



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO.

26-B

February 8, 1954

ALL DEALERS:

Subject: New Package - Miracle Power

As a help in merchandising Miracle Power with every tank of gas, we can now supply this product in attractive $3\frac{1}{2}$ oz. cans.

From past experience you know that Miracle Power is pure collodial synthetic graphite suspended in pure petroleum oil. The addition of KF Miracle Power in both crankcase and gas tank protects frictional surfaces with a film of lubricant that clings to the metal and provides "stand-by" lubrication to prevent dry starting.

Our previous recommendation was to add 8 oz. to the crankcase and gas tank every 1,000 miles. This is adequate for the crankcase, but as the gas tank is filled several times in 1,000 miles, only the first tank full would be treated. In order to insure a steady supply of overhead super-lubricant, we will now supply the $3\frac{1}{2}$ oz. can to be used with each filling of the gas tank.

We give you below, part numbers and complete ordering information, together with the revised price on the 8 oz. bottle:


<u>Part No.</u>	<u>Name</u>	<u>Suggested List Price</u>	<u>Dealer Sgl. Net</u>	<u>Dealer 5 Case Lot</u>
100334	Miracle Power ($3\frac{1}{2}$ oz. can)	\$.39	\$.24	\$.22
100281	Miracle Power (8 oz. bottle)	\$.85	\$.51	\$.48

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

The 8 oz. bottles are packed twenty-four (24) per case; forty-eight (48) of the $3\frac{1}{2}$ oz. cans are contained in a shipping carton.

You should be able to increase your Miracle Power sales by suggesting the $3\frac{1}{2}$ oz. can to every gas customer. Order a case from your distributor today.

Sincerely,


A. G. Lohr, Manager
Kaiser Parts and Accessories

ACL/dc

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES