



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 7-A

April 26, 1950

ALL DEALERS:

Subject: KF Radios and Antennas for 1951 Kaiser and Frazer Cars

We are pleased to announce the same satisfactory 8-tube Radio will be continued for use on both the 1951 Kaiser and Frazer cars.

This 8-tube Radio, with its large speaker, delivers the ultimate in selectivity, quality of tone and adequate volume without distortion. Six (6) stations may be pre-selected for automatic tuning and each one tuned in with its own individual push button, or you may manually tune other stations without disturbing the setting of those stations pre-selected for automatic tuning. The tone may be controlled to suit the listener from treble to bass.

This Radio, Part No. 200002, can be installed in the 1951 Frazer without any change from previous model installation. Due to the design of the 1951 Kaiser instrument panel, the speaker is mounted above the Radio instead of below as in the 1951 Frazer and all previous models, making it necessary to replace some parts in the regular Radio package. These replacement parts, together with complete instructions for installation, are included in a Conversion Kit, Part No. 100144, which is to be ordered by you as required.

We will continue to supply both the manual and vacuum operated Antennas. Two (2) lengths of the manually operated Antennas are available - the 62" for normal reception areas and the 93" for weak signal localities. The length of the lead-in is ample so that these Antennas can be mounted either on the right or left front fender. You will note that new part numbers have been assigned to the manual Antennas for use on the 1951 Kaiser. This is necessary due to the contour of the front fenders and the location of the lower mounting bracket.

The KF vacuum operated Antenna has many advantages not found in the manually operated type. A touch of the button from the driver's seat raises or lowers the Antenna to the height which gives the best reception. Distant stations can be brought in more clearly with the Antenna fully extended, and it is not necessary to stop the car, get out and raise the Antenna, as is the case with the manually operated Antenna. Instant adjustment can also be made to lower the Antenna when entering and leaving a garage. Parts are included in the vacuum Antenna package for installation on all Kaiser and Frazer cars, including the 1951 Kaiser.

Below you will find complete ordering information, together with suggested list and your net prices:

| <u>Part No.</u> | <u>Name</u> | <u>Model</u> | <u>Suggested List Price</u> | <u>Dealer Net Each</u> | <u>Dealer</u> |
|-----------------|----------------|--------------|-----------------------------|------------------------|---------------|
| 200002 | Radio | All | \$85.00 | \$59.75 | \$57.75 |
| 100144 | Conversion Kit | 51 Kaiser | | 2.00 | |

4 or more

| <u>Part No.</u> | <u>Name</u> | <u>Model</u> | <u>Suggested List Price</u> | <u>Dealer Net Each</u> | <u>Dealer</u> |
|-----------------|----------------------|--------------|-----------------------------|------------------------|-------------------|
| | | | | | <u>10 or more</u> |
| 200003 | Antenna - Manual 62" | 51 Frazer | \$5.95 | \$4.45 | \$3.95 |
| 200004 | Antenna - Manual 93" | 51 Frazer | 6.50 | 4.88 | 4.29 |
| 100152 | Antenna - Manual 62" | 51 Kaiser | 5.95 | 4.45 | 3.95 |
| 100153 | Antenna - Manual 93" | 51 Kaiser | 6.50 | 4.88 | 4.29 |
| | | | | | <u>4 or more</u> |
| 100119 | Antenna - Vacuum | All | 13.95 | 9.00 | 8.25 |

Prices Include Federal Excise Tax and are Subject to Change Without Notice

Installation time - 1.5 hrs.

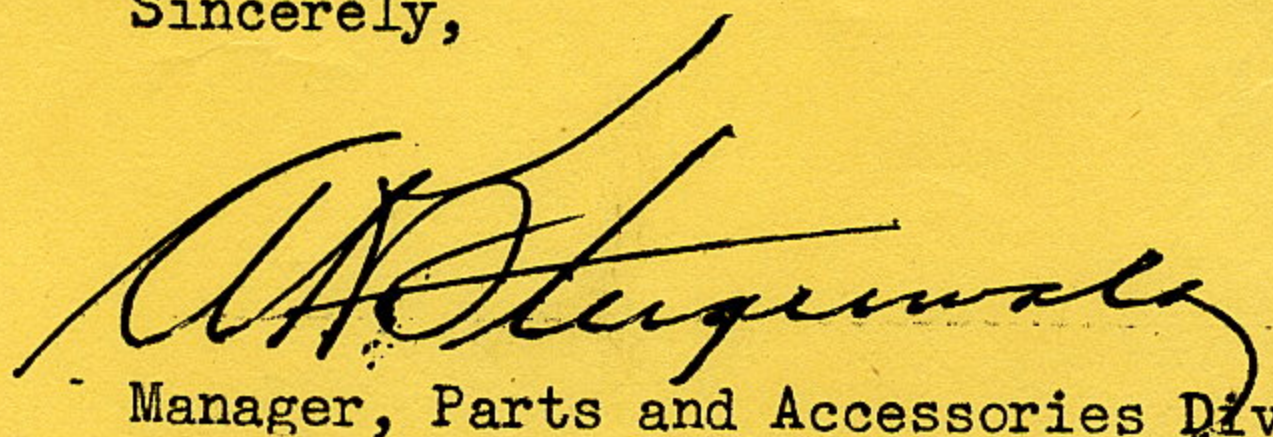
You will note that the net prices on the Radio have been decreased to compensate for the cost of the 1951 Kaiser Conversion Kit.

Quantity lot prices have been provided for you to enable you to profitably carry ample stocks of both Radios and Antennas to take care of your retail car deliveries. Purchasing at the quantity lot price will increase your profit per unit and assure having units in stock at all times. Combination orders of the manual Antenna, as long as your order calls for a quantity of ten (10) or more, will entitle you to the ten (10) lot quantity price.

Radios are individually packaged with four (4) Radios in a standard shipping container. When ordering, please order in lots of four (4) so that your orders can be handled on the basis of complete shipping cartons, making it unnecessary for your distributor to break open a shipping carton for an odd unit to fill your order.

Please place your order with your distributor for your requirements of these 1951 Kaiser and Frazer accessories. DO NOT SEND THE ORDER TO US.

Sincerely,


Manager, Parts and Accessories Div.

AKSteigerwalt:ta

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES

To All Dealers in the State of Texas:

The foregoing is supplied merely as trade information. Texas Dealers are not required or expected to follow all or any part of the foregoing submitted to Dealers outside of Texas, it being expressly understood that Texas Dealers are absolutely unrestricted in such respect, except as otherwise provided by applicable laws and governmental regulations.