

# '73 Ford

LTD Brougham/LTD/Galaxie 500/Custom 500



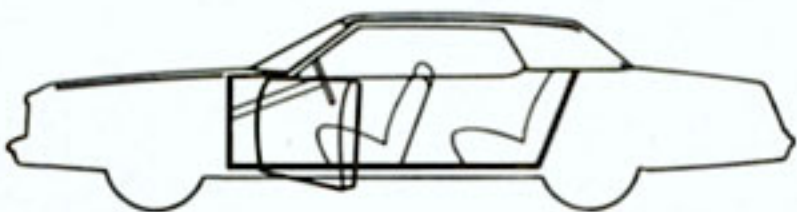
# THE 1973 FORDS.

## Better ideas give you Quiet Quality.

LTD BROUGHAM • LTD • GALAXIE 500 • CUSTOM 500

**Quiet Quality.** Every '73 Ford has been designed to be the quietest Ford we've ever built. Quiet, of course, is the natural result of quality. This excellence is designed in at every stage of manufacture—from initial planning to engineering—with emphasis on care in assembly. Quiet quality is built into all 16 big new Fords in the LTD Brougham, LTD, Galaxie 500 and Custom 500 series.

**Riding Comfort.** Each Ford is built on a 121-inch wheelbase to provide maximum riding ease and comfort for six adults. We also build in quiet



with the most advanced acoustical materials and soundproofing techniques. Thick fiberglass—under the roof, under the hood, on the firewall, in the trunk and on the floor—keeps road noise outside. A new "pocketless" door weatherstrip seals



better and reduces wind noise to a new minimum. A rugged new frame, with five strong crossmembers—and isolated from the body by cushioning rubber body mounts—shields you further from bothersome vibrations.

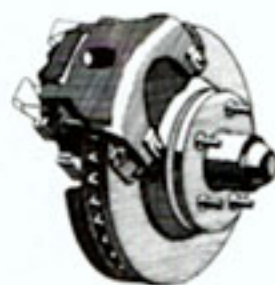
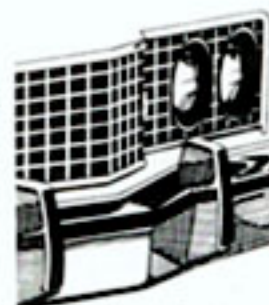
**Safety.** To help protect you and your passengers, we include Ford Motor Company Lifeguard



Design Safety Features, standard. There are Steel Guard Rails in all side doors. A dual hydraulic brake system with warning light. One-snap Uni-Lock shoulder/lap belts with reminder system, and more.

All Fords have the new Energy-Absorbing

Bumper System. The substantially improved front and rear bumpers meet 1973 Federal Standards.



**Standard Equipment.** Every 1973 Ford is equipped with a 351-cu. in. 2V V-8 engine. A SelectShift transmission. Power steering. Power front disc brakes. Power ventilation. Wiper-mounted

washer jets that direct fluid precisely where needed for best visibility, and more . . . all standard.

**Economy of Operation.** All 1973 Fords call for 36,000 miles, or 3 years (whichever comes first) between major chassis lubrications. 4,000 miles, or 4 months, between oil changes. Oil filter change initially at 4,000 miles, or 4 months, and at 8000-mile or 8-month intervals thereafter. Other economy features include: self-adjusting brakes, 2-year engine coolant-antifreeze, long-life Motorcraft Sta-Ful battery, corrosion-resistant aluminized muffler, zinc-coated underbody parts, use of regular gas\*, and more.

**You Can Tailor Each Ford.** Innovative Ford engineers give you one of the greatest opportunities in the industry to tailor your Ford to suit special driving needs. Steel-Belted Radial Ply Tires, for example, are a new Ford option. So are new Power Mini-vent Windows. A driver-controlled remote right hand mirror is included in the new Convenience Group. And a new, authoritative 460-cu. in. 4V V-8 is available. Ford's wide



array of optional choices is listed on pages 20-21.

Quiet quality '73 Fords. Built to last. With better ideas you've let us know you wanted.

**LISTENING BETTER.  
BUILDING BETTER.  
THAT'S FORD.**

Note: For your convenience, Ford colors are indicated by code—example: (Color 4S). Your Ford Dealer will be glad to show you a color chip and actual swatches of vinyl roof and interior trim materials.

\*All 1973 Ford engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when adjusted to factory recommended specifications.

# 1973 FORDS.

ALL-NEW STYLING. WITH A WHOLE NEW WORLD OF BETTER IDEAS.

You'll like what you see, what you feel and what you don't hear in one of the big new '73 Fords.

The fine car look is new. Hood lines, bumpers, fenders, doors, quarter panels and deck lid have been totally resculptured. Wide new grilles, tastefully appointed, incorporate new parking lamps integral with front side marker lights.

The new Galaxie 500 and LTD Brougham hardtops you see here illustrate distinctive new grille designs and other variations between both handsome series. Full wheel covers are standard on the Brougham. Wheel lip, bodyside and belt moldings are standard on both. The Custom 500 4-Door Pillared Hardtop (page 16) offers still another attractive grille design and ornamentation motif.

If you thought previous Fords were quiet, wait until you drive the new versions. You ride relaxed. Unruffled. In cushioned luxury like that of cars costing thousands more.

Ford's extraordinary quiet is reassuring, of course. For a quiet car is a strong car. Solid-framed. With an incredibly refined suspension for smooth, road-clinging stability. All good reasons why we can say quiet is the sound of a well-made car.

Ford quiet quality comes in 16 new editions this year: three distinctive LTD Broughams, three luxurious LTD's, three great-looking Galaxie 500's, an economical Custom 500 4-Door Pillared Hardtop and six new Wagons from the Wagonmaster. See them all soon at your Ford Dealer's.

OPTIONS SHOWN: Full wheel covers, rocker panel and vinyl insert bodyside moldings, Remote Control Left Hand Mirror (Galaxie, left). Deluxe wheel covers, Convenience Group, Metallic Glow paint, dual bodyside paint stripes, Front Cornering Lamps (Brougham, right). White sidewalls, vinyl roof, Deluxe Bumper Group (both models).

GALAXIE 500 2-DOOR HARDTOP, left, (Color 45) with Green vinyl roof, one of many bright new color combinations for 1973.

DISTINCTIVE NEW LTD BROUGHAM 2-DOOR HARDTOP, right, in iridescent (Color 6F), one of four reflective Metallic Glow Paints, is a study in classic elegance. Dark Brown vinyl roof adds a tasteful styling touch.





LUXURIOUS NEW LTD BROUGHAM 4-DOOR HARDTOP (Color 3B) with Dark Blue vinyl roof.



ELEGANT NEW LTD BROUGHAM 2-DOOR HARDTOP (Color 9A) with power-operated Sunroof and vinyl roof.

## THIS YEAR, DRIVE SOMETHING LUXURIOUS. AND QUIET.



In styling, appointments, equipment . . . LTD Brougham is the most luxurious Ford. This year, especially, we have gone all out. Costlier cars will find it hard to surpass Brougham elegance.

You can see that in the beautiful Brougham models illustrated here. Each has the flair that makes others take a second look. And each one comes with an impressive array of standard features listed below.

New option ideas make their bow. A Convenience Group with two outside remote control mirrors, automatic parking brake release, a visor vanity mirror for your Lady, an Interval Windshield Wiper. Power Mini-vent Windows; and more. These innovations are detailed on pages 20-21.

**STANDARD FEATURES—LTD BROUGHAM:** 351-cu. in. 2V V-8 • SelectShift Cruise-O-Matic Transmission • Power Front Disc Brakes • Power Steering • Black Sidewall Bias-Belted Tires • High Back Flight Bench Seat with Center Armrest • Full Length Door Armrests • Two Rear Seat Ash Trays • Power Ventilation • MagicAire Heater/Defroster • Electric Clock • Right Front Armrest/Ash Tray • Lights in Glove and Luggage Compartments, Ash Tray, Front Door Courtesy Lights • Rear Door Courtesy Light Switches • Full Wheel Covers • Unique Brougham Seat and Door Trim • Woodtone Appliques • Deluxe 2-Spoke Steering Wheel • Color-Keyed Cut-Pile Carpeting • Bright Pedal Trim • Carpeted Lower Door Panels • Luggage Compartment Mat • Bright Seat Side Shields • Brougham Ornamentation • Rocker Panel Moldings with Extensions • Wheel Lip, Door Belt, Taillamp, Vinyl Insert Bodyside and Bright Drip Rail Moldings • Locking Steering Column • Inside Hood Release • Dual Note Horn • Energy-Absorbing Bumper System • Uni-Lock Shoulder/Lap Belts with Reminder System • Plus all Ford Motor Company Lifeguard Design Safety Features listed on page 22.

**SPECIFICATIONS—LTD BROUGHAM:** Wheelbase 121"; Length 219.5"; Height 53.6" (55.0" on 4-Door Hardtop); Width 79.5"; Front Tread 64.1"; Rear Tread 64.3"; Luggage Volume 17.1 cu. ft.; Fuel 22.0 gal. (regular); Approximate Curb Weights (lb.): 2-Door Hardtop 4313, 4-Door Hardtop 4368, 4-Door Pillared Hardtop 4358.

**OPTIONS SHOWN:** Deluxe wheel covers (4-Door and 2-Door Hardtops, left), dual bodyside paint stripes (4-Door Hardtop), Front Cornering Lamps (4-Door Hardtop and 4-Door Pillared Hardtop), Power Mini-vent and side windows (4-door models), Deluxe Bumper Group, Convenience Group, Steel-Belted Radial Ply white sidewall tires, vinyl roof, power-operated Sunroof.

**STATELY LTD BROUGHAM 4-DOOR PILLARED HARDTOP (Color 4B) with White vinyl roof, Convenience Group and dual rear seat speakers.**

*Note: Refer to Color Code explanation on page 2.*





WE'RE BETTING YOU'LL VOTE THIS INTERIOR THE ONE YOU'RE MOST COMFORTABLE WITH.



Have a seat that's a seat. High Back. Fold-down center armrest. Plush.

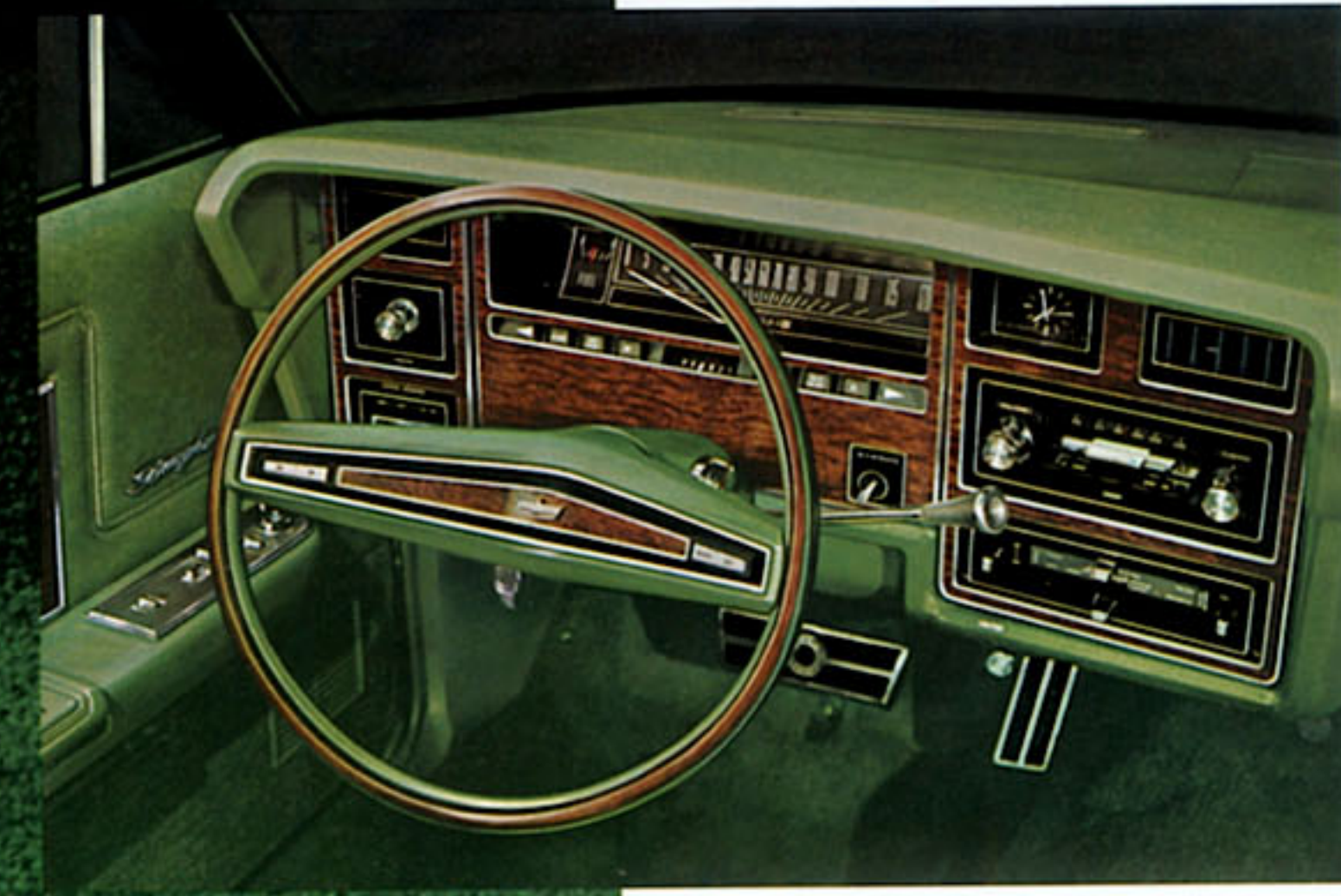
You relax in real spaciousness. Three's no crowd here. Front or back. There are full-length door armrests. You'll feel more at home than at home. That's comfort.

The rich fabric you see is unique Brougham cloth with vinyl trim. Superbly tailored. Standout wearability. Color-keyed cut-pile carpeting also covers lower door panels.

The new instrument panel features easy-to-see gauges. Easy-to-reach controls, ash tray. Lights everywhere. Woodtone appliques. A clock is standard. An inside hood release to deter theft. Another clever idea. Huge bin-type glove box is more than double last year's size.

Also new. Optional Power Mini-vent Windows you can work automatically to vary air circulation (available on 4-Door models).

(LEFT) LUXURIOUS LTD BROUGHAM INTERIOR in (Color HR). Note the roominess. SelectShift, power front disc brakes, power steering are standard.



OPTIONS SHOWN: Select/Aire Conditioner, AM/FM stereo radio, fingertip speed control, Electric Power Door Locks, Anti-theft Alarm System, Convenience Group, power side windows, Power Mini-vent Windows, deluxe seat belts.

Note: Refer to Color Code explanation on page 2.



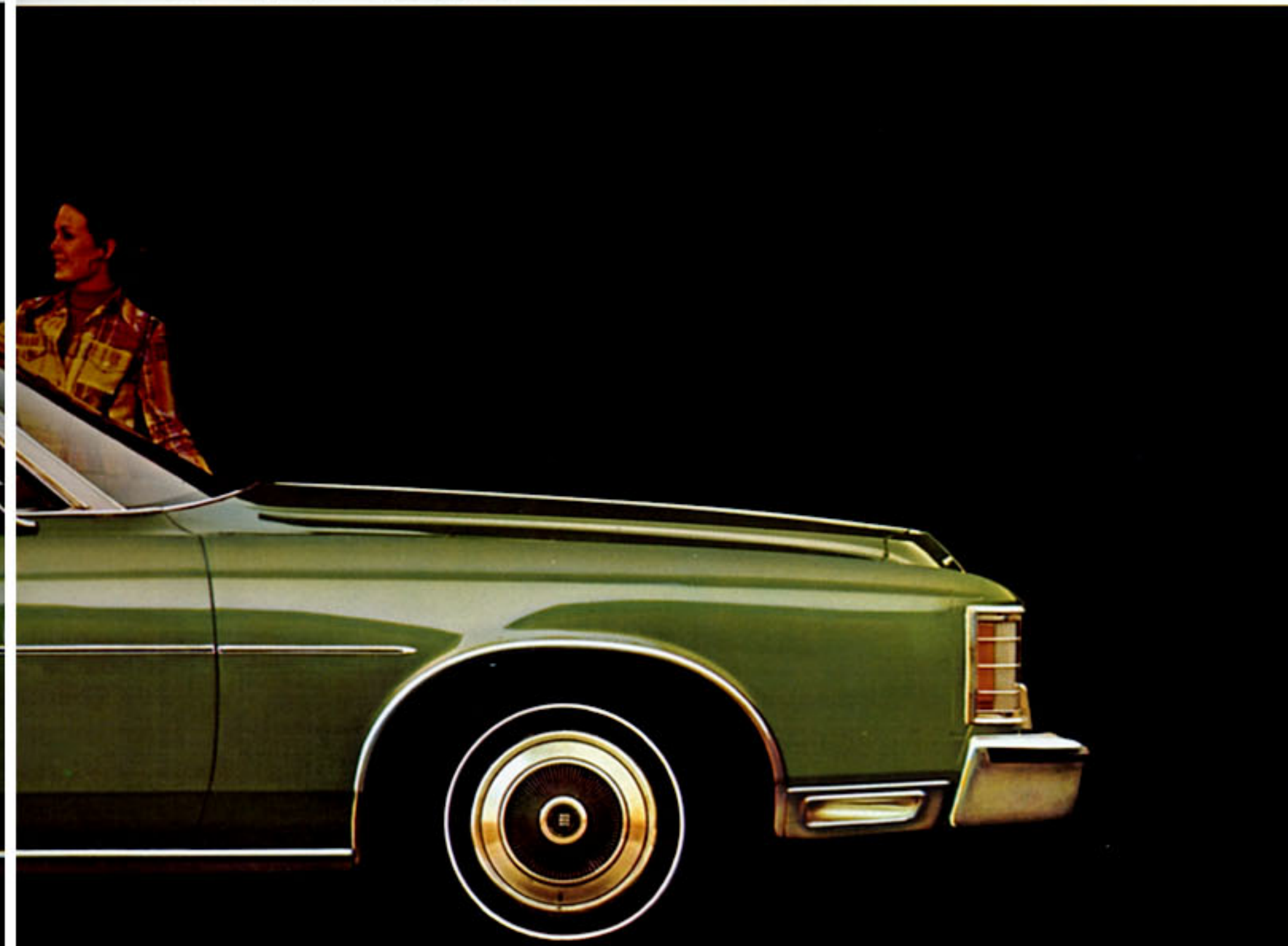
IMPRESSIVE NEW LTD 4-DOOR PILLARED HARDTOP (Color 3D). Thin pillar styling provides open look and feel of hardtop.

SPORTY LTD 2-DOOR HARDTOP (Color 2C) with added appeal of contrasting White vinyl roof.



(Below) LTD 4-DOOR HARDTOP (Color 4P) features long, low, crowd-pleasing profile.

LUXURIOUS LTD INTERIOR. Bench seat has sumptuous cloth and vinyl trim (Color GT), full-length armrests.



**QUIET LTD. JUST A SMALL STEP AWAY FROM THE TOP OF THE LINE.**



LTD elegance, totally restyled from the belt line down, comes three ways: 2-Door and 4-Door Hardtops, and a 4-Door Pillared Hardtop.

Each LTD is solidly built to last. With Brougham-quality soundproofing that keeps road noise outside. Fine car luxury you'd expect to pay far more for. Which explains why more people buy LTD's and LTD Broughams year after year.

Note new styling ideas. Crests on the LTD chrome-plated grille and rear quarter roof panels. Integral parking lamps and front side markers. Bright belt and rocker panel moldings with front and rear extensions. Bodyside moldings with protective vinyl inserts. All standard.

There's room for six. On deep-cushioned seats tailored in luxurious cloth with vinyl trim. And many luxuries come standard. See the list below.

You can add V-8's up to 460 cubic inches. Steel-Belted Radial Ply Tires. All-vinyl seat trim. Power seat, and more. The wide option selection is detailed on pages 20-21.

**STANDARD FEATURES—LTD:** 351-cu. in. 2V V-8 • SelectShift Cruise-O-Matic Transmission • Power Front Disc Brakes • Power Steering • Black Sidewall Bias-Belted Tires • Deep-cushioned Low Back Bench Seat • Full-Length Door Armrests • Power Ventilation • MagicAire Heater/Defroster • Electric Clock • Two Rear Seat Ash Trays • Lights in Glove/Luggage Compartments, Ash Tray • Chrome Hub Caps • Deluxe 2-Spoke Steering Wheel • Woodtone Appliques • Loop-Pile Carpeting • Bright Pedal Trim • LTD Ornamentation • Rocker Panel, Wheel Lip, Door Belt, Hood Rear, Taillamp and Drip Rail Moldings • Vinyl Insert Bodyside Moldings • Locking Steering Column • Inside Hood Release • Dual Note Horn • Energy-Absorbing Bumper System • Uni-Lock Shoulder/Lap Belts with Reminder System • Plus all Ford Motor Company Lifeguard Design Safety Features listed on page 22.

**SPECIFICATIONS—LTD:** Wheelbase 121", Length 219.9", Height 53.6" (55.0" on 4-Door Hardtop), Width 79.5", Front Tread 64.1", Rear Tread 64.3", Luggage Volume 17.1 cu. ft., Fuel 22.0 gal. (regular), Approximate Curb Weights (lb.): 2-Door Hardtop 4283, 4-Door Hardtop 4338, 4-Door Pillared Hardtop 4328.

**OPTIONS SHOWN:** Full wheel covers (4-Door Pillared Hardtop), deluxe wheel covers (2- and 4-Door Hardtops), Convenience Group (4-Door Hardtop), vinyl roof, Deluxe Bumper Group, Steel-Belted Radial Ply white sidewall tires, Front Cornering Lamps (4-door models). **INTERIOR:** AM radio, deluxe seat belts, Power Mini-vent and side windows, Convenience Group.

*Note: Refer to Color Code explanation on page 2.*



**NEW ELEGANCE QUIETLY BRED  
TO WIN YOUR FAVOR.**

*Galaxie 500*

Galaxie 500, just behind LTD in the great Ford line, was purposely restyled to

include features people admire in costlier cars. And we offer three models. The 4-Door Hardtop here. The 2-Door Hardtop and 4-Door Pillared Hardtop on the next page.

Like all Fords—even the most luxurious—Galaxie 500's offer the same basic better idea features. Clean lines outside, plus luxury inside, that would do justice to a medium-priced car.

There's a distinctive chrome-plated grille. Handsome Galaxie ornamentation. And a strong new Energy-Absorbing Bumper System to help protect it all.

Another very important item. Quiet ride. Soundproofing with durable ride-comfort construction. A straight-channel frame. Cushioning body mounts. Full coil suspension. Responsive steering that combines with the suspension for exceptional roadability.

You get great standards. 351-cu. in. 2V V-8. SelectShift Cruise-O-Matic transmission. Power steering. Power front disc brakes.

You can add your own ideas of how personal your Galaxie should be. V-8's up to 460 cubic inches. AM/FM Stereo Radio. Power Mini-vent and side windows are among many options available. (See pages 20, 21.)

OPTIONS SHOWN: vinyl roof, Steel-Belted Radial Ply white sidewall tires, deluxe wheel covers, Deluxe Bumper Group, Convenience Group, vinyl insert bodyside moldings. INTERIOR: electric clock, SelectAire Conditioner, AM/FM stereo radio, Anti-theft Alarm System.

(LEFT) VALUE-PACKED GALAXIE 500 4-DOOR HARDTOP (Color 5M) takes on look of elegance with vinyl roof and new Convenience Group.



GLOVE COMPARTMENT gives you bin-type design with huge 676-cu. in. storage capacity.

NEW INSTRUMENT PANEL features instruments illuminated, designed for readability • lighted ash tray and controls clustered for fingertip-reach • projections streamlined for easier entry, more kneeroom • eye-pleasing woodtone accents.

Note: Refer to Color Code reference on page 2.





QUIET, COMFORTABLE RIDE. A SOUND REASON TO BUY THE WELL-MADE GALAXIE 500.

*Galaxie 500*

Inside and outside, Galaxie 500 virtues are obvious even to owners of medium-

priced cars. Spaciousness, for instance. You can sit tall. Relax on deep-cushioned seats. Pretty soft.

Trimly tailored, sharply styled low-profile bench seats, too. In rich-looking, durable cloth and vinyl. And beautiful in Medium Ginger (illustrated), Beige, Black, Medium Blue or Medium Green. Supple vinyl trim also is available.

Loop-pile carpeting is color-keyed. There are new, full-length armrests. New window control locations (or power window switches) are handier than before. A roomy, 17.1-cu. ft. deep-well trunk lets you pack a lot of vacation gear.

Above all, the remarkable quiet. Advanced, sound barrier materials—top, bottom, front, rear and sides—seal out noise.

Try a Quiet Break soon—Galaxie-style. It's a beautiful way to get a lot of car for your money.

STANDARD FEATURES—GALAXIE 500: 351-cu. in. 2V V-8 • SelectShift Cruise-O-Matic Transmission • Power Front Disc Brakes • Power Steering • Black Sidewall Bias-Belted Tires • Full-Length Door Armrests • Deep-cushioned Low Back Bench Seat • Power Ventilation • MagicAire Heater/Defroster • Two Rear Seat Ash Trays • Dome and Front Ash Tray Lights • Chrome Hub Caps • Door Panel Woodtone Appliques • Loop-Pile Carpeting • Galaxie 500 Ornamentation • Bright Door Belt, Hood Rear, Wheel Lip, Taillamp and Bodyside Moldings • Dual Note Horn • Locking Steering Column • Inside Hood Release • Energy-Absorbing Bumper System • Uni-Lock Shoulder/Lap Belts with Reminder System • Plus all Ford Motor Company Lifeguard Design Safety Features listed on page 22.

SPECIFICATIONS—GALAXIE 500: Wheelbase 121"; Length 219.5"; Height 53.6" (55.0" on 4-Door Hardtop); Width 79.5"; Front Tread 64.1"; Rear Tread 64.3"; Luggage Volume 17.1 cu. ft.; Fuel 22.0 gal. (regular); Approximate Curb Weights (lb.): 2-Door Hardtop 4233, 4-Door Hardtop 4288, 4-Door Pillared Hardtop 4278.

OPTIONS SHOWN: full wheel covers (2-Door Hardtop), deluxe wheel covers, all-vinyl seat trim (4-Door Pillared Hardtop), vinyl roof, vinyl insert bodyside molding, Remote Control Left Hand Mirror, Deluxe Bumper Group, white sidewalls. INTERIOR: Power Mini-vent and side windows, Remote Control Left Hand Mirror, deluxe seat belts, Electric Power Door Locks.

(LEFT) GALAXIE 500 INTERIOR with handsome cloth and vinyl trim (Color DF) is a story of the conquest of space—stretchout room for six adults.

Note: Refer to Color Code explanation on page 2.



New look of luxury marks the GALAXIE 500 2-DOOR HARDTOP (Color 6D). Bodyside molding has optional protective vinyl insert.



Gracious new styling distinguishes the GALAXIE 500 4-DOOR PILLARED HARDTOP (Color 5H), tastefully topped with a Brown vinyl roof. Power Mini-vent Windows are included.

FEEL LIKE A MILLION, QUIETLY. WITHOUT SPENDING TOO MUCH.

**Custom 500** In a full-size car, quality and classic styling are within reach of the most practical-minded owners. Custom 500, fourth in the new Ford series, and the easiest to own, gives you quiet operation and basic features almost identical with that of every Ford.

The new 4-Door Pillared Hardtop, only car model in this series, presents an eloquent case for styling. Distinctive argent-painted grille, bright moldings, bright hub caps come standard.

Economy also speaks eloquently inside Custom 500 with rich cloth and vinyl trim, full-length armrest and loop-pile carpeting. There's Custom 500 ornamentation. And thoughtful room for six. Attractive, durable all-vinyl trim is also available as an option.

Standard features, detailed below, emphasize Custom 500 value. And you can tailor your Custom to suit special needs. Pick from the outstanding option array on pages 20, 21.

**STANDARD FEATURES—CUSTOM 500:** 351-cu. in. 2V V-8 • SelectShift Cruise-O-Matic Transmission • Power Front Disc Brakes • Power Steering • Black Sidewall Bias-Belted Tires • Power Ventilation • Full-Length Armrests • MagicAire Heater/Defroster • Dome, Ash Tray Lights • Two Rear Seat Ash Trays • Bright Hub Caps • Bright Wheel Lip, Drip Rail Moldings • Custom 500 Ornamentation • Color-Keyed Loop-Pile Carpeting • Black Camera Case Appliques • Locking Steering Column • Inside Hood Release • Energy-Absorbing Bumper System • Uni-Lock Shoulder/Lap Belts with Reminder System • Plus all Ford Motor Company Lifeguard Design Safety Features listed on page 22.

**SPECIFICATIONS—CUSTOM 500:** Wheelbase 121"; Length 219.5"; Height 55.0"; Width 79.5"; Front Tread 64.1"; Rear Tread 64.3"; Luggage Volume 17.1 cu. ft.; Fuel 22.0 gal. (regular); Approximate Curb Weight (lb.): 4248.

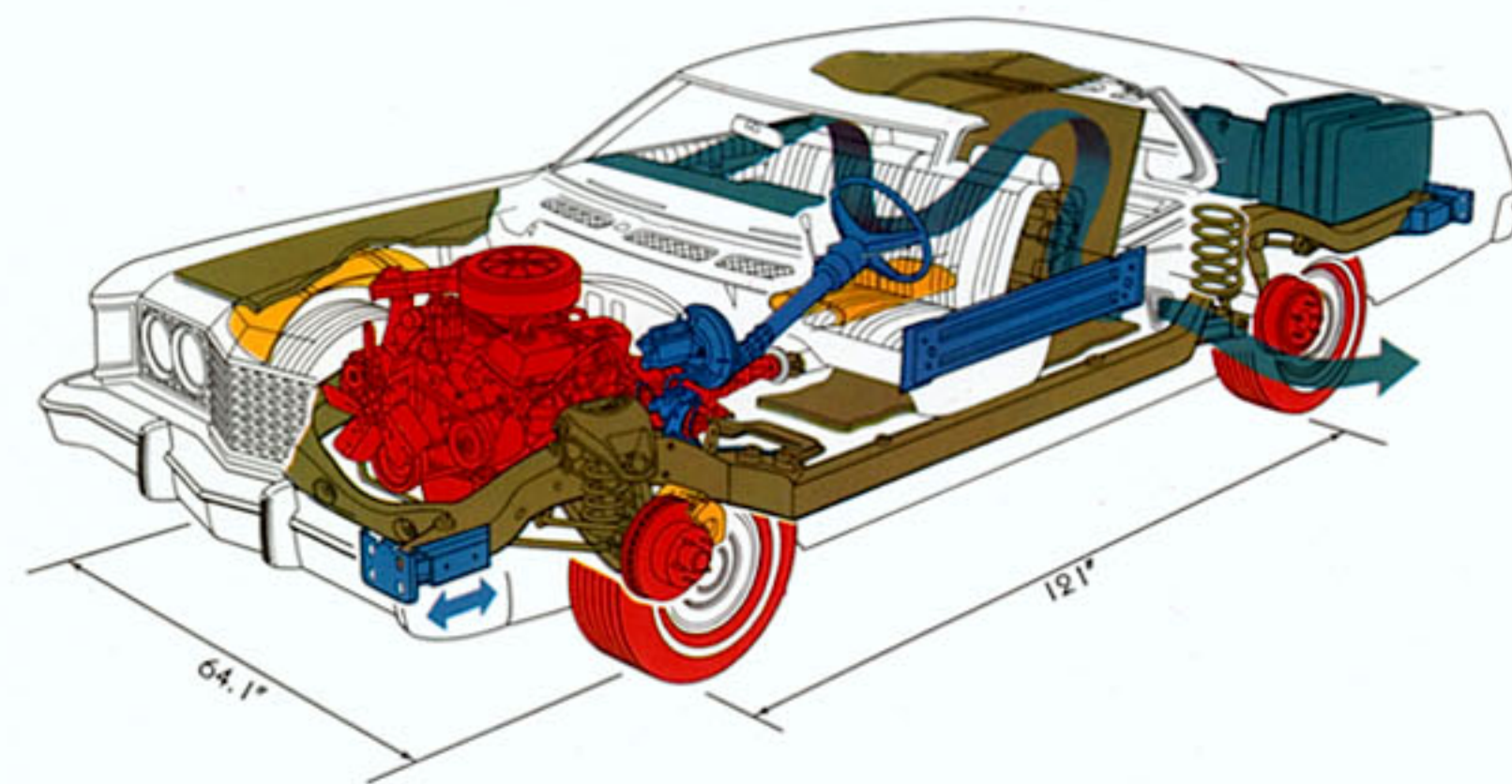
**OPTIONS SHOWN:** white sidewall tires, Deluxe Bumper Group, deluxe seat belts, AM/FM stereo radio, Remote Control Left Hand Mirror, Full Wheel Covers.

Modest, handsome CUSTOM 500 4-DOOR PILLARED HARDTOP (Color 3D) offers all of Ford's basic better idea features. Note luxurious interior, standard, above. (Color AB.)

Note: Refer to Color Code explanation on page 2.



In every Ford, better ideas inside and out give you extra value.



**Better Ideas for a Smooth, Quiet Ride (Olive)**

Strong body/solid frame construction with body mounts precisely positioned for optimum cushioning. Five cross-members and closed box-section center rails add strength and rigidity to frame.

Full coil suspension, with shock absorbers mounted to soften ride, provide road-clinging stability.

Thick underhood fiberglass blanket, sound absorbing material at firewall isolate you from engine sounds. Entire roof and floorpan insulated. Luggage compartment and rear wheel-house areas soundproofed.

Driveline universal joints and propeller shaft balance-checked with engine to reduce potential vibration.

New design, "pocketless" door weatherstrip seals better, cuts wind noise to new minimum.

121-inch wheelbase for smoother going, easier handling.

**Better Ideas for Comfort and Convenience (Aqua)**

Power steering for almost effortless handling and parking.

Power ventilation quietly freshens air even with windows closed.

17.1-cu. ft. luggage volume lets you pack what you need. 22-gal. fuel tank.

New instrument panel features well-lighted, readable instruments • lighted center ash tray • large glove box • controls clustered for fingertip-reach • pro-

jections streamlined for easier entry, more knee room.

Seat construction: strong box-section, channel-design frame members • pre-formed mainsprings for maximum support • heavy burlap pad covers springs, protects extra-thick molded urethane. Result: durable seating comfort.

	Front*	Rear*
Headroom	37.6"	36.7"
Legroom	41.6"	35.7"
Hiproom	61.6"	60.8"
Shoulder Room	61.5"	60.6"

\*2-Door Hardtop. 4-Door Hardtop is slightly roomier front and rear.

**Better Ideas for Safe Driving (Blue)**

New Energy-Absorbing Bumper System designed to offer improved protection for the front and rear of all Fords.

Dual master cylinder brake system has warning light on instrument panel to signal in the event of pressure loss. Brake lines are corrosion-resistant.

Steel Guard Rails in side doors help protect in event of side impact.

Energy-absorbing steering wheel and steering column (cushioned against road vibration) help protect driver in the event of heavy front impact. It is also one of Ford's Lifeguard Design Safety Features.

**Better Ideas for Handling and Performance (Red)**

Wide stance (64.1" front, 64.3" rear) gives surefooted going on turns, in gusty winds.

351-cu. in. 2V V-8, standard. V-8's available up to 460 cubic inches. All engines dynamically balanced for quiet operation.

SelectShift Cruise-O-Matic transmission which you can shift manually or automatically as you wish, gives you quiet, smooth 3-speed operation. Second gear capability offers better traction on slippery roads.

Steel-Belted Radial Ply Tire option. Power front disc brakes use same concept big jet planes use, for more positive stops, reliability when wet.

**Better Ideas for Economy and Durability (Yellow)**

Protective inner fenders fight rust and corrosion.

Self-adjusting brakes. All Fords call for 36,000 miles (or 3 years—whichever comes first) between major chassis lubrications. 4,000 miles, or 4 months, between oil changes. Oil filter change initially at 4,000 miles, or 4 months, and at 8000-mile or 8-month intervals thereafter. Other economy features include: self-adjusting brakes, 2-year engine coolant-antifreeze, long-life Motorcraft Sta-Ful battery, corrosion-resistant aluminized muffler, zinc-coated underbody parts, use of regular gas, and more.

Interior cloth and vinyl fabrics are designed for durable attractiveness. Close attention is paid to wear-resistant, fade-resistant quality.



(ABOVE) INCOMPARABLE LTD COUNTRY SQUIRE (Color 2C) with dual-facing rear seats. 6-passenger model also available.

(Below) BEAUTIFUL CUSTOM 500 RANCH WAGON (Color 5H) features contemporary Pillared Hardtop styling. DFERS and 6-passenger models available.



## MAKING AMERICA'S BEST-SELLING WAGONS IS A WAGONMASTER TRADITION.

### Wagons

Each year wagon enthusiasts buy more Ford wagons than any other kind. Some say it's

the luxurious styling. Others credit the durability, easy handling, and the quiet, comfortable ride. And some applaud better ideas that give you greater utility. We suspect it's all of these.

There's a selection of six Ford wagons. Six-passenger or Dual Facing Rear Seat models in each of the LTD Country Squire, Galaxie 500 Country Sedan and Custom 500 Ranch Wagon versions. All wagons feature Pillared Hardtop styling, a rakish windshield with thinner pillars for better visibility. Each has front side marker lights integrated into parking lamps. Each series has its own distinctive grille.

In every Ford wagon you get big cargo space (96.2 cu. ft.) that can accommodate 4 x 8 plywood panels flat. Dual Facing Rear Seat models will seat a family of eight in comfort. A 351-cu. in. 2V V-8, SelectShift Cruise-O-Matic transmission, power steering, power front disc brakes, power ventilation, 3-Way Magic Doorgate with power tailgate window, and more, are standard.

Squire Wagons come with elegant woodgrain body paneling, LTD ornamentation, and full wheel covers, standard. Country Sedans have bright bodyside, drip rail, quarter window, wheel lip moldings. Ranch Wagons have bodyside paint, bright drip rail and wheel lip moldings.

To suit special needs, there's a long list of better idea options to choose from. Like the lockable side stowage compartment/ carpeted cargo area that adds 1.9 cu. ft. extra cargo space with carpeted luxury. Or the deluxe cargo area, which includes the lockable stowage compartment, carpeting, and adds elegant padded quarter trim panels. For the complete wagon story, ask your Ford Dealer for a copy of the 1973 Ford Wagon catalog.

OPTIONS SHOWN: full wheel covers, vinyl insert bodyside molding (Ranch Wagon), Steel-Belted Radial Ply white sidewall tires, deluxe wheel covers (Squire, Country Sedan), front cornering lamps and Remote Control Left Hand Mirror (Squire), deluxe luggage rack, Deluxe Bumper Group, Power Mini-vent and side windows.

(LEFT) HANDSOME GALAXIE 500 COUNTRY SEDAN (Color 4S) has optional vinyl insert bodyside molding and Convenience Group. DFERS and 6-passenger models available.

Note: Refer to Color Code explanation on page 2.



RECREATION TABLE OPTION. Available with Dual Facing Rear Seat models. Use as game board or snack table. Stows under seat.



ELECTRIC REAR WINDOW DEFROSTER and TAILGATE WINDOW WASHER visibility options.



SQUIRE BROUGHAM OPTION. Includes High Back split bench seat with manual passenger recliner, special vinyl trim (Color KR), cut-pile carpeting, Steel-Belted Radial Ply Tires, front door courtesy lamps and rear door courtesy light switches.



SPARE TIRE EXTRACTOR. A Wagonmaster innovation, designed to lift spare tire out of sidewall almost effortlessly, is standard on Ford wagons.



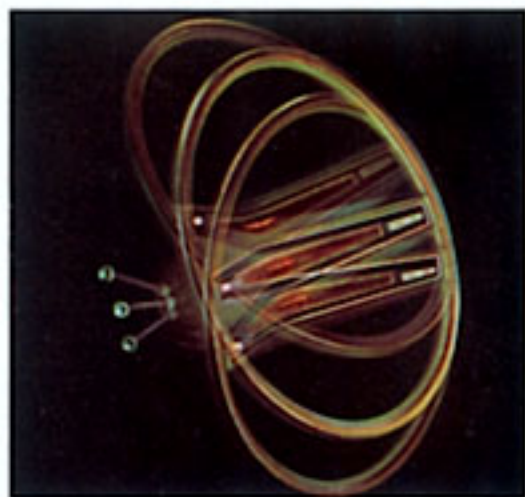
3-WAY MAGIC DOORGATE. Opens as a door... window up or down, and folds down as a tailgate. It simplifies cargo and passenger loading and is standard—along with power tailgate window—on all Ford wagons.

DUAL FACING REAR SEAT INTERIOR of LTD Country Squire shows roominess, added convenience. Seats fold open quickly to accommodate eight passengers, fold down easily for extra cargo space when needed. (Color FR.)



## BETTER IDEA OPTIONS

Let you tailor your Ford to special driving needs, to your own particular tastes in appearance, or for greater comfort and convenience. They add driving enjoyment and bring you greater value at trade-in time. In addition to options listed here, ask your Ford Dealer to help you make the best selection.



**TILT STEERING WHEEL.** 5-position adjustability for easier entry, exit and most comfortable driving position.



**DELUXE BUMPER GROUP,** front and rear guards with horizontal rub strips add protection. BUMPER GUARDS, front alone, or rear alone, also available. Wagon models have rubber steps built into rear bumper guards. VINYL INSERT BODYSIDE MOLDINGS help protect beautiful finish on your 1973 Ford.



**CONVENIENCE GROUP.** Includes six handy items: remote control left hand and right hand mirrors—adjustable from driver's seat for best rearview without opening window; automatic parking brake release (see illustration on facing page); interval windshield wipers—let you regulate pause between sweeps from 2 to 10 seconds to handle road splatter, light rainfall, for best visibility. Visor vanity mirror—recessed into reverse side of right-hand sun visor; and auxiliary ash tray in right front armrest. Also illustrated: new standard wiper-mounted washer jets to direct fluid precisely where needed.



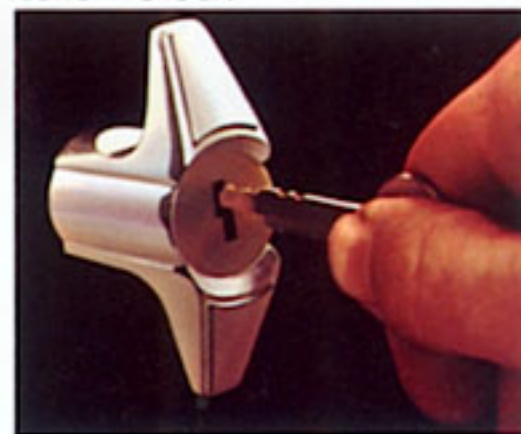
**HIGH BACK SPLIT BENCH SEATS WITH MANUAL PASSENGER RECLINER.** Richly upholstered, with dual front seat center armrests, bright side shields and passenger seat back you can recline at desired angle. Included in Squire Brougham Option, and available on LTD Brougham models.



**POWER MINI-VENT WINDOWS.** Push-button operation for front window ventilation (4-door models only). **ELECTRIC POWER DOOR LOCKS** add convenience and security, include Electric Power Tailgate Lock on Wagons. **POWER SIDE WINDOWS.** Flick of finger runs windows down or up. **ELECTRIC POWER TAILGATE LOCK** alone also available for Wagons.



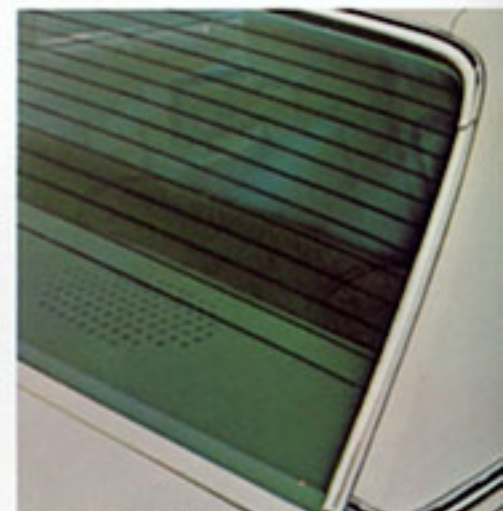
Door Edge Guards (above), Spare Tire Lock, Color-Keyed Floor Mats with Carpet Inserts, License Plate Frames come with new **APPEARANCE PROTECTION GROUP.**



**ANTI-THEFT ALARM SYSTEM.** Actuates horn to attract attention and deter theft when locked car is tampered with. Includes spare tire lock, lockable inside hood latch.

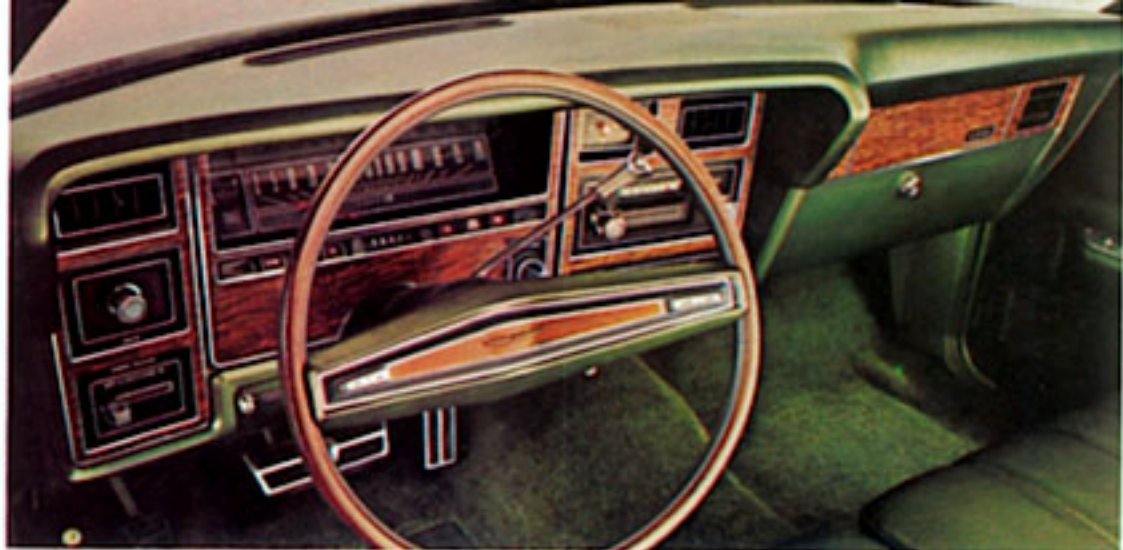


**FRONT CORNERING LAMPS** (LTD Broughams, LTD's, Country Squires) light up dark turns, work with turn signals.



**ELECTRIC REAR WINDOW DEFROSTER** uses heating elements to help melt frost, ice and snow on outside, assures better rear visibility. Tinted rear window and 70-amp. alternator included. Also available on wagons. **REAR WINDOW DEFOGGER** uses fan to clear glass.

New Ford INSTRUMENT PANEL, which features convenience in even the smallest details, is a work of art. Gauges are illuminated and designed for easy reading. Lighted ash tray and controls are fingertip-handly. Projections are streamlined for easy entry, more kneeroom. And even the ventilation outlets are located for optimum efficiency. Options shown include: SELECTAIRE CONDITIONER WITH AUTOMATIC TEMPERATURE CONTROL — for climate you prefer. One setting maintains ideal temperature. SELECTAIRE CONDITIONER alone also available. AM/FM STEREO RADIO provides superb concert listening. AM



RADIO and AM/FM STEREO RADIO with TAPE PLAYER also available. AUTOMATIC PARKING BRAKE RELEASE is actuated when ignition key is turned, and you shift to Drive or Reverse. Protects against driving with handbrake on. Included in Convenience Group. FINGERTIP SPEED CONTROL, includes Rim-Blow Deluxe

2-Spoke Steering Wheel (with built-in full-circle horn switch. Squeeze inner wheel surface anywhere), and is offered with 400 2V, 429 and 460 4V V-8's. A turnpike travel favorite, it lets you maintain preset speed without accelerator pedal. Driving's more restful, you get better fuel economy at steady speeds.



FULL WHEEL COVERS. For that beautiful finishing touch. Standard on LTD Brougham, LTD Squire models.



DELUXE WHEEL COVERS. When you want to add an even more dramatic dress-up styling touch.



AUTOMATIC SEAT BACK RELEASE on 2-door models automatically disengages seat back latch as door opens. Handy when entering with packages.



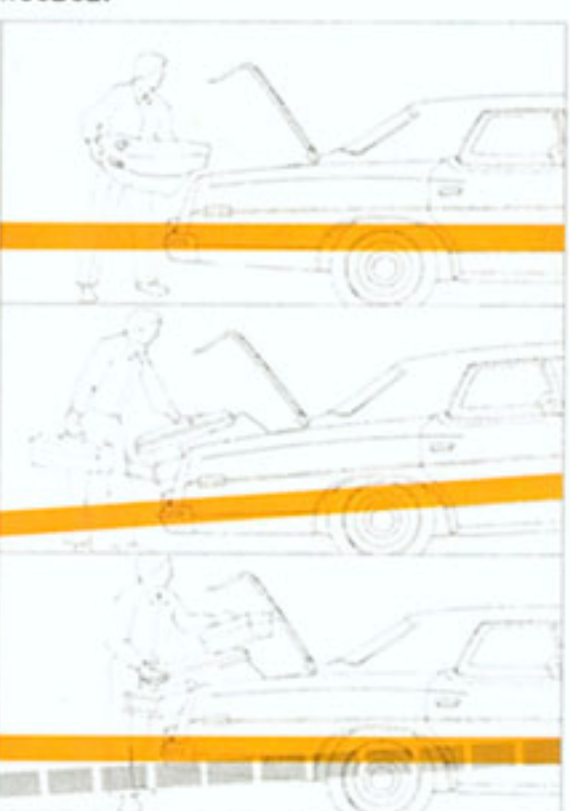
ELECTRIC TRUNK LID RELEASE opens, raises trunk lid from inside glove box. Works with ignition key in "on," or "accessory" position.



POWER-OPERATED SUNROOF available on all Ford Hardtops and Pillared Hardtops with optional vinyl roof. Push-button-actuated, it opens smoothly, lets in the sun or the stars, seals tight.



TRACTION-LOK DIFFERENTIAL AXLE. Makes going easy in snow, slush, mud. It restrains normal differential action so that more torque is transferred from spinning wheel to gripping wheel for extra traction needed.



AUTOMATIC LOAD ADJUSTER. Maintains level car-to-road attitude whatever the load. Improves handling, keeps headlights on the proper beam. Available now with heavy-duty suspension, trailer towing packages, too.

## OTHER OPTIONS AVAILABLE.

BETTER IDEAS IN COMFORT: dual rear seat speakers • tinted glass. BETTER IDEAS IN CONVENIENCE: deluxe seat belts • electric clock • Rim-Blow Deluxe 3-Spoke Steering Wheel • 6-way full width power seats • 6-way power seat, driver only. LIGHT GROUP includes instrument panel courtesy lamps, rear door courtesy lamp switches, lights in the glove box—trunk, engine compartment, plus a parking brake warning lamp. BETTER IDEAS IN APPEARANCE: Metallic Glow Paints—Blue Glow (3K), Ginger Glow (5J), Gold Glow (6F), Ivy Glow (4C) available • dual accent bodyside paint stripes • Tutone Roof Paint • Vinyl Roof (Black, Blue, Beige, Brown, Green, White—Ginger on wagons) • all-vinyl seat trim • white sidewall tires. BETTER IDEAS IN PERFORMANCE: alternator, 70-amp. • 400-cu. in. 2V V-8, 429-cu. in. and 460-cu. in. 4V V-8 engines • heavy-duty battery, 80-amp. • heavy-duty suspension • optional axle ratio. BETTER IDEAS IN WAGON LUXURIES (see page 18): Dual-Facing Rear Seat Models • deluxe luggage rack • Tailgate Window Washer • Squire Brougham Option • Recreation Table • Deluxe Cargo Area.



## TRAILER TOWING PACKAGES.

Class I—Tows up to 2000-lb. gross trailer weight, 200-lb. static tongue load. Includes approved hitch, removable ball and wiring harness.

Class II—Tows up to 3500-lb. gross trailer weight, 500-lb. tongue load. Includes heavy-duty suspension, extra-cooling package (heavy-duty radiator with larger transmission oil cooler in radiator), trailer towing wiring harness and trailer towing decal.

Class III—Tows up to 6000-lb. gross trailer weight, 700-lb. tongue load. Includes all of the above plus: higher axle ratio, alternator 70-amp. minimum, 80-amp. battery, 6½-inch wheel rims, trailer towing frame, coolant recovery system.

Class II and III packages require 400 2V or 429 4V V-8 (429 or 460 V-8's recommended for Class III towing), H78 x 15 (J78 standard on wagons) belted tires.



STEEL-BELTED RADIAL PLY TIRES, black or white sidewall.

NOTE: For full details and specifications on Station Wagon models and on trailer towing, see your Ford Dealer. Ask him for copies of the 1973 Ford Wagon Catalog and the 1973 Ford Recreation Vehicle Catalog.



LTD BROUGHAM: 4-Door Hardtop (Color 5J), 2-Door Hardtop, 4-Door Pillared Hardtop



LTD: 4-Door Pillared Hardtop (Color 3D), 2-Door Hardtop, 4-Door Hardtop



GALAXIE 500: 2-Door Hardtop (Color 4P), 4-Door Hardtop, 4-Door Pillared Hardtop



CUSTOM 500: 4-Door Pillared Hardtop (Color 3K)



WAGONMASTER WAGONS: LTD Country Squire with Dual Facing Rear Seats (Color 3B), LTD Country Squire (6-passenger), Country Sedan with Dual Facing Rear Seats, Country Sedan (6-passenger), Custom 500 Ranch Wagon with Dual Facing Rear Seats, Custom 500 Ranch Wagon (6-passenger).

## FORD CARES ABOUT YOUR SAFETY

Ford has been a pioneer in safety design in the automotive industry. Our Safety Research Center has developed stronger, safer, more dependable automotive products for you.

You'll find this reflected in each new 1973 Ford model which includes these FORD MOTOR COMPANY LIFE-GUARD DESIGN SAFETY FEATURES, standard: Improved front and rear bumpers • Improved impact-absorbing laminated safety glass windshield • Dual hydraulic brake system with warning light • Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety-designed door handles • Front and rear lap belts with mini buckles for all seating positions and retractors for front and rear outboard occupants • Shoulder belts for front outboard occupants • Positive reminder warning light and buzzer for front outboard seat belts • Turn indicators with lane-changing signal feature • Inside yield-away rearview mirror • Energy-absorbing instrument panel with padding for center and outboard passengers • Padded sun visors • Locking steering column with warning buzzer • Two-speed windshield wipers • Windshield washers • Double-yoke safety door latches and safety hinges • Steel guard rails in side

### NOTES:

**Color Codes.** For your convenience, Ford colors are indicated by code—example: (Color 4S). Your Ford Dealer will be glad to show you a color chip and actual swatches of vinyl roof and interior trim materials.

**All 1973 Ford engines** are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when adjusted to factory recommended specifications.

**Replacement Parts.** Your 1973 Ford comes with factory-engineered Motorcraft battery, oil filter, shock absorbers, Autolite Powertip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite Powertip Spark

doors • Hazard warning flasher • Backup lights • Side marker lights • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on two-door vehicles • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons (on all cars equipped with radios) • Outside rearview mirror, driver's side • Safety rim wheels and load-rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant • Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • Head restraints or high back seats for front outboard occupants • Safety glove-box latch.

Built-in safety is something you have going for you in every Ford. Take full advantage of this protection as you drive. Obey all traffic laws, think ahead and always buckle up for safety.

**Economy of Operation.** All 1973 Fords call for 36,000 miles, or 3 years (whichever comes first) between major chassis lubrications. 4,000 miles, or 4 months, between oil changes. Oil filter change initially at 4,000 miles, or 4 months, and at 8000-mile or 8-month intervals thereafter. Other economy features include: self-adjusting brakes, 2-year engine coolant-antifreeze, long-life Motorcraft Sta-Ful battery, corrosion-resistant aluminum muffler, zinc-coated underbody parts, use of regular gas\*, and more.

Plugs whenever replacement is necessary.

Illustrations and information presented were correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

**All 1973 cars** must meet Federal Emission Standards before sale. See your Ford Dealer for details.

Listening better.  
Building better.  
That's Ford.

FORD  
FORD DIVISION 