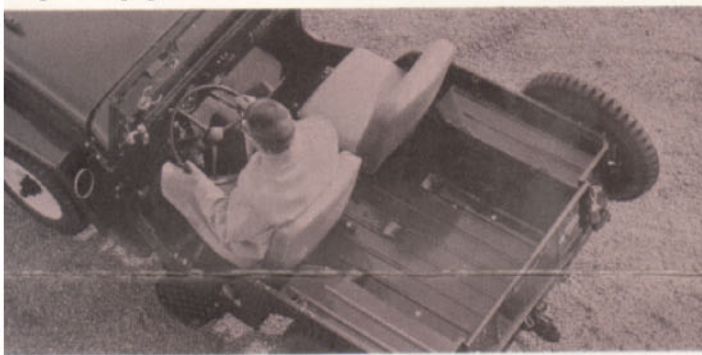




You see it everywhere . . . because the 'Jeep' CJ-3B is a real go-anywhere, do-anything performer! The CJ-3B's sure-footed traction and high-power drive to all four wheels will carry the load up steep grades, through streams and over mud and snow—on or off the road. And the CJ-3B keeps working on the job when equipped with power takeoff and 'Jeep' approved special equipment.



Big, rugged, roomy. Padded cushion seats comfortably hold two b-i-g men up front. Gauges are positioned for rapid, easy reading. Both transmissions and transfer box gear levers are ideally located for sure, quick shifts. Lots of room in back, too. Rated at 2500 lbs., the rear axle will carry the 1257-lb. payload on the 36 x 38-inch cargo bed.



Positive four-wheel drive, 14 tire options and an eight-inch ground clearance make almost any terrain your roadway. Minimum front and rear overhang permits passage through gullies and ditches not ordinarily traversed. Direct-action shocks keep the wheels in traction and the CJ-3B on course even over the roughest ground. Provides smooth, care-free



Universal CJ-3B GOES EVERYWHERE!



With a turn radius of 17 ft., 6 in. on an 80-inch wheelbase, greater acceleration and better traction, you'll get where you're going faster, easier in the 'Jeep' CJ-3B. The short turn radius provides high maneuverability, effortless handling and easy parking.



Keep your 'Jeep' CJ-3B on-the-job with 'Jeep' Authorized Special Equipment. Snow plows or sprayers, hitches or winches—they're all at home with the CJ-3B. Three PTO points let you operate a variety of special equipment while the CJ-3B is stopped, or moving. Several fabric top options, and metal cab too. Choose from the open top, half top, full top, or convertible plus several metal cab electives. Your experienced 'Jeep' dealer has the approved equipment that best suits your needs.



This CJ-3B is moving under full load up a 60 per cent grade—taking it like it would your driveway. Constant, reliable power to all four wheels keep the CJ-3B moving all the way to the top. Then 4-wheel drive, turning against engine compression, will bring you safely down. The CJ-3B will pull a full 2319 lbs.—over 100 per cent its own curb weight. See your 'Jeep' dealer soon.