

Spicer Manufacturing

DIVISION OF DANA CORPORATION

TOLEDO 1, OHIO

March 1, 1948

Mr. Henry Lansdale,
Executive Vice President
National Automotive Parts Assn.
705 Fox Building
Detroit 1, Michigan

Dear Henry:

To confirm the various discussions we have had with you and Mr. Arnold and to outline in more or less detail what we mean by cooperating with your association, we submit the following for our mutual consideration and future planning:

We plan to give NAPA renewed assistance for increased sales on Spicer products and we suggest the holding of Educational Meetings on all Spicer and Brown-Lipe lines for one week in each warehouse city with the following program and objectives:

1. NAPA Detroit Office in cooperation with each Warehouse Management will organize in advance the attendance for each of these meetings and Spicer will conduct the program.

FIRST SESSION

TIME - Monday 5:00 p.m. - Dinner 6:00 p.m.

TO BE ATTENDED BY - Warehouse Owner, Manager and one or two top Executives.

PURPOSE - To review complete educational program on Spicer and Brown-Lipe lines and discuss ways and means of increasing sales.

SECOND SESSION - TWO DAYS

TIME - Tuesday 9:00 a.m. to 5:00 p.m. Group Luncheon
Wednesday " " " "

TO BE ATTENDED BY -

Warehouse:

Field Executive
Jobbing Division:
One or Two Countermen
Fleet Salesmen
Warehouse Owned Branches:
Counterman
Salesman

SCF-NAPA-0460

