



Elec-Trak[®] **NEWS**

Garden Tractor

74-2

January 18, 1974

MESSAGE FROM DON WHITE, ACTING GENERAL MANAGER

Now that we have turned the corner into 1974, with spring quickly approaching (although you wouldn't know it from the temperatures), prospects for Elec-Trak tractors and our new ER8-36 rider mower look better than ever. The reason is very clear and can be stated simply in two words...NO GAS. And although there will certainly be enough gas to feed some sputtering gas tractors, the energy crisis has made the public more intensely aware of alternatives, an awareness that will surely lead them to Elec-Trak lawn equipment dealerships.

To urge these prospects on, the presses are now rolling printing a brand new full-color, eight-page newspaper supplement which will be the thrust of our 1974 advertising program. The supplement hits hard on the hard facts, and includes a range test from the Nationwide Consumer Testing Institute. The same organization that tests Mercury motor cars on TV. The whole economy/cleanliness/peace and quiet story of Elec-Trak tractors and riders will be brought by this supplement to over 13 million people in 30 states starting in March. Copies will be available in a week.

Also editors of national magazines such as Popular Science, Popular Mechanics and others are expressing even more interest in Elec-Trak this year, largely because of the energy crisis. For instance, Monday, our advertising people meet with an editor of Popular Science who is doing a complete test of the ER8-36 in Florida, with the story to appear in a spring issue. Further, our inventory adjustment program with our dealers is now complete and was a big success, which puts our dealers in great shape for the upcoming season. And as you all know, we are busy refurbishing those dealer returns and gearing up to begin producing the ER8-36 Rider Mower.

We're all going to miss Bruce, but each of the section managers is picking up a part of the load he carried, and we're all looking forward to a banner spring season for tractors and riders.



