

# TRUCK DEALER NEWS

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TRUCK DEALER NEWS

A GAR WOOD INDUSTRIES, INC.  
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Editor ..... Murray F. Yaco

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THIS ISSUE'S COVER

Owned by Eastern Contractors, this fleet of 57 Gar Wood-St.Paul hoist and bodies works two grueling 10 hour shifts on the Patapsco Tunnel in Baltimore, Maryland.

EDITORIAL

*How Federal Highway Program will affect your 1957 volume*

By Milton G. Peck  
Gar Wood Vice President — Sales

The Federal Highway Program is now out of the legislative stage. Contracts to the tune of \$100 million have already been awarded, and an additional \$120 million will be contracted within a few weeks. With more than \$100 billion scheduled to be spent on road



Milton G. Peck

construction within the next 13 years, truck dealers expect business to be good and stay good through 1969.

Wherever you're located, you'll be feeling the impact of this program sometime this spring; virtually every state in the union has or will soon submit interstate highway plans to Washington.

Most authorities agree that the demand for trucks and truck equipment will show a sharp increase this year over 1956. It's likely that the Spring buying spurt will come early. This will allow road builders, the ones already awarded new contracts, to go to work the minute the weather permits.

You can expect truck customers to depend on you more and more for help in specifying truck equipment . . . to show more interest in package deals than in stripped chassis. With this increased demand for a completely equipped unit ready to go to work, dealers are depending on reputable equipment distributors more than ever before for help in specifying truck equipment. Pointing this out, a recent article in Automotive News states that “. . . 71 percent of the dealers reporting worked with the equipment distributors on every deal where the distributor could aid them on body or equipment suggestions and technical aid . . .”

# GAR WOOD X-516 LOAD-PACKER STEALS THE SHOW AT AMERICAN PUBLIC WORKS CONVENTION



More than 3,000 people stopped to see the Gar Wood display at the American Public Works convention in Fort Worth.

Don Herring, Gar Wood district manager (left), Ralph Zahniser, Gar Wood advertising manager, Gordon Bickley, assistant advertising manager, and Bill Ranck, Gar Wood district manager, cautiously admire Blondie, pet lion that visited the convention.



An African lion, 100 degree weather and a revolutionary new Gar Wood Load-Packer were the main subjects of conversation at the American Public Works Convention held in Ft. Worth, Texas, last fall.

The Gar Wood exhibit at convention headquarters — Ft. Worth's spacious Will Rogers Memorial Auditorium — was visited by virtually everyone attending the five day show. Visitors included top municipal officials from every part of the country, as well as one African lion — the mascot of a publishing firm.

Gar Wood's exhibit included a Speed-Packer and the prototype of the new Load-Packer, the latter scheduled for production early this year. These units are the latest addition to Gar Wood's line — the world's first and largest selling line of hydraulically operated refuse collection bodies.

Despite temperatures that soared as high as 100 degrees, more than 3000 people visited the Gar Wood exhibit during the convention. Crowds also jammed the Gar Wood Hospitality Suite at the Hotel Texas, where each woman received a complimentary orchid.

Commenting on the success of the convention, Dave Byrd, Gar Wood Load-Packer sales manager stated, "The response of municipal officials to the new Load-Packer left no doubt in anyone's mind that Gar Wood will continue to dominate the refuse collection field."

# A progressive western equipment pioneers new help f

A significant new trend in truck equipment sales techniques — pioneered by a few progressive distributors — promises to set a whole new pattern for truck dealer — equipment distributor relations.

One of the firms that has helped pioneer this new trend is Smith, Inc., a truck equipment distributor with offices in Fargo, North Dakota, and in Minneapolis, Minnesota. This progressive distributor handles Gar Wood-St. Paul dump truck bodies and hoists, Gar Wood Load-Packer refuse collection bodies and other well-known lines such as Carpenter school buses and Midwest farm bodies.

## WELL-ROUNDED SALESMEN

The key to Smith, Inc.'s new sales techniques can be found in the firm's own salesmen. In the words of Ken Bjorke, assistant to the president of Smith, Inc., "Long ago, we abandoned the time-worn idea that a salesman was a man who went out and made calls. To qualify as a salesman for Smith, Inc., a man must be skilled in a number of fields. He must be an excellent salesman, must be intimately acquainted with the product he sells and the dealer's products as well; he must know and practice sales education, sales promotion and above all, he must learn that the biggest job he can do is to function as a dealer salesman."

Just what it means to "function as a dealer's salesman" can best be understood by taking a look at a typical work-day in the life of one of Smith, Inc.'s own men.

## TYPICAL DAY

At seven o'clock in the evening, the



Orv Lowitz, salesman for Smith, Inc., talks at a sales meeting at Universal Motors in Bismarck, N.D.

telephone rang in the home of Orv Lowitz, salesman for Smith, Inc., in Bismarck, North Dakota. Lowitz picked up the phone and exchanged greetings with Russ Murray, truck salesman for Universal Motors, a Ford dealer in Bismarck.

During the subsequent telephone conversation, Lowitz was given the following information: A farmer had driven forty miles to Universal Motors in Bismarck late that afternoon and had asked about the possibility of equipping his flat bed truck with a hydraulic hoist and a grain body. Murray had given

the farmer a price and all of the information available on the equipment. Since there was no unit at the dealership equipped with the hoist and body combination the farmer was interested in, Murray had been unable to show him the unit or to provide a demonstration.

While Murray explained the situation over the phone, Lowitz took paper and pencil and noted the farmer's address, the model of the truck he wanted to equip, and the price quoted by Murray. Lowitz had barely hung up when the phone rang again.

# ment distributor for truck dealers

This time it was a dealer in a small community seventy miles north of Bismarck. The dealer sales manager explained to Lowitz that he had received a tip that a private operator in a nearby community would probably be awarded a local school bus route, and that it could involve a new chassis and school bus body. Would Lowitz check on it and see what he could do?

At six o'clock the next morning, Lowitz left his house, got into his car and headed south. By eight o'clock he had located the farmer referred to him by Universal Motors, and had arranged to drive the farmer twenty-five miles farther south to see a hoist and body combination recently sold to another farmer.

With one stop for coffee, Lowitz and his prospect reached their destination by nine o'clock. An hour later, Lowitz folded a signed order and a deposit into his pocket and drove the farmer back home.

Lowitz ate lunch in Bismarck, then headed north to the vicinity of Garrison. He had considerable trouble locating the prospect for the school bus that had been referred to him by the Garrison dealer the previous evening. But

by three o'clock, he had traced him to a small gas station in which the man owned half interest, and spent forty minutes with him talking about the line of school buses handled by Smith, Inc. No deal was made, but Lowitz knew that he had laid some pretty solid ground work for a future call. Orv Lowitz arrived at his home in Bismarck at six-thirty, stepped through the

truck dealers in the territory covered by Smith, Inc. Many of these took their first long, hard look at possibilities of truck equipment profits under the guidance of a Smith, Inc. representative. For instance, a truck dealer in southern Minnesota is quick to admit that "Selling truck equipment used to be more trouble than it was worth. We're not a large dealership, and couldn't, or for that matter, can't afford to keep a truck specialist on our staff. Before we started working with Smith, Inc., we made a couple of costly mistakes involving wrong specifications of truck equipment — and believe me, it cost us



Like all Gar Wood—St. Paul salesmen, Smith, Inc. representatives will go out of their way to show the truck dealer's prospects demonstrations in the field.

door just in time to hear the telephone ring again . . .

The above sequence of events describes a pretty typical day in the busy life of a Smith, Inc. salesman. There are twenty such men employed by the firm — one of the most successful and largest truck equipment distributors in the five state area included in its territories.

**HELP FROM A SPECIALIST**  
There are more than one thousand

plenty to rectify these errors. But about a year and a half ago, we found out that for the price of a telephone call, we could have a Smith, Inc. salesman — a man who really knew his truck equipment — give us all the help we needed with specifications and even the actual sale. So now, we're back in the truck equipment business, and better yet, as a result, we're selling more trucks than ever before."

Ken Bjorke of Smith, Inc.





Colorfully illustrated and packed with cost-saving information, this 8-page catalog should be carried by every truck dealer's salesman.

## New Literature



For the *first time* a continuous loader that

- ...crushes and shreds refuse
- ...fully compacts the load
- ...eliminates selective loading
- ...keeps maintenance costs low
- ...combines speed with safety

GREATER PAY LOADS PER CUBIC YARD OF CAPACITY

You'll also want a supply of Gar Wood's new 8-page Speed-Packer catalog—giving complete facts on the world's newest idea in refuse collection.



Covering Gar Wood's complete line of winches, this useful catalog—like the two shown above—is available free by writing: Customer Service Department, Gar Wood Industries, Inc., Wayne, Michigan.

# Load-Packer Assembly Lines Roll Up Record Year

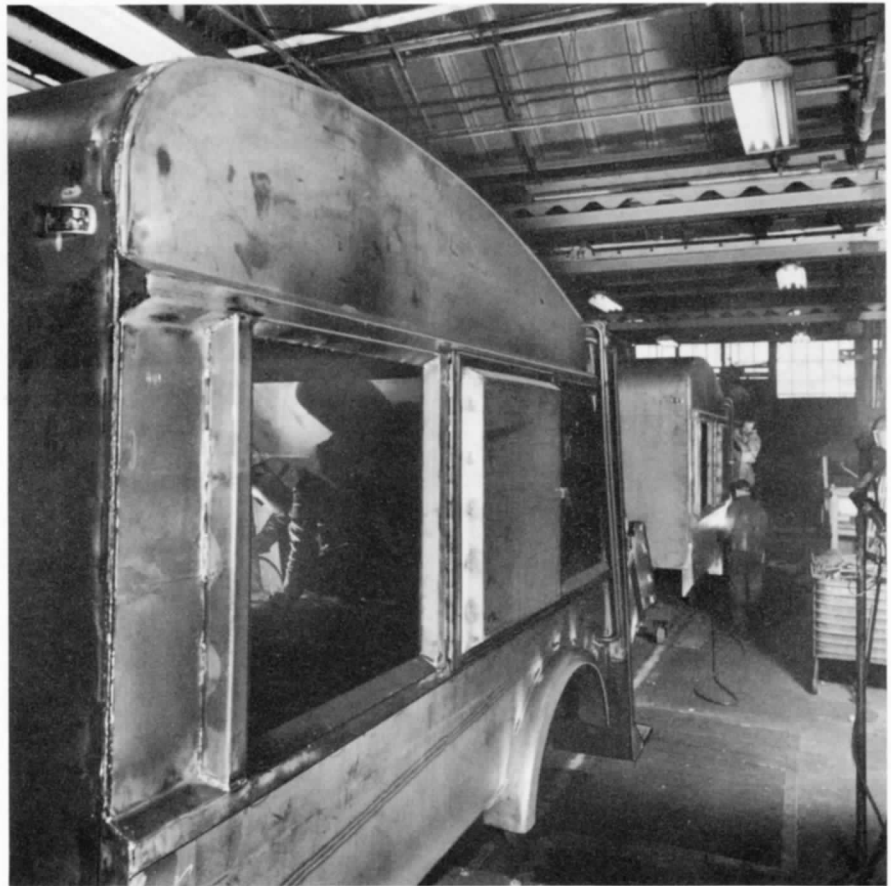
Earlier this month, when a final tally was made of 1956 Load-Packer production, the figures revealed new sales and production records.

Production in 1956 was the biggest in Load-Packer history. Sales both here and abroad reflected the continuing preference for Gar Wood refuse collection units by municipalities. Today, more than 2600 communities throughout the world depend on Gar Wood for more sanitary, more efficient collection.

Load-Packers set a record with truck dealers in 1956, too. More truck chassis were sold with Gar Wood Load-Packers, than with any other make of refuse collection equipment.

Dave Byrd, Gar Wood Load-Packer sales manager, predicts that in 1957 Gar Wood Load-Packer production may again set another industry record. "With the new 1957 Load-Packer line scheduled for early Spring production and with stepped-up Speed-Packer production, Gar Wood is the only manufacturer offering a complete line of refuse collection equipment. Both models—the continuous loading Speed-Packer and the batch type Load-Packer—cover the complete range of refuse collection needs. There's no doubt about it—1957 will be another record breaking year for Gar Wood."

Load-Packer assembly lines at Gar Wood's Wayne, Michigan plant set an all time production record during 1956.



# GAR WOOD "ON THE JOB"



A Gar Wood-St. Paul Hi-Lift hoists freight aboard a United Airlines plane in San Diego, California. United also uses Hi-Lifts for handling passenger food trays.



Spectators are impressed as a Gar Wood-Speed-Packer chews its way through tree branches and good sized logs at a demonstration in New Jersey.

Part of a fleet of 55 Gar Wood-St. Paul hoists and bodies, owned by Ed Kraemer & Sons, Plain, Wisconsin.



In Ironwood, Michigan — a city of 11,500 population — one, 13-yard Gar Wood Load-Packer serves the community's complete refuse collection needs.



Recently voted "farmer of the year" in Bismarck, North Dakota, Warren Reed depends on a Gar Wood-St. Paul farm conversion hoist to save hundreds of hours of harvest-time work.

# SALES HELP FROM EQUIPMENT SPECIALISTS!



## Another service of your **Gar Wood - St. Paul -** distributor!

### Your Distributor also offers:

- Technical help on equipment problems
- Equipment data for your salesmen
- Field demonstrations that close sales fast
- The newest, most advanced line of truck equipment on the market!

To close more truck sales and make more profit, offer your customers *completely equipped units, ready to work*. And don't worry about adding a truck equipment specialist to your sales staff . . . just call your Gar Wood-St. Paul truck equipment distributor!

Your Gar Wood-St. Paul distributor will work with your salesmen . . . analyze each customer's job requirements . . . recommend the proper hoists and bodies,

winches, cranes, Frate-Gates, Hi-Lifts, Load-Packers, pole derricks or other equipment needed to do the job . . . actually be on hand to help close the sale if you wish.

Here's an extra service to help you sell! It's yours for the asking from your Gar Wood-St. Paul distributor . . . the firm in your area that handles the newest, most advanced line of truck equipment on the market. Call your distributor soon!

### **GAR WOOD INDUSTRIES, INC.**

Wayne, Michigan • Richmond, California

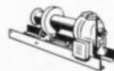
Plants in Wayne and Ypsilanti, Mich. • Findlay, Ohio • Mattoon, Ill. • Richmond, Calif.



Gar Wood - St. Paul  
Hi-Lifts



Gar Wood - St. Paul  
Frate-Gates



Gar Wood  
Winches



Gar Wood - St. Paul  
Hoists & Bodies



Gar Wood  
Load-Packers



Gar Wood  
Truck-Mounted Cranes

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INDUSTRIES, INC.**  
Wayne, Michigan

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