



# ***Electrak***

## **DEALER FRANCHISE MANUAL**

Outdoor Power Equipment Operation  
Corporations Park  
Schenectady, New York 12305

**GENERAL**  **ELECTRIC**



No. \_\_\_\_\_

Date \_\_\_\_\_

This Manual is consigned for the exclusive use of

\_\_\_\_\_ (Firm)

and is the property of the General Electric Company. All material contained herein is confidential and no release or reproduction of same shall be made without the written permission of the Manager - Outdoor Power Equipment Operation of GE.

In the event the above dealer does not accept the GE - OPEO Franchise by

\_\_\_\_\_ (date), this Manual will be immediately returned in its entirety to the Outdoor Power Equipment Operation, Schenectady, New York or its authorized representative.

I accept this Manual and agree to the above conditions.

\_\_\_\_\_ (Name & Title)

\_\_\_\_\_ (Date)



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# GENERAL ELECTRIC COMPANY

## OUTDOOR POWER EQUIPMENT OPERATION

NEW BUSINESSES  
DEVELOPMENT OPERATIONS

CORPORATIONS PARK, SCHENECTADY, NEW YORK 12305, TELEPHONE FRanklin 4-2211

### CONGRATULATIONS!

It is with great pride and pleasure that the General Electric Outdoor Power Equipment Operation offers you the dealer franchise for electric garden tractors and associated accessories and products.

This dealer Franchise Manual will give you a clear understanding of Company policies which have been designed to support an effective and equitable working relationship.

Please retain this manual for future reference and for filing policies and price and data sheets.

It is our sincere hope that each dealer will grow and prosper through increased sales of General Electric products through the aggressive efforts of both parties.





AN OUTSTANDING  
MARKETING OFFERING  
BY  
GENERAL ELECTRIC COMPANY

- A revolutionary, full product line with a great future
- Distribution through selected, full servicing, outdoor power equipment dealers
- Quality, field tested products
- Backup and support of General Electric Company
- Additional new products to follow
- Good profit margins
- Liberal floor plan
- Product Service training schools
- Quick, centralized order service
- "Hot-Line" product service support
- Quick parts delivery from regional GE centers
- Full warranty reimbursement plan
- 5 year battery warranty plan
- GE employee rebate plan
- Co-op dealer programs
- Co-op newspaper ads
- Electric Power Company support in every market
- Regional magazine advertising
- Merchandising aids
- Identification signs, selling aids







# GENERAL ELECTRIC COMPANY

CORPORATIONS PARK, SCHENECTADY, NEW YORK 12305, TELEPHONE FRanklin 4-2211

## OUTDOOR POWER EQUIPMENT OPERATION

NEW BUSINESSES  
DEVELOPMENT OPERATIONS

### DEALER FRANCHISE AGREEMENT

1. The Outdoor Power Equipment Operation, New Businesses Development Operations, General Electric Company (hereinafter called the manufacturer) hereby appoints

DEALER'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

(hereinafter called the Dealer)

an authorized Servicing Dealer of the following lines of products:

**ELECTRAK GARDEN TRACTORS, ACCESSORIES, AND ATTACHMENTS,  
AND RELATED PRODUCTS SOLD THROUGH THE OUTDOOR POWER  
EQUIPMENT OPERATION.**

The term of such dealership shall be from the date hereof to December 31, 1970 unless sooner terminated as hereinafter provided. The provisions of this agreement shall govern all contracts and transactions between the Manufacturer and the Dealer during such term respecting such products.

#### 2. THE MANUFACTURER AGREES:

- (a) to give careful consideration to the Dealer's orders for the purchase of said products during the term of said Dealership; but all such orders shall be subject to the Manufacturer's written acceptance, and all deliveries shall be subject to delays beyond the reasonable control of the Manufacturer, and to the right of the Manufacturer to allocate its available supply of such products among its customers as it may determine in its absolute discretion;
- (b) to repair or replace, free of charge, f.o.b. its warehouse serving the Dealer, any component part of any of said products (except as noted below) which proves to be defective in workmanship or material and which is returned to such warehouse, transportation charges prepaid, within the terms of the Manufacturer's applicable printed warranty to the original purchaser for use.

#### 3. THE DEALER AGREES:

- (a) to use its best efforts to sell and promote the sale of said products; to maintain adequate stocks of the products and facilities for their sale; and to display and demonstrate them effectively;
- (b) to provide such labor or other service, (including the installation of repaired or replacement parts furnished by the Manufacturer under paragraph 2(b)), as may be required to maintain said products sold by it in operating condition during the period covered by the aforesaid applicable printed warranty to the original purchaser.



chaser for use. The foregoing will not apply to service necessitated by misuse or accident. Neither the termination nor the expiration of the dealership shall relieve the dealer of its service obligation with regard to products supplied to the Dealer by the Manufacturer under this franchise;

- (c) to provide prompt, efficient, and courteous service on request, at reasonable charges, on products which are out of the Manufacturer's warranty to the original purchaser for use.
- (d) to maintain an adequate stock of replacement parts and appropriate repair facilities, special tools and test equipment, and to subscribe to all product service technical publications issued by the Manufacturer, in order that the Dealer may meet its service obligations promptly and efficiently, the Dealer agreeing that it will discharge its service responsibility in a manner which will uphold and enhance the brand reputation of General Electric products;
- (e) to maintain a complete record (showing serial number, date of purchase, and name and address of each purchaser) of said products, and to furnish such data to the Manufacturer upon its request, free of charge;
- (f) to advertise said products adequately by suitable signs on and in its premises, the insertion of advertisements in local papers, and listing in the classified section of its local telephone directory; provided, however, that the Dealer shall not use the name or any trademark of the Manufacturer in any manner not approved by it; and provided further that in the event this Dealership is terminated or expires without a new Dealer Franchise Agreement having been entered into in writing between the parties, the Dealer shall remove from its premises all signs, insignia and other sales promotional material displaying the name or any trademark of the Manufacturer and shall discontinue the use of such name and any such trademark;

4. IT IS FURTHER AGREED THAT:

- (a) except as commitments may otherwise be made in writing (other than by routine acknowledgement) in respect to specific orders, products which the Manufacturer may deliver to the Dealer shall be sold to it at such prices and upon such terms (which shall be subject to change from time to time) as shall be established by the Manufacturer and be in effect at the time of delivery, but in the event of an increase in prices applicable to orders theretofore accepted by the Manufacturer, the Dealer may at its option cancel or withdraw the whole or any part of such orders within ten days after the announcement of such increase;
- (b) paragraph 2(b) hereof states the entire liability of the Manufacturer to the Dealer in connection with such products, and is in lieu of all warranties, express, implied or statutory, including but not limited to any warranty of merchantability or fitness. In no event will the Manufacturer be liable for special or consequential damages, and its liability on any claim for loss or liability arising out of or connected with the sale, resale or use of any product or part sold or supplied pursuant to this franchise shall in no case exceed the selling price of such product, or part thereof involved in the claim.
- (c) the Dealership hereby created is non-exclusive; it is non-assignable; it may be terminated at any time at the will of either party, with or without cause, on thirty days' notice in writing given to the other party by registered or certified mail or by personal delivery; and it may be terminated by the Manufacturer upon one day's like notice in the event the Dealer attempts to assign this agreement or any rights hereunder without the Manufacturer's written consent signed by one of its executives referred to in paragraph 6, or there is a change in the control or management of the Dealer which is unacceptable to the Manufacturer, or the Dealer ceases to function as a going concern or to conduct its operations in the normal course of business as a dealer, or a receiver for it is appointed or applied for, or a petition under the Federal Bankruptcy Act is filed by or against it, or it makes an assign-

SECURITY AGREEMENT  
(Security Interest in Inventory and Equipment)

TO: GENERAL ELECTRIC COMPANY

1. In order to induce you to extend credit to the undersigned for the purchase of merchandise for inventory, and in consideration of any extensions of credit you may in your discretion make to undersigned, but without in any way binding you to extend such credit, undersigned hereby grants to you, as security for all undersigned's debts and obligations to you, existing or future, under this or any other agreement between us, or under any note or other evidence of indebtedness made by the undersigned, a security interest in all its inventory, new and used, presently owned and hereafter acquired, of Electrak garden tractors, accessories and parts therefor, and other products, present or future, of the Outdoor Power Equipment Operation of General Electric Company, together with all proceeds of the sale or other disposition thereof.
2. Unless other payment terms are specified in a separate note made by undersigned and accepted by you, or in a separate writing signed by you and delivered to undersigned, undersigned agrees to pay you in full the amount of the purchase price for each item of merchandise purchased from you by undersigned, when due in accordance with your terms in effect at the time of shipment, or when undersigned sells such unit of inventory, whichever sooner occurs. (For the purposes of this agreement the term "purchase price" includes, but is not limited to, the amount of any indebtedness of the undersigned to you arising out of the purchase of inventory by undersigned from you, together with interest and finance charges thereon at such regularly scheduled rates as may be applicable thereto at the time such indebtedness arises.) Undersigned hereby authorizes you, by any employee or employees of your designation, to sign, execute, endorse, transfer, file or deliver in the name of the undersigned any document or instrument which in your discretion may be necessary or appropriate to effectuate the intent of this agreement, including, without limitation, any Uniform Commercial Code statements concerning your security interest hereunder, any certificates of title or origin or applications therefor, and any evidences of indebtedness with respect to the purchase price of merchandise acquired from you, or any agreements with respect to the extension or modification thereof, and to endorse in the name of the undersigned any notes, checks, drafts and other instruments for the payment of money which may come into your possession.
3. So long as undersigned is not in default under any of its obligations to you hereunder or otherwise, undersigned shall have the right to sell all inventory the purchase price of which is hereby secured in the normal course of its business and undersigned will notify you promptly of any sale of any item of such inventory and pay you therefor in accordance with paragraph 2 hereof. To the extent that undersigned may become obligated to pay any amount to you upon the sale of any unit of inventory by it, undersigned agrees that it will hold all proceeds of the sale of such unit in trust for you.
4. Undersigned will at all times keep accurate and complete records of undersigned's inventory and you or any of your agents shall have the right to inspect undersigned's inventory and to inspect and make extracts from the books and records relating to undersigned's inventory or to any other transactions between the parties hereto. Undersigned will pay promptly when due all taxes and transportation, storage and warehousing charges on inventory and shall keep it insured for its full value against any and all risk of loss or damage with loss payable to undersigned and you as the parties' interests may appear and with policies subject to cancellation or modification only upon ten days written notice to you.
5. If undersigned shall fail to pay when due any amount payable on any indebtedness of undersigned to you, or shall fail to observe or perform any of the provisions of this or any other agreement between us, or if undersigned assigns for the benefit of creditors, or ceases to do business as a going concern, or if a petition under any of the chapters of the Bankruptcy Act or for a receiver be filed by or against undersigned, undersigned shall be in default hereunder. Upon such default, all indebtedness secured hereby shall become immediately due and payable at your option without notice to undersigned, and you may proceed to enforce payment of same and to exercise any or all of the rights and remedies afforded to you by the Uniform Commercial Code, as in effect in undersigned's state, or otherwise possessed by you. Undersigned agrees to pay reasonable attorney's fees incurred by you in enforcing your rights and remedies after default under this agreement. To assist you in the implementation of such rights and remedies undersigned will, at your request, assemble and prepare for removal such items of inventory covered by this agreement, to be selected by you, as shall in your sole judgment have a value sufficient to cover all undersigned's debts and obligations to you. It is agreed that sale of any unit of inventory at



PRICING



# GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,  
SCHENECTADY, NEW YORK 12305 Phone (518) 374-2211

OUTDOOR

POWER EQUIPMENT

OPERATION

## PRICING POLICY (Discounts and Payments)

11/11/70

### Base Dealer Discounts

Products of the Outdoor Power Equipment of the General Electric Company will be sold to dealers at a Dealer Base Price, less any applicable quantity discounts. Dealer base prices are equal to the list price less the following base discounts:

|   |     |
|---|-----|
| Tractors, mowers, snow/dozer blade, carts and<br>other items as specified including hand<br>tools and accessories | 25% |
| Snow blower attachment  | 20% |
| Tiller Attachment   | 15% |

### Quantity Discounts

The following additional quantity discounts will apply to all items (except parts) included with an order for three or more tractor units, if paid by the 10th of the month following date of invoice:

| <u>Quantity Ordered</u> | <u>Quantity Discounts</u> |
|-------------------------|---------------------------|
| 3 - 7 units             | 3%                        |
| 8 - 14 units            | 4%                        |
| 15 - 29 units           | 5%                        |
| 30 or more units        | 6%                        |

The above percentages are applied to the Dealer Base Price per the schedule below. Orders for attachments, handtools, and accessories not accompanying an order for three or more tractors and orders for less than three tractors, are not eligible for quantity discounts, and are not eligible for deferred payment terms as described below.

### Floor Planning

Deferred payment terms (floor planning) will be allowed (for qualifying dealers) on tractors, attachments, and handtools (but not on accessories, parts, or service tools), that are purchased for inventory, on the following basis: the full quantity discounts shown above will apply if payment is made by the 10th of the month following date of invoice. Thereafter, the amount of the quantity discount is reduced as shown in the following table, according to the number of tractor units ordered and the month in which payment is made. The entire dealer base price becomes due and payable by the tenth of the month in which the words "Due Date" are shown in the table.

### QUANTITY DISCOUNT/FLOOR PLAN SCHEDULE

| Quantity<br>Ordered | <u>Number of Months Following Invoice Date</u> |                |                |                |                |                |                |
|---------------------|--|----------------|----------------|----------------|----------------|----------------|----------------|
|                     | <u>1st mo.</u>                                 | <u>2nd mo.</u> | <u>3rd mo.</u> | <u>4th mo.</u> | <u>5th mo.</u> | <u>6th mo.</u> | <u>7th mo.</u> |
| 3- 7 units          | 3%   | 2%             | 1%             | due            |                |                |                |
| 8-14 units          | 4  | 3              | 2              | 1%             | due            |                |                |
| 15-29 units         | 5  | 4              | 3              | 2              | 1              | due            |                |
| 30 and over         | 6  | 5              | 4              | 3              | 2              | 1              | due            |

Dealer base price is due by 10th of the month shown.





Floor planning will be available to dealers whose credit record, payment record, and financial strength are satisfactory to General Electric, and who have signed Security Agreements and Financing Statements (UCC-1). (See Agreement Section of Dealer Franchise Manual.)

Deferred payment terms under the Elec-Trak floor plan are available only for unsold merchandise in the dealer's hands. When items are sold by the dealer, payment for units sold become due within 5 days of delivery of the product by the dealer to his customer. Quantity discounts applicable to units sold will be allowed in accordance with the above quantity discount schedule. For example, a unit sold by a dealer which results in payment by the 10th of the second month entitles the dealer to the quantity discount shown in the "2nd month" column of the schedule, based upon the appropriate purchase order quantity.

If a dealer should fail to make full payment for floor-planned items sold, within 5 days of the date of sale, the quantity discount on the items sold is forfeited by the dealer, and the balance owed will be subject to past due charges as established by the Company.

#### Payments by Non-Floor Plan Dealers

Dealers who do not choose to sign Security Agreements and Financing Statements (UCC-1), must make arrangements to pay for all merchandise purchased at the time of delivery.

#### Freight

All prices are f.o.b. plant, Scotia, New York, or other designated shipping point as indicated. Freight will be prepaid but the dealer must pay all freight charges with the following exceptions:

- a) The initial consigned dealer display and demonstration unit.
- b) Truckload quantities east of Mississippi River.
- c) Dealer pick-up of merchandise at warehousing points.

Freight charges are not subject to discount, and are not eligible for deferred payment terms.

#### Parts and Tools

Minimum parts order \$10.00 net dealer cost. Parts may be returned for credit only with written authorization of General Electric, and a 20% handling charge, with appropriate adjustments for depreciation, if any, will be made.

Discounts on parts and service tools will be as shown on parts price lists.

#### Changes

Prices, discounts and terms are subject to change without notice, and orders will be billed at prices and discounts in effect at time shipment is made.

#### Return Merchandise

See Return Merchandise Policy - (Under Order Service Tab)

|                                     |   |
|-------------------------------------|---|
| Units held for less than 6 months   | 1- 5 units*- 10% "Restocking" charge    |
| (Unused and in original containers) | 6-15 units*- 15% "Restocking" charge    |
|                                     | over 15 units*- 20% "Restocking" charge |
| Units held for more than 6 months   | An additional 15% "Restocking" charge   |
| but <u>no</u> more than 12 months   |   |

\*\*PRICES AND TERMS SUBJECT TO CHANGE WITHOUT NOTICE\*\*



ORDER SERVICE  
—FORMS



# GENERAL ELECTRIC COMPANY

## OUTDOOR POWER EQUIPMENT OPERATION

NEW BUSINESSES  
DEVELOPMENT OPERATIONS

CORPORATIONS PARK, SCHENECTADY, NEW YORK 12305, TELEPHONE FRanklin 4-2211

### SUBJECT: ORDER SERVICE PROCEDURE

The General Electric Outdoor Power Equipment products and spare parts line consists of a large number of items which are identified by very specific model numbers. It is very important that all items desired be included in the original order. Each item to be ordered should be listed by model number along with the appropriate description.

The Outdoor Power Equipment Operation "Dealer Order Form" (Form GIZ1986) should be used whenever possible by all dealers in order to expedite prompt handling of orders. However, orders may be made by phone to our Order Service clerks by phoning Schenectady area code 518, 374-2211, extension 5-9455; by phoning our local sales representative; or on your own procurement forms, subject in all cases to the provisions of the franchise agreement, our standard printed conditions of sale, and with acceptance or acknowledgement by GE's Outdoor Power Equipment Operation. All orders should be sent to the Manager - Order Service. When received, orders will be edited and an acknowledgement of the order will be promptly mailed to the dealer with confirming copy to the local GE representative.





DELIVERY POLICY

Standard Products & Renewal Parts

Standard products and renewal parts listed on the Outdoor Power Equipment Operation's price lists and parts list, will normally be shipped within two weeks except as otherwise noted under special programs or listings. However, where special situations require a shorter delivery, a written request accompanying the order should be sent to the Manager-Marketing Administration at the above address, stating the extenuating circumstances. Such requests for special delivery will be given prompt consideration.

In order to expedite delivery, all items will be shipped freight prepaid by common carrier (FOB Plant) unless the dealer specifies other shipping instructions on the order. Freight charges will be included as an additional item on the billing issued by GE to the dealer.

Emergency Parts Service

In the event of a dealer out-of-stock condition, an emergency renewal parts system has been established. Dealers may telegraph Order Service or transmit orders during "Hot Line" Product Service phone consultations.





## "FIELD TRANSFER" POLICY

The Outdoor Power Equipment Operation, (O.P.E.O.) does not encourage field transfers of Elec-Trak units. However, in those cases where a field transfer is the only solution to solving an immediate availability problem, O.P.E.O. requires that transfers of Elec-Trak from one franchised dealer to another must be reported to O.P.E.O. For dealer convenience in this reporting, a Transfer Notification Form will be provided. This form is designed to protect the ultimate customer's warranty, and to simplify the dealer's job of recording and submitting this information to O.P.E.O. Further, this transfer is considered a "sale" and payment becomes due under the provisions of the Pricing Policy.

Though it is completely within the dealer's province to settle accounts for transfers between themselves, it is O.P.E.O.'s recommendation that the following good business procedure be used to settle accounts in transfer situations.

- A. The shipping dealer shall be responsible for submitting a Transfer Notification Form.
- B. The receiving dealer shall be responsible for submitting a Dealer Delivery Report upon sale.
- C. The price used should be current minimum order, dealer price as quoted by the GE salesman.
- D. In cases where the shipping dealer is required to prepare and ship the merchandise, he may request a flat \$25.00 handling charge from the receiving dealer to compensate for warehousing, handling and clerical costs.
- E. Freight costs, both those incurred from factory to dealer as well as those incurred between dealers, should be the responsibility of the receiving dealer.
- F. Any and all co-op advertising allowances or other credits, which were accrued by the shipping dealer at time of purchase from the factory, will remain with the original purchaser except in those cases when the transfer is made for the convenience and at the written request of General Electric.

\* \* \* \* \*





TRANSFER NOTIFICATION FORM

Transfer Date \_\_\_\_\_

Transferred From

|                   |
|-------------------|
| Dealer Name _____ |
| Address _____     |
| City, State _____ |
| Signature _____   |

Transferred To

|                   |
|-------------------|
| Dealer Name _____ |
| Address _____     |
| City, State _____ |
| Signature _____   |

EQUIPMENT TRANSFERRED:

| <u>Qty.</u> | <u>Model #</u> | <u>Description</u> | <u>Serial #</u> |
|-------------|----------------|--------------------|-----------------|
| _____       | _____          | _____              | _____           |
| _____       | _____          | _____              | _____           |
| _____       | _____          | _____              | _____           |
| _____       | _____          | _____              | _____           |

Agreed to this day of \_\_\_\_\_, 19\_\_\_\_ between

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Authorized Signature



### PROCEDURE FOR HANDLING DAMAGED MERCHANDISE

The following policy will be in effect during 1970 relative to those cases where damage or defect is discovered in new General Electric outdoor power equipment shipped from our warehouse via common carrier.

First, we want to differentiate between manufacturing defects and transportation damage. As to actual manufacturing defects, it is our policy to assume responsibility therefore. As to transportation damage, it is our policy not to assume responsibility since the equipment has left our control and custody after careful inspection by our warehouse personnel for outward evidence of any damage.

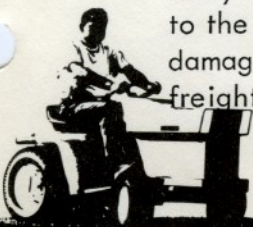
We instruct our personnel not to release from our warehouse any equipment when, from the inspection of the carton, there is any suspicion of damage. Likewise, transportation companies are very particular in their inspection of cartons and will not accept them if there is any outward evidence pointing to possible damage. In any event, once equipment has left our custody and control, we cannot assume any responsibility for subsequent handling damages.

In receiving outdoor power equipment products from a trucking company, inspect the cartons very carefully, and if there is any indication of possible damage, make the proper notation on the bill of lading copy submitted to you by the trucker's driver for your signature. At the same time, the driver should be asked to similarly note and sign the copy of the bill of lading to be left with you. It is recommended in such cases that the equipment be uncrated immediately and if damage is found, you should immediately call the trucking company for an inspection and then file a claim upon the trucking company. We will be happy to assist you in any manner that we can in your processing of any such claims. The important thing to bear in mind is that the trucking company, in accepting equipment from us for delivery to you, signs for it on the basis that the contents are in perfect condition.

In unloading shipments, there are two important things that a dealer should do:

1. Prepare a tally by serial number of the contents, and mark on each carton the shipment identification number and date of unloading.
2. Inspect the contents of the shipment very carefully for dented or crushed cartons.

If the dealer finds any evidence of damage, he should immediately contact his local freight agent and request an inspection of the shipment. The Dealer should insist upon obtaining a copy of the inspector's report. Coincident with this action, the Dealer should also (1) immediately notify the freight agent in writing of the Dealer's intent to file a claim, making reference to the shipment identification number and listing the number of cartons which appear to be in a damaged condition, crushed or otherwise. It may be advisable to include in such notice to the freight agent, a sentence such as follows: "There is a possibility of concealed damage in bal-





ance of load, therefore, you are hereby notified that if such damage is discovered, claims will be filed accordingly."

(2) request in writing from Order Service a certified copy of our invoice to the Dealer, a copy of the prepaid freight bill, and a copy of the bill of lading.

If any of the equipment received in the shipment on which notice of intent of claim has been filed, is uncrated and damage noted, contact should be made immediately with the local freight agent as to the procedure for filing claims. It is imperative that in such cases the cartons be retained for inspection.

Bills of lading or certified copies of invoices which may be necessary to enter claim can be obtained by writing our Supervisor Order Service. These requests should include the model and serial number of the equipment damaged as well as our invoice number and shipping date. In the event you exhaust all possible means and cannot obtain satisfactory settlement of a valid claim, it is suggested that all pertinent information be forwarded to our Supervisor Order Service, and we will be happy to offer whatever assistance possible for your dealings with the carrier.

Where you encounter defects, for which, in your opinion, our Company may be responsible, please write Order Service. Proper investigation of your claim will be made and you will be advised of what action, if any, we will take. All packing materials must be saved for inspection. Claims for concealed damage must be submitted within 15 days after receipt of shipment.

Please be assured that we have no intent of refusing to accept responsibility which is rightfully ours. However, since equipment is not released from our warehouse or factory if there is any indication from inspection of the crate that damage may exist, we naturally feel that we must prove to our satisfaction that the damage is not due to mishandling after leaving our custody and control.



### RETURN OF MERCHANDISE POLICY

All orders from dealers are processed with utmost care and every effort is made to insure that merchandise shipped is as ordered. By the same token, items shipped to the dealer should be carefully checked for damage in transit (see Procedure for Handling Damaged Merchandise), and receipt of all items in accordance with packing list.

In general, merchandise purchased by a Dealer is not subject to return for credit or exchange. Exceptions to this policy will be made only for the following conditions:

1. Error in items shipped.
2. Acceptable cancellation of dealer's order.
3. Other special circumstances acceptable to General Electric Company.

The following procedure is established for the return of merchandise under the conditions specified above:

1. Request for return should be submitted in writing to:

Manager - Marketing Administration  
Outdoor Power Equipment Operation  
General Electric Company  
Schenectady, New York

2. The following information should be provided on a "Request for Return Materials Authorization form:

- |                      |  |
|----------------------|--|
| A. Model Number      | D. Serial number                             |
| B. Date purchased    | E. Condition                                 |
| C. GE Invoice Number | F. Reason for requesting privilege to return |

3. Upon approval by our office, a written authorization and instructions will be issued to return the material. Any items returned, not a result of an error in shipment, must be shipped prepaid to point of destination.
4. If the merchandise authorized for return is not received within twenty-one (21) days from date of authorization, authorization is automatically cancelled and a new request for return must be submitted.

Your cooperation in this matter will greatly facilitate the proper issuance of credit memoranda for returned merchandise.





-REQUEST FOR RETURNED MERCHANDISE AUTHORIZATION-

To: Manager, Marketing Administration  
Outdoor Power Equipment Operation  
General Electric Company  
Corporations Park  
Schenectady, New York 12305

The undersigned requests authorization to return the following:

Description: \_\_\_\_\_

\_\_\_\_\_

Models: \_\_\_\_\_

Serial Numbers: \_\_\_\_\_

Date Purchased: \_\_\_\_\_

GE Invoice Number: \_\_\_\_\_

Condition: \_\_\_\_\_

Reason for Requesting Return: \_\_\_\_\_

\_\_\_\_\_

Dealership \_\_\_\_\_

Address \_\_\_\_\_

Signed \_\_\_\_\_

DO NOT WRITE BELOW THIS LINE

\_\_\_\_\_

Action Taken: \_\_\_\_\_

\_\_\_\_\_

Date Received: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Forward to Supervisor-Order Service \_\_\_\_\_

Date: \_\_\_\_\_



SHIPPING CONDITION REPORT

ELEC-TRAK (consigned unit)

Mail to Eugene L. Re  
Manager Market Development  
Outdoor Power Equipment Operation  
General Electric Company  
Schenectady, New York 12305

Condition of Packaging

Crate \_\_\_\_\_

Poly Bag \_\_\_\_\_

Packaged Items \_\_\_\_\_

Condition of Tractor

Appearance, Paint, etc. \_\_\_\_\_

Mechanical Operation \_\_\_\_\_

Electrical Operation \_\_\_\_\_

Service Required (After 2 - 6 hours of Operation)

Electrical \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mechanical \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

General Comments

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

From: Dealer Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**Electrak<sup>®</sup>****DEALER DELIVERY REPORT**

**THE OWNER'S WARRANTY CAN BE REGISTERED ONLY WHEN  
THIS FORM IS COMPLETED BY THE DEALER & SUBMITTED  
PROMPTLY TO THE GENERAL ELECTRIC COMPANY**

☐

HOMEOWNER WARRANTY

☐

COMMERCIAL OWNER WARRANTY

OWNER'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

| PRODUCT      | ELECTRAK<br>TRACTOR | OTHER ATTACHMENTS |  |  |
|--------------|---------------------|-------------------|--|--|
|              |                     |                   |  |  |
| MODEL NO.    |                     |                   |  |  |
| SERIAL NO.   |                     |                   |  |  |
| DATE OF SALE |                     |                   |  |  |

DEALER'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

OUTDOOR POWER EQUIPMENT OPERATION  
GENERAL ELECTRIC COMPANY  
CORPORATIONS PARK  
SCHENECTADY, N. Y. 12305

**GENERAL  ELECTRIC****GE PRODUCT SERVICE COPY**



Dealer \_\_\_\_\_  
Address \_\_\_\_\_

[illegible]

Total \_\_\_\_\_

Issued by \_\_\_\_\_  
Signature - Title

# DEALER ORDER FORM

## GENERAL ELECTRIC

**GENERAL ELECTRIC COMPANY**  
**OUTDOOR POWER EQUIPMENT OPERATION**  
 CORPORATIONS PARK      SCHENECTADY, N. Y. 12305

|                      |                   |          |      |
|----------------------|-------------------|----------|------|
| DEALER REFERENCE NO. | CUSTOMER CODE NO. | REF. NO. | DATE |
|----------------------|-------------------|----------|------|

**Sold To**

**Ship To**

**ORDER RECEIVED BY**

---

**DELIVERY NOTES**

**SPECIAL TERMS**

| Model No.   | Quantity | Description | List Price   | Dealer Net Price |
|-------------|----------|-------------|--------------|------------------|
|             |          |             |              |                  |
|             |          |             |              |                  |
|             |          |             |              |                  |
|             |          |             |              |                  |
|             |          |             |              |                  |
|             |          |             |              |                  |
|             |          |             |              |                  |
|             |          |             |              |                  |
|             |          |             |              |                  |
|             |          |             |              |                  |
|             |          |             |              |                  |
| Total Units |          |             | Total Net \$ |                  |

DEALER NAME \_\_\_\_\_

BY (Authorized Signature) \_\_\_\_\_

TITLE \_\_\_\_\_

THIS ORDER IS SUBJECT TO THE CONDITIONS OF SALE STATED ON THE  
 REVERSE SIDE AND TO WRITTEN ACCEPTANCE BY GENERAL ELECTRIC CO.



PRODUCT  
SERVICE



# GENERAL ELECTRIC COMPANY

CORPORATIONS PARK, SCHENECTADY, NEW YORK 12305, TELEPHONE FRanklin 4-2211

## OUTDOOR POWER EQUIPMENT OPERATION

NEW BUSINESSES  
DEVELOPMENT OPERATIONS

### WARRANTY COVERAGE POLICY

1. Coverage - All products manufactured and sold by the GE Outdoor Power Equipment Operation under the GE Monogram including:
  - a. The entire tractor and all major components thereof.
  - b. All mowers and snow blowers.
  - c. Other products as specified.
2. Parts - In-Warranty or Factory Modification Parts - Billing may be credited on the basis of net plus 10%; or supplied or replaced to dealer with a 10% adder credited to the dealer whichever General Electric chooses.
3. Labor - In-Warranty or Factory Modification - Dealer receives credit from GE at \$6/hour. Based on the latest Department of Labor table of average Automotive Mechanic wage rates as shown on the attached table this allowance for overhead and profit to the dealer amounts to approximately 70%. General Electric will not reimburse for any premium overtime.

### PARTS & SERVICE COVERAGE

1. Replacement of parts proven defective in material or workmanship and necessary labor for dealer to install such parts in accordance with the published warranty and within the warranty period.
2. The warranty period (except for the battery which is a separate warranty) runs for 12 months, beginning at date of sale. When the Company receives the delivery report made out by the dealer immediately following the act of purchase, a formal validated warranty will be sent to the purchaser by GE.
3. Dealers have no authority to make any representation or promises on behalf of General Electric, or to modify the terms of limitations of the Warranty in any way.

### EXCLUDED FROM WARRANTY REIMBURSEMENT ARE:

1. Shipping or handling damages.
2. Expense of travel to the location of the equipment.
3. Expense of transporting equipment to or from any dealer or other service point.





4. Services which the dealer is normally responsible for such as:
  - Set up and adjustment of equipment.
  - Instruction in operation and care of equipment and recharging.
  - Dealer call backs for instruction in operating vehicle or accessories.
  - Minor adjustments.
5. Equipment which has been repaired, altered or modified so as to affect its operation or reliability (except for factory recommendations performed by an authorized representative). The Company assumes no obligation to repair or replace parts whose failure is related to modifications or alterations of equipment in ways not recommended by the manufacturer.
6. Misuse of equipment, neglect, or accidental damage.

#### WARRANTY CLAIM PROCEDURE

Customer requesting warranty service must present Warranty Card or Bill of Sale to the authorized dealer who will determine if the request falls within the warranty period. Where there is a doubt that the repairs are covered by the warranty, the customer should be charged with the understanding that a warranty claim will be submitted by the dealer to the General Electric Company. (GE will also check warranty claims to be sure they fall within period before crediting dealer.)

The dealer will repair equipment or exchange parts or batteries found defective at no charge to the customer. Replacement of parts not included under the warranty will also be provided as a part of the dealer's normal service at regular rates and prices.

All defective parts will be retained by the dealer for a period of 60 days with the exception of those major components noted below which should be retained for inspection by the territory manager and possible later return.

#### SUBMITTING WARRANTY CLAIMS

Dealer will fill out the factory Warranty Claim Report completely and submit the following information within 15 days: (note procedure for also reporting claims on major components)

1. Customer's name, address, phone and signature.
2. Model no., serial no., and date of purchase.
3. Details of Defective Condition.
4. Details of Work Performed including hours worked.



"HOT LINE" PRODUCT SERVICE

1. Warranty service requiring replacement of major components or parts of these components, must be discussed with GE by collect call to Product Service representatives in Schenectady before service is commenced.

MAJOR COMPONENTS

Transmission or Drive Axle  
Motors  
Batteries  
Controls  
Other items specified by letter

2. Any questionable warranty items should also be discussed with GE Product Service personnel in Schenectady to obtain approval.

THE PURPOSE OF THESE PROCEDURES IS TO:

- Provide the dealer with as much back up product service support and assistance as needed.
- Provide GE with the earliest possible notification of all potential component failures.

RETURN OF COMPLETE UNITS

Under no circumstances may a complete unit (tractor or mower or blower, etc.) be returned to the factory unless prior written permission has been obtained from the factory.



SHIPPING CONDITION REPORT  
Elec-Trak (consigned unit)

Mail to: Eugene L. Re  
Manager Market Development  
Outdoor Power Equipment Operation  
General Electric Company  
Schenectady, New York 12305

Condition of Packaging

Crate \_\_\_\_\_

Poly Bag \_\_\_\_\_

Packaged Items \_\_\_\_\_

Condition of Tractor

Appearance, Paint, etc. \_\_\_\_\_

Mechanical Operation \_\_\_\_\_

Electrical Operation \_\_\_\_\_

Service Required (After 2 - 6 hours of Operation)

Electrical \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mechanical \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

General Comments

\_\_\_\_\_

\_\_\_\_\_

From: Dealer Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# DEALER WARRANTY CLAIM REPORT

NO. \_\_\_\_\_

SUBMIT TO General Electric Co.  
Outdoor Power Equipment Operation  
Corporations Park  
Schenectady, N. Y. 12305

DATE \_\_\_\_\_

|              |                 |       |      |       |
|--------------|-----------------|-------|------|-------|
| OWNER'S NAME | MAILING ADDRESS | PHONE | CITY | STATE |
|--------------|-----------------|-------|------|-------|

**REPAIRED BY**

|               |         |       |      |       |
|---------------|---------|-------|------|-------|
| DEALER'S NAME | ADDRESS | PHONE | CITY | STATE |
|---------------|---------|-------|------|-------|

PRODUCT DESCRIPTION \_\_\_\_\_

PURCHASE DATE \_\_\_\_\_

MODEL NO. \_\_\_\_\_

FAILURE DATE \_\_\_\_\_

SERIAL NO. \_\_\_\_\_

**DETAILS OF DEFECTIVE CONDITION**

|  |
|--|
|  |
|  |
|  |

**DETAILS SERVICE WORK PERFORMED**

|  |
|--|
|  |
|  |
|  |

| PARTS REPLACED |             |          |            |            | AUTHORIZED LABOR |      |        |
|----------------|-------------|----------|------------|------------|------------------|------|--------|
| PART NO.       | DESCRIPTION | QUANTITY | LIST PRICE | TOTAL AM'T | MINUTES          | RATE | AMOUNT |
|                |             |          |            |            |                  |      |        |
|                |             |          |            |            |                  |      |        |
|                |             |          |            |            |                  |      |        |
|                |             |          |            |            |                  |      |        |
|                |             |          |            |            |                  |      |        |
|                |             |          |            |            |                  |      |        |
|                |             |          |            |            |                  |      |        |
| TOTAL PARTS    |             |          |            | \$         |                  | \$   |        |

I hereby certify that this equipment has not been damaged by misuse, accident or neglect. Total amount should be completed before signing below.

Our Service Department has investigated the problem and we vouch for the accuracy of this report. Parts replaced and/or labor were given to the customer under warranty.

OWNER'S SIGNATURE \_\_\_\_\_

DEALER'S SIGNATURE \_\_\_\_\_

DO NOT WRITE BELOW THIS LINE

|  |  |
|--|--|
| <input type="checkbox"/> IN-WARRANTY-AUTHORIZED BY GE<br><input type="checkbox"/> IN-WARRANTY-UNAUTHORIZED | <b>AMOUNT APPROVED</b><br>PARTS _____<br>LABOR _____<br>TOTAL _____<br><br>SIGNATURE _____ |
| <b>COMMENTS</b><br>_____<br>_____  |  |



| AREA  | AVERAGE WAGE<br>AUTOMOTIVE MECHANICS |
|---|--------------------------------------|
| Akron, Ohio   | \$ 3.71                              |
| Albany, Schenectady, Troy, N.Y.                                       | 3.45                                 |
| Albuquerque, N. Mex.  | 3.38                                 |
| Allentown-Bethlehem-Easton, Pa.-N.J.                                  | 3.38                                 |
| Atlanta, Ga.  | 3.46                                 |
| Baltimore, Md.  | 3.44                                 |
| Beaumont-Port Arthur-Orange, Tex.                                     | 3.71                                 |
| Birmingham, Ala.  | 3.31                                 |
| Boise City, Idaho   | 3.40                                 |
| Boston, Mass.   | 3.47                                 |
| Buffalo, N.Y.   | 3.72                                 |
| Canton, Ohio  | 3.25                                 |
| Charleston, W.V.  | 3.42                                 |
| Charlotte, N.C.   | 3.23                                 |
| Chattanooga, Tenn.-Ga.  | 2.66                                 |
| Chicago, Ill.   | 3.97                                 |
| Cincinnati, Ohio-Ky.-Ind.   | 3.49                                 |
| Cleveland, Ohio   | 3.60                                 |
| Columbus, Ohio  | 3.43                                 |
| Dallas, Texas   | 3.19                                 |
| Davenport-Rock Island-Moline, Iowa-Ill.                               | 3.60                                 |
| Dayton, Ohio  | 3.52                                 |
| Denver, Colo.   | 3.64                                 |
| Des Moines, Iowa  | 3.55                                 |
| Detroit, Michigan   | 3.86                                 |
| Fort Worth, Texas   | 2.88                                 |
| Green Bay, Wis.   | 3.28                                 |
| Greenville, S.C.  | 2.88                                 |
| Houston, Texas  | 3.27                                 |
| Indianapolis, Ind.  | 3.58                                 |
| Jackson, Miss.  | 2.72                                 |
| Jacksonville, Fla.  | 3.02                                 |
| Kansas City, Mo.-Kans.  | 3.57                                 |
| Lawrence-Haverhill, Mass.-N.H.  | 3.37                                 |
| Little Rock-North Little Rock, Ark.                                   | 3.34                                 |
| Los Angeles-Long Beach and Anaheim-Santa Ana-<br>Garden Grove, Calif. | 3.98                                 |
| Louisville, Ky.-Ind.  | 3.56                                 |
| Lubbock, Tex.   | 2.87                                 |
| Manchester, N.H.  | 3.09                                 |
| Memphis, Tenn.-Ark.   | 3.36                                 |
| Miami, Fla.   | 3.07                                 |
| Midland and Odessa, Tex.  | 3.22                                 |



| AREA   | AVERAGE WAGE<br>AUTOMOTIVE MECHANICS |
|--|--------------------------------------|
| Milwaukee, Wis.                                  | \$ 3.81                              |
| Minneapolis-St. Paul, Minn.                      | 3.66                                 |
| Muskegon-Muskegon Heights, Mich.                 | 3.45                                 |
| Newark and Jersey City, N.J.                     | 3.59                                 |
| New Haven, Conn.                                 | 3.38                                 |
| New Orleans, La.                                 | 3.13                                 |
| New York, N.Y.                                   | 3.80                                 |
| Norfolk-Portsmouth and Newport News-Hampton, Va. | 2.97                                 |
| Oklahoma City, Okla.                             | 3.16                                 |
| Omaha, Nebr.-Iowa                                | 3.38                                 |
| Paterson-Clifton-Passaic, N.J.                   | 3.65                                 |
| Philadelphia, Pa.-N.J.                           | 3.44                                 |
| Phoenix, Ariz.                                   | 3.47                                 |
| Pittsburgh, Pa.                                  | 3.67                                 |
| Portland, Maine                                  | 2.73                                 |
| Portland, Oreg.-Wash.                            | 3.94                                 |
| Providence-Pawtucket-Warwick, R.I.-Mass.         | 3.19                                 |
| Raleigh, N.C.                                    | 2.92                                 |
| Richmond, Va.                                    | 2.95                                 |
| Rockford, Ill.                                   | 3.43                                 |
| St. Louis, Mo.-Ill.                              | 3.73                                 |
| Salt Lake City, Utah                             | 3.69                                 |
| San Antonio, Tex.                                | 3.02                                 |
| San Bernardino-Riverside-Ontario, Calif.         | 3.55                                 |
| San Diego, Calif.                                | 3.83                                 |
| San Francisco-Oakland, Calif.                    | 4.45                                 |
| San Jose, Calif.                                 | 3.94                                 |
| Savannah, Ga.                                    | 3.19                                 |
| Scranton, Pa.                                    | 3.32                                 |
| Seattle-Everett, Wash.                           | 3.78                                 |
| Sioux Falls, S. Dak.                             | 3.10                                 |
| South Bend, Ind.                                 | 3.67                                 |
| Spokane, Wash.                                   | 3.93                                 |
| Toledo, Ohio-Mich.                               | 3.64                                 |
| Trenton, N.J.                                    | 3.37                                 |
| Washington, D.C.-Md.-Va.                         | 3.47                                 |
| Waterbury, Conn.                                 | 3.36                                 |
| Waterloo, Iowa                                   | 3.62                                 |
| Wichita, Kans.                                   | 3.34                                 |
| Worcester, Mass.                                 | 3.38                                 |
| York, Pa.  | 3.16                                 |
| Youngstown-Warren, Ohio                          | 3.58                                 |
| Tampa-St. Petersburg, Fla.                       | 2.87                                 |



BATTERY WARRANTY ADJUSTMENT POLICY

A. Warranty Period

Any battery which fails (not merely discharged) due to defects in material or workmanship within two years will be repaired or replaced, at the option of the General Electric Company, F.O.B. plant or common authorized place of business. (A battery failure is defined as inability of battery to carry a 75 ampere load down to 1.75 volts per cell for a minimum time of 60 minutes.) There will be no charge except for transportation, recharging, and rental service. The two year warranty is in effect within 150 days from the manufacturer's shipping date stamped on the battery. The dealer must closely maintain "first-in/first-out" inventory to be sure of protecting the owner's full warranty.

B. Pro Rata Service Adjustment

Any battery which becomes unserviceable (not merely discharged) after two years of service, but before the expiration date of the service adjustment period, can be exchanged for a new battery on a pro rata adjustment basis. The pro rata cost is determined by dividing the current list price by the service adjustment period (60 months) multiplied by the months of ownership. Charges to the owner are based on the actual number of months of service delivered by the battery to be replaced.

This warranty and pro rata service adjustment policy does not apply in the following cases: damage due to neglect, abuse or lack of proper care and charging, including fire, wreckage or explosion; if the container, covers or posts are broken; if the battery has been opened, frozen in cells, if electrolyte other than as recommended by the factory has been used; if the manufacturer's code markings have been destroyed; or if a battery is used of a size smaller than or of different origin than the one sold by General Electric for use in Elec-Trak tractors.

A pro rata adjustment certificate will be issued to the original purchaser by the Company upon issuance of the warranty registration by the GE Company. This pro rata service adjustment is void if the battery is transferred to another owner. In event of an adjustment, the customer will surrender the service adjustment certificate to the battery dealer making the adjustment. If the service adjustment certificate has been lost, the dealer making the adjustment may request GE to issue a new one, providing the customer presents proof of original purchase. If some proof is not available, it should be assumed the battery was purchased in the month and year shown by the manufacturer's code date.





BATTERY CODE MARKING

| <u>MONTHS</u>       | <u>1969</u> | <u>1970</u> | <u>1971</u> | <u>1972</u> |
|---------------------|-------------|-------------|-------------|-------------|
| January . . . . .   | A9          | A0          | A1          | A2          |
| February . . . . .  | B9          | B0          | B1          | B2          |
| March . . . . .     | C9          | C0          | C1          | C2          |
| April . . . . .     | D9          | D0          | D1          | D2          |
| May . . . . .       | E9          | E0          | E1          | E2          |
| June . . . . .      | F9          | F0          | F1          | F2          |
| July . . . . .      | G9          | G0          | G1          | G2          |
| August . . . . .    | H9          | H0          | H1          | H2          |
| September . . . . . | J9          | J0          | J1          | J2          |
| October . . . . .   | K9          | K0          | K1          | K2          |
| November . . . . .  | L9          | L0          | L1          | L2          |
| December . . . . .  | M9          | M0          | M1          | M2          |

DEALER INSTRUCTIONS FOR HANDLING CLAIMS

Attempt to recharge the battery. Then place on an electrical test to determine if it is serviceable by using your high rate discharge tester to determine whether battery will carry a 75 ampere load down to 1.75 volts/cell for a minimum time of sixty minutes. (Customer can perform a preliminary check by reading battery specific gravity with a hydrometer one hour after charging. Let it set forty-eight (48) hours, then test again. If there is no more than a six (6) point drop in specific gravity reading, battery is serviceable.) If battery is serviceable, it should be installed in customer's tractor and customer should pay service charges.

In the event the battery has failed and is adjusted within the two year warranty period, it will be replaced as shown in paragraph A. In event of failure after two years of service, the dealer will handle as follows:

1. DETERMINE THE MONTHS OF SERVICE RECEIVED, using the date of purchase shown on the service adjustment certificate. A portion of any one month is considered a whole month.
2. DETERMINE THE AMOUNT OF THE SERVICE ADJUSTMENT COST. Multiply the months of service received times the service adjustment cost per month shown below.
3. INSTALL A NEW BATTERY in the customer's Elec-Trak, charging the customer the amount of the service adjustment cost as determined in No. 2.
4. REQUEST ISSUE OF A NEW SERVICE ADJUSTMENT CERTIFICATE covering the new battery installed. Have the customer sign the warranty claim report.



5. FILL IN SECTION OF WARRANTY CLAIM REPORT and attach the customer's service adjustment certificate covering the adjusted battery. Mail both within 15 days to Order Service, General Electric Company, Outdoor Power Equipment Operation, Corporations Park, Schenectady, New York. 12305
6. PLACE A GE BATTERY TAG ON THE ADJUSTED BATTERY. Hold the battery for inspection by your GE salesman for 90 days from the date of adjustment.
7. IF THE ADJUSTED BATTERY IS LESS THAN 24 MONTHS OLD, the GE salesman will take it for analysis. If the battery is defective, the dealer will be credited by GE for the difference between the current dealer price\* and the adjusted cost to the customer for the replaced battery. (No profit is received by the dealer for batteries replaced within the first two years of use.)
8. IF THE ADJUSTED BATTERY IS MORE THAN 24 MONTHS OLD, the GE salesman must verify the battery is defective, in order for the dealer to receive any credit. After the GE salesman's analysis, the dealer may sell the battery for junk and the profit it brings. If the battery is defective, the dealer will be credited by GE for the difference between the current dealer price\* and the adjustment cost to the customer for replacement battery provided the dealer price is greater than the adjustment cost. In those cases where the ad-  
justment is greater, GE will not have any financial involvement and all profits can be retained by the dealer.
9. Pro rata service adjustment cost per month will be based on the following subject to any upward price changes.

Starting with the 25th month, the pro rata cost to the user would be \$12.50 for each Elec-Trak 180AH battery unit and would decrease 50¢/month thereafter up to the 60th month at which time the cost to the user would be \$30.

\*Current Dealer Price is F.O.B. factory and there is no adjustment made for any type of special buy programs in effect, past or present.



## WARRANTY

### Elec-Trak GARDEN TRACTOR

General Electric Company warrants that it will repair or replace without charge, f.o.b. factory, any part of the Elec-Trak garden tractor, mower, snow blower, dozer blade and tiller attachments with which this warranty is furnished which proves to be defective in material or workmanship within 12 months in ordinary home use (3 months if in commercial or institutional use) following the date of sale to the original purchaser for use. This warranty does not apply to the power pack, which is separately warranted, nor does it apply to any repair or replacement made necessary by improper use or maintenance, or by abuse or accidental damage.

The foregoing warranty states the entire obligation of General Electric Company with respect to said products and is in lieu of any and all other warranties, express or implied. No warranty of merchantability or fitness for a particular purpose shall apply. In no event will the Company be liable for indirect or consequential damages.





## WARRANTY

### Elec-Trak GARDEN TRACTOR POWER PACK

General Electric Company warrants that it will replace without charge, f.o.b. factory, an Elec-Trak garden tractor power pack with which this warranty is furnished if it fails because of defects in material or workmanship within 24 months in ordinary home use (six months in commercial or institutional use) following the date of sale to the original purchaser for use. After 24 months in home use, but within 60 months following the date of such sale power pack will be replaced at a pro rata service charge equal to  $1/60$ th of the list price for replacement units multiplied by the number of months which have elapsed from the date of original purchase to the date of failure. This warranty does not apply to any replacement made necessary by improper use or maintenance, or by abuse or accidental damage.

The foregoing warranty states the entire obligation of General Electric Company with respect to said products and is in lieu of any and all other warranties, express or implied. No warranty of merchantability or fitness for a particular purpose shall apply. In no event will the Company be liable for indirect or consequential damages.





ADVERTISING  
& PROMOTION



## CO-OP ADVERTISING & SALES PROMOTION PLAN

### A. GENERAL INFORMATION

General Electric Company, Outdoor Power Equipment Operation will participate in Cooperative Advertising Allowances with its franchised dealers in defraying expenses for cooperative advertising approved and authorized by the Manager-Advertising and Sales Promotion subject to the following terms and conditions.

1. "Eligible products" will include and be limited to the following products:

General Electric Company Lawn and Garden Tractors, and Related Products, Accessories and Attachments sold by the Outdoor Power Equipment Operation.

2. General Electric Co-op Advertising Allowances will be made available to all franchised General Electric dealers on a proportionally equal basis.
3. Any amounts spent by the dealer in excess of, or contrary to, the General Electric authorization will be at the dealer's expense.
4. No allowances are payable under this Plan at an amount in excess of the rate actually paid by the dealer to the media.

### B. ADVERTISING STANDARDS

1. Advertising must meet recognized standards of effectiveness, ethics, good taste, and must be consistent with normal advertising standards to be eligible for cooperative participation.
2. The law prohibits false advertising and misrepresentation. As a matter of good business sense, we should do more than merely observe and respect our obligations under the law. Each advertisement should strengthen public confidence in the dealer and any General Electric product that is advertised; and we shall not participate if, in the opinion of our Manager-Advertising and Sales Promotion, your advertising does not comply with the provisions of this Plan. False and misleading representation will result in loss of co-op allowances and possible loss of franchise.
3. It is also the policy of General Electric Company not to engage in or endorse fictitious pricing and false claims of price reductions and consumer savings. This policy is clearly set forth in General Electric's "Advertising Guide", and is consistent with the Federal Trade Commission's "Guides Against Deceptive Pricing". Each dealer is urged to adhere to the highest ethical standards in the conduct of any promotional activity. Truthfulness is the only way to create and maintain consumer confidence.





4. The price you advertise should be the price you determine; however, we do strongly recommend that each dealer maintain full margin of profit with the new and unique sales opportunities that are being offered to him.

#### D. COPY REGULATIONS — ALL MEDIA

1. It is the intention of General Electric to keep on hand a well-rounded selection of ad mats in a variety of sizes, and also elements such as copy, layout and artwork, and radio and TV spot commercials from which the dealer may prepare his advertisements.
2. The use of advertising mats or layout and copy, scripts, etc., prepared and issued by General Electric is strongly urged. It is recognized, however, that circumstances may require individual dealer preparation of such material to meet market conditions, or for other reasons. Such material must include:
  - Effective "Reason to Buy" headline.
  - Good product illustration.
  - General Electric monogram and trademark, properly used.
  - Description of outstanding features and values.
  - Persuasion of reader to act.
3. If such individually prepared material is not submitted to the Manager-Advertising and Sales Promotion for approval in advance of publication, General Electric is not obligated to participate if, in the opinion of the Manager-Advertising and Sales Promotion, the advertising does not comply with applicable provisions of this Plan.

#### E. CO-OP LIMITATIONS

1. Allowances under this Plan will be accrued during the period January through December 1970 and we will calculate an accrual for advertising and/or sales promotion activities for each dealer in accordance with the following provisions:
  - The accrual will amount to five percent of the "net sales billed" for eligible products shipped by us to the dealer during the period of this Plan. Our participation for authorized advertising will be limited to fifty percent of the dealer's cost as defined and limited herein.
  - "Net sales billed" will be recorded in our books. "Net sales billed" will equal list price less all applicable discounts at the time of sale. It will not include charges for delivery, taxes or any other similar adders.



2. General Electric Co-operative Advertising Allowances will be granted ONLY for advertising expenses incurred by the dealer for space and/or time in media approved by the Manager - Advertising and Sales Promotion, as specified herein or otherwise stated in writing. General Electric will not participate in costs incurred for art, production, etc., or any expense incurred by dealer in preparation of his advertising. Dealer-prepared copy must be submitted in advance to the Manager - Advertising and Sales Promotion to insure advanced review approval of content.
3. Any long term contract with the medium, such as radio or television contracts or billboards must contain a clause to the effect that the dealer may cancel the contract upon 30 days notice, in order to be approved by General Electric hereunder. Contracts should not in any event be for a term extending beyond the calendar year.

#### F. SUBMISSION OF CLAIMS

Claims for advertising allowances must be submitted by the dealer and received by the Manager - Advertising and Sales Promotion within 30 days following the last day of the month in which the advertising was published. Such claims must be supported by proper evidence as detailed below:

##### 1. Newspapers

- a. One complete copy of tear sheet with identifying date and name of paper on each page must be submitted with a claim. Ads run in zones from a main paper must be identifiable by zone numbers or zone titles. If the newspaper does not have an identifying system for its zone, the tear sheet must be accompanied by a notarized statement of the date and zone distribution executed by authorized personnel of the newspaper.
- b. A paid newspaper invoice itemizing the amount paid for each ad run.
- c. A completed copy of the General Electric Cooperative Advertising Claim Report.

##### 2. Radio and Television

- a. A paid STATION INVOICE SHOWING ACTUAL RATE paid by dealer. It should itemize the class, number of items and cost of each General Electric spot announcement aired.
- b. Actual script used by the station with dates and time of day it was aired noted on the face of the script.
- c. An original unaltered Notarized Affidavit of performance itemizing:



- (1) the General Electric tractor advertised and whether or not it was the only one advertised,
- (2) the date,
- (3) the time of day, and
- (4) the class of time for each of the scripts aired.

3. Billboards

"Paid" invoices from the billboard company indicating the use of General Electric paper and copy or, where applicable, a photograph of the painted ad, the billboard company's invoice to show initial date, and duration of posting.

4. Newspaper Tabloids or Direct Mailers

A complete copy of the entire tabloid or mailer and "Paid" invoice for printing costs. Postal receipts (where mail is used) or notarized statement of cost of distribution and quantity distributed must be submitted.

5. Shows and Exhibits

Copy of "Paid" invoice indicating date, name of show, location, the cost of the space; photographs of the General Electric exhibit, report of attendance, and resultant sales.

6. Special Demonstration Activities

It is the intention of the Company to work closely with all of its franchised dealers in the development and implementation of sound exposure and demonstration of these new and exciting products and to actively promote their sale. In this connection, franchised dealers are expected to engage in occasional special demonstration activities — that is, events other than those engaged in on a routine basis — of short duration. Special events may include merchandising or promotional activities such as minor premiums, door prizes, prizes in consumer contests, window splashes, barbecues. General Electric participation will be limited to 50% of the cost of such demonstrations or merchandising and promotional activities previously approved insofar as such costs relate to the promotion and sale of General Electric products only.

Receipted paid invoices must be submitted to substantiate dealer cost of such merchandising and demonstration activities. Company will not, under any circumstances, participate in defraying those ordinary or usual expenses which normally are considered part of the dealer's normal cost of doing business. All approved claims will be reimbursed as a part of the normal co-op program.



G. SETTLEMENT OF CLAIMS

1. After your claim has been audited, a credit will be issued to your account. CLAIMS MAY NOT BE DEDUCTED FROM PAYMENTS OR REMITTANCES TO GENERAL ELECTRIC UNTIL YOU RECEIVE A CREDIT MEMO FOR YOUR AUDITED CLAIM. All claims for Cooperative Advertising should be sent within the 30 day limit to the Manager-Advertising and Sales Promotion.
2. We will maintain records to reflect the total amount of your accrual.
3. This accrual will only be available for advertising during the period January 1 through December 31, 1970.
4. INCOMPLETE OR UNAUTHORIZED CLAIMS MAY BE RETURNED. BE SURE CLAIMS ARE COMPLETE AND CORRECT SO WE MAY ISSUE CREDITS PROMPTLY.

H. TERMINATION OF PLAN

General Electric reserves the right to terminate or amend any part of this Plan at any time upon written notice. A dealer's participation under this Plan shall end in the event of termination or expiration of his General Electric franchise. The termination, expiration, or amendment of this Plan shall not affect claims for co-operative advertising allowances under this Plan with respect to approved and authorized advertising theretofore published.

I. DURATION OF PLAN

This Plan is effective from January 1, 1970 to December 31, 1970.





# Electrak<sup>®</sup>

## GARDEN TRACTOR

### CO-OP ADVERTISING CLAIM REPORT

**GENERAL ELECTRIC**

**OUTDOOR POWER EQUIPMENT OPERATION**

**CORPORATIONS PARK, SCHENECTADY, N.Y. 12305**

Signature below certifies that all advertising for which CO-OP claims are requested is run in accordance with all policy provisions of the Outdoor Power Equipment Operation ADVERTISING PLAN AS PUBLISHED.

This form covers Advertising to be run ONLY during calendar month \_\_\_\_\_.

RETAILER'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE \_\_\_\_\_ ZIP \_\_\_\_\_

| DATE | PRODUCT | PROMOTION<br>INDICATE NEWSPAPER, TV<br>RADIO, ETC. | INCHES<br>LINES<br>OR<br>SPOTS | RATE      |       | NUMBER<br>OF<br>TIMES | TOTAL<br>ESTIMATED<br>COST |
|------|---------|--|--------------------------------|-----------|-------|-----------------------|----------------------------|
|      |         |  |                                | NEWSPAPER | OTHER |                       |                            |
|      |         |  |                                |           |       |                       |                            |
|      |         |  |                                |           |       |                       |                            |
|      |         |  |                                |           |       |                       |                            |
|      |         |  |                                |           |       |                       |                            |
|      |         |  |                                |           |       |                       |                            |
|      |         |  |                                |           |       |                       |                            |
|      |         |  |                                |           |       | <b>TOTAL</b>          | <b>\$</b>                  |

Prepared by \_\_\_\_\_ (date) \_\_\_\_\_

Dealer's Signature \_\_\_\_\_ (date) \_\_\_\_\_

Approved by (GE) \_\_\_\_\_ (date) \_\_\_\_\_

DEALER MUST SUBMIT FOR APPROVAL TO  
MANAGER-ADVERTISING & SALES PROMO-  
TION FOR REIMBURSEMENT.

DEALER MUST SUBMIT: 1. AD CLAIM REPORT.  
2. COPY OF ALL BILLS.  
3. COPY OF ALL AD TEARSHEETS  
(FULL PAGE AND DATED).

#### IMPORTANT

All claims against this commitment MUST be made by dealer WITHIN 15 days following close of month for which advertising has been authorized.



REQUEST FOR CO-OP ADVERTISING ALLOWANCE  
ON TRADE AND CONSUMER SHOWS

---

1. Name of Dealer \_\_\_\_\_  
Address \_\_\_\_\_
2. Show Information:  
Name of Show \_\_\_\_\_  
Location \_\_\_\_\_  
Date \_\_\_\_\_  
Previous Year's Attendance \_\_\_\_\_  
Total Space Cost for Booth \_\_\_\_\_  
Booth Size \_\_\_\_\_
3. Will booth be entire GE? \_\_\_\_\_
4. Have you participated in this show in prior years? \_\_\_\_\_
5. Has GE personnel agreed to be in attendance? \_\_\_\_\_ Who? \_\_\_\_\_
6. If information is available, list competitive lines to be displayed elsewhere.  
\_\_\_\_\_  
\_\_\_\_\_
7. GE equipment to be displayed  
\_\_\_\_\_

This request must be received by General Electric Company four weeks prior to show date. Co-op credit will be issued upon receipt of paid space contract and suitable picture of entire booth.

Approved by:

Request submitted by:

\_\_\_\_\_  
GE Mgr. Adv. & Sales Promotion

\_\_\_\_\_  
Date: \_\_\_\_\_

This form to be filled out and submitted in duplicate to Mgr. Adv. & Sales Promotion, General Electric Company Outdoor Power Equipment Operation, Schenectady, New York.



## LIGHTED SIGN



This beautiful 12" x 25" electric sign can be window hung, wall-hung or displayed in your counter room. It operates from a standard 115-volt outlet.

Order Gen-978, \$8.40 each

## SIDEWALK SIGN



A self-standing merchandising sign is bound to create additional sales. Both of the 28" x 20" sides are printed.

Order Gen-982, \$7.50 each

## HANGING SIGN



This colorful 24" x 40" aluminum sign is versatility at its peak. Can be used inside or out. And grommets make mounting easy. Printing on one side.

Order Gen-979, \$3.50 each

## TRUCK SIGN



These 15" all-weather vinyl, dry-mounted signs promote more business for you wherever your vehicles go. They can be used in windows or around your counter area, too.

Order Gen-983, 90c each

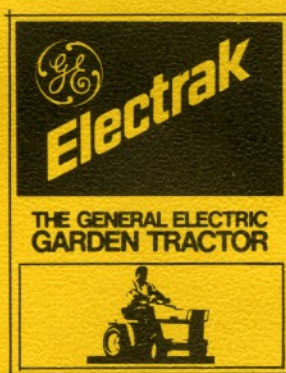
## BOOM & BRACKET SIGN



Both sides of this 24" x 40" aluminum sign are printed in dramatic color. Boom and bracket are supplied with sign.

Order Gen-980, \$7.00 each

## DISPLAY CARD



Promote ELECTRAK . . . up to the point of purchase. These handy 9" x 12" colorful display cards can be placed on the hoods of tractors, or anywhere.

Order Gen-984, \$1.45 each

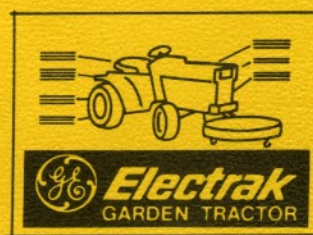
## WALL SIGN



This durable aluminum 12" x 20" color sign has grommets and is printed on one side.

Order Gen-981, \$3.75 each

## WALL CHART



This is a must. Educate your customers as well as your sales force. This 35" x 45" Texoprint® wall chart illustrates the features that make Electrak so dramatically different.

Order Gen-985, \$1.30 each





**Electrak®**  
GARDEN TRACTOR

## SALES AIDS



### LAPEL BUTTONS

Salesmen wear these eye-stoppers. Or you can use these 2 1/4" celluloid buttons for give-aways, open houses, etc.

Order Gen-986, \$1 per half dozen



### KEY TAG

These colorful plastic key tags have the Electrak name imprinted on them. Just what your customers need for their new Electrak key.

Order Gen-990  
\$1.20 per dozen



### IMPRINTED BALLOONS

For the festive atmosphere — imprinted balloons of various colors. They're great for kids!

Order Gen-987  
\$2.30 per hundred



### GOLF CAP WITH PATCH

This linen hat is styled like the ones the pros wear. Band stretches to fit all head sizes. The Electrak imprint is on the cloth label.

Order Gen-991, 75c each



### PLANTING GUIDE RULER

For customers interested in lawn care, this is a useful and excellent give-away. The back side of the ruler has a listing of various seeds and the necessary quantity of each needed to plant an acre.

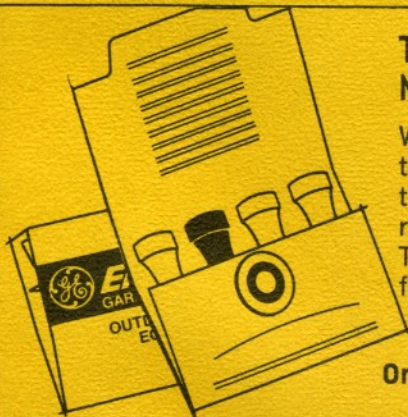
Order Gen-988 60c per dozen



### ELECTRAK TIE CLIP

These rodium tie clips have the Electrak logo . . the finishing touch for your salesman's wardrobe.

Order Gen-992, 65c each



### TEES & PUTTING MARKERS

With Electrak your customers will have more time to play golf. They'll remember you with Golf Tee Packets. They have four plastic tees and one imprinted ball marker.

Order Gen-989, 96c a dozen



### CLOTH PATCH

Just sew this 3" cotton patch over your pocket and you've got an Electrak blazer.

Order Gen-993, 43c each





# Electrak<sup>®</sup>

## GARDEN TRACTOR

### SALES AIDS ORDER FORM

The price you pay for these valuable Electrak sales aids is only half of the actual cost. General Electric pays 50% because these items constitute a part of the Outdoor Power Equipment Operation's cooperative advertising program.

SEND  
THE FOLLOWING  
SALES AIDS  
TO



Dealer Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

#### ARTICLES

#### QUANTITY

|                                |            |
|--------------------------------|------------|
| GEN-978 LIGHTED SIGN           | EACH       |
| GEN-979 HANGING SIGN           | EACH       |
| GEN-980 BOOM & BRACKET SIGN    | EACH       |
| GEN-981 WALL SIGN              | EACH       |
| GEN-982 SIDEWALK SIGN          | EACH       |
| GEN-983 TRUCK SIGN             | EACH       |
| GEN-984 DISPLAY CARD           | EACH       |
| GEN-985 WALL CHART             | EACH       |
| GEN-986 LAPEL BUTTONS          | HALF-DOZEN |
| GEN-987 IMPRINTED BALLOONS     | HUNDRED    |
| GEN-988 PLANTING GUIDE RULER   | DOZEN      |
| GEN-989 TEES & PUTTING MARKERS | DOZEN      |
| GEN-990 KEY TAG                | EACH       |
| GEN-991 GOLF CAP WITH PATCH    | EACH       |
| GEN-992 ELECTRAK TIE CLIP      | EACH       |
| GEN-993 CLOTH PATCH            | EACH       |

MINIMUM  
ORDER \$5.

#### CHECK ONE BOX

☐ payment enclosed\* \$ \_\_\_\_\_

☐ Bill me

\*Make checks payable to the  
General Electric Company.

PLEASE SEND ORDER TO  
MANAGER - ADVERTISING & SALES PROMOTION  
OUTDOOR POWER EQUIPMENT OPERATION  
GENERAL ELECTRIC COMPANY  
BUILDING 702  
CORPORATIONS PARK  
SCHENECTADY, N. Y. 12305

GENERAL  ELECTRIC





# Electrak<sup>®</sup>

## GARDEN TRACTOR

MERCHANDISING  
AIDS

### REQUEST FOR NO CHARGE AIDS

Dealer Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

#### LITERATURE

\_\_\_\_\_ BROCHURE, GEA-8847

\_\_\_\_\_ ENVELOPE STUFFER, GEZ-4968

\_\_\_\_\_ DATA SHEET, GEZ-4970

#### AD MATS

\_\_\_\_\_ No. 121 (2 col. x 6")

\_\_\_\_\_ No. 124 (2 col. x 7")

\_\_\_\_\_ No. 127 (3 col. x 9 3/4")

\_\_\_\_\_ No. 122 (1 col. x 6")

\_\_\_\_\_ No. 125 (1 col. x 19 1/2")

\_\_\_\_\_ No. 128 (1 col. x 6")

\_\_\_\_\_ No. 123 (2 col. x 6")

\_\_\_\_\_ No. 126 (3 col. x 12")

\_\_\_\_\_ No. 129 (4 col. x 2")

SEND THIS REQUEST TO  
MANAGER - ADVERTISING & SALES PROMOTION  
OUTDOOR POWER EQUIPMENT OPERATION  
GENERAL ELECTRIC COMPANY  
BUILDING 702  
SCHENECTADY, N. Y. 12305

NO. 121

NO. 122

NO. 123

NO. 124



NO. 125

NO. 126

NO. 127

NO. 128

NO. 129



# GENERAL ELECTRIC COMPANY

CORPORATIONS PARK, SCHENECTADY, NEW YORK 12305, TELEPHONE FRanklin 4-2211

## OUTDOOR POWER EQUIPMENT OPERATION

NEW BUSINESSES  
DEVELOPMENT OPERATIONS

### YELLOW PAGE LISTING POLICY

All GE franchised dealers are expected to participate in the GE Co-op Advertising Plan and will automatically be entered in Yellow Page Trademark Listings by GE under the following conditions:

1. TRADEMARK Listings will be used in all areas. This is a national program and there can be no exceptions.
2. One half (50%) of this cost will be paid by GE, the other 50% to be shared equally by all dealers listed. This amount will be billed at the time of invoicing from the separate directories; approximately three months after the directory is published.

NOTE: Since this is a nationally administered program, it is possible that Dealer's local yellow page representative will not receive notification of the insertions until after they have been ordered. If there are any questions, please phone Advertising & Sales Promotion, Schenectady, Area Code 518, 374-2211, Ext. 5-2063.

#### GENERAL ELECTRIC

ELECTRAK<sup>(TM)</sup>  
GARDEN TRACTOR  
Quiet, rugged, easy to use  
electric tractor for mowing,  
snow removal and gardening  
with complete line of  
electric attachments for  
every job around the home.



SEE YOUR FULL SERVICE DEALER





