

LEAD INDUSTRIES ASSOCIATION, INC.

202 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 6-6026

June 18, 1964

SUBJECT: PROMOTIONAL CAMPAIGN FOR
MOTIVE POWER BATTERIES

To Members of the Lead Industries Association, Inc.:

A second advertising and promotional campaign to increase the use of battery power for industrial trucks, personnel carriers, and other vehicles is being carried on this year by the L.I.A. The attached folder tells the complete story and we urge that you study it carefully. Many members may well be in a position to benefit from battery power where they are not using it now, and many might be in a position to help us get the message across through distribution of ad reprints and literature to their sales forces, distributors and customers.

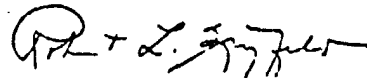
The attached folder, with appropriate covering letters, is being sent to executives of electric utility companies, industrial truck manufacturers and industrial battery manufacturers to elicit their cooperation, too, because of their mutual interest in this market. In addition the Industrial Truck Association again gave us the opportunity of presenting the program in person to their members.

The response to our request was more than gratifying. Public utility companies, and manufacturers of industrial trucks and batteries distributed to their sales people, distributors and customers 22,000 of our booklets and 13,000 reprints of our ads.

We believe that, with the cooperation of all interested parties including our own membership, this campaign can be a means toward considerably larger consumption of lead in the form of metal and oxides as used in storage batteries.

Won't you help and let us hear from you?

Very truly yours,



Executive Vice President

RLZ:bd
Enc.

Look Ahead with Lead

How to get \$1's worth of in-plant hauling for 60¢

No tricks. We mean better hauling. Safer. Cleaner. Odorless. And quiet. Faster, too, on typical in-plant runs. And we're talking over-all savings: fuel, maintenance, amortization—the works—based on detailed long-term studies, not just a single case-history which could be only a fluke. We are talking battery-powered trucks.

On top of the virtues mentioned, battery-powered trucks are easy to operate, maneuverable in tight places. There are sizes and models to handle any kind or size of load—under all sorts of conditions (including many no other truck can cope with!) And today's lead-acid batteries, costing only 1/5 more than those of 1950, have an average life-span half again as long—and pack 70% more energy in the same space.

"Going electric" on your in-plant hauling can save you, on the average, \$1000 a year per truck. Want documented proof from plants doing your kind of hauling? Want an "Industrial Truck Cost Calculator" that will give you comparative figures on battery trucks versus others...in your situation...and in five minutes? Using electrics now but want detailed information on latest specialized types? Any or all of this data is yours for writing to: Lead Industries Association, Inc., Dept. P-4, 292 Madison Avenue, New York, New York 10017.



Look Ahead with Lead

This advertisement is appearing in:
Business Week—May 1, 1964
Factory—April, 1964
Material Handling Engineering—March, 1964

Where else can you buy power for industrial trucks at pre-Pearl Harbor prices?

...and buy all the maintenance needed on a pre-war budget or less. AND get yourself a bonus on top of that in safe, clean, quiet, odorless operation. In speed, too, in most situations. Where else but in modern trucks that run on battery power!

No place else and here's why: While the cost of most power has risen, the kind you get from wall sockets in your plant runs you just about the same as it did 20 years ago. And the batteries that store it actually cost you less, all things considered. Lead-acid batteries costing only 1/5 more have an average life span 50% greater than those of 1950—and pack 70% more energy in the same space.

Why is maintenance cheaper, too, with battery-powered trucks? Simpler moving parts and fewer of them. Typical savings reported over other trucks: 75% savings in maintenance parts, 60% reduction in maintenance labor.

Over-all savings of \$1,000 a year per truck are not uncommon in plants that have switched to battery trucks from others. You can find out in five minutes the savings they'll make in your plant...with our "Industrial Truck Cost Calculator." For free copy address: Lead Industries Association, Inc., Dept. P-2, 292 Madison Avenue, New York, New York 10017.



Look Ahead with Lead

This advertisement is appearing in:
Business Week—March 21, 1964
Factory—May, 1964
Material Handling Engineering—April, 1964

How to maintain industrial trucks for \$61 a year instead of \$322

One plant made a 5-year study to prove it can be done. Many others since have done as well or better. And savings like \$261 per truck per year—on repairs and maintenance only—are just a part of the bonus these plants have enjoyed since switching to battery-powered trucks.

Operating costs are lower, too, with battery-powered trucks. About 60% as much, it's been shown again and again, as for trucks using other power. And you can put your own figure on safety, quietness, and cleanliness. Electrics do not give off odors, noise and heat. They're fast on in-plant runs. They come in types and sizes for hauling everything from a one-man maintenance crew to loads upward of 50 tons. And today's lead-acid batteries, costing only 1/5 more than those of 1950, have an average life-span half again as long—and pack 70% more energy in the same space!

Lots of plants have found savings of \$1000 a year per truck by switching to electrics. You need not run a 5-year study to check it out. Nor accept any figures on savings at somebody else's plant. It will take you only five minutes to learn what electric trucks can save in YOURS. Write for "Industrial Truck Cost Calculator"—yours for the asking from Lead Industries Association, Inc., Dept. P-3, 292 Madison Avenue, New York, N. Y. 10017.



Look Ahead with Lead

This advertisement is appearing in:
Business Week—April 11, 1964
Factory—March, 1964
Material Handling Engineering—May, 1964

The most modern in-plant "taxis" charge 1950 fares

At today's man-hour rates, walking is by far the costliest way to get people from here to there even in smallish plants. So no kind of powered carrier for personnel—whether maintenance man or plant-touring VIP's—is quite the "luxury" it may at first appear. Such carriers don't cost, they PAY. And the kinds that pay you most are the kinds that run on modern battery power.

One user, for instance, estimates that his three battery-powered maintenance carts save 375 hours of travel time a year...and that each year the trucks pay back just about their full initial cost!

One reason for savings like these is that today's lead-acid batteries, costing about 1/5 more than those of 1950, have an average life-span half again as long.

With battery-powered in-plant vehicles more efficient than ever before and cheaper to operate, giving wheels to your people is a step not to be overlooked in your plant automation plans.

Investigate the many specialized models available today—to speed plant guards silently about, to move trouble-shooters and their gear more quickly from place to place, to cut wasteful in-transit time in dozens of other ways. Learn more about the economical battery-powered carriers best suited to your needs. Write for free copy of the new "Picture Book of Power Batteries." Lead Industries Association, Inc., Dept. G-10, 292 Madison Avenue, New York, New York 10017.



Look Ahead with Lead

This advertisement is appearing in:
Business Week—October 17, 1964
Factory—October, 1964
Material Handling Engineering—October, 1964

Lifting in-plant loads to 50 tons? You can cut the cost 40%!

Case histories by the dozen prove it can be done. And in every single instance there's been a three-way bonus: In safety, quiet, freedom from heat and odors. In speed, too, very often.

All this has happened in too many plants, with too many kinds of hauling, to suggest that your plant's an exception. Tell your electric truck dealer what kinds of loads you're hauling. Odds are he'll come up with a model that will enable you, too, to slash in-plant hauling costs a hefty 40%. Unless, of course, you have already changed over to battery-powered trucks.

Yes, electrics handle bigger loads than ever, save more money today on any size of load. One reason is the new lead-acid batteries. Up only 1/5 in cost over those of 1950, they have an average life-span half again as long.

Many plants get savings of \$1000 or more a year per truck by switching from other trucks to modern electrics. You can figure in five minutes the kind of money they'll save in your particular setup. Our "Industrial Truck Cost Calculator" will help you do it. For your own free copy—plus answers to any battery-power questions you'd like to ask—drop a line today to: Lead Industries Association, Inc., Dept. P-5A, 292 Madison Avenue, New York, New York 10017.



Look Ahead with Lead

This advertisement is appearing in:
Business Week—May 23, 1964
Factory—June, 1964
Material Handling Engineering—June, 1964

How to haul on steepest in-plant grades at 50% lower cost

Up and down grades of 7% with 5-ton loads, a "show me" management tested industrial trucks of both popular motive power types. Both types made the grade, in one sense—but the trucks that made the most sense in the long run were battery-powered models.

Now in use for several years by this once-skeptic firm, these electrics have brought documented savings which parallel those of many another user: Fuel costs cut in half . . . cost of maintenance parts slashed 75% . . . maintenance labor reduced by 60%.

Tell your electric truck dealer what grades your trucks will be climbing. He'll deliver a model that will handle any slope that any truck can stick on . . . and with a healthy bonus in clean, safe, quiet, odorless operation.

More than ever today, on slope or flat, battery-powered trucks are your best bet. Lead-acid batteries costing only 1/5 more than those of 1950 have an average life-span half again as long.

Savings of \$1000 or more a year per truck are not uncommon in plants that have made the switch from other trucks to electrics. You can find out what they'll save YOU in five minutes . . . with our "Industrial Truck Cost Calculator." For your free copy address: Lead Industries Association, Inc., Dept. G-9, 292 Madison Avenue, New York, New York 10017.



Look Ahead with Lead

This advertisement is appearing in:
Business Week—September 5, 1964
Factory—September, 1964
Material Handling Engineering—September, 1964

You don't sacrifice quiet and safety to get industrial trucks that will work your shifts, your grades

The facts are simple, few, demonstrable: You can get full-shift performance from any good truck today—8, 10, 12 hours, you name it. And frankly, any type truck can be built to take any grade that any other type will. Just let the truck-maker know what your job requirements are (some people don't, oddly enough). Electrics can be provided to meet your specialized needs, and at little extra initial cost. If quiet and safety also matter, then you have a decisive case in favor of battery-powered trucks.

Think of long term economy, too. The cost of most power has soared—but the wall-socket fuel used by battery trucks costs about the same as it did 20 years ago. The lead-acid batteries that store it actually cost you less, all things considered. Priced only 1/5 higher than those of 1950, they have an average life span half again as long—and pack 70% more energy in the same space!

Maintenance costs are lower with battery trucks. Typical savings reported over other types: 75% in maintenance parts, 60% and more in maintenance labor.

Over-all savings of \$1000 a year per truck are common in plants that have switched to modern electrics. What will they save in yours? Find out in five minutes with our "Industrial Truck Cost Calculator." For free copy write: Lead Industries Association, Inc., Dept. G-11A, 292 Madison Avenue, New York, New York 10017.



Look Ahead with Lead

110

This advertisement is appearing in:
Business Week—November 7, 1964
Factory—November, 1964
Material Handling Engineering—November, 1964

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 8-4020

CAMPAIGN FOR MOTIVE POWER BATTERIESPURPOSE

The purpose of this campaign, launched in April, 1963, and continuing through 1964, is to increase the use of storage batteries as a source of electric power for industrial trucks, personnel carriers, other vehicles, appliances, tools and other equipment. While the funds for this program are being supplied by lead producers with the expectation of increasing the use of lead in storage batteries, it is hoped that cooperation in reaching the right people can be obtained from industries with a mutual interest such as electric utility companies, manufacturers of electric vehicles and equipment, and manufacturers of storage batteries. Based on an estimated average elective power consumption by one electric industrial truck of 7,500 KWH per year, the following table shows the approximate number of some other appliances required to consume the same amount of electricity. Since most of the power for recharging batteries is in the off-peak load hours of 6 P.M. to 6 A.M., another column shows the number of such appliances required to net a profit to the utility company equivalent to that from one electric industrial truck. Here is the program and what you can do to help.

COMPARISON OF ELECTRIC LOADS

Appliance	Con- sumption in Kw.-Hours per Year	Number Required for 7,500 Kw.-Hr.	Number of Sales Required for Net Profit Equal to One Industrial Truck
Electric Indus. Trucks	7,500	1	1
Ranges	1,500	5	20
Refrigerators	864	9	36
Fans	31	242	768
Percolators	41	177	708
Toasters	375	200	800
Washing Machines	20	375	1,500
Vacuum Cleaners	35	300	1,200
Flatirons	67	112	448



Look Ahead with Lead

-2-

ADVERTISING

A space advertising program designed to convince top and middle management, operating and supervisory personnel, and material handling engineers - all those who have a voice in deciding on the type of equipment their company will employ - has been prepared. The schedule follows:

<u>Magazine</u>	<u>Insertions</u>		<u>Circulation</u>
	<u>Number</u>	<u>Size</u>	
Business Week	7	2/3 page	412,174
Factory	7	2/3 page	71,698
Material Handling Engineering	7	2/3 page	48,509
Total	21	2/3 page	532,381

This adds up to a total of nearly 3,750,000 individual advertising messages advocating electric industrial trucks that L.I.A. is making in 1964.

These ads are scheduled for the following dates:

Business Week	Mar. 21, Apr. 11, May 2, May 23, Sept. 15, Oct. 17, Nov. 7
Factory	March, April, May, June, September, October, November
Material Handling Engineering	March, April, May, June, September, October, November

Preprints of these ads are enclosed.

DIRECT MAIL

We have reprinted and have available for distribution the 12 page brochure, "Industrial Trucks, What They Cost to Own, to Operate, to Maintain." This has proved so popular and effective, with well over 100,000 already having been distributed, that no consideration was given to replacing it with a new piece. However, we have also added a new 12 page brochure, "Picture Book of Power Batteries," which presents the great variety of ways in which batteries can be used to supply power and the infinite variety of battery powered trucks, vehicles and appliances that are available. L.I.A. has already given this new brochure an initial circulation of about 8,000 copies. Both booklets are offered through this advertising campaign as well as through another L.I.A. campaign to design engineers. The 12 page L.I.A. quarterly house organ LEAD also carries regularly stories about battery power to another 50,000 people.

-3-

HOW YOU CAN HELP

We believe this campaign can be of greatest benefit to all concerned if utilities, truck and battery manufacturers help us get the most effective distribution of our message. Preprints of the ads and copies of the literature, with an explanation of the program, should be put in the hands of all your sales force and distributors and they should be encouraged to put them in the hands of prospects for this kind of power. You can make mailings of the ads and brochures to your own lists of people who would be interested. We are absorbing all the advertising cost and cost of preparation and initial printing of the brochures as well as giving wide distribution of this material ourselves. We can offer you this material for further effective distribution of your own at the following nominal prices:

Preprints of each ad	\$ 3.00 per hundred
Industrial Truck Brochure	10.00 per hundred
Picture Book of Power Batteries	16.00 per hundred

You can also keep us informed of new and interesting developments in battery power, cost studies, applications and other information that will be useful in the preparation of future advertising, brochures and publicity.

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

First printing 12/20/63

DIRECTORY OF BATTERY POWERED VEHICLES AND APPLIANCES

This directory is a selective list of manufacturers of vehicles, tools, and appliances powered by lead-acid batteries. In some cases other types of batteries are furnished unless lead-acid is specified, but all the devices covered by this list are or could be powered by readily available lead-acid batteries.

Because of the rapid growth of the field of tools and appliances of this sort it has been impossible to list all the battery powered equipment now available. No doubt there are also many other manufacturers of industrial and other battery powered vehicles. Future revisions of this directory will attempt to include all of these. To this end the Lead Industries Association solicits any information about products of all sorts which employ lead-acid batteries. Changes and corrections to this directory will also be welcomed.

The manufacturers are listed for products of seven categories:

- 1—Industrial and plant trucks including all the conventional lift and pallet type trucks with special attachments for coils, ladles, etc., and also general purpose trucks
- 2—Personnel carriers and golf carts
- 3—Special purpose vehicles including street delivery trucks, ambulances, fire carts, henhouse feeders and similar vehicles not primarily concerned with transporting people or loads of a general character.
- 4—Tools and appliances
- 5—Miscellaneous
- 6—Industrial lead-acid batteries
- 7—Battery charging equipment

Look Ahead with Lead

INDUSTRIAL AND PLANT TRUCKS

Allis-Chalmers Mfg. Co.
Box 312
Milwaukee 1, Wisconsin

American Pulley Company
Division of Universal American Corp.
4200 Wissahickon Avenue
Philadelphia, Pennsylvania

Automatic, a Division of
The Yale & Towne Mfg. Co.
101 West 67th Street
Chicago 20, Illinois

Baker Industrial Truck
A Division of Otis Elevator Co.
P. O. Box 5579
Cleveland 1, Ohio

Barrett-Cravens Co.
630 Dundee Road
Northbrook, Illinois

Clark Equipment Company
Industrial Truck Division
Battle Creek, Michigan

The Colson Corporation
7 South Dearborn Street
Chicago 3, Illinois

Crown Controls Corp.
46-W. South Washington St.
New Bremen, Ohio

The Elwell-Parker Electric Co.
4205 St. Clair Avenue
Cleveland 3, Ohio

Laher Spring & Electric Car Corp.
2615 Magnolia St.
Oakland, California

Lewis-Shepard Products, Inc.
125 Walnut Street
Watertown 22, Mass.

Lift Trucks, Inc.
2425 Spring Grove Avenue
Cincinnati 14, Ohio

The Raymond Corporation
Greene, New York

Revolator Company
North Bergen, New Jersey

Tommotor Corporation
16100 Snell Avenue
Cleveland 12, Ohio

Victor Compression Corp.
Electric-Car Division
3900 N. Rockwell Street
Chicago, Illinois

Yale & Towne Mfg. Co.
Yale Materials Handling Div.
11000 Roosevelt Blvd.
Philadelphia 15, Pa.

PERSONAL CARRIAGES AND GOLF CARTS

Cushman Motors
Lincoln 1, Nebraska

McZ-Go Car Division
Textron, Inc.
P. O. Box 388
Augusta, Georgia

Electric Marketter Mfg. Co.
2195 W. Highway 99
Redlands, California

Electro-Motive Ind., Inc.
2527 Matthews
Memphis, Tenn.

Menney Motor Division
National Union Electric Corp.
Center & Buck Street
Canastota, New York

Laher Spring & Electric Car Corp.
2615 Magnolia Street
Oakland, California

Toro Mfg. Corp.
3016 Snelling Avenue
Minneapolis, Minnesota

SPECIAL PURPOSE VEHICLES

Battronic Truck Corporation
 9675 Rising Sun Avenue
 Philadelphia 20, Pennsylvania

Cushman Motors
 Lincoln 1, Nebraska

E-Z-Go Car Division
 Textron, Inc.
 P. O. Box 388
 Augusta, Georgia

Electric Marketeer Mfg. Co.
 2195 W. Highway 99
 Redlands, California

Electro-Motive Ind., Inc.
 2527 Matthews
 Memphis, Tenn.

Henney Motor Division
 National Union Electric Corp.
 Center & Buck Street
 Canastota, New York

Highway Products, Inc.
 Kent, Ohio

Laher Spring & Electric Car Corp.
 2615 Magnolia Street
 Oakland, California

Lektro, Inc.
 P. O. Box 813
 Astoria, Oregon

Victor Comptometer Corp.
 Electric-Car Division
 3900 N. Rockwell Street
 Chicago, Illinois

TOOLS AND APPLIANCES

Little Wonder, Inc.
 Div. of Schiller-Weiffer, Inc.
 1029 Street Road
 Southampton, Pennsylvania

Rockwell Manufacturing Co.
 Forter Cable Div.
 Pittsburgh 8, Pennsylvania

Russell-Harrington Cutlery Co.
 River Street
 Southbridge, Massachusetts

Smil Corporation
 5039 Elston Avenue
 Chicago 30, Illinois

Sony Corporation of America
 514 Broadway
 New York 12, New York

MISCELLANEOUSCaddy

Toro Mfg. Corp.
3016 Snelling Avenue
Chicago 30, Illinois

Winch

Winona Products Corporation
Winona Lake, Indiana

INDUSTRIAL LEAD-ACID BATTERIES

The Electric Storage Battery Company
Exide Industrial Marketing Division
Rising Sun & Adams Avenue
Philadelphia 20, Pennsylvania

C & D Battery Div.
Electric Autolite Co.
Conshohocken, Pa.

Gould National Batteries, Inc.
E-1201 First National Bank Bldg.
St. Paul 1, Minnesota

K-N Battery Company, Inc.
3555 Howard Street
Skokie, Illinois

BATTERY CHARGING EQUIPMENT

The Electric Storage Battery Company
Exide Industrial Marketing Div.
Rising Sun & Adams Avenue
Philadelphia 20, Pennsylvania

C & D Battery Div.
Electric Autolite Co.
Conshohocken, Pa.

Gould National Batteries, Inc.
E-1201 First National Bank Bldg.
St. Paul 1, Minnesota

Kearfott Division of
General Precision, Inc.
333 W. First Street
Dayton, Ohio