

GENERAL ELECTRIC

**OUTDOOR
POWER EQUIPMENT
OPERATION**

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

Dear Elec-Trak Dealer:

July 17, 1973

CHECK YOUR POTENTIAL PROFIT MARGIN ON THIS MID-SEASON MOWER SPECIAL!

Plug this early summer sales booster into your store now while there's still plenty of grass to cut. The GE Electric Power Mower (PM-32) is the ideal mid-season replacement mower for tired, old gas lawn mowers that have cut their last.

The PM-32 is a quiet, powerful grass cutter, perfect for doing the whole job on smaller yards or trimming larger ones. And, it comes with One Full Year Warranty to Owner.

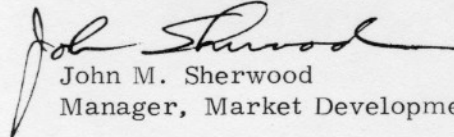
AT \$50.00 YOUR COST, YOU'LL EASILY TOP THE COMPETITION

<u>Model</u>	<u>Your Cost*</u>	<u>Sold Nationally At</u>	<u>Wt.</u>
PM-32 - PM-32 Lawn Mower	\$50.00	\$89.95	48 lbs.
PM-15 - Grass Catcher	7.00	12.95	10 lbs.
PM-10 - 100 Ft. AC Ext. Cord	6.00	10.45	8 lbs.

*In lots of five, with cord and grass catchers
F. O. B. Scotia, New York

All orders must be sent on the form below with your billing code to the attention of John M. Sherwood. For information call (518) 374-2211, Ext. 5-2063.

Act now - first come, first served. This offer only good through September 1, 1973.


John M. Sherwood
Manager, Market Development

----- CUT HERE TO MAIL -----

Yes, please ship immediately the quantities I have noted below:

Reference P.O. # _____ DATE _____

General Electric Company
Outdoor Power Equipment Operation
Corporations Park, Bldg. 702
Schenectady, New York 12345

Quantities (5 minimum)

PM-32 - E-1 Lawn Mower (s) @ \$50.00

PM-15 - Grass Catcher (s) @ 7.00

PM-10 - 100 Ft. AC Ext. Cord @ 6.00

YOUR SHIPPING ADDRESS: _____

YOUR SIGNATURE _____

(Title) _____

