

**30 things
every pickup buyer
should know about
the new '73 Fords**

For 1973, Ford offers you over 30 new and better ideas to help you get the most out of your pickup:

Famous Twin-I-Beam front suspension plus...**1** front disc brakes standard...**2** full-foam seat standard...**3** storage space behind cab seat...**4** gas tank out of cab, between frame rails...**5** modern blend-air heater...**6** optional built-in air conditioner...**7** roomiest Ford pickup cab yet...**8** 140-in. wheelbase Super Camper Special...**9** over 200 sq. ft. of metal surface galvanized to resist rust...**10** slide-out spare tire option...**11** full-depth double-wall body sides...**12** anti-sway bars standard on Camper Specials...**13** wide-track stability, front and rear...**14** 39% bigger rear window...**15** long, wide rear leaf springs...**16** easy riding 133-in. wheelbase...**17** concealed tailgate latch...**18** wide 51-in. space between wheel housings...**19** payloads up to 4,700 lbs....**20** no rust-prone joints in body sides...**21** towing capacity to 10,000 lbs....**22** Ford pickup box cover...**23** 5-in. seat adjustment...**24** computer-selected front springs...**25** galvanized front fender aprons...**26** fully lighted instrument panel controls...**27** 50% larger glove box...**28** keyless door locking system...**29** power brakes standard over 5,000 lbs. GVW...**30** easy-to-clean cove corners in box...**31** wheel housings integral with box sides...**32** choice of 6 interior colors...and more.

Your pickup worksheet

Take a minute now to check what you want in your next pickup. See how easily you can tailor a '73 Ford to your job requirements—and to your personal needs.

BODY STYLE & LENGTH (page 10) Styleside Pickup 6-3/4 ft. ☐ 8 ft. ☐
Flareside Pickup 8 ft. ☐ Stake/platform ☐ Other: _____ ☐ _____ ft.

PAYLOAD NEEDED (page 10) _____ lbs.

Ford Series F- _____ / _____ lbs. GVW.

CAMPER SPECIALS & BOX COVERS (page 12) Camper Special ☐

Super Camper Special ☐ Standard box cover ☐ Deluxe ☐

CAB MODEL (page 4) Custom ☐ Ranger ☐ Ranger XLT ☐
(page 7) 6-Man Crew Cab ☐

ENGINE (pages 14 & 16) 240 cu. in. Six ☐ 300 cu. in. Six ☐ 302 cu. in. V-8 ☐
360 cu. in. V-8 ☐ 390 cu. in. V-8 ☐

TRANSMISSION (page 16) 3-speed Manual ☐ 4-speed Manual ☐
Cruise-O-Matic ☐

FOUR-WHEEL DRIVE (pages 2 & 16) ☐

EXTERIOR PAINT COLOR (page 16) _____ Two-Tone _____ / _____

OPTIONAL EQUIPMENT (pages 14 & 16)

- | | | |
|---|--|--|
| <input type="checkbox"/> Rear Step Bumper | <input type="checkbox"/> Full Wheel Covers | <input type="checkbox"/> Trailer Towing Package |
| <input type="checkbox"/> Western Outside R/V Mirrors | <input type="checkbox"/> Knitted Vinyl Seat Trim | <input type="checkbox"/> Rear Bumper |
| <input type="checkbox"/> Sliding Rear Window | <input type="checkbox"/> Auxiliary Gas Tank | <input type="checkbox"/> Tinted Glass |
| <input type="checkbox"/> Auxiliary Battery | <input type="checkbox"/> Super Cooling Package | <input type="checkbox"/> Frame-Anchored Camper Tiedown System |
| <input type="checkbox"/> Air Conditioner | <input type="checkbox"/> Slide-out Spare Carrier | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> AM/FM Stereo Radio | <input type="checkbox"/> Convenience Group | _____ |
| <input type="checkbox"/> AM Radio | <input type="checkbox"/> Northland Package | _____ |
| <input type="checkbox"/> Black Textured Roof | <input type="checkbox"/> Power Front Disc Brakes | _____ |
| <input type="checkbox"/> Power Steering | | |

Now see your Ford Dealer

...and get the feel of a '73 Ford Pickup.

Take a good look—and a test drive.

P.O. BOX 1000, DEARBORN, MICHIGAN 48121

BULK RATE
U.S. POSTAGE
PAID
DETROIT, MICH.
PERMIT No. 6061