

First cost or ultimate cost?

Which is true economy?

The Pierce-Arrow 5-ton truck is the highest price truck on the market.

The Pierce-Arrow 5-ton truck is the cheapest truck to buy on the market.

We make this statement advisedly because every truck delivers the service expected of it. The initial price is the least important factor in determining its fundamental economy.

The most important factor is its ability to do the work required of it. The second in importance is its ability to render uninterrupted service and the third its ability to deliver a given aggregate of work in the least time.

This last element involves so many factors dependent on the character of work to be done that it is difficult to make com-

parisons. The only safe comparison is that which is made in actual service and in instance after instance where competitive tests have been made by prospective purchasers and the Pierce-Arrow truck has proved itself the most economical truck in the market.

There is no line of business in which the opportunity for comparative tests of this kind is presented so often as in the contracting business. So the record of Pierce-Arrow trucks in the contracting business is particularly significant.

Study these experiences:

James L. Stuart Company excavating for the William Penn Hotel, Pittsburgh, used three Pierce-Arrow trucks. They worked 20 hours a day, with shifts of drivers, and hauled 56,000 solid yards of material in 60 days.

The round trip was 1.2 miles and the three trucks averaged 92 miles daily. Frequently they made more than 80 trips in a single day.

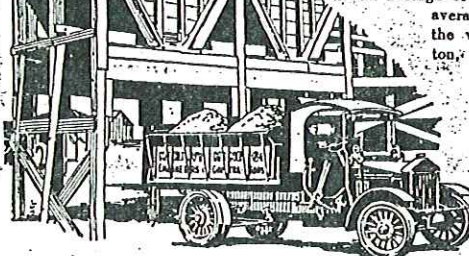
The work was phenomenal and the saving big, but the main advantage was that the work was completed in 30 days less time than was estimated by any competitive bidder for the job.

Holbrook-Cabot-Rollins Corporation have had a broad experience with motor trucks—on the big dry docks at the Brooklyn Navy Yard and at Chelsea, Mass., on the Catskill Aqueduct and New York subways, on skyscraper foundations in New York and Boston. They tested thoroughly three other makes and the Pierce-Arrow, and bought 16 Pierce-Arrows—buying only Pierce-Arrows since they bought the first one.

On a notable excavation for the Public Service Terminal, Park Place, Newark, 10 Pierce-Arrow trucks, working 18 hours a day, carrying an average load of 4.9 tons, an average daily mileage of 63 miles each 9½ hour shift, carried 53,000 cu. yds. of earth at an average cost of 32 cents a yard, saving \$350 a day for the 90 days the job required. The trucks paid for themselves on this single operation.

Warner-Quinlan Asphalt Company of Syracuse operates 7 Pierce-Arrow trucks which average 100 miles a day on street paving and road building contracts and have an exceptional record for efficiency and economy.

McKelvy-Hine Construction Company, in a trial test of a Pierce-Arrow truck, delivered 890 tons of sand in ten hours over a round trip haul of one and a third miles. For 123 days the truck delivered an average of 925 tons a day. The average cost of hauling on the work was 6½ cents a ton, cutting previous costs \$26.50 a day. On this one job, the saving thus aggregated \$3,512.50. This would pay for the truck in less than eight months.



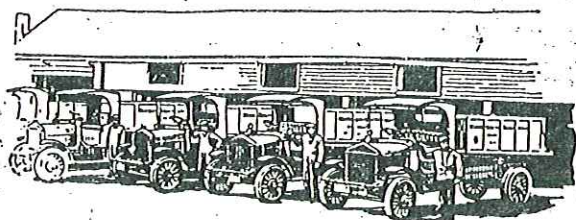
George H. Pride Company had to haul 10,000 tons of iron over the roughest Adirondack roads to the nearest railroad station. Horses and traction engines failed completely.

Seven Pierce-Arrows undertook the work. They made the round trip, 45 miles, in 5½ hours. Each truck made four trips daily, 180 miles a day, and cleaned up the job in less than three months.

Degnon Contracting Company used 6 Pierce-Arrows so successfully in the subway excavations in lower New York in spite of congested traffic, that the company bought an additional fleet of Pierce-Arrows for the similar work on the Seventh Avenue and Fifty-ninth Street subways, where they are giving equally satisfactory service.

Until the introduction of Pierce-Arrow trucks, the Degnon Company was regarded as confirmed advocates of horse-trucking.

The successful employment of motor trucks in the hardest situation under which they could operate, from an economy basis, with little chance to take advantage of their superior speed, was a revelation to many contractors.



PIERCE-ARROW

Motor Trucks

