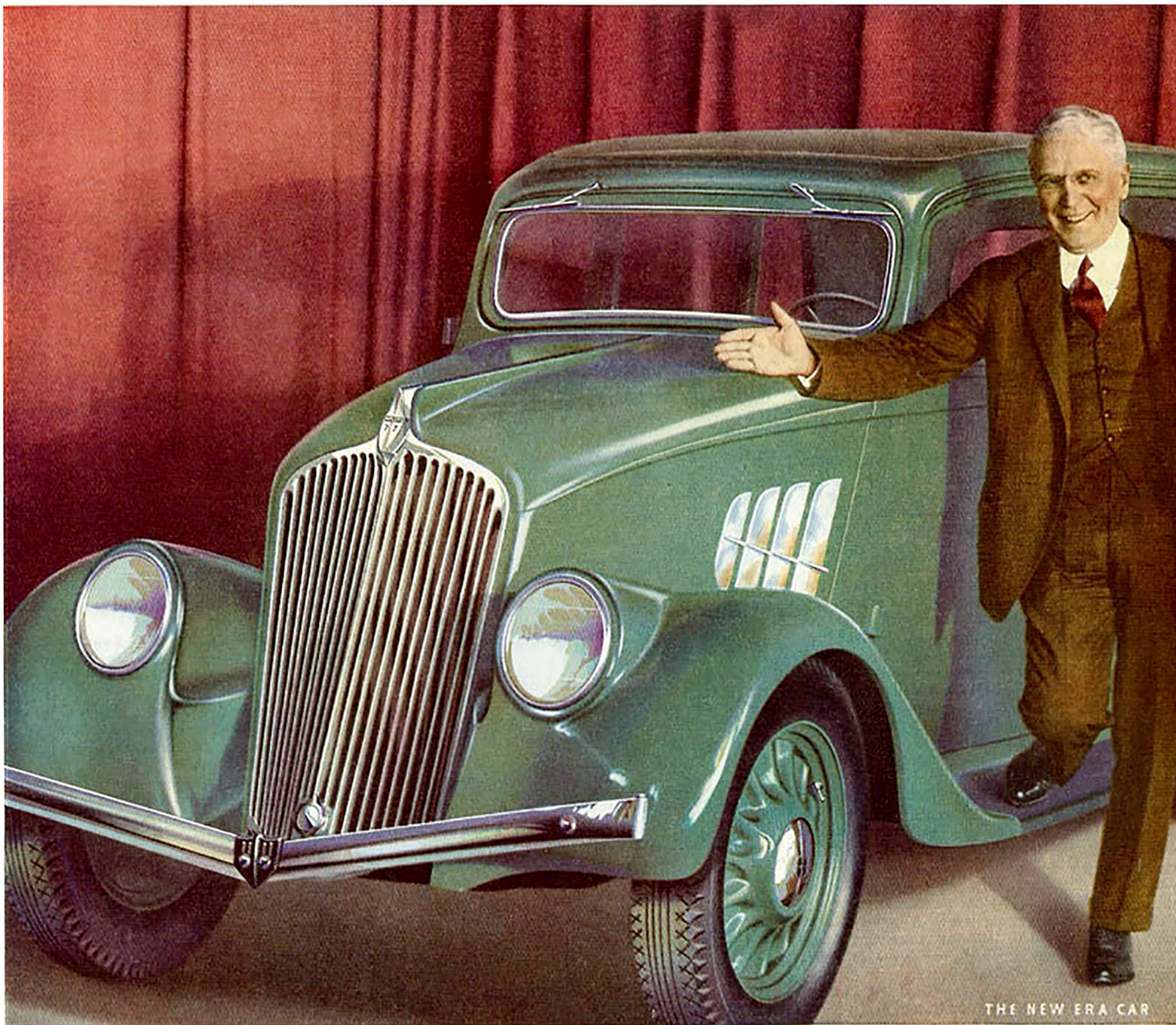


NEW FROM BUMPER TO BUMPER

Beyond all question this is the most modern car in America . . . Patented Floating Power at world's lowest prices . . .

John N. Willys

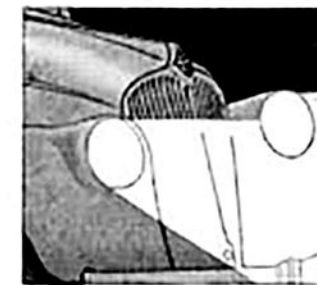
Pure streamline . . . 500 pounds less weight
New all-steel body 25 to 30 miles per gallon of gasoline . . . 70 miles per hour . . .



THE NEW ERA CAR

● Again John N. Willys has broken tradition! He offers the world's lowest priced car with Patented Floating Power!
—Lowest in first cost—Lowest in operating cost—Lowest in monthly payments.

John N. Willys was the first to appreciate that with America's income down 50%, most car prices are still too high for today's pocketbooks. And he is the first to act! . . . He prices the new Willys 77 four-door Sedan at a record low figure.

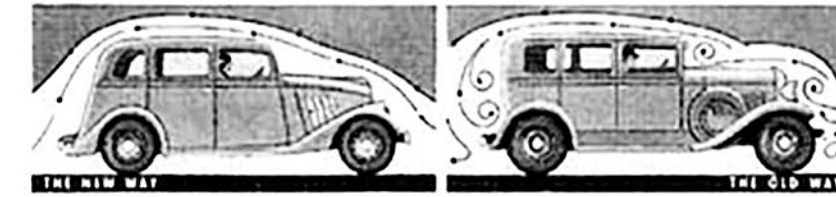


New streamlined headlamps blend with the fender curves of the new Willys 77.

This sensationally low price has been achieved without any sacrifice of quality, performance, comfort or stamina. Utilizing every contribution of modern automotive science, our engineers have eliminated 500 pounds of excess car weight. This makes the Willys 77 far more agile, far more economical on gas and tires . . . far easier to handle. Women particularly will appreciate its quick responsiveness to a light touch, the simplicity of parking.

Four people can ride for less than one cent a mile for gas and oil! You can get 25 to 30 honest miles per gallon of gas.

And just wait until you see the new Willys 77! We believe you'll agree it's the smartest looking car you ever saw.



Full streamlining removes ledges and air pockets, increasing speed by 5 miles an hour.

The new Willys 77 is America's first car of full streamline design—every line, from front to rear, a graceful, sweeping curve. Not a ledge or pocket is left to "back-pull" any power from the forward sweep of the sturdy motor. Speed is increased by 5 miles an hour.

Even the headlamps . . . are streamlined. They give a longer, wider light beam, with less road glare. New steel disc wheels are streamlined to reduce wind resistance, and for quieter action.

And wait till you drive the Willys 77! As you speed along, you are never aware of any motor vibration. That's Patented Floating Power! . . . The car accelerates quickly, easily to 70 miles an hour—and the Floating Power engine mountings give you a new idea of riding smoothness and freedom from vibration.

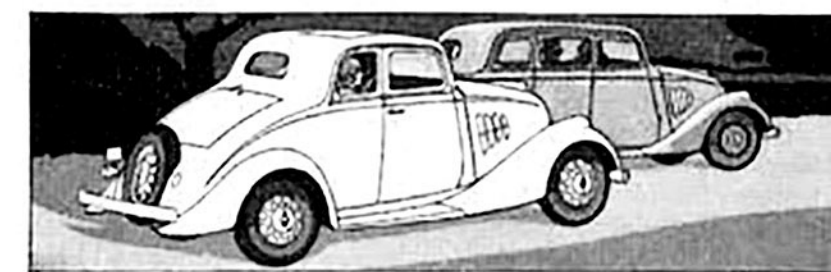


Easy handling and parking: 500 pounds less weight. Car turns in a circle of 17-foot radius.

The new all-steel bodies of the Willys 77 are quieter, stronger, safer, sound-proofed and weather-proofed.

Another important advantage of the new Willys 77 is the double-drop "X" type frame for greater strength and rigidity.

In every respect—beauty, performance, economy, price—the new Willys 77 merits first choice as your car for 1933.



Pure streamlining at lowest first cost—lowest operating cost—lowest upkeep cost.

WILLYS 77

\$395 to \$495

f. o. b. Toledo, Ohio

A WORD TO WISE DEALERS IS SUFFICIENT—WRITE FOR DETAILS...WILLYS-OVERLAND, INC., TOLEDO, OHIO