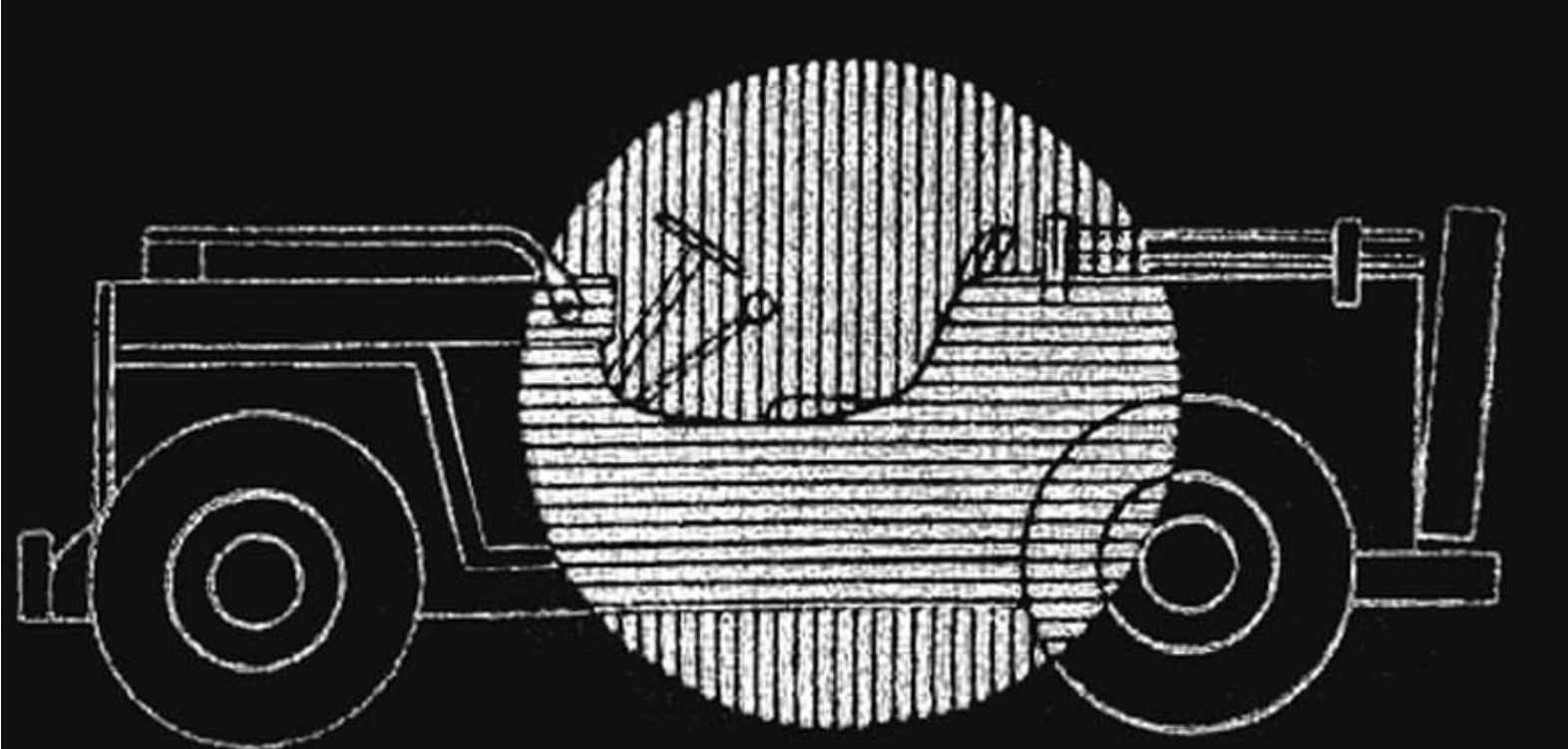


# CORONET

October, 1945

## *Jeep of All Trades*



by HARMAN W. NICHOLS

A LIEUTENANT COLONEL told me that his driver in the Southwest Pacific once said: "That jeep can do everything but climb a coconut tree, and I wouldn't be surprised to see it do that." The post-war jeep, unveiled recently on a farm near Toledo, Ohio, is a blood cousin to the wartime scout car and can do almost any chore except gather eggs and serve up fried chicken to the threshers. It will carry you to that hunting lodge off the trail, which you once reached only on foot or pack horse. It will deliver the mail to your country home. It will even saw the wood for your fireplace.

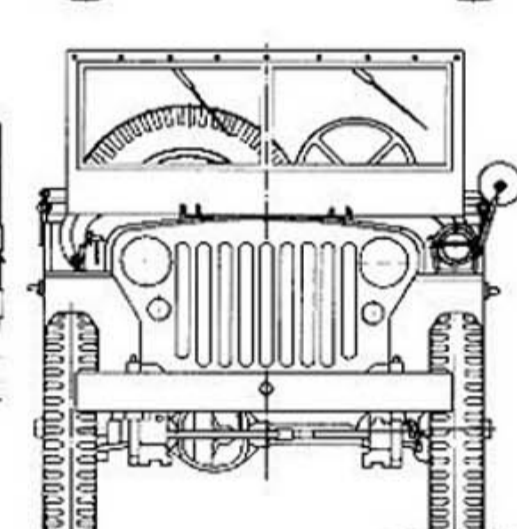
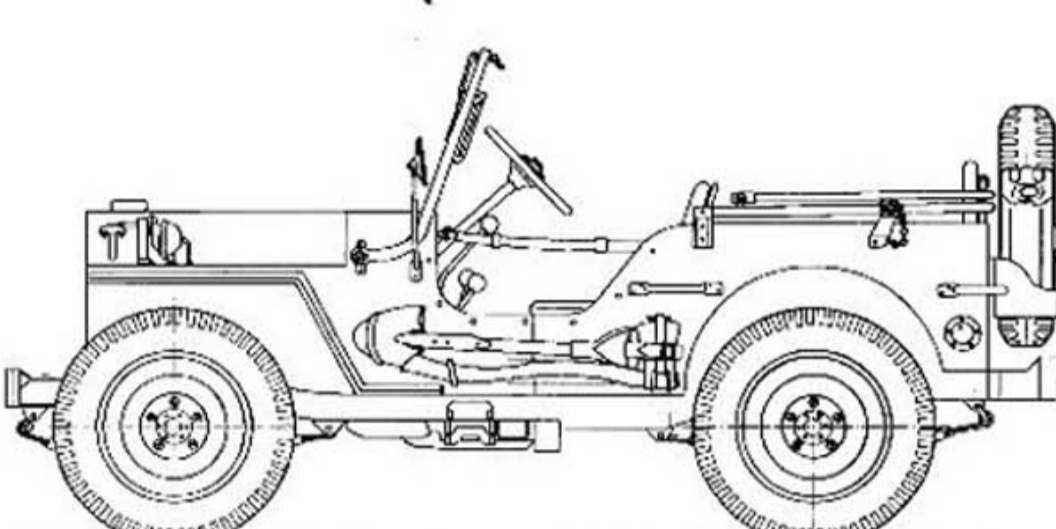
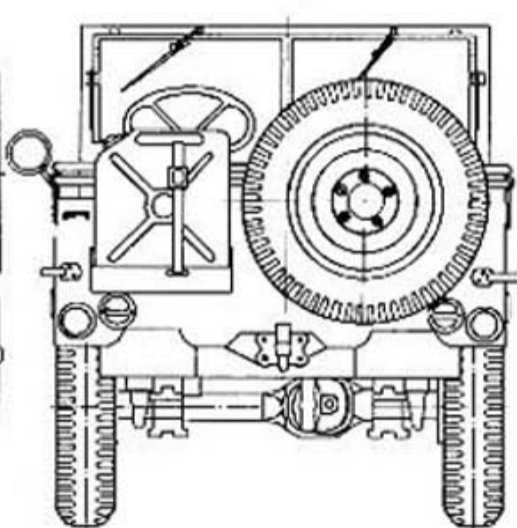
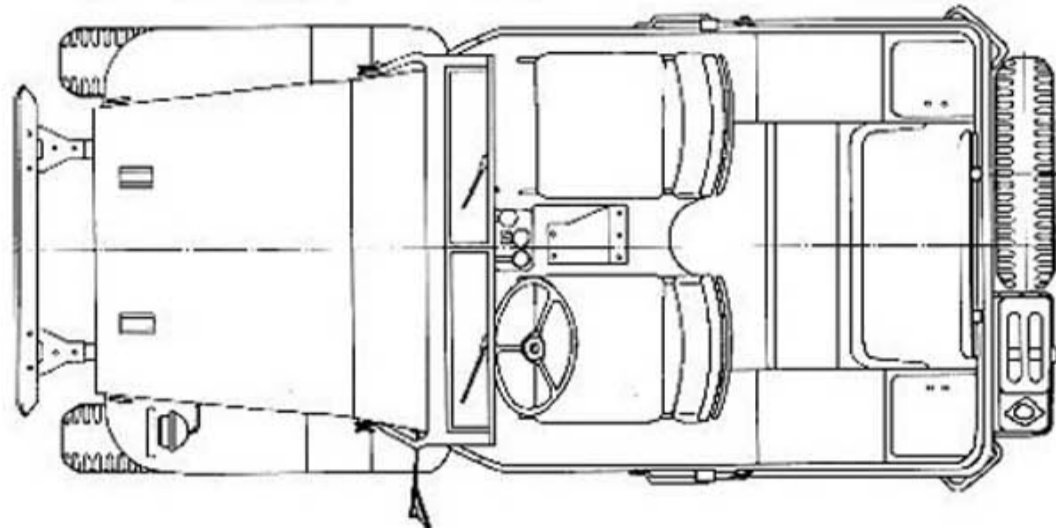
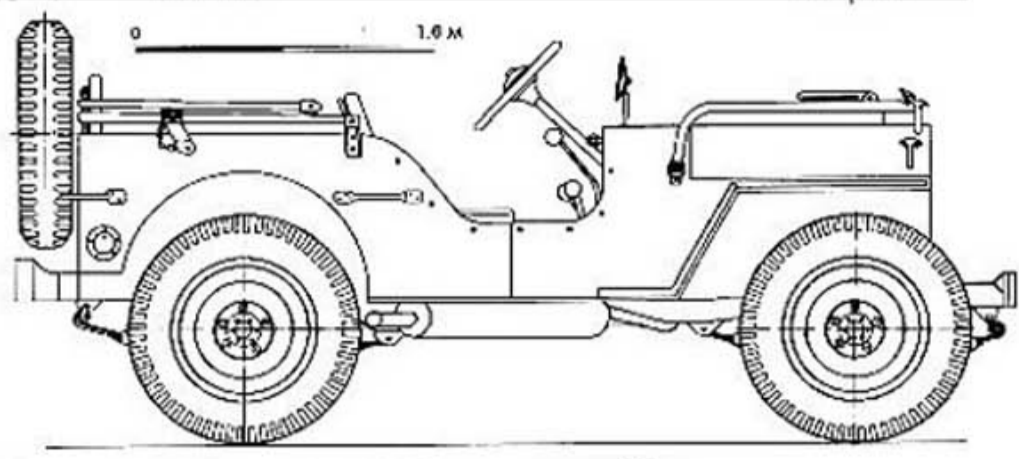
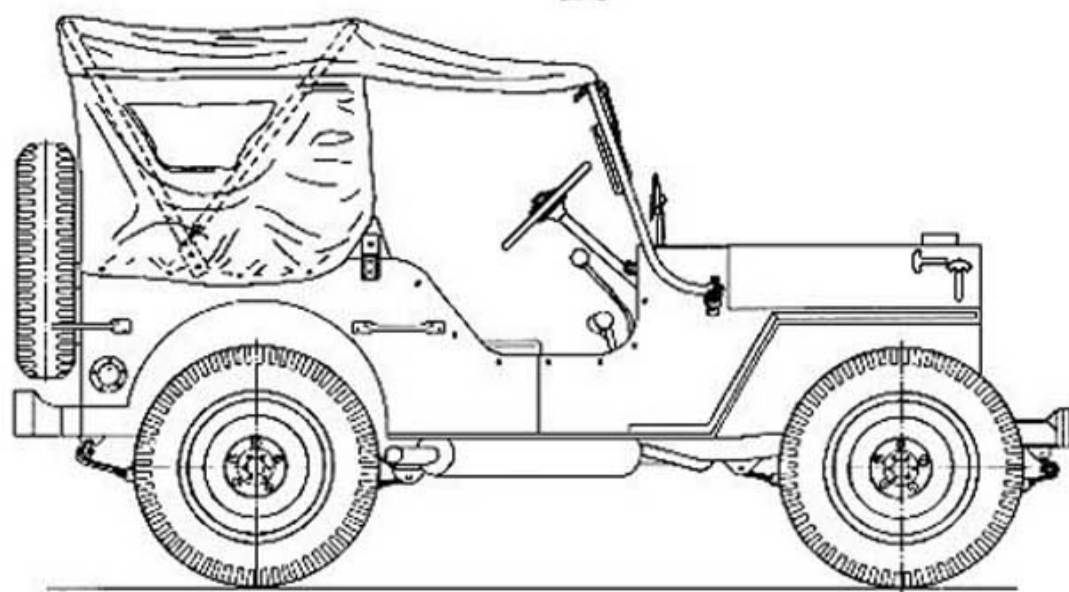
The new jeep was developed behind closed doors during months of exhaustive research and experimentation, while the GIs' best friend was building a reputation on the far-flung war fronts as the most versatile weapon in the Allied arsenal. It has been described as "the first vehicle in history to successfully combine the basic functions of the light truck, tractor, mobile power unit and passenger conveyance."

That's a tall statement, but the facts stand behind it. The new jeep possesses a lot of power that can be put to use in the factory, on the farm, in railroad yards, mines, oil fields, lumber camps and in various other peacetime pursuits.

The military jeep was a revolutionary combination of power, weight, size, four-wheel drive, dependability and ruggedness. The domestic jeep, a twin to the old one in appearance, is no "pin up" among the rolling stock. In fact, it was and is the ugly duckling of the garage. It hides its beauty under the hood up front. As a columnist recently put it, "The jeep represents man's most successful effort to produce a mechanical mule."



## 2 *Jeeps*



Many new things have been added, among them a special power takeoff. Shoving the new gear shift home sends the jeep lunging ahead like a two-year-old filly legging it out of the barrier. Add to this a couple of handy gadgets in pulley and belt attachments and you have a metal workhorse that can churn up thirty horsepower—enough push to run anything from a buzz saw to a thresher.

In addition, gear ratios have been changed in the transmission, transfer case and axle for maximum efficiency when the jeep is plodding up the corn row between three and seven-and-a-half miles an hour. The gear ratio also gives it a cruising speed of sixty miles an hour when you use the jeep on an emergency run into town. The steering apparatus has been redesigned to insure safety on the highway as the jeep highballs it around steep curves.

And here is something every GI will appreciate. The wartime jeep was a work horse ridden by servicemen bareback, so to speak, and was about the roughest ride in the war. The new vehicle, however, has shock absorbers, mounted at an angle to provide a level floor. Seats buoyed by springs have been installed, and the new models wear pull-down tops fore and aft as protection against the weather.

Some of the other features, either as standard equipment or accessories, include seven-inch headlights which meet all legal requirements, a tail gate which enables it



## *Jeeps*

to function effectively as a pickup truck, an automatic windshield wiper, and a large tool box. And your eight-year-old boy could drive it—it handles that easily. Owners of the vehicle will be able to purchase a list of special accessories to widen the range of the jeep's usefulness, including snowplow and grader attachments, spray painting equipment and others.

There are not many jeeps for sale today, but soon they will be plentiful. The government paid approximately one thousand dollars apiece for the fighting scout car. The price to the public will vary as labor and material costs adjust to peacetime economy.

What are some of the jobs the civilian jeep can perform? Well, the list runs into the hundreds, and each day new uses are being discovered. Some of the most important of the already tested chores it can perform are: thresh wheat, combine oats, bale straw, elevate grain to bin, plant, cultivate or shell corn, operate a hammer mill, rotary hoe or grain drill, haul grain, hay and livestock, mow and rake hay, operate a post-hole auger, manure spreader or a wagon with a hay loader, saw wood, operate an orchard or paint sprayer, fill a silo and operate a pickup field cutter.

THESE represent workaday chores you would expect of a machine as sturdy and adaptable as the jeep, but the designers have other things in mind. You will one day see the vehicle kicking up the steam to dig a well. You will watch it generate the power to run the electric plant for your country home. And off the farm it can maintain utility lines and play pack mule through the labyrinth of underground passages in coal and iron mines. Screw on a siren, hop up the gears and you have a police patrol car. The rural mailman can slop through the spring's worst mire on country lanes to deliver the mail. The jeep can play cowboy and herd cattle. It can pump water, skid logs, move yard freight, and stretch wire for fences. It can plow snow, fight fires, and service oil fields.

And as mentioned earlier—it can serve as transportation on hunting and fishing trips through the wilds. If you ever have tried to



## *Jeeps*

plow through back country with the family jalopy, you know what a beating your car takes. The jeep takes a ride like that in stride.

The new jeep is no dream. It is now a reality. It possesses the kind of power that peacetime America needs. It does a thorough job effortlessly and economically. On the highway, you'll get about twenty miles to a gallon of gasoline. In the field, where great pulling power is demanded, its economy forecasts a civilian future of great appeal to the thrifty.

Experimental tests have supplied on-the-soil records of jeep performances, gasoline consumption, fuel, speed, engine condition, times required for given tasks, specific cost of each item and overall costs.

To list a few of the more interesting: In Texas the jeep rode the range and rounded up all straggling cows and calves inside half an hour. Time required by a half dozen cow hands—one half day.

In U. S. Forest Service two jeeps made an ideal team in fire fighting, one carrying a crew of five men, the other carrying a water tank, power pump and hand tools.

In Florida a jeep carried out the fruit from among rows of trees that were too close for large conveyances which brush the fruit from low-hanging limbs.

In Arkansas the jeep, in contour plowing on difficult hillsides, maintained equilibrium, lost no time and wasted no gasoline. This was made possible by the four-wheel drive which prevented the front wheels from jamming into the earth, a difficulty with other mechanized devices.

With the jeep on hand to do the work, old Dobbin, who was brought out of retirement to do a job in this war, can now go back to his grazing.





# CIVILIAN JEEP

THE MODEL THEY HAVE DREAMED UP FOR THE POSTWAR TRADE IS FANCIER — BUT IT STILL LOOKS LIKE A JEEP



You can buy all of this jeep sometime with the exception of the passengers shown in this picture.

By Sgt. JAMES P. O'NEILL  
YANK Staff Writer

**T**OLEDO, OHIO—On a farm in Hudson County, Mich., the little blitz buggy of World War II, the jeep, donned civilian clothes and, just like most GIs, looked a helluva lot better out of ODs.

Willys-Overland, which is taking a keen, commercial interest in helping the jeep to make the switch-over from Army to civilian life, put 30 of the new models through their paces. Before a large crowd of farmers, soldiers and newspapermen the new jeep positively failed to whistle "Lili Marlene" in C sharp minor.

But judging by what went on out here in Michigan, the jeep may become as familiar around the farm as that Castoria ad on the barn roof. The jeep has seen Parce, and some other places, but according to its sponsors, the farm is the place where it is chiefly going to keep itself down on in this postwar era.

Government surveys have unearthed the fact that three-fourths of the nation's farms lack mechanical equipment. The jeep, its manufacturers say, combines the basic functions of a tractor, a light truck, a mobile power unit and a utility car. They reason, accordingly, that it will be the answer to the farmer's prayer. At the demonstration there was at least one farmer who agreed with them. "I wanted to buy one just outta curiosity," he said, "but after what I've seen today I ain't curious. That little car's goin' to be a lifesaver."

The most significant change in the civilian jeep is the new power take-off attachment. This gadget, geared to the jeep's transmission, will drive any type of farming equipment. With the take-off attached, here are some of the things a jeep can do: It can shred corn, fill a silo, operate a winch, dig post holes, drill water wells, bale hay and operate a saw mill—with, of course, the aid of human hands. On all of these operations it can deliver up to 30 hp.

The new jeep has the same engine as its brother in ODs, but the gear ratios in the transmission and axles have been changed. With the new gear ratio the jeep can reputedly adapt itself to any type of farming terrain and to any speed that the job may require. The jeep can slow down to a farm pace of 7.5 miles an hour or go spinning down the highway at 60. It positively cannot outdistance the P-80 Shooting Star, however.

## FOR BUSINESS OR FARM, THE 4-IN-1



The "Jeep" is at home in the factory. Its easy maneuverability and short wheelbase permit sharp turns and use on freight elevators. It can tow materials trailers from the supplier's dock-side directly to your production line in individual trailer loads up to 5500 lbs. It has been used to shunt "empties" on freight sidings. Some

use the "Jeep" to carry field crews and their tools to remote installations, following roads or "as the crow flies." There's a place in every business where the "Jeep" can work, at low cost, doing more things that no other single vehicle can do. See the "Jeep" at Willys dealers.

(image added)

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# Jeep

Optimists estimate that the jeep can perform more than 45 different operations on the farm. They say they can prove their case on the basis of the records the civilian jeep has hung up in tests at experimental farm stations in the U. S. and Canada.

In Texas the jeep rode the range and checked stock—or rather the man in it checked stock, the jeep being unable to count as yet—in half an hour; ordinarily, the chore required half a day. In a rice field in Arkansas, where the combination of dykes and levees and gumbo-like soil makes plowing extremely tough, the jeep negotiated the narrow rows with no trouble.

In contour plowing in upstate New York the jeep maintained its equilibrium; thanks to the four-wheel drive it never jammed the earth. In a western state the U. S. Forestry Service is using two jeeps as a team to fight fires. One jeep carries a crew of four men and the other jeep hauls the water tank, power pump and hand tools.

The uses of the postwar jeep, its sponsors claim, won't be limited to farming and fire-fighting. With its handy power take-off and other attachments the jeep can be employed to operate small electric plants, move railroad yard freight and plow snow. And it may possibly invade the trucking business—a jeep will pull a trailer load of 5,500 pounds over the highway with adequate reserve for steep grades.

Without a doubt, the jeep, in off-hours, will be one of the biggest boons of all to the postwar cupid industry. With a jeep, lovers can be assured of privacy. As one wise guy, apparently a friend of a farmer's daughter, said at the demonstration: "The jeep can take me and my girl so far out of this world that we will have to get back by compass."

Willys-Overland, however, does not intend to use this particular plug in its postwar advertising.

Most of the innovations in the civilian jeep are aimed at achieving all-around usefulness. A new combustion chamber has been designed to give increased power, and there is a new radiator shroud that will provide better cooling for long-stretch low-speed driving on farms. The clutch is larger and has been reinforced and the gear shift now sits on the steering wheel, making the front seats much roomier. With linkage changes, the jeep handles much more easily and takes a much sharper turn than the GI version.

Despite all the changes, the jeep looks much the same and you won't be mistaking it for a Mack truck. There is one change you will like simply for its labor-saving value. When you want to fill up with gas you don't have to get out of the car and lift up the driver's seat to get at the gas cap. On the civilian jeep the gas cap is on the outside, just behind the driver's seat. The jeep now has standard 7-inch headlights, an automatic windshield wiper, a tail gate.

Willys-Overland officials have got round to giving some thought to the posteriors of jeep drivers. They've finally taken cognizance of the terrific wallop a jeep bounce can pack and have installed better shock absorbers and springs. The seats on the civilian jeep are padded with nice, fat cushions.

At the demonstration here a GI who had driven a jeep over Italy's rugged mountains for 18 months kept patting the cushions as if they were precious antiques. "From here on in," the GI said, "I can look at a jeep without getting a pain in the backside, like I used to get in Italy."

Two companies—Willys-Overland and Ford—were responsible for the 500,000 Army jeeps that traveled over 10 billion miles during the war. Ford stopped military production in July and has no intention of making jeeps for civilian use. But civilian jeeps have been trickling off the Willys-Overland production line in Toledo at the rate of eight a day. Until the war in the Pacific was over, the company's main job was to furnish jeeps to the forces out there. Before VJ-Day the company got War Production Board permission to make 20,000 civilian jeeps this year, 70,000 next year. With the war over, civilian production should rise.

The price of the civilian jeep will surprise a lot of people who thought this midget would be an inexpensive postwar item. A jeep without accessories will cost \$1,050, f. o. b. Toledo. The best things in life continue to require an awful lot of folding money.

The jeep, though, will save money on gasoline. On the road, its sponsors say, it will get a minimum of 20 miles to a gallon of gas, and in a

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# 7 Jeep

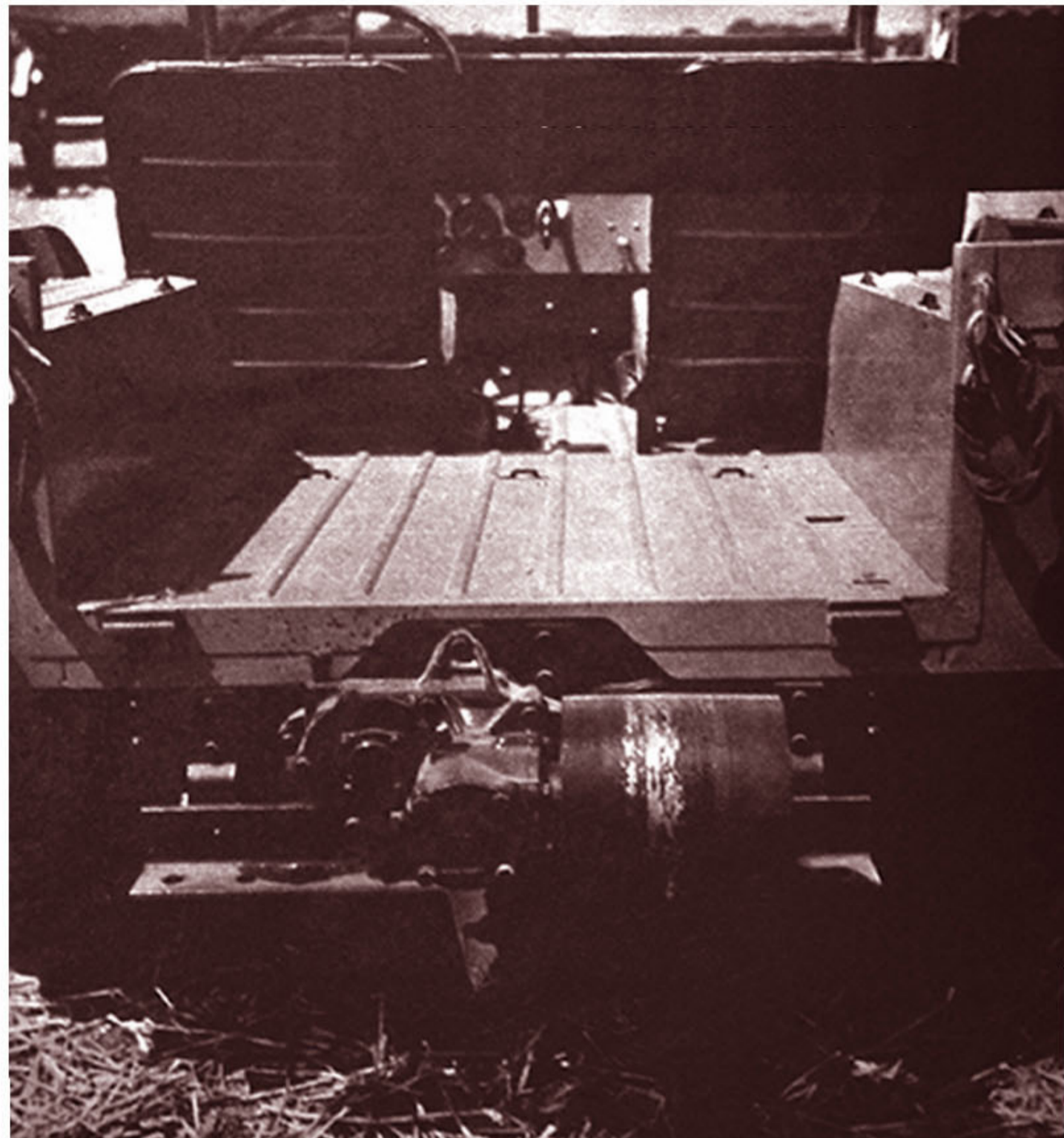
farm test the jeep plowed 400 acres at an hourly rate of 1¼ acres, consuming only two gallons of gas each hour.

Officials asked the GIs present at the Hudson County demonstration to squawk if they didn't like anything about the new jeep. One GI came through with a very constructive criticism. "You don't have 'em painted in enough colors," he complained.

"We have them in gray, tan, blue and brown," a hurt company man pointed out. "Don't these colors give enough variety?"

"They do not," said the doughfoot. "Paint 'em pink, purple and orange. Paint 'em any color you like but get as far away from that lousy OD shade as possible. Personally, I want a pink one."

The manufacturers think the dough may have something there. How do you want your jeep—in cerise or violet?



Here, with jeep's tail board down, is the power attachment, to make milk-shakes or cut trees.

# YANK

SEPTEMBER 21, 1945

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