

Super-powered

New '54 Kaiser



See the big change in beauty...

When you see the beautiful new '54 Kaiser, you'll be just as surprised at all the reasons... all the changes... as Lowell Thomas.

For here's a sample of what you'll see:

Big change in power? Kaiser's revolutionary new Super-power Engine actually gives you "more-on-demand!" It's like 2 engines in 1... a 40-hp low-displacement engine for economical cruising; plus breath-taking Super-power for the fastest acceleration you ever felt. At normal speeds you don't see this extra horsepower and you don't pay for it in gasoline or extra weight. But when you need a flaking speed for safe passing or hill-climbing, you get it on demand!

Big change in styling? In front, new French-style headlights, new deep-swing hood,

Lowell Thomas, the Voice of Kaiser-Willys, Owns "Lowell Thomas and the News" every week-day night, CBS Radio Network.



Lowell Thomas calls it...

"The new car with the big change!"



feel the big change in power

new jet-cooling grille. In back, new Safety-Glo rear bumper lights, huge wrap-around rear window. Inside, new auto-styled luxury vinyls and fabrics, a dramatic new Shooting Tuxon instrument panel—all surrounded by the largest glass area of any standard American sedan.

Big change in value! Yet new resources for engineering and manufacturing now give you quality, workmanship and value that makes your investment in the Kaiser better than ever! It's a great new car from the great new Kaiser-Willys combination.

No wonder so many smart motorists are already switching over to Kaiser—for the big change in driving pleasure, driving safety, and driving economy that only Kaiser offers! See your Kaiser dealer today!

Plus Power Steering, Dual-Range Wiper-Water, optional on some cars.

Drive the new

'54 Kaiser

with Power-on-demand