



## *Triple Selling Appeal of the New Kaiser Traveler Obsoletes Conventional Station Wagon*

A brand new kind of automobile—new in usefulness—new in price—new to the K-F line of motor cars—new to the whole industry. Yet it's the second lowest-priced K-F car and at the same time the lowest-priced, full-size utility car built today—lower even than Ford, Chevrolet and Plymouth station wagons. It's better looking, too, for the family—more useful for business,

and finally it has a triple advantage over competition. What a sales-getter—what a profit-builder—the new Kaiser Traveler.

**First-Price.** The Traveler obsoletes the utility value of the conventional station wagon, yet cuts under it in price.

**Advised  
Delivered Price**

|  |           |
|--|-----------|
| Kaiser Traveler .....                    | \$2088.00 |
| Ford "8" Station Wagon .....             | 2263.50   |
| Chevrolet Station Wagon .....            | 2278.00   |
| Plymouth Station Wagon .....             | 2387.00   |
| Pontiac Standard "6" Station Wagon ..... | 2559.00   |
| Pontiac Standard "8" Station Wagon ..... | 2627.00   |
| Pontiac DeLuxe "6" Station Wagon .....   | 2638.00   |
| Pontiac DeLuxe "8" Station Wagon .....   | 2706.00   |
| Mercury Station Wagon .....              | 2715.50   |
| Oldsmobile "76" Station Wagon .....      | 2911.00   |
| Buick "50" Estate Wagon .....            | 3203.00   |
| Oldsmobile "88" Station Wagon .....      | 3317.00   |
| Packard "8" Station Wagon .....          | 3449.00   |
| Buick "70" Estate Wagon .....            | 3765.00   |

Price is only one advantage, and not the most important by any means.

**Second—Value for Family Use.** Superior to a station wagon. The owner of a Traveler gets all the beauty, luxury and comfort not only of a regular sedan, but of a Kaiser sedan—thrilling speed on the highway—brilliant performance in traffic—the soft, gentle ride for which all Kaiser cars are famous. And, finally, the smart, modern beauty of line and contour that has made Kaiser and Frazer motor cars the most copied cars in the industry.

**Third—As a Business Car.** More important advantages! To begin, this versatile car can be changed from a regular family sedan to a pick-up van in just ten seconds. No nuts or bolts to remove—no seat to lift



out. Just fold the rear seat and open the rear door and tail gate, and you're in business, ready to load.

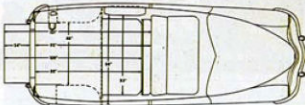
With the tail gate down you have a flat floor extending 109 inches from the folded rear seat to the rear edge of the tail gate, or 130 cubic feet of usable loading space. Removing the rear seat entirely (a few minutes' operation) adds 12 inches in length, another 10 cubic feet of capacity. If you close the rear door and tail gate, but leave the rear seat folded, there are still 83.7 cubic feet of space for cargo.

Loading is easy, either from the rear or through the right rear door, for the entire floor level is only 24 inches above the roadway. The tail gate is strongly supported and can carry a full load. Of course, the tail gate may be closed and the rear lid left open, or the rear lid closed and the tail gate left open, in order to accommodate the load carried.

Special springs provide ample capacity for carrying comparatively heavy as well as bulky loads, and 6-ply tires permit heavy cargos without overloading. Standard design, telescopic-type shock absorbers are of greater capacity to control the special springs. Skid strips of steel on the steel floor facilitate loading and unloading, and vinyl upholstery and trim are exceptionally long lasting and easy to clean.

Finally, how does the Kaiser Traveler compare with competition? Of course, there are no real competitive

models, for the Traveler is unique—in a class by itself. No other sedan attempts to match it in usefulness—no station wagon can compare in beauty, style or comfort.



### *As Compared to a Station Wagon — Here's What You Have to Sell*

- (A) **Comfort**—Special springs, cushioning and appointments are distinct Traveler advantages when used as a passenger car. The body is built of solidly welded steel—no wood to squeak and refinish constantly. No slide window to rattle. The paint finish, inside and out, is baked synthetic enamel—colorful, lustrous and permanent.
- (B) **Utility**—Cargo space is comparable to large station wagons and greater than the newer models on the market. The rear seat folds away in ten seconds and eliminates the bother of unscrewing and removing a seat as in most station wagons. Complete passenger seating capacity available without having to install a loose seat. The carrying bed of the car is low for ease of loading and unloading. The latest type of vinyl upholstery is durable and easily kept clean.
- (C) **Appearance**—The ordinary station wagon when judged according to modern automobile styling standards can scarcely be called an object of beauty. The utter lack of streamlining—the square, box-like body and straight sides do not at all conform to modern ideas of beauty. The Traveler, on the other hand, has the smooth, modern beauty of line, contour and color of Kaiser and Frazer sedans—the most copied cars in America.

We are sure you will agree that the Traveler is an inspiration on the part of K-F designers and engineers and, because it offers something the public can both use and enjoy, it provides one of the greatest selling opportunities ever offered. You may be sure competitive salesmen would like to have a similar model in their line—and they may attempt substitutes—so let's make the most of it—NOW! Let's present it persuasively and clearly to every prospect. Know your story and tell it convincingly on every opportunity. And—demonstrate—show your prospect the advantages—point out the extra usefulness—let him experience the ride.

PUBLIC RELATIONS, ADVERTISING, SALES PROMOTION

KAISER-FRAZER SALES CORPORATION

WELLOW RUN, MICHIGAN



# Sales Promoter

JULY, 1949

VOL. 1, No. 7

## Packard 8?

Here Are

27 Reasons

For Choosing The

Kaiser DeLuxe



Packard 8  
4-Door Sedan

|   | Kaiser DeLuxe | Packard 8 |
|---|---------------|-----------|
| Advertised Delivered Price.....             | \$2185.00     | \$2249.00 |
| Wheelbase.....                              | 125½"         | 120"      |
| Overall Width.....                          | 72½"          | 77-15/32" |
| Front Cushion Width.....                    | 62"           | 57½"      |
| Rear Cushion Width.....                     | 62½"          | 50½"      |
| Combined Front and Rear Cushions.....       | 10' 4¼"       | 9'        |
| Unused Body Width.....                      | 10½"          | 26-31/32" |
| Trunk Capacity (Cubic Feet).....            | 37½           | 17.2      |
| Push Button Door Openers.....               | Yes           | No        |
| All Sheet Metal Rustproofed.....            | Yes           | No        |
| Exterior Paint.....                         | Enamel        | Lacquer   |
| Folding Center Arm Rests.....               | Optional      | No        |
| Rear Arm Rests on Doors.....                | Yes           | No        |
| Airfoam Seat Pads.....                      | Yes           | No        |
| Shipping Weight (lbs.) 4-Door Sedan.....    | 3341          | 3315      |
| Engine Weight per Horsepower (lbs.).....    | 5.68          | 6.83      |
| H.P. per Cubic Inch Displacement.....       | 4.05          | 4.68      |
| Compression Ratio.....                      | 7.3 to 1      | 7.0 to 1  |
| Oil Filter—External.....                    | Yes           | No        |
| Oil Bath Air Cleaner.....                   | Yes           | No        |
| Service Brake Area (sq. in.).....           | 175.7         | 171.5     |
| Sedan Weight per sq. in. Brakes (lbs.)..... | 19.0          | 22.2      |
| Tire Loading Factor (lbs.).....             | 619           | 545       |
| Double Channel Frame.....                   | Yes           | No        |
| Two-Piece Propeller Shaft.....              | Yes           | No        |
| Interior Trim Selections.....               | 15            | 1         |
| Exterior Paint Selections.....              | 11            | 9         |

The information contained in this K-F Sales Promoter is obtained from reliable sources and is, in our opinion, correct but cannot be guaranteed.



Kaiser DeLuxe  
4-Door Sedan

# Your Prospects Should Be Told All About The Adv

## ADVERTISED DELIVERED PRICE

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard # |
| \$1295        | \$1780    |

Theoretically, price should not be the deciding factor in selecting a new motor car. Nevertheless, when a lower price is combined with a long list of other important superiorities, price becomes a sales advantage that carries a great deal of persuasive power. The Kaiser DeLuxe price advantage of \$54.00 over Packard "8" is, therefore, important when considered in conjunction with the 26 other superiorities embodied in the Kaiser. However, for a practical picture of the relative prices of the Kaiser DeLuxe and Packard "8", a check of your local Packard delivered-at-the-showroom price will reveal an actual differential of four or more times the \$54.00 shown here.

## WHEELBASE

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard # |
| 122 1/2"      | 120"      |

The extra inches of wheelbase provided in the Kaiser DeLuxe serve a double purpose. Not only does long wheelbase improve appearance by giving pleasing proportions to the whole car, it is also a major factor in producing a smooth level ride. Of course, many other factors (all found in the Kaiser DeLuxe) also contribute to good riding qualities, but long wheelbase with correspondingly shorter overhang front and rear is an essential. Incidentally, a car with a medium long wheelbase like the Kaiser and shorter front and rear overhang is easier to handle in traffic and to park.

## OVERALL WIDTH

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard # |
| 72 1/2"       | 71 3/4"   |

It is perfectly obvious that extra inches of exterior overall width are in themselves really a disadvantage. In close parking and in a narrow garage, the slim, streamlined car is much more desirable. All of this is doubly true when, like the Kaiser DeLuxe, inside seating width is extra large. Packard is at a double disadvantage because it is five inches wider than the Kaiser outside, yet on the inside the rear seat is 12 1/2 inches narrower. We will discuss this differential in widths in more detail later.

## FRONT CUSHION WIDTH

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard # |
| 47 1/2"       | 57 1/2"   |

The four-and-a-half inches of extra front seat width provided by the Kaiser DeLuxe cushion are an important consideration when three are riding in front. They assure ample comfort even for the driver and passengers are larger people, and for smaller folks they mean luxurious spaciousness. This extra space is appreciated not only on hot days, but also in the winter when heavy wraps and fur coats are the order of the day. Room to move about in is always desirable.

## REAR CUSHION WIDTH

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard # |
| 42 1/2"       | 38 1/2"   |

If plenty of room for three people is desirable in the front seat, isn't it just as useful in the rear? K-F designers think so, and therefore made the Kaiser DeLuxe rear seat even wider than the front. Packard, on the other hand, has cut down rear cushion width to only 38 1/2 inches—a full foot narrower than the Kaiser. Since 4 1/2 inches of extra room are important to the comfort of front seat travelers, how much more important is a foot more

seat space to those in the rear. With three riding in the rear it would probably mean the difference between restful comfort and a cramped, uncomfortable ride—an important consideration even on short trips.

## COMBINED FRONT AND REAR CUSHIONS

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard # |
| 10 4/5"       | 9"        |

Here is another way to consider seat room in an automobile. If you add front and rear seat room together, you arrive at the total space available for travelers in that car. And, now, the Kaiser DeLuxe advantage increases to 16 1/2 inches. Packard total seat space—9 feet—is the smallest of any standard size car in the industry, while that of the Kaiser DeLuxe—10 feet 4 1/2 inches—is greater than any other car except Hudson, which is a mere 1/4 inch wider.

## UNUSED BODY WIDTH

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard # |
| 18 1/4"       | 26 3/4"   |

Now let's discuss further the significance of extra exterior width coupled with less interior roominess. First of all, keep in mind that the widest point on all cars is near the front of the rear wheel housings or fenders. If you subtract rear seat width from exterior overall width, you get the amount of space within the sidewalls or fenders which cannot be utilized as seating space. Naturally, this should be kept to the very minimum. In the Kaiser DeLuxe the rear seat is located ahead of the wheel housings and extends, therefore, all the way from door to door. Only the necessary thickness of the doors intervenes between seating space and outside width—10 1/2 inches. In Packard, not only is the overall exterior width greater, but the rear seat is located between the wheel housings and is restricted in width to only 50 1/2 inches. This means a difference of 26 31/32 inches between outside width and interior seat room. That is, the Packard buyer pays for 26 31/32 inches of car width which he cannot possibly use.

## TRUNK CAPACITY (CUBIC FEET)

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard # |
| 27 1/2"       | 17.2      |

There are two reasons for this Kaiser DeLuxe advantage over Packard in trunk space. In the first place the rear of the Kaiser is broad of beam, practically the full width of the car, and the deck is high. The Packard rear quarters, on the other hand, narrow in very considerably, and the deck slopes in a much flatter line. Secondly, the Kaiser rear seat is set farther forward in the body than the Packard. Taken together, these two design differences give the Kaiser DeLuxe an advantage of more than 10 cubic feet in usable trunk space.

## PUSH BUTTON DOOR OPENER

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard # |
| Yes           | No        |

Smart modern appearance is only one advantage of Kaiser DeLuxe push buttons over the conventional type door openers offered by Packard "8". Push buttons also are flat and offer no projections to catch on clothing and cause accidental opening of the doors when the car is traveling. In this connection, remember, Kaiser interior door locks cannot be released by operating the push buttons. The lock button itself must be moved. This contrasts with the conventional type plunger lock which is released

# antages These Kaiser DeLuxe Superiorities Afford

automatically when the door handle is turned. Prospects with children will appreciate this feature.

## ALL SHEET METAL RUSTPROOFED

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| Yes           | No        |

All the sheet metal of the Kaiser DeLuxe—body, fenders, hood, etc.—are thoroughly rust-proofed by a special patented coating applied to every square inch of both surfaces of the steel and baked in special ovens. Packard uses the same process on the hood and certain sheet metal parts, but the body shell is not given this protection. The advantages of this precaution are obvious.

## EXTERIOR PAINT

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| Enamel        | Lacquer   |

The synthetic baked enamel finish of the Kaiser DeLuxe is permanently beautiful. It is extremely hard, which prevents rapid oxidation and, therefore, the color does not fade from exposure to the sun and elements. Baked synthetic enamel, unlike lacquer, does not require frequent cleaning with an abrasive to remove the oxidized pigment and therefore does not wear thin in spots from constant severe cleaning.

## FOLDING CENTER ARM RESTS

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| Optional      | No        |

Kaiser designers and engineers consider the comfort of both the car owner and his passengers and make available to them, if they so desire, folding center arm rests for both the front and rear seats. These luxuries may be ordered in the Kaiser DeLuxe for either the front or rear seat, or both, at small extra cost. They are an investment in restful comfort enjoyed by driver and passengers alike. They are not available at any price on the Packard "8".

## REAR ARM RESTS ON DOORS

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| Yes           | No        |

As explained in preceding Sales Promoters, there are two advantages to mounting the rear side arm rests on the door, as in the Kaiser DeLuxe, instead of permanently on the rear quarters, as in Packard "8". In the first place, they are mounted permanently on the Packard in order to cover up the wheel housings which protrude into the body. Of course, this limits rear seat width as pointed out before. Secondly, when mounted on the door, they swing out of the way for easy entrance and exit instead of extending into the doorway as in many cars.

## AIRFOAM SEAT PADS

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| Yes           | No        |

Here is another comfort feature afforded by the Kaiser DeLuxe as standard equipment, but not available on the Packard "8". Not only are these foam rubber pads luxurious, soft and comfortable to sit on for hours at a stretch, they also maintain their shape indefinitely and prevent sagging of the cushions and wrinkling of the upholstery.

## SHIPPING WEIGHT 4-DOOR REAR

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| 3341 Lbs.     | 3815 Lbs. |

As you can see from the figures shown, the Packard "8" weighs 474—close to 500 pounds—more than the Kaiser DeLuxe, yet the car is actually smaller, both in wheelbase and overall length. Obviously, the Kaiser displays the more modern engineering by thus reducing weight. This extra weight is again reflected in sedan weight per horsepower. The Packard engine is large—maybe unnecessarily so—and develops 23 more horsepower than the efficient Kaiser DeLuxe power plant. But this Packard engine has all that extra car weight to drive, so when we figure sedan weight per horsepower, we find that Packard's increase in horsepower, when analyzed, has dwindled to just a little over a pound per horsepower—Kaiser DeLuxe 89.8 lbs., Packard "8" 28.2 lbs. And Kaiser DeLuxe gives you all the performance needed without wasting any fuel.

## ENGINE WEIGHT PER H. P. (L.B.)

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| 5.67          | 6.25      |

As we just pointed out, the Kaiser DeLuxe engine is an efficient modern power plant, and in the next several points discussed, we will prove this statement. In the first place, it is more efficiently designed for it weighs less for each horsepower developed than the Packard "8"—Kaiser DeLuxe 5.67 lbs. per H.P., Packard "8" 6.25 lbs.

## H. P. PER CU. IN. DISPLACEMENT

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| 495           | 468       |

Point Number Two proving Kaiser DeLuxe engine efficiency—horsepower per cubic inch displacement—is probably the most accurate measurement of all for judging engine efficiency. The more power developed from each cubic inch of gasoline mixture used, the greater is the efficiency and economy of the engine. Kaiser DeLuxe outpoints Packard "8"—495 to 468 horsepower per cubic inch.

## COMPRESSION RATIO

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| 7.3 to 1      | 7.0 to 1  |

One of the important factors contributing to the greater efficiency of the Kaiser DeLuxe engine is the higher compression ratio employed. Kaiser DeLuxe has, with a single exception—Cadillac—the highest compression ratio of any standard car built in this country. The higher the compression ratio, other factors being equal, the greater is the power squeezed from each drop of gasoline.

## OIL FILTER - EXTERNAL

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| Yes           | No        |

The Kaiser DeLuxe engine is standard equipped with an external oil filter of the replaceable cartridge type. Packard "8" is not. This Kaiser type of filter removes foreign matter, even tiny particles, from the oil as it circulates through the engine, thus prolonging the useful life of the oil and protecting bearings and other finely machined surfaces from wear.

# Here Are More Important Advantages For Your Prospect

## OIL BATH AIR CLEANER

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| Yes           | No        |

Still another protective feature with which the Kaiser DeLuxe is equipped and which is lacking on the Packard "8"—an oil bath air cleaner. This type of air filter, because of its greater cleaning efficiency, is usually specified for dusty regions of the country. Kaiser, however, provides this extra protection as standard equipment.

## SERVICE BRAKE AREA (SQ. IN.)

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| 71.3          | 17.5      |

Kaiser DeLuxe and Packard "8" have very nearly equal service brake lining areas. As you see, there are only slightly over four square inches of difference in favor of the Kaiser. However, do not lose sight of the fact that the Kaiser is close to five hundred pounds lighter in weight than the Packard.

## SEDAN WEIGHT PER SQ. IN. BRAKES (LBS.)

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| 19.0          | 27.2      |

Now we see the real significance of the brake area story. When the amount of sedan weight to be stopped by each square inch of service brake area is figured, we find that the Kaiser DeLuxe has a real advantage over the Packard "8". The Kaiser has 3.2 pounds less weight for each square inch of lining to stand than the Packard, and this is an important advantage for it should assure quicker, more positive stops, more stops without fading and much longer brake lining life.

## TIRE LOADING FACTOR (LBS.)

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| 819           | 540       |

In spite of the fact that the Packard "8" uses a larger size and more expensive tire—7.60 x 15—than the Kaiser DeLuxe—7.10 x 15—this is no advantage because of the much greater weight of the car itself. If you compute the load capacity of the tires of both cars inflated to 24 lbs. pressure and from that figure subtract the weight of the car, you will find that the Kaiser DeLuxe has 74 pounds greater load carrying capacity or, as it is generally known, greater tire loading factor.

## DOUBLE CHANNEL FRAME

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| Yes           | No        |

Strength, rigidity and light weight are all combined in the modern-type Kaiser DeLuxe frame. Each side member is formed from two pieces of deep section channel steel solidly spot welded together to form a girder of tremendous strength. Six cross mem-

bers—three of them of box construction—are welded to the side members giving rigidity and stiffness to the frame and providing support for the engine and other assemblies. The Packard frame is of the older, conventional X-member type with side rails boxed for only a portion of their length.

## TWO-PIECE PROPELLER SHAFT

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| Yes           | No        |

When you show your prospects the rear compartment of the Kaiser DeLuxe, be sure to point out that the floor is flat and tell them why. Practically every other car has a tunnel—some very high, some less so. The reason, of course, is the K-F two-piece propeller shaft. This produces a sharp downward slope to the rear section of the two-piece shaft which makes it possible for the shaft to move up and down as the wheels follow road irregularities without the necessity of extra space in a tunnel raised above the level of the floor. Most prospects favor the modern Kaiser design and prefer it to the one-piece shaft and tunnel as is used in Packard "8".

## INTERIOR TRIM SELECTIONS

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| 13            | 1         |

The Kaiser DeLuxe is offered with a selection of thirteen different interior trims and upholstery combinations. Each purchaser can thus express his own taste and personality in the color and fabric he chooses for the interior of his car. Such a wide selection is most unusual. It is much appreciated by the prospect and a powerful help to the salesman. Packard "8" prospects can make no such choice. There is only one trim, and upholstery material. Take it or leave it.

## EXTERIOR PAINT SELECTIONS

|               |           |
|---------------|-----------|
| Kaiser DeLuxe | Packard 8 |
| 11            | 9         |

Packard does considerably better with exterior colors than with interior trim. The Packard "8" may be ordered in any of nine colors. These are also the color selections for all models of Packard cars—both standard and deluxe. Kaiser DeLuxe is, however, still out in front with a selection of eleven colors, and if the whole K-F line is considered, there is a total of 37. It's one thing to follow K-F design and styling, but no manufacturer as yet has mustered the courage to even approach K-F in exterior colors or interior trims.

**T**HE FACT that we have listed and explained 27 superiorities of the Kaiser DeLuxe over the Packard "8" does not mean that the Packard "8" isn't a good car. It is a good car, and you should agree with your prospect if he thinks and says so. However, you can diplomatically point out that you believe the Kaiser DeLuxe is an even better car—a better buy and more desirable to own. Bring the preceding Kaiser DeLuxe advantages to his attention in a polite, persuasive way. Don't be argumentative. You may be surprised with the ease with which you change his opinion.

# Sales Promoter

AUGUST 1949

VOL. 1 No. 9



KAISER TRAVELER

\$2088.00

De Soto Carry-all  
attempts to follow  
Kaiser Traveler  
lead

|   | Kaiser Traveler | DeSoto Carry-All  |
|---|-----------------|-------------------|
| Advertised Delivered Price.....                     | \$2088.00       | \$2210.50         |
| Length Inside, Seat folded, Hatch Open.....         | 109"            | 88 1/2"           |
| Width Inside, Widest Point.....                     | 58"             | 61 1/2"           |
| Width Inside, Narrowest Point.....                  | 46"             | 59 1/2"           |
| Height and Width of Loading Opening.....            | 33" x 46"       | 15 1/2" x 29 1/2" |
| Cubic Capacity—Seat Up, Door Closed (Cu. Ft.)       | 31.7            | 15                |
| Cubic Capacity—Seat Folded, Door Closed (Cu. Ft.)   | 85.7            | 62                |
| Cubic Capacity—Hatch Open, Tail Gate Down (Cu. Ft.) | 130             | 62                |
| Height of Loading Floor at Rear.....                | 24"             | 24"               |
| Height of Loading Floor at Side.....                | 24"             | 27"               |
| Front Cushion Width.....                            | 62"             | 58"               |
| Overall Width—Exterior.....                         | 78 1/2"         | 73 7/16"          |
| Overall Height—Exterior.....                        | 64 1/2"         | 65 1/2"           |
| Pull-type Exterior Door Handles.....                | Yes             | No                |
| Push Button Interior Door Openers.....              | Yes             | No                |
| Engine Weight per Horsepower (lbs.).....            | 6.27            | 7.11              |
| Compression Ratio.....                              | 7.3 to 1        | 7.9 to 1          |
| Aluminum Steel Strut Platons.....                   | Yes             | No                |
| Cylinders Surrounded by Water.....                  | Yes             | No                |
| Sealed Cooling System.....                          | Yes             | No                |
| Overdrive Available.....                            | Yes             | No                |
| Two-piece Propeller Shaft.....                      | Yes             | No                |
| Shipping Weight (lbs.).....                         | 3436            | 3565              |
| Weight per Sq. In. Brake Area.....                  | 19.6            | 20.5              |
| Hand Brake Area (Sq. In.).....                      | 87.9            | 90%               |
| Hand Brake Location.....                            | R. Wheels       | Prop.             |

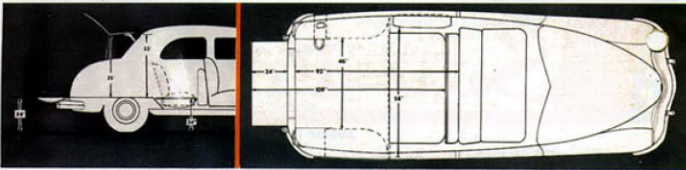
WHEN Kaiser-Frazer announced the new Kaiser Traveler it was perfectly obvious that other motor car manufacturers would recognize the tremendous sales appeal of this brand new type of automobile and start at once to design a similar model for their own lines. Now, DeSoto—the first competitive manufacturer to follow the K-F lead—has brought out the new DeSoto Carry-All. However, the two cars—Kaiser Traveler and DeSoto Carry-All—are far from similar in design. We urge that you study the information and illustrations in this Promoter so that you will be completely familiar with the design of both cars and, therefore, be able to point out Traveler superiorities when the occasion presents itself.



DESOTO CARRY-ALL

\$2210.50

# Proved Superiorities in dimensions and specifications



## 1. Advertised Delivered Price

How can the DeSoto salesman justify the \$122 price differential between his Carry-All and the Kaiser Traveler? Is the Carry-All bigger? Not at all—the Kaiser offers greater passenger roominess and provides much greater cargo carrying capacity. Is the Carry-All better trimmed or better looking? Certainly not. The Traveler is the style leader of the industry—the most copied car in America and is available in a wide variety of vinyl, and vinyl and cloth color combinations. Unquestionably you have every sales advantage in your Kaiser Traveler—EVEN PRICE.

## 2. Length Inside

Because the Traveler is not merely a converted sedan but is really designed to do an outstanding utility job, inside length should be measured with the hatch open and the tail-gate down. It is entirely practical to load the car to the rear edge of the tail-gate and drive any distance with such a load. The DeSoto Carry-All has no tail-gate and no supports for the deck lid. Therefore, since the only practical way to drive is with the deck closed, inside length must be measured with the rear end closed. On this basis, the Traveler has 109 inches of inside length, and the DeSoto has 88½ inches—a Traveler advantage of 20½ inches. In both cases the rear seat is folded.

## 3. Width Inside

Kaiser Traveler 38", DeSoto Carry-All 61½". On the surface this looks like a DeSoto advantage, but refer to the plan drawings above. Note that the Traveler spare tire is carried in front of the rear wheel housing. This positioning cuts down overall width at the widest point in the body and reduces inside width about six inches. Now, look at the DeSoto plan view. See where the spare tire is carried? It's right alongside of the rear wheel housing—the narrowest part of the body. In other words, DeSoto uses up space for the spare tire where space is at a premium. The narrowest part of the whole Traveler cargo space—located between the wheel housings—measures 46". The narrowest point of the DeSoto, located between the wheel housing and the spare tire, measures only 29½"—a Traveler advantage of 16½ inches.



The rear loading opening of the DeSoto Carry-All is restricted not only to the size of the regular trunk lid, but is even narrower because of the positioning of the spare tire and the protruding deck lid hinges. The actual usable dimensions are 13½ inches by 29½ inches.



The rear hatch of the Kaiser Traveler opens upward and the tail-gate lowers to give a rear loading opening 33 inches high and 46 inches wide. Note that the spare tire is carried forward of the rear wheel housing where it does not interfere with rear loading.

## 4. Height and Width of Loading Opening

Both the Traveler and the DeSoto can be loaded through the rear side door, so obviously neither car has the advantage in this respect, except maybe a small advantage for DeSoto in that either side door may be used. However, the logical method of loading would seem to be through the rear. Here the Traveler has a tremendous advantage, not only because the upper door or hatch opens, but also because of the positioning of the spare tire in the DeSoto. Refer to the photographs below and you will realize how great is the Traveler advantage. The rear opening is 33 inches by 46 inches, while the DeSoto, because of protruding lid hinges and spare tire, is only 15½ inches high and 29½ inches wide.

## 5. Cubic Capacity—Seat Up, Door Closed

Used as a regular six-passenger sedan, the Kaiser Traveler provides full 31.7 cubic feet of cargo or luggage space. Under the same conditions the DeSoto Carry-All affords only 15 cubic feet—not half as much as the Traveler.

## 6. Cubic Capacity—Seat Folded, Door Closed

When only three passengers are traveling there is more than double the cargo space—plenty of room for a big load of merchandise, produce or what-have-you—83.7 cubic feet. Remember, the rear hatch and tail-gate are closed. Turning to the DeSoto Carry-All under the same conditions, we get only 62 cubic feet—27.7 cubic feet less than the Traveler.

## 7. Cubic Capacity—Seat Folded, Hatch Open, Tail-Gate Down

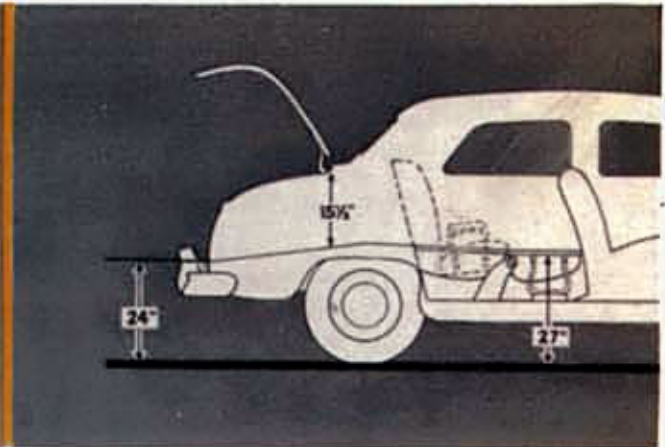
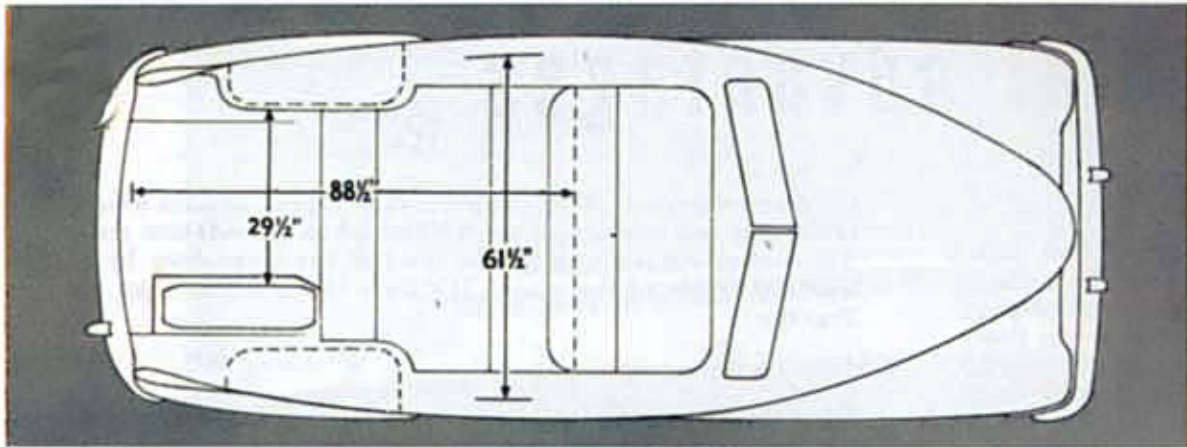
Finally, we come to the maximum load space capacity of the Traveler, 130 cubic feet. Here is a cargo hold big enough to suit almost everyone—plenty of room for even a big bulky load. What about the DeSoto Carry-All? No change—62 cubic feet. No hatch to lock in the open position—no tail-gate to lower and carry a load. Here is where the owner cashes in on the Traveler exclusive design—more than twice the cargo carrying space of the DeSoto.



Not only are push button door openers convenient to operate, they are also flush with the door panel. They have no protruding handles which might easily catch on clothing when passengers are carried or on freight when the car is used as a cargo carrier and thus cause accidental opening of the door.



# definitely establish **Kaiser Traveler** leadership



## 8. Height of Loading Floor

Although the Traveler and DeSoto Carry-All both have a loading height at the rear of 24 inches, there is another fact to be considered before deciding that neither car has the advantage. The floor of the Traveler is flat and level throughout its entire length from front seat even to the edge of the tail-gate. The DeSoto, on the other hand, is wavy from front to rear and the low rear loading point is possible because the rear section of the floor slopes downward from a point over the rear axle. Moreover, the loading height at the side door is approximately 27 inches from the roadway, while the Traveler is consistently 24 inches.

## 9. Front Cushion Width

Because the mounting of the spare tire in the Kaiser Traveler reduces the width of the rear seat, it affords the same seating space—58 inches—as the DeSoto Carry-All. However, the front seat widths presents a different story, for here the Traveler provides 62 inches, while the DeSoto has only 58 inches. Four inches make a very noticeable difference when three people are riding in the front seat.

## 10. Overall Width—Exterior

Although the DeSoto Carry-All is wider outside—DeSoto 73 7/16 inches, Kaiser Traveler 72 7/8 inches—it is really narrower inside. If you were to measure the Traveler from door to door at the rear with the spare tire removed you would find it measures 64 inches—2 1/2 inches wider than the DeSoto. That is why the Traveler spare tire is carried at this widest point in the whole body.

## 11. Overall Height—Exterior

Although all cars built by the Chrysler Corporation make a point of narrower and lower exterior dimensions this year with larger inside measurements, the DeSoto Carry-All is still 1 1/4 inches higher outside than the Kaiser Traveler.

## 12. Pull-Type Exterior Door Handles

Many new features and conveniences denote the modern design and styling of the Kaiser Traveler. Pull-type door handles,

efficient and easy to operate, are used on the Traveler in place of the older style turn-type with which the DeSoto Carry-All is equipped.

## 13. Push Button Interior Door Openers

Likewise on the inside we find up-to-the-minute push button door openers instead of the regular turn type. These push button door openers offer a special safety feature because there are no protruding handles which might catch on clothing or be knocked by cargo and cause accidental opening of the door while the car is in motion.

## 14. Engine Weight per Horsepower

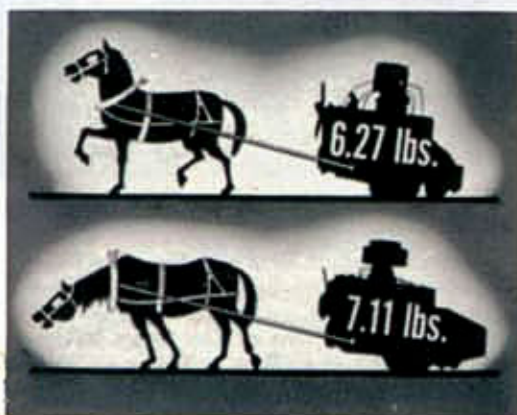
One of the most important indications of modern engine design and engineering is a low engine weight for each horsepower developed. Even a small fraction of a pound is considered an important saving. Thus the Kaiser Traveler advantage of almost a pound less engine weight per horsepower should be given full consideration.

## 15. Compression Ratio

DeSoto Carry-All, like all other standard built American cars except Cadillac, must give first place to the Kaiser when it comes to compression ratio. This specification also is an indication of modern engineering, as the upward trend during the past few years proves so definitely. DeSoto compression ratio of 7.0 to 1 is about average, while the 7.3 to 1 ratio offered by the Kaiser is second highest in the industry.

## 16. Aluminum Steel Strut Pistons

Only two American-built automobiles are equipped with pistons manufactured from some other material than aluminum alloy. However, only a few have progressed to the point of using the latest steel strut type. Kaiser Traveler has; DeSoto has not. The story of the advantages of these modern, more efficient pistons is too long to be told in this Promoter. Read it in detail beginning on page 87 in your Kaiser Facts Book, and tell it to your prospects. It's convincing, and it's important.



Engine weight per horsepower is a very important specification in air craft engines, and in automobile engines also it denotes the efficiency of the designers and engineers who built the engine. Surplus weight is a disadvantage in any part of a car.



There are several things to note in this photograph of the Traveler. First, the floor is smooth and flat when the rear seat is folded. Second, the front floor is supported by an angle iron on the bottom of the front seat which extends full width. Third, the bottom of the seat, forming the end of the cargo hold, is of plywood.

Note the uneven, wavy floor in the Carry-All here at the front. The back section slopes to the rear of the car. Observe how the front floor section rests on the padded arm rests of the folded rear seat, and finally notice that the cargo carried comes in direct contact with the vinyl upholstery on the back of the front seat.

# ...tell the whole story of Kaiser Traveler advantages

## 17. Cylinders Surrounded by Water

The cylinder block of the Kaiser engine is cast so that each cylinder is completely surrounded by a cored passage for cooling water. Thus each cylinder is cooled evenly throughout its circumference, expansion is equal all around and cylinders retain their perfect roundness at all temperatures. The DeSoto cylinder block, on the other hand, is cast with cylinders joined in pairs by walls of metal. Cooling of the cylinder walls is partial, and there is a tendency to distortion during the warm-up period.

## 18. Sealed Cooling System

For high speed driving in hot weather and to prevent boiling of the cooling water at high altitudes, the cooling system of the Kaiser Traveler is sealed with a spring operated radiator cap. Pressures up to  $4\frac{1}{2}$  pounds can be built up in the system and the boiling point of the coolant raised 10 to 12 degrees. This not only assures good performance under adverse conditions but often prevents loss of expensive anti-freeze solution. DeSoto has a conventional radiator cap and cooling system.

## 19. Overdrive Available

The Kaiser Traveler may be equipped with overdrive transmission as extra equipment if desired, and the owner will thus benefit from the many advantages of this modern feature. DeSoto offers fluid drive and Tip Toe Transmission, which practically eliminate gear shifting, but do not afford the tangible, economical advantages of overdrive. Prospects like the slower engine speeds in cruising, the definite savings in gasoline and oil consumption, also the reduced engine noise and wear assured when overdrive is in operation.

## 20. Two-Piece Propeller Shaft

Of course, you know that the Kaiser two-piece propeller shaft makes possible a flat floor in the rear compartment. This is a decided plus in a passenger automobile and even more important when the rear seat is folded in the Traveler. It permits the rear seat cushion to fold against the front seat back and the rear seat back to lower until it almost touches the floor. DeSoto Carry-All, on the other hand, must raise the seat cushion from

the floor on account of the propeller shaft tunnel, and the weight of the seat and load at this point is carried on the side arm rests. This design naturally raises the level of the cargo floor by at least the height of the tunnel. It's three inches higher than the Traveler.

## 21. Shipping Weight

Since the DeSoto Carry-All is almost exactly the same size as the Kaiser Traveler— $\frac{1}{4}$  inch longer overall and less than one inch wider—it is natural to expect that their shipping weights would be very nearly equal. However, they are not; the DeSoto is 109 pounds heavier. Modern automotive engineering is striving constantly to reduce weight. Hence a Kaiser advantage.

## 22. Weight per Square Inch Brake Area

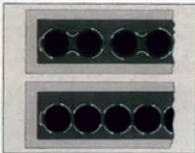
The advantage of lower shipping weight is reflected with even greater importance when car weight per square inch of brake lining area is figured. This shows practically a pound per square inch advantage for the Traveler—Kaiser Traveler 19.6 lbs., DeSoto Carry-All 20.5 lbs. Naturally, less car weight for each square inch of lining to stop means quicker, more positive stops without fading and with fewer brake adjustments and longer lining life.

## 23. Handbrake Area

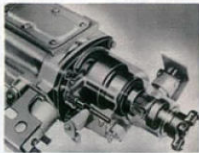
Kaiser Traveler 87.9 sq. in., DeSoto Carry-All 30 $\frac{3}{4}$  sq. in. Greater lining area in either service or hand brakes naturally assures greater braking effectiveness and longer lining life.

## 24. Handbrake Location

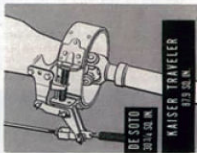
Of all cars built in this country today only Chrysler Corporation cars—Dodge, DeSoto, Plymouth and Chrysler—feature the propeller shaft handbrake. The Kaiser Traveler and all others have the handbrake operating the rear wheel service brake shoes manually by means of mechanical linkage. Thus, the Kaiser Traveler has almost three times the handbrake lining area, and at the same time the propeller shaft and rear axle are relieved of all the stresses and strains of handbrake operation. Finally, the rear wheel of a Traveler can be jacked up if necessary on an incline without the use of blocks at the opposite rear wheel.



This illustration shows how Kaiser cylinders are separated in the block and each is completely surrounded by cooling water. DeSoto cylinders are cast in pairs with a joining wall of metal.



The Kaiser Traveler optional overdrive unit offers definite measurable advantages. Because it reduces engine speed 30 per cent, it quiets engine sound, cuts gas consumption as much as 20 per cent and reduces engine wear.



The DeSoto handbrake is located on the propeller shaft and operates through the propeller shaft and rear axle. The diagrams show the relative area of the brake linings of the Kaiser and DeSoto.

The information contained in this K-F Sales Promoter is obtained from reliable sources and is, in our opinion, correct but cannot be guaranteed.