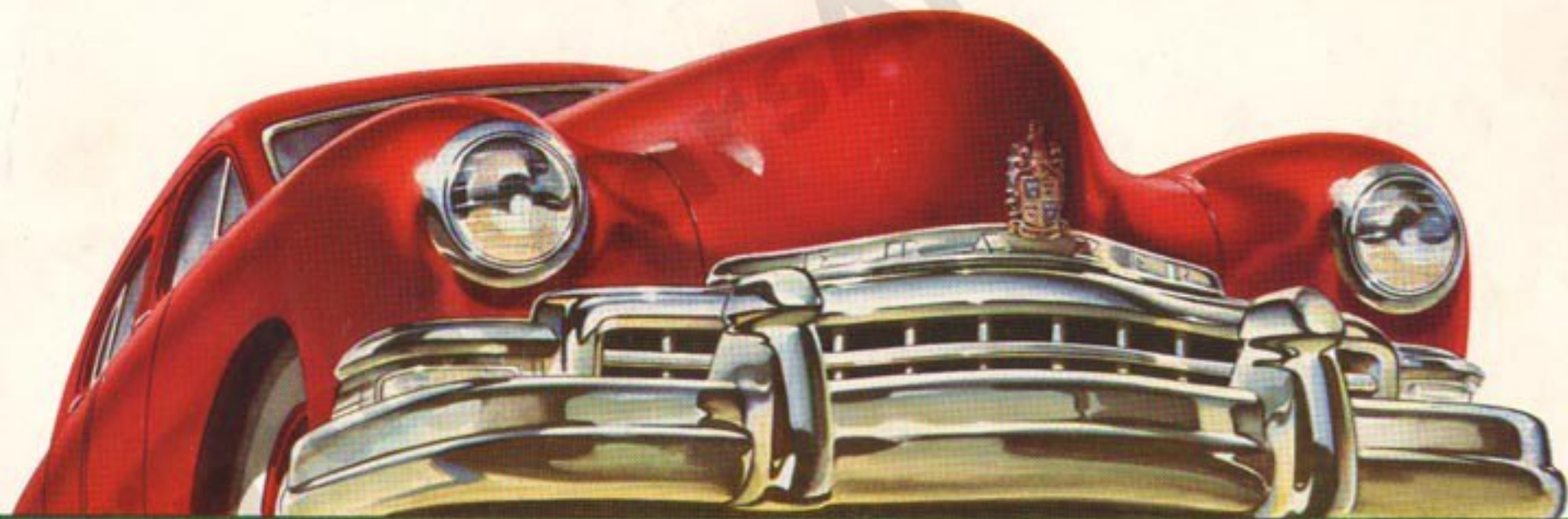


The 1949 Frazer

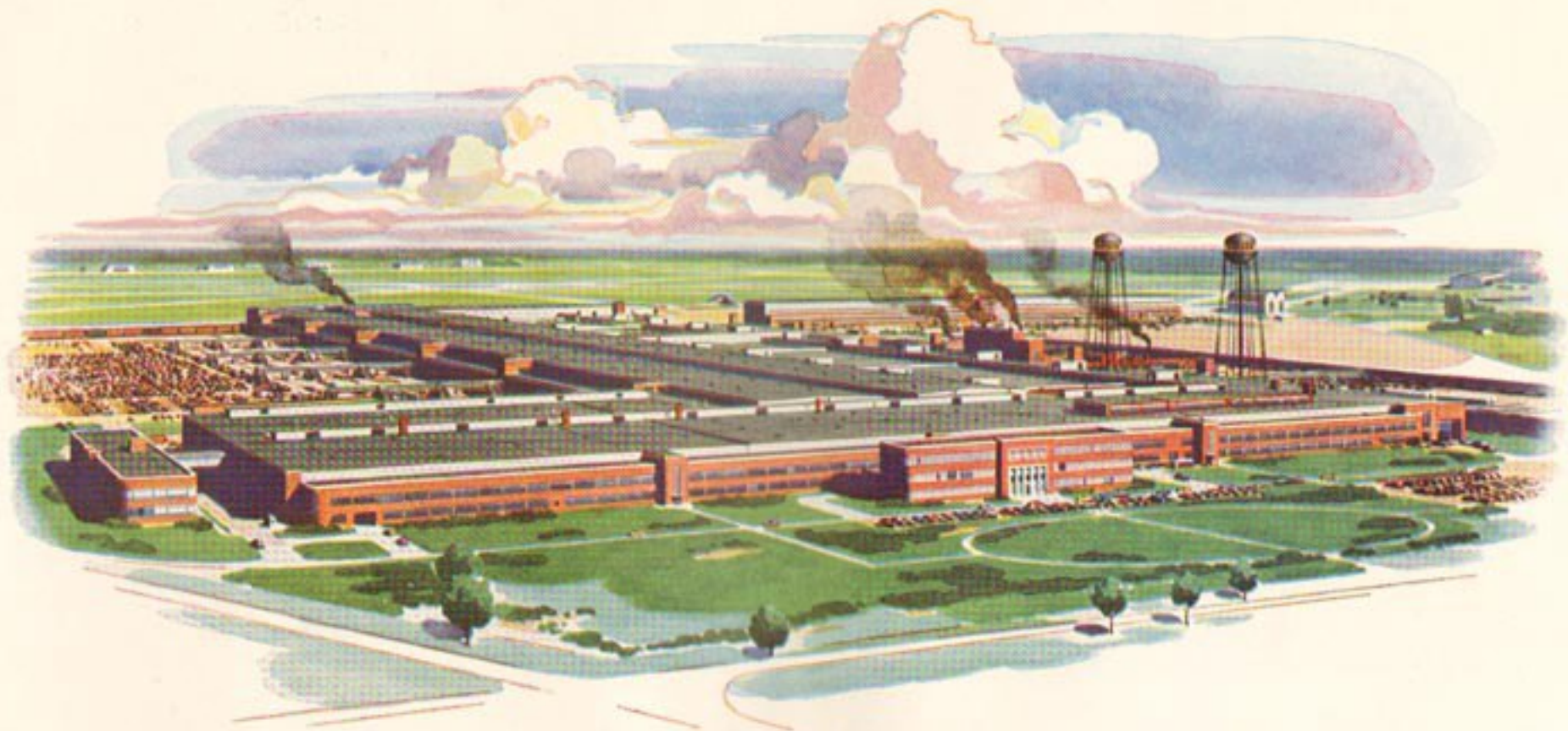




F R A Z E R

1 9 4 9

KAISER-FRAZER CORPORATION, WILLOW RUN, MICHIGAN



MAKING THE KAISER-FRAZER DREAM of better cars for more people come true, the world's largest automobile manufacturing plant at Willow Run, Michigan, builds both the Kaiser and the Frazer. Come in and see great engineering in action—come and see quality construction at every step—watch great cars being born faster than *one every forty-five seconds!*

The men who designed the Frazer had dreamed of it for years. They had dreamed of a truly great car, modern as tomorrow. It would give every owner a gloriously new kind of riding comfort. It would be built in a completely new way, to bring roominess and luxury never before known, to set new standards of dependability and performance.

Tens of thousands of visitors have gasped to see raw steel roll in at one end of Willow Run — and to see precision-made Kaiser and Frazer cars roll away at the other end of the smooth-flowing production line. Nothing like it exists in the world.

In two short years, more than a quarter-million cars from Willow Run have been built. They have been driven more than *two billion* miles. Never before has a new manufacturer of automobiles set such a record. Never before have the people of America seen cars *prove* themselves with such a record of value, style and unmatched performance.

Many a present Frazer owner will tell you the Frazer couldn't be better. But the new Frazer for 1949 is the greatest of them all — more powerful, more beautiful, and more luxurious. It has more than a hundred new features and refinements to add to the outstanding features that have already made the Frazer famous.

It's a car you can own and drive in complete confidence. Should you ever need service, you will find that the Frazer is backed by the fourth largest dealer-service organization in the world. Genuine factory parts, and factory-approved service are at your command, *wherever you go!*

We invite you to come and see the Frazer built — to see the precision and care with which it is made — to look inside and see the craftsmanship in its construction. We invite you not only to see, but to *drive* the new Frazer for 1949. We invite you to discover for yourself how great a car can *be!*



THE 1949 FRAZER

... made even more beautiful for 1949. A car to own and drive with pride—a car acclaimed by such style leaders as Omar Kiam, Schiaparelli and many more.



THE HAPPIEST INTERIORS ON THE ROAD!

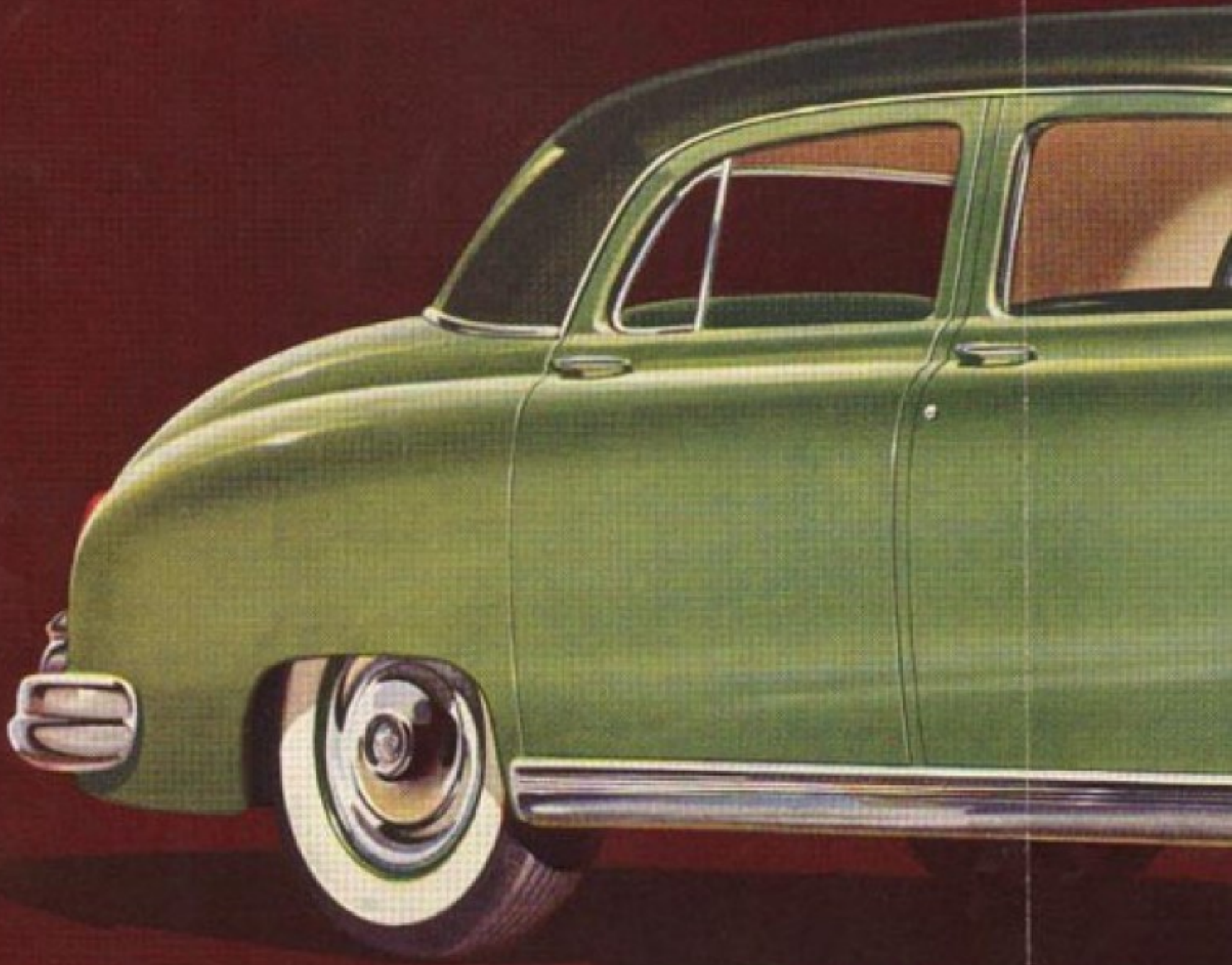
You'll find far more width and roominess than you dreamed possible! And with all this great new comfort, you can have the joy and satisfaction of knowing that the interior of your car is done in just the colors and fabrics that suit your own tastes. *For you picked them out yourself!*

THERE are always a few who want the very finest—and for them the Frazer designers have created the superb new Frazer and Frazer *Manhattan* for 1949.

It is the last word in luxury—all the way to the smallest detail. Its beauty has won it first honors in international competitions—and 1949 finds that beauty even richer.

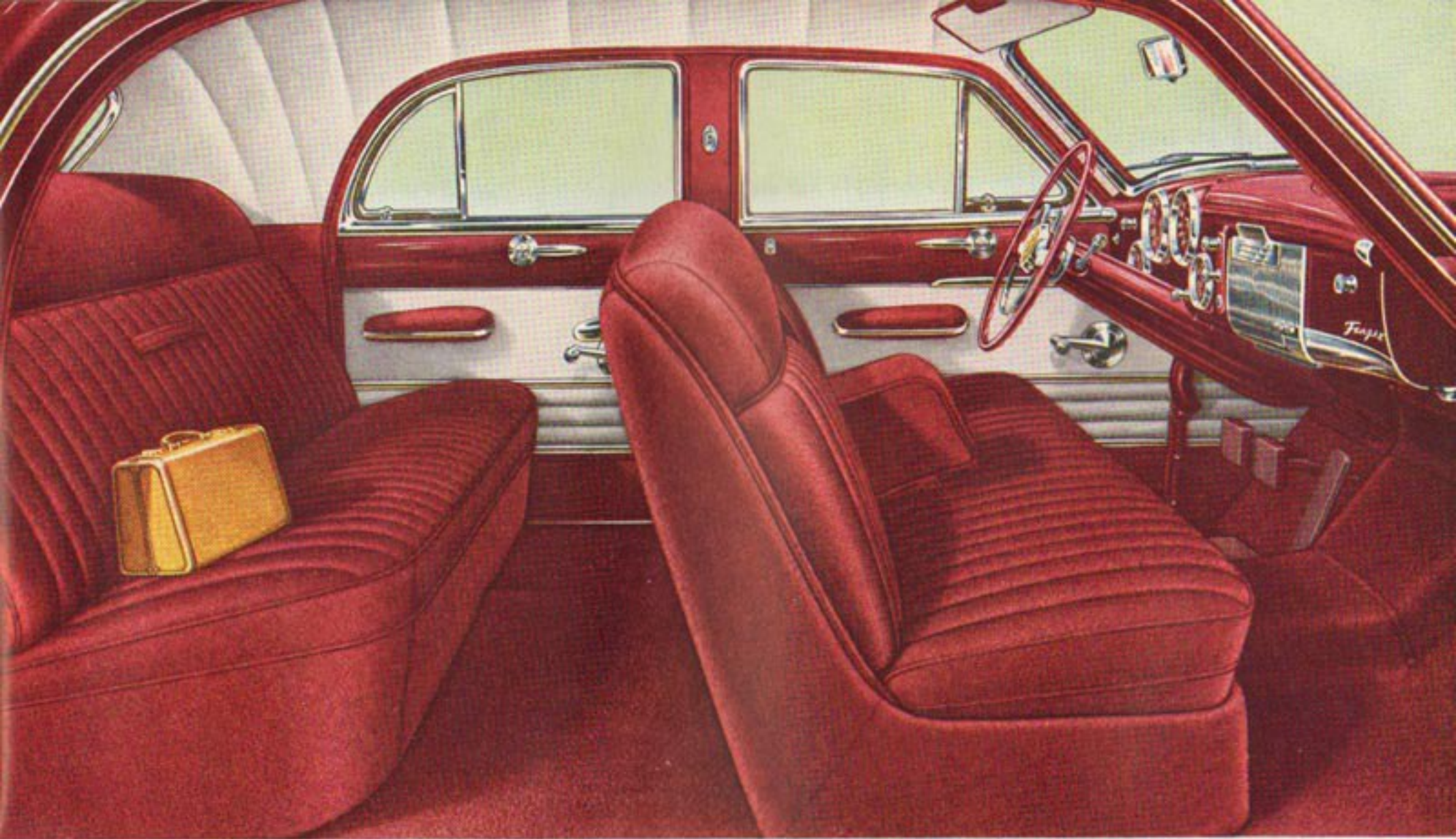
In the Frazer and Frazer *Manhattan* you can have the joy of selecting exactly the colors and the fabrics to match your personality. Only in your own home can you duplicate the variety of choice, inside and out, available in the 1949 Frazer and Frazer *Manhattan*.

In beauty of style, in advanced engineering, there has never been anything like the 1949 Frazer *Manhattan*.



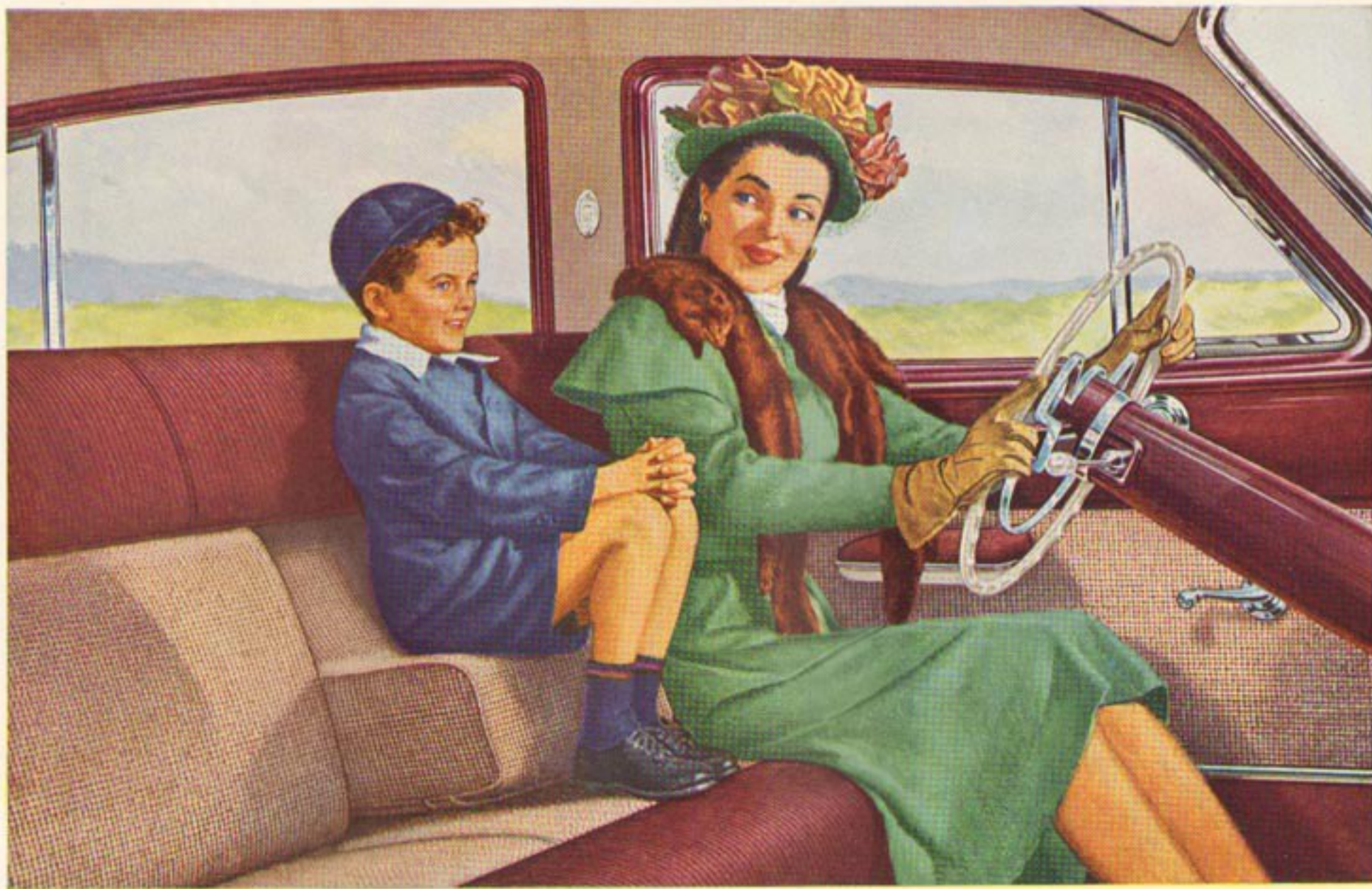


THE 1949 FRAZER MANHATTAN



DESIGN YOUR OWN FRAZER INTERIOR

You may select from some twenty lovely interiors when you choose a Frazer Manhattan. The fabrics are the finest materials produced by famous mills and looms. They are color styled with exterior finishes to offer you any one of nearly forty different color combinations to express your own personality and taste.



SOLARIUM VISION ALL-AROUND

The wide, wide windshield and windows make the 1949 Frazer an "observation car" in the truest sense—with the arm rest forming a reserved seat for Junior. The fabric illustrated above is one of many varied selections available in the Frazer. Arm rests, when not in use, fit the back in smooth lines.



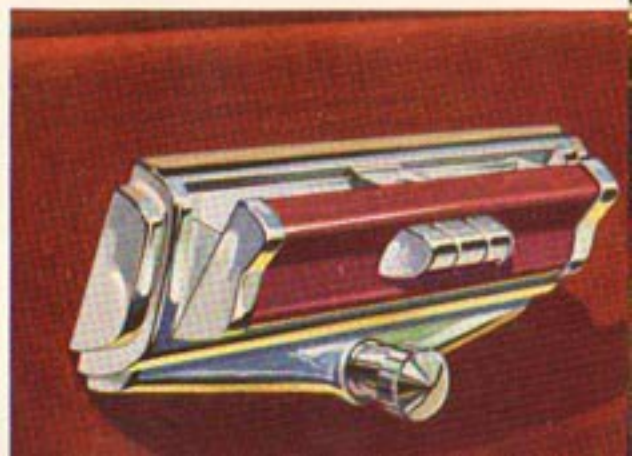
MORE than 100 new features and refinements are to be found in the 1949 Frazer. Added for safety and beauty are the wrap-around bumpers.

These blend impressively with the restyled front grille and the extra-large, plastic tail-lights and chrome details of the rear deck. *Beauty with a purpose!*

Accessories, such as spotlight and radio antenna, have been specially designed to conform to the Frazer's custom-car styling.

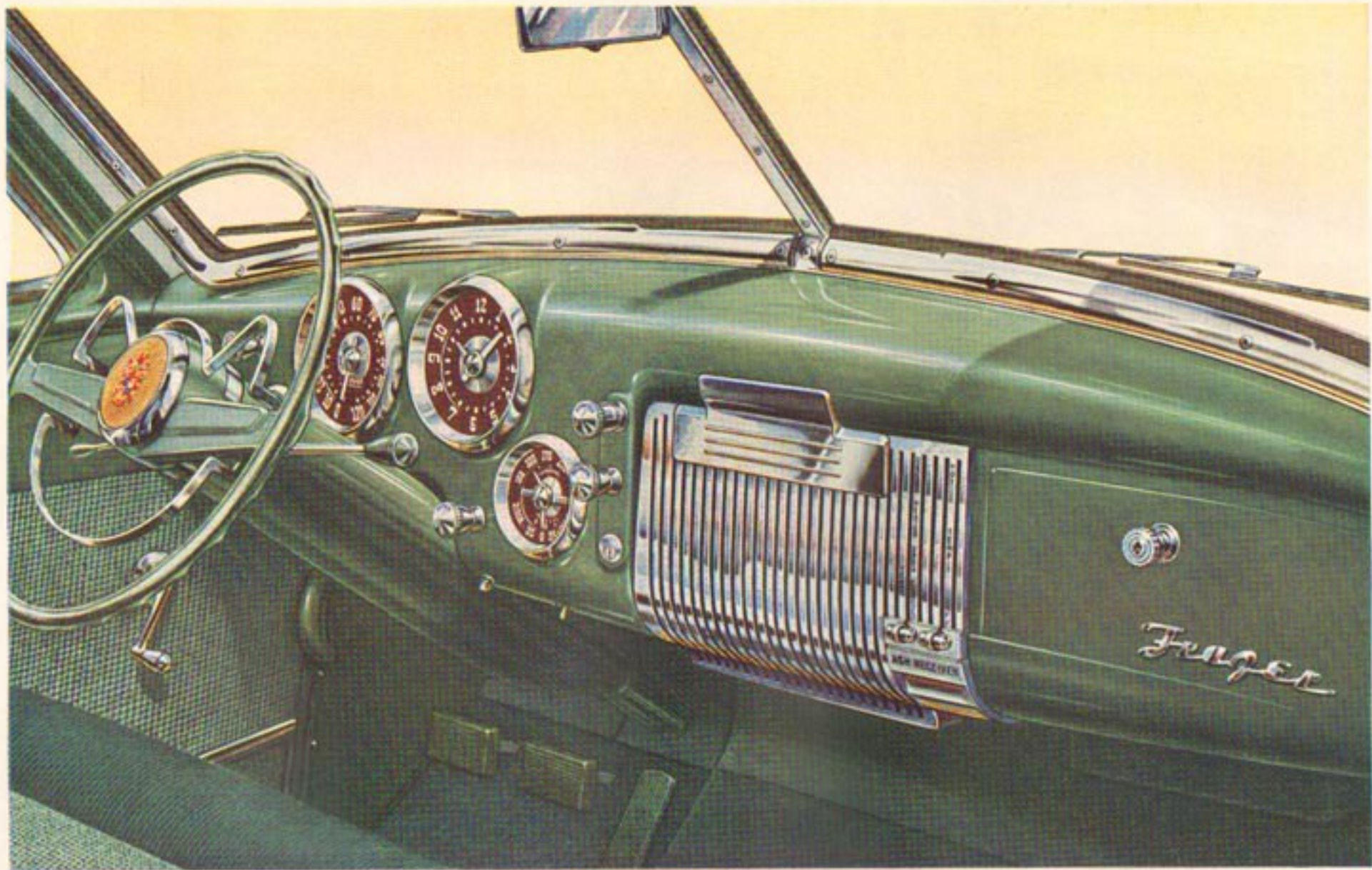
The masculine-looking electric clock matches the handsome modernity of the dial-type speedometer.

The large ash-tray and lighter combination is the kind of convenience rear-seat passengers truly appreciate.



When driving, special attention should be paid to ease of shifting and steering and to sprint-like acceleration that melts into lullaby smoothness when the cruising gear takes over at highway speeds. Always a *second* sprint left when you need it! . . . even at higher speeds! Whether you drive or ride you will notice the road bumps are gone, partially the result of longer coil springs and Super-Cushion tires, but also because the Frazer ride was so nearly perfect in the first place.

For individuality and originality — represented in new colors and fabrics—the 1949 Frazer and Frazer Manhattan brilliantly and excitingly await your personal and close inspection . . . with as wide, attractive and interesting a selection as the eye can hope to see!



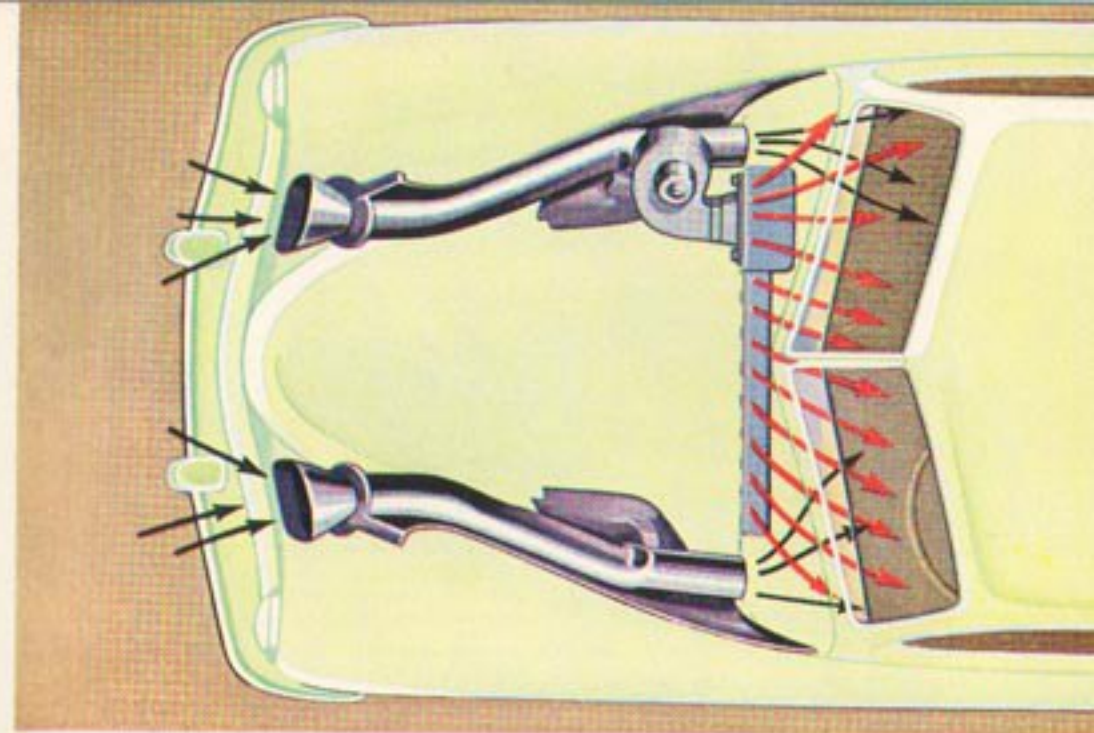
ALL THE FACTS - AT A GLANCE!

The new Frazer instrument panel is more than beautiful! The facts you need are there at a quick glance. As you drive through the night, the panel is lighted softly and indirectly. You can adjust the brightness to suit yourself.

IT'S ALWAYS FAIR WEATHER IN A FRAZER!

Through hottest summer or coldest winter, you can have the kind of ventilation to make you most comfortable! For Frazer engineers have built a brand-new kind of travel-weather for you! Whether you drive through dust storms or rain, filtered fresh air circulates freely, without drafts, throughout the car.

In winter, just touch a button, and the air is *double heated* to just the degree you like best. You take Spring with you wherever you go, in the Frazer's air-conditioned comfort!



Air ducts are specially designed to "scoop up" a maximum of fresh, outside air. Cleaned and filtered, it helps make summer or winter driving more pleasant . . . more comfortable. Windows and windshield, too, stay clear of fog and steam under virtually all conditions.

Sponge-foam, innerspring seat cushions . . . you're actually floating on air! (Standard on Frazers . . . supreme quality on the Manhattan.)

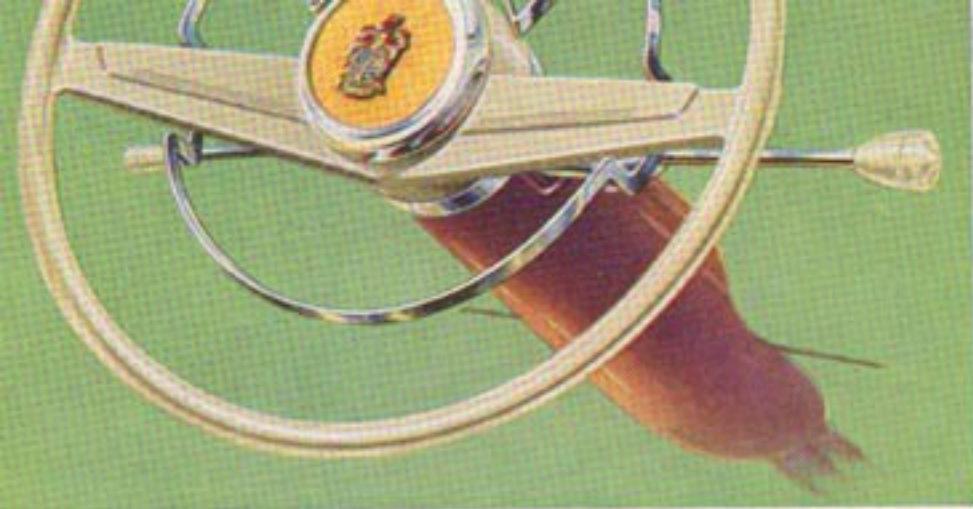


Lovely to look at . . . easy to use . . . and safe. Can't catch on clothing. Frazer door fittings match the car in style and design.



Push-panel opening on all doors. The smooth chrome disc is your silent doorman . . . press gently for smooth, instant service.



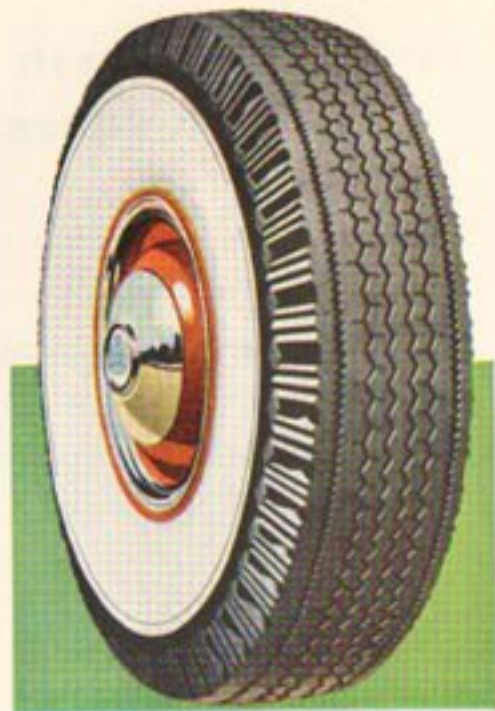


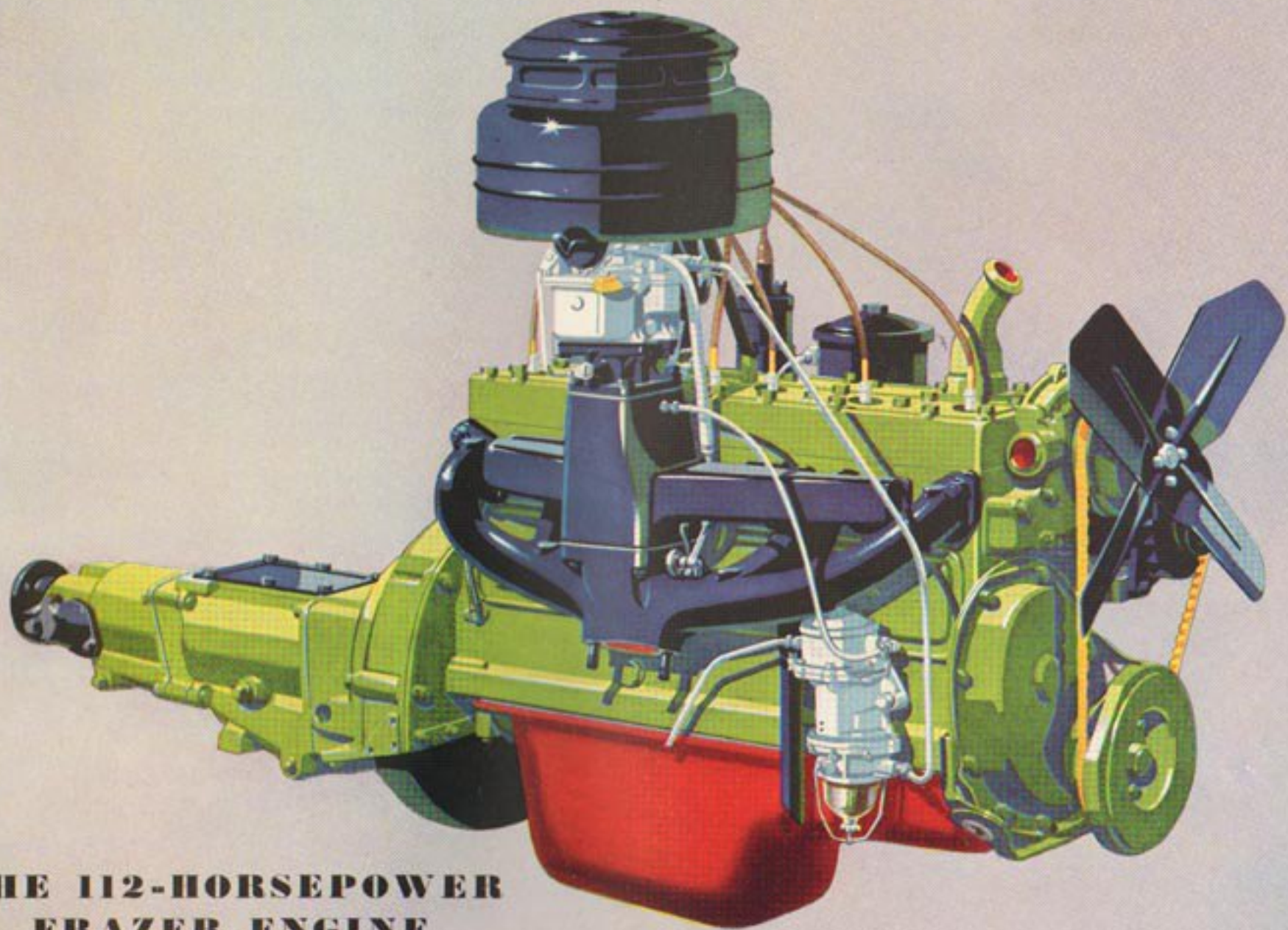
Slim and elegant, feather-light to the touch, spokeless for unobstructed-panel visibility, the Frazer steering wheel is your contact with Truline Steering . . . the advanced Frazer steering design which gives you fifty per cent more positive steering control at finger-tip pressure — adds peace of mind when you drive!

A man is judged by little things — and so is a car! The out-pouring of time and care in laboratories and designing rooms that creates Frazer engine performance, economy, dependability . . . that guarantees the stamina, efficiency and reliability of body, frame and chassis . . . is duplicated in the meticulous attention lavished on each Frazer feature. The features shown here only illustrate the untiring drive for perfection which makes the 1949 Frazers subject to attempted imitation . . . makes them *first among the finest* of American fine cars.

Twenty-seven cubic feet of dust-proof, quality-lined luggage compartment space offers adequate capacity for at least seven large suitcases . . . enables you to travel with a full wardrobe on long trips. New, vertical spare-tire mounting gives you more usable luggage space top-to-bottom for '49.

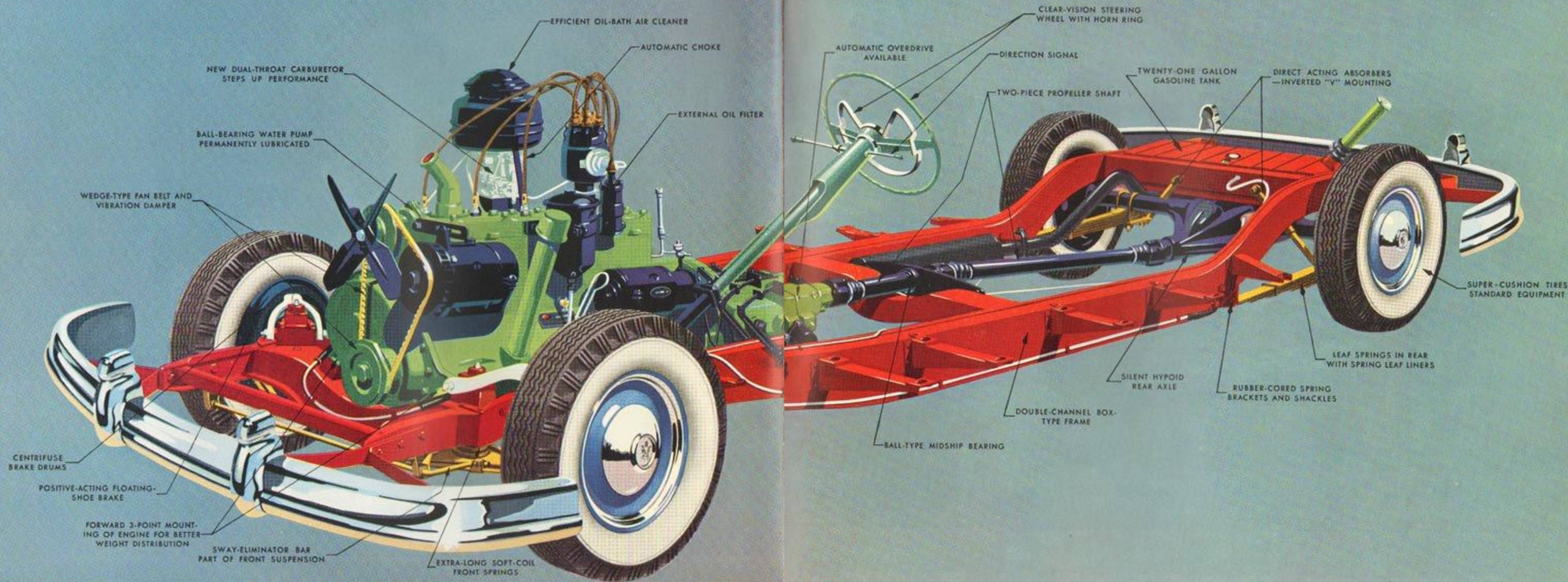
The tire industry's greatest achievement in years — Super-Cushion tires — this year adds unheard of softness, greater road-gripping safety, to the 1949 Frazer ride. Only twenty-four pounds of air pressure support the car. You may see the humps — but you won't feel them!





THE 112-HORSEPOWER FRAZER ENGINE

Both the Frazer and Frazer Manhattan provide a combination of performance and economy seldom, if ever, equalled. A dual-throat carburetor and dual-intake manifold add extra power with *reduced* gasoline consumption! A fourth speed forward—the cruising speed—takes over at 27 m.p.h. and increases economy further.



EFFICIENT OIL-BATH AIR CLEANER

AUTOMATIC CHOKE

NEW DUAL-THROAT CARBURETOR
STEPS UP PERFORMANCE

EXTERNAL OIL FILTER

BALL-BEARING WATER PUMP
PERMANENTLY LUBRICATED

WEDGE-TYPE FAN BELT AND
VIBRATION DAMPER

CLEAR-VISION STEERING
WHEEL WITH HORN RING

AUTOMATIC OVERDRIVE
AVAILABLE

DIRECTION SIGNAL

TWENTY-ONE GALLON
GASOLINE TANK

DIRECT ACTING ABSORBERS
—INVERTED "V" MOUNTING

TWO-PIECE PROPELLER SHAFT

SUPER-CUSHION TIRES
STANDARD EQUIPMENT

LEAF SPRINGS IN REAR
WITH SPRING LEAF LINERS

SILENT HYPOID
REAR AXLE

RUBBER-CORED SPRING
BRACKETS AND SHACKLES

DOUBLE-CHANNEL BOX-
TYPE FRAME

BALL-TYPE MIDSHIP BEARING

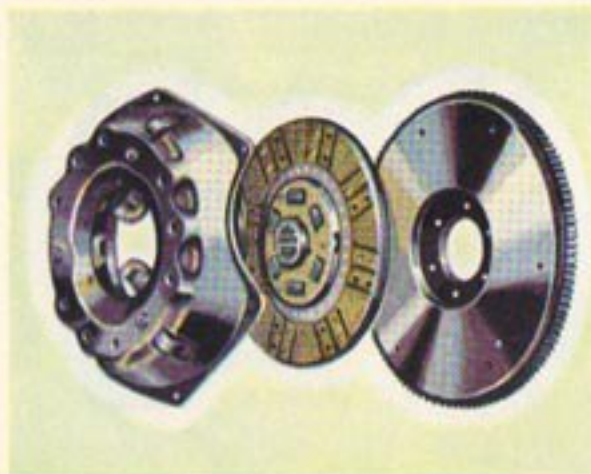
CENTRIFUGE
BRAKE DRUMS

POSITIVE-ACTING FLOATING-
SHOE BRAKE

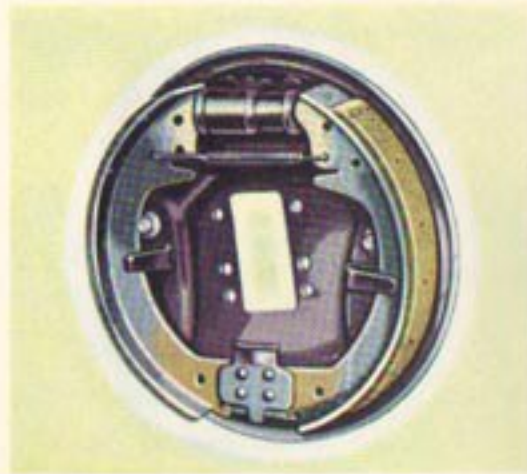
FORWARD 3-POINT MOUNTING
OF ENGINE FOR BETTER
WEIGHT DISTRIBUTION

SWAY-ELIMINATOR BAR
PART OF FRONT SUSPENSION

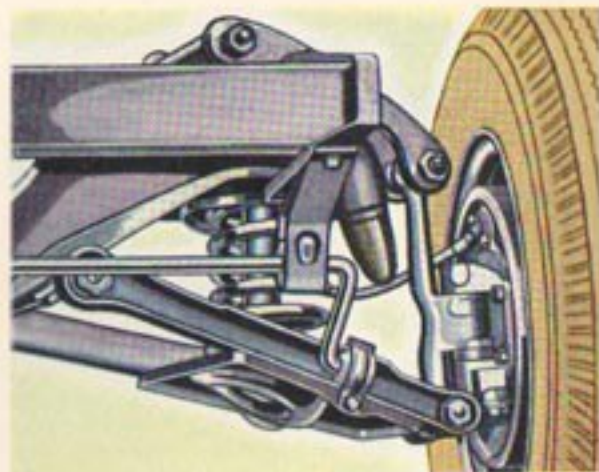
EXTRA-LONG SOFT-COIL
FRONT SPRINGS



Long-wearing, feather-control clutch. New refinements this year give easier clutch action than ever . . . combined with the sturdy dependability of nine and one-half inch plate diameter and ball release bearing construction.



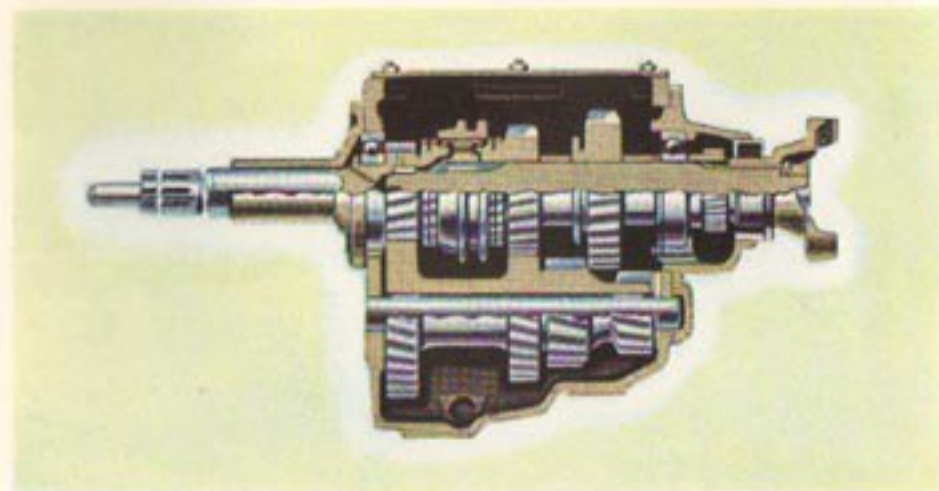
Full-floating, self-equalizing, 1949 Frazer hydraulic brakes provide soft, gliding stops in traffic . . . automatically increase stopping-power in severe applications. Safe, gentle, sure, under heaviest brogan or daintiest slipper.

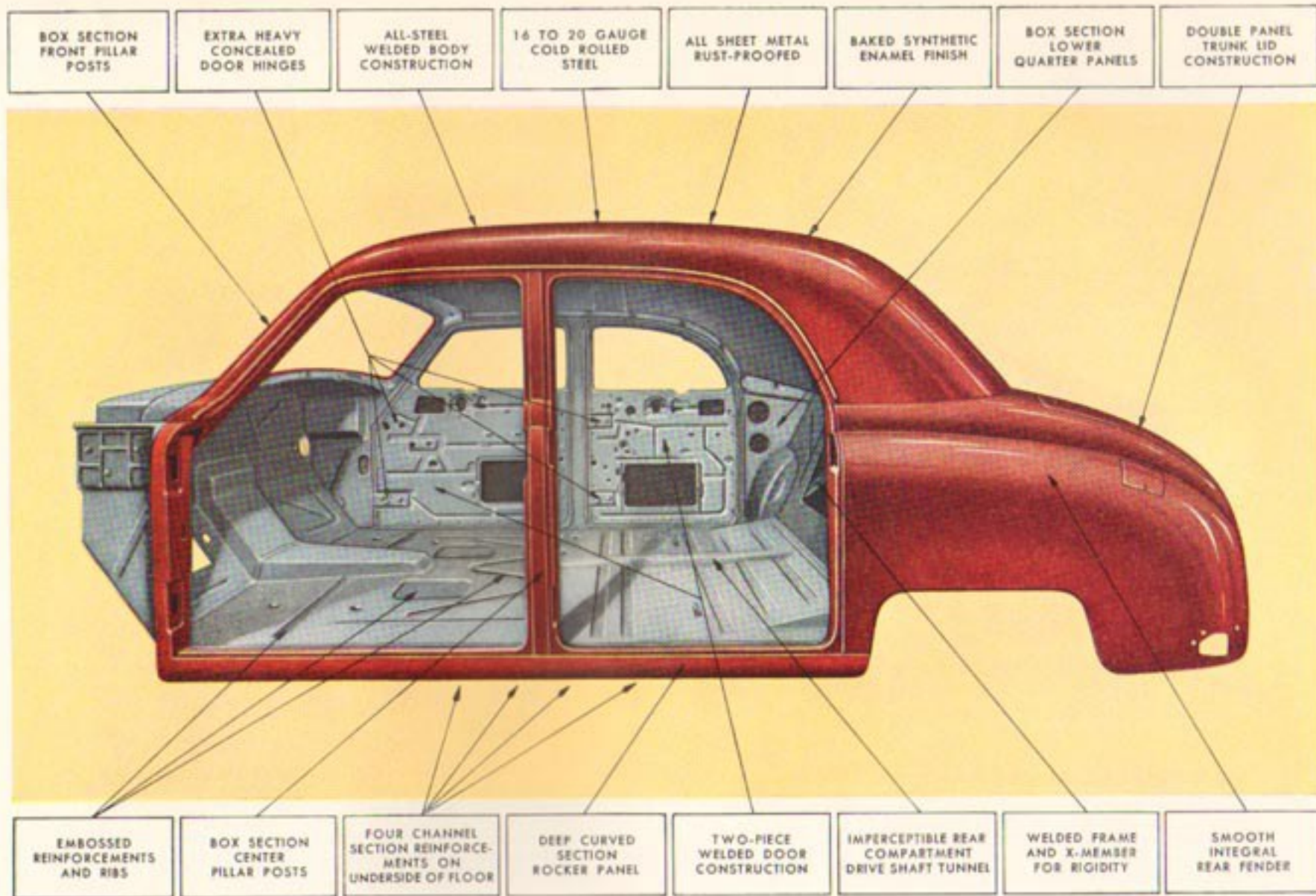


Frazer independent front coiled springs are longer, easier-acting than ever for '49. Vertical, airplane-type shock absorbers *inside the coils* feature advanced front-end suspension design, contribute super-smoothness to the Frazer ride.

QUANTITY of materials . . . Precision of manufacture . . . Perfection of design. These are the foundations of Frazer excellence. Those who have driven an earlier Frazer will be prepared for the silken performance, the silent dynamite under the 1949 Frazer hood . . . the sure but gentle action of clutch and brake . . . the money-saving smoothness of Frazer overdrive and synchro-mesh transmission, the road-levelling magic of Frazer spring suspension. But here, as elsewhere in this '49 trail blazer, the new values will greet the '49 buyer . . . values which make the 1949 Frazer and Frazer Manhattan more than ever the value-leaders all other cars will try to copy.

Smooth, effortless shifting! 1949 design changes, including larger bearing area, make gear-shifting more effortless than ever! Helically-cut, synchronous mesh gears eliminate clashing in second and third . . . the Frazer overdrive takes over automatically at 27 m.p.h. for sensational economy and smoothness.





SO ROOMY...SO QUIET...SO SAFE

Underneath the tailored upholstery and gleaming finish of the 1949 Frazer is this steel fortress buttressed and reinforced by steel! Welded construction eliminates body squeaks and rattles . . . advanced body insulation blankets road-hum. New reinforcing members make the '49 stronger, more rigid . . . protect all you hold dearest.

SPECIFICATIONS

ENGINE—L-head, six cylinders. Bore 3 1/4 inches, stroke 4 3/4 inches; displacement, 226.2 cubic inches; taxable horsepower 26.3; brake horsepower 112 @ 3600 R.P.M. 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—Downdraft, dual-throat, 1 1/4-inch carburetor; dual-intake manifold; 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 1/2 quarts plus 1 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 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—Frazer overdrive available at extra cost. 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—Frazer independent front wheel suspension. Two-way, direct-acting, airplane-type shock absorbers inside coil springs. Directly connected stabilizer bar.

REAR SUSPENSION—Semi-elliptic springs—53 x 1 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.

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.

WHEELBASE—123 1/2 inches. **OVERALL LENGTH**—207 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 choice of two-tone upholstery selections. Front and rear arm rests also serve as door pulls. Rear seat center arm rest standard, front center arm rest optional at extra cost. Large trunk with vertically mounted spare tire, approximately 27 1/2 cubic feet of usable space. Wide selection of exterior colors—metallic and non-metallic.

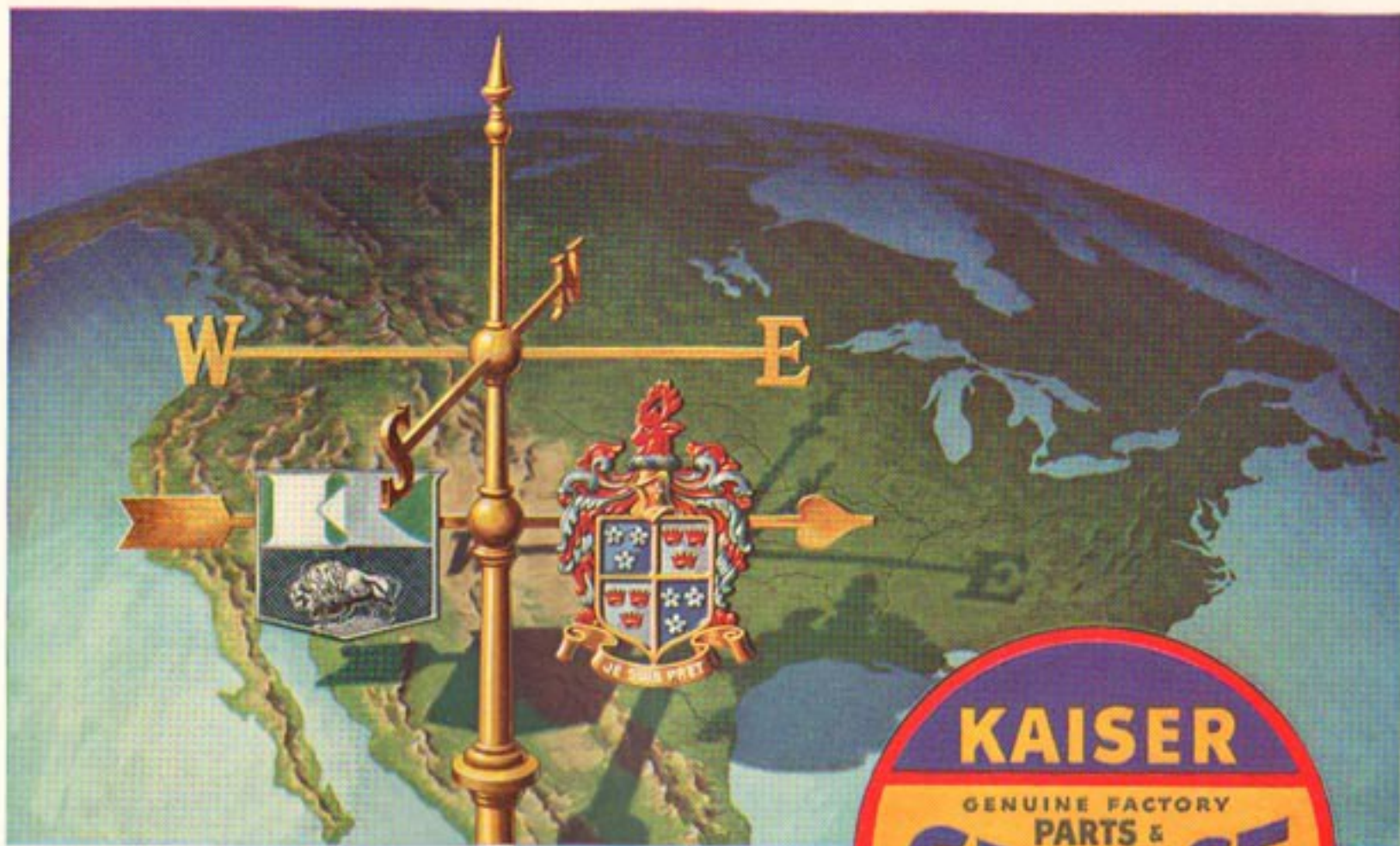
INSTRUMENT PANEL—Modern instrument panel with all instruments, including electric clock, grouped in front of the driver for easy visibility, finished in metallic enamel colors to blend with the dominating color tone of the upholstery; chrome trim with chrome knobs; indirect lighting. Oil gauge, ammeter, 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. Tilt-type, no-glare rear-view mirror. Automatically operated dome light, manually operated front compartment map and courtesy lights. Two combination tail and stop lights. Turn indicator lights. 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.

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KAISER - FRAZER CORPORATION • • • WILLOW RUN, MICHIGAN

PRINTED IN U. S. A. 1948




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 Frazer parts. Wherever the road leads, you'll never be far from Frazer service experts whose equipment meets top service standards and 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


FRAZER
OWNER
SERVICE POLICY

John Doe
Name

1111 Main Street
Address

Hometown U. S. A.
City State

4-Door DeLuxe Sedan
Model

Serial No.

Engine No.

Key No.

September 1946
Delivery Date

Hometown Sales, Inc.
Policy Issued By

FORM NO. 104-101 12789 1946 U. S. A.

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 organization, like the parent company, is imbued from top to bottom with a desire to grow . . . to achieve an even 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.



Frazer 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 and adjustments by the dealer from whom you bought the car.

