

APPROVED

1939

**Willys-Overland
Motor Cars**



DEALERS

EFFECTIVE NOVEMBER 15, 1938

WILLYS-OVERLAND MOTORS, INC.
TOLEDO, OHIO
U. S. A.

WILLYS-OVERLAND

PRICE LIST
of
Willys-Overland Approved
Accessories

(for Dealers)

Effective November 15, 1938

WILLYS-OVERLAND MOTORS, INC.
TOLEDO, OHIO
U. S. A.

Foreword

This accessory book is being furnished you for the purpose of increasing your sales of Willys-Overland Accessories.

Each FACTORY APPROVED ACCESSORY has been carefully selected and designed to harmonize with the car and each has the endorsement of Factory Engineers to insure proper fit and satisfactory service.

Accessories are a constant source of profit to every Willys-Overland Dealer—but the profit derived will be in direct proportion to the amount of sales effort put forth by every member of your organization.

All of your employees should be trained to sell accessories.

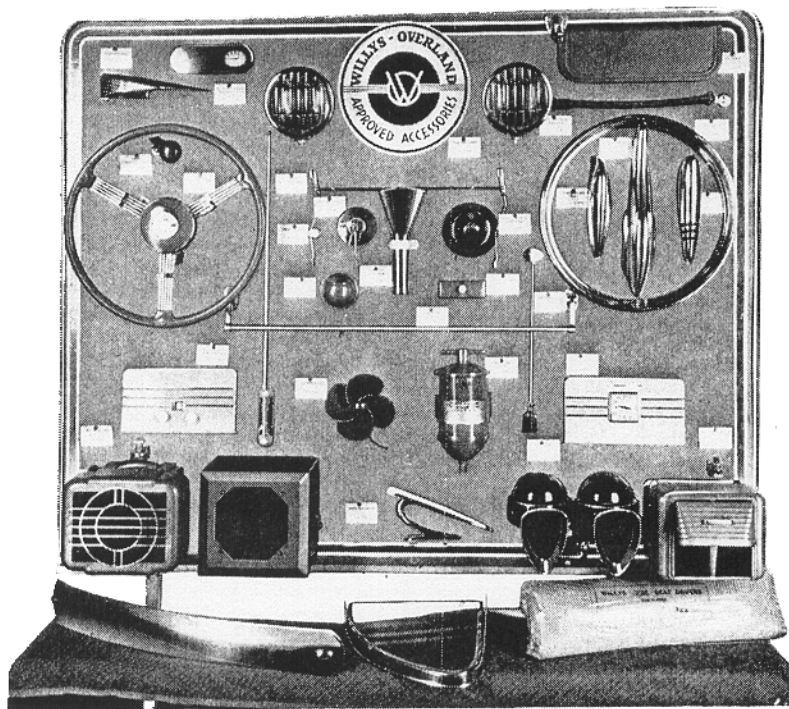
Cars displayed on the Show Room Floor should be equipped with FACTORY APPROVED ACCESSORIES, as the average buyer will purchase the car he is shown on your Show Room Floor.

An attractive display of FACTORY APPROVED ACCESSORIES will increase your accessory sales. A Display Stand is available at a very low cost. (See opposite page.)

Purchasers of Willys-Overland Motor Cars should be reminded that the cost of the accessories may be added to the cost of the car and be included with and made a part of the monthly payments.

Be in position to make delivery of new cars equipped with FACTORY APPROVED ACCESSORIES by having them installed at the factory.

DISPLAY STAND FOR WILLYS-OVERLAND APPROVED ACCESSORIES



The Willys-Overland Accessory Display Stand can be used for years, since a new face panel can easily be inserted in the stand.

The Stand is equipped with battery supports so that all electrical parts can be demonstrated, if desired.

DISPLAY STAND, without Accessories.....	\$11.95 net
NEW FACE PANEL for 1939 Accessories	3.95 net
f.o.b., Kokomo, Indiana	

The 1939

OVERLAND DELUXE MODELS

will be regularly equipped at the factory with—

Hood Ornament	Dome Lamp
Front and Rear Bumpers	Heavy Duty Generator
Bumper Guards (4)	Safety Glass
DeLuxe Horn	Adjustable Front Seat
Dual Tail Lamps	Mohair or Broadcloth Upholstery
Dual Windshield Wiper	Choice of Colors
Dual Sun Visors	Spare Wheel and Tire (5.50x16)
Rear View Mirror	Special Hub Cap for 5th Wheel

The following Accessory Groups "A", "B" and "C", are available and will be installed at the factory when specified on the original Car Shipping Order:

GROUP "A"

List Price, Installed\$33.00
Dealer Net 22.50

Grille Guard
Cigar Lighter
Ash Receivers (2 on 4-Door Sedan)
Door Pull-to Strap (1)
Tenite Steering Wheel
Tenite Gearshift Ball
Glove Compartment Clock
Glove Compartment, L.H.
Wheel Trim Rings (5)
Rear Fender Protection Guards

GROUP "B"

List Price, Installed\$19.50
Dealer Net 13.20

Grille Guard
Cigar Lighter
Ash Receivers (2 on 4-Door Sedan)
Door Pull-to Strap (1)
Tenite Steering Wheel
Tenite Gearshift Ball
Glove Compartment Clock

GROUP "C"

List Price, Installed\$6.25
Dealer Net 4.30

Grille Guard
Cigar Lighter
Ash Receivers (2 on 4-Door Sedan)
Door Pull-to Strap (1)

Prices include Federal Excise Tax and are subject to change without notice.

The 1939

OVERLAND SPEEDWAY (STANDARD) MODELS

will be regularly equipped at the factory with—

Front and Rear Bumpers
Standard Horn
L. H. Tail Lamp
L. H. Windshield Wiper
Rear View Mirror

Safety Glass
Adjustable Front Seat
Cloth Upholstery
Color—Black Only
Spare Wheel and Tire (5.00x16)
Special Hub Cap for 5th Wheel

The following Accessory Groups "A", "B", "C" and "D", are available and will be installed at the factory when specified on the original Car Shipping Order:

GROUP "A"

List Price, Installed \$39.00
Dealer Net 27.00

Hood Ornament
Bumper Guards (4 Willys)
R. H. Tail Lamp
Dual Sun Visors
Door Pull-to Strap (1)
Grille Guard
R.H. Windshield Wiper Extension
Cigar Lighter
Ash Receivers (2 on 4-Door Sedan)
Tenite Steering Wheel
Tenite Gearshift Ball
Wheel Trim Rings (5)
Rear Fender Protection Guards

GROUP "C"

List Price, Installed \$17.50
Dealer Net 12.00

Hood Ornament
Bumper Guards (4 Willys)
R. H. Tail Lamp
Dual Sun Visors
Door Pull-to Strap (1)
Grille Guard
R.H. Windshield Wiper Extension
Cigar Lighter
Ash Receivers (2 on 4-Door Sedan)

GROUP "B"

List Price, Installed \$27.00
Dealer Net 18.50

Hood Ornament
Bumper Guards (4 Willys)
R. H. Tail Lamp
Dual Sun Visors
Door Pull-to Strap (1)
Grille Guard
R.H. Windshield Wiper Extension
Cigar Lighter
Ash Receivers (2 on 4-Door Sedan)
Tenite Steering Wheel
Tenite Gearshift Ball

GROUP "D"

List Price, Installed \$ 9.25
Dealer Net 6.25

Hood Ornament
Bumper Guards (4 Willys)
R. H. Tail Lamp
L. H. Sun Visor
Door Pull-to Strap (1)

Prices include Federal Excise Tax and are subject to change without notice.

The 1939

WILLYS "48" MODELS

will be regularly equipped at the factory with—

Front and Rear Bumpers
Standard Horn
L. H. Tail Lamp
L. H. Windshield Wiper
Rear View Mirror

Safety Glass
Adjustable Front Seat
Cloth Upholstery
Color—Black Only
Spare Wheel and Tire (5.00 x 16)

The following Accessory Groups "A", "B" and "C", are available and will be installed at the factory when specified on the original Car Shipping Order:

GROUP "A"

List Price, Installed\$29.75
Dealer Net..... 20.25

Hood Ornament
Front and Rear Bumper Guards
R. H. Tail Lamp
Dual Sun Visors
Grille Guards
Door Pull-to Strap (1)
Accelerator Pedal Rubber Pad
R.H. Windshield Wiper Extension
Cigar Lighter
Ash Receivers (2 on 4-Door Sedan)
Tenite Steering Wheel
Tenite Gearshift Ball

GROUP "B"

List Price, Installed\$19.25
Dealer Net..... 13.00

Hood Ornament
Front and Rear Bumper Guards
R. H. Tail Lamp
Dual Sun Visors
Grille Guard
Door Pull-to Strap (1)
Accelerator Pedal Rubber Pad
R.H. Windshield Wiper Extension
Cigar Lighter
Ash Receivers (2 on 4-Door Sedan)

GROUP "C"

List Price, Installed\$12.25
Dealer Net..... 8.25

Hood Ornament
Front and Rear Bumper Guards
R. H. Tail Lamp
L. H. Sun Visor
Grille Guard
Door Pull-to Strap (1)
Accelerator Pedal Rubber Pad

Prices include Federal Excise Tax and are subject to change without notice.

The following accessories, in addition to the various groups, will also be installed at the factory when specified on the original Car Shipping Order:

	List Price Installed	Dealer Net
CLOCK—30 hour, mounted in Glove Compartment Door, Overland	\$ 3.50	\$ 2.28
GLOVE COMPARTMENT—L.H., complete with Door, Overland	1.50	.98
HEATER—Standard, with Thermostat, Willys and Overland	9.95	7.19
DeLuxe, with Thermostat and Defroster, Overland	18.00	14.10
DeLuxe, with Thermostat and Defroster, Willys	16.75	13.28
RADIO, Willys Philco Custom, with aerial, Willys and Overland	45.75	30.92

Prices include Federal Excise Tax and are subject to change without notice.

ALPHABETICAL LIST OF WILLYS-OVERLAND APPROVED ACCESSORIES (Not Installed)

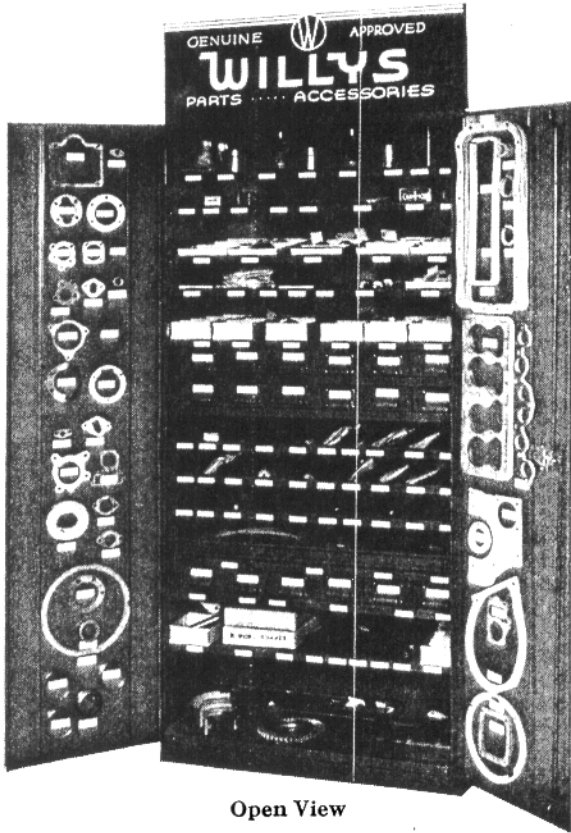
	List Price Each	Dealer Net Each
Ball—Gearshift, Tenite	\$.50	\$.33
Cap—Gasoline Lock-on	1.50	.98
Clock—Mirror	3.75	2.44
30 hour, mounted in Glove Compartment Door, Overland, (Exchange Price)	3.25	2.11
Compartment—Glove, L.H., complete with Door, Overland, (Exchange Price)	1.00	.65
Covers—Seat, 2 door Sedan	7.95	5.75
4 door Sedan	7.95	5.75
Coupe	4.75	3.45
Extension—Tail Pipe	1.00	.65
Windshield Wiper, R.H.	3.00	1.95
Fan—Ventilating and Defrosting—4 rubber blades	4.95	2.65
Filter—Oil, DeLuxe	8.00	5.25
Guard—Grille	1.95	1.27
Guards—Bumper, Front or Rear, with attaching parts, Overland	.80	.52
Front or Rear, with attaching parts, Willys	.50	.33
Rear Fender Protection	5.00	3.50
Guide—Fender	.75	.55
Heater—Hot Water with Thermostat, Standard, Willys or Overland	7.95	4.95
Hot Water with Thermostat and Defroster, DeLuxe, Overland	15.70	11.77
Hot Water with Thermostat and Defroster, DeLuxe, Willys	14.45	10.95
Defroster for DeLuxe Heater, Overland	3.50	2.28
Defroster for DeLuxe Heater, Willys	2.25	1.46
Horns—Dual Air, with attaching parts	9.25	6.01
Lamp—Tail, R.H., with attaching parts	2.40	1.56
Light—Fog, with attaching parts, L.H.	5.35	3.48
Fog, Dual, with attaching parts (pair)	10.00	6.50
Lighter—Cigar, with attaching parts	1.50	.98
Ornament—Hood, Overland	1.00	.65
Willys	1.75	1.14
Pad—Pedal, Accelerator Rubber, Willys	.20	.13
Radio—Willys Philco Custom with aerial, (Exchange Price)	42.45	27.50
Rail—Robe, with attaching parts	1.75	1.14
Receivers—Ash, Front or Rear, with attaching parts	.75	.49
Rings—Wheel Trim (Set of 5)	6.75	4.39
Shelf—Rear Compartment, with attaching parts	4.25	2.76
Strap—Door Pull-to, with attaching parts	.75	.49
Visor—Sun, with attaching parts	1.00	.65
Wheel—Steering, Tenite Complete, (Exchange Price)	10.00	6.50
Wings—Ventilating, Floating Type, Sedan or Coupe	6.50	4.75
Rain Shed Type, Sedan or Coupe	10.00	7.00
ANTI-FREEZE THERMO ROYAL		
Quart	.25	.16¼
Gallon	1.00	.60
Drum (54 Gallons) { F. O. B. Toledo, Ohio }	54.00	29.16

PRICES SUBJECT TO FEDERAL EXCISE TAX AND TO CHANGE WITHOUT NOTICE.

PARTS CABINET

for

WILLYS DEALERS



Open View

(CABINET ONLY)

PRICE **\$48.75** EACH

F. O. B. WARREN, PA.

Shipped Set-Up, Crated