

# RADIO COPY



OPA 74-22

(With drama)

What's this?! You've been waiting in line at the gas station for an hour to get four gallons...and that's the limit. Then the driver of the car at the pump pulls out a gas can and says, "I need gas to do my lawn!" while horns blare, tempers flare and you fume worse than the gas does.

(Lighter)

Is that you, are you one of the smart ones who mows his grass comfortably on a General Electric Elec-Trak Rider Mower available at \_\_\_\_\_. Elec-Traks use no gasoline, so there's  
(dealer name)  
no waiting in line to refuel. Instead, you fuel at home, because all you need to recharge the Elec-Trak Rider's tough batteries is a standard electric outlet.

But even without the gas shortage, there're lots of other good reasons to buy an Elec-Trak Rider Mower from \_\_\_\_\_. Quiet  
(dealer's name)  
and pollution-free, your new Elec-Trak's vibration-free ride will breeze you through your lawn cutting chores.

So don't fume...test mow an Elec-Trak rider mower at \_\_\_\_\_  
(dealer name)  
\_\_\_\_\_ instead. You'll be glad you did.  
and address)