

# The New Willys-Knight Model 87

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**

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The NEW  
WILLYS-KNIGHT

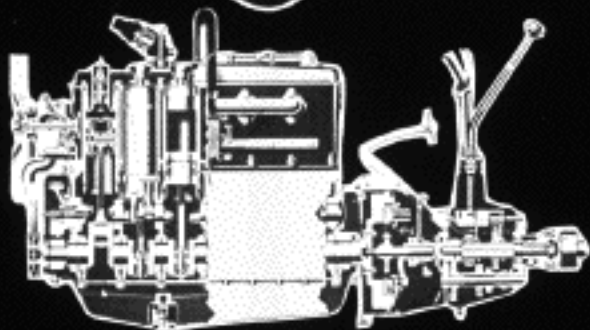
MODEL  
'87'



Fortunate is the man  
who has Something  
Different to offer  
critical buyers.



The more thrifty the buyer  
the more important are the  
sales points of Willys -  
Knight 87 design — and  
no other automobile mer-  
chant can offer them.



This is the year of years  
to appreciate  
Willys Knight VALUE.

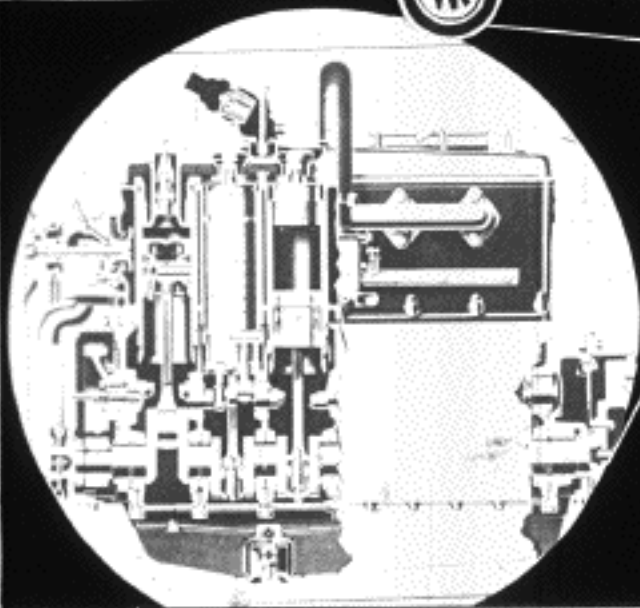


And now the New 87  
crashes through with even  
greater value.



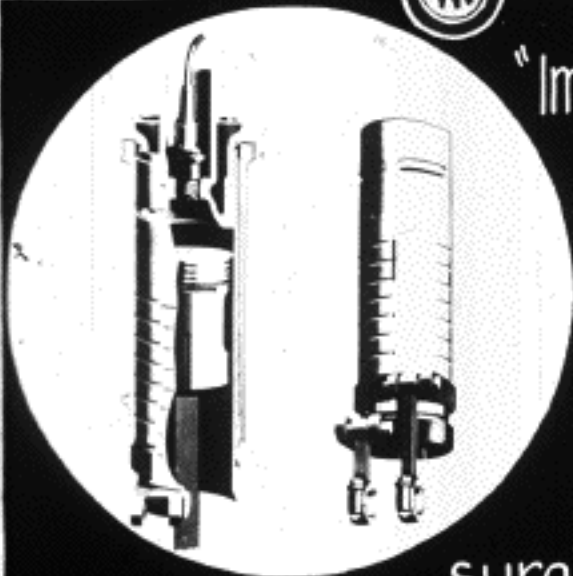
Now let's focus the  
spotlight on a few  
of the



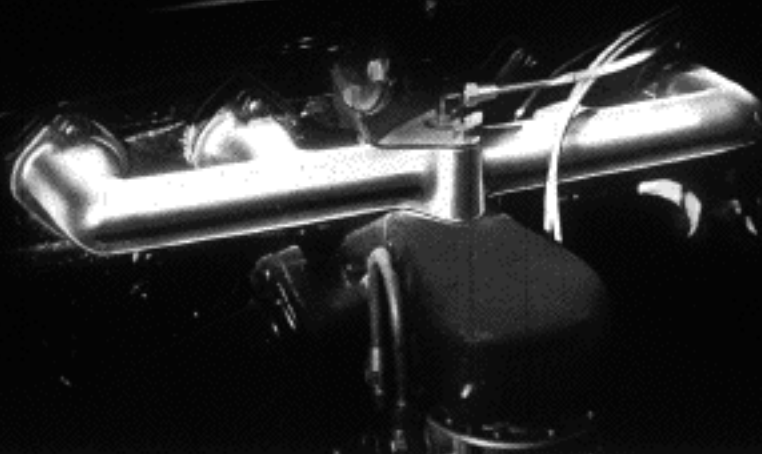


In the Willys Knight 87 Motor, you will find many improvements adding to its superlative performance.





"Improved ports  
add new re-  
sponsiveness  
to its  
tremendous  
surging power."



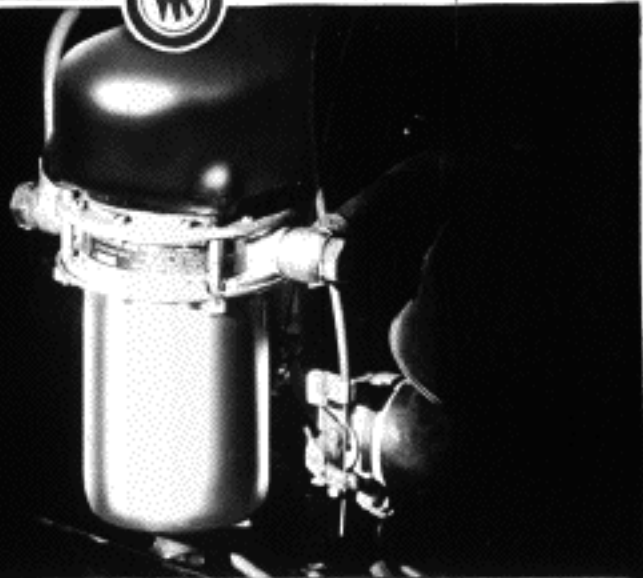
This new manifolding adds new power and new economy to the new 87.



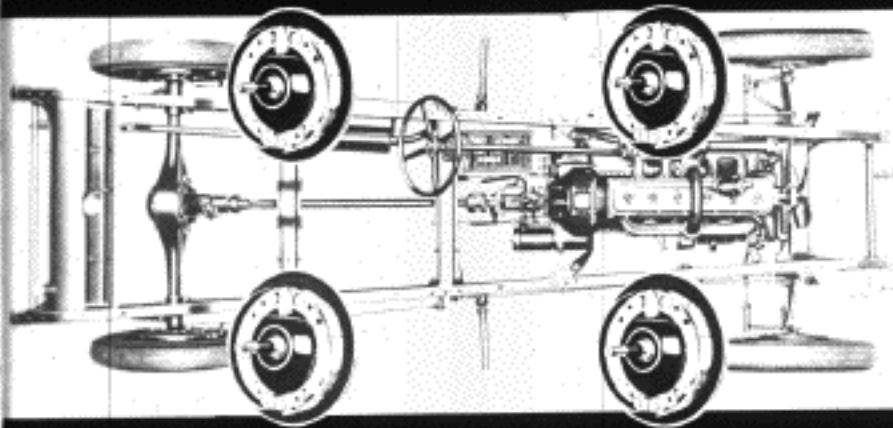
"Nothing rolls like a ball"



— and no motor  
keeps cool like a Willys-Knight  
with its ball bearing fan. This  
feature assures long, trouble-free  
service.



This new simplified oil rectifier installation assures cooler oiling, and cleansing giving better lubrication which means less wear and longer motor life.



Positive, weatherproof internal expanding brakes at all four wheels. This permits the use of 87 power and speed with mental comfort and physical safety.



4 double acting Shock Eliminators literally float the new '87" on cushions of oil. They check the shock and dampen the rebound.

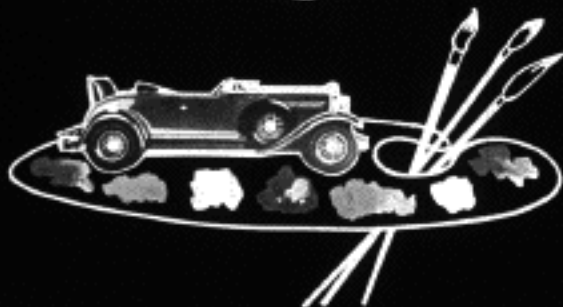


Improved  
steering  
gear  
gives  
practically  
effortless control

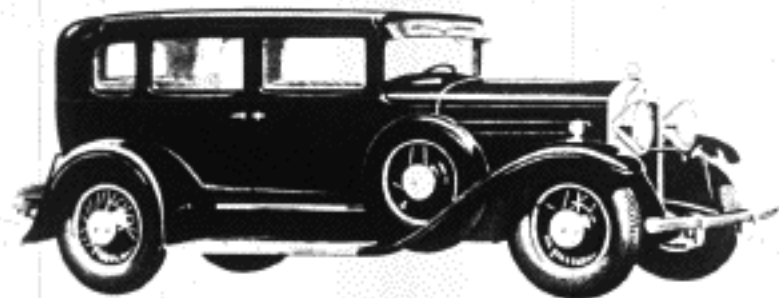


Wire wheels of the smartest design give the new '87 Fifth Avenue distinction.





Varied, smart new color combinations emphasize the beauty of the new '87."



Never has there been a more beautiful  
Willys-Knight, at such a low price.



And speaking of low prices~  
many people don't realize  
that they can buy and drive  
a KNIGHT MOTORED car at  
such low cost! It is to your  
advantage to tell them.



Many think they can't afford anything but the cheapest car -- yet '87' upkeep costs are little if any more, in the long run.



A Willys Knight 87 for the first car and a Whippet for the second car will afford independent, economical transportation at all times



## MID-SUMMER SALE Western Giants



Quality at Low Cost

MORE THAN  
A MILLION  
Western Giants  
Now In Daily Use

all well known and  
service organizations  
are recommended

When buying a pair  
of 48 high speed  
Western Giant tires  
please specify the  
size and  
weight available to  
you.

**MOUNTED  
FREE**

At all Western Giant  
dealers in all  
sections of the  
United States  
and Canada.

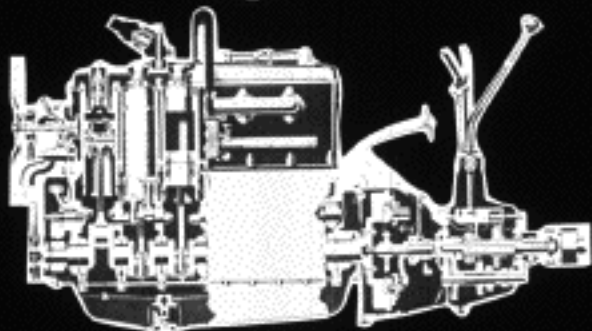
### Unlimited Durability

Western Giant tires are made of the finest quality materials and are built to last. They are designed to provide maximum mileage and are available in a wide variety of sizes and weights to meet the needs of all types of vehicles. The Western Giant tire is built to last and is the best value for your money.

Tire prices  
were never  
lower, and  
tire mileage  
never  
higher.



The Willys-Knight '87" is  
beyond comparison with  
many cheap Eights  
both in value and  
operating costs.



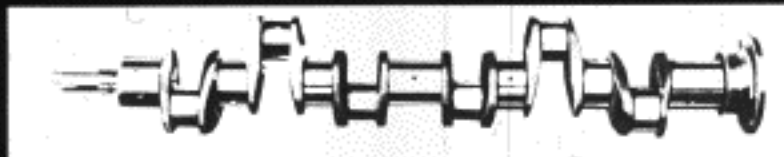
It's better to have a  
*Good Six than*  
*a Cheap Eight.*



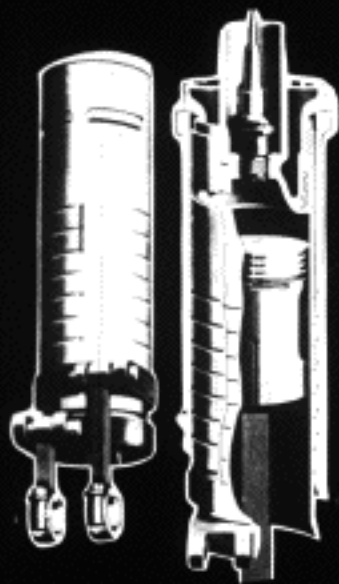


Here is how Willys-Knight  
operating costs are lower--

- ✓ *No Valve Grinding Bills*
- ✓ *No Carbon Cleaning Bills*
- ✓ *Fewer working parts, less wear.*



7 Bearing Crankshaft assures low depreciation and fewer repair bills. It gives absence from vibration and smoothness of operation.



Fewer parts eliminate wear and adjustment costs and maintain highest efficiency.

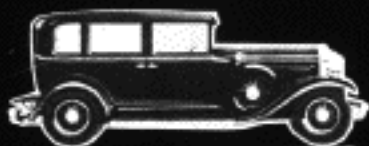
Stress these advantages.



Willys-Knight Depreciation  
is slower over the years,  
thanks to its patented  
sleeve valve engine  
principle.

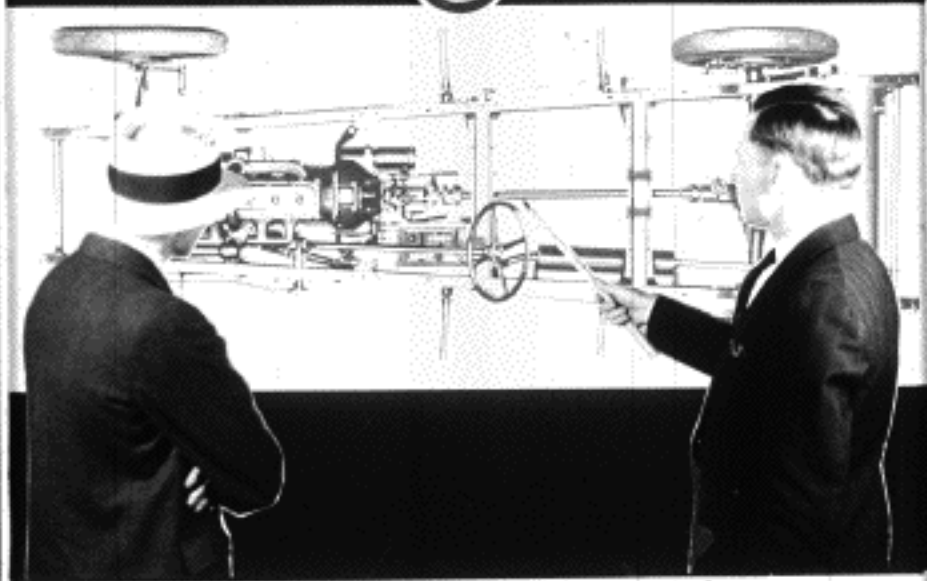


Thinking car buyers are looking deeper than beautiful lines and colors for the important things that give added value to their dollars. This is true this year more than ever before.



VALUE

The exclusive features of the Willys-Knight 87 make it one of the soundest investments in the automobile world.



Point out the engineering features of the Willys Knight chassis, THEN---



Put the car to your prospect's favorite tests  
to let its performance verify your claims.



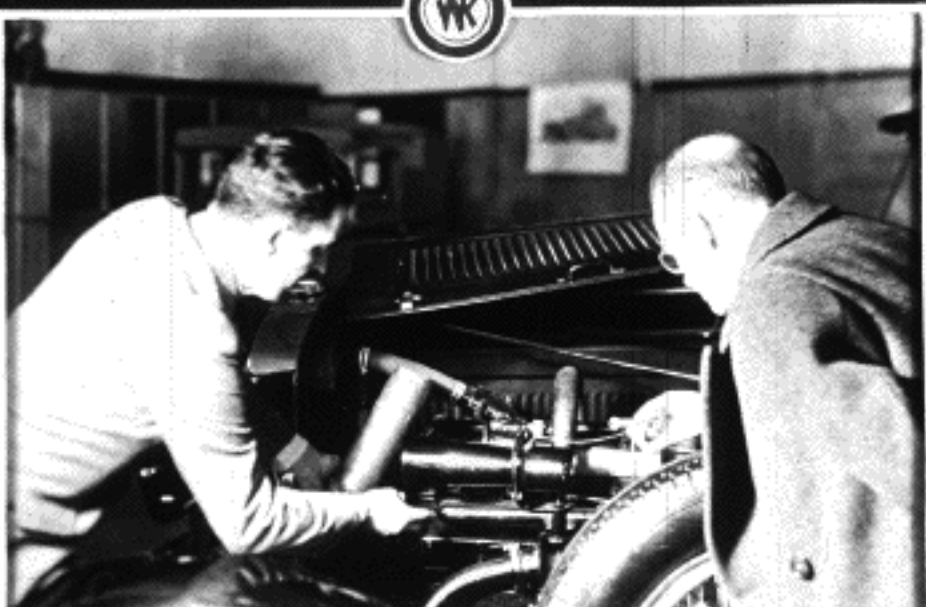




Remember that real  
SATISFACTION is built on  
Real VALUE. You have an  
exclusive value story  
to tell.



An important part of  
selling more Willys-Knights  
is to know and to tell  
more about the car!



Tell your selling story in an enthusiastic, convincing way.



Believe in your car  
in yourself  
and your prospect will  
catch your enthusiasm  
and believe what you Tell Him.



In this film we have shown  
the improvements in  
Model 87  
AND WHAT THEY DO  
FOR THE PROSPECT.



Remember that it isn't so much a question of the territory, -- your success depends upon your own EFFORTS as a Salesman.



Never let a Whippet, Willys Six or Willys 8 prospect walk out of your showroom without interesting him in the exclusive advantages of the Willys-Knight '87."

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The End  
To rewind, start at this end dull side out  
holding film by edges. Be sure to keep fin-  
gers 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.*