



# KAISER & FRAZER PARTS CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 15

February 25, 1947

TO ALL DEALERS (Except in the State of Texas):

Subject: Utility Lamp

Here's a new accessory which should find universal acceptance for you to sell to your dealers and owners - a Utility Lamp.

Wherever a light is needed around an automobile, the Utility Lamp is ready for instant use. Simply insert the connector plug in Cigar Lighter socket. No other connection is necessary. Supplied with twelve (12) feet of cord, the lamp can be used around any part of the automobile - under the hood, in the trunk or when changing any of the tires. The 15 c.p. bulb is shielded with a red plastic reflector which focuses the light on the desired object and also serves as a red warning signal. Every car owner, regardless of make, should carry a Utility Lamp in the glove compartment, ready for quick use to read road signs, maps or for any emergency.

Below you will find 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>Distributor Dealer Net Each</u>	<u>Distributor Dealer 12 or More</u>
200025	Utility Lamp	\$2.50	\$1.75	\$1.65

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

Quantity prices are provided for you to enable you to profitably carry an ample stock and increase your profit per unit. Remember - every car owner, regardless of make, is a prospect for a Utility Lamp. Your sales are not limited to your owners only.

Distribution of this accessory is being handled through your distributor. Take advantage of the profit possibilities of this volume selling accessory by placing your order with your distributor at once for your requirements. He will be prepared to fill your order promptly.

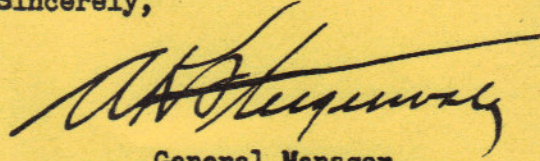


To All Dealers (Except in the State of Texas):

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PLEASE, DO NOT SEND YOUR ORDER TO US. SEND IT TO YOUR DISTRIBUTOR.

Sincerely,

A handwritten signature in cursive script, appearing to read 'A. Steigerwalt', written in dark ink.

General Manager

AKSteigerwalt:gr

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES