



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 80

ALL DEALERS:
(Except in the State of Texas)

June 24, 1948

Subject: KF "Air Ride" Cushion - Part No. 100063

COMFORT is the keynote for merchandising the KF "Air Ride" Cushion. This new accessory is fully described and illustrated in the attached circular.

The rubber air cushion is covered with attractive colored matting, and its use is not confined by any means to automobiles. Anyone possessing a KF "Air Ride" Cushion - regardless of the make of car he owns - will not only have something to add to his comfort when on a motor trip, but will also be assured of a comfortable seat at ball games, picnics, boating, etc. Properly displayed, it's a "natural" to sell to everyone coming into your place of business.

Below we are giving you the 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 12 or more</u>
100063	"Air Ride" Cushion	\$3.95	\$2.75	\$2.50

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

KF "Air Ride" Cushions are individually packaged, and special quantity price applies on purchases of twelve (12) or more from your distributor.

Place your order TODAY with your distributor for your initial stock of this accessory. Please do not send your order to us.

Sincerely,

Manager, Parts and Accessories Div.

AKSteigerwalt:gm

Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES



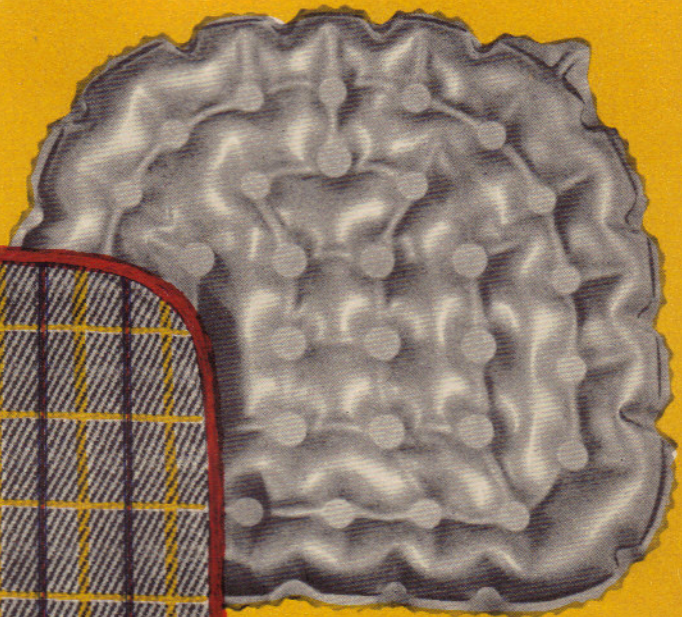
AIR RIDE CUSHION



PART NO. 100063



FOR USE AS A
SEAT CUSHION



SHOWN WITH COVER
PARTIALLY REMOVED



... OR A
BACK REST



The new KF Air Ride Cushion is adaptable for use as a back rest or seat cushion, or can be carried for use at ball games, picnics, on hunting or fishing trips, or around the home in porch furniture, etc.

The pneumatic liner is made of long life natural cured (not cemented) rubber, tufted to permit free circulation of air. The removable covering is of attractive matting seat cover material, tailored to fit perfectly. The cushion is easily inflated to desired pressure by mouth . . . high pressure air hose may damage liner.

The low price and variety of uses make the Air Ride Cushion easy and profitable to sell. Display one where customers will see and examine. Sales will result.

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