

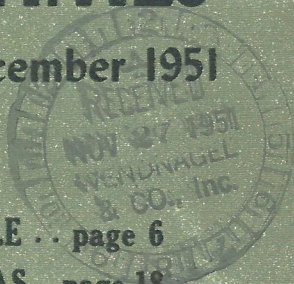
FORD TRUCK TIMES

november-december 1951

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IT'S BETTER TO BE COMFORTABLE . . page 6

TWO-WAY RADIO SAVES TIRES, GAS . . page 18



Fire is one of the many devastating hazards that greenhouse operators must be prepared to meet. Through the efforts of the Catastrophe Prevention Association, help and special equipment are immediately available in such emergencies as shown in the cover painting by Vince Zenone.

FORD TRUCK TIMES

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Cooperating greenhouse men in Michigan are quick to give help when storm and hail bring trouble to a fellow member.

300
B5

They Are Ready for Catastrophe

by Jerome Palms

paintings by Vince Zenone

IN TEN MINUTES, the elements can put a greenhouse man out of business. With a lifetime of hard work protected only by a roof of glass, the effects of wind, storm and hail can mean disaster unless immediate steps are taken to save the fragile plants from being crushed, frozen or cut to pieces.

With this in mind, members of the Michigan State Florists Association have developed a "Catastrophe Prevention" program to insure that expert help and the right equipment are immediately available. The entire program is a cooperative one

A tarpaulin in time will help to prevent further wind damage.→

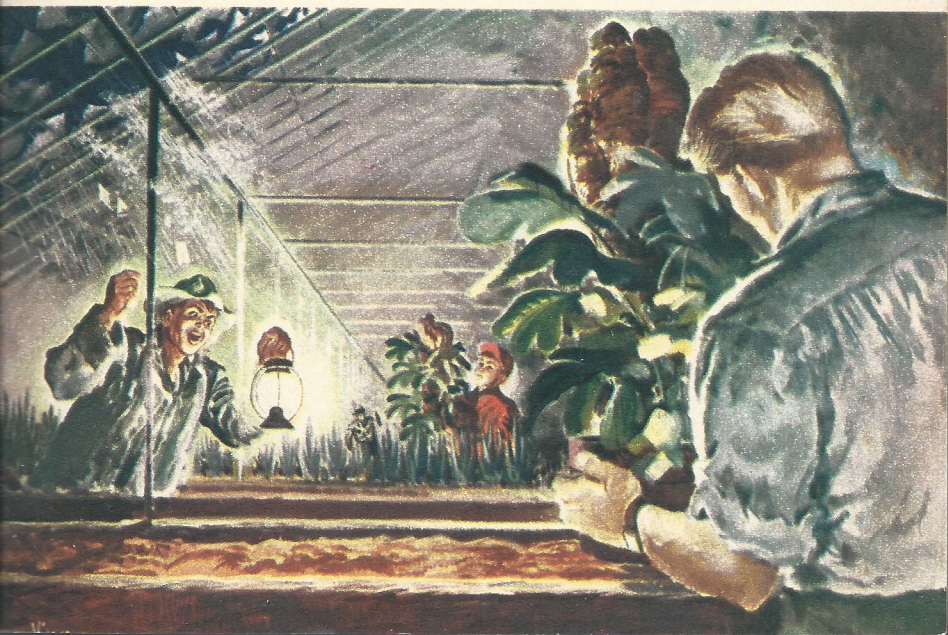
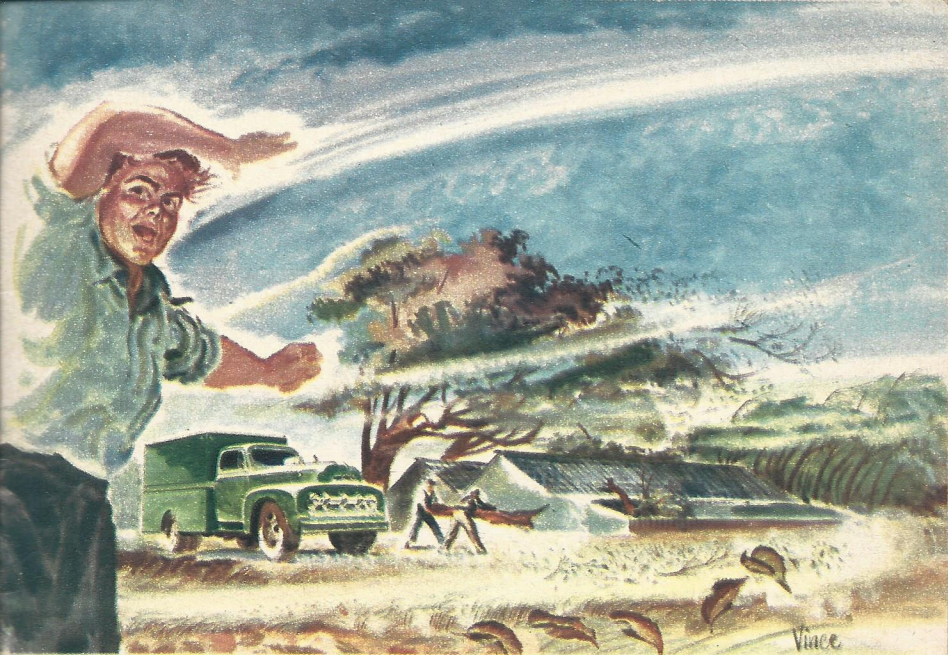
which has already functioned effectively in several instances. The plan depends upon the willingness of each member to turn out when help is needed; the excellent spirit of friendliness and the good neighbor policy that exists between most Michigan florists has made possible its success. According to the "Catastrophe Committee" which has guided the program, "It works because each of us realizes that there is no telling where or when a catastrophe may strike. Although a neighbor may need help today, the next time it may be us."

The plan of operation is simple. The state has been organized into eleven regional groups with a chairman selected for each region and a local captain appointed in each of the local communities within the regions. Each chairman with the aid of his captains has compiled a list of emergency equipment such as tarpaulins, emergency heaters, portable boilers, portable generators, heated trucks, glass, and other items that the florists in his region have available. When a member is confronted with an emergency such as boiler failure, fire, power failure, hail or windstorm, he contacts his local captain who knows immediately what materials he can get.

It is equally important at such times to have the right kind of assistance in a hurry. Thus when catastrophe strikes, the local captain calls all local florists, requesting their help at the scene of disaster. Manpower supplied by a greenhouse operator is invaluable since these men know what action is important and what must be done to salvage the greenhouse stock.

A typical situation, where disaster was imminent and aid was given, occurred last summer at a greenhouse owned by Alex Wnuk, at Plymouth, Michigan. Shortly after the middle of August a heavy fall of hail struck in this area. As Wnuk describes it, the glass held up surprisingly well under the pounding received from the large hailstones, but as the down-pour became more intense the entire structure began to vibrate. Abruptly, as a single pane shattered, entire areas would follow, crashing through with a deafening clatter. By throwing tarpaulins over the damaged sections, complete destruction of the plants inside was prevented, but even in these few short moments hail and sharp glass cut up stock worth hundreds of dollars.

Heated trucks will carry the valuable plants to safer areas.→



Wnuk phoned his local captain who in turn requested aid from Ed Wangbichler at the West Side Greenhouses in Inkster. West Side was able to furnish help and sufficient glass to repair gaping holes in three greenhouses, but cleaning up was a long, tedious job. The work had to be approached from the outside, scraping the broken glass from the frames and replacing it with new panes firmly held in calking compound. Meanwhile, undamaged plants were removed and the glass picked from those that were still salvageable. Finally the thousands of tiny fragments were swept out and the plants replaced.

The kind of aid furnished by fellow florists is invaluable, but Ed Wangbichler, also State Co-Chairman of the Catastrophe Committee, believes that their most important work is done before disaster comes. No matter how quickly help is given, storm and fire damage is expensive. Thus florists are urged to improve their own facilities and to maintain them properly, purchasing such spare equipment as may be needed and operating it at regular intervals.

West Side Greenhouses, one of the largest wholesale florists in Michigan, has strongly promoted this cooperative venture among greenhouse men, but at the same time the firm has built up its own stock of materials, trained its employees for all emergencies, and invested in dependable equipment. The latter includes eight Ford trucks, two of these 1951 F-6's with heated van bodies. Capable of being loaded with trays that will hold a total of 14,000 violet plants with the van temperature thermostatically controlled, these trucks are regularly used for fast, 800-mile, 24-hour round trips to out-of-state nurseries. Ed Wangbichler, who is enthusiastic about his Fords, claims that they meet all his rigid requirements for dependable and economical operation, as well as his drivers' demands for comfort on their overnight marathon runs. ■

WANT TO SEE complete data and specifications on the F-6's used by the West Side Greenhouses? Fill in the spaces below and mail to **FORD TRUCK TIMES**, Ford Motor Company, Dearborn, Michigan. (Please print plainly.)

Name _____ Address _____

City _____ Zone _____ State _____



photograph by Art Riley

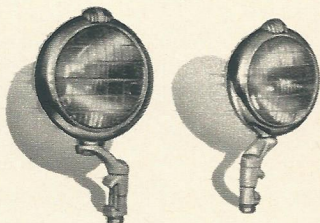
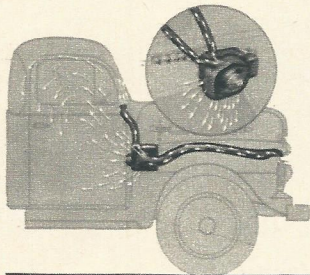
Fords Haul Raw Wallboard— a one-picture story

THE FORD TRUCKS lined up on the above desert-like area are being loaded with gypsum, a mineral that will eventually be manufactured into wallboard and other building materials. The scene is at the south end of San Francisco Bay where a level stretch about a block square is used to stockpile the gypsum. The mineral is brought up the Pacific coast by ship from the island of San Marcos, off the coast of Mexico. Gypsum is a mineral composed chiefly of calcium sulfate and is sometimes used as a soil dressing. One of its most important applications is in the form of plaster lath due to the ease with which this product can be handled and the firm grip it takes on plaster applied to it. Expansion of gypsum producing facilities on the West Coast is expected to relieve shortages suffered periodically by the building industry. When loaded, the trucks pictured above will speed their cargoes to a processing plant in Redwood City, California. ■

IT'S BETTER TO

Sealed Beam Road Lamps—

Give plus protection for driving in fog, rain, sleet and snow. These powerful lamps throw a wide, low beam that covers the road with a minimum of glare. Amber lenses. Complete with brackets—fit 1948-51 Ford trucks.



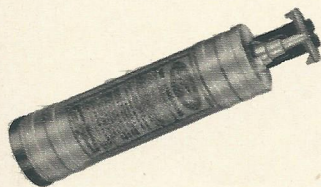
Magie Air Unit—Offers greater year-around comfort, convenience and safety—fresh air heating and defrosting in winter—warm weather ventilation and defogging. Fresh air feature helps reduce driver drowsiness and fatigue.

Grille Guard—light duty models—Sturdy, good-looking front end protection for F-1, F-2 and F-3 models. Chrome plated uprights and cross rail of heavy steel. Reinforced at bumper section to withstand shock.



"See-Clear" Windshield Washer—Provides clearer vision for safer driving. Just depress the foot-operated plunger and water or solution is sprayed on the windshield so that wipers can quickly clear away dust, insects and blinding traffic film.

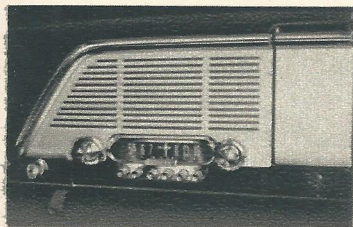
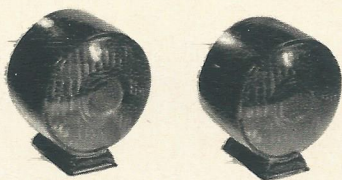
BE COMFORTABLE



Fire Extinguisher — Provides quick, dependable protection against gasoline, grease, oil, paint and electrical fires. One quart, vaporizing liquid type. Mounts in handy clamp bracket in cab for instant use. Meets I.C.C. standards for this type of extinguisher.

Directional Turn Signals—

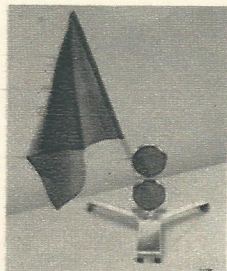
For extra safety front and rear. Flashing signal lamps—available in three types—feature full face for greater visibility. Control mounts on steering column. Self-cancelling after turn is completed.



Radio and Antenna — Long range performance and safety-case operation—ideal for Ford trucks. Seven tubes plus rectifier, push-button tuning. Telescope antenna mounts on top of cowl, out of driver's line of vision.

Reflector Flare Set — For

highway safety day or night. Three reflector flares with plastic lenses and three flags with steel flagstuffs, packed in compact metal box. Meets I.C.C. requirements, approved by Underwriters Laboratories, A.A.M.V.A.





←Offshoots are cut and hauled to new planting grounds.

Dating with a Ford

story and paintings by Yale Gracey

STATE HIGHWAY 111 in Southern California winds through Palm Springs and down into Coachella Valley, the heart of the United States' date growing industry. Over 90 per cent of the dates grown in this country come from this area, and the completion of irrigation projects along the lower Colorado River will result in even greater expansion.

The date is one of the oldest of the cultivated tree crops, but it was not until seedlings were planted in the hot interior valleys of California and southern Arizona that the possibilities of commercial date culture in this country were seen.

Groves typical of the Coachella Valley are located at Farrar's Date Gardens, which seem like a part of old Arabia transplanted. The shade of the giant palms provides the only shelter from the shimmering heat which frequently exceeds 110 degrees and has been as high as 122 degrees. It is this prolonged summer heat and low humidity, says Mr. Farrar, that is necessary for proper maturing of the fruit. Rain occurring any

time during the growing season will damage the fruit, but as a precaution, ripening bunches of dates are covered with paper sacks which will shed the water.

"We have very unusual conditions to contend with here in the Coachella Valley, especially in my line of business," says Mr. Farrar. "During certain months of the year, we have extreme heat conditions. In the date groves, where our trucks are driven, we have a very loose and sandy soil. The Ford truck Series F-3 has certainly stood the test of operating in these extremes magnificently. We put on maximum loads and the dependability is very gratifying. I would like to commend your dealership in our community, Central Motors, for the efficient and thorough manner in which it has serviced our equipment."

The first job in early spring is to pollinate the dates. Only the female trees produce fruit but the male produces the pollen necessary for ripening. Through some peculiarity of nature only the male flower has a fragrance; thus bees are not attracted to the female trees and pollination must be done by hand. The usual spacing of the

←Platforms and picking belts aid in gathering the fruit.

trees is one male and forty-eight females to an acre.

The harvest season, from September through Christmas, is the busiest time of the year for both man and machine. As all dates on any one bunch do not ripen at the same time, several pickings are required. Stepladders are used if bunches are not more than ten or twelve feet above the ground, but for reaching beyond that point a number of special aids have been devised. Some growers attach picking platforms to the trunk of the palm just beneath the foliage. Others use the Laflin track ladder which is mounted on flanged wheels moving on a circular track around the base of the tree. There

is also a picking platform built of steel pipe mounted on wheels which is pulled through the grove by truck or tractor. The most widely used equipment is the picking belt, which holds the workman suspended beneath the leaves while he braces his feet against the trunk and picks with both hands.

After picking, the fruit is loaded on the truck and taken to the packing house where it is graded according to quality and size, and packed. A visit to Farrar's Date Gardens in the Coachella Valley is well worth the time, and a stop at the Government experimental station at Indio will answer all questions of interest on the "Arabia" of the United States. ■

Harvest season, September through Christmas, is the busiest time.



PROBLEMS OF THE ROAD

*decorations by
Don Silverstein*



THE PROBLEM: The Model T Ford was about the only kind of truck that could manage some of the roads in the early days of motoring, but as luck would have it my grandfather got the front wheels of his panel truck into one of those big holes from which it was impossible to back out. No amount of effort with the engine would do it, and there was no one to help push.

THE SOLUTION: He had a length of rope which he looped around the reverse pedal, slipped through the floor boards and extended out to the front of the truck. After applying the brake lever far enough to bring the left pedal into neutral, he went around and threw his shoulder against the radiator, pulling the rope at the same time. Passersby were surprised to see my grandfather pushing his truck out of a hole, little realizing that it was also helping itself.

LOREN MARSH, Muncie, Indiana



THE PROBLEM: Last August, I was on my way to work in my 1940 Ford when I overtook one of those midget cars stalled on the road. I stopped to inquire and found that it was out of gasoline. Neither of us had a tow chain, siphon hose or even a bucket to hold the gas and we were seven miles out on a lonely, country road. We were unable to push the little car to a gas station because the bumpers would not meet.

THE SOLUTION: After considerable discussion, we decided to use the windshield wiper hose from his car to siphon the gasoline out of my tank into one of the Ford's hub caps. From the hub cap we siphoned the gas back into his tank. Necessity is really the mother of invention.

LEE ROY RADER, Groesbeck, Texas



← *Ford flat bed trucks haul tanks of liquid ammonia to the farm, where they are dispersed over the fields on four-legged stands.*

Farms Are Now Ammoniated

photographs by Forrest N. Yockey

THE PROCESS of renewing worn-out farm lands by application of liquid fertilizers is spreading in this country and promises to be one of the greatest single boosts to our agricultural productivity.

The most needed soil builder is nitrogen, and the most available sources of this element are anhydrous ammonia (82% nitrogen) and aqua ammonia (30% nitrogen). Therefore, these two ammonias are the most frequently used. They are equally effective, but since a tankful of anhydrous ammonia contains more than twice as much nitrogen as one of aqua ammonia, the anhydrous is favored because its greater concentration simplifies transportation.

A typical user of these ammonias is the American Fertilizer Company of Denver which chose Ford trucks to carry its equipment. A fleet of ten has been equipped with "A" frames and chain hoists to handle the tanks

of liquid ammonia. Each truck hauls three tanks, and for larger movements, a three-tank trailer is towed.

The tanks are distributed over the field, mounted on four-legged stands to facilitate application. The fertilizing equipment is mounted on a Ford tractor. The tractor covers the field, refilling as needed from the well-spaced supply tanks.

Aqua ammonia is applied either by mixing with water from a drip tank, or is injected by pump. Anhydrous is applied through feeder lines attached to cultivator frames. In either case, disc hillers seal the fertilizer into the soil.

Constant experimentation has advanced this type of fertilization to the point that an application practically guarantees an increased yield. Some cases on record show production improvement of as much as 300 per cent. ■

← *Ford tractor applies the nitrogen-bearing liquid ammonia.*

The Case of the Forgotten Cask

photograph by Edgar Carlson

THE F-8 tractor-trailer in the accompanying photograph hauls one of Detroit's most popular products: Vernor's ginger ale. It has been a soft drink leader in Detroit and Michigan for generations, where the words "Vernor's" and "ginger ale" are now synonymous. Years of steady growth have seen the business expand to the point that the beverage is now sold in 15 states and Canada.

The truck pictured is one of 91 Fords included in the James Vernor Company's fleet.

Creation of this unusual drink came about somewhat by accident. The first James Vernor ran a drug store on Woodward Avenue when the Civil War began in



1861. Vernor locked and shuttered his store and went into the service, not to return until after Appomattox, four years later.

Reopening the store on his return, Vernor chanced across an almost forgotten cask of ginger root extract and essential oils that he had prepared four years before. He made some ginger ale from the syrup and found it to have a most distinctive flavor, caused by its



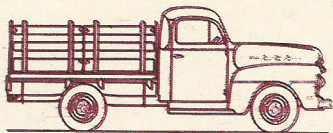
long blending in the wooden cask.

Vernor began selling the new drink at the drug store, and soon his counter stools were filled with thirsty customers. Horse cars stopped to unload passengers at the little store. In 1896 the firm was moved to the present address, where many still come for cooling drinks of Vernor's at the company's retail store.

Now the firm, grown into mul-

tiples buildings of many floors, has announced removal plans, as the site is needed for Detroit's new Civic Center.

The Ford pictured is parked at the side of the Vernor building near a huge mural that has become a familiar sight to Detroiters. The mural features gnomes, Vernor's trademark, rolling casks of the ginger ale that is still aged four years in wood.



The Ford Line for '51

data and specifications for

THE F-3 SERIES

THE F-3 Series is a continuation of Ford's light duty trucks including six models with a maximum gross vehicle weight rating of 6,800 pounds, and two models with a maximum GVW of 7,800 pounds.

The 6,800-pound GVW models are the express, stake, platform, chassis-cab, chassis-cowl, and chassis-windshield. The 7,800-pound GVW models are the two parcel chassis, in effect a separate, although related series. These are the 104-inch wheelbase with load capacity of up to 250 cubic feet, and the 122-inch wheelbase of up to 400 cubic feet load capacity.

There is a choice of two engines for the 6,800-pound GVW models: the Rouge 239 100 hp V-8, or the Rouge 226 95 hp Six. The two parcel delivery models are powered by the Rouge 226 engine.

A four-speed, sliding spur gear transmission is standard on all models, with an optional choice of a heavy duty three-speed synchronized helical type gear box. The parcel delivery series are built with the latter type transmission, having the shift lever on the steer-

ing column.

Standard colors for the F-3 Series are: Vermilion, Raven Black, Alpine Blue, Sea Island Green, Silvertone Gray, Meadow Green, and Sheridan Blue.

Front axles of the F-3 Series have a load capacity of 2,500 pounds and, in tests conducted in Ford laboratories, have withstood a cold twisting of five complete turns without fracture. The standard rear axle is of the spiral bevel type with a ratio of 4.86:1.

The 5-Star Cab is standard on the F-3 Series, featuring a 65-coil passenger-type seat, a 50 per cent larger rear window and full-vision one-piece windshield, all-welded construction, two windshield wipers, left-hand sun visor, ash tray, dispatch box, and twin matched tone horns.

For a slightly higher cost the F-3 can be equipped with the 5-Star Extra Cab containing the following additional features: foam rubber seat, extra insulation, special ornamentation, two sun visors, door arm rests, dome light with automatic door switches, and matched trumpet horns. ■

WANT TO SEE complete data and specifications on the F-3's featured here? Then fill in the spaces below and mail to FORD TRUCK TIMES, Ford Motor Company, Dearborn, Michigan. (Please print plainly.)

Name _____ Address _____

City _____ Zone _____ State _____



Special Use— F-3 Cattle Hauler

photograph by Ray Manley

F. L. ZALESKY of Cottonwood, Arizona, uses the pictured '51 F-3 truck with special trailer in his small-scale cattle business in the Verde Valley. The economy of this size Ford and small trailer makes it possible for Zalesky to make his low volume business profitable. His establishment includes a small stockyard called "Frank's Corral" where he also sells bridles, tack and other supplies. Frank is shown at left with John Mariani.

Some of his buying and selling

trips take him as far as Phoenix, 150 miles away, the route lying over a 7,250-foot pass. The F-3 makes the pull handily with its capacity load of twelve cattle or horses, although Zalesky doesn't lose money when the load is only four animals.

At other times Zalesky uses the F-3 as a stock ambulance for "Doc" Fletcher, veterinarian of Prescott, during the latter's weekly visits to the Valley to care for feeder and dairy cattle needs.

2-Way Radio on the Farm

story and photographs by Steve Trumbull

TWO-WAY, mobile radio—long a standard item in police cars and radio “whodunit” dramas—now has gone rural.

Down in the southeastern tip of Florida it has just teamed up with Ford trucks and Ford tractors in a phase of agriculture that was of more than passing interest even before this portable radio addition.

There's a 20 by 10 mile area down there south of Miami that is known as the Redlands section. This is the center of the state's expanding avocado and Persian lime-growing industry. Plantings of 10 to 40 acres per grove are scattered throughout the region.

The big cooperative ideas never have taken hold here as they have in California. Several privately-owned companies compete for the picking, packing and sales of the crop, and for the spraying, mowing and fertilizing of the groves.

The fellow who has coupled the two-way radio in with his Ford fleet in this competition is Harold Kendall of Goulds, Florida, head of Florida Growers.

In addition to his own extensive groves, Kendall's company does the work on approximately 1,000

acres of other plantings scattered from South Miami to below Homestead. It means a lot of road-pounding for his field supervisors, headed by Bert Colburn.

The two-way radio equipment first was tried in Colburn's Ford pickup. It saved so many miles that it now has been added to three of the bigger cab-over Fords. Permits have been obtained for radio in four more.

The time, gas and tire saving deal works something like this:

A crew is picking a lime grove 10 miles away. The teletype, linking the packing house office with the northern markets, brings in news of a glutted market. Maybe a cold wave has hit the North. Lime and lemon prices go up and down with the thermometer. Instead of sending a man out to stop the picking, while another 100 bushels of low-priced fruit is taken off, a radio call stops the work at once.

The crew is diverted to some other job in the general area.

Or maybe the teletype message was a call for limes or avocados of a special size to fill a special order. Maybe a truck is just about



A radio-equipped pickup is shown above beside an irrigation outfit in a Persian lime grove. At right a special hoist raises a Florida Growers picker to the upper branches of an avocado tree.

to leave for that market. The order can be filled—fast.

Maybe an irrigation crew is all set up to water a grove and there's an unexpected shower. Winter showers are very spotty in this area. One grove may be drenched while another half a mile away is still parched. The rained-out crew calls headquarters, and promptly gets directed to a still-dry grove.

Or maybe it's a spraying crew reluctant to start on a grove because a shower appears to be in the making.

Sometimes, too, pickings must

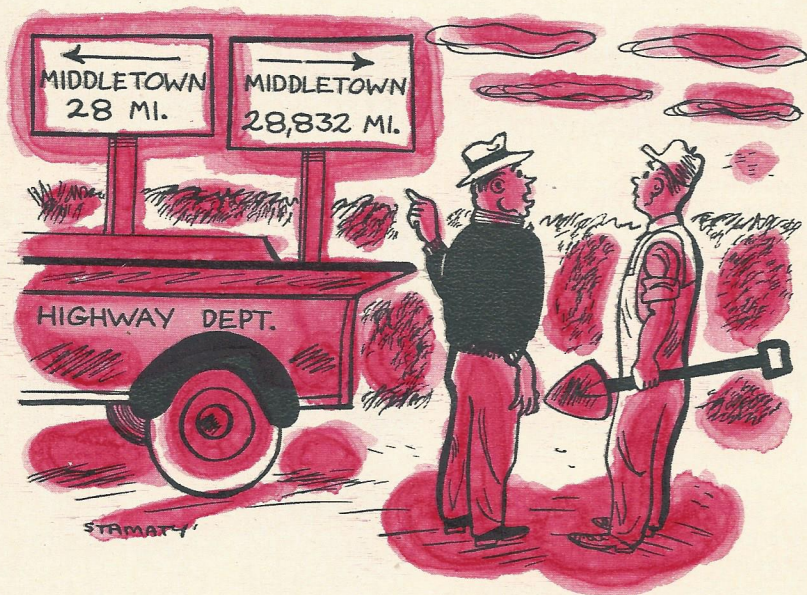


be suddenly halted because the first truckload into the packing house does not show up as good as the first samples indicated. In the limes there is a juice-content test that must be met. Halting a picking like this saves fruit that may be perfectly good a week or two later.

Until news of the two-way radio

addition got around, growers frequently were puzzled at the speedy answer to their requests. Kendall tells the story of one fellow who drove in from a 15-mile-distant grove to order a picking. When he got home he found the picking crew at work.

"Where in the dickens did you guys pass me?" he demanded. ■



"One of these won't be necessary, Martin."



photograph by Mike Roberts

Ford Truck Helps Open Highway —a one-picture story

LAST DECEMBER accumulations of underground water caused a great hillside to slide down and block Mount Diablo Boulevard near Orinda, California. The 500,000 cubic-yard slide cost the state highway department about \$125,000 before the debris was removed and the boulevard was reopened. The Ford dump truck pictured above was photographed during removal of the earth. Clearing of the highway required the trucking of 60,000 cubic yards of the dislodged slope. Siphoning and drainage operations were started to draw off the water that caused the movement. The slide face has been repaired by kneading and terracing which avoided the necessity of moving the entire half-million yards of earth involved in the landslide. A temporary detour took care of the heavy traffic during the six-month job. ■

MAIL TRUCK

Ford Fire-Fighting Special

Dear Sirs: The enclosed photo shows the Warren State Hospital's spanking new Ford fire truck. A group of the hospital's employees, working extra hours, started with a stripped-down Ford truck chassis and now has one of the finest pieces of fire-fighting equipment in this area. The truck at present carries a 55-foot aluminum ladder, and another 60-foot ladder is on order. Numerous shorter ladders also are carried on the truck along with 1,200 feet of 2½-inch hose and 500 feet of 1½-

inch hose. Other equipment includes couplings and fittings to connect with any of the hoses and equipment of other fire-fighting departments in neighboring communities which might be called in for help in the event of a major fire at the hospital. A pump that will handle 400 gallons per minute is mounted on the front of the truck. The truck is giving fine service and stood up well under three hours of continuous pumping when firemen helped fight a barn fire near the hospital recently.

VIRGIL ZETTERLIND
Warren, Pennsylvania



F-6 Offers Custom Accommodations

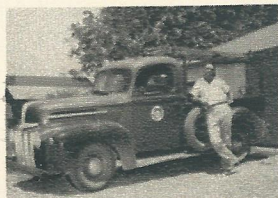
Dear Sirs: Looking for a means of transporting members of the Portsmouth, Virginia, Junior Chamber of Commerce down to a national convention in Miami, Rhac Adams suggested a truck and trailer be equipped for the trip. The idea immediately mushroomed, and arrangements were made to obtain a 32-foot trailer from the Fruehauf Company. The trailer was equipped with air-conditioning and double decker bunks for twelve, and was identified with a "Scotchlite" sign.

Gasoline, food, letters of introduction and cash were donated by various civic groups. On arrival in Miami, the "Portsmouth Pullman" was met by a police escort and given a position of honor in the Jaycees Parade. "It was really wonderful," one of the members declared on returning. "I've ridden on ships, trains, planes, and busses, but I've never had a more comfortable ride in my life than that trip to Miami."

GROVER J. SWAIN
Portsmouth, Virginia

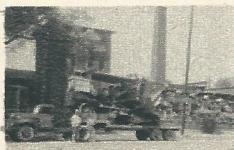
Hard-Working Engine

Dear Sirs: This Ford truck was purchased by the Southwestern States Telephone Company in 1946 as a utility service truck subject to 24-hour, all-weather operating conditions. As the sole operator of this unit since its unwrapping at the Allen Motor Company in Kinder, Louisiana, Mr. Tonice Sonnier states, four years and 110,000 miles later, that, "This Ford truck had its first fuel pump 9,000 miles back yonder. She has never had one of her cylinder heads removed and I add one quart of oil now between my regular 2,000-mile oil changes." Tonice says he is sure of busting the 200,000-mile goal on this original V-8 engine. Allen Motor Com-



pany, the proud servicing dealer, sits idly by and watches daily the amazingly low operating cost and wonders when the day is coming when they will have to replace this faithful power plant that even now has worked itself four and a half times around the world.

ALLEN MOTOR COMPANY
Kinder, Louisiana

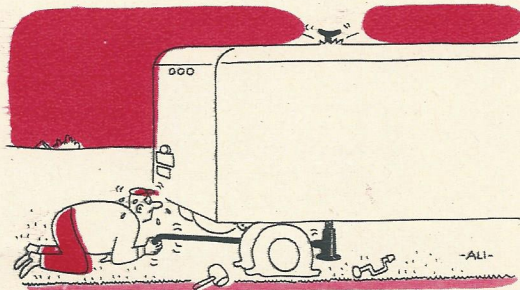


34 Tons of Pull

Dear Sirs: Attached you will find a picture of our Ford F-8 truck with a real load on it. We are using this truck with the trailer to haul our heavy equipment. The trailer weighs 12,000 pounds and the ditcher on it weighs

56,000 pounds. We have several other pieces of equipment that weigh 40,000 to 50,000 pounds and we have not found any road condition over which this truck would not handle the load satisfactorily. As you know, our area is mountainous and we have to take our equipment into all kinds of places. We have very little use for the lower gears on this truck as it really knocks along without resorting to them. This Ford truck has been a most satisfactory unit, and we enthusiastically recommend the F-8 to anyone needing a real truck.

F. E. DYSON
Talladega, Alabama





← E. L. Keith shows his spring and water wheel to Governor and Mrs. Sid McMath of Arkansas, who fished for rainbows.



CASE HISTORY #6

The Lake a Truck Built

by Burgess H. Scott

photographs by Hubert Musteen

IN FEBRUARY of 1948 E. L. Keith of Cave Springs, Arkansas, started work on a project that he'd dreamed about for years. It was to be a resort offering a wide variety recreation for the entire family with fun for anyone from two years to a hundred years of age.

The resort was to center around a spring-fed lake, but the lake would have to be built. For tools Keith had a bulldozer, and an F-5 Ford Six dump truck that he had bought from Newt Hailey, the Ford dealer in the nearby town of Rogers, Arkansas.

The spring that would feed the lake issues from twin caves extending several miles back into a bluff of the Ozarks, pouring out a flow of 10,000,000 gallons of 54-degree water every 24 hours. To build the lake required scooping out a basin and building a dam to impound the cold spring water that would spread out to form the lake.

For nearly three years the F-5 labored, first moving some 65,000 tons of earth in the construction of the lake and dam, and hauling in about 52,000 tons of building materials from six to 60 miles distant to go into the resort's varied accommodations. But this wasn't enough work for the truck, and Keith found numerous opportunities to rent it for outside work around Cave Springs.

Now the F-5 is on its fifth set of tires, but neither the oil pan nor the head has yet been off the engine, which is one reason for Keith's enthusiasm about his Ford.

Lake Keith Resort opened in July, 1950, with modern,

← Hungry trout in the Keith rearing ponds are about to receive their meal of a horsemeat and cereal preparation.

electrified accommodations for 125 persons. In addition, the building materials hauled by the F-5 had been converted into a roller rink, restaurant and soda fountain, and miniature golf course, among the many other attractions that will appeal to vacationing families.

But the resort's most unusual feature is the rainbow trout fishing made possible by the cold spring water. Keith built a complete trout hatchery with concrete rearing ponds where 200,000 rainbows are raised each year in water that flows continually from the spring. The trout stay in the rearing ponds until they are about 10 inches long and weigh about one-half pound. The fish in the lake range from one-half pound to six pounds, between which sizes they are ripe for the rods of anglers of all ages who pay \$1 per fish or per pound for all they want to catch.

Because it is a private commercial lake, there are no seasons and no fishing licenses of any type are required. Likewise, there is no creel limit except for the size of the fisherman's wallet.

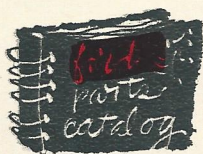
The spring furnishes far more water than is needed by the resort, so Keith installed a water wheel at the cave opening that generates enough power to pump water for the village of Cave Springs.

Meanwhile, the F-5 is still at work on maintaining the resort and at outside chores. The success with the F-5 caused Keith to buy an F-1 pickup that stays busy about the place. He says, "The ruggedness, power, and speed of the Ford sold me, as did its economy of operation. And I know I can count on fast, efficient parts and repair service at Hailey Motors."

Keith's F-5 poses by the lake it built.



Stories of the Road



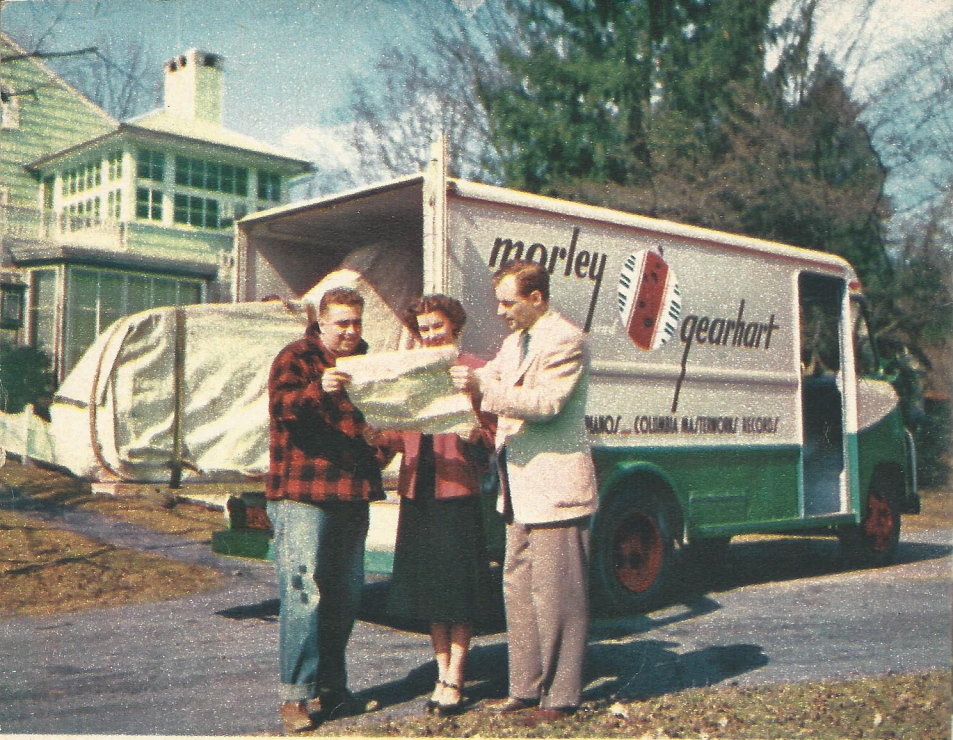
DURING the German occupation of Belgium, there was a blackout all over the country, except in our souls. A friend of mine, a Ford truck driver, joined the underground movement to act as a link in an escape chain to Spain for shot-down Allied aircraft personnel. One night he was suddenly faced by an awe-inspiring man who claimed to be a U. S. gunner, although all his identification papers had been lost. Was he friend or spy? Unable to speak English my friend could not investigate by questioning, and thus did not wish to betray himself by giving help. The gunner searched desperately for some means of identifying himself when suddenly he noted a Ford truck parts catalog on the top of a chest. Pointing to the book, he began to write down long lists of part numbers, part names and model specifications. This was enough to clear up all doubt in the mind of my friend: only Americans and real Fordists could know Ford parts that way. Needless to say, help was granted.

W. A. DEWITTE, Antwerp, Belgium



MOST of the circuses that travel from one small town to another depend entirely on trucks to transport their equipment and wild animals. Sometime ago a small circus was being moved into our town and an elephant was riding in one of the open top trucks, waving his trunk around his head. The caravan approached a railroad bridge and was proceeding without difficulty when the elephant reached up, caught hold of the overhead structure and held on tight. The driver apparently realized what was happening and brought his truck to a sudden and impromptu stop. Before the traffic could proceed, it was necessary to send for the keeper and his assistant who were able to hold down the elephant's trunk with their prodding hooks.

ELIZABETH HOFFMAN, Richmond, Indiana



photograph by Jay Dugan

Musical Parcel Delivery— a one-picture story

FOR A PAIR of internationally famous twin piano artists such as Morley and Gearhart, life is not all music and bows to loud applause. There is more to the story: packing and unpacking to be done, trains to catch, a mad rush between engagements in distant cities, and—worst of all—strange pianos to be met too soon before curtain time.

Last year the husband-and-wife team, Virginia Morley and Livingston Gearhart, faced a concert schedule of fifty appearances involving some 20,000 miles of traveling in eighteen weeks. Listed also were frequent weekly appearances on Fred Waring's Sunday night TV show, and much arranging and composing by Livingston at their four-piano farmhouse in Shawnee, Pennsylvania. The thought of more suitcase living,

naps on trains, and sticking piano keys was enough to cause a change in the Gearharts' plans.

The decision they made was to drive the entire concert circuit in their Ford, with their own twin nine-foot concert grand pianos, benches, lights and freshly pressed clothes following them closely by truck. The truck chosen for the delicate job was a Ford heavy duty parcel delivery equipped with a special van body made by the Boyertown Body Works. Commented Gearhart on completing the tour, "This truck has contributed greatly to our peace of mind and physical comfort."

.... and one for the road

RAIISING reindeer in Texas is the strange occupation of Grady Carothers whose herd, claimed to be the only one in the 48 states, roams a ranch near Goldthwaite. The idea of providing Santa Claus with a ready supply of trained Texas reindeer occurred to Carothers some years ago when his children complained about the absence of these animals at parades and Christmas festivals. Carothers pondered the idea, investigated and found that reindeer were available in Alaska, although not native to that territory. He secured a permit in 1948 to ship several reindeer to his Texas ranch where they were fed on oatmeal, peanuts and alfalfa hay, and within a year were entirely converted to their new habitat, roaming the range like other livestock. The only concession made was to install a large fan in the corral which is run on extremely hot days. This year Carothers plans to add another



23 reindeer to his present herd of 18. He buys directly from the Eskimos, then ships the animals 6000 miles by air freight to Texas. Summer is practice time for the teams of four, each with a sleigh and a Santa Claus. Carothers, who has used Ford trucks for 13 years, says, "I drive my Ford 25,000 miles per year and get 10% lower fuel consumption than from other makes I have owned. My reindeer business requires me to cover a vast amount of area each year and I plan to buy additional Ford equipment as business increases."—ERVIN HICKMAN

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