



**Elec-Trak<sup>®</sup>**  
TRACTOR

# SALES AIDS 1972

GENERAL  ELECTRIC

  
ELECTRIC TRACTORS

### 4' x 6' STORE-FRONT SIGNS

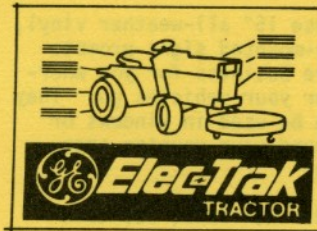
Similar in quality and visibility to the larger 3' x 9' sign, these all-weather metal signs make your business easy to locate. Builds customer traffic.

Order Gen-391, \$10.00 each

### COLOR WALL CHART

This is a must. Educate your customers as well as your sales force. This 35" x 45" Texoprint<sup>®</sup> wall chart illustrates the features that make the Elec-Trak tractor so dramatically different.

Order Gen-985B, \$2.00 each



### MAGNETIC FEATURE SETS

Each package contains 10 color magnetic feature cards. Place next to features on the Elec-Trak tractor for instant recognition. Easily moved from tractor to tractor.

Order Gen-1176, \$2.50 per set



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### 3' x 9' STORE-FRONT SIGNS

Sure to be seen and read, these colorful, embossed metal signs make your business immediately identifiable from a distance away. Wood backed for quick and permanent mounting.

Order Gen-392, \$15.00 each



### TESTIMONIAL POSTER

Large 35" x 45" poster with photos of customers and their actual comments on Elec-Trak tractors. Display this prominently in your showroom for added sales impact.

Order Gen-5544B, \$2.50 each

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