

Industrial Tractors...Equipment...

# JOB REPORT

## MARINA WITH A NEW TWIST Owner gives economical "Instant Service" with International 340 Tractor and Fork Lift



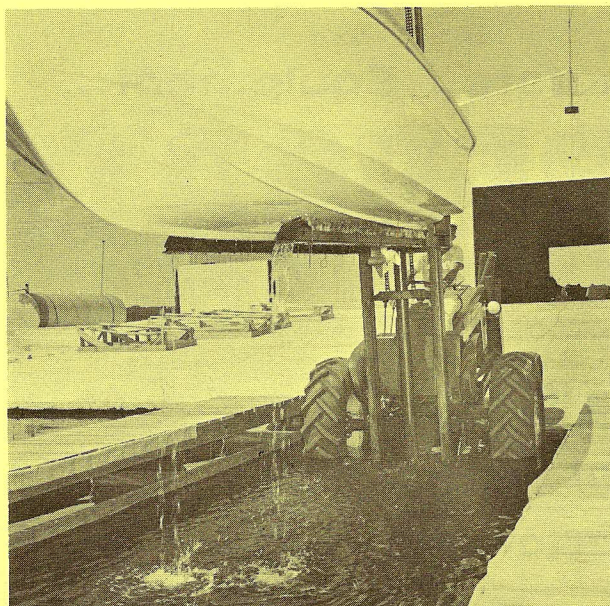
The proud new boat owner called; he was bringing a party of five to the marina, but his boat was in storage and he would arrive in less than five minutes. Five minutes later, the party walked down the slip... to the waiting boat, sitting in the water. Before he and his friends had finished loading his boat, the brawny International 340 tractor equipped with an International Harlo fork lift had moved back to the warehouse, picked up another 16 foot runabout with 45 ph motor attached, and was depositing it in the next slip... just 98 seconds later.

The shrewd originator of this idea, O. L. "Swede" Ericson, had never been in the marina business before ... until he started in 1954 at Shalimar, Florida. After 18 years of flying for the Navy and TWA, this big, soft spoken man from Minnesota, who knew nothing of the "rules" of marinas, hit upon the absurdly simple idea of fork lift marinas, and had perfected it with almost the same speed he arrived at the idea.

Dry boat storage, though not a new idea,

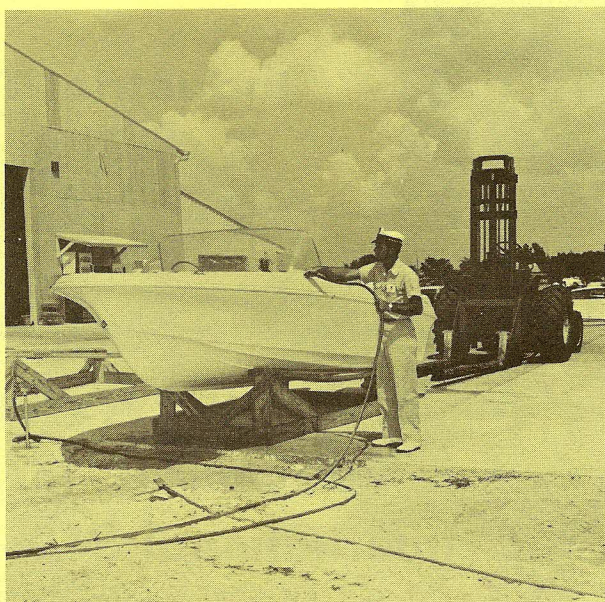
**Fork Lifts**



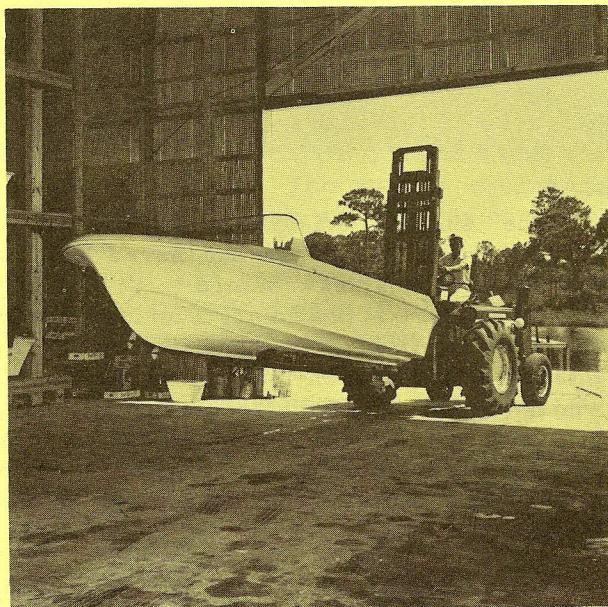


has been perfected by Ericson to such a point, with the incorporation of fork lift tractors at marinas, that small boat owners find the sport of boating has increased in enjoyment many times over.

In this unique operation, a boat is lifted from the water on padded fork extensions, wheeled over to a wash rack where the boat and hull are washed free of damaging salt water. This step alone saves the owner many hours of work. Then the boat is moved to a giant storage shed and rested on padded racks. This eliminates the cost of



trailer a boat and much of the damage that can occur in launching and returning the boat to the trailer. Lapstrake and wooden bottom boat owners, particularly, have this trouble. In the storage building, the boats are protected from the weathering elements, wind, sun, etc. And the whole operation frees the owner from cluttering his garage or car port. In fact, his boat is treated far better than he could treat it. And the ease and speed of the operation virtually eliminates the cost of individual boat handling fees. The entire operation can be done by one man.



From Ericson's point of view, it is especially profitable, too. He has a low investment of storage buildings, being able to stack his boats, and he eliminates the huge cost of a large harbor storage area. All he needs is a few slips for launching. Actually, the cost of the storage to the boat owner is so low, that many choose to leave their boats in storage even through the ordinary seasonally slack periods of boating. Besides this, he has a dealership of new boats and can demonstrate any boat in the water in a matter of minutes.

Not long before 1954, Ericson decided to enter the marina business. A better decision was never made! He had conceived the fork lift idea and after a thorough investigation decided to go ahead. He first employed a fork lift truck but he soon de-



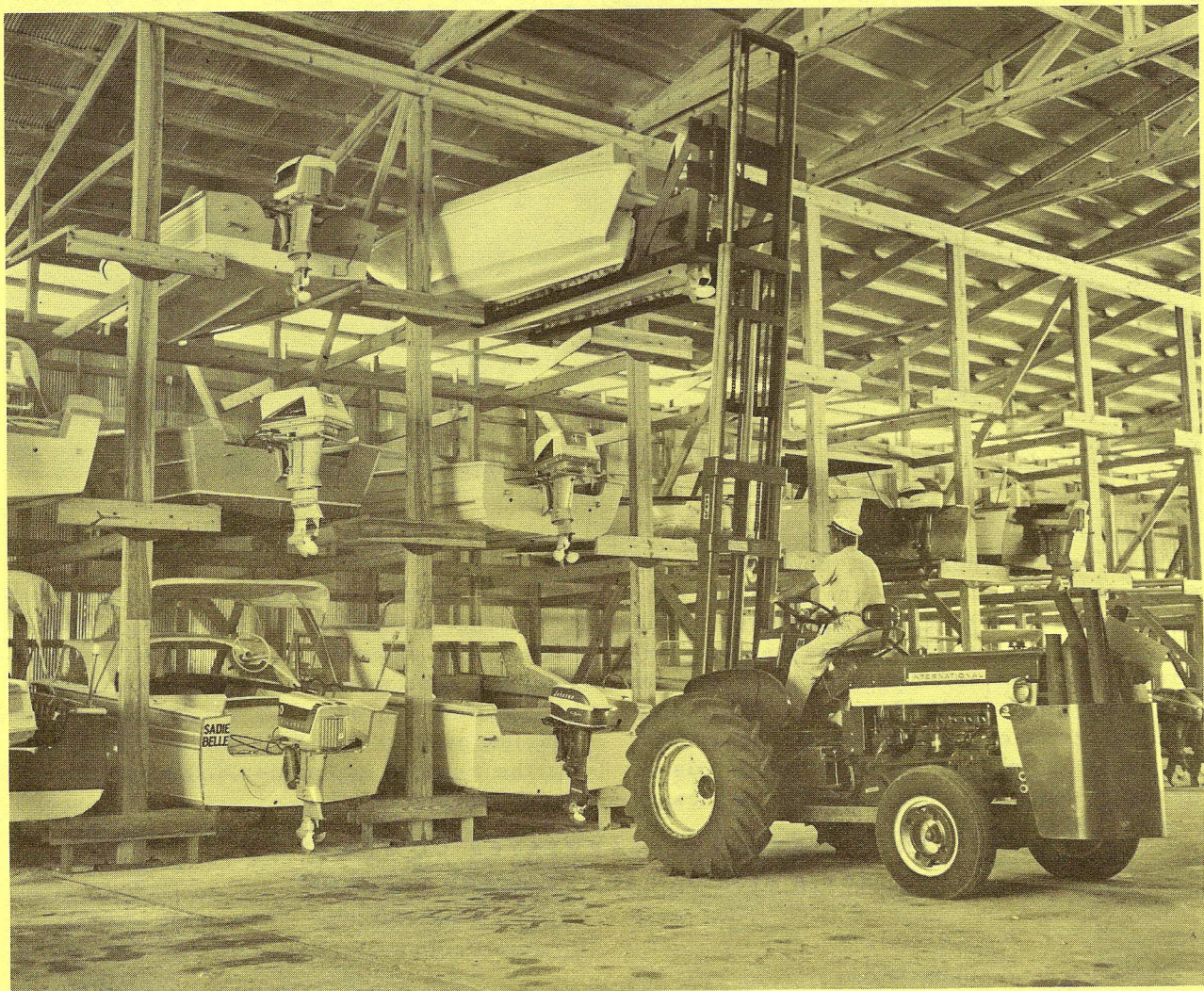
cided upon the International 340 Tractor and Harlo Fork Lift as the solution to his problems. The tractor's maneuverability and dependability did much to sell him. But he also found it more economical to operate... getting more work done easier...faster.

He rigged up I-beam and bracing forks onto the existing forks, extending the length to handle boats up to 25 feet. Then, padding the fork bars, he built 3 tier levels in the warehouse and padded all contact surfaces on the racks with heavy materials to completely protect the boat hulls. The slips were constructed and wash racks built nearby to facilitate service. Then he was in business! What else could he name it but the Miracle Strip Marina. It opened to an immediate success.

Now, Ericson can take care of 40 to 50 boats an hour. Climbing aboard the International 340, he runs into the shed, eases

the elongated fork into position and gently touches the hull. Shifting positions gently for proper contact with the hull, he deftly raises the boat a foot or so off the rack. Then he backs up his precious cargo, swings the International 340 around and lowers the boat to several feet off the ground. He heads out to the slip. With the International's big rear wheels that allow the tractor to go farther out into the water, he backs down the ramp into the water until the improvised bracket on the tractor hooks to the edge of a "catching block" on the ramp. Then he lowers the lift into the water until the boat floats freely. The boat is moved forward, the lift raised for traveling, and the whole cycle is again carried out. The entire operation may take an average of 2 minutes...with as little as 35 seconds average time from shed to water.

Ericson charges a monthly fee of \$10 to







\$12 for the boat storage. This is a fraction of the cost of other yards, considering the services involved. This charge covers the storage and launching (any number of times) of a boat. His handling costs per unit are almost nil, and he eliminates the huge cost of a large store or display room. He is able to display any of his new boats or motors in the water...in just minutes. And this in itself is quite an attraction that brings in

extra customers.

This deluxe service is so saving of boat hulls and painting, so rapid with in-the-water boat placement, so attractive to prospective customers of new boats and motors ...as well as being so economical to the marina owner, that Ericson is already well on the road to top money and a mushrooming business.

**INTERNATIONAL HARVESTER COMPANY**  
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