

GENERAL ELECTRIC

OUTDOOR

POWER EQUIPMENT

OPERATION

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,
SCHENECTADY, NEW YORK 12345, Phone (518) 374-2211

August 11, 1972

Dear Elec-Trak Dealer:

The Gala Fall Dealer Bus-In is now charted. Your Elec-Trak sales representative is rushing around to give you his personal invitation. Just in case he hasn't reached you yet, don't take the chance of missing this super trip. Fill out the attached form and mail it to him now.

In Schenectady, we're ready to present you with 1973. . . Elec-Trak's Take-Off Year. You'll see new products that will really light you and sales up. You'll get a chance to match faces to the "names" you talk to on the phone. Good meals, overnight stay in a motel. Full Factory tour. And lots more.

We want you to come to Schenectady. So we've already got a great room with your name on it.

From: Windsor Locks (Bradley Field) by special charter bus
On: September 19, 1972 at 6 PM.

Your GE Rep: Bill Donahue, 25 Lexington Avenue, Pitts-
field, Mass. 01201

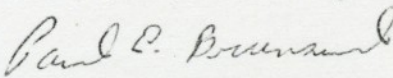
Here's how you get to go!

An order for 2 PM32's will bus you here! Order by putting 2 PM32's after the dollar sign on the attached form. Sign it, mail it to your sales rep, and you're on your way to Schenectady.

Want to pay cash instead? Fill out the form, enter your low GE rate of \$14 per person in the space provided and enclose the form and your check for that amount. Mail to your GE rep.

By AUGUST 16! We need these forms quickly because this is a really big show.

See you in Schenectady.


Paul E. Brunswick
SALES MANAGER

