

The FAMILY ALBUM  
Retail Sales Manager's Film Service

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One in a series of original filmstrips preserved for their historical value and presented to the members of the  
[Willys Overland Knight Registry](#)

Assembled July 2000 by Spence Fowler  
(member #4536)

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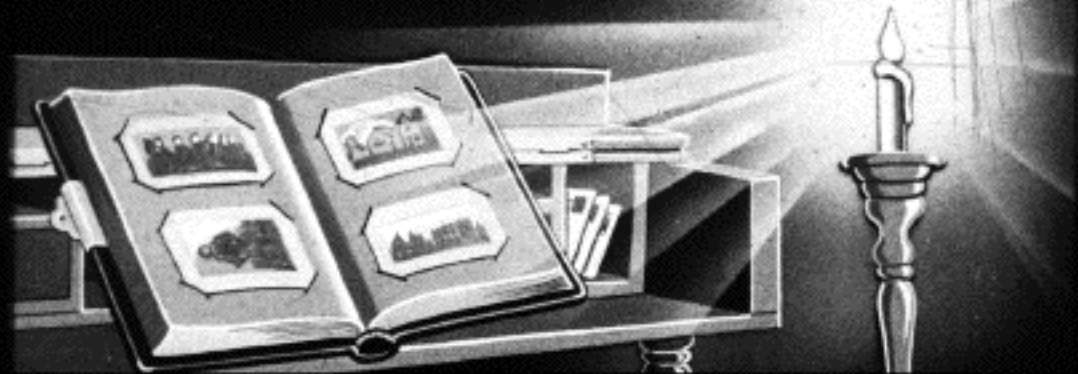
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*The*  
**FAMILY  
ALBUM**



*Retail Sales Manager's Film Service*

The age-old family album has reeked with a musty air of romance and pride, almost since the beginning of time. It is the barometer of our progress.



Way back in the days of sideburns and bustles, the family album which graced the parlor bric-a-brac was a thing of great concern.



And as styles changed, other pages of the family log reflected the progress made.



Style creations of a few years past are as indicative of the constant changes which have taken place as - -



- - those of this age of ultra modern tendencies.



The MOTOR CAR album, reveals as many marked changes and progressive tendencies as does the FAMILY ALBUM.





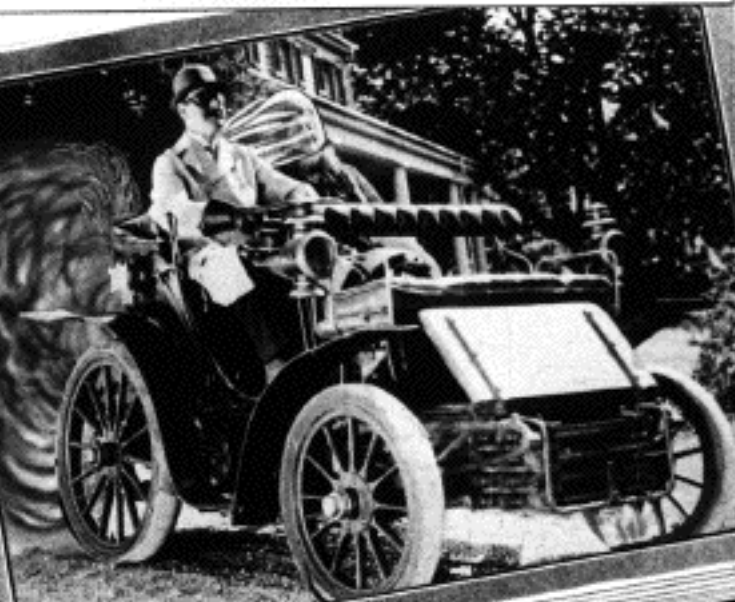
High wheel bicycles gave way to the horseless carriage which was a frightful wonder - - when it ran.



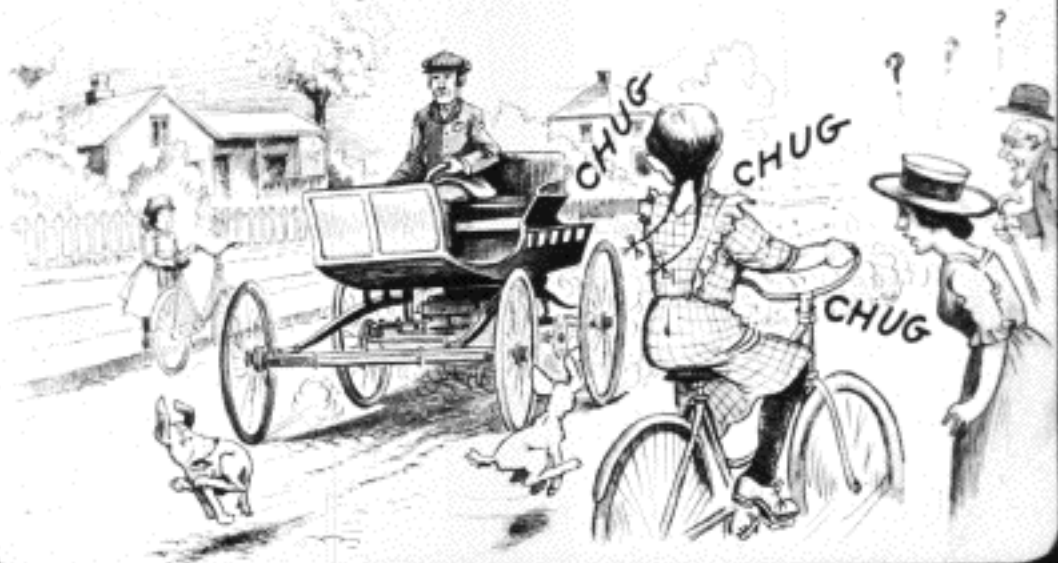
Those who DARED TO RIDE in these early models were "regular gosh - darners."



And SPEED - - ? Myl they were reckless - - 10 to 15 miles per hour.



COMFORT - - ? DON'T BE UNREASONABLE - - THERE WASN'T ANY.

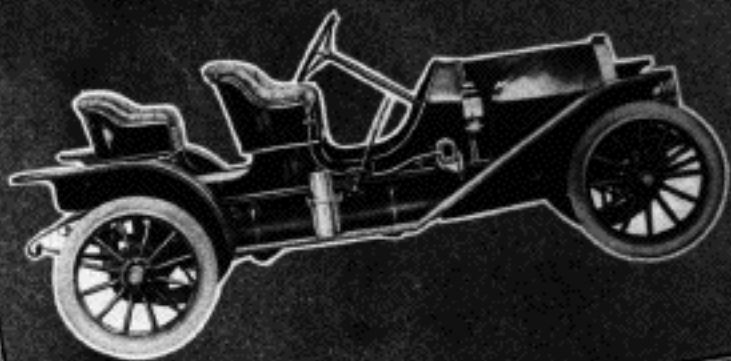


BEAUTY - - ? THEY WERE THE PRIDE OF THE RUTTED  
ROADS.

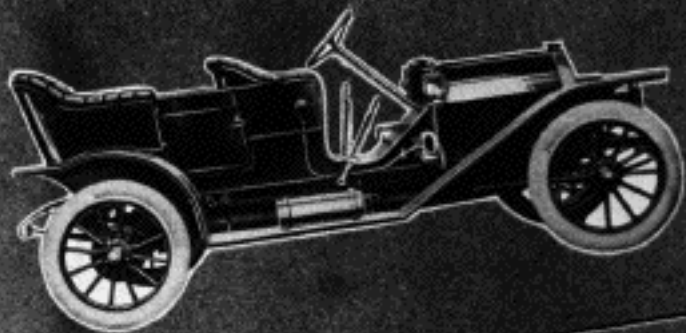


Willlys-Overland's own FAMILY  
ALBUM reveals the constant  
progress which has placed  
WILLYS-KNIGHTS  
and WHIPPETS  
in the position of leadership  
they now hold.

Picture yourself negotiating present day traffic in this  
"dashing" model. Its price was \$1,200.



Then as an added measure of "safety" and "comfort", the rear riding compartment was more liberally proportioned and doors were added.

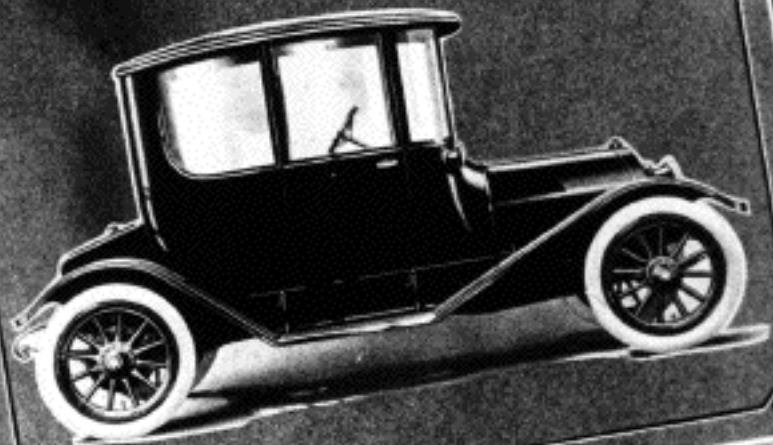




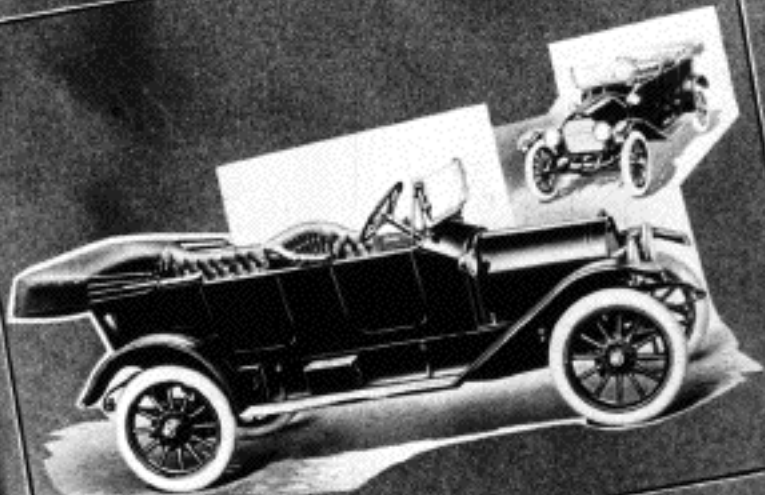
Youth in those days had its "smart" models too, as is evidenced by this sporty roadster.



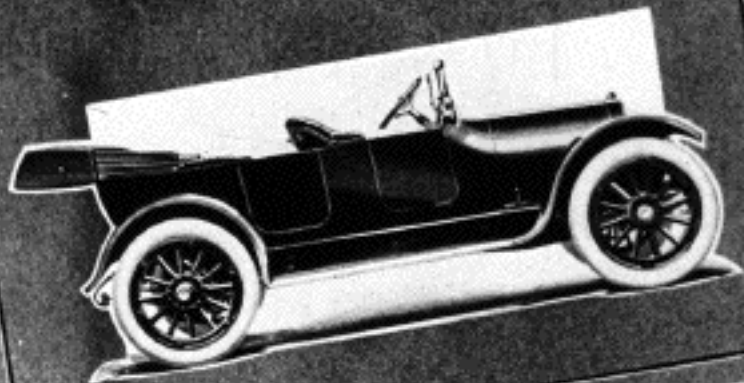
Then, as more luxurious tendencies were manifest, Willys-Overland offered this closed model.



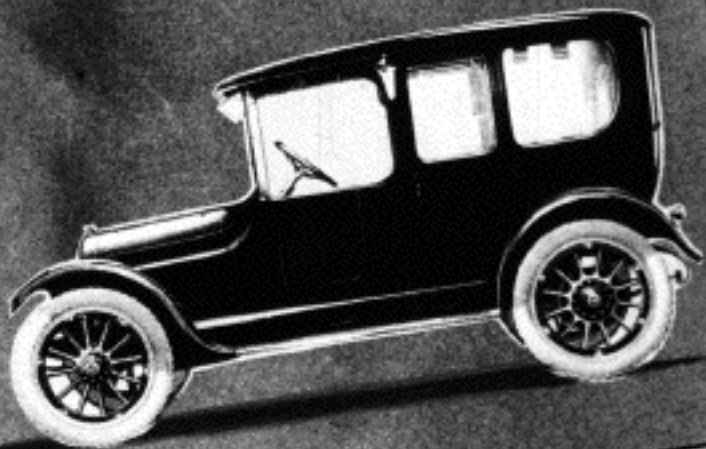
And in the open cars, tops, windshields and electric lights became part of the equipment. This marked another advance in motor car design.



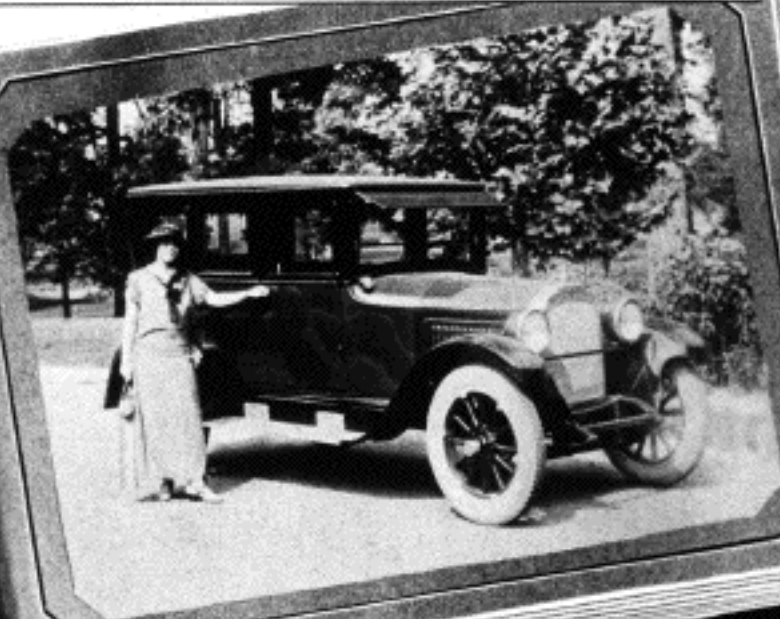
With progress and improvements gathering momentum, this 1915 model with its stream lines emphasized Willys-Overland's forward strides.



In 1917 the Willys-Knight Coupe and Limousine caused a sensation. They sold for \$1500 and \$1750 respectively.



Six years later, wonderful changes had taken place signifying Willys-Overland's alertness to public appeal.



Naturally, this 'highly developed' motor car did not include the scores of advantages Willys-Overland products of today offer, yet its cost exceeded those of current models.



Nearly all of the present day motor car's ancestors ranged in price from \$1,000 to considerably over \$2,000.



Let us now view what present day models offer in contrast with those earlier vehicles, from a standpoint of perfection and price.



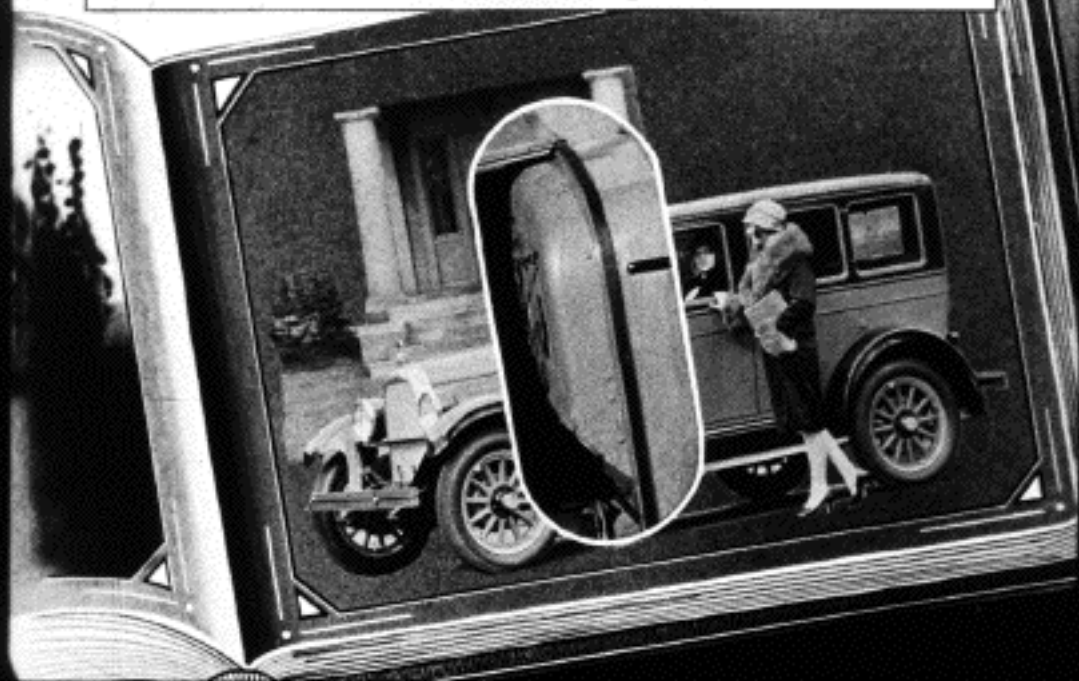
NEVER BEFORE HAS SUCH BEAUTY AND QUALITY  
BEEN OFFERED FOR SO LITTLE MONEY.



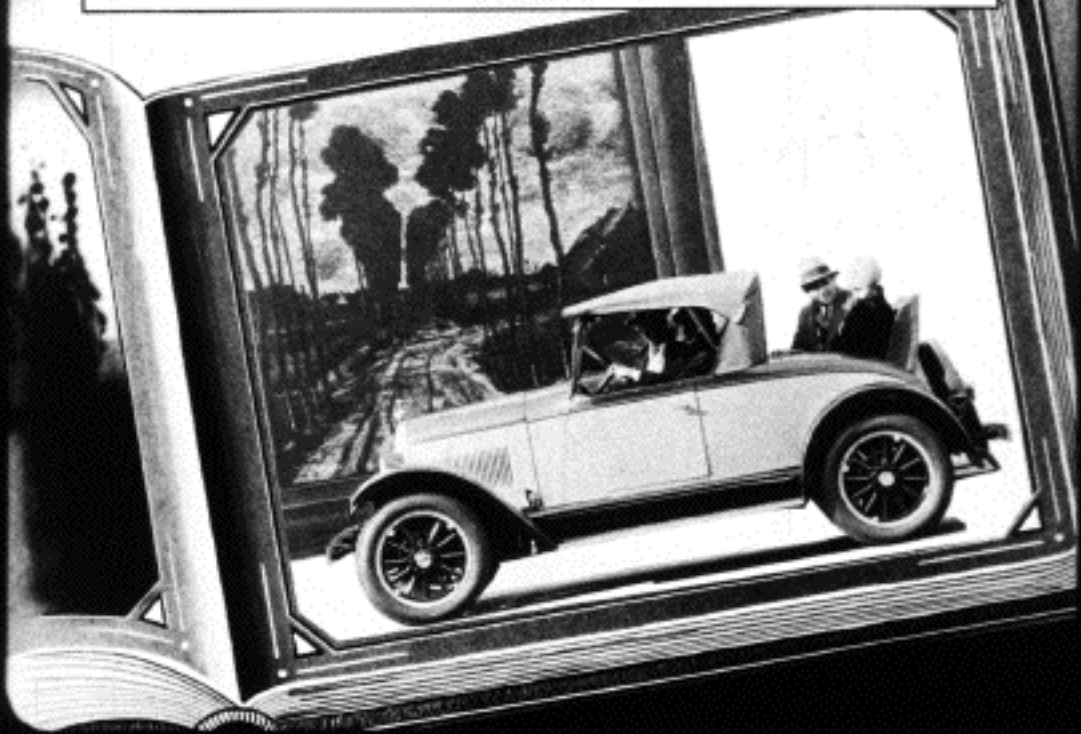
In contrast with its ancestors and even with other present day cars in its price class, all the following features are found **ONLY** in the Whippet.

Full force-feed Lubrication - -  
Silent Timing Chain - - Big 4-  
wheel Brakes - - Balloon Tires  
and Snubbers - - Adjustable  
Steering Wheel - - Single Plate  
Clutch - - Longer Connecting  
Rods - - Interchangeable Chad-  
wick-Type Main Bearings - -  
Tryon Shackles - - and other  
superior qualities.

The COMFORT Whippet owners enjoy is largely due to the extra leg room provided by the unique body construction. Note the protruding cowl.



The WHIPPET COLLEGIATE ROADSTER with its convenient rumble seat is the smartest in its price class.



Never before has any model won such universal favor as the WHIPPET CABRIOLET COUPE. It is the ONLY CONVERTIBLE coupe in its price group.



The perfected Whippet has proved the 1928 sensation in the light car field. Hundreds of thousands who have driven the WHIPPET are aware of its super quality and performance.

GROCERIES



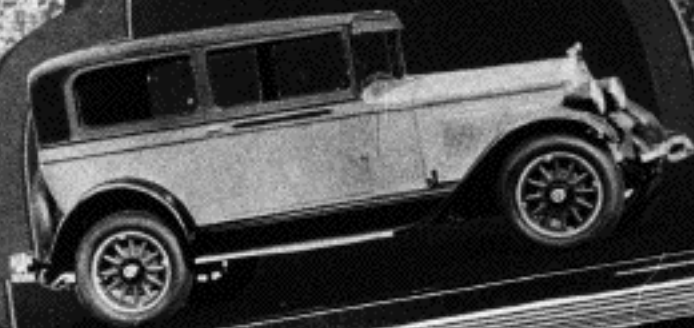


In contrast with its incomplete ancestors, the perfected WHIPPET is equipped with -- AUTOMATIC WINDSHIELD WIPER -- REAR-VIEW MIRROR -- STOP-LIGHT -- REMOTE DOOR CONTROLS -- WIDE SELECTION OF COLORS -- Many other points of refinement.



And now, the important advantages of the PATENTED WILLYS-KNIGHT sleeve-valve engine — its silence, velvet smoothness, surging power, marked economy, simplicity — are brought to the low priced field in the WILLYS-KNIGHT STANDARD SIX.

This model is another definite triumph of Willys-Overland's engineering progress. Compare it with cars costing much more in years past. Compare it with other cars in its price class of today.



At the lowest price in history, this model embodies the COMFORT, BEAUTY, GRACE, LUXURIOUSNESS and MECHANICAL PERFECTION remote in the early days.



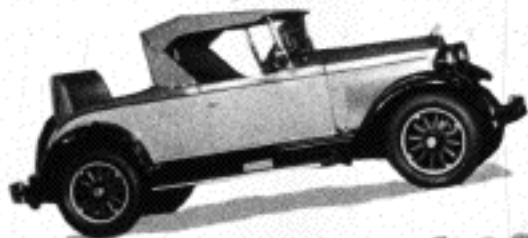
The Willys-Knight Special Six occupies a conspicuous position as a popular car because of its **BEAUTY** and **PERFORMANCE**.



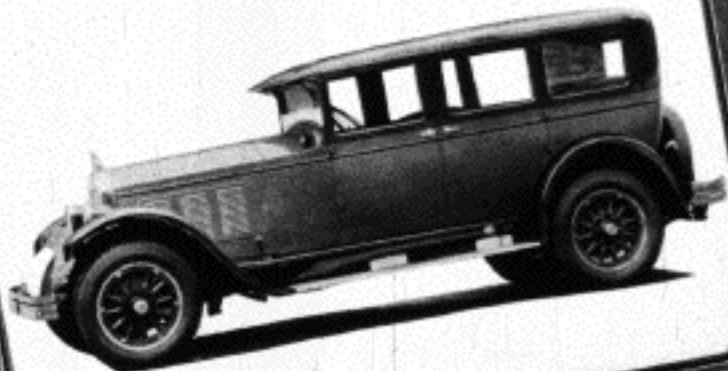
The Special Six Coach affords a compact, yet amazingly roomy, car with smart, distinctive lines.



The Cabriolet Coupe and Roadster are unequalled in beauty,  
as well as performance, in their class.



And the Willys-Knight Great Six Five-Passenger Sedan, from body design to the smallest detail of equipment, emphasizes the beauty, dignity and luxury for which Willys-Overland products are famed.





Among the 1928 creations, which indicate the wonderful forward progress Willys-Overland has made, is the Five Passenger Coupe. It is far removed from the earlier models in our Family Album.



The Willys-Knight Foursome reveals the low, sweeping lines which Willys-Overland contributed to modern motor car design.



Two complete cars in one are offered in the Great Six Cabriolet. It may be open, free and racy, or instantly converted into a snug, weather-tight coupe.



In this automotive "Family Album," you have seen the rapid progress Willys-Overland has made. It characterizes Willys-Overland's alertness to popular demand-meeting modern requirements and tendencies. This is largely responsible for the universal success and acceptance of Whippets and Willys - Knights.

The introduction of the Whippet two years ago, afforded light four cylinder car owners many high priced car advantages. It was the **FIRST** light four cylinder motor car to include such **IMPORTANT** features as ---

HIGH COMPRESSION ENGINE.- - -SILENT TIMING CHAIN.  
FULL FORCE FEED LUBRICATION.- -MARKED ECONOMY.  
FLEXIBILITY. SPEED.



FOUR WHEEL BRAKES.- - -LOW CENTER OF GRAVITY.  
NEW AND ROOMIER BODY DESIGN.

TIME - - - TRIED and OWNER  
TESTED. Proven in every way.  
With more than 500,000,000  
miles of satisfactory driving al-  
ready registered - - - and with  
speed, economy, power, hill  
climbing and flexibility records  
still standing unchallenged,  
THE WHIPPET IS READY TO  
DELIVER. YOU KNOW RESULTS

A view of part of Willys-Overland's modern plant.





The constant expansion and  
modernization of

Willys-Overland's FIVE  
BIG FACTORIES have developed  
production facilities to the very  
last degree. As a result the  
famous TROUBLE-FREE,  
SILENT WILLYS - KNIGHT  
SLEEVE VALVE ENGINE is  
available from below the \$1,000  
class through the luxury group.



The  
End

To rewind, start at this end, dull side out, holding film by the edges. Be sure to keep fingers off dull side of film.

**WILDING PICTURE PRODUCTIONS**  
INC.

1358 ~ Mullett St.  
*DETROIT ----- MICH.*