Willys-Overland presents

The Motor Vehicle That Serves All Industry

The Universal 'Jeep'

Rinehart Motor Company
711 S. Adams Street
Camden, Arkansas

No motor vehicle can do as many jobs for industry as the universal 'Jeep'.
TO GET MEN, TOOLS AND POWER TO THE JOB
GET A 'Jeep'

Despite roads or weather, linesmen who must get through count on the dependable "Jeep" for sure and speedy transportation of men and equipment. "Jeep" can be equipped with winter top, curtains, heater.

The world-famous Willys-Overland "Jeep" Engine and 4-wheel-drive make the "Jeep" ideal for carrying men and tools in regions inaccessible to ordinary vehicles.

Public Utilities—When men must get there—no matter what the terrain or the weather—to repair power, communications, gas and water lines—you can count on the dependable "Jeep."

Field Work—The "Jeep" carries prospectors, geologists, miners, oil field workers, loggers, quarrymen, etc. through trackless wastes, right to the scene of their work.

Hurry-Up Service—The versatile, dependable "Jeep" does yeoman service in delivering men, equipment, tools and supplies to areas with poor roads or no roads at all.

Mud, sand, snow, bad weather are "meat" for the "Jeep!" 2-wheel-drive on the paved highway for economy can be shifted to 4-wheel-drive when the going gets tough.

The mighty "Jeep" has the power to get through to such hard-to-get-at places as oil fields, mines and lumber camps. Large carrying space rides four or more passengers.

THE 4-WHEEL 'JEEP' NEEDS NO BEATEN PATH...GET A 'JEEP'
A portable air compressor supplying up to 17 cubic feet of air per minute to paint sprayers (2 guns), grease guns, tire inflators and small pneumatic tools operates from the rear power take-off. Easily installed and removed.

Most plants have jobs for industrial tractors, pick-up and delivery trucks, personnel carriers and small mobile power units. Until Willys-Overland introduced the versatile "Jeep," it was necessary to buy and maintain separate machines. Now you can purchase one vehicle which can be used as any of them at any time.

The versatile "Jeep" lends itself to numberless uses in the factory. With its tractor power and extra strong frame, specially built for towing, it is used to tow trailers to and from the factory and trains of dollies within the grounds. Its power take-offs make the "Jeep" the ideal vehicle for specific use by the Paint and Electric Shops, Service and Maintenance Departments of any large industrial plant.

Operated by the "Jeep" center power take-off, this lightweight, well balanced, portable air compressor supplies up to 60 cubic feet of free air per minute, at 100 lbs. per square inch pressure, to pavement breakers, rock drills, diggers, tampers, concrete vibrators, riveting hammers, chipping hammers, 6-gun paint sprayers, sand blasters, caulking guns, carving tools, chain saws for standing timber, etc.
An efficient, economical, 200-amp. welding unit with welder generator, mounted in the bed of the "Jeep" and governor-controlled, is operated from the center power take-off by V-belt drive. Useful to industrial plants, airports, shipyards, railroads, public utilities, oil fields, structural iron and pipeline contractors.

Here an overall weight of 55 tons is being switched by a Willys-Overland Universal "Jeep" in the yards of a large midwestern lumber company. On the highway, the "Jeep" pulls a 5500-lb. trailed, braked payload with reserve for grades.

The maneuverability of the "Jeep" makes it highly efficient and time-saving for snow clearance work, using a hydraulic snow blade. The "Jeep" engine and 4-wheel-drive give the necessary push to clear plant roadways and parking areas.

Used as an industrial tractor or tow-truck, the "Jeep" is used to tow dollies within the plant or to go across town, pick up trailer loads of sub-assemblies and bring them back to the assembly line, saving time, money, man-power.

A capstan type winch, capable of pulling heavy loads can be mounted on the front of the "Jeep" and driven through the front power take-off. Hand brake locks all four wheels when front axle is engaged.
FOR TRANSPORTATION...ON OR OFF THE ROAD

GET A 'Jeep'

Used as a carrier of men and necessary materials, the Universal "Jeep" will get you through.

**Used as a pick-up truck**, the "Jeep" carries 800-lb. loads in its sturdy steel body—goes almost anywhere, on or off the road—reaches places conventional trucks cannot go—speeds along at 60 in 2-wheel drive.

**Used as a personnel carrier**, the "Jeep" carries men and tools right to the job—goes where ordinary vehicles cannot go—cross country—up hill and down dale—through mud, sand and snow.

Built more sturdily than even its famous military progenitor, the Universal "Jeep" combines the basic functions of a small truck, light tractor, mobile power unit and personnel carrier. Here it is used as a handy pick-up truck.

RIGHT—The "Jeep" will get you through—regardless! Here the "Jeep" forges through the soft ground of spring, climbing a steep woodland hill with three hefty lumbermen as passengers. In 4-wheel-drive, the "Jeep" can go most anywhere.

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**For Industrial Plants and Small Communities... THE 'Jeep' FIRE TRUCK**

The "Jeep" Fire Truck fills a long-felt need of Industrial Plants and rural communities beyond the reach of adequate fire protection, for a practical, efficient, low-cost way to safeguard life and property and reduce necessarily high fire insurance rates.

LEFT—Hydraulic 120-lb. pressure pump operates from front power take-off. Pumps 375 gal. per min. from cisterns, wells, ponds, creeks, city hydrants. Truck carries 4 men, all necessary equipment.
HUNDREDS OF INDUSTRIAL USES FOR POWER TAKE-OFFS

The Universal 'Jeep'

THE REAR POWER TAKE-OFF

Power mower run by spline shaft of the "Jeep" rear power take-off. Spline shaft also furnishes 100 lbs. pressure to tree and paint sprayers, powers oil field augers.

The Rear Power Take-Off, mounted on the frame rear cross member, provides the S.A.E. Standard 1\%\textquoteright; 6-splined shaft for driving a power-operated implement towed behind the vehicle. By interchanging two helical cut gears in this unit, two ratios are available—20 to 24 (5:6) and 24 to 20 (6:5).

For belt-driven equipment, a self-contained pulley-drive unit is bolted to it, fitted with an 8\'\textquoteright; diameter pulley, 8\'\textquoteright; wide, with speeds ranging from 255 to 2674 r.p.m. in steps of 200 r.p.m. controlled by a governor. Spiral bevel gears and drive shaft are mounted on adjustable Timken roller bearings.

THE CENTER POWER TAKE-OFF

Powerful insecticidal duster run by V-belt drive from the center power take-off. The 60 cu. ft. per min. air compressor is also powered from this take-off.

The Center Power Take-Off, on the rear of the transfer case, can be equipped with a pulley for a V-belt drive of from one to four belts. A two-universal joint, tubular propeller shaft, mounted on adjustable Timken roller bearings, connects the center and rear units.

THE 'JEEP' TAKES THE POWER RIGHT TO THE JOB...GET A 'JEEP'
POWERED BY THE WORLD-FAMOUS
Willys-Overland
"Jeep" Engine

No other engine in automotive history has ever been subjected to such a grueling test as the power heart of the "Jeep." This powerful, economical, 4-cylinder, 60 H.P. Willys-Overland "Jeep" Engine, the product of years of research and development by Willys-Overland engineers, became standardized during the war as motive power for the military "Jeep" and also as a stationary engine. That it really can take it is evidenced by its powering the military "Jeep" through billions of miles—over all kinds of terrain—in all kinds of weather—in all parts of the world.

Its power has been felt throughout the world

Features of the Civilian Jeep

Though the Universal "Jeep" has the power, sturdy construction and serviceable appearance of the military vehicle, this new peacetime "Jeep" has been so refined for civilian use—its engineering has undergone so many sound improvements as to make it a new concept of mobile power.

The Universal "Jeep" has selective 2- and 4-wheel drive; 6 forward speeds and 2 reverse; 4-wheel hydraulic brakes; larger clutch; wide range gear ratios; finger-tip gear shift; hydraulic shock absorbers; newly designed steering linkage; easy riding parabolic springs; spring cushioned seats; 7" sealed-beam headlights with foot dimmer-switch; parking lights; three power take-off points; front and rear tops; removable passenger seats; safety plate glass windshield; increased cooling capacity; heater; engine governor; rear view mirror; battery under hood; outside gas tank filler; shielded crankcase; air cleaner; radiator brush guard and screen; heavily braced draw-bar; pintle hook.

Features marked with (*) are optional equipment.

SPECIFICATIONS


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

CLUTCH—Single plate, dry type, 8 3/4" diameter. Torque dampener in clutch driven plate. Pre-lubricated clutch release bearing.


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

ENGINE—Mounted on four rubber supports. Four cylinders. L-Head type. Bore 3 3/4". Stroke 4 3/4". Horsepower 60 at 4000 R.P.M. Taxable horsepower 15.63. Piston displacement 90 cu. in. Compression ratio 6.48. Cylinders 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 oil 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 camshaft. Oil capacity—4 quarts for refill. With oil filter empty—3 quarts.

PISTONS—Aluminum alloy; tin plated to prevent scuffing. Cam ground. Other piston features—heat-dam, T-slot and ribbed head. Two special compression rings, one oil control ring. Piston pins 1/2" dia. I-beam type connecting rods.

ELECTRICAL SYSTEM—35 amperes, two pole, two brush type generator. Battery 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 cross members.

FUEL SYSTEM—Fuel tank 10 1/2 gallons capacity. Air cleaner, oil bath type; automatic manifold heat control. Fuel pump with screen and sediment trap, operated from camshaft.

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


STEERING GEAR—Cam and lever type; 14:12.14 ratio; 17 1/4" steering wheel, three spoke safety type. Turning radius 18 feet.

TIRES—6.00 x 16, 4-ply, "All-Service" type tread. Disc type drop center wheels, five mounting studs.

TRANSMISSION—Synchro-mesh, 3 speed type, silent helical gears. 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 2.43-1, giving vehicle six speeds forward and two reverse.

WHEELBASE—80"; vehicle overall length 122 3/4"; overall width 59 5/8".

STANDARD EQUIPMENT—Front bumper; 4-wheel drive; four tires 6.00X16-4-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.