

March 30, 1949.

Dear Edgar:

Because of my very earnest hope that you and your father will be successful in your great enterprise, I was pleased to note the press reports in yesterday's newspapers about your elevation to the presidency of the company, and particularly to read about the very substantial reductions in prices which you announced.

May I offer you congratulations on what seems to me a most constructive step.

With my best wishes, I am,

Sincerely yours,

M. S. Eccles.

Mr. Edgar F. Kaiser, President,
Kaiser-Frazer Corporation,
Willow Run, Michigan.

ET:ra

KAISER-FRAZER CORPORATION

Willow Run, Michigan



April 5, 1949

Dear Marriner:

Your letter of the 30th received.

I believe in your sincere wish for the success of our automotive enterprise. So far as the price reductions are concerned, they will have a good effect with our dealers. Whether or not they will do the trick with the public remains to be seen. Personally, I believe it was wise and that the timing was good. I think it will eliminate from the public's mind and the dealer's mind that general reaction that seemed to be prevalent that we were overpriced.

I still firmly believe that all control should be lifted from Regulation W and the sooner this comes to pass, the better. Ward's Reports show automotive inventory in dealers' hands substantially above the 1941 level. The sooner it is down, the better.

Kindest regards.

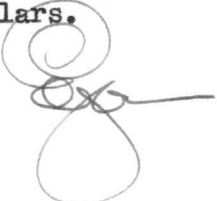
Sincerely,



Edgar F. Kaiser

Hon. M. S. Eccles
Board of Governors
Federal Reserve System
Washington, D. C.

P. S. One thing is clear. Based on other price reductions that have been announced to date, including Nash, our price reduction was so substantial that we give greater value for less dollars.



April 8, 1949.

Mr. Edgar F. Kaiser, President,
Kaiser-Frazer Corporation,
Willow Run, Michigan.

Dear Mr. Kaiser:

This is to acknowledge your letter of April 5,
to Mr. M. S. Eccles.

Mr. Eccles is in the West at the present time,
and will not return to his office until about April 25.
Your letter will be called to his attention at that time.

Very truly yours,

Secretary to Mr. M. S. Eccles.

VLE:ra