

Detroit Home-Owners HAVE INVESTED \$3,500,000 in Silent Automatic Oil Burners

"Silent's" unique Service Creed stands squarely behind all burners, protects every owner's investment, creates good will and owner-cooperation unparalleled in the oil burner industry, and is responsible for our position of world-leadership. » » » »

The Silent Automatic Creed of Service

The purchaser must be satisfied with his purchase.

The product must be and do all that was claimed for it . . . and more.

When the sale is closed, our part of the transaction has just begun. It is then our obligation to insure that our product renders satisfactory, economical service — then sales will take care of themselves.

Our creed is based on the knowledge that business always returns to that place where it has been fairly treated.

Our creed is nothing but common sense, yet it has created "owner satisfaction" unparalleled in the industry . . . which is responsible for our position as the world's largest producer of domestic oil burners.

NEW MODEL "E" (for smaller homes)

\$ 295

A \$19.00 deposit will install this burner in your home.

In the metropolitan area, price includes complete installation of burner. Oil storage tanks are in addition. In other cities, a nominal installation charge is made, depending on local conditions. All Silent Automatic models may be purchased on very favorable time payment terms.

THE MODEL "A" (for larger homes)

\$ 395

A \$24.50 deposit will install this burner in your home.

DURING 1929, Silent Automatic led all others in oil burner sales, according to figures compiled by an impartial trade journal which investigated the sales of 47 leading manufacturers. 1930 is an even greater year for Silent Automatic. Sales are considerably ahead of last year. This success is strikingly illustrated by "Silent's" huge May sales volume, the country over.

A vital factor in this amazing record of achievement is the unique Silent Automatic Service Creed, which has created universal "owner-satisfaction" and "owner-salesmanship".

"Silent" adheres to its Service Creed inflexibly. Just how inflexibly may be determined by an investigation of "Silent's" installations since its beginning, in 1925.

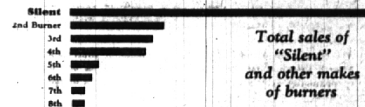
The complete list of Silent Automatic owners is always available for your inspection. We invite you to ask ANY owner WHY he chose "Silent". We know that the enthusiasm of our owners will convince you that you, too, should give yourself and your family the advantages that only "Silent" provides.

Drop in and see, the "Silent" models . . . or phone for a representative . . . TODAY. The new Silent Automatic "Summer Plan" makes immediate ownership remarkably easy.

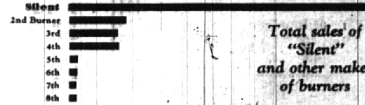
SILENT AUTOMATIC SALES CORPORATION

Factory / BIRMINGHAM-PONTIAC, 161 W. Maple Ave., Phone Birmingham 2030 } OPEN
Branch: / DETROIT BRANCH, Grand Circus Park at Madison, Phone Cherry 4760 } EVENINGS

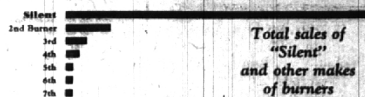
1928
"Silent" Sales 56% of Total



1929
"Silent" Sales 68% of Total



1930 (Five Weeks Ending May 31st)
"Silent" Sales 71% of Total



In Detroit alone, during the five weeks ending May 31st, Silent Automatic was far ahead of the field, with 71% of the total oil burner installations made . . . a greater percentage of total sales than was achieved in either 1928 or 1929. Moreover, "Silent" sales in May, 1930, were 25% greater than in May, 1929. "Silent" is steadily strengthening its position of world leadership.

C O U P O N
SILENT AUTOMATIC CORPORATION

Without obligation on my part, please send me further information regarding the installation of a Silent Automatic Oil Burner in my present heating system . . . and let me know what its probable cost of installation will be.

My home has _____ rooms. Heating system is Steam Vapor Warm Air Hot Water.

Name _____
Address _____
City _____ State _____

SILENT AUTOMATIC



THE NOISELESS OIL BURNER
MADE IN DETROIT