



The Latest
Willys
KNIGHT
Motor Cars
Sleeve-Valve Motor
Model 88-4
\$1800
f.o.b. Toronto

Brief Specifications

New double cowl body
 40 horsepower four cylinder sleeve-valve motor
 121 inch wheelbase
 Seven passenger seating capacity
 34 x 4½ inch tires—non-skid rear

Cantilever rear springs
 Auto-Lite starting and lighting system
 Electric switches on steering column
 Vacuum tank fuel feed
 Gasoline tank in rear with gauge
 Motor-meter

**Reviewing a Great Success
 —and Its Successor**

Just about one year ago the whole country was sitting on edge in anticipation of our introducing the sleeve-valve Knight motored cars.

Everyone knew that practically all of the leading European car manufacturers had adopted the sleeve-valve motor in preference to all others. Everyone knew of its wide and sweeping success.

So they patiently waited:

In Europe the Knight-motored car had been selling at from \$4000 to \$8000.

But it had been rumored that we would offer a Knight motored car at a price that would be revolutionary.

So thousands of people who were on the verge of buying other cars—waited.

Then came the Willys-Knight announcement.

From our initial announcement alone our production was oversold for six months.

As the new Willys-Knight cars went into use and the remark-

able ability of the motor received actual demonstration, thousands and thousands of additional orders continued to pour in.

On all sides people were astounded at the Willys-Knight performance.

The smoothness of operation; the practical elimination of gear shifting; the absence of carbon troubles; the giant power, coupled with extreme quietness; its economy and all around simplicity immediately established a new standard of motor car efficiency.

So that today the Willys-Knight motor car is pointed to and conceded to be one of the great substantial successes of the industry.

With considerable gratification we now make another Willys-Knight announcement.

Of the sleeve-valve motor we need say but little. In the hands of tens of thousands of owners it has stood up and de-

livered far in excess of any of our descriptions or claims. Probably the most distinguished feature of the new Willys-Knight is the striking body design.

The body is much longer—and lower. It has that fashionable double cowl feature. The new harmonious and graceful lines now make the Willys-Knight one of the most attractive motor cars of the year.

The wheelbase has been lengthened to 121 inches.

It now seats seven passengers. The rear springs are now cantilever—the easiest riding springs in the world.

The quiet spiral bevel drive gears are continued.

Finished in rich French Blue with battleship gray wheels, and highly polished aluminum fittings, this newest Willys-Knight is now one of the country's smartest motor cars.

Demonstrations now.

Catalog on request. Please address Dept. 818
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 Head Office and Works, West Toronto, Ont.