



**KAISER**

## Unquestioned Style Leadership!

When the KAISER and the FRAZER went into production eighteen months ago, they were hailed as "establishing a new trend that the rest of the industry will someday adopt." Their design was praised by the world's greatest fashion experts. The Frazer Manhattan won awarded the gold medal of the Fashion Academy, then won the "Grand Prix D'Honneur" at both Monte Carlo and Casablanca. But the verdict of the public and the automobile industry remained to be received.

Now the return has come! Public preference has made Kaiser-Frazer the world's fourth largest manufacturer of automobiles. And the unmistakable influence of K-F design can be seen in every new car announced by other manufacturers. The KAISER and the FRAZER have achieved unquestioned style leadership! When you drive them, you will learn that their performance and ride are as far "out in front" as their distinguished beauty.

KAISER-FRAZER CORPORATION • WILLOW RUN, MICHIGAN


**FRAZER**