



THE SUN NEVER SETS ON THE MIGHTY "JEEP"...

'Jeep'
PLANNING



"JEEP" principles of design and performance have been dramatically proved in the sternest test the world has ever known...BILLIONS OF MILES OF WAR SERVICE

TO MILLIONS OF PEOPLE ALL OVER THE WORLD "JEEP" MEANS WILLEYS

THE PEACE "JEEP"

A new conception of automotive performance



For some time after peace comes the world will continue to look to America's farmers for food.

You will be asked to produce more record-breaking crops. You'll be called upon for more cattle, hogs, sheep, milk, eggs, poultry, etc., to feed the war-starved peoples of Europe as well as our own people. You will want to do your peace work with less physical strain than was necessary during war time. You'll want to do it more easily and better and in fewer working hours. You'll want more time for rest and pleasure.

To do this you'll need the newest and best in power equipment, *at a cost you can afford*. And that means one thing today—the Universal Peace "Jeep" from Willys-Overland.

The Universal Jeep is a 4-in-1 motor vehicle which will carry record-breaking Jeep performance into many *peace* jobs. It has been fitted by Willys engineers to meet the needs of farmers, industries, businesses and individuals in the busy postwar era—to save time and work and money . . . *everywhere in the world*.



The Universal Jeep is the famous *military Jeep in all basic features*. It looks very much like the military Jeep.

It has the world-tested *Willys Jeep Engine*, proved in billions of miles of Jeep war service. It has *four-wheel-drive*. It has *Jeep dependability* and *Jeep versatility*.

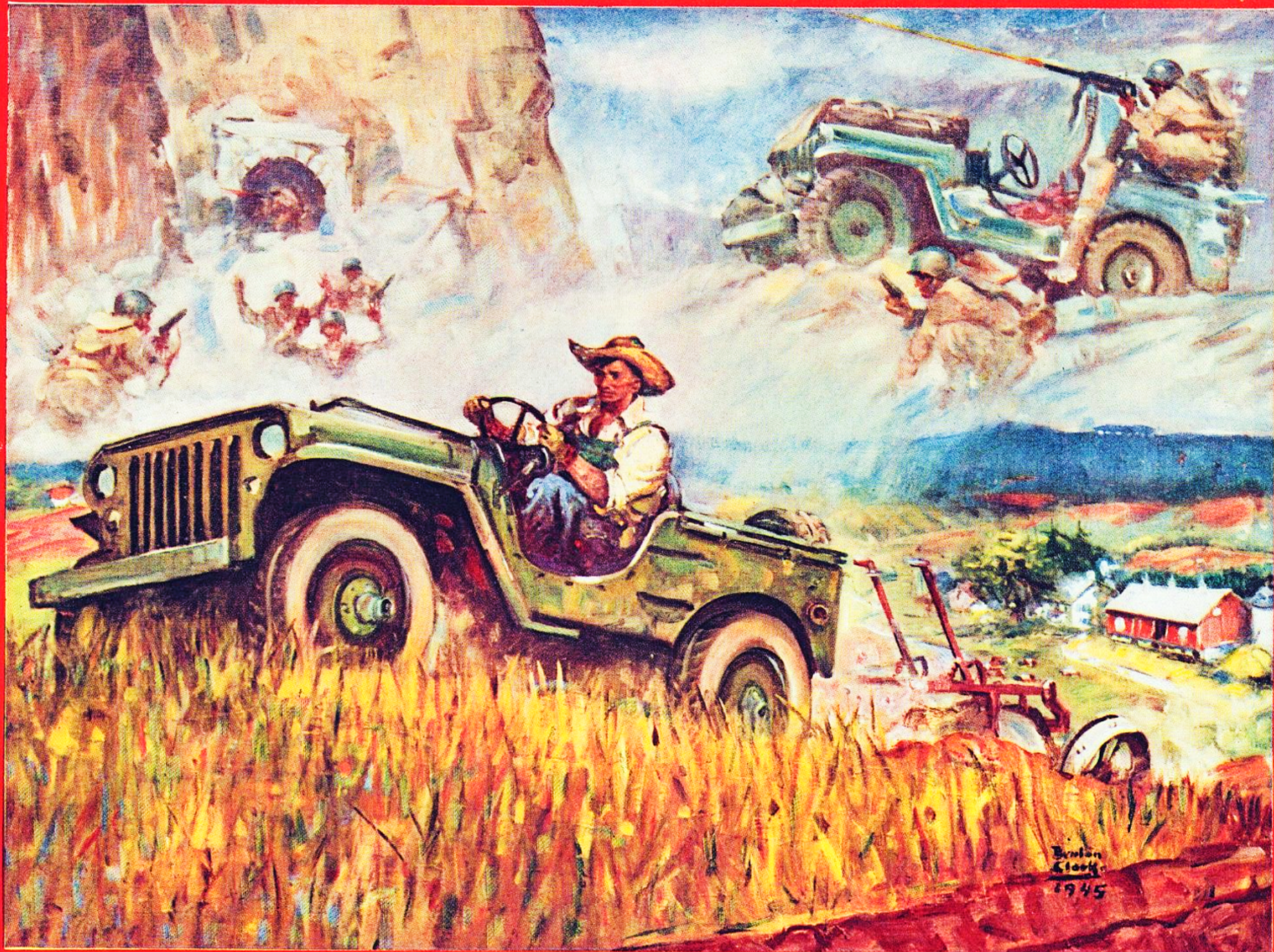
If you have a modest acreage this versatile Jeep will make yours *a mechanized farm*. How? By doing the work of *four* motorized units required for efficient farming.

The uses of the peace Jeep are universal. It is *super versatile*. It is like *four modern machines in one*. First, it is a light tractor and will do the things any light tractor will do. It is also a good, *light truck*. It is a light utility *motor car* when you need a car. Finally, it's a mobile power unit which will operate a wide range of power devices by means of a special rear-end power take-off.



While it is doing tractor jobs one man easily operates both the Jeep and the implement. As a matter of fact the Universal "Jeep" *handles* like a

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THE "JEEP" ON THE FARM

A new, modern source of time-, labor- and money-saving

motor car. It turns in a very short radius. Rides on a comfortable level even when plowing. And it does everything easier, faster and at very low cost.

When you buy the Universal Jeep you pay for only *one* vehicle, *not four*. This is a very important saving in cash outlay. You have only *one* vehicle to service—only *one* tank to gas—only *one* set of tires to care for. You save money from the very start.

The Universal Jeep works efficiently in the soft fields and also on the hard roads. It will drag two twelve-inch plows hour after hour at the speed of a light tractor. Or it will skim over the paved highway, fully loaded, at 50 to 60 miles per hour. *No motorized unit of any kind has ever offered this amazing range of performance and utility to the farmers of the world.*

If you own a large acreage requiring heavy tractors, trucks, a



Chas. E. Sorensen, President, and Ward M. Canaday, Chairman, view demonstration of peace "Jeep" on Cesor Farm.

motor car, etc., you'll still find it profitable to use one or more Universal Jeeps. You'll find them handy vehicles for chores, power jobs, general farm maintenance, road work, cattle herding, shopping, etc.

* * *

In the following pages we explain the services offered by the Universal Jeep to the

farmer. Actual photographic illustrations show it doing a wide range of farm jobs—the kind of work *you* want done.

* * *

We suggest that you arrange *now* to get one of the first Universal Jeeps. Equip yourself to enjoy the many advantages and economies of Jeep-farming at the earliest possible moment.

Chas. E. Sorensen
President

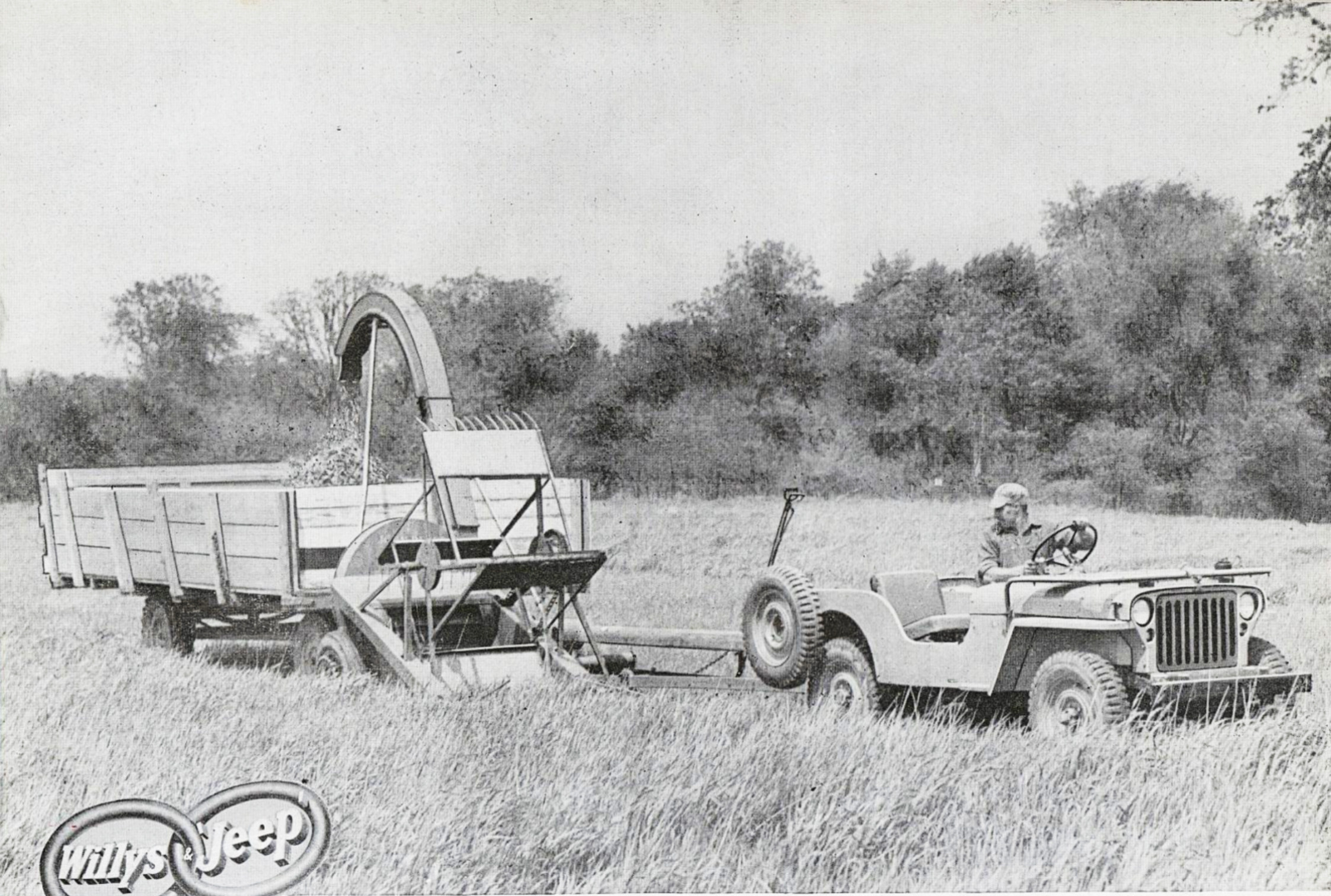
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LINKED TOGETHER IN THE
MINDS OF MILLIONS

PLOWING . . . the Universal "Jeep" pulls a double-bottom,
12-inch plow turning 24 inches of soil in furrows 7 inches deep.

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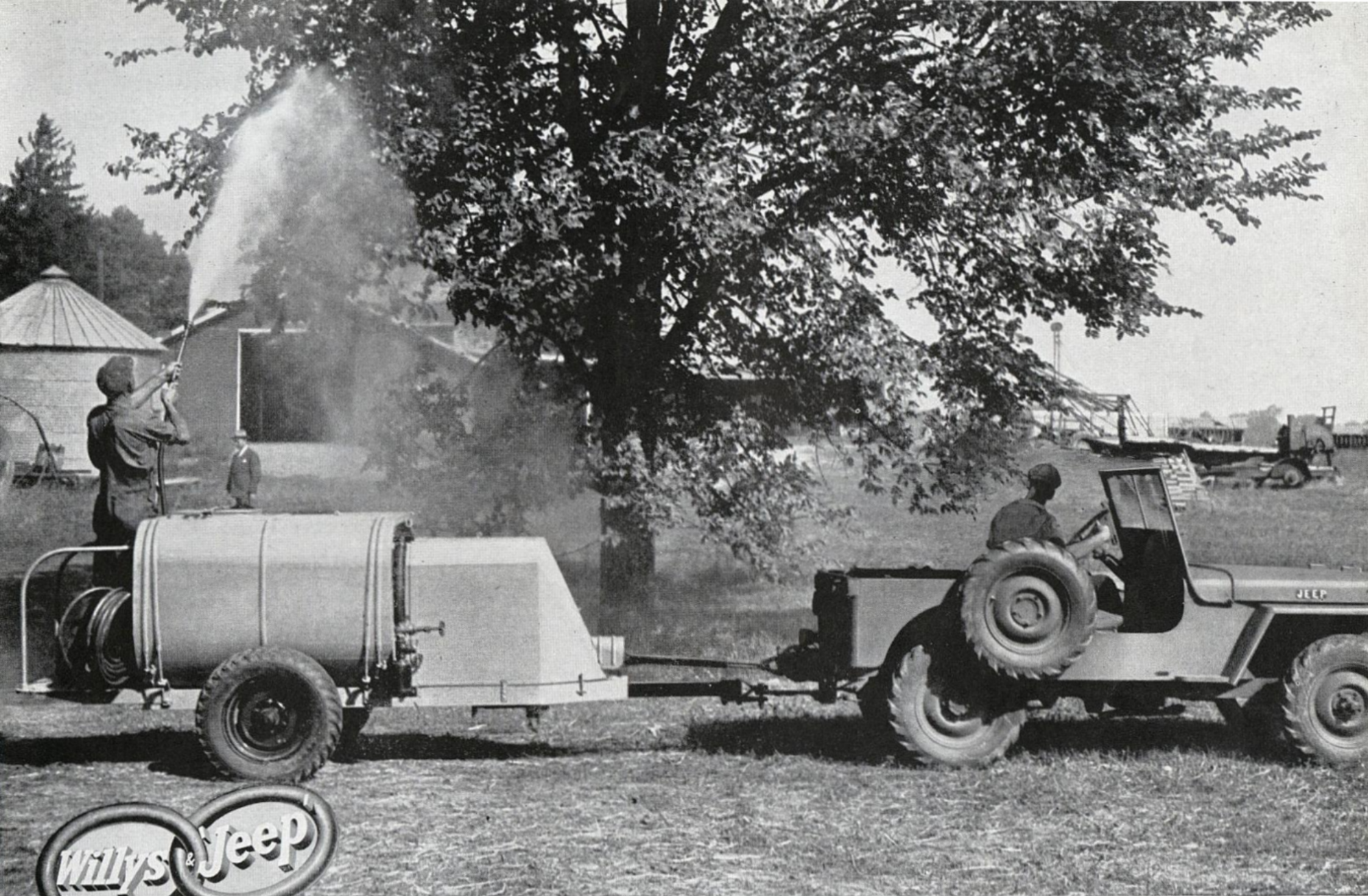
The Universal "Jeep" pulls field cutter. Chopped grain is
being emptied into trailer. A real time-saving operation.

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THRESHING . . . Here's the familiar threshing job showing the Universal "Jeep" feeding plenty of power to the separator. With Jeep power it threshed 197 bushels of oats out of this field in one hour. Gas used by the Jeep—under 2½ gallons.

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SPRAYING . . . The "Jeep's" even flow of power and its mobility are important factors in tree spraying operations. Jeep power for the spraying unit is furnished by means of the spline shaft.

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THE "JEEP"... A 4 IN 1 FARM POWER UNIT



The military "Jeep" has made itself literally "indispensable" to our Allied armies because of its amazing versatility. It gives our ground forces a motorized vehicle with a service range and versatility that have never been available before in any vehicle of any kind. The value of this new automotive "miracle" has been demonstrated repeatedly in our battles against Germany and Japan. It has been tested billions of miles.

The military Jeep has pulled artillery pieces into action; rescued bogged tanks from the mud; hauled bombers to the runway; pulled plows on the fields of England and performed countless other important jobs requiring tractor power.

It has speeded ammunition and supplies to battle posts beyond the reach of other vehicles; it has hauled everything from the morning mail to hot chow for hungry G.I.'s.

It has carried fighters into battle, evacuated wounded under fire, transported pilots to their planes and performed a list of other similar jobs too long to mention.

It has powered field kitchens, telephone systems, portable light plants, buzz saws, and generally has demonstrated its unique abil-

ity to take the power to the job regardless of ground conditions.

The Universal Jeep is now ready to go to work at hundreds of peace jobs on the *civilian* front.

It offers the farmer a mechanical "miracle" that will take the back-break out of agriculture. It is actually *four* machines in one. Not only is it very economical in each operation, but its economy is greatly increased by the fact that it works 'round the *clock*, 'round the *year*, with a minimum of idle time for your investment.

In order to adapt the military Jeep to the farm, certain engineering revisions have been made in the transmission, transfer case and axle ratios. These changes permit the Universal Jeep to operate at speeds 50 per cent lower than the military Jeep, but with the same horsepower. As a result, it can pull a plow all day or roll along the highway at passenger car speed. It is the first truly *universal* motor vehicle designed to serve farm operators *throughout the world*.

The Jeep's ability to get traction—proved on the battlefields—is unusually good. After careful tests, a tire has been selected which gives the best service on the highways as well as in the fields.



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1

THE "JEEP" AS A LIGHT TRACTOR

Saves time, work and money--around the clock, around the year, around the world

The 4-in-1 Universal "Jeep" as a *light tractor* does its work both effectively and economically.

It has been adapted for use in pulling and operating farm equipment. Its power take-off shaft is designed to tractor standards, has $1\frac{3}{8}$ diameter splines and rotates at variable speeds. A pulley-drive may be mounted over the power take-off shaft, furnishing up to 30 horsepower at a belt speed of 3,100 feet per minute.

The rugged frame of the Universal Jeep has been designed to meet the standard drawbar pull requirements for a light tractor.

The engine, clutch, transmission and transfer case have been set in rubber mountings to check the transmission of vibration to accessories and the body of the Jeep.

The Universal Jeep has selective four-wheel drive. It may be driven by the rear wheels only or by both front and rear wheels. Selection is made in the transfer case at the will of the driver.

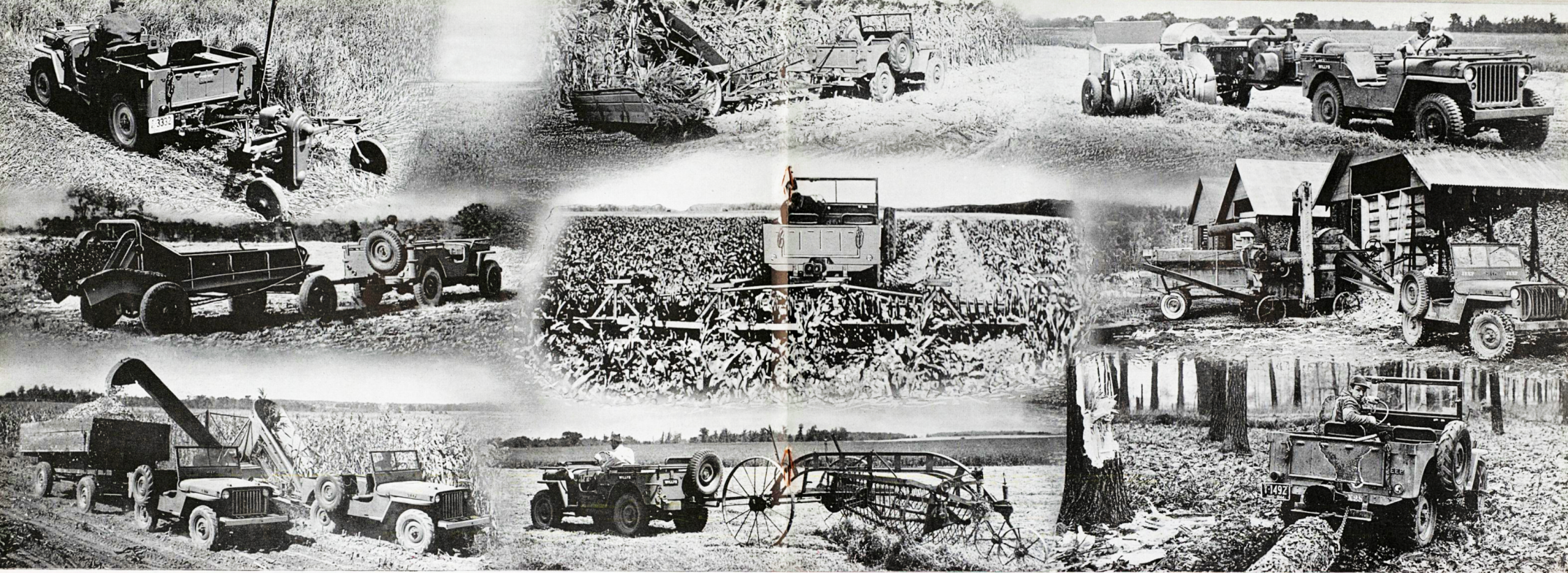
The transfer case also provides a high and low gear ratio but the low gear ratio can be used in four-wheel drive only. This feature protects the rear axle from overload and compels the

operator to go into four-wheel drive when a heavy pull is required. Mounted behind the transfer case is the highly efficient emergency brake.

The Universal Jeep has been tested and proved in the operation of a wide range of farm equipments, including the following: manure spreaders; 16-inch single bottom plows and 12-inch two bottom plows; single disc plows; double tandem disc harrows; two-row corn planters; seeders; five-row rotary hoes; corn binders; silo fillers with cutter; ensilage harvesters; side delivery rakes and numerous other implements.

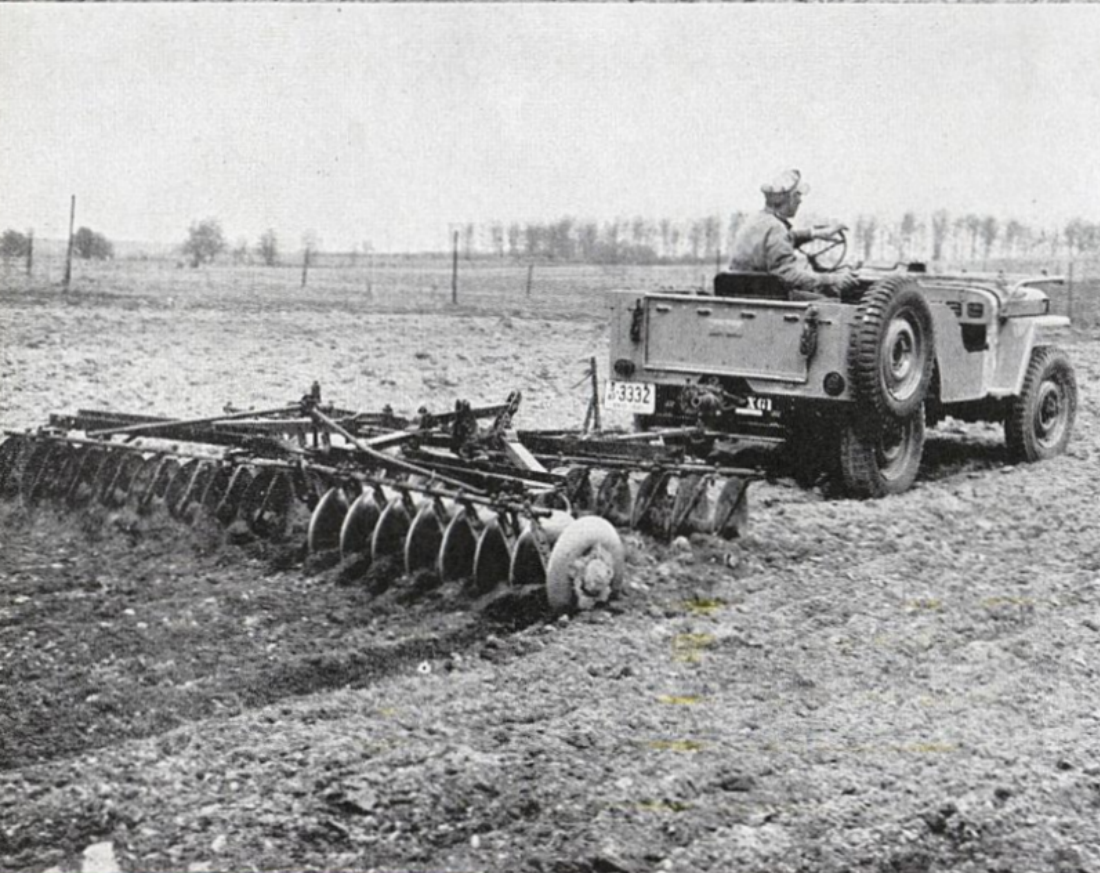
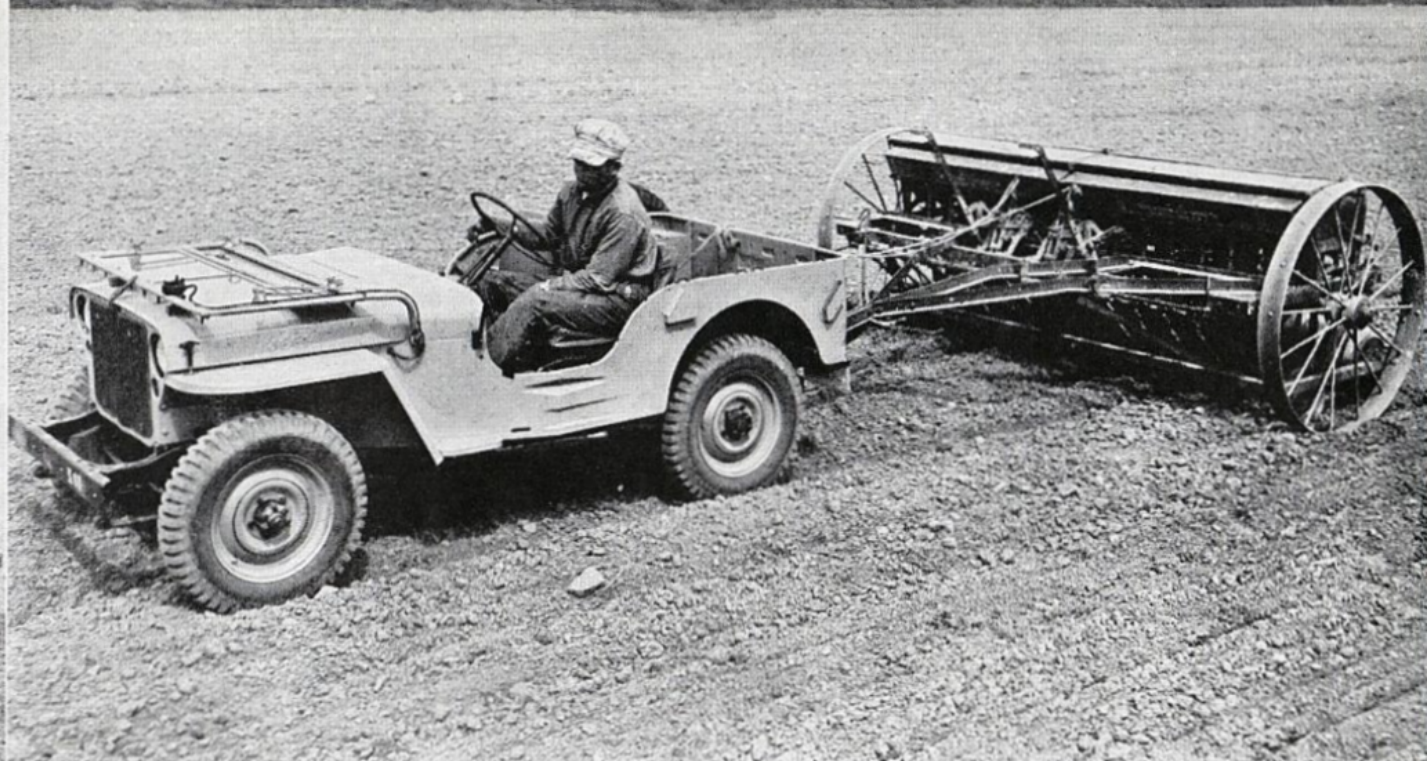


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2

THE "JEEP" AS A MOBILE POWER UNIT

A new, advanced type of time-, labor- and money-saving for farmers everywhere

The 4-in-1 Universal "Jeep" provides a combination of *power mobility* unique in automotive history. It furnishes economical power for the usual run of farm jobs and lightens the farmer's burden by performing a wide range of specialty jobs.

Being highly mobile, it can carry the power to the job even under very bad weather and ground conditions.

The Jeep's pulley drive will furnish 30 horsepower at a belt speed of 3,100 feet per minute and, with the use of its governor, engine and belt, speeds can be kept constant.

The pulley drive can operate all common farm machinery, as illustrated by the following example: Powering a grain separator, the Jeep threshed 197 bushels of oats in one hour. Gas used by the Jeep—under 2½ gallons. With its four-wheel brakes set, the Jeep stood like a rock, without the wheels being blocked, to keep the belt tight.

It is equally effective in the operation of balers, silo fillers, corn shellers and other power equipment requiring a smooth flow of power for efficient, economical operations.

As a universal utility power unit, the Jeep will operate portable

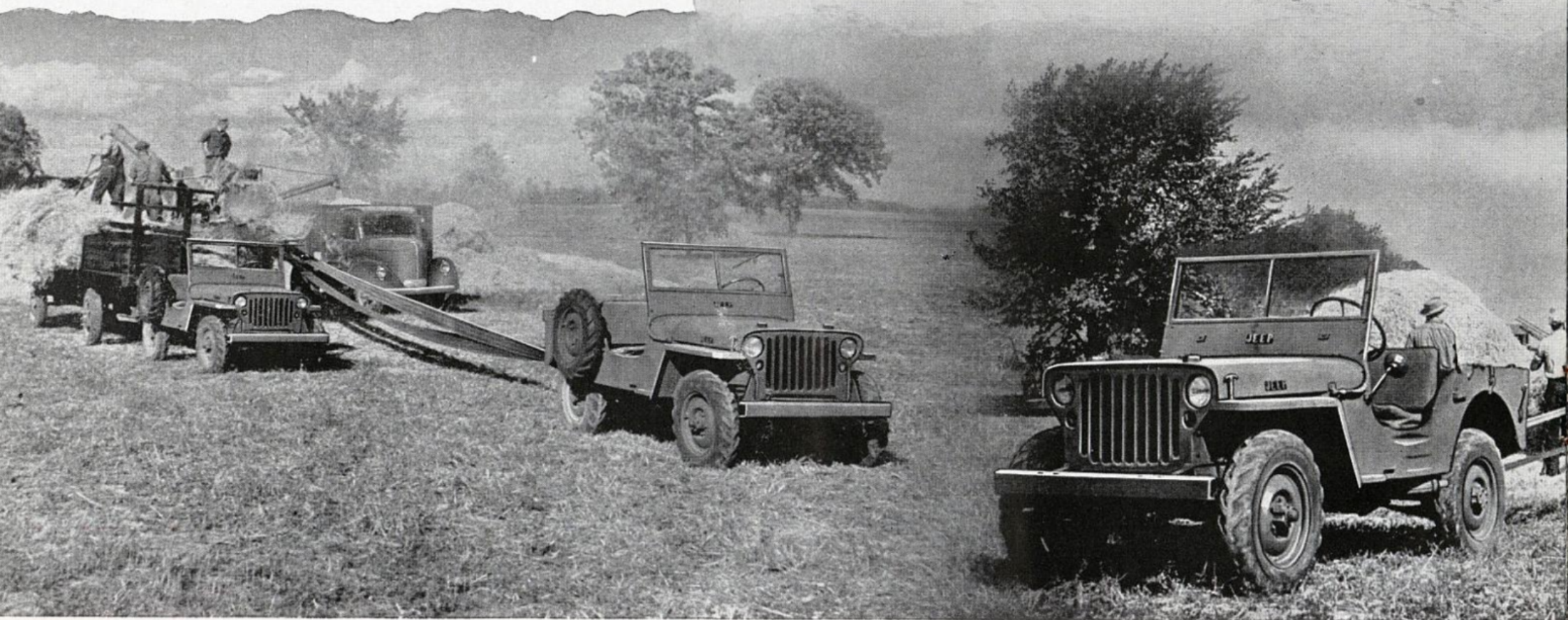
electric plants, buzz saws, spray painting equipment and other power devices—furnishing the important and added advantage of mobility. It carries power to the job in the TOUGH SPOTS.

The Jeep engine which supplies this dependable power is the same engine that has proved its reliability so dramatically in the mighty Jeep-of-war.



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THIS combination photograph shows the Universal "Jeep" in action as a mobile power plant, illustrating its ability to do a wide range of power chores on the average farm. Here, the Jeep furnishes power to shell corn, bale hay, thresh and fill a 40-foot silo. But these are only a few of scores of things the "Jeep" can do for you.



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3

THE "JEEP" AS A LIGHT TRUCK

When hauling is finished it's a tractor, a utility car or a mobile power unit

The 4-in-1 Universal "Jeep" in addition to doing the work of a light tractor, a mobile power unit and a utility passenger car, serves as a *light truck*.

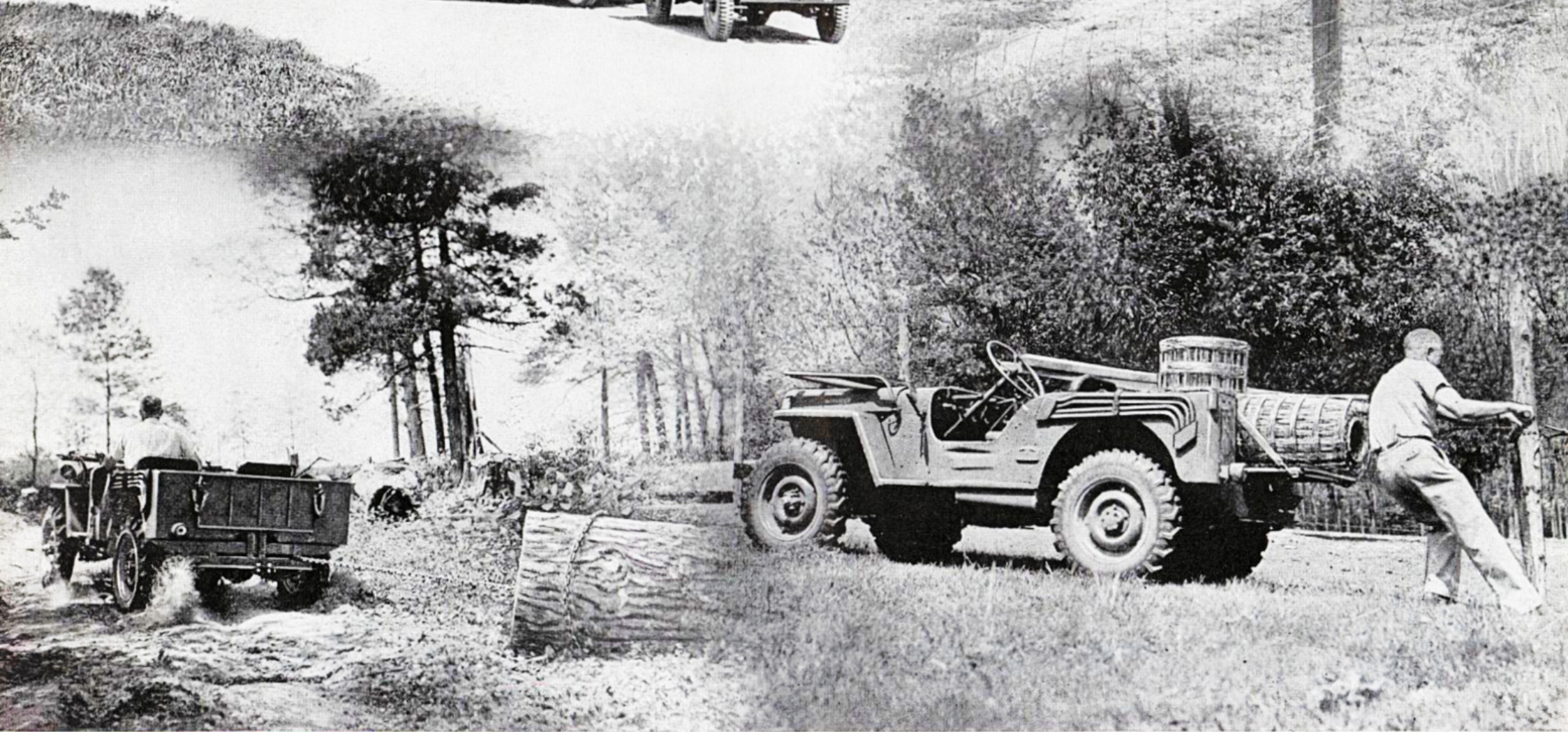
It transports material from one point to another with speed and economy on or off the highway. In addition, it offers several advantages peculiar to itself, including its ability to carry its load over terrain too tough for an ordinary vehicle and the availability of extra power through four-wheel drive.

But, even more important—as a truck it has the unique ability to *carry a load equal to its own weight*, yet it can *tow* a train of trailers when heavy work is demanded. This is an important economy feature.

The Universal Jeep can be used to herd cattle over rugged terrain. It will carry nine standard milk cans to the dairy, fetch grain and feed for the poultry and stock, stretch fence wire, plow snow or grade roads. In short, it can do the job of a light truck, and many jobs outside the range of a truck. The Universal Jeep has been equipped with a special pick-up box having a convenient tail gate . . . easy to load and unload.



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4

THE "JEEP" AS A UTILITY CAR

It will take you places no other motor car can reach, and bring you back



The 4-in-1 Universal "Jeep," as a part of its 4-in-1 performance, serves as a *utility passenger car*. It can carry passengers, in reasonable comfort, anywhere a con-

ventional automobile can go, and many places it can not go. It can get the groceries through, in almost any weather, and will deliver the children to school in spite of bad roads.

As a passenger carrier, it can traverse tough terrain—get the men to the job and get them back again.

The Jeep is the answer to the fisherman's prayer. It can take him speedily and in reasonable comfort, to that trout stream or bass lake which, previously, was out of his reach except afoot or ahorseback. It can carry the hunter into many tempting spots inaccessible to motor cars.

The Jeep solves the family picnic problem... it takes roughest back roads and steep



slopes in stride. When the war is over and more gasoline is available for civilian use, the Jeep can be used to take the family, *by trailer*, on that long-planned va-

cation to Mexico City or even up the Alcan highway. With a Jeep those tempting but rugged side roads are no longer taboo.

Yes... the Jeep has a hundred-and-one uses as a passenger unit. And it's all part of that *4-in-1* Jeep package.

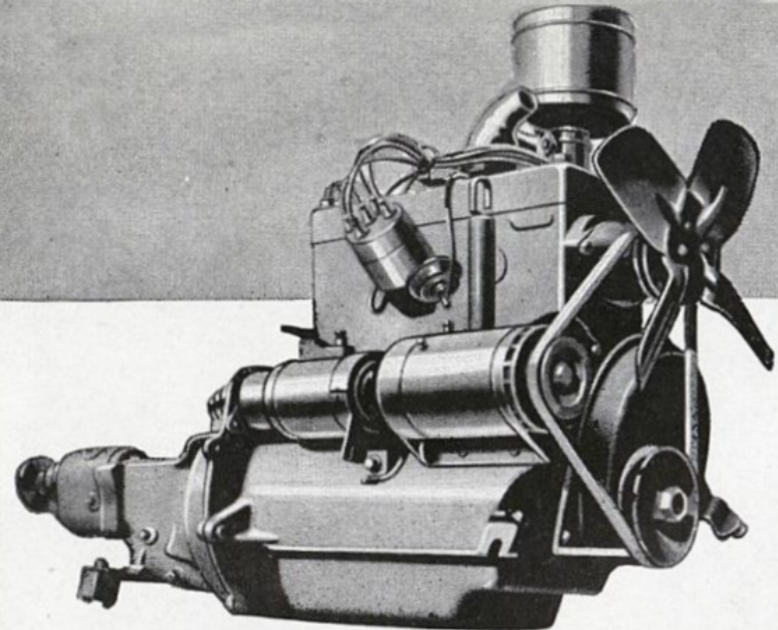
Around the clock, around the year, and around the world, it can put in the hours from dawn to dusk pulling a mower over your hay field. But the minute it is unhitched it is ready for pleasure trip or other essential transportation. And that is a Jeep feature that neither horse, mule, tractor nor motor car can

duplicate. Only the Jeep with the famous "Jeep" engine designed by Willys, can give you Jeep performance.



THE WORLD FAMOUS "JEEP" ENGINE

Available as a Stationary Power Unit



*Its power
has been felt
throughout
the world*

The power-heart of the "Jeep" is its four-cylinder, 60-horsepower Jeep Engine—the product of years of research and development by Willys engineers. Proved in the hardest test of all, a global war, this amazing power plant has driven Jeeps billions of miles where a break down would often have meant death for the passengers. It has carried our fighting men safely through the sands of North Africa, the deep mud of Italy, the icy snows of Russia and the tangled jungles of the South Pacific.

Certainly, no other engine in automotive history has ever been subjected to such a grueling test.

The Jeep Engine was designed for and used in civilian motor cars produced before the war by Willys. When this nation entered the conflict, Willys engineers—working with the Army—designed and built the now famous Jeep around the tried and tested Willys power plant. Since that time, this engine has been under constant study and observation . . . working toward perfection. The power jobs it has accomplished in this war—both



in the Jeep and independently—are the best answer to the question: "Can it do a peace job?"

We believe the facts assembled in this booklet and the information compiled by our Engineering Department are emphatic reasons why it can—and *will*—equal its war-time performance on the farms, in the factory, and in many, many other phases of civilian life.

The Jeep Engine has won a reputation for unparalleled dependability. As one soldier has said, "*it runs and runs and runs.*"

This famous engine is of the four cylinder L-head type with a counter balanced crankshaft. It develops 60 brake horsepower at 4000 revolutions per minute. Its torque peak of 105 pounds is reached at 2000 revolutions per minute. Engine life is protected by a floating oil intake which draws the lubricant horizontally from the top surface.

A further safeguard is employed in the positive crankcase ventilation system which admits only oil-washed air to the crankcase.

Aluminum pistons, steel back, babbitt-lined bearings, gear-type oil pump and all other engine components are designed for a long, trouble-free life of dependable, economical performance.

Here is a *great* engine proved in service throughout the world and under every conceivable demand and load. No other engine has ever come to you more *widely proved* and universally recommended.



TO MILLIONS OF PEOPLE ALL OVER THE WORLD "JEEP" MEANS WILLYS

How you can get your Universal "JEEP"

MANY farmers, from all over the country, have already registered with us their interest in a Universal "Jeep" after the war. If you have not sent your name and address to us, do so right away. Orders are being carefully recorded with our dealers. Letters asking for first-hand information are being answered as promptly as possible. Sending in your inquiry now means that you will be among the first to get all the facts about the Jeep. To make it simple just fill in and send us the coupon to the right. Check ways the Jeep can serve you. Tear off coupon, fold and mail in an envelope.

The Universal Jeep Works and Saves

. . . Around the Clock,

. . . Around the Year,

. . . Around the World.

"JEEP" HEADQUARTERS - TOLEDO, OHIO

CUT ON THIS LINE

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

Gentlemen:

I would like earliest possible information about the Universal "Jeep" as your engineers have adapted it for peace jobs.

Name.....

County.....State.....

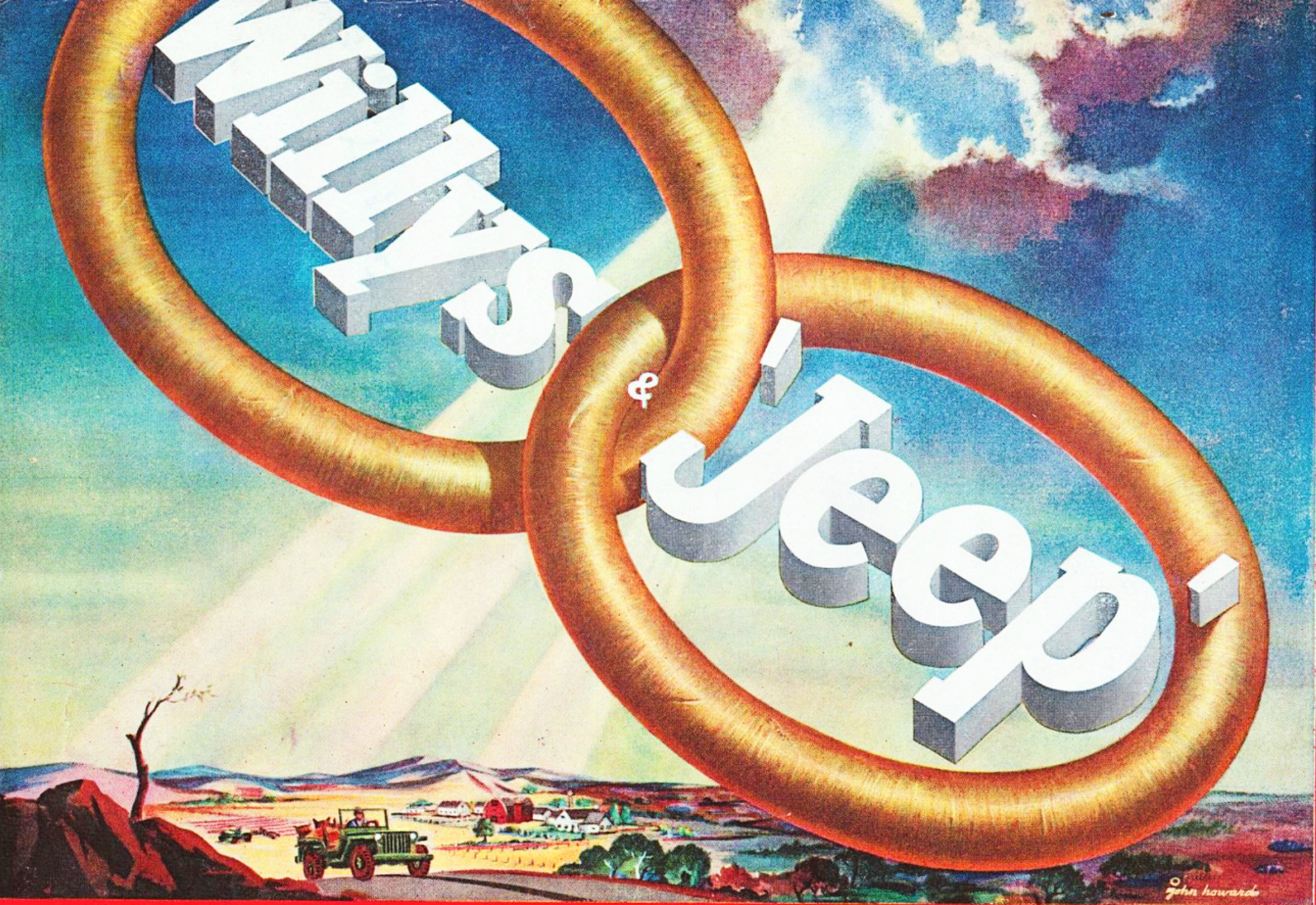
R.F.D.....Box.....Number acres farmed.....

CHECK HERE HOW THE UNIVERSAL "JEEP" CAN HELP ON YOUR FARM

- | | |
|--|---|
| <input type="checkbox"/> Discing | <input type="checkbox"/> Water pump |
| <input type="checkbox"/> Harrowing | <input type="checkbox"/> Ice cutting |
| <input type="checkbox"/> Fertilizing | <input type="checkbox"/> Operating saw |
| <input type="checkbox"/> Plowing | <input type="checkbox"/> Grinding |
| <input type="checkbox"/> Drilling | <input type="checkbox"/> Filling silo |
| <input type="checkbox"/> Rolling | <input type="checkbox"/> Cutting corn |
| <input type="checkbox"/> Cultivating | <input type="checkbox"/> Corn sheller |
| <input type="checkbox"/> Mowing | <input type="checkbox"/> Hay baler |
| <input type="checkbox"/> Reaping | <input type="checkbox"/> Fire-fighting |
| <input type="checkbox"/> Threshing | <input type="checkbox"/> Towing stone boat |
| <input type="checkbox"/> Binding | <input type="checkbox"/> Cattle herding |
| <input type="checkbox"/> Spraying trees | <input type="checkbox"/> Snow plowing |
| <input type="checkbox"/> Spraying paint | <input type="checkbox"/> Road grading |
| <input type="checkbox"/> Towing trailers | <input type="checkbox"/> Roadside trimming |
| <input type="checkbox"/> Logging | <input type="checkbox"/> Hunting, fishing |
| <input type="checkbox"/> Wire stretching | <input type="checkbox"/> Digging post holes |
| <input type="checkbox"/> Hauling feed | <input type="checkbox"/> Utility car |
| <input type="checkbox"/> Hauling water | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Removal of cattle | <input type="checkbox"/> Visiting |
| <input type="checkbox"/> Milk delivery | <input type="checkbox"/> Electric light plant |

and in many other practical ways

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