



AGRICULTURAL



JUNE

SUPER 55 FORK LIFT

It is suggested that most sales of the Super 55 Fork Lift come from areas where suggestions for improved material handling can be made. The 55 Fork Lift frequently replaces hand labor at a great savings to the customer, or meets the needs of a prospect who is using the smaller hard tire forktrucks to move materials several hundred feet, or over surfaces other than cement. The large pneumatic tires bear up the load where hard tire trucks cannot operate. There have been numerous instances where a hard tire truck gets stuck in a gravelled lot only to have the 55 Fork Lift come in, pick up the fork truck, put it on solid footing then return to retrieve the load the hard tire truck originally set out to get.

Here are a few suggestions of the type of operation that benefit by using the OLIVER SUPER 55 FORK LIFT —

- Lumber and building supplies to replace hand labor or conveyors for handling lumber, cement, sand and other materials.
- Cement block plant to transport fragile green blocks to curing racks without destructive shock and for fast efficient loading of cured blocks.
- Cotton gin for moving cotton bales to and from trucks, freight cars, warehouses and shipping docks.
- Construction work for handling bulk or palletized building materials and for distributing material on the job.
- Agriculture for collecting and moving loads from field, orchard or vineyard.
- Lumber production uses the unit to handle the lumber in any phase of production — from logs to finished lumber.
- Larger factories for moving material about the plant.

The Super 55 Fork Lift is not intended to replace the hard tire fork truck for jobs where operating area is restricted and aisles are narrow but rather where distances and surfaces give the 55 Fork Lift a distinct advantage.

Spend your sales effort in areas similar to those suggested, give thought to how the Oliver Super 55 Fork Lift will be profitable to your prospect and you'll find it will be profitable for you.

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"PRODUCT KNOWLEDGE FIRST - SALES NEXT"

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