

WORLD'S MOST USEFUL VEHICLE

RUGGED, VERSATILE, DEPENDABLE

BIG PAYLOAD—60% OF CURB WEIGHT

OPTIONAL CANVAS TOPS OR METAL CABS

ECONOMICAL 4-CYLINDER ENGINE

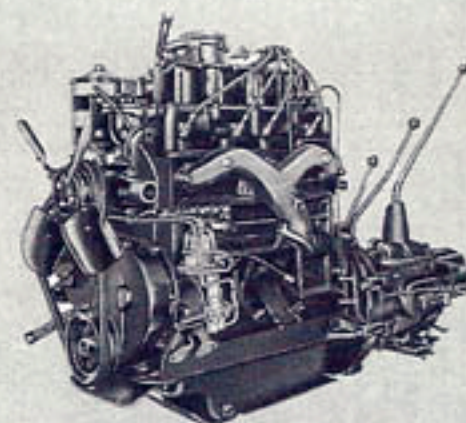


**Jeep UNIVERSAL
MODEL CJ-3B**

Jeep 4-CYLINDER F-HEAD "HURRICANE" ENGINE

Positive exhaust valve rotation, cast-in-head intake manifold, aluminum alloy pistons increase the life span of this remarkable engine—give you dependable performance, money-saving mileage and more maintenance-free service.

*72 H.P. @ 4000 R.P.M.;
114 lbs. ft. Torque @
2000 R.P.M.; Displace-
ment 134.2cu. in.*



**WE HAVE A 'JEEP' VEHICLE
FOR YOUR TOUGHEST JOB!**



Jeep

UNIVERSAL CJ-5

Jeep

UNIVERSAL CJ-6

Jeep

UNIVERSAL CJ-3B

Jeep

DISPATCHER

Jeep

UTILITY WAGON

Jeep

PANEL DELIVERY

Jeep

PICK-UP TRUCK

Jeep

FORWARD CONTROL
FC-150

Jeep

FORWARD CONTROL
FC-170

**WILLYS MOTORS, INC.
WILLYS-OVERLAND EXPORT CORP.**



KNOWN THE WORLD OVER... USED THE WORLD OVER EVERY DAY... IN THOUSANDS OF DIFFERENT JOBS

First in war... first in peace... first world-famous 4-wheel drive vehicle. Modern 'Jeep' Universal retains the power and stamina of its combat cousin—combines them with new ruggedness, design and utility. Truly, the universal vehicle!

Recognized everywhere as the economy-sized vehicle that delivers king-sized performance, the 'Jeep' Universal on an 80 in. wheelbase hauls a big, 1200 lbs. payload... or five passengers. Cargo bed measures 36 in. by 38 in. with tailgate up.

In busy service stations and garages 'Jeep' Universals tow stalled cars and trucks, power welders, generators and other equipment. Snow plow attachment keeps drive-ways and other working areas clear in bad weather.

While the 'Jeep' Universal serves many city people as a second car, it is the only passenger car for families living in outlying areas—particularly where there are poor roads, rough terrain and hilly country. Makes an ideal hunting, fishing and camping vehicle, too.

In agriculture, industry, public service, transportation, and communications... wherever something must be pushed, pulled, hauled, hoisted, or supplied power—wherever and whenever there's a tough job, you'll find the 'Jeep' Universal.

With power take-off front, center and rear the 4-wheel drive 'Jeep' Universal can do more work than any single vehicle in its weight class. Standard transmission gives you nine forward and three reverse power combinations. Canvas half or full tops available. Metal cabs also available.



SPECIFICATIONS OF THE 4-WHEEL DRIVE 'JEEP' UNIVERSAL, MODEL CJ-3B

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE

G.V.W. 3500 lbs. **WHEELBASE** 80 in.

OVERALL LENGTH 129¼ in. **OVERALL WIDTH** 68¾ in.

TREAD 48¼ in. **OVERALL HEIGHT** 66¼ in.

AXLES—Type: Hypoid, Hotchkiss drive, full-floating front, semi-floating rear. Ratios: 5.38:1. Capacities: Front, 2000 lbs.; Rear, 2500 lbs.

BRAKES—Service: Bendix hydraulic, 9 in. drum diameter, 117.8 sq. in. total effective area.

CLUTCH—Single, dry plate with torsional damping, 72 sq. in. area.

COOLING—Cellular, 11 qts.

ELECTRICAL—Battery: 50 Amp. Hour, 12-volt (6-volt optional). Generator: 45 Amp. capacity.

ENGINE—"Hurricane"—4-Cyl. F-Head, 2-in. intake valves in head, exhaust valves in block. Bore and stroke 3½ in. x 4½ in. Displacement 134.2 cu. in. Max. H.P. 72 @ 4000 R.P.M., Taxable H.P. 15.63. Torque 114 lbs. ft. @ 2000 R.P.M. Compression ratio 6.9:1 (7.4:1 optional).

FRAME—Truck type, U-channel, 5 crossmember.

FUEL TANK—Capacity: 10½ gallons.

SHOCK ABSORBERS—Direct acting, airplane-type hydraulic.

SPRINGS—Semi-elliptical leaf type. Front: 36¼ in. x 1¾ in., 10 leaves, Rate 260 lb./in., Capacity 650 lb. Rear: 42 in. x 1.69 in., 9 leaves, Rate 190 lb./in., Capacity 800 lbs.

STEERING—Cam and lever, overall ratio 17.9:1.

TIRES—6:00 x 16 All-service standard. Other sizes optional.

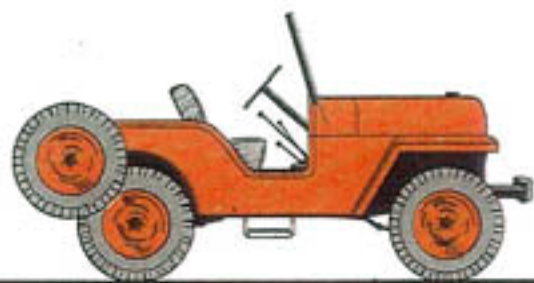
TRANSFER CASE—2 speeds, 1.00:1; 2.46:1.

TRANSMISSION—3-speed syncromesh. Ratios: 1st—2.798:1; 2nd—1.551:1; 3rd—1.000:1; Reverse—3.798:1.

WEIGHT, CURB—2243 lbs.

WHEELS—5 disc type, 4.50 x 16, 5 stud.

'Jeep' UNIVERSAL



MODEL CJ-3B

4-WHEEL DRIVE

G.V.W.—3,500 lbs.