

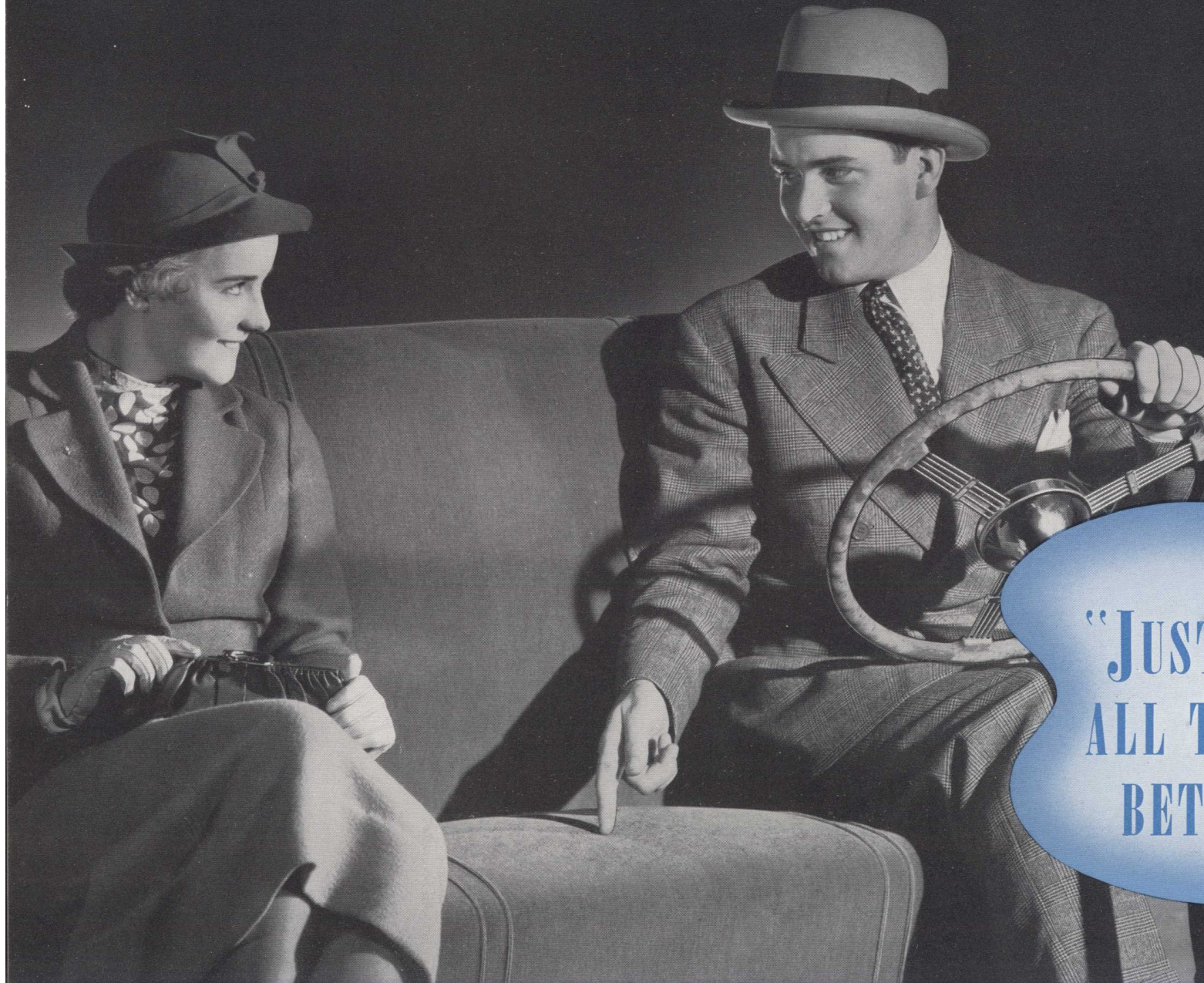


THE GREATEST OF THIS FAMOUS 35-YEAR-OLD LINE OF MOTOR CARS

The experience of building more than 2,700,000 motor cars in the past 35 years has made possible this new type of car. Great advances, such as this new-type car, are not created overnight. They take form slowly in the mind and are born of experience, research and hard work. The new Willys, which motorists have so enthusiastically accepted, was once just an idea. It took the vast resources of the great Willys-Overland organization to develop that idea into a reality.

The New Willys De Luxe Sedan
Half the Gas—twice the Style

ROOM AND COMFORT FOR THE



The width of the front seat of the new Willys is equal to three times the width of a regular theater seat. You'll find there is plenty of head and leg room, even for larger-than-average people.

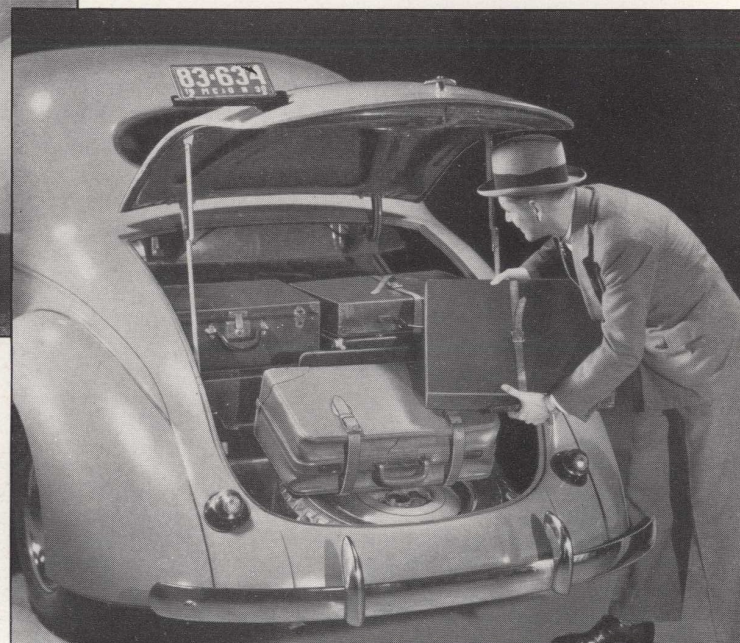
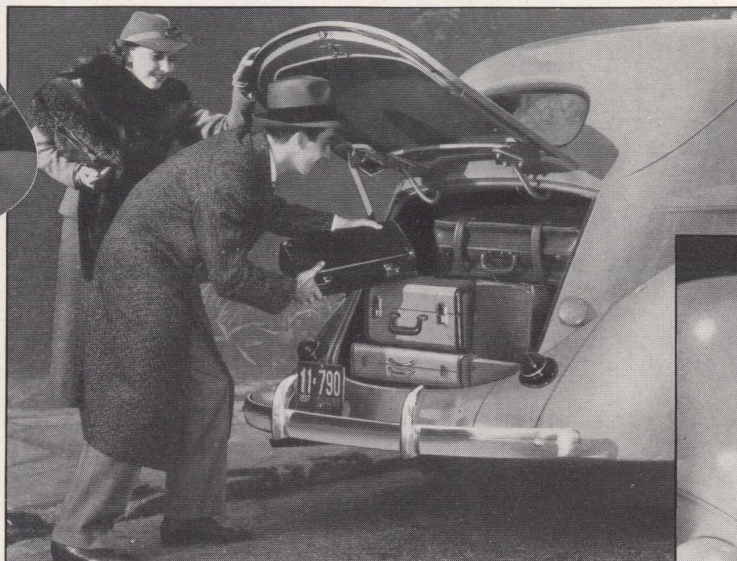
The luggage compartment at the rear of the Sedan

"JUST LOOK AT
ALL THAT SPACE
BETWEEN US"

WHOLE FAMILY



provides 13½ cubic feet of space — ample room for bulky luggage. The Coupe provides nearly three times that space—making this model ideal for use of salesmen. The spare tire, located in the rear deck, is easily accessible. Back of the seat in the Coupe and of the rear seat of the Sedan, is a handy shelf for small packages. On each side of the instrument panel is an extra-large parcel compartment. Roominess is an important feature of the new Willys.

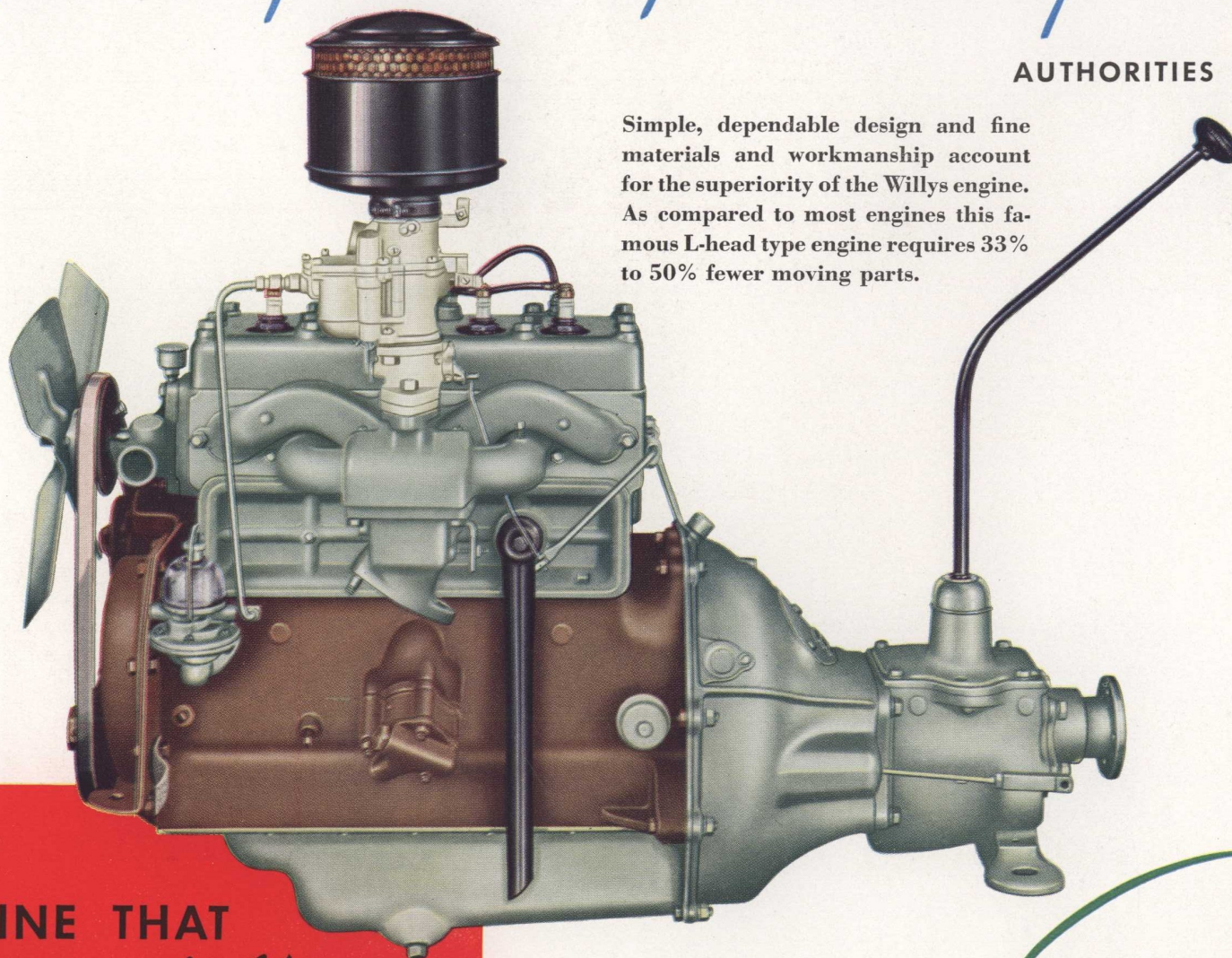


AND PLENTY OF LUGGAGE SPACE

"An Engineering Masterpiece"

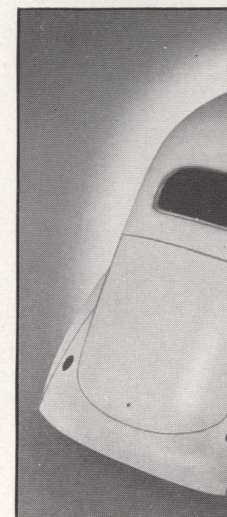
AUTHORITIES SAY

Simple, dependable design and fine materials and workmanship account for the superiority of the Willys engine. As compared to most engines this famous L-head type engine requires 33% to 50% fewer moving parts.



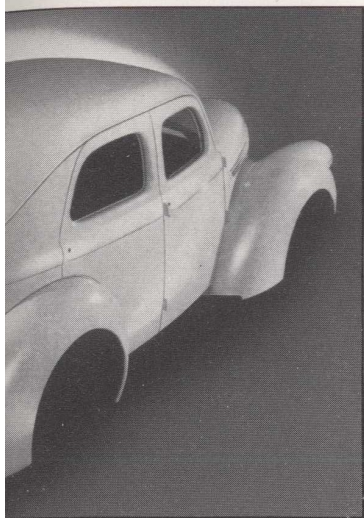
THE
ENGINE THAT

Saves half YOUR
GAS!

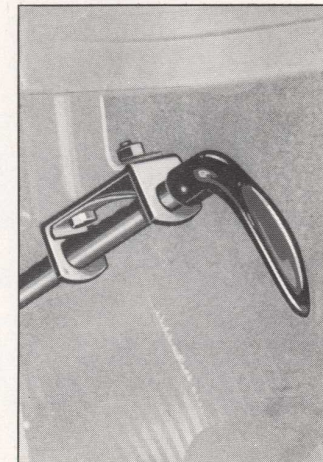


Of greatest importance to safety is the Willys all-steel body. The whole body has been welded together into one, solid unit of steel—effectively insulated against heat and sound.

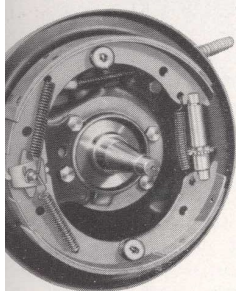
Safety



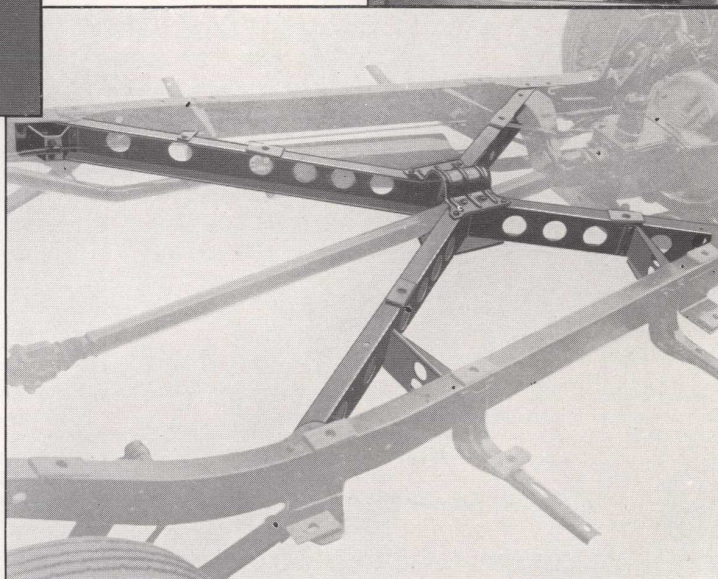
Safety glass in all windows and windshield completes the armor-protection of the body.



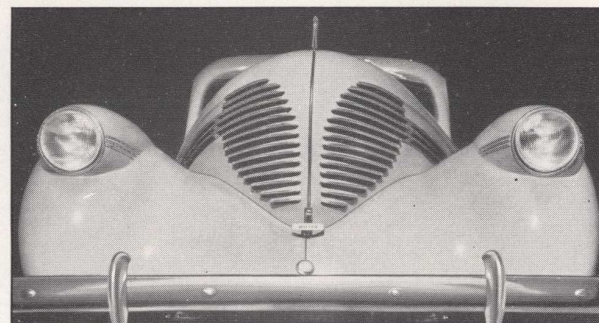
The emergency brake is conveniently located under the instrument panel. With pistol-grip, it can be grasped in an instant and quickly set. To release, merely turn the handle.



The big Bendix self-energizing brakes are generously oversized. The same size and type brake used on cars larger and heavier than the Willys provides an extra margin of safety.



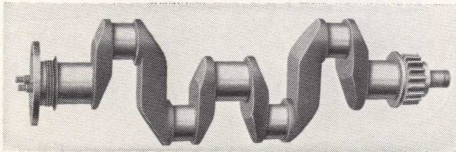
The rugged, double-drop frame with heavy, scientifically planned cross members forms a steel backbone of great strength. Every part has been designed to assure greatest safety.



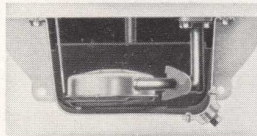
Even the widely spaced headlamps—a mark of beauty—provide added safety. The tilt-beam, anti-glare lights lessen the danger of side-swiping on narrow roads. Beams are controlled by a foot switch—leaving the hands free for driving.

ALL IMPORTANT IN WILLYS ENGINEERING

Compare THESE



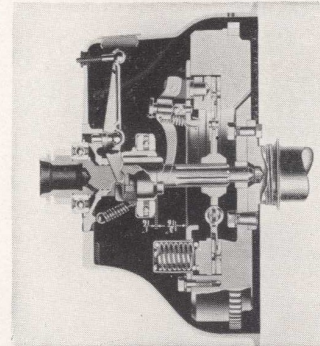
The sturdy, drop-forged crankshaft of highest grade steel, is both statically and dynamically balanced for smooth operation. You'll find more bearing surface per cylinder than in most engines.



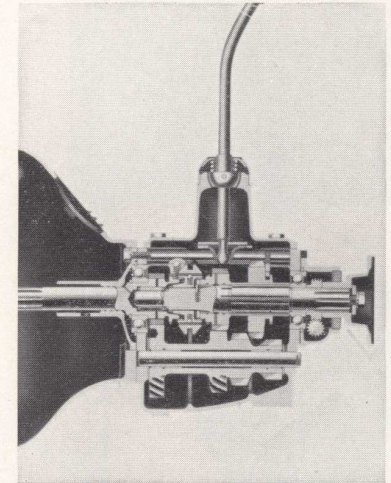
The Float-O oil intake prevents sludge, water and dirt from circulating in the oil system which means better, cleaner lubrication.



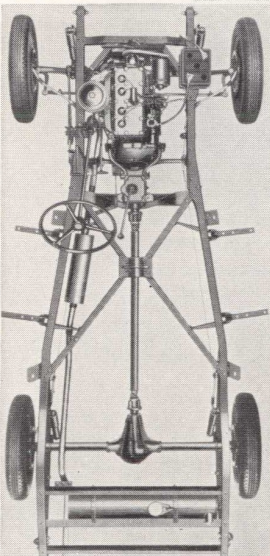
Connecting rods are extra long, extra rugged and lubricated under pressure assuring long life.



The automatic, high-velocity, air-controlled down-draft carburetor is an exclusive Willys feature which contributes largely to Willys economy and performance.

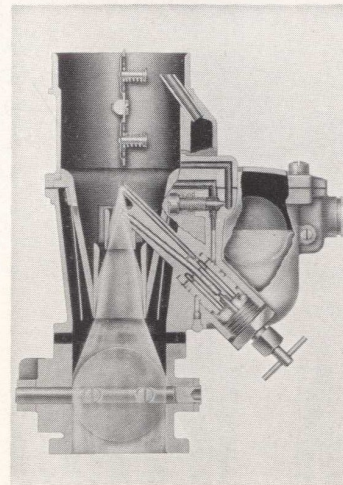


The syncro-mesh transmission is noiseless in operation and easy to shift. Helical type gears provide silent second speed.

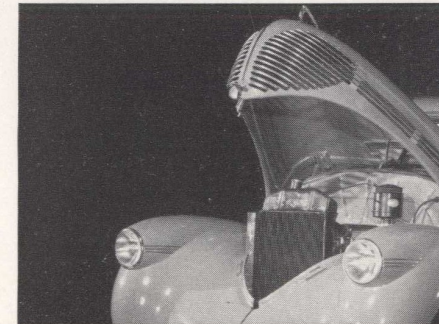


The engine is floated on four live rubber mountings which deaden vibration. With 28 more rubber mountings between the body and the chassis vibration is reduced to the minimum.

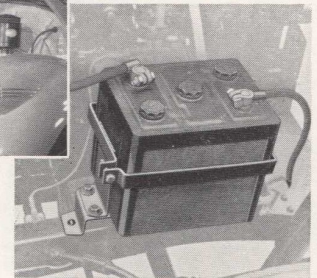
Everything about the Willys chassis points to the last word in modern engineering. Authorities in the industry have exclaimed "a beautiful job!"



The single plate, dry-disc clutch affords a free and clean engagement, eliminating clutch "drag" even in cold weather.



The battery under the front lifting hood, is easily accessible for convenient servicing. Shorter battery cables and short inside cell connectors increase the Willys battery efficiency.



FEATURES AND SPECIFICATIONS

MOTOR

Bore $3\frac{1}{8}$ " ; Stroke $4\frac{3}{8}$ ".
 48 h.p. at 3200 R.P.M.; Taxable horsepower 15.63.
 Light Semi-Steel Pistons with four rings.
 Large ($1\frac{1}{8}$ ") Full Floating Piston Rings.
 Three Main Bearings, Diameter $2\frac{1}{8}$ "; Length 2".
 Full Pressure Lubrication to all Main Connecting Rods and
 Camshaft Bearings and Timing Chain.
 Patented Rubber Motor Mountings.
 Timing Chain Short and Wide (47 links $1\frac{1}{4}$ " wide).
 Alloy Steel Exhaust Valve Seats in Block.
 Short, rugged, balanced Crankshaft.
 Connecting Rod rugged, drop forged, spun-in babbitt type
 large bearing.
 Vacuum Control Distributor.
 Patented Balanced-Velocity Carburetor.

REAR AXLE

Semi-Floating Type Spiral Bevel Gears.
 Pinion Shaft and Differential mounted on Large Timken
 Bearings.
 Six Large Timken Bearings used in Rear Axle Construction.
 Rugged Axle Shafts of Molybdenum Steel.

FRONT AXLE

Reverse Elliot Type.
 Large Spindle Bolts ($\frac{7}{8}$ ").
 Timken Bearings carries thrust load on Spindle.
 Six Timken Bearings used in Front Axle Construction.
 Steering Tie Rod rubber cushioned at yoke ends.

Prices and specifications subject to change without notice.

FRAME

Sturdy "X" and "K" Box Section Type.
 Side Rails $3\frac{3}{4}$ " wide, $7/64$ " stock.
 Over-all Length Bumper to Bumper 178".

*The following standard units used on other cars heavier than
 the Willys, give some idea of the safety factor built into this
 remarkable car.*

CLUTCH

BORG AND BECK 8" Single-Plate Type.
 Six Vibration Dampener Springs around Clutch Plate Hub.
 Molded Renewable Facings.

TRANSMISSION

WARNER Syncro-Mesh Type Unit with Engine.
 Gears—Helical Tooth Type.
 Silent Second-Speed Gear.

STEERING GEAR

GEMMER Worm and Gear Type.
 Worm mounted on Timken Bearings.
 13-1 Gear Ratio.
 Turning Radius 17 feet (34 ft. circle).

ELECTRICAL

AUTO-LITE Starter, Generator and Distributor.
 USL, 13-Plate Battery.

WILLYS-OVERLAND MOTORS, INC. • TOLEDO, OHIO

TYPICAL STATEMENTS FROM WILLYS OWNERS

SAVES \$224 IN 33,000 MILES

"I have saved \$224 on gasoline over the 33,000 miles I have driven. When I park or stop for gas, people still ask questions about the car. I know they envy me when I tell them I am getting between 33 and 35 miles to the gallon."

Mr. J. E. Taylor
St. Louis, Mo.

A THREE WILLYS FAMILY

"After driving my car for thirty days and getting 33 miles on a gallon of gas, I was so pleased with the car I induced my son, George, Jr., to purchase one. After four months . . . my other son Joseph, also purchased a new Willys. We have all found the new Willys to be the most economical and finest car we have ever driven. I have driven my car 4,514 miles . . . gasoline savings alone have amounted to \$32.20."

Mr. Geo. Lober, Sr.
Toledo, Ohio

SMARTEST CAR ON THE ROAD

"I bought my Willys because I feel it is the smartest looking car on the road. I have driven it 9,000 miles and every day I am more pleased. Almost everyone who rides with me remarks about the easy riding. I have never been in a car with such a wide front seat. Of course, what pleases me most is the money I have been able to save. I am getting 34 miles per gallon of gas, which means I have saved more than \$50 in gasoline alone."

Mrs. Walter Krueger
San Francisco, Calif.

LIKE A RAISE IN SALARY

"During the last six months, my salary seems to be going a lot further than it used to. Six months ago I purchased a Willys. As I drive considerably, my gasoline costs immediately dropped way down. In fact, I figure that I have saved at least \$15 a month on gasoline and other items . . . Like a \$15 a month raise."

Mr. Henry Noel
College Point, N. Y.

SAVES HALF

"I am through spending a lot of money on motor cars. Since I purchased my new Willys . . . I realize that it is possible to own a big, roomy car that is sturdily constructed, good-looking and that offers all the performance ever needed on half the money. I used to spend on automobile transportation. I am getting 32 miles to the gallon of gas which, compared to my old car that gave only 15 to a gallon, saves me more than half on gasoline."

Mr. Fred D. Miner
New Haven, Conn.

33 MILES PER GALLON

"I am actually saving more than \$13 a month on gasoline alone. I am getting 33 miles per gallon, but savings are not all that make me happy with my Willys. It is unusually roomy. The front seat is the widest I have ever seen . . . Never have I owned a more all-around satisfactory car."

Mr. Chas. J. Stolp
Godfrey, Ill.

SAVINGS PAY FOR CAR IN 1 YEAR

"I have driven 8,200 miles . . . averaged 33.1 miles per gallon of gas and have added no oil between changes. I am allowed 4c per mile to operate my car and on a basis of 2,000 miles per month, in one year's time my Willys will be paid for out of my operating."

Mr. M. Fadem
St. Louis, Mo.

BIG AND ROOMY

"I have owned several different makes of cars, but my new Willys certainly is the best of all. It is big in every sense of the word—plenty of room for my family and all the luggage we need on a trip. I never add any oil between changes and my mileage of 32 miles per gallon saves me more than half the gas I have used with other cars."

Mr. C. W. Abbott
Chicago, Illinois

SAFETY MOST IMPORTANT

"I am a salesman and make about 40 stops daily and find, due to the ease of handling and riding, I am far less tired after a day's work than I was in the cars I formerly owned. I average 32 miles per gallon including all stops, but I feel one of the most important factors is the safety feature, all-steel body including safety glass and extra strong frame construction."

Mr. Marvin M. Burger
San Jose, Calif.