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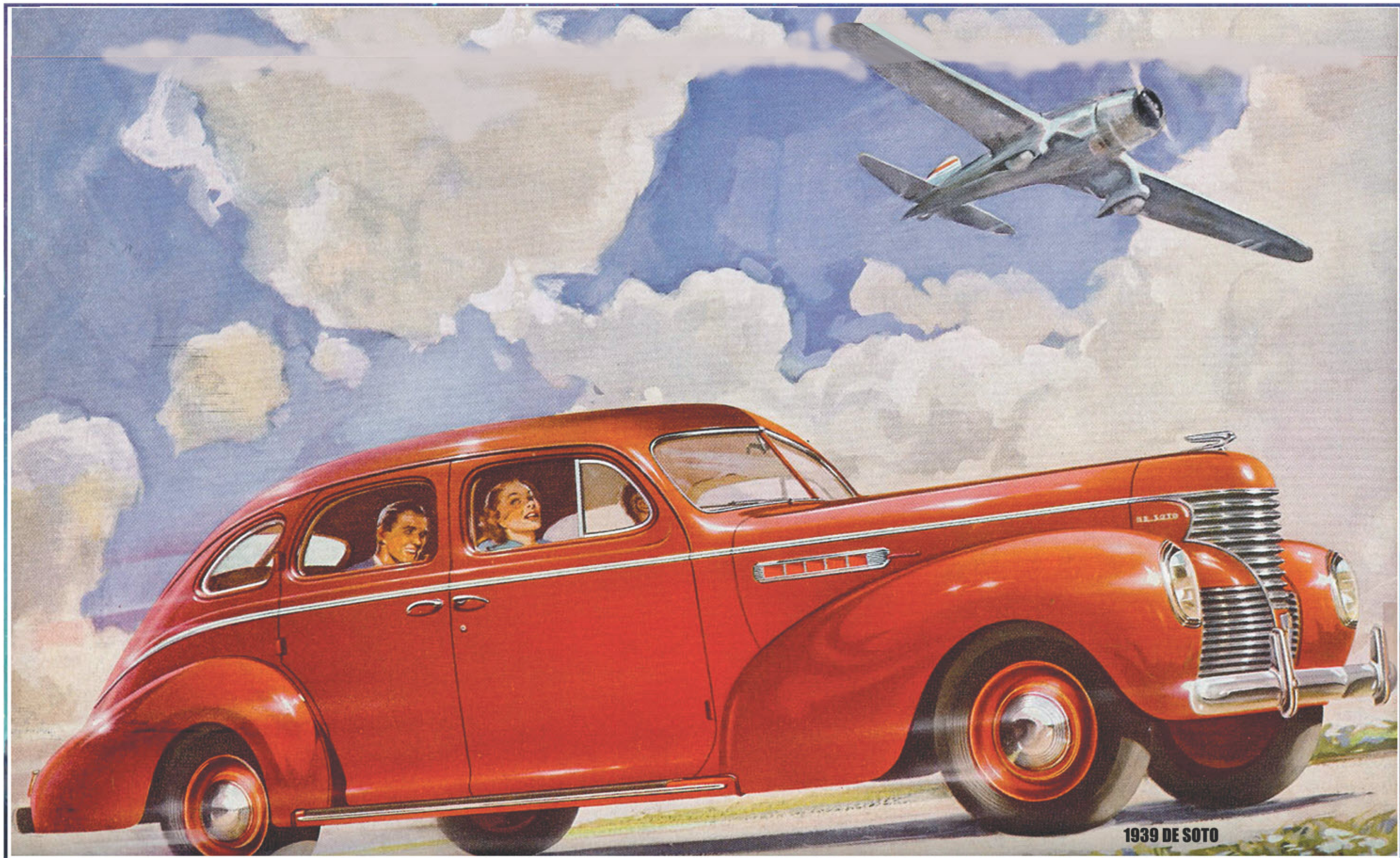
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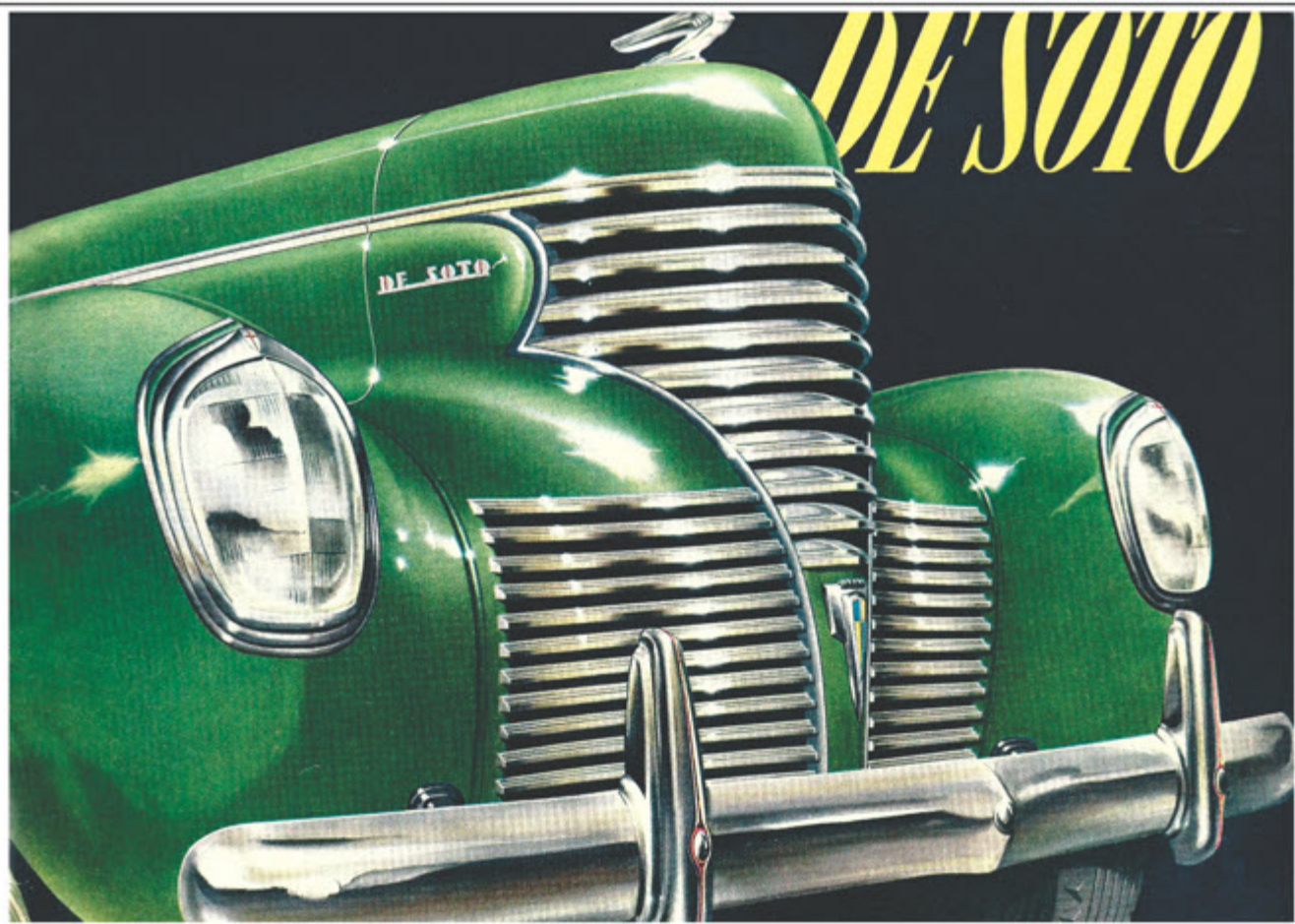
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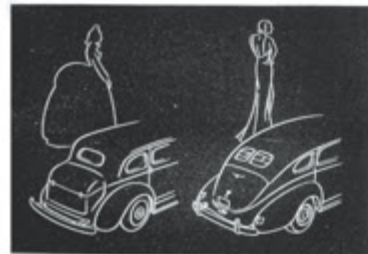




DE SOTO brings you . . .

Streamline Styling!

MODERN AS THE LATEST AIRLINER . . . NEW WIDE-RANGE SAFETY HEADLAMPS SET FLUSH IN FENDERS . . . NEW STREAMLINED REAR END CONCEALS HUGE LUGGAGE LOCKER . . . MORE ROOM FOR PASSENGERS AND LUGGAGE!



FASHIONS CHANGE in car styling as well as Milady's dresses. The old-fashioned trunk "hustle" is as out of date as the bustle, illustrated above. De Soto's rear-end styling for 1939 is the latest word—smart, beautifully styled.

WIDE-RANGE SAFETY HEADLIGHTS set flush in fenders, add to De Soto's powerful, racy appearance. Identify full width of car for safer night driving . . . give added protection.



STYLED for beauty? Yes! But that's only half the story. De Soto's Streamlined Styling provides more room for passengers and luggage. More comfort . . . with ingenious new controls at your finger tips. Greater safety . . . headlamps set wide apart for safe night driving . . . higher, wider full-view windshield for better visibility.

But find out for yourself. Ride in this great new De Soto! You'll discover it has more of everything you have wanted to make driving an exciting new pleasure instead of a chore.



Here . . . NO OLD-FASHIONED "hustle" mars the clean, unbroken lines of De Soto's body. Tapered rear end conceals huge Streamlined Luggage Locker.

Right . . . LOOK AT THAT LUGGAGE! Actually, there are 11 big bags stored snugly away. 23 cubic feet of usable space.

Left . . . MASSIVE NEW FENDERS have a restless forward motion . . . styled to harmonize with the dynamic lines of De Soto's body.



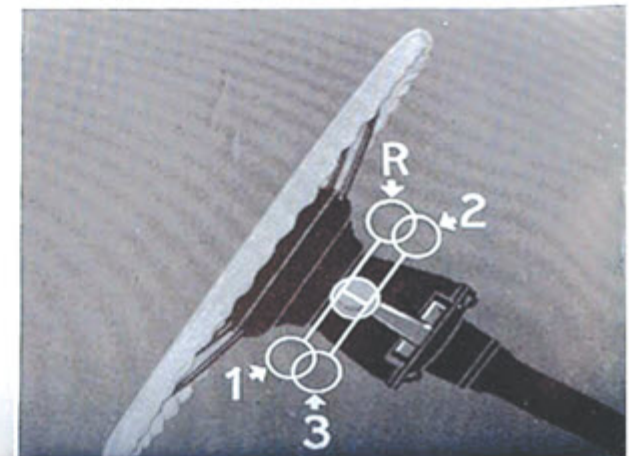
Good-bye "Wobble-Stick" HANDY-SHIFT IS HERE

REMEMBER THAT NAME—HANDY-SHIFT! It means the beginning of a new kind of driving experience . . . a kind of driving that's easier, safer, far more comfortable than ever before.

It means, too, that the old type "Wobble-Stick" gear shift is gone forever. In the new De Soto there are no annoying rods or levers jutting out of the floor . . . nothing to interfere with the comfort of front seat passengers.

Instead, you will find a clear, roomy front compartment, with De Soto's new HANDY-SHIFT . . . just below the steering wheel, attached to the steering column. That's where you will shift gears on your new De Soto! Handy-Shift brings new joy to driving.

DIAGRAM AT RIGHT shows the gear positions . . . same as before . . . nothing new to learn. Gear-shifting's easier!

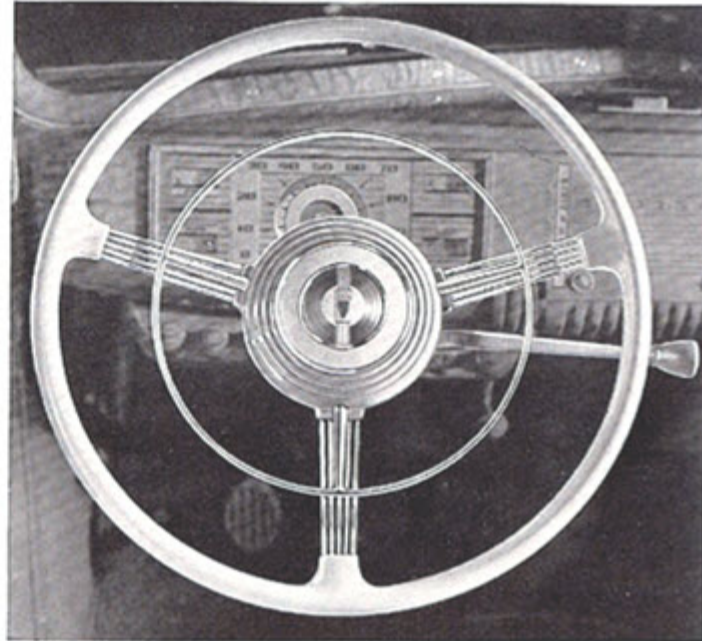
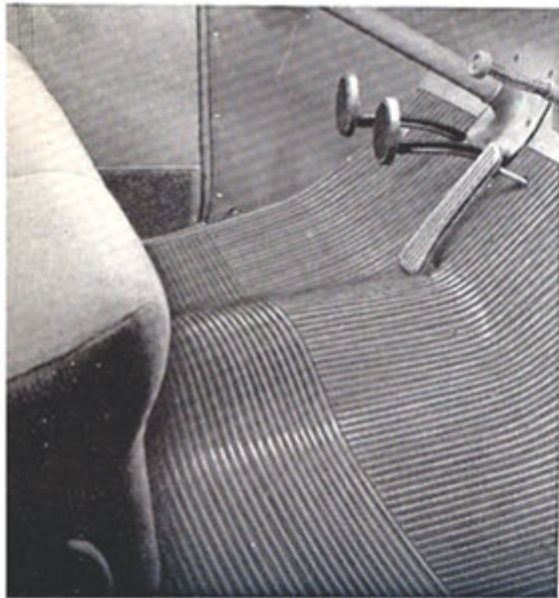




GEAR-SHIFTING'S EASY NOW! De Soto's new Handy-Shift is mounted right on the steering post. You hardly take your hand off the wheel. *There's nothing new to learn!* No change in driving habits necessary. De Soto's new Handy-

Shift also employs a new blocker-type synchronizer which keeps gears apart until they are turning at same speed. There is never any clashing. There's no extra charge for De Soto's Handy-Shift—standard on all models!

THE "WOBBLE-STICK" IS GONE! We've eliminated the old-fashioned gear-shift lever which jutted out of the floor, interfering with passenger comfort. There's plenty of leg room now.

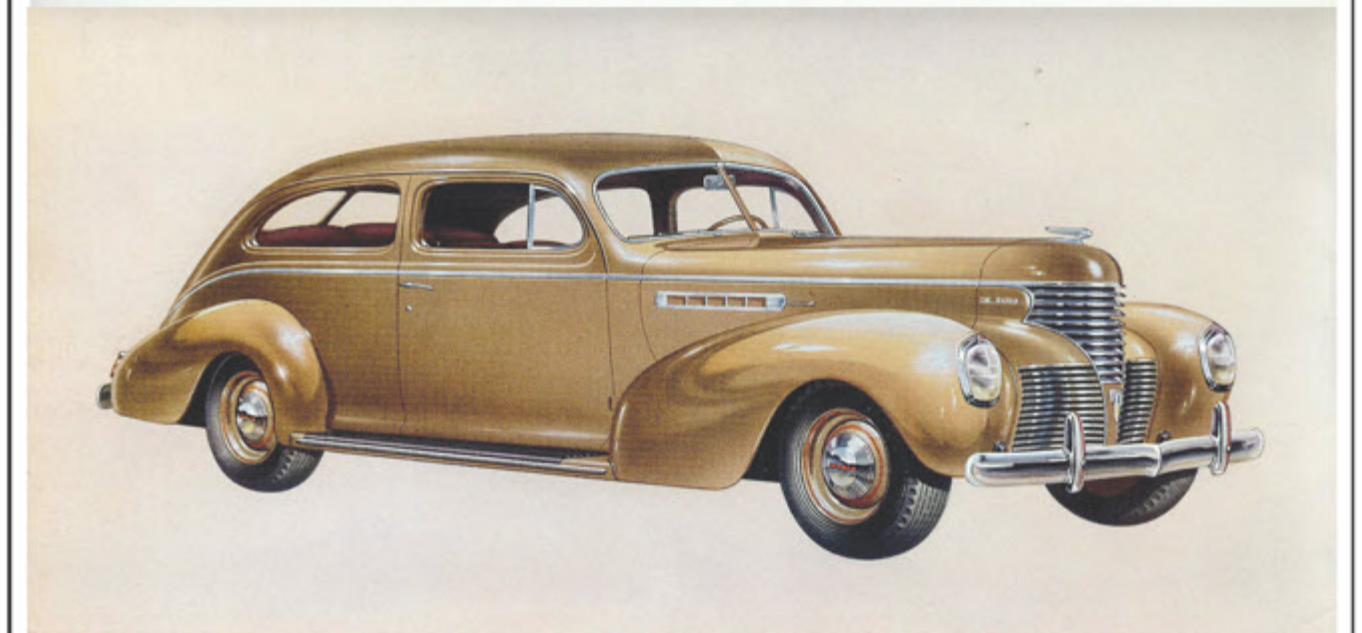


TAKE THE WHEEL of this new De Soto. It's big, beautiful, luxuriously styled. Recessed horn ring prevents accidental blowing. All instruments are directly before you... all controls at your finger-tips.



DE SOTO
Touring Sedan
FOUR-DOOR

DESOTO PRESENTS TWO GREAT LINES of cars for 1939—the Custom and the DeLuxe. Never before has such luxury been offered at such a low price. Everything about the new De Soto is different. Look at that exciting new radiator grille of gleaming chromium . . . the wide-range safety headlamps set flush in fenders . . . the smooth flowing contours that sweep back to the concealed, streamlined luggage locker. The De Soto Touring Sedan is available in both Custom and DeLuxe models.



DE SOTO
Touring Sedan
TWO-DOOR

MANY PEOPLE WILL PREFER this stunning De Soto Two-Door Touring. Its interior is luxurious. Both front and back seat are of the sedan type—plenty of room for six big people. We've made the door extra wide—the rear compartment is easily entered. Note the absence of the old-fashioned "bustle"—thanks to De Soto's Streamlined Luggage Locker which has 23 cu. ft. of usable space. The De Soto Two-Door Touring Sedan is available in both DeLuxe and Custom models. All De Soto models have "Durasheen" finish.

"Sofa-Wide" Seats - ROOM FOR SIX

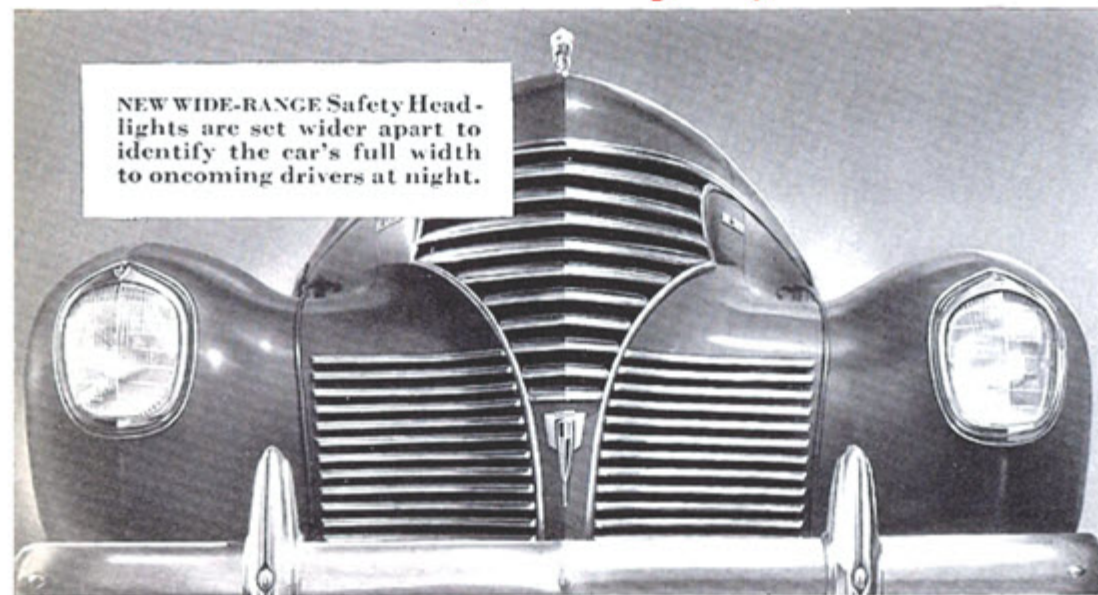


LOOK AT THE ROOM in that big front seat. It's as wide as a sofa. Three can ride comfortably. Note the full-view windshield—you've never looked through one so high and wide.

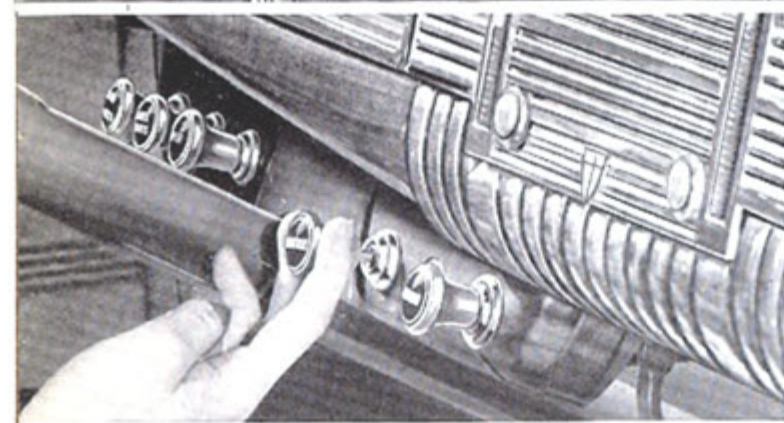
EASY TO ENTER! Wide doors make it easy to get in or out of this new De Soto. New Rotary Door Locks allow doors to close with finger tip pressure, no slamming.



NEW *Wide-Range Safety Headlights*



NEW WIDE-RANGE Safety Headlights are set wider apart to identify the car's full width to oncoming drivers at night.



ALL CONTROLS are grouped directly in front of the driver. They are recessed on a sub-panel beneath the dash. No buttons or knobs project to catch or tear.

DE SOTO'S GENUINE HYDRAULIC brakes are time-tested through 15 years of Chrysler Corporation hydraulic brake experience. This year they're improved, less pedal pressure being required to effect quick, smooth stops at all times.

SOFTER, MORE POWERFUL, GENUINE HYDRAULIC BRAKES... NEW CONSTANT-SPEED ELECTRIC WINDSHIELD WIPERS... NEW SAFETY-STYLED INSTRUMENT PANEL... SAFETY-STYLED INTERIORS... SAFETY STEEL BODY... NO OTHER CAR GIVES YOU ALL THESE FEATURES.



ALL HARDWARE is curved inward. Can't catch or tear clothing. It's beautifully designed in keeping with De Soto's smart new styling.



DE SOTO

Coupe

HERE'S A CAR THAT COMBINES sparkling new beauty with ideal utility . . . the luggage deck has 48 cubic feet of usable space!—almost 6 feet long and over five feet wide! . . . this model is smartly styled to appear at home in any kind of company. The roomy front compartment seats three big people. Available in DeLuxe and Custom models. The De Soto coupe is also available with two

auxiliary seats inside the car. They fold out of the way when not in use. Plenty of room for five people when necessary.

The smooth flowing contours of the Coupe, sweeping back in one unbroken line from the long, sleek hood make this model one of the most beautifully streamlined automobiles in the world, regardless of cost.



HERE'S THE "INSIDE STORY" of a great new car. In every detail the inside appointments of this new De Soto live up to the smartness of its Streamline-Styled exterior. Both front and rear seats are "sofa-wide" . . . luxuriously cushioned. Upholstery selection includes Blue-Gray Pile fabric or Taupe Bedford Cord . . . available on all

DeLuxe models at no extra cost. A Broad-lace pattern adds a smart decorative touch to the rear arm rest and trim. All window and door controls are finished in Rose-Beige Tenite. Right—The De Soto Custom models are upholstered in luxurious Blue or Tan Broadcloth. Front compartment is carpeted.



DE SOTO
Sedan
SEVEN-PASSENGER

THE DE SOTO SEVEN-PASSENGER SEDAN is a car any family can be proud to own. It compares with the most expensive cars built—in everything but price. It has a long, 136-inch wheelbase. Inside, you'll find every fitting you could possibly want. Extra-wide seats front and rear, plus two forward-facing seats in the rear compartment. You get a powerful 100 horse-

power motor with aluminum cylinder head. Safety-steel body. Hydraulic Brakes. Airplane-type shock-absorbers. Long-lasting "Durasheen" finish. Many other famous De Soto features impossible to get on some more expensive cars. Limousine bodies are also available on this chassis. Seven-Passenger Sedans and Limousines are available in DeLuxe or Custom models.

NOW... *Five Speeds Forward!*

DE SOTO'S PERFECTED AUTOMATIC OVERDRIVE HAS NEW "STEP-DOWN" FEATURE . . . GETS CAR IN CONVENTIONAL GEAR INSTANTLY . . . EXTRA POWER FOR PASSING . . . BRINGS OVERDRIVE ECONOMY TO CITY DRIVING . . . AVAILABLE AT EXTRA COST



1 AVAILABLE AT MODERATE EXTRA COST on all De Soto models is Perfected Automatic Overdrive . . . the equivalent of Five Speeds Forward! The Powerful low gear gets you away from stoplights quickly.



2 FAST PICK-UP IN SECOND GEAR . . . a smooth, lightning-fast conventional second gear may be used for continued acceleration to get you out of heavy traffic snarls. The New 1939 De Soto's second gear gives sparkling performance.



3 SECOND OVERDRIVE—gives greater performance ability than conventional high gear—gives greater flexibility in mountain driving or in heavy going where you want to combine power with continued acceleration.

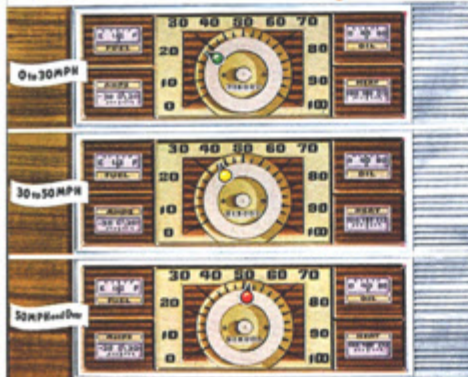


4 NEW "STEP-DOWN" FEATURE—you can go from high overdrive to conventional instantly . . . Cruising along in high overdrive . . . you want extra power . . . press accelerator to the floor . . . you're in conventional with plenty of pick-up . . . ease up, you're in overdrive!



5 OVERDRIVE IN HIGH . . . the scolding speed, extra engine revolutions are third—gives you gas, oil, engine wear. Choose to secure this year, bringing economy to city driving.

NEW "Safety-Signal" Speedometer



ACTS LIKE A "SILENT POLICEMAN" . . . WATCHES YOUR DRIVING SPEED FOR YOU . . . NEW LUXURIES . . . NEW CONVENIENCES MAKE YOUR DRIVING EASIER, MORE ENJOYABLE!



MIN-SLAM DOORS equipped with new Rotary Door Locks may be closed with finger tip pressure. Door slamming is completely eliminated.

HERE'S THE MOST ENGENUOUS speedometer ever put on a car . . . the Safety-Signal Speedometer. From 0 to 30 m.p.h. it shows GREEN; from 30 to 50, it shows AMBER; at 50 m.p.h. and above, it shows RED. Acts like a "silent policeman" to warn you of your driving speed range. You'll find it an aid to safer driving.

NEW SAFETY-CATCH on doors. By pressing a button, door handles are made inoperative . . . can't open accidentally.



A COMFORTABLE FOOT REST is recessed in the back of the front seat. Permits proper seating posture . . . adds inches of leg room.



INSTRUMENT PANEL is Oriental Walnut finish. A Custom-built "push button" radio is available for installation behind chrome grille.



ASH TRAY conveniently located on shelf above instrument panel. Lid of tray disappears beneath shelf.



NOTE THAT GLOVE BOX door is beautifully ornamented with a perfectly smooth surface. No knob projects.

INTERIOR ILLUMINATION is provided by a lamp over the rear window. Prismatic glass gives more light.

SPONGE RUBBER ARM RESTS give real arm-chair comfort to back seat passengers. Made softer for safety.

Introducing—A NEW RIDE FORMULA!



DE SOTO HAS AMAZING Ease of Control—You ride so relaxed! Bumps, vibration, and "wheel fight" are gone! It's easy to steer . . . all controls are at your finger tips . . . seat adjustable for tall or short people.

SCIENTIFIC WEIGHT DISTRIBUTION BANISHES FATIGUE . . . AIRPLANE-TYPE SHOCK-ABSORBERS SMOTHER THE BUMPS . . . INDEPENDENT FRONT WHEEL SPRINGING ISOLATES SHOCK . . . RUBBER FLOAT BODY MOUNTINGS MINIMIZE VIBRATION . . . YOU GET A "CUSHIONED" RIDE.



RUBBER FLOAT BODY MOUNTINGS cushion and isolate body from frame. Cut out road rattle and hum. You enjoy a floating ride.



NO BUMPY RIDES . . . AT FIFTY MILES AN HOUR YOU can read a book, write a letter, take a nap. De Soto's balanced, even distribution has banished vibration.



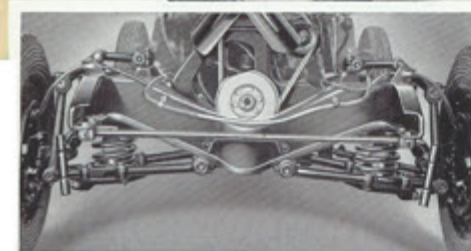
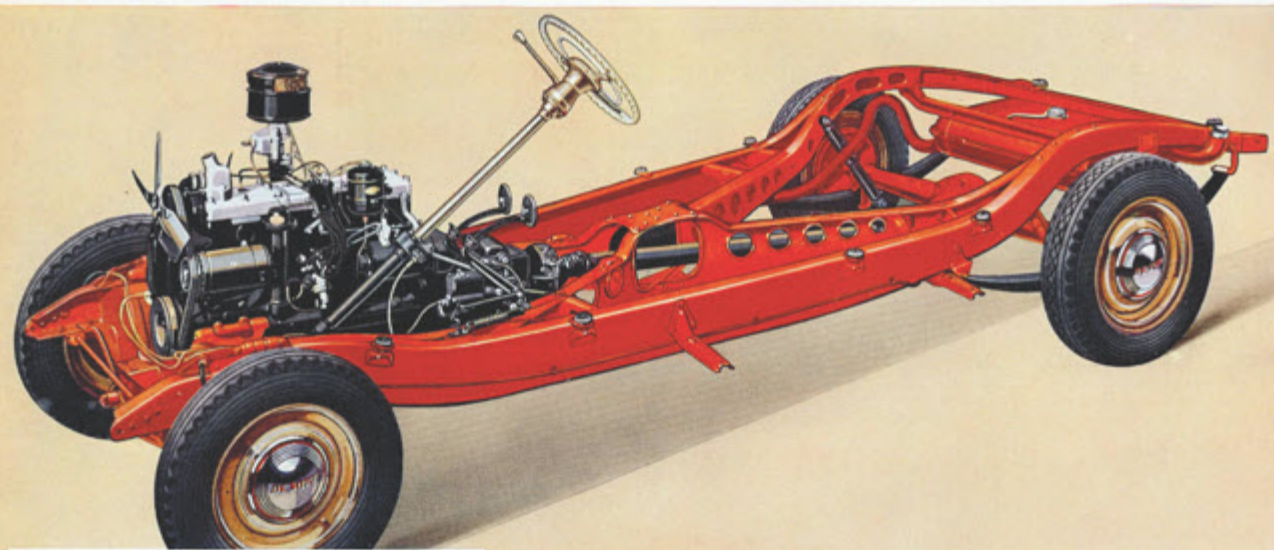
AIRPLANE-TYPE HYDRAULIC SHOCK-ABSORBERS smother the bumps. Double-acting. Low pressure. Automatically adjust themselves to load and road conditions. A cushioned ride!

SCIENTIFIC WEIGHT DISTRIBUTION keeps the engine well forward . . . "cuddles" both seats between axles. Ride is smooth, even . . . no more "bucking" or heaving. You ride relaxed.



HERE'S HOW YOU DE SOTO walks right over bumps in the road. Independent Front Wheel Springing permits you to glide smoothly along.

Engineered to Save You Money



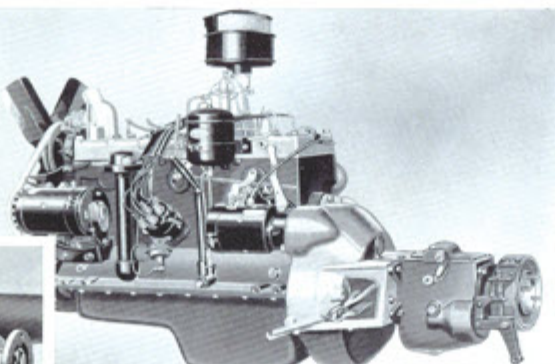
DE SOTO'S MASSIVE CHASSIS with its strong, rigid frame contributes much to the stability and ruggedness of the car. Frame side members with a maximum depth of six inches are joined together with a sturdy X-member and rugged cross members.

This year the Chrysler Corporation adds another triumph to their long list of firsts—it's called SUPERFINISHING—a new and revolutionary method of finishing metal parts.

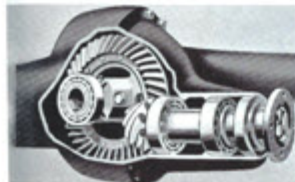
EVERY MILE YOU DRIVE!



HARDENED HEAT-RESISTING valve seats of steel, used on De Soto, postpone valve grinding for thousands of extra miles—saves you money.



DE SOTO'S 31 H.P. "Super-Economy Engine" gives you the thrifty performance of a six with more power and pickup than you'll ever need. Built for long years of trouble-free service.



QUIET HYPOID REAR AXLE, with its use of a larger pinion gear and greater area of gear tooth contact, gives greater strength.



Below—SUPERFINISHING smooths parts to within 1 to 10 millionths of an inch. Shown below are superfinished pistons and a crankshaft, two of the many parts superfinished in the new De Soto to give your car longer life.



SHOCKLESS STEERING is provided by "cushioning" the steering return mounting in five rubber pads. Road shocks transmitted through the frame are absorbed by the "cushions" . . . "Wheel fight" eliminated.



FLYING POWER ENGINE MOUNTINGS—an exclusive Chrysler Corporation feature. This feature suspends the engine in proper balance . . . dissipates the natural vibrations . . . adds many extra miles to motor life.

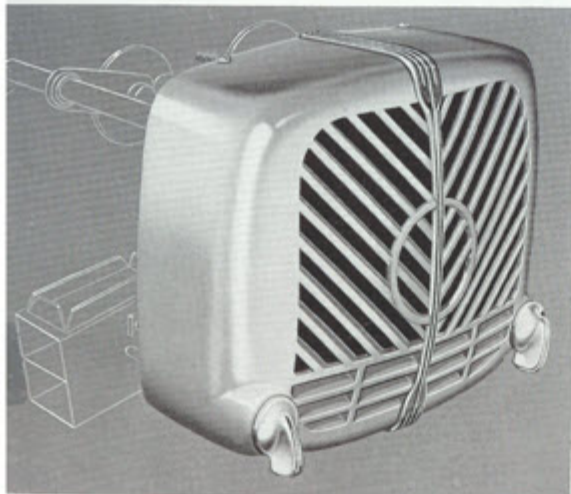


FULL-PRESSURE LUBRICATION on all main, connecting rod, and camshaft bearings, and jet sprays on cylinder walls supply a continuous stream of oil to all moving parts. Engine life is greatly increased, oil economy improved. Another dependability feature!

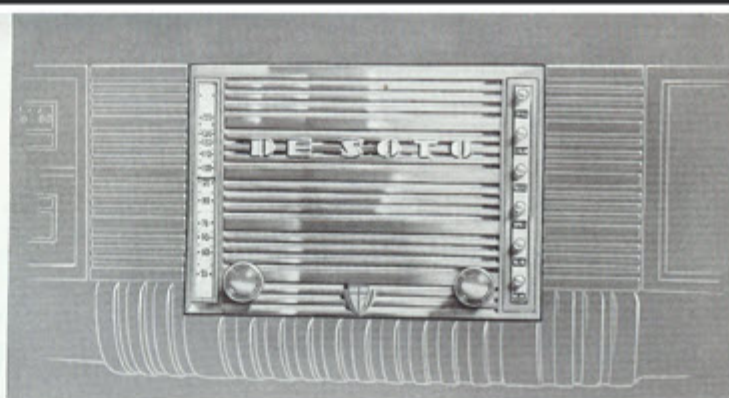


THE ABOVE ILLUSTRATION shows how De Soto's "equal pressure" genuine hydraulic brakes give smooth, even stops.

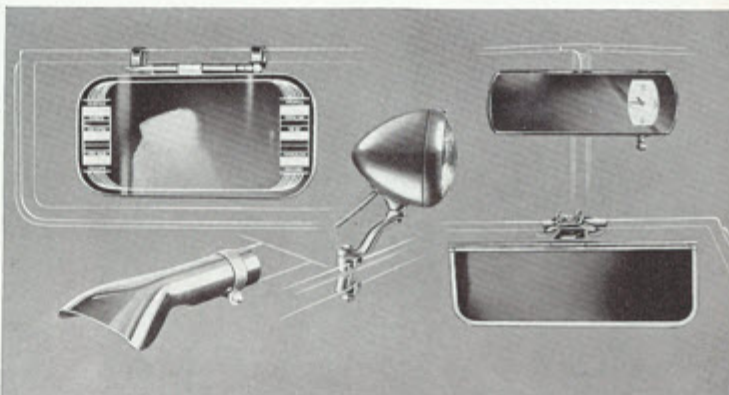
Custom Built ACCESSORIES FOR YOUR DE SOTO



HEATERS WITH FRESH-AIR ATTACHMENT—De Soto offers heaters for your car in price ranges to fit your purse. Heaters distribute hot air evenly. A controlled fresh-air attachment, distributing pure, fresh, heated air in your car, is available for De Luxe Airstream, Regular Tri-Airstream and Super Tri-Airstream.



DE SOTO OFFERS PUSH-BUTTON-TUNING—De Soto's radio, available for installation, is designed to blend in with the beauty of De Soto's safety-styled instrument panel. It features "Push-Button-tuning," allows you to get your favorite stations without taking your eyes from the road. Manual control for universal tuning is also a feature. The speaker and set are concealed behind the center of the panel.



CONVENIENCE ACCESSORIES AT LOW COST—Other accessory items that add individuality to your car, are available at slight extra cost. Ask your De Soto dealer to show you his accessory line. A few of the items available are illustrated above. They include glare shields, sun-visor vanity mirrors, exhaust pipe extensions, rear-view mirror clocks and fog lamps.



Again America's Smartest Low-Priced Car

CAROLE LOMBARD TELLS WHY SHE PICKED DE SOTO



1 SCENE: MALIBU BEACH Time: the present. The lovely lady: it's none other than the glamorous Carole Lombard who has just arrived in her new Streamline Styled De Soto. Miss Lombard is now starring in David O. Selznick's "Made for Each Other."

MY STORY
Carole Lombard
"I wanted a Smart Car that was easy to drive and economical to own —I chose De Soto."



2 "STYLE COMES FIRST with me. Like De Soto's Streamline design, the fascinating headlamps...thank heavens, there's no old-fashioned trunk bustle.



3 "THEN I DISCOVERED De Soto's new Handy-Shift—simplest gear-shift I've ever used. It's mounted right on the steering post. More room in front.



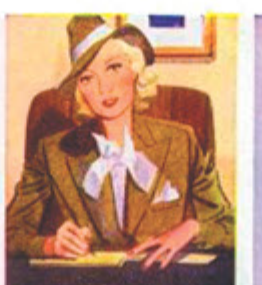
4 "FRONT AND BACK, the seats are wide as sofas. Room for six people. That Streamlined Luggage Locker has plenty of room, too.



5 "I LIKE DE SOTO'S Five Speeds Forward. It's thrilling...well worth the modest extra cost. And that new 'passing gear' just zooms you ahead.



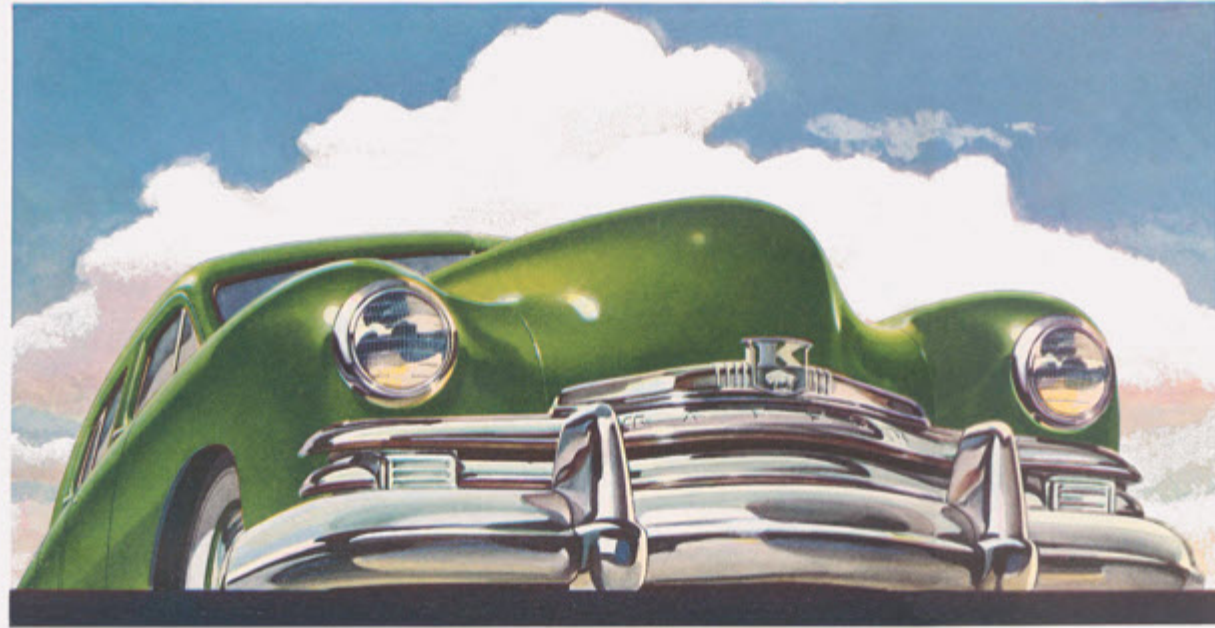
6 "I LIKE DE SOTO'S economy, Safety-Steel body and hydraulic brakes! my friends say I used good judgment getting such a dependable car.



7 "I WATCH my check stubs. De Soto's low price is good news." De Soto Division of Chrysler Corporation, Detroit, Mich.

SEE YOUR
DE SOTO DEALER
FOR A GREAT CAR... FINE SERVICE & A SQUARE DEAL

TUNE IN MAJOR BOWES' AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.



AMERICA'S MOST-COPIED CAR
1949 KAISER



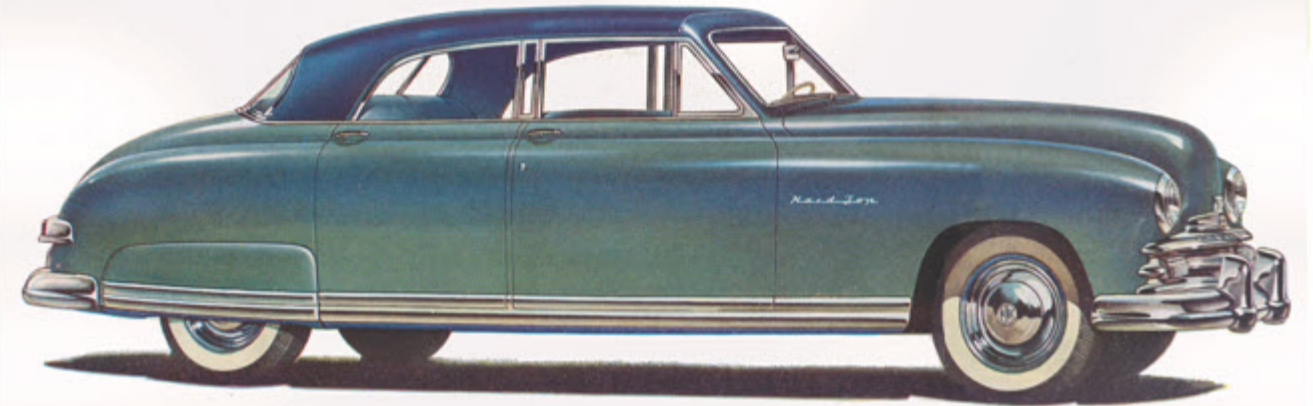
It takes time, resources, skill and knowledge to build a fine motor car. But time can be telescoped . . . resources can be marshalled . . . skills can be assembled . . . knowledge can be commanded . . . when a group of men band together in the conviction that "nothing has yet been done which cannot be done better."

Practically overnight one of the largest production plants in the world was translating fresh new ideas into the first models of the cars which have changed the goals of the entire automobile industry. Months before any other "new" cars were on the road the first Kaisers and Frazers started proving that automobiles could be designed to *modern* standards of efficiency and beauty. And they were backed by what quickly became

one of the four largest sales and service organizations in the industry with more than 4,000 dealers.

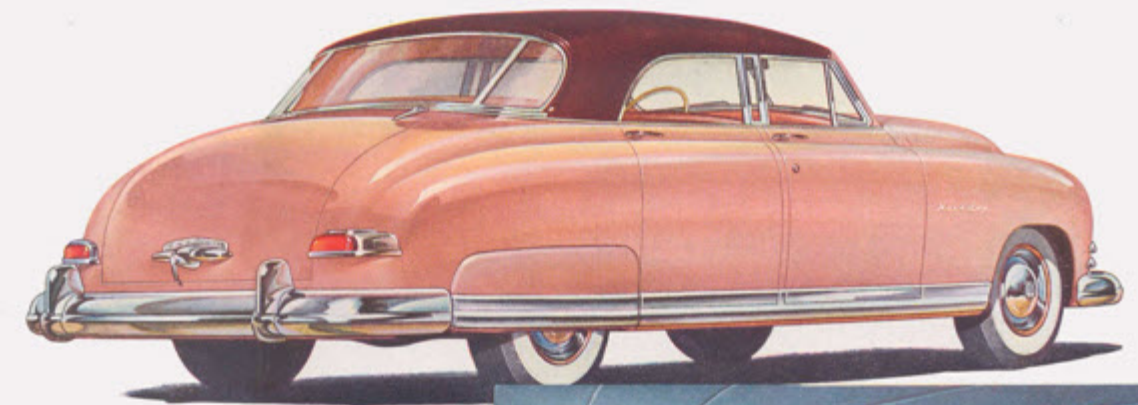
Production soared from seven cars in the entire month of June, 1946, to a car every 45 seconds less than two years later. In two years, a quarter-million value-wise Americans have road-proved the products of Willow Run in more than *two billion* miles of driving—an all-time record for a new manufacturer.

Now—proved, approved, improved—the Kaiser for 1949 brings new reality to America's goal of better things for more people. The car which took the nation's breath away in '47 and won its heart in '48 is farther ahead than ever! For '49, the third straight year, America's most-copied cars again lead the way!



THE 1949 KAISER "VIRGINIAN"

You'll ride relaxed, yet exhilarated in this Kaiser *original* body style. For whether on country road or city street, all eyes will turn to appraise the excellence and beauty of another *first* by the makers of America's most-copied cars!



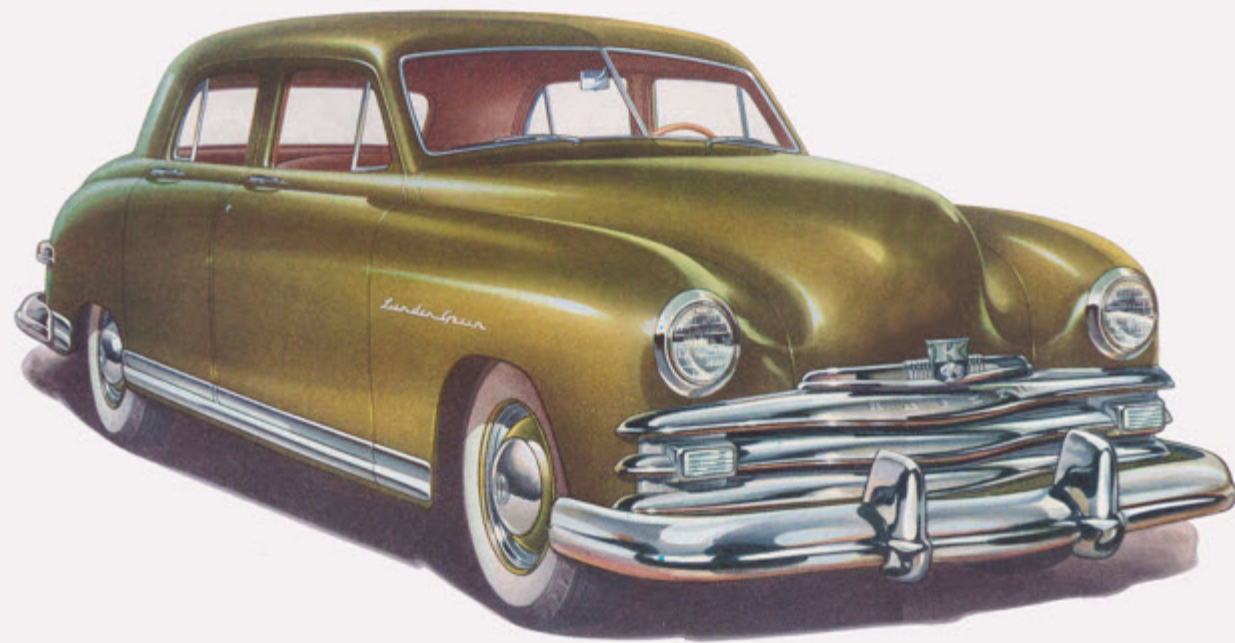
Here's an original! Again the makers of America's most-copied cars are first in the industry with a unique, new model, the 1949 Kaiser "Virginian."

Its original, unparalleled design combines the youthful, fresh appearance of a convertible with all the convenience, safety and appointments of a conventional sedan. You'll agree when you see . . . it's suave—swank and safe!

The solid, steel top is covered with satin-like nylon. Wide, sweeping windows provide clear, all-round vision. From its modern, low grille to the trim, new tail-lights; here's a car that's *sure* to be copied—but *exclusively* Kaiser for 1949.



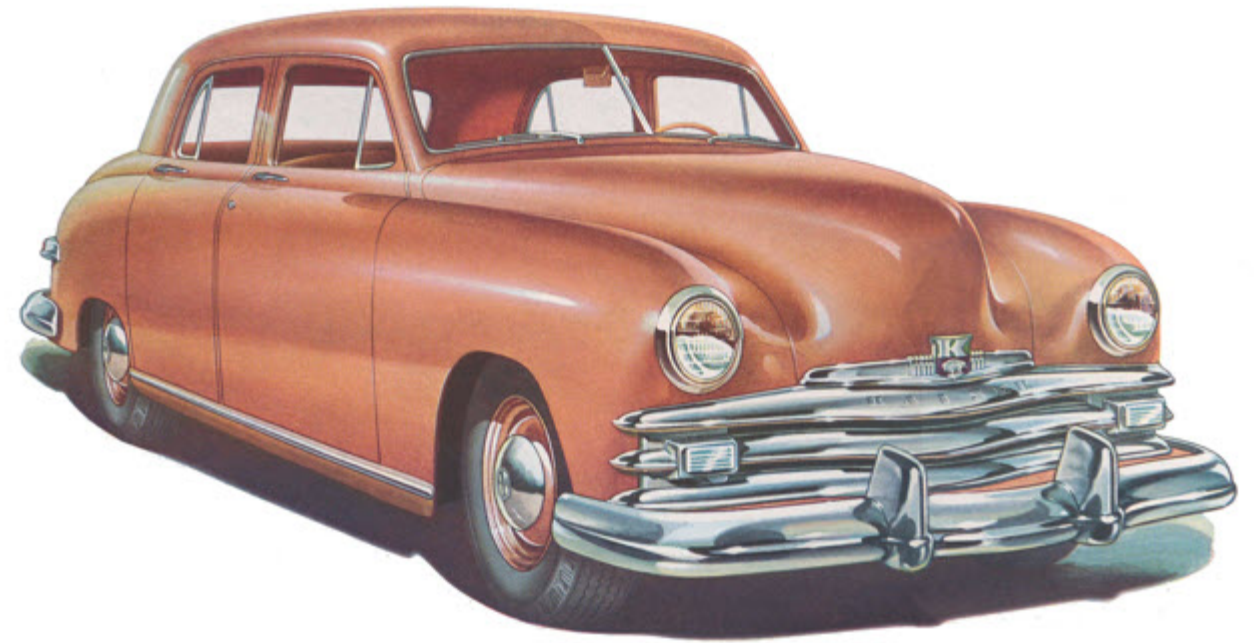
AN ORIGINAL BODY STYLE JOINS AMERICA'S MOST-COPIED CARS



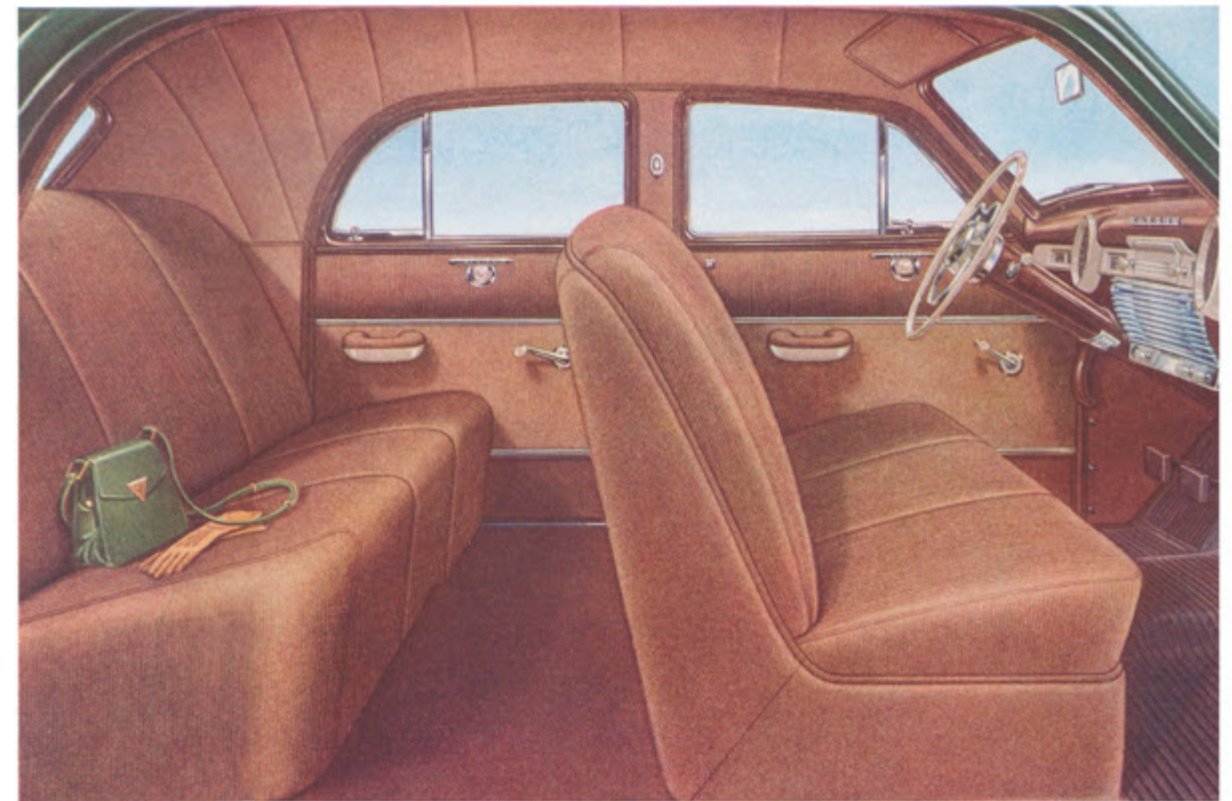
THE 1949 KAISER DELUXE



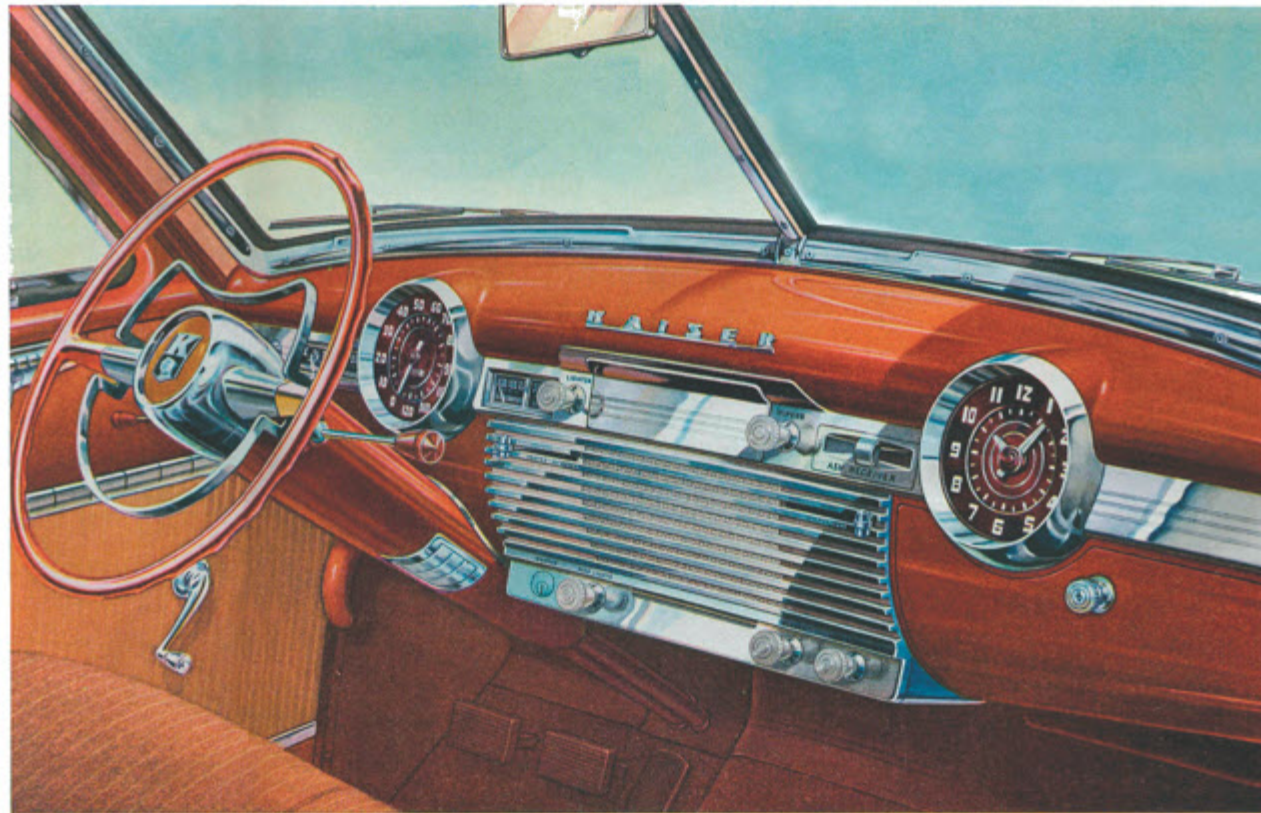
R-E-L-A-X AS YOU GLIDE! Only true functional design can give you the *all-direction* roominess you'll find front or back in the '49 Kaiser. Seat-room, head-room, leg-room, elbow-room for three in either seat. Rear passengers sit well ahead of the rear wheels for a smoother, silkier ride. Both seats of the Kaiser are over five feet two inches wide—as much comfort space as your davenport at home!



THE 1949 KAISER SPECIAL SEDAN



EXTRA SPECIAL LOVELINESS The balanced harmony of spacious roominess and luxurious upholstery makes the joy and distinction of owning a '49 Kaiser something that grows and deepens every day you own it. And—to fit your own sense of the truly exquisite—a galaxy of fabrics and color combinations permit you to tailor your "automobile living room" to your own heart's desire!



QUALITY AND BEAUTY ALL THE WAY

The Kaiser standard of fine-car building demands that skilled craftsmanship be reflected in all details . . . from fundamentals to finish, from drive-shaft to door handles. In the new Kaiser for '49 this conception is expressed as never before in the *quality and beauty*, the planned convenience, of every feature of the car.

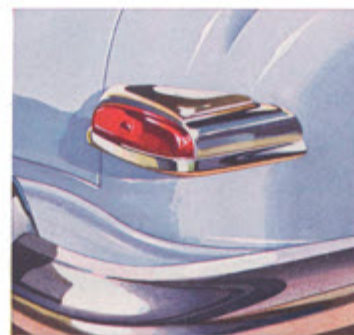
It is this meticulous attention to smallest as well as largest considerations which creates long-lasting joy of ownership, unending pride of possession. Among many other refinements, Super-Cushion tires increase road-gripping contact and add cushioned comfort to the famous Kaiser ride; vertical spare tire mounting contributes even more usable space to an already oversize luggage compartment; new hardware, tail-light and bumper treatment add a finishing touch to the proved values of the '49 Kaiser Special or Kaiser De Luxe.

**TIRES
TELL A
QUALITY STORY, TOO**

Super-Cushion tires . . . the tire industry's biggest advance in years . . . are found where you'd expect—on the '49 Kaiser. Mounted on Kaiser's wider rims, they give a cushioned ride, with extra tread on the road for sure-footed safety!



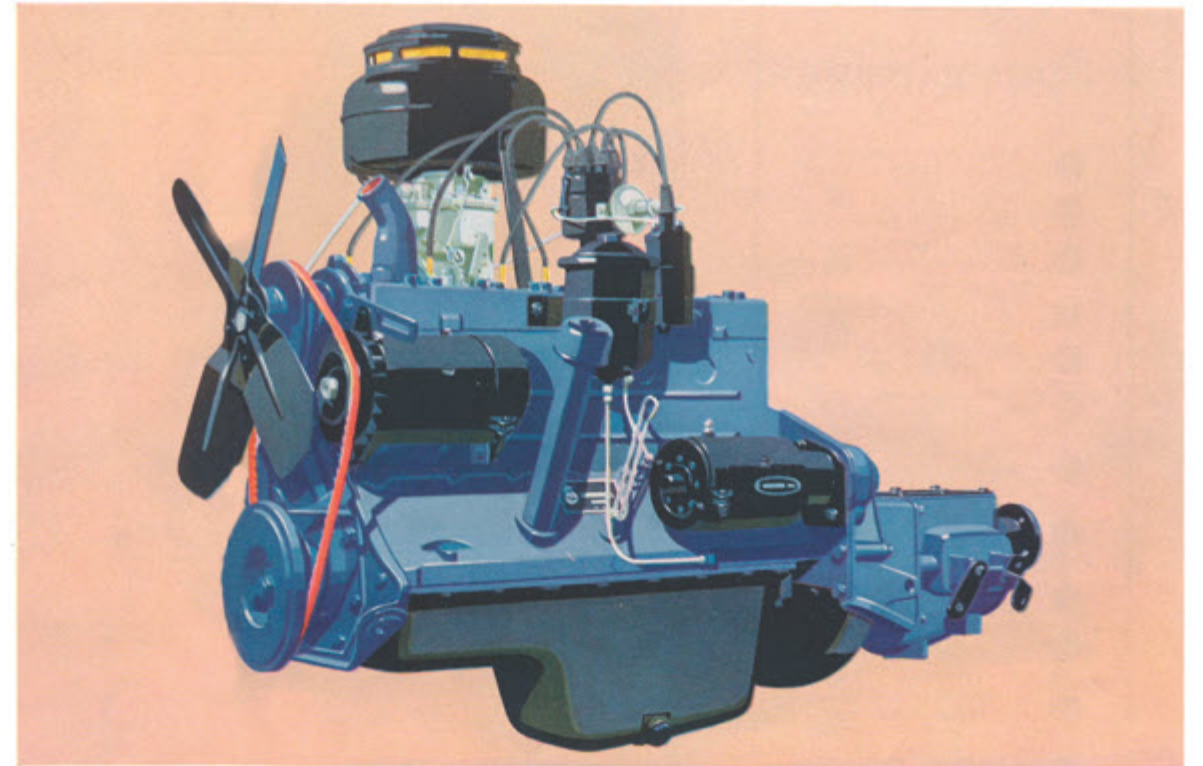
Trim, pull-type handles close doors smoothly and securely, open effortlessly. Modern design accents Kaiser's long lines.



More beauty-with-purpose! Oversize tail-lights harmonize with body contours . . . all protected by "wrap-around" bumpers.



Drive a '49 Kaiser and take more with you. Pioneer of the design that permits really ample luggage space, the Kaiser provides more than 27 cubic feet—half again as much as in many cars!

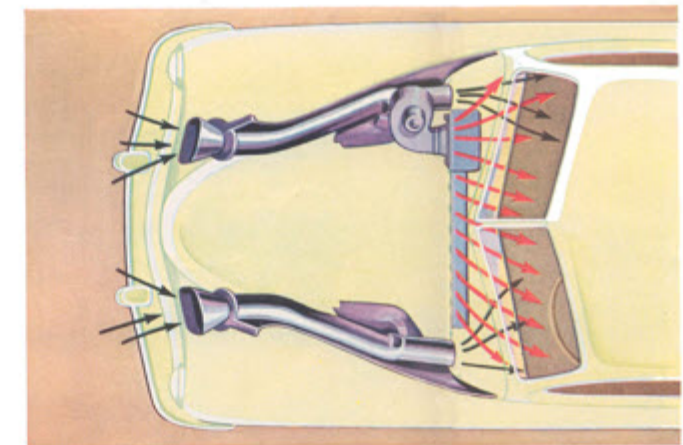


POWER ! ! ! ! ! The ultimate in technical progress is the Kaiser 112 h.p.* engine . . . with highest fuel-saving, performance-building compression ratio of any full-size, American-built car. Brilliant performance, gratifying economy! New dual-throat carburetion and dual-intake manifold add twelve extra horsepower in the Kaiser De Luxe engine, without increase in gasoline consumption.

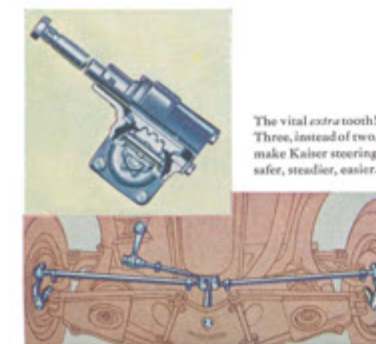
*100 horsepower in Kaiser Special.

WONDROUS COMFORT FEATURE FOR '49 — the KAISER AIR CONDITIONER

Step into a '49 Kaiser and let the air conditioner bring you man-made weather! You shut the windows and let in fresh air—ducted in through inlets that extend full width of the dash, and directed downward to pass beneath the front seat and circulate evenly throughout the car. In cold weather the fresh air is double heated before entering car and interior temperature is at the discretion and control of the driver. The Kaiser air conditioner is an innovation as fresh and as welcome as Spring, and as advanced as the Kaiser itself.



An integral part of the Kaiser air conditioner is the built-in defroster unit which permits windshield and windows to stay clear of fog and steam under virtually all conditions.



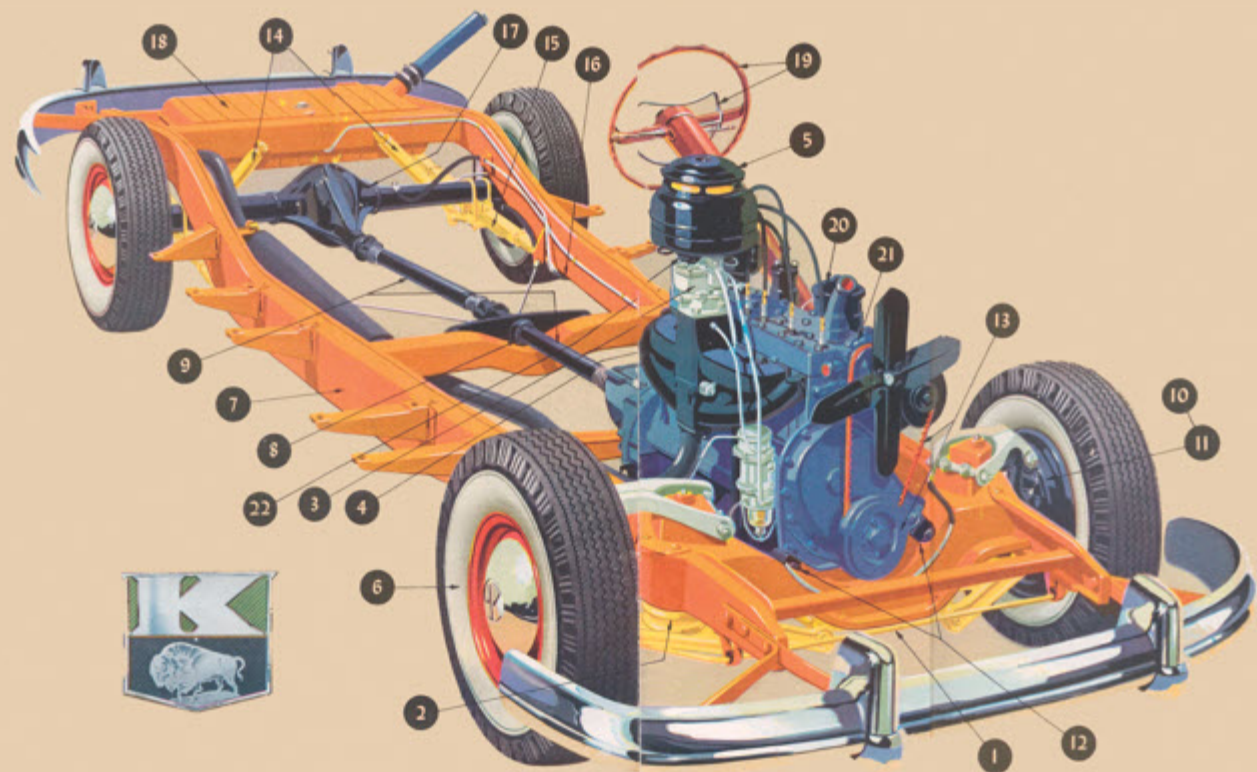
Straight-ahead linkage! Equal-length steering arms guard against car-drift.

The vital extra tooth! Three, instead of two, make Kaiser steering safer, steadier, easier.

TRULINE STEERING — Straight . . . from the finger tips!

Steer straight as an arrow, turn easily as a bird in flight, as triple-controlled Kaiser Truline Steering holds the shining prow of the '49 Kaiser on your driving beam—so smoothly and surely you hardly even know you're driving! Where most cars use only two steering gear teeth, Kaiser uses *three*—for more positive control at finger-tip pressure. More than that,

the Kaiser uses steering arms of *equal* length, instead of the "long-and-short" arms of common design. You don't use your strength to fight car-drift at any speed or around the curves. Until you drive a '49 Kaiser, you'll never know how much this means. You arrive at your destination after a long trip fresh and rested . . . ready for work or fun!



1949 KAISER

- 1 FRONT SWAY-ELIMINATOR BAR FOR HUGGING THE ROAD
- 2 EXTRA-LONG SOFT COIL FRONT SPRINGS FLATTEN BUMPS
- 3 NEW DUAL-THROAT CARBURETOR FOR GREATEST ENGINE EFFICIENCY
- 4 NEW DUAL-INTAKE MANIFOLDS FOR INCREASED HORSEPOWER
- 5 EFFICIENT OIL-BATH AIR CLEANER PROTECTS ENGINE
- 6 SUPER-CUSHION TIRES STANDARD EQUIPMENT FOR SAFETY, SMOOTHNESS
- 7 DOUBLE-CHANNEL BOX-TYPE FRAME FOR GREATEST STRENGTH AND RIGIDITY
- 8 BALL-TYPE MIDSHIP BEARING INSURES DURABILITY AND SMOOTH OPERATION
- 9 TWO-PIECE PROPELLER SHAFT ELIMINATES ANNOYING FLOOR HUMP
- 10 POSITIVE-ACTING FLOATING-SHOE BRAKE—EASIEST AND SAFEST CONTROL
- 11 CENTRIFUGE BRAKE DRUMS INSURE DURABILITY IN BRAKING SYSTEM
- 12 FORWARD 3-POINT ENGINE MOUNTING FOR BETTER WEIGHT DISTRIBUTION

CHASSIS AND ENGINE FEATURES

- 13 WEDGE-TYPE FAN BELT AND VIBRATION DAMPER FOR DURABILITY AND SMOOTHNESS
- 14 INVERTED "V" MOUNTING OF SHOCK ABSORBERS FOR GREATER STABILITY
- 15 REAR SPRING LEAF LINERS FOR SOFT RIDE, SQUEAKLESS ACTION
- 16 RUBBER-CORED SPRING BRACKETS AND SHACKLES ABSORB ROAD NOISE
- 17 HYPOID REAR AXLE ASSURES SILENT, DURABLE OPERATION
- 18 TWENTY-ONE GALLON GASOLINE TANK—FEWER STOPS REQUIRED
- 19 CLEAR-VISION STEERING WHEEL WITH HORN RING FOR SAFETY AND CONVENIENCE
- 20 EXTERNAL OIL FILTER LENGTHENS ENGINE LIFE
- 21 BALL-BEARING WATER PUMP IS PERMANENTLY LUBRICATED
- 22 AUTOMATIC CHOKE SAVES FUEL, FACILITATES COLD WEATHER STARTING

What to look for when buying a really new Car...



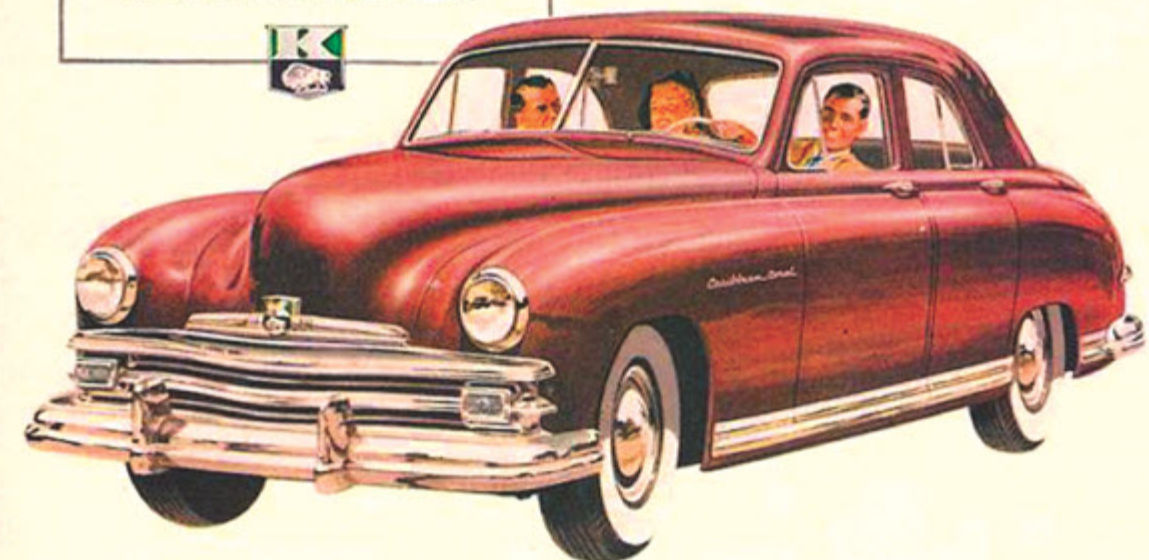
1 OPEN THE DOORS • Four doors swing wide with an invitation that is fresh and different. More choices of colors and fabrics than you've ever had before. Beautifully tailored and appointed—with spaciousness and graciousness for six!

2 OPEN THE HOOD • Horsepower? No—it's *Kaiser-power!* . . . an eager 112 of it in the Kaiser DeLuxe—with the highest-compression engine of any car in its class! More power from every drop of gasoline. Less gasoline for every *Kaiser-powered* mile!

KAISER

RIDE-THEN DECIDE!

SEE YOUR KAISER-FRAZER DEALER TODAY



Hear? Hear? Hear? *Walter Winchell* Every Sunday...same time...same station!

FLUID DRIVE EXPLAINED

CONSTRUCTION & OPERATION

Construction:

In the fluid drive mechanism, as applied to the propulsion of motor vehicles, power is transmitted from the engine to the clutch through the medium of oil. There is no mechanical connection between the parts making up the drive mechanism and, therefore, none between the engine and the rear wheels.

The units making up the fluid drive are shown in a disassembled perspective view in Figure A, and the application of the drive to some '30's and '40's Chrysler corporation cars is shown in the sectional view in Figure B. When the same parts appear in both illustrations, they are given similar reference letters.

There are only two major parts in the fluid coupling, namely the driving member "a" generally known as the driver, and the driven member "b" usually called the runner, both parts being made of pressed cold-rolled steel. The driver "a" is bolted to a flange on the crankshaft "c" by the studs "d" and acts as a flywheel, the starter ring gear "e" being mounted on it. The driven member or runner "b" is permanently riveted to a hub b' that is carried on the clutch shaft "f" by the bearings "g" and "h".

The hub b' extends into the bearing "i" in the driver "a". A cover "j" is welded to the driver "a" so as to form a housing to hold the oil that is used as the propelling medium. Oil filler plugs are shown at j'.

The interior of the housing is about 80 percent filled with a thin and colorless oil, which has a pour point of 30 degrees fahrenheit below zero, seventeen pints being used in the Chrysler cars. An oil seal is provided at the hub of the runner by the floating bronze ring "k" which is held against a steel ring "l" by the spring "m". The spring "m" is enclosed in a syphon bellows-shaped seal "n". The end of the runner hub or flange b' is closed by a plug "o" and an oil-tight joint is provided at the clutch end by the oil seal "p" and the gasket "q" which are held in place by the nut "r".

The driver "a" has spot-welded vanes or fins "s" that divide it into 22 chambers, while 24 similar chambers are formed in the driven member "b" by the vanes "t". The number of vanes in the two members is made unequal in order to avoid vibration periods caused by the transfer of oil from one member to the other. The inner edges of the vanes in the driver and driven members are about 1/4 inch apart.

Operation:

When the engine is idling, that is, running at a speed of approximately 350 RPM, and the car is standing still, the oil is whirled around by the driver "a" in Figures B & C, and because of the part circular shape of the housing, enters the chambers of the runner "b" and strikes against the vanes "t". The baffle plate "u" interferes with the flow of the oil at low engine speed, reducing its transfer from the driver to the runner and the torque produced is not sufficient to move the car. The action is similar to that of the conventional drive with the gears in neutral.

As the engine speed increases, the increased centrifugal force moves the oil away from the baffle plate "u" and toward the outer periphery of the runner "b" increasing the velocity of the oil, rotating the runner "b" and moving the car. The speed of the car then increases with the speed of the engine.

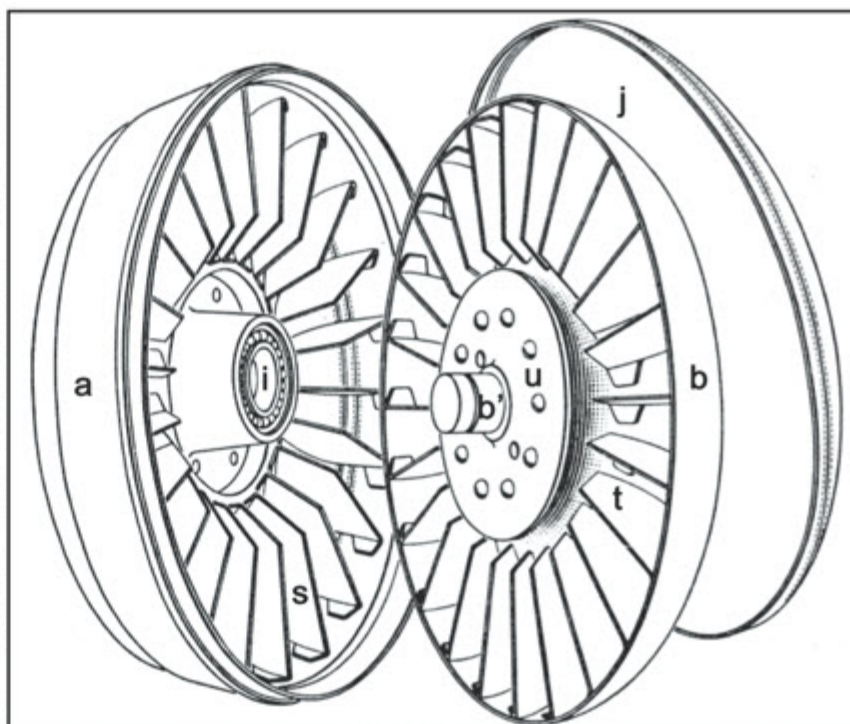


FIGURE A

The driver "a" always turns a little faster than the runner "b", this difference in speed between the two members being called slip.

During ordinary driving, as on a level road at normal speeds, the slip is very low, approximately one percent. Under heavy loads at low speeds, however, the slip increases, and it reaches its maximum when the engine is idling in gear with the car stationary. In order to start the car in motion, it is necessary only to step on the accelerator and increase the engine speed, no shifting of gears being necessary.

A clutch driving plate "v" is mounted on the hub b' of the runner "b" against which rests the driven plate of the conventional single-plate clutch, the clutch being operated by the usual clutch pedal, when desired. A standard transmission assembly is bolted to the clutch housing "w" and the car may be started and brought up to speed by shifting through all of the gears, as in a standard car. The operation when backing up is exactly the same as in a standard car.

The fluid drive gives a no-back feature to the car when stopping on a hill. With the car in gear and the engine running, the throttle can be opened just far enough to produce sufficient torque to prevent the car from rolling backward.

Maintenance

Inspection:

The fluid drive should be inspected and the level of the fuel checked immediately after a car has traveled 1,000 miles. If the level is found to be correct, it will be sufficient to check the drive every 15,000 miles, thereafter, at which time sufficient oil should be added to bring the level to the proper height.

Loss of fluid from the fluid drive unit produces an effect similar to a slipping clutch, namely excessive speeds of the engine. In order to determine the cause of oil leakage from the unit:

1. Remove the clutch housing pan w' Figure B and inspect the filler plugs j' of the fluid drive unit. If leakage is found at one or both plugs, check the plugs for tightness. If tightening the plugs does not stop the leakage, replace the gaskets under the plugs.
2. If the leakage occurs between the hub of the clutch driving plate "v" and the housing plate "j" a new syphon seal "n" and floating seal ring "k" are probably required. The mating sealing surfaces must have continuous contact around the entire circumference, and be free from scratches or marks of any kind.

It is possible to remove and replace the syphon seal without removing the fluid drive unit this way:

1. Remove the floor board, the clutch release fork pull back spring, the cotter pin and the clevis pin from the end of the clutch release fork rod and remove the release fork.
2. Remove the transmission.
3. Jack up the engine high enough to allow the clutch housing pan w', Figure B, to clear the frame cross member and remove the pan.
4. Mark the clutch cover "x" and the clutch driving plate "v", unscrew the capscrews "y" and remove the clutch cover, pressure plate and driven disk.

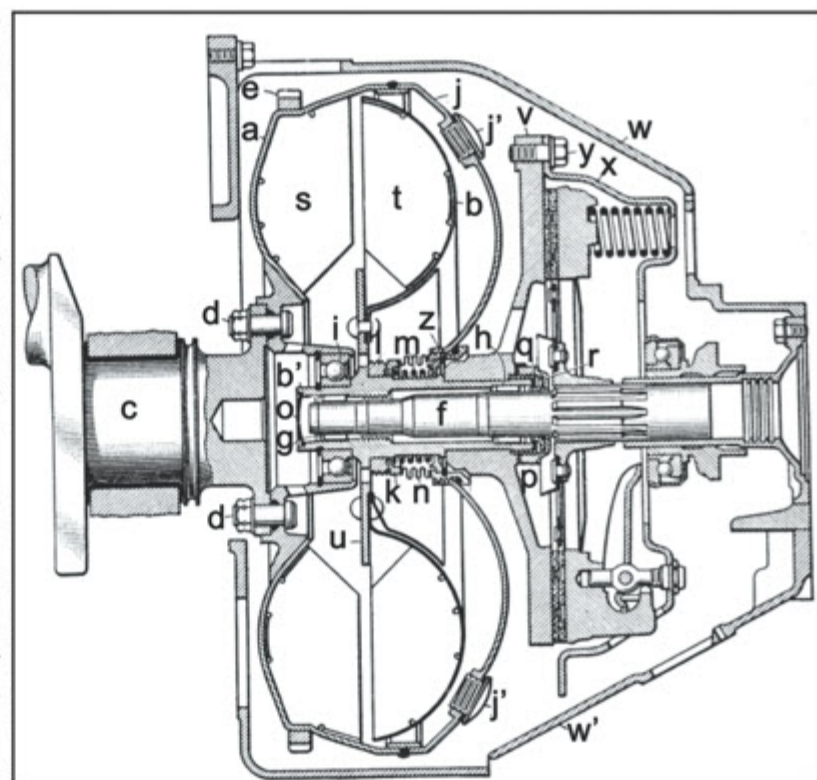


FIGURE B

Continued →