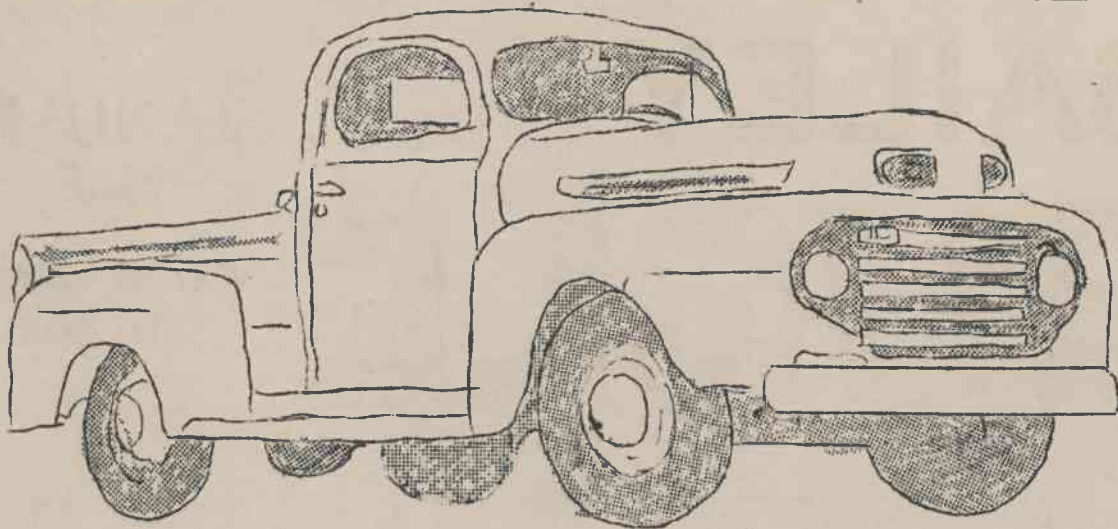


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*You are invited to our*  
Open House  
January 16<sup>th</sup>, 1948  
Introducing The Brand NEW  
Ford <sup>Bonus</sup> <sup>Built</sup> Trucks  
for '48

Here's a "coming-out-party" you won't want to miss! First chance to see the really new, all-new line of trucks that operators the country over have been anxiously awaiting.....the New Ford Bonus Built Trucks for '48! They'll be here for you to see, and examine, and drive. Representative models from a line that truly covers the whole range of normal truck uses.

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\* Bonus: "Something given in addition to what is usual or strictly due." - Webster

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