

FOLLOWING THROUGH

ON

McQUAY-NORRIS

ALTIMIZED

Engineered Set

PISTON RINGS

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download a pdf
of this item.





FOCUS

FOLLOWING THROUGH

ON

McQUAY-NORRIS

ALUMINIZED

Engineered Set

PISTON RINGS



IN
Golf

FOLLOW THROUGH
... is the difference
between a good shot
and a poor one . .

IN
Baseball



FOLLOW THROUGH

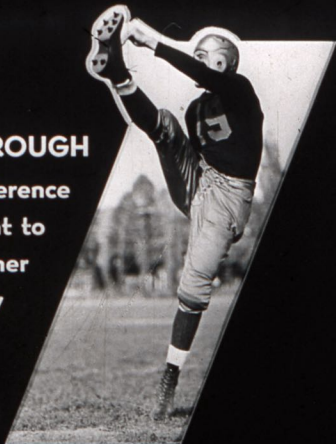
. . . is the difference
between a healthy
wallop and a pop up

IN

Football

FOLLOW THROUGH

**. . . is the difference
between a punt to
the coffin corner
and a sloppy
end-over-end**



IN Advertising and Merchandising

FOLLOW THROUGH is the difference
between *calls* and *sales*



You Have Heard The Story Of

ENGINEERED SET
Piston Rings

and

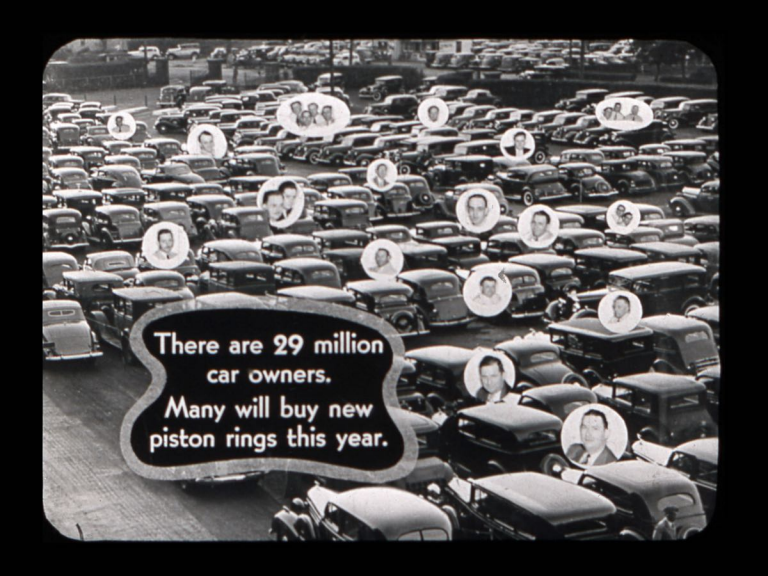
FACTORY TYPE
Piston Rings



You know they're based on solid Engineering facts

AND

The
ADVERTISING and MERCHANDISING
behind these Rings has been
Engineered, too.



There are 29 million
car owners.
Many will buy new
piston rings this year.

The announcement of anything **NEW** for the automobile is five times as effective as day-in and day-out advertising.



The car owner is all ears and eyes for something new.

THAT'S WHY



McQUAY-NORRIS
ALUMINIZED
Engineered Set
PISTON RINGS

Will be advertised in the

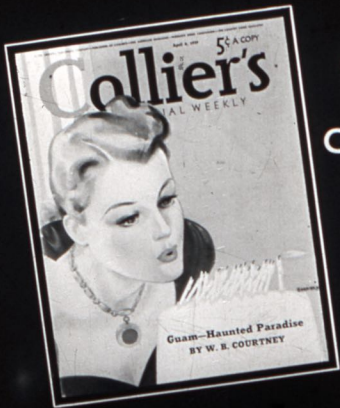
**SATURDAY
EVENING POST**

Circulation
3,500,000

Millions of additional

readers . . . mostly car owners.

AND



in

Collier's

Circulation 3,000,000
with millions of
additional readers.

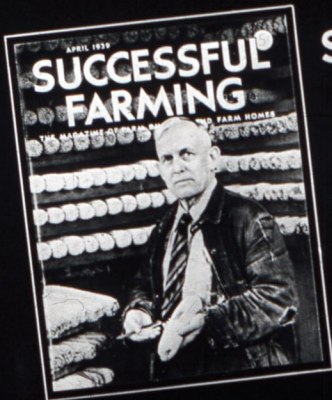


in

Look

The largest newsstand circulation of any of the picture magazines . . . millions of car owners.

AND . . .



in
**SUCCESSFUL
FARMING**

Circulation 1,500,000
with farmers owning
cars, trucks and
tractors.

Car owners are influenced by ADVERTISING
like this to ask about

Engineered Sets

So you can FOLLOW THROUGH
and get the order.

Only McQuay-Norris FOLLOWS THROUGH
to the car owner like this.

More than 25 million*
— we said *million* —
see these signs every day.



*U. S. Government and State Government Figures

These silent salesmen throughout the country
make the motorist **McQUAY-NORRIS** conscious
so you can sell easier.



This campaign is being extended
to all states wherever possible
as quickly as possible.

McQUAY-NORRIS

ALTIMIZED

Engineered Set

PISTON RINGS

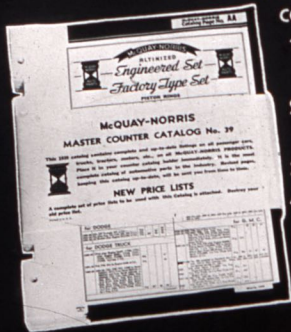
Will be known by millions upon millions
of car owners that's real
FOLLOW THROUGH.

McQuay-Norris
FOLLOWS THROUGH
to the repair trade, too.

WITH . . .

STREAMLINED CATALOG SERVICE

The finest catalog ever published MASTER COUNTER CATALOG



CONTAINS

1. Complete alphabetical listing of cars, trucks and tractors.
2. Complete numerical lists of all parts.
3. Progressize size charts.
4. Special section for very old models.

THE MASTER SALESMAN'S CATALOG

Contains:

1. Complete alphabetical listing of all cars, trucks and tractors.

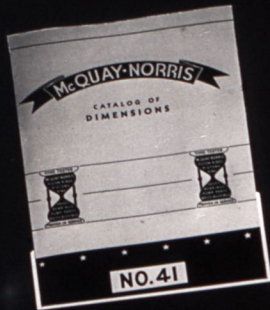


Streamlined in size because jobber's salesmen asked us to. Any jobber's salesman can have the Master Counter Catalog for the asking.

THE MASTER DEALER'S CATALOG

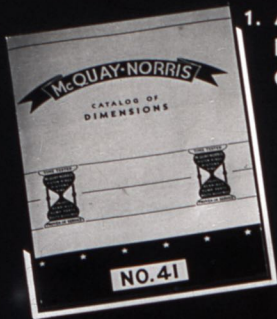
Contains:

Complete alphabetical listings of all cars, trucks and tractors.



The most complete dealer's parts catalog.

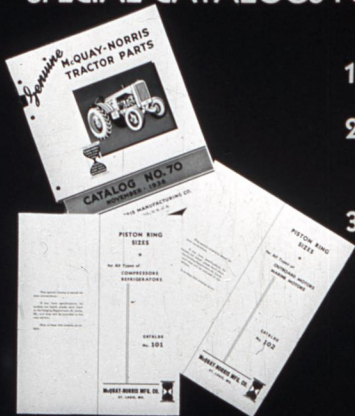
THE MASTER DEALER CATALOG WILL BE DISTRIBUTED



1. Automatically to all Complete Line Buying Agreement holders and all Car Dealer Buying Franchise holders.
2. To Distributors for judicious distribution over their counter.
3. To any repairman who requests it.

A complete coverage

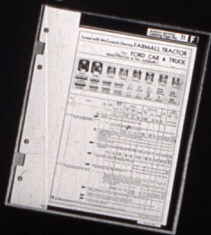
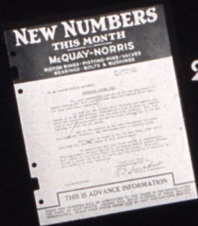
SPECIAL CATALOGS FOR SPECIAL USES



1. Tractor Catalog
2. Air Compressor Catalog
3. Outboard motor and marine motor Catalog

A CONTINUOUS STREAMLINED CATALOG SERVICE

1. New Number Announcements to Warehouses.
2. New Pages whenever necessary.



The best catalog in the parts business
has become better.

IT HELPS DEALERS BUY.

IT HELPS YOU SELL.

**McQuay-Norris FOLLOWS THROUGH in trade papers
OUTSTANDING ADVERTISEMENTS IN:**



**Motor
Automobile Digest
Jobber Topics
Automotive Merchandising
Motor Service
Southern Automobile Journal
Automotive News
Northwest Motor
N.A.D.A. Bulletin
Motor Magazine
Motor Book
Motor In Canada
El Automovil Americano**

**Let's Go
And others**



Advertisements like these will help sell
more than 430,000 repairmen a month

**WE'VE CHANGED
PISTON RING
BUYING HABITS**

with
**McQUAY-NORRIS
ALTINIZED
Engineered Set
PISTON RINGS**

**MAIL
THIS COUPON
TODAY**

GET THE JUMP ON YOUR COMPETITOR

Please send me the FREE book entitled
"The Engineered Set"

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

**McQUAY-NORRIS MANUFACTURING CO.
ST. LOUIS, MO.**

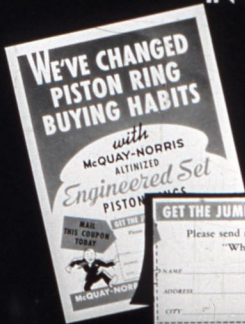
*You should
know about the
new sensational*
**McQUAY-NORRIS
ALTINIZED
Engineered Set
PISTON RINGS**

**A Sure Way TO
MAKE More Profits**

There are no other piston ring sets comparable
to the Engineered Set. It is the only set that
... has been proven to last longer than other
sets. It is the only set that is made of one
piece. It is the only set that is made of one
piece.

**McQUAY-NORRIS MANUFACTURING CO.
ST. LOUIS, MO.**

THOUGHT PROVOKING COPY BRINGS IN HUNDREDS OF INQUIRIES



GET THE JUMP ON YOUR COMPETITOR

Please send me the FREE book entitled
"Why Engineered Sets?"

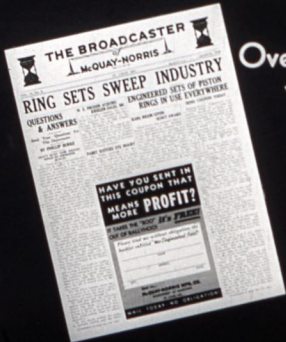
NAME _____

ADDRESS _____

CITY _____ STATE _____

They are
turned over
to you for
**FOLLOW
THROUGH**

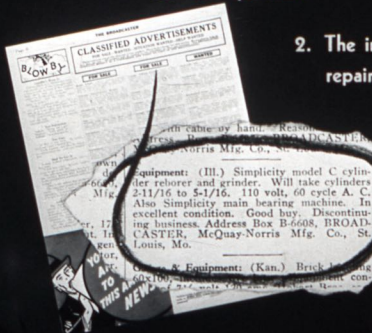
McQuay-Norris continues to FOLLOW THROUGH with **THE BROADCASTER**



Over 100,000 each month to
YOUR customers. **YOU**
supplied the names.

How's this for FOLLOW THROUGH ?

1. The BROADCASTER pulled 38 inquires for the repairman.



2. The inquires were mailed to the repairman.

3. The repairman sold the equipment.

4. And here is what he says:

B. KJELLESVIK'S GARAGE
AUTOMOBILE ACCESSORIES
TELEPHONE 23-J
LISBON, ILL.

McQuay Norris Mfg. Co.,
St. Louis, Mo.

Gentlemen:

I wish to thank

ad in The
result

M

m

for

have

you kindly ~~write~~ ~~to~~ ~~me~~
find stamps. Thanks

B. Kjellesvik

I wish to thank you for the
ad in The Broadcaster and the grand
results I have had. I sold the
Main Bearing Machine and got what
I asked for it. I also have



THE BROADCASTER

brings in hundreds of inquiries.

These are turned over to you for
FOLLOW THROUGH

Every month answers to questions by capable authorities give an incomparable mechanical service.

QUESTIONS & ANSWERS

Send Your Questions For This Department

BY PHILLIP BURKE

BREAKAGE OF PISTONS DURING RESIZING OPERATION

Q. Occasionally when resizing pistons, cracks develop in them. Therefore we would appreciate any help you might be able to give us in eliminating such trouble.

A. In the operation of resizing pistons, whether they be of the aluminum, cast iron or steel type, there are several causes which lead to the failures of which you speak, some of these causes being inherent, while others are due to external forces.

Possibly the most prevalent cause of the failure when pistons are resized are inherent defects, such as cracks resulting from actual operation, or from mechanical attempts to machine the piston so as to secure better oil control.

... through visual exam- ... result-

THE BROADCASTER

McQUAY-NORRIS

MORE PROFIT FOR REPAIRMEN

QUESTIONS & ANSWERS

WITH NEW ENGINEERED SETS OF PISTON RINGS

THIS COUPON MEANS MORE PROFIT FOR YOU

IT'S FREE!

NO BATTERY! NO OIL! NO PLAIN CAST! Please send no money whatever on better quality "Multipurpose" sets.

McQUAY-NORRIS MFG. CO.

NEW YORK, N. Y.

NO CASH NO OBLIGATION

We continue to FOLLOW THROUGH with

**COOPERATIVE
ADVERTISING**

WHEREIN

We furnish the ADVERTISING and YOU furnish the COOPERATION

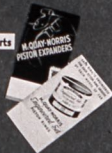


Mechanical Service Cards



Blotters

Letter Inserts



Parcel Post Stickers



Window Displays

Counter Stands



And other material from
time to time



The repairman sees the car owner advertising in
THE SATURDAY EVENING POST,
COLLIERS, LOOK and
SUCCESSFUL FARMING

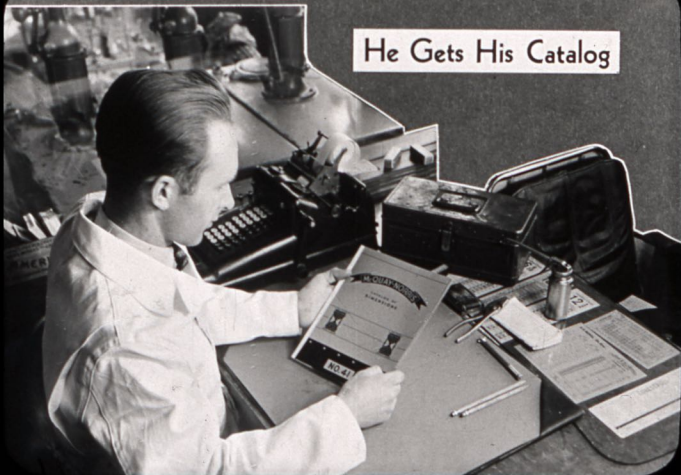
On The Road



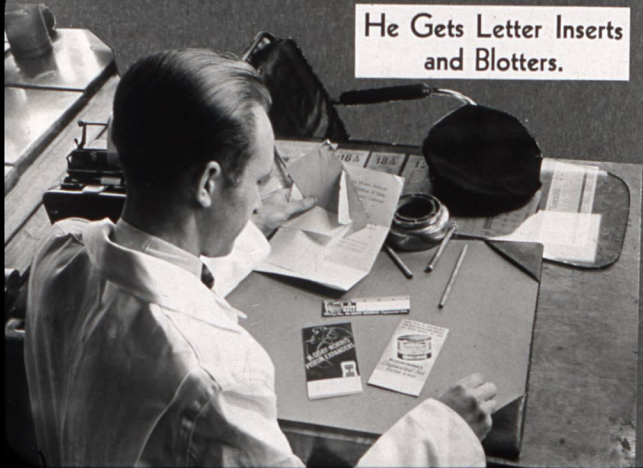


In The Trade Papers

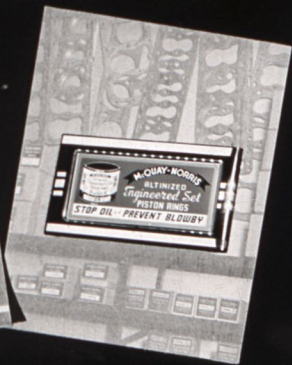
He Gets His Catalog



He Gets Letter Inserts
and Blotters.



In your store he sees a
COUNTER STAND and a **SIGN**



He can't help but know about

McQUAY-NORRIS

ALTIMIZED

Engineered Set

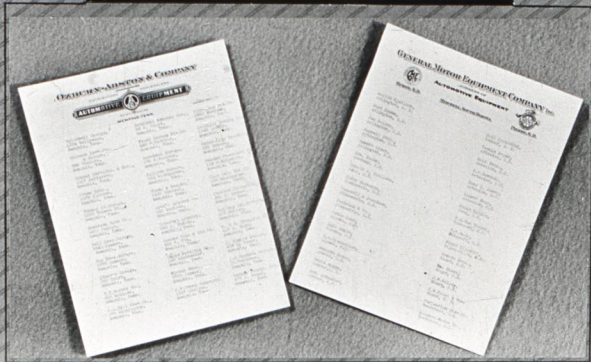
PISTON RINGS

But we're not satisfied. We want to be
sure YOUR customer knows about them.

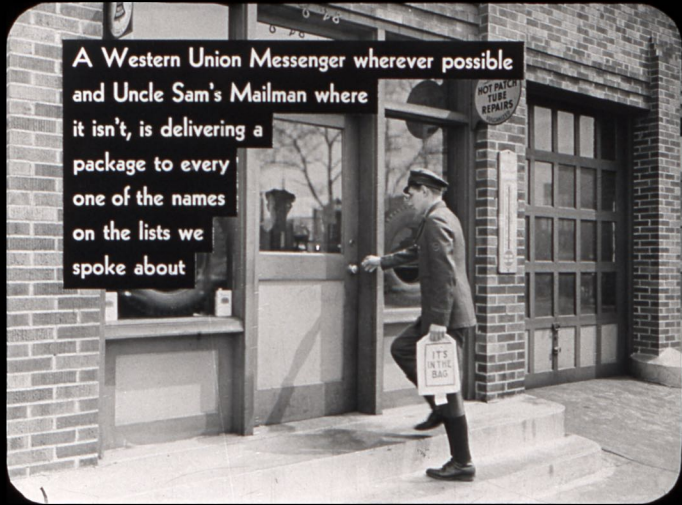
We know that the most effective advertising ever published or broadcast needs the wholehearted cooperation of the jobber's salesman.

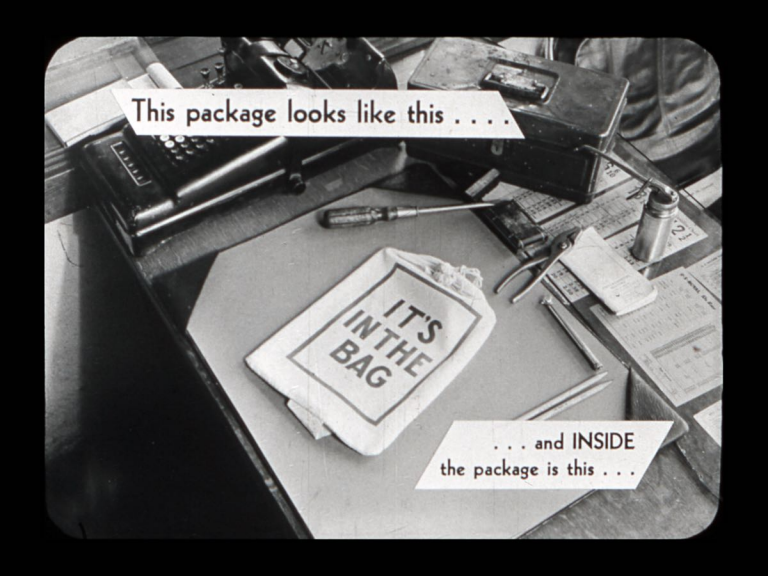
So we're **FOLLOWING THROUGH** right to **YOUR** customer.

You furnished us a list of names of
piston ring users in your territory



A Western Union Messenger wherever possible
and Uncle Sam's Mailman where
it isn't, is delivering a
package to every
one of the names
on the lists we
spoke about





This package looks like this

. . . and **INSIDE**
the package is this . . .



LET'S OPEN UP AND SEE.

If ALL Cars Had EXACTLY THE SAME MOTOR



YOUR PISTON RING BUSINESS WOULD BE A
LEADPIPE CINCH...BUT THEY DON'T...AND
THAT'S WHERE THE HEADACHES COME IN



The only way for the lot of cars of
headaches for the car owner is
the car lot. The car lot owner
ring up the car owner's name.
The car lot owner, the car
lot is required to use piston
ring grooves in each model.

You can't make all car manufacturers use the same identical motor. Neither can we. But we can and do make piston rings that are specifically engineered for each piston ring groove of each model of motor. And you can buy, stock and sell these rings by stock numbers and take the headaches, guesswork and grief out of your piston ring business. That's the story of **ENGINEERED SET PISTON RINGS** in a nutshell.

...FOR WORN AND TAPERED CYLINDERS

AND ON

IT'S AS PLAIN AS THE NOSE ON THIS FACE



PISTON FOR FOOD

Each of these three pistons is different in several design details. Each has a different piston ring groove design and height. Each has a different piston crown profile. Each has a different skirt and bearing design. Each has a different skirt and bearing design. Each has a different skirt and bearing design. Each has a different skirt and bearing design.



PISTON FOR FURNACE



PISTON FOR ENERGY

EACH PISTON RING GROOVE OF EVERY MODEL IS A SEPARATE PISTON RING ENGINEERING PROBLEM...AND YOU KNOW IT!

You've installed enough piston rings to know that just because rings are the same size, they don't work right in all makes and models. The reason is that each piston ring groove of each piston of every model is a separate piston ring engineering problem. Each McCaury-Norris Engineered Set has the rings that will work best in each groove of each piston. Now you can order piston rings by stock number and forget about sizes. That makes sense, doesn't it?

Engineered Sets

...STOP OIL TROUBLE AND PREVENT BLOWBY

AND ON...

AND NOW LET'S GET THIS STRAIGHT



DON'T CONFUSE *Engineered Sets* WITH SO-CALLED "COMBINATION SETS". THEY'RE AS DIFFERENT AS PROFIT AND LOSS

For a long time, piston rings have been sold in so-called "combination sets." These combination sets are just so many oil and compression rings of a particular size gathered together and put in a box. They are supposed to give proper results in all models using the same size, but they don't because they're never engineered for any specific model or ring groove. McQuay-Norris Engineered Set Piston Rings must not be confused with these so-called combination sets. In Engineered Sets, each ring is engineered for each piston ring groove of each model of car. That's why they stop all trouble and blowby and make satisfied customers.

Engineered Sets ... FOR WORN AND TAPERED CYLINDERS

YOU KNOW THE STORY
DON'T TRY TO READ IT ALL.

A BLUEPRINT WITH EACH



In each Engineered Set of Piston Rings there is a Marpress order to the one that you take out of the blueprint on the opposite page. The blueprint instruction sheet differs with each Engineered Set, again proving that these Sets are individually engineered to the last detail. For instance, the blueprint you have is for Chevrolet 6, 1933. Note that it gives you the specifications of the

Engineered Set FOR BUILDING YOUR PROFITS

... rings and the necessary operations for engineered motor re-ringing. But these blueprints do more than that... they are blueprints for building your profits, your volume and your reputation as a piston ring specialist.



Engineered Sets

... STOP OIL TROUBLE AND PREVENT BLOWBY

AND Remember...
McQUAY-NORRIS PISTON RINGS ARE

ALTIMIZED

ANOTHER STRONG SELLING POINT WITH YOUR CUSTOMERS

You know that tin is the best bearing metal available. That's why McQuay-Norris Piston Rings are Altimized—a coating of tin base bearing alloy is electrically applied to the surfaces of the rings.

AN EXCLUSIVE McQUAY-NORRIS



Until McQuay-Norris developed Altimizing, it was impossible to produce rings that would work in tapered cylinders without creating excessive wear and blowby. Altimizing rings blowby before it starts and prevents excessive wear because there is a pad of soft bearing material between the rings and the cylinder wall. Altimizing is also important because it eliminates rapid metal wear and increases the natural wear life of the rings 33%. Altimized Rings have advantages no other rings can possibly have and it's a great talking point for you.

DEVELOPMENT

...AND THERE'S ALSO SOMETHING NEW



FOR SLIP-IN AND REBORE JOBS
ALTERNIZED *Factory-Type Set* PISTON RINGS

Factory engineers have always engineered piston rings to fit their particular motors with no attempt to make them work in other models or in other makes of cars. For the slip-in and rebore market, McQuay-Norman has designed Alternized Factory Type Set Piston Rings. Here again, each ring is specifically engineered for each piston ring groove of each model and each ring is the same identical design and type as that used by the car manufacturer when the car was new. So here's the complete formula for bigger profits... Factory Type Sets for slip-in and rebore jobs... Engineered Sets for worn and tapered cylinders.

Factory-Type Sets FOR SLIP-IN AND REBORE JOBS

JUST PLAIN FACTS

NO BUNK



NO BALLYHOO



Engineered Sets

NO MAGIC



**BASED ON SOUND ENGINEERING
PRINCIPLES THAT MAKE SENSE**

We don't have to tell you that every year or so there has been a new brain-storm in the form of a new piston ring that was supposed to outperform anything on the market. We are not trying to introduce a new ring but make you see that the solution of your piston ring problem is in the complete replacement piston ring service that we offer in Engineered Set and Factory Type Set Piston Rings. The theory that just because piston rings of a certain size will go into certain motors, they will operate efficiently, has been exploded. Engineered Sets and Factory Type Sets are based on engineering principles. They offer you an opportunity to get away from a losing, inefficient and costly system of sizes and to get profits and volume out of buying, stocking and selling piston rings that are engineered for the particular models of cars that come to your shop.

Factory Type Sets

YOU CAN GET THESE FINE TOOLS



**AND MANY MORE *Free*
WITH *Engineered Sets***



IT'S A DOUBLE PREMIUM

You'll like it

Set PLAN

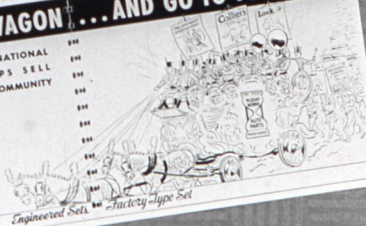
STOP !! WHAT'S THIS?

Just the finest sales plans you
ever saw. We'll tell you later.
Let's get through the book.

GET ON THE BAND WAGON ... AND GO TO TOWN !

WERE BACKING YOU UP WITH NATIONAL
ADVERTISING THAT HELPS SELL
CAR OWNERS RIGHT IN YOUR COMMUNITY

You're bound to profit from the Advertising on
McQuay-Norris Engineered Sets that we are distrib-
uting to car owners everywhere. These advertis-
ments will appear in national magazines with a
circulation of millions of readers, and a lot of them
are car owners right in your own community who'll
be wanting Engineered Set Plates Right. So get on
the band wagon and go to town with McQuay-
Norris.



Engineered Sets

Factory-Type Set

GET STARTED NOW...



For the complete information on Engineered Sets, Piston Type Sets and on the FREE TOOLKIT

YOU'LL START RINGING YOUR CASH REGISTER AS SOON AS YOU START RERINGING WITH *Engineered Sets*



McQuay-Norris introduced the first replacement piston ring 29 years ago. Since then the repair trade has looked to us for piston ring developments. We consider ALTNZED ENGINEERED SET AND FACTORY TYPE SET PISTON RINGS the greatest advance made in that industry in many years. We sincerely believe they offer you a sure way to build your profits, your volume and your reputation.



The latest innovation from the Engineered Set Piston Rings is the new 1 1/2 inch diameter ring which fits in stock and standard 1 1/2 inch diameter rings of other ring sizes.

The latest and greatest addition to our piston rings are our new 1 1/2 inch diameter rings.

See the sign in and letters market.

The latest innovation from the Engineered Set Piston Rings is the new 1 1/2 inch diameter ring which fits in stock and standard 1 1/2 inch diameter rings of other ring sizes.

McQuay-Norris has done its part with a
specialized *Engineered Set* Piston Ring
Campaign

Now it comes down to YOU to

FOLLOW THROUGH

Here's How You Can Cash In

6 NEW

DOUBLE PREMIUM SALES PLANS

with

FREE TOOLS

The well equipped shop gets the business.

We offer your trade double advantages.

1. Small Qualifying Order.
2. No Overstocking.
3. Free Tools When Order is Placed.
4. Automatically Registers You To Qualify for Additional Free Tools.
5. No Additional Qualifying Order Is Necessary for Additional Free Tools.
6. You Buy Rings As You Need Them—Save The Discs And Get Other Free Tools.
7. Quick Turnover—Large Profits—Repeat Business.
8. Complete Advertising Cooperation.
9. No Notes To Sign—No Red Tape.

Here's \$18.00 Double Premium Sales Plan No. 1

Stock No.	Car	List Price	R. T. Price	
1 Set 201	Ford V8	\$10.00	\$7.00	
1 Set 206	Plymouth 6	10.00	7.00	
1 Set 208	Chevrolet 6	<u>7.50</u>	\$27.50	<u>5.25</u> \$19.25
	Ring Compressor (Pass. Car)		1.00	
	Ring Groove Cleaner.....		1.50	
	Ring Land Tool.....		<u>1.50</u>	\$23.25
	Repair Trade Profit On Rings			\$ 9.50
	Free Tools			<u>4.00</u>
	Total Profit on \$18.00 Purchase			\$13.50

There are 66 discs in this plan good for additional premiums.

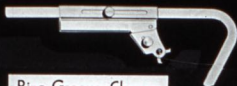
Here are the **FREE TOOLS** with \$18.00
Double Premium Sales Plan No. 1



Ring Land Tool



Universal Ring Compressor



Ring Groove Cleaner

Here is \$18.00 Double Premium Sales Plan No. 2

	Stock No.	Car	List Price		R. T. Price	
1 Set	201	Ford V8	\$10.00		\$7.00	
1 Set	206	Plymouth 6	10.00		7.00	
1 Set	208	Chevrolet 6	<u>7.50</u>	\$27.50	<u>5.25</u>	\$19.25
		Timing Light			<u>3.75</u>	\$23.00
		Repair Trade Profit On Rings				\$ 9.50
		Free Tools			<u>3.75</u>	
		Total Profit on \$18.00 Purchase				<u>\$13.25</u>

There are 66 discs in this plan good for additional premiums.

**Here is the FREE TOOL with \$18.00
Double Premium Sales Plan No. 2**



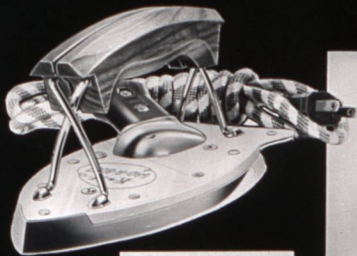
Stroboscopic Timing Light

Here is \$18.00 Double Premium Sales Plan No. 3

	Stock No.	Car	List Price		R. T. Price	
1 Set	201	Ford V8	\$10.00		\$7.00	
1 Set	206	Plymouth 6	10.00		7.00	
1 Set	208	Chevrolet 6	<u>7.50</u>	\$27.50	<u>5.25</u>	\$19.25
		Traveling Iron			<u>3.95</u>	\$23.20
		Repair Trade Profit On Rings				\$ 9.50
		Free Traveling Iron				<u>3.95</u>
		Total Profit on \$18.00 Purchase				\$13.45

There are 66 discs in this plan good for additional premiums.

Here is the **FREE PREMIUM** with \$18.00
Double Premium Sales Plan No. 3



Gad-a-bout Travel Iron



The repairman also gets **FREE** with each
\$18.00 Double Premium Sales Plan:

1. Complete Catalog Reference Service.
2. Engineering Books And Bulletins.
3. Wall Poster With Flat Rates.
4. THE BROADCASTER Each Month.
5. Car Owner Folders To Get More Business.

In addition to free tools and free
advertising material with \$18.00
Double Premium Sales Plans, the
purchaser also has an opportunity
to get

DOUBLE PREMIUMS

IF HE WILL

Save the discs wrapped with each ring
in each *Engineered Set* of piston rings



HERE ARE

3 MORE

DOUBLE PREMIUM SALES PLANS

with

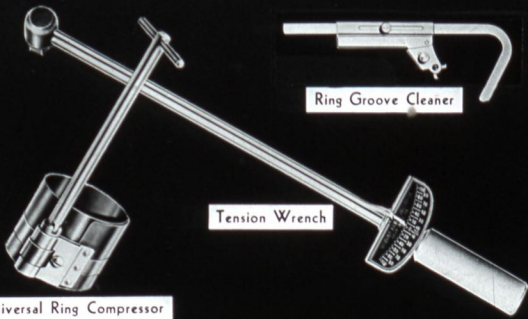
FREE TOOLS

\$40.00 Double Premium Sales Plan No. 4

	Stock No.	Car	List Price	R. T. Price
1 Set	200	Ford A .015 oversize	\$ 5.00	\$3.50
1 Set	201	Ford V8 (Alum.)	10.00	7.00
1 Set	202	Ford V8 (Steel)	10.00	7.00
1 Set	205	Chevrolet 6	7.50	5.25
1 Set	208	Chevrolet 6	7.50	5.25
1 Set	206	Plymouth 6	10.00	7.00
1 Set	PX-2	Ford A Expander	2.20	1.54
1 Set	PX-1	Ford V8 Expander	4.40	3.08
1 Set	PX-5	Plymouth Expander	<u>3.30</u>	<u>\$59.90</u>
		Tension Wrench		9.75
		Ring Compressor (Pass. Car)		1.00
		Ring Groove Cleaner		<u>1.50</u>
		Repair Trade Profit On Rings		\$19.90
		Free Tools		<u>12.25</u>
		Total Profit on \$40.00 Purchase		\$32.15

There are 120 discs in this plan good for additional premiums.

**Here are the FREE TOOLS with \$40.00
Double Premium Sales Plan No. 4**



Universal Ring Compressor

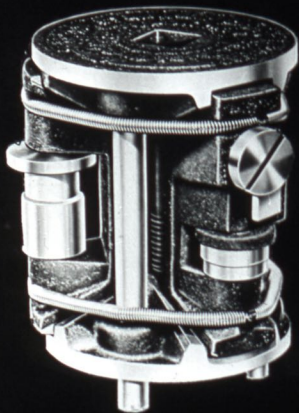
Ring Groove Cleaner

Tension Wrench

Here is \$40.00 Double Premium Sales Plan No. 5

	Stock No.	Car	List Price		R. T. Price
1 Set	200	Ford A .015 oversize.....	\$ 5.00		\$3.50
1 Set	201	Ford V8 (Alum.)	10.00		7.00
1 Set	202	Ford V8 (Steel)	10.00		7.00
1 Set	205	Chevrolet 6	7.50		5.25
1 Set	208	Chevrolet 6	7.50		5.25
1 Set	206	Plymouth 6	10.00		7.00
1 Set	PX-2	Ford A Expander	2.20		1.54
1 Set	PX-1	Ford V8 Expander	4.40		3.08
1 Set	PX-5	Plymouth Expander	<u>3.30</u>	\$59.90	<u>2.31</u>
		Ridge Reamer.....			10.00
		Repair Trade Profit On Rings			\$19.90
		Free Tool			<u>10.00</u>
		Total Profit on \$40.00 Purchase			\$29.90

There are 120 discs in this plan good for additional premiums.



Here is the
FREE TOOL
with
\$40.00 Double Premium
Sales Plan No. 5

Universal Ridge Reamer

Here is \$40.00 Double Premium Sales Plan No. 6

	Stock No.	Car	List Price	R. T. Price
1 Set	200	Ford A .015 oversize.....	\$ 5.00	\$3.50
1 Set	201	Ford V8 (Alum.).....	10.00	7.00
1 Set	202	Ford V8 (Steel).....	10.00	7.00
1 Set	205	Chevrolet 6.....	7.50	5.25
1 Set	208	Chevrolet 6.....	7.50	5.25
1 Set	206	Plymouth 6.....	10.00	7.00
1 Set	PX-2	Ford A Expander.....	2.20	1.54
1 Set	PX-1	Ford V8 Expander.....	4.40	3.08
1 Set	PX-5	Plymouth Expander.....	<u>3.30</u>	\$59.90 <u>2.31</u> \$41.93
		Knapp Shaver.....		10.00 \$51.93
		Repair Trade Profit On Rings		\$19.90
		Free Knapp Shaver.....		<u>10.00</u>
		Total Profit on \$40.00 Purchase		\$29.90

There are 120 discs in this plan good for additional premiums.

**Here is the FREE PREMIUM with \$40.00
Double Premium Sales Plan No. 6**



Knapp Natural Angle Shaver

The repairman also gets **FREE** with each
\$40.00 Double Premium Sales Plan:

1. Complete Catalog Reference Service.
2. Engineering Books And Bulletins.
3. Wall Poster With Flat Rates.
4. **THE BROADCASTER** Each Month.
5. Car Owner Folders To Get More Business.

In addition to free tools and free
advertising material with \$40.00
Double Premium Sales Plans, the
purchaser also has an opportunity
to get

DOUBLE PREMIUMS

IF HE WILL

Each purchaser of a Double Premium
Sales Plan is automatically registered
to qualify for additional free premiums.

SAVE THE DISCS

He selects the additional premium he desires and when he has accumulated the proper number of discs from

McQUAY-NORRIS
ALUMINIZED
Engineered Set
PISTON RINGS

He sends them to

McQUAY-NORRIS MFG. CO.,

ST. LOUIS, MO.,

and the premium will be shipped to him.

As soon as the repairman is registered to qualify for additional premiums he will be mailed an envelope for the return of the discs

And a Premium Catalog listing these tools and premiums

Save The Discs



Price \$2.45 — 340 Discs
A.D.I. Over The Top Ladder



Price \$4.85 — 425 Discs
A.D.I. All Metal Creeper



Price \$15.00 — 870 Discs
Bearing Oil Leak Tester



Price \$1.85 — 285 Discs
Under The Fender Stool



Price \$3.85 — 425 Discs
A.D.I. Battery Cart

Save The Discs



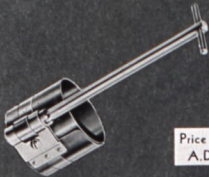
Price \$1.50 195 Discs
A.D.I. Ring Groove Cleaner



Price \$3.75 365 Discs
Stroboscopic Timing Light



Price \$9.75 545 Discs
A.D.I. Tension Wrench



Price \$1.00 195 Discs
A.D.I. Piston Ring Compressor

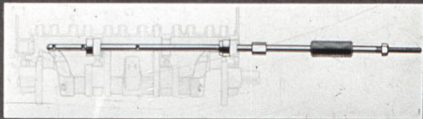


Price \$1.50 195 Discs
A.D.I. Ring Land Tool

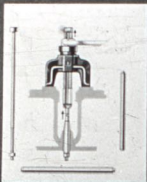


Price \$10.00 685 Discs
Universal Ridge Reamer

Save The Discs



Price \$12.95 - 760 Discs
Camshaft Bearing Tool



Price \$4.00 - 385 Discs
Valve Guide Pulling Tool



Price \$4.55 - 360 Discs
A.D.I. Piston Ring Filer



Price \$9.50 - 580 Discs
Compression-Vacuum Tester



Price \$33.00 - 2760 Discs
Centromatic Cylinder Gauge

Save The Discs



Price \$10.00 685 Discs
Knapp Natural Angle Shaver



Price \$2.50 280 Discs
Electric Whipper



Price \$4.95 435 Discs
Automatic Toaster



Price \$1.95 245 Discs
Folding Fan



Price \$3.95 345 Discs
Gad-a-bout Travel Iron



Price \$10.95 805 Discs
Two Burner Stove



Price \$8.95 680 Discs
Lady Dover Iron

The redemption of discs
is subject only to the
necessary regulations
shown on the catalog.

McQuay-Norris has developed this fine
merchandising campaign on

McQUAY-NORRIS
ALTIMIZED
Engineered Set
PISTON RINGS

Now it's up to you to
FOLLOW THROUGH!

.. *Produced by* ..
business  films, Inc.