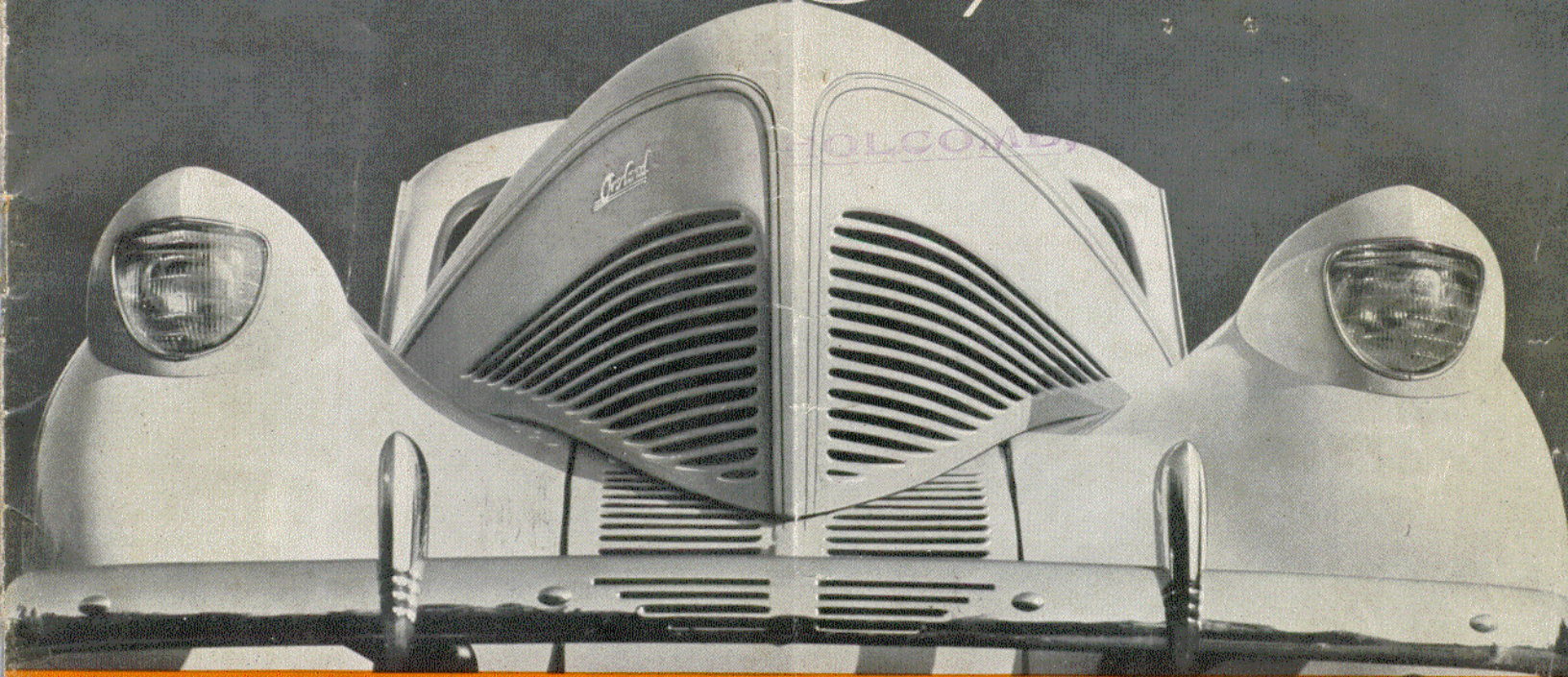


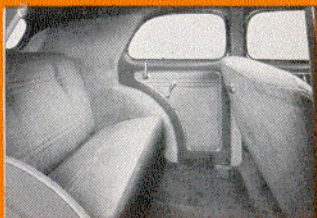
SUPERB BEAUTY IN

"Slip-stream" DESIGN



THE GREAT NEW OVERLAND

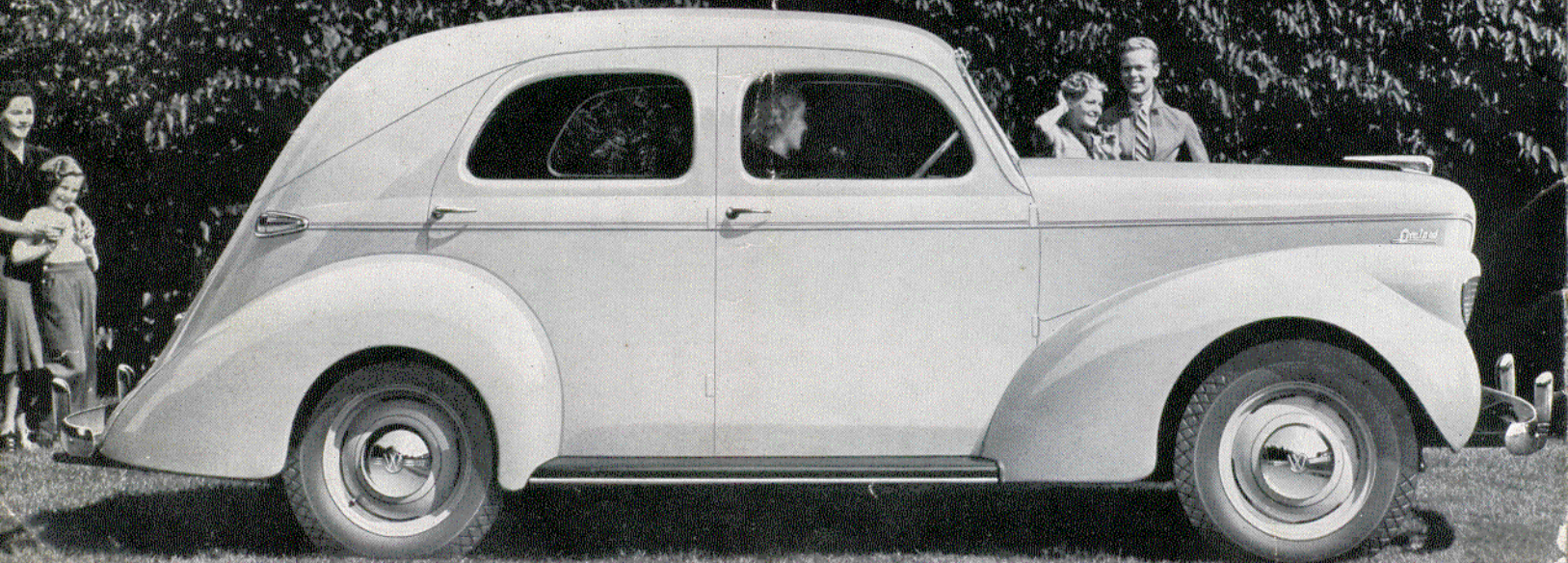
SUPERB BEAUTY . . IN



● *The Sedan is unusually spacious. The fine tailoring of upholstery and modern design of fitments are impressive examples of Overland quality.*

Style that suggests the spirit of youth. In every sweeping line of the beautiful new Overland you will see a brilliant creation that can only be described in the one statement "modern and truly individual."

OVERLAND DELUXE 4-DOOR SEDAN



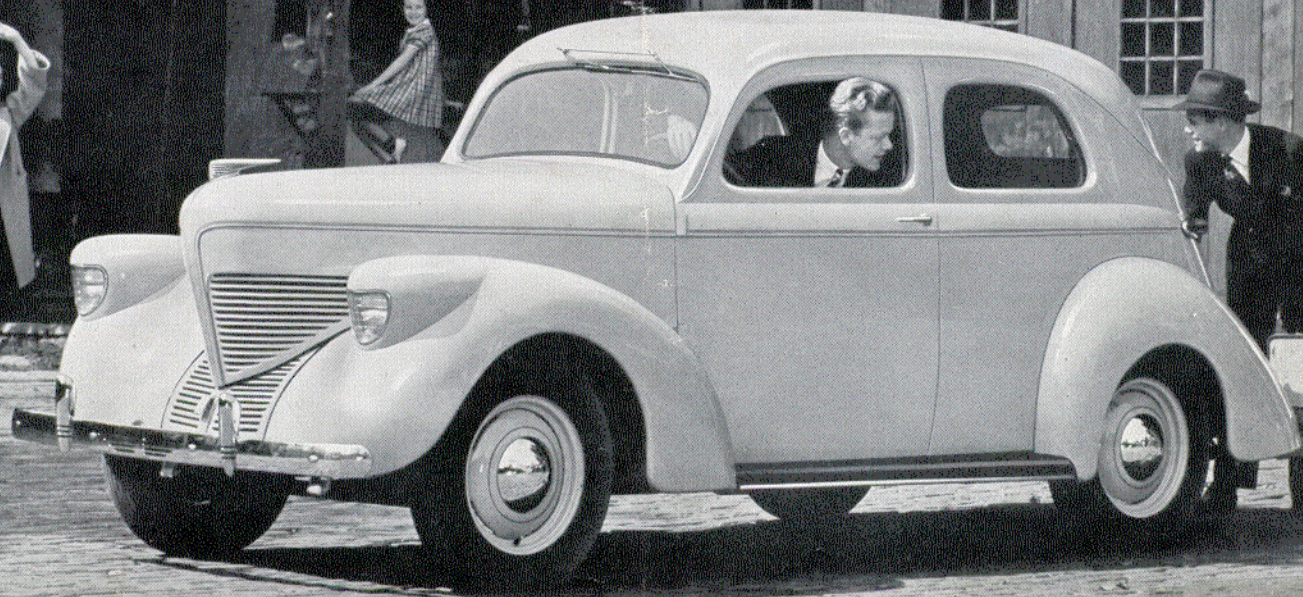
"Slip-stream" DESIGN

The new Overland is *longer* and *roomier*—the biggest car built by Willys-Overland in six years! The minute you step into the car you'll feel the atmosphere of luxury, you'll say, . . . "certainly is roomy."

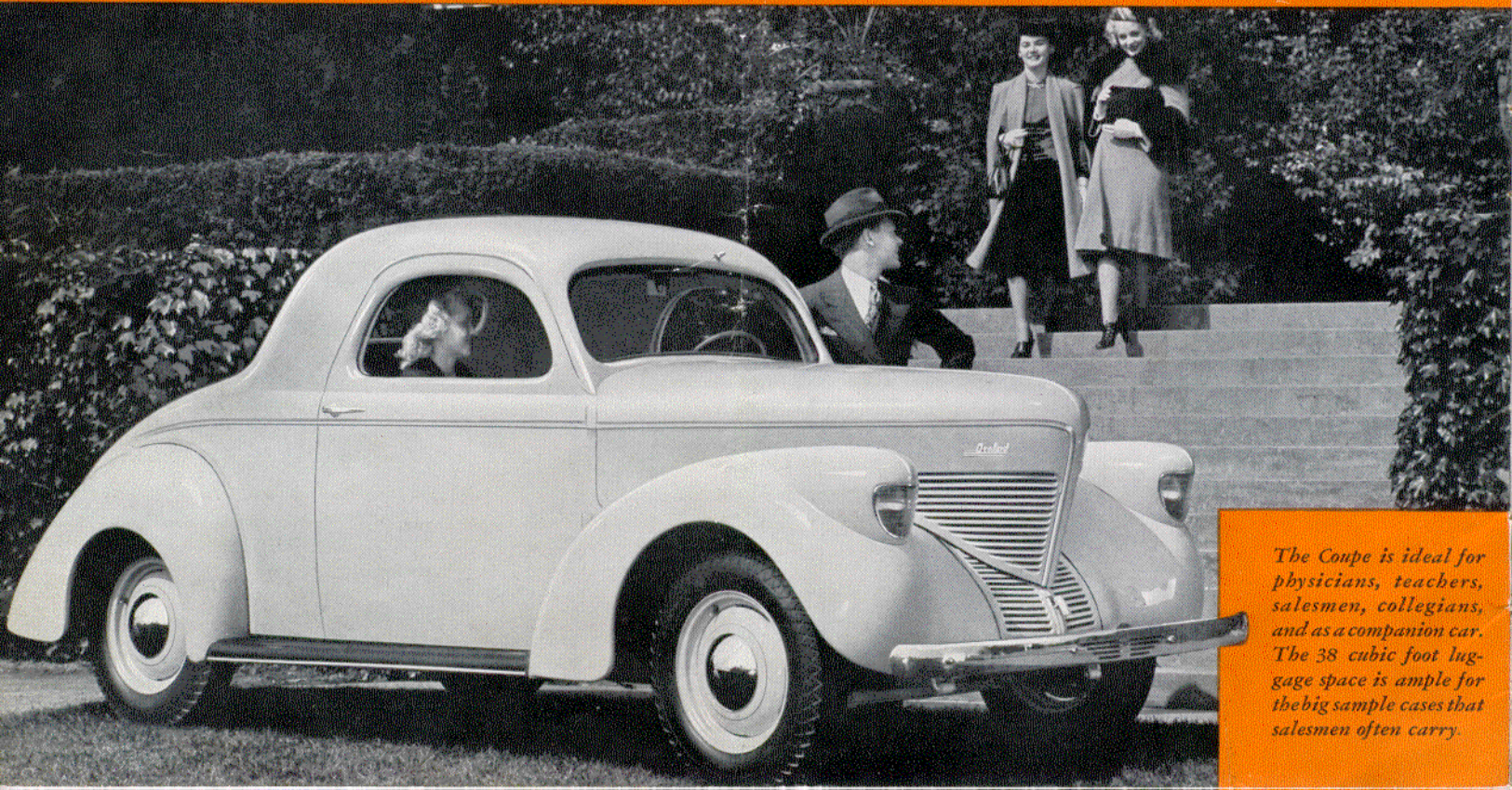
● An example of the roominess of the new Overland is the front seat. Its deep cushions are 50 inches wide, providing roomy comfort for three large persons.



OVERLAND DELUXE 2-DOOR SEDAN



WHIRLWIND POWER GIVES EXCITING PERFORMANCE .



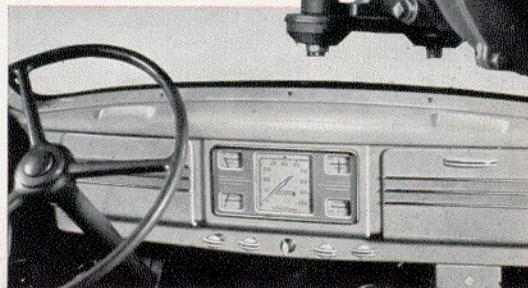
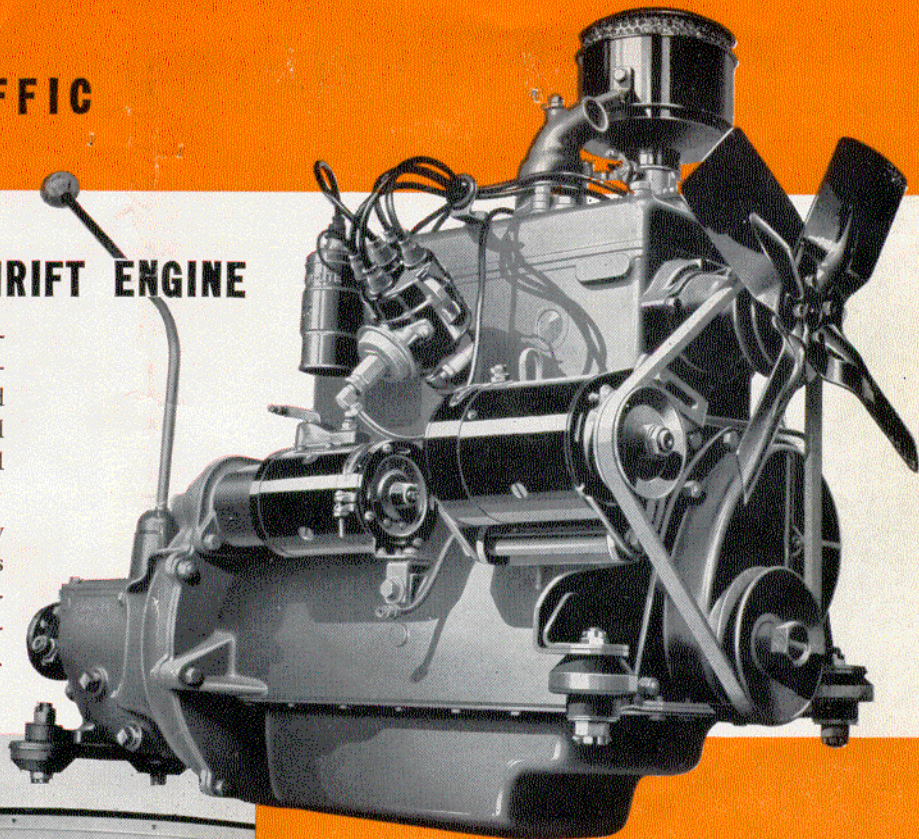
The Coupe is ideal for physicians, teachers, salesmen, collegians, and as a companion car. The 38 cubic foot luggage space is ample for the big sample cases that salesmen often carry.

... ON HILLS AND IN TRAFFIC

THE GREAT NEW OVERLAND SUPER-THRIFT ENGINE

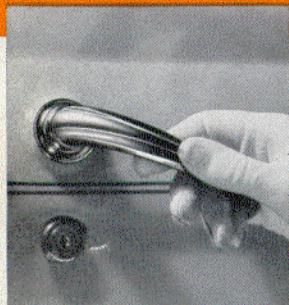
For years the aim of engineers has been to produce automobile powerplants with great economy combined with great performance. Overland has done it! You'll say the acceleration is a thrill as you "run rings around" other cars—the pull on hills is a revelation.

With the increase in power of 27 percent over any recent Willys-Overland engine, yet maintaining its world-famous economy, this amazing new Overland Super-Thrift Engine delivers top-rank performance with economy unrivaled by any other car.



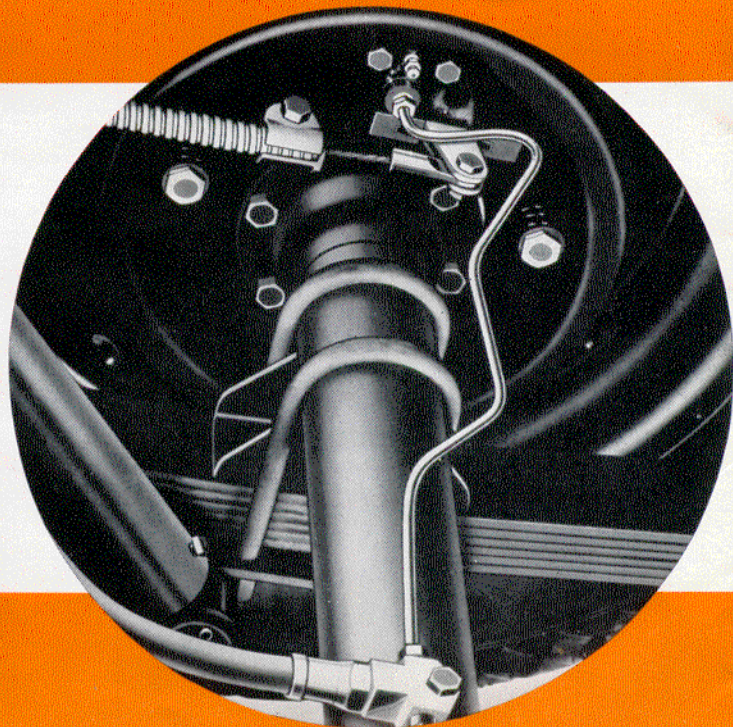
● The instrument panel presents an attractive grouping of conveniently located controls and dials. The panel of the DeLuxe model is finished in attractive duo-tone.

OVERSIZE HYDRAULIC BRAKES . . .

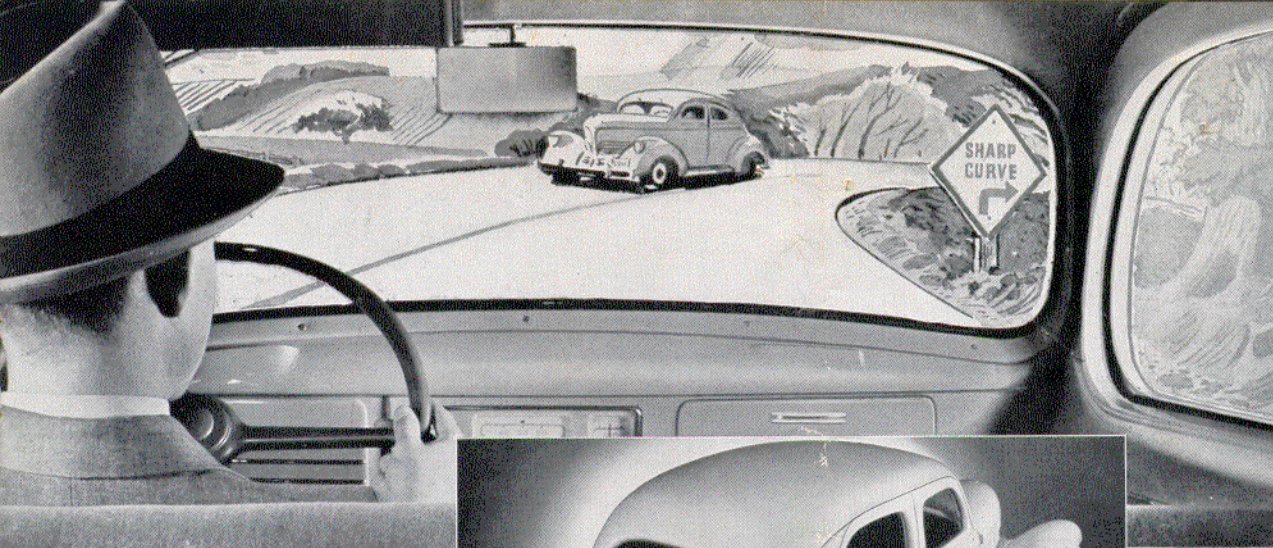


● The dual-lock door latch eliminates the necessity of slamming doors. Doors close softly and lock securely.

● The big space in the rear compartment of the Sedan is a surprise to everyone who examines it. Suitcases, boxes, bags are accommodated with ease. The spare tire is concealed in this compartment and is easily accessible.



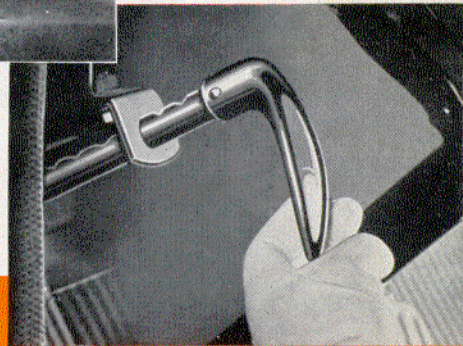
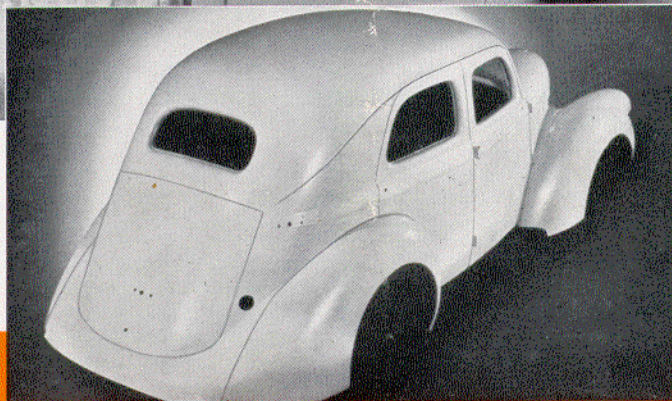
● The Hydraulic Brakes are oversize. Designed to give equal action on all four wheels, they also provide an *extra margin* of braking power with only 17 pounds of car weight to every square inch of brake surface. Brake drums are composite cast alloy iron for long life and easy action.



WIDE ROAD VISION

● Wide, clear road vision close to the front of the car, is assured by the design of the hood and fenders, the wide windshield and the correct positioning of the front seat. An important safety factor in driving and an aid in parking.

● Another important safety feature is the Overland steel body welded in *one solid unit*. Body is insulated against drafts, heat and cold by a special type of rubber weather stripping which seals the body tightly.



SUPER-SAFE STEEL BODIES

● The hand lever-operated emergency brake is located under the instrument panel within easy reach of the driver, yet out of the way when not in use.

LUXURY WITH THRIFT

. . . AND CAN THIS CAR GO!

● From the word GO there's everything about the Great Overland to *make you want to drive.*

It's a style leader in a year when appearance and style in motor cars mean more than ever before.

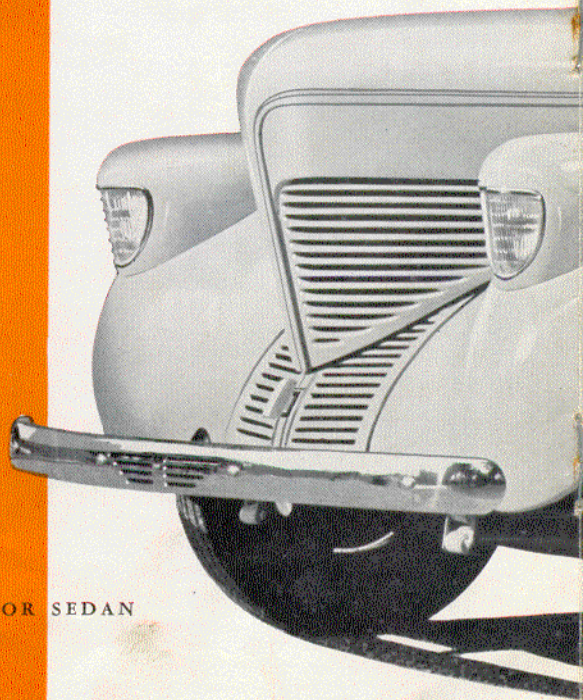
The road-eager Overland swiftly and smoothly glides over roads with the luxury and comfort of much higher priced cars. As you drive you feel the balance and safety assured by the sturdy, safe construction of the Great New Overland.

You can thrill to the flashing performance that comes with great power and at the same time enjoy absolutely unrivaled economy.

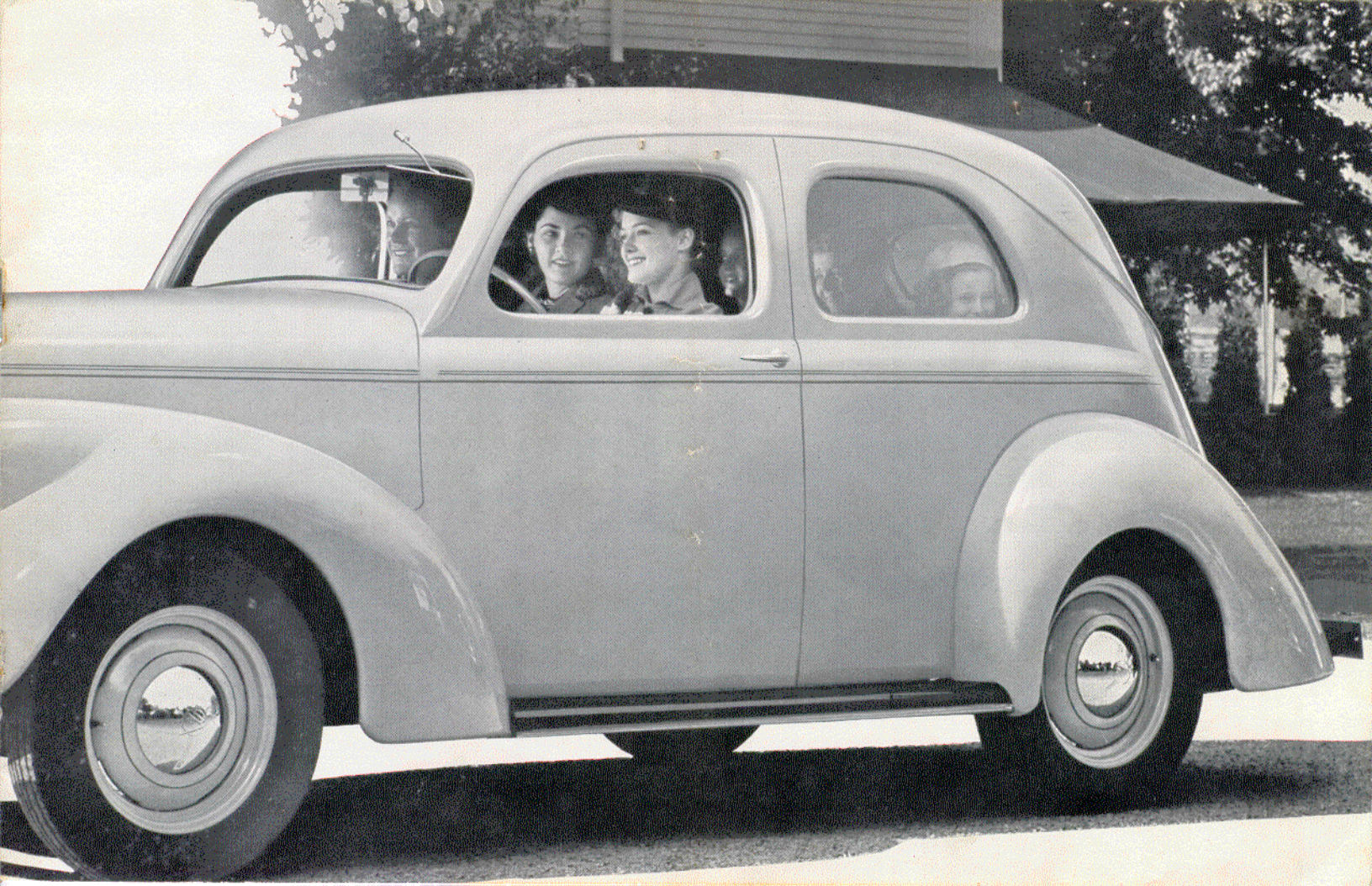
A few pennies' worth of gas takes the whole family to town—to the movies—shopping—or on other errands in luxurious comfort.

Take the Overland ride that is so enthusiastically acclaimed this year.

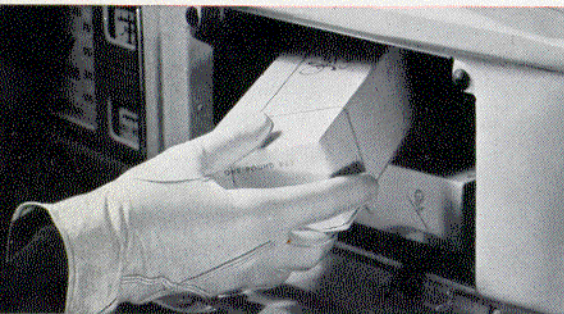
Low price makes it extremely easy to own the great new Overland.



NEW OVERLAND SPEEDWAY 2-DOOR SEDAN

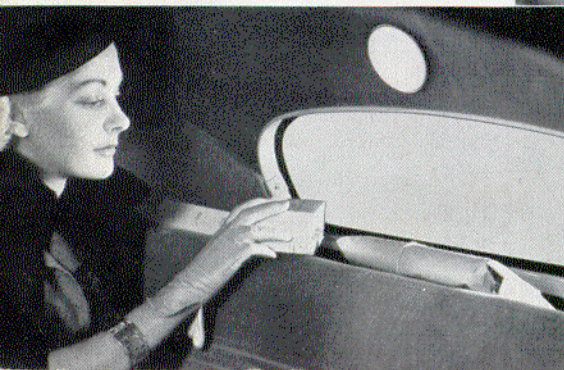
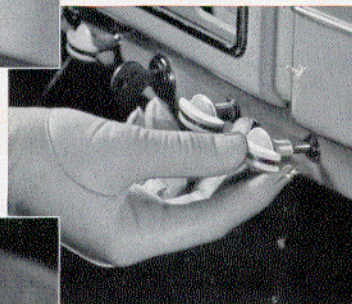


CONVENIENCES . . .

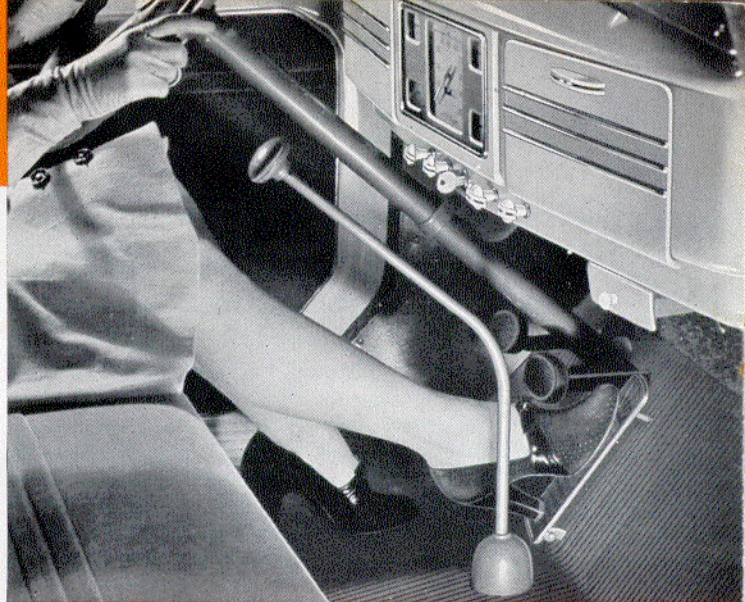


● The wide, deep glove compartment at the right of the instrument panel provides handy space which is quickly appreciated, especially by women drivers.

● All controls are within easy reach of the driver. The starter button and choke control . . . both on the dash . . . can be operated with one hand.

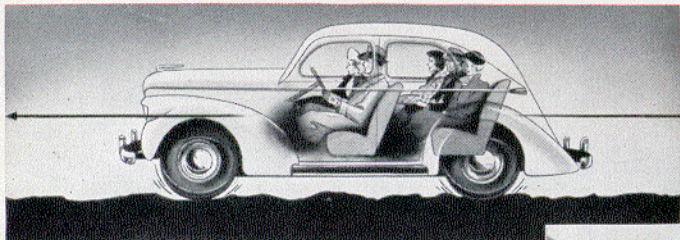


● The shelf behind the rear seat is handy for all kinds of odds-and-ends. Seats need not be cluttered up with packages.



● Even large persons will find they can stretch out in comfort in this great new Overland. Plenty of head and leg room. Due to correct positioning of seats, there is a minimum of driving fatigue. Front seat is easily adjustable either forward or backward to fit individual requirements.

COMFORT THAT "IRONS OUT" ROUGH ROADS

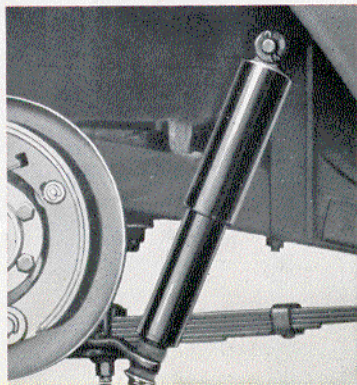
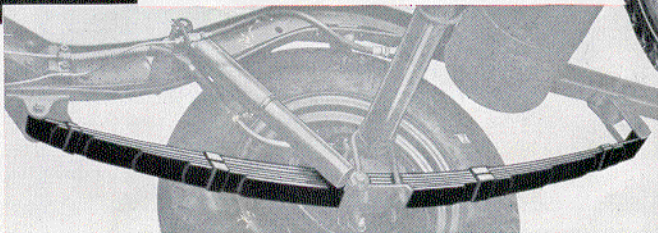


● All the features that contribute to comfort add up to a glide-ride. The wheels may find the road plenty rough, but the passengers scarcely realize it.



● The seat cushions are soft and form-fitting. Both the seat and back cushions have been tilted to the correct angle for comfortable riding. The upholstery, rich in appearance, offers great resistance to wear.

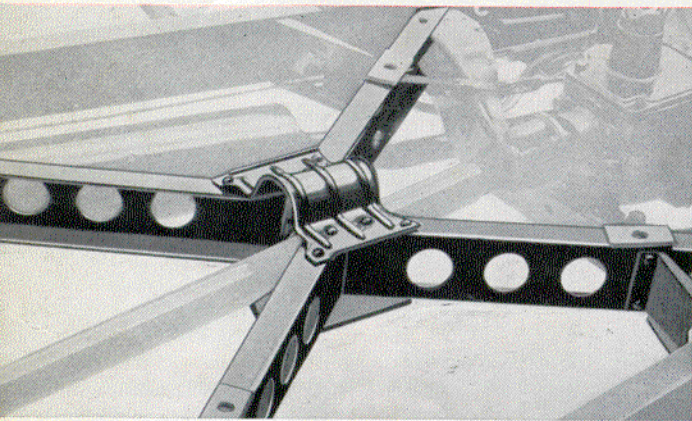
● The springs are long, soft and smooth-riding, and are suspended in such a way that even at high speeds the chassis and body are remarkably free of sway, especially when taking curves. Shackles are rubber insulated for long life and quietness.



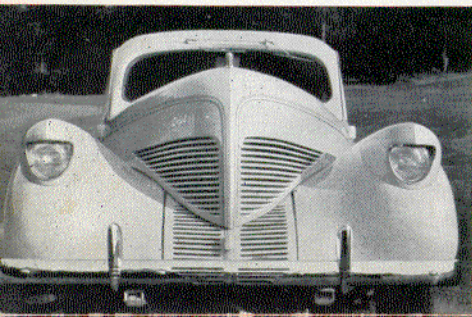
● Increased comfort and longer tire life are secured by oversize tires.

● The double-acting hydraulic shock absorbers are the same type as used on airplanes to check the bumps when landing. The action is positive and it builds up resistance in proportion to the severity of the bump.

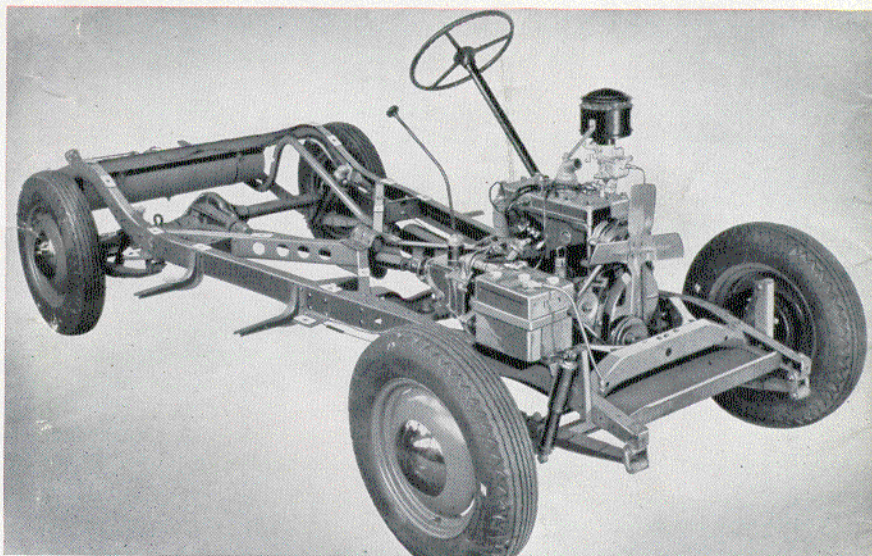
WILLYS-OVERLAND ENGINEERS SAY, "WE HAVEN'T



● The rugged frame with K-X cross members and heavy gauge steel double-drop construction offers strength in excess of needs. All parts designed to provide greater safety.

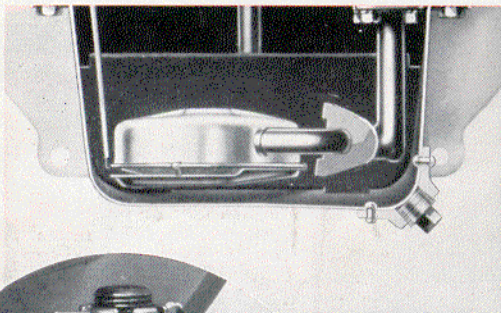


● Standard tread and high road clearance combine with the low center of gravity to provide greater safety on curves.



● Willys-Overland engineers are particularly proud of this sturdy, modern chassis. Every principle and detail have been engineered to offer dependable performance and long life in the new Overland. The engine is mounted low in the chassis for a low center of gravity. The front and rear springs are carefully engineered to provide a smooth, level ride. The semi-floating rear axle is over-size and sturdy.

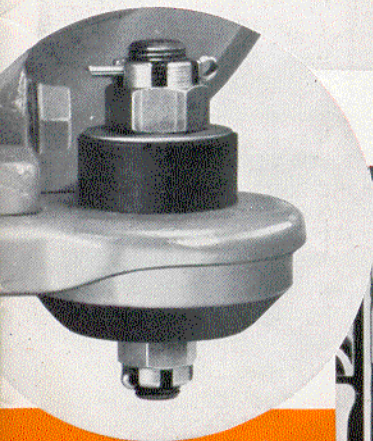
OVERLOOKED A SINGLE IMPORTANT FEATURE."



● The Float-O oil intake prevents sludge, water and dirt from getting into the oil circulation system.

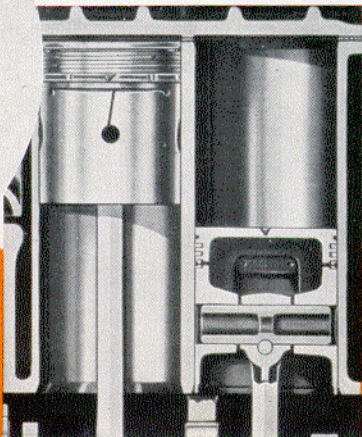


● The "packless" water pump requires no lubrication for the life of the car. Thus long, service-free life is assured.

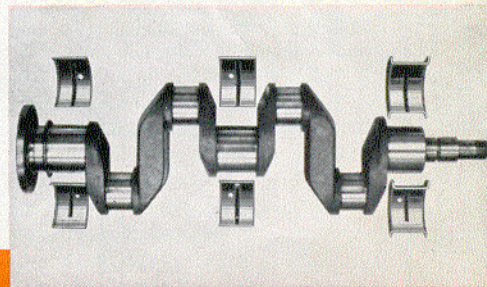
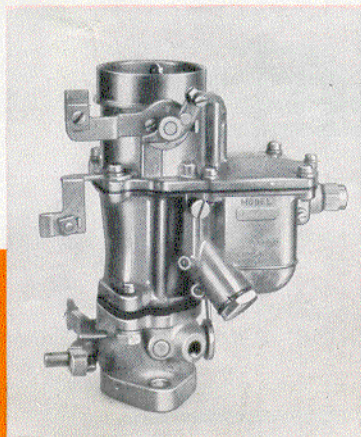


● Pistons are light-weight aluminum alloy, electroplated to assure long life.

● The automatic, high-velocity, down-draft carburetor is of exclusive Willys-Overland design and aids materially in Overland economy and performance.



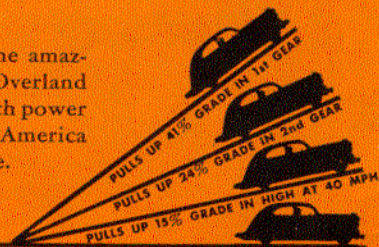
● The engine is floated upon four live rubber mountings. The engine is smooth at all speeds.



● Heavy-duty crankshaft with three main bearings accounts for smoothness and long life in the new powerplant. Bearing surfaces have a mirror finish to prevent wear.

WHIRLWIND POWER SHOWN BY TESTS

The chart here shows the amazing pull of the new Overland Super-Thrift engine. Such power with economy is new to America—and certainly welcome.



Tests show the amazing acceleration of 10 to 50 miles per hour in 15 seconds . . . 0 to 60 M.P.H. in 18 seconds.



In stopping ability the great new Overland is equally efficient. Due to the oversize, extra-safe hydraulic brakes and fine balance of the car, Overland actually stops from a 45-mile speed in 6 car lengths and from 60 M.P.H. in only about 11 car lengths.



"SAVE" IS A WILLYS-

80,000 MILES WITH MINOR REPAIRS

"The only repairs that I have put on this car . . . was to have my clutch refaced after 80,000 miles and my valves ground twice . . . Willys is a remarkable car for its economy and its ability to stand up."

—O. S. Fassett

34 MILES PER GALLON

"I drive my Willys to work every day which is 34 miles round trip. I make the round trip from Rockland Lake to Bear Mountain Headquarters on one gallon of gas."

—Leroy Hockin

"25,000 MILES OF HARD DRIVING"

"I have driven my new Willys 25,000 miles of hard driving . . . and costs less to operate than any other car I have ever possessed."

—L. Brazil, Jr.

"35 MILES PER GALLON"

" . . . Performs and drives like a much higher priced car. Gas mileage is very fine, on an accurate test in city and country driving we averaged 35 miles per gallon at average driving speeds."

—Mr. and Mrs. Tomlinson

"EVERYTHING WE DESIRE"

"Our Willys has everything we desire in an automobile—smooth riding comfort—ease of handling—economical upkeep—plenty of power—beauty of design."

—S. P. Swearingen

"HALF THE COST"

" . . . averaging 30 miles to a gallon . . . less than half the cost of operation of other cars I have owned."

—F. Gaffoglio

R. T. R. HOLCOMB,

OVERLAND WORD THAT HAS MADE THOUSANDS HAPPY..

SAVES ON CAR ALLOWANCE

"I have been driving 600 to 800 miles per week . . . get a car allowance of five cents per mile of which I am able to save the greater portion. I average better than 30 miles per gallon driving between 35 and 50 miles per hour. The only way that I can describe the Willys is that it is a car for any and all requirements."

—Hobert Auttersson

"SAVED \$224 ON GAS"

"Saved \$224 on gasoline over the 33,000 miles I have driven."

—J. E. Taylor

"SAVE \$15 A MONTH"

"I am saving better than \$15 a month on operation cost alone . . . Averaging better than thirty-two miles to the gallon of gasoline. This, as compared to the thirteen miles average on my former car, saves me more than half on my gasoline bill."

—R. C. Dombough

"HAS SAVED ME OVER \$180"

"The last car I owned gave me no more than 15 miles to the gallon of gas, but my Willys has saved me over \$180 since I have owned it. Several times I have driven as long as 15 hours at an average speed of 50 to 55 miles per hour with perfect performance. I figure I am averaging 32 miles per gallon of gas."

—Harry W. Hay

"LIKE A RAISE IN SALARY"

"I figure I have saved at least \$15 a month . . . like a \$15 a month raise."

—Henry Noel

50,000 MILES ON ORIGINAL TIRES

" . . . driving it with nearly 50,000 miles to its credit. We get an average of 30 miles of gas at all times . . . Still has the original tires . . . Just good business sense to drive Willys cars."

—R. E. Parrott

Figure Your Overland Savings The First Year

Estimated Mileage.....

	Overland	Other Car	Overland Savings
Price	\$.....	\$.....	\$.....
License			
Insurance			
Taxes			
Gasoline			
Oil			
TOTAL	\$.....	\$.....	\$.....

THE SMOOTH WAY TO SAVE

THE GREAT NEW OVERLAND . . . THE *Smooth* WAY TO SAVE!

CONDENSED SPECIFICATIONS

ENGINE . . . Bore $3\frac{1}{8}$ " ; Stroke $4\frac{3}{8}$ " . 61 H.P. at 3600 R.P.M. Taxable horsepower, 15.63. Compression ratio, standard 6.35 to 1; high altitude head available, 6.81 to 1. Water jackets full length of cylinder bore. Aluminum alloy pistons. Large $\frac{13}{16}$ " anchored piston pins. Three main bearings, diameter $2\frac{1}{8}$ " ; length 2" . Full pressure lubrication. Patented rubber engine mountings. Short and wide timing chain. Short, rugged, statically and dynamically balanced crankshaft. Connecting rods drop forged, spun-in babbitt-type large bearing. Packless water pump, no lubrication required. Vacuum control distributor. Patented automatic carburetor. Manifold heat control automatic. Thermostatic control of operating temperatures.

HYDRAULIC BRAKES . . . Wagner Lockheed Hydraulic two-shoe type. Brake drums nickel chromium al-

loy iron. Heat radiating fin. Braking area 131 sq. in.

TRANSMISSION . . . Warner Syncro-mesh type in unit with engine. Gears, helical tooth type, molybdenum steel. Silent second speed gear.

FRAME . . . Five cross members K-X bracing. Double type X member. Side rails $3\frac{3}{4}$ " deep, $1\frac{3}{4}$ " wide, $\frac{1}{64}$ " thick. Overall length, bumper to bumper, 180" . Rubber bushed spring shackles throughout, no lubrication required.

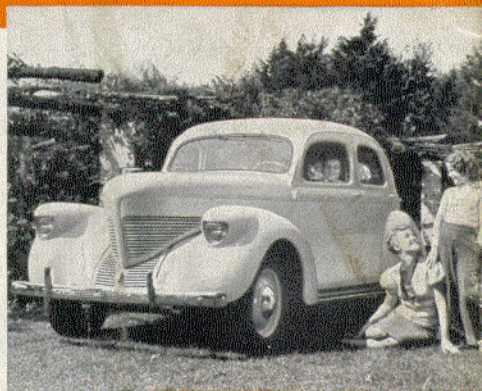
REAR AXLE . . . Semi-floating type spiral bevel gears. Ratio 4.3 in Speedway models and 4.55 in DeLuxe models. Pinion shaft and differential mounted on large Timken bearings. Axle shafts of molybdenum steel.

STEERING . . . Gemmer worm and sector type. Worm mounted on roller bearings. 13 to 1 gear ratio. Turning radius 17 feet.

Prices and specifications subject to change without notice.

WILLYS-OVERLAND MOTORS, INC., TOLEDO, OHIO

WILLYS OF CANADA LIMITED, WINDSOR, ONTARIO



From any point of view the modern design of the great new Overland presents brilliant beauty.

There's plenty of fine engineering under the hood of the great new Overland to interest even the most mechanically minded motorist.

