

Fashions of '48

This group of ads is one of the most difficult to collect as they were ran in magazines not normally saved. There is also a highly collectible Dealer Brochure which contains all but the last one of these ads and announced the issuance of this set of ads.



Tina Leser commends the new styling of the Kaiser and Frazer Cars

KF47-6

Desc...: Yellow Frazer Sedan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 New Yorker	6/7/1947		8 1/2 X 11	Color
2 Ladies Home Journal		25	11 X 14	Color



Maximillian says of the Kaiser and the Frazer -- "Smart, Cosmopolitan Styling"

KF47-9

Desc...: Green Frazer Manhattan sedan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 New Yorker	6/30/1947		8 1/2 X 11	Color
2 Ladies Home Journal	9/1/1947	161	11 X 14	Color



Lily Dache praises the continental styling of the Kaiser and the Frazer

KF47-13

Desc...: Green Frazer Manhattan sedan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 New Yorker	8/16/1947	20	8 1/2 X 11	Color
2 Womens Home Companion	8/1/1947	0	11 X 14	Color
3 Ladies Home Journal	8/1/1947	80	11 X 14	Color



Nettie Rosenstein Defines the Style Ingredients of the New Kaiser and Frazer Cars.

KF47-15

Desc....: Green Frazer Manhattan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 Womens Home Companion	9/1/1947	60	11 X 14	Color
2 Ladies Home Journal	9/1/1947	31	11 X 14	Color
3 New Yorker	8/31/1947		8 1/2 X 11	Color



Monte-Sano Admires the Styling of the New Kaiser and Frazer.

KF47-17

Desc....: Red Frazer Manhattan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 New Yorker	9/30/1947		8 1/2 X 11	Color
2 Ladies Home Journal	10/1/1947	243	11 X 14	Color
3 Womens Home Companion	10/1/1947	0	11 X 14	Color



Valentina calls the Kaiser and the Frazer America's Smartest New Cars"

KF47-18

Desc....: Green Frazer Sedan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 New Yorker	11/1/1947		8 1/2 X 11	Color
2 Womens Home Companion	11/1/1947	107	11 X 14	Color
3 Ladies Home Journal	11/1/1947	180	11 X 14	Color



Norman Norell compliments "The important new style trend" established by the Kaiser and the Frazer.

KF47-21

Desc....: Green Frazer Manhattan sedan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 New Yorker	12/6/1947		8 1/2 X 11	Color
2 Ladies Home Journal	12/1/1947	138	11 X 14	Color
3 Womens Home Companion	12/1/1947	0	11 X 14	Color



Claire McCardell says Kaiser and Frazer beauty combines style with utility

KF48-1

Desc...: Brown Frazer

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 Ladies Home Journal	2/1/1948	19	11 X 14	Color
2 New Yorker	2/7/1948	6	8 1/2 X 11	Color
3 McCall's	2/1/1948	153	11 X 14	Color



Omar Kiam recognizes "the future trend" in Kaiser and Frazer design

KF48-2

Desc...: Yellow Frazer Manhattan sedan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 Womens Home Companion	1/1/1948	1	11 X 14	Color
2 Ladies Home Journal	1/1/1948		11 X 14	Color
3 New Yorker	1/3/1948	2	8 1/2 X 11	Color
4 McCall's	1/1/1948	0	11 X 14	Color



John Frederics discerns "Technical Mastery" in the design of the Kaiser and the Frazer.

KF48-6

Desc...: Red Frazer

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 Womens Home Companion	4/1/1948		11 X 14	Color
2 New Yorker	4/3/1948	81	8 1/2 X 11	Color
3 McCall's	4/1/1948	47	11 X 14	Color



Maurice Rentner finds style leadership in the Kaiser and Frazer "Originals"

KF48-10

Desc...: Red Frazer Sedan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 New Yorker	3/6/1948	87	8 1/2 X 11	Color
2 Womens Home Companion	3/1/1948	70	11 X 14	Color
3 Ladies Home Journal	3/1/1948	107	11 X 14	Color



Pauline Trigere appraiser the "basic styling" of the Kaiser and the Frazer **KF48-14**

Desc....: Blue Frazer Manhattan sedan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 New Yorker	5/1/1948		8 1/2 X 11	Color
2 McCall's	5/1/1948	153	9 1/2 X 12	Color



Schiaparelli notes "the touch of tomorrow" in Kaiser and Frazer styling **KF48-16**

Desc....: Red Frazer sedan

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 Ladies Home Journal	6/1/1948	25	11 X 14	Color
2 Womens Home Companion	6/1/1948		11 X 14	Color



Fredrica observes "Major innovations" in the Kaiser and the Frazer **KF48-17**

Desc....: Frazer Sedan through window

<i>Ver Magazine Containing Ad</i>	<i>Issue Date</i>	<i>Page#</i>	<i>Size</i>	<i>Color</i>
1 Better Homes & Garden	7/1/1948		9 1/2 X 12	Color
2 Vogue	7/1/1948	0	9 1/2 X 12	Color