



What we mean when we say...



America's Most Useful Vehicles'

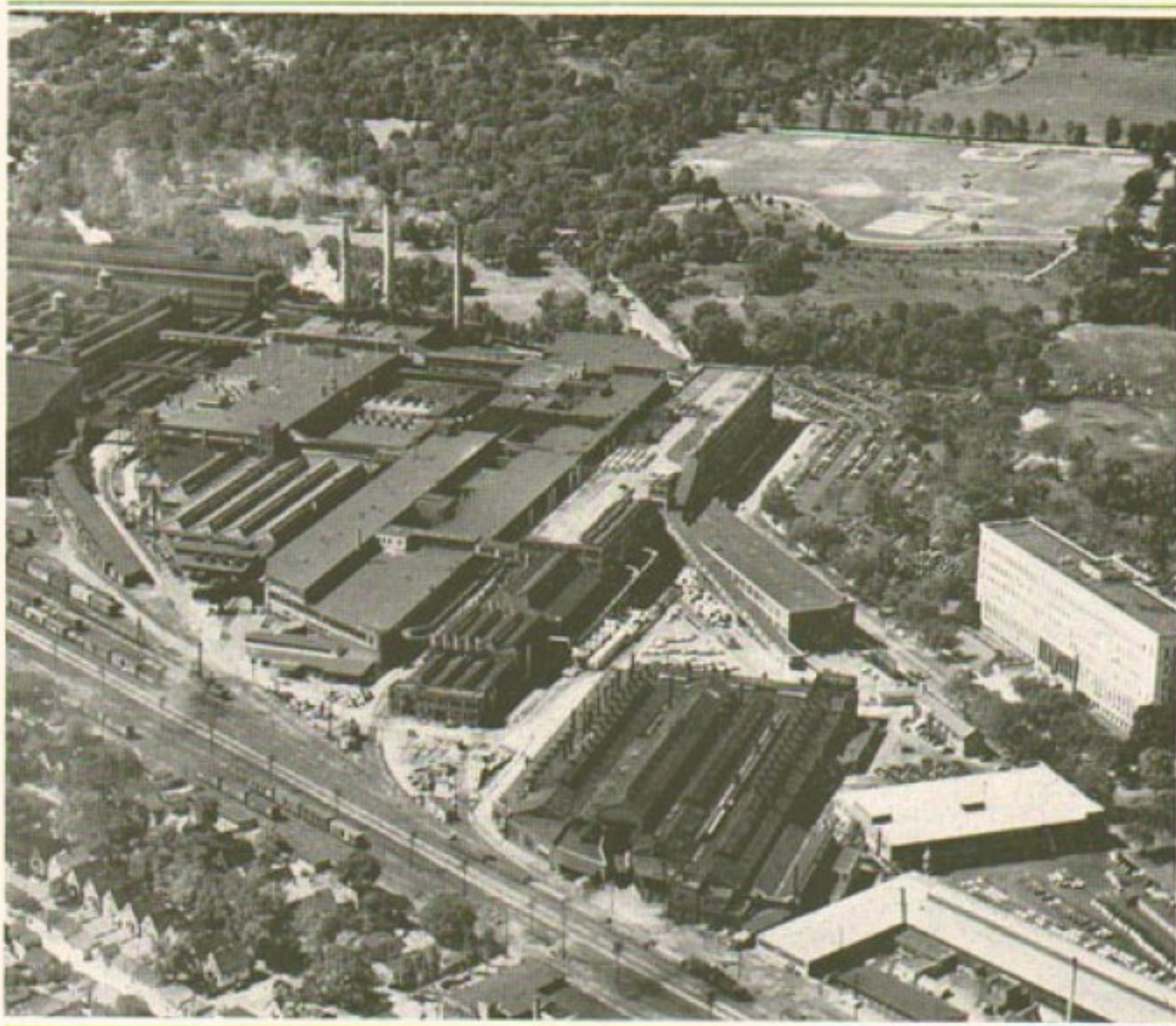
WILLYS-OVERLAND MOTORS, INC., TOLEDO 1, OHIO

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*'America's Most
Useful Vehicles'*



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C O P Y R I G H T 1 9 4 3



Willys-Overland Motors, Inc., Home of "America's Most Useful Vehicles"

FOREWORD

WILLYS-OVERLAND is a company with a philosophy — a simple, basic philosophy which holds that a motor vehicle is man's servant to make his toil lighter, to increase the value of his day's work, and to heighten the enjoyment of his leisure hours.

With the natural resources of the earth drained by the prodigious waste of six years of world-wide warfare and the exhaustive demands of the recovery effort, it is the Willys-Overland conviction that now more than ever these basic functions of motor transport must be abundantly provided through the most efficient use of available materials.

(Continued on next page)

We realize that the world's resources of petroleum are not inexhaustible, that there are limits to the amount of iron ore, copper, zinc and lead that can be drawn out of the earth each year, and that the hard-pressed capacity for finished steel must be carefully directed to the most efficient uses.

As one of the largest consumers of these valuable but limited raw materials, it is the auto industry's task to use its share most effectively, and frugally in providing for the ever-growing motor transport needs of modern life. The day of wastage is over.

To this end the Willys-Overland line of vehicles has been dedicated. Providing smart, functional appearance that combines beauty with usefulness, the Willys-Overland design has eliminated the waste use of chrome and steel in pointless furbelows that drain heavily and futilely on power and fuel.

Each vehicle in the Willys-Overland line is designed for specific useful purposes beyond the mere satisfaction of vanity, without sacrificing one ounce of the modern, practical beauty of styling which arouses natural pride of ownership.

Willys-Overland vehicles serve multiple needs on the farm, in industry, and in commerce in addition to providing swift, easy to handle transportation.

The whole sweep of economic currents, now permanently a part of the world's problem of transportation, is demanding the kind of vehicles Willys-Overland is building.

Head of the Willys-Overland family of utility vehicles is the Universal Jeep, which, like its war-time counterpart, is now doing yeoman's service in the four corners of the earth.

Because of its unique and distinctive features, the Universal Jeep defies grouping in any of the usual automotive classifications. With its rugged construction, its power take-off and 4-wheel drive, the Universal Jeep is a utilitarian combination of tractor, mobile power unit, light truck and passenger carrier.

Second in the post-war line of Willys-Overland products is the Jeep Station Wagon, a roomy, economical 4-cylinder passenger car that can be quickly converted to commercial uses.

The station wagon is also available with a 6-cylinder engine, providing extra motive power where needed, but at the same time maintaining economy of performance. A station wagon with 4-wheel drive, furnishing tractive power for off-the-road operation, also is scheduled for production early in 1949.

Extensive use of the station wagon as a cargo carrier by private owners has indicated the need for an in-between vehicle, bridging the gap between a straight panel delivery truck and a passenger station wagon. To meet this need, Willys-Overland designers have created the Jeep "Utility Wagon," built along the basic lines of the station wagon. To provide a functional vehicle at minimum cost, the "Utility Wagon" has been adapted from the station wagon by elimination of the overdrive and passenger seats. In this car, the station wagon's simulated wood panel is replaced by a solid color. Better than 98 cubic feet of cargo space is provided in its roomy functional body.

After the Jeep Station Wagon, Willys-Overland introduced the Panel Delivery Truck, the 2 and 4-Wheel Drive Trucks, the Station Sedan, and the new sports phaeton, the Jeepster. All are descendants of the Universal Jeep and are heirs to their distinguished forebear's rugged simplicity, economy of operation and functional design.

Versatile, as demonstrated by the myriad uses to which they have been put, and adaptable to the ever-growing needs of commerce, industry, and agriculture, the Willys-Overland line may truly be said to be "America's Most Useful Vehicles."



Jeep Station Wagon

The Jeep Station Wagon is a comfortable family passenger car, a station wagon that has fast become a familiar sight on the urban American scene.

The Jeep Station Wagon has a longer wheelbase—104 inches compared to 80 inches for the Jeep—with special emphasis on passenger car riding comfort.

While it is true that its designers had foremost in mind an economical four-cylinder family car, it nevertheless is a fact that this car has become popular as a light commercial carrier, for the Jeep Station Wagon has inherited the usefulness so characteristic of the entire Willys-Overland line.

The Jeep Station Wagon, with all-steel body, is big and roomy. Seats are readily removable to provide 98 cubic feet of cargo space. Extra large windows assure maximum visibility. Its compactness assures easy maneuverability in traffic, and ease of parking. Standardization of parts in the entire Willys-Overland line assures economical maintenance and repair. Its 4-cylinder engine, with an overdrive, provides stamina, performance and economy of fuel consumption.

Numerous types of fleets and retail establishments are putting the Station Wagon to profitable use. Small businessmen and veterans making the venture into private enterprise on their own are gaining double value out of the vehicle, using it as a part of their capital equipment by day and a family passenger car after business hours.

The 6-cylinder Jeep Station Wagon affords added power where needed, along with all the features of the "four."

For those who want selective off-the-road tractive power, Willys-Overland soon will produce a 4-wheel drive station wagon embodying the popular features of the standard Jeep Station Wagon with added advantages of four-wheel drive.

Further rounding out the station wagon line is the "Utility Wagon." Functional as a light cargo carrier, with basic lines of the station wagon, this 4-cylinder car has no overdrive. Passenger seats are removed to provide better than 98 cubic feet of cargo space.





The four-cylinder Jeep Station Wagon. With all-steel body and removable seats, the Station Wagon is a dual purpose car that can be used for almost anything



COVERING THE NEWS



AT THE AIRPORT



FOR THE SPORTSMAN

Jeep Station Sedan

The introduction of the 6-cylinder Jeep Station Sedan may well be considered a milestone in modern automotive history as well as an important step in the development of the well-rounded line of Willys-Overland vehicles.

The Station Sedan is proof that a luxurious, comfortable, and beautiful passenger car can be built without wasteful use of sheet steel and other vitally-needed raw materials.

Its roomy interior offers comfort and convenience for six passengers, with ample storage space. Its engineering details provide ease of handling in traffic and on the highway. Its six-cylinder engine, with overdrive as standard equipment, offers smooth operation and steady-pulling power, with an economy of fuel consumption that is so urgently required under present day conditions.

Using the all-steel body developed for the Jeep Station Wagon, which was the first such station wagon construction in the automotive industry, Willys-Overland designers have produced a car in the Station Sedan that offers real advantages to the motoring public of today.



PARKING MADE EASY



ROOMY LUGGAGE SPACE



SMART APPOINTMENTS



The 6-cylinder Jeep Station Sedan, an entirely different type of car designed to provide interior roominess, riding comfort, traffic adaptability and operating economy



GRACES ANY DRIVEWAY



DESIGNED FOR SMART TRAVEL

Jeepster, Sports Phaeton

The Jeepster, glamour vehicle of the Willys-Overland line, is built for pleasure use, but it also serves a more serious purpose. It is the embodiment of the Willys-Overland conviction that the needs and demands of the motoring public can be met superbly without waste of steel, power and fuel.

Weighing 2,500 pounds, lighter than any other standard-sized American car, the Jeepster has a distinctive continental styling that proves that motor car beauty can be provided without the excessive use of chrome and steel.

The smooth-riding results of its even distribution of weight and carefully engineered springing and steering mechanism are proof that passenger car riding comfort is not dependent upon sheer weight.

The economy of its Jeep engine, equipped with overdrive, as in the entire Jeep passenger car line, demonstrates that luxurious motoring need not be expensive in fuel consumption and maintenance.

The first of the light-weight, standard-sized vehicles so long promised the American public, the Jeepster seats five adult passengers comfortably. It is capable of speeds of upwards to 70 miles an hour, and can go as far as 30 miles on a single gallon of gasoline. As a tribute to the beauty of its distinctive styling, the Jeepster has been used as the centerpiece in world-famous fashion displays.

With its comfort, performance and beauty, the Jeepster has opened a new era in passenger car design.



SCORNS CRAMPED SPACES



RIDING LOW WIDE AND HANDSOME



FULL WEATHER PROTECTION



The Jeepster, a smart, smooth-riding phaeton that combines the features of economy and performance so notable in other cars of the Willys-Overland line



Universal Jeep

Universal is the word for the Jeep. To an extent never before dreamed of in the auto industry, it is a vehicle that is all things to all men. To the farmer the Jeep is a tractor, a mobile power plant, a carry-all, and an efficient piece of passenger transportation.

To the business man, it is a new tool to aid the smooth flow of work in his factory. To the rancher, the oil man, the sportsman, the missionary—the Jeep is quick and easy access to places heretofore inaccessible by motor vehicle.

Willys-Overland has produced well over 200,000 of these sturdy work horses since the end of the war. More than half of these have been sent to farms the world over, and nearly an equal number have been sent into the channels of business to bring a new concept of the motor vehicle's role in commerce and industry.

On farms the Jeep is being used to pull plows, discs, harrows, rakes, mowers and trailers. With its power take-off, it is being used as a mobile power plant to operate such varied equipment as corn shellers and binders, hammer mills, saws, sprayers, and post hole diggers.

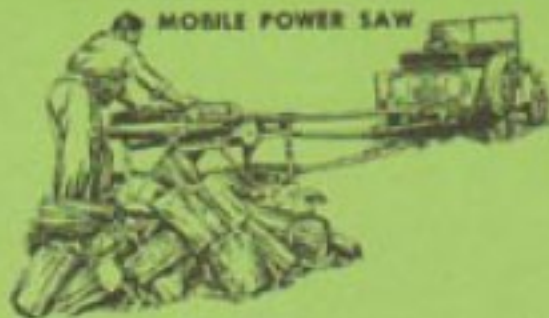
In commerce and industry the Jeep is being used as a plant tractor, tow truck, snow plow, fire truck, personnel carrier, and light delivery truck. It is supplying the power to a wide variety of industrial equipment, including air compressors, arc welders, lifts and cranes.

Well over 200 specialized uses of the Jeep have already been recorded and the list is by no means yet complete, for the functional basic Jeep design is an invitation to capable workmen everywhere to find new tasks for the vehicle, as well as a challenge to the far-seeing manufacturer to adapt or devise new tools for increased usefulness when teamed with the Universal Jeep.

FLOW HORSE

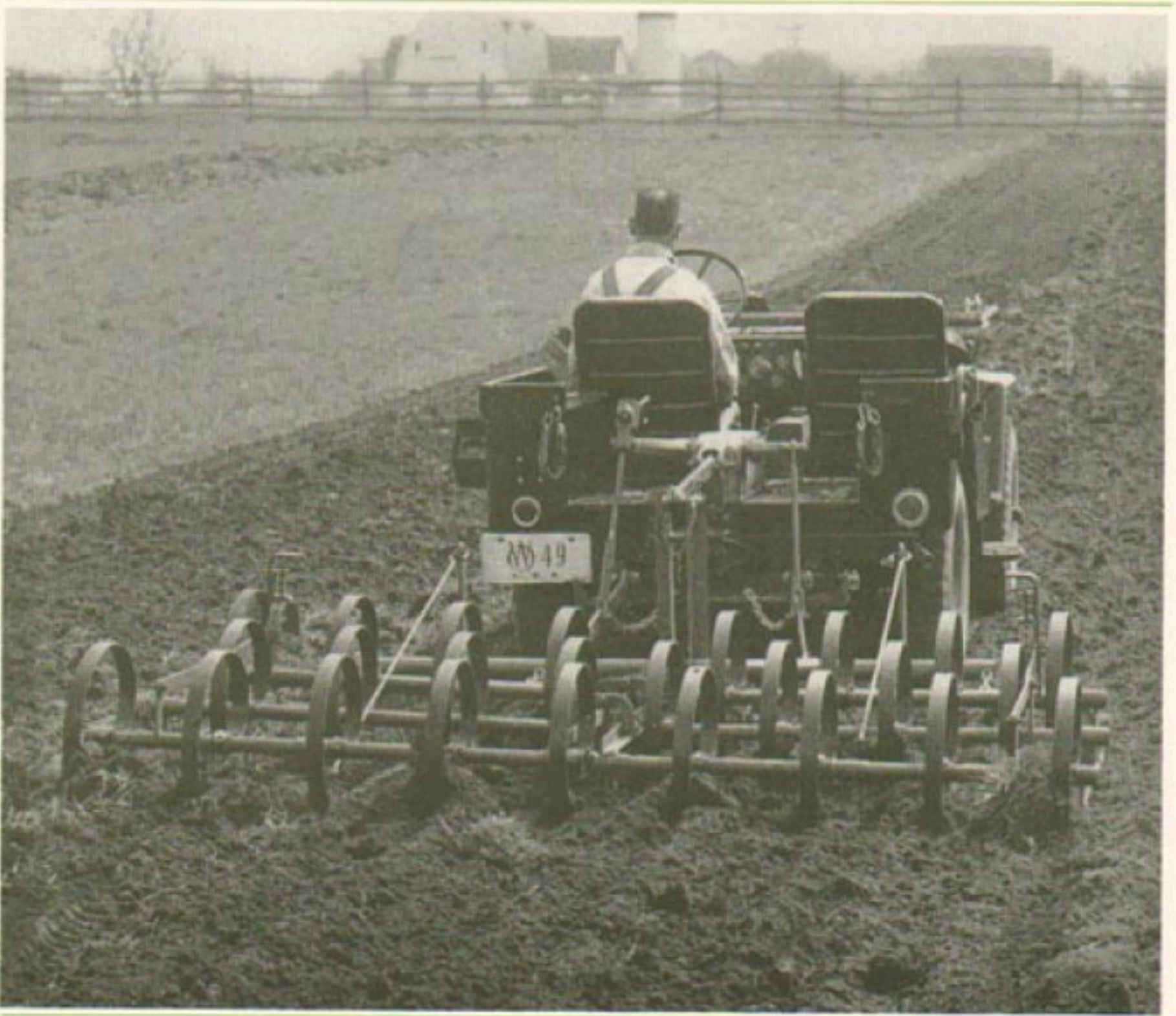


MOBILE POWER SAW



SPRAYING ORCHARDS





The Universal Jeep, basic vehicle from which have come all other units of the Willys-Overland line of cars. Designed for the toughest jobs, it is filling a long felt need in industry and agriculture



Panel Delivery Truck

The Jeep Panel Delivery Truck is yet another example of the functional versatility of the basic Willys-Overland design. A natural outgrowth of the Jeep Station Wagon, the Panel Delivery is answering one of the most urgent truck needs of the postwar period.

Fleet owners and small businesses are applying this vehicle to their motor transport needs, taking full advantage of its extremely low cost of operation and spacious all-steel panel body.

The familiar Jeep lines on the longer wheelbase of the Panel Delivery have become the calling card for numerous enterprises—for the grocer, the dry cleaner, the launderer, the tobacco jobber, and the specialty shop. With its gross vehicle weight of 4,000 pounds and a rated payload of $\frac{1}{2}$ ton, the Jeep Panel Delivery is ideally suited to the needs of retail establishments which must use motor transport to conduct their business.

The size of the vehicle, the ease with which it may be parked, and its ready maneuverability in traffic give a practical demonstration of what the auto manufacturer can do toward helping to solve the steadily-growing problem of vehicular congestion in metropolitan areas.

With the wide variety of commercial needs it serves, its contribution toward solving serious urban traffic problems, and its basic economy of operation and design, the Jeep Panel Delivery is doing its share in maintaining Willys-Overland's reputation as a builder of useful vehicles.

AND WHEREVER NEEDED FOR SWIFT, ECONOMICAL DELIVERY SERVICE





The Jeep Panel Delivery Truck, powered by the highly efficient Jeep engine, is ideal for grocers, florists, dry cleaners, laundries, and specialty shops



Two-Wheel Drive Truck

Jeep 2-Wheel Drive Trucks, rated at 4,700 and 5,300 pounds gross vehicle weight, serve in the broadest field of truck uses. In four body styles—the pick-up, platform stake, canopy, and van—Jeep trucks are making an important contribution toward sustaining the vital flow of raw materials and finished products.

Fuel, timber and ore, farm produce, livestock, and dairy products, apparel, beverages, and foods are being hauled by Jeep trucks the world over. In government services, highway departments, public utilities, the construction and communications industries are making value-producing use of this vehicle.

Jeep trucks are doing all the things that have made the medium-duty field so important in the truck industry's growth. They are doing these tasks with the traditional Willys-Overland low cost of operation, ease and economy of maintenance, rugged build, and dependable performance.

Maintaining the Willys-Overland reputation for making the most useful vehicles, the Jeep truck is playing an important part in the motor truck industry's vital contribution to present day economic life and modern standards of living.



A VAN WHERE NEEDED



EXPEDITES BULK DELIVERY



PRODUCE DEALER'S HANDYMAN

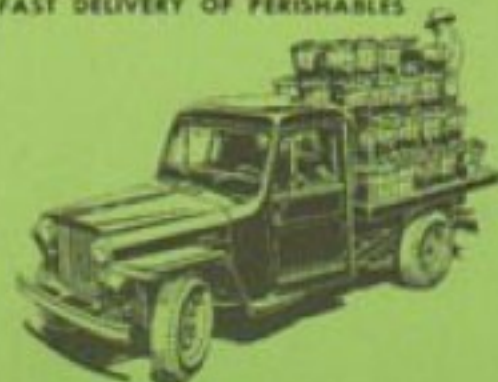


The Two-Wheel Drive Truck has four body styles on 118" wheelbase. Its low-cost operation, ease and economy of maintenance, gives this truck outstanding performance



ON THE JOB—TO DO THE JOB

FAST DELIVERY OF PERISHABLES



Four-Wheel Drive Truck

The Jeep 4-Wheel Drive Truck tackles jobs never before expected of a vehicle in its size and weight classification.

With its front wheel drive engaged to provide traction to all four wheels, this Jeep truck can take on-the-road and off-the-road conditions that would defeat any less valiant truck. Steep grades, snow, sand, muck, and mire cannot keep it from its appointed tasks.

The Jeep 4-Wheel Drive Truck is in its element when work is to be done in rough terrain. Quarries, timber stands, oil fields, farms, and ranges are being worked more efficiently today, thanks to this giant of the Willys-Overland line.

To enhance its usefulness further it has the optional rear power take-off which makes the truck a mobile power unit to operate belt and shaft-driven equipment.

For more ordinary trucking chores on hard-surfaced roads, the vehicle is quickly shifted to a conventional two-wheel drive truck, ready to lend its one-ton cargo capacity and powerful, economical Jeep engine to essential over-the-road tasks.

The Jeep 4-Wheel Drive Truck, like all the work-vehicles in the Willys-Overland line, is setting new standards for the motor industry for efficient hauling, low running costs, ease of maintenance, and years of use.

GENERAL UTILITY



HAULING FREIGHT



HANDLES BULKY LOADS WITH EASE



The Four-Wheel-Drive Truck, with a rated one-ton payload, meets the needs of truck users who want two-wheel drive economy on hard roads, plus selective four-wheel drive for extra tractive power



DUTY IN THE 'BACK 40'



A LIFT TO NEW CONSTRUCTION

Jeep Fire Truck

The Jeep Fire Truck provides another colorful illustration of the useful versatility of Willys-Overland vehicles.

Answering a long-felt need for an efficient, maneuverable low-cost fire fighter, the Jeep Fire Truck is finding a broad field for its usefulness.

The vehicle is standing fire guard in industrial plants, refineries, forest areas, villages, camps, farming communities, ranches, and resorts. In large cities it is serving as a valuable piece of auxiliary equipment for first runs and outlying districts.

The basic usefulness of the Jeep Fire Truck is provided by its rugged construction and selective two- and four-wheel drive which permits speeds of up to 50 miles per hour on the open road and off-the-road access to remote buildings and water supplies.

The 80-inch wheelbase, permitting an 18-foot turning radius, makes use of the Jeep Fire Truck possible in restricted quarters inaccessible to the larger types of fire-fighting equipment.

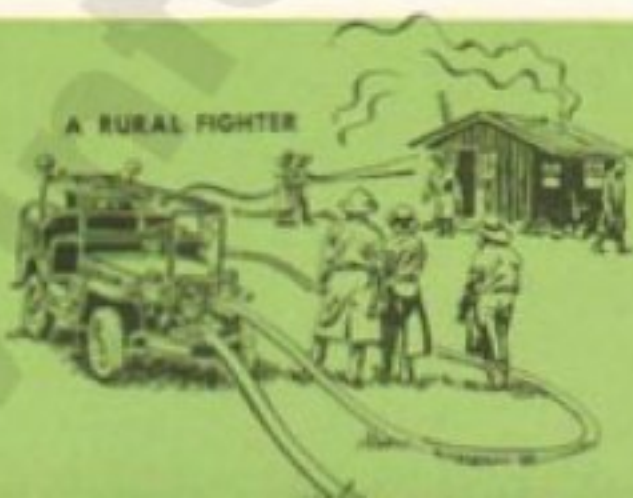
The powerful centrifugal pump, operated from the front power take-off, permits the unit to draw water from all sources—wells, cisterns, ponds, lakes or streams, as well as standard fire hydrants. A tank trailer is also available so that water supply can be carried along with the unit where needed.

In the service this vehicle is performing in providing efficient, maneuverable, low-cost fire protection to life and property, the Jeep Fire Truck is a worthy member of the Willys-Overland family of America's most useful vehicles.





The Jeep Fire Truck, the fire fighter for the volunteer department, industrial plant, and municipal auxiliary unit where larger, more costly to operate equipment is not required



FORGE, PRESS, FOUNDRY, AND

Each of the Willys-Overland vehicles has been designed and produced within the framework of the belief that the country and the world require light transportation, economical transportation, long-living vehicles, each with its own purpose in automotive life.

To produce such vehicles, a vital part of Willys-Overland's expansion plans has been self-sufficiency. Today four integral units give guarantees of increasing production: the modernized Willys-Overland Forge, the \$5,000,000 body stamping shop, the Wilson Foundry in Pontiac, Mich., and the Maywood Assembly Plant near Los Angeles, Cal.

Each of these units contributes to the economy of production, standardization of quality and guarantee of performance that marks each of "America's Most Useful Vehicles" when it takes to the road.

WILLYS-OVERLAND FORGE—An industry within an industry, the forge shop not only has made it possible for Willys-Overland to produce 46 parts for its own vehicles but also forgings for others in the automotive, aviation, and agricultural parts and equipment industries. The forge has a capacity of 80 million pounds of steel annually, ability to handle the very smallest and the very largest forgings, and the skill of men who have years of experience in the forge shop. It is one of the few shops using induction heat to heat-treat steel; it has 26 steam hammers ranging from 2,000 to 12,000 pound capacity. At today's steel prices, the forge shop can handle millions of dollars worth of the metal annually, quickly, efficiently and skillfully.

WILLYS-OVERLAND BODY PRESS SHOP—Formerly, all body stampings for "America's Most Useful Vehicles" were purchased from suppliers. Today, in its own \$5,000,000 stamping shop, considered one of the best-equipped in the automotive industry, Willys-Overland can stamp out as many as 600 bodies a day on a two-shift basis. Thirty-one heavy and 25 light presses stamp out bodies for the Jeepster, the trucks, side panels for the Jeeps, fenders for the Jeep Station Wagon and even some engine parts. Bodies for the Universal Jeep, which had been purchased outside during the first three years of post-war production, will be made in this press shop starting early in 1949. As in the forge shop, versatility of production is made possible by equipment that ranges from "baby"

WEST COAST ASSEMBLY DIVISION

250-ton presses to a 1,400-ton mammoth. Supplementing these giants are special presses to shear and blank, make brackets and small stampings. First unit of the Willys-Overland "self-sufficiency" expansion program to achieve completion, the body stamping shop also assures continued production and a consistent level of quality in all the parts that go to make "America's Most Useful Vehicles."

WILSON FOUNDRY, PONTIAC, MICH.—A subsidiary of Willys-Overland, the Wilson Foundry for many years has been a vital cog in production of "America's Most Useful Vehicles." All the blocks for Willys-Overland four and six-cylinder engines are cast in the Pontiac plant. Here too the surge for more and more production, characteristic of all Willys-Overland units, has brought the Wilson Foundry close to its goal of casting 500 tons of metal a day. High production efficiency has allowed the foundry to supply not only all of Willys-Overland needs but also to devote nearly two-thirds of its capacity to the needs of other automotive manufacturers.

MAYWOOD ASSEMBLY PLANT, MAYWOOD, CALIF.—The Maywood Assembly plant returned to production of "America's Most Useful Vehicles" in November 1947.

Immediately after Pearl Harbor it had been converted to production of aircraft sub-assemblies for the armed forces. The factory was established in 1928 and is the oldest automotive assembly plant in the Los Angeles area.



