



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 87

September 17, 1948

ALL DEALERS:
(Except in the State of Texas)

Subject: KF Seat Covers for 1949

It is an established fact that Seat Covers are a major profit accessory for both the dealers and the factory. In setting up the KF Seat Cover program for 1949, particular attention has been given to price, quality of materials, colors and styling to assist all engaged in the sale of this profitable accessory to get their rightful share of this business. We are confident that we will meet competition on all points.

Requests during the past season indicated a demand for seat covers for cars with as well as without center arm rests. The 1949 line will include covers for all Kaiser and Frazer cars, including those fitted with center arm rests.

For the matting covers, we have selected three very attractive multi-colored fabrics, maroon, green and blue the predominant colors, which blend beautifully with the trim and paint used on all Kaiser and Frazer cars. All material is vinol coated to resist fading, fire and water damage and to add a finished sheen to the covers. The covers are trimmed with matching vinol coated fabric which will not crack or peel.

The satin finish Cloth Covers are trimmed with white piping and are treated with a patented finish which protects against soil, resists water borne stains, and is moisture repellant. Expertly tailored, these covers add richness and beauty to every car interior. Three colors - green, maroon and blue - offer a selection which will blend tastefully with all car and trim colors.

Inasmuch as center arm rests will be available on either or both front and rear seats in the 1949 Kaiser DeLuxe and Frazer models, part numbers are assigned to cover individual front and rear seat cover units only. By assigning part numbers in this manner, and by packaging front and rear covers separately and not in complete sets, stocks are more flexible and complete sets of the correct combinations can be made up for all body types with a minimum investment in seat covers.

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Below we are giving you complete information, together with part numbers and suggested list and net prices:

| <u>Part No.</u> | <u>Description</u> | <u>Suggested List Price</u> | <u>Dealer Net Each</u> | <u>Dealer 12 or more</u> |
|----------------------------|---------------------------------------|-----------------------------|------------------------|--------------------------|
| <u>Matting Seat Covers</u> | | | | |
| 100070 | Front seat - plain - maroon | \$14.85 | \$8.90 | \$8.20 |
| 100071 | Front seat - plain - green | 14.85 | 8.90 | 8.20 |
| 100072 | Front seat - plain - blue | 14.85 | 8.90 | 8.20 |
| 100073 | Front seat w/center arm rest - maroon | 19.50 | 11.70 | 10.70 |
| 100074 | Front seat w/center arm rest - green | 19.50 | 11.70 | 10.70 |
| 100075 | Front seat w/center arm rest - blue | 19.50 | 11.70 | 10.70 |
| 100076 | Rear seat - plain - maroon | 14.85 | 8.90 | 8.20 |
| 100077 | Rear seat - plain - green | 14.85 | 8.90 | 8.20 |
| 100078 | Rear seat - plain - blue | 14.85 | 8.90 | 8.20 |
| 100079 | Rear seat w/center arm rest - maroon | 19.50 | 11.70 | 10.70 |
| 100080 | Rear seat w/center arm rest - green | 19.50 | 11.70 | 10.70 |
| 100081 | Rear seat w/center arm rest - blue | 19.50 | 11.70 | 10.70 |
| <u>Cloth Seat Covers</u> | | | | |
| 100082 | Front seat - plain - maroon | 17.50 | 10.50 | 9.60 |
| 100083 | Front seat - plain - green | 17.50 | 10.50 | 9.60 |
| 100084 | Front seat - plain - blue | 17.50 | 10.50 | 9.60 |
| 100085 | Front seat w/center arm rest - maroon | 21.00 | 12.60 | 11.55 |
| 100086 | Front seat w/center arm rest - green | 21.00 | 12.60 | 11.55 |
| 100087 | Front seat w/center arm rest - blue | 21.00 | 12.60 | 11.55 |
| 100088 | Rear seat - plain - maroon | 17.50 | 10.50 | 9.60 |
| 100089 | Rear seat - plain - green | 17.50 | 10.50 | 9.60 |
| 100090 | Rear seat - plain - blue | 17.50 | 10.50 | 9.60 |
| 100091 | Rear seat w/center arm rest - maroon | 21.00 | 12.60 | 11.55 |
| 100092 | Rear seat w/center arm rest - green | 21.00 | 12.60 | 11.55 |
| 100093 | Rear seat w/center arm rest - blue | 21.00 | 12.60 | 11.55 |

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

Orders for all part numbers - including both matting and cloth covers - may be combined on one order to get the twelve (12) quantity lot price.

We are confident that the attractive prices, superior material and tailoring, together with the variety of colors and fabrics and unique styling we are offering in this new line of Seat Covers will enable you to secure all the Seat Cover business from your owners during the 1948-1949 selling season.

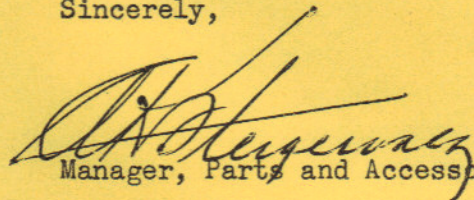
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Your potential is not confined to the sale of these covers for the 1949 models only. They will also fit all previous models.

We would suggest you place your order with your distributor TODAY for an initial stock of these covers. Please, do not send your order to us, as distribution of these Seat Covers will be handled by your distributor.

Sincerely,



Manager, Parts and Accessories Div.

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FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES