



# KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 14

February 24, 1947

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

Subject: Auto-Lite Spark Plug Announcement

We are pleased to announce that arrangements have been completed with The Electric Auto-Lite Company whereby Kaiser and Frazer dealers can order Auto-Lite Spark Plugs from their Kaiser & Frazer Parts and Accessories distributors just the same as other parts, and at net prices which will put them in a very favorable competitive position. Following is the basic outline of the Auto-Lite Spark Plug Program.

We have selected for resale through our distributors and dealers five types of Auto-Lite plugs which represent over 80% of the potential Spark Plugs sales for all makes of cars. Our part numbers with corresponding Auto-Lite numbers are:

<u>Kaiser and Frazer</u> <u>Part Number</u>	<u>Auto-Lite</u> <u>Part Number</u>
201230.....	A-5
200016.....	A-7
200017.....	A-9
200018.....	AL-7
200019.....	AN-7

Part No. 201230, Auto-Lite No. A-5, is the standard equipment Spark Plug on all Kaiser and Frazer cars, as well as several other makes. The complete list of cars on which the other types are used will be furnished you by the Auto-Lite representative, or your distributor.

Your distributor will be authorized to offer you a choice of two contracts, one of which should meet your sales requirements.

### 150 Deal - 150 Stock

Any dealer who will purchase 150 Auto-Lite Spark Plugs and maintain a stock of 150 plugs at all times will be extended a price of 36 cents per plug (on the Auto-Lite regular line) on initial stock and on refills in box lots.

### 300 Deal - 300 Stock

To qualify as an R.S.D. (Registered Service Dealer), a dealer purchases 300 Auto-Lite Spark Plugs at one time and maintains a stock of 300 plugs. The R.S.D. will be extended the price of 33 cents per plug (on the Auto-Lite regular line) on his initial stock and on his refills in box lots.

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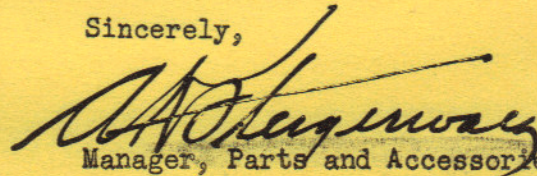
The suggested retail resale price on the Auto-Lite regular line of plugs is 65 cents each or 59 cents each for four or more.

The field organization of The Electric Auto-Lite Company, Merchandising Division, will assist our distributors and dealers in the promotion of this activity. Distributors will be contacted by an Auto-Lite representative who will supply Kaiser and Frazer approved advertising material and R.S.D. agreement forms, and who will render personal assistance in contacting dealers regarding the Spark Plug Program.

All Sales Agreements entitle dealers to complete sales kits, manuals, and promotional assistance to tie in with national advertising and radio programs of The Electric Auto-Lite Company which will be of real help in building up Spark Plug sales in your area.

Please do not order Spark Plugs from this bulletin. Wait for your distributor's representative who will have authentic information from the Auto-Lite Company to assist you in making up your initial order, selecting the different types in line with your own needs.

Sincerely,

  
Manager, Parts and Accessories Div.

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Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES