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Location: [Mothership](#) -> [UFO](#) -> [Updates](#) -> [1998](#) -> [Sep](#) -> For Collectors Of 'Alien' Art-effects

UFO UpDates Mailing List

For Collectors Of 'Alien' Art-effects

From: Moderator, UFO UpDates - Toronto
Date: Tue, 29 Sep 1998 14:08:26 -0400
Fwd Date: Tue, 29 Sep 1998 14:08:26 -0400
Subject: For Collectors Of 'Alien' Art-effects

>From: UFO UpDates - Toronto <updates@globalserve.net>
>Date: Sat, 10 Jan 1998 16:48:09 -0500
>Fwd Date: Sat, 10 Jan 1998 16:48:09 -0500
>Subject: U-Haul's 'UFO' Trucks

>From: http://www.uhaul.com/html/honors_nm.htm

>FOR IMMEDIATE RELEASE

>U-HAUL HONORS NEW MEXICO WITH TRUCK GRAPHIC IMAGE TO BE UNVEILED
>AT INT'L. UFO MUSEUM IN ROSWELL

>ROSWELL, N.M. (Jan. 5, 1998) U-Haul=AE International, Inc., in conjunction with the International UFO Museum & Research Center (IUFOMRC) will unveil to the public a spectacular new U-Haul Super Graphics(SM) truck image promoting the State of New Mexico on Roswell=92s Main Street, in front of the IUFOMRC, 114 N. Main St., on Monday, Jan. 12, 1998 at 10 a.m. Local, state and national dignitaries have been invited, to be addressed by Roswell Mayor Tom Jennings, IUFOMRC Director Deon Crosby and representatives from U-Haul International's headquarters in Phoenix.

>The vibrant, larger-than-life images are designed to recognize America's fascination with the 1947 Roswell incident, as well as the IUFOMRC's contribution to tourism in the Land of Enchantment. The U-Haul Super Graphics Salute to America(SM) Campaign was begun in 1988 to recognize North American mobility by displaying slogans and distinctive features of all 50 United States and seven Canadian provinces. The Roswell Incident/New Mexico graphic represents one of the first in a new generation of truck graphics created by the do-it-yourself household moving industry leader in nearly 10 years.

>Anytime we at the IUFOMRC are approached by an organization that is willing to go one step further to produce an educational perception of UFOs or extraterrestrials, we are thrilled and honored to be partners in the effort. U-Haul didn't haphazardly slap together a graphic for this project, said Museum Director Deon Crosby. Members of the production team at U-Haul took the time to research the Roswell Incident. They made a trip to the International UFO Museum, they made phone calls and they asked questions. As a result, the graphic is a credible representation of the emotion of the celebrated UFO crash of 1947.

>John JT Taylor, executive vice president of Fleet Management for

>U-Haul International, Inc., explains, As U-Haul celebrates over
>50 years as part of Americans' lives, it's our pleasure to join
>forces with the State of New Mexico and the International UFO
>Museum in Roswell. People in the communities and on the highways
>of North America will have the privilege of seeing this
>larger-than-life image of the Roswell incident and the museum for
>years to come. We're proud to supplement the effort to promote
>tourism in the state by adding the mysterious copy line, 'What
>really happened in Roswell' to the images on our moving vans.

>Decals for at least 300 moving vans will be produced at Kar-Go
>Decal Company in Ivyland, Pa., and will be promptly shipped to
>production facilities in Massachusetts and Pennsylvania. There,
>the 3M decal material featuring IUFOMRC images promoting the
>State of New Mexico will be attached to U-Haul van boxes,
>installed on chassis and will be moving families one-way or
>locally across America by the end of January.

>Copyright 1998 U-Haul International, Inc.
>All rights reserved.

Date: Sun, 27 Sep 1998 21:29:59 PDT
From: Rod Brock <rodbrock@HOTMAIL.COM>
Subject: U-Haul Corp. Roswell Graphic Found
To: PROJECT-1947@LISTSERV.AOL.COM

I was hoping it was just a false rumor. But view, and weep, or laugh,
or whatever...

http://www.uhaul.inter.net/supergraphics/sg_nm_alien.htm

Rod

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