

Willys



Travel the Road to the Savings Bank with

THE GREATEST ECONOMY CHAMPION

Half THE GAS AND

twice THE SMARTNESS

Here is the beautiful New Willys — successor to the famous Willys "37". It incorporates all of the mechanical improvements developed by Willys Engineers from experience with hundreds of thousands of Willys cars since 1930 when the popular Willys "77" first appeared.

The bodies are NEW, smartly streamlined and ALL-STEEL, fused and welded into a solid single unit. Interiors are new and luxurious with "Adjustoform" upholstery, seating and seat action, which provides scientific positioning to ensure the maximum of comfort and relaxation. Body ventilation is of the Willys New Duo-adjustable type with crank action on both front and rear doors.

The New Willys is the fulfilment of the automotive engineers' dream of efficiency, the answer to the average owner-drivers' demand for true economy...economy which is obtained without sacrifice of style, comfort, power or performance. Willys gives you everything you want. A really big car which is economical to run. An economical car which you are proud to own.

Body lines are smart, sleek, modern and perfectly proportioned. Beneath its surface beauty is the single-unit all-steel body, a fortress of strength — safe, smart and spacious. Set wide in the front mudguards are the eyes of the Willys — tilt beam headlights controlled by the foot switch. Their wide placement is a safety measure reducing the risk of side swiping. There's an appearance of action

and rugged power in the frontal design of the Willys that promises speed, pep and performance.

Inbuilt at the rear and accessible in standing comfort is a commodious luggage trunk, the largest ever seen in a car of Willys size — 18 cubic ft. of available space in which the spare wheel is safely carried yet completely out of the way.

Now look inside. Beautifully upholstered seats with plenty of room for three persons abreast — ample head and leg room — and Willys "Adjustoform" relaxation type of seating and upholstery. Front seat is adjustable in two planes of movement, ensuring correct seat cushion angle. Willys new dual system of controlled ventilation ensures circulation of fresh air without draughts and complete protection, with ventilators open, against rain. For the first time, Willys offers crank controlled ventilation on rear doors as well as front doors. Two roomy compartments in either side of the dash board and airplane type instruments are all placed within easy range of eye and hand.

No car was ever easier to drive — more responsive, or more satisfying to the pride of the owner-driver. Synchromesh transmission makes gear changing smooth and easy at any speed. Under any driving conditions, in congested traffic, gears slip silently, quickly and firmly into position. Women find the Willys their ideal car. It's so smooth, so speedy, so safe and so easy to handle. Cruising at 60 there's a controlled, effortless smoothness about the Willys which is a tribute to the care Willys Engineers have taken to obtain perfect roadability and balance.

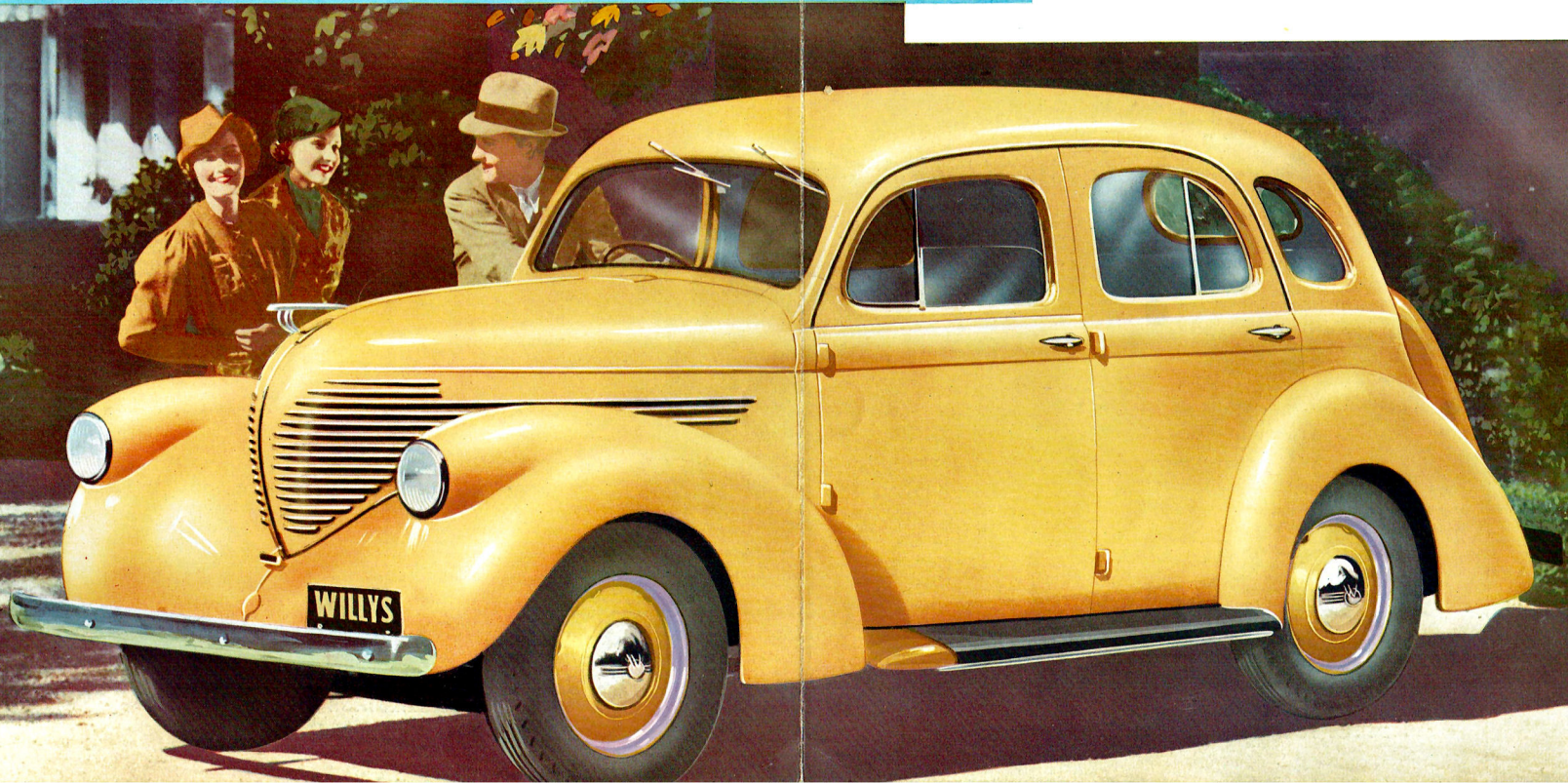
ROOM AND COMFORT FOR THE WHOLE FAMILY

*Seats
Six*

THE STORY BEHIND THE CAR

Back of the new Willys lies the cumulative experience of 35 years of motor car building, during which Willys Engineers have pioneered the developments which now place Willys at the forefront of contemporary car design. The World has been one big proving ground for Willys, which are now sold in 86 countries throughout the World. Because they are built to meet a universal need and stand up to the most exacting requirements they have a universal appeal. Willys Engineers have kept always before them the one great primary need—Economy with Efficiency—Style with Service ability.

No one of these vital factors has ever been sacrificed. Willys proudly presents its New Model, confident that here is a car which not only confirms every good opinion formed of its predecessors, but possesses qualities which will win for it the admiration and approval of an ever widening circle of critical motorists. Its sound engineering, its clever styling, its comfort, safety and, most important of all to the average owner-driver, its wonderful economy, combined to make Willys the most satisfactory personal car ever built.

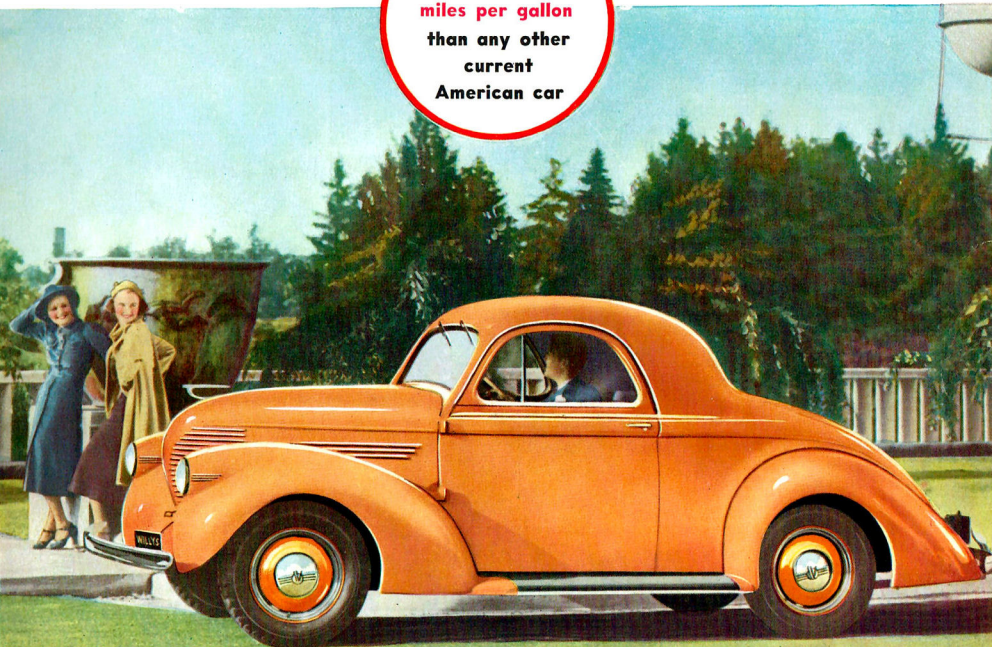


A BIG CAR IN *Everything* BUT PRICE

External beauty....low sleek lines, flowing curves....these things impress the man in the street as the Willys flashes quietly by. But that is really a secondary consideration to the driver and passengers. They're more concerned with the seating space, the speed, and the springing. And in the new Willys, all these features are carried to the most satisfying limits. Until properly investigated it is difficult to realise what an amazingly large amount of space there is within the Willys. The width of the seats where three can sit comfortably abreast in front and back, the generous leg and head room, the absence

of a tunnel or other foot obstructions, these give the big-car feeling of luxurious comfort. At any speed, even at a touring speed of well over 60 miles per hour, the Willys "glide-ride" smooths out the roughest roads. Oversized springs, suspended from quiet shackles, oversized tyres and Willys special hydraulic shock absorbers instantly stifle every bump on the road before it can be felt by the passenger. And in the deep-divan comfort cushions of the Willys you can thoroughly enjoy the Willys "glide-ride", free from any suggestion of road fatigue—even on the longest trips.

**Certified to do
10-15 more
miles per gallon
than any other
current
American car**



AN ENGINEERING MASTERPIECE

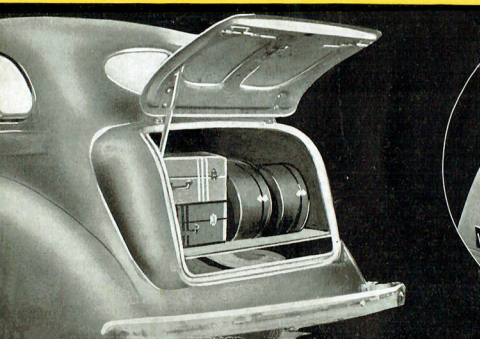
Compare THESE FEATURES AND SPECIFICATIONS



● Unusual roominess is an outstanding feature of the new Willys. Front and back seats each give seating capacity equal to three theatre seats. Comfortably settled on the deep well-sprung upholstery and seats adjusted to individual posture through Willys Adjustoform action, passengers enjoy to the full the Willys "glide-ride", at any speed on any road.

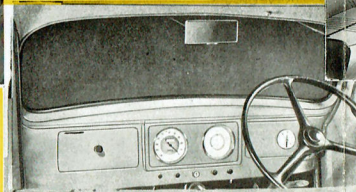


● Willys has everything necessary for safe, speedy motoring. Touring speeds up to 70 miles without fatigue, ease of steering, hair-trigger responsiveness, powerful brakes, perfect roadability, and snappy get-away make the new Willys a pleasure to drive. Every detail of the Willys spells confidence to driver and passengers. The all-steel body and top, welded into one solid unit, is a major safety factor in Willys design, and the one-piece bonnet which lifts from the front, gives instant accessibility to every part of the engine.



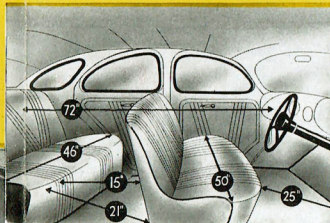
● Air-plane type instruments are centred on a beautiful and completely new panel. All instruments are well within the range of eye and hand. Two large new roomy dash compartments afford ample space for small parcels.

● A remarkable amount of space for luggage is produced by clever designing. The long slanting rear deck panel houses the spare wheel and tyre and a luggage compartment which provides 18 cubic feet of space in the Sedan models and 38 cubic feet in the Coupe.

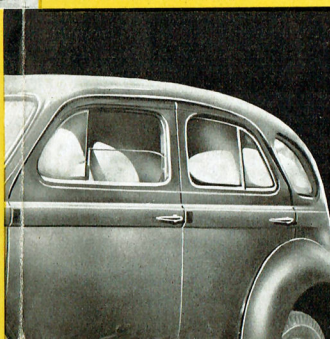


● The new Willys has faster first and second gear ratios for quick get away in traffic. Acceleration from a standing start to 30 miles per hour can be effected in 6 seconds. Easier and more positive braking. New type steering gear gives a turning radius of 17 feet, and added responsiveness. Every new Willys feature is designed to make driving safer and easier in city traffic or the open road.

● The interior design of the Willys gives surprisingly generous head and leg room, equal to many cars of greater size, and greater than any other car of its own size. The front seat is adjustable in two planes. Seating cushion height and angle is regulated by the forward and aft position of the seat to the floor.



● The new Willys is equipped with the latest type inbuilt ventilation system, easily controlled to the exact needs of the moment, insuring coolness without draughts, protection without discomfort. For the first time Willys introduces controlled ventilation on both front and rear doors.



The Willys power plant is recognised as the perfection of engineering accuracy and efficiency. Willys owners throughout the world have proved its dependable performance and univalued economy.

Willys achievements speak volumes for the Willys engine. A Willys averaged 75.07 miles per hour in a 24 hour continuous run at Mount Dry Lake, California. Immediately afterwards, Willys ran 1080.48 miles on an average of 43.2 miles per gallon, at an average speed of 45 m.p.h.

Throughout the mountainous route of 524.02 miles in the Gilmore Yosemite Official Economy Run, Willys won first place for Class A1 cars by covering the route fully loaded on a fuel consumption of 39.8 miles per gallon. Willys won first place in 1935 and 1936 in the annual Australian Mile limit, one of the world's toughest performance tests.

"Cannon Ball" Baker, veteran test driver, made a new Canadian economy record in November, 1937, averaging 46.28 miles per Imperial gallon in a stock Willys, over a distance of 597 miles through blizzards and fog. Mr. Baker said: "I am highly pleased with the mileage record which was achieved under some of the worst driving conditions I have ever encountered. . . . I have never driven a car that handled so perfectly as the Willys did, not excluding some of the largest cars made."

Fine materials, splendid workmanship and a simple but remarkably efficient design contribute to the superiority of the Willys engine. As compared with most engines, this famous L-head type engine requires 33 to 60 per cent. fewer moving parts—reducing wear and tear and increasing dependability. The Willys engine is floated on live rubber mountings which eliminate vibration.

The sturdy drop-forged crankshaft is statically and dynamically balanced for smooth operation. An important exclusive Willys feature is the automatic, high velocity, air controlled down-draft carburetor, which contributes largely to Willys economy and performance.

The Willys all-steel body and top is welded into one solid unit, and the latest design inbuilt ventilation system on front and rear doors allows passengers to enjoy perfect comfort in any weather.

Everything about the Willys chassis points to the last word in modern engineering. Every part has been designed to ensure greater safety, comfort, economy and efficiency.

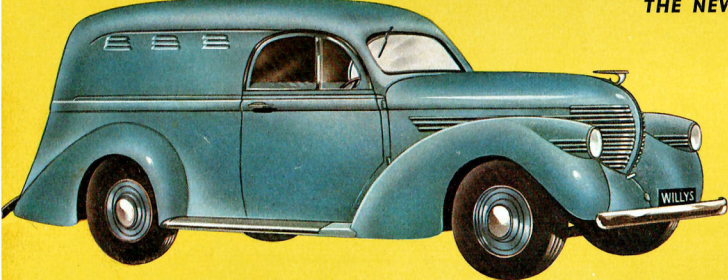
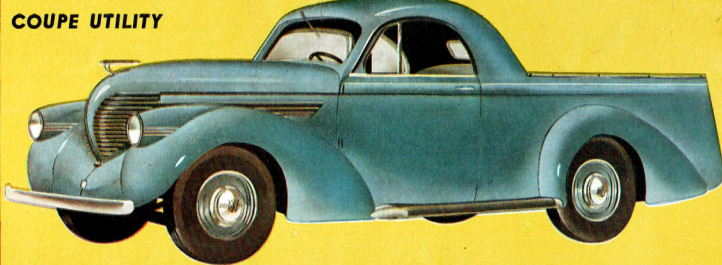
A WILLYS SUMMARY

- Willys has been proved by repeated tests to give 10 to 15 more miles per gallon than any other current car of equivalent specifications.
- More than standard room with standard tread.
- Each seat holds 3 — or the car comfortably seats 6.
- All-steel body, welded into one solid unit of steel.
- Latest design inbuilt ventilation system on front and rear doors.
- Insulated against sound and heat.
- Synchro-mesh transmission.
- Engine floats on four live rubber mountings.
- No floor obstructions. Level surfaces.
- Oversize hydraulic shock eliminators.
- Generous luggage space. 18 cubic feet in Sedan, 38 cubic feet in Coupe. All luggage easily accessible from the rear.
- Chrome-steel valve inserts.
- Float-O Oil intake.
- Widely spaced headlights in mudguards for greater safety. Tilt-beam lights controlled by a foot switch.
- Oversized Bendix self-energizing brakes.

THE NEW WILLYS COUPE UTILITY

The new Willys Coupe Utility is designed to give all the comfort, smartness, and flowing lines of a passenger car, yet providing safe, speedy, and economical transportation.

The Willys Coupe Utility has the same engineering features which have made Willys cars supreme throughout the motoring world in efficiency, safety, dependability and economy. Lower delivery costs mean higher profits. The new Willys Coupe Utility will cut down transportation costs with every mile it travels.



THE NEW WILLYS PANEL VAN

The new Willys Panel Delivery Van is ideal for the fast dependable and economical carriage of Drapery, Hardware, Confectionery, Bread, etc. Special body types are available for every transport need.

With the same smart flowing lines, the same steel construction, the same speed, reliability, and low petrol consumption and maintenance costs, the Willys Panel Delivery Van has every characteristic of the famous Willys cars. Speedy, dependable deliveries at low cost mean more profits, and a single unit or a whole fleet of Willys Panel Vans offer the most economical and reliable means of light transportation.

CONDENSED SPECIFICATIONS

BRAKES—Four-wheel Bendix, Duo-Servo, internal-expanding two-shoe type, self-energizing. Total braking area, 134 square inches.

CHASSIS—Frame, double-drop X-member type, Silent "U" spring shackles. Overall length, bumper to bumper, 14ft. 10ins.

CLUTCH AND TRANSMISSION—Single-plate dry-disc clutch. Silent synchro-mesh transmission.

CONTROLS—Horn control at centre of steering wheel. Starter button, throttle and choke controls, together with ignition lock in instrument panel.

ELECTRICAL—Battery, Willard, 13-plate, 105 amperes. Starting motor, Auto-Lite; Generator, Auto-Lite; Coil, Auto-Lite. Distributor, Vacuum-type Auto-Lite. **COOLING SYSTEM**—Cellular-type radiator—11-quart capacity. Concealed filler pipe, Pump circulation, centrifugal type.

ENGINE—Four-cylinder, L-head type. Cylinder bore, 3½ inches. Stroke 4½ inches. Piston displacement 134.2 cubic inches. R.A.C. horsepower rating 15.63; actual horsepower 48 at 3200 r.p.m. Compression ratio 5.7 to 1. Engine bolted through rubber mountings at both front and rear. Heat indicator in instrument board.

ENGINE LUBRICATION—Full pressure to crankshaft bearings, connecting rod and camshaft bearings, and timing chain. Oil reservoir capacity (3.30 Imperial quarts). Flood-O floating-type oil intake.

EQUIPMENT—Non-glare windshield. Remote door controls. Safety-type steering wheel. All-steel body with solid steel top—sound and heat insulated. Safety glass windshield. Oversize, double-action hydraulic shock absorbers. Dash control emergency brakes. Starter button on instrument panel. Large glove compartments on right and left side of instrument panel.

VENTILATION—Dual-adjustable ventilation system on front and rear doors. **FRONT AXLE**—Reverse Elliot type, heat treated I-beam section. Timken roller thrust bearings and bronze bushings on steering knuckles.

FUEL SYSTEM—Petrol tank at rear—capacity 6½ Imperial gallons. Mechanical fuel pump and filter. Electric fuel gauge in instrument panel.

REAR AXLE—Semi-floating unit-centre type. Differential and pinion shaft on Timken taper-roller bearings. Spiral bevel ring gear and pinion, nickel alloy steel.

STEERING GEAR—Worm and sector gear type—17-foot turning radius.

WHEELS—Disc-type. Spare wheel carried in rear luggage compartment. Tire size, 16 x 5.50.

NOTE—We reserve the right to change prices, colours, and other specifications without notice.

STOKOE MOTORS PTY. LTD.

265-273 Exhibition Street, Melbourne

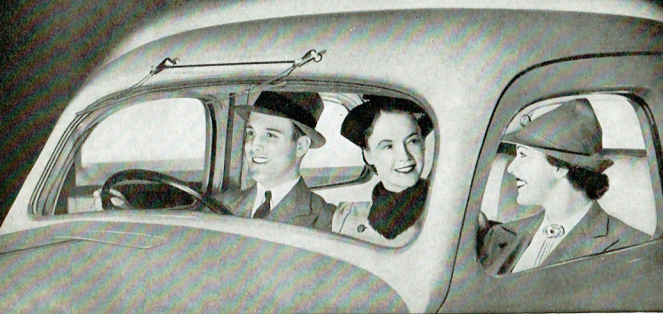
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AN ENGINEERING MASTERPIECE

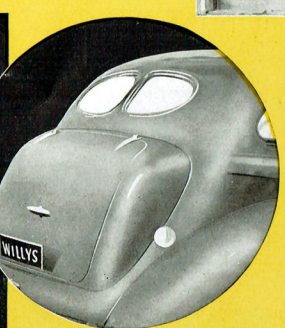
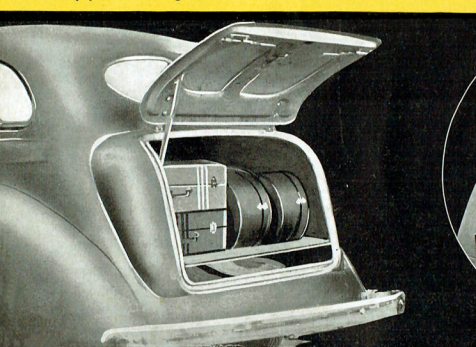
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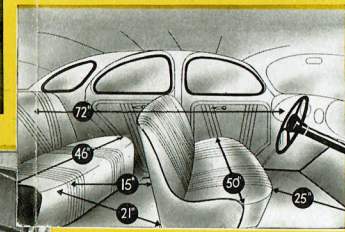
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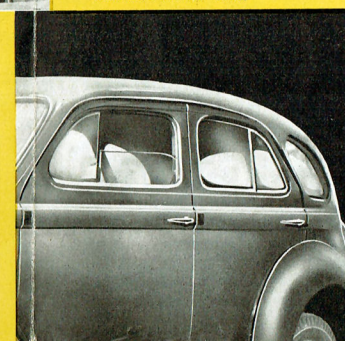


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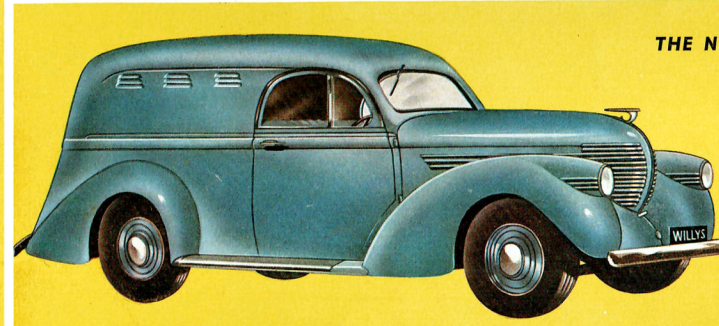
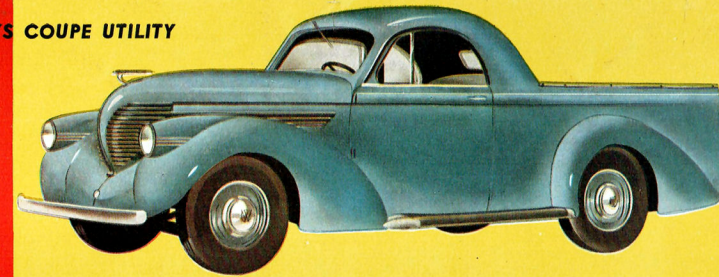
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CHASSIS—Frame, double-drop X-member type, Silent "U" spring shackles. Overall length, bumper to bumper, 146 1/2 inches.
CLUTCH AND TRANSMISSION—Single-plate dry-disc clutch. Silent synchro-mesh transmission.
CONTROLS—Horn control at centre of steering wheel. Starter button, throttle and choke controls, together with ignition lock in instrument panel.
ELECTRICAL—Battery, Willard, 13-plate, 105 amperes. Starting motor, Auto-Lite; Generator, Auto-Lite; Coil, Auto-Lite. Distributor, Vacuum-type Auto-Lite.
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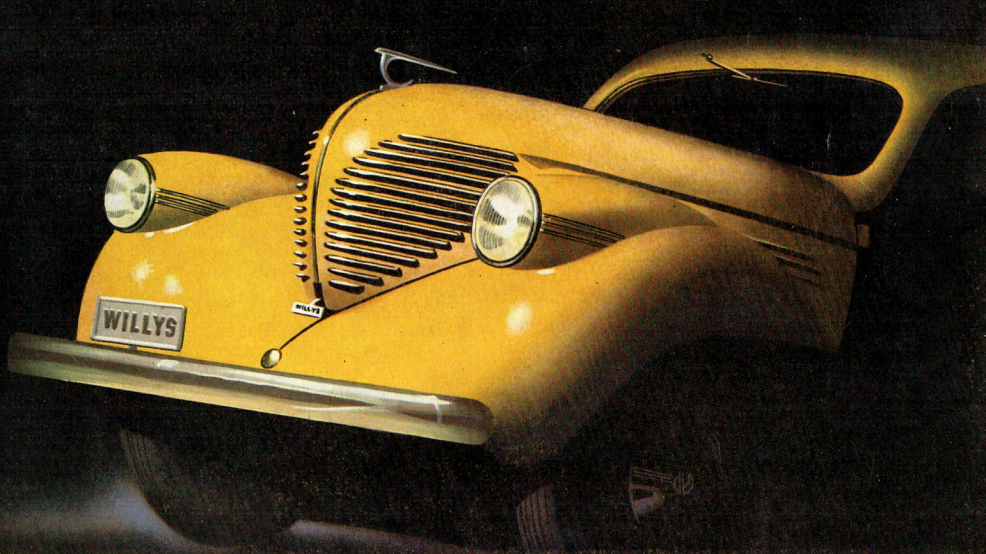
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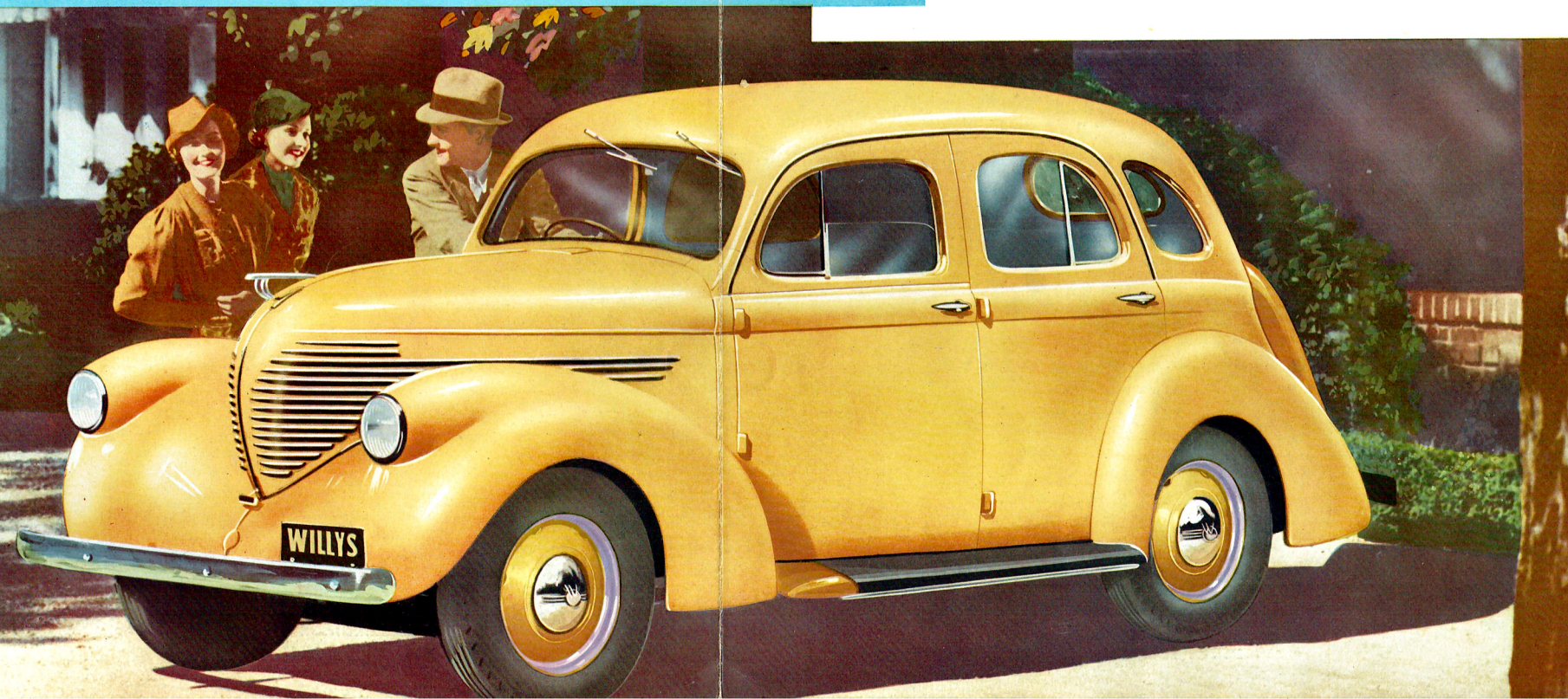
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A BIG CAR IN *Everything* BUT PRICE

External beauty... low sleek lines, flowing curves... these things impress the man in the street as the Willys flashes quietly by. But that is really a secondary consideration to the driver and passengers. They're more concerned with the seating space, the speed, and the springing. And in the new Willys, all these features are carried to the most satisfying limits. Until properly investigated it is difficult to realise what an amazingly large amount of space there is within the Willys. The width of the seats where three can sit comfortably abreast in front and back, the generous leg and head room, the absence

of a tunnel or other foot obstructions, these give the big-car feeling of luxurious comfort. At any speed, even at a touring speed of well over 60 miles per hour, the Willys "glide-ride" smooths out the roughest roads. Oversized springs, suspended from quiet shackles, oversized tyres and Willys special hydraulic shock absorbers instantly stifle every bump on the road before it can be felt by the passenger. And in the deep-divan comfort cushions of the Willys you can thoroughly enjoy the Willys "glide-ride", free from any suggestion of road fatigue — even on the longest trips.

Certified to do
10-15 more
miles per gallon
than any other
current
American car

