



KAISER & FRAZER PARTS CORPORATION

Willow Run, Michigan, U. S. A.



PARTS & ACCESSORIES

BULLETIN NO. 27

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

May 15, 1947

Subject: The "Two Little Squirts".

Enclosed with this bulletin are two gnome figures, appropriately named, the "Two Little Squirts", who will help you sell KF Windshield Washers.

Here's how!

Set up a Windshield Washer on your display case or parts counter, and place one of the figures on each side. Better still, if you are fortunate enough to have a Kaiser or Frazer car on the showroom floor, install a Washer and set the "Two Little Squirts" on the hood pointing to the jets.

The "Two Little Squirts" will draw the attention of customers and give you an opportunity to explain the merits of this popular accessory. A single demonstration will result in a profitable sale. As explained in announcement bulletin No. 18, both Kaiser and Frazer cars are partially equipped for installing a Windshield Washer, reducing installation time and increasing your profits.

For quick reference, we are repeating below ordering and price information contained in the announcement bulletin:

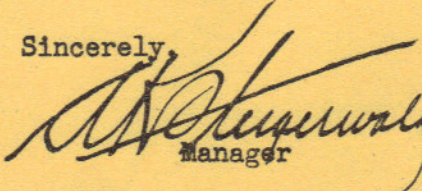
<u>Part No.</u>	<u>Name</u>	<u>Suggested List Price</u>	<u>Dealer Net Each</u>	<u>Dealer 6 or more</u>
200013	Windshield Washer	\$6.25	\$3.75	\$3.40

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

If you do not have Windshield Washers in stock now, place your order today with your distributor.

You will be amazed at the ease with which Windshield Washers can be sold if displayed as suggested. Get set now to merchandise this fast-selling and popular accessory. You'll find it very profitable business.

Sincerely,


Manager

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Enclosure