

*don't get taken
for a ride!*



ASK ABOUT **Jeep** APPROVED SPECIAL EQUIPMENT AND ACCESSORY OPTIONS



Stratton HYDRO-IMPLEMENT LIFT. Developed exclusively for 'Jeep' vehicles. Provides system for operating any of the numerous standard 3-point hitch implements.



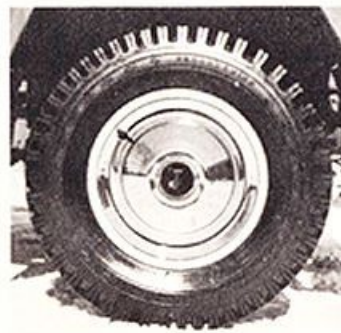
"Sweepster" ROTARY BROOMS. Available for all 'Jeep' 4WD vehicles, in use by cities, schools, contractors, ice rinks—many others. Special sizes for snow removal and street cleaning.



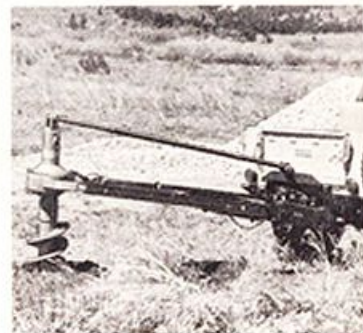
CABS. Steel or fabric cabs available in half or full cab models for all 'Jeep' Universals. Require no body alterations for installation.



ANGLED OZERS. Meyer angledozers are adjustable and reversible for a wide variety of earth, gravel, slag, sand, coal and cinder dozing operations.



WHEEL COVERS. Mirror-finish stainless steel Cutlas wheel covers dress-up your 'Jeep' vehicle. Easy to install... available for 15 or 16 inch wheels.



Roper DIGGERS. Adaptable to 'Jeep' vehicles with lift and rear power take-off. Farm, commercial, nursery-orchard and construction models. Optional accessories.



WRECKER. This Canfield Wrecker can be installed on 'Jeep' Universals, 4WD Pick-up Trucks or Forward Control Trucks as a complete service unit in a few hours.



SELECTIVE DRIVE HUBS. Cutlas or Warn hubs increase gas mileage and tire life, reduce wear on moving parts, make for easier steering.

**VISIT OUR SHOWROOM TODAY.
BE OUR GUEST . . . DRIVE AND TEST!**

**LOOK FOR THIS
APPROVED SEAL**



**. . . YOUR GUARANTEE
OF QUALITY**

BUY ONLY **Jeep APPROVED EQUIPMENT**



see your **'Jeep'** dealer
for factory approved and
inspected **'Jeep'** parts
— and authorized service

"Look-alike" parts and unqualified mechanics can "take you for a ride" . . . in more ways than one! The expense and inconvenience of

"downtime" — that time when your vehicle is out of action — can be increased as a result of unauthorized parts and service.

So why take chances? Your 'Jeep' dealer uses only factory approved and inspected 'Jeep' parts . . . parts that are *made for your 'jeep' vehicle.*

Whether or not you own a 'Jeep' vehicle, you can rely on your 'Jeep' dealer for service know-how. 'Jeep' service technicians will quickly analyze and correct your repair or maintenance problems. Up-to-date factory service manuals and parts and service bulletins help your 'Jeep' dealer to keep your vehicle running better.

Authorized 'Jeep' service is available throughout the country. Next time you have a service or repair problem, see your local 'Jeep' dealer. Better yet . . . to prevent a minor problem from becoming more serious, see him *today!*



for the world's most complete line of 4-wheel drive vehicles *...see your **Jeep**® dealer.*



'JEEP' FC-170 TRUCK carries 3,510 pounds of cargo in the pick-up model, and 3,277 pounds in the platform-stake model, thanks to Forward Control design. Single control transfer case lever shifts quickly between 2- and 4-wheel drive. Six-cylinder, L-Head engine. Dual wheel, 8,000lb. G.V.W. option. (Lighter Forward Control Model FC-150 also available.)



'JEEP' 4WD PICK-UP TRUCK is America's lowest-priced, full-sized 4-wheel drive pick-up. Carries 80% of its curb weight. Available for delivery in six chassis options. Traditional 'Jeep' ruggedness means high trade-in value. Choice of 4- or 6-cylinder engine.



'JEEP' UNIVERSAL CJ-5 blends 4-wheel drive power with 4-cylinder F-Head engine economy. Big 1,476-pound payload capacity. Metal and fabric cabs optional. New convertible top now available. (Model CJ-3B available for lighter vehicle requirements, or Model CJ-6 with 1,564 lbs. capacity, for bigger jobs.)



'JEEP' 4WD UTILITY WAGON carries six passengers or a half-ton of cargo. All-purpose, business-pleasure vehicle. Low initial cost, inexpensive operation and upkeep. Piano-hinged tailgate opens to 39½ in. by 58½ in. Choice of engines.



'JEEP' FLEETVAN (2-wheel drive) is the newest addition to the 'Jeep' vehicle line. Designed for multi-stop pick-ups and deliveries. Easy handling, all-direction visibility. Optional conventional or automatic transmission.

**WATCH "MAVERICK" AND "HONG KONG" EVERY WEEK ...
SEE 'JEEP' VEHICLES IN ACTION**

**'JEEP' VEHICLES ARE MADE ONLY BY WILLYS MOTORS, INC.
TOLEDO 1, OHIO**