

*Save half*

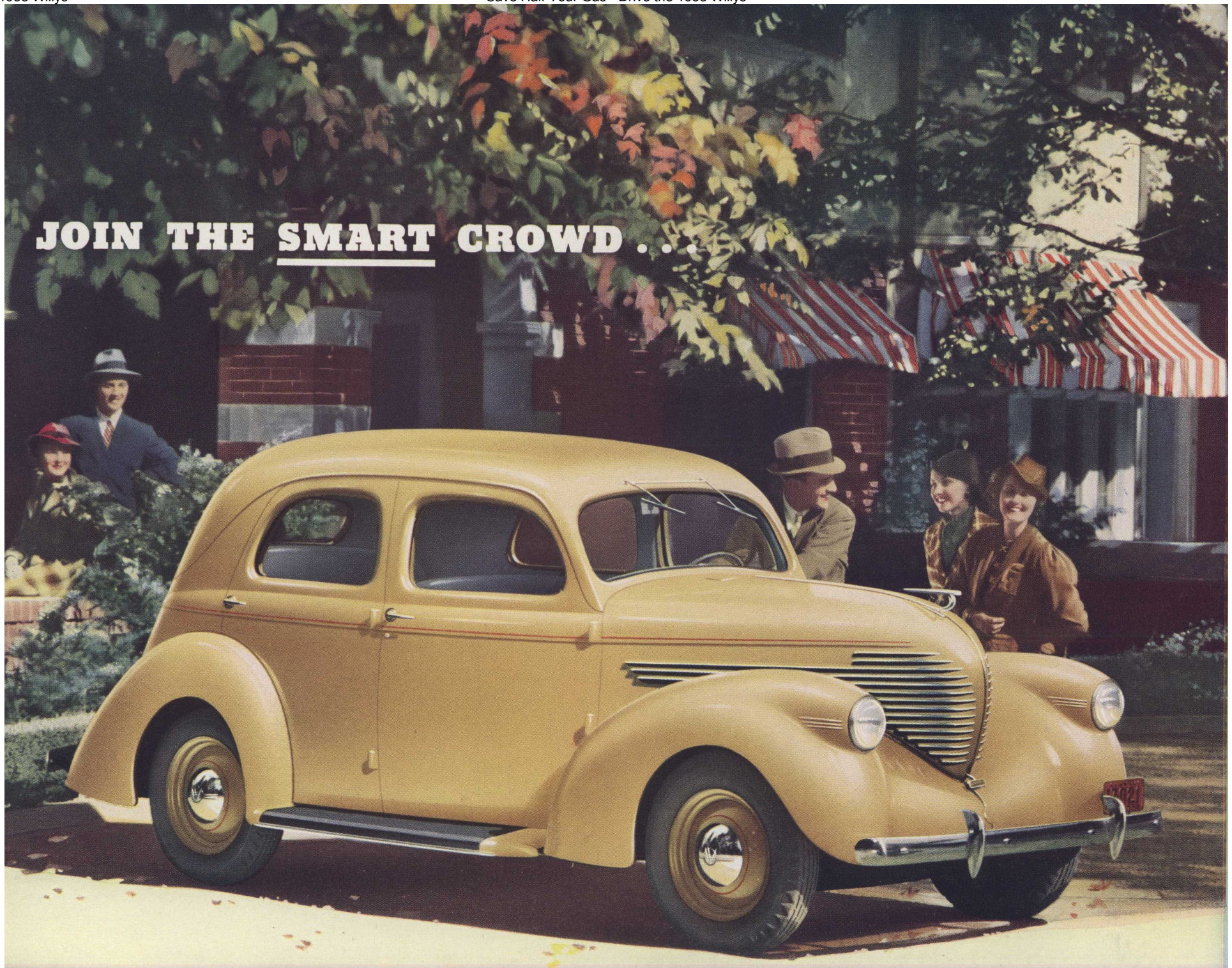
**YOUR  
GAS**



**DRIVE THE 1938 Willys**



**JOIN THE SMART CROWD . . .**





*Won America in a Year!*

Drive the  
latest model of this famous  
35-year-old line of cars



\$45.  
#320

**I**N a single year Willys established an entirely *new standard of economical transportation.*

In a single year Willys set a *new and much smarter style.* With better, more effective streamlining, this good-looking Willys fairly leaped into popularity the day it was introduced.

In a single year Willys proved to America that comfort and roominess *are possible* in a highly economical car.

With all its glide-ride comfort—its masterfully fashioned style—its big-car roominess and spirited performance, the remarkable thing about the new

Willys is that it has created a *new low-price field.* Thus Willys savings begin with low first cost and, because of low operation and upkeep costs, continue through *every* mile you drive.

No matter what your plans for your next car, *don't fail* to drive this new Willys. It's the car that thousands already have discovered is just what they have long wanted. *You* more than likely will find it's just the car for you.

**"JUST THREE—I'M ONLY  
GOING A HUNDRED MILES!"**



**WILLYS OWNERS REPORT UP TO "35 MILES *per* GALLON"**



THE WILLYS

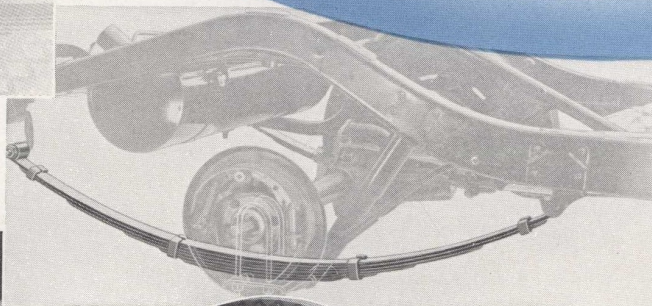
# Glide-Ride

SMOOTHS OUT THE  
ROUGHEST ROADS!

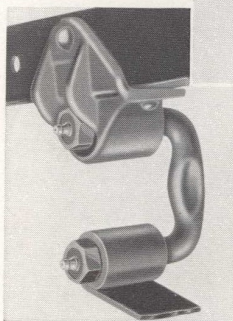
## A BIG CAR



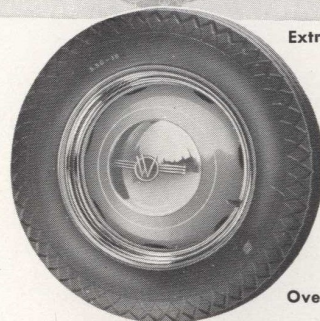
Airplane-type shock  
eliminators



Extra-long springs



Free-acting, quiet shackles



Oversize tires



Deep-cushioned seats

Willys engineers have achieved a cushioned comfort that is so smooth and restful that many have called it a "glide-ride". The airplane-type hydraulic shock eliminators have much to do with Willys smoothness in riding. The meanest bump on the road is instantly choked off and stifled before it can be felt by the passenger. The springs, suspended from quiet shackles, are considerably over-sized, as are the big tires—both adding further to the smoothness of the ride. "Like home", you'll say when you sit in the deep, divan-comfort cushions. The Willys glide-ride reduces road fatigue to the vanishing point—even on long trips. Another important comfort feature is the easily adjustable front seat.



# IN *Everything* BUT PRICE



The De Luxe Coupe—Smart, roomy, spirited



**Willys**

**"GOSH DAD,  
DON'T WE EVER  
STOP FOR GAS?"**



# DRIVERS AVERAGE AT THE RATE OF 36.5 MILES PER GALLON

*in great National Economy Test...*

Thousands of motorists were recently invited to participate in a great nation-wide test to determine more accurately the economy of Willys cars when driven by the average driver.

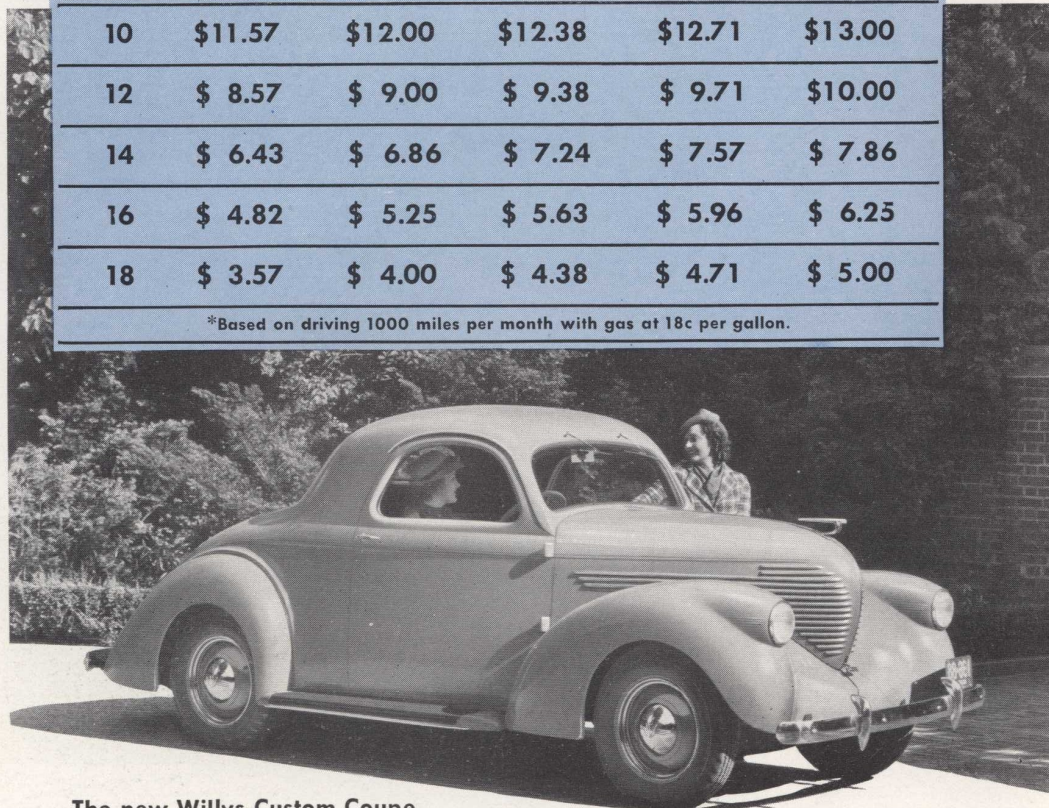
Reports show that the average of all drivers was at the rate of 36.5 miles per gallon—a striking demonstration of the outstanding economy of the new Willys.

*How many miles-per-gallon are you getting on your present car?* Probably between 12 and 16, for that is considered the average of all makes of cars. Consider how much gasoline money you could be saving, if you owned a Willys! Just figure it out for yourself. The chart at the right tells you how much money you could expect to save every month—or every thousand miles—the distance traveled per month by the average driver.

**Figure Your Gasoline Savings Per Month\***

If your present mileage is this	28 miles per gallon would save you every month	30 miles per gallon would save you every month	32 miles per gallon would save you every month	34 miles per gallon would save you every month	36 miles per gallon would save you every month
10	\$11.57	\$12.00	\$12.38	\$12.71	\$13.00
12	\$ 8.57	\$ 9.00	\$ 9.38	\$ 9.71	\$10.00
14	\$ 6.43	\$ 6.86	\$ 7.24	\$ 7.57	\$ 7.86
16	\$ 4.82	\$ 5.25	\$ 5.63	\$ 5.96	\$ 6.25
18	\$ 3.57	\$ 4.00	\$ 4.38	\$ 4.71	\$ 5.00

\*Based on driving 1000 miles per month with gas at 18c per gallon.



The new Willys Custom Coupe



# Save half

YOUR GAS\*

Travel the road to the savings bank by driving the smart new Willys. Not only do you save tremendously in gasoline, but you save also in every other phase of motoring expense. First you save on *price*. Then you save on taxes, oil, tires, repairs, replacements – and when the time comes to trade-in your Willys you'll find savings in depreciation.

\* Information indicates national average of all makes of cars is 12 to 16 miles per gallon.

