

WHITE
SALE

THE EXCLUSIVE
1970 FORD

WHITE
SALE

EXPLORER SPECIAL



F-100 EXPLORER—WSW tires and rear bumper optional.

We have a unique and exciting Ford pickup waiting for you

During our great White Sale, going on now, you can purchase an exclusive F-100 or F-250 Explorer Special pickup in Custom or Sport Custom model at a low special price. These special value units with their exclusive colors and trim are unique in the industry. What's more, there's an exciting choice of select options available for the Explorer Specials . . . and also at great savings to you.

Every Explorer Special comes equipped with this specially priced basic Appearance Package "A"

- One of two exclusive exterior colors—Grabber Blue or Explorer Green
- Exclusive matching interior trim—Blue Shetland Plaid or Green Shetland Plaid
- Bright Bodyside Moulding
- Bright Western Mirrors (Swing-Lock)
- Chrome Front Bumper Guards
- Glove Box Ornament
- Bright Windshield Moulding
- Bright Drip Rails
- Bright Box Rails (F-100)
- Tool Storage Box (F-250)
- Door Edge Guards
- Mag-Type Wheel Covers (F-100)
- Hub Caps (F-250)

This special Appearance Package is Priced to save you \$56 to \$60!*

You also have a wide choice of models and options at great savings

Three other packages are offered and priced to save you money!

● **PACKAGE "B"**—Special appearance items plus power steering, power brakes and SelectShift automatic transmission.

Priced to save you \$153 to \$187!*

● **PACKAGE "C"**—special appearance items plus air conditioning.

Priced to save you \$129 to \$133!*

● **PACKAGE "D"**—all items in Package "B" plus air conditioning.

Priced to save you \$226 to \$260!*

*These savings are based on suggested retail prices.

SAVE BIG ON THE 1970 EXPLORER SPECIAL AND OTHER FORD TRUCKS IN STOCK!



Now you can get all the quality built into Ford pickups plus exclusive colors and trim, power, comfort and convenience options... all at special low prices.

Two Exclusive Colors Identify The Explorer Specials.

"Grabber Blue" and "Explorer Green" exterior colors are the official "Explorer Special" colors. No other Ford pickups will feature these colors during the 1970 model-year. However, if your preference runs to a color other than these, you may order it with your new truck. Available colors include:

- Raven Black
- Wimbledon White
- Harbor Blue
- New Lime
- Sky View Blue
- Boxwood Green
- Yucatan Gold



SPECIAL INTERIOR. You have a choice of one of two interior trim colors. Blue Shetland plaid with blue vinyl non-metallic leather print goes with "Grabber Blue." Gold and red Shetland plaid with green vinyl non-metallic leather print goes with "Explorer Green."



MAG-TYPE WHEEL COVERS. The F-100 Explorer Special wheel covers add another exclusive touch. They are a five-spoke design that simulates big magnesium wheels.

Exterior Trim Makes The Explorer Specials Stand Out.

Explorer Specials come with Bright Bodyside Moulding, Bright Windshield Moulding and Drip Rails, Bright Western Mirrors and other regular trim options plus the following exclusive items:

- Bright front bumper guards
- Bright box rails (F-100 only)
- Door edge guards
- Mag-type wheel covers (F-100 only)



Explorer Specials feature **BRIGHT FRONT BUMPER GUARDS** with black rubber inserts. Guards are center-mounted straddling the license plate mounting.



F-100 Explorer Specials come equipped with handsome **BRIGHT BOX RAILS** mounted on the pickup sides. The F-100 and F-250 both feature a highly attractive bodyside moulding that extends the full length of fender, cab and body sides.

Rear vision for driving and parking is improved on the Explorer Specials with bright 6" x 10" **WESTERN-TYPE SWING-LOCK MIRRORS.**



These Specially Priced Options Can Make Your Explorer Special A Real Pleasure To Drive.

- **POWER STEERING** included in PACKAGES "B" and "D" mentioned earlier. Specify power steering in your Explorer Special and save big.
- **POWER BRAKES.** A great safety feature. Also included for a low price in Explorer Special PACKAGES "B" and "D."
- **AUTOMATIC TRANSMISSION.** SelectShift Cruise-O-Matic, Ford's 3-speed automatic transmission, lets you shift manually or automatically. It comes with Explorer Special PACKAGES "B" and "D" at a big saving.
- **AIR CONDITIONING.** A convenience option that brings year-round comfort into the cab. Comes in Explorer Special PACKAGES "C" and "D."

Every Explorer Special Includes Ford's "Better Ideas" In Standard Equipment.

TWIN-I-BEAM FRONT SUSPENSION. Exclusive with Ford. Two front axles are cushioned by coil springs with front wheels independently suspended. **FLEX-O-MATIC REAR SUSPENSION.** Standard on the F-250, optional F-100. Automatically adjusts spring stiffness for varying loads. Both suspensions provide Ford pickups with a "Works like a Truck, Rides like a Car" exclusive matched suspension.



FORD F-250 EXPLORER WITH CAMPER SPECIAL

The unique Explorer Special in the F-250 model is also available as a Camper Special. It features special equipment to make your truck more versatile and outdoor living more enjoyable.

- The handy, lockable tool storage compartment is standard equipment on the F-250 Explorer Camper Special.
- The F-250 Explorer Camper Special is designed to carry the popular 11-ft. pickup or chassis-mounted campers.
- Equipment includes bright 6" x 10" western mirrors, extra cooling package, 12-volt camper wiring harness for camper body interior and exterior lighting. Sliding rear cab window is also included.
- Explorer Special Packages "B" and "D" which include power steering, power brakes, SelectShift Cruise-O-Matic and air conditioning (Package "D") make the F-250 especially at home in rugged camping situations.



F-250 EXPLORER CAMPER SPECIAL. Brings great mobility to the outdoor lover.

RANCHERO

Ranchero pickups run the gamut from genuine value with a great low price to the ultimate in personal pickup luxury. Four Ranchero models include:

- Ranchero
 - Ranchero 500
 - Ranchero GT
 - Ranchero Squire
- The handsome woodtone Ranchero Squire is a Ford exclusive. But any model features the new longer wheelbase and wider track for a smooth ride and improved cornering.
- Ranchero options include SelectShift Cruise-O-Matic, AM/FM stereo radio, SelectAire Conditioner, power steering, tinted glass and styled wheels.
 - Ranchero performance options include a tachometer, four-on-the-floor manual transmission with quick-shift Hurst mechanism, high-back bucket seats, and power front disc brakes.



RANCHERO. A personal pickup, a performance pickup, a luxury pickup.

BRONCO

Ford's 4-wheel-drive Bronco is designed and built to get you up, over, around and through obstacles that would stop a normal vehicle. In fact, Bronco is so tough that it's the No. 1 performance vehicle in the utility field, taking first place in this year's Mexican 1000 off-road race. Last year specially modified Broncos took three out of four of the major off-road races in its class.

- For sure power with outstanding economy, Bronco comes with the 170-cu. in. Six as the standard engine. Optional is the 302 V-8.
- Other Bronco options include a snowplow blade, front-mounted winch, swing-away spare tire, front-mounted power take-off, front auxiliary air springs, front tow hook, two-way radio, and many others.



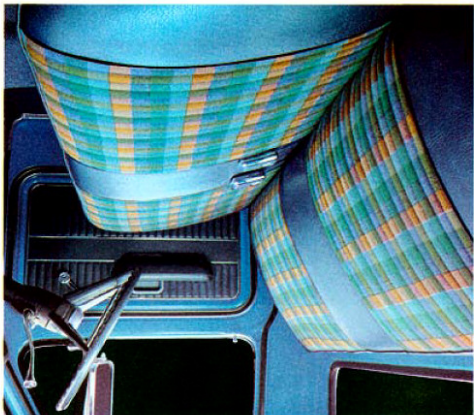
BRONCO. Ford's rugged 4-wheeler—the go-anywhere, all-purpose vehicle.

Two Exclusive Interior Trims... Available On No Other Pickups.

The Explorer Specials feature exclusive interiors, color-keyed to the two exterior colors that are available.

The Shelland Plaids—in blue (shown here) or green—bring a classic touch to the Custom or Sport Custom interior. The spacious Ford cabs bring you colorful comfort in the roomiest cab interior in the industry. The wide, deep-cushioned seats will easily hold three big men.

Standard items include padded instrument panel, energy-absorbing sun visors and armrests, and seat belts. Also included are windshield washers, day/night speed windshield wipers, interior mirror.



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The deal of the year for pickup buyers!

PLACE STAMP HERE



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A specially equipped pickup... at a special low price... for a limited time only!

SEE IT NOW

