

100 YEARS
OF INNOVATION

FRUEHAUF

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FRUEHAUF

Invention of the semitrailer

AUGUST FRUEHAUF (1868–1930)

The life of August Fruehauf, the sixth child of a German immigrant couple, is like the American dream come true. In his youth, August honed his skills in renowned workshops and was able to get into manufacturing all horse-drawn equipment.

This path led him to make the quality of the work done and the materials used his watchwords and pride.

In October 1890, August married Louisa Schuchard. They will have 5 children : Harvey, Andrew, Harry, Marple et Roy.

Customers appreciate especially the quality of his work and equipment reliability

The young couple moved to Detroit, the heart of the American motor trade at the time, and founded a joint venture. Despite a difficult start, with two devastating fires forcing them

to start all over again, the couple are working hard. August gradually built up a reputation as an excellent blacksmith

and manufacturer of high quality materials. Customers loved the quality of his work and the reliability of the equipment.

“Do a good job. Put everything into it of materials and workmanship. Take pride in your work whether you get paid for it or not.”



LISTENING TO CUSTOMERS



In 1914, Frederic M. Sibley Sr. was looking for a way to transport a sailing boat to his holiday destination and asked August Fruehauf to adapt a piece of equipment to his Model T Ford. Far from just executing this first idea, August Fruehauf and Otto Neumann, his long-time collaborator, developed the initial concept. They manufactured a bed platform with sides high enough to safely transport the sailing boat

“A horse can pull more than he can carry”

and its accessories. On the front of the trailer, they installed the first special hitch pivot compatible with the rear of the car. To do this they needed to remove the back seat of the Model T Ford. Starting with the idea that « a horse can pull more than it can carry », the first tractor and semitrailer articulated assembly was born. This invention propelled road transport into the motorised era.

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FRUEHAUF

FRUEHAUF Trailers Company

FOUNDATION OF FRUEHAUF TRAILERS COMPANY IN 1918

Impressed with the capabilities of this new vehicle and the savings, Frederic M. Sibley recommends others for his company. Local entrepreneurs seeing it as an opportunity to save time and money flocked to order from August Fruehauf. Two years later, in 1916, his company had already designed three kinds of vehicles for road transport: trailers with one and two axles and semitrailers. Sales continued to grow quickly throughout the United States, far exceeding the production capacity of the workshop. In 1918, August Fruehauf founded the Fruehauf Trailers Company to satisfy increasing demand. Fruehauf's name quickly became associated with quality and customer satisfaction.

The company owes its phenomenal success, among other things, to its efficient research and development department. By constantly expanding the product offering to meet the needs of all sectors of the economy, innovations and development enabled the company to grow impressively in the years that followed. By 1920, the company had reached \$ 1 million in sales.

The name of Fruehauf is very quickly become a guarantee of quality and customer satisfaction.



ARRIVAL OF THE FIRST SEMITRAILERS IN EUROPE

The semi-articulated tractor unit trailer thus became the common transport equipment in the United States. Only when the allies landed in Normandy in 1944 did the first FRUEHAUF semitrailers appear on the old continent, going on to be a huge success. 10 years later, Fruehauf Trailer Company had 9 production sites and 88 branches in the USA, Canada, Brazil and France and

was one of the largest multinationals in the world.

When he died on 11 May 1930, August left a thriving and prosperous company to his sons.



RELEVANT COMMUNICATION

Harvey Fruehauf was the first to understand the importance of widely advertising the benefits of his father's invention. He started by convincing him to invest \$28 in an advertisement in the American Lumberman periodical in 1915. This initial investment quickly paid off by generating sales worth \$22,000 in a year. The monthly advertising budget quickly increased to \$100 a month.

You can Pull more than you can Carry!

OLD DOBBIN of today is a motor truck—a "MECHANICAL horse." The modern wagon is a Fruehauf Trailer. "Hitch" them together and you at least TRIPLE the work your truck can do.

Loads go up tremendously when you adopt the Truck-Trailer method, with no increase in number of drivers and with very little more expense for fuel. Maintenance cost on a Fruehauf is negligible—and it will outlast several motor trucks.

Most important, your truck and driver need never stand idle for loading and unloading—the Trailer is quickly detachable.

There is a Fruehauf especially for your type of hauling . . .

Get the Trailer Story Before You Buy a Truck

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IS THIS AN IDEA FOR YOUR BUSINESS?

Fruehauf Trailers

FRUEHAUF TRAILER CO., DETROIT 22

This pack horse can carry 300 pounds

The same horse can easily pull 2 tons.

This truck can carry 3 tons, but used as a tractor

And coupled to this Semi-Trailer, it can easily pull 9 tons

UN CHEVAL PEUT TIRER PLUS QU'IL NE PEUT PORTER

Un camion est à vrai dire un cheval mécanique.

Lui aussi peut tirer davantage qu'il ne peut porter.

"A horse can pull more than he can carry"

The advertising slogan quickly demonstrated the value of a new means of transport designed by August Fruehauf. Little by little, the sales pitch developed and sales ensued. In fact, from the first years that followed the invention, the use of solutions devised by August Fruehauf made it possible to go from 2 tonnes of load transported during conventional transport to 9 tonnes, and then to 35 or 40 tonnes for low loader designed by the Fruehauf Trailers Company.

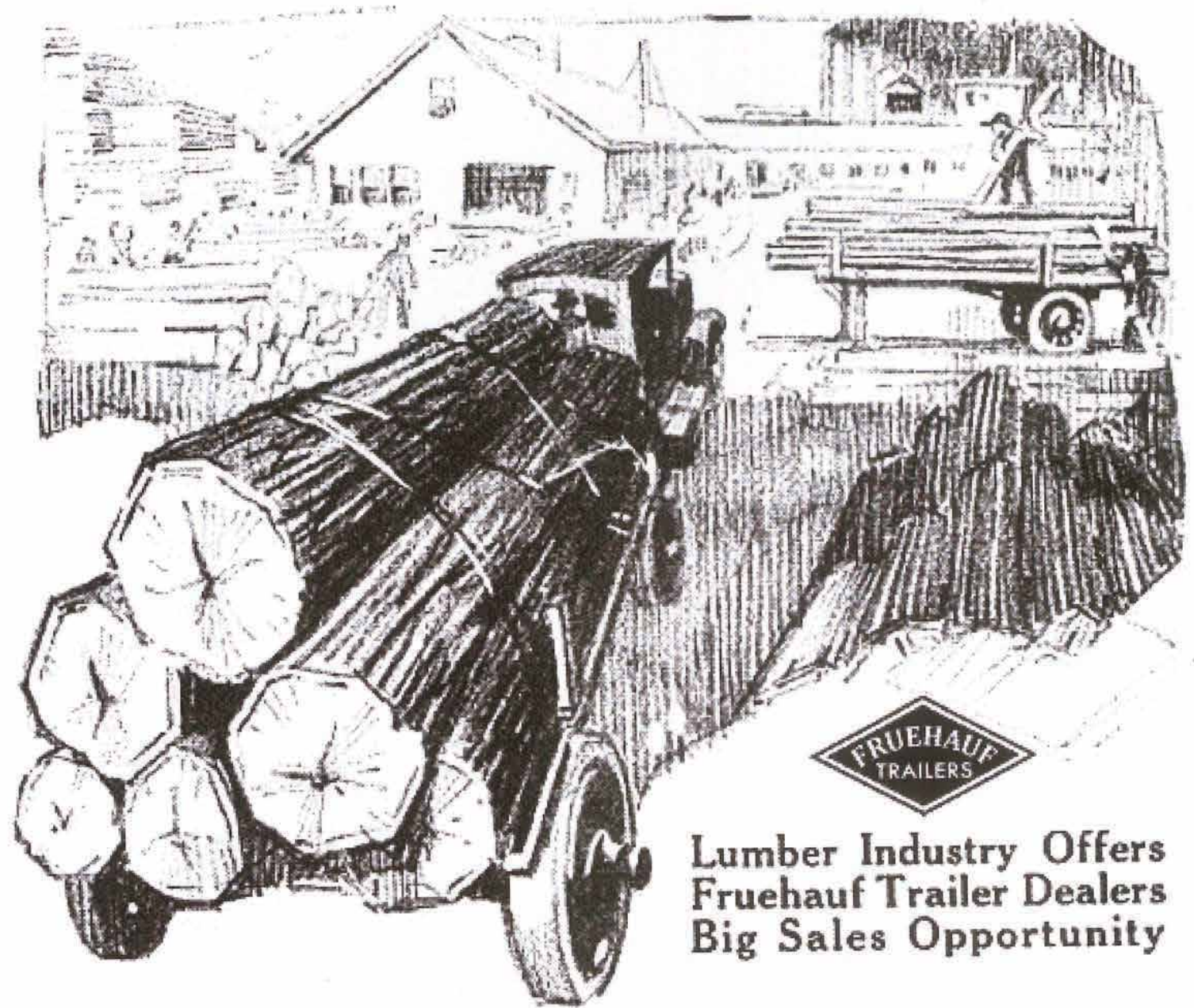
The sure profitability of investing in a tractor and a semi-trailer was proven.



The Fruehauf Trailer Historical Society celebrates the founders' invention of the semi-trailer in 1914

In 1914, August C. Fruehauf (left) and Otto Neumann (right) modified the rear of the Model T Roadster and attached a 2-wheeler wagon creating the semi-trailer.

The Fruehauf Trailer Historical Society ■ www.singingwheels.com



FRUEHAUF TRAILERS



10 REASONS..WHY TRAILERS CUT COSTS:

LOWER FIRST COST



AVERAGE cost of a heavy-duty truck (5-ton capacity) is \$3300. Average cost of a tractor-truck plus Semi-Trailer (5-ton capacity) is only \$2100. Less than 1/3 the capital outlay buys the same payload ability. Thus the initial saving with a Tractor-Trailer unit amounts to \$1200 or approximately 33%.

LOWER FUEL COST



THE light-duty tractor pulling the Trailer has a smaller engine than the heavy-duty truck and consequently uses less gasoline in traveling the same distance. In traveling 510 miles, the Tractor-Trailer (with 5-ton load) uses only 60 gallons of gasoline. Actual Tractor-Trailer records show a fuel saving of about 50%.

MAINTENANCE IS REDUCED



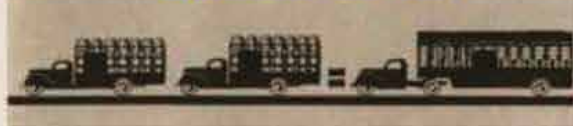
BASED on 50,000 miles of operation, the average cost of maintenance and repairs on a heavy-duty truck is about \$1000. The average maintenance cost on a light Tractor-Trailer of equal load capacity over the same distance is about \$575. Saving on maintenance approximately 50%.

DEPRECIATION IS LESS



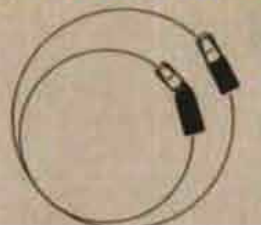
A HEAVY-DUTY truck, costing \$3300 must be replaced once every 100,000 miles—cost \$2500. A light-duty tractor must be replaced twice every 100,000 miles at \$700 each time—(the life of the Trailer is 500,000 miles) cost \$1400. Saving on depreciation for every 100,000 miles is \$1000 or approximately 50%.

MORE BODY SPACE



THE Semi-Trailer has no motor or driving mechanism to take up valuable space. Unlike the ordinary truck body, the Trailer body is built to fit the load. Where loading space is of primary importance, a Semi-Trailer, built to fit specific conditions, could easily carry loads whose bulk would ordinarily require the use of two light-duty trucks.

INCREASED FLEXIBILITY



"HINGED" in the middle, a Tractor-Trailer can be turned shorter, maneuvered faster, parked more easily. A 1 1/2-ton tractor, pulling a Semi-Trailer, can turn in a circle 13 feet smaller than that required by a truck of equal load capacity.

SHUTTLE OPERATION



MOTOR trucks that must stand idle while loading or unloading are "White Elephants." Idle power is wasted power. One power unit can handle several Semi-Trailers—some being loaded and unloaded while one is in transit. Only the Trailers need to remain idle during loading or unloading operations.

NO SERVICE TIE-UPS



If a loaded truck breaks down on the road, the entire load must be transferred to another truck. If a tractor unit breaks down, no unloading and reloading is necessary. Road trouble means only a quick transfer of power units. When the tractor needs servicing, the Trailer can be transferred to another power unit.

FIRE HAZARD REDUCED



If a truck catches fire, the entire load may be a complete loss. If either the tractor or Trailer should catch fire, the other unit may be saved. Since the tractor is easily detachable, it can be quickly removed from the Trailer should a fire break out. Thus loss of property is reduced.

MORE ADVERTISING VALUE



BECAUSE of their de luxe, streamlined appearance, Fruehauf Trailers attract favorable attention wherever they go. The broad smooth sides of a Trailer offer advertising space of real value worth many dollars. Each side of the body, attractively painted and lettered, makes a regular "travelling billboard" to carry the user's message.

... AND SIX-WHEEL EQUIPMENT IS NO EXCEPTION



THE "Tandem" merely gives the pack horse stronger hind legs. It still carries the load on its back. Men who have used both 6-wheel and tractor-trailer equipment say that tractor-trailers:

- Have 40% to 60% lower initial cost
- Save 25% to 30% on fuel costs
- Reduce maintenance expense
- Increase tire mileage
- Cut depreciation costs
- Improve handling ease
- Improve performance through correct load distribution
- Are safer under all conditions
- Save time with "shuttle" operation

FRUEHAUF TRAILERS — "ENGINEERED TRANSPORTATION"

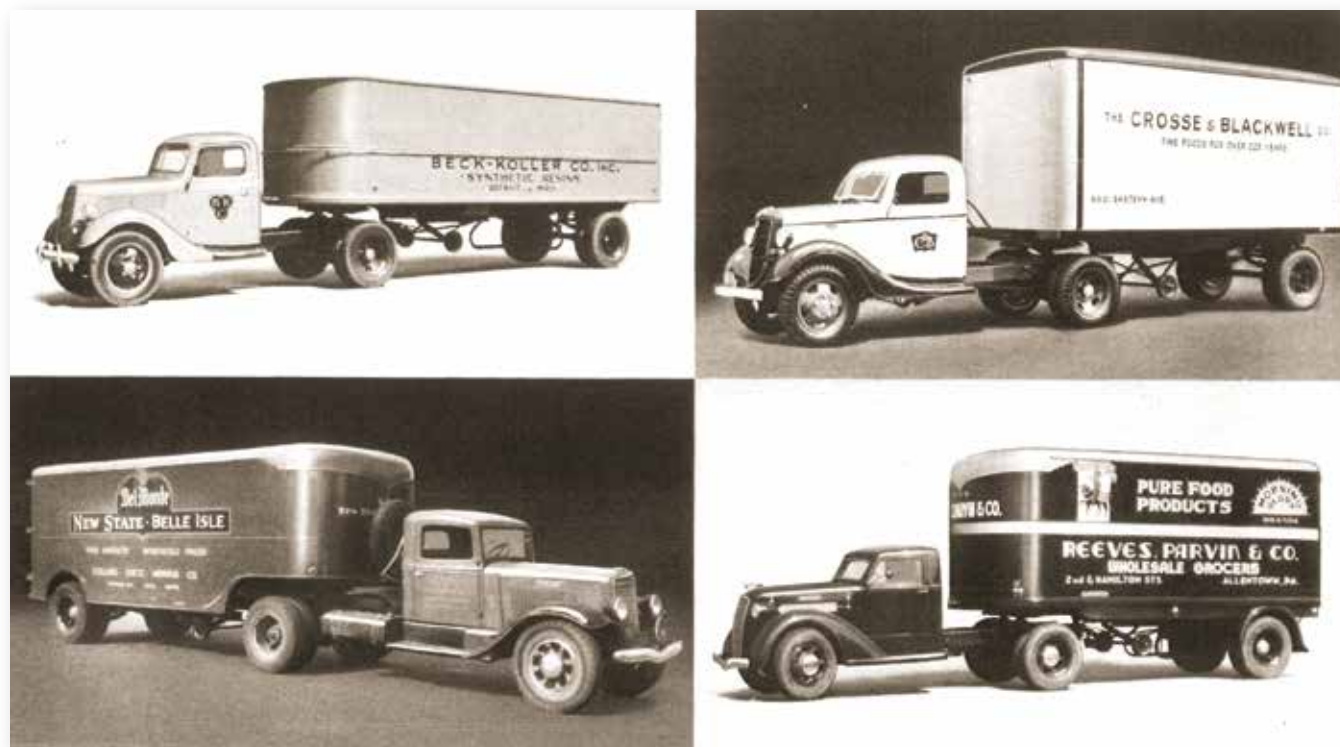


THE 1ST VAN

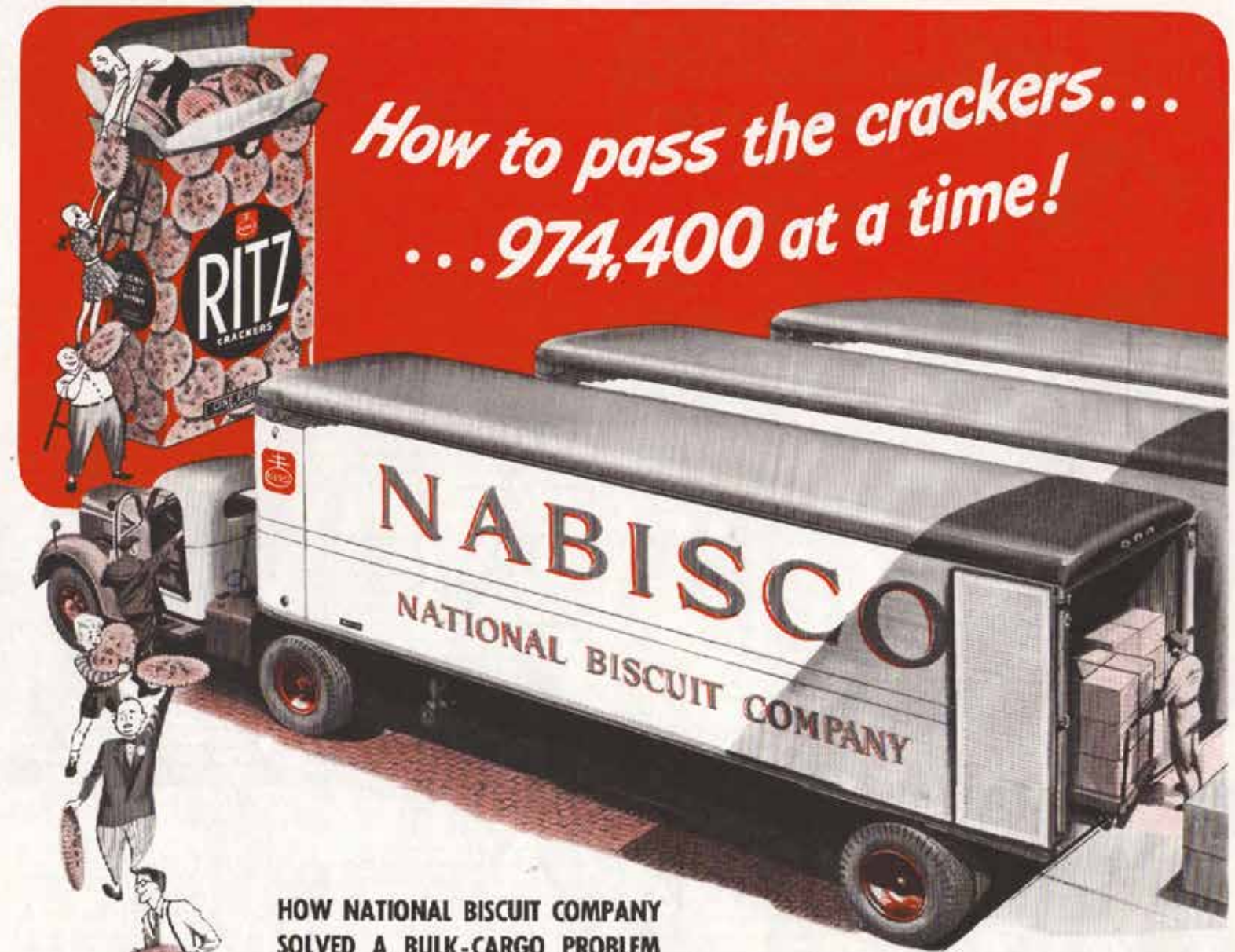
With the invention of the van, transport companies could get into markets thus far inaccessible, delivering all kinds of goods quickly and directly to customers.

The Fruehauf van has been continuously improved and adapted to each customer order and each need.

Originally made from steel and wood, aluminium and stainless steel were quickly adopted to increase the capacity of these vehicles to great customer satisfaction.



THE SATURDAY EVENING POST



*How to pass the crackers...
...974,400 at a time!*

HOW NATIONAL BISCUIT COMPANY SOLVED A BULK-CARGO PROBLEM

YOU probably think of crackers as light and fluffy. But, as commercial cargo, they're bulky and awkward to handle.

That's why National Biscuit Company considered truck haulage of up to 6,000 lbs. of crackers per load a record job. Then greatly increased sales and the call for stepped-up deliveries from bakeries to branch warehouses led to a need to haul more merchandise at one time.

So National Biscuit put Fruehauf Trailers on the job. Today, their hauling capacity is substantially higher than before, thanks to Truck-Trailer haulage. Each of these giant Fruehaufs in the fleet hauls as many as 974,400 crackers at a time. Fruehaufs are also used to haul NBC bread and cakes, now distributed from

18 bread bakeries, with one Trailer carrying as much as 11,500 loaves of bread.

More Efficient Distribution with Fruehaufs

Warren S. Warner, Vice President in Charge of Sales for National Biscuit Company, says: "Each Trailer in our fleet of 25 Fruehaufs averages 40,000 miles per year. We get more efficient distribution through the use of this larger equipment by Fruehauf—and that is important in our sales operations."

If high-efficiency, low-cost handling of bulky cargo is what you're after, Trailers are the answer to your hauling problems. And, Fruehauf is the world's largest builder of Truck-Trailers—proof that industry has learned from experience that Fruehaufs last longer and cost less to operate. Ask the Fruehauf man for the complete story—facts and figures.



★ Hear Harrison Wood, Interpreter of World Events, Every Sunday, 3:00 P.M., E.S.T., over ABC. Consult Your Local Paper!

World's Largest Builders of Truck-Trailers

FRUEHAUF TRAILER COMPANY

DETROIT 32 • In Canada: Weston, Ont. • LOS ANGELES 11

79 Factory Service Branches

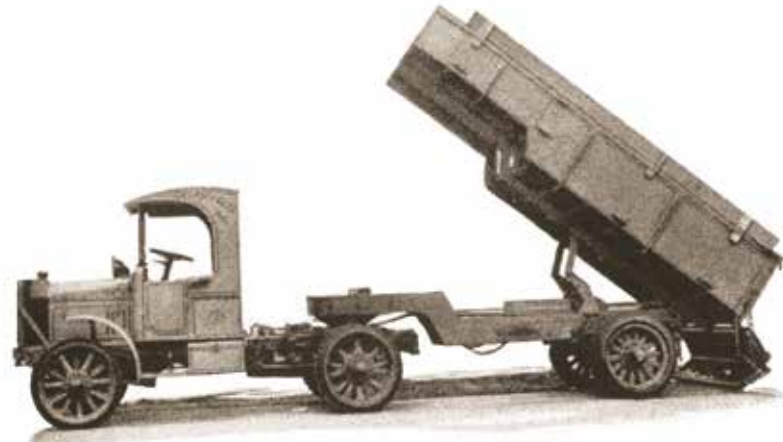


Fruehauf Trailers • First in Truck-Trailer Transport!
"ENGINEERED TRANSPORTATION"

THE 1ST HYDRAULIC CYLINDER TIPPER

Taking advantage of the experience gained during work on the lift tailgate, Fruehauf's engineers had the brilliant idea of using the hydraulic cylinder to create the first tippers.

As the tipping capacity was greater, the payload gradually increased by adding more axles.



DOUBLE-JOINTED GIANT

This Fruehauf Trailer Delivers 12 Tons of Coal Up Narrow Alley!

Big cities with huge buildings and narrow streets and alleys present some really tough delivery problems. Often a Truck-Trailer is the only answer.

Wm. Curran & Sons, who operate the Metropolitan Coal Company, in Chicago . . . and deliver a lot of coal in congested areas of the city . . . solved the problem to their complete satisfaction with the Fruehauf Trailer method.

EASY TO MANEUVER!

Take the word of Lew Diesem, who drives for Metropolitan. Lew says, "Boy, what a difference! This double-jointed giant handles with half the effort. I can get into a narrow alley, make my delivery and get out with no trouble at all. With the rig I had before, I had to back up an entire block to get into position to deliver one particular load. Now I can turn the whole job in a narrow circle and back right into position."

LOW-COST OPERATION!

There's more to it than that, however. Currans report not only greater driver satisfaction because of the easier handling, but also tremendous savings in tires, gasoline and oil. Tire mileage alone is doubled, and because of the quick facility with which the Truck-Trailer can be handled in cramped quarters, much valuable time is saved.

Here's another point: the Trailer, handling 12-ton loads, is pulled by a truck with a 2½-ton rating. That's because any truck, like a horse, can *pull* far more than it is designed to *carry*.

Thousands of users, large and small . . . in more than 100 different kinds of business . . . have found similar economy and efficiency with Fruehauf Trailers.

This illustration is drawn from an actual photograph showing how a Truck-Trailer can get in and out of tight places more easily than an ordinary truck of less carrying capacity. Because it is "hinged-in-the-middle", the whole vehicle turns in the same radius as the short-wheelbase truck that pulls it.

The Dump Trailer is an excellent example of the adaptability of Trailer usefulness to an almost endless number of special hauling requirements. Whatever your hauling job may be, there's a Fruehauf Trailer built to do it!



Do Truck Operators Pay for the Use of the Highways?

Commercial vehicle operators not only pay their share for road building and maintenance—but over-pay every year from \$5 each for farm trucks up to \$287 each for truck-trailers of over 5-ton capacity. Reports show that from 1925 to 1943 almost 2 billion dollars have been taken from highway tax funds and used for other purposes.



World's Largest Builders of Truck-Trailers
FRUEHAUF TRAILER CO., Detroit 32
 Service in Principal Cities

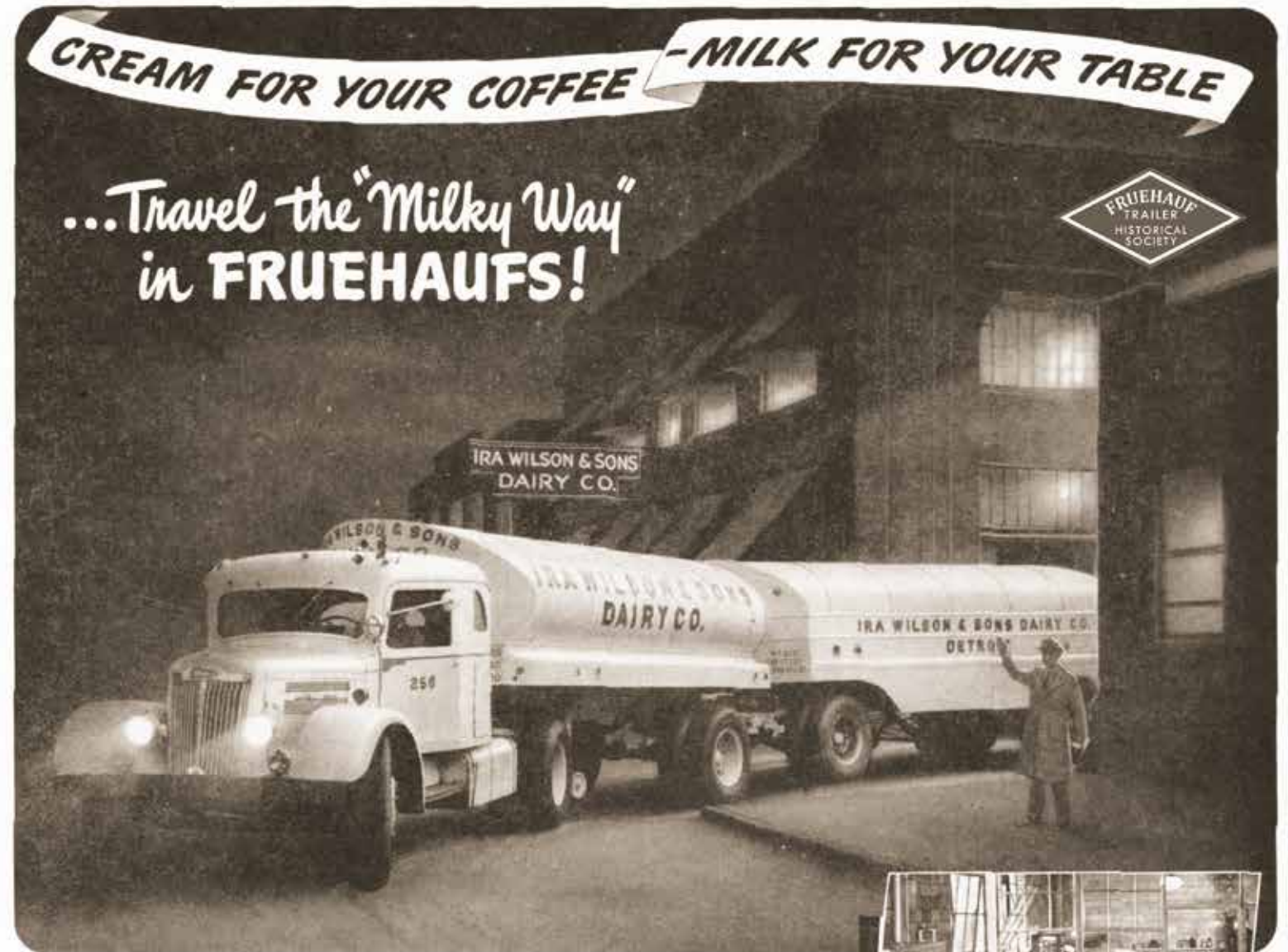
FRUEHAUF TRAILERS
 "ENGINEERED TRANSPORTATION"
 REG. U. S. PAT. OFF.

THE 1ST TANKER

The first tanker designed by Fruehauf was intended to transport flour. The concept was later expanded to the transport of milk and other liquid foods, then to fuel and gas.

The tank is subdivided to secure movement of the load and enable different products to be transported.

Available in steel or aluminium, insulated, pressurised or refrigerated, the tank significantly broadened the spectrum of products that could be transported



5,000 Gallons Per Trip . . . ENOUGH FOR A QUART ON 20,000 DOORSTEPS

LIKELY AS NOT, you think of your daily milk supply traveling to the creamery—as it did for years—in trucks loaded with bulky 10-gallon metal cans. But perhaps, in the early hours, you have seen big streamlined Fruehauf Tank-Trailers hurrying to the city, to start your milkman on his daily rounds.

Maintain an Exacting Schedule

Ira Wilson and Sons, for example, keep milk flowing from their receiving station near Owosso, Michigan, to the main Detroit plant in these 5,000-gallon Fruehauf Tank Trailers.

Milk touches only stainless steel in the sanitary mirror-bright tanks . . . insulated so thoroughly that summer or winter the temperature change of the milk is held to less than 2° on the entire trip.

Over this 100-mile "milky way" these dependable Trailers maintain an exacting daily schedule. Deliveries must be certain.

There are many advantages for Wilson customers. In using Fruehauf Tank-Trailers, reduced delivery cost and savings in manpower help to hold the price of milk to a minimum. This giant "milkwagon," with one operator, does the work of four smaller trucks and drivers. Loading and unloading time is cut—milk reaches the customer fresher—spoilage in transit is unknown.

Wilson's experience with Fruehaufs is typical of many other creameries. In fact, in more than 100 different types of business, Fruehauf owners have learned the flexibility and economies afforded by the Trailer-method—which in most cases does the job better than it could be done in any other way.

World's largest builders of Truck-Trailers
FRUEHAUF TRAILER CO. • DETROIT
Service in Principal Cities



Modern transportation is paralleled by modern sanitation. A partial view of the creamery's laboratory where skilled technicians guard the health of Detroiters by their constant microscopic and chemical tests.



Movement of milk within the plant matches the efficient Truck-Trailer delivery. Bottles and store cartons are filled automatically on a production line at the rate of 300 quarts per minute—ready for the milkman's wagon.

Motor Transport WILL GET YOUR JOB DONE
If you aren't using truck transportation, why not challenge your shipping costs and efficiency with the job that professional haulers can do for you?



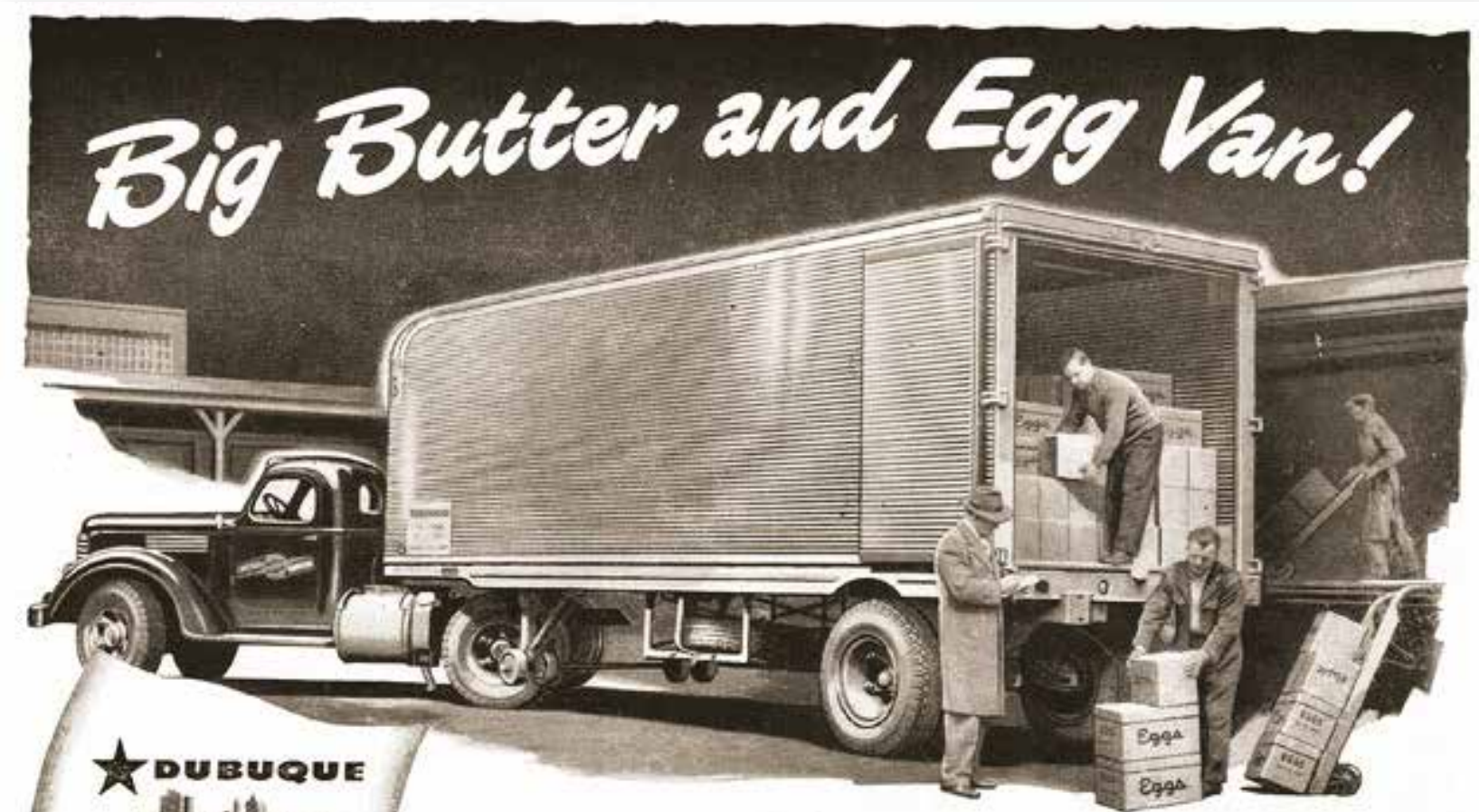
FRUEHAUF Trailers
"ENGINEERED TRANSPORTATION"
Reg. U. S. Pat. Off.

THE 1st REFRIGERATED VAN

August Fruehauf introduced the first refrigerated van semitrailers to be able to quickly distribute perishable foodstuffs on remote markets previously inaccessible and initially supplied by rail.

With a capacity of 4 to 6 tonnes, these vehicles were originally used to transport ice cream containers.

After loading, ice was sprayed through a hatch on the roof.



★ DUBUQUE



BIG PAYLOADS... *There and Back*

When Chicago-Dubuque Transportation Company began business, loads were only butter and eggs from Iowa producers to Chicago markets. Soon merchants requested that general merchandise be carried on return trips. Now, big loads move with speed both ways on scheduled 6-tr. runs—all by Trailers.



CHICAGO ★

10 TRUCKS Pull 21 FRUEHAUF TRAILERS!

Butter and egg producers in the rich agricultural area which surrounds Dubuque, Iowa, had a problem to solve.

Chicago was their chief market—200 miles away. Creamery butter and eggs had to be delivered fresh in order to command top prices. Holding hauling costs to a minimum was a "must" to meet competition.

Direct Trailer delivery was the answer... and here is a perfect example of how loads go up and costs go down by this modern, flexible method.

"Shuttle" Operation!

Chicago-Dubuque Motor Transportation Company established terminals in Dubuque and Chicago. They bought Fruehauf Refrigerated Trailers—2 for every power unit.

This permitted empty Trailers to be left standing for loading while the tractors were coupled to loaded Vans and rolled on to destination. Each truck pulled bigger loads, made

fewer trips, worked with minimum delays and served customers better.

Adds Stainless Steel Vans!

More Trailers were added. Today, 5 new Stainless Steel "rolling refrigerators"—all big butter and egg Vans—bring the total up to 21 Fruehaufs. With only ten trucks to pull them, this fleet forms a continuous "conveyor belt" between the two cities—with money-saving economies not possible by any other methods.

Trailers May Help You!

The Fruehauf man in your vicinity can tell you of many other examples of Trailer economies. Let him help you solve your hauling problem. Get the Trailer story BEFORE you buy a truck.

World's Largest Builders of Truck-Trailers

FRUEHAUF TRAILER CO. • DETROIT 32

10 Factories—67 Factory Service Branches

IF IT'S *Stainless Steel* IT'S A FRUEHAUF!

Only Fruehauf builds Stainless Steel Trailers! They are lighter but stronger and non-corrosive. The fact that experienced users everywhere are buying more and more—in fact, by the hundreds—is recognition of their long life, their lasting beauty, and phenomenally low maintenance costs.



MOTOR TRANSPORT PAYS ITS WAY!

- Only 1 in every 6 vehicles on the road is a truck
- Only 1 in every 5 miles traveled is by truck
- Yet 1 in every 3 highway tax dollars is paid by trucks



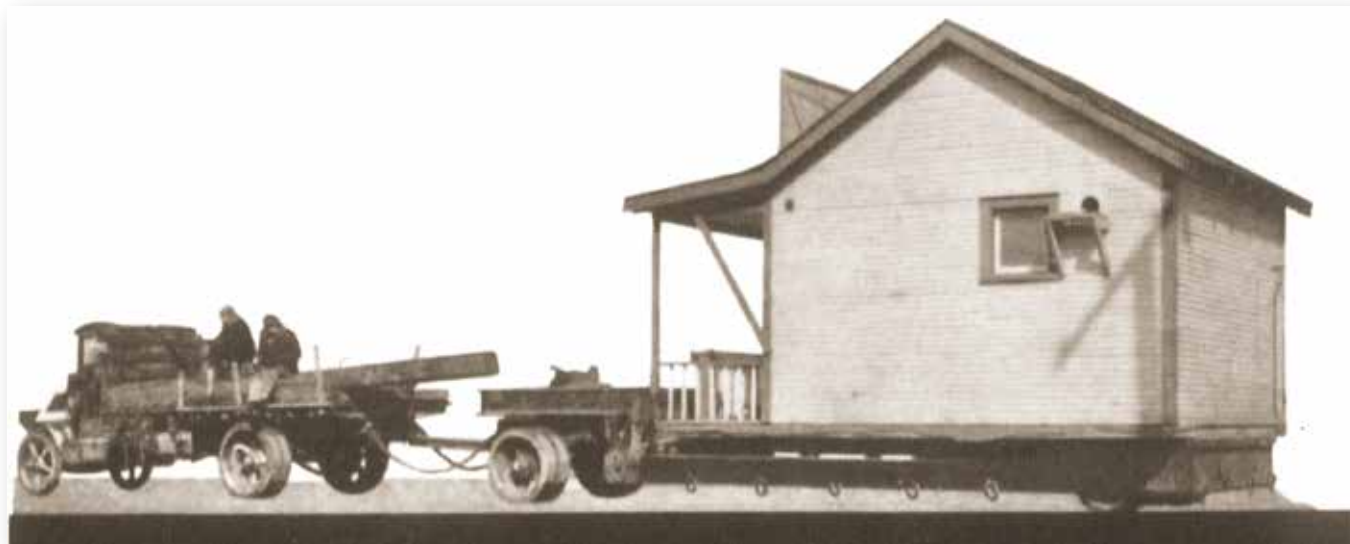
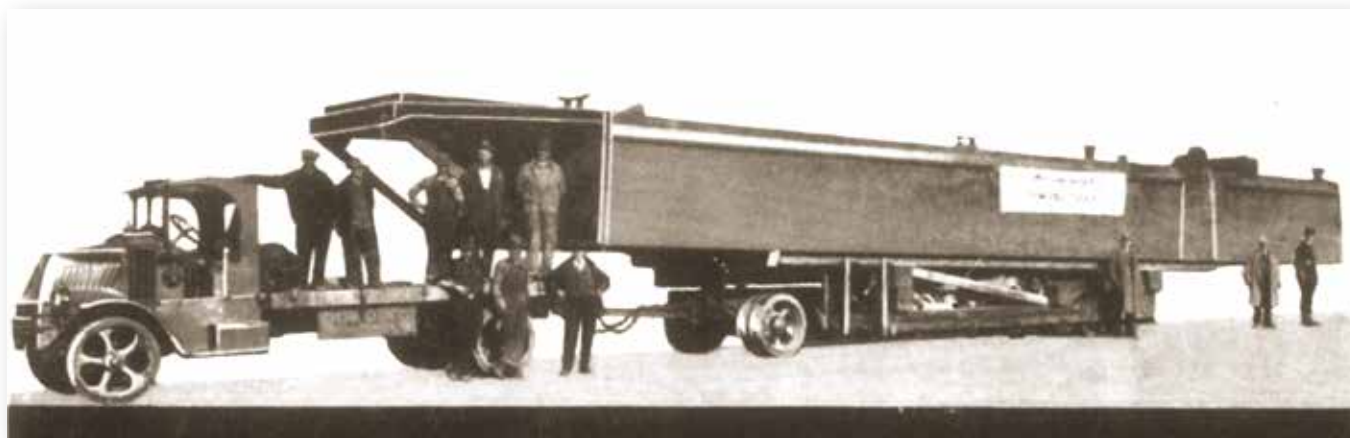
"Engineered Transportation"

FRUEHAUF Trailers

THE 1ST LOW-BED VEHICLE

To transport heavy machinery and large installations, FRUEHAUF developed a low-bed high-capacity solution.

As soon as they appeared on the market, Fruehauf low-bed vehicles could transport up to 40 tonnes, allowing deliveries to places until then inaccessible.



FRUEHAUF CARRYALL!

**THE FIRST CARRYALL WAS A
... AND THEY'RE STILL THE BEST**

FRUEHAUF CARRYALL
Model C40L

**BUILT TO CARRY YOUR LOADS
... CAPACITIES TO 74 TONS!**

YES, the first Carryall was a Fruehauf, built to specifications for a particular hauling job. Today, there are *seventeen standard* models and a host of "specials", designed to fit the requirements of most heavy-equipment users.

Ever mindful of the changing needs in heavy equipment hauling, and always keeping ahead in Trailer engineering and design, Fruehauf is ready to supply you with a modern Carryall to fit your particular hauling job — with either a "standard" or a "special".

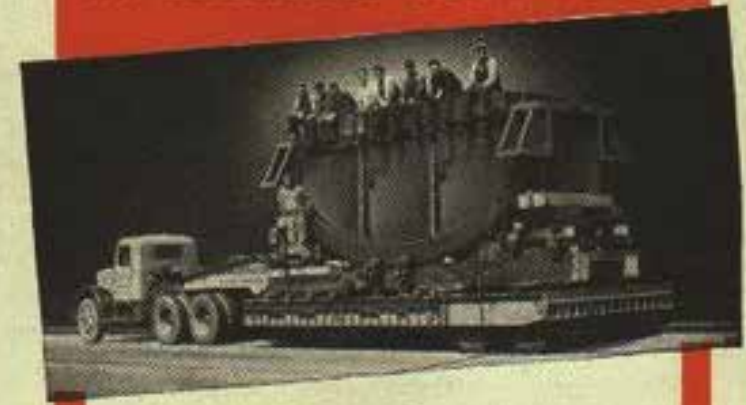
For complete information, blueprints or specifications on the Fruehauf Carryall for *your* job, write —

World's Largest Builders of Truck-Trailers
FRUEHAUF TRAILER COMPANY
 DETROIT 32 • LOS ANGELES 58
 IN CANADA: WESTON, ONTARIO

FRUEHAUF
Trailers
"ENGINEERED" TRANSPORTATION™

DESIGNED TO YOUR SPECIFICATIONS

WORLD'S LARGEST BUILDERS OF TRUCK-TRAILERS



Fruehauf Carryalls are available in capacities from 10 to 74 tons in the standard models . . . to 150 tons in "specials". Frame designs as single- or double-drop "Semi" or full Trailers. No matter what your hauling problem may be, there's a Fruehauf Carryall to fit your job.

THE 1ST SHIPPING CONTAINER

The first FlexiVan combined Road-Rail transport solution was developed by Fruehauf for the NY Central Railroad. The wagon, equipped with a hydraulically operated rotating plate, enabled quick and easy transshipment of the box truck van.

Following the request of a customer and friend to design a container that would withstand the conditions of maritime transport but that could also be easily transported by rail and road, Fruehauf's engineers came up with a twist lock mechanism at the four corners of the container for easily lifting it and locking it on vessels, vehicles and trains.



Container Shipping



Tank Container



Platform Container



Refrigeration Container



Keith Tantlinger, Fruehauf's Vice President of engineering is credited with developing the modern intermodal container. His task was to create a shipping container that could be loaded onto ships and secured into place during long sea voyages. His design incorporated a twistlock mechanism on the top four corners of each container that allowed them to be lifted and secured to the ship's deck, and each other, using cranes. This, the first truly successful container was launched April 26, 1956 when McLean loaded 58 containers on board the refitted tanker ship, the SS Ideal X, and it sailed from Newark to Houston with great success.

Entering into a joint venture, Fruehauf financed McLean's Sea-Land Service, Inc. the 35-foot containers were manufactured by Fruehauf and offered for sale by Sea-Land. After inventing the container Fruehauf and McLean agreed to give the patented designs and technology to industry. This began international standardization of shipping containers.

THE 1ST TIMBER TRAILER

To transport timber, August Fruehauf was faced with the need to carry increasingly heavy loads, especially for transporting logs.

The engineers therefore developed an ultra-lightweight structure, comprising only one rear twin mount tandem undercarriage connected to the hitch platform by an extendible structure, easily adapting to different lengths.



Lumber On the Job and Plenty of It, —Right On Time

When building costs were low and labor was plentiful, it was all well enough to deliver lumber in 1,000-foot loads. But now it is different. The builder wants his materials more promptly, and in bigger lots.

Lumber dealers everywhere are putting their hauling equipment on a better basis. They are delivering 3,000 board feet at a time, and doing it at less cost than in the old way with smaller loads.



Fruehauf Semi-Trailer, Adjustable Pole type. Easily attached to rear of truck frame by axial and spring draw bar. Made to carry up to 12 tons.

Trucks and Fruehauf Semi-Trailers are enabling lumber dealers to speed up deliveries and to reduce the cost. More Fruehauf Trailers than any other kind are used in the lumber industry.

The Lowrie-Robinson Lumber Co., Detroit, Uses Seventeen Fruehauf Semi-Trailers

They started with one small truck and one trailer. They now have seventeen trailers, every one a Fruehauf Semi-Trailer.

With extra trailer units, the trucks are kept moving while the extra trailers are being loaded or unloaded. The total investment for light trucks and semi-trailers is far less than would be required for trucks of equal carrying capacity.

A truck and two trailers will handle twice as much lumber as two trucks alone, and do it at less cost. You save on the first cost, you save in labor and operating costs.

Let our Transportation Service Department show you what Fruehauf Semi-Trailers can do for you. Send for the Fruehauf Catalog.

Fruehauf Trailer Co.

1305 Gratiot Ave.

Detroit, Michigan

Representative Lumber Dealers Who Use Fruehauf Semi-Trailers

Sibley Lumber Co., Detroit, Mich.
Allen Coal & Lumber Co., Detroit.
Newton Lumber Co., Colorado Springs, Colo.
W. D. Wood Lumber Co., Birmingham, Ala.
Julius Seidel Lumber Co., St. Louis.
May Lumber Co., Pittsburgh, Pa.
Proctor Lumber Co., Peoria, Ill.
Burton-Lingo Lumber Co., Ft. Worth, Texas.
Douglas Lumber Co., Chicago.
Richardson Lumber Co., Florence, Ala.

There's a Fruehauf Trailer user in your vicinity. Ask him. We'll gladly tell you his name, on request.

FRUEHAUF TRAILERS



LES 1^{ers} GRANDS ENSEMBLES ROUTIERS

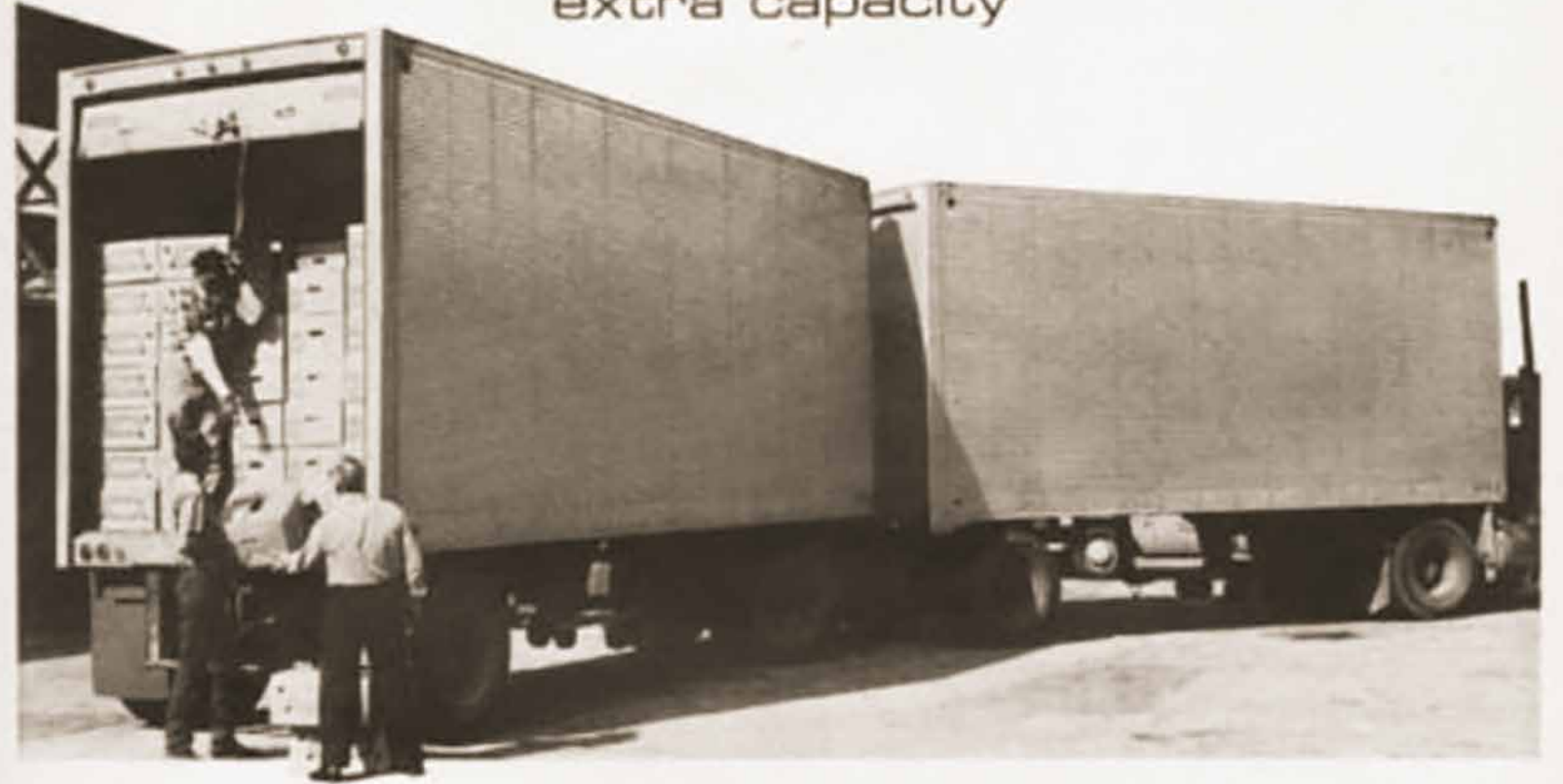
Fruehauf was the first manufacturer to design road trains comprising carriers or tractors and semi-trailers and trailers.

These new trains doubled and sometimes even tripled the payloads transported.



Lightweight **FRUEHAUF Doubles**

provide 4600 pounds
extra capacity



"Our company hauls over three million pounds of bananas a week," says the vice president of one of the nation's most successful cartage companies, "and that's approximately a third of all the bananas that arrive in the ports we serve.

"In this highly competitive field, we've gained extra efficiency with a fleet of lightweight, 24-foot, single-axle Fruehauf Volume \oplus Vans PLUS. Fruehauf built these units on special order for us, reducing their weight without any sacrifice in strength.

"Operated as doubles, they haul a thousand 40-pound boxes of bananas . . . a total of 23 tons per load. With our previous equipment, only 900 boxes could be carried, so we've boosted our doubles load by an average of 4600 pounds!"

Get complete details from your Fruehauf representative, or write Fruehauf Division, Fruehauf Corporation, 10941 Harper Avenue, Detroit, Michigan 48232. In Canada: Fruehauf Trailer Company of Canada Ltd., Ontario.

Leadership in ENGINEERED TRANSPORTATION since 1914



FRUEHAUF INNOVATIONS AT THE ORIGIN OF A NEW INDUSTRY

The creation by Fruehauf of efficient transport solutions, quickly adapting to needs of all areas of economic activity, has allowed the development of a whole new industry.

Thanks to the various Fruehauf Trailers Company inventions, entrepreneurs were finally able to deliver their goods quickly to markets up until then inaccessible because of a lack of suitable means of transport.

In less than half a century, road transport had become a key factor in the development of the US economy, representing 10% of all jobs.

						
• BREAD, plenty of it, is carried by this special drop-frame unit which replaced three ordinary trucks.	• CASING HEAD gas is carried by this unique "three-barreled" tank which carries the gas safely under pressure.	• THIS FRUEHAUF—the largest dump Semi-Trailer ever built—is used in strip coal-mining operation.	• THIS SPECIAL refuse Trailer has a seven cubic yard capacity, is equipped with a cab-operated hydraulic hoist.	• FRAME-INTEGRAL design adapted to the unusual job of carrying huge loads of baskets.	• A POWER tailgate, operated through Fruehauf's patented Power 5th Wheel, distinguishes this Trailer.	• FOR DEMONSTRATION purposes, as a traveling showroom, the Merchandiser is ideal.
						
• PROMPT DELIVERY of dairy fountain equipment is the specialised job for which this unit was built.	• LAST WORD in milk transport is this sleek Fruehauf Tank-Trailer train. Capacity is 4500 gallons.	• DROP FRAME design gives low loading height—hydraulic hoists speed unloading of this refuse unit.	• PROTECTION for costly hardwoods is afforded by this special lumber Trailer which features solid sides.	• BUTANE GAS travels safely at pressures up to 200 pounds per square inch in this Fruehauf.	• FUEL OIL, 4200 gallons of it, moves with speed and flexibility in this smart, streamlined Fruehauf.	• NO DOUBT about ice deliveries with this trim Fruehauf on the job. Its capacity is forty-eight 400-pound blocks.
						
• UNUSUAL as is the appearance of this Fruehauf, it is no more unusual than its cargo—acid.	• THIS STREAMLINED Fruehauf does yeoman duty in supplying branch stores from a central cleaning plant.	• TUBULAR-STRUT, Aerovan type construction, was applied to the design of this Livestock Trailer.	• A MODIFIED platform type meets the unique requirements involved in hauling heavy cylinder gas.	• GREATER CAPACITY, increased flexibility—these are the outstanding advantages of this soft drink unit.	• SIDES GO up when this unit is used to haul boxes, come down when lumber is loaded.	• TAR LAYING is accomplished with speed and efficiency with this special tank unit.
						
• BRINGING books to thousands, who would not otherwise be able to enjoy them, is the work of this traveling library.	• THE HAULAGE of newspaper printing ink is the extraordinary job for which this Fruehauf Tank-Trailer was designed.	• THIS PLATFORM, with its low sides, was designed for specialized steel haulage needs.	• LOW LOADING height and high bulk capacity feature this unit for use in city delivery work.	• HORSES TRAVEL with ease, comfort, safety, and speed in this specially-designed van.	• ROAD BUILDING goes forward with extra speed when this Gravel Spreader is on the job.	• THIS STURDY corrugated drop-frame unit is ideal for the haulage of bulky merchandise.

100 YEARS
OF INNOVATION

FRUEHAUF

FRUEHAUF FRANCE

FRUEHAUF FRANCE

Fruehauf's establishment in France was part of the international deployment of Fruehauf Trailers Company. At the end of the Second World War, subsidiaries were set up in various European companies, including in France from 1946.

Commercializing the vehicles left by the Allies after the D-Day landings in Europe, Fruehauf France began importing in 1946 its first semitrailers from America. At a time where post-war reconstruction was in full swing under the Marshall Plan, orders continue to build. In 1949, Fruehauf S.A. set up its own design office, which adapted vehicles to the needs of the French market and developed new products. Sales rocketed.

10 years after it was founded, Fruehauf France already had a 30% share of the national market, leading to the creation of a large, modern production plant.

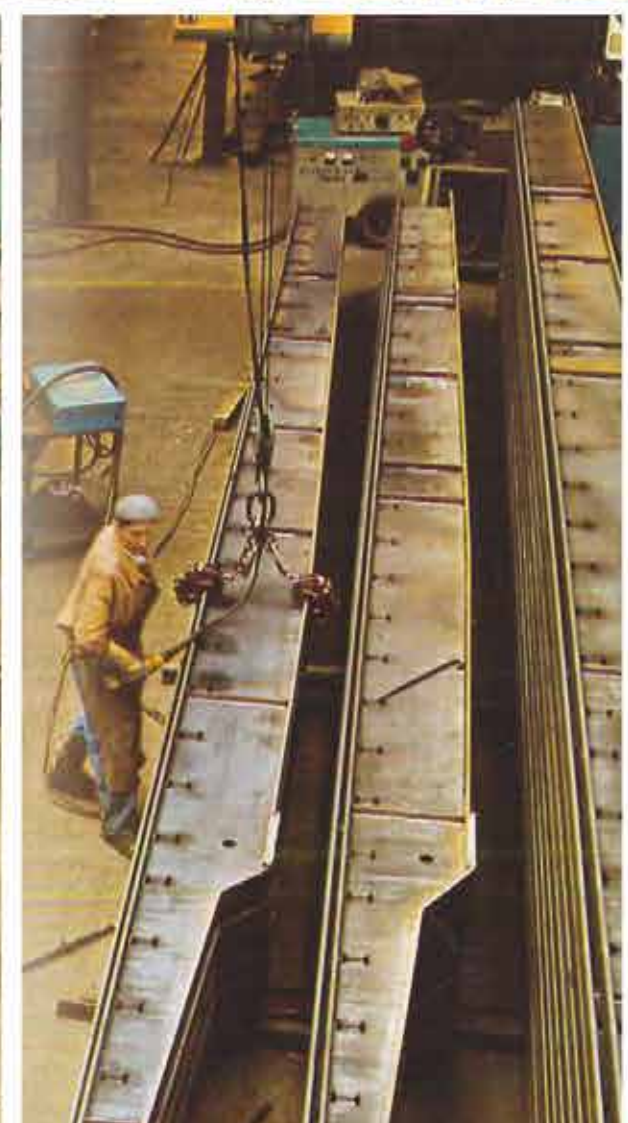


Here, Roy Fruehauf presents a new vehicle design during a leaders visit by Fruehauf France

KEY DATES

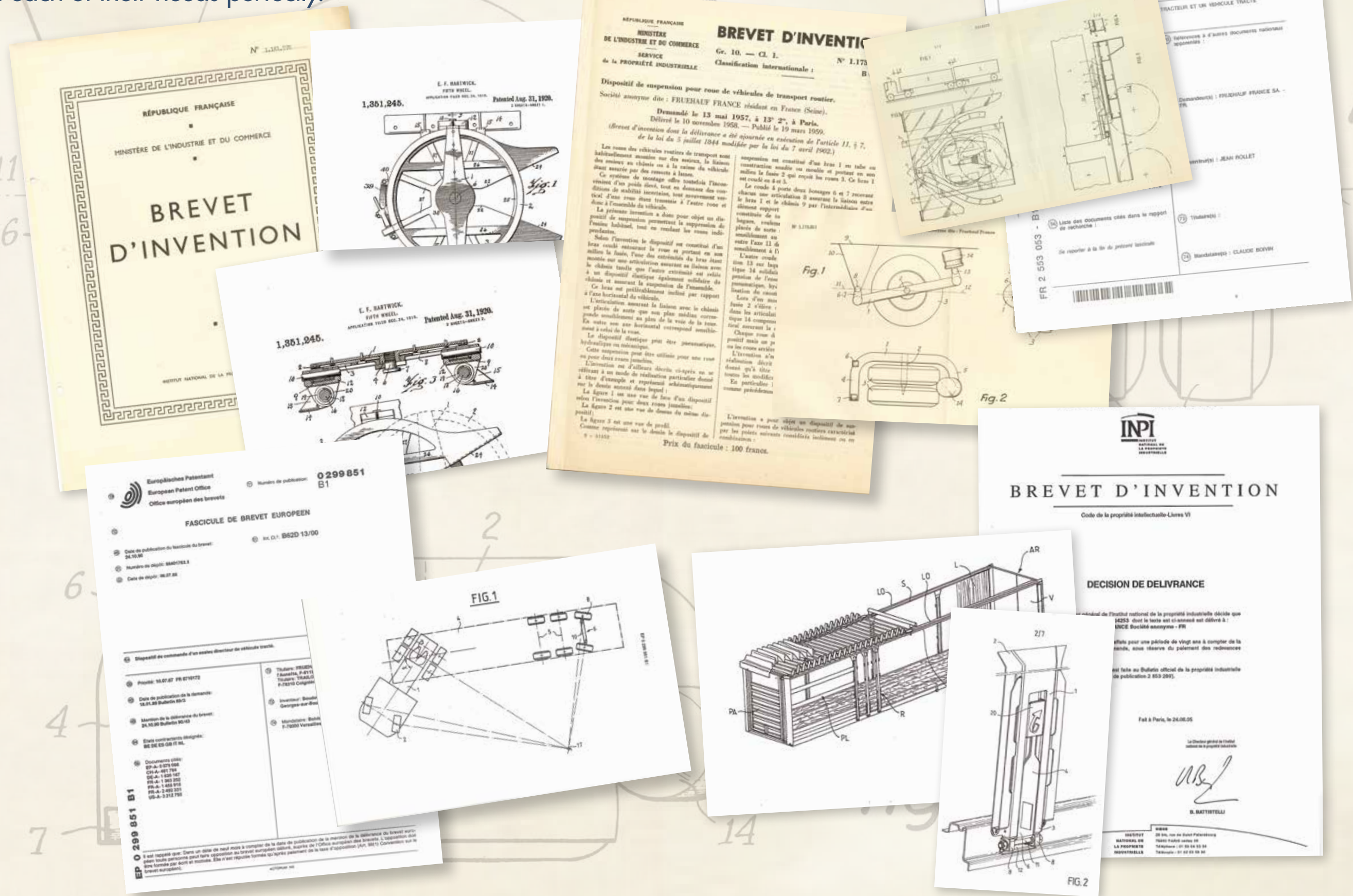


- **1945** Raoul Massardy started selling Fruehauf semitrailers left behind by the allies after the war in Toulouse.
- **1946** **Creation of Fruehauf SA in France** and establishment in Colombes of the first assembly workshop for tankers imported from the United States.
- **1949** The company moved to Toulouse where Fruehauf France technicians designed and fully manufactured new semitrailers.
- **1952** The 7,600 m² Viry-Châtillon factory opened to respond to growing demand.
- **1956** Production reached 90 vehicles a month, representing 30% of national demand.
- **1958** **The Auxerre factory officially opened, representing 15,000 square metres of production surface area.**
- **1963** The headquarters and sales departments were set up in Ris-Orangis. In the same year, production reached 1,130 vehicles.
- **1968** Production of shipping containers began in Auxerre.
- **1972** Fruehauf acquired the Bourges and Bernon factories and took over the company FAR.
- **1975** The Fruehauf France workforce reached 2,000 employees for total production of 700 vehicles and 800 containers per month. Construction of the Maubeuge factory got under way (160,000 square metres).
- **1982** Benalu was acquired by Fruehauf.
- **1987** The holding company SESR was created, grouping together FRUEHAUF France and its European subsidiaries. One year later, SESR became the European leader and in 1999 became General Trailers France.
- **2003** Fruehauf and Benalu were acquired by Caravelle in March 2004, following bankruptcy of the General Trailers Group. Fruehauf expanded further, developing sales and significantly increasing its market share from 20 to 30%. New vehicle ranges were launched: steel tippers and centre-axle trailers.
- **2014** CITY vehicles were launched.
- **2015** Collaboration with WIELTON, a Polish semitrailer manufacturer, which acquired 65% of the capital, giving it a European dimension.
- **2016** A full range of aluminium tippers was launched.
- **2017** URBAN vehicles, low-bed trailers and semitrailers launched. Fruehauf became the Group's centre of expertise in the manufacture of vans.
- **2018** **Fruehauf celebrated 100 years of innovation.**



INNOVATION BORNE OF PARTICIPATION

Continuing the legacy of Fruehauf Trailers Company, FRUEHAUF continues to develop numerous innovative solutions. Staying faithful to the principle established for new products, developments are defined in close collaboration with customers and users who are experts in their fields so that they meet each of their needs perfectly.



semi-remorques

SAVOYARDES



FRUEHAUF

FRANCE

2, av. de l'Aunette - 91-Ris-Orangis - Tél. 921-88-80 - Telex : 69-967 - Fruehauf-Risor



ENTRETOISEMENT

A mi-hauteur des potelets, des chaînes réglables maintiennent l'écartement. Les potelets sont reliés à leur partie supérieure par des arceaux solidement triangulés. Une barre faîtière centrale et des sangles longitudinales à tension réglable assurent l'entretoisement des arceaux et constituent pour la bâche un support efficace, empêchant la formation de poches d'eau.



FERMETURE ARRIÈRE

La fermeture arrière de la Savoyarde FRUEHAUF peut être réalisée, soit par un hayon rabattable et une rehausse relevable, (cas usuel) soit par une porte double, soit par un hayon rabattable et un portillon à deux vantaux. (Photo)



ÉQUIPEMENT TIR

Sur demande, les carrosseries Savoyardes peuvent être prévues avec équipement TIR conforme à la réglementation sur les transports routiers internationaux. La bâche recouvre entièrement les rehaussements et descend à 300 mm en dessous du niveau supérieur des ridelles. Elle est munie d'œillets qui correspondent à des anneaux fixés dans la carrosserie, ce qui permet l'immobilisation de la bâche par un câble d'acier enrobé de plastique. En plus de ce câble imposé par la réglementation, la fixation de la bâche est assurée par des sandows qui la maintiennent en position constante.

RÉALISATION KANGOUROU

La Savoyarde FRUEHAUF équipe également les véhicules prévus avec l'adaptation rail-route Kangourou.



SEARCH FOR COMBINED RAIL / ROAD TRANSPORT SOLUTIONS



100
OF INNOVATION YEARS

FRUEHAUF

INNOVATIONS

INNOVATIONS

FRUEHAUF
Designed to last



*Savings
productivity
and security
through constant innovation*



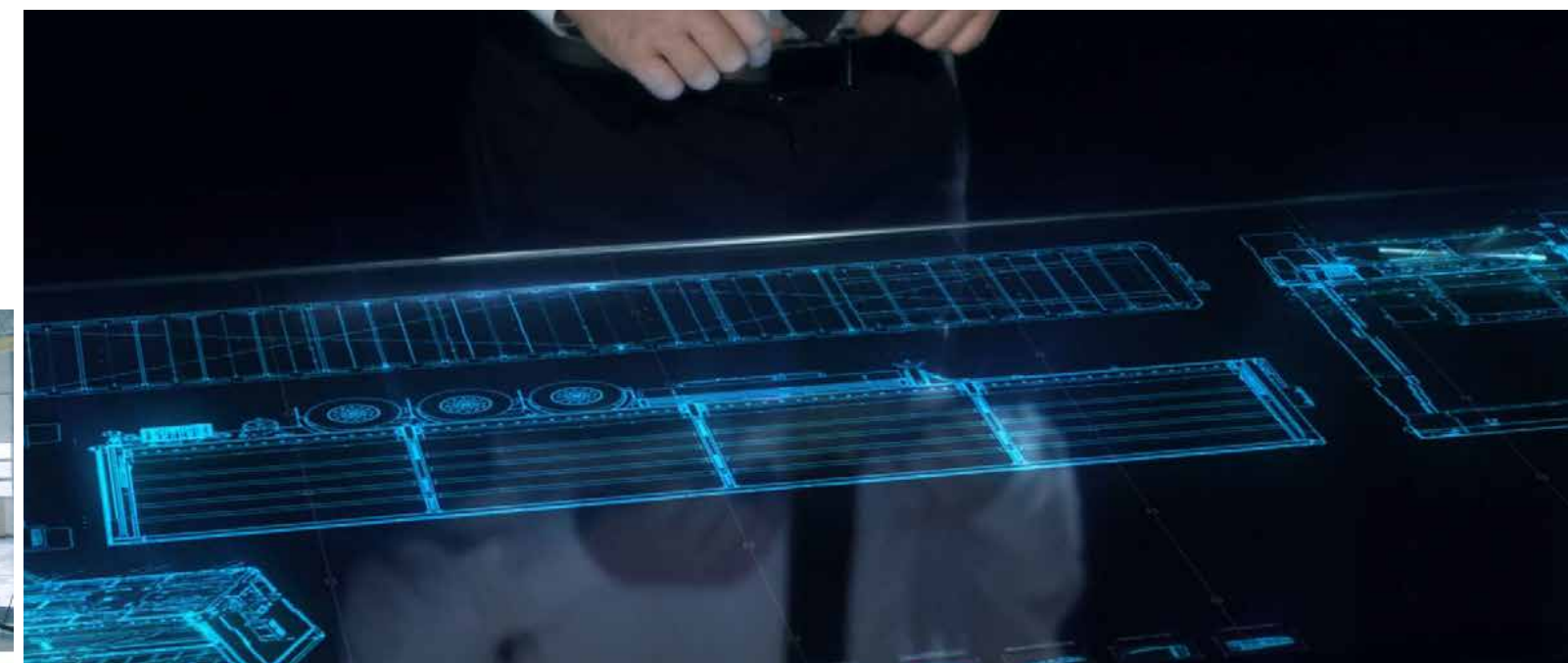
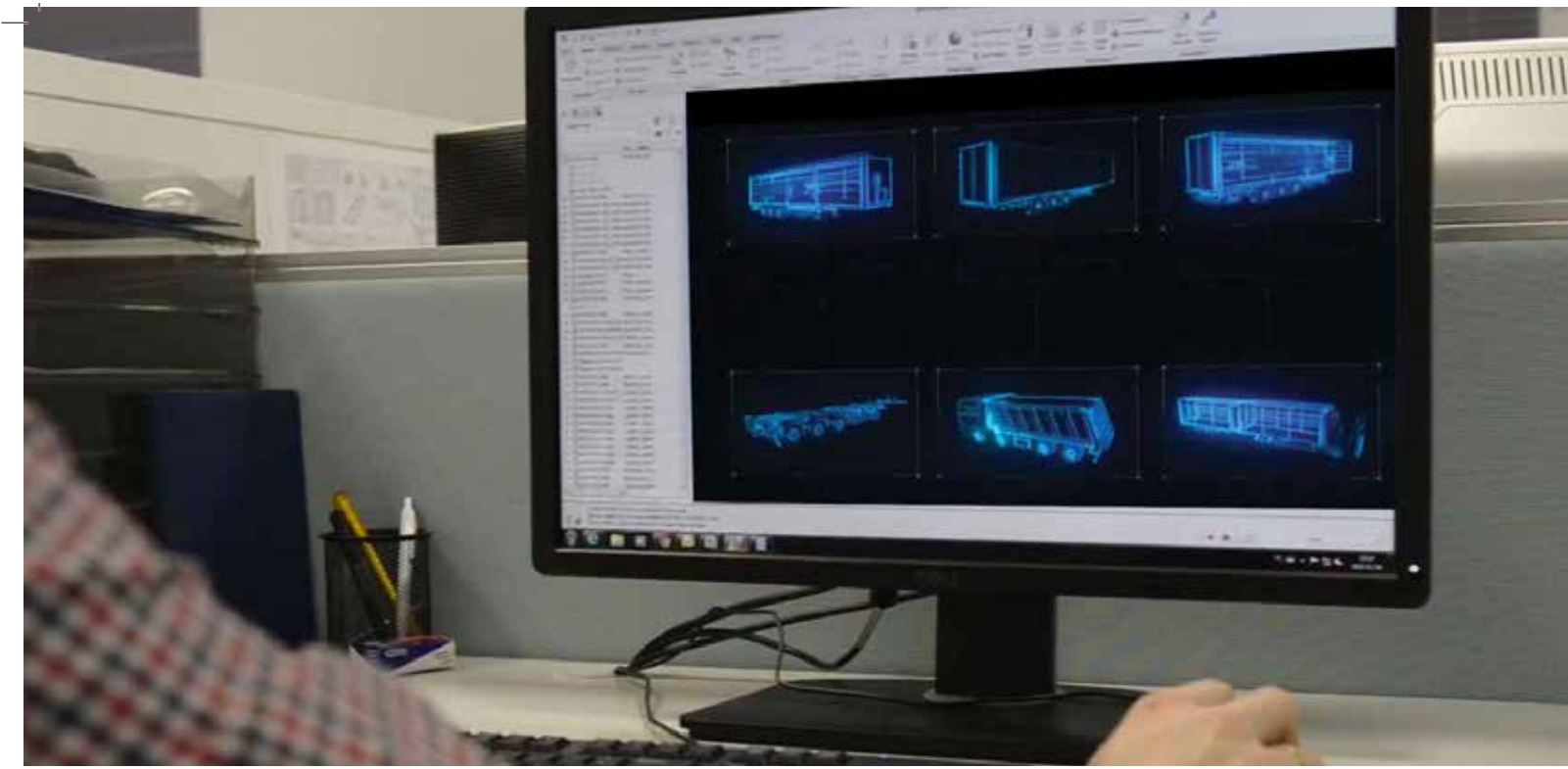
RESEARCH AND DEVELOPMENT CENTRE

Innovation involves the ongoing search for new features, new and better products and new transport solutions.

FRUEHAUF has modern and powerful development means. The Development Engineers use the latest tools, 3D development using finite element calculation constraint simulators.

To ensure total reliability of the new solutions developed, FRUEHAUF uses the most powerful, most modern test centre in Europe, officially opened by the Group in 2016.

It can simulate, at full scale and accelerated, 10 years of use or 1 million kilometres in just a few weeks.



100 YEARS
OF INNOVATION

FRUEHAUF

FALCON

THE FUTURE AT WORK

ADVANCED RESEARCH PROJECT

FRUEHAUF is involved in the « **FALCON** » (Flexible & Aerodynamic Truck for Low CONsumption) project, an advanced research program on the vehicle of the future at the cutting edge in terms of innovation, aiming to improve the energy efficiency of road trains and therefore reduce their fuel consumption and CO2 emissions.

The FALCON project brings together a consortium of 13 French partners who are specialists and leaders in each of their fields, including RENAULT TRUCKS which pilots the program, FRUEHAUF for a flexible, aerodynamic and connected semitrailer, MICHELIN for connected low-resistance tyres, TOTAL for optimized lubricants but also Faurecia, Wezzoo, Benomad, Styl-Monde, Polyrim, l'IFPEN, the LMFA (École Centrale de Lyon) and the IFSTTAR (LTE ; LESCOT), for new predictive driver assistance and energy management features.

The goal is to put into circulation at full scale between the end of 2018 and 2020, a laboratory demonstrator assembly combining cutting-edge technology in every field and aimed at anticipating future regulations on CO2 emission reductions.



We had to participate and get involved in this ambitious project alongside the largest French partners specializing in their field.

Innovation has been at the center of concerns and within the very DNA of FRUEHAUF for more than 100 years.

We are proud to be a player in this project, to work now on the vehicle of the future and to commit to a new concrete action to protect the environment.

Francis DOBLIN, President of FRUEHAUF



