

How do owners like the Henry J?

97% indicate a desire to own

another *Henry J*

As reported to Floyd Clymer, noted automobile authority who recently conducted a nationwide survey for "Popular Mechanics Magazine" to find out what the owners—who are the best judges of any car—think about the Henry J!

63 Henry J Coupe, with wheel covers optional.



And here are the very good reasons why...



Up to 30 miles a gallon

You're really on "Easiest St."—with as little as a penny a mile to pay for gas! And the Henry J Superpower Engine is as lively as it's durable—with new "Wanderburg" ignition... "Julow" "Flex" timing... and "Jet-Away" pickup (taken by 99% of its owners) for fast performance in any weather! No wonder the Henry J has 48,000 satisfied owners today!



Sports-styled beauty

Roomy enough for six—and luggage—the Henry J is one of the handsomest cars on the road—inside as well as out! With rich "Color Ensemble" interior styling... "Comfort Cushion" seats... available Vinyl upholstery! (No need for overly neat drivers!) No wonder so many owners love the Henry J—it looks like a smart car. It drives like a smart car. It is a smart car!



Lowest-priced, full-size car

Saves you hundreds of dollars in price alone, hundreds more in lower costs for gas, oil, insurance, taxes and maintenance! At such as \$400 (just 1951) less now! (Usually more than its cost down payment!) Many owners furnish their homes... enjoy vacations with what they save with their Henry J—the car that lets you live in style and comfort on "Easiest St." many thousands of miles.



Perfect for today's traffic

Modern-sized, the Henry J fits in spaces other cars just won't! Handles the easiest, drives the easiest, parks the easiest of any car on the road! 95% of its owners stay in the 1953 city in handling ease, 97% like everything about it—so much they plan to own another! See the Henry J at your Kaiser-Frazer dealer—see why its owners say it puts you and your family on "Easiest St."

Drive the Henry J... get on "Easiest St." \$499, Federal taxes included

Only freight and local taxes extra.

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