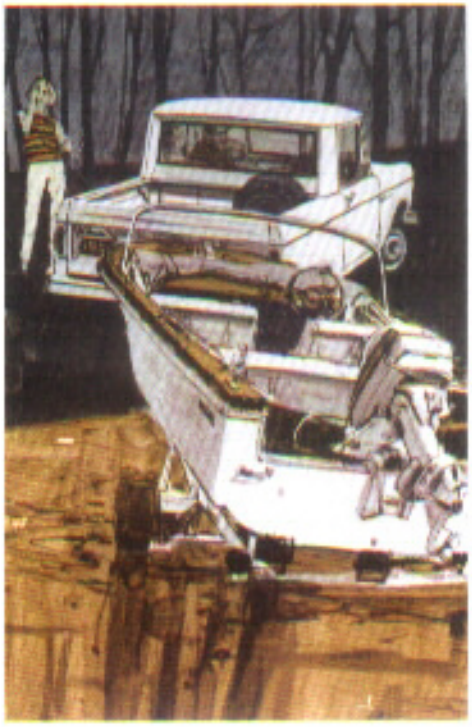
BRONCO . . . Ford's new 4-wheel-drive vehicle



FOR OUTDOOR RECREATION . . . Bronco brings the great outdoors to you. Surefooted all-wheel drive takes you into uncluttered deep country and back. Designed for rugged, cross-country operation, Bronco's unique Mono-Beam front suspension smooths out the bumps; shortest turning radius of any vehicle of its type gets you around any obstacle; good ground clearance in front, under and behind minimizes chance of being "hung up."

FOR IN-CITY ERRANDS . . . How about quick service on that special part that's holding up the job? You can count on real service when your supplier drives a Bronco, the vehicle of 1,001 uses. Ideal for city use, Bronco is nimble in tight spaces, operates very economically, shrugs off high idle, stop-and-go traffic, carries all you want to take with you within easy reach because of a full-width tailgate and one hand-operated tailgate latch.

FOR RANCHING . . . Bronco is a natural for farm and ranch! With special equipment, readily obtainable from or through your Ford Dealer, it will dig postholes, winch out logs, spray trees, cut grass, dig trenches, cut timber, fight fires, stalk predators . . . yes, and even herd cattle. Bronco's big 170-cu. in. six-cylinder engine and an optional power take-off runs all kinds of front- or rear-mounted auxiliary equipment. Home on the range was never like this!

BRONCO . . . DESIGNED TO GO ANYWHERE, DESIGNED TO BE VERSATILE!

In most states, your all-purpose Ford Bronco may be registered as either a passenger car or truck, depending upon the way you use the vehicle. Check with your state motor vehicle department when you buy your license plates.