



# KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 19-B

ALL DEALERS:

December 9, 1952

Subject: "KF" Dor-Gards - Part No. 100321

We are pleased to announce the addition of "KF" Dor-Gards to our line of Approved Accessories, as illustrated on the enclosed broadside.

"KF" Dor-Gards are stainless steel mouldings which protect the edge of the car door from being chipped, dented or scratched, and are tailored to fit the door contour on all 1951-1952 and 1953 Kaiser models. The highly polished finish combines added beauty with protection which every car owner wants who takes pride in the appearance of his car.

The installation is simple as no drilling or screws are required, and the mouldings can be removed if desired without damage to car finish.

Below we are giving you complete ordering information, together with suggested list and net prices:

<u>Part No.</u>	<u>Name</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>	<u>Dealer 12 or More</u>
100321	Dor-Gards (Pr.)	\$3.95	\$2.35	\$2.10

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

"KF" Dor-Gards are packaged in pairs for right and left front doors with full instructions for easy installation. Twelve (12) pairs are packed in a shipping carton and orders should be placed in multiples of twelve (12) to enable you to take advantage of the quantity lot price and to permit shipment in unbroken shipping cartons by your distributor.

Please send your orders to your distributor. Do not send them to us, please.

Sincerely,

Manager, Parts and Accessories Division

AKSteigerwalt:dc

Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES



# dor-gard

TRADE MARK

PAT. PENDING



PROTECTION  
BEAUTY and ECONOMY



GLEAMING CHROME-LIKE  
FINISH



INSTALLED Without  
SCREWS or DRILLING



## *Protection*

**KF dor-gards** protect the edge of the car door from being chipped and scratched, and add smartness to the appearance.

## *Beauty*

**KF dor-gards** are made from tempered stainless steel, highly polished to a gleaming chrome-like finish. Will not rust or tarnish.

## *Economy*

**KF dor-gards** are installed by simple application on the door edge, no holes to drill or screws to install, and at a price everyone can afford.

**ORDER BY PART NO. 100321**

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