

Willys-Overland

presents

"THE WORKHORSES OF INDUSTRY"

WILDING PICTURE PRODUCTIONS, INCORPORATED

New York Detroit Chicago

Cleveland Hollywood

St. Louis Cincinnati

Writer: Leo S. Rosenkrans

Job 3102-A

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N O T E :

Locations are not indicated in this script because they cannot be determined for this first draft. However, the client hopes to make as many of them as possible available in Chicago.

While all incidents and descriptions are based on actual cases, considerable latitude may be taken in staging the shots so as to secure the most possible "picture" on the screen for a minimum of travel expense.

"THE WORKHORSES OF INDUSTRY"

MUSIC:

1 EXT. AIRPORT

BG for Main Title: Jeep approaches and passes camera, pulling airplanes on ground. Bring in as close to camera as possible. Letter over:

Willys-Overland
presents

THE WORKHORSES
OF INDUSTRY

LETTERING DISSOLVES TO:

With

(Same narrator as Farm Movie)

FADE OUT LETTERING, leaving scene.

FADE OUT MUSIC.

2 EXT. AIRPORT

Shot of Jeep hauling airplane, side view; camera PANNING with it.

NARRATOR:

Now there's something you wouldn't have seen before the war! A Jeep hauling a B-36. (OR WHATEVER; WITH NARRATION REVISED TO FIT.) Of course, we've had four-motored planes before -- but there's never been anything before like the Jeep!

NOTE: At this point we introduce a sequence lifted from the farm picture, not "in toto" but edited down to shorter length for this version, and wording changed to fit. This seems

to the writer to be most essential to this picture for when it is shown, as it frequently will be, without the farm picture to provide the background of product development. When this film is shown in connection with the other one, this sequence could be clipped out, if desired, without impairing the rest of it.

3 EXT. PROFILE OF MILITARY JEEP (FROM FARM MOVIE)

NARRATOR:

The four-wheel-drive Jeep was born in the war. But it, too, was converted to civilian life.

LAP DISSOLVE

4 EXT. PROFILE OF NEW JEEP (FROM FARM MOVIE)

NARRATOR:

The new Universal Jeep is stronger and better than ever! Any way you look at it.

5 INSERT STILL WITH POPPING CIRCLES (FROM FARM MOVIE)

NARRATOR:

From a worm's eye view, we find a heavier frame ... heavier rear axle ... bigger clutch ... bigger transmission ... bigger transfer case ... bigger ring gear and pinion in the rear differential. Heavier springs ... and better steering.

6 INSERT BCU GOVERNOR THROTTLE POP IN CIRCLE (FROM FARM MOVIE)

BCU of this governor throttle. After a moment, a man's hand comes in and pulls out throttle several notches.

NARRATOR:

To it have been added outstanding features like this engine speed control governor, which now gives the Jeep all the basic operations of a tractor.

7 INSERT POWER TAKE-OFF POINT POP IN CIRCLE (FROM FARM MOVIE)

NARRATOR:

A highly efficient power take-off and pulley drive, with the special governor, enables the Jeep to do better belt work than lots of heavier equipment.

DISSOLVE

8 EXT. MAN SAWING HEAVY LOG WITH JEEP (FROM FARM MOVIE)

This scene should look as though a farmer was cutting up a big tree in his wood lot, OR one of the highway maintenance crews (maybe two men) cutting up a tree which the storm has blown down and across a residential street - so the scene will fit BOTH farm and industrial version.

This first scene is MCU of man sawing with a hand power saw. (Client will advise name.) The Jeep does not show. This is supposed to be how the saw works from some OTHER power take-off.

NARRATOR:

A quick illustration of this ... anyone who has done much sawing with a power take-off will recognize this sound - when the going gets heavy!

SOUND: DUB IN natural sound of sawing; for a moment the saw is buzzing along steadily; then as it bites deeper into the tree, the sound dies as the saw and power stall.

NARRATOR: (continued)

Hear it stall?

The sawer pulls the saw out a little and tries again; and again the saw stalls.

SOUND: REPEAT

Now, with the same saw, on the same job ---

FAST WIPE

9 EXT. JEEP WITH GENERATOR AND SAW CUTTING LOG (FROM FARM MOVIE)

Start with MS of back end of Jeep with generator, from which line runs to power saw off one side (to which we'll PAN in a moment.)

NARRATOR:

--- let's substitute Jeep power. Not only does the unusually sensitive governor give positive control ---

PAN to MS of man repeating sawing operation.

--- but it automatically provides more power when more power is needed! Listen!

REPEAT SOUND of sawing operation; only now, as the saw starts to bog down, it speeds up and zooms ahead.

Hear that? When the saw starts to bog down, the power steps up and on we go! That's more than many heavier jobs will do!

REPEAT SOUND immediately above.

DISSOLVE

10 INSERT CLOSE SHOT FEATURING CUSHION SEAT (FROM FARM MOVIE)

NARRATOR:

And look at this! Spring cushion seats!

11 EXT. PROFILE OF UNIVERSAL JEEP RUNNING ALONG HIGHWAY (FROM FARM MOVIE)

NARRATOR:

How the astounding new Jeep has been received!
The first year, Willys planned to build twelve
thousand. That year the public demanded
seventy-two thousand! Never before has any
new motor vehicle had such instant and wide
acceptance! When they saw what they had ---

12 EXT. JEEP AND STATION WAGON ON HIGHWAY (FROM FARM MOVIE)

NARRATOR:

--- Willys-Overland took their revolutionary
principle and extended it to a four-wheel-drive
Station Wagon!

DISSOLVE IN Station Wagon running along the highway, following the Jeep.

In place of the eighty-inch wheelbase of the
Jeep, they engineered a new and equally sturdy
chassis with a hundred and four inch wheelbase,
and standard tread. On this they built the first
all-steel, four-wheel-drive Station Wagon!

13 EXT. STATION WAGON RUNNING ALONG HIGHWAY (FROM FARM MOVIE)

Camera moves in to CU of the Station Wagon alone, rolling along highway.

NARRATOR:

The only station wagon with an all-steel body --
and the only station wagon with four-wheel-drive!

NARRATOR: (continued)

Able to get through, either on or off the highway, without chains, in all kinds of weather!

14 EXT. JEEP, STATION WAGON, and then TRUCK ON HIGHWAY (FROM FARM MOVIE)

NARRATOR:

Then they made another, still bigger truck type chassis with a hundred and eighted inch wheelbase - and still heavier rear axle - and on this built the Willys four-wheel-drive Truck!

DISSOLVE IN Truck, following the Station Wagon.

NARRATOR:

All four-wheel-drive - and the only four-wheel drives in their fields! Then, based on the same functional design ---

WIPE ACROSS TO:

15 EXT. 2-WD STATION WAGON, PANEL TRUCK & 2-WD PICK-UP TRUCK RUNNING ALONG.

This is somewhat similar to shots made for farm movie, but not the same.

NARRATOR:

--- they brought out a series of conventional two-wheel-drive vehicles - an all-steel wagon - a panel delivery - and a pick-up truck. Every one of these widely different types was developed by veteran automotive engineers for a different specific purpose. America's Most Useful Vehicles!

DISSOLVE

16 EXT. AIRPORT JEEP BRINGING BAGGAGE TO PLANE

Camera beside or under big wing of plane some distance from airport itself. General activity. A Jeep is coming up fast with packages for the plane.

NARRATOR:

In the next few minutes we are going to show you a few of the hundreds of uses to which Industry is putting them. Towing planes at airports - loading baggage - carrying pilots and crews around.

17 EXT. JEEP CLEARING AWAY SNOW (PROVIDED IT CAN BE GOTTEN)

Shot of Jeep clearing away snow. The ideal shot would be of it clearing away the snow off the airport runway. However it can be shot most anywhere as long as the angle is such that the scene COULD be at an airport.

NARRATOR:

In the wintertime, clearing the snow off runways. Cities clear streets - farmers open roads, the same way. Others use them as bulldozers.

18 EXT. JEEP-A-TRENCH AT WORK

NARRATOR:

Want to tile an airport or golf course? Lay a pipeline or cable? Dig a trench for a house foundation?

19 EXT. JEEP-A-TRENCH AT WORK

New angle. Workmen checks something about it and walks out of scene. He is going short distance away to join another workman under a tree or other convenient spot to eat lunch out of his lunch pail.

20 EXT. JEEP-A-TRENCH AT WORK

New angle.

NARRATOR:

The Jeep-A-Trench is the only ditching machine on pneumatic tires. It can run and work over a nice lawn without tearing it all up. At the same time, with its four-wheel-drive, it can go anyplace.

21 EXT. STILL ANOTHER ANGLE ON THE JEEP-A-TRENCH AT WORK

The operator sets something about it, then lights a cigarette and walks along beside the machine as it works on.

NARRATOR:

The Jeep will dig a trench up to five feet deep at the rate of three hundred feet per hour - and at a cost of around a cent a foot! Think of that! Three hours will dig the foundation for an ordinary size house - a saving of four full eight-hour days for a man and shovel! It will work by itself. This operator has set the machine for the correct depth, and is having a cigarette - while the Jeep-A-Trench keeps right on excavating.

Let's continue this scene a moment or two, then ---

DISSOLVE

22 EXT. JEEP--A-TRENCH LIFTS DIGGERS AND DRIVES AWAY

MS of the operator touching control lever and the digger rising to transport position. Then it drives away.

NARRATOR:

When finished, the operator raises the digger to transport position, and the unit is ready to move on to the next job in a hurry.

DISSOLVE

23 EXT. JEEP CUTTING GRASS WITH CUTTER BAR IN DITCH

Camera looking down along roadside ditch where weeds or grass needs cutting; but the going is rather bad. A moment after the scene opens, a Jeep comes into scene, down into ditch past camera, with cutter bar at transport, but now lowers it and starts cutting, moving away from camera.

NARRATOR:

This ability to "get around" and "handle implements" with the hydraulic control comes in handy in many ways. Here a highway department is clearing roadside ditches.

24 EXT. JEEP PULLING GANG MOWER

Shot of Jeep mowing with gang mower, such as might be done on a golf course.

NARRATOR:

Or, the grass cutting may be such that a gang mower may be used, as on a golf course, campus or cemetery. Its lightness and its rubber tires make it ideal for working over lawns.

25 EXT. JEEP IN CEMETERY WITH CHAMPION WAGON

Camera PANS with MIS of Jeep drawing small wagon as it goes along through a cemetery or past the greenhouse of a cemetery. The wagon is loaded with earth or cement vault, or whatever.

NARRATOR:

It is a favorite in cemeteries where with a two-wheel trailer they haul sand, stone, vaults and burial equipment. They use them every hour of the day in setting markers and general caretaker work around the grounds.

26 EXT. JEEP SPRAYING

Shot of Jeep passing camera, spraying swampy land for mosquito control. Shows Jeep going through bad swamp where no other type of vehicle could go.

NARRATOR:

The Jeep is used with a sprayer in many different ways. For mosquito control in swamps and city parks.

27 EXT. JEEP GOING ALONG RAILROAD TRACK SPRAYING BORDERING WEEDS

Here is another chance to show Jeep covering difficult terrain, to spray the weeds.

NARRATOR:

By railroad maintenance crews, to cut down fire hazard by spraying grass and weeds along the tracks.

28 EXT. JEEP SPRAYING SMALL FOREST FIRE (ALREADY SHOT)

Use shot selection of shots from footage shot in the Pennsylvania forest fire demonstration.

NARRATOR:

By the forestry service to smother small fires before they can become big ones ... and on the opposite hand, by citrus growers to protect their trees from frost.

29 EXT. JEEP WITH COMPRESSOR - WORKMAN TEARING UP PAVEMENT WITH AIR DRILL.

Camera set to PAN from Jeep with compressor running shot turn to workman tearing up pavement with air drill.

NARRATOR:

A compressor mounted on a Jeep that is able to go anyplace is an essential for various kinds of contractors - furnishing power for air hammers - air drills - and so on.

30 EXT. ESTAB SHOT OF OIL DERRICKS (Library)

Brief estab shot of oil fields, filled with derricks. (Library)

NARRATOR:

In the whole oil industry, the Jeep fits right in as though it had been invented just for that!

31 EXT. SURVEYORS IN JEEP OVER ROUGH TERRAIN

MLS of Jeep and a couple of men (surveyors) going through rough terrain with lots of trees.

NARRATOR:

Starting with the surveyors and crews who can now ride where they used to have to go on foot and "pack" their rods, gravity meters and other implements of exploration.

32 EXT. WELDING PIPE LINE

Shot of men welding pipe line with outfit carried on a Jeep.

NARRATOR:

In laying and repairing pipe lines, the Jeep really shines. With the Jeep-a-trench to dig the trench - and then the General Electric Arc Welder, mounted in the bed of the Jeep and operated from the power take-off, the crews can go anywhere the work is, regardless of the terrain or the weather.

33 EXT. JEEP STANDING NEAR BIG OIL TANKS OR OIL DERRICKS

Suggest big oil tanks as they can be had close to Chicago and will be suitable BG as we have already established the derricks in our estab shot. Man drives up, hops off, goes to tank, takes reading and comes back to Jeep.

NARRATOR:

Of course, a constant use is personnel carrier. Pumps, switchers and assistant foremen, men who have to visit scattered wells on regular rounds, several times daily, checking flows, gathering meter charts, and so forth, well, they say they never had it so good! It saves them hours and miles of walking.

34 EXT. SERVICE STATION

ESTAB SHOT of a filling station. General activity.

NARRATOR:

Jeeps are used around refineries, and then where the gas and oil meet the motoring public, at the service stations, there you will find them as service trucks. But let one of the operators tell you what he told me.

35 EXT. GAS STATION OPERATOR (Studio)

MCU of filling station operator. The BG is either a gas station we may have on the stage, by the door, or by the lube rack, or by a gas tank or by the air stand. This is an actor. He speaks into the camera.

GAS STATION OPERATOR:

When I took this place over, we didn't have any service truck. One day a customer called me and wanted a battery. I told him if he'd come in, I'd be glad to put one in for him. He said, "If I could come in, I'd be there, wouldn't I? Can't you come out and get me?" I told him I was sorry, but he interrupted: "I thought you ran a 'service' station!" I said, "I do!" He said, "No, you don't! You've just got a filling station!" And with that, he hung up ... Well, that got me to thinking. I couldn't afford a regular truck - I tried a used car but that didn't fill the bill Then I saw one of the Telephone service cars

DISOLVE

36 EXT. LOADED TELEPHONE JEEP

Camera PANS with ML3 of Jeep loaded with construction equipment stopping at a pole. Men dismount to go to work. This will likely be just a Jeep dressed up for this job.

GAS STATION OPERATOR'S VOICE:

.... the construction gangs were using - to get around - carry their tools - pull their wires - along the road or across country. And I said: "Jeepers! That's just what I need!"

DISSOLVE BACK

37 EXT. GAS STATION OPERATOR

Back to operator, talking into camera.

GAS STATION OPERATOR:

And that's what I got - a Willys Jeep

He glances off.

Bill's bringing it in now!

38 EXT. SERVICE STATION

Angle from where operator and camera have been standing, across to the far driveway where we see the Jeep service truck, with hoist in rear, bringing in a car. The Jeep takes it up to the service dept. and stops. Usual activity.

GAS STATION OPERATOR'S VOICE:

We use it for everything! Tow car - wrecker - or pusher for starting cars ... road repair car - we carry the tools and equipment to fix a man up on the road. With the power-take-off we can operate a compressor unit.- take the air with us.

39 EXT. CU JEEP SERVICE TRUCK

Close shot of Jeep. It has hoist behind and snow plow blade on front.

GAS STATION OPERATOR'S VOICE:

With the snow plow we keep our driveways open in winter. And open driveways for customers. We did enough of that, so the Jeep paid for itself the first winter we had it! We can go anyplace, anytime - through mud, or snow-drifts. And it's so maneuverable that we can work in close quarters.

40 EXT. GAS STATION OPERATOR:

Back to scene.

GAS STATION OPERATOR:

It does the kind of extra jobs that mean extra money.

NARRATOR:

You really have increased your sales, then?

GAS STATION OPERATOR:

I'll say! And the point is - the extra sales have been in tires - and batteries - things like that - where the money is. You don't get rich just pumpin' gas, y'know!

SOUND: From off nearby comes the sound of the bell made by a car coming up to the gas island.

Operator involuntarily turns and looks off toward his gas island. The Narrator, seeing that the operator is anxious to get back to work, takes this opportunity to close the interview.

NARRATOR:

I know you're busy - so thanks for talking to us.

GAS STATION OPERATOR:

That's okay!

He moves out of the dissolve.

41 EXT. CITY STREET JEEP COLLECTING FROM PARKING METER

Camera PANS with an approaching Jeep that comes along the street and turns in to park. The Jeep may be whatever the client can help us get best, but suggest it would be nice to have it one of the Police Jeeps collecting the nickels from parking meters in which case the officer would hop out and open the meter and remove the coins.

NARRATOR:

You have probably noticed yourself how many Jeeps there are on the streets today. But notice how many different ways they are being used! There seems to be something about the Jeep that brings out the inventive spirit in men - they're all the time dreaming up new uses.

41-A EXT. RAILROAD TRACK JEEP DRAGGING RAILS (MONROE, MICH.)

NOTE: the Monroe Equipment Co. is prepared to stage this railroad sequence near their plant in Monroe, Mich. BE SURE THIS IS STAGED NOT AS A MERE DEMONSTRATION, but as though a crew of laborers were working on tracks.

Shot of Jeep hauling two joined rails across tracks. Workmen around, busy.

NARRATOR:

Look what they've found for them to do now in the railroad field. Not only to carry crews and material to any point where needed, but to take an active part in the work itself. Here a Jeep with the Monroe hydraulic lift has pulled up and is hauling away two old rails across the other track and out of the way. It will bring in the replacement rails when needed.

41-B EXT. RAILROAD TRACK PLOWING ALONG ENDS OF TIES

Shot from behind Jeep plowing along outside ends of ties, throwing the road ballast away from them.

NARRATOR:

In a matter of seconds, the rails are dropped and a ballast shoulder plow attached which cuts away the material at the ends of the ties to facilitate their removal. Reversed, it will plow the material back against the tie ends. The Jeep can also be used to snake out the old ties.

41-C EXT. RAILROAD TRACK BORING TIE

Shot of workman using a wood borer to bore hole in one of several ties, powered from the Jeep nearby.

NARRATOR:

From the rear power take-off, an air compressor helps bore holes in the new ties quickly to speed up the work of laying them.

41-D EXT. RAILROAD TRACK DRIVING SPIKES

CU of Jeep driving spikes.

NARRATOR:

The Jeep then drives the spikes, and after that ----

FAST WIPE

41-E EXT. RAILROAD TRACK TAMPING BALLAST

CU of Jeep tamping ballast.

NARRATOR:

---- tamps in the new ballast.

41-F EXT. RAILROAD TRACK JEEP PULLING GRADER-AND-TERRACER

Beside a railroad track, Jeep is shown fixing up along the right-of-way.

NARRATOR:

For building and maintaining right-of-way, forming embankments, and so forth, the Jeep with a grader-and-terracser unit does the job much quicker and more easily than the old heavy equipment.

41-G EXT. RAILROAD TRACK BORING POST HOLES

Close shot of Jeep boring post holes.

NARRATOR:

And when it comes to digging post holes, either straight down or at an angle, the Jeep will sink a hole three feet deep in twenty seconds. In hardpan, shale or sandstone, the down-pressure control valve gives up to five hundred pounds added weight to the auger. And this digger can be reversed, as necessary, to prevent its clogging or sticking in the ground.

In the latter part of the narration, the auger should be encountering hard going and be reversed, then run forward again to illustrate the point mentioned.

41-# EXT. RAILROAD TRACK WORKING WITH SCOOPS, BLADES, ETC.

A series of quick shots introducing any or as many more uses as desired, such as the hydro grading scoop, the all purpose earth-mover, etc.

NARRATOR:

These, and many other uses - such as the hydro grading scoop ... bull-dozor blade ... all-purpose earth-mover, and so forth, simply bear out the assertion that the new Universal Jeep is not only a workhorse of Industry, but the work-a-day world's greatest improviser! ... However we must remember that popular as they are, they are only the beginning of the Willys line!

SWISH TO:

42 EXT. CITY STREET PANEL TRUCK BAKERY

MS nicely lettered bakery Panel Truck. Driver carrying something from truck into home or store.

NARRATOR:

Notice how the other Willys vehicles are appearing in all manner of industrial and commercial enterprises. Take the Willys Panel Delivery. Ideally suited for retail businesses. Like this bakery.

43 EXT. CITY STREET PANEL TRUCK DRY CLEANER

MS three-quarter rear of a panel truck lettered up for a dry cleaner. Driver is just coming around back and opening the rear door and lifts out a long man's suit in a paper dust-proof bag. This to show height of inside of panel body. Driver carries the article or articles out of the scene.

NARRATOR:

Or this dry cleaner, Any truck that has to stop and start often and weave in and out of traffic all day. Notice the height in that spacious, all-steel body. Jumbo stand-open doors are an added convenience in loading and delivery and will take bulky loads others can't handle.

44 EXT. SAME OR OTHER PANEL JOB

New angle on either this panel truck or another one. This one, unless we can get another that is better looking - nicely painted and lettered for some concern. This angle will best show off the good looking appearance.

NARRATOR:

Like the other members of the line, it has an arresting personality. Its modern, handsome appearance is a considered asset as a merchandiser ... as a traveling representative for any concern that employs it.

45 EXT. INSERT WHEEL AND FENDER ON PANEL JOB

NARRATOR:

Its distinctive, close-clipped fenders are prime examples of the functional design for which the line is famous. On no other car is it as easy to get at the tires.

46 INSERT PANEL JOB WITH HOOD UP

MS of panel job with hood up to show how easy it is to get at the engine.

NARRATOR:

Just as it is so simple and easy to get at the engine.

47 EXT. RUNNING SHOT OUT THROUGH WINDSHIELD OF PANEL TRUCK

Camera in driver's place looks out through windshield, and down, to see how much visibility there is.

NARRATOR:

With these fenders and front end, you have unmatched visibility. You can see the street - down at the side or immediately ahead.

Camera TILTS UP slightly to look ahead through the windshield as another Willys Panel Truck pulls quickly ahead of us and weaves in a close spot in traffic - between a wide automobile and a big truck - getting through a space no other car would venture to try. Our camera car, being the same, follows through, weaving in and out of heavy traffic.

And because they hug in close - because the extra roominess is put into the body, not into bulging fenders, the truck is actually more compact overall and will maneuver, park and slip through traffic - a practical demonstration of what engineering can do toward helping solve

NARRATOR: (continued)

the growing traffic problems in our cities.

Along with a definite safety factor. But

let an insurance man tell you about that.

DISSOLVE

48 INSERT CU OF INSURANCE MAN

This insert CU may be either INT or EXT, whichever is simplest. He is an actor speaking directly into the camera. In case we get permission to identify the company, we shall do so. In case we also get permission to identify the fleet owner referred to, we shall do that, too. In the latter case, we would show one of the trucks, or a line-up of the fleet, with the speaker's voice over.

NARRATOR:

Here is a representative of a large insurance company.

INSURANCE MAN:

Our company insures a large chain store outfit employing more than five hundred trucks - split about equally three ways - between Willys-Overland and two other leading makes. Here is a year's average on accidents - in which we are naturally most interested:

Here he produces a large lettered card, or turns to a blackboard or chart (whichever is most convenient) showing as follows:

<u>NUMBER OF TRUCKS</u>	<u>NUMBER OF ACCIDENTS</u>	<u>COST OF DAMAGE TO VEHICLES</u>
180 "X" Trucks	63 (4 N.D.)	\$ 4,875.26
162 "Y" Trucks	61 (17 N.D.)	3,311.74
162 WILLYS TRUCKS	36 (12 N.D.)	746.42

49 INSERT ABOVE CARD

Insurance man points to items as mentioned.

INSURANCE MAN'S VOICE:

It shows the number of trucks - the number of accidents - and their cost. The 4 N.D. means that four out of the sixty three accidents in which Trucks "X" were involved, sustained no damage to the company's truck. So - they had sixty-three accidents with Trucks "X" - four of which were "no damage" - for a total cost of four thousand, eight hundred seventy-five dollars and twenty-six cents. With Trucks "Y", they had sixty-one accidents - with seventeen "no damage" - total cost, three thousand, three hundred eleven dollars and seventy-four cents. Over the same year, with the Willys Trucks, they had only thirty-six accidents, of which twelve were "no damage" - and a total repair cost of less than a quarter of the nearest competitor!

50 BACK TO CU OF INSURANCE MAN

INSURANCE MAN:

We attribute that low accident rate to the greater visibility and maneuverability of the Willys-Overland vehicles and their functional design, particularly in the fenders.

NARRATOR:

Thank you, sir.

DISSOLVE

51 EXT. PANEL TRUCK GROCERY DELIVERY

MLS of grocery delivery panel truck in front of home on residential street. Driver taking box of groceries into house.

NARRATOR:

Businesses where the margin of profit is small - such as this small grocery - prefer the Willys delivery trucks because of their low operating costs.

52 EXT. PANEL TRUCK LAUNDRY DELIVERY

Several Jeep panel trucks lined up in front of laundry. Or some other type of business where a "fleet" of such panel trucks are in use. If the scene has to be staged to bring it close to the studio, one lettered truck nearest the camera, then a line of other of similar model can be parked behind the first one with only the rear end showing and it will suggest they are all lettered alike.

NARRATOR:

Fleet owners find that the savings in their delivery operations mount up quickly.

53 EXT. 2-WD STATION WAGON FLORIST

Shot of florist station wagon against suitable BG

NARRATOR:

Or perhaps a business is such that it needs a combination of alternate passenger and delivery car. For this the Willys Station Wagon is ideal. It is available in both two wheel drive and four wheel drive.

54 EXT. 2-WD STATION WAGON TREE NURSERY

Shot of 2-WD station wagon beside a tree nursery being loaded. The tail gate is down, a ramp running up to it, and a small tractor being pulled up into the car, to show the strength of the tail gate and what loads the car will carry.

NARRATOR:

These two wheel drive jobs answer all general purpose requirements. Because it is "big for its size!" Although small on the outside to get through traffic - it is tall and wide inside and like all its Jeep ancestors, extra strongly built. It is the first station wagon with an all-steel body. The tail gate alone will support half a ton!

55 EXT. 2-WD STATION WAGON PAINT STORE

Shot of 2-WD station wagon used as a "Nu-Enamel" truck or something similar. Suitable activity.

NARRATOR:

There are a great many small businesses in this country that need a delivery car only a small part of the time, and the rest of the time need it as a regular passenger car. For that reason the Willys Station Wagon is built with planadyne suspension for a comfortable ride.

55-A SKETCH OF PLANADYNE RIDE

The following sketch to be made up by our ART DEPARTMENT. During accompanying Narration, a pencil comes in and points to items mentioned.



NARRATOR:

Planadyne is a Willys Engineering Exclusive, available on Willys Station Wagons, Panel Deliveries and Jeeps. It is the term covering independent wheel suspension (POINT) ..., airplane type, double action shock absorbers (POINT) ..., rubber inserts between the spring leaves (POINT) greatly increasing their effectiveness, and other refinements. Coupled with super-cushioned tires, the Planadyne Ride means a Feather-bed Ride! Ask any owner!

56 EXT. 2-WD STATION WAGON PHOTOGRAPHER

Since this one is being staged we can show the wagon first drive up in front of a nice looking modest home. The truck is lettered:

EARL WALTZ
Photographer

or some other name, as the client dictates.

Our actor gets out of the car.

57 INSERT PHOTOGRAPHER IN FRONT OF STATION WAGON (Stage)

We move the station wagon in on our stage in Chicago and it becomes the BG for our actor as he turns and looks into the camera and speaks:

PHOTOGRAPHER:

Yes, we use it as a family car a big share of the time - and in our business, we do get around. My wife likes to drive it - it handles so easily. And it's very economical, too. We kept track on a recent trip and drove fifteen hundred miles on fifteen dollars and thirty-five cents worth of gas. We never add any oil between changes. We've never spent a cent for repairs.

58 EXT. 4-WD STATION WAGON .. SURVEY CREW OVER DIFFICULT TERRAIN

This and the succeeding scene of the hunting party shows a 4-WD station wagon going over very difficult terrain. This one might show it doing some steep hill climbing, where there is no road - and the hunting trip going through the woods and up a creek or across a river.

NARRATOR:

All these advantages, plus the rugged mobility of the unstoppable Jeep, are found in this large, four wheel drive wagon, in demand among engineering and surveying firms, mining companies, reclamation projects, rural mail carriers, anyone who has to be ready to go, regardless of the weather - and whether there is any road to go on, or not!

59 EXT. 4-WD STATION WAGON .. HUNTERS DRIVING THROUGH WOODS

Camera PANS with MLS of 4-WD station wagon driving through woods or down into ravine, across a stretch of water and stop on the other side so the hunters and dogs can get out.

NARRATOR:

Sportsmen are particularly fond of its ruggedness and its comfort - its roominess and its dependability. It's a great satisfaction to be able to go wherever you want to! Long drives into that "back country" are not only possible but comfortable! And exhilarating!

60 EXT. ABOVE STATION WAGON STOPPED

MS of the station wagon. The men are getting out and the dogs are leaping out. Everybody pleasantly excited for the hunt.

NARRATOR:

If there's any bigger thrill than a dog and a gun, it's a car to take you and your dog and gun anywhere you want to go!

DISSOLVE

61 EXT. ESTAB SHOT BIG LOADING PLATFORM (Library)

From library an ELS looking down on line-up of all sorts of trucks drawn up at a loading dock. Just a flash to set the scene.

NARRATOR:

If hauling is a big part of your business and you actually need a truck ---

62 EXT. 2-WD TRUCK MERCHANDISE DELIVERY

Close shot of a 2-WD general pick-up truck as though it is part of the line-up of trucks at the loading dock.

NARRATOR:

--- you again have a choice of a two wheel or four wheel drive - light truck or medium duty - and choice of body styles to fit your needs. Here is the general pick-up or merchandise delivery.

63 EXT. 2-WD TRUCK VAN BODY

MS of a 2-WD truck with van body as though this, also, was one of these lined up at the dock.

NARRATOR:

Or perhaps your requirements call for a van body, such as this _____ (whatever selected.) Willys trucks do all the things that have made them so important in industrial hauling.

64 EXT. 2-WD TRUCK STAKE BODY

MS of stake body 2-WD truck. Show a bulky load on it.

NARRATOR:

The stake body expedites bulk delivery. And of course all of them bring a new low cost of operation and a new ease and economy of maintenance in trucking, along with dependable performance. These are all two wheel drive and serve the broadest number of truck users.

65

EXT. 4-WD TRUCK (GOODYEAR SERVICE TRUCK?)

MS of 4-WD truck. A nicely painted up Goodyear service truck would be fine. Logical action.

NARRATOR:

But if your work is such that your truck has to be able to go places, or tackle jobs never expected of ordinary trucks, you will want the four wheel drive, like this tire company service truck which has to be ready to go to the aid of their customers no matter when or where they get stuck - and, of course, they frequently get stuck under the worst conditions.

66

EXT. 4-WD TRUCK CONSTRUCTION WORK

Shot of 4-WD truck being used in construction work; preferably in going that is deep mud or sand or similar.

NARRATOR:

In construction work, it isn't only the ability of this truck to go in after a load, or take a load into a job, regardless of where it is, or conditions of snow, sand, muck or mire, There is also the optional power take-off ---

67

EXT. 4-WD TRUCK CONSTRUCTION WORK USING POWER TAKE-OFF

Shot of truck being used through its power take-off to do something around a construction job.

NARRATOR:

--- which provides a mobile power unit to operate belt or shaft-driven equipment, putting this unit in a class by itself. This "double feature attraction" marks a new standard of service in many fields ---

68 EXT. 4-WD TRUCK USING POWER TAKE-OFF

Shot of truck used for some power take-off purpose in a stone quarry, oil fields, woods or best available location.

NARRATOR:

--- in quarries ... timber stands ... oil fields ...
farms and ranges. Where the going is toughest.

69 EXT. 4-WD TRUCK USING DUMP BODY

Shot of above truck using dump body under logical circumstances.

NARRATOR:

It is available also with a dump body For more
ordinary trucking chores on hard-surfaced roads ---

70 EXT. 4-WD TRUCK RUNNING ON HIGHWAY

Camera car behind it; both speeding along.

NARRATOR:

--- the driver simply shifts to conventional drive
and away he goes ... Well, there you are!

NOTE: here we go into a series of fast repeat shots showing different
shots of the Jeep, the station wagons, the trucks in service, to
cover this section of narration.

71 EXT. REPEAT SHOTS OF JEEPS, STATION WAGONS, TRUCKS

NARRATOR:

The Willys-Overland workhorses for Industry! They're
more than just the product of an old and distinguished
name in the automotive world ... they're the product
of a new and simple, though distinctly different basic
philosophy, which believes that a motor vehicle is
first of all man's servant, to make his toil lighter,

NARRATOR: (continued)

to increase the value of his day's work, and to heighten the enjoyment of his leisure hours.

Therefore, each vehicle is designed for specific useful purposes, not just to complete a line.

72 EXT. CU REAR END OF STATION WAGON

CU of the rear end of a station wagon open. Camera TILTS down to name Willys-Overland on bumper.

The station wagon starts to pull away. The camera TILTS UP to follow it as the wagon pulls away into the distance.

NARRATOR:

The most versatile in the field ... the most economical to own and operate ... the most quickly adaptable to the ever-expanding needs of commerce and industry ... the Most Useful Vehicles in America today!

FADE IN OVER SCENE

END TITLE

MUSIC: up and out.

Leo S. Rosencrans

October 27, 1949