



Jeep News[®]

A Magazine for Jeep[®] Vehicle Owners





American Center
27777 Franklin Road
Southfield, Michigan 48034

Dear Owner:

Welcome to this first issue of Jeep News in a brand new and more colorful format. It is sent to you with the compliments of your local Jeep dealer.

Although the Jeep News has a new look, we'll continue to offer a timely variety of articles and features aimed at making four-wheeling more enjoyable for you and your family.

Demonstrating their interest in a publication expressly intended for Jeep owners, our readers have, over the years, sent us photographs and letters about their vehicles and their activities.

We have shared these in the past in Jeep Scrapbook and 4-Wheel Hotline. These departments, of course, will continue and we will publish as many submissions as space permits for all to enjoy.

You and your family are valued members of the Jeep family. Your Jeep dealer is sending you this magazine in appreciation of your patronage and as an expression of his desire to serve all your four-wheeling and other automotive needs.

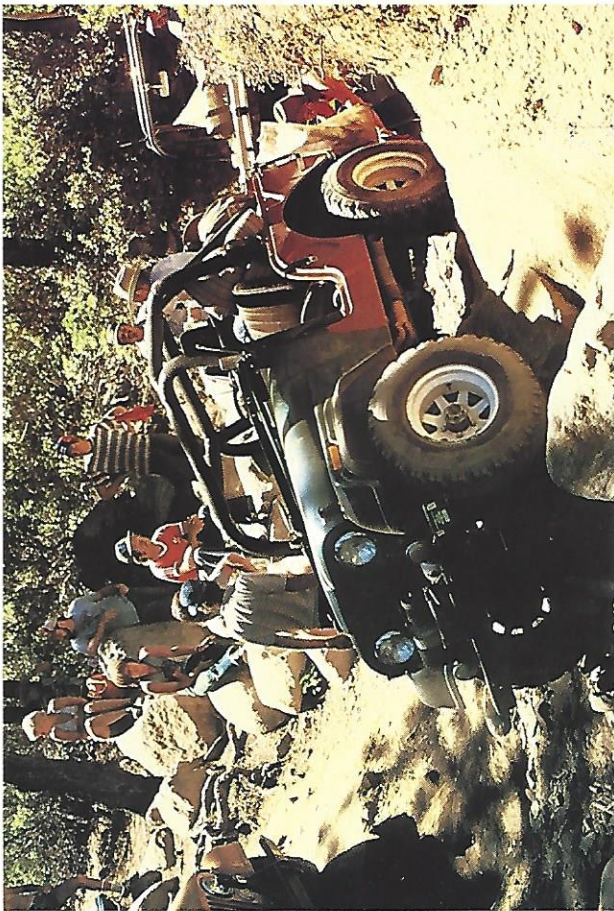
We hope you enjoy this "First Edition" of the new Jeep News.

Sincerely,

D. Dean Greb
Director, Jeep Marketing

Jeepers Jamboree

30 Years of Fun Over 80 Nightmare Miles



Once a year, for three decades, off-road enthusiasts from all over the world have converged on Georgetown, California to take part in the Jeepers Jamboree—an event which has become synonymous with organized four-wheeling.

Sponsored by Jeepers Jamboree, Inc., a non-profit organization, this year's July 22-25 outing commemorates the 30th anniversary of what has now become a most prestigious event. Trailmaster Mark Smith, original organizer of the weekend, personally

directs and ramrods this exhilarating "happening."

The Jeepers Jamboree is neither a race nor a competitive event. It is simply the most famous four-wheelers' trailride anywhere—bar none! Through breathtakingly beautiful country, it offers some of the most awesomely difficult terrain accessible to four-wheel-drive vehicles. The grandeur with the driving challenges is the thing.

In waves of either two, three or four days in length, 4 x 4 experts and amateurs alike set out to inch

and thread their way through country that seems impassable—even for four-wheelers. That this is accomplished while thoroughly enjoying the process is testimony to the stamina (and courage, too) of the individual drivers and the durability of their vehicles.

Would-be Jamboreers know they must make application to the Jeepers Jamboree Committee for a place in the driving line-up. Realities of logistics dictate that only so many people can be accommodated. So—following this year's deadline for applying (April 23rd)—participants for this milestone outing were selected lottery fashion (as they have been in previous years) and notified that the luck of the draw had gone their way.

This was their cue to start anticipating and getting ready for the spectacular scenery and the monstrous driving challenges that the Jamboree is all about. Notification also served as their invitation to the party that occurs at

the Rubicon Springs overnight rest stop. But, more about that later!

Now—Georgetown, California through Wentworth Springs and Rubicon Springs to Lake Tahoe is only 80 miles via the original Sierra Nevada stage coach route. Really, it sounds like it should be a cakewalk for the 400 plus Jeep vehicles that will pass the 30th Anniversary start gate at Georgetown.

And—it will be a cakewalk for much of the drive that begins in the foothills of the California Sierras and then climbs to 7,000 feet—passing through glacier-hewn meadows and valleys. But things change rapidly just east of Wentworth Springs at the 48.5 mile mark.

That's the beginning of, perhaps, the most diabolical four miles known to North American four-wheelers. It's the run to Rubicon Springs.

It consists of rock crawling at a snail's pace over and around solid granite slabs, fording swift



Rubicon Springs and start to make camp for the night, you will have a new appreciation and respect for the rugged, dependable vehicle that got you there.

Once at Rubicon Springs, the unwinding starts. You pick out a campsite and get rid of the day's dust and grime by jumping into one of the Rubicon's clear pools. And then, you have what's left of the afternoon to swim, swap experiences with other Jamboreers over a "cold one," or just generally relax to be ready for the evening.

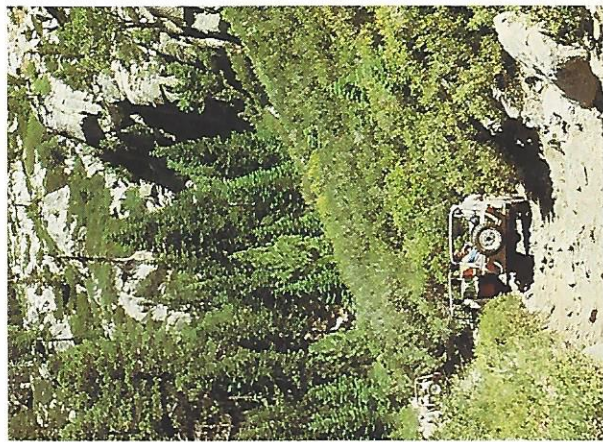
At about sundown, it's dinner time. Such a spread seems unlikely in the wilderness setting of Rubicon

mountain streams, and negotiating a pair of sinister, boulder-strewn downgrades graphically referred to as "Big Sluice Box" and "Little Sluice Box."

Requiring intense concentration, the ability to pick out the correct approach angle, delicate throttling and relying on the instinctive and literal feeling of what your undercarriage is doing, you creep (and sometimes slide) your way through the "impossible."

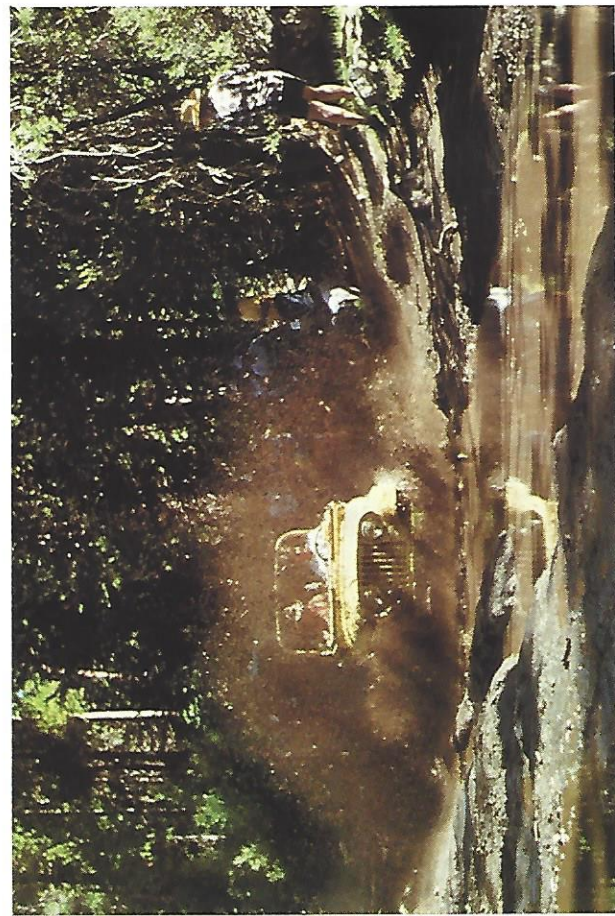
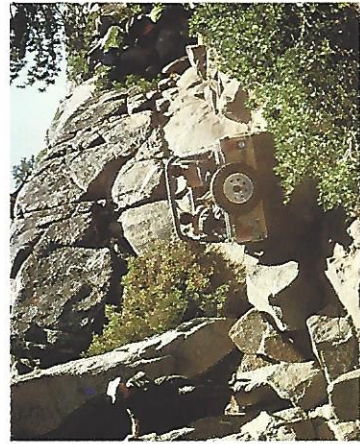
Happily, trail bosses position themselves at the most difficult sections to talk you through and to provide a push should you get hung-up. Their encouragement goes a long way toward soothing live-charged nerve endings.

It's this section of the trail that separates the Jeepers Jamboree from every other trail drive. Which means—by the time you roll into



Springs, but Mark Smith and his kitchen crew really know how to put it all together.

Giant steaks, roasting ears and champagne are accompanied by loads of other good things which don't end with the meal itself. Afterward, there's a huge bonfire,



Jeepers Jamboree, America's premier off-road event, now has a namesake.

30th anniversary
JAMBOREE
COMMEMORATIVE EDITION

NO.
2000

The bossy, gleaming, dressed-up and decked-out 4WD dream machine you see before you is the incredible new Jeep CJ-7 Jamboree.

It is a very special model commemorating the 30th Anniversary of an off-road event as legendary as Jeep CJ itself . . . the world famous Jeepers Jamboree.

Only 2,500 Jeep CJ-7 Jamboree models will be offered for limited sale, making it an instant off-road classic.

Each will include a numbered instrument panel plaque indicating its chronological placement in the total build.

Each owner will receive a signed, framable certificate of authenticity.

And each Jeep CJ-7 Jamboree comes field dressed with an impressive array of factory installed equipment, and available with carefully selected factory approved dealer installed special equipment.



live music and dancing under the stars until the last hold-out is ready to call it a night (or a morning).

Next day, the tough, narrow Cadillac trail out of Rubicon Springs seems to lead straight up. You've got to get beyond a fairly steep canyon wall before you find some graded road for the trip's final leg to Lake Tahoe.

With 400 plus vehicles in convoy, it's slow going. However, few find anything to complain about, being surrounded by the magnificence and majesty of the incomparable Tahoe region.

As Lake Tahoe comes into view it means the return to the day-to-day world. But, the intrepid Jamboree

participant has time to start reflecting on the adventure just about completed. It all comes down to one having become actively aware of the joys and rewards of organized four-wheeling.

The Jeepers Jamboree has proven that beyond a doubt.

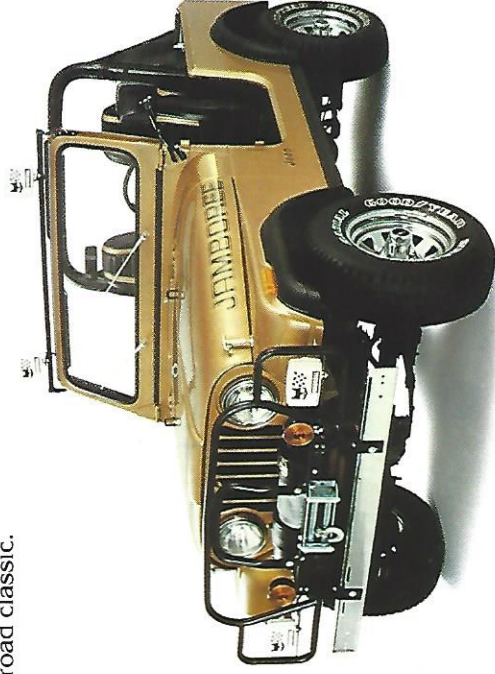
And consider this: of the nearly 15,000 4WD's that have taken part in the Jeepers Jamboree over the last 30 years, 90 to 95% have been Jeep vehicles. For many off-roaders, that says it all.

For more information about this year's, or future Jamborees, contact: Jeepers Jamboree, P.O. Box 1660, Buffalo Hill Station, Georgetown, CA 95634.

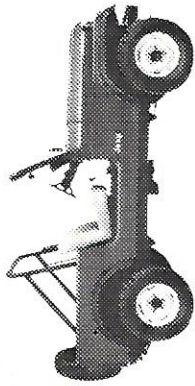
... a fine tribute . . .

"The Commemorative Edition Jeep CJ is a fine tribute to our Jeepers Jamboree. This is the 30th year for the Jamboree and Jeep Corporation has provided tremendous support all the way. I like to say, 'Jeep is the only 4WD that's Rubicon Proven!'"

Mark Smith: *Traitmaster, Jeepers Jamboree, Inc.*



Jeep® CJ-7 Jamboree. See your dealer for details and availability.



4-Wheel Hotline

We would like to thank all those who write to us for their continued interest in Jeep News and 4-Wheeling. Watch this column for your letters and photos—we will print as many as we are able, editing for clarity and to fit our limited space. Submission of letters and photos to Jeep News shall be deemed by the editors as authorization to publish. We regret we cannot return submitted materials.

Dear Jeep News:

Enclosed is a photograph of myself with my 1980 Jeep CJ-7.

No, this picture wasn't taken in the Serengeti Plains of East Africa, but in Gerritsen Beach, Brooklyn, NY. I've lived in this area all my life, and not until I got my Jeep CJ-7 was I able to explore its off-road trails, limited only to motor-cross motorcycles.



Living in urban New York City, Gerritsen Beach is one of the few places where a rugged vehicle like a CJ is the only type vehicle you can use for driving. I have no problem all year round driving these trails.

John J. Whimple
Brooklyn, New York

Dear Jeep News:

I recently received my first copy of Jeep News. It, like the Jeep, is number one.

My first Jeep was a 1968 CJ with a four-banger. It was later traded to an IHC Scout. With Scouts like this, it was no wonder Custer was scalped. The Scout went back in for another Jeep in 1977. With over 57,000 miles on the odometer nothing other than normal maintenance has ever been required. Keep up your usual fine work and please, please keep your fine magazine coming my way.

Robert R. Johnson
Baxter, Kentucky

Dear Jeep News:

On Feb. 12, 1981 I bought my 1981 CJ-7 Jeep. This was possibly the happiest day of my life. This was a 35 year dream come true.

My wife bought me a marker for the front saying, "Ken's Dream." I have a hard top for winter and a rag top for summer.

I am 61 years old and I am like a kid again with my Jeep. I even wrote a poem about it:

My Jeep and Me
Oh, I wonder, yes I wonder
When I reach the gates up yonder
Will they let me drive my Jeep inside?
Oh, all these years I've waited
Just to have one for my own,
But now the years are catching up
My, how the time has flown.
I wonder, yes I wonder
Can I drive my Jeep inside?
When I take the road to Heaven,
When I reach the other side
When I drive up to the Pearly Gates
And toot my horn with pride.
I wonder, yes I wonder
Can I drive my Jeep inside?
If, by chance, St. Pete says "no"
When e're I ring that bell
I'll put my Jeep in 4-wheel drive
And take the rocky road to Hell.

Ken Schmitt
Bristol, Connecticut

Dear Jeep News:

I've had my CJ-7 for 2½ years now and I really love it.

But I do have one problem. My dog, Canuck, thinks that it's his.

How do I solve *this* problem?

Chris Ochoa
Edwardsville, Illinois



Dear Jeep News:

I just wanted you to know that CJ's aren't the only things that girls drive.

I have a J-10 truck and I love it. I wouldn't drive anything else!

My parents can't understand why a girl would want to drive a 4-wheel drive truck. But I've got 4-wheelin' in my blood!

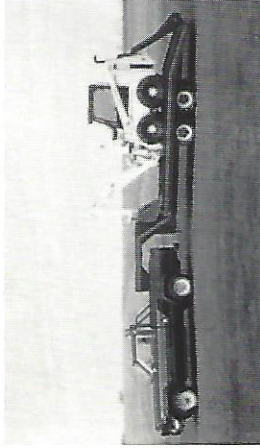
Josan McDaniel
Austell, Georgia

Dear Jeep News:

One year ago I purchased a Jeep Honcho Pickup.

As you can see from the enclosed picture I do *work* this unit. In back of the Jeep I haul about 3 tons.

Even at the loaded weight I can achieve good gas mileage and still have plenty of power to get into tough places.



As far as 4-wheel drives go, Jeep did write the book on 4WD's.

This vehicle is equipped with 360 V8 engine, 4 speed transmission, Honcho Package, steering and brakes, AM/FM/Stereo, etc. A real work horse!

Clyde Gebelein
Colby, Wisconsin

Dear Jeep News:

I am proud to show off my '81 CJ-7. It has 11-15 summit, chrome-spoked wheels, Pioneer stereo, 4 KC hilllighters, custom seats, and a winch, bug-off screen and center console. I've tried to get this baby stuck and haven't been able to do it.

Keep up the good work AMC!
Bob Bolskay
Oklahoma City, Oklahoma



Dear Jeep News:

Enclosed is a photo of me and my 1981 CJ-7 taken by my fiancée's brother, Dean, at Salmon River. This is the first time I've received Jeep News and enjoyed it very much. Keep it coming! I believe that Jeep is not only a four letter word, but a three letter word spelled FUN.

Mark S. Hetzel
Higganum, Connecticut

Dear Jeep News:

So many times in these busy days we feel strongly about a subject but never take the time to voice our opinion. So let me say this—I enjoy and appreciate Jeep News. My 1978 CJ-7 is my third Jeep. As a fourth generation Montana cowboy, the Jeep picked up where the horse left off. Thank you and please get back to work on my next issue.

G. Robert McCollough
Pittsburg, California

Editor's Note:

Please include the following release with material submitted to Jeep News. I hereby grant permission to Jeep News to reprint the enclosed materials and to use my name in their publication. I am over 21.

Signature

Jeep® Scrapbook



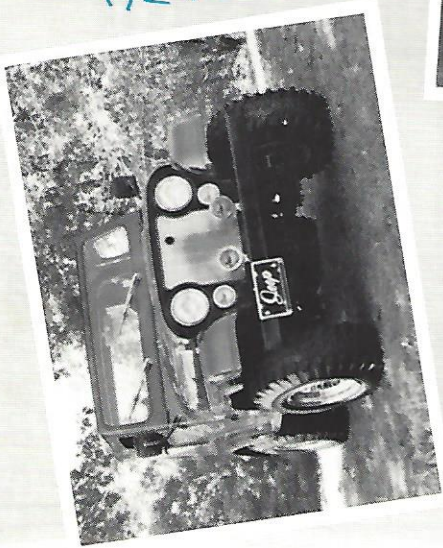
Filling deer feeders on his ranch at Fort Lavaca, Texas is one of many chores King Fisher handles with the hydraulic lift he installed on his '78 Pickup.



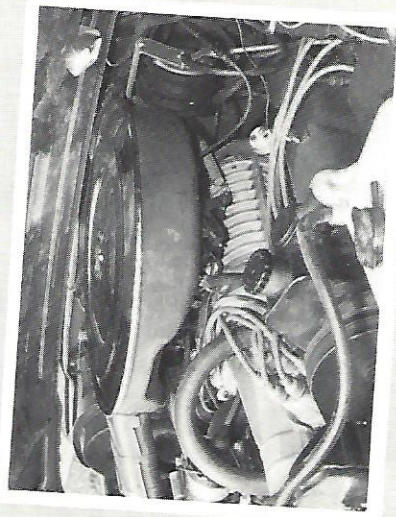
With the blade mounted on his CJ-7, H.V. Thompson of Blair, Nebraska, says he handles snow removal - coming or going.



"Old Betsy" is Gene Swiney's pride and joy. From Clay West Virginia, Gene reworked the 1950 CJ-3A after acquiring it from the original purchaser.



Jeff Boyd of Charlotte, North Carolina, races his customized 1980 CJ-5. He's won two main events at a local dragway. Time was 12:23!



There are no mountains too high or trailers too big for R.L. Shoemaker of Lincoln, Nebraska. He installed a supercharger on his '75 Wagoneer and it performs beautifully.



"The Little Big Jeep" is what Tom and Della Rosetto of Indianapolis, Indiana call their Scrambler. It's great anywhere, they report. Especially in the mud!

We enjoy receiving your photos for Jeep Scrapbook to share with all of our readers.

Please continue to send them in. The address is: Jeep News, P. O. Box 727, Taylor, Michigan 48180.

Include the signed release which is on page 9. We need that to be able to reprint your material.



THE 1982 WORLD'S FAIR™

MAY-OCTOBER, 1982 KNOXVILLE, TENNESSEE USA

The 1982 World's Fair in Knoxville, Tennessee, is the first World's Fair to be held anywhere in the world since 1975—and is the first ever to be held in the southeastern United States.

And that's why the world is planning to visit this energetic metropolis (population 450,000) in 1982, home of the Tennessee Valley Authority, the Oak Ridge National Laboratory (birthplace of the atomic age) and the gateway to the Great Smoky Mountains National Park.

In the tradition of great World's Fairs in Montreal, Brussels, Paris, Spokane, Seattle, San Antonio, Chicago and New York, The 1982 World's Fair will draw 11 million visitors from around the world during its six-month run, May through October.

Foreign nations from every continent are represented. Which, in terms of international exhibitory makes this the largest sanctioned World's Fair to be held in the United States in over 40 years.

America's leading corporations are World's Fair exhibitors, showcasing energy, commerce, transportation and communications alternatives—for now and for the years ahead. In addition, America's gas and electric companies have their own pavilions

as do a number of states, the Tennessee Valley Authority, religious organizations and Knoxville, the host city.

A Glimpse of the Future

With energy as its timely theme, The 1982 World's Fair is the place to see the world of tomorrow, today.

But a World's Fair is more than that.

The history of World's Fairs is a chronicle of history-in-the-making. Rich in innovation, ideas and the triumph of the human mind and spirit, every World's Fair has given the world a remarkably accurate glimpse of the future.

In fact, there is nothing as unique as a World's Fair for combining the marvels and thrills of tomorrow with the rich heritage of yesterday—all wrapped up in a whirlwind of good old (and new) fashioned fun.

Here, in a city within 400 miles of 52 million people, visitors share a once-in-a-lifetime experience, teaching, learning and discovering the products, ideas, innovations, technologies, talents and sense of fun and adventure that is a World's Fair.

Sunsphere Glitters with Gold

Theme structure of The 1982 World's Fair is the 266-foot high Sunsphere, topped by a giant globe enrobed in glass manufactured with genuine 24-karat gold dust. The energy-efficient gold-tinted glass gives the sphere a distinctive glow visible for miles. Inside the sphere are a two-level restaurant and three observation decks affording a commanding view of the 72-acre, mile-long Fair site.

Certainly the centerpiece and a major highlight of The 1982 World's Fair is the \$20.8 million United States Pavilion—an architectural wonder and energy showcase with an abundance of awesome and dazzling demonstrations and entertainment. The cantilevered structure rises dramatically six stories into the air, and is crowned by a 5,000-square-foot solar collector running the entire length of the pavilion, powering the building's air conditioning and hot water system.

International Entertainment

Producers of the World's Fair have defined energy in its broadest terms. Thus, the spiritual energy of the world's religions; the creative energy of the world's artists, craftsmen, musicians and entertainers; and the physical energies of some of the world's finest athletes are a part of the Fair.

"Headliner" entertainment including Bob Hope, Bill Cosby and Johnny Cash, Broadway shows, world-renowned orchestras, and ballet and opera companies showcase their very special kinds of energy 12 hours a day, every day of this six-month international exposition, on a variety of stages and in the Tennessee State Amphitheatre (capacity: 2,500), created especially for The 1982 World's Fair.

Nightly fireworks spectaculars; parades; strolling entertainers; theme characters; and international dance, vocal and instrumental groups all add to the color and



excitement every day.

And, of course, The 1982 World's Fair promises food delights and specialties from around the world. With 50 restaurants in all, something to please every palate and taste is available.

Whether it's a planned trip or a stop-over while traveling through the Southeast, a visit to The 1982 World's Fair will reward the visitor with spectacle, knowledge and fun. See the accompanying box for assistance in obtaining specific World's Fair information.

FOR MORE INFORMATION

World's Fair Schedules, Events, Admissions

Write or Call:

The 1982 World's Fair • P.O. Box 1982
Knoxville, Tenn. 37982 (615) 971-1982

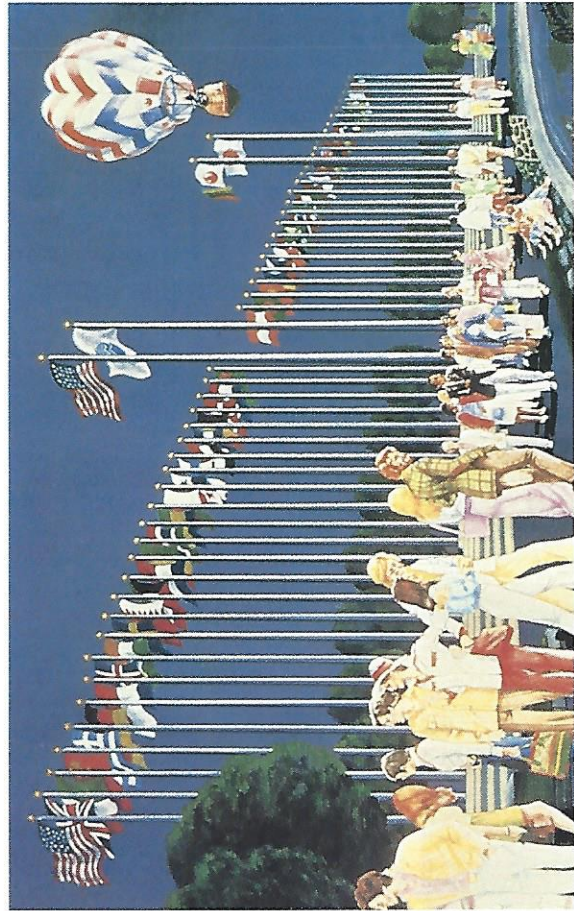
World's Fair Housing Accommodations

1. For Hotel and Motel Availability Call:
(615) 971-1000

2. For Supplemental Housing Availability (Apartments, Condominiums, Unoccupied Single Family Dwellings, Dormitory Rooms, Campsites)

Write or Call:

Lodging Services, Inc. • P.O. Box 2229
Knoxville, Tenn. 37901 (615) 971-4000



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**WHY DRIVE A CAR
WHEN YOU CAN DRIVE A JEEP?**



Anyone who'd call Wagoneer a station wagon has obviously never driven one.

Any similarity between the Jeep Wagoneer Limited and a conventional two-wheel drive wagon is purely coincidental.

Because no conventional full-size wagon gives you all the security, luxury and economy of Wagoneer.

For security, it's the Wagoneer's sure-footed four-wheel drive, performing deftly

under all kinds of pressure... snow buried highways, icy roadways, torrential downpours. Or just digging in off-road to take you far from the maddening crowds.

For luxury, it's an

interior filled with supple leathers, thick carpeting, and a wealth of comfortable appointments you would expect to find only in the plushest automobiles.

And for economy, it's better EPA estimated mileage than any full-size two-wheel drive wagon.*

Luxury, economy and the security of four-wheel drive. With all this, and surprisingly affordable prices, why would anyone drive anything else?

The Jeep Wagoneer Limited. We call it the Ultimate Wagon.

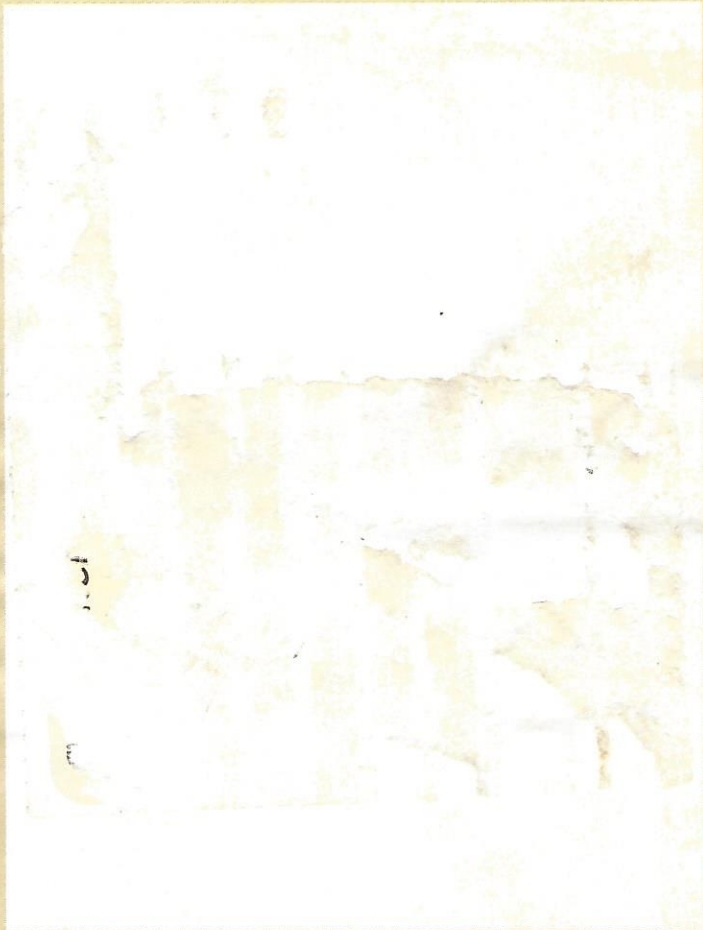
You'll call it beautiful.



Jeep Wagoneer Limited. The Ultimate Wagon.

AT AMERICAN MOTORS

*Use these figures for comparison. Your results may differ due to driving speed, weather conditions and trip length. Actual highway mileage lower. Jeep Corporation, a subsidiary of American Motors Corporation.



 **Jeep**[®]

