



# KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 70

March 10, 1948

ALL DEALERS:  
(Except in the State of Texas)

Subject: KF Windshield Visor

We are pleased to announce the addition of a Windshield Visor to the KF accessory line.

During the past year the Windshield Visor or Sun Shade has had wide acceptance by car owners. You are undoubtedly familiar with the various types of metal and fabric visors which have been and are being offered by manufacturers. Possibly you have sold some of them, although not fully satisfied with the appearance or material.

After carefully examining all types and makes of visors, we decided it was necessary to develop our own visor to secure the styling which would best carry out the roof and body lines of Kaiser and Frazer cars. Attached you will find illustrated and descriptive circular of the KF Windshield Visor, which we are offering you with full assurance that you will approve our selection.

The KF Windshield Visor is a "year 'round" accessory. In winter months the visor minimizes snow glare and helps to keep the windshield free of snow, sleet and freezing rain when car is parked. In summer, visor protects against direct rays of sun and glare, making driving more enjoyable.

Below we are giving you 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 6 or more</u>
100054	Windshield Visor	\$24.95	\$16.65	\$15.00

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

Cost of painting and installation extra.  
Installation time - 1/2 hr.

The moulds and tools for manufacturing the KF Visor are now nearing completion and shipments of visors will start early in April. Visors will be individually boxed. This announcement is given you in advance of when

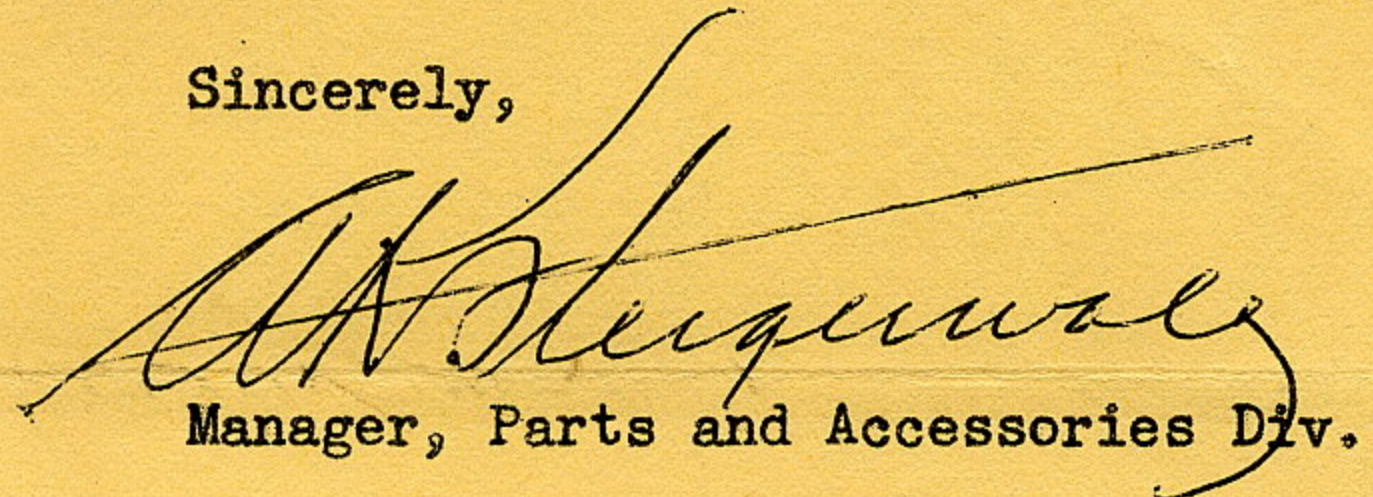


All Dealers:  
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shipments will start to permit you to figure your requirements and get your order placed with your distributor.

Sincerely,



Manager, Parts and Accessories Div.

AKSteigerwalt:vp

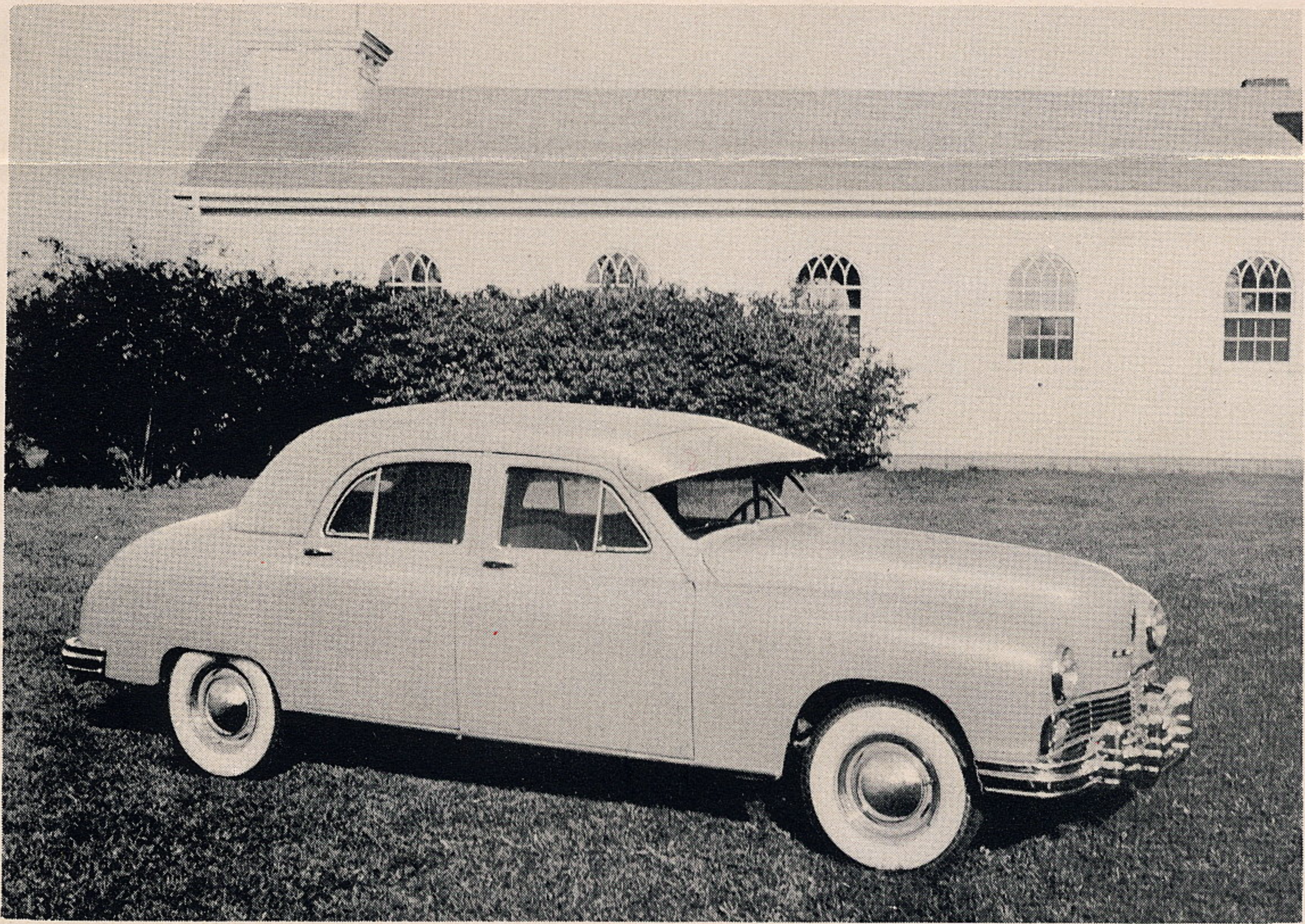
Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES



# Announcing The New

# WINDSHIELD VISOR



PART NO. 100054

LIST PRICE \$24.95  
(Includes Fed. Excise Tax)

PAINTING AND INSTALLATION EXTRA

**T**HE new KF Windshield Visor is design-engineered to conform perfectly with the roof and body lines of Kaiser and Frazer cars, and is constructed of a new moulded plastic type material. Tests have proven the advantages of the construction and styling of the KF Visor.

This new material is light in weight, yet is tough, durable, resistant to corrosion and has sound deadening qualities which reduce wind noises and vibration to a minimum. The styling is designed to

provide the least possible air resistance at high speeds.

The KF Windshield Visor can be installed on all Kaiser and Frazer cars quickly. The center bracket clamps to the windshield center moulding. Outer brackets which attach to the body drip mouldings, are concealed under the visor flange. The visor is fully adjustable to any desired angle.

All visors are finished in a soft green color underneath, and the top surfaces are ready for painting in colors to match the car on which it is to be installed.

**KAISER-FRAZER SALES CORPORATION**

Willow Run, Michigan, U.S.A.

PRINTED IN U.S.A.



**SOMETHING NEW HAS  
BEEN ADDED TO OUR**



# **WINDSHIELD VISOR**



**New — Polished Stainless Steel Leading Edge**

Moulding enhances the exclusive design of the Visor and blends harmoniously with the windshield and window trim.

**WINDSHIELD VISOR - PART NO. 100054**

**FEATURES**

- Reduces sun and snow glare
- Keeps freezing rain and snow from windshield
- Eliminates direct sun on driver and front seat passenger
- Keeps car cooler
- No vibration or wind noises

**KAISER-FRAZER SALES CORPORATION**

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**WILLOW RUN, MICHIGAN, U.S.A.**