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L.I.A. BATTERY BOOSTER

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FOR FURTHER INFORMATION CONTACT: CONNELL BAKER

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IF YOU ATTENDED THE FIRST International Electric Vehicle Symposium in Phoenix in 1969 you will be EXCITED to hear the news that the second is scheduled for November 8, 9 & 10 this fall at Chalfonte Haddon Hall, Atlantic City. Sponsored by the Electric Vehicle Council of Edison Electric Institute this one promises to bend the boardwalk with its magnitude. In addition to the challenging paper sessions and famous personalities plans are underway for a HUGE display of equipment the like of which has probably never been seen under one roof. MARK YOUR CALENDAR!

THE FIRST ELECTRIC UTILITY to do a fork truck "rodeo" (back in 1963) was Union Electric of St. Louis. Well, they are STILL at it! A special invitation was extended to 238 of their VIP customers during the Electrical Board of Trade "Go Show" in April to have lunch, see the film (LIA produced) LIFT BETTER ELECTRICALLY, and watch a demonstration of the newest in industrial trucks. A success? YES! Sales prospects were qualified and one company actually negotiated a lease contract on the scene. Seems to us like a real smart way to take advantage of a situation during these times of tight budgets:

MANY UTILITIES HAVE TALKED about reading meters with men in electric vehicles but now we hear of one that is actually doing it.....as a matter of routine. Scottsburg, Indiana, Electric Department is using a small electric errand-type vehicle to read its 2600 meters. One man now does it, replacing four. They claim 12 hours running time on a single charge:

RODELECTRIC ROUND-UP AS ANNOUNCED in the last issue had to be postponed due to a conflict in dates, but a sales training session with commercial and industrial reps was held as scheduled and a lively one it was. These men were from Connecticut Power & Light, Hartford Electric Light, and Western Massachusetts Electric. Your editor was pleased to be on the program along with some industry experts from battery and fork truck manufacturers. Just the ticket for your next sales meeting -- may we help? (Watch for new show dates.)

(OVER, PLEASE)

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CAROLINA POWER & LIGHT at Raleigh are telling it like it is to their sales reps and customers these days on the subject of battery powered in-plant vehicles. Promotion Specialist Wyatt Bibb moves so fast that our literature can't keep up with his demands! They are heading for a show-type climax late this year, so watch for it.

PUBLIC SERVICE ELECTRIC & GAS OF N.J. are hard at it, too, but with a new wrinkle. Under the guidance of Arthur Quide, teams of sales reps are out visiting the various dealers in the area to learn all about battery powered in-plant vehicles. By mid-June all teams will collect to compare notes and your editor will bring the "graduation" address to the entire group. Watch for a big show here this fall, also.

CLEAN-UP-THE-AIR-FAIR was a spring event in Portland, Oregon, in April sponsored by Portland General Electric and Pacific Power & Light. Although attendance was not quite as hoped for, the quality of attendee was outstanding and business was transacted! Dealers were delighted with the many sales leads developed, so the meticulous planning and beautiful layout were not in vain!

THAT RENOWNED CITY BY THE SEA, San Francisco, goes steadily on being the site of more and more battery powered vehicle programs, all under the auspices, of course, of Pacific Gas & Electric. The latest report from empresario Vic Alexieff recounts actions in Benicia, Marysville, and Auburn -- electricians were stars of varied events. The entire PG&E sales force will listen to ye editor soon on the subject of "What's New" -- meeting to be held at a spot with the intriguing name of "The Farmhouse" (?)

A FINAL REMINDER: Don't forget the Lead Power '71 contest with a total of \$4500 in cash prizes, winners to be awarded at the Hamburg International Lead Conference in September. If you aren't an innovator, maybe you have a friend? (We have more contest rules forms.....FREE)

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