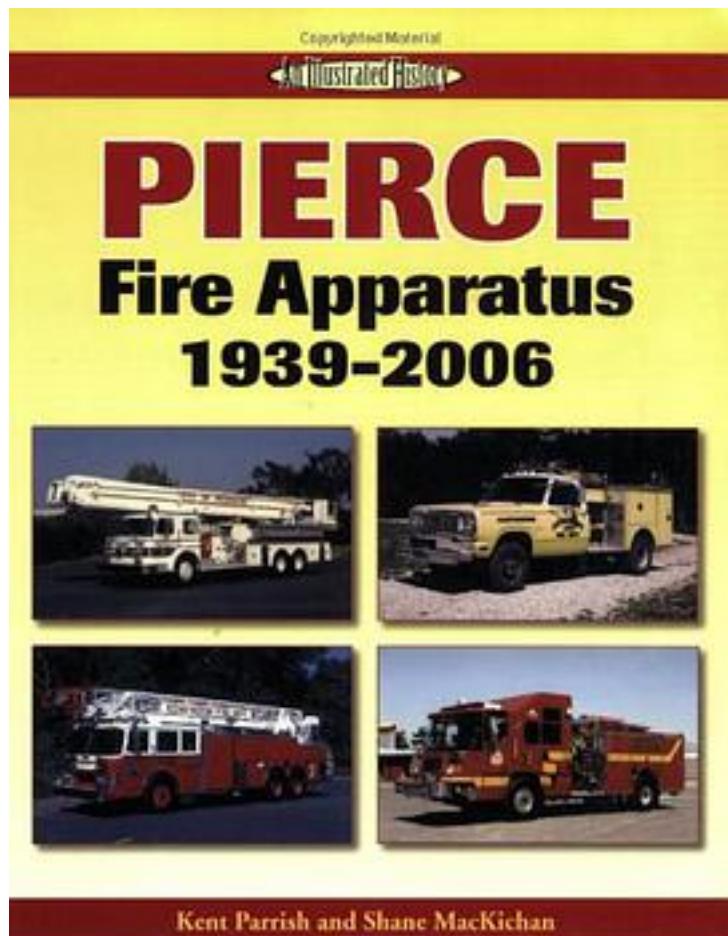


Pierce Fire Apparatus 1939-2006



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Founded by Dudley and Humphrey Pierce in 1913, the Auto Body Works, of Appleton,

Wisconsin, became noted for producing custom utility bodies on commercial truck chassis. In 1939, the Auto Body Works began building fire apparatus bodies to supplement its business. The company would eventually assume the name of Pierce Manufacturing. Propelled by an association with the famous Snorkel device and the introduction of products that would become fire service trends, Pierce became the new giant in the fire apparatus industry. Today, Pierce Manufacturing is a division of the Oshkosh Truck Corporation. This work informatively and vividly illustrates the history of Pierce fire apparatus from its first fire apparatus bodies to its ultra-modern machines of today. The progression of Pierce fire apparatus is displayed through the use of black and white photographs from both well-known fire apparatus photographers and company archives. Included are apparatus deliveries from every state in the United States, as well as exports to other countries, and examples of nearly every model and variation produced by Pierce. A vibrant color gallery shows fire apparatus in a wide array of color schemes specified by Pierce customers and displays the finest photographs available.

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