



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 19-A

July 24, 1950

ALL DEALERS:

Subject: KF Lustur-Seal

Two years ago our Engineering Laboratory - after exhaustive tests of many makes of automobile body cleaners and polishes - approved Lustur-Seal as the finest appearance treatment on the market. The experience of our dealers during this period has definitely proven the accuracy of our tests.

We have received many reports that used car values are substantially increased when treated with Lustur-Seal before being put up for sale, and many dealers have advised that Lustur-Seal is one of their most profitable service operations. We know that paint overspray on new cars can be quickly and easily removed with Lustur-Seal No. 2.

We wish to call your particular attention to the announcement of the Lustur-Seal Appearance Department Material Kit in the attached folder. This kit includes a newly designed wall banner and all literature, decals, etc. necessary to set up a Lustur-Seal Appearance Department and promote business with your service customers.

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

<u>Part No.</u>	<u>Name</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>	<u>Dealer Case Lot</u>	<u>Bottles Per Case</u>
100065	Lustur-Seal No. 1	-	\$2.00	\$1.75	12
100066	Lustur-Seal No. 2	-	2.00	1.75	12
100067	Haze Cream	1.25	.75	.60	24
100068	Applicator		.20		
100069	Buffer Pad Backing Plate		4.50		
100098	Buffer Pad		1.50		
100175	Lustur-Seal Material Kit		2.50		
N.P.N.	Lustur-Seal Wall Banner Only		2.00		
N.P.N.	Lustur-Seal Decalcomania		1.00	(Lots of 100)	

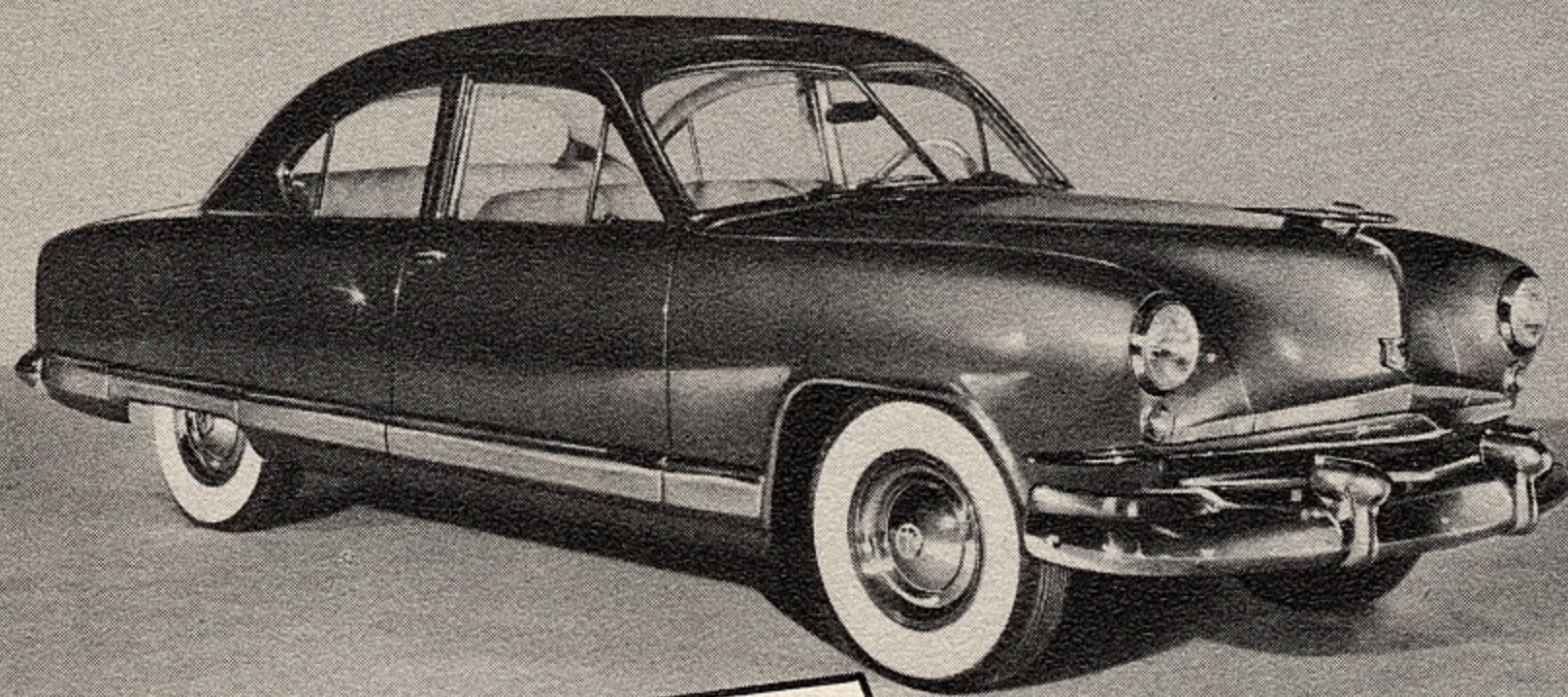
PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

KAISER



FRAZER

LUSTER-SEAL



SEAL IN THE LUSTER
FOR THE
SEAL OF BEAUTY:

KAISER-FRAZER SALES CORPORATION

KAISER-FRAZER CORPORATION

WILLOW RUN, MICHIGAN, U.S.A.

A Proven Kaiser-Frazer

LUSTUR-SEAL BEAUTIFICATION FOR YOUR OWNERS MEANS ADDED SERVICE PROFITS



SIMPLE REQUIREMENTS FOR YOUR LUSTUR-SEAL DEPARTMENT

1. A well lighted, clean, attractive space designated by the Luster-Seal Banner
 2. One electric buffer with hard rubber backing pad and sheepskin buffer
 3. Luster-Seal material
 4. A trained operator—and your department is complete.
- Kaiser-Frazer distributors and dealers who set up a beautification department will be furnished with the following Free Luster-Seal sales-helps to produce more profit.
- a. A banner as identification for car beautification department
 - b. Pamphlets explaining the benefits of a Luster-Seal treatment and its proper application
 - c. A small Luster-Seal decalcomania for car door window
 - d. Envelope stuffers.

For Additional Profit-Establish Your Department Today



Kaiser Service Deal

KAISER-FRAZER LUSTUR-SEAL No. 1

Lustur-Seal is a specially formulated paint treatment, to be applied with an electric buffer to a clean painted surface. Lustur-Seal No. 1 contains no abrasives to pull and cut the paint. It cleans and seals the pores in one operation against further oxidization, leaving a hard, dry finish surface that will withstand all weather conditions. Lustur-Seal finish will withstand the sun, salt air, dirt, etc. It will not spot with rain, oil, or detergent cleansers used in washing. Lustur-Seal brings out the true color of the paint in high-lights. It protects the beautiful natural surface colors making it easy to blend or "fog" in a damaged spot on the paint without having to remove the Lustur-Seal finish.

KAISER-FRAZER LUSTUR-SEAL No. 1 is not intended to be used to remove tar, bugs, oil or heavy deposits of dirt accumulation on a dirty car. It is designed for use on a new or comparatively clean used car.

KAISER-FRAZER LUSTUR-SEAL No. 2

Lustur-Seal No. 2 contains the same formulated material plus the addition of a suspended compound designed to cut away bugs, tar and heavy deposits of oxidization on older cars. It cleans off the surface, cleans out the pores of the paint and seals the surface in one operation, leaving a hard, dry finished surface. The original luster of the paint on older used cars may be restored where the sun, salt air or oxidization has caused the paint to fade and would normally require a repaint job to restore the original beauty.

KAISER-FRAZER LUSTUR-SEAL NO. 2 with the suspended compound will remove tar, bugs, oil or heavy deposits of oxidization and dirt. It should be used on older cars and will do an outstanding job of restoring the original luster, color and sheen of the paint job.



Part No. 100065 Part No. 100066

KAISER-FRAZER LUSTUR-SEAL HAZE-CREAM

Lustur-Seal Haze Cream is a material especially adapted for hand application after a Lustur-Seal treatment. This material should be applied with a soft cloth over the entire car as a detail clean-up, including glass, chrome and all exterior surfaces to complete the Lustur-Seal treatment. There is no rubbing necessary. Simply allow it to dry and wipe it off with a clean dry cloth. One Lustur-Seal treatment properly cared for periodically with Lustur-Seal Haze Cream will last indefinitely. This Haze Cream is a good over-the-counter sales item for the customer's use in taking care of and preserving the original beauty of the Lustur-Seal treatment.



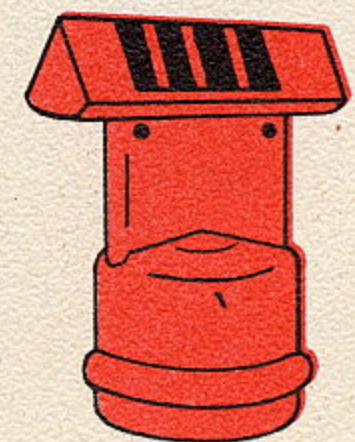
Part No. 100067

MATERIAL REQUIRED FOR BEAUTIFICATION DEPARTMENT

- KF LUSTUR-SEAL NO. 1
Part No. 100065
- KF LUSTUR-SEAL NO. 2
Part No. 100066
- KF LUSTUR-SEAL HAZE CREAM
Part No. 100067
- KF RUBBER APPLICATOR
Part No. 100068
- 1 Hard Rubber Buffer Backing Pad
Part No. 100069
- 1 Lustur-Seal Material Package
Part No. 100175
- 1 Sheepskin Buffer Pad Part No. 100098
- 1 Electric Buffer—60 c., 110 volt A.C.,
1,200 to 1,400 R.P.M.

Available through
Kaiser-Frazer
Parts Corporation

Available through
regular tool sources



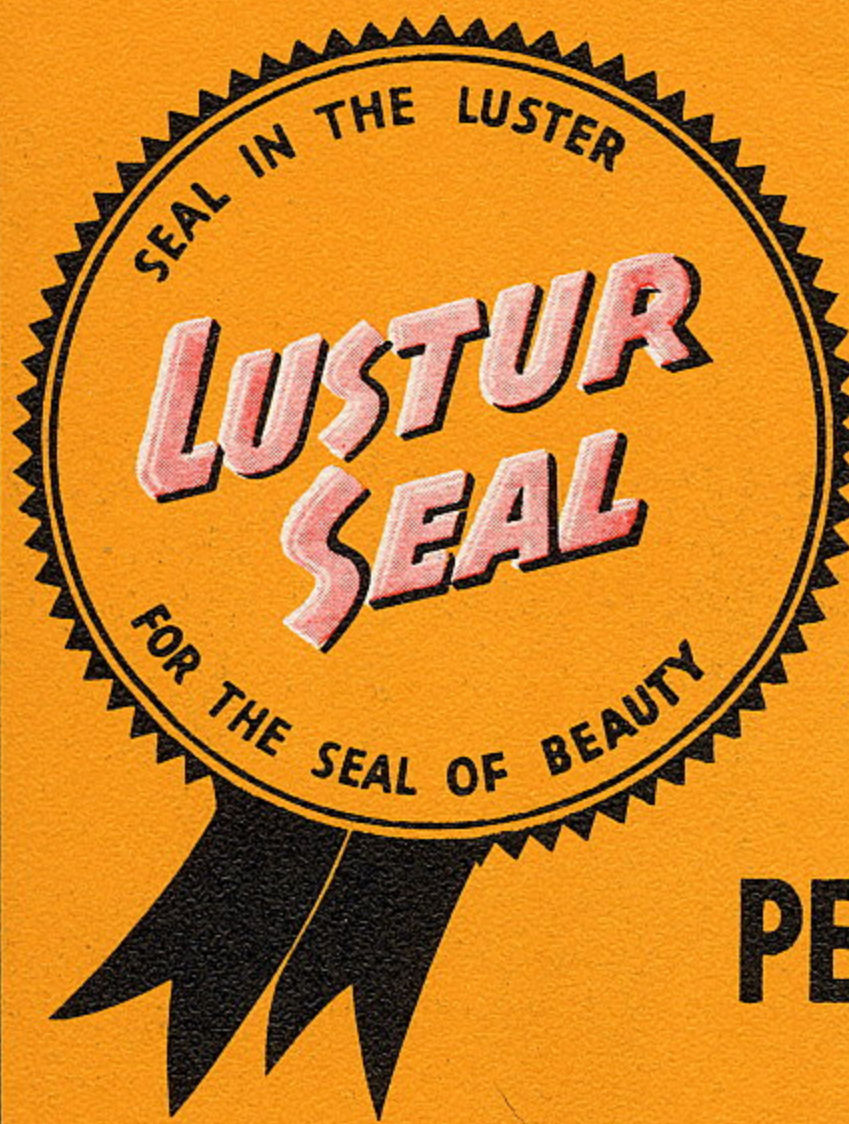
Part No. 100068



Part No. 100069



LUSTUR-SEAL MATERIAL PACKAGE Consists of—



KAISER-FRAZER

LUSTUR-SEAL

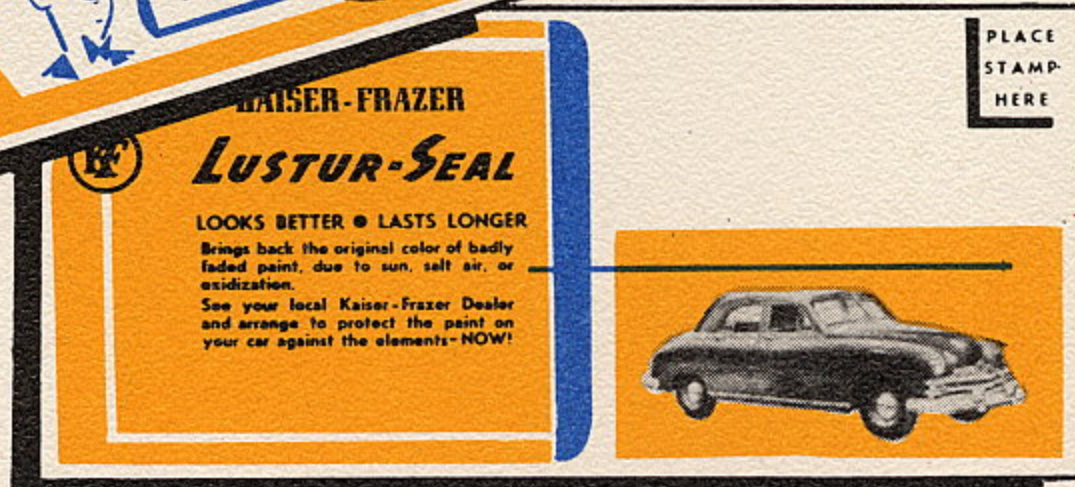
PERMANENT PAINT TREATMENT

LET US LUSTUR-SEAL YOUR CAR TODAY!

3' x 5' 3-COLOR
LUSTUR-SEAL BANNER



(BACK)



(FRONT)

● MAILING PIECE

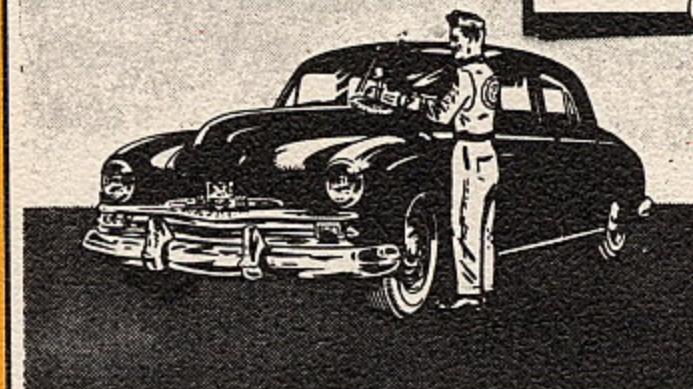
BEAUTIFY YOUR CAR
By This New Method!



KAISER-FRAZER LUSTUR-SEAL protects and brings out the natural beauty of the finish on your car. Restores the original color of faded paint. Cleans and seals in one operation. It's economical, because it lasts indefinitely. Let us Luster-Seal YOUR car TODAY.

● 1 COLUMN
NEWSPAPER
MAT

A MARVELOUS NEW DIS
FOR BEAUTIFYING YOU



KAISER-FRAZER LUSTUR-SEAL

- Brings out the natural beauty of paint in high lights.
- Protects the finish on any car against sun, salt air, weather, and dirt.
- Restores the original color of faded paint.
- Removes oxidation and keeps that new car look.
- Cleans and seals in one operation.
- Does not spot with rain, oil, or detergents.
- Lasts indefinitely when properly cared for.
- Saves expense of frequent refinishing.
- Let us Luster-Seal YOUR car TODAY.

Dealer's
Name

Address



DEALER'S IMPRINT

● 2 COLUMN
NEWSPAPER
MAT



● LUSTUR-SEAL
DECALCOMANIAS

LUSTUR-SEAL MATERIAL PACKAGE
PART NO. 100175

KAISER-FRAZER SALES CORPORATION
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WILLOW RUN, MICHIGAN, U.S.A.