
How to maintain your
ATCO motor mower at
maximum efficiency

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How to maintain your **ATCO**
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IF the Motor Mower were as much in the public eye as is the Motor Car—there would be as much attention paid to “PERFORMANCE” of motor mowers as there is to the same point—which, after all, is what one buys—in motor cars. Countless weekly, monthly and annual magazines, not to mention a steady flow of books, technical and otherwise, are published so as to minister to the appetite of the motorist for information on what can be covered by the one word, “performance.” The motor mower is an almost exact parallel so far as “performance” is concerned. But because of its relatively smaller numbers in use and because it is not often in the public eye, it lacks the intense interest displayed in the motor car, and you would search the best library without finding any text-book on it, or magazine devoting more than a few lines to it in the Springtime!

Result—a lack of knowledge of

- (1) how to work it to the best advantage ;
- (2) how to ensure its getting fair attention and service when it needs it.

Further, resulting from this state of things, the user—who usually dislikes paying for service for his motor

mower even more than for his car, is liable to disregard the saving effected over hand or pony mowing. This again leads to an attitude of mind which disinclines the user to ask the manufacturer to investigate his particular motor mower upkeep costs.

THE OBJECT OF THIS PUBLICATION is, firstly, to enable motor mower users to be able to get their machines used to the best advantage of the machine and of their lawns, and, secondly, to act as a reminder of the unique service facilities which exist for maintaining their motor mower at maximum efficiency with a minimum of trouble, time and cost.

Outlined a little later are the points which should be remembered about using an Atco Motor Mower or, for that matter, any other make. They should not be dismissed lightly, for they contribute largely to the appearance of the lawn, the amount of time-saving over non-power methods, and the annual cost of upkeep. We ourselves would like these details to be kept ready for reference by every one of our 60,000 to 70,000 users, and studied by the operator thoroughly, at least at the outset of each mowing season—just as much in the owners' interests as in those of our own goodwill.

The habit of regarding the motor mower as a useful hack to be given no more attention than a wheelbarrow, is a costly one, but it is easily acquired because, when not actually at work during the season (thirty to forty weeks) it is put away "out of sight, out of mind," and for two to four months in the winter is stored, often out-

of-doors or in a damp toolshed, when it ought to have a place in the garage.

The saving in the Nation's Wage Bill, due to motor mowers, is not less than £1,000,000 per annum, to which should be added an unknown sum for a credit item on the Nation's Health account from the extra leisure time liberated, and/or the better gardens due to the freeing of the labour from the burden of manual cutting.

The maintenance cost over and above the cost of maintenance of the superseded hand and pony-mowers is at most £100,000—net saving £900,000. When this is considered along with the fact that 90 per cent. of almost every garden is lawn, and bearing in mind the amount which is joyfully spent on the remaining 10 per cent., **there is a case not only for giving the motor mower full credit, but also, and this concerns our Atco organisation most intimately, for ensuring fair play and careful use of the machine.**

What to do and what not to do in connection with getting the best results from your ATCO



READ THE INSTRUCTION BOOK CAREFULLY

Read, or "cause to be read," the Instruction Book issued with every machine, and replace it if it gets lost. It is not written for fun! It is an honest attempt to get for each buyer "maximum efficiency."

Do not allow the machine to be used for serious regular work until you feel reasonably sure that the Instruction Book IS, in fact, mastered, and that its advice will be put into effect.

Do not be misled by the over-confident employee who has had "previous experience," even if he claims it is of Atcos. We cannot stand still. Our policy is one of continuous improvement and the man who knows, or thinks he knows, "all about" a 1926 Atco, for instance, does not know all about a 1936 Atco, and should study the Instruction Book before he starts.

BRUSHING THE LAWN

Make sure that the lawns are brushed up or "rodded" before mowing the first time, and as often as possible afterwards.

WORMCASTS

If wormcasts exist and the mower is used before they are "distributed" (by brushing or "rodding"), it will squeeze them flat into ugly "pennies" which also hamper the growth of the grass plants.

LOOK FOR STONES

Make sure a careful search has been made for stones, flints, nails, dogs' bones, etc., which accumulate and are apt to be hidden by the "winter coat."

FERTILISING

See that plans for fertilising, worming, etc., are made to fit in with mowing, playing, and caprice of weather, and that you don't mow immediately after some chemical application.

ROLLING

Rolling (except possibly once or twice before the motor mower is used) is not necessary in addition to motor mowing. It is, in fact, undesirable except for a cricket pitch, tennis court, or other fine playing surface.

THE MOWING PLAN

The operator will only find out by experience the most efficient way of "navigating" any particular lawns. Once found he should only vary the "route" for the purpose of varying the tendency to mow-and-roll always in one direction.

THE CORRECT FUEL MIXTURE

It is very important that proper routine arrangements for the supply and mixing of petrol, or petrol and oil of the approved varieties, are made. You will thus avoid the excuse, "Oh, we ran out of petrol in the tank"; and ensure that the air-cooled engine—most reliable in the world, if properly treated—is not expensively damaged by improper fuel or lubrication.

Fuel (after being well shaken up if petrol for two-stroke engines) should be strained through muslin or the equivalent, as it is poured into the tank. You buy your car fuel from a pump embodying complete precaution against foreign particles and choked jets—yet they still get choked occasionally. You owe it to the mower, which habitually functions amid minute fragments of grass and dust, to ensure that its fuel is free from such particles.

If you insist on a special (labelled) petrol can being kept for the motor mower, it helps matters; but do also remember, in defence of the trouble of using a strainer, that it's ten to one the can will be kept amidst the dusty atmosphere of the potting-shed.

HOUSING YOUR ATCO

The "stable" should be reasonably dry. The motor mower must not be covered with sacks of fertiliser, marl, lime, sterilised soil, leaf-mould, and so forth, when off duty. You may not think this happens, but too often it does.

CLEANING AND LUBRICATING

Cleaning (five to ten minutes with a dry paint brush and oil rag for blade surfaces and bright parts) should be carried out after use, and lubrication of bearing surfaces and chains, etc. (five minutes).

BEFORE USE attention should be paid to running adjustments which are obvious to the eye, hand or ear, and are fully explained in the Instruction Book.

YOUR MOTOR MOWER IS NOT A "SPORTS MODEL"

The operator should realise that it is not possible to fit springs or shock absorbers to a motor mower, and that it is, therefore, receiving direct all shocks. The Atco is a beautifully-built piece of precision machinery, not a "sports model," and this should be realised to the benefit of mechanism, lawns and operator.

The revolving cutters and bottom blade are the heart of a motor mower.

If the operator bumps them against the curb often enough, drives them **UNDER POWER** through flints, stones, dogs' bones, discarded weeding-knives, etc; lets them get rusty; permits them to be used "**out of adjustment**" (which is similar to running motor car tyres at the wrong pressure in a car), you will have to spend more money on revolving cutters which correspond to the outer covers, and bottom blades which correspond to the inner tubes, of a motor tyre.

If, per contra, the owner insists on these obvious but often overlooked points, he will get big "**mileage.**"

Here we cannot refrain from saying that Atco blades—revolving and bottom blade—are made from special process composite steel-faced iron, costing three times as much per ton as the “usual thing.”

They will stand infinitely more abuse, but if the “hard foreign substance” gets caught up awkwardly, well, the damage is done, and an avoidable upkeep cost results.

HOW TO KEEP YOUR ATCO LOOKING SMART AND FRESH

Experienced motor mower manufacturers do not make the mistake of attempting a carriage-work finish—but this is no reason for allowing damp and neglect to gnaw their relentless way through the most modern rustproof finishes. Before the machine is put away for its winter hibernation have it thoroughly oiled with a thin film all over—paint and all. (If it is its turn for a winter overhaul we will see to this.)

Also empty the tank of old fuel entirely before putting the machine away for the winter.

DISPOSAL OF GRASS CUTTINGS

Arrangements for disposal of grass cuttings are important. A dump should be located so as to be handy for the mowing. On all small areas the simplest method is to tip from the grass-box into a wheelbarrow (if pneumatic-tired it will go over firm grass edges without damage) fitted with extension piece; the barrow, of course,

being wheeled to the dump when full. In the case of large areas the grass is often dumped in rows or heaps and collected as a separate operation immediately after mowing is completed. Obviously, cut grass must not lie long in heaps on the lawn.

In many cases a ground sheet (or more than one) is used and the box emptied on to this. When full enough to handle conveniently the corners of the sheet are drawn up to the centre, tied and the load then carried or transported to the grass dump when the bag is very easily and quickly emptied.

Cut grass can be allowed to rot or be burnt, or treated with a chemical reagent and water, to become valuable manure in a month or two's time. The latter is the best method, as, apart from the value of the resultant manure the smell is not so unpleasant.

IS THERE AN AWKWARD TURN ON YOUR LAWN ?

Often the layout or shape of the lawn can be altered in some detail to facilitate the operation of the mower **without** detracting from the appearance of the garden.

ADJUSTMENT OF CUT

In dry weather and over bumpy ground set your "cut" a little higher so as to leave the grass longer, thus enabling it to hold more moisture and provide more protection. In addition, in very severe drought it is advisable occasionally to mow without the grass box. The grass thus cut and left will hardly be seen, and will form an added protection against the hot sun, and will eventually help the texture of the fibrous top-soil.

You should continue mowing through drought periods. It does no harm and discourages the establishment of bents—long, coarse grass seedpods.

AVOID MAKING YOUR “END TURNS” ON THE SAME SPOT

This is easily achieved by varying the depth of the “headland” or cross-strip which you cut at the end of the lawn to give you turning space.

DO NOT RUSH THE MOWING

the best result will be obtained at a comfortable walking pace. On bumpy work keep a slight upward pressure under the handles to keep the front rollers on the ground.

THERE IS NO NEED FOR YOUR ATCO EVER TO BE OUT OF COMMISSION

The Atco Service Organisation, which functions through the dual efforts of ten official Atco Service Depots, and Atco dealers, was organised and developed to deal promptly and at reasonable charges with all items of service and maintenance which might arise during the life of an Atco Motor Mower. The address of the Atco Depot serving you is given inside the front cover. A mowing machine loses much of its value as a labour-saving appliance if, through accident or any other reason, it has to be out of commission, even for a short time, during the cutting season. The facilities provided by the Atco Service Organisation preclude any possibility of serious dislocation of lawn-mowing arrangements from any cause during the cutting season.

Thus the purchaser of an Atco finds himself in the following unique position, unique so far as motor mowers are concerned. He knows that the subsequent service in the long life of his Atco is catered for by "organised service facilities" in the best sense of the expression. More difficult than the organising of service for a motor car, which is driven to and from the repair base, more difficult than a domestic appliance such as a vacuum cleaner or electric refrigerator, which is capable of door-to-door service in town areas, the Atco organisation has mastered the service question by providing trained men, plant and transport equipment capable of reaching the majority of our 60,000 to 70,000 users at a cost which is small for the quality and efficiency of the work done.

ATCO SERVICE DEPOTS

A network of ten Service Depots, covering Great Britain, are fully equipped with the necessary plant and trained staff under the direction of a foreman and Depot Manager. With this organisation behind it, ready to give prompt attention to all requirements, the maximum efficiency throughout the long life of an Atco is assured.

The greatest care is taken not to put customers to unnecessary expense by fitting replacements or doing service work unless absolutely necessary.

In this connection it is as well to mention that Atco users themselves can often avoid expense **by explaining** as far as possible when communicating with the Atco Service Depot or Dealer, either by letter or on the 'phone, **the nature of the trouble**. By this means it is often possible to give customers the necessary advice to enable them to put minor difficulties right themselves and so avoid the expense of a service journey.

THE VARIOUS ITEMS OF ATCO SERVICE FALL UNDER THE FOLLOWING HEADINGS

- (1) COMPLETE OVERHAUL (WINTER)
- (2) MINOR OVERHAUL
- (3) SUMMER SERVICE
- (4) PROMPT SUPPLY OF REPLACEMENT PARTS
- (5) REPAIRS AND OVERHAULS OF OTHER MAKES OF MOTOR OR PUSHMOWERS
- (6) INSTRUCTIONAL SERVICE

(1) COMPLETE OVERHAUL (WINTER)

Customers are approached in the autumn to ascertain whether they require their Atcos overhauled. The charge for such complete overhaul is clearly stated in the Overhaul Circular, and is inclusive except for the cost of replacements of such worn or damaged parts as may be necessary.

Transport to and from customer's house is carried out by us and is included in the charge for overhaul, as stated on the Overhaul order.

The Overhaul is carried out at the Atco Service Depot by Atco mechanics. It is complete in every way, each assembly being stripped down, cleaned, overhauled, and, where strictly necessary, replacements fitted, and the work is carried out under the supervision of a foreman and Depot Manager. The machine is re-built, re-painted and thoroughly tested before it is returned.

The necessity of this complete overhaul arises annually, biennially, triennially, or at longer intervals, entirely according to the amount of work the machine has to cope with, and the degree of attention which it receives. When the time arrives for complete overhaul it is advisable to give the order as early as possible in order to avoid inconvenient delay at the beginning of the next cutting season, when calls for service are heavy, **and orders have to be executed in rotation.**

Where there is any doubt as to the necessity for complete overhaul our Depot will be glad to advise, but should the order be placed, customers can rely upon our notifying them should the full work be *unnecessary*.

(2) MINOR OVERHAULS ON CUSTOMERS' PREMISES

For customers whose Atcos have completed their first season's cutting only, we offer to carry out a Minor Overhaul, usually on their premises. This consists of decarbonising the engine, exchanging cutters, general check-up and adjustments, etc., which may be necessary, and customers are circularised with a letter giving the cost (exclusive of necessary replacements) in the early spring following the first season's use.

(3) SUMMER SERVICE

(a) Re-grind Sets of Cutters

Our service in this respect is particularly valuable, for not only is delay eliminated, but during the re-grinding operations it is unnecessary to put the mower out of commission.

When cutters require re-sharpening during the cutting season, a message to the Service Depot brings a mechanic to fit an exchange set in place of the dull set. The latter is returned to our factory, re-conditioned and re-ground, then put into exchange cutter stock, or, if ground below the limit of efficiency, scrapped.

If preferred, a Re-grind Set will be despatched by rail for customer's own fitting, in which case, of course, no charge is made for our mechanic's time fitting.

The advantages of this system are obvious, for in the ordinary way, when a customer's set has been ground down to a limit beyond which it is no longer efficient, he would be faced with the expense of buying a new cutting cylinder outright.

Under the Atco system cutters which are ground below the limit are replaced in exactly the same way as if they were still eligible for re-conditioning and re-grinding. That is to say, customers' sets are exchanged (at the standard re-grind exchange price) even when they are worn out, and are therefore scrap. When the worn-out set reaches our factory, it is scrapped, a brand new set being issued to take its place in the exchange cutter stock. (For this reason Atco exchange prices are slightly higher than the usual re-grinding charges, but this increase is necessary to cover the cost of putting brand new cutters into the exchange cutter stock, to replace exchange cutters which have been ground down below the limit and are therefore scrap.)

Not only, therefore, is all delay avoided while the re-grinding and re-conditioning operations are performed,

but also the customer who has his cutters re-ground by us under this system never has to purchase a new cutting unit.

(b) **General**

When service is required during the cutting season a letter or 'phone message to the Service Depot will bring an experienced Atco mechanic to effect the service required, or the machine can be collected and returned with a minimum of delay if extensive repairs are necessary. The charge for this consists of mechanic's actual time on the job, customer's proportion of the bare cost of the total service journey on which his particular job is undertaken, and the cost of any replacements found necessary.

We would again emphasise how much the service work is facilitated, and unnecessary expense avoided, if customers, when sending a message to the Service Depot, will state as precisely as possible the nature of the trouble encountered, as in this way we are often able to give customers the necessary advice to enable them to put minor difficulties right themselves, thereby avoiding the cost of their proportion of the service journey.

If the customer describes the nature of the trouble we are often able to trace it to some trivial cause, such as choked jet, defective plug, etc., which can then easily be remedied by the customer or his operator.

We wish to avoid customers incurring the expense of a service journey when the difficulty can be overcome without it.

(c) Service Journeys

The cost of these is proportionately divided between the customers attended during each journey. Every effort is made in arranging service journeys to fit in as many service jobs as possible per journey, thus materially reducing each customer's proportion of the journey cost.

Occasionally it is not possible to arrange sufficient jobs on a service journey to enable the amount charged to each customer visited to be as low as usual.

In such cases, unless the matter is definitely urgent and customer is prepared to stand a larger, or the sole, share of the journey cost, the isolated job is held up for a limited time until more service jobs can be arranged for the journey in question, and so make that customer's share of the service journey less.

(4) PROMPT SUPPLY OF REPLACEMENT PARTS

Ample supplies of wearing parts are stocked at your Atco Depot so that you or your usual dealer can rely on prompt supply of "genuine Atco spare parts."

(5) REPAIRS AND OVERHAULS OF OTHER MAKES OF MOTOR AND PUSHMOWERS

Our personnel and equipment in the Atco Depot and our transport facilities enable us to carry out such work

in the best and most reliable way, using the particular maker's genuine replacement parts when required.

Instructions for this work, as for all Atco Service, will be promptly attended to at your Atco Depot. Also our Sales/Service representatives will take your instructions should you meet them in their Atco vehicles on the road.

(6) INSTRUCTIONAL SERVICE

Apart from carrying out general service to Atcos, our staff is at all times available for the purpose of giving instruction, at a reasonable charge, in the operation and running adjustments of an Atco, should any customer engage a new gardener, etc., who may be unfamiliar with the machine.

Time and again we have proved, on investigating service charges which appear to be inordinately high for the amount of mowing the machine has to do, that the cause is the operator's lack of knowledge of how to operate and care for his mower. In such cases an instructional call from an Atco man usually results in the annual charges coming into line with normal experience of similar size Atcos.

Such instruction is given at the usual charge for Summer Service, as described under that heading.

INVESTIGATION OF ISOLATED CASES OF HIGH MAINTENANCE COSTS

In recording throughout their life the costs so far as we are able, of maintaining 60,000 to 70,000 Atcos, we

are in a unique position to compare the experience of countless Atcos **of the same size** in actual use.

We are only too glad at any customer's suggestion, to investigate without charge his record of upkeep costs. If these are unduly high, our experience usually enables us to make such recommendations as will bring the customer's experiences into line with the average.

The 60,000 to 70,000 Atcos in use are saving several million hours of labour annually by comparison with the old methods, and doing the work better. Customers sometimes lose sight of this saving in the face of somewhat higher maintenance charges of the power to the old method, although the slight increase in maintenance charges over the old method is a fractional part only of the saving in labour.

CONCLUSION

There are 60,000 to 70,000 Atco Motor Mowers on active service, and still more than 50 per cent. of the first Atcos sold in 1921, are at work. This and the fact that the demand is increasing, is clear evidence of the following facts :

- (1) That the machine itself is meeting with the general approval of discriminating lawn owners ; and
- (2) That the service organisation, whose facilities are entirely at the disposal of Atco users, ensuring long and efficient service from their machines, has proved satisfactory and complete.

NOTE

We wish to warn our customers against the danger of having replacement parts not of genuine Atco manufacture fitted to their machines. When first placing orders for repairs with any firms other than the official Atco Depot, an assurance that only genuine Atco parts will be fitted should be called for.

APPRECIATIONS OF ATCO SERVICE



We give below extracts from a few unsolicited appreciations of Atco Service, which are a selection of those regularly received from 1922 until the present time.

Only by a consistent high standard of "value for money" can such appreciation be earned in the first place and maintained as years go on. **The secret of Atco Service is reasonable promptness and thorough work. It is definitely impossible to carry out service of the high standard of Atco Service at lower prices than our official Atco bases of charge. The apparent saving of a few shillings by placing necessary repairs in the hands of those who will tinker about with the machine for a trifle, or at any rate, at a price much below Atco charges, is a short-sighted policy, resulting in disappointment during the mowing season and ultimately costing many times the amount saved.**

FROM MIDDLESEX

"I wish to thank you very sincerely for the splendid job you have made of my mower and I enclose cheque herewith. I assure you I remit with very great pleasure."

FROM SURREY

"Herewith cheque against invoice enclosed. This being my first transaction with your firm, may I congratulate you upon the courteous and prompt attention I received from your service depot at Sutton. On my visit there, I was attended to and away again in less than five minutes, a fully satisfied customer, a striking contrast to so-called 'service' by some firms."

FROM SUSSEX

"I have had experience of firms claiming they give 'service.' In my opinion there is no service to equal that of Atco—it is undoubtedly the best."

FROM KENT

"I enclose cheque in settlement of the account received to-night. It is a pleasure to point out that this is the first overhaul made to my Atco after six years' constant use over my lawns and tennis court. The machine has never failed me. I have recommended the Atco to friends who have bought them and are as enthusiastic in the excellence of the machines they have had as I am with the one I have. I have no shares in the Atco works, and give my testimony, as you know, unasked. Please use it if of any use."

FROM BERKSHIRE

"I wish to express to you and your firm my appreciation for the way in which you reconditioned the mower especially the last little job you did to it."

FROM BUCKINGHAM

"A word of congratulation on your excellent 'service.' Many other machines may mow as well, as clean and as close, I have no experience, but the fatal day when a wire nail or a stone goes through the cutters

must come, and **that** is when an Atco shines. The mechanic will be there the next day, if you must have him, and a couple of hours later the machine will be mowing as well as ever. I pay the highest compliment to your 'service' which I can. It is as good as Rolls Royce's, whose attention I have enjoyed for 16 years, and it must be more difficult."

FROM WILTSHIRE

"I wish to congratulate you on the efficiency and speed with which my Atco Mower was repaired yesterday. I imagined from past experience of repairs of many kinds, many delays whilst the machine is sent to the works, etc., instead of which your very efficient representative put the whole thing in excellent working order in about 15 minutes by exchanging broken and damaged parts. You could not have a better advertisement."

FROM OXFORDSHIRE

"Much labour and time is now saved in cutting the lawns, and the prompt attention of your Manager and staff in putting the small repairs, when needed, in order is to be commended."

FROM WARWICKSHIRE

"Very many thanks for the prompt attention of your Service Department to my Atco. The machine is now running beautifully, and I feel very much indebted to your excellent service."

FROM DORSET

"I felt I must write and thank you for the very prompt attention in sending the Re grind Set for the 24-in. Atco back by your man to-day. I have 'phoned the owner and he is more than pleased and thinks it is marvellous service on the part of the Atco people."

FROM CAMBRIDGESHIRE

"I have much pleasure in saying that I have been very pleased with the Atco Mower in every way. It has had some very hard work to do and has lasted very well. I am also pleased with the promptness with which I have been served when wanting any repairs. I think it is reasonable in price and of sound workmanship."

FROM NORFOLK

"For several years I have used one of your machines on my lawns and cricket ground and have found it efficient in every respect. I think the machine is entitled to a yearly overhaul as the work is considerable and your service in this respect has always been reasonable and prompt. In any matter which I have had to refer to your local depot courteous attention has always been forthcoming."

FROM DEVON

"The splendid service which you maintain for the after care of your machine is much appreciated, and the courteous and prompt manner in which you deal with all orders, however small, is very commendable."

FROM CORNWALL

"I have replaced the tank and forwarded the leaky one to you and hope you receive it quite safely and that our troubles will now be over. Also I thank you very much for the way you have dealt with my troubles and your courtesy in this matter. It is a pleasure to deal with your service station, and I hope I shall not have to bother you again for some time."

FROM WORCESTERSHIRE

“Enclosed please find cheque in settlement of invoice herewith. We are very pleased with the Atco and much obliged for the courtesy and agreeable efficiency of your man.”

FROM SHROPSHIRE

“I should like to compliment you on the first-class service which you give your customers. I do not think any one else has attempted such a scheme.”

FROM CHESHIRE

“I would like to express my appreciation of the mechanic who dealt with the case. He struck me as being a young man of distinct ability for his position, which are qualities not always found in these days.”

FROM YORKSHIRE

“I have much pleasure in writing to you at the earliest opportunity to thank you for sending a mechanic to attend to the needs of my Atco Mowing Machine, in response to my recent complaint. The man you sent last was a skilled workman and at once found where the defect was and now the machine is running well, my gardener says. I thank you.”

FROM NORTHUMBERLAND

“I thank you for the quick despatch—it puts me in mind of American methods.”

FROM LANCASHIRE

“Permit me to extend you my appreciative thanks for the service and courtesy extended me by your Ormskirk Depot. This applies not only Mr. —, but also clerical and engineering staff.”

FROM NORTH WALES

“I am delighted with the 14-in. ‘Atco’ Lightweight, and only regret I did not decide earlier to purchase one. However, the pleasure of possessing one is amplified by the ready advice and assistance given me, and needless to say I can, in all conscience, recommend the Model to my friends.”

FROM SOUTH WALES

“I think you may be interested to know that we have been users of your Atcos for 13 years and that at all times they have given every satisfaction, in fact the old machine which we changed in 1934 had never let us down during 11 years. The same applies to our present machine. In addition it gives one much pleasure to testify to the most efficient Service Facilities always provided by your Newport Depot and to the unfailing personal interest which has been taken in our requirements.”

FROM SCOTLAND

“Referring to yours of the other day, my machine will not require overhauling this year, having been done in the spring. It continues to give the utmost satisfaction. Many thanks for your continued interest and attention.”

“I must thank you very much indeed for so expeditiously sending — down to put my mower right. — fitted another magneto and the machine is now working up to standard once again. I am sorry that I have given you so much trouble in the matter, but I appreciate all you have done to rectify matters. Might I take this opportunity to commend both — and — as being most obliging and keen to do their best, not only by the Atco Coy., but by the clients of that Coy. Both were most instructive. Again thanking you for your trouble.”

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