Whatever your brand of work-or-play excitement . . . Bronco's the way to go!

Bronco's the best way ever to answer the call to adventure. Zip down highways . . . exclusive cushion-beam front suspension smooths your ride. Shift into 4-wheel drive and Bronco takes you where the fun begins after the roads quit. Discover the excitement of dashing down a wave-swept beach, exploring a towering forest, locating a long-forgotten fishing spot.

But Bronco's designed for more than fun. It's a real weekday workhorse. Bronco gets you through mud, sand or snow . . . almost any place your business takes you. Hook up power take-off and a winch, snowplow or rotary brush and the job's done fast.

Bronco's a great town car, too! Road-smoothing cushion-beam front suspension lets everyone ride in comfort. Its handsome, good looks rate high wherever you go. Load up the kids . . . Bronco is a school wagon. Load up the groceries . . . Bronco is Mom's shopping cart. Load up the camping or picnic gear . . . Bronco is everyone's fun car. Ford's versatile, surefooted, 4-wheel-drive Bronco is ideal for most any kind of work or play.

SPORT BRONCO WAGON