

ams INCORPORATED

POST OFFICE BOX 5415

FRESNO, CALIFORNIA 93755

TELEPHONE (209) 226-1880

Dear Elec-Trac Industrial Dealer:

I am sending this letter to you ahead of mailing our new 3½ cu. yd compaction trailer literature and price lists, hoping that this will get your sales organization started prospecting for immediate sales by the time the balance of the sales information is in your hand.

In 1970, AMS conceived the idea of using trailer units with self-contained hydraulic compaction systems for the pickup and transportation of refuse.

Our concept is focused at the governmental agencies, multiple residential complexes, commerce and industry. We look to the organization that has a trash or refuse problem and their location. Group or company policy dictating the necessity of handling their own refuse from its origin to the ultimate disposition at a transfer station, refuse shredder or land fill disposal site.

We aim our effort at the segment of organizations which own their own fleet of pickups or trucks and who can reduce the effort and cost by being independent of a contractor or municipal refuse pickup unit.

The biggest unit potential is with the G350 electric compaction trailer for use with the General Electric Industrial Elec-Trac Tractors, material handling electric or gas industrial vehicles or the 101 various small in-plant or captive site vehicles.

This letter is being mailed to you, the industrial electric tractor dealers and supply houses, knowing that your contracts will open the greatest number of doors and the greatest sales potential in the marketing areas which I will enumerate. The market potentials which I feel should be worked diligently by your sales organizations are as follows:

1. Federal Government
 - A. Federal centers or department complexes
 - B. Armed services and institutions
 - C. Warehousing and depots
 - D. National parks and monuments
 - E. Forest service and land management recreational areas
2. State Government
 - A. State building complexes
 - B. State hospitals
 - C. State universities and colleges
 - D. State parks and beaches
 - E. State highway roadside rest stops
 - F. State forestry areas for recreation

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3. County Government

- A. County building installations, offices, hospitals, etc.
- B. Remote county residential refuse pickup responsibility
- C. County parks and beaches

4. Cities and Smaller Towns

Note: Three hundred fifty major cities in the U.S.A. but there are over ten thousand small underfinanced towns or communities. We do not aim at the large city. Major refuse equipment manufacturers take care of these, such as Gar Wood, Heil, Elgen Leach, Peabody-Galeon and more. Our product and system is for the town with a garbage problem and limited tax base.

- A. Outlying residential pickup
- B. Parks and public buildings
- C. City beaches
- D. Mobile home complexes
- E. Planned residential and commercial areas
- F. All sizes of industry
 - 1. All industries cause hardships for small communities and are urged to be self-reliant
- G. Schools and colleges
- H. Airports and industrial parks

We now have units in courthouses, county park departments, shopping centers and small manufacturers and outlying county areas.

In the past three years, we have done our own research and development. We have developed the simplest unit possible and have taken it to all the western states.

I am confident that if you will develop sales calls in the fields I have mentioned that you will immediately find extremely interested prospects and you will be able to develop a good demonstrating list and very rapidly come up with sales for immediate delivery.

R. M. ASHLEY

RMA/rc

P.S. We will offer to you a $3\frac{1}{2}$ cu. yd. compaction trailer, plus a 5 cu. yd and a $7\frac{1}{2}$ cu. yd. These can all be handled by small vehicles, electric vehicles and pickup trucks. In addition to this, we will offer you a 15 cu. yd. trailer which can be handled by larger $3/4$ to 1-ton pickup trucks or existing utility or dump trucks. All of these items will make a very complete line so that your salesmen should be able to take care of most requirements regardless of the volume of refuse produced.

NOTE: The 5 cy. yd., $7\frac{1}{2}$ cu. yd. and 15 cu. yd. all employ a Kohler Gas or LP Engines to power the hydraulic system. The G350 is 36 volt electric power.