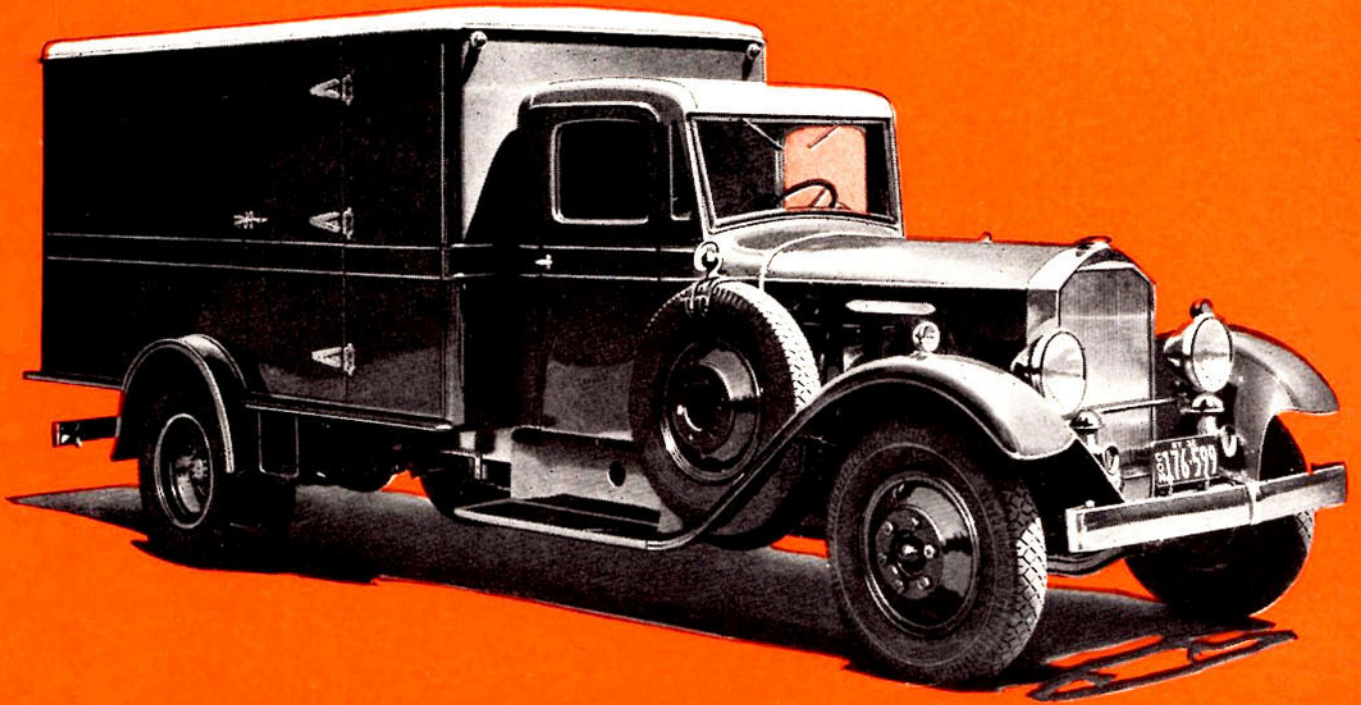


Pierce-Arrow Trucks



The new 13,000 pound M. G. W. Pierce-Arrow eight-cylinder chassis—the fastest and most powerful unit in the industry of equivalent gross weight capacity—is built to yield maximum economies from high-speed highway operation. Its external appearance reflects the new day demand for distinctiveness in rolling stock.

Higher Quality

PIERCE-ARROW meets the variable transportation factors of loads, roads, terrains and climates by engineering and building each truck chassis to fit requirements of your particular haulage job.

By its adoption of a new system of interchangeability of design and manufacture, Pierce-Arrow offers 24 chassis of various sizes for all types of work. These chassis range from 12,000 to 44,000 pounds maximum gross weight, with heavy duty six and eight cylinder engines from 70 to 150 horsepower. Tractors

are available from 24,000 to 75,000 pounds maximum gross train weight.

Lower Prices

Prices have been drastically reduced (from \$650 to \$1600 per truck) by Pierce-Arrow's departure from the usual practice of inflating list prices to permit over allowances on trade-ins and long dealer discounts. Pierce-Arrow believes the truck buyer has become a shrewd judge of values, primarily interested in what he gets for his money. In these new Pierce-Arrows he will find traditional Pierce-Arrow quality at considerable savings. They are the finest trucks ever built—even by Pierce-Arrow.

PIERCE-ARROW

BUFFALO, NEW YORK