

May 22, 1974

Mr. Robert Harris
KMBC
KMBC Building
11th and Central
Kansas City, Missouri 64105


Dear Bob:

Enclosed you will find a film clip for a 30-second spot, transparencies of some additional models of our Elec-Trak tractors and a short script to which should be added the participating dealers' names. The names of the participating dealers will be available from Carl Lamb, our representative in that territory. His phone number at home is 454-8013. All four names should be included in each spot.

Please call me when this material arrives. My phone is (518) 374-2211, extension 55973. I'll want to know the cost of running a few extra tapes for my use and to discuss any changes that have to be made.

Thanks for your assistance.

Sincerely,


David T. Hunn
Advertising Specialist

DTH/cp
cc: Carl Lamb
Delores Marsh
D. Quincy
W. Massie

30-Second Television Spot for Kansas City

Proposed Copy

Audio - Voice over

This lawn and garden tractor is different.
How? It's an Elec-Trak tractor from
General Electric. It's powered by
strong, reliable batteries so you mow in
quiet, unparalleled comfort. Now
participating Kansas City area dealers
can offer you the convenience of electric
mowing at special pre-summer sale prices!
To appreciate what one of the Elec-Trak
tractors can do for you and to discuss
those special sale prices, visit ...
(ANNCR: List four dealers) today!

Video

Cuts from 30-second spot
supplied.

Slides of dealership names,
addresses.