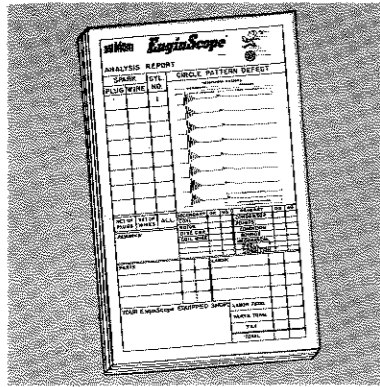
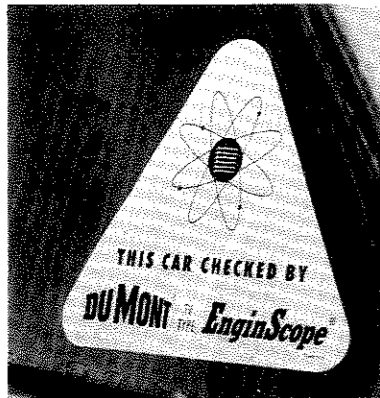


EnginScope Sales Aids



EnginScope ANALYSIS REPORTS

Pads printed with the basic EnginScope pattern so that you can mark up the part or parts that a customer's car needs. Helps to explain to customer why you recommend parts replacement. Show him the EnginScope Screen and let him compare it with this printed pattern. Printed black on white paper. 100 sheets per pad. Place for imprint at lower edge. Min. order 10 pads Postpaid. Without imprint: No. 4009.....10 pads \$3.00 With imprint: Specify imprint copy No. 4009A.....10 pads \$7.00.



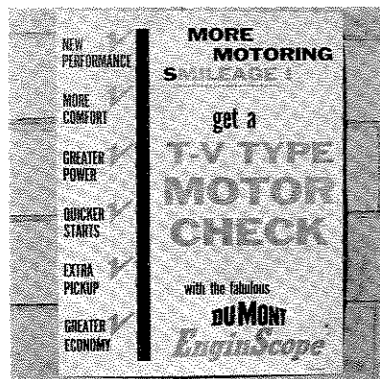
EnginScope WINDSHIELD TRIANGLES

Two sizes of these come-clean customer convincers. A 7½-inch triangle is intended for the used car dealer so that he can point up the fact that his cars are EnginScope-checked. The smaller 3¼-inch triangle makes an excellent reminder of your service. Put one on the inside of the gas tank flap so every time your customer gets his tank filled he'll be reminded of your service. Bright yellow background with black lettering. 25 per package. Postpaid. 7½-inch triangle No. 4010.....\$0.75 per package. 3¼-inch triangle No. 4010A.....\$0.50 per package.



EnginScope RADIO SPOTS

Two radio scripts with blanks for your trade name and address. One spot written for 20 seconds and the other lasts 60 seconds. Fill in the blanks, take it to your local radio station and place the spots in the commuter times (7:30-8:30 a.m. and 4:30-6:00 p.m.) and watch the business come to your door. Printed copy FREE on request. Postpaid. Order by number only. No. 4011.....FREE



EnginScope WINDOW OR WALL POSTER

A two-color heavy paper poster designed for indoor use on window or wall. Measures 17. by 22-inches. Hang these posters in your store or shop to sell extra EnginScope Service to customers. No. 4012.....2 Posters FREE; additional posters: 10¢ each, Postpaid.

DU MONT
 ALLEN B. DU MONT LABORATORIES, INC.
TELEGRAPH: WUX EAST PATERSON, N. J.

TECHNICAL PRODUCTS DIVISION
 760 BLOOMFIELD AVENUE, CLIFTON, NEW JERSEY
 TELEPHONE: MULBERRY 4-7400

Congratulations! Selecting the Du Mont EnginScope shows that you are a businessman of high caliber. To show our appreciation to you for selecting our product, we're prepared to send several advertising and promotional items to you absolutely free.

Now that you own this fine Du Mont product you are in a position to take advantage of the Du Mont name. Your customers recognize Du Mont as a leader in electronics. They recognize you as a leader in tune-up. Combine the two and you've got a tremendous appeal. Co-star with Du Mont, by using the promotion material we've made available.

These promotional items consist of an outdoor, cloth banner, two indoor wall or window posters, press releases, radio spot commercials and newspaper advertising mats. These pieces are described in the following pages and they're all yours free. All we need to know is where to send it. There's an order blank on the last page of this booklet for your convenience.

While you're at it, take a few minutes to leaf through this booklet and look over the other promotional material we offer to EnginScope owners at very little cost. It is truly professional material and you're welcome to take advantage of the very low prices.

So, that wraps it up ... thanks again for selecting the EnginScope and the best of good fortune with your new instrument.

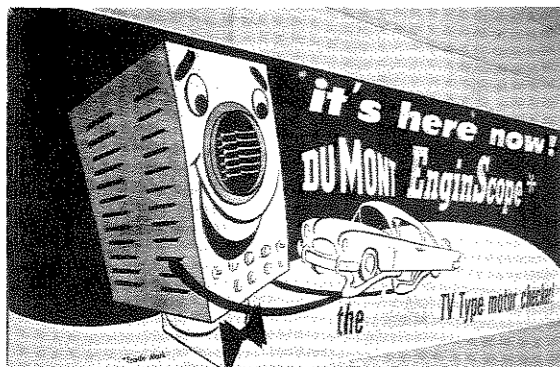
Cordially,
Gene Ecklund
 Gene Ecklund, Mgr.,
 Automotive Test Equipment

P.S. Be sure to fill out the free order blank on the last page, because it also registers your full-year WARRANTY.

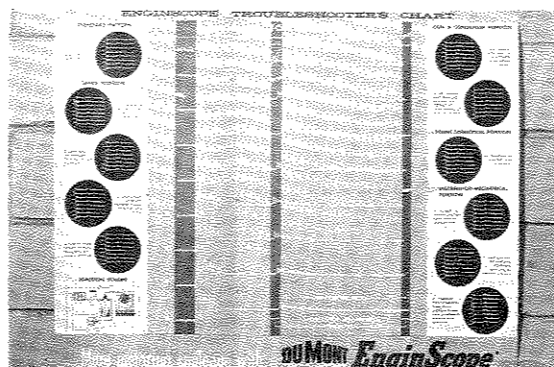
Start with the Finest in Television

CATHODE-RAY TUBES • INSTRUMENTS AND OSCILLOGRAPHS • TELEVISION RECEIVERS AND TRANSMITTING EQUIPMENT • MOBILE COMMUNICATIONS EQUIPMENT
 ELECTRONICAM • MILITARY ELECTRONICS

EnginScope Sales Aids: DU MONT



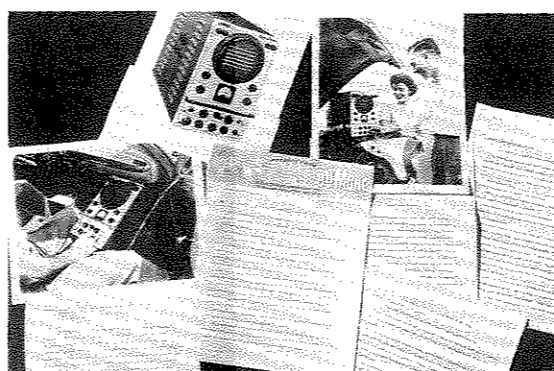
EnginScope OUTDOOR BANNER
An attractive, three-color outdoor cloth banner. Size: 18-inches by 5 feet. Fluorescent red paint really attracts motorist's eye. Six brass loops for wire or rope at corners and top assure tremendous wind resistance. No. 4001 First banner: FREE. Additional banners: \$2.75 each Postpaid.



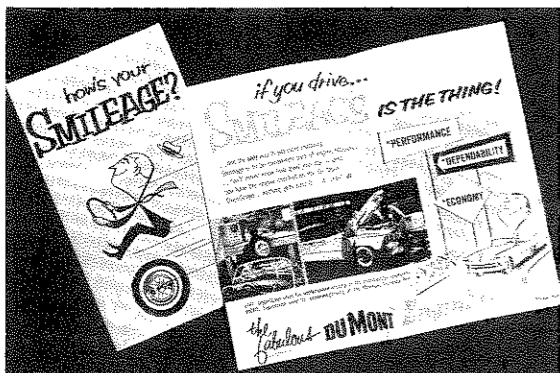
EnginScope WALL CHART
A handsome two-color 22- by 28-inch heavy paper wall chart. Center portion shows basic EnginScope Pattern. In addition, 11 actual trouble patterns border the basic pattern; diagram of ignition system. Hang this chart on wall over EnginScope and watch sales boom. Use it to save diagnosis time. Shipped postpaid in sturdy mailing tube. No. 4002 50¢ each.



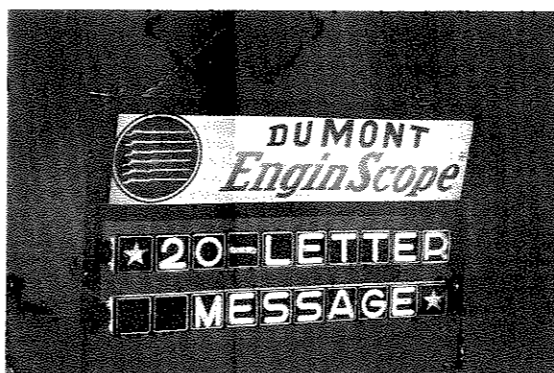
EnginScope NEWSPAPER ADVERTISING MATS
Two mats, a 1-column and a 2-column, to make it easy for you to place newspaper advertising. Both mats appeal to the motorists' performance and economy wants. Space at bottom of ad for your trade name and address. Newspapers set the type for your ad free. Place these ads in your local newspaper for just a few dollars an insertion. Order by number. Postpaid, 1 column ad No. 4003 FREE. 2-column ad No. 4003A FREE.



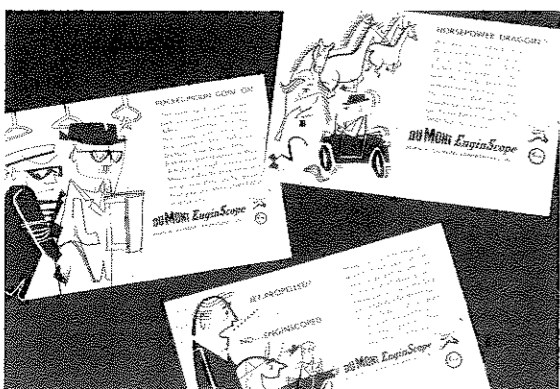
EnginScope PRESS KIT
This professional press kit helps get newspaper publicity for your place of business. The press kit contains: instructions for use, editorial stories and photographs. Newspapers gladly print such stories at no cost to you and it results in free "advertising". Suggest following up the story with some advertising using the ad mats supplied. Press kit is yours for the asking. Order by number. Postpaid. No. 4004 FREE.



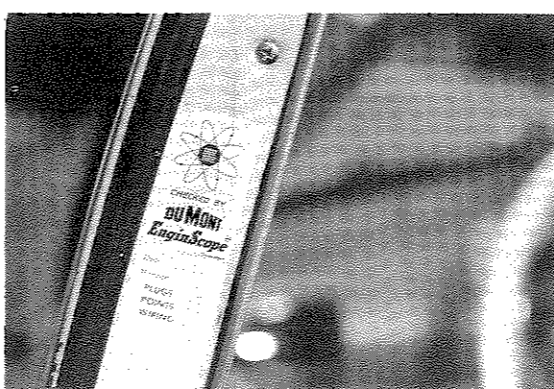
EnginScope ENVELOPE STUFFERS
Attractive, 4-page envelope stuffers designed for mailing in ordinary number "6" envelopes. Printed in two colors. Written so that customer is reminded of your EnginScope Service. Place for dealer imprint on fourth page. Offered with or without imprint. Mail these attractive envelope stuffers with monthly statements or by themselves, they're sure to bring in extra business. Postpaid. Without imprint: (minimum order 100 pieces) No. 4005 \$2.50 per hundred. With imprint: (minimum order 1000 pieces) No. 4005A \$32.00 per thousand.



EnginScope ELECTRIC WINDOW SIGN
A reversible, attractive lighted window sign that carries an individual 20-letter message. Cost of operation practically nil because fluorescent lamps supply the light. Supplied with your individual message. Please specify copy. Shipped postpaid. No. 4006 \$24.95.



EnginScope POST CARD MAILERS
A series of three two-color post card mailers designed for easy addressing and mailing. Measure 3-9/16- by 5-9/16-inches so that they are mailed for just 2¢ each. Mail these to your customers and potential customers and remind him that it's time for a tune up. Smooth finished cards for easy writing or typing. Space provided for imprint. Packed in lots of 25 of each post card. Supplied with or without imprint (see below). Postpaid. Without imprint: No. 4007 (Minimum order 1 package) \$1.50 per package. With imprint: No. 4007 A (Minimum order 10 packages) \$24.95 10 packages.



EnginScope CUSTOMER REMINDER
A door-jamb sticker to remind the customer when his last EnginScope tune up was done. Come-clean adhesive on reverse for easy attachment. Bright yellow background with black lettering. Blanks for date, mileage and check-off boxes for parts installed. Place for imprint at bottom. 100 per package. Postpaid. Without imprint: Min. order 1 package No. 4008 \$1.50 per package. With imprint: Min. order 10 packages. No. 4008A \$2.20 per package.

**Register Guarantee
Get FREE
Sales Aids**

CUT OUT AND MAIL
TO ADDRESS BELOW

Allen B. Du Mont Laboratories, Inc.
Automotive Test Equipment Division
Clifton, New Jersey

Gentlemen:

Please ship me my free assortment of DU MONT SALES AIDS, and register my guarantee.

() Check here if you are ordering more Sales Aids than your initial free shipment.

GUARANTEE REGISTRATION

Serial Number Type Number
Date Purchased Purchased from
Your Name
Your Address

SALES AID ORDER FORM

Quantity	Description	Stock No.	Unit Price	Total Price
1	Outdoor banner	4001	No charge	
2	Ad mats	4003	No charge	
1	Press kit	4004	No charge	
2	Radio spots	4011	No charge	
2	Wall posters	4012	No charge	

Total Order \$

Note: If you are ordering more than the initial free shipment of sales aids, be sure to accompany your order with a check or money order for the full amount. The savings we make by not handling billings or C.O.D.s are passed along to you in the form of the low-prices possible for these valuable sales aids.