

# NEWS

From: General Electric Company  
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FOR IMMEDIATE RELEASE

## GRASS GROWS WHILE GAS IS CUT

Schenectady, New York -- This spring's gas supply may get shorter, but growing lawns won't and if they aren't cut, the homeowner could be out in left field. This year there is a solution to that dilemma that doesn't involve siphoning gasoline out of your car. It's a new battery-powered Rider Mower and it doesn't use a drop of gas to cut a lot of grass.

The ER8-36 Elec-Trak Rider Mower cuts up to 3/4 of an acre of grass on one charge that would take hours with a push mower. And it does that economically. The suggested retail price of the Elec-Trak Rider is \$695\*, the lowest price for any electric riding mower that General Electric, the

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\*Manufacturer's suggested retail price for model ER8-36 including mower, freight, set-up charges, state and local taxes, if any, are additional.

Consult dealer for his prices and terms in effect.

manufacturer, knows of. Another dramatic economy is in operating costs, because it costs far less to recharge the batteries than it would to purchase enough gasoline to cut the same amount of grass. Complete recharge costs are only pennies in most parts of the country.

Even if there weren't a gas shortage, there are still lots of other advantages to electrically powered lawn equipment. The ER8-36 Elec-Trak Rider does its work cleanly, without pollution; and quietly, with only the swish of the blades and hum of the transmission to let the operator know it's working. Neighbors aren't disturbed. The Rider has safety features like a seat switch that cuts power to the drive and mower if the operator dismounts. And since it doesn't burn anything, there's no need to store that scarce gasoline or risk the danger of burns on hot exhaust pipes.

The Elec-Trak Rider has some other good lawn mowing credentials every knowledgeable consumer should know about. The 36-inch mower (two electric motors power two blades) is ground following, so scalping is reduced. The ER8-36's 24-inch inside cutting radius (that's right, 24 inches) means less maneuvering is necessary. Low center of gravity and midmounting of batteries provides good stability. And a modern disk brake stops the Rider readily.

When work is done, the ER8-36 just plugs into any grounded home outlet. Set the charger and it automatically turns itself off after properly charging

the batteries.

You can find out a lot more about this Rider Mower and the seven other battery-powered mowers and tractors General Electric makes by writing General Electric Company, Outdoor Power Equipment Operation, Schenectady, New York 12345 or visiting your nearby franchised Elec-Trak tractor dealer. He's listed in the Yellow Pages under Lawnmowers.