

All the Comfort of Home
A Presentation of Willys 8 Bodies
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 2003 by Spence Fowler

(member #4536)

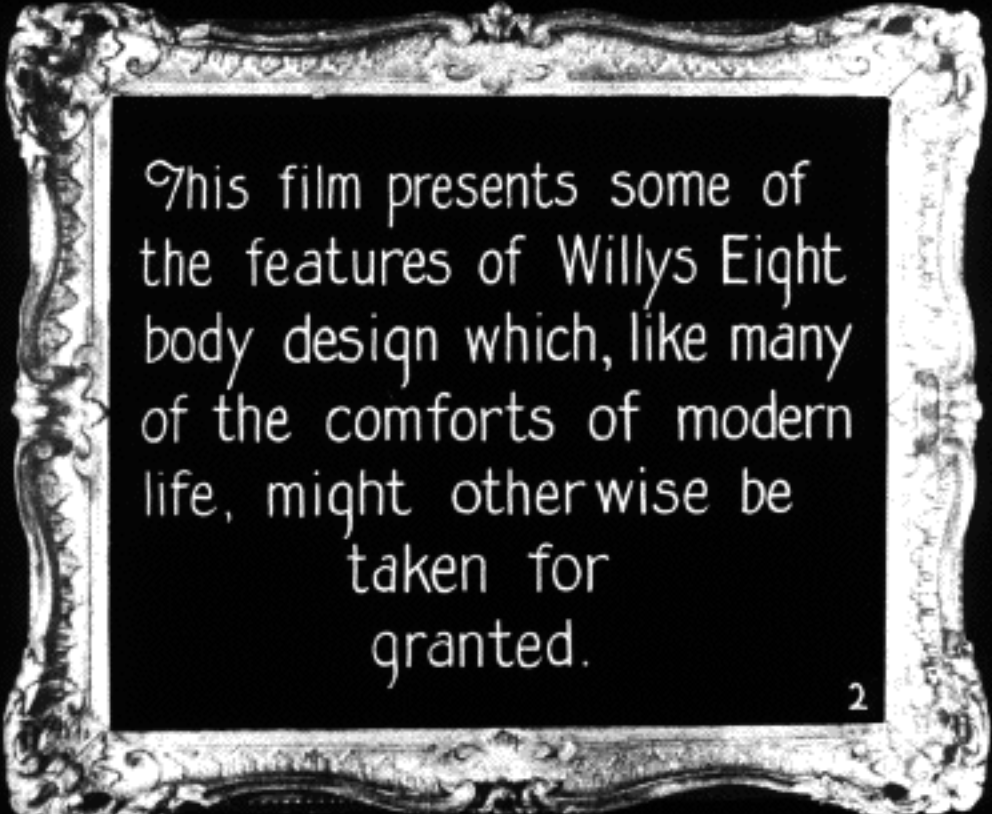
sdfco@mac.com




ALL THE COMFORT
OF HOME.

A
PRESENTATION
OF
WILLYS 8
BODIES.






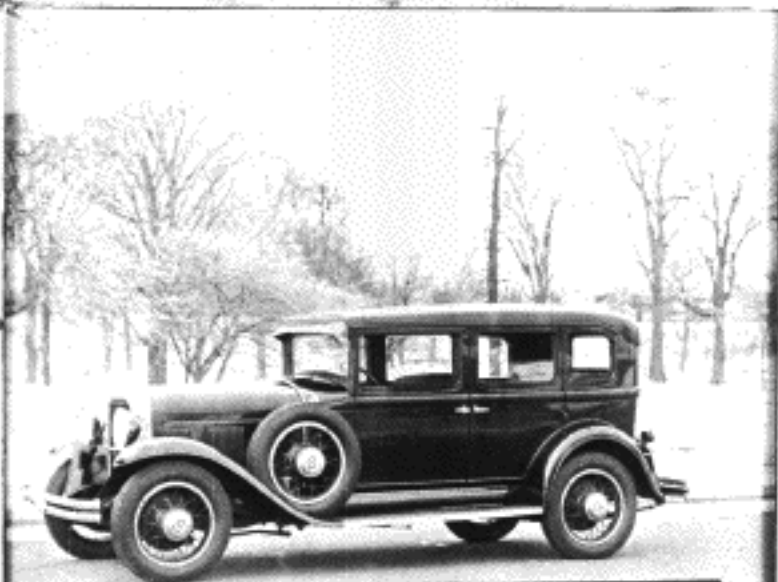
This film presents some of
the features of Willys Eight
body design which, like many
of the comforts of modern
life, might otherwise be
taken for
granted.



Willys Overland engineers
believe in
fine bodies as well as
fine engineering.



A car, like a home, is sometimes judged by its beauty. Outside and Inside - Willys 8 bodies are designed to combine external beauty, interior roominess and luxury new to its price class.



From the outside, the Willys 8 is truly a work of art.

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In grace of line, in lithesome beauty, in
poise and distinction, the Willys 8 far
outranks the coach builders of yore.





Its long high hood suggests the thrilling speed of this mighty Eight---


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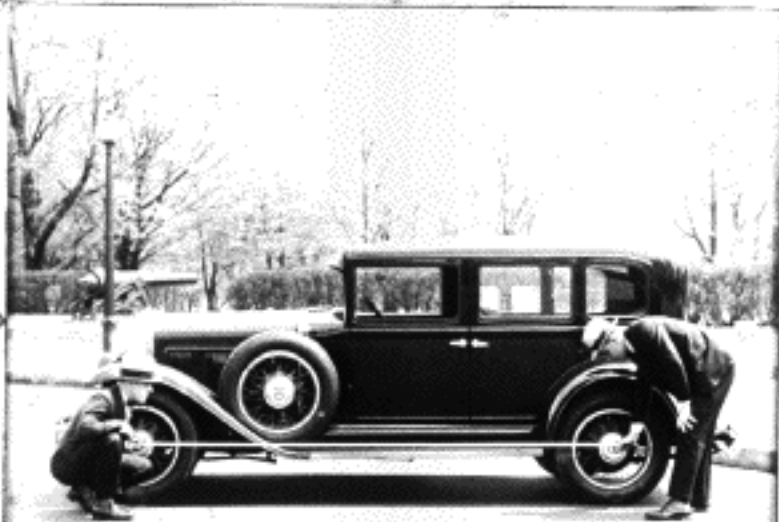
Speed that carries you a
mile a minute in "pullman"
comfort or zooms you
along at 75 if you elect
to travel faster.

This perhaps was the original sedan, yet how different from our modern craftsmanship!






Willys-Overland body designers have made it possible for us to enjoy coach work far outranking that which was once the pride of royalty.

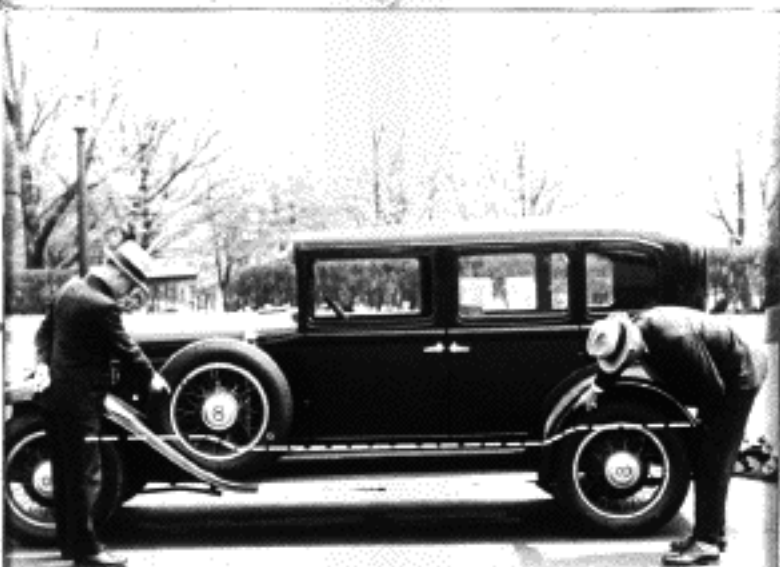


Only with 120 inch wheelbase
could such distinction be possible!



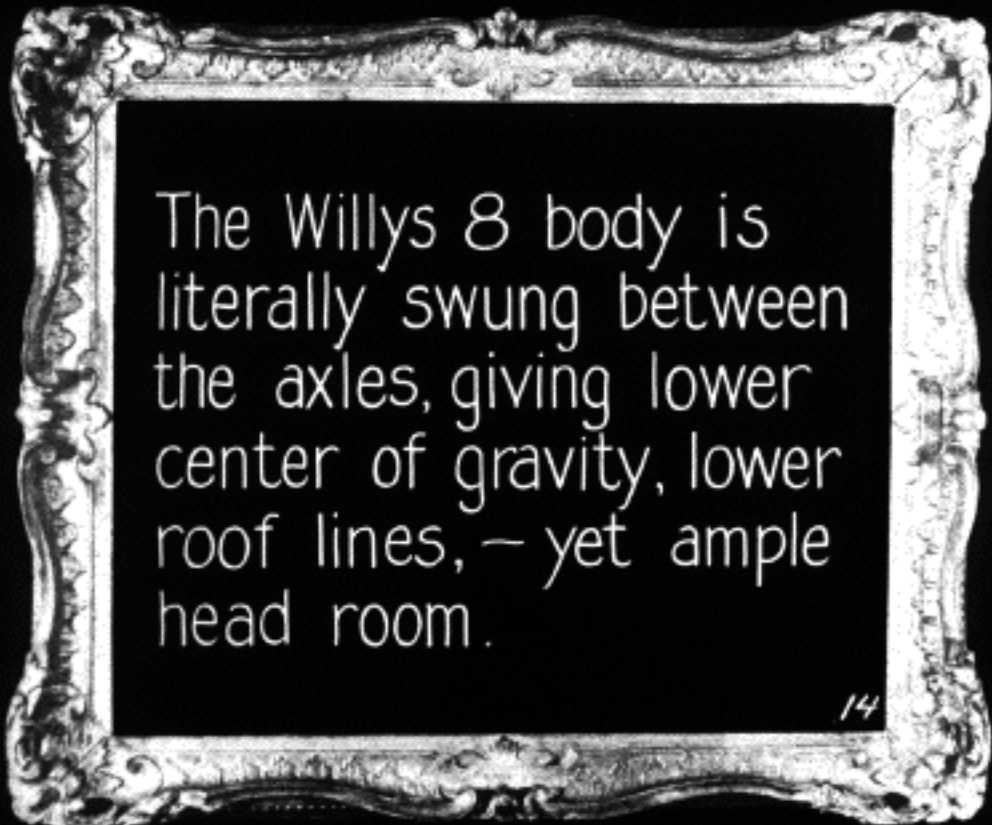


Longer wheelbase permits
panelling which accen-
tuates length and its
suggestion of speed.



Double drop frame gives new lowness to the body.

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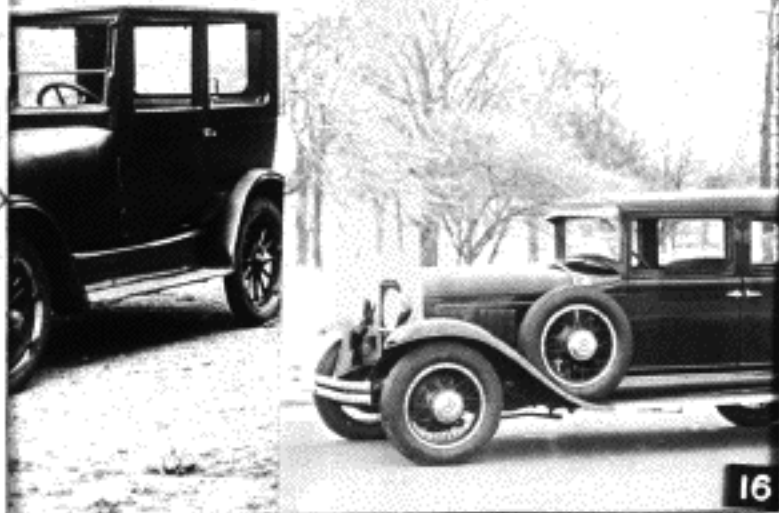


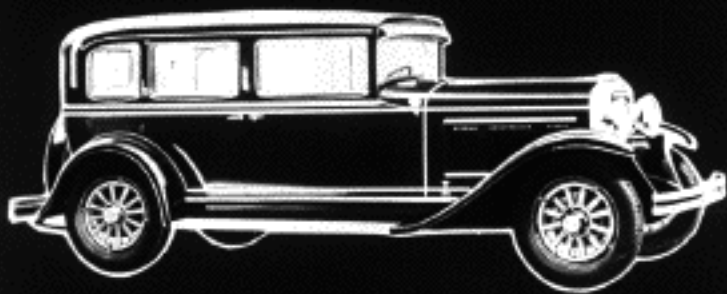
The Willys 8 body is
literally swung between
the axles, giving lower
center of gravity, lower
roof lines, – yet ample
head room.



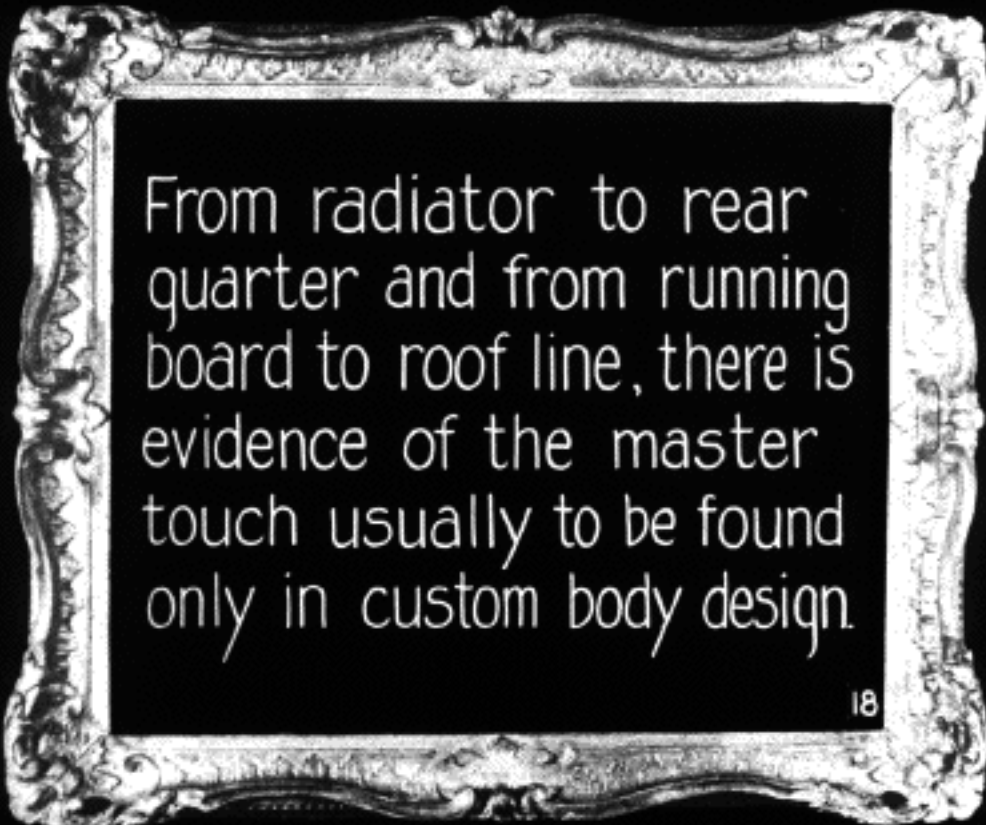
The low splash shield shows how close the body is to the running board.

A low splash shield means a low car.
A high shield makes a car look high.





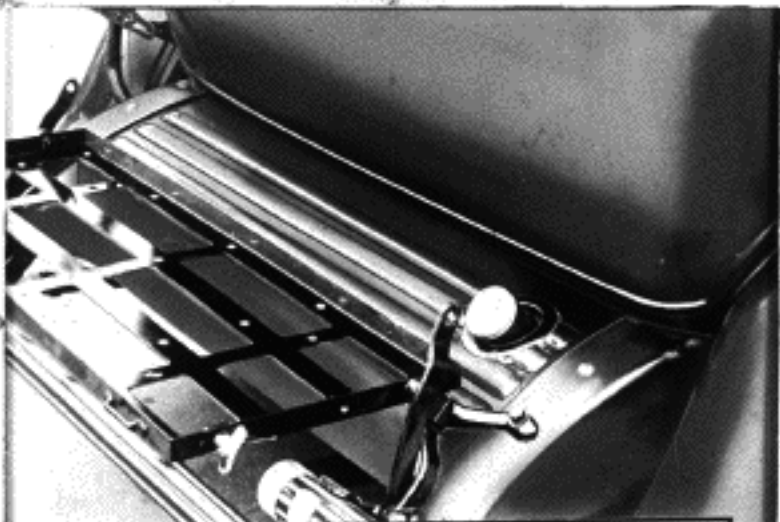
See how our designers have emphasized length and lowness by clever handling of the horizontal lines.




From radiator to rear
quarter and from running
board to roof line, there is
evidence of the master
touch usually to be found
only in custom body design.



The rear is as carefully proportioned as the side.



Notice how the gas tank, frame ends and cross member are enclosed with the beautifully designed shield finished in baked enamel.



And now let us take the
Willys 8 out of the
picture so that we can
examine its interior
appointments.



Even as you enter you are conscious of the wide spacious doors permitting easy access. The rear door is 27 $\frac{1}{2}$ inches wide while the front is 29 $\frac{1}{2}$.

Entering the Willys 8 is like stepping
into a richly appointed living room.



Rich upholstery fabrics and beautifully wrought fittings contribute an atmosphere of luxurious distinction.

The size, shape and tilt of the cushions follows the design of the most comfortable davenport, even including the position of the arm rests.



Balloon tires, long springs and shock eliminators, of course,---but after all you ride on the cushions.

WILLYS 8



Your Willys 8 is your outdoor living room and is as comfortable as your fireside chair, by virtue of the deep upholstery and responsive coil springs.



Extra length has made it possible to follow the dimensions of the most comfortable divan.



Luxurious spaciousness is one of the features of Willys Eight bodies, thanks to the 120 inch wheelbase and 166 inch overall length.



*Willys 8 Body
length overall*

166"

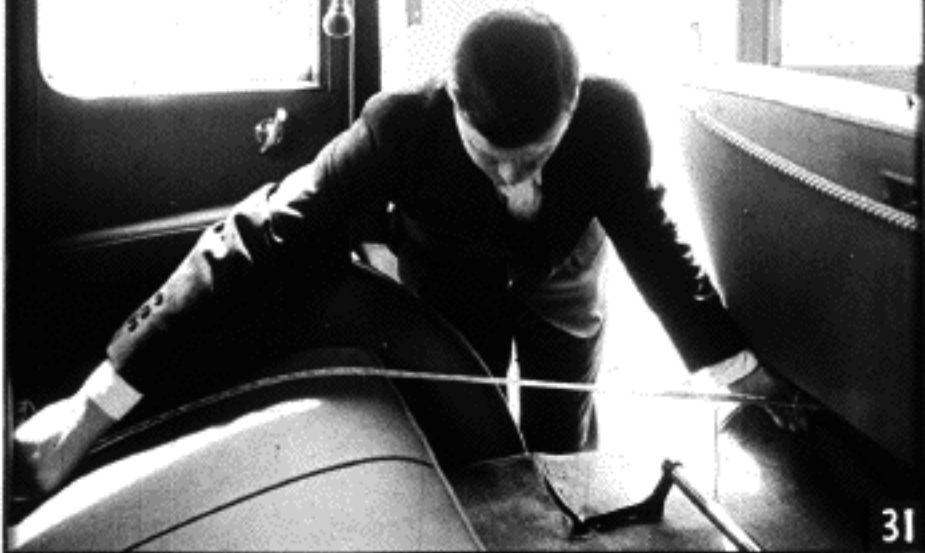
Extra leg room, greater comfort, greater beauty.

*Willys Knight 70B
length overall*

159"

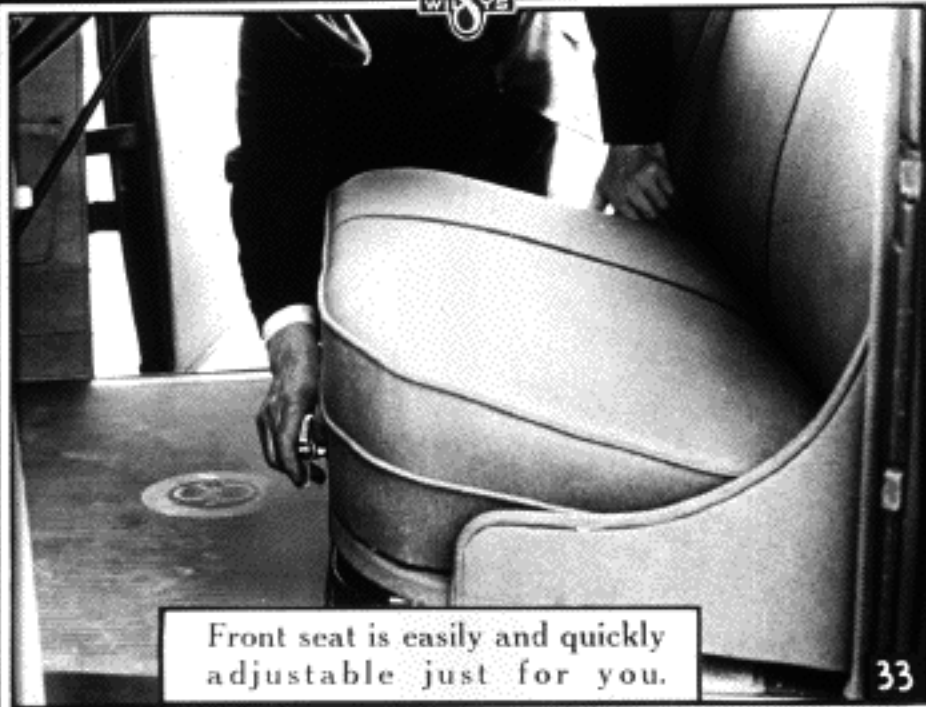


Forty-two inches of space between
backs of front and rear seats.





The longer body combined with the Willys Overland recessed dash give loads of leg room for the "Six Footer".



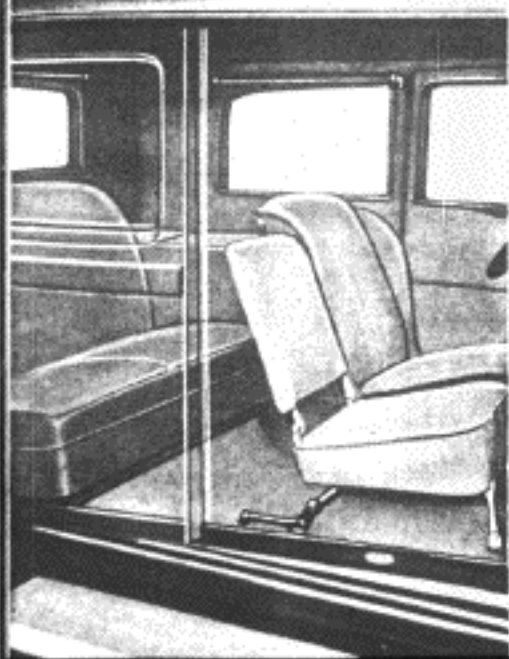
Front seat is easily and quickly adjustable just for you.

Steering column is also adjustable to three positions for individual comfort.

WILLYS
8

The smart, fleet lines of the Willys 8 Coupe are as expressive of speed as the dash of a water craft and it is just as smooth and easy to handle.





A personalized
seating
arrangement,
yet ample
room
for
four
passengers.

Here again the 120 inch wheelbase and longer body provides comfort and roominess.

The package compartment is just one of its niceties of design.

The folding seat gives freedom of entrance and exit.

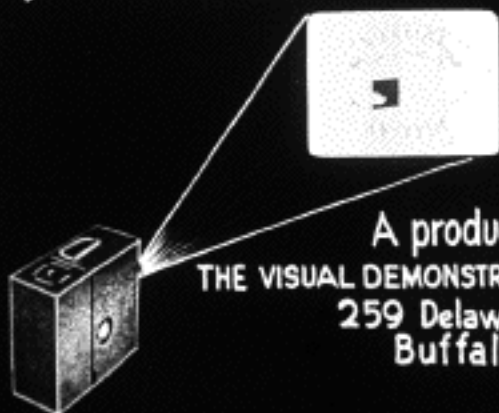


Willys 8 big roomy
Bodies are made possible
by applying volume
methods to custom design.

In every way, they are a complement to Willys chassis design,—their beauty, their spaciousness and their appointments.

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The End
To rewind, start at this end dull side out holding film by edges. Be sure to keep fingers off dull side of film.



A production of
THE VISUAL DEMONSTRATION SYSTEM, Inc.
259 Delaware Ave.,
Buffalo, N.Y.

Retail Sales Manager's Film Service.