

SOME OF OUR BEST CUSTOMERS ARE COLD FISH.



Fish can be pretty tough customers for a lift truck. Especially when they're frozen. Their environment is brutally cold, and they don't tolerate downtime.

At its national distribution center, where the temperature is a constant -20°F, Mrs. Paul's handles almost 3 million pounds of frozen fish a year. *All* of it on Baker lift trucks. Which makes the cold fish at Mrs. Paul's some of our very best customers.

Mrs. Paul's uses a variety of Baker trucks because of their outstanding durability and dependability in a frozen environment. But

one of them has almost revolutionized Mrs. Paul's business. The custom-designed Moto-Truc PAL four-way entry pallet truck. Whereas conventional pallet trucks can load only 18 pallets per trailer, the PAL's unique low-profile fork assembly enables it to load 25. That's a whopping 30% increase in loading productivity!

In fact, the PAL four-way entry truck is an efficiency machine. For speed and productivity, it handles standard 40-by-48-inch pallets from all four sides. For superior clearance over dock boards, it has a lowered fork height of two



inches, with six inches of lift. Which means you can use it to load and unload trailers without the help of other types of lift trucks. And since operator comfort is part of efficiency, the steering handle, attached directly to the drive unit, contains all the controls for travel, lift-lowering and braking. For extra convenience, the travel direction and speed

control return to neutral when released. And lifting and lowering are controlled by push button in the control handle.

Add total maintenance and a full parts inventory from the local Baker Dealer—and it's clear why Mrs. Paul's relationship with Baker is no mere fish story.

For the complete story about the PAL four-way entry truck or any other quality Baker lift truck, call us for a free Baker product line brochure and the name of the Baker dealer near you. Baker Material Handling Corporation. At 1-800-627-1700.