



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO.83

ALL DEALERS:

July 16, 1948

Subject: KF Accessory Merchandiser

People buy things they see. The most important single factor in successful selling is the proper display of merchandise.

Arrangements have been made with Meyer Display Products, Inc., Milwaukee, Wisconsin, to supply factory approved Accessory Merchandisers for you. These Accessory Merchandisers are adaptable to any size operation and are fully described in the attached illustrated circular. The chrome tubing framework with red plastileather shelves trimmed with chrome mouldings and indirect lighting makes an attractive and harmonious piece of equipment for any showroom. The Merchandisers are equipped with "glide-easy" casters so the Merchandiser can be moved - without removing the accessories - close to the showroom window and lighted for a night display to attract passersby.

The Display Fixtures of satin finish aluminum and carrying the KF trade mark are correctly designed to hold the various accessories in position for proper display and are well worth the small cost. A display fixture is not required for all accessories which you will display, only those which can not be placed in a satisfactory position for display without some kind of a support. The illustrated descriptive circular attached describes the purpose for which these Display Fixtures were designed.

You will also find attached an illustrated descriptive circular of a KF Price Tag and interchangeable plastic numbers and inserts. The numeral channel holds the replaceable plastic price inserts and the metal easel attached to the back of the Price Tag supports it at the proper angle to enable the customer to see the price of all items on display. This Price Tag is designed for use wherever parts and accessories are displayed - on the Merchandisers, parts counters and in showcases.

The proper use of the Display Fixtures and Price Tags will enable you to set up "eye-catching" displays of both parts and accessories throughout your place of business which will "stop traffic" and sell more merchandise for you.

You can substantially increase your accessory sales and profits by installing a complete Accessory Merchandiser with Display Fixtures and Price Tags. For greater sales and profits you should mail your order today for the Merchandiser which best suits your needs.

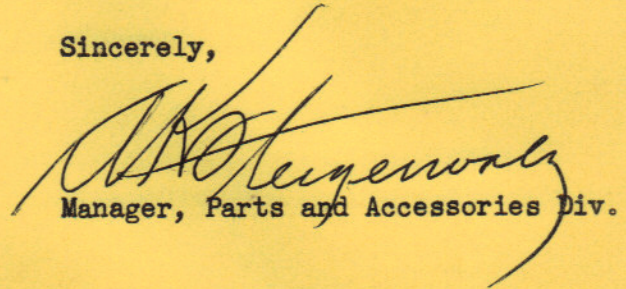
Please note that the Accessory Merchandisers and Display Fixtures must be ordered from Meyer Display Products, Inc., Milwaukee, Wisconsin and the Price Tags from Shaw & Slavsky, Detroit, Michigan.

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Please, do not send your orders to us. Mail them to the manufacturer whose name and address is shown on the illustrated descriptive circular.

Sincerely,



Manager, Parts and Accessories Div.

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Enclosures

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES