



KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan, U.S.A.



PARTS & ACCESSORIES

BULLETIN NO. 84

August 5, 1948

ALL DEALERS:

Subject: Automotive Bin End Labels, Valances and Counters

As a service to you who desire to remodel or modernize your Parts and Accessories Department or who are just in the process of setting up this department, arrangements have been made with Meyer Display Products, Inc., to make available Bin End Panels, Valances, Counters and other attractive "dress-up" equipment designed exclusively for Kaiser-Frazer.

In the attached descriptive illustrated circular you will find complete information on size, construction, material, available colors and price of this equipment. The manufacturer of this equipment is prepared to give you capable assistance, through a regional field organization, in revising your Parts Department for more effective merchandising.

The successful automobile merchant of today applies the same merchandising methods and technique in selling parts and accessories are required.

The first requisite to success in the parts and accessories business is an attractive store, located where it can be seen by the greatest number of people, equipped with the proper type of equipment, not only to store and care for the merchandise carried in stock, but attractively arranged and with adequate facilities provided so the merchandise can be displayed to advantage. A Parts and Accessories Department set up with these merchandising principles as a foundation, manned by personnel who are not only experienced and courteous parts and accessory men, but who also have the same sales ability found in others occupying similar positions in other lines of endeavor, will not only be a profitable operation, but will be of immeasurable assistance to you in increasing the sale of Kaiser and Frazer cars.

We recommend your consideration of this program designed as a merchandising service for you.

All orders for this material, and correspondence regarding the program, should be addressed to the Meyer Display Products, Inc., 511 East Clybourn Street, Milwaukee 2, Wisconsin.

Sincerely,



Manager, Parts and Accessories Div.

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Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES