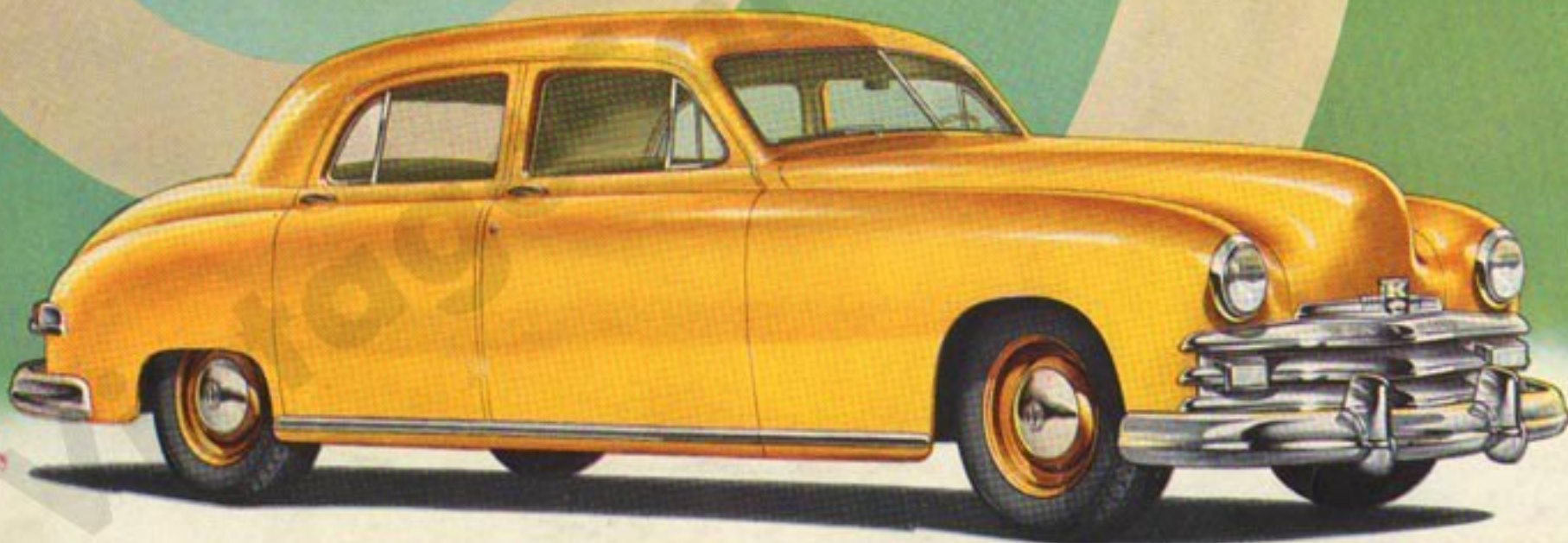
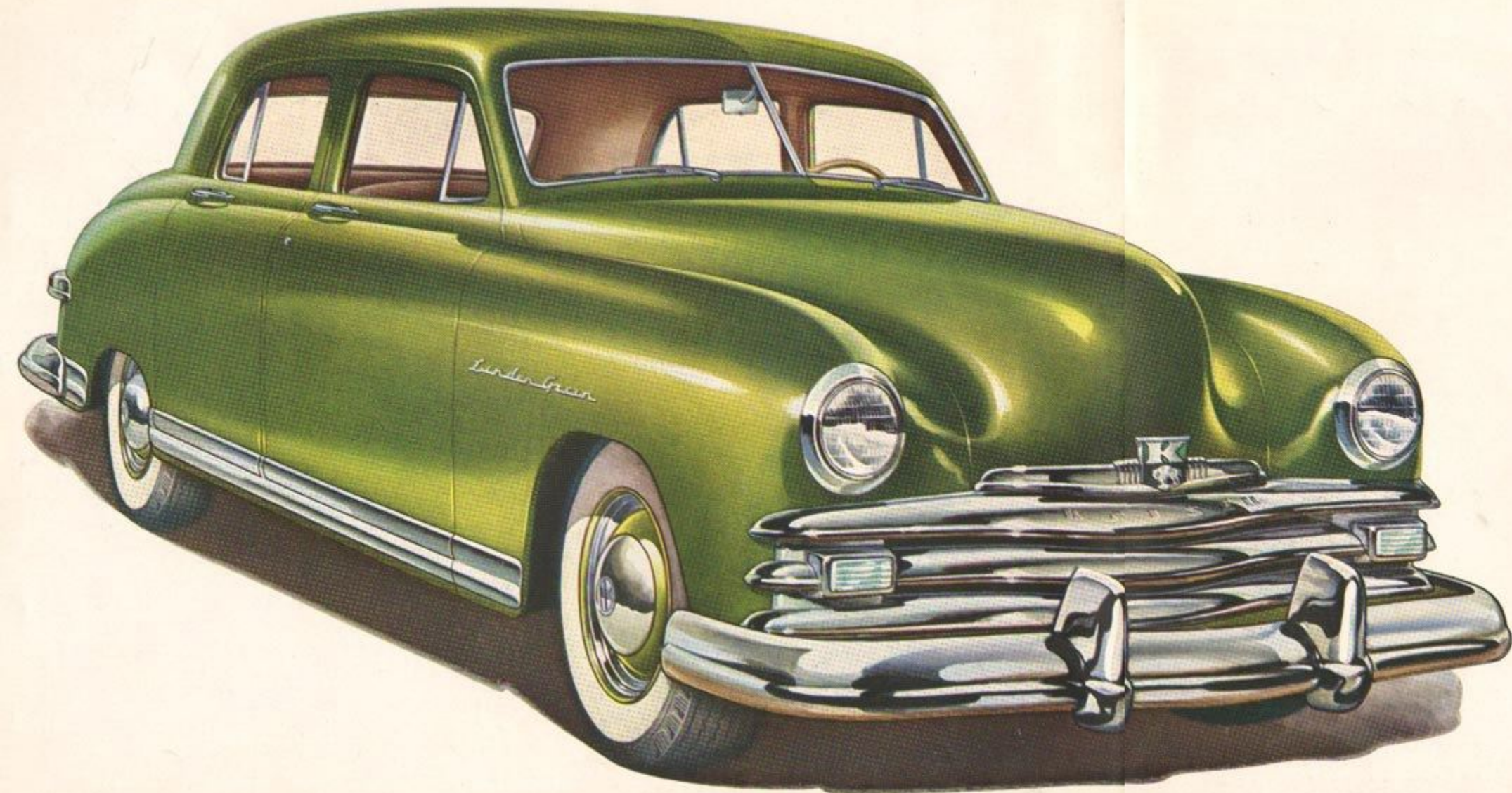




THE 1949 KAISER





The 1949 KAISER DELUXE

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 *seven cars every five minutes* 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—an all-time record for the motor car industry!

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

1949 KAISER

- 1 SWAY-ELIMINATOR BAR
PART OF FRONT SUSPENSION
- 2 EXTRA-LONG SOFT-COIL
FRONT SPRINGS
- 3 NEW DUAL-THROAT CARBURETOR
STEPS UP PERFORMANCE
- 4 NEW DUAL MANIFOLD
INCREASES ECONOMY
- 5 EFFICIENT OIL-BATH AIR CLEANER
- 6 SUPER CUSHION TIRES
STANDARD EQUIPMENT
- 7 DOUBLE-CHANNEL BOX-
TYPE FRAME
- 8 BALL-TYPE MIDSHIP BEARING
- 9 TWO-PIECE PROPELLER SHAFT
- 10 POSITIVE-ACTING FLOATING-
SHOE BRAKE
- 11 CENTRIFUSE BRAKE DRUMS

CHASSIS AND ENGINE FEATURES

- 12 FORWARD 3-POINT MOUNTING OF ENGINE FOR BETTER WEIGHT DISTRIBUTION
- 13 WEDGE-TYPE FAN BELT AND VIBRATION DAMPER
- 14 DIRECT ACTING ABSORBERS —INVERTED "V" MOUNTING
- 15 LEAF SPRINGS IN REAR WITH SPRING LEAF LINERS
- 16 RUBBER-CORED SPRING BRACKETS AND SHACKLES
- 17 SILENT HYPOID REAR AXLE
- 18 TWENTY-ONE GALLON GASOLINE TANK
- 19 CLEAR-VISION STEERING WHEEL WITH HORN RING
- 20 EXTERNAL OIL FILTER
- 21 BALL-BEARING WATER PUMP PERMANENTLY LUBRICATED
- 22 AUTOMATIC CHOKE

TWO NEW KAISERS FOR 1949

"THE most-copied cars in America" come in two stunning editions for 1949—The Kaiser Special and The Kaiser DeLuxe. Both reveal sparkling new beauty outside and in, and both include more than 100 new features and refinements.

From prow to stern these cars show added distinction in the tasteful use of glistening chrome. New wrap-around one-piece bumpers are as rugged and sturdy as they are handsome, and blend impressively with the newly-designed front grille. A wide chrome strip extends the length of the rocker panel on the Kaiser DeLuxe, a narrower but equally distinctive strip on the Kaiser Special.

Interiors reveal the ultimate in attractive, modern design and are characterized by *all-direction* roominess. Nine new body colors and four selections of exclusive fabrics are available in the Kaiser Special, while the Kaiser DeLuxe offers seventeen extraordinary colors and its interior provides a choice of nine distinguished cloth materials, also genuine leather in three colors.



Plastic push-buttons open doors from inside. Require gentle but positive touch; safeguard against accidental opening.



Over 4,000 Kaiser-Frazer dealers to serve you wherever you go . . . equipped with genuine factory parts and staffed by service experts trained under factory supervision.



Oversize taillights are set at maximum width for utmost driving safety . . . protected by staunch, one-piece, wrap-around bumpers.



R-E-L-A-X AS YOU GLIDE! *All-direction* roominess! Seat-room, head-room, leg-room, elbow-room for three in either seat. Rear passengers ride in cradled comfort *ahead* of rear wheels. Both seats are over five feet two inches wide—as much comfort space as your davenport at home.

Two power plants are offered—a masterful, super-performing 112 horsepower engine in the Kaiser DeLuxe and a 100 horsepower record-maker, for its combination of performance and economy, in the Kaiser Special.

The Kaiser's famed riding comfort is improved by longer coil springs and Super-Cushion tires; its equally famed Truline Steering makes driving still easier as a result of a shorter turning radius. Easy handling makes parking a pleasure in a Kaiser.

Soft-pedal, sure-stop brakes, solarium vision all-around and fortress-like steel bodies are among the reasons which give you complete confidence and security in the Kaiser.

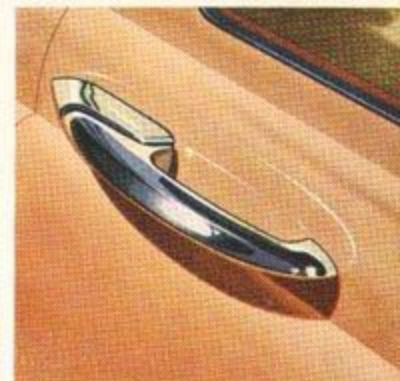
You will be proud to own either a Kaiser Special or a Kaiser DeLuxe—and you buy a 1949 Kaiser with the confidence that its engineering has been owner-proved, road-proved and value-proved in over two billion miles of driving!



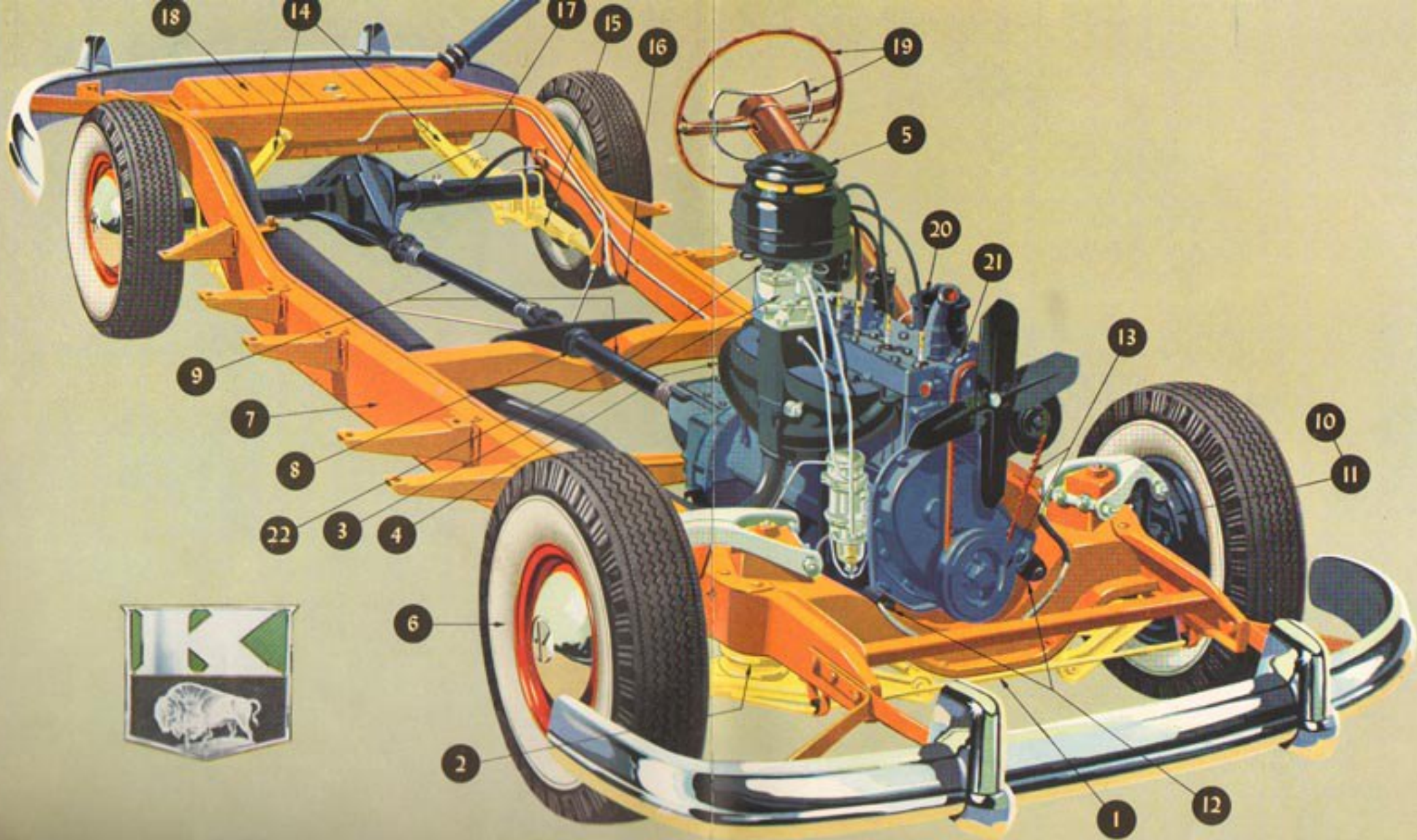
You'll go farther . . . and take more with you . . . if you drive a 1949 Kaiser. The extra-large luggage compartment provides half again as much usable space as you will find in many popular cars. Vertical mounting of the spare wheel permits top-to-bottom usability — plenty of room for seven or more large pieces of luggage.



MODERN DESIGN FOR DRIVING! Modern steering wheel unit and instrument panel make driving easier, provide obstruction-free vision of highly readable speedometer and gauges. Indirect illumination is regulated for degree of brightness. Map light located on steering column shield.



Modern pull-type door handles open with no more effort than bending your index finger. Locks are convenient, freeze-proof.



ENGINE—L-head, six cylinders. Bore $3\frac{1}{8}$ inches, stroke $4\frac{1}{2}$ inches; displacement, 226.2 cubic inches; taxable horsepower 26.3; brake horsepower, Kaiser Special 100 @ 3600, all other Kaiser models 112 @ 3600 R.P.M. All models, compression ratio, 7.3 to 1. Aluminum alloy, split-skirt, steel-strut, tin-plated pistons fitted with 2 compression and 2 slotted 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—Kaiser Special, downdraft, single throat, $1\frac{1}{4}$ " carburetor, all other Kaiser models, downdraft, dual-throat, $1\frac{1}{4}$ " carburetors; dual intake manifold. All models, automatic choke; automatic manifold heat control; heavy-duty, oil-bath air cleaner; mechanical and vacuum fuel pump with strainer attached; auxiliary vacuum windshield wiper pump; electric gasoline gauge; 21-gallon gasoline tank.

Vacuum spark advance on distributor. Sealed-Beam headlights. Turn indicator optional at extra cost on the Kaiser Special, standard equipment on all other Kaiser models.

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

BRAKES—Self-centering, floating-shoe type. Hydraulic service brakes on all four wheels. Mechanical handbrake operates rear-wheel brake shoes. Centrifuge 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. Twenty-foot turning radius.

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

Specifications

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 $1\frac{1}{2}$ quarts with heater; 4-blade fan; cylinders completely surrounded by water; full length water jackets; ball-bearing permanently sealed and lubricated water pump.

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

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

OVERDRIVE—Kaiser overdrive available at extra cost on all models except the Kaiser Special. Reduces engine speed 30 per cent without reducing car speed.

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—Kaiser independent front wheel suspension. Two-way, direct-acting, airplane-type shock absorbers inside coil springs. Directly connected stabilizer bar.

REAR SUSPENSION—Semi-elliptic spring— $53 \times 1\frac{1}{4}$ inches. Uniform friction inserts between the ends of the four longer leaves. Rubber bushed spring brackets and shackles. Two-way, direct-acting, airplane-type shock absorbers mounted as an inverted "V" for sidewise control.

ELECTRICAL SYSTEM—Shunt-wound, air-cooled generator with automatic voltage and current control; 15-plate battery, 100 ampere hour capacity.

WHEELBASE—123 $\frac{1}{2}$ inches. **OVERALL LENGTH**—206 $\frac{1}{2}$ 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 selection of upholstery materials. Front and rear arm rests also serve as door pulls. Front and rear seat center arm rests optional at extra cost on DeLuxe. Large trunk with vertically mounted spare tire, approximately 27 $\frac{1}{2}$ cubic feet of usable space. Wide selection of exterior colors.

INSTRUMENT PANEL—Modern instrument panel with instruments grouped in front of the driver for easy visibility, finished in metallic enamel colors to blend with the color tone of the upholstery; plastic trim on the Kaiser Special, chrome trim with plastic knobs on all other Kaiser models; 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 tool equipment. Dual sea-shell horns. Two sun visors. Dual windshield wipers with auxiliary vacuum pump. Rear view mirror. Tilt-type, no-glare rear view mirror on all models except the Kaiser Special. Automatically operated dome light, manually operated front compartment map light. Two combination tail and stop lights. Turn indicator lights optional on Kaiser Special, standard on all other models. Solenoid-operated starter switch on instrument panel. Spare wheel. Two-spoke steering wheel with crest and horn ring. One ash receiver in front and one in rear compartment. Wrap-around bumpers front and rear. Bumper guards.

KAISER-FRAZER 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. COPYRIGHT 1949, KAISER-FRAZER CORPORATION.