

**IMPORTANT INFORMATION**  
*FROM*  
**DURANT MOTOR COMPANY**  
of Michigan

No. 5-196

Lansing, Michigan

Service

**SUBJECT: DURANT AUTHORIZED  
MAINTENANCE SIGN**

Attached hereto please find illustrated circular describing the new Durant Authorized Maintenance Sign.

To make your service the strongest link in your business you must provide adequate maintenance facilities ... then employ efficient mechanics and TELL THE PEOPLE ABOUT IT.

Get one of these signs, which is in Keeping with your service, and display it where it will tell the world that your interest only begins with the delivery of the automobile.

The new and attractive Durant Maintenance Sign will do this for you.

This Sign is 28 x 42 inches with three distinctive colors as illustrated. This Sign, properly displayed, is a prominent and daily advertisement of Durant cars and is bound to reflect in increased repair work and new car sales.

The price of this Sign, complete with bracket and sway chains, is only \$6.75 F.O.B. Baltimore, Md.

If you have one of our former Maintenance, Signs, bring your Sign up-to-date by ordering a new plate. The price of the plate only is \$5:25 F.O.B. Baltimore, Md.

Place your order TODAY for one of these attractive Signs ... display it prominently ... and let the public know that you are the Authorized Durant dealer.

Yours very truly,



Director of Service

AKSteigerwalt/GF  
Encl.  
September 28th, 1931.

# DURANT

## Authorized Maintenance Sign

**T**HIS new and attractive sign is made of 16-gauge enameled steel, covered both sides with seven coats of enamel, baked on. Ornamental hanger is heavy, rust-proof Armco iron. Sway chains are galvanized. The sign is built to last at least 10 years without fading or showing signs of wear.

Best of all, this new sign is large—28 x 42 inches—with three distinctive colors (as illustrated). The sign complete—ready to put up costs only \$6.75 f. o. b. Baltimore, Md.

Dealers who have one of the former service signs can purchase new plate for \$5.25 f. o. b. Baltimore, Md. This plate has been designed to fit former hanger.

It will bring business to every service station that puts it up.

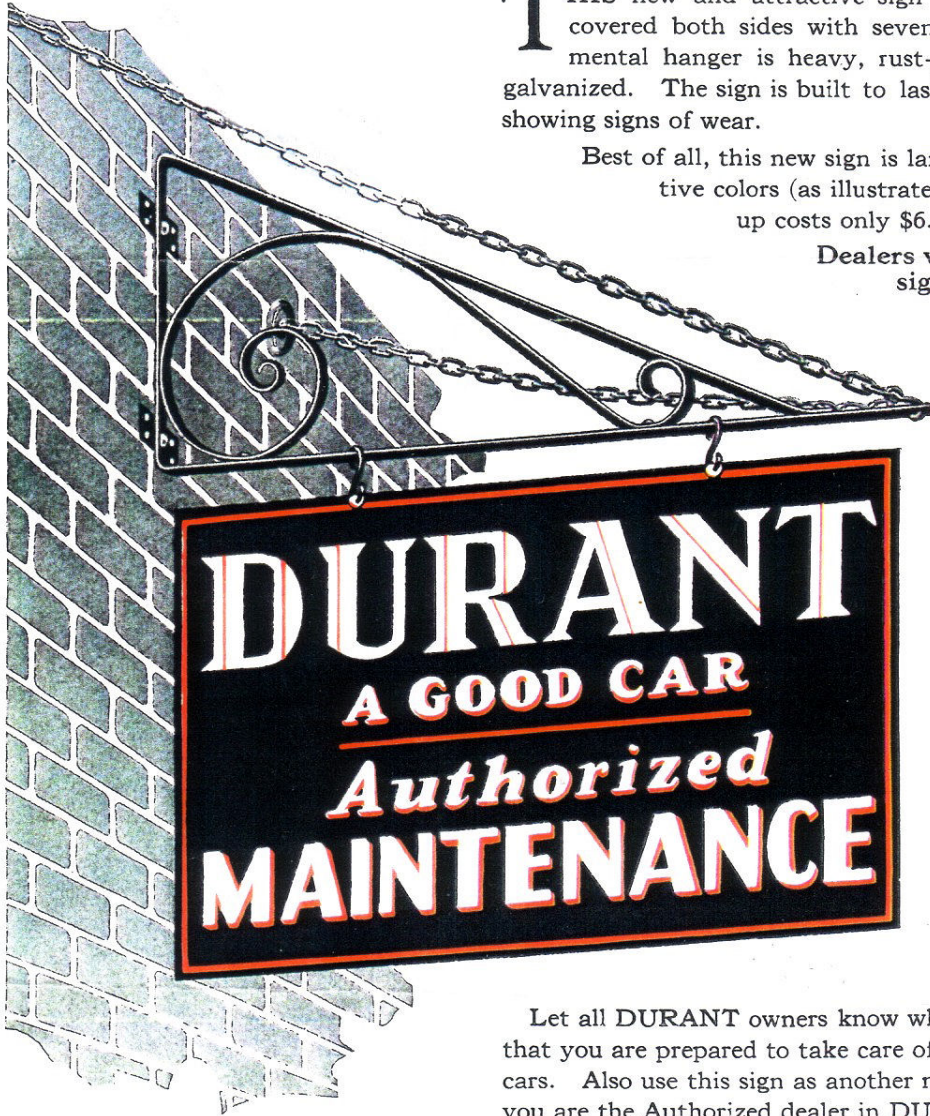
### Service Sells Cars

This you know as well as we do. People buy the car that they are sure they can quickly and easily get repaired. They buy the car they see advertised—that they hear talked about.

### Advertise Your Service

Order one of these attractive signs TODAY and prominently display it on your service station, or a new plate to replace the one on your present sign.

Let all DURANT owners know where your service station is located and that you are prepared to take care of the repairs and maintenance of their cars. Also use this sign as another means of telling the public at large that you are the Authorized dealer in DURANT cars.



TEAR OFF FILL OUT MAIL TODAY

DURANT MOTOR COMPANY OF MICHIGAN  
Parts and Service Division  
Lansing, Mich.

Date.....193...

Gentlemen;

Please ship us, carriage charges collect.....DURANT Authorized Maintenance Signs complete described in your special circular, price to be \$6.75 each net, f. o. b. Baltimore, Md., or.....new style plates only, to use on our present hangers, price to be \$5.25 each net, f. o. b. Baltimore, Md. Our check for the correct amount is attached.

Ship this order by

Signed .....

.....collect  
(Express or Freight)

.....  
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