

NEWS RELEASE FOR SUBMISSION TO LOCAL NEWSPAPERS PUBLICIZING  
YOUR ELEC-TRAK TRACTOR LINEUP

Instructions: Retype this release from the headline down. Insert your business name where it says "Dealer/Distributor Name" and your own name where it says "name of spokesman". If possible, add a photo of an Elec-Trak tractor with your dealership in the background. Submit the release and photo to the gardening or business editor of your local newspaper.

LATEST IN ELECTRIC LAWN TRACTORS NOW AT

(Name of Dealership)

(City and State) --The very latest solutions to the traditional

spring cleanup pandemonium are easy to find. They're at

(Name, address of dealership). Their complete line of out-

door power equipment features General Electric Company's revolutionary Elec-Trak lawn and garden tractors and attachments, all on review during an open house, (Date and times).

"The Elec-Trak tractor lineup is long and strong this year, with eight different tractors and nine different attaching mowers", said (Dealer spokesman) today. "Being cordless and totally

electric, Elec-Trak tractors are quiet, pollution-free and very easy to use. As reliable as the electric appliances you use every day, controls are merely familiar electric switches.

The tractors are powered by special Power Packs, with guarantees up to three or five years, depending on the model tractor. "They recharge, via a built-in charger, from any standard household outlet", emphasized (Dealer spokesman).

Elec-Trak tractors are also quite versatile. Since they're electric, implements like those nine different mowers just plug in, as do hedge clippers, a tiller, chain saw. . . even a DC arc welder. All in all, there are over 40 different quiet, clean tools to save time and hassle in doing yard work.

Elec-Trak tractors also have safety interlocks, designed to make using the equipment safer for the whole family. A seat switch cuts power to the drive motor and to attachment motors if the driver dismounts. Only Elec-Trak tractors offer beltless mowers with blades that stop instantly when shut off. "In addition to safety interlocks, Elec-Trak tractor owners don't have to worry about storage of inflammable fuel or hot engines that can cause burns. The fuel supply for an Elec-Trak tractor is the electric plug".

"The only way to get the whole idea about this great way to cut your time is to actually see the tractors at the open house",                      said.                                      can easily  
(Spokesman) (Name of dealership)  
arrange for home demonstrations.

                                     is open from                      to                      Monday  
(Name of dealership) (time) (time)  
through Saturday. More information is available by calling  
them at                      or writing General Electric Elec-Trak trac-  
(phone)  
tors, Schenectady, New York, 12345.