



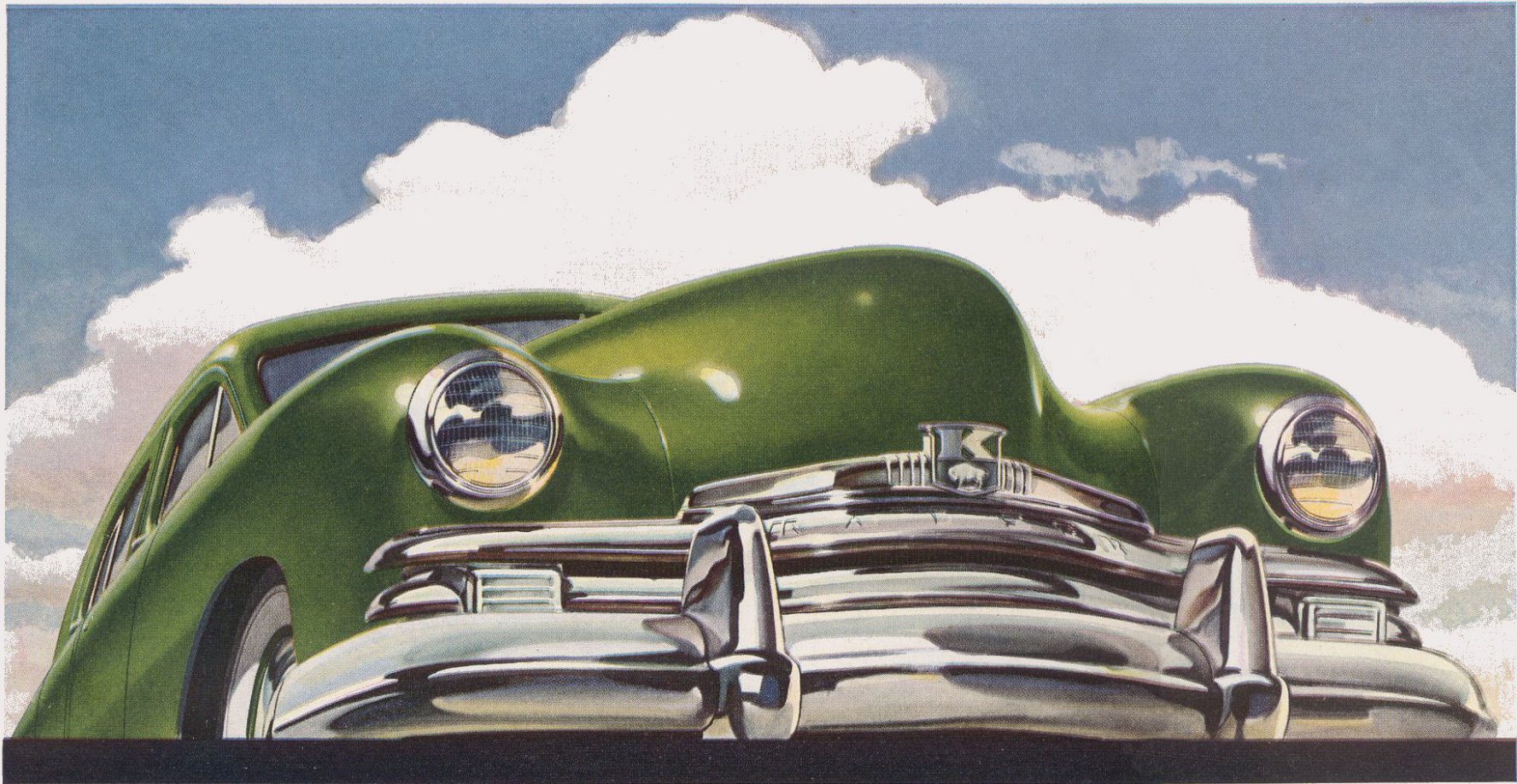
THE 1949 KAISER



K A I S E R

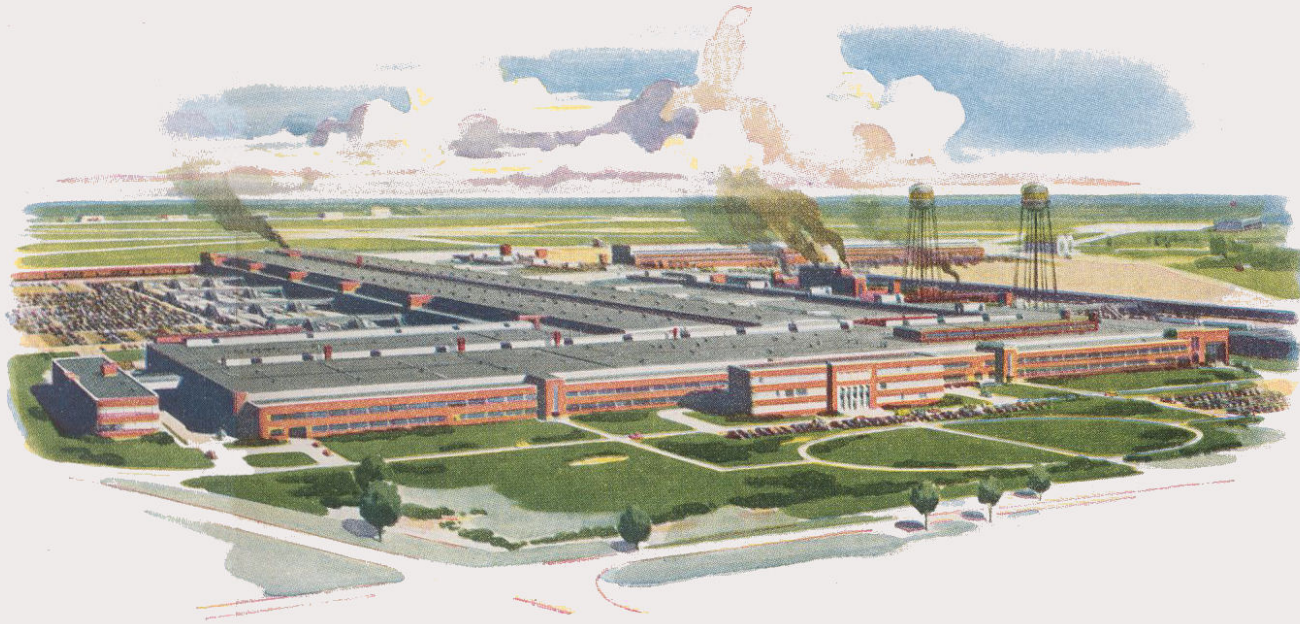
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KAISER-FRAZER CORPORATION, WILLOW RUN, MICHIGAN



AMERICA'S MOST-COPIED CAR

The car which upset old standards and set postwar standards for beauty and value is farther ahead than ever for '49.



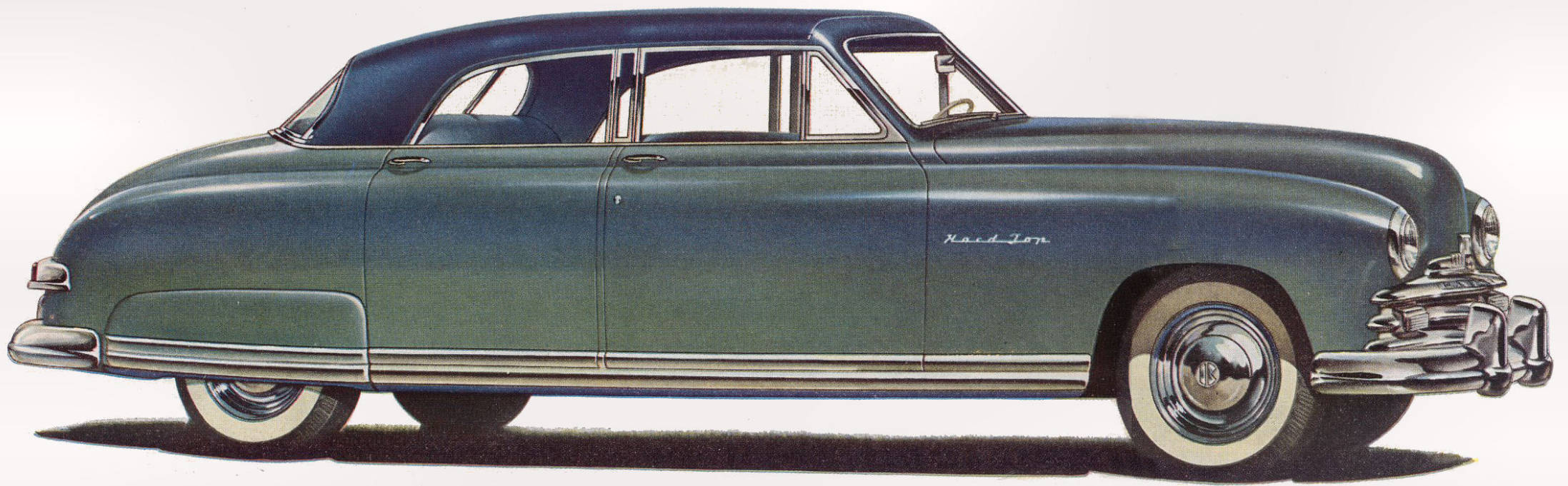
It takes time, resources, skill and knowledge to build a fine motor car. But time can be telescoped . . . resources can be marshalled . . . skills can be assembled . . . knowledge can be commanded . . . when a group of men band together in the conviction that "nothing has yet been done which cannot be 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 with more than 4,000 dealers.

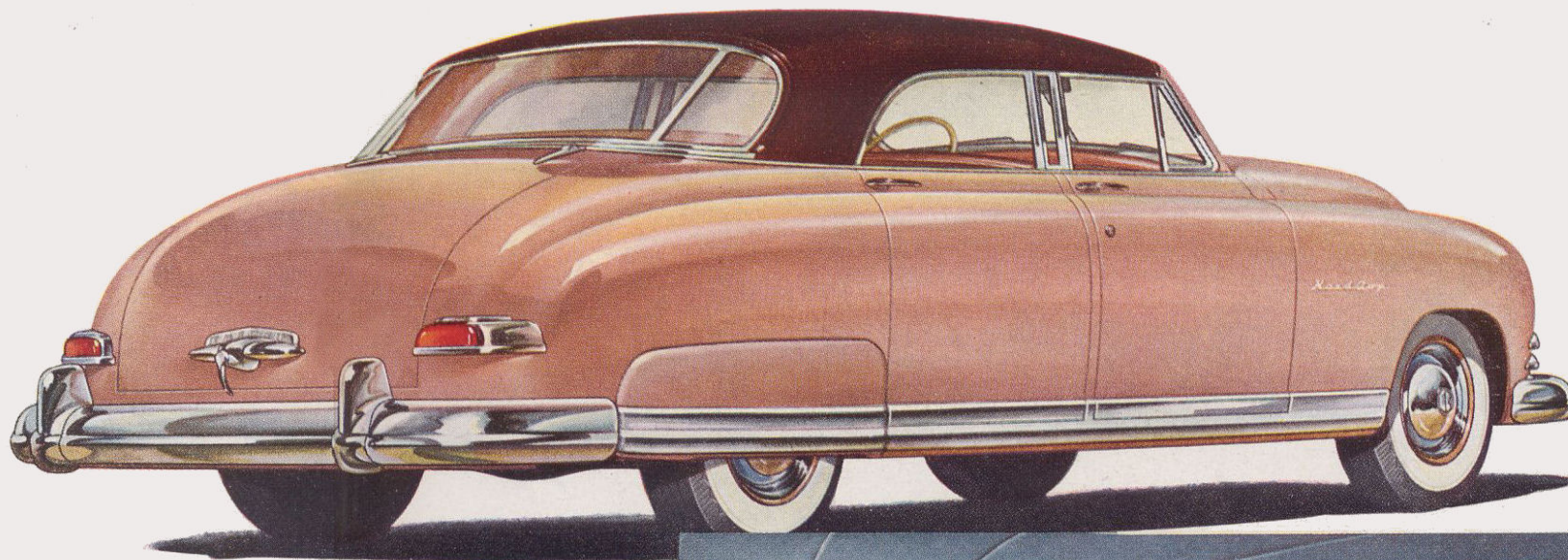
Production soared from seven cars in the entire month of June, 1946, to *a car every 45 seconds* less than two years later. In two years, a quarter-million value-wise Americans have road-proved the products of Willow Run in more than *two billion* miles of driving—an all-time record for a new manufacturer.

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, the third straight year, America's most-copied cars again lead the way!



THE 1949 KAISER "VIRGINIAN"

You'll ride relaxed, yet exhilarated in this Kaiser *original* body style. For whether on country road or city street, all eyes will turn to appraise the excellence and beauty of another *first* by the makers of America's most-copied cars!



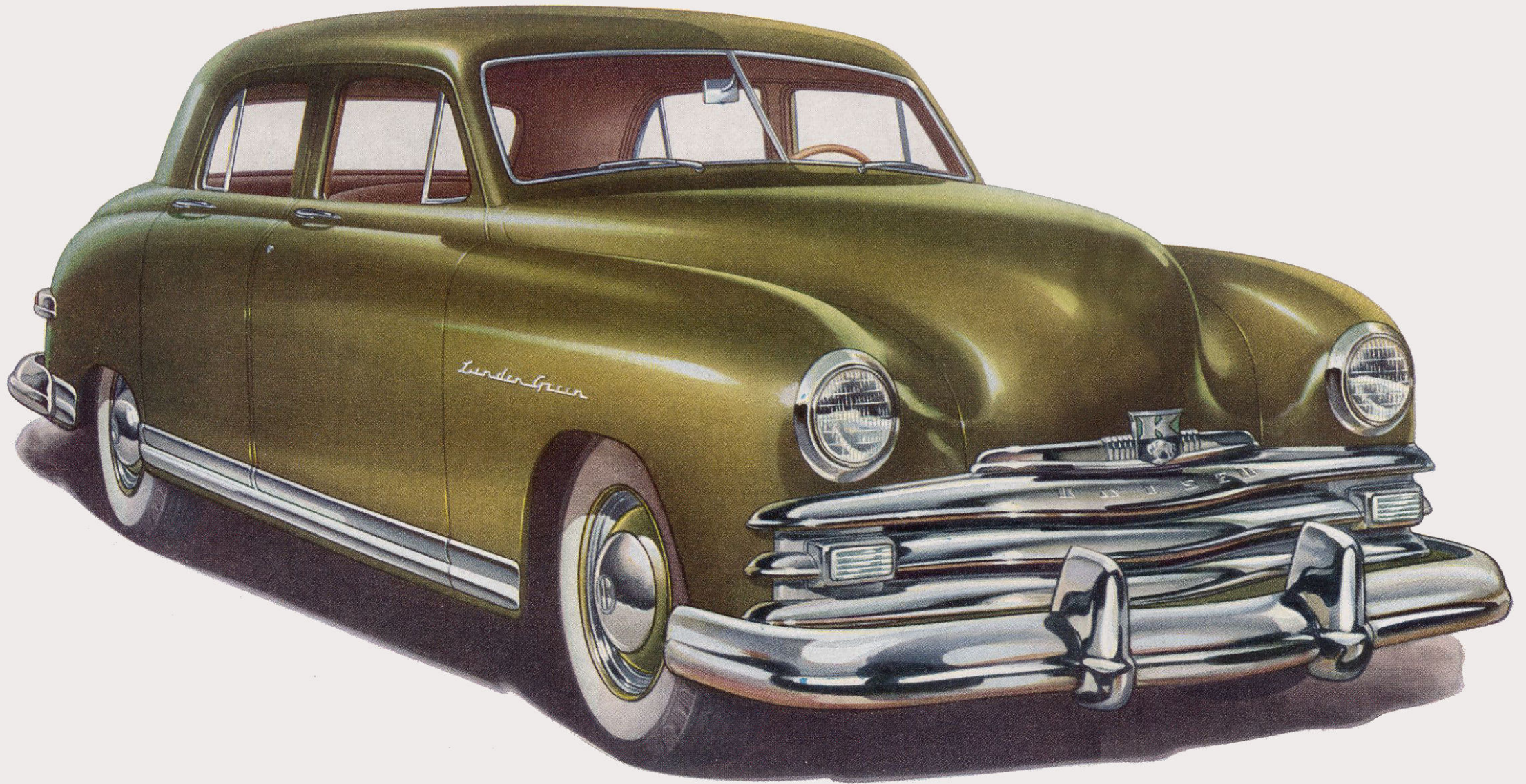
Here's an original! Again the makers of America's most-copied cars are first in the industry with a unique, new model, the 1949 Kaiser "Virginian."

Its original, unparalleled design combines the youthful, fresh appearance of a convertible with all the convenience, safety and appointments of a conventional sedan. You'll agree when you see . . . it's suave—swank and *safe!*

The solid, steel top is covered with satin-like nylon. Wide, sweeping windows provide clear, all-round vision. From its modern, low grille to the trim, new taillights; here's a car that's *sure* to be copied—but *exclusively* Kaiser for 1949.



AN ORIGINAL BODY STYLE JOINS AMERICA'S MOST-COPIED CARS

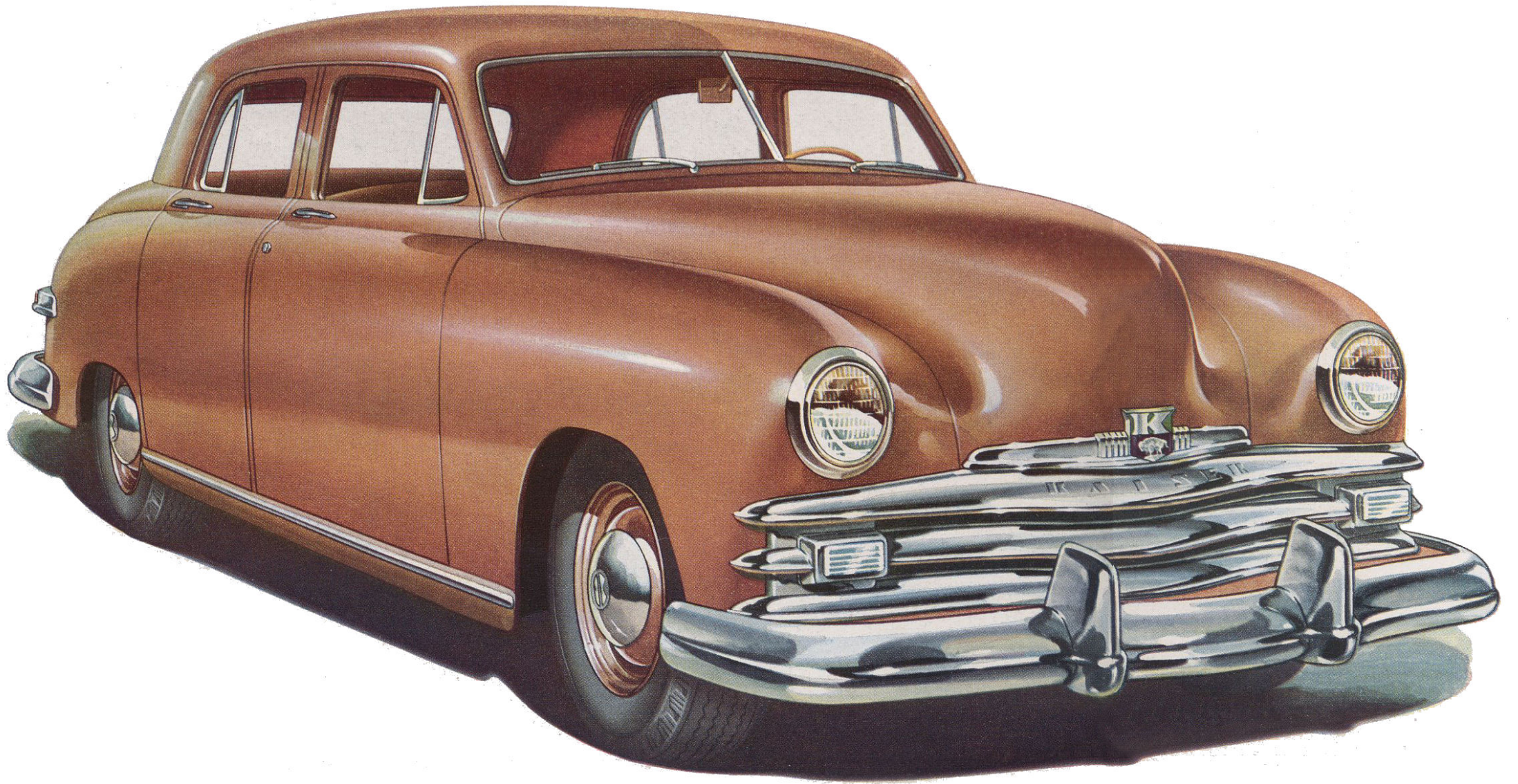


THE 1949 KAISER DELUXE

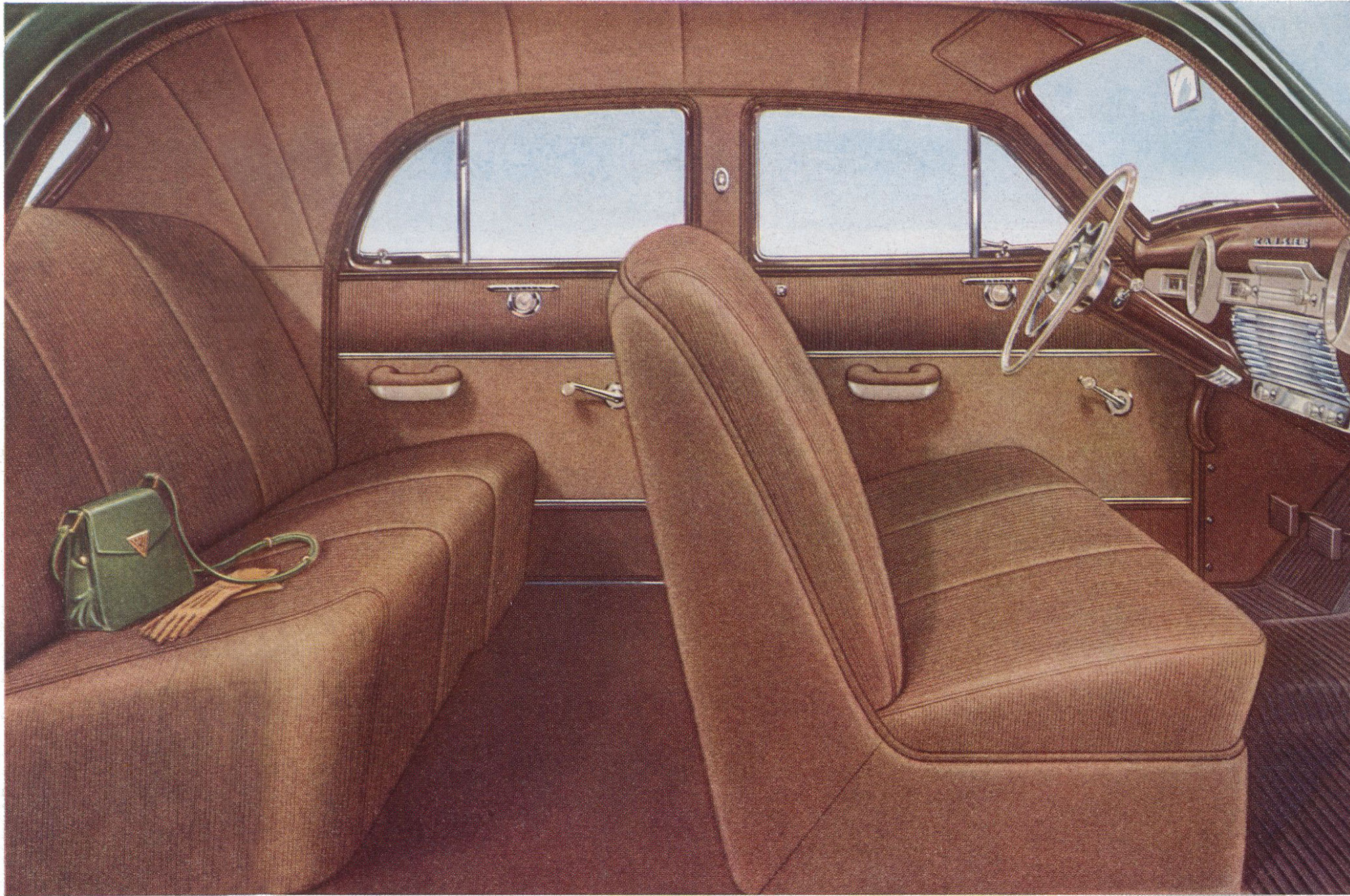


R-E-L-A-X AS YOU GLIDE!

Only true functional design can give you the *all-direction* roominess you'll find front or back in the '49 Kaiser. Seat-room, head-room, leg-room, elbow-room for three in either seat. Rear passengers sit well ahead of the rear wheels for a smoother, silkier ride. Both seats of the Kaiser are over five feet two inches wide—as much comfort space as your davenport at home!



THE 1949 KAISER SPECIAL SEDAN



EXTRA SPECIAL LOVELINESS

The balanced harmony of spacious roominess and luxurious upholstery makes the joy and distinction of owning a '49 Kaiser something that grows and deepens every day you own it. And—to fit your own sense of the truly exquisite—a galaxy of fabrics and color combinations permit you to tailor your "automobile living room" to your own heart's desire!

QUALITY AND BEAUTY ALL THE WAY

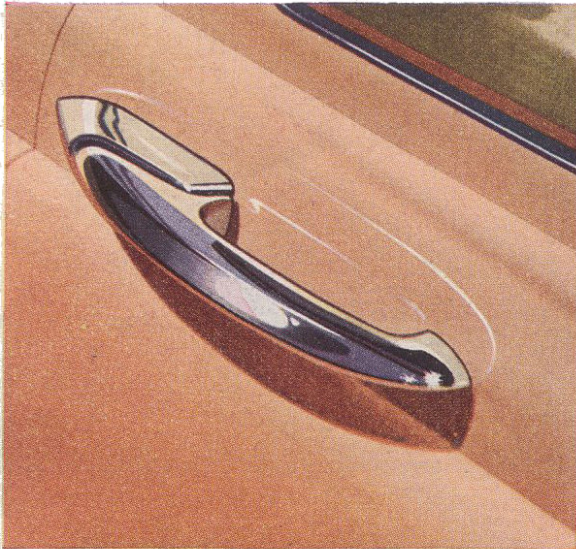
The Kaiser standard of fine-car building demands that skilled craftsmanship be reflected in all details . . . from fundamentals to finish, from drive-shaft to door handles. In the new Kaiser for '49 this conception is expressed as never before in the *quality and beauty*, the planned convenience, of every feature of the car.

It is this meticulous attention to smallest as well as largest considerations which creates long-lasting joy of ownership, unending pride of possession. Among many other refinements, Super-Cushion tires increase road-gripping contact and add cushioned comfort to the famous Kaiser ride; vertical spare tire mounting contributes even more usable space to an already oversize luggage compartment; new hardware, tail-light and bumper treatment add a finishing touch to the proved values of the '49 Kaiser Special or Kaiser De Luxe.

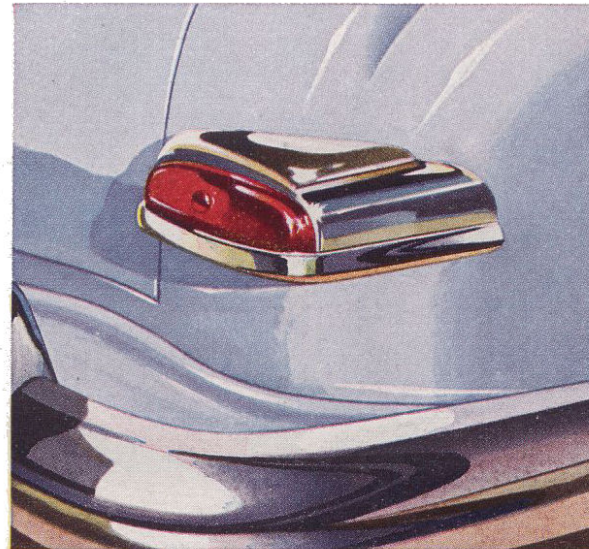
TIRES

TELL A QUALITY STORY, TOO

Super-Cushion tires . . . the tire industry's biggest advance in years . . . are found where you'd expect—on the '49 Kaiser. Mounted on Kaiser's wider rims, they give a cushioned ride, with extra tread on the road for sure-footed safety!



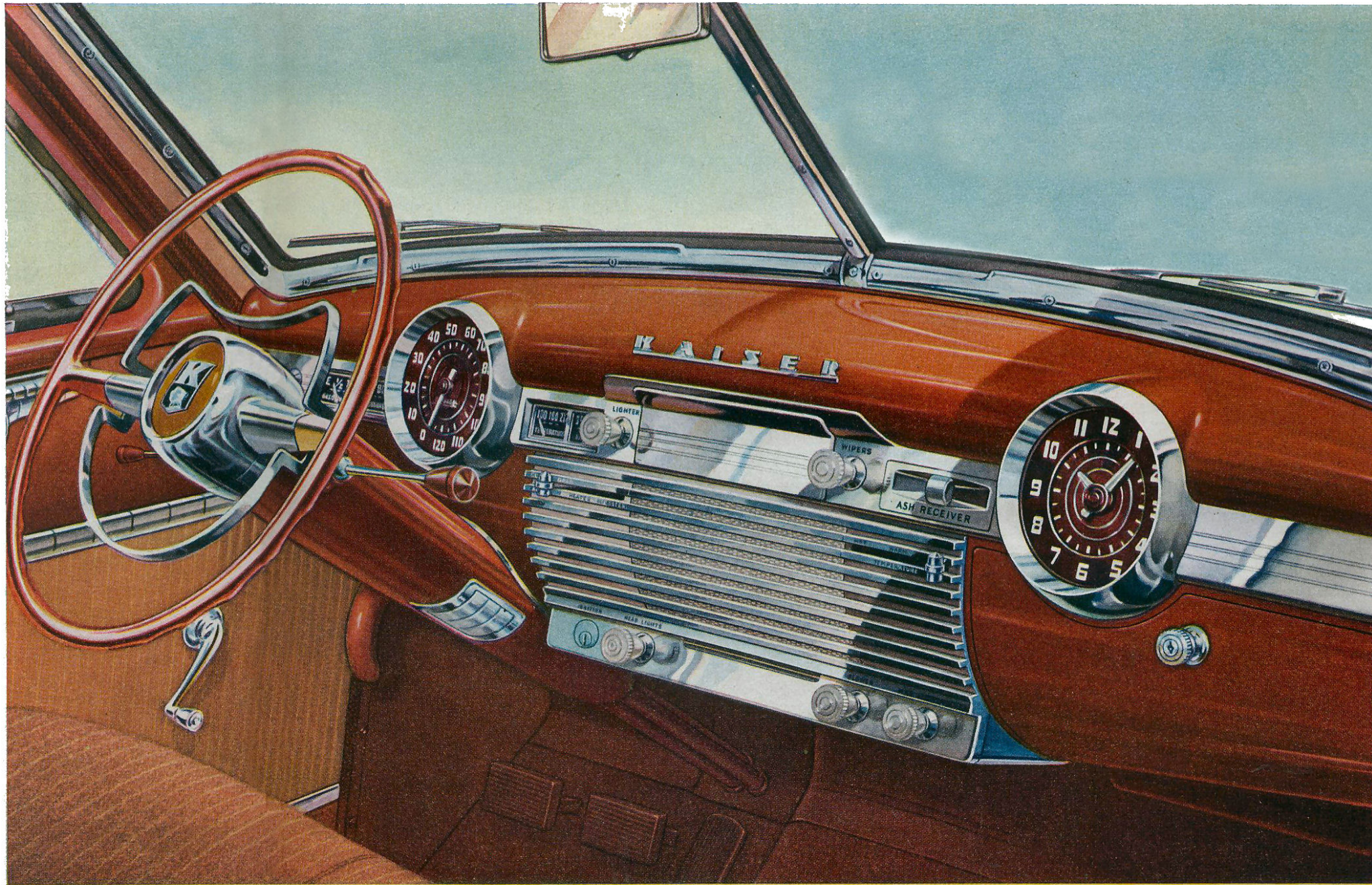
Trim, pull-type handles close doors smoothly and securely, open effortlessly. Modern design accents Kaiser's long lines.



More beauty-with-purpose! Oversize tail-lights harmonize with body contours . . . all protected by "wrap-around" bumpers.



Drive a '49 Kaiser and take more with you. Pioneer of the design that permits really ample luggage space, the Kaiser provides more than 27 cubic feet—half again as much as in many cars!

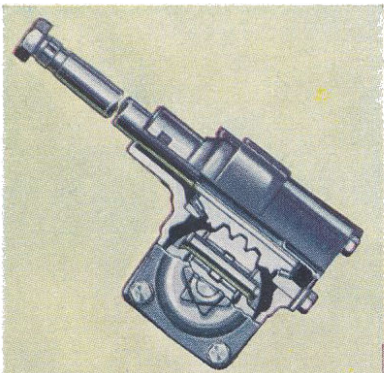


MODERN DESIGN FOR DRIVING

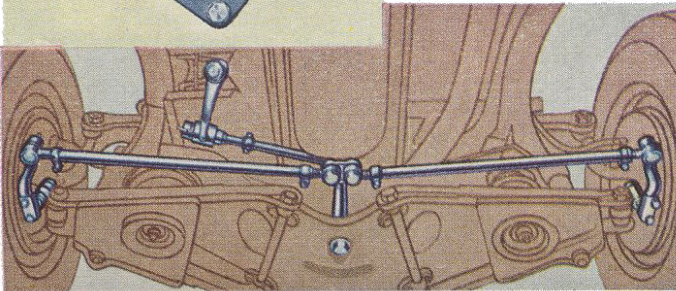
Modern *and thoughtful* design of steering wheel unit and instrument panel makes driving easier. The three-quarter horn ring provides obstruction-free vision of the highly-readable, dial-type speedometer and conveniently grouped gauges. Indirect illumination is controlled by driver for the degree of brightness desired. Map light is on steering-column shield.

WONDROUS COMFORT FEATURE FOR '49 — the KAISER AIR CONDITIONER

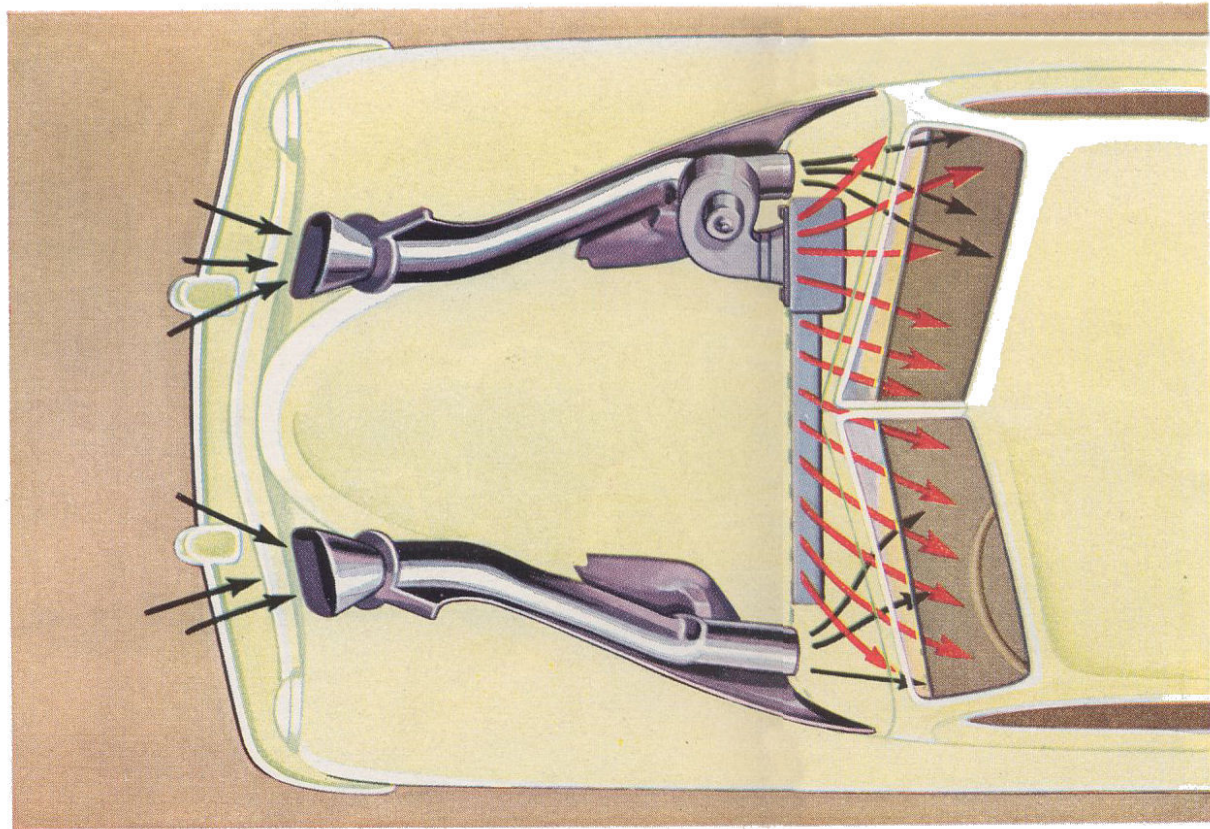
Step into a '49 Kaiser and let the air conditioner bring you man-made weather! You *shut* the windows and let in *fresh* air — ducted in through inlets that extend full width of the dash, and directed downward to pass beneath the front seat and circulate evenly throughout the car. In cold weather the fresh air is *double beated* before entering car and interior temperature is at the discretion and control of the driver. The Kaiser air conditioner is an innovation as fresh and as welcome as Spring, and as advanced as the Kaiser itself.



The vital *extra* tooth! Three, instead of two, make Kaiser steering safer, steadier, easier.



Straight-ahead linkage! Equal-length steering arms guard against car-drift.

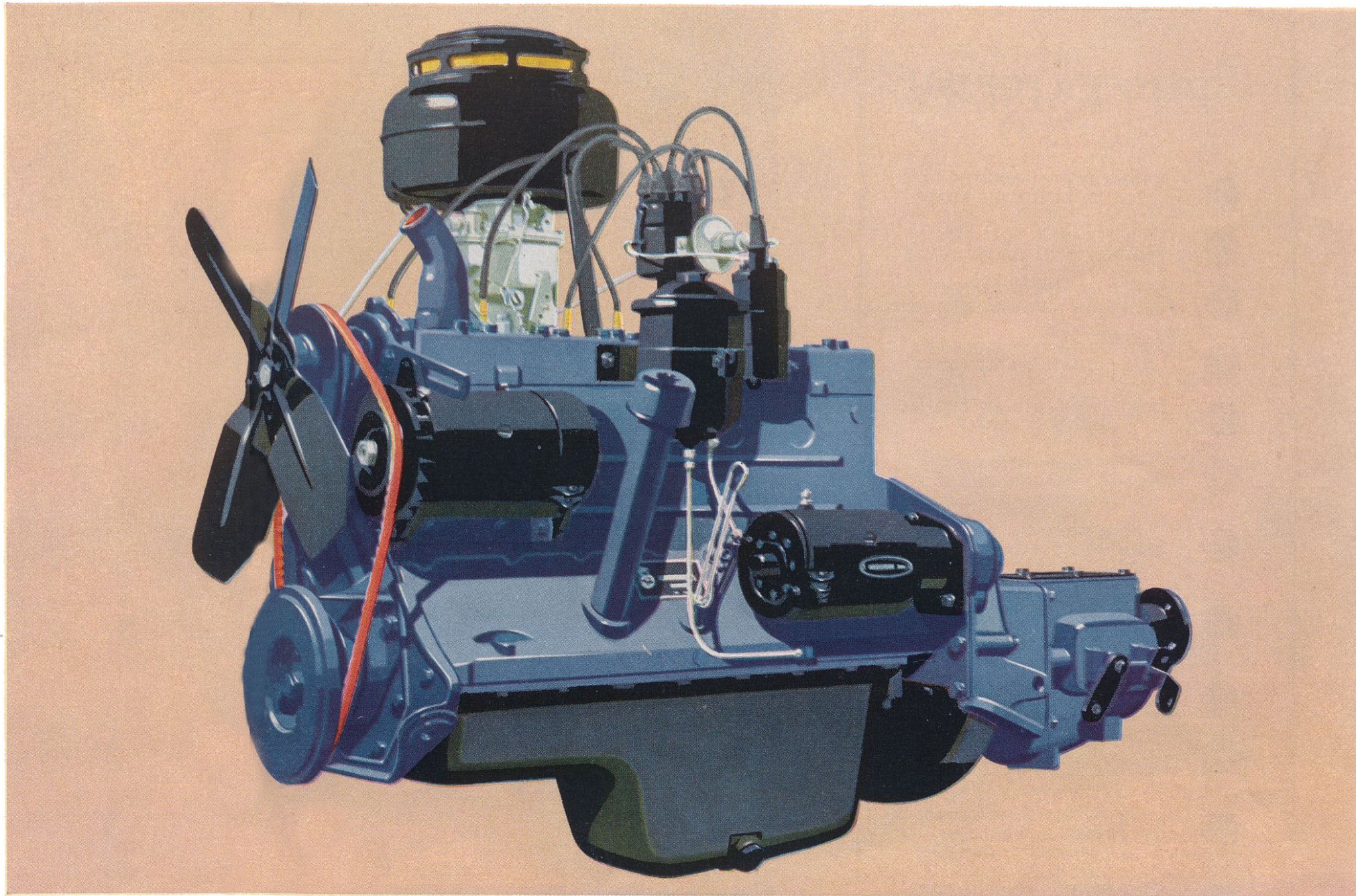


An integral part of the Kaiser air conditioner is the built-in defroster unit which permits windshield and windows to stay clear of fog and steam under virtually all conditions.

TRULINE STEERING — Straight . . . from the finger tips!

Steer straight as an arrow, turn easily as a bird in flight, as triple-controlled Kaiser Truline Steering holds the shining prow of the '49 Kaiser on *your* driving beam—so smoothly and surely you hardly even know you're driving! Where most cars use only two steering gear teeth, Kaiser uses *three*—for more positive control at finger-tip pressure. More than that,

the Kaiser uses steering arms of *equal* length, instead of the "long-and-short" arms of common design. You don't use your strength to fight car-drift at any speed or around the curves. Until you drive a '49 Kaiser, you'll never know how much this means. You arrive at your destination after a long trip fresh and rested . . . ready for work or fun!

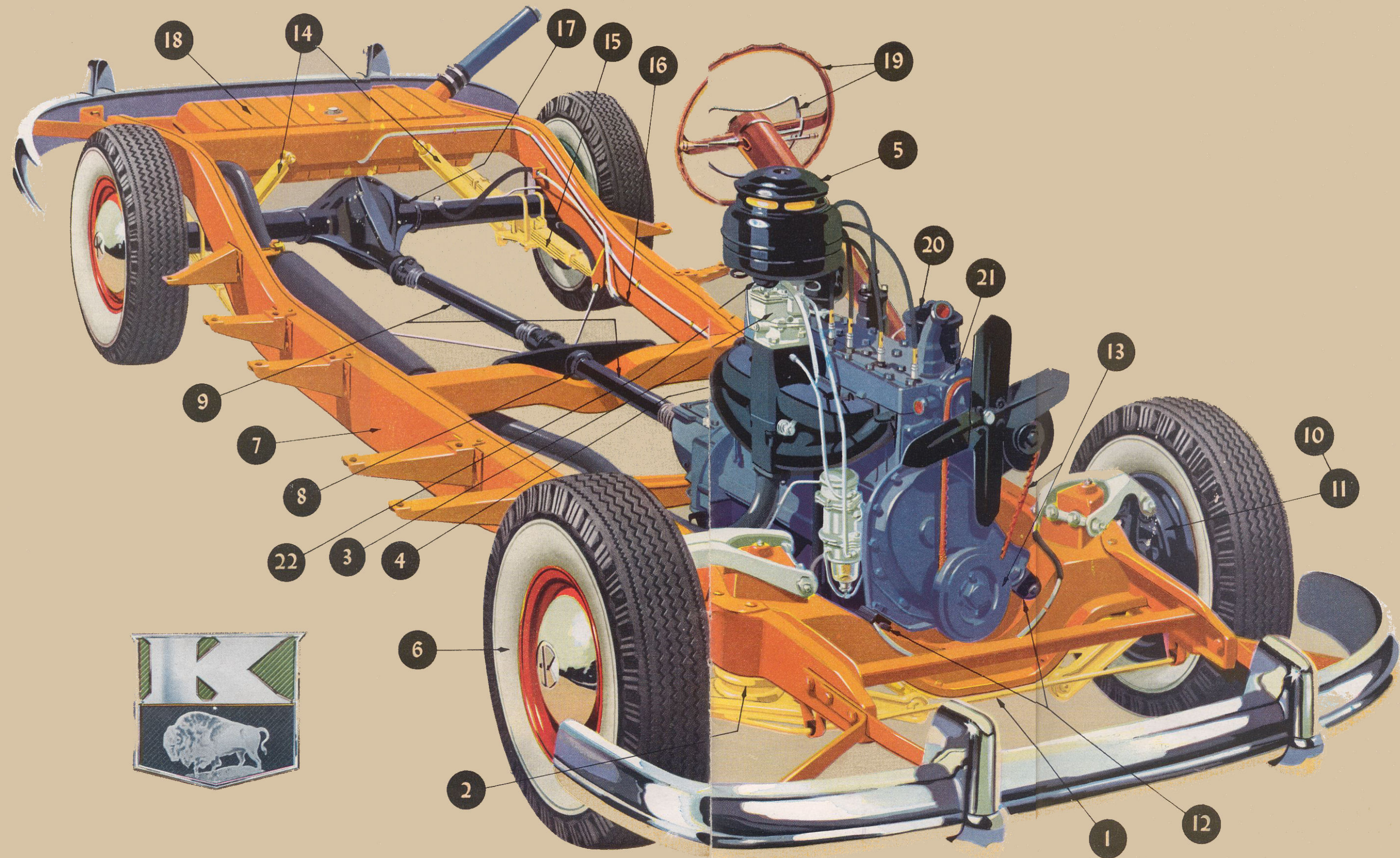


P O W E R ! ! ! ! ! The ultimate in technical progress is the Kaiser 112 h.p.* engine . . . with highest fuel-saving, performance-building compression ratio of any full-size, American-built car. Brilliant performance, gratifying economy! New dual-throat carburetion and dual-intake manifold add twelve extra horsepower in the Kaiser De Luxe engine, without increase in gasoline consumption.

*100 horsepower in Kaiser Special.

1949 KAISER

- 1 FRONT SWAY-ELIMINATOR BAR FOR HUGGING THE ROAD
- 2 EXTRA-LONG SOFT COIL FRONT SPRINGS FLATTEN BUMPS
- 3 NEW DUAL-THROAT CARBURETOR FOR GREATEST ENGINE EFFICIENCY
- 4 NEW DUAL-INTAKE MANIFOLDS FOR INCREASED HORSEPOWER
- 5 EFFICIENT OIL-BATH AIR CLEANER PROTECTS ENGINE
- 6 SUPER-CUSHION TIRES STANDARD EQUIPMENT FOR SAFETY, SMOOTHNESS
- 7 DOUBLE-CHANNEL BOX-TYPE FRAME FOR GREATEST STRENGTH AND RIGIDITY
- 8 BALL-TYPE MIDSHIP BEARING INSURES DURABILITY AND SMOOTH OPERATION
- 9 TWO-PIECE PROPELLER SHAFT ELIMINATES ANNOYING FLOOR HUMP
- 10 POSITIVE-ACTING FLOATING-SHOE BRAKE—EASIEST AND SAFEST CONTROL
- 11 CENTRIFUGE BRAKE DRUMS INSURE DURABILITY IN BRAKING SYSTEM
- 12 FORWARD 3-POINT ENGINE MOUNTING FOR BETTER WEIGHT DISTRIBUTION



CHASSIS AND ENGINE FEATURES

- 13 WEDGE-TYPE FAN BELT AND VIBRATION DAMPER FOR DURABILITY AND SMOOTHNESS
- 14 INVERTED "V" MOUNTING OF SHOCK ABSORBERS FOR GREATER STABILITY
- 15 REAR SPRING LEAF LINERS FOR SOFT RIDE, SQUEAKLESS ACTION
- 16 RUBBER-CORED SPRING BRACKETS AND SHACKLES ABSORB ROAD NOISE
- 17 HYPOID REAR AXLE ASSURES SILENT, DURABLE OPERATION
- 18 TWENTY-ONE GALLON GASOLINE TANK—FEWER STOPS REQUIRED
- 19 CLEAR-VISION STEERING WHEEL WITH HORN RING FOR SAFETY AND CONVENIENCE
- 20 EXTERNAL OIL FILTER LENGTHENS ENGINE LIFE
- 21 BALL-BEARING WATER PUMP IS PERMANENTLY LUBRICATED
- 22 AUTOMATIC CHOKE SAVES FUEL, FACILITATES COLD WEATHER STARTING



SERVICE — *WHEREVER YOU GO!*

Strategically located throughout America, more than four thousand Kaiser-Frazer dealerships stand ready to offer you factory-approved service and genuine Kaiser parts. Wherever the road leads, you'll never be far from Kaiser service experts whose mechanics have been trained in factory-approved methods of servicing your car. Good service at honest prices for you is good business for K-F dealers!

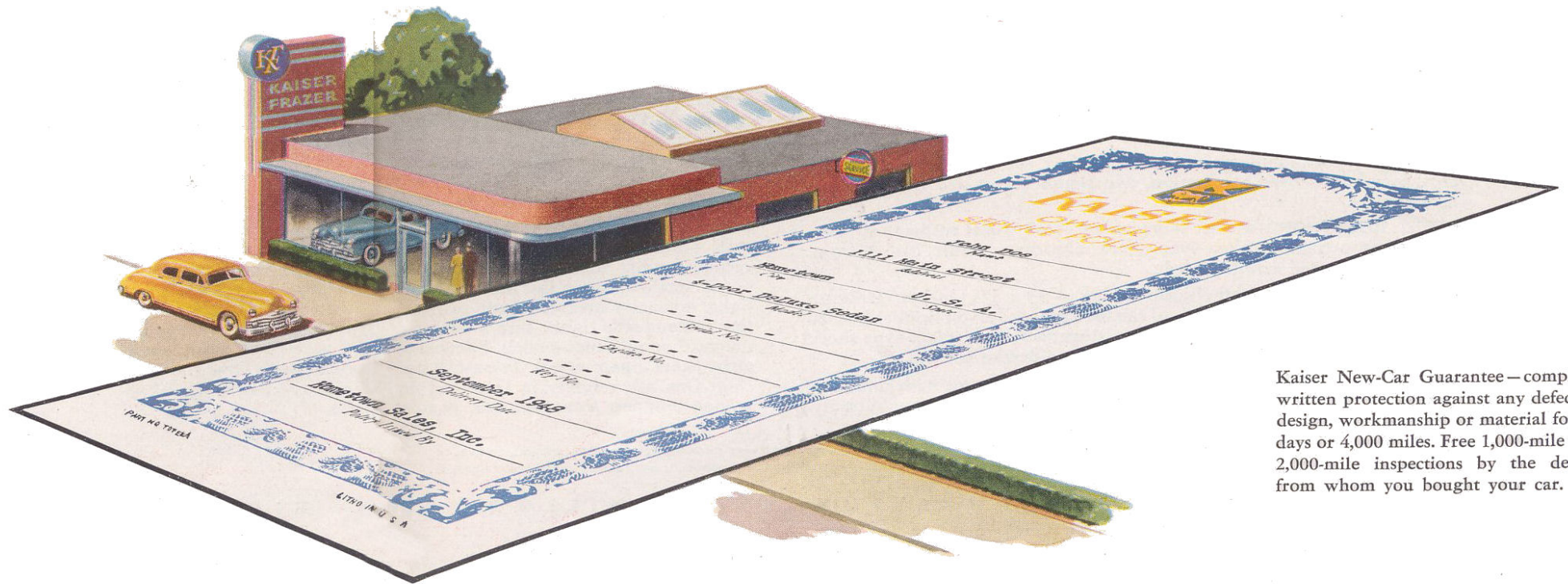


A SERVICE POLICY THAT REALLY MEANS SOMETHING

The spirit of the Kaiser-Frazer service organization is expressed in the words "Kaiser-Frazer Golden Rule Service." It means simply that Kaiser-Frazer dealers and their servicemen are pledged to treat you as they like to be treated by others when *they* are customers.

And these are not just words—they mean something. The Kaiser-Frazer service or-

ganization, like the parent company, is imbued from top to bottom with a desire to grow . . . to achieve an ever more dominant position in each local community as well as in the industry as a whole. Your good opinion is their greatest asset. Your own dealer and all Kaiser-Frazer dealers are determined to make every effort to win your respect—and to keep it.



Kaiser New-Car Guarantee—complete, written protection against any defect in design, workmanship or material for 90 days or 4,000 miles. Free 1,000-mile and 2,000-mile inspections by the dealer from whom you bought your car.

SPECIFICATIONS

ENGINE—L-head, six cylinders. Bore $3\frac{1}{16}$ inches, stroke $4\frac{3}{8}$ inches; displacement, 226.2 cubic inches; taxable horsepower 26.3; brake horsepower, Kaiser Special 100 @ 3600 R.P.M., all other Kaiser models 112 @ 3600. 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, $1\frac{1}{4}$ -inch carburetor, all other Kaiser models, downdraft, dual-throat, $1\frac{1}{4}$ -inch 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.

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— $53 \times 1\frac{3}{4}$ 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.

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. 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. 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.

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.

KAISER - FRAZER CORPORATION • • • WILLOW RUN, MICHIGAN

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