



Elec-Trak[®]
TRACTOR

SALES AIDS 1972

GENERAL  ELECTRIC

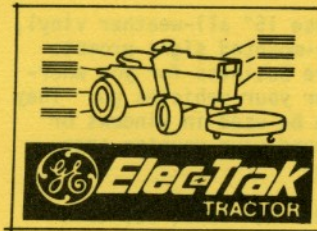
Elec-Trak

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[®] 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



GENERAL  ELECTRIC

Elec-Trak TRACTORS

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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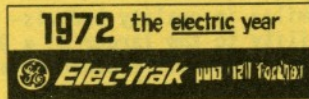
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TRUCK SIGN

These 15" all-weather vinyl, dry-mounted signs promote more business for you wherever your vehicles go. They can be used in windows or around your counter area, too.

Order Gen-983B, 90¢ each



ELECTRIC YEAR BANNER

Eye-catching yellow and blue banner for showroom use. Easy to see and read 2' x 7' size. Adds impact to your 1972 push for electric sales.

Order Gen-398, \$9.00 each



AUTOMATIC TRACTOR SELLER

Simply set this 27-page flip chart on an Elec-Trak tractor hood and let your customer sell himself. Packed with "buy" information that will pre-sell as he flips through it.

Order Gen-1177, \$3.50 each



IMPRINTED BALLOONS

For the festive atmosphere-imprinted balloons of various colors. They're great for kids!

Order Gen-987B
\$2.30 per hundred

ORDER FROM:
MANAGER, ADVERTISING
OUTDOOR POWER EQUIPMENT OPERATION
GENERAL ELECTRIC COMPANY
BLDG. 702, CORPORATIONS PARK
SCHENECTADY, N.Y. 12345

GENERAL ELECTRIC COMPANY
OUTDOOR POWER EQUIPMENT OPERATION
Schenectady, New York 12345

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