



Elec-Trak[®] NEWS

Garden Tractor

73-25

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RECEIVED

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R. M. FISHER

MARK HUGHES RECEIVES "GENERAL MANAGER" AWARD



Last Friday a "General Manager" Award was presented to Mark Hughes for his contribution to the styling excellence of the ER8-36 Elec-Trak riding lawnmower. Mark's continuing efforts resulted in a most appealing body style for this quality riding lawnmower.

Photo shows Mr. Laumeister making the presentation to Mark with Chick Gruber looking on. The award included a GE digital AM/FM Clock Radio and a plaque identifying his outstanding contribution.

SAFETY SHOEMOBILE WILL VISIT OPEO possibly one day during the week of November 12 - 16. The Shoemobile will display at our factory door their many different styles.

Those interested in buying shoes should fill in the slip below and give it to their foreman. Arrangements can be made for payroll deductions to cover the purchase of safety shoes.

I am interested in buying Safety shoes when the shoemobile visits OPEO.

Name _____



Quality Counts!



*It's easy to gripe about the quality
of the other fellow's work.
But how about your own?*

It takes extra effort, attention and care to do high-grade work. If you give this kind of effort, you're not merely an excellent employee. You are also giving a square deal to your company's customers - giving them the same kind of quality you expect when you buy the products they make.

THINK YOU'RE THE CUSTOMER!

ELEC-TRAK -- THE QUIET ONE

The Elec-Trak tractor
Is the toast of the town.
It can't fly to the moon -
But it won't let you down.

It's fast on a plain
and great on a hill,
It can't climb Mt. Everest -
But will give you a thrill.

It leads your truck,
Your grass will mow,
And in the middle of winter,
will move all your snow.

It's safe and it's good -
Does all your work too!
I just bought one,
Now how about you?

By Virginia Stanton

We customers are ornery people. When we buy a radio, we don't want it to "conk out" unexpectedly or the knobs to fall off. When we buy a toaster, we don't like it if the pop-up mechanism fails to work the third time we use it.

It may sound demanding and unreasonable, but that's the way we are. That's why the companies that want our business have to try to do perfect work. As customers, we won't settle for 90% right. If one supplier can't give us the 100% perfect product or service we want, we look for another that can.

Perfection is a hard standard, but if we demand it as customers, don't we - as workers - also have to deliver it? Is it reasonable to expect top quality in other people's work, yet not put the same quality into our own? Or do we prefer to live in a country where nothing works and everything falls apart?

Sure - everybody makes mistakes. But the fellow who tries to do perfect work makes a lot less mistakes than the fellow who takes his errors for granted.