

Lit. M.324 HX.

# ATCO

## SERVICE BRANCHES

### LONDON

Albert Road North,  
Reigate, Surrey  
Telephone: Reigate 45731-2-3-4-5

### PRESTON (Lancs.)

The Grove, School Lane  
Longton, Nr. Preston  
Telephone: Longton 2451-2

### NEWMARKET (Suffolk)

176 Exning Road  
Telephone: Newmarket 2539, 2632

### SHEFFIELD (Yorks.)

Rotherham Road, Eckington  
Telephone: Eckington (Derbyshire)  
2373-4

### READING (Berks.)

Boulton Road  
Telephone: Reading 84258-9

### N. IRELAND

Stanley Harvey & Co. Ltd.  
Clarence Street West, Belfast  
Telephone: Belfast 31057-9 (3 lines)

### BIRMINGHAM (Warks.)

1210 Stratford Road, Hall Green  
Telephone: Springfield 6256-7

### DARLINGTON (Co. Durham)

McMullen Road,  
Telephone: Darlington 2671, 66939

### CHEPSTOW (Mon.)

Castleford, Tutshill  
Telephone: Chepstow 2732, 2114

### EXETER (Devon)

Marsh Green Road, Marsh Barton  
Telephone: Exeter 73882, 54017

### SCOTLAND

Industrial Estate  
Larkhall, Lanarkshire  
Telephone: Larkhall 370, 371

### EIRE

Irish Atco Limited  
16-18 Orwell Road, Rathgar, Dublin  
Telephone: Dublin 907122

**TERMS OF BUSINESS:** Prices and specifications are subject to alteration without notice and, in the Home Market, our goods are sold subject to our Terms of Business as quoted in our Price Lists.

Supplies available from

**CHARLES H. PUGH LIMITED**

P.O. Box No. 256  
Atco Works, Tilton Road  
Birmingham, 9  
England

Telephone: VICTORIA  
2524, (4 lines).

Telegrams: ACCURACY,  
Birmingham.



By Appointment  
To Her Majesty The Queen,  
Motor Mower Manufacturers  
Charles H. Pugh Limited

# ATCO

## BATTERY

## ELECTRIC

*Fully-Powered*

## MOWERS



12" 14" 17" & 20" MODELS



# The appeal of the **ATCO** Battery-Electric is irresistible!

We repeat, the appeal of the Atco Battery-Electric mower is irresistible – and never, since they became one of the world's leading suppliers of power mowing equipment, have Atco offered a product that is so near to perfection!

Take any feature of conventional mowers that you dislike, the physical effort of pushing a hand machine, starting a petrol driven engine, or its noise, coping with the ever cumbersome cable of the mains powered electric mower – none of these apply to the Atco Battery-Electric lawn mower!

It is the machine above all others that truly makes work a pleasure, and here are the reasons why –

## **What about the noise?**

Since the electric motor is silent in operation the Atco Battery-Electric is as quiet as a hand mower to use.

## **Is it simple and safe to use?**

The machine is a joy to use, simplicity itself to maintain and perfectly safe to operate, even on wet turf! No engine starting procedure! Why? – because latent battery power is always available once the master switch has been turned on, and at a touch of the handle bar control lever the mower moves smoothly and quietly forward immediately. Furthermore, the machine stops instantly when the control lever is released! It's as easy as that! The larger models in the Atco Battery-Electric range are fitted with two handle bar control levers, one for low speed and the other for normal walking pace.

## **What about its performance?**

Whether the crop is heavy or light, wet or dry, or whether the lawn is flat or undulating, the Atco never falters, since the robust, specially designed electric motor produces power to spare to deal with all these conditions of work with virtually no variation in speed!

## **What about weight?**

The Atco Battery-Electric lawn mower is lighter than most makes of petrol-driven mowers of the same cutting width! No wonder therefore, it is so easy to handle and manoeuvre, and so neat and compact in appearance!

## **Is the charging procedure simple?**

When the mowing is finished, simply plug it into the A.C. mains electricity supply and the Atco's built-in charger will ensure that the battery is fully charged, ready for the next time out. It's as easy as plugging in an electric razor, radio or vacuum cleaner! Nothing could be more simple!

## **Now, how much mowing will a full charge give me and what will it cost?**

The cost of a full charge of the battery is incredibly small; a little less than a penny, depending on local electricity supply rates. In return, for example, the 12 inch model will mow from 500 to 650 sq. yds. on one full charge of the battery – while at the other end of the Atco Battery-Electric range, the 20 inch version will mow from 1,800 to 2,200 sq. yds. in each case, depending on conditions. And remember, mowing time can be reduced by using the larger model!

## **What about the difficult corners?**

Though rarely necessary with the Atco Battery-Electric, because it is so manoeuvrable and under such perfect control, the drive to the rear roller can be disconnected by a simple-to-operate release mechanism, which allows the machine to be wheeled by hand into awkward corners with the power driving the cutters only.

## **Conclusion**

So you see, these Atcos represent an outstanding advance in lawn mowing, combining as they do, the unique advantages of battery power with the popular features of conventional Atco motor mowers, and the simplicity of using an Atco Battery-Electric will appeal instantly to everybody, once at the handles! Its fascination can only be experienced by a personal handling of the machine – so why not try one for yourself. A free demonstration can be arranged by contacting your local Atco Dealer or Atco Service Branch, the relevant address is on the back of this folder.

## **Atco Service**

Atco supremacy is largely based on Service. No maker of lawn mowers can offer anything approaching the scope of Atco Service which flows from the Atco Organization through their own wholly controlled Branch Network.

With the ever increasing demand for Atco Products overseas, the goodwill and efficiency of the manufacturer's Service Organization at home is reflected in the efforts of their Overseas Distributors to make, in their respective countries, Atco Service as much a byword as it is in Great Britain.

## **Other models in the Atco Range**

### *Roller Type models*

12" Hand Mower.

12", 14", 17", 20" (Domestic),

20" H.D., 24", 28", 34" and

20" "Special" 4-strokes.

### *Motor Mowers for longer growth*

Atco 4-stroke Rotary and

Sidewheel models.

Atco Gangs.

## **DEMONSTRATIONS**

In Great Britain, your Dealer or Atco Service Branch will gladly arrange a demonstration at your convenience. In overseas Territories please apply to your Atco Distributor.



# ATCO

## The New 12 inch Model



*Area mown per charge:* From 500 to 650 sq. yds depending on conditions.

*Fully power driven,* or power to the cutters only by simple operation of roller release clutch to disconnect drive to rear roller.

*Single speed control:* On handles.

*Weight:* 79 lb.

*Rear Roller:* One piece steel roller.



## The 14 inch and 17 inch Models



*Areas mown per hour:* 14" from 1,200 to 1,600 sq. yds. 17" from 1,400 to 1,900 sq. yds. depending on conditions. (Approximately 2 and 2½ full sized tennis courts and their surrounds.)

*Fully power driven,* or power to the cutters only by simple operation of roller release clutch to disconnect drive to rear roller.

*2-speed controls:* On handles.

*Weight:* 14" - 100 lbs. 17" - 110 lb.

*Rear Roller:* 14" One piece steel roller. 17" Two-piece with independent drive to each section.





## GENERAL SPECIFICATION

(for all Atco Battery-Electric models)

### The 20 inch Model



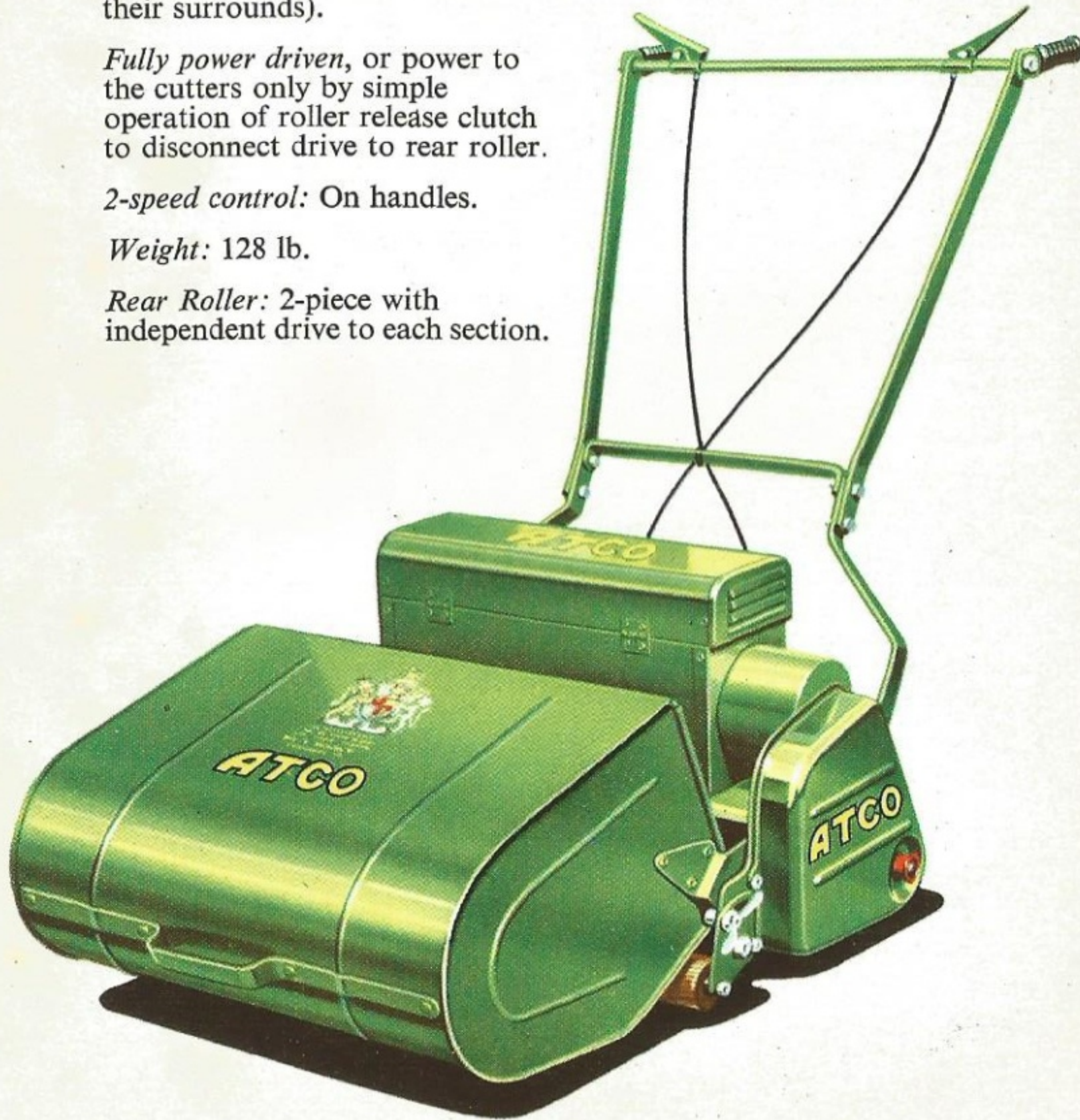
*Areas mown per hour: 1,800 to 2,200 sq. yds. (approximately 3 full sized tennis courts and their surrounds).*

*Fully power driven, or power to the cutters only by simple operation of roller release clutch to disconnect drive to rear roller.*

*2-speed control: On handles.*

*Weight: 128 lb.*

*Rear Roller: 2-piece with independent drive to each section.*



**Note:** Charging off A.C. supply only. If the supply is D.C. your local Electricity Board or nearest Atco Branch will arrange for the necessary modification to render the supply suitable.

**Motor:** Highly efficient electric motor, specially designed to suit Atco mowing. Running in high quality, sealed ball races.

**Battery:** 12 volt Battery. Specially developed for Atco to produce high efficiency output.

**Charger:** Built-in. Two types available to give correct recharging output for the special battery; one suitable for 200/250 volts and the other for 100/120 volts.

**Transmission:** By highest quality roller chains and steel chain wheels.

**Cutter Unit:** Five blades. Specialised Atco quality and construction giving 74 clean cuts per yard or 0.488 in. per cut.

**Free Wheels:** Fitted on rear roller shaft and cutter shaft to enable the machine to be moved easily forwards and backwards when not under power.

**Front Roller:** Hardwood roller with scraper bar fitted. Wing nuts for rapid front roller adjustments.

**Ball Bearings:** Cutter shaft runs on Ball Bearings of generous dimensions, in dust-and-dirt excluding housings.

**Lubrication:** Direct and positive access is provided to points requiring periodic oiling.

**Grassbox:** Strong and serviceable and quickly attached and detached.