

# CLUES

TO SUCCESSFUL TRUCK OPERATION

The Farmer's  
Best Friend

by

LOUIS BROMFIELD

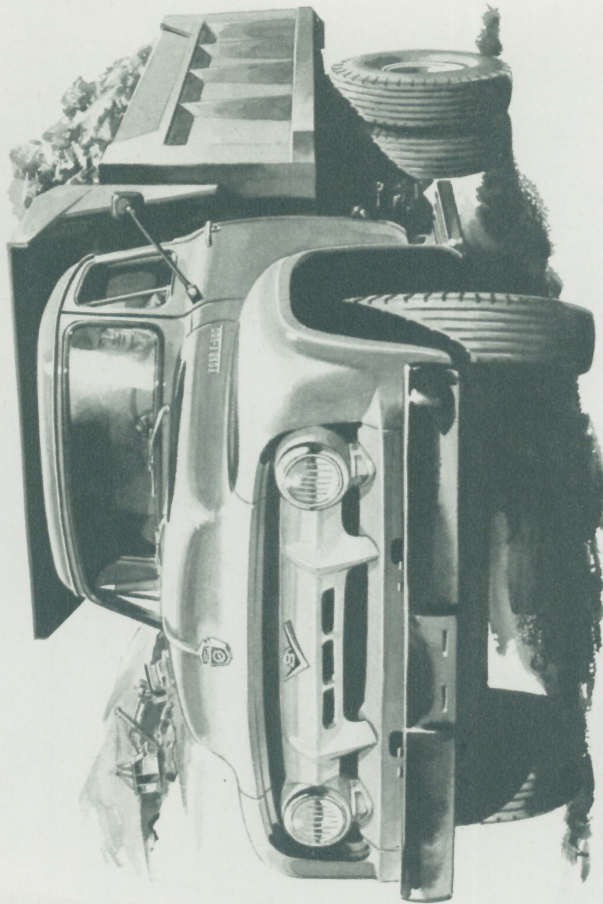
JULY-AUGUST • 1954

CAN PICKUP  
MOVE SHIP?



FROM YOUR FRIENDLY FORD DEALER

# America's most powerful 2-tonner



More than that—

**Ford's Model F-600 is America's best 2-ton buy! Here's why!**

**CHOICE OF THREE ENGINES:** 138-h.p. Power King V-8, 130-h.p. Power King V-8, 115-h.p. Cost Clipper Six.

Only Ford gives you a high-compression, Low-FRICTION, overhead-valve, deep-block engine in every single truck model made.

Ford F-600 gives you rear axle choices to fit your needs exactly: single-speed rear axle with either of two ratios — or, optional at extra

cost, two-speed planet rear axle with choice of two ratios.

4-speed transmission standard; 5-speed direct or Overdrive available. All synchronized for easier, smoother shifting. Power brakes standard.

New *Driverized Cab*. Exclusive seat shock snubbers. Most hip room, widest windshield, greatest total glass area of any standard truck cab.

Front axle capacity 4,600 lbs., rear axle capacity 13,000 lbs. — peak loads! GVW 16,000 lbs., GCW 28,000 lbs.

**FORD TRUCKS**



Field servicing a tractor: an easily handled chore for a Pickup

## The Farmer's Best Friend

### How the Pickup gives a farmer full return on his investment

by **LOUIS BROMFIELD**

Mr. Bromfield at Malabar Farm

Photo by Karsh, Ottawa



THERE IS A REVOLUTION going on in American agriculture. It has been going on quietly for a long time and is only beginning to be recognized quite recently.

It is an economic revolution and every year thousands of farmers are being liquidated . . . not by being

exiled or shot against a wall as in Russia but simply by economics.

The farmer who is a bad manager, who gets low yields at high costs, who doesn't keep farm books, is going out of business, despite price supports, subsidies or any political maneuver to win his vote.

The reason? As the population continues to increase at about 7,000 people a day and there is no more free virgin land, land is steadily becoming more valuable and each day it costs more to farm.

(Please turn page)

(Continued from Page 3)

The successful farmer will have to be part scientist, part businessman and part specialist, as well as having to know all the things a good farmer has to know.

All three of these things are important but perhaps most important of all is his status of business man. He must know when to buy and exactly how much service he is getting for the money he invests in all types of machinery.

One of the best businesslike tests of investment a farmer can make is how many work days does he get per dollar investment in machinery; and secondly, how much does a particular machine serve to cut down work and cheapen farm operations?

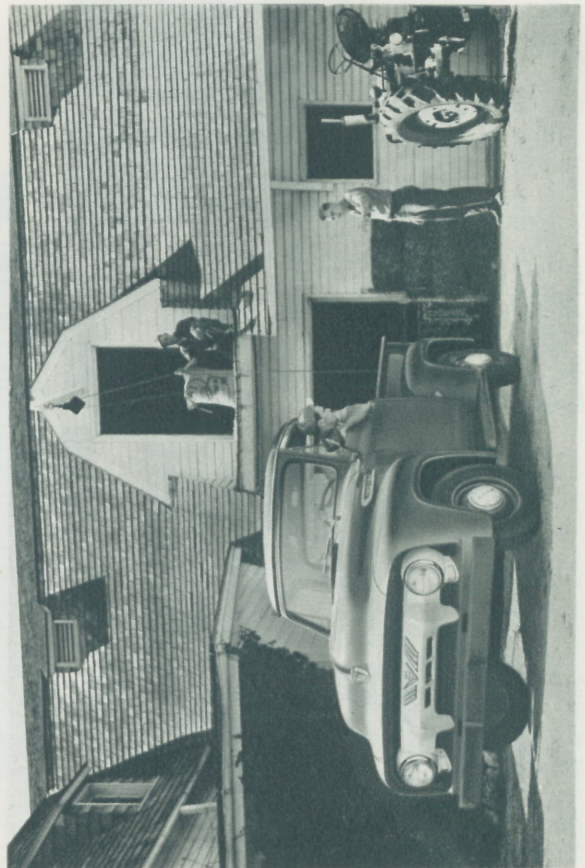
That is where the farm pickup truck comes out at the very top of the list. On almost every farm, the pickup will show the record of working 365 days of the year. Here is a machine that gives the farmer a full

return on his investment. This shows up in the profit column almost every day of the year and at the end of the year when the books are balanced. A pickup truck is working every day, most of the day.

Let's list just a few of its activities. It takes feed quickly right across the fields to the feeding lot. Maybe it saves an hour or two in feeding operations which can be put to use somewhere else. If you're planting and run out of seed or fertilizer, your pickup truck will speedily bring you a fresh supply.

If you are running milk cans to the end of the land, your saving may be ten minutes, maybe an hour. Don't forget that time is the most precious of commodities to the farmer.

Time is truly money, especially if the weather is bad or threatening and you're in a hurry to get in a crop. If a piece of machinery breaks down and a part replacement is needed, the pickup truck can go to the near-



The Driverized Cab is safe and comfortable for Saturday night dating

est town and bring it back in a hurry. So you may save the cost of the pickup itself in the harvesting of a single crop which otherwise might have been damaged or lost by weather.

If there is a heavy parcel or a piece of machinery too big for the family car, the pickup will handle it. You needn't hire a trucker or spend half a day with a tractor or trailer making the long trip.

Suppose you have a few hogs that are ready for market ahead of the main lot. You can whisk them into town, get them off your hands at the most profitable size. You avoid hiring transportation and make money two or three ways on the deal.

Or the family car has broken down just when it is time to go to church. Or maybe Mother and Dad want to

go in one direction and John has a date in the opposite end of the county on the same night. The pickup truck solves the difficulty.

The Ford Pickup represents probably the highest development in the field because Ford engineers have taken into consideration all the uses to which such a truck can be put and have made provision for all of them.

From the height of the body, which makes for easy loading and unloading, to the "Driverized Cab," it is a comfortable means of transportation to town, church or the movies in every kind of weather.

It drives easily and smoothly under any conditions and is built to run across rough fields as simply as it runs on an improved highway.

I certainly recommend a pickup truck as perhaps the most indispensable piece of equipment on any modern, efficiently run farm.

◀ The pickup is the farmer's most often used machine says Louis Bromfield



**Midnight . . .** A brutally beaten New Yorker, minus wallet, is dumped unconscious from mugger's car on side street



**Next morning,** detectives Kevin O'Brien and George Nasdahl take their police laboratory equipment out to the scene



**In search of clues,** the detectives scout ahead on foot to avoid driving over and obliterating faint traces of robber



**Detective Nasdahl** prepares to "dust" the area for fingerprints. Kit contains all necessary equipment and chemicals



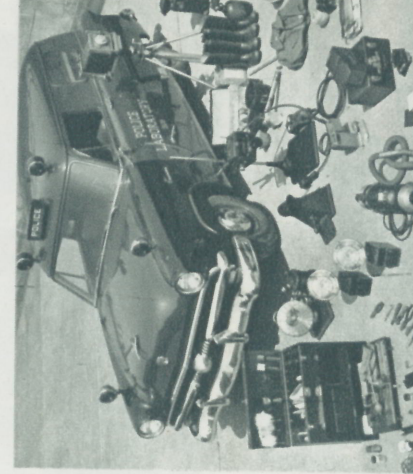
**First clue!** A telltale tire imprint is preserved. The cast will clinch police identification of the assailant's vehicle



**An abandoned car** found near the scene of the assault bears immediate investigation by crew of the mobile crime lab



**Shirt found in the car** is scanned by ultraviolet lamp, part of Courier's equipment, for stains or laundry marks



**Inspection of rolling lab** reveals everything from delicate photographic equipment to two new pairs of rubber boots

## Rolling Crime Lab

**ANALYSIS OF CLUES** right at the scene of a crime is now possible with the New York City Police Department's mobile crime laboratory.

Under the direction of Captain Howard Finney, this new unit makes it possible for detectives to carry their scientific field analyzing equip-

ment anywhere in the City. For mobility and carrying capacity, the crime lab uses a specially adapted Ford Courier.

The unit is small and light enough to get about easily, but large enough to hold the numerous items necessary to crime detection.

## Ford Courier speeds crime detection

The Courier is stocked with the following gear: a generator to supply power for electrical devices, radio, ultraviolet lamp, searchlights, vacuum cleaner with special fine-mesh filter, microscope, blood-testing equipment, fingerprint camera, view camera, a kit for making plaster casts,

and a combination fluoroscope and X-ray machine.

The Ford also carries a standard field kit (known in the trade as a homicide kit), which contains tools and chemicals used in gathering and evaluating clues. Everybody seems to like it but the culprits!

# How much TUG in a Pickup?

F-100 Pickup tows 15,000-ton ship!

by Captain Victor T. Wood, Waterman Steamship Corp.



MAN AND BOY, I've been sailing cargo ships on every ocean of the world for 30 years. But I've just seen something done with a ship that nobody — sailor or landlubber — would believe if he didn't see it happen. Here's the story.

A New Jersey Ford Dealer wanted to prove that he sold the "World's most powerful Pickup"; Cluvs heard about it and requested our company's New York office to set up a demonstration. They wanted to see if a Ford Truck could start a ship from a dead stop, and tow it. I was detailed to work it out.

Any sailor can tell you that if you put enough strain on a hawser and keep it — a ship will move. The question was *how much* strain or pulling power would it take to move one of our 460-foot freighters with a displacement of 15,000 tons? I asked the Cluvs people a few questions about the power and gear ratio of the Ford Pickup and told them it would work.

The day of the test at Port Newark was clear and calm. But, while we were getting the ship ready to sail, a light breeze came up from dead ahead. The tide turned and started running in at about 1/2 knot.

Alongside of our ship, the Bienville, that little Ford Pickup looked like a toy. I understand that steve-

dores betting on that little 1/2-ton pickup were getting 10 to 1 odds. Even Joe Golden, the Ford Dealer who drove the truck, was prepared to bail out in an emergency. I was one of those who had confidence that the Ford could move the ship. To give the Pickup traction, we put about 1000 pounds of dead weight in the back!

When the Bienville was floating free, except for the line to the Pickup, Joe Golden took up the slack in the 8-inch hawser. The tires spun and burned and we smelled the clutch smoking, but the Bienville began to move!

About three minutes later, the ship had been towed its own length and picked up steerage way.

The hawser was cast off and the Bienville proceeded out to sea.

Nobody — not even the Cluvs editors — was sure it would work — but there it was — the little 3,300-pound Ford Pickup had hooked on to 30,000,000 pounds of ship and got her under way!

As I left the dock, the Cluvs boys were lamenting that the test truck didn't have Fordomatic. But even with that standard Pickup those people didn't realize the pulling power of their own truck!

Maybe towing ships is a little out of its usual line of work.



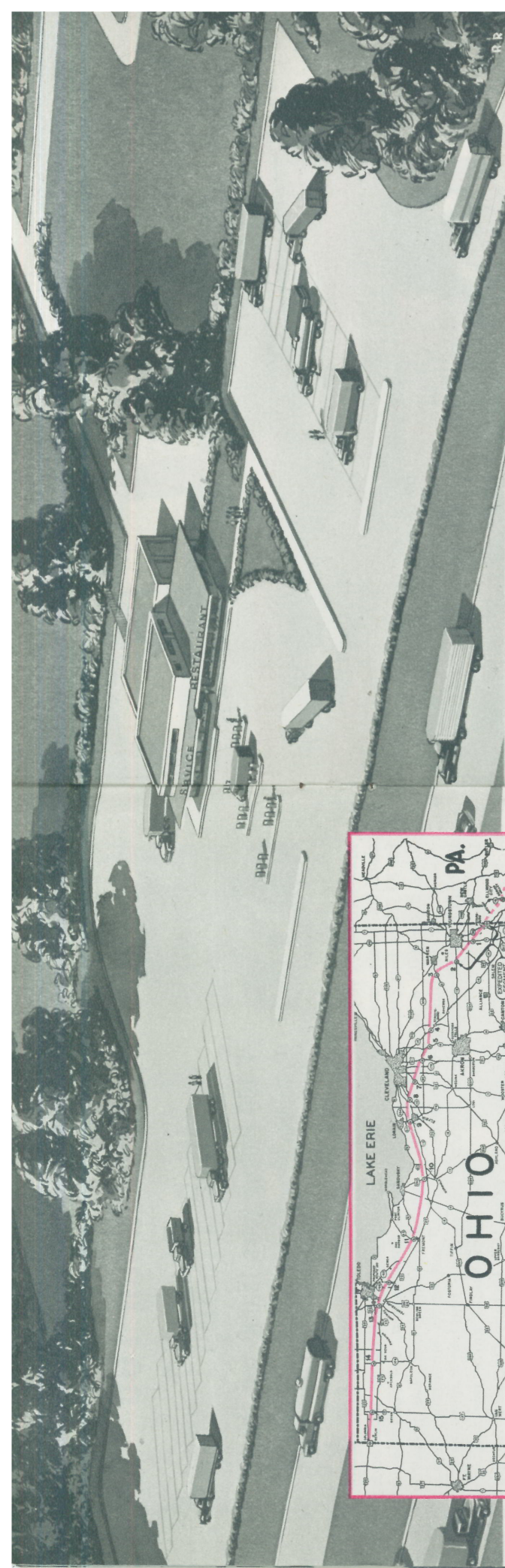
Joe Golden, driver of the Ford F-100 Pickup, and friend waving good-bye to departing Waterman Line freighter following the incredible towing feat



A single eight-inch hawser was made fast to chain secured to Ford's chassis

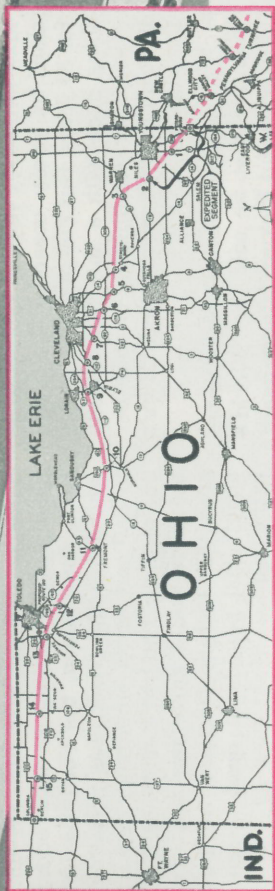


Pulling up the slack in the tow line, the Pickup dug in for the big heave



**Super Truck stops costing \$500,000 each will be welcome havens for tired drivers**

**New Ohio Turnpike, left, will run from Pennsylvania to the Indiana state line**



## Super Truck-Stops

by **George J. Barmann**

THE Ohio Turnpike Commission is building a 241-mile super road across the state. Motorists probably will not discover anything strikingly different about this highway. But it's a cinch that truckers will.

For the first time on a turnpike in the United States, truck drivers, rolling their rigs through Ohio, can take advantage of separate facilities and services for themselves and their vehicles. They will find stop-eat-rest arrangements surpassing any now available on any other express highways in the world.

The five-member turnpike commission, displaying imagination as

well as common sense in planning, is envisioning attractive, almost homelike accommodations for those they know will be their best paying customers. Here is what is being contemplated for the drivers at these exclusive truck stops:

A restaurant serving as many as 100 persons; above it, a big dormitory with bunks and smaller sleeping rooms; toilets, showers and a lounge room with easy chairs, magazine racks and writing tables.

With sound-hushing walls, the spacious quarters will be in a section of a handsome, fireproof "hospitality house," welcoming both the driver and his truck.

One part will house a service room, equipped with hoists and tools for

lubrication and emergency repairs. An up-to-date salesroom, catering to the truckers' slightest needs, also is in prospect.

Surrounded by a landscaped area resembling a park, the stations will have elaborate standing space, and, of course, multiple islands for gasoline pumps. The trucker will not be bothered by motorists on the approaches and exits. These will be his alone.

The highway will pick up the famed Pennsylvania Turnpike at the Ohio border, near Youngstown, and sprouting 15 interchanges, will run across northern Ohio to the Indiana line. Two of the truck stations probably will be located near the ends of the Ohio thruway.

## for Truck Drivers Only

Many of these highway improvements are advanced by J. Gordon McKay of Cleveland, who is a member of the Ohio Turnpike Commission. Mr. McKay is a former assistant director of the United States Bureau of Public Roads. He is a national authority with 30 years of experience in road planning.

Ohio, agreeing with the idea, has been praised by one of its most influential newspapers which frequently has criticized "unnecessary" highway expenditures. This time, its editor said:

"The commission is right in spending this extra money. These truck havens will make the Ohio Turnpike a paragon of convenience and comfort for drivers."



NEW 6½-ft. Ford Model F-100 half-ton Pickup. 45 cu. ft. capacity. Power Brakes, Fordomatic, Overdrive, available at worthwhile extra cost. See it today!

## Buying a Pickup truck?

# Here's how to get the most for your money!

A Pickup truck is no less a business investment than a factory lathe or a farm tractor.

You buy a Pickup in the same way you'd make an investment.

The price of an investment is important! But the low price of a new Ford Pickup truck is not the only reason why it gives you the most for your money. Nor is its high trade-in value as a used truck.

The important thing about a new Ford Pickup is that it gives you the

biggest return on your investment in the big ways to save!

*For instance, it is in the area of low running costs that the Ford Pickup begins to earn its rating as a "blue chip" investment.*

Only the Ford Pickup offers you a choice of two new, Low-Friction, deep-block engines... a 130-h.p. V-8 and a 115-h.p. Six. The short-stroke design of these engines permits them to develop more horsepower per cubic inch of displacement. Smaller

displacement usually means less gas. Shorter piston stroke means less engine wear and longer life.

Add to Ford's low running costs its time-saving characteristics. Power is an obvious time-saver. And Ford offers one of the most powerful engines in any Pickup.

But just as important are the facilities in America's most comfortable truck cab, that cut driver-fatigue, help him do a better job. Ford's new DRIVERIZED Cab offers

more glass area than any other standard cab... wider opening doors, wider seat, with exclusive seat shock snubbers and non-sag seat springs!

In the big ways to save... in every way to save... the new Ford Pickup for '54 brings you a big return on your investment.

**FORD TRADE ECONOMY TRUCKS**

**MORE TRUCK FOR YOUR MONEY!**

# Time-Saving Tools

## Ford's new Technical Lab develops service tools to save you dollars

by Cyril Chessex

DID YOU EVER HEAR of a "Pinion Cone Replacer" or an "Engine to Repair Stand Engine Mount"?

Probably not, unless you have had the opportunity to observe closely the work of the mechanics at your local Ford Dealer's.

Ford engineers in Ford's Technical Service Lab at Livonia, Michigan, have designed over 100 special service tools. They have tested and retested each tool before it is manufactured and made available to Ford Dealers throughout the country.

The Lab also develops the best procedures for going about each job. Instructions are compiled in service manuals available for all Ford Dealers. They are supplemented by a nation-wide service program which includes 34 District Service Schools, each with a full-time instructor. In addition, there are 113 traveling instructors.

As a result of this lab and the technical aid program for all Ford Dealers, the service men in your local Ford Dealer's shop are familiar with the best service methods and always have up-to-the-minute tools.

To see how this works out in actual practice, I stopped in at the Ford Dealership in Stamford, Conn. The service foreman enthusiastically showed me some of his favorite special service tools.

"See this new engine lifting sling

here?" he asked. "It eliminates the danger and time spent in rigging a rope sling to install an engine.

"And take a look at that other engine over there—seems to be suspended in the air, doesn't it?"

"Actually that is one of the new gadgets designed to allow stripping of an engine right down to the block without having to bend over or move it around."

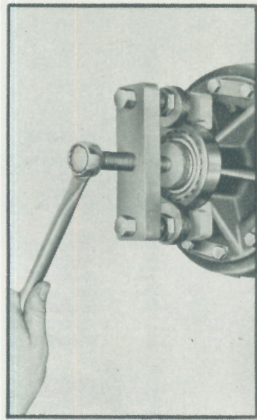
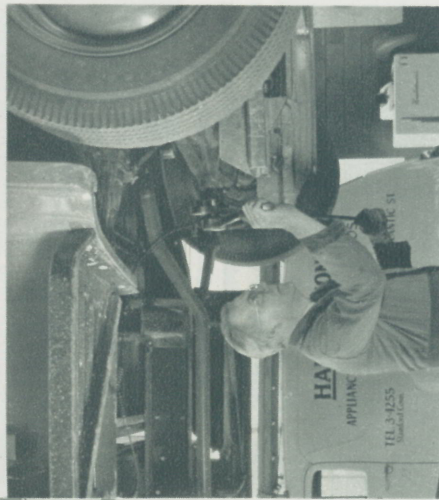
The foreman went to the bench and picked up a tool.

"See this! It's a Pinion-Bearing Cone Replacer. It always used to be the devil's own job getting at the bearing until the Ford engineers designed this special tool."

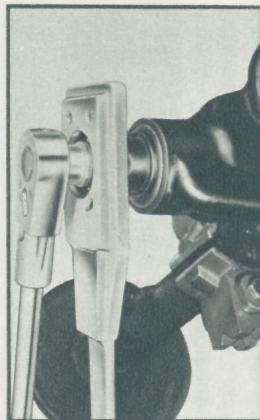
He then showed me the Cylinder Head Holding Fixture. This is a handy gadget which permits the tumbling of the cylinder head to the most convenient working position.

Since there is a very thin metal gasket between the cylinder head and the cylinder block, it is most important that during all service operations the cylinder head be protected from becoming nicked or marred. The design of this holding fixture provides this protection.

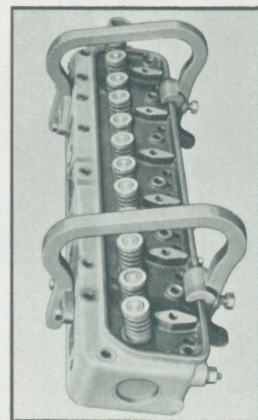
All this adds up to the fact that Ford Dealer Service Departments equipped with special tools give the quickest, best and lowest cost truck maintenance you can get anywhere.



With a slight twist of the wrist and this new tool, the practically impossible job of removing the differential and pinion-bearing cone is reduced to only a few minutes' work for one Ford service man



Replacing the Universal Joint flange nut requires a high torque. The long handle on this new tool gives a man leverage enough to do the job easily; saves time and cuts labor costs in half



The cylinder head holding fixture enables one man to handle the head safely without marring or nicking the head. It also prevents damaging the thin metal gasket between head and engine block



# The Man with 400 Kids

Ex-Marine builds new business on rock-bound farm

by John Stage

SINCE 1948, Warren Ernst of Harvard, Massachusetts, has had over 400 kids ... baby goats, that is. In six years, ex-Marine Ernst has converted a patch of rocky countryside into New England's largest goat farm, The Vitamilk Dairy.

Ernst and his family run the entire operation from breeding to bottling. They wholesale goat milk for about 48 cents a quart. This sounds like a handsome price until Ernst points out that it takes twice the milking time to "extract" a gallon of goat's milk as cow's milk.

He says, "My family spends as many hours a day as necessary to get the work done. I think we have an efficient labor force, but I'd figure man-hours a lot closer if I had a payroll to worry about.

"However, I must pay strict atten-

tion to operating costs of goats and machines to make this business pay off. For example, if I don't get at least a half gallon of milk per day per goat, I get rid of the animal. And if I couldn't get high mileage on low maintenance from my trucks, I would fail. Summer and winter, Ford Trucks cost less to operate and maintain than any other truck I have tried."

Ernst bristles at jokes about goats eating tin cans. Keeping goats healthy is expensive. Three times a day he feeds the herd molasses and vinegar mixed with hot water. And twice a day, his milkers get special dairy feed. Besides, the goats get all the hay and alfalfa they can eat at any time.

Why does a man run a goat farm? Ernst sums it up this way: "To me, goats are nature's most effective tools for converting energy from sun and soil into healthful food.

"Goat milk is easy to deliver, too."



Milk goats should produce half a gallon per day. All milking is done by machine



Bottles are sterilized and milk is handled as in a usual cow dairy operation



Warren Ernst, holding thoroughbred kid, success in this business. My records show that Ford Trucks are tops for economy."



# Put your Insurance Company to Work

## Little-known free services help truck operators cut expenses

by Bob Sullivan

INSURANCE COSTS are a headache in every business. Hauling is no exception, but costly accidents have driven many inadequately insured trucking firms out of business.

Hardest hit have been small fleet operators who skimp on coverage to stretch their limited financial reserves. It pays to have ample protection, and to take advantage of the insurer's natural business instinct to cut losses.

Most insurance underwriters realize that for their own good they must do more than just insure truck owners against liability and property damage. They must help truckers stay in business. That is why they are willing to help you—if you let them.

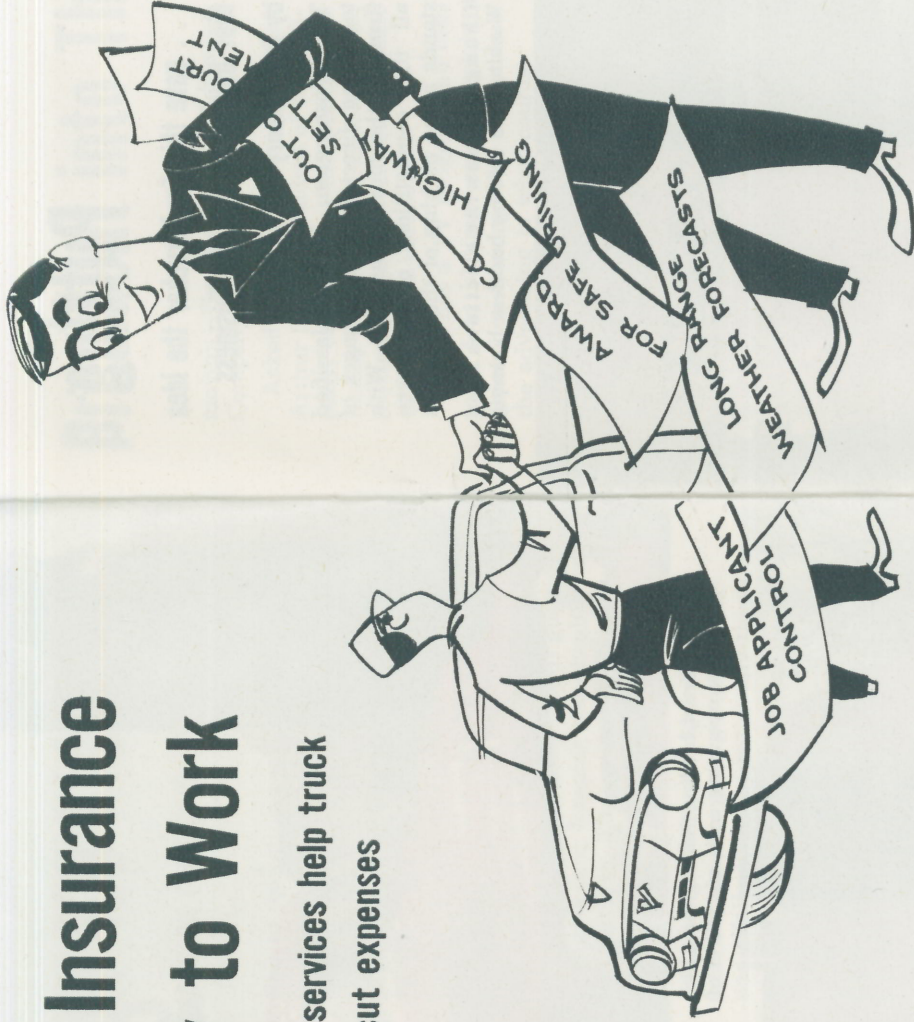
One large insurer—Markel Service—offers numerous "extras." The most important service is an accident prevention program that, in 1953, slashed accidents among Markel-insured trucks to less than 1—actually 0.88—per 100,000 miles travelled. The national average is nearly two accidents per 100,000 miles driven.

This program provides inspection of mechanical equipment, highway patrol by camera-equipped safety cars (December CLUES), reports on

local traffic hazards, awards for safe drivers and research on safety devices. Large fleets perform many of these services for themselves. But usually they are impractical or too costly for the small operator.

Of particular help to a two- or three-truck owner are standard hiring forms some insurance companies supply free of charge.

These forms help you pick the right man for your operation and show up a wrong one before he can deplete your hard-earned good will—or a day's receipts.



The forms reveal key facts about an applicant's home life, education, friends, work record, tenure of past jobs and even help you predict his aptitude for handling your particular trucking job.

Often his eagerness or reluctance to "put it in writing" gives you a helpful clue to his character.

In addition, Markel has on file the records of hundreds of thousands of truck drivers. The company is able to check quickly on the past accident and performance record of an experienced job applicant.

Starting this fall, Markel will offer free long-range weather forecasts to all policy holders.

Another "extra," twenty-four-hour claims service, offered by practically all truck insurers, builds and maintains good will for the industry. Better still, it cuts losses for the individual operator.

Each driver is furnished special instructions on procedure to follow if he has an accident, plus the names and addresses of claims adjusters along his route.

The claims man hurries to the scene of the accident, day or night, and takes command of the situation. He is trained to arrange an equitable, friendly, out-of-court settlement of all claims.

Since your premium rates are based on loss experience, this helps you keep down your fixed expenses, too. Speedy settlement on a fair basis keeps down the insurance rate you'll pay in the future.

Figures prove the effectiveness of these insurance claims people. In 1953, 46% of bodily injury claims against one company's clients were settled within 15 days of the accident. Less than one percent ever needed court trials.

Most insurance underwriters are happy—even eager—to send an expert around to explain common sense driving rules. They'll even set up a driver-training operation for you, regardless of the size of your operation.

So, take advantage of a good thing. Next time you see him, tell your insurance man you want him to help you live up to his favorite slogan, "Safety is no accident."

"No accident" is the same as money in your pocket.

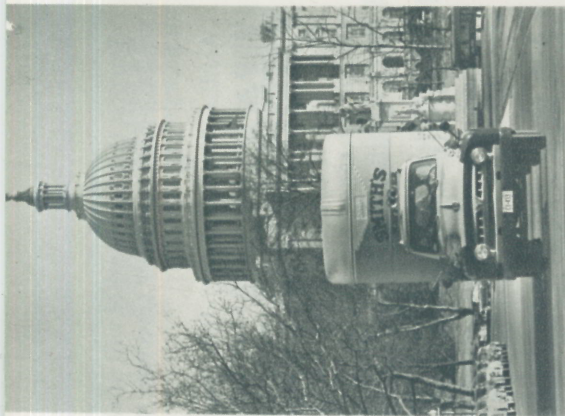
## Putting a

... gave this Ford trucker the idea that built a \$2,000,000 business

by Omer Henry

THE Washington, D. C., classified telephone directory lists 24 pages of firms in the moving business. With all this competition, one concern stands alone as king of the capital's

◀Changes following elections keep Washington's moving business booming



## President into The White House

movers — Smith's Transfer & Storage Company, Inc.

Asked why he is so far ahead, Arthur Smith, President of the company, explains that he spends more money on advertising than any other moving company with equal volume of business in the country.

Smith has a TV program and uses radio 4 to 10 times every weekday, "spots" on Sunday. The character of the advertising is what counts.

"Right now, we're preparing programs dramatizing the greatest moves in history," explained the moving magnate. "I've been reading up on them. The Flight from Egypt, the Crusades, Hannibal Crossing the Alps, Columbus, Washington Crossing the Delaware, the Forty-Niners, and the Lewis and Clark Expedition are a few. That type of program gets audience interest and when people move, they'll remember us.

"In my past 40-odd years in this business, I've moved just about ev-

ery type of family, from government clerks with 2-room apartments to a President of the United States. That was President Woodrow Wilson.

"Naturally, we gave him all the service we could muster, and a letter of congratulation from his aide gave us our big idea.

"We decided to give that kind of service to everybody. I never stop telling my men the importance of pleasing the customer. To make it stick, I give bonuses to crews who work on moves resulting in enthusiastic customer reaction.

"The secret in this business — besides perfect service — is the type of equipment we use. Years ago we standardized on Ford Trucks. Day in and day out, they operate cheaper than any trucks we ever used.

"Fords give us little mechanical trouble and the springing is the best we've found. That's an important factor in this business. Bumps often cost dollars of damage."



◀This girl used a moving van for pick-up and delivery to a fancy dress ball, one example of many unusual "loads" Smith handles

▶To keep his men eager to give superior service, Smith offers cash bonuses after moves resulting in praise

# Coffee Stop



**"Dog days" bother your truck, too**  
Most truck operators seem to agree that Spring and Fall checkups prevent down-time and save maintenance dollars. But Summer seems to be "forget-your-truck" season.

In the July and August heat I've seen many trucks laboring under minor defects that won't be corrected 'till the owner gets the customary Fall check. Wish I had the money that's being wasted this way. You can have some of it . . . if you take care of your truck on the "dog days."

## Savings through cost control

Here's a letter from the Superintendent of a 140-truck fleet . . . if you need any more urging to reap the benefits of economy control:

"Dear Doc - Your article on economy control in the June issue of CLUES was right on the button.

"Why more people don't keep track of their truck expenses, I'll never understand. Accurate records have saved the Central Vermont Public

Service Corp. thousands of dollars through the years.

"I remember the time we decided to try a new (to us) make of truck. In a few months our control sheet showed us we'd made a bum guess. We never made the mistake again.

"Cost records help us prove we're right too. When oil and air filters were first available we outfitted our whole fleet. Our records showed that the filters paid off handsomely in longer engine life.

"With a little extra concentration you even can get your records to tell you what kind of gas, oil and tires to buy for maximum economy.

"Small operators profit from economy control as much as we do. The most successful farmers and store owners I know use simplified truck accounting systems much like yours.

"One question: Do you realize that the more people you get to keep records of truck costs, the more testimonials you'll get for Ford Trucks? We decided on Ford Trucks when our own records showed them to be the best buy for us.

"If everyone knew his *real* trucking costs you'd sell a lot more Fords."

W. N. Edson, Supt. of Operations  
Central Vermont Public Service Corp.

Hearty thanks to Mr. Edson. How do you feel about it?

See you next month.

*Doc Holloway*

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July-August

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CLUES is published and distributed by Ford Dealers to owners and operators of trucks throughout the United States to provide the kind of information that will help them do their job of transporting the nation's goods. Address: CLUES, 420 Lexington Ave., New York 17, N. Y.

**CLUES**  
TO SUCCESSFUL TRUCK OPERATION

# Follow this sign . . .



➤ For a used truck in *A-1* CONDITION

➤ . . . at an *A-1* PRICE

➤ that you can drive with *A-1* CONFIDENCE

**ALL MAKES! ALL MODELS! ALL PRICES!**

**BIG SELECTION AS A RESULT OF**

**FORD DRIVE FOR SALES LEADERSHIP**

(Ship Cliff <sup>went over</sup> ~~came home~~ on).

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**More money  
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