



COLDWATER, OHIO, U.S.A. 45828

QUALITY FARM EQUIPMENT SINCE 1899

February 5, 1975

Welker Farm Equipment
R R 4, Clay Street
Geneva, Ohio 44041

Gentlemen:

Attached is a selection of newspaper ads and radio spots for Lawn & Garden. We encourage you to use these as you see fit.

Based on last year's purchases you have \$368.78 available. Of this, New Idea will pay 50%.

If you would like some help in setting up a good advertising program, please do not hesitate to contact your Avco New Idea Territory Manager.

Sincerely,

Wayne Gerhardt
Advertising Specialist

WG/bf

Attachments

P.S. Our records show that last year you advertised in:

Lake Shore Shopper
210 Washington Street
Chardon, Oh. 44024

Ashtabula Star Beacon
4626 Park Avenue
Ashtabula, Oh.

The clean-mow, clean sweep machine.

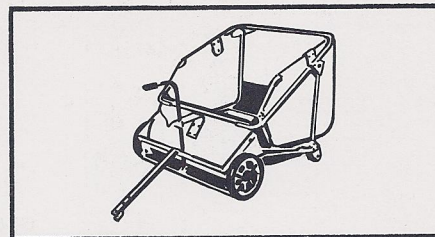


Electric Tractors

Come see the New Idea Electric Tractor—the cleaner, quieter, safer way to do yardwork. Does an outstanding job of mowing; cuts work in half with trailing sweeper that makes your lawn look manicured.

With our Electric Tractor, you have a choice of more than 35 attachments for winter-summer chores.

Mows up to 4 hours on a single charge depending upon the model . . . then recharges with ordinary house current for just pennies.

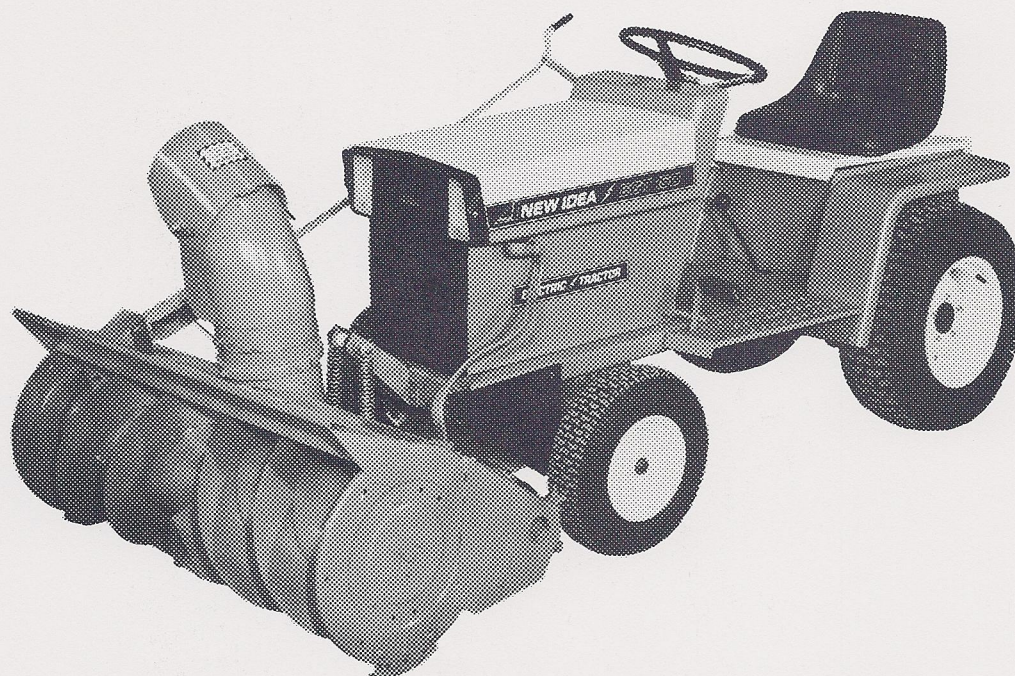


The electric tractor backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

DEALER

Let it snow.



Electric Tractors

Blade it off or blow it off with a clean, quiet, powerful New Idea Electric Tractor and a snow blade or big capacity snow thrower.

You get quick-starting, economical, long-lasting power (even in 0° temperatures!)

for hours of snow removal. Recharges for pennies.

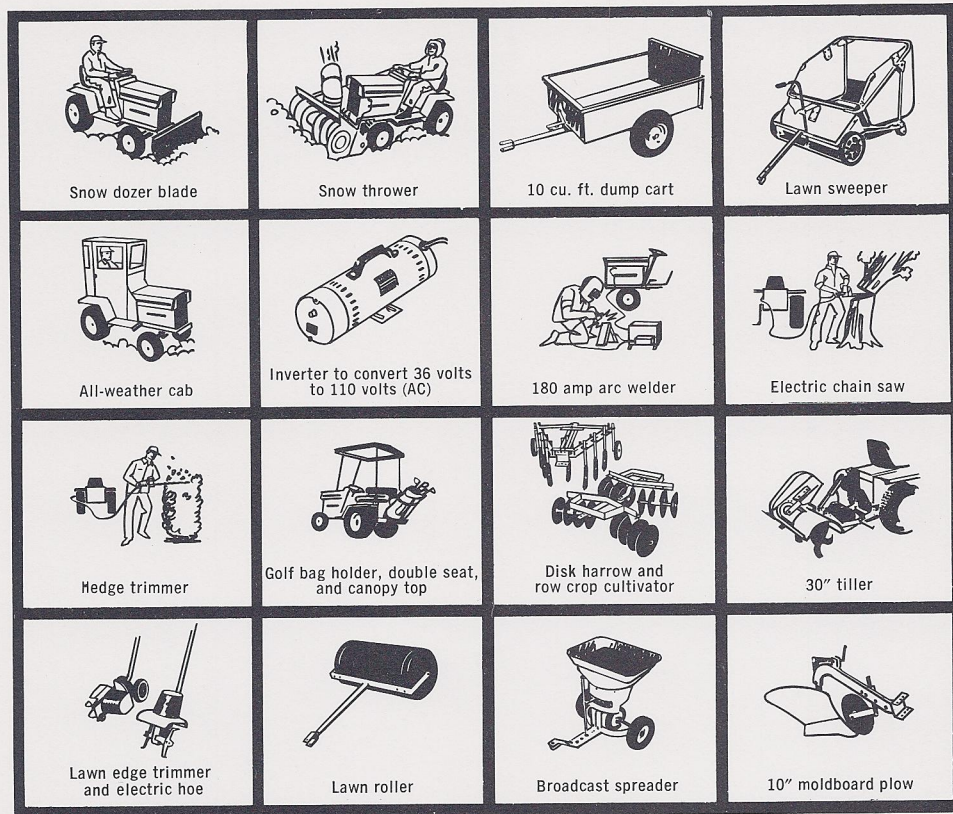
Extra traction because up to 70% of weight is over the drive wheels. Great tractor . . . over 35 attachments for year-round grounds care.

The electric tractor backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

DEALER

More than a tractor



Electric Tractors

Check out some of the many attachments that make the New Idea Electric Tractor more versatile, more

valuable. There are more than 35 accessories and attachments available for this powerful new machine.

The electric tractor backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

DEALER

**What's clean, quiet,
hard-working
and economical?**



Electric Tractors

No exhaust. No fumes. No engine vibration. No heat. No plugs, points, distributors, gaskets. With the New Idea Electric Tractor, you only get clean, quiet, low-cost operation.

There are 35 accessories available that make this tractor a big timesaver. Come in and take a look.

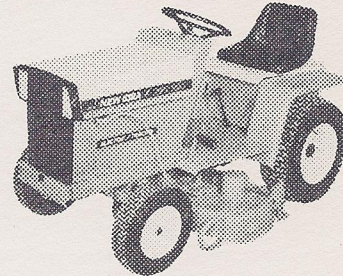
The electric tractor backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

DEALER

ADN-2157
2 col. x 6"

**Cost less to run
than a 3-hp gasoline
push mower**



Electric Tractors

True. Because it's electric. With quick-starting, long-lasting energy drawn from mighty POWER PACK CELLS. The New Idea Electric Tractor mows up to 4 hours, depending upon the model, on a few pennies of electricity from a household outlet. Compare that to the cost of gasoline.

The price is right, too. Come in and see for yourself.

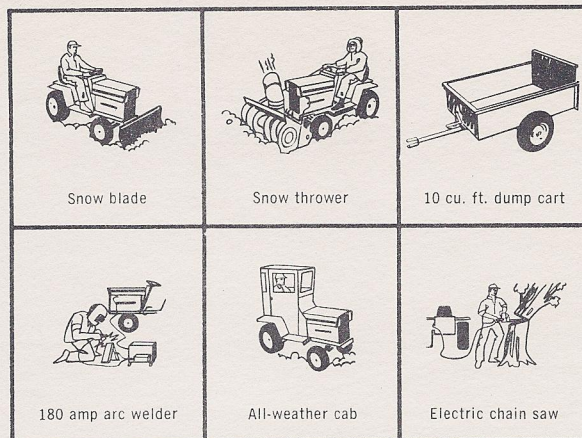
The electric tractor backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

DEALER

ADN-2158
2 col. x 6"

More than a tractor



Electric Tractors

The New Idea Electric Tractor is more than a lawn mower. In all, you get more than 35 accessories and attachments to choose from. All will make your New Idea Electric Tractor more versatile, and valuable. Come in and let us show you.

The electric tractor backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

DEALER

ADN-2159
2 col. x 6"

How to saw down a tree with your lawn mower.



Electric Tractors

A husky plug-in electric chain saw is only one of more than 35 accessories and attachments that work with the New Idea Electric Tractor. There's also a snow blade, a snow thrower, dump cart, sweeper, and edger-trimmer—just to name a few of the ones that help make short work of Fall and Winter yard jobs.



Stop in and check our prices on the New Idea Electric Tractor—and its full line-up of work savers.

The electric tractor backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

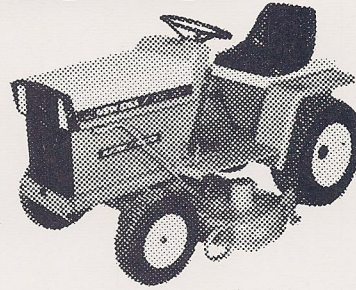
DEALER

ADN-2195
2 col. x 8"

Battery power is better

Mows up to 4 hours
on a single charge of
ordinary household
current!

***ELECTRIC / TRACTORS
FROM AVCO NEW IDEA***



See it at:

New Idea dealer

ADN-2242
2 col. x 3"

Battery power is better

Mows up to 4 hours
on a single charge of
ordinary household
current!

***ELECTRIC ⚡ TRACTORS
FROM AVCO NEW IDEA***



See it at:

New Idea dealer

ADN-2242
2 col. x 3"

Big 8-hp Electric Tractor only \$000*



EGT-80 The 8-horsepower New Idea Electric Tractor shown with smooth, clean cutting, twin-rotor mower — has more traction, more load-lugging torque than gas tractors with the same horsepower.

4 MODELS UP TO 16 H.P.

Each New Idea Electric Tractor — 8-, 10-, 14- or 16-hp — will do more work than equivalent horsepower gas tractors. And the power comes from unique POWER PACK CELLS that deliver clean, quiet, economical

power that lasts and lasts. (To recharge, just plug into any grounded household outlet!) Come see them. We think they're the coming thing in compact tractors.

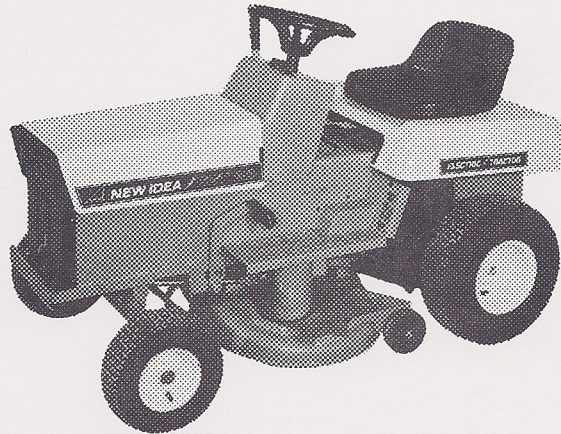


The electric tractor backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

DEALER

Big 8-hp Electric Tractor only \$000*



EGT-80 The 8-horsepower New Idea Electric Tractor shown with smooth, clean cutting, twin-rotor mower — has more traction, more load-lugging torque than gas tractors with the same horsepower.

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The electric tractor backed by dependable
NEW IDEA DEALER SERVICE
Battery power is better

DEALER

The strong, silent type.



Electric Tractors

Electric battery power makes them clean and quiet. Good engineering of the unique POWER PACK CELLS makes them powerful and long-lasting. Mows up to 4 hours on a

single charge, depending upon the model. Does a smooth, clean job on any lawn. Then, just plug 'em into a grounded household outlet for a few pennies a charge.

EGT-80 — 8-horsepower class

EGT-100—10-horsepower class

EGT-120—14-horsepower class

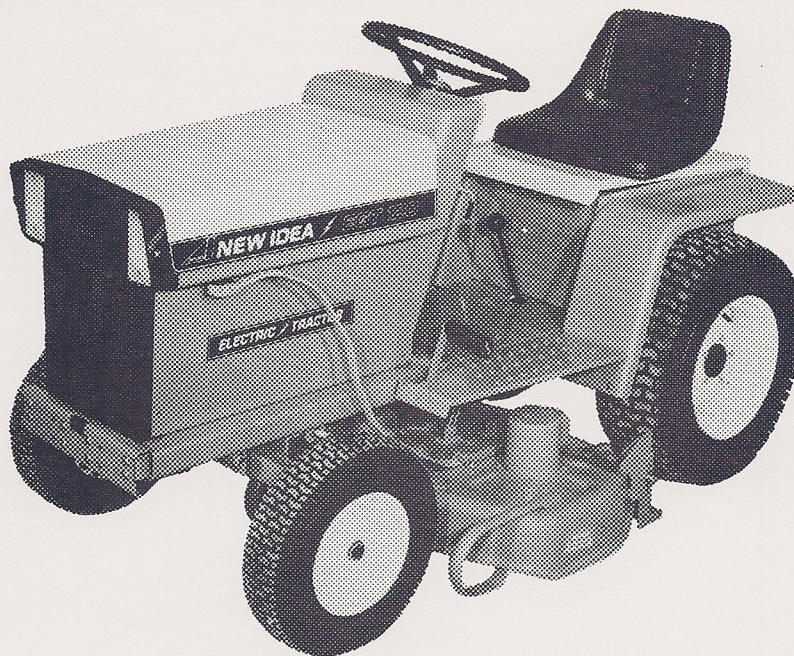
EGT-150—16-horsepower class

The electric tractor backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

DEALER

Costs less to run than a 3-hp gasoline push mower.



Electric Tractors

It's true. Because it's electric. With quick-starting, long-lasting energy generated by a cluster of mighty POWER PACK CELLS instead of gasoline.

Depending upon the model, New Idea Electric Tractors mow up to 4 acres — beautifully — on a single charge. And for far less than it costs to mow

with even a tiny 3-horsepower gasoline push mower. (Recharge at household electric outlets for just a few pennies!)

8-, 10-, 14- or 16-horsepower models. Clean, quiet, dependable. Practically no maintenance. Want another pleasant surprise? Come in and price 'em!

The electric tractor backed by dependable
NEW IDEA DEALER SERVICE
Battery power is better

DEALER

Consider what makes it go.



Electric Tractors

Rugged, long-lasting batteries. Not gasoline. This is no time to use gasoline to do lawn work. Not when you have this cleaner, safer, more economical gas-conserving way to do it.

A New Idea Electric Tractor draws its power from a cluster of easily rechargeable POWER PACK CELLS, not gasoline. It'll mow up to 4 hours on a single charge, depending on the model. To recharge, simply

plug into a standard outlet at night during off-peak hours.

And, it'll do a lot more than mow. 35 other accessories and attachments let you plow, disk, spread, tow, chop wood, trim hedges, and more.

Come on in and see these New Idea Electric Tractors. 4 models—8, 10, 14 and 16 horsepower.

The electric tractor is backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

(Dealer Name)

A gas hog it ain't.



Electric Tractors

New Idea Electric Tractors are powered by a cluster of easily rechargeable POWER PACK CELLS. They deliver instant, clean, economical power that lets you mow up to 4 hours on a single charge, depending on the model. Save your gas for your car. Get a Battery-Powered New Idea Electric Tractor this spring. 4 models—8, 10, 14 and 16 horsepower.

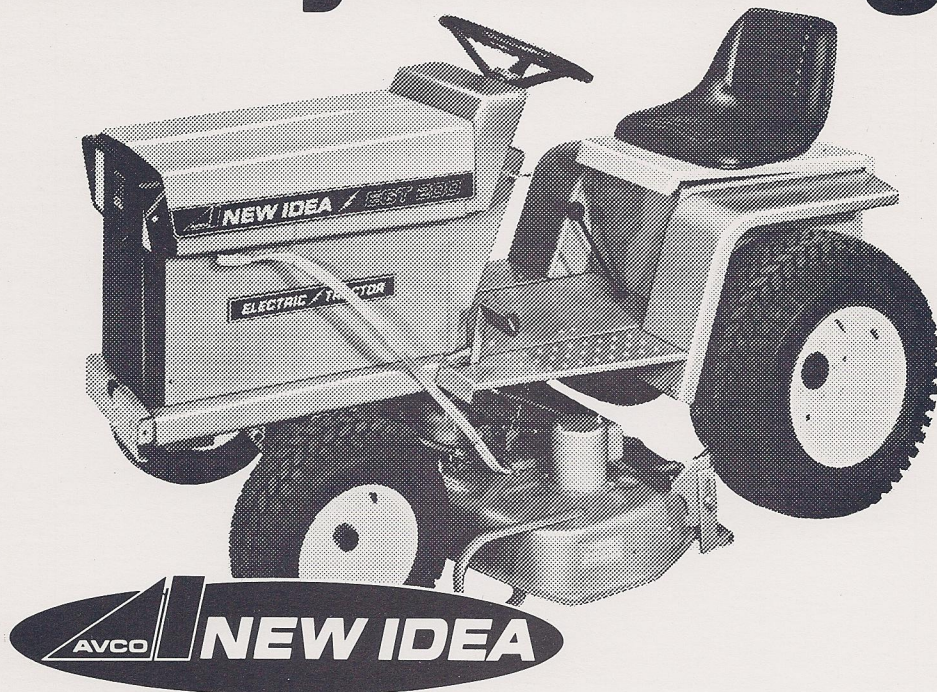
The electric tractor is backed by dependable
NEW IDEA DEALER SERVICE

Battery power is better

(Dealer Name)

ADN 2251
2 col. x 6"



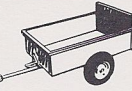





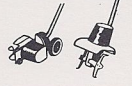



Something going for you ...all year long.



Electric Tractors

Today's New Idea Electric Tractor line is 5 deep—ranging from 8- to 18-hp class to suit any lawn and garden. Safe, clean, quiet, pollution-free. But more than that, the line includes dozens of attachments

and accessories to let you use your new electric all year long. From 1¼ to more than 4 hours on a single charge, depending on the model, and you re-charge for pennies at any grounded household outlet.

					
Snow dozer blade	Snow thrower	10 cu. ft. dump cart	Lawn sweeper	Electric chain saw	Hedge trimmer
					
30" tiller	Golf bag holder, double seat, and canopy top	Lawn edge trimmer and electric hoe	Lawn roller	Broadcast spreader	10" moldboard plow

Battery power is better

DEALER

Five models... 8-to 18-hp class



EGT-200
(NEW 18-hp class)



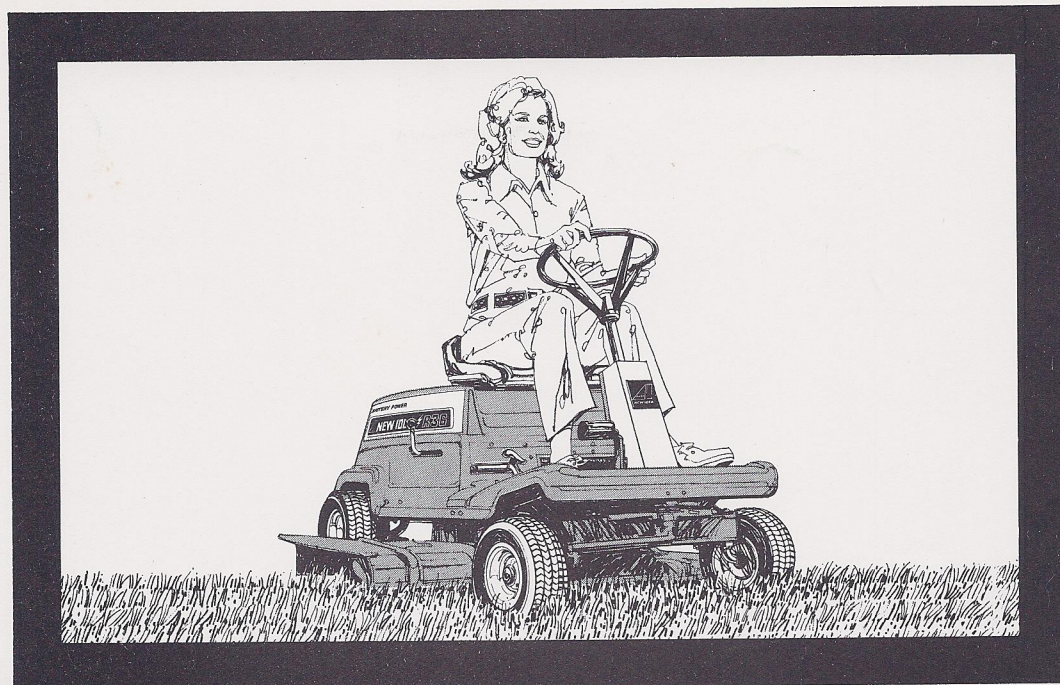
Electric Tractors

Now, with the brand new EGT-200, you have 5 models of New Idea Electric Tractors from which to choose. Safe, clean, quiet, pollution-free. Mow from 1¼ to as much as 4½ hours non-stop — and re-charge for pennies at any grounded outlet.

Dozens of accessories and attachments. Outstanding warranties on Power Pack Cells (the special batteries), as well as the mowers themselves. Stop in and look 'em over . . . now's a great time to go electric. Go New Idea Electric Tractors!

Battery power is better

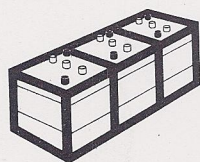
DEALER



See the NEW one!
The safe, clean, quiet, CORDLESS new one!
The all-new



Electric Riding Mower!



Just right for your lawn! The same rugged battery power that has made New Idea Electric Garden Tractors such a big hit is now in a powerful cordless Electric Riding Mower!

No gasoline engine . . . no gasoline to store or pour. Rugged power from special Power Pack Cells — instant-starting, long-lasting batteries that deliver power and more power! No plugs, no points to foul or burn, no gaskets or filters to blow or clog and need replacement.

Tight 24" turning radius. Lets you trim close to trees, shrubs, and gardens without jockeying back and forth. Easy to maneuver in tight spots.

1¼ hours per charge. The big 36" cut means you'll make short work of big lawns — mowing up to an acre, non-stop. And the long-life batteries mean 1¼ hours usage without recharging.

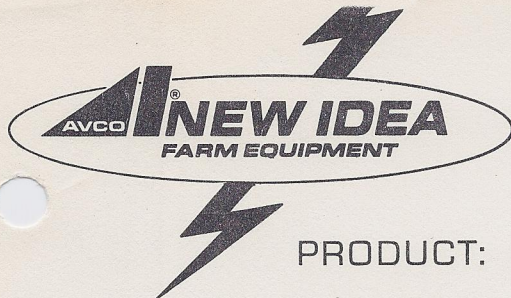
Recharge for pennies. Just plug into any grounded 110-volt household outlet. In a few hours, a few pennies worth of electricity bring it back to full strength.

Beautiful lawn — safely, comfortably. Ideal mower for the person who really cares how the lawn looks. And the New Idea Electric Rider is loaded with comfort and safety features that make it perfect for men and women of all ages. Makes lawn care fun again.

Battery power is better

New Idea Electric Riding Mowers . . . they're here now.

DEALER



RADIO SPOT ANNOUNCEMENT

PRODUCT: Electric Garden Tractors

SECONDS: 30

When you consider buying a garden tractor, make sure you see the Avco New Idea Electric Tractors at _____

Dealer Name

Address

Then weigh all the cost angles. You'll agree that battery power is better. Why? Because, since the Avco New Idea Electric Tractor runs off POWER PACK CELLS, there's practically no routine maintenance costs. No plugs, points, distributors, or gaskets to repair or replace. An Avco New Idea Electric Tractor is very inexpensive to operate and maintain. Choose from 8, 10, 14 or 16 horsepower models. Available now at _____

Dealer Name

Address



RADIO SPOT ANNOUNCEMENT

PRODUCT: Electric Garden Tractors

SECONDS: 30

"Clean" is the second best reason for choosing an Avco New Idea Electric Tractor. The best reason, of course, is power. Whether you're out to mow, throw snow or do any of more than 30 other jobs ... and whether you choose an 8, 10, 14 or 16 horsepower model ... an Avco New Idea Electric Tractor does more jobs than a gasoline tractor of equivalent horsepower ... and does it "cleaner"! POWER PACK CELLS make the difference -- and battery power is better! See Avco New Idea Electric Tractors at _____

Dealer Name

Address



RADIO SPOT ANNOUNCEMENT

PRODUCT: Lawn & Garden

SECONDS: 60

Recorded Spot...one of four on a single tape.
Order Tape No. TP-1858-A

Cut Number 1 - "Winter Snow Removal"

(Music & Singers -
24 seconds)

Battery Power is Better, in the new
Electric Tractor from New Idea. The
rugged, carefree way to keep your lawn
looking great today. No engine, no
gasoline, it's quiet ... safe and clean.
Battery Power is Better ... from New Idea.

(Music under)

(Announcer -
21 seconds)

Ready for winter? New Idea Electric
Tractors are. With snow blades and snow
throwers handling drifts up to 2 feet
deep! Runs up to 4 hours ... recharges
with ordinary household current. New
Idea "electrics"...8, 10, 14, 16 and
18-horsepower classes. Here comes winter ...
ready or not!

(Singers - 5 seconds)

Battery Power is Better ... from New Idea.

(Music under)

(Time allotted for
live-announcer
dealer tag -
10 seconds)



RADIO SPOT ANNOUNCEMENT

PRODUCT: Lawn & Garden

SECONDS: 60

Recorded Spot...one of four on a single tape.
Order Tape No. TP-1858-A

Cut Number 2 - "Accessories"

(Music & Singers -
24 seconds)

Battery Power is Better, in the new
Electric Tractor from New Idea. The
rugged, carefree way to keep your lawn
looking great today. No engine, no gas-
oline, it's quiet ... safe and clean.
Battery Power is Better ... from New Idea.

(Music under)

(Announcer -
21 seconds)

What'll a New Idea electric do ... besides
mow your lawn? It'll remove snow ... pull
a cart ... a lawn sweeper ... run a chain
saw, a hedge trimmer, cultivator, plow,
tiller, lawn roller and broadcast spreader,
to mention only a few. Runs for hours ...
recharges with ordinary household current.
That's what it does ... besides mow your
lawn ... look into it! And join in!

(Singers - 5 seconds)

Battery Power is Better ... from New Idea.

(Music under)

(Time allotted for
live-announcer
dealer tag -
10 seconds)



RADIO SPOT ANNOUNCEMENT

PRODUCT: Lawn & Garden

SECONDS: 60

Recorded Spot...one of four on a single tape.
Order Tape No. TP-1858-A

Cut Number 3 - "Lawn Care"

(Music & Singers -
24 seconds)

Battery Power is Better, in the new
Electric Tractor from New Idea. The
rugged, carefree way to keep your lawn
looking great today. No engine, no gas-
oline, it's quiet ... safe and clean.
Battery Power is Better ... from New Idea.

(Music under)

(Announcer -
21 seconds)

Rugged models in the 8- and 10-horsepower
class have 36-inch rotary mowers ... bigger
models ... up to the new 18-horsepower
class ... offer mid- or front-mounted 42-inch
mowers. Mow up to 4 hours, depending on the
model ... recharge with ordinary household
current. Whichever you choose ... you'll
have your lawn really looking great! It'll
have you singing ...

(Singers - 5 seconds)

Battery Power is Better ... from New Idea.

(Music under)

(Time allotted for
live-announcer
dealer tag -
10 seconds)



RADIO SPOT ANNOUNCEMENT

PRODUCT: Lawn & Garden

SECONDS: 60

Recorded Spot...one of four on a single tape.
Order Tape No. TP-1858-A

Cut Number 4 - Music only - open center for announcer-read copy.