

Meet America's **smartest** new car!

Kaiser-Frazer's

Henry J

receives the famous

Fashion Academy Gold Medal Award

Gold medal smartness!

Built for those who appreciate the ultimate in smartness! Beauty already hailed by millions... now officially recognized as supreme! The roomy front seat of the Henry J provides living-room comfort... its double-purpose interior affords luggage space so large it exceeds that of the biggest sedan trunk!

Gold medal performance!

Built for those who demand the best in performance! Its Superblock Engine (Henry J... 4 cylinders, Henry J DeLuxe... 6 cylinders) gives you faster getaways, more responsive power. Its short turning radius, Triple-Control Steering and constant brakes make it the perfect car for today's hectic conditions... the ideal car for the top life!

Gold medal economy!

Built for the budget-wise, too! The Henry J has the lowest cost, lowest down payment, lowest monthly payments of any full-size car in America. And it gives you up to 30 to 35 miles per gallon! Lower maintenance... repairs... operating costs. Save money every mile with the smart, tough, thrifty Henry J!

Build to Beat the Best on the Road!

The Henry J costs less to buy... less to drive... less to maintain!



The Henry J starts at \$1299.
Excludes tax, license, title, and delivery. Dealer sets actual price. Dealer's price may vary. See your Henry J dealer for complete details.

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Fashion Academy Gold Medal Award

For its "fine design."

For its "smart fashion appeal."

For its "splendid mechanical construction."

For its "superb performance."

For its "impeccable economy."