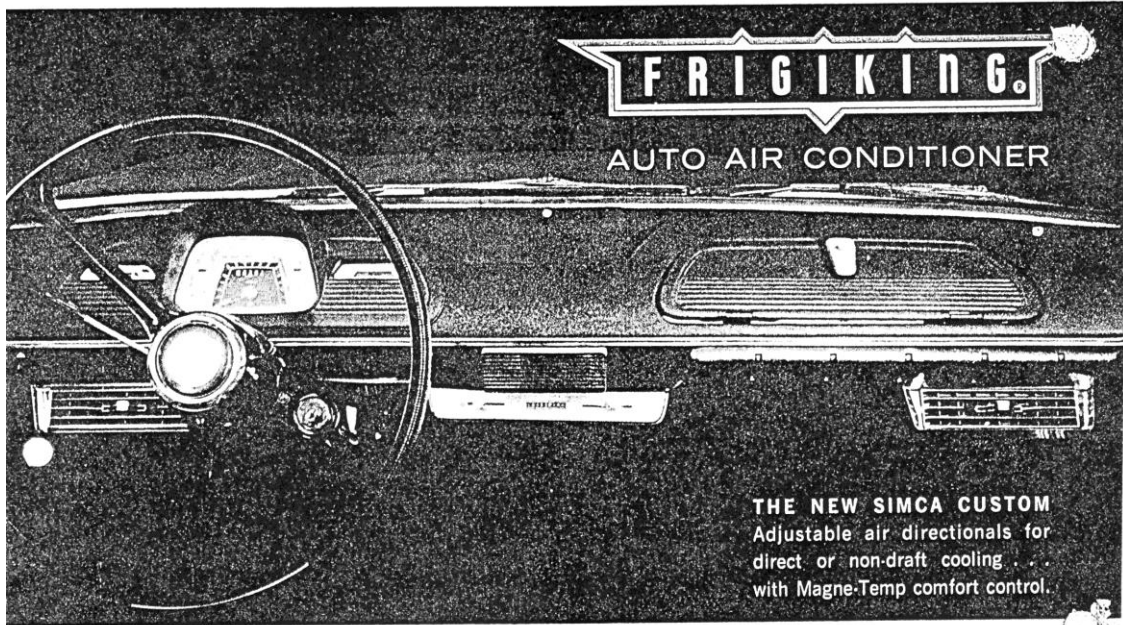




Exclusively Engineered for the Simca 1000



**FRIGIKING.**

**AUTO AIR CONDITIONER**

**THE NEW SIMCA CUSTOM**  
Adjustable air directionals for  
direct or non-draft cooling . . .  
with Magne-Temp comfort control.

Now! Ride Cool with Frigiking . . . your guarantee of maximum quality!

- Engineered for economical super-quick whole-car cooling
- Built-in design enhances car's interior appearance
- Conserves all usable leg room
- Draws minimum engine horsepower — virtually unnoticeable
- Thermostatic Magne-Temp comfort control — temperature level selected by operator
- Low-cost one-day installation
- Operational cost and upkeep practically nil
- Special engineering features assure cooling efficiency even when car stands still
- 10,000 factory-trained service specialists nationwide
- 24-month or 24,000-mile warranty
- Easily installed in a new car or your present car

**SPECIFICATIONS**

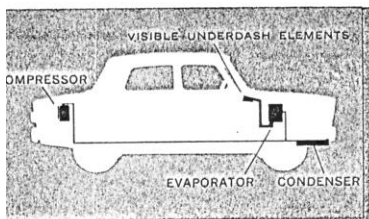
Case Design — All metal; located under hood

Visible Underdash Elements — Chrome louvers and sidebar controls

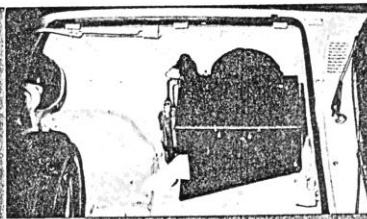
Case Dimensions — 8½" wide, 7" high, 13⅞" deep

Air Delivery — 3-speed air rotor blower — up to 250 CFM

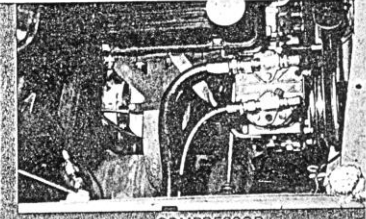
Cooling Coil — 5 row copper with 12 fins per inch



FRIGIKING COMPONENT LOCATIONS



EVAPORATOR CASE



COMPRESSOR

MANUFACTURED BY  
**FRIGIKAR CORPORATION**  
Auto Air Conditioning Pioneer Since 1949  
8858 Harry Hines Blvd. • Dallas, Texas • Fleetwood 7-6361

**ASK FOR A DEMONSTRATION!**

Hochsommerliche Temperaturen brachten die Teilnehmer des Clubtreffens in Tübingen trotz runtergekurbelten Fenstern gehörig ins Schwitzen und der verzweifelte Ruf nach einer Klimaanlage wurde laut, man ist halt verwöhnt von den modernen Autos. Aber gab es das, eine Klima für den Simca 1000. Aber ja, zumindest für die US-Ausführung des Simca 1000 gab es den Frigiking Auto Air Conditioner.

f.f.

**JET-AIR ROTOR U-2**

# **FrigiKing**

*Yes* YOU TOO CAN NOW AFFORD TO AIR CONDITION YOUR PRESENT CAR!

FrigiKing, the Quality Auto Air Conditioner with *FINE CAR DESIGN*  
LOW COST...METICULOUSLY ENGINEERED FOR FAST COOLING  
EASILY INSTALLED IN PRESENT CARS BY DEALERS' OWN MECHANICS

CUSTOM MODEL FOR THUNDERBIRD      CONSOLE MODEL FOR VOLKSWAGEN      SPECIAL MODEL FOR CORVAIR

FRIGIKING CORPORATION, 10414 HARRY HINES BLVD., P. O. 13345, DALLAS 10, TEXAS



distributors of **Chrysler's all-new economy car**

**MIDWEST SIMCA DISTRIBUTORS, Inc.**

1520 CHERRY — BALTIMORE 1-3282 — KANSAS CITY, MISSOURI

APRIL 30, 1965

TO ALL SIMCA DEALERS:

SUBJECT: SIMCA AIR CONDITIONING UNITS

WE HAVE BEEN SUCCESSFUL IN COMING UP WITH TWO VERY FINE AIR CONDITIONING UNITS DESIGNED TO PERFORM SATISFACTORILY ON OUR SIMCA AUTOMOBILE. ONE UNIT IS PUT OUT BY THE ARTIC KAR PEOPLE AND IS AVAILABLE DIRECTLY FROM US FOR \$235.00 F.O.B. KANSAS CITY.

THE OTHER UNIT IS MANUFACTURED BY THE FRIGIKING COMPANY OF DALLAS, AND MAY BE HAD FOR \$250.00 F.O.B. KANSAS CITY.

THE BEST INFORMATION AVAILABLE TO US IS THAT YOUR INSTALLATION TIME SHOULD BE FROM FOUR TO FIVE HOURS AND THAT A FIGURE OF \$75.00 SHOULD BE SUFFICIENT FOR LABOR COSTS AND PROFIT.

PLACE YOUR ORDERS EARLY AS THERE IS A VERY HIGH ACCEPTABILITY TODAY FOR AUTOMOBILE AIR CONDITIONING.

YOURS VERY TRULY,

E. D. HOWERTON  
GENERAL MANAGER

EDH:cb

"PROGRESS IS OUR PROGRAM"