



KAISER & FRAZER PARTS CORPORATION

Willow Run, Michigan, U. S. A.



PARTS & ACCESSORIES

BULLETIN NO. 28

May 21, 1947

TO ALL DEALERS:

Subject: Parts and Accessories Bulletin Binders

The most important and effective means of passing essential information to the sales forces in the field is through the medium of bulletins.

Announcement of new accessories, merchandising suggestions, prices and resale schedules, and valuable parts information will be covered by Parts and Accessories Bulletins. All such information is essential to the conduct of an efficient operation and should be kept filed and indexed ready for quick reference.

To assist you in keeping these bulletins properly catalogued for quick reference, we have been successful in securing an attractive 3-ring binder as shown on the attached illustrated circular. The binder is embossed in striking colors with the words "PARTS AND ACCESSORIES BULLETINS" and is of ample capacity for filing 250 to 300 pages of bulletins. Index pages are included so as bulletins are received they can be recorded by number, date and subject.

By purchasing a sufficient quantity of binders at one time to supply all distributors and dealers, we have been able to secure an unusually low price for a real quality product, thereby making it available to you for \$2.65 net each. The binders are now ready for distribution.

If your distributor has not yet solicited your order, we suggest you immediately advise him how many you want for your organization.

Every department in any business requires the proper tools and equipment to function efficiently. This Parts and Accessories Bulletin Binder is an essential piece of equipment for your Sales Department, your Parts Manager, and your Service Manager.

Place your order today with your distributor.

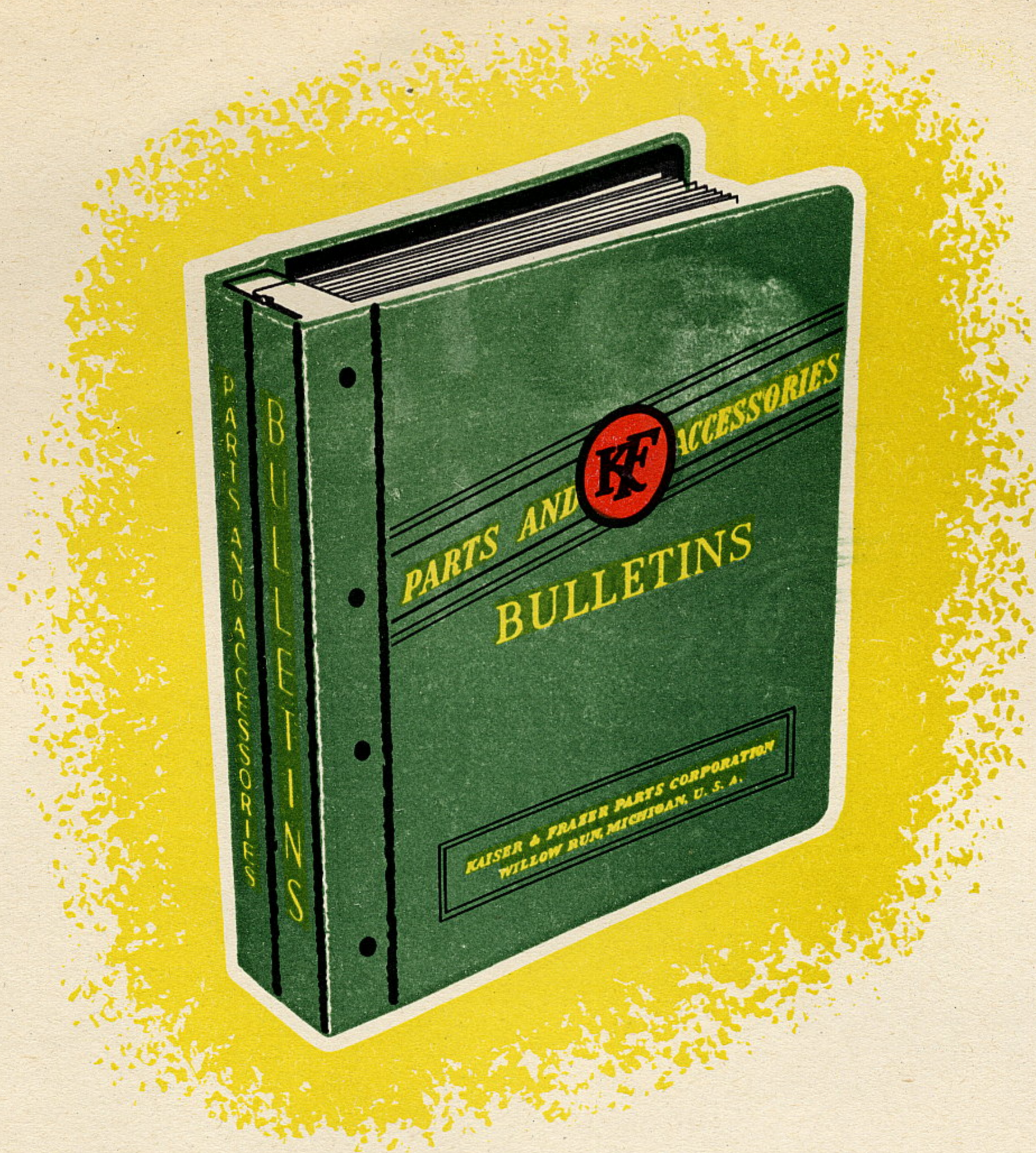
Sincerely,


Manager

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Enclosure

FOR OWNER SATISFACTION - USE ONLY FACTORY APPROVED PARTS AND ACCESSORIES



Part No. 200050, Price \$2.65 Net each

The Parts and Accessories Bulletin Binder shown above is an essential piece of equipment for your Parts Department. Announcement of new accessories, merchandising suggestions, prices and resale schedules, and valuable parts information will be covered by Parts and Accessories bulletins. All such information is essential to the conduct of an efficient operation and should be filed and indexed, ready for quick reference.

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