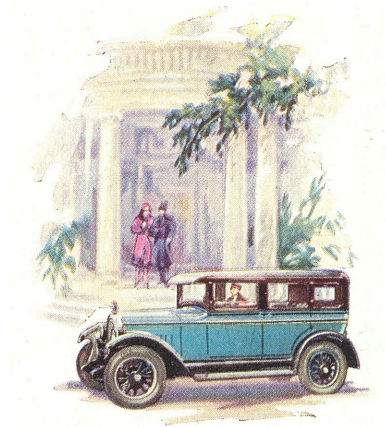


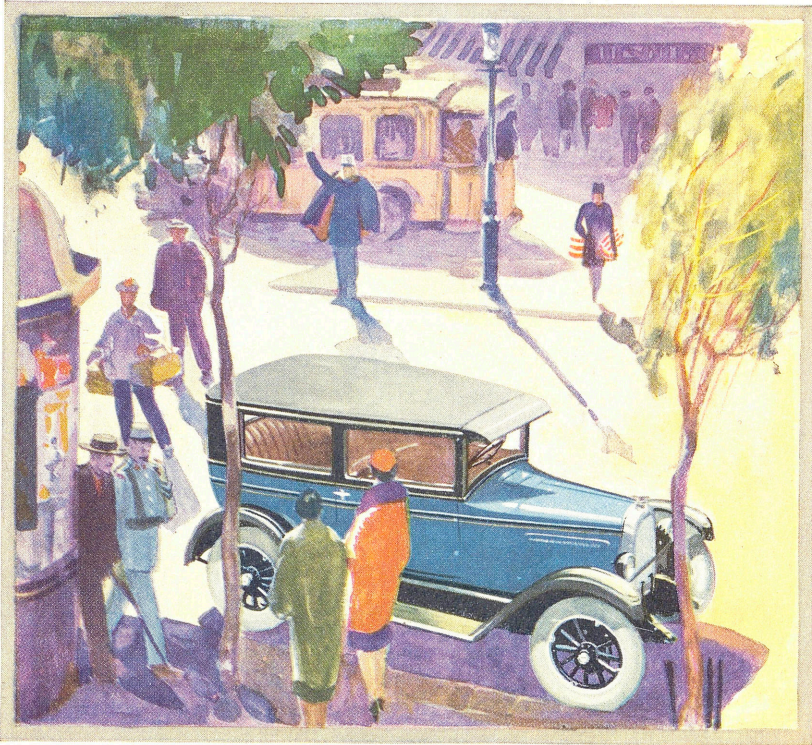


THE
OVERLAND
Whippet

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THE first Canadian Light Car to offer the advanced engineering principles of Europe with new and greatly improved standards of Canadian performance.

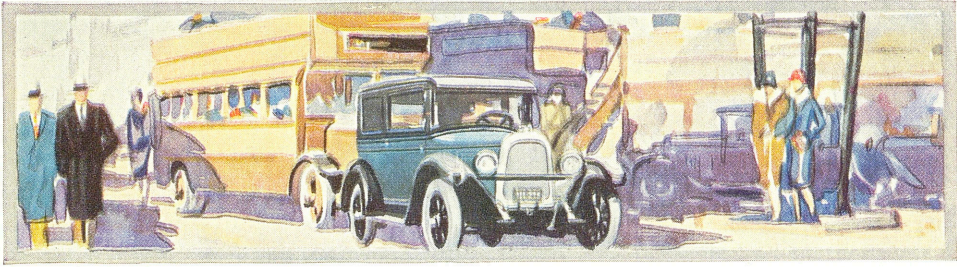


ENGINEERING LEADERSHIP

WILLYS-OVERLAND's Engineering Leadership is emphasized in the low price field by the new and advanced principles of design in the Whippet.

Predicting a new trend—casting aside every old tradition—the Whippet has established a new standard of Canadian light car design.

New standards of safety; new and finer performance; greater economy; greater room and comfort; more power, pickup and flexibility; these are the outstanding engineering achievements that have so quickly and surely made the Whippet Canada's most popular light car.



CANADA'S FIRST EUROPEAN-TYPE LIGHT CAR

THE Whippet isn't just a *new* name for an *old* motor car. It represents a complete new engineering principle . . . a combination of the most advanced European and American engineering thought.

To you, the Whippet offers four major advantages you have never found in any automobile of this type before . . . four improvements that have practically revolutionized the whole trend of American light car design.

New performance! Above and beyond anything you have learned to expect in a four-cylinder car. 55 miles an hour in comfort and safety. 5 to 30 miles an hour in 13 seconds. Stop-watch tests show that the Whippet accelerates 18 per cent faster than other light 4-cylinder cars. Power! You feel it the very

instant that your foot presses the accelerator closer to the floor.

No hill is too high for a Whippet. No road too rough. In countless gruelling tests . . . from Canada to Mexico . . . from the lowest point in Death Valley to the snow-capped peak of White Mountain . . . up Pike's Peak without boiling . . . the Whippet has broken world's records in the most impressive way. This car has stamina. It has engine smoothness and flexibility formerly found only in the highest priced cars.

"Thirty-five miles on a gallon"

In addition the Whippet offers you outstanding economy of "35 miles on a gallon" which no other light car can equal. Any Whippet owner will tell you that this is not an advertising claim, but a definite,

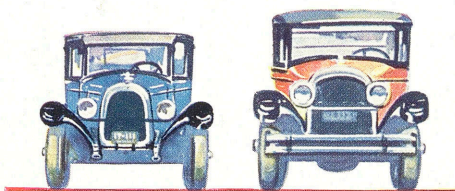
provable fact. Recent Whippet runs demonstrate this beyond any shadow of doubt. Omaha to New York at less than a cent a mile for gas and oil. And a great nation-wide economy test in which 5206 drivers averaged 46.3 miles per gallon.

Owners' records indicate that the average year's operating cost of the Whippet should save you from \$75 to \$150 in gas, oil, tires and mechanical upkeep.

New Safety Standards

To the light-car field the Whippet introduces three entirely new safety factors that add immeasurably to your comfort, security and motoring peace-of-mind.

4-wheel brakes are an integral part of this new car's chassis design . . . a necessity that light-car owners have not heretofore enjoyed.



Only 5 feet, 8 inches high. The low gravity center of the Whippet provides an entirely new factor of light car safety.

All brakes are 11 inches in diameter, completely encased, thus not susceptible to weather conditions. They provide one hundred and ninety-two square inches of braking surface—far more per pound of car weight than any other light car built today.

A Whippet will stop in 51 feet from a speed of 40 miles an hour.

Its center of gravity is extremely low, with ample road clearance. You can drive this car as fast as you like with the utmost ease of control; for no other light car ever hugged the road like this before.



Easy for women to drive. Spark, horn and throttle controls conveniently located on the steering wheel.

Without sidesway or slipping; without wandering or skidding; the Whippet fairly clings to the road, and zooms past other cars in a way that thrills you to the finger tips.

That high-up-in-the-air feeling is gone; here is an entirely new kind of riding comfort.

Clear vision front corner posts add another new factor to your driving safety. The Whippet is the first light car to offer you this extra protection. Slender, narrow corner posts remove the "blind spot" in the road and eliminate another driving hazard that light-car owners have always known.

Greater Comfort More Interior Room

Step into a Whippet and you will be surprised to find so much spacious

room and comfort. Due to its unique body and dash construction there is actually more leg room than in any other automobile of this price class.



Imagine what this saving will mean to you.

In the Whippet Coach for example there are 45 inches from dash to the front of the fore-seat cushion. Several inches more than you have been accustomed to.

44½ inches from the toe-board to the front of the rear seat cushion. Again several inches more than in other cars of this type.

All seats are placed in a naturally restful position so that you have complete relaxation as you ride. No more sitting bolt-upright. You ride *in* this car, not *on* it.

New Ease of Parking

Women who have driven the Whippet tell us it is the easiest car they have ever handled. The *one* car they can drive with complete peace-of-mind.

A Whippet will turn in a 34-foot circle . . . that's less than the width of an average city street. You can park in fourteen feet . . . which is much less than the space required for the ordinary car.

It is the only light car scientifically designed for parking at jammed curbs . . . for lightning get-away at

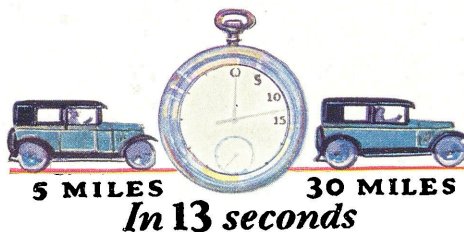
congested traffic crossings . . . for instant stopping in pedestrian-crowded city streets.

Success Without Precedent

Today, the Whippet's spectacular success is the talk of the industry. Men long seasoned in the selling of automobiles have never seen any new car win the good-will of millions so quickly or surely.

Already, thousands of Whippets are proving their right to leadership in the hands of enthusiastic owners throughout all America.

One owner from Toronto, Ont., writes, "I have driven my Whippet 3600 miles and have found it satisfactory beyond my greatest expectations. I have been driving 30 to 80 miles a day in northern Ontario where it takes a real car to stand up, for



the roads are terrible. I pull hills in high that many sixes cannot make. The 4-wheel brakes work perfectly and are badly needed in this territory. I feel that the Whippet is equal in value to cars in the \$1500 class and I am glad to recommend it to anyone for performance, ease in handling, and economy."

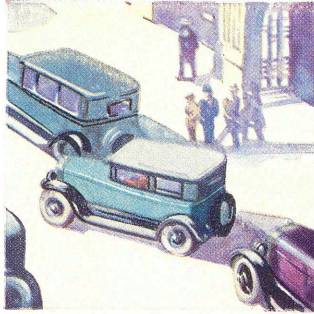
From Montreal, Que., another owner writes, "A few weeks ago I bought a Whippet and we are so happy with it that I want to congratulate the Willys-Overland Company for once more giving the people of Canada a car they want.

"My Whippet gives 37.2 miles to a gallon of gas and with 1500 miles on the speedometer, it has not used any additional oil. That is real economy. It rides and drives as good as some cars twice its size. Everyone admires it."

And still another letter from Hamilton, Ont., reads, "I have never driven a car that has given me the pleasure and satisfaction that I am getting out of the Whippet. We all get a real thrill out of its snap and

pick-up . . . instead of driving around some of the steep hills, now we go out looking for them."

"We have had eleven Overlands in our family," writes an owner from Winnipeg, "but I like the Whippet best."

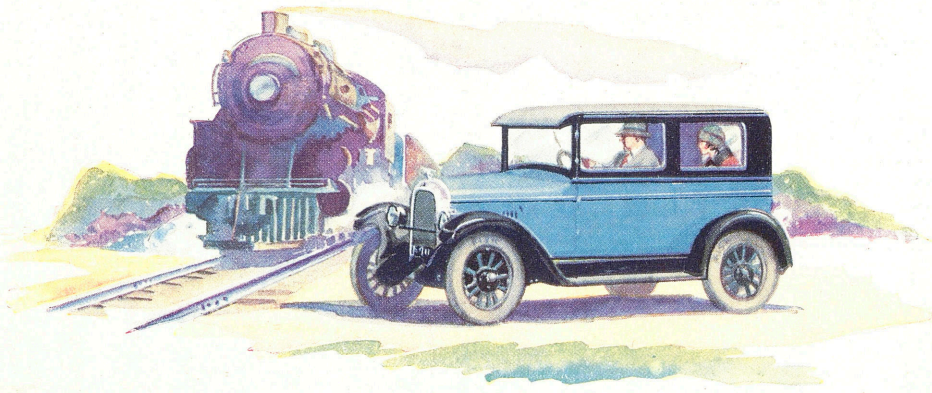


*Easiest car in America to park.
Turns in 34-foot circle . . . parks
at a 14-foot curb.*

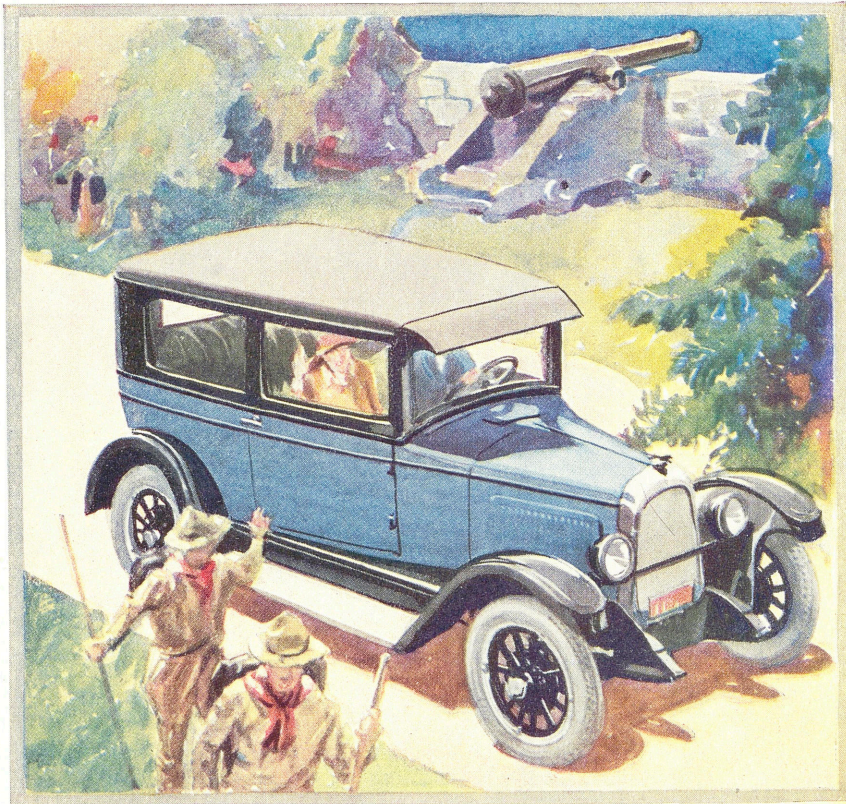
These letters tell the story of Whippet quality in a way that words can never describe.

The engineers who designed this car . . . and the men who built it . . . have worked without restrictions.

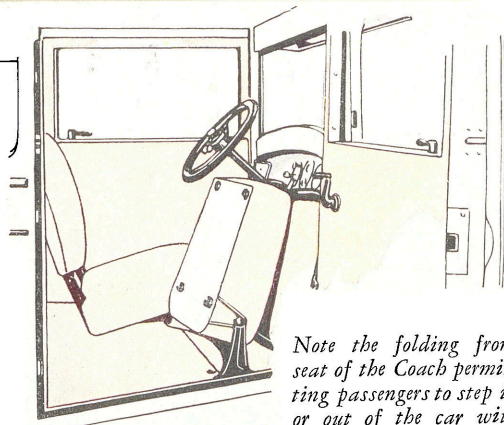
Nothing has been spared that would improve its engineering or its quality. From the standpoint of engineering, performance, and comfort, it has established an entirely new criterion by which all other light cars must be judged.



[11-inch 4-wheel brakes stop this car in 51 feet from speed of 40 miles an hour.]



HERE is conclusive evidence that a quality closed car need not be high priced. The modern design of this Whippet Coach is only partly reflected in its low-swung body—its long graceful lines. You cannot fully appreciate what these new engineering principles mean until you drive this wonderful automobile.



Note the folding front seat of the Coach permitting passengers to step in or out of the car with the utmost ease.



THIS beautiful Whippet Sedan adds a new style-note among the drab automobiles of conventional design. Note the long, low, and graceful lines; also the symmetrical proportion of height, breadth and length. The interior of the body is excep-

tionally roomy for a car of this size and weight . . . room for five full-sized passengers . . . room to stretch your legs with the utmost ease. Due to its ingenious dash construction there is actually more leg room than in any other car of this class.

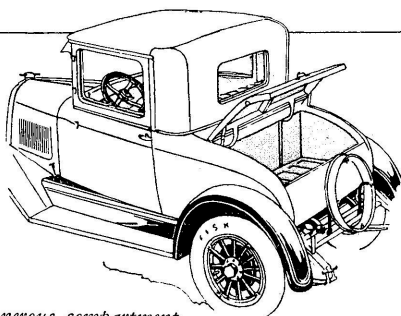


All front doors are hinged from the front, a feature of its modern design.

The seats are exceptionally wide . . . luxuriously comfortable. Upholstery is a beautiful, durable, long-wearing fabric that will last for years and years. A dome-light and a hand-

some walnut finished instrument board add to its unusually attractive and complete interior refinements. Quick-acting, crank-type regulators are provided on doors and windows.

Note the slender corner posts, one-piece windshield and cowl ventilator.

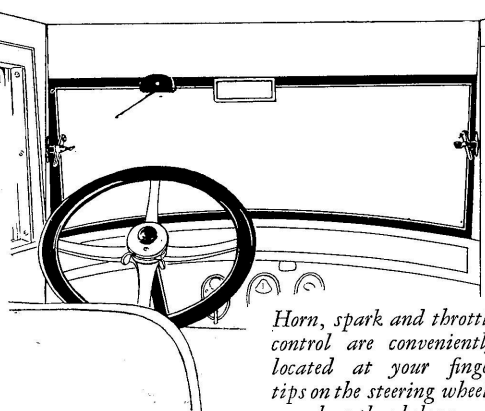


A generous compartment for the carrying of traveling bags and parcels is afforded in the rear deck of the Whippet Coupe.

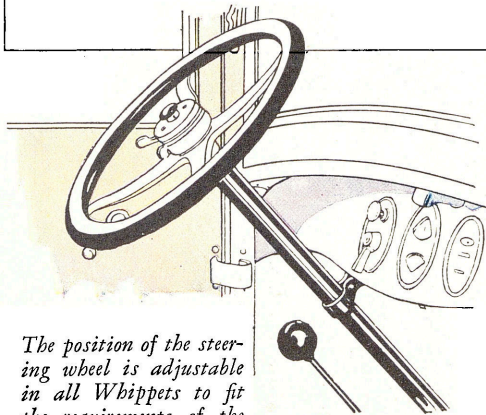
THIS beautiful Whippet Coupe offers every driving convenience for those who want a smart, distinctive personal car. External dimensions are exceptionally compact, yet the interior provides abundant room and comfort. Windows are very large . . . doors are broad . . . the seat is wide and luxuriously comfortable.



A CAR of regal beauty, brilliant performance, the Whippet Landau provides the very maximum of riding and driving comfort. Its long, low, graceful lines, distinctive Landau braces, and smart color combination blend harmoniously. Clear vision front corner posts, 4-wheel brakes and low gravity center make this an unusually safe car.

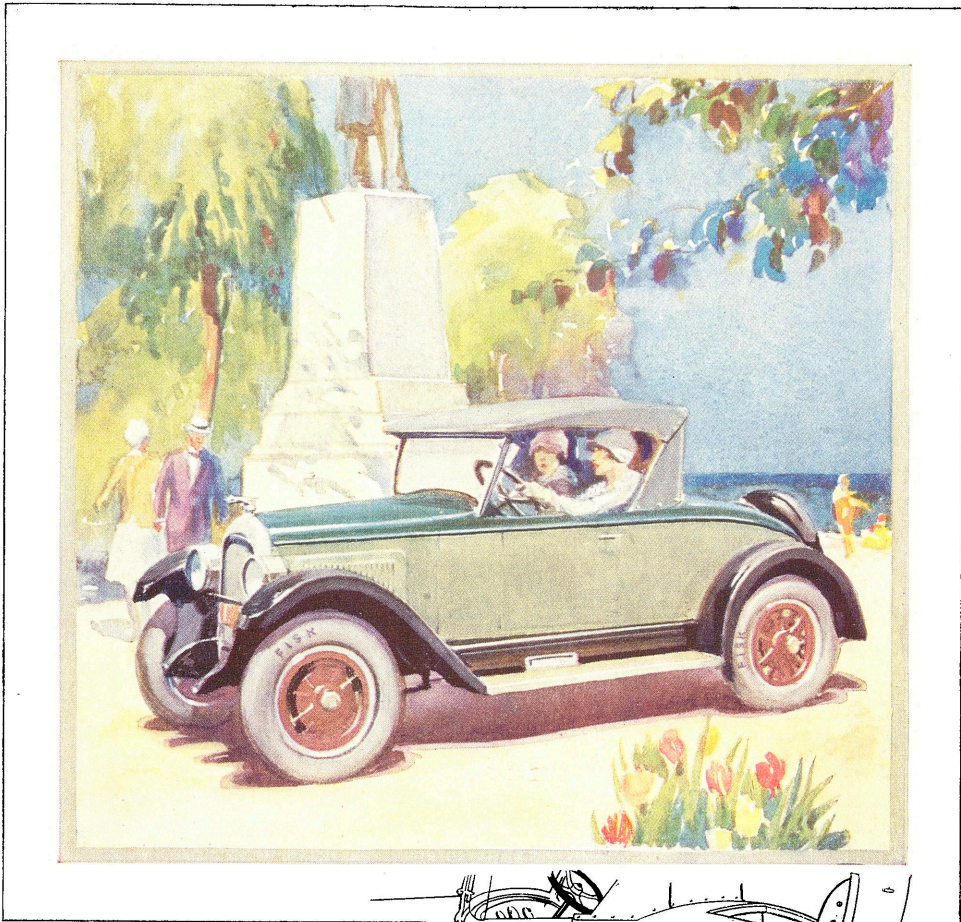


Horn, spark and throttle control are conveniently located at your finger tips on the steering wheel, where they belong.

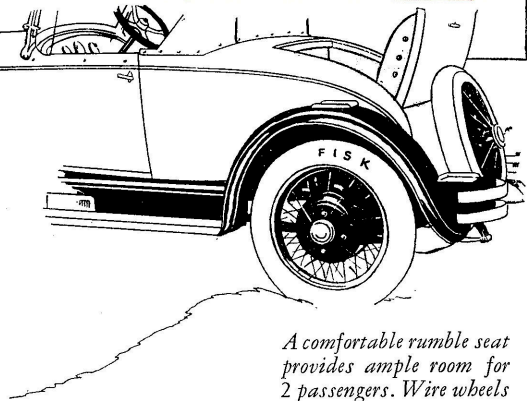


The position of the steering wheel is adjustable in all Whippets to fit the requirements of the individual driver.

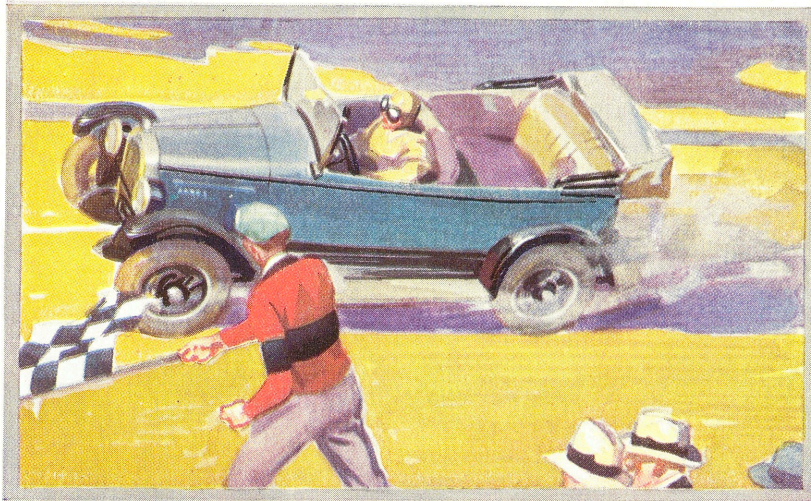
HERE is a real out-of-doors car . . . the Whippet Touring. Fast . . . powerful . . . easy to drive . . . its performance will thrill you to the finger tips. Plenty of room for five full-sized passengers. The Whippet Touring is beautifully finished with durable triple-coated lacquer that will retain its lustrous beauty for many years.



At the Country Club, on the College Campus, this Whippet Collegiate Roadster is always at home. This is the car of "youth", a flashing, dashing car of brilliant performance. Smart . . . distinctive, beautiful beyond description. 55 miles an hour, safely. More power than you will ever use. A "Whippet" in sport clothes.



A comfortable rumble seat provides ample room for 2 passengers. Wire wheels are optional at slight increase in cost.



NEW PERFORMANCE RECORDS

Below are listed some of the more important Whippet performance records. They tell the story of Whippet economy, stamina and dependability in a way that words cannot describe.

Rockingham Speedway, Salem, New Hampshire, 500 miles in 10 hours, 23 minutes, 14 seconds.

Boston, Mass., to Montreal, 346 miles 10 gallons of fuel, average 34.6 miles per gallon.

1000 miles non-stop run, Charlottetown, P. E. I., through heavy city traffic—average 33 miles to the gallon.

Detroit to Reading, Pennsylvania, 618 miles in 16 hours, 43 minutes, average 33.7 miles to the gallon.

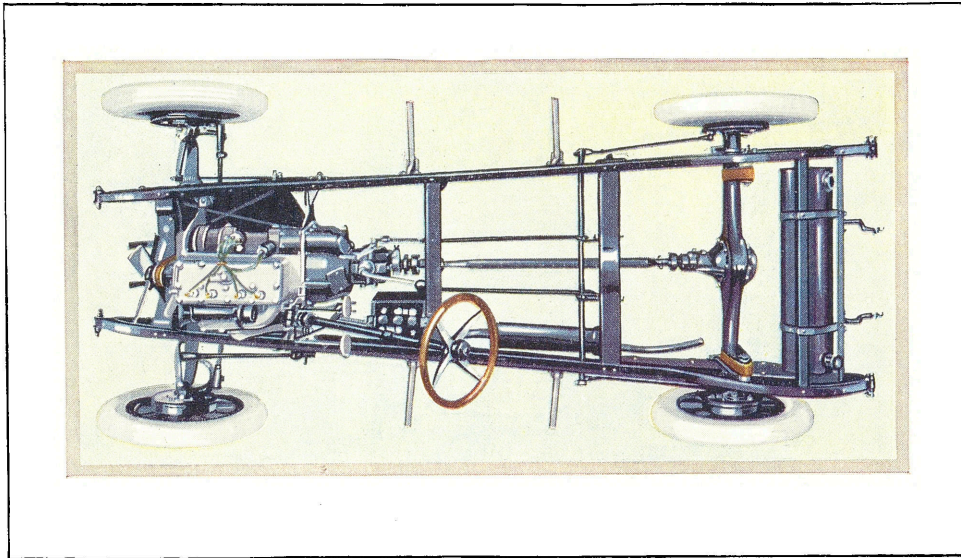
5205 drivers average 46.3 miles to gallon in recent Whippet nationwide economy tests.

From Canada, to Mexico, 1845 miles, average 35.1 miles to gallon.

14 Whippets in non-stop runs travel total of 27,969 miles, average 33.9 miles to gallon.

Non-stop run to Pike's Peak in one hour, 13 minutes.

Death Valley, 284 feet below sea level to 13,150 feet above sea level.



NEW STANDARDS OF MECHANICAL DESIGN

The new principles . . . the new ideas . . . the new standards of design in the Whippet are bound to change your whole conception of light-car mechanical features.

Its high torque motor of $3\frac{1}{8}$ -inch bore by $4\frac{3}{8}$ -inch stroke is by far the most efficient light car engine made in America. It develops more horsepower per cubic inch of piston displacement and pound of car weight than any other light 4-cylinder engine.

It has an 80-pound torque, this means

greater pulling power, the ability to master hills without shifting gears.

Because of this greater efficiency, the motor of the Whippet costs more to build, yet less to maintain, than any other light car engine made today. The Whippet is the only light 4-cylinder car that has the modern force-feed oiling system throughout the engine, instead of depending in whole or in part on the old-fashioned splash.

Silent chain front-end drive is another outstanding feature.

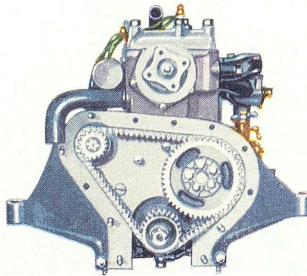


Illustration shows silent front-end chain drive of Whippet.

CONDENSED SPECIFICATIONS

ENGINE: Four cylinders; $3\frac{1}{8}$ " bore, $4\frac{3}{8}$ " stroke. L-head type. Cylinders and crankcase monobloc casting; removable cylinder head. Three-bearing drilled crankshaft. Cast iron pistons. S. A. E. horsepower 15.6; actual brake horsepower 31. Special chrome alloy steel valves. Silent timing chain.

LUBRICATION: Force feed for crankshaft, camshaft and connecting rod bearings, and timing chain; spray for pistons and valve action. Pressure gauge on instrument board. Oil capacity $3\frac{1}{2}$ quarts.

COOLING SYSTEM: Pump circulation. Cellular radiator. Capacity $2\frac{1}{4}$ gallons. Aeroplane type fan.

CLUTCH: Single plate dry disc Borg & Beck type, insuring velvety action. Entirely enclosed and protected from dust and grit.

TRANSMISSION: In unit with engine and clutch. Selective sliding gear type; three speeds forward, one reverse. Single shaft, ball type shift lever.

REAR AXLE: Semi-floating; removable shaft type; one-piece differential case; nickel steel spiral bevel ring gear and pinion; Timken adjustable roller

bearings throughout—on wheels, on differential and on pinion gear shaft. Banjo-type housing.

FRONT AXLE: Drop-forged, heat-treated alloy steel, I-beam section. Timken bearings in front wheels.

STEERING GEAR: Full worm and gear type. Irreversible.

ELECTRIC SYSTEM: Auto-Lite, double unit, six-volt starting, lighting and ignition. Bendix drive on starting motor. Large Prest-O-Lite battery.

BRAKES: Bendix type internal expanding. Service brake operating on all four wheels, emergency brake operating on rear wheels only.

SPRINGS: Chrome vanadium steel, semi-elliptic. Front springs 33" long, rear springs 49" long.

WHEELS: Artillery type. Full balloon tires.

EQUIPMENT: Magnetic speedometer, oil gauge, ammeter, motor driven horn, cowl ventilator, windshield wiper, tire carrier and extra rim; set of tools, including jack and pump. Sedan and Landau equipped with dome light.

We reserve the right to change prices and specifications without notice.

WILLYS-OVERLAND SALES CO. LIMITED, TORONTO, CANADA

Branches: Toronto Montreal Winnipeg

WILLYS-OVERLAND, Inc., TOLEDO, OHIO

