



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.



BE A PENNY PINCHER!

A good employee, no matter what his job, keeps his eye on the cost of everything he does. The company has its income, just as you have yours. It also has expenses and bills to pay; when they become greater than income, there is no profit. And no one has yet been able to invent a company that can stay in business without profits.

Profits are made by combining materials and the work of each employee to create products and services worth more than they cost to produce. It can't be done unless everyone watches the cost of what they do.

Each of us, up and down the line, has to question constantly every penny we spend, every move we make, every item we use, every minute we expend.

This is easy enough to say, not all that easy to do.

The biggest problem is that many of us don't really see how our work affects expenses and costs one way or the other. Our jobs may seem far removed, or we may feel our own effort doesn't matter that much, or that costs are something which are handled in the accounting department anyway.

Yet the plain fact is that it's not the accountants but each of us on the firing line that really determines whether costs go up or down. How? By:

- doing good work or bad
- being careful or wasteful with time and materials
- showing up early or late
- being present or absent
- thinking of better ways to do our job or just resting on oars

Have you noticed how naturally economical some people are? They instinctively realize that keeping the lid on costs is important, that every little bit helps, and that the biggest savings come from little savings multiplied over and over.

Actually, in the rush of getting things done, even the most careful of people need to remind themselves occasionally not to make needless mistakes, waste materials, hoard supplies, or otherwise run up unnecessary expenses.

Chip in to do your part. It's the only way the job gets done.

CONGRATULATIONS TO CAROL ANN AND GEORGE MOORE on the birth of their 71b. 12 oz. baby boy, George Jr. on January 11.