



## Everybody likes the big change in Kaiser!

From front to rear, the beautiful new '54 Kaiser is one big change after another.

And you'll like every one of them!

You'll like the big change in Kaiser styling... from the smart, new French-style headlights and Jet-scoop grille to the large new wrap-around rear window and new safety-Glo rear bumper lights.

You'll like the big change in Kaiser luxury... especially these new color-styled luxury vinyl and fabric upholstery and that sleek new Steering Turret instrument panel.

You'll like the big change in Kaiser comfort, too...

that new velvet-road ride... new softer seating... new extra roominess (it's the greatest in its price class)... plus all that extra vision—2596 square inches of it—the largest glass area now in any standard American Sedan!

And most of all you'll like the big change in Kaiser performance! Kaiser's new Super-power engine is like 2 engines in 1... giving you Kaiser's famous cruising economy... yet breathtaking new "power-on-demand" whenever you call for it!

See the big new '54 Kaiser at your Kaiser dealer's own. You'll like every beautiful inch of it!

Cruise with "power-on-demand" in the Super-powered new '54 Kaiser

