

	<h2>Sales Notes</h2>		LOCATION	
			SUBJECT	
	NUMBER		DATE	June 1, 1966
			FILE	



**21 SOLD RETAIL . . . .**  
**DURING 1st FOUR MONTHS OF 1966**  
**ONLY 99 LEFT IN DEALER STOCK,**  
**BRANCH STOCK AND PLANT**  
**INVENTORY.**

What's this all about? This is the 1966 sales and inventory record of THE "SWINGINGEST" little backhoe on the market, Oliver's 508.

Bigger backhoes were demonstrated and explained during the recent "Industrial Progress in Action" presentation. A better understanding of their operation and place in the construction business was gained by backhoe dealers and those not already penetrating the backhoe Market. As you build interest in this type of business you will find many potential customers for the "Little Swinger". These are prospects who do not need and cannot afford the deeper-digging hoes.

Many small backhoe contractors, plumbers, cities, towns, cemeteries, and large utility companies are the very ones to take advantage of the work capabilities of the 508.

Make a list today of the people you should see with the 508 on a 550/588, THEN GO SEE 'EM! The Code price of \$995.00 \* for a 508 (applicable at time of settlement and Volume Bonus does apply) instead of \$1,352.10, gives you a real edge to pay your salesman, yourself or your customer a nice bonus for satisfying this customer's need for a good, quick, little backhoe that will dig deep enough for 75% of his work.

\* \$995.00 Code Price OK until further notice.