

HOW TO REPAIR

*Elgin*

OUTBOARD MOTORS



The following material is an exact reproduction of the material found in the training slides and narration which accompanied it.

Note that the narration will in some cases refer to colors in the slides which have not been reproduced herein.

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# SCRIPT FOR ELGIN OUTBOARD MOTOR SERVICE TRAINING FILM

## SECTION I



(Scene 1)

"Sears, Roebuck and Co., Parent Service Department 731A and Department 606, presents:"



(Scene 2)

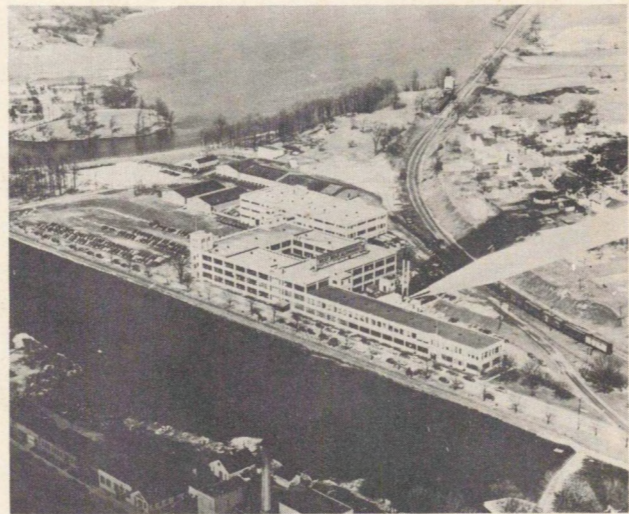
"HOW TO SERVICE ELGIN OUTBOARD MOTORS."



(Scene 3)

NARRATOR:

"Elgin motors are built to give many years of trouble-free service. Here is the man who can tell you all about Elgin quality, Cy Shogren, Sears' outboard motor buyer of Department 606." Will you tell us about Elgin quality, Mr. Shogren?



(Scene 4)

MR. SHOGREN:

If all of you could see the care and precision that goes into the manufacture and testing, you would know why we can safely say that the Elgin is *the* outboard motor. Here, at the West Bend Aluminum Company home plant...