

POWER!

...where it counts!



BAD WEATHER...



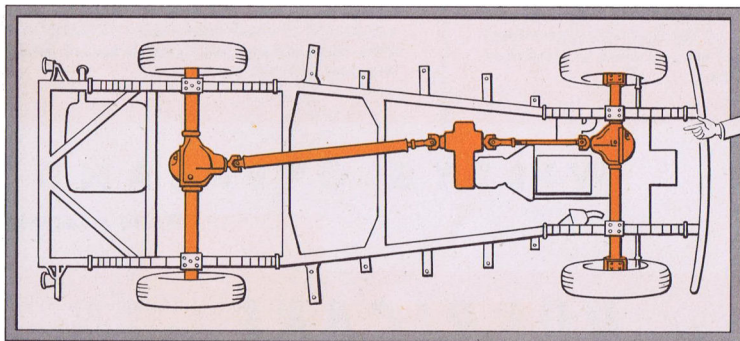
BAD ROADS...



OR NO ROADS AT ALL!

4-Wheel Drive... ***gets thru and gets the job done!***

A rugged 4-wheel-drive Willys vehicle is the answer to your toughest hauling problems because it keeps going when others quit. All four wheels work together—*pull together*—to provide the extra traction needed to get loads through deep mud, sand or snow. With ease, you climb steep grades, cross rough open country, travel roads impassable to anything but a horse.



On smooth roads or level ground, you operate a 4-wheel-drive vehicle just like any other car with a standard shift. When necessary, just flick a lever and change over to 4-wheel drive. A special low gear-range gives extra pulling power for emergencies, assures you

of dependable "go-anywhere" transportation regardless of weather or driving conditions. A wide choice of gear ratios—six speeds forward and two reverse—lets you balance power and load for maximum economy and performance.

Willys

4-WHEEL DRIVE *Serves Industry and Agriculture in a thousand different ways!*

Builders
Contractors
Crop Dusters
Construction Workers

Civil Engineers
Dairymen
Exploration Parties
Electricians
Farmers
Forest Rangers

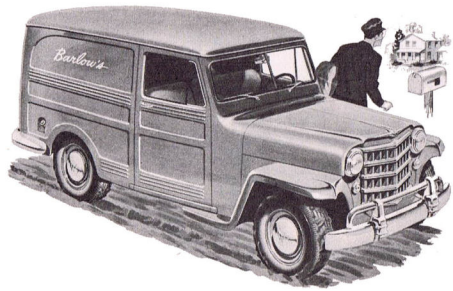
Geologists
Highway Engineers
Hunting & Fishing Guides
Lease Runners
Lumbermen
Mining Engineers
Oil Well Drillers
Pipeline Workers
Plumbers
Plant Police

Prospectors
Ranchers
Resort Operators
Rescue Workers
Sheep Herders
Surveyors
Service Station Operators
Telephone Linemen
Towing Contractors
—and countless others



Equipment, specifications and trim subject to change without notice. Optional equipment, extra.

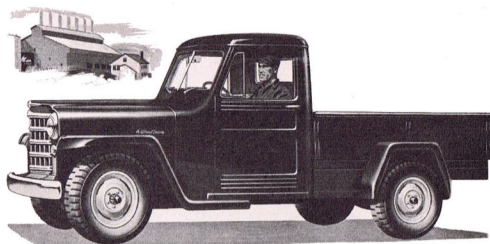
4 Great Vehicles with 4-Wheel Drive!



4-WHEEL-DRIVE WILLYS SEDAN DELIVERY

Delivers the goods when others can't

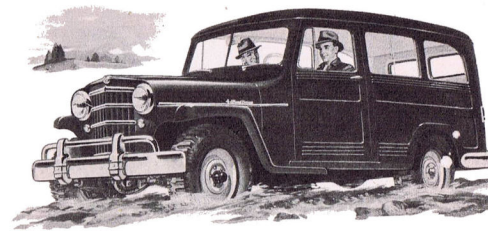
The Willys Sedan Delivery assures maintenance of tight delivery schedules regardless of road or weather conditions. It is also useful as a "trouble shooter" or service car for electricians and telephone linemen, plumbers, radio and television men and repair crews of every type. The fully enclosed weatherproof body has 112 cubic feet of cargo space with ample height for big bulky loads. Of course, it operates on or off the road—in conventional 2-wheel drive or powerful 4-wheel drive as conditions require. 104-inch wheelbase.



4-WHEEL-DRIVE WILLYS TRUCK

The "Go-Anywhere" Carrier that gets the load through!

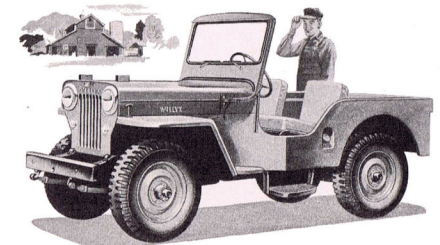
The 4-wheel-drive Willys Truck is built for tough service under tough conditions. With special heavy frame and rugged construction throughout, it combines great stamina and dependability with easy maintenance and low operating costs. It carries one-ton payload, has 118-inch wheelbase and is powered by the high-compression Hurricane Engine. For ordinary travel, it operates in economical 2-wheel drive—shifts instantly to 4-wheel drive when extra pulling power is needed. Enclosed cab has every driver comfort.



4-WHEEL-DRIVE WILLYS STATION WAGON

Goes on or off the road with passengers or cargo!

The 4-Wheel-Drive Willys Station Wagon is a combination passenger and utility vehicle that provides dependable, year-around transportation under conditions that would stop others cold. It is a full-size car with a 104-inch wheelbase and sturdy all-steel body mounted on the rugged Willys 4-wheel-drive chassis. It carries six passengers, has room for a big load of tools and equipment. Rear seats are easily removed to provide up to 98 cubic feet of cargo space. Seats and interior are washable. Powered by the high-compression Hurricane 4 Engine.



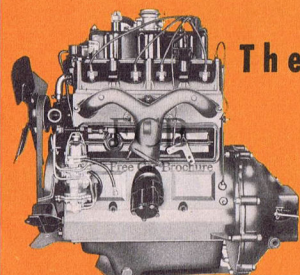
4-WHEEL-DRIVE UNIVERSAL JEEP

All Around "Work Horse" for Farm & Industry

The 4-Wheel-Drive Universal Jeep is a rugged "go-anywhere" vehicle used in countless ways by contractors, builders, engineers and many others with work to do in hard-to-reach places. It travels on or off the road—goes places and does things impossible without the traction and pulling power of 4-wheel drive. On farm or ranch the Jeep works as a pick-up, tow truck or field tractor—saves money by spreading its cost over scores of different jobs. Optional power take-off furnishes up to 30 h.p. for on-the-job operation of belt and shaft driven equipment.

WILLYS-OVERLAND MOTORS, TOLEDO, OHIO

World's Largest Maker of 4-Wheel-Drive Vehicles



The HURRICANE F-HEAD "4" ENGINE

Bore 3 1/4" Stroke 4 1/4"
Displacement . . . 134.2 cubic inches
Max. Torque . . . 114 @ 2000 RPM
Max. H.P. . . . 72 @ 4000 R.P.M.
H.P. per cubic inch
of displacement537
Compression ratio6.9 to 1
Optional ratio for
high altitudes7.4 to 1



The Hurricane F-head is one of the most efficient and economical automotive engines ever developed.

In the F-head combustion chamber an unusually large intake valve is placed in the cylinder head over the piston and the exhaust valve is in the cylinder block beside the piston. The spark plug is in the upper face of the combustion chamber, centrally located for uniform combustion. Since intake and exhaust valves are in opposite surfaces, the combustion chamber is small and compact for high compression. This results in better engine breathing and greater fuel economy. Regular grades of gasoline are entirely satisfactory for top performance and service with the Hurricane F-head Engine.

*Do it quicker—
Do it better with 4-Wheel Drive!*

LET US DEMONSTRATE