



1974  
PRICE  
LIST

1973 FALL DEALER MEETING  
OCTOBER 1973

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

GENERAL  ELECTRIC

1974 ADVERTISING

Clear-Cut Directions for 1974

- Get Message Out Via Insert - Now an Elec-Trak at \$695  
(Price Breakthrough)
- Solve Price Objections on Tractors by Stressing Unique Benefits and Sell Why Worth More!
- Solve Range Question by Being Specific - Stress Recharge Speed
- Recognition for Outstanding Dealers
- Help You Sell at Your Location
- Help You Sell More to Existing Owners and Gain Their Help

From Our Own Experience. . . .

- Gas Saturated; Electric Not

- Thousands Want the Benefits of Elec-Trak but Price  
and Size Too Big

The "Easy Rider" ER 8-36 is the Answer!

