power train and wheels

Shown here, are Atlas parts for the power train system and wheels.

Atlas Wheel Bearings and Grease Seals are available for most popular cars and light trucks. Trailer Wheel Kits are offered including all parts, and grease needed to service one trailer wheel.

Remanufactured Clutch Assemblies consist of a clutch disc and cover assembly which have been made like new. These components are matched and balanced, as a unit, for smooth operation. Pilot bearings are also available.

In the lower illustration are a Driveshaft Support, a Universal Joint and samples of a range of Atlas Wheel Weights.
electrical & ignition

TIPS ON SELLING TUNEUP

- Adaptors for battery cables
- Alternators, remanufactured
- Ballast resistor
- Bearings, for alternators
- Bolts, battery
- Brush sets
  - alternator
  - starter
- Bulbs, automotive
- Cables, battery
- Coils, ignition
- Condensers
- Connectors, trailer
- Contact sets
- Distributor
  - caps
  - remanufactured
  - rotors
- Electronic ignition parts
- Flashers, signal
- Fuses and fuse holders
- Headlamps
- Regulators, voltage
- Sockets, electrical
- Solenoids, remanufactured
- Spark plugs
- Starter drives
- Starters, remanufactured
- Switches
  - dimmer
  - oil pressure
  - starting motor
- Terminals & accessories
- Wire
- Wire sets & leads, ignition

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.
tuneup

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

In selling Tuneup, you are selling a SERVICE. There is no colourful package or shiny new object to arouse customer interest. Therefore, the customer's decision to buy Tuneup will depend on a good sales presentation. It will also help if he has heard of your reputation for efficiency.

The key to efficient tuneup is systematic work. If you have a standard work plan, it will ensure that no checks or adjustments are overlooked. In addition, a work plan is a selling point for a customer, who will understand what to expect for his money.

The following Tuneup Program is used by a number of Atlas Dealers: —

Find the need — Discuss vehicle performance with a customer at every opportunity. Have the customer describe vehicle performance problems.

Explain to the customer — Poor fuel economy, difficult starting, poor or uneven acceleration, stalling, rough idling, misfiring, are indications that Tuneup is needed. Explain that the basic tuneup fee covers engine diagnosis to determine what is needed to restore engine performance. Inform the customer what parts, if any, are included in the tuneup fee.

Ask the customer to buy a tuneup — then proceed with your work plan as follows:

1. Test and analyse engine to determine services required to restore efficient performance level.
2. Test and service battery, cables and hold-down.
3. Check and adjust engine drive belts.
4. Check operation of heated air intake system and inspect air filter.
5. Inspect primary and secondary ignition circuits, wiring, distributor cap, rotor and ignition coil.
6. Check PCV system for operation and inspect valve and filter.
7. Check EGR system operation.
8. Check operation of automatic choke and heat control valve system.
9. Inspect canister and fuel filters.
10. Check and adjust curb and fast idle speeds.
11. Check on customer satisfaction when his bill is presented, and on his next visit to your premises.

Tuneup philosophy — Tuneup does not improve vehicle performance, it RESTORES performance to what it should be.

Tuneup will only help an engine which is basically sound. Attempting to tune an engine with worn valves and piston rings, for example, is a waste of time and money.

Make sure your customer knows exactly what to expect for his money.

Follow a systematic Tuneup Plan.

TOP QUALITY TUNEUP will win many friends for you and your business.
electrical and ignition

Atlas has a large selection of parts for Electronic Ignition Systems. There are Distributor Caps, Coils, Modules, Rotor's, Trigger Wheels and many other items, all designed, tested and approved for quality.

In the lower illustration are parts most frequently needed for tune-up of Breaker-Point Ignition Systems.

We offer a wide range of Spark Plugs under "Champion" and "Atlas Champion" brands.

Atlas Ignition Parts are proven performers.
electrical and ignition

Atlas Voltage Regulators are stocked in a range of solid-state and electro-mechanical types.

Also offered are Starter Drives and Starter Switches.

Other electrical items include oil pressure switches, dimmer switches, starter brush sets and alternator bearings.

The design and manufacturing of all these items have met with Atlas quality requirements.
electrical and ignition

Atlas has a variety of Battery Cables, Battery Terminals and Terminal Adapters. Also shown, in the top picture, are examples of Trailer Connectors and Lamp Sockets.

Ignition Wire Sets and Individual Leads are available in 7MM and 8MM diameters. Insulation is Hypalon or Silicone Rubber, depending on the application. High Voltage Cable is also available by the spool.

We stock a good selection of Terminals and Accessories. Connectors and Spark Plug Boots. There are Tools for crimping and wire stripping. Primary Wire, of popular gauges, is sold by the spool.
electrical and ignition

Atlas Remanufactured Alternators cover applications for a large number of North American and imported vehicles. The comprehensive remanufacturing process, for these alternators, is described in "The Atlas Quality Story" near the beginning of this book.

Each Atlas Remanufactured Distributor features new bearings, cap, rotor, points, condenser and vacuum advance. The unit is thereby restored to its original performance characteristics.

Starter Motors are also remanufactured to rigid quality standards. Each unit is factory tested for performance.
electrical and ignition

Atlas Sealed Beam Headlamps include round and rectangular replacement units for two and four light systems. There is also a line of Quartz Halogen Headlamps.

All popular Miniature Lamps are available.

Automotive Fuses, cartridge and plug-in types, are offered in small quantities or in assortments. We also stock Fuse Holders of the in-line variety.

Atlas Signal Flashers are of the electronic type which maintain a uniform flashing rate with light or heavy loads.
HEAVY DUTY MUFFLER FEATURES

- Coated and Aluminized Steels
  Exclusive use is made of rust resisting steels on all heads, shells and partitions where strength and corrosion resistance are required.

- Spot-Welded Partitions
  By spot welding partitions to the muffler shell, greater structural strength is achieved.

- Spun-Locked Heads
  This method of joining muffler heads to the shells provides extra resistance to backfire.

- Mechanical Joints
  This permits “free floating” expansion and contraction during internal temperature changes, eliminating the breaking of spot welds and the subsequent rust formation on tubes, thereby giving longer internal muffler life.

exhaust system parts

A complete quality line covering North American cars, light and medium trucks and many Asiatic and European vehicles. Atlas offers more than 3500 items in this line alone!

- Brackets
- Clamps
- Extensions
- Exhaust Pipes
- Flanges
- Gaskets
- Flexible Tubing
- Hangers
- Mufflers
- Resonators
- Tailpipes
- Many other items

Most Atlas heavy duty mufflers feature aluminized heads .048” thick, for greater life. (Many other brands use galvanized heads.)

Atlas muffler inlet and outlet bushings are heavy duty, designed to outlast ordinary makes by up to 20%.

For applications where high heat is found, Atlas uses double shell construction enclosing protective fibre mat insulation.

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.
filters

TIPS ON SELLING FILTERS

Air filters
Automatic transmission filter kits
Carburetor inlet filter
Charcoal canister filter cartridge
Emission control filters
Fuel filters
Funnel for draining automatic transmissions
Oil filters
PCV valves

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.
TIPS
ON SELLING...

filters

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

The best opportunities for selling filters are at the time of an oil change or engine tune-up. At these times, the customer is likely to be most interested in the needs of his vehicle.

Find the need — To identify a filter which should be replaced, you need to know mileage or date of the last change, and the recommended service interval.

Look for a "lube sticker" showing date or mileage of the last filter change. Sometimes the customer will remember, or will have the last service bill in his glove compartment.

Check the car owners' handbook, or your oil company lubrication guide for the car makers' filter replacement recommendations.

OIL FILTERS

Explain to the customer — Oil Filter replacement is determined on the basis of time or distance. Regular Oil Filter replacement is important to remove abrasive particles which could cause engine wear. Most car manufacturers recommend changing oil TWICE AS OFTEN when the vehicle is used in city driving, short trips or on dusty roads. Ask the customer to buy.

AIR FILTERS

Explain to the customer — His car requires the equivalent of about 12,000 tires of air for every liter of gasoline consumed. Fuel economy and good performance can be only achieved with a clean Air Filter. The Air Filter should be checked every 4,000 to 6,000 miles and replaced at 20,000 KM (12,000 miles) or less if dirty. Check also the Crankcase Vent Filter, if the vehicle is so equipped. If the Air and Crankcase Filters need replacement, ask the customer to buy.

GASOLINE FILTERS

Explain to the customer — To avoid rough engine idling, stalling and poor acceleration due to a clogged Gasoline Filter, replace the Filter every 10,000 KM (6,000 miles). For many cars, this interval equals twice per year, conveniently, each Spring and Autumn. Ask the customer to have you replace the gasoline filter.

Extra tip — When doing an engine tune-up, check the need for replacement of ALL Filters — Air, Gasoline, Oil, Crankcase Vent — Emulsion Coater and the PCV Valve. Point out to the customer these items which need replacement, and ask the customer to buy.
filters

Atlas Air Filters are constructed of a highly uniform, controlled porosity paper. This filter medium permits a high rate of air flow, while trapping abrasive particles which would otherwise cause increased engine wear.

The filter paper is flame-resistant to prevent ignition in the event of an engine back-fire.

Plastisol end seals ensure that air will not bypass the filter element.

Gasoline Filters trap minute particles of dust, metal, rust and other foreign matter, before they can enter the carburetor.

Atlas has air and gasoline filters for most North American cars and light trucks and for many popular imported vehicles.
filters

Atlas Oil Filters are designed to meet car manufacturers’ requirements for warranty protection.

Quality oil filters have more design features than are apparent on the outside. For example, for cars which have no built-in oil pressure relief valve, the oil filter must incorporate a relief valve. If the filter becomes clogged with foreign particles, the relief valve opens to ensure continued oil flow.

In some vehicles, the oil filter is mounted in an inverted, or partly inverted position which would allow oil to drain out when the engine is stopped. The filter must contain a check-valve to retain oil for immediate lubrication when the engine is restarted.

Atlas Oil Filters have all the correct design features for their published applications.

Atlas also offers High Mileage Oil Filters which are designed for use with long-life premium and synthetic motor oils. The dual media used in these filters are intended to trap dirt and withstand high temperatures for service intervals up to 12 months or 24,000 KM. (Subject to vehicle makers’ recommendations.)
filters

Atlas Automatic Transmission Filters are designed to meet car manufacturers' specifications. These filters protect the transmission by removing harmful abrasives from the transmission fluid.

Atlas suggests a filter and fluid change every 20,000 Km, (12,000 miles) for maximum transmission protection. (Check car manufacturer's recommendation.)

Each transmission Filter Kit is packed with a high quality gasket.

Also illustrated, is a transmission drain funnel which fits on most oil drain equipment. Funnel is of tough light weight plastic, approximately 70 cm, (24 inches) square.

P.C.V. Valves are offered for all popular vehicles. Dealers who stock Atlas P.C.V. Valves can carry relatively few part numbers to service a wide range of cars.

We also supply Emission Control Filters, and Crankcase Breather Filters. (Illustrated lower left and right respectively).
front end parts

Adjusting Sleeves
Ball Joints
Centre Links
Control Arm Shaft Parts
Drag Link Assemblies
Idler Arm Parts
King Bolt Sets
Knuckle Support Pin Sets
Pitman Arms
Shackles and Bushings
Stabilizer Links
Tie Rod Ends and Assemblies
Tie Rod Sockets

Atlas has over 250 Front End Part Numbers to service popular North American cars and trucks.

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fuel system

Carburetor
- Kits
- Springs
Carburetors, remanufactured
Choke thermostats
Fuel pumps, remanufactured
Hose, Fuel line
Temperature Sensors
Tubing, copper

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.
fuel system

Remanufactured Fuel Pumps are supplied for most North American cars and light trucks, and several popular imported makes.

All units are disassembled, cleaned and inspected. New neoprene valves and diaphragms are installed. Each unit is reassembled, tested for correct output, and packed with a new mounting gasket.

Remanufactured Carburetors receive the painstaking care in which Atlas takes pride.

Original equipment units are dismantled completely and cleaned. Every component is subjected to minute inspection, and replacement if it does not meet Original Equipment standards.

After reassembly, each unit is flow-tested on equipment which simulates engine conditions at various drive and acceleration modes.

New mounting gaskets are packaged with each unit.

Atlas customers have the advantage of technical and application data books which are published periodically.
fuel system

Atlas can provide Carburetor Kits for most North American cars and light trucks, and many Imported Vehicles.

Temperature Sensors, Choke Thermostats and Carburetor Return Springs are sometimes required in tuning the fuel system. Atlas has them in popular types.

Our Fuel Line Hose is made of neoprene rubber, reinforced for high reliability. Various diameters are available by the spool.

We also stock copper tubing for fuel system use.
sundry parts

Caps
- Fuel tank
- Oil filler
- Radiator

Gaskets
- Push Rod Cover
- Timing Gear
- Valve Cover

Hardware
- Assortments
- Bolts
- Brass Fittings
- Cap Screws
- Drain Plugs
- Frost Plugs
- Grease Fittings
- Nuts, various types
- Studs, Manifold
- Washers, flat & lock types
- Wheel Bolts & Nuts

Hose, Emission Control Duct
Rocker Arm Kits
Valve Lifters
Transmission Modulators
Timing Chains, Gears, Sprockets

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.
sundry parts

Atlas timing chains, sprockets and timing gears will service the most popular North American cars and light trucks.

Matching gaskets, seals and harmonic balancing rings are also available.

Illustrated in the lower picture are rocker cover and side plate gaskets, a pair of valve lifters, emission control duct hose and a rocker arm kit.

Each type of item has passed appropriate quality tests for Atlas approval.
sundry parts

We offer a useful range of Automotive Hardware such as Wheel Bolts & Nuts, Wheel Studs, Brass Fittings, Screws & Nuts, Washers and many other items, all available in small quantities.

Assortments are available, packed in a steel carrying case, a steel rack with plastic drawers, or steel rack with boxes, depending on type and size of contents.
sundry parts

A faulty transmission modulator can cause rough gear shifting on an otherwise good automatic transmission.

There is a correct Atlas transmission modulator to fit most popular North American cars.

We offer a good selection of radiator caps and oil filler caps. Fuel tank caps, including emission control varieties, are available in locking and regular types.

Atlas carries frost plugs, of both expansion and cup types. Grease fittings are supplied in metric thread or SAE thread.
shock absorbers

TIPS ON SELLING SHOCK ABSORBERS

Kits
- Hardware Replacement
- Hose Replacement
- Macpherson Strut Cartridges
- Shock Absorbers
- Air Adjustable
- Extra Heavy Duty
- Heavy Duty
- Load Booster
- Standard Replacement
- Tools, Service for Macpherson Struts

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 — On the average, shock absorbers need replacement at about 30,000 km. Therefore, any vehicle which has travelled 30,000 km represents a potential sale.

You can find these extra sales opportunities using a few simple, but reliable tests for defective shock absorbers:

1. Make the “bounce test”. Push down hard on the rear bumper, then on the front bumper. If the car bounces more than once or twice, the shock absorbers are worn out and need replacement.

2. Look for abnormal tire wear, such as concave tread areas, which could indicate worn out shock absorbers. Test further by disconnecting the lower end of a “shock” and moving the piston completely in and out. If there is little or no resistance, or jerkiness, replacement is needed.

3. If a car is on your lift, look for fluid on the outside of the shock absorbers. (Be sure the fluid has come from the unit in question.) Leaking fluid means failure of the shock absorber seal. Replacement of the entire unit is necessary.

4. When a car is on the lift, look at the rubber rebound blocks which protect the vehicle in case of violent bouncing (“bottoming”). If the rebound surfaces are clean or shiny, the shock absorber is weak and needs replacement.

Explain to the customer — Worn shock absorbers reduce the riding comfort, safety and economy of a car.

Failure to control wheel bouncing means the wheels are not being kept in full contact with the road. Bad shock absorbers therefore mean inferior steering control and reduced braking and stability. In extreme cases, there can be complete loss of steering control during cornering.

With worn shock absorbers, undamped wheel movement means premature wear of tires and suspension parts such as steering linkage and ball joints. To avert the expense of such premature wear, the cost of new Atlas shock absorbers is reasonable.

Ask the customer to buy —
shock absorbers

Four types of Atlas Shock Absorbers are illustrated. (Top, left to right).

Standard type, 1 inch bore, equivalent to most original equipment on cars.

Heavy Duty 1 3/16" bore giving extra control for the car usually carrying a full load, or operated on bad roads.

Extra Heavy Duty Adjustable, 1 3/16" bore. This unit is for Light Trucks and off-road vehicles. Ride control can be adjusted in three degrees of firmness, to provide the characteristics required by the vehicle.

Load Boosters are a combination of shock absorber and spring. They are designed to improve the load carrying capacity of station wagons, cars used to tow trailers, recreational vehicles and light trucks.

Air Adjustable Shock Absorbers, for cars and light trucks, may be inflated to adjust vehicle height under various load conditions. It's as easy as inflating a tire. Whenever the load calls for it, add air to keep vehicle and headlights levelled and to maintain good rear vision and vehicle handling characteristics.

MacPherson (Hydraulic) Strut Cartridges are available for many late model cars. Also offered are spring compressors and bar wrenches required for installation of strut cartridges.
tire service items

Tire Repair Accessories
- Cement
- Patches
- Rubber Repair Kits
- Solvent Cleaner
- Various Small Tools
Tire Service Accessories
- Air Chuck
- Gauges, Tire Pressure
- Gauges, Tire Tread
- Rubber Lubricant & Applicator
- Studs
- Valve Caps, Extensions, Insides
- Valve Mounting Tools
- Valves, Tire

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.
tire service items

"Tire Service Items" includes air pressure gauges, air chucks, valves, valve cores, valve caps, and valve extensions.

There is a good range of tire patches, including types for use with radial tires.

Matching chemical products include rubber cleaning solvents, chemical self-vulcanizing cement and rubber lubricant.

Accessories include a rubber lubricant applicator kit, a tire marking crayon and various small hand tools for effecting repairs.

All Atlas tire repair materials have been tested and selected for the purpose of safe and lasting repairs.
windshield wiper parts

TIPS ON SELLING WIPER BLADES

Windshield Washer
- Hose
- Pumps
- Pump Replacement Kits
- Repair Kits
Windshield Wiper
- Arms
- Blades
- Refills

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.
If your inspection finds any of the following conditions, a new blade or refill is advisable —

Find the need — The wiping edge is worn, broken, nicked, or has become rounded.

Explain to the customer — The blade can no longer squeegee water and film off the windshield. It should be replaced (or refilled) for safe driving vision.

Ask the customer to buy a new blade or refill.

Find the need — The metal part of the blade is bent or twisted. Mounting hardware is rusty.

Explain to the customer — The blade no longer has the correct alignment or flexibility to do an efficient wiping job.

Ask the customer to buy a complete new wiper blade.

Find the need — The wiping edge of the blade is cracked and hardened.

Explain to the customer — The blade cannot do an efficient job and should be replaced (or refilled) before causing scratches on the windshield.

Ask the customer to buy a new blade or refill.

blades or refills

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

You may be surprised at your ability to sell blades and refills, particularly with a little self-training in advance.

Familiarize yourself with the various blade and refill mounting arrangements. Practise removing and replacing blades so that when a sale is made, customer confidence will not be lost through a clumsy installation.

Sales are most likely just after rainfall, when the customer may be aware of poor wiper performance.

For good blade action, the wiping edge must keep unbroken contact with a curved glass surface in order to plane off water, without scratching. You can find the bad ones by inspecting a customer’s vehicle.
windshield wiper parts

Atlas Windshield Wiper Arms include types of adjustable length. Most North American cars and light trucks are covered by a minimum of part numbers.

Wiper Blades and Refills cover a wide range of vehicles from North America and other continents.

Plastic “All Weather Blades” and “All-Size Refills” will give wide coverage with few part numbers.

Metal blades include the “Weathergard”, on which a rubber sheath flexes to reject snow and ice.

Also available are Wiper-Washer Hoses in various diameters, and Windshield Washer Pumps and Repair Kits.
tools and equipment

Cleaner
- Atlas liquid for parts.
Display Equipment
Gasoline Dispensing
- Belts, for pumps
- Filters
- Hand Protectors, for nozzles
- Hoses
- Nozzles, remanufactured
- Shields, plastic for nozzles
- Spouts
- Swivels
- Tools

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.
tools and equipment

Atlas makes available various items of Display Equipment and Parts Cabinets. Your Atlas Salesman will be pleased to discuss your requirements.
tools & equipment

There is a good demand for Atlas Gasoline Dispensing Accessories. The line includes remanufactured hose nozzles in various designs for dispensing leaded and unleaded fuels, in served or self-serve outlets. Spouts and protective shields are available separately.

Also available are gasoline hoses, hose swivels, pump belts and pump filters.

Atlas offers a number of popular small tools such as battery fillers and hydrometers, funnels, wrenches and other items. Leading brands and top quality are the rule.

Atlas carburetor cleaner, available in 13.65 litre (3 gal.) pail, is effective in cleaning precision parts.