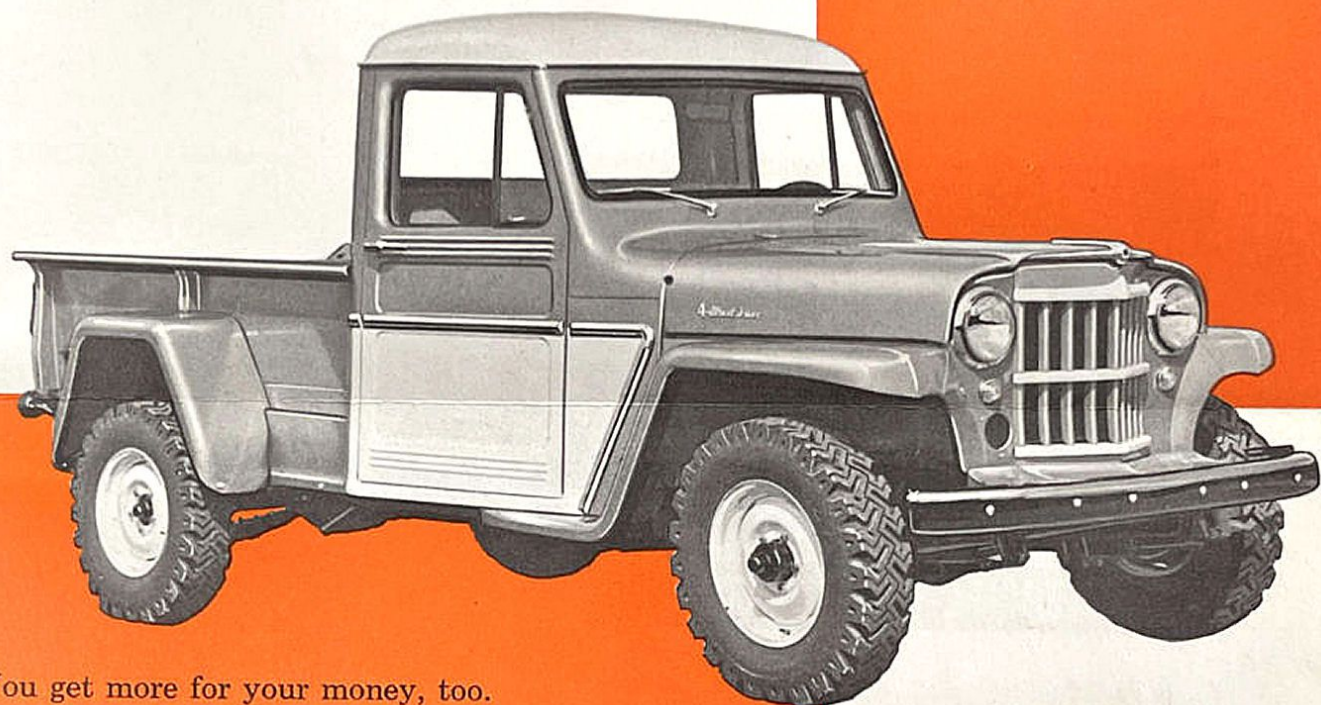


Willing
Worker..



THE **Jeep**®

4-WHEEL DRIVE PICK-UP TRUCK



Here's a worker that **thrives** on variety! The versatile 'Jeep' Pick-up Truck with 4-wheel drive and three power take-off points does the work of a *dozen* vehicles . . . whether it's pushing, pulling, hauling, hoisting or loading.

With 'Jeep' Approved Equipment this truck will tow, winch, sweep—or do any of a variety of widely different specialized jobs. Whatever the job, the 'Jeep' Pick-up Truck covers a lot of ground . . . and **then** some!

You get more for your money, too. It's America's **lowest-priced, full-sized 4-wheel drive pick-up truck**. And . . . rugged 'Jeep' construction keeps the vehicle on the job longer, keeps resale value higher.

Featuring a load capacity of 80% of its curb weight—2,689 lbs.—the 'Jeep' Pick-up Truck comes in six chassis options and is available in eleven two-tone color combinations. Heavy-duty shock absorbers and springs ease riding, and the all-steel body and frame are reinforced by six cross members for greater safety. Choice of time-tested, world-proven 4 or 6-cylinder "Hurricane" engine.



THE WORLD'S MOST WILLING WORKERS!

'JEEP' UNIVERSAL, MODEL CJ-5

Here's a workhorse combination of power and economy — the 'Jeep' Universal CJ-5 with 4-wheel drive and 4-cylinder engine. The "world's most convertible vehicle" features five top options — metal full cab, metal half cab, fabric full cab, fabric half cab and a new convertible top in either black or white. Carries 1,476 lbs. payload. Lighter weight, lower cost Universal model CJ-3B, and heavy-duty model CJ-6 also available.



NEW 2-WHEEL DRIVE 'JEEP' FLEETVAN

Newest member of the 'Jeep' vehicle family, the Fleetvan is the economy van for all light-duty, multi-stop delivery needs. Backbone of this new vehicle is the rugged 'Jeep' chassis and the economy minded 4-cylinder "Hurricane" engine. With an overall length of only 154 in. and an 81 in. wheelbase, the highly maneuverable Fleetvan turns more sharply than any competitive vehicle. Its compact length and width save up to 25% on garage space. The driver can enter either side of the Fleetvan and while driving can see a three-foot high object on the road only 12 in. from the front bumper.



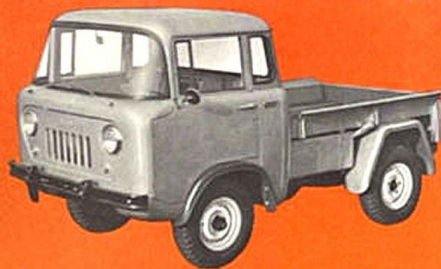
'JEEP' FC-170 TRUCK

Forward Control Design puts the engine up front, adds payload space to the pick-up box or platform stake. FC-170 loads 3,510 lbs. in the pick-up, 3,277 lbs. in the stake. Dual rear wheel stake, 8,000 lb. G.V.W. option carries 3,256 lbs. of cargo. Short turning radius of 21 ft., 10 in. means greater maneuverability and handling ease. Six-cylinder, L-Head engine.



'JEEP' FC-150 TRUCK

Smaller version of the Forward Control concept, the FC-150 out-loads any vehicle in its weight and price class — 1,727 lbs. in the pick-up, 1,635 in the stake model. Low bed of 24½ in. makes loading easier. Fifty-seven in. wide tread and 18½ ft. turn radius mean better cornering, greater maneuverability. Four-cylinder, F-Head engine.



'JEEP' 4-WHEEL DRIVE UTILITY WAGON

The all-purpose 'Jeep' Utility Wagon seats six people or hauls 1,000 lbs. of cargo. 'Jeep' 4-wheel drive puts extra traction in all the action — whether it's a big day's job or a weekend pleasure trip. Piano-hinged tailgate opens 58½ in. wide by 39½ in. high. Platform height of 25 in. eases loading. Available in eleven two-tone body colors with harmonized seat fabrics and interiors. Choice of 4 or 6-cylinder engine.



SEE **Jeep** VEHICLES
IN ACTION...

on MAVERICK and
FOLLOW THE SUN

VERSATILE ...

POWERFUL ...

VIRTUALLY
INDESTRUCTIBLE!

*There's nothing that
compares with a
'Jeep' vehicle...
unless it's
another
'Jeep' vehicle!*

THE WORLD'S ONLY COMPLETE LINE OF 4-WHEEL DRIVE VEHICLES IS MADE BY
WILLYS MOTORS, Inc. • Toledo 1, Ohio

BUY ONLY **Jeep** APPROVED SPECIAL EQUIPMENT AND ACCESSORY OPTIONS



CANFIELD WRECKER can be installed on 'Jeep' Universals, 4WD Pick-up Truck or Forward Control Trucks, including the 8000 lb. G.V.W. dual wheel option, as a complete service unit. Power or manually operated models.



MEYER SNOW PLOWS, in either reversible or "V" blade type, are available in 72 in., 84 in., 90 in. and 96 in. widths. With electric hydraulic lift can be installed on all 'Jeep' 4WD vehicles. Blade is completely visible during plow operation.



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



WILLYS CABS, either metal or fabric, are available in both half cab and full cab models for all 'Jeep' Universals. Require no body alterations for installation.



KOENIG and RAMSEY WINCHES are custom constructed for all 'Jeep' 4WD vehicles. Front, rear or bed-mounted. Modern design, rugged construction. Capstan also available.

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



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