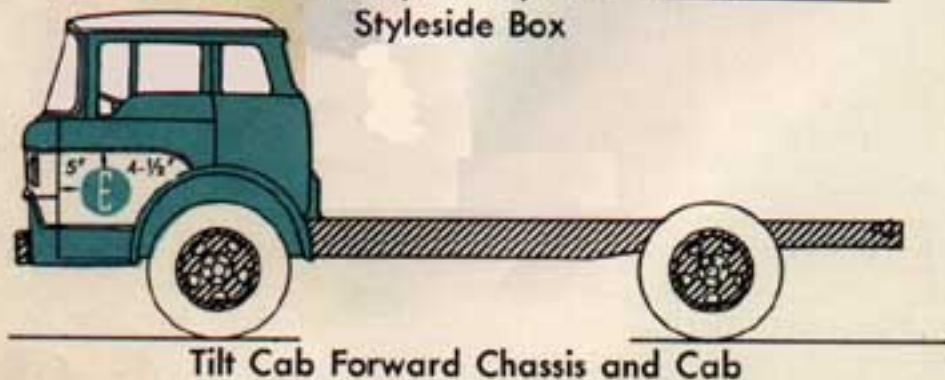
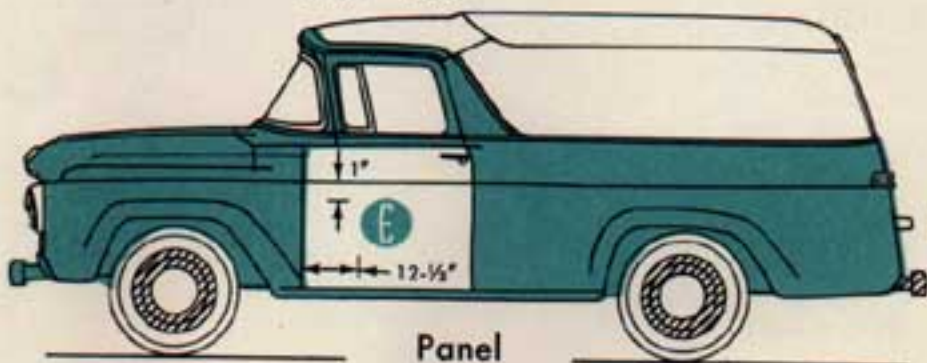


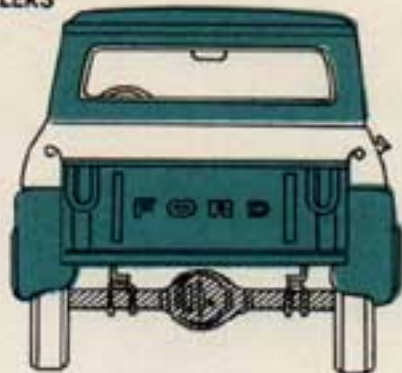
FORD TRUCKS FOR EDESEL DEALERS

NOTE: Green decal with white E on each door



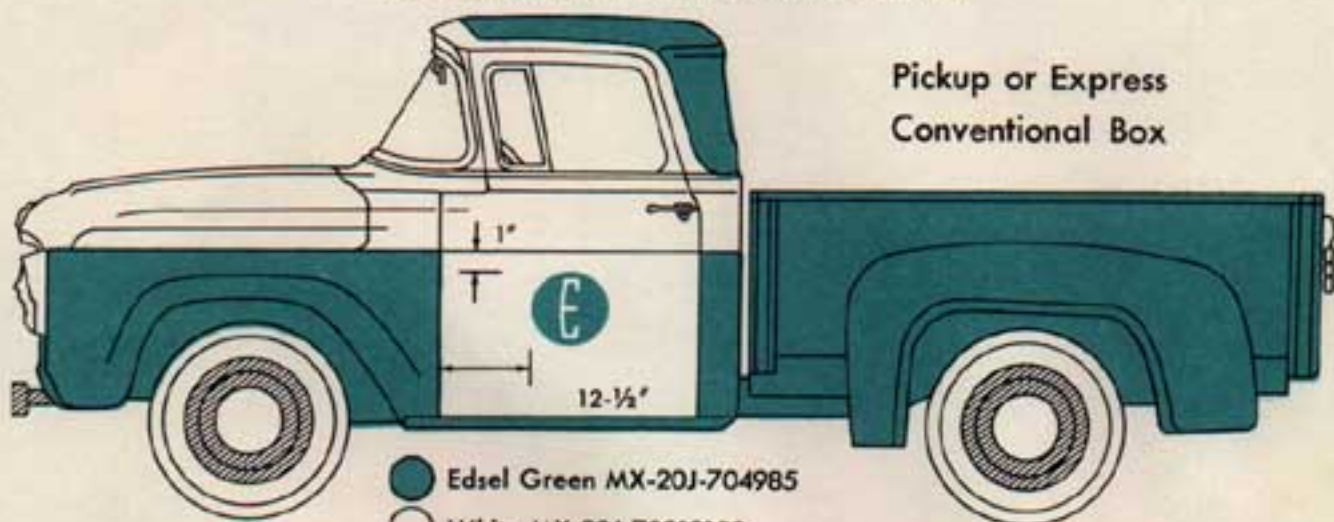
● Edsel Green MX-20J-704985 ○ White MX-20J-709199 ● Black

FORD TRUCKS FOR EDESEL DEALERS



NOTE: Green decal with white E on each door

Pickup or Express
Conventional Box



- Edsel Green MX-20J-704985
- White MX-20J-70919199
- Black except wheels white for F-100

(Edsel—green and white) service trucks to all Edsel dealers.

This program makes it possible for an Edsel dealer to get a "custom-painted" service truck of his choice within the Ford family.

An "Edsel-colored" service truck gives it a distinctive appearance as well as an advertising value. When properly identified with the dealer's "signature" and advertising messages, the unit becomes an important advertising tool.

Ford dealers have been requested to give their full cooperation to Edsel dealers who are interested in getting these specially painted trucks.

Edsel dealers who want to order these special service trucks should handle the orders through their Ford dealers but should mark them, "Handle in accordance with Form 107 for Edsel Dealer's Ford Trucks."

Included are two-color, pattern-drawings of five of the most popular truck models to help Edsel dealers in making their selections.

For any unusual situation that might require the use of a truck body type other than the five illustrated, contact your Edsel Division District office for further information.

Complete specifications and the final price of the overall vehicle can be worked out with the Ford dealer of your choice.