



# Some hoist companies think you'll swallow any old line.

They offer you one line of hoists and expect you to make do. We don't. Because we know your customers' needs vary.

**Two Complete Lines.**

Duff-Norton gives your customers -- and you -- a choice. Two complete lines. Coffing® for maximum productivity. Duff Lynx® for productivity at an affordable price.

**Great New Service.**

Two distinct lines. Yet your Duff-Norton district sales manager provides a single convenient line to both. And behind him is our new 24-Hour Department, which ships any hoist with standard modifications within 24 hours of receipt of order. At no extra charge.



**Great Support.**

We realize your bottom line depends on more than just quality products. That's why both Coffing and Duff Lynx are competitively priced and backed by the most aggressive advertising in the industry, plus all the sales tools and marketing support you'll ever need. And a great new warranty.

**Drop Us a Line.**

Two lines may be a bit to digest. So before you swallow anything, please drop us a line for more information. Duff-Norton Company, P.O. Box 32605, Charlotte, NC 28232. Or call Customer Service (704) 588-2720 or Parts Service (704) 588-2323.

