

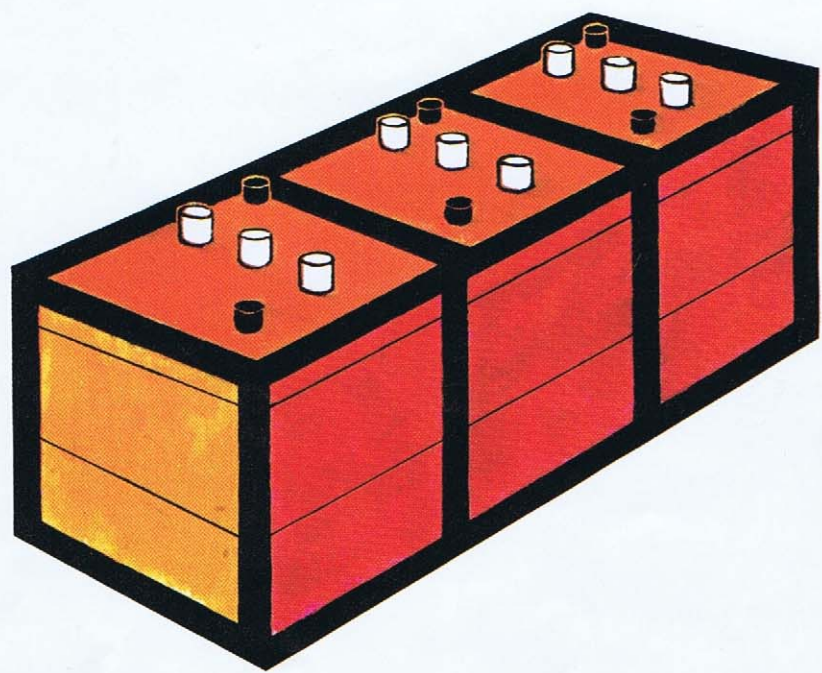
***Battery power
is better***



and we can prove it



Introducing the Avco New



POWER PACK CELLS—the last word in reliable, quick-starting, long-lasting space age energy.

Drawing their rugged power from a cluster of easily rechargeable POWER PACK CELLS instead of gasoline, the New Idea Electric Tractor delivers instant power. And runs up to 4 hours on a single charge. There's plenty of time to mow from $\frac{3}{4}$ of an acre—up to 4 acres—depending on the tractor model you own.

Specifically developed for use in electric tractors, this type of battery delivers plenty of power for a long period of time. Then, when recharging is needed, just plug into a household outlet. A few pennies worth of electricity brings it back to full power!

Battery power is better



Rugged, ground-gripping traction and load-lugging muscle.

Compare torque (this is the actual work-power delivered to the drive axle). In test after test, the Electric Tractor easily outpulled gasoline tractors with equivalent horsepower ratings.

Compare traction (the gripping action of tires to earth). Unlike gasoline tractors with their "horses up front" over the steering wheels, the Avco New Idea Electric Tractor puts up to 70% of its weight right where it does the most good: Over the drive wheels!

Battery power is better

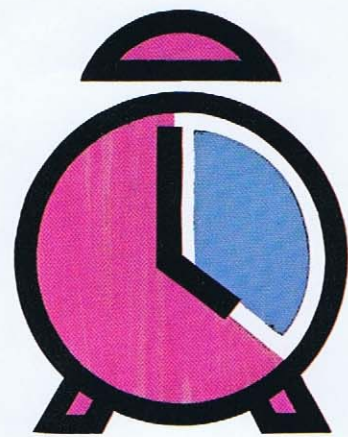
The clean, quiet, low-mainten

Mows up to 4 hours on a single charge.

The heavy duty POWER PACK CELLS in your Avco New Idea Electric Tractor provide enough "electric motor fuel" to mow up to 4 hours on a single charge. That is enough time to mow from $\frac{3}{4}$ of an acre with the Model EGT-80 (8 horsepower) up to 4 acres with the EGT-150 (14 horsepower).

What's more, when you run low on "fuel", just plug into the nearest grounded electric outlet for a few minutes or overnight. Even if you forget to check your fuel gauge, shut the tractor off for 10 minutes or so and the POWER PACK CELLS will self-restore enough to get back to an electrical outlet.

Battery power is better



Takes it easy on the pocketbook.

When you consider buying a garden tractor—any garden tractor—weigh every cost angle. With a New Idea Electric Tractor, there is no gasoline engine. So, there is literally no routine maintenance. The New Idea Electric Tractor is powered by a rugged electric motor especially designed for use in electric garden tractors. This means your cost of operation (what it costs to keep it charged up and running) will be about $\frac{1}{5}$ as much as you'd pay for gasoline alone

And reliable? When was the last time you had to replace an electric motor of any kind around the house? Electric power is the clean, quiet, reliable, long-lasting power of the future.

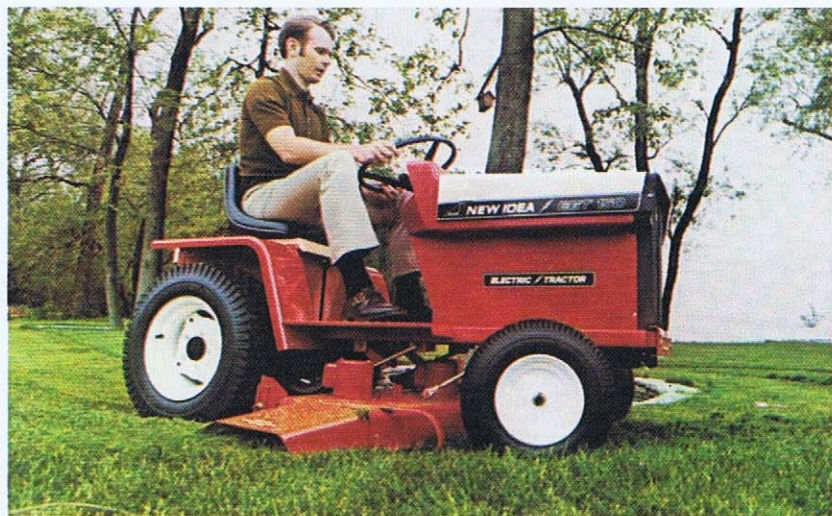
We're so confident Battery Power is Better that we've equipped the drive motor with sealed bearings so that you never have to lubricate it. That's why it is good for many, many years of trouble-free operation. Then we back the POWER PACK CELLS with a strong, written, 3-to-5 year "peace of mind" warranty.

Like we said—when you consider buying a new garden tractor, consider every cost angle. The New Idea Electric Tractor is the way to go.

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Idea Electric Tractor

ance way to keep your lawn looking great!



Maintenance costs? Forget 'em!

Battery power is the fastest-growing method of propulsion for garden tractors in North America. But if you've never owned one, you've got some "getting used to" ahead of you. You'll have to "get used to" the idea of no routine maintenance bills. Since there's no gasoline engine, there are no plugs, no points, no condensers or distributors, no gaskets, and no filters that you've gotten used to having replaced or repaired at regular intervals. You have to get used to smooth, quiet mowing—with no engine vibration, no fumes, no heat. Not even an occasional tune-up! Just check the water level in the POWER PACK CELLS, keep 'em charged, and you're ready to roll—winter or summer.

Battery power is better



Loaded with safety features, because we think safety the same way you do.

At New Idea, safety has been a major design factor in every machine in every line. And the Electric Tractor sets new safety standards in its field. In addition to having foot pedal operated automotive-type disc brakes, there are actually three handy safety features: a dashboard flip switch that stops the blades in 1-to-3 seconds. A seat switch that cuts off tractor and attachment power the instant the operator leaves the seat. A special "Return-To-Neutral" feature that, once any other safety switch has been thrown, all must be returned to neutral before the tractor will run. And on the 12- and 14-horsepower models, there is a power disconnect switch that completely disconnects motors from the POWER PACK CELLS.

Then, too, you can forget about ever having to pour gasoline near a hot tractor engine—because with the Electric Tractor, you don't need either.

And, the balanced weight design of the New Idea Electric Tractor provides a low center of gravity for greater stability and added safety on uneven terrain.

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Direct-drive mowers manicure your lawn.

Mowers on the EGT-120 and EGT-150 have a 42" cutting width, while the EGT-80 and EGT-100 models use a 36" mower. With a mid-mounted mower you're able to make tighter turns closer to trees and enjoy easier maneuverability in confined areas. They do a beautiful job on any grass—and offer a choice of side or rear discharge. Each blade has its own reliable electric motor, and features a direct drive—motor to blade. In this way, individual motors keep blades turning at optimum cutting speed, regardless of tractor speed. There are no belts to attach, adjust or replace—just smooth, constant power. 36" mower has side discharge; 42" mower offers a choice of side or rear discharge. Rear discharge is ideal for use with trailing lawn sweeper.

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The New Idea Electric Tractor is backed by dependable New Idea dealer service.

If you know anything at all about farm machinery dealers, you know that they offer the very finest customer service of any machinery sold. They have to. Their farmer-customers demand it. And get it. The New Idea Electric Tractor is sold only by carefully and well-trained selected dealers—who have exceptional service departments and policies. So, stop in at the dealer displaying the "Authorized Dealer New Idea Electric Tractor" decal—and hear what a really dependable dealer has to say about your own particular requirements. Because what he sells, he services . . .



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More than 35 accessories and attachments to make your New Idea Electric Tractor more versatile, more valuable!

You'll discover that your New Idea Electric is much more than a tractor, more than a mower. It's also a portable power source for a variety of hand power tools. You can pull a lawn aerator, if you like. Or, a planter-fertilizer unit. There are even kits so that you can add a horn or a tail

light. Headlights may be added to the EGT-80 or EGT-100 models. Here are just some of the options to make your New Idea Electric Tractor more versatile than ever.

Less 10% on all attachments.



Pick the size to fit your lawn and your chores

*# 2.95 Tail light kit
4.80 Battery filler*



ELECTRIC TRACTOR EGT-150

- * 14 horsepower class
- * Heavy duty power pack standard equipment
- * 7 forward speeds, 3 reverse in each of 4 gear ranges
- * Electric accessory, PTO outlet, headlights and dashlight
- * Electric lift for 42" mid-mounted and front-mounted attachments
- * Fuel level gauge and power use gauge
- * Safety seat switch, snow thrower interlock, instant-stop mower blades
- * Mounts 42" mid-mounted mower
- * Molded cushion foam seat
- * "Power Pulse" for extra surge of power
- * Built-in battery recharger
- * 36-volt power pack

ELECTRIC TRACTOR EGT-120

- * 12 horsepower class
- * 3 forward speeds, 2 reverse in each of 3 gear ranges
- * Electric accessory, PTO outlet, headlights and dashlight
- * Instruments show fuel level and power use rate
- * Electric lift for 42" mid-mounted and front-mounted attachments
- * Safety seat switch, snow thrower interlock, instant-stop mower blades
- * High back foam seat
- * "Power Pulse" for extra surge of power
- * Built-in battery recharger
- * 36-volt power pack

ELECTRIC TRACTOR EGT-100

- * 10 horsepower class
- * 3 speed ranges forward, 1 reverse
- * Simple, feather-touch clutch control and brake on one pedal
- * Fuel level gauge
- * Safety seat switch, snow thrower interlock, instant-stop mower blades
- * Fast-acting lever for lifting attachments
- * "Big tractor" 36-volt power pack and fast recharger

ELECTRIC TRACTOR EGT-80

- * 8 horsepower class
- * 3 torque ranges forward, 1 reverse
- * Simple, feather-touch clutch control and brake in one pedal
- * Safety seat switch, snow thrower interlock, instant-stop mower blades
- * Fast-acting lever lift for attachments
- * High-torque permanent magnet drive motor
- * Built-in battery recharger
- * 36-volt power pack

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Coldwater, Ohio 45828

We make your job a little easier.