



F-100 EXPLORER



RANCHERO EXPLORER



BRONCO EXPLORER

1973 FORD EXPLORER

LIMITED TIME
SALE

THE CHOICE IS YOURS

LIMITED TIME ONLY!



F-100 EXPLORER IN BURNT ORANGE

The white side wall tires and rear bumper shown are optional at extra cost.

PRICES
REDUCED
UP TO
\$190*

*Based on a comparison of manufacturer's prices to dealers.

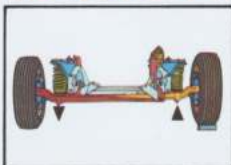
Ford's 1973 F-100/F-250 Explorer Also Includes



IN-CAB STORAGE AREA[†]

You'll find plenty of room inside the Ford Pickup for carrying cargo. The 5½-foot wide storage area is accessible from both the driver and passenger sides.

[†]Not available on F-250 4x4.



TWIN-I-BEAM SUSPENSION

Ford's famous Twin-I-Beam front suspension allows the front wheels to step over bumps independently, cushioning the ride.



FULL FOAM SEATS

A 7-inch deep foam seat cushion brings living room comfort to every Explorer Pickup owner.



NEW BODYSIDE WALL CONSTRUCTION

Ford's new simplified inside box construction helps reduce the number of rust prone joints.

Ranchero Explorer...an exceptional mix of special equipment and special prices.



RANCHERO EXPLORER IN GOLD GLOW

The white side wall wide oval tires shown are optional at extra cost.

Ranchero Explorer's Bright Accents Catch the Eye

Ranchero Explorer's bright bumper guards, wheelip moldings, door edge guards and vinyl insert bodyside molding emphasize Ranchero's unique sports car

styling. And the attractive color-keyed vinyl roof, racing mirrors, and hub caps with trim rings help make Ranchero Explorer the sportiest hauler around.

Special Metallic-Glow Paints and Interior Trims

A choice of three unique Metallic-Glow paints—plus attractive color-keyed Sport Cloth interior trims will start you wondering if Ranchero Explorer isn't a luxury car that just happens to have a big six-foot pickup box.



SPECIAL SPORT CLOTH SEAT TRIM

**PRICE
REDUCED
UP TO
\$75***

Automatic Transmission and Power Steering... Standard on Bronco Explorer—at reduced prices too!



BRONCO EXPLORER IN BURNT ORANGE

The white side wall tires shown are optional at extra cost.

Bronco Explorer...Rugged, Adventuresome & Handsome

Power steering† and automatic transmission† make Bronco Explorer an adventuresome four-wheeler that can get up, over, around and through all kinds of obstacles with optimum

off-road control. And Bronco Explorer's bright bumpers, wheel covers and bodyside and tailgate moldings bring new glamor to this rugged trail blazer.

Luxury Highlights Bronco Explorer's Interior

Special Orange or Blue random striped cloth seat trim adds a luxurious accent to Bronco Explorer's interior. A handy rear seat lets you take along two more adventurers on those weekend jaunts into the wilderness.



SPECIAL RANDOM STRIPED CLOTH SEAT TRIM

†Requires 302 CID engine at extra cost.

*Based on a comparison of manufacturer's prices to dealers.

Your Choice of Three Handsome New Colors & Trims



SPECIAL RANDOM STRIPED CLOTH SEAT TRIM

Passenger car luxury is standard on all Explorer Pickups. Three contemporary styled interior trims—Orange, Blue, and Avocado—are tastefully color-keyed to the exterior paint for a total look of rugged distinction.

EXTERIOR COLOR



Burnt Orange



Grabber Blue



Bright Lime

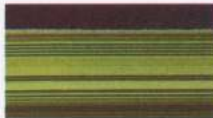
BOLSTER AND INTERIOR TRIM



Special Orange Random Striped Cloth



Special Blue Random Striped Cloth



Special Avocado Random Striped Cloth



Radio and cigar lighter shown are optional at extra cost.

SPECIAL SAVINGS ON AIR CONDITIONING, POWER STEERING AND AUTOMATIC TRANSMISSION

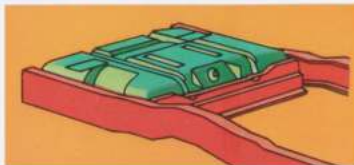
It's a great way to make driving more convenient and pleasurable, at specially reduced prices.

New Generation of Better Ideas that Are Standard



DISC BRAKES

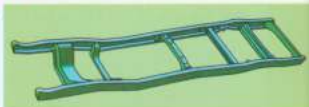
Quick stopping. Standard on all Explorer 2-wheel drive pickups.



FRAME-MOUNTED FUEL TANK¹

The fuel tank has been moved out of the cab and mounted on the frame where the steel side rails provide protection.

¹Not available on F-250 4x4.



NEW FRAME

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

Three Explorer Packages Loaded with Special Equipment



F-100 EXPLORER IN BURNT ORANGE

The white side wall tires and rear bumper shown are optional at extra cost.

Right now you can get more for your money on specially equipped Explorer Pickups. And all three Explorer special packages are available on both 2 and 4-wheel drive F-100 and F-250 models.

Explorer Package "A"

- Choice of Burnt Orange, Grabber Blue or Bright Lime Exterior Paints
- Special Random Striped Cloth Seat Trim
- Color-Keyed Floor Mat
- Bright Front Bumper Guards
- Front Bumper Rub Strips
- Bright Box Rails (F-100 long wheelbase only.)*
- Bodyside Tape Stripe
- Bright Windshield and Drip Rail Moldings
- Explorer Nameplates
- Bright Low-Mount Swing-Lok Mirrors
- Mag-Type Wheel Covers (F-100 4x2)
- 16.5" Wheel Covers (F-250 4x2)

Explorer Package "B"

- Includes all of Package "A" plus . . .
- Power Steering
- SelectShift Cruise-O-Matic Transmission

Explorer Package "C"

- Includes all of Package "A" and "B" plus . . .
- Air Conditioning
- Tinted Glass

*Rope tie downs on short wheelbase.

Add These Special Pickup Options with Your Explorer Savings



SLIDING REAR WINDOW

This window is designed to allow communication between the cab and a pickup box mounted camper. The window is also lockable.

TRAILER TOWING PACKAGES

Two trailer towing packages are available on Explorer Pickups! The Light Duty package, available on F-100 and F-250 models, is designed for pulling trailers up to 2,000 pounds. The F-100 Heavy Duty package is designed for hauling trailers from 2,000 to 5,000 pounds and the F-250 Heavy Duty package is designed to pull loads from 2,000 to 6,500 pounds.



PICKUP BOX COVER

Ford offers a new pickup box cover constructed of durable fiberglass. Available in regular and deluxe versions, the cover is ideal for recreational uses and can be easily attached or removed.

**Pick your Explorer
and discover a new
generation of better
ideas... at even
better prices!**

PLACE
STAMP
HERE

EARL RICHARDSON
5603 WEDDEL ST
DEARBORN HTS MI 48125



F-100 EXPLORER



BRONCO EXPLORER



RANCHO EXPLORER