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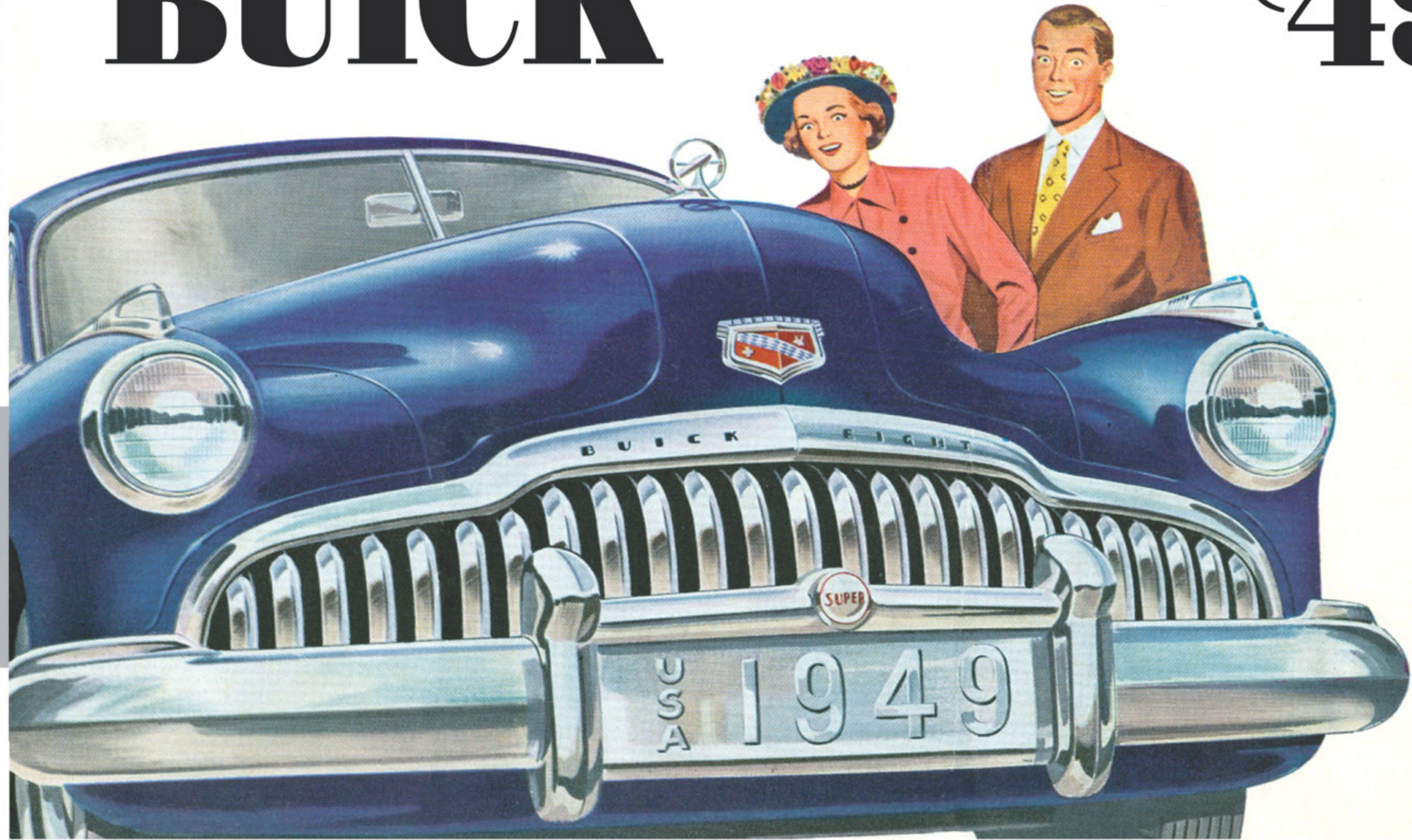
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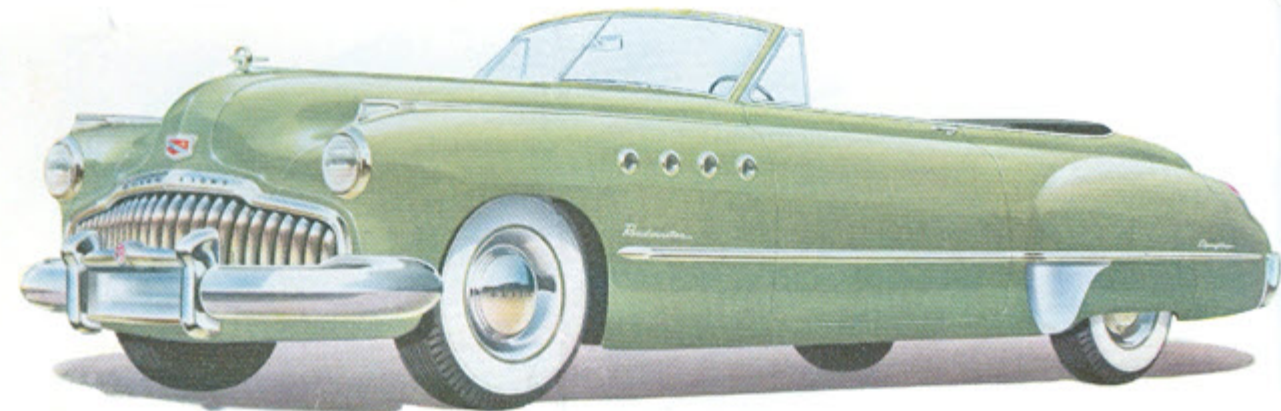
BUICK

LOOKS FINE FOR \$49!

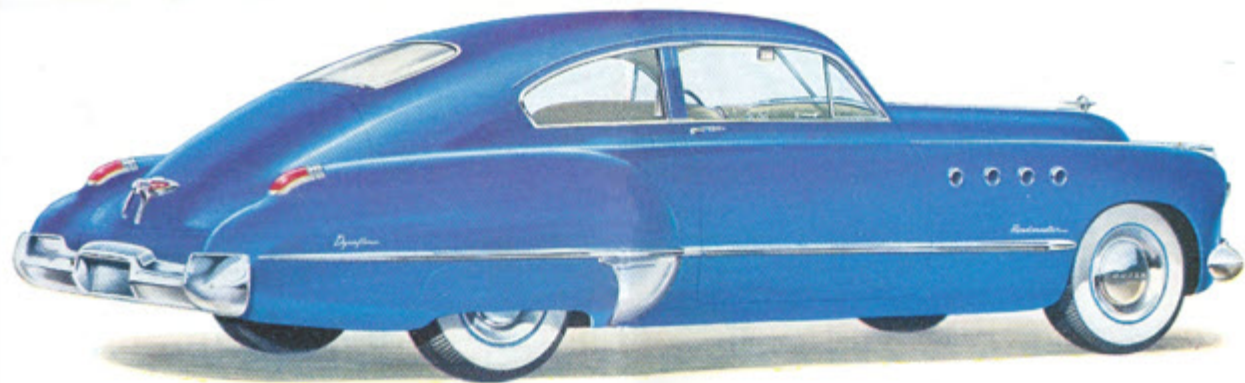




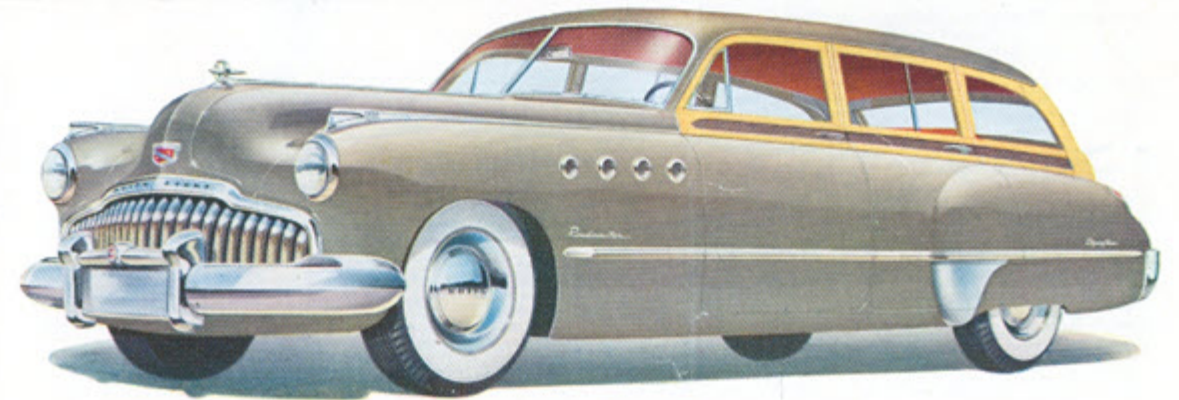
THE ROADMASTER 4-DOOR SEDAN, MODEL 71. Roomier than ever, this mighty example of a fine car at its finest takes six sizable people with ease and comfort. Easy to look at, to enter, to ride in—and easy to handle, for all its huskiness. Functionally styled, too—with four chrome-ringed Venti-Ports on forward fenders (Three on all Super models) striking a smart, nautical note while serving to ventilate the engine compartment.



THE ROADMASTER CONVERTIBLE SEDAN, MODEL 76-C—Any-weather friend for blithe spirits who want an extra dash of clan in their traveling. Push-button controls hydraulically operate the top, front seat and all windows.



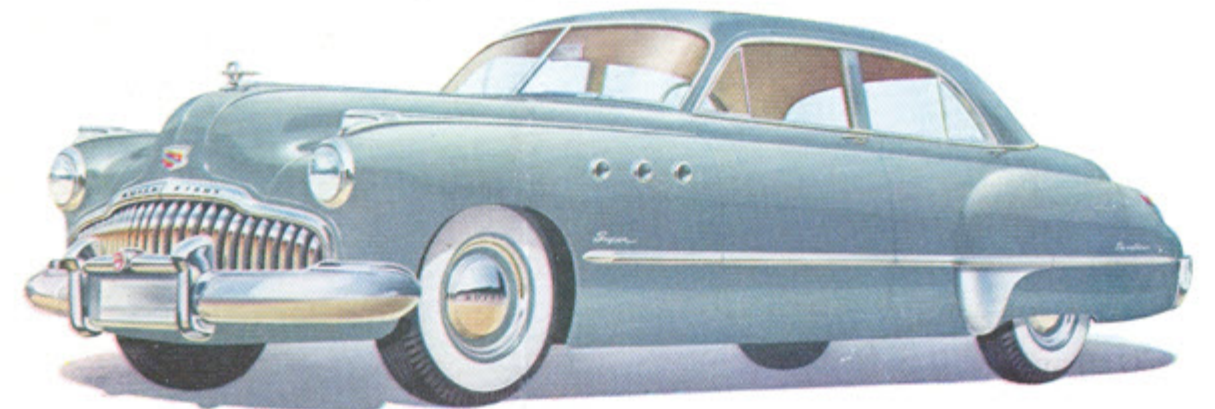
THE ROADMASTER SEDANET, MODEL 76-S—Here's the gracious, racy look of a Coupe, combined with the spacious roomy interior of a Sedan. A steady goer with its two-tons-plus, ideal for a family of youngsters with its two doors.



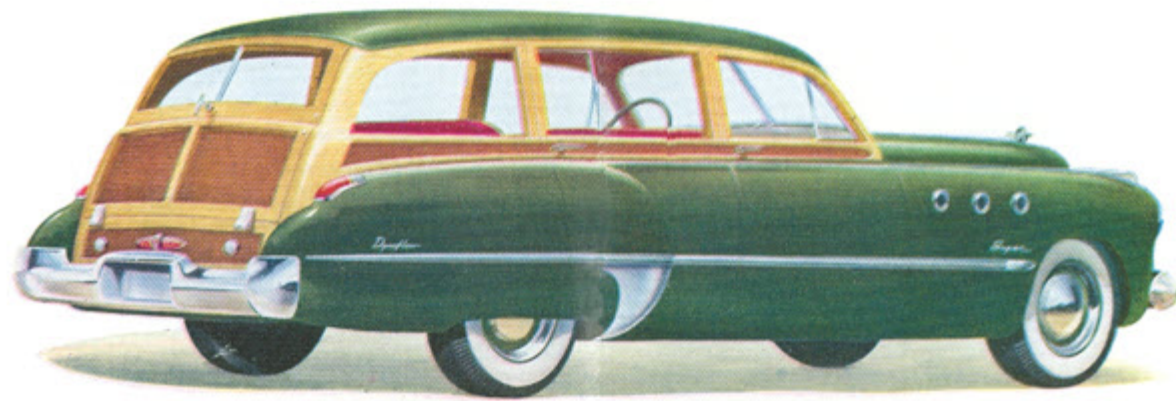
THE ROADMASTER ESTATE WAGON, MODEL 79—For tweeds or white tie, for anything from fishing trips to formal affairs, this rates top drawer with people who want a quick change artist for their traveling companion.



THE SUPER SEDANET, MODEL 56-5. Here the long sweeping lines of a Coupe hide the surprising roominess that highlights Buick for '49. Swing those doors wide open—step in and stretch out in comfort that most Sedans can't match.



THE SUPER 4-DOOR SEDAN, MODEL 51—Popularity bellwether of the Buick line, this sprightly Sedan has room to spare inside, and styled with flair outside. Gleaming fender moldings and stainless steel gravel deflectors protect and beautify all new Buicks.



THE SUPER ESTATE WAGON, MODEL 59—Built to last and finely finished, with seasoned wood blended to stout metals. Extra room for luggage, duffel, tackle or what have you.



THE SUPER CONVERTIBLE SEDAN, MODEL 56-C—Buick's glamorous way to go places—with top up or down, it's the smartest note on any Boulevard. Here's a future filled with new motoring thrills in its behavior on the road, its three-person-wide seats, and its ease of control with hydraulically operated top, windows and front seat.

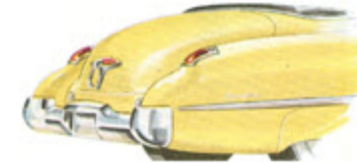


SUPERIOR INTERIOR FOR THE SUPER—Here's the broad view, the deep-cradled comfort of soft-spring seats, with the matchlessly fine fabrics and beautifully detailed metal fittings that stamp this as a thoroughbred.

EXTRA ROOM... EXTRA VIEW...



PILE IN THE LUGGAGE—There's lots of room in the luggage compartment of the '49 Buicks. A new curve to the luggage compartment lid allows the spare tire to be tucked off to the side and in Convertible models, a new fabric "top-well" lets you pile in bag after bag. As shown below, this new design provides a handsome look going away.



AND *Dynaflow*, TOO!



HERE they are in all their glory. Here are the Buick SUPER and the Buick ROADMASTER for 1949—eight sprightly, lively beauties that are fresh and right in every detail from their widespread grilles and gleaming Venti-Ports on forward fenders to flared tail-lights and contoured bumpers.

Slip into them—and you find you have room to spare and to share. Room for three big folks on all seats. Room for elbows, shoulders, legs and arms. Extra toe-room in rear seats—and "top hat" room overhead too because you sink deeper into new, soft-spring seats!

Look out from these travelers and you find you have visibility practically unlimited. It comes from a curved windshield to the fore and one-piece windows aft—from slimmed-down corner posts—from glass area stepped up 22% in Sedans.

Finally, note the distinctive medallion of the steering wheel. Every ROADMASTER wheel carries the word Dynaflow because this sensational new



PLENTY OF HEADROOM FOR THREE is something you'll notice as soon as you slip into this rear seat. You sink down deep into new soft-spring cushions, which leaves extra inches between hats and roof overhead.

oil-smooth drive is standard on this series. And SUPER models can carry it too—because Dynaflow is optional as an extra-cost item, making this wonder-drive available in a new price-range.

As for power, that eager Buick look is more than lived up to in the lively action of Fireball engines. Every one of them hums with new softness because all have silent, self-setting valve lifters that insure quiet operation, and factory-precise setting.

And whether it's the 115-hp SUPER power plant or the 150-hp ROADMASTER engine, you'll find engine sensation wiped away by Buick's exclusive Hi-Poised mountings.

As for the ride, you are not only pillowed on soft new seat cushions, but also on big soft tires on wide Safety-Ride rims and on gentle coil springing cradling every wheel.

The superb interiors include a custom trim on the ROADMASTER. There is a complete new instrument panel and there are handy inside-car hood latches. Indeed, there is a whole bookful of bounties that make these new beauties the buy of the year.

Read about them here and remember: There's even more to be learned at your Buick dealer's.



SMART "PILOT-CENTERED" INSTRUMENT PANEL—Dials are in direct line of vision, controls easier to reach. There's glareless indirect lighting. Simple adjusting of the clock with new outside controls. Latches lock the hood from the inside. And note the improved Buick Sonomatic Radio.



LIKE AN OBSERVATION CAR—Better to look at, better to look out of. Here's the broad curved windshield, 56 1/4 inches wide. And—special curved-to-fit wipers go with it.

SPECIFICATIONS



Super SERIES 50

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3¹¹/₁₆ x 4¹/₂ inches. Displacement, 248.1 cubic inches. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), 5¹/₂ quarts.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 13 quarts. 14¹/₄ quarts with heater.

CLUTCH AND TRANSMISSION—Crown spring, single dry-plate clutch. Facing area, 100.6 square inches. All-silent Synchro-Mesh Transmission, helical gears. Handi-shift transmission control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Rear axle ratio, 49 to 11. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Permi-Firm Steering; 24 to 1 steering ratio.

FRAME—Girder X-type frame, 6¹/₂ x 5¹/₂ x 2¹/₄ inches.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x 1³/₄ inches. StepOn parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with regulator.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 7.60-15-4 ply.

WHEELBASE—121 inches. Overall car length, 209¹/₂ inches.

Roadmaster SERIES 70

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, 3¹¹/₁₆ x 4¹/₂ inches. Displacement, 320.2 cubic inches. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), 7 quarts.

FUEL SYSTEM—Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostatic and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 16³/₄ quarts. 18 quarts with heater.

DYNAFLOW DRIVE—Hydraulic torque converter with emergency low and reverse planetary gear transmission. No clutch pedal. Total oil capacity, 11 quarts.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque-tube drive. Rear axle ratio, 41 to 10. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Permi-Firm Steering; 29 to 1 steering ratio.

FRAME—Girder X-type frame, 6¹/₂ x 5¹/₂ x 2¹/₄ inches.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

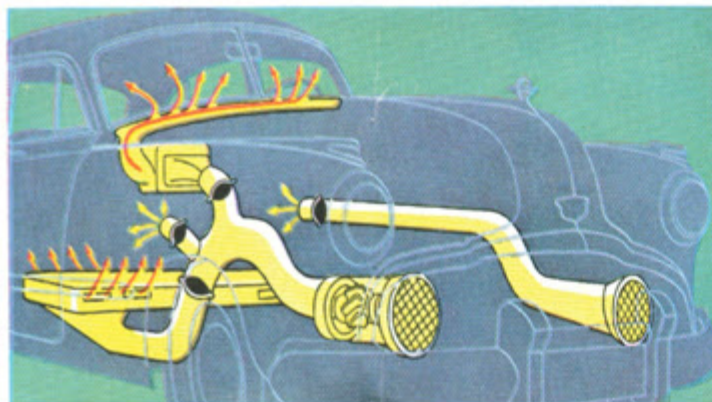
BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size, 12 x 2¹/₄ inches. StepOn parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two-unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with regulator.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 8.20-15-4 ply.

WHEELBASE—126 inches. Overall car length, 214¹/₂ inches.

Buick means good weather on wheels



There's a world of wonderful weather inside your Buick—no matter what's going on outside. For Buick's Weather Warden ventilating and heating system puts you in control of the climate at all times.

Newly improved for 1949, there's a better heating unit with greater heating capacity—increased air inlets—and the blower unit is placed in a better position for quiet and efficiency.

At low speeds or standstill, the blower insures an abundance of screened outside air. At road speeds, the air rushes in through larger air ducts up front. You direct air where you want it—to the driver's compartment, the rear, to all corners inside. For cold weather, a thermostat controlled from the instrument panel maintains comfortable temperature. Once set you don't have to touch this control again. For defrosting, there's a separate unit with its own heating core. And defroster outlets now extend the full length of the windshield.

"REVISITING A 350"

My Experience Is...

by Joe Rabelskie



Ask Joe: motorvation@att.net (est. 1979)

A while back, we asked a buddy if he would mind picking up a parts car up for us, a ways down south. He said Sure, and left in the company truck and trailer (a '78 Chevy 4-door P/U with a 350). It could have been running better, but we did not foresee any problems. We could not have been more wrong. It started losing power about fifty miles from home.

When the truck pulled up, there was smoke rising from all around the engine, it sounded like a diesel, and it did not want to shut off. We put it in gear and it finally quit. It had no water left in it and the oil did not register on the stick. We knew it was fried, but did not know how bad. After sitting long enough to cool down, the water and oil were topped off so we could assess the damage. It still started right up. It even ran strong; although there was a very loud knock coming from the bottom end. With a shop full of projects in the process, we decided if we could only get rid of the knock, we could take care of any other problems at a later date. So, we pulled it onto the lift and went to work.

We first drained the oil. Then, by disconnecting the motor mounts, we were able to jack the engine up high enough to pull the oil pan past the cross member. With the pan off, we could pull a couple of rod caps off and inspect the rod and main bearings. Sure enough, they were worn out. One of them was bad enough to create the knock. So, we then pulled off the harmonic balancer and water pump, in order to remove the front cover and timing chain, disconnected the torque converter from the flex plate and dropped the crank. Next, the rods were pulled down and the caps were torqued back on, so we could measure the rod housing bore. One of them was .0015" out of round, but we decided not to worry about that yet, as it was not all that bad. The rest of them were still on size from the rebuild about a year prior. After careful inspection, to see if there was anything else that could be causing a knock, we removed the caps, pushed the rods up as far as we could, pressed the new insert bearings into them and the main saddles, lifted the new crank into position and torqued it into the block. Next, we pulled the rods down one at a time and torqued them down onto their journals. As we replaced the timing gears, cover, water pump, balancer, pan, and reconnected the flex plate to the torque converter, we thought it did not get any easier than this. Finally, we added new oil and cranked it up. The knock was still there, and as loud as ever!



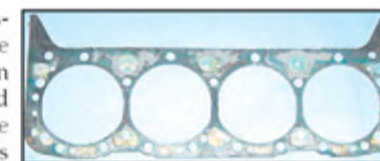
LINED UP ROCKERS AND PUSH RODS

It seemed that the other projects were going to have to wait, as we could not do without our work truck. We knew it was no longer a bottom end problem, so, not knowing what we were going to find, we started taking the top end apart. In order to make quick work of the reassembly, we cleaned and lined up all of the



BLOWN HEAD GASKET

parts as we took them apart (valve covers, rockers, push rods, etc.) and had a spare pair of heads ready to go. When we took the old heads off, there was a blown head gasket, though not enough to cause a loss of compression yet. In addition, there was one piston that looked like something fell down the carburetor and bounced around the cylinder; however, this was not likely, as the



HEAD GASKETS REMOVED

air cleaner had not been removed previously. So, we pulled the piston. When we did, it revealed a broken piston with a scored skirt and a scored cylinder wall with part of the piston melted onto it. This accounted for the knocking noise and was probably caused by bad gas or a vacuum leak, or both. The other pistons looked to be in

ONLY VISIBLE PISTON DAMAGE

go od shape; however, they were all removed and checked, as we were not going to take any chances at this point. The cylinder was honed clean with a power hone and the bad piston was replaced with another .040" oversized piston and rings, then all of the other pistons were cleaned and replaced into their cylinders.



SCOURED & BROKEN PISTON

The gaskets were then placed on the freshly cleaned block and the heads positioned and torqued down in proper sequence at 40 ft. lbs. and then 70 ft. lbs. twice.

We then placed the push rods in and bolted on and adjusted the rockers. Next, we sprayed copper coat on the intake gaskets, in order to insure a proper seal, and bolted on the intake and carburetor. Finally, we put in the spark plugs, static timed the distributor, put in a new rotor, put on a new cap and wires, and filled it with fresh oil once again.



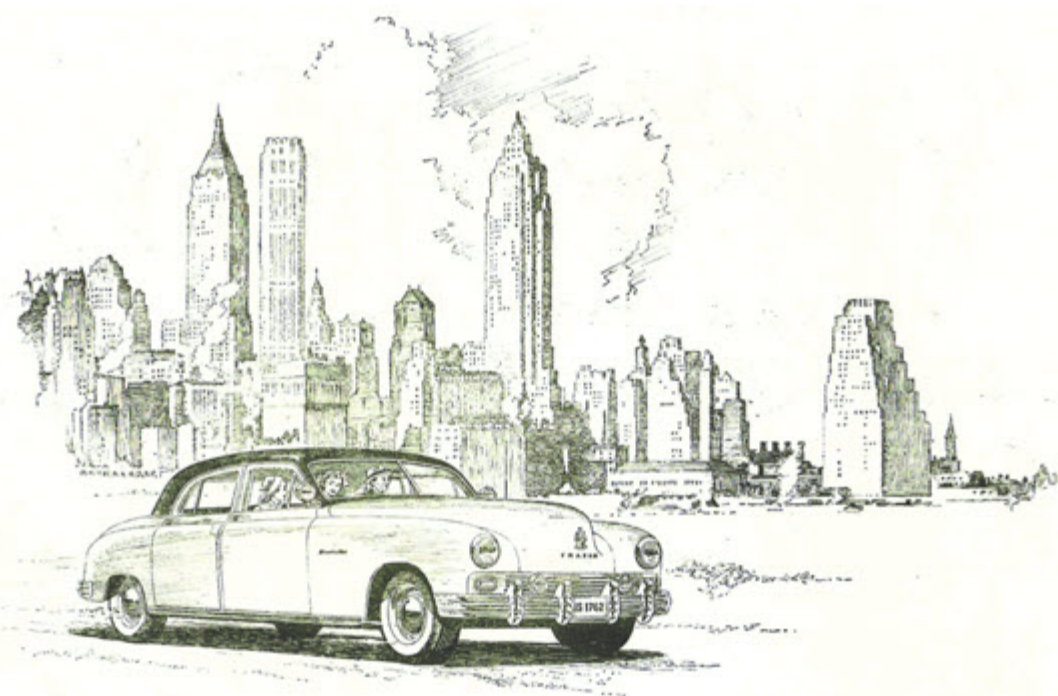
FINISHED ENGINE, 2ND TIME AROUND!

Now, everything of any major importance was either cleaned and inspected or replaced. There was no reason to have any problems. We primed the carburetor, turned the key, and it started right up. After setting the timing and checking the carburetor with a vacuum gauge. It ran perfectly. This turned out to be quite a set back in our schedule, but sometimes the projects themselves pick when they want to be worked on. In any case, we could not have been more looking forward to getting back to the business of Packards and Buicks!

An Invitation
to See and Drive
the
FRAZER MANHATTAN
America's Largest-Selling Fine Car



F R A Z E R
Manhattan



AN INVITATION — and A CHALLENGE

This catalogue of color prints introduces the Frazer Manhattan—America's newest fine car. The Manhattan embodies all that has been learned from the accelerated technical advances of four years of war. Two years in preparation, it is a 100% postwar automobile—supremely new! Into it have gone the fruits of long experience and years

of tests. Upon it have been lavished the genius of pre-eminent body designers, automotive engineers and custom stylists. There never was a car like this before. This catalogue is an invitation and a challenge—an invitation to see the Frazer Manhattan and a challenge to drive it. You do so at the risk of being unhappy with the car you now own—no matter what it is!

WILLOW RUN — America's Only 100% Postwar Automobile Plant



Willow Run was built during the war for the mass production of B-24 bombers. One of the largest industrial plants in the world, it has more than 80 acres under a single roof. Its main building is over 3,000 feet long! Here the automotive technique of line production was applied to giant aircraft—finally reaching a peak of sixteen \$250,000 war planes a day—one every working hour! Willow Run contributed mightily to the victory of American arms in every theater of war. But after V-J Day,

it echoed emptily to the footsteps of a handful of guards—just another war plant that had done its job . . . "expendable as a battleship"—too vast for peacetime enterprises. But it was not deserted for long. The month the war ended, it was leased from the Government and in less than nine months was cleared of every vestige of war production, fully equipped with entirely new machinery, and Kaiser and Frazer cars were being produced in America's only 100% postwar automobile plant.

Given a free hand — unrestricted by prewar dies and tools — the designers and stylists of the Frazer Manhattan have created a masterpiece of functional beauty. Functional beauty has been defined as “beauty with a purpose.” The body lines of the Manhattan are the direct result of purposely putting the entire width of the car *inside*. And they prove that a car so designed to provide maximum roominess and luxurious comfort for its occupants, can have even greater exterior beauty than those designed for appearance only and without regard to interior spaciousness. The Frazer Manhattan was planned from the *inside out* and nothing has been added solely for ornamentation. This car is beautiful as all things are when most perfectly adapted to their purpose. Even the shape and slope of its gracefully rounded hood, which dispenses with old-fashioned, vision-obstructing ornaments or “statuary,” and ventilator openings, was carefully planned for safety. The driver can see a dog four feet in front of the car! Controlled ventilation is provided through built-in ducts.



The Frazer Manhattan was styled by internationally famous custom designers. The new beauty of its clean, functional body lines has already established a definite postwar style trend—which is being reflected in the appearance of many “postwar” cars announced by other manufacturers.

Technically, the Frazer Manhattan obsoletes all prewar standards of design — proves, in its lines, its colors, its mechanical perfection and its supremely luxurious riding qualities, what vast progress has been made since 1941. It is not possible to create such a combination of qualities merely by minor changes in body styling, engine power or frame and spring design. Comfort, for example, is not alone a matter of unusually wide seats. Neither is it solely a matter of the location of these seats *between* the axles. An exceptionally low center of gravity is also involved — the result of moving the seats and the floor closer to the road. The contour of the seats and their combination of steel springs and airfoam rubber, play a part. Peace of mind—so important to comfortable travel—comes from a feeling of safety that is the result of unusual vision in all directions, instant response to the throttle and brakes, quiet operation resulting from mechanical perfection, complete insulation, and the elimination of vibration. The ride, in short, results from *totally new* balance — from *100% postwar* engineering. There has never been a ride like this!

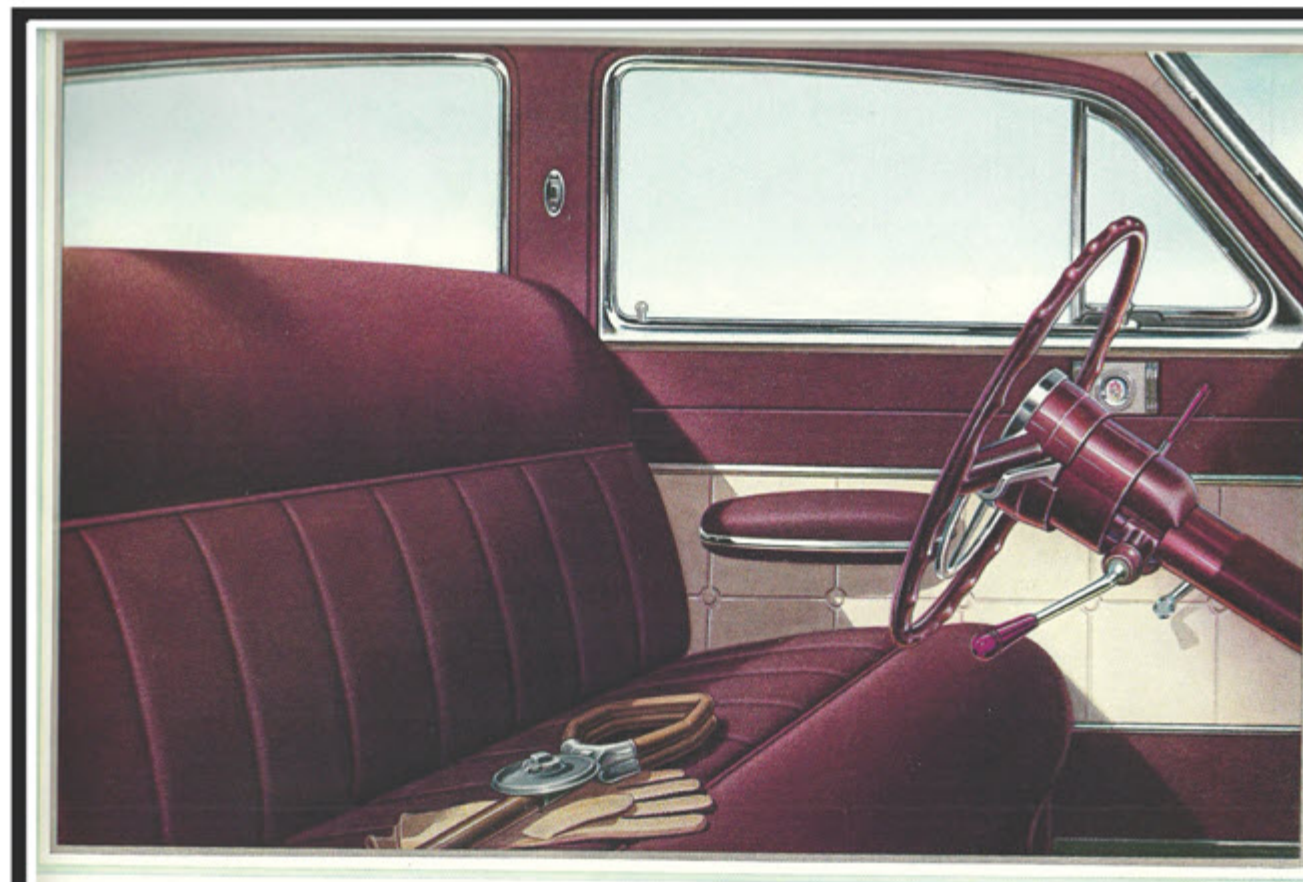


The superb all-steel Frazer Manhattan body is mounted on an equally well-designed, fully postwar chassis. Smart lines, fashionable colors, and luxurious appointments, are but the outward expression of a smoothly functioning marvel of modern automotive engineering.



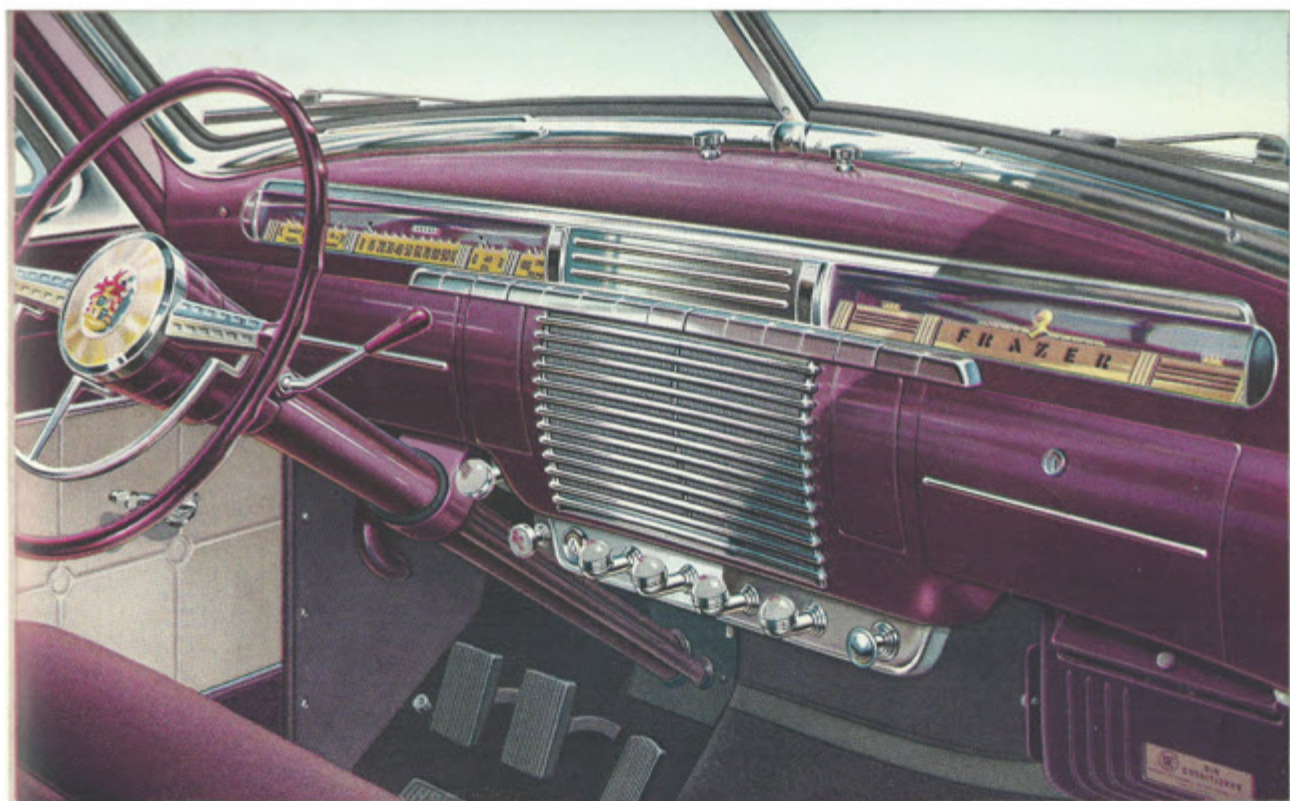
The new Frazer Manhattan body colors, faithfully complemented by the finest of specially dyed upholstery fabrics, produce a fresh and dazzling beauty of ensemble. It is not surprising that this car has been acclaimed by fashion experts as a new achievement in automobile styling.

*A*warded the gold medal of the Fashion Academy of New York for leadership in beauty of line and colors, the Frazer Manhattan looks like what it is—the embodiment of good taste in personal transportation. It is available in fourteen single-tone and two-tone body colors with seven custom-tailored upholstery colors. This catalogue illustrates but three of the body colors and three of the interior trim colors. The body colors shown are (page five) Two-tone Turf Green and Linden Green; (page seven) Teal Blue; and (page nine) Two-tone Doeskin and Hickory Brown. The other new colors, available but not illustrated, are Two-tone Gunmetal and Claypipe Gray, Two-tone Horizon Blue, Two-tone Maroon and Doeskin, Two-tone Wedgwood Blue, Two-tone Green Spray, Two-tone Sportsman Beige; also, in single tones, Claypipe Gray, Academy Blue, Onyx, Saddle Bronze and Hickory Brown. All of these new colors, in tough, brilliant, synthetic enamel, represent selections by the leading fabric designers, fashion stylists and decorators as the keynote tones in modern interior decoration and upholstery. Appreciation of the Frazer's new beauty of line and color is international. It recently won acclaim—and the “Grand Prix D’Honneur”—at both the Monte Carlo and Cannes beauty parades, in competition with the world’s leaders.



This is where you sit in relaxed ease while experiencing the pleasure of driving the Frazer Manhattan. The maroon upholstery is face-finished broadcloth set off by Sand-tone door panels.

*L*uxury is the keynote of the Frazer Manhattan interiors. No expense has been spared to make them the last word in custom-tailored beauty and spacious comfort. Yet they were designed with great care for their *purpose*, also. The front seat, shown on the opposite page, is just the right shape to support the driver in relaxed comfort while at the same time permitting the fullest possible vision in all directions and easy access to all controls. His body is supported by scientifically formed cushions which eliminate muscular strain—permit all-day driving without fatigue. Horn ring, directional signal lever and gearshift lever may be reached instantly without effort. The broad, chromium-trimmed arm rest not only aids comfort but serves as a door-pull. The newly designed wheel is set at the most comfortable angle, while elimination of any vertical spoke permits a clear view of all instruments grouped on the panel ahead and read through the wheel. The seat is instantly adjustable, forward or back, over a range of four inches.



Here is the beautiful, ultra-modern, concave instrument panel of the new Frazer Manhattan. Its shape gives added roominess and safety to the front compartment. Described on page 12.

The design of the Frazer Manhattan instrument panel puts all instruments and controls in their proper place but at the same time arranges them with symmetry and an eye to beauty and harmony in the front compartment. At the left, immediately in front of the driver's hand, is the starting button. The horizontal speedometer, with large, easily-read figures, is directly in front of the driver. The standard gauges are grouped at the ends of the speedometer and are also read through the wheel. The radio speaker occupies the central portion, with ignition lock, control buttons and lighter below. At the right of the panel is the glove compartment with lock. Concealed ash trays are located at the sides of the radio speaker. The one at the right may be replaced by an electric clock if desired. The two buttons on top of the panel control the windshield wiper and the defroster. Instruments and gauges are softly illuminated by indirect lighting and plastic pointers glow brightly after dark. Automatic courtesy or map lights are located under each end of the dash.

Both of the divan-like seats shown on the opposite page are 62 inches—2 inches more than 5 feet—wide. These seats extending from door to door—are among the widest available in any car. They each provide more than enough room for three adults. Such luxury of roominess is the result of body design that puts all of the width of the car inside. The floor is so low, despite an adequate 7½-inch road clearance, that no running boards are necessary. You simply open the door and sit down. Note also the leg room and head room provided—first by the 123½-inch wheelbase and, second, by eliminating the exaggerated slope of the rear roof so prevalent in prewar design—and so restricting to rear-seat passengers. Your attention is called to minor niceties such as the chromium assist handles on the back of the front seat, the push-button door openers which replace old-fashioned handles likely to be grasped and turned by mistake, and the broad, comfortable arm rests which also serve as door pulls. Carpets are laid over deep floor pads.

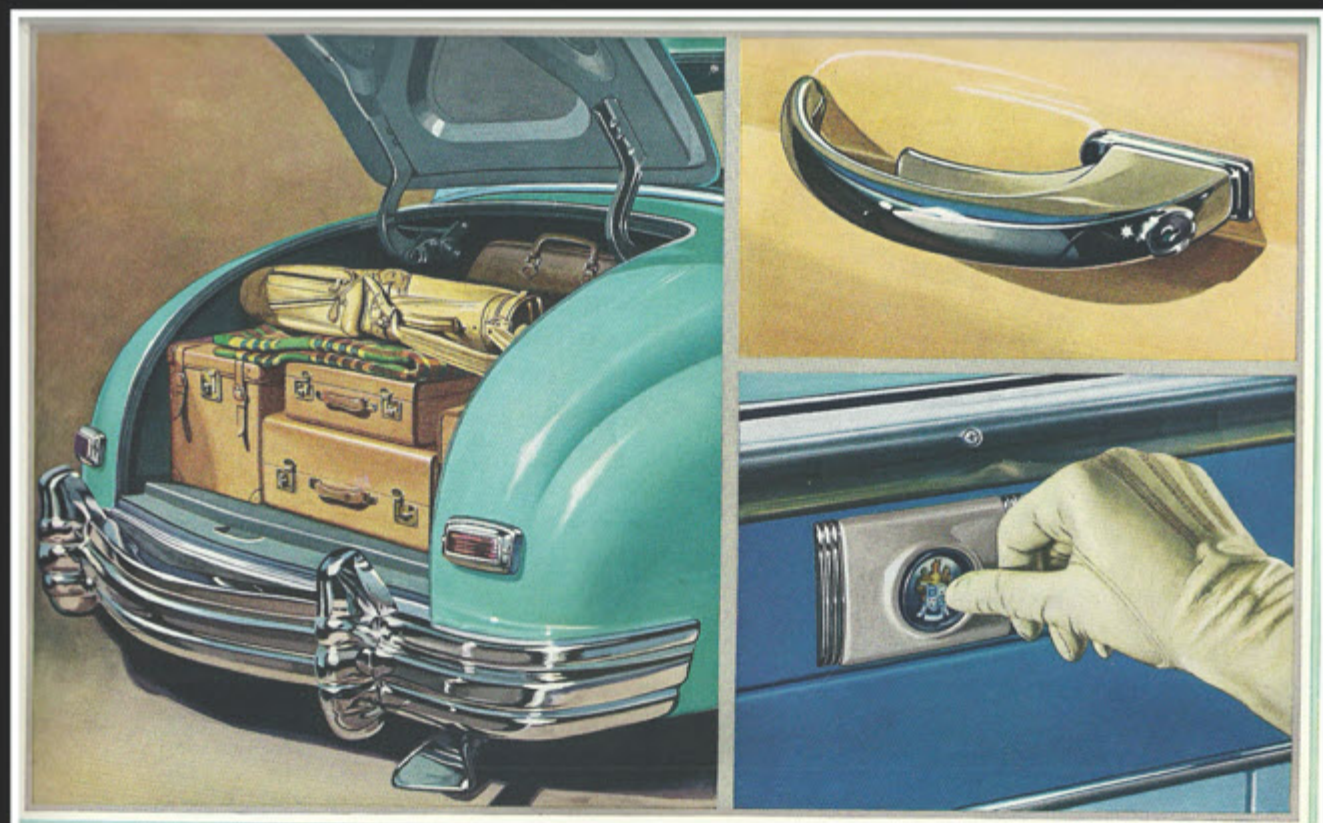


An example of the exquisite interiors and appointments of the new Frazer Manhattan is this Teal Blue and Sand-tone combination. This is the interior of the model pictured on Page Seven.

All passengers in the Frazer Manhattan ride *between* the front and rear wheels, which provides a "front-seat ride" in both seats. The rear seat, so invitingly shown in the color print on facing page, is well ahead of the rear wheel housings. This not only permits it to extend the full width of the car—instead of being cramped between the housings—but also has let it be moved down with the floor to a position much nearer the road. The low center of gravity and the redistribution of both mass and load are important factors in providing the extraordinary ride which distinguishes these cars. They *hug the road*, even in taking curves at high speed. Sway has been reduced to a minimum. They glide over rough roads, drift along the pavements, with such effortless ease that even the longest day's journey leaves you fresh and untired. Owners say this is due to lack of strain, the elimination of muscle tenseness—the way in which soft springs and airplane-type shock absorbers cushion all up-and-down movement. Some have called this "the *gliding ride*".



This is the rear compartment of the two-tone Doeskin and Hickory Brown Frazer Manhattan shown on page 9. It invites passengers' relaxation amid harmony of soft cushions and soft colors.

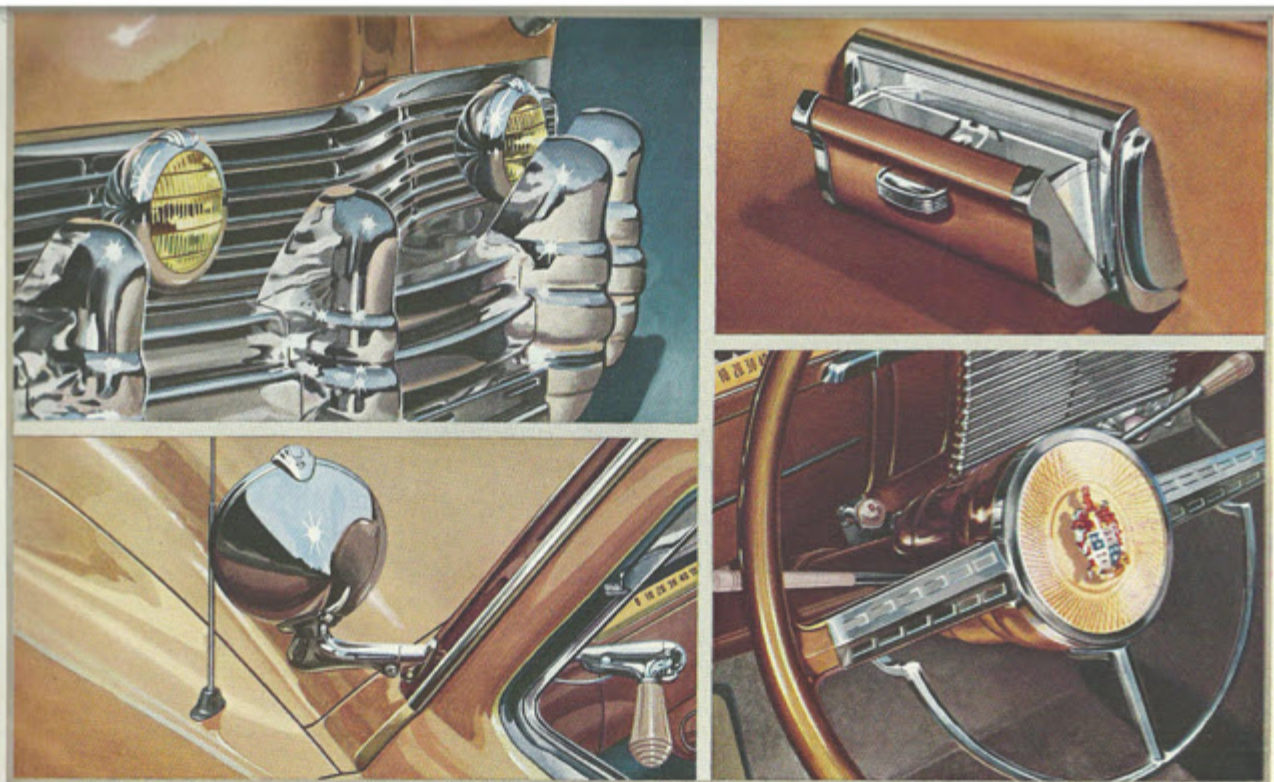


Among the many exclusive features of the Frazer Manhattan are the remarkably roomy trunk compartment (27 cu. ft.), the "trigger" outside door handles and the push-button interior door openers, shown above. The advantages of these are described more fully on the opposite page.

Moving the rear seat forward of the rear wheel housings — primarily to get the passenger weight lower to the road and well between the front and rear wheels—also permits an unusually commodious trunk compartment. There is room for seven large bags in the 27 cubic feet under the gracefully curving rear deck — in addition to the spare wheel and tire. The spring-balanced deck lid lifts easily, locks securely.

The advantages of the modern "trigger" exterior door handles are that they do not turn, cannot be twisted off by thieves and cannot catch on clothing. A touch of the fingers opens the door. Both front doors lock from the outside as well as with inside plungers. Rear doors lock, with plungers, from the inside only.

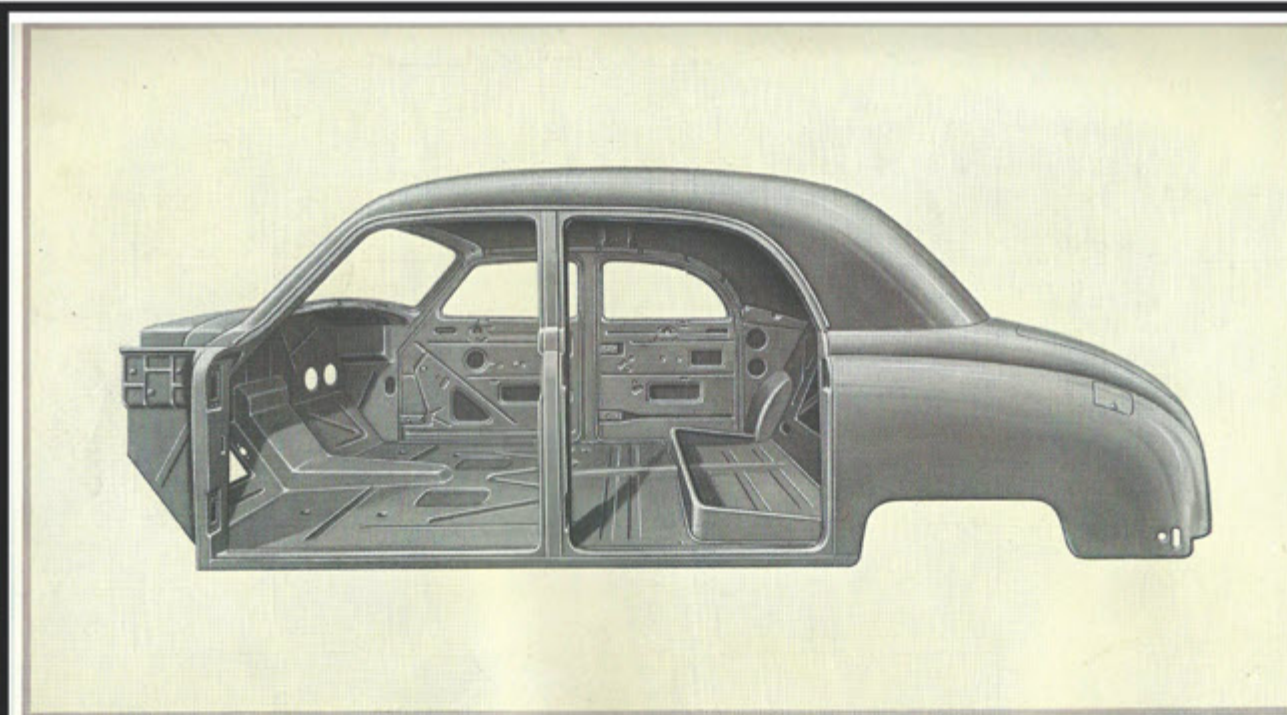
The push-button interior door openers are not only convenient but represent an important safety factor. Children cannot accidentally open the doors.



Big, beautifully formed bumper guards, and fog and spot lights, as well as a retractable radio aerial, are available to those who want full custom equipment on the Frazer Manhattan. The "jewel-case" ash receiver for the use of rear seat passengers and the horn ring are standard.

Every detail in the design and equipment of the Manhattan has had the best thought of experts whose leadership in motor car styling has been long established. Nothing in either chassis or body has escaped long study and exhaustive tests. The aim was to create the ultimate in personal transportation.

This portfolio was designed merely to whet your appetite with a few glimpses of beauty and a few words of stark description. They are a poor substitute for the esthetic pleasure you will get from just standing and looking at the big car itself. You will fall in love with it at first sight! Then when you enter the superbly tailored, roomy comfort of its interior you will understand why it is impossible to describe the Frazer Manhattan in terms of prewar standards of excellence. You will *want to drive it* and when you do you will learn that there is something equally new and indescribable in *performance and ride*. Here is *everything* you have hoped to enjoy in a 100% postwar automobile.



Part of the luxurious ride you enjoy in the Frazer Manhattan is the result of the peace of mind that comes from an assurance of safety. So it is worth while to examine this body illustration and realize what postwar engineering has accomplished — to enclose you in protecting walls of steel welded into one sturdy unit. Kaiser-Frazer builds its own bodies, complete, at Willow Run.

Specifications

ENGINE—L-head, six cylinders. Bore $3\frac{1}{8}$ inches, stroke $4\frac{3}{8}$ inches; displacement, 226 cubic inches; taxable horsepower 26.3; brake horsepower 100 @ 3600 r.p.m.

FUEL SYSTEM—Downdraft, $1\frac{1}{4}$ inch carburetor; automatic choke; automatic heat control; heavy-duty, oil-bath air cleaner; mechanical fuel pump with strainer attached; electric gasoline gauge; 21-gallon gasoline tank.

COOLING SYSTEM—Thermostatic temperature control; sealed cooling system; pressure-sealed filler cap; cellular-type radiator core; system capacity, 15 quarts.

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 gearshift lever.

OVERDRIVE—Reduces engine speed 30% without changing car speed.

FRONT SUSPENSION—Frazer independent front wheel suspension. Two-way, direct-acting, airplane-type shock absorbers inside the coil springs. Stabilizer bar.

REAR SUSPENSION—Semi-elliptic springs — $53 \times 1\frac{3}{4}$ inches. Special composition inserts under the ends of the leaves. Rubber bearing spring brackets and shackles. Two-way, direct-acting, airplane-type shock absorbers.

ELECTRICAL SYSTEM—Shunt-wound, air-cooled generator with automatic voltage and current control; 15-plate battery, 100 amp. hour capacity. Vacuum advance on distributor. Sealed-Beam headlights.

DRIVE—Hotchkiss—2-piece propeller shaft with 3 universal joints.

FRAME—Rigid double-channel side girders; six cross members—three box-section, two channel and one inverted U cross member.

BRAKES—Self-centering, floating-shoe type. Hydraulic service brakes on all four wheels. Mechanical handbrake operating rear-wheel brake shoes.

STEERING SYSTEM—Worm-and-selector-type gear, worm mounted on two tapered roller bearings, sector mounted on needle roller bearing, 22-foot turning radius.

WHEELS AND TIRES—Wide-rim disc wheels. Tires, 7.10 x 15, Super-Cushion, extra-low pressure (24 pounds), 4-ply cord.

WHEELBASE—123½ inches. **OVER-ALL LENGTH**—203 inches.

BODY—All steel construction. Special insulation against heat, cold and noise. Safety glass throughout. Trunk capacity, 27 cubic feet.

INSTRUMENT PANEL—Oil gauge, ammeter, gasoline gauge, engine temperature gauge, and glove compartment with lock.

STANDARD EQUIPMENT—Bumper jack and tools. Dual horns. Two sun visors. Dual, vacuum-operated windshield wipers. Rear view mirror. Dome light. Tail and stop lights. Directional signals. Spare wheel. Three ash receivers. Bumpers.

THE Pontiac "Torpedo" Fleet

SIXES AND EIGHTS FOR 1941



This is the Story of Pontiac for 1941

In designing and building our 1941 cars, we believe we have surpassed by a wide margin our most notable achievements of previous years. The style, the performance, the size and the dollar value of the new Pontiacs all reach a level which may well cause you to ask, "How can cars of such superior quality be sold at Pontiac's low prices?"

To give an answer to that question, it is necessary to know what has been going on at Pontiac while the 1941 cars were being readied for the market. Events of the past few years have done much to aid Pontiac in fashioning the superb line which it is producing for 1941.

A ROYAL WELCOME

One of the most important of these events was the enthusiastic reception which the buying public gave the 1940 Pontiac line. During the 1940 model year, Pontiac popularity stood at an all-time high. Its sales were, by far, the greatest in its entire history.

While all 1940 Pontiac models helped to win this spectacular success, it was the Pontiac "Torpedo" which really set the motoring world afire. "Torpedo" styling was

entirely new—the first really new note in motor car appearance in a number of years. It gained immediate and tremendous public favor. Buyers viewed the sleek beauty of the "Torpedo" and gave it instant approval.



They lounged in the extra roominess of the interiors

and offered a vote of thanks to the design which made all this comfort possible.

Pontiac engineers knew then that they had struck gold when they developed "Torpedo" styling, and their opinion was confirmed beyond question through the following months. For, in spite of the fact that this new beauty was available only in Pontiac's higher-priced Custom Eight, "Torpedo" styling continued to be the magnet which drew thousands upon thousands of motorists to Pontiac showrooms during the year.

AN "OWNER'S" CAR

Another important factor in Pontiac's recent successes has been the reputation for mechanical excellence which Pontiac Sixes and Eights have been building for several years. Pontiac is now known far and wide as an "owner's" car, the kind of a car that never lets an owner down.



This reputation is not an accident. Pontiac's large and able engineering staff has devoted a great share of its efforts to the improvement of seemingly small features which spell the difference between a completely satisfactory car and a temperamental, unreliable one.

Both the Pontiac Six and Eight perform with spirit and snap which are a joy to the fortunate person at the wheel. Both are long-lived, dependable, soundly and sturdily built. And both are very economical to operate. Some owners prefer a Six, others prefer an Eight, but

once they become Pontiac owners, few of them have any preference for any other car.

THE NEW PONTIACS

With this background as a guide, Pontiac has made two important improvements for 1941. In the new line, all Pontiacs are "Torpedoes" and every model is available either as a Six or an Eight.



Three superb new lines make up the Pontiac offering for 1941. The Pontiac De Luxe "Torpedoes" in five beautiful body styles, are marked at prices so low that any new car buyer can afford them. The Pontiac Streamliner "Torpedoes," embodying an advanced version of "Torpedo" styling, are only slightly higher in price. And the Pontiac Custom "Torpedoes," luxurious beyond anything ever produced in this field, are also low-priced in view of their fine-car quality.

All models are refreshingly new and all include many new developments in front-end appearance and body refinements which serve to make "Torpedo" styling more appealing than ever.

It is the purpose of the remainder of this book to tell you of the many qualities and features which make Pontiac ownership such a stimulating and satisfactory experience. However, please remember that the Pontiac "Torpedoes" for 1941 owe much to Pontiac's past success and to its rich engineering background.

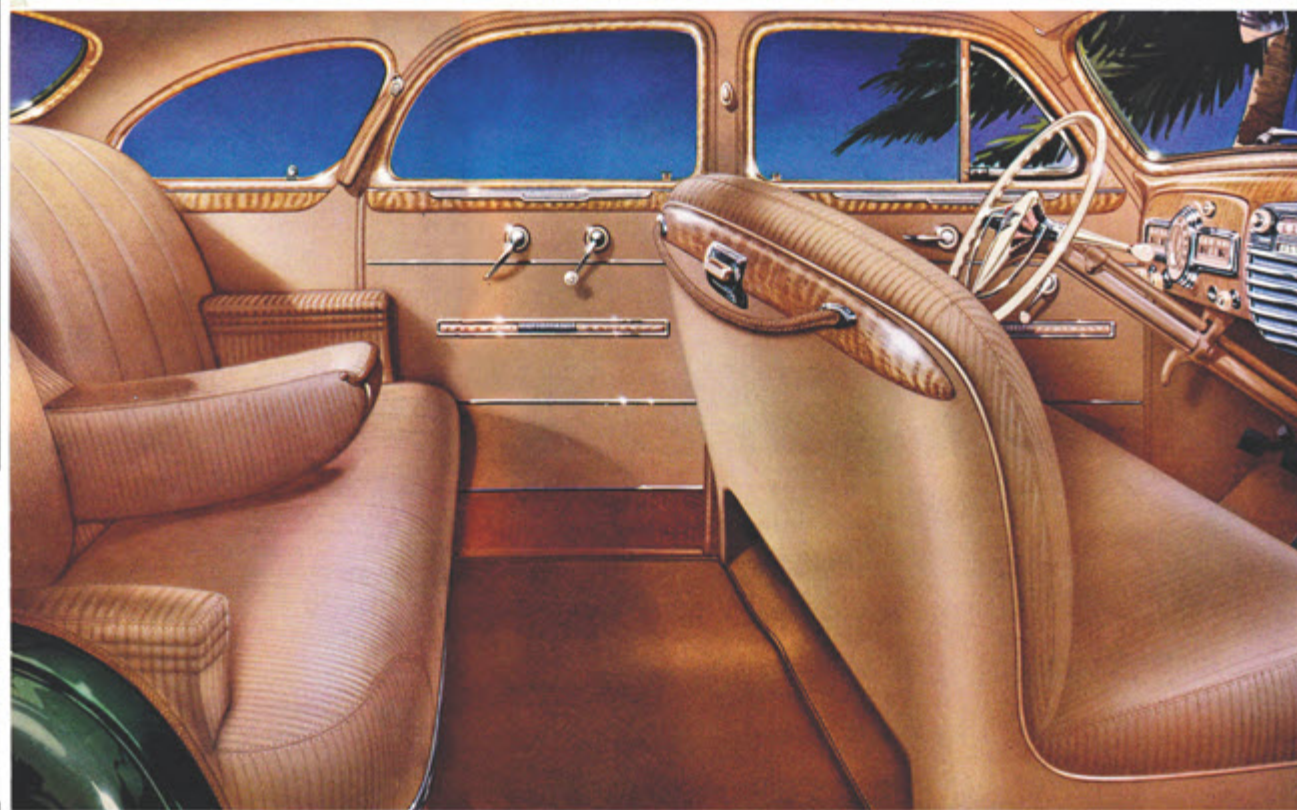
Behold this beauty...

PONTIAC'S IMPRESSIVE STYLE AND SIZE give true indications of the fine-car qualities which prevail throughout the entire line for 1941. Last year, "Torpedo" styling was new and untried. No one could tell in advance how the public would accept it. For that reason, it was used with some reserve. Once its tremendous popularity was established, however, Pontiac designers cast aside all restraint and made full use of the possibilities which "Torpedo" styling presented. They built the bodies longer and wider. They fashioned front ends and fenders to emphasize the shapeliness of "Torpedo" contours. They made lavish use of gleaming chrome to give snap and sparkle to

over-all appearance. In brief, they lifted "Torpedo" styling to new heights of brilliant beauty.

Many advanced details add to the smooth blend of body, hood and fenders in the new Pontiacs. Headlamps are set deep in front fenders. Old-fashioned running boards are replaced by concealed running boards, except in the Custom "Torpedo" series where the conventional type is optional. Door hinges are out of sight and tail lights, framed in chrome, are imbedded in trunk panels.

To be completely satisfactory, a car's appearance must be a source of pride to its owner. Pontiac's new size and "Torpedo" styling promise to create a great army of satisfied Pontiac owners.



Step into luxury...

GRACIOUS COMFORT AND DISTINCTION are clearly evident in the interiors of the new Pontiacs. All body types are wider and longer, providing more space in front and rear seats. Deep, restful seat and back cushions are upholstered in a variety of fine-textured fabrics. The instrument panel, garnish and trim mouldings exhibit an attractive curly maple finish, while dark neutral gray carpets and beige head linings form a pleasing contrast with upholstery and side walltrim. All in all, each Pontiac interior presents an inviting picture of luxury.



EASY ACCESS to Pontiac interiors is provided low, curb-height floors and, in the case of the Luxe and Streamliner series, concealed running boards. Doors are equipped with hinges which keep them from swinging shut through force of gravity. Body floors are from 1 3/4 to 2 inches lower than they were last year and from 14 inches wider. As you sit in the driver's seat, the instrument panel in frosty silver finish is grouped directly in front of you. You see them through the inverted "V" spoked, two-tone steering wheel of shell beige and fawn brown.



STRUCTURAL STRENGTH of Pontiac's new bodies by Fisher is assured by steel reinforcing steel with sides, top and floor all welded into the famous Unisteel Body structure.



Now take the wheel...

HANDLING EASE has long been one of Pontiac's most talked about and admired qualities. Pontiacs for many years have been notable for their marked ability to hold the road, their easy steering and their positive, effortless control. Owners experienced in handling many different makes of cars have spoken with enthusiasm of the substantial "feel" their Pontiacs gave them and of the fact that all-day driving was a pleasure instead of a task.

In the Pontiac "Torpedoes" for 1941, driving has been made more effortless than ever. Frames are lower, wider, longer and somewhat heavier than they were a year ago. The result is even greater stability than previous Pontiacs possessed. The new Pontiacs literally hug the road, giving both driver and passengers a feeling of complete security at all speeds.

Pontiac's easier Tru-Arc Safety Steering is a most important factor in effortless handling. It eliminates "wander" on the road at high speeds and keeps the car under positive control at all times.

Two exclusive control features do much to take the little remaining effort out of driving a Pontiac. One is the Semi-Automatic Safety Shift Gear Control. The other is an improved clutch with a semi-automatic pedal control. When you move the gear-shift lever only slightly past neutral toward high or second, the shift is completed automatically. The clutch pedal booster reduces appreciably the pressure required to disengage the clutch, thus making it semi-automatic.

Finally Pontiac is equipped with one of the finest braking systems in existence—Multi-Seal self-energizing hydraulic brakes with new type, long-lived brake linings and new all-steel drums with nickel-alloy brake surface.



SHOCKPROOF KNEE-ACTION contributes to both riding comfort and handling ease. It reduces steering effort, especially on turns and curves, helps improve roadability and provides more positive control. With Knee-Action each front wheel is free to rise or fall independently.



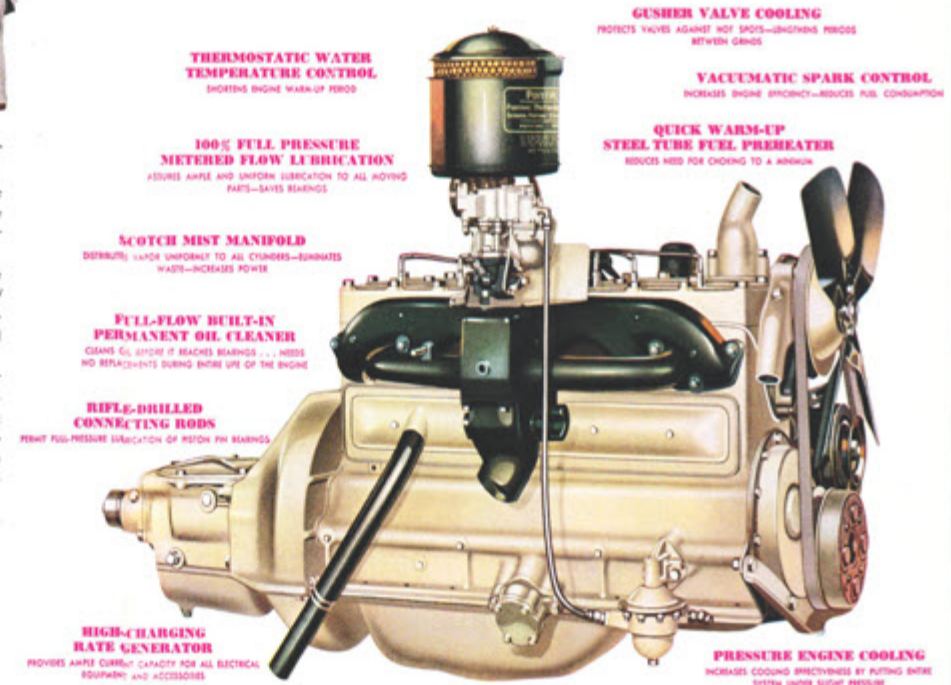
TWO ENGINES... A SIX AND AN EIGHT... are available in the new Pontiacs for 1941 and any body type in the entire line may be ordered with either engine. This is one of the most remarkable options ever offered to car buyers.

Pontiac has long recognized the fact that some owners prefer sixes on the grounds that a good six gives them everything they want in performance, while others prefer the increased power and smoothness of an eight.

Since both groups have sound reasons for their preferences, Pontiac decided to build two engines, each a standout in its field, and permit each individual buyer to choose the one he wants. There is only a small price difference between identical models equipped with the two engines.

Both Pontiac engines are L-Head design, a type chosen for its quiet, smooth, trouble-free performance and its superior economy. The Eight develops 103 brake horsepower while the Six has been stepped up to 90 brake horsepower.

Choose your own engine...



THERMOSTATIC WATER TEMPERATURE CONTROL
SHORTENS ENGINE WARM-UP PERIOD

GUSHER VALVE COOLING
PROTECTS VALVES AGAINST HOT SPOTS—PREVENTS PREHEAT BETWEEN GAMES

VACUUMATIC SPARK CONTROL
INCREASES ENGINE EFFICIENCY—REDUCES FUEL CONSUMPTION

100% FULL PRESSURE METERED FLOW LUBRICATION
ASSURES AMPLE AND UNIFORM LUBRICATION TO ALL MOVING PARTS—SAVES BEARINGS

QUICK WARM-UP STEEL TUBE FUEL PREHEATER
REDUCES NEED FOR CHOKING TO A MINIMUM

SCOTCH MIST MANIFOLD
DISTRIBUTES LUBRICANT UNIFORMLY TO ALL CYLINDERS—EQUALIZES WASTE—INCREASES POWER

FULL-FLOW BUILT-IN PERMANENT OIL CLEANER
CLEANS OIL UPON IT REACHES BEARINGS... NEEDS NO REPLACEMENTS DURING ENTIRE LIFE OF THE ENGINE

RIFLE-DRILLED CONNECTING RODS
PERMIT FULL-PRESSURE LUBRICATION OF PISTON PIN BEARINGS

HIGH-CHARGING RATE GENERATOR
PROVIDES AMPLE CURRENT CAPACITY FOR ALL ELECTRICAL EQUIPMENT AND ACCESSORIES

PRESSURE ENGINE COOLING
INCREASES COOLING EFFICIENCY BY PUTTING ENTIRE SYSTEM UNDER SUCTION PRESSURE

DUAL CARBURETION
GIVES INCREASED POWER TO EIGHT-CYLINDER ENGINE THROUGHOUT ITS SPEED RANGE

ELECTROPLATED PISTONS
REDUCE FRICTION AND LAST A LIFETIME

AUTOMATIC CHOKE
IMPROVES STARTING AND INCREASES ECONOMY

HARMONIC BALANCER
NEUTRALIZES VIBRATION IN CRANKSHAFT... ASSURES SMOOTH ENGINE OPERATION AT ALL SPEEDS

FULL LENGTH WATER JACKETS
REDUCE OIL TEMPERATURE AT HIGH SPEEDS 12 TO 45 DEGREES—IMPROVE LUBRICATION AND OIL ECONOMY

TAPERED VALVE GUIDES
PROMOTE QUIET VALVE OPERATION

PRESSURE SUCTION CRANKCASE VENTILATION
MOST POSITIVE METHOD KNOWN FOR CLEANING CRANKCASE OIL

OVERLAPPING CRANKSHAFT BEARINGS
ADD TO CRANKSHAFT RIGIDITY AND TO SMOOTH ENGINE PERFORMANCE

100% COUNTERWEIGHTED CRANKSHAFT
COMBINES WITH HARMONIC BALANCER TO PROVIDE UNBROKEN ENGINE SMOOTHNESS