



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 51-A

July 6, 1951

ALL DEALERS:

Subject: KF "SPOTLITER" - Part No. 100270

We are pleased to announce the addition of a new combination cigar lighter and dash light - known as the KF "SPOTLITER" - to our line of KF approved accessories.

The unit consists of a standard lighter element with a shielded light bulb in the knob with a switch to turn the light on and off. The shield directs a beam of light toward the ignition switch for locating the switch in the dark. The light, which can be directed to any part of the front compartment by simply turning the lighter in the socket, also provides illumination for reading maps, etc.

Your sales of the KF "SPOTLITER" are not limited to our make of cars. It fits all standard lighter bases and can be used to replace the lighter knob and element assembly in all makes of cars.

Installation in cars equipped with a lighter is quite simple - replace standard knob and element with KF "SPOTLITER". For installation in cars not equipped with a cigar lighter, Part No. 201504 Base and Part No. 212101 Wire Assembly are required.

Below we are giving you complete ordering information, together with 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>
100270	Spotliter	\$2.25	\$1.45	\$1.35

PRICES INCLUDE FEDERAL EXCISE TAX AND ARE SUBJECT TO CHANGE WITHOUT NOTICE

KF "SPOTLITERS" are packaged in attractive individual cartons for display purposes. The KF "SPOTLITER" is a much needed accessory on all Kaiser and Frazer cars, including the Henry J, and you should do a bang-up job of merchandising this "hot" accessory item.

Place your order TODAY with your distributor for your requirements. Please, do not send your order to us.

Sincerely,

Manager, Parts and Accessories Division

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FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES