

"THE BEAUTY AND DISTINCTION OF CUSTOM CAR STYLING"

JOHN FREDERICS

DISCERNs "TECHNICAL MASTERY" IN THE
DESIGN OF THE KAISER AND THE FRAZER

Renowned creator of fashionable millinery, artist John Frederics has long been a noted world authority on design. His fertile imagination has produced many innovations which have led to revolutionary style trends.

Frederics' practiced eye instantly discerned correspondingly important innovations in motor-car design which you will also see when you inspect the Kaiser or the Frazer. He said, "These cars are the magnificent result of fine artistic conception and technical mastery, with the careful emphasis on detail that means continuing enjoyment to owners."

Your own appreciation of beauty and craftsmanship is bound to be pleasantly stimulated when you inspect the Kaiser or the Frazer. And your first ride will be a ride you never forget!

Madras coverings hat and accessories, a John Frederics creation in rough straw with fluid millinery styling.



KAISER



FRAZER

KAISER-FRAZER CORPORATION · WILLOW RUN, MICHIGAN