

The most important
new car in America

The

Henry J

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The most important new car in America

*Smart
tough
thrifty*



The broad hood and windshield, the extra-wide doors and
upright rear seatless are styling features found only in the
world's coolest cars. The **MUSTANG** is a car . . . modern good
looks with extra usefulness and convenience. By far the best
combination in wheels of smartness, toughness and thrif!



On Market Day Take The *Henry*

It's easy to drive, easy to park in tight spaces. And safe 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* in the first two years. You get up to 30 miles per gallon — 40 extra miles for every quart of gas, compared to other full-sized cars. Compared with the average car, every other mile is free with the *HENRY*!



Carrying Space (or Want or Play . . . TWICE as much) in the *HENRY*!

The rear seat back folds forward and becomes part of the floor—giving 21 cubic feet of carrying space for luggage, or pleasure equipment and a safe place for children. Twice as much room as in any other trunk!

Roominess with Double Use!

The family's way in the *HENRY*!

Three in front and two in 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!



Shopping Today! Take The *Henry*

You'll be the object of envy as the focus of the envious glances . . . your friends will love the roomy comfort of riding with you when you drive.

Take Your Holiday In The *Henry*

Make it a family vacation. Huge luggage room . . . skylighting windows . . . perfect car comfort. Luxury travel at less cost than ever before!



The car for professional people, teachers, ministers, farmers, government employees. Large engine, available machine for economy.





Tough as an Ox
nimble as a Kitten!



1. Ex. and title plates, 9" space
2. Hydraulic hand brakes
3. 50 horsepower liquid engine
4. Oil bath, oil change (easy and safe)
5. Magn. hand controlled carburetor
6. Slugs, dry-pipe shock—25" clearance
7. Interlocked, non-adjustable steering hand cone
8. Conventional "M" gear shift w/steering column
9. Two-piece, non-slip steering wheel
10. One Action's safety system—brakes open (throttle) immediately exhausts
11. 20 inch safety popper seat
12. Self-watering, hydraulic wheel lock
13. Rear shock absorbers spaced at 10" intervals
14. Silver plated rear axle
15. 13.5 inch axle hub
16. 20 inch wide—17.5 inch diameter—tires w/ bumpers
17. 20 inch diameter, meter, 4.0 liter
18. Wheelbase—150 inches

19. Long, soft leaf springs
20. Double bearing universal joints
21. Double shock, low type lower
22. Buffer limit chain to coast and stop
23. Low pressure 200 x 15 tires
24. Synchro, variable hand control
25. Synthetic type hydraulic shock absorber front and spring
26. Rubber-covered, expansion wheel lock
27. One piece, compressed stamped front end cone
28. Conventional fuel pump
29. Double front air shock w/variable control
30. Cast steel hand, variable brake drum

The HENNY 1 is built for people who care not in the least of finding in their cars away how good! The heavy Double-Chrome Frame is reinforced like a steel bridge. Four wide, Hypoid-gear axles in the rear expensive run. You get up to 30 miles a gallon from a quart, depending on your engine (choice of 4 or 6 cylinders). The HENNY 1 means lower fuel cost, lower monthly payments... lower operating cost... lower maintenance, lower insurance, lower repair bill!

Excess Power Motor Equipment Company, 100 South 10th Street, Minneapolis, Minnesota 55402. Inquiries, orders, literature, financing, parts, accessories, and service, see Yellow Pages under "Motors."

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Two great new Supersonic Engines



THE SUPERSONIC "4"

... a breakthrough engine for the HEMI J
 8, with advanced 1.6:1 compression, full
 speed, high compression engine that gets
 maximum power from every drop of gaso-
 line. Larger (like a 4) (without the cost!)
 All the best advantages of 4 cylinders up
 to 20 cubic feet per gallon... lower spark
 plugs... lower valves to grind... lower
 costs of every part.

Imagine up to 30 miles per gallon!



THE SUPERSONIC "6"

... another breakthrough 1.6:1 high com-
 pression engine, with lightning valves
 and cap screws for highway racing.
 Like the "4", it runs quietly as a watch
 on wheels too... with amazing high
 mileage under normal driving conditions.
 With 60 horsepower and an excellent high
 mile-a-gallon power to its weight, the Super-
 sonic "6" gives the HEMI J the kind of
 performance that's truly unduplicated.

ACCESSORIES

For Thrifty Performance and Safety



1. **Orbitron**—brake linings with extra long life, 100,000 miles with maintenance-free.
2. **Wash**—A special soap with cleaning power speeds auto-cleaning when washing car inside, yet with pleasing perfume.

For Smartness and Appearance



1. **White sidewall tires**—give the distinguished appearance look.
2. **Bumper grille**—protects the car's grille and parking—add another good look.
3. **Wheel discs**—elegant sparkle gives beauty and elegance to the whole car.
4. **Narrow, slatted steel wheel rim**—step out into modernism, refinement and...

For Your Comfort and Convenience



1. **Fresh air filter** and **deodorizer**—giving your contact with air means more enjoyment.
2. **Balls**—"add" to your car's wheel another smooth, sure, no-sidetrack.
3. **Arm rest**—add another useful feature, get a done job when driving the car.
4. **Directional signal**—extra power to grab attention, warning of your intention to turn.



The new Kaiser car for America was shockingly
cheap. The HIGG is a revolutionary motor named by
the Division of Technology at Aerobatics. Based on knowl-
ed Henry J. Kaiser, it represents the evolution of one
of the great vehicles... to build it and that each
engine has to have... to fast every
... and should to accept one from the
... as a HIGG-5000 car.

A statement by Henry J. Kaiser

Chairman of the Board
Kaiser-Frazer Sales 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 fills the needs, the wants, the producing
power of all America 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 Deperoxin systems which deliver up to
30 miles to the gallon.

Our new low priced car has the full, greatest
proportions to which Americans are ac-
customed. 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 main-
tain... and be proud to own.

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