



# KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 111

August 4, 1949

ALL DEALERS:  
(Except in the State of Texas)

Subject: KF Lubricaps - Part No. 100130

Here is something NEW which can be used to increase your lubrication volume. It is small in size, but a "giant" in bringing profitable lubrication business to you.

This new addition to our accessory line is KF Lubricaps. Attached you will find illustrated descriptive circular of KF Lubricaps together with a sample installed on a fitting to show the application.

Your customers - regardless of the make of car they own - are going to be interested in Lubricaps - if you tell them what Lubricaps will do. Lubricaps are small neoprene caps which snap over the lubrication fittings, preventing dirt, grit, water and chemicals from accumulating on these fittings, assuring a clean fitting at all times for lubricating the car. Lubrication men like them - no need to carry a rag to wipe off fittings before applying the gun, thus saving time and trouble. Lubricaps installed before applying undercoating will keep fittings free and clean.

A number of distributors and dealers in the Detroit, Michigan Sales Area have tested Lubricaps and are enthusiastic about the results. Some used Lubricaps as a premium in selling Lubrication Agreements - reducing or eliminating entirely the discount on the selling price of the agreement, giving instead a set of Lubricaps free with each Lubrication Agreement book sold. Others have successfully sold Lubricaps on their merits - selling installations at the suggested list price of \$1.50 per car. Their customers are coming back for lubrication jobs because they have the assurance of a better, more lasting lubrication.

Lubricaps are exclusively for car dealers. Owners can not get them from any other source. You can tie your owners to you with this service.

Below we are giving you complete ordering information together with suggested list and net prices:

| <u>Part No.</u> | <u>Name</u>  | <u>Suggested List Price</u> | <u>Dealer 100 or more</u> |
|-----------------|--------------|-----------------------------|---------------------------|
| 100130          | KF Lubricaps | \$ .06 each                 | \$3.50 per 100            |

All prices are F.O.B. Shipping Point and are subject to change without notice.



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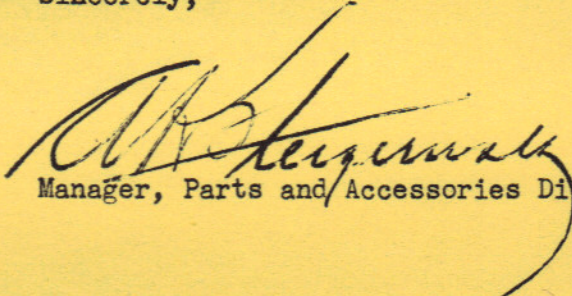
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Lubricaps are unit packed - one hundred (100) to the box. As the maximum requirements per car do not exceed twenty-five (25) Lubricaps, one (1) box of one hundred (100) will take care of four (4) cars. Based on your cost of \$3.50 per hundred, you will realize a gross profit of 71.4% on every box of one hundred (100) sold through your Service Department.

We would suggest that you send an order to your distributor NOW for your requirements of Lubricaps. Do not lose the opportunity this accessory creates to increase your lubrication business and profits.

Sincerely,



Manager, Parts and Accessories Div.

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Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES





# PROTECT YOUR CAR!

## STOP PREMATURE WEAR WITH

# Lubricaps

TRADE MARK

LUBRICAPS KEEP DIRT - GRIT - WATER AND ROAD CHEMICALS FROM ACCUMULATING ON LUBRICATION FITTINGS. KEEPS FITTINGS LIKE NEW!



Lubricaps are molded of Grease Resistant Neoprene to snugly "cap" Lubrication Fittings. Won't come off on roughest roads. Lubricaps protect Lubrication Fittings from flying stones and gravel.

*Lubrication Agreement*



RAY W. REYNOLDS COMPANY  
2619 Hemstead Blvd.  
HOMETOWN 7, STATE

LUBRICATE FOR SAFETY EVERY 1,000 MILES

OFFER A SET OF

**Lubricaps** *FREE*

WITH THE SALE OF EACH LUBRICATION AGREEMENT. TIE YOUR CUSTOMERS TO YOU FOR REGULAR LUBRICATION AND ALL SERVICE REQUIREMENTS!

- ✓ Lubricaps are exclusive with New Car Dealers.
- ✓ Lubricaps wear indefinitely.
- ✓ Lubricaps mark each Fitting clearly — make Lubrication work easier.

- ✓ Every car owner is a prospect for a set of Lubricaps.
- ✓ Every car needs them.

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