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Vol. 12, No. 6, 1988 \$2.00

BED, TAILGATE DROP DOWN FOR DRIVE-ON LOADING World's Handiest Pickup

By Harold M. Johnson, Editorial Director

You don't have to lift a finger to load the world's first and only drop-bed pickup. The bed and tailgate lower hydraulically to ground level for easy, drive-on loading. Once loaded, you simply flip a switch to raise the bed back up and off you go down the road.

"It's the perfect light-duty pickup for farmers," says Bob Honan, president of Kelpie Industries, North American manufacturer and marketer of the new-style pickup, designed and developed in Austra-

Called the Kelpie Kargo, it's slated for full-scale production next summer at a new \$50 million factory at Monterrey, Mexico, which is being "tooled up" to produce 20,000 of the new vehicles within the first 12 months, according to Honan. "We're now in the process of setting up Kelpie dealerships throughout the U.S. and expect to have our marketing program in place and ready to go when the first production models roll off the assembly line next summer."

Both the rear axle and differential have been eliminated to allow the bed to move up and down a total of 11 in. for "liftless" loading. On production models, the box, which doesn't have any space taken up by fender wells, will be 8 ft. long, 51 in. wide and 32 in. deep. It'll have 90 cu. ft. of capacity, and a payload capacity of 1,800 lbs.

A 12V electrically-operated pump powers two cylinders which raise and lower the bed. The on-off switch for controlling the lift is tied to the truck's ignition to ensure safe operation. If the bed isn't fully upraised, the pickup's engine won't start. It

(Continued on next page)



The rear axle and differential have both been eliminated to allow the bed of the pickup to move down flush with the ground. The pickup has 90 cu. ft. of capacity and a payload capacity of 1,800 lbs.

THÌS ISSUE: Ag World

Order Form For New Subscribers -p. 36

- 2 Car wheel pto drives grain augers
- 3 "Mini" working chute for small calves
- 4 Farmer-built double rake hitch
- 5 Study reveals hybrid seen corn pedigrees
- 6 Old silo blower makes great snow blower

- 22 Owner's report on best, worst tractors
- 25 "Man mover" for Harvestore silo
- 28 12-row head for Case-IH tractors
- 29 Vermeer introduces new ear corn picker
- 32 Insect detector for grain bins
- 21 Repowered Deere 8630 runs "better than ever" 36 Old combines turned into loader tractors

27 First-of-its kind grain cart doubles as aerator, feed mixer