



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 1-B

ALL DEALERS:

December 18, 1951

Subject: KF "Sav-A-Battery" Filler Caps

We are pleased to announce the addition of "Sav-A-Battery" Filler Caps to our line of KF Accessories.

The "Sav-A-Battery" Filler Cap - described on the attached illustrated circular - is installed in place of the regular battery filler cap, and provides a reserve supply of water which automatically feeds into the battery cells as the battery water level recedes. In addition to maintaining a constant water supply, the cap provides a visual check of the water level, because if water is visible in the bulb, you are assured that the water in the battery is at the proper level.

"Sav-A-Battery" Filler Caps are molded by a new process from highly flexible polyethylene plastic. With the exception of the filler tube, which is pressed into the bottom of the cap, the unit is a single molded piece, so there are no welds or joints to leak or crack. The plastic is not affected by the battery acid, neither will the bulb burst if filled with water and frozen solid. Because of the different makes of batteries produced with various size filler caps, we have established part numbers covering all sizes used. On the reverse of the attached broadside, you will find listed practically every known make of battery under the cap size which applies.

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 12 or more</u>
100289	Cap - 3/4" (Set of 3)	\$1.39	\$.83
100290	Cap - Willard - 3/4" (Set of 3)	1.39	.83
100291	Cap - 7/8" (Set of 3)	1.39	.83
100292	Cap - 1" (Set of 3)	1.39	.83
100293	Cap - Small - 1 1/4" (Set of 3)	1.39	.83
100294	Cap - Large - 1 1/4" (Set of 3)	1.39	.83
			<u>1 Assortment</u>
100295	Cap - Assorted Sizes (12 Sets of 3) (See circular for sizes)		10.00

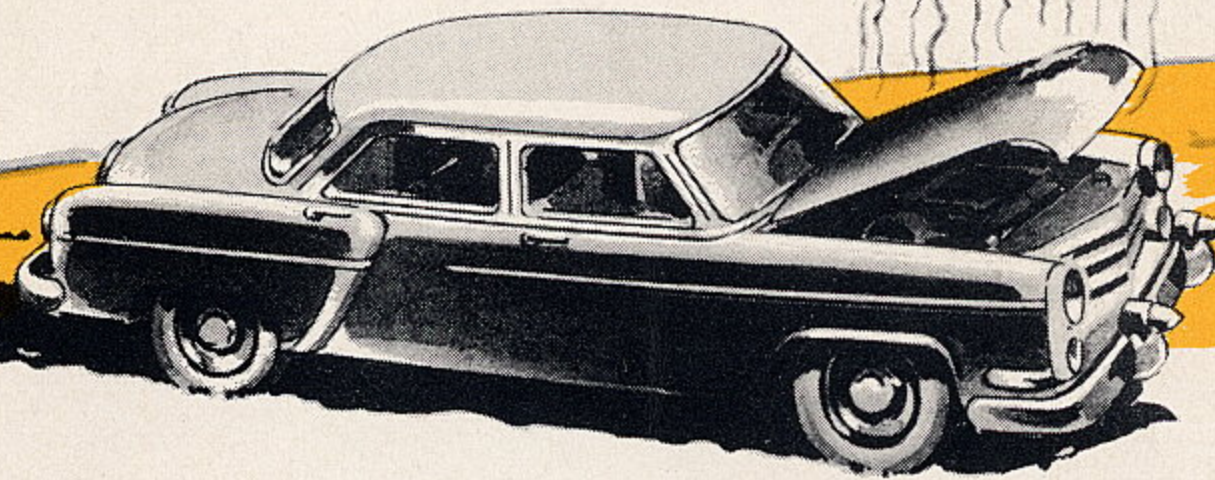
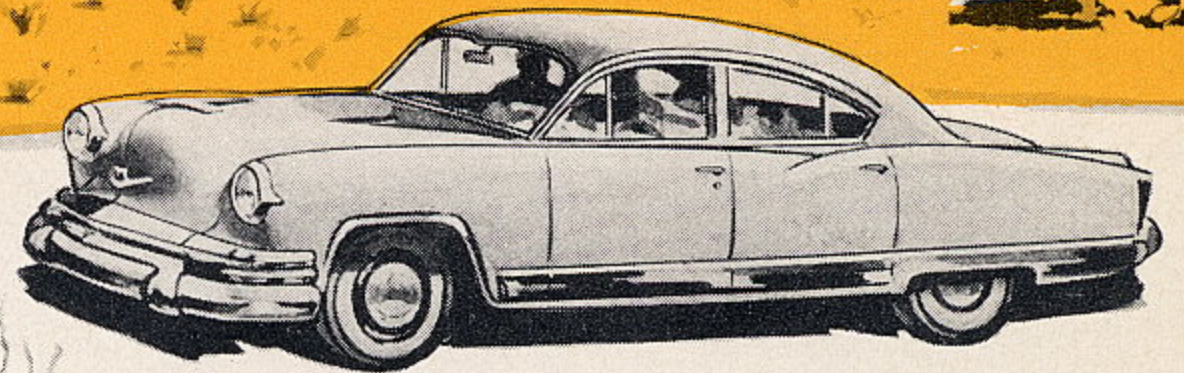
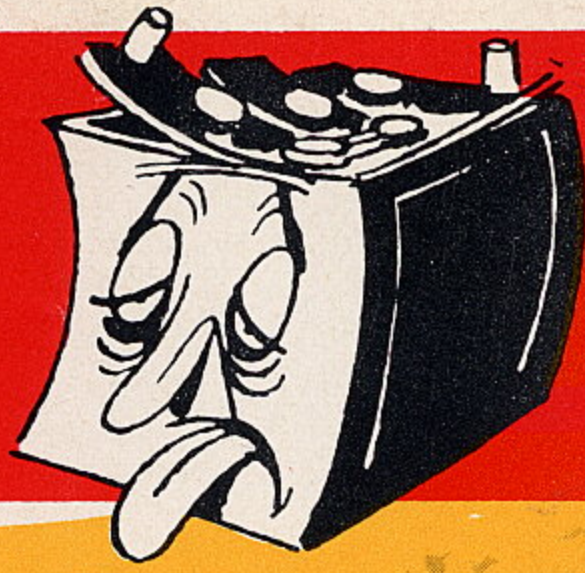
PRICES INCLUDE FEDERAL EXCISE TAX AND ARE SUBJECT TO CHANGE WITHOUT NOTICE



SAV-A-BATTERY

FILLER CAPS

**For Lack of water . . .
over ten million batteries
failed last year!**



**Make all your trips pleasant ones . . . have your
car equipped with **SAV-A-BATTERY****

FILLER CAPS

What Sav-A-Battery Caps are

They are new flexi-plastic reservoirs replacing the regular battery caps and holding a reserve supply of water for the battery.

Feed water to battery automatically as needed.

Maintain constant correct water level.

Tell at a glance if battery needs water.

Cannot overflow.

Will not break if frozen or struck.

Just squeeze like a syringe to fill.

How to Sell Them

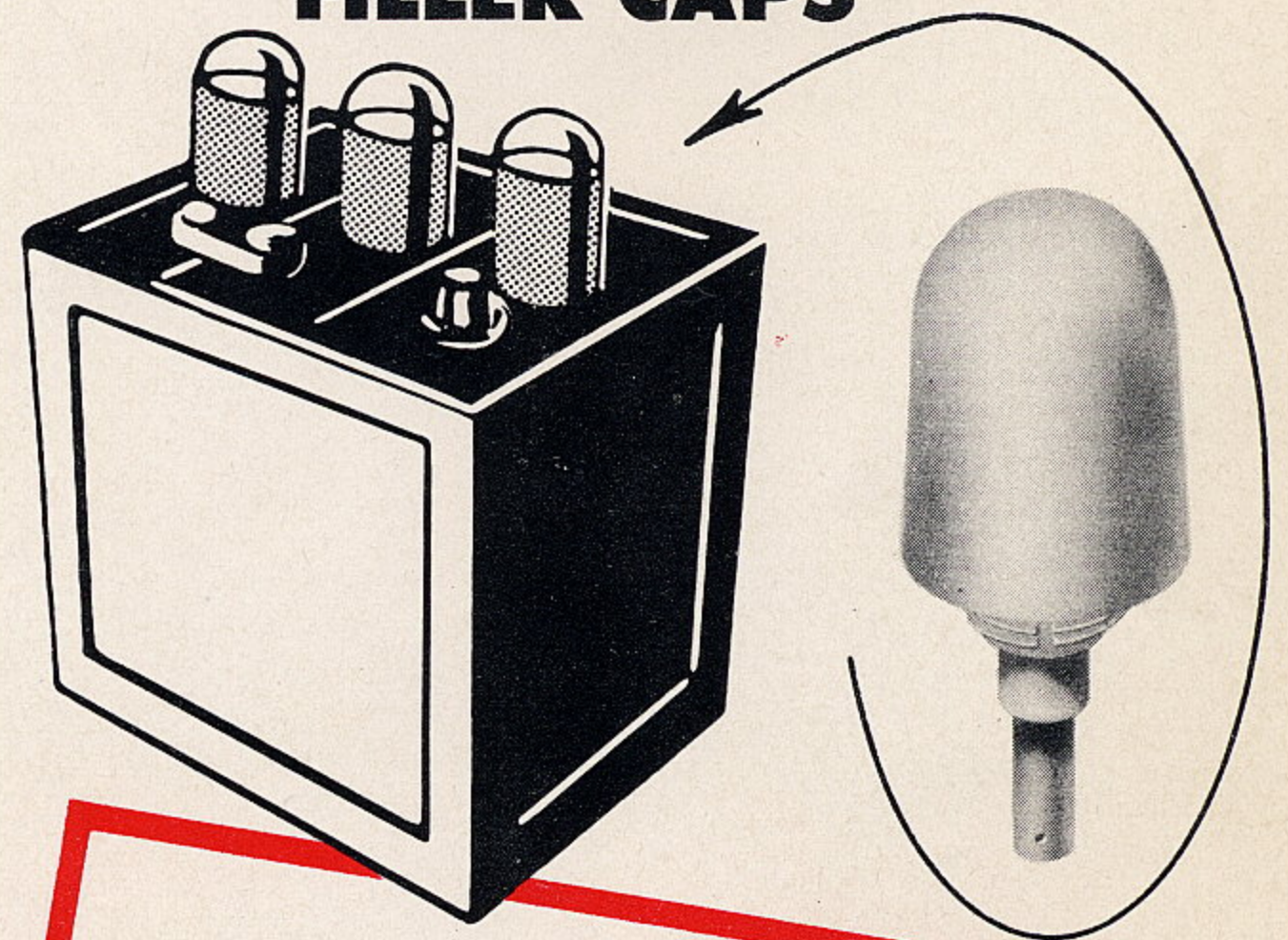
Install a set on every new car. For the small additional cost, the buyer won't let you take them off.

Increase the sales appeal by installing Sav-A-Battery Caps on every used car.

Have a set filled ready to show to every service customer. 9 out of 10 will buy.

60% of battery failures are caused by lack of water.

Sav-A-Battery Caps are low cost Battery insurance.



How to Order!

Refer to your Accessory Price List for part numbers and prices and place your order with your distributor today.

KAISER-FRAZER SALES CORPORATION
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