

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 6-6666

March 2, 1965

Subject: "LIA Battery Booster"

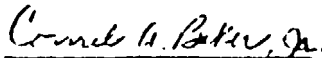
To Members of the Lead Industries Association, Inc:

Attached is a copy of the first issue of The LIA Battery Booster, a newsletter whose purpose is self-explanatory.

If you wish to continue receiving this publication, please detach and return the bottom portion of this letter after filling it in appropriately.

IF WE DO NOT RECEIVE A RETURN FROM YOU, WE WILL ASSUME THAT YOU ARE NOT INTERESTED AND YOU WILL NOT BE INCLUDED ON THE MAILING LIST FOR FUTURE ISSUES.

Yours very truly,



Connel A. Baker, Jr.

Yes, keep me on the list to receive the LIA Battery Booster.

Name _____

Company _____

Address _____



Look Ahead with Lead

the L.I.A. BATTERY BOOSTER

Number 1

February, 1965

ATTENTION BATTERY BOOSTERS! You've been selected to receive Lead Industries Association's new Battery Booster because of your direct interest in battery power. You may be concerned with utility sales of electric power, with lead-acid batteries, or with industrial trucks or other equipment which uses these batteries.

HAVE A CO-WORKER that would like to receive the BOOSTER? Just send the name and business address to us — he'll start receiving with the next issue.

We hope that our informal newsletter will be of some help to you in building battery sales and building electrical load.

In it we plan to bring you news of technical developments with a sales payoff, sales and promotion schemes that have worked for other battery people, news of promotional aid and opportunities that we think you'll find helpful.

AS A CASE IN POINT you'll be interested in the attached reprint from Electrical World. It tells how Dayton Power and Light Company decided to "romance" the electric truck market with their novel "Gran Prix D'Amperes". Customers liked it — where else could they see all the major equipment under one roof, and in one evening? DP&L liked it — they opened a new phase of loadbuilding activity for their power salesmen. And the dealers liked it — what a captive audience!

L.I.A. was proud to be of assistance in soliciting manufacturer's participation, providing liaison between DP&L and the interested trade groups, and furnishing literature and educational material.

L.I.A. IS READY TO OFFER THE SAME HELP to your company in promoting the use of battery power. Get in touch with Connel Baker for details.

NEW VERSION of the L.I.A. cost calculator is in the works. It permits rapid, accurate comparison of costs for battery and gasoline trucks in the same service. The original version has now run to well over 100,000 copies and has been translated into seven languages. A copy of the new calculator will be mailed to you with a subsequent issue.

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- 2 -

THE PRIZE WINNING MANUSCRIPT, "Why You Should Buy An Electric Truck," is still enjoying a high degree of popularity. To date we have had requests for almost 500 copies. This paper, by Fred Dorband of Green Bay, Wisconsin, gives a salesman's approach to the industrial truck prospect and proposes solid reasons why he should choose electric. We still have a small quantity of copies, so hurry!

OUT MOTIVE POWER BATTERY CAMPAIGN gathers momentum in 1965 spearheaded by case history ads in such journals as Business Week, Electrical World, Factory, Modern Materials Handling, and Material Handling Engineering. An up-dated brochure will be mailed to approximately 200 power suppliers. We are cooperating with other associations in a proposal to develop a streamlined training course specifically for industrial power sales people. Several electric companies are developing plans for battery truck programs — more about these in a later issue.

ACROSS THE FRIENDLY BORDER in Winnipeg, Manitoba, battery vehicles performed on the evening of February 10, 1965. The figures: -18 outdoors, +271 indoors! A Canadian first; the electric "Muscles on Wheels" show was held at Manitoba Hydro's Waverly Service Centre, an all-electric building. Interest ran high, and Dave Ross, the Hydro Chief Power Man at the affair, calls it a smashing success! L.I.A. co-operated closely with our good Canadian associates, Consolidated Mining and Smelting, to provide hand-out material. Watch for more of these on BOTH sides of the border!



ELECTRIC ENERGY MARKETING

Electric Truck Rally Provides Excitement At Dayton P&L

◀ AFTER THE RALLY electric trucks were put on display so attendees could get a closer look

For one action-packed evening recently the Coliseum at Montgomery County Fairgrounds, Dayton, Ohio, was transformed into an arena for industrial electric truck performance trials. Dayton Power & Light Co sponsored the event for more than 300 commercial and industrial customers who held reserved seats by invitation.

The "Gran Prix D'Amperes" began with a "gymkhana" in front of the bleachers. Each entry went through its paces under the watchful eye of Chief Power Man Charles Larson, producer for DP&L. A robot controlled working model entered

the arena, its red warning light blinking. The model obeyed every command of an invisible driver. An order-picker came into view swinging and bobbing its operator into innumerable positions. Still another model grasped a huge roll of newsprint, manipulating it as if weighed little. Not to be outdone, a new compact model was controlled to hairs-breadth and made to do all sorts of stop-and-go precision maneuvers.

No wracking roar of engines drowned out the producer's introductions, and there were no fumes to cloud the air. White coveralls

worn by ten DP&L power sales "pit attendants" were still spotless after the gymkhana.

Attendees then enjoyed food and refreshment and visited each entry in its own pit area. There the drivers were able to show under-the-hood features. Later they reported seven sales made on the spot and two later.

Dayton Power & Light considered the meet a great success. The entrants paid no fees other than the equipment expense and the utility considered that its costs were recovered by the load-building exposure gained.

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