

LEAD INDUSTRIES ASSOCIATION, INC.

332 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

ON 5-0000

April 21, 1966

SUBJECT: CAMPAIGN FOR MOTIVE
POWER BATTERIESTo Members of the Industry Development Committee
of Lead Industries Association, Inc.:

Recently, there have been several happenings which we feel are significant pertaining to the above-mentioned program, as follows:

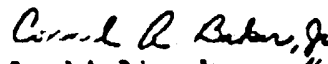
The writer received a call from the construction head of a major communications firm stating that he had seen our ad in BUSINESS WEEK on personnel carriers. Could we advise him as to who is in the business and how to learn more about such vehicles? We could and did. As a result, a company to which we referred the call is now about to close a sale of 20 small personnel vehicles, with at least 10 more in prospect for this new plant.

The New York representative of a major industrial battery manufacturer came to our offices and discussed the problem with the writer of how to cope with competition in bidding on some new fork lift trucks for a mid-south plant of a well-known paper manufacturer. He had no idea as to power rates in the area, so we called the power supplier involved, discussed rates as applied to the customer, and subsequently came up with an estimated operating cost tailored to the situation. Result: deal closed for 5 industrial batteries to power as many lift trucks.

The managing director of a medium-size research organization was in our office recently and revealed that he was about to build a new plant, location undisclosed, of about 200,000 sq. ft. and was interested in learning more about the automated (tape controlled) truck system he had read of in the current issue of LEAD. We gave him information and have referred the matter, with his permission, to the two companies making such equipment.

While the above incidents represent no great tonnage in lead, in themselves, we feel that these and similar instances of which we are aware, are just the "part that shows above the surface." This is further bolstered by the fact that we recently exhibited our battery plan at the Edison Electric Institute sales conference -- at their invitation and at no space cost. Also, we note a definite acceleration in cooperation from truck and battery manufacturers.

Very truly yours,


Cornel A. Baker, Jr.


CB:ms

Look Ahead with Lead