



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 23-B

ALL DEALERS:

April 13, 1953

Subject: Rocker Panel Covers - 1951-52 Kaiser Models

The need for Rocker Panel Covers in certain sales areas has been brought to our attention. Salt and other chemicals used on streets in winter collect inside the rocker panel and cause rust and corrosion. Eventually the metal rusts through, causing very unsightly appearance.

The replacement of rocker panels is expensive to you in reconditioning used cars and to owners in making repairs to their present cars. Rocker Panel Covers are quickly installed over the rusted out panel at about one-half the cost of replacement of original parts. Your owners will welcome this low cost improvement in appearance and you can sell more shop labor because more owners 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.

Below we are giving you complete ordering information together with suggested list and your net prices and, for your ready information, are repeating ordering information on past models.

<u>Part No.</u>	<u>Name</u>	<u>Model</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>
100324	Rocker Panel Cover Pkg.	1951 Kaiser 4-Door	\$16.00	\$10.00
100325	Rocker Panel Cover Pkg.	1951 Kaiser 2-Door	16.00	10.00
100284	Rocker Panel Cover Pkg.	1947-48 Models	16.00	9.60
100305	Rocker Panel Cover Pkg.	1949-50 Kaisers, Frazers and 1951 Frazer	16.00	9.60
100285	Rear Quarter Panel Cover	1947-48 Models	25.20	15.20
100304	Rear Quarter Panel Cover	1949-50 Kaisers & Frazers	25.20	15.20

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

Each package contains both right and left covers with attaching parts and installation instructions.

Please place your order with your distributor for your requirements. Do not send your order to us.

Sincerely yours,

H. J. Hudson
Merchandising Manager
Parts and Accessories Division

HJHudson:jk