

# Claire McCordell

SAYS KAISER AND FRAZER BEAUTY  
COMBINES STYLE WITH UTILITY

**T**HE vast success of Claire McCordell as designer for Townley Frocks, Inc., is the result of her talent for putting youth and glamour and style into the practical work and play clothes of American women. Her fashions are always useful—and enormously popular! So it is not surprising that McCordell sees her own philosophy of design in KAISER and FRAZER cars. Of these, she says, "The beauty of these original designs is based on utility. No wonder women fall in love with them."

The beautiful lines of the KAISER and the FRAZER are the result of postwar engineering that gives you more room, greater safety, and the most restful ride you have ever enjoyed in an automobile!

KAISER-FRAZER CORPORATION  
WILLOW RUN, MICHIGAN

KAISER



FRAZER



*Endless-Access Jersey  
Sportswear Designed  
by Claire McCordell*



"THE BEAUTY AND DISTINCTION OF CUSTOM CAR STYLING"