



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 20-B

December 9, 1952

ALL DEALERS:

Subject: "KF" Arm Rest Covers

In response to many requests from dealers, we are pleased to announce the addition of Arm Rest Covers to our accessory line.

It's easy and inexpensive to dress up used cars with these new "snap-on" Arm Rest Covers illustrated on the enclosed broadside.

It's practical for owners to protect the arm rests on new cars and the quilted vinyl in harmonizing colors adds to the interior beauty.

It's profitable for you to increase your used car values with Arm Rest Covers and profitable for you to resell to your present owners.

"KF" Arm Rest Covers are designed to fit all present and past model Kaiser, Frazer and Henry J arm rests, and can be installed without removing the arm rest from the door panel. Simply fit them over the arm rest; snap the fasteners and you have a perfect, snug fit.

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

<u>Part No.</u>	<u>Name</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>	<u>Dealer 6 or More</u>
100317	Arm Rest Covers (Pr.) Maroon	\$1.95	\$1.40	\$1.20
100318	Arm Rest Covers (Pr.) Green	1.95	1.40	1.20
100319	Arm Rest Covers (Pr.) Gray	1.95	1.40	1.20
100320	Arm Rest Covers (Pr.) Brown	1.95	1.40	1.20

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

Arm Rest Covers are packaged in pairs. All colors may be mixed to secure the six (6) or more quantity lot price.

Please send your orders for your requirements of this new accessory to your distributor. Do not send your order to us, please.

Sincerely,



Manager, Parts and Accessories Div.

AKSteigerwalt:dc

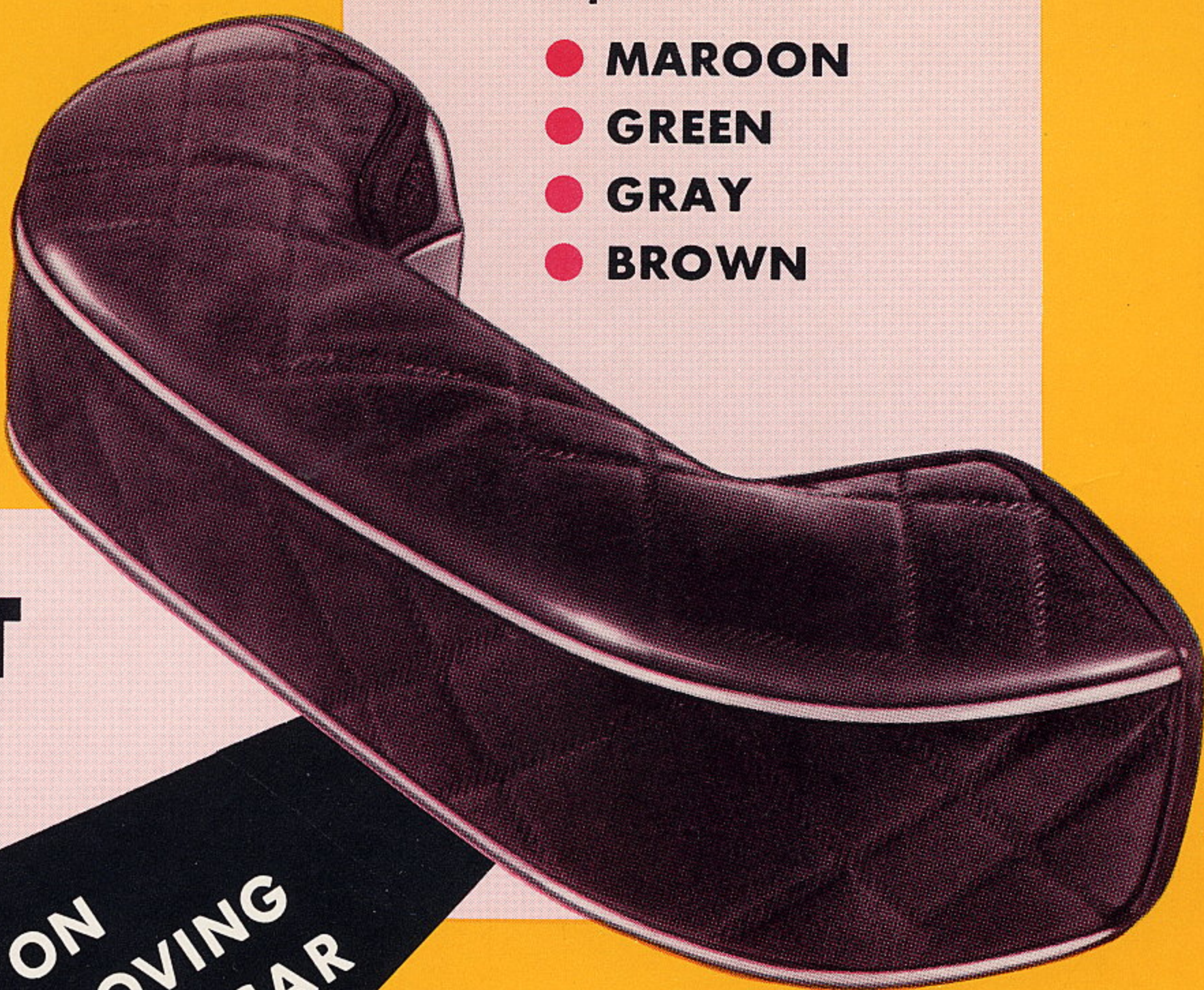
Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES



Choice of Four
Popular Colors

- MAROON
- GREEN
- GRAY
- BROWN



ARM REST COVERS

**SNAPS ON
WITHOUT REMOVING
ARM REST FROM CAR**

A smartly styled and expertly tailored Arm Rest Cover that snaps on in a jiffy. Designed to fit the arm rests of all Kaiser, Frazer and Henry J cars.

KF Arm Rest Covers are made from quilted vinyl—grease proof, dirt proof and long wearing.

Protect the arm rests in new cars. Dress up worn arm rests in used cars.

**ORDER NOW FOR
IMMEDIATE DELIVERY**

MAROON—PART NO. 100317

GREEN—PART NO. 100318

GRAY—PART NO. 100319

BROWN—PART NO. 100320

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