

It's in the news —

It's Advertised in...

Deadline is here! Read immediately.

TIME



YOUR SPECIAL GENERAL ELECTRIC **TIME** BUY-IN.
TIME AT LESS COST THAN YOUR LOCAL NEWSPAPER.



Elec-Trak

Tractor

NOW YOUR DEALERSHIP CAN BE IN **TIME** MAGAZINE

Giving you **TIME** impact at a lower cost
than your local newspaper.

We're placing national Elec-Trak tractor messages (see sample opposite) in the most widely read newsweekly available – TIME magazine – because surveys *prove to us* TIME reaches the most prime Elec-Trak tractor prospects.

Plus, we're giving *you* two opportunities to add your own name to special TIME ads that will run in your state or city. Your cost? Less than to run comparable ads in your local newspaper. You save big dollars because GE is buying the space and paying for the production of the ad; all you pay for is the addition of your name in the listing of dealers for your state. If you bought an ad in TIME on your own, without GE rates, it would cost you thousands of dollars. Your actual low, low cost for one, or better yet, two ads in TIME, is listed on the Sign-up Form opposite.

Why buy TIME?

- ☐ Your TIME advertisement stays in the home 7 days.
- ☐ 69% of TIME families have incomes in excess of \$10,000.
- ☐ 50% of TIME readers have been to college.
- ☐ 67% are homeowners.

Sign up today, we'll invoice you in the spring. And, as a bonus, you'll get *free* point-of-purchase **TIME** banners to put up in your showroom to reinforce your ad.

IMPORTANT: We only will be able to run these co-op ads in TIME if an established number of dealers buy in. Don't hesitate, buy in today. *Deadline* for us to receive your signed order form in Schenectady is January 5. If your form is not in then, you will miss this great opportunity to advertise in TIME.

Remember, the rest of GE's massive national/regional/local advertising will work in conjunction with your TIME ad.

- | | | |
|-------------------------------------|--|--|
| <input type="checkbox"/> Television | <input type="checkbox"/> Point of Purchase | <input type="checkbox"/> Co-op Program |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Press Relations |
| | <input type="checkbox"/> Newspapers | |

Why is the GE Elec-Trak® Tractor switch on?

Because thousands are
switching to the
garden tractor.

The GE Elec
is a cordless, odo
dirtless, painless,

You don't start
you turn it on, like a
to 3.5 acres per charge
and almost shameful
money per acre than m.

You never touch a
rag again; you "refuel" i
handy 110-volt outlet. Elec
batteries, guaranteed for u
five years, will never pollut
with smoke, fumes, or noise.
interlocks provide safer oper
for the whole family.

With no engine to eat up y
money, we concentrated on the
widest variety of mowing system
industry. Seven tractor models—s
at about \$795, ten combinations of
front-mounted and mid-mounted
mowers, rear and side discharge to
give you practically a custom machin
to fit your lawn best. And more than
40 other attachments from snow
throwers to welders.

For the name of your nearest
dealer, look in the Yellow Pages under
Lawn Mowers or call this toll-free
number now: 800-545-6666

SIGN-UP FORM

GENERAL ELECTRIC TIME MAGAZINE BUY-IN

like to advertise in TIME with other dealers from

April 9

(date of

\$125.00

(total cost dealer)

April 23

(date of issue)

\$235.00

(total cost dealer)

3.

number to read

SCHENECTADY, N.Y.
PERMIT NO. 1
FIRST CLASS



UNITED STATES

GENERAL ELECTRIC COMPANY
GENERAL A. QUINCY EQUIPMENT 702
ATTN: D. POWER PARK, BLDG. 12345
OUTDOOR POWER EQUIPMENT
CORPORATIONS NEW YORK 12345
SCHENECTADY, N.Y.

REPLY MAIL IF MAILED IN THE UNITED STATES
AGE NECESSARY IF MAILED BY
WILL BE PAID BY

JANUARY 5 DEADLINE.

HURRY NOW OR YOU'LL MISS OUT!

Read the Sign-up Form carefully, fill in the required information, and sign it. Retain one copy of the form for your files, and place the other in the enclosed postage-paid return envelope and mail immediately. Deadline for us to receive your signed form in Schenectady is January 5. *Mail today.*

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

GENERAL  ELECTRIC



Electrak[®]

Tractor

Why is the GE Elec-Trak[®] Tractor switch on?

**Because thousands are
switching to the first new idea in
garden tractors in a generation!**

The GE Elec-Trak electric tractor is a cordless, odorless, fumeless, dirtless, painless, quiet miracle.

You don't start the Elec-Trak tractor; you turn it on, like a light. You mow up to 3.5 acres per charge in peaceful quiet and almost shameful comfort... for less money per acre than most gas engines.

You never touch a gas can or oily rag again; you "refuel" from any handy 110-volt outlet. Elec-Trak's batteries, guaranteed for up to five years, will never pollute the air with smoke, fumes, or noise. Electrical interlocks provide safer operation for the whole family.

With no engine to eat up your money, we concentrated on the finest, widest variety of mowing systems in the industry. Seven tractor models—starting at about \$795, ten combinations of front-mounted and mid-mounted mowers, rear and side discharge to give you practically a custom machine to fit your lawn best. And more than 40 other attachments from snow throwers to welders.

For the name of your nearest dealer, look in the Yellow Pages under Lawn Mowers or call this toll-free number now: **800-243-6000**

In Connecticut call: **1-800-882-6500**

**See your Elec-Trak Tractor Dealer
for a free demonstration.**

**Because
they're
made by**

GENERAL  ELECTRIC

OP-73-101

SIGN-UP FORM

GENERAL ELECTRIC TIME MAGAZINE BUY-IN

I like to advertise in TIME with other dealers from

April 9 at **\$125.00**
(date of Issue) (total cost dealer)
April 9 and **April 23**
(date of Issue) (date of issue)
at **\$235.00**
(total cost dealer)

will be invoiced Spring 1973.

My name, address and phone number to read
in this in the advertisement:

Name

Address

City State

Area Code Telephone Number

(4 lines, 30 characters per line)

I want to be in TIME magazine.

Dealer's Signature

Date

DUE IN SCHENECTADY BY JANUARY 5, 1973.

Prices quoted are final and not negotiable. Failure to
return this form to General Electric Company, Outdoor Power
Equipment by January 5, 1972 constitutes a negative reply.

Company
operation
Reg. 702
12345

GENERAL  ELECTRIC

White copy to: GE (OPEO) in pre-printed,
paid envelope.





SIGN-UP FORM

GENERAL ELECTRIC TIME MAGAZINE BUY-IN

☐ Yes, I'd like to advertise in TIME with other dealers from
(check here) my state.

☐ 1 time **April 9** at **\$125.00**
(check here) (date of Issue) (total cost dealer)

☐ 2 times **April 9** and **April 23**
(check here) (date of Issue) (date of issue)
at **\$235.00**
(total cost dealer)

I understand that I will be invoiced Spring 1973.

I'd like my dealership's name, address and phone number to read
like this in the advertisement:

Name

Address

City State

Area Code Telephone Number

(Limit 4 lines, 30 characters per line)

☐ No, I don't want to be in TIME magazine.

Authorized Dealer's Signature

Date



DEADLINE: DUE IN SCHENECTADY BY JANUARY 5, 1973.



Low prices quoted are final and not negotiable. Failure to
submit this form to General Electric Company, Outdoor Power
Equipment by January 5, 1972 constitutes a negative reply.

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

GENERAL  ELECTRIC

Send white copy to: GE (OPEO) in pre-printed,
postage paid envelope.

FIRST CLASS

PERMIT NO. 1

SCHENECTADY, N. Y.

BUSINESS REPLY MAIL
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY —

GENERAL ELECTRIC COMPANY
ATTN: D. A. QUINCY
OUTDOOR POWER EQUIPMENT OPERATION
CORPORATIONS PARK, BLDG. 702
SCHENECTADY, NEW YORK 12345

