

GE Elec-Trak[®] Tractors



**Your 1972
Advertising Support Program
Featuring**

SUPER CO-OP

GENERAL  ELECTRIC

**1971 was the breakthrough year!
1972 has got to be the breakaway!**

**Your 1972
Advertising Support Program
Featuring SUPER CO-OP.**

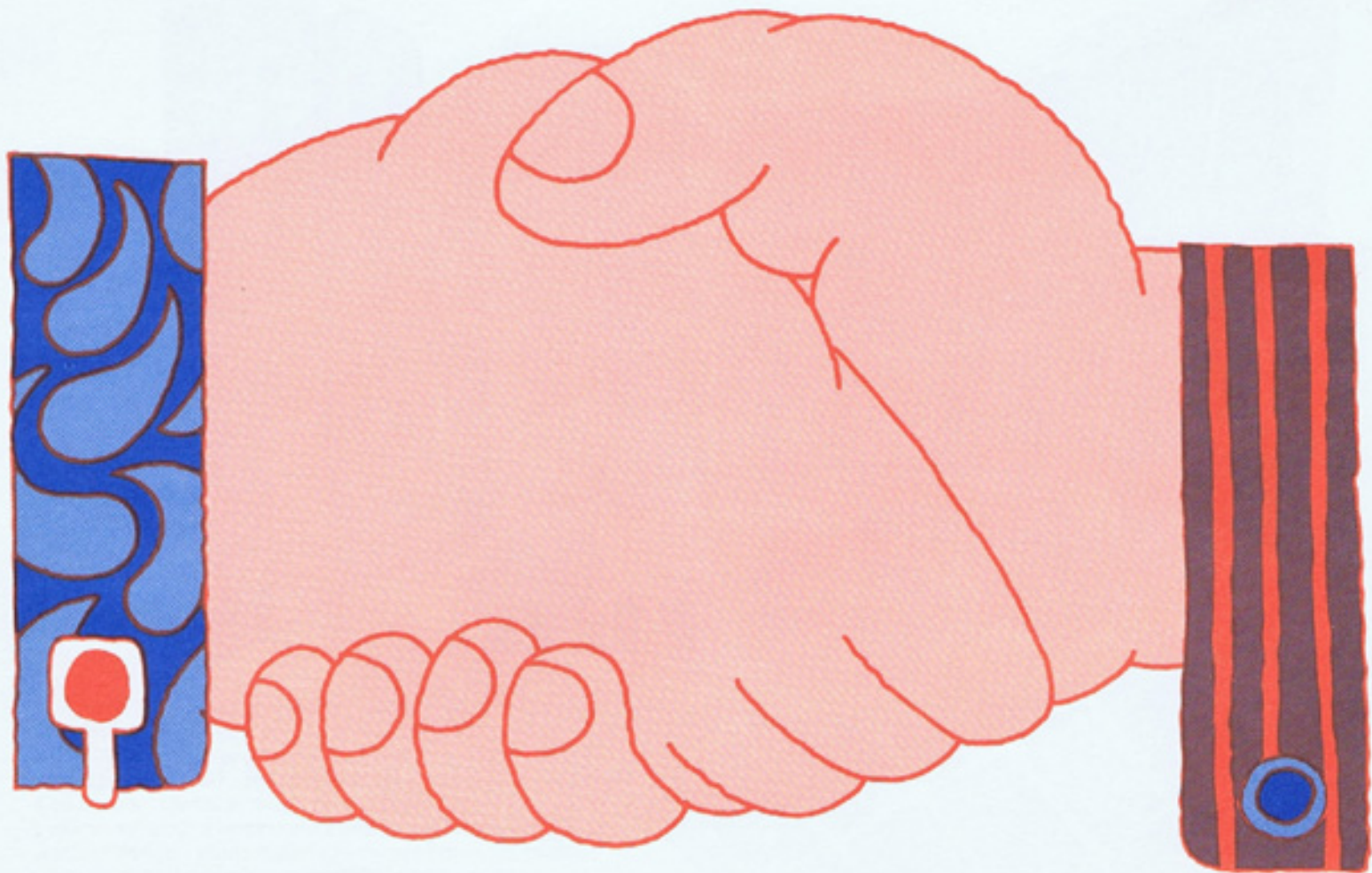


GENERAL  ELECTRIC

Quick preview.

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(Co-Op) stands for Co-Operation.



And that's what you get more of in the new 1972 GE Super Co-Op program. It illustrates GE's enthusiasm and willingness to invest in the great prospects we see for the Elec-Trak[®] electric tractor in 1972. Most economic predictions are for a greatly improved (maybe tremendously improved) national economy and record retail sales in 1972. Our unit sales and the number of new Elec-Trak dealerships set record highs in 1971, despite a disappointing year for the economy. With that kind of momentum in a mediocre year, we know 1972 will be sensational.

Super Co-Op is more co-operation from GE—a total Elec-Trak retail support program: local saturation newspaper advertising, automatic yellow pages advertising, a unique direct mail program with back-up support from GE national advertising plus a complete sales/aids point-of-sale display program. Right on! Read on!

Super Co-Op sounds big.

SUPER CO-OP

It is.

Super Co-Op is designed especially for the GE Elec-Trak[®] dealer and what he has to sell. It begins with Super Newspaper Co-Op. In this new local advertising program, 60% of the total cost is paid for by General Electric. The remaining 40% is paid for by the dealer or, in many locations, shared by a number of Elec-Trak dealers who receive local advertising benefits far in excess of what each could normally afford, acting alone. (With no purchase tie-in allotment!)

Dealers who run their own newspaper advertising programs will find Super Newspaper Co-Op is a valuable supplement. It gives their own program extra stretch and impact. Dealers who haven't been advertising as heavily as they'd like to will find out what advertising can really do when given a good chance.

The ads have been designed as retail ads right from the start. They are not adaptations of national ads. They are designed to run in the best newspaper combination in your trading area—the combination which will get to your most likely prospects—those that are within convenient driving distance of your store.

The ads are signed by the dealer or dealers within the trading area covered by the newspaper. The advertising program is backed by an automatic yellow pages program, a unique direct mail program that reaches over 500 prospects in a 50-mile radius of your store, plus a complete array of point-of-purchase sales aids and literature.

If you want TV in place of newspaper, let us know. We'll work out the details. TV is dramatically effective, but much more wasteful in cost per customer. GE will Co-Op TV on a 50/50 split of the approved total.

What's the catch?



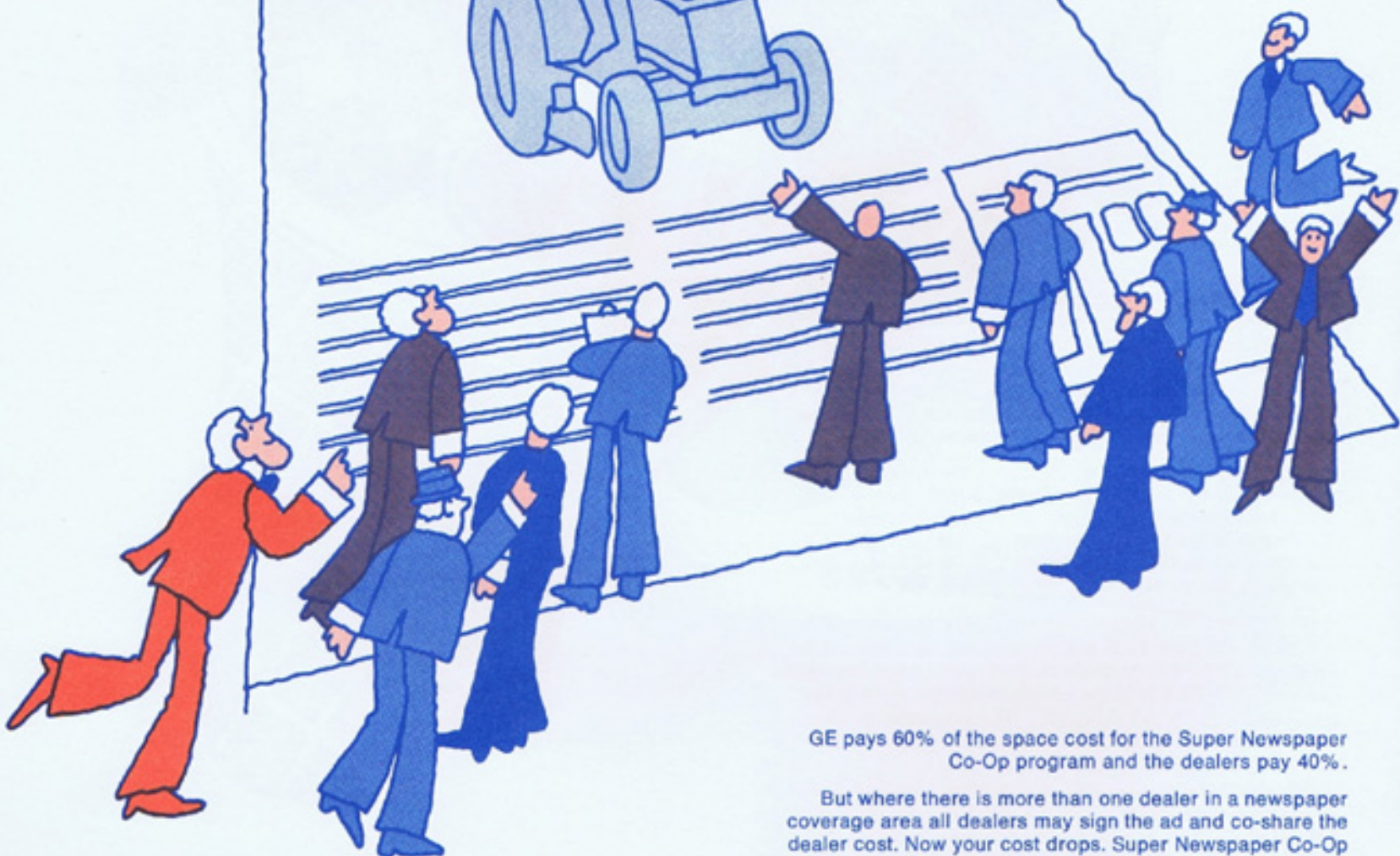
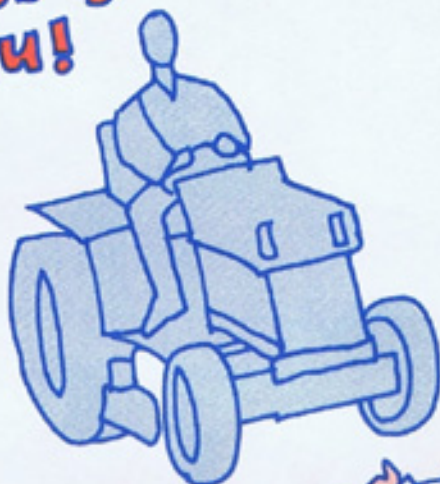
Sales.

Every GE Elec-Trak[®] dealer is eligible. And there is no purchase requirement; there is no relationship between a dealer's participation in the program and the amount he purchases from General Electric. No matter how much you buy, we want you to advertise because we know you and we are going to get results. Then you're going to see the value of immediate back-up inventory. We've seen it happen to dealer after dealer using local advertising effectively in support of Elec-Trak tractors. In fact, we're betting on it heavily with our Super 60% / 40% Newspaper Co-Op Plan and the biggest total retail support program the Outdoor Power Equipment Operation has ever delivered to its dealers.

The purpose of the program is to provide the GE dealer with the finest, most effective newspaper advertising at the lowest possible cost—better than the usual 50/50 break in other so-called Co-Op programs.

Your share could be less than 10%.

New GE Elec-Trak[®]
Tractor goes easy
on you!

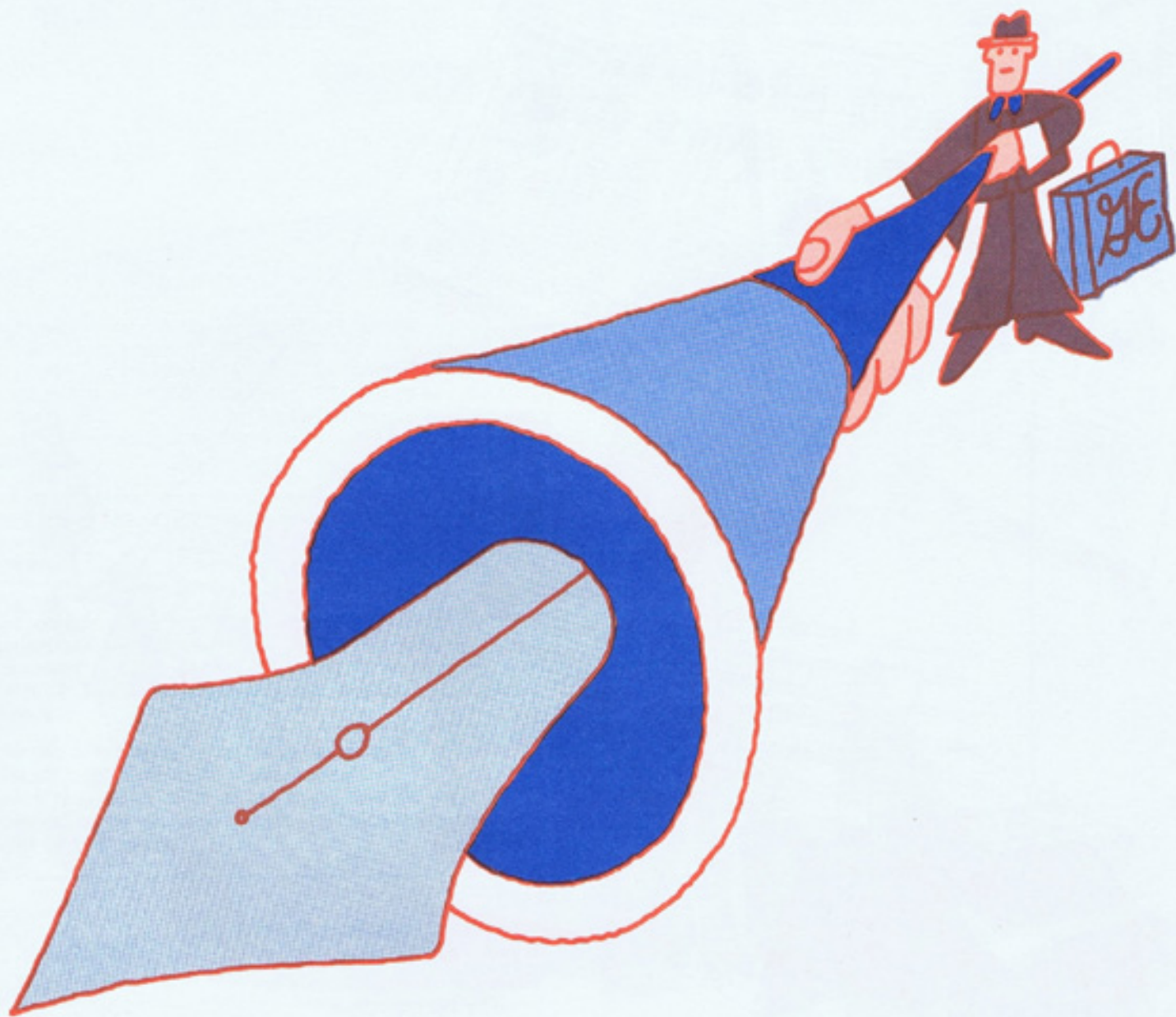


GE pays 60% of the space cost for the Super Newspaper Co-Op program and the dealers pay 40%.

But where there is more than one dealer in a newspaper coverage area all dealers may sign the ad and co-share the dealer cost. Now your cost drops. Super Newspaper Co-Op gives you professional newspaper advertising at the lowest possible cost.

If you choose not to run the newspaper ads exactly as they come from GE, you may insert your own locally prepared ads. In this case, you will be credited only for the insertion cost, in an amount equal to your share of Super Co-op.

How you sign-up for Super Co-Op.



All dealers who are going to sign Super Co-Op advertisements must fill out form 1-1023. Forms must be completed by you and forwarded before the deadline shown on the form to: Advertising Manager, Elec-Trak Super Co-Op Advertising, General Electric Co., Building 702, Corporations Park, Scotia, New York. To avoid frustrating delays or missing out on the program altogether, make certain that these forms are completely filled out and sent to us in Scotia by the date indicated. If you need help, ask your General Electric representative.

How Super Co-Op newspaper ads will be placed.



General Electric will place the ads in your local newspaper(s) or with the local broadcasting station where applicable. Advertising will begin about mid-April, depending on climate and back-to-the-lawn opportunities in your section of the country. You will be informed of details well in advance so you can time your own program for greatest effect—store display, etc.

Aside from the dealer's store name and address, the Super Co-Op ad must run exactly as it comes to you from Scotia. The newspaper will run the logotype store signature of all participating dealers.

Invoicing is Simple:

General Electric will order the space or time. The newspaper or station will bill you directly for the advertising. This will depend on the number of signing dealers. If there are four dealers, for example, you will be billed for 25% of the total cost.

You should now send your paid invoice with tear sheets or affidavit to GE in Scotia.

We will then credit you for 60% of your cost. In our example where you paid 25% of the newspaper ad you actually end up paying 10%.



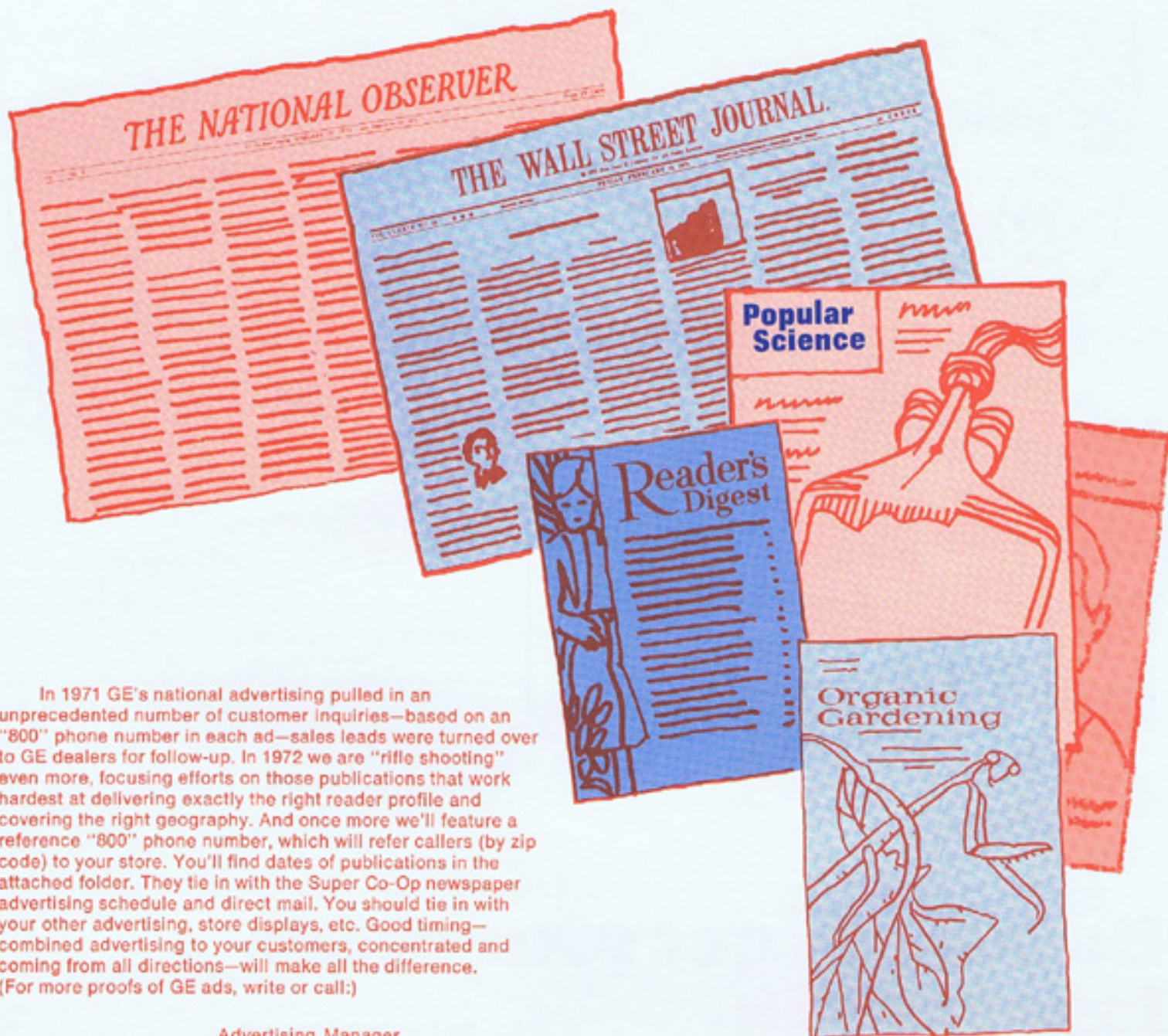
Example:

Total cost of newspaper advertising in your trading area:	\$800.00
You and three other dealers are billed by the newspaper:	\$200.00 each
General Electric reimburses you for:	\$120.00
You pay only:	\$ 80.00

Be sure to get your store logotype in.

You must forward to the selected newspaper(s) in your trading area a reproducible facsimile of your store signature—a black on white reproduction of your store name and address which can be copied. This can be clipped from existing promotional or advertising material.

Elec-Trak[®] **National Advertising:** **Creating more customers for** **your local advertising.**



In 1971 GE's national advertising pulled in an unprecedented number of customer inquiries—based on an "800" phone number in each ad—sales leads were turned over to GE dealers for follow-up. In 1972 we are "rifle shooting" even more, focusing efforts on those publications that work hardest at delivering exactly the right reader profile and covering the right geography. And once more we'll feature a reference "800" phone number, which will refer callers (by zip code) to your store. You'll find dates of publications in the attached folder. They tie in with the Super Co-Op newspaper advertising schedule and direct mail. You should tie in with your other advertising, store displays, etc. Good timing—combined advertising to your customers, concentrated and coming from all directions—will make all the difference. (For more proofs of GE ads, write or call:)

Advertising Manager
Outdoor Power Equipment Operation
General Electric Co.
Corporations Park, Building 702
Schenectady, New York 12345
Phone: (518) 374-2211

Direct mail and point-of-sale: the payoff advertising.



GE offers a wide variety of literature plus display material and sales aids at, or below, cost—manufactured in volume and provided you at a fraction of what you might ordinarily pay. It just makes good sense for a dealer to take the time to see that his store is identified with Elec-Trak tractors—looking Elec-Trak—and selling Elec-Trak in the eight big weeks the Super Co-Op newspaper advertising and GE's national advertising runs. You'll find a price sheet included in your information folder.

Elec-Trak Direct Mail

The key word is "Direct." Direct mail is one of the most effective supplements to advertising because (1) there is no waste—we will send it directly to over 500 of your known (hand-picked) customers, and (2) it has your name on it. All you have to do is help select zip codes (right out of your phone book).

Co-Op'd Yellow Pages advertising.



Here's where all local advertising programs start. Prospects in your local area seeing Elec-Trak[®] national advertising will automatically turn to their yellow pages to find you. And you will be there automatically, in your local area directory, under "Lawn Mowers."

All GE franchised dealers are expected to participate in the GE Co-Op Advertising Plan and will automatically be entered in the Yellow Page Trademark Listings by GE under the following conditions:

1. **TRADEMARK** Listings will be used in all areas. This is a national program and there can be no exceptions.

Example: **GENERAL ELECTRIC**

ELECTRAK[®]
GARDEN TRACTOR
Quiet, rugged, easy to use
electric tractor for mowing,
snow removal and gardening
with a complete line of
electric attachments for
every job around the home.



SEE YOUR FULL SERVICE DEALER

(Your store name and address
here, in alphabetical order.)

NOTE: Since this is a nationally administered program, it is possible that Dealer's local yellow page representative will not receive notification of the insertions until after they have been ordered. If there are any questions, please phone Advertising & Sales Promotion, Schenectady, Area Code 518, 374-2211, Ext. 5-2063.

2. One half (50%) of the cost will be paid by GE, the other 50% to be shared equally by all dealers listed. This amount will be billed at the time of invoicing from the separate directories; approximately three months after the directory is published.

GE Elec-Trak[®] SUPER CO-OP: outta sight!

GENERAL  ELECTRIC

GENERAL ELECTRIC COMPANY
OUTDOOR POWER EQUIPMENT OPERATION
BUILDING 702
SCHENECTADY, NEW YORK 12345





Class Trips and Merchandise Incentives

For GE Franchised Dealers...

General Electric, one of the pioneer developers of trip incentive programs offers the following class trips and merchandise incentives to franchised GE Elec-Trak Tractor dealers. To qualify dealers must both order and sell the GE Elec-Trak tractor.

How does a GE tractor dealer win? Easy.

1. Meeting minimum sales plan before December 31, 1971, qualifying for potential prize points -

- "points" are equal to tractor model numbers.

Example: E12 = 12 points, E20 = 20 points, E-1 = 1 point, etc.

Only tractor sales count for points.

2. Tractors must be paid for AND DELIVERY REPORTS SUBMITTED:

- units in inventory as of October 1, 1971 were counted only if they were sold and paid for by December 31, 1971.

- Sales Plan purchased units will receive full point credit only if sold and paid for by June 10, 1972, or 70% of point credit if sold and paid for by July 10, 1972. All contest credit ends July 10, 1972.

- No awards will be given to National Accounts deliveries.

3. Extra! Dealers who make more than 50% of a prize level can use their own cash to "buy in" @ \$7 a point...and take their wife (or friend) to:

.Jamaica	for one	50 points
(4 days, 3 nights)	for two	100 points
.Aruba	for two	150 points
(6 days, 5 nights)		

or for the grand prize -

.Europe	for two	400 points
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4. Points can be "paid off" as GE merchandise at winner's option

10" color TV	50 points
25" Console color TV	100 points
a GE kitchen	400 points

Americana Range
"Side-By-Side" Refrigerator
Dishwasher
Disposal
Kitchen cabinet allowance

In 1972, the ELECTRIC year, everybody wins!

GENERAL  ELECTRIC

**Gets up to 795 miles
per gallon
(of water)**



(Model shown list price \$1,359.75.)

New GE Elec-Trak[®] Tractor

**is electric; quiet, no fumes, no engine,
no oil, no vibrations, no exhaust, no tune-ups,
no warm ups, no sparkplugs, no condenser,
no coils, no carburetor, no gasoline,
no messy maintenance.**

It's a complete outdoor power center. Mow up to three acres without re-charging; batteries warranted five years. "Refuel" by plugging into any standard outlet. Mow lawns, blow snow, plow fields, do dozens of outdoor jobs. We have a complete line; come in for a free demonstration today!

Free mower at participating dealers with any GE Elec-Trak Tractor during our special Spring Introductory Sale.

From \$795.[®]

[®]Manufacturer's suggested retail price for E-8M plus taxes, set-up, freight charges if any.

GENERAL  ELECTRIC

Consult dealer(s) listed below for their actual prices and terms in effect.

DEALER SIGNATURE

New GE Elec-Trak[®] Tractor goes easy on you



(Model shown list price \$1,359.75.)

Easy to start. Turn the key and it's on, like a light!

Easy on the nerves. No noisy engine, runs on silent electric current.

Easy to run. The whole family can, (and does) mow lawns, throw snow, plow ground, etc. As safe as technology can make it. Mow up to three acres without re-charging; "refuel" by plugging into any standard outlet.

Easy to maintain. No plugs, no points, no grease jobs, no oil changes. Just batteries (warranted for five years) and a simple electric motor.

Easy to buy. We have a complete line and convenient terms. Come in for a free demonstration.

Free mower at participating dealers with any GE Elec-Trak Tractor during our special Spring Introductory Sale.

From \$795.*

*Manufacturer's suggested retail price for E-8M plus taxes, set-up, freight charges if any.

Consult dealer(s) listed below for their actual prices and terms in effect.

GENERAL  ELECTRIC

DEALER SIGNATURE

Let's keep it quiet around here!

New GE Elec-Trak[®] Tractor... no noisy engine, runs on electric batteries!



Turns on like a light, runs on silent electric current, safe as technology can make it. No gas, no smell, no greasy maintenance. Mow lawns, plow ground, throw snow, trim hedges, even cut firewood with portable plug-in power tools.

Mow up to three acres without re-charging; batteries warranted five

years on models E-20, E-15, E-12, E-12M, E-10M; three years on model E-8M. "Refuel" by plugging into any standard outlet. Come and see the complete line, get a free demonstration today!

Free mower at participating dealers with any GE Elec-Trak Tractor during our special Spring Introductory Sale.

From \$795.

Manufacturer's suggested retail price for E-8M plus taxes, set-up, freight charges if any.

GENERAL  ELECTRIC

Consult dealer(s) listed below for their actual prices and terms in effect.

DEALER SIGNATURE

**New GE Elec-Trak[®] Tractor mows lawns,
throws snow, plows fields, trims hedges,
cuts firewood,**

**even
gives you
a shave[®]...**



(Model shown list price \$1,359.75.)

It's a complete outdoor power center,
without the noisy engine, smelly fumes,
greasy maintenance.

Mow up to three acres without
re-charging; batteries warranted five years.
"Refuel" by plugging into any standard
outlet. Come and see the complete line, get
a free demonstration today!

...^{*}(with, of course, optional inverter
for 110-volt operation.)

Free mower at participating dealers with
any GE Elec-Trak Tractor during our special
Spring Introductory Sale.

From \$795.[†]

[†] Manufacturer's suggested retail price for E-8M
plus taxes, set-up, freight charges if any.

GENERAL  ELECTRIC

Consult dealer(s) listed below for their actual prices and terms in effect.

DEALER SIGNATURE

GENERAL  ELECTRIC

SUPER CO-OP

**1972
Elec-Trak[®] Advertising
Support Program**