



Have You Seen This Truck?

by Sam Graybill, Jr.

If not, stay on the lookout. Wayne-Dalton Corporation of Mt. Hope, Ohio, has 40 such outfitted big rigs roaming the highways of America.

One of the largest manufacturers of overhead garage doors in the world, this corporation, which began in a weathered garage in the small, farmland laden town of Mt. Hope, currently has 13 facilities in the U.S. and Canada.

One method of advertising chosen to grab the attention of homeowners is the "rolling billboard".

Advertising spokesperson Richard "Al" Karn of the hit television series "Home Improvement" is depicted on the sides of the trailers. Gracing the rear trailer doors is the picture of a partially pulled down Wayne-Dalton door revealing the tail end of a red Mustang convertible. With the size of these trailers, the rear pictorial appears very lifelike.

Another 40 rigs use a red Corvette in place of the Mustang. We're willing to bet, however, that the Mustang version garners the most attention.

If a big rig is just too big for your taste, Wayne-Dalton has a 1/64 scale model of the truck which is produced by Winross.

For additional information on Wayne-Dalton products contact:

Wayne-Dalton Corporation
One Door Drive
Mt. Hope, OH 44660
(330) 674-7015 or
(800) 827-DOOR

Wayne-Dalton Corporation has very cleverly chosen to use the Ford Mustang in their garage door advertisements. Out of a total of 80 "rolling billboards", 40 depict the tail end of a red convertible. No doubt many motorists have been fooled into believing the Mustang is the real thing.

