



KAISER & FRAZER PARTS CORPORATION

Willow Run, Michigan, U. S. A.



PARTS & ACCESSORIES

BULLETIN NO. 10

January 23, 1947

TO ALL DEALERS (Except in the State of Texas):

Subject: Fog Lights and Spotlights

We are pleased to announce the addition of Fog Lights and Spotlights to our approved line of accessories for installation on Kaiser and Frazer cars. Both lights are finished in chrome for long life and lasting beauty.

Fog Lights installed in pairs are a definite driving help in heavy rain or snow storms and in those localities where fog is a hazard. Mounted on the front bumper supports, the beam of light is held close to the ground and penetrates fog, rain or snow.

The Spotlight is mounted through the left front door post with handle and switch inside the car within easy reach of the driver. This light throws a strong beam of light a quarter of a mile in any direction, and is indispensable in lighting up objects which are out of range of the headlights. Directed slightly down and to the right, it vividly outlines roadside clearance and does not affect the vision of approaching drivers. It is also useful in reading street signs and locating house numbers at night.

The attached illustrated circular will give you an idea of the appearance of our cars with these accessories installed. Complete installation instructions are included in each package.

Below we are giving you the necessary information for ordering, 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>Dealer Net 6 or more</u>
200008	Spotlight	\$17.25	\$12.10	\$10.80
200009	Fog Light (pair)	12.75	8.95	7.95

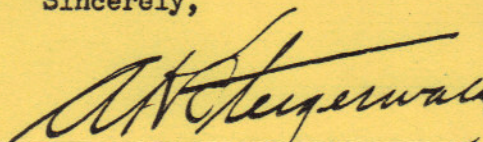
All Prices are F.O.B. Shipping Point and include Federal Excise Tax.
PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

Place your order immediately with your distributor for your requirements. Combination orders of Fog Lights and Spotlights, as long as your order calls for a quantity of six (6) or more, will entitle you to the six (6) lot price on both lights. Please send your order to your distributor. DO NOT SEND YOUR ORDER TO US.

To All Dealers (Except in the State of Texas):

These two accessories should find a ready sale to owners and new car purchasers, and sincere sales efforts will show excellent profits.

Sincerely,



General Manager

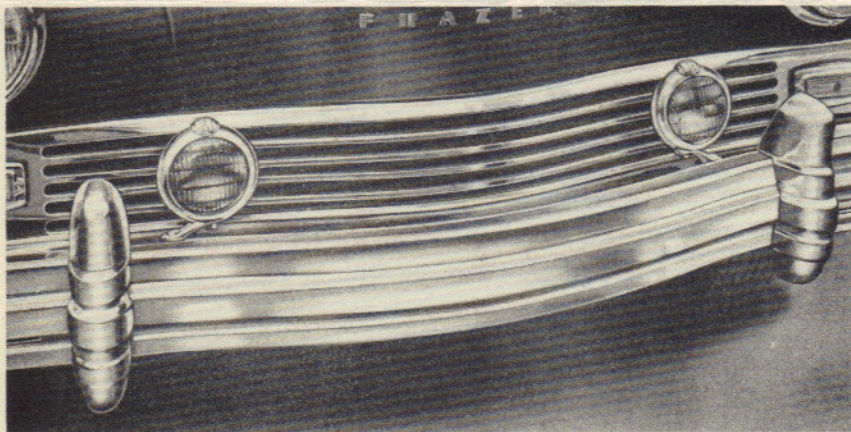
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Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES



UTILITY

LIGHTS



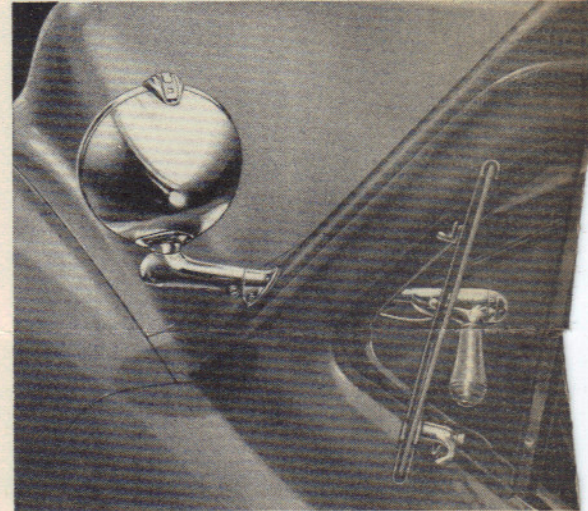
KF FOG LIGHTS Part No. 200009
List price (pair) \$12.75

Safety in night driving in modern high speed autos, demands a powerful, concentrated, non-glare, long-distance beam of light that will penetrate beyond the range of headlights.

KF Spotlight with its quarter mile beam thrown on right hand edge of road is the answer. Its powerful beam cuts through opposing glare prevents blinding shows up every road hazard eliminates possibility of out-driving one's lights or one's eyes.

Finger-tip pressure instantly turns the penetrating beam continuously in any direction to spot street and road signs, house numbers, objects off the road, etc. and especially for seeing in every direction other than straight ahead. It permits instant adjustment on winding roads.

A pair of KF Fog Lights with their low mounting and scientifically spread beams, light up the road ahead and do not reflect back, permitting safe travel at a moderate speed through fog, rain, mist, and snow, when headlights are useless. For full efficiency in bad weather, Fog Lights should be used in pairs so that headlights, which cause glare, can be turned off.



KF SPOTLIGHT Part No. 200008

LIST PRICE \$17.25

Prices subject to change without notice.

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WILLOW RUN, MICHIGAN

Printed in U.S.A.