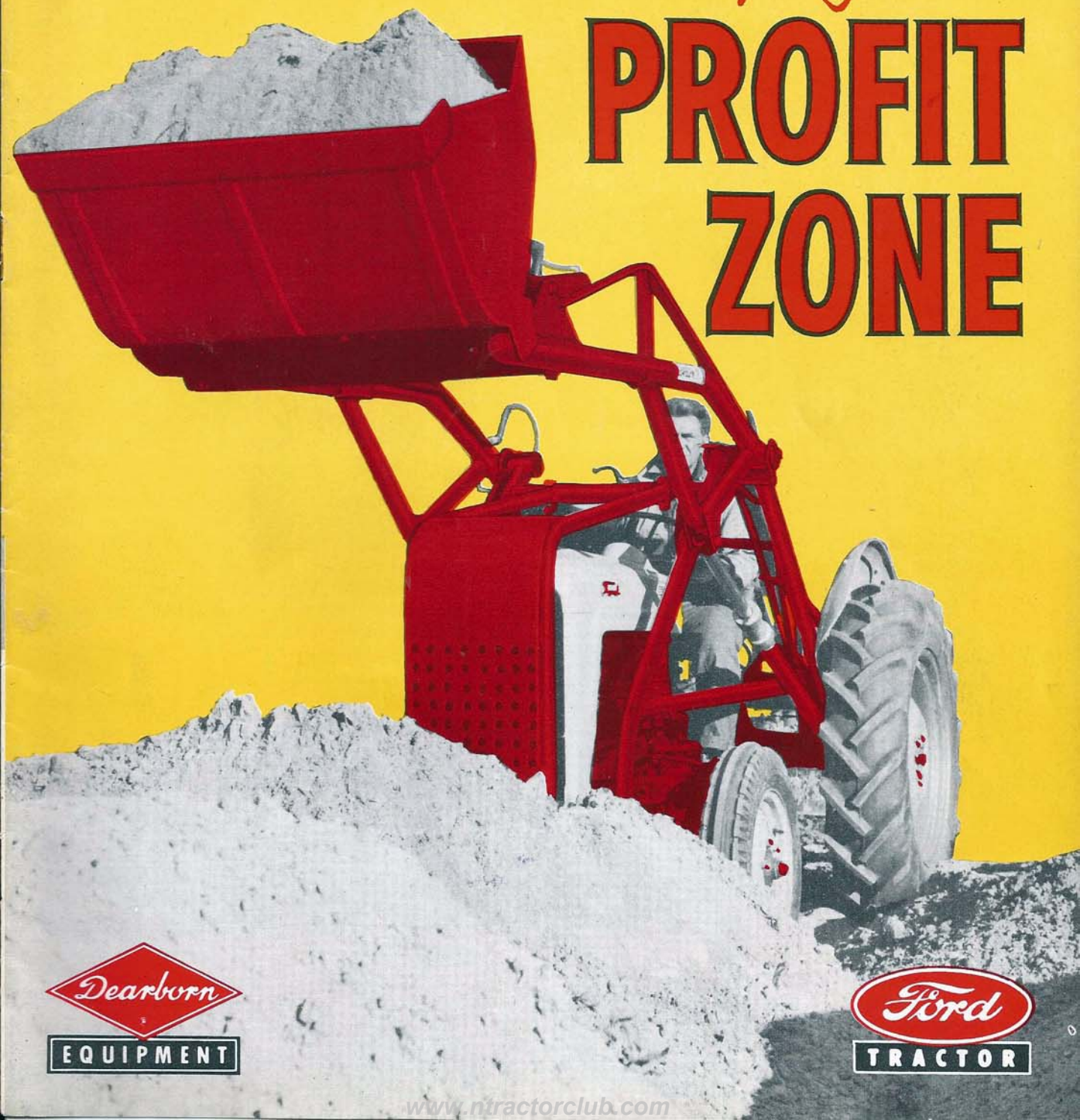


POWER EQUIPMENT

for your

PROFIT ZONE





YOUR BIG

What it is and how to make it pay off!



There's a marked contrast in the way different jobs are handled on a construction project. On one side, giant shovels heap 18-yard bites of dirt into heavy trucks and trailers.

But look around and you'll see hand labor working with a shovel. In between these two extremes is a wide work zone that's often poorly equipped or expensively manned. Here you'll find pipe, reinforcing rod or lumber to be loaded or moved. Scrap to be removed. Small trucks to be loaded with dirt, sand or gravel. Hard-packed ground to be broken-up so that access roads can be built and maintained. Use slow hand labor for these jobs and you'll pay a pretty penny. But tie up big equipment here and more important jobs elsewhere have to wait. Inefficiency in this work zone is expensive, but what can be done about it? The problem is to find equipment with the right capacity at the right price.

And the problem is the same in many lines of work. Are you in local government? In business for yourself? Responsible for material handling or land maintenance for an institution, club or factory? If so, then you, too, have jobs too big for hand labor, yet either too infrequent or too small to justify the use of machinery that's large in both size and cost.

To fill this need . . . to fit *your* profit zone . . . Ford engineers have designed new equipment that's big in capacity yet low in price. For over half a century the name Ford has meant engineering experience, manufacturing skill and volume production resources. Today these account for the Ford Tractor's high quality, fine performance and leadership in low price.

FORD TRACTOR DIVISION
FORD MOTOR COMPANY
Birmingham, Michigan



*Serve so many people
so profitably...*

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CONTRACTORS

LANDSCAPERS

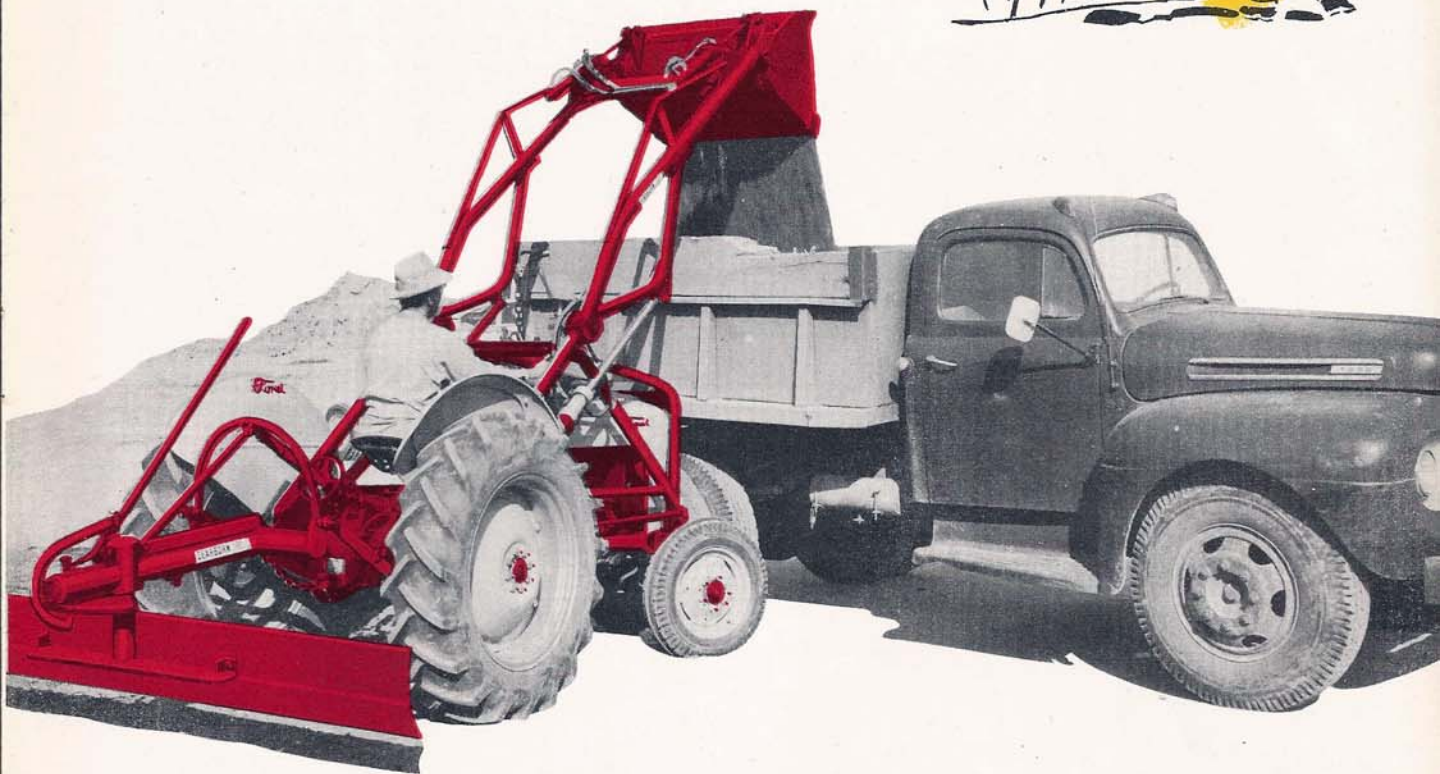
LOCAL
GOVERNMENTS

INSTITUTIONS



www.ntractorclub.com

PROFIT ZONE



The KEY TO EXTRA PROFITS on Your Job!

Versatility makes the Ford Tractor and Dearborn Equipment a great profit zone team. Just name a job in this big profit zone and we'll show you a tool to handle it profitably. Loading . . . backfilling . . . lifting . . . scarifying . . . blading . . . moving . . . digging . . . pushing . . . pulling . . . you can do *all* these jobs and more with one low-cost investment in tractor power. Change

from one productive tool to another quickly—easily. This equipment is so easy to operate that most anyone can handle it.

Sound too good to be true? You bet it does! But we can prove that a Ford Tractor and Dearborn Equipment will fill the bill. First, read through this booklet . . . get the facts about these tools . . . and then see them work!

CUSTOM
OPERATORS

FACTORIES

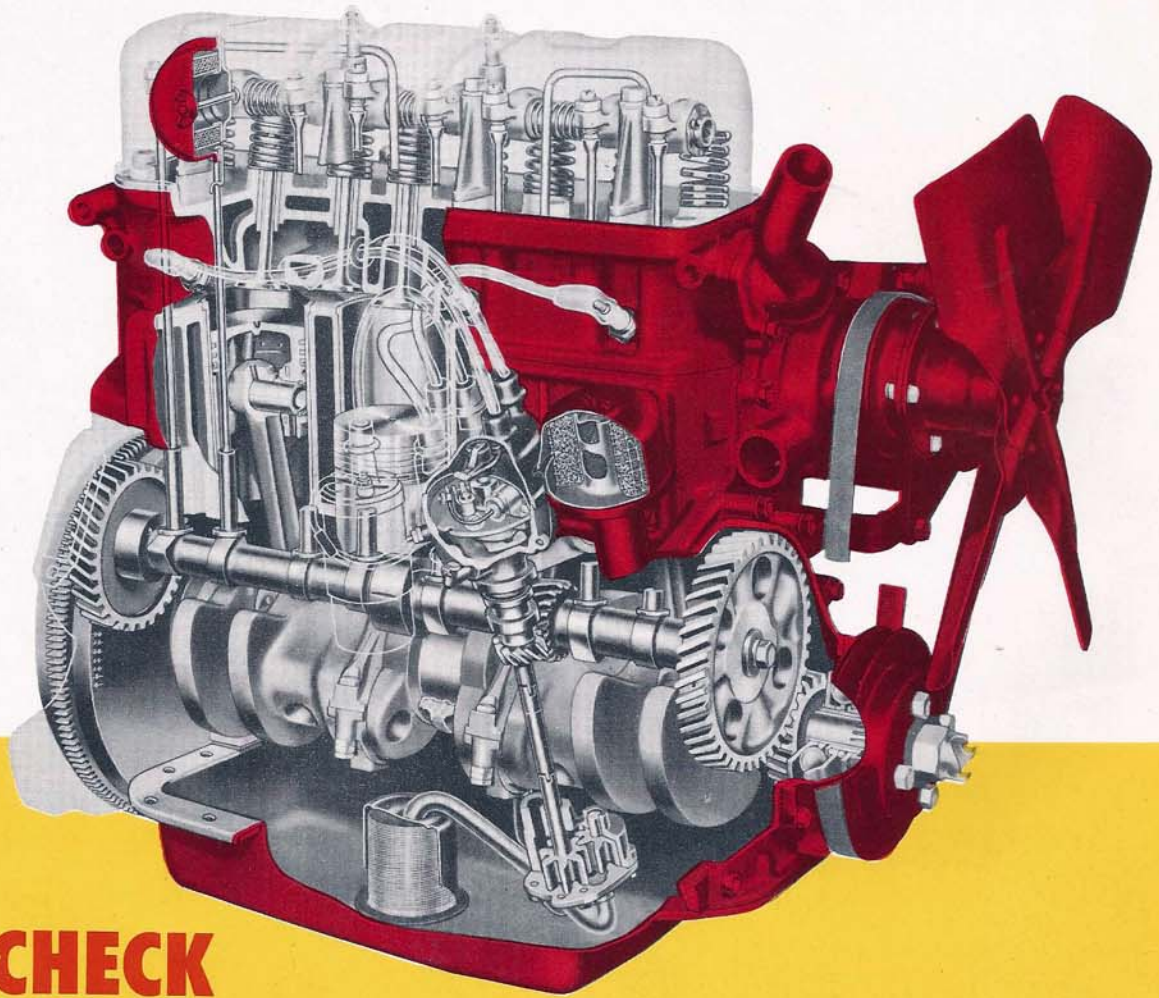
SMALL
BUSINESSES

AND MANY
OTHERS



See How They
Fit **YOUR** Big
Profit Zones

Ford's **LARGE BORE, LOW**
has the POWER you need



CHECK

**This List of
LONG-LIFE
ENGINE
FEATURES**

- ✓ FULL-FLOW OIL FILTER
- ✓ FULL-PRESSURE OIL SYSTEM
- ✓ OIL BATH AIR CLEANER
- ✓ BALANCED CRANKSHAFT
- ✓ WEATHERPROOFED IGNITION
- ✓ FREELY ROTATING EXHAUST VALVES
- ✓ CENTRIFUGALLY CAST ALLOY SLEEVES
- ✓ PRESSURIZED COOLING SYSTEM

FRICION engine...

to get jobs done on time!

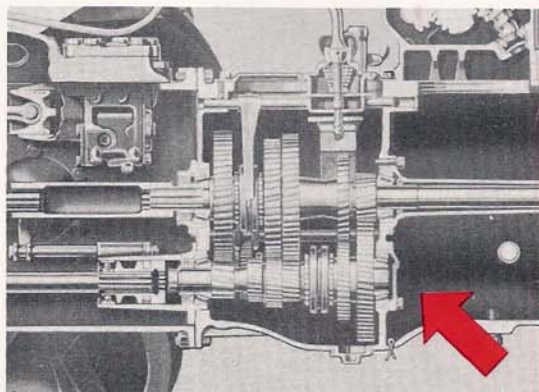
When you check into the inside features of the Ford "Red Tiger" engine, you'll see why it delivers so much more in the way of power, economy and long life—why it gives outstanding performance day in, day out—year in and year out.

The secret is the large bore, short stroke design that develops extra power with less piston travel. It is conservatively estimated that the travel of each piston is reduced approximately five miles in a full working day. Think what this means in less friction and wear. Think what it means in transforming more fuel power into more useable power. Think what it means in lower maintenance, longer life and extra profits from your investment standpoint.

But that's just one advantage, although an extremely important one. There's much more.

All the way through, you'll find outstanding features in this new engine. Features that give the kind of on-the-job dependability you need to get jobs finished on schedule. Features that contribute to easier servicing . . . actually stretch out the time between major reconditionings. And features that help make the Ford Tractor adaptable to a wide range of job requirements.

One of the more important of these features is the full-flow oil filter. Under normal operating conditions all of the oil is filtered every trip through the engine. Another important feature is the freely rotating exhaust valves which maintain engine compression over a longer period. Weatherproofed ignition helps assure sure starts in damp weather. And there are dozens more features!



Power-saving transmission

Precision-cut helical gears and tapered roller bearings reduce friction and power loss in this constant mesh transmission. Sturdy gears and a rigid transmission assembly resist deflections . . . give smooth performance throughout a long service life. Four speeds forward, one reverse.



Power when you need it

When the Ford Tractor engine begins to slow down under heavy load, its "pull" increases. This characteristic, known as uniform torque, means more lugging power. You get more lugging ability over a wider range of engine speeds—more real *work power* than in many larger and more expensive tractors!

FAST AND E

...with SIMPLE CONTROLS

Anyone who can drive a car can operate a Ford Tractor! Think what this means in manpower savings—in operator efficiency—and you'll see why the *number* of controls and gauges on a Ford Tractor, their *convenient location* and *ease of use*, are so important. In sizing up the Ford Tractor take a look at all you have to work *with*:

PROOF-METER...

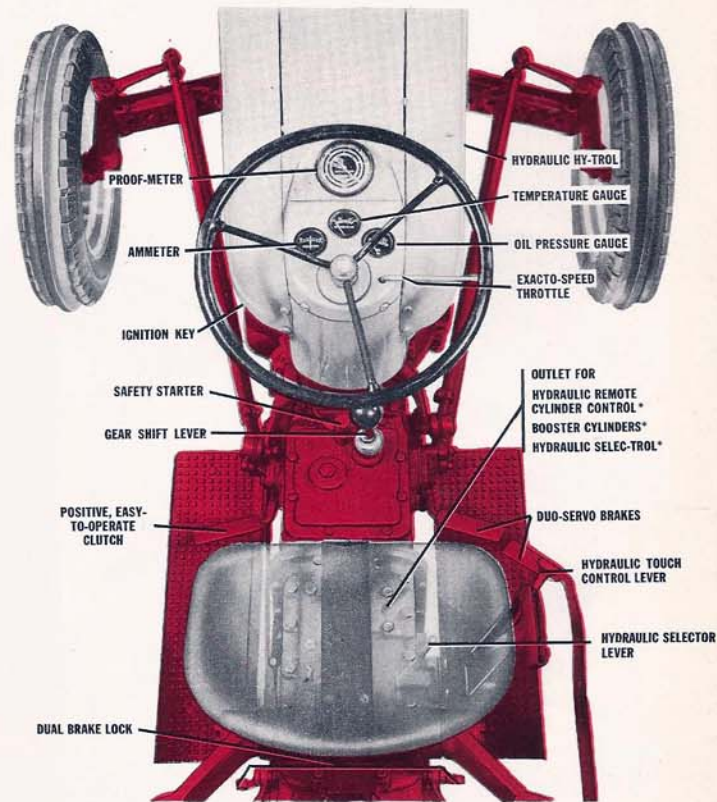
takes the guesswork
out of maintenance

The Proof-Meter, standard equipment on the Ford Tractor, contributes greatly to longer tractor life by taking the guesswork out of maintenance. For with this instrument you know how many hours you've worked since the last oil change, the last oil filter cartridge replacement, the last tune-up, and many other preventive maintenance jobs. The Proof-Meter also gives you a handy record for figuring hours of custom work . . . for figuring costs for any job, for any season or year. Among other things, Ford's exclusive Proof-Meter gives you:

PROOF . . . of Engine Speed. Operating a tractor at proper engine speed can substantially increase its working efficiency. You *know* when your Ford Tractor is running at proper speed—the Proof-Meter gives you this information at all times.

PROOF . . . of Hours Worked. There's no guessing when to change oil, replace the oil filter cartridge, service the air cleaner, repack the front wheels. Proper servicing of the Ford Tractor is easier because you have definite Proof-Meter data.

PROOF . . . of Travel Speed, of Power Take-Off Speed, of Belt Pulley Speed—all under operating conditions. The Proof-Meter helps you figure cycle time—helps you do better work—and only the Ford Tractor has it!



*Sold Separately

ASY OPERATION



...with FORD'S ~~LIVE ACTION~~ HYDRAULICS

The Ford Tractor's Hydraulic System is the most advanced in any tractor on the market because it can be used in more ways and on more jobs. It also gives better all-around performance on those jobs.

First of all, it's a "solid system" . . . the hydraulic lines are filled with oil at all times. That's why it has *live action!* There's no lag, no waiting for lines to fill . . . no over-control, no under-control. The result—you get positive, split-second, accurate response!

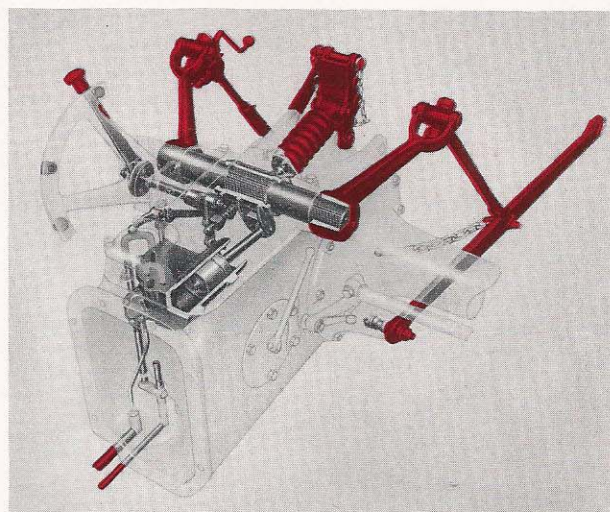
This system has big capacity—capacity to meet a wide variety of requirements on your job. You can use larger mounted tools, do heavier-duty work with those tools with Ford's Live-Action Hydraulic System.

On remote control applications you get real work-saving power in a hurry. All you do is couple hose lines quickly to the Ford Tractor Remote Cylinder Control Valve.* Then touch the Remote Lever and a steady flow of hydraulic power goes to work.

*Sold Separately.

Less Maintenance More Production

By their very nature, some tractor hydraulic systems cause a lot of lost time on the job. But not this one! The complete system—ram cylinder and piston, unloading valve, check valve, control valve, high pressure relief valve, safety valve and separate oil reservoir—is located *inside* the Ford Tractor. Protected in this way, Ford Hydraulics give dependable operation . . . keep production high, "down time" low!



Cutaway view of built in hydraulic system.

Engine-Driven Pump

Because the hydraulic pump is engine-driven, you get *live action* whenever the engine is running. Your clutch can be engaged or disengaged and you still get positive, split second, accurate response. You avoid "lag," waiting for lines to fill, over-control or under-control. And when attaching tools you have the added convenience of being able to "spot" the lower links of the tractor right where you want them.

**NOW... See the Wide Line of
~~Dearborn Tools Matched to~~
Ford Tractor Power...**

THE DEARBORN

A rugged work-horse



▲ FORK

Here's an efficient tool for all 'round nursery and landscape work and many factory material handling jobs, too. Nine sharp, strong tines penetrate and "break-away" hard-packed materials. Ten cubic foot capacity. Attaches quickly, lets you switch from bucket to fork in short order.

Here's a steady profit producer—a great manpower saver —on many profit zone jobs! It produces profit by handling all sorts of loading and lifting jobs economically. Saves manpower by eliminating the need for a specialized "loader operator" . . . simple controls are easily handled.

The capacity, height, reach and speed of lift, economy and over-all performance of the Dearborn Industrial Loader equal or exceed those of any other loader designed for use with the Ford Tractor! For example, it can lift and dump big loads at any level from the ground up to 10' 6". Its bucket is controlled by two double-acting hydraulic cylinders. And a powerful hydraulic pump, *mounted on the tractor*, provides smooth, steady lifting and dumping.

It's versatile, too! Its separate hydraulic system frees the regular Ford Tractor Hydraulic System for use with rear-attached tools. This way you can scarify dirt—then



◀ CRANE

This attachment quickly converts the basic Dearborn Industrial Loader for lifting and loading strip steel, tubing, pipe, lumber, crates, bags . . . all kinds of materials. Works well around residential construction jobs laying pipe. Lifts 1000 pounds with a flick of your finger. Lift height is a full 14 feet.

BUCKET ▶

This sturdy bucket will be the busiest worker on your job! Handles dirt, gravel, cinders, coal, foundry sand . . . almost any material you can name. Watertight to hold wet concrete. Has good "crowding action" for digging . . . long "reach" to clear high-bodied trucks. It's built for rugged service, too! High carbon steel bucket lip resists abrasion. Nine cubic foot capacity.

COUNT THE MANY JOBS THIS GREAT LOADER HANDLE



INDUSTRIAL LOADER

in the big profit zone

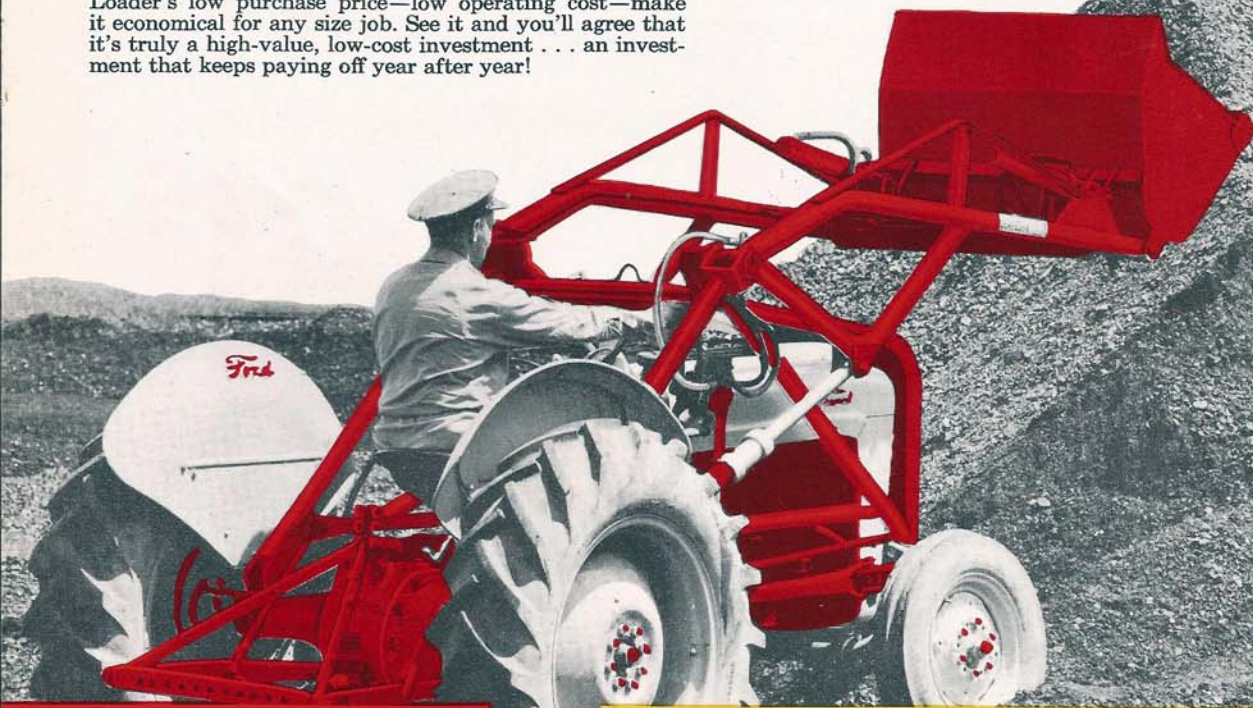


dig it, windrow gravel—then load it! A real 2 in 1 deal!

And talk about maneuverability! This loader "scats" from one job to another . . . needs no "low-boy" for transportation. It works well in crowded areas and where overhead clearance is low.

Yes, the Dearborn Industrial Loader design is as modern as the Ford Tractor itself. The quality of all Dearborn Equipment is held to the same high standards as the tractor because the Ford Motor Company is as vitally concerned in the performance of Dearborn tools as it is with the tractor that powers them!

Yet with all these features, the Dearborn Industrial Loader's low purchase price—low operating cost—make it economical for any size job. See it and you'll agree that it's truly a high-value, low-cost investment . . . an investment that keeps paying off year after year!



S PROFITABLY . . .



SPECIFICATIONS

Rated load, 1000 pounds

Height of lift (ground to bucket lip), 12' 8"

Over-all length (tractor and loader with bucket down), 13' 4"

Construction, welded pipe, adequately braced and reinforced

Shipping weight (loader and bucket), 928 pounds (approx.)

Bucket, 9 cubic foot capacity, replaceable high carbon steel bucket lip

Fork, 9 tines, adjustable spacing

Crane, 14' lift height

and that's not all . . .

INDUSTRIAL LOADER ATTACHMENTS



Angle Dozer

Versatile tool for road construction and maintenance . . . backfills, grades, levels, cleans ditches. Saves time, labor for nurseries and landscapers. Speeds clean-up jobs for builders. Cutting width: 5' angled—6' straight.



Snow Bucket

Big 16-cubic foot bucket loads and dumps in a hurry. Reaches 10' 6" to load high-bodied trucks. Earns its keep the year 'round by handling many other materials. High carbon steel cutting edge.

These OTHER DEARBORN LOADERS®



Dearborn Heavy Duty Loader

Here's the second star performer in the great Dearborn Loader Line! The Heavy Duty Loader has the same lifting capacity as the Industrial Loader (1000 pounds) . . . "reaches" to a height of 7½ feet. It has its own hydraulic pump, driven by the front end of the tractor crankshaft, so you can team-up rear-mounted "helper" tools operated from the tractor hydraulic system. And you can change from bucket to fork to crane in a matter of minutes. The Heavy Duty Loader is rugged enough to handle a wide variety of loader jobs.



FOR YEAR 'ROUND WORK



Blade Snow Plow

A compact rig for clearing snow from busy city streets, filling station aprons, sidewalks, driveways and parking lots. 6-foot blade can be set straight across or to two angles right or left.



Adapter Unit

Low cost Adapter Unit lets you attach an angle dozer or blade snow plow to the Dearborn Industrial Loader. Mounted in a few minutes. Consists of a tubular frame, turntable and brackets.

fit the needs of many commercial users

Dearborn Standard Loader

With a lifting capacity of 750 pounds, the Standard Loader makes quick work of "clean-up" around construction projects. Landscapers and golf course superintendents like it, too, for moving soil, carrying small trees and for general maintenance work. Bucket, fork or crane lifts and lowers by the Ford Tractor Hydraulic System. Bucket or fork automatically resets when lowered to the ground. Can be dumped at any height up to 7½ feet. Hy-Trol and Selec-Trol (described below) increase the productivity, double the usefulness of the Ford Tractor with the low priced Dearborn Standard Loader. Selec-Trol valve supplied as standard equipment with this loader.



Operate Standard Loader and Rear Tools from Handy **SELEC-TROL**



Just push Selec-Trol knob in and hydraulic power is directed to rear blade, scoop, etc. Pull out, and power is directed to front loader. It practically doubles the usefulness of your Dearborn Standard Loader!

Choose your Loading Speed with **HY-TROL**

With the Dearborn Standard Loader, when a certain loading job calls for fast hydraulic action just turn in the Hy-Trol knob on the hydraulic pump. This increases flow of hydraulic fluid; hence speed of hydraulic action. Think of the time you can save—the better work you can do—with a choice of hydraulic speeds!



MOUNTED BLADES

(FRONT AND REAR)

to fit a wide job range



It is no longer necessary to have a separate, costly machine for each material moving job. Now, the low-cost, easily handled Ford Tractor gives you an efficient economical power unit that can readily be changed from one type of blading job to another. Rear-mounted blades hitch up in a hurry to the Ford's 3-point linkage; unhitch with equal ease and speed. To use front-mounted blades, like the Angle Dozer shown below at left, equip the tractor with a Universal Frame. Either way, you'll do better blading—at a remarkably low cost.

◀ Utility Blade

This exceptionally low-priced blade can be used for dozens of grading, leveling and ditching jobs. Operates straight, angled to right or left, or reversed for backfilling. Adjustable pitch and tilt. 6-foot cut. Gauge wheel shown in above illustration sold separately.

◀ Angle Dozer

Handles a dozen dirt moving tasks . . . all with Ford Tractor Hydraulic System. Cutting width: 6 feet straight, 5 feet angled. Pitch and angle can be varied. Skid shoes, spring kit, and end plates for special jobs or conditions, sold separately.

Blade Snow Plow (not shown)

Attaches to the Universal Frame for quick snow clearing work. 6-foot blade can be angled right or left. End plates and skid shoes sold separately.

All Purpose Blade ▶

This Danuser All Purpose Blade reverses, tilts and offsets to handle grading, backfilling, ditching, and many other dirt-moving jobs. You can change its pitch and angle, lift and lower it all from the tractor seat. Six and eight-foot blades available.



Dearborn

Side Mounted Mower

This heavy duty mower has what it takes for fast, tough mowing along highway shoulders and railroad rights-of-way; for cutting small brush and weeds in parks; for keeping cemeteries, subdivisions, and institution grounds neat.

Ford Tractor Hydraulic System lifts or lowers the cutter bar from almost vertical to 45 degrees below horizontal position . . . mighty handy for mowing banks, slopes, and ditches safely and easily. A curb lift permits lifting the inner shoe for curb mowing.

The cutter bar can be tilted up to avoid damage in rocky areas . . . tilted down to get low-lying grass and weeds. And when the cutter bar hits an obstruction, it swings back, cutting the tractor's ignition! Available with 5 or 6-foot cutter bar.



DEARBORN MOWERS *built strong for tough cutting*

Dearborn

Rear Attached Mower

Any man who is familiar with mowers will soon realize that the design of the Dearborn Rear Attached Mower makes sense! Its "in-line" power train means quieter running, longer life . . . better all around performance. It's an ideal tool for large club, estate and institution grounds; for golf course rough; for park areas.

This mower can be attached to the Ford Tractor in only 8 minutes . . . detaching takes even less time. It allows the operator to switch from mowing to some other work with the tractor, and back to mowing again. A safety release allows the cutter bar to swing back when an obstruction is hit. Lifts, lowers hydraulically, of course. In all these ways and more, it's a perfect mower for close trimming and for keeping weeds in check. Available with either 6 or 7-foot cutter bar.





HEAVY DUTY LIFT-TYPE REVERSIBLE DISC

Effectively clears transmission rights-of-way, gets rid of troublesome growth in parks, nursery beds and golf courses. Has 95 pounds on each blade . . . works well in heavy grass, weeds and small brush.



SCOOP

Takes approximately 7 cu. ft. of dirt, sand or gravel at a bite! Carries bricks, drums and other materials. Lifted, carried by Ford Tractor Hydraulic System. Dumps manually. Attaches in a minute or less.



REAR MOUNTED CRANE

Boxes, drums and crated goods can be lifted and moved with ease by this low-priced tool. Just touch Ford Tractor Hydraulic Touch Control lever and lift as much as 475 pounds.



SUBSOILER

Sturdy, low-priced tool that speeds up light road repair and rebuilding jobs. Penetrates as deep as 18 inches to loosen hard-packed clay, dirt or gravel as well as frozen ground.



LIFT-TYPE FOLD-OVER DISC

Unfold and use as tandem disc to level ground . . . pulverize soil for seeding. Fold over and chop up heavy sod and surface trash. Approximate weight 720 lbs.

Name Your

There's a Dearborn Tool

Thus far in this booklet you've seen how low-cost Ford Tractor power and versatile Dearborn Equipment team-up to handle many of the major jobs in your line of work. Perhaps you've been amazed to find that one source of power can do so many different tasks, all with efficiency and economy. Actually, what you've seen so far in this book is only the beginning!

On these two pages are shown several more ways that Ford Tractor power pays off in profit. Most of them are specialized applications like sawing, discing, and scarifying. But even these do not begin to exhaust the range of work this remarkable tractor can handle.

There are countless other jobs that today are being handled by manpower, by expensive heavy machinery or by some other means. And, some of them are jobs that low-cost Ford Tractor power can do with perhaps more speed, maybe with more efficiency, probably with

Job...



to handle it PROFITABLY!

greater economy. You'll find them in many different lines of work . . . you'll likely find some of them in the same type of work that you are doing.

What are these other jobs that a Ford Tractor can handle faster, better, cheaper? We know of a great many and we're constantly finding more. Perhaps you can find some, too. It will pay you to take an efficiency check on your operation, to look carefully at your power requirements and then to check those requirements against the qualifications of the Ford Tractor. The results can be new savings in time, labor and money . . . new profits all around!

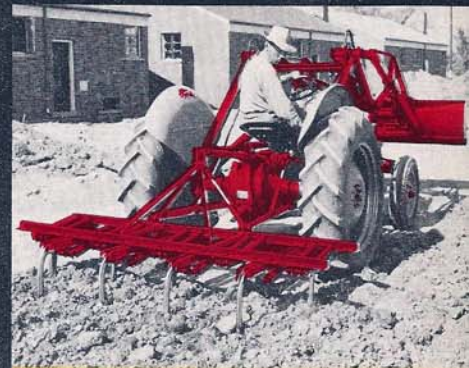
Remember, there are hundreds, yes thousands, of Ford Tractor owners who at one time looked into the possibility of the Ford Tractor and liked what they saw. We cordially invite you to talk to several of them and hear what they say!

Design, Materials and/or Specifications are Subject to Change Without Notice and Without Liability Therefor.



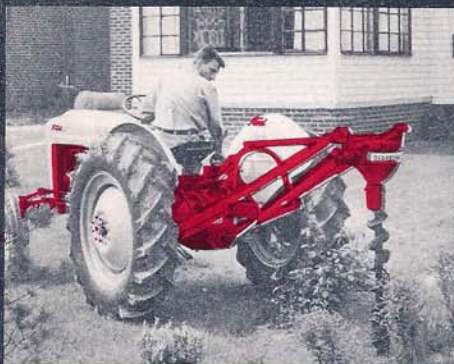
ROTARY CUTTER

A fast tool for economical heavy-duty mowing along highways, railroad rights-of-way, airports, parks, golf courses and around factory properties. Offset blades provide for low cutting. Lifts and lowers hydraulically; 5-foot cut.



SPRING-LOADED SCARIFIER

Speeds up loading by loosening hard-packed soils and materials. Various tips and shovels are available to fit many job requirements. Spring loaded shanks slide easily over rocks without breaking.



POST HOLE DIGGER

The Danuser Post Hole Digger is ideal for digging holes for trees, posts, building footings, etc. Digs holes to 42 inches deep. 14 smooth or serrated augers available from 4" to 24"



ECONOMY PLOW

Breaks up hard-packed soil for easier loading. Turns top soil fast without mixing it with inferior subsoil. "Razor Blade" shares save time, money. Four sizes of bottoms available.



TRACTOR-MOUNTED SAW

Quickly and easily mounted on Ford Tractor's 3-point linkage . . . raised and lowered by hydraulics. "Scats" from job to job . . . cuts logs and rough lumber to length in a hurry!

WHEREVER YOUR WORK TAKES YOU



You'll Find Ford Tractor PARTS AND SERVICE as Near as Your Phone

As an owner of the new Ford Tractor, you won't need repair parts or service very often. But when you do, you can find a Ford Tractor Dealer nearby for help. And that's true no matter where your work takes you. For throughout the land these dealers offer service by mechanics trained in factory service methods. They have a stock of genuine Ford Tractor parts that pay off in longer life and better performance. Thus your quality tractor can get quality parts and the kind of service it needs . . . wherever you are!

You've Read the Facts . . . Now See Proof by DEMONSTRATION

You have to see it to believe it—the way the Ford Tractor and Dearborn Equipment do so many jobs so profitably. Just ask your Ford Tractor Dealer for a demonstration of the tools that fit your job requirements. Do it today. All it takes is a phone call!



YOUR PROFIT ZONE TEAM



GUIDINGER IMP. CO.

PHONE THIENSVILLE 6905

Hy. 141 and DONGES BAY ROAD

THIENSVILLE - ROUTE 2