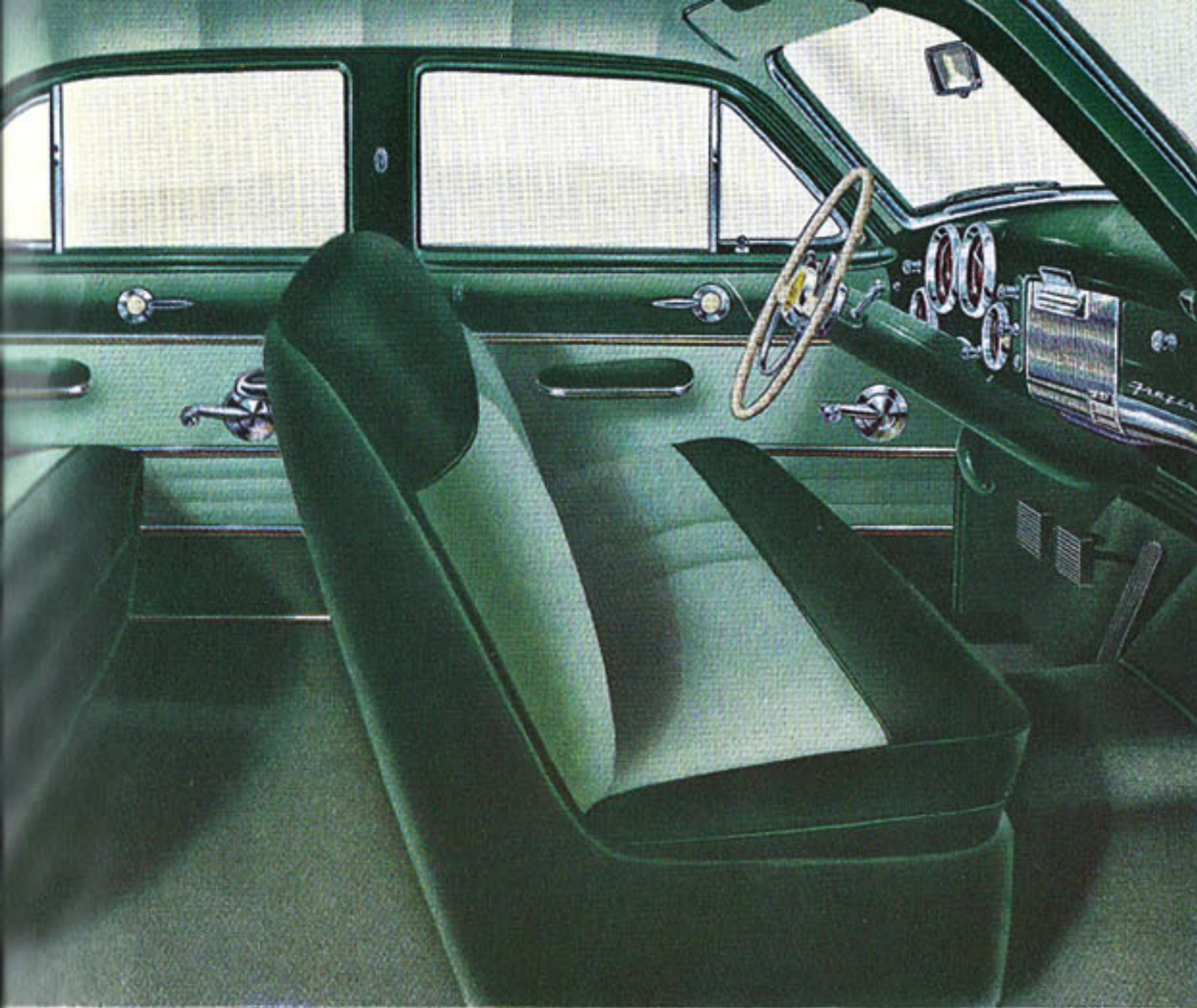


The Handcrafted 1951 Frazer

FRAZER

The Pride of Willow Run



...the handcrafted **FRAZER**

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, handcrafted with minute care and exquisite skill, present the restrained richness characteristic of cars in the very highest price range.

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



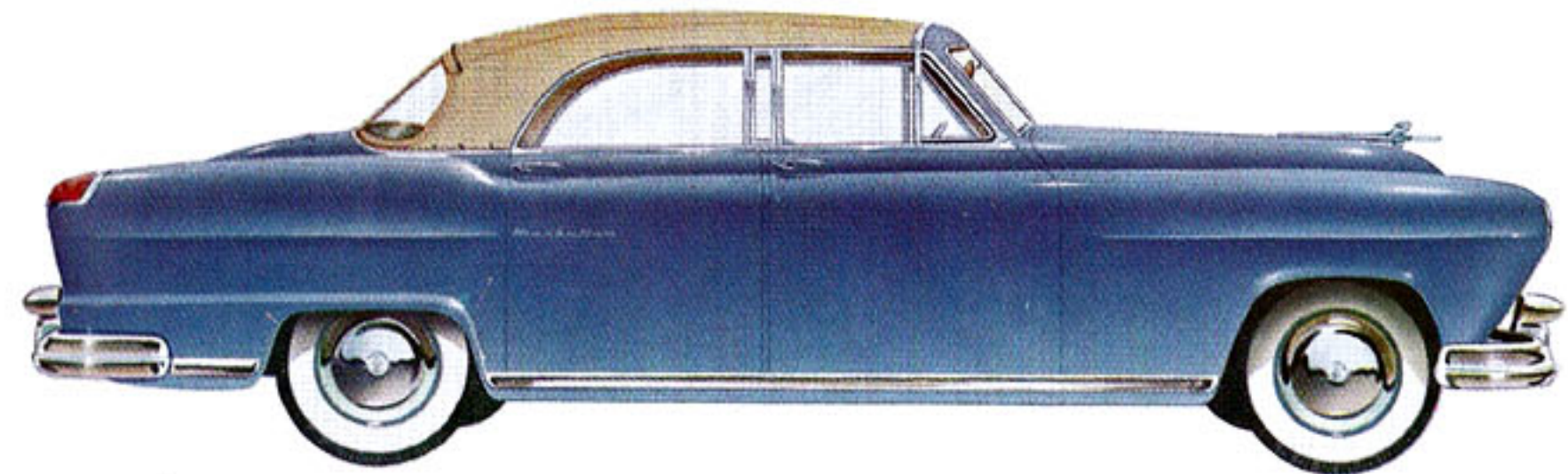
America's most distinguished family car—the four-door FRAZER SEDAN.

Full and final expression of motor car luxury . . . the FRAZER MANHATTAN.

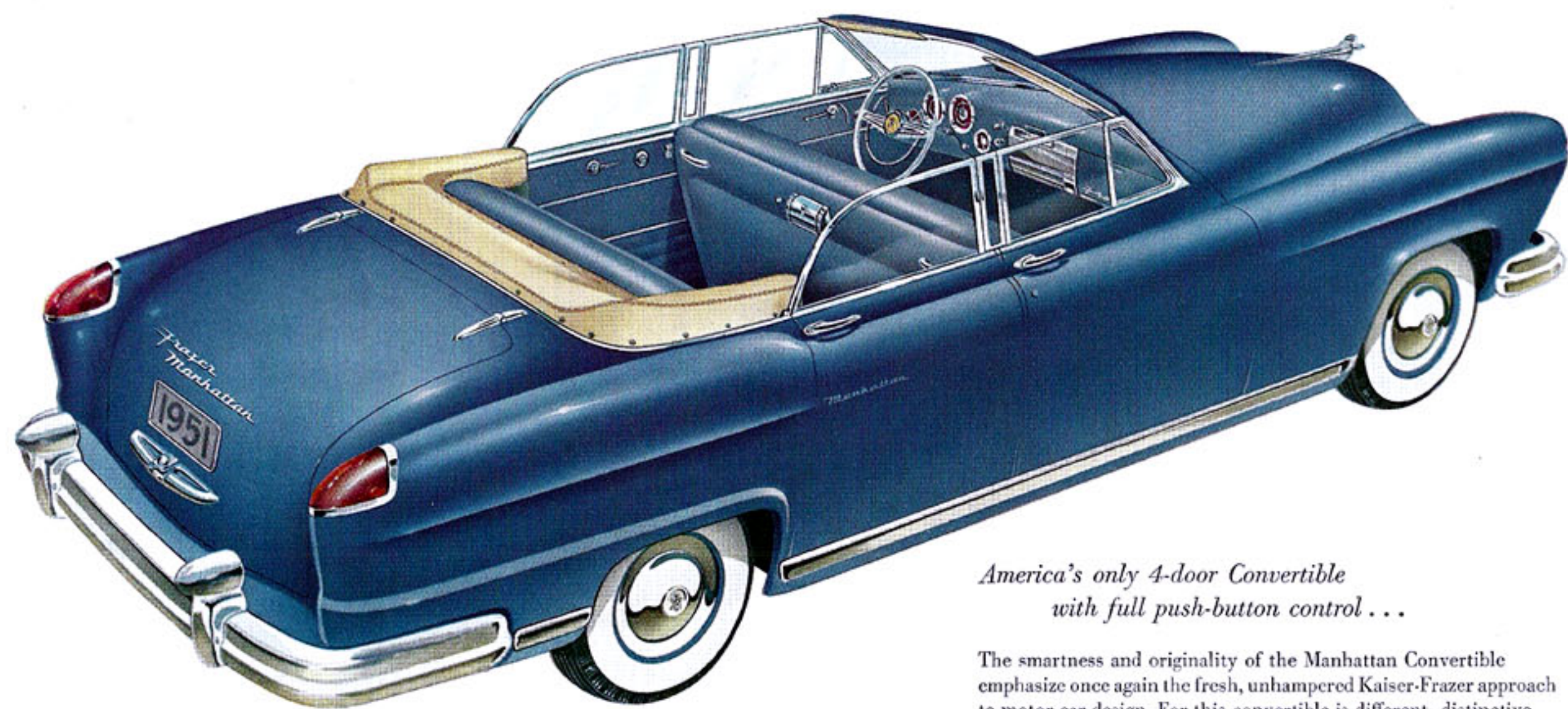


Leaders in interior styling and decoration acclaim the perfect color harmony; flawlessly tailored upholstery, meticulously handcrafted trim, and the exquisitely wrought hardware of the Frazer Sedan. Exceptional seat and shoulder width, specially shaped cushions, ample head room, and the large floor area of front and rear compartments assure complete relaxation and comfort in keeping with the beauty of Frazer interiors.

The Frazer Manhattan hardtop is available with painted steel top in contrasting colors, or with a satiny nylon cover over padded steel. In the Manhattan, you have the smartness and all-around visibility of a convertible, plus the roomy comfort and safety of a four-door sedan.



The **FRAZER**
MANHATTAN
CONVERTIBLE

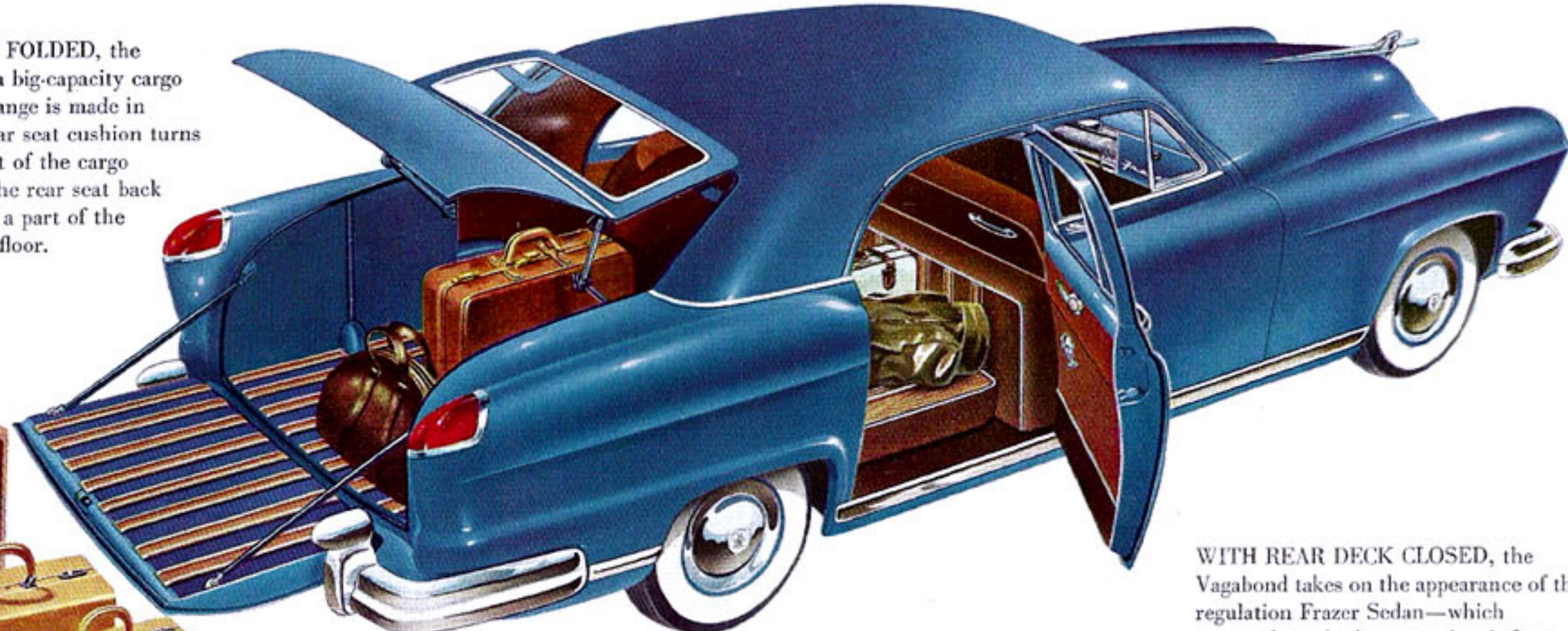
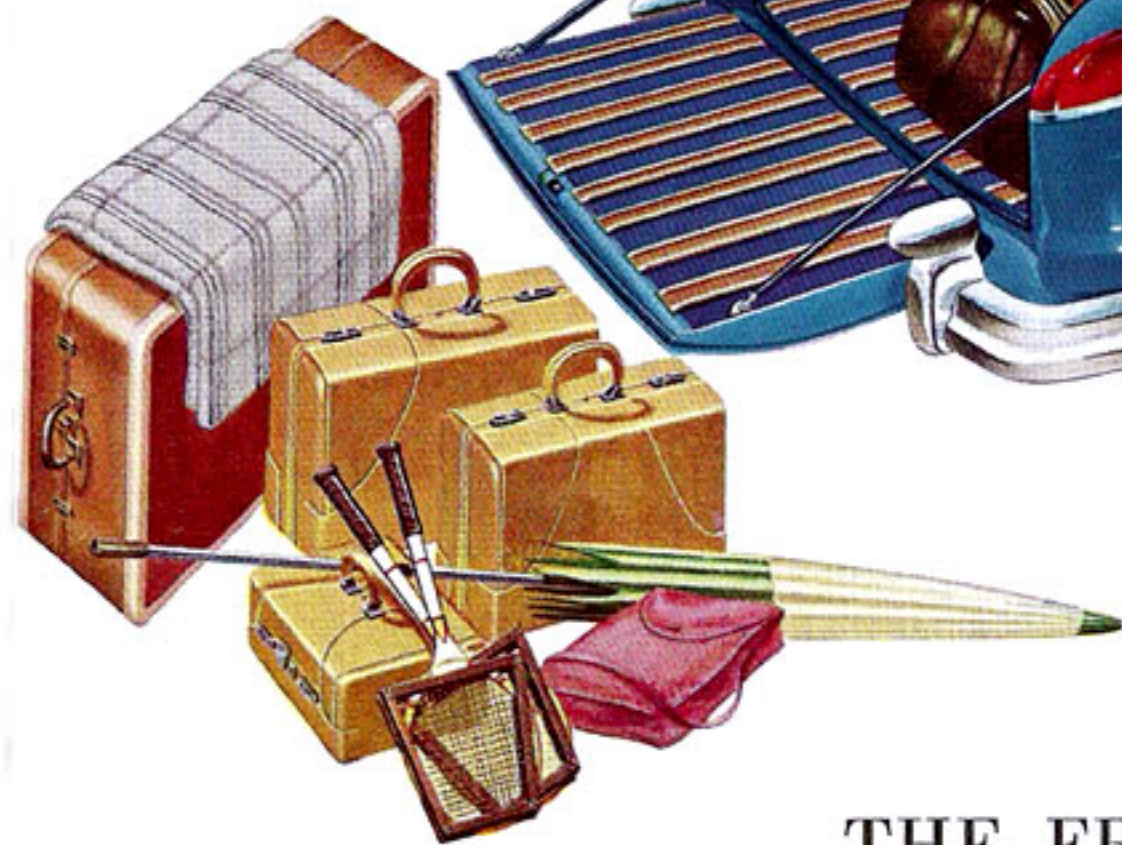


*America's only 4-door Convertible
with full push-button control . . .*

The smartness and originality of the Manhattan Convertible emphasize once again the fresh, unhampered Kaiser-Frazer 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 Frazer Convertible quickly and easily from a snug weather-proof enclosed automobile to an open car of unlimited horizons.
*Electric window controls optional at extra cost.

BRILLIANT BEAUTY OF THE HIGHWAY . . .

WITH REAR SEAT FOLDED, the Vagabond becomes a big-capacity cargo carrier—and the change is made in ten seconds. The rear seat cushion turns up to form the front of the cargo compartment, and the rear seat back turns down to form a part of the cargo compartment floor.



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

THE FRAZER VAGABOND

A beautiful, six-passenger sedan which converts instantly to a heavy-duty cargo carrier

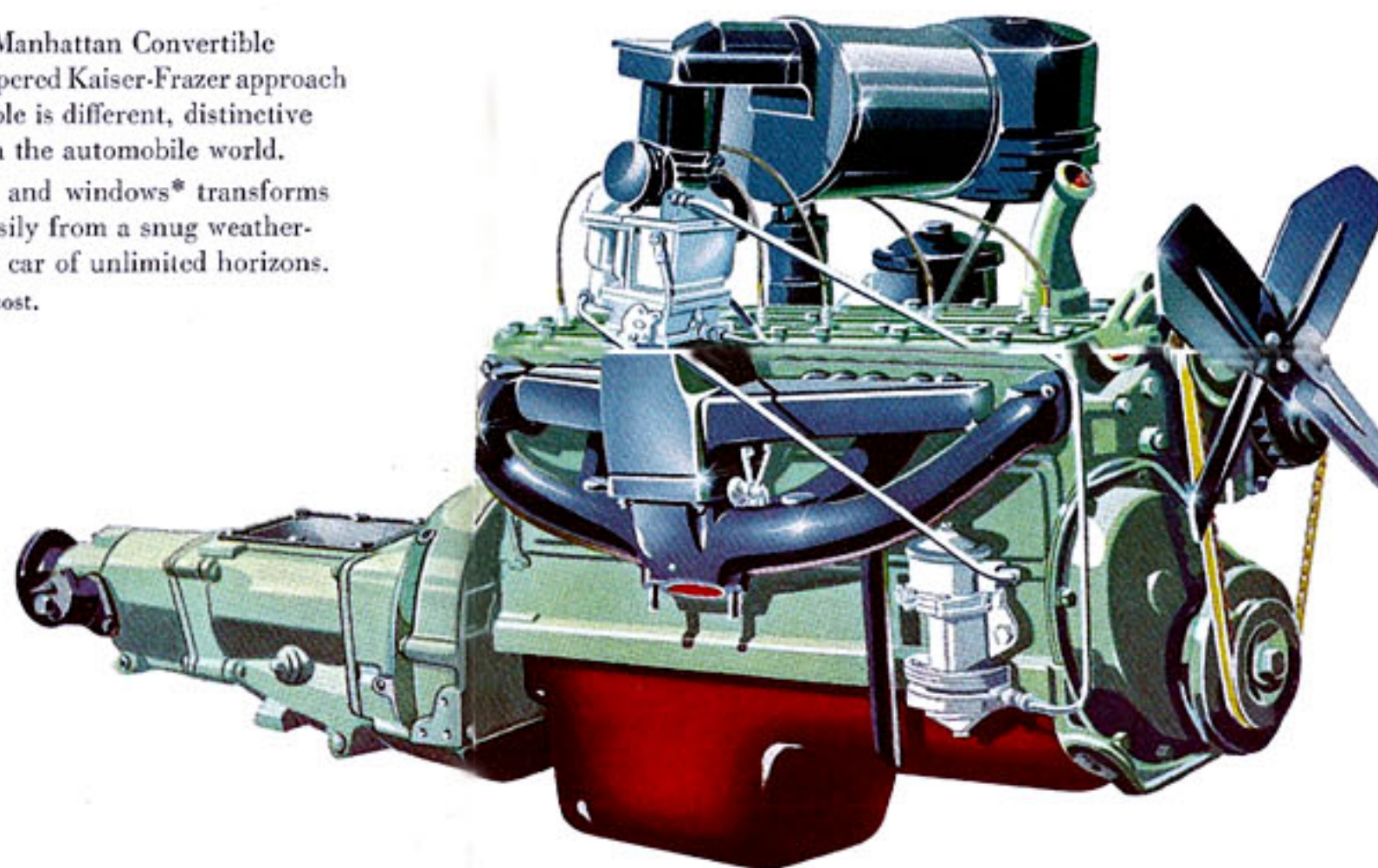


NEW 115 H.P. SUPERSONIC HIGH-TORQUE ENGINE . . . *provides high-efficiency power at its smoothest*

In designing the 1951 Frazer, Kaiser-Frazer engineers have built into the new Supersonic high-torque engine a wholly remarkable brilliance and silent smoothness in power delivery.

Exceptionally high compression of 7.3 to 1 develops more power from every drop of gasoline. Other features of Kaiser-Frazer

high-efficiency engineering include dual-throat carburetion, dual-intake manifold, and reduction of internal friction by use of flash-chrome piston rings, in-built thermal-expansion ring in each piston, and 100 percent dynamically balanced crankshaft. These and other engineering advancements and refinements have increased Frazer power without increasing fuel consumption.



THE FRAZER CHASSIS . . .

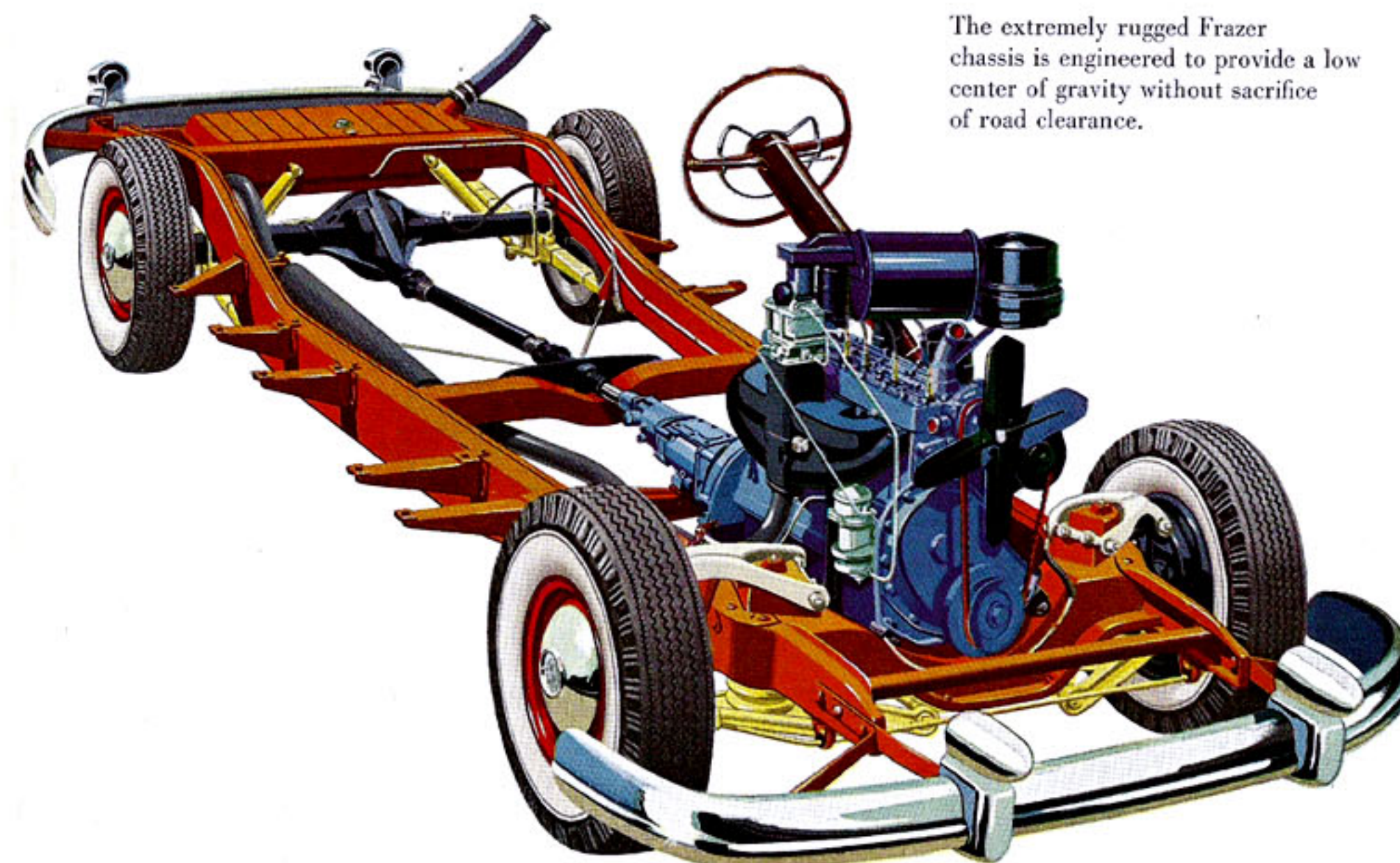
built with handcrafted care

The extremely rugged Frazer chassis is engineered to provide a low center of gravity without sacrifice of road clearance.

This is *one* basic factor in the ground-gripping stability and balance, and the surpassing maneuverability of the 1951 Frazer. Another factor is avoidance of exaggerated overhang. The Frazer has a longer wheelbase, *relative to overall length*, than most other fine cars.

Its long wheelbase makes possible the Frazer's luxury car roominess and the scientifically correct location of seats between the front and the rear wheels. This truly functional proportioning and placement results in less strain on springs and shock absorbers, unexcelled riding ease and greater all-around economy.

Exemplifying the Frazer's long list of superior features are:—Low-frequency, level-ride front coil springs . . . exclusive Truline center-point steering . . . two-piece drive shaft designed to permit practically flat flooring in rear compartment . . . hypoid rear axle . . . self-centering hydraulic brakes with decreasing brake pedal action for soft, controllable braking . . . big, low pressure tires.



The Pride of Willow Run . . .
the handcrafted **FRAZER**

Hydra-Matic
Drive
in the new
1951 FRAZER

You have your choice of 3 Types of drive in the hand-crafted Frazer

To suit your convenience and driving habits, Frazer offers you three methods of driving—each the finest of its kind.

- 1** STANDARD MANUAL TRANSMISSION—Wide, helically cut gears in constant mesh make the Frazer standard transmission extremely smooth and easy to operate and assure long, dependable service.
- 2** OVERDRIVE with Standard Transmission—At slight additional cost, you may have the standard manual transmission *plus overdrive*. The overdrive unit, mounted at the rear of the standard transmission, gives you a fourth speed for smooth, quiet cruising above 27 miles per hour. Because it reduces engine speed 30 percent, it effects great economy in gasoline consumption.
- 3** HYDRA-MATIC DRIVE . . . a completely automatic system of car control . . . no clutch to press . . . no gears to shift. After exhaustive tests, Kaiser-Frazer engineers proved to their satisfaction that the *one best method of automatic driving is Hydra-Matic!* This famous automatic transmission has been proved in the hands of hundreds of thousands of drivers over a period of more than a decade. More manufacturers have chosen Hydra-Matic than any other automatic drive . . . and these include the makers of two of the highest priced cars in America. If you want your driving *Automatic*, make it *Hydra-Matic!* (Optional at extra cost on all 1951 Frazer models.)

All you do to drive is . . .

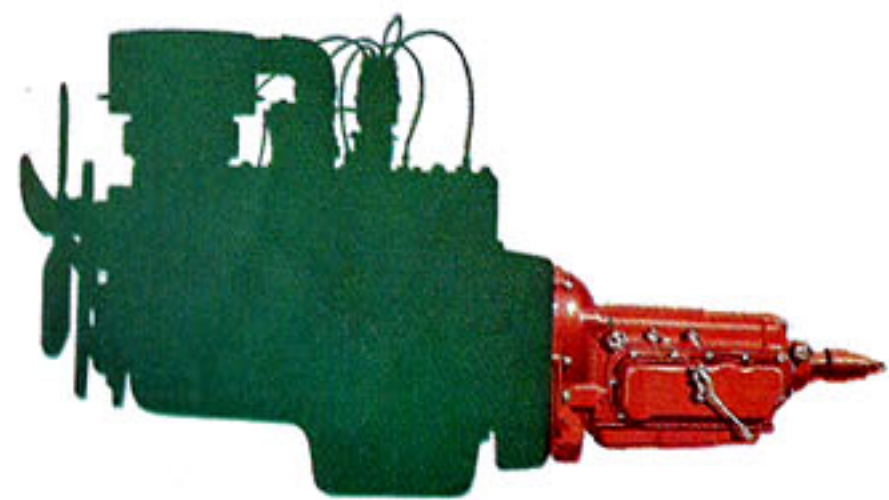
STEER!



STEP
ON
IT!



STOP!





1951 Frazer Specifications

ENGINE—Kaiser Supersonic high-torque—L-head, six cylinders. Bore $3\frac{3}{16}$ inches, stroke $4\frac{3}{4}$ inches; displacement, 226.2 cubic inches; taxable horsepower 26.3; brake horsepower 115 @ 3650 R.P.M. Compression ratio, 7.3 to 1. Aluminum alloy, thermal expansion control, tin-plated pistons fitted with two compression rings (one flash chrome) and two oil control rings. Removable, precision-type main and connecting rod bearings. Full pressure lubrication to main, connecting rod and camshaft bearings. Positive lubrication to timing chain, and valve tappets. Rubber, three-point engine mountings. Vibration damper. External oil filter.

FUEL SYSTEM—Downdraft, dual-throat $1\frac{1}{4}$ inch carburetor; dual-intake manifold; automatic choke; automatic manifold heat control; horizontal, heavy-duty, oil-bath air cleaner; mechanical fuel pump with strainer attached; auxiliary vacuum windshield wiper pump; electric gasoline gauge; 21-gallon gasoline tank.

COOLING SYSTEM—Thermostatic temperature control; sealed cooling system; pressure-sealed filler cap; cellular-type radiator core—side mounted; system capacity $13\frac{1}{2}$ quarts, plus $1\frac{1}{4}$ quarts with heater; full length water jackets; cylinders completely surrounded by water; 4-blade fan; ball-bearing permanently sealed and lubricated water pump.

CLUTCH—Single dry-plate type; $9\frac{1}{4}$ inch diameter. Ball throw-out bearing permanently lubricated.

TRANSMISSION—Synchronized, carburized, helically-cut gears; main and countershaft mounted on anti-friction bearings; steering column gear shift.

OVERDRIVE—Frazer overdrive available at extra cost. Reduces engine speed 30 per cent without reducing car speed.

AUTOMATIC TRANSMISSION—Hydra-Matic transmission for the Frazer available at extra cost. The word Hydra-Matic,

wherever used herein, is a registered trademark of General Motors Corporation.

FRAME—Rigid, double-channel welded box section side girders; six cross members—three box section, two channel, and one "Z" bar cross member.

FRONT SUSPENSION—Frazer independent front wheel suspension. Two-way, direct-acting, airplane-type shock absorbers mounted inside coil springs. Directly connected, rubber-bushed stabilizer bar.

REAR SUSPENSION—Semi-elliptic springs— $53 \times 1\frac{3}{4}$ inches. Covered and permanently greased. Rubber bushed spring brackets and shackles. Two-way, direct-acting, airplane-type shock absorbers.

ELECTRICAL SYSTEM—Shunt-wound, air-cooled generator with automatic voltage and current control; 15 plate battery, 100 ampere hour capacity. Vacuum spark advance on distributor. Sealed-Beam headlights. Turn indicator.

DRIVE—Hotchkiss—two-piece propeller shaft with three universal joints and amid-ship mounting equipped with ball bearing. Rear floor tunnel eliminated.

BRAKES—Self-centering, floating-shoe type. Hydraulic brakes on all four wheels. Mechanical handbrake operates rear wheel brake shoes. Centrifuse brake drums with cast iron braking surfaces.

STEERING SYSTEM—Worm and sector gear, three-tooth type, worm mounted on two tapered roller bearings, sector mounted on needle roller bearings. Turning diameter 39.5 feet.

WHEELS AND TIRES—Wide-rim disc wheels with individual tire chain slots. Tires, 7.10 x 15, extra-low pressure, 4-ply cord.

WHEELBASE— $123\frac{1}{2}$ inches. Overall length— $211\frac{1}{8}$ inches.

BODY—All-steel, welded construction. Special insulation against heat, cold and noise. Safety glass throughout. Pull-type

exterior door handles, push button interior door controls. Spring balanced trunk lid. Wide choice of upholstery selections. Door pulls are integral with the push button door control. Front and rear arm rests on sedans also serve as door pulls. Rear seat center arm rest standard on 4-door sedan, Manhattan and Convertible; front seat center arm rest optional at extra cost on the 4-door sedan and standard on the Manhattan and Convertible. Large trunk with vertically mounted spare tire, approximately $27\frac{1}{2}$ cubic feet of usable space. Wide selection of exterior colors—metallic and non-metallic.

INSTRUMENT PANEL—Modern instrument panel with all instruments, including electric clock (extra equipment), grouped in front of the driver for easy visibility, finished in metallic enamel colors to blend with the dominating color tone of the upholstery; chrome trim with chrome knobs; indirect lighting. Oil gauge, ammeter, gasoline gauge and engine temperature gauge. Provision for mounting radio speaker and push button station selector. Ventilator and heater controls incorporated in radio grille. Dial-type speedometer with mileage recorder. Glove compartment.

STANDARD EQUIPMENT—Bumper jack and wheel wrench. Dual seashell horns. Two sun visors. Dual windshield wipers with auxiliary vacuum pump. Automatically operated dome light; manually operated front compartment map and courtesy lights. Solenoid operated starter switch on instrument panel. Spare wheel. Two spoke steering wheel with crest on hub, and horn ring. One ash receiver in front and one in rear compartment. Wrap-around bumpers front and rear. Bumper guards with torpedo caps.

Kaiser-Frazer Sales Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

White sidewall tires, electric clock, and other accessories are optional at extra cost.

Kaiser-Frazer Sales Corporation • Willow Run, Michigan