



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 96

ALL DEALERS:
(Except in the State of Texas)

December 16, 1948

Subject: Auto-Lite Resistor Spark Plugs

The Electric Auto-Lite Company's advertising of Resistor Spark Plugs has created many requests from both distributors and dealers for this type of spark plug.

Although we are still conducting tests on the Resistor Spark Plug, we have decided to stock this type of spark plug to enable you to get your share of this business which Auto-Lite's advertising is creating, and to meet competition on similar types of spark plugs being offered car owners by other spark plug manufacturers.

Below we are giving you the necessary ordering information, together with the suggested list and net prices:

Part No.	Auto-Lite No.	Suggested List Price		Distributor or Dealer		
		Each	4 or more	1-50	50-200	R.S.D. 200*
205480	PR-6	\$.95	\$.89	\$.57	\$.52	\$.48
205481	PR-4	.95	.89	.57	.52	.48
205482	AR-8	.95	.89	.57	.52	.48
205483	AR-5	.95	.89	.57	.52	.48
205484	ARL-5	.95	.89	.57	.52	.48
205485	BR-8	.95	.89	.57	.52	.48
205486	BR-4	.95	.89	.57	.52	.48

*Registered Service Dealer (R.S.D.) maintains stock of 200 Auto-Lite Plugs and purchases refills at R.S.D. prices.

Prices include Federal Excise Tax and are Subject to Change Without Notice.

If you have signed a Registered Service Dealer agreement, you can buy Resistor Spark Plugs in box lots of ten (10) at the \$.48 each price. You are not obliged to carry a stock of 200 of this type of plug to qualify for the Registered Service Dealer price.

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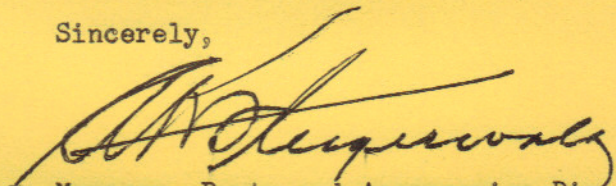
- 2 -

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Auto-Lite production of the Resistor Plug is now sufficient so that you may order Resistor Plugs from your distributor on the same basis as the regular type of spark plug. It is not necessary for you to combine your requirements of Resistor Plugs with your requirements of the regular type Auto-Lite plug to receive the special quantity price. See attached circulars for complete description of Resistor Spark Plugs.

If you have not taken advantage of the special net prices obtainable by simply maintaining a minimum stock of Auto-Lite spark plugs, don't delay signing up any longer. Look at the profits you can make from the sale of spark plugs at retail through your Service Department to your owners if you sign a Registered Service Dealer agreement and carry a stock of 200 Auto-Lite Spark Plugs. Tell your distributor you want to sign one of these agreements. The sale of spark plugs is very profitable. You can't afford to pass it up.

Sincerely,



Manager, Parts and Accessories Div.

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Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES