

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,
SCHENECTADY, NEW YORK 12305, Phone (518) 374-2211

OUTDOOR
POWER EQUIPMENT
OPERATION

January 4, 1973

To All OPEO Dealers and Distributors:

SUBJECT: 50/50 ADVERTISING CO-OP FOR 1973

We are receiving a tremendous response to our 1973 Co-op Advertising Program and feel that coordinated with our national program, the Elec-Trak tractor's market acceptance will continue to accelerate.

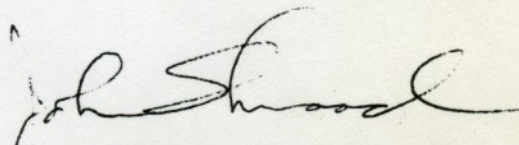
However, along with the tear sheets and radio affidavits we are also receiving many unpaid copies of invoices. In order to credit you for your advertising, we must have copies of the Paid invoices.

Enclosed you will find advertising co-op forms for our 1973 program. Please read the instructions carefully before filling them out.

Remember—you must submit both the green and yellow forms number GEZ-5010B for prior approval before we can authorize any co-op dollars. We will return the yellow copy to you for your records. Then just submit the white form, GEZ 5010C with your paid invoices.

If you have any questions, or need more forms, please contact Tom Wells or me. We are glad to note the increase in Elec-Trak promotion and will be more than happy to credit your share.

Sincerely,


J. M. Sherwood, MANAGER
MARKET COMMUNICATIONS

JMS/hz

cc: B. R. Laumeister
Marketing Staff
OPEO Field Management and Sales
A & SP

Enclosures



CO-OP ADVERTISING APPROVAL REQUEST FROM DEALER TO GE

**GENERAL ELECTRIC
OUTDOOR POWER EQUIPMENT OPERATION
ATTN: ADVERTISING
CORPORATIONS PARK, SCHENECTADY, N.Y. 12345**

DEALER'S NAME _____

ADDRESS _____

CITY, STATE _____ ZIP _____

Signature below certifies that all advertising for which CO-OP claims are requested is run in accordance with all policy provisions of the Outdoor Power Equipment Operation ADVERTISING PLAN AS PUBLISHED.

May I please have GE approval for the following:

PLANNED DATE	PRODUCT	PROMOTION INDICATE NEWSPAPER, TV RADIO. ETC.	INCHES LINES OR SPOTS	RATE		NUMBER OF TIMES	TOTAL ESTIMATED COST
				NEWSPAPER	OTHER		
TOTAL						\$	

NOTE: "Submission of claims constitutes certification of compliance with the Wholesale Distributor Advertising and Promotional Allowance Agreement between the parties, with the Outdoor Power Equipment Operation Co-op Advertising and Sales Promotion Plan, including the Advertising Guide referred to in the Plan, and with the Federal Trade Commission Guides for advertising allowances and other merchandising payments and services."

Prepared by Dealer _____ (date)

Dealer's Signature _____ (date)

Approved by (GE) and returned to dealer _____ (date)

**DEALER MUST SUBMIT FOR APPROVAL TO
MANAGER-ADVERTISING & SALES PROMOTION.**

IMPORTANT

All claims against this commitment MUST be made by dealer on GEZ-5010C WITHIN 30 days following close of month for which advertising has been billed to dealer.

GEZ-5010B



