



Elec-Trak[®] **NEWS**

Garden Tractor

73-23

September 21, 1973

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R. M. FISHER

COLE COPS CONTEST CONGRATULATIONS

Ohio Elec-Trak sales representative, Bill Cole, took top honors for 1973 in both sales and collections at last night's annual national sales meeting banquet in Saratoga Springs.

In making the award presentation, Paul E. Brunswick, Manager-Marketing, noted Cole's constant drive and take-charge attitude in his territory were responsible for both the victories. For his superb collections efforts, Bill wins the use of a car of his choice for a year and for his excellent sales results, he and his wife win two seats on OPEO's Getaway trip to Grand Bahama Island this November.

Also presented at the banquet held at the Gideon Putnam Hotel were awards for outstanding sales to Pete Vea, Bob Hemingway, and Bob Pyle from the field sales force and Carl Wetherby, Ellis Blood and Jim Stackhouse from our spring headquarters sales team.

Top district for collections during the 1973 selling season was the North Central District with Erv Diederich as District Manager.

The banquet was the formal highlight to the three-day meeting. During the annual event, all field sales personnel got together to exchange ideas and discuss programs for the up-coming selling season.

Brunswick noted that the meeting has involved about eight days work crammed into three days but it has been a tremendous success.

"It has put us way out ahead of the competition and we're now eager to begin the regional dealer meetings next month in preparation for a big 1974".

The meeting concludes this afternoon at a luncheon round table highlighted by a talk from General Manager, Bruce Laumeister.

CHRISTMAS PARTY FOR ALL OPEO EMPLOYEES

The date is December 15th and the location is the Tower Inn on Route 5 between Scotia and Amsterdam. Those with ideas for the party are asked to contact Barbara West or Russ Light. Further details will be announced at a later date.



THINK YOU'RE THE CUSTOMER

Have you ever been driving down the highway and all of a sudden had the urge for a hamburger? Probably you have. You then look out for the first restaurant or snack bar on your way and are glad when you see one.

But ... suppose that place is dirty and messy ... are you going to buy your burger there; or will you wait and try further down the road? Probably the latter. Not only does the filth repel you ... but you probably also assume that a delicious burger can't be made in such a place.

You're probably right. Chances are that if the people working there don't care about housekeeping, they don't care about making a good burger either.

Now, what has that got to do with Elec-Traks? We must maintain a neat and well-organized factory to be convincing that we are concerned and do make quality products. Each has a part to play in his own work area.

EMERGENCY REQUEST BY CARE

World-Wide Drought and Flood!

As you read this, many millions of emaciated men, women and children are suffering and dying in Asia, Africa and Latin America. They are the helpless victims of a relentless sun that for many months has seared country after country each day. Over vast areas, the earth is cracked deep and crumbles into useless dust. Famine has followed crop failure across continents.

Millions in many nations have prayed for the monsoon rains that could end their agony. In some countries disastrous rains have come - adding flood to drought. In Pakistan and elsewhere an enormous human tragedy grows by the hour. Swirling waters are swallowing people, homes and life itself.

CARE has both experienced staffs and programs not only in Pakistan, but in other countries struggling for life in the face of hunger. Countries like Niger, the Phillippines and Honduras. We have sent \$559,400 worth of relief supplies to Africa and are distributing 34,850,000 pounds of food in India's parched villages. But pleas for food, relief supplies and water drilling equipment pour in from around the world.

In asking you to send a special contribution, we are keenly aware that inflation and other problems have caused difficulties for many Americans. Yet the enormity of this world-wide disaster makes this request essential. A worse disaster would be that millions died and none cared or mourned their passing.

Those wishing to help may submit their contributions through the Employee Relation's office or directly to CARE, Inc., 660 First Avenue, New York, New York 10016.