

There are Great New Cars a-Coming...

*and the secret of their greatness
lies in the calibre of the men behind them!*

The Graham-Paige and Kaiser-Frazer "fast-sting team" at Willow Run. (Left, in right) Howard Darrin, automobile designer; Joseph W. Frazer, president; Vern R. Dean, general manager; H. C. McCaslin, chief engineer; Clay F. Bullard, production executive; W. A. MacDonald, in charge of sales.



THE UNBEATABLE TEAM that will produce KAISER and FRAZER Cars at Willow Run!



WILLOW RUN—

joint home of two great companies,
Kaiser-Frazer and Graham-Paige!

This huge lumber plant at Willow Run, Michigan, is now being fitted and equipped for the mass production of Graham-Paige Motors Corporation's Frazer automobiles. Frazer tractors and farm equipment, and Buell's seven village roadsters, as well as Kaiser-Frazer Corporation's Kaiser automobiles.

Many months ago, Joseph W. Frazer began to gather around him the men whose creative capacities were to be merged into one of the great production teams of the automobile industry. He chose men of experience, reputation and ability—men who can produce cars which both Mr. Kaiser and Mr. Frazer will be proud to name their own.

For general manager, he picked the outstanding automotive genius, Vern R. Dean. For years Mr. Dean was in charge of manufacturing one of America's leading motor cars, while Mr. Frazer was a major executive of the same firm.

He also brought in Clay F. Bullard, long an associate of Henry J. Kaiser on the West Coast, and a master of the methods which have made the name Kaiser known around the world.

As head of his technical staff, he chose the capable automotive engineer Henry C. McCaslin. While working with Mr. Frazer in the early war years, he aided in developing the remarkable military vehicle commonly known as the jeep.

For brilliant body styling, Mr. Frazer secured the services of Howard Darrin, internationally famous for his custom craftsmanship and his designs for some of America's leading makes of cars.

For efficient marketing and skilled sales management, he called in a veteran automobile executive, W. A. MacDonald, who left his position as vice-president of a widely-known motor car company to join Mr. Frazer in 1941.

This powerful "fast-sting team" at Willow Run is supported by a capable squad of young and well-trained executives. Their orders are simple—to build the best cars possible within their means, with every detail tested and proved beyond all possibility of failure!

With an expectation of such ability, Kaiser-Frazer and Graham-Paige face the opportunities of the future with an undiminished confidence. They will have the finest automobile makers industry can produce—the know-how and the facilities to make and market them—plus unparalleled public interest and support.