

# GENERAL ELECTRIC

OUTDOOR  
POWER EQUIPMENT  
OPERATION

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

August 4, 1972

To: ELEC-TRAK TRACTOR DEALERS, DISTRIBUTORS

SUBJECT: Super Co-op Cutoff Date August 31, 1972

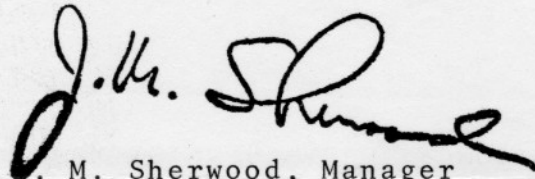
The end of the 1972 General Electric Elec-Trak Super Co-op Advertising Plan is quickly approaching. . . the last day for you to advertise under the current plan is August 31, 1972. All advertising claims to be considered under this program must be in our office by September 30, 1972.

Please check your files and submit any claims which you have been holding, in accordance with the terms of the 1972 Super Co-op Advertising Plan.

We are anxious to process all of your claims up to your specified Super Co-op dollar allowance. . . so remember, the last day for you to advertise under the Plan is August 31, 1972, and the cutoff date for receiving claims in this office is September 30, 1972.

We look forward to hearing from you.

Sincerely yours,



J. M. Sherwood, Manager  
ADVERTISING & SALES PROMOTION

JMS/hz

cc: B. R. Laumeister  
OPEO Marketing  
OPEO Salesmen

