



LAWN & GARDEN

Battery power is better



April 22, 1975

To: All Lawn and Garden Dealers

The attached letter has been mailed to all owners of Avco New Idea Electric Lawn and Garden tractors. Each letter was personally addressed to the owner.

Please review the letter and its attachment so you will fully understand this program. Avco New Idea will assume the full cost of the Holiday Inn Guest Certificates. In other words, this program costs you nothing.

If your name is shown as the dealer who sold the unit to this customer, the prospects he lists will be referred to you and you alone. Since the names he lists should be considered to be better-than-average prospects, you should follow up with a sales call as soon as possible.

We will purposely block out the owners names, because we've promised them we would not use their names in contacting their list of prospects.

Your full cooperation in contacting prospects is the key to the success of this program.

Sincerely,

A handwritten signature in cursive script that reads "William D. Sheeley".

William D. Sheeley
Manager of Advertising

WDS/mv

cc: Regional Managers
Regional Sales Managers
Territory Managers
Bob Penner
Wayne Gerhardt

Ted Stott
Dave List
Jim Kinzer
Ed Thomas
Bill Coan



NEW IDEA FARM EQUIPMENT

COLDWATER, OHIO 45828

R.W. ENGLE
VICE PRESIDENT AND
GENERAL MANAGER

April 21, 1975

Please accept the enclosed battery filler for your New Idea Electric Tractor as a token of our appreciation -- for something I hope you'll do for us.

Would you please take a few moments and think of the friends, neighbors, relatives and business associates whom you judge to be the types of people who appreciate the same benefits of electric tractors as you? Would you send us the names and addresses of five such people?

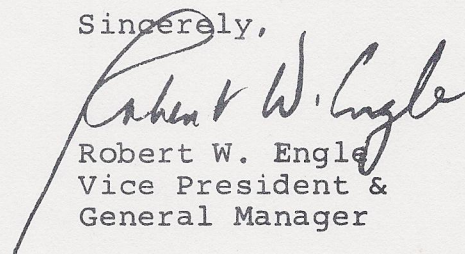
YOUR NAME WILL NOT BE USED. ONLY YOUR LIST WILL BE USED.

By submitting names, you have a chance for an extra bonus ...valuable Holiday Inn Guest Certificates, good anytime at any Holiday Inn of your choice. The attached sheet has all the details.

Whether you do this or not, please keep the battery filler and use it to keep your tractor's batteries right up to snuff. Please refer to your Operator's Manual for complete instructions on servicing your tractor's batteries.

Thank you so much for your time. I look forward to receiving your list of names -- and reports of your winnings.

Sincerely,


Robert W. Engle
Vice President &
General Manager

RWE/mv

Should any of the people whose names you submit buy a new New Idea Electric Garden Tractor or the brand new Riding Mower before July 1, 1975, you will receive one of the following:

- Holiday Inn Guest Certificates are good anytime at any Holiday Inn of your choice. The certificate will be honored at face value for goods and services, including room accommodations, food and beverages.

please print

Important: Please complete this section:
I purchased my tractor from:

Name of Dealer _____

address _____

city state zip _____

SIGNED _____

address _____

city state zip _____