

GENERAL ELECTRIC

OUTDOOR
POWER EQUIPMENT
OPERATION

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

February 27, 1974

Dear Elec-Trak Dealer:

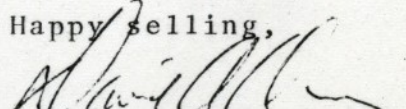
The 1974 lawn and garden season is charging down on us really fast now. Accordingly I've attached some additional advertising pieces to help you make this the biggest Elec-Trak year ever.

1. Rider Press Release and Photo - Send this down to your local paper and ask them to run it for you as public relations.
2. Energy Fact Sheet - This will be a real showroom seller for you especially during the current energy problems. Elec-Trak power consumption per acre is compared to other electric appliances and gas tractors. Of course, Elec-Trak wins hands down.
3. Six Radio Spots - The red, green and yellow copies promote the full Elec-Trak line; the white and blue copies hit hard on the gas crisis and the buff copy builds recognition of the insert. This last one should be aired immediately after the 8 page insert runs in your area.
4. Tractor Fact Sheet - A single sheet listing all the tractors with photos to be used as giveaway literature for the tire-kicker.
5. 8 Page Insert Timing - A schedule to let you know when the color insert is running in your area. Since you will want to get maximum benefit from this insert, you'll schedule tie-in ads in the paper for your area both before and after the insert date.

What's more, your Elec-Trak salesman will be visiting you in the next few weeks to help you set up an Elec-Trak display. He'll be bringing with him a fist full of action-packed point-of-purchase materials that are sure to attract much attention to your display.

Finally, when you send in an approval form for an Open House or Home Show, you will automatically be sent a special Open House package containing all the POP and literature you'll need for the show.

Happy selling,


David A. Quincy, Manager
ADVERTISING & SALES PROMOTION



DAQ/hz