

## KAISER-FRAZER LITERATURE

11-1

FILE	DESCRIPTION	PAGES	DATE	SIZE	OPENS TO	TYPE
54-1	Kaiser Motors Corporation Annual Report	19	Apr 16, 1955	8 1/2 x 11		Booklet Annual Report
			White / Gray / Blue			
54-2	Kaiser Motors Corporation: Automobile Manufacturers Association Consolidated Specification Questionnaire, Kaiser K541, K542	24	Dec 14, 1953	8 1/2 x 11		Sheet
			Black / White			
54-3	Kaiser Motors Corporation: Automobile Manufacturers Association Consolidated Specification Questionnaire, Kaiser K542, Dated Dec 14, 1953, revised Jan 20, 1954	24	Jan 20, 1954	8 1/2 x 11		Sheet
			Black / White			
54-4	Kaiser Motors Corporation: Automobile Manufacturers Association Consolidated Specification Questionnaire, Kaiser K545	24	Dec 14, 1953	8 1/2 x 11		Sheet
			Black / White			
54-5	Kaiser Motors Corporation: Automobile Manufacturers Association Consolidated Specification Questionnaire, Henry J K543, K544	24	Nov 23, 1953	8 1/2 x 11		Sheet
			Black / White			
54-6	Kaiser-Frazer: "Key codes and key cutting information, 1947 thru 1954"	10	No Date	8 1/2 x 11		Sheet
			Black / White			
54-7	Kaiser-Henry J: "Brief Passenger Car Date-1954" contains major specifications for Kaiser / Henry J models plus other manufactures, published by Ethyl Corporation, NY, (maybe for other years), NON-KF	38	Feb 15, 1954	4 1/4 x 56 3/4		Booklet
			Gray / Yellow / Black Cover			
54-8	Kaiser-Willys: "Passenger Car Service Time Schedule 1952 - 1954"	128	September 19	8 1/2 x 11		Booklet Time Schedule
			Black / White			
54-9	Kaiser-Willys: "There's A Great Day Coming Soon", plans for 1954 new car announcement with foldout	20	No Date	15 x10	30 x 10	Booklet
			Black / White			
54-10	Kaiser-Willys: Preliminary Issue Service Manual, Kaiser Supercharger, loose sheets	30	No Date	8 1/2 x 11		Sheet Shop Manual
			Yellow Cover			

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FILE	DESCRIPTION	PAGES	DATE	SIZE	OPENS TO	TYPE
54-11	Kaiser-Willys: Preliminary Issue Service Manual, Manual VS-57A, Kaiser Supercharger, loose sheets	30	No Date	8 1/2 x 11		Sheet
				Pink Cover		Shop Manual
54-12	Kaiser-Willys: "Mechanic Manual - Supercharger"	24	No Date	8 1/2 x 11		Booklet
				Gray / Red Cover		Shop Manual
54-13	Kaiser-Willys: Parts Price List	144	Jul 15, 1954	8 1/2 x 11		Booklet
				Black / Blue Cover		Parts List
54-14	Kaiser-Willys: Service Standards, 1952-1953-1954 Kaiser Models	24	No Date	6 x 8 3/4	12 x 8 3/4	Booklet
				Blue / White		Service Standards
54-15	Kaiser-Willys: Owners Manual, Installation and Operating Instructions for Kaiser Radio, Part #100330 <i>Form #:</i> 7265071	0	No Date	5 8 1/2	10 x 26	Booklet
				Black / White		Owners Manual
54-16	Kaiser-Willys: "The KW Sales Promoter" contains Vol.1, No. 1 thru Vol. 1, No. 4 (also contains Willys Sales Promoters Vol. 1, No. 1 to Vol. 1, No. 3)	0	No Date	9 x 11 1/2	17 3/4 x 11 1/2	Folder
				Red / Gray / Black Folder		Sales Promoter
54-17	Kaiser-Willys: "1954 Kaiser Features:, separate sheets on engine, chassis, body for Kaiser, Henry J, Darrin	22	No Date	9 x 11 1/2	17 3/4 x 11 1/2	Brochure
				Two-toned Green Cover		
54-18	Kaiser-Willys: Parts List for Model K545 <i>Form #:</i> KF-19541	10	February 1954	8 1/2 x 11	17 x 11	Booklet
				Orange / Black Cover		Parts List
54-19	Kaiser-Willys: 1954 Combined Chassis and Body Parts List <i>Form #:</i> KP-19542	148	April 1952	8 1/2 x 11	17 x 11	Booklet
				Green / Black Cover		Parts List
54-20	Kaiser-Willys: Sports Car Parts List <i>Form #:</i> KF-19531	96	May 1954	8 1/2 x 11	17 x 11	Booklet
				Red / White Cover		Parts List
54-21	Kaiser-Willys: Press Announcement for 1954 Kaiser and Willys, includes press releases, newspaper mats, photographs	0	Feb 1, 1954	11 1/4 x 8 3/4		Folder
				Green / Black / White		Press Kit
54-22	Kaiser-Willys: Invitation, imprinted with dealer name and address <i>Form #:</i> No Number	0	No Date	6 1/2 x 4	12 x 4	Folder
				Maroon / Black / White Stripe Cover		

## KAISER-FRAZER LITERATURE

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FILE	DESCRIPTION	PAGES	DATE	SIZE	OPENS TO	TYPE
54-23	Kaiser-Willys: "What every salesman should know about Hydra-Matic Drive"	10	No Date	5 1/4 x 8 1/4		Booklet
				Yellow / Black / White Cover		
54-24	Kaiser-Willy: Blank ruled pages given to salesman at meeting at Hotel Astor, New York, N.Y.	32	Jan 18, 1954	5 x 8		Booklet
				Pink / Black Cover		
54-25	Kaiser Special: Converted 1953 model, drawing of car inside	0	No Date	11 x 8 1/2	22 x 8 1/2	Folder
				Black / White		
54-26	Kaiser Special: Converted 1953 model, photograph of car inside	0	No Date	11 x 8 1/2	22 x 8 1/2	Folder
				Black / White		
54-27	Kaiser Manhattan and Early Special: "New Super-Powered", Full line	0	No Date	9 1/4 x 8	18 1/2 x 24	Folder
				Black / White		
54-28	Kaiser-Manhattan and Late Special: Full Line <i>Form #:</i> KW-4500	0	No Date	9 1/2 x 6	18 1/2 x 24	Folder
				Yellow Cover with Red Car, Color		
54-29	Kaiser: "An invitation ... ", Lowell Thomas bottom right corner	0	No Date	8 1/2 x 11	17 x 11	Folder
				Blue / White / Black		
54-30	Kaiser Manhattan and Late Special <i>Form #:</i> KW-4250	12	No Date	12 1/2 x 10	25 x 10	Brochure
				White Cover with Red Car		
54-31	Kaiser: "Super-Power"	0	No Date	5 1/2 x 8 1/2	11 x 8 1/2	Folder
				Black / White		
54-32	Kaiser Manhattan: "Have you heard about .. " <i>Form #:</i> No Number	0	No Date	6 1/2 x 5 1/2	6 1/2 x 11	Folder
				Black / Gray / White		
54-33	Kaiser Manhattan: "Here are the answers ... " <i>Form #:</i> No Number	0	No Date	6 1/2 x 5 1/2	6 1/2 x 11	Folder
				Black / Gray / White		
54-34	Kaiser Manhattan: "Packs Super-Punch", reprinted road test by Walt Green, Chicago Daily News dated 4-3-54 <i>Form #:</i> No Number	0	No Date	6 x 8 1/4	12 x 8 1/4	Folder
				Sepia-toned		
54-35	Kaiser: "Are you ready for the next step ahead?" <i>Form #:</i> No Number	0	No Date	5 1/2 x 6 1/4	11 x 12 1/2	Folder
				Black / White		

## KAISER-FRAZER LITERATURE

FILE	DESCRIPTION	PAGES	DATE	SIZE	OPENS TO	TYPE
<b>54-36</b>	Kaiser Manhattan: Two-toned brown car on white background, printed by Audio Visual Designs, NON-KF	0	No Date	5 1/2 x 6 1/4		Postcard
					Two-toned Brown car on white background	Postcard
<b>54-37</b>	Kaiser: "Heating and Ventilating Your 1954 Kaiser"	4	No Date	5 1/2 x 8 1/2	11 x 8 1/2	Folder
					Red / Black / Gray / White Cover	
<b>54-38</b>	Kaiser Early Special: Owners Packet, includes owner manual, #745577; Service Policy #745679; owners card #745578; "Care of Bright Trim" #745632; plus Air Conditioner, Radio and Hydra-Matic Instructions #745604, if equipped	32	Copyright 1954	7 3/4 x 7 1/2		Booklet
					Gray / Green / Black / White Cover	Owners Manual
<b>54-39</b>	Kaiser Late Special: Owners Packet, includes owner manual, #745577; Service Policy #745679; owners card #745578; "Care of Bright Trim" #745632; plus Air Conditioner, Radio and Hydra-Matic Instructions #745604, if equipped	36	Copyright 1954	7 3/4 x 7 1/2		Booklet
					Blue / Black / White Cover	Owners Manual
<b>54-40</b>	Kaiser Manhattan: Owners Packet, includes owner manual, #745634; Service Policy #745679; owners card #745578; "Care of Bright Trim" #745632; plus Air Conditioner, Radio and Hydra-Matic Instructions #745604, if equipped	36	Copyright 1954	7 3/4 x 7 1/2		Booklet
					Green / Black / White Cover	Owners Manual
<b>54-41</b>	Kaiser: Salesman Facts Book, issued by Willys Motors	122	Copyright 1954	5 x 7 1/4		Booklet
					Yellow / Black / White Cover	Facts Book
<b>54-42</b>	Kaiser: "The Glorious 54's" by Richard M. Langworth, The Milestone Car Magazine, No 19, NON-KF	10	Spring 1977	11 x 8 1/2		Booklet
					Black / White	
<b>54-43</b>	Kaiser Darrin 161	0	No Date	6 3/4 x 4 3/4	13 1/2 x 4 3/4	Folder
					Black / White	
<b>54-44</b>	Kaiser Darrin 161	0	No Date	14 x 10 1/2	28 x 21	Folder
					Black / White	
<b>54-45</b>	Kaiser Darrin: Yellow Car in front of hotel, published by Freeman studios, NON-KF	0	No Date	3 1/2 x 5 1/2		Postcard
					Yellow Car in front of hotel	Postcard

## KAISER-FRAZER LITERATURE

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FILE	DESCRIPTION	PAGES	DATE	SIZE	OPENS TO	TYPE
54-46	Kaiser-Darrin 161: "Fun .. With no strings attached", dealer card	0		8 1/2 x 5 1/2		Card
				Gray / White		
54-47	Kaiser Darrin 161: Owners packet, includes owners manual, First Edition; service policy, no date, no number; owners card, no date, no number; in white envelope	40	No Date	6 1/2 x 9 1/2		Envelope
				Gray / Red / Black / White Cover		Owners Manual
54-48	Henry J: Owners Packet, includes owners manual #742561; service policy #745630; owners card #745629; "Care of Bright Trim" card #745632; plus Air Conditioner and Radio Instructions, if equipped	28	Copyright 1953	8 1/4 x 5 1/2		Booklet
				Red / Gray / Black / White Cover		Owners Manual
54-49	"Kaiser Today-Forty years of progress" <i>Form #:</i> No Number	68	No Date	8 1/2 x 11		Booklet
54-50	"Instant Supercharged Power", information on Supercharger as used on 1954-1955 Kaiser, issued by Paxton Products, NON-KF	12		8 1/4 x 4	18 1/2 x 4	Booklet
				Black / White / Red		
54-51	Automotive Electric Association Tune-Up card for Kaiser K542, K545, 2-sided, NON-KF	1	Copyright 1954	11 x 8 1/2		Sheet
				Buff		Tune Up Chart
54-52	Automotive Electric Association Tune-Up card for Kaiser K542, K545, 1-sided, NON-KF	1	Copyright 1954	11 x 8 1/2		Sheet
				Buff		Tune Up Chart
54-53	Automotive Electric Association Tune-Up card for Henry J K543, 2-sided, NON-KF	1	Copyright 1954	11 x 8 1/2		Sheet
				Buff		Tune Up Chart
54-54	Automotive Electric Association Tune-Up card for Henry J K543, 1-sided, NON-KF	1	Copyright 1954	11 x 8 1/2		Sheet
				Buff		Tune Up Chart
54-55	Automotive Electric Association Tune-Up card for Henry J K544, 2-sided, NON-KF	1	Copyright 1954	11 x 8 1/2		Sheet
				Buff		Tune Up Chart
54-56	Automotive Electric Association Tune-Up card for Henry J K544, 1-sided, NON-KF	1	Copyright 1954	11 x 8 1/2		Sheet
				Buff		Tune Up Chart

## KAISER-FRAZER LITERATURE

FILE	DESCRIPTION	PAGES	DATE	SIZE	OPENS TO	TYPE
<b>54-57</b>	Kaiser-Willys News	4	Jan 16, 1954	11 x 17	22 x 17	Folder
	<i>Vol.: 1 No.: 1</i>		Black / White			Kaiser-Willys News
<b>54-58</b>	Kaiser-Willys News	4	Mar 1, 1954	11 x 17	22 x 17	Folder
	<i>Vol.: 1 No.: 2</i>		Black / White			Kaiser-Willys News
<b>54-59</b>	Kaiser-Willys News	8	Apr 15, 1954	11 x 17	22 x 17	Folder
	<i>Vol.: 1 No.: 3</i>		Black / White			Kaiser-Willys News
<b>54-60</b>	Kaiser-Willys News	8	May 15, 1954	11 x 17	22 x 17	Folder
	<i>Vol.: 1 No.: 4</i>		Black / White			Kaiser-Willys News
<b>54-61</b>	Kaiser-Willys News, Special President Edition	8	June 1954	11 x 17	22 x 17	Folder
			Black / White			Kaiser-Willys News
<b>54-62</b>	Kaiser-Willys News	0	Unknown	Unknown	Unknown	Folder
	<i>Vol.: 1 No.: 5</i>		Black / White			Kaiser-Willys News
<b>54-63</b>	Kaiser-Willys News	0	Unknown	Unknown	Unknown	Folder
	<i>Vol.: 1 No.: 6</i>		Black / White			Kaiser-Willys News
<b>54-64</b>	Kaiser-Willys News	0	Unknown	Unknown	Unknown	Folder
	<i>Vol.: 1 No.: 7</i>		Black / White			Kaiser-Willys News
<b>54-65</b>	Kaiser-Willys News, Special Contest		Jul 21, 1954	11 x 17		Folder
	<i>Vol.: 1 No.: 8</i>		Black / White			Kaiser-Willys News
<b>54-66</b>	Kaiser-Willys News	8	August 1954	11 x 17	22 x 17	Folder
	<i>Vol.: 1 No.: 9</i>		Black / White			Kaiser-Willys News
<b>54-67</b>	Kaiser-Willys News, with 1 sheet insert Red / Black / White, "Parade of Contest Winners"	4	September 19	11 x 17	22 x 17	Folder
	<i>Vol.: 1 No.: 10</i>		Yellow / Red / Black			Kaiser-Willys News
<b>54-68</b>	Kaiser-Willys News	8	October 1954	11 x 17	22 x 17	Folder
	<i>Vol.: 1 No.: 11</i>		Black / White			Kaiser-Willys News