



Lead Industries Association, Inc.

292 Madison Avenue

New York, N. Y. 10017

Telephone: (212) 679-6020

July 3, 1968

SUBJECT: LIFT BETTER ELECTRICALLY

To Members of the Lead Industries Association, Inc.:

Prominent in the LIA budget for 1968 is a program intended to further the interests of lead-acid battery powered industrial trucks.

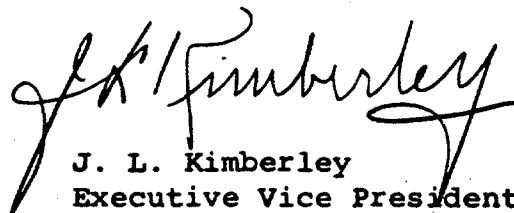
The tools to be used include a 14-minute 20-second film created specifically for the purpose, entitled "Lift Better Electrically", and appropriate literature to accompany the film in promotional showings.

The film and literature are now ready.

We would welcome you or your delegate at the first substantial showing here in New York at Johnny Victor Theatre, 40 West 49th Street, New York, N.Y. 10020, on July 25, 1968 at 4:00 P.M. at which time we will show the film and discuss the literature and the way we propose to use it. Perhaps of equal importance, we hope to emphasize the arguments that your company should be using electrical lift trucks in its various plants to the maximum extent possible. It is our conviction that many of your needs for industrial material and personnel movement would be handled more efficiently and economically over the long run by lead-acid battery power.

Please advise at your early convenience whether you will attend.

Sincerely yours,


J. L. Kimberley
Executive Vice President

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