

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



- 1 OPEN THE DOORS** • Four doors swing wide with an inclination 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-PRAZER DEALER TODAY



- 3 OPEN NEW ROADS** • Smooth or rough. The Kaiser's ever-spring front shock suspension, new distribution of mass and load and new triple-control steering bring a "new feel" to both driving and riding. You'll be both proud and comfortable in the luxury-styled, comfort-engineered Kaiser! It's really new!



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