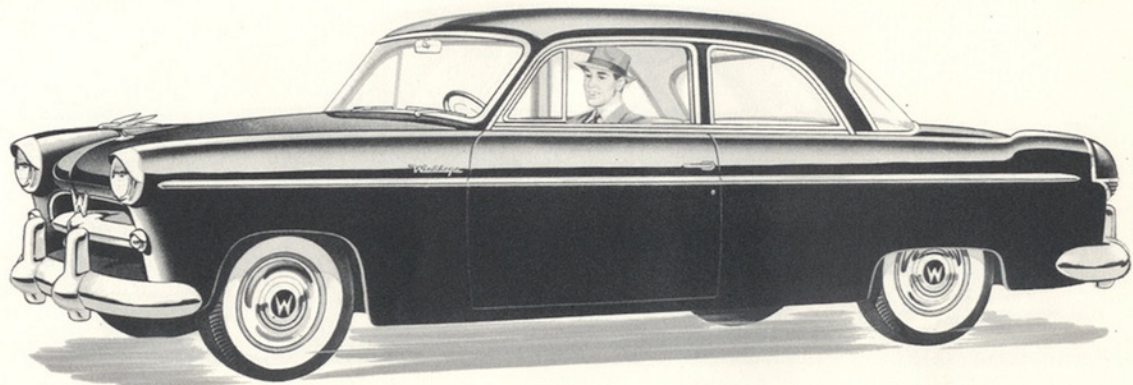


CONFIDENTIAL

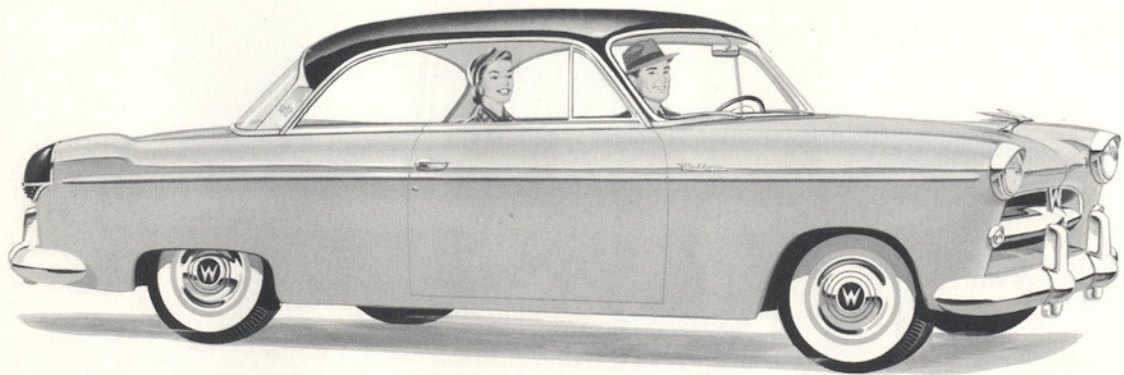


Private preview of the **NEW 1954** *Aero* **WILLYS**

Herewith is a private showing of the Willys cars that will (as you will learn) enable you to “step out in front” in ’54.



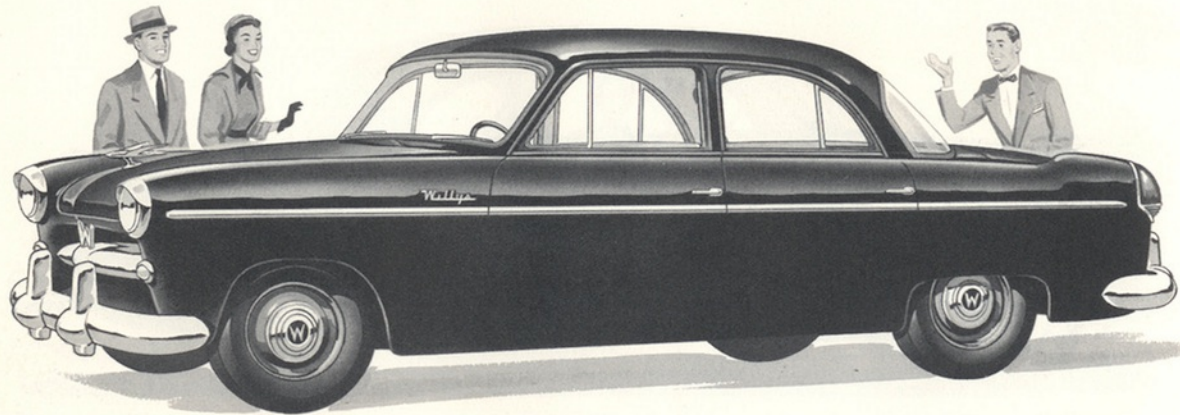
THE Aero WILLYS "Ace"



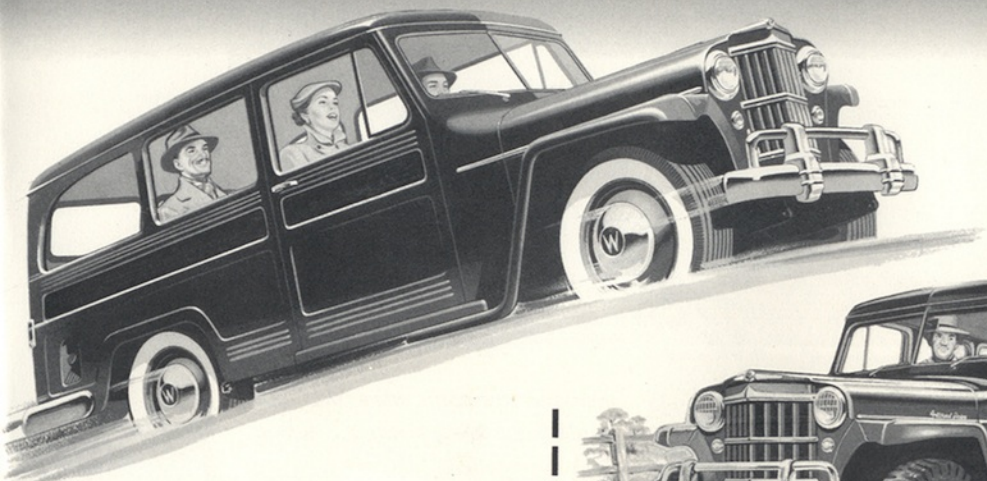
THE *Aero* **WILLYS** "Eagle"



THE *Aero* **WILLYS** *Eagle Custom*



THE *Aero* WILLYS *Lark*



WILLYS *De Luxe Station Wagon*



WILLYS *4-Wheel-Drive Station Wagon*

P.S.

*For the dramatic story that you
can't find in these pictures...watch
your local papers.*

Kaiser-Willys Sales Division,
Willys Motors, Inc., Toledo 1, O.