

The Handcrafted 1951 Frazer

FRAZER

The Pride of Willow Run

handcrafted **FRAZER**

... establishes new styling and a new concept of value in the fine car field ...

The 1951 Frazer is designed and built to custom standards for America's most exacting motor car buyers ... those who have long been used to the finest in motoring luxury and demand it in the cars they buy today.

The new Frazer introduces fresh and fluid fleetness into fine car design. Its very appearance conveys an impression of action that eloquently reflects the smooth swiftness and power this magnificent motor car delivers.

Custom-fashioned interiors, hand-crafted with minute care and exquisite skill, present the restrained richness characteristic of cars in the very highest price range.

While Frazer hand-crafted automobiles are not built to a price standard, they are definitely engineered to a revolutionary value standard. For the hand-crafted 1951 Frazer offers the American family authentic fine car ownership at moderate cost.



America's most distinguished family car...the commodious six



The curved rear window provides full visibility—an important safety factor which also emphasizes the smart distinction of the Convertible, and adds to the enjoyment of its passengers.



The FRAZER MANHATTAN



Just a slight push or pull on the control button, lowers or raises hydraulically the 4-door Convertible's tailored top. The turn of a single lever releases or locks it.



In this 4-door Convertible, doors rear as well as front, permit full ease of entrance and exit—wide side corner arm-rests both front and rear give cradled comfort.



CONVERTIBLE

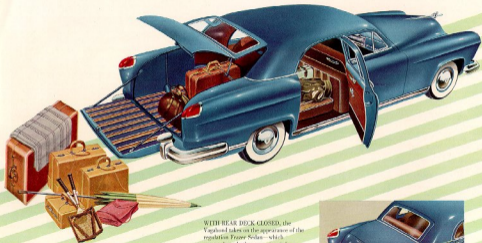


BRILLIANT BEAUTY OF THE HIGHWAY . . .

*America's only 4-door Convertible
with full push-button control . . .*

The smoothness and originality of the Mustang Convertible captivate once again the fresh, unbridled Kilduff-Frazier approach to motor car design. For this Convertible is different, distinctive—truly a personal car without peer in the automobile world. Complete push-button control of top and windows* transforms the Ernie Convertible quickly and easily from a snug weather-proof enclosed vehicle to an open car of unbridled horizons.

*Electric window controls optional at extra cost.



WITH REAR DECK CLOSED, the Vagabond takes on the appearance of the regulation Frazier Sedan—which means that whether you view it from front, side or rear, you will find smoothness and symmetry in every line.





The Fraser instrument panel brings the large, instantly readable dials directly before the driver's eye—and the controls within a few inches of his hands. The dials themselves are beautifully designed and attractively grouped. Plastic edge indirect illumination may be softened to any degree desired.

Beneath the beautiful fabric which cover the seats of the Fraser, is a seat structure hand-crafted by master artisans for exceptional comfort and durability. Scores of coil springs are individually encased in lined cloth pockets to assure quietness. Above this multiple-coil-spring foundation, layers of padding and foam rubber provide yielding but firm softness and support.



*Unusual fabrics and custom tailoring
create interiors of superlative beauty*



Leaders in interior styling and decoration maintain the perfect color harmony, flawlessly tailored upholstery, meticulously hand-crafted trims, and the exquisitely wrought hardware of the Fraser Sedan. Exceptional seat and shoulder with, specially shaped cushions, ample head room, and the large floor area of front and rear compartments assure complete relaxation and comfort in keeping with the beauty of Fraser interiors.