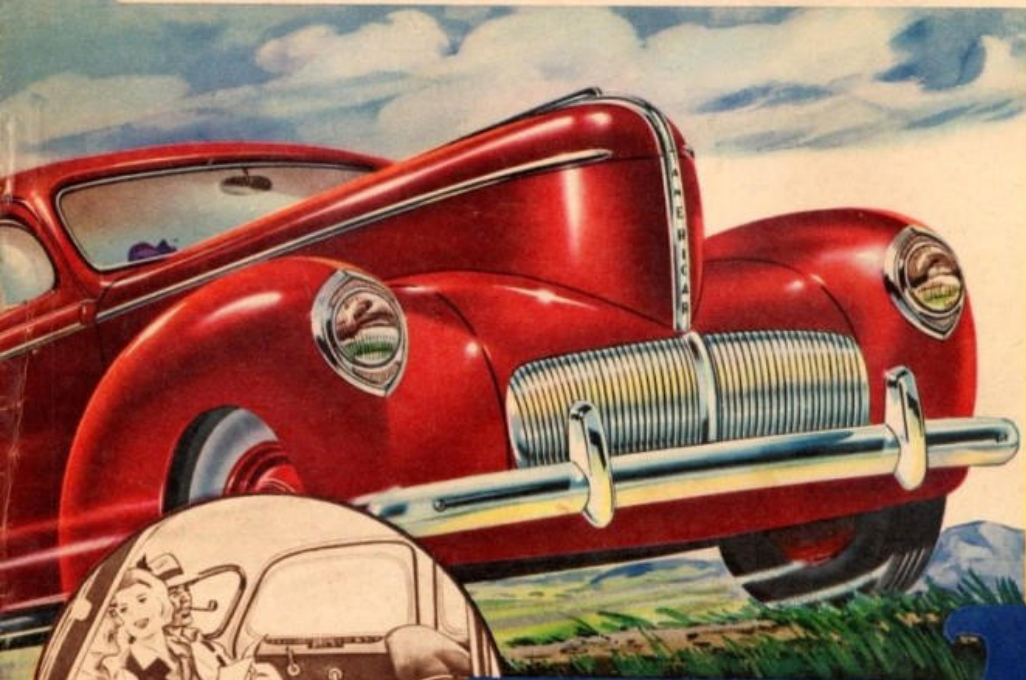


The People's Car



Here is the answer of modern Automotive Science to the defense-time transportation needs of millions of people.

You'll need these 10 important savings. They are offered only by the dependable Willys American—

1. Lowest purchase price.
2. Lowest down payment.
3. Lowest monthly payment.
4. Lowest insurance cost.
5. Lowest license cost.
6. Lowest oil cost per mile.
7. Lowest upkeep cost.
8. Lowest depreciation.
9. Up to 35 miles per gallon gas.
10. Up to 40,000 miles on tires.



THE NEW 1942

WILLYS



THERE'S ONLY **ONE** TO LOOK AT NOW

Since way back in 1927, when the used-to-be low-priced cars began going "high-hat," there has been no *people's* car. That sensible, truly democratic type of automobile that provided dependable transportation at lowest cost was abandoned fourteen years ago.

Now, the pendulum has swung the other way. And the people once more have a car to fit their needs and their pocketbooks.

Today, the 1942 Willys Americar, powered with the amazing, fuel-saving GO-Devil Engine is the one *practical* car for the millions of everyday people. That's why we claim—

There's only ONE to look at NOW—if you want to drive a reliable, normal-size, quality motor car at a monthly cost you can *really afford*, even if your defense-time taxes, your cost of gas and oil, and your cost of living keep going higher and higher.

There's only ONE to look at NOW—if you want real **ECONOMY**—up to 35 miles per gallon of gas—2000 miles between oil changes—and savings up to \$20 a month, the very first year.

There's only ONE to look at NOW—if you want the amazing performance of the GO-Devil Engine—the same type engine used



in the GO-Devil Jeep being made by Willys-Overland for the new United States Army.

There's only ONE to look at NOW—if you want the most amazing motor car in America today—the trim, good-looking, businesslike Willys Americar—the only *people's* car today—and one of the outstanding miracles of defense-time engineering.

It's the *only* full-family-size car in the lowest priced market.

It's the *only* car built expressly to *get you there and back* in smart, modern style, in restful, quiet comfort, as fast as you care to travel, and at lowest cost. It's the only car you can operate at a cost so low that the expense of owning a car will not be a burden. . . . By *all* means, motor *within* your means. Don't buy an oversize, overweight, overpowered car that's over your head.

Enjoy the one car you can *really* afford. Buy a new 1942 Willys Americar today. See your nearest Willys dealer. He will trade with you on most liberal terms. There's only **ONE** to look at NOW.

J.W. Frazer

PRESIDENT

A quality car and a miracle of simplified modern engineering. Up to 35 miles per gallon of gas!

Lowest cost for oil! More miles per set of tires! Hydraulic brakes! Hydraulic shock absorbers!

A Full Family-Size Car



Holds the Average Family of Six, with Ease

In the illustration above you see an average American family of six. They are getting into their practical, low-cost Willys for a carefree, economical trip to the country. It will cost them less for gas and oil than with any other full family-size sedan.

The new 1942 Willys will easily accommodate any average family of six. Due to improved, modern design, the Willys is a compact, trim-looking car. Inside, the body is comfortably large and smart-looking. In addition to the spacious interior, it has a big, roomy luggage compartment that is larger than in many high-priced cars.

All doors and windows have the newest type of high-test safety glass. The metal in the all-steel, safety-type unit body, and in the rugged frame underneath, is the same standard of quality as is used in high-priced cars. And, best of all, the Willys is a car you can really afford.

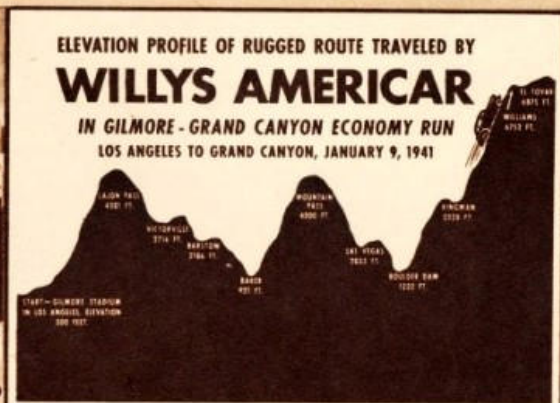
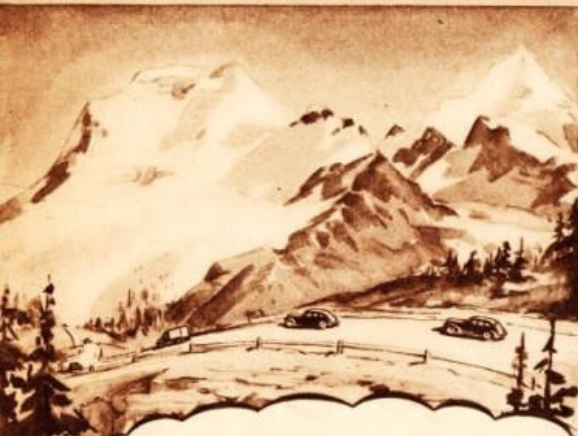
To verify these statements, you have only to load your family into one of the new 1942 Willys Sedans. Any Willys dealer will be happy to put a car at your disposal for this test.

70 Miles for 10 Cents Each

"I have owned five Willys cars and am getting two more this week. Have carried more than a ton in one of my Willys cars and she pulled right up in the mountains to Sunland. They're great cars—never give any trouble. Last week five of us drove 70 miles to San Fernando and Culver City and back, through heavy Los Angeles traffic, and the total cost was 50 cents—just 10 cents each. She's ~~my~~ ^{my} car."
J. W. Driscoll, Provisioner. (Address upon request.)



When it comes to performance at low cost . . .
beat THIS if you can



The "SCOTCH WILLY"
will save you money



Winner of the Annual Gilmore Economy Test

For six straight years the fuel-saving Willys has won the famous Gilmore Economy Run. In each case the Willys has carried the *same weight* of passengers and has run at approximately the *same average speed* as all other entrants. All leading full-sized cars have been in these gruelling contests. All competing cars had either six or eight cylinder engines. All cost more money than the Willys. And yet, the Willys beat every one of them *decisively* to prove its unquestioned leadership in fuel economy.

One of the most thrilling features of the Willys Americar is its *life and action*. It's off on the get-away like a shot. You get a thrill every second you're at the wheel. But, in addition to sparkling performance, *you get real money-saving economy.*

SAVES UP TO
\$20 A MONTH
The Very First Year

Comparative figures show that this new "people's" car will actually *save up to \$20 a month, the very first year.* This all-important saving is based upon monthly payment on the car, monthly expense for gas, oil, upkeep, etc., as compared to the *average* monthly cost of the five so-called low-cost cars in the price class next above the Willys Americar.

Ask to see the actual figures that prove this important saving.

Brothers under the hood



Engineered by an EXPERT

The internationally-known Willys Chief Engineer, Delmar G. (Barney) Roos, who designed the great Willys GO-Devil Engine and the Willys Americar, is recognized both here and abroad for his outstanding ability as a designer of motor cars for the people—dependable transportation the people can afford.



DELMAR G. (BARNEY) ROOS,
Chief Engineer



THE WILLYS GO-DEVIL "JEEP"

of the new U. S. Army

These mobile machine gun units must be fast as chain-lightning—full of pep—able to stand up under the toughest pounding—yet be so easy on gas and oil that they can operate, if necessary, miles from their bases. Willys-Overland is building thousands of these efficient "Jeeps" for the new U. S. Army. They are powered by

the sensational Willys *GO-Devil* Engine.

Under the hood of your 1942 Willys Americar you will have the same type power-packed, fuel-saving *GO-Devil* Engine as is found under the hood of the rip-roaring *GO-Devil* "Jeeps." It's something to think about.... "Brothers under the hood."



The Inside Story



New, luxuriously cushioned, richly-upholstered interior, in smart, two-tone effect. Genuine "Canda" cloth and Pincord. Nutra-tint and simulated black walnut trim.

New, modern instrument panel with hand-operated pull-button starter. Controls, cigar lighter, and ash tray at finger tips.

The smartly streamlined exteriors of the new 1942 Willys cars leave nothing to be desired in *good looks*. Inside you find that even at Willys low prices, nothing essential to basic comfort and convenience has been omitted.

The new, double-tone upholstery and decorative treatment provide an interior of a quality unsurpassed in a low-priced, modern automobile. The body, mounted on live rubber at twenty-six points, is thoroughly insulated against disturbing noises and weather.



Big, spacious, clean luggage compartment. Room for 6 to 9 pieces of luggage. Easy to load and unload. Simple, strong lock. Also holds spare tire and tools.



Comfort and convenience at lowest cost

Ventilation is adequate and easily controlled for winter and summer comfort. Cushions are lounging-chair deep. The instrument panel, with hand-operated starter, is smart-looking and modern. Hand-operated, finger-release emergency brake is on the left side, out of the way. Front seat is easily adjustable for the convenience of any driver. The package compartment is spacious. Provision is made for radio, and heater with vents for windshield defroster.

YOU GET MORE STYLE AND COMFORT FOR YOUR MONEY IN A **SCOTCH WILLY**

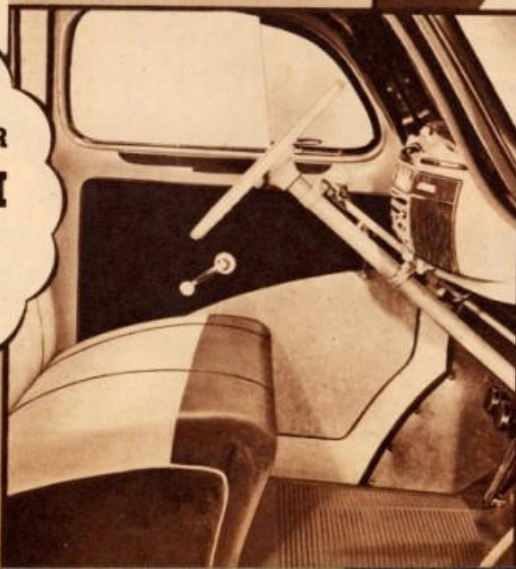


Wide, 3-passenger, adjustable driver's seat. Spacious leg room, unobstructed. Steering column gear shift.



Less Than 1¢ a Mile

"My new Willys American car has cost me just \$19.48 for 116 gallons of gas, \$2.50 for two oil changes, and nothing else. This means that I have driven 3704 miles for only \$21.98, which is just a little more than 1/4 cent a mile. Claude K. Harman, Bell Captain. (Address upon request.)



Broad, clear-vision windshield. Finest safety plate glass. No "blind" spots.

Commodious package compartment. Spring door, finished in rich black walnut grain effect.



America's Lowest-Cost

THE NEW

WILLYS

AMERICAN



Most miles per gallon of gas . . . Most miles per quart of oil

The new 1942 Willys American DeLuxe Sedan gives you plenty to be proud of—plenty to boast about—at the lowest cost of any quality-built, full family-size car in the world. It saves money the very first year.

The modern, streamlined body is alive with style. The modern-type finish, in smart 1942 colors, has a rich, enduring lustre.

The new two-tone upholstery in fine "Canda" cloth and long-wearing Pincord, with trim of walnut grain effect and nutra tint, makes a rich, modern interior.

The Willys all-steel body is completely insulated against noise and weather. Ample ventilation for all-season comfort. Doors are wide, for easy entrance, and hinged in front for safety. Windows and front door ventilating wings are of finest safety glass.

The windshield is broad and unobstructed. Seats are wide and deeply cushioned, driver's seat being easily adjustable. Head room and leg room compare favorably with high-priced cars. There's a convenient rear package shelf, a commodious package compart-

THE PEOPLE'S CAR... AMERICAN

QUALITY Motor Car

1942

WILLYS

AMERICAN CAR



... Most miles per set of tires ... Lowest operating cost

ment, and a luggage compartment that will hold six to nine pieces of travel luggage with ease.

The 1942 *DeLuxe* Sedan is available in four smart, standard colors, and in a choice of three stylish, two-tone exterior effects.

The 1942 *DeLuxe* Coupe with its huge luggage compartment is a combination of beauty and practicability that is not equalled anywhere in the world for those who want to travel at *lowest cost*. Also available in choice of four standard colors and three

smart-looking two-tone exterior treatments.

Speedway models, of both the sedan and the coupe, are available at lower prices.

For those who prefer its all-purpose service, the stylish 1942 Willys Station Wagon is a top value in low-cost transportation and all-purpose utility.

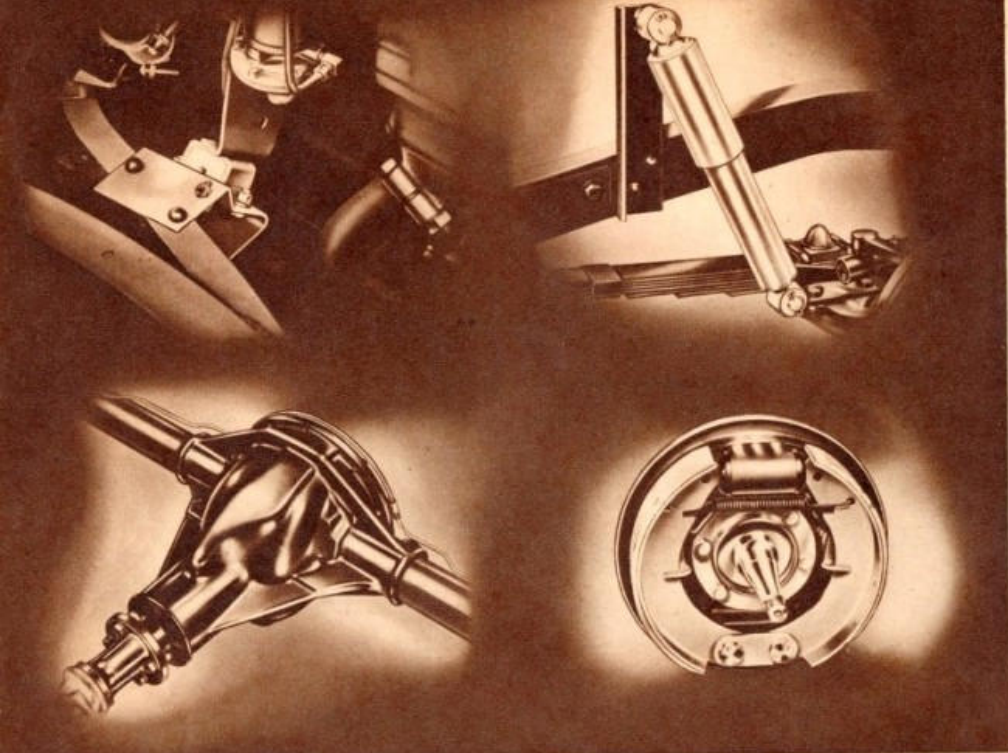
See in the following pages the engineering features that distinguish Willys construction and contribute to its record-breaking *economy, performance and long life*. Remember—"There's only ONE to look at NOW."

ENGINEERING MIRACLE



**SAVE GAS
FOR UNCLE SAM**

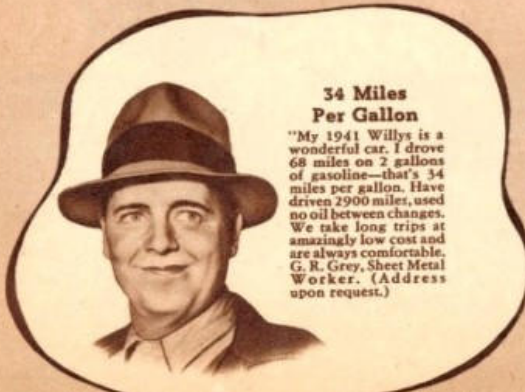
DRIVE A FUEL-SAVING
WILLYS AMERICAN



Quality

IN EVERY RESPECT

In the new 1942 Willys Americar you find simplicity plus correctly balanced weight and power. Parts are proportionately larger and sturdier, with a greater proportionate factor of safety. Every inch of the Willys chassis and body is quality. Check the following features. Note how favorably this *low-cost* Willys compares with *high-priced* cars.



34 Miles Per Gallon

"My 1941 Willys is a wonderful car. I drove 68 miles on 2 gallons of gasoline—that's 34 miles per gallon. Have driven 2900 miles, used no oil between changes. We take long trips at amazingly low cost and are always comfortable. G. R. Grey, Sheet Metal Worker. (Address upon request.)"

Over-size, Super-Hydraulic Brakes, made by Bendix, same as used in high priced cars.

Sturdy, rigid, double-drop, box channel KX Frame, same thickness of material as in eight higher priced cars.

Hypoid Rear Axle, most modern type made as used in all leading quality cars.

Four direct-action, airplane-type Hydraulic Shock Absorbers, same make as used in many higher priced cars.

Silent, synco-mesh Warner Transmission—a quality feature.

Simplified Steering Post Gear Shift as used in all expensive cars.

Timken Bearings throughout, a feature that proves quality.

Auto-Lite Starter, Generator, etc. Six expensive cars use the same equipment.

Single plate clutch, as used in many expensive cars.

Universal Joints, same make of "needle" type as used in the *high-cost* priced cars on the market.

"Lubri-seal" Spring Covers standard equipment. Spring shackles rubber insulated. Leading engineers approve this feature.

Battery under hood—originated by Willys. Now used by leading manufacturers.

Standard Tread—front 55¼"; rear 58¼". Oversize, 5.50 x 16 tires.

Ross Cam and Lever Steering Gear as used in more expensive cars.

Your Willys dealer has a complete comparative feature list. Don't fail to see it.

The Sturdy Willys Chassis



**A fitting foundation for such
amazing performance. Plenty of
backbone for toughest service.**

The Willys Americar chassis is a superb job of engineering quality. Every inch of it has been designed and built with the one idea of giving the car a rugged foundation

that will *stand up*. On the opposite page Willys Chassis features are listed. Willys gives you all this quality in the *lowest price full family-size motor car in the world*.

- This great chassis is the product of many years of research and engineering experience, both here and in Europe.
- Before it was "okayed" by our engineering department, it had proved its rugged strength in exhaustive road tests by our field engineers and by thousands of actual owners.
- Delmar G. (Barney) Roos, our Chief Engineer, who has a top-rank reputation both here and abroad, states that the Willys Americar chassis is "one of the simplest, most straightforward and cleanest cut chassis that ever came off the drafting board."
- The metal in the Willys "KX" double drop frame is of the same thickness as that in the frames of nine popular, higher-priced cars. This frame is designed and built to easily resist the constant twists and strains that may be encountered in thousands of miles of hard driving.
- The weight of the Willys GO-Devil Engine, synchro-mesh transmission, and the new hypoid rear axle is scientifically distributed to give the car a balance so perfect that it will take sharp curves with amazing ease and safety.
- The extra durability and lower maintenance cost of the Willys are due to advanced engineering and simplified design. Parts are proportionately larger and sturdier, providing a greater factor of safety.

The WILLYS "GO-Devil" Engine

Same type that propels the thundering, chain-lightning Willys GO-Devil "Jeeps" built by Willys-Overland for the new U. S. Army.

When it comes to engines, Willys is an outstanding leader. Never has so much power—so much pep and go—so much sheer stamina—and such smooth, velvety performance been built into a four-cylinder motor car engine.

Here's an engine that will give you up to 35 miles per gallon of gas—2000 miles between oil changes—and will amaze and delight you with its ability to stand the gaff and *stay out of the service shop.*

Check below the structural features of this amazing Willys GO-Devil Engine. See how it compares with higher-priced cars:

Auto-Lite Generator, same make as used on high priced cars.

Packless type, ball-bearing Water Pump.

Silent Chain Cam Shaft Drive, as used by leading makers.

Adjustable "V" type *Fan Belt* wider than used on expensive cars.

Special *Alloy Iron Pistons* as used in two highest-priced cars.

Pistons specially plated to prevent scuffing, a quality feature.

Connecting Rod to engine stroke ratio greater than in any other car. Long rods reduce piston side thrust and give added life to piston rings and cylinders.

Full length *Cylinder Water Jackets*, same as highest priced cars.

Pressure Lubrication to motor bearings, same as leading quality cars.

Water temperature controlled by *Thermostat*, a quality feature.

Floating Oil Intake to pump same as in high priced cars.

Directional Valve Cooling as used by three leading makers.

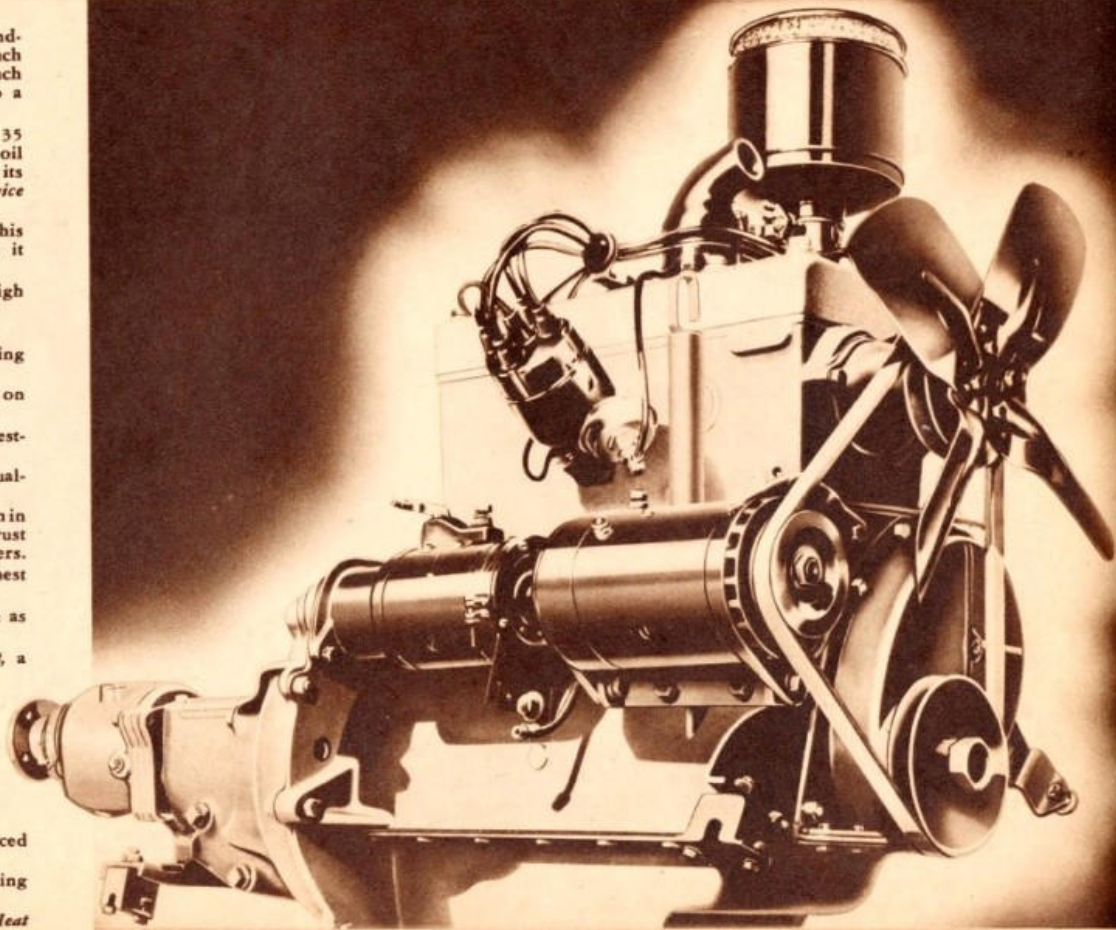
Pressure Spray Lubrication to valve tappets, timing chain, and cylinders, as featured in three higher priced cars.

Carter Carburetor as used by seven higher priced cars.

Fuel Pump, same make as used by other leading makers.

New, super-sensitive, *automatic Manifold Heat Control*, developed by Willys-Overland engineers for exclusive use on Willys.

Counterbalanced three-bearing Crankshaft, as used in quality cars.



SAVES YOU MONEY • UP TO 35 miles

Detailed Information

Passenger Cars

AXLES—Rear: semi-floating. Six adjustable roller bearings. Hypoid type drive gears of nickel molybdenum steel. Chrome molybdenum axle shafts. Gear ratio: 4.44. Lubricant 2 pints. Front axle I-beam Reverse Elliott type, equipped with ball thrust bearings.

BODIES—All steel, welded into one piece. Rear quarter windows. Window ventilating wings with cam type lock. Cowl ventilator. Adjustable front seat. Exclusive spring construction in tubular frame. Safety glass throughout.

BRAKES—(Service) Hydraulic, internal expanding, 9" nickel chromium alloy drums.

BRAKES—(Hand) Located on left, operated direct to rear wheel brakes.

CLUTCH—Single plate, dry type, 8" diameter. Torque damper in clutch disc. Pre-lubricated clutch release bearing.

COOLING SYSTEM—Positive circulating water type. Efficient radiator. Directional cooling—full length water jacket. Double row ball bearing packless centrifugal water pump. Adjustable V-type fan belt. Thermostatic water control. Capacity 11½ quarts.

CRANKSHAFT—Drop forged, counter-weighted, balanced statically and dynamically. Three replaceable, steel-backed babbit lined main bearings. Total bearing area 40 sq. in.

ENGINE—Mounted on four rubber supports. Four cylinders. "L" head type. Bore 3¼". Stroke 4¼". Horsepower 63 at 3800 R.P.M. Taxable horsepower 15.63. Piston displacement 134.2 cu. in. Compression ratio 6.5; high altitude head 6.9. Cylinder block hard grey iron, mirror finished cylinder walls; four bearing camshaft driven by silent timing chain.

PISTONS—Special Alloy Iron plated to prevent scuffing. Cam ground. Two special compression rings, one oil control ring. Piston pins 13-16" diameter. I-Beam type connecting rods. Connecting rod to engine stroke ratio greater than in any other automobile engine. Valve tappets equipped with clearance springs. Lubrication system full pressure type—direct oil pressure to main and connecting rod bearings, camshaft and timing chain. All other parts positively lubricated from oil spray holes in connecting rods. Floating type oil intake uses only clean oil. Planetary gear type oil pump externally mounted on left side and driven from spiral gear on cam shaft. Oil—4 quarts.

ELECTRICAL SYSTEM—High output, radio type generator, air cooled. Voltage regulator type cut-out. Starter, 3 bearing type, Bendix Drive. Battery 13 plate, 6 volt 96 ampere hour capacity. Automatic (vacuum and mechanical) ignition controlled spark advance. Firing order 1-3-4-2.

FRAME—Strong and rigid, double drop "KX" type.

FUEL SYSTEM—Gasoline tank 11½ gallons capacity. Air cleaner, (oil bath type available); automatic manifold heat control. Fuel pump with screen and sediment trap, operated from camshaft.

SHOCK ABSORBERS—Hydraulic, two-way type, direct acting, rubber mounted.

SPRINGS—Semi-elliptic, parabolic leaf type. Length: front 36¾"; rear 46". Spring bolts and shackles mounted in rubber.

STEERING GEAR—Cam and lever type, 14-12-14 ratio; 17" steering wheel, two spoke. Turning radius 18 feet.

TIRES—5.50 x 16 4-ply rib tread type. Disc type 5 stud wheels.

TRANSMISSION—Synco-mesh, 3 speed type, silent helical gears. Gearshift remote control mounted on steering column. Two ball and trunnion type universal joints with needle roller bearings.

WHEELBASE—104 inches; overall length with bumpers 182".

STANDARD EQUIPMENT—Variety of colors available. Bumpers front and rear; bumper guards; high frequency horn; dual windshield wipers; rear view mirror; adjustable sun visor; dome light; ash receiver in instrument panel; two combination stop and tail lights; license light; heavy duty generator; steering wheel gearshift; beam control headlamps; parking lights in headlamps; tools and jack; spare wheel, tire and tube; safety glass throughout; ventilating wings.

SPECIAL EQUIPMENT—Radio, heater with defroster, oil bath type air cleaner, clock, grille guard, cigar lighter, door pull-to-strap, wheel trim rings, rear fender guards (Sedan only), gasoline lock-on cap, seat covers, tail pipe-extension, dual air horns, fog light, robe rail, rear compartment shelf, running boards, license plate frame, over-drive.

Commercial Vehicles

AXLES—Rear: heavy duty, semi-floating. Six adjustable roller bearings. Hypoid type drive gears of nickel molybdenum steel. Chrome molybdenum axle shafts. Gear ratio: 4.82. Lubricant 2 pints. Front axle I-beam Reverse Elliott type, equipped with ball thrust bearings.

BODIES—Pick-Up, steel Panel Delivery, "Flymet." Cowl ventilator on Pick-Up. Safety glass throughout. Load compartment, Pick-Up: length 73¾", width 46¾". Panel Delivery: length 96" width 63", height 63".

BRAKES—(Service) Hydraulic, internal expanding, fully protected. Nickel chromium alloy drums. Pick-Up and Panel Delivery, diameter 10". Brake area: 154 sq. in.

BRAKES—(Hand) Located on left, operating direct to rear wheel brakes.

CLUTCH—Single plate, dry type, torque damper in clutch disc. Pre-lubricated clutch release bearing.

COOLING SYSTEM—Packless type centrifugal water pump with double row ball bearing, pre-lubricated. Oversize radiator. Directional cooling, full length water jacket; thermostatic water control. Cooling system cap. 11½ quarts.

ENGINE—Unit power plant mounted four points on rubber; four cylinders; "L" head type; bore 3¼", stroke 4¼". Developed horsepower 63 at 3800 r.p.m.; taxable horsepower 15.63. Compression ratio 6.5; Piston displacement 134.2 cu. in. Cylinder block hard grey iron, mirror finish cylinder walls. Drop forged, counter-weighted crankshaft, balanced statically and dynamically. Three replaceable, steel back babbit lined main bearings 2½" diameter. Total bearing area, 40 sq. in. Four bearing camshaft driven by silent timing chain. Valve tappets equipped with clearance springs. Pistons: Special Alloy Iron plated to prevent scuffing. Cam ground. Two special compression rings, one oil control ring. Piston pins 1½" diameter. I-Beam type connecting rods. Connecting rod to engine stroke ratio greater than in any other automobile engine. Lubrication system—full pressure type—direct pressure to main and connecting rod bearings, camshaft and timing chain; all other parts positively lubricated from oil spray holes in connecting rods. Floating type oil intake uses only clean oil. Planetary gear type oil pump externally mounted. Oil pressure gauge in instrument panel. Oil level indicator, bayonet type in filler pipe. Oil cap—4 qt.

ELECTRICAL SYSTEM—High output, voltage controlled generator, air cooled. Voltage regulator type cut-out. Starter: three bearing type, Bendix drive. Battery: 13 plate, 6 volt, 96 ampere

hour capacity. Automatic (vacuum and mechanical) ignition controlled spark advance. Firing order 1-3-4-2.

FRAME—"KX" type, double drop reinforced channel frame with expanded straight "X" cross member and three other cross members; double channel box construction of entire front end; welded and riveted; channel 4¼" deep, 1½" wide, ½" thick.

FUEL SYSTEM—Gasoline tank 11½ gallons capacity. Carburetor, with fast idle and economizer device. Air cleaner. Automatic manifold heat control. Fuel pump with screen and sediment trap.

SHOCK ABSORBERS—Hydraulic, two way control, direct acting, rubber mounted.

SPRINGS—Semi-elliptic. Length: Front, 36¾"; Rear, 46". Spring bolts and shackles mounted in rubber.

STEERING GEAR—Cam and lever type, 14-12-14 ratio; 17" steering wheel, two spoke type. Turning radius 18 feet.

TIRES AND WHEELS—5.50 x 16 4-ply on Pick-Up; Panel Delivery, 6.00 x 16 4-ply; Optional studs available. Wheels, heavy duty disc type, five studs, with 4" rims. Adjustable roller wheel bearings.

TRANSMISSION—Synco-mesh, three speed type, silent helical gears in all speeds. Gearshift, remote control mounted on steering column. Large 2½" tubular propeller shaft with two ball and trunnion type universal joints with roller bearings. Hotchkiss drive through springs.

WHEELBASE—104"; overall length: Pick-Up, 182"; Panel Delivery, 199".

STANDARD EQUIPMENT—Selection of colors available (Panel Delivery in Prime), Bumpers, (front and rear). High frequency horn. Windshield wipers, Pick-Up, dual, Panel Delivery, one; outside rear view mirror; adjustable sun visor on Pick-Up; dome light; dual combination stop and tail light; parking lights in head lamps; tools and jack; spare wheel and tire on Pick-Up (spare wheel less tire on Panel Delivery); safety glass throughout.

SPECIAL EQUIPMENT—Pick-Up and Panel Delivery—oil bath type air cleaner; heater; grille guard; gasoline lock-on cap; tail pipe extension; fog lights; license plate frame; windshield wipers; vacuum booster pump. Pick-Up only—Radio; heater with defroster; extra glove compartment; clock; cigar lighter; dual trumpet horns. Panel Delivery only—Roof ventilator.

per gallon • 2000 miles between oil changes • More miles per set of tires

WILLYS

The new 1942 1/2 ton Panel Delivery Truck

"There's only ONE to look at NOW" in low-cost panel deliveries—the Willys. Firms that use it will tell you it's the best investment in low-cost delivery service a business man can make today.

An absolutely *modern*, streamlined, Cab-Over-Engine design. Big capacity body. Hydraulic brakes and shock absorbers. Powered with the money-saving, governor-controlled GO-Devil Engine. Starts on the dot, no matter how cold it is. Easy to handle. Very quick on the get-away. Easy to park in small spaces, and able to stand up for thousands of miles of hard driving, at lowest maintenance expense.

The Willys is so economical of gas, oil and tires that it will cut your delivery costs to rock-bottom. So smart-looking, it will add prestige to your business. Costs less to buy, less to operate, and less to keep up than any cab-over-engine you can buy. Just right in size, capacity, low cost, and low upkeep for *your* business. Read the detailed specifications and have a demonstration.



"Since employing our 10 Willys Panel Delivery Trucks, our unit cost of operation has been greatly reduced—approximately 35% to 45%. Earlier additions to our Willys fleet, made approximately a year ago, have been exceptionally free from routine maintenance, repair and replacements. Drivers unanimously endorse their operation, stressing particularly the ease of parking and handling."—The Champion Laundry, 456 West 55th Street, New York City, B. B. Mazur, Secretary.

BACKED BY A

Willys is one of the great names in Automotive history. It is a name that stands for fine engineering and rugged, dependable quality. "Willys" cars have always been *quality* cars. Back of the name Willys on your car or commercial unit today is one of the finest modern motor car plants in America. As this is written, it is a beehive of activity practically twenty-four hours of every day, turning out Willys cars and money-saving commercial units for the people of America. And turning out "Jeeps" and other vital equipment for the new, streamlined United States Army. Look *ahead!* Buy *Willys!*

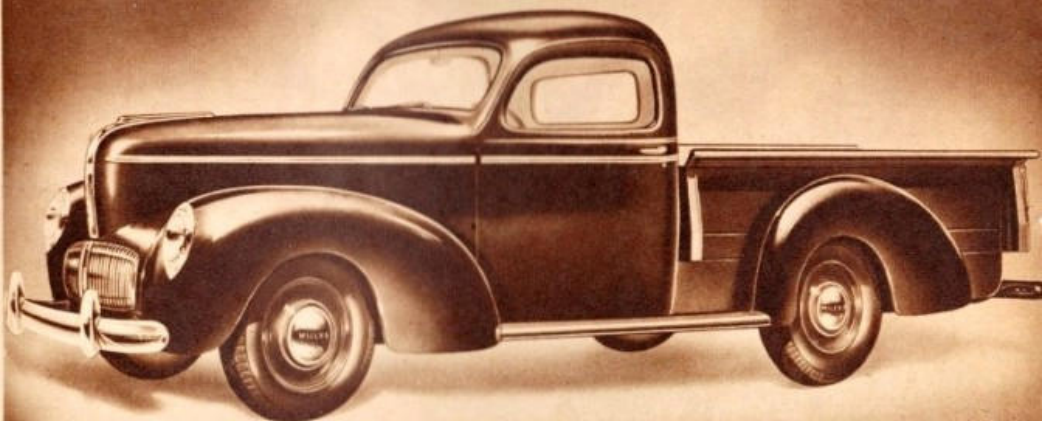
FOR WORK

The 1200 lb. pay-load Pick-Up Truck

The ruggedness that Willys-Overland builds into the GO-Devil "Jeeps" for the U. S. Army is also engineered into the sturdy, economical Willys Pick-Up Truck. For just plain stamina and the ability to work day after day, and month after month, at lowest operating cost, you can't beat it.

Built on the proved Willys chassis with the record-breaking, GO-Devil Engine. Roomy all-steel body. Comfortable cab with safety glass. Easy riding cushion. Steering column gearshift. Hydraulic brakes and four hydraulic shock absorbers. Utmost utility with passenger car comfort. Firms who use this unit agree that it costs so much less for gas, oil, tires, and upkeep that it cuts delivery costs to the lowest figure.

Why pay for over-size, over-weight, and excess horsepower that you can't profitably use? No matter how much more you pay for a pick-up truck, you can't beat Willys money-saving low-cost performance. Buy Willys and save. See detailed specifications on preceding page.



G R E A T N A M E

You don't have to be rich to enjoy Willys-Overland products. Our cars are definitely designed to bring dependable, satisfying, indeed *thrilling* motor car transportation to "the people." Our commercial units are designed to give the dependable, low-cost delivery and trucking service modern business *must have*, to meet present day conditions.

To you, Willys means the finest in quality, performance, and serviceability at the lowest cost. With these things in mind, we ask you to remember "There's only ONE to look at NOW" ... a Willys American or a Willys Commercial Vehicle.

They call it the
Scotch Willy
because it's tough
and thrifty.



