

February

EDITOR

Joe Oldham

MANAGING EDITOR

Charles Braver

DETROIT EDITOR

Bob Lund

TECHNICAL EDITOR

Ken Zino, Af-SAE

ART DIRECTOR

Joseph D. Doyle

PRODUCTION MANAGER

Nick J. Tartaglia

SENIOR EDITORS

Bob Cerullo, Af-SAE**Cliff Gromer****John Samanich, Af-SAE**

CONTRIBUTING EDITORS

Carl Caiati**Roger Huntington, Af-SAE****Philip Nochlin****Jeff Scott**

CONTRIBUTING ARTISTS

Jeff Mangiat**Frederick Neinast****Leon Stankowski**

CONTRIBUTORS

Lucien L. Garvin**Rich Taylor**

STAFF ASSISTANTS

Donna Mattei**Kim Ruta**

PUBLISHER

Alan M. Waxenberg

ASSISTANT TO THE PUBLISHER

Winifred DoughertyPUBLISHED BY
THE HEARST CORPORATION

PRESIDENT

Frank A. Bennack Jr.

CHAIRMAN

Randolph A. Hearst

VICE CHAIRMAN

John R. MillerPRESIDENT
MAGAZINES DIVISION**Gilbert C. Maurer**

PUBLISHING CONSULTANT

Richard E. DeemsVICE PRESIDENT
MAGAZINES DIVISION**Edward Fein**

MOTOR

1790 Broadway, New York, N.Y. 10019 U.S.A.

COVER: Trucks for play, trucks for pay. The subject is definitely pick 'em ups in this month's special feature. Come ride with us.



CLINIC

38 POWER TOOLS

Air or electric—power tools help take some of the work out of your labor.

40 PIT POWER

All the stops are pulled in modifying impact wrenches for ultrahigh speed track use.

47 OPERATING TIPS

Dos and don'ts for safe, economical and long-term use of power tools.

TECHNICAL

22 MANUAL UPDATE

Revisions to your MOTOR repair manuals.

49 WHAT TO DO WHEN THE HEATER WON'T WORK

Thawing a quick-frozen customer is a quick way to build good will. Here's how.

86 FACTORY SERVICE

MOTOR's bulletin service to keep you up to date.

88 FIX IT

Tips to save you skinned knuckles.

REPORT

24 PICK 'EM UP PARADE

A comprehensive rundown on 1979's hottest bodies—pickups for work and play.

SELLING

59 WE'LL RETURN AFTER THIS COMMERCIAL MESSAGE

Aftermarket promotions to help manufacturers—and you—move products in '79.

63 ABCs OF P-O-P

Does point-of-purchase display boost sales? Research says yes.

30 DON'T FORGET LIGHT TRUCK SERVICE

This shop found a gold mine in servicing light trucks for commercial accounts.

AWARD

66 MAN OF THE YEAR

MOTOR chooses William C. Lee as Automotive Aftermarket Man of the Year for 1979.

WHAT'S HAPPENING

69 BOB LUND'S DETROIT HOTLINE

The latest news from our man in Motown.

77 WHAT'S NEWS

Who, what, when, where, why and how in the industry.

96 HIGH ROLLING IN VEGAS

The ASIA Convention/PAS-IASI show is expected to break all records.

DEPARTMENTS

- 4 INSIDE MOTOR
- 6 EDITOR'S REPORT
- 8 2¢ WORTH
- 10 TRACKSIDE
- 12 PERFORMANCE CORNER
- 14 BODYSHOP
- 16 BUSINESS PAGE
- 21 VIEWPOINT
- 73 READER SERVICE CARD
- 90 MOTOR MARKETPLACE
- 92 PRODUCT NEWS
- 98 INDEX OF ADVERTISERS

Automotive Aftermarket Man Of The Year

MOTOR

February 1979

Pickup Parade '79



Dealing With Heater Hass
Selling In '79

#MRK3 31661 1695 09K12 SEP79
MARKHAM REP MTR
S S RATZLAFF
RR 1 BOX 116
MAKINEN MN 55763

Tool Clinic