



# KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 1-A

ALL DEALERS:

March 28, 1950

Subject: KF Anti-Freeze - 1950-1951 Season

We are pleased to announce that KF Anti-Freeze will again be available for the 1950-1951 winter season through your distributor.

We will continue to supply the same high quality Anti-Freeze as during the past season. In addition, we will have a limited quantity of Ethylene Glycol Permanent type Anti-Freeze which will be allotted to each distributing territory on the basis of one (1) gallon permanent type to four (4) gallons of alcohol base anti-freeze ordered.

THE PRODUCT. KF Anti-Freeze is a specially prepared formula of methyl and isopropyl alcohol, a mixture which retards evaporation and gives greater protection at lower temperatures for longer periods than ordinary alcohol anti-freeze. We are confident from the results obtained during the present season that KF Anti-Freeze is truly a quality product. KF Permanent type Anti-Freeze is the well known Ethylene Glycol preparation which is so satisfactory in extremely cold climates.

SALES AIDS. Before the anti-freeze selling season arrives, all dealers who have ordered KF Anti-Freeze will be furnished a wall poster and radiator capacity chart showing the amount of anti-freeze necessary for protection against freezing at varying degrees of temperature. You will also be furnished with radiator filler neck tags which state that the cooling system has been treated with KF Anti-Freeze. This tag is an added sales help in reminding owners to use KF Anti-Freeze when it is necessary to add further protection.

The wall poster tells customers that you merchandise an exclusive anti-freeze product.

AVAILABILITY. Stocks of KF Anti-Freeze are carried in strategically located warehouses throughout the United States, so that we are in a position at all times to supply your requirements promptly.

PRICES. Below we are giving you complete ordering information, together with the suggested list and your net prices:

<u>Part No.</u>	<u>Name</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>
100126	Anti-Freeze (54-gallon drum)	\$67.50	\$39.96
100127	Anti-Freeze (1-gallon can)	1.25	.81
100128	Anti-Freeze (1-quart can)	.35	.21
100145	Anti-Freeze - Permanent Type (1-gallon can)	3.50	2.34

PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE