



ASK MR. BAKER

Mr. Baker, Do you have any OEM part numbers for '40's and early '50's Chevrolet ignition parts? ~Ben

Ben, Here is a chart you might find helpful! ~Mr. Baker

DISTRIBUTOR, IGNITION COIL & AMMETER—PARTS GROUP 16

☐ With Power Glide.

PART	NUMBER	PART	NUMBER	PART	NUMBER
DISTRIBUTOR ASS'Y		1949-52	1855720	DISTRIBUTOR GEAR	
1940-52	1112362	1953-54	1924571	1940-54	1865180
1950	1112358	ROTOR		DISTRIBUTOR HOUSING	
1951-52	1112363	1940-52 (O-P)	820445	1940	1886526
1953-54	1112389	1953-54	1924245	1941-48—	
1953	1112388	CONDENSER		Dist. 1110090	1882228
1954	1112396	1940-54 (B-A-O-P)	1869704	Dist. 1112353	1886526
DISTRIBUTOR REPAIR KIT		DISTRIBUTOR CAP		1949-50	1886526
Includes: Rotor, points and condenser.		1940-52 (O-P)	824735	1951-54	1916799
1940	606428	1953-54 (P)	1924248	VACUUM CONTROL UNIT	
1941-48	609949	DISTRIBUTOR CAM		1940-51 (B-A)	1909343
1949-52	606428	1940	1879094	1952	1116061
BREAKER PLATE		1941-52	1882230	1953-54	1116076
1940	1847643	1950-52	1914440	IGNITION COIL	
1941-48—		1953-54	1924266	1940	1915427
Dist. 1110090	1883370	1953-54	1924240	1941-46	1910405
Dist. 1112353	1847643	DISTRIBUTOR SHAFT		1947-54 (B-A-O)	1115380
1949-54	1847643	1940-52	1881926	AMMETER	
IGNITION POINT SET		1950-52	1914437	1940	1500558
1940	1855720	1953-54	1924265	1941	1500381
1941-48—		1953-54	1924238	1942-48	1500969
Dist. 1110090	1882391			1949-50	1501270
Dist. 1112353	1855720			1951-52	1501235
				1953-54	1501349

STARTING MOTOR—PARTS GROUP 17

PART	NUMBER	PART	NUMBER	PART	NUMBER
STARTER ASS'Y		STARTER FIELD COIL		STARTER DRIVE HOUSING	
1940-48	1107108	1940-48—		1940-41	1867896
1949-54	1913369	Right (O-P)	1921607	1942-48	1885818
		Left (O-P)	1921608	1949-54	1912112
STARTER BRUSH		1949-54—		COMMUTATOR END FRAME	
1940-54 (B-A-O-P)	811553	Right (B-P)	1921195	1940-54 (B-P)	1907038
		Left (B-P)	1921196	STARTER SWITCH (On Starter)	
STARTER ARMATURE		STARTER DRIVE		1940-48 (O-P)	820052
NOTE: Deduct \$1.00 if old unit is returned.		NOTE: Deduct \$.75 if old unit is returned.		1949-54	1118135
1940-54 (B-A-O-P)	1917855	1940-54 (B-A-O-P)	1873789	STARTER SWITCH (On Dash)	
				1949-52	1996055

GENERATOR & REGULATOR—PARTS GROUP 18

PART	NUMBER	PART	NUMBER	PART	NUMBER
GENERATOR ASS'Y (New)		GENERATOR ARMATURE		COMMUTATOR END FRAME	
NOTE: Deduct \$2.00 if old unit is returned.		NOTE: Deduct \$1.00 if old unit is returned.		1940-52 (A-O-P) 1913990	
1940-48 (O-P)	1102737	1940-52 (A-O-P)	1921235	1953-54 (B-A-O-P) 1923069	
1949-52 (P)	1102719	1953-54	1925348	BEARING (Drive End)	
1953-54	1100018			1940-54 (B-A-O-P) 954378	
GENERATOR ASS'Y (Rebuilt)		FIELD COIL SET		BEARING (Commutator End)	
NOTE: Deduct \$2.00 if old unit is returned.		1940-48 Starter—		1940-48 (B-A-O-P) 812823	
1940-48 (O-P)	1102744	1102667 (B-A-O-P) ..		GENERATOR REGULATOR	
1949-52 (P)	1102742	1102737 (O)		NOTE: Deduct \$.75 if old unit is returned.	
		1102744 (O)		1940-52 (B-A-O-P) 1118301	
		1949-52 (P)		1953-54 (O-P) 1118725	
		1953-54 (B-A-O-P)		GENERATOR PULLEY	
GENERATOR BRUSH		DRIVE END FRAME		1940-52 597667	
1940-52 (B-A)	1878249	1940-54 (B-A-O-P)		1953 3703606	
1953-54 (B-A-O-P)	1923295			1954 1927039	

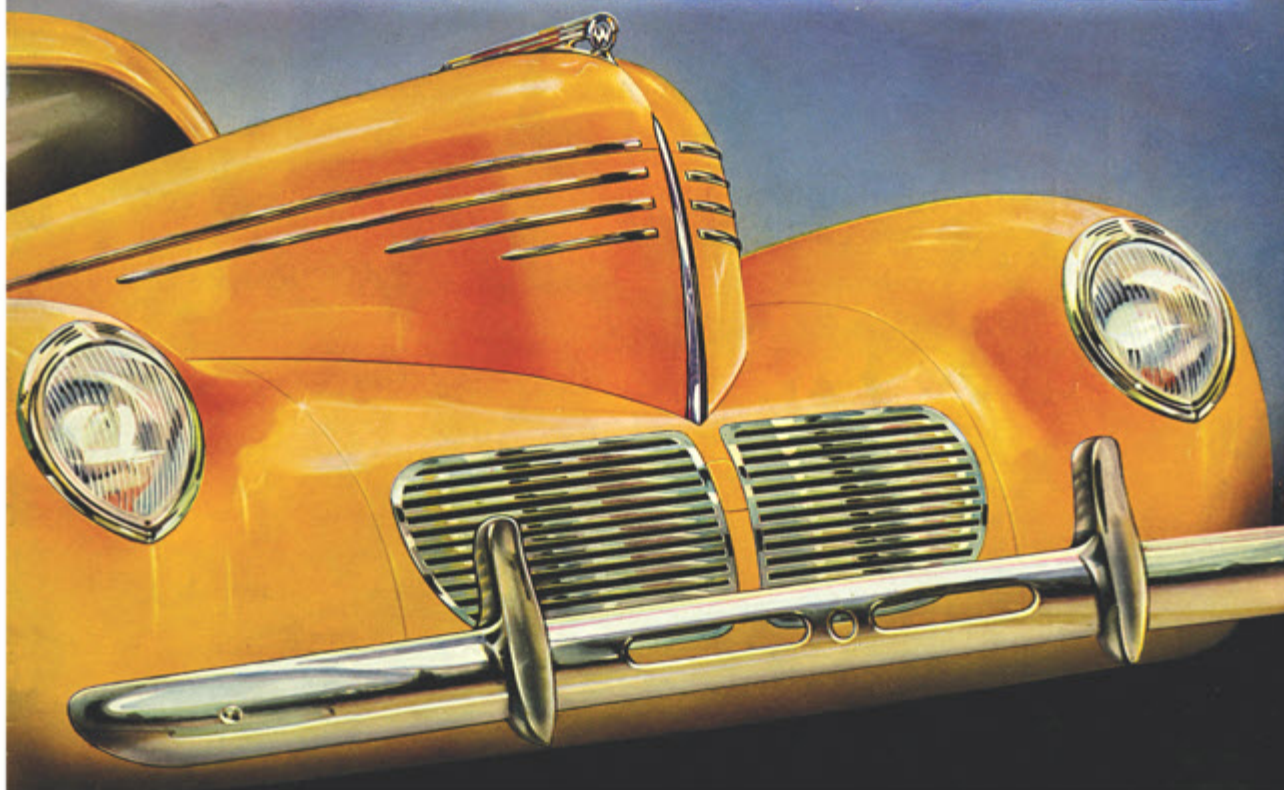
COMPARISON OF ENGLISH AND AMERICAN AUTOMOTIVE TERMS

ENGLISH

AMERICAN

Allen screw	Hexagon socket screw
Anti-roll bar	Stabilizer or Sway bar
Bonnet (engine cover)	Hood
Boot (Luggage compartment)	Trunk
Bottom gear	1st Gear
Bulk head	Firewall
Clearance	Lash
Crownwheel	Ring gear (of differential)
Catch	Latch
Cam follower (or tappet)	Valve lifter
Drop arm (steering box)	Pitman arm
Drop arm shaft	Pitman shaft
Dynamo	Generator (DC)
Damper	Shock Absorber
Earth (electrical)	Ground
Estate Car	Station wagon
Free play	Lash
Free wheel	Coast
Gudgeon Pin	Piston pin or wrist pin
Gearchange	Shift
Gearbox	Transmission
Hood	Soft top
Hard top	Hard top
Hot spot	Heat riser
Leading shoe (of brake)	Primary shoe
Lay shaft (in gearbox)	Counter shaft
Mudguard or wing	Fender
Motorway	Freeway, turnpike
Petrol	Gasoline
Reverse	Back-up
Split cotter (as in valve spring cap)	Lock (for valve spring retainer)
Split pin	Cotter pin
Sump	Oil pan
Silencer	Muffler
Self-locking nut	Pawl nut
Steering arm	Spindle arm
Saloon	Sedan
Side light	Parking light
Spanner	Wrench
Tappet	Valve lifter
Tab washer	Tang; lock
Top gear	High
Transmission	Whole drive line from clutch to axle shaft
Trailing shoe (of brake)	Secondary shoe
Track rod (of steering)	Tie rod (or connecting rod)
Windscreen	Windshield

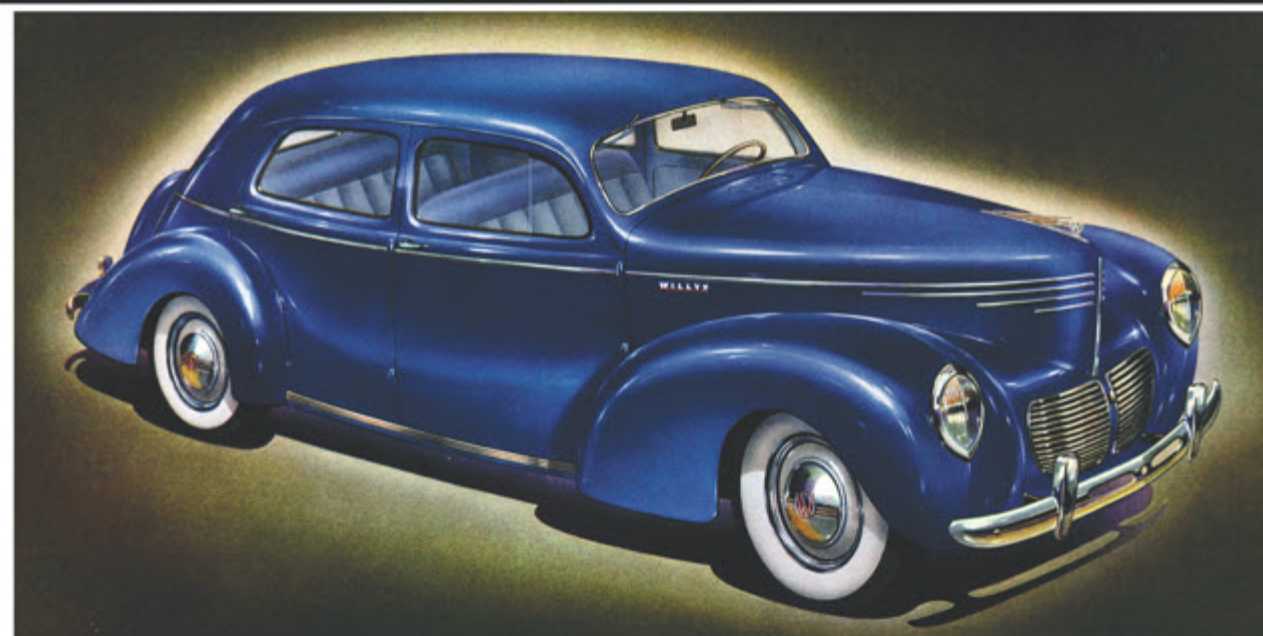
THE NEW WILLYS FOR 1940



*Stunning
in Style*

STARTLING IN PRICE

Built by Experience, the Willys for 1940 sets a new vogue in luxurious motoring at low cost. Totally new in conception, this low-priced car invades the realm of style and beauty with a combination of smart features, power and economy never before associated with such low-price. Millions of motorists have long been impatient with the price barriers to motoring's best. To meet their demands, men of long experience in both the European and American motor industries have here combined brilliant performance and economy with outstanding style, making Willys an unquestioned leader.



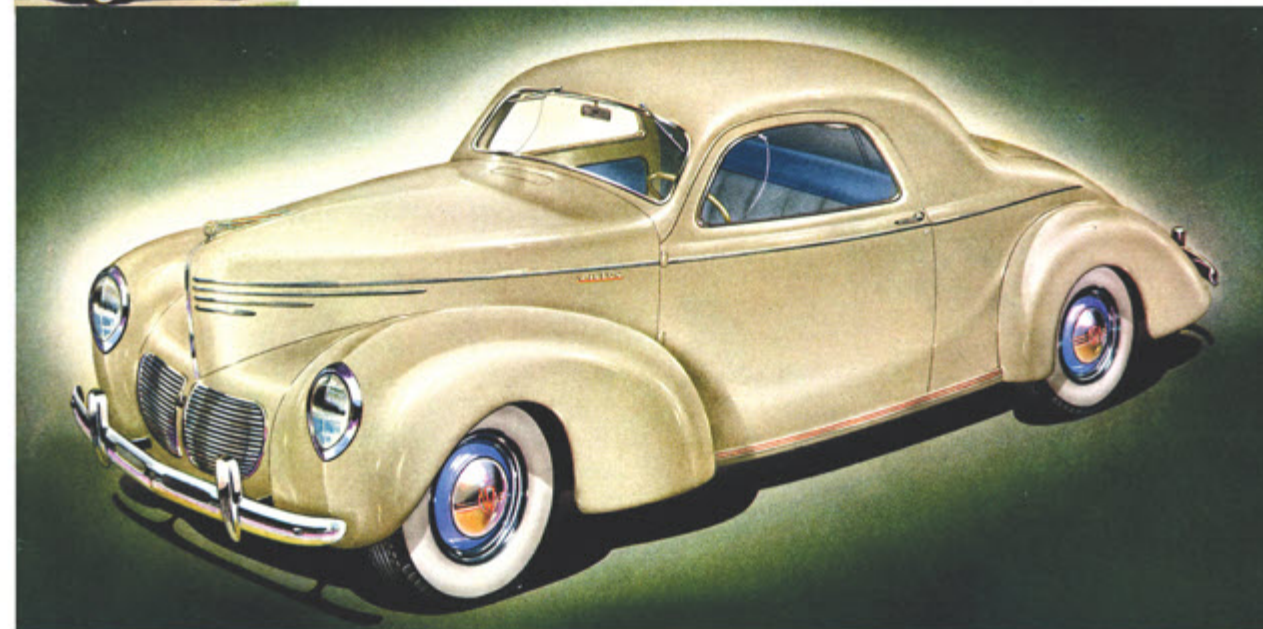
Willys DeLuxe Sedan



DESIGNED BY *Youth...*

BEAUTY THAT CAPTIVATES MODERNS . . . The whole country is talking about the beauty of the new Willys for 1940. In the smart, new, full-size, four-door, five passenger DeLuxe Sedan, gleaming chrome striping and grille set off voguish colors with brilliance

and dash. Spacious, custom-tailored interiors harmonize richly with the outward luxury. Streamlining is perfected by elimination of running boards. With its 1940 design, tasteful appointments, and latest luxury features Willys captures the style lead in modern motoring.



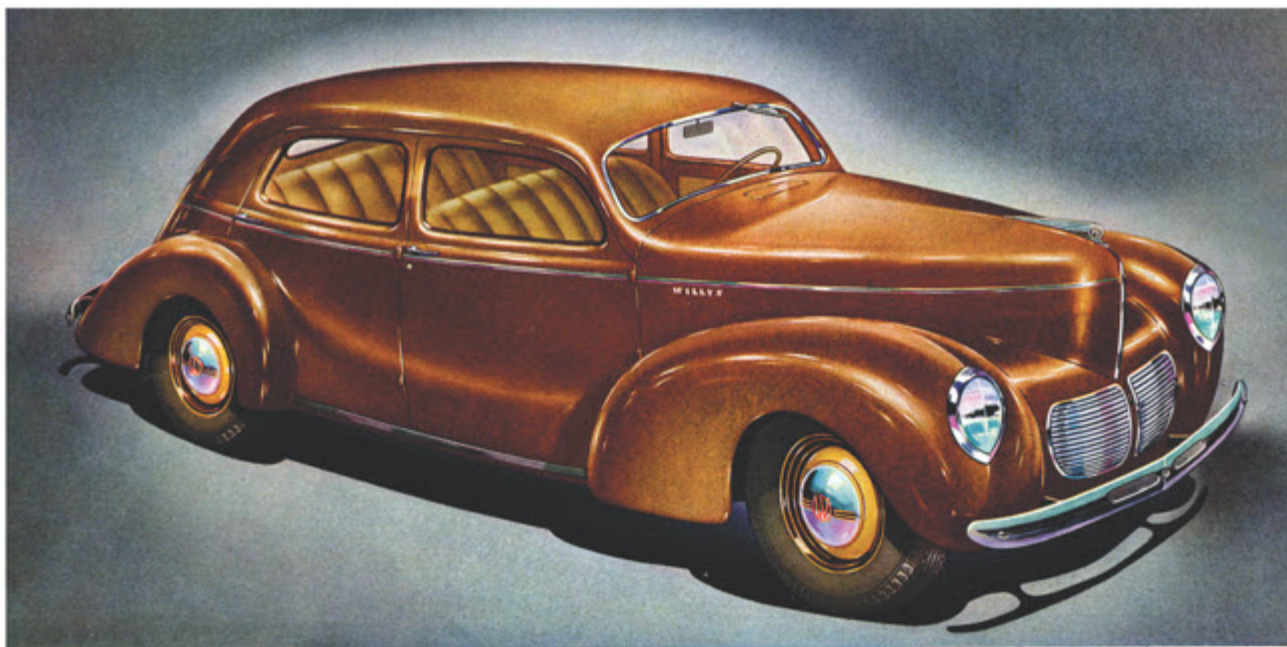
Willys DeLuxe Coupé

. . ENGINEERED BY *Experience*

THE IDEAL SMART PERSONAL CAR . . . While setting the vogue in style, the designers of the new Willys for 1940 have also made this smart DeLuxe Coupé the most thrilling personal car of the year. All that is most desirable for business, professional, and

social usage is provided in its comfort, easy handling, flashing pickup, high-gear performance, durability and dependability. At lowest price, it gives you superb motoring with penny-a-mile running costs for gas, oil and tires and extremely economical maintenance costs.





Willys Speedway Sedan



Style AND FINER Performance

FULL-SIZE COMFORT—LOW IN COST . . .
With many of the features of the Deluxe models, and all their power, pick-up and speed, this brilliant new Willys Speedway Sedan gives you all the essentials of luxury motoring on lowest cost terms. Beautifully

finished in popular colors that harmonize with the rich interiors, this handsome, full-size, 5-passenger Sedan provides roomy comfort for the entire family. Smart in appearance, easy to handle, agile in traffic and thrilling to drive, it sets a smart new vogue in thrifty motoring.



Willys Speedway Coupé

. . . WITH EMPHASIS ON Thrift

DURABILITY. ECONOMY. AMAZING PERFORMANCE
For salesmen, physicians, teachers, students, small families and all others who want the basic essentials of fine motoring at lowest cost, the new Willys Speedway Coupé is the buy of the year. At lowest price, it

gives you roomy comfort, superb performance and durability, smart style, easy handling, sustained speed and fast acceleration. Smartly streamlined exteriors in popular colors blend with the rich interior. Costs for gas, oil, tires and general up-keep are extremely low.



INTERIOR BEAUTY COMFORT . . . LUXURY Making every mile a Pleasure

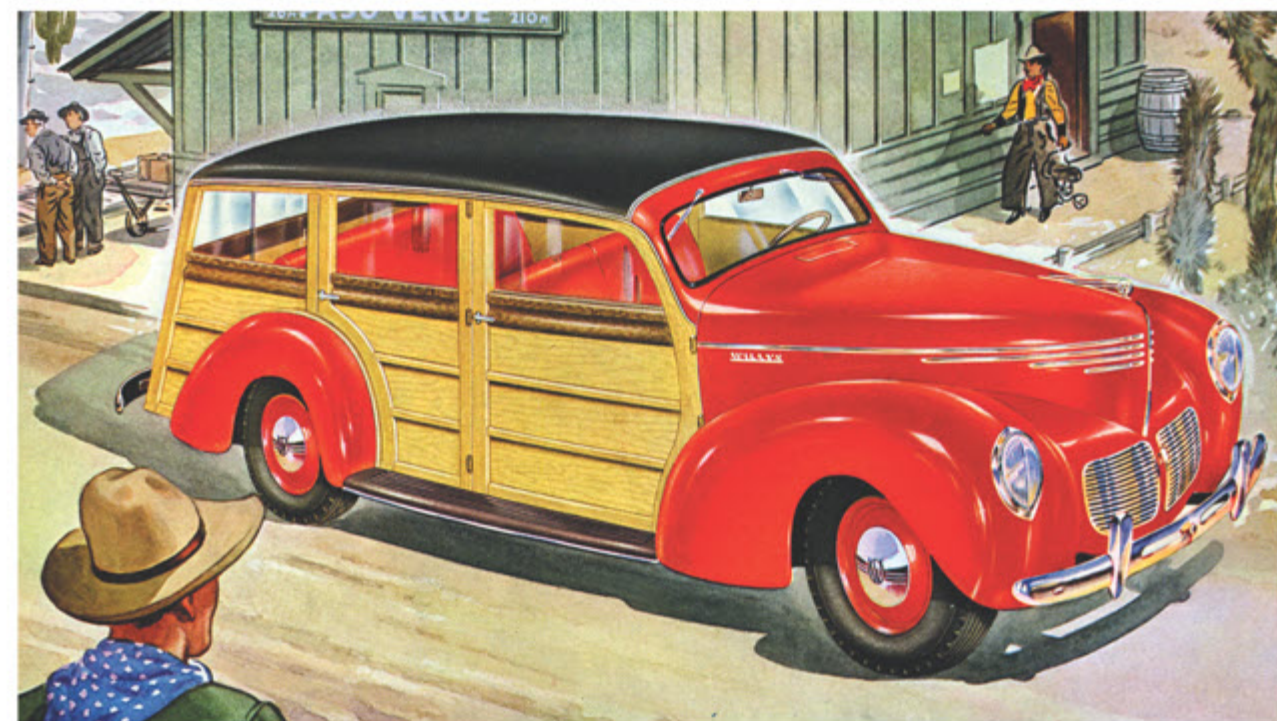
The deeply cushioned seats, richly upholstered, are jolted at just the proper angle to afford you the maximum enjoyment of every comfortable motoring. You have only to cast your eyes over the superb fittings to realize the beauty and luxury of the new Willys for 1940. There is ample room for three adults in the 41-inch width of the Sedan's adjustable front seat . . . plenty of head-room, knee-room and leg-room, both front and rear. In the following pages examine the detailed refinements that assure your comfort and convenience in the new Willys for 1940.



Down and Country STATION WAGON

Designed as an all-purpose utility car for suburban and country homes, the style leadership attained by Willys for 1940 has lifted the Station Wagon into new realms of usefulness. Because of its smart appearance, easy-handling, speed, accel-

eration and extreme economy, it makes many of the trips formerly assigned to the "family car" or the "second car." It is industrious in earning its keep doing haulage jobs and errands. It fulfills with distinction all kinds of social requirements.



STYLE AND UTILITY

• The Willys six-seater Station Wagon is a triumph in casual elegance. Its smart, two-tone maple body harmonizes with any color chosen for hood and fenders. Two doors to the front compartment, extra side door to rear section, give easy access to the comfortable 47-inch wide, weather-proof seats. Between back seat and tailboard is ample luggage space. Spare tire in rack on under side of trap door... instantly available. The back seat is easily removable.



SMART TRANSPORTATION

• With rear seat removed you have 24½ sq. ft. for hauling. Leaving the rear seat in, six people can travel in style and comfort on shopping tours, camping trips, to sports events or social events. No flapping roll curtains. Safety glass windows all around. Deluxe equipment... ventilating wings, smart dual-grip steering wheel and steering-post gearshift.

Brilliantly Smart IN STYLE AND COMFORT FEATURES



• Adjustable front seats 43 in. wide provide roomy comfort for three. Lever is within easy reach, permitting seat to be adjusted quickly to tall or short driver's convenience.



• Smart front door ventilating windows are standard equipment on the new Willys Deluxe Sedan. Ventilating wings are standard equipment on the Deluxe Coupe. They control drafts, protect against wind, rain, snow and splashes.



• The Willys front end is a fashion sensation in the low price field, with its gleaming chrome radiator grille below the hood, chrome striping, car-width safety fender lamps, and smart fender lines.

• The trunk extension on the Deluxe Sedan enlarges the luggage compartment to 17 cu. ft. Speedway Sedan has 14 cu. ft. luggage space... Coupes 30 cu. ft. Ample room for normal luggage requirements in all models.

• The new tubular frame front seat and modern zig-zag seat springs provide uniform and lasting comfort—reduce car weight. Handsomely upholstered and pitched at just the proper angle for easy driving Willys seats are particularly appreciated in long distance driving.



• Convenient front-opening hood, with new-type safety latch, provides excellent accessibility to engine and battery. Efficient new Willys cooling system eliminates need of louvers... ends attendant risk of water entering the engine compartment.

• The Deluxe Sedan has an easily accessible spacious luggage compartment... 17 cu. ft. in the Deluxe, 14 cu. ft. in the Speedway... for bags, golf clubs, sample cases, etc... also spare tire. Light cover easily raised, easily lowered.



• Attractive dome light above rear windows is standard equipment on new Willys deluxe models. Handsome upholstery of rich modern textures is featured in the custom-tailored interiors. Head room is greater than before. Interior appointments are the most modern type and designed to please discriminating tastes.

• An important factor in the easy-riding of the new Willys is the use of 28 flexible rubber mountings between body and chassis. These insulate the body from road shock and reduce vibration to the minimum. This feature together with form-fitting seats, softer springs, airplane-type shock absorbers, easy handling and general road stability reduce fatigue on long trips and make Willys one of the smoothest riding and most comfortable cars on the road.



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Latest Vogue



• In the driver's seat you are surrounded by the latest luxuries and conveniences. The smart, dual-grip steering wheel of exclusive Willys design is set at exactly the proper angle for comfortable driving... Control buttons are flush with the ledge formed by the handsome instrument panel. Deluxe models have latest steering-post gearshift directly beneath the wheel. Its lever is easily operated with the finger tips. No need to take hand from wheel to shift gears.



• Front seat adjustable for either short or lengthy legs. The adjustment lever is easily reached by the person in the driver's seat and is very easy to operate. Foot length accelerator pedal provides extra driving comfort. Headlight control switch is on floorboard at left.

• Ingenious construction provides low floors with generous ground clearance. Curb-high floor assures easy access without running boards. Running boards designed for easy installation on any Willys are available, if desired, at slight extra cost.

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• Handsome chrome hood ornament, ultra modern in design, gives dash and brilliance to the Willys Deluxe front end. This ornament is standard equipment on Deluxe models... Available on Speedway models at slight extra cost.

...IN DESIGN AND APPOINTMENTS



• Convenient glove compartment at the right of the instrument panel serves as convenient storage place for packages, sun-glasses, maps and other travel requirements. Is particularly appreciated by women drivers.



• Smart turned hardware with plastic bases and knobs provides a modern note in the pleasing interior. Easy-closing latches eliminate necessity of door slamming.



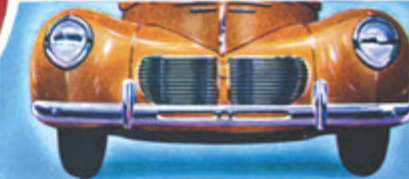
• The Coupe offers 30 cu. ft. of luggage space, for extreme requirements of long trips or for commercial travelers' sample cases. The cover is easily raised. Supporting arm releases easily for closing.



• The finger-grip controls including starter, have broad flat heads all lettered for easy identification. They are conveniently placed in a recessed ledge so that, at normal position, they are flush with the instrument panel. This modern arrangement provides an added element of safety.



• Head lamps in fenders guard against "side swiping" at night by showing full width of car. . . Require only bulb replacement if filament burns out.

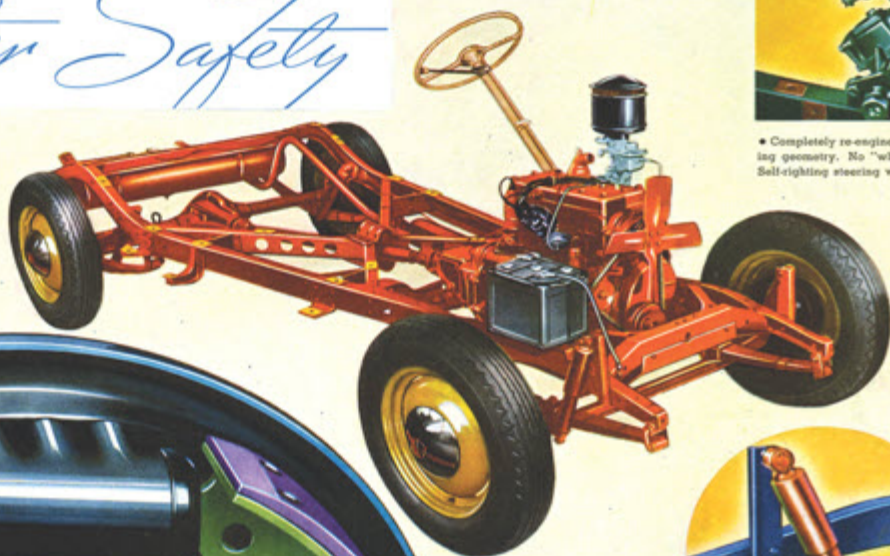


• Wide tread . . . ample clearance . . . low center of gravity . . . modern air-intake through chrome grille placed below hood permits elimination of louvers.

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Greater Safety

• The sturdy dependable Willys chassis has a double-deep frame of heavy-gauge steel, with rugged K-X cross members, offering strength for in excess of needs. Strength and durability without useless weight is the secret of the great agility and economy of the Willys. Quality materials and workmanship.



• Completely re-engineered steering geometry. No "wheel fight." Self-righting steering wheel.



• Hydraulic brakes of most efficient type are deliberately oversized to give the new Willys the safety of the greatest braking surface per pound of any full-size American car. They are designed for easy action, and are built for long service. Adjustment, if required, is now simple, more accurate and more permanent. Brake drums, 9 in. diameter, of nickel-chromium alloy ribbed for extra strength, provides excellent braking surface for quick straight-line stop.

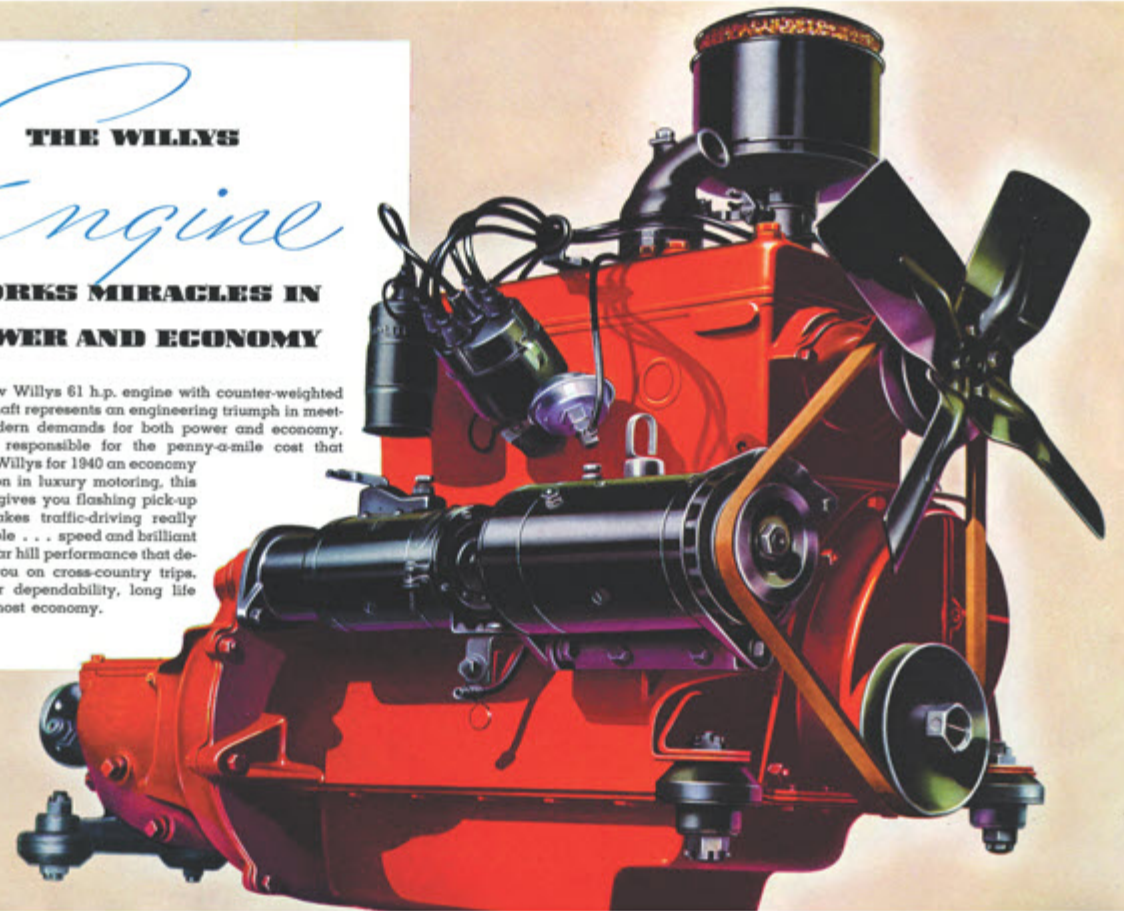
• Double-action hydraulic shock absorbers . . . airplane type . . . anchored to axle in improved manner make an important contribution to smoother riding of the superbly comfortable Willys for 1940.

THE WILLYS Engine

WORKS MIRACLES IN POWER AND ECONOMY

The new Willys 61 h.p. engine with counter-weighted crankshaft represents an engineering triumph in meeting modern demands for both power and economy. Mainly responsible for the penny-a-mile cost that makes Willys for 1940 an economy sensation in luxury motoring, this engine gives you flashing pick-up that makes traffic-driving really enjoyable . . . speed and brilliant high-gear hill performance that delights you on cross-country trips. Built for dependability, long life and utmost economy.

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...WITH ADVANCED FEATURES ASSURING Lowest OPERATING COSTS!

The new vogue in motoring established by Willys for 1940 is more than a vogue of style . . . it is a new mode in movement . . . with every detail contributing to dashing action while catering to the universal demand for greater motoring thrift.



• Dry-type air cleaner contributes to engine efficiency and dependability. Oil type cleaner is also available.



• Pistons of light-weight aluminum alloy, contribute to smooth engine action, high power development, long engine life and economy. Piston alone, without rings, pin or bushing, weighs only 12 ounces. Designed for long satisfactory trouble-free service.



• Typical of Willys attention to quality is the new, centrifugal-impeller, pack-less water pump with V-type fan-belt drive. Thermostat controls the water circulation.



• Improved construction of link-belt timing chain with only 47 links reduces whip, insures quiet operation. Positive lubrication through crankshaft sprocket also reduces wear.



• High output voltage control generator requires no special provision for radio, etc.



• The valve spring damper prevents valve spring shudder. Protects against breakage.



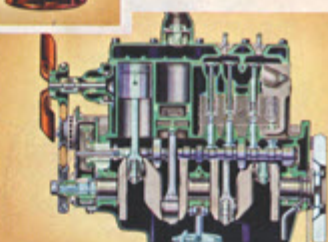
• This Willys thermostat is the water outlet of the excellent Willys cooling system, which includes water jackets running the full length of the cylinders. Thermostat helps maintain the proper engine temperature. Opens at 151°. Temperature gauge on instrument panel.



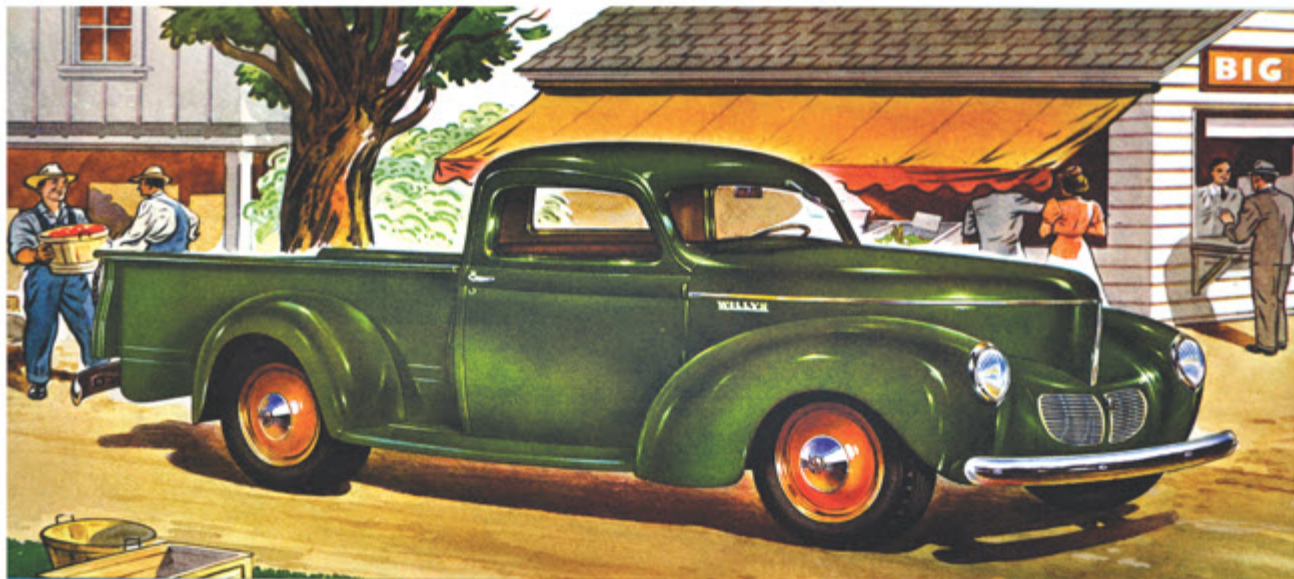
• Light-weight flywheel balanced by clutch and crankshaft unit. Light-weight dry-disc clutch used for efficiency and weight saving. Packing at rear of crankshaft prevents oil getting into clutch. Byero-mesh transmission.



• New counter-weighted crankshaft adds life to the bearings, reduces strain and deflection in crankcase at high speeds, contributes added smoothness to engine performance. Made of drop-forged steel, tough and strong, the Willys crankshaft is balanced statically and dynamically, then dynamically balanced with clutch and flywheel assembled.



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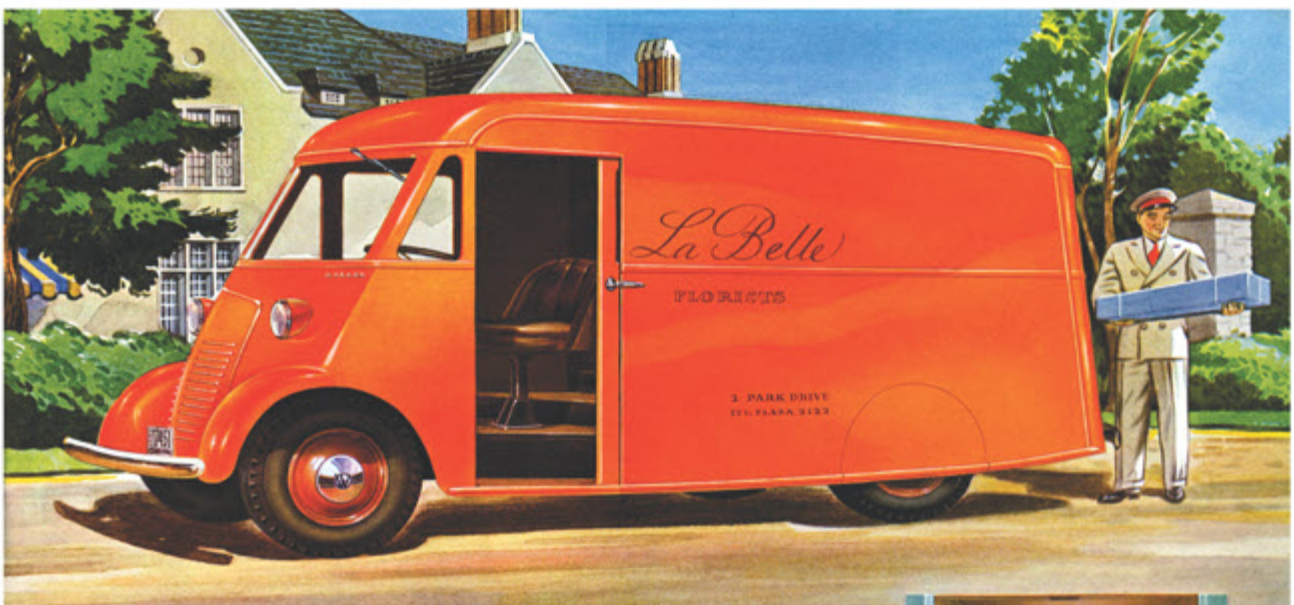
Willys Half-Ton Cab Pick-Up



... SUPREME VALUE IN

Widely popular because highly profitable, Willys half-ton commercial units are giving smart, money-saving service throughout the country. With unrivaled style, time-saving speed and remarkable agility, they offer you proven durability, dependa-

bility and economy. They handle easily, turn short, park easily. Oversize brakes assure quick stopping. Ask farmers and other users in your vicinity what this steel-bodied Willys Pick-Up Delivery Truck will do for its very small keep.



Willys Panel Delivery

Half-ton TRUCKS

Ruggedly built, with sturdy frame heavy-duty axles and two-stage springs, the Willys half-ton units tackle tough work with a will, stand up under hardest conditions. The smooth, powerful, thrifty four-cylinder engine has plenty of speed under

load, plenty of high gear power for hills. Powerful oversize brakes give you the safety of large braking surface per pound of truck. The unusual loading space in the Semi Cab-Over-Engine Panel Delivery provides plenty of room for bulky loads.



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CONDENSED SPECIFICATIONS

DELUXE

AXLES—Rear: semi-floating type. Six adjustable roller bearings. Spiral bevel drive gears of nickel polychrom steel. Chrome hypoid drive shaft. Gear ratio: Sedan 4.33, Coupe 4.3. Lubricant 1½ pints. Front axle, I-beam Reverse Elliott type, equipped with ball thrust bearings.

BODIES—Full size, all steel safety type body. Strong, welded into one piece. Window ventilating wings with cam type lock. Division bar lowers with window. Cowl ventilator. Adjustable front seat with exclusive spring construction in tubular frame. Safety glass throughout.

BRAKES—(Service) Hydraulic, internal expanding, fully protected. 9" nickel chromium alloy brake drums, flanged for high strength. Braking area 130 square inches.

CLUTCH—(Hand) Located to left on dash, operates direct to rear wheel brakes (no differential action).

CLUTCH—Single plate, dry type, 8" diameter. Torque dampener springs in clutch disc. Prelubricated clutch release bearing, no lubrication required.

COOLING SYSTEM—Positive circulating water type. Efficient radiator. Directional cooling giving long life to valves and seats, full length water jacket. Double row ball bearing pumpless cast/iron type water pump—no packing or lubrication required. Adjustable V-type fan belt. Thermostatic water control. Heat indicator in instrument panel. Capacity 11½ quarts.

CRANKSHAFT—Drop forged, counter-weighted type, weighs 41½ pounds, balanced statically and dynamically. Three replaceable, steel-backed babbit lined main bearings 2½ inches diameter. Total bearing area 60 square inches.

ENGINE—Unit power plant, mounted on four adjustable rubber supports. Dust shields protect engine. Four cylinders, "L" head type. Bore 3½". Stroke 4½". Horsepower 61 @ 3600 R.P.M. Torque horsepower 15.63 (low license cost). Piston displacement 134.2 cubic inches. Compression ratio 6.46. High altitude head 8.51. Aluminum high compression head 7.51. Cylinder block hard grey iron, mirror finished cylinder walls; four bearing camshaft driven by silent timing chain. Aluminum alloy pistons with long connecting rods. Valve springs equipped with surge dampeners and tappets with clearance springs. Lubrication system full pressure type—direct oil pressure to main and connecting rod bearings, camshaft and timing chain. All other parts positively lubricated from oil spray holes in connecting rods. Floating type oil intake uses only clean oil. Internal gear type oil pump externally mounted on left side and driven from spiral gear on camshaft. Oil pressure gauge in instrument panel. Oil level indicator bayonet type in oil filler pipe on right side. Oil capacity—4 quarts.

ELECTRICAL SYSTEM—High output, radio type generator, air cooled. Voltage regulator type cut-out. Starter, 3 bearing type, Bendix Drive. Battery 13 plates, 6 volt, 50 ampere hour capacity. Automatic (vacuum and mechanical) ignition control handling spark advance in accordance with speed and load. Distributor mounted high on right side of engine. Firing order 1-3-4-2.

FRAME—Strong and rigid, double drop "KK" type ("K" member at front, "X" member at center) with live axle crossmembers.

FUEL SYSTEM—Gasoline tank 10½ gallons capacity, gauge in instrument panel. Air cleaner, (all both type available); automatic manifold heat control. Fuel pump with screen and sediment trap, operated from camshaft.

PISTONS—Aluminum alloy, T-alot, cam ground, flat topped, heat dams. Graded for weight and size, then selectively fitted in cylinders. Two super-fused compression rings and one oil control ring. Large piston pins ½" diameter. Connecting rods I-beam type, spun babbit bearing.

SHOCK ABSORBERS—Hydraulic, two way type, direct acting, rubber mounted.

SPRINGS—Semi-elliptic, parabolic leaf type, calibrated to fit car. Length: front 36½"; rear 46". Spring bolts and shackles mounted on rubber—no lubrication required.

STEERING GEAR—Worm and roller type, 16.4 ratio, 17" steering wheel, two spokes, hand grip type, adjustable driving position. Turning radius of car 18 feet.

TIRES—5.50 x 16 4-ply non-skid type. Disc type, 5 stud wheels, mounted on adjustable roller bearings.

TRANSMISSION—Synchro-mesh, 3 speed type, silent second speed helical gears. Gearshift remote control, mounted on steering column just below steering wheel. Two ball and transmission type universal joints with needle roller bearings. Propeller shaft 2¼" diameter.

WHEELBASE—102 inches; standard tread 56"; overall length with bumpers 181".

STANDARD EQUIPMENT—Choice of colors and upholstery available. Bumpers front and rear; bumper guards; high frequency horn; dual windshield wipers; rear view mirror; two adjustable sun visors; dome light; foot rest; ash receiver in dash; package compartment; two combination stop and tail

lights; license light; heavy duty generator; steering wheel gearshift; beam control headlamps; parking lights in headlamps; back and lock; spare wheel, tire and tube; safety glass throughout; adjustable front seat; hood ornament; ventilating wings; trunk type rear deck lid.

SPECIAL EQUIPMENT—Radio, heater with defroster, aluminum cylinder head, oil both type air cleaner, mirror or compartment clock, grille guard, cowl lighter, door pull to strap, extra package compartment, wheel trim rings, rear fender guards, gasoline lock-on cup, seat covers, tail pipe extension, dual air horns, fog light, right rail, rear compartment shelf, running boards, license plate frame, rear view mirror (outside), top rack.

SPEEDWAY

The standard Speedway type will be furnished as follows:

Rear axle gear ratio Sedan and Coupe 4.3. Windows without ventilating wings.

Coil spring type front seat. Package compartment doors plain.

Upholstery, flat mohair with piped door panels. Black steering wheel with plain horn buttons.

Tires, 5.00 x 16 4-ply. Conventional transmission gearshift.

Bumpers front and rear without guards. Standard horn.

Single windshield wiper. One sun visor. One combination tail and stop light.

Hood without ornament. Flat type rear deck lid.

COMMERCIAL UNITS

The commercial units have been carefully designed for long life and freedom from costly repair bills. A summary of some of these specifications are as follows:

AXLE—Rear: Heavy Duty, semi-floating type. Gear ratio, Pickup 4.7; Panel Delivery 5.1. Six roller bearings. Front: Reverse Elliott type, ball thrust bearings.

BODIES—Pickup, steel; Panel Delivery, "Flymet." Load compartment, Pickup—length 73½", width 46 1/16", tail gate height 13½"; Panel Delivery, length 96", width 63", height 63".

BRAKES—Mechanical, fully protected. Pickup, diameter 9"; Panel Delivery 11". Brake area, Pickup 134 sq. in.; Panel 187½ sq. in.

CLUTCH—Single plate, dry type, 8" diameter, moulded and woven lining.

COOLING SYSTEM—Over-size radiator, pumpless type water pump, double row ball bearing. Thermostatic water control.

ENGINE—Unit power plant mounted on rubber: 4 cylinders, "L" head; Bore 3½". Stroke 4½". Torque horsepower 15.63. Developed horsepower, Pickup 57 at 3600 R.P.M.; Panel Delivery 48 at 3200 R.P.M. Compression ratio, Pickup 6.1; Panel Delivery 5.7. Hard grey iron cylinder block. Sturdy balanced crankshaft, three main bearings 2½" in diameter, replaceable type. Pistons, aluminum in Pickup; hard grey iron in Panel Delivery. Long I-beam type connecting rods. Floating type oil intake. Lubrication system direct oil pressure to main and connecting rod bearings, camshaft and timing chain. Oil pressure gauge in instrument panel. Oil level indicator bayonet type in filler pipe. Capacity, 4 qts.

ELECTRICAL SYSTEM—Standard generator, three bearing starter, Bendix drive. Battery 13 plates, 6 volt, 50 ampere hour capacity. Automatic ignition control. Firing 1-3-4-2.

FRAME—Double drop "KK" type, strong and rigid.

FUEL SYSTEM—Variable venturi carburetor, insulated from engine, 8 gallon gasoline tank with gauge in instrument panel. Automatic heat control. Fuel pump with screen and dirt trap.

SHOCK ABSORBERS—Hydraulic, two-way type, direct acting.

SPRINGS—Semi-elliptic; length—front 33", rear 46". Threaded type spring shackles.

STEERING GEAR—Worm and sector, 17" steering wheel. Turning radius 17 feet.

TIRES AND WHEELS—5.50 x 16 4-ply on Pickup; Panel Delivery 6.00 x 16 4-ply; optional sizes available. Wheels, heavy duty, steel disc with 4" rims. Adjustable roller wheel bearings.

TRANSMISSION—Synchro-mesh type, silent second speed. Large 2¼" tubular propeller shaft with two ball and needle bearing universal joints. Hotchkiss drive through springs.

WHEELBASE—100 inches, standard tread 56", overall length—Pickup 181"; Panel Delivery 190".

SPECIAL NOTICE—The manufacturer reserves the right to revise, change or modify without notice the construction of Willys-Overland motor vehicles or any part thereof as they may see fit without incurring any obligation to install same on motor vehicles previously purchased.

Accessories

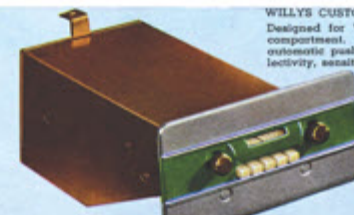
• Willys approved accessories are available for group installation on cars at the factory. You can have your dealer order your car equipped as desired before shipped, or make individual selections of accessories from dealer stocks.

Each accessory is designed to harmonize with the Willys car. The use of accessories endorsed by factory engineers insures proper fit and appearance and satisfactory service.

Accessories purchased with car may be added to car cost and included with and made part of monthly time payments. **INSIST UPON HIGH QUALITY WILLYS APPROVED ACCESSORIES—DESIGNED AND CUSTOM-BUILT FOR YOUR WILLYS CAR.**

LOOK FOR THIS SIGN

• Patronize Authorized Service Stations. It assures you of dependable service by factory trained mechanics. To take full advantage of the performance and economy built into the new Willys, let this sign guide you to the Authorized Willys Representative if your car requires any attention.



WILLYS CUSTOM RADIO
Designed for Willys, fits left package compartment. Combined manual and automatic push button tuning. Fine selectivity, sensitivity, power and tone.



CLOCK
30-hour, illuminated, for installation in right hand package compartment door. Styled to harmonize with other instruments and appointments. Eliminates risk of looking at watch.



FOG LAMP
Large amber-colored lens diffuses penetrating light over wide area. Reduces hazards of snow, fog, rain or dust. Reduces driving strain in unfavorable conditions. An excellent addition to any car's safety equipment. Sold singly or in pairs.

VENTILATING WINGS

Some smart type as standard on Deluxe Coupe. Provide dustless ventilation protection from rain, snow, dust and rainy-day splashes; reduces wind noise.



"SUPER AIR-FLOW" HEATER WITH DEFROSTER
Handsome and efficient. Air circulation insures uniform heat in winter, cool car in summer. DEFROSTER OUTLET directs part of warm air to windshield, without loss of efficiency.

The New **DE SOTO**



DE SOTO

A Practical Car . . . and the Smartest By Far!

HERE is breathtaking proof that exciting modern design can be completely practical, for here is by far the most beautiful De Soto ever built . . . an automobile that combines the utmost in luxury with common sense engineering!

Here is stretch-out room that will really amaze you . . . new, and far greater visibility . . . thrilling, effortless no-shift

driving with famous Tip-Toe Hydraulic Shift and gýrol Fluid Drive. And De Soto's cradled ride is a miracle of smooth, comfortable travel.

If extra value is important to you . . . if you are looking for a car that is genuinely thrifty to own and to operate . . . a car built to last . . . drive the new De Soto before you decide!



NEW PARKING LIGHTS harmonize with headlights and with De Soto's new, distinctive grille . . . also act as turn signals.



NEW VISIBILITY all around! Twin-section windshield is distortion-free . . . economical to replace. Wide-sweep electric wipers have more powerful motor . . . work noiselessly!



NEW, HANDSOME NAME PLATES on front doors "blend" into belt-line mouldings . . . a styling innovation that enhances De Soto's exterior smartness.



NEW STONE SHIELDS on rear fenders (Custom models) are of brilliant chrome . . . flow gracefully into moulding. Protect fenders from scratches.



The smartest thing in sight . . . from any angle! Shown here is the De Soto Custom Four-Door Sedan.



NEW REAR FENDERS accentuate De Soto's low, wide look . . . are designed to permit economical replacement, easy tire change.



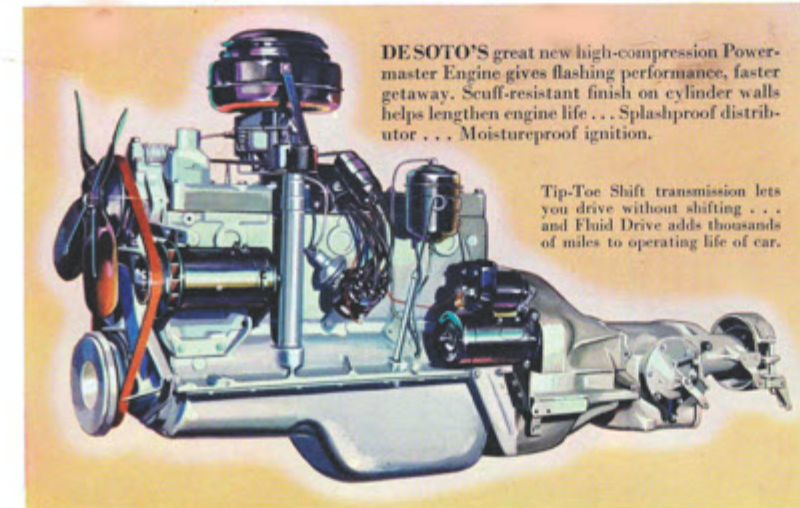
NEW COMBINATION tail and stop lights. New, wider range back-up light. Rear bumper is deeper; guards sturdier.



NEW, HUGE REAR WINDOW has 33% more glass area for real wide-angle visibility! Window and belt-line mouldings adjoin in a broad band of brilliant decorative chrome.



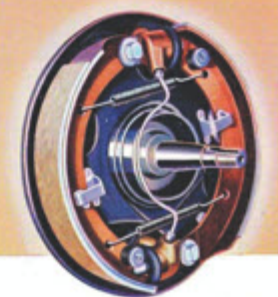
NEW, REAR STONE DEFLECTOR has built-in license plate lamp. New deck lid handle on rear name plate combines beauty and simplicity.



DE SOTO'S great new high-compression Powermaster Engine gives flashing performance, faster getaway. Scuff-resistant finish on cylinder walls helps lengthen engine life . . . Splashproof distributor . . . Moistureproof ignition.

Tip-Toe Shift transmission lets you drive without shifting . . . and Fluid Drive adds thousands of miles to operating life of car.

DE SOTO'S new hydraulic brakes, with 12-in. drums and cycle-bonded linings, give you quicker, smoother stops and longer brake life . . . with far less pedal pressure. No car in America has larger brakes, regardless of price.



SPECIFICATIONS

POWERMASTER ENGINE—Six cylinder "L" head; 112 hp at 3600 rpm. Aluminum alloy pistons; piston displacement 236.7 cu. in. Bore and stroke 3 $\frac{1}{2}$ x 4 $\frac{1}{4}$ in. Taxable hp. 28.36.

LONG WHEELBASE—125 $\frac{1}{2}$ in. Overall length, 17 ft. 3 in. Eight-passenger models: 139 $\frac{1}{2}$ in. wheelbase; overall length, 18 ft. 7 $\frac{1}{4}$ in.

BIG 12" DRUM BRAKES—Four-wheel hydraulic, internal-expanding; twin cylinder type in front. Heavy section high-rib 12 in. drums; brake lining contact area, 201 sq. in. Parking brake, with hand lever, operates independently of service brakes.

FEATHERLIGHT STEERING—Three roller-tooth gear; symmetrical tie-rod center arm linkage.

LUBRICATION—Full pressure to main, lower connecting rod and camshaft bearings. Floating type oil intake. Oil filter. Crankcase holds 5 qts.

IMPROVED SPRINGING—Front: independent Amola steel-cut. Rear: 5 $\frac{3}{4}$ x 1 $\frac{1}{4}$ in. tapered semi-elliptic Amola steel leaves with metal covers.

REAR AXLE—Silent hypoid, semi-floating. Tip-Toe Shift and Standard gear ratios: 3.9 to 1 (3.73 to 1, optional). Eight-passenger: Tip-Toe Shift, 4.1 to 1; Standard, 4.3 to 1.

ENGINE BEARINGS—Removable precision-type crankshaft bearings.

COOLING—Water capacity, 17 qts. Full-length water jackets; four-blade, 17 $\frac{1}{4}$ in. diameter fan.

HEAVY-DUTY GENERATOR—40-ampere capacity.

TRANSMISSION—Tip-Toe Hydraulic Shift with gýrol Fluid Drive (standard on Custom models). Accelerator pedal controls speed changes. All-helical constant-mesh gears with synchronizing clutches in all forward speeds. Anti-friction shaft bearings. Standard transmission with manual shift: three forward speeds, and reverse. Synchro-

silent, all-helical gears. Anti-friction shaft bearings. Synchronizers for second and third gears. Single-plate dry ventilated clutch.

PROTECTED CYLINDER BORES—Specially treated for scuff-resistant finish.

BATTERY—6-volt, 17-plate, 114 ampere-hour capacity.

CAMSHAFT DRIVE—Silent stiff-back chain.

PROPELLER SHAFT—Tubular, dynamically balanced. Two roller bearing universal joints. Eight-passenger; two tubular shafts, with three universal joints and a center bearing.

SUPER-CUSHION TIRES—7.60 x 15 low-pressure tires mounted on Safety Rim wheels. Rim width, 5 $\frac{1}{2}$ in. Eight-passenger and Suburban: 8.20 x 15; rim width 6 in.

FUEL SYSTEM—17-gallon gasoline tank with Oilite self-cleaning filter in tank. Down-draft carburetor. Heavy-duty oil bath air cleaner. Automatic choke. Camshaft-driven diaphragm type fuel pump.

The New **DE SOTO**



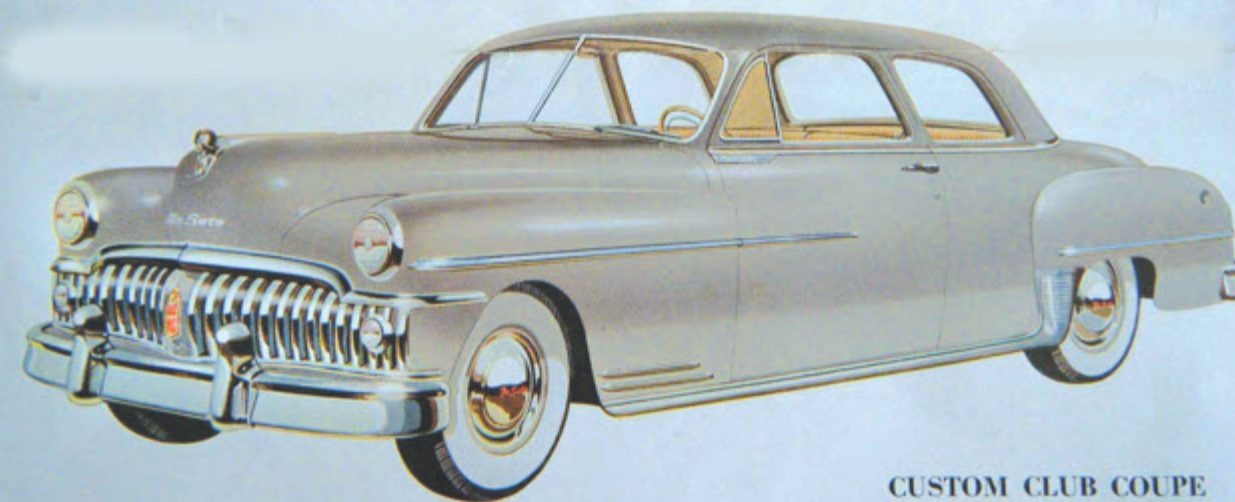
CUSTOM FOUR-DOOR SEDAN

Whatever your requirements may be, there's a beautiful New De Soto to fit your needs exactly. The De Soto line includes a total of ten new De Luxe and Custom models . . . with a wide selection of exterior colors and harmo-

nizing interior trim combinations. Whichever De Soto model you decide on you'll be sure of getting the smartest in styling and the very finest engineering . . . in a car built for economical operation!



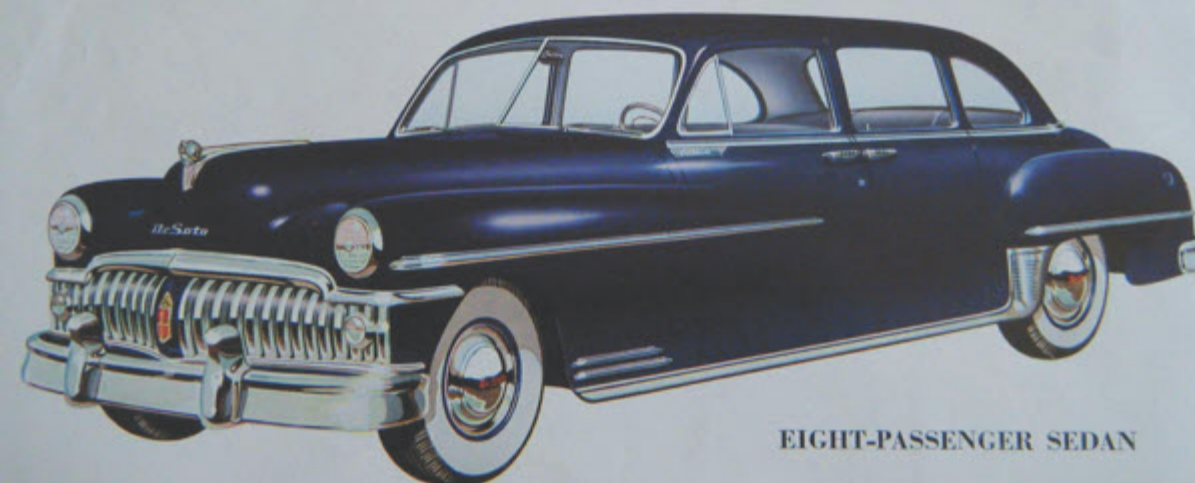
DE LUXE FOUR-DOOR SEDAN



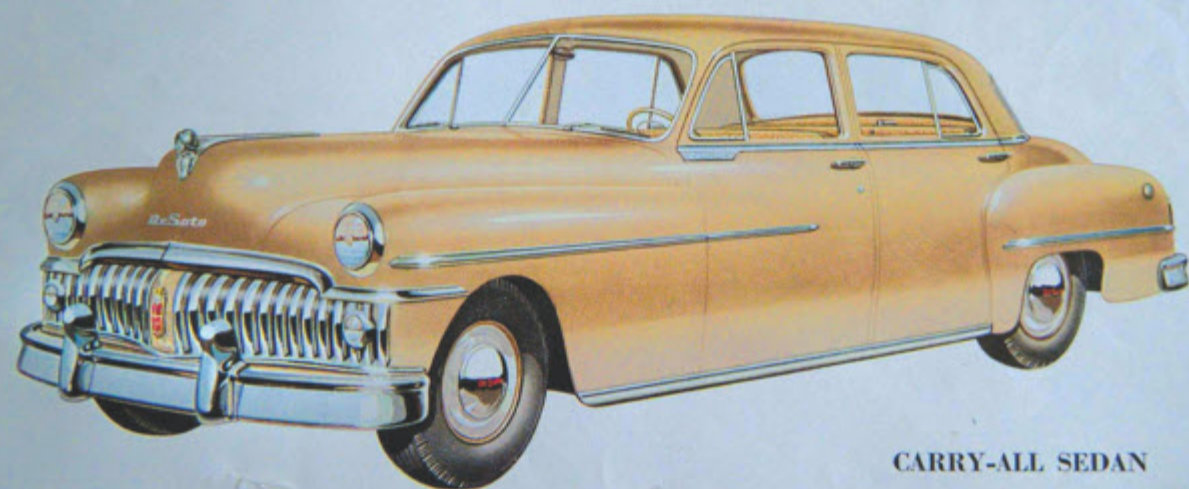
CUSTOM CLUB COUPE



DE LUXE CLUB COUPE



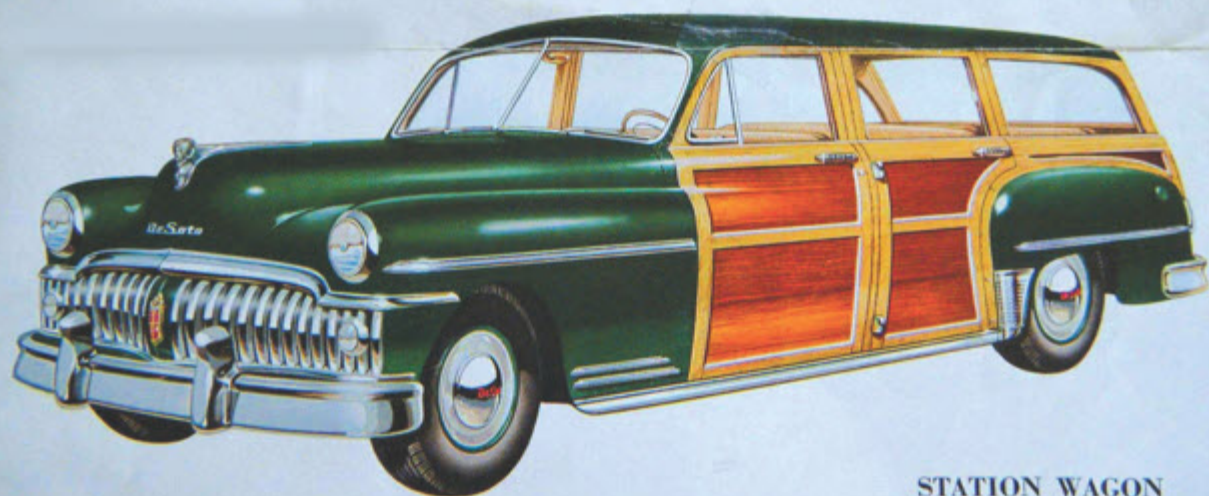
EIGHT-PASSENGER SEDAN



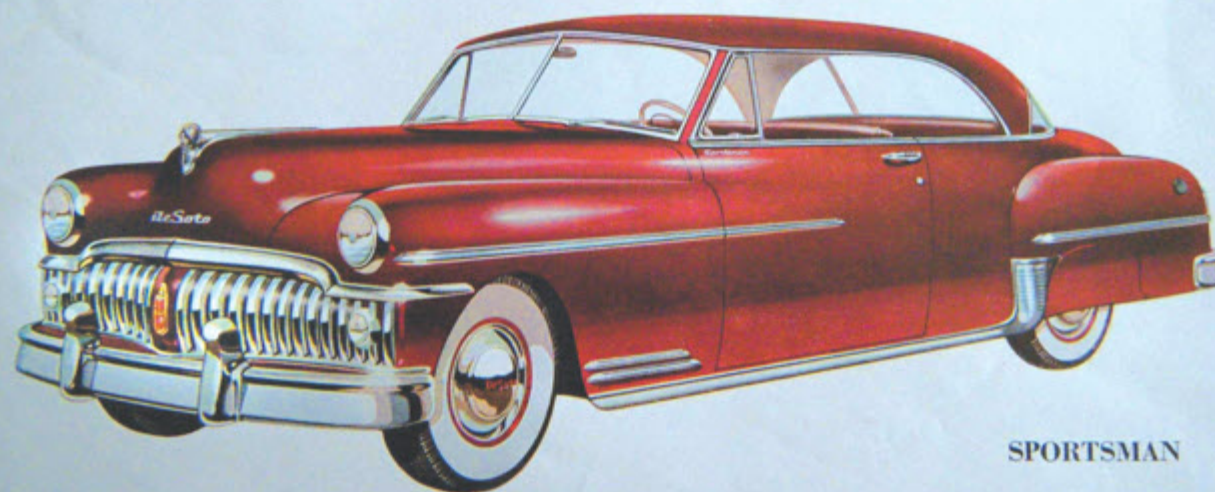
CARRY-ALL SEDAN



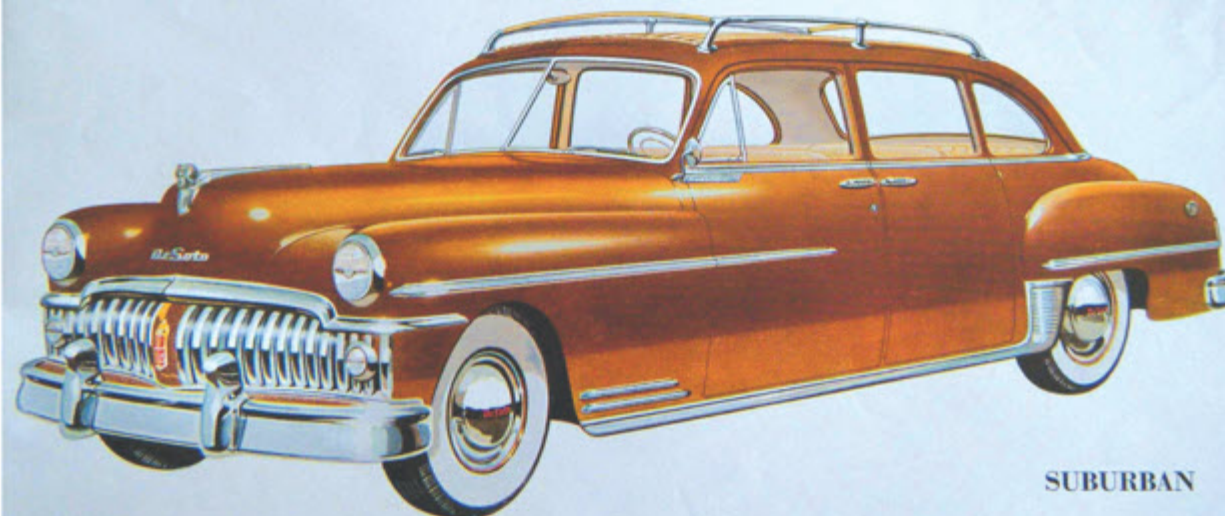
CONVERTIBLE COUPE



STATION WAGON



SPORTSMAN



SUBURBAN

The New **DE SOTO**



SEE

the daring new DODGE



SPECIFICATIONS

CORONET and MEADOWBROOK

DIMENSIONS: Overall length, 203½"; Wheelbase, 123½"; Height, no load, 65½"; Outside width, 72½".

CHASSIS: Front springs, Coil; rear springs, semi-elliptic; worm and roller 2-tooth steering gear; hypoid rear axle; Safety-Rim Wheels; Super-Cushion 7.10 x 15 tires,* Safe-Guard Hydraulic Brakes with 2 cylinders in front wheels and Cycle-Bonded linings; Double-Pawl Parking Brake; Sea-Leg Shock Absorbers.

ENGINE: L-Head 6 Cylinder; Bore and Stroke, 3¼" x 4½"; Displacement, 230.2 cubic inches; 190 lb. ft. torque at 1200 rpm; 103 h. p. at 3600 rpm; compression ratio, 7.0 to 1.

FUEL SYSTEM: Tank capacity, 17 gals. with Oilite self-cleaning filter. New larger Oil Bath air cleaner with anti-hiss

*Station Wagon has 7.60x15 tires and 8-Passenger Sedan has 8.20x15 tires.

chamber. Higher capacity fuel pump.

LUBRICATION: Gerotor type oil pump; Replaceable element by-pass type filter; engine capacity, 5 qts.

COOLING SYSTEM: Thermostatic By-Pass Type. Capacity, 15 qts. without heater.

ELECTRICAL SYSTEM: New 40 Amp. Generator; Neoprene-jacketed Engine Cable; spark gap, .035; 15-Plate 105 Amp. hr. Battery; Bi-metal Hinge Voltage Regulator; Ignition Cable armored to cowl; resistor type spark plugs.

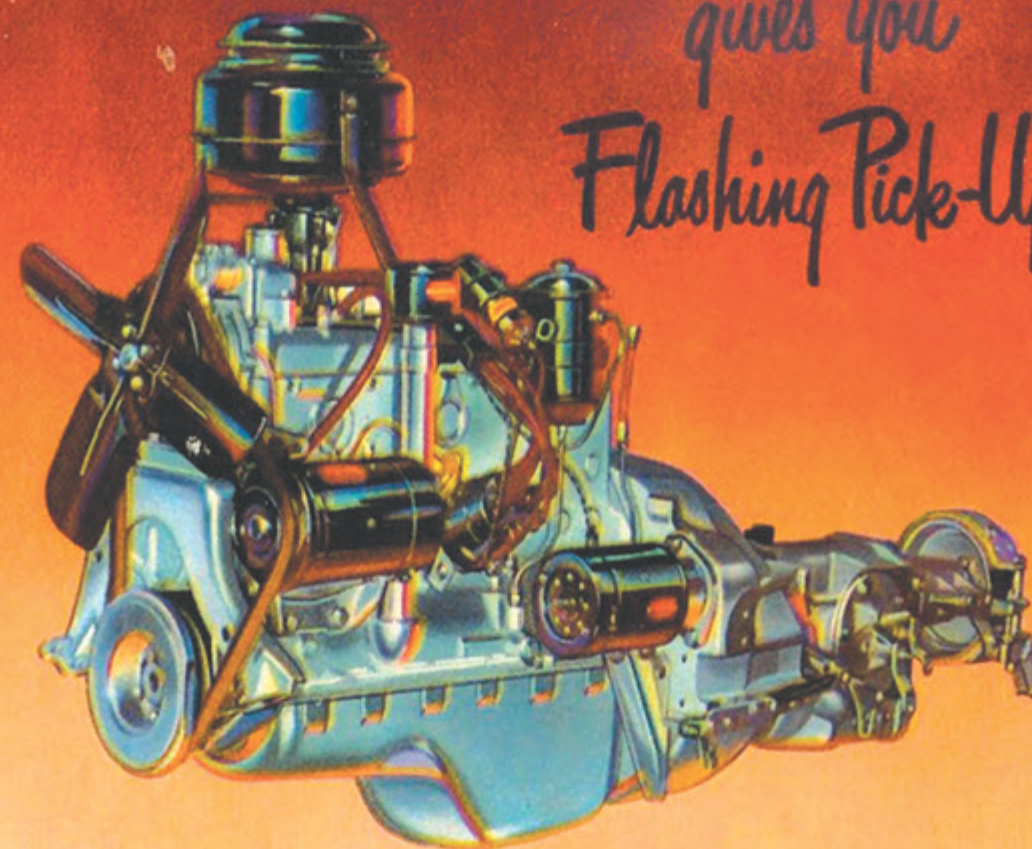
BODY: Seat Cushion width, front 58"; rear 58¾". Leg room front, 41½"; rear 41½"; seat height from floor, front 15½"; rear 15½"; vertical headroom, front and rear, 37". Front seat adjustment, horizontal 5"; vertical 1"

WAYFARER

Wheelbase, 115". Super-Cushion 6.70 x 15 Tires. All other details of Chassis and Engine, as well as Fuel, Lubrication, Cooling and Electrical Systems are identical with those listed above for the CORONET and MEADOWBROOK.

The New Get-Away Engine

gives you
Flashing Pick-Up



Now you'll have higher compression to squeeze extra miles from every tankful of gas. You'll have "Speed-Proof" cylinder walls to eliminate slow

"break-in". There's a long, long list of impressive improvements which your Dodge dealer will be happy to explain. Just ask him.



NEW DISTRIBUTOR—Better sealed for dependable wet weather operation and starting.



NEW GENERATOR—40 amp. capacity. More than adequately meets peak demands.



NEW CARBURETOR—Faster response to accelerator demands ... gives more economical mixture.

Now they drive themselves...

THE life of any modern child may be divided into two periods: (1) he is driven places; (2) he drives himself places.

And all too often he begins driving himself and his friends in a car that has been handed down, or in a car so old that no one could be certain of its safety.

Any thoughtful mother can feel more carefree when her children begin their driving careers in a LINCOLN-ZEPHYR.

The qualities that appealed to her when she chose this new kind of car make her glad that the children, too, can use it.

It is as safe a car as there is on the roads today — big, comfortable, evenly balanced,

with a low center of gravity. The unique construction of the LINCOLN-ZEPHYR is, first of all, a safety factor. Body and frame are one, welded together, a rigid structure like a bridge of steel. To this strong framework — top, sides and floor — steel paneling is welded. All glass is Safety Glass.

Steering is so easy that the LINCOLN-ZEPHYR may be directed almost by a fingertip. The car is smooth in traffic and gentle in parking. The quiet power of the twelve-

cylinder motor is, in itself, an element of safety. It gives the driver assurance and increases ability to drive well. Sensitive brakes control swiftness at a touch.

"Now they drive themselves in a LINCOLN-ZEPHYR." . . . Many a mother finds these words comforting. . . . She can wave good-bye to her children with a lighter heart — because they go in a LINCOLN-ZEPHYR. *Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr V-12 motor cars.*

LINCOLN-ZEPHYR V-12

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