



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 93

October 18, 1948

ALL DEALERS:
(Except in the State of Texas)

Subject: Kf Utility Lamp - Part No. 200025

We are pleased to announce an entirely new KF Utility Lamp, Part No. 200025, which we are confident will have increased owner acceptance, and will greatly increase your sales and profits.

The new KF Utility Lamp - described and illustrated on the attached circular - is new, different and better in many respects than our former lamp.

1. Magnetized metal base permits the lamp to be placed in any position on any metal part of the car, leaving both hands free to work.
2. The 21 c.p. bulb provides an instant floodlight with a minimum of battery current. The bulb is shielded with a red plastic reflector which focuses the light on the desired object and also serves as a warning signal for approaching vehicles.
3. Special connector attached to 12 ft. of cord plugs into the cigar lighter socket.
4. The utility of the lamp will appeal to all car owners and the novelty of the magnetized base will close the deal.

The sales potential of this accessory is unlimited. Every car owner, regardless of the make of car, should carry a Utility Lamp in the glove compartment ready for quick use to read road signs, maps, or for any emergency.

To attract the car owner's attention to this Utility Lamp, the manufacturer has prepared a demonstrator lamp which operates on 110 volt alternating current equipped with a flasher bulb. Plugged into a 110 Volt A.C. outlet and attached to any metal surface, such as a bin end or metal counter, the flashing demonstrator has proven a definite sales help. The demonstrator is being sold at actual production cost of \$1.50 net each to you through your distributor.

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>List Price</u>	<u>Dealer Net Each</u>	<u>Dealer 12 or more</u>
200025	KF Utility Lamp (Magnet Type)	\$3.95	\$2.75	\$2.35
100064	Utility Lamp Demonstrator		1.50	

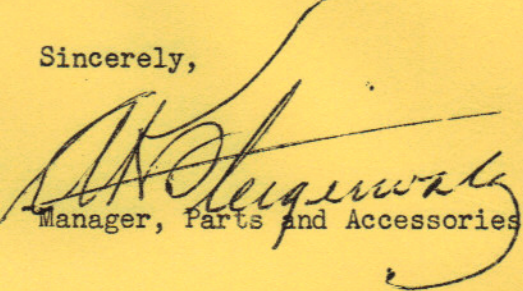
All Prices are F.O.B. Shipping Point and Include Federal Excise Tax
PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

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Utility Lamps are attractively boxed for display purposes, and you can attain your greatest profit per sale by ordering in lots of twelve (12) or more. Be sure to include a Demonstrator with your order for lights. Mail the order to your distributor, please.

Sincerely,


Manager, Parts and Accessories Div.

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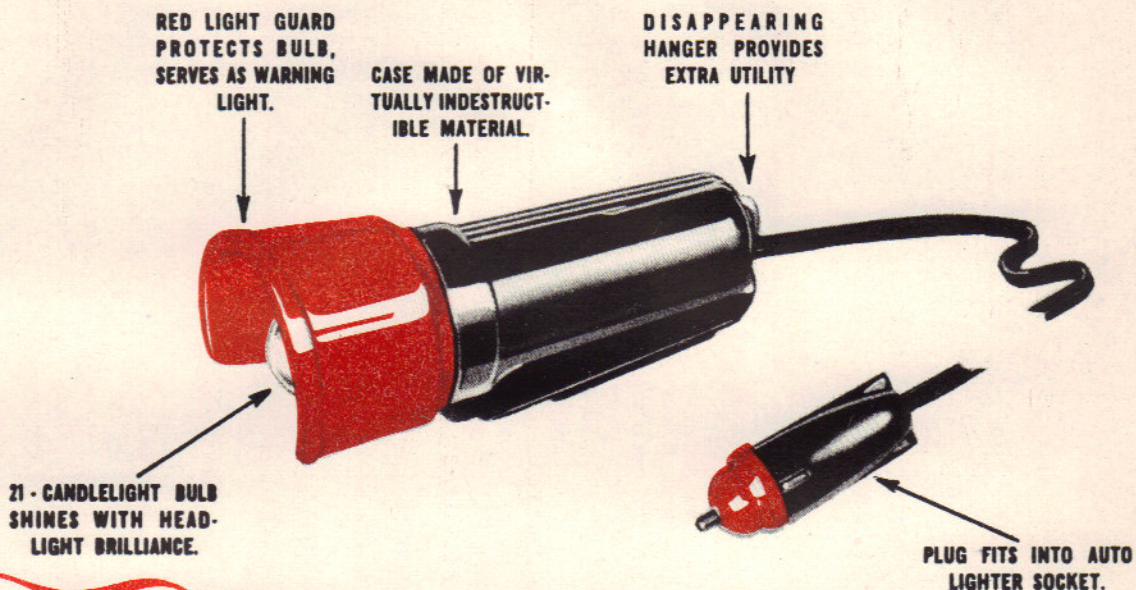
Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES



UTILITY LIGHT

PART NO. 200025



- Features*
- PERMANENT MAGNET
 - FITS ALL CAR LIGHTERS
 - MULTI-PURPOSE SAFETY SHIELD
 - HIDE-AWAY HANGER

New

... DIFFERENT
 ... REVOLUTIONARY
 WONDER LAMP
 ... Works like magic!

KF Utility Light Plugs Into Any Car Lighter—Provides Instant Floodlight For Working—Serves As Warning To Oncoming Cars.

- The new KF Utility Light is new, different and better in several respects.
1. The metal base is permanently magnetized and holds the light in any desired position on any metal part of the car—leaving both hands free to work.
 2. The 21 cp bulb provides an instant floodlight, with a minimum of battery current.
 3. The red reflector serves as a guard for the bulb and as a warning light for approaching vehicles.
 4. Special connector attached to 12 feet of extension cord plugs into the cigar lighter socket.

List Price . . . \$3.95

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