

SAVE
CONTAINS VALUABLE
INFORMATION

1974 CO-OP ADVERTISING SALES PROMOTION PROGRAM

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GENERAL  ELECTRIC

A. GENERAL INFORMATION

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

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

Elec-Trak Lawn and Garden and Industrial 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.

NOTE
WELL

4. No allowances are payable under this plan at an amount in excess of the rate actually paid by the dealer to the media. Further, allowances WILL NOT BE PAID IN EXCESS OF GE CONTRACT RATE APPLICABLE. 2% or other cash discounts given to dealer by media will *not* be paid by General Electric.
5. Co-op advertising materials will be made available to all Elec-Trak tractor dealers on an equal basis.

B. CO-OP LIMITATIONS

1. Allowances under this Plan will be applied to advertising and promotional expenditures within the scope of this program as described herein which were incurred during the period December 21, 1973 through December 20, 1974, unless terminated earlier by the General Electric Company. GE will offer credit for advertising and/or sales promotion activities for each dealer in accordance with the following provisions:

- GE participation for authorized advertising will be limited to fifty percent of the dealer's cost as defined and limited herein.

NOTE
WELL

- Co-op claims must be submitted for credit within 60 days of the date the expense was incurred. Claims older than 60 days will not be honored by GE. There will be no exceptions.
- General Electric Co-op Advertising Allowances will be granted only for advertising expenses incurred by the dealer for space and/or time in media or shows as specified herein or otherwise stated in writing. General Electric will not participate in costs incurred for art, production, agency fees or any expense incurred by dealer in preparation of his advertising.

Prior Approval of Content Required

NOTE
WELL

- Any single advertising/promotion expense that will exceed \$500. total (\$250. dealer, \$250.

GE) between December 21, 1973 to December 20, 1974 must be approved for content in advance by the Manager Advertising and Sales Promotion, OPEO, or his designated representative. For example, dealer A will run newspaper ads in May worth \$565., run radio spots costing \$300. plus TV spots in June costing \$265. (total of these \$565.) and run another newspaper ad in July costing \$85. He need only have approval *in advance* for the May newspaper ads because they alone exceed the \$250./250. limit. Prior approval for content must be requested on form OPF74-1 page 5. This form must be received by GE no later than 10 days prior to incurring the proposed expense. Approval requests received after this date will not be honored.

NOTE
WELL

- All home shows, exhibits, or similar promotional activities both at dealership and elsewhere where expenses are incurred must receive prior GE approval on Form OPF74-2 page 5. Co-op participation in such shows is limited to space costs only for the Elec-Trak portion. Tents, signs, giveaways and exhibit production will not be co-oped. Again, the approval form must be received by GE no later than 10 days prior to incurrence of the proposed expense. Those received after this date will not be honored.

NOTE
WELL

- Billboards. The use of outdoor advertising for the non-polluting Elec-Trak tractor is strongly discouraged.

NOTE
WELL

- Signs. OPEO will not co-op signs; however, suitable signs are available from General Electric. No sign installation will be co-oped.

C. SUBMISSION OF CLAIMS

- Claims for advertising allowances must be submitted by the dealer and received by the Manager Advertising and Sales Promotion within 60 days following the day of the month in which the advertising expense was incurred. All invoices must be paid directly to the media by the dealer. GE will take no direct billing from media. Claims *must be submitted on* form OPF74-3 page 9 and 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 and 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. Credit will be issued only for that portion of any ad that pertains specifically to Elec-Trak tractor.

2. Radio and Television

- a. A paid station invoice showing actual rate paid by dealer. It should itemize the class, number of spots and cost of each *Elec-Trak tractor 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 from the station itemizing:
 1. Elec-Trak tractor spots aired,
 2. the date,
 3. the time of day, and
 4. the class of time for each of the scripts aired.
- d. Credit will be issued for only that portion of the ad that is specifically Elec-Trak tractor.

3. Newspaper Tabloids or Direct Mailers

- a. A complete copy of the entire tabloid or mailer. Postal receipts (where mail is used) or notarized statement of cost of distribution and quantity distributed must be submitted. Distribution only will be co-oped, no production.
- b. Credit will be issued for only that portion that is specifically Elec-Trak tractor.

4. Shows and Exhibits

NOTE
WELL

- a. Copy of paid invoice indicating date, name of show, location, the cost of the space; photographs of the Elec-Trak tractor exhibit, report of attendance, and resultant sales.
- b. Credit will be issued for only that portion of the show that is specifically Elec-Trak tractor.

5. 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.

All must be approved in writing 10 days prior to the event by the Manager Advertising and Sales Promotion or his designated representative. Receipted paid invoices must be submitted to substantiate dealer cost of such merchandising and demonstration activities. General Electric 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.

D. 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.

2. Incomplete or unauthorized claims will be returned accompanied by form OPF74-4 page 19 showing problem areas. Be sure claims are complete and correct so we may issue credits promptly.
3. General Electric Company reserves the right to audit all records of the dealer for the purpose of verifying such services and the actual expenditures set forth in claims submitted under the terms of this plan. Dealers are cautioned that in the absence of permission to audit the books and records of the dealer, General Electric Company is under no obligation to honor dealer's claim.

E. 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.

F. ADVERTISING STANDARDS

1. Advertising must meet recognized standards of effectiveness, ethics, good taste, and must be consistent with normal Elec-Trak tractor advertising standards to be eligible for co-op participation.
2. The law prohibits false advertising and misrepresentation. As a matter of good business sense, dealers should do more than merely observe and respect their obligations under the law. Each advertisement should strengthen public confidence in the dealer and any General Electric product that is advertised. 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 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.*

G. COPY REGULATIONS/WHEN AND WHERE TO ADVERTISE

NOTE
WELL

1. The use of advertising repros, scripts, film, or point-of-purchase material 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. To receive co-op credit, such material must include:
 - Effective "Reason to Buy" headline, reminding the prospect you sell the Elec-Trak tractor.
 - Good product illustration.
 - General Electric monogram and/or Elec-Trak trademark, *properly used* and spelled correctly.
 - Description of outstanding features and values.
 - Persuasion of reader to act, with clear dealer location information.
2. • Newspaper ads work best run in Wednesday to Saturday issues. Try for a top, right-hand page opposite Editorials or in Sports section.
- TV and radio spots are most effective when run adjacent to or during news/weather programs on Thursday-Saturday shows.

NATIONAL YELLOW PAGES LISTING POLICY GE ELEC-TRAK TRACTOR TRADEMARK



In order to help you with your local GE Elec-Trak tractor sales promotion and to give a ready reference to you for Elec-Trak tractor customers looking for a dealer, GE sponsors a National Yellow Pages Program for Elec-Trak dealers.

All GE franchised dealers will participate in the GE Co-op National Yellow Pages Advertising Plan. Upon franchise, GE will automatically list dealers in their local telephone directory yellow pages, with the Elec-Trak National Yellow Pages Trademark listing, 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. Each directory ordered will be billed annually, at the time of commitment, to the dealer(s) listed therein, by GE. The cost of a Trademark listing in our National Yellow Pages Program is *the same as the local rate.*
3. Additional directories may be ordered by you, through GE at 50/50 co-op. These must have prior approval by GE. This can be acquired by writing Elec-Trak A&SP.
4. The telephone company will not publish your listing in the yellow pages unless you have "business service" for your telephone. In addition, your listing must match, word for word, your business name as shown in the alphabetical section (white pages) of the directory serving your location.

NOTE: As this is a National Yellow Pages Program, all questions must be directed to Advertising & Sales Promotion, Schenectady, Area Code 518, 374-2211, Ext. 5-2063. Local telephone company salesmen and business offices are not concerned with *national* orders or records and cannot accurately answer your questions concerning your National Yellow Pages Program.

ELEC-TRAK[®] AND GENERAL ELECTRIC COMPANY LOGOTYPES

The General Electric Company corporate signature and monogram are perhaps the most widely known trademarks in the world. As such, they lend a great deal of power to your advertising and should be used prominently. The power of the trademarks, however, is partially derived from their careful and uniform usage in all communications. They must be used according to the rules depicted below.

DO NOT USE THE SIGNATURE OR MONOGRAM AS SHOWN BELOW



DIVISION OR DEPARTMENT
GENERAL ELECTRIC

PLANT ADDRESS
GENERAL ELECTRIC



GENERAL ELECTRIC
GENERAL ELECTRIC



Make sales plus profit your goal
GENERAL ELECTRIC



GENERAL ELECTRIC



For proper usage of the trademarks on trucks, dealership signs or other uses not mentioned here, call OPEO A&SP for approval. The signatures and monograms below must appear in your ad as they appear here.

FOR BLACK LETTERS ON WHITE BACKGROUND

 **Elec-Trak[®]** Tractor GENERAL  **ELECTRIC**

 **Elec-Trak[®]** Tractor

GENERAL  **ELECTRIC**

GENERAL  **ELECTRIC**

 **Elec-Trak[®]** Tractor



FOR PRINTING WHITE LETTERS ON BLACK BACKGROUND (REVERSE)

GENERAL  **ELECTRIC**

GENERAL  **ELECTRIC**



GENERAL  **ELECTRIC**

GENERAL ELECTRIC
OUTDOOR POWER EQUIPMENT OPERATION
ATTN: ADVERTISING
CORPORATIONS PARK, SCHENECTADY, N.Y. 12345

OPF 74-1
1/74
(order additional forms from
Elec-Trak A&SP)

ADVERTISING APPROVAL

Use for any single advertising/promotion expense that will exceed \$500. (\$250. dealer, \$250. Elec-Trak) Only Elec-Trak portion of advertising/promotion will be co-oped. Advertising must comply with 1974 Advertising & Sales Promotion Program rules.

Dealer _____ Address _____ (Street) _____ (City) _____ (State)

DATE	PRODUCT	MEDIA (INDICATE NEWSPAPER, TV RADIO, DIRECT MAIL, ETC.)	NUMBER OF INCHES, LINES OR SPOTS	RATE		COST
				NEWSPAPER (LINE OR INCH)	OTHER	

Date request submitted: _____ By: _____
(Must be received by Elec-Trak Headquarters 10 days prior to proposed expense) (dealer signature)

Date received: _____ Approved By: _____
(A&SP Manager or Designated Rep.)

**NOTE: UNTIL YOU RECEIVE THIS FORM SIGNED AND APPROVED,
YOUR PROPOSED EXPENSE IS NOT COVERED BY CO-OP.**

GENERAL ELECTRIC
OUTDOOR POWER EQUIPMENT OPERATION
ATTN: ADVERTISING
CORPORATIONS PARK, SCHENECTADY, N.Y. 12345

OPF 74-2
1/74
(order additional forms from
Elec-Trak A&SP)

SHOW APPROVAL

Use for approval of homeshows, exhibits, etc. both at dealership and elsewhere. Co-op participation is limited to space costs only for Elec-Trak portion. Tents, signs, giveaways and exhibit production will not be co-oped. Show must comply with 1974 Advertising & Sales Promotion Program rules.

Dealer _____ Address _____ (Street) _____ (City) _____ (State)

Name of Show _____ Location _____ (City) _____ (State)

Show Date _____ Booth Size _____ Elec-Trak Portion _____

Other Lines you will display _____

Elec-Trak equipment to be displayed _____ Total Booth Cost _____

Elec-Trak representative will attend ☐ Yes _____ (name) ☐ No

Date request submitted _____ By _____
(Must be received by Elec-Trak Headquarters 10 days prior to event) (dealer signature)

Date received: _____ Approved By: _____
(A&SP Manager or Designated Rep.)

**NOTE: UNTIL YOU RECEIVE THIS FORM SIGNED AND APPROVED,
YOUR SHOW IS NOT COVERED BY CO-OP**

GENERAL ELECTRIC
OUTDOOR POWER EQUIPMENT OPERATION
ATTN: ADVERTISING
CORPORATIONS PARK, SCHENECTADY, N.Y. 12345

OPF 74-3
1/74
(order additional forms from
Elec-Trak A&SP)

CLAIM FORM

Use to claim co-op on advertising and show expenses.
Must be received at Elec-Trak Headquarters within
60 days following the day of the month in which the
advertising expense was incurred, or credit will not be
issued. Must be supported by proper evidence as
detailed in 1974 Advertising & Sales Promotion
Program.

Date _____
(within 60 days of expense)

Dealer _____ Address _____ (Street) _____ (City) _____ (State)

ADVERTISING:

DATE	PRODUCT	MEDIA (INDICATE NEWSPAPER, TV, RADIO, DIRECT MAIL, ETC.)	NUMBER OF INCHES LINES OR SPOTS	NEWSPAPER (LINE OR INCH)	OTHER	PRIOR APPROVAL	COST
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						TOTAL	\$

SHOW: (Note: Only shows having prior approval will be co-oped)

Name of Show _____ Location _____ (City) _____ (State)

Date of prior approval _____ Show date _____

Booth size _____ Elec-Trak portion _____

Elec-Trak equipment to be displayed _____

Other Lines you displayed _____ Total Booth Cost _____

Attendance _____ Sales _____ Elec-Trak Representative attended _____

"Submission of claims constitutes certification of compliance with the Wholesale Distributor Advertising and Promotional Allowance Agreement between the parties, with the Outdoor Power Equipment Operation Co-op Advertising and Sales Promotion Plan, and with the Federal Trade Commission Guides for advertising allowances and other merchandising payments and services."

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.

Signed _____
(dealer)

Approved by _____
(A&SP Manager or Designated Rep)

Date _____

— SEE CHECKLIST ON OTHER SIDE —

CHECKLIST

Newspaper Claims

- ☐ Tearsheet with date and name of paper
- ☐ Paid invoice itemizing amount paid for each ad.

Radio/TV

- ☐ Paid station invoice showing actual rate paid.
Should include class, number of spots and cost of each Elec-Trak spot
- ☐ Actual script used with dates and times aired noted on script.
- ☐ Original unaltered notarized affidavit of performance itemizing:
 1. Elec-Trak tractor spots aired
 2. Date
 3. Time of day
 4. Class of time

Newspaper Tabloids/Direct Mail

- ☐ Complete copy of entire tabloid or mailer
- ☐ Postal receipts or notarized statement of paid cost of distribution and quantity mailed or distributed.

Shows

- ☐ Paid invoice indicating date, name of show, location, cost of space.
- ☐ Photograph of Elec-Trak tractor exhibit

GENERAL ELECTRIC
OUTDOOR POWER EQUIPMENT OPERATION
ATTN: ADVERTISING
CORPORATIONS PARK, SCHENECTADY, N.Y. 12345

OPF 74-3
1/74
(order additional forms from
Elec-Trak A&SP)

CLAIM FORM

Use to claim co-op on advertising and show expenses.
Must be received at Elec-Trak Headquarters within
60 days following the day of the month in which the
advertising expense was incurred, or credit will not be
issued. Must be supported by proper evidence as
detailed in 1974 Advertising & Sales Promotion
Program.

Date _____
(within 60 days of expense)

Dealer _____ Address _____ (Street) _____ (City) _____ (State)

ADVERTISING:

DATE	PRODUCT	MEDIA (INDICATE NEWSPAPER, TV, RADIO, DIRECT MAIL, ETC.)	NUMBER OF INCHES LINES OR SPOTS	NEWSPAPER (LINE OR INCH)	OTHER	PRIOR APPROVAL	COST
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						<input type="checkbox"/> yes <input type="checkbox"/> no	
						TOTAL	\$

SHOW: (Note: Only shows having prior approval will be co-oped)

Name of Show _____ Location _____ (City) _____ (State)

Date of prior approval _____ Show date _____

Booth size _____ Elec-Trak portion _____

Elec-Trak equipment to be displayed _____

Other Lines you displayed _____ Total Booth Cost _____

Attendance _____ Sales _____ Elec-Trak Representative attended _____

"Submission of claims constitutes certification of compliance with the Wholesale Distributor Advertising and Promotional Allowance Agreement between the parties, with the Outdoor Power Equipment Operation Co-op Advertising and Sales Promotion Plan, and with the Federal Trade Commission Guides for advertising allowances and other merchandising payments and services."

Approved by _____
(A&SP Manager or Designated Rep)

Date _____

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.

— SEE CHECKLIST ON OTHER SIDE —

Signed _____
(dealer)

NOW!

RIDING ELECTRIC MOWING STARTS AT ONLY \$695 INCLUDING MOWER

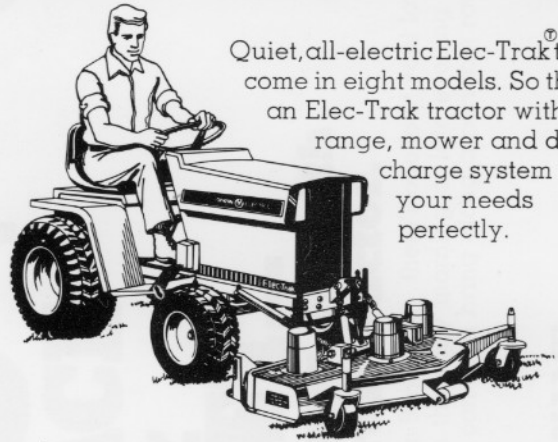
Elec-Trak[®] Rider Mower...

It's the lowest priced electric rider you can buy that we know of. And look at the features • big 36-inch mower • up to $\frac{3}{4}$ acres on one battery charge • tight 24-inch turning radius • five forward speeds at your finger tips • seat safety switch



DEALER NAME
ADDRESS

MOW LIKE A PRO!



Quiet, all-electric Elec-Trak[®] tractors come in eight models. So there's an Elec-Trak tractor with the range, mower and discharge system to fit your needs perfectly.

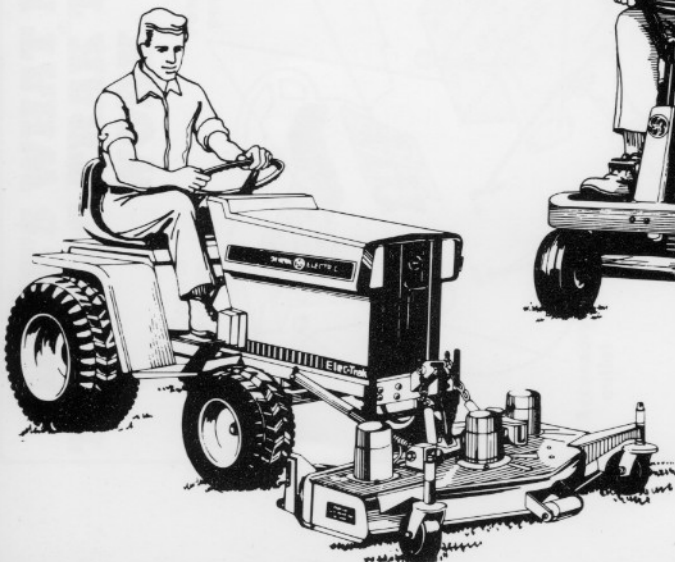
Check out these combinations:

MODEL	ROTARY MOWER	MOWER DISCHARGE	48 INCH SICKLE BAR	GANG REELS
ER 8-36 Rider	36 in. Mid	Side	—	—
E8M	36 in. Mid	Side	—	—
Heavy Duty E8HM	36 in. Mid	Side	—	—
E10M	36 in. Mid	Side	—	Rear
E12M	42 in. Mid	Side or Rear	—	Rear
E14	42 in. Front	Side or Rear	✓	Front or Rear
E16	42 in. Front	Side or Rear	✓	Front or Rear
E20	42 in. Front	Side or Rear	✓	Front or Rear

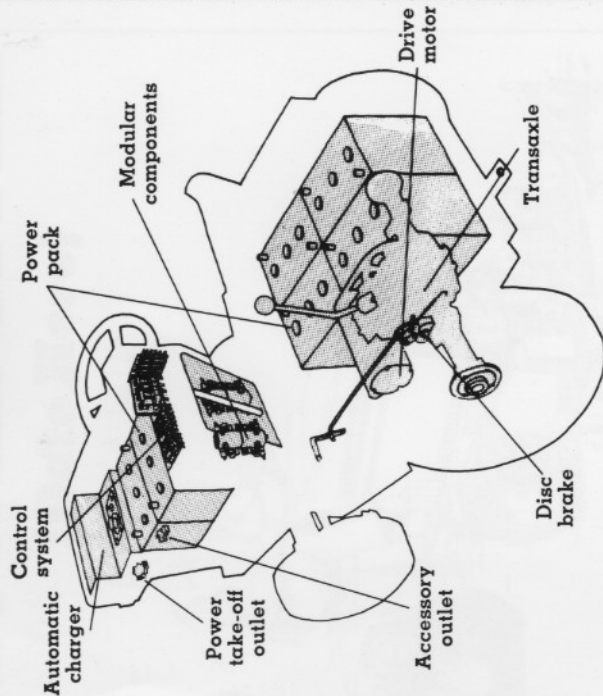
Then call us. We'll help you determine what's just right for your lawn and budget.

DEALER NAME
ADDRESS

USE THESE
TO CREATE
YOUR OWN ADS!



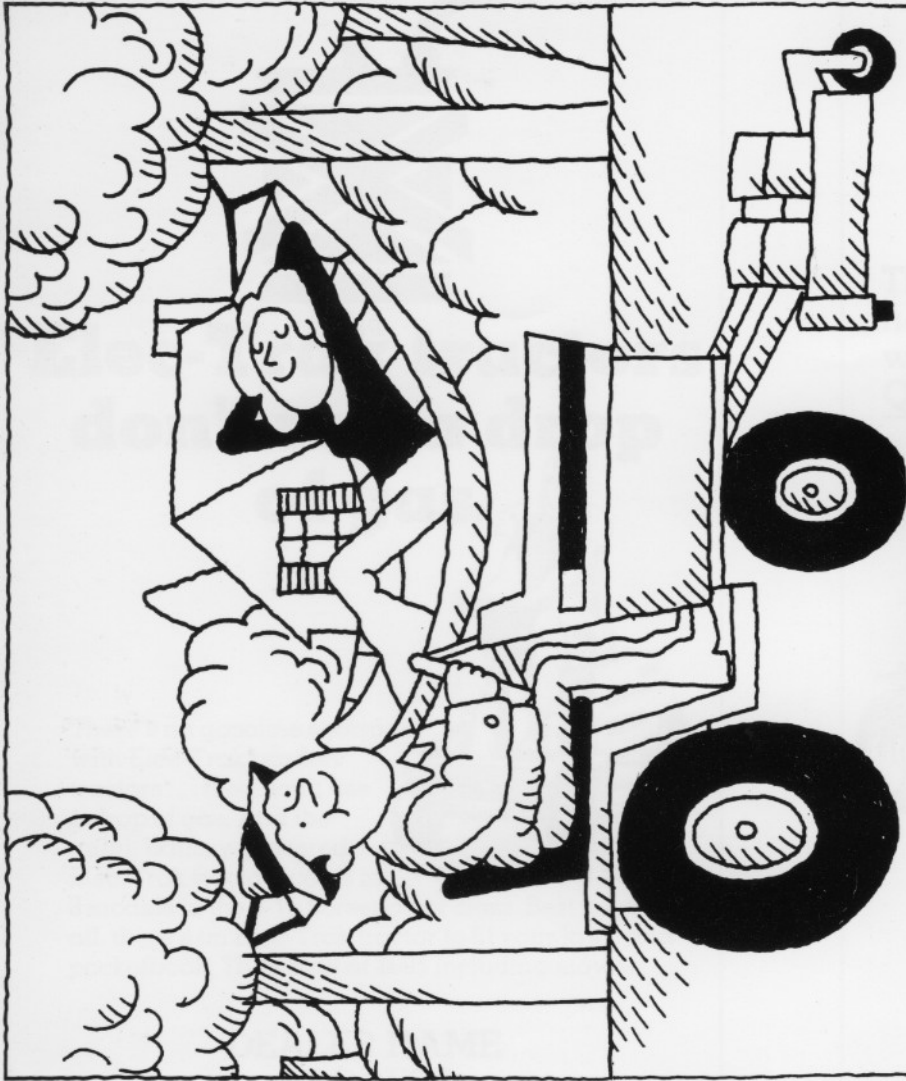
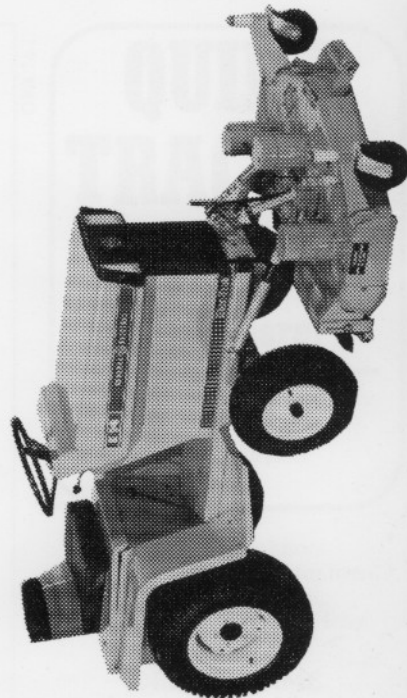
HERE'S WHAT MAKES THE ELEC-TRAK® TRACTOR WORK.



Join the switch to this simple, dependable, cordless electric garden tractor today. Front or mid-mount mower. E20 model shown.

DEALER NAME
ADDRESS

OPA 74-14



PEACE & QUIET...

...that's what you get with
an Elec-Trak® tractor.

Quiet, all-electric, Elec-Trak tractors come in 8 models... there's one to fit your lawn size and budget. You can quietly mow in the early morning or late evening... and never disturb the neighborhood. You can even bring along a portable radio and listen to the ball game as you mow.

DEALER NAME
ADDRESS



Elec-Trak tractors don't use a drop of gas.

There's no gasoline shortage with Elec-Trak garden tractors... they don't use a drop of gas. And the quiet, battery-powered, Elec-Trak tractors come in 8 models in the 8-18 horsepower class. Best news of all, there's an Elec-Trak tractor to fit your lawn and pocketbook. They start at \$695 including mower.



RIDER MOWER \$695

DEALER NAME
ADDRESS

OPA 74-12

SPRING ELEC-TRAK[®] TRACTOR SALE

This spring you'll almost hear the robins sing when you mow with a QUIET Elec-Trak tractor.



Elec-Trak tractors are totally electric. They use no gasoline. They're so quiet you can bring along your portable radio and listen while you mow. We've got the quiet Elec-Trak tractors plus the exciting new Elec-Trak Rider Mower at bargain prices at our big Spring sale going on right now!

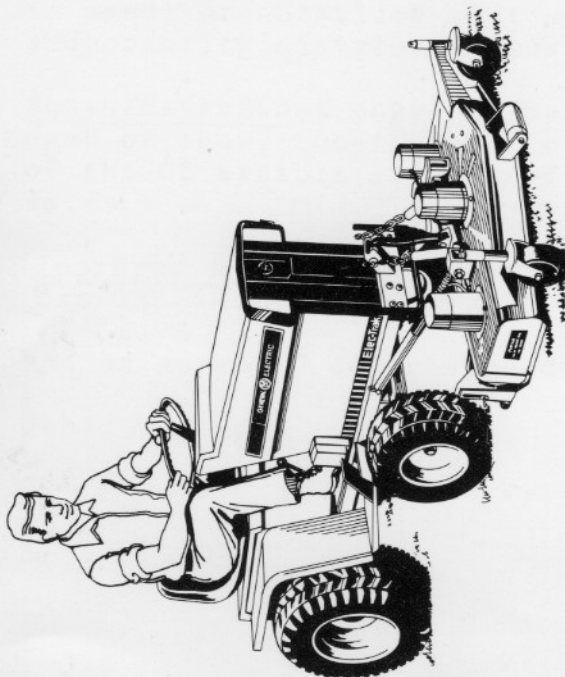


SALE (date) TO (date) ONLY!

DEALER NAME
ADDRESS

OPA 74-10

FREE MOWER OFFER (Date Here)



Quiet, all-electric, Elec-Trak tractors come in 8 models... there's one to fit your lawn size and budget. And now's the time to buy. If you buy any Elec-Trak tractor from us (except the Rider Mower which comes with mower as standard equip.), you'll get a mower attachment **FREE**. The sale won't last forever, so hurry in.

DEALER NAME
ADDRESS

OPA 74-17

QUIET TRACTOR DAY (Date Here)

Find out why the Elec-Trak[®] tractor switch is on!

Join your neighbors. Meet the Elec-Trak tractor family. Eight totally electric cordless models to pick from.

DEALER NAME
ADDRESS

ELEC-TRAK DEALER NOTE: THIS AD DOES NOT CONSTITUTE A FREE MOWER OFFERING BY THE GENERAL ELECTRIC COMPANY.

GENERAL SAMPLE ELECTRIC

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,
SCHENECTADY, NEW YORK 12345, Phone (518) 374-2211

OUTDOOR

POWER EQUIPMENT

OPERATION

Dear Elec-Trak Dealer:

I am returning your co-op advertising claim because of the reason(s) listed below. Please resubmit at your earliest convenience. You will not be given co-op credit until you submit the required information.

- ☐ Newspaper ads-A paid newspaper invoice itemizing the amount paid for each ad, the total size and the date run must accompany each claim.
- ☐ Radio & television-A paid STATION INVOICE SHOWING ACTUAL RATE paid by dealer must accompany claim showing the class, number of items and cost of each GE spot announcement aired.
- ☐ Actual script used by the station must accompany claim.
- ☐ An original, unaltered notarized affidavit of performance from the station itemizing:
 - 1) Whether or not the GE Elec-Trak tractor was the only one advertised,
 - 2) the date,
 - 3) the time of day, and
 - 4) the class of time, for each of the scripts spots aired.
- ☐ Newspaper tabloids or direct mailers-a completed copy of the entire tabloid or mailer. Postal receipts (where mail is used) or notarized statement of cost of distribution and quantity distributed must be submitted.
- ☐ Shows/Exhibits-A copy of "paid" invoice indicating date, name of show, location and cost of the space; photographs of the GE exhibit, report of attendance, and resultant sales.
- ☐ Improper form-Use OPF74-1 or OPF74-2 (green) for approvals. Use OPF74-3 for claims. (white)
- ☐ Not an approved co-op expenditure
- ☐ Other

Very truly yours,



Hazel M. Zents, Adm. Asst.
ADVERTISING & SALES PROMOTION



NEWS RELEASE FOR SUBMISSION TO LOCAL NEWSPAPERS PUBLICIZING YOUR
ELEC-TRAK TRACTOR LINEUP

Instructions: Retype this release from the headline down. Insert your business name where it says "Dealer/Distributor Name" and your own name where it says "name of spokesman". If possible, add a photo of an Elec-Trak tractor with your dealership in the background. Submit the release and photo to the gardening or business editor of your local newspaper.

LATEST IN ELECTRIC LAWN TRACTORS NOW AT

(Name of Dealership)

_____ - The very latest solution to the energy crunch is available at
(City and State)
_____. Their complete line of outdoor power equipment features General
(Name, address of dealership)
Electric Company's revolutionary electric Elec-Trak lawn and garden tractors and attachments, all on review
during an open house, _____
(Date and times)

"The Elec-Trak tractor lineup is long and strong this year, with eight different models including a brand new
8-horsepower-class Rider Mower", said _____ today. "Being cordless and totally
(Dealer spokesman)

electric, Elec-Trak tractors use no gasoline and are quiet, pollution-free and very easy to use. They are reliable like
the electric appliances you use every day, their controls are merely familiar electric switches. The tractors are
powered by special Power Packs, with guarantees up to three or five years, depending on the model tractor.
"They recharge, via a built-in charger, from any standard household outlet", emphasized

(Dealer spokesman)

Elec-Trak tractors are also quite versatile. Since they're electric, implements just plug in, as do hedge clippers, a
tiller, chain saw, . . . even a DC arc welder. All in all, there are over 40 different quiet, clean tools to save time and
hassle in doing yard work.

Elec-Trak tractors also have safety interlocks, designed to make using the equipment safer for the whole family. A
seat switch cuts power to the drive motor and to attachment motors if the driver dismounts. Only Elec-Trak
tractors offer beltless mowers with blades that stop instantly when shut off. "In addition to safety interlocks,
Elec-Trak tractor owners don't have to worry about storage of inflammable fuel or hot engines that can cause
burns. The fuel supply for an Elec-Trak tractor is the electric plug".

"The only way to get the whole idea about this great way to cut your time and save gasoline is to actually see the
tractors at the open house," _____ said. _____ can easily arrange for
(Spokesman) (Name of dealership)
home demonstrations.

_____ is open from _____ to _____ Monday through Saturday. More
(Name of dealership) (time) (time)
information is available by calling them at _____
(phone)

General Electric Company
Outdoor Power Equipment Operation
Corporations Park, Bldg. 702
Schenectady, N.Y. 12345

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