



Power-on-demand...

One of 6 exciting exclusives... yours only in the new '54 Kaiser

1 Power-on-demand is an entirely new kind of power that gives you small-car economy at normal speeds... yet delivers a breathtaking burst of flushing extra power when occasion demands... "extra horses" you don't have to feed all the time!

2 Most luxurious styling... from its dramatic new jet-air-scoop grille in front to its new Safety-Glo fender lights in back... and inside, the most elegant vinyl and fabric upholsteries you've ever seen!

3 Greatest glass area... more than 3946 square inches of safety glass... more than in any other standard American sedan... with slim, slant-back corner posts for extra visibility.

4 Roomiest comfort... more shoulder room, front and rear, than 6 other cars in the medium-price field, plus more front-seat leg room than any other American production sedan.

5 Lowest center of gravity... the lowest in any American production sedan... teams with Kaiser's exclusive spring suspension and double-action airplane type shock absorbers to give the smoothest road-hugging ride of any stock American car.

6 Most safety features... the World's Safest Front Seat, with new Steering Torret, padded instrument panel, reversed instruments, and safety-mounted windshield designed to push outward upon severe impact... plus a new safety-bolster on the back of the front seat for additional protection to rear seat passengers. See all these "exclusives" and the many, many more that make the new '54 Kaiser the stand-out value of the year! Visit your Kaiser dealer today!

Plus power-steering, Overdrive, Dual-Range Hydra-Matic, optional at low extra cost.

Hear "Lowell Thomas and the News" Mondays through Fridays, CBS radio.

Drive with "power-on-demand" in the new '54 Kaiser

