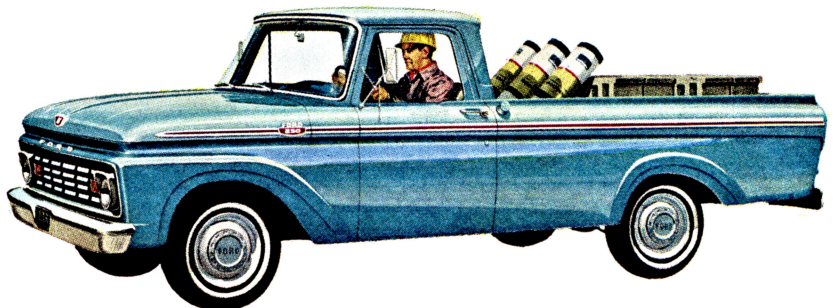


FUN FIRST CLASS—a roomy camper body on a rugged Ford pickup! Ask your Ford Dealer for complete information on bodies, prices.

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Slip into Ford's new Custom Cab and you'll find evidence of solid comfort everywhere. Doors open wide with no knee-knocking "dog-leg" to get in your way, and a handy inboard step helps you up and in. New foam seat cushioning is five inches deep; visibility is unmatched; over 23 pounds of insulation give you a quiet, relaxing ride.

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BUILT LIKE THE BIG ONES. Wherever toughness counts—in axles, frame, springs—'63 Ford pickups give you extra freedom from breakdowns and the repair bills that go with them; the same kind of durable design as you'll find in big trucks of all makes. Result: pickups that stay on the job and keep costs down over their long, long life!

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