

GENERAL ELECTRIC

**OUTDOOR
POWER EQUIPMENT
OPERATION**

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

April 5, 1974

Dear Elec-Trak Dealer:

This spring has seen a tremendous consumer demand for Elec-Trak tractors and riders. The energy crunch, our advertising programs and your excellent work have already gotten the season off to a great start.

With the momentum going the way of the electric this early in the spring, you should be able to make big profit dollars from Elec-Trak sales. To help you cash in even more on the current situation, we are offering you (for a limited time) brand new E8M, E8HM, E10M and E12M Elec-Trak tractors at special "Energy Crunch Sale" prices.

Check out these specials:

Model	Regular Dealer Cost	Energy Crunch Sale Dealer Cost	You Save	Suggested Energy Crunch Sale List Price*
E8M/36" mower	\$769.50	\$554.60	\$214.90	\$695.00
E8HM/36" mower	\$897.00	\$682.10	\$214.90	\$909.00
E10M/36" mower	\$994.50	\$746.25	\$248.25	\$995.00
E10HM/36" mower	\$1035.00	\$786.75	\$248.25	\$1049.00
E12M/42" mower	\$1266.75	\$971.00	\$295.75	\$1295.00
E12HM/42" mower	\$1307.25	\$1011.50	\$295.75	\$1349.00

*includes normal dealer margin

You can readily see that there is a lot of room for more profit in these models.

The sale starts today! Quantities are limited and all orders will be accepted on a first come basis. "Energy Crunch Sale" prices apply only to units shipped from Scotia after April 1, 1974.

To order, contact your Elec-Trak sales representative. Remember, your account must be current. Terms of sale are all



units due July 10, 1974 or when sold, whichever comes first. No additional discounts apply.

An extra bonus is in store for those of you enrolled in the St. Maartin Getaway: "Energy Crunch Sale" tractors will count toward your retail sales qualification quota on the formula

- (3) E8M's = 1 tractor
- (1) E8HM = 1 tractor
- (1) E10M = 1 tractor
- (1) E12M = 1 tractor

Contact your sales representative today and make your profits grow.

Very truly yours,

Paul E. Brunswick
 Paul E. Brunswick
 MANAGER-MARKETING

Model	Dealer Cost	Sale Dealer Cost	You Save	Suggested Energy Crunch Sale List Price
E8M/36" mower	\$769.50	\$524.60	\$244.90	\$908.00
E8HM/36" mower	\$897.00	\$682.10	\$214.90	\$995.00
E10M/36" mower	\$994.50	\$746.25	\$248.25	\$1049.00
E10HM/36" mower	\$1032.00	\$786.75	\$245.25	\$1295.00
E12M/42" mower	\$1266.75	\$971.00	\$295.75	\$1349.00
E12HM/42" mower	\$1307.25	\$1011.50	\$295.75	

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The sale starts today! Quantities are limited and all orders will be accepted on a first come basis. "Energy Crunch Sale" prices apply only to units shipped from Scotts after April 1, 1974.

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