

DURANT MOTOR COMPANY

OF NEW JERSEY

ATLANTA OFFICE



709-710 CANDLER BUILDING
ATLANTA, GA.

September
Seventh
1923.

TO ALL DEALERS:

With further reference to our letter in regard to the Durant and Star "Three Wheel Stunt", wish to say that perhaps we were not explicit enough in our instructions. Believe if you will follow the instructions given below, you will find that this will work out successfully:

Remove the right front wheel; tie down the left rear spring put block of wood in each of the other three springs, in order to make same rigid. They should be grooved out so that they will not drop off.

The body of the car should be lifted in order that the springs may reflex; then, insert your wood, allowing the springs to fall into the groove.

Put a bag of sand on the left rear seat, with an approximate weight of 225 to 250 pounds.

Before making this demonstration this car should be tried out privately to see that everything is working satisfactorily.

Have banners on car, giving the price, as well as the dealer's or distributor's name. Use some good, catchy phrase that will be suitable for such a demonstration. The best place for this demonstration would be in the public square. Also, endeavor to get the newspaper men to make a photograph, in this way securing some good free advertising. Salesmen should accompany this car with the idea of securing as many prospects as possible.

This stunt can be pulled off with a Durant or Star touring car, and should be kept up for a week or ten days.

Yours very truly,

DURANT MOTOR COMPANY OF N.J.
ATLANTA DISTRICT.



Sales Manager

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