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friend?



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try the **Jeep** universal . . . the best friend a working man ever had!

Here's a friend that will *never* let you down! Built for work, the 'Jeep' Universal handles any job. With its three power take-off points you can run welders, trenchers, snow plows and many other pieces of special equipment. Four-wheel drive carries you over the most rugged terrain.

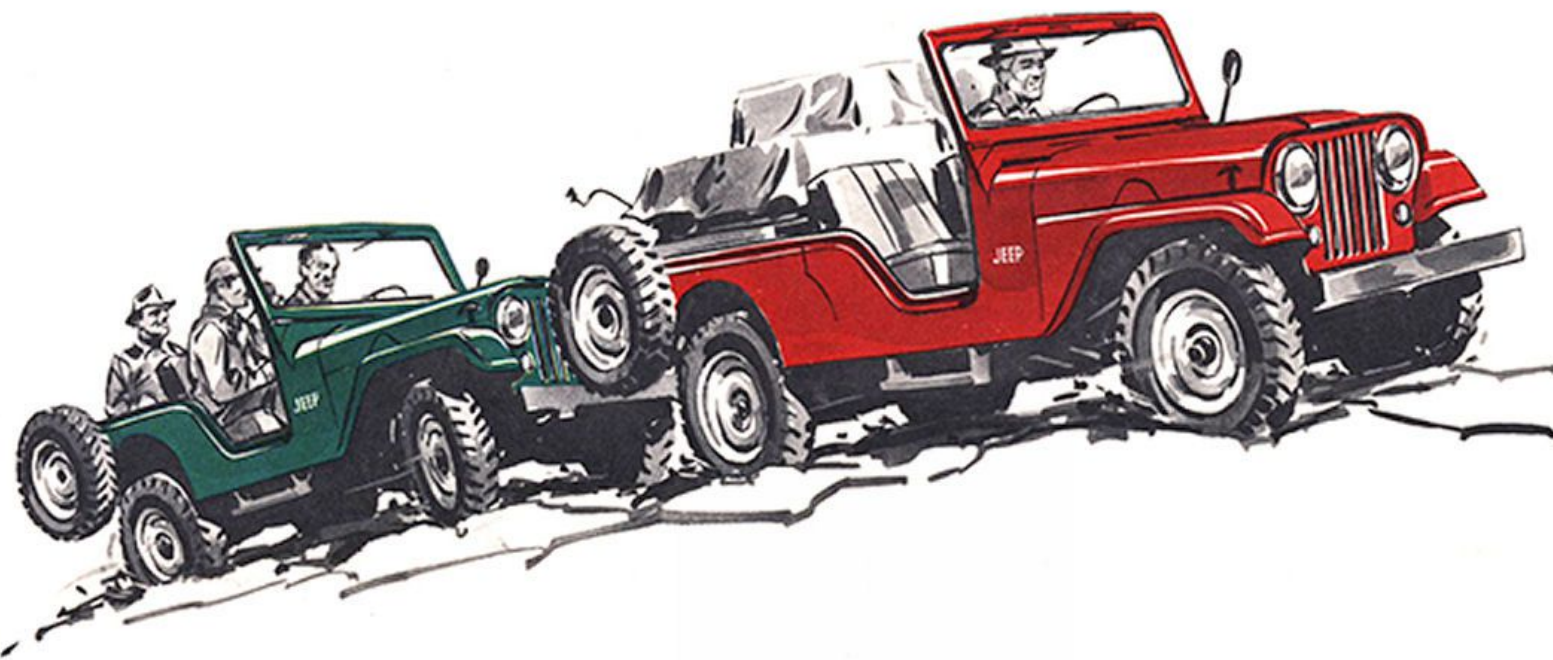
The 'Jeep' Universal goes anywhere on the road, *or off*, and has what it takes to complete any job no matter how tough! As a hauler of men or cargo, *or* when used with 'Jeep' approved equipment to do a variety of jobs, nothing can match the 'Jeep' Universal. So, if you live in the city or in the country, on a mountain or in a valley—make friends with the 'Jeep' Universal, the best friend any man (or woman) ever had!

'Jeep' Universal, Model CJ-5

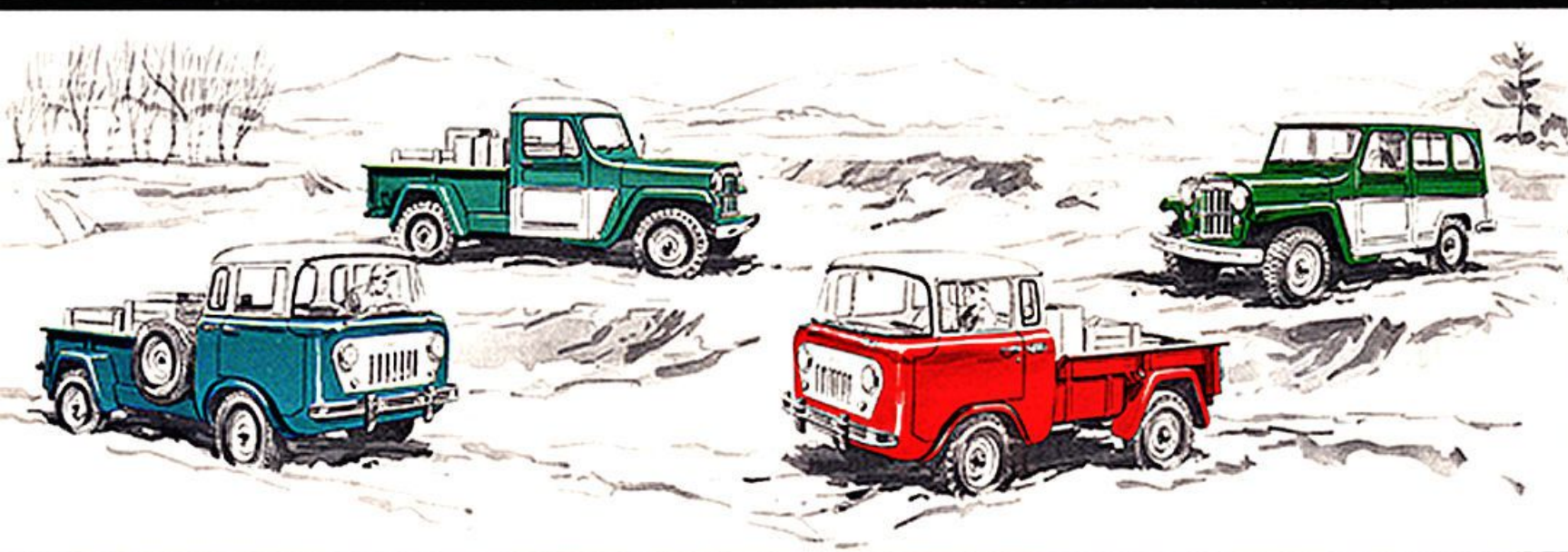
The world famous 'Jeep' CJ-5 Universal has an unbeatable reputation for economy and dependability. The CJ-5 carries 5 adult passengers or hauls a 1,476 lb. payload. Its sturdy body is mounted on a tough 'Jeep' frame, designed to relieve road strain and add to rigidity and endurance. And a short wheelbase makes the CJ-5 one of the easiest handling and most maneuverable vehicles on the road—*or off*! Optional metal or fabric tops and cabs are available. F-head, 4-cylinder "Hurricane" engine.

'Jeep' Universal, Model CJ-6

Here's the biggest of the 'Jeep' Universals—the CJ-6. This rugged vehicle carries a 1,564 lb. payload in a 6 ft. cargo bed (tailgate extended). Or the CJ-6 hauls 6 full grown men easily. The Universal CJ-6 was engineered to insure excellent weight distribution on a 101 in. wheelbase. This advanced design principle adds riding comfort and insures added safety. And of course the CJ-6 operates a wide variety of 'Jeep' approved special equipment from its three separate power take-off points. F-head, 4-cylinder "Hurricane" engine.



here are 4 more friends in the 'Jeep'[®] family of 4-wheel drive vehicles... *and*



THE NEW 'Jeep'[®] *FLEETVAN*



'Jeep' FC-170 Truck

The 'Jeep' FC-170 gives you top performance with functional styling. Its efficient, economical high torque "Super-Hurricane" 6-cylinder engine cuts operating costs. The payload capacity per inch of wheelbase is greater than any other vehicle in its weight class. The FC-170 hauls a 3,510 lb. payload in the pick-up model on a 103½ in. wheelbase. Forward Control styling increases visibility—you see the road 6 ft. from the front bumper. And no other truck of equal capacity turns in so short a radius! Modified platform stake models with optional 3,000 lb. and 9,000 lb. G. V. W. are available with heavy-duty rear end and dual rear wheels.

'Jeep' 4WD Pick-Up Truck

The low-priced 'Jeep' 4-wheel drive pick-up truck has a load capacity equal to 80% of its curb weight. This sure-footed 4-wheel drive pick-up hauls a big 2,689 lb. payload anywhere. Heavy duty shock absorbers and springs add years to this vehicle's life. The 'Jeep' pick-up's all-steel body and frame are reinforced by 6 cross-members. Rugged styling, two-tone color combinations and exciting trim options make it the handsomest truck on the road. And you have a choice of 4-cylinder I-head or 6-cylinder I-head engines.

'Jeep' FC-150 Truck

The 'Jeep' FC-150 Truck features maximum payload on minimum wheelbase. This 5,000 lb. G.V.W. truck is available in either stake or pick-up models. Forward Control engineering lets you carry a 1,727 lb. cargo in the pick-up, 1,635 lb. in the stake on an 81 in. wheelbase. The wide tread (57 inches) and short turning radius (18½ feet) make the FC-150 maneuverable and versatile on the road or off! World famous 4-cylinder "Hurricane" engine.

'Jeep' 4-Wheel Drive Utility Wagon

In the 4-wheel drive 'Jeep' Utility Wagon, six adults or 1,000 lbs. of bulky cargo are transported with ease. Low initial cost and years of trouble-free operation make this wagon ideal for business or pleasure. This rugged 'Jeep' vehicle features handsome seat fabrics and colorful paint combinations. The big 39½ in. high by 58½ in. wide piano hinged tailgate eases loading. And you have your choice of 4 or 6 cylinder engines.

The New 'Jeep' Fleetvan

Here's America's newest delivery vehicle—the 'Jeep' Fleetvan. Low initial cost, top operating economy and more cargo capacity per inch of wheelbase ideally suit the Fleetvan for multistop pick-ups and deliveries. Easy handling, maximum all-direction visibility and quick "parkability" mean faster, better operating efficiency. To be available with either conventional or automatic transmission. Optional right or left-hand drive. Coming soon!

The world's most complete line of 4-wheel drive vehicles... Made only by WILLYS MOTORS, INC., Toledo 1, Ohio

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

HERE ARE SOME OF THE **Jeep** APPROVED SPECIAL EQUIPMENT OPTIONS



CABS. Either steel or canvas cabs are available in half or full cab models for all 'Jeep' Universals. They require no body alterations for installation.



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



WINCHES. Ramsey or Koenig, front, rear or bed-mounted winches are especially constructed to be used with all 'Jeep' 4-wheel drive vehicles.



SELECTIVE DRIVE HUBS. Warn or Cutlas hubs increase gas mileage, increase 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 610 feet per hour.



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.



SNOW PLOW. The Meyer Snow Plow is available in two types: reversible and "V" blade, in 72-inch, 84-inch, and 96-inch widths. It can be installed on all 4-wheel drive 'Jeep' vehicles.



ANGLE DOZERS. Meyer Angle Dozers are adjustable and reversible for a wide variety of earth, gravel, slag, sand, coal and cinder dozing operations.

COME DOWN TO OUR SHOW ROOM TODAY! SEE AN ON-THE-JOB DEMONSTRATION OF THE 'JEEP' VEHICLE YOU NEED!

LOOK FOR THIS



APPROVED SEAL . . . YOUR GUARANTEE OF QUALITY

BUY ONLY **Jeep APPROVED EQUIPMENT**