

The farmer's best friend is his Land-Rover



Thousands of users of Land-Rover will certify that this versatile vehicle is really the best friend a farmer could have. Land-Rover takes the place of a dozen other pieces of farm equipment, saving you big money. No other vehicle can do the multitude of jobs that Land-Rover can do—taking you across country or over the roughest roads in all weathers, through mud, sand, and water—serving as a mobile power plant anywhere on your property—and, in the role of a light tractor, pulling a plough, harrow, or drill. Remember it's the 4-wheel drive that does it.

The same engineering craftsmanship responsible for the famous Rover 75 saloon and gas-turbine car stands behind the manufacture of Land-Rover.



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