

ALEMITE HIGH PRESSURE



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Christmas
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Two new Christmas ideas for extra holiday sales *and* profits

ALEMITE Gas-co-lator



YOU'VE seen this automatic gasoline filter advertised in the *Saturday Evening Post*. It's easily installed on any car, without cutting or drilling. Stops water as well as dirt. Makes engines easier to start in winter. Prevents frozen carburetors.

The Gas-co-lator sells for \$5 (higher in Canada and West of the Rockies.) Unconditional 30-day Money-back Guarantee by the makers of the famous Alemite system.

Order a special assortment of 9 Gas-co-lators for Christmas trade. Advertising and display material furnished **FREE** with every order.

Retail price **\$6⁵⁰**
Higher in Canada and West of the Rockies

Retail Price **\$5⁰⁰**
Higher in Canada and West of the Rockies

ALEMITE ZERK Lubricating System for FORDS



If you really want to cash in on your holiday sales, put in a special window and counter display of "Gifts for the Ford." Of course you'll want to include the Alemite-Zerk Lubricating System for Fords. Advertised in the *Saturday Evening*

Post. Each set contains 17 fittings with tool for installing and a high pressure Alemite-Zerk compressor. It will not only sell itself but will help sell other gifts for the Ford.

Order at once from your local Alemite Distributor or write direct
THE BASSICK MANUFACTURING COMPANY
Dept. C-2, 2640 North Crawford Avenue, Chicago, Illinois

Holiday posters, Christmas wrapping paper and seals furnished **FREE**.