



# Elec-Trak<sup>®</sup>

Garden Tractor

# CLIPPINGS

OUTDOOR POWER EQUIPMENT OPERATION □ CORPORATIONS PARK, BLDG. 702 □ SCHENECTADY, N. Y. 12305

July 1973

## MARKETING MANAGER SPEAKING ...

Why do some dealers sell truckloads of Elec-Trak tractors and other dealers don't? Sure, there are lots of different reasons but Doc's Auto and Lawnmower Service of Massillon, Ohio, proves the most important reason: if you really know the Elec-Trak tractor you're a long way toward selling it. And they have sold over 65 Elec-Trak tractors so far this year to prove their point.



Paul Brunswick

Yes, the only foundation to any sales talk must be solid product knowledge. Selling Elec-Trak tractors is no exception. To sell Elec-Traks, you must thoroughly understand how they work, why they work, and where they will work best. You must be able to answer all customer questions quickly, honestly, confidently and accurately.

So, how do you find out about the tractor? Attend your service school, read product service literature, read thoroughly Owner's Use and Care Manuals, and read all promotional literature. Then study the tractor itself. Know how it works and use it as much as possible so that you have first-hand knowledge of how it behaves in actual application.

Occasionally though, you will get a question that stumps you. Don't leave it unanswered. Call your sales representative or give us a call here. We'll be glad to help you with any questions that will help you make sales.

If you increase your product knowledge, you are a long, long way toward increasing your sales. We know, we've seen it happen time and again in successful dealerships across the country. So, study up and move them out!

## ADDING FACES TO THE VOICES

We at headquarters conduct almost all of our business by telephone. But there are real people behind those telephone voices, so to give you a more personalized view of Outdoor Power Equipment Operation, we will run a regular Clippings feature, introducing many of the people you talk to frequently. The group you probably talk to most frequently is Customer service. Here they are.

GENERAL  ELECTRIC



Bill Kennedy

**Bill Kennedy** is the Customer Service Supervisor. He is responsible for all of Customer Service activities: taking of orders, maintenance of records, computer tie-in, shipping, plans and programs.

**Delores Calvano** and **Wanda Miklusz** are our two Customer Service Clerks. If you want to order tractors, attachments or spare parts, or, if you want to trace a shipment, you'll be talking to them. They also make out shipping instructions and help with billing.



Delores Calvano



Wanda Miklusz



Pat Howie



Jo Paravani

Pat Howie and Jo Paravani are the Order Service Clerks. Pat and Jo make sure the orders you called in go into the computer properly (and come out properly). They also arrange for drop shipments from other manufacturers. An example, Jenkins for the rotary broom or the sickle bar mower from Haban.

Judy Malis and Dot Tokas are the Billing Clerks. They invoice you, issue credits for special programs and check your accounts regularly to see that they reflect the latest information we have available.



Judy Malis

One more note: Customer Service's Phone Number is:

(518) 374-2211  
Extension 59455

Normal office hours are from 8:00 a. m. until 12:00 noon, and 1:00 p. m. until 5:00 p. m.



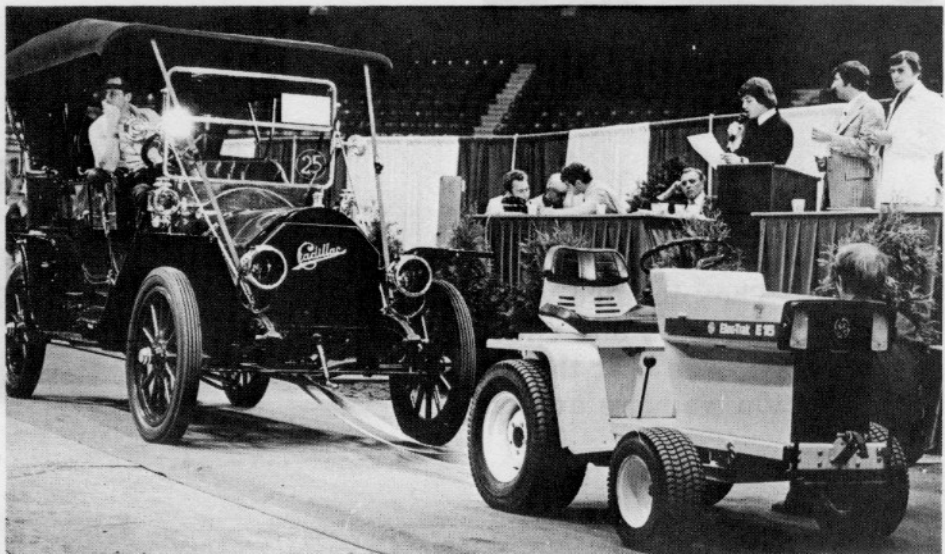
Dot Tokas

## GO FOR A TOW OR TWO

As you know, Elec-Trak tractors are champions at towing. The reason is that the torque characteristics of our DC motors are very strong in the lower speed ranges, when the most power is needed to overcome inertia. Put that power to your promotional use in parades, in shopping malls, trade shows or where you think you can get some solid exposure and publicity. Here are three examples.



Jasper Wiglesworth of Wiglesworth Truck in Desoto, Kansas, teamed an E12M with his own 1907 Cretor's popcorn wagon for the Old Shawnee Days Parade in Shawnee Mission, Kansas. And what did he get for his efforts? Three sales, many leads and this nice photo in his local paper. Excellent results for his efforts!



Don McClean of Allen Lawnmower, West Springfield, Massachusetts, also had a nice historical tie-in for his towing show. The occasion was an antique automobile auction at the Eastern States Exposition site in Springfield. Local fire regulations prohibited the use of gasoline vehicles inside buildings, so two Elec-Trak tractors were used to pull cars to the auction block... 800 of them during the two-day auction. Don's payoff was twofold: free publicity in Springfield's Sunday newspaper and Elec-Trak tractor rentals to other Eastern States exhibitors.



People-pulling was the story here in Schenectady during a recent sidewalk sale sponsored by the Downtown Merchants Association. GE provided the personnel carriers and the tractors to give shippers a free lift. Valuable assistance was also given by Douw Beekman, local Schenectady industrial Elec-Trak tractor dealer. Results: three newspaper articles and TV coverage.



## A VERY IMPORTANT ELEC-TRAK TRACTOR

Elec-Trak tractors are a quiet, clean, easy way to do yard chores. But to some, Elec-Trak tractors mean a great deal more. The tractor's easy-to-use controls and cool operation make it uniquely adaptable to the needs of the disabled, like Mr. Charles Righi of Cobleskill, New York. Elec-Trak dealers, Dave and James Osterhout, of Cobleskill Welding, worked with Mr. Righi last year on modifying an E15 for his



special needs. A hand lever to control the brake, a special hitch, a removable steering wheel and most recently, a high-backed seat are all Mr. Righi needed for his increased mobility with comfort.

Mr. Righi is even trying to make an arrangement with local police so he can use the tractor for short trips on the local roads. The photos were taken by Dave Osterhout and are self-explanatory except for the blue cup on the brake lever. That is Mr. Righi's drinking cup.



## "WHEN ARE YOU GOING TO BUILD AN ELECTRIC CAR...?"

Anybody who has any connection with Elec-Trak tractors, whether dealer, sales representative, or headquarters personnel, has been asked that question. It's a natural one - Elec-Trak tractors are electric-powered vehicles, and it seems that they're at least "kissing cousins" to an automobile. The fact is that the Elec-Trak tractor is related to the electric automobile, but our tractor development came after electric car development, not before it. Here is the way to answer that common question, correctly and authoritatively.

Yes, the car came before the tractor. One was the Delta electric car, part of a project undertaken by Bruce Laumeister (OPEO General Manager) for the General Electric Company in the mid-1960's. At the Company's Research and Development Center, the electric car (pictured on the next page) was conceived, its controls and power systems designed and built, and a license obtained for road use. The car was quiet, pollution-free, and provided comfortable transportation. But it was limited in driving distance and had a relatively low top speed compared with gasoline-powered cars. Although the motoring public was earnest about clearing up air and noise



The General Electric Delta Car

pollution, it wouldn't spend the money for what was essentially a town car. So General Electric decided then was not the time for the electric automobile.

But there was a vehicle that could take advantage of all the benefits that accrue to an electric car . . . and even more. The vehicle could be marketed at a competitive price. And remarkably enough, many of the characteristics of electric power systems that are disadvantages in automobiles are powerful advantages in this vehicle. So, in late 1967, General Electric Company began to develop that vehicle, an electric lawn and garden tractor. Let's look at some of the contrasts between an electric car's needs and an electric tractor's needs.

First, the largest single problem with an electric car is the range, and the traveling public wants a car with virtually unlimited range. This, however, is not a problem with a tractor. Elec-Trak tractors are sold according to the needs of a homeowner; tailored to their lawns' sizes from 3/4 of an acre to up to 15 acres. And a recharge during lunch or other work, will extend it even more. Plus the tractor never strays far from its power source, the household outlet.

Second, the DC drive motors used in electric vehicles are extremely strong at low motor speeds, while gasoline only puts out its best at high speeds. A car must be able to transport people quickly, at speeds up to 70 mph. A tractor, on the other hand, is a low-speed machine which needs high working-torque for many jobs. A perfect match of motor to machine.

Third, automobiles encounter sharply increased resistance at higher speeds, from tire drag and air pressure against the body. A constant and expensive power drain. Aerodynamic and rolling resistance losses in a tractor are negligible.

Fourth, high battery weight serves only as an impediment to a car. In a tractor, however, batteries can be placed so their weight adds to traction, of great value in tractor applications.

Fifth, a tractor can make even greater use of its electric power source than any car. Electricity is versatile, and batteries can power attachments and tools with easy hookup and clean, quiet operation. Safety interlocks, so important around the home, are easier to incorporate in electrically powered machines. Plus, cost for running and maintaining electric equipment is much lower than for similar gasoline-powered equipment.

Interest in electric cars is now very high for a very timely reason: the United States seems to be running low on gasoline. The gas shortage is focusing more and more attention on the benefits of NOT having to use gasoline, not only in cars, but in other equipment. . .like gasoline-powered tractors. And you, the franchised Elec-Trak tractor dealer have the timely solution.

The electric tractor uses 1/5 or less of the "fuel" of its gas counterpart. When you think about it, you are selling one of the very few totally electric vehicles available to the general public. And when you hear that all important question "When are you going to make an electric car?", answer it. Then remind them that you sell a totally electric, "no gasoline needed" vehicle now. . .then deliver their tractor in the morning.

## A FAMOUS FACE ON A FAMILIAR TRACTOR

E. G. Marshall, a well-known actor and narrator, recently completed some work on General Electric's Monogram programs aired on nationwide television. When it came time for compensation for his talented efforts, Mr. Marshall, who owns several acres of property outside of New York City, decided he would rather have an Elec-Trak tractor than money. Gladly rising to the occasion, Gene Kelly, of Stark Equipment, Thornwood, New York, assisted with the delivery of the E15, 42-inch rear discharge mower and snow thrower. From all reports, Mr. Marshall is enjoying his new role as chief Elec-Trak operator.

