



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 12-A

ALL DEALERS:

May 22, 1950

Subject: KF Spotlights and Fog Lights

We will shortly start shipments of KF Spotlights for the 1951 Kaiser models.

Due to the exceptionally narrow "A" post used in the 1951 Kaiser body, the Spotlight installation must be made through the front door panel. This type of installation is being used in other makes of cars and presents an attractive appearance as shown on the attached illustrated circular.

The new location requires a change in the length of the shaft and bracket design, and the present Spotlights - Part Nos. 100094 and 100104 - can not be used on the 1951 Kaiser. Both of these Spotlights are approved for installation on the 1951 Frazer and all previous models, and we will continue to supply them as long as there is a demand.

Fog Lights - Part No. 100103 - will fit the 1951 Kaiser and Frazer, as well as all previous models.

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

| <u>Part No.</u> | <u>Name</u> | <u>Model</u> | <u>Suggested List Price</u> | <u>Dealer Net Each</u> | <u>Dealer 6 or more</u> |
|-----------------|--|--------------|---------------------------------|----------------------------|-----------------------------|
| 100151 | Spotlight (Small) | 1951 Kaiser | \$17.25 | \$12.10 | \$10.80 |
| 100094 | Spotlight (Small) | 1951 Frazer | 17.25 | 12.10 | 10.80 |
| 100104 | Spotlight (Large) | 1951 Frazer | 17.25 | 12.10 | 10.80 |
| 100103 | Fog Lights (Pair) | All Models | 12.75 | 8.95 | 7.95 |
| 100057 | Display Stand (Includes one Spotlight and two Fog Lights) | | | 18.75 | |

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

Place your order immediately with your distributor for your requirements. Combination order of Fog Lights and Spotlights, as long as your order calls for a quantity of six (6), will entitle you to the six (6) lot price on all lights.