

WE PUT BARBIE™ IN SPACE.

When it comes to space, Mattel's newest and largest regional distribution center in Fort Worth, Texas, has plenty of it. Enough to handle 35 states with 70 percent of Mattel's total U.S. distribution.

That's a lot of Barbie™ dolls. And it takes a lot of space to accommodate them—a half million square feet to be exact. All of it controlled by the latest distribution technology.

And when it came time to select a lift truck for conquering this space, Mattel selected only one. The Baker B30TE/S. An electric truck designed for the needs of today's warehouses. Now 50 of them put Barbie and her friends—

and a vast array of other Mattel products—into space every day.

And every day the B30TE/S does the job with superior maneuverability, thanks to its unique 3-4 wheel configuration, which lets it turn 360° on its own axis. Outstanding stability, due to its lower center of gravity. Plenty of operator comfort that includes a low profile with a spacious driver's compartment. And reliability that stands up to the stresses of a busy, high-cycle operation.

All of which are backed by ease of maintenance that comes from placing all components within easy access. Made even easier by total



maintenance from the local Baker dealer, whose full parts inventory ensures that Mattel's lift trucks will continue to keep up with the rest of its technology.

The B30TE/S is just one of many Bakers now forging their way through space. Trucks like the new BFE, a traditional 4-wheeler, and the new BSC, a fatigue-fighting stand-up counterbalanced electric. Both of which offer the

same outstanding level of performance and many of the same features as the BTE.

Whichever Baker you choose, you can be confident you're in the best of company. For a free Baker product line brochure and the name of the Baker dealer near you, call us. Baker Material Handling Corporation. At 1-800-627-1700.



Baker
YOU'RE IN GOOD COMPANY.