



# SELLING SLANTS

MONEY-MAKING FACTS

# OF THE MONTH!

FOR DEALERS



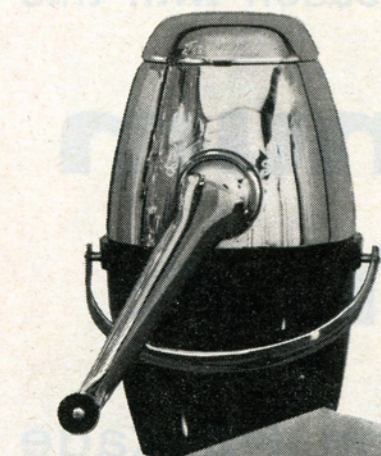
★★ Ice-O-mat ice crusher

★ Airguide auto compass

## TAKE YOUR PICK

1-2-3-4 and 5 Star Awards

This is just a sampling of the 30 valuable prizes you can choose from in the AC-Guide Parade of Prizes. Read how you can get one or more of these exciting prizes—and make extra profits besides!



★★★ Sportline sleeping bag

★ Coleman insulated jug

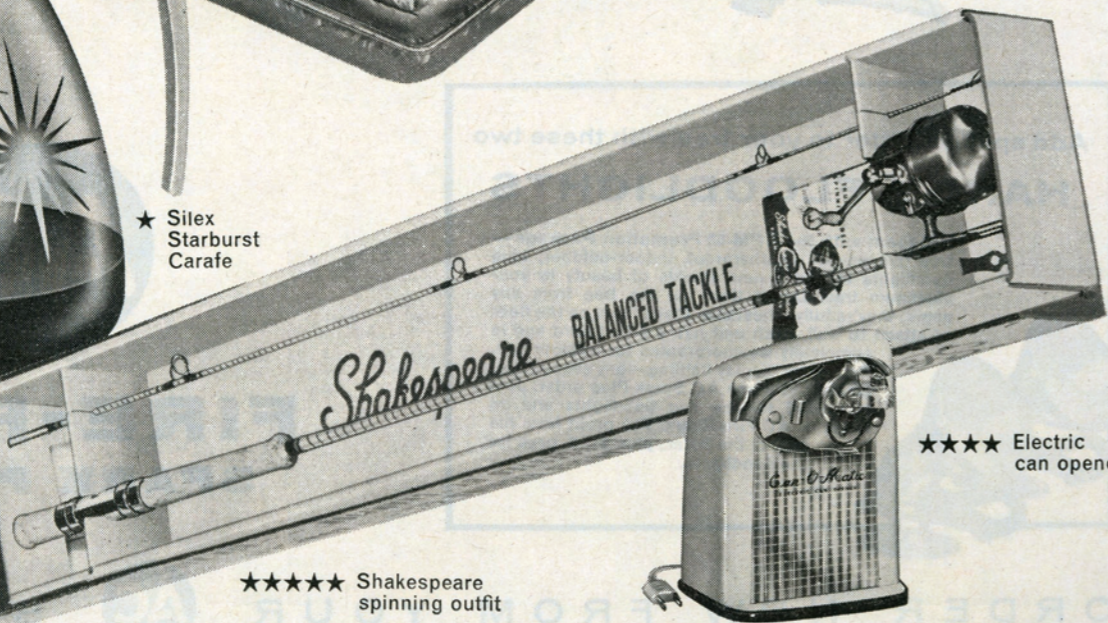


★ Silix Starburst Carafe

★★★★ Electric can opener



★★★★★ Shakespeare spinning outfit



SUPER SERVICE STATION

Hurry—Hurry—Hurry! It's Pick-Your-Prize Time in the



# Parade of Prizes

Yours with the GLM-79 Merchandiser Package

What an assortment of prizes! If you're an outdoor man, you might like a deluxe sleeping bag . . . a Coleman lantern or camp stove . . . a tackle box . . . or a Shakespeare spinning outfit. Or why not thrill the lady in your life with an electric blanket . . . an electric can opener . . . or a deluxe hair dryer. There are gifts for the whole family, too—30 in all. And now you can get one or more of these wonderful gifts just by stocking and selling "Guide" Lamps—the sealed-beam lamps that are used on more new cars than any other brand.

Used as an incentive, such prizes can quickly build lamp sales and profits.

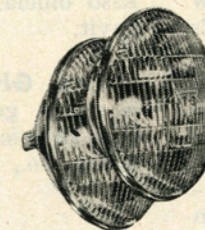
### How to get your "Parade of Prizes" Awards

Each GLM-79 Merchandiser Package you buy contains a 1-star Award Certificate—redeemable immediately for one of several 1-star gifts. The more packages you order—the more 1-star certificates you can accumulate for more expensive 2-3-4 or 5 Star Awards, as shown here. To order your prize or prizes, just fill out the certificate and send it to AC Parade of Prizes Headquarters. You pay only \$28.35 for each GLM-79 package containing 16 fast-moving AC Guide sealed-beam lamps. The profit from three 6000 series lamps is your only investment in the valuable 1-star award certificate. You get full profit on the 13 remaining lamp units.

### Get on the beam for more sales, prizes and profits

Give your lamp sales a real boost by offering your GLM-79 prize certificate as an employees' sales award.

### GLM-79 CONTAINS



#### 16 FAST-MOVING AC GUIDE LAMPS

Each package contains a balanced inventory for both 2- and 4-headlamp cars. The assortment consists of the following types: 5-6006; 5-6012; 2-4001; 4-4002.

#### VALUABLE 1-STAR AWARD CERTIFICATE

A 1-star Award Certificate comes in each GLM-79 Package. It can be redeemed immediately for a 1-star award by completing the reverse side and mailing to AC Parade of Prizes headquarters. Award Certificates may also be accumulated for larger 2- to 5-star awards.



#### AWARDS FOLDER

Fully illustrated, this folder shows all of the prizes available and how many star certificates are required for each prize. There are 30 valuable prizes in all.



ORDER GLM-79 PACKAGES FROM YOUR AC SUPPLIER TODAY