

Handsome Is as Handsome Does!

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 January 2003 by Spence Fowler

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HANDSOME IS
AND HANDSOME DOES!



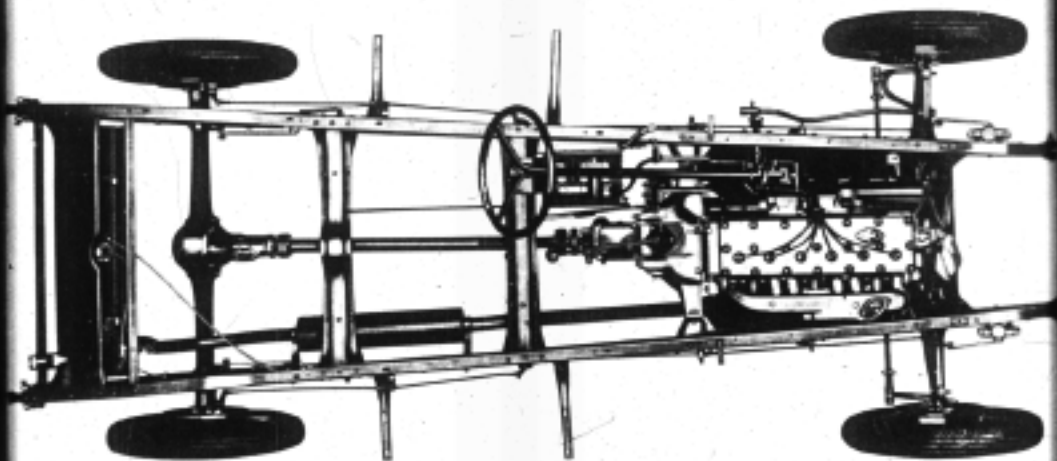
Coupe and Roadster.

For Pleasure --- For Business
The Willys Six Coupe has
Beauty, Power, Speed, Economy.

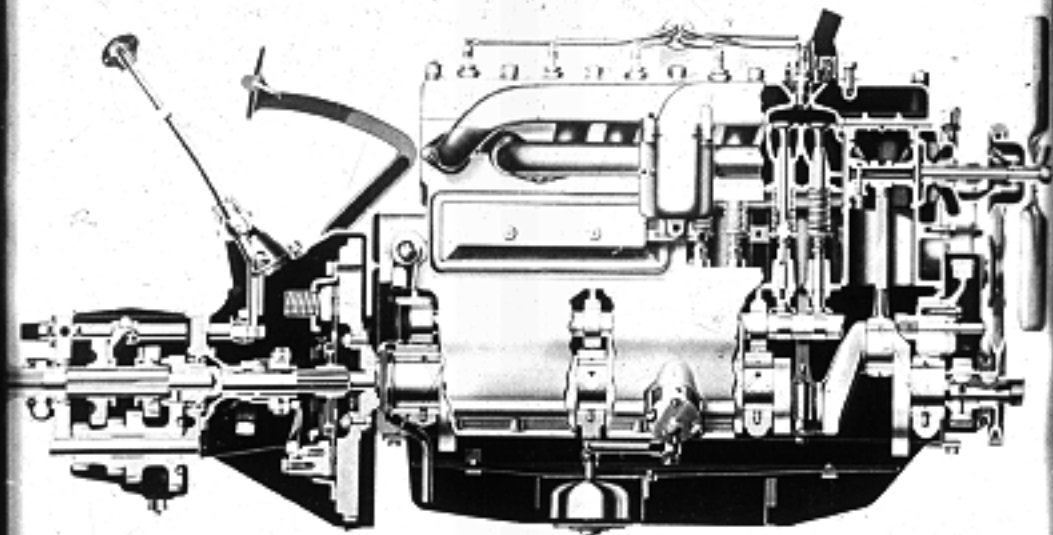


Handsome is
as Handsome does!

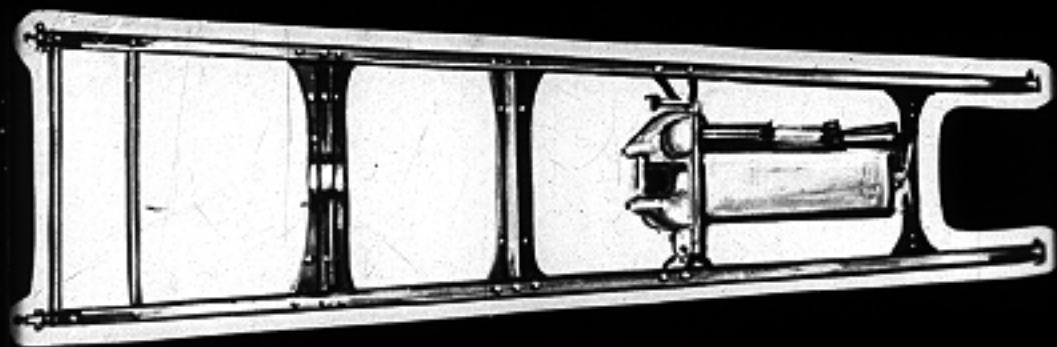
Willys Beauty is self ev-
-ident but remember that your
real source of lasting sat-
-isfaction is in the chassis.



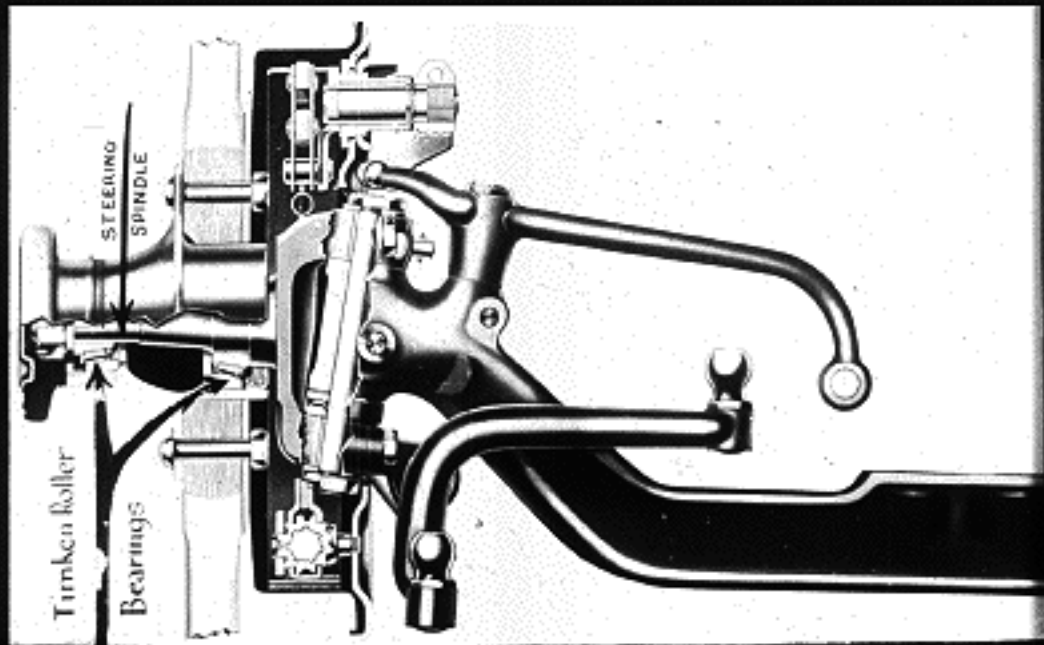
Chassis engineered by Willys-Overland to cost less by lasting longer.



Only the Willys Six gives this 65 horse power motor.
with 72 mile speed, 18 to 22 mile gasoline economy.

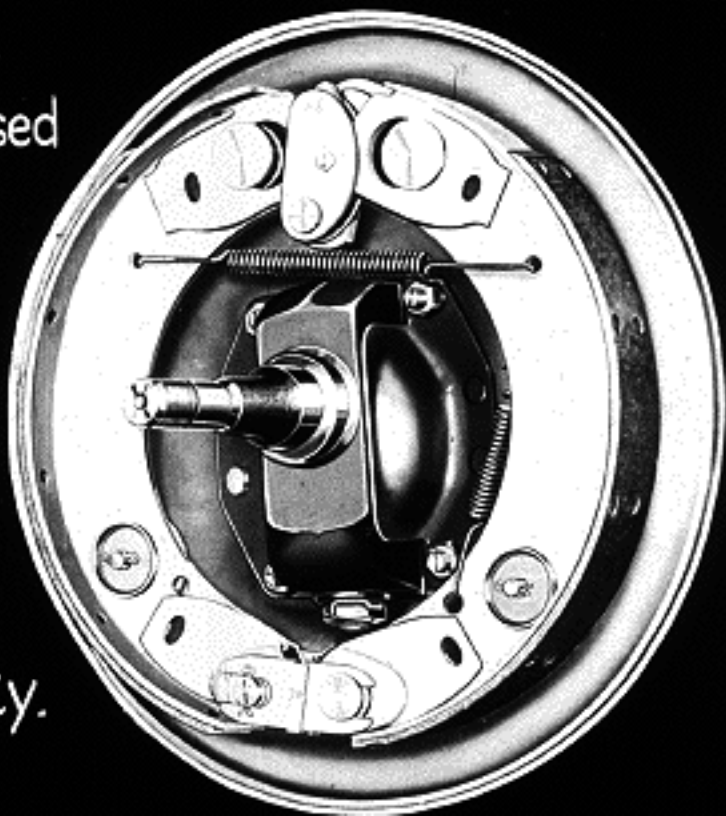


Frame is $5\frac{1}{4}$ inches deep and has SIX heavy cross members riveted to both top and bottom flanges.



Timken Roller Bearings used throughout front and rear axles--to "make the Willys Six stay young."

Fully enclosed
four wheel
brakes
control
the Torrent
of Power
and Speed
with safety.

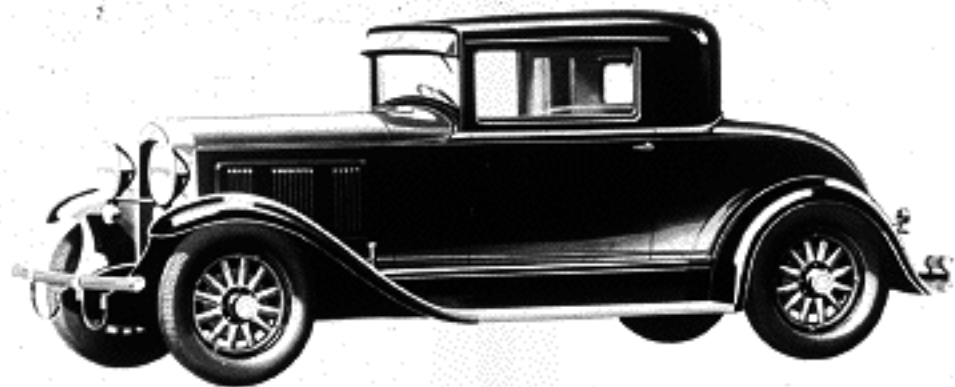


Sport or Business, --- you will appreciate Willys Six Acceleration. ---
5 to 25 miles an hour in 8 Seconds.
5 to 50 miles an hour in 21 Seconds.
45 miles an hour in Second Gear.

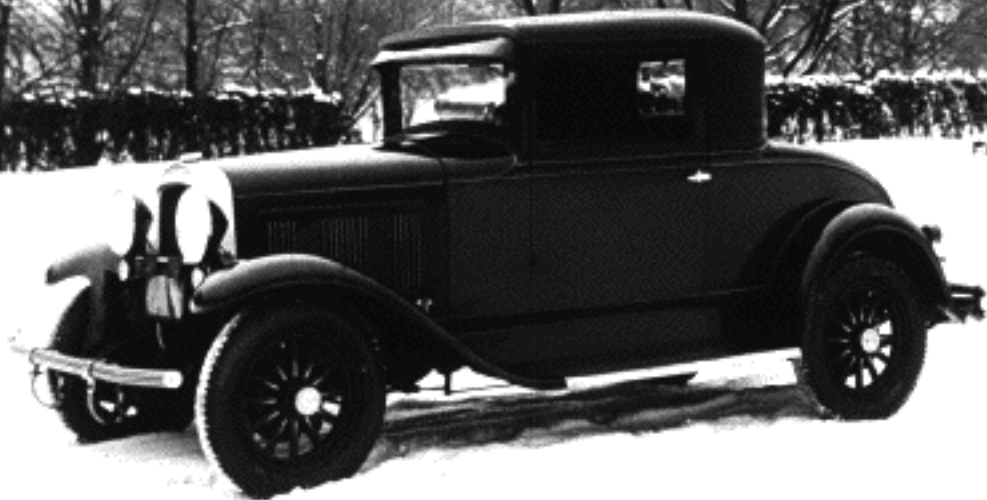



Built on a chassis
foundation of superb
engineering is a body
of distinguished beau-
-ty and utmost convenience.

High narrow radiator, combination
headlights, swanky bumper and fenders.



Notice how the low roof, the belt moulding and low running boards distinguish this Willys Six Coupe from the ordinary.





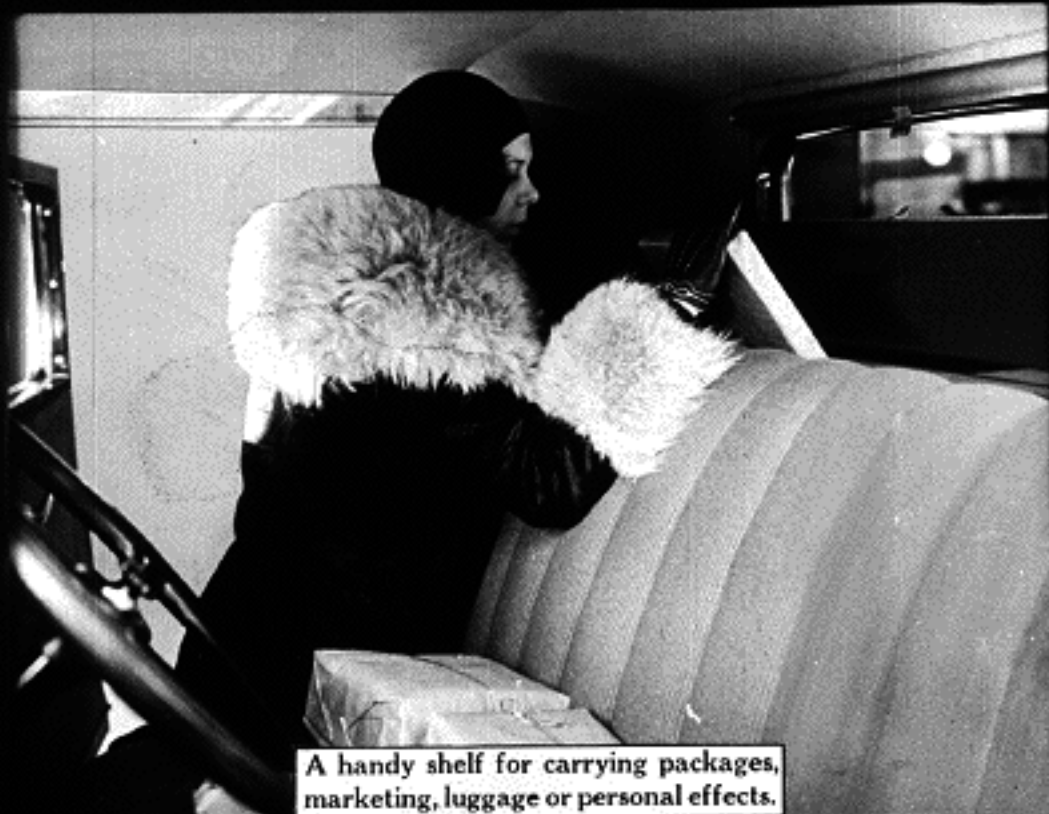
The large weatherproof compartment has a thousand uses.

Or Presto --- and the rumble seat model
gives room and convenience for Four.






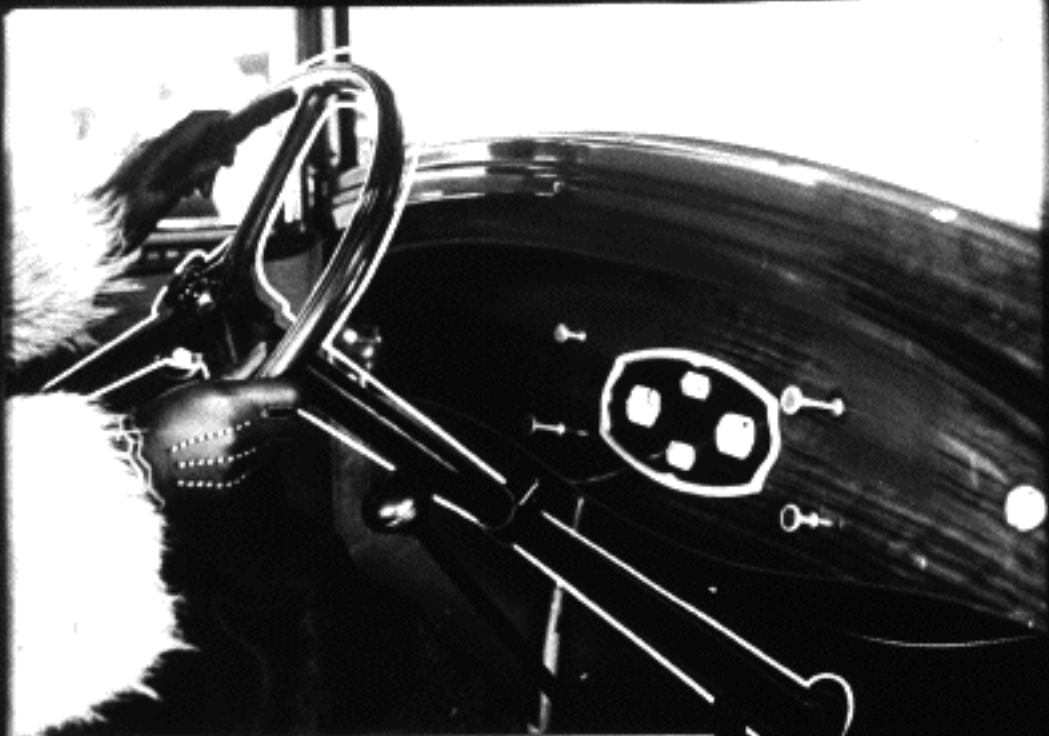
Plenty of head room, the most restful tilt to cushions, shoulder-high backs for all-day driving comfort.



A handy shelf for carrying packages, marketing, luggage or personal effects.

A black and white photograph showing the interior of a vintage car. A man in a dark suit is seated in the driver's seat, viewed from the side. The car's dashboard is notably recessed, creating a large, open space for the driver's legs. The steering wheel is visible in front of him. The passenger side door is partially visible on the right, featuring a silver door handle. The overall scene is brightly lit, likely from a window on the left.

Plenty of leg room --- thanks to the recessed dash pioneered by Willys-Overland.



Three point adjustment for steering column---another Willys feature seldom provided in cars of such low price.

Starter, lights,
horn and dimmer

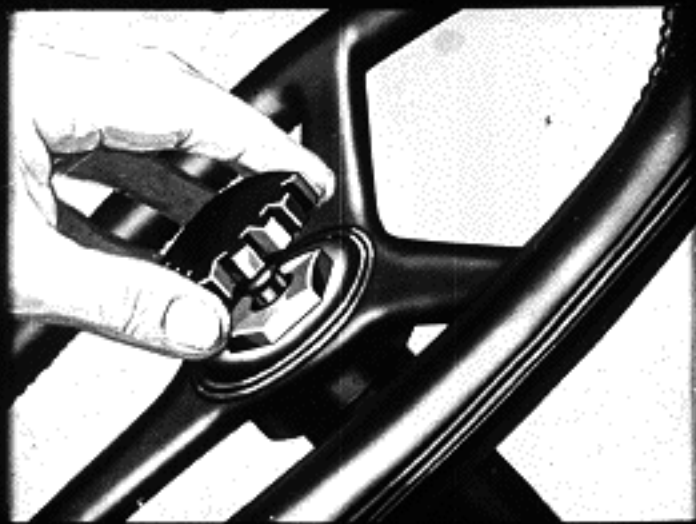
CONVENIENTLY

at

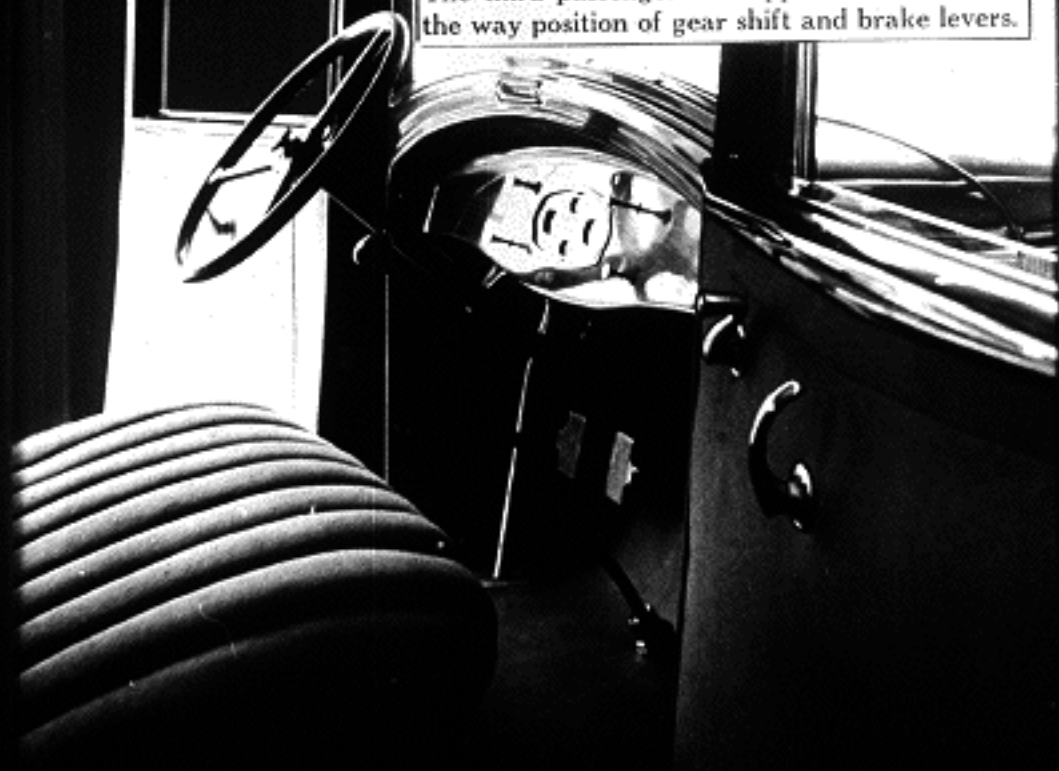
your

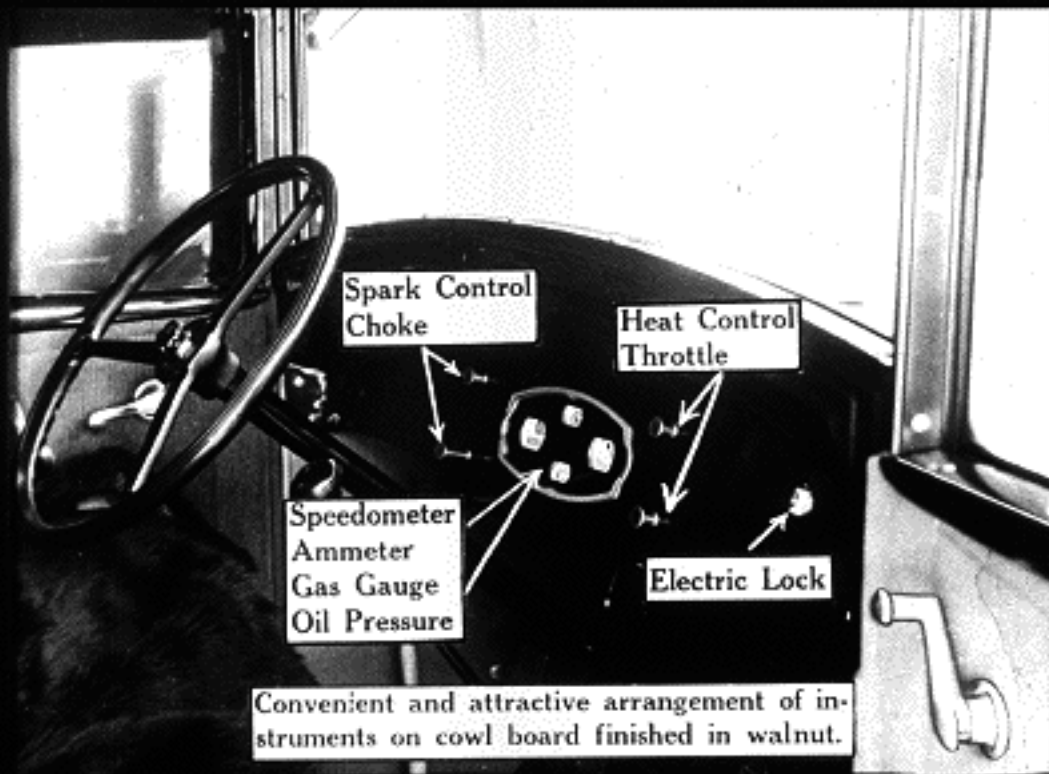
finger

tips.



The third passenger will appreciate the out of the way position of gear shift and brake levers.





Spark Control
Choke

Heat Control
Throttle

Speedometer
Ammeter
Gas Gauge
Oil Pressure

Electric Lock

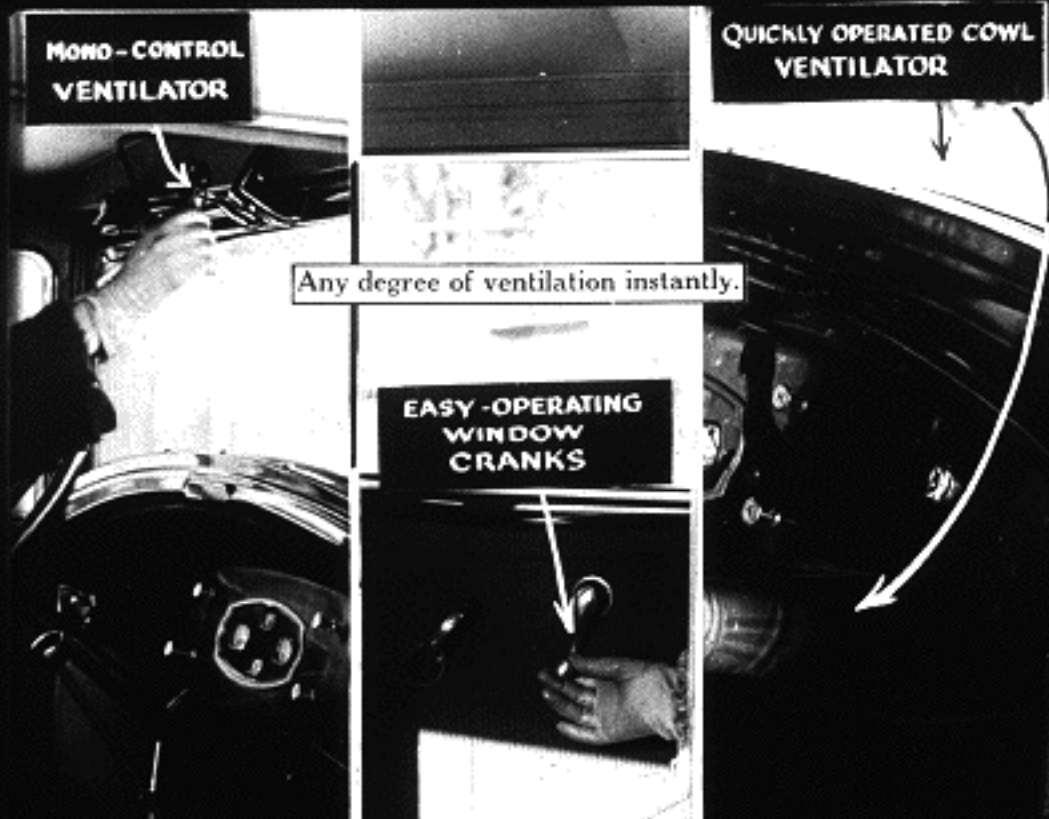
Convenient and attractive arrangement of instruments on cowl board finished in walnut.

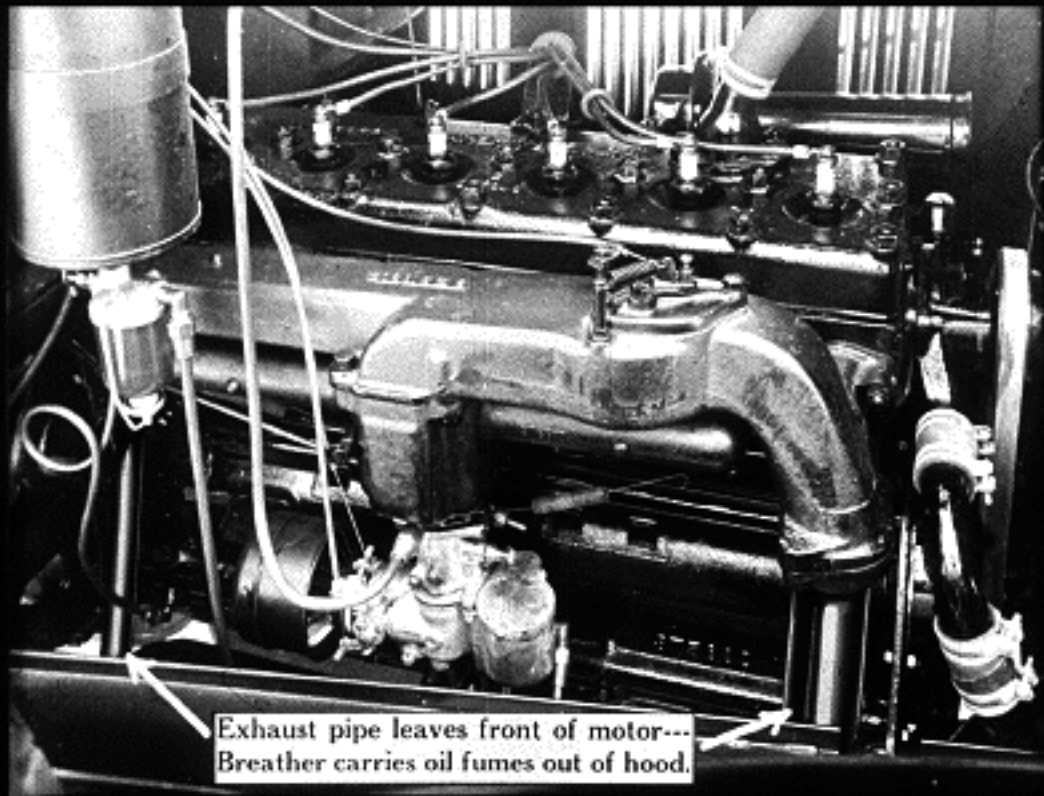
**MONO-CONTROL
VENTILATOR**

**QUICKLY OPERATED COWL
VENTILATOR**

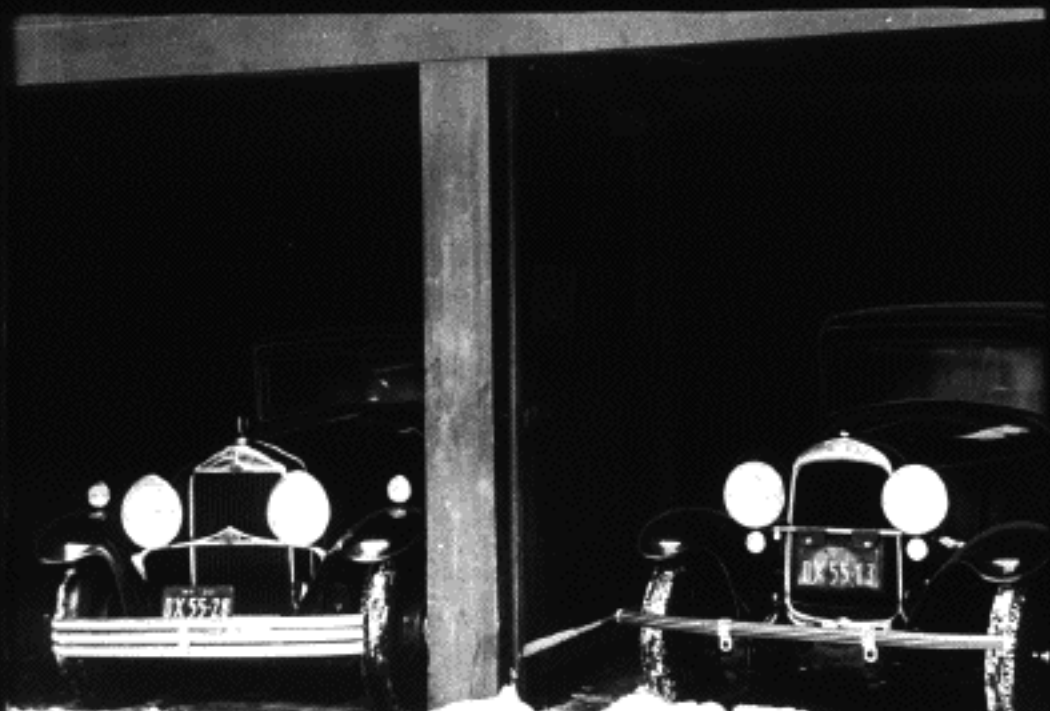
Any degree of ventilation instantly.

**EASY-OPERATING
WINDOW
CRANKS**





Exhaust pipe leaves front of motor---
Breather carries oil fumes out of hood.



The Willys Six Coupe--an ideal second car
BEAUTY--POWER--SPEED--ECONOMY.

The Willys Six Coupe---an ideal car for physicians
BEAUTY- -POWER- -SPEED- -ECONOMY.





For shopping, calling, touring,
anywhere, any time, any weather.

Fleets of Willys Six Coupes are speeding up business
... with new economies in time and operating costs.



And now the Willys Six
Roadster-companion car
to the coupe.

Again a car that appeals
to both the field of Sport
and of Business.

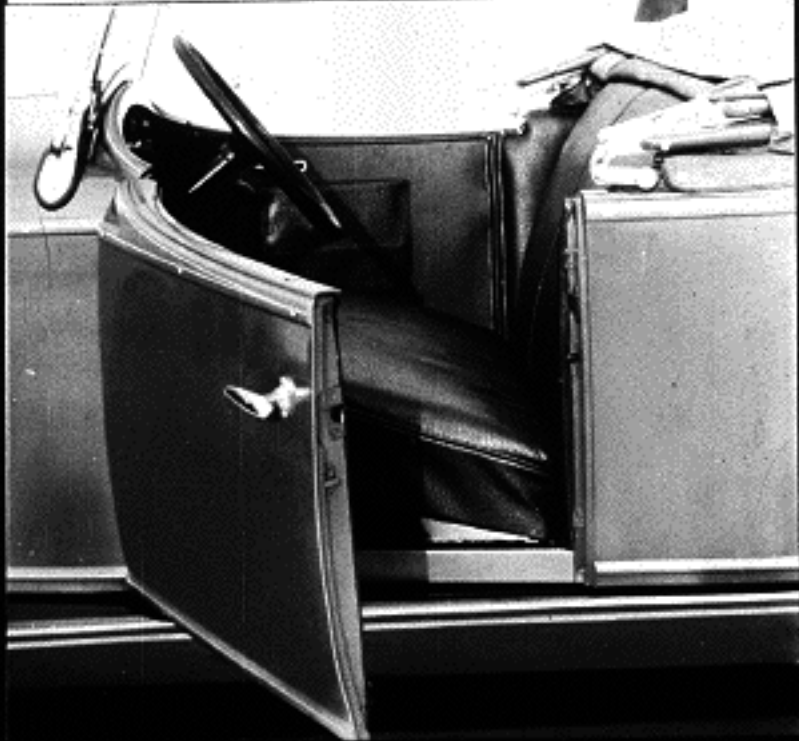
Outdoors, flashing speed, smartness, pick-up
--- all yours with the Willys Six Roadster!



Top Up or Top Down --- a quick easy one-man or one-girl job --- most as easy as working an umbrella!

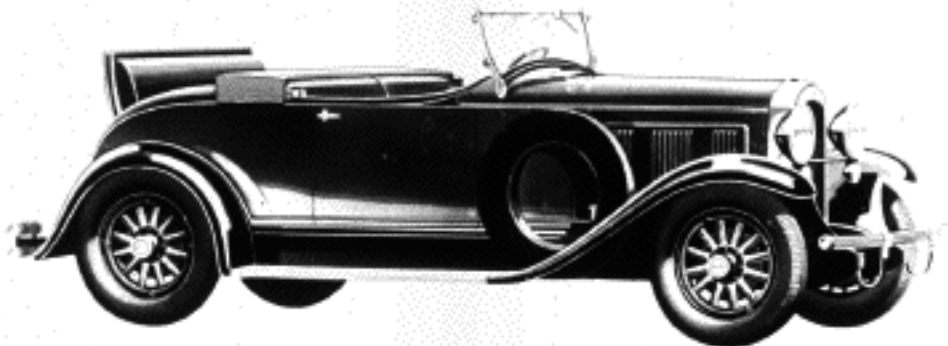



Two's company --- three's crowd --- BUT NEVER
CROWDED --- in this wide, beautifully upholstered seat!



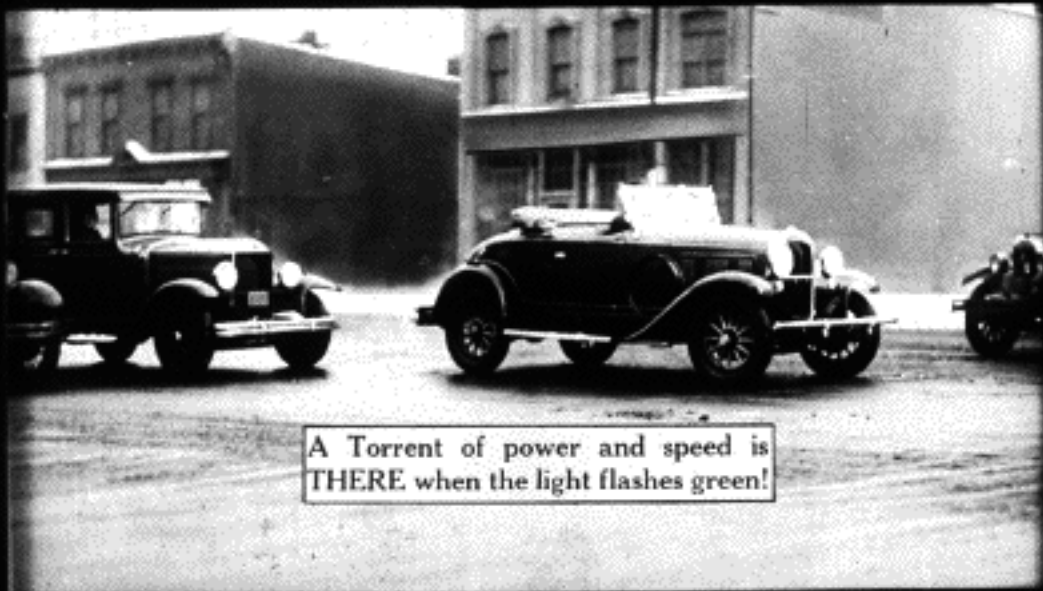
When the heaviest
Willys Six Sedan does
72 what will this bolt
of greased lightning
do?

Notice how its cowl moulding is carried back of the windshield --- makes the hood look twice as long!





SAFE? Lowest center of gravity and double acting hydraulic shock eliminators make it hold the road.

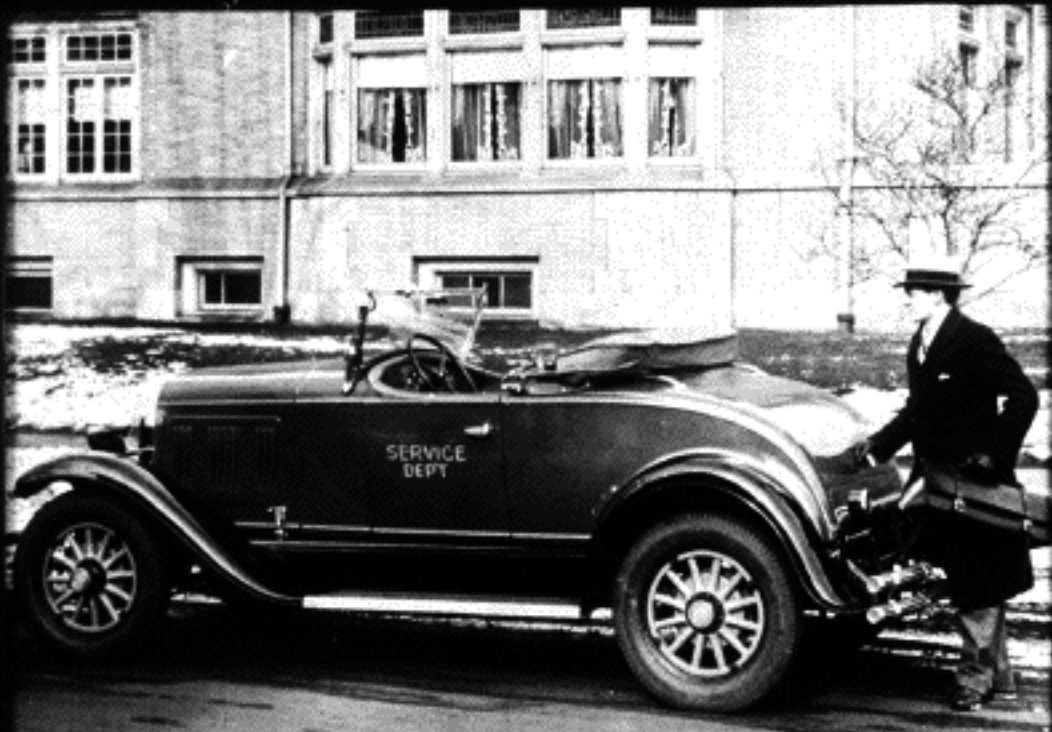


A Torrent of power and speed is
THERE when the light flashes green!



With low seat and high body
sides you sit IN it, not on it!

Long 110 inch wheelbase, 65
horse power, 72 miles an
hour, 6 cylinders, 5 inch tires
-if we didn't tell you the
price you would say sev-
-eral hundred dollars MORE!



Its extreme ruggedness makes the Willys Roadster an economical car for Business Fleets because it costs less by lasting longer.

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Handsome is
and Handsome does—
is the best description of the
Beauty and Performance of
this Willys Six Roadster.
Sport or Commercial Model.

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