



COLDWATER, OHIO, U.S.A. 45828

QUALITY FARM EQUIPMENT SINCE 1899

June 23, 1978

TO: ALL AVCO NEW IDEA LAWN & GARDEN DEALERS

SUBJECT: Lawn and Garden Batteries

With the availability of the new Dri-Namic battery for Lawn and Garden Tractors, New Idea will no longer offer batteries from Machine stock. All batteries ordered for New tractors, or ordered as a replacement, must be purchased from Service Parts.

Batteries shipped as Service Parts are priced the same as would have appeared in the Machine Price Book. Therefore, the dealer will not be paying a penalty price now that he is required to purchase batteries as Service Parts. Increased prices reflect only the higher cost imposed on New Idea by its vendors.

Sincerely,

T. R. Benner

Sales and Administrative Manager

TRB/djh
Attach.