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TOLEDO, OHIO

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**WILLYS-OVERLAND
DATA BOOK
FOR
RETAIL SALESMEN
AND SALES MANAGERS**

THIS DATA BOOK is published in the interest of providing Willys-Overland Salesmen with the basic data required to answer technical and semi-technical questions from prospects. Simultaneously, it provides the highlights, the main sales features of each model in consistent, concise and organized outline. Furthermore, this type of Data is usually required by Fleet Owners and purchasing agents for Federal, State, County, City and independent organizations.

Since Willys-Overland's policy is one of constant improvement, the specifications in this booklet are subject to change without notice.



THE HERITAGE OF WILLYS-OVERLAND

● In its traditional field of economical transportation, Willys-Overland Motors, since World War II, has pioneered in automotive developments that have consistently added to the usefulness of the motor vehicle as a tool to serve man's needs.

The Willys-Overland concept of practical transportation holds that motor vehicles must provide maximum facilities for the movement of people and goods with the minimum of maintenance and operating expense.



To this end, Willys-Overland engineers designed a unique postwar line now known

throughout the world for its high degree of utility and functionalism.

In economy alone, Willys has provided more practical transportation. Where once comparatively few car owners could afford the many advantages of the station wagon type of vehicle, Willys has brought this much desired body style within the reach of the masses—those thousands of motorists to whom low-cost transportation has become vital.

Greater economy of operation has been achieved in the Willys-Overland line with two new, brilliant power plants, the "Hurricane 4" and the "Lightning 6"; added to the already famous Universal 'Jeep' engine.

In the "Hurricane," Willys maintains its superiority in four-cylinder engines with an entirely new F-head type power plant, the only one of its kind produced in America. Typical of Willys' automotive pioneering, the F-head development is the most significant engineering advancement since this same historical automotive independent introduced its concept of utility in motor car design.

With this engine, Willys' engineers have increased horsepower approximately 14 percent, at the same time decreasing fuel consumption by as much as 25 percent.

A compression ratio of 7.4 to 1 is higher than that offered by most American-made automobiles, yet, the 72 horsepower engine operates most economically on regular grades of gasoline.

Here again, the highly functional design that

has made Willys-Overland chassis and body styles famous for their utility, has been applied to the power plant with remarkable results. The "Hurricane" is a marvel of compact performance that pushes back still further the expanding horizon of automotive usefulness by providing more efficient transportation at even less expense to operate.

Reduction of operating costs has not been secured through more efficient engine operation alone. Simplicity and uniformity of Willys body styling adds much to the low-cost advantages of Willys' products.

By adhering to strictly functional lines in its design, Willys-Overland gives "built-in protection" from the expensive, repetitious body damages so common today because of increasing traffic congestion. This exclusive design has unique, functional advantages, yet it presents attractive styling in a crisp, sharp, modern motif.

Sturdily-constructed fenders, sufficient to perform the functions for which fenders were originally designed, are a distinct feature of Willys-Overland styling. Functional fenders contribute to the vehicle's high degree of maneuverability. They avoid, rather than invite, traffic crumpling.

To these advantages may be added the short wheelbase that provides easier driving. Also, the unmatched visibility, provided for in all of the Willys line, marks a new high in automotive safety.

Functionalism thus becomes a very real, very

desirable factor in the over-all Willys-Overland design principle, adding to motoring pleasure and reducing the cost of owning, operating and maintaining a motor vehicle.

Basic unit of the Willys line is the famed Universal 'Jeep' with its four-wheel drive traction, sturdily-constructed frame and high maneuverability. Here, the manufacturer has provided the very essential features of a self-powered vehicle. From that point, Willys engineers have kept pace with man's inborn knack of improvising so that today the Universal 'Jeep' is working as a mighty all-purpose tool in agriculture, industry and the huge expanse of endeavor that falls between these fields.

From this basic unit has evolved the more specialized vehicles in the popular Willys family, all of them possessing the same outstanding utility. Through a highly-integrated production process, many of the parts in Willys vehicles are interchangeable, resulting in mass production economies.

Most widely acclaimed in the Willys family are the station wagons with all-steel bodies, now available in a variety of body colors, with four or six-cylinder engines and in two or four-wheel drive.

Willys-Overland has pioneered in the industry in station wagon production almost from the start of this vehicle's introduction shortly after the close of the war. Public acceptance of this model alone verifies Willys' philosophy of building practical transportation.

In this dual-purpose vehicle, the small businessman has two cars in one—a compact, economical delivery unit for business obligations, and a smart passenger car for after-hour activities.

The station wagon embodies many of the functional features for which Willys is famous: unmatched visibility, positive posture seating, ample headroom, sufficient road clearance, and a large interior passenger and cargo-carrying space—all incorporated in an all-steel body whose exterior dimensions are compact enough to afford unequalled ease of driving.

A new leader in the truck line is Willys' one-half ton truck that combines low weight, compactness, economy of operation and Jeep-proved ruggedness. Designed to give maximum payload with minimum gross vehicle weight, the Willys truck, whether a pick-up, stake or other body type, promises efficient, low-cost hauling and assures substantial savings for fleet owners and measurable economies as well for the small businessman.

Station wagons and trucks are also available with four-wheel drive, exclusive units that offer six speeds forward and two reverse.

To the many features in the respective body styles then is added the Universal 'Jeep's' unexcelled "go-anywhere" characteristics of four-wheel-drive traction. This means that farmers, builders, contractors, cattlemen, oil workers, explorers, sportsmen and many others have at their command a vehicle tailored to their tastes

for the most rugged off-the-road travel. In addition, they have the added use of available power take-off points.

Another unit in the Willys line is the all-purpose, compact sedan delivery, ideal for city or rural delivery duties. Designed with the needs of the retail merchant in mind, this truck offers low basic vehicle weight on 104-inch wheelbase. Because of its crisp, clean lines, traffic hazards have been reduced to a minimum. Minor traffic damage is repaired inexpensively since the utility of design in Willys-Overland's product philosophy has eliminated the need for expensive replacement parts and high repair costs.

Also available, with four or six-cylinder power plants, is the popular sports phaeton, the Jeepster, placing within easy reach of every motorist the added enjoyment of an open sports car that, like the station wagon, once was considered a badge of opulence. The Jeepster provides the highest gas economy of any standard size car in America. Its sleek, continental styling, its low weight and lightning acceleration, and its outstanding roadability make it a car that is a genuine pleasure to drive.

Willys' exclusive Planadyne ride* — a unique individual front-wheel suspension — turns the roughest highway into comfortable motoring.

In all Willys-Overland units, basic styling assures top utility. Famous four and six-cylinder engines promise top power plant performance.

Willys-Overland today, more than ever, builds America's most useful vehicles.

*Used on Jeepsters, 2-wheel drive Station Wagons and Sedan Delivery.

THE WILLYS LINE IS A COMPLETE LINE

Each Willys model is engineered and built to its purpose.

- **Three different engines!**
- **Three different wheelbases!**
- **Eight different chassis!**
- **Eleven different models!**

There's a Willys-Overland product for every purse and purpose.

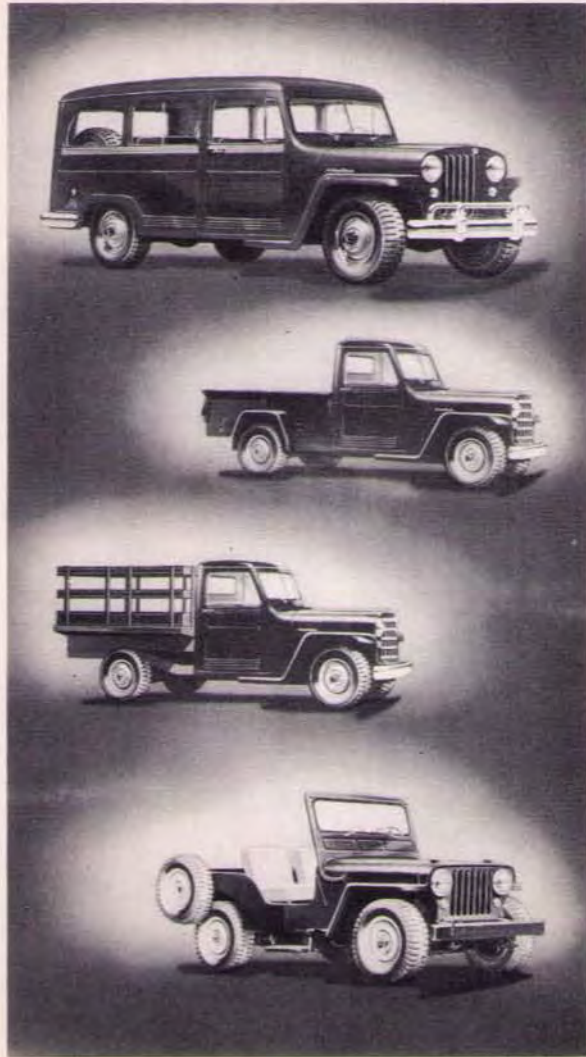
BEAUTIFUL NEW VEHICLES
GREAT NEW ENGINES

THE 1950 LINE:

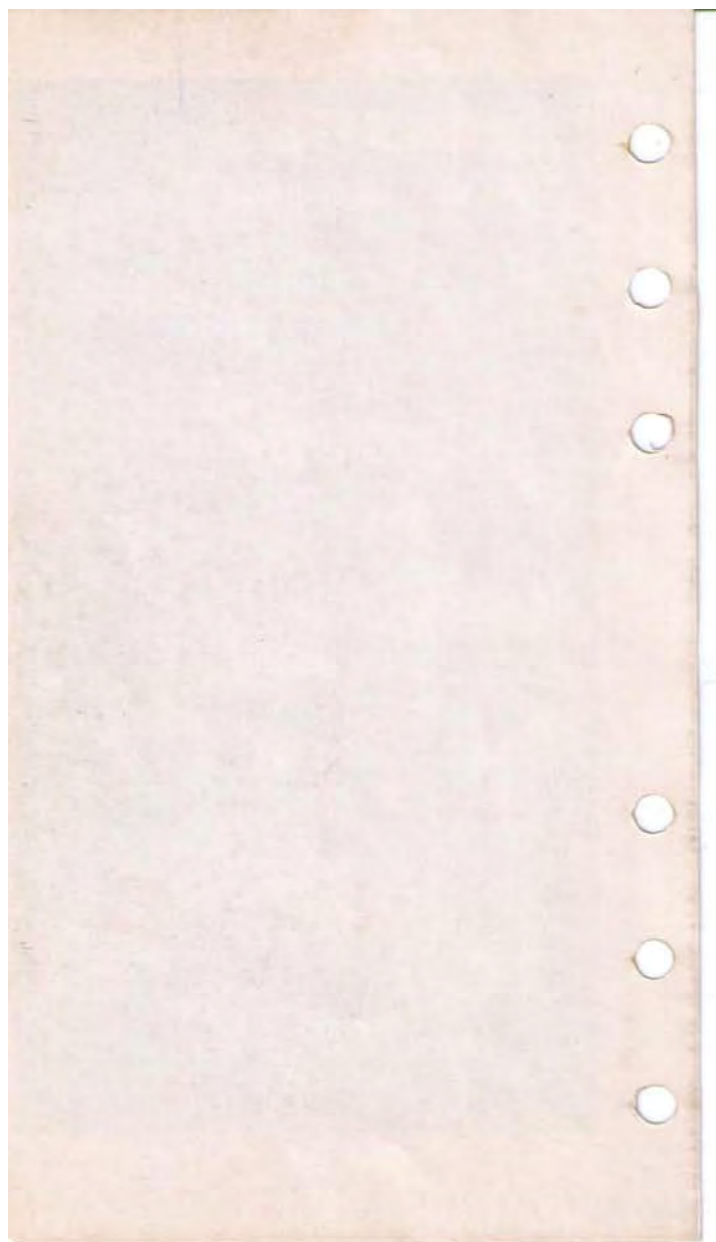
1. 4-Cylinder Jeepster
2. 6-Cylinder Jeepster
3. 4-Cylinder Station Wagon
4. 6-Cylinder Station Wagon
5. Sedan Delivery
6. ½ Ton Pick-up Truck
7. ½ Ton Platform-Stake
8. 4 Wheel Drive Station Wagon
9. 4 Wheel Drive Pick-up Truck
10. 4 Wheel Drive Platform-Stake
11. Universal 'Jeep'



A-10



A-11



THE JEEPSTER



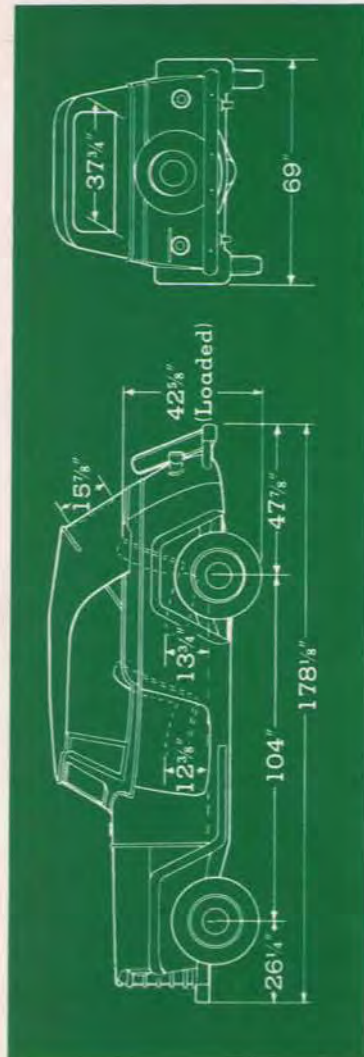
4 and 6-cylinder—2-Wheel Drive **BASIC SPECIFICATIONS**

License and Insurance Data

BODY STYLE	JEEPSTER	
MODEL	473 VJ	673 VJ
ENGINE *	Hurricane	Lightning
Number of cylinders	4	6
Bore (inches)	3 1/8	3 1/8
Stroke (inches)	4 3/8	3 1/2
Displacement (cubic inches)	134.2	161
Max. actual gross hp. @ rpm.	72 @ 4000	75 @ 4000
Max. gross torque (lbs. ft.) @ rpm	114 @ 2000	125 @ 2000
Taxable horsepower	15.63	23.44
SHIPPING WEIGHT (lbs.)	2459	2485
CURB WEIGHT (lbs.)	2584	2610
TIRE SIZE†	6.40 x 15—4 ply	
SERIAL NUMBER LOCATION	On plate mounted under edge of cowl directly above glove compartment door	
ENGINE NUMBER LOCATION	On cylinder block directly back of water pump	

*For additional engine specifications, see **Engine Section**.

†For additional tire data, see **Tire Section**.



B-2

473VJ AND 673VJ JEEPSTER

TREAD

Front 55 1/4"
Rear 57"

HEIGHT LOADED

Top Up 64 1/4"

ROAD CLEARANCE

Front 8 1/2"
Rear 8 1/8"

SEAT WIDTH

Driver's 31 7/8"
Front Passenger .15"
Rear Passenger ..44"

HEADROOM

Front 37 1/8"
Rear 34 5/8"

Specifications Continued

CHASSIS

CLUTCH Single — dry plate with vibration insulation springs

Lining material Moulded, woven asbestos

Lining area 72 sq. in.

Outside diameter 8½"

Torque capacity 147 lbs. ft.

Release bearing Ball—lubricated for life

TRANSMISSION 3-speed synchromesh

Ratio—1st 2.605 to 1

Ratio—2nd 1.63 to 1

Ratio—3rd 1.00 to 1

Ratio—reverse 3.535 to 1

OVERDRIVE Optional at extra cost

Ratio 0.70 to 1

PROPELLER SHAFT Tubular with two ball and trunion-type universal joints with needle bearings

REAR AXLE Semi-floating. Hypoid gears

Ratio Without overdrive—4.56 to 1
With overdrive—4.88 to 1

Equivalent ratio when
in optional overdrive. 3.42 to 1

REAR SPRINGS Semi-elliptic—with rubber inserts
—Hotchkiss drive with double-acting, airplane-type shock absorbers

FRONT SUSPENSION ... Exclusive Willys-Overland Planadyne, independent suspension, using leaf-type spring with rubber inserts. Double-acting, airplane-type shock absorbers. See page B-18.

Specifications Continued

BRAKES	Bendix-hydraulic
Drum—diameter x width	10" x 1 3/4"
Drum material	Alloy cast iron
Lining area	133 sq. in.
Percent braking power on front wheels	57%
Hand brake operates	Rear-wheel service brakes— (mechanically operated)
WHEELS	5 stud
RIMS (diameter x width)	15" x 4 1/2"
TIRES †	6.40 x 15—4 ply
STEERING	Cam and twin pin lever
Variable ratio	14—12—14
Turning radius	17 1/2 ft.
FRAME	Box section with five cross mem- bers. Extra heavy "X" member for maximum rigidity
ELECTRICAL SYSTEM	6-volt, 15-plate, 100 amp.-hr. capacity battery. 35 amp. capac- ity generator with automatic cur- rent and voltage control. See Engine section for ignition data
FUEL TANK	15 gallon. See Engine section for fuel pump, vacuum booster and carburetor data

BODY

Fabric top "spring loaded" for ease in raising
and lowering
Vinyl plastic rear window and curtain windows
Washable upholstery and floor mats
V-type "non-distorting" windshield
Ventilator wings in doors
Cowl ventilator
Two-passenger driver's seat
Folding right-side passenger seat providing con-
venient entrance to rear compartment
Folding rear-seat back rest for convenient
access to luggage compartment

†For additional tire data, see **Tire Section**.

Specifications Continued

STANDARD EQUIPMENT

4 Cylinder 473 VJ	6 Cylinder 673 VJ
5 tires—black sidewall	5 tires—white sidewall
	Wheel trim rings
	Front bumper guard rail
Inside rear-view mirror	Outside and inside mirrors
	Cigarette lighter

Spare wheel, hub cap and tire lock
Dual combination stop and tail lamps
Top boot
Side curtains
Dual horns
Dual windshield wipers with vacuum booster
Instrument panel ash tray
Dual sun visors
Locking glove box
Rear-seat arm rests
Jack, screw driver and pliers

FACTORY-INSTALLED OPTIONS

(at extra cost)

Radio
Heater and defroster
Direction signals
Oil bath air cleaner
Overdrive transmission and 4.88 to 1 axle ratio
Oil filter (on 4-cylinder model only)
Wheel trim rings (standard equipment on 6-cylinder models)

Specifications Continued

Front bumper guard rail (standard equipment on 6-cylinder model)

White sidewall tires (standard equipment on 6-cylinder model)

OPTIONAL EQUIPMENT AT NO EXTRA COST WHEN SPECIFIED ON ORDER

High altitude cylinder head (4-cylinder model only)

Hot climate cooling kit

NOTE: For dealer installed accessories, see **Accessory Section**.

STATION WAGON



4 & 6-Cylinder—2-Wheel Drive

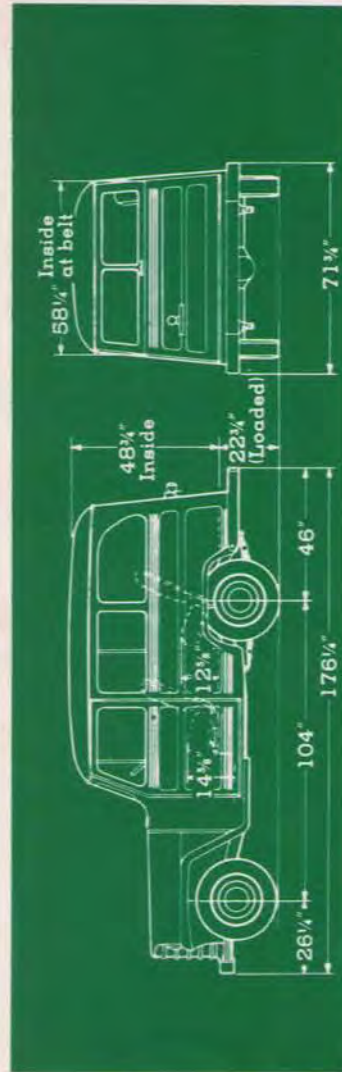
BASIC SPECIFICATIONS

License and Insurance Data

BODY STYLE	STATION WAGON	
MODEL	473 SW	673 SW
ENGINE *	Hurricane	Lightning
Number of cylinders	4	6
Bore (inches)	3 1/8	3 1/8
Stroke (inches)	4 3/8	3 1/2
Displacement (cubic inches)...	134.2	161
Max. actual gross hp. @ rpm..	72 @ 4000	75 @ 4000
Max. gross torque (lbs. ft.)		
@ rpm	114 @ 2000	125 @ 2000
Taxable horsepower	15.63	23.44
SHIPPING WEIGHT (lbs.)	2818	2831
CURB WEIGHT (lbs.)	2943	2956
GROSS VEHICLE WEIGHT	4000	4000
MAXIMUM PAYLOAD		
(incl. driver)	1057	1044
TIRE SIZE †	6.70 x 15—4 ply	
SERIAL NUMBER LOCATION ...	On floor riser to the left and rear of driver's seat	
ENGINE NUMBER LOCATION...	On cylinder block directly back of water pump	

*For additional engine specifications, see **Engine Section**.

†For additional tire data, see **Tire Section**.



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473SW AND 673SW STATION WAGON

TREAD
 Front 55 1/4"
 Rear 57"
HEIGHT LOADED .. 72 5/8"

ROAD CLEARANCE
 Front 8 3/4"
 Rear 8 1/2"
HEADROOM
 Front 38 1/2"
 Rear 37 1/2"

FRONT-SEAT WIDTH
 Driver's Seat 31 7/8"
 Passenger Seat .. 15"
REAR-SEAT WIDTH
 Left side (Folding). 15"
 Right side
 (Removable) ... 26 3/8"

Specifications Continued

CHASSIS

CLUTCH	Single — dry plate with vibration insulation springs
Lining material	Moulded, woven asbestos
Lining area	72 sq. in.
Outside diameter	8½"
Torque capacity	147 lbs. ft.
Release bearing	Ball—lubricated for life
TRANSMISSION	3-speed synchromesh
Ratio—1st	2.605 to 1
Ratio—2nd	1.63 to 1
Ratio—3rd	1.00 to 1
Ratio—reverse	3.535 to 1
OVERDRIVE	Optional at extra cost
Ratio	0.70 to 1
PROPELLER SHAFT	Tubular with two ball and trunion type universal joints with needle bearings
REAR AXLE	Semi-floating. Hypoid gears.
Ratio (without overdrive)	4-cylinder model—5.38 to 1 6-cylinder model—4.88 to 1
Ratio (with overdrive)	4 & 6 cylinder—5.38 to 1
Equivalent ratio when in optional overdrive	4 & 6 cylinder—3.77 to 1
REAR SPRINGS	Semi-elliptic — with rubber inserts — Hotchkiss drive with double-acting, airplane type shock absorbers. Stabilizer bar reduces body sway to a minimum
FRONT SUSPENSION	Exclusive Willys-Overland Planadyne, independent suspension, using leaf-type spring with rubber inserts. Double-acting, airplane-type shock absorbers. See page B-18.

Specifications Continued

BRAKES	Bendix-hydraulic
Drum—diameter x width	10" x 1¾"
Drum material	Alloy cast iron
Lining area	133 sq. in.
Percent braking power on front wheels	57%
Hand brake operates	Rear-wheel service brakes (mechanically operated)
WHEELS	5 stud
RIMS (diameter x width)	15" x 4½"
TIRES †	6.70 x 15—4 ply
STEERING	Cam and twin pin lever
Variable ratio	14—12—14
Turning radius	17½ ft.
FRAME	Box section with five cross members
ELECTRICAL SYSTEM	6-volt, 15-plate, 100 amp.-hr. capacity battery. 35 amp. capac- ity generator with automatic cur- rent and voltage control. See Engine section for ignition data
FUEL TANK	15 gallons. See Engine section for fuel pump, vacuum booster and carburetor data

BODY

All steel construction
Adjustable (sliding) driver's seat with folding
backrest—2 passenger
Folding right-side passenger seat—1 passenger.
Quickly-removable, right-side rear seat—2
passenger
Folding, left-side rear seat—1 passenger
Hardwood skid rails in rear compartment—70"
long
1000 lb. capacity tailgate with full-width hinge
Upper tailgate door locks in open position for
warm weather ventilation

†For additional tire data, see **Tire Section**.

Specifications Continued

Cowl ventilator
Two-piece, V-type "non-distorting" windshield
Push-button inner door controls
Concealed entrance steps
Tool compartment under front seats
Entire interior (including upholstery) is washable
98 cubic feet of cargo space with rear seats removed
120 cubic feet of cargo space with rear seats removed and right-hand front seat folded forward
Ventilating wings in door windows

STANDARD EQUIPMENT

5 tires — black sidewall, spare wheel and hubcap
Single combination stop and tail lamp
Dual horns
Dual windshield wipers with vacuum booster
Dual sun visors
Front and rear arm rests
Front and rear ash trays
Key locks on both front doors and tailgate
Jack, screw driver and pliers
Rear bumper bar extensions

FACTORY-INSTALLED OPTIONS

(at extra cost)

Radio
Heater and defroster
Direction signals
Oil bath air cleaner
Overdrive transmission (with 5.38 to 1 axle ratio)

Specifications Continued

Wheel trim rings
Front bumper guard rail
Oil filter (on 4-cylinder model only)
White sidewall tires

OPTIONAL EQUIPMENT AT NO EXTRA COST WHEN SPECIFIED ON ORDER

High altitude cylinder head (4-cylinder model
only)
Hot climate cooling kit

NOTE: For dealer-installed accessories, see **Accessory Section**.



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STRESS THESE IMPORTANT QUALITY SELLING FEATURES

of the 473 & 673 Station Wagons



- 1.** Sturdy, chrome-trimmed grille protects headlights, keeps them in alignment.
- 2.** Sealed-beam type headlights with new aluminized reflectors make whiter light and last far longer.
- 3.** Wind-crease, functional fenders of unusual beauty afford easy access to tires, yet follow smooth flow of body lines to give vehicle lengthier look.
- 4.** Raise hood, and automatic support keeps it in place. Full width opening makes servicing easy.
- 5.** Check straps hold doors open even in high winds.
- 6.** Wind vent wings minimize drafts, provide adequate ventilation.
- 7.** Smooth acting, positive rotary door lock, actuated by enclosed trigger in outside handle and interior push button latch. Locks are set so passengers cannot lock themselves out.
- 8.** Front and rear arm rests.
- 9.** Deeper front posture seats, chair height for ride comfort. Vinyl upholstery will outwear fine leather.
- 10.** Seat-wide tool box and set of tools.

11. Deeper rear seat, at chair height, affords passengers unsurpassed visibility.
12. Low-pressure tires contribute to ease of Planadyne ride.
13. Super-strong tailgate will support up to half-ton. Hinged by a full-width piano hinge, tailgate lowers to level of floor, affording smooth extension of cargo area. Easy-to-operate tailgate lock provides positive closure.
14. Wrap-around bumper extensions protect body corners from denting.
15. Strongest all-steel closed body construction on the market.
16. Near-vertical angle of windshield eliminates necessity for outside visor.
17. Exclusive Planadyne front-wheel suspension.
18. Adjustable and folding driver's seat.
19. Vacuum booster pump affords continuous windshield wiper action, even during rapid acceleration.
20. Key locks on both front doors and tail gate.



PASSENGER CARS



Both the Jeepster and the two-wheel drive station wagon are available with a choice of the 4-cylinder F-head **Hurricane** engine or the 6-cylinder **Lightning** engine. Both cars incorporate famous features such as the **Planadyne** suspension and an unmatched reputation for economy of operation.



HURRICANE ENGINE

The new Willys-Overland F-head **Hurricane** engine* provides an ingenious arrangement of valving and combustion chamber which yields more



power from standard fuels than most engines of equal displacement can obtain from premium fuels. This yields more horsepower per cubic inch of displacement than any other nationally-known automobile engine—along with resultant economies and performance!

LIGHTNING ENGINE

The Willys 6-cylinder engine,* named the **Lightning**, has been redesigned to develop 75 horsepower at 4000 R.P.M. with a compression ratio of 6.9 to 1. Available in the Willys Station Wagon and Jeepster, the **Lightning** offers unusual power and economy, plus exceptionally smooth performance.

*For specific data on all three engines, see **Engine Section**.

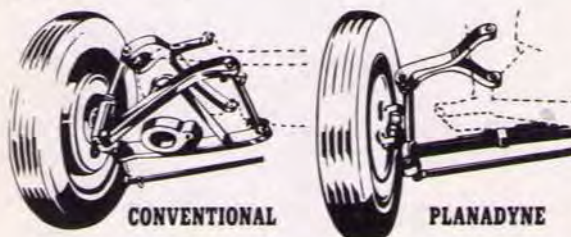
PLANADYNE RIDE

The famous "Planadyne" ride is standard on all Willys-Overland passenger cars and the Sedan Delivery.

Planadyne suspension provides a superior ride because:

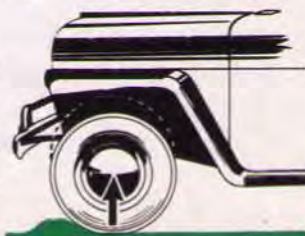
- It permits lower unsprung weight.
- It has fewer moving parts to wear or require lubrication or adjustment.

Here's what "Planadyne" means to you and your customers:



PLANADYNE suspension has fewer moving parts, fewer wearing surfaces, fewer lubrication points, than conventional independent wheel suspension assemblies. Upper left drawing is a composite of competitive or conventional suspensions. Upper right drawing shows the comparative simplicity of Planadyne.

Lightweight assembly in the Planadyne suspension has only a small effect on frame, body and passengers when front wheels strike a bump. Competitive full-size American automobiles all have heavier suspension assemblies.



Money Saving

Overdrive is optional factory - installed equipment on Willys-Overland Passenger cars and the Sedan Delivery.

OVERDRIVE SAVES

- MONEY
- ENGINE WEAR
- FUEL AND OIL



In conventional 3rd, you go this far:



In overdrive, you go this far:

And . . .

When you're cruising at 60 miles per hour in overdrive—your engine is turning at the equivalent of 42 miles per hour in conventional third gear. This also means that the engine is turning approximately 1000 fewer revolutions per minute at 50 miles per hour.*

*See tables on page B-21.

Overdrive, Continued

While the overdrive doesn't change the power of the engine, the increase in efficiency does provide the over-all performance of a larger engine with the old-fashioned 3-speed setup. This is an important phase of the Willys-Overland economy story. For the same performance standards, we use a thrifty engine efficiently rather than a wasteful engine inefficiently.

The tables on the opposite page show actual savings, and can be put to good use while driving on a demonstration.

For example, if you are traveling at 50 miles per hour in a Station Wagon, you can refer to the table and see that, in conventional third, the engine turns at 3320 revolutions per minute — BUT — by going into overdrive, the engine speed drops to 2320 r.p.m., a saving of 1000 r.p.m. At the same time, you can also show that in this Station Wagon, the engine turns over 3980 revolutions each mile while in conventional 3rd — BUT — in overdrive the engine turns only 2780 revolutions while covering a mile — a saving of 1200 revolutions each mile you drive in overdrive!

In the tables on the opposite page we show the 473 Sedan Delivery grouped with the 473 and 673 Station Wagons, although the tires are not the same. This is possible because the 6.50 x 15 tire makes about the same number of complete turns per mile as the 6.70 x 15 tire.

A few minutes devoted to the study of these tables will give you a better understanding of the overdrive, and its many benefits.

2-Wheel-Drive Station Wagons and Sedan Delivery
Engine Speeds at Various Road Speeds

Overdrive control	Transmission in:	Locked "Out"		SAVINGS made possible by Overdrive (with trans- mission in "high")
		3rd	"In" 3rd	
Combined trans- mission and over- drive ratio	1.00 to 1	0.7 to 1		
Combined trans- mission, overdrive and rear-axle ratio	5.38 to 1	3.77 to 1		
Engine revolu- tions per mile	3980	2780	1200	
Road Speed— Miles per hour	Engine Speeds— Revolutions per minute			
25	1660	1160	500	
30	1980	1390	600	
35	2320	1620	700	
40	2650	1850	800	
45	2990	2090	900	
50	3320	2320	1000	
55	3650	2550	1100	
60	3980	2780	1200	
65	4310	3010	1300	
70	4650	3250	1400	

Jeepster
Engine Speeds at Various Road Speeds

Overdrive control	Transmission in:	Locked "Out"		SAVINGS made possible by Overdrive (with trans- mission in "high")
		3rd	"In" 3rd	
Combined trans- mission and over- drive ratio	1.00 to 1	0.7 to 1		
Combined trans- mission, overdrive and rear-axle ratio	4.88 to 1	3.42 to 1		
Engine revolu- tions per mile	3720	2600	1120	
Road Speed— Miles per hour	Engine Speeds— Revolutions per minute			
25	1550	1080	470	
30	1860	1300	560	
35	2170	1520	650	
40	2480	1730	750	
45	2790	1950	840	
50	3100	2160	940	
55	3410	2380	1030	
60	3720	2600	1120	
65	4030	2820	1210	
70	4340	3030	1310	

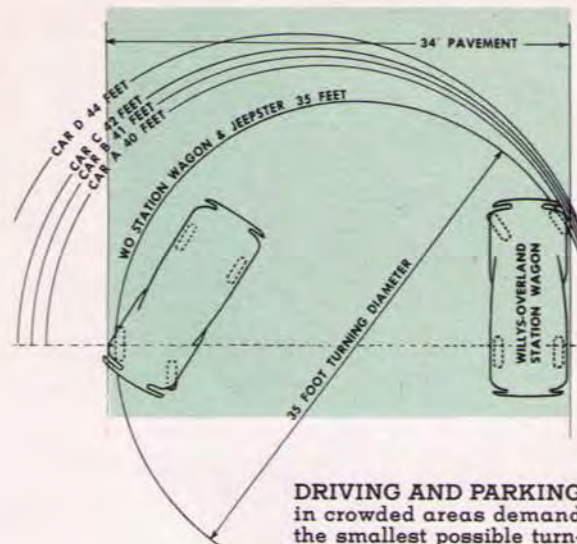
Competitively speaking

**HERE'S
HANDLING
EASE**

THE JEEPSTER AND THE STATION WAGON outclass their competitors in comparative tests of maneuverability, visibility, accessibility and economy of operation.

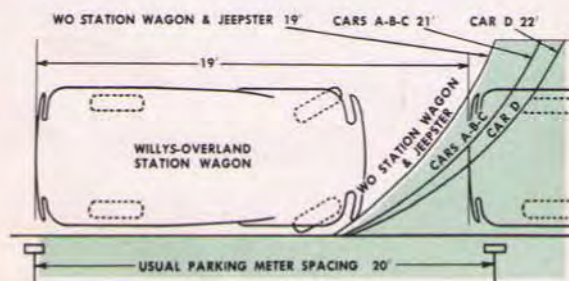
Comparisons made by the Willys-Overland Engineering tell the story. The four competitive vehicles used are in the low and medium-low price range; two made by independents and two by members of the "Big Three."

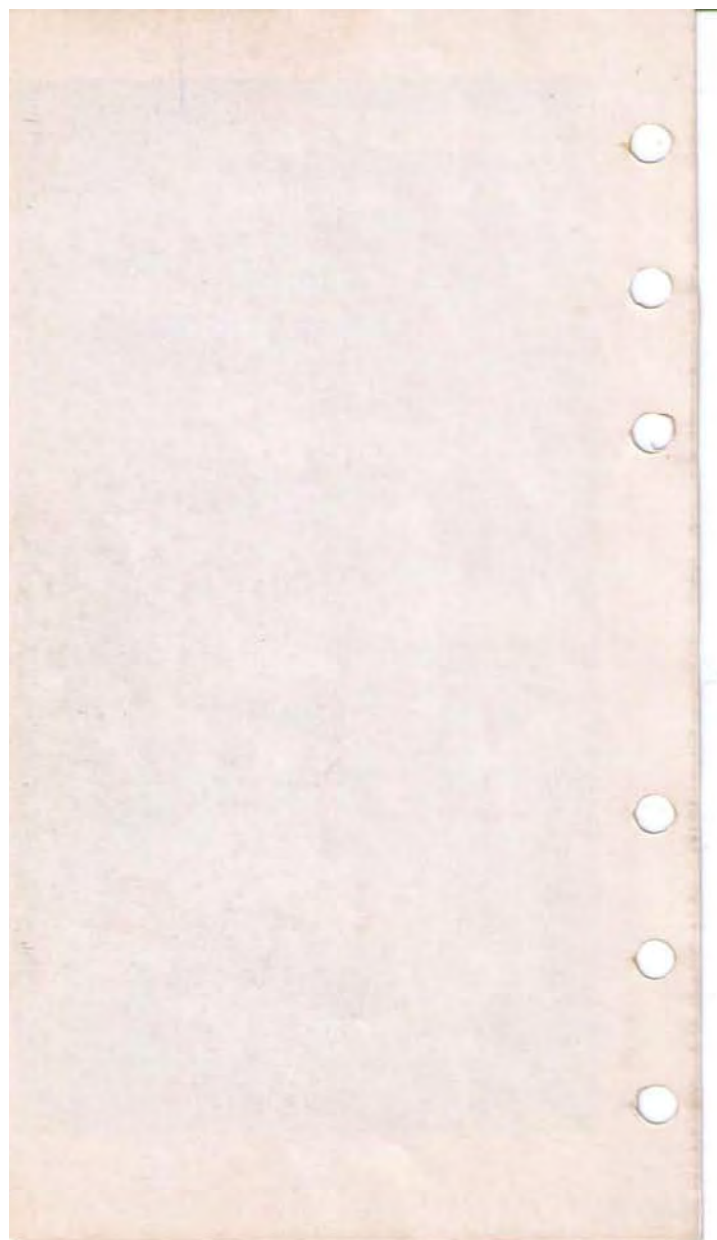
These maneuverability comparisons are selling features which should be included in every Jeepster and Station Wagon sales presentation.



DRIVING AND PARKING
in crowded areas demand
the smallest possible turn-
ing circle.

A SINGLE BACKING will place a
Station Wagon or Jeepster in a
parking space only 19 feet long.





SEDAN DELIVERY



4 Cylinder—2 Wheel Drive

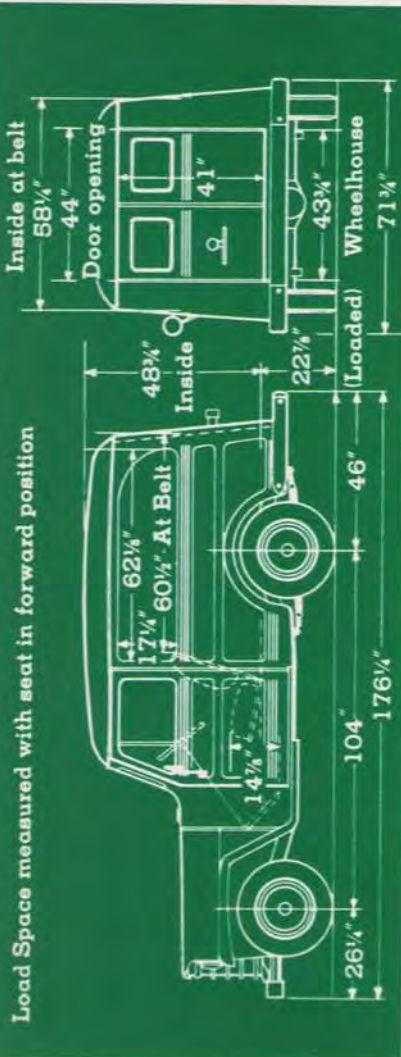
BASIC SPECIFICATIONS

License and Insurance Data

BODY STYLE	SEDAN DELIVERY
MODEL	473 SD
ENGINE *	Hurricane
Number of cylinders	4
Bore (inches)	3 1/8
Stroke (inches)	4 3/8
Displacement (cubic inches)...	134.2
Max. actual gross hp. @ rpm ..	72 @ 4000
Max. gross torque (lbs. ft.) @ rpm	114 @ 2000
Taxable horsepower	15.63
SHIPPING WEIGHT (lbs.).....	2620
CURB WEIGHT (lbs.)	2745
GROSS VEHICLE WEIGHT.....	4000
MAXIMUM PAYLOAD (incl. driver)	1255
TIRE SIZE †	6.50 x 15—4 ply
SERIAL NUMBER LOCATION ...	On floor riser to the left and rear of driver's seat
ENGINE NUMBER LOCATION...	On cylinder block directly back of water pump

*For additional engine specifications, see **Engine Section**.

†For additional tire data, see **Tire Section**.



473 SEDAN DELIVERY

TREAD

Front 55 1/4"

Rear 57"

HEIGHT LOADED .. 72 3/4"

ROAD CLEARANCE

Front 8 11/16"

Rear 8 3/8"

FRONT SEAT WIDTH

(driver's, two
passenger) 31 7/8"

HEADROOM 38 1/2"

Specifications Continued

CHASSIS

CLUTCH	Single — dry plate with vibration insulation springs
Lining material	Moulded, woven asbestos
Lining area	72 sq. in.
Outside diameter	8½"
Torque capacity	147 lbs. ft.
Release bearing	Ball—lubricated for life
TRANSMISSION	3 speed synchromesh
Ratio—1st	2.605 to 1
Ratio—2nd	1.63 to 1
Ratio—3rd	1.00 to 1
Ratio—reverse	3.535 to 1
OVERDRIVE	Optional at extra cost
Ratio	0.70 to 1
PROPELLER SHAFT	Tubular with two ball and trunion-type universal joints with needle bearings
REAR AXLE	Semi-floating. Hypoid gears
Ratio	Without overdrive—4.88 to 1 With optional overdrive—5.38 to 1 Equivalent ratio when in overdrive—3.77 to 1
REAR SPRINGS	Semi-elliptic — with rubber inserts —Hotchkiss drive with double acting airplane type shock absorbers
FRONT SUSPENSION	Exclusive Willys-Overland Planadyne, independent suspension, using leaf-type spring with rubber inserts. Double-acting, airplane-type shock absorbers. See page B-18.

Specifications Continued

CHASSIS

BRAKES	Bendix-hydraulic
Drum—diameter x width	10" x 1 3/4"
Drum material	Alloy cast iron
Lining area	133 sq. in.
Percent braking power on front wheels	57%
Hand brake operates	Rear wheel service brakes— (mechanically operated)
WHEELS	5 stud
RIMS (diameter x width)	15" x 4 1/2"
TIRES †	6.50 x 15—4 ply
STEERING	Cam and twin pin lever
Variable ratio	14—12—14
FRAME	Box section with five cross members
ELECTRICAL SYSTEM	6-volt, 15-plate, 100 amp.-hr. capacity battery, 35 amp. capac- ity generator with automatic cur- rent and voltage control. See Engine section for ignition data
FUEL TANK	15 gallon. See Engine section for fuel pump vacuum booster and carburetor data

BODY

All steel construction
Adjustable — 3 position — 2 passenger driver's
seat

†For additional tire data, see **Tire Section**.

Specifications Continued

Hardwood skid rails on cargo floor—70" long
Large double rear doors
Cowl ventilator
Ventilating wings in door windows
Two piece V-type "non-distorting" windshield
Push button inner door controls
Concealed entrance steps
Tool compartment under seat
Entire interior (including upholstery) is washable
Large front doors—important in multi-stop delivery operations
98 cubic feet of cargo space behind driver's seat
120 cubic feet of cargo space (including space at right of driver's seat)

STANDARD EQUIPMENT

5 tires—black sidewall and spare wheel
Single combination stop and tail lamp
Single horn
Dual windshield wipers with vacuum booster
Single sun visor—left side
Arm rests on both door panels
Instrument panel ash tray
Chrome plated front and rear bumpers
Outside rear view mirror
Front and rear dome lamps
Oil bath air cleaner
Jack, screw driver and pliers

Specifications Continued

FACTORY INSTALLED OPTIONS

(at extra cost)

Radio
Heater and defroster
Rear bumper bar extensions
Direction signals
Overdrive transmission (with 5.38 to 1 axle ratio)
Wheel trim rings
Oil filter
Front bumper guard rail
Third passenger folding seat

OPTIONAL EQUIPMENT AT NO EXTRA COST WHEN SPECIFIED ON ORDER.

High altitude cylinder head
Hot climate cooling kit

NOTE: For dealer installed accessories, see *Accessory Section*.

More DELIVERIES AT *Less Cost*

GREATER FUEL ECONOMY

Your savings on gasoline in the Willys Sedan Delivery are a reality, not just a hopeful promise. The ideal combination of low vehicle weight and the highly efficient new Hurricane Engine assure top fuel economy.



GREATER CARRYING CAPACITY



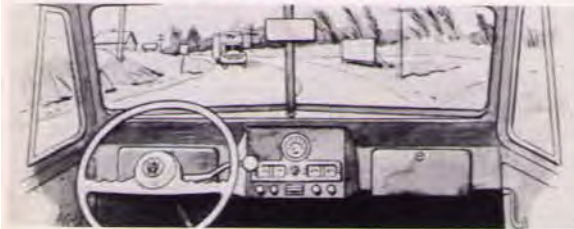
The Willys Sedan Delivery has up to 98 cubic feet of cargo space, the largest of any Sedan Delivery. Large stand-open doors on heavy hinges allow use of all the space. Steel floor has hardwood skid strips.

GREATER MANEUVERABILITY



Compact body design and 104-inch wheelbase permit a complete turn in a street 34 feet wide. Parking is much easier, too! Greater maneuverability saves you time in traffic and in every phase of delivery service.

GREATER VISIBILITY



Wide-range forward visibility contributes to greater safety.

LOWER MAINTENANCE COSTS



Owners report an extremely low frequency of accidents and low-cost repairs when a collision occurs. Less exposed fender area, simpler construction with resulting lower labor costs, all insure lower maintenance costs.

1/2 TON PICK-UP TRUCK



4 Cylinder—2 Wheel Drive

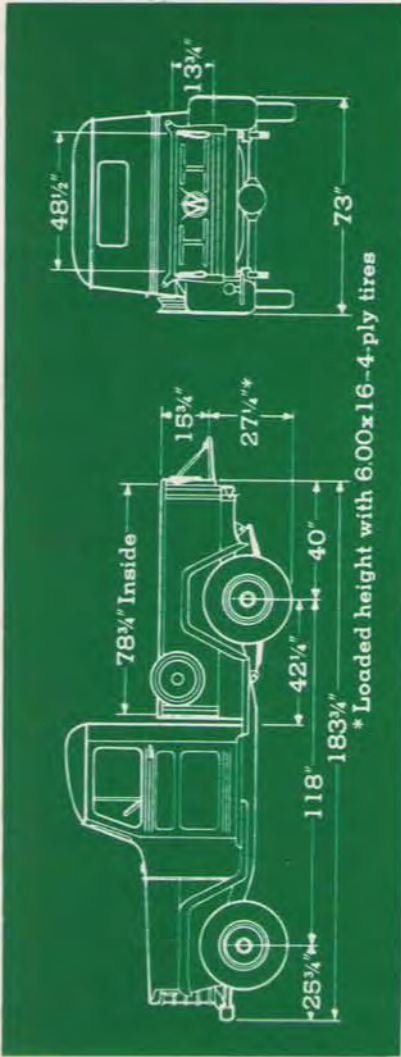
BASIC SPECIFICATIONS

License and Insurance Data

BODY STYLE	PICK-UP PLATFORM	
	STAKE	
MODEL	473 HT	
ENGINE*	Hurricane	
Number of cylinders	4	
Bore (inches)	3 1/8	
Stroke (inches)	4 3/8	
Displacement (cubic inches) ..	134.2	
Max. actual gross hp @ rpm ..	72 @ 4000	
Max. gross torque (lbs. ft.)		
@ rpm	114 @ 2000	
Taxable horsepower	15.63	
SHIPPING WEIGHT (lbs.).....	2722	2963
CURB WEIGHT (lbs.).....	2847	3088
GROSS VEHICLE WEIGHT.....	4250	4250
MAXIMUM PAYLOAD (including driver)	1403	1162
TIRE SIZE†—STANDARD	6.00 x 16—4 ply	
TIRE SIZE—OPTIONAL	6.50 x 16—6 ply	
SERIAL NUMBER LOCATION...	Under hood on dash panel at side of steering column	
ENGINE NUMBER LOCATION...	On cylinder block directly back of water pump	

*For additional engine specifications, see **Engine Section**.

†For additional tire data, see **Tire Section**.



C-10

473 HT 1/2 TON PICK-UP

TREAD		ROAD CLEARANCE		FRONT SEAT	
Front	57"	Front	7 5/8"	WIDTH	51 3/4"
Rear	63 1/2"	Rear	7 3/4"	HEADROOM	41 7/8"

Specifications Continued

CHASSIS

CLUTCH Single — dry plate with vibration insulation springs
Lining material Moulded, woven asbestos
Lining area 72 sq. in.
Outside diameter 8½"
Torque capacity 147 lbs. ft.
Release bearing Ball—lubricated for life

TRANSMISSION 3 speed synchromesh
Ratio—1st 2.605 to 1
Ratio—2nd 1.63 to 1
Ratio—3rd 1.00 to 1
Ratio—reverse 3.535 to 1

PROPELLER SHAFT Tubular with two ball and trunion-type universal joints with needle bearings

REAR AXLE Semi-floating. Hypoid gears
Capacity 2700 pounds
Ratio 5.38 to 1

FRONT AXLE Reverse Elliott I-beam
Capacity 1700 pounds

REAR SPRINGS Semi-elliptic. Hotchkiss drive with double-acting airplane-type shock absorbers

FRONT SPRINGS Conventional truck type semi-elliptic. Double-acting, airplane-type shock absorbers

BRAKES Bendix-hydraulic
Drum—diameter x width. 11" x 2"
Drum material Alloy cast iron
Lining area 176½ sq. in.
Percent braking power
on front wheels 57%
Hand brake operates... Rear wheel service brakes (mechanically operated)

Specifications Continued

WHEELS	5 stud
RIMS (diameter x width) ..	16" x 4½"
TIRES †	6.00 x 16-4 ply
STEERING	Cam and twin pin lever
Variable ratio	15.4-13.5-15.4
Turning radius	21 feet
FRAME	Truck type U-channel (5½" x 2" x .179") with six cross members
Section modulus (side rail)	2.581
ELECTRICAL SYSTEM	6-volt, 15-plate, 100 amp.-hr. capacity battery. 35 amp. capacity generator with automatic current and voltage control. See Engine section for ignition data
FUEL TANK	15 gallons. See Engine section for fuel pump, vacuum booster and carburetor data

CAB

All steel construction
Two position adjustment of driver's seat
Cowl ventilator
Ventilating wings in door windows
Two-piece V-type "non-distorting" windshield
Push button inner door controls
Seat back rest hinged for access to storage compartment
Tool compartment under seat
Full-size three passenger seat

PICK-UP BOX

All-steel construction
Reinforced tailgate supported by heavy chains
Six stake pockets provided

†For additional tire data, see **Tire Section**.

Specifications Continued

CANOPY TOP

(Optional equipment for Pick-up Box)

Canopy is of rugged wood construction covered with weather resisting imitation leather

Top is supported by six upright posts which fit into stake pockets of pick-up box

Roll-up curtains extend from all four sides of top and overlap sides of box

Overall loaded height—74 $\frac{1}{4}$ "

Inside "floor-to-ceiling" height—45 $\frac{1}{4}$ "

100 cubic feet of protected cargo space

PLATFORM-STAKE BODY

Heavy wood and steel understructure

Hardwood floor protected by steel skid-strips and steel rub-rails

Stake pockets in sides of platform provided for mounting of the six rack sections

36 square feet of enclosed platform area

STANDARD EQUIPMENT

(Pick-up, Platform-Stake and Cab-and-Chassis)

5 tires and spare wheel

Single combination stop and tail lamp

Single horn

Dual windshield wipers with vacuum booster

Single sun visor—left side

Arm rests on both door panels

Instrument panel ash tray

Chrome-plated front bumper

Inside rear view mirror

Dome lamp

Oil bath air cleaner

Jack, screw driver and pliers

Specifications Continued

FACTORY INSTALLED OPTIONS

(at extra cost)

Radio
Heater and defroster
Direction signals
Front bumper guard rail
Heavy duty rear springs
Oil filter
Canopy top for pick-up box
6.50 x 16—6 ply truck type tires

OPTIONAL EQUIPMENT AT NO EXTRA COST WHEN SPECIFIED ON ORDER

High altitude cylinder head
Hot climate cooling kit

NOTE: For dealer installed accessories, see **Accessory Section**.

PLATFORM-STAKE

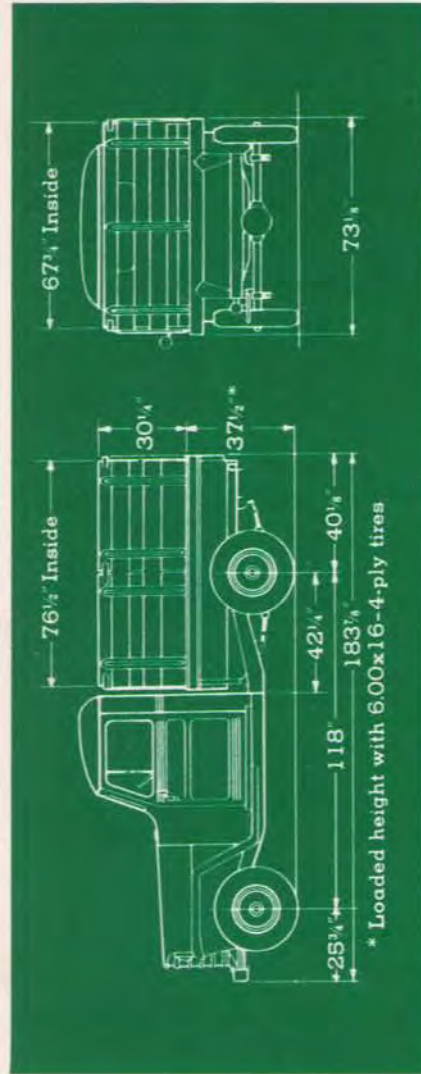


NOTE: For specifications other than dimensions and data shown on the following page, refer to the preceding pages which apply to this model as well as the pick-up truck.

A chassis and cab without body is also available. Specifications shown on the preceding pages, C-9 thru C-14, also apply. Front bumper, front fenders, grille, hood, cowl and complete cab are included.

Additional dimensions and weights, which must be considered before mounting special bodies and equipment, are shown below:

Back of cab to centerline of rear axle	42 $\frac{1}{4}$ "
Back of cab to end of frame	81 $\frac{1}{16}$ "
Minimum clearance between cab and body	1 $\frac{1}{2}$ "
Maximum gross vehicle weight	4250 lbs.
Maximum allowable front gross weight	1700 lbs.
Maximum allowable rear gross weight	2700 lbs.
Chassis and cab only—curb weight—front	1462 lbs.
Chassis and cab only—curb weight—rear	1069 lbs.
Chassis and cab only—curb weight—total	2531 lbs.
Chassis and cab only—shipping weight	2406 lbs.



473 HT 1 1/2 TON PLATFORM-STAKE

TREAD		ROAD CLEARANCE		FRONT SEAT	
Front	57"	Front	7 5/8"	WIDTH	51 3/4"
Rear	63 1/2"	Rear	7 3/4"	HEADROOM	41 7/8"

THE 4-WHEEL DRIVE

THROUGH ROUGH, OPEN COUNTRY

Dependable 4-wheel drive traction takes you over roadless areas you wouldn't even attempt with an ordinary truck or passenger car.



UP STEEP GRADES

No ordinary car or truck can match the 4-wheel drive Willys on gradeability where the going is really tough. In low-low, Willys climbs unbelievable grades on or off the highway.



OVER SNOW AND ICE

When snows pile up or the roads are glazed with ice, 4-wheel drive traction gives you sureness of footing for greater safety!



THROUGH MUD AND SAND

The extra traction of 4-wheel drive masters mud and sand conditions that would stop any other vehicle dead in its tracks!

ADVANTAGES OF Four-Wheel Drive

SUPERIOR TRACTION

The advantages of 4-wheel drive may be likened to those obtained with 4-wheel brakes which, because of added traction between tires and the road, will stop a vehicle in a much shorter distance than 2-wheel brakes. This added traction is especially important when driving over slippery or icy ground or through mud, snow, steep grades, or for towing heavy loads. It is particularly important when the vehicle is used for farm work, because tires slip more easily on soft ground than they do on hard pavement.

GRADE CLIMBING ABILITY

The grade-climbing ability is also increased by 4-wheel drive. It is especially valuable when driving on rutty roads or in loose soil, since the front wheels pull the vehicle out of the ruts and assist in the steering.



4 WHEEL DRIVE STATION WAGON



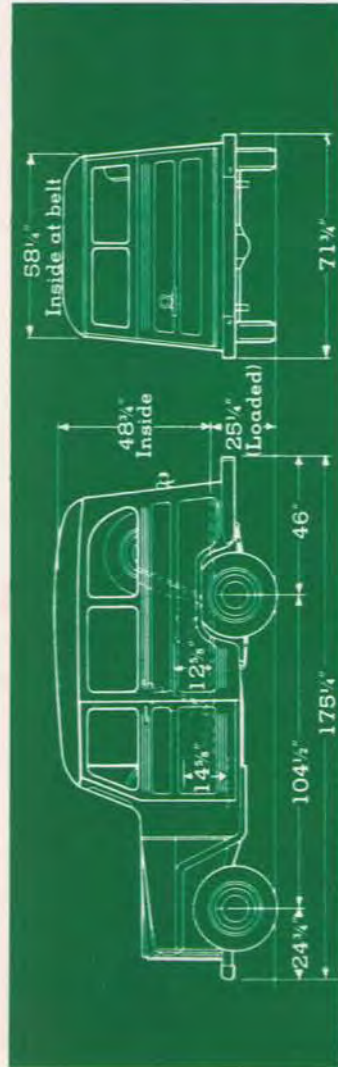
4 Cylinder BASIC SPECIFICATIONS

License and Insurance Data

BODY STYLE	STATION WAGON
MODEL	4 x 463 SW
ENGINE *	'Jeep' Go-Devil
Number of cylinders	4
Bore (inches)	3 1/8"
Stroke (inches)	4 3/8"
Displacement (cubic inches) ...	134.2
Max. actual gross hp. @ rpm..	60 @ 4000
Max. gross torque (lbs. ft.) @ rpm	105 @ 2000
Taxable horsepower	15.63
SHIPPING WEIGHT (lbs.)	3136
CURB WEIGHT (lbs.)	3261
GROSS VEHICLE WEIGHT	4250
MAXIMUM PAYLOAD (incl. driver)	989
TIRE SIZE † — Standard	7.00 x 15—4 ply (all service non-directional tread)
SERIAL NUMBER LOCATION ...	On floor riser to the left and rear of driver's seat
ENGINE NUMBER LOCATION ..	On cylinder block directly back of water pump

*For additional engine specifications, see **Engine Section**.

†For additional tire data, see **Tire Section**.



4x 463 SW STATION WAGON

TREAD

Front	57"
Rear	57"

HEIGHT LOADED75"

ROAD CLEARANCE

Front	8 7/8"
Rear	8 1/8"

FRONT SEAT WIDTH

Driver's Seat	31 7/8"
Passenger Seat	...15"

REAR SEAT WIDTH

Left side (folding)	.15"
Right side (removable)	...26 1/4"

HEADROOM

Front	38 1/2"
Rear	37 1/2"

Specifications Continued

CHASSIS

CLUTCH Single — dry plate with vibration insulation springs
Lining material Moulded, woven asbestos
Lining area 72 sq. in.
Outside diameter 8½"
Torque capacity 147 lbs. ft.
Release bearing Ball—lubricated for life

TRANSMISSION 3 speed synchromesh
Ratio—1st 2.798 to 1
Ratio—2nd 1.55 to 1
Ratio—3rd 1.00 to 1
Ratio—reverse 3.798 to 1

TRANSFER CASE 2 speed
Ratio—normal 1.00 to 1 (used with 2 wheel or 4 wheel drive)
Ratio—low range 2.43 to 1 (used with 4 wheel drive only)

PROPELLER SHAFTS
(Front and rear) Tubular with two needle bearing universal joints at ends of each shaft

REAR AXLE Semi-floating—Hypoid gears
Capacity 2600 pounds
Ratio 5.38 to 1

FRONT AXLE Full floating—driving and steering type with constant velocity universal joints. Hypoid gears
Capacity 1700 pounds
Ratio 5.38 to 1

REAR SPRINGS Semi-elliptic. Hotchkiss drive with double-acting, airplane-type shock absorbers

Specifications Continued

FRONT SPRINGS	Semi-elliptic. Hotchkiss drive with double-acting, airplane-type shock absorbers
BRAKES	Bendix-hydraulic
Drum-diameter x width	11" x 2"
Drum material	Alloy cast iron
Lining area	176½ sq. in.
Percent braking power on front wheels	57%
Hand brake operates	Rear wheel service brakes (mechanically operated)
WHEELS	5 stud
RIMS (diameter x width)	15" x 4½"
TIRES†	7.00 x 15—4 ply non-directional tread
STEERING	Cam and twin pin lever
Variable ratio	15.4—13.5—15.4
Turning radius	23 feet
FRAME	Truck type U-channel (5½" x 2" x .179") with five cross members
Section modulus (side rail)	2.581
ELECTRICAL SYSTEM	6-volt, 15-plate, 100 amp.-hr. capacity battery. 35 amp. capacity generator with automatic current and voltage control. See Engine section for ignition data
FUEL TANK	15 gallons. See Engine section for fuel pump, vacuum booster and carburetor data

BODY

All steel construction
Adjustable (sliding) driver's seat—2 passenger
Folding right-side passenger seat—1 passenger
Quickly removable right-side rear seat—2 passenger

†For additional tire data, see Tire Section.

Specifications Continued

Folding left-side rear seat—1 passenger
Hardwood skid rails in rear compartment—
70" long
1000 lb. capacity tailgate with full width hinge
Upper tailgate door locks in open position for
warm weather ventilation
Cowl ventilator
Two piece V-type "non-distorting" windshield
Push button inner door controls
Concealed entrance steps
Tool compartment under front seats
Entire interior (including upholstery) is washable
98 cubic feet of cargo space with rear seats
removed
120 cubic feet of cargo space with rear seats
removed and right-hand front seat folded
forward
Ventilating wings in door windows

STANDARD EQUIPMENT

5 tires—(non-directional tread) and spare wheel
Single combination stop and tail lamp
Dual horns
Dual windshield wipers with vacuum booster
Dual sun visors
Front and rear arm rests
Front and rear ash trays
Front bumper guard rail
Dome lamp
Oil bath air cleaner
Jack, screw driver and pliers

Specifications Continued

FACTORY INSTALLED OPTIONS

(at extra cost)

Radio
Heater and defroster
Rear bumper bar extension
Direction signals
Oil filter

**OPTIONAL EQUIPMENT AT NO EXTRA
COST WHEN SPECIFIED ON ORDER**

High altitude cylinder head
Hot climate cooling kit

NOTE: For Dealer installed accessories, see **Accessory Section**.

4 WHEEL DRIVE PICK-UP TRUCK



4 Cylinder

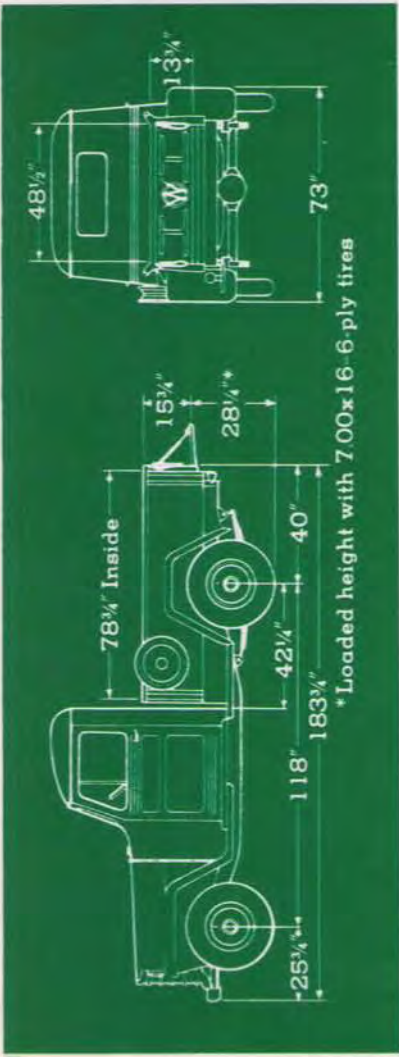
BASIC SPECIFICATIONS

License and Insurance Data

BODY STYLE	PICK-UP	PLATFORM-STAKE
MODEL	473-4WD	
ENGINE *	Hurricane	
Number of cylinders	4	
Bore (inches)	3 1/8"	
Stroke (inches)	4 3/8"	
Displacement (cubic inches) ...	134.2	
Max. actual gross hp. @ rpm..	72 @ 4000	
Max. gross torque (lbs. ft.) @ rpm	114 @ 2000	
Taxable horsepower	15.63	
SHIPPING WEIGHT (lbs.)	3115	3356
CURB WEIGHT (lbs.)	3240	3481
GROSS VEHICLE WEIGHT	5300	5300
MAXIMUM PAYLOAD (incl. driver)	2060	1819
TIRE SIZE † — standard	7.00 x 16—6 ply (all service non-directional tread)	
SERIAL NUMBER LOCATION ...	Under hood on dash panel at side of steering column	
ENGINE NUMBER LOCATION ..	On cylinder block directly back of water pump	

*For additional engine specifications, see **Engine Section**.

†For additional tire data, see **Tire Section**.



D-10

473-4WD PICK-UP TRUCK

TREAD		ROAD CLEARANCE		FRONT SEAT	
Front	57"	Front	9 3/8"	WIDTH	51 3/4"
Rear	63 1/2"	Rear	8 1/8"	HEADROOM	41 7/8"

Specifications Continued

CHASSIS

CLUTCH	Single — dry plate with vibration insulation springs
Lining material	Moulded, woven asbestos
Lining area	72 sq. in.
Outside diameter	8½"
Torque capacity	147 lbs. ft.
Release bearing	Ball—lubricated for life
TRANSMISSION	3 speed synchromesh
Ratio—1st	2.798 to 1
Ratio—2nd	1.55 to 1
Ratio—3rd	1.00 to 1
Ratio—reverse	3.798 to 1
TRANSFER CASE	2 speed
Ratio—normal	1.00 to 1 (used with 2 wheel or 4 wheel drive)
Ratio—low range	2.43 to 1 (used with 4 wheel drive only)
PROPELLER SHAFTS (front and rear)	Tubular with two needle bearing universal joints at ends of each shaft
REAR AXLE	Semi-floating. Spiral bevel gears
Capacity	3750 pounds
Ratio	5.38 to 1
FRONT AXLE	Full floating, driving and steering type with constant velocity universal joints. Hypoid gears
Capacity	1700 pounds
Ratio	5.38 to 1
REAR SPRINGS	Semi-elliptic. Hotchkiss drive with double-acting, airplane-type shock absorbers

Specifications Continued

FRONT SPRINGS Conventional truck-type semi-elliptic Hotchkiss drive with double-acting airplane-type shock absorbers

BRAKES Bendix-hydraulic

Drum diameter x width. 11" x 2"

Drum material Alloy cast iron

Lining area 176½" sq. in.

Percent braking power
on front wheels..... 57%

Hand brake operates... Rear wheel service brakes
(mechanically operated)

WHEELS 5 stud

RIMS (diameter x width)... 16" x 4½"

TIRES † 7.00 x 16-6 ply non-directional
tread

STEERING Cam and twin pin lever

Variable ratio 15.4-13.5-15.4

Turning radius 25 feet

FRAME Truck type U-channel (5½"x2"x
.179") with six cross members

Section modulus
(side rail) 2.581

ELECTRICAL SYSTEM ... 6-volt, 15-plate, 100 amp.-hr.
capacity battery. 35 amp. capac-
ity generator with automatic cur-
rent and voltage control. See
Engine section for ignition data

FUEL TANK 15 gallons See Engine section
for fuel pump, vacuum booster
and carburetor data

CAB

All steel construction

Two position adjustment of driver's seat

Cowl ventilator

Ventilating wings in door windows.

†For additional tire data, see Tire Section.

Specifications Continued

Two piece V-type "non-distorting" windshield
Push button inner door controls
Seat back rest hinged for access to storage compartment
Tool compartment under seat
Full size three passenger seat

PICK-UP BOX

All steel construction
Reinforced tailgate supported by heavy chains
Six stake pockets provided

CANOPY TOP

(Optional equipment for Pick-up Box)

Canopy is of rugged wood construction covered with weather resisting imitation leather
Top is supported by six upright posts which fit into stake pockets of pick-up box
Roll-up curtains extend from all four sides of top and overlap sides of box
Overall loaded height—74¼"
Inside "floor-to-ceiling" height—45¼"
100 cubic feet of protected cargo space

PLATFORM-STAKE BODY

Heavy wood and steel understructure
Hardwood floor protected by steel skid strips and steel rub rails
Stake pockets in sides of platform provided for mounting of the six rack sections
36 square feet of enclosed platform area

Specifications Continued

STANDARD EQUIPMENT

(Pick-up, Platform-Stake and Cab-and-Chassis)

5 tires and spare wheel
Single combination stop and tail lamp
Single horn
Dual windshield wipers with vacuum booster
Single sun visor—left side
Arm rests on both door panels
Instrument panel ash tray
Chrome plated front bumper
Inside rear view mirror
Dome lamp
Oil bath air cleaner
Jack, screw driver and pliers

FACTORY INSTALLED OPTIONS

(at extra cost)

Radio
Heater and defroster
Direction signals
Front bumper guard rail
Belt driven centrifugal governor
Oil filter
Canopy top for pick-up box

OPTIONAL EQUIPMENT AT NO EXTRA COST WHEN SPECIFIED ON ORDER

High altitude cylinder head
Hot climate cooling kit

NOTE: For Dealer installed accessories, see **Accessory Section.**

473-4WD PLATFORM-STAKE

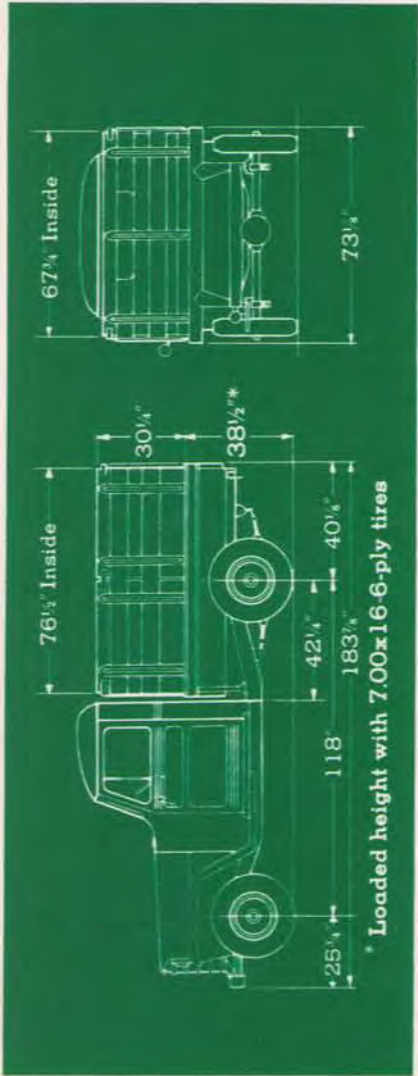


NOTE: For specifications other than dimensions and data shown on the following page, refer to the preceding pages which apply to this model as well as the pick-up truck.

A chassis and cab without body is also available. Specifications shown on the preceding pages, D-9 thru D-14, also apply. Front bumper, front fenders, grille, hood, cowl and complete cab are included.

Additional dimensions and weights, which must be considered before mounting special bodies and equipment, are shown below:

Back of cab to centerline of rear axle	42 1/4"
Back of cab to end of frame	81"
Minimum clearance between cab and body	1 1/2"
Maximum gross vehicle weight	5300 lbs.
Maximum allowable front gross weight	1700 lbs.
Maximum allowable rear gross weight	3750 lbs.
Chassis and cab only—curb weight—front	1655 lbs.
Chassis and cab only—curb weight—rear	1269 lbs.
Chassis and cab only—curb weight—total	2924 lbs.
Chassis and cab only—shipping weight	2799 lbs.



PLATFORM-STAKE 473-4WD

TREAD		ROAD CLEARANCE		FRONT SEAT	
Front	57"	Front	9 3/8"	WIDTH	51 3/4"
Rear	63 1/2"	Rear	8 1/8"	HEADROOM	41 7/8"

UNIVERSAL 'JEEP'



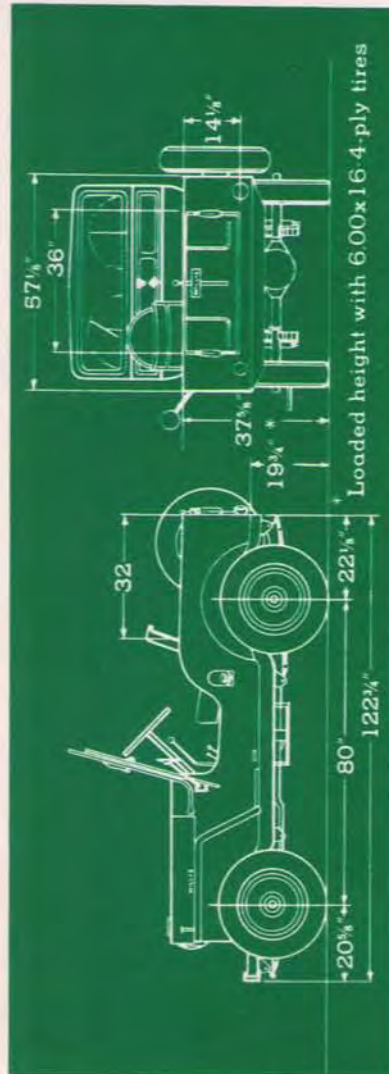
4 Cylinder—4 Wheel Drive BASIC SPECIFICATIONS

License and Insurance Data

MODEL	CJ-3A
ENGINE*	'Jeep' Go-Devil
Number of cylinders	4
Bore (inches)	3 1/8
Stroke (inches)	4 3/8
Displacement (cubic inches) ...	134.2
Max. actual gross hp @ rpm..	60 @ 4000
Max. horsepower at rear power take-off for continuous operation	30
Max. gross torque (lbs. ft.) @ rpm	105 @ 2000
Taxable horsepower	15.63
SHIPPING WEIGHT (lbs.)	2108
CURB WEIGHT (lbs.)	2203
GROSS VEHICLE WEIGHT	3500
MAXIMUM PAYLOAD (incl. driver and equipment)	1297
TIRE SIZE†—standard	6.00 x 16—4 ply (all service non-directional tread)
optional	7.00 x 15—4 ply (all service non-directional tread)
SERIAL NUMBER LOCATION ..	Under hood on right side of dash panel
ENGINE NUMBER LOCATION ..	On cylinder block directly back of water pump

*For additional engine specifications, see **Engine Section**.

†For additional tire data, see **Tire Section**.



CJ-3A UNIVERSAL 'JEEP'

TREAD

Front48 1/4"
 Rear48 1/4"
HEIGHT LOADED ..66 3/4"

ROAD CLEARANCE

Front 8 5/8"
 Rear 7 7/8"

Specifications Continued

CHASSIS

CLUTCH	Single—dry plate with vibration insulation springs
Lining material	Moulded, woven asbestos
Lining area	72 sq. in.
Outside diameter	8½"
Torque capacity	147 lbs. ft.
Release bearing	Ball—lubricated for life
TRANSMISSION	3 speed synchromesh
Ratio—1st	2.798 to 1
Ratio—2nd	1.55 to 1
Ratio—3rd	1.00 to 1
Ratio—reverse	3.798 to 1
TRANSFER CASE	2 speed
Ratio—normal	1.00 to 1 (used with 2 wheel or 4 wheel drive)
Ratio—low range	2.43 to 1 (used with 4 wheel drive only)
PROPELLER SHAFTS (front and rear)	Tubular with two needle bearing universal joints at ends of each shaft
REAR AXLE	Semi-floating, Hypoid gears
Capacity	2300 pounds
Ratio	5.38 to 1
FRONT AXLE	Full floating—driving and steering type with constant velocity universal joints. Hypoid gears
Capacity	1600 pounds
Ratio	5.38 to 1
REAR SPRINGS	Semi-elliptic. Hotchkiss drive with double-acting, airplane-type shock absorbers

Specifications Continued

FRONT SPRINGS Semi-elliptic Hotchkiss drive with double-acting airplane-type shock absorbers

BRAKES Bendix-hydraulic

Drum—diameter x width. 9" x 1 $\frac{3}{4}$ "

Drum material Alloy cast iron

Lining area 117 sq. in.

Percent braking power
on front wheels 57%

Hand brake Internal expanding—drum on propeller shaft

WHEELS 5 stud

RIMS (diameter x width)—

Standard 16" x 4 $\frac{1}{2}$ "

Optional 15" x 4 $\frac{1}{2}$ "

TIRES†—Standard 6.00 x 16—4 ply non-directional tread

Optional 7.00 x 15—4 ply non-directional tread

STEERING Cam and twin pin lever

Variable ratio 14—12—14

Turning radius 18 feet

FRAME Truck type U-channel (4 $\frac{1}{8}$ " x 1 $\frac{3}{4}$ " x .1495") with five cross members

ELECTRICAL SYSTEM ... 6-volt, 15-plate, 100 amp.-hr. capacity battery, 35 amp. capacity generator with automatic current and voltage control. See Engine section for ignition data

FUEL TANK 10 $\frac{1}{2}$ gallons. See Engine section for fuel pump, vacuum booster and carburetor data

BODY

All steel construction—open type

Folding type windshield

†For additional tire data, see **Tire Section**.

Specifications Continued

Cowl ventilator
Removable tailgate
Single driver's seat
Entrance steps—both sides

STANDARD EQUIPMENT

5 tires and spare wheel
Single combination stop and tail lamp
Single horn
Single automatic windshield wiper on left side
with vacuum booster
Hand-operated windshield wiper on right side
Front bumper
Outside rear view mirror
Oil filter
Oil bath air cleaner
Jack, screw driver and pliers

FACTORY INSTALLED OPTIONS

(at extra cost)

Front passenger seat
Rear seat
Body top—front
Body top—rear
Heater
Direction signals
Heavy duty rear springs
Heavy duty right rear spring (for air compressor installation)

Specifications Continued

Radiator brush guard and screen

Draw bar

Power take-off control unit (formerly known as "power take-off front")

Rear power take-off (without pulley assembly)—NOTE: Cannot be used without the "Power take-off control unit"

Flat belt pulley and right angle gear box (formerly known as "pulley and pulley drive")
—NOTE: Cannot be used without "Power take-off control unit" and "Rear power take-off"

Belt driven, positive type, centrifugal governor

Hydraulic implement lift

Quick-disconnect couplings

Front bumper weight

7.00 x 15—4 ply tires (all service non-directional tread)

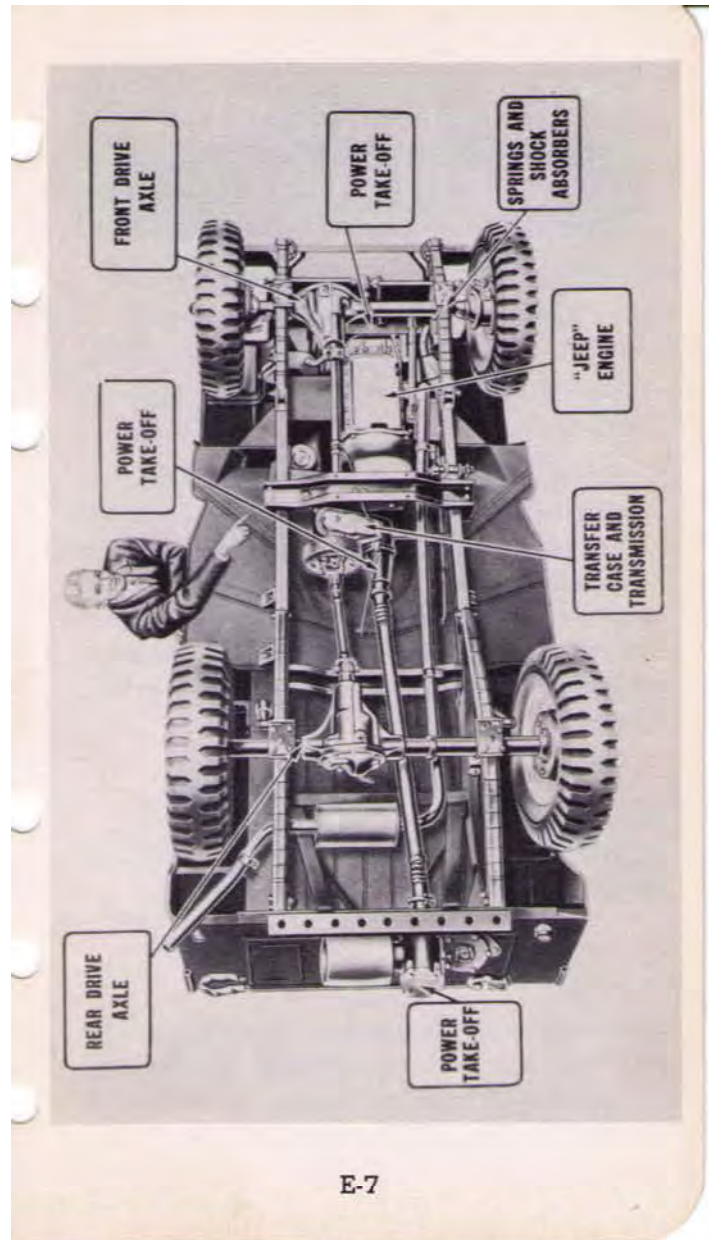
OPTIONAL EQUIPMENT AT NO EXTRA COST WHEN SPECIFIED ON ORDER

High altitude cylinder head

Hot climate cooling kit

NOTE: For Dealer installed accessories, see **Accessory Section**,

NOTE: For special equipment (farm and industrial) which is available through Willys-Overland Distributors and Dealers for use with the Universal 'Jeep', refer to the Willys-Overland "Equipment Book"



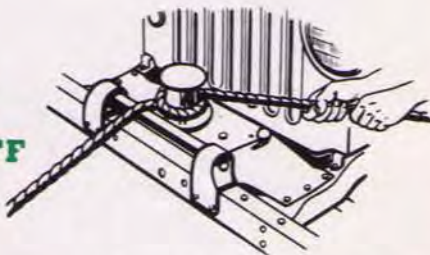
UNIVERSAL 'JEEP' EQUIPMENT

INCREASING THE UTILITY OF THE UNIVERSAL 'JEEP'

The 'Jeep' engine may be used for many purposes — besides furnishing power to drive the vehicle.

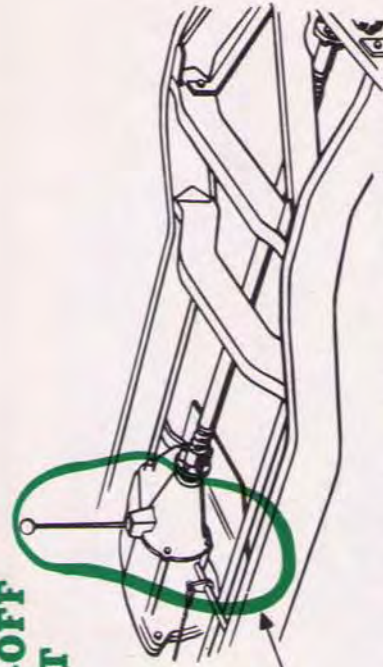
Power may be taken (1) directly from the front end of the crankshaft; (2) from a multiple-groove, V-belt pulley installed just behind the transfer case; (3) from a splined shaft at the rear of the vehicle; (4) or from a flat belt pulley at the rear of the vehicle. These power take-offs are available through Willys-Overland Distributors and Dealers.

FRONT POWER TAKE-OFF



Various winches and pumps can be driven from the front end of the crankshaft. The required power take-off units are usually furnished with the winch or pump kit employed.

POWER TAKE-OFF CONTROL UNIT

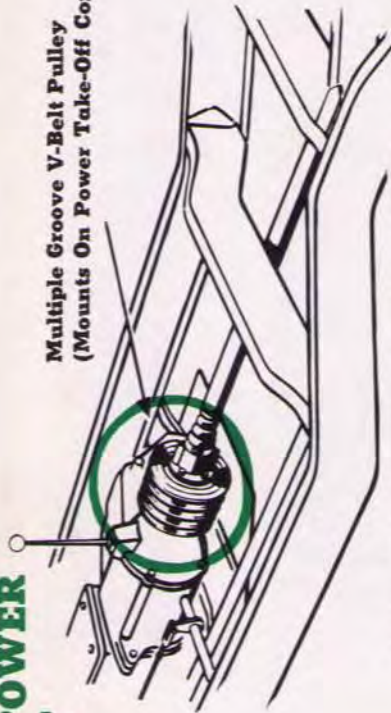


Power Take-Off
Control Unit

The "power take-off control unit" is required for use with the "multiple-groove, V-belt pulley," the splined shaft "rear power take-off" and the "flat belt pulley." This control unit provides for the engagement, or disengagement, of these other power take-off units.

CENTER POWER TAKE-OFF

Multiple Groove V-Belt Pulley
(Mounts On Power Take-Off Control Unit)



The "multiple groove, V-belt pulley," for taking power at the center of the 'Jeep,' mounts on the shaft at the rear of the control unit and may be used with, or without, the splined shaft or flat-belt pulley at the rear. Up to four V-belts may be used — depending on the load to be driven.

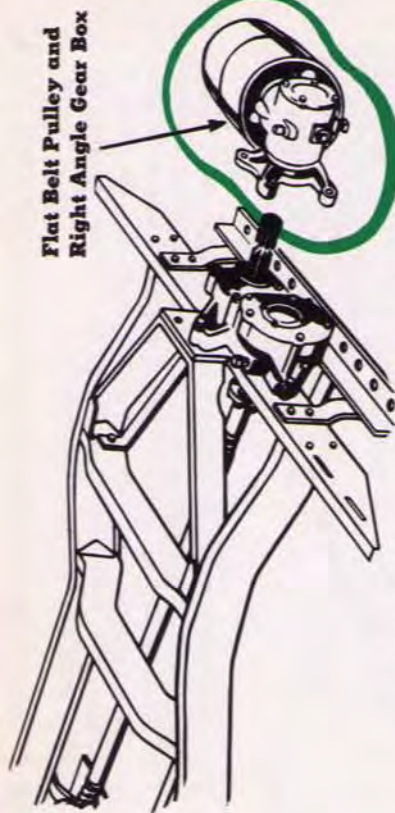
REAR POWER TAKE-OFF



Rear Power Take-Off
(Without Pulley Assembly)

The "rear power take-off" consists of a shaft extending to the rear of the vehicle and a gear box to reverse the rotation of the shaft. An SAE standard 1 1/8 inch, six-spline shaft extends from this gear box and rotates clockwise (when viewed from the rear of the vehicle). This conforms with standard practice established by special equipment manufacturers.

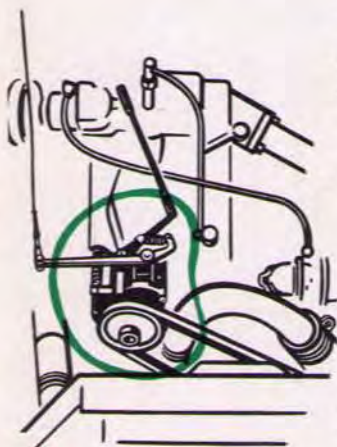
FLAT BELT PULLEY



Flat Belt Pulley and
Right Angle Gear Box

A "flat belt pulley and right angle gear box" may be mounted behind, and driven by, the "rear power take-off." This provides an 8" diameter pulley with controlled speeds when used with the positive-type centrifugal governor.

CENTRIFUGAL TYPE GOVERNOR



Many farm and industrial operations demand a variable speed governor to give precision control of engine speeds. The unit is controlled from the driver's seat by a plunger on the dash with nine notched positions. Lowest engine speed obtainable is approximately 1000 r.p.m., and each successive notch increases the engine speed by 200 r.p.m. until the limit is reached at 2600 r.p.m. These nine different engine speeds, in connection with the various transmission and transfer case gear ratios, allow 54 controlled forward vehicle speeds and 27 power take-off speeds.

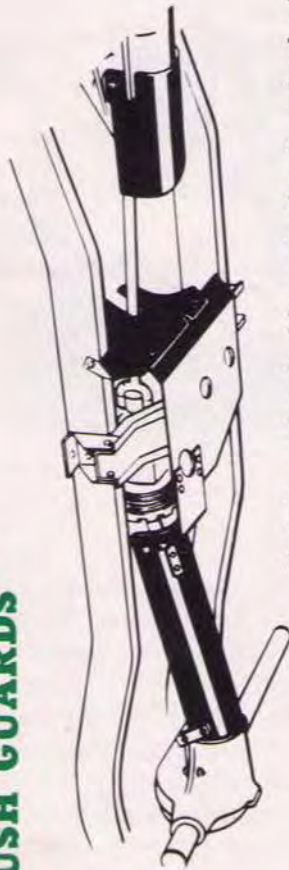
HYDRAULIC IMPLEMENT LIFT



The "Monroe" hydraulic implement lift available through Willys-Overland Motors for use with lift-type farm implements embodies many special features including:

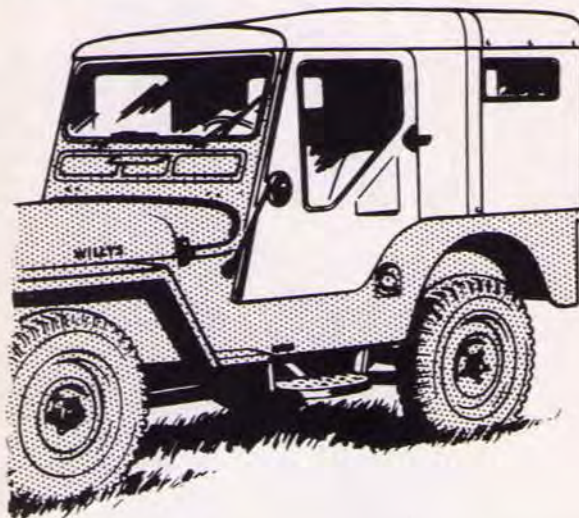
1. Standard "3-point system" for ease of attachment of implements.
2. Double action hydraulic cylinder for either up or down pressure on the implement. Fingertip control at driver's seat.
3. Good "trailing" or following of plows and other implements.
4. Simplicity and ease of adjustment which can be made from the driver's seat.
5. Easy installation or removal of the lift from the 'Jeep'.
6. Accessibility of all working parts and non-interference with other standard 'Jeep' accessories such as the rear power take-off and drawbar hitch.

PROPELLER SHAFT BRUSH GUARDS



Definite and valuable protection is gained when these propeller shaft guards are used. Easy to attach, they reduce the chance of grass, hay or weeds matting and bunching up on the forward and rear propeller shafts to cause fire or damage to oil seals. Kit includes full-length guard for rear shaft, necessary-length guard for forward shaft and baffle plate.

CANVAS TOP

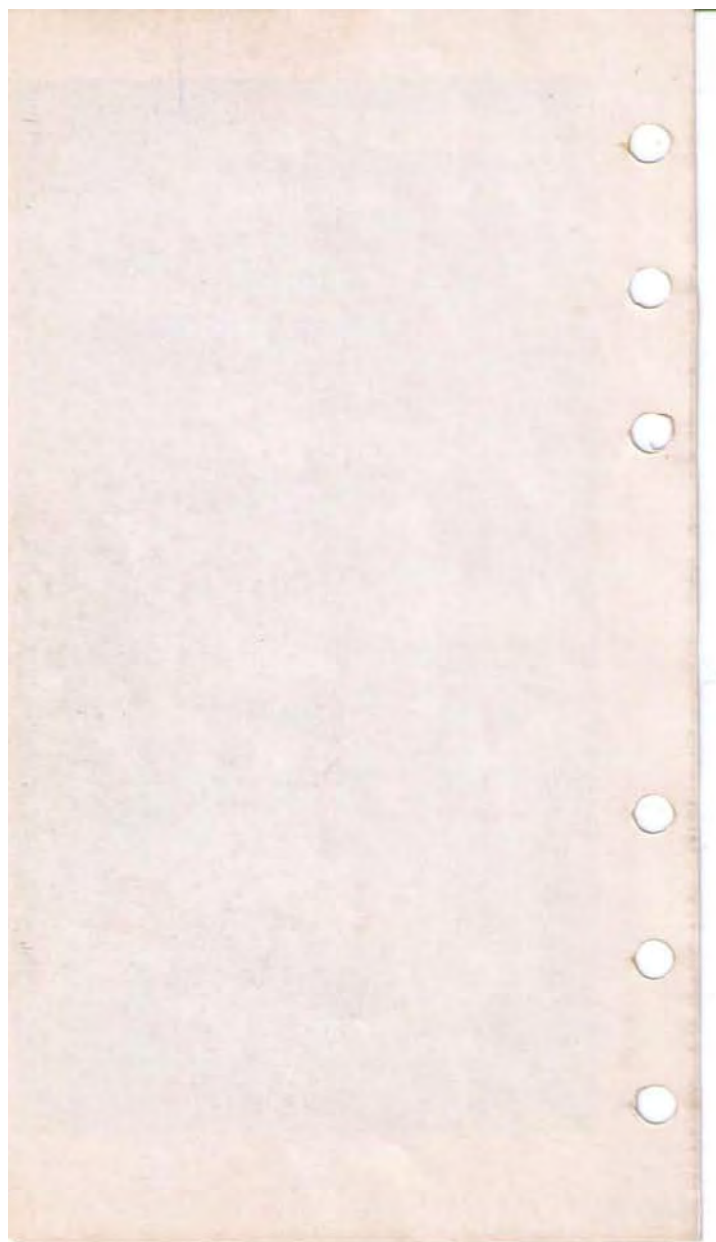


Providing adequate protection from the weather for most climates, the W-O Canvas Top is made of 10oz. soldenized duck, with all seams double-sewn for added wear. Duck has been treated to be mildew-resistant. The top is light and when installed on the Universal 'Jeep' has practically no effect on the center of gravity of the 'Jeep' or on the load-carrying ability. Can be easily erected or removed in a few minutes by one person.

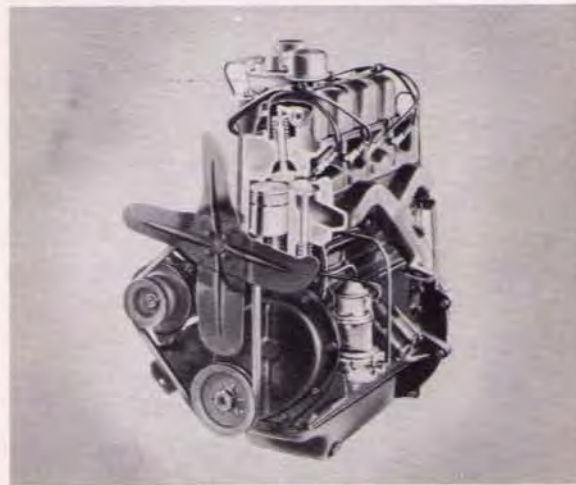
FRONT BUMPER WEIGHT

The best performance of a four-wheel drive vehicle is achieved when the load is equally distributed for traction on the front and rear wheels. This equal distribution is disturbed when the vehicle is used for draw bar work because the load on the rear wheels is increased and that on the front wheels decreased. The addition of the 265-pound front bumper weight equalizes this load. When the load is equalized, the front and rear axles do approximately the same work which results in an equal and prolonged life of these parts and more satisfactory vehicle performance.





3 GREAT ENGINES



The new Willys-Overland F-head **Hurricane** engine provides an ingenious arrangement of valving and compression which yields more power from standard fuels than most engines of equal displacement can obtain from premium fuels—providing more horsepower per cubic inch of displacement than any other nationally-known automobile engine—along with resultant economies and performance!

F-1



The Willys 6-cylinder engine,* named the **Lightning** has been re-designed to develop 75 horsepower at 4000 R.P.M. with a compression ratio of 6.9 to 1, available in the Willys Station Wagon and Jeepster, the **Lightning** offers unusual power and economy plus exceptionally smooth performance.



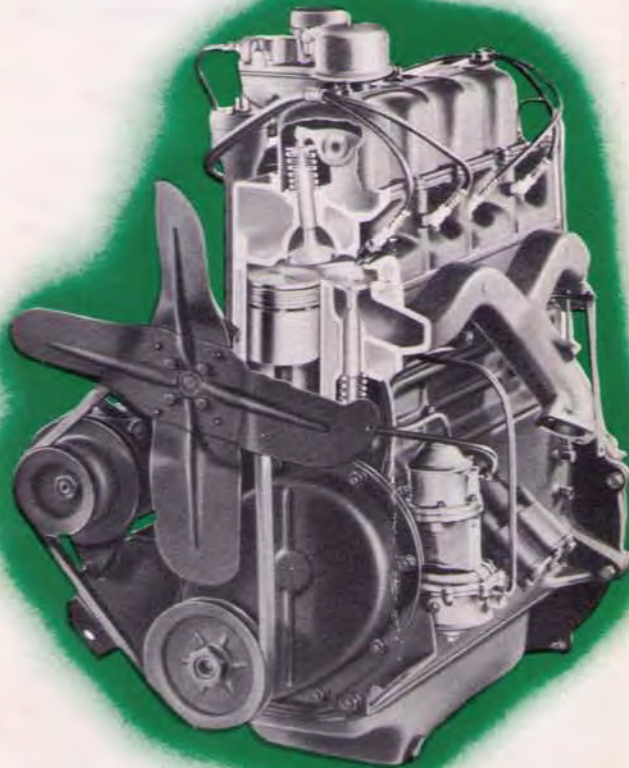
THE 4-CYLINDER, 60 HP UNIVERSAL 'JEEP' ENGINE* which powered the military 'Jeep' over millions of miles in all parts of the world has been improved for even greater economy and more versatile performance.

*For specific data on all three engines, see **Engine Section**.

WILLYS' NEW
SENSATIONAL
HIGHER-COMPRESSION
F-HEAD ENGINE:
THE *HURRICANE*

HERE'S THE

Inside Story



F-3

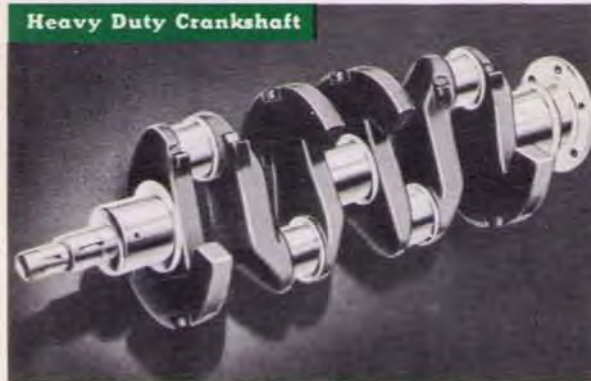
HURRICANE

A big increase in horsepower and a big decrease in fuel consumption—sounds impossible, but Willys brings you both in the sensational new Hurricane engine!

The Hurricane engine embodies a simple but ingenious arrangement of fundamental engine parts—which allows these components to separately and most efficiently contribute to best over-all engine performance. The valves, combustion chamber and intake system arrangement is peculiar to the advanced F-head design—an efficient engine design available in



Heavy Duty Crankshaft



Hurricane Continued

America only in the Willys Hurricane.

In performance, endurance, and fuel economy, the Hurricane is a challenge to any automotive engine on the road. It is a compact packet of power without peer. Its output of .536 horsepower per cubic inch of displacement compares more than favorably with the best automotive engines.

The Hurricane represents one of the most significant advances in automotive engineering since Willys pioneered the full-utility concept of motor car design. It opens a new era of economy in motor transportation, pushing back still farther the expanding horizon of automotive usefulness.

The short, uniformly heated intake manifold

Center Fire Ignition



F-5



Short Intake Manifold

and oversize intake valves deliver a full charge of fuel mixture at all speeds. With its higher compression and even combustion, the Hurricane squeezes more energy from every drop of gasoline.

INTAKE VALVES. Internal combustion engines must have intake and exhaust valves. Best results are obtained with the Poppet type of valve, which opens into the combustion chamber and is operated by a rotating cam. On the Hurricane, this intake valve is as large as is practical, and opens directly into the top of the engine cylinder: thus, the maximum quantity of air is drawn into the cylinder at all Hurricane engine speeds by the downward stroke of the piston.

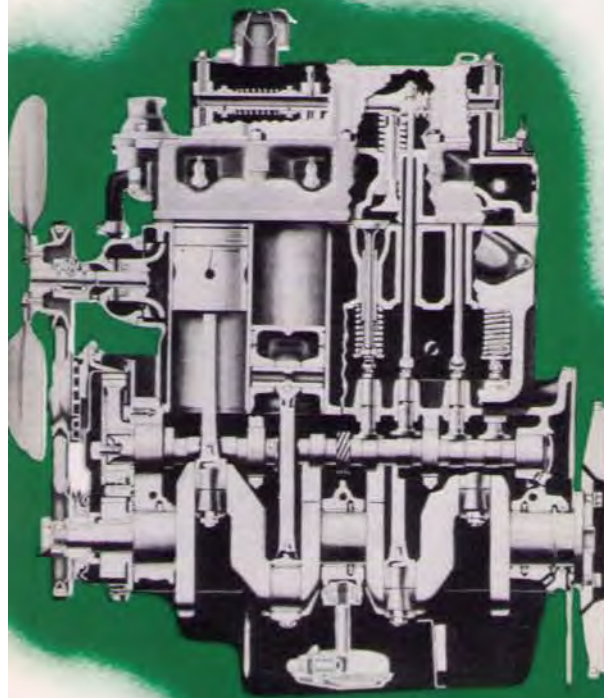
EXHAUST VALVES. The exhaust valve releases the pressure that has been developed in the

Hurricane Continued

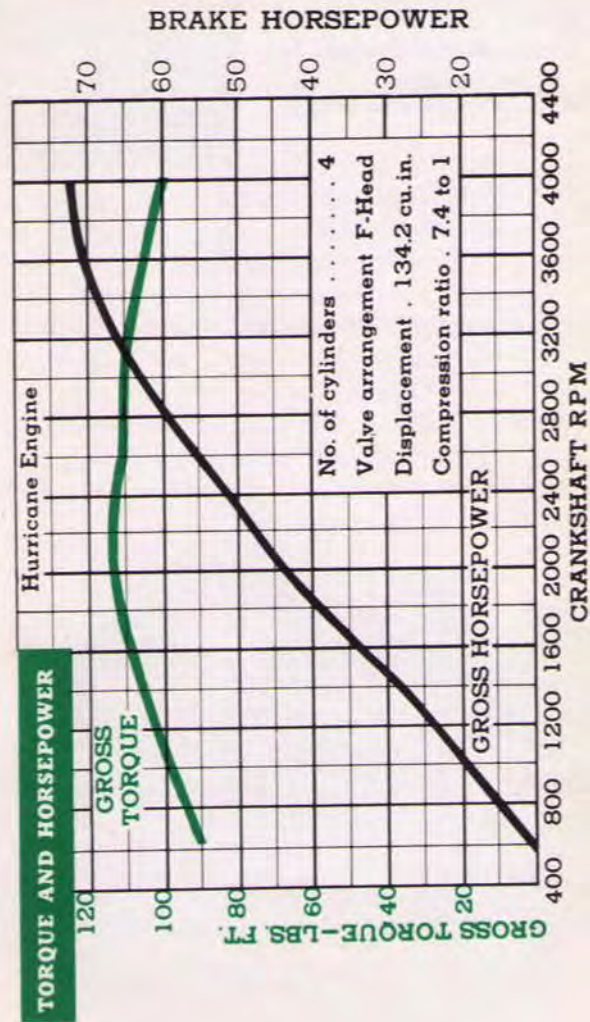


Hurricane Continued

cylinder by the burning of the air fuel mixture after it has expanded and has done its work on the piston. This pressure is much greater than atmospheric pressure, so the exhaust valve need not be very large. The size of the Hurricane exhaust valve is such that heating of the valve by the exhaust gases is not excessive, and good cooling area around the valve seat and exhaust passage is obtained.



Hurricane Continued



**SMOOTH ACCELERATION,
POWER FLOW,
MORE HORSEPOWER,
HIGHER COMPRESSION**

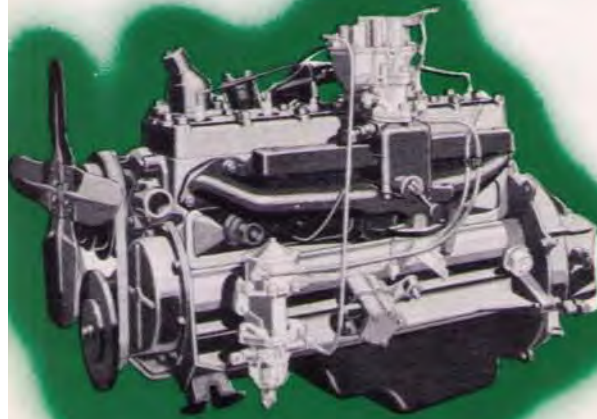
LIGHTNING-6

HERE'S THE

Inside Story

THE NEW LIGHTNING is one of the brightest performing six-cylinder engines available in any vehicle in the low-priced field.

Offered as an option in the Jeepster and 2-wheel drive Willys Station Wagon, the new Lightning has increased bore, cubic displacement, compression and horsepower over the previous Willys 6. It is an L-head engine with $3\frac{1}{8}$ " x $3\frac{1}{2}$ " bore and stroke, 161 cubic inches displacement, 6.9 to 1 compression ratio and develops 75 horsepower at 4,000 RPM.



F-10

Lightning Continued



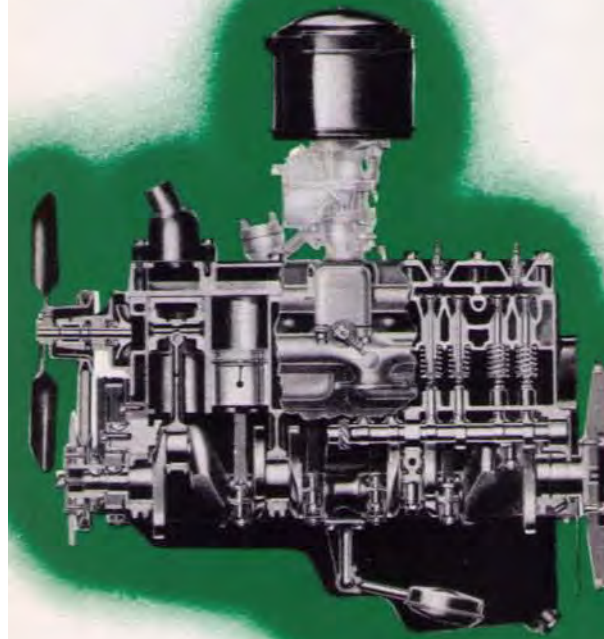
This engine is particularly remarkable for its uniformly high torque through its entire speed range—resulting in faster acceleration.

The Lightning 6 features full pressure lubrication to main, connecting rod, camshaft bearings, and pressure jet lubrication to timing gears. Crankshaft is fully counter-weighted and dynamically balanced with vibration dampener on front of crankshaft.

Lightning Continued

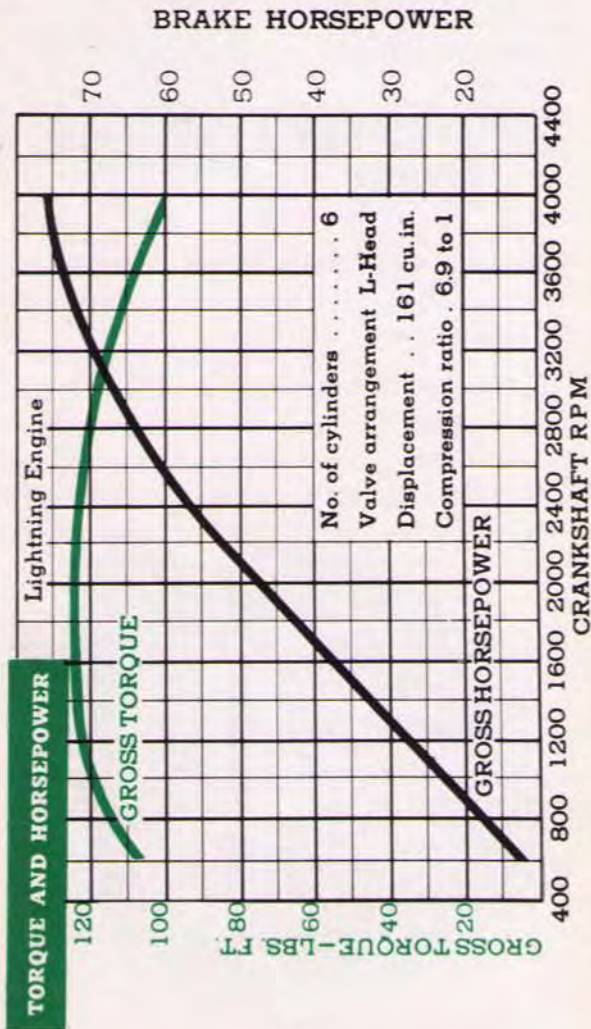
The Lightning 6 includes the famous patented controlled suction-type of engine crankcase ventilation, which continually draws filtered air through the crankcase at the rate of one to two cubic feet per minute. This system keeps crankcase oil in clear, sludge-free condition and materially prolongs engine life.

Tests of the Lightning 6 reveal thrilling acceleration response and a smooth, quiet flow of power.



F-12

Lightning Continued



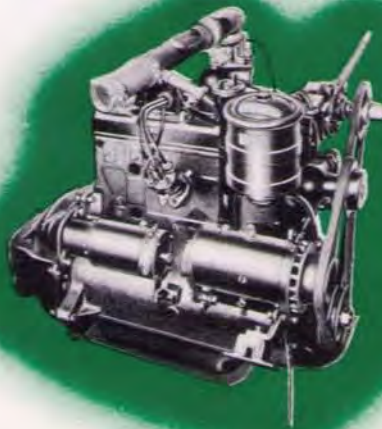
**POWER, PERFORMANCE
TIME-PROVEN DURA-
BILITY UNDER ALL
LOADS AND AT ALL
SPEEDS**

UNIVERSAL
**Jeep GO-DEVIL
ENGINE**

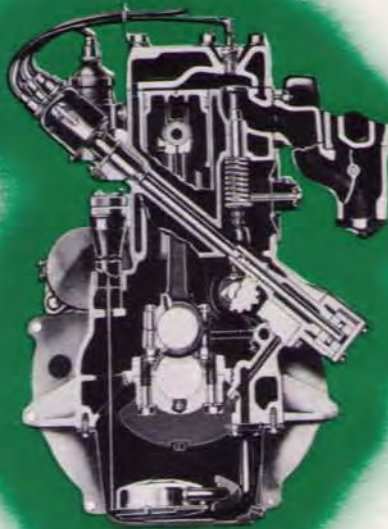


More than a million 4-cylinder engines have been built by Willys-Overland Motors during the past decade.

Ruggedness and durability of the Willys-Overland engine were dramatically proved during World War II. The famed 4-cylinder "Go-Devil" engine powered the 360,000 military vehicles made by Willys-Overland for the



F-14

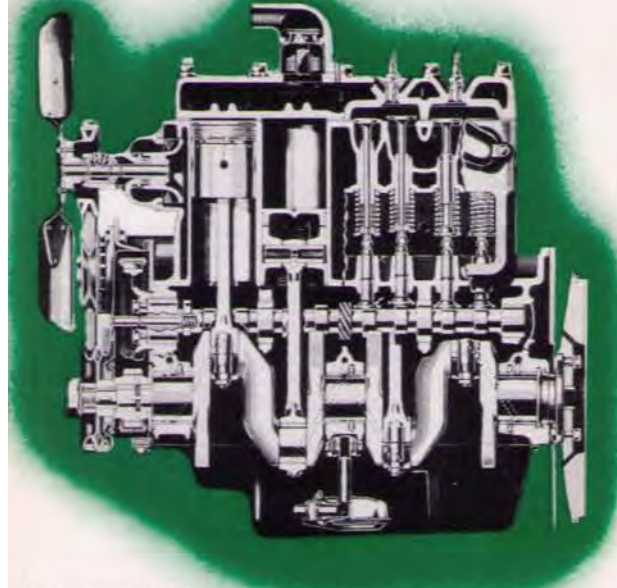


armed forces during the war. In addition, the armed forces received more than 250,000 "Go-Devil" engines built elsewhere in the automotive industry from Willys-Overland blueprints.

Since 1945, motorists throughout the world have purchased more than a quarter of a million Willys-Overland passenger cars and trucks powered by "Go-Devil" engines.

Growing favor of the 4-cylinder engine is indicated at the Indianapolis 500-mile race track

"Go-Devil" Continued

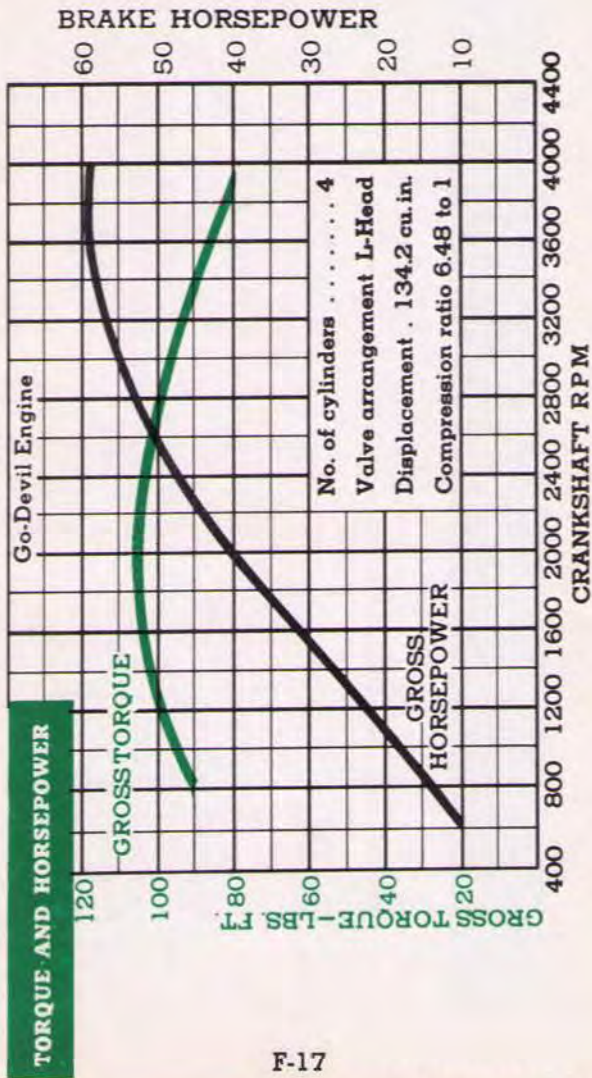


where, in 1949, the twelve cars who finished the grind were all powered by 4-cylinder engines. Two decades ago, the finishing cars were all powered by eights.

In addition to using its 4-cylinder engine in the Universal 'Jeep,' Willys-Overland is also using the "Go-Devil" engine in the 4 Wheel Drive Station Wagon.

Factors favoring the Willys-Overland 4-cylinder engine are its simplicity of design, durability, and economy of operation and maintenance.

"Go-Devil" Continued



ENGINES BASIC SPECIFICATIONS

MODEL	HURRICANE	LIGHTNING	GO-DEVIL
Type:—valve arrangement	F-head	L-head	L-head
Number of cylinders	4	6	4
Bore	3 1/8"	3 1/8"	3 1/8"
Stroke	4 3/8"	3 1/2"	4 3/8"
Displacement (cubic inches)	134.2	161	134.2
Maximum actual gross horsepower	72 @ 4000 rpm	75 @ 4000 rpm	60 @ 4000 rpm
Maximum gross torque (lbs. ft.)	114 @ 2000 rpm	125 @ 2000 rpm	105 @ 2000 rpm
Taxable horsepower	15.63	23.44	15.63
Compression ratio—standard	7.4 to 1	6.9 to 1	6.48 to 1
—optional	7.8 to 1		7.1 to 1
Compression pressure	135 @ 185 rpm	145 @ 185 rpm	115 @ 185 rpm
Horsepower per cubic inch	.536	.465	.447

DETAIL SPECIFICATIONS, ENGINES



CRANKSHAFT

MODEL	HURRICANE	LIGHTNING	GO-DEVIL
Type	forged	forged	forged
Material	1040 carbon steel	1040 carbon steel	1040 carbon steel
Weight	46½ pounds	49 pounds	46½ pounds
Statically and dynamically balanced	yes	yes	yes
Counterweights	4-bolted	7-integral	4-bolted
Number of main bearings	3	4	3
Precision-type, replaceable bearings	yes	yes	yes
Vibration dampener	no	yes	no



CONNECTING RODS

MODEL	HURRICANE	LIGHTNING	GO-DEVIL
Material	SAE-1141	SAE-1035	SAE-1141
Crankpin Journal—diameter	1 $\frac{5}{16}$ "	1 $\frac{7}{8}$ "	1 $\frac{15}{16}$ "
Crankpin Journal—length	1 $\frac{5}{16}$ "	1 $\frac{7}{8}$ "	1 $\frac{5}{16}$ "
Precision type—replaceable bearings	yes	yes	yes
Length—center to center	9 $\frac{3}{16}$ "	6 $\frac{11}{32}$ "	9 $\frac{3}{16}$ "
Wrist pin hole, diamond bored	yes	yes	yes

DETAIL SPECIFICATIONS, ENGINES



PISTONS

MODEL	HURRICANE	LIGHTNING	GO-DEVIL
Aluminum alloy	yes	yes	yes
Heat dam	yes	yes	yes
Oval ground	yes	yes	yes
Plated—(tin or brass)	yes	yes	yes
Number of oil control rings	1	1	1
Number of compression rings	2	2	2
Piston pins locked in rods	yes	yes	yes

DETAIL SPECIFICATIONS, ENGINES



CAMSHAFT AND VALVES

MODEL	HURRICANE	LIGHTNING	GO-DEVIL
Type of camshaft drive	gear	gear	gear
Location of intake valve	cylinder head	cylinder block	cylinder block
Location of exhaust valve	cylinder block	cylinder block	cylinder block
Intake valve diameter	2"	1 3/8"	1 17/32"
Exhaust valve diameter	1 13/32"	1 9/32"	1 13/32"
Valve seats—(intake and exhaust)	integral	integral	integral

DETAIL SPECIFICATIONS, ENGINES



LUBRICATION SYSTEM

MODEL	HURRICANE	LIGHTNING	GO-DEVIL
Oil pressure to:			
Main bearings	yes	yes	yes
Connecting rods	yes	yes	yes
Camshaft bearings	yes	yes	yes
Timing gear lubrication	positive	positive	positive
Positive-gear-type oil pump	yes	yes	yes
Floating-type oil intake	yes	yes	yes

DETAIL SPECIFICATIONS, ENGINES



COOLING SYSTEM

MODEL	HURRICANE	LIGHTNING	GO-DEVIL
Pressure-type cooling system	yes	yes	yes
Full-length water jackets	yes	yes	yes
Temperature control	thermostat	thermostat	thermostat
By-pass for recirculation	yes	yes	no
Thermostatic manifold heat control	yes	yes	yes
Coolant capacity (without heater)	11 qts.	9 qts.	11 qts.

DETAIL SPECIFICATIONS, ENGINES



FUEL SYSTEM

MODEL	HURRICANE	LIGHTNING	GO-DEVIL
Mechanical pump with vacuum booster			
Pump driven by	yes	yes	yes
Carburetor type	camshaft downdraft	camshaft downdraft	camshaft downdraft
Carburetor nominal size	1 1/4"	1 1/8"	1 1/8"
Choke control	manual	manual	manual

DETAIL SPECIFICATIONS, ENGINES

IGNITION AND ELECTRICAL

MODEL	HURRICANE	LIGHTNING	GO-DEVIL
Firing order	1-3-4-2	1-5-3-6-2-4	1-3-4-2
Automatic spark control	centrifugal and vacuum	centrifugal and vacuum	centrifugal
Spark plug size	14 m.m.	14 m.m.	14 m.m.
Location of battery	under hood	under hood	under hood
Normal engine cranking speed	185 rpm	185 rpm	185 rpm

CRANKCASE VENTILATION

MODEL	HURRICANE	LIGHTNING	GO-DEVIL
Type	trailing tube	positive	positive

ACCESSORIES

Comfort



CUSTOM RADIO

Amazing sensitivity and selectivity, combined with crystal-clear reception, make this automobile radio a standout by any comparison. Six tubes, full-vision, horizontal slide rule dial, 6" x 9" oval speaker.

ALL MODELS

ACCESSORIES

Comfort



HEATER AND DEFROSTER

Distinctive new, high-capacity hot water heater with adjustable circulation vent and heavy-duty motor, with four-bladed fan. Defroster clears ice and frost from windshield.

JEEPSTERS

ACCESSORIES

Comfort



All weather comfort is achieved by this powerful, quick-heating hot water heater. Defroster sends warm de-icing blasts of air against windows.

**STATION WAGONS, TRUCKS and SEDAN
DELIVERY**



A real powerhouse, this rugged long-lasting hot water heater has recirculating vents which rapidly force warm air into the 'Jeep' enclosure.

'JEEP'



SEAT COVERS

Tailored seat covers of durable fibre are long-lasting, will add beauty and protection to seats—are especially cool in summer.

STATION WAGONS



FOOTREST

Comfort for back-seat riders is afforded by these heavily chromed footrests.

JEEPSTERS, STATION WAGONS

ACCESSORIES

Style and Beauty



LICENSE PLATE FRAME

Cover rough license plate edges. Dress up their appearance with these chrome-plated frames of tubular construction. Mount on steel brackets.

JEEPSTERS, STATION WAGONS

ACCESSORIES

Style and Beauty

WHEEL TRIM RINGS



Wheels look smaller, tires more impressive — and a mark of distinction is added by these highly-polished, simply-styled, stainless steel wheel-trim rings. Rattle proof.

4-CYLINDER JEEPSTER, STATION WAGONS,
(std. on 6-cyl. Jeepster)

TIRE COVER



Neat, trim, brown leatherette tire cover for your car protects tire and adds beauty to vehicle's interior. Sturdy snap closure keeps cover wrinkle-free.

STATION WAGONS

ACCESSORIES

Style and Beauty

TIRE COVER



Made of black canvas, similar to that used in Jeepster convertible top, this spare tire cover is like those available on expensive foreign-make sport cars.

JEEPSTERS



BUMPER GUARDS

Bumper and grille guard protects grille against denting, adds smart style note. Sturdy, easily-mounted, bumper guards are made of heavy-duty, chrome-plated steel.

4-CYLINDER JEEPSTER and 2 WD STATION WAGONS, SEDAN DELIVERY (Std. equipment on 6-Cyl. Jeepster and 4 WD Station Wagons)

ACCESSORIES

Safety



**FIRE
EXTINGUISHER**

Double-action pump delivers a concentrated stream of vaporizing liquid that smothers gasoline, oil or electrical fires. One quart extinguisher comes with easy-to-mount bracket. **ALL MODELS**

ACCESSORIES

Safety



DIRECTIONAL SIGNAL AND TAIL LIGHT

Keep hands on steering wheel, use finger-tip-controlled direction indicator. Flashers are in parking and tail lights. Auxiliary tail light for vehicles is same as standard equipment single tail light — large, brilliant, heavy duty.

ALL MODELS

REAR REFLECTOR

Headlights pick out brilliant warning reflection when beam hits this many faceted rear reflector. Mounting is of polished chrome.



ALL MODELS

ACCESSORIES

Safety

**LOCKING
GAS TANK
CAP**



Safeguard your fuel supply and tank cap. Key cannot be removed until cap is locked. Shield protects keyhole.

ALL MODELS



**SPARE TIRE
LOCK**

Guard against vandalism and thievery with this strong, case-hardened steel spare tire lock. Dark, inconspicuous finish.

ALL MODELS (Std. equipment on Jeepsters)

ACCESSORIES

Safety



COMPANION HORN

Add this harmonious companion horn, and your car will sing a different tune. Pitched to add authoritative body and appealing melody to your single horn. **ALL MODELS, EXCEPT 'JEEP'**



GLAREPROOF REAR VIEW MIRROR

Cuts out bright glare of headlights through rear window. Non-glare mirror provides true daytime and no-glare nighttime visibility with a flick of the finger. **ALL EXCEPT 'JEEP'**

ACCESSORIES

Safety

**DELUXE
OUTSIDE
MIRROR**



See passing vehicles through "blind spots," with attractive chrome plated outside mirror. Mounts on either side. Screw mounted for rigidity.

ALL EXCEPT 'JEEP'



OUTSIDE MIRROR

Universal joint-type hinged, to allow clearance in tight places, extended outside mounted rear-view mirror allows driver to see behind maximum extension of body and load.

TRUCKS

ACCESSORIES

Convenience



**CIGAR
LIGHTER**

Simply depress cigar lighter knob and forget it—
it automatically snaps out when ready to use.
Thermostat controlled.

ALL MODELS

ACCESSORIES

Convenience

BACK-UP LIGHT



Makes back-up operations much easier and safer. Back-up light illuminates the way for you and tells others the direction your car is moving.

ALL MODELS



ASH TRAY, SIDE PANEL

Side panel ash trays can be conveniently spotted throughout the car. Easy to install, they're designed to fit flush into the side panels of the vehicle. Chrome finish.

JEEPSTERS, STATION WAGONS

ACCESSORIES

Convenience

UNDERHOOD LIGHT



Lift hood, and entire engine compartment is automatically flooded with light. Simplifies underhood inspection and nighttime servicing. Mounts underneath hood, in out of the way position.

ALL MODELS

SPOTLIGHT



Sealed-beam lamp that'll pick out objects a thousand feet away, with pistol-grip handle and heavy, gleaming chrome finish. Mounts through corner post.

ALL MODELS

ACCESSORIES

Convenience

**ROAD AND
FOG LIGHTS**



Wide, penetrating beam cuts through dense fog to light way along the road ahead. Diffused light beam reduces glare reflection. Bracketless mounting, except on 'Jeep.'

ALL MODELS



**REAR
WIPER**

Rear vision is clear, when you add this rear wiper to your Willys-Overland vehicle. Rapidly wipes wide window area clear of rain spots.

STATION WAGONS, SEDAN DELIVERY

ACCESSORIES

Convenience



WINDSHIELD WASHER



Clear-vision driving is assured by dual windshield washer jets with half-gallon underhood reservoir. Handy button controls the fine washing spray from windshield wiper housings.

ALL EXCEPT 'JEEP'

ACCESSORIES

Maintenance



**GASOLINE
FILTER**

Maintain peak engine performance with proper Willys-Overland maintenance accessories. For example, tough, porous gasoline filter removes particles of foreign matter and separates water from fuel—saves money on carburetor repairs.

ALL MODELS

ACCESSORIES

Maintenance

OIL FILTER



Oil is kept free of dirt, abrasives and sludge by the Willys-Overland oil filter. Dirty filter cartridges should be checked by your serviceman for replacement.

ALL MODELS



AIR CLEANER

Dirt and dust from the air are prevented from entering the carburetor by this Oil Bath Air Cleaner. Pool of oil actually acts as separator.

ALL MODELS

ACCESSORIES

Maintenance

SPARK PLUG COVERS



Protect spark plugs from moisture and foreign matter, rust and corrosion. Rubber caps fit snugly over spark plugs. **ALL MODELS**

WINTER FRONT

Willys-Overland winter front covers, made of sturdy flap-open coated material for easy radiator accessibility, help provide quick engine warm-up. **'JEEP'**

WINTER FRONT

Contour-fitting winter front prevents excessive engine wear, as efficient operating temperatures are quickly reached when winter front controlled air stream passes over motor.

**JEEPSTERS, STATION WAGONS, SEDAN
DELIVERY**

ACCESSORIES

Maintenance

TOP DRESSING



Renews and preserves cloth tops. Dressing is easily applied, dries in 24 hours. Crack resistant and gloss retaining, it comes in half-pint cans: clear, grey, and black. **JEEPSTERS AND 'JEEP'**



Your comfort, your safety, your convenience—plus the style, beauty and maintenance of your automobile—were prime considerations in designing Willys-Overland styled accessories. Quality engineered, and of advance design, they'll add usefulness embodied in bright style accents and more motoring pleasure.

DEALER-INSTALLED

Accessories

NOTE: All factory-installed optional equipment items (except the overdrive), which is shown in other sections of this book, is also available for local installation by Willys-Overland dealers.

DEALER INSTALLED ACCESSORIES

For the Jeepsters

Radio

Heater and defroster

Outside rear-view mirror (standard on 6-cylinder model)

Inside rear-view mirror — "Glare Proof"

Windshield washer

Direction signals

Cigarette lighter (standard on 6-cylinder model)

Rear-seat foot rest

Companion horn kit (dual horns standard on 6-cylinder model)

Spot lamps

Fog lamps

Back-up lamp

Underhood lamp

Front bumper guard rail (standard on 6-cylinder model)

Radiator grille insect screen and winter front

Wheel trim rings (standard on 6-cylinder model)

License plate frames
Locking gas tank cap
Spare tire cover
Gasoline filter
Black top dressing

DEALER INSTALLED ACCESSORIES

For the Station Wagons and Sedan Delivery

Radio
Heater and defroster
Outside rear-view mirror
Inside rear-view mirror — "Glare Proof"
Rear window wiper
Right-hand sun visor (for sedan delivery)
Seat covers
Windshield washer
Direction signals
Cigarette lighter
Rear-seat foot rest (for station wagon only)
Spare tire cover
Dual tail lamp
Spot lamps
Back-up lamp
Fog lamps
Underhood lamp
Front bumper guard rail (standard on 4 Wheel
Drive Station Wagon)
Radiator grille insect screen and winter front
License plate frames
Wheel trim rings

Locking gas tank cap
Gasoline filter

DEALER INSTALLED ACCESSORIES

For the 1/2 Ton and 4 Wheel Drive Trucks

Heater and defroster
Outside rear-view mirror (refer to std. equipment list)
Inside rear-view mirror (refer to std. equipment list)
Direction signals
Windshield washer
Cigarette lighter
Right-hand sun visor
Dual horn kit
Dual tail lamp
Fog lamps
Spot lamps
Underhood lamp
Front bumper guard rail
Radiator grille insect screen and winter front
Locking gas tank cap
Spare tire lock
Gasoline filter

DEALER INSTALLED ACCESSORIES

For the Universal 'JEEP'

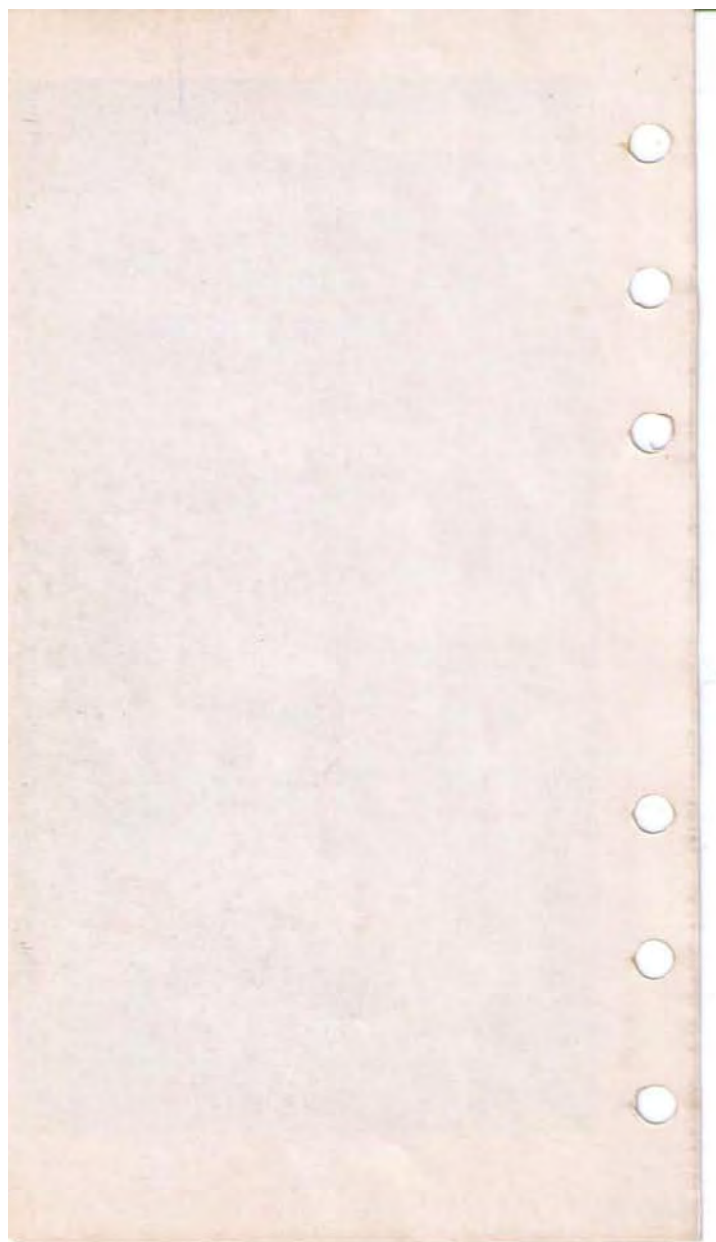
Heater
Inside rear-view mirror
Direction signals

Cigarette lighter
Dual windshield wiper kit
Dual tail lamp
Fog lamps
Spot lamp
Underhood lamp
Radiator grille insect screen and winter front
Locking gas tank cap
Spare tire lock
Gasoline filter
Propeller shaft guard kit
Pintle hook
Clear and gray top dressing
Capstan winch (complete with crankshaft power take-off)
Propeller shaft guard kit
Multiple-groove, V-belt pulley (mounts on power take-off control unit)
Tailgate spare-tire carrier
Starting crank

DEALER INSTALLED ACCESSORIES

For ALL Willys-Overland Vehicles

Spark plug waterproofing kit
Fire extinguisher
Tire pump
Radiator rust preventive
Polish
Chrome polish
White sidewall tire cleaner
Glass cleaner



WILLYS-OVERLAND TIRE DATA

Nominal Tire Size and Number of Plies	Type of Tread	Used on W.O. Models	Max. Rated Load Capacity (lbs.)	Pressure For Rated Load (P.S.I.)	Loaded Radius (inches)	Rev. Per Mile	Inflated Overall Diameter (inches)	Inflated Section Width (inches)	Wt.-Tire and Tube (lbs.)
6.00x16 4 ply	Pass.	473-HT std.	915	28	13.51	731	28.3	6.33	25.6
6.00x16 4 ply	*N.D.	CJ-3A std.	915	28	13.59	726	28.57	6.54	26.5
6.40x15 4 ply	Pass.	473 VI std. 673 VI std.	825	24	12.97	761	27.3	6.38	24.1
6.50x15 4 ply	Pass.	473 SD std.	1005	28	13.38	738	28.1	6.72	28.3
6.50x16 6 ply	Truck	473 HT opt.	1290	45	14.01	710	29.1	7.11	34
6.70x15 4 ply	Pass.	473 SW std. 673 SW std.	920	24	13.31	742	28.21	6.70	26.1
7.00x15 4 ply	*N.D.	CJ-3A opt. 4x463 SW std.	1095	26	13.80	716	29.6	7.50	33
7.00x16 6 ply	*N.D.	473-4WD std.	1440	45	14.52	683	31.1	7.34	34.8

*Non-Directional Tread

Manufacturer's Warranty

To assure an equitable basis to adjust any possible fault which might develop in the operation of Willys Overland Vehicles, they are sold under the terms of the standard warranty prepared by the Automobile Manufacturers' Association. This is identical to the warranty used by all manufacturers and is printed below:



"This is to certify that we, WILLYS-OVERLAND MOTORS, INC., TOLEDO, OHIO, U.S.A. warrant each new passenger automobile and truck or other motor vehicle manufactured by us, to be free from defects in material and workmanship under normal use and service, our obligation under this Warranty being limited to making good at our factory any part or parts thereof, including all equipment or trade accessories (except tires) supplied by the car manufacturer, which shall within ninety (90) days after making delivery of such vehicle to the original purchaser or before such vehicle has been driven 4,000 miles (6500 km.), whichever event shall first occur, be returned to us with transportation

charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective; this warranty being expressly in lieu of all other warranties expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any other person to assume for us any liability in connection with the sale of our vehicles."

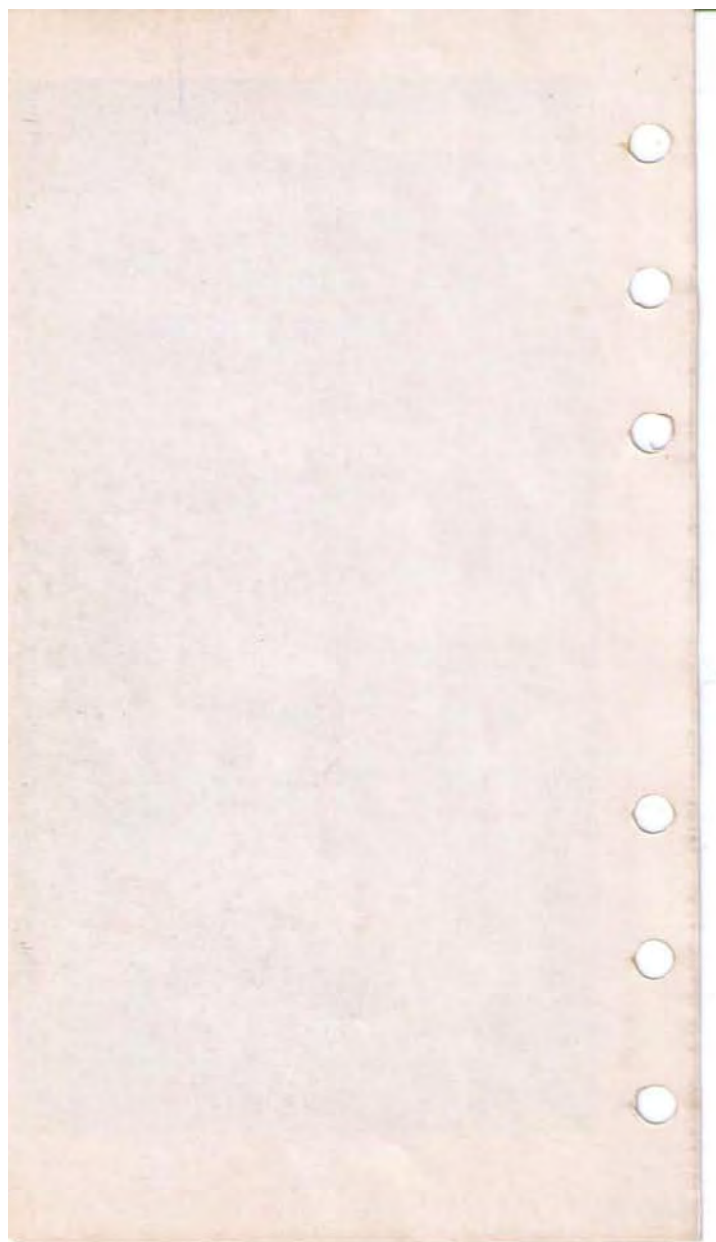
"This warranty shall not apply to any vehicle which shall have been repaired or altered outside of an Authorized Willys-Overland Service Station in any way so as in the judgment of the Manufacturer, to affect its stability or reliability, nor which has been subject to misuse, negligence or accident."

The Manufacturer makes no warranty against, nor assumes any liability for any defect in metal or other material in any part, device or trade accessory which cannot be discovered by ordinary factory inspection.

WILLYS-OVERLAND MOTORS, INC.



NOTE: *Willys-Overland Motors, Inc., reserves the right at any time or times to revise, modify, discontinue or change any model or models of its vehicles, or any part or parts thereof, without notice; and, without it or the Seller, incurring any liability or obligation to the Purchaser.*



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