

A PICTURE SOLD 50,000 WILLYS CARS!

SPECIFICATIONS 1937 WILLYS MOTOR CAR MODEL 37

- **POWER PLANT:** Engine, four-cylinder, L-head type. Cylinder bore 3 and 1/4 inches. Stroke 4 and 3/8 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 5.7 to 1.
- **ENGINE MOUNTING:** Patented Rubber engine mountings—4 point suspension with clutch pedal, brake pedal and hand-brake lever mounted independent of power plant.
- **Light-weight, four-ring, cast-iron pistons** with 15-16 diameter piston pins. Connecting rod 9 and 3/16 inches center-to-center, bronze bushed piston end, spun babbitt on crank-pin journal, rod-drilled to throw a constant spray of oil against upper end of connecting rod.
- **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. Capacity 2 1/2 gallons. Concealed filler pipe. Centrifugal type pump in unit with four bladed fan. V-type belt.
- **CLUTCH AND TRANSMISSION:** Single plate dry disc clutch. Warner Synchro-Mesh transmission. Silent, helical-cut gears. Three speeds forward, one reverse.
- **UNIVERSAL JOINT PROPELLOR SHAFT:** Metal plain bearing-type universal joint at both ends of over-sized tubular propeller shaft. Drive taken through rear springs.
- **REAR AXLE:** Semi-floating, unit center type. Shim-adjusted nickel-alloy spiral bevel ring gear and pinion, 4.1 to 1 ratio. Pinion-shaft mount on two oversized Timken bearings, differential and rear-axle shaft mounted on Timken bearings.
- **FRONT AXLE:** Heat-treated I-beam reverse Elliott type. Timken bearings on steering knuckles and thrust bearings. Oversized steering-knuckle bolts mounted on bronze bushings.
- **STEERING GEAR:** Gemmer worm-and-gear type steering. Seventeen inch diameter steering-wheel. Turning radius 17 feet.
- **IGNITION AND LIGHTING:** Auto-Lite ignition system. Vacuum controlled distributor. Bendix-equipped starter. Steel ring gear on flywheel. 13-plate battery CONVENIENTLY MOUNTED UNDER THE MOTOR HOOD. Bird's-eye headlights with parking bulbs. Combination tail-and-stop light. Indirect dash lighting. Light switches conveniently mounted on dash.
- **BRAKES:** Four-wheel. Bendix disc-serve internal expanding, two-shoe type, self-energizing. Conduit-sheathed brake cables. Total braking area 134 sq. inches. Nine inch brake drums.
- **CHASSIS:** Frame double drop X and 1/2 member type. Overall length, bumper-to-bumper 175 and 1/2 inches.
- **WHEELS:** Disc type. 16x5.50 tires, spare wheel mounted in concealed rear-deck compartment.
- **FUEL SYSTEM:** Gasoline tank at rear. Mechanical fuel pump and filter. Electric gas gauge on instrument board.
- **CONTROLS:** Horn control in center of steering wheel. Throttle, choke control, ignition switch, headlight switch, and starter button conveniently arranged and mounted on dash-board. Headlight beam controlled by foot switch.
- **EQUIPMENT:** Aeroplane type shock absorbers, front and rear. Non-glare windshield. Remote door controls. Safety-type steering wheel. Sound and weatherproofed, all-safety-steel bodies. Automatic windshield cleaner. Rear view mirror. (De Luxe models have sun-visor, bumper-guards, windshield-wiper and dome light) Cowl ventilator, two large glove compartments. Concealed door check straps. Tools.

Price and Specifications subject to change without notice.



Not only dealers but motorists everywhere were fascinated by the captivating beauty of the new FULL-SIZED Willys "Surprise" car. This picture, in a small way, tells the story of America's eager acceptance of the new models at Automobile Shows. The greatest automotive critics are the people who buy and drive cars. For their enthusiastic endorsement of Willys we tender the greatest thanks. We will show our appreciation of their approval the best way we know how. BY CONTINUING TO MAKE WILLYS "AMERICA'S" SURPRISE CAR FOR ALL TIMES IN RUGGEDNESS, PERFORMANCE, SAFETY AND ECONOMY!

WILLYS DISCOVERS METHOD ELIMINATING ACID BUBBLES

Engineers of Willys-Overland Motors, Inc., have made an important discovery in finding a method that eliminates acid bubbles which cause a rough egg-shell appearance in many types of final body finishes, according to word just received here.

As a result of this important discovery, body finish on the new Willys cars is an outstanding feature. These modern, all-steel bodies are treated to a special bath just prior to the application of the prime coat over which the final enamel finish is laid. This method was adopted after an engineer in the Willys body division discovered that minute acid drops collected in the porous body metal, and that the acid reacted on the enamel, causing bubbles to form under finish.

He developed a simple washing treatment with an alkaline agent which left the body metal not only clean and free from all surface dirt, but also neutralized any particles of acid. This treatment is now being used on all Willys production, and the body finish is not only notably smooth but has a fine and lasting brilliance.

For years paint engineers have been troubled by the appearance of small bubbles under the enamel, especially on the smooth, rounded surfaces and the rear quarters of auto bodies. Experimental work, directed toward the elimination of these bubbles, has been carried on both by body builders and by chemists of the enamel making industry.

WILLYS PRODUCTION SHOWS THIRD CONSECUTIVE MONTHLY INCREASE

With production of 8395 Willys cars in March, a satisfying gain over February output, Willys-Overland Motors, Inc., continued to forge ahead in supplying a constantly increasing demand in the low price automobile market.

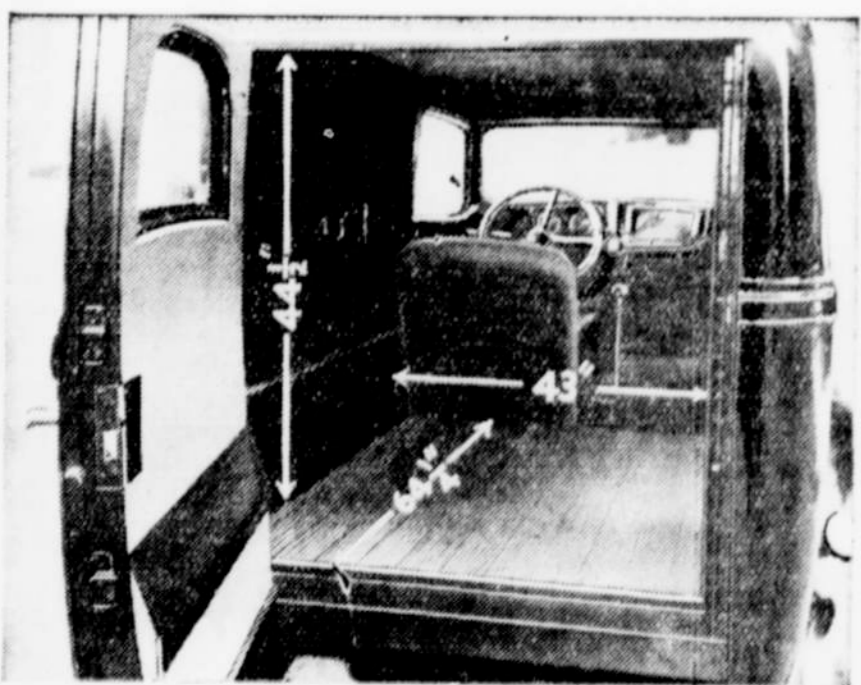
The March increase in Willys output was the third consecutive monthly gain since production of the new models began the first of December, according to D. C. Wilson, President.

"In the four-month period we have been building the new Willys car, our total output up to and including March 31, was 28,602 units," Mr. Wilson said. "This figure, he added, exceeds our total output for the preceding 12 months."

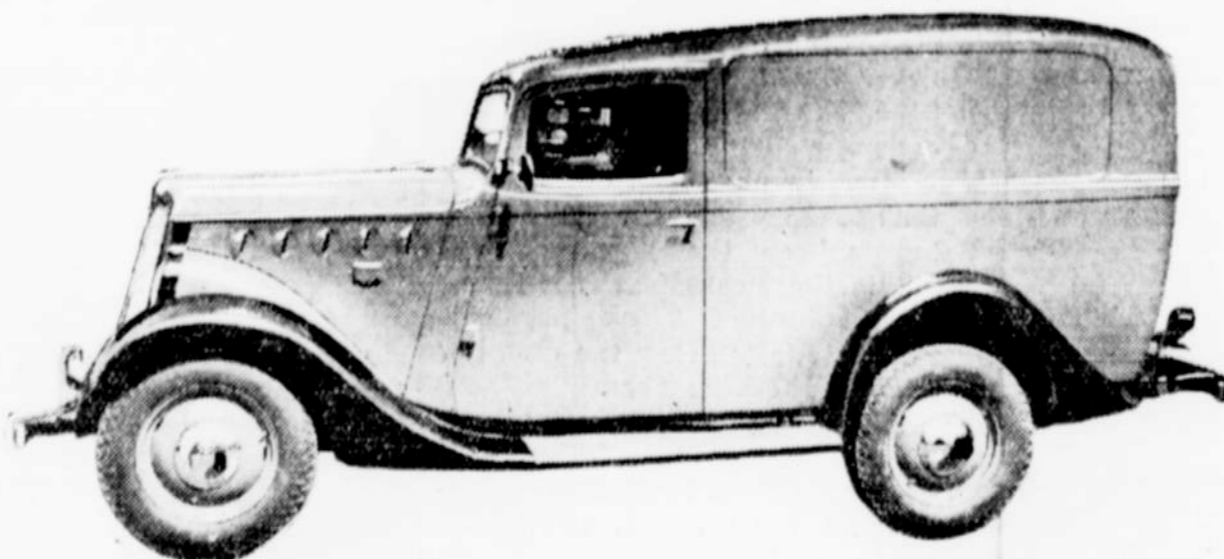
"Our retail outlets in the United States now number over 2,100 dealers and distributors whose territories cover 90 per cent of the nation. Very satisfactory progress is being made in export fields where we now have representation in 61 countries, including South America, South Africa, the Orient, and to European distributing points."

"Most encouraging are the favorable reports from owners expressing satisfaction in economical operating costs and excellent performance of the new models, bearing out our claims that we are producing the world's most economical standard automobile."

WILLYS COMMERCIAL CARS



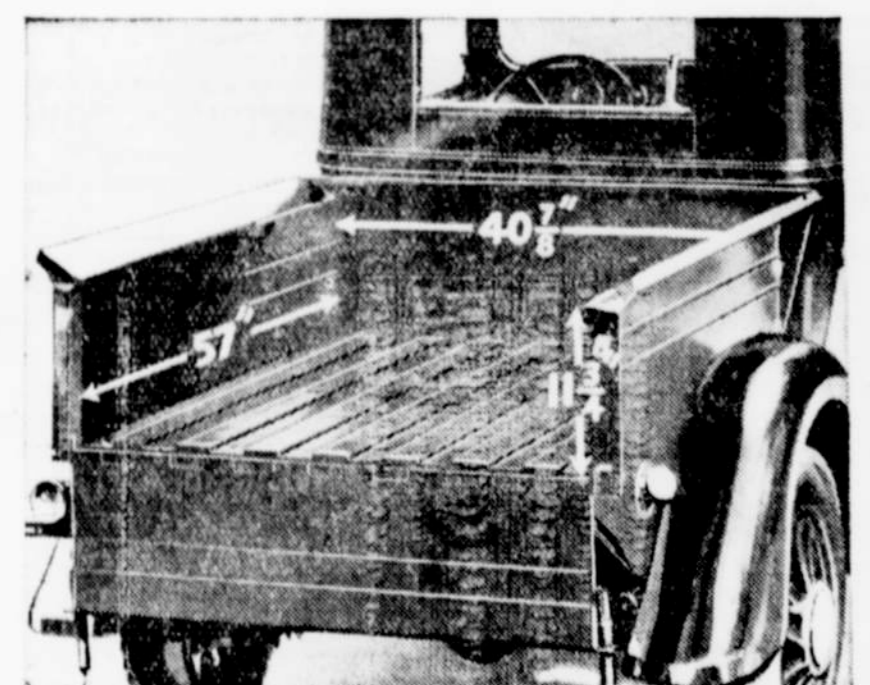
Measure the loading compartment of the Willys 1937 Model 77 Panel Delivery commercial car. You will find plenty of space for most kinds of light deliveries. To the traveling salesman, alone, the panel-delivery offers great capacity for a wide variety of samples. After all there cannot be economy in the constant use of a truck that is oversized and over-powered. Most trucks within city or town limits are driven under 35 miles per hour averaged speed. While the Willys Panel-Delivery model is built to stand up under long, fast runs it is outstandingly economical on the short hauls, where low averaged speed and idling engines are the rule.



Willys Pick-up and Panel-Delivery Commercial Cars, such as the panel-delivery pictured above, can economically replace heavier vehicles used in similar service. To the traveling salesman Willys offers cheaper transportation, greater capacity for samples and personal baggage, a larger number of daily calls with a distinct saving of gasoline and oil. The Willys offers greater mileage than any other truck on the market—UP TO 35 MILES PER GALLON! This means that your gasoline costs will be cut nearly in half. In 35,000 miles of delivery service this item alone saves you many hundreds of gallons of gasoline (also many quarts of oil) no small item to add to the profits of any business. You also save, proportionately, in other items of operating expenses. Take, for instance, tires. Willys tires are not only cheaper to replace but should last longer—25,000 miles has been conservative. Maintenance, insurance, depreciation, taxes—in every phase your delivery service costs less through the ownership of Willys. In fact two of these units offer greater loading space, twice the delivering range and 100% in increased delivering speed at no greater cost than the wages of AN ADDITIONAL DRIVER!

These cleverly designed and sturdily built units will cost you less to buy, less to pay for down payments and less for maintenance. In your service you will enjoy the satisfaction which comes from making a sensible purchase and throughout the long ownership their low maintenance will prove a profit—you will save money every mile they run.

BUY A WILLYS AND SAVE THE DIFFERENCE!



Examine the spaciousness of the Willys 1937 Model 77 Cab-Pick-up Commercial car. You will find ample space for almost any sort of light load, plus ruggedness. The pick-up fills a long-needed want for the reduced cost of delivering loads lighter than frequently carried in trucks of 1/2-ton, 1-ton and even 1 1/2-ton capacity. Measure the space in this unit. Stop lights, city ordinances and other traffic controls have reduced the necessity for high-powered engines whose maximum acceleration and speed can rarely be used. There is no economy paying for six or eight cylinder maintenance when four-cylinders can do the job.