

**ELECTRO-START, SR. - -
A Push Button Electric Starter
For Engines To 9 HP.**

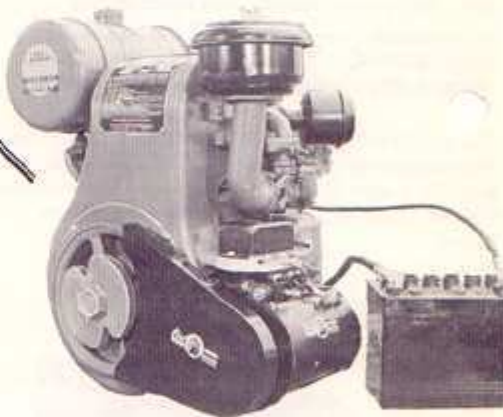
- OVERRIDING CLUTCH ELIMINATES STRIPPED GEARS
- BATTERY OPERATED HIGH TORQUE MOTOR INDUCES QUICK STARTING ACTION

Here's fast, sure, easy starting for lawn and garden power equipment. Your engine is quickly cranked by the proven chain and sprocket mechanism. The overriding clutch automatically takes kickbacks in stride. Alternate auxiliary rope pulley starting is standard equipment. Like all Chief starting kits, ELECTRO-START, SR. is easier to install.

**The Self-Sustaining ELECTRO-START GEN!
A Combination Starter Generator
For Engines To 9 HP.**

- ★ VOLTAGE REGULATOR ASSURES PROPER RECHARGING
- ★ SELF-ADJUSTING BELT IS NOISELESS

Have a powerful sales advantage!
Use the ELECTRO-START GEN, a starter-generator kit for larger riding type lawn and garden power equipment. It regenerates its own power like your car. Never failing - Easy starting - Always quiet. Dual wiring in the 12 volt, 15 amp. starter-generator motor allows generator to keep battery continuously charged.



SPECIFICATIONS

	ELECTRO-START, SR.	ELECTRO-START GEN
Battery	12 volt, 20 ampere hours	
Battery Dimensions	7 3/4" x 5 3/16" x 7 5/16" high	
Shipping Weight	43 lbs.	62 lbs. (includes 22 lb. battery)
Kit Includes	Dry charged battery, 12 volt, 20 ampere hours Connecting cables and mounting brackets Push button switch Chain shroud High torque starting motor Rope pulley	
Engine Applications	Switch Voltage regulator for 12 volt system High torque starter-generator motor, 12 volt, 15 amp. Rope pulley	
	Briggs & Stratton Clinton Gravely Kohler Wisconsin	

**A PRODUCT OF
CHIEF INDUSTRIES, INC., DOWAGIAC, MICH.**

**CHICAGO EXPORT AGENCIES
1607 HOWARD ST. CHICAGO, ILL.**

ELECTRO-START KITS Designed for Special Applications

APPLICATION	ENGINE	MODEL	ELECTRO-START KIT 12-VOLT BATTERY	LIST PRICE
1937 Model Wheel-Horse Ride-Away Tractor	Kohler Clinton	K-90 900, 1200	DS-100	\$59.95
1958 Model Wheel-Horse Ride-Away Tractor	Kohler Clinton	K-90 1200, A-1200	DS-101	59.95
Springfield Riding Mower - 357 A	Clinton	YS-1100	DS-102	59.95
Springfield Riding Mower - 358 A	Clinton	YS-1200	DS-104	59.95
Porter Cable Riding Mower	Clinton	YS-1100	DS-103	59.95
Porter Cable Riding Mower Mark-XXVI	Lauson	V-40	DS-105	59.95
Bantam Tractor, Model 3000	Briggs & Stratton	9	DS-200	89.95
Bantam Tractor, Model 3000	Briggs & Stratton	14	DS-201	89.95
Bantam Tractor, Model 8000	Briggs & Stratton	23	DS-202	89.95
Toro 76" Professional Mower	Wisconsin	AEN	DS-203	89.95
Snappin' Turtle, 25" Mower	Wisconsin	ABN, AKN, ACN, BKN	DS-204	89.95
Toro 24" Whirlwind Mower	Wisconsin	AKN	DS-205	89.95
Toro 31" Whirlwind Mower	Briggs & Stratton	23	DS-206	89.95
National Triplex 7" Mower	Wisconsin	AEN	DS-207	89.95
Simplicity Tractor, Model VA	Briggs & Stratton	14	DS-208	89.95
Tiger Tractor	Briggs & Stratton	14	DS-209	89.95
Tiger Tractor, Model 883	Briggs & Stratton	23	DS-210	89.95
Copar Panzer Tractors, Tricycle & 4-Wheel Models	Briggs & Stratton	23	DS-211	89.95
Goodall 26" Mower	Wisconsin	BKN	DS-212	89.95
Locke 70" & 75" Triplex Mower	Briggs & Stratton	14R6	DS-213	89.95

"MG" STARTER-GENERATOR KITS Designed for Gasoline Engines

ENGINE	MODEL	"MG" KIT 12-VOLT BATTERY	LIST PRICE
Briggs & Stratton 9		MG-400	109.95
Briggs & Stratton 14		MG-401	109.95
Briggs & Stratton 19		MG-404	109.95
Briggs & Stratton 23, 23A		MG-402	109.95
Clinton 1500		MG-500	109.95
Clinton 2500, A-2500		MG-501	109.95
Gravely L		MG-100	109.95
Kohler K-160		MG-300	109.95
Wisconsin AEN, AEND, AENL		MG-200	109.95
Wisconsin ABN, AKN, ACN, BKN		MG-201	109.95

"MG" STARTER-GENERATOR KITS Designed for Special Applications

APPLICATION	ENGINE	MODEL	"MG" KIT 12-VOLT BATTERY	LIST PRICE
Big Snapper 36" Riding Mower	Wisconsin	AEN, AEND	MGS-200	\$109.95
National Triplex 7" Mower	Wisconsin	AEN, AEND	MGS-200	109.95
Toro 76" Professional Mower	Wisconsin	AEN, AEND	MGS-202	109.95
Copar Panzer Tractors, Tricycle & 4-Wheel Models	Briggs & Stratton	23	MGS-403	109.95
Bantam Tractor, Model 3000	Briggs & Stratton	14	MGS-405	109.95
Toro 1959 36" Rotary	Briggs & Stratton	23	MGS-406	109.95

TERMS: 2% 10 Days - Net 30 Days, on approved credit.

RETURNED GOODS: We will not accept any merchandise returned to us unless Buyer has first obtained our written permission to return same. All returned merchandise, authorized by us, will be subject to a 10% handling charge. All transportation charges to be paid by shipper.

CLAIMS: All merchandise shipped at Buyer's risk, and should be carefully inspected before the receipt for merchandise is signed. We are willing to assist the Buyer in every possible manner in collecting claims for loss or damage, but this willingness on our part does not make us responsible for collection of claims or replacement of material.

CHIEF INDUSTRIES, INC.
DOWAGIAC • MICHIGAN



ELECTRO-MATIC
110-VOLT PLUG-IN TYPE

CHIEF INDUSTRIES, INC.
MANUFACTURERS OF ELECTRIC
STARTERS

DOWAGIAC, MICHIGAN



ELECTRO-START
12-VOLT BATTERY

PRICE LIST

PRICES
SUBJECT TO CHANGE
WITHOUT NOTICE

Effective November 1, 1958

LIST PRICES
F. O. B. FACTORY

ELECTRO-MATIC & ELECTRO-START KITS
Designed for Gasoline Engines Rated Up to 4 H.P.

ENGINE	MODEL	ELECTRO-MATIC KIT 110-VOLT PLUG-IN	LIST PRICE	ELECTRO-START KIT 12-VOLT BATTERY	LIST PRICE
Briggs & Stratton (Recall Starter)	55, 65, 6, 68, 68H, 8, 8AHF, 8B, 8BH, 8BHA	A-101-BR	\$32.50	D-101-BR	\$59.95
Briggs & Stratton (Rope Starter)	55, 65, 6, 68, 68H, 8, 8AHF, 8B, 8BH, 8BHA	A-101-BL	32.50	D-101-BL	59.95
Clinton	100, 3100, A-200, A-400, A-2100, VS-100, VS-200, VS-400, VS-700, VS-800, VS-900, VS-1100, VS-1200, VS-2100, VS-3100				
Kohler Lauzon Power Products Reo West Bend	K-90 RSH, SLV, VA AH-80 523-OK (RH) 2780	A-101-U	32.50	D-101-U	59.95
Clinton	900 1200, A-1200, D-700	A-101-UX	32.50	D-101-UX	59.95
Continental	AD-7, AD-8; AD-85, AU-7, AU-8, AU-10, AU-85, AW-7, AW-8, AW-85	A-101-C	32.50	D-101-C	59.95
Jacobsen	Rotary Models: 34B, 39B, 35C, 40A, 50, 63, 75, 77, MA, SPA, SPB Reel Models: Pacer, Lawn King, Lawn Queen, Manor, Estate	A-101-M	32.50	D-101-M	59.95
Lauzon	V-40	A-101-L	32.50	D-101-L	59.95
	Electro-Matic Starter Cord — 8 Ft. Long, 3-Wire	AC-100	\$ 2.75		

ELECTRO-START KITS

Patent Pending

Designed for Gasoline Engines Rated Above 4 H.P.

ENGINE	MODEL	ELECTRO-START KIT 12-VOLT BATTERY	LIST PRICE
Briggs & Stratton	9	D-B9	\$89.95
Briggs & Stratton	14	D-B14	89.95
Briggs & Stratton	19	D-B19	89.95
Briggs & Stratton	23, 23A	D-B23	89.95
Clinton	1600	D-C1600	89.95
Clinton	2500, A-2500	D-C2500	89.95
Gravely	L	D-G100	89.95
Kohler	K-160	D-K160	89.95
Wisconsin	ABN, AKN, ACN, BKN	D-W100	89.95
Wisconsin	AEN, AEND, AENL	D-W200	89.95