



HOWARD L. APPELEGATE

AUG 27 1947

THE 1947
KAISER SPECIAL

Presenting

THE KAISER
SPECIAL

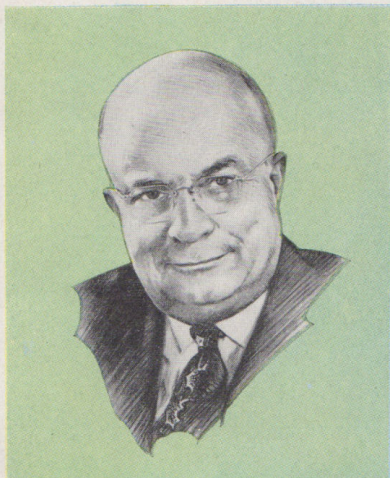


ADVANCED ENGINEERING • MODERN STYLING • QUALITY CONSTRUCTION

WILLOW RUN



"There is No End to What Can Be Done"



There is not room on these pages to record all that has made possible this announcement of the Kaiser car. If there were, you would read of hopes born long ago which have now begun to be fulfilled. You would read of laboratories, work-shops, experiments, and drafting boards, where dreams have been translated into realities.

You would read about twelve different cars which were actually built and road-tested, about the long and painstaking search for detail in design which would make for beauty and at the same time enhance safety and comfort. Finally, and most important of all, you would read of engineers, designers, draftsmen, artisans and a clerical staff, all of whom worked—often around the clock—with unflinching enthusiasm and devotion.

Many years ago we set a goal toward which we have never ceased to strive. It is to build that which will grow forever toward perfection. Time and circumstance have taken us into many fields of endeavor—construction, building materials, ships, steel, light metals, and many allied interests. But none has offered a greater challenge than the automobile.

In the light of experience, this first Kaiser car cannot be called a beginning. It is, rather, an advanced step toward a goal. Every year there will be many steps forward, for there is no end to what can be done with ideas and materials. Whenever and as often as there is promise of improvement, we will be in the van.

It is deeply gratifying to have these cars bear our name. We are satisfied that dealers and owners alike will enjoy them and will join with us in our purpose to build each day with all of the resources of science and invention, the best in transportation for the greatest number.

Handwritten signature of Henry J. Kaiser in cursive script.

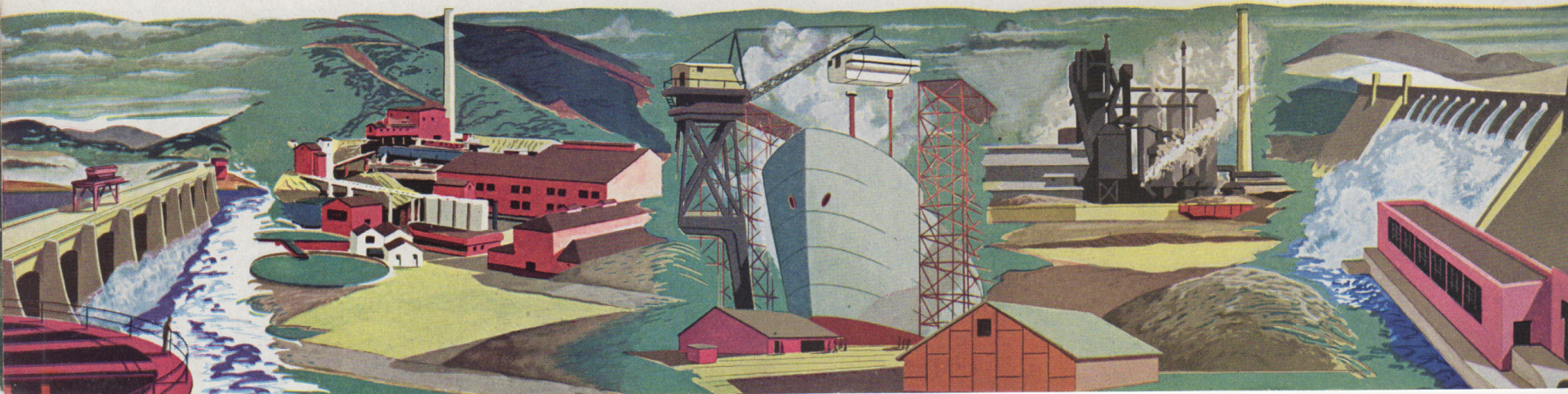
Willow Run, July, 1946

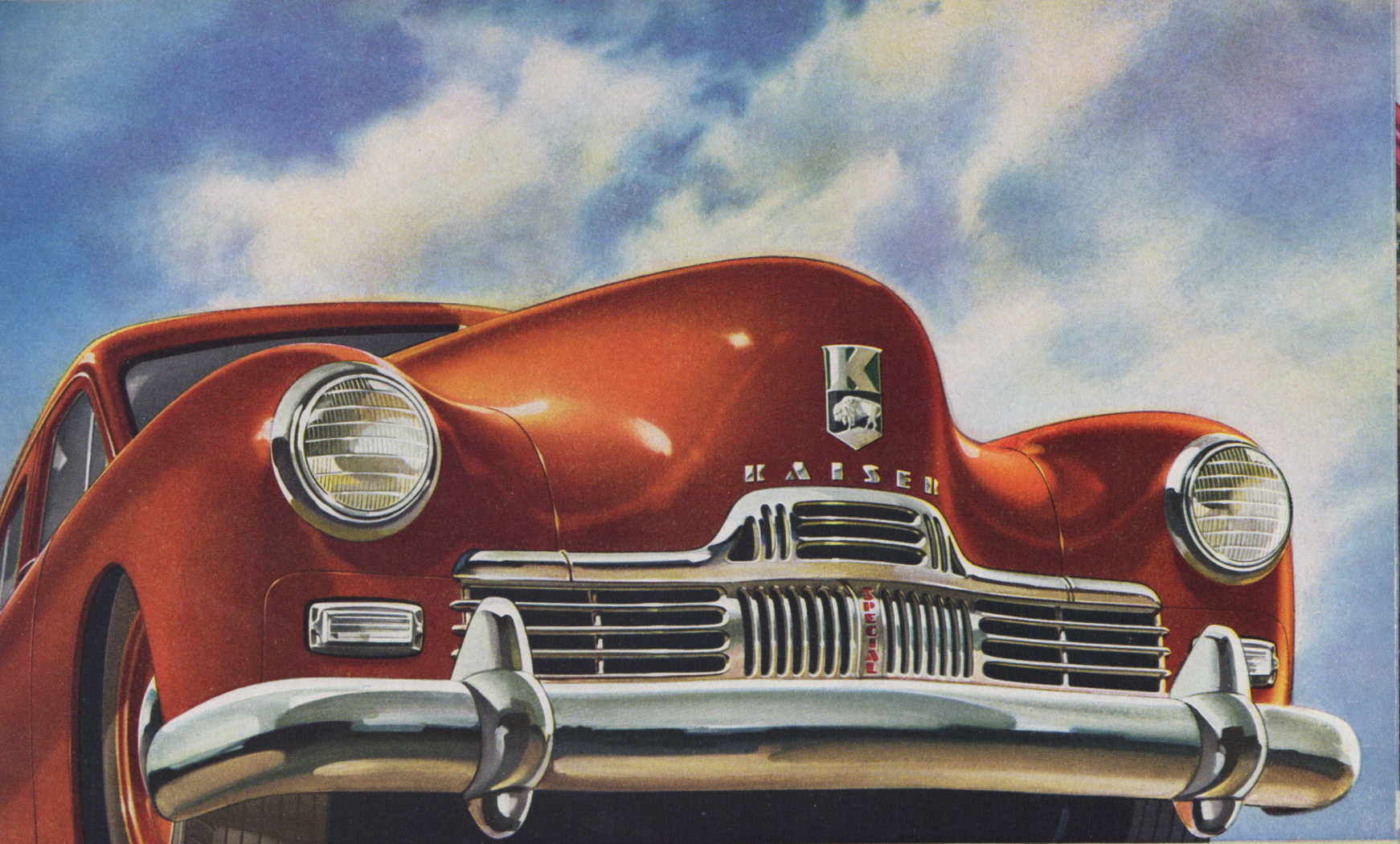
A Tradition of Accomplishment

In a little more than thirty years, Henry J. Kaiser has built a number of enduring business organizations each of which represents a venture in a new and enlightened industrialism. From a modest beginning in small-scale paving contracts, he came to leadership in the construction industry, successfully completing contracts involving hundreds of millions. A two-hundred-mile highway in Cuba; levees on the Mississippi; pipe-lines in the Southwest; Boulder, Bonneville, Parker, Grand Coulee and Shasta dams; harbors, bridges, and shipyards—all reflect the impact of his vision, courage, and vitality.

Distinguished war records in building 1490 ships, a steel mill, magnesium plants, shells, fuzes, aircraft, and aircraft parts, attest his devotion to the cause of freedom. Steel, aluminum, magnesium, chemicals, aircraft, automobiles, housing, and engineering services are among his many contributions to peace and to America's future. Complementing his personal efforts for the Nation's industrial progress, is the superb loyalty and devotion of an executive staff and of a vast army of workers who have given, and who continue to give, substance to his hopes.

The owners of Kaiser cars have purchased more than an automobile. By their support they have contributed to a great new venture in business organization—one which is backed by the experience outlined above; one which has called forth a world-wide enthusiasm and confidence; and one which is devoted to the cooperative interests of workers, stockholders, management, and car-owners. All are part of an enterprise which is destined to endure and to progress.





*T*HE KAISER SPECIAL chassis was designed against a background of wartime engineering. Its body was styled by a famous custom designer, unhampered by prewar dies or tools. The result is a forecast of the future—a preview of the trend of the industry—in new, functional beauty, in interior spaciousness, in riding comfort, in safety, and in flashing per-

formance. The Kaiser has blazed a new trail in both engineering and design. Distinctively modern but without radical departure from proven airflow principles, it combines a new weight distribution, unexcelled visibility for the driver, and the widest seats of any volume-production car, with a slender exterior which emphasizes a new and refreshing simplicity of line.

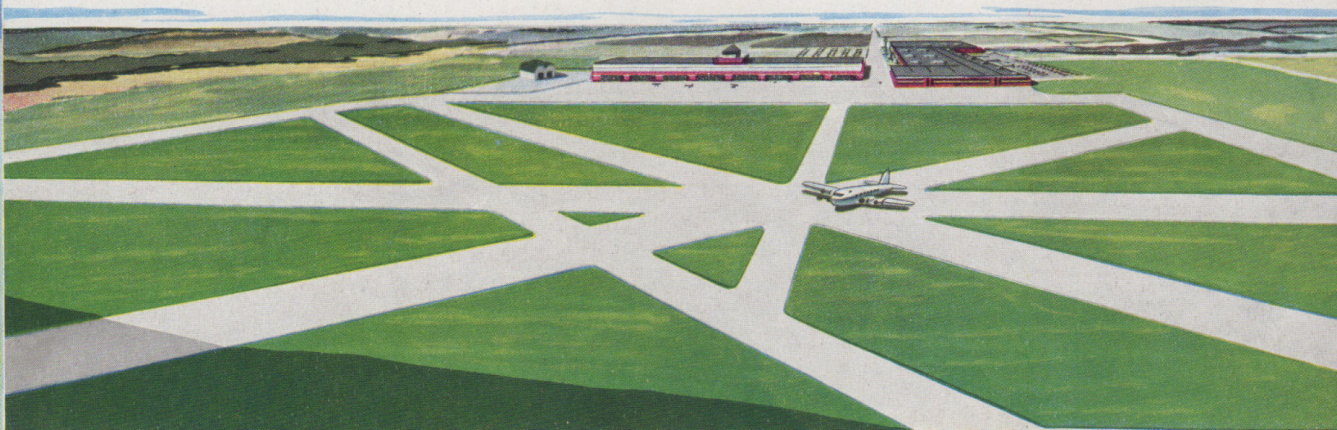
Some facts about WILLOW RUN

One day in 1940, Army engineers began the survey of eighteen hundred acres of flat farm land, thirty miles west of Detroit, which was being quietly acquired by the United States Government. Eighteen months later—not long after Pearl Harbor had proved its necessity—the Willow Run plant was opened. It was dedicated to the mass production of B-24 bombers for the Army Air Forces. One of the largest industrial plants in the world, it had more than 80 acres under a single roof. Its main building was over 3,000 feet long. Here the automotive technique of line production was applied to giant aircraft—finally reaching a peak of sixteen \$250,000 war planes a day—one every working hour!

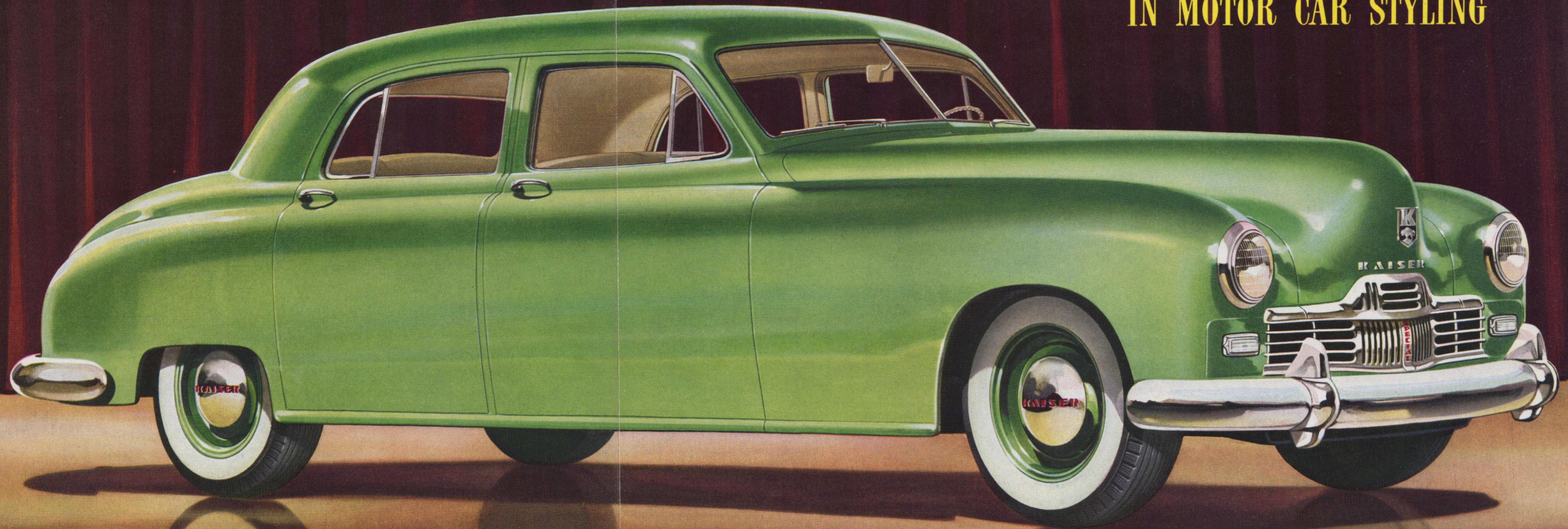
Willow Run did all that the AAF asked of it. It contributed to the victory of American arms in every theater of war. But after V-J day, it echoed emptily to the footsteps of a handful of guards—just another war plant that had done its job—expendable as a battleship—too vast for most peacetime enterprises!

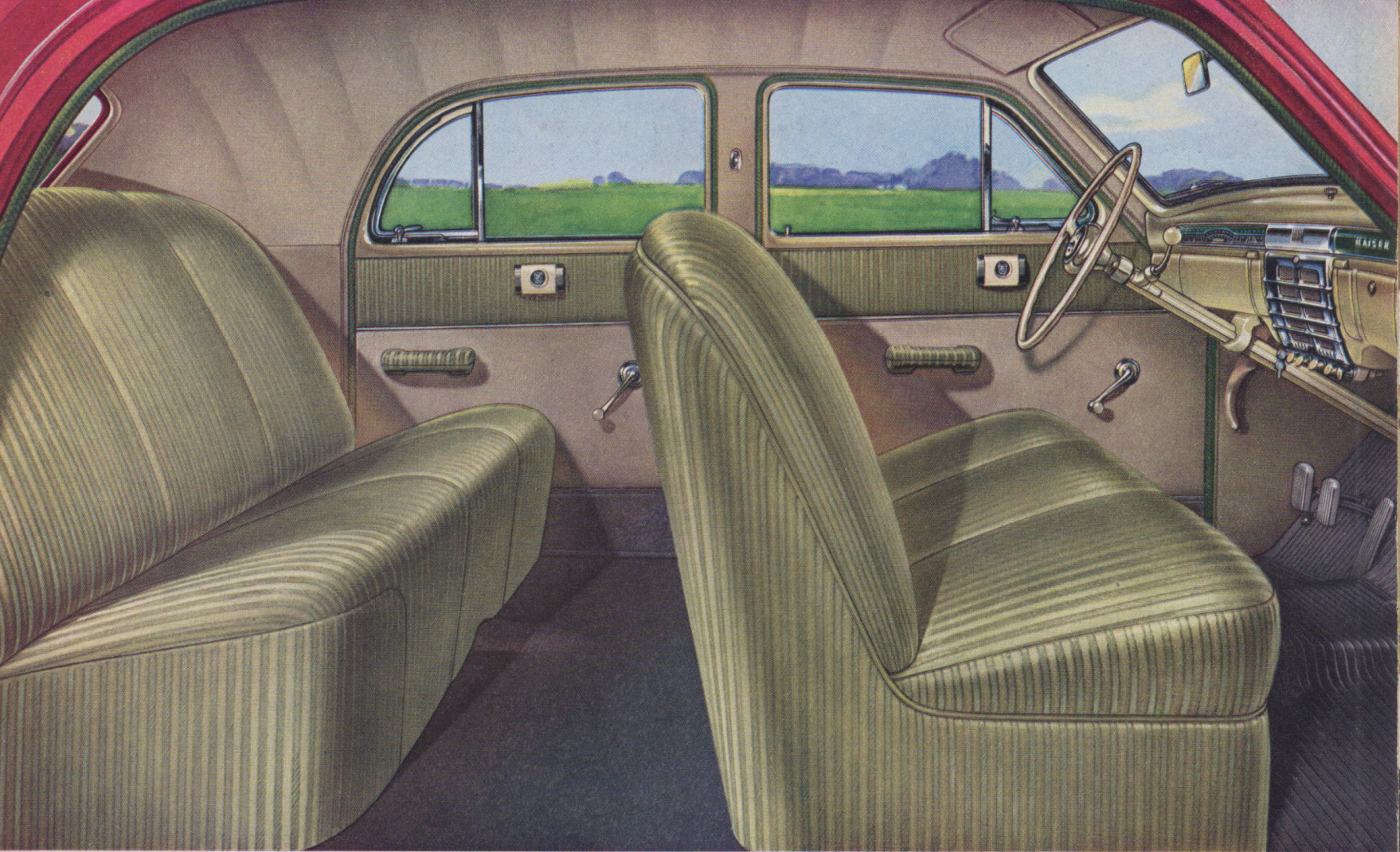
But Willow Run was not deserted for long. The month the war ended, it was leased from the Government for conversion to motor car manufacture. In less than nine months, it was cleared of every vestige of war production, fully equipped with entirely new machinery, and Kaiser cars were in production!

THE TREND
STYLING



ESTABLISHING THE TREND
IN MOTOR CAR STYLING





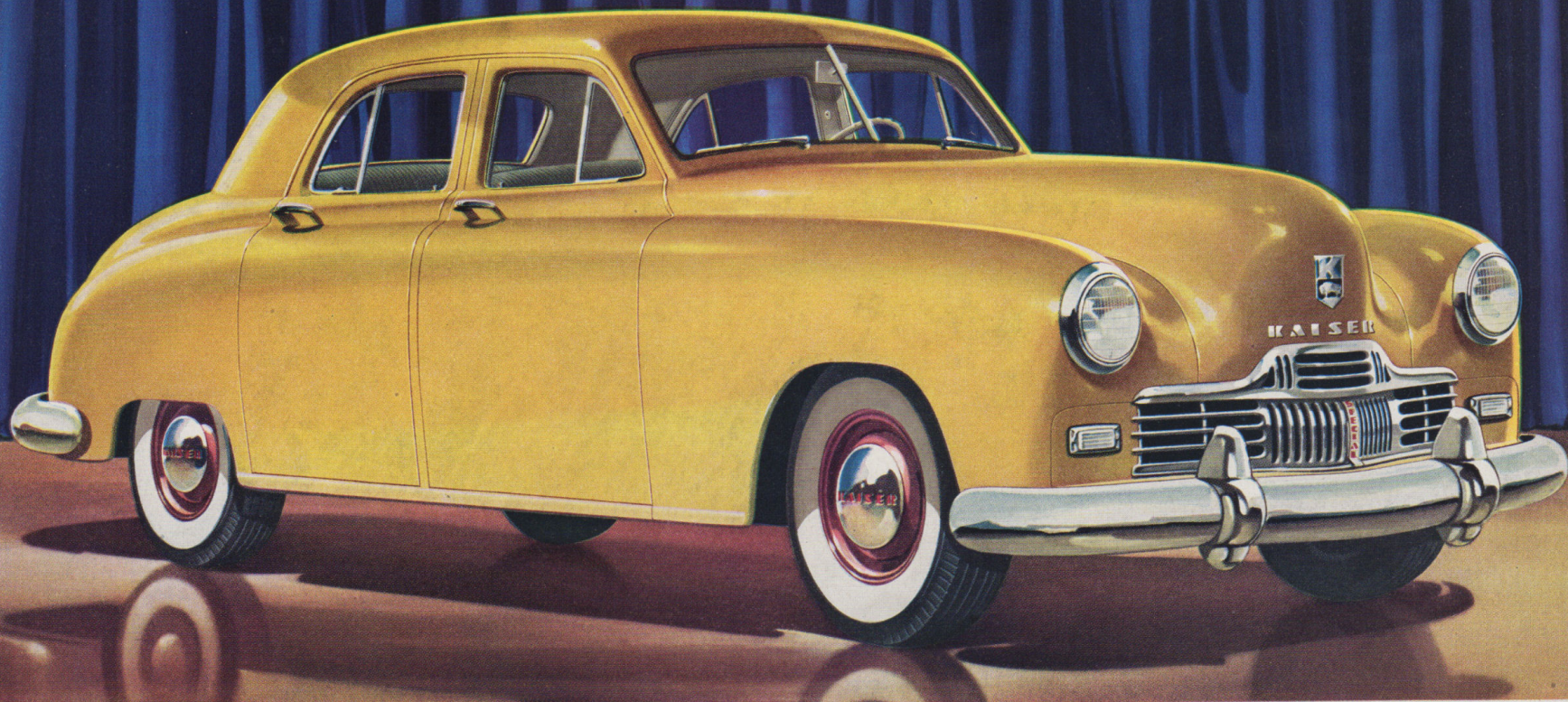
UNUSUAL ROOMINESS, as well as the beauty of upholstery and appointments, impress you when the doors of the 1947 Kaiser Special are opened. The divan-like seats are exceptionally wide, 62 inches—more than five feet—from door to door,

both front and rear. Each provides abundant room for three passengers of above average size, and is designed to give scientifically planned support for complete relaxation. Upholstery and trim materials are of a design and quality that combine

modern beauty with the assurance of long service. The arm rests, matching the upholstery, also serve as door pulls. Note the push button door latches which cannot be operated accidentally. The doors are locked from inside by individual plungers.

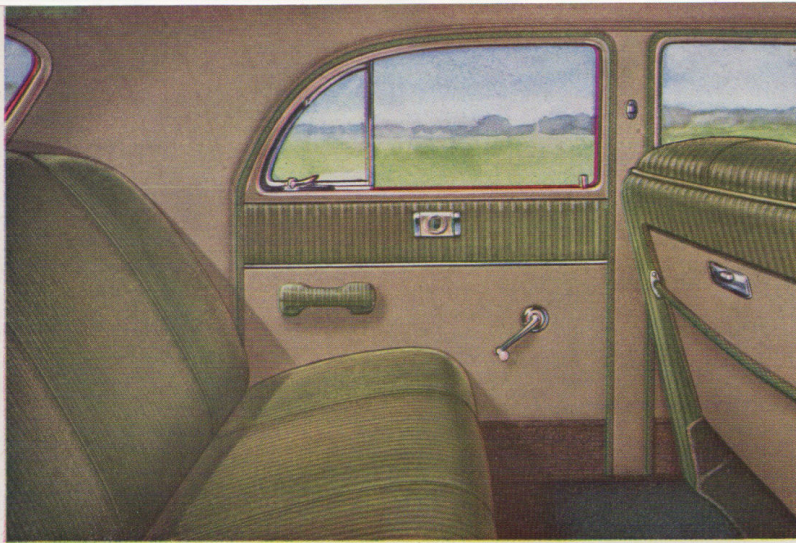
Custom-Car Beauty

The 1947 Kaiser Special was styled by Howard Darrin, famous creator of smart custom bodies. There are sound functional reasons for these truly modern lines which, flowing in unbroken grace from headlamps to rear deck, give the Kaiser Special a surprisingly slender appearance despite the unusual roominess of its interior. The entire width of the car is inside! Seven colors are available.

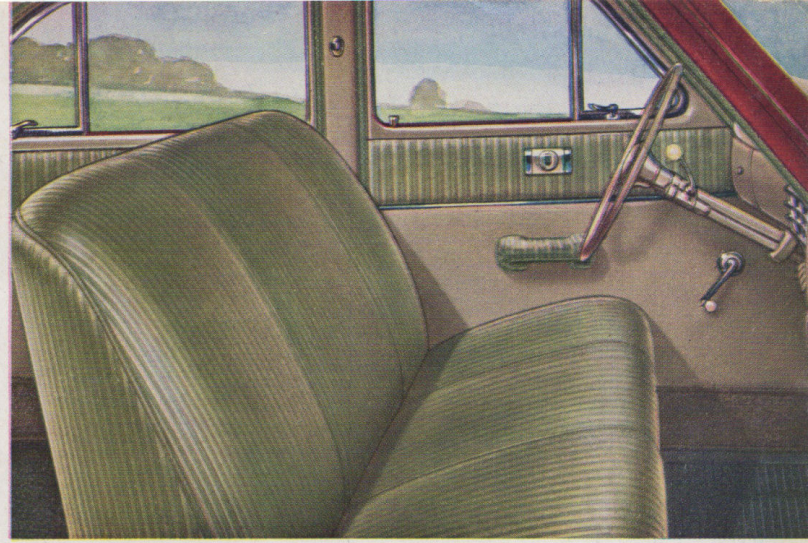


YOU WILL FIND the Kaiser Special quite different from cars designed before the war. Its distinctive beauty wins your admiration at first glance. But there are unseen differences, too, that you can only learn from ownership. This 1947 automobile *had to be* all new. There were no old dies and tools, no precedents—no hampering traditions even. The car was developed as the best possible expression of war-

time advances in engineering, design, and manufacturing technique. The result is everything you have hoped to enjoy in a postwar automobile—modern beauty, interior roominess, a new weight distribution that means remarkable riding comfort, and a horsepower-to-weight ratio that results in amazing performance with real fuel economy. Yes, you will find the 1947 Kaiser Special a very *different* motor car!

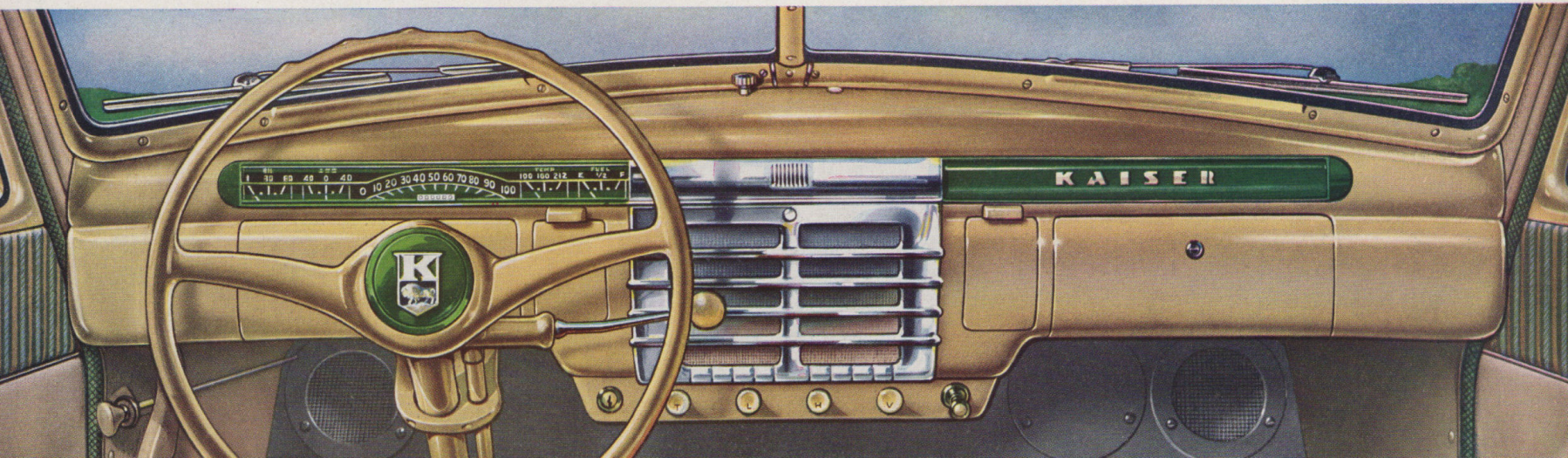


Despite the forward position of the rear seat, there is plenty of leg room in the rear compartment of the Kaiser Special. The floor, as well as the seat, is lower but, due to chassis design, there is no uncomfortable drive-shaft tunnel under passenger's feet.

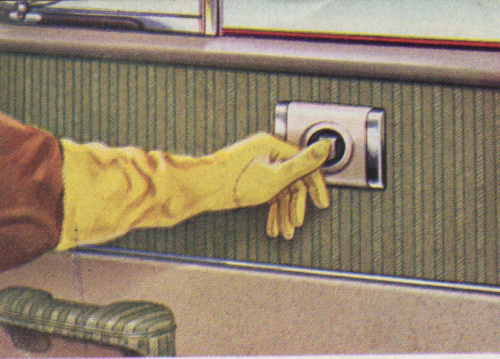


Kaiser Special upholstery harmonizes with the interior trim and the color of the modern instrument panel, which dominates the front compartment. The front seat may be easily moved, and locked in any desired position.

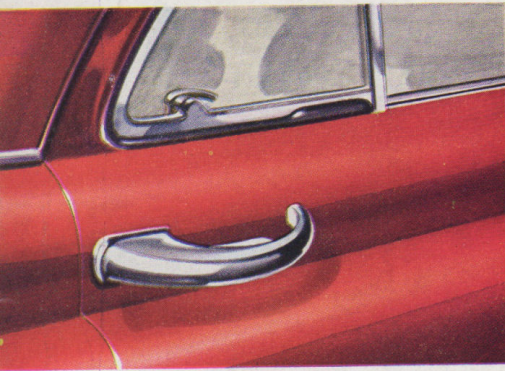
*T*HE INSTRUMENT PANEL of the Kaiser Special is gracefully curved to increase the roominess of the front compartment while adding to the beauty of the car's interior. The horizontal speedometer is directly in front of the driver. Standard gauges are grouped at the ends of the speedometer. The radio speaker is in the center, above control buttons. At the right is a roomy glove compartment. The smartly designed steering wheel is set at a comfortable angle below the line of vision. Note the exceptional width of the windshield, which increases side visibility.



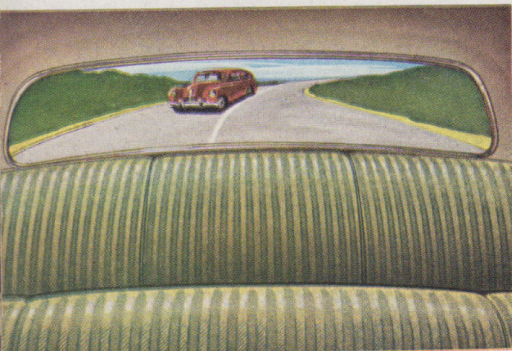
Design that is a Year Ahead



To release the door latch of the new Kaiser Special, you simply press the safety button in an attractive chrome-trimmed plastic panel.



Only a slight squeeze on the "trigger" control of each outside door handle suffices to release the lock. The handle does not turn.



The exceptional width of the curved rear window—45 $\frac{3}{8}$ inches—largely eliminates the usual "blind spot"—and means safer driving.

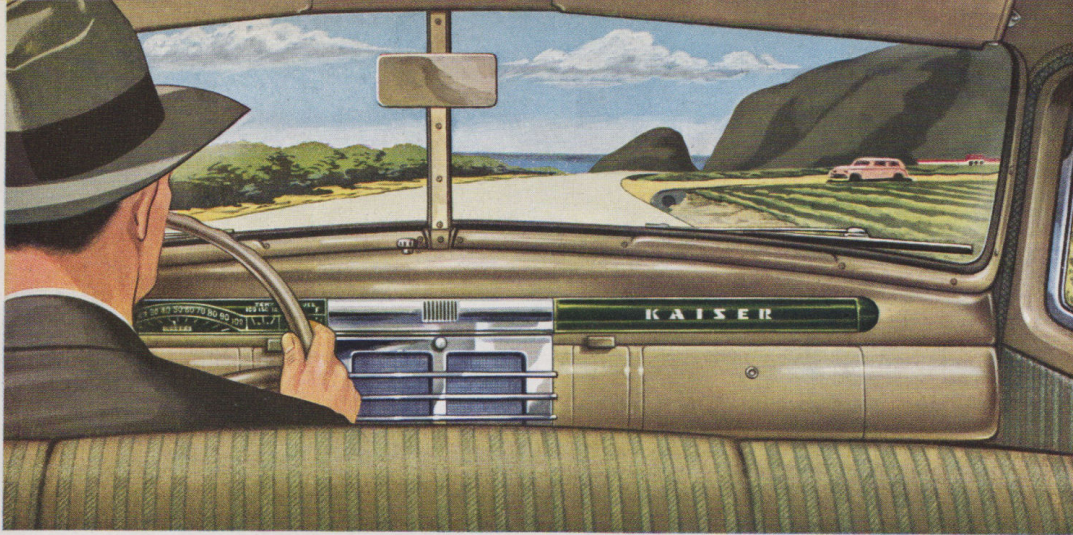


The beauty of the Kaiser Special is achieved by lines that give the car an unusually slender and low appearance. Yet within, there is ample headroom—even when ladies wear their tallest hats.

The rear seat of the Kaiser Special, like the front seat, is more than five feet from door to door. Such unusual width is made possible by moving the rear seat an exceptional distance forward of the rear wheels and the wheel housings. This unique design also provides a new weight distribution—lets rear-seat passengers ride *between* the axles in the same relaxed comfort enjoyed by those in front. Floor and seats have been lowered without loss of leg room. The Kaiser Special provides luxurious transportation for *all six* passengers.

But exceptional roominess is only one of the many important features of the new Kaiser Special. Remarkable visibility—ahead, to the side, and to the rear—means greater safety and driving pleasure. It is the result of the narrow windshield corner posts and the unusual width of the curved rear window. Moving the windshield posts much further back than in most cars, also increases side vision.





An exceptionally wide windshield increases the driver's side vision as well as providing a better view of the road ahead. Forward vision is also improved by the design of the hood which permits the driver to see the road close to the car. There is no hood ornament.

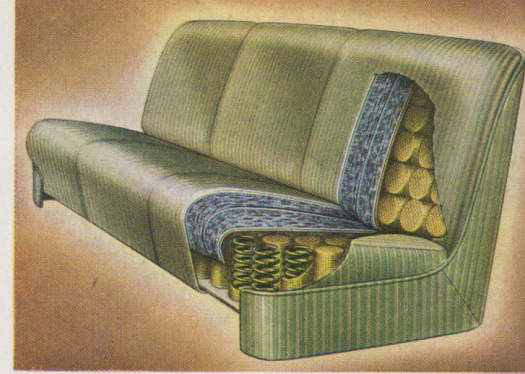
Safety is further increased by an exceptionally low center of gravity—the result of lowered floor and seats, and the use of 15-inch wheels. The Kaiser Special *bugs the road*—even on flat curves.

Fresh air is important to both comfort and safety. So, in addition to the conventional window ventilators, in the Kaiser Special a positive fresh air intake is built into the body. No water

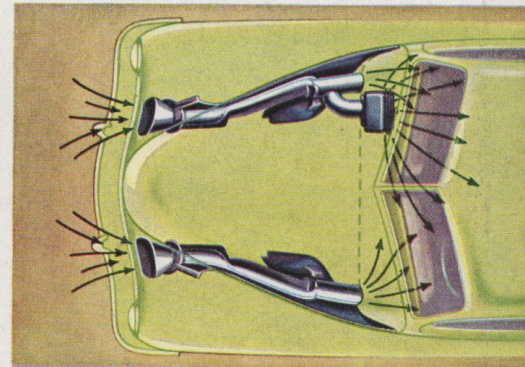
can enter. The driver regulates the volume of incoming air, which he can direct through the heater in cold weather. The slight air pressure set up inside the body keeps out drafts and dust.

These new refinements, and the many others illustrated on this and the following pages, all are the result of truly postwar engineering and design—both a full year ahead!

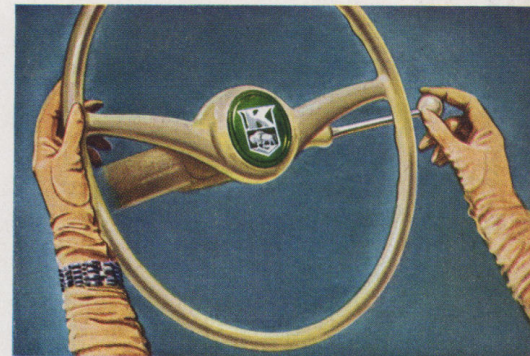
Moving the rear seat forward of the wheels provides an unusual amount of room for luggage under the curving rear deck—approximately 27 cubic feet. Take all the baggage you want, when you travel in the Kaiser Special—there is plenty of space for seven large bags in addition to the spare wheel and tire.



Comfort and durability are built into the Kaiser Special seat cushions. Coil springs are topped with soft padding, under upholstery.

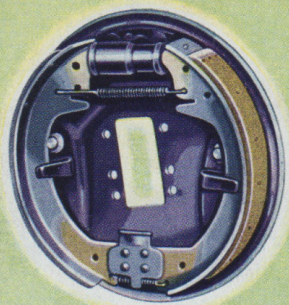


The Kaiser Special is equipped with built-in fresh-air ducts which outmode the old-fashioned cowl ventilator. Water can't enter!

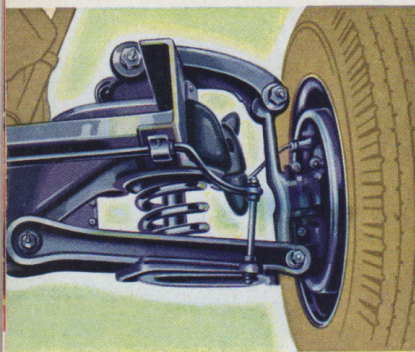


The modern steering wheel of the Kaiser Special has no vertical spoke to impede the driver's view of the speedometer and gauges.

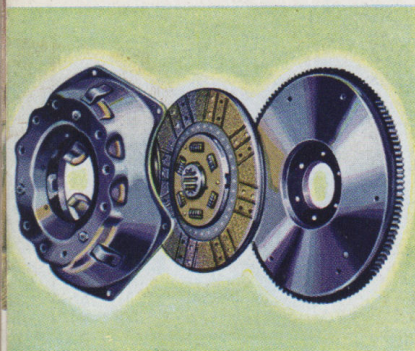
FOUNDATION FOR PERFORMANCE



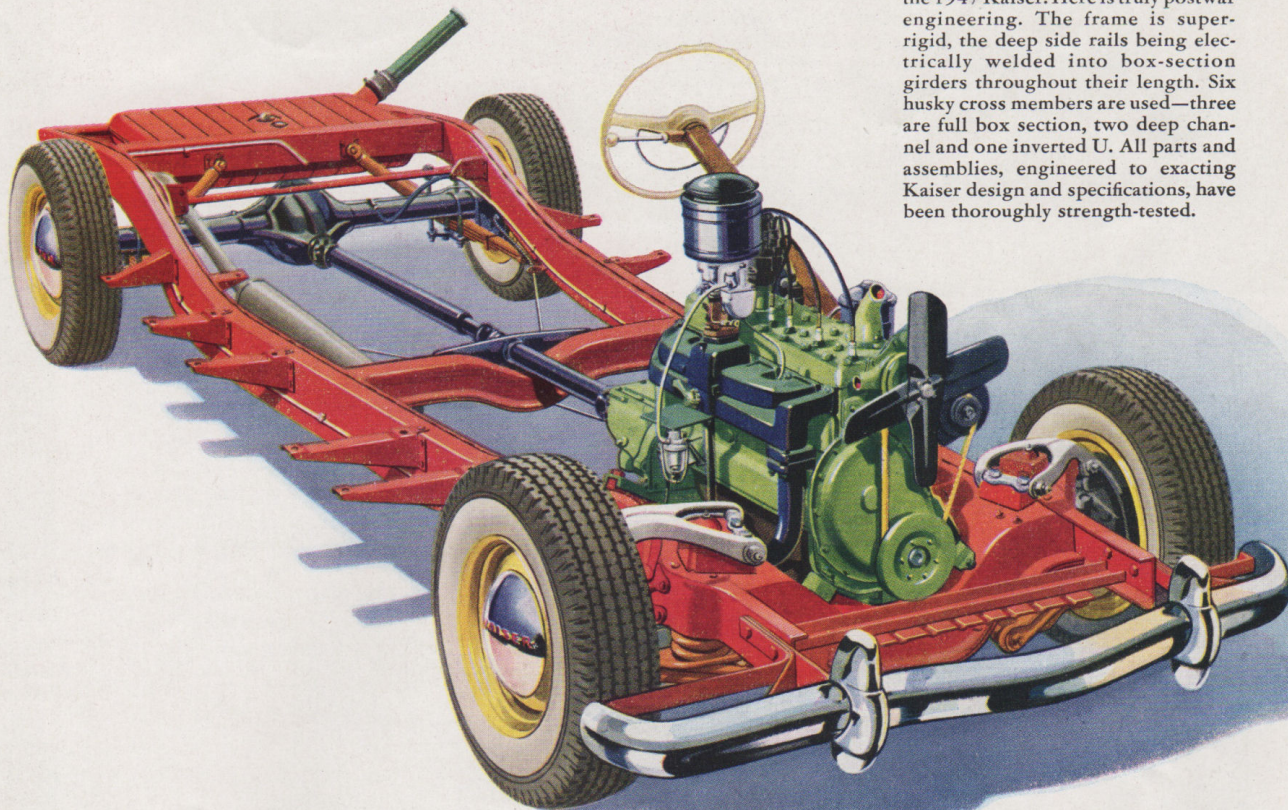
Smooth, positive braking control is provided by large, hydraulic, self-energizing brakes on all four wheels. The hand, parking brake is mechanical.



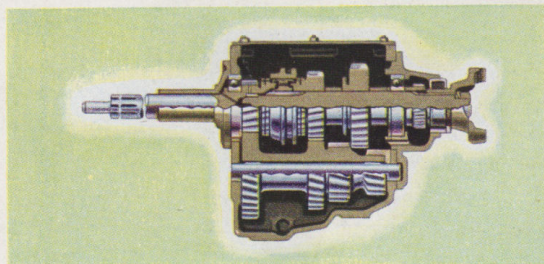
Large diameter, direct-acting shock absorbers, similar in type to those used in airplane landing gear, are located inside the front coil springs.



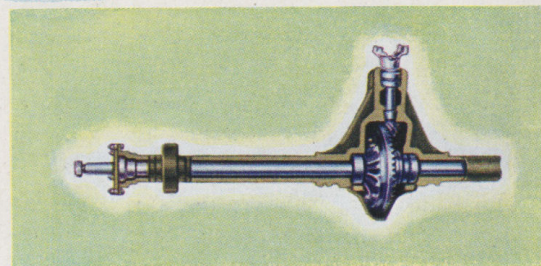
Clutch action is smooth and positive. Mechanism is a 9 1/4-inch-diameter plate and a sealed ball release bearing.



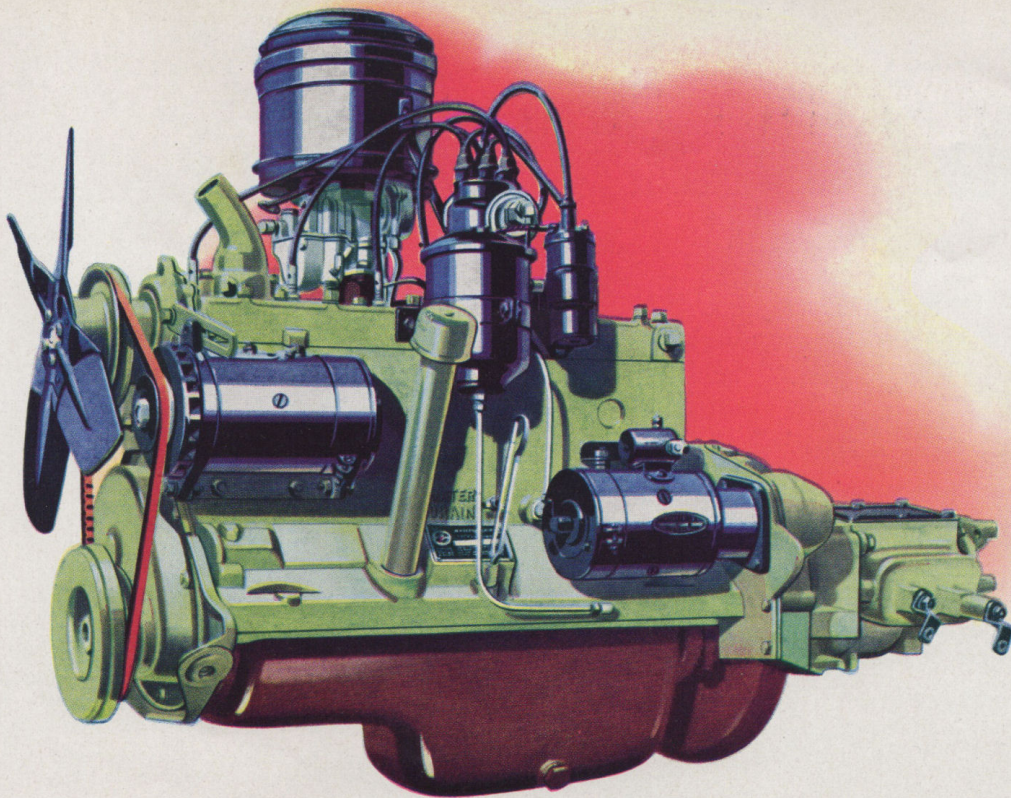
This sturdy chassis is the backbone of the 1947 Kaiser. Here is truly postwar engineering. The frame is super-rigid, the deep side rails being electrically welded into box-section girders throughout their length. Six husky cross members are used—three are full box section, two deep channel and one inverted U. All parts and assemblies, engineered to exacting Kaiser design and specifications, have been thoroughly strength-tested.



Smooth, effortless gear shifting is assured by the design of the new Kaiser transmission. Helically-cut gears and synchronous meshing in second and third, prevent clashing.

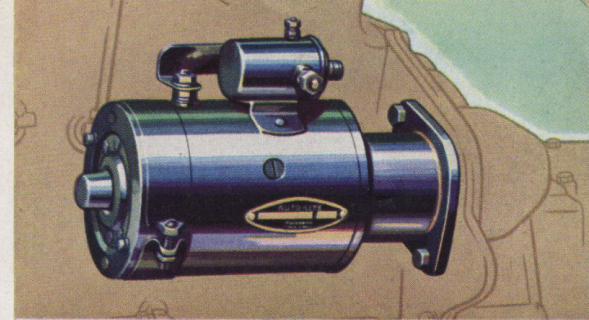


A flat rear compartment floor is possible because of the hypoid rear axle. This design also means quiet operation and long life. A sixty-inch rear wheel tread gives steadiness.

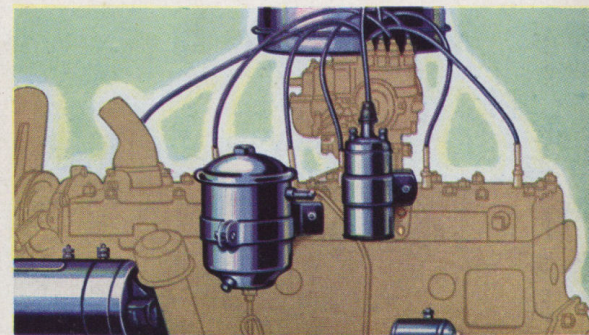


A 1947 POWER PLANT!

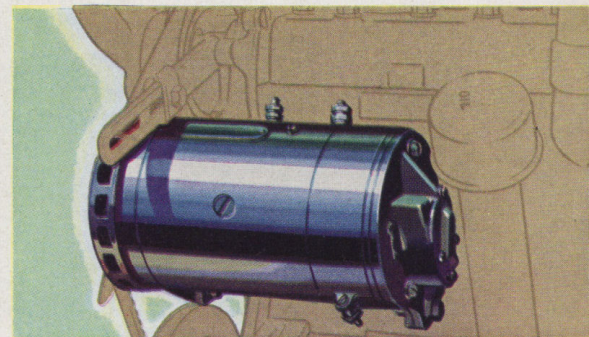
Whether flashing nimbly through city traffic or gliding swiftly along the open road, the new Kaiser responds eagerly to the throttle, delivers a brilliant performance—a new measure of motoring enjoyment. The reason lies in low weight per horsepower—and the big, 100 hp. L-head engine purring quietly beneath the smoothly moulded hood. Engineered to Kaiser specifications, and backed by years of engine-building experience, this ultra-modern power plant combines all that is new in war-tested engine design and engineering principles proved in the service of thousands of motorists. It is equipped with long-tested units and assemblies of latest design. Generator, carburetor, air cleaner, starting motor—all reflect the engineering advances of the war years. Abundant and dependable power is not the only important feature of the Kaiser engine. It was designed for accessibility and ease and economy of service, also.



This big starter motor develops plenty of power to assure a lively turning of the engine and a quick start no matter how cold the weather. It is built to Kaiser specifications.



The oil-bath air-cleaner, the distributor, the ignition coil and the oil filter are all built to Kaiser specifications, represent the last word in truly efficient modern design.

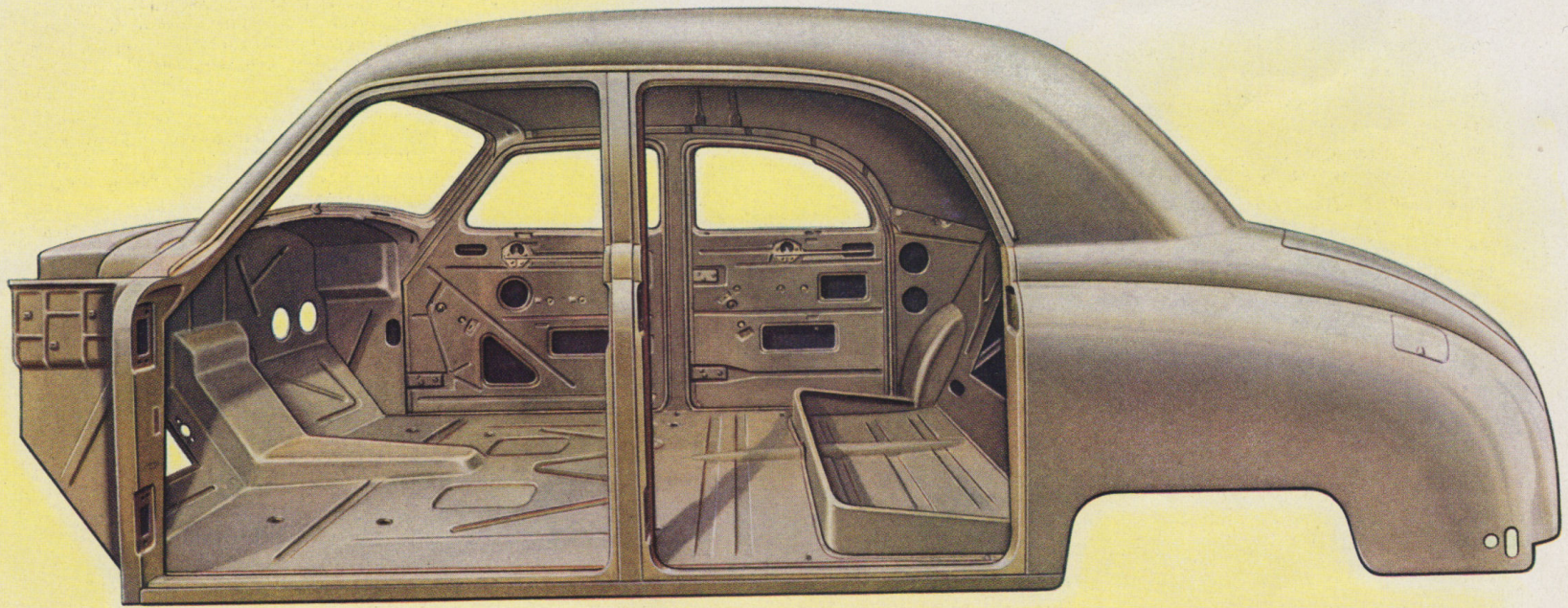


The big generator, driven by the fan belt, is air-cooled for greater charging capacity and produces ample current for sure starting and all electrical accessories you may add.

Sturdy Steel Bodies - BY KAISER

You may relax securely in the Kaiser, knowing that you ride enclosed by protecting walls of steel. Reinforced at every point of stress, braced against every strain, welded into one sturdy unit, this body affords the maximum in strength, in safety and in long life. Pillar posts are of box construction to provide a rigid support for the wide steel doors. The cowl and rear of the body have special brac-

ings of steel to prevent weaving on even the roughest roads. Every metal part in the Kaiser body is protected from rust by bonderizing. In case of a bump or scratch, moisture cannot seep between paint and steel and cause corrosion. Insulation against the entry of heat and cold, road noise and drumming is effected by the use of many different insulating materials scientifically applied.



Specifications

ENGINE—L-head, six cylinders. Bore $3\frac{5}{16}$ inches, stroke $4\frac{3}{8}$ inches; displacement, 226 cubic inches; taxable horsepower 26.3; brake horsepower 100 @ 3600 r.p.m. Aluminum alloy, split-skirt, 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, four-point engine mountings. Vibration damper. Oil filter.

FUEL SYSTEM—Downdraft, $1\frac{1}{4}$ " carburetor; automatic choke; automatic heat control; heavy-duty, oil-bath air cleaner; mechanical fuel pump with strainer attached; electric gasoline gauge; 21-gallon gasoline tank.

COOLING SYSTEM—Thermostatic temperature control; sealed cooling system; pressure-sealed filler cap; cellular-type radiator core; system capacity, 15 quarts; 4-blade fan; cylinders completely surrounded by water; full-length water jackets.

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 counter-shaft mounted on anti-friction bearings; steering column gearshift lever.

FRAME—Rigid box section side girders; six cross members—three box-section, two channel and one inverted U cross member.

FRONT SUSPENSION—Independent front wheel suspension. Two-way, direct-acting, airplane-type shock absorbers inside the coil springs. Stabilizer bar.

REAR SUSPENSION—Semi-elliptic springs— $53 \times 1\frac{3}{4}$ inches. Rubber inserts under the ends of the leaves. Rubber bearing spring brackets and shackles. Two-way, direct-acting, airplane-type shock absorbers. Stabilizer bar.

ELECTRICAL SYSTEM—Shunt-wound, air-cooled generator with automatic voltage and current control; 15-plate battery, 105 amp. hour capacity. Vacuum advance on distributor. Sealed-Beam headlights.

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

BRAKES—Self-centering, floating-shoe type. Hydraulic service brakes on all four wheels. Mechanical handbrake operating rear-wheel brake shoes. Alloy-iron cast brake drums.

STEERING SYSTEM—Worm-and-sector-type gear, worm mounted on two tapered roller bearings, sector mounted on needle roller bearing. 22-foot turning radius.

WHEELS AND TIRES—Wide-rim disc wheels with individual tire chain slots. Tires, 6.50 x 15, 4-ply cord.

WHEELBASE— $123\frac{1}{2}$ inches.

OVER-ALL LENGTH—203 inches.

BODY—All steel construction. Special insulation against heat, cold and noise. Safety glass throughout. Trigger-action outside door handles, push-button inside door controls. Trigger trunk handle; spring-balanced trunk lid. Front and rear seat arm rests also serve as door pulls. Large trunk, approximately 27 cubic feet of usable space. Seven exterior colors.

INSTRUMENT PANEL—Modern, concave, instrument panel in metallic enamel to blend with color tone of the upholstery; plastic and chrome trim; indirect lighting. Oil gauge, ammeter, gasoline gauge and engine temperature gauge. Provision for mounting radio speaker and push button station selector. Speedometer and mileage recorder. Glove compartment.

STANDARD EQUIPMENT—Bumper jack and tool equipment. Dual horns. Two sun visors. Dual, vacuum-operated windshield wipers. Rear-view mirror. Automatically and hand-operated dome light. Two combination tail and stop lights. Solenoid-operated starter switch on instrument panel. Spare wheel. Two-spoke steering wheel with crest and horn ring. Three ash receivers. Bumpers, curved to protect sides of fenders.

KAISER *Service Available Everywhere*



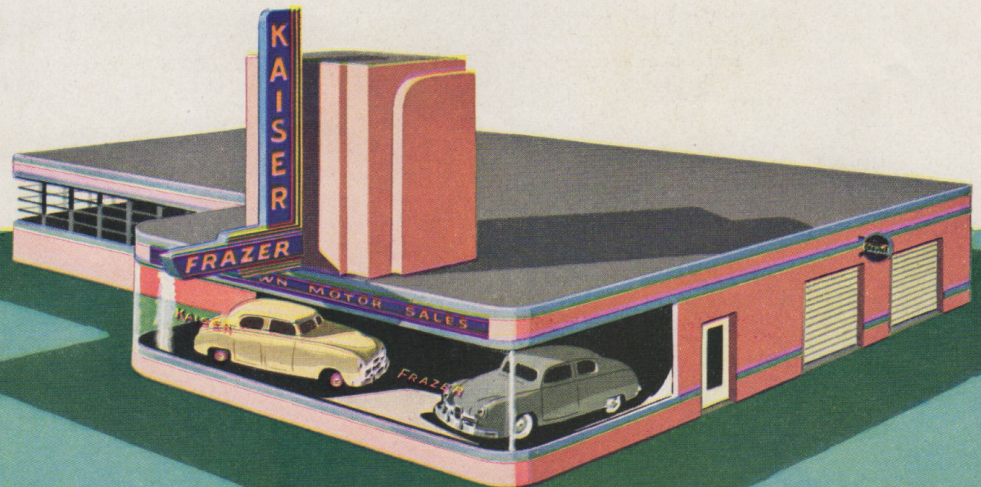
More than 4,400 Kaiser dealers are ready now to serve you. Wherever you are, you will find the Approved Service sign as pictured on this page. The experienced merchants who display this sign were selected from over 40,000 who applied for the Kaiser franchise. Each was required to meet the factory's high standards in service facilities and equipment, in experienced personnel and in convenience of location in his community. Each has a stock of factory-built service parts.

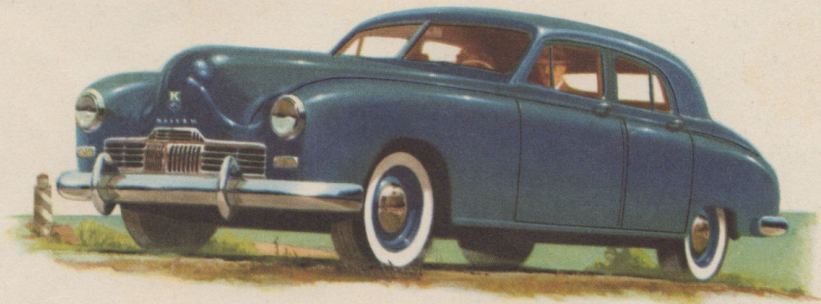
To assure a uniformly high quality of service for Kaiser owners everywhere, the Service Department at Willow Run operates a continuous school where dealers' mechanics are given expert training in the maintenance of every part and accessory.

So, as a Kaiser owner, you can start *for anywhere from anywhere* with confidence that you will never be far from helpful, expert, friendly facilities, operated by organizations ready and anxious to see that you get continuous, high-quality performance from your Kaiser Special automobile—and at a minimum of expense.



Kaiser dealers combined have invested a total of over \$200,000,000 in their independent businesses as motor car merchants. Large sums were required to provide modern and efficient service facilities.





KAISER-FRAZER CORPORATION • WILLOW RUN, MICHIGAN

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