



# KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 105

March 21, 1949

ALL DEALERS:  
(Except in the State of Texas)

Subject: Hood Ornaments - Kaiser and Frazer

You were advised a short time ago by circular letter that we expected to announce the availability of Hood Ornaments for Kaiser and Frazer cars in the near future.

Tooling is now about complete, and based on promises of delivery, it is probable that shipments will start early in April.

The attached illustrated descriptive circular will give you an idea of the beautiful, harmonious appearance of these ornaments and how they will look when installed on the respective cars.

We know that Hood Ornaments are a popular accessory for our cars, and these beautiful ornaments, offered at the attractive list prices, should enable you to secure all this business from your owners.

Below you will find the necessary 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 4 or more</u>
100099	Hood Ornament (Kaiser)	\$12.00	\$6.00	\$5.50
100115	Hood Ornament (Frazer)	12.00	6.00	5.50

All Prices Include Federal Excise Tax and are Subject to Change Without Notice

Installation time - 1/4 hr.

Hood Ornaments are individually boxed in attractive containers for display purposes. Distribution will be handled through your distributor. We would, therefore, suggest that you immediately send an order to your distributor for four (4) or more of these Hood Ornaments in order that you can take advantage of the quantity lot price. DO NOT SEND THE ORDER TO US. SEND IT TO YOUR DISTRIBUTOR, PLEASE

Although, as stated above, your distributor will not be able to make immediate

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shipment of your orders, we would suggest that you place your initial order at once as your distributor will ship your order on the basis of the date received by him just as soon as the ornaments are available.

Sincerely,



Manager, Parts and Accessories Div.

AKSteigerwalt:mb

Enclosure

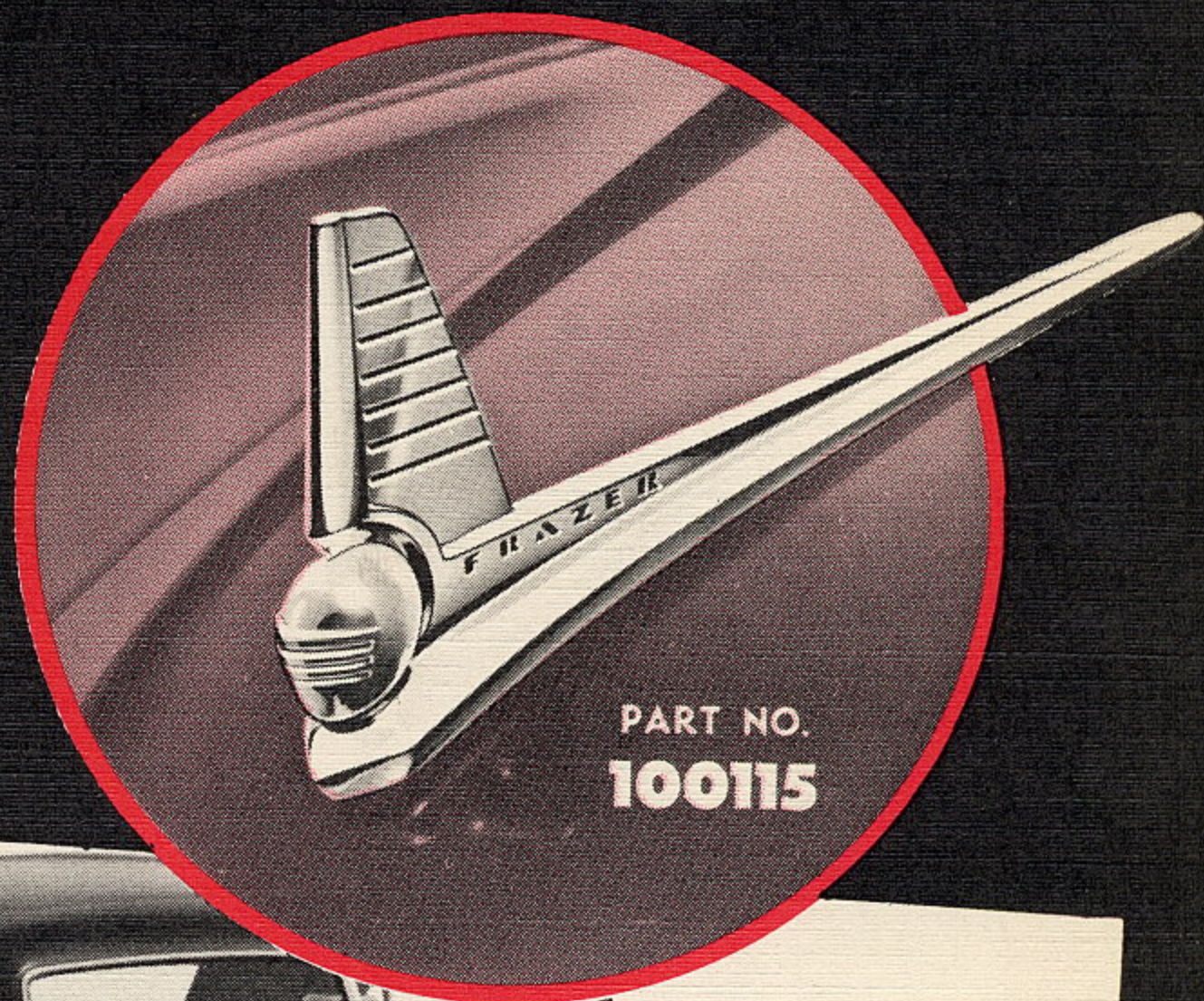
FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES

Here's what you've been waiting for...

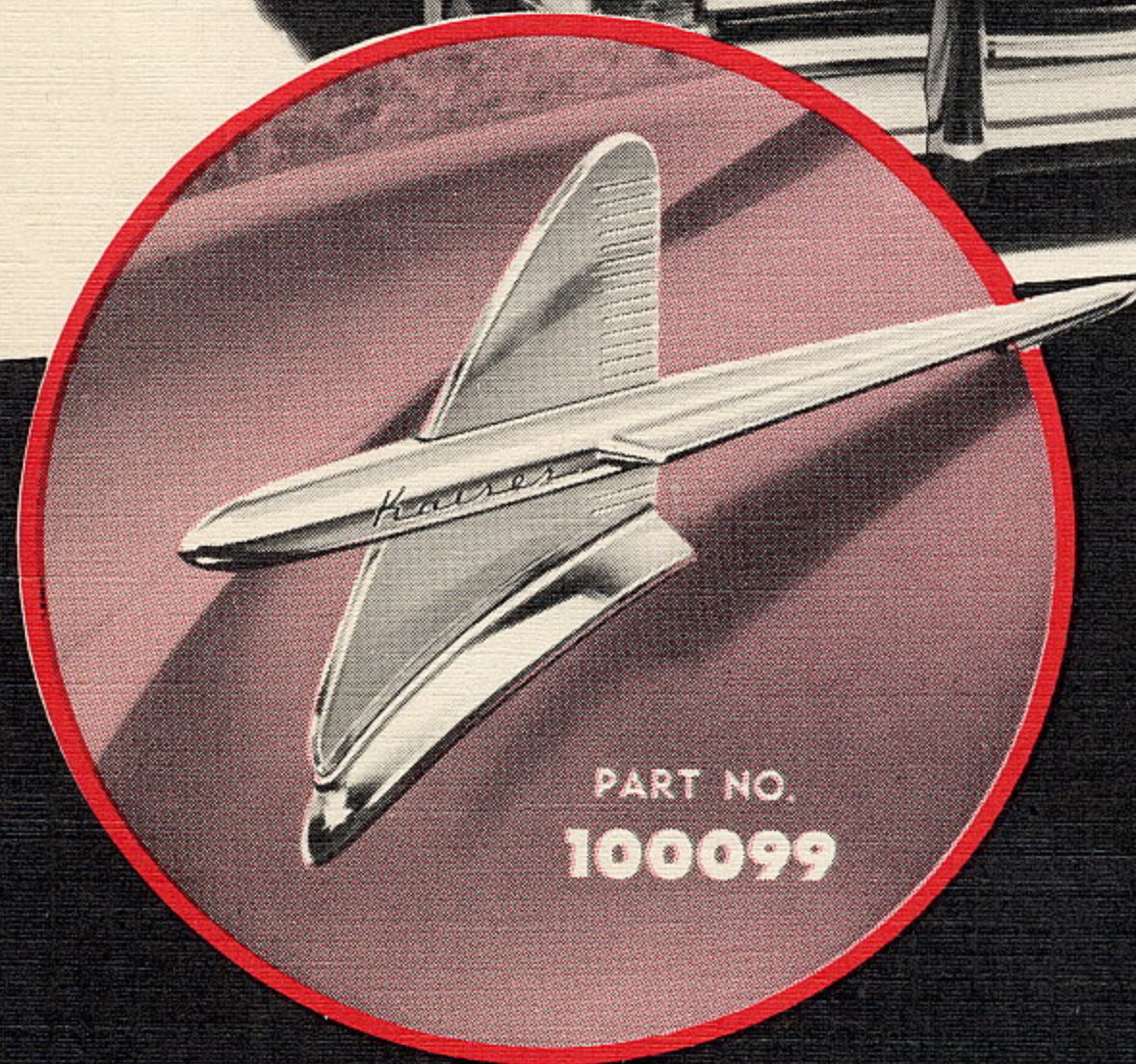
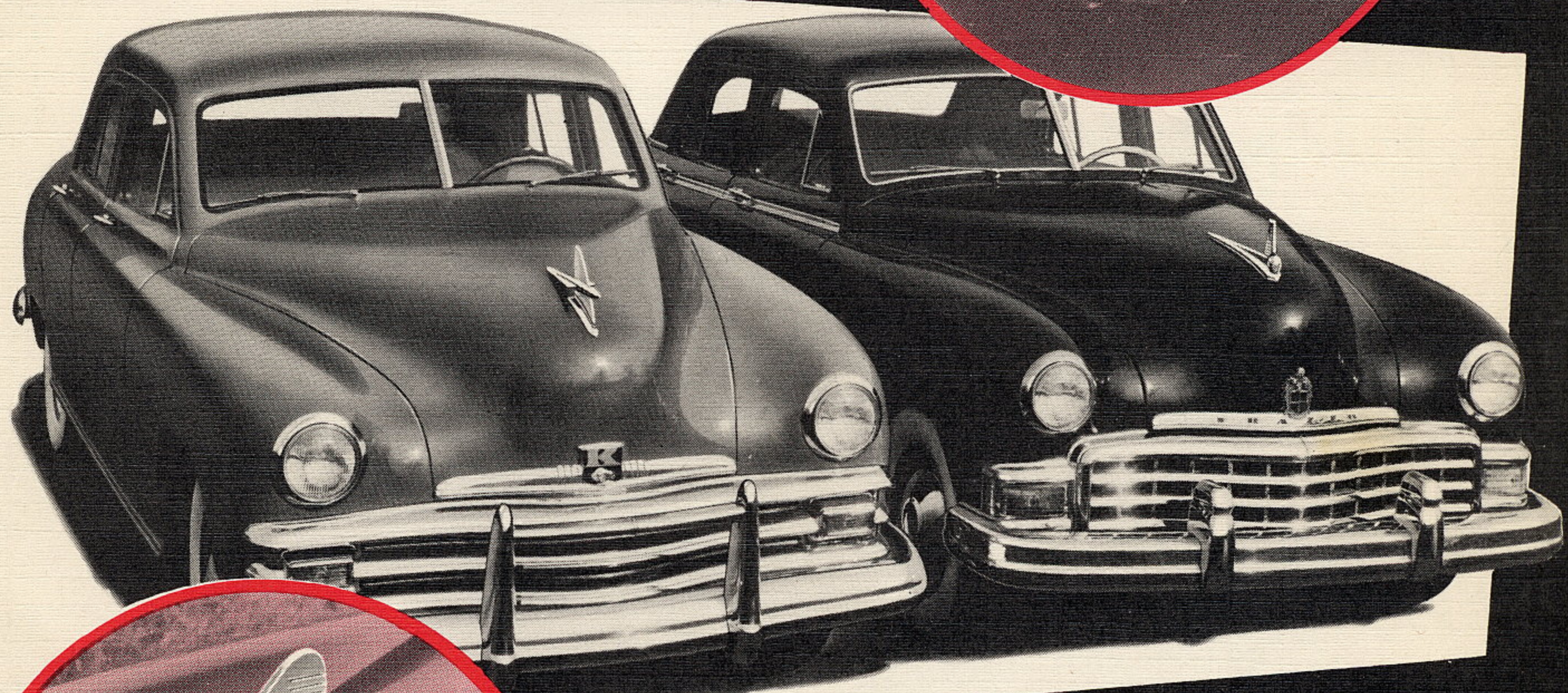


# 2 NEW-BEAUTIFUL STREAMLINED

# HOOD ORNAMENTS



PART NO.  
100115



PART NO.  
100099

Hood Ornaments – one for the Kaiser and one for the Frazer – designed and created to blend harmoniously with the over-all styling of these two great cars.

The Kaiser ornament is a combination of translucent plastic surrounded by chrome, and the Frazer is all in brilliant chrome.

Installation of these hood ornaments will not only serve to further identify and distinguish these cars – one from the other – but will be a driving aid to those owners accustomed to using a hood ornament for this purpose.

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