



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 54-A

October 2, 1951

ALL DEALERS:

Subject: "KF" Miracle Power - Super-Lubricant

We are pleased to announce the addition to our line of KF accessories "KF" Miracle Power, an engine lubricant which is fully described in the attached illustrated circular.

So many dealers have asked about so-called "break-in" oils and "upper lubricants" that our laboratory has - over a period of time - made numerous tests of many different products of this type in an effort to find one which could be sold by you. These tests resulted in the approval of "KF" Miracle Power.

"KF" Miracle Power contains only pure colloidal synthetic graphite completely suspended in pure petroleum oil. It is not a solvent, detergent or chemical and is harmless to any engine. The addition of "KF" Miracle Power in both crankcase and gas tank protects frictional surfaces with a graphoid film that clings to the metal - prevents "DRY STARTING" by providing stand-by lubrication until a complete oil film is established and when used in the gas corrects sticking valves and rings to improve compression.

The synthetic graphite is colloidal in form - the particles are so small they pass freely through all lubrication passages including the oil filter element. We know there are many different products on the market which claim to improve engine performance; increase gas mileage, etc. and that many of your owners ask you for such products. For this reason, we are confident you will welcome "KF" Miracle Power to the line of Factory Approved accessories.

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

<u>Part No.</u>	<u>Name</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>	<u>Dealer 5-Case Lot</u>
100281	"KF" Miracle Power 8-oz. bottle (24 per case)	\$.75	\$.45	\$.42

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

"KF" Miracle Power is attractively labelled in harmony with our line of Protective Materials. Twenty-four (24) 8-oz. bottles are contained in each case. We suggest you place your order immediately with your distributor for one or more cases.

All Dealers:

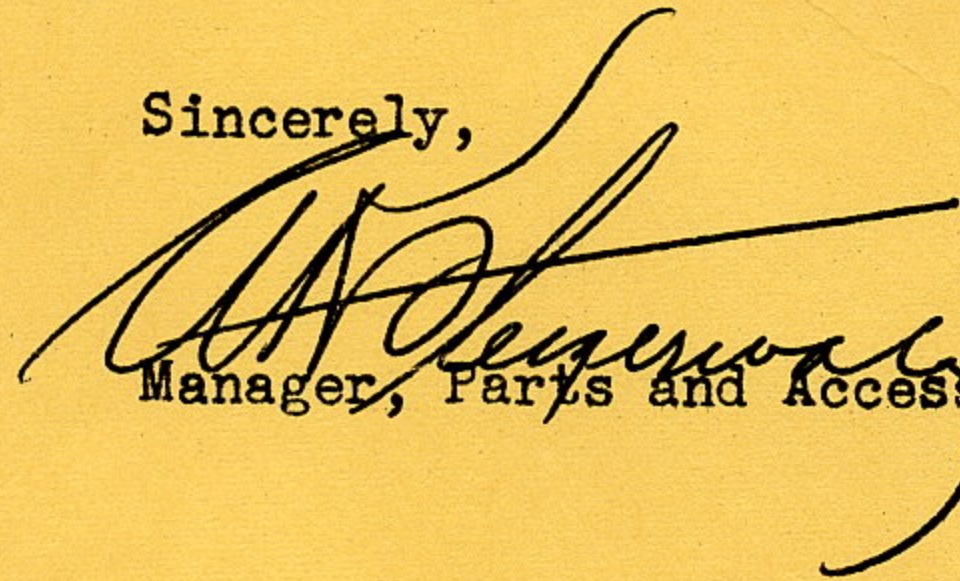
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We are confident that if you will actively solicit your owners through your Service and Parts Departments, you will find a very receptive and profitable market for "KF" Miracle Power.

You will shortly receive a Merchandising Kit containing posters, handout pieces and other sales literature, with the complete story of "KF" Miracle Power. You can build a very profitable business with this product by the proper use and display of the promotional literature contained in this kit.

Place your order TODAY. THE MATERIAL IS AVAILABLE FOR PROMPT SHIPMENT.

Sincerely,



Manager, Parts and Accessories Division

AKSteigerwalt:mk

Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES

For Easy **Extra** Profits . . . Sell *Nationally Advertised*

Miracle Power

The Petroleum Lubricant
that Protects Engines
with Colloidal
Synthetic Graphite



PART NO. 100281

What Miracle Power Is:

Miracle Power contains only pure colloidal synthetic graphite permanently suspended in petroleum oil. Miracle Power is not a chemical, detergent, or solvent—does not change the viscosity or other qualities built into the oil by the refiner. Miracle Power is all lubricant . . . treats the engine not the oil.

What Miracle Power Does:

In the oil—Miracle Power protects frictional surfaces with a graphoid film that clings to metal—prevents DRY STARTING damage by providing stand-by lubrication until a complete oil film is established.

In the gas—the graphite in Miracle Power provides *effective* top-cylinder lubrication at red hot combustion chamber temperatures.

Recommended for:

NEW CARS

To help protect against harmful scuffing during the critical break-in period.

USED CARS

To help restore lost compression and engine efficiency . . . safely, economically.

REGULAR SERVICE

An extra profit item at lubrication and oil change intervals for all cars.

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