



# KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 11-A

May 19, 1950

ALL DEALERS:

Subject: KF Seat Covers for 1951 Kaiser

We are pleased to announce the new line of Seat Covers for the 1951 Kaiser 4 dr. sedan now in production.

We have selected an entirely new line of patterns in matting, cloth and plastic materials, each in three color combinations, maroon, green and blue, to harmonize with the interior and exterior colors of the 1951 Kaiser.

The matting is of the best quality fibre, vinyl coated to resist fading, fire and water damage, and to add a finished sheen to the covers.

The cloth Covers in solid colors, trimmed with white vinyl piping, are of an excellent grade of rayon material, easily cleaned and will not fade.

For the plastic Covers, we have selected attractive plaid patterns which will harmonize with all car interiors.

All three types of covers are expertly tailored for beautiful appearance and long wearing satisfaction. A descriptive Seat Cover book containing swatches of each kind and color of material and selling information as an aid in merchandising Seat Covers is now being prepared and will be supplied you without charge.

Below we are giving you complete 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>Matting</u>			
100158	Seat Cover Set, Maroon	\$23.50	\$13.50
100159	Seat Cover Set, Green	23.50	13.50
100160	Seat Cover Set, Blue	23.50	13.50
<u>Cloth</u>			
100161	Seat Cover Set, Maroon	35.00	19.20
100162	Seat Cover Set, Green	35.00	19.20
100163	Seat Cover Set, Blue	35.00	19.20
<u>Plastic</u>			
100164	Seat Cover Set, Maroon	40.00	24.75
100165	Seat Cover Set, Green	40.00	24.75
100166	Seat Cover Set, Blue	40.00	24.75

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