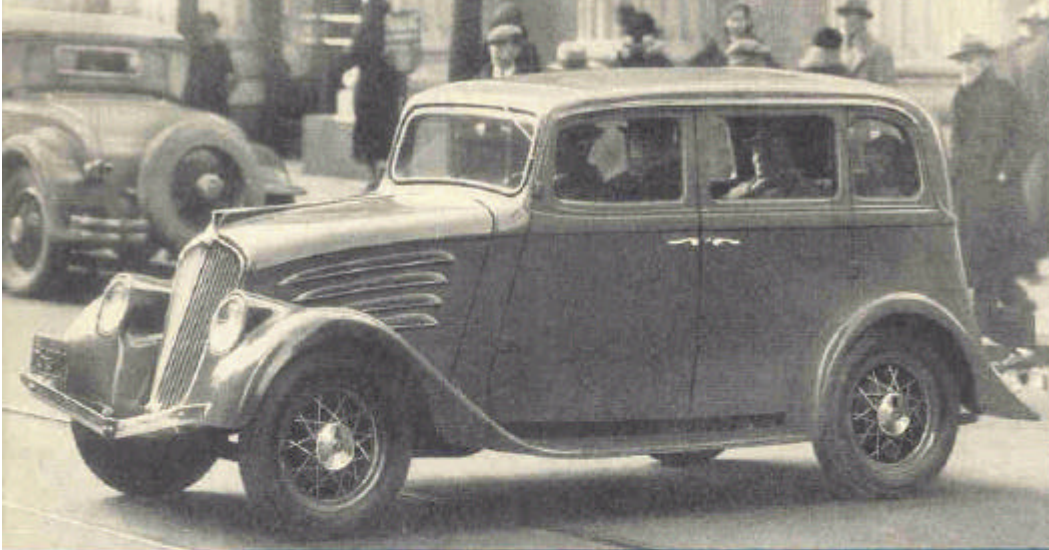


1934

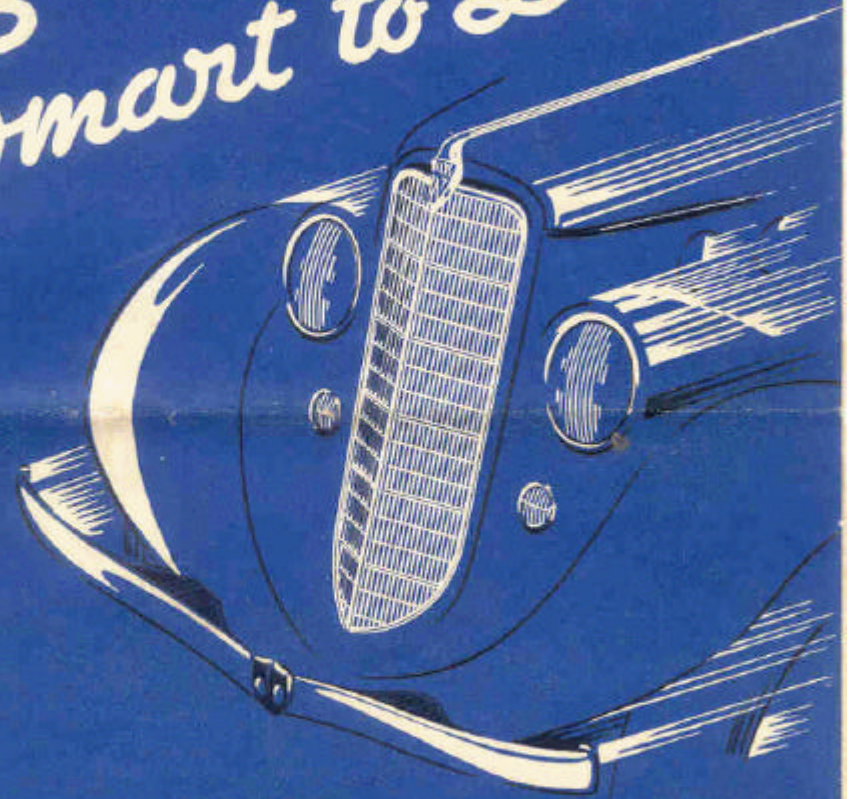
WILLYS "77"



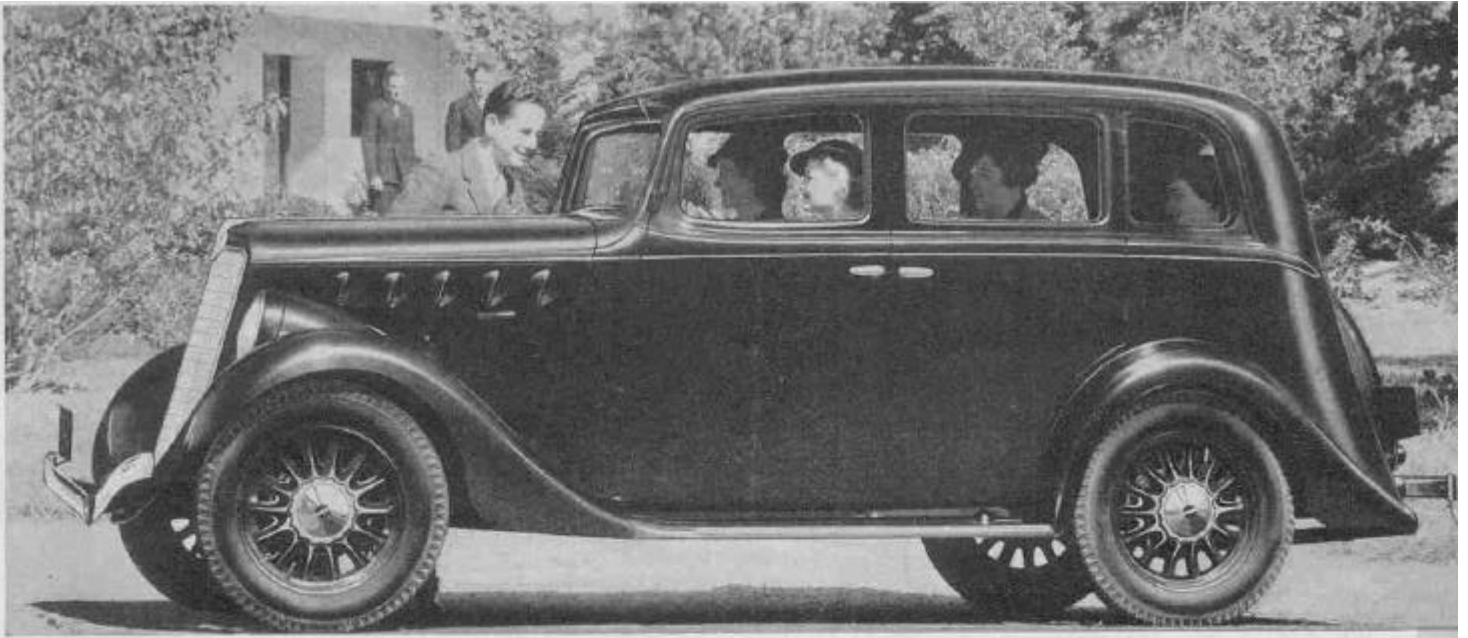
The only
FULLY STREAMLINED
Economy Car

25 to 30 MILES PER GALLON
70 MILES PER HOUR

1935
*Smart to Buy
Smart to Drive*



WILLYS
77



The 1936 Willys Sedan

The most expensive car in the world may satisfy the vanity of its owner, but fundamentally it does what the Willys will do, namely; transport its passengers safely, comfortably and swiftly from one place to another. To the additional credit of the Willys, however, is its low first cost and life long economies — vital necessities to you who may desire to spend less on motoring so as to have more for other purposes. Today, a major problem is to spread one's hard earned money over all the necessities — household costs, clothes, education, insurance, transportation, etc.; still having something left for savings and deserved pleasure.

There can, therefore, be no lasting motoring thrill in driving a car whose cost and maintenance exceeds a reasonable percent of your income, so if you desire to have more out of life — to buy more things — to go more places, one way is to cut down your motoring costs. Before buying your

new car analyze the real purpose to which it will be used. If for commuting between home and work (usually done weeks in the year) or for short runs, you will not need a car whose weight is oversized for such purposes. If for constant business or professional use, the Willys, saving money as does every mile it is driven, is bound to show higher monthly profits. If for touring long distances the best after-recollection of your car's performance will be its comfort, reliability and its low cost of operation. The Willys has been carefully designed and strongly built to satisfy all these requirements. It will cost less to buy, less for monthly payments, less for taxes, for gasoline and for oil; at the same time giving safe, speedy, comfortable motoring.

The appearance of the Willys embodies the same modern characteristics of far more expensive cars, hence where you go it will be in good taste. The Sedan has been given

The 1936 Willys Coupe



Up to 35 Miles per Gallon

70 MILES PER HOUR

LOW FIRST COST • EXTREMELY LOW UPKEEP

more interior room, seats made more comfortable, springing more efficient, so that even on the long trips you arrive at your destination quite relaxed; having had economies throughout the trip that no expensive car can match. Your transportation is then over, the trip done, but the difference is that the Willys has thrifty doled out less gasoline and oil, has guarded the contents of your purse so you have more left to spend at destination, or to make more trips. Owning a Willys gives that deep-seated, ever present satisfaction of just knowing that your car is not an extravagance, also that it is capable of a speed far faster than most cars are driven.

The size of the Willys has been scientifically arrived at, and sensibly arranged. The Sedan has seating capacity for four passengers because most cars do not carry over this number — watch them on the road to verify this. No car can be really economical if it has unused passenger space, as this calls for excessive car weight and engine power infrequently used, but constantly paid for. The length of the Willys is that commonly used by racing cars which, with its proportionate width, gives remarkably safe cornering, quick maneuvering in crowded traffic and an incomparable ease of parking. The brakes are more effective than most cars, irrespective of their cost.

If you are dissatisfied with your motoring costs, the daily drain on your earnings, perhaps small in themselves but which total large in a month, go to the nearest Willys dealer and request a demonstration. Study the fine but simple mechanics of the car and you will realize that at least one manufacturer believes that all automobiles are nothing more than transportation and that the Willys caters to the people who do not want to spend an undesirable part of their earnings to possess one. The Willys is being sold all over the world in increasingly large quantities and this necessarily means owners are satisfied with their purchase, everywhere.

The engine (the heart of any car) in the Willys is the time-proven four cylinder type which powered the first four winners of both the 1934 and 1935 Indianapolis races. In these races numerous other cars, powered by six cyl-

inder, straight eight and V-8 engines were all defeated. The four cylinder simplicity of design (fewer working parts) proved itself to be more reliable and efficient in these two premier 500 mile racing events. The Willys itself, in racing form, has won both American Grand Prix road races (at Briarecliff, N. Y.) during 1934 and 1935; also the 1935 Cape Cod road race—all against similar multi-cylinder powered cars. Abroad, in standard form, the Willys has in its class, won many speed, hill-climbing, reliability and economy contests.

You probably are not interested in buying a racing car but you undoubtedly do look forward to a lack of mechanical trouble; of owning a car able to run hour after hour

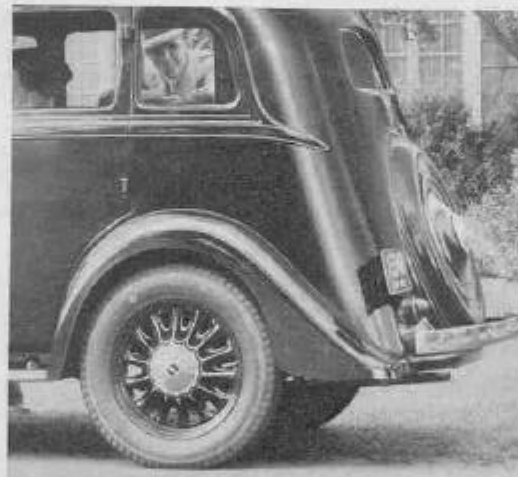
without mechanical interruption and such contests have helped the Willys engineers to design simply to eliminate gadgets, to judge the strongest and best metal for the purpose required, to make the Willys the safest and most reliable of over two million five hundred thousand units produced by Willys-Overland.

It is reasonable to expect that you are interested in buying a new car—one that has every part ready to begin its long life—that is up-to-date in appearance and operation—that has not been abused by an unknown previous owner or will not have to be resold or traded in with the depreciation

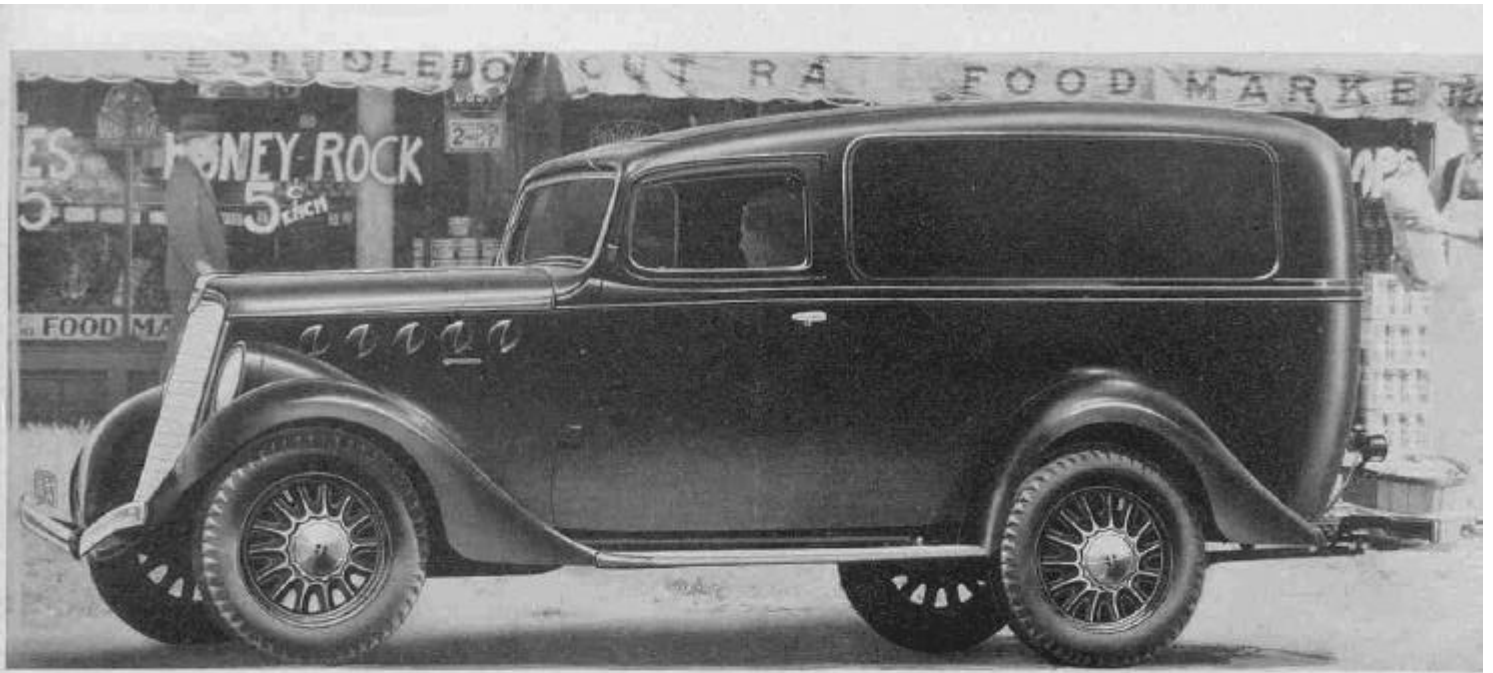
loss of more expensive cars.

Study the estimate showing how the Willys, against the nearest higher cost car can pay for itself and then calculate how much time—how many years—it will take you to save its cost of approximately \$500.

Before deciding upon any car remember that all of them, from the lowest to the highest priced, are but vehicles of transportation to take you from one place to another and that, greater than any motoring thrill is the knowledge that your debts are paid; that you are living within your income and have savings for the emergencies of life. The Willys will help you to save — will give you more trips — more necessities and luxuries — more of the things that other people, earning no more than you do but owning higher priced cars, cannot possibly hope to have. BUY A WILLYS AND SAVE THE DIFFERENCE



The newly designed back of the Willys, sloping down and outward, gives more interior space; also room back of the rear seat for two medium sized suit cases



The 1936 Willys Panel

So much emphasis has been put upon the overloading of trucks that attention is directed to underloading, as it likewise carries a penalty. Underloading is the use of equipment which is oversized for the work undertaken and obviously its excess purchase price and the extra cost of operation and maintenance can only be an extravagance.

It is easy to realize that the rolling weight of a truck is similar to lifted weight — the heavier both are the greater the attendant cost of moving them, therefore it should be an object to use the lightest possible truck which can stand up to the work required of it.

It is very common, over the period of ownership, for the operating cost of a truck to far exceed the purchase price, therefore excess capacity (i.e., excess weight) is a constant, but unnecessary, drain on your overhead.

Stop lights, city ordinances and other traffic controls have reduced the necessity for high powered engines, whose maximum acceleration and speed can be rarely, if ever, used. There can be no economy in using a six or eight

cylinder engine when four cylinders will do the job, as the former's higher first cost, higher gasoline and oil consumption, higher cost of maintenance, can only mean a waste of money — a loss of profit.

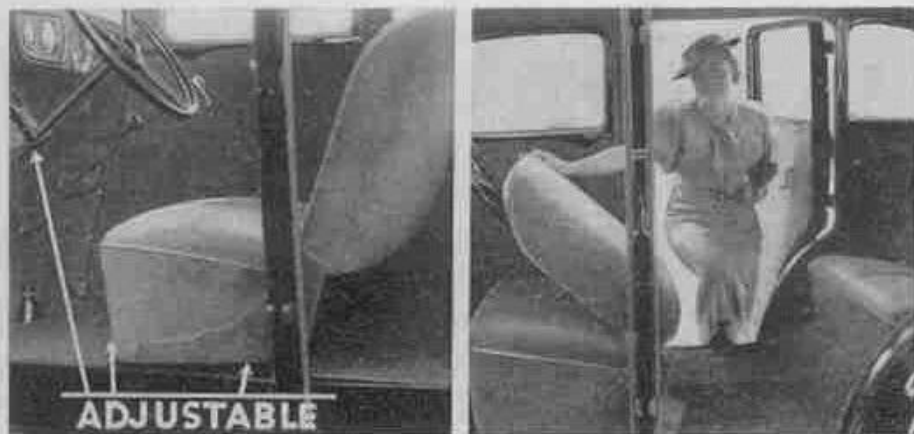
Most trucks within city or town limits are driven under 35 miles per hour averaged speed and while the Willys commercial models are built to stand up under long, fast runs, they are outstandingly economical on the short hauls, where low averaged speed and idling engines are the rule.

If your business requires a truck for light deliveries, the Willys will not only meet this requirement exactly, but, compared with heavier trucks in similar service, its savings can, over a period, actually return to you its purchase price; subsequently it should continue to save money each and every mile it runs.

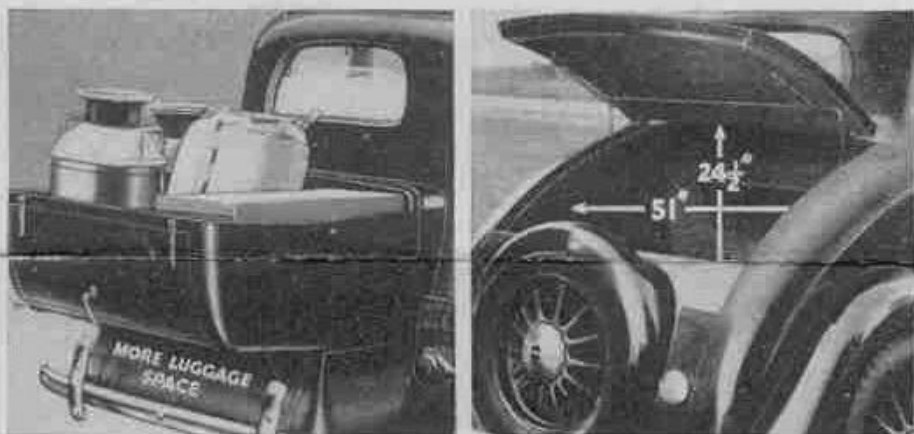
The new Willys commercial units are cleverly and modernly designed, and will reflect prestige to the business they serve. No other trucks on the market have caused more favorable comment. Everyone concedes that their

The 1936 Willys Pickup



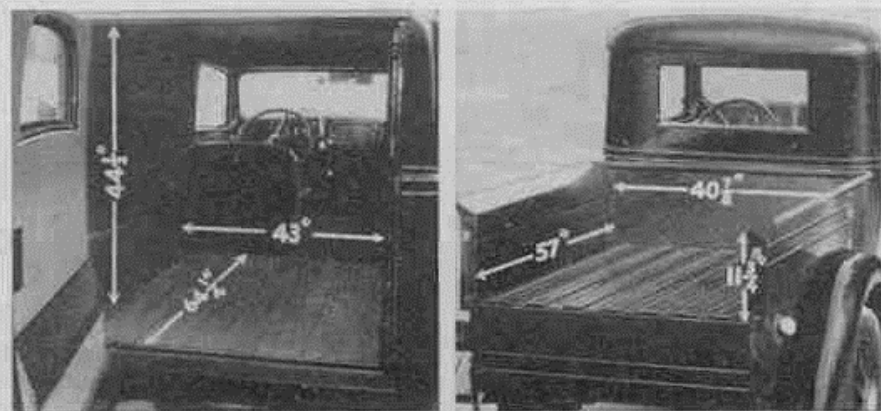


The new 1936 Willys offers surprisingly roomy interiors designed to give maximum comfort. The front seat is not only adjustable backward and forward, but it can be tilted up and down (at the rear). The back of this front seat also folds forward to permit easier entry and exit of rear seat passengers. The steering post is also adjustable.

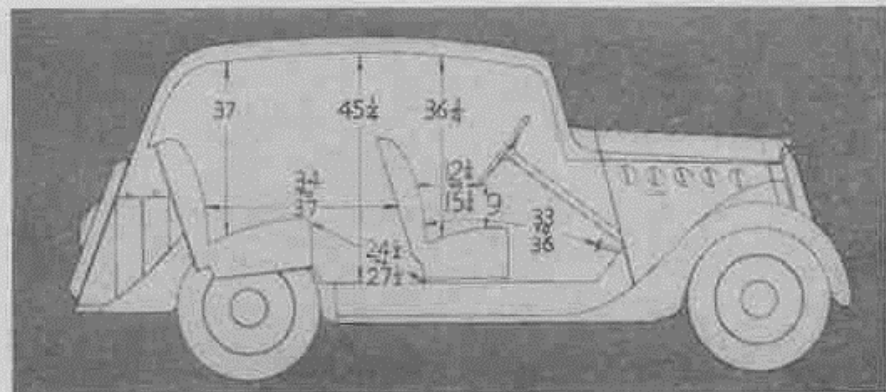


The popular Kari Keen folding trunk is available. This not only adds considerable extra storage space for luggage or merchandise, but adds to the smartness in the appearance of the car when closed.

Due to the clever design of the Coupe, an unusual amount of luggage space has been made available. This is a particularly important advantage to salesmen and others who travel with considerable luggage.



Measure the loading compartment of the panel delivery and the cab pickup. You will find plenty of space for most kinds of light deliveries. To the traveling salesman the panel delivery offers great capacity for a wide variety of samples. There can be no economy in constantly using a truck that is oversized and over-powered. Both the panel and the pickup fill 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 loading space in these units and if suitable buy a Willys and save the difference.



It is interesting to compare the interior measurements of the new Willys with those of other cars. While Willys costs considerably less and saves more in operation, it still offers, for its rated capacity, interiors with comparable roomy measurements.

ESTIMATE OF HOW THE WILLYS CAN PAY FOR ITSELF

Compare the Willys Four-Door Sedan Costing \$495 (Fully Equipped at Toledo) With Any New Four-Door Sedan Costing \$600

This estimate is for the first 35,000 miles. For trucks compare with any 1/2-ton Capacity.	WILLYS SAVINGS	Make YOUR Comparison
Cost of other car \$600— Cost of Willys \$495.....	\$105.00	
GASOLINE—If the other car averages 15 miles per gallon and the Willys 30, the latter takes you 15 miles further without any gasoline cost, or a saving of 1166 gallons @ 20c each ...	233.20	
FINANCING—Lower cost for Willys, based upon 16 months payments: ...	38.00	
Taxes—Insurance, license plates—16 months @ \$1.00 each.....	16.00	
OIL (Engine)—All manufacturers request change each 1000 miles. Other car holds 6 qts. Willys holds 4 qts. 35 × 2 qts. = 70 qts. @ 30c. \$21.00 Replacement oil each 1000 miles: Other car @ 2 qts.— Willys @ 1 qt. = 35 qts. @ 30c. 10.50	31.50	
MAINTENANCE (General)—The simplicity and compactness of the Willys should, in normal service, be credited with at least.....	25.00	
BRAKES—Two lining replacements for other car (@ 18,000 to 30,000 miles)..... \$25.00 One replacement for Willys— (@ 23,000 miles)..... 11.75	13.25	
TIRES—Changed on both cars, 5.50 x 17 against 5.00 x 17—four tires and tubes.....	12.00	
TUNING UP \$4.00, Spark Plugs \$4.80, Piston Rings \$7.00..... \$15.80 Valve Grinding \$11.75, Lubrication \$7.80..... 19.55	35.35	
Total Savings.....	509.30	
Willys Cost (written off).....	495.00	
Profit.....	14.30	

This shows the Willys as not only having cost nothing, but gaining a profit of \$14.30. After the 35,000 miles it will of course continue its savings. These savings can eventually catch up to pay for itself against even cars costing under \$600, depending on their specifications. As the cost of the various items vary in different places please make your own comparison.

BUY A WILLYS AND SAVE THE DIFFERENCE

CONDENSED SPECIFICATIONS

POWER PLANT—L-Engine, four-cylinder, $3\frac{1}{8} \times 4\frac{3}{8}$. Cylinder bore $3\frac{1}{8}$. Disp. 134.2 cu. in.; rating 15.63 HP; actual, 48 HP at 3200 r.p.m. Patented rubber mounting.

LUBRICATION—Full pressure to all bearings and timing chain. Direct spray to other engine parts. Float-O floating type oil intake. Cap. 4 quarts.

COOLING SYSTEM—Cellular type radiator. V-type radiator grille. Concealed filler pipe. Pump circulation. Centrifugal pump in unit with four blade fan.

CLUTCH AND TRANSMISSION—Single plate dry disc clutch. Three speeds forward, one reverse.

FRONT AXLE—Reverse Elliott type. Heat-treated I-beam section. Timken roller thrust bearings and bronze bushings on steering knuckles.

REAR AXLE—Semi-floating. Rear axle ratio 4.3 to 1. Differential and pinion shaft on Timken taper roller bearings. Hyatt straddle bearing back of pinion. Spiral bevel ring gear and pinion, nickel alloy steel.

STEERING GEAR—Worm and block. Semi-irreversible type. Turning radius, 17 feet.

IGNITION AND LIGHTING—Battery, USL 6-8 volt, 13 plate. Starting motor and generator, Auto-Life; headlamps, tilt-beam type. Parking light bulbs. Two combination tail and stop lights. Dash lights indirect. Automatic and vacuum spark advance.

BRAKES—Bendix duo-servo, two-shoe type, self-energizing. Braking area 134 sq. in.

CHASSIS—Frame, X-member type. Overall length, bumper to bumper, 164 inches.

WHEELS—Steel, artillery type. Spare wheel mounted at rear.

FUEL SYSTEM—Gasoline tank at rear. Fuel pump and filter. Gasoline gauge in instrument panel.

CONTROLS—Horn control at center of steering wheel. Throttle and choke controls, ignition lock on instrument panel. Headlamp beam controlled by foot switch.

EQUIPMENT—Hydraulic shock eliminators. Non-glare windshield. Remote door controls. Safety type steering wheel. Automatic windshield cleaner, rear view mirror. Cowl ventilator. Tires 17 x 5.00. (Commercial units 17 x 5.25). Safety glass at extra cost.

NOTE: We reserve the right to change prices, colors, and other specifications without notice.

WILLYS-OVERLAND, TOLEDO, OHIO