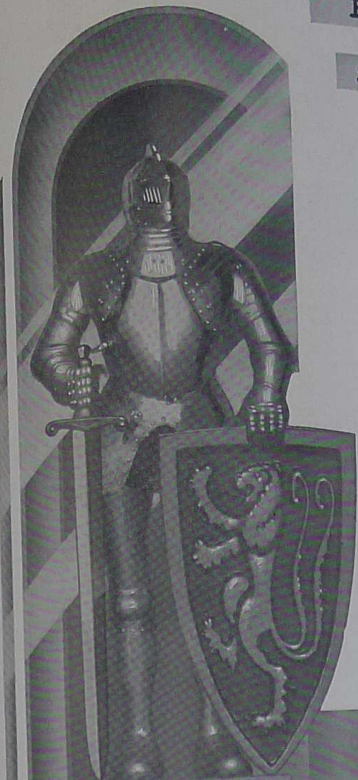


The CAR THAT PROCLAIMS ESTABLISHED SOCIAL STANDING



The flattering preference accorded Willys-Knight by Canada's oldest and finest families is paralleled only by the preference shown Knight-motored cars in the highest social circles of Europe... including King George—the Prince of Wales—King Alfonso—and half the peerage of the continent.

Such tributes speak for themselves. Yet this year the new Willys-Knight Great Six, powered by this same type of motor, lays even further claim to approval. Dashing style, virile action and exquisite interior refinements make it even more distinctive and luxurious than ever.

The Knight double sleeve-valve engine is the only engine that does not need costly valve grinding and carbon removing... whose smoothness and power is still undiminished after one hundred thousand miles of driving.

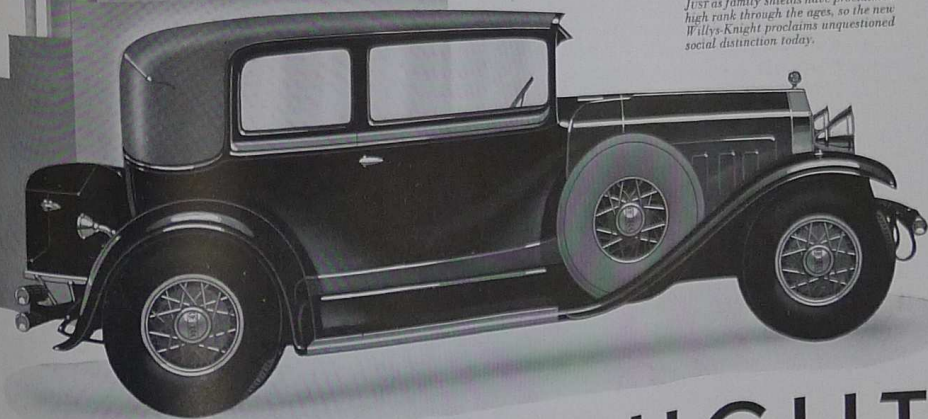
Other Willys-Knight Great Six features are: seven-bearing crankshaft... 4 hydraulic two-way shock absorbers... one-shot lubrication... full internal four-wheel brakes... manual heat control... automatic radiator shutters. Add to these the super-power of the smooth, silent motor and the luxurious fineness of body and chassis and you have qualities which reflect to an unequalled degree that subtle attribute—prestige.

Great Six Sedan, Touring, Roadster, 4-passenger Coupe (as illustrated) all \$2675, (6 wire wheels and trunk rack included.) The new Willys-Knight "70B" ranges from \$1275 to \$1575. All prices f.o.b. factory, Toronto. Taxes extra. Willys-Overland Sales Co., Limited, Toronto, Ont. Branches: Toronto, Montreal, Winnipeg.

SHIELDS of the design illustrated here represented the rank and prestige of the great house of Hastings during the 15th century



Just as family shields have proclaimed high rank through the ages, so the new Willys-Knight proclaims unquestioned social distinction today.



WILLYS-KNIGHT

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