



The Henry J... Budget "magic" for fleet operators

# Kaiser-Frazer's Henry J

## New Answer to Today's Fleet Car Problem

*Many large national fleet operators, concerned over rising costs, will find the timely solution in the Henry J... Today's Most Important New Car in America*

If you are one of the thousands of fleet car operators whose biggest headaches occurred by today's rising costs and the possibility of a 3¢ to 5¢ per gallon additional tax on gasoline, the answer to your problems may be Kaiser-Frazer's smart new Henry J.

Because of its background of successful experience, plus the widespread acceptance of the Henry J, Kaiser-Frazer is rapidly becoming a leading supplier of cars to the economy-minded fleet buyer.

### Low cost per mile

In spite of price hikes elsewhere, and Regulation W everywhere, the Henry J lays good claims to the lowest cost, lowest down payment and lowest monthly payments of any full-size car in America. Any car of comparable size and comfort costs from \$104 to \$533 more.

Henry J users can expect to save up to \$95 a year on gasoline. Its new Super-

sonic Engines (choice of 4 or 6 cylinders, with overdrive available) deliver up to 30 to 35 miles per gallon, actually less than 1¢ a mile.

Tires actually run farther. An estimated 20% longer tire life reduces costs per mile, saves up to \$20 a year on tires. Further savings are realized through proven lower maintenance (up to \$50 a year) and lower repair bills. Plus other savings on license costs, fees and taxes which save up to \$60 more!

Thus an operator with a fleet of ten cars can expect to save up to \$7,660 the first year, based on initial cost and total mileage of 10,000 miles per car. That's more than the cost of five additional Henry J's.

### Relates to buyers

Still further relief for fleet buyers is administered by Kaiser-Frazer through a unique, dollar-saving cash rebate

plan. No other passenger car manufacturer makes such an offer.

Any operator who adds five or more Henry J's to his fleet qualifies for this volume purchase rebate. The amount refunded runs from 1% to 3% of the purchase price, depending on quantity ordered.

All rebates are retroactive to date of first purchase and payable at the end of the buyer's fiscal purchase year.

Henry J fleet owners also enjoy the advantage of buying Kaiser-Frazer parts at the wholesale trade discount. Ample inventories are carried by more than 3,000 distributors and dealers.

### Perfect Fleet Car

The smart styling of the Henry J reflects the good taste of the most fastidious fars. Its spirited action, ease of handling, comfort and safety suit the busiest man-about-town. A handy double-purpose interior provides more luggage space than the largest sedan trunk.

Its powerful, thoroughly proven Super-sonic Engines have fewer pounds per horsepower to move, less inertia to overcome, are more compact. Large brakes have fewer pounds per square inch of braking surface to control. The result is longer life and more actual operating economy than any other full-size car in America.

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**\$1299**, including in-Wash. Tax, with Federal tax paid. Price subject to change without notice. In five major groups, other steps, models, and dealer's price available. Also subject to change without notice.