



# KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 104

ALL DEALERS:  
(Except in the State of Texas)

February 23, 1949

Subject: KF Automatic Back-Up Lights

We are now ready to supply Back-Up Lights for 1949 Kaiser and Frazer cars as illustrated on the attached circular.

The 1949 Back-Up Lights have the same automatic feature as previous models, operating when the gear shift lever is in the reverse position and the car lights are on. Mounted on the rear bumper guards, the lights furnish ample illumination at the rear to enable the driver to safely back out of dark drive-ways. Many owners will probably want a pair installed to create harmony in appearance and for the extra illumination.

For convenience in stocking, lights and wiring harnesses are individually boxed and numbered separately.

Below we are giving you the necessary ordering information, together with the suggested list and net prices:

Part No.	Name	Suggested List Price	Dealer Net Each	Dealer 6 or more
100100	Back-Up Light (Kaiser left and Frazer right)	\$3.50	\$2.45	\$2.20
100101	Back-Up Light (Kaiser right and Frazer left)	3.50	2.45	2.20
100102	Wiring Harness Package (For single or dual installation)	3.10	2.15	1.90

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

Quantity lot prices are offered you to permit you to profitably carry ample stocks of Back-Up Lights to take care of your owners and to increase your profit per unit. These accessories are individually packaged, and you may combine your requirements of all three part numbers to get the six (6) lot quantity price.

We suggest you survey the potential requirements and place your initial order with your distributor for a sufficient quantity of each part number to supply your 1949 model owners.

Sincerely,

Manager, Parts and Accessories Div.

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Enclosure

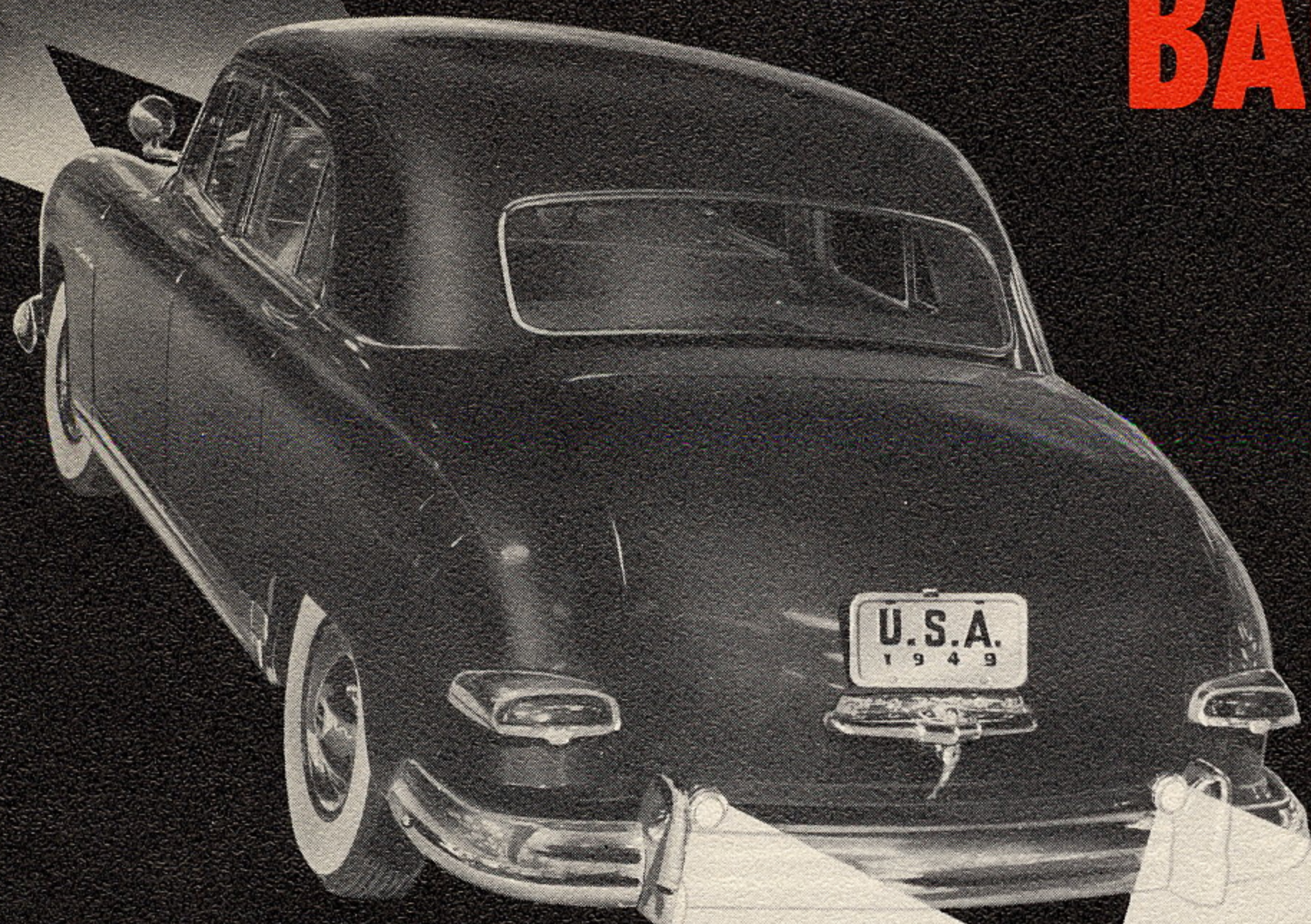
FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES

# NEW 1949



**KAISER and FRAZER**

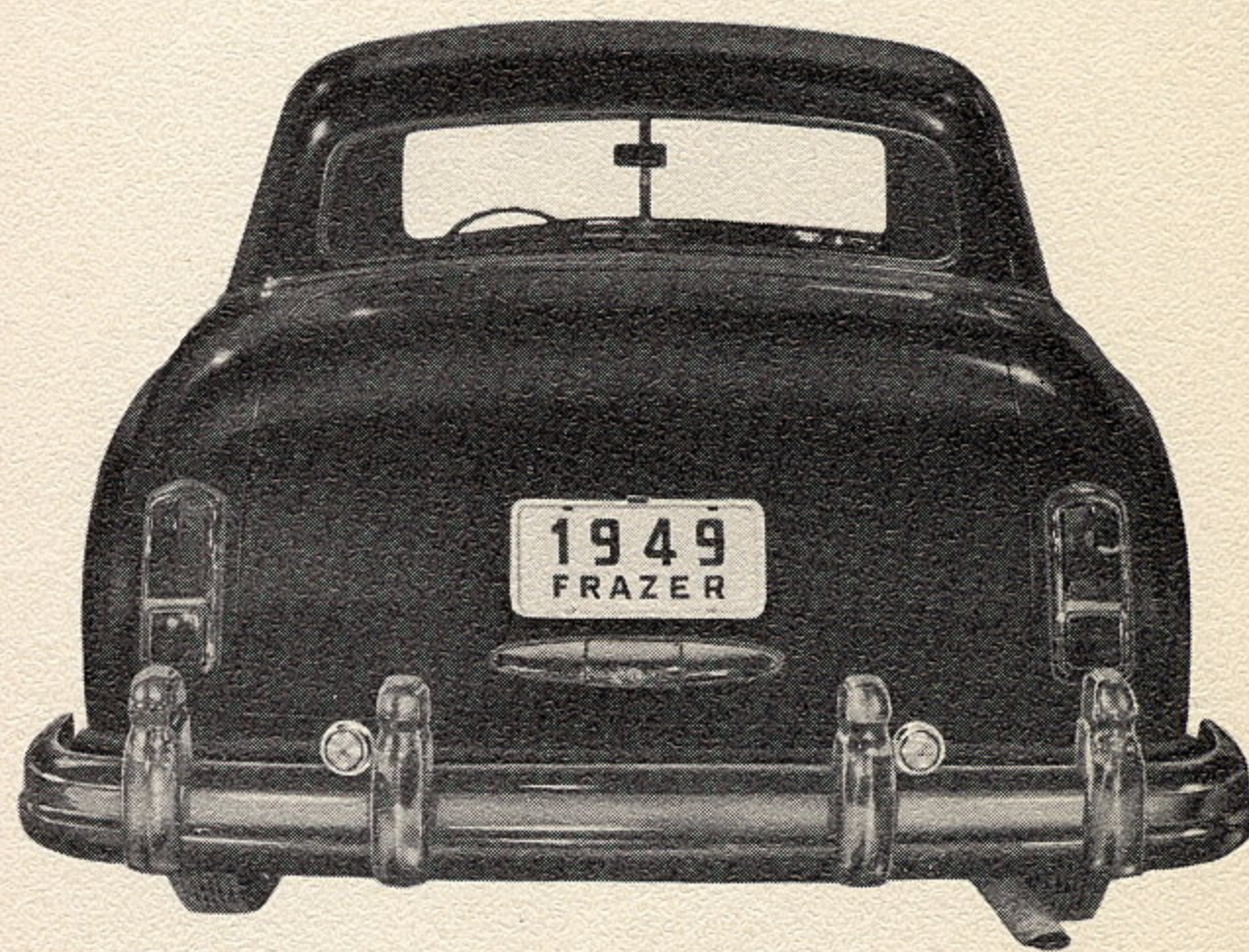
## BACK-UP LIGHTS



Provide that extra safety and convenience when backing at night. Operates automatically with gear shift in reverse and car lights turned on.



Back-Up Lights are installed on the rear bumper guards. Because of the guard locations, the same lamp is used as left hand on the Kaiser and right hand on the Frazer, while the right hand Kaiser is the same as the left hand Frazer.



This installation brings the moisture drain hole in the body of the lamp at the proper location. See above photos.

Wiring harnesses are packed separately and are designed for either single or dual lamp installation.

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