




No. 1



The Frazer Manhattan was styled by internationally famous custom designers. The new beauty of its clean, functional body lines has already established a definite postwar style trend—which will be reflected in the appearance of cars to be announced later by other manufacturers.

 Given a free hand — unrestricted by prewar dies and tools — the designers and stylists of the Frazer Manhattan have created a masterpiece of functional beauty. Functional beauty has been defined as “beauty with a purpose.” The body lines of the Manhattan are the direct result of purposely putting the entire width of the car *inside*. And they prove that a car so designed to provide maximum roominess and luxurious comfort for its occupants, can have even greater exterior beauty than those designed for appearance only and without regard to interior spaciousness. The Frazer Manhattan was planned from the *inside out* and nothing has been added solely for ornamentation. This car is beautiful as all things are when most perfectly adapted to their purpose. Even the shape and slope of its gracefully rounded hood, which dispenses with old-fashioned, vision-obstructing ornaments or “statuary,” and ventilator openings, was carefully planned for safety. The driver can see a dog four feet in front of the car! Controlled ventilation is provided through built-in ducts.

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