



CHARLES CITY

AGRICULTURAL



JULY

"FREE-LIFT"
on
SUPER 55 FORK LIFT

Some sales resistance has been supposedly encountered due to the lack of "free-lift" on the Oliver Super 55 Fork Lift. This "free-lift" is the ability to raise the forks without increasing the tower height.

The overall height of the Super 55 Fork Lift with 10-foot tower is 90-1/2-inches and with the 8-foot tower is 78-1/2-inches - the forks in the lowered position. The average man riding the fork lift will require approximately 90-inches headroom without crouching or ducking. Thus the 10-foot unit could be operated with the forks raised so as to clear the ground and be only 92-inches overall - the 8-foot unit could be raised approximately 7-inches from ground and still maintain a 92-inch overall height. The ratio between tower height and forks is 2 to 1; the tower height increases half the amount the forks are raised.

To provide "free-lift", a shorter lift cylinder would have to be provided but then the lift height would be reduced by twice the amount the cylinder was shortened. This, of course, would be more of a REAL SALES DISADVANTAGE than not having the "free-lift".

We are certain that the many sales advantages now offered in the Super 55 Fork Lift can overcome the "free-lift" and other sales gimmicks fostered by competition. No unit on the market today has EVERY SALES FEATURE desired so it sums-up to taking advantage of our features and selling what we have. This is proven in that the same fork lift unit was sold on Ford tractors last year to the tune of *ten times* our volume.

ERK:jl
6/21/57

C - 39 19 - A20

36

"PRODUCT KNOWLEDGE FIRST - SALES NEXT"