

GENERAL ELECTRIC

OUTDOOR
POWER EQUIPMENT
OPERATION

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,
SCHENECTADY, NEW YORK 12345, Phone (518) 374-2211

December 17, 1973

To: OPEO Snow Belt Dealers

Let's Strike While the Iron is Hot! (But the weather is not)

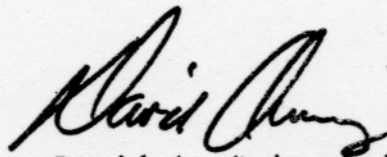
The attached ad is designed to help you do just that. In this time of energy shortages you sell the only big snow thrower available that doesn't use gas—Elec-Trak.

Here's a few more important facts about Elec-Trak tractors. Did you know?

1. Elec-Trak tractors are up to 5 times more efficient per unit of fuel than gas-powered equipment.
2. When recharged at night (off-peak load periods) they actually help to balance generation loading.
3. There's no worry about brownouts affecting the Elec-Trak's ability to refuel from home outlets. . . the charger will function effectively with less than 100% voltage.

The point is, you have a lot to sell with Elec-Trak tractors. Use this ad in your local newspaper to help right now. We'll back you up with 50/50 co-op.

Very truly yours,



David A. Quincy, Manager
ADVERTISING & SALES PROMOTION

DAQ/hz

cc: OPEO Sales Force
Marketing Staff





ELEC-TRAK[®] TRACTORS DON'T USE A DROP OF GAS

Just because gas is short doesn't mean you have to shovel snow this winter. Elec-Trak tractors are an electric solution to the gas shortage. They're totally electric . . . powered by rechargeable batteries. With seven Elec-Trak models to choose from mounting a 42" or 38" snow thrower or a 48" or 42" snow blade (depending on model), you'll easily rip through deep snow.

So in this year of shortage this and shortage that, plug an Elec-Trak tractor into your home outlet. Recharge at night during off-peak hours when power demand is lowest. And save those 50¢ gallons of gas for your car.

DEALER NAME

GENERAL  ELECTRIC