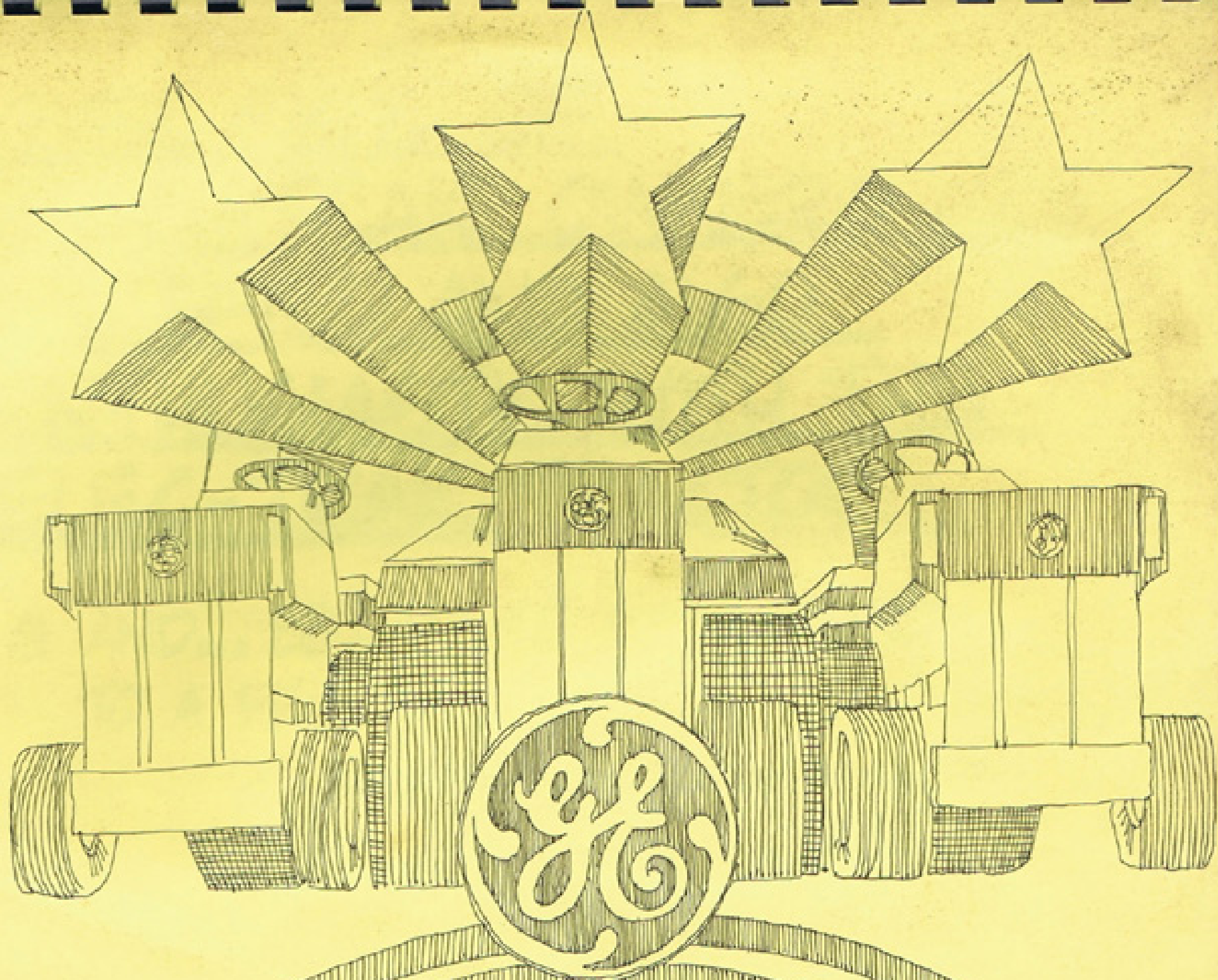




QUALITY...SERVICE...VALUE

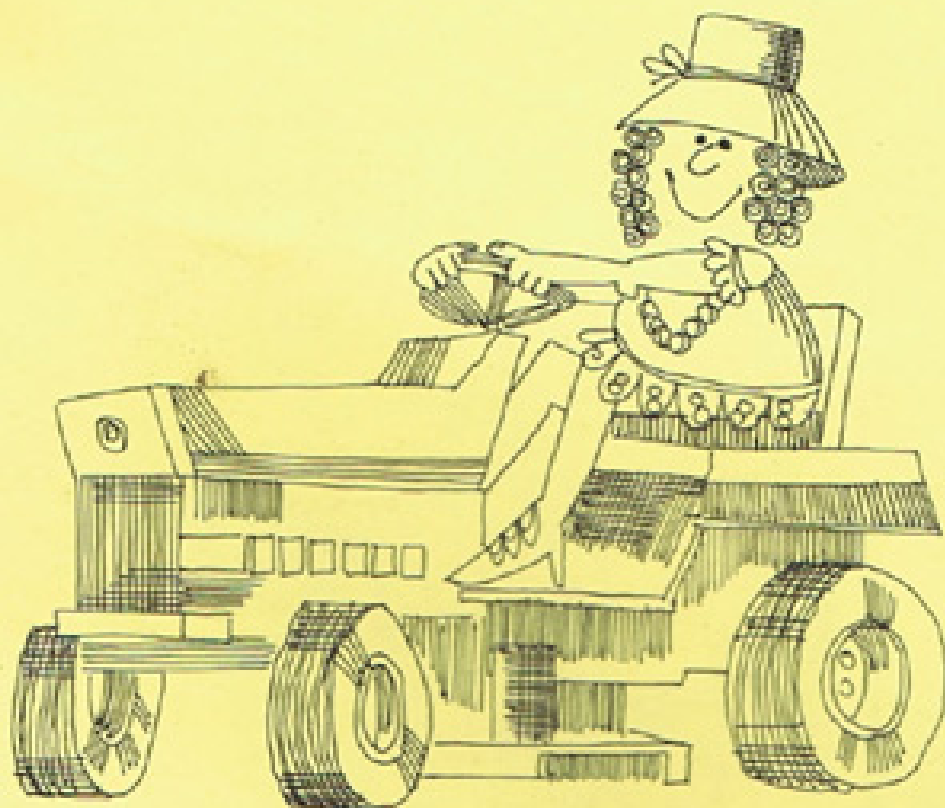


QUALITY...SERVICE...VALUE

OVER 90% OF
ELEC-TRAK OWNERS ARE
SATISFIED AND ALSO
ENTHUSIASTIC WITH THE
ELEC-TRAK TRACTOR^o

* AND... 88% WOULD RECOMMEND
TO A FRIEND

^oACTUAL CONTINUING SURVEYS OF OWNERS



* MORE SALES THEREFORE MAKE
FOR ADDITIONAL SALES!

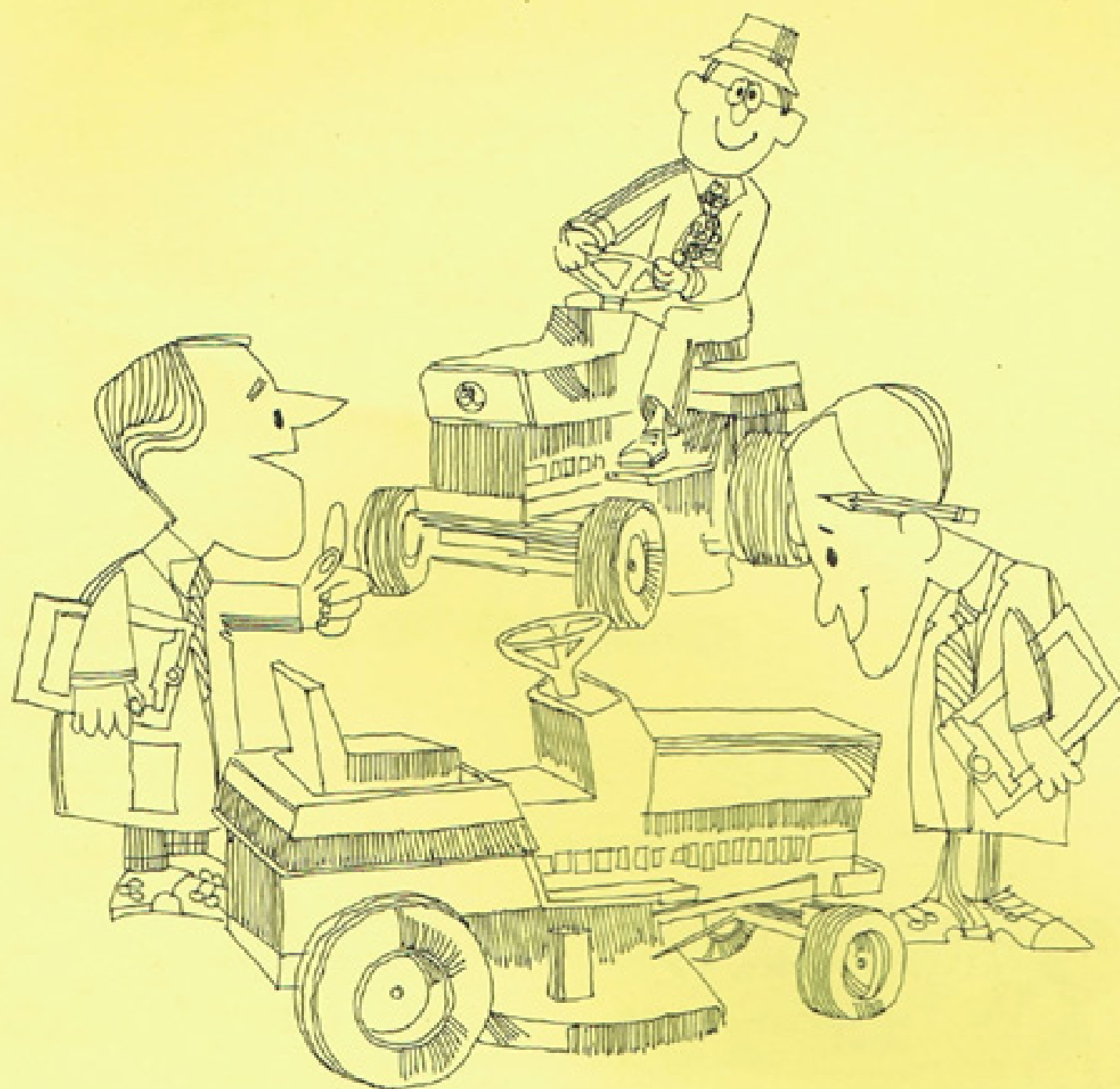
CONTRAST

- * "NEWSWEEK" SURVEY OF OWNERS OF 4 MAJOR GAS BRANDS
- * ONLY 74% SATISFIED WITH MECHANICAL RELIABILITY AND DURABILITY
- * ONLY 65% SATISFIED WITH ABILITY TO HANDLE ATTACHMENTS



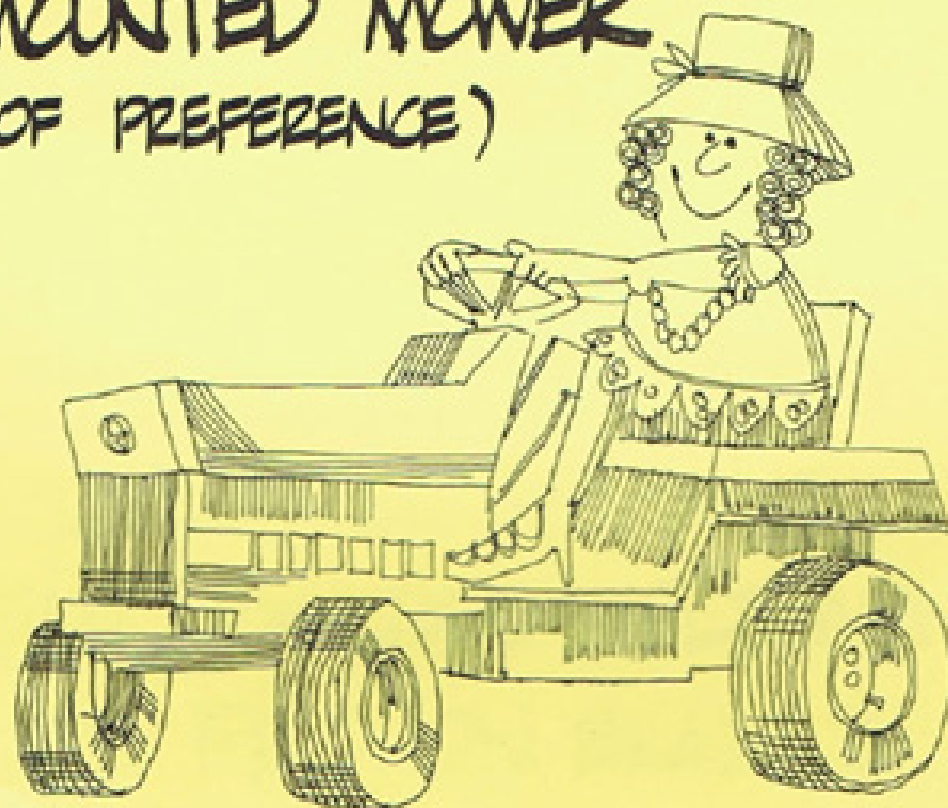
ELEC-TRAK TRACTOR PROVEN DESIGN

- * OVER 5 YEARS DEVELOPMENT
AND TESTING
- * OVER 2 YEARS USE BY
CONSUMERS



WHAT INFLUENCED CURRENT ELEC-TRAK OWNERS TO BUY (SURVEY)

- * BECAUSE IT IS ELECTRIC
- * QUIETNESS
- * SAFETY FEATURES
- * MANUFACTURED BY GENERAL ELECTRIC
- * REDUCES AIR POLLUTION
- * PULLING POWER
- * FRONT MOUNTED MOWER
(LISTED IN ORDER OF PREFERENCE)



ELEC-TRAK

* COMFORT

- * QUIET / FUMELESS
- * VIBRATION FREE

- * COOL OPERATION
- * HUMAN ENGINEERING

* SAFETY

- * SAFETY INTERLOCKS
- * INSTANT "OFF"
- * LOW VOLTAGE POWER

- * GREATEST STABILITY
- * SAFETY MOWER

* OPERATION

- * EASIEST STARTING
- * SPEED VARIATION
- * MANEUVERABILITY
- * QUICK-CHANGE ACCESSORIES

- * POWER LIFT (E20, E15, E12)
- * SIMPLE CONTROLS
- * TRACTION

* FEATURES

- * MOBILE POWER CENTER
- * PORTABLE TOOLS - EQUIPMENT
- * INDEPENDENT, POWERED IMPLEMENTS
- * ELECTRIC PLUS FRICTION BRAKING
- * HOME FUEL SUPPLY

ELEC-TRAK TRACTOR DEALERS HAVE THE ONLY COMPLETE ELECTRIC LINE NOW

	H.P. CLASS	MOWER	MOWER DISCHARGE
E 1	-	18"	SIDE
E 8 M	8	36" MID	SIDE
E 10 M	10	36" MID	SIDE
E 12 M	12	42" MID	SIDE OR REAR
E 12	12	42" FRONT	SIDE OR REAR
E 15	14	42" FRONT	SIDE OR REAR
E 20	16	42" FRONT	SIDE OR REAR



E20



E15



E12



E12M



E10



E8

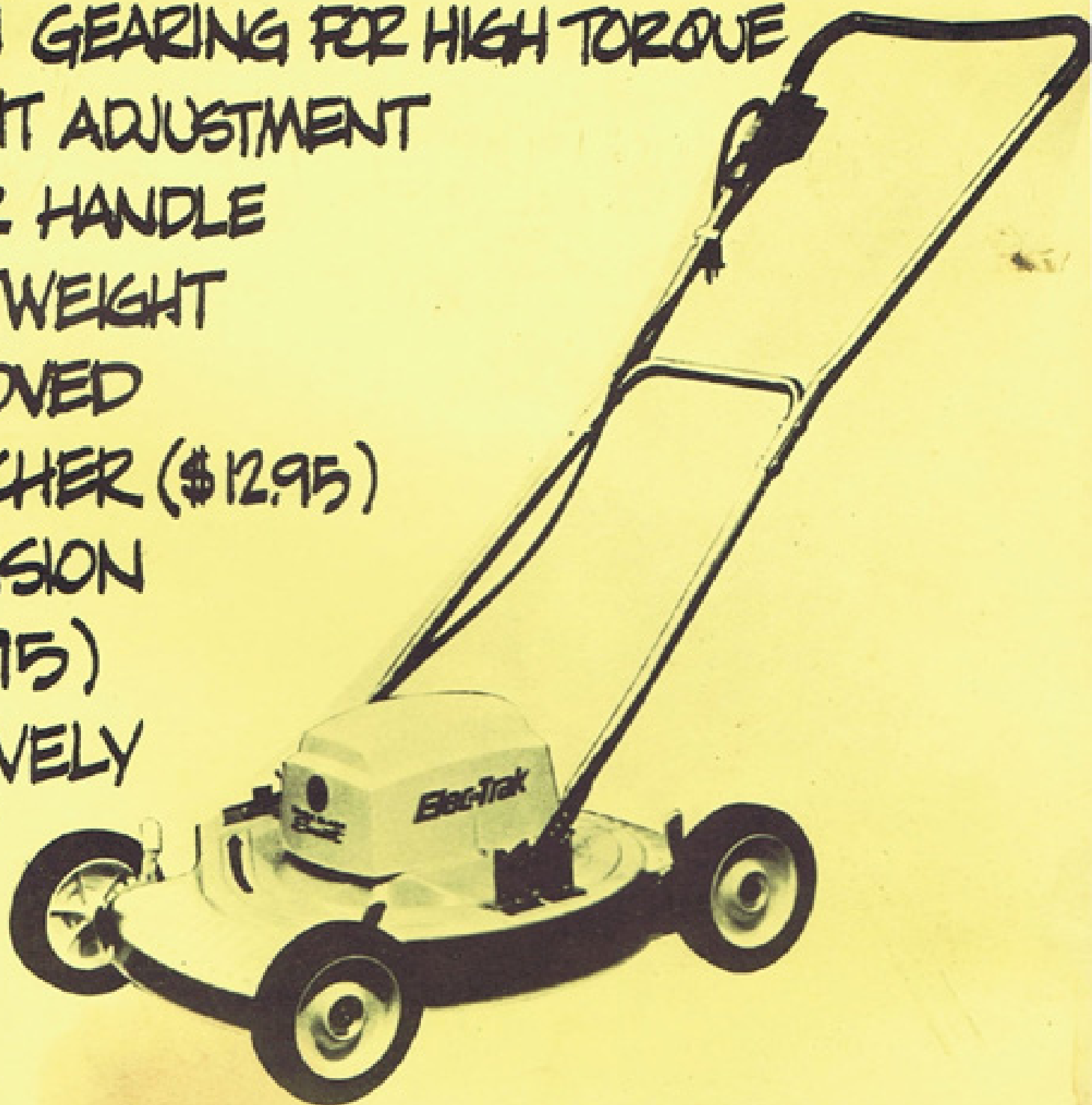
An electric tractor for every customer... from about \$795



E1

110 VOLT WALK BEHIND 18" MOWER

- * OVER 5 YEARS EXPERIENCE
- * TOP QUALITY 110 VOLT UNIT
- * GAINED OVER 40% OF CANADIAN MARKET
- * MOWER BLADE HAS HIGH VACUUM LIFT
- * BUILT IN SLIP CLUTCH
- * REDUCTION GEARING FOR HIGH TORQUE
- * EASY HEIGHT ADJUSTMENT
- * SWINGOVER HANDLE
- * VERY LIGHTWEIGHT
- * UL APPROVED
- * GRASS CATCHER (\$12.95)
AND EXTENSION
CORD (\$9.95)
- * COMPETITIVELY
PRICED AT
\$89.95



ELECTRIC WALK BEHINDS

	MOWER	<u>SUGGEST</u> RETAIL
BLACK & DECKER	18"	\$89.95
SUNBEAM	18"	\$89.95
GENERAL ELECTRIC	18"	\$89.95

THE NEW E8M ELEC-TRAK TRACTOR

- * 8 H.P. CLASS TRACTOR, NOT A RIDER
- * ALL ELEC-TRAK SAFETY FEATURES
 - * SEAT SWITCH
 - * INSTANT "OFF"
 - * RETURN TO "OFF"
 - * GOOD STABILITY
- * SIMPLE, LIGHT-TOUCH CLUTCH
- * 3 SPEED TORQUE RANGES AND REVERSE
- * ALL STEEL FRAME CONSTRUCTION
- * HEAVY DUTY MECHANICAL LIFT MECHANISM
- * BUILT-IN CHARGER (5 HOURS TO 80% RECHARGE)
- * 36" SIDE DISCHARGE TWO SPINDLE MOWER (TWO MOTORS)
- * FOR PROPERTIES UP TO 1-1/4 ACRES
- * USED FOR MOWING, TOWING AND DOZING WORK
- * PRICED TO SELL AT \$795
 - * FREE MOWER PROGRAM APPLIES
 - * JOHN DEERE RIDING MOWER \$885



8 HORSEPOWER GEAR TRACTORS

\$ MORE THAN E8M AT \$795.

1971-1972

LIST PRICE

IH-86	\$ 1055	+ 260
DEERE-110	\$ 995	+ 200
WHEEL HORSE - RAIDER 8	\$ 995	+ 200
BOLENS - 853	\$ 905	+ 110
JACOBSEN - LT 860	\$ 850	+ 55

+ FREE MOWER PROGRAM AVAILABLE ON E8M

LET'S COMPARE

JOHN DEERE ELECTRIC 90 RIDER E 8M ELEC-TRAK TRACTOR		
TRACTOR	YES	NO
MOWER	36" SIDE DISCHARGE	34" SIDE DISCHARGE
STABILITY	GOOD	POOR
TRANSAXLE	CAST IRON	ALUMINUM
STEERING	SECTOR & GEAR	PLATE & LINKAGE
SEAT SAFETY SWITCH	YES	NO
*DRIVE MOTOR OFF	YES	NO
*MOWER OFF	YES	NO
RETURN TO OFF	YES	NO
CHARGING	5 HRS. TO 80%	12 HRS. TO 80%
TIRES REAR	6.50 X 8	6.50 X 8
TIRES FRONT	5.00 X 6	4.00 X 5
WEIGHT	475	420
PRICE WITH MOWER	\$795 (FREE MOWER)	\$885

NEW E 10M ELEC-TRAK TRACTOR

- * 10 HORSEPOWER CLASS
- * SAME SIMPLE DRIVE SYSTEM AS E 8M
- * CAST IRON TRANSAXLE
- * SIX (6) STD. ELEC-TRAK POWER PACKS
 - * LOCATION - 3 FRONT, 3 REAR
 - * HEAVY DUTY BATTERIES OPTIONAL
- * FOR PROPERTIES UP TO 2-3 ACRES
- * 36" SNOWBLOWER AVAILABLE
- * SAME BUILT IN HIGH RATE CHARGER AS LARGER TRACTORS
- * COMPACT SIZE - SAME AS E 8M
- * STANDARD 30 VOLT ACCESSORY OUTLET
- * LOTS OF POWER FOR MOWING, BLOWING AND DOZING
- * SAME MOWER AS E 8M
- * MOWER EASY TO REMOVE AND INSTALL
- * PRICED LOWER THAN 10 H.P. GASOLINE UNITS AT \$995.



10 HORSEPOWER GEAR TRACTORS

\$ MORE THAN E10 M AT \$995.

1971 - 1972

LIST PRICE

JACOBSEN - GT10	\$ 1175	+ 180
INTERNATIONAL HARVESTER 108	\$ 1148	+ 153
ALLIS CHALMERS - 310	\$ 1135	+ 140
BOLENS - 1054	\$ 1130	+ 135
DEERE - 112	\$ 1115	+ 120
WHEEL HORSE RAIDER - 10	\$ 1095	+ 100
FORD - 10	\$ 1095	+ 100
SIMPLICITY - 3410	\$ 1095	+ 100

+ FREE MOWER PROGRAM AVAILABLE ON E 10 M

NEW E 12 M WITH MID-MOUNT MOWER

- * HAS MANY PROVEN ELEC-TRAK FEATURES
 - * AUTOMATIC SPEED CONTROL
 - * POWER PULSE FOR HEAVY LOADS
- * MORE LEG ROOM AND EASIER MOUNTING
- * THREE (3) SPEED FORWARD SPEED/TORQUE TRANSAXLE
- * TILLER NOT AVAILABLE
- * REVERSE TRACTOR WITH SPEED CONTROL THROTTLE
- * LONGER WHEEL BASE
- * ALL ELEC-TRAK TRACTOR SAFETY FEATURES
- * FAST ACTING MECHANICAL LIFT
- * TOOL OUTLET
- * SAME 42" MOWER DESIGN AS FRONT MOUNT MOWER
- * AVAILABLE 42" MID MOUNT MOWER ONLY (SIDE OR REAR)
- * SUGGESTED LIST \$1299



12 HORSEPOWER HYDROSTATIC TRACTOR (WITH ELECTRIC OR HYDRAULIC LET)

\$ MORE THAN E 125/M AT \$1295		
1971 - 1972	LIST PRICE	
ALLIS CHALMERS-312H	\$1585	+290
JACOBSEN-GT 12	\$1450	+155
INTERNATIONAL HARVESTER-129	\$1410	+121
BOLENS ^o -1256	\$1410	+115
WHEEL HORSE CHARGER-12	\$1395	+100
FORD-12	\$1385	+90
CASE-442	\$1350	+61
DEERE ^o -112	\$1330	+35

+ FREE MOWER PROGRAM AVAILABLE ON E12 M

THE ORIGINAL LARGE FRAME UNITS

E 12, E 15, E 20

- * HIGHEST TORQUE AT WHEELS
- * SMOOTH SPEED CONTROL
- * 4 SPEED TRANSAXLE
- * ELEC-TRAK SAFETY FEATURES
 - * SEAT INTERLOCK
 - * RETURN-TO-OFF SYSTEM
 - * EASY ACCESS TO ALL CONTROLS
 - * INSTANT OFF (3 SECS) BLADES
- * TOOL OUTLET
- * BUILT-IN CHARGER
- * FRONT ELECTRIC LIFT
- * ALL FRONT MOUNTED MOWERS - CONVERTIBLE DISCHARGE (SIDE OR REAR)
- * LEADERSHIP PRICED FROM \$1295 - \$1595

14-18 HP HYDROSTATIC TRACTOR (WITH ELECTRIC OR HYDRAULIC LIFT)°

1971-1972		\$ MORE THAN E15H AT \$1443 \$ MORE THAN E20 AT \$1595 LIST PRICE	
SIMPLICITY°- 4040	\$ 2195	+ 600	
BOLENS°- 1886	\$ 2128	+ 533	
BOLENS°- 1477	\$ 1840	+ 245	+ 397
FORD°	\$ 1685		+ 242
ALLIS CHALMERS°- 314H	\$ 1675		+ 232
JACOBSEN°- GT 14	\$ 1660		+ 217
INTERNATIONAL HARVESTER°- 149	\$ 1654		+ 211
BOLENS°- 1556	\$ 1610		+ 167
WHEEL HORSE°- GT 14	\$ 1595		+ 152
DEERE°- 140	\$ 1570		+ 127
CASE°- 444	\$ 1553		+ 110
WHEEL HORSE- BRONCO 14	\$ 1495		+ 52
SIMPLICITY°- 3415	\$ 1495		+ 52

FRONT MOWER

- * CUT GRASS BEFORE ROLLING OVER
- * GOOD FOR TRIMMING
- * VERY EASY TO REMOVE
- * EASY TO SHARPEN AND CLEAN
- * SEE WHERE CUTTING
- * SAFER FOR OPERATOR MOUNTING TRACTOR
- * HIGHEST CAPACITY

MID MOUNT

- * EASIER TO MANEUVER IN TIGHT PLACES
- * SMALLER CUTTING RADIUS
- * FAST ACTION LIFT
- * LESS MECHANICAL NOISE
- * LESS OVERALL STORAGE
- * MOST POPULAR

REAR DISCHARGE

- * FOR REGULARLY CUT LAWNS (NORMAL HEIGHT)
- * TRAILER SWEEPER PICKS UP GRASS IN ONE PASS
- * SAFER - ALL DISCHARGE DOWN & UNDER TRACTOR

SIDE DISCHARGE

- * GOOD DISTRIBUTION OF GRASS CLIPPINGS
- * BEST WHEN NOT SWEEPING
- * MULCHES LEAVES
- * GREATER CHANCE OF THROWING ROCKS
- * SIDE DISCHARGE GIVES CLEANER APPEARANCE
ON LONG, LIMP OR WET GRASS

SELECT THE PROPER MOWER APPLICATION (LISTED IN ORDER OF PERFORMANCE CAPACITY)

* ABNORMAL MOWING (FIELDS, ROUGH GROUND, HIGH GRASS)

FRONT MOUNT	REAR DISCHARGE
FRONT MOUNT	SIDE DISCHARGE
MID MOUNT	REAR DISCHARGE
MID MOUNT	SIDE DISCHARGE

* NORMAL MOWING (STANDARD LAWN CONDITIONS, SMOOTH GROUND)

* WITHOUT SWEEPER

FRONT MOUNT	SIDE DISCHARGE
MID MOUNT	SIDE DISCHARGE
FRONT MOUNT	REAR DISCHARGE
MID MOUNT	REAR DISCHARGE

* WITH SWEEPER

FRONT MOUNT	REAR DISCHARGE
MID MOUNT	REAR DISCHARGE

BATTERIES: HEAVY DUTY OR STANDARD

STANDARD

- * KEEPS PRICE DOWN
- * FOR LOTS UP TO 2 ACRES
- * DOZER BLADE WORK (SNOW OR LIGHT DIRT)
- * NOT AVAILABLE FOR E20

HEAVY DUTY

- * FOR LARGE AREAS (GENERALLY 2 ACRES OR MORE)
- * SNOW BLOWING OR HEAVY DIRT DOZING
- * AVAILABLE FOR ALL LARGE FRAME UNITS AND E10M
- * STANDARD ON E20 ONLY
- * INCREASES PRICE

ELEC-TRAK

TRACTOR BATTERIES

	E 8M	E 10M	E 12M	E 12	E 15	E 20
6 VOLT STANDARD	N.A.	6	6	6	6	N.A.
6 VOLT HEAVY DUTY	N.A.	6 OPT.	6 OPT.	6 OPT.	6 OPT.	6
12 VOLT REGULAR	3	N.A.	N.A.	N.A.	N.A.	N.A.

N.A. = NOT AVAILABLE

OPT. = OPTIONAL AT EXTRA COST

BATTERY WARRANTY REPLACEMENT (NOT APPLICABLE TO ABUSE OR NEGLECT)

	YEARS MONTHS	1 0-12	2 13-24	3 25-36	4 37-48	5 49-60
6 VOLTS STANDARD		NC-1	NC-2	PRO RATA X*/60	PRO RATA X/60	PRO RATA X/60
6 VOLTS HEAVY DUTY		NC-1	NC-2	X/60	X/60	X/60
12 VOLTS REGULAR		NC-1	X/36 PRO RATA	X/36	N.A	N.A

N.A. = NOT APPLICABLE

N.C.-1 = NO CHARGE EXCEPT FOR FREIGHT

N.C.-2 = NO CHARGE EXCEPT FOR FREIGHT
AND LABOR

* X = AGE OF BATTERY IN MONTHS

FREE MOWER OFFER
WITH EACH NEW ELEC-TRAK
TRACTOR SOLD-UNTIL
JUNE 30, 1972

* E8M OR E10M -
FREE 36" MOWER

* E12, E12M, E15, E20 -
FREE 42" MOWER





OUR NO. 1 GOAL:
TO MAKE
GENERAL ELECTRIC
THE BEST BUY