



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 24-B

June 9, 1953

ALL DEALERS:

Subject: New Deal for Lustur-Seal

We are pleased to announce an important improvement in the packaging of Lustur-Seal and Haze Cream. The glass bottle has been discontinued and both Lustur-Seal and Haze Cream will be supplied hereafter in imprinted flexible plastic bottles.

The advantages of the plastic bottle are:

1. Non-breakable. Losses thru breakage are eliminated. A bottle dropped on the service floor will bounce - not break.
2. Freeze-proof. Freezing has no effect on contents in the plastic bottle. So shipments can be made even in coldest weather without danger. The plastic will expand - not crack or break.
3. No applicator required. The squeeze type bottle puts the Lustur-Seal where you want it - in the amount you want.
4. More sales appeal. The attractive flexible plastic bottles, well displayed, will increase over-the-counter sales of Haze Cream.
5. Saves on transportation. A case of Lustur-Seal in the new container weighs one-third less, reducing transportation costs in proportion.

With all these advantages, we are able to maintain present prices except on Haze Cream, even though our cost on the plastic bottles is greater than the glass. For your ready reference we are listing below part number, suggested list price and your net price:

<u>Part No.</u>	<u>Name</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>	<u>Dealer Case lots</u>
100065	Lustur-Seal #1 (12 oz. plastic)	None	\$2.25	\$2.00
100066	Lustur-Seal #2 (12 oz. plastic)	None	2.25	2.00
100067	Haze Cream (8 oz. plastic)	\$1.25	.85	.70
100069	Buffer Backing Plate (specify hole size)		4.50	

<u>Part No.</u>	<u>Name</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>	<u>Dealer Case lots</u>
100098	Lambs Wool Buffer Pad		\$1.75	
100279	Decals (package of 100)		1.00	
100286	Illuminated Mirror Sign		4.95	

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

Lustur-Seal No. 1 and No. 2 are packed twelve (12) bottles per case. Haze Cream is packed twenty-four (24) per case, and your orders should be placed in multiples of those quantities.

Enclosed herewith are samples of promotional material now available for your use in developing your Lustur-Seal business and adding to the profits in your Appearance Department.

1. A Broadsheet which pictures the Lustur-Seal products and explains the uses and advantages of Lustur-Seal No. 1 and No. 2 and Haze Cream.
2. A Mailing or handout piece which tells your customers about Lustur-Seal through the question and answer method. These are available to you without cost in any quantity. A copy will also be placed in the glove box of all cars produced at Willow Run.
3. A Decalcomania for the side window of all cars which have been Lustur-Sealed, reading, "This car finish has been protected with Kaiser-Frazer Lustur-Seal. It can be kept in this condition by regular applications of Lustur-Seal Haze Cream available at our Parts Counter." Your supply of Decals can be ordered under Part No. 100279 at \$1.00 per 100.
4. Under separate cover you will receive a beautiful 25" x 38" colored Lustur-Seal wall poster. If you have an extra Service poster frame, use it to display this poster. If no frame is available, the poster should be securely mounted to a wall, in a prominent location in your Service Department.
5. We also have available the Illuminated Mirror Flasher sign, an attractive four color sign which compels attention and which you can secure under Part No. 100286 at a special price of \$4.95.

We urge you to make use of these promotional items. Make certain you get your share of this profitable Lustur-Seal business.

Sincerely yours,



General Manager
Parts and Accessories Division

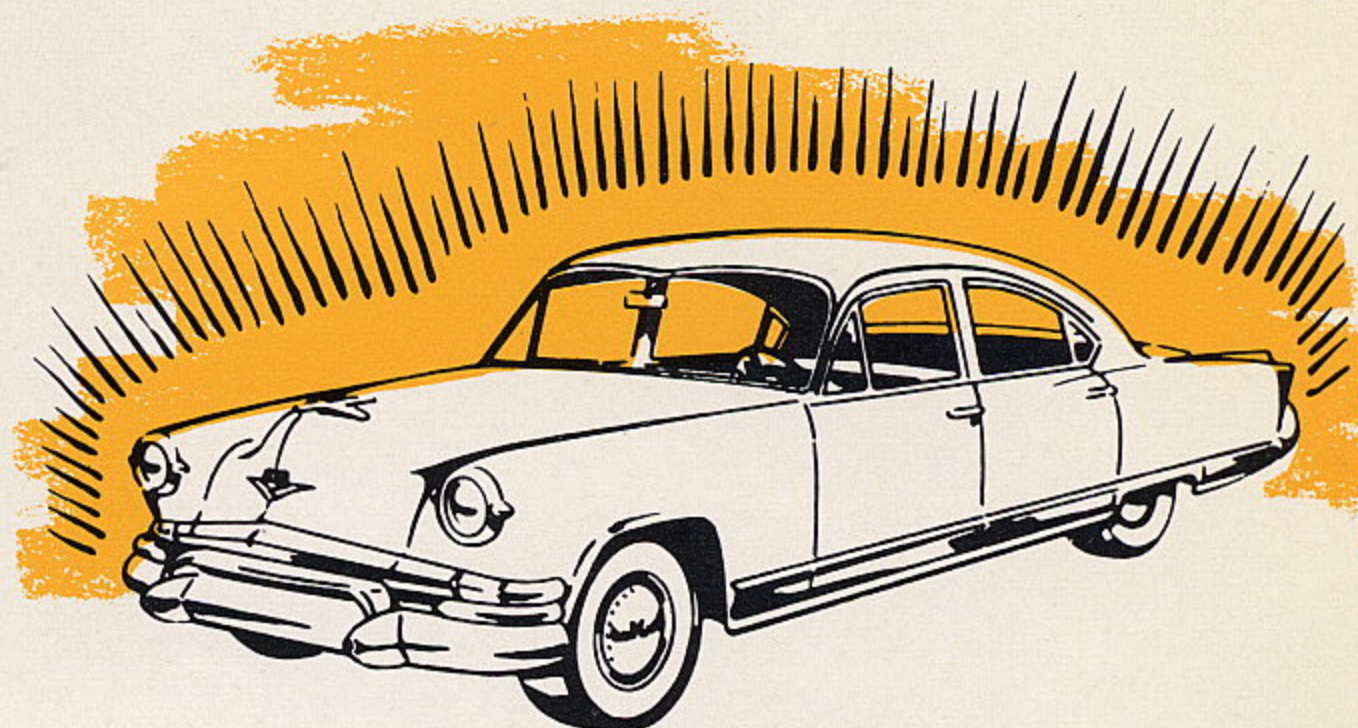
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Enclosures



LUSTUR-SEAL

THE PERFECT PROTECTION
FOR ALL CAR FINISHES

KF Lustur-Seal is a specially formulated paint treatment for preserving or restoring the original beauty of all enamel and lacquer surfaces. As over 90% of its basic ingredients are normally found in car paint, KF Lustur-Seal has a natural affinity for paint and actually becomes a permanent part of the car finish. Because KF Lustur-Seal contains no wax, glycerine or resin, there is nothing left on the finish to wash or melt off, nothing to collect dust or dirt, nothing to crack or crinkle and no film to discolor. Here is a product that is equally effective on new cars, customer's cars and used cars. Two types are available, KF Lustur-Seal No. 1 for new or slightly oxidized finishes, No. 2 for cars with heavy oxidization.



KF Lustur-Seal No. 1, Part No. 100065

KF Lustur-Seal No. 1 cleans, polishes and seals the car finish in one operation, leaving a hard dry finish that will withstand sun, salt air, dirt, etc. It brings out the true paint

color in natural highlights and will not spot with rain, oil or detergents used in washing. Requiring a minimum of time and effort to apply, an experienced buffer man can do an average car in less than three hours.

In addition to the basic ingredients in KF Lustur-Seal No. 1, a fine grade polishing compound is suspended in KF Lustur-Seal No. 2. For cars heavily oxidized, covered with bugs or road film use KF Lustur-Seal No. 2, to clean the surface and pores of the paint and seal the finish in one operation. KF Lustur-Seal No. 2 is espe-

KF Lustur-Seal No. 2, Part No. 100066

cially adapted to removing over spray on new cars, and restoring the original luster on used cars, which have faded due to sun and lack of care.



KF Lustur-Seal Haze Cream Part No. 100067

KF Lustur-Seal Haze Cream is a material designed to chemically clean new paint finish and give that finish immediate protection, and for hand application after a Lustur-Seal treatment. Use it for new car clean-up. You will find it so economical, so quick and easy to apply that new car get-ready will be speeded up considerably. Every car on the show room floor should have its finish pro-

tected—finger marks and water spots are more easily removed. You will also start the owner on the Haze Cream habit, when he sees the high luster and beauty of the finish. Over the counter sales of Haze Cream are profitable. Haze Cream is specially formulated to become a permanent protective part of the paint. It leaves no surface coating and cannot possibly harm the finish. It is the safest, most durable and economical protection yet discovered to keep all the luster and beauty of new car finish.

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