

“It takes an economical truck to deliver a Good Humor Bar at a profit!”

says E. J. Otkin, V. P.
The Good Humor Corp.

“Good Humor trucks stop 400 times a day! They carry almost 3 tons of equipment and payload. They must be thrifty in driving and idling to show a profit for each stop. And they must be reliable—a breakdown means lost sales.

THAT'S WHY 90% OF OUR FLEET IS FORD!

“Good Humor’s success was built on bringing top-quality ice cream products to the consumer. We go where he is and stop when we find him—some 400 stops a day, many for no more than a 10¢ sale.

“Our 2000 trucks are our showrooms. Their purchase, maintenance and operating costs are the biggest items in our entire sales budget. So we keep detailed records on each truck.

“We know our gas mileage to the last drop in the tank, for example. What would you say would be good gas mileage for a truck that averages 400 stops a day? Five miles per gallon? Six? Our Fords give us 8!

“We know what stop-go work can do to brakes, clutches and transmissions . . . and the records prove our Fords can really take it. Each year half of our

drivers are inexperienced, yet our Ford maintenance costs continue to drop.

“In this sort of work, eight years and 80,000 miles is a long life for a truck . . . but we have many eleven-year-old Fords still going strong!

“We are continually testing new models. In the last eight years, we have added over 1000 new Fords. When we say, ‘Let’s look at the record,’ we buy Ford, 9 to 1.”

Good Humor’s satisfying experience with Ford Trucks is shared by hundreds of fleets. No matter what job you have for a truck, there’s a Ford to handle it. Ford makes over 370 models, all built to cost you less to own, to run and to last longer, too. See your Ford dealer.



Here’s the workhorse of the Good Humor fleet. It’s the sturdy F-250, with 118-in. wheelbase, gas-saving Short Stroke Six engine and Ford-O-Matic Drive. After two years of on-job testing, Good Humor specified Ford-O-Matic in all their new Ford Trucks. Drivers like it and Good Humor reports their Ford-

O-Matic-equipped trucks deliver better mileage. Ford supplies the F-250 chassis-cowl model for Good Humor’s own specially designed 2515-lb. refrigerator body. Heavy-duty components such as springs, radiator, fan and battery are the only special equipment needed to give this unit its fine on-the-job record.

**GO FORD-WARD FOR SAVINGS WITH '59 FORD TRUCKS!
FORD TRUCKS COST LESS**

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!