takes you beyond the end of the road !

FOR CONSTRUCTION SUPERVISORS . . . Bronco is a handy vehicle for getting around a construction site. It gets you out to the job in a hurry in conventional two-wheel drive. Flick the single transfer case lever into four wheel drive, and go barreling along over rocks and ruts right up to where you're needed. With Bronco, you don't walk to the job; you drive! No need to baby Bronco, either. Like its namesake, Bronco is a sturdy mount . . . with lots of heart and stamina.

FOR SERVICE STATION OWNERS . . . Save your heavy wrecker for the big jobs. Your Bronco can't be beat for chasing parts, taking first aid out to a motorist in distress, pushing stalled cars, making business calls, as a courtesy loaner. Hook on a snowplow or rotary broom to keep your driveways clear. Properly equipped with the many attachments available, it will push, pull, lift and lower. And you'll find driving your Bronco a pleasure, too!

FOR RALLYING . . . Like a challenge? So does Bronco. Take it along with you to the next cross-country rally, and you'll find you have a real winner! Up hill, down dale, across streams, up steep grades and over rock-strewn terrain, Bronco has the stuff that makes champions. Six-cylinder engine, fully synchronized transmission, single-lever shift with two-speed transfer case, 4-wheel drive, oil pressure gauge and ammeter are standard.