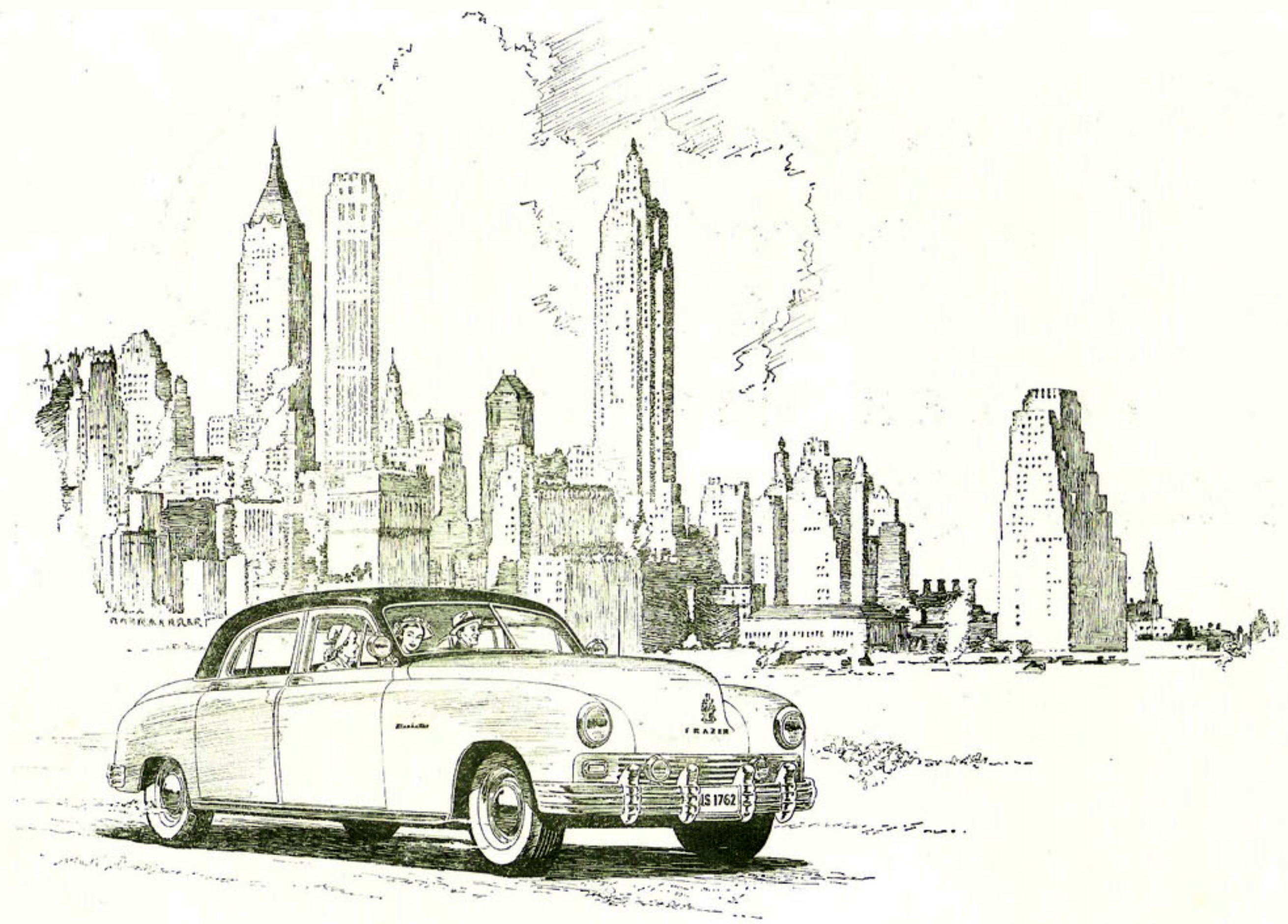


**F R A M E R**

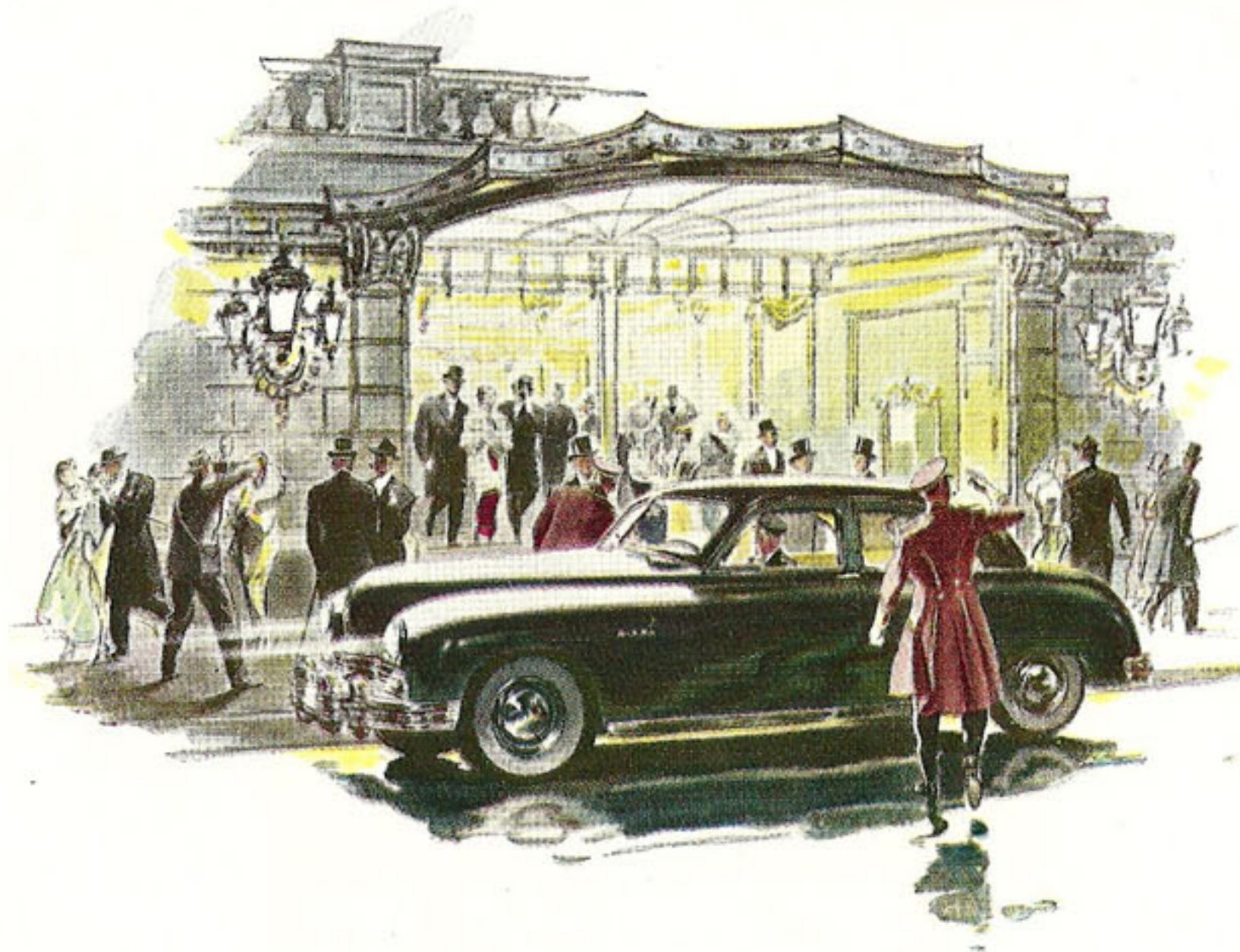
*Manhattan*



AN *Invitation*  
*to See and Drive*  
*the*

**FRAZER MANHATTAN**

*America's Largest-Selling Fine Car*

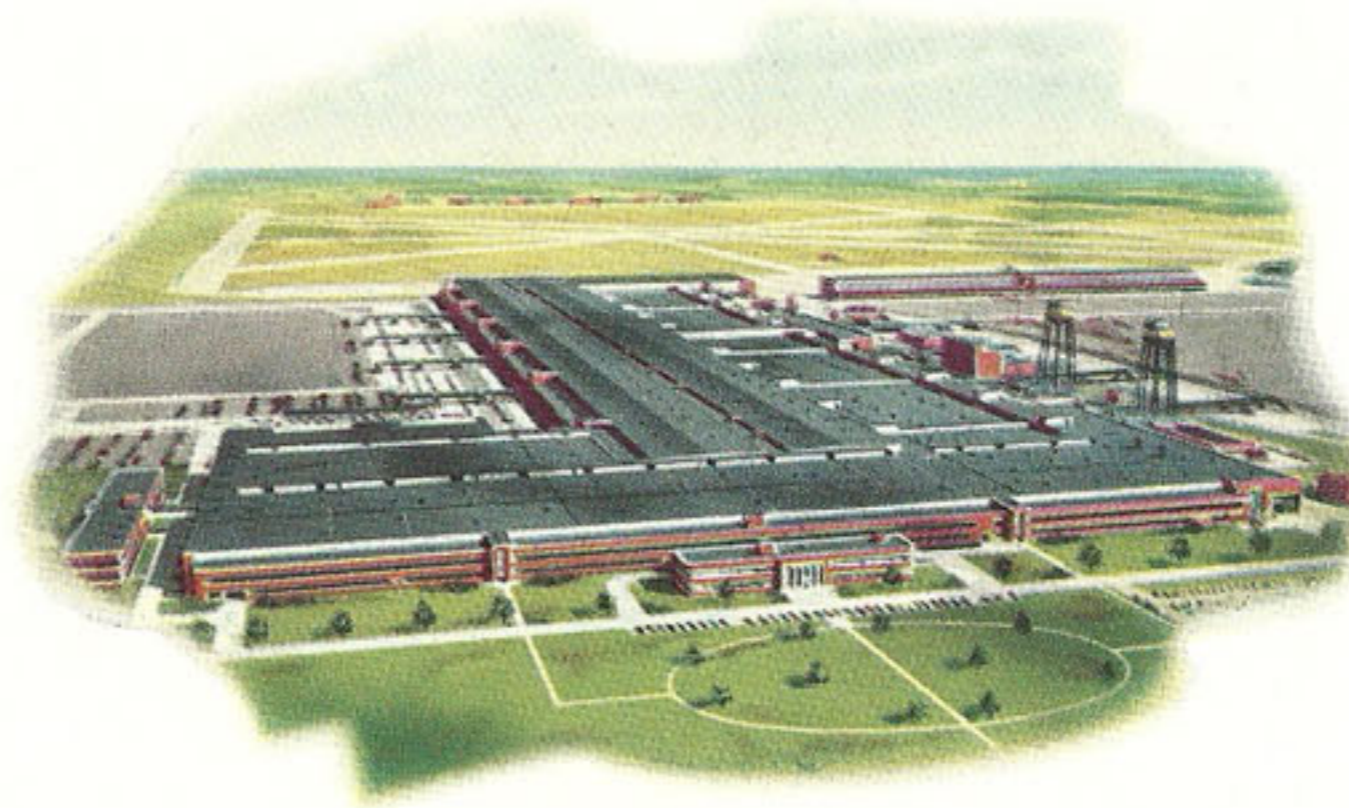


## AN INVITATION — and A CHALLENGE

**T**his catalogue of color prints introduces the Frazer Manhattan—America's newest fine car. The Manhattan embodies all that has been learned from the accelerated technical advances of four years of war. Two years in preparation, it is a 100% postwar automobile—supremely new! Into it have gone the fruits of long experience and years

of tests. Upon it have been lavished the genius of pre-eminent body designers, automotive engineers and custom stylists. There never was a car like this before. This catalogue is an invitation and a challenge—an invitation to see the Frazer Manhattan and a challenge to drive it. You do so at the risk of being unhappy with the car you now own—*no matter what it is!*

# WILLOW RUN – America's Only 100% Postwar Automobile Plant




Willow Run was built during the war for the mass production of B-24 bombers. One of the largest industrial plants in the world, it has more than 80 acres under a single roof. Its main building is 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 contributed mightily 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 peacetime enterprises. But it was not deserted for long. The month the war ended, it was leased from the Government and *in less than nine months* was cleared of every vestige of war production, fully equipped with entirely new machinery, and Kaiser and Frazer cars were being produced in America's only 100% postwar automobile plant.

*G*iven 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.

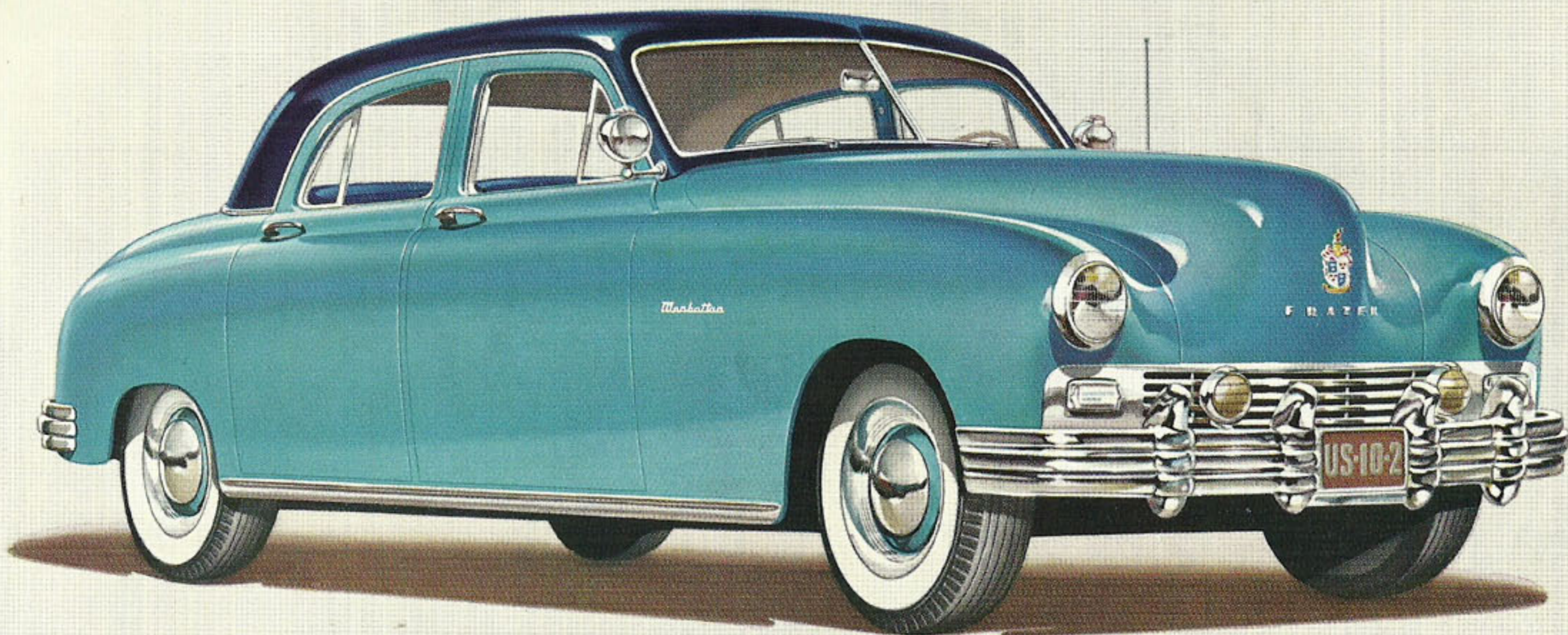


The Frazer Manhattan was styled by internationally famous custom designers. The new beauty of its clean, functional body lines has already established a definite postwar style trend—which is being reflected in the appearance of many “postwar” cars announced by other manufacturers.



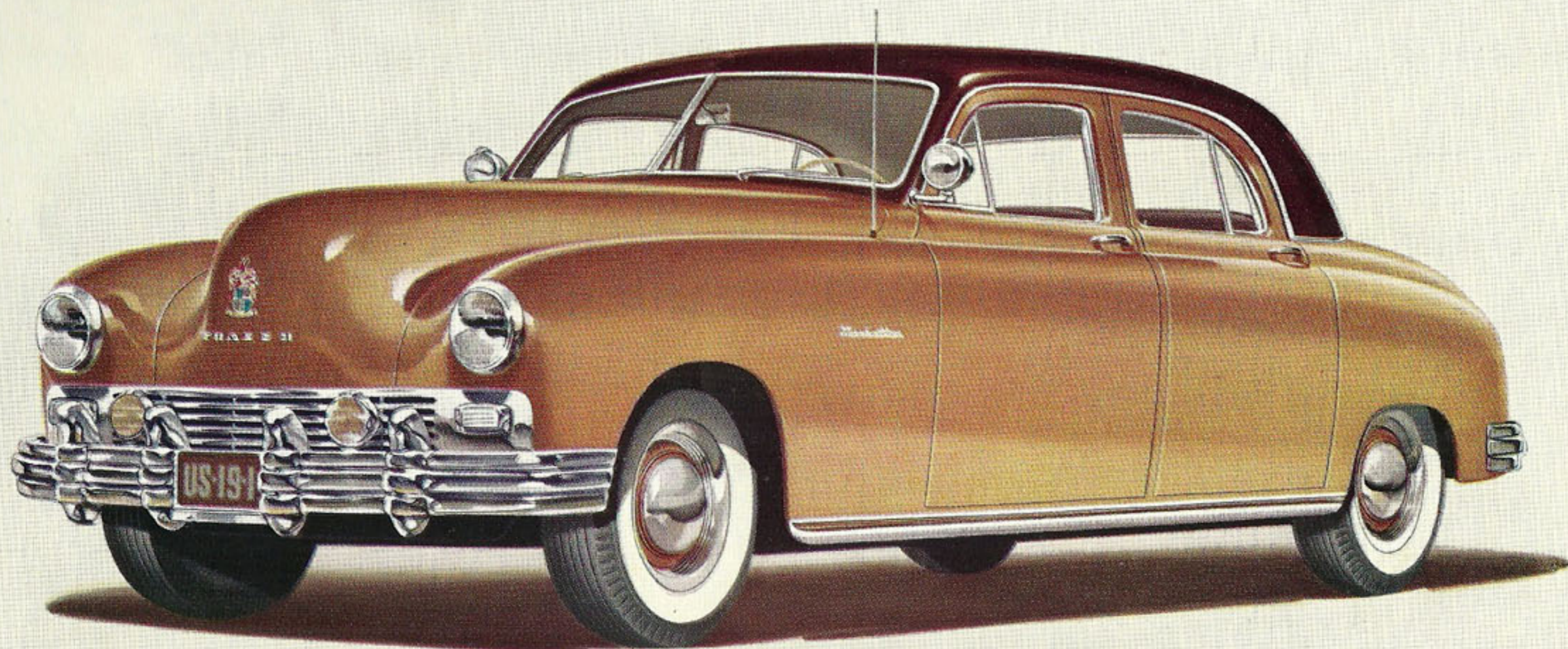
Technically, the Frazer Manhattan obsoletes all prewar standards of design — proves, in its lines, its colors, its mechanical perfection and its supremely luxurious riding qualities, what vast progress has been made since 1941. It is not possible to create such a combination of qualities merely by minor changes in body styling, engine power or frame and spring design. Comfort, for example, is not alone a matter of unusually wide seats. Neither is it solely a matter of the location of these seats *between* the axles. An exceptionally low center of gravity is also involved — the result of moving the seats and the floor closer to the road. The contour of the seats and their combination of steel springs and airfoam rubber, play a part. Peace of mind—so important to comfortable travel—comes from a feeling of safety that is the result of unusual vision in all directions, instant response to the throttle and brakes, quiet operation resulting from mechanical perfection, complete insulation, and the elimination of vibration. The ride, in short, results from *totally new* balance — from *100% postwar* engineering. There has never been a ride like this!





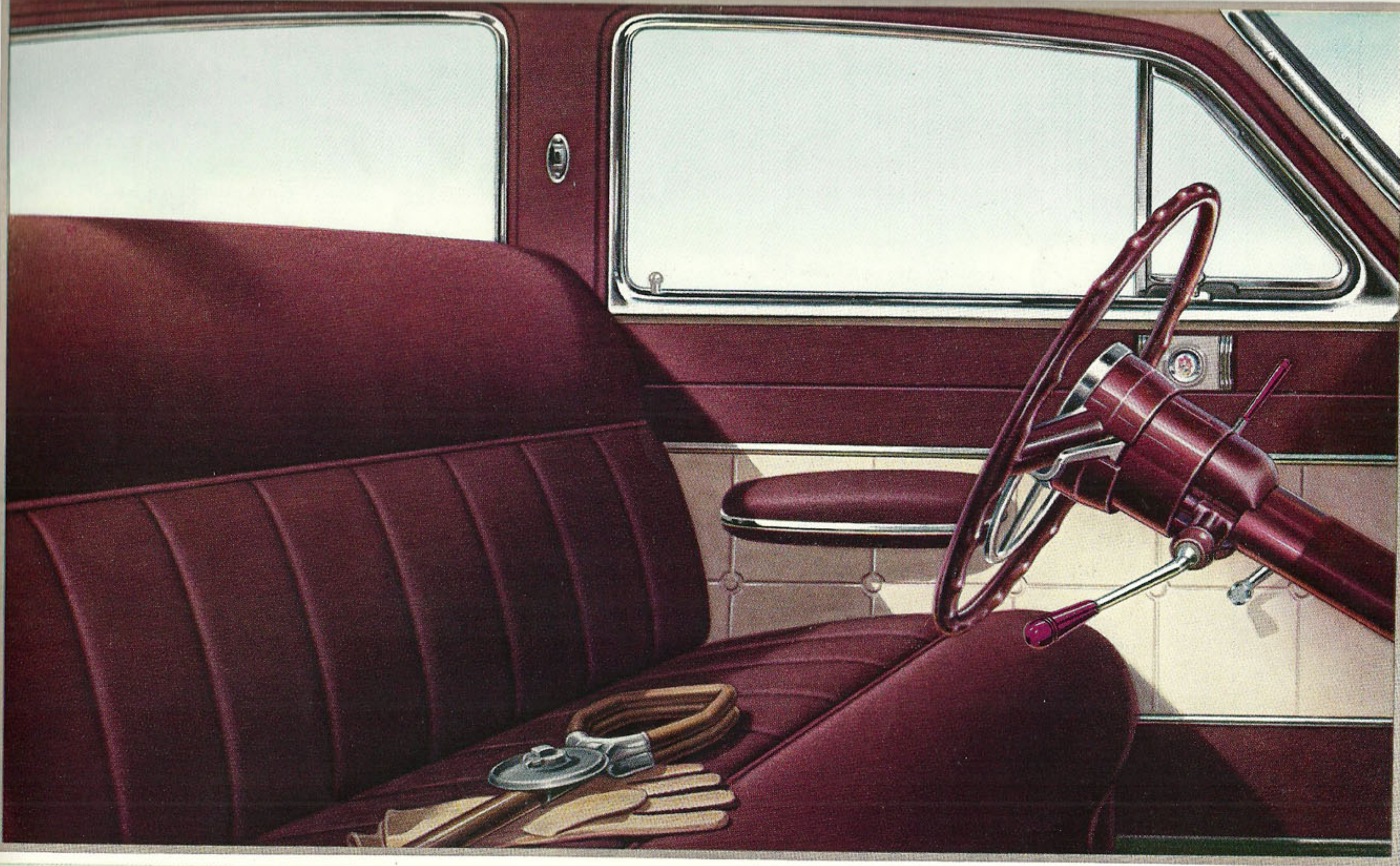
The superb all-steel Frazer Manhattan body is mounted on an equally well-designed, fully postwar chassis. Smart lines, fashionable colors, and luxurious appointments, are but the outward expression of a smoothly functioning marvel of modern automotive engineering.

*A*warded the gold medal of the Fashion Academy of New York for leadership in beauty of line and colors, the Frazer Manhattan looks like what it is—the embodiment of good taste in personal transportation. It is available in fourteen single-tone and two-tone body colors with seven custom-tailored upholstery colors. This catalogue illustrates but three of the body colors and three of the interior trim colors. The body colors shown are (page five) Two-tone Turf Green and Linden Green; (page seven) Teal Blue; and (page nine) Two-tone Doeskin and Hickory Brown. The other new colors, available but not illustrated, are Two-tone Gunmetal and Claypipe Gray, Two-tone Horizon Blue, Two-tone Maroon and Doeskin, Two-tone Wedgwood Blue, Two-tone Green Spray, Two-tone Sportsman Beige; also, in single tones, Claypipe Gray, Academy Blue, Onyx, Saddle Bronze and Hickory Brown. All of these new colors, in tough, brilliant, synthetic enamel, represent selections by the leading fabric designers, fashion stylists and decorators as the keynote tones in modern interior decoration and upholstery. Appreciation of the Frazer's new beauty of line and color is international. It recently won acclaim—and the "Grand Prix D'Honneur"—at both the Monte Carlo and Cannes beauty parades, in competition with the world's leaders.

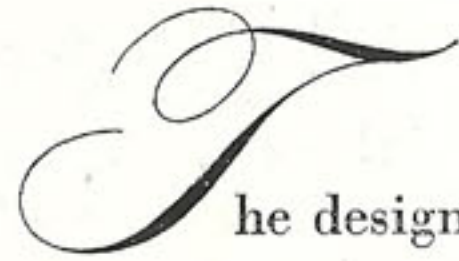


The new Frazer Manhattan body colors, faithfully complemented by the finest of specially dyed upholstery fabrics, produce a fresh and dazzling beauty of ensemble. It is not surprising that this car has been acclaimed by fashion experts as a new achievement in automobile styling.

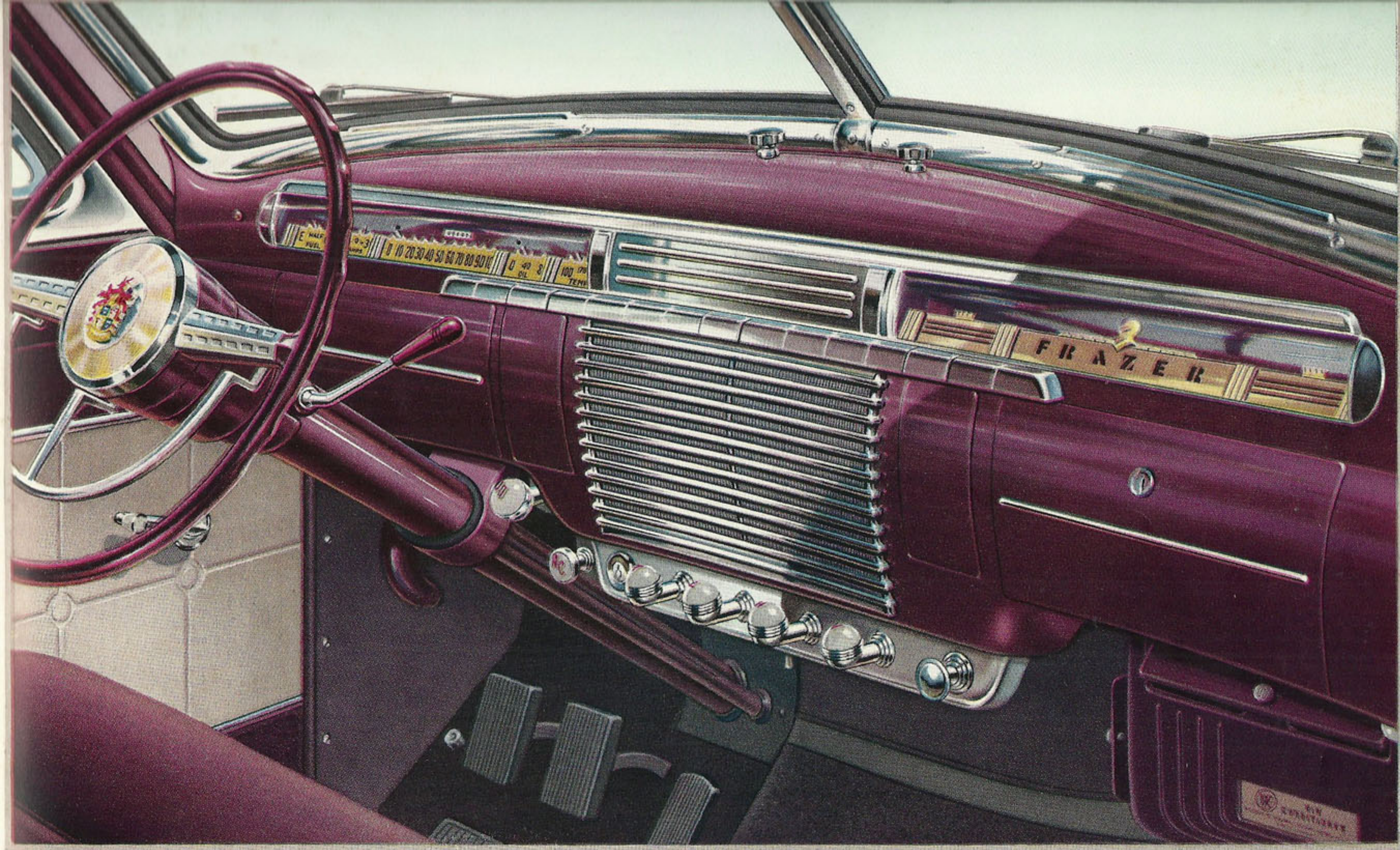
*L*uxury is the keynote of the Frazer Manhattan interiors. No expense has been spared to make them the last word in custom-tailored beauty and spacious comfort. Yet they were designed with great care for their *purpose*, also. The front seat, shown on the opposite page, is just the right shape to support the driver in relaxed comfort while at the same time permitting the fullest possible vision in all directions and easy access to all controls. His body is supported by scientifically formed cushions which eliminate muscular strain—permit all-day driving without fatigue. Horn ring, directional signal lever and gearshift lever may be reached instantly without effort. The broad, chromium-trimmed arm rest not only aids comfort but serves as a door-pull. The newly designed wheel is set at the most comfortable angle, while elimination of any vertical spoke permits a clear view of all instruments grouped on the panel ahead and read through the wheel. The seat is instantly adjustable, forward or back, over a range of four inches.



This is where you sit in relaxed ease while experiencing the pleasure of driving the Frazer Manhattan. The maroon upholstery is face-finished broadcloth set off by Sand-tone door panels.



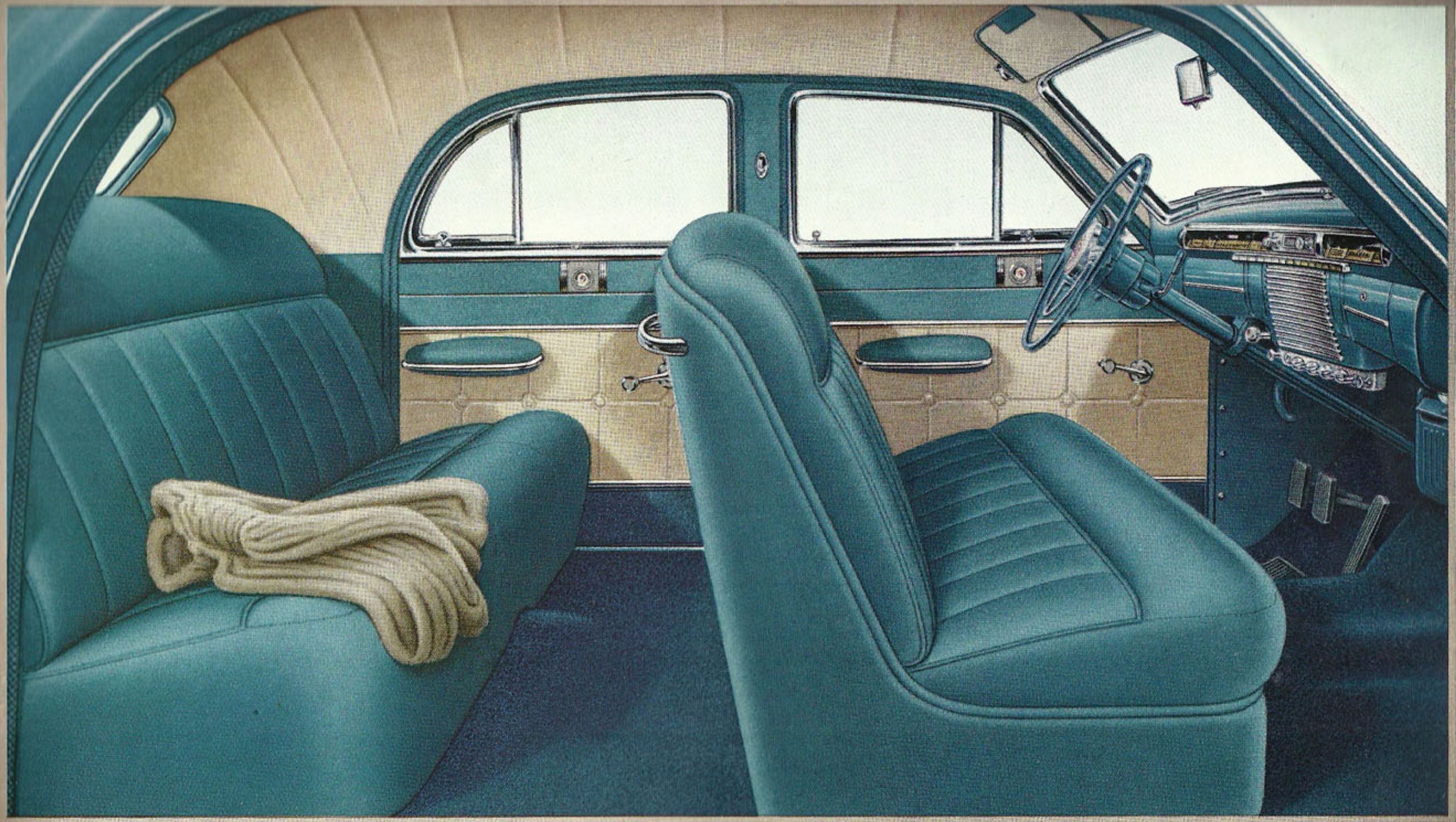
The design of the Frazer Manhattan instrument panel puts all instruments and controls in their proper place but at the same time arranges them with symmetry and an eye to beauty and harmony in the front compartment. At the left, immediately in front of the driver's hand, is the starting button. The horizontal speedometer, with large, easily-read figures, is directly in front of the driver. The standard gauges are grouped at the ends of the speedometer and are also read through the wheel. The radio speaker occupies the central portion, with ignition lock, control buttons and lighter below. At the right of the panel is the glove compartment with lock. Concealed ash trays are located at the sides of the radio speaker. The one at the right may be replaced by an electric clock if desired. The two buttons on top of the panel control the windshield wiper and the defroster. Instruments and gauges are softly illuminated by indirect lighting and plastic pointers glow brightly after dark. Automatic courtesy or map lights are located under each end of the dash.



Here is the beautiful, ultra-modern, concave instrument panel of the new Frazer Manhattan. Its shape gives added roominess and safety to the front compartment. Described on page 12.

*B*oth of the divan-like seats shown on the opposite page are 62 inches—2 inches more than 5 feet—wide. These seats extending from door to door—are among the widest available in any car. They each provide more than enough room for three adults. Such luxury of roominess is the result of body design that puts all of the width of the car inside. The floor is so low, despite an adequate  $7\frac{1}{2}$ -inch road clearance, that no running boards are necessary. You simply open the door and sit down. Note also the leg room and head room provided—first by the  $123\frac{1}{2}$ -inch wheelbase and, second, by eliminating the exaggerated slope of the rear roof so prevalent in prewar design—and so restricting to rear-seat passengers. Your attention is called to minor niceties such as the chromium assist handles on the back of the front seat, the push-button door openers which replace old-fashioned handles likely to be grasped and turned by mistake, and the broad, comfortable arm rests which also serve as door pulls. Carpets are laid over deep floor pads.





An example of the exquisite interiors and appointments of the new Frazer Manhattan is this Teal Blue and Sand-tone combination. This is the interior of the model pictured on Page Seven.

All passengers in the Frazer Manhattan ride *between* the front and rear wheels, which provides a "front-seat ride" in both seats. The rear seat, so invitingly shown in the color print on facing page, is well ahead of the rear wheel housings. This not only permits it to extend the full width of the car—instead of being cramped between the housings—but also has let it be moved down with the floor to a position much nearer the road. The low center of gravity and the redistribution of both mass and load are important factors in providing the extraordinary ride which distinguishes these cars. They *hug the road*, even in taking curves at high speed. Sway has been reduced to a minimum. They glide over rough roads, drift along the pavements, with such effortless ease that even the longest day's journey leaves you fresh and untired. Owners say this is due to lack of strain, the elimination of muscle tenseness—the way in which soft springs and airplane-type shock absorbers cushion all up-and-down movement. Some have called this "the *gliding* ride?"

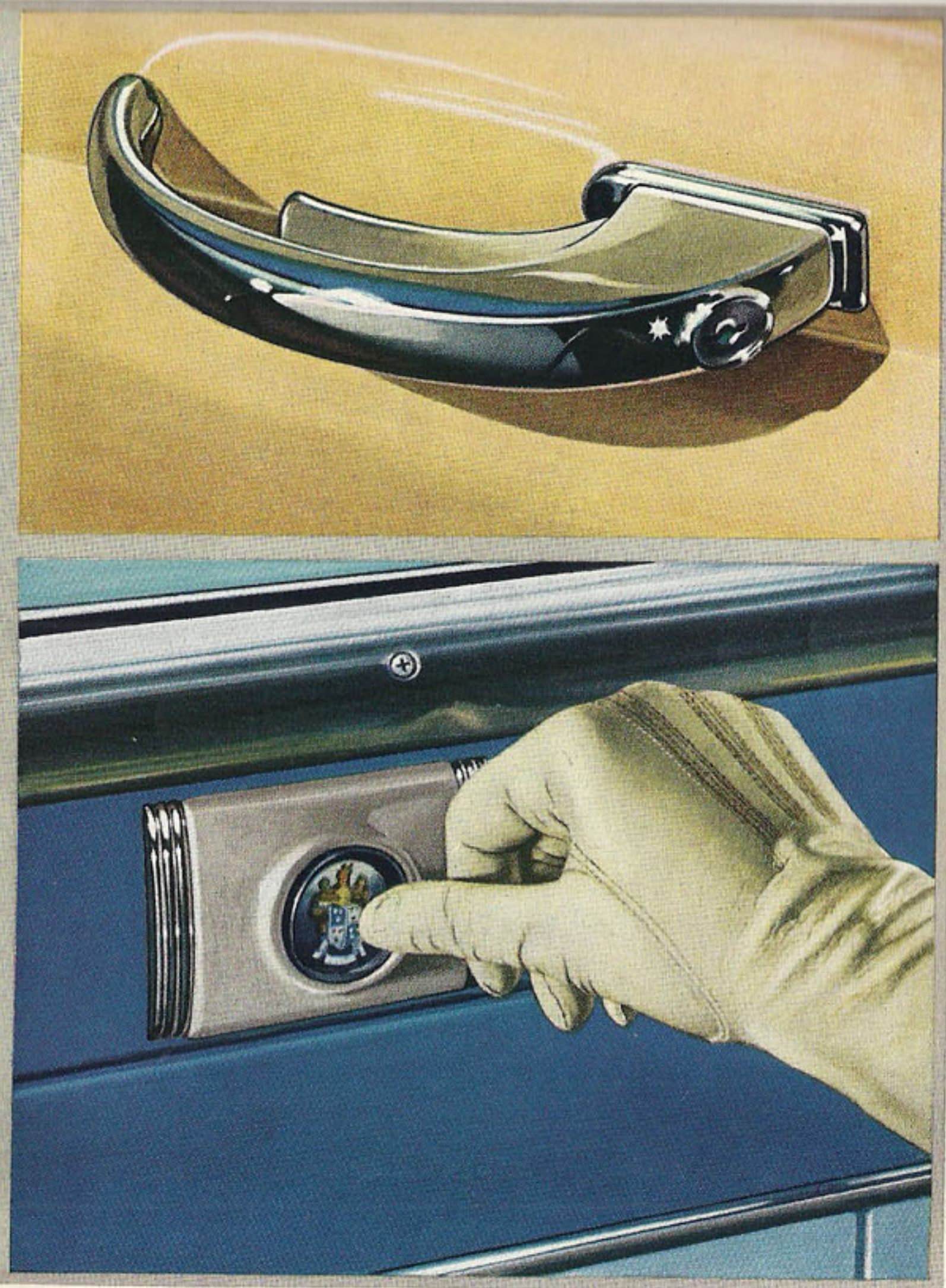


This is the rear compartment of the two-tone Doeskin and Hickory Brown Frazer Manhattan shown on page 9. It invites passengers' relaxation amid harmony of soft cushions and soft colors.


*M*oving the rear seat forward of the rear wheel housings — primarily to get the passenger weight lower to the road and well between the front and rear wheels—also permits an unusually commodious trunk compartment. There is room for seven large bags in the 27 cubic feet under the gracefully curving rear deck — in addition to the spare wheel and tire. The spring-balanced deck lid lifts easily, locks securely.

The advantages of the modern “trigger” exterior door handles are that they do not turn, cannot be twisted off by thieves and cannot catch on clothing. A touch of the fingers opens the door. Both front doors lock from the outside as well as with inside plungers. Rear doors lock, with plungers, from the inside only.

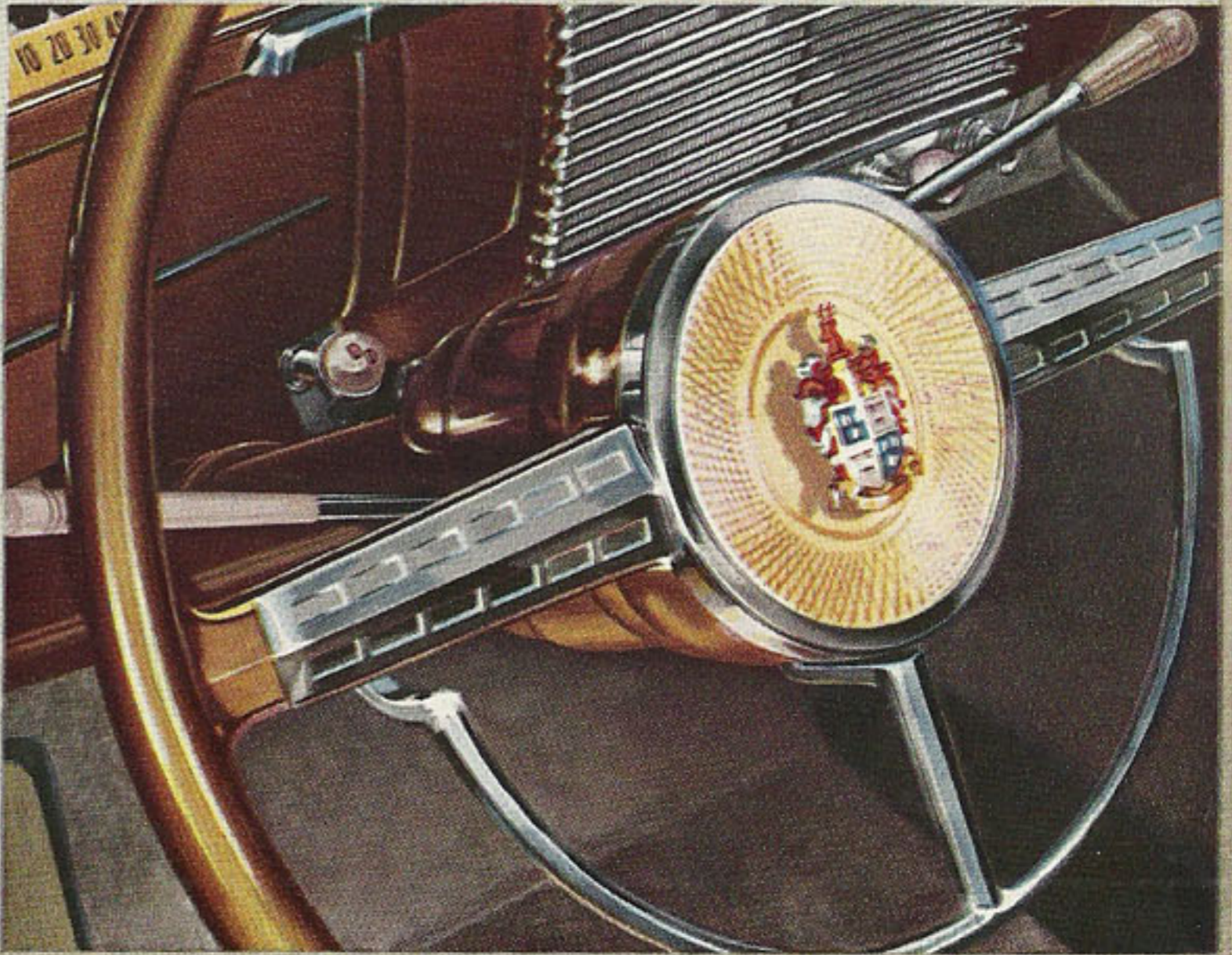
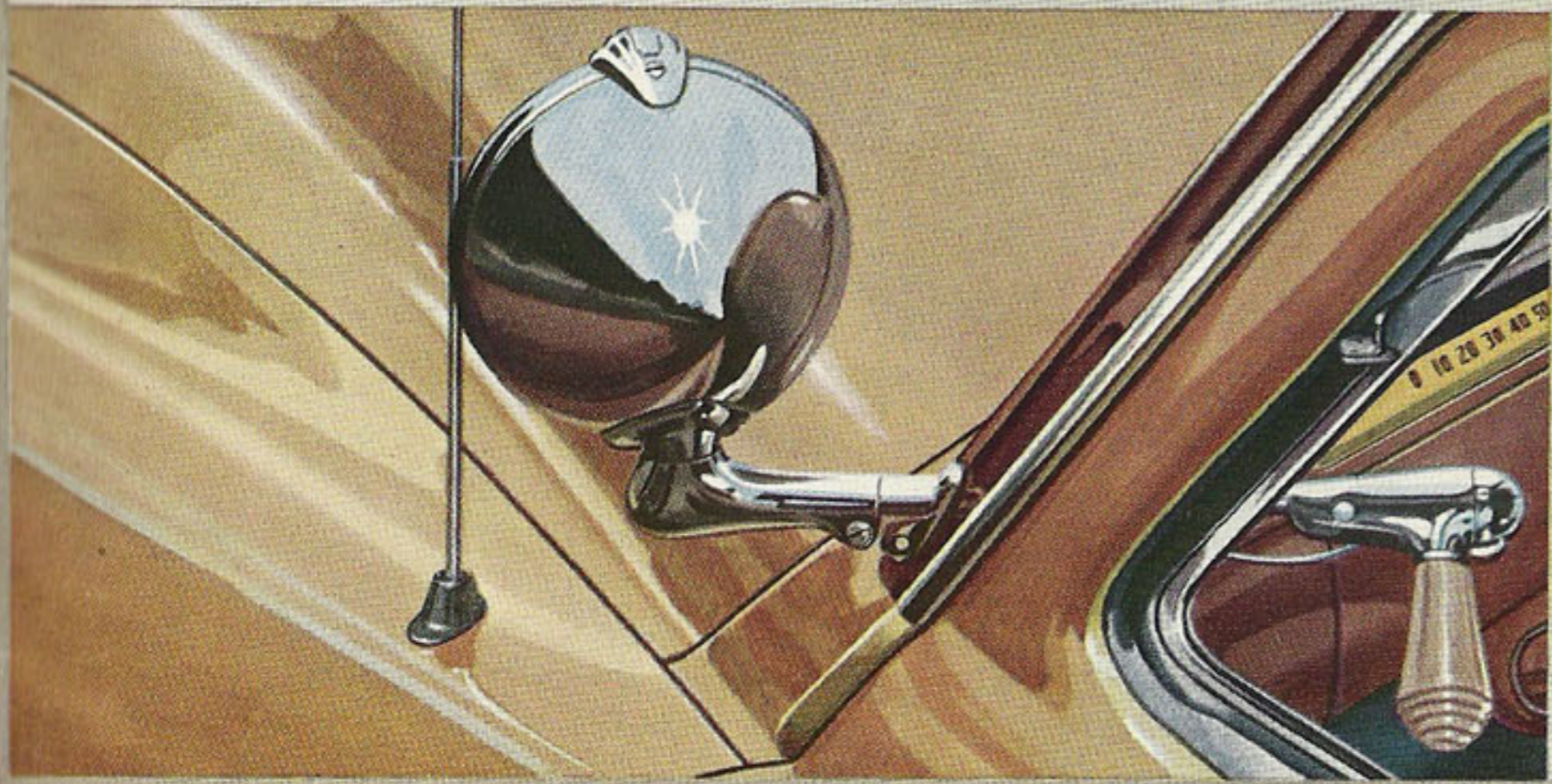
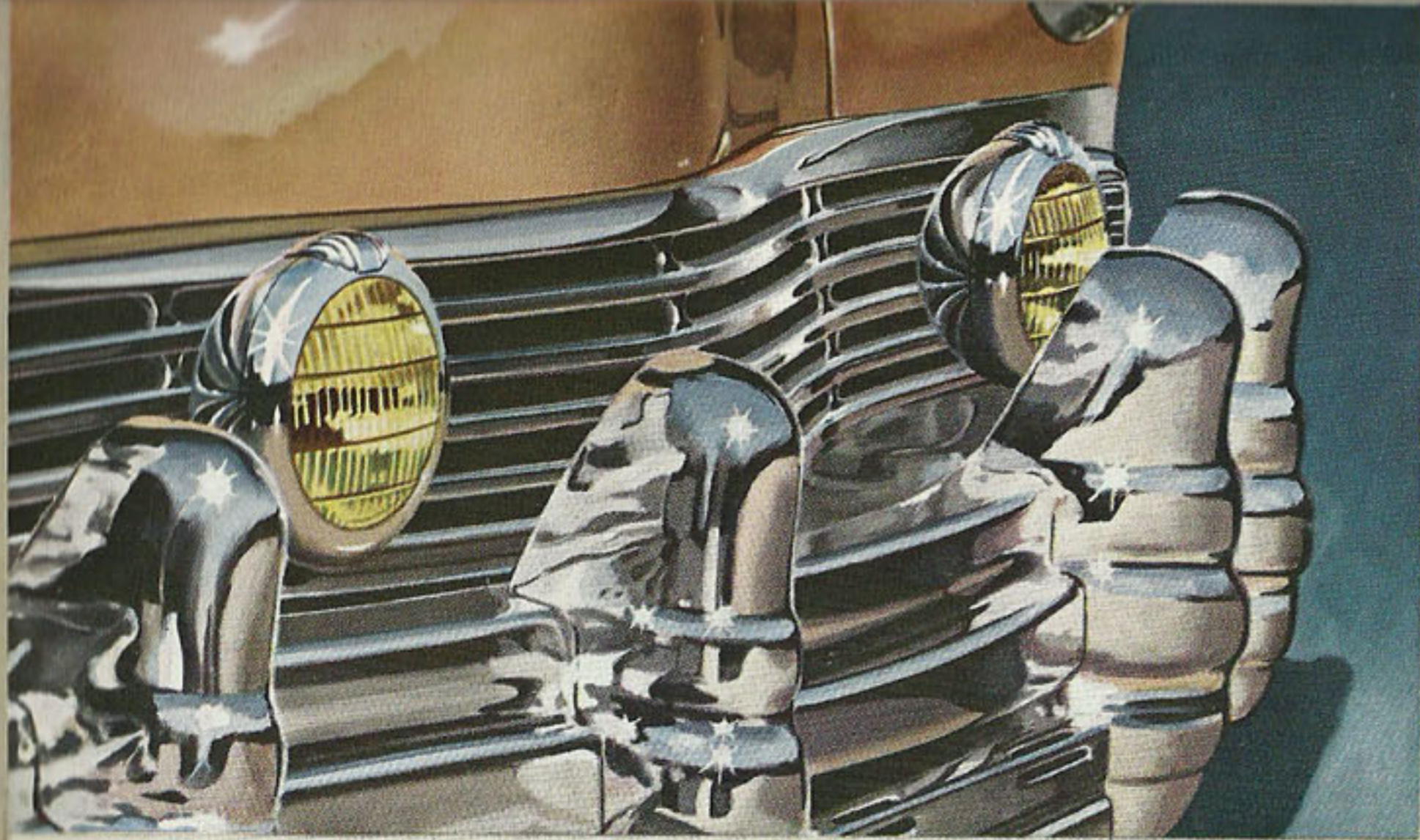
The push-button interior door openers are not only convenient but represent an important safety factor. Children cannot accidentally open the doors.



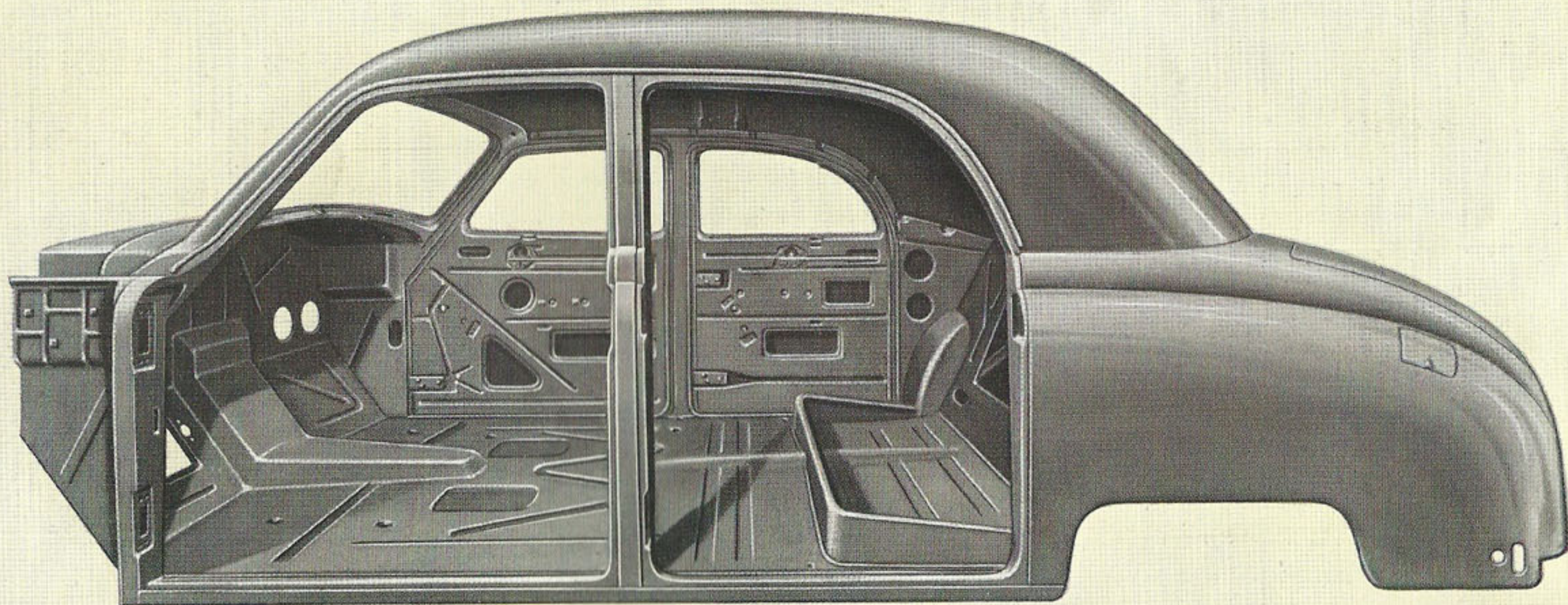
Among the many exclusive features of the Frazer Manhattan are the remarkably roomy trunk compartment (27 cu. ft.), the "trigger" outside door handles and the push-button interior door openers, shown above. The advantages of these are described more fully on the opposite page.

very detail in the design and equipment of the Manhattan has had the best thought of experts whose leadership in motor car styling has been long established. Nothing in either chassis or body has escaped long study and exhaustive tests. The aim was to create the ultimate in personal transportation.

This portfolio was designed merely to whet your appetite with a few glimpses of beauty and a few words of stark description. They are a poor substitute for the esthetic pleasure you will get from just standing and looking at the big car itself. You will fall in love with it at first sight! Then when you enter the superbly tailored, roomy comfort of its interior you will understand why it is impossible to describe the Frazer Manhattan in terms of prewar standards of excellence. You will *want to drive it* and when you do you will learn that there is something equally new and indescribable in *performance and ride*. Here is *everything* you have hoped to enjoy in a 100% postwar automobile.



Big, beautifully formed bumper guards, and fog and spot lights, as well as a retractable radio aerial, are available to those who want full custom equipment on the Frazer Manhattan. The "jewel-case" ash receiver for the use of rear seat passengers and the horn ring are standard.



Part of the luxurious ride you enjoy in the Frazer Manhattan is the result of the peace of mind that comes from an assurance of safety. So it is worth while to examine this body illustration and realize what postwar engineering has accomplished — to enclose you in protecting walls of steel welded into one sturdy unit. *Kaiser-Frazer builds its own bodies, complete, at Willow Run.*



# Frazer Service Available Everywhere



More than 4,000 Kaiser-Frazer 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-

Frazer 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-Frazer 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 Frazer Manhattan 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 Frazer Manhattan motor car—and at a minimum of expense.



Kaiser-Frazer dealers 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.



# 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.

**FUEL SYSTEM**—Downdraft,  $1\frac{1}{4}$  inch 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.

**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.

**OVERDRIVE**—Reduces engine speed 30% without changing car speed.

**FRONT SUSPENSION**—Frazer 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. Special composition inserts under the ends of the leaves. Rubber bearing spring brackets and shackles. Two-way, direct-acting, airplane-type shock absorbers.

**ELECTRICAL SYSTEM**—Shunt-wound, air-cooled generator with automatic voltage and current control; 15-plate battery, 100 amp. hour capacity. Vacuum advance on distributor. Sealed-Beam headlights.

**DRIVE**—Hotchkiss—2-piece propeller shaft with 3 universal joints.

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

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

**STEERING SYSTEM**—Worm-and-selector-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. Tires, 7.10 x 15, Super-Cushion, extra-low pressure (24 pounds), 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. Trunk capacity, 27 cubic feet.

**INSTRUMENT PANEL**—Oil gauge, ammeter, gasoline gauge, engine temperature gauge, and glove compartment with lock.

**STANDARD EQUIPMENT**—Bumper jack and tools. Dual horns. Two sun visors. Dual, vacuum-operated windshield wipers. Rear view mirror. Dome light. Tail and stop lights. Directional signals. Spare wheel. Three ash receivers. Bumpers.

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