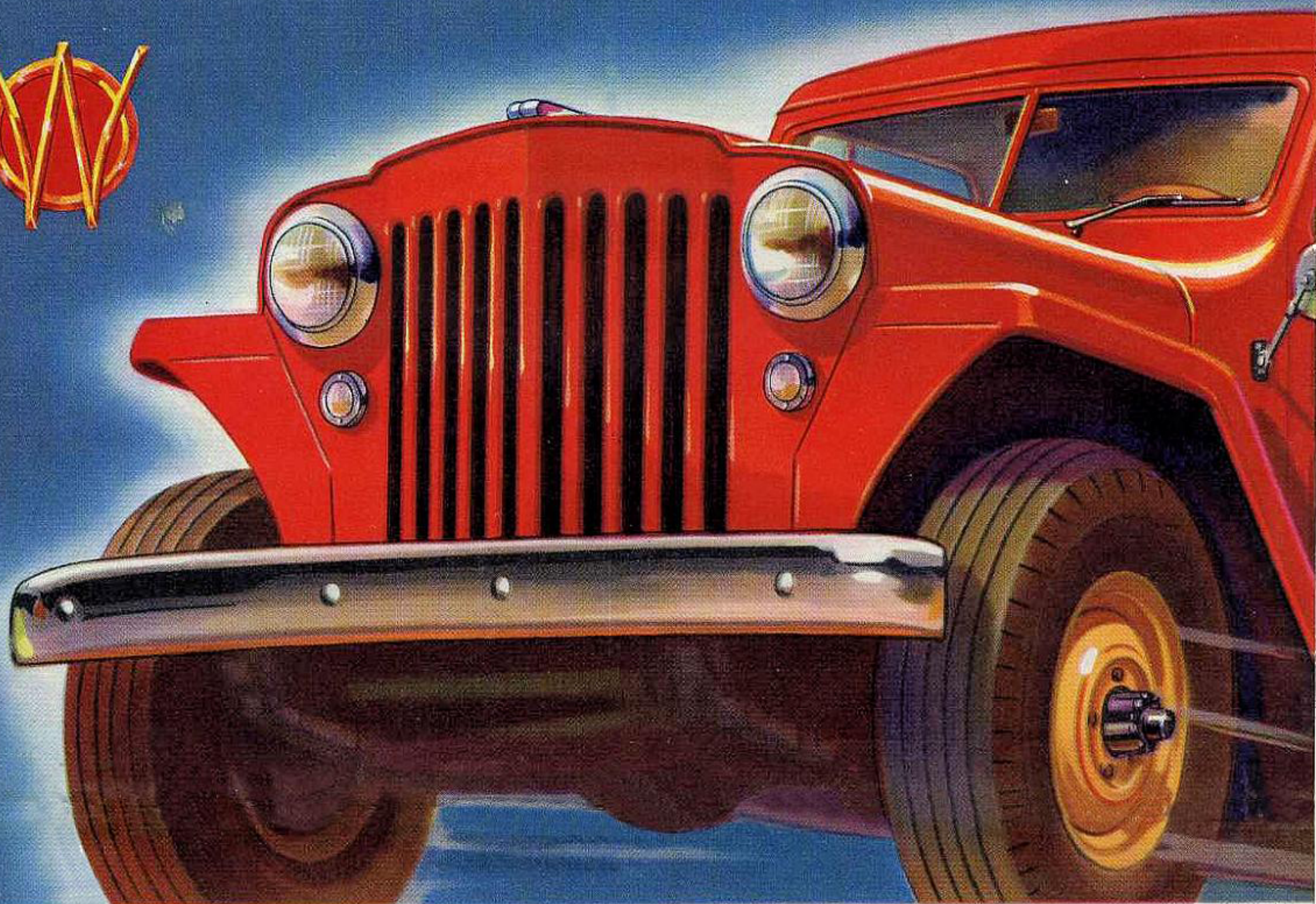


# AMERICA'S MOST USEFUL VEHICLES



**WILLYS-OVERLAND** BUILDS 5 GREAT LINES OF

# 'Jeep'

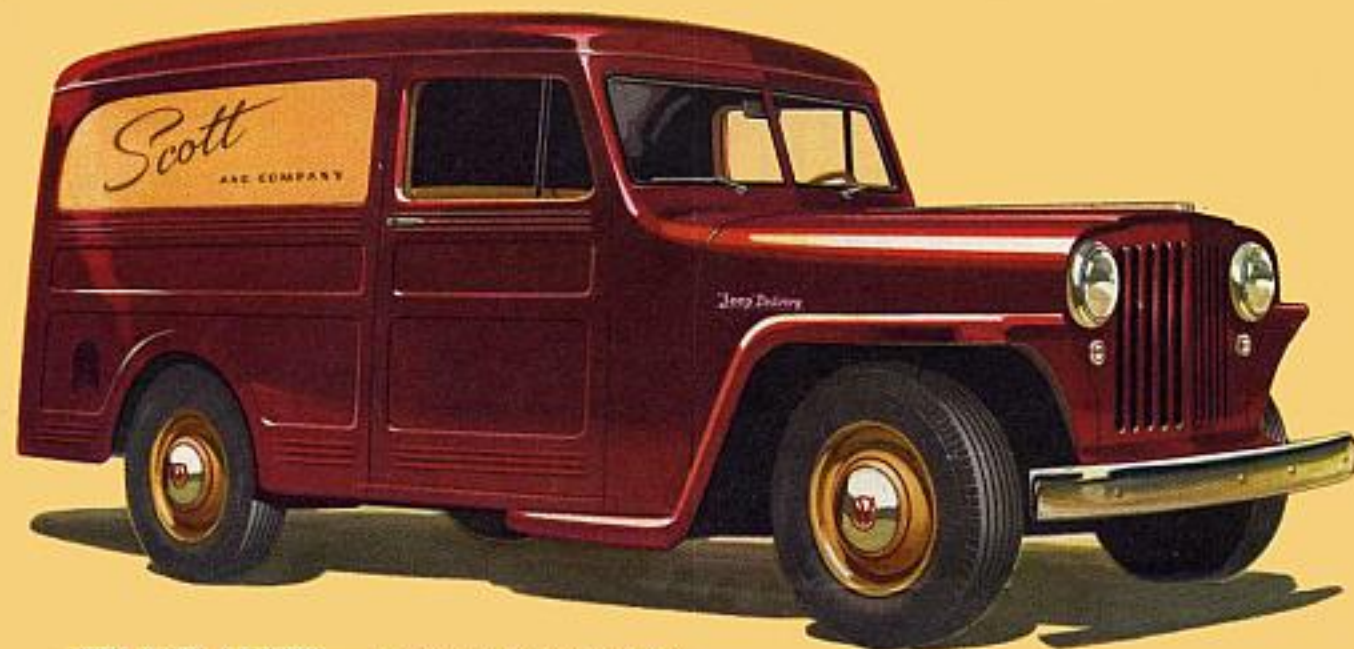
**Trucks**

H. C. L. SIEBERG N.V.  
IMPORT AUTOMOBIELEN  
WILLYS OVERLAND, JEEP, HOTCHKISS, JAVELIN,  
BRADFORD, THORNYCROFT, SCAMMELL, D.B.  
Stadhouderskade 143, Amsterdam, 1017 CA

- 2- OR 4-WHEEL DRIVE MODELS • 4700-5300 LBS. GROSS VEHICLE WEIGHTS
- $\frac{3}{4}$ - TO 1-TON NOMINAL PAYLOADS •  $\frac{1}{2}$ -TON PAYLOAD 'JEEP' PANEL DELIVERY
- $\frac{1}{2}$ -TON PAYLOAD 'JEEP' UTILITY WAGON • 4-WHEEL-DRIVE UNIVERSAL 'JEEP'



# DESIGNED FOR UTILITY ...ENGINEERED FOR LOW OPERATING AND MAINTENANCE COSTS



**'JEEP' PANEL DELIVERY** . . . A distinctive panel truck on 104-inch-wheelbase chassis, powered by the highly efficient 'Jeep' Engine. Gross vehicle weight, 3,875 lbs.; rated payload up to  $\frac{1}{2}$  ton. The 'Jeep' Panel Delivery is distinguished by maneuverability in traffic and ready adaptability to a wide range of service requirements. Extremely low cost of operation and spacious, all-steel panel body make it ideal for grocers, florists, dry cleaners, laundries, tobacco jobbers, and specialty shops. With independently sprung front wheels and airplane-type hydraulic shock absorbers, this model combines passenger car comfort with truck ruggedness.

**'JEEP' STATION WAGON** . . . This practical, economical station wagon offers the extra value of double usefulness—as a comfortable six-passenger car, and as a utility vehicle for hauling loads up to a half ton. All except driver's seat are easily removable to provide 98 cu. ft. of load space. Seats and interior are washable. All-steel body and top mean greater safety, long-lasting finish, low upkeep. 'Jeep' Engine with over-drive and low weight keeps operating costs extremely low. The station wagon's smart appearance and double utility make it perfect for many business uses.



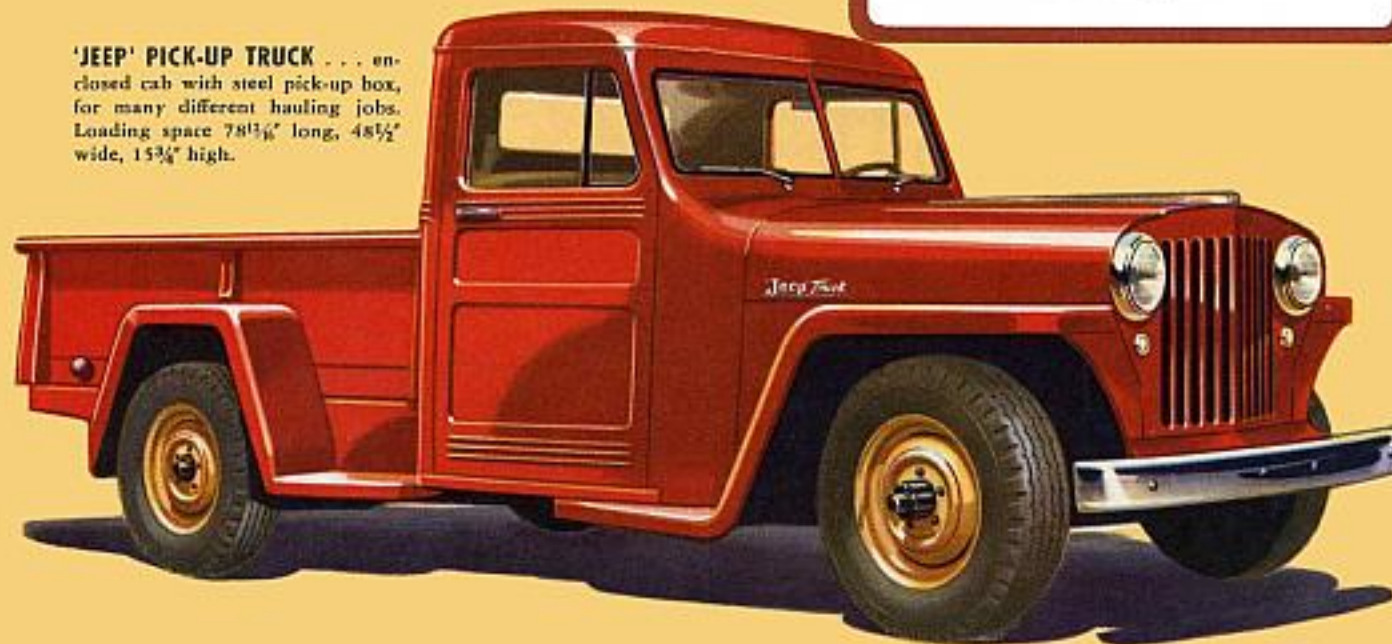
The war-tested Willys-Overland 'Jeep' Engine—world-famous for stamina, dependability and long life—is the power heart of these great new lines of 'Jeep' Trucks. To the truck buyer, that means economy of operation and maintenance and long service from an engine proved by billions of miles of use in every climate in the world.

In every other respect, 'Jeep' Trucks are new, postwar models—truck-designed for efficient hauling, low running costs, ease of maintenance and years of use. Their functional bodies pioneer with new ways to cut dead-weight and add to practical utility.

In addition to standard 2-wheel-drive models, Willys-Overland, world's largest maker of all-wheel-drive vehicles, sets the pace with 4-wheel-drive 'Jeep' Trucks that offer amazing grade-climbing ability and tractive power to go through mud, sand, snow and ice.

'Jeep' Trucks are the big news in the medium-duty field.

**'JEEP' PICK-UP TRUCK** . . . enclosed cab with steel pick-up box, for many different hauling jobs. Loading space 78 $\frac{1}{2}$ " long, 48 $\frac{1}{2}$ " wide, 15 $\frac{3}{4}$ " high.

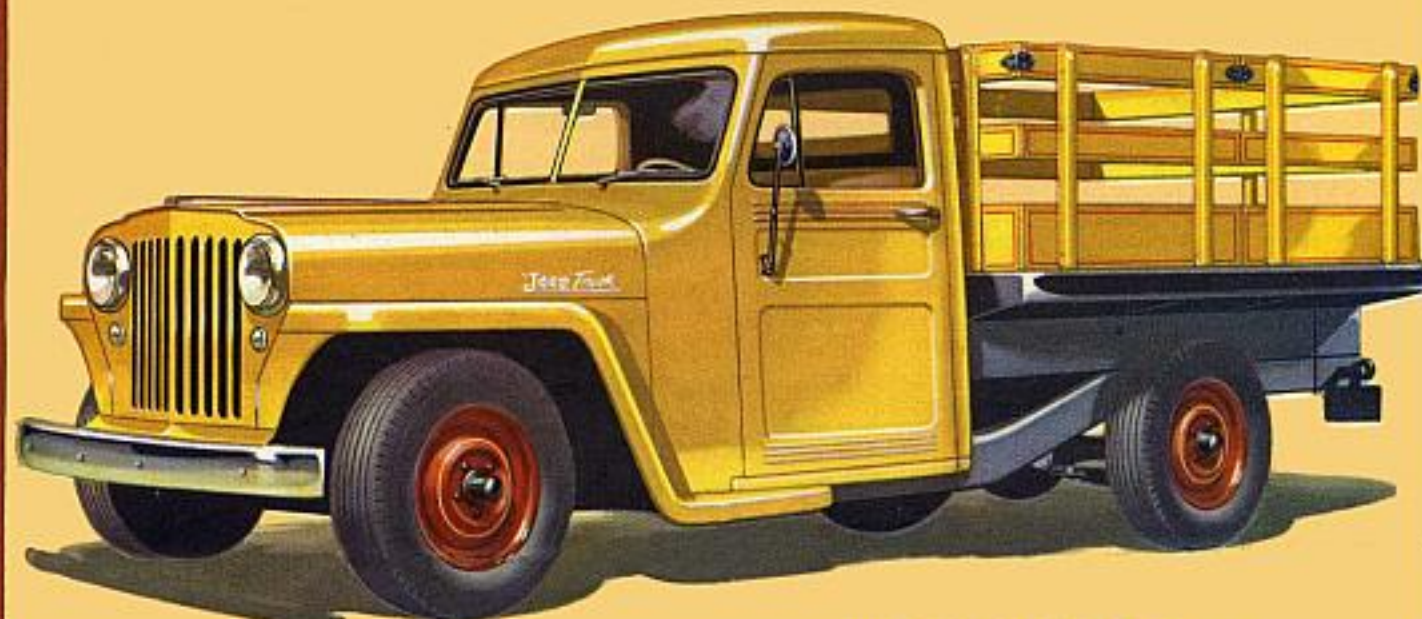


## 4-WHEEL-DRIVE 'JEEP' TRUCK 5300 Lbs. GVW—Rated Payload 1 Ton

Sensational newcomer in the 1-ton field—selective 2- and 4-wheel drive—6 speeds forward, 2 reverse. This 118"-wheelbase, low-weight truck meets every need of truck users who want the economy of 2-wheel drive on hard roads, plus selective 4-wheel drive for extra tractive power. With all four wheels pulling, this truck will travel roadless open country, claw its way through mud, sand, and snow, climb grades too tough for ordinary tonners. An optional rear power take-off makes it a mobile power unit that operates belt- and shaft-driven equipment. For range of performance, economy, weight and versatility, it stands alone in its class.

## 2-WHEEL-DRIVE 'JEEP' TRUCK 4700-5300 Lbs. GVW—Rated Payload $\frac{3}{4}$ Ton to 1 Ton

Its low-cost operation, ease and economy of maintenance, rugged build and dependable performance make this 'Jeep' Truck an outstanding buy. Low weight and the famous 4-cylinder 'Jeep' Engine offer big savings on gasoline, oil and tires. Four body types on 118"-wheelbase, conventional 2-wheel drive.



**'JEEP' PLATFORM STAKE TRUCK** . . . available with or without side gates. Hardwood flooring and all-steel skid rails. Over-all platform dimensions 81 $\frac{1}{2}$ " x 73".



**'JEEP' CANOPY TRUCK** . . . a weatherproof canopy fitted to the pick-up body. Has roll-up curtains on all three sides. Inside loading space 47 $\frac{1}{4}$ " high, 78 $\frac{1}{2}$ " long, 40 $\frac{1}{4}$ " wide.

**'JEEP' VAN TRUCK** . . . a roomy all-steel weather-type demountable body with locking rear doors for use with pick-up model. Loading space 78 $\frac{1}{2}$ " long, 57 $\frac{1}{4}$ " wide, 56 $\frac{3}{4}$ " high.



# WILLYS-OVERLAND —MAKERS OF AMERICA'S MOST USEFUL VEHICLES



# The Versatile Vehicle for Farm and Industry

THE  
UNIVERSAL

# 'Jeep'



**PLOWING.** The Universal 'Jeep' operates pull-type and hydraulic-lift implements—has power and traction for field work, with low speeds of 2½ to 7 mph.



**HAULING.** The Universal 'Jeep' carries up to 1,200 lbs. It has 2-wheel drive for conventional travel, 4-wheel drive for bad roads or cross-country hauling.



**POWER TAKE-OFF.** As a mobile power unit, the 'Jeep' takes power wherever it is needed, for the operation of a wide range of belt- and shaft-driven equipment, both industrial and agricultural. Optional.



**TOWING.** The Universal 'Jeep' makes a highly efficient tow truck, capable of towing a braked payload of 5,500 lbs. with plenty of reserve for steep grades and heavy going.



# 'Jeep' Trucks

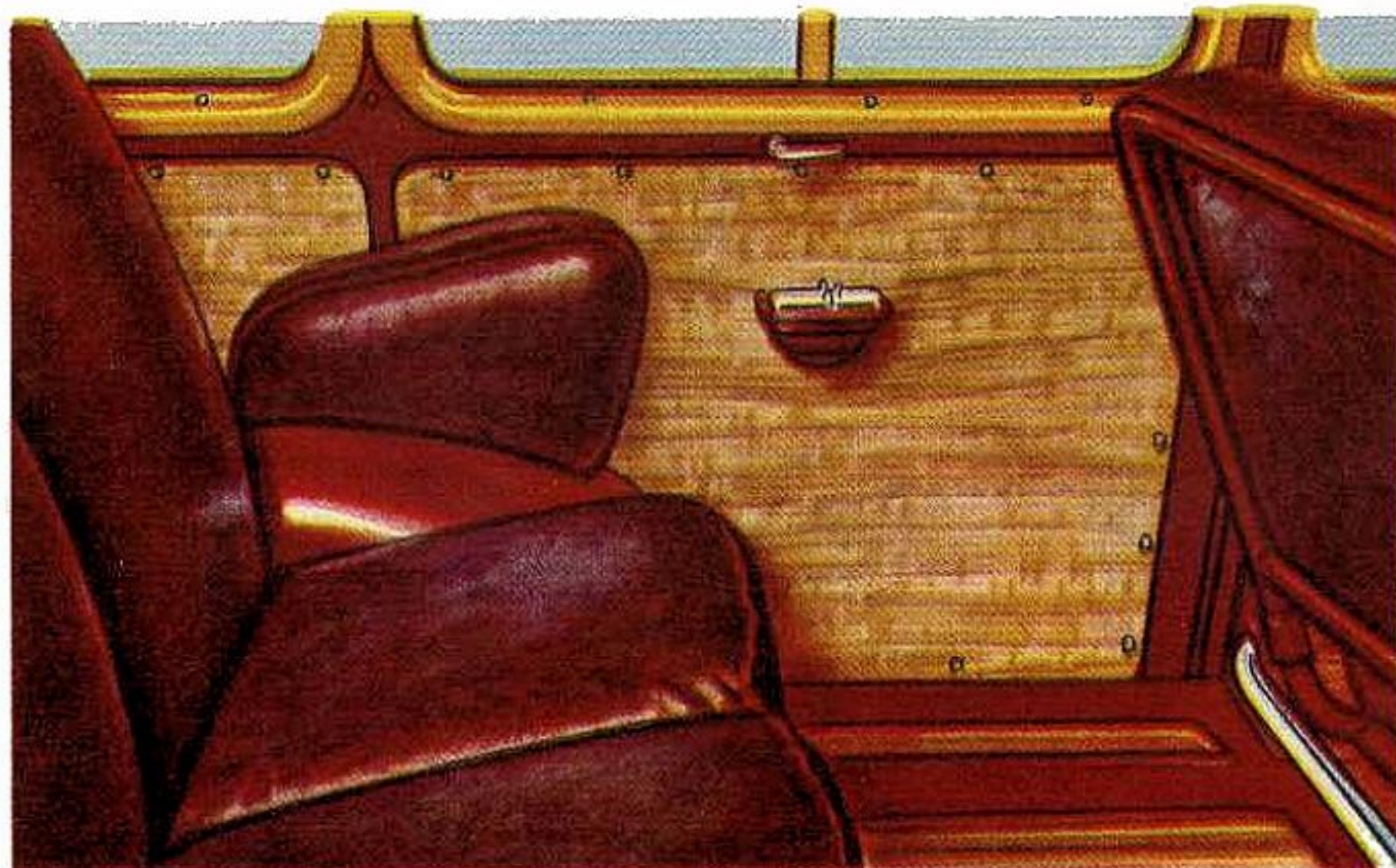
## Are Made in 14 Body and Chassis Variations

With a wide range of body styles, available in either 2-wheel-drive or 4-wheel-drive models of 4700 to 5300 lbs. gross vehicle weight, the 'Jeep' Utility Line has a truck for virtually every medium-duty hauling requirement.



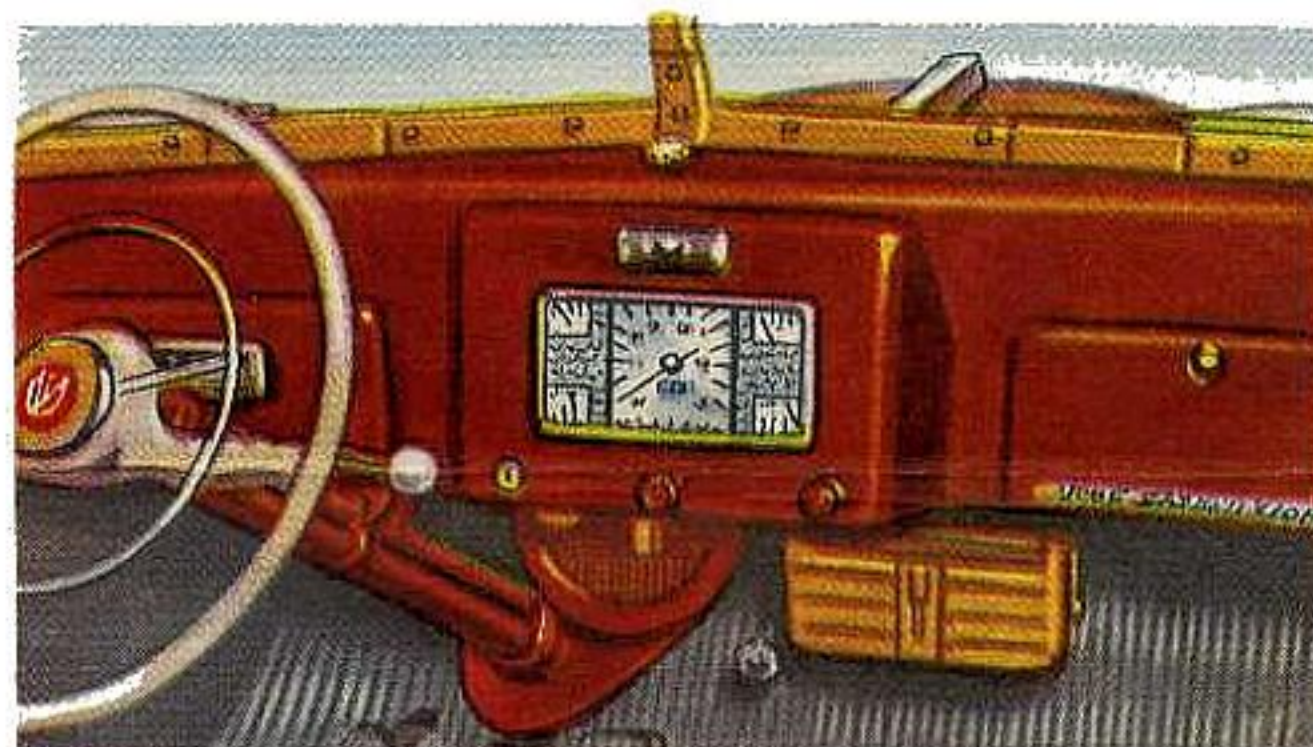


# *The 'Jeep' Station Wagon has all the features you demand*



**LUXURIOUS AND PRACTICAL INTERIOR**, with body and door panels finished in aspen-grain finish, easy to keep clean. Arm-rests for driver and passenger upholstered to match simulated leather seat coverings.

**INSTRUMENT PANEL** is functionally designed for quick reading. Glove compartment at right. Space for radio at left of dash. Deluxe steering wheel with horn-button rim is standard equipment.



**WIDE SAFETY-PLATE WINDSHIELD** gives ample road visibility. Extra large windows give driver and passengers wide vision. Sun shades. Ceiling material is colorful, washable plastic-coated fabric. Rear vision mirror. Dome lights at front and rear.



**DOOR LATCHES** are finest trigger-and-button type. Exterior handle is closed at both ends—prevents torn pockets.



**DOUBLE WINDSHIELD WIPERS** on V-style windshield for clear vision in rain and snow.



**TAIL LIGHT** and license-plate holder swivels to position shown above at right when tailgate is left down to haul bulky objects.



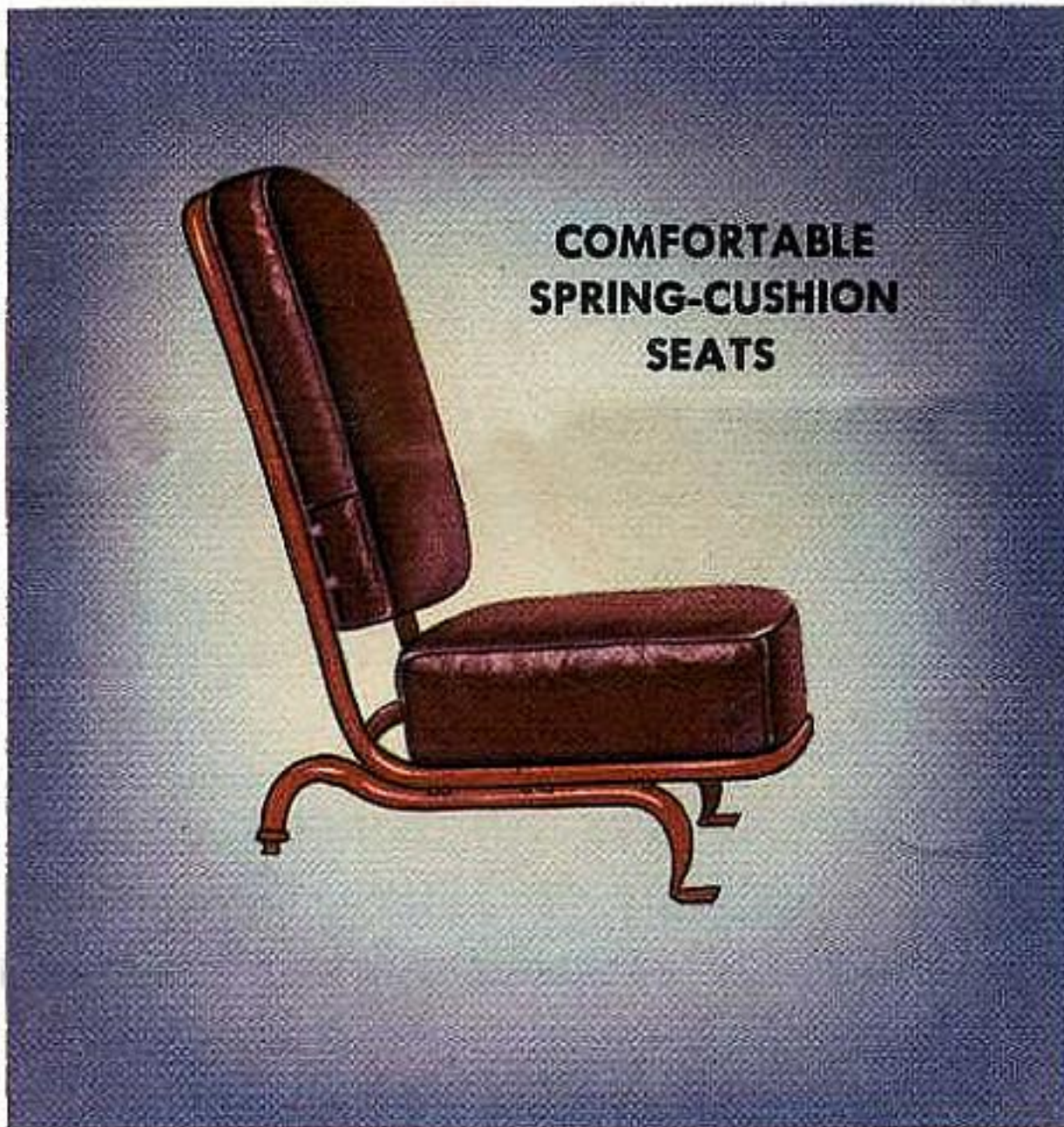


# *Willys-Overland writes a New, Safer Chapter in Station Wagon History*



Willys-Overland leads the way with a station wagon brought up to date, engineered to fit the realities of practical use. The "Jeep" Station Wagon has an ALL-STEEL body and one-piece steel top for maximum safety and long service. The finish lasts. No wood-body squeaks and rattles, peeling and weathering. No repainting next year. The steel body means less weight, longer mileage. And there is safety-glass all around.

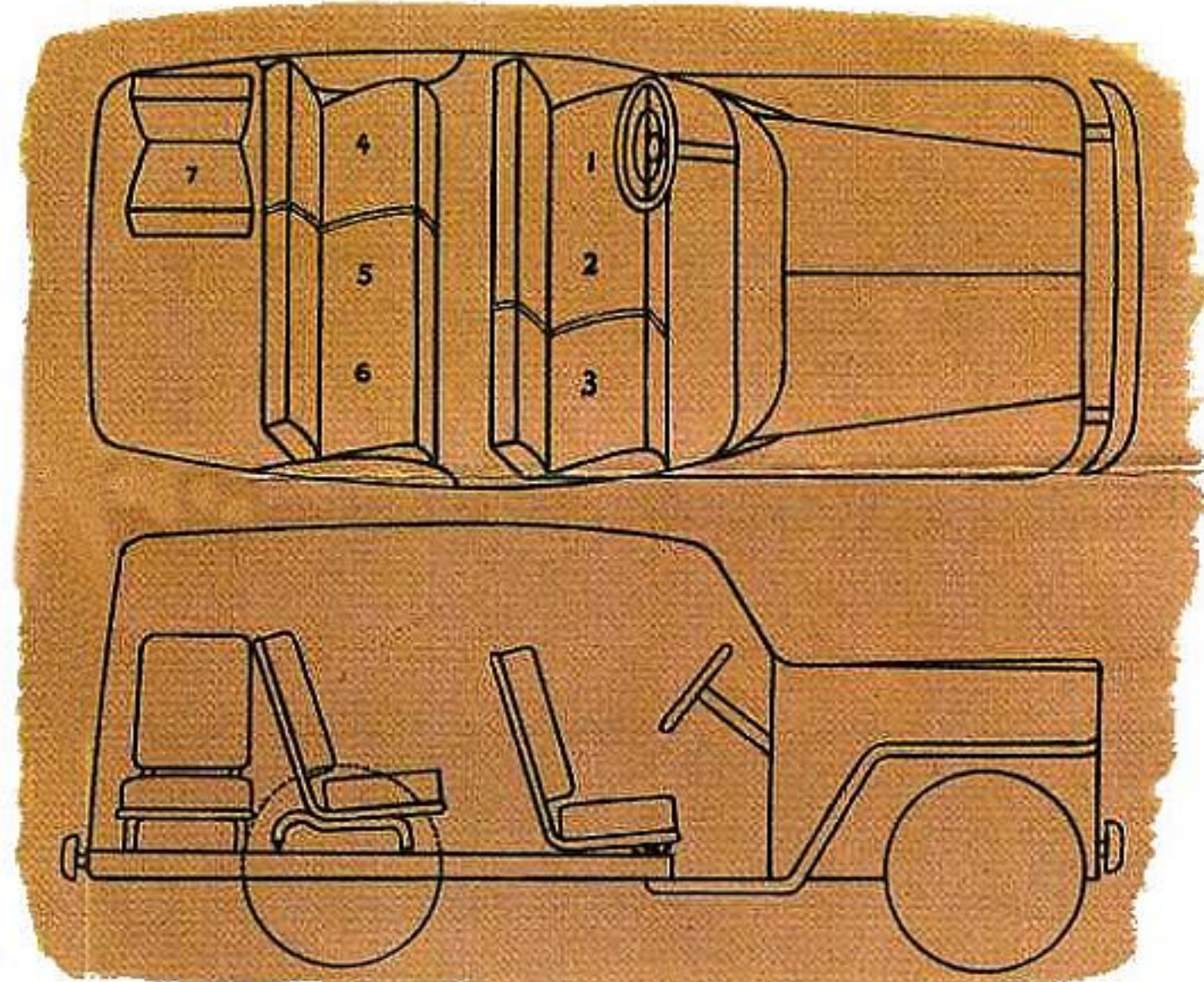
## *and builds in Luxurious Comfort, Convenience and Utility*



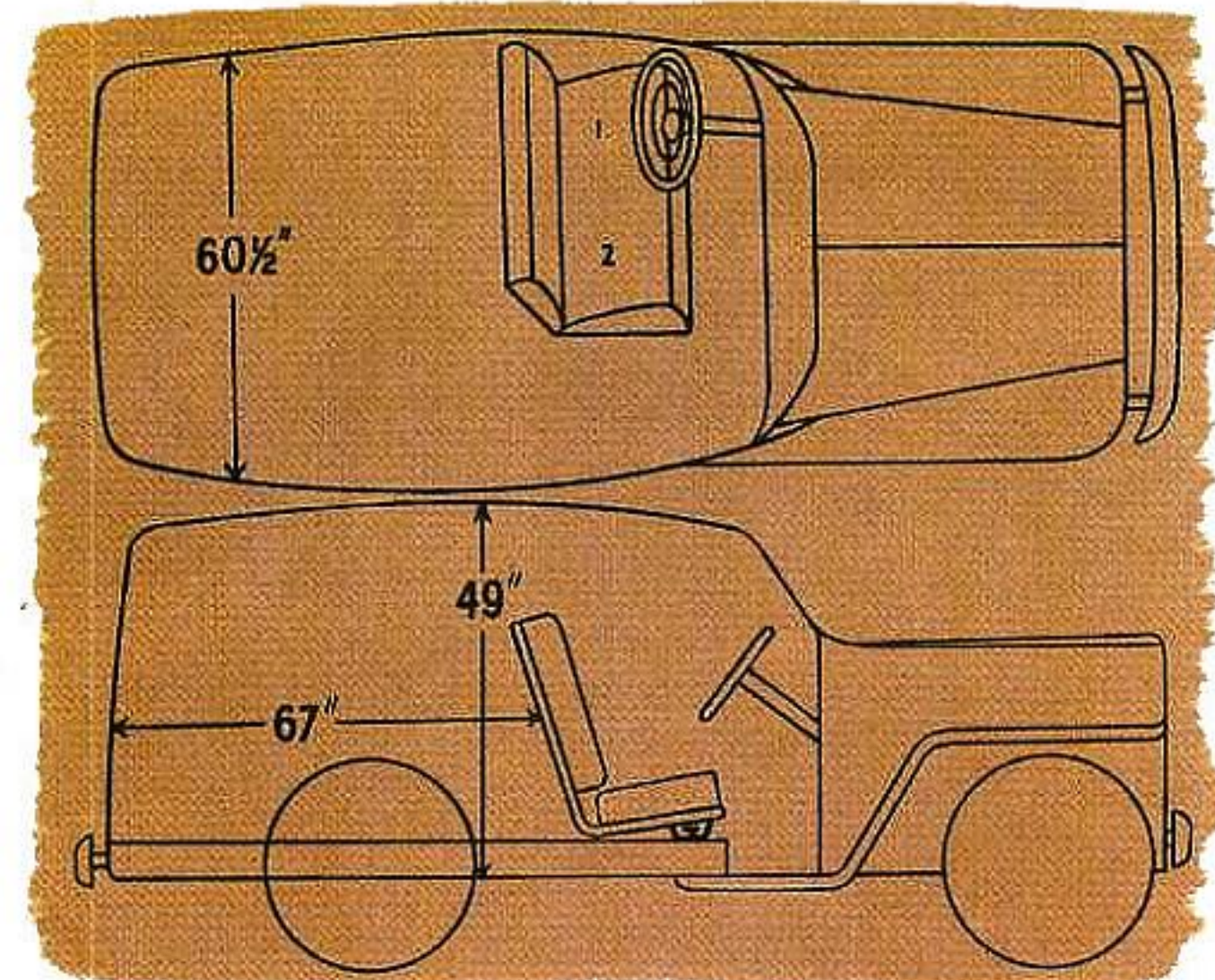
Easy-riding seats built with new-type springs, hair felt and cotton padding. Upholstered in durable simulated leather. Modern tubular-steel frames with chrome foot rests. All except driver's seat can be removed.



Meeting the problem of over-crowded streets, Willys-Overland designed the "Jeep" Station Wagon for nimble handling in traffic . . . easy parking in small spaces.



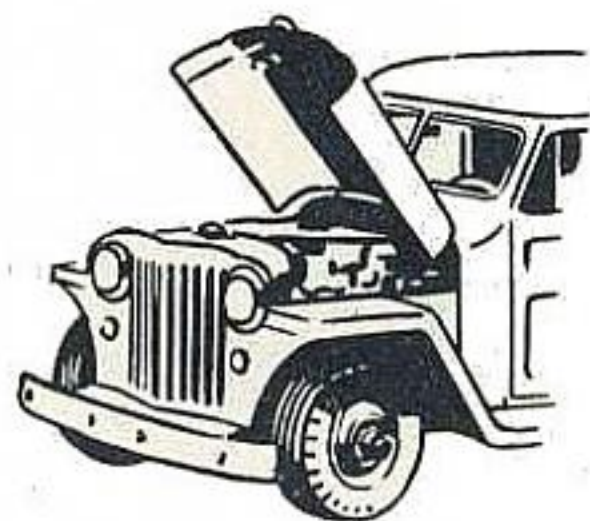
Diagrams show 7 full-size seats for adults, with plenty of head, shoulder and leg room. Below, with all except driver's seat removed, you have big carrying space—98 usable cubic feet.





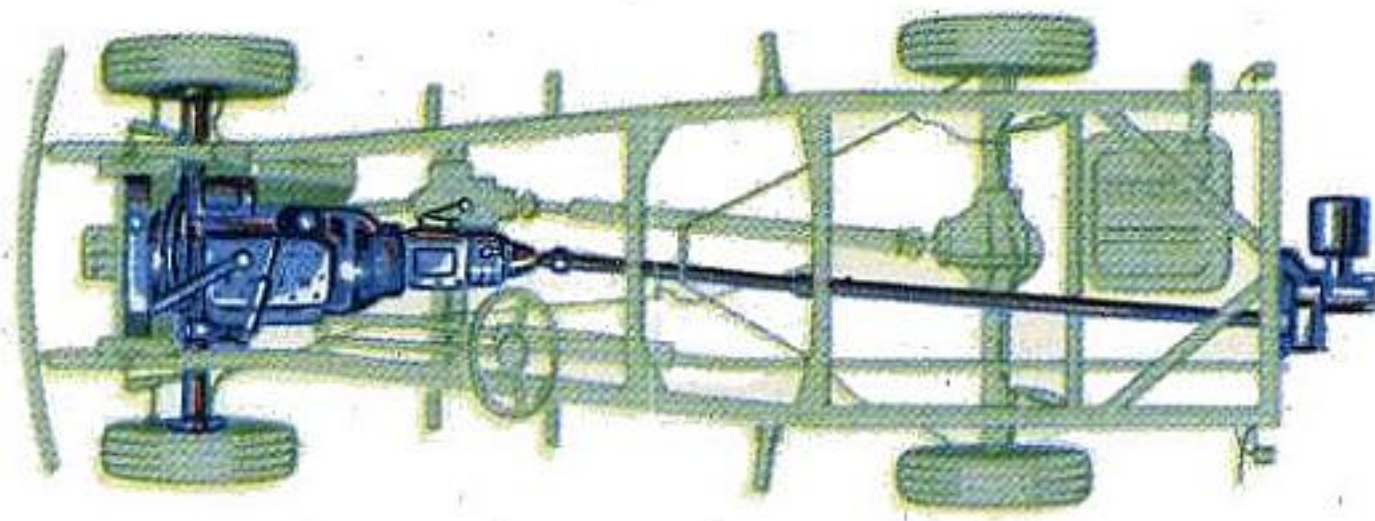
# ...BUILT FOR SERVICE

## WITH 'JEEP' POWER AND STAMINA

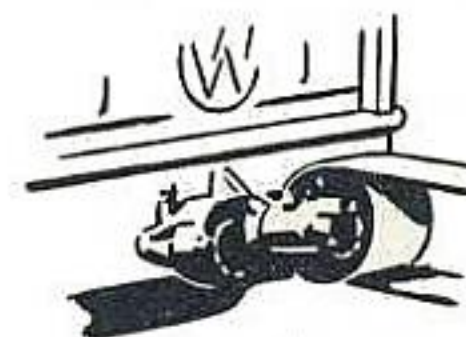


### ALLIGATOR HOOD...

The broad, wide-opening hood makes the engine easy to get to, simple to service.



**CHASSIS** of the sensational 4-wheel-drive 'Jeep' Truck, showing two live axles that give tractive effort on all wheels. Note transfer case, back of transmission, which permits selection of 2-wheel drive, or 4-wheel drive with 6 speeds forward, 2 reverse. Optional power take-off is operated by shaft from rear of transfer case.



### POWER TAKE-OFF...

With optional rear power-take-off, 4-wheel-drive models operate belt- and shaft-driven equipment.

## S P E C I F I C A T I O N S

	'JEEP' PANEL DELIVERY AND 'JEEP' STATION WAGON	'JEEP' TRUCK—2-WHEEL DRIVE		'JEEP' TRUCK 4-WHEEL DRIVE	UNIVERSAL 'JEEP'
Wheelbase	104"	118"	118"	118"	80"
Gross Vehicle Weight	3875 lbs.	4700 lbs.	5300 lbs.	5300 lbs.	3500 lbs.
Section Modulus	1.27 IN <sup>3</sup>	2.581 IN <sup>3</sup>	2.581 IN <sup>3</sup>	2.581 IN <sup>3</sup>	1.449 IN <sup>3</sup>
Frame	3¾" x 2¼" x .063"	5½" x 2" x .179"	5½" x 2" x .179"	5½" x 2" x .179"	4⅞" x 1-15/16" x .149"
Axle, Front	Planar Type Independent	I Beam Type	I Beam Type	Full Floating, Hypoid Gear 5.38:1 Ratio	Full Floating, Hypoid Gear 5.38:1 Ratio
Axle, Rear	Semi-floating, Hypoid 4.88:1 Ratio*	Semi-floating, Spiral Bevel, 5.38:1 Ratio	Semi-floating, Spiral Bevel, 5.38:1 Ratio	Semi-floating, Spiral Bevel, 5.38:1 Ratio	Semi-floating, Hypoid 5.38:1 Ratio
Axle, Rear, Option	5.38:1 Ratio*	6.17:1 Ratio	6.17:1 Ratio	NONE	NONE
Springs, Front	45½" x 2½"	36¼" x 1¾"	36¼" x 1¾"	36¼" x 1¾"	36¼" x 1¾"
No. of leaves	7	10	10	9	10
Deflection	220# per inch	225# per inch	225# per inch	303# per inch	225# per inch
Springs, Rear	50" x 1¾"	50" x 2"	50" x 2"	50" x 2"	42" x 1¾"
No. of leaves	9	11	11	11	9
Deflection	150# per inch	390# per inch	390# per inch	390# per inch	190# per inch
Tires	6.50—15, 4 ply†	6.50—16, 6 ply Rear 6.00—16, 6 ply Front	7.00—16, 6 ply	7.00—16, 6 ply	6.00—16, 4 ply
Engine	Willys-Overland 'Jeep' Engine, 4 cyl., 134.2 cu. in. displacement 63 hp. @ 4000 RPM; 106 lbs. ft. of torque @ 2000 RPM		Willys-Overland 'Jeep' Engine, 4 cyl.; 134.2 cu. in. displace- ment; 60 hp. @ 4000 RPM; 106 lbs. ft. of torque @ 2000 RPM		
Cooling System	11 qt. capacity, pressure type (3¼—4¼ psi)	11 qt. capacity, pressure type (3¼—4¼ psi)	11 qt. capacity, pressure type (3¼—4¼ psi)	11 qt. capacity, pressure type (3¼—4¼ psi)	11 qt. capacity, pressure type (3¼—4¼ psi)
Clutch	8.5" dia. 120 lbs. ft. of torque	8.5" dia. 120 lbs. ft. of torque	8.5" dia. 120 lbs. ft. of torque	8.5" dia. 120 lbs. ft. of torque	8.5" dia. 144 lbs. ft. of torque
Transmission	3 speed, synchronous mesh, helical gear	3 speed, synchronous mesh, helical gear	3 speed, synchronous mesh, helical gear	3 speed, synchronous mesh, helical gear	3 speed, synchronous mesh, helical gear
Transfer Case	NONE	NONE	NONE	Provides 6 forward and 2 reverse speed ratios in 4-wheel drive.	
Brakes, Service	10" x 1¾"	11" x 2"	11" x 2"	11" x 2"	9" x 1¾"
Steering Ratio	Variable 14—12—14:1	Variable 15.4—13.5—15.4:1	Variable 15.4—13.5—15.4:1	Variable 15.4—13.5—15.4:1	Variable 14—12—14:1
Fuel Tank	15 Gallon Capacity	15 Gallon Capacity	15 Gallon Capacity	15 Gallon Capacity	10.5 Gallon Capacity

\*Station Wagon has 5.38:1 ratio standard, 4.88:1 ratio optional

†6.70—15, 4-ply on Station Wagon Printed in U. S. A.—10-1-48

Specifications and prices subject to change without notice.

WILLYS-OVERLAND MOTORS • TOLEDO, OHIO