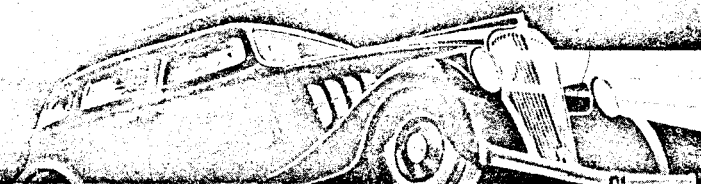


1933



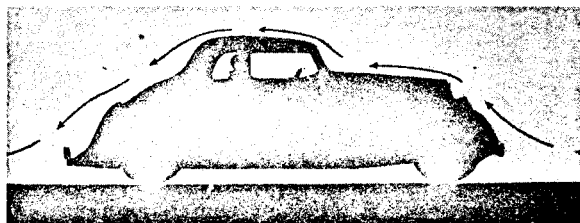
THE NEW ERA CAR

WILLYS 77



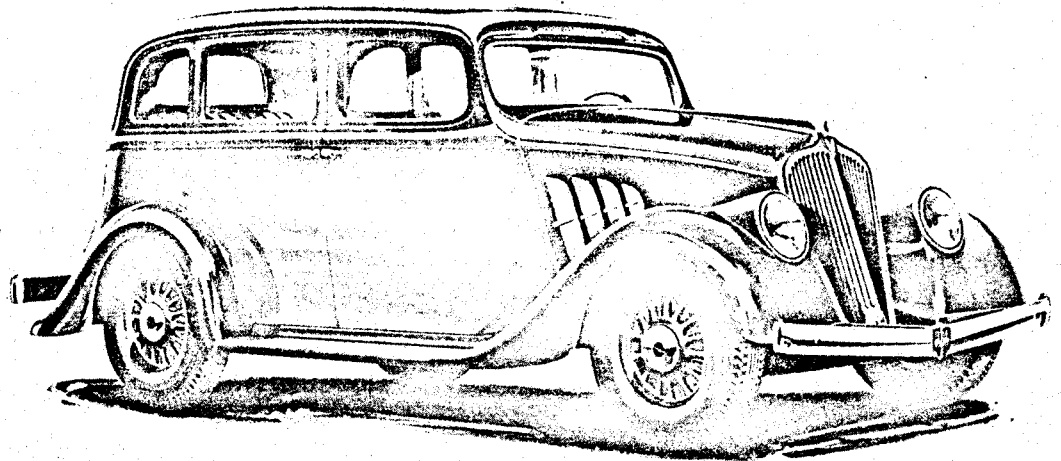
*This car is new
from bumper to bumper!*

John T. Willys

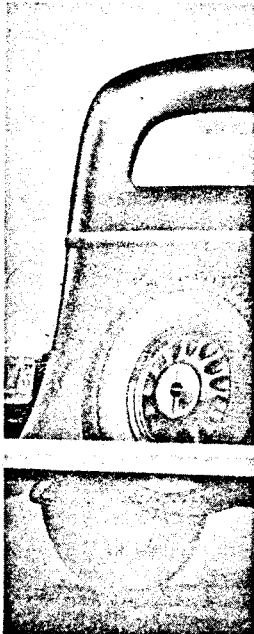


● The design of the new Willys 77 is full streamline from front to rear—low, graceful, sweeping lines and smoothly rounded contours. The new fashion is further evidenced in the shrouded fenders, sloping hood and the headlamps in the front fenders. The chassis and under-mech-

anism are completely concealed. Streamline design greatly reduces wind resistance by eliminating air pockets which retard speed. Frontal air pressure is split instead of pushed; side winds are deflected over the body. The spare wheel, at rear, is recessed, completing the streamline motive.

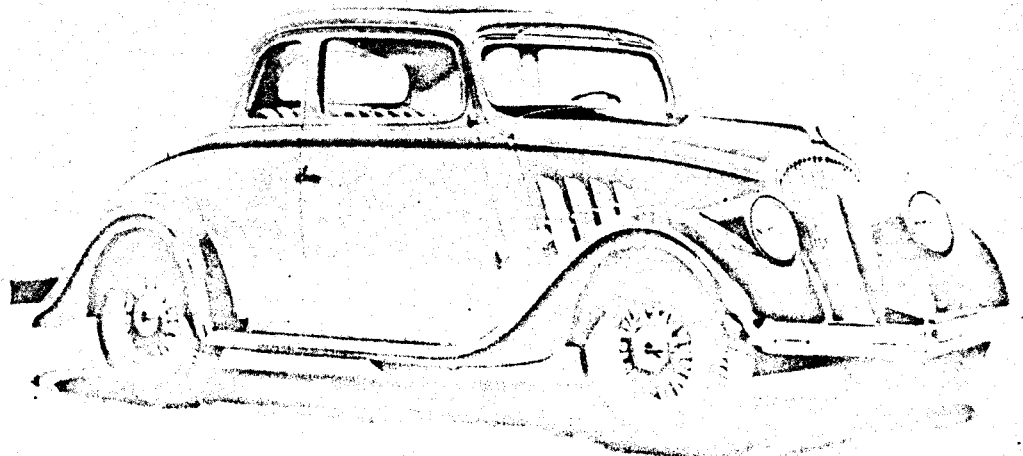
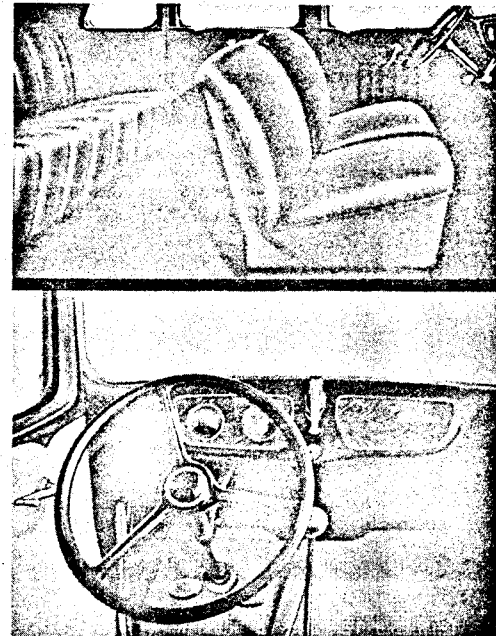


NEW WILLYS 77
CUSTOM SEDAN



EXTERNAL BEAUTY MATCHED BY INTERIOR LUXURY AND ROOMINESS

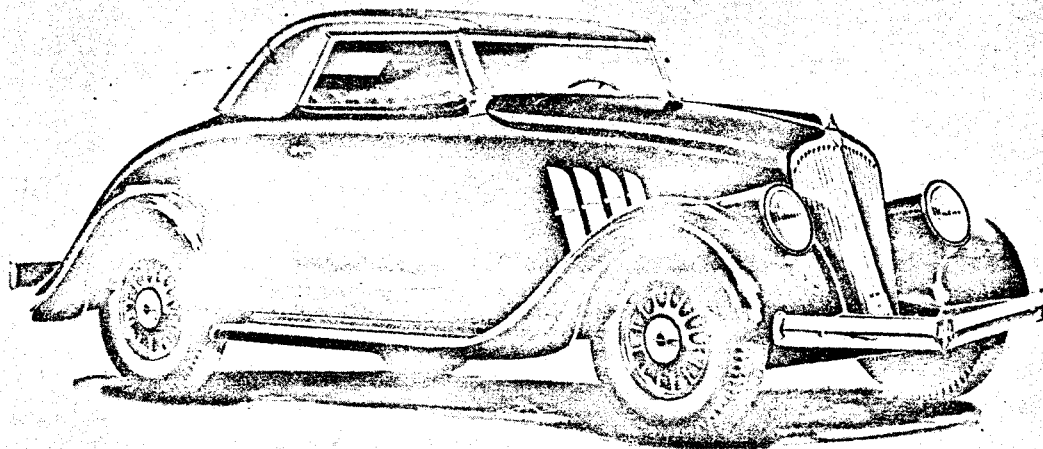
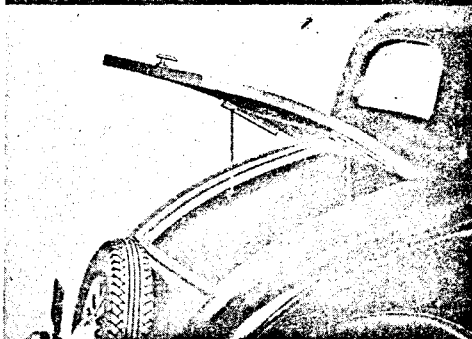
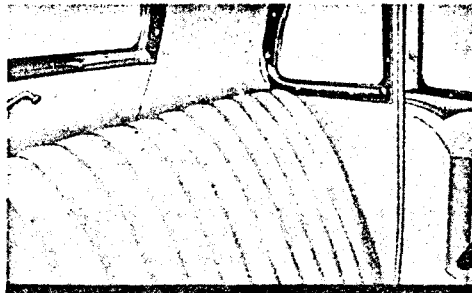
● At the left is shown the rear of the new Willys 77 Custom Sedan. Note how the smooth streamlined contour runs from the rear upper corners clear down and past the extreme end of the frame. Further to reduce wind resistance, as well as to preserve beauty of outline, the spare wheel is fitted into a recess in the back of the body. At the right, the upper illustration is the interior of the new Willys 77 Sedan. There is plenty of head room, leg room and elbow room for four adult passengers. Both front and rear seats are wide and deeply cushioned, with backs tilted at the correct angle for maximum comfort. The lower view shows how the dials on instrument panel are clearly visible from the driver's seat. Instruments include speedometer, fuel and oil gauges. In the right side of the panel is a lined compartment for small packages.



NEW WILLYS 77
CUSTOM COUPE

**COMFORT AND CONVENIENCE TO A DEGREE
UNUSUAL IN A LOW-PRICED CAR**

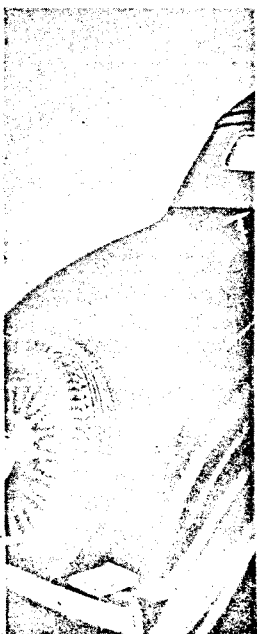
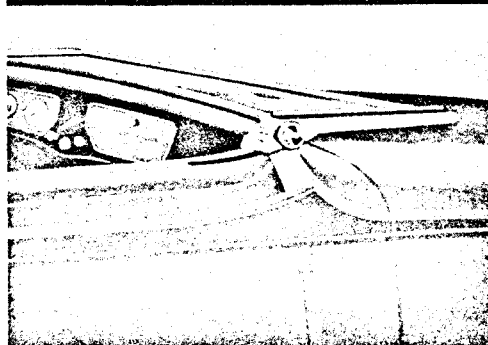
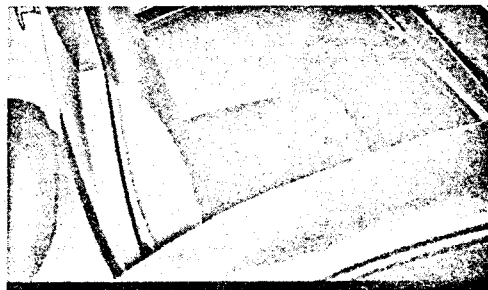
● In its arrangement and appointments, the new Willys 77 introduces to the low-priced field an advanced idea of comfort and convenience. The upper illustration at the right shows the interior of the new Willys 77 Coupe. It is a spacious, comfortable compartment, with a wide, deeply upholstered seat. The upholstery fabric is of fine quality, pleasing in texture and color. The lower illustration at the right shows the roomy luggage compartment under the rear deck of the new Willys 77 two-passenger Coupe. The four-passenger model has a large rumble seat in the rear, which is pictured at the left. Even in this body type, you will notice how the spare wheel is skillfully fitted into a recess in the back of the body, to lessen wind resistance and to preserve symmetry. The Coupe is one of the smartest models in the new Willys line.

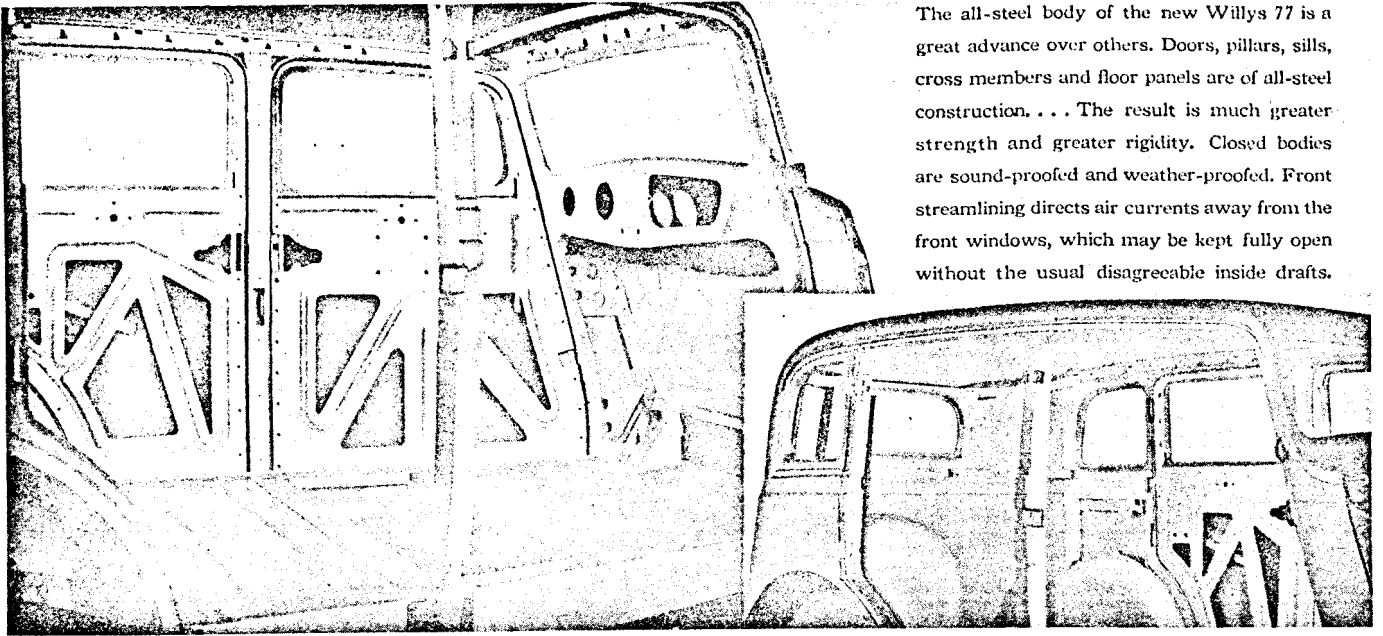


NEW WILLYS 77
CONVERTIBLE ROADSTER

**LOW FIRST COST COMBINED WITH
EXTREMELY LOW UPKEEP**

● The motoring public has never before been offered a standard car which costs so little to buy, to operate and to maintain as the new Willys 77. It is a car priced to meet lowered purchasing power—and in accordance with the general lowering of other commodity prices. Scientific design and rugged construction insure long life and dependability, with repair and upkeep costs reduced to a new minimum. The car will travel between 25 and 30 miles on a gallon of fuel. It is amazingly versatile in performance. Top speed is more than 70 miles an hour. It has lively acceleration and remarkable power on hills. It has a turning radius of 17 feet. At left: rear view of the new Willys 77 Convertible Roadster. Upper right: roomy rumble seat for two passengers. Lower right, front seat, showing how the new windshield lies flat, pointing forward.

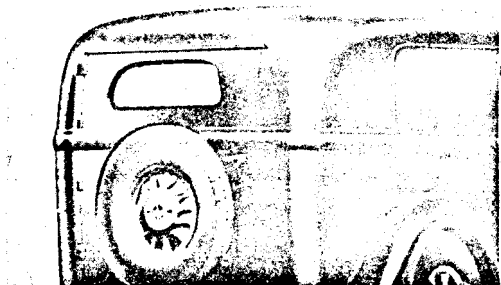
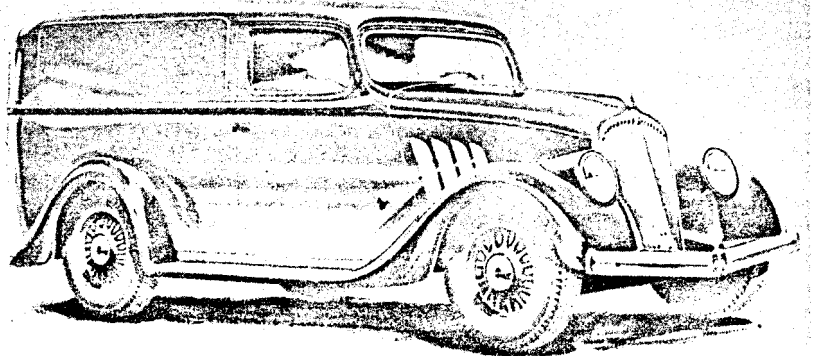
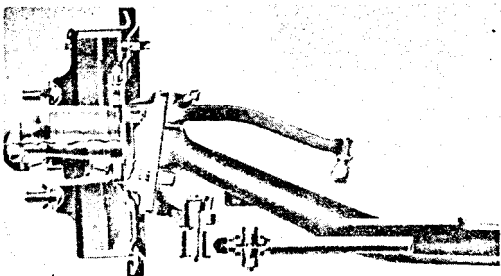
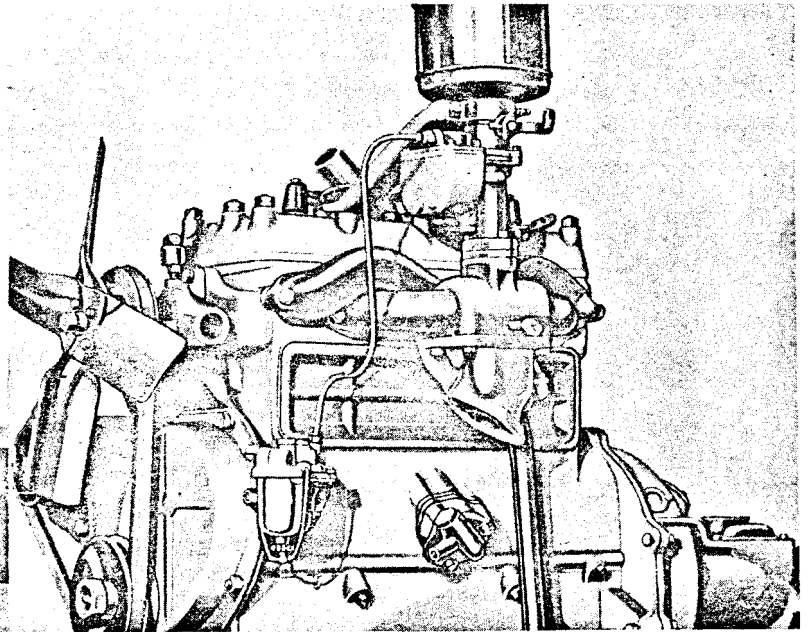




The all-steel body of the new Willys 77 is a great advance over others. Doors, pillars, sills, cross members and floor panels are of all-steel construction. . . . The result is much greater strength and greater rigidity. Closed bodies are sound-proofed and weather-proofed. Front streamlining directs air currents away from the front windows, which may be kept fully open without the usual disagreeable inside drafts.

PATENTED FLOATING POWER

The new Willys 77 is the very lowest-priced car with Patented Floating Power—the greatest step forward toward eliminating motor vibration. The engine is mounted on trunnions of rubber, front and rear. To the right of the engine is the torque arm—a bracket provided with a third rubber mounting, by which the torque or side movement is thoroughly absorbed. Below is illustrated the Float-O oil system—a notable advance, as it only allows the cleanest oil to go to the moving parts.



ABOVE: The front axle is notable for unusual torsional strength.
AT LEFT: Showing how Panel Delivery door holds spare tire.

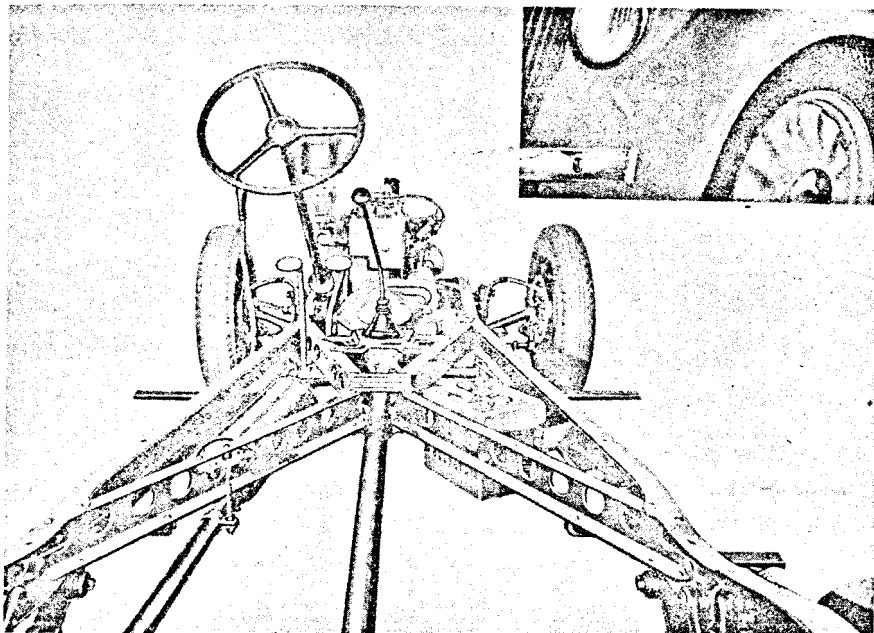
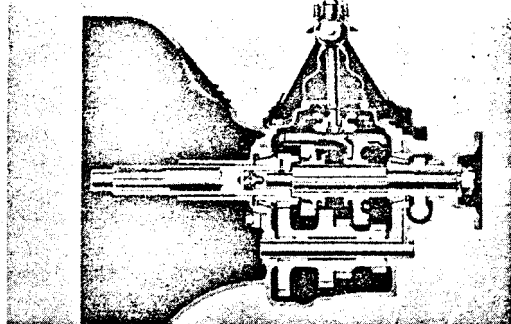
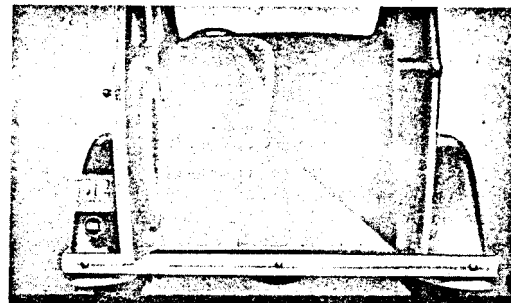
The new Willys 77 Panel Delivery, with its modern streamline design, well reflects the prestige of the business in whose service it is used. The body is one of large capacity, and the wide rear door facilitates loading and unloading. Many important engineering advantages insure long life, dependability and economical operation.

**TRIM, SMART APPEARANCE COMBINED WITH PERFORMANCE THAT
MEANS BETTER SERVICE AT LOWER COST**

Quick delivery of orders creates satisfied customers—a necessity if clientele is to be increased. The Willys 77 commercial units fill a long needed want . . . speedy, low cost delivery of orders, increasing the merchant's turnover and actually saving money over cost of using heavier vehicles in similar service. The Willys Model 77 permits the field of sale to be broadened. New customers at more distant points can be catered to . . . To the travelling salesman the Willys 77 panel delivery offers greater capacity for samples,

and personal luggage . . . Body dimensions are generous, as follows: . . . Inside length, from the back of the front seat (forward position) to the inside rear door, 60 $\frac{3}{4}$ inches at the belt . . . Inside width at the belt, 43 $\frac{3}{4}$ inches . . . Inside width at floor, 40 $\frac{1}{4}$ inches . . . The width of the rear door opening is 35 $\frac{1}{4}$ inches at the belt; the height of the rear door opening, from the floor to the header, is 36 inches. Commercial car owners are certain to be pleased with the low operating expenses of the Willys 77 delivery units.

Single plate clutch; selective sliding gear transmission.



BELOW: New double-drop "X"-type frame of the Willys 77 is the latest development in modern frame design. It is also strongly reinforced at the front end. A frame of this construction is stronger in torsion than any other type built.

ABOVE: The inclined headlamps of the new Willys 77 being integral with the fenders, aid streamlining . . . they can be readily focused . . . their lower position insures less road glare than from the old style higher set lamps. Dimming and bright lights are controlled by a foot switch . . . parking lights by a switch located on the instrument panel.

CONDENSED SPECIFICATIONS OF MODEL 77

POWER PLANT—Engine, four-cylinder, L-head type. Cylinder bore 3 $\frac{1}{8}$ inches. Stroke 4 $\frac{1}{8}$ inches. Piston displacement 134.2 cubic inches. N.A.C.C. horsepower rating 15.63; actual horsepower, 48 at 3200 r.p.m. Compression ratio 5.13 to 1.

ENGINE MOUNTING—Patented "Floating Power" with clutch pedal, brake pedal and hand brake lever mounted independent of power plant.

ENGINE LUBRICATION—Full pressure to crankshaft bearings, connecting rod bearings, camshaft bearings and timing chain. Direct spray to other engine parts. Float-O floating type oil intake. Capacity 4 quarts.

COOLING SYSTEM—Cellular type radiator. V-type radiator grille. Concealed filler pipe. Pump circulation. Centrifugal type pump in unit with fan. Four-blade fan.

CLUTCH AND TRANSMISSION—Single plate dry disc clutch. Three speeds forward, one reverse.

FRONT AXLE—Reverse Elliott type, heat-treated I-beam section. Timken roller thrust bearings and bronze bushings on steering knuckles.

REAR AXLE—Semi-floating, unit center type. Rear axle ratio 4.3 to 1. Differential on Timken taper roller bearings. Axle shafts removable with Timken taper roller bearings. Spiral bevel ring gear and pinion, nickel alloy steel.

STEERING GEAR—Worm and sector, semi-irreversible type, ratio 12 to 1. Turning radius, 17 feet.

IGNITION AND LIGHTING—Battery, USL 6-8 volt, 11 plate, 96 amperes. Starting motor, Auto-Lite; Generator, Auto-Lite; Head lamps, tilt-beam parabolic type. Parking light bulbs. Combination tail and stop light. Dash light, indirect. Fully automatic spark advance.

BRAKES—Four-wheel, Bendix duo-servo internal expanding, two-shoe type, self-energizing. Total braking area 134 square inches.

CHASSIS—Frame, double drop X-member type. Overall length, bumper to bumper, 156 inches.

WHEELS—Disc type. Spare wheel mounted at rear.

FUEL SYSTEM—Gasoline tank at rear. Mechanical fuel pump and filter. Gasoline gauge in instrument panel.

CONTROLS—Horn control at center of steering wheel. Throttle and choke controls, ignition lock on instrument panel. Head lamp beam controlled by foot switch.

EQUIPMENT—Hydraulic shock eliminators front and rear. Non-glare windshield. Remote door controls. Safety type steering wheel. Sound and weatherproofed bodies. Gasoline filter. Automatic windshield cleaner. rear view mirror. dome light (Sedan). Foot pedals and treadle type accelerator rubber covered. Cowl ventilator. Hood ventilating doors. Rear window adjustable in Coupe. Concealed door check straps. Rear window curtain. Bumpers and safety glass at extra cost. Key for ignition and door locks. Tools.



For a period of ninety (90) days from date of purchase or until the car has been driven 4000 miles (whichever occurs first), if any part should have to be replaced because of defect or faulty workmanship, the replacement is effected by any authorized Willys-Overland dealer in the United States, without charge to the owner either for parts or for labor. The policy also provides for inspections and adjustments during the warranty period which will be furnished by the dealer selling the car, at no cost to owner except for lubricants. We want owners satisfied.

NOTE: We reserve the right to change prices, colors, and other specifications without notice.

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Willys-Overland, Limited, Toronto, Canada

Willys-Overland Crossley, Limited, Stockport, England
Willys-Overland Crossley, G. m. b. H., Berlin, Germany

Printed by The Caslon Co., Toledo, Ohio, U. S. A.