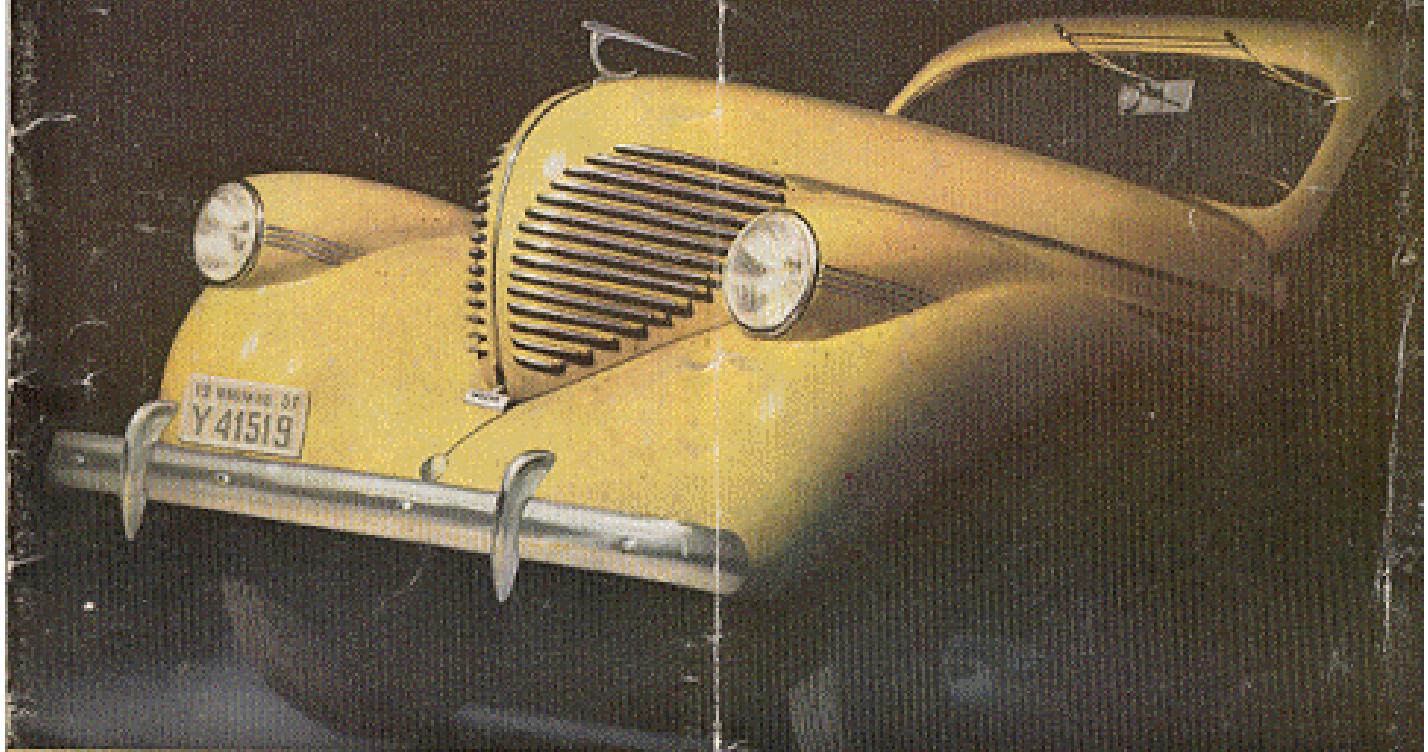


UCKLAND VETERAN AND
VINTAGE CAR CLUB INC.
P.O. Box 12-138,
Penrose, Akl. 6,
New Zealand

65

Willys



the *Surprise* car of the year!

NICKLAND C.I.
NEW ZEALAND

Half the gas... twice the Smartness

Here's the New Willys—the type of car that people have wanted for years.

Its FULL-SIZE width and cleverly designed and arranged interiors mark a new era in USABLE space . . . Its spirited performance captures the imagination of everyone . . . But most important of all is its low operating cost. Savings with the New Willys make it possible for motorists to use more of their hard-earned money for the many other things in life that they want and need.

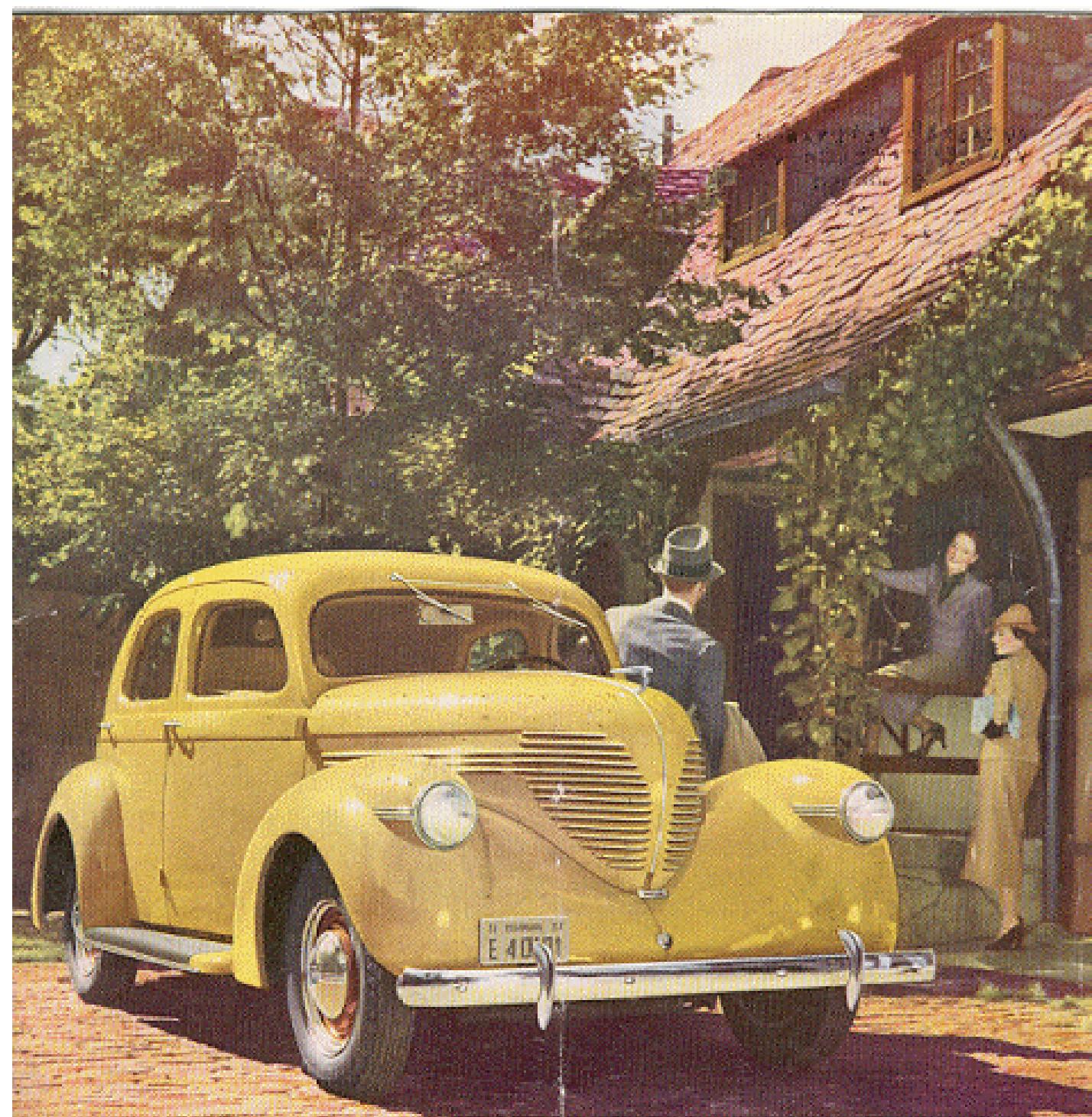
Think of it! Owners report up to 40 miles on an Imperial gallon of gas. Just like cutting the cost of gas in half. Only four quarts of oil to buy when you change. Up to 40,000 miles on a set of tires. Lowest depreciation. Lowest taxes and insurance. Lowest down payment and monthly payments. In fact, savings make it possible for Willys to pay for itself within 35,000 miles.

*One motorist says: "Before I bought my Willys I generally purchased 15 gallons of gas each week. Now I buy only seven."

*A salesman writes: "Recently I drove with three in the car, a 76-mile trip on exactly two gallons of gas."

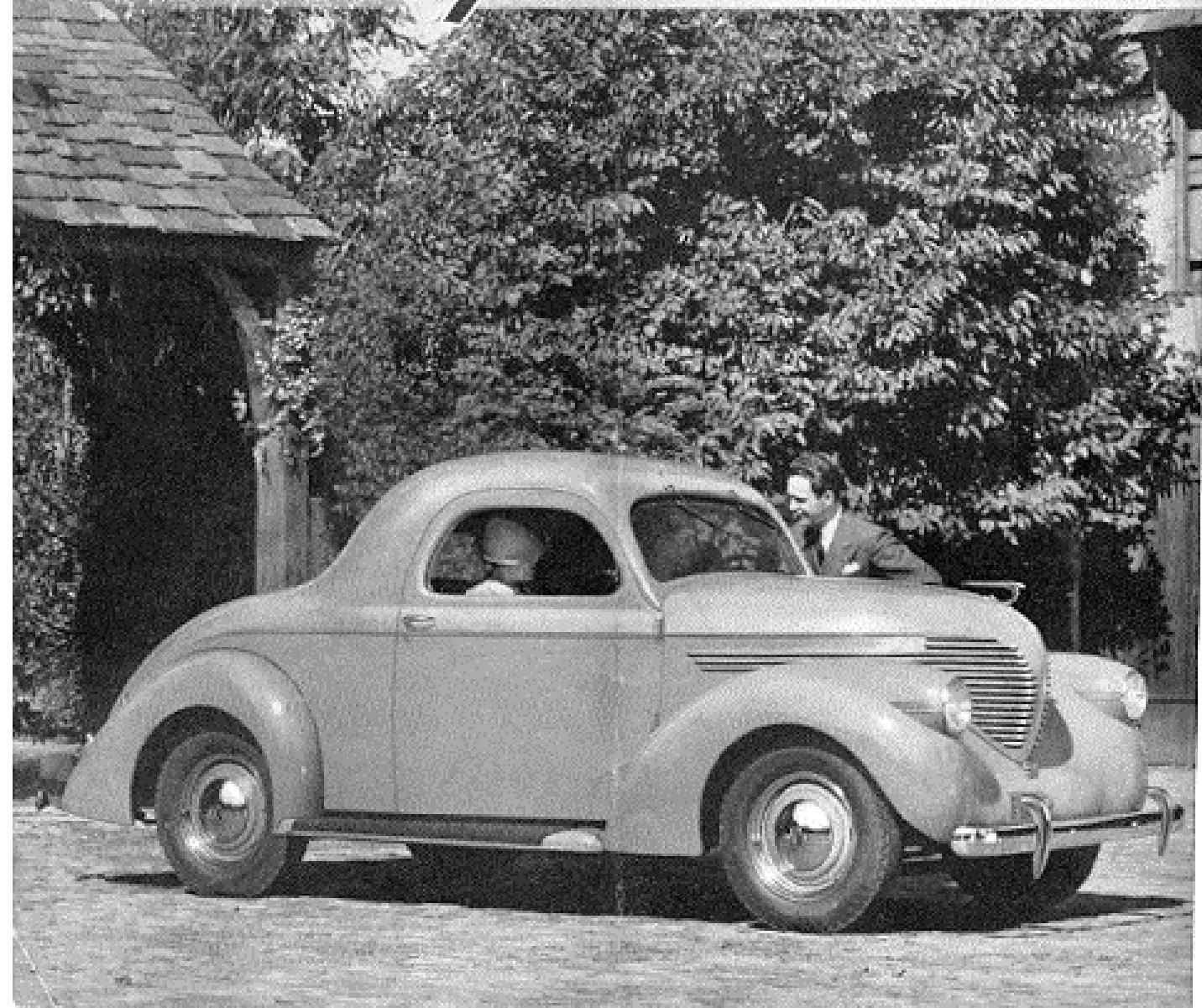
*A son writes: "I've saved enough money on my Willys to buy mother a refrigerator and completely outfit my car with a new radio, a hot-water heater, and special seat covers."

*A credit manager says: "When I changed to Willys, I cut my driving expense . . . and in this manner am saving enough out of my mileage allowance to pay for the car."



up to 40 miles per Imperial gallon

All eyes



follow

As you look at the New Willys a feeling of carefreeness takes possession of you. You want to own the car. You want to get behind the wheel and GO—*anywhere!* You can almost feel the new-found thrill which you know will be yours as you glide through the open country—the same feeling you experienced years ago in your first high-powered, rakish, expensive car. There's youth and action in every curve and an unconquerable desire to be the proud owner of this car.

The sleekness of Willys lines, the beauty of Willys design, and the impressive suggestion of tremendous power and performance are irresistible. Everyone admires the New Willys.

The brilliant beauty and exclusive economy of the New Willys are matched by the great safety provided by all-steel body and top, welded together into one solid unit—extra large brakes, providing unusually large braking surface per pound of car

weight—safety glass all-around—low center of gravity—fender lights for better vision—and highly responsive performance.

Women in particular appreciate the ease of driving the New Willys. The synchromesh transmission makes shifting at any driving speed smooth and easy. Under most difficult road conditions—in traffic or on hills—the gears slip into position quickly, quietly and firmly. So smooth and effortless is the entire operation that you are hardly conscious that the gears are being shifted. Many say the New Willys can be more readily maneuvered in traffic and in emergencies than any other car they have ever driven.

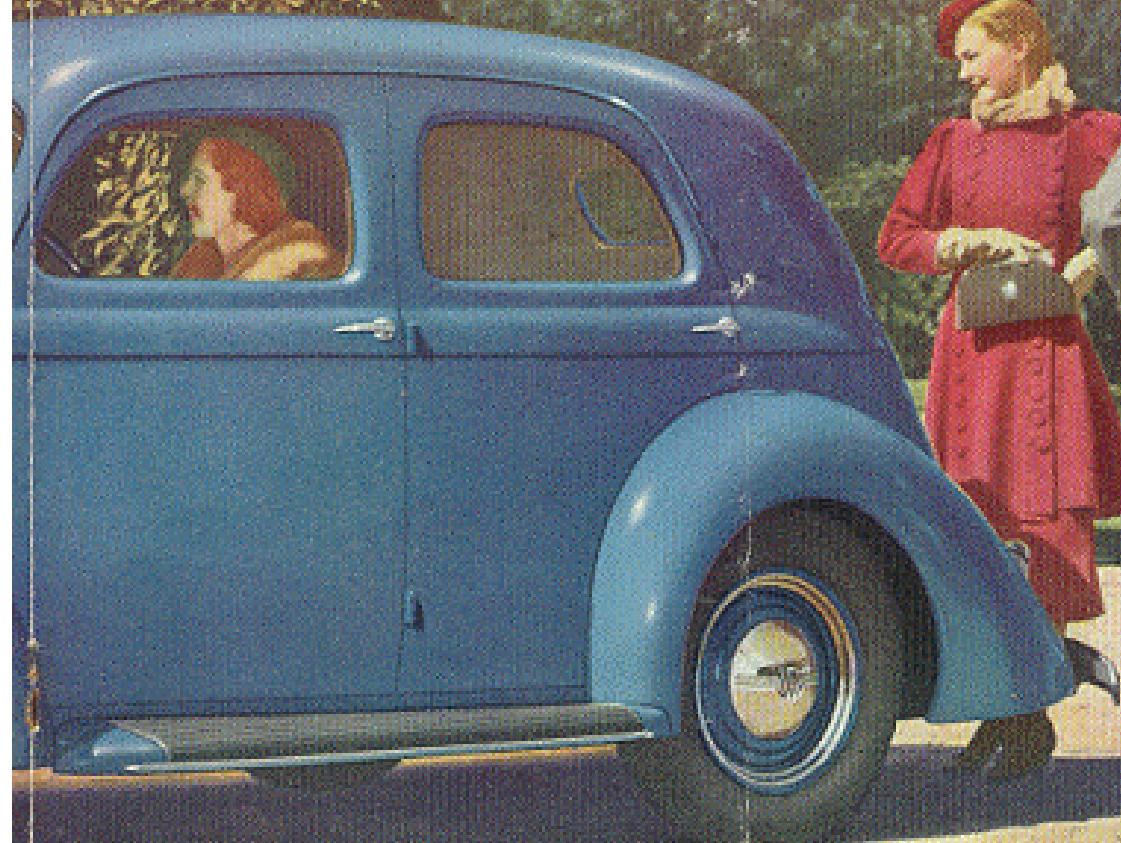
The smart headlamps are more than a thing of beauty. They are of the tilt-beam non-glare type used for best possible road illumination. The scientific positioning in the rugged fenders lessens the possibility of side-swiping on narrow roads. The beams are controlled by a conveniently located foot switch, so that complete control of steering, with two hands on the wheel, is always possible—a vital safety feature in night driving.

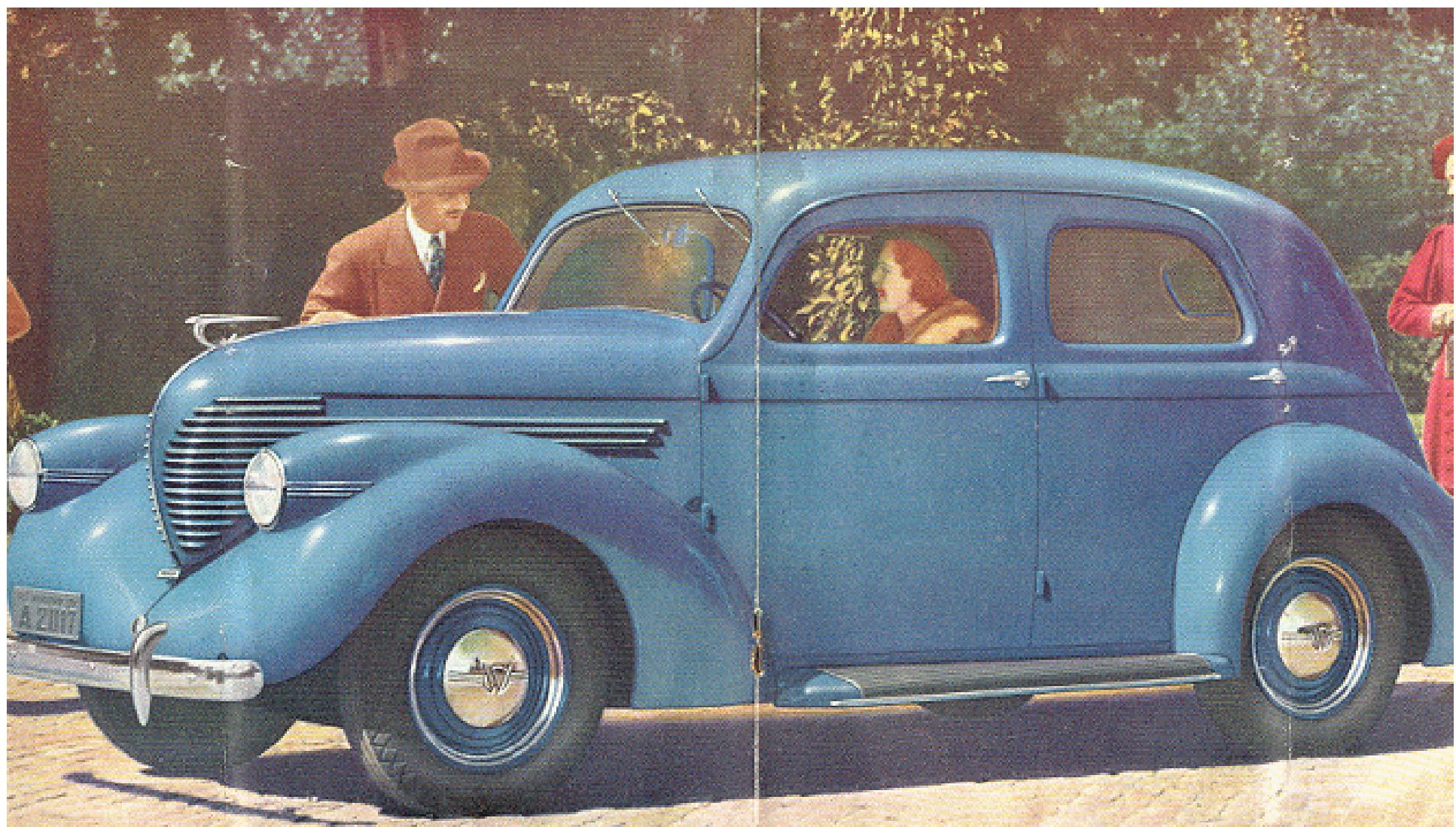
as Willys goes by

the *Surprise* car of the



year!





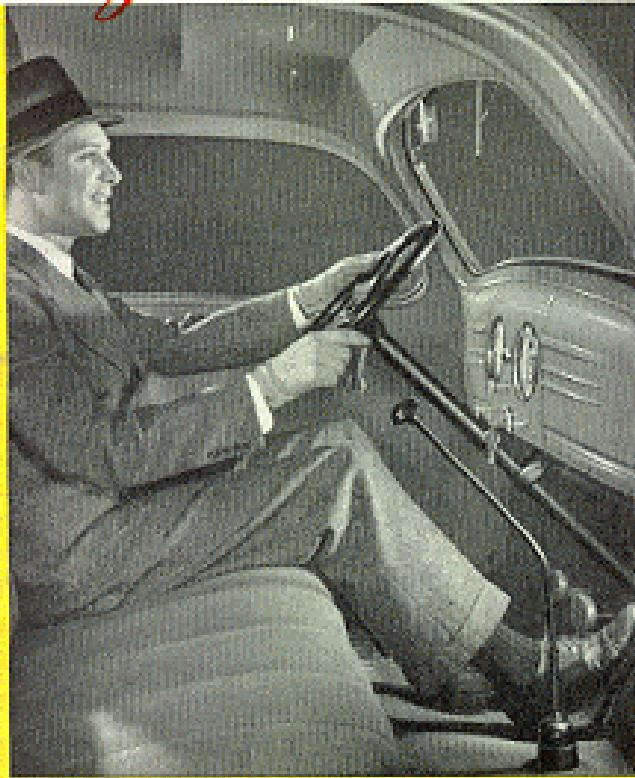
Common sense says...buy Willys

● Roominess is a major feature of the New Willys. Both front and rear doors are wide. It's a joy to "feel" the comfort of the Willys and at the same time be surrounded by the beauty and convenience afforded by all models.



● Look at the width of the seats. The New Willys has been so ingeniously engineered that there is greater-than-standard room on a standard-track chassis. The riding comfort is a revelation. ● The airplane-type instrument panel combines beauty with utility. All instruments are well within sight and reach. On either side of the panel is a large glove compartment. Note the convenience of the emergency brake under the cowl.

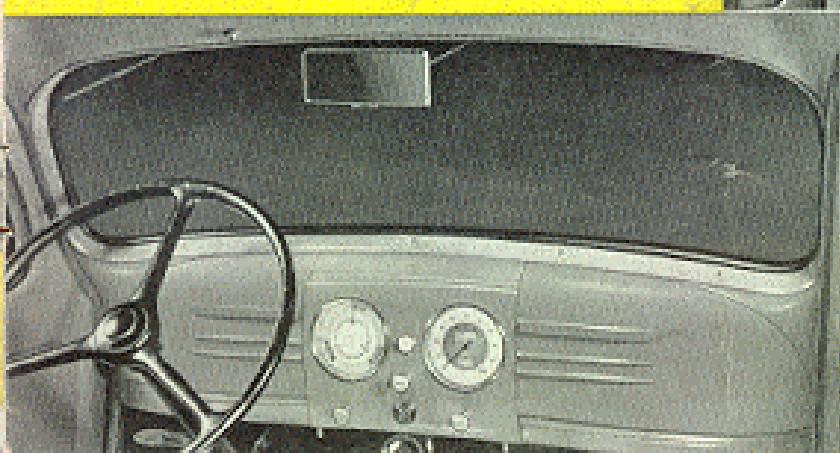
Good taste says.. "drive Willys"



• It's a joy to drive the New Willys. The front seat is 39 inches wide. The knee room and head room are greater than in most cars of its class. The deep-cushioned front seat is easily adjustable.



• The appointments are recognized as being the quality of fine cars. A careful examination of details is sure to please even the most fastidious.



Willys Engineering

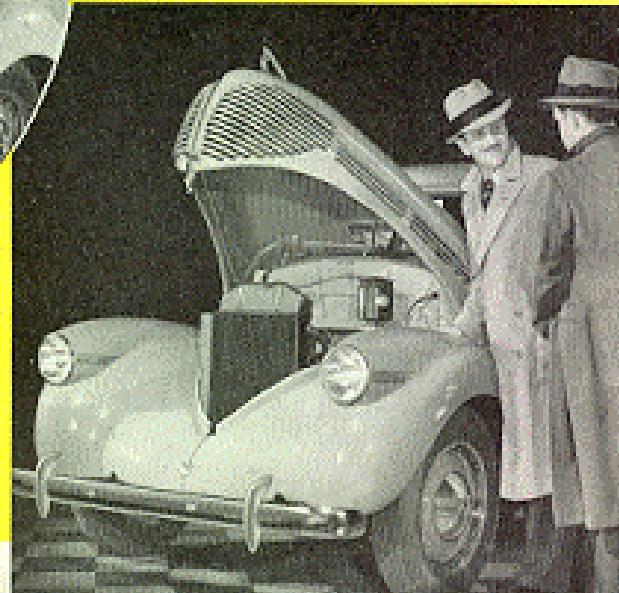


Those interested in the mechanics of the car will find plenty to enthuse about in the New Willys. Fine engineering has made every mechanical detail an important part in the dependability of Willys performance. The most usual remark of men who know is, "Seems almost too good to be true." Gas and oil intake, oil-level gauge and battery are all on the right side for easy servicing.

Authorities claim the New Willys is the smartest, most practically designed car which has ever appeared on American highways.

DeLuxe equipment of both the Sedan and Coupe include: Choice of mohair or broadcloth upholstery—Dome light—Sun visor—Two windshield wipers—Handsome colored instrument panel with edge lighting—Chromium-plated center strip on hood—Dual horns—Dual tail-lights—Four bumper guards—Colored fenders—and choice of beautiful colors for body and wheels.

Large 13½-cubic-foot luggage compartment accessible through the rear deck door of Sedan. The spare tire, located below the luggage compartment, is also easily accessible. Coupe has 38-cubic-foot luggage space.



AUCKLAND VETERAN &
VINTAGE CAR CLUB
PO BOX 3382
AUCKLAND 2.

tells the inside story

Throughout the world, in the hands of millions of owners, the Willys power plant has become synonymous with dependable performance and utmost economy.

In a 24-hour continuous run of 1810 miles on Muroc Dry Lake, California, the Willys averaged 75.07 miles per hour. Directly following this, Willys ran 1030.43 miles on an average of 43.2 miles per gallon with a speed averaging 45 miles per hour.

Willys won first place for Class A-1 cars in the 1936 Gilmore-Yosemite Official Economy Run. Through this mountainous route of 524.02 miles, the fully loaded Willys Sedan averaged 39.8 miles per gallon.

In the annual Australian hill climb, one of the world's toughest performance tests, Willys won first place in both 1935 and 1936.

Compare the Willys engine with other American engines. It will be found that Willys has approximately a third fewer reciprocating parts, which naturally means less trouble and increased dependability. The L-head-type Willys engine is completely rubber mounted to produce a smooth, even flow of power. Through advanced engineering design, the engine is perfectly balanced at all times.

Pistons are of lightweight semi-steel for longer life. The sturdy crankshaft is dropforged, made of the highest-grade steel, and is both statically and dynamically balanced for smooth operation. Willys is equipped with an automatic, high-velocity, air-controlled, down-draft carburetor with the main jet fully adjustable. This is a newly developed, exclusive feature which accounts considerably for Willys economy.

To the automotive engineer it is immediately apparent that the Willys chassis has been sturdily

designed and built to offer maximum ruggedness and dependability.

- Up to 40 miles per Imperial gallon of gas.
- Greater-than-standard room (50-inch front seat) with standard tread.
- All-steel body.
- Solid steel top—sound and heat insulated.
- Syncro-mesh transmission.
- Chromium-trimmed disc wheels with 16 x 5.50 tires.
- Safety glass all-around.
- Patented rubber engine mountings.
- Level floor surfaces.
- Over-size, cylinder-type, double-action hydraulic shock absorbers.
- 13½-cubic-foot luggage compartment accessible from rear of Sedan with removable rear seat and back cushion for greater luggage space.
- Chrome steel valve inserts.
- Float-O oil intake.
- 33-cubic-foot luggage compartment in rear of Coupe.
- Headlights in fenders for greater driving safety.
- Extra large Bendix 4-wheel duo-servo brakes.
- Dash-control emergency brakes.
- Starter button on instrument panel.
- Large glove compartments on right and left side of instrument panel.
- One-piece hood—lifts from front, counter-balances at any point—engine instantaneously accessible.
- Battery, oil and water located under hood for easy accessibility.

Specifications subject to change without notice.

WILLYS EXPORT CORPORATION, TOLEDO, OHIO



With two cars, wouldn't you save in mileage by fewer trips back-and-forth taking and calling for members of the family? Every family wants and needs two cars. Willys offers you that opportunity. The *entire cost of purchase and operation*, over a three-year period, is normally no greater when you own *two* Willys cars than if you owned one car in the medium priced class. Try it!

