



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 9-B

April 15, 1952

ALL DEALERS:

Subject: Rocker Panel and Rear Quarter Panel Repair Packages -
1949 and 1950 Kaiser and Frazer Models

The demand and use of Panel Covers for Rocker and Rear Quarter Panel repairs on the 1947 and 1948 Kaiser and Frazer models (see P & A Bulletin No. 57-A dated October 12, 1951) has proven so satisfactory that we are now tooled to produce similar covers for the 1949 and 1950 models.

You are aware of the cost of repairs and material to replace these sheet metal parts with complete units. With the use of replacement covers, you can now recondition cars with rusted rocker panels and rear quarter panels at one-third the cost involved when new parts are used.

Your owners will welcome this low cost improvement for their cars and you can sell more shop labor because more customers can afford to have such repairs made. You can also put your used cars in top condition appearance-wise; move them quickly and at a better price. A number of dealers have found it profitable to solicit business from outside body shops and we have prepared an illustrated circular (copy attached) which we can furnish you without charge for use in soliciting such business.

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>Model</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>
100284	Rocker Panel Cover Package	1947-1948 Kaisers-Frazers	\$20.15	\$12.15
100285	Rear Quarter Panel Cover Package	1947-1948 Kaisers-Frazers	25.20	15.20
100304	Rear Quarter Panel Cover Package	1949-1950 Kaisers-Frazers	25.20	15.20
100305	Rocker Panel Cover Package	1949-1950 Kaisers-Frazers & 1951 Frazer	20.15	12.15

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

Installation time: Part Nos. 100284 and 100305 - 1.5 hrs.
Part Nos. 100285 and 100304 - 1.0 hrs.

WHAT EVERY SERVICE DEPARTMENT AND BODY SHOP HAS BEEN WAITING FOR!

You can now cover rusted Rocker Panels on 1947 through 1950 Kaisers and 1947 through 1951 Frazers. Rusted Rear Quarter Panels can be covered on all model Kaiser and Frazer cars from 1947 through 1950. Installing these covers will greatly increase their appearance and resale value and at $\frac{1}{3}$ the cost of replacing them with complete Panels.

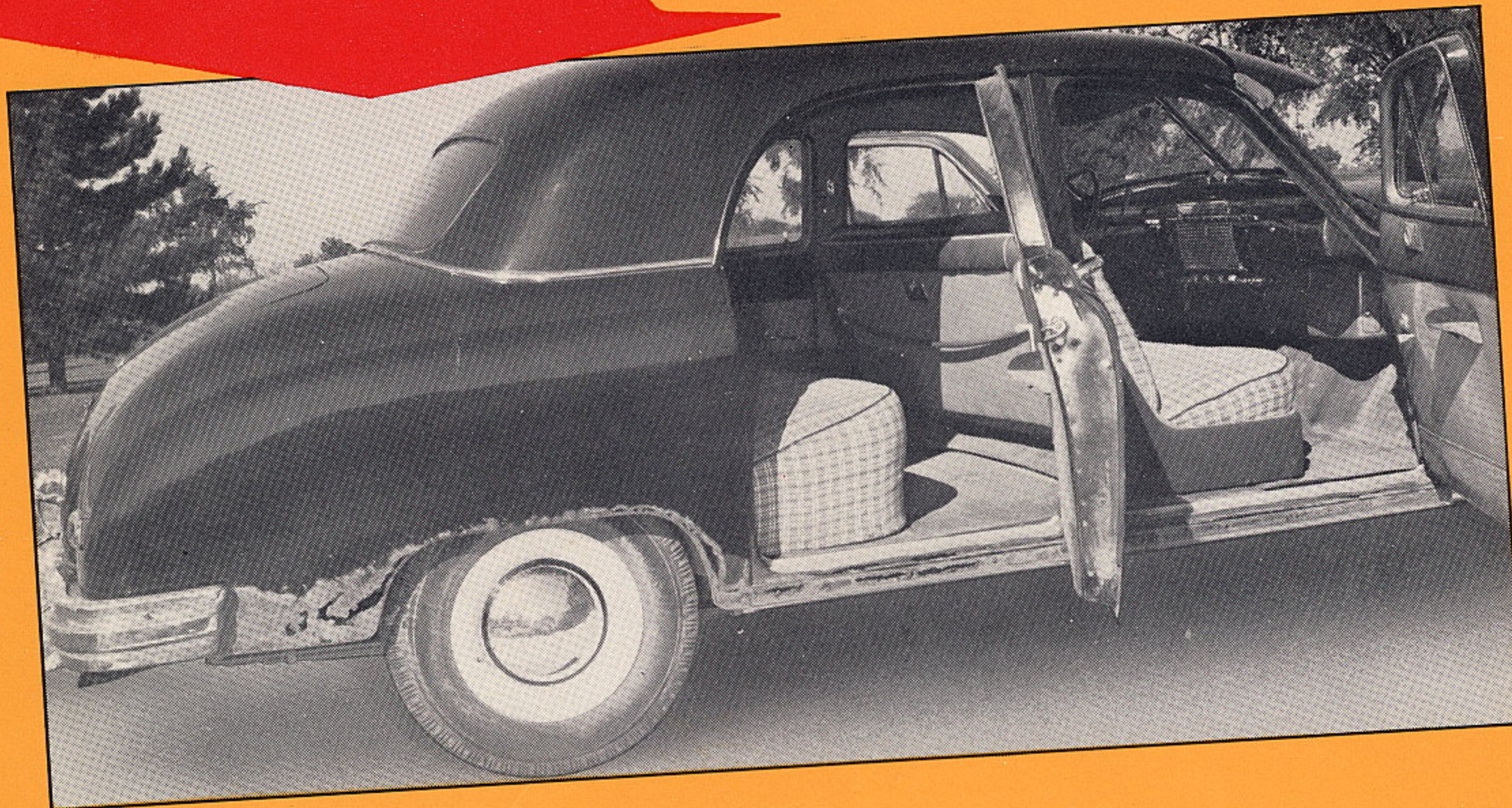


BEFORE

Note the rusted condition of Rocker Panel and Rear Fender.

ROCKER PANEL COVER PACKAGE

1947 and 1948 Kaisers and Frazers—PART NO. 100284
1949 and 1950 Kaisers } PART NO. 100305
1949 through 1951 Frazers }

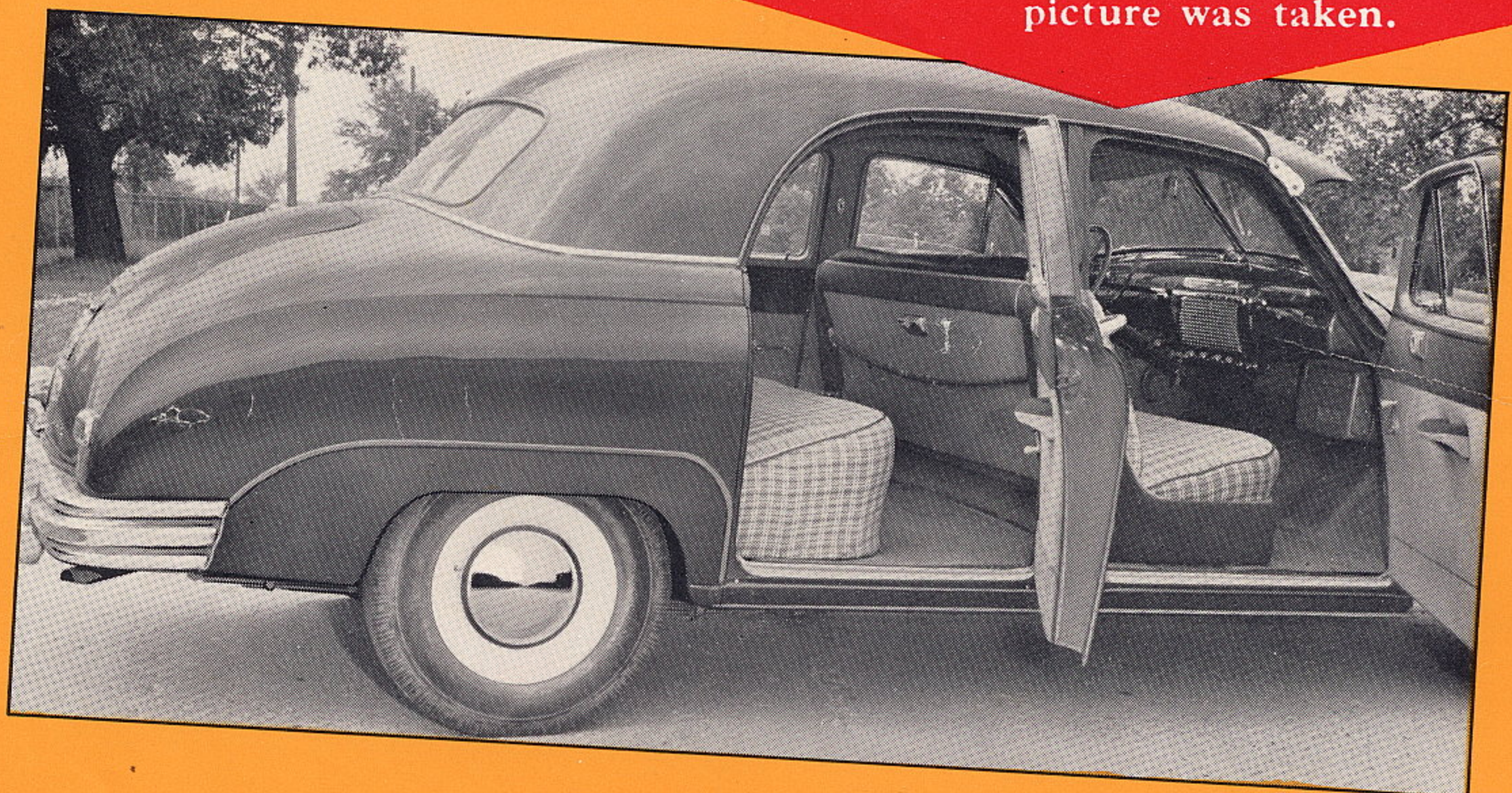


REAR QUARTER PANEL COVER PACKAGE

1947 and 1948 Kaisers and Frazers—PART NO. 100285
1949 and 1950 Kaisers and Frazers—PART NO. 100304

AFTER

You wouldn't believe it is the same car—but it is—and only 2½ hours after the "Before" picture was taken.



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