



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO57-A

October 12, 1951

ALL DEALERS:

Subject: Rocker Panel and Rear Quarter Panel Repair Covers

You have, no doubt, encountered some 1947 and 1948 Kaiser and Frazer cars on which the rocker panels and rear quarter panels have rusted to some extent. This situation may exist in your used car stock and on your customers' cars.

You are aware of the cost of labor and material to replace these sheet metal parts and will be interested to learn that replacement covers have been designed and are now available as illustrated on the enclosed broadside. With the replacement covers, you can now recondition such cars at one-third the cost involved when new parts are used.

Your 1947 and 1948 owners will welcome this low cost improvement for their cars and you can sell more shop labor because more customers can afford these replacement covers.

You can also put your used cars in top condition, move them quicker and at a better price.

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>
100284	Rocker Panel Cover Package	\$20.00	\$12.00
100285	Rear Quarter Panel Cover Pkg.	25.00	15.00

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

Installation time: Part No. 100284 - 1.5 hrs.
Part No. 100285 - 1.0 hr.

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

These panel cover packages have been shown to a few dealers to get their reaction. From their enthusiastic acceptance we are sure you will find these units will be of considerable value in reconditioning 1947-48 Kaiser and Frazer cars.

This Is It!

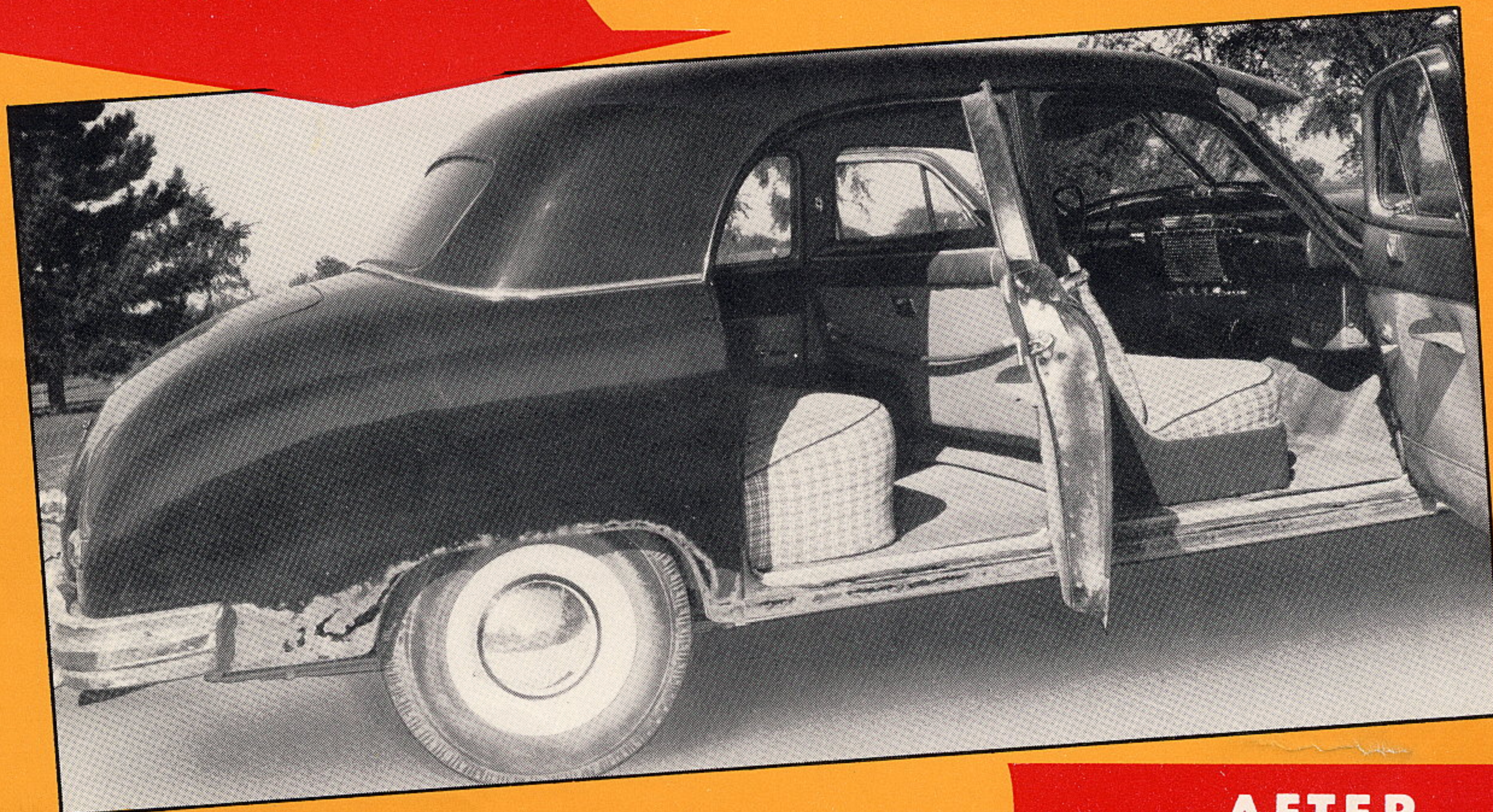
What every Service Department has been waiting for! You can now cover rusted Rocker Panels and Rear Quarter Panels on 1947 and 1948 Kaiser and Frazer cars. Increase their value and appearance at 1/3 the cost of replacing with new parts.



BEFORE

Note the rusted condition of Rocker Panel and Rear Fender.

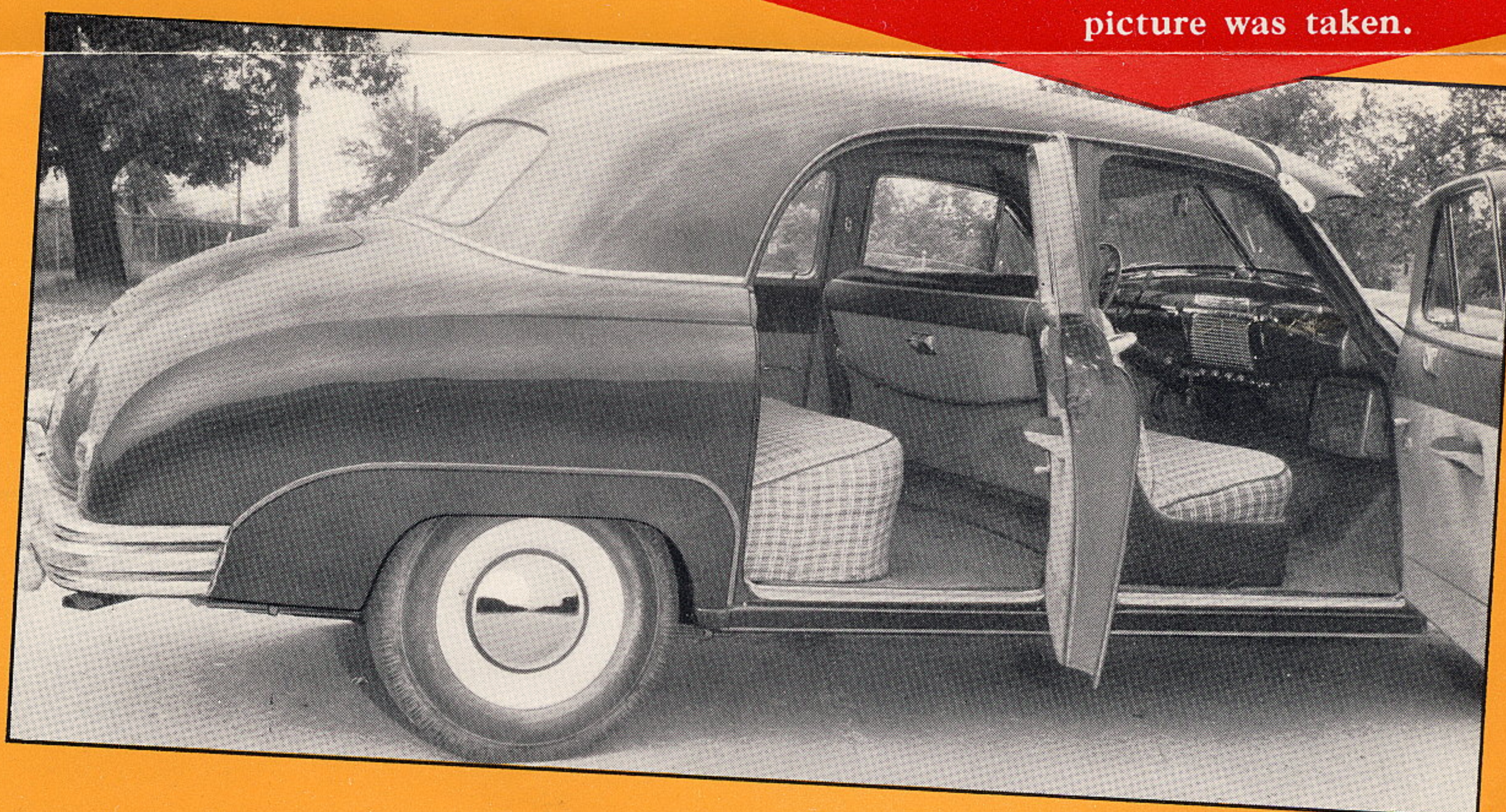
Rocker Panel Cover Repair Package PART NO. 100284



AFTER

You wouldn't believe it is the same car—but it is—and only 2½ hours after the "Before" picture was taken.

Rear Quarter Panel Cover Repair Package PART NO. 100285



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**ORDER YOUR SUPPLY
TODAY!**