

**KAISER-FRAZER SALES CORPORATION**

**Willow Run, Michigan**



July 21, 1948

ALL DISTRIBUTORS AND DEALERS:

Subject: Service Uniforms

Attached is new catalogue sheet and order blank covering the Service Uniforms, Caps and Parts Coats supplied by the Unitog Manufacturing Company, Kansas City, Missouri. New materials and styles of garments that have been made available are illustrated and described in the new sheet which replaces the original catalogue sheet sent to you last year.

Car owners like to patronize a Service Department that is clean, well lighted and businesslike in appearance. They are favorably impressed when their cars are serviced by personnel dressed in clean, neat-appearing garments of uniform design and color.

Distributors and dealers will profit by dressing their service personnel in these attractive garments. Send orders direct to the Unitog Manufacturing Company, 1617-19 Main Street, Kansas City, Missouri.

Sincerely,

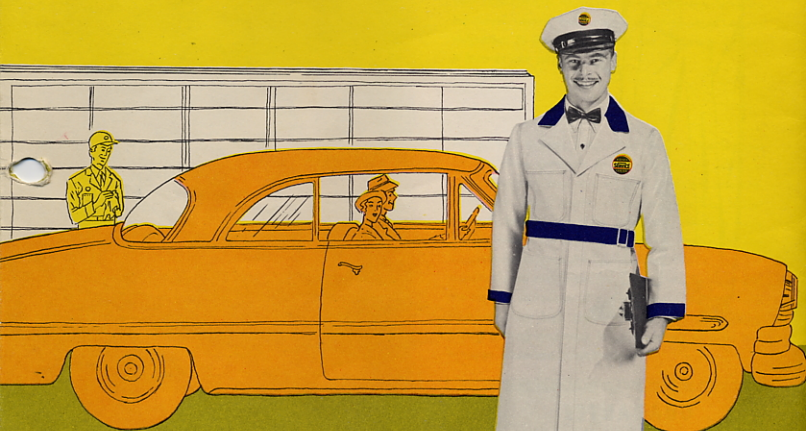
C. A. Silcott  
General Service Manager

CAS:mb

Attachment

# Unitogs

add "SALES"  
to SERVICE



**Unitog** COMPANY

MANUFACTURERS OF HIGHEST QUALITY INDUSTRIAL

**U N I F O R M S**

1617 MAIN ST. • KANSAS CITY 8, MISSOURI

# Your Choice

OF THREE BASIC COLORS!

Unitog stocks a complete range of shirts, pants, coveralls, service coats and caps in each of the colors shown in these swatches. Any one of the three is appropriate as a standard uniform for your dealership, and includes your official service emblem FREE OF CHARGE.

These fabrics, in both suiting and shirting weights, are the heaviest and toughest we have ever sold. They are OUTSTANDING in comparison with any similar fabrics now on the market. Combined with Unitog's extra-heavy construction features, they mean better looks and better wear than ever before.

If you are not a regular Unitog customer, why not order sample uniforms and satisfy yourself that THERE REALLY IS A DIFFERENCE!



**SEE YOUR MEN  
AS YOUR CUSTOMERS  
SEE THEM...**

## WHITE *Stetler* HERRINGBONE TWILL

- Lot 422 COVERALL, Navy Blue Trim.
- Lot 322 SERVICE COAT, Navy Blue Trim.
- Lot 228 PARTS COAT, All White.
- \*Lot 528 DRESS STYLE SHIRT.
- \*Lot 518 SPORT SHIRT, Short Sleeves.
- Lot 628 PANTS.
- Lot C428U UNIFORM CAP.
- Lot C22 OVERSEAS CAP, Navy Blue Trim.
- Lot SC1022 SHOP CAP, Navy Blue Visor.



## POSTMAN BLUE *Stetler* HERRINGBONE TWILL

- Lot 449 COVERALL, Navy Blue Trim.
- Lot 349 SERVICE COAT, Navy Blue Trim.
- \*Lot 519 DRESS STYLE SHIRT.
- Lot 619 PANTS.
- Lot C419U UNIFORM CAP.
- Lot C49 OVERSEAS CAP, Navy Blue Trim.
- Lot SC1049 SHOP CAP, Navy Blue Visor.



## GREYBLUE *Durotwist* HERRINGBONE

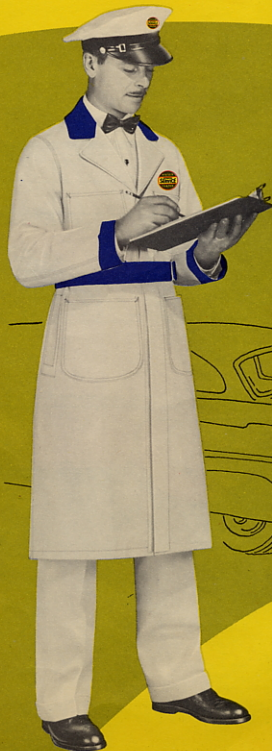
- Lot 432 COVERALL, Navy Blue Trim.
- Lot 332 SERVICE COAT, Navy Blue Trim.
- \*Lot 527 DRESS STYLE SHIRT.
- Lot 627 PANTS.
- Lot C427U UNIFORM CAP.
- Lot C32 OVERSEAS CAP, Navy Blue Trim.
- Lot SC1032 SHOP CAP, Navy Blue Visor.



\*All shirts are of slightly lighter weight material than pants, coveralls, service coats, etc., but are matched in color and weave. The one exception is Lot 518 White Sport Shirt, which is a straight twill weave.

A more complete catalog of Unitog uniforms will be sent you on request. For your convenience, a business reply card requesting a catalog is enclosed with this folder.

A wide selection of farm implement and other trade-mark emblems is available, and your official service emblem can also be attached to uniforms not shown in this folder at slight extra cost.





# 3 SOLID REASONS

why Unitogs are the only accepted uniforms for more and more car dealers every year, why . . .  
*It's Unitog—from coast to coast!*

## PERSONALIZED SERVICE . . .

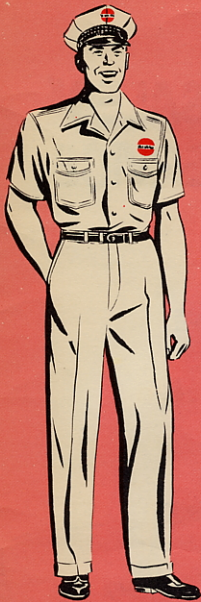
your official service emblem FREE with every uniform listed in this folder. Individual employee bundles are separately wrapped and marked at your request. Strictest attention is given your requirements for embroidered firm-name lettering, individual names and special emblems—and every shipment is double-checked for accuracy before it leaves our plant.

## CONTROLLED QUALITY . . .

The pattern designs, fabrics and construction features of all Unitog garments have been planned with the requirements of your men in mind. Constant improvements are being made as better materials, better methods become available, and many features have been added as the result of our own customers' helpful suggestions. Unitogs are "quality-controlled" as they are manufactured and inspected in our own factory, and the repeat patronage of our customers is our assurance that consistent high quality is what you are seeking. *Every Unitog garment is guaranteed to give the wearer absolute satisfaction!*

## EASE OF ORDERING . . .

Ordering from an established, reliable firm by mail is as simple as A B C. There's no "waiting for the salesman" or time-consuming delay. Just tell us what you want, when you want it, and shipment will be made from large inventories without delay. No order is too large or too small. Whether you require one shirt or a stock of twenty dozen coveralls, your order will receive the same prompt, courteous service.



## GUARANTEE

Except for damage caused by contact with battery acids or welding sparks, or other accidents over which we have no control, we guarantee complete satisfaction with the materials and workmanship in every Unitog Uniform—without qualification.

They'll look more business-like to both of you in

# Unitogs

A UNITOGed crew—fresh, crisp and COMPETENT-looking will build efficiency inside and prestige outside for ANY service department. Thousands of dealers, all over America, have profited with uniformed personnel . . . thousands whom experience has taught to accept ONLY UNITOG Uniforms for their men.

Service departments in every state have given new SALES appeal to service personnel by adding completely satisfying, professional-looking UNITOGS.

Put all the men who sell YOUR service into smartly-styled, quality-made UNITOG uniforms and you'll know that your customers will see them with a new confidence in their skills and ability. Pre-shrunk, ruggedly tailored UNITOGS, complete with your own emblem or company name, will prove at a glance that you've moved your shop to the top of the list when it comes to "Complete Customer Satisfaction".



**FREE**

Each garment or cap illustrated, or indicated on your price list, is shipped with your official service emblem AT NO EXTRA COST. Additional emblems, such as dual-dealer-ship second emblems, "SERVICE MANAGER," "PARTS MANAGER," etc., are available at small additional charge.



# IT'S EASY TO TAKE YOUR OWN MEASUREMENTS

...and be sure  
that your new  
Unitog Uniform Fits!

## SIZES AVAILABLE

**COVERALLS** are ordered by chest size (1) and height (with shoes). "Regulars" (for men 5'8" to 5'11" in height) are made in all even chest sizes from 32 through 50. "Longs" (for men over 6') are made in all even chest sizes from 34 through 48. "Shorts" (for men 5'4" to 5'7") are made in all even chest sizes from 32 through 48.

**SERVICE COATS**, like coveralls, are ordered by chest size (1) and height. "Regulars" are made in all even chest sizes from 34 through 48. "Longs," for men over six feet, are made in all even chest sizes from 38 through 46.

**SHIRTS** are ordered by neck size (3) and sleeve length (2). Please note that Unitog shirts are made in three sleeve lengths and three body lengths for each neck size from 14 through 18½. "Shorts" have 31½" sleeves, "mediums" have 33" sleeves, and "longs" have 34½" sleeves.

**SPORT SHIRTS** (Lot 518) patterns and construction are the same as those used in dress shirts except that sport shirts have convertible collar and short sleeves. They come in four sizes. "Small's" fit men who wear neck sizes 14 or 14½. "Mediums" fit men who wear neck sizes 15 or 15½. "Large" fit neck sizes 16 or 16½, and "Extra Large" are for those who wear neck sizes 17 and over (3).

**TROUSERS** are ordered by specifying waist measurement (4) and inseam length (5). Inseam lengths are available in one-inch gradations from 28" through 34". Pants are made up in all one-inch waist sizes from 28" through 34" and in two-inch gradations from 36" through 50". Inseam length should be measured from crotch to top of heel.

**CAPS** are made in three styles to give you a wide selection. These are the shop cap, the military uniform style, and the overseas cap. Uniform-style caps are furnished with a plastic chin strap, genuine leather sweat band, ventilated cane frame, removable winter cap band, and removable covers. All caps should be ordered by regular hat size.

**JACKET.** The Unitog "Airlight" Melton jacket, not illustrated in this folder, is a heavy (32 oz.) wool jacket with zipper closure, knitted cuffs and waistband. Lettered with your firm name, and with your service emblem attached, it is ideal for tow-truck men, delivery men, and others who work outside during cold weather. "Regular" lengths only, chest sizes 34 through 50.

**PARTS COATS.** Hip-length button-front parts coats are made in white Steeltex Twill, without trim. "Regular" lengths only, chest sizes 34 through 48. Made of the heavy suiting weight twill, they have triple-needled mainseams, one breast pocket, two side pockets. (Not illustrated).

### EMBROIDERED LETTERING

Your firm name embroidered on service uniforms in Unitog's "Clearskript" is one of the most effective ads you can buy. Distinctive, easy-to-read Clearskript really sets your men apart and is available to you at very modest cost. On original orders for less than six garments, a

small additional charge is made for stencils, unless your stencil is already on file. Lettered garments cannot be returned for credit because the embroidery cannot be satisfactorily removed. (Please see current price list for lettering charges and cost of individual personal names)

YES, ALL UNITOG COTTON GARMENTS  
ARE SANFORIZED PRESHRUNK!

1617 MAIN ST. • KANSAS CITY, MO.

Manufacturers of Industrial Uniforms

## HOW TO MEASURE

ALL MEASUREMENTS ARE IN INCHES AND NUMBER OF INCHES IS YOUR SIZE

### CHEST

Measure across fullest part of chest, under arms, and across back. For coveralls and service coats measure over garments to be worn underneath. Result is your size.



### SLEEVE LENGTH

Measure from center of label in collar to cuff of sleeve. Tape should go over shoulder as shown in diagram.



### NECK

Be careful that tape measure is not tight enough to choke or loose enough to sag.



### TROUSER WAIST

Measurement should be taken over shirt at waistline. Measure at height you normally wear trousers. Pull tape as snug as you like your trousers to feel.



### TROUSER INSEAM

After adjusting legs to position normally worn, measure inseam from crotch to top of heel of shoe.

**Unitog**  
COMPANY





Without obligation, please send a copy of

the new **Unitog** Catalog

to the attention of our

Mr. Mrs. Miss

Title

REPLY  
CARD

**PRICE LIST No. 424**

**Effective August 1, 1952**

**Unitog**

**COMPANY**  
SERVICE AND PARTS UNIFORMS

1617 MAIN ST. KANSAS CITY 8, MO.

Mail this card TODAY!

Postage  
Will Be Paid  
by  
Addressee

**WHITE *Steelex* HERRINGBONE  
TWILL UNIFORMS**

Lot 422 COVERALL, Navy Blue Trim.....	\$5.75
Lot 322 SERVICE COAT, Navy Blue Trim.....	5.20
Lot 228 PARTS COAT, All White.....	3.95
Lot 528 DRESS STYLE SHIRT.....	2.60
Lot 518 SPORT SHIRT, Short Sleeves.....	2.60
Lot 628 PANTS.....	3.50
Lot C428U UNIFORM CAP (2 Covers).....	2.75
Lot C22 OVERSEAS CAP, Navy Blue Trim.....	.90
Lot SC1022 SHOP CAP, Navy Blue Visor.....	.95

**POSTMAN BLUE *Steelex*  
HERRINGBONE TWILL UNIFORMS**

Lot 449 COVERALL, Navy Blue Trim.....	\$6.05
Lot 349 SERVICE COAT, Navy Blue Trim.....	5.50
Lot 519 DRESS STYLE SHIRT.....	2.70
Lot 619 PANTS.....	3.60
Lot C419U UNIFORM CAP (2 Covers).....	2.75
Lot C49 OVERSEAS CAP, Navy Blue Trim.....	.90
Lot SC1049 SHOP CAP, Navy Blue Visor.....	.95

**GREYBLUE *Darotwist*  
HERRINGBONE UNIFORMS**

Lot 432 COVERALL, Navy Blue Trim.....	\$5.45
Lot 332 SERVICE COAT, Navy Blue Trim.....	5.20
Lot 527 DRESS STYLE SHIRT.....	2.60
Lot 627 PANTS.....	3.50
Lot C427U UNIFORM CAP (2 Covers).....	2.75
Lot C32 OVERSEAS CAP, Navy Blue Trim.....	.90
Lot SC1032 SHOP CAP, Navy Blue Visor.....	.95

**MISCELLANEOUS ITEMS**

Lot 840 JACKET, 32 oz. Navy Blue, Wool Melton "Air-flight" style, with zipper, leather reinforced pockets and sleeves, knitted cuffs and waistband. Price each, including service emblem.....	\$9.25
Dual dealership extra emblems, per garment.....	.20
Parts Manager, Service Manager emblems.....	.15
Bow Ties, black genuine leather.....	.50

**FIRM NAME LETTERING**

Embroidered firm-name lettering on backs of garments in Unitog's "Clearscript" Style—4c per letter. Minimum charge, 60c per garment. Individuals' single names or initials embroidered above breast pocket—15c per garment.

All prices are F.O.B. Warrensburg, Mo., and are subject to change without notice. Orders shipped to Missouri or Kansas are subject to State Sales Tax.

**Unitog** COMPANY  
1617 MAIN STREET  
KANSAS CITY 8, MO.

**BUSINESS REPLY ENVELOPE**

First Class Permit No. 391, Sec. 34.9, P. L. & R., Kansas City, Mo.

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States