



KAISER & FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 71

ALL DEALERS:
(Except in the State of Texas)

March 12, 1948

Subject: Seat Covers - Kaiser Custom and Frazer Manhattan

We have had innumerable requests from the field for seat covers for the Kaiser Custom and the Frazer Manhattan owners who want seat cover protection and comfort, but do not desire to conceal the beautiful upholstery in these models.

In order to satisfy these requests, we are pleased to announce a seat cover protector panel as shown on the attached illustrated descriptive circular. The cover or panel is designed so it can be applied to the seat cushion or seat back or both if desired, and provide the comfort and convenience of a full set of covers without entirely concealing the upholstery.

Installation is quickly and easily made, as the panel is held in place with straps fastened to the cushion springs. The matting is of a neutral color and design which will harmonize well with all Kaiser Custom and Frazer Manhattan upholstery.

We believe this matting cover or panel is the answer for your owners who want seat cover protection and comfort in their Kaiser Custom and Frazer Manhattan cars.

Below we are giving you ordering information, together with the suggested list and 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>
100061	Seat Protector Panel	\$3.75	\$2.35	\$2.10

All Prices are F.O.B. Shipping Point and Include Federal Excise Tax.
PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

KF Seat Protector Panels are individually packaged for display purposes.

Estimate your sales potential and send your order for your initial requirements to your distributor at once. You will find the KF Seat Protector Panel profitable to merchandise.

Sincerely,

Manager, Parts and Accessories Div.

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Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES