



**"They told me this car
would steal the show
. . and that's just what it did"**

John N. Willys

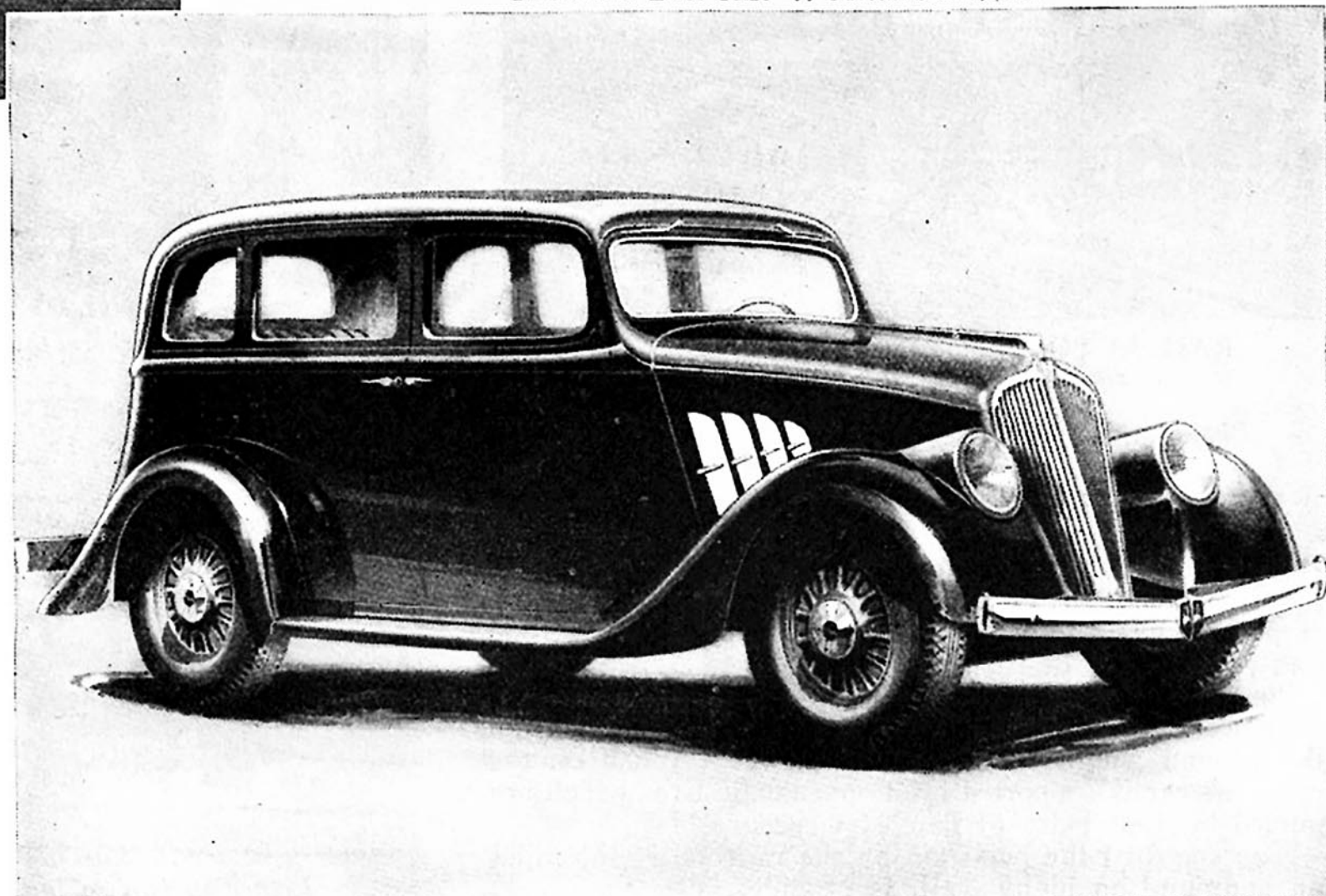
**Willys sales at January Shows greatest since
1929—In New York, 123 cars sold in first
4 days; total for week, more than 200 . . .**

● Automobile men—designers—engineers—technical writers—dealers—people "in the know"—who saw the new Willys 77 before its public introduction predicted that it would be the sensation of the year. They were right! Enthusiastic crowds at the Auto Shows declared the new Willys 77 the most modern car in America.

Many new dealers are climbing aboard the Willys bandwagon. Keen merchants appreciate the profit possibilities in selling the world's lowest priced car with Patented Floating Power—lowest first cost, lowest time payments, lowest operating cost, lowest upkeep. Willys sales show the greatest increase over last year of all cars! For franchise details, write Willys-Overland, Inc., Toledo, O. . .

WILLYS 77

THE NEW ERA CAR—77 Custom Sedan, \$475



WILLYS 77 PRICES

\$ 395 to
\$ 475

Willys 99 Six Prices
\$595 to \$695
With Willys-Knight
Sleeve-valve engine,
\$695 to \$795

All prices f.o.b. Toledo, Ohio