

The LIA BATTERY BOOSTER

Number 2

May, 1965

ATTENTION BATTERY BOOSTERS! The second edition is going to press, and with it, as promised, we are sending you a copy of our new version of the Industrial Truck Cost Calculator. We invite your close study and comment. We can furnish in quantity at nominal cost.

ELECTRIC CAR REVIVAL?? We read in the national press about some big things brewing at General Electric's "think" laboratory in Santa Barbara, California, concerning a new passenger vehicle, battery powered. In fact, the other day we talked to the "Chief Thinker" in this department, Max Feldman, and he had a determined glint in his eye! More about this as it develops.

DOWN CINCINNATI, OHIO. MAY there is a young engineer-trainee, Paul Hoeting, in the Industrial Department of Cincinnati Gas and Electric Company who spends a major portion of his time on the market development of battery powered vehicles. Hope you in that area will lend him your solid support. Rumors are that he may do a truck show this fall!

SPEAKING OF TRUCK SHOWS, Pacific Gas and Electric had two real swingers in April, one at Oakland and one at San Francisco. Vic Alexieff, in charge for PG&E, had his VIP guests sitting out in that glorious California sunshine while more than 30 pieces of battery equipment went through their paces. Must have been successful -- PG&E is thinking about the same for their San Jose and Fresno divisions later in the year.

PENNSYLVANIA PEOPLE PROGRAM POWER-FULL PERFORMANCES You truck and battery manufacturers had better stock up your inventories earmarked for the Dutch Country and the Land of Anthracite. Philadelphia Electric and Pennsylvania Power and Light are conducting aggressive electric truck campaigns in the East, while West Penn Power and Duquesne Light are weighing some plans in the West.

THE GRAN PRIX D'AMPERES, Dayton (Ohio) Power and Light Company's battery truck show of last October, earned one of Edison Electric Institute's three top awards for industrial sales promotion in 1964. LIA is especially proud to have been a part of the activity.

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A NEW BATTERY POWERED LAWNMOWER shows promise! Built from the ground up for battery energy source, the "Whispering Jet," 20 inch size, weighs just 69 pounds, battery included. P.M. Engineering, the manufacturer, claims easy capacity of 12,000 sq. ft. of lawn, and a price competitive with conventional power mowers.

AGAIN, WE INVITE YOU to let us help you plan a sales program on battery powered vehicles, for personnel training, mailing and advertising, or performance demonstration — one or all three. Get in touch with Connel Baker at L.I.A.

WANT TO RECEIVE THE BOOSTER? Send name and business address to LIA and start receiving with next edition.