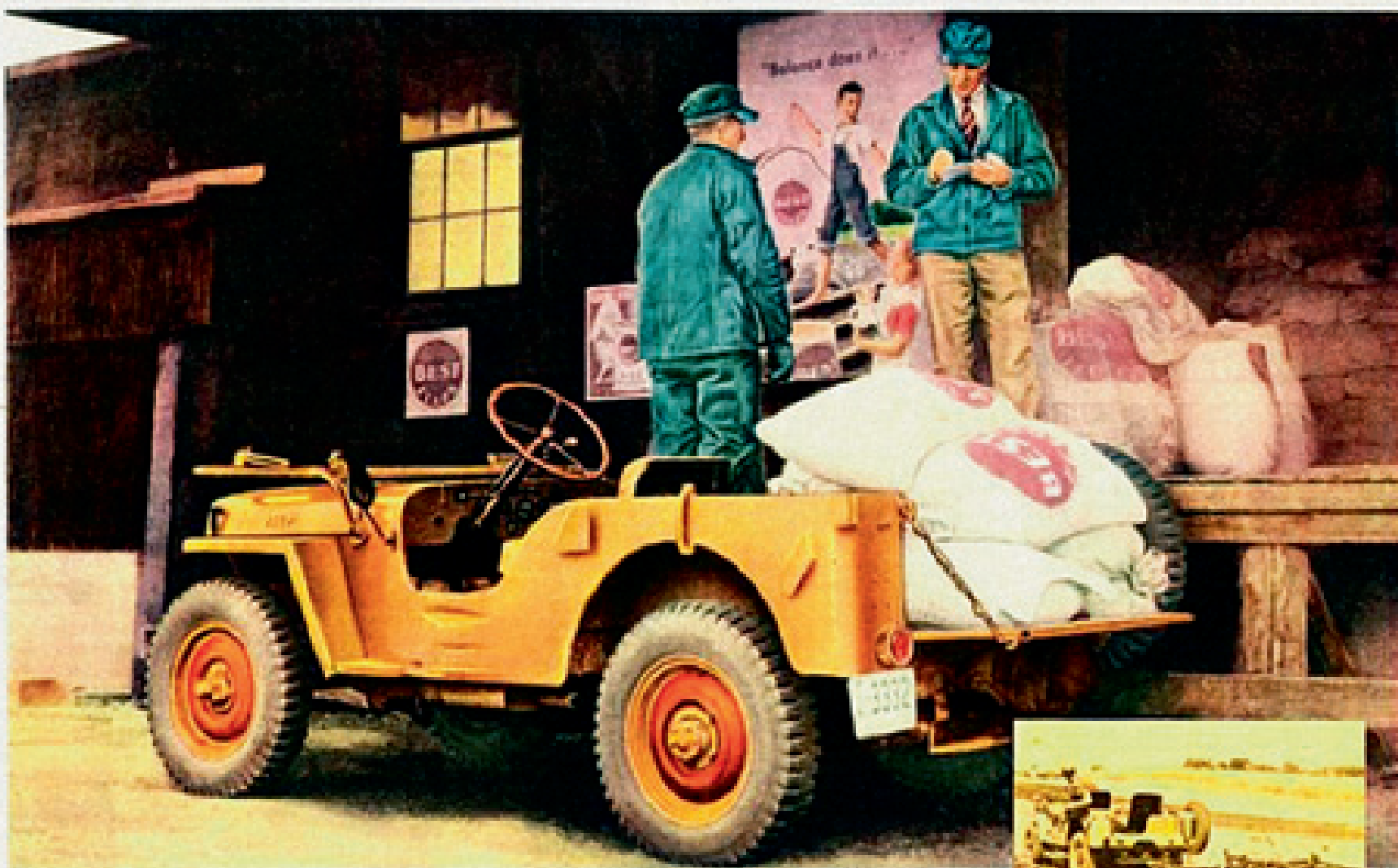


2013

WHEELS



... To millions of people all over the world "JEEP" means **WILLYS**TM



The "Universal Jeep"

Use it as a TRUCK ... Use it as a TRACTOR ...

Use it as a RUNABOUT ... Use it as a MOBILE POWER UNIT

Today the world has a revolutionary kind of motor vehicle ... universal in its future possibilities for the service of mankind.

It is the Universal "Jeep," from Willys-Overland.

The *military* "Jeep," designed for war, helped to write history on every continent. Its rugged power and dependability were proved in billions of miles of service, performing a "thousand-and-one" jobs of wide variety.

The *Universal* "Jeep," designed for peace,

will write a history of its own—the record of a new-day vehicle that will help people around the world to do their work easily, swiftly and at low cost.

Soon, Willys dealers will be showing the Universal "Jeep." When you see it, you can envision the many, many ways it will serve mankind ... around the clock, around the year, around the world.

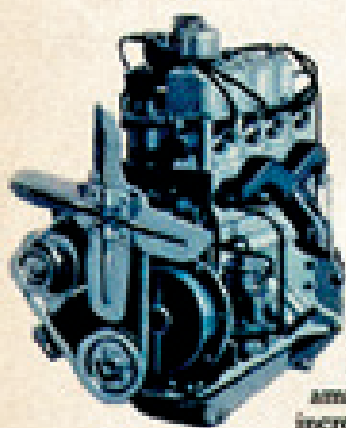
Willys-Overland Motors, Inc., Toledo 1, Ohio

Willys  *Builds the Universal* **'Jeep'**



There's Magic under the Hood

OF WILLYS' SMART NEW JEEPSTER



HURRICANE POWER!

The most advanced engine in the low-price field—F-head design, with valve-in-head intake, valve-in block exhaust. Compression 7.4 to 1, but does not require premium fuel. This amazing new engine gives the Jeepster increased power plus record long mileage.

A surge of eager power at your command... a fuel thriftiness almost miserly—that's the magic combination you get in the new Jeepster with the *HURRICANE* Engine. Visit a Willys dealer and drive this low-slung, bold-prowed beauty... feel its quick, light steering response, its road-hugging stability on curves. Then get the great news—the Jeepster's new low price... hundreds under the average open sports car!

See These Jeepster Features...

Snug-fitting top with full-view rear window. Exclusive Planadyne front suspension. Easy-posture seats with washable upholstery, room for five. White sidewall tires, overhead and grille guard optional at extra cost.



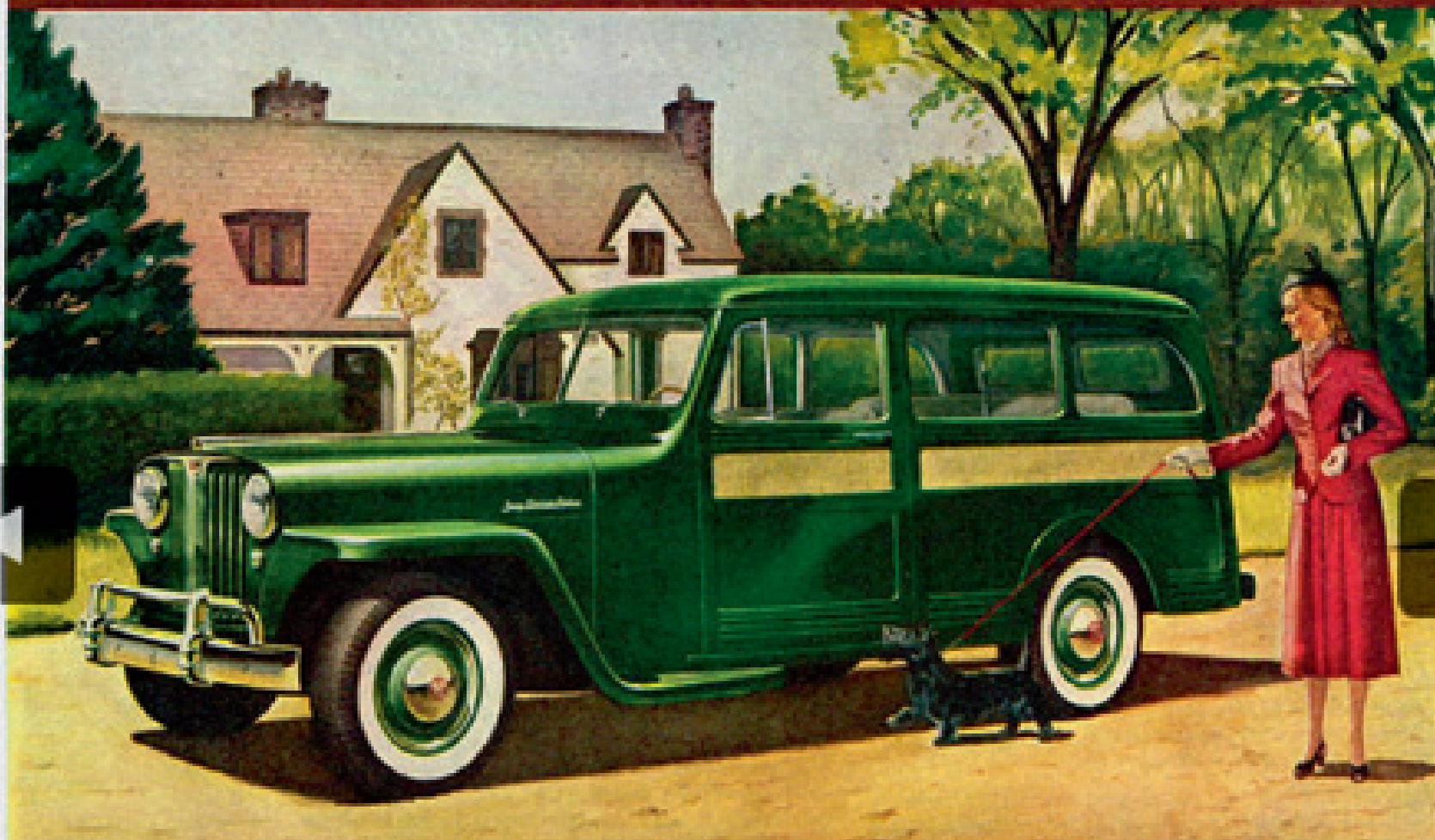
The New Jeepster

WILLYS-OVERLAND MOTORS, TOLEDO • MAKERS OF AMERICA'S MOST USEFUL VEHICLES





WILLYS-OVERLAND *Presents...*



the New 'Jeep' Station Sedan

WITH THE NEW WILLYS-OVERLAND 6-CYLINDER ENGINE



When You Sit in It, you'll see what the "Jeep" Station Sedan's extra large interior and soft-upholstered seats mean in comfort. More head room and visibility—plenty of elbow and leg room, too. Luxuriously appointed interior... arm rests front and rear, 3 ash trays, 2 dome lights.

A Completely Different Type of Family Passenger Car

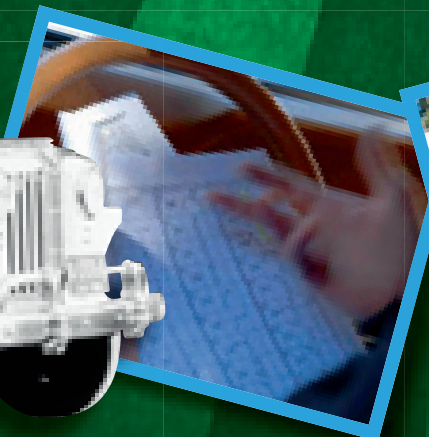
Here is 1948's smartest idea... combining the spaciousness and visibility of a station wagon body with the soft-riding comfort of fabric-upholstered sedan seats. It's the new "Jeep" Station Sedan, a grand family car and perfect for vacations. Seats for six, and huge luggage space. A safer, long-lasting all-steel body and top. See it now at Willys-Overland dealers.



A New 6-Cylinder Engine, designed by Willys-Overland for smooth power, economy and long life, is one of many features that make the "Jeep" Station Sedan thrilling to drive. Its fuel-saving overdrive seems to shrink the miles. Its extra large windows and windshield provide safer visibility. Independent front-wheel suspension smooths out bumpy streets and rough roads. It's the newest from the Makers of America's Most Useful Vehicles...

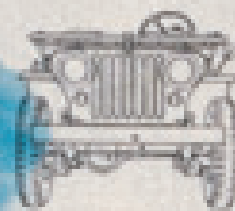
WILLYS - OVERLAND MOTORS
TOLEDO, OHIO





April

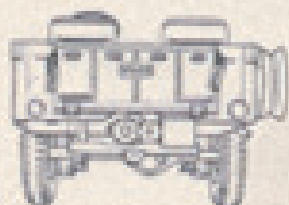
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



WHEN THE GOING IS TOUGH, when you have a heavy load to pull, the Universal "Jeep's" 4-wheel drive puts amazing tractive power at your command. That's why the "Jeep" can haul supplies through mud and snow . . . take workers across roadless countryside . . . pull almost any farm implement. The front drive-shaft of the "Jeep" is a "business end" that broadens the utility of this versatile vehicle for industry and the farm.

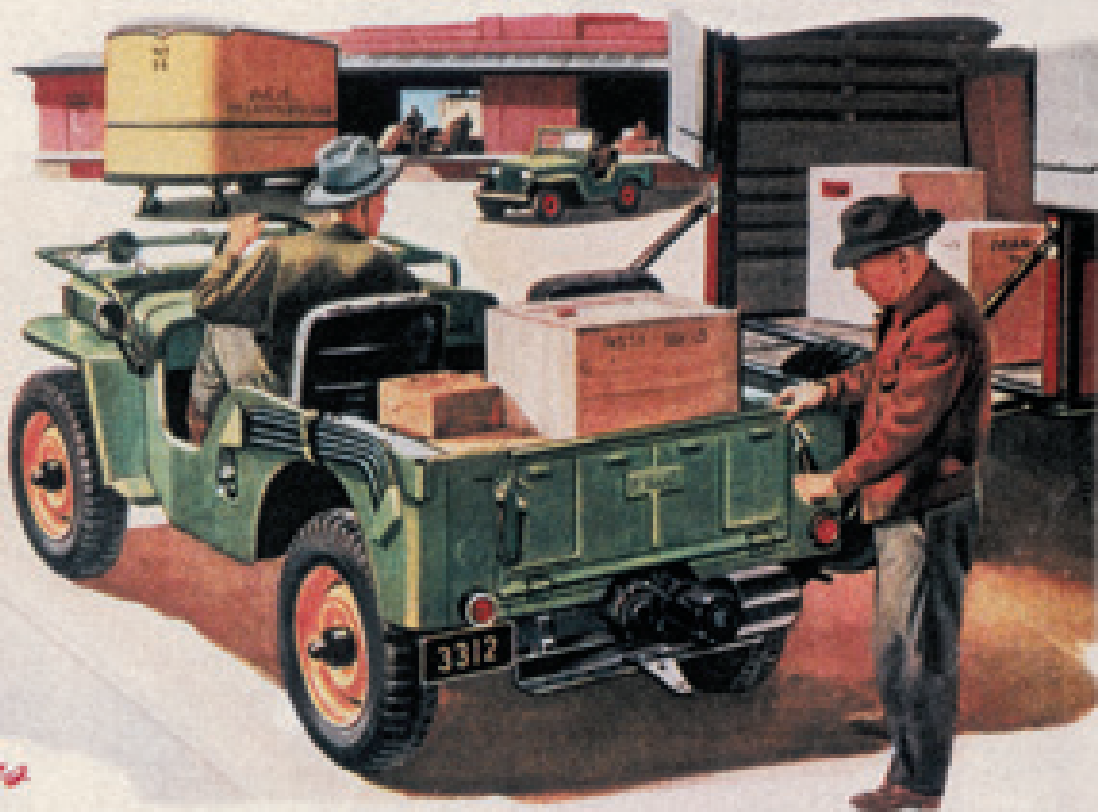
THE 'JEEP' HAS TWO 'BUSINESS ENDS'

2 or 4 Wheel Drive, Plus Power Take-off, for Widest Utility



ON THE HIGHWAY and around town, you drop back to conventional 2-wheel drive to save on the economy of the world-famous Willys-Overland "Jeep" Engine. And if you have belt- or shaft-driven equipment to operate, the power take-off on the rear makes your "Jeep" a mobile power unit.

Your Willys-Overland dealer can show you why the Universal "Jeep," with its two business ends, can do more jobs for you at lower cost.



Willys-Overland Motors

TOLEDO, OHIO
MAKERS OF AMERICA'S MOST USEFUL VEHICLES

FOR ECONOMICAL POWER . . . FOR ALL-AROUND VERSATILITY

GET A 'Jeep'

