

**TO GET
THE
LION'S
SHARE...**



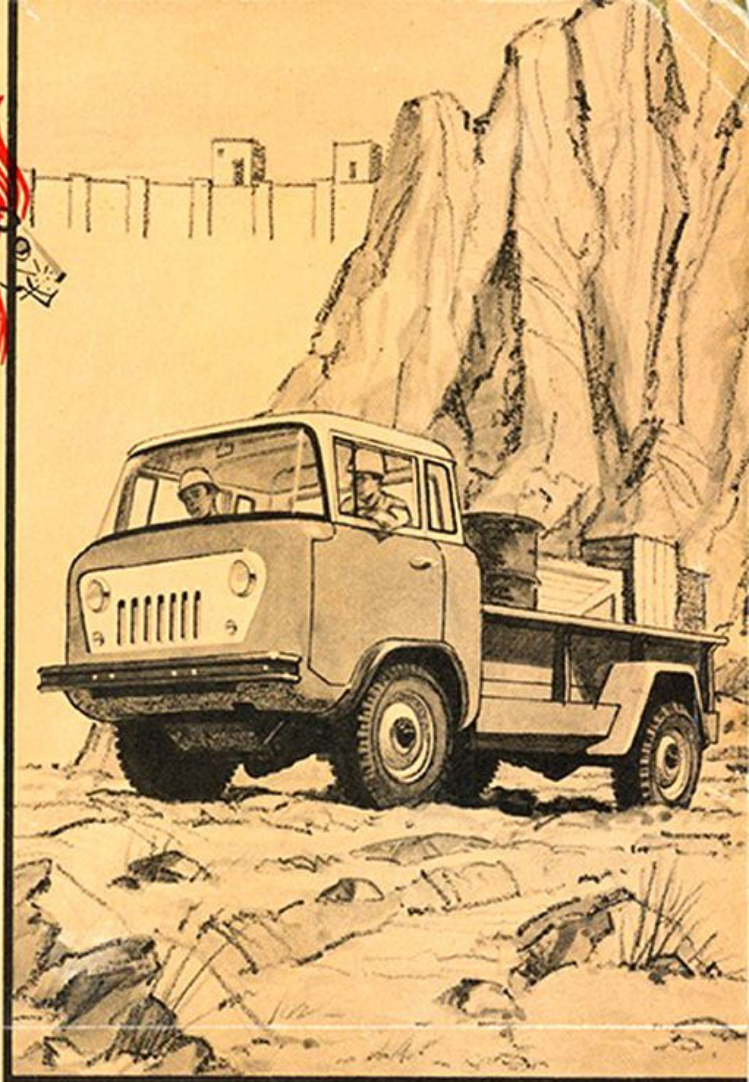


The 'Jeep' FC-170 Forward Control Truck has a big appetite for hard work! In jungle, desert, forest, mountains . . . or in the heart of civilization . . . 'Jeep' 4-Wheel Drive gets the job done!

Engineered from the ground up as a 4-Wheel Drive vehicle, the versatile FC-170 does thousands of jobs in business, industry and agriculture. Mobile power from three power take-off points operates wreckers, winches, snow plows and dozens of other pieces of special equipment.

Modern Forward Control design gives the 'Jeep' FC-170 greater cargo area and payload capacity per inch of wheelbase than any other vehicle in its class. With a pickup box longer than 9 feet, it hauls a 3,510 pound payload on a compact 103 $\frac{5}{8}$ inch wheelbase! And no other truck of comparable capacity turns in the short—21 feet, 10 inches—radius required by the FC-170.

The high-torque "Super-Hurricane" 6-cylinder engine cuts operating costs. It features a tough alloy block, chromium rings, hard-faced valves and inserts with positive exhaust rotation, aluminum alloy pistons, heavy-duty bearings and floating oil intake.



Jeep® Forward Control FC-170 TRUCK

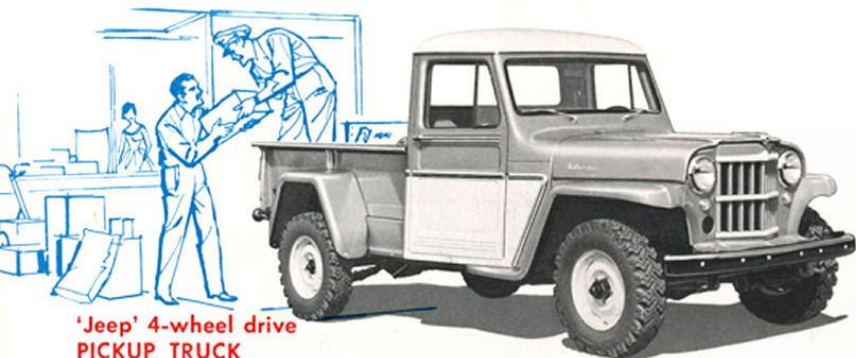
The 'Jeep' FC-170 Truck is available as follows:

1. Stripped chassis, cowl and windshield and chassis, or closed cab and chassis, in either 7,000 or 8,000 pounds G.V.W.*
2. Pickup Truck, in 7,000 G.V.W.
3. Platform Stake Truck, in 7,000 G.V.W. or 8,000 G.V.W.

* The optional 8,000 G.V.W. FC-170 has dual rear wheels, heavy-duty springs and shocks and full-floating rear axle, making possible payloads up to 4,159 pounds.

TO GET THE LION'S SHARE OF WORK DONE, YOU NEED A **Jeep** FC-170 TRUCK

THE 'Jeep' FAMILY OF TOUGH 4-WHEEL DRIVE VEHICLES . . .



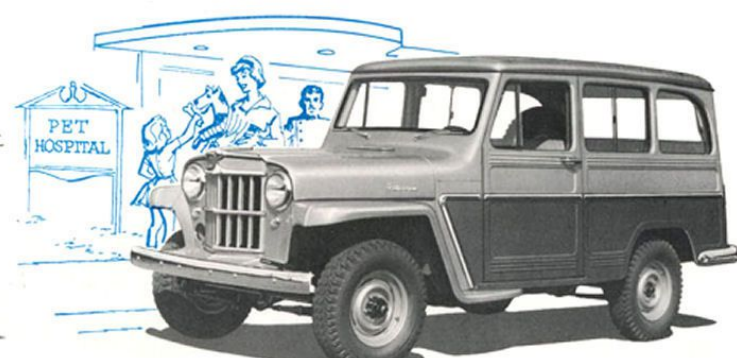
**'Jeep' 4-wheel drive
PICKUP TRUCK**

America's lowest priced full-sized 4-wheel drive pickup truck has a load capacity equal to 80% of its curb weight. This sure-footed 4-wheel drive pickup hauls a big 2,689 lb. payload anywhere. Heavy duty shock absorbers and springs add years to this vehicle's life. The 'Jeep' Pickup's all-steel body and frame are reinforced by 6 heavy duty cross-members. Styling, eleven two-tone color combinations and choice of trim options make it one of the best looking trucks on the road. And you have a choice of 4-cylinder F-head or 6-cylinder L-head engines.



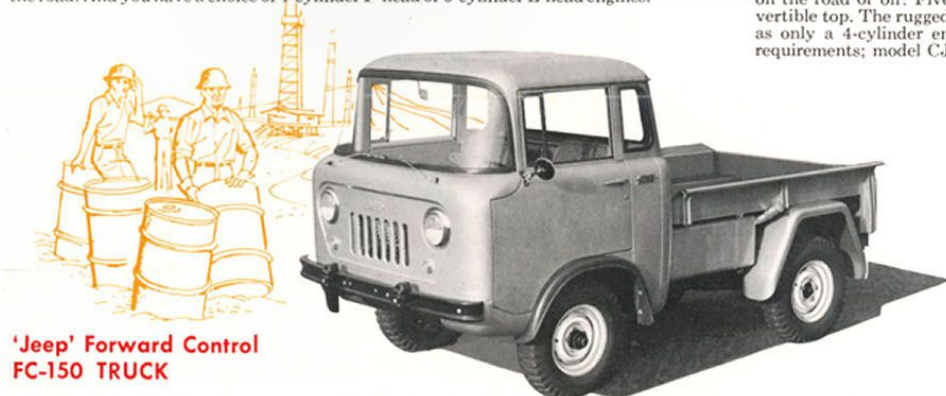
'Jeep' UNIVERSAL MODEL CJ-5

The world famous 'Jeep' Universal has proved itself *on the job!* It has an enviable reputation for economy and dependability. The CJ-5 carries 5 adults or hauls a 1,476 lb. payload. Its tough frame provides rigidity and endurance. And a short wheelbase makes the CJ-5 easy to handle, easy to maneuver—on the road or off! Five top options are available, including a new white convertible top. The rugged F-head Hurricane engine gives you operating economy as only a 4-cylinder engine can. (Model CJ-3B available for lighter vehicle requirements; model CJ-6 for heavy-duty work.)



'Jeep' 4-wheel drive UTILITY WAGON

The 'Jeep' 4-wheel drive Utility Wagon can carry 6 adults or 1,000 lbs. of cargo with ease! Low initial cost and years of trouble-free operation make this wagon ideal for business or pleasure. This rugged 'Jeep' vehicle features stylish exterior moldings, seat fabrics, and eleven harmonious two-tone color combinations. A sensible 39½ in. high x 58¼ in. wide tailgate eases loading. And you have your choice of 4 or 6 cylinder engines.



**'Jeep' Forward Control
FC-150 TRUCK**

"Up-Front" engineering lets you carry a big 1,727 lb. cargo on only 81 inches of wheelbase. This 5,000 lb. G.V.W. truck is available with either heavy duty stake or pickup body. The extra-wide tread (57 inches) and shorter turning radius (18½

feet) make the FC-150 the most maneuverable and versatile 4-wheel drive vehicle in its class! And you get the world famous 4-cylinder Hurricane engine . . . built for top performance, top endurance.

AND . . . THE NEW 2-WD 'JEEP' FLEETVAN

Here's America's newest delivery vehicle—the 'Jeep' Fleetvan! Low initial cost, top operating economy and large cargo capacity make the Fleetvan ideal for multi-stop pickups and deliveries. Driver can walk in from either side—and while driving, can see the road 36° in front of the bumper. Ease of handling, excellent visibility and rapid park-ability.



THE WORLD'S ONLY COMPLETE LINE OF 4-WHEEL DRIVE VEHICLES . . .

'Jeep' VEHICLES ARE USE TESTED, ABUSE TESTED OVER BILLIONS OF SERVICE MILES

MADE ONLY BY WILLYS MOTORS, INC., TOLEDO 1, OHIO

'Jeep' vehicle owners . . . if you have driven your 'Jeep' vehicle 75,000 miles or more and can verify it, please write Advertising and Merchandising Department, Willys Motors, Inc., Toledo 1, Ohio.

. . . see **'Jeep'** vehicles in action on "MAVERICK," "HONG KONG" and the "JACK PAAR SHOW."



SERVICE BODY. The Stahl Service Body protects tools in weather-proof, locking compartments. The heavy steel construction assures years of trouble-free service.



SELECTIVE DRIVE HUBS. Warn or Cutlas hubs increase gas mileage, prolong tire life and don't interfere with speed or power selection in either 2 or 4-wheel drive.



'JEEP'-A-TRENCH. The Auburn 'Jeep'-A-Trench with a variety of bits and booms, digs trenches up to six feet deep, 14 inches wide and at speeds up to 640 feet per hour.



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

BUY ONLY *Jeep* APPROVED SPECIAL EQUIPMENT AND ACCESSORY OPTIONS



CONVERTIBLE TOP. New White Mfg. Co. all-season top fits 'Jeep' CJ-3B and CJ-5 Universal without alterations. Low contour, light weight, quality construction. Black or white.

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



LOOK FOR THIS APPROVED SEAL... YOUR GUARANTEE OF QUALITY