

The New Style  
WILLYS-KNIGHT SIX

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](#)

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*The New Style*  
**WILLYS-KNIGHT  
SIX.**



*Retail Sales Manager's Film Service.*

For distinction of line, harmony of color and perfection of detail, the New Style WILLYS-KNIGHT SIX can be compared only with the most costly custom-built cars.

Fashioned to the minute, the  
New **WILLYS-KNIGHT SIX** is  
the outstanding creation of the  
nation's leading style specialists.

It will interest you to know that the New Style WILLYS-KNIGHT SIX is the largest, most beautiful and most powerful Knight-engined car ever offered at so low a price.

For your special enlightenment we have visualized, in this film, the various body types. The sweep and verve of their lines are instantly apparent. A demonstration will reveal a degree of smooth performance possible only with a Willys-Knight sleeve valve engine.

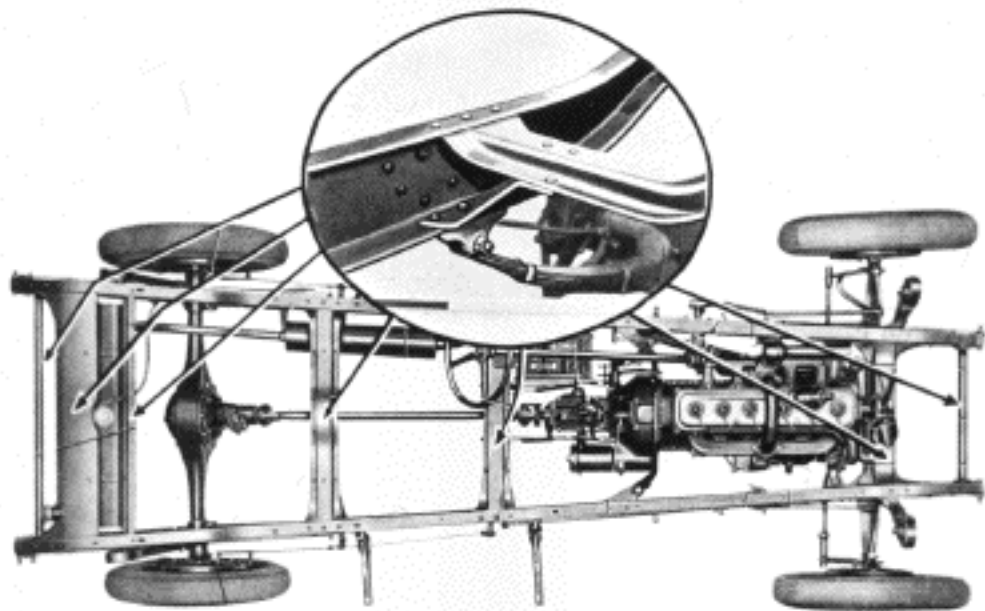
The New Style WILLYS-KNIGHT SIX Sedan reflects supreme artistry heretofore available to only those who could afford the most expensive custom-built motor cars.



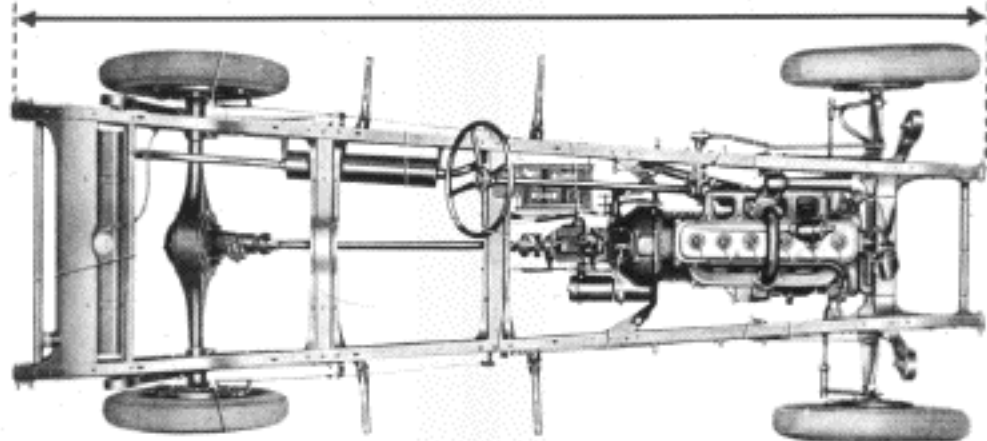
The wheelbase of this New Six is  $112\frac{1}{2}$  inches which is ample for maximum comfort, yet sufficiently conservative to permit ease of operation.



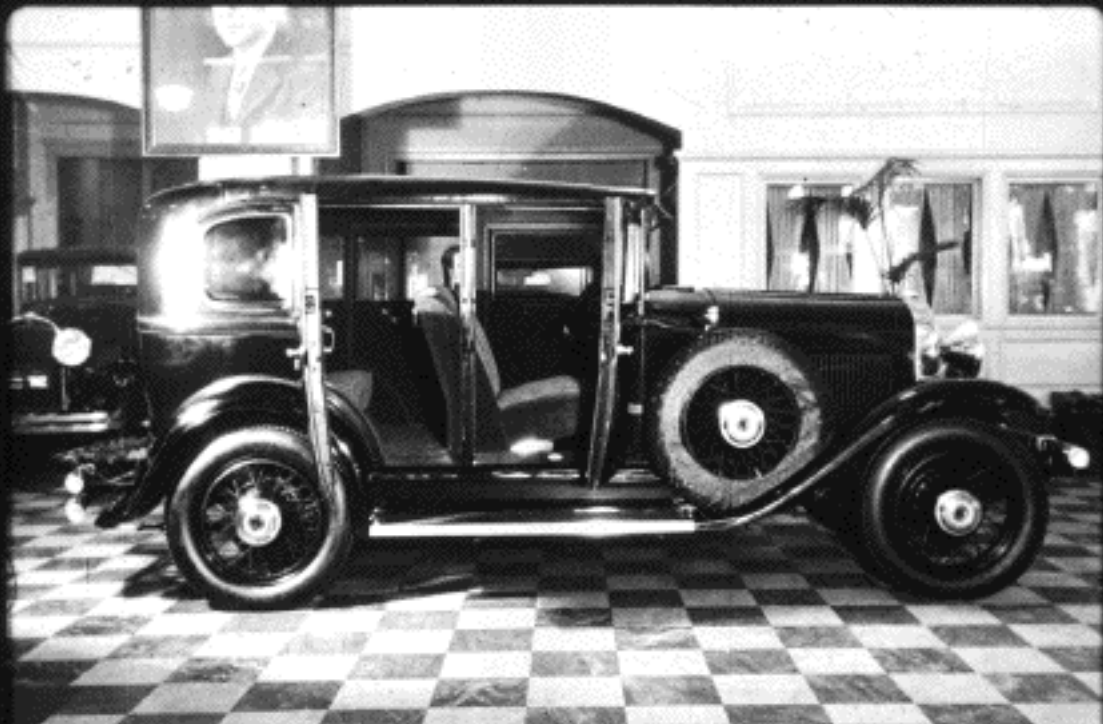




An advanced method of sturdy construction is introduced in this rugged frame. Note the number of cross members and the "dual anchored" principle which gives additional strength to the car's foundation.



This longer and stronger chassis has contributed to the Willys-Knight Six's generous body dimensions.



The New Style WILLYS-KNIGHT SIX sedan is an exceptionally roomy car.



The design of the New Style WILLYS-KNIGHT SIX lends itself to greater accessibility in entering and leaving the car. The wider doors facilitate this desirable feature.



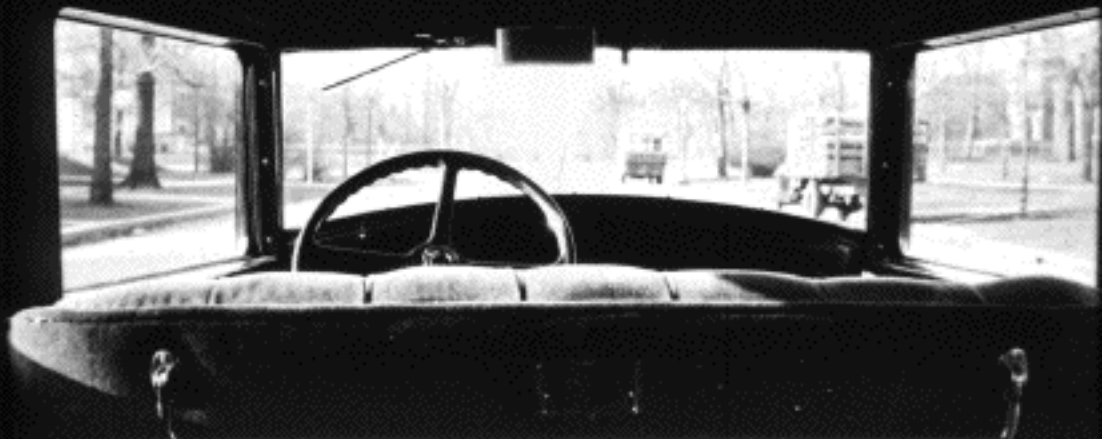
The advanced body design also affords more generous proportions in the rear compartment. Because of the wider bodies, three passengers enjoy freedom and comfort heretofore unknown.

You will never quite realize the vast amount of comfort built into an inexpensive car until you ride in the **WILLYS-KNIGHT SIX**. It introduces greater head and leg room, and seats designed to conform to the contours of your body.




The seats are deeper too,  
and more luxuriously  
upholstered. This adds  
an unprecedented de-  
gree of comfort and  
riding ease.





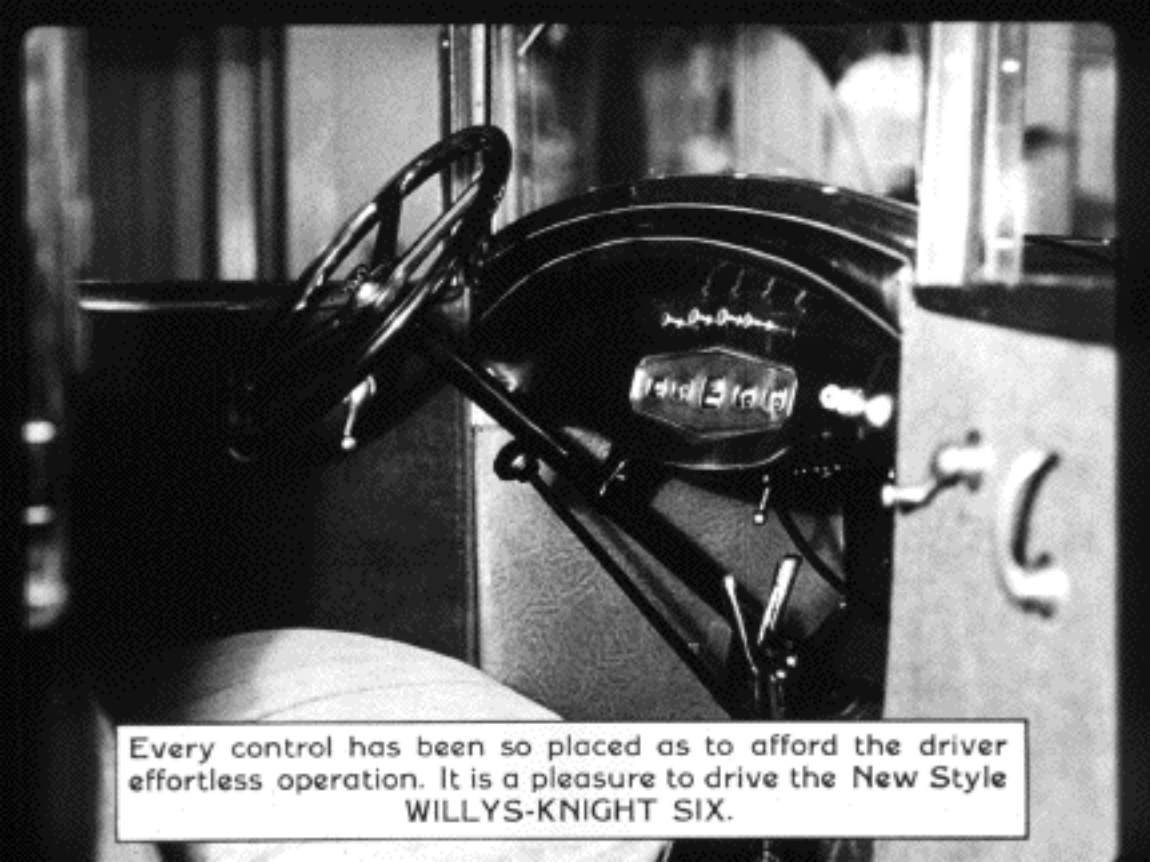
The rear quarter windows and the wider door windows together with the slender pillars permit unobstructed vision for all passengers.





No item of interior refinement has been omitted in the New Style WILLYS-KNIGHT SIX. Each appointment has been placed with serious thought of convenience and utility.

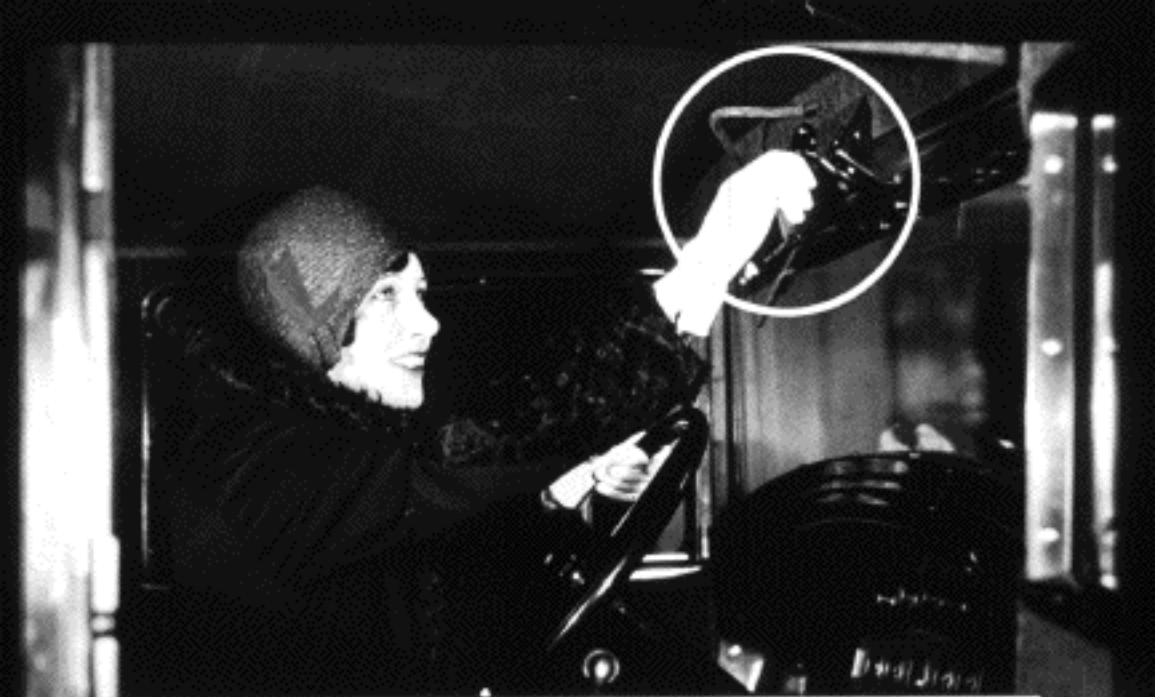
You have but to compare the  
New Style WILLYS-KNIGHT  
with any car in or above its  
price range to be convinced of  
its individuality and luxurious  
completeness. The whole tend-  
ency has been to give you in-  
expensively high priced car  
advantages.



Every control has been so placed as to afford the driver effortless operation. It is a pleasure to drive the New Style  
**WILLYS-KNIGHT SIX.**



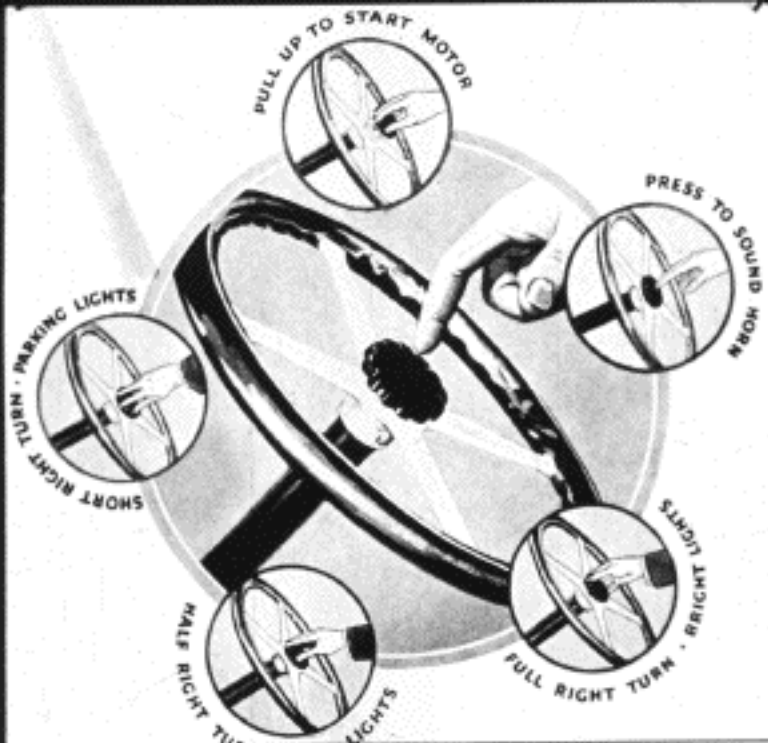
The longer shifting lever permits changing of gears without disturbance from a comfortable driving position and by the slightest wrist movement. The foot controls are within easy reach, yet not uncomfortably close.



Even the windshield may be opened or closed at will by a simple easy turn of a crank. This eliminates thumb screws, brackets, etc. and the task of loosening and tightening them. Instead of a "two-man" operation, adjusting the windshield is now a "one hand" operation.



Another advanced feature of safety and convenience is the new Finger-Tip control.



All functions of the lights, horn sounding and starting are controlled by a single control button centered in the steering wheel.

This is the most advanced convenience since the introduction of the self-starter. To start the engine, sound a warning and to place properly lighted highways at your instant command does not disturb you from a comfortable and safe driving position.

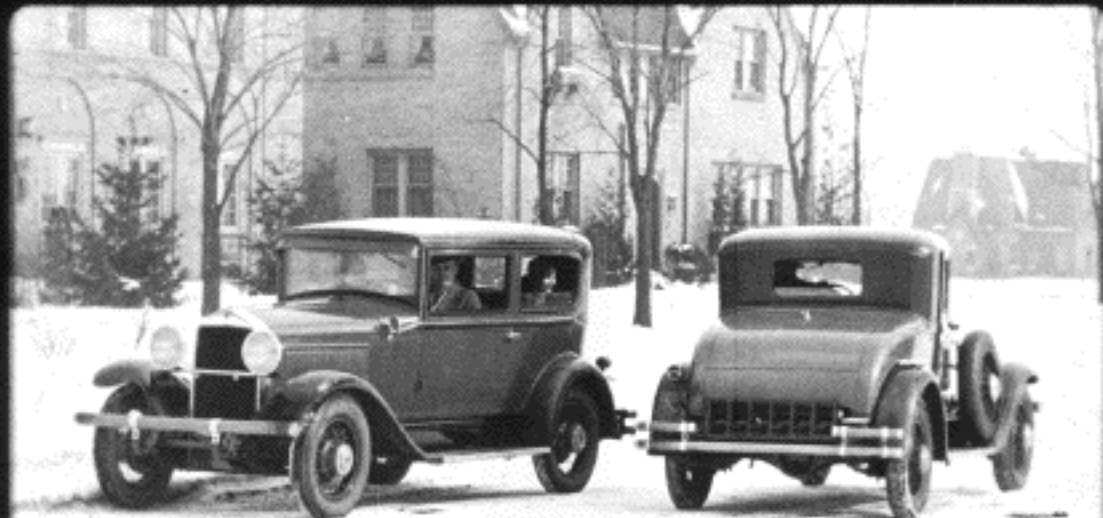


The New Style WILLYS-KNIGHT SIX coach strikes a new and pleasing note in inexpensive cars of this body type. It possesses the custom-built tendencies of the sedan.



A black and white photograph showing the interior of a vintage motor coach. The driver's side door is wide open, revealing a plush, upholstered seat. The steering wheel and dashboard are visible in the background. The interior appears spacious and well-lit due to the large windows.

The exceptionally wide doors of the coach provide easy entrance and exit. The long windows afford a high degree of visibility.



Notice how the proper placing of the slender center window pillars has removed them from the view of the driver. The shallow rear quarter permits clear vision of rear seat occupants and the narrow front pillars add safety to driving.



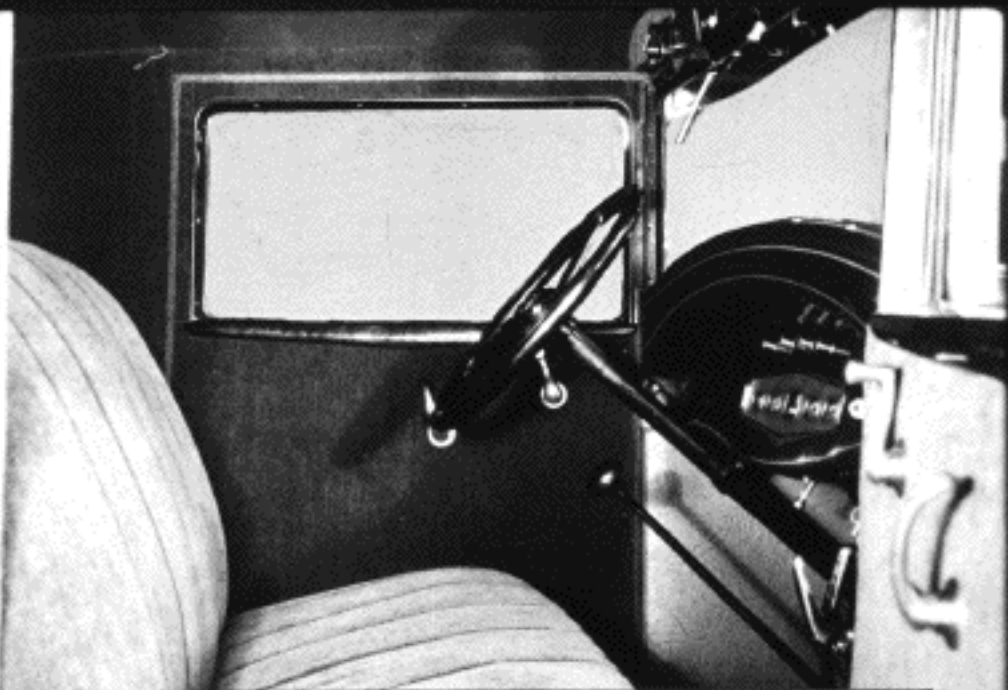
By the new body design greater freedom has been achieved, making the rear seat accessible. There is not a suggestion of limited dimensions.

The New Style WILLYS-KNIGHT SIX coupe is a personalized model. It affords the privacy for two or the convenience for four.



With its sweeping lines, high radiator and one-piece full crown fenders, it reflects an air of distinction never before available in cars in its price class.

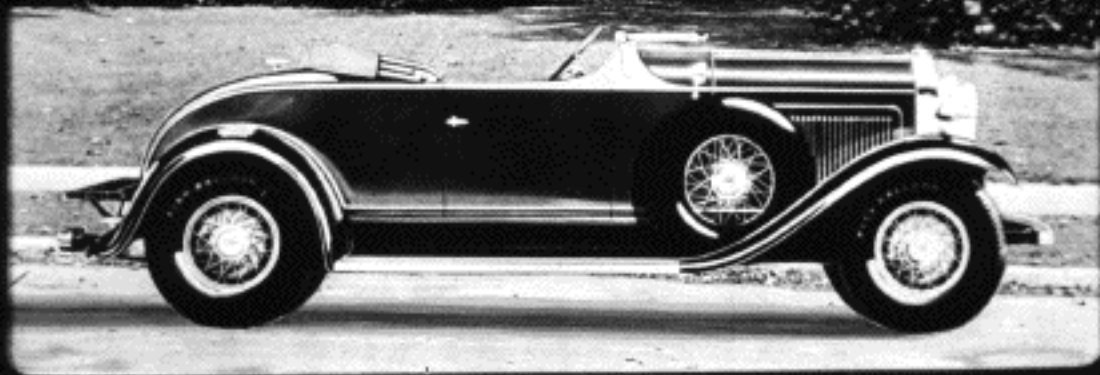




The interiors of the coupe are as rich and comfortable as the exteriors are smart. The seat is wide, deep and restful. It has the same standard equipment as its companion car.

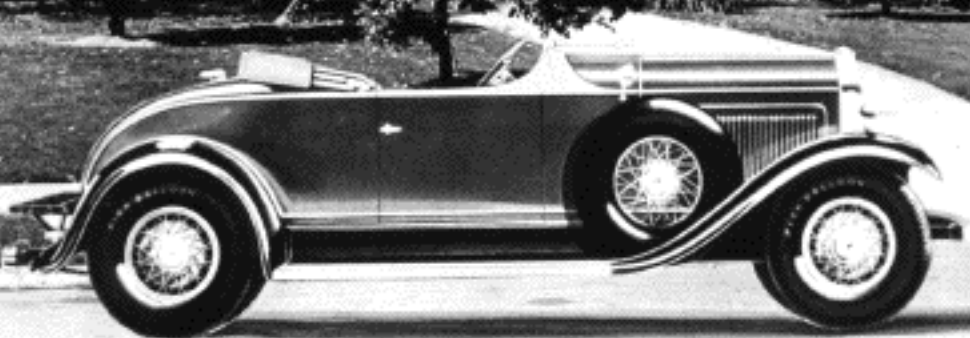
It combines luxury and utility

The New Style WILLYS-KNIGHT SIX roadster is a dashing model with smart lines and distinctive coloring. The saddle molding over the cowl and following the sweeping contour of the body adds to its artistic balance.

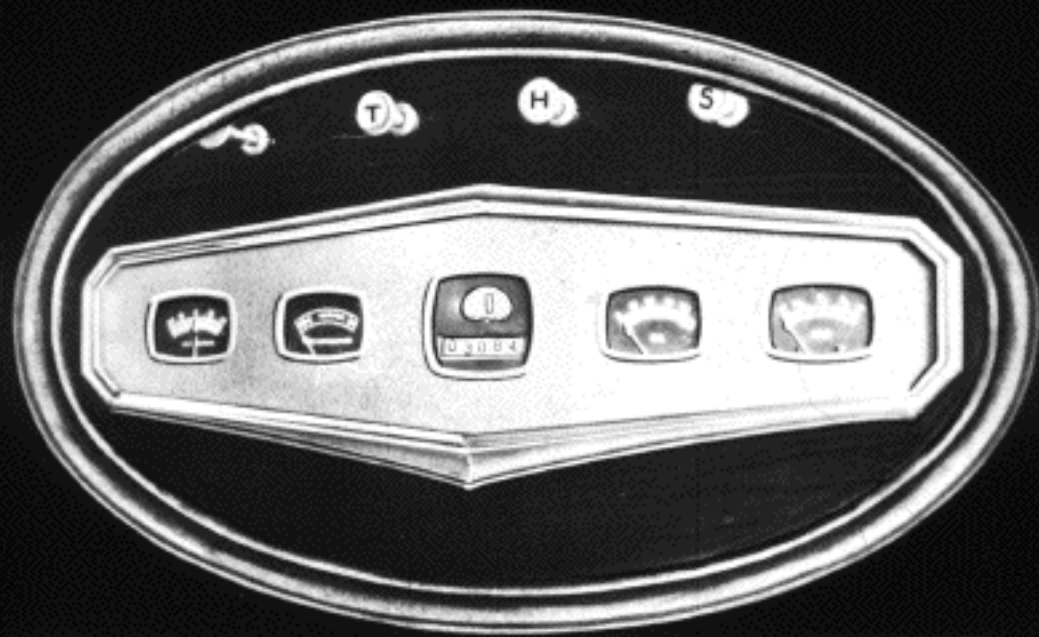




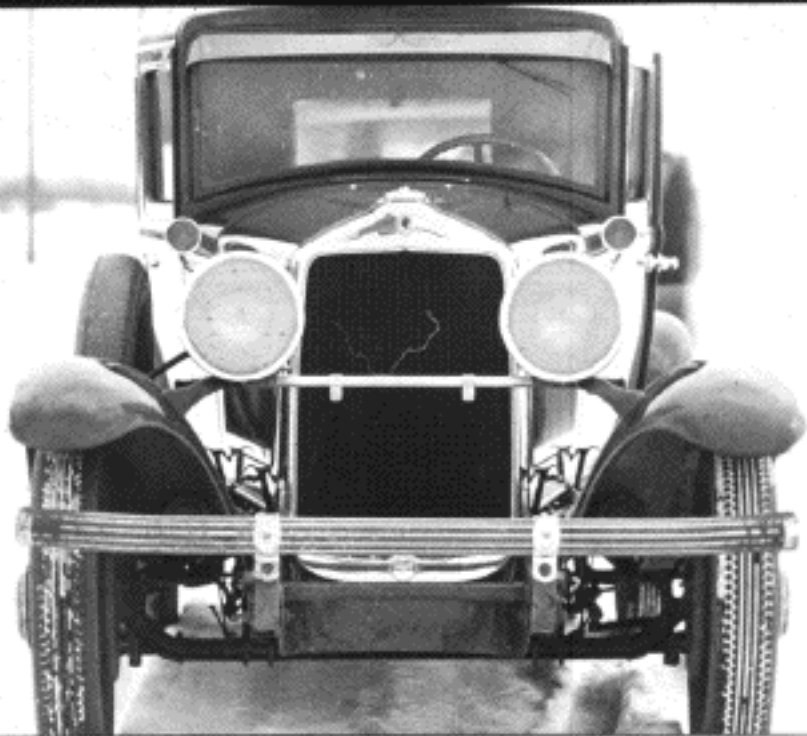
This fleet roadster is as speedy as it looks. It is a great car to drive because it is so alert - - so smooth - - so eager-to-go.



The New Style WILLYS-KNIGHT SIX is the largest, most beautiful and most powerful Knight-engined car ever offered at so low a price.



Four convenient buttons over the artistically grouped indicators, operate the choke, throttle, manual heat control and spark. Indirectly illuminated are the ammeter, heat indicator, speedometer, oil and gasoline gauges.



**Note the high, aristocratic radiator and hood, the trim visor, gracefully curved fenders, large lamps.**

Never before has there been offered a Willys-Knight of such high quality at such a low price. When you inspect this car you will find an array of advanced features which you thought available only in cars in the higher price.

When you ride in the New Style  
WILLYS-KNIGHT SIX, drive it  
and compare it, you will then  
get the true significance of  
smooth, quiet, comfortable  
operation.

Select your favorite body style,  
ask for a demonstration and  
place your order to assure your-  
self of an early delivery.



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.

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