



The 4-in-1 vehicle the whole world wanted—The Universal "Jeep" by Willys-Overland. It has power, stamina and reliability equal to that of the wartime "Jeep," plus features that fit it for a thousand varied peace-time jobs.



The Universal "Jeep" has added convenience and comfort for driver and passengers—improved springs and shock absorbers, cushioned spring seats, etc. Removable front top with curtained doors and rear curtains is optional accessory.



Ready for Winter—"Jeep" with front and rear top, and door curtains. Side and rear curtains are removable, as shown above.

The Universal
'Jeep'
for the
Peacetime World



THE "JEEP" WILL TAKE YOU WHERE YOU WANT TO GO IN ANY KIND OF WEATHER

WHEN THE "JEEP" ISN'T WORKING, IT WILL HELP YOUR FAMILY ENJOY LIFE IN THE OPEN



Willys Builds the *Universal* **'Jeep'**

Willys
Jeep



Here the "Jeep" pulls and furnishes power—through the power take-off in the rear—for a power-driven mower. Another example of the versatility of this amazing 4-in-1 vehicle.

The Universal 'Jeep' on the Farm

(Left) Standing like a rock with all four wheels locked by the drive-shaft brakes, the "Jeep" delivers up to 30 horsepower to a threshing machine belt through a special power take-off at the rear.



With its powerful 4-wheel drive, the "Jeep" pushes or pulls many types of farm equipment. Above, it is pushing a front-mounted row-crop cultivator. The versatile "Jeep" is 4 vehicles in 1—tractor, truck, ambulance and mobile power unit.



(Above) The Universal "Jeep" pulls a 7-ft. tandem disc on a Michigan farm. With tractor speeds of 2 to 7½ miles per hour, the "Jeep" works fast and economically.



(Right) The carry-all space will hold nine standard 10-gallon milk cans as the "Jeep" speeds transportation of this "cash crop." Note the low loading height—handy and easy with the tail gate down.



With a duster mounted in the "Jeep" and powered by the "Jeep" power take-off, you can cover your potatoes and other crops in a hurry. Note the extra sacks the "Jeep" carries along in the truck bed.



The Universal "Jeep" pulls a field cutter, furnishing power through the special power take-off. Chopped forage is being delivered into trailer. A double job that the "Jeep" handles easily.

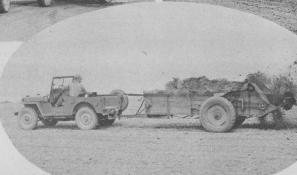


The power of the "Jeep" enables you to haul heavy trailer loads like this, with ample reserve for steep grades and bad road conditions. The "Jeep" can pull a 5,500-lb. load on the highway at good speed. And it can tow trailers and equipment off the road as well.



The "Jeep", with powerful 4-wheel-drive traction, works fast and tirelessly in the field, pulling a harrow and many other types of farm equipment. It steers easily, turns in short radius and rides comfortably even when plowing with two tow wheels in the furrow.

(Right) The "Jeep" works around the clock, around the year on the farm. At the right, it is pulling a manure spreader. Changing from tractor to truck speed, the "Jeep" saves much time pulling a rubber-tired spreader between the barn and field.



(Below) Your "Jeep" is always ready for a quick run into town for a load of feed or spare parts. For such errands, a change into 2-wheel drive gives you plenty of road speed, plus the economy of the 4-cylinder Willys "Jeep" Engine.



There are few jobs on the farm you can't do with a "Jeep." It will tow a cattle trailer a few miles to a landing point or into town to a packing plant. New steering gear makes the Universal "Jeep" easy to handle. New gear ratios give road speed up to 60 m. p. h.



The mighty "Jeep" goes right into the woods and makes out heavy logs with its tremendous pulling power. . . then powers the buzz saw to cut the logs. (See picture on next page.)



With 4-wheel drive and in "low low" gear, the "Jeep" is rated at 1,200 pounds of continuous draw bar pull, with reserve power for extra loads. In a 400-acre field test, the "Jeep" pulled a double-bottom 12-inch plow, plowing about an acre an hour with fuel consumption of 1½ gallons per hour.



To Millions of People all over the World "Jeep" means Willys

The Universal "Jeep" is Actually a Four-in-One Motor Vehicle



The Universal "Jeep" with special power take-off in the rear, is a mobile power unit, always ready for any farm chore from

buzzing wood to powering a grain separator. The power take-off delivers up to 30-horsepower at a belt speed of 3,100 ft. per minute.



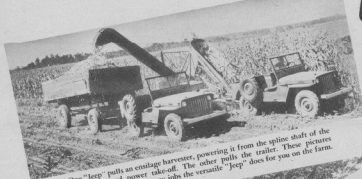
A capstan winch is optional equipment available for the "Jeep". It is mounted between the bumper and radiator and driven through a propeller shaft. Designed for 5,000-pounds pull, the winch helps pull stumps, drag out mired equipment and other vehicles.



The "Jeep" with power take-off delivers the power where you need it, in the barn yard or to the toughest spots. Here the versatile "Jeep" goes down the fence line powering a post-hole auger, getting the job done in double-quick time. Note the driver's clear vision of the auger.



When you "Get a Jeep", you get four vehicles in one—truck, tractor, runabout and mobile unit. Above, a "Jeep" with the special power take-off delivers even power to a corn sheller. The Willys "Jeep" Engine that supplies the power is the same mighty engine, war-tested in military "Jeeps" in every climate on the globe.



One "Jeep" pulls an ensilage harvester, powering it from the spline shaft of a special rear-end power take-off. The other pulls the trailer. These pictures are just examples of the many jobs the versatile "Jeep" does for you on the farm.

Universal Jeep Power

goes to the job... wherever it is...

Actually, when you get a "Jeep", you get the services of four machines: A Tractor... A Truck... A Mobile Power Plant... and a highly maneuverable and economical Runabout.

The unmatched versatility of the military "Jeep" was proved on the battlefields of war. It has been redesigned to go to work at hundreds of civilian

jobs where it can save time, hard work, and money. The destiny of the "Jeep" is to match in civilian life its world-wide military reputation.

As the best-loved piece of equipment in the hands of the fighting men, the "Jeep", redesigned by Willys, now makes its bow to you, to all America, to all the world... and asks for work to do.

Now It's a Truck... Now It's a Tractor... Now

Below, the "Jeep's" special power take-off operates a hammer mill. Special gear-train gives steady power at regulated en-

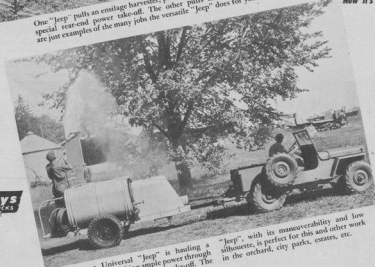
gine speeds from 1,000 to 2,600 R.P.M. in steps of 200 R.P.M. Power take-off

delivers up to 30 horsepower.

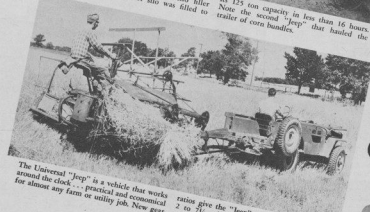
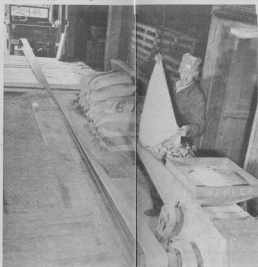


This picture shows a test on the farm with a Universal "Jeep" operating a silo filler with center. The 40,000 silo was filled to

its 125 ton capacity in less than 16 hours. Note the second "Jeep" that hauled the trailer of corn bundles.



Above, a Universal "Jeep" is hauling a silobonette, is perfect for this and other work in the orchard, city parks, estates, etc. "Jeep", with its maneuverability and low



The Universal "Jeep" is a vehicle that works around the clock—practical and economical for almost any farm or utility job. New gear

ratios give the "Jeep" tractor-task speeds of 2 to 7½ miles per hour. Here the "Jeep" operates a power-driven grain blower.



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No Motor Vehicle in History can do as Many Things as the "Jeep"

Universal 'Jeep' does many jobs for industry



U. S. Air Forces ground crews put the "Jeep's" work-horse ability to use the world over, saving plane-engineer wear in moving aircraft. Willys builds stamina and power into the "Jeep" for this and a thousand-and-one other civilian tasks.



Portable arc-welding equipment with its own "Jeep" - power-driven generator makes possible arc-welding far from the power lines. Another job for the Universal "Jeep" in industry and on the farm.



The special capstan winch on the front of this "Jeep" easily pulls a car from the ditch. Winch, designed for a pull of 5,000 pounds, comes as optional equipment. Every service garage needs a "Jeep" for the tough jobs and everyday quick-service calls.



As a squad car for municipal or state police, the "Jeep" goes almost anywhere . . . on the road or off the road. The "Jeep" meets a wide range of needs.



The "Jeep" wants to work with crews of street and sewer departments, public utilities and transportation companies. Here the "Jeep" with power take-off furnishes power for a compressor for pneumatic tools.



(Left) With its special power take-off running the compressor for a spray gun, the "Jeep" helps speed-up painting fences and out-buildings on the farm . . . interiors and exteriors of factories . . . all types of outdoor industrial installations.



(Right) There is no vehicle like the Universal "Jeep" for men who work outside doors and *must* be able to go anywhere on land, roads or no roads. The "Jeep" will find many jobs in surveying, lumbering, drilling, prospecting, mining, utilities, etc.



Here's still another job for the Universal "Jeep" - clearing roads and streets with a special snow blade. The power of 4-wheel-drive gives the "Jeep" the push to get this job done fast for street departments and industry.



Shunting empties around a factory siding is another job for the mighty Universal "Jeep" . . . This speeds shipments, reduces wasted car-hours and demurrage charges.



Wherever power is needed, the "Jeep" will take it. This pressure lubricator, carried in the "Jeep" and powered by the power take-off saves hours in bringing equipment to a central point for lubrication and repairs.

With a Universal "Jeep" golf clubs can speed up mowing the fairways, with economy for the club and easier handling for the driver.



The Universal "Jeep" will soon join the field crews in the oil fields and show that its battle-tested stamina can take whatever is dished out. It can carry crews, tools and supplies to the job . . . ride the leases . . . provide power for pumps and other equipment. Perfect, too, for the geologist.



In industrial plants, materials yards and shipping centers, the Universal "Jeep" is an efficient, low-cost vehicle for towing and hauling. Turns on short radius, easy to handle. Tests in large plants have proved the ability of the powerful "Jeep" in many industrial jobs.

(Right) With its ability to travel on any kind of road, the "Jeep" is perfect for rural mail delivery. It's an all-year vehicle, for top and side curtains and a heater are optional equipment.



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The "Jeep" will Serve Business and Industry in a Thousand Ways

The Universal 'Jeep' Will Work and Save

SPECIFICATIONS

AXLES Rear: full-floating. Eight adjustable roller-bearings. Hypoid type drive gears and axle shaft of molybdenum steel. Gear ratio: 5.38. Front: live axle, tubular type. Steering knip pins equipped with roller bearings. Lubricant 2½ pints. Minimum road clearance 8½".

BODIES All steel, welded into one piece. Tailgate. Folding windshield. Fuel tank under driver's seat. Tool compartment in floor at passenger's seat. Tubular frame driver's seat. Exclusive spring construction in seats. Safety glass in windshield. Driver windshield wiper vacuum type. Passenger windshield wiper manual. Rear view mirror external type. Spare wheel and carrier.

BRAKES (Service) Hydraulic, internal expanding, 9" chromium alloy drums. (Hand) Located on rear propeller shaft, 8" internal expanding type, cable controlled.

CLUTCH Single plate, dry type, 8½" diameter. Torque damper in clutch driven plate. Pre-lubricated clutch release bearing.

COOLING SYSTEM Positive circulating water type. Efficient radiator. Directional cooling—full length water jacket. Double row ball bearing pumps central water pump. Adjustable V-type fan belt. Thermostatic water control. Temperature gauge on instrument panel. Capacity 11 quarts.

CRANKSHAFT Drop forged, counter-weighted, balanced statically and dynamically. Three replaceable, steel-backed babbit lined main bearings. Total bearing area 40 square inches.

ENGINE Mounted on four rubber supports. Four cylinders, L-head type. Bore 3¼". Stroke 3½". Maximum speed 60 R.P.M. Taxable horsepower 15.63. Piston displacement 134.2 cu. in. Compression ratio 6.4:1. Cylinder block hard grey iron, mirror finished cylinder walls; four bearing camshaft driven by silent timing chain. Lubrication system full pressure type—direct oil pressure to main and connecting rod bearings, camshaft and timing chain. All other parts positively lubricated from all spray holes in connecting rods. Floating type oil intake uses only clean oil. Planetary gear type oil pump externally mounted on left side and driven from spiral gear on cam shaft. Oil capacity—4 quarts.

PISTONS Aluminum alloy, tin plated to prevent scuffing. Cast ground. Other piston features—heat-dam, T-tail and ribbed head. Two special compression rings, one oil control ring. Piston pins ½" diameter, I-beam type connecting rods.

ELECTRICAL SYSTEM 35 ampere, two pole, two brush type generator, air cooled. Voltage regulator type cut-out. Starter, 3 bearing type, Bendix drive. Battery 15 plates, 6 volt, 100 ampere hour capacity. Distributor full automatic type. Firing order 1-3-4-2.

FRAME Strong and rigid, double drop design with box channel side rails, K-member at rear, tubular cross member at front, four other cross members.

FUEL SYSTEM Fuel tank 10½ gallons capacity. Air cleaner, oil bath type; automatic manifold heat control. Fuel pump with screen and sediment trap, seated in camshaft.

SHOCK ABSORBERS Hydraulic, two-way type, direct acting and re-fillable; rubber mounted.

SPRINGS Semi-elliptic, parabolic leaf type. Length: front 36½"; rear 42". Spring shackles threaded U-bolt type. Front spring shackled at front to reduce road shock.

STEERING GEAR Cam and lever type, 14-12-14 ratio; 17" steering wheel, three spoke steering type. Turning radius 18 feet.

TIRES 6.00 x 16, 3-ply, "All-Service" type tread. Disc type drop center wheels, five mounting studs.

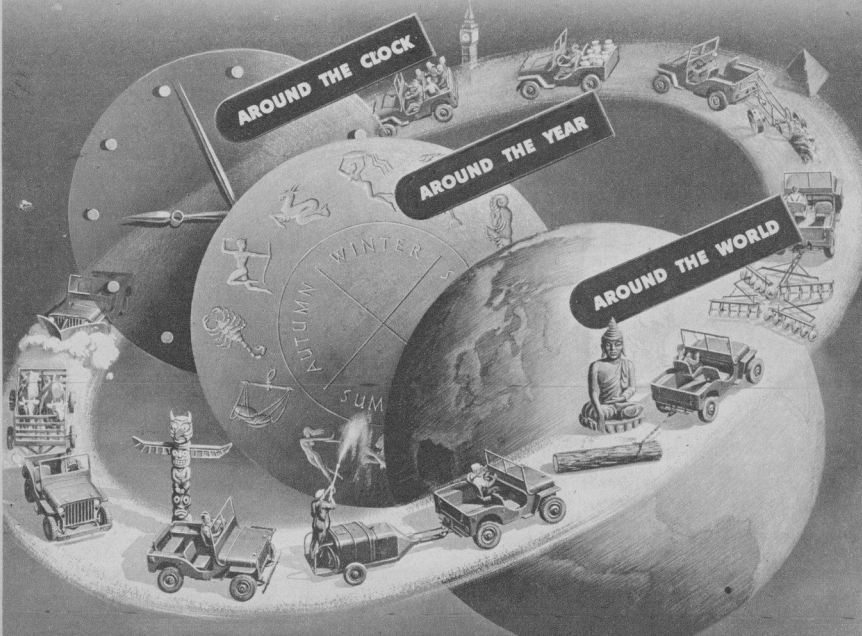
TRANSMISSION Synchro-mesh, 3 speed type, silent helical gears. Gearshift control on steering column. All anti-friction bearings, except reverse gear. Universal joints, needle roller bearing type. Two joints in each propeller shaft.

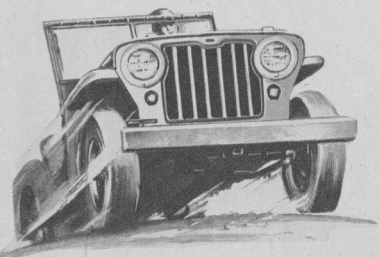
TRANSFER CASE Gear ratios 1-1 and 2-4-1, giving vehicle six speeds forward and two reverse.

WHEELBASE 60"; vehicle overall length 122½"; overall width 59".

STANDARD EQUIPMENT Choice of pasture green or harvest tan color. Front bumper; four-wheel drive; four tires 6.00 x 16—4-ply; high frequency horn; driver windshield vacuum wiper; passenger windshield manual wiper; external rear view mirror; combination stop and tail light; rear reflector; beam control headlamps; parking lights in radiator grille; spare wheel and mounting; oil bath type air cleaner; oil filter; tools and jack; safety glass in windshield.

SPECIAL EQUIPMENT Power take-off shaft drive; power take-off front unit for pulley drive; pulley drive unit (rear); governor; capstan winch; drawbar; piston pump; front bumper wiper; bumper for brush guard; passenger seat (front); rear seat; body top (front); body top (rear); heater kit; starting crank.





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Willys
presents
The Universal
'Jeep'