

1954

1954 + 1955 Production: Big Kaisers (9,830); Henry Js (1,123); Darrins (435) Totaling (11,388 cars). Production - All Years 746,719

Repackaged 53s, while Chevrolet introduces the small block V8. Muscle cars have arrived.

Around the World in 1954: Report Says Cigarettes Cause Cancer; Roger Bannister Broke the Four-Minute Mile; Segregation Ruled Illegal in U.S.; Nautilus Submarine Launched Before a crowd of 12,000, First Lady Mamie Eisenhower christened the nation's first atomic-powered submarine, the "Nautilus." Atomic powered submarines would revolutionize the Navy and warfare; Joe McCarthy finally went too far in his Communist witch hunt, when his investigating committee attempted to investigate the US Army. McCarthy soon went into decline; Boeing Unveiled the 707, It was taken on a maiden flight of 90 minutes. The 707 was the first jet aircraft to be commercially successful. It heralded the true entry of the jet age in commercial aviation; a team from Harvard Medical School successfully completed the first kidney transplant operation; the Soviets introduced the MIG-19. The MIG-19 was the first Soviet fighter that could fly at supersonic speeds. It was a simple, but highly maneuverable plane; the World Series was broadcast in color for the first time.



Super-Powered New '54 Kaiser Lowell Thomas calls it ... "The new car with the big change!"

KF54-1

Desc...: Day Blue/White Manhattan w/Palm Tree Night Rear of Beige/Brown Manhattan

Ver Magazine Containing Ad	Issue Date	Page#	Size	Color
1 Life	4/5/1954	52	11 X 14	Color
2 Saturday Evening Post	4/17/1954	0	11 X 14	Color
3 Time Sized Ad		0	8 1/2 X 11	Color
4 Time	4/12/1954	0	8 1/2 X 11	Color



Now the most exciting new car for '54...! Kaiser Darrin 161

KF54-2

Desc...: Darrin - Photo

Ver Magazine Containing Ad	Issue Date	Page#	Size	Color
1 Time	2/1/1954	27	8 1/2 X 11	B & W
2 Car Life	8/1/1954		8 1/2 X 11	B & W



Win America's most exciting new sports car!

KF54-3

Desc...: Red Darrin- Wilson's B-V ad

Ver Magazine Containing Ad	Issue Date	Page#	Size	Color
1 Ladies Home Journal		14	11 X 14	Color



Keeping America on the GO - with TIMKEN

KF54-4

Desc...: White prototype - photo - TIMKEN ad

Ver Magazine Containing Ad	Issue Date	Page#	Size	Color
1 Saturday Evening Post	5/22/1954	135	11 X 14	Color
2 Newsweek	5/24/1954		8 1/2 X 11	Color



Power-on-demand - 1 of 6 exciting exclusives

KF54-5

Desc...: Manhattan Sedan

Ver Magazine Containing Ad	Issue Date	Page#	Size	Color
1 Time	5/24/1954	39	8 1/2 X 11	B & W
2 Saturday Evening Post	6/12/1954	66	11 X 14	B & W
3 Life	5/31/1954	101	11 X 14	B & W



Everybody likes the Big change in Kaiser!

KF54-6

Desc...: Blue/White Manhattan Sedan - photo
At a marina

Ver Magazine Containing Ad	Issue Date	Page#	Size	Color
1 Life	6/21/1954	102	11 X 14	Color

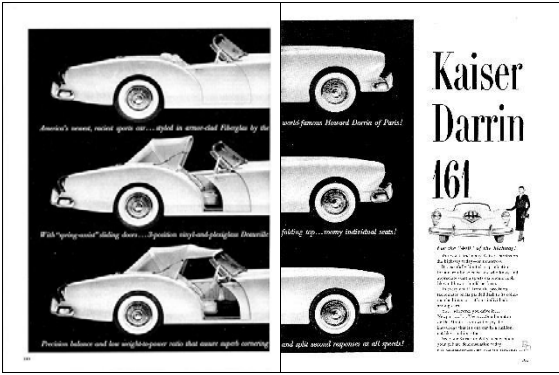


Questions and answers about Kaiser's supercharged "power-on-demand"

KF54-7

Desc...: Picture of Engine followed by questions

Ver Magazine Containing Ad	Issue Date	Page#	Size	Color
1 Popular Science	7/1/1954	221	8 1/2 X 11	B & W
2 Motor Trend	8/1/1954	13	8 1/2 X 11	B & W



Kaiser-Darrin 161. For the 400 of the highway! (1st issue of SI)

KF54-8

Desc...: Darrin - 3 views - photo

Ver Magazine Containing Ad

1 Sports Illustrated

Issue Date

8/16/1954

Page#

100

Size

8 1/2 X 11

Color

B & W



New '54 Kaiser supercharger turns Beauty into a Bomb

KF54-9

Desc...: Manhattan Sedan - Photo

Ver Magazine Containing Ad

1 Motor Trend

Issue Date

10/1/1954

Page#

3

Size

8 1/2 X 11

Color

B & W



Have you seen the big change in Kaiser styling?

KF54-10

Desc...: Day on grass with Palm Tree

Ver Magazine Containing Ad

1 U S News & World Report

Issue Date

5/28/1954

Page#

102

Size

2 X 4

Color

B & W



New Super-Powered '54 Kaiser Lowell Thomas calls it ... "The new car with the big change!"

KF54-11

Desc...: Blue/White Manhattan Sedan
Day on grass with Palm Tree

Ver Magazine Containing Ad

1 Time Sized Ad

2 NADA Magazine

Issue Date

4/1/1954

4/1/1954

Page#

32

62

Size

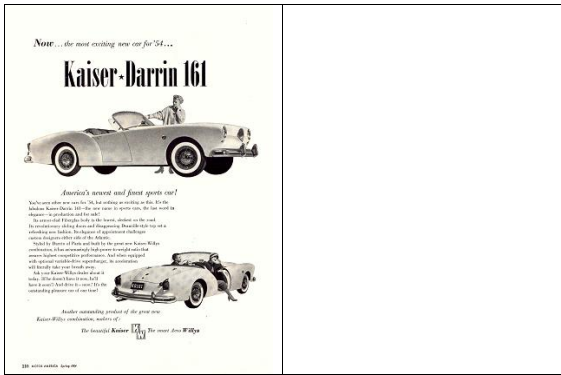
8 1/2 X 11

8 1/2 X 11

Color

Color

Color



Now . . . The most exciting new car for '54 Kaiser * KF54-12
Darrin 161

Desc...: Two views of the Darrin

Ver Magazine Containing Ad

1 Motor America

Issue Date

4/1/1954

Page#

110

Size

8 1/2 X 11

Color

B & W



The big change for 1954 You owe yourself a Kaiser KF54-13

Desc...: Red and Black 54 Kaiser

Ver Magazine Containing Ad

1 Reader's Digest

Issue Date

6/1/1954

Page#

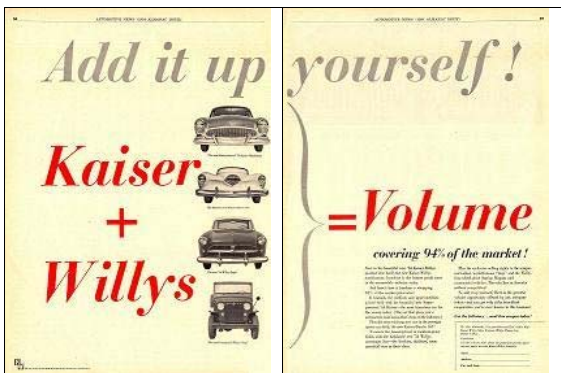
199

Size

5 X 7

Color

Color



Add it up yourself! Kaiser + Willys } = Volume KF54-14

Desc...: Picture of Manhattan, Darrin, Willys Eagle and a Jeep

Ver Magazine Containing Ad

1 Automotive News

Issue Date

4/26/1954

Page#

58

Size

11 X 14

Color

B,W & R