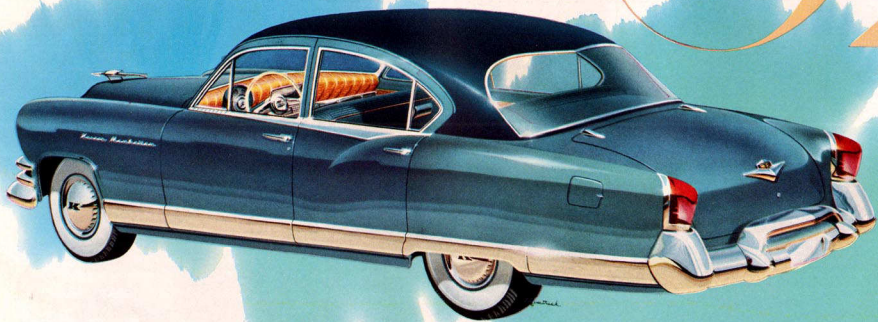


'52

*There's a world of value in the new '52 Kaiser*



*new '52 Kaiser...your safest buy today!*

Now . . . the world's most advanced car

New '52 Kaiser brings you the

# world's safest front seat!

Is one car safer than another? Kaiser-Frazer says YES . . . and for 1952 brings you the first truly safety-engineered automobile—the Kaiser MANHATTAN—with the *World's Safest Front Seat*. Kaiser Anatomic Engineering has combined this new 7-point front seat protection, with the lowest center of gravity, more effective brakes and Curve-Master Control Steering to make the most beautiful car in America the World's safest car, as well!

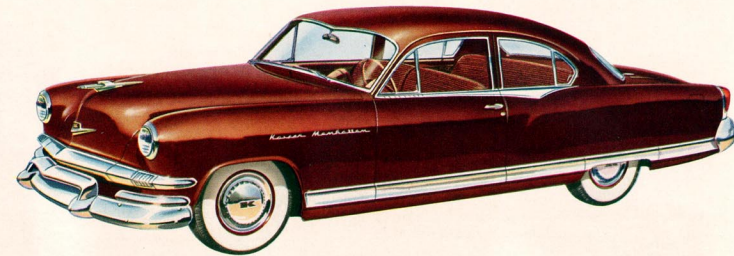


"I firmly believe the '52 Kaiser's new front seat protection represents the greatest safety-engineering advance in 30 years . . . an advance that will bring greater peace of mind to thousands of American motorists and their families."

*Henry Frazer*

#### **Seven-Point Protection!**

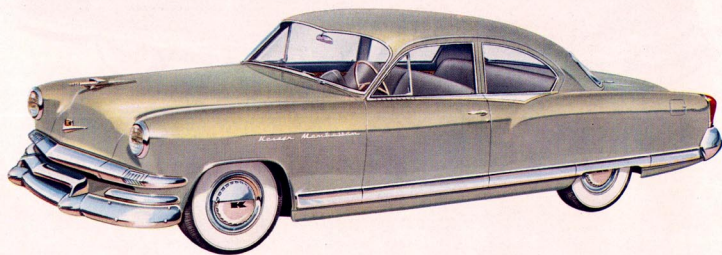
1. Narrowest corner posts in any car eliminate "blind spots."
2. Exclusive Safety-Mounted One-Piece Windshield is designed to push *outward* in case of severe impact, and *only* in case of impact.
3. World's safest full-length Safety-Cushion Padded Instrument Panel protects against sudden stops.
4. Emergency brake on the right hand side for more natural operation and greater safety.
5. All recessed instruments—fewer protrusions in the interior for added protection in case of accident.
6. Extra leg room allows more relaxed driving and helps keep the driver more refreshed and alert.
7. Safety-Posture front seat braces and cradles your weight *low* . . . where it's safer.



#### **'52 Kaiser Manhattan 2-Door Sedan**

And beauty is only a *part* of its unmatched value! Every detail, from the flashing response of its thrifty Supersonic Engine to the extra sturdiness of its X-member steel frame, tells you it's built to better the best on the road! This 2-Door Sedan, with THE WORLD'S SAFEST FRONT SEAT, has ample room for six persons for the smoothest, safest ride they've ever known!

## Compare Kaiser's



'52 Kaiser Manhattan

Club Coupe

The trim, dashing '52 Kaiser DeLux Club Coupe provides luxurious welcome to six passengers through extra-large doors that open at a 75-degree angle.

The '52 Kaiser Business Coupe (not illustrated) is available in both the Manhattan and DeLux Series.

It seats three passengers, with generous extra storage space behind the front seat, as well as in the spacious trunk compartment.

## '52 values

Match the new '52 Kaiser, value for value, against any other car you've ever known—and you'll realize it's the value car of the year!

'52 **BEAUTY VALUES:** Exclusive Kaiser Anatomic Engineering that makes other "new" cars look old! World's most luxurious interiors, in smartest fabrics ever offered! Luxury-car three-directional fender-tip tail lights! Lowest window line in any car! Dramatic "House and Garden" colors. Largest one-piece windshield!

'52 **COMFORT VALUES:** Silent new Flying Shadow Ride, smoothest, quietest in history! Exclusive cushion-lined spring suspension, with double-action airplane-type shock absorbers! Beauty Ride foam rubber seat cushions! Room-comfort insulation and dual-vent climate control!

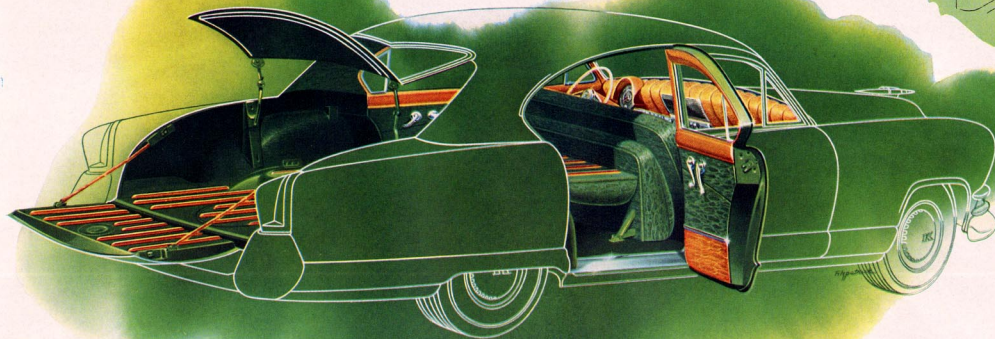
'52 **SAFETY VALUES:** World's Safest Front Seat—exclusive seven-point protection! Greater braking power for car weight than the average of all other cars! Lowest center of gravity in any car! Positive control, shock-proof Curve-Master Control Steering! Five-inch wheel rims! Largest safety-glass windshield in any car, with slimmest slant-back corner posts . . . no "blind spots"! Greatest total glass area of any 4-door sedan (3647.1 sq. in.)!

'52 **DRIVING EASE VALUES:** Most adjustable front seat in any car—adjusts up to 7 inches! Easier parking—turns in a 38-foot circle! Elbow-height windows that let you rest your arm comfortably while driving! Easy-to-see direct view instrument cluster!

'52 **ROOMINESS VALUES:** Extra-wide seats, most comfortable in any car! Extra leg room and head room! Arching doors, extending up into roof line for easier entrance.

## 3 New Cars for the price of 1

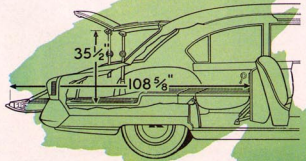
Family car  
Sports car  
Business car



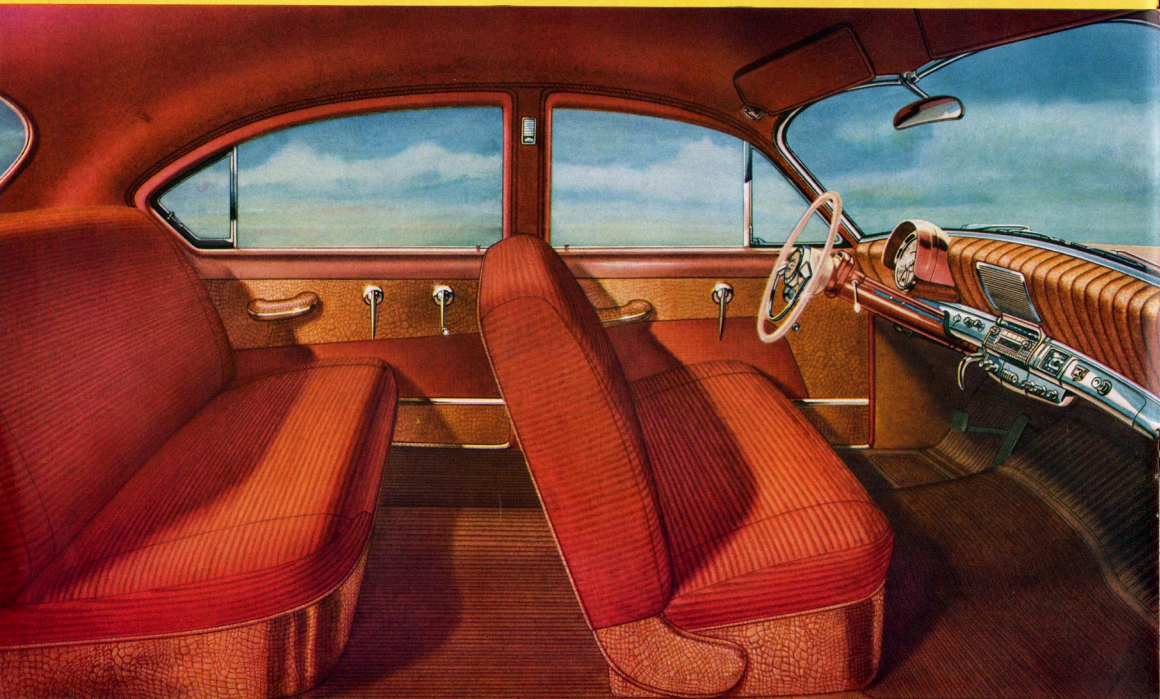
'52 Kaiser Traveler

Meet the world's most versatile car, smarter successor to the station wagon! A luxurious 6-passenger sedan that converts in just 10 seconds into a cargo carrier for business men or a camp on wheels for sportsmen!

As a smart family car it has all the years-ahead styling and engineering features of other '52 Kaiser sedans. And with the rear seat folded down and double-hinged rear deck opened, you have a cargo deck 108 $\frac{3}{8}$  inches long, 45 $\frac{1}{2}$  inches wide and 35 $\frac{1}{2}$  inches high—104 cubic feet in all! Sleeps two people in comfort, serves wonderfully for light deliveries!



*Manhattan or Deluxe....the '52 Kaiser brings you the worlds most beautiful interiors!*



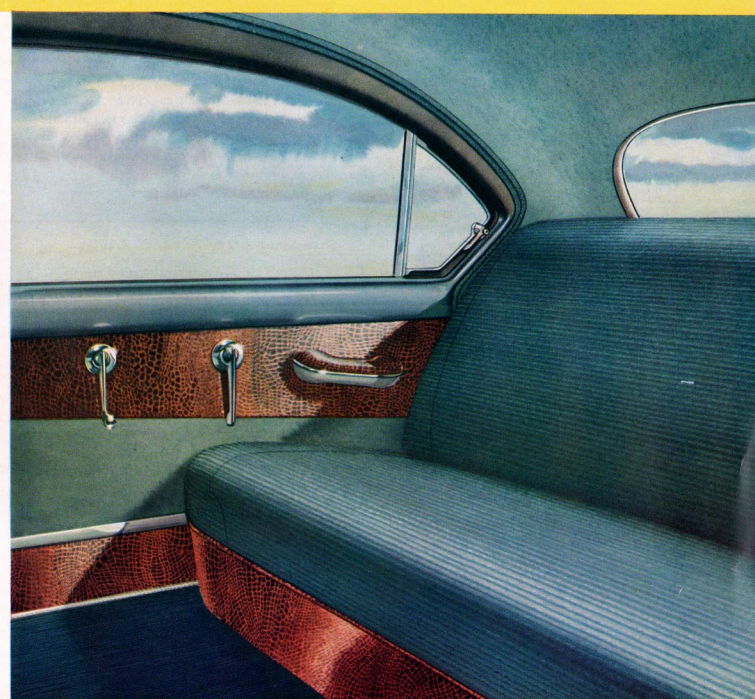
#### ◀ Manhattan

Luxurious color-matched fabrics and trims are yours in the new '52 Kaiser Manhattan in the smartest array ever offered! Exclusive deep-textured Stockholm fabrics—richest, yet most practical ever—are set off by smart deep-embossed vinyl. Or, if you prefer, choose from exclusive all-vinyl combinations or elegant Richmond fabrics with Vinyl trim!

#### De Luxe ▶

Gorgeous, long-wearing interior fabrics were developed especially for the '52 Kaiser by quality textile looms which ordinarily specialize in home decoration. That's why Kaiser interiors, in the DeLuxe as well as the Manhattan, so strongly suggest luxurious living room furniture.

Hardware worthy of the jeweler's art completes the air of elegance unmatched in any other standard-built car!



**'52 Kaiser DeLuxe  
4-Door Sedan**

The trim, low-look of the spacious '52 Kaiser DeLuxe 4-Door Sedan tells you it's more at home on the highway than on the showroom floor. And, indeed, its lower center of gravity (lowest in any full-size car today) is a vital contribution to the new '52 Kaiser's Flying Shadow Ride . . . a ride so incomparably smooth and steady that the end of a journey finds you as fresh and relaxed as the start!



**Value for Value, Kaiser's the Car!**

**'52 PERFORMANCE VALUES:** Smoother power, faster pick-up—because there's only 27.1 pounds of car for every horsepower developed by the 7.3 to 1 high-compression Kaiser Supersonic Engine! Less vibration, thanks to the '52 Kaiser's new engine mountings! Your choice of three transmissions—Conventional, Overdrive, Hydra-Matic!

**'52 ECONOMY VALUES:** Thrifty dual manifold carburetor! Automatic engine warm-up for less wasteful "choking"! Life-prolonging Flash-Chrome Rings and floating oil intake screen!

**'52 ENGINEERING VALUES:** Engine-cooling

full-length water jackets—each cylinder completely surrounded by water! 100% counterbalanced crankshaft! Famous Hotchkiss Drive. Sturdy double-drop X-member frame, reinforced like a steel bridge! Full 7-13/16 inch road clearance—all vital parts protected! High tensile steel bodies!

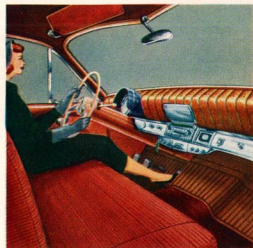
**'52 CONVENIENCE VALUES:** Exclusive Tuck-Away Tire Well! Exclusive Display-shelf Glove Bin that displays contents without spilling! Convenient door handles with freeze-proof locks! Parking brake at the *right*—the natural place! No starter button to press—your ignition key starts the engine!



**'52 Kaiser DeLuxe 2-Door Sedan**

All the beauty, roominess and superb convenience of the new '52 Kaiser's improved Anatomic Engineering are yours at surprisingly low cost in the brilliant DeLuxe Series for '52. True luxury cars in every detail—from the new safety-engineered fender-tip tail lights to the improved deck lid that springs part way open at the turn of the key! The world's most adjustable front seat . . . handy new Display-shelf Glove Bin . . . space-saving Tuck-Away Tire Well are among the many Kaiser exclusives you probably will not find elsewhere for years!

## A few of the many Kaiser exclusives for '52

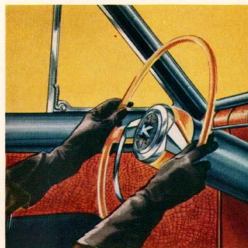


### World's safest front seat

Kaiser's exclusive 7-point protection (narrowest corner posts, Safety-Mounted One-Piece Windshield, full length Padded Instrument Panel, right-hand emergency brake, recessed instruments, extra driver leg room, Safety-Posture front seat) safeguards the most important lives in the world—yours and your family's!

### Display-Shelf Glove-Bin

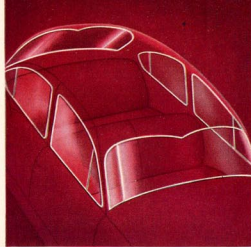
No more fumbling . . . no more spilling! In place of the old-style instrument panel "glove compartment," the new '52 Kaiser provides a roomy bin that pulls down and out, so that you can see what you want and get it easily!



### Curve-Master Control Steering

Now . . . the new "light touch" in steering! Positive center-point control, with three gear-teeth in constant mesh . . . *plus* the lowest center of gravity of any car! Test it two ways!

1. After rounding a curve, relax your fingers—note how you return to dead-ahead!
2. Turn steering wheel while going *slowly*—or *standing still*—note how effortlessly it responds!



### Control-Tower Vision

Largest one-piece windshield (10 $\frac{3}{8}$  sq. in.) . . . slimmest slant-back corner posts . . . lowest window line . . . greatest glass area of any 4-door sedan! You can look up, down, all around . . . see the traffic lights overhead without craning—because the windshield is slanted a full 51 $\frac{1}{2}$  degrees!

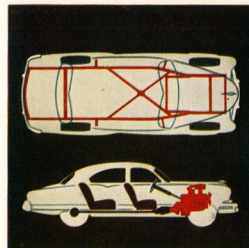


### Flying Shadow Ride

The lowest center of gravity in any car combines with Kaiser's exclusive new cushion-lined spring suspension, improved airplane-type shock absorbers and new perfect-balance engine mounting to produce the new Flying Shadow Ride—the smoothest, softest, steadiest ride ever known!

### Tuck-Away Tire Well

Only Kaiser Anatomic Engineering brings you a kidney-shaped gasoline tank that makes room for the spare tire *under* the luggage compartment, leaving the compartment clean, clear, unobstructed! No scuffing, scraping, soiling of luggage!



### Anatomic Design

You'll notice the '52 Kaiser's doors arch up into the roof, instead of stopping at the roof line . . . easier entrance! You'll notice the front seat adjusts up to 7 inches . . . a better fit for the tall or short! Two of *many* examples of exclusive Kaiser Anatomic Engineering design that fits the car to the anatomy and needs of the human being—*you*!



### Standard Drive

The '52 Kaiser's standard manual transmission is smooth, quiet, and easy to operate. High and intermediate gears are synchronized to shift smoothly and quickly from high to intermediate at any speed—an important point when descending steep hills!

### Overdrive

Combined with standard transmission, Kaiser's overdrive gives you a fourth speed for smooth, economical cruising at 30 miles an hour and up. It reduces engine speed 30% without reducing the speed of the car, with corresponding savings in gasoline and oil. Available at slight additional cost.

### Hydra-Matic Drive

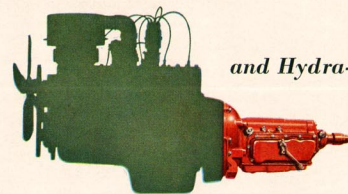
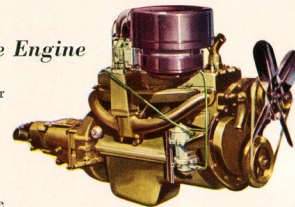
Made to Kaiser-Frazier specifications, improved NEW Hydra-Matic Drive gives you completely automatic control, without shifting gears or pushing a clutch. Every change of gears is controlled by car speed and the will of the driver. Optional at extra cost on all Kaiser models.

. . . *plus the smoothest performance on the road!*

## Kaiser Supersonic High-Torque Engine

Motoring's smoothest operator—the 115-horsepower Supersonic High-Torque Engine—is smoother, thriftier and more spirited today than ever! New, improved rubber-cushioned engine mountings *precision-balance* the Supersonic power plant to blot out vibration!

Engineering refinements such as its 100% counter-balanced crankshaft, oil-saving, wear-saving Flash-Chrome Rings, and thrifty 2-in-1 carburetor assure operating economy that will amaze you more and more as the miles ghost by!



*and Hydra-Matic Drive*

## Your choice of 3 types of drive!

## 1952 Specifications

**Engine**—Kaiser Supersonic high-torque, L-head, six-cylinders. Bore, 3-5/16 inches; stroke, 4 $\frac{1}{8}$  inches; displacement, 226.2 cubic inches; taxable horsepower 26.3; brake horsepower 115 at 3650 R.P.M. Compression ratio 7.3 to 1. Aluminum alloy, thermal expansion, tin-plated pistons fitted with two compression (upper ring flash chrome) and two oil control rings. Removable, precision-type main and connecting rod bearings. Full pressure lubrication to all main, connecting rod and camshaft bearings. Positive lubrication to timing chain, and valve tappets. Rubber, three point engine mountings (high front mountings). Vibration damper.

**Fuel System**—Downdraft, dual-throat, 1 $\frac{1}{4}$  inch carburetor; dual intake manifold, automatic choke, automatic manifold heat control; air cleaner (oil-bath type special equipment); mechanical fuel pump with strainer attached, auxiliary vacuum windshield wiper pump (electric windshield wipers, Manhattan models); electrical gasoline gauge; 17-gallon "kidney" shaped gasoline tank.

**Cooling System**—Thermostatic temperature control; sealed cooling system; pressure-sealed radiator filler cap; cellular-type radiator core, system capacity 13 quarts, plus one quart 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 $\frac{1}{4}$  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 gear shift.

**Overdrive**—Kaiser overdrive available at extra cost. Reduces engine speed 30 per cent without reducing car speed. Saves up to 20 per cent of gasoline and oil while in operation.

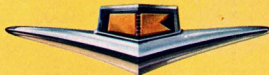
**Automatic Transmission**—Hydra-Matic transmission for the Kaiser available at extra cost. The word Hydra-Matic wherever used herein is a registered trade mark of General Motors Corporation.

**Frame**—Rigid, X-member type frame with five cross members, two channel, one complete box, one combination box and channel and one "Z" bar.

**Front Suspension**—Kaiser independent front wheel suspension. Two-way, direct acting, airplane-type shock absorbers inside coil springs. Directly connected, rubber-bushed stabilizer bar.

**Rear Suspension**—Semi-elliptic springs—6 leaves 51 x 2 inches. Liners used between spring leaves—steel covers. Rubber-bushed spring brackets and shackles. Two-way, direct-acting, airplane-type shock absorbers mounted between axle and frame as an inverted "V" for sidewise control.

**Electrical System**—Shunt-wound, air-cooled generator with voltage and current control; 15 plate battery, 100 ampere hour



capacity. Vacuum spark advance on distributor. Sealed Beam headlights.

**Drive**—Hotchkiss, two needle-bearing universal joints, 2 $\frac{1}{2}$  inch propeller shaft.

**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 two needle-bearings. Turning circle 38.2 feet.

**Wheels and Tires**—Disc wheels with 5 inch rims and individual tire chain slots. Tires 6.70 x 15 inches, low pressure 4-1/2 inch.

**Wheelbase**—118 $\frac{1}{2}$  inches. Over-all length, DeLuxe 208 $\frac{1}{2}$  inches; Manhattan 210 $\frac{1}{2}$  inches.

**Body**—All steel, welded construction. Special insulation against heat, cold and noise. Safety glass throughout. Pull-type exterior door handles, turn-type interior door handles. Wide choice of luxurious upholstery selections and wide range of exterior colors, metallic and non-metallic. Front and rear arm rests mounted on doors, also serve as door pulls. Large trunk with spare tire carried in a special well located below the trunk floor level, removable cover. Exceptionally large glass area, windshield 109 $\frac{1}{2}$  square inches; front corner posts 2 $\frac{1}{2}$  inches wide, set toward the rear; backlite 1006.5 square inches, all side windows 1542 square inches, total glass area 3647.1 square inches.

**Instrument Panel**—Ultra modern instrument panel with speedometer and gauges grouped in a hooded cluster inset in the panel directly in front of the driver (oil gauge, ammeter, gasoline gauge, and engine temperature gauge). Manhattan instrument panel has a vinyl covered pad over upper portion. The DeLuxe model panel is finished in body color. Very large Display-shell glove compartment. Pistol grip, pull-type hand brake located to the right of the steering column. Provision for mounting radio speaker and push button station selector. Two-speaker clear-vision steering wheel. Deluxe steering wheel of tenic with horn ring on Manhattan models.

**Standard Equipment**—Bumper jack and wheel wrench. Dual seashell horns. Two sunvisors. Dual windshield wipers—vacuum with auxiliary pump on the DeLuxe, electric on the Manhattan models. Automatically operated courtesy lights in center door post on each side, also operated manually by convenient toggle switch. Key operated ignition switch and starter on instrument panel—illuminated. Ash receiver in instrument panel. Ash receiver on back of the front seat with concealed cigar lighter on Manhattan model. Wrap-around bumpers front and rear with bridge type bumper guards. Bumper guard caps on Manhattan models. Plastic parking and tail lights, two combination tail and stop lights. On two-door models the rear compartment ash receiver is in rear arm rest mounted on the quarter panel.

Kaiser-Frazer Sales Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Electric clock and other accessories are optional at extra cost.

White sidewall tires optional at extra cost when available.

*Built to  
better  
the  
best on the road*

