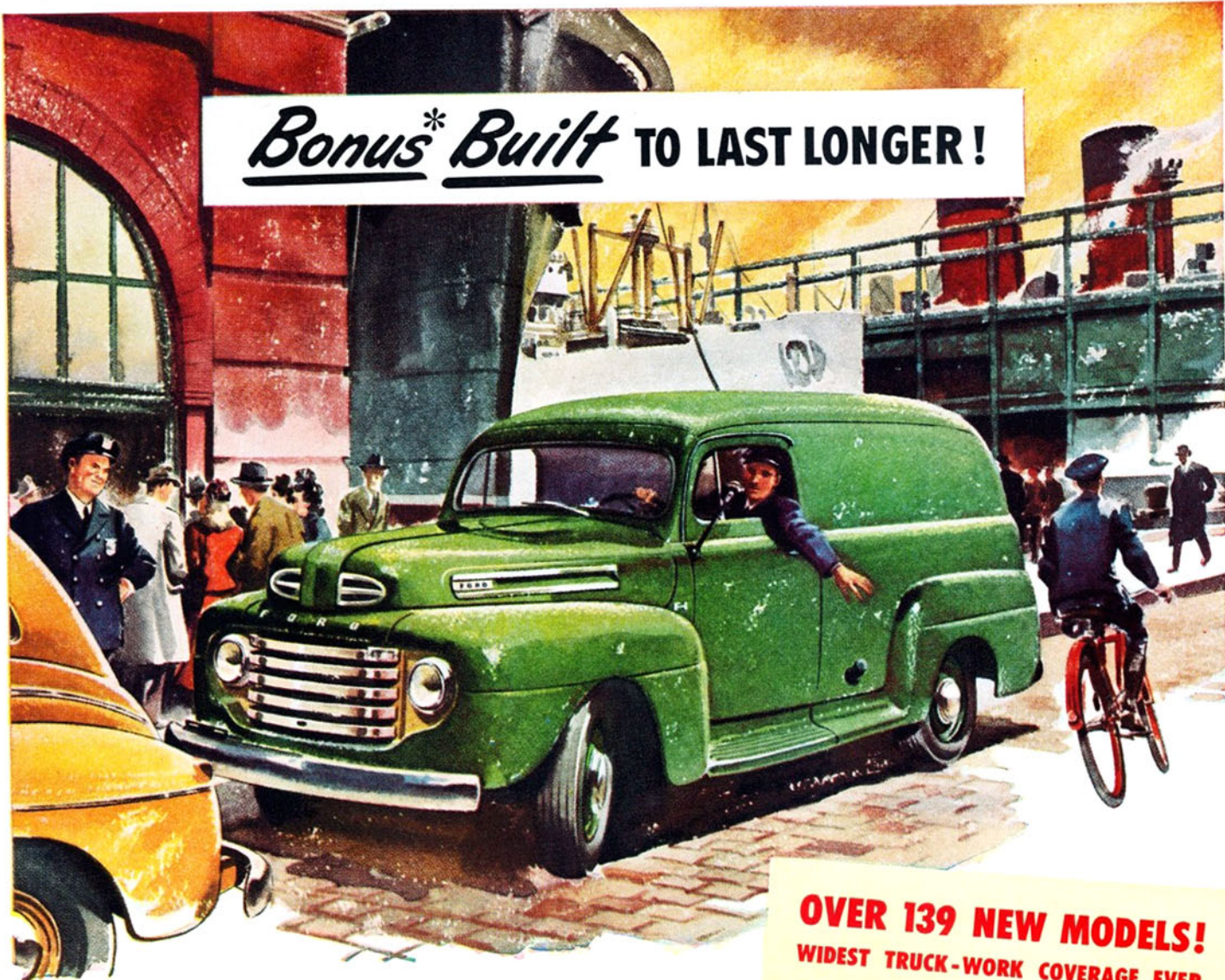


Bonus* Built TO LAST LONGER!



Certified proof that Ford Trucks last up to 19.6% longer is proof that they're Bonus* Built

FORD TRUCKS LAST LONGER . . . up to 19.6% longer! This fact has been proved and certified by life insurance experts in a 4,967,000-truck survey . . . the biggest truck survey of its type ever made.

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*BONUS: "Something given in addition to what is usual or strictly due."—Webster



***Bonus
Built***

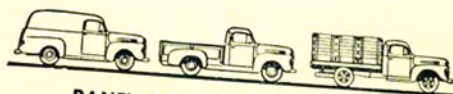


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WIDEST TRUCK-WORK COVERAGE EVER



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