



Lead Industries Association, Inc.

282 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 679-0200

August 23, 1971

SUBJECT: POKE TRUCK "ROUNDS"

TO: ALL MEMBERS OF LIA INDUSTRY DEVELOPMENT COMMITTEE

Dear Mr. _____

The enclosed invitation and return card announces two fork truck shows about to happen in the New York metropolitan area, one of which you might like to attend. Just fill out the card and drop in a mail box and see for yourself -- please let me know which show you plan to attend.

As you know our industrial battery program has featured this type of promotion around the country, and here is an opportunity to see one for those of you located in the New York - New Jersey area.

These programs are largely instigated and planned under our auspices although we do not participate directly with financial support. However, Connel Baker, LIA Staff, assists in the planning and staging of most of these "shows". In spite of the widespread talk about power shortages, most utilities are actually increasing their promotional activities in this "off-peak" use area, and we are busy planning for a number of seminars and exhibits.

Hope to see you there.

Sincerely,

DAVID M. BERCINA
Secretary, Treasurer

DMB:lp
Encl.