



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 23-A

September 6, 1950

ALL DEALERS:

Subject: KF Radio for 1951 Kaiser

We are pleased to announce a new 8-Tube Radio for the 1951 Kaiser which will be in production about September 25th and in this bulletin are giving you part number and resale schedule which applies. Full details of the warranty service policy, together with a directory of all authorized radio service stations will be mailed you shortly.

This new KF Radio incorporates the latest developments in radio design to provide the finest reception possible in an 8-tube automobile receiver. The superb tone of the 9" oval speaker - the convenience of 5 pre-selected stations - the extra power for plus performance - all contribute to full satisfaction with this unit.

Below we give you the necessary 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 4 or more</u>
100170	Radio	\$72.00	\$49.50	\$47.50

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

Installation time - 1.5 hours.

Radios are packed in individual cartons with all attaching parts. No separate Conversion Kit is necessary.

CONTINUE TO SELL RADIOS WITH EVERY NEW CAR - COLLECT THE MONEY AND MARK THE CUSTOMER'S CAR INVOICE "RADIO BACK-ORDERED". When your stock of new Radios is received you can notify the car buyer to bring his car in and have the Radio installed. DO NOT LOSE THIS PROFITABLE BUSINESS BY HOPING THAT THE CAR BUYER WILL RETURN FOR A RADIO LATER - HE MAY BUY IT ELSEWHERE.