



# KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 56-A

October 12, 1951

ALL DEALERS:

Subject: KF "Continental" Spare Wheel Carrier - Henry J -  
Part No. 100282

We are pleased to announce the addition to our accessory line of a Spare Wheel Carrier for the Henry J as shown on the attached illustrated circular.

This accessory is designed and produced exclusively for the Henry J and can be installed on models with or without deck lids. The mounting of the spare wheel on the rear of the car to give it that "Continental" appearance, will appeal to many owners, while the extra luggage space - together with the fact that on models without deck lids the passengers are not disturbed when the spare is needed - will appeal to others.

Included in the carrier package is a light tan pyroxylin coated fabric tire cover which can be painted to match the color of the car, if desired.

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

<u>Part No.</u>	<u>Name</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>	<u>Shipping Weight</u>
100282	"Continental" Spare Wheel Carrier	\$83.25	\$59.75	40 lbs.

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

Installation time: 2.0 hrs.

The Henry J "Continental" Spare Wheel Carrier is individually packaged with all necessary parts and complete instructions for installation. Any good mechanic can make the installation in two (2) hours, including painting to match the color of the car. We would suggest you establish a list price of \$91.25 installed including painting.

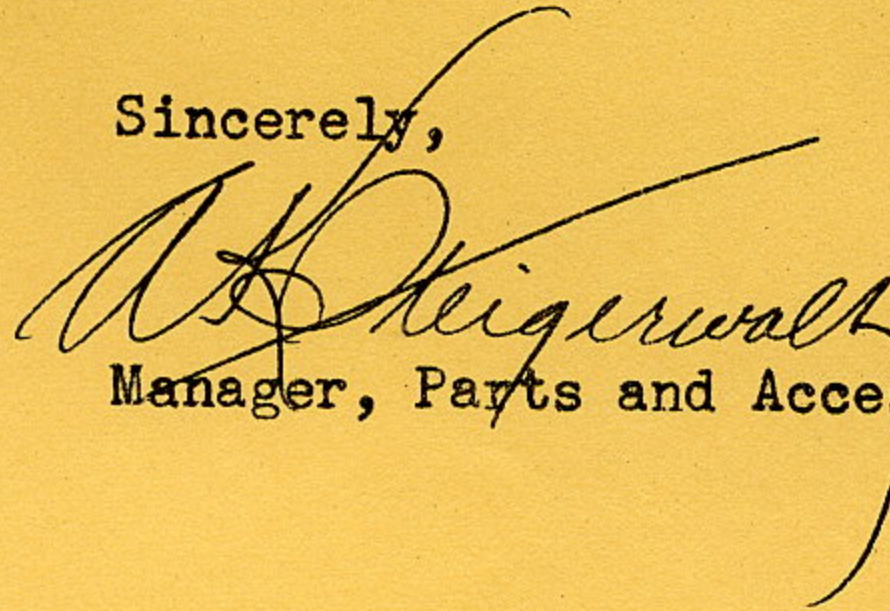
We suggest you place your order with your distributor for at least one (1) Carrier and install it on a Henry J demonstrator. We are confident if you

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will do this that it will not only create a lot of interest and curiosity,  
but you will also make many profitable sales.

Sincerely,



Manager, Parts and Accessories Div.

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Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES

**GIVE YOUR HENRY J THAT  
"Continental" LOOK... AND  
INCREASE THE LUGGAGE  
SPACE IN THE TRUNK BY 20%**



1. By removing the spare tire from the rear deck it provides 20% more useful luggage space.
2. It is an integral part of the car — not an appendage.
3. Adds strength to the rear of the car.
4. It is rigid, vibrationless and easy to operate.
5. Adds distinction and beauty.
6. Provides greater sales appeal.
7. Additional profits to you on every unit installed.

**THE  
"Continental"  
OFFERS THESE  
ADDITIONAL  
ADVANTAGES**

**PART NO.  
100282**

**KAISER-FRAZER SALES CORPORATION**  
KAISER-FRAZER CORPORATION  
WILLOW RUN, MICHIGAN, U.S.A.

LITRO IN U.S.A.

**MAIL  
THIS  
HANDY  
ORDER  
BLANK  
TODAY**

DEALERS: Mail To Distributor  
DISTRIBUTORS: Mail To Willow Run

PLEASE SHIP AT ONCE QUANTITY \_\_\_\_\_ SHIP VIA \_\_\_\_\_  
"CONTINENTAL" SPARE WHEEL MOUNTS.

**PART NO. 100282**

DEALER

ADDRESS