



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 90

October 8, 1948

ALL DEALERS:
(Except in the State of Texas)

Subject: KF Lustur-Seal

Supplementing the Appearance Department program announced by the Service Department in circular letter dated September 30th, we are pleased to advise that we have the necessary Lustur-Seal materials ready for immediate shipment.

Lustur-Seal No. 1 is a specially formulated paint treatment to be applied with an electric buffer to a clean painted surface. 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 No. 2 contains the same formulated material as No. 1, plus the addition of a suspended compound designed to remove bugs, tar and heavy deposits of oxidization on older cars. It cleans off the surface, cleanses the pores of the paint and seals the surface in one operation, leaving a hard, dry finish surface. The original luster of the paint on used cars may be restored where the sun, salt air, or oxidization has caused the paint to fade and would normally require a re-paint job to restore the original beauty.

Lustur-Seal Haze-Cream is a material specially adapted for hand application after a Lustur-Seal treatment as a detail clean-up, including glass, chrome and all exterior surfaces. One Lustur-Seal treatment properly cared for periodically with Lustur-Seal Haze-Cream will last indefinitely.

Lustur-Seal was checked and tested thoroughly by our laboratories along with many other makes of popular glaze and wax treatments now on the market. The results of these tests proved the superiority of KF Lustur-Seal as a means of preserving the original beautiful finish of Kaiser and Frazer cars.

As Lustur-Seal Nos. 1 and 2 can only be applied with a power buffer, these products are not to be offered "over the counter" to car owners, and for that reason no retail selling price is being established, except on the Lustur-Seal Haze-Cream which is for hand application and can very easily be applied by the owner for properly taking care of his car after his car has had a Lustur-Seal treatment.

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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 12 or more</u>
100065	Lustur-Seal No. 1		\$1.75	\$1.50
100066	Lustur-Seal No. 2		1.75	1.50
100067	Lustur-Seal Haze-Cream	\$1.00	.60	.50
100068	Lustur-Seal Applicator		.15	
100069	Lustur-Seal Buffer Backing Plate		4.00	
100098	Lustur-Seal Lambswool Buffer Pads		1.25	

All Prices are F.O.B. Shipping Point and Include Federal Excise Tax.
PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

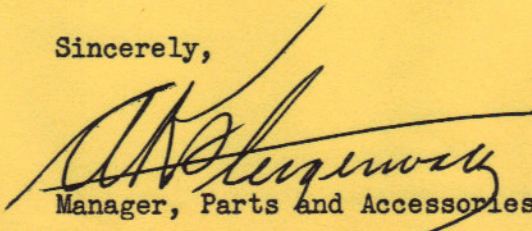
You should take advantage of the twelve (12) lot price so as to increase your profit on each Lustur-Seal job. When ordering, you should order twice the quantity of the Haze-Cream as you order Lustur-Seal Nos. 1 and 2 because in addition to finishing the Lustur-Seal job with a Haze-Cream application, you should include a bottle of Haze-Cream in the selling price of a Lustur-Seal treatment, giving it to the owner so he can periodically take care of his Lustur-Seal treated car.

Applicators in any quantity may be obtained at our cost (\$.15) when ordered with Lustur-Seal. For proper application, a special flexible hard rubber backing plate and lambswool buffer pad are recommended. These are available at our cost, which are the prices listed above, and should be ordered with orders for Lustur-Seal to save shipping expense. For satisfactory results, correct application is necessary. Service men should, therefore, be properly instructed in the use of this material to obtain maximum results.

An attractive Lustur-Seal Department properly managed will prove a profitable addition to the services offered your owners.

Start TODAY to organize an "Appearance Department", and you will be amazed with the increase in labor sales and profits. Your distributor is in a position to furnish you with your requirements of this merchandise.

Sincerely,



Manager, Parts and Accessories Div.

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