

t h r i f t y

t o u g h

s m a r t

The most important
new car in America

The
Henry J.

The most important new car in America

*Smart
tough
thrifty*



The broad hood and windshield, the convertible doors and
up-swept rear fenders are striking features found only in the
world's modern cars. The MERCURY 1 is not over . . . modern good
looks with metal, woodgrain and conversions. By far the best
combination on wheels of comfort, toughness and thrif!

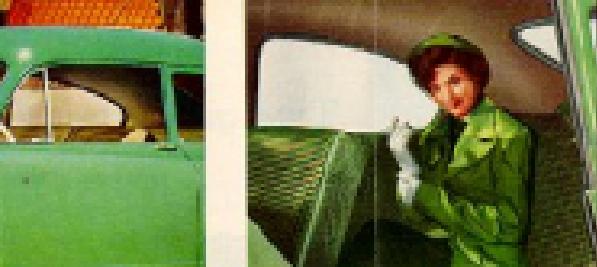


*On Market Day Take The **Henry**.*

It's easy to drive, easy to park in tight spaces. And save for the children room in the rear for a month's family supplies.

*Save Easy Way In The **Henry**.*

You'll probably save the low down payment of the **HENRY J** in the first two years. You get up to 20 miles per gallon—40 extra miles for every quarter dollar, compared to other full-sized cars. Compared with the average car, every other mile is free with the **HENRY J**.



Roominess with Double Use!

The family's away
in the **HENRY J**.

There is room and room to back—with room to spare! Behind the rear seat there's 19 cubic feet of luggage space—more than in the trunks of many expensive cars!

*Carrying Goods for Work or Play . . . TWICE as many in the **HENRY J**.*

The rear seat back folds forward and becomes part of the floor—giving 51 cubic feet of carrying space for business or pleasure equipment and a safe place for children. Twice as much room as in any sedan trunk!



*Shopping Today! Take The **Henry**.*

You'll be the object of envy at the doors of the smartest shop—your friends will have the money counter at ready with you who sees you drive.

*Take Your Holiday In The **Henry**.*

Make it a family vacation... Huge luggage room . . . brightening windows . . . parlor car comfort. Luxury travel at last cost than ever before!



The car for professional people, teachers, comedians, reporters, government employees. In more countries, more drivers choose the **HENRY J** than any other car.

t h r i f t y

tough

Tough as an Ox
nimble as a Kitten!



1. Front wheel weight, 9 oz.
each
 2. Delco lead-acid battery
 3. 40-watt incandescent lamp
 4. Oil tank, oil cleaner, hoses and
5. Major front-mounted tools
 6. Skid-steer, auxiliary shock - 500
pounds
 7. Interlocked hydraulic system
with two hoses
 8. Continuous "H" track slot or
shoeless plates
 9. Two-track, low slant steering
wheel
 10. Double-wheel cylinder system
blocks open. Overcomes lever
moment condition
 11. 30-in. track, popular and
affordable, hydraulic, 4-
skid-steer
 12. Rear track, distance equal
to front "H"
 13. Skid-steer rear tire
 14. Heavy-duty gear box
 15. Diesel engine (170-hp) and
constant torque
 16. Backhoe-booster water pump
 17. Wheelbarrow - 100 tonnes

The HENRY 3 is built for people who care not in the least of finding it their core away low gear! The heavy Double-Channel Frame is reinforced like a steel bridge. Gear under a Hypoid-gearred as in the most expensive cars. You get up to 30 miles a gallon from a quiet, suspension. Independent front choice of 4 or 6 cylinders! The HENRY 3 leaves home fast, runs usually powerful... lower operating cost, longer maintenance, lower insurance, lower repair bills!

ZUSAMMENFASSUNG Die Ergebnisse der Untersuchung zeigen, daß nicht die sozialen Abstände, sondern andere soziale und politische Faktoren, wie z.B. die soziale Mobilität, die soziale Segregation und die soziale Distanz, eine größere Rolle für die soziale Segregation spielen.

ACCESSORIES

Two great new Supersonic Engines



THE SUPER SONIC "Q"

A broad-range engine for the HEMI® V-8. Worldwide famous 1-horsepower fuel economy, high compression engine that gets maximum power from every drop of gasoline. Longer life...lower oil consumption! All the great advantages of Supersonic up to 30 miles per gallon...lower spark plug...lower valves to ground...lower costs of owners used.

Imagine up to 30 miles per gallon!



THE SUPER SONIC "B"

Another Supersonic 1-horsepower compression engine, with lightning ignition and compressed power for highway driving. Like the "Q", it runs quickly at a much more constant fuel...with amazing high mileage under normal driving conditions. With 30 horsepower and an unusually high ratio of power to car weight, the Super sonic "B" gives the HEMI® V-8 the kind of performance that's truly exhilarating.

For Thrifty Performance and Safety



1. Overdrive—gives 10 extra miles per gallon, cuts down maintenance costs.
2. Hose. A hoses soon withstands 1000 pounds, stretches when you need it, and will prevent rattles.

For Smartness and Appearance



1. Whitewall tires—give the distinctive appearance look.
2. Bumper guards—protect bumper, fenders and parking—will never go flat.
3. Wheel covers—reduce scratches, give beauty and elegance to the whole car.
4. Mats, curtains and wood trim strips are also accessories in preference and.

For Your Comfort and Convenience



1. Push air heater and defroster unit which come complete with its own heater system.
2. Bell—a "ring" to tell you what another vehicle may be approaching.
3. Horns are also popular and necessary, as to do police when necessary or fire.
4. Electrical signal cars noise at night prevents the running of your engine to keep

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A statement by Henry J. Kaiser

Chairman of the Board
Kaiser-Frazer Motor Corp.

Your Kaiser-Frazer dealer has ready for you to see and drive, what we believe to be the most important car that America has produced since the automobile became a necessity of daily living.

It fits the needs, the wants, the purchasing power of all Americans as no other car has done in the last ten years.

It is rugged. It has outstanding maneuverability, handles and parks easily, and is powered with new Superomatic engines which deliver up to 30 miles to the gallon.

Our new low-priced car fits the full, growing proportions to which Americans are accustomed. We have given it the best combination of performance, comfort, styling and economy of operation.

It is the car that you and every American family can afford to buy, to operate, to maintain... and be proud to own.



The low-priced car for America was obviously ready for KODOT. For a automobile which carried the ideals of thousands of Americans. Based on those of Henry J. Kaiser, it represents the evolution of one of the great industries... to build a car that will serve America long and durably, and which can fit every income level, one which is both one item the customer should own or get.