

Where **KAISER** and **FRAZER** will build  
**GREAT NEW CARS**



**WILLOW RUN**—World-famous bomber plant  
 now being converted for the mass production of  
**KAISER and FRAZER Automobiles!**



An interior view of just one section of the famous Willow Run Bomber plant, one of the largest and finest factories in the world, which is now being converted for the mass production of great and advanced automobiles and modern farm equipment.

TWO of America's most widely known industrial leaders have joined forces in a great enterprise which will go far toward meeting the unprecedented automotive needs of the nation. These two men, Henry J. Kaiser and Joseph W. Frazer—the one a recipient of highest honors for his genius in mass production, the other long recognized as an outstanding leader in the automobile industry—will join in producing great new cars under their own names, KAISER and FRAZER!

They will manufacture these great new cars at Willow Run, Michigan, in the plant that proved to the world the incredible possibilities of modern American mass production. Only a plant of such proportions could provide facilities of adequate capacity for the plans of these far-sighted leaders.

Large numbers of cars will be made here, under precise methods of mass

production that will utilize all the modern techniques learned in years of war-time experience. Great new cars, created to American tastes—brilliantly engineered, smartly designed, and honestly built!

Joining Mr. Kaiser and Mr. Frazer at Willow Run are men who have distinguished themselves in every branch of the automotive industries. Men with the mechanical "know-how" that made possible America's triumph of war production. Men who have mastered the methods of modern automotive merchandising. Men with the confidence which comes of knowing what to do and how to do it!

Mr. Kaiser and Mr. Frazer have brought these men together for one purpose—to make the finest automobiles that modern industry can produce—in quantity, with quality—at prices that will bring them to the greatest number of people at the earliest possible time.