

The Inside Story of the Willys Six

Retail Sales Manager's Film Service

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One in a series of original filmstrips preserved for their historical value and presented to the members of the

Willys Overland Knight Registry

Assembled January 2002 by Spence Fowler
(member #4536)

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The
Inside Story of
The Willys Six

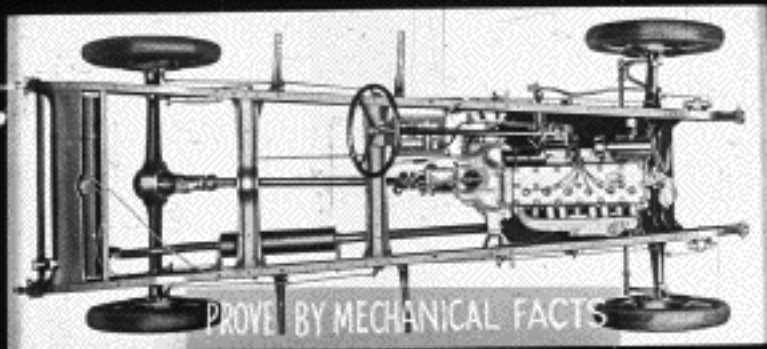
Retail Sales Manager's Film Service



A
Torrent
of
Mechanical
Superiorities!

There is no greater builder
of confidence than a
thorough mechanical
knowledge of this car.

To know the inside
mechanical facts about
the Willys Six is to
be 100% enthusiastic—
and enthusiasm is
“catching”!

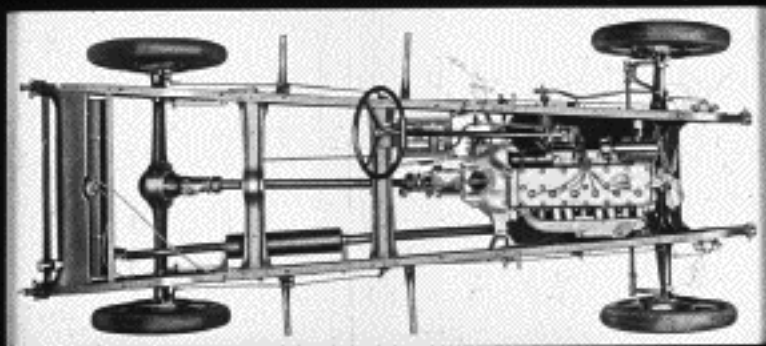


The surest way to sell
is to prove that
YOU HAVE A BETTER-BUILT CAR.

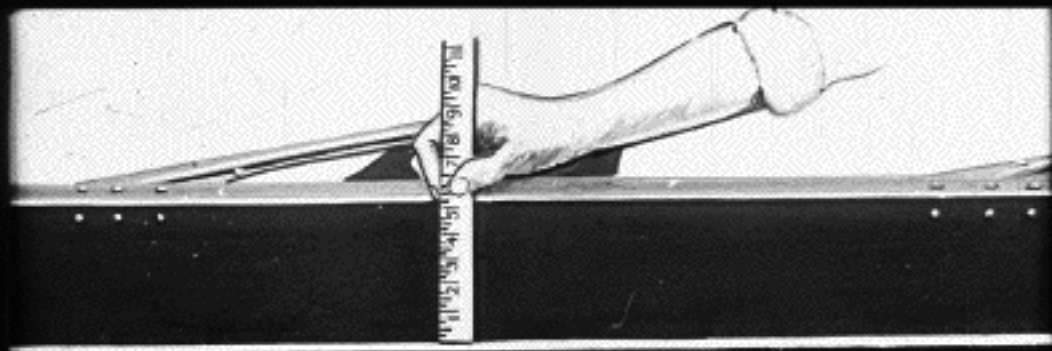
The mechanical design
of the Willys Six is
the most fascinating
and convincing sales
story you can tell.

Reinforce the beauty of
the new Willys Six by
emphasizing the engineering
features that make
it one of the
great cars of 1930.





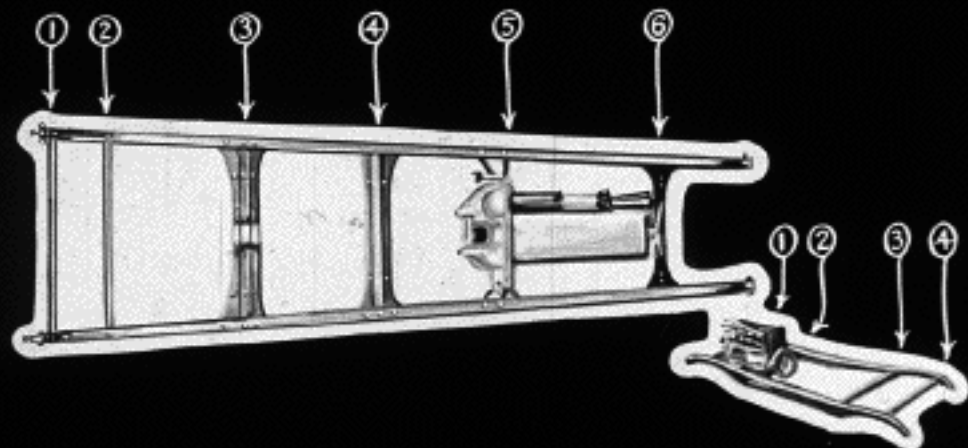
The Willys Six is built on this foundation frame of extreme strength.



Impress your prospects with the unusually strong Willys frame. It is $5\frac{1}{4}$ inches deep with 6 heavy cross members riveted to *both* upper and lower flanges of side rails.

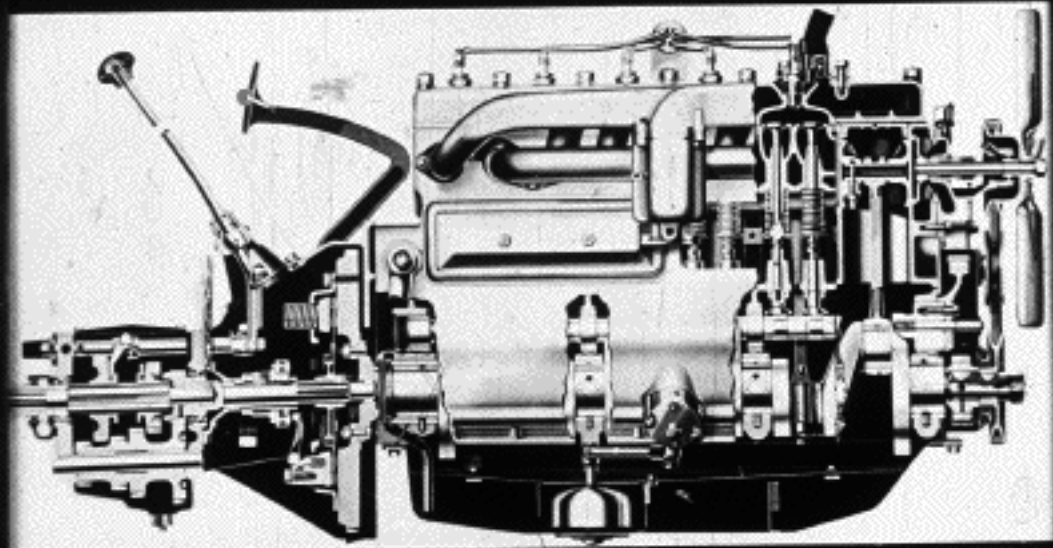
The Strong Willys Frame.

1. Keeps parts in alignment.
2. Reduces Wear.
3. Reduces Squeaks and Rattles.
4. Protects Body from rack and ruin.
5. Gives more Value per Dollar.
6. Withstands Willys power and speed.



Compare this Willys 6 Frame
having 6 Cross Members with many
other makes having only 4 or 5!

The culmination
of 22 years of
Willys
Engineering
Experience



Simply tell the truth about
this marvelous motor in a
convincing enthusiastic way.

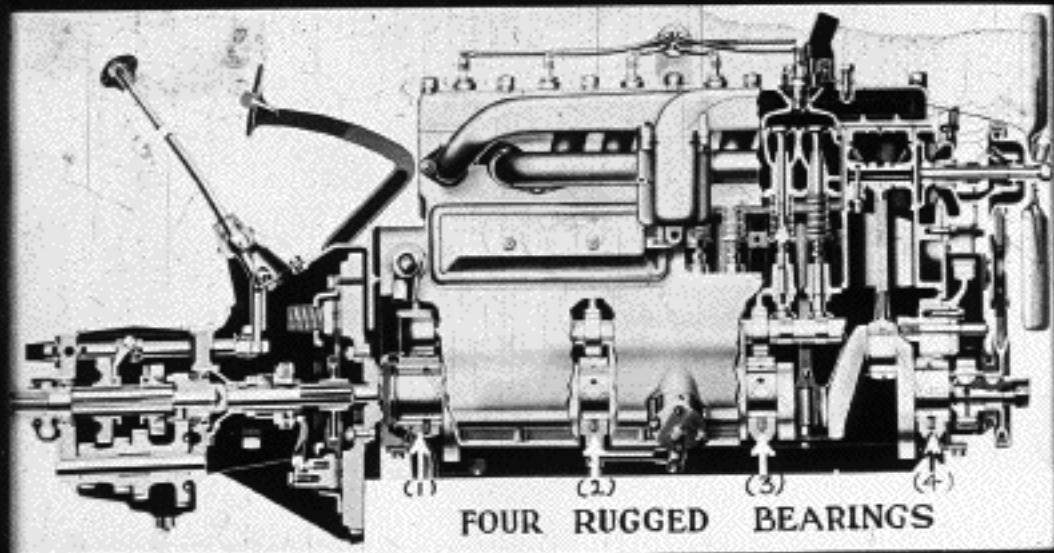
Willys engineering genius
is responsible for its
torrent of 65 horsepower
that twirls the speedometer
up to 72!

And speaking of
Acceleration —

5 to 25 m.p.h. while
you count 8 seconds.

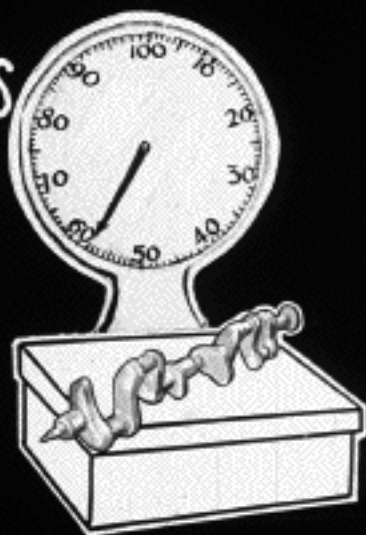
5 to 50 m.p.h. while
you count 21 seconds.



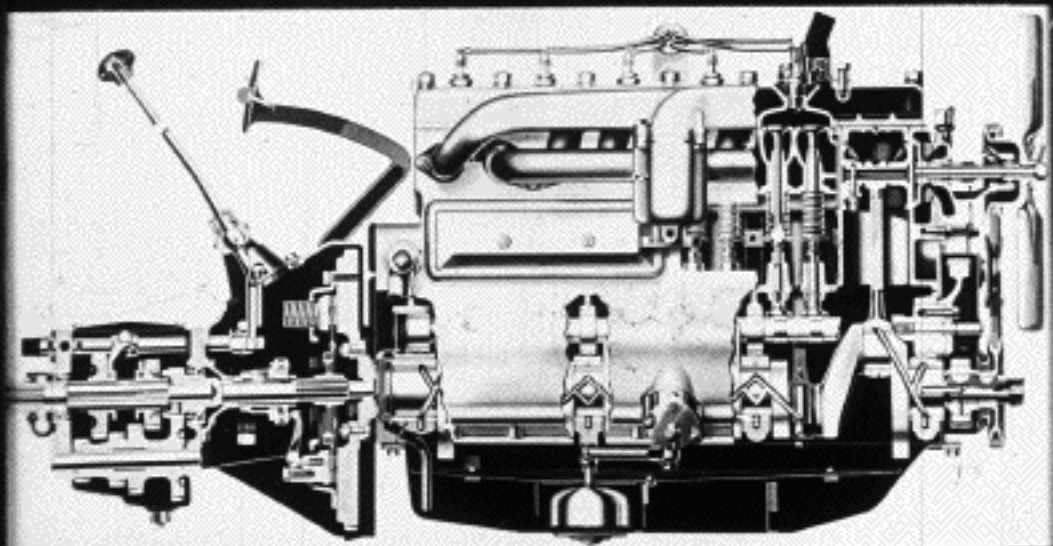


Counterbalanced Crankshaft has 4
Main Bearings — standard practice
with cars costing twice as much!

Crankshaft weighs
59 lbs. and is
statically and
dynamically
balanced.

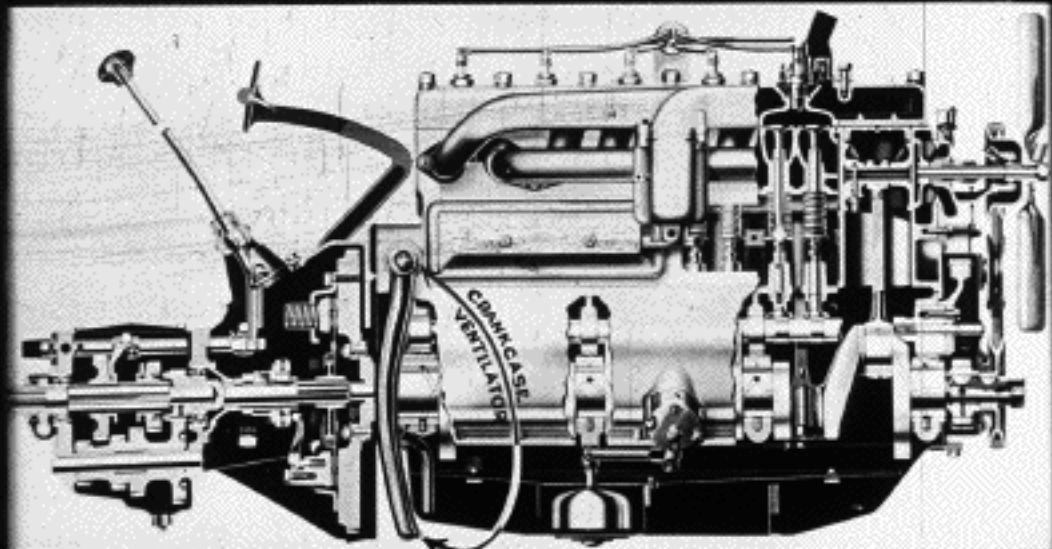


Drive home the importance of Willys Six Full Pressure Feed Lubrication to all main and connecting rod bearings, camshaft bearings and timing chain.



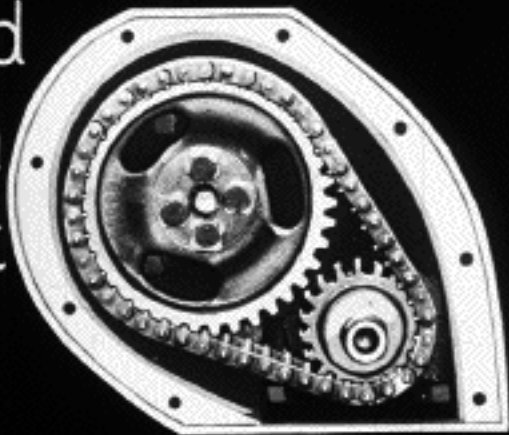
Note that oil passages are all drilled in the solid crankcase casting and crankshaft—no leakage, no failures.

Emphasize the fact that
*50 square inches of bearing
area* assure thousands of
miles without adjustment.

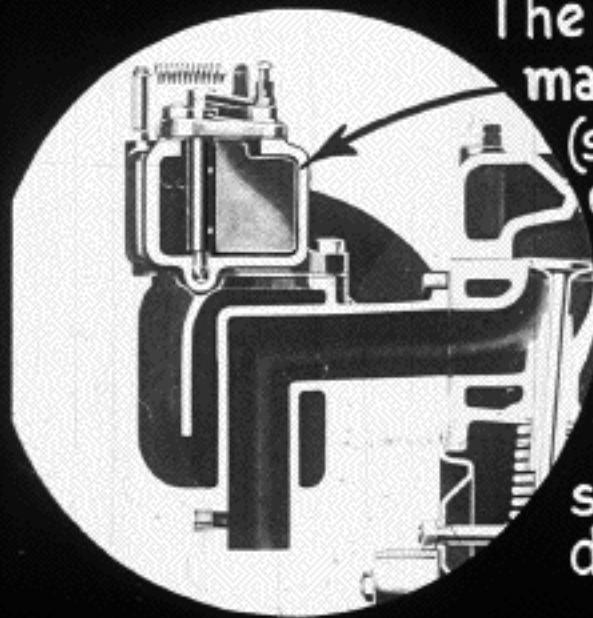


A crankcase ventilator reduces oil consumption and carries any fumes away from the interior of the car.

Timing chain has just one job,—
to drive the camshaft. Oversize,
light load and
pressure lubrication
makes adjustment
unnecessary.

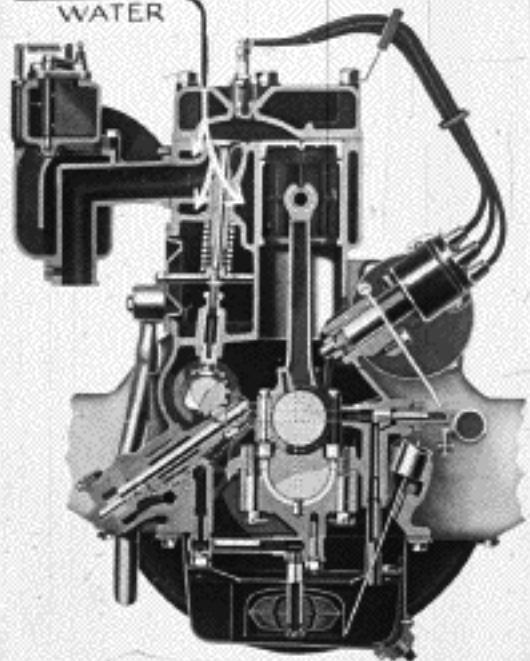


Higher compression, larger valves, scientific carburetion and manifolding and light reciprocating parts give 18 to 22 mile fuel economy at 35 to 45 m.p.h. !

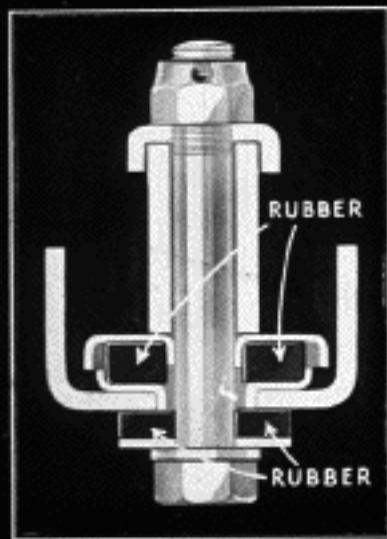


The dash controlled manifold heat valve (seldom found in cars of this low price) assures quick warm-up, maximum economy in slow or town driving and in winter.

CIRCULATING
WATER



Large Valves
are
entirely
encircled
with
cooling
water.



Rubber vibration absorbers at all four motor supports provide a maximum smoothness.

Willys engineers design for convenience as well as efficiency— the gear shift lever comes up through the toe boards giving unusually free foot room.

And now_ positive fully enclosed internal expanding brakes let you enjoy the torrent of speed with safety_ rain or shine, winter or summer.



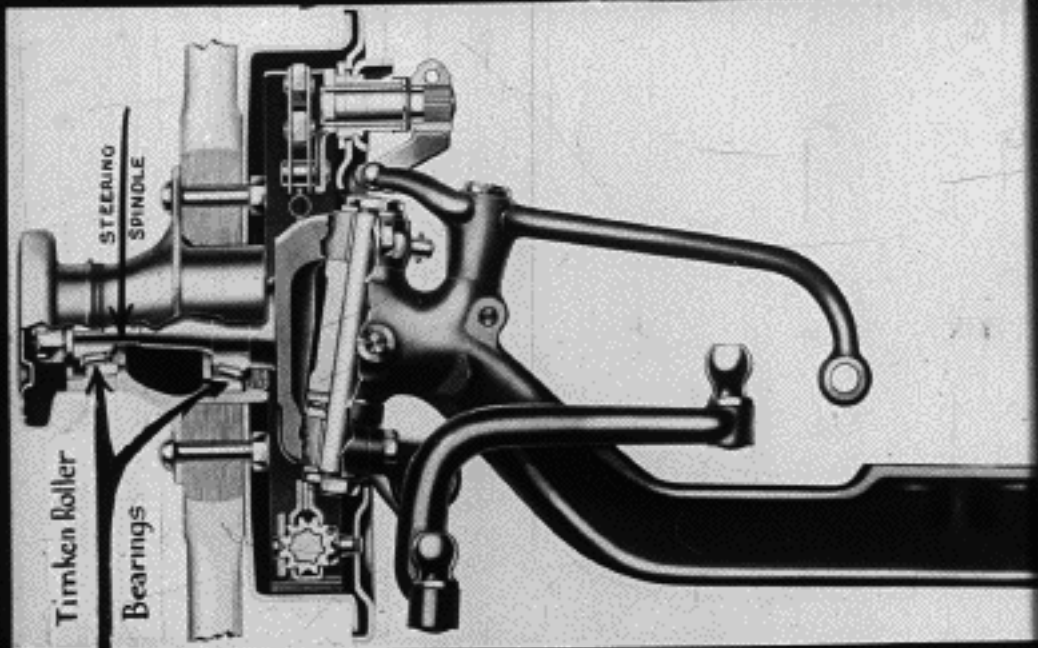
148 square inches
of braking surface
give velvet control
with light pedal pressure.

Finger Tip Control pioneered by
Willys-Overland for convenient



control
of lights,
horn and
starter.

Easy Steering_ another
Willys Six engineering
triumph.

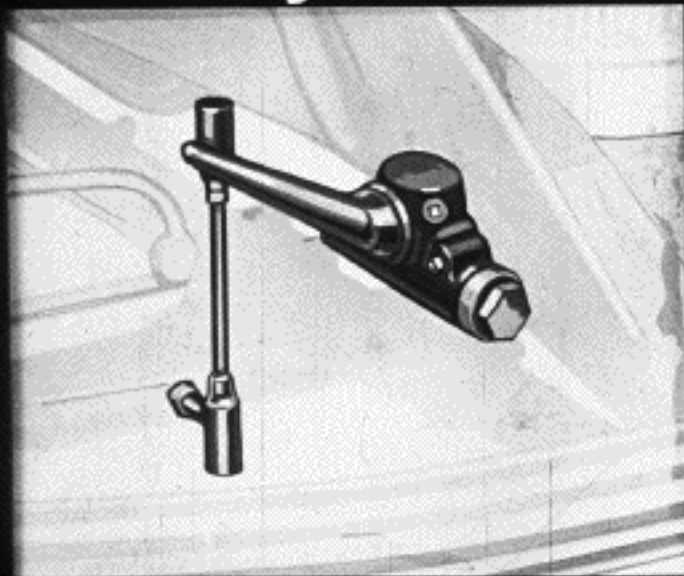


Timken roller thrust bearing in steering spindles makes steering an effortless operation.

Genuine self adjusting
Tryon Spring Shackles
help keep chassis quiet
and in perfect alignment.

Don't overlook the oversize
29×5.00 tires for easier
riding and greater economy.

Hydraulic Shock Eliminators?
Certainly! Double acting to



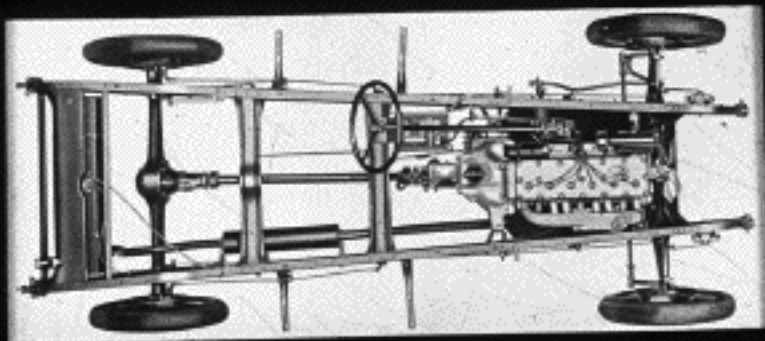
absorb
the
shocks
and check
the
recoil.

In the mountains of Pennsylvania, the new Willys Six met tests far more cruel than any man-made proving ground could impose!



Its mechanical features make it perform as beautifully as it looks.

You know you have a
good car, but be sure
to let the prospect
know WHY!



Superlative engineering—
make it the basis of your
most aggressive selling!

Every competitive car sold in your community might have been a Willys Six if the prospect had been contacted and thoroughly impressed with its mechanical superiorities.