



DEAL



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IT'S IN THE CARDS

... If you like adult Western entertainment, you'll enjoy "Maverick", television's top-rated adventure series from Warner Brothers. Popular James Garner and Jack Kelly star as the fabulous Maverick brothers, who would as soon take their chances with cards... or Colts. Follow Bret and Bart every week as they roam 19th century America—and see live-action demonstrations of 'Jeep' vehicles doing jobs that ordinary vehicles can't do in places ordinary vehicles can't go.

Cordially,

Your **Jeep** Dealer





DEAL YOURSELF IN...

SEE LIVE-ACTION DEMONSTRATIONS OF 'JEEP' VEHICLES ON THE TOP-RATED "MAVERICK" SHOW



Newest of the new Forward Control model trucks, the 'Jeep' FC-170 hauls its payload through roadless ravines—easily! This is only one of many "impossible" tasks this versatile vehicle performs in places ordinary trucks can't reach. What's more—it gives you more cargo space per wheelbase than any other 4-wheel drive truck in its weight class.



The world-famous Universal 'Jeep' won fame as wartime's indispensable vehicle, then went on to serve the nation in hundreds of peacetime industries. Engineered from the ground up as a 4-wheel drive vehicle, the rugged 'Jeep' goes through where others go down—in any weather, over any terrain.



More than a station wagon, more than a business vehicle, the 'Jeep' 4-wheel drive Utility Wagon serves both business and pleasure needs. Hauls a half-ton of payload to areas no others would attempt... or takes six passengers for an outing, anywhere! Shifts smoothly from 4-wheel drive to 2-wheel drive for easy, economical highway operation.



One of the many additional uses for a 'Jeep' equipped with power take-off is the 'Jeep'-A-Trench. With it one man can dig trenches six feet deep, up to fourteen inches wide at a rate of 800 feet per hour. Power take-off also operates belt and shaft-driven equipment to work winches, graders, snow plows, hydraulic lifts and other special equipment.



'Jeep' 4-wheel drive vehicles are the most useful, versatile vehicles in the world—especially designed and built for 4-wheel drive off-the-road use to do your toughest jobs! Time-tested, performance-proved 'Jeep' vehicles save you time and money on all your jobs.



...one of the growing Kaiser Industries.

See the 'Jeep' Family of 4-Wheel Drive Vehicles in action on television—then drive a 'Jeep', yourself. Call your 'Jeep' dealer and arrange an on-the-job demonstration today! Keeping America on the move with 'Jeep' 4-Wheel Drive Vehicles is the proud responsibility of Willys Motors... one of the growing Kaiser Industries.

SEE US TODAY FOR AN ON-THE-JOB DEMONSTRATION