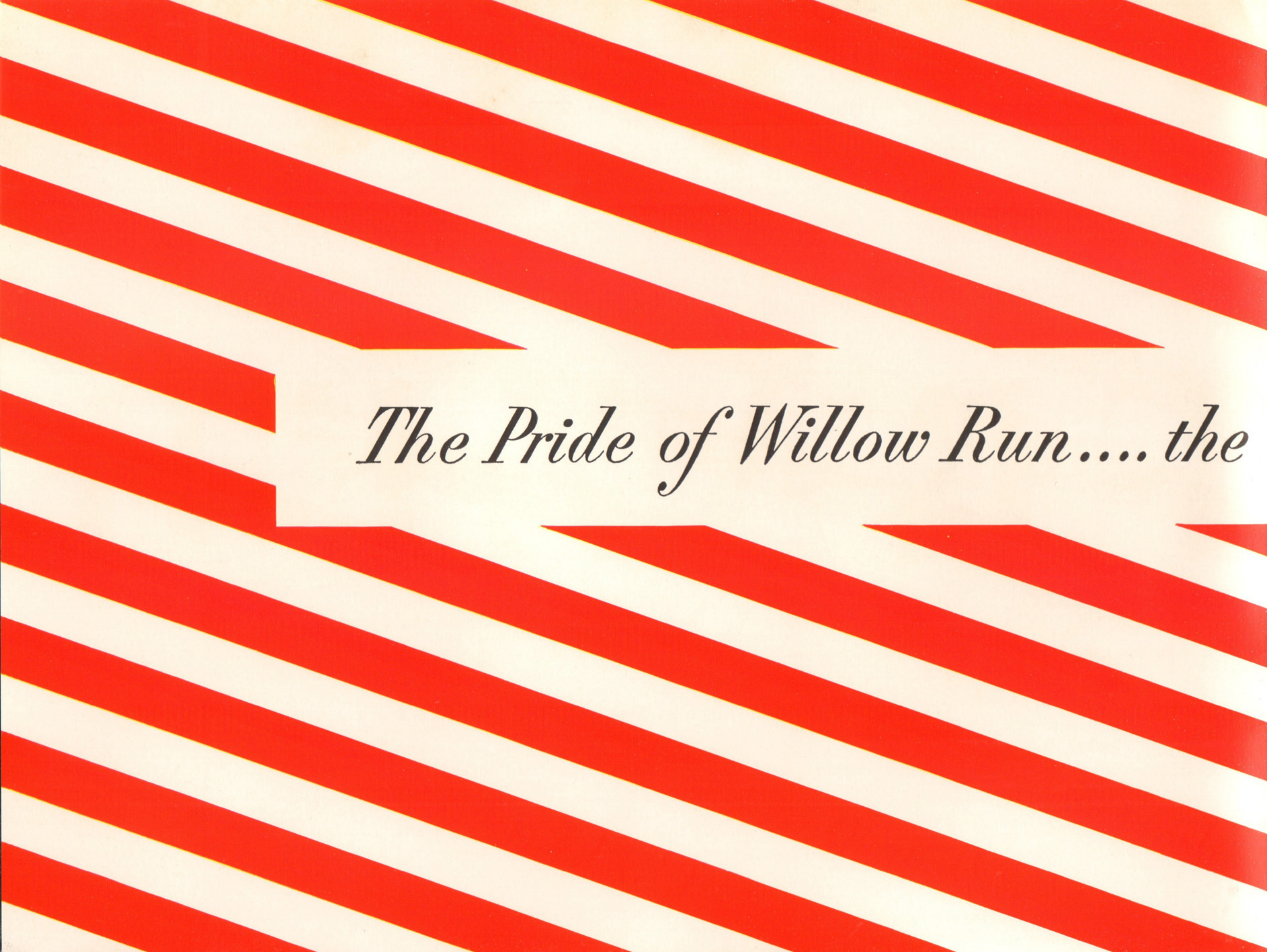


The Handcrafted 1951 Frazer

FRAZER

The Pride of Willow Run

Pauland

The background of the entire page is a pattern of diagonal stripes, alternating between a vibrant red and a clean white. The stripes run from the top-left towards the bottom-right, creating a dynamic, rhythmic visual effect.

The Pride of Willow Run.... the

handcrafted FRAZER

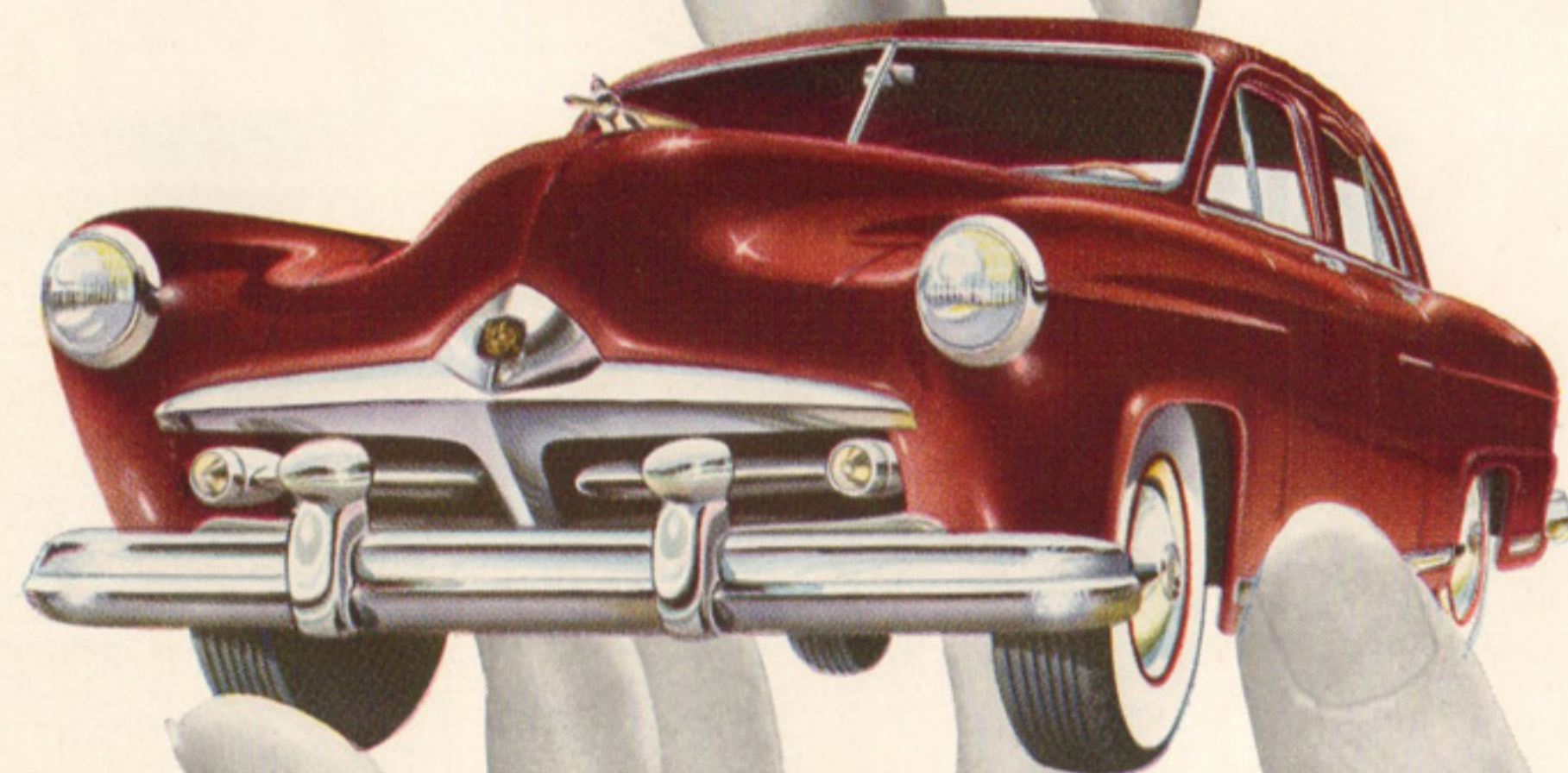
... establishes new styling and a new concept of value in the fine car field ...

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.

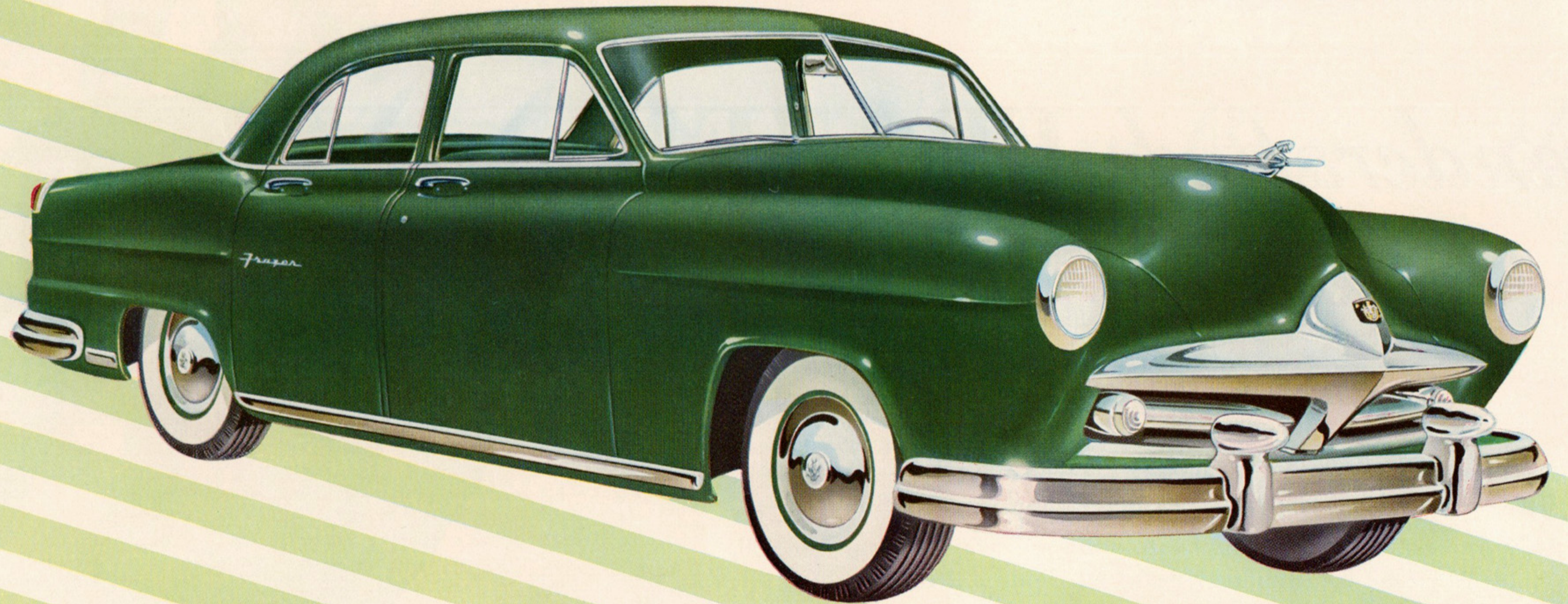
The new Frazer introduces fresh and fluid fleetness into fine car design. Its very appearance conveys an impression of action that eloquently reflects the smooth swiftness and power this magnificent motor car delivers.

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

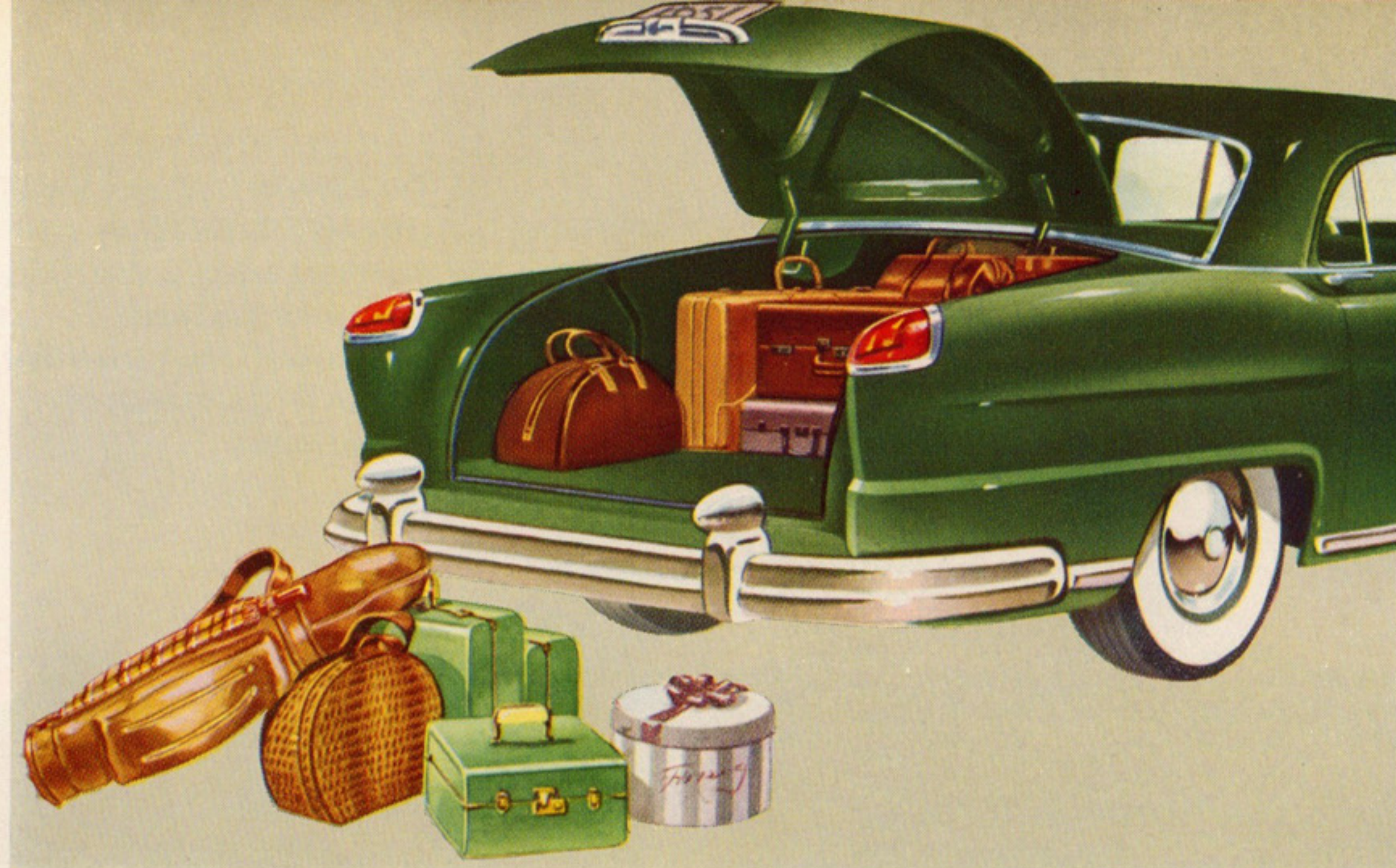


-passenger FRAZER SEDAN



The Frazer Sedan sets its own standard as a beautiful and practical family car—flawlessly fit and fitting for the day's routine, for social functions or for driving at its relaxing best. Only the world's most expensive motor cars can approach the Frazer's commodious comfort, its silent smoothness and its road-hugging steadiness on the highway.

The Frazer's scientifically balanced chassis and abundant power make this car master of any road, in any company.

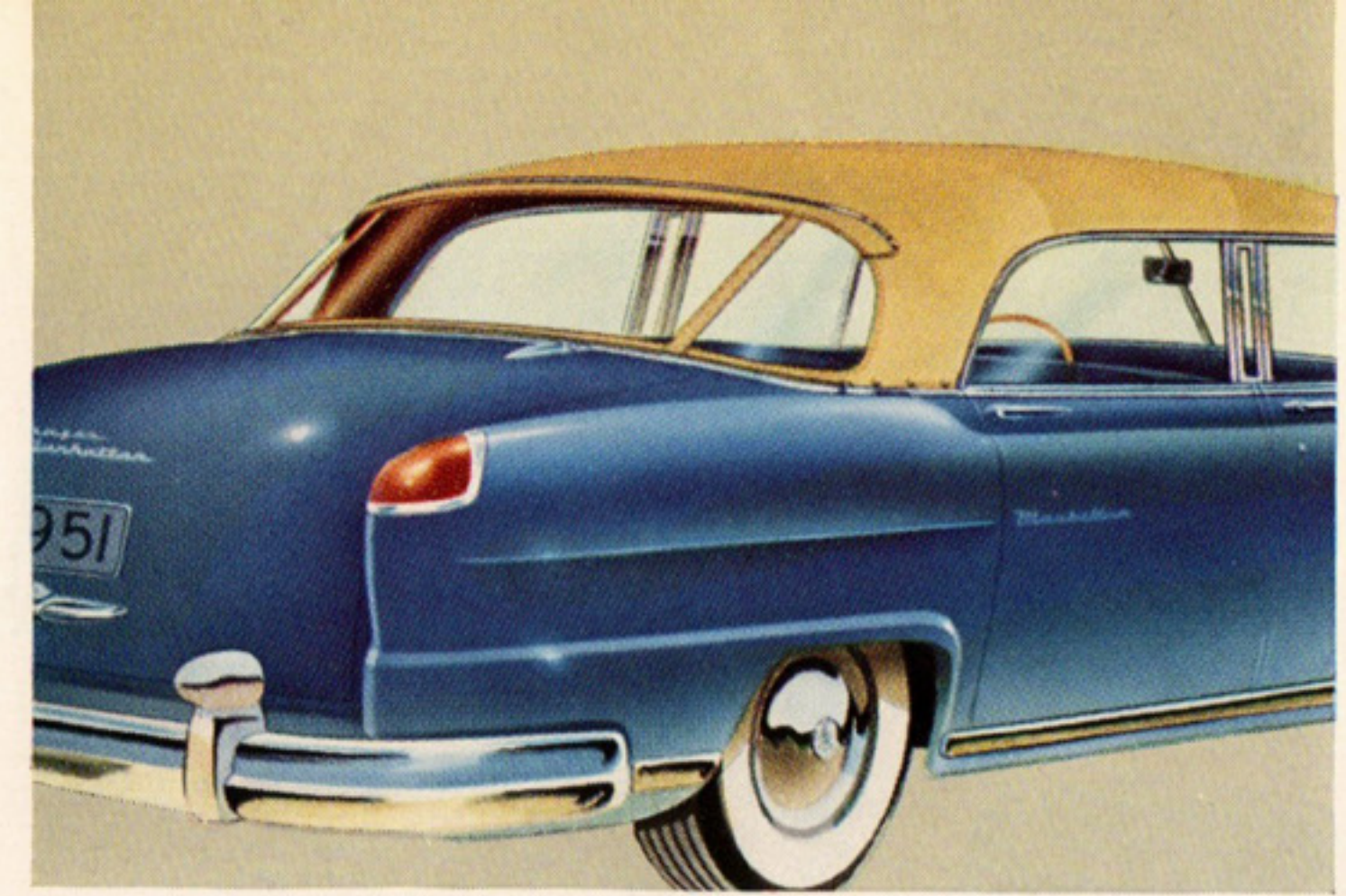


The spacious dimensions of the Sedan extend even to the trunk, which provides space for eight average-size luggage cases or bags, a total of 27 cubic feet. This greater capacity, twice as much as that of many fine cars, adds tremendously to the pleasures of week-end or vacation travel.

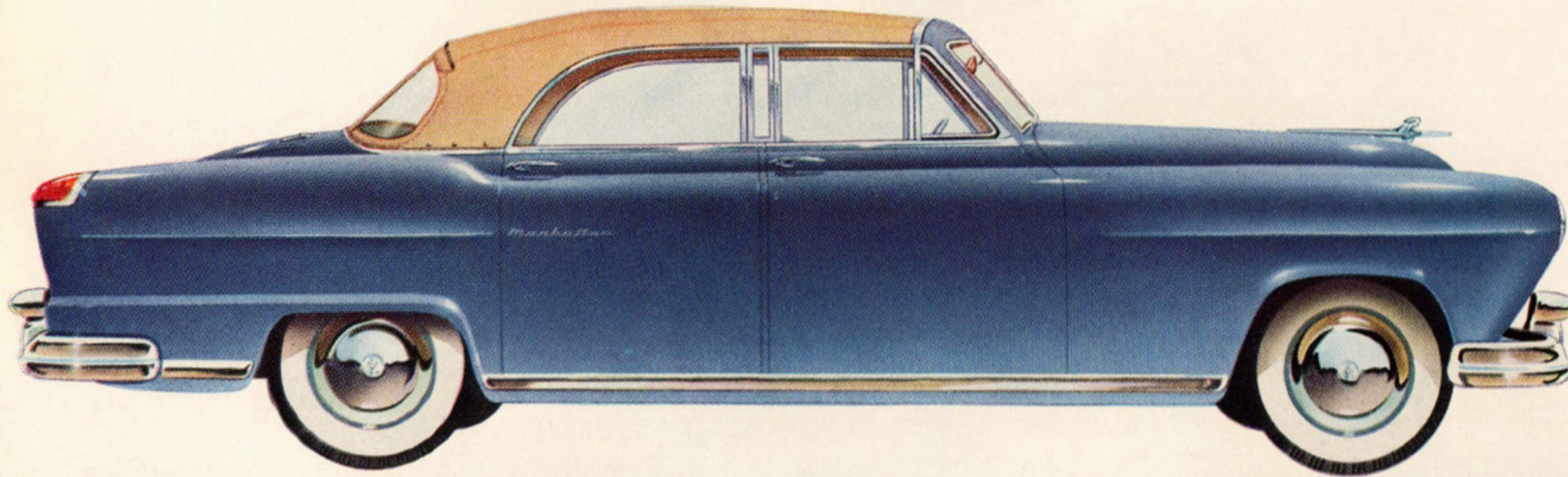
Long and with exceptionally wide seats, 62" in front and 62½" in rear, the Frazer Sedan carries six persons in luxurious living-room ease. Make your own comparisons with any other fine car, and you'll choose Frazer for spacious comfort.



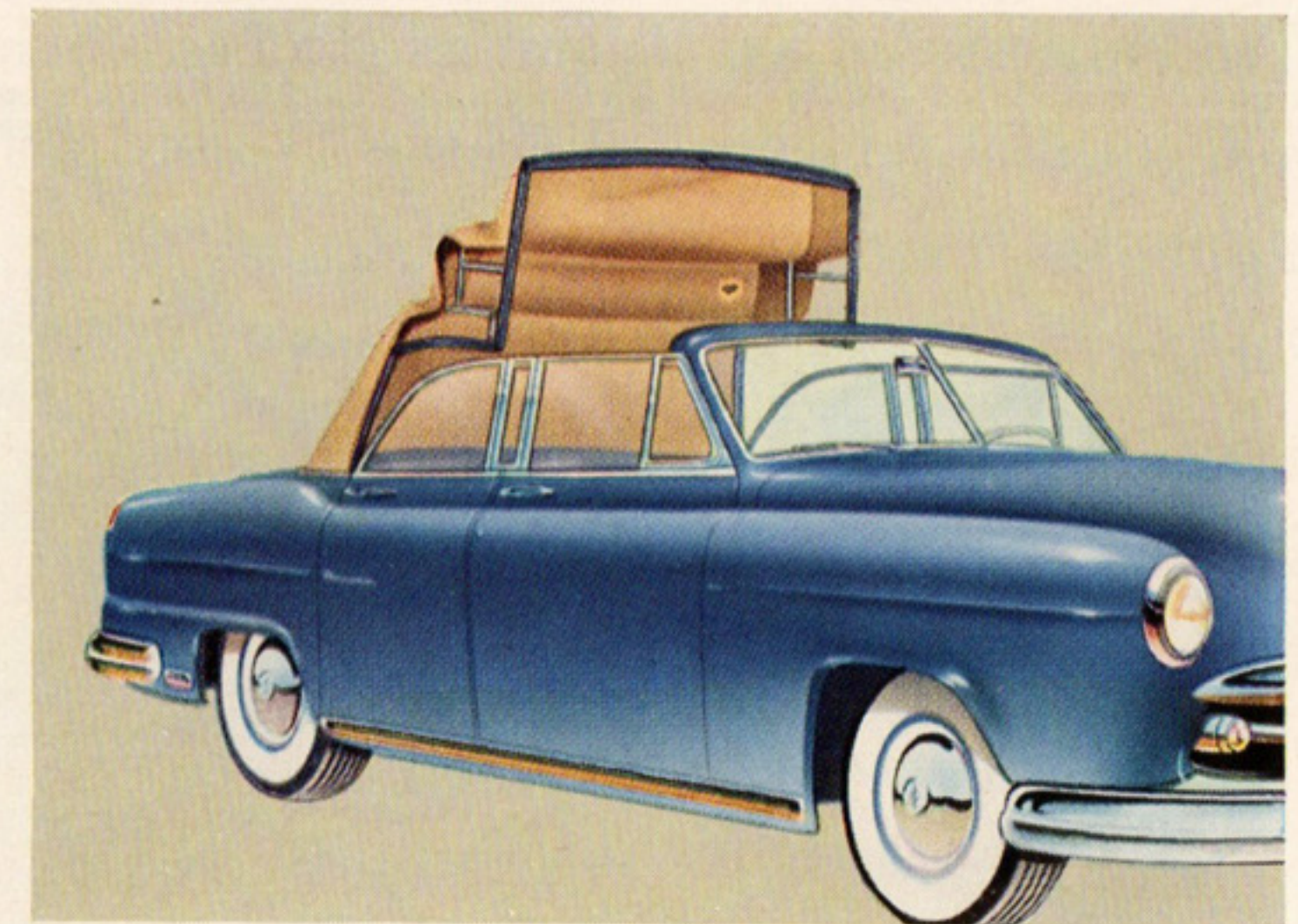
The curve-around rear window provides full visibility—an important safety factor which also emphasizes the smart distinction of the Convertible, and adds to the enjoyment of its passengers.



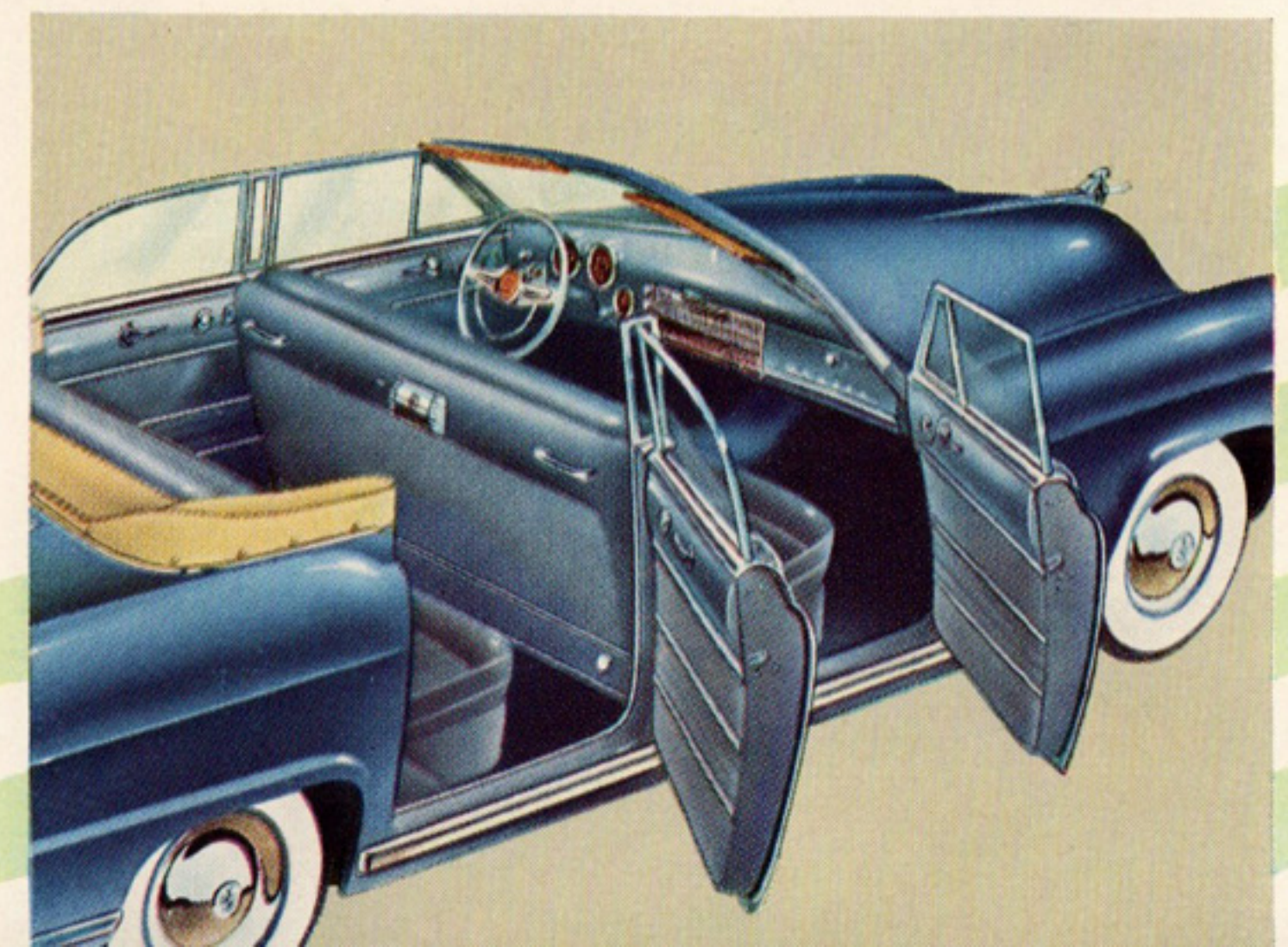
The FRAZER MANHATTAN



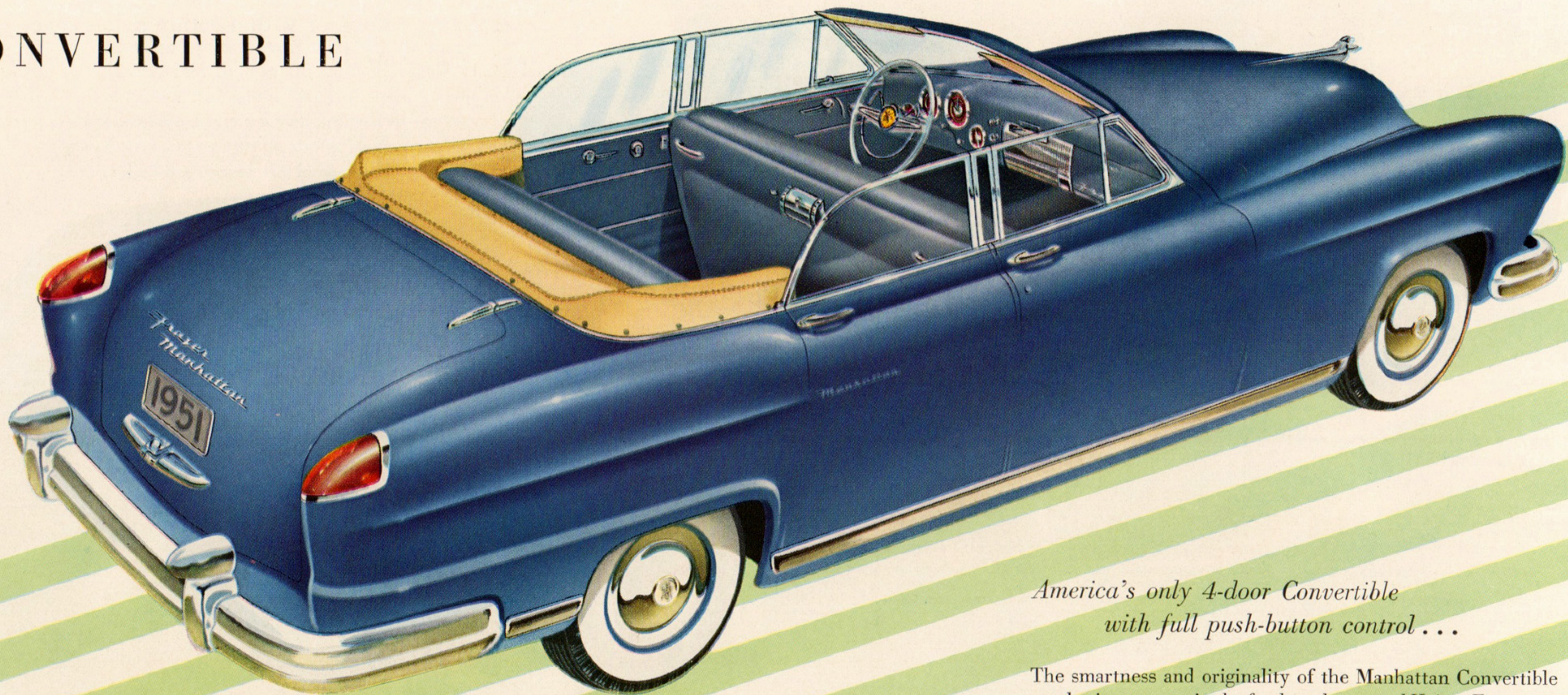
Just a slight push or pull on the control button, lowers or raises hydraulically the 4-door Convertible's tailored top. The turn of a single lever releases or locks it.



In this 4-door Convertible, doors rear as well as front, permit full ease of entrance and exit—while wide center 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 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 vehicle to an open car of unlimited horizons.

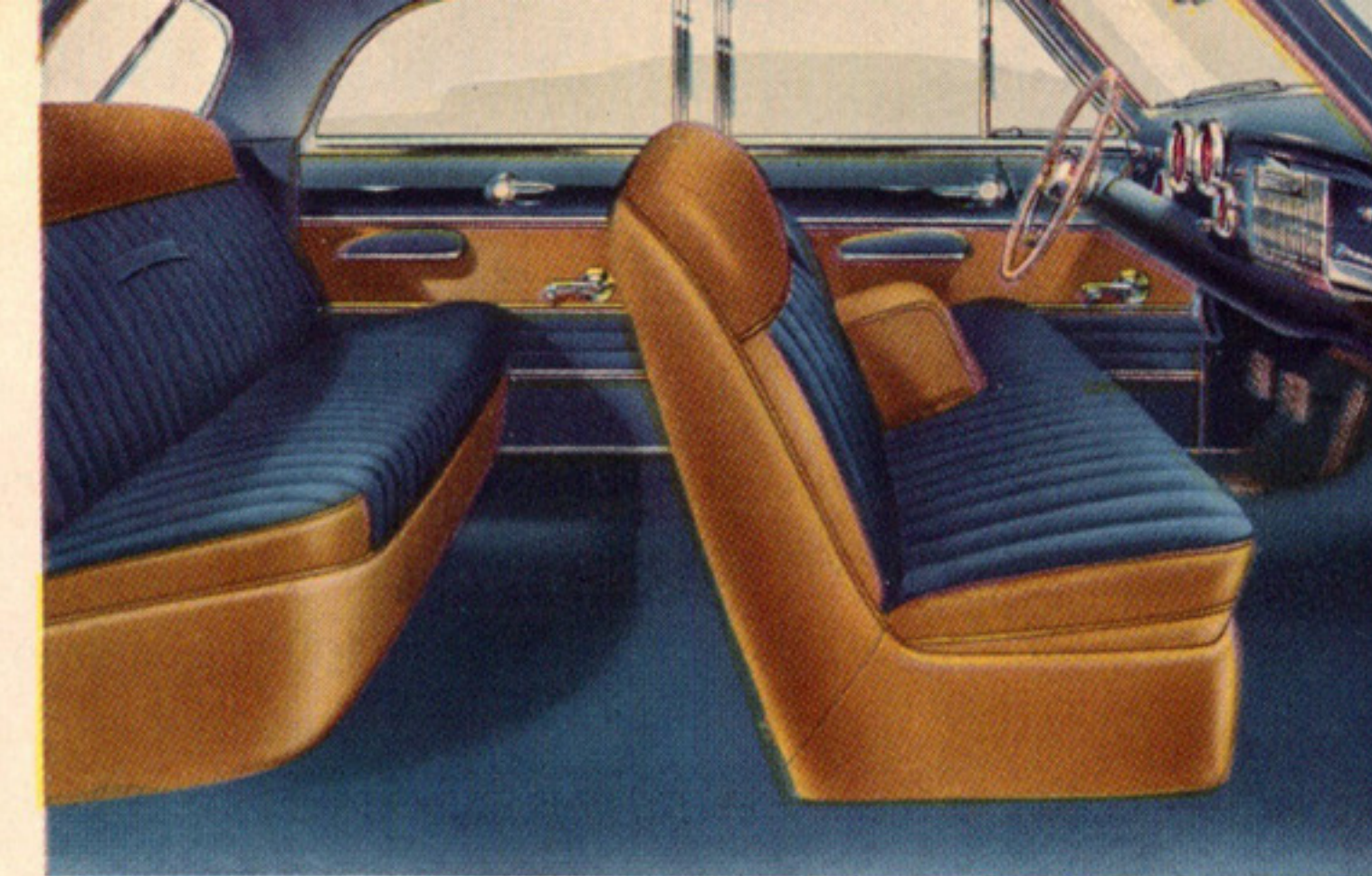
*Electric window controls optional at extra cost.

Full and final expression of motor car luxury...

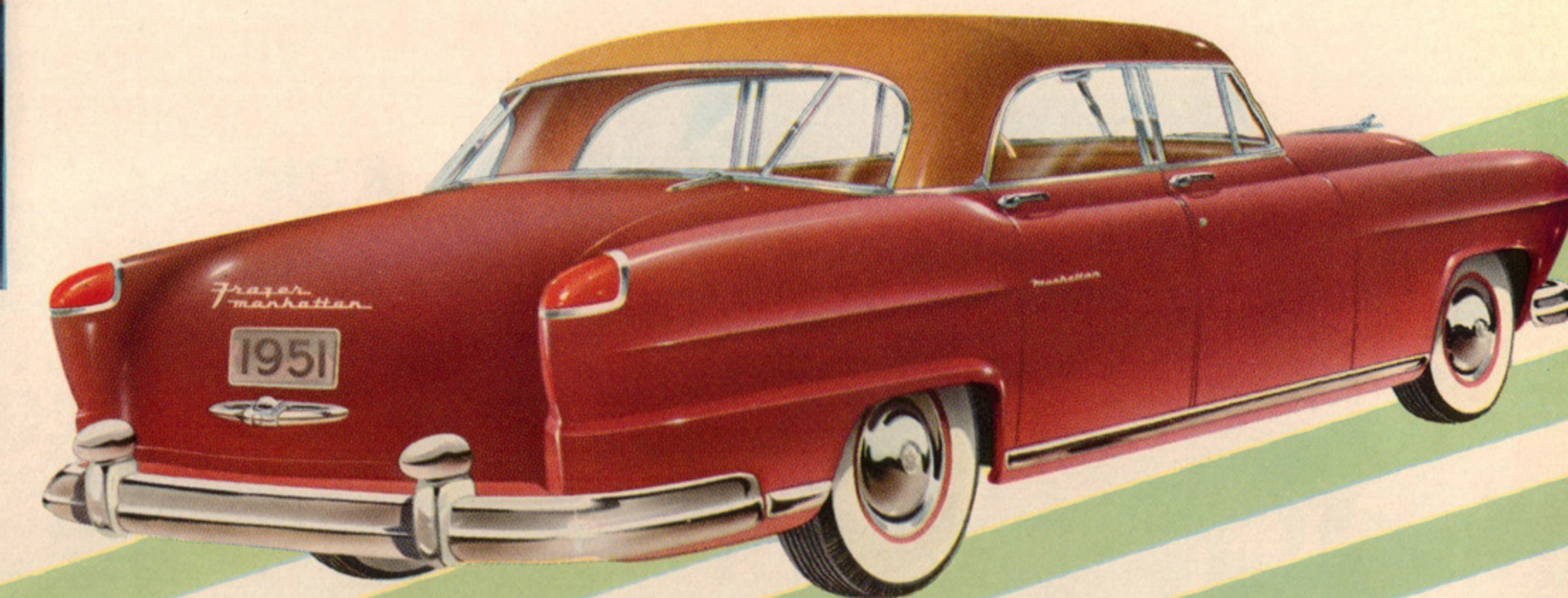
THE FRAZER MANHATTAN

The Frazer Manhattan for 1951 is a notable example of the consummate skill with which Kaiser-Frazer designers combine the beautiful and the practical. For in the Manhattan, you get the smartness and dash of a convertible, plus the roomy comfort and safety of a big 4-door sedan.

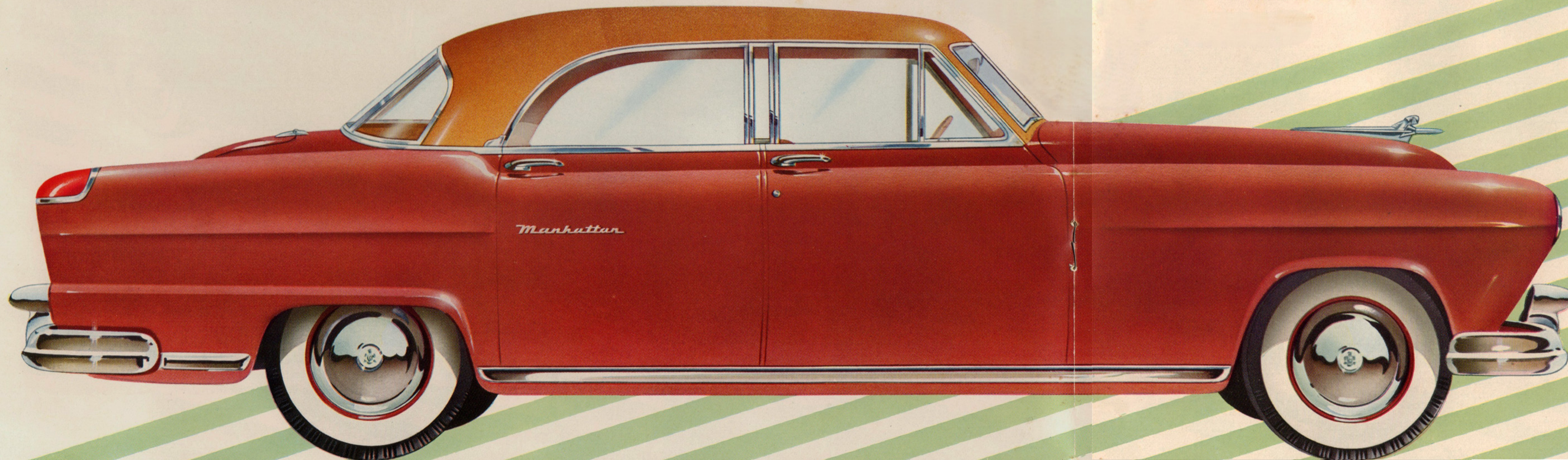
The Frazer Manhattan hardtop pictured below is available with painted steel top in contrasting colors, or with a satiny nylon cover over padded steel.



Hand-crafted and custom-styled, the spacious Frazer Manhattan interiors offer a regally rich selection of fabrics and trims. Many of these fabrics are exclusive designs which are woven to Kaiser-Frazer specifications from special yarns by skilled masters of the loom.



The Manhattan is extra-smart viewed from any angle. Note how fluidly the contours of the gracefully low rear deck flow into the rear fenders. And, as always with Kaiser-Frazer, the proportioning is highly functional. For the Frazer Manhattan provides more than 27 cubic feet of luggage space—double that of many other cars. Dual tail lights are so designed as to be visible from the side as well as the rear—an important safety feature.



THE FRAZER VAGABOND

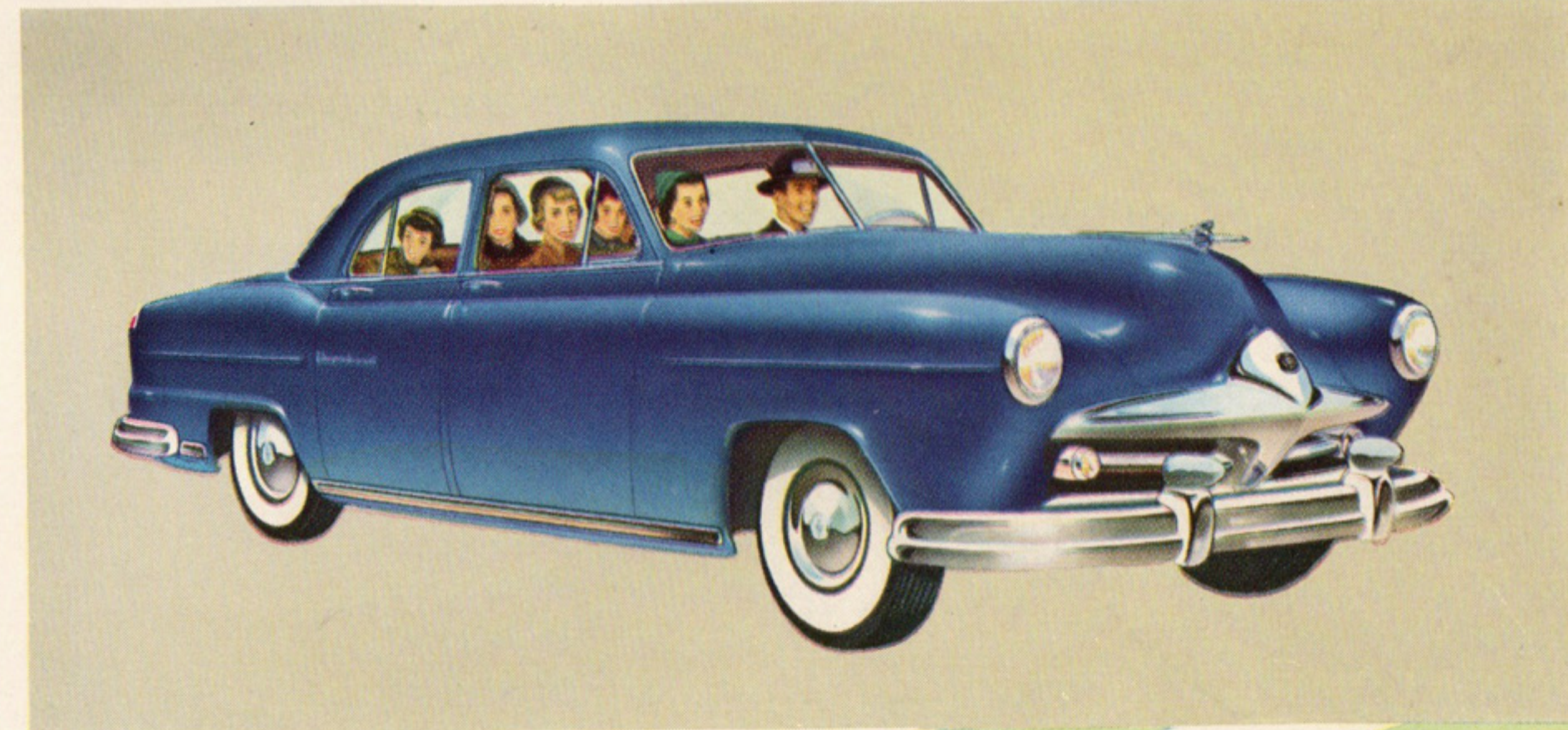
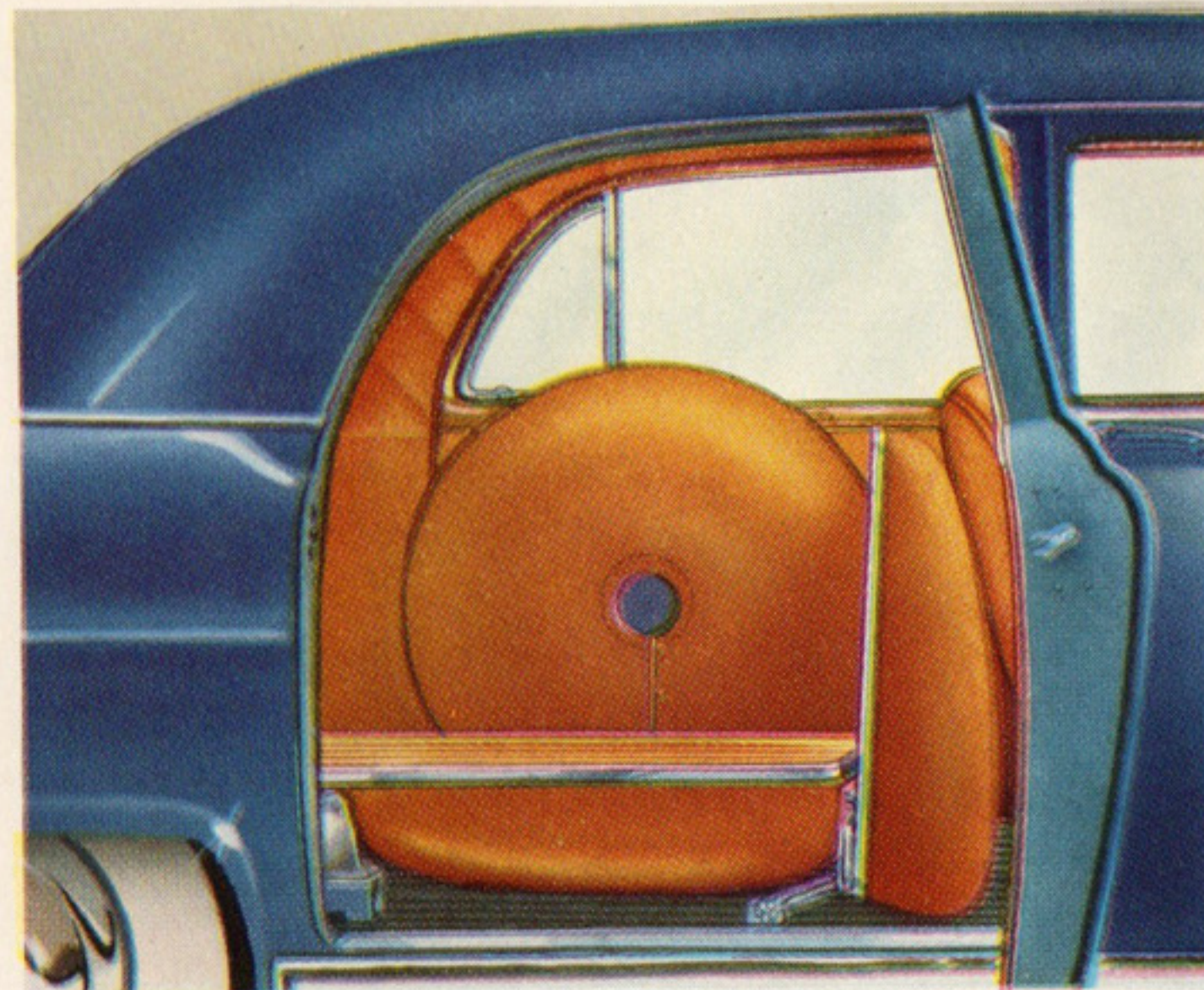
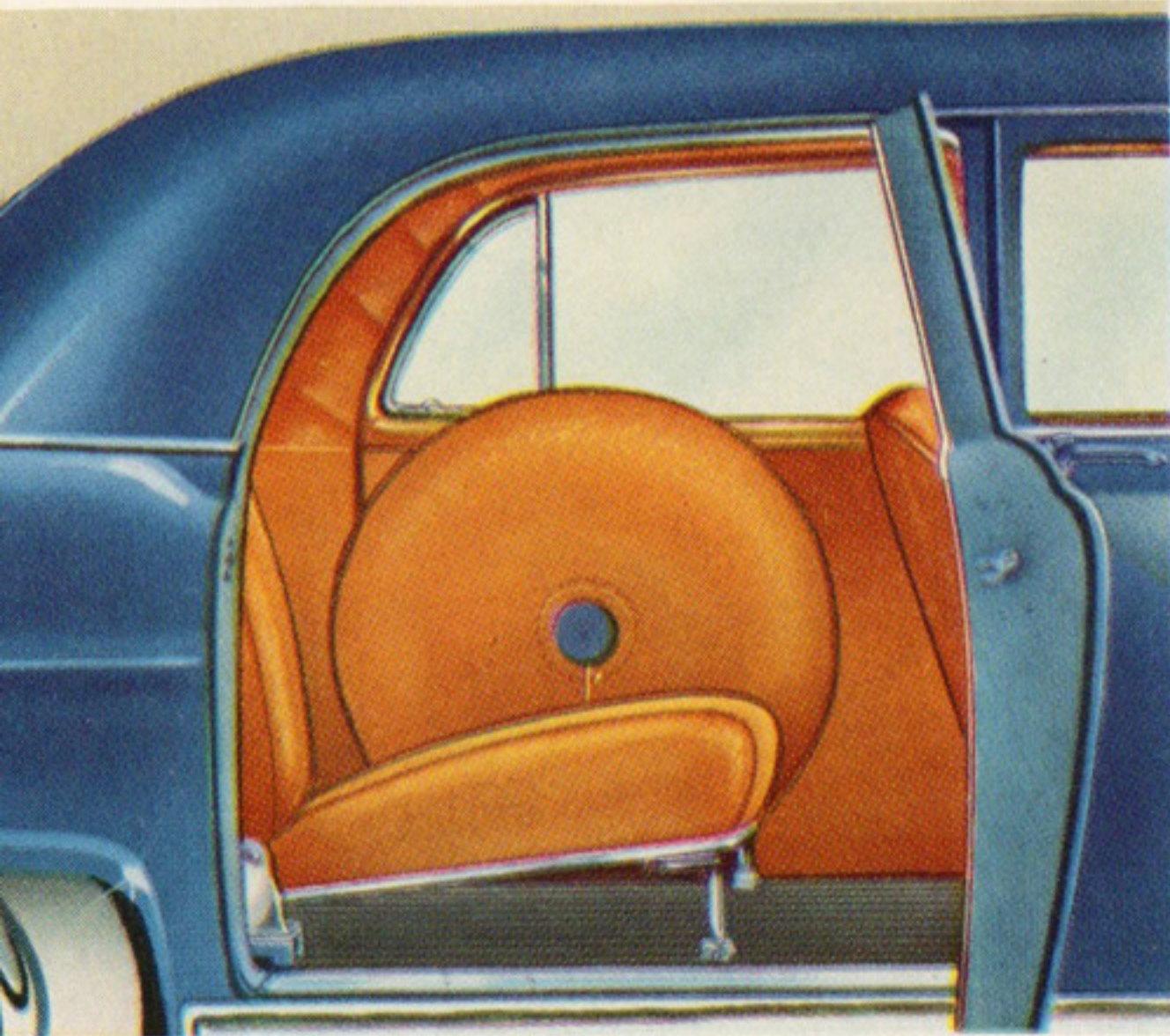
A beautiful, six-passenger sedan which converts instantly to a heavy-duty cargo carrier

The values which Kaiser-Frazer introduces to the American motor car owner grow out of entirely new designing and engineering concepts, of which the Frazer Vagabond is a notable example.

In regular passenger service, the Vagabond is a handsome six-passenger sedan, at home in the most conservative and dignified company.

Yet it converts instantly in ten seconds to a highly efficient cargo carrier of 130 cubic feet capacity (deck open and tailgate lowered)—and as quickly reconverts to a sedan.

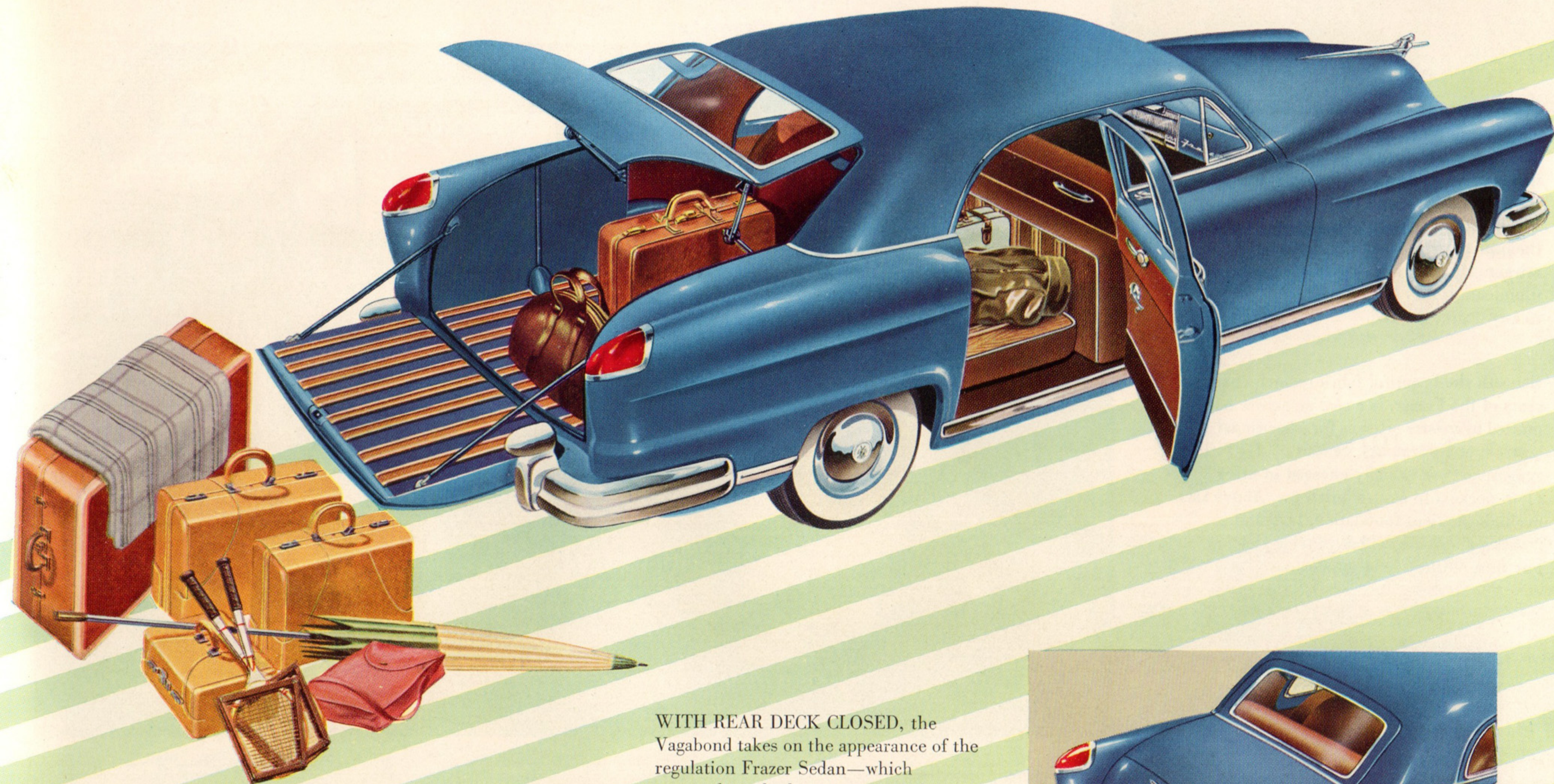
It is a boon to those who occasionally feel the need for a station wagon, but do not consider the investment in an extra car sufficiently justified. The Vagabond appeals particularly to families who enjoy go-as-you-please and where-you-please camping vacations, and to hunters, skiers, picnic and family beach party enthusiasts, and the like. It can carry all the equipment necessary for such typically American activities.



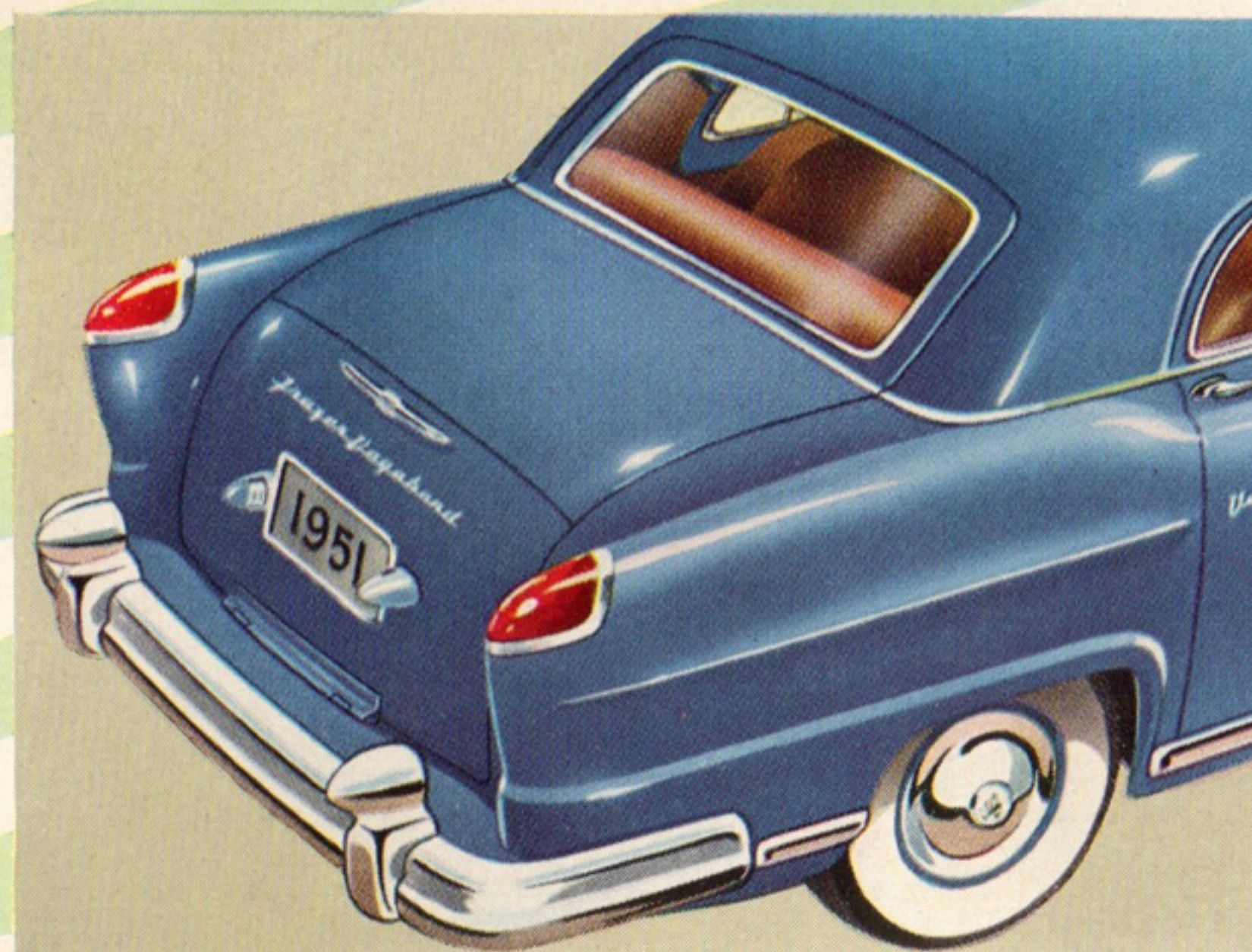
WITH REAR SEAT IN PLACE, the Vagabond is a full-fledged sedan, ever-ready for family travel, to church, to school, to the shopping district, for social calls—or for ocean-to-ocean touring. Its versatility implies no compromise with comfort and with dignity of travel.

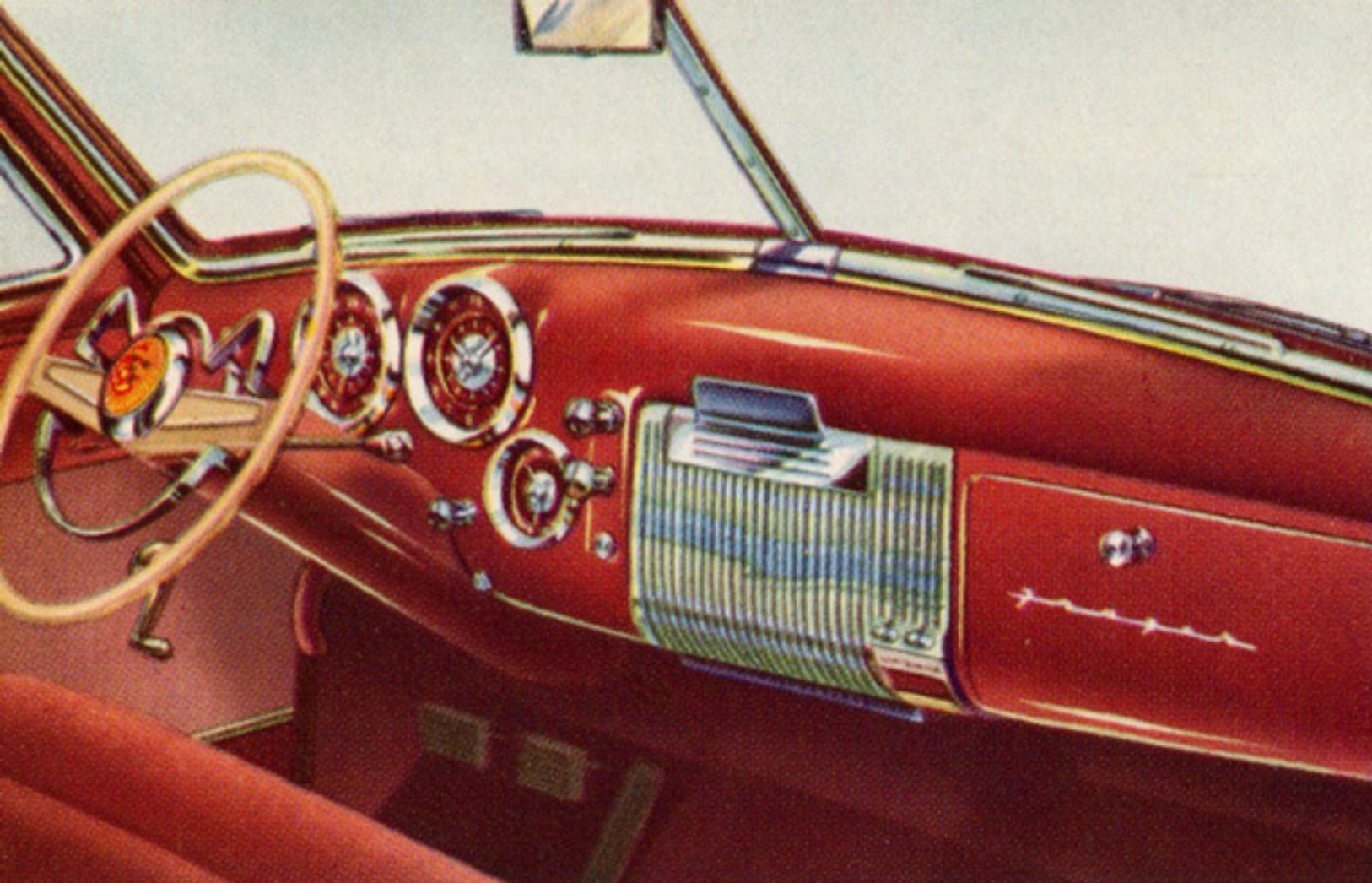
WITH REAR SEAT FOLDED, the Vagabond becomes a big-capacity cargo carrier—and the change is made in ten seconds. The rear seat cushion turns up to form the front of the cargo compartment, and the rear seat back turns down to form a part of the cargo compartment floor.

FOR SIX PASSENGERS, the Vagabond provides roomy comfort and presents an appearance uncompromisingly smart. As a cargo carrier, its heavier springs and shock absorbers assure a smooth ride for the heaviest load—and that means, as well, a super-smooth ride for passengers.



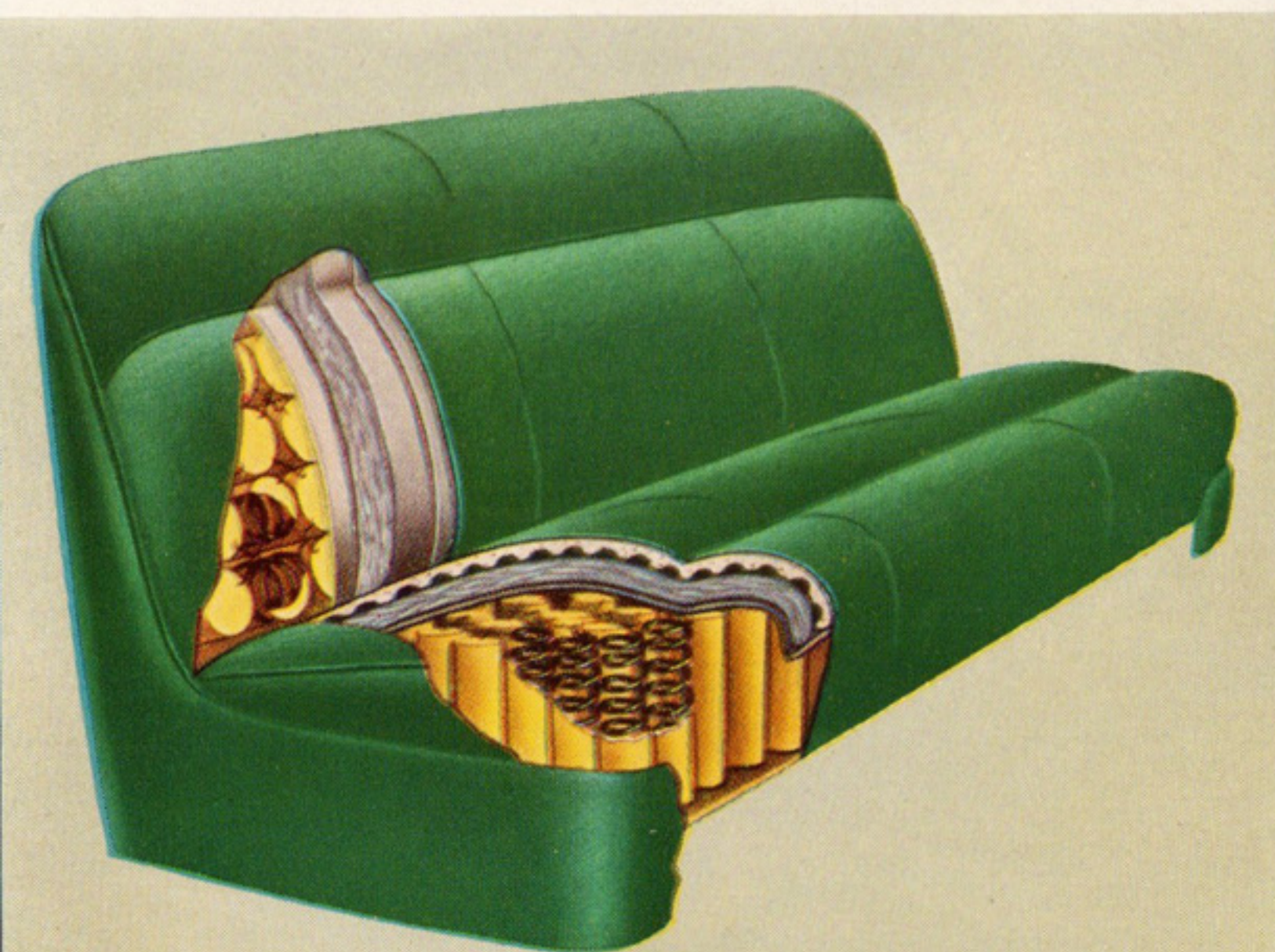
WITH REAR DECK CLOSED, the Vagabond takes on the appearance of the regulation Frazer Sedan—which means that whether you view it from front, side or rear, you will find smartness and symmetry in every line.



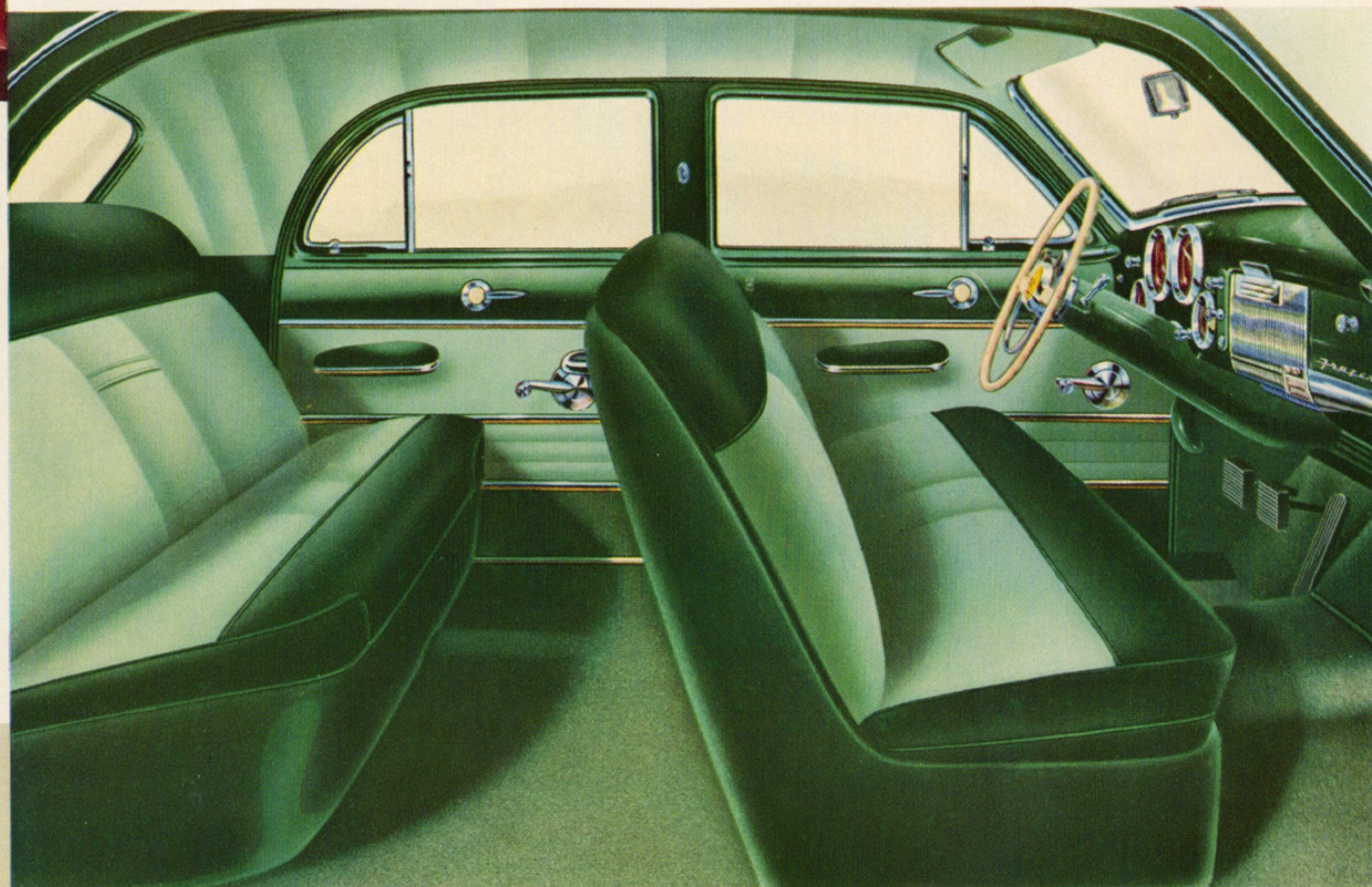


The Frazer instrument panel brings the large, instantly readable dials directly before the driver's eye—and the controls within a few inches of his hands. The dials themselves are beautifully designed and attractively grouped. Plastic edge indirect illumination may be softened to any degree desired.

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



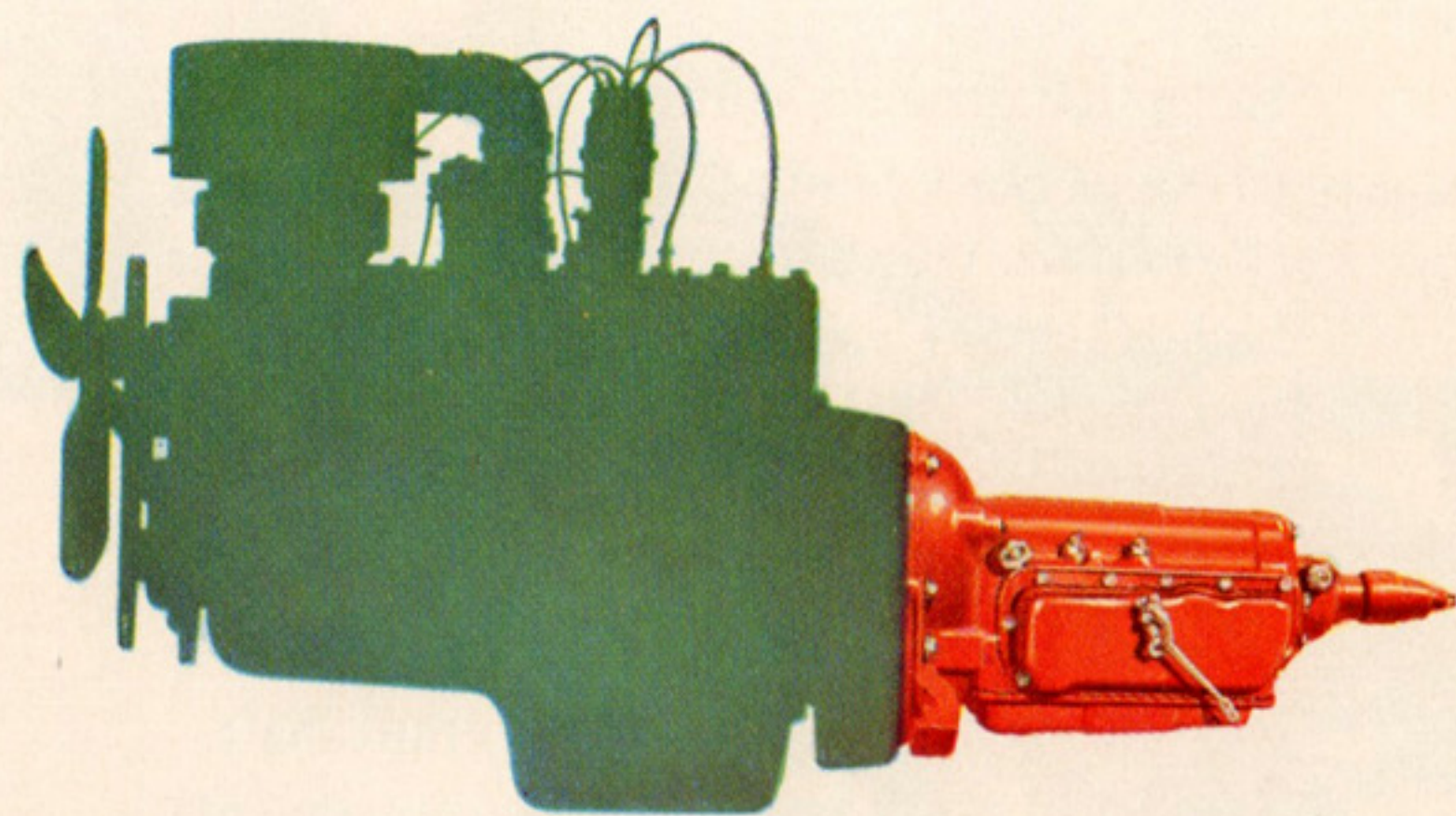
*Unusual fabrics and custom tailoring
create interiors of superlative beauty*



Leaders in interior styling and decoration acclaim the perfect color harmony, flawlessly tailored upholstery, meticulously hand-crafted 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.

Hydra-Matic Drive

in the new
1951 FRAZER



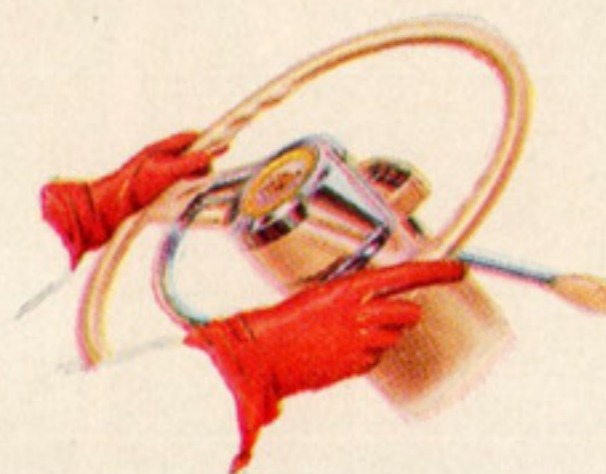
You have your choice of 3 Types of drive in the hand-crafted Frazer

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!



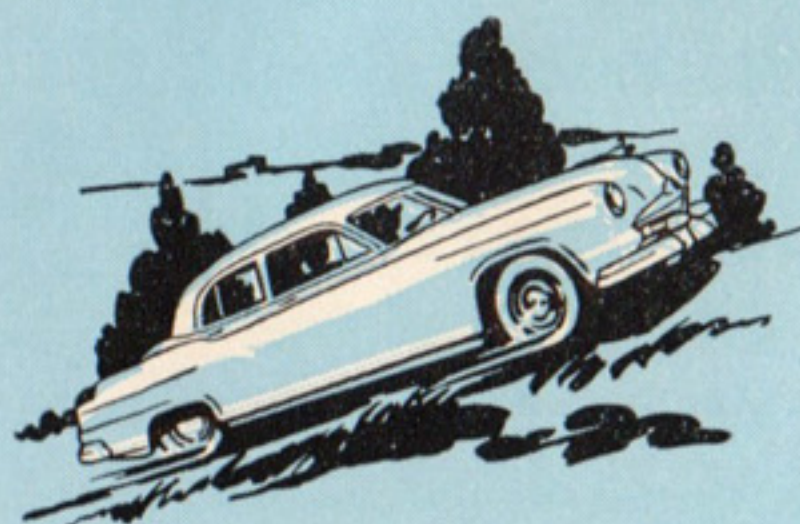
STEP
ON
IT!



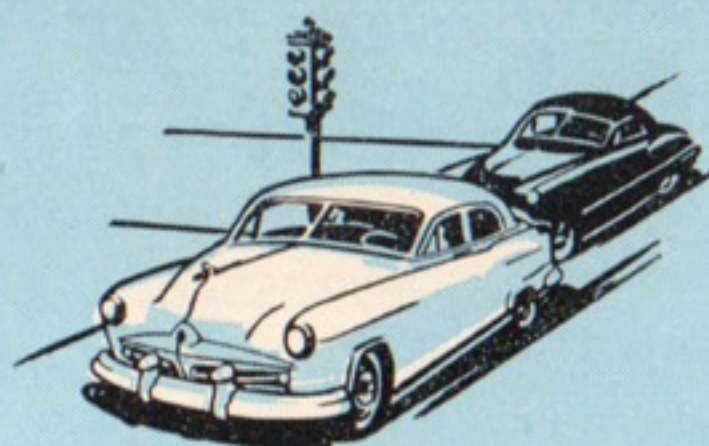
STOP!



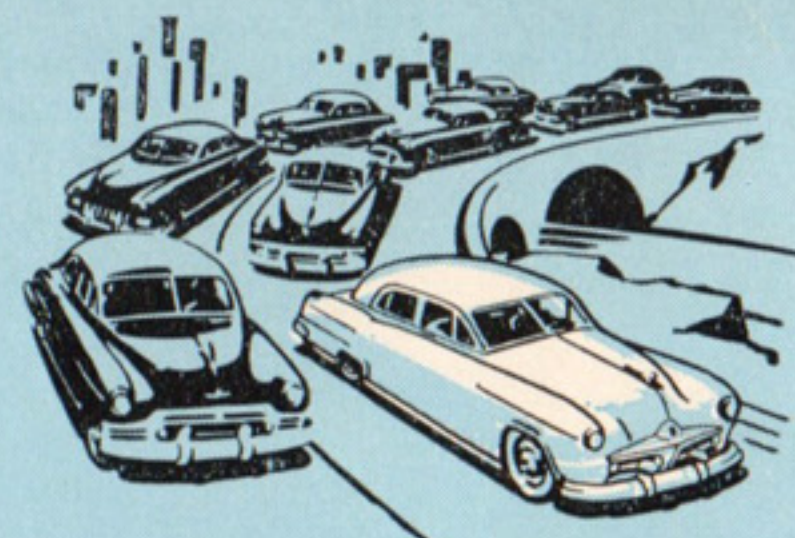
What HYDRA-MATIC DRIVE does for you . . .



IMPROVES PERFORMANCE—Hydra-Matic Drive makes cruising infinitely smoother and quieter on boulevard or highway. Flexibility is greatly improved. You have blazing action on instant call—a tremendous power reserve for every need. You go up and down the steepest hills without manual shifting.



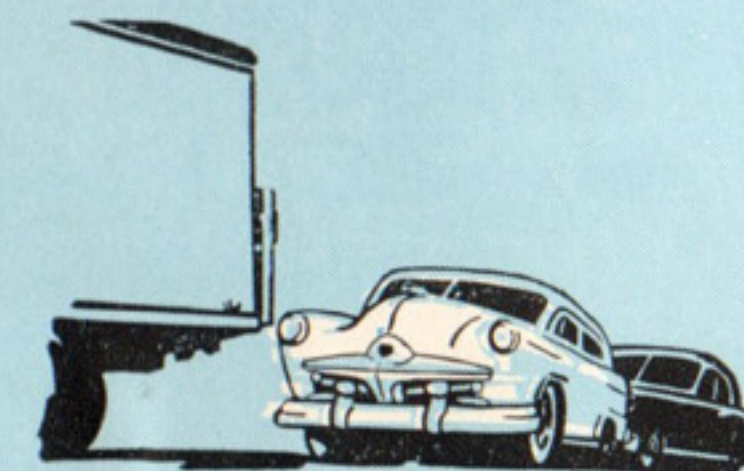
IMPROVES GETAWAY—With ordinary transmissions, even the most expert driver loses speed while shifting gears. Hydra-Matic Drive is in gear all the time. Changes in gear ratio are made instantaneously, at exactly the right time to give you lightning-fast getaway when the light turns green.



SIMPLIFIES DRIVING IN TRAFFIC—Hydra-Matic Drive saves you thousands of arm and leg motions required in shifting gears or using a clutch. And Hydra-Matic's smooth, oil-cushioned drive permits you to go along as slowly as you please in crowded traffic without jerking or stalling.



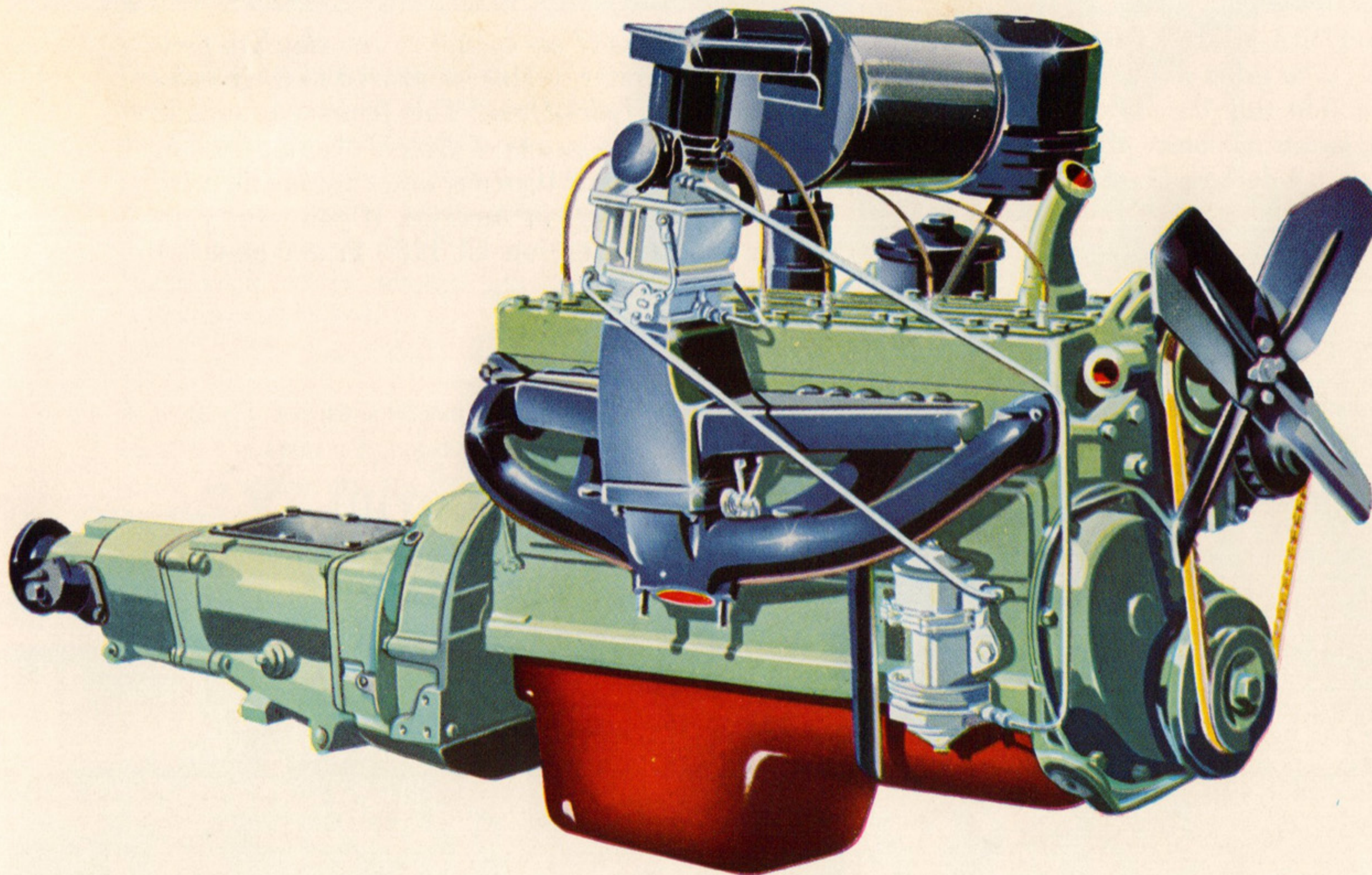
SAFER ON ICE AND SNOW—Hydra-Matic Drive cushions with oil any sudden power shocks to the rear wheels, thus greatly reducing the danger of skidding on slippery pavement. Further, the car is always in gear, thus maintaining better traction. And you can keep both hands on the steering wheel all the time.



SPECIAL PICK-UP RANGE FOR PASSING—For extra power to pass another vehicle or gain pick-up on hills, when traveling under 51 m.p.h., press clear down on the accelerator. You are then in pick-up gear. You return to direct drive by letting up on gas—or automatically after reaching high speed.

NEW 115 H.P. SUPERSONIC HIGH-TORQUE ENGINE

provides high-efficiency power at its smoothest



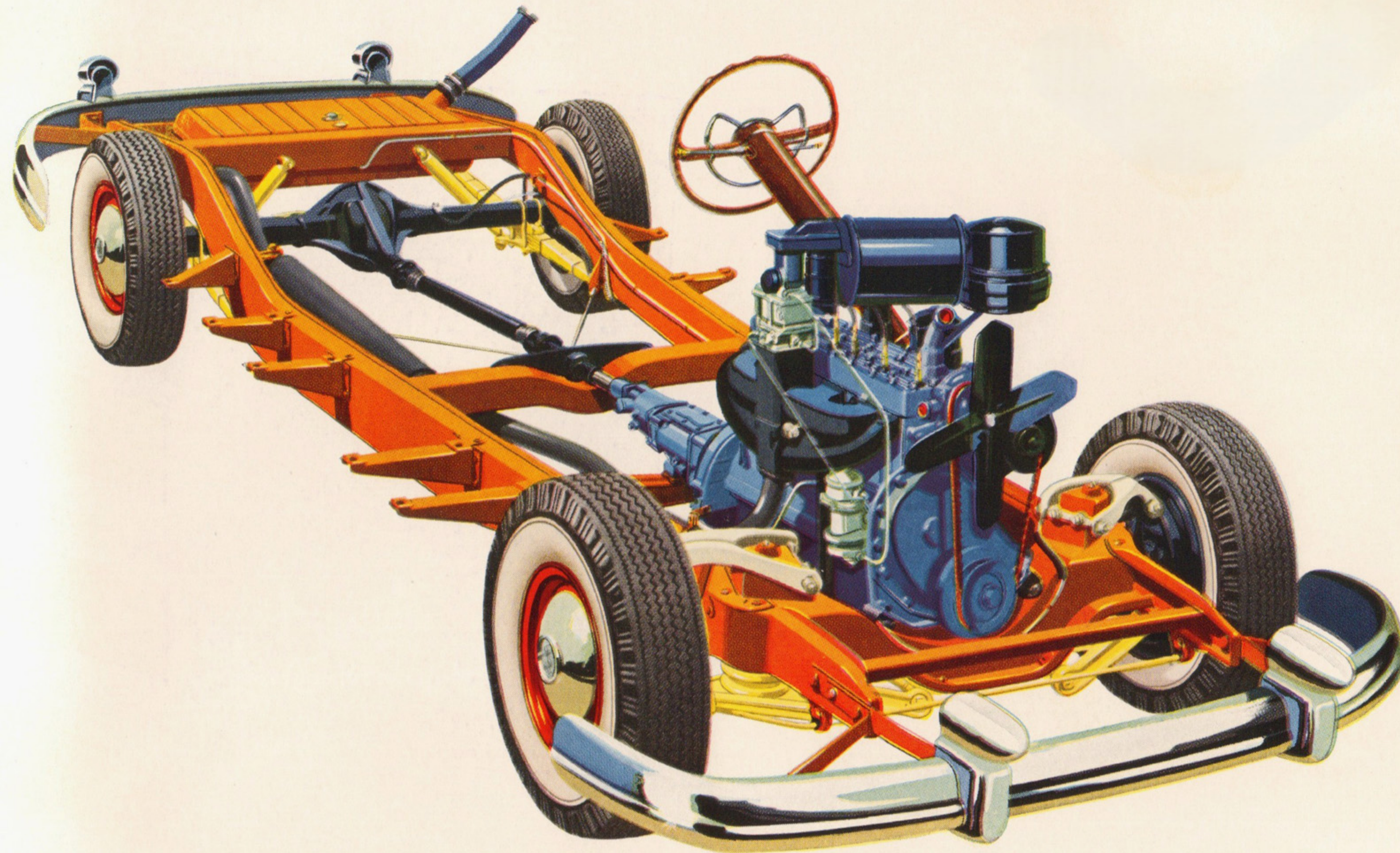
In designing the 1951 Frazer, Kaiser-Frazer engineers have built into the new Kaiser Supersonic high-torque engine a wholly remarkable brilliance and silent smoothness in power delivery.

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 manifolding, and reduction of internal friction by use of flash-chrome piston rings, in-built thermal-expansion ring in each piston, and 100 per-cent dynamically balanced crankshaft. These and other engineering advancements and refinements have increased Frazer power *without increasing fuel consumption.*

Other important features of the new Kaiser Supersonic engine are removable main and connecting rod bearings . . . pistons, plated with a low friction alloy, which reduces break-in period . . . high-efficiency external oil filter . . . floating oil screen . . . crankcase ventilation . . . "sustained" speed control of windshield wipers . . . oil bath air cleaner . . . sealed cooling system . . . ball bearing water pump . . . helically cut transmission gears and gear speed synchronizer.

THE FRAZER CHASSIS . . .

built with hand-crafted 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 any other fine car.

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-round economy.

Exemplifying the Frazer's long list of superior features are:—Low-frequency, level-ride front coil springs . . . exclusive Truline shockless 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.



1951 Frazer Specifications

ENGINE—Kaiser Supersonic high-torque—L-head, six cylinders. Bore $3\frac{5}{16}$ inches, stroke $4\frac{3}{8}$ 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 $\frac{3}{4}$ 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