



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

OUTDOOR

POWER EQUIPMENT

OPERATION

October 12, 1970

TO ALL DEALERS:

As all of you know, spring 1970 was a season of great expectations for the Elec-Trak tractor, but one of little result due to our strike and mower production breakdown. As you also know, we've been moving at top speed since then to regain the part of 1970 which we lost.

Now we're ready! Elec-Trak tractors are rolling out at full rate, all attachments -- snowblowers, snow plows, cabs, mowers, sweepers and small tools, are in stock. While we can't bring spring back, we can help you sell like spring and make up those lost orders.

A major national advertising program starts this month with Time, Newsweek, and Sports Illustrated featuring full page ads on the new revolution in small tractors. Popular Science will carry the same ad in December and we're also breaking into the commercial/industrial market with major ads in Grounds Maintenance, Plant Engineering, Rural Electrification, Industrial Maintenance and Industrial Equipment News to boost your winter selling season. Be sure to key your local ads to follow at month end and during November.

AND, to help you regain those profits lost this spring -- a special 2 month sales contest.

OCTOBER 15 - DECEMBER 15

Total Units Sold (during Oct. 15 - Dec. 15)	<u>3</u>	<u>6</u>	<u>10</u>	<u>15</u>
CASH PRIZE	\$250	\$400	\$650	\$1000

This is a contest where you win in every way. Prizes will be awarded on the basis of delivery reports submitted by December 21, 1970 for the contest period. All delivery reports now outstanding are noted on our records and must be sent in now. Here's a real opportunity to finish 1970 on the upswing!

Good selling,

B. R. Laumeister
General Manager

