



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 40-A

December 21, 1950

ALL DEALERS:

Subject: KF Chrome Coating

We are pleased to announce the addition of Chrome Coating to the line of KF Protective Materials.

During the past two winter seasons, protective coating for chrome trim on automobiles has gained wide owner acceptance. Usually these products are designed for temporary protection against chemicals and salts used on the highways during winter months, and while offering a measure of protection, such products discolor the chrome parts and certainly do not improve the appearance of the car.

KF Chrome Coating provides protection against the chemicals without discoloring the chrome or in any way changing the appearance as this product has a clear plastic base which forms an actual bond with metal. Extensive tests by our laboratory - including 240 hours salt spray treatment - proves it to be an excellent product not only for winter months but for all year chrome protection.

The ease of application by brush or spray gun makes it a "natural" for a service operation. Complete application instructions are printed on the 8-oz. can for resale to owners and on the gallon can for shop use.

Below we are giving you the necessary 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>
100247	Chrome Coating, 8-oz. (24 per case)	\$ 1.25	\$.82	\$.71
100248	Chrome Coating, 1-gal. (4 per case)	11.25	7.50	6.45

PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

The 8-oz. cans are packed twenty-four (24) cans per case and the 1-gallon cans four (4) per case. In placing your order with your distributor we would suggest that you take advantage of the case lot price, thereby assuring sufficient stock and maximum profit.