YOUR SPECIAL GENERAL ELECTRIC TIME BUY-IN. TIME AT LESS COST THAN YOUR LOCAL NEWSPAPER.
NOW YOUR DEALERSHIP CAN BE IN TIME MAGAZINE

Giving you TIME impact at a lower cost than your local newspaper.

We're placing national Elec-Trak tractor messages (see sample opposite) in the most widely read newsweekly available—TIME magazine—because surveys prove to us TIME reaches the most prime Elec-Trak tractor prospects.

Plus, we're giving you two opportunities to add your own name to special TIME ads that will run in your state or city. Your cost? Less than to run comparable ads in your local newspaper. You save big dollars because GE is buying the space and paying for the production of the ad; all you pay for is the addition of your name in the listing of dealers for your state. If you bought an ad in TIME on your own, without GE rates, it would cost you thousands of dollars. Your actual low, low cost for one, or better yet, two ads in TIME, is listed on the Sign-up Form opposite.

Why buy TIME?

- Your TIME advertisement stays in the home 7 days.
- 69% of TIME families have incomes in excess of $10,000.
- 50% of TIME readers have been to college.
- 67% are homeowners.

Sign up today, we'll invoice you in the spring. And, as a bonus, you'll get free point-of-purchase TIME banners to put up in your showroom to reinforce your ad.

IMPORTANT: We only will be able to run these co-op ads in TIME if an established number of dealers buy in. Don't hesitate, buy in today. Deadline for us to receive your signed order form in Schenectady is January 5. If your form is not in then, you will miss this great opportunity to advertise in TIME.

Remember, the rest of GE's massive national/regional/local advertising will work in conjunction with your TIME ad.

- Television
- Radio
- Point of Purchase
- Direct Mail
- Newspapers
- Co-op Program
- Press Relations
Why is the GE Elec-Trak Tractor switch on?

Because thousands are switching to the first new idea in garden tractors in a generation!

The GE Elec-Trak electric tractor is a cordless, odorless, fumeless, dirtless, paintless, quiet miracle.

You don't start the Elec-Trak tractor; you turn it on, like a light. You mow up to 3.5 acres per charge in peaceful, quiet and almost shameful comfort...for less money per acre than most gas engines.

You never touch a gas can or oily rag again; you 'refuel' from any handy 110-volt outlet. Elec-Trak's batteries, guaranteed for up to five years, will never pollute the air with smoke, fumes, or noise. Electrical interlocks provide safer operation for the whole family.

With no engine to eat up your money, we concentrated on the finest, widest variety of mowing systems in the industry. Seven tractor models--starting at about $795--ten combinations of front-mounted and mid-mounted mowers, rear and side discharge to give you practically a custom machine to fit your lawn best. And more than 40 other attachments from snow throwers to welders.

For the name of your nearest dealer, look in the Yellow Pages under Lawn Mowers or call this toll-free number now: 800-243-6000

In Connecticut call: 1-800-882-6500

See your Elec-Trak Tractor Dealer for a free demonstration.

Because they're made by

GENERAL ELECTRIC

---

SIGN-UP FORM

FEDERAL ELECTRIC TIME MAGAZINE BUY-IN

Like to advertise in TIME with other dealers from

April 9 at $125.00
(date of Issue) (total cost dealer).

April 9 and April 23
(date of Issue) (date of issue)
(at) $235.00
(total cost dealer)

will be invoiced Spring 1973.

Tip's name, address and phone number to read this in the advertisement:

Address

City State

Area Code Telephone Number

4 lines, 30 characters per line)

I would like to be in TIME magazine.

Dealer's Signature Date

DUE IN SCHENECTADY BY JANUARY 5, 1973.

Prices quoted are final and not negotiable. Failure to return this form to General Electric Company, Outdoor Power Equipment Department by January 5, 1973 constitutes a negative reply.

Company Name

1301 General Electric Blvd.

Schenectady, NY 12345

White copy to: GE (OPEO) in pre-printed, self-paid envelope.
SIGN-UP FORM

GENERAL ELECTRIC TIME MAGAZINE BUY-IN

☐ Yes, I'd like to advertise in TIME with other dealers from my state.
☐ 1 time April 9 at $125.00 (date of Issue) (total cost dealer)
☐ 2 times April 9 and April 23 at $235.00 (date of issue) (total cost dealer)

I understand that I will be invoiced Spring 1973.

I'd like my dealership's name, address and phone number to read like this in the advertisement:

Name ____________________________
Address __________________________
City State __________________________
Area Code Telephone Number ________
(Limit 4 lines, 30 characters per line)

☐ No, I don't want to be in TIME magazine.

Authorized Dealer's Signature _______ Date _______

_DEADLINE: DUE IN SCHENECTADY BY JANUARY 5, 1973._

Low prices quoted are final and not negotiable. Failure to submit this form to General Electric Company, Outdoor Power Equipment by January 5, 1972 constitutes a negative reply.