



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 94

November 8, 1948

ALL DEALERS:
(Except in the State of Texas)

Subject: 1949 Spotlights and Fog Lights

We are pleased to advise that we are now ready to make shipment of the 1949 line of Spotlights and Fog Lights.

Although the 1948 Spotlight and Fog Lights can be satisfactorily installed on all 1949 Kaiser and Frazer cars, we have made a number of appearance changes in these lights to harmonize more closely to the 1949 Kaiser and Frazer styling.

The nameplate on both the Spotlight and Fog Light now incorporates the "KF" trade mark and is more streamlined. The shape and color of the Spotlight control handle conforms to all instrument knobs and handles, and the Fog Light mounting bracket has been changed slightly to provide better location with relation to the air duct.

We are also making available the new small Spotlight which is gaining in popularity with new car purchasers. The smaller light is identical in all respects with the standard size light except size, and has a 4" sealed beam unit whereas the sealed beam unit in the standard size light is 5 7/8".

To assist you in merchandising "KF" Spotlights and Fog Lights, we have prepared an attractive metal counter display stand in beautiful colors with the large Spotlight and a pair of Fog Lights mounted. This display stand is furnished without charge - the only charge is for the merchandise mounted on it at your quantity lot price.

Below we are giving you the necessary information for ordering, 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>
100094	Spotlight (Small)	\$17.25	\$12.10	\$10.80
100104	Spotlight (Large)	17.25	12.10	10.80
100103	Fog Light (Pair)	12.75	8.95	7.95
100057	Display Stand with Spotlight and Fog Lights Mounted	None	None	18.75

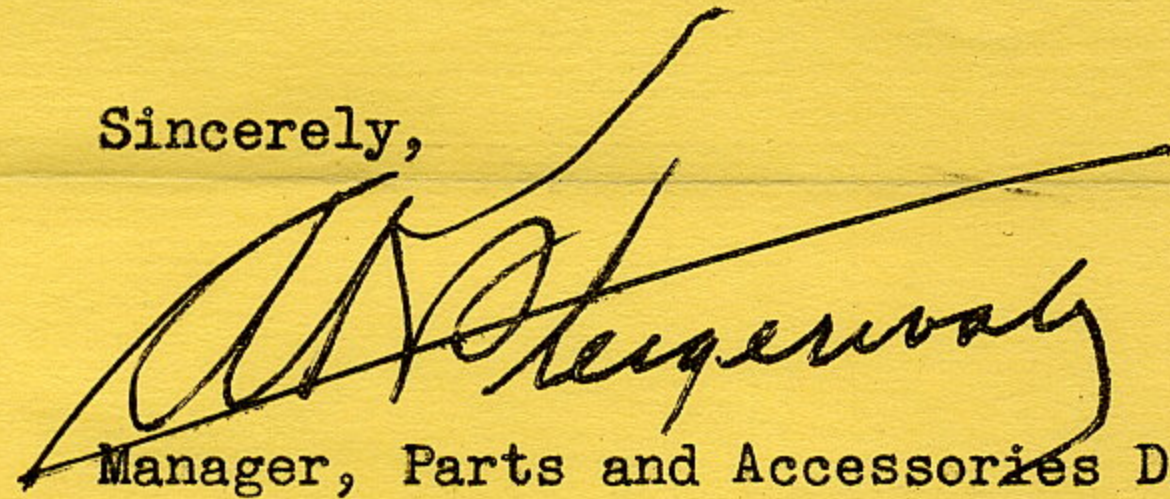
All Prices are F.O.B. Shipping Point and Include Federal Excise Tax
PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

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The Display Stand, individually boxed with one Spotlight and a pair of Fog Lights, will be furnished only when included with an order to your distributor for six (6) Spotlights and six (6) pairs of Fog Lights. Take advantage of this offer to obtain an attractive Display Stand to assist you in the sale of Spotlights and Fog Lights by ordering six (6) Spotlights and six (6) pairs of Fog Lights from your distributor today. This costs you absolutely nothing as you make your full profit on the lights mounted on the Display Stand, and you receive a Display Stand without charge to enable you to display this attractive and most useful merchandise.

Sincerely,



Manager, Parts and Accessories Div.

AKSteigerwalt:mb

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES

SPOT LIGHT AND FOG LIGHTS



SELL LIGHTS IN MATCHED SETS WITH THIS EYE CATCHING

COUNTER DISPLAY!



MATCHED LIGHTS DISPLAY
PART No. 100057

SPOTLIGHT FOR ALL WEATHER
FOGLIGHTS FOR BAD WEATHER

For Complete Safety in Night Driving

- SPOTLIGHT AND FOG LIGHTS MOUNTED.
- NO ASSEMBLY NECESSARY.
- BEAUTIFULLY FINISHED IN K-F STANDARD ACCESSORY COLORS.

Here's How You Get It-

Order 6 Spotlights And 6 Pairs Of Fog
Lights At Quantity Price.
You Receive Display Stand Free—Pay Only
For Mounted Lights At Quantity Price.
For Complete Ordering Information See
Bulletin.

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