



LAWN & GARDEN



# Battery power is better

September 8, 1975

TO: ALL AVCO NEW IDEA LAWN & GARDEN DEALERS

Lawn & Garden industry reports and dealer comments indicate that retail sales of all types of Lawn & Garden equipment for the year 1975 are lower than 1974.

To help you increase retail sales and reduce your inventories in preparation for next Spring's sales, we are announcing a trade allowance for retail sales and/or settlements for the period September 1, 1975 thru November 30, 1975. This additional discount could be used in conjunction with or in addition to a special retail sales program you would want to promote during the three month sales program.

A 15% trade allowance credit may be deducted at time of settlement. In the case of Paid Inventory, a 15% credit from current dealer net will be issued upon receipt of the Warranty Registration Card.

The trade allowance will apply only to tractors with batteries. It will not apply to attachments and accessories. EXAMPLE:

<u>Model</u>	<u>Current Net</u>	<u>Trade Allowance</u>
R-36 & Batteries	\$ 796.00	\$119.40
EGT 80 & Batteries	669.00	100.35
EGT 100 & Batteries	910.50	136.58
EGT 120 & Batteries	1,280.25	192.04
EGT 150 & Batteries	1,399.30	209.90
EGT 200 & Batteries	1,613.25	241.99

Dealer participation in our regular co-op advertising campaign is required during the above period to receive this retail sale credit. Avco New Idea will share the costs of your local advertising on the regular 50/50 co-op program. If you have exhausted all of your available co-op funds, we will still share the costs of one ad on a 50/50 basis.

Your Territory Manager will be around shortly to sign you up for this special sales program.

W. J. Coan  
Director of Sales

WJC:lcb