

LEAD INDUSTRIES ASSOCIATION

292 MADISON AVENUE

NEW YORK 17, N. Y.

October 11, 1960

SUBJECT: "BIRDIE" ELECTRIC CAR

To Members of the Lead Industries Association:

We are enclosing a brochure describing the new "Birdie," a one-man, one-battery car for in-plant personnel transportation. One charge of its heavy-duty lead-acid battery powers the car for 10 miles and an overnight 110 volt recharge has it ready for the next day. Top speed is 5 miles per hour.

In addition, though the brochure does not mention it, the "Birdie" can be supplied with a detachable trailer capable of carrying about 500 lb. The quoted price for the trailer is \$59.50, F.O.B. Easton, Penna.

If this type of in-plant transportation is being considered by your organization, we sincerely hope that you will look into the feasibility of this lead-acid battery-powered vehicle. If not, perhaps you can bring them to the attention of others who may have need for a vehicle of this kind.

As an added incentive, do not overlook its potential on the fairways as a one-man golf car.

Sincerely yours,

David M. Borcina
David M. Borcina

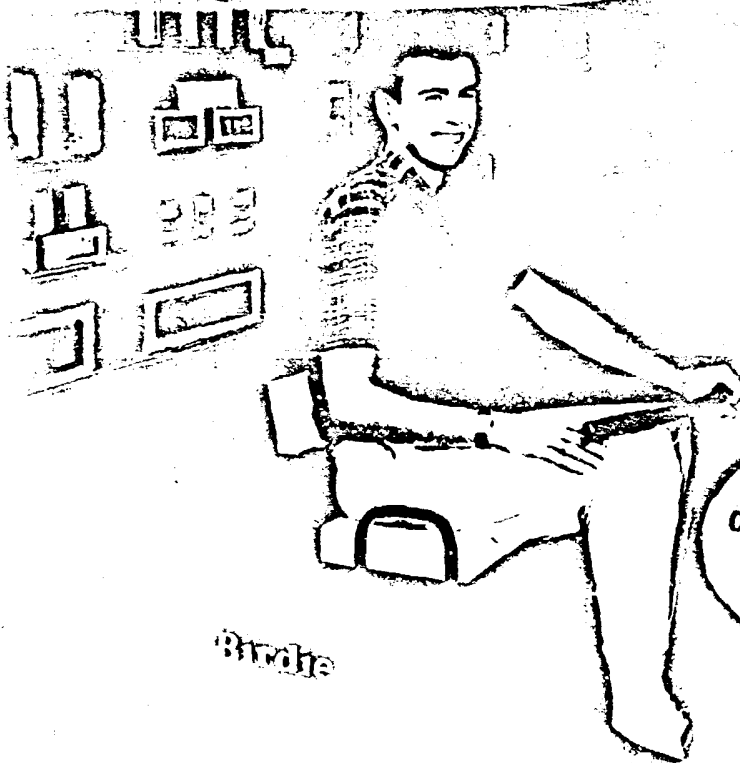
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1000 AIRMAIL 10/11/60

those long trips
in and around the plant!

NEW LOW COST ONE-MAN
ONE-BATTERY ELECTRIC CAR

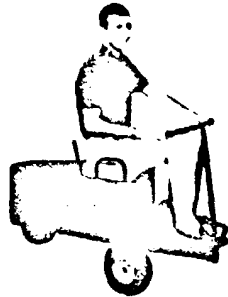
TRAVELS 10 MILES ON ONE CHARGE



Birdie

only \$395

complete with battery and
charger. Nothing more to
buy. No extras, no
accessories.



NEW **Birdie** ONE-MAN, ONE-BATTERY CAR

The perfect, compact car for "long hop" transportation in

**FACTORIES • WAREHOUSES • LUMBER YARDS • REFINERIES •
NURSERIES • MILLS • GARAGES • GARDEN APARTMENTS •
PARKS • AIRPORTS • CONSTRUCTION PROJECTS • HOSPITALS**

Why walk when it pays you now to ride the new Birdie, one-man, one-battery electric car in-plant or around the plant. Speed up your chores. Make many more productive trips every day. Put the burden on Birdie and not on your feet.

The compact, lightweight Birdie car (it weighs just 181 pounds) is perfect for virtually every business, every industry. Its initial cost is lower than any comparable electric car; its maintenance costs run into pennies. And the time and energy it saves you will more than repay your modest investment many times over.

Versatile is the word for the Birdie electric car. Rugged enough to carry the burliest driver plus up to 100 pounds of tools, equipment or

stock! One charge of its big, heavy-duty battery powers the Birdie car for 10 miles and an overnight 110 volt recharge has it ready for the next full working day. It's a slim 35" wide, too, so you'll have no trouble with the narrowest aisles, the sharpest corners, the tightest spots. This ground-hugger stands a safe 5' off the ground, has a safe speed limit of 5 miles per hour and operates with foot switch and foot brake.

The Birdie car is driven by a single rear wheel, no heavy transmissions and differentials; there are relatively few parts to maintain. The car has a direct belt and chain drive for complete control.

Perfect for:

**Plant Executives • Supervisors • Foremen • Maintenance Men • Spot Checkers
• Janitors • Quality Control Men • Inspectors • Collectors • Visitors**

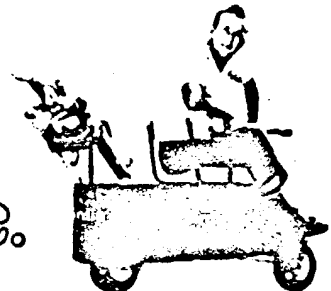


**Great
Idea!**

You can use the Birdie
as a one-man golf car
on the Fairways!

Birdie Co., Inc.

393 SPRINGFIELD AVENUE • SUMMIT, NEW JERSEY



Your Local
Birdie
Dealer is: