

The

LLA BATTERY BOOSTER

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WE WARNED YOU TRUCK AND BATTERY MANUFACTURERS about those aggressive Pennsylvanians in our last issue, and now the first results are coming in: Pennsylvania Power and Light reports twenty-eight electric trucks sold during their "push" period, and this is only the beginning they say. Philadelphia Electric, in just four weeks of test campaigning, reports eighty-five prospects gained and several sales. Both companies are sufficiently encouraged to accelerate battery promotions for 1966. How about you?

NIAGARA-MOHAWK'S POWERAMA SHOWS in May at Syracuse, Buffalo, and Albany included a fine array of electric trucks and industrial batteries. We hope that those of you conducting electrical trade shows will not overlook this important field. Remember -- a TOTAL ELECTRIC plant is not "TOTAL" if it uses other than electric vehicles!

THE OLD ADAGE IS THAT MISSOURIANS MUST BE SHOWN and that is just what Kansas City Power and Light plans to do! On September 15 and 16 they will stage a LIFT BETTER ELECTRICALLY truck show in K.C. at the new American Royal Building. Those of you in that area -- DON'T MISS IT!

A NEW TECHNIQUE IN STATION BATTERY OPERATION is in service at Jacksonville (Fla.) Department of Electric and Water Utilities. At their Southside Station a digital analog computer sends and receives signals from the network, loading the turbines according to demand fluctuations. The equipment is so sensitive that the fraction of a cycle delay normally required to switch to battery power in case of emergency outage, cannot be tolerated -- so a static inverter continuously converts the direct current of a 60 cell lead-acid battery to alternating current.

THERE'S SOMETHING NEW TO KNOW ABOUT BATTERY POWER is an interesting commentary on battery developments and we earnestly suggest that you read the reprint attached. We have a few extras if you will ask.

VIRGINIA ELECTRIC AND POWER invited us to give a paper on "Why An Electric Truck?" at their general sales meeting in May, and we were delighted to do so. There are a number of speakers available on this subject -- may we help you engage one?

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THE DAYS OF THE HAND-POWERED MOP BUCKET are numbered! One of the newest, fastest growing equipment lines, battery powered, is floor care machinery. Vast floor areas, such as found in air terminals, warehouses, and sprawling industries, are outmoding clumsy trailing cords; and today's batteries are more than adequate to do the job. Several manufacturers make a wide variety of models -- some vacuum, scrub, and dry in a single pass!

PACIFIC GAS AND ELECTRIC reports that interest generated by their April electric truck rallies in Oakland and San Francisco has not waned. In fact, Vic Alexieff, Industrial Power Engineer, writes, "We are still getting inquiries from both prospective users and manufacturers."

IN ANOTHER IMPORTANT FAR WEST AREA Sacramento Municipal Utility District is mailing a letter and LIA's Cost Calculator to 400 selected industries. They invite their customers to take advantage of their low electric rates as applied to industrial trucks and attach a return card for more information. This is an excellent way to survey the market potential in your area, too -- write or call Connel Baker at LIA for more details.

THE BATTERY BOOSTER is sent free of charge -- may we add the names of your co-workers?