



**Borg-Warner is working hand in hand
with America's newest motor maker...**

Kaiser-Frazer !

*Almost every American
benefits every day
from the 185 products of*
BORG-WARNER

*created for the automotive,
aviation, marine, farm implement,
and home appliance industries.*

*To fine precision standards, Borg-Warner creates essential
operating parts that supply Kaiser-Frazer's special needs*

Today Kaiser-Frazer is distinctive as the first new company in twenty years to join the ranks of leading U. S. automobile makers. Borg-Warner feels proud of its association with this lusty newcomer whose cars are winning so much attention.

At present, 19 of the 20 makes of automobiles are equipped with one or more B-W parts. The list includes transmissions, automatic overdrives, clutches, universal joints, propeller shafts, radiators and timing chains.

"Design it better—make it better" is the rule at Borg-Warner. That, plus proved engineering skills and large-scale facilities, will help to bring important and bright, new advances in your "car of tomorrow."



19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • INGERSOLL UTILITY UNIT • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHERLEE CARBURETOR • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • NORGE MACHINE PRODUCTS • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • SUPERIOR SHEET STEEL • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.