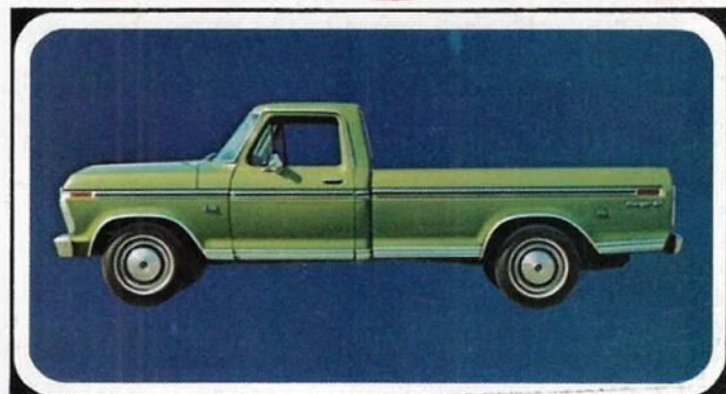
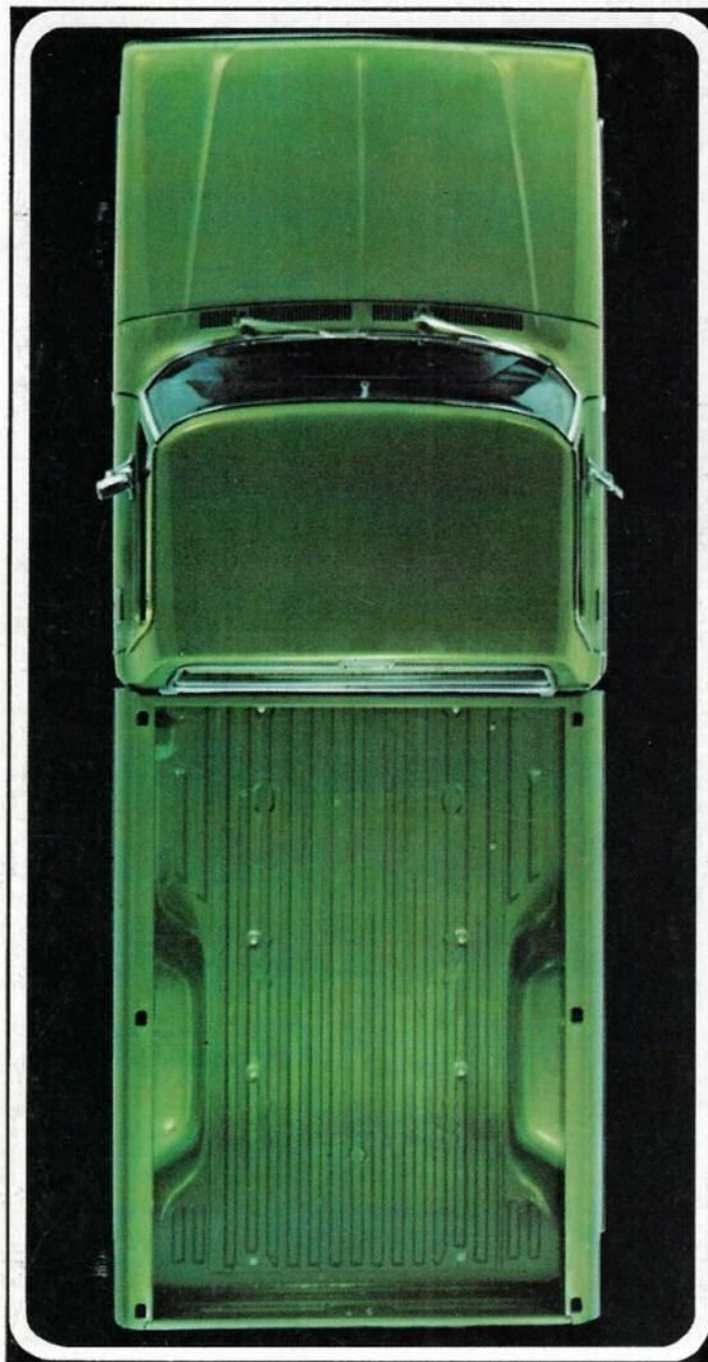


1973 **FORD** PICKUPS



FACTS AND FEATURES
SEE HOW THEY MEASURE UP



FORD'S NEW GENERATION PICKUPS ARE BRISTLING WITH INNOVATIONS AND REFINEMENTS DESIGNED FOR TODAY'S LIGHT TRUCK OWNER.

NEW MORE SPACIOUS CAB

Spaciousness describes the F-100 cab for 1973. You'll find lots of wide-open spaces for yourself and two husky friends. Hip room has been increased to a comfortable 65.8-inches, shoulder room increased to 66-inches and the cab itself has been lengthened two-inches. Even the glove compartment is larger... 50% more storage space than last year.

FULL-FOAM SEAT

A 7-inch foam seat cushion and 4½-inch foam seat back bring living room comfort to today's Ford Pickup owner.

The foam seat cushion is designed to ride soft and helps dampen out annoying bounce, providing excellent comfort for both every day driving and cross-country journeys. The additional length of the cab allows a car-like seat back angle for driver and passenger comfort.

IN-CAB STORAGE AREA

Now you can have plenty of space for carrying cargo and equipment inside the cab where it's protected against weather and theft. The 5½-foot wide storage area is behind the seat and is ideally suited for storing small suitcases, tool boxes, fishing gear and numerous other items. The seat back can be unlatched from either side and when in the upright position puts the storage area nicely out of sight.

PADDED COLOR-KEYED INSTRUMENT PANEL

Ford's instrument panel features a color-keyed pad, providing a rich-looking accent to the interior. The car-like instrument panel padding also helps provide protection to occupants during sudden stops and minor frontal impacts.

NEW IMPROVED HEATER

Climate control has been improved with a new deluxe fresh air heater and defroster which gives you more control over interior temperature than last year's hot-water valve system. The temperature is controlled by regulating the amount of air that passes through the heater core allowing you to select the temperature of warm air you desire.

GLEAMING CHROME FRONT BUMPER

All Ford Pickup models feature a bright chrome front bumper as standard equipment. The attractive bumper puts the finishing touch on Ford's handsome front end styling.



FORD PICKUPS' INCREASED WHEELBASE AND FRONT AND REAR TREAD MEAN SMOOTH RIDING, IMPROVED HANDLING

Ford Pickup's works-like-a-truck, rides-like-a-car design has longer wheelbases, 117-inches with the 6½-ft. Styleside box and 133-inches with the 8-ft. Styleside and Flareside boxes. They are designed to space out bumps and give the suspension an opportunity to dampen shocks. A new increased 64.8-inch front and 64.4-inch rear tread gives excellent stance and road-handling ability.

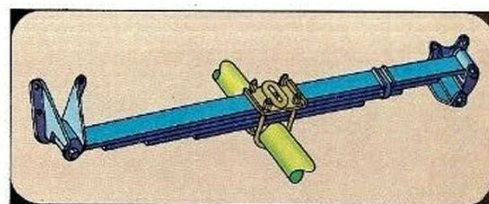


GALVANIZED RUST PROTECTION

You'll find built-in rust prevention features in every Ford Pickup. The pickup box inner panels and sills are galvanized providing more than skin deep protection. The outer panels of the box have an inner coating of zincrometal® to further guard against corrosion. Wheelhouse and front fender aprons are also galvanized. There's over 210 square feet of rust protection in every Ford Styleside Pickup.

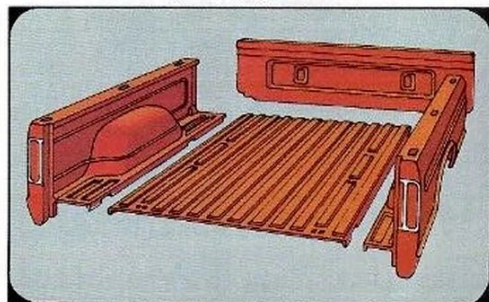
FORD'S EXCLUSIVE TWIN-I-BEAM FRONT SUSPENSION

Ford's famous Twin-I-Beam independent front suspension features a forged I-beam axle with coil spring for each front wheel. This allows the front wheels to step over bumps independently—cushioning the ride. The Twin-I-Beam axles also contribute to good cornering and are insulated with rubber to help reduce vibration and noise.



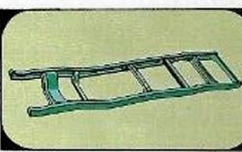
NEW LONG REAR LEAF SUSPENSION

New, long 2½-inch-wide rear leaf springs are designed to provide a smooth ride, even when you're riding empty. The progressive springs have long upper leaves which deflect or compress under lighter weights than the lower leaves for smoothness under light or empty loads.



NEW BODYSIDE WALL CONSTRUCTION

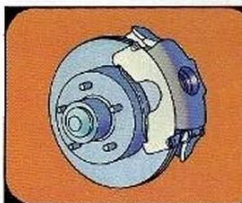
Ford's new simplified box construction utilizes a single strong sheet of steel making the inside panel, wheelhouse and part of the floor one solid piece. This design reduces the number of rust-prone joints evident in older multi-piece bodyside wall construction.



FORD F-100 AND F-250 PROVIDE YOU WITH A HUSKY NEW FRAME

Ford's F-100 and F-250 frames feature six rugged crossmembers for durability.

Four of the crossmembers are placed at the rear half of the frame, providing extra strength under the pickup box for carrying heavy loads. The frame section modulus is greater than last year resulting in increased structural stiffness.



DISC BRAKES

Front disc brakes are standard on all Ford F-100 through F-350 two-wheel drive pickups. Disc brakes offer several advantages, such as improved water recovery and less susceptibility to pulls, and less fade (pedal effort increase) during repeated stops. Power front disc brakes are standard on all 4 x 2 pickups with GVW's 5000 lbs. and higher, and optional on other Ford Pickups.

HERE ARE THE FORD PICKUP FEATURES THAT MAKE THE DIFFERENCE.



FORD F-100



CHEVROLET C-10

D RIP RAILS

Ford's Custom model comes equipped with drip rails while Chevrolet does not offer this functional feature standard on any pickup models. The drip rails are designed to help direct water run-off from the cab roof and away from door openings. On Ford Ranger and Ranger XLT, bright drip rail moldings add an attractive accent to the cab exterior.



FORD F-100



CHEVROLET C-10

I N-CAB STORAGE AREA

A large in-cab storage area is standard in Ford Pickups. You'll find plenty of room behind the seat and there's no compartmental dividers to limit the size of items you want to store. Chevrolet offers an in-cab storage area as an option.



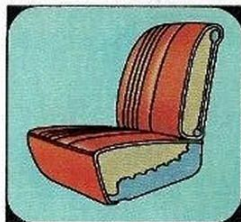
FORD



CHEVROLET

I NSTRUMENT PANEL

Ford Custom's instrument panel is color-keyed with padding, providing an even blend of color to the cab interior. Chevrolet's C-10 instrument panel is also color-keyed, but features a hardboard top panel instead of padding. Ford Custom also includes a standard temperature gauge to help the driver keep an eye on the engine temperature while Chevrolet's comparable model offers an engine temperature warning light as standard equipment.

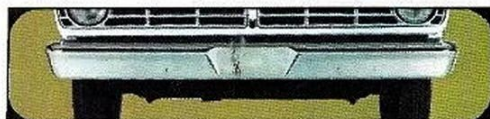
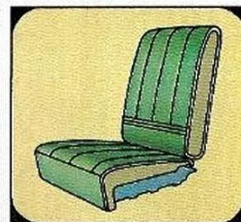


FORD F-100

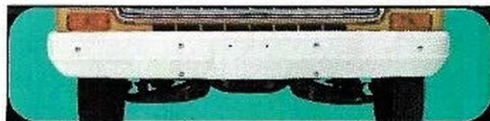
S EATING

CHEVROLET C-10

Ford Custom Pickups feature a standard 7-inch full foam cushioned seat. That's 4 1/4-inches more foam than Chevrolet offers on its comparable Custom model. Ford's seat back is also tilted back further than last year's for car-like comfort. Chevrolet has maintained an almost upright seat-back position.



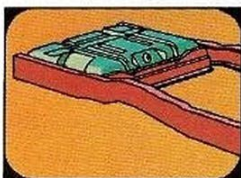
FORD F-100



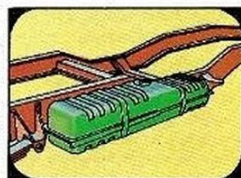
CHEVROLET C-10

F RONT BUMPER

Ford offers a bright chrome front bumper as standard equipment on its Custom model. As you can see, the Chevrolet Custom model comes equipped with a painted front bumper, although you can order a chrome front bumper at extra cost.



FORD F-100



CHEVROLET C-10

F RAME MOUNTED FUEL TANK

The fuel tank has been moved out of the cab on both Ford and Chevrolet pickups. Ford has mounted the tank between the steel frame siderails for protection. But Chevrolet has mounted their fuel tank on the outside of the right frame rail where it is protected by the bodyside sheet metal and a plastic shield. Additional fuel tank protection will cost you extra in a Chevrolet.

Save This
SPECIAL
RECREATION
VEHICLES SECTION

FORD NEW '73 GENERATION FUN FLEET



NEW FORD... F-350

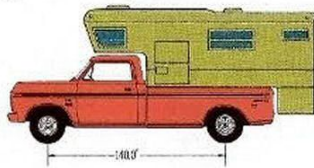
SUPER Camper Special

THIS IS WHY IT'S SUPER.

This all-new-for-'73 Ford pickup is designed and engineered from the ground up specifically for big 11- or 12-foot slide-in camper bodies.

New stabilizer bars are standard, front and rear, adding to the wide track stability.

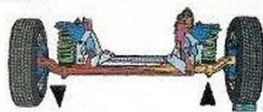
A new 140-inch wheelbase—9 inches longer than last year's Styleside pickup and the longest ever offered in a Ford pickup, provides good weight distribution with your camper body well-balanced between front and rear axles for stability and easy handling. A 65-inch front track adds even greater stability.



9" Longer Than Before

Exclusive Twin-I-Beam front suspension, smooths your travel over

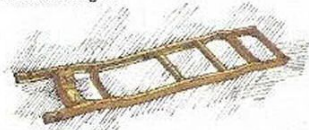
road or trail. The two rugged, forged I-beam axles work with big, individual coil springs to ease each wheel over each bump independently—cushions your cab and camper body from road shocks.



New GVW ratings up to 9,500 lb. The Super Camper Special is built to carry a maximum of up to 4,675 lb., including the weight of the camper body, passengers, options and other equipment. And that's on easy-riding single rear tires!

New heavy-duty frame, with deeper

side rails, contributes to greater load-carrying ability and long lasting vehicle strength.

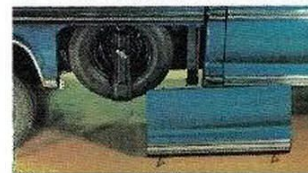


New outside-the-cab gas tank location, back of the axle between the frame rails. Gives you storage space behind the seat. Optional 24-gallon auxiliary tank is also frame-mounted, out of sight. Both tanks fill on the same side of the truck.

New deep-foam seating comfort. For travel that's less tiring, the standard full-width seat now gives you

the soft-but-firm support of deep foam on seat cushion and seat back.

New easy-to-reach spare tire location solves a long-time camper problem. No more struggles to wrestle your spare out from under a low-slung camper body. Just unfasten a panel in the side of the pickup box and there's your tire!



Automatic transmission and extra cooling are standard. Ford's Cruise-

O-Matic teamed with a new heavy-duty transmission oil cooler and extra-cooling radiator let you tackle long drives in hot regions or mountains with confidence.

Other Super Camper Special standard features include: 360-cubic-inch V-8 engine... power front disc brakes... 55 amp. alt.—70 amp-hr battery... oil pressure gauge and ammeter... bright Western mirrors... dual horns—HD shock absorbers... camper wiring harness.

(Ford Trucks are designed to provide outstanding load and handling characteristics with a wide variety of custom bodies. Body installations and vehicle modifications are, understandably, the responsibility of the body manufacturers. And you'll want to be assured of correct installation in order to retain the original quality of Ford's ride and handling.)



COMPARE THE SUPER CAMPER SPECIAL WITH CHEVROLET'S BIGGEST!

	Ford F-350 Super Camper Special	Chevrolet C-30 with Camper Package
Wheelbase	140"	131.5"
Bodyside Spare Tire Carrier	Standard	Not Available
HD Transmission Oil Cooler	Standard	Not Available
Opt. Auxiliary Fuel Tank Filler Location	Same side as main fuel filler	Opposite side from main fuel filler
Plus these standard truck features:		
Behind Seat Storage	Standard	Optional
Seats, standard	7" deep foam seat cushions	2 1/4" foam seat cushions

F-350 Ranger XLT Super Camper Special
with optional Ford Camper Tie-down
System and radio.



F-250 Custom Camper Special with optional radio, bright hub caps and Ford Camper Tie-down System

A FAVORITE AMONG CAMPERS...F-250



If you're thinking about a pickup camper, there's a lot of reasons why the F-250 could be your truck.

Its load carrying ability, for instance. With an 8100-lb. Gross Vehicle Weight rating, it'll handle up to 3,665 lb. including your camper body, your truck options, plus people and gear. The 133-inch wheelbase provides good weight distribution for popular 8-, 9-, or 11-foot camper bodies.

Order the F-250 with a Camper Special Package and you get all of the equipment listed on the next page. When you remove the camper body, you get the benefits of the best work vehicle in its class (or a second car) for between-vacation use.

Rides like a car. Ford's Twin-I-Beam front suspension, is ideal for camper duty. Protected from rough roads, you'll arrive relaxed and ready for fun.

Toughest truck construction. This one's built for long vacation junkets into rough country. There's rugged double-wall steel construction in vital areas, such as the hood and pickup box sides. And strong, welded sheet-metal sections in the body with over 200 sq. ft. of sheetmetal now galvanized to protect against rust.

Tough power front disc brakes are standard and add stopping ability under all conditions.

F-350 CHASSIS-MOUNTED CAMPERS AND 4-DOOR CAB MODELS

Chassis-mounted campers on Ford F-350's are growing in popularity because they give you more living space. They can include a walk-through passage from the cab into the camper for greater convenience.

The 4-door cab is available on F-250 or F-350 models and allows room for six passengers in the cab... the family can ride up front with you, not back in the camper. (Illustration at right is the Ford F-350 Camper Special chassis with 6-man crew cab.)



F-250 or F-350 CAMPER SPECIAL PACKAGES

The Camper Special Package consists of equipment specifically selected to give you safe, more trouble-free performance.

EQUIPMENT IN THE CAMPER SPECIAL PACKAGE INCLUDES:

Extra cooling package. Heavy-duty radiator with larger surface area and large fan provides more efficient engine cooling at high speeds or in heavy traffic.

Heavy-duty transmission oil cooler on vehicles equipped with Cruise-O-Matic transmission.

70 amp-hr heavy-duty battery and 55 amp. capacity alternator. Accommodates the heavier electrical load caused by camper lights. Assures adequate electrical power for nighttime use and quick recharging the next day. You might also consider the addition of Ford's optional auxiliary battery which provides separate power for your camper's electrical system.

Ammeter. Gives the driver an accurate picture of the battery charge and electrical system condition.

Oil pressure gauge. Keeps you aware of changes in the oil pressure system.

Rear shocks. Minimizes road bumps and helps soak up vibration (F-350 only).

Front and rear stabilizer bars. New in this year's package, contribute even greater stability with high, heavy loads.

Camper Wiring Harness. Provides 12-volt current to the camper body for interior and exterior lights. Each of the seven wiring harness leads is identified by color and tagged for circuit identification.

Dual bright 6" x 10" extended-arm Western mirrors. Project beyond the width of the camper body to provide good observation on both sides of the vehicle.

Dual electric horns produce a loud clear warning signal.

Camper Special Emblem.

FORD'S CAMPER SPECIAL PACKAGE CHASSIS REQUIREMENTS

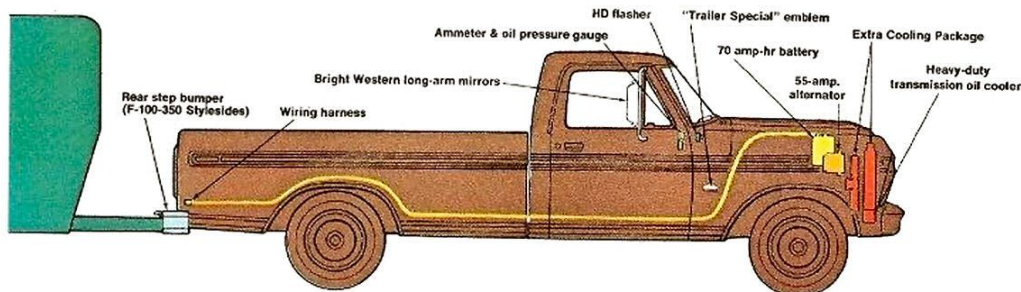
The following chart shows the Gross Vehicle Weight Rating and minimum optional equipment required for use with the Camper Special Package.

The equipment shown does not necessarily represent the maximum equipment obtainable. In many cases, additional equipment is available for

maximum camper loads and applications. For example, 9.50 x 16.5 D or E tires are recommended for optimum handling and stability.

	F-250			F-350				
	F-250 Camper Special 133" wb.			F-350 Super Camper Special 140" wb.		F-350 Camper Special		
						Single Rear wheels	Dual Rear wheels	
Gross Vehicle Weight Rating (lb.)	6900	7500	8100	8350	9500	8000	9000	10,000
Maximum Payload (lb.) (a)	2915	3440	3665	3770	4675	137"—4150 161"—3980	5040 4870	6030 5860
Maximum Camper Length (reference only)	11 feet			12 feet		137" wb.—12" 161" wb.—14"		
Engine (minimum)	360 V-8			360 V-8		360 V-8		
Transmission	4-Speed or Cruise-O-Matic			Cruise-O-Matic		4-Speed or Cruise-O-Matic		
Tires: Tubeless front/rear (b)	8.75 x 16.5 E/E			8.75 x 16.5 E/E		9.50 x 16.5 D/E		
Tube-type front/rear	7.50 x 16 D/D		7.50 x 16 E/E	7.50 x 16 E/E		7.50 x 16 C/E		7.50 x 16 C/C
Recommended Axle Ratios:								
w/8.75 x 16.5 tires	3.73			3.73		3.73		
w/9.50 x 16.5, 7.50 x 16 tires	3.73			4.10		4.10		

(a) Be sure to subtract the weight of people and optional equipment, including camper special package, to determine payload capacity. (b) If spare tire is ordered, rear tire size should be ordered. (c) Not available on F-350 Super Camper Special.



2 NEW TRUCK TRAILER TOWING SPECIAL PACKAGES

A better way to pull up to 10,000 pounds

The essential heavy-duty components you need for pickup truck trailer towing are now available as convenient, easy-to-purchase option packages. Properly equipped,

an F-350 can tow a trailer weighing up to 10,000 pounds. The two packages available contain the following components:

Light Duty Towing Package

F-100-250-350 2-wheel-drive pickups (for trailers up to 2000 lb.)

INCLUDES:

- Extra Cooling Package
- Wiring harness
- HD flasher
- Rear step bumper (F-100-350 Stylesides)
- "Trailer Special" emblem

Heavy Duty Trailer Towing Package

F-100-250-350 2-wheel-drive pickups (for trailers over 2000 lb.)

INCLUDES:

- Extra Cooling Package
- Heavy-duty transmission oil cooler
- Wiring harness
- HD flasher
- 70 amp-hr battery
- Bright Western long-arm mirrors
- 55-amp. alternator
- Ammeter & oil pressure gauge
- "Trailer Special" emblem

TRAILER TOWING RECOMMENDATIONS FOR F-100/F-250/F-350

MINIMUM TRAILER TOWING CHASSIS REQUIREMENTS

Class	F-100 (4 x 2)		F-250 (4 x 2)†			F-350 (140" wb.)†		
	I	II & III	I	II & III	IV	I	II & III	IV
Trailer Towing Package	Light	Heavy	Light	Heavy	Heavy	Light	Heavy	Heavy
Trailer Weight (lb.)	0-2000	2000-5000	0-2000	2000-5000	5000-5500	0-2000	2000-5000	5000-10000**
Tongue Load (lb.)***	10-15% of TRAILER WEIGHT							
Gross Vehicle Weight Package (Includes front and rear springs, tires, brakes and front axle, min.)	5000 lb.	5500 lb.	6200 lb.	6200 lb.	7500 lb.	8350 lb.	8350 lb.	8350 lb.
Engine (minimum) ††	360 V-8							
Transmission (Automatic)	Cruise-O-Matic							
Axle Ratio (minimum)	3.00 to 1	3.50 to 1	3.73 to 1	3.73 to 1	4.10 to 1	4.10 to 1	4.10 to 1	4.10 to 1

†Camper package with automatic transmission may be used in place of trailer towing packages providing a conventional load carrying hitch or equalizer-type hitch is used (no extended hitches).
 **Maximum loaded combined vehicle/trailer weight is limited to 16,500 lb.
 ***Weight carrying hitch Class I must not exceed 200 lb.
 ††Super cooling package recommended for extended operations in high temperature areas (not avail. on Super Camper Special).



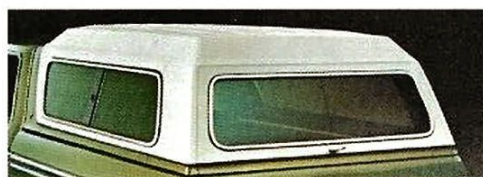
EXCLUSIVE NEW FORD PICKUP BOX COVER

Designed and engineered specifically for Ford F-100, F-250 and F-350 pickups equipped with an 8-foot Style-side box to meet the recreation and commercial needs of pickup owners.

Its versatility suits many needs—with ample lockable storage for valuable tools, camping or boating gear. It's also an economical unit for the sportsman to use in escaping from rugged, unpleasant weather—and an ideal option for the pickup owner who wants to tow a boat or a trailer.

Because the box cover was designed specifically for Ford pickups, its styling complements the lines of the pickup.

The box cover comes in two trim levels—standard and deluxe. Both are streamlined to blend with the styling of the pickup and offer ample headroom.



STANDARD PICKUP BOX COVER FEATURES:

- Durable, lightweight, corrosion-free fiberglass construction
- Easy to remove and replace
- Side and rear windows are tinted glass
- Durable T-handle locking rear liftgate
- Easy operating, rubber cushioned tie-downs to help minimize box cover vibration.

DELUXE PICKUP BOX COVER HAS (in addition to or in place of regular box cover):

- Sliding side windows with screens
- Bright side and rear window moldings
- Roof vent
- Interior dome light
- Color-keyed body stripe in a choice of 5 colors . . . trims front and lower edges of cover.

TRUCK OPTIONS FOR CAMPING NEEDS

1. **Ford's camper body tie-down system** for Styleside pickup is frame-anchored to tightly secure camper body to pickup box.

2. **Auxiliary 12-volt 70 amp-hr battery** powers the camper's electrical system. Both the standard and auxiliary batteries recharge while you drive.

3. **Lockable sliding rear cab window** has outer molding to accept a weather seal boot between cab and camper.

4. **Slide-out spare tire carrier** has a sliding mechanism so spare tire can easily be pulled from its under-frame location. (Body side spare tire carrier standard with F-350 Super Camper Special.)

5. **Air conditioner** is smart looking, integral unit.

6. **24-gallon auxiliary fuel tank (20.2 gal. F-100)** fills on same side of truck as main tank.

Other options to consider:

390 V-8 engine. Tool storage box on Styleside (except on 140" wheelbase models). Special rear axle ratios. Power steering. Heavy-duty shock absorbers. SelectShift Cruise-O-Matic automatic transmission. AM/FM stereo radio. Super Cooling Package, and many others.

See your Ford Dealer for a complete list of options and accessories.

Specifications, descriptions and illustrative material contained herein were as accurate as known at the time this publication was approved for printing. Ford Division reserves the right to discontinue models or options at any time or change specifications, equipment or design without notice and without incurring obligation. Specifications, equipment are applicable to units sold in the United States, its territories and possessions and may vary outside these areas.

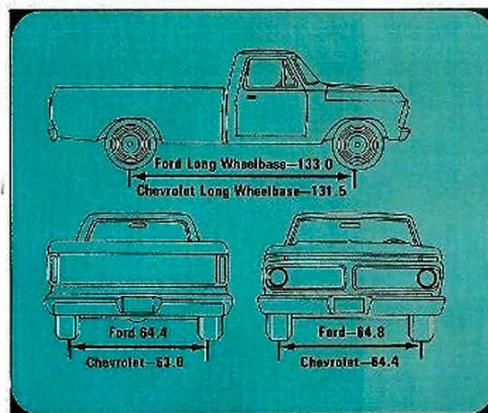
Owners should assure themselves of the load and handling capabilities of their vehicle when selecting a camper or contemplating custom add-ons and modifications. Some features described or illustrated are optional at extra cost. Some options are required in combination with other options. For the price of the model with the equipment you desire or verification of specifications contained herein, see your Ford Dealer.

Availability may be subject to Environmental Protection Agency certification.

WHEN YOU GO CAMPING—GO IN STYLE AND COMFORT

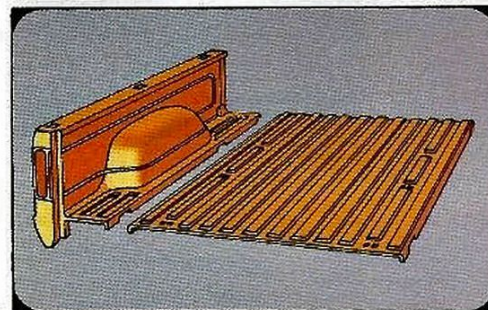
The handsome cab interior is the roomiest ever offered on a Ford pickup. Three adults can ride in comfort on deep-foam cushioned seats. And all conventional 2-wheel-drive pickup models boast a big storage space behind the seat. Choose from three levels of luxury: Custom, Ranger, and the extra luxurious Ranger XLT.

Ranger XLT interior shown with optional air conditioner, SelectShift Cruise-O-Matic and radio.

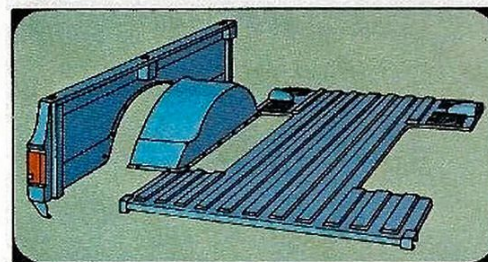


WHEELBASE AND FRONT AND REAR TREAD

Ford's 8-ft. box Stylesides and Flaresides feature a long 133-inch wheelbase that is designed to space out bumps. That's 1 1/2-inches longer than Chevrolet's long wheelbase models. And you can see who offers the wider track drive when you compare Ford's front and rear tread to Chevrolet's.



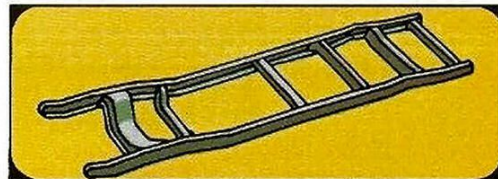
FORD



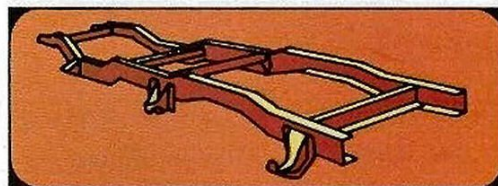
CHEVROLET

BODYSIDE CONSTRUCTION

Ford's simplified box construction makes the inside panel, wheelhousing, and part of the floor one solid piece. This eliminates the rust-prone joints at the wheelhousing and enables the side-wall to meet the floor in a smooth, coved transition which facilitates cleaning. Chevrolet's wheelhousing and inner side panel are separate components, resulting in additional joints.



FORD F-100



CHEVROLET C-10

FRAME

Ford Pickups offer you a rugged frame with six crossmembers while Chevrolet offers four. Ford also puts four of its crossmembers at the rear half of the frame to provide extra strength under the pickup box. Chevrolet has two crossmembers located at the rear half of the frame.

INTERIOR TRIM

You'll discover an exciting blend of luxury, comfort and convenience when you slide behind the wheel of Ford Ranger XLT. Deep color-keyed carpeting is standard in Ford Ranger XLT and Chevrolet Cheyenne Super, but Ranger XLT offers you additional carpeting in the standard in-cab storage area. The Ford Ranger XLT features a handy convenience group which includes cargo, engine, glove compartment and ash tray lights, glove compartment lock and 12-inch day/night inside mirror. Chevrolet offers nothing comparable although a cargo area light is available as an option.

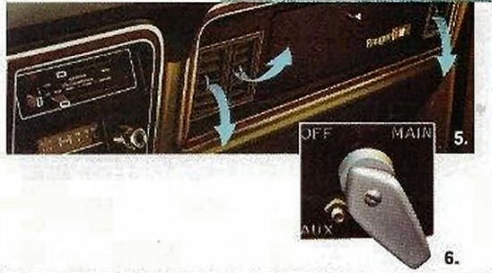
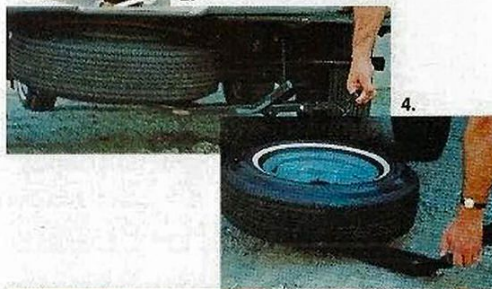
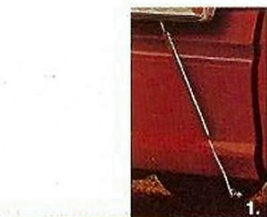


FORD F-100 RANGER XLT



CHEVROLET C-10 CHEYENNE SUPER

The interior door trim panels in the Ranger XLT cover almost the entire door, with handsome pleated vinyl and woodtone accented molding covering the upper area below the window. Handy map pockets extend across the door with bright horizontal moldings adding a sparkling accent. Cheyenne Super's door trim panels cover a little more than half of the door and include woodtone inserts with chrome and black borders below the window. Storage pockets do not extend all the way across the door.



OPTIONAL EQUIPMENT FORD HAS ...AND CHEVROLET DOESN'T

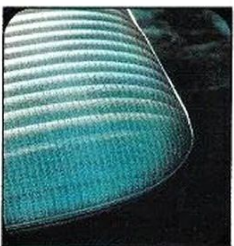


VINYL INSERT BODYSIDE MOLDING

This unique and functional option adds an attractive accent to F-100's sleek bodysides and helps prevent unsightly nicks and scratches. The molding extends the full length of the cab and box on Styleside models. Vinyl insert bodyside molding is standard on Ranger XLT.

HEAVY-DUTY BLACK VINYL

The heavy-duty black vinyl seat trim offers both ruggedness and durability. The vinyl is also designed to clean easily, making it ideal for farm use, construction, hunting and other uses that demand unusual toughness.



KNITTED VINYL

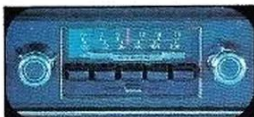
Ford's unique knitted vinyl seat trim offers excellent seating comfort. The fabric is actually knitted, allowing air to circulate between the vinyl fibers. And the tough vinyl weave offers durability for long-lasting wear. Knitted vinyl seat trim is a no-cost option on Ford Ranger and Ranger XLT.

SUPER COOLING PACKAGE

This option is designed for use in hot climates and is available with 360 CID and 390 CID engines. The package includes a large radiator with greater capacity than either the standard radiator or extra cooling option. A five-blade 19½-inch fan provides greater air flow. When ordered with an automatic transmission, a new heavy-duty transmission oil cooler is included in the radiator to furnish extra cooling.

NORTHLAND SPECIAL PACKAGE

This package includes an engine block heater that is designed to make cold morning starts easy and quick. Engine coolant is 50% anti-freeze, providing protection down to -35°F, and a 70 amp./hr. battery gives extra power. A 55 amp. alternator keeps the battery charged under severe usage conditions. The package also includes a limited-slip rear axle for added traction on slippery roads.



AM/FM STEREO RADIO

True stereophonic sound, found in luxury cars, is available on Ford Pickups. The stereo radio features push-button selection for five AM and five FM stations and a balance control that lets you tune in the blend of sound you desire. An amber light indicates when a stereo station has been tuned in.

HIGH OUTPUT HEATER

You can take on the frigid north wind with this option. The heater has a higher output than the standard heater. This option is a natural companion for the Northland Special Package. (Not available with air conditioning.)



PICKUP BOX COVER

Ford offers two new pickup box covers constructed of fiberglass. The regular cover features tinted glass side and rear windows and a clear front window. A T-handle liftgate latch provides easy operation and is lockable. The deluxe cover includes several additional features such as sliding side windows with screens, roof vent and dome light. The side and rear windows have bright moldings and a two-tone paint, color-keyed to five pickup colors, accents the sleek styling lines. Both covers can be easily attached or removed.

TRAILER TOWING PACKAGES

Two trailer towing packages are available on Ford Pickups. The Light Duty package is for trailers up to 2,000 pounds and includes extra cooling, heavy-duty flasher and a rear-step bumper on F-100 Styleside. The seven wire harness carries power for taillights, turn signals, stoplights, electric brake feed, ground wire and remote battery feed. The Heavy-Duty package is for trailers up to 5,000 pounds and features the following: 70 amp./hr. battery, 55 amp. alternator, ammeter and oil pressure gauges, bright western long arm mirrors, and heavy-duty transmission oil cooler when ordered with automatic transmission. Both packages include an attractive "Trailer Special" emblem.

INTERMITTENT WINDSHIELD WIPERS

This convenient option lets you adjust wiper speed to match driving conditions which can help reduce the streaking commonly experienced from road splash and light rain or snow.

THREE MORE MEMBERS OF FORD'S NEW GENERATION



FORD 4x4's TAME TOUGH TERRAIN

- Available as 6½-ft. Styleside and 8-ft. Styleside or Flareside pickups and chassis cabs.
- Two new options for 1973—Select-Shift Cruise-O-Matic automatic transmission and power steering.
- Two-speed transfer case is included with Select-Shift Cruise-O-Matic.
- Full range of comfort, convenience, and appearance accessories.
- Three handsome trims are offered. There's the Custom, Ranger, and Ranger XLT.



FORD BRONCO—LINK TO ADVENTURE

- A 200-cu. in. six is standard and the performance proven 302-cu. in. V-8 is optional.
- Select-Shift Cruise-O-Matic automatic transmission and power steering have been added for 1973.
- An all new Bronco Ranger trim includes bright exterior moldings and bumpers, distinctive white tape stripe treatment, color-keyed carpeting and many other luxury items.



FORD RANCHERO—THE TRUCK THAT WANTS TO BE A CAR

- Full-size pickup box with a standard 850-pound people and payload capacity.
- Rugged body-on-frame construction, four-link coil spring rear suspension, and optional large displacement engine make Ranchero an ideal trailer towing vehicle.
- Two trailer towing packages available—Class II for trailers up to 3500-pounds, and Class III for trailers up to 6000-pounds.

PLACE
STAMP
HERE



F-100 RANGER XLT

COME IN TODAY AND
DISCOVER A WHOLE NEW
GENERATION OF BETTER
IDEAS IN FORD PICKUPS
THAT MEASURE UP TO
OUTSTANDING

- STYLING
- COMFORT
- CONVENIENCE
- DURABILITY

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