



Guide to the Kaiser-Frazer Corp. advertising and sales promotion materials, 1945-1976

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Summary

Collection Title:

Kaiser-Frazer Corp. advertising and sales promotion materials, 1945-1976

Creator:

Kaiser-Frazer Corp.

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Kaiser-Frazer Corp. was an automobile manufacturer based in Willow Run, Mich.; active 1945-1955. Collection includes clippings, advertising designs, dealer aids, prize contest materials, public relations releases, radio scripts, sales brochures and sales promotion campaigns and materials. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

0.2 Linear Feet

Language:

Materials in English.

Collection ID:

RL.13034

Permalink:

<https://idn.duke.edu/ark:/87924/m1bt92>

Preferred Citation

[Identification of item], Kaiser-Frazer Corp. advertising and sales promotion materials, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes clippings, advertising designs, dealer aids, prize contest materials, public relations releases, radio scripts, sales brochures and sales promotion campaigns and materials.

Biographical/Historical

Kaiser-Frazer Corp. was an automobile manufacturer based in Willow Run, Mich.; active 1945-1955.

The company was founded through the partnership of Henry J. Kaiser and Joseph W. Frazer in 1945. They acquired the Willow Run facility and began production of automobiles in 1947 using both the Kaiser (budget line) and Frazer (upscale) nameplates. The Frazer nameplate was dropped in 1951 after Joseph Frazer left the firm. In 1953 Kaiser acquired the Willys Overland company and renamed itself the Kaiser-Willys Corporation. Automobile production ended in 1955 except for the Willys/Jeep line and Kaiser became a diversified holding company. Around 1969 Kaiser-Jeep was sold to American Motors Corporation (AMC) which continued the Jeep line. Chrysler Corporation acquired AMC in 1985 but continued the Jeep line to the present.

Source: Wikipedia, February 6, 2024; "Kaiser-Frazer"

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Arrangement

Arranged alphabetically.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

Acquisition Information

The Kaiser-Frazer Corp. advertising and sales promotion materials were received by the David M. Rubenstein Rare Book & Manuscript Library as a purchase from Walkabout Books in 2023.

Processing Information

Processed by Richard Collier, Feb. 2024;

Accessions described in this collection guide: 2023-0116.

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Chevrolet salesmanship literature;

Consumer Reports. Technical Department records;

Garrett Orr papers;

Gary B. and Sandra G. Baden collection of print advertisements;

J. Walter Thompson Company. Detroit Office. Ford collateral literature;

Robert M. Behr collection of transportation advertising;

Roy Lightner collection of antique advertisements.

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Names and Subjects

- Advertising -- Automobiles -- United States -- History
- Automobiles -- Marketing
- Sales promotion
- Prize contests in advertising
- John W. Hartman Center for Sales, Advertising & Marketing History
- Kaiser Motors Corporation
- Willys-Overland Motor Co.

Collection Inventory

1951 Kaiser dealer announcement mat service, 1951	Box 1
Advertising Bulletin, 1953-1954	Box 1
Advertising designs, 1949-1952	Oversize-folder 1

Scope and Contents

Includes advertising for Kaiser Traveler; Limerick contest; Willy Aero line of cars. Some produced by the William H. Weintraub & Company advertising agency.

Behind Our Advertising, 1948	Box 1
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Clippings, 1945-1976	Box 1
Henry J product training film, 1951	Box 1
How to Profit from the Traveler, approximately 1951	Box 1
Kaiser printing plates, 1951	Box 1
Proven Profit Pointers, 1951	Box 1
Public relations releases, 1953-1955	Box 1
Radio scripts, 1951	Box 1
Sales promotions, 1948-1953	Box 1
The 1951 Frazer, 1951	Box 1
