ATLAS

automotive products catalogue
## Contents

**NOTE:** This catalogue illustrates representative items from Atlas product lines. For detailed listing of items, please see your Atlas price list or consult your Atlas salesman.

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the ATLAS distribution centre

The Atlas Distribution Centre in Rexdale, Ontario, Canada, ships product to 55 domestic Atlas agents, and to overseas customers in many parts of the world.

All 55 Atlas Agencies have warehouses capable of regional distribution. The "A.D.C." is comprised of 15330 square meters (165,000 sq. feet) of floor space. Modern methods and equipment are used in storage and materials handling.

There is a packaging assembly line for small parts. Outgoing shipments can be plastic encapsulated by either the "shrink wrap" or "stretch wrap" process.

A qualified staff includes inventory analysts, technical people, accounting personnel and product handlers. Shipments from stock leave promptly, in good condition. Atlas has the products and the people you can trust.
the ATLAS quality story

Atlas Tire, Battery and Accessory lines are designed to meet today's severe performance demands of the aftermarket.

Atlas Product performance standards are determined by Atlas Product specialists backed by designers, technical specialists, technicians and field representatives.

When a new product has qualified for the Atlas brand, you may be sure it has passed extensive laboratory tests. Thereafter, factory inspections, random stock checks and periodic testing ensure maintenance of high quality.

Atlas products include several lines of REMANUFACTURED components such as Alternators, Carburetors, Clutches, Distributors, Starters and Water Pumps.

Atlas policy is to provide remanufactured parts to perform as well as, or better than Original Equipment, at reasonable prices.

"REMANUFACTURING", as practised by Atlas, goes far beyond "rebuilding" or simply putting the component back into working order.

To illustrate the thoroughness of Atlas' remanufacturing, consider the process for alternators:-
The first step is to disassemble the alternator.

End plates are degreased and blasted with non-magnetic zinc shot. This process cleans the end plates while retaining their non-magnetic properties.

All bushings, bearings and contact brushes are replaced, regardless of condition.

The stator is rewound and varnished.

The rotor is inspected and, in many cases, completely rewound using high grade copper wire. Only heavy duty rotors are installed.

The alternator is assembled and tested for output. In many cases, due to technological improvements, these units have higher output than Original Equipment.

All Atlas remanufactured components receive the same uncompromising care and quality control.
tires

TIPS ON SELLING TIRES

Do’s and Don’ts of Tire Mixing
MK V Summer and Winter
MK IV Summer and Winter
MK II Summer and Winter
MK I Summer and Winter
*MK I Summer — Export only
Trailer Tires & Wheels
Truck Tires
Tubes, Passenger and Truck

*For Export trade, product of equal quality may be supplied under the ESSO brand.

This catalogue illustrates representative items from Atlas product lines. For detailed listing of items, please see your Atlas price list or consult your Atlas salesman.
tires

1. Find the need.
2. Explain to the customer.
3. Ask the customer to buy.

Successful salespeople all do these three simple things.

Make a habit of looking at every tire every time you service a vehicle. You will probably find a worn or damaged tire on one out of three cars. The car owner is likely to buy from the first person who asks for the sale!

**Find the Need** — Tread wear indicators show in 2 or more adjacent grooves (or tire is bald!).

**Explain to the Customer** — Such tires are illegal in most communities. It has been estimated that, compared to a new tire, the worn tire is 10 times more likely to skid on wet roads. The risk of a flat tire or blowout may be increased as much as 44 times!

Good tires help to avoid skids and possible loss of control on wet roads. Good tires reduce the chances of dangerous tire changing on the road.

**Ask the Customer to Buy a New Tire**

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**Find the Need** — Cracks or cuts in sidewall or tread.

**Explain to the Customer** — Tire cords may be damaged, or are subject to damage. Structural weakening can lead to complete tire failure or blowout.

**Ask the Customer to Buy A New Tire**

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**Find the Need** — A bulge or bubble in the sidewall. (Examine both sides of tires whenever possible.)

**Explain to the Customer** — Bulges are a positive sign of structural failure such as separation of plies, separation of plies from sidewall, or tread separation. Immediate tire replacement is advised for the sake of safety.

**Ask the Customer to Buy A New Tire**
Find the Need — Uneven tread wear pattern with one side of tread more worn than the other.

Explain to the Customer —
The uneven tire wear is due to mechanical problems such as misalignment of wheels, worn front end parts, worn shock absorbers, or defective brakes.

Examine the car for mechanical faults. Then, after the trouble has been corrected, —

Ask the Customer to Buy A New Tire

Find the Need — Car still equipped with Summer tires at start of “snow season.”

Explain to the Customer —
Winter tires provide better traction in snow. Many communities penalize motorists who have stalled due to lack of snow tires or tire chains.

Ask the Customer to Buy New Winter Tires

Find the Need — Flat tire brought to you for repair. Don’t forget to inspect the other tires on the car!

Explain to the Customer — If examination of the flat tire inside and outside reveals cord damage, it may not be possible to make a safe repair. In such cases, putting an inner tube in a bad tire is dangerous practice.

Ask the Customer to Buy A New Tire — (He will be saving the cost of a repair.)

Use Every Opportunity to Find the Need!

— When the customer asks you to “check the air”, “rotate the tires”, or to “balance the wheels”, whenever a car is on your lift or in your shop for repairs — LOOK AT THE TIRES — FIND THE NEED.

With a well chosen inventory of popular Atlas sizes, you can have satisfied customers and your full share of tire sales.
do's and don'ts of tire mixing

IMPORTANT:
Always check vehicle manufacturer’s recommendations before replacing tires with different sizes and/or constructions.

GENERAL INSTRUCTIONS:
1. This chart is intended for use as a guide for Atlas tire applications on conventional passenger vehicles. Tires of different basic construction — bias, belted bias, and radial — vary in series (profiles), dimensions, and ride characteristics. These differences can seriously affect vehicle handling characteristics.
2. Adherence to recommended inflation pressures is important for proper vehicle and tire performance. Follow the recommendations of the vehicle manufacturer.
3. Sizes — Never mix different tire sizes on the same axle.
4. Construction — Never mix different constructions — bias, belted bias, or radial — on the same axle AND never mix radials with any other construction on the same vehicle.
5. Station wagons and all vehicles used in trailer towing service — It is recommended that tires on all wheel positions be of the same size and construction (bias, belted bias, or radial). These vehicles may require a Load Range C or D tire.
6. Worn Tires — It is preferred that tires having approximately the same amount of tread depth remaining be placed on the same axle.
7. Tire Rotation — When rotating tires having different tire sizes or construction, be certain to recheck this Guide for permissibility of relocated tire positions.

Again, as we have repeatedly done in the past, we urge that all service personnel become acquainted with, and diligently practice, approved recommendations with regard to tire mixing. Certain tire combinations under certain driving conditions can cause a loss of vehicle control.

Alpha-Numeric or P-Metric Radial Tire Conversion

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*IMPORTANT: When replacing Alpha-Numeric with P-Metric tires, use 3 psi additional pressure over vehicle manufacturer’s recommended pressure for Alpha-Numeric tire.

ADVISE CUSTOMER OF THIS REQUIREMENT.

NOTE: (1) Always use same size and series tire on both ends of axle.
(2) When changing tires, dimensional clearances should be checked.
(3) Check rims to ensure compatibility with replacement tires.
tires

ATLAS MK V
STEEL BELTED RADIAL

Material: Polyester/Steel
2 Piles/2 Belts
Profile: 78 (74) Series

• Our best radial tire for handling, traction and safety.
• Two wide steel belts provide maximum puncture resistance.
• Top mileage.
• Exclusive Atlas design.
• Sizes to fit many vans and light trucks.
• Reduced rolling resistance of radial design improves fuel economy.

NOTE: Never mix radials with other constructions.

THE PERFORMANCE RADIAL

ATLAS WEATHERGARD MK V
STEEL BELTED RADIAL

Material: Polyester/Steel
2 Radial Piles/2 Belts
Profile: 78 (74) Series

• Superior winter radial performance to take you where summer radials can’t.
• Wide, deep biting Weathergard tread to give superior traction in deep snow.
• Top mileage.
• The variable tread pattern minimizes noise on dry roads.
• Sizes to fit many vans and light trucks.

NOTE: Never mix radials with other constructions.

OUR TOP PERFORMANCE RADIAL
SNOW TIRE
tires

ATLAS MK. IV
GLASS BELTED RADIAL

Material: Polyester/Fiberglass
2 Piles/2 Belts
Profile: 75 Series
- Radial handling, traction and safety at an affordable price.
- Similar to original equipment radials on most post 1976 cars.
- Fiberglass belts provide a smooth ride with more strength than bias or belted constructions.
- Reduced rolling resistance of radial design improves fuel economy.

NOTE: Never mix radials with other constructions.

THE AFFORDABLE RADIAL

ATLAS WEATHERGARD MK IV
GLASS BELTED RADIAL

Material: Polyester/Fiberglass
2 Piles/2 Belts
Profile: 75 Series
- Winter radial performance to take you where summer radials can’t.
- Deep biting Weathergard tread provides traction, dependability and safety in deep snow.

NOTE: Never mix radials with other constructions.

RADIAL TRACTION AT AN AFFORDABLE PRICE
tires

ATLAS MK II
BIAS BELTED CONSTRUCTION

Material: Polyester/Fiberglass
2 Plies/2 Belts
Profile: 78 Series

- Two tough fiberglass belts give greater mileage, better performance, and greater hazard protection than bias construction.
- Two polyester sidewall plies improve riding comfort and eliminate flat spotting.
- Sizes to fit many vans and light trucks.

POPULAR PRICED BELTED TIRE

ATLAS WEATHERGARD MK II
BIAS BELTED CONSTRUCTION

Material: Nylon/Rayon
2 Plies/2 Belts
Profile: 78/70 Series

- Wider tread for improved traction.
- Reinforcing rayon belts give better handling and stability than bias construction.

A TOUGH, LOW PROFILE SNOW TIRE
tires

ATLAS MK I BIAS CONSTRUCTION

Material: 4 Ply Nylon
Profile: 78 & 83 Series

- Computer designed, wide 7-rib tread improves grip and traction.
- Soft, comfortable ride and the safety of rugged 4-ply nylon construction.
- Sizes to fit many vans and light trucks.

STYLE AND OUR LOWEST PRICE

ATLAS WEATHERGARD MK I BIAS CONSTRUCTION

Material: 4 Ply Polyester
Profile: 78 & 83 Series

- Wide tread with deep biting lugs provides traction in snow and mud.
- Chosen by thousands of Canadian winter motorists.
- Sizes to fit many vans and light trucks.

DEPENDABLE TRACTION AT A LOW PRICE
**truck tires**

**ATLAS HIGHWAY TRI-TRACTION NYLON - TUBED - TUBELESS**
- The massive highly siped centre rib of this three row design provides outstanding skid and traction without sacrificing mileage.
- Noise controlled tread design minimizes the resonance created at high speed.

**ATLAS WEATHERGARD TRUCK-COACH NYLON - TUBED - TUBELESS**
- Extra deep, self cleaning cleats provide superior traction and give smooth driving in wet or dry conditions on and off the highway.
- Tie bars lower noise levels for quieter running and reduced tread squirm.

**ATLAS DUAL SERVICE NYLON - TUBED**
- The finest combination of traction and mileage built into a cross lug tire.
- A drive wheel design offering the ideal benefit of economy and driver satisfaction.

**ATLAS MK V T/C RADIAL**
- A steel radial truck tire built especially for the growing light truck and recreation vehicle market.
- Proven radial performance and handling.
- This tire is available in Summer and Weathergard design.
tires

Atlas passenger car tubes are made of butyl rubber compound for excellent air retention and long life. For extra protection against bead pinching and chafing, the material is of heavier gauge where the tube contacts the wheel rim.

Tubes for truck tires are of heavy butyl rubber to withstand heat usually encountered in long distance hauling.

Whenever a new, or newly retreaded truck tire is installed, a new Atlas tube is recommended to help avoid pinching, buckling or chafing which could result in expensive tire damage and "down-time".

Atlas trailer tires will fit most box-type, boat and light camper trailers.

Wheel rims, of eight inch diameter, are available in four or five hole mounting types.
batteries

TIPS ON SELLING BATTERIES

Modern cars demand power
Maintenance Free Batteries
Red Brute Batteries
High Energy & Powerhouse Batteries
Special Application Batteries
Care of Stock & Service Procedure,
"M-F" Batteries
Care of Stock & Activation Procedure
"Dry Charged" Batteries

This catalogue illustrates representative items from Atlas product lines. For detailed listing of items please see your Atlas price list or consult your Atlas salesman.
Find the Need — According to industry experience, for every 10 batteries tested, four will need recharging and one will need replacement. If you want more sales opportunities, simply test more batteries, especially those which look old or dirty.

Use a reliable load tester which shows probable life expectancy of the battery. The meter should give a clear “GOOD” or “REPLACE” reading, on a large scale. Keep the tester clean, for a professional appearance.

Explain to Customer — Encourage the customer to watch the battery test, to observe the results for himself. If the tester shows “REPLACE”, battery failure is imminent. This failure may occur far from service assistance, or at a time when service outlets may be closed.

Ask Customer to Buy — Suggest immediate replacement of the battery to avoid inconvenience and service call expense due to battery failure.

The standard battery recommended in the “Atlas General Specification Book, will supply at least as much power as the battery originally installed in the new vehicle. Also listed are options for the customer who needs or wishes extra reserve power over a longer battery life.

Tell the customer that by buying now, he can apply a reasonable trade-in allowance against the price of a new battery.

Mention the Atlas battery warranty and terms, also any credit terms you make available.

Make it easy and convenient for your customer to say “Yes.”

batteries

1. Find the need
2. Explain to the customer
3. Ask customer to buy

Selling a battery means replacing a customer’s old battery while it is still working, but close to failure. Remember, if battery failure occurs far from your place of business, someone else will get first chance to make the sale.

Selling a battery is easier than you may think. If your explanation is sincere, many customers will appreciate the benefits and buy your product.

NOTE: Good salesmanship must be supported by an adequate, well-chosen inventory. Some dealers keep several fast-moving battery types activated and ready for immediate installation. It is often an added incentive for a customer to purchase a battery when he can be on his way with minimal delay.

* For Export trade, product of equal quality may be supplied under the ESSO brand.
modern cars demand power

Failure of the battery or electrical system is probably the greatest cause of automotive breakdown on the road.

Over 34 million North American motorists were reported stranded because of battery trouble in one recent year. In many cases, the motorist had bought a replacement battery which was under-powered for his car.

Consider how often driving conditions require more capacity in a car battery. At night, headlights consume power. Heavy traffic or short trips make it difficult for the charging system to keep the battery fully charged.

In hot weather, modern high-compression engines may be hard to crank because of carbon buildup. In addition, the system may require power for air-conditioning.

Cold weather slows down chemical action of a battery. The results are slower charging and a reduction of battery power delivery. When the temperature drops to -18°C, battery cranking power is less than half of what it would be at 27°C, yet a cold engine needs more cranking power. In addition, there must be provision for heating and defrosting equipment.

You can see that all motorists, at sometime, have need for the extra capacity of a heavy-duty battery.

- Sell Atlas recommended batteries with capacity for extra performance.
- Eliminate battery returns
- Remember: a satisfied customer will buy from you again!
Maintenance free batteries offer many advantages to both the Dealer and his Customer:

**Benefits to the Dealer**
- No acid to buy or to handle.
- Battery received ready for installation.
- Factory filled.
- Factory charged.
- Factory tested.
- Factory sealed.
- Remains ready for installation, without boost-charging for up to 12 months.
- Reduces complaints and warranty claims.
- Saves valuable time.

**Benefits to the Customer**
- Highest cold cranking power at 0°F, (−17.6°C) in the Atlas line.
- Long life expectancy due to overcharge resistance.
- Eliminates watering and contamination.
- Reduces corrosion cleaning.
- Low user cost per mile.
- Truly maintenance free in normal use.

- More and larger plates than any other low maintenance battery in the line.
- More power to start your engine in extreme temperatures.
- For large 8-cylinder engines with full power options including air-conditioning.


*For Export trade, product of equal quality may be supplied under the Esso brand.
high energy batteries

- High performance, heavy duty battery.
- Good power reserve for cold weather starting.
- For most 6-cylinder cars with moderate power options.

power house batteries

- Good built-in power reserve.
- For most 6-cylinder and small 8-cylinder cars.


*For Export trade, products of equal quality may be supplied under the Esso brand.
special application batteries

*Atlas carries a number of special batteries for Trucks, Buses, Diesel Equipment and Snowmobiles.

Each battery has the power capacity and construction features to ensure excellent performance in its intended application.


*For Export trade, products of equal quality may be supplied under the Esso brand.
Atlas Maintenance-Free Batteries are delivered filled with electrolyte, and fully charged.

These batteries can be stored, without the need for charging, for up to 12 months from date of manufacture. Each battery has a coded date on the carton to indicate when recharging is required.

STOCK ROTATION is extremely important. “First in — First out” should be the rule for maintenance-free batteries.

It is suggested that state of charge and battery condition be checked, in all cases, before the M-F battery is installed in a vehicle. If a low state of charge should be found, follow charging procedure described below.

CHARGING becomes necessary for all batteries which have been abused (e.g. headlamps left on all night).

A Maintenance-Free battery should be put on a fast charger for 30 minutes at 30 amperes maximum rate. Test the battery. If additional charging is needed, repeat the 30 minute/30 amp test cycle. If after six cycles, the state of charge or battery condition is low, the battery is defective.

**NOTE:** Lead calcium batteries are not recommended for use with electric fishing motors, golf carts or other installations in which there is no charging system.
care of stock and activation procedure

DRY CHARGED BATTERIES

Atlas Dry Charged* batteries are shipped without electrolyte, which is available separately. Electrolyte is added at the time the battery is activated.

Dry Charged batteries may be stored almost indefinitely, provided storage is indoors in a dry location. Storage temperature should be maintained between 16°C (60°F) and 32°C (90°F), with the least possible temperature fluctuation.

Stock rotation is good policy. Observe the date code on the carton and sell the oldest battery first.

Good Activation Procedure must be followed in order to get the high performance of which Atlas Dry Charged batteries are capable. The procedure is just as important in warm climates as in cold.

The wearing of safety goggles is absolutely necessary during activation procedure.

Follow these steps in sequence.

- Before charging, fill each battery cell with electrolyte, only to the tops of the separators.
- Place a damp cloth across the top of the battery before connecting to charger. This safety measure will curtail the emission of explosive gas. Charge batteries only in a well-ventilated area.
- Charge until electrolyte temperature is 27°C (80°F) or higher, and hydrometer reading is 1.250 or higher. BOTH CONDITIONS MUST BE MET at the same time. CAUTION: Keep sparks or flame away. Explosive gas is generated during charging.
- After charging, fill all cells with electrolyte to the "full" mark, if necessary. Replace vent caps.
- Install battery in vehicle promptly, making sure it is installed with polarity correct.
- After the battery has been installed in a vehicle, add only water whenever the electrolyte level drops. Do not add acid.
- Do not load-test a freshly activated Dry Charged battery. Load-testing will give an inaccurate low reading on a newly activated battery.

An accurate load-test can be performed after the battery has been in service for a few days.

* For Export trade, product of equal quality may be supplied under the ESSO brand.
brake parts

TIPS ON SELLING BRAKE SERVICE

Brake
- Cables
- Calipers, Remanufactured
- Caliper Pistons
- Disc Pad sets
- Drums
- Hardware
- Hoses
- Hub & Rotor Assemblies
- Lines
- Master Cylinder Assemblies
- Rotors
- Shoes, Remanufactured
- Small Parts Assortments
- Stoplight Switches
- Wheel Cylinder Assemblies
- Wheel Cylinder Kits

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brake service

1. Find the need
2. Explain to the customer
3. Ask customer to buy

Find the need — Whenever you drive a customer's car, even when only moving it on your premises, check for the following brake operating conditions:

a) Spongy, soft pedal operation
b) Excessive pedal travel
c) Excessive pedal pressure needed
d) Pedal sinks gradually
e) Car pulls to one side
f) Brakes chatter or rattle
g) Brakes drag

Explain to the customer — (If you have found some of the above conditions) that his brake system may need service.

Ask customer to buy — Ask him to allow you to check for the cause of the trouble and to estimate cost of repairs.
brake parts

Illustrated, from top down, are a Disc Brake Rotor, Hub and Rotor Assembly, and a Brake Drum.

Atlas Brake Drums and Rotors are all finished and balanced, and in most cases are ready to go into service “right out of the box”.

Where drum or rotor must be mounted on the hubs, in the repair shop, some machining is necessary to “true up” the complete assembly. For such applications, the components have .01 inches additional thickness to allow for machining.
brake parts

Atlas Remanufactured Brake Shoes are finished to high standards and matched to provide balanced braking.

Our Disc Pad Sets are new. They have been improved steadily as a result of experience with the product. The material used has the correct coefficient of friction to give positive braking and quiet operation.

Remanufactured Disc Brake Calipers are precision-finished. Disc Brake Pistons and Seal and Boot Kits are offered as an alternative means of Caliper repair.

Atlas Master Cylinder Assemblies are stocked for most popular North American vehicles.
brake parts

We have a great many of the small Brake Hardware items which are necessary to complete a first-class repair.

Illustrated in the top picture are a Wheel Cylinder Kit, Wheel Cylinder Assembly, and a typical Hardware Kit for drum brakes. A Disc Brake Hardware Kit is also shown (centre).

Atlas also offers a good selection of Brake Cables, Cable Shorteners, Brake Hoses, Steel Brake Lines and Stoplight Switches.

All these products maintain Atlas quality standards.
brake parts

Hardware and small parts are available to put the finishing touches on truly professional brake repairs.

Illustrated are three popular hardware assortments for servicing disc and drum brake systems.

Each assortment is packed in a sturdy steel carrying case, with a parts identification chart.

All part numbers are available in small quantities for "refill" purposes.
accessories and chemicals

TIPS ON SELLING ANTIFREEZE/COOLANT

Antifreeze
- Coolant
- Gas line
- Windshield washer/Solvent
Batteries
- Flashlight and lantern
Belt Ease
Brake Fluid
Bulbs, for Flashlights
Cooling System Cleaner
Door Ease
Diesel Starting Fluid
ESSO Products (Export Trade Only)
Flashlights
Ice remover
Lanterns, electric
Lock De-Icer
Lock Ease
Part Ease
Rad Protector
Rad Solder
RETAIL STORES DIVISION Products
Rope, Poly coil
Rope, Poly towing

This catalogue illustrates representative items from Atlas product lines. For detailed listing of items, please see your Atlas price list or consult your Atlas salesman.
Find the need — Every time you service the engine compartment, check the radiator coolant level, or the radiator overflow tank if the vehicle is so equipped. Look for a tag or a sticker showing date of last coolant replacement (or original filling by car maker).

If the coolant has been in the system for a year or more, test it with a reliable anti-freeze tester.

Explain to the customer — Modern engines MUST have efficient coolant protection all year long. After one year, coolant may have become diluted and corrosion inhibitors will have lost power.

Ask the customer to buy good cooling system protection for another full year. Ask to clean, drain and refill his cooling system with fresh coolant of the desired strength.

Find the need — Your inspection shows grit, rust, foreign particles in the coolant.

Explain to the customer — Contaminated coolant is visible evidence of corrosion due to reduced protection in the system. Corroded systems cannot cool the engine efficiently.

Ask the customer to buy — Ask to clean, drain and refill his cooling system with fresh coolant to give adequate protection.

Find the need — Your inspection finds the coolant level is low. You find cracked or “spongy” hoses, white or gray coating around hoses and clamps or around the radiator core.

Explain to the customer — The cooling system shows evidence of leakage and possible overheating and boiling over. Before servicing the coolant, it would be wise to have a full check of the cooling system including belts, thermostat, gaskets, hoses and clamps, heater control valve, radiator cap and water pump operation.

Ask the customer to buy — Ask him to have you check and repair, as necessary, cooling system components. Then flush and refill the system with new, efficient Anti-Freeze/Coolant.

anti-freeze/coolant

1. Find the need.
2. Explain to the customer.
3. Ask the customer to buy.

Selling Anti-Freeze/Coolant should be regarded as a year-round part of your business.

The main purpose of coolant is to conduct excess heat away from the engine. In so doing, in addition to preventing freezing, it must resist boiling and inhibit corrosion in the cooling system. Regardless of climate or season, the cooling system liquid must be in good condition.

As time passes, Anti-Freeze/Coolants become diluted and weakened. In addition, the inhibitors gradually lose their effectiveness in preventing corrosion which can be a serious problem in modern vehicles.

You can therefore expect to sell Anti-Freeze/Coolant, (and cooling system service) at any time of year.
Atlas offers a line of effective chemicals for vehicle maintenance and protection.

Also available is a number of accessories such as flashlights, electric lanterns, batteries and bulbs, poly rope and heavy duty low-ropes.

Many of these items are useful in the home or workplace, as well as for the car.
Atlas sells popular Esso products such as Isosol and Barbecue Lighter Fluid, which are valued by campers.

Varsol and Waterless Hand Cleaner help with cleanup jobs at home, at work or with the car.

Esso Utility Oil cleans and protects small tools and makes hinges and many other devices work more smoothly.

In addition to its uses in preserving and in candle making, Parowax will improve the closing of car trunks and doors if rubbed on striker plates or latches.
cooling and heating system

TIPS ON SELLING BELTS AND HOSES

Belts
- Alternator, Fan, etc.
- Snowmobile Drive
Cords, Heater Replacement
Gaskets, Water Outlet
Hose
- Clamps
- Reducers
- Tees
Hoses
- Bypass
- Eze-on Flexible
- Flexible Lengths
- Heater
- Moulded
Heaters
- Block Type
- Lower Hose Type
Thermostats
Water Pumps

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TIPS
ON SELLING...

belts and hoses

1. Find the need.
2. Explain to the customer.
3. Ask the customer to buy.

The motorist seldom thinks about automotive belts and hoses, until a total failure occurs.

You can detect potential failure and inform the driver of his need for a belt or hose.

Find the need — Belts — Feel the belt between your fingers. Twist the belt and examine it closely. Any belt which is greasy, glazed or shiny looking, cracked or frayed, should be replaced. (CAUTION — be sure the customer does not start the engine during this check.)

Explain to the customer — A greasy belt is subject to deterioration. A greasy or glazed belt will slip and fail to drive the cooling fan and charging system adequately. A cracked or frayed belt, if not replaced, means a potential breakdown.

Ask the customer to buy . . .

Find the need — Hoses — Examine the hoses for surface cracks. Check for small leaks where hoses are clamped. Squeeze hoses with the hand. If a hose feels "spongy" and soft, it should be replaced.

Explain to the customer — Cracked hoses are deteriorated and dried out. Sudden failure is likely at any time. Even if the clamp is tight, it may not prevent leakage from a bad hose. Soft, spongy hoses are subject to early blowout or collapse.

Ask the customer to buy — (Don't overlook the chance to suggest new Atlas hose clamps.)
cooling and heating system

Atlas Moulded Hoses are formed for specific applications so as to fit around obstructions. Sharp bends are possible, without restricting the flow of coolant. Moulded Hoses, for lower radiator applications, frequently contain wire reinforcement to prevent collapse under vacuum experienced in this position.

Atlas Eze-On-Hoses are all preformed with coiled steel wire inside, to ensure good flow of coolant when the hose is flexed.

Atlas Eze-Flex Hose is a universal radiator hose which is supplied in four-foot lengths, in a number of diameters. It is wire reinforced and will resist hot radiator chemicals.

Atlas Heater Hose is fabric reinforced to withstand great pressure. This hose resists high temperatures, oil and radiator chemicals found in car heater systems.

Atlas Automotive Belts are manufactured of neoprene rubber on polyester cords. They stand up under heavy loads and resist deterioration due to oil and heat.

Other cooling system parts include Thermostats, Water Outlet Gaskets, Hose Reducers and Tees, and Stainless Steel Clamps.

Atlas offers Engine Heaters for installation in the lower radiator hose, or engine block. Both types of heaters feature rugged, reliable construction.
cooling and heating system

Atlas Remanufactured Water Pumps are available for most North American vehicles and also for many vehicles of European and Asiatic origin.

Remanufacturing is of the highest standard. Each pump is disassembled and sand blasted clean. After a close inspection of all components, a new shaft bearing and seal are installed.

The unit is then reassembled and vacuum tested for leaks. Finally, a corrosion resistant spray is applied.

The pump is packed with new gaskets, ready for installation.
power train and wheels

Bearings
- Clutch release
- Kits
- Trailer Wheel
- Wheel
Clutch Units, remanufactured
Drive Shaft Centre Supports
Oil Seals
- for Pinions
- for Wheels
Universal Joints
Weights, wheel

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