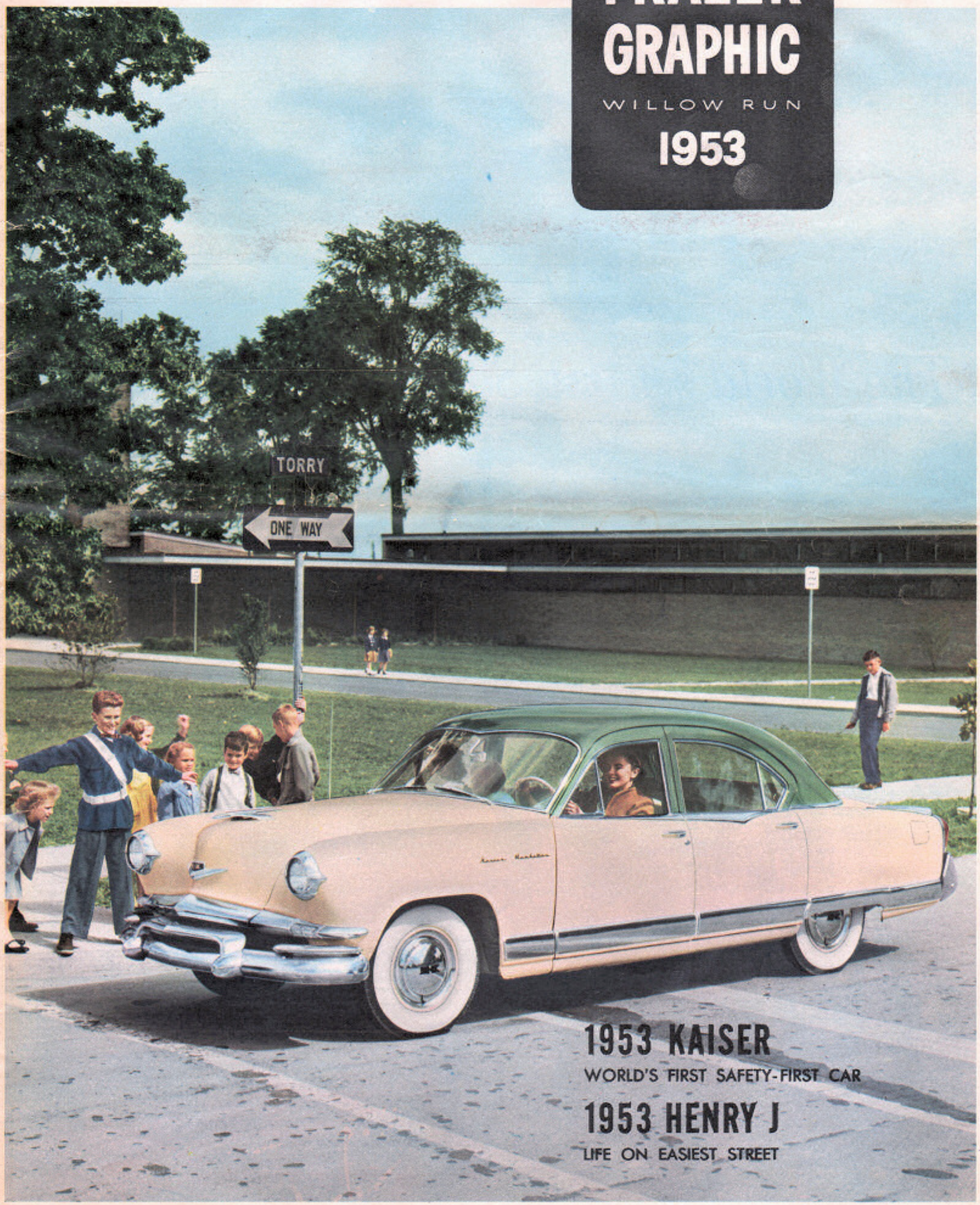
KAISER FRAZER GRAPHIC

WILLOW RUN

1953



1953 KAISER

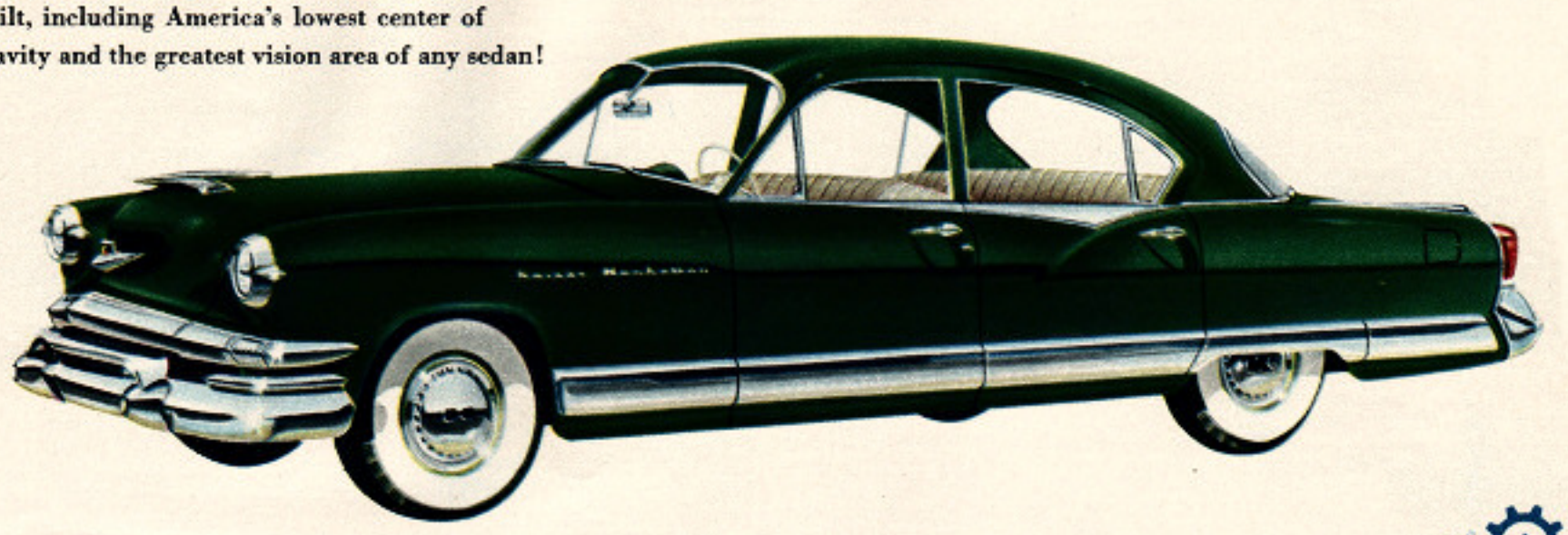
WORLD'S FIRST SAFETY-FIRST CAR

1953 HENRY J

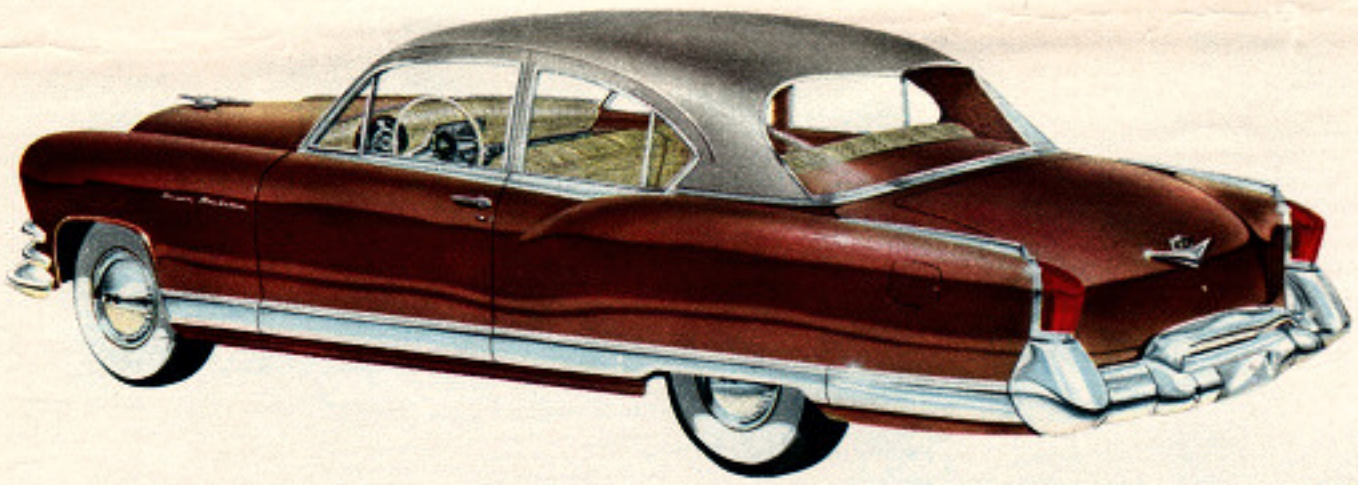
LIFE ON EASIEST STREET

1953 KAISER

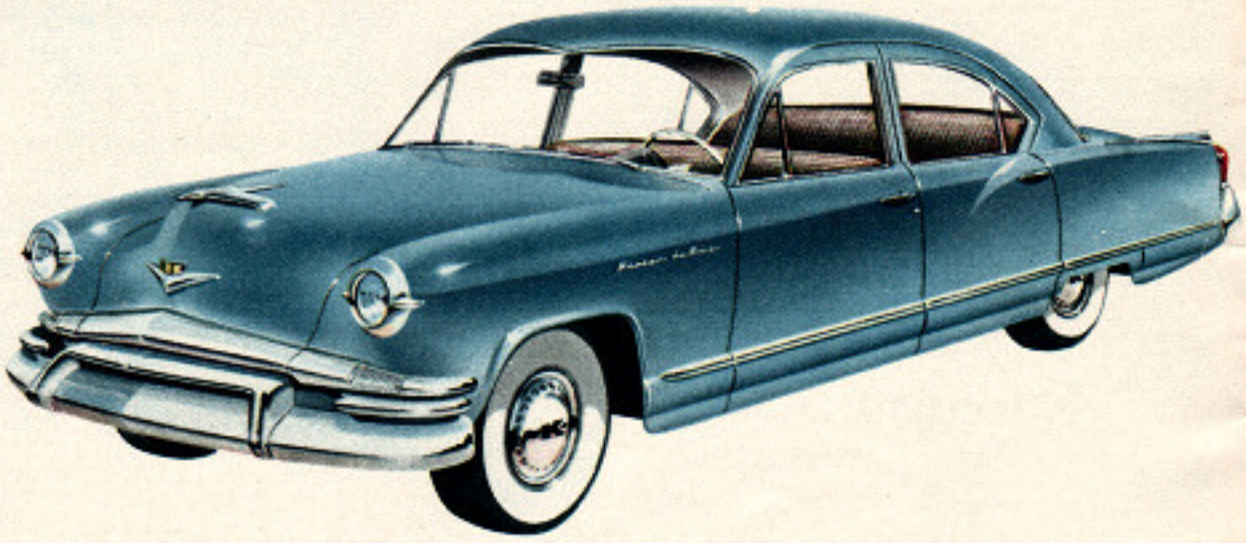
Manhattan 4-Door Sedan—Advanced styling that has won Kaiser more world beauty prizes than any other car of its time . . . with more vital safety features than any other car ever built, including America's lowest center of gravity and the greatest vision area of any sedan!



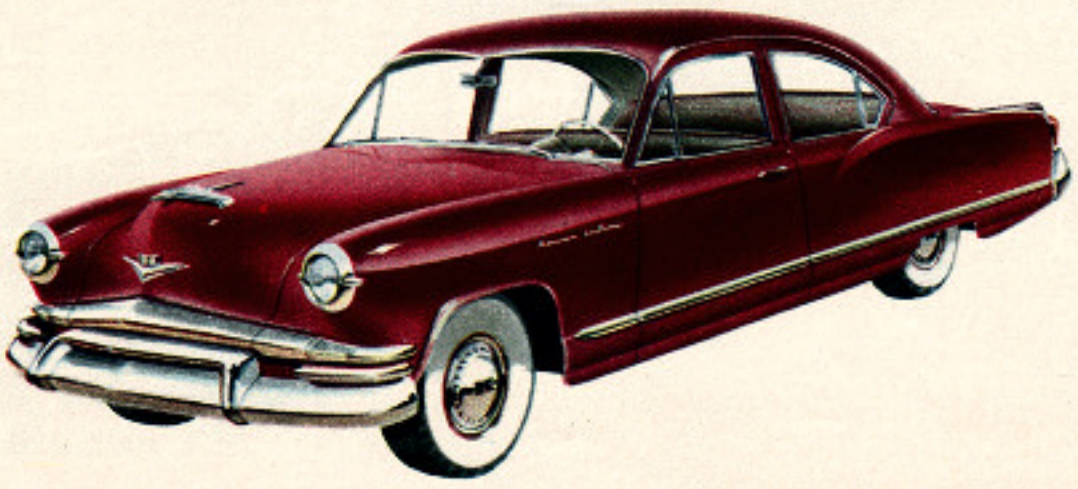
The World's First Safety-First Car!



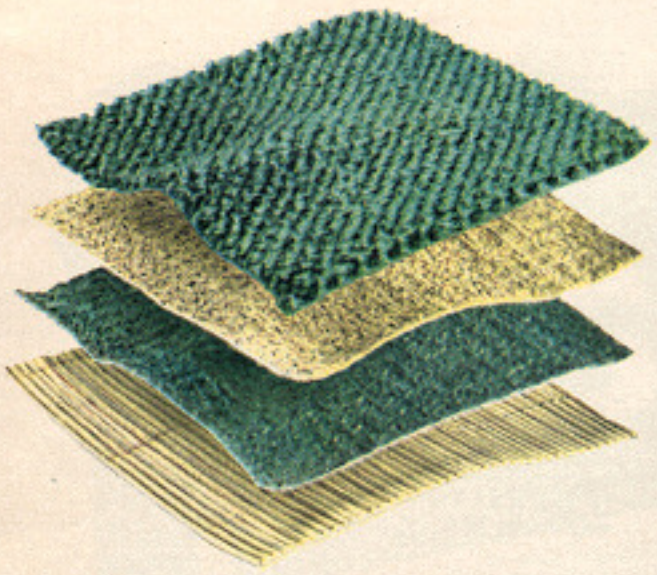
Manhattan 2-Door Club Sedan—Triumph of advanced engineering that puts you years ahead in luxury, performance and economy. And still puts your *safety* first—with safer, easier Curve-Master steering, center-point controlled; safer oversized brakes and the safest lighting system on the road!



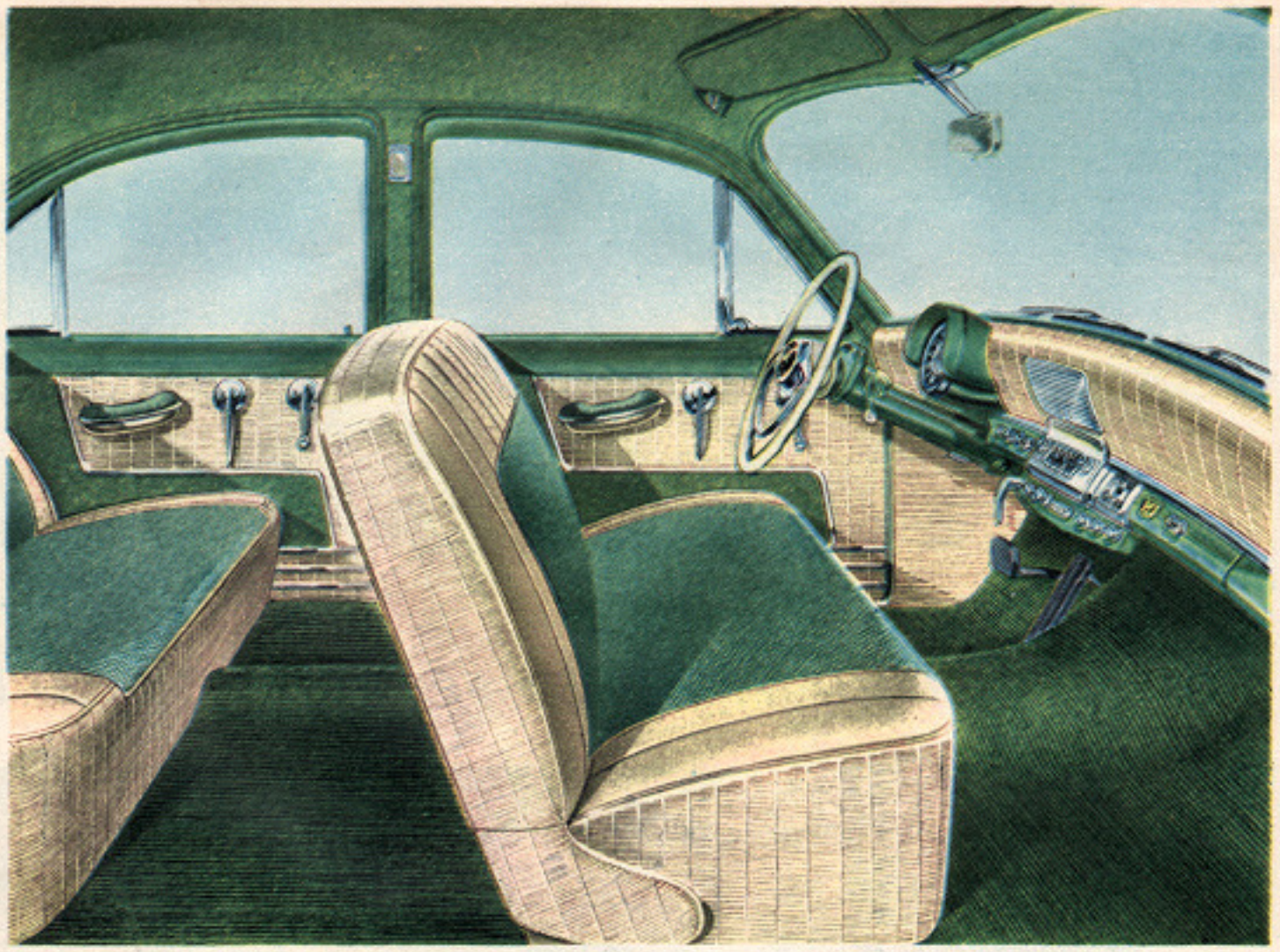
DeLuxe 4-Door Sedan—Luxurious custom-styled interiors and handsomest "hardtop" styling at regular sedan prices! And—at no extra cost—the added protection of Kaiser's new Neva-Lok wrap-around bumpers, special safety door locks and other exclusive new safety features!



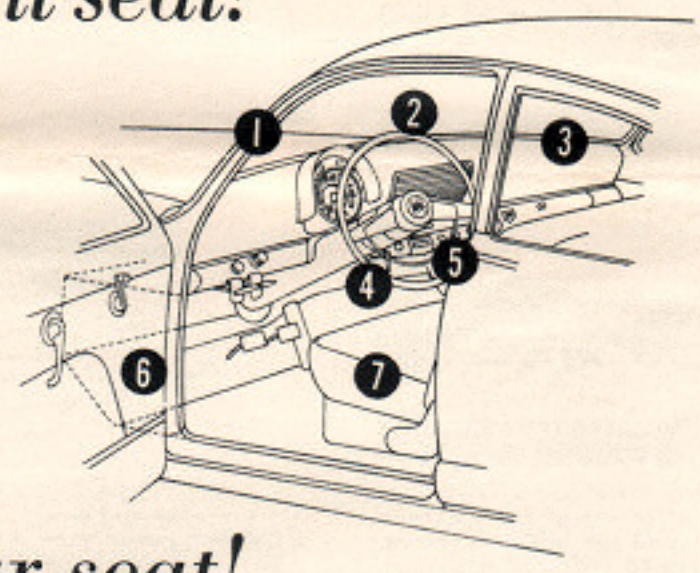
DeLuxe 2-Door Club Sedan—Roomy comfort for six *big* persons. Yet not an ounce of excess weight—thanks to weight-engineering that helped make Kaiser a Mobilgas Economy winner with 24.6 miles a gallon! *Plus* all the vital new safety features of the world's first Safety-First Car!



You ride in beauty, as well as safety . . . surrounded . . . as seen here in the '53 Kaiser Manhattan—by richest cushion-textured Luxura fabrics, styled and loomed expressly for Kaiser . . . set off by glamorous new deep-embossed Bambu Vinyl and Boucle Vinyl, all tastefully keyed to a harmonious symphony of color.



World's safest front seat!

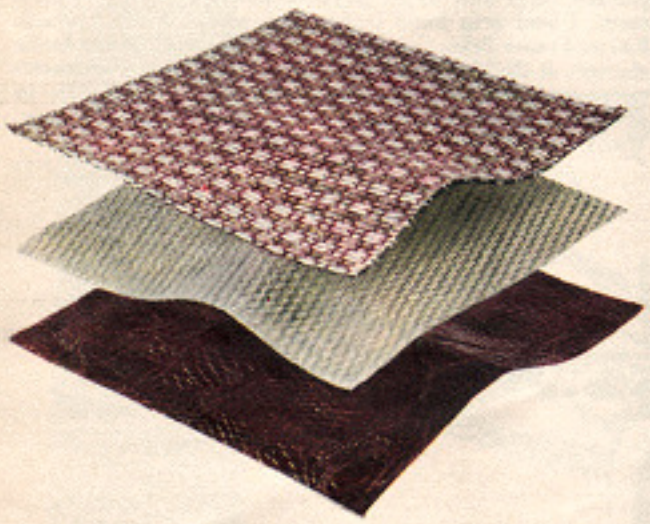


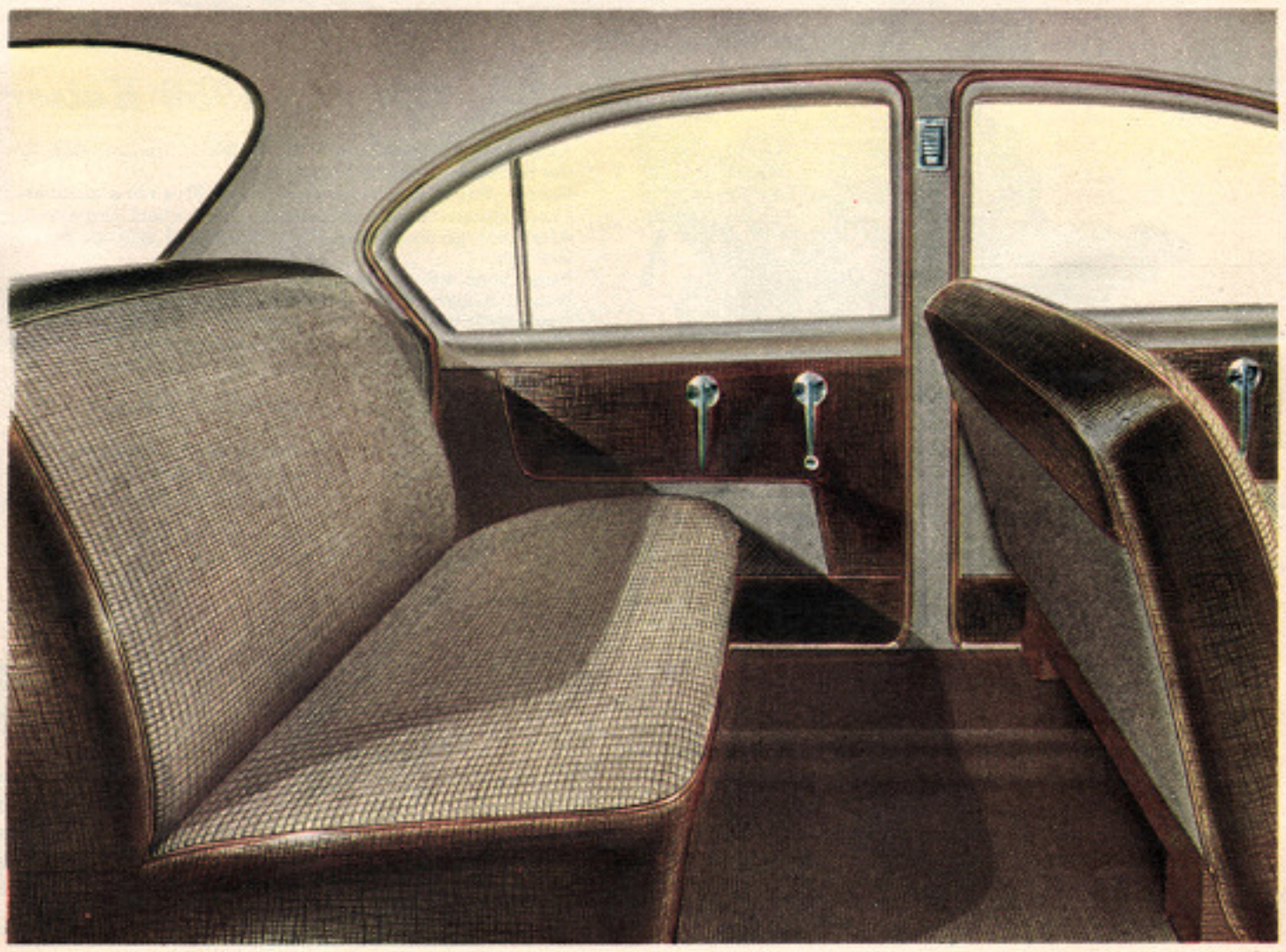
Commended by Parents' Magazine, acclaimed by leading safety experts, Kaiser's famous exclusive front seat safety reaches its furthest development to date in the brilliant new '53 Kaiser Manhattan . . . the car that's first in safety because it puts your safety first!

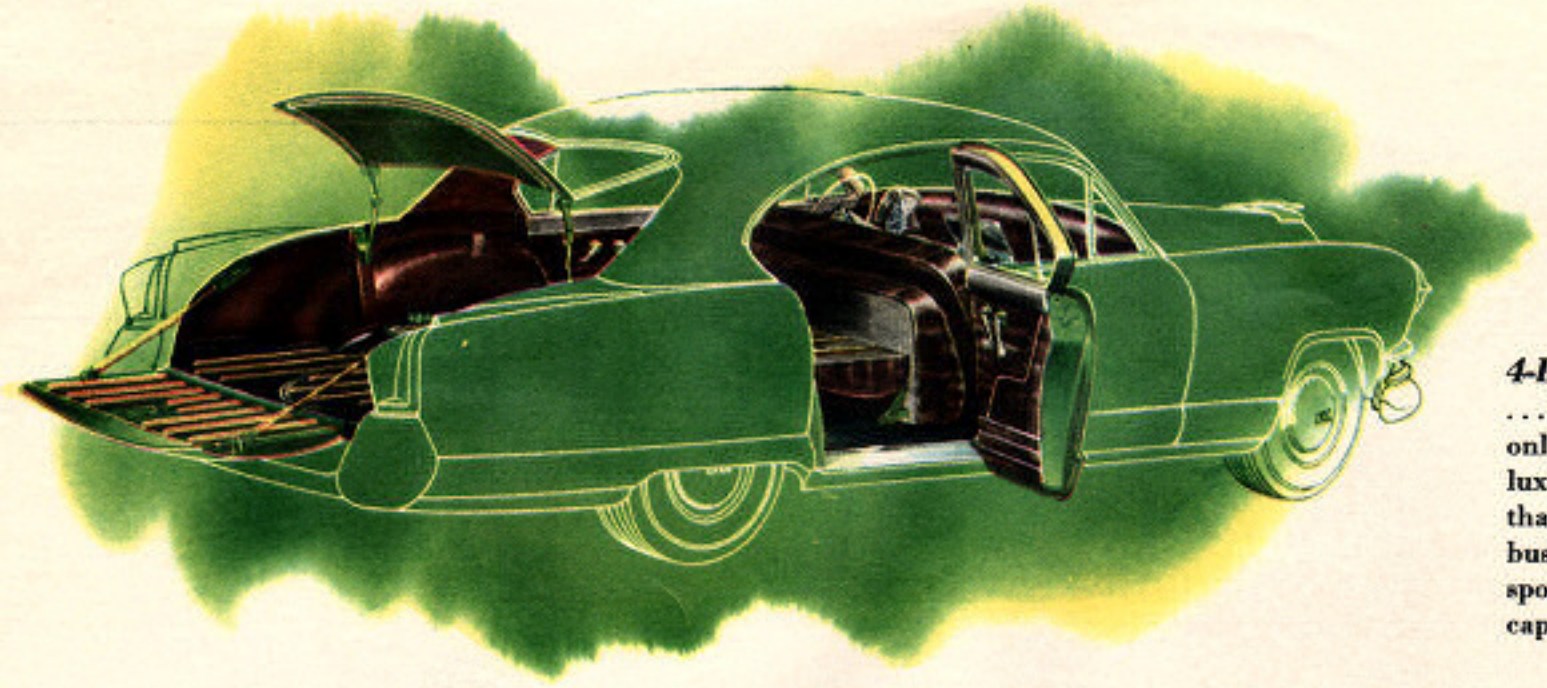
1. Sturdier *slant-back* corner posts—*narrower*—no "blind spots"!
2. One-piece Safety-Mounted Windshield—designed to push *outward* in case of severe impact!
3. Safety-Cushion *Padded* Instrument Panel!
4. *Right* hand emergency brake!
5. *Recessed* instruments—no protrusions!
6. Extra front legroom—you sit in a safer position!
7. Safety-angle seat *balances* you more safely!

World's safest rear seat!

Glamorous new luxury-textured fabrics and deep-embossed Bambu and Boucle Vinyl give the '53 Kaiser DeLuxe an interior elegance as outstanding as its superb safety. Best of all, Manhattan and DeLuxe interiors alike are designed to stay fresh, new and beautiful for years!







4-Door Manhattan Traveler **. . . Newest edition of America's only 3-in-1 utility car! A luxurious 6-passenger sedan that converts in 10 seconds into business carrier-vehicle or sportsman's carry-all! Cargo capacity 104 cubic feet!**

from front to rear new safety features

Safety-First Vision! **Largest glass area in any sedan (E-Z Eye tinted glass optional). Driver sees *both* front fenders . . . sees road *directly* ahead to as close as 12 feet from front of car.**

Safety-First Steering! **Famous Curve-Master steering, with center-point balance, leaves you *easily in control* at all times! Lets you take corners safely up to 20 miles an hour faster!**

Safety-First Lighting! **Safe visibility from all sides! Headlights that can't blackout without warning . . . huge 3-directional tail lights . . . *plus* safety trunklight for changing tires at night!**

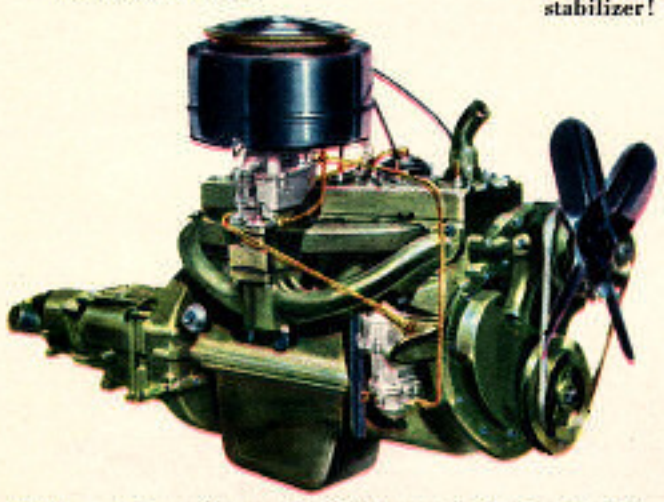
Plus the World's Safest Front Seat! **Protects front seat passengers against bumps and sudden stops with seven exclusive, proven safety features. (See page 3.)**

Safety-First Brakes! **Self-centering oversized brakes (diameter 11 inches!) with almost *double* the average "fade stop" rating! Built to take hold *fast*—without swerving!**

Safety-First Chassis! **Lowest center of gravity of any American car, with the industry's strongest-braced body and frame . . . 5 cross girders in addition to X-member . . . *plus* No-Sway stabilizer!**

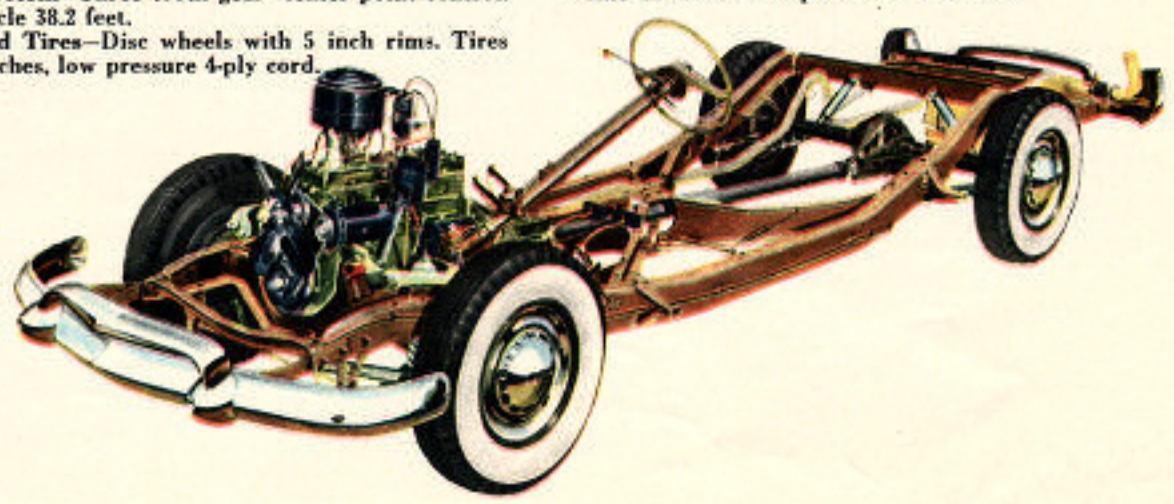
Safety-First Bumpers! **Sturdy wrap-around bumpers, front and rear, extend clear around to the sides, to protect against sideswiping . . . each equipped with Kaiser's special Neva-Lok bumper bridge!**

Safety - First Power! **Kaiser's famous 7.3 to 1 high-compression Supersonic Engine is there with the extra surge when safety demands it! Only 27 pounds of car per horsepower—no dead weight, all muscle!**



1953 Kaiser Specifications

Engine—Kaiser Supersonic high-torque—L-head, six cylinders. Bore, 3 5/16 inches; stroke, 4⅜ inches; displacement, 226.2 cubic inches; taxable horsepower, 26.3; brake horsepower, 118 at 3650 R.P.M. Compression ratio, 7.3 to 1. Aluminum alloy pistons. Two compression and two oil control rings. Removable, precision-type bearings. Pressure lubrication to all bearings. Positive lubrication to timing chain, and valve tappets. Three point engine mountings.
Fuel System—Downdraft, dual-throat carburetor; dual intake manifold, automatic choke, automatic manifold heat control; air cleaner; mechanical fuel pump. Auxiliary vacuum windshield wiper pump (electric on Manhattan Models); electrical gauge; 17-gallon tank.
Cooling System—Sealed cooling system, thermostatically controlled; pressure-sealed radiator cap; cellular-type radiator core, capacity 13 quarts; 4-blade fan; cylinders surrounded by full length water jackets; ball-bearing, permanently sealed and lubricated pump.
Clutch—Single dry-plate type, 9¼ inch diameter. Ball throw-out bearing permanently lubricated.
Transmission—Helically cut gears. Anti-friction bearings; steering column gear shift.
Overdrive—Kaiser overdrive available at extra cost. Reduces engine speed 30 per cent without reducing car speed.
Automatic Transmission—Hydra-Matic transmission for the Kaiser available at extra cost.
Frame—Rigid, X-member type frame. Five cross members.
Front Suspension—Independent front wheel suspension. Airplane-type shock absorbers inside coil springs. Stabilizer bar.
Rear Suspension—Semi-elliptic springs—6 leaves 51 x 2 inches. Rubber bushed brackets and shackles. Airplane-type shock absorbers, "V" mounted to control sidesway.
Electrical System—Air-cooled generator with voltage and current control; 15 plate battery, 100 ampere hour capacity. Sealed Beam headlights.
Drive—Hotchkiss, two needle-bearing universal joints. 2¾ inch propeller shaft.
Brakes—Hydraulic, self-centering, floating-shoe type. Mechanical handbrake. Cast iron braking surface.
Steering System—Three tooth gear—center point control. Turning circle 38.2 feet.
Wheels and Tires—Disc wheels with 5 inch rims. Tires 6.70 x 15 inches, low pressure 4-ply cord.
Wheelbase—118½ inches. Overall length, DeLuxe 208½ inches; Manhattan 210⅜ inches.
Body—All steel, welded construction. Safety glass throughout. Pull-type exterior, turn-type interior door handles. Choice of upholstery and exterior colors. Door arm rests. Large trunk with tuckaway tire-well below floor level. Large glass area, windshield 1098.6 square inches; total glass area 3647.1 square inches.
Instrument Panel—Speedometer and gauges grouped in hooded cluster in front of the driver. Instrument panel has padded vinyl over upper portion. Bin-type glove compartment. Pistol grip hand brake. Two-spoke steering wheel.
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. Accessory items available at extra cost. White sidewall tires optional at extra cost.



KAISER...*family of industries*

Allied with Kaiser-Frazer under the dynamic leadership of Henry J. Kaiser is a diversified family of enterprises unique in the world of commerce and industry. From its beginning nearly 40 years ago, the Kaiser industrial family is today composed of 36 corporations and divisions operating a network of more than a hundred plants and facilities in 21 states and foreign countries. The 40,000 men and women of the Kaiser industries are engaged in manufacturing an array of 200 different products and in providing skilled services in engineering, medicine and other varied professional fields. Contributing alike to the welfare of our civilian economy and to the emergency needs of national defense, the Kaiser industrial family is typically American . . . a part of the industrial might of America which secures our way of life.

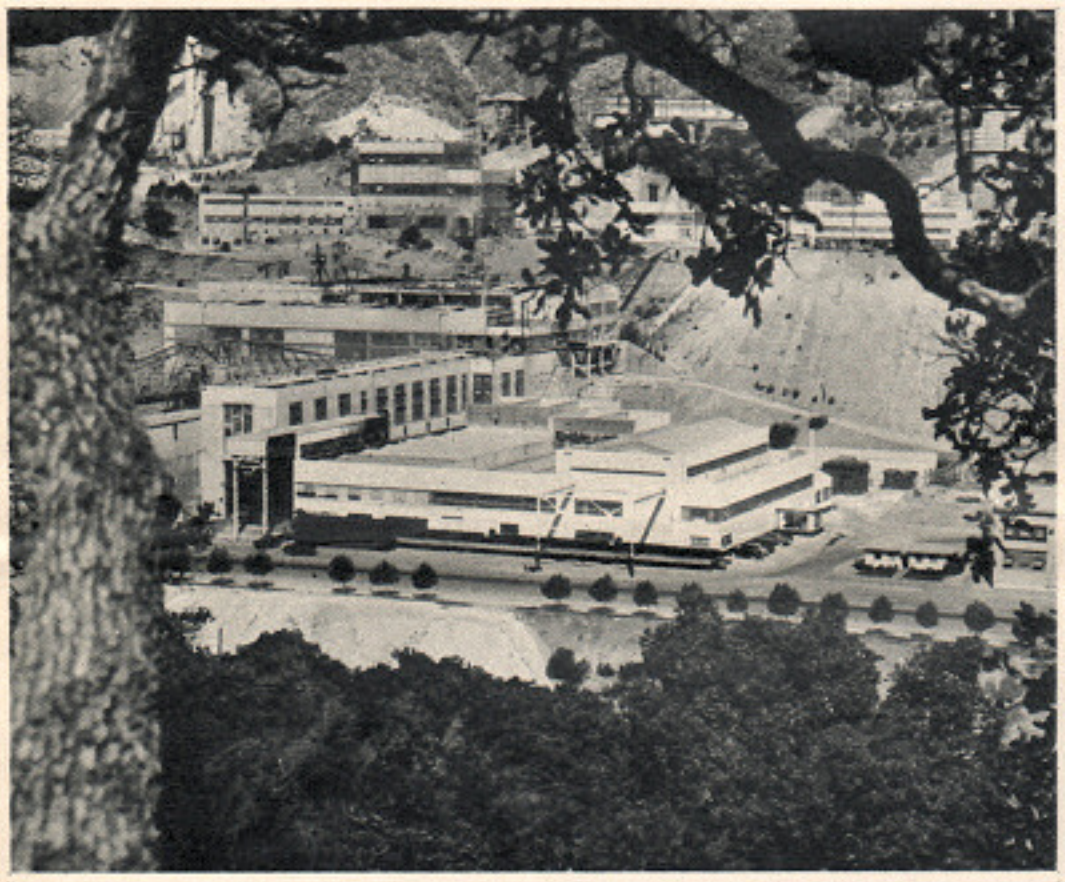
A major producer in a growing industry

Kaiser Aluminum & Chemical Corporation—now the second largest producer of aluminum in the world —turns out more of the modern metal in a year than the entire annual U. S. output up to 1937.

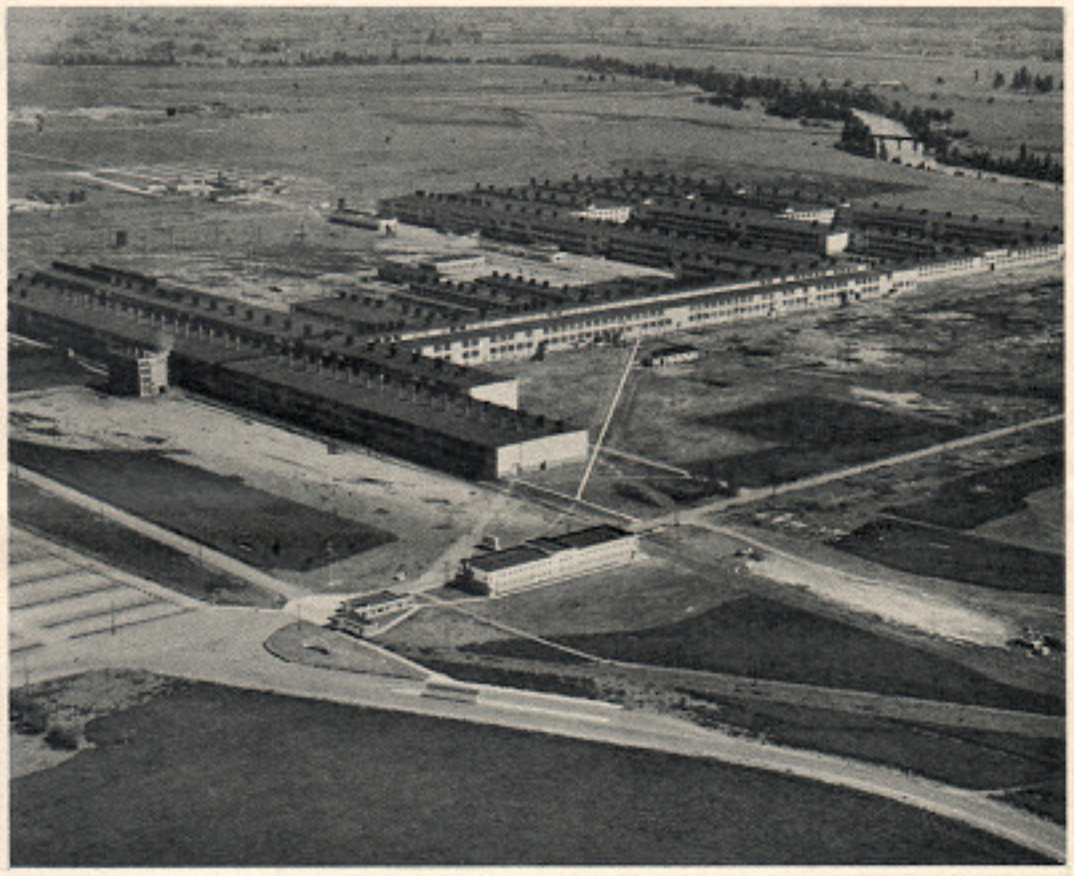
The production of Kaiser Aluminum begins with a reddish bauxite ore from Jamaican and South American mines. Shipped to the giant Kaiser bauxite processing plant at Baton Rouge, Louisiana, the ore is transformed into aluminum oxide, a white, powdery substance known as alumina.

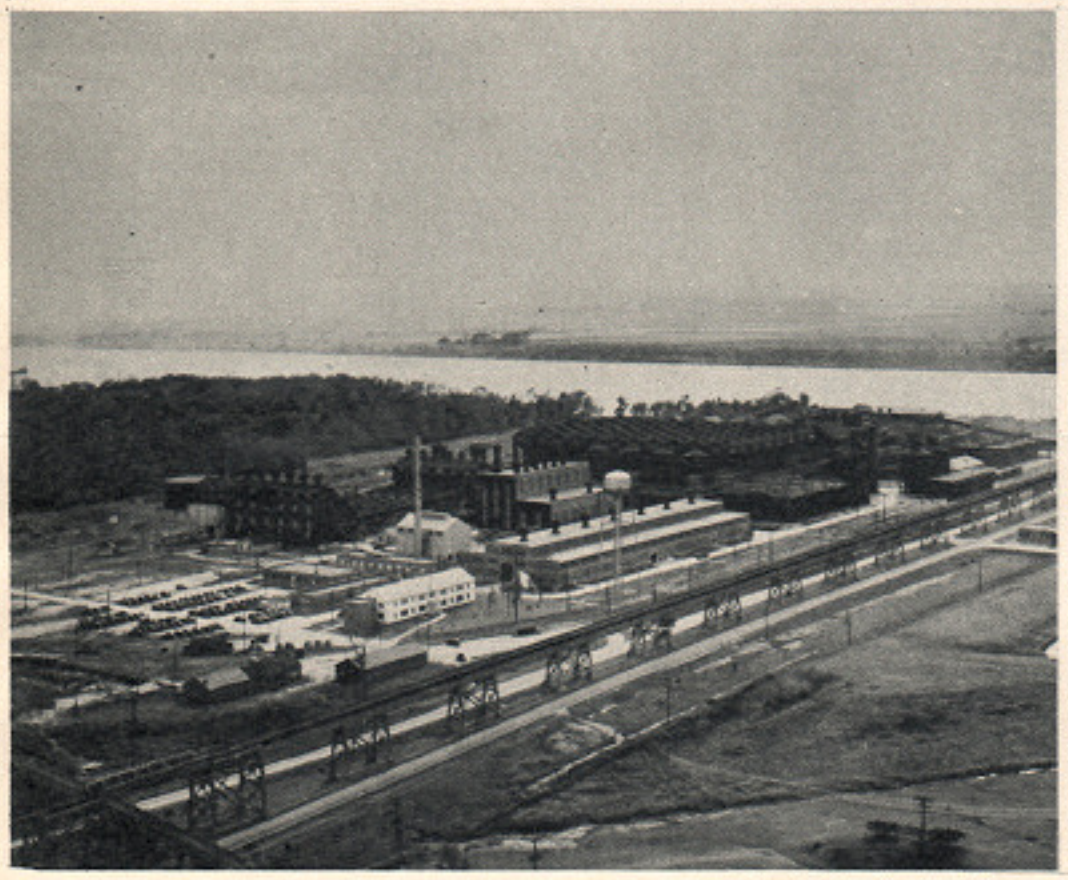
Alumina is transformed into the silvery, lightweight metal at three other Kaiser facilities. These, known as reduction plants, are located at New Orleans (the world's largest) and at Mead and Tacoma, Washington. The primary aluminum they produce is shipped to independent fabricators and to four Kaiser fabricating plants . . . at Trentwood, Washington, where flat rolled products are turned out . . . at Newark, Ohio, where rods, bars, wire and other shapes are processed . . . at Halethorpe, Maryland, where tubing and structural shapes are extruded . . . and at Permanente, California, where foil is rolled.

Permanente Aluminum Foil Mill

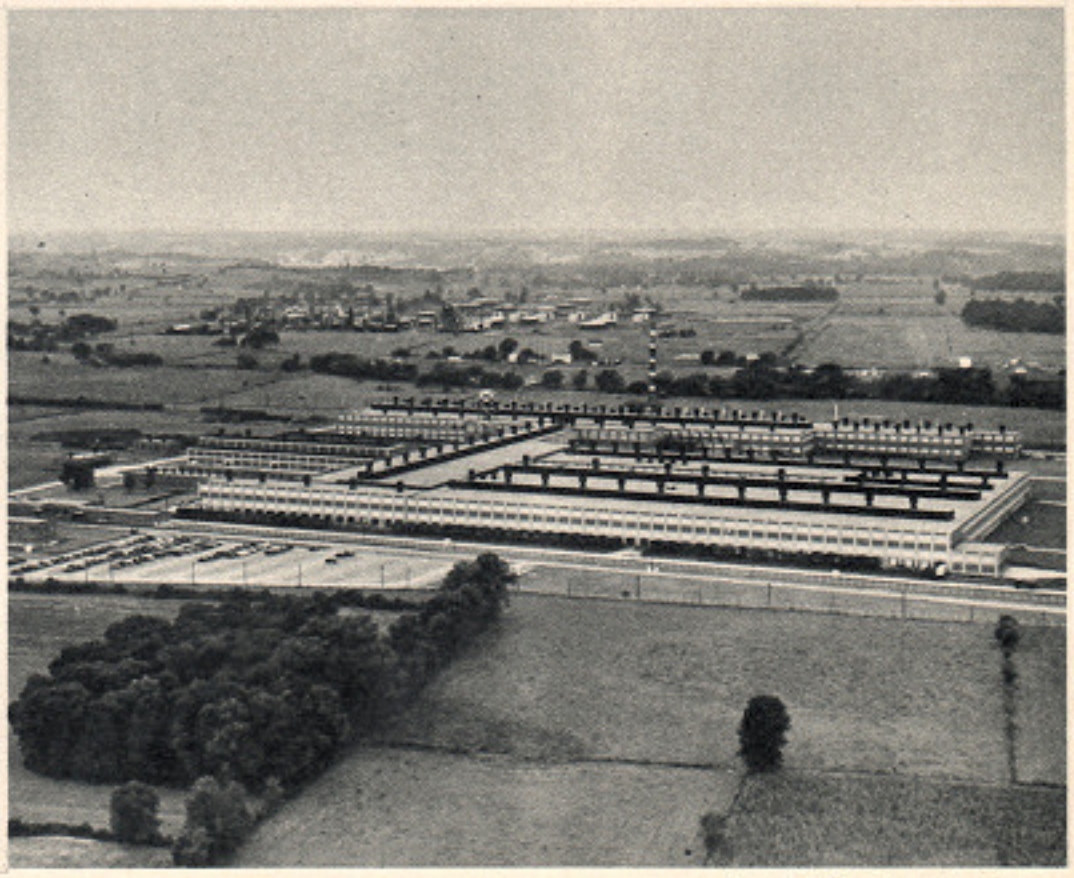


Trentwood Rolling Mill





Baton Rouge Alumina Plant



Newark Ohio Processing Plant

CEMENT . . . One of the largest plants of its kind in the world, the Permanente Cement Company produces 7,000,000 barrels annually, supplying builders throughout the Western states and providing the major source of supply for national defense projects in Pacific islands.

GYPSUM . . . Obtained from deposits mined by a Mexican subsidiary company, gypsum ore is processed into plaster, lath, wallboard and other building products at Kaiser gypsum plants in the U. S. At the Long Beach plant, production lines turn out 360,000 board feet of lath daily.

MAGNESIA . . . One of several plants operated by the chemical division of Kaiser Aluminum-& Chemical is this facility at Moss Landing, Calif., where magnesia is extracted from sea water. The magnesia chemicals are widely used in producing rubber, paper, insulation and rayon.

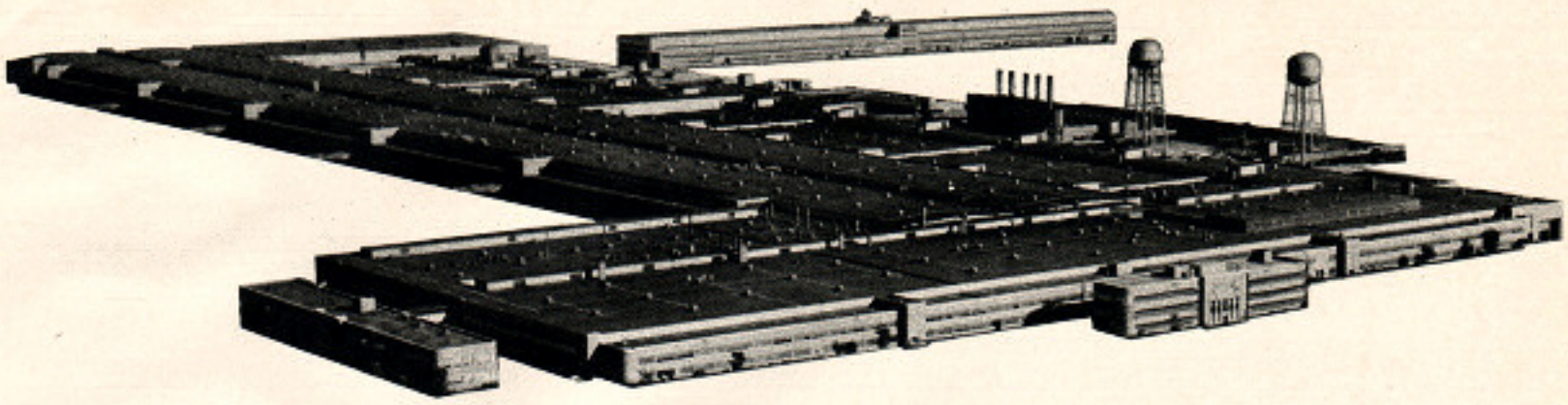
MINING . . . Conveyors move iron ore from open pit mines at Eagle Mountain, 164 miles from the Kaiser Steel Corp. furnaces at Fontana, California. The high-grade Eagle Mountain ore reserves are believed sufficient to supply Fontana blast furnace requirements for the next 60 years.

Research—key to future development

The Kaiser Aluminum Research and Development division carries on extensive scientific research programs which constantly seek to improve upon present aluminum production processes, and to develop new products. Kaiser Aluminum research has contributed importantly to the development of an aluminum fabricating and finishing industry which now includes more than 18,000 large and small businesses employing over a million.

Still another activity is Kaiser Chemicals, a distinct, integrated and expanding operation within Kaiser Aluminum & Chemical Corp. It includes six plants in California, a mine in Nevada and has supervision over the Kaiser alumina plant at Baton Rouge and the Kaiser bauxite mines in Jamaica.

An indispensable contributor to the making of aluminum, the Chemical Division also supplies materials to many other basic industries. Such diversified users as the manufacturers of steel, lead, copper, magnesium, rayon, rubber and glass, are consumers of the variety of chemicals and refractory materials which the division produces.



WILLOW RUN **. . . home of Kaiser-Frazer . . . famed the world over for its production in both peace and war.**

KAISER "FIRSTS"

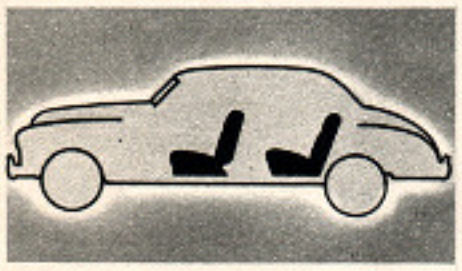
First between-the-axles, cradled ride

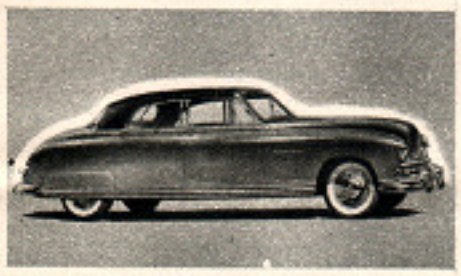
First hardtop sports sedan

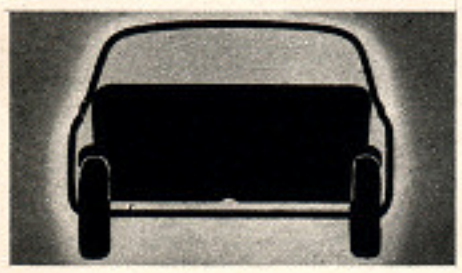
First utility sedan for both work and play

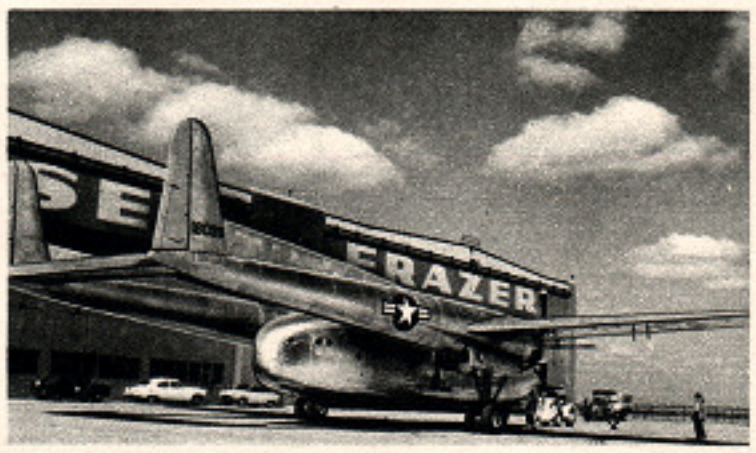
First full-padded safety instrument panel

First door-to-door seats over 5′ wide









AIRPLANES **. . . Along with the manufacture of automobiles, Kaiser-Frazer is producing giant cargo-personnel planes for the U.S. Air Force.**

COMBINED OPERATIONS **. . . The versatility and experience of the Kaiser-Frazer industrial team have made it possible to utilize the vast 80-acre Willow Run plant for simultaneous production of automobiles for the civilian market and cargo airplanes for the national defense. Nowhere is the new combined operations responsibility of American industry being fulfilled more effectively in the interests of the national welfare.**

Kaiser ⋆ Frazer... *combined operations*

...and around the world, too.

ROTTERDAM **. . . Erected on World War II bomb ruins, the new plant of Nederlandsche-Fabrieken, N.V., is assembling both Kaiser and Henry J automobiles for sale in Holland and overseas markets.**

HAIFA **. . . First major industry to be established in the new State of Israel, Kaiser-Frazer of Israel, Ltd., produces Kaisers and Henry Js for markets throughout the world.**

at Willow Run

TOKYO . . . The first automobile to be manufactured in the Far East after World War II was a Henry J produced by East Japan Kaiser-Frazer, Ltd., in June, 1951. Hundreds more have since been built for Oriental markets.

AUTOMOBILES . . . Giant presses stamp out the sheet metal parts from which Kaiser and Henry J automobile bodies are fabricated in the Willow Run plant. From this first stamping operation through to the completion and shipment of each automobile, a constant and careful watch is maintained to guarantee quality of workmanship. Behind the scenes, meanwhile, designers and engineers are engaged in conducting the long-range research and development essential for planning Kaiser-Frazer's cars of tomorrow.

Grand Coulee—Key to one of the great irrigation and hydro-electric projects of the West, Grand Coulee Dam near Spokane, Washington, helps control the waters of the turbulent Columbia River. The majestic structure, one of the major dam projects in which the Kaiser organization participated, required the pouring of five and a half million yards of concrete.

SAND AND GRAVEL . . . The production of aggregate for concrete is one of the oldest of the Kaiser industries. Established in 1914, the Kaiser sand and gravel enterprise is one of the largest of its type in the West. The plant at Radum, California, produces more than a thousand tons of concrete aggregates an hour.

ENGINEERING . . . Some of the nation's most impressive industrial facilities, like this power installation at the Kaiser New Orleans aluminum plant, bear the stamp of the Kaiser Engineers Division. Their projects have extended into oil refining, atomic energy, hydro-electric power, water supply and many other fields.

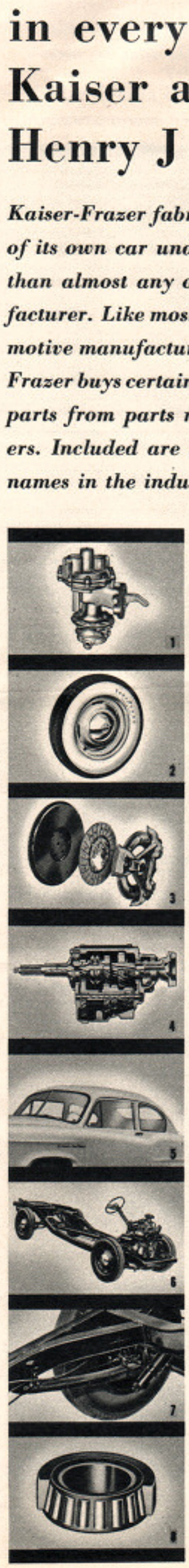
HOUSES . . . Panorama City, in the San Fernando valley near Los Angeles, is one of the large residential developments planned and erected by Kaiser Community Homes. Since World War II this firm has constructed 10,000 homes in the West.

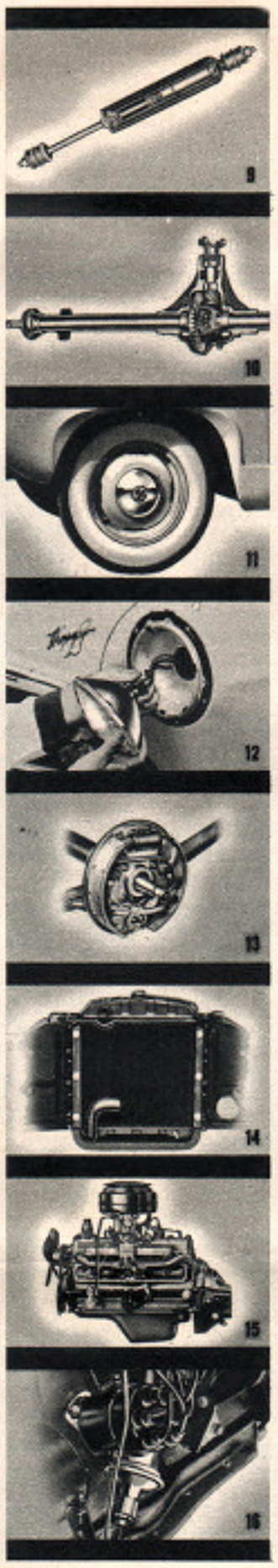
CLINICAL RESEARCH . . . Rebuilding of muscles weakened by crippling neuromuscular diseases is a major part of the work of the medical clinics sponsored by the Permanente Foundation, a charitable trust established by the Kaiser family.

HOSPITALS . . . The Kaiser Permanente Foundation maintains 14 non-profit hospitals and clinics throughout the West. Operating on the principle of preventive medical care on a low-cost, pre-paid basis, the Permanente Health Plan provides complete hospital service for more than 200,000 participants. The Foundation also sponsors the Kabat-Kaiser Institute hospitals in Washington, D. C., and California.

600 years of experience in every Kaiser and Henry J

Kaiser-Frazer fabricates more of its own car under one roof than almost any other manufacturer. Like most other automotive manufacturers, Kaiser-Frazer buys certain component parts from parts manufacturers. Included are the greatest names in the industry.





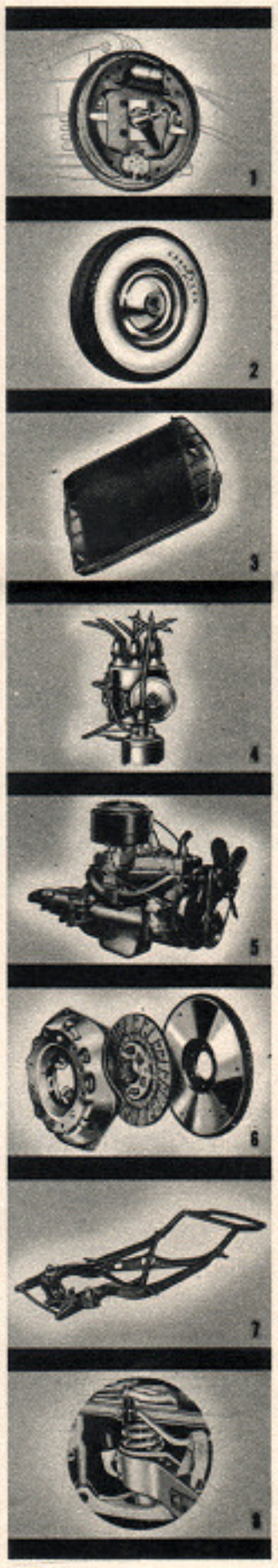
Henry J

9. Shocks by Monroe 34 years
10. Differential by Spicer 35 years
11. Wheels by Motor Wheel 31 years
12. Lights by C. M. Hall 42 years
13. Brakes by Bendix 22 years
14. Radiator by Fedders-Quigan 40 years
15. Engine by Willys 39 years
16. Ignition by Delco-Remy 49 years

Henry J

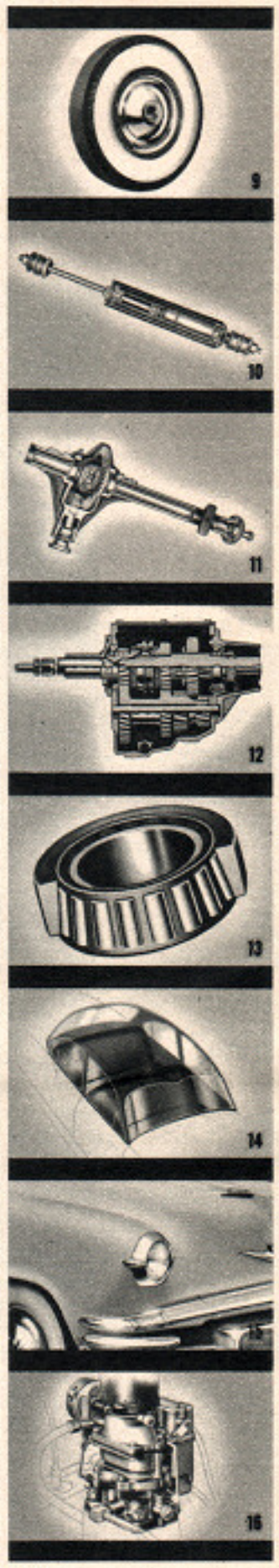
1. Carburetor by Carter 52 years
2. Tires by Goodyear 53 years
3. Clutch by Borg-Warner 23 years
4. Transmission by Warner Gear 23 years
5. Glass by Pittsburgh Plate 68 years
6. Frame by Parish 35 years
7. Springs (Chassis) Eaton 35 years
8. Bearings by Bower 19 years

. . . plus Kaiser Engineering



Kaiser

1. Brakes by Bendix 22 years
2. Tires by Goodyear 53 years
3. Radiator by Harrison 43 years
4. Ignition by Delco-Remy 43 years
5. Engine licensed by Continental 49 years
6. Clutch by Auburn Clutch 50 years
7. Frame by Parish 35 years
8. Springs by Eaton 35 years



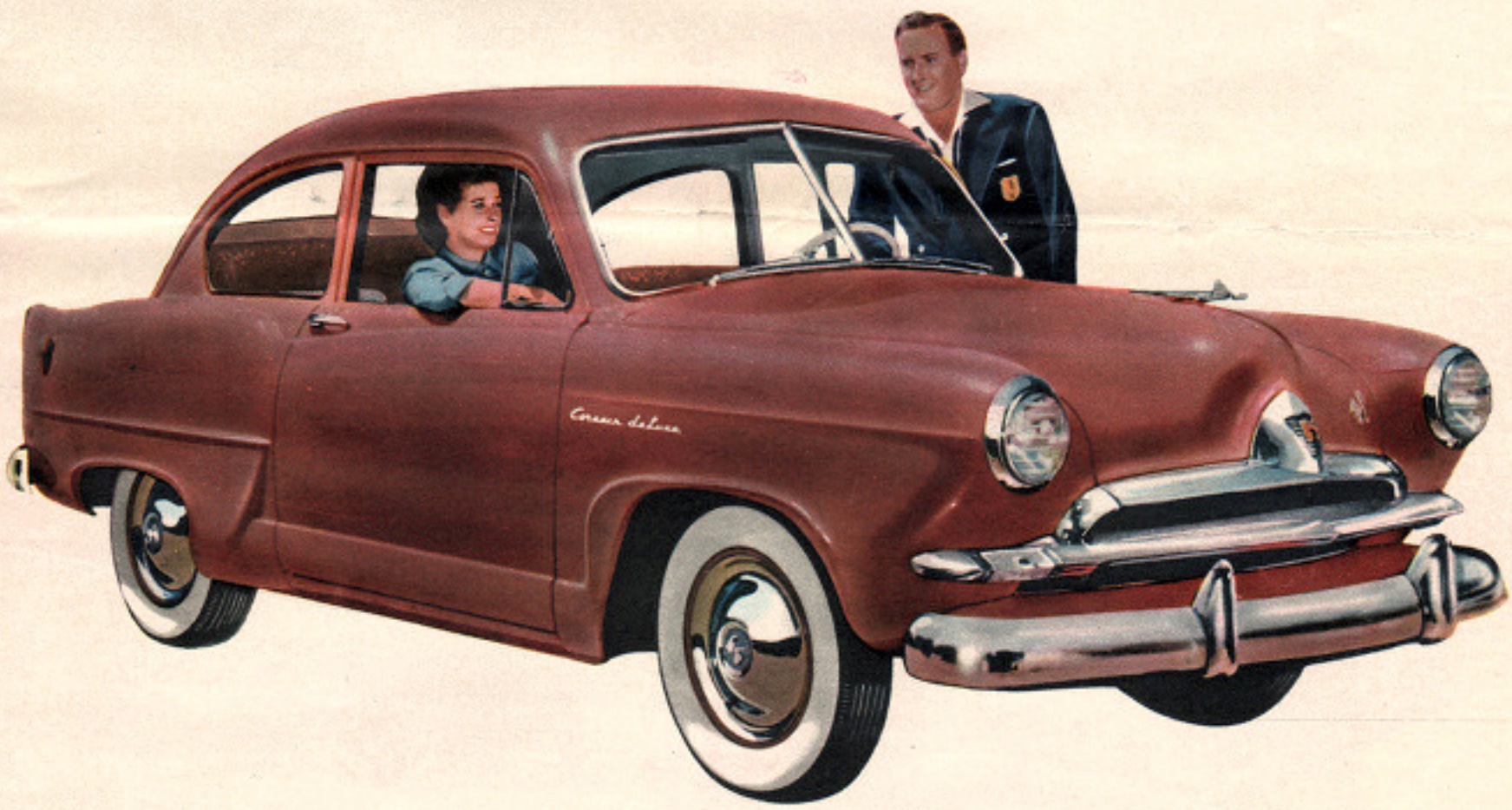
Kaiser

9. Wheels by Motor Wheel 31 years
10. Shocks by Monroe 34 years
11. Differential by Spicer 35 years
12. Transmission by Warner Gear 23 years
13. Bearings by Timken 47 years
14. Glass by Libby Owens Ford 35 years
15. Lights by C. M. Hall 42 years
16. Carburetor by Carter 52 years

GET ON

EASIEST ST.

Your new '53 *Henry J* is here



39 Ways Finer to Keep you on Easiest St. for Years

Easiest to drive . . . easiest to handle . . .

Easiest to park . . . easiest to service . . .

Easiest to run . . . easiest to maintain AND

MOST IMPORTANT... Easiest to pay for!

1953 HENRY J Corsair Deluxe

Easiest to run! With its amazing new "Penny-Minder" carburetor, your new '53 Henry J Supersonic Engine delivers up to 30 performance-packed miles to the gallon—saves you up to $80 a year on gasoline, alone! No other car costs so little to run—or runs so dependably all year 'round! New "Weathergard" waterproof ignition . . . "Follow Thru" starter . . . "Zero-Start" battery keeps your Henry J going smoothly and economically even in the worst weather!

Easiest to look at . . .

Easiest to Own! America's lowest-priced full-size car! *Lowest* down payment! Lowest monthly payments! And the easiest on your pocketbook every day thereafter! "Pressure-Sure" lubrication system . . . and "Ventilube" air-conditioned crankcase prolong engine life! Weight-engineered chassis gives you longer tire wear! "King Size" clutch . . . and "Powerhouse" transmission are designed for years of trouble-free performance, too!

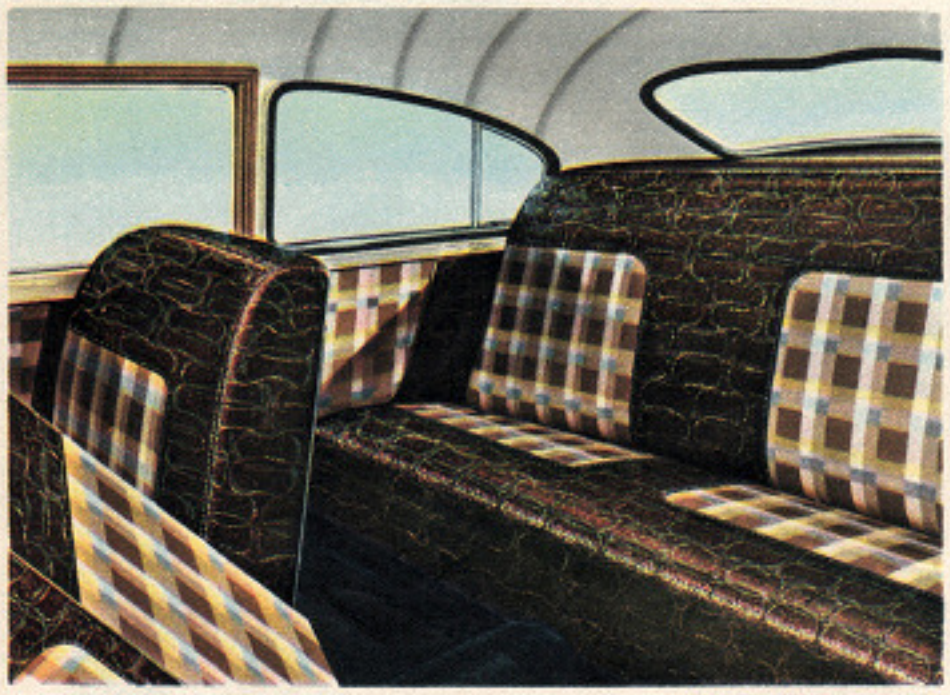
1953 HENRY J Corsair

1953 HENRY J Corsair Deluxe

As safe as it's beautiful! Broad new "Safety-Mounted" windshield is designed to push out upon impact. New "Safety-Padded" instrument panel (covered in lustrous Doric vinyl) protects you and your passengers in sudden stops! New "No-Glare" instrument panel has special "Warning Glo" gauges for ammeter and oil pressure!

inside and out!

As roomy as it's comfortable! Smart and practical, too! Henry J 4 offers choice of smart MacDonell of Glengarry or Swiss Chalet vinyl plaid, trimmed with black or brown Dinosaur Vinyl! Washable—no seat covers ever needed! Henry J 6 comes in luxurious Persian Grey or rich, soft Australian Beige, pleated "Whitman" trimmed with Dinosaur Vinyl. Front seat's 58″ wide, rear seat 56¾″ wide.



1953 HENRY J Corsair

Easiest to Drive . . .
Easiest to Park

50% Easier "Triple-Tooth" Steering! Makes turning and parking a pleasure for women drivers.

"Finger-Tip" Steering Linkage! You enjoy absolute control even on the bumpiest roads!

"Inner-Circle" Turning Radius! Only 17½ feet. You slide *easily* into parking spaces others must pass up.

"Sure-Stop" Brakes with Long Life Brake Lining! Husky enough to stop smoothly a car half-again as heavy!

"Rite-at-Hand" Parking Brake! At the *right-hand* side—the natural place for easy accessibility.

"Contour-Engineered" Lines! Molded sweep lines and wheel openings add extra strength as well as beauty.

"Bridge-Braced" Body! With *extra* bracing front and rear to keep your Henry J quieter, tighter—*longer!*

One-Piece Seamless Steel Top! Largest one-piece steel top in the industry adds rigidity, prevents body weave.

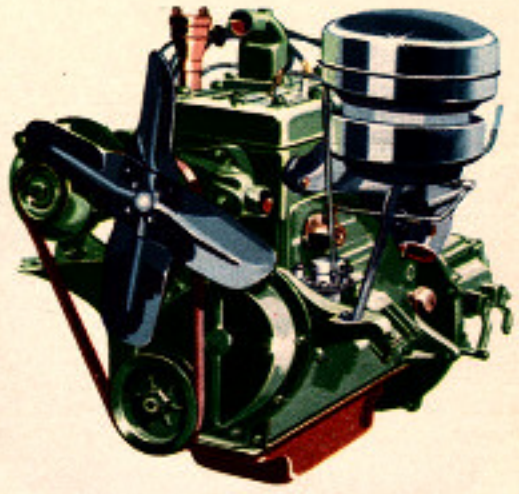
New "Up-Front" Dome Light! Directly overhead for easier reading of maps. Switches manually, or—when door is opened—automatically.

Packing? A Pleasure! Besides the handy parcel shelf above the rear seat, the new '53 Henry J gives you a big (21 cu. ft.), easily accessible trunk to carry all the luggage you're likely to need.

Need Extra Space? Carrying space can be increased to an amazing 58 cu. ft. by folding the rear seat back (in optional models), giving you a cargo deck over six feet long!

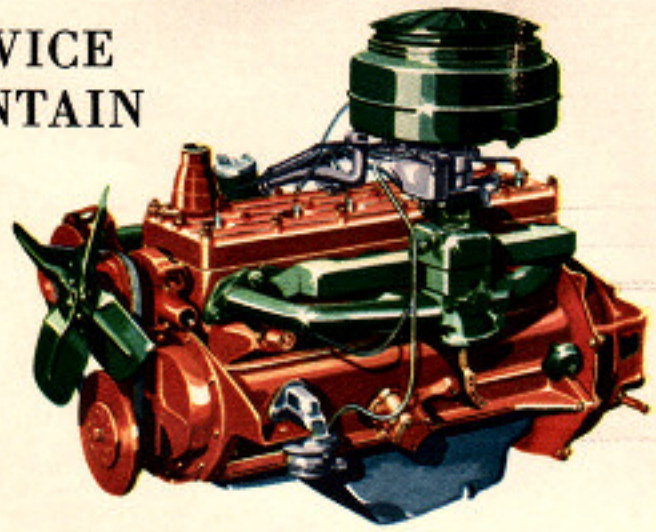
1953 Henry J

POWERED BY A CHOICE OF 2 GREAT ENGINES



Supersonic 4 — America's most famous "Four," now mightier, thriftier than ever. L-head design; bore 3⅛ inches, stroke 4¾ inches; brake horsepower 68 at 4000 r.p.m., compression ratio 7.0 to 1; aluminum alloy pistons; two compression and one oil control ring. Full pressure lubrication. Performance and economy *proved* over millions of miles!

EASIEST TO RUN
EASIEST TO SERVICE
EASIEST TO MAINTAIN



Supersonic 6

Smoother, livelier, thriftier than ever! L-head design; bore 3⅛ inches, stroke 3½ inches; brake horsepower 80 at 3800 r.p.m.; compression ratio 7.0 to 1; aluminum alloy pistons; two compression and one oil control ring. Full pressure lubrication. Up to 30 miles per gallon of gasoline.

New Ignition and Battery — New "Weathergard" waterproof ignition system with "Zero-Start" battery for dependable year-'round performance.

"Follow-Thru" Starter— Assures fast, certain starts . . . won't "kick out" until engine starts . . . won't drain battery in coldest weather.

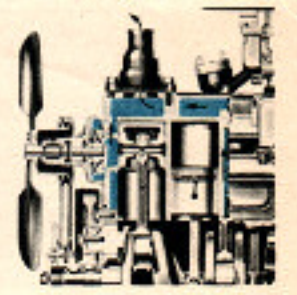
"King-Size" Clutch— Full 8½ inch diameter; single, dry-plate type; ball throwout bearing . . . built to stand up to the toughest tasks.

"Power-House" Transmission — Designed for years of trouble-free service . . . Helically cut gears. Henry J automatic overdrive available.

"Pressure Sure" Lubrication—With new Ventilube air-conditioned crankcase and "No Sludge" floating oil intake for longer engine life.

Thrifty "Penny-Minder" Carburetor—Downdraft type; automatic manifold heat control; air cleaner; 13-gallon tank; mechanical fuel pump.

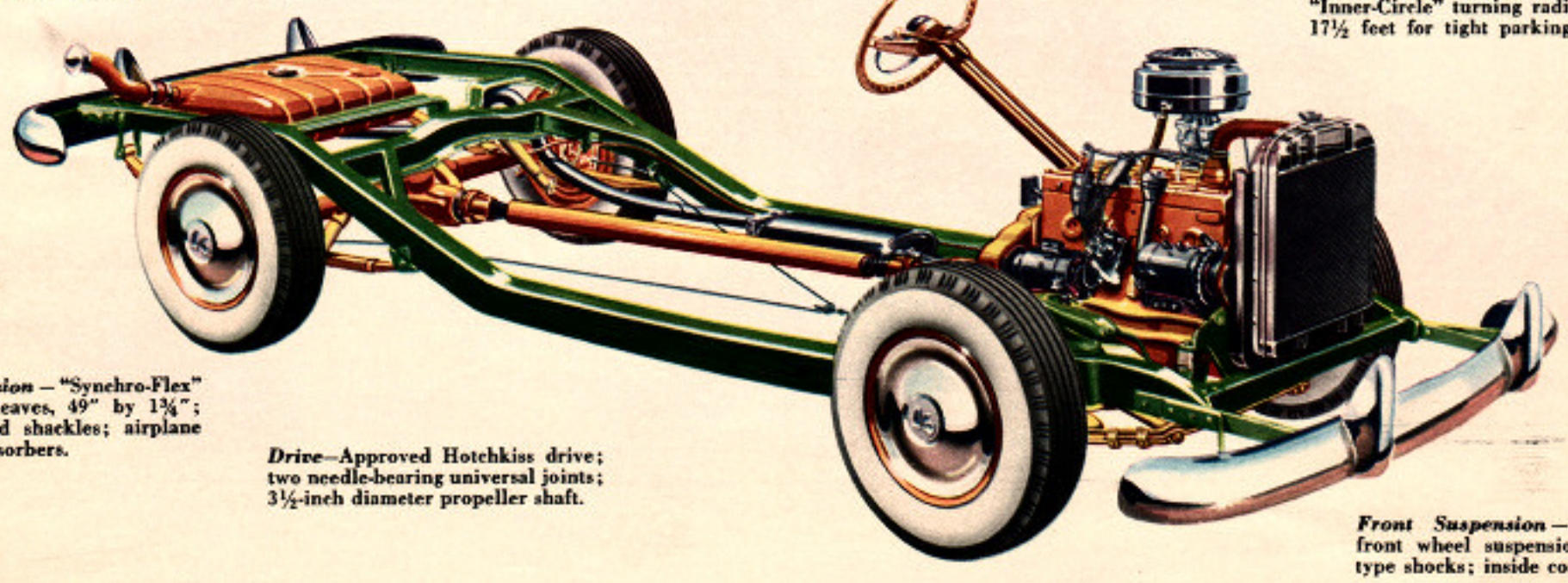
Cooling System — Approved cellular radiator core; full-length water jackets; ball-bearing water pump keeps the motor cool always.



CRADLED ON AMERICA'S EASIEST-RIDING CHASSIS!

Box-Section Frame — Extra rigid, with double channel construction, reinforced by 5 heavy cross members, plus "No-Sway" Stabilizer.

"Triple-Tooth" Steering — With easier "Finger-Tip" steering linkage . . . 17-inch steering wheel . . . "Inner-Circle" turning radius, only 17½ feet for tight parking places.



Rear Suspension — "Synchro-Flex" springing—5 leaves, 49" by 1¾"; rubber bushed shackles; airplane type shock absorbers.

Drive—Approved Hotchkiss drive; two needle-bearing universal joints; 3½-inch diameter propeller shaft.

Front Suspension — Independent front wheel suspension; airplane-type shocks; inside coil springs.

Wheels—Disc wheels with wide (4-inch) rims; tires 5.90 x 15 inches. Wheelbase 100 inches. (Overall length 178").

"Sure-Stop" Brakes — With new "Long-Life" brake linings . . . self centering, hydraulic . . . plus "Rite-at-Hand" parking brake.

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