

*America's most-copied cars
again lead the way!*



The **Kaiser** *and the*
Frazer *for* **'49**

It takes time, resources, skill and knowledge to build a fine motor car. But time can be telescoped . . . resources can be marshalled . . . skills can be assembled . . . knowledge can be commanded . . . when a group of men band together in the conviction that "nothing has yet been done which cannot be done better."

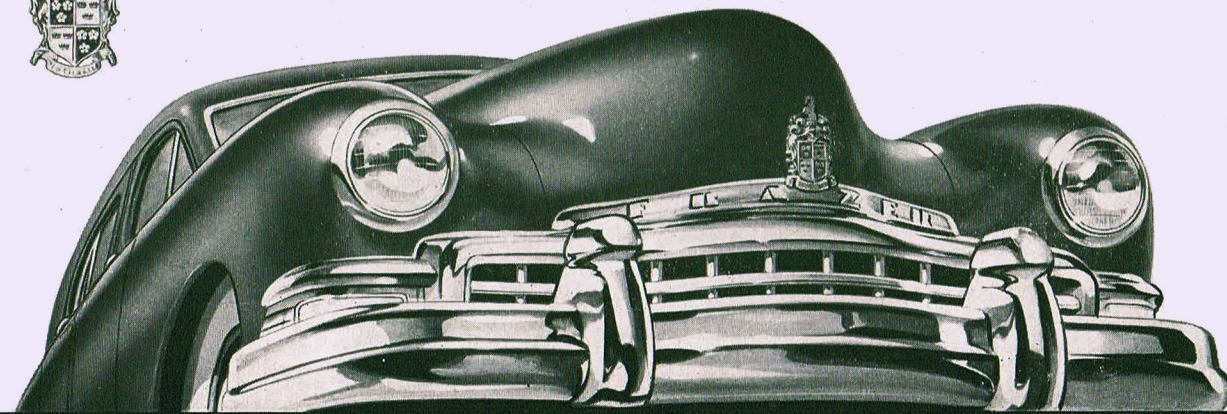
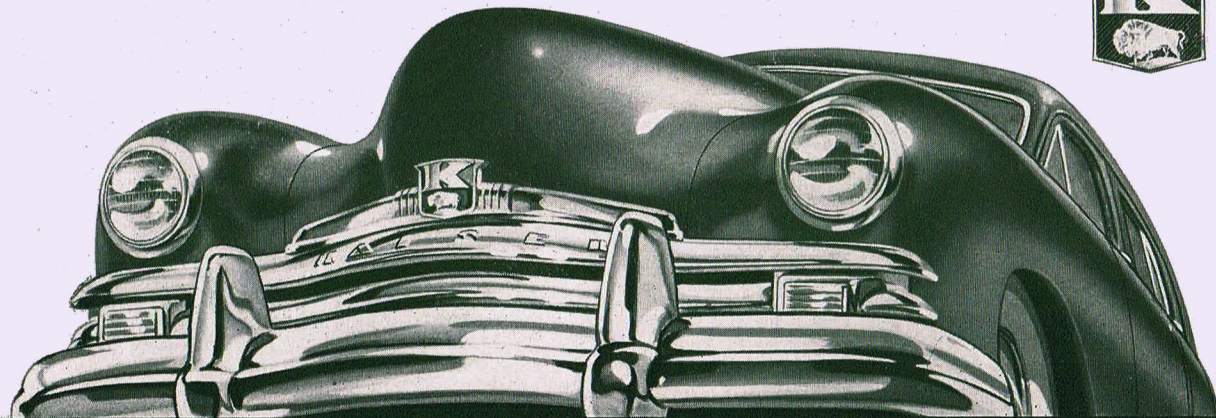
Practically overnight one of the largest

production plants in the world was translating fresh new ideas into the first models of the cars which have changed the goals of the entire automobile industry. Months before any other "new" cars were on the road the first Kaisers and Frazers started proving that automobiles could be designed to *modern* standards of efficiency and beauty. And they were

backed by what quickly became one of the four largest sales and service organizations in the industry.

Production soared from seven cars in the entire month of June, 1946, to *a car every 45 seconds* less than two years later. In two years a quarter-million value-wise Americans have road-proved the products of Willow Run in more than *two billion* miles

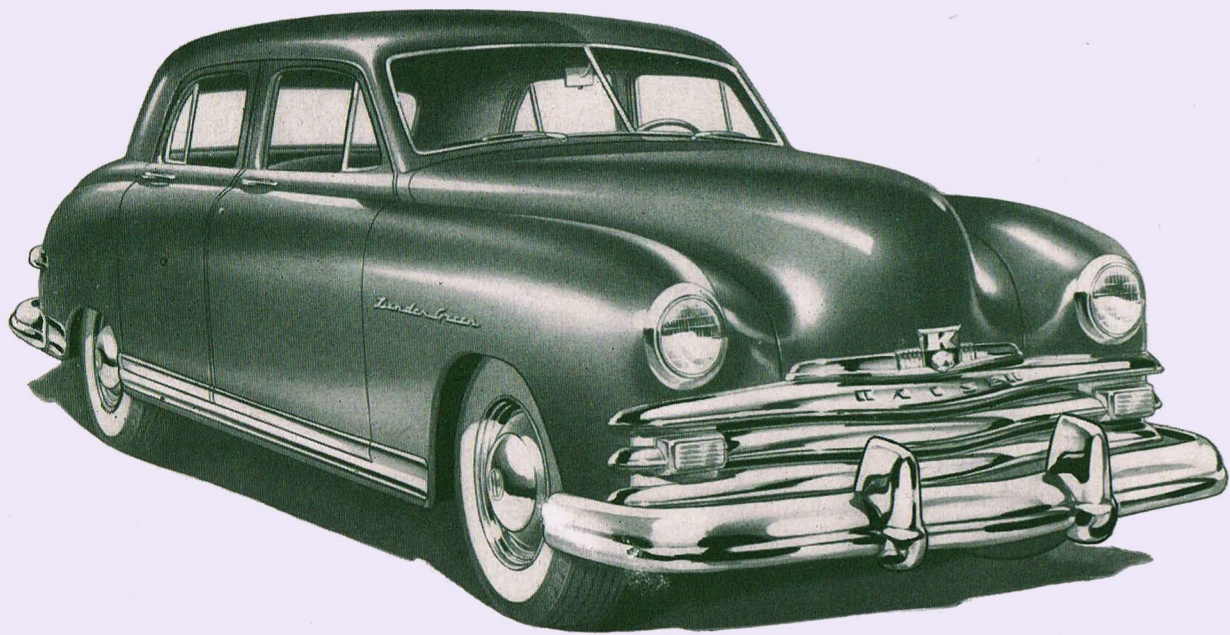
of driving and owner-satisfaction. Now—proved, approved, improved—the Kaiser and the Frazer for 1949 bring new reality to America's goal of better things for more people. The cars which took the nation's breath away in '47 and won its heart in '48 are farther ahead than ever! For '49, America's most-copied cars again lead the way for the third year.



K A I S E R

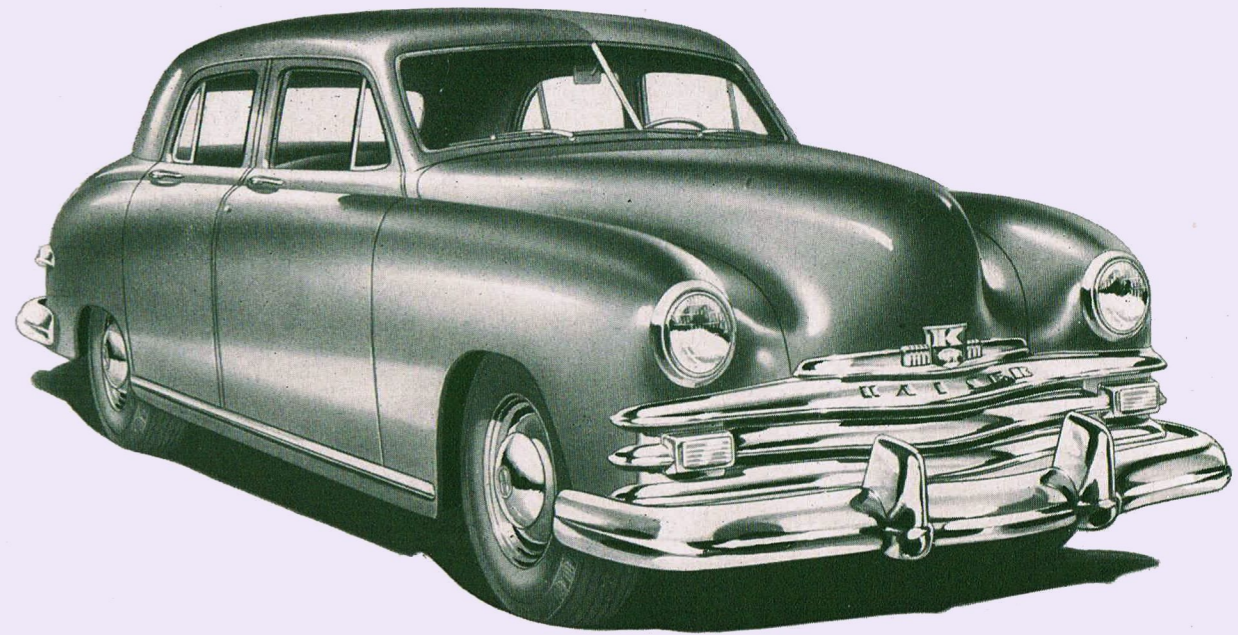
F R A Z E R

FOUR NEW KAISER AND FRAZER CARS FOR 1949



The luxury car of its field, the Kaiser DeLuxe offers a choice of seventeen exterior colors, nine exclusive quality fabrics and three colors of leather upholstery. It is powered by a super-performing 112 horsepower engine with dual-throated carburetor and dual manifold.

THE KAISER DELUXE

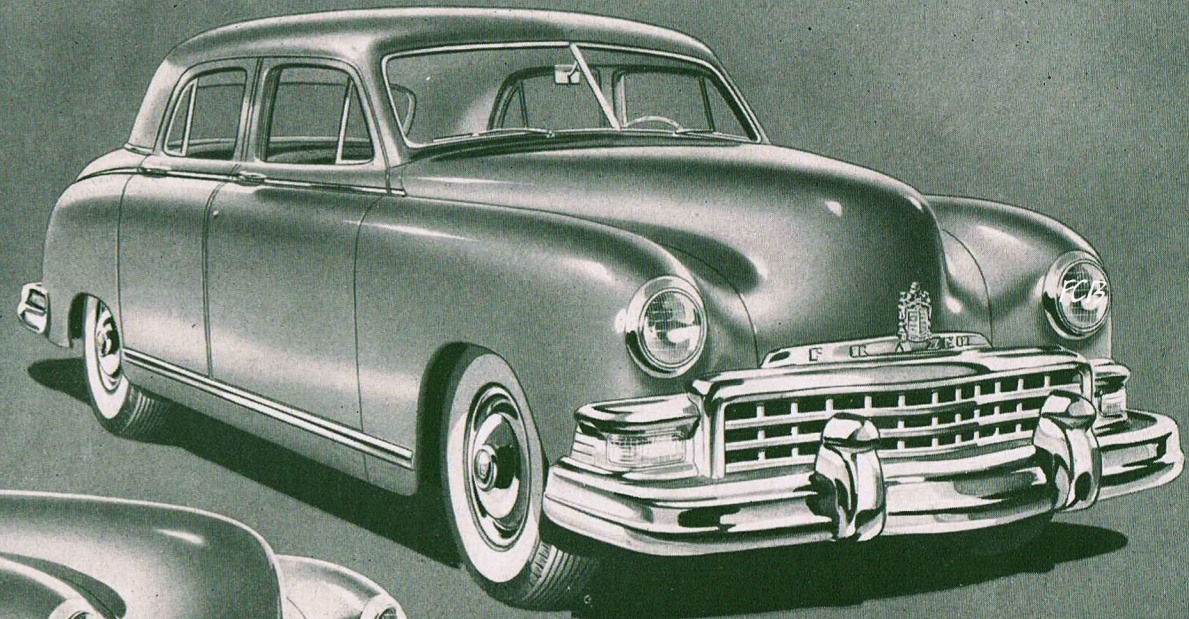
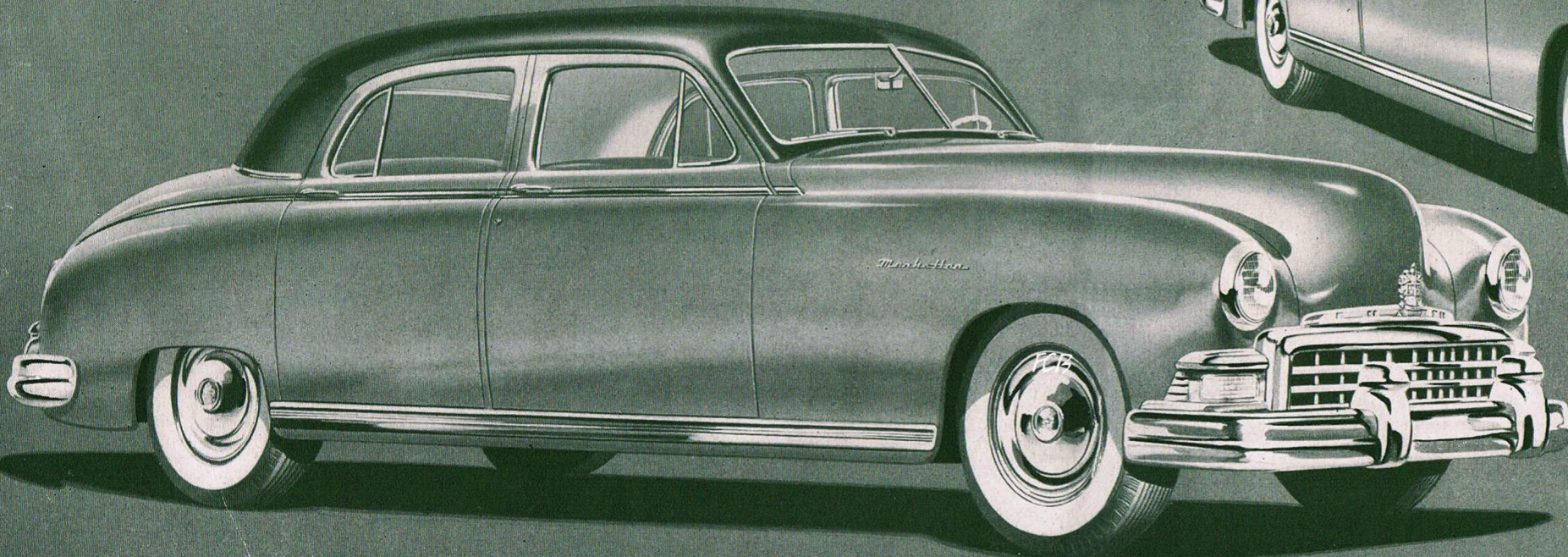


Backed by a name famous for outstanding performance, this car helps set a new standard for the automotive industry . . . Economy of operation, top performance, a sturdy tribute to the beauty of functional design, the Kaiser Special bears the stamp of quality at low cost.

THE KAISER SPECIAL

THE FRAZER MANHATTAN

The sales leader in the finest-car field since its introduction, the Frazer Manhattan attains an even greater degree of custom-car beauty and distinction for 1949. Nineteen exclusive color combinations afford a choice to suit your finest discrimination. Fourteen exclusive fabrics plus eight choices of leather await your selection in the most distinguished of motor car interiors.



THE 1949 FRAZER

Distinctive new bumper and grille treatment and an equally distinctive rear-view styling identify the Frazer as a *fine car*—coming or going. Its rich interior offers six quality fabric selections. A fourth cruising speed is standard and provides phenomenal economy.

SERVICE—Wherever you go!



More than 4,000 Kaiser-Frazer dealers strategically located throughout America stand ready to serve you with genuine factory parts and service experts trained under factory supervision. Wherever the road leads you, you'll never be more than a phone call from Kaiser-Frazer service should you need it. Your Kaiser-Frazer dealer around the corner is one of the more than 4,000 who agree to the principle that good service at honest prices for you is good business for him.

KAISER-FRAZER CORPORATION • • • WILLOW RUN, MICHIGAN

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PARTS AND SERVICE WHEREVER YOU GO