

Hudson Jet Economical, Good Design

The compact Hudson Jets for 1954 bring new standards of performance, luxury and safety to the low-price field. All '54 Jets have the newly developed "Instant Action" engine, plus economy and safety that makes an ideal family car. Women especially like the Jet for its ease of handling and short turning radius — only 19 feet, 10 inches.

Hudson Jet-Liner Introduced



New addition to the Hudson Jet series is the glamorous Jet-Liner, which brings new concepts of luxury and fine craftsmanship to the low-price field. Interior of the Jet-Liner is finished in antique-white Plasti-Hide with contrasting bolsters in choice of red, blue or green. It has

Hudson's "step-down" design with lower center of gravity and Monobilt body-and-frame construction. The Jet-Liner's "Instant Action" engine with Super Induction develops from 104 to 114 horsepower, depending on choice of equipment.

tion" engines with super induction, and the highest power to weight ratio in the light car field.

With all their added performance, the '54 Jets are economical. Their "Instant Action" six-cylinder engines are uncomplicated to design, inexpensive to maintain, and deliver unusual gas mileage.

The new Jets are built lower. Interiors are roomier with rear seat passengers having more than two inches of added leg room. Interiors

center of gravity, which permit the car to handle safely more power in relation to weight than any other car in its class. Outstanding durability and safety are provided by monobilt body-and-frame construction.

Like their higher-priced companion cars, the Hudson Hornets and Wasps, the 1954 Jets have flashing power response resulting from "Instant Action" engines with Super Induction. With a redesigned com-

bustion chamber, the new Jet engine uses fuel more efficiently, giving quicker acceleration throughout the driving range.

All Jet engines have oversize bearings and rugged construction of the Hudson Hornet's famed engine. Cylinder blocks are of chrome alloy for long motor life and minimum oil consumption. Due to their simple design, the Jet's in-line, L-head engine has fewer moving parts and wear points, which means lower upkeep costs.

The Jet's "Instant Action" engine has a compression ratio of 7.3 to 1 with cast-iron cylinder head, and 8 to 1 with optional aluminum

head. Premium fuel is not required. Bore is 3 inches and stroke 3 1/2 inches. Displacement is 202 cu. inches. The Jet engine develops from 104 to 114 horsepower, de-

pending on choice of equipment. Twin H-Power, Hudson's revolutionary multiple fueling system, is available as extra cost equipment for all '54 Jets. Combined with the

new "Instant Action" engine, Twin H-Power gives increased performance in every driving range. In the Jet, Hudson offers a compact car that is ideal for city driv-

ing and is equally at home on the highway at higher speeds. It is an "all-purpose" car, designed to fill every passenger car requirement. It has ample room for six passengers, plus economy and safety that makes an ideal family car. Women especially like the Jet for its ease of handling and short turning radius — only 19 feet, 10 inches.

Glamour that packs a wallop!

—in the fabulous Hornet, and two great companion cars at prices starting near the lowest!

Waiting and ready to thrill you is a Hudson Hornet, Stock-Car Champion. Or there are the Hornet's two glamorous companion cars: the Wasp and the Jet. Each has a new Instant Action Engine with Super Induction—the quickest act-

ing power you've ever seen. Because of Hudson's low center of gravity (due to exclusive "step-down" design) these are the smoothest, easiest handling cars imaginable. See us. Try a Hudson Hornet, for pure glamour that packs a wallop!



New lower price for this 1954 Hudson Hornet Hollywood Hardtop!

1954 HUDSON HORNET

The HORNET The WASP The JET

THREE OF A KIND... in Glamour, Performance and Quality

Standard trim and other specifications and accessories subject to change without notice

TOP VALUE
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TOP VALUE
WHEN YOU TRADE

*Optional at extra cost.

1954 CHRYSLER WINDSOR DELUXE SIX-PASSENGER SEDAN



New and colorful styling combined with outstanding engineering features mark the new 1954 Chrysler Windsor Deluxe series with a wheelbase of 125 1/2 inches and powered by the high-performance high-compression Spitfire 119-horsepower

engine. Driver control is increased through use of new anti-roll front suspension. They are available in 6-passenger sedan, club coupe, special Newport hard-top coupe, convertible coupe, Town and Country wagon and 8-passenger sedans.

Chrysler Official Points To Dealer Problems Of '54

The major task facing business in 1954 is the strengthening and rebuilding of American selling power.

1954 has been widely billed as a competitive year, but to be realistic business men must realize that to be a good year it must be a selling year.

This is something I believe needs to be discussed seriously, sincerely and often during the next few months. I think it is important because it has a lot to do with whether we use the year 1954 to strengthen our way of doing things in America or let it weaken us. Believe me, we do have a choice and fortunately, the choice is ours, not the choice of somebody else.

We should build up and spread confidence in business and the prospects for the great future ahead of this country.

To do this we should choose to use the competitive situation as a whetstone to sharpen our selling ability instead of allowing it to blunt and damage it.

Statistics show that 1954 has a lot of needs to fill but it seems equally true that the big question this year will not be can people buy but,

rather, can business persuade them to buy.

The job of business is to keep moving more and better things into the hands of more people. In the face of a tightening market and more pronounced competition, that movement is bound to become more difficult to maintain.

One of business' major contributions in 1954 can be to lead the way in presenting a true mirror of the benefits available from the new good things waiting to be bought.

To do this business people must learn more than ever about the product and its use, what people like most about it, and what previous objections to the product have been overcome in the new model.

Industry and advertising must develop even greater adroitness in presenting the product from the customer's viewpoint by determining and putting to greater use the appeals that will be most effective in influencing people in favor of the product. Such advertising must be built around such basic virtues as honesty, sound thinking and sincere conviction.

Confidence in our strength, in

our ability to keep on making progress, to continue to maintain and still improve the highest standard of living in the world is the key to continued business success.

Confidence is one of the strongest forces we know about. Yet confidence is actually nothing more than a state of mind. And that's good because we can do something about that.

As realists, business people must look at both sides of the picture. If the concentration is on the negatives business is bound to get shaky and lose strength. But if business men spend most of their time looking in a positive direction, they gain the lift and strength that comes from confidence.

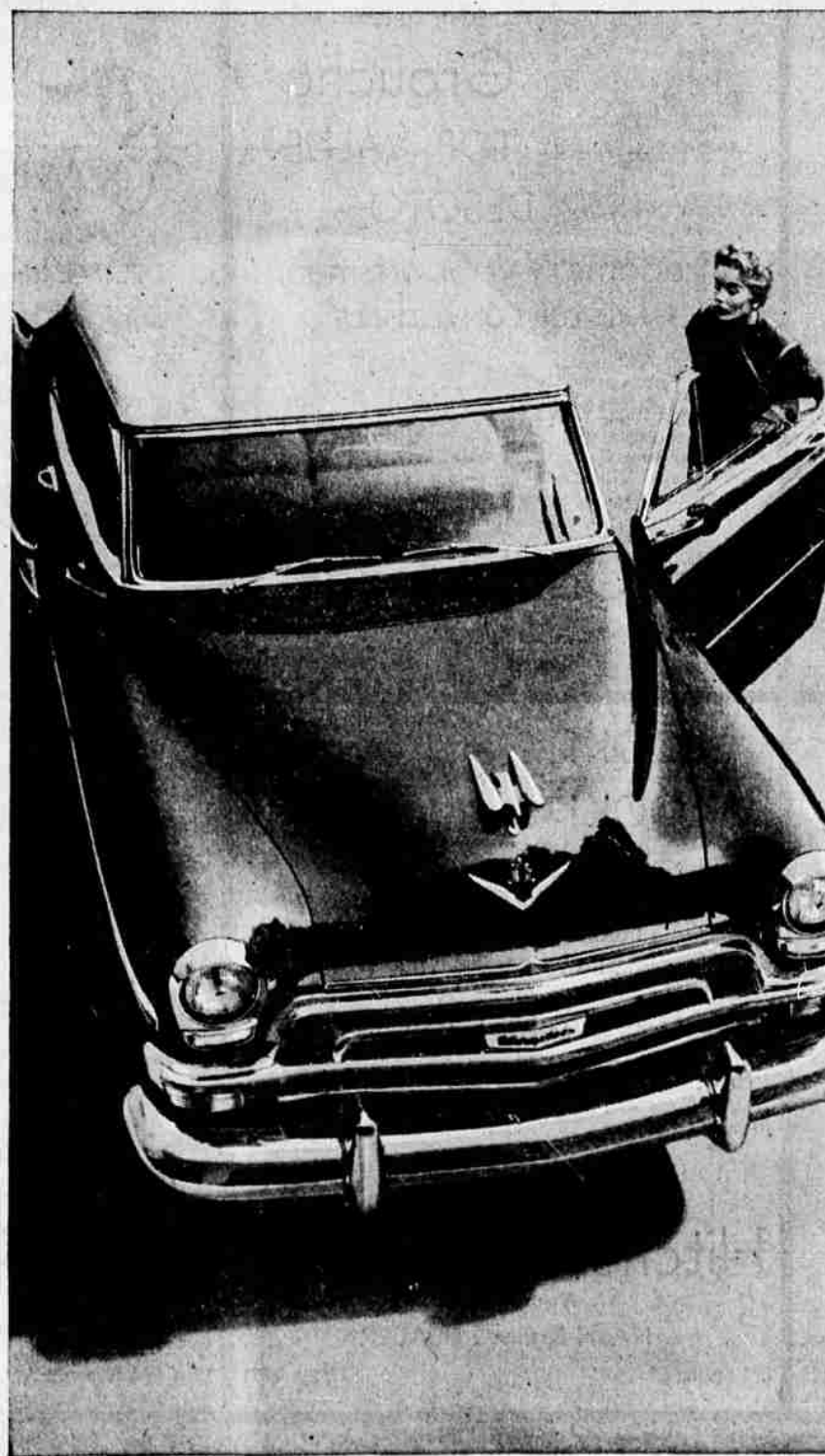
If we want progress we have to be confident. By spreading confidence in 1954 we will be helping to free up buying, by bringing otherwise reluctant purchasers into the market. We will be keeping sales curves from slumping, helping to maintain strong and healthy distribution channels for our 1954 output, and contributing to the nation's prosperity.

Our greatest job right now is to build up and spread the feeling of confidence wherever and whenever we can. We do that by our decisions, by our actions and even by our day-to-day conversation. We do it by pushing forward instead of pulling back in an increasingly competitive market. We do it by sharpening every ability we have to meet whatever new demands and overcome whatever obstacles block our path.

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