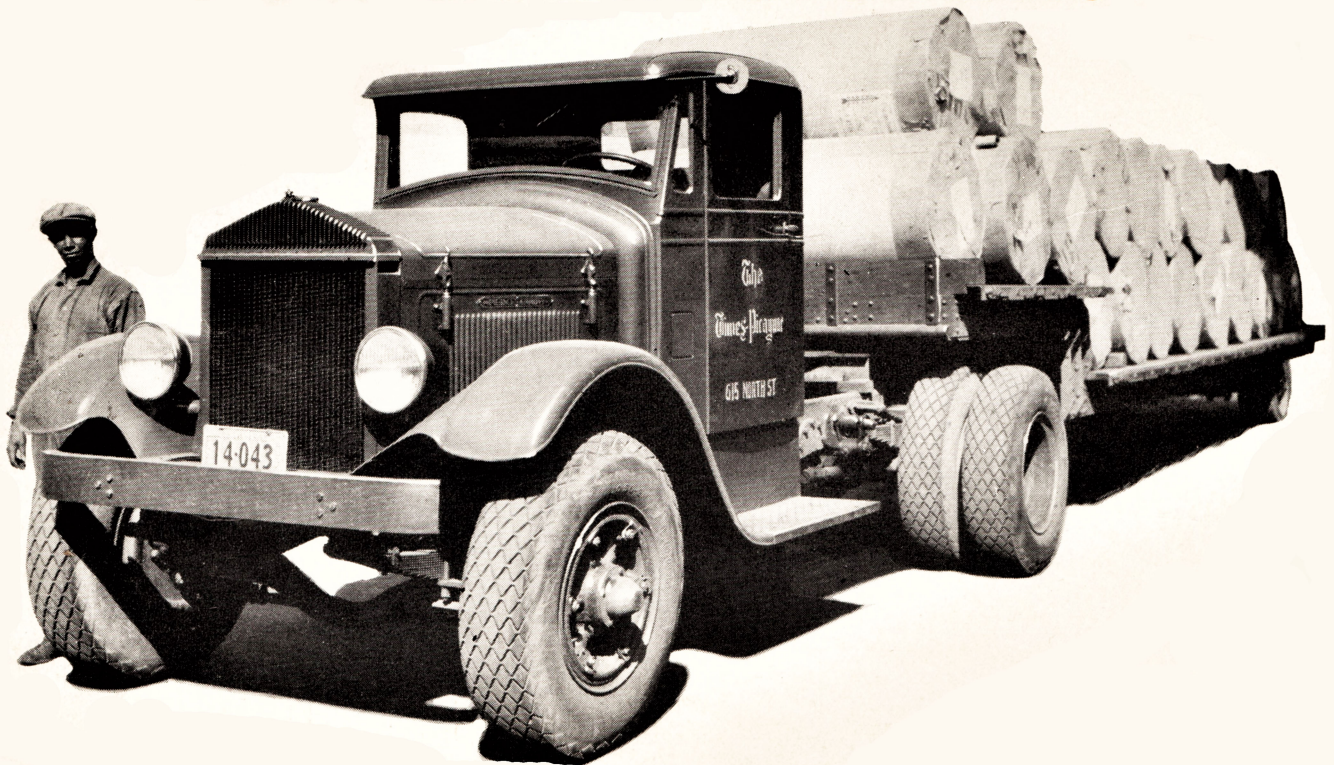


Dependability-

A PIERCE-ARROW TRADITION FOR TWENTY YEARS



IT'S a tough job hauling massive rolls of paper to feed the hungry presses of the New Orleans Times-Picayune. That is why a new Pierce-Arrow truck is used.

A single roll weighs 1300 pounds and will print 10,000 eight-page newspapers. Twenty-one rolls . . . weighing 14 tons . . . make up an average load. Four trips a day, three hundred sixty-five days a year, is the schedule which the Pierce-Arrow illustrated above handles easily and at a saving of \$400 per month over former haulage rates.

On particularly difficult work the new Pierce-Arrow trucks reveal the full worth

of their traditional fine quality. For 20 years Pierce-Arrow has been doing outstanding haulage jobs; earning the respect of men who know truck performance.

There is a choice of five standard chassis models ranging from 12,000 to 34,000 pounds, maximum gross weight.

Powerful six-cylinder, dual ignition engines with chrome nickel iron blocks—chrome nickel steel frames heat treated for extra strength and Westinghouse air brakes, are typical features. There is extra strength in every chassis part which means extra life and low net haulage cost.


Buffalo, New York