

# Willys TWICE THE SMARTNESS

standing  
tures.....

er gallon of gas.  
ndard room (50-inch front seat) with

ound and heat insulated.

nsmission.

ned disc wheels with 16x5.50 tires.

round.

engine mountings.

aces.

er type, double-action hydraulic shock

ggage compartment accessible from rear of  
movable rear seat and back cushion for  
space.

ve inserts.

e.

ggage compartment in rear f Coupe.

nders for greater driving safety.

dx 4-wheel duo-servo brakes.

ergency brakes.

n instrument panel.

partments on right and left side of instru-

lifts from front, counter-balances a  
stantaneously accessible.

water located under hood for easy ac-



**R**OAD visibility from both front and rear seats, in the sedan models, is as close to 100% as is possible. Glare from approaching headlights, or from following cars in the rear, is reduced to a point where the driver will not be disturbed by reflection in his eyes. This has been accomplished through the pronounced slope of both windshield and rear windows.

The instrument panel combines beauty of design with a practical service of owner-needs. The aeroplane type speedometer and fuel, oil and ammeter guage unit are centered. At either side are compartments for gloves, road maps and other articles serving the convenience of the occupants.

The luggage compartment and spare tire compartment, reached by lifting the rear-deck are cotrived to enable the owner to remove the luggage or the spare tire, without disturbing either one or the other. Appreciating the necessity for ample room for luggage and with a practical knowledge of the requirements of salesmen, farmers and others who use the cars for commercial purposes as well as for travel, the amount of room in the rear compartment has been developed to serve all these without in any manner detracting from the appearance of the car.

As stated before, although such work as done in developing the design for the new Willys "Surprise Cars," was originally laid out for a contemplated car in the highest price brackets, it's application to the Willys in the low price classification has been developed without in any way losing the essentials of the original plans.

## UP to 70 MILES per HOUR!

### DOORS OPEN IN TRAVEL DIRECTION

A feature of design utilized in the body construction of the new Willys car is the use of doors that are hinged at the front end so that they both close, in the sedan model, in the direction of the forward travel of the car.

This is claimed by the designers as an important safety feature and as a protection against the possibility of a door being torn off or twisted out of line if it is accidentally left open and the car started.

The doors are wider than standard specifications for a car of the size of the Willys. Outer door handles are thin and streamlined to conform to the lines of the car. Inner handles are curved to meet the inner panelling, and to do away with possible tearing of coat pockets when the occupants are leaving the car.

Wide windshields and large windows in the doors afford the driver an uninterrupted view not only ahead, but on either side of the car.

### LONG TIRE WEAR ASSURED

Reports of owners of Willys cars built in 1934 show that tire service up to 40,000 miles is not uncommon. On the 1937 Willys car, 16x5.50 tires are used; the oversize cross section being the tire dimension that determines the long tire life.

Considered in pounds weight carried by each tire, this gives a load per tire unit, of about 100 pounds less than the load carried by the tires of the next lowest priced car on the market. Blow-outs, and other tire troubles can be traced back to the load put on the tires. Riding ease is also served by tires of generous dimensions in proportion to total car weight.

Response to braking control, protection against skids, are two more features of service where the car owner is afforded greater safety when tires of large cross section are used.

All in all, youth meets its measure in the Willys.

### ECONOMY AND LUXURY MAKE OF WILLYS AN OUTSTANDING VALUE

The new Willys car has been designed and built to meet a wide field of new car sales that has been but sparsely served during the past nine years, that of the automobile buyer whose income is within the \$150.00 to \$200.00 a month classification.

Monthly payments, on the long time terms which are available to buyers keep the payments well within the means of the buyer of modest income. These payments run materially below the next low for cars of other makes.

An entirely new opportunity is offered the buyer who hitherto has been compelled, by income restrictions, to purchase his car in the used car market.

According to recent salary studies, approximately 90% of all incomes in this country are downward from \$200 a month and a study of motor car registrations shows that around 45% of all cars now being driven have been purchased at a cost to the buyer which is close to the prices available on the new Willys. This great volume of buying has hitherto been necessarily confined to the used car market.

Engineering and body developments in the new Willys have been determined not by the price set on the car but by the requirements of the average car owner as to size, operating economy, style, and comfort.

Such features as tread, body dimensions, seating space, tires, are all standard in every way, with body dimensions exceeding in seat width, and room for occupants, those of competitive cars in higher price ranges.

Power and safety factors, are demanded by the car owner who expects every element of these factors of performance to be satisfactorily met in the car he owns.

Close manufacturing schedules have made these possible. Most automobile buyers who face the immediate need of economy in the purchase of their car, also know that operating and maintenance economy are even more essential. The average used car of better value has already had the initial ten to twelve thousand miles of service taken out of it. These miles are the ones that come with the lowest operating costs and represent from ten to eighteen months of driving.

In the new Willys, the owner is enabled to put the first mile of service on his car and to enjoy the advantages of new car service, guaranty protection, and economy from the start. The woman who wants style and new features of comfort along with proper economy is also served, for the first time in nine years, with a car built to her budget.

### MEASUREMENTS REVEAL WILLYS ROOMINESS

"Accurate technical measurement of the new Willys, show that it offers certain distinct advantages to the owner," says Francis H. Fenn, Assistant to the President of Willys-Overland Motors, Inc., makers of the new Willys car.

"Grouped in the low price class, the Willys shows a comparative wider front seat. The overall dimensions are greater than one and within two inches of the others. The luggage compartment storage space has a capacity of 13 cubic feet, and all of this is usable because of the shape of the rear deck.

"Front and rear doors are unusually wide, affording easy access for the occupants, and the doors are heavily hinged to protect against possibility of springing. "A level floor insures freedom of passenger motion in both front and rear compartments."

### NEW WILLYS MEETS NEEDS OF SALESMEN

The new Willys, in either the coupe or sedan models, proves a boon to salesmen. A point was made to incorporate as many of the things the average salesman wants, as it is possible to do in any automobile. The coupe, which has always been a favorite with travelers, affords an unusual amount of carrying space for bags, sample cases, and other equipment.

The sedan body is so designed that the rear seat may be removed to afford the full rear compartment of the car for carrying space. Of even greater importance to the salesman who has to budget his travel expense, is the proved low cost of operation of the car.

The initial low cost is only a part of the saving.

### WILLYS PLANTS FINANCIALLY STRONG

Willys-Overland among volume manufacturers, in the low price car field, is in a strong financial position, and with plants and equipment organized to further the serving of the public with a new car priced below any other car now available. Plants of Willys-Overland Motors, Inc., in Ohio and on the Pacific Coast are now running at capacity. Total assets of more than \$14,000,000 with adequate cash working capital and free from outstanding indebtedness, permit a manufacturing program free from burdening restrictions.

Contracts for new cars, before production started, and secured by substantial cash deposits, called for better than 50,000 cars.



and words worth of pictures. Notice the convenience of servicing the new Willys when the motorist has that baggage-problem on long trips, or even around-town shopping, is solved with the streamlined sedan. On the right is a striking example of the width of the new Willys' front seat. When they get out they will feel rested. How many cars can you fit in the front seat is. These people are really smiling because of the ample width and not because they're of the truth take a couple of friends, go to your Willys dealer, get in the front seat and see

Throughout the ages master jewelry-workers have endeavored to set off gems in hand-wrought settings of unbelievable beauty. But it remained for the camera to present a modern gem, the new Willys Full-sized "Surprise Car," in nature's own engrossing setting of Yosemite Valley during the winter-Gilmore Yosemite Economy Run. Yes—the Willys captured first and second place in its class!