



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 hometown, 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!!



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	

