

# Jeep<sup>®</sup>

THE WORLD'S MOST USEFUL VEHICLE



**GOES ANYWHERE—ANY TIME—  
IN ANY WEATHER!**

Performs 1000 useful tasks. It is rugged—powerful—and has famous Willys 4-wheel drive!

The world renowned Jeep is one of man's most *versatile* servants.

**ONLY WILLYS MAKES THE 'JEEP'**



**HAULING** passengers and material over all kinds of terrain.



**PUSHING** vehicles or other heavy objects.



**PULLING** by traction—towing vehicles, dragging logs, pulling implements, etc.



**LIFTING**—by means of a hydraulic lift mounted on the steel bed.

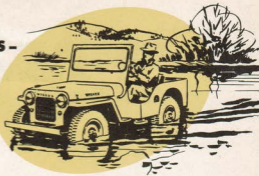


**PULLING** by winch—providing power to a winch for skidding and placing machinery, pulling out stumps, trees or posts, pulling down walls, or pulling itself out of difficult situations.



**FURNISHING POWER** to operate external equipment—through three types of power take-off.

# THE 'Jeep' IS -



- **POWERFUL**
- **RUGGED**
- **ECONOMICAL**
- **SAFE . . . and**
- **VERSATILE**

These qualities stem from a great number of important features. For example:

**POWER** Power is of prime importance in a vehicle called upon to do the work required of a Jeep. Many features contribute to the Jeep's power.



- Engine—75 H.P., 4-cylinder, F-head type.
- Low curb weight to horsepower ratio—2300 pounds to 75 H.P.
- 4-wheel drive traction with gear reduction to suit the road.
- Auxiliary power through power take-off.
- Winch—with 8000-pound dead weight pull.
- Controlled power through governor—nine speeds from 1000 r.p.m. to 2600 r.p.m.

**RUGGEDNESS** This is an important part of the Jeep design because the ability to stand up under punishment in all-around "workhorse" service, is the first requirement.



- All-steel body.
- Strong "K" frame.
- Airplane-type shock absorbers.
- Extra heavy springs.
- Weather resistant upholstery.
- Easily cleaned surfaces.

**ECONOMY** The buyer of the Jeep makes a profitable investment because he saves money in several ways.



- Low purchase price.
- Low operating and maintenance cost.
- Large payload—60% of curb weight.
- Multi-purpose operation—full use.
- Long life.

**SAFETY** The Jeep is designed for utility work. To perform its duties properly it must operate safely at all times. Here are some safety features:



- Low center of gravity.
- Rugged construction.
- 4-wheel brakes—large lining.
- Extra engine compression braking power in 4-wheel drive.

**VERSATILITY** All-around performance has been the outstanding characteristic of the Jeep from the day it was introduced. In all parts of the world, users praise the Jeep because:



- It performs many different kinds of basic jobs — pulling, pushing, lifting, supplying power to other equipment.
- It goes anywhere, on or off the road, in any weather.
- It shifts from 4 to 2-wheel drive and back—to fit the job.

# THE **Jeep** PROVES ITS VALUE EVERYWHERE *in many ways!*

## IN AGRICULTURE

- Pulling farm implements
- Furnishing power to implements
- Lifting implements for transport
- Herding cattle
- Digging postholes
- Pulling stumps
- Operating milking machines
- Carrying the driver and other personnel around the farm or into town
- Transporting materials



## IN INDUSTRY

- Carrying personnel
- Moving machinery
- Trenching
- Shunting freight cars
- Sweeping with rotary broom
- Serving as a wrecker
- Fire fighting
- Snaking logs
- Tree planting or spraying
- Pulling mine cars
- Inspecting and repairing pipe lines
- Earth drilling



## IN PUBLIC SERVICE

- Road grading
- Police patrol
- Trench digging
- Mail carrier
- Street sweeping
- Snow removal
- Fire fighting
- Spraying for malaria control



## IN TRANSPORTATION

- Starting plane engines
- Towing airplanes
- Carrying passenger and cargo ramps
- Shunting railroad cars
- Lifting cargo
- Performing crash wagon duties



## IN COMMUNICATIONS

- Transporting crews and materials
- Digging holes for telephone and telegraph poles
- Surveying
- Maintenance
- Acting as a public address vehicle



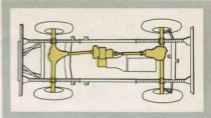
## IN PERSONAL USE

- As a second car
- As the only passenger car in rough terrain
- Carrying sportsmen and equipment



# THE WILLYS 4-WHEEL DRIVE PRINCIPLE

The 4-wheel drive Jeep doubles its tractive power by using what amounts to another "powered axle" to drive the front wheels. It gets tractive power not from just two wheels, but from all four wheels working together at the same time!



That's why the Jeep can go anywhere in any kind of weather—up and down steep grades, over slippery, icy roads, through mud, sand or snow, or across terrain where roads are non-existent. All four wheels get down and "lug." Each wheel pulls its own weight—and then some!



There's safety, too, in 4-wheel drive traction. In coming down a steep grade, the Jeep, with clutch engaged, uses the engine's compression and 4-wheel drive ground contact for most positive traction and increased braking effort.



On hard, level roads where there's no need for 4-wheel drive traction, the Jeep can be shifted into 2-wheel drive. This means reduction of strain on front drive shaft and universal joints. It also means reduction of tire wear and additional fuel economy.



Willys 4-wheel drive is designed and built to perform and travel over any terrain, under any driving condition, in any kind of weather. It is the answer to all year 'round performance both on the road and off. To DRIVE the Jeep—or any Willys 4-wheel drive vehicle—is to understand why it is, "The World's Most Useful Vehicle."

**WILLYS IS THE WORLD'S LARGEST MANUFACTURER OF 4-WHEEL DRIVE VEHICLES**

## SPECIFICATIONS OF THE WILLYS JEEP

Wheelbase	80"	Overall Length	129½"
Tread	48½"	Overall Width	68.25/32"
Total Gross weight 3500 lbs.			

### BODY

All steel construction  
Length and Width—tailgate up 36" x 36"  
Length and Width—tailgate down 46" x 36"

### SUSPENSION

Front axle hypoid, full floating, driving and steering type, with Hotchkiss type drive.  
Front springs are semi-elliptic leaf type.  
Rear axle ventilating type with hypoid gears.  
Rear springs are semi-elliptic leaf type.  
Shock absorbers are direct-acting, 2-way hydraulic control. (Airplane Type)

### BRAKES

Brakes are four-wheel, hydraulic, internal-expanding, two-shoe floating anchor type.

### LUBRICATING SYSTEM

Oil capacity 4 quarts  
Normal Oil Pressure 35 lbs. at 2000 RPM

### ENGINE

4-cylinder Hurricane Flathead  
2-inch intake valves in head, exhaust valve in block

Bore and stroke 3½" x 4½"  
Displacement 134.2 cu. in.  
Max. H.P., 75 at 4000 rpm.  
Taxable H.P., 15.645  
Compression ratio, 6.9-1 (7.4-1 optional.)

### FUEL TANK

Gasoline tank 10½ gallons capacity.  
Crankcase ventilation is a positive sealed system with ventilator suction valve attached to valve chamber cover on left side of engine and connected by tubing to intake manifold.  
Engine mountings are rubber cushioned, balanced type, 4-point suspension—two at front of engine, two at rear of transmission.  
Thermostat regulation of engine temperatures.

### MANIFOLD

Intake manifold is integral with cylinder head; exhaust manifold is a cast part external casting mounted at left side of cylinder block.  
Air Cleaner is oil bath type.  
Clutch is a single plate with frictional area of 72 square inches.  
Battery is 15 plate, 6 volt, 100 ampere hours capacity.  
Cooling capacity is 11 quarts. Radiator cap is 7 lbs. pressure.  
Tire size is 6:00 x 16—4 ply all service.

Specifications and trim subject to change:

Optional equipment, extra.

**Willys Motors, Inc., and Willys-Overland Export Corp., Toledo, Ohio - U.S.A.**