

ANDRÉ J. H. GEURVORST

KAISER-FRAZER AUTOMOBILLEN

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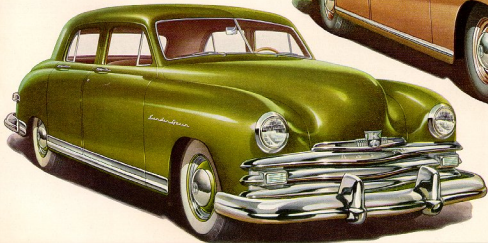
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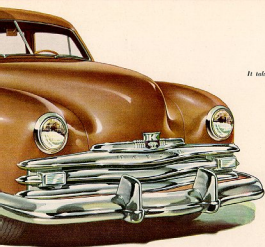
TEL. 28300-97008 (Rijpsig 98587)

the 1950 Kaiser



the 1950 KAISER special ▶





*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 condensed . . . 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.

Now, in a little over three years, nearly four hundred thousand value-wise American motorists have road-proved the handsome products of Willow Run in billions and billions of miles of entirely satisfactory travel in every corner and section of the country from East to West and from Canada to the Gulf.

Proved, approved, improved—the Kaiser for 1950 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 and '49 is further ahead than ever! For '50, America's most-copied cars again lead the way!

◀ **the 1950 KAISER de luxe**

over five feet two inches wide—no match comfort space at your disposal at home.



Over-size taillights are set at maximum width for utmost driving safety . . . protected by stanch, wrap-around, wrap-around bumpers.



Over 3,000 Kaiser-Frazer dealers to serve you wherever you go . . . equipped with genuine factory parts and staffed by service experts trained under factory supervision.

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



## TWO STUNNING KAISER

From stem to stern the *Kaisers for 1950* . . . the handsome Kaiser Special and the distinctive Kaiser Deluxe—reveal sparkling luxury in gorgeous color and the tasteful use of glimmering chrome. Wrap-around bumpers and massive guards blend pleasingly with the gleaming horizontal grille, while the lower panels of the body are defined with distinctive moldings of stainless steel.

Interiors bespeak the ultimate in attractive functional design characterized by all-direction roominess and exceedingly wide vision. Body colors are distinctively different, and a wide selection of extraordinary and exclusive fabrics is offered for interior decoration.

Even more headroom has been designed into the 1950 Kaiser by an improved method of tailoring the handsome headlining of all models. And, to enhance the luxury of Kaiser travel, insulation now seals the body more effectively against the possibility of dust.

Two *Thunderbolt* engines with 7.3 to 1 compression ratio are offered . . . a masterful

**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 concealed, inconspicuous.*

*You'll go farther... and take more with you... if you drive a 1950 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 stability — plenty of room for seven or more large pieces of luggage.*

## ER LINES FOR 1950

112-horsepower power plant in the Kaiser DeLuxe and a 100-horsepower record breaker for performance and economy in the Kaiser Special.

The Kaiser's famed riding comfort, product of unique engineering, resilient springing and soft, low-pressure tires, is improved through redesigning of the shock absorbers. Equally famous Kaiser Truline steering makes driving even easier and more restful through a new bearing engineered into the steering column.

Soft-pedal, sure-stop brakes and fortress-like, all-steel welded bodies are among many other modern engineering features 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 1950 Kaiser with complete confidence because its engineering has been expertly, conscientiously**

