



1974
Price
List

1973 FALL DEALER MEETING

OCTOBER 1973

General Electric Company
Outdoor Power Equipment Operation
Corporations Park, Bldg. 702
Schenectady, N.Y. 12345

GENERAL  ELECTRIC

1974 ADVERTISING

Clear-Cut Directions for 1974

- From Our Own Experience
- Get Message Out Via Insert - Now an Elec-Trak at \$695
(Price Breakthrough)
 - Solve Price Objections on Tractors by Stressing Unique Benefits and Sell Why Worth More!
 - Solve Range Question by Being Specific - Stress Recharge Speed
 - Recognition for Outstanding Dealers
 - Help You Sell at Your Location
 - Help You Sell More to Existing Owners and Gain Their Help

From Our Own Experience. . . .

- Gas Saturated; Electric Not
- Thousands Want the Benefits of Elec-Trak but Price and Size Too Big

The "Easy Rider" ER 8-36 is the Answer!

THE "EASY RIDER"

- Opens Almost 300% More Market
- Big Drawing Card
- Make 1974 the Year of the Conversion - Calls to Sales
- Capture 4 Year's Worth of Lookers

An Insert Program Tailored for Every Dealer, With Your Name

- No 800 Telephone No. Although Only 4.3% had Trouble in 1973
- A New Insert, Targetted Right at Unique Selling Points
- Get the Full Story Out Efficiently

5 Pages of Quist Punch Featuring

The Insert—

Why is Elec-Trak Worth It?

8 Pages of Quiet Punch Featuring. . .

Inside. . . .

Elec-Trak is Worth More Because. . . .

Point The Reason to Buy is dated

with Quiet with Illustrations

Not Stressing Quietness. . .

Elec-Trak is Worth It. . . .

Elec-Trak is Worth It. . . .

Range. . . .

Point Up the Facts. Validated
with an Independent Lab.

Make the Numbers Believable.

Elec-Trak is Worth It. . . .

Price. . . .

We'll Pull Them In with the Rider at \$695.

—Convince Them on Electric. You'll Sell
Them Up!

Elec-Trak is Worth It. . . .

Safety. . . . What We'll Do with the Insert

Push Built-In Features Important to Owner
and Family, Not Even Available on Gas Tractors

Hands in an Expanded Market

We'll Put the Insert Into Your Market

Here's What We'll Do with the Insert

- With Your Name/Names Imprinted

A Full-Fledged Area Program to Put

the Insert Into Your Prospect's

Hands in an Expanded Market.

- You Only Contribute Flat Rate of \$150 Per

Imprinting, Handling, Printing of Inserts

to your market

- Combinations of dealers possible.

We'll Put the Insert Into Your Market

- In the Media That Covers Your Market Best
- With Your Name/Names Imprinted
- Timed Early (Same as 1973)
- GE Pays All Insertion, Shipping, Start-Up Costs to Produce.
- You Only Contribute Flat Rate of \$150 for Imprinting, Handling, Printing of Inserts to your market
- Combinations of dealers possible.

How We're Scheduling It

- Breakdown by Dealer (Determine Which Method Most Efficiently Covers Each Dealer)
- Contracts With Flat Rate Cost in November/December/January
- Second Insert Shot Available!
 - Details in Spring

Again in 1973.

Unlimited 50/50 Co-op

It Was So Effective in 1973. . . .

- Co-op Clip Books for Local Ads to Help You Use \$

The Insert Will Be Our Literature in

1974 also. . . . With a Big Plus.

- Factory-Made Ads or Make Your Own

- With - 2 Pages Devoted to Attachment Your Choice

- TV Selling. Radio Scripts Available at Cost

- Instructions

- Required Forms

- Approval Required Only on Campaigns of Over \$500

Again in 1974. . . .

Unlimited 50/50 Co-op

- Co-op Clip Books for Local Ads to Help You Use \$
Most Effectively
- Factory-Made Ads or Make Your Own
- With Free Mower Sales and Without - Your Choice
- TV Clips and Radio Scripts Available at Cost
- Instructions
- Required Forms
- Approval Required Only on Campaigns of Over \$500

You Can Earn as

Plus, in 1974 You'll Get the Recognition You Deserve. . .

- A Winner in Each Territory Each Month February-

Recognition That Will Help You Make Elec-Trak Sales.
June, September, and December

- Contest Rules Based on Display Quality, Good Service,
Sales

You Can Become an

Environmental Improvement Pioneer -

- A Winner in Each Territory Each Month February-
June, September and December
- Contest Rules Based on Display Quality, Good Service,
Sales

All These Elements You Can Use to Sell

Elco-Traks

ENVIRONMENTAL IMPROVEMENT PIONEERS -

You'll Get:

- A Large Framed Certificate for Your Showroom
 - A Letter of Congratulations
 - A Story in Your Local Newspaper
- . . . All These Elements You Can Use to Sell
Elec-Traks

Two Big POP Posters

POP to Help You Sell

- "Range" Poster 3 X 4 - Free

- To Tell Prospects You Sell Elec-Traks
- To Answer Prospect's Questions Free
- To Sell When You Aren't Available You.
- Snag the Browser or Parts Customer

Owners Sell Tractors
And Two Big POP Posters To Them

- "Range" Poster 3 X 4 - Free
- "Quiet" Poster 3 X 4 - Free
- Ceiling-Hung Attention Getters - Free

Your Silent Sellers. Free Salesmen for You.

Sell-Up to New Tractor

Offer Special Promotions

Owners Sell Tractors!

- Offer And We're Going to Talk to Them at Good

Pop - Periodic Use and Care/Maintenance/New

Flow Products Publication and Gardening

How - Tips to Simple Troubleshooting Equipment

W Y - Acquaint with New Products ribone

- Sell-Up to New Tractor

- Offer Special Promotions

RECAP - 1974 ADVERTISING DIRECTION

Intensive Industry + Market PR

1. Build on 1973 Insert Program.

A - Offer Tractors Where They'll Do the Most Good

B. Place in Your Market

Popular Science Popular Mechanics

Flower & Garden Organic Gardening

11. Home & Garden Outdoor Power Equipment

N Y Times Chicago Tribune

111. Unilateral Co-op Advertising

IV. Environmental Improvement Pioneer Awards to Help You Sell

V. POP to Be Your Brilliant Salesman

VI. Owner Confidence Program

VII. Intensive Industry and Market P.R.

RECAP - 1974 ADVERTISING DIRECTION

- I. Build on 1973 Insert Program.
 - A. All New, Power-Packed, On-Target Insert
 - B. Placed in Your Market
 - C. Your Only Cost \$150
- II. 8 Pages of Color Literature with Attachments
- III. Unlimited Co-op Advertising
- IV. Environmental Improvement Pioneer Awards to Help You Sell
- V. POP to be Your Silent Salesmen
- VI. Owner Confidence Program
- VII. Intensive Industry and Market P.R.

1974 ORDERING

IMPROVED

1973 FALL ORDER PROGRAM

No finance charge with payment
due July 10, 1974.

All orders, attachments and
accessories are due and payable
within five (5) days of sale.

IMPROVED

FALL ORDER TERMS

... No finance charge with payment
due July 10, 1974.

... All tractors, attachments and
accessories are due and payable
within five (5) days of sale.

DISCOUNT

...Standard Dealer Net Cost as shown on price sheet.

...Additional Discount

Payment By

7%

January 10, 1974

6%

March 10, 1974

5%

May 10, 1974

4%

July 10, 1974

TAKE YOUR CHOICE

Use extra discount for:

...Advertising & Promotion

...Free mower or other item

...More profit

...Cash discount to customer

...Sales commissions

FREIGHT (Continued):

... Pick up at dealer warehouse is available provided previous arrangements have been made.

FREIGHT

- ...All prices f.o.b. plant or other designated shipping point as indicated. (No discounts on freight.)
- ...Standard freight rate applies if shipped at General Electric's option, (date and carrier). Dealer will pay regular commercial rates if not shipped at General Electric's option.
- ...ER8-36 Rider and E11 tractor/mower cannot be used in determining total weight for full order.

FREIGHT (Continued):

... Pick up at Scotia warehouse is available provided previous arrangements are made.

... Any attachments and accessories added to your initial order by December 1, 1973, will be

... If pick up is not made as scheduled, equipment will be shipped next day by commercial carrier and regular freight rates will apply.

... Any items ordered after December 1, 1973 will carry normal dealer prices (as listed on price sheet). Also freight will be based on the separate order placed.

1973 - 1974 FALL ORDER PROGRAM

ADD ONS

...Any attachments and accessories added to your initial order by December 1, 1973, will be considered as a part of your total fall order.

...Any items ordered after December 1, 1973 will carry normal dealer prices (as listed on price sheet). Also freight will be based on the separate order placed.

1973 - 1974 FALL ORDER PROGRAM

TERMS, CONDITIONS OF SALE AND DISCOUNTS
APPLY TO ELEC-TRAK TRACTORS, ACCESSORIES
AND ATTACHMENTS, EXCEPT MODEL AD42 AND
AD38 SNOW THROWER.

SNOW THROWERS

... No finance charges with payment due December 10, 1973.

... Prices f.o.b. Point of Shipment.

... Discount will apply if payment is made and equipment is not all shipped.

... Equipment added to your fall order by December 1, 1973 will be considered as a part of your total fall order.

... Payment due July 10, 1974.

1973 FALL ORDER SUMMARY

- ...Additional 7 - 4% discount only available for tractors and rider orders placed now, and additional equipment orders placed by December 1, 1973.
- ...To receive additional discount, payment must be made in accordance to schedule.
- ...Discount will apply if payment is made and equipment is not all shipped.
- ...Equipment added to your fall order by December 1, 1973 will be considered as a part of your total fall order.
- ...Payment due July 10, 1974.

WINNERS FOR 1974

A GREAT FALL ORDER PROGRAM

THE CARIBBEAN

PLUS

... trip is for a full week.

TWO EXCITING TRIPS IN 1974

BIG TRIPS FOR 1974 WINNERS

LONDON

THE CARIBBEAN

... Each trip is for a full week.

... Dealer selects trip of his
choice.

TRIP ENROLLMENT

...Purchase the number of tractors as listed on
your enrollment form now.

...Select London or Caribbean at enrollment time.

...Both trips are of equal value.

ENROLLMENT - WHAT YOU HAVE TO DO

Please enroll me in the "Buy or Sell Set-A-Way"
WIN TRIPS: I understand that I can enroll in the
by purchasing _____ (General)
Electric Elec-Trak tractors.

...By selling number of tractors as listed
on enrollment form between January 1, 1974
and June 30, 1974.

...Contest closes June 30, 1974. _____ total units
_____ less inventory
as listed on sales plan. Future purchases can

...Send payment and delivery reports to
Schenectady by July 10, 1974.

ENROLLMENT - WHAT YOU HAVE TO BUY

Please enroll me in the "Tea or Sea Get-A-Way" Program. I understand that I can enroll in the program by purchasing _____ General Electric Elec-Trak tractors.*

TRIP DESIRED: _____

*Enrollment order needed only equals total units to be sold to win a trip for one, less inventory as listed on sales plan. Future purchases can be used for sales to win additional trips.

QUALITY FOR TRIPS

SAMPLE OF TRIP ENROLLMENT

...Dealer must sell 8 for trip for one.

...Dealer status report shows 2 tractors in inventory.

...Dealer must order at least 6 tractors to enroll for the "Tea or Sea Get-A-Way".

Rebuilt tractors or used tractors purchased at special prices do not count toward the contract.

YOU ASKED FOR IT

QUALIFY FOR TRIPS

- ...Enroll now.
- ...Sell tractors during the period January 1 - June 30, 1974.
- ...All payments and delivery reports must be received in Schenectady within five (5) days of sale.
- ...All delivery reports and payments must be in by July 10, 1974.
- ...Demonstrators or used tractors purchased at special prices do not count toward the contest.

YOU ASKED FOR IT!

... First competitive electric rider

... Better discounts

... Compact tractor with front mower

... Two exciting trips

WE'VE DO OUR PART, BUT YOU MUST MAKE YOUR COMMITMENT
NOW IF YOU WANT THE RIDER AND THE LIT.

WE NEED YOUR COMMITMENT TODAY

...Must have firm orders for tractors and riders now.

- Rider must be bought in volume or we cannot introduce at this low price!
- Must commit to all costs now to make shipments before next spring season.

WE WILL DO OUR PART, BUT YOU MUST MAKE YOUR COMMITMENT TODAY IF YOU WANT THE RIDER AND THE E11.

GENERAL ELECTRIC CO.
OUTDOOR POWER EQUIPMENT OPERATION
STANDARDIZED FREIGHT RATES EFFECTIVE OCT. 1, 1973

STATE	149# or Less	150# to 499#	499# to 1000#	1000# to 5000#	5000# - & UP	TRUCKLOAD RATE *
Alabama	15.15	10.00	9.40	8.82	7.40	\$ 902.27
Arkansas	16.51	11.11	10.70	9.56	8.26	857.10
Connecticut	8.89	4.44	4.27	3.80	3.00	284.30
Delaware	12.02	7.00	6.82	6.20	4.50	406.97
Florida	15.64	10.52	9.91	9.27	7.80	917.49
Georgia	14.32	9.19	8.62	7.44	6.67	799.95
Illinois	13.89	8.56	8.14	7.46	5.99	607.07
Indiana	13.48	7.86	7.59	6.80	5.35	565.39
Iowa	14.87	9.64	9.29	8.32	6.72	698.64
Kansas	17.08	11.57	10.36	9.02	8.00	874.59
Kentucky	13.79	8.48	8.00	7.38	5.92	701.25
Louisiana	17.21	11.98	11.45	10.50	8.93	994.36
Maine	11.77	7.09	6.84	5.77	4.88	441.82
Maryland	12.07	7.12	6.91	6.30	4.65	446.59
Massachusetts	8.79	4.34	4.17	3.69	2.93	274.30
Michigan	13.43	7.77	7.49	6.70	5.26	595.07
Minnesota	16.71	11.63	11.20	10.02	8.27	847.32
Mississippi	15.93	10.78	10.17	9.53	7.98	943.24

STATE	149# or Less	150# to #499#	499# to 1000#	1000# to 5000#	5000# - & UP	TRUCKLOAD RATE *
Missouri	15.10	9.75	9.38	8.41	6.89	716.65
New Hampshire	9.78	5.04	4.76	3.87	3.11	271.27
New Jersey	11.70	6.09	5.92	5.58	3.70	365.48
New York	10.83	5.16	5.00	4.55	3.56	347.32
No. Carolina	12.72	7.85	7.49	6.94	5.32	715.53
Ohio	13.17	7.52	7.25	6.48	4.96	461.16
Oklahoma	17.46	12.20	11.75	10.52	8.98	943.00
Pennsylvania	11.96	6.89	6.72	6.13	4.36	408.95
Rhode Island	9.53	5.02	4.81	3.98	3.05	299.89
So. Carolina	13.36	8.13	7.54	7.07	5.94	698.59
Tennessee	14.23	9.06	8.42	7.95	6.68	790.15
Texas	18.75	13.63	12.51	11.12	9.50	989.70
Vermont	8.25	4.53	4.28	3.52	2.97	263.22
Virginia	12.18	7.34	7.10	6.55	4.93	531.77
W. Virginia	13.25	7.74	7.57	6.99	5.21	547.67
Wisconsin	14.94	8.99	8.32	7.46	6.03	622.93

* Truck loads consist of:

Tractors
 40' Van 20 to 22 units (20 min.)
 45' Van 22 to 24 units

Riders Only
 39 units
 42 units