



Elec-Trak

Garden Tractor

CLIPPINGS

OUTDOOR POWER EQUIPMENT OPERATION □ CORPORATIONS PARK, BLDG. 702 □ SCHENECTADY, N. Y. 12305

A PLEASANT NOTE

Country western power swung through our homeport, Schenectady, recently as Shirley Lee and the western swingers played that homey music off our inverter and an E12M. The occasion was a parade for a local department store and the opportunity was to show Elec-Trak tractor versatility, even in the 110-volt range. Normally, such a group would have to power their amplifiers from a gasoline-powered generator. They would have to then compete with exhaust blasts, not as pleasant as voice and guitar.

The four amplifiers drew 416 watts of power and they played two hours, with just a titch of usage showing on the Fuel Level meter. As for Chuck Loeper, who leads the group, he was really impressed. "Great! Certainly helped us out a whole lot, and we didn't have to contend with noise or smoke." Several thousand attended the parade, meaning several thousand saw the versatility of the Elec-Trak tractor. It's work, but it can pay off!!



GENERAL  ELECTRIC

SUPER SUCCESSFUL ROAD SHOW

We did it again! To ensure that dealer stock Elec-Trak tractors have all the latest improvements and operate right up to their design capabilities, we turned out the men who build them, the guys from Manufacturing. They enjoyed their "field audit", and probably learned as much from you about the final sales as many of you said you learned from them about the tractors. Reaction has been great. A large number of phone calls and an uncommonly large number of letters from dealers have indicated great enthusiasm for this kind of program.

This kind of effort, we believe, is unique in the industry, but so is the Elec-Trak tractor.

YOUR FREE TRACTOR LITERATURE

We pack free literature in each tractor that is shipped to you. This literature is all sealed in shrink-pack plastic, and is usually inserted in a battery compartment. The pack contains literature for you, to help you build more sales, and for the buyer to give him useful information about his new tractor and to keep him sold on his purchase. The following lists all literature and who it goes to:

<u>FOR BUILDING SALES</u>		<u>FOR THE NEW OWNER</u>
<u>Qty.</u>	<u>Literature</u>	
5	Color brochure (GEZ-5674)	Owner's Use & Care Manual
3	Accessory Catalog (GEZ-5338C)	Safe Mowing Tips (GEZ-5167)
5	Fact Sheets (for that Model)	Warranty (part of Dealer Delivery Report)
1	Battery Installation Sheet (GEZ-5313)	
1	Lift Strap Threading (for lift- equipped models)	
1	Dealer Delivery Report/Warranty	

READING PAYS DIVIDENDS

Sure, everyone reads mail that comes in those little glassine window envelopes. But Outdoor Power Equipment Operation Product Service Bulletins, the reminders, even Dealer Clippings, contains information of real value to you. Our "Service Hotline" Men often find service calls unnecessary because a Product Service Bulletin has been published exactly covering the problem. Important sales policies, profit building programs, and money-saving advertising tips have all been published regularly, and money-saving advertising tips have all been published regularly yet questions come up that would have easily been answered by, for instance, reading Dealer "Clippings" (like you are doing now).

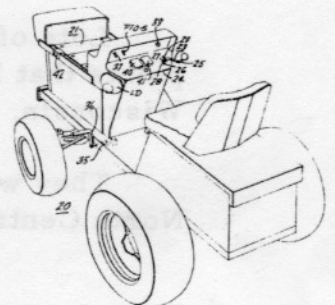
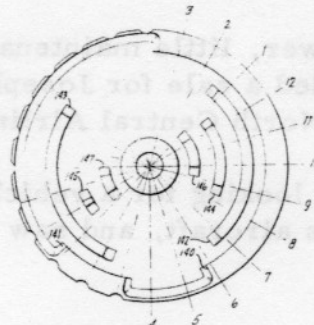
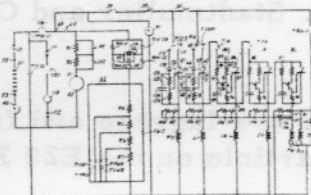
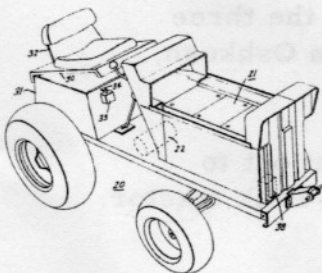
Our mailing lists are carefully attended to, but if you are not receiving mail, or suspect that you are missing some of the mailings via phone conversations with us, let us know quickly.

PARTS: FASTER

Our new parts distribution system utilizing parts distributors throughout the country has been in place about three months now, and should be expediting speedy parts delivery. We would be interested in any comments about the new system, including of course, any suggestions for improvement.

PATENTS--WE GARNERED SOME MORE

Another Elec-Trak tractor patent has been added to our fat docket in Washington. The latest one was awarded to Bruce Laumeister, General Manager, and covers tractor construction points. When you have a good think, you hold onto it! As for the illustrations below, they may be ugly, ugly, but they're legal.



HELPMATE FOR A HANDY MAN

Again an Elec-Trak tractor is serving someone whose mobility is limited by a handicap. Mr. Louis Dickeman of Loganville, Wisconsin, saw an ad for an E8M Elec-Trak tractor and stopped by Moore Electric, Inc. in Richland Center. He is a double amputee. Mr. F. E. Spangler of Moore engineered a hand lever clutch/brake, and installed a modified double seat allowing Mr. Dickeman to slide directly from his wheel chair to the Elec-Trak. Mr. Dickeman is extremely pleased with the arrangement which allows him to get around his farm, as well as mow the lawn. This is "certainly an excellent adaptation for an important application" in the words of our General Manager.



FLIGHT E20

Lots of power, little maintenance and low fuel cost were the three points that landed a sale for Joseph F. Stadtmuller and Co. in Oshkosh, Wisconsin, to North Central Airlines.

They were looking for a vehicle to tow luggage and freight out to North Central's aircraft, and saw an article on the E20 Elec-Trak tractor.

Airports are only one of many commercial applications that would be well-served by an Elec-Trak tractor. Hospitals, schools, parks, cemeteries... all have important groundskeeping needs and, more important, are sensitive to the problems of noise and air pollution. Contact the appropriate people, and keep an eye on the papers for requests for bids on equipment. Then tell 'em and sell 'em.

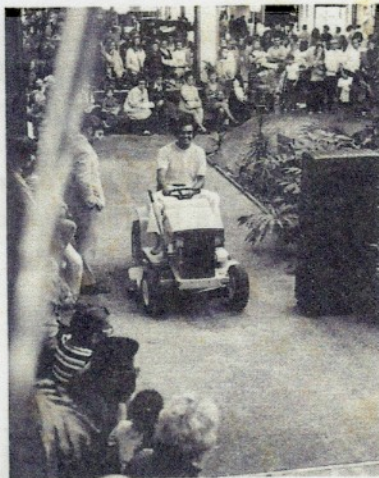


NICE WRITEUP -- Here's the photo the Oshkosh newspaper ran, and it is the kind of publicity anyone can use. They also ran a nice, large story. In fact, an additional benefit from a commercial sale is some good publicity, with your customer's approval.

A VERY FASHIONABLE TRACTOR

An Elec-Trak tractor in a fashion show? You've got to be kidding. A fashion show is not really the image of a hard-working, down-to-earth garden tractor. Maybe a conventional tractor couldn't hack it, but several hundred people had a chance to see the tractor inside a shopping mall where it's silence, safety, and pollution-free operation made it natural for the show.

It goes to show you than an Elec-Trak tractor can be worked into almost any event with some imagination and work. The resulting exposure can really pay off.



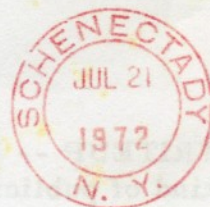
WHY NOT -- Quiet, easily identifiable tractor power for us, or you, and a spectacular wrap-up to a summer fashion show. Anything's possible, and this worked pretty well. Magnetic feature cards make the presentation work harder and a magnetic sign with your dealership on it will tell onlookers where to find you.

GENERAL ELECTRIC

General Electric Company
Outdoor Power Equipment Operation
Corporations Park, Bldg. 702
Schenectady, N.Y. 12345



OUR NO. 1 GOALS
TO MAKE
GENERAL ELECTRIC
YOUR BEST BUY



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