

WILLYS VEHICLES

4-WHEEL-DRIVE



4-WHEEL DRIVE Serves Industry and Agriculture in a thousand different ways!

Builders
Contractors
Crop Dusters
Construction Workers

Cell Engineers
Excavators
Exploration Parties
Electricians
Farmers
Forest Rangers

Geologists
Highway Engineers
Hunting & Fishing Guides
Lumbermen
Mining Engineers
Oil Well Drillers
Pipeline Workers
Pumpers
Raid Police

Prospectors
Ranchers
Recreation Operators
Repair Workers
Shoepackers
Surveyors
Service Station Operators
Telephone Linemen
Towing Contractors
—and countless others

Equipment specifications and this company's designs affect vehicle operation and performance.

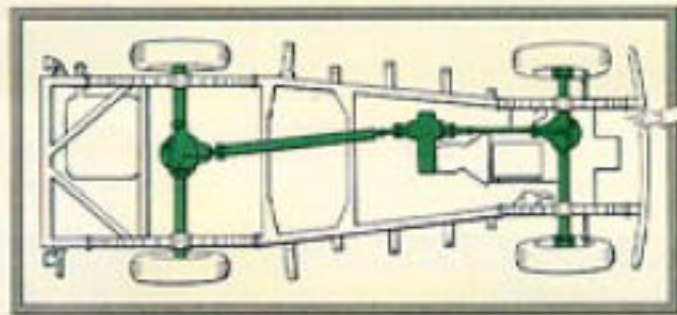
BAD WEATHER...

BAD ROADS...

OR NO ROADS AT ALL!

4-Wheel Drive... *gets thru and gets the job done!*

A rugged 4-wheel-drive Willys vehicle is the answer to your toughest hauling problems because it keeps going when others quit. All four wheels work together—pull together—to provide the extra traction needed to get loads through deep mud, sand or snow. With ease, you climb steep grades, cross rough open country, travel roads impassable to anything but a horse.



On smooth roads or level ground, you operate a 4-wheel-drive vehicle just like any other car with a standard shift. When necessary, just flick a lever and change over to 4-wheel drive. A special low gear range gives extra pulling power for emergencies, assures you

of dependable "go-anywhere" transportation regardless of weather or driving conditions. A wide choice of gear ratios—six speeds forward and two reverse—lets you balance power and load for maximum economy and performance.

Willys