



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO.

43

July 31, 1947

TO ALL DEALERS:

Subject: Dealers' Initial Parts Stocks

We wish to advise that we are now engaged in supplying all dealers with initial stocks of replacement parts for Kaiser and Frazer cars.

There are two dealers' initial stock orders, one having a net value of approximately \$1,000.00 and a smaller one having a net value of approximately \$500.00. The larger order is intended for those dealers located in the major or key trading areas having the greatest potential of new car sales or for dealers, who because of their geographic location, enjoy a transient parts and service business. The smaller order is intended for the remainder of the dealers.

In preparing these initial orders, careful consideration was given to the selection of the items and quantities of each which go to make up the entire order. You will find these initial orders cover a wide selection of items rather than a limited number of different part numbers of large quantities in order to provide you with the greatest sales potential from the time the initial stock is received by you and to better serve as a basic stock on which you can build a parts stock to adequately meet the future demand for parts in your sales area.

When you receive your initial stock, it becomes your responsibility to maintain it and build it up to take care of the demand by increasing the quantities furnished on either of these basic orders and to add new items to your parts stock as the demand for items not initially supplied warrants the addition of such items. The only solution to maintaining an adequate stock of parts is an Inventory or Stock Control System, and we wish to take this opportunity of impressing upon you the absolute necessity of installing such a system and in keeping it up-to-date at all times if you are to maintain an adequate parts stock to meet the need of your owners, and to make your parts operation a profitable one.

This initial stocking program is being conducted through your distributor who has been supplied with order blanks and printed lists showing the quantity, part number and name of each part which goes to make up each of these initial orders. Both of these orders will be shipped truck or freight transportation charges prepaid and any back-ordered items will also be shipped transportation charges prepaid regardless of how we decide to ship them.

We are most desirous - for your future success as a Kaiser and Frazer dealer as well as our own - to have all dealers purchase an initial parts stock. Parts availability in this business plays an important role in the sale of all makes of automobiles, and the cars we are manufacturing and you are selling are no exception.

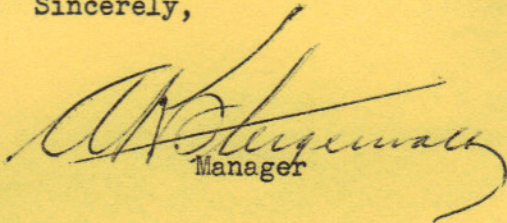
To All Dealers:

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If your distributor has not already contacted you regarding this initial stocking program, we would suggest that you write or telephone him regarding this matter, requesting that he send you the initial order for either the \$1,000.00 or \$500.00 order so you can place your order promptly for your basic stock of replacement parts for Kaiser and Frazer cars. All orders for initial stocks which we receive, approved by your distributor, will be shipped promptly.

Thanking you in advance for giving this very important phase of your business and ours your prompt attention, we remain,

Sincerely,


Manager

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INSURE YOUR FUTURE - MAKE PARTS AVAILABLE THROUGHOUT THE NATION