

RADIO COPY



OPA 74-19

Garden tractors are supposed to make mowing easier. "Easier" once meant any tractor that coughed along . . . regardless of how it shook and rattled, just as long as it rolled and mowed. Now you have a choice.

"Easier" means a better, quieter, smoother, more reliable tractor. A line of tractors you probably haven't driven yet. Eight powerfully different General Electric garden tractors that REALLY do the job, Cordless GE Elec-Trak tractors available at _____.
(dealer name)
They don't use any gas because they're totally electric so they start instantly and run reliably like your refrigerator. Rechargeable batteries, guaranteed three to five years depending on model, power the pollution-free electric motor that never needs tuning. Plus you can choose easy-on front or mid-mounted mowers with safer rear discharge and blades that stop instantly on shutoff.

Eight cordless electric GE tractors from eight to eighteen horsepower class . . . starting with the new Rider Mower at just six hundred ninety-five dollars manufacturer's suggested list price. This year the switch is on to GE's Elec-Trak tractors. Visit your nearby dealer today and see why. He's _____.
(dealer name and address)