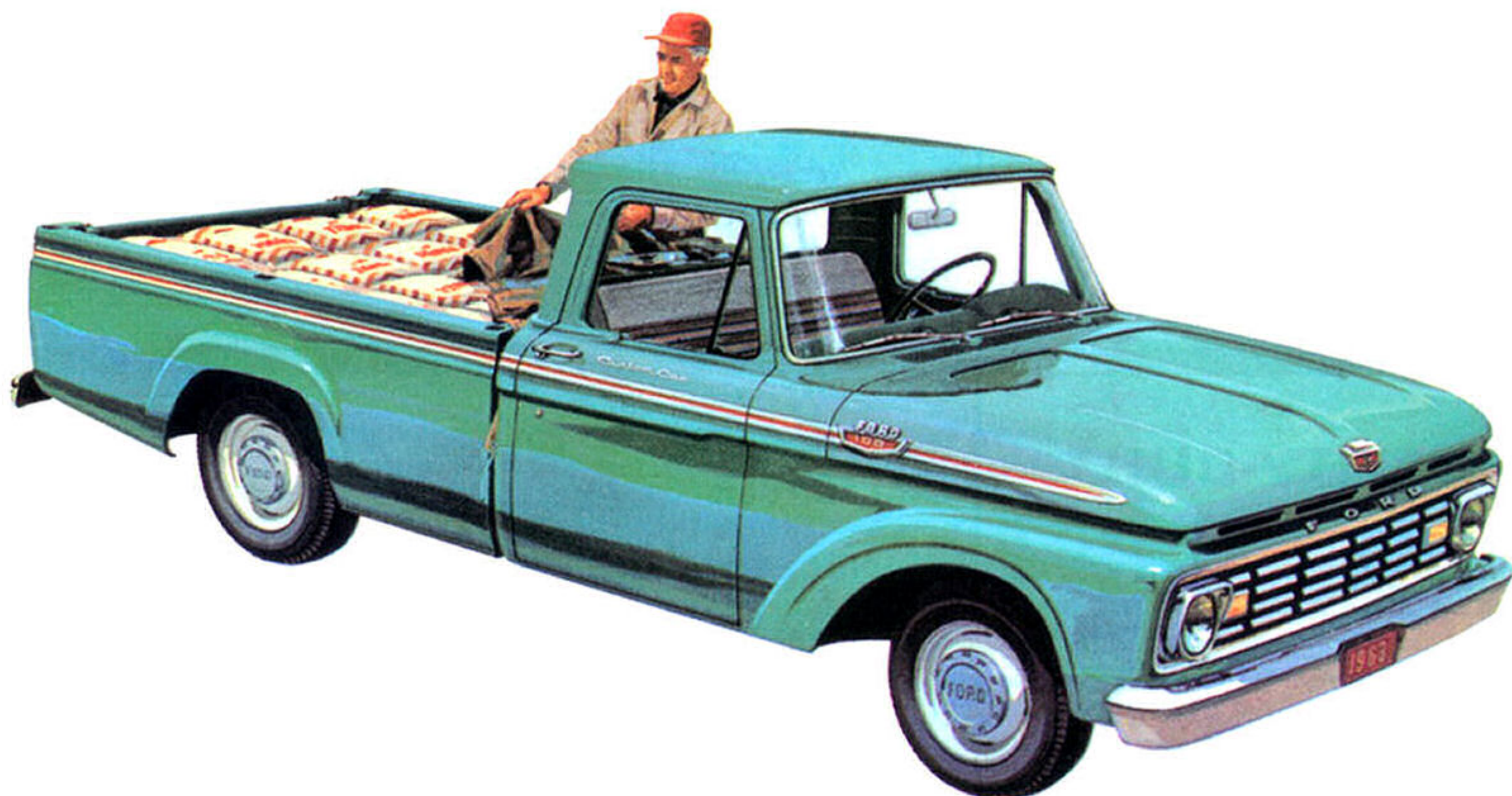


FORD TRUCKS

1963 **F-100 SERIES**

PICKUPS · STAKE
CHASSIS-CAB · CHASSIS-COWL
CHASSIS · WINDSHIELD



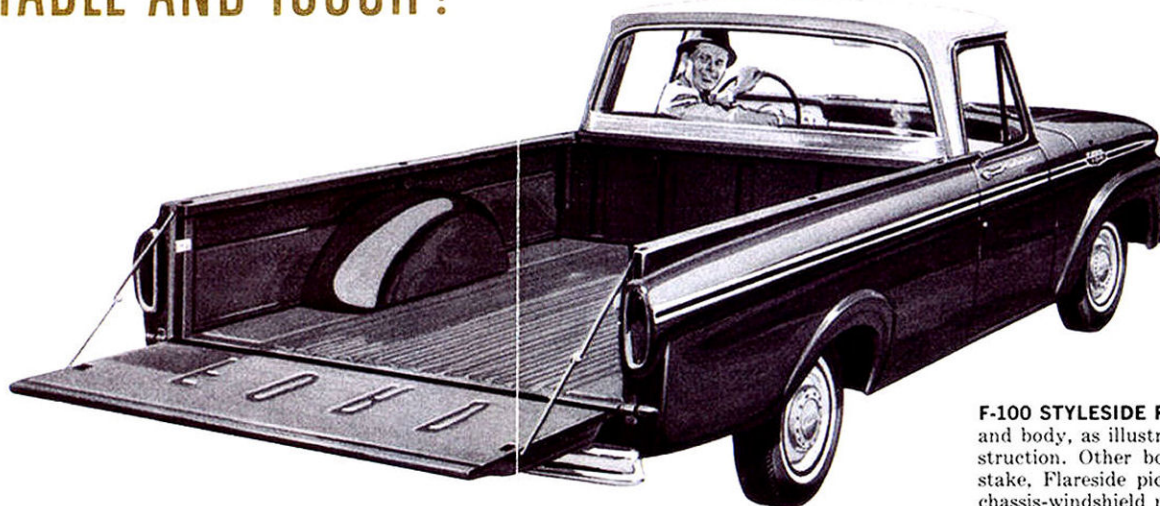
"BUILT LIKE THE BIG ONES"



'63 FORD PICKUPS...COMFORTABLE AND TOUGH!

"BUILT LIKE THE BIG ONES"

The 1963 Ford F-100 pickups are ready for you with more solid comfort, operating reliability and extra durability than ever before. '63 Ford pickups almost match the roominess, riding comfort and driving ease of big passenger cars. Yet beneath all this easy comfort is a rugged truck, "Built Like The Big Ones" to provide you with more reliable and more economical truck operation year after year. This means fewer repairs, less downtime, and more profit for you. What makes Ford pickups more reliable? Among the many engineering advantages in Ford pickups are features such as truck-type I-beam front axles, SAE-standard parallel-rail frames, two-stage leaf-type rear springs, new and more rugged transmissions, short-stroke truck engines, and extra corrosion protection for critical body areas.

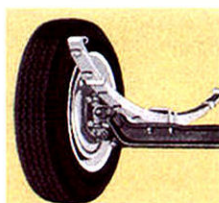


- Ample loadspace in 6½- or 8-ft. Styleside and Flareside pickup bodies
- Click-shut tailgate on integral cab and Styleside body allows easier and quicker loading. Instant-action latches have positive lock with snap-shut action for more convenient operation. No hooks or chains
- Cab-wide rear window is available with integral cab and Styleside body, providing greater rear and side visibility
- '63 Ford pickups have extra corrosion protection. Zinc-rich primer is applied to critical under-fender areas, while rust-resistant primer and undercoating is used on various underbody structures
- Improved rubber-covered speedometer cable seals out moisture . . . seals in lubrication of the core for the lifetime of the truck
- Turn signals, standard with all body styles, have new amber-colored front lenses for added safety

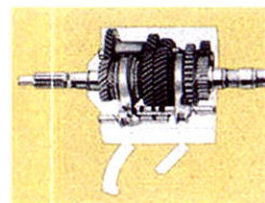
F-100 STYLESIDE PICKUP is available with integral cab and body, as illustrated, or separate cab and body construction. Other body options for this series include stake, Flareside pickups, chassis-cab, chassis-cowl, and chassis-windshield models. Max. GVW 5,000 lb.

QUALITY-BUILT TO WORK HARDER TO LAST LONGER

Ford F-100 trucks are built with the same kind of frames, springs, axles and engines you'll find in big trucks to provide extra durability, extra reliability. They're solid and tough to be ever ready and ever working for you.



I-BEAM FRONT AXLE
Rugged I-beam front axles resist twist and road shock. They maintain front-end stability over the roughest roads, keeping tires tracking true and increasing tire life.



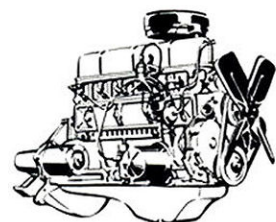
NEW 3-SPEED SYNCHRO-SILENT TRANSMISSION

Brand-new for '63 and only Ford has it! For the first time, low gear is fully synchronized along with second and high. Now you can downshift into low without clashing gears while still moving forward.

PARALLEL-RAIL FRAME



Just like the big trucks—Ford pickups use heavy-gauge SAE-standard parallel-rail frames with both channel- and jaw-type flanged "U" cross members for best resistance to twisting.



223 SIX

Bore and Stroke—3.625" x 3.60"
Displacement—223 cu. in.
Max. Gross HP—135 @ 4000 RPM
Max. Gross Torque—200 lbs.-ft. @ 1800-2400 RPM
Compression Ratio—8.1 to 1

PROVEN GAS-SAVING 223 SIX

- Short-stroke design assures low piston speeds, top fuel economy, and long ring and bore life
- Free-turning valves, aluminum-alloy pistons, and full-pressure lubrication give the Ford Six long life with minimum maintenance
- Overhead-valve design, wedge-type combustion chambers, and high-lift cams provide economical combustion and high power output using regular grade fuels
- Improved oil-bath air cleaner absorbs air intake noises . . . reduces noise level in the cab
- Positive crankcase ventilation complies with anti-smog legislation; cuts crankcase dilution and sludge

FORD OPTIONS TO FIT YOUR NEEDS

To meet the needs of every kind of pickup operation, Ford offers a wide variety of body and chassis options. Be sure to describe your operation to your Ford Dealer so he can recommend the options you need for your specific hauling requirements. You have a choice of five automatic and multi-speed

transmissions, five rear axle ratios, heavier-rated front and rear springs for heavier-than-average loads, and many driver-convenience options to choose from. Or you may want the more luxurious comfort and appearance advantages of a Ford Custom Cab, and the extra power of a 292 V-8.

ECONOMICAL SHORT STROKE V-8 POWER

- Short-stroke design assures low piston speeds, top fuel economy, and long ring and bore life
- Wedge-type combustion chambers, deep-block construction, and five-bearing crankshaft make the 292 V-8 a top-performing, long-life engine
- High-lift camshaft and large intake and exhaust manifold passages result in better engine breathing and increased power
- Full-circle water jackets and free-way water passages provide better cylinder cooling, reduce cylinder bore wear, and prolong engine life
- Improved oil-bath air cleaner absorbs air intake noises . . . reduces noise level in the cab
- Positive crankcase ventilation complies with anti-smog legislation; cuts crankcase dilution and sludge



292 V-8

Bore and Stroke—3.75" x 3.30"
Displacement—292 cu. in.
Max. Gross HP—160 @ 4000 RPM
Max. Gross Torque—270 lbs.-ft. @ 1800-2000 RPM
Compression Ratio—8.0 to 1

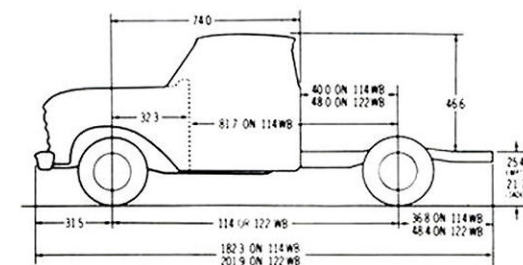
BODY DIMENSIONS

	INTEGRAL STYLESIDE	SEPARATE STYLESIDE	FLARESIDE STAKE
Nominal length	6½ ft. 8 ft.	6½ ft. 8 ft.	6½ ft. 8 ft. 6½ ft.
(A) Inside length—in. (max. at floor)	78.2 98.2	76.4 94.4	78.0 96.0 80.0
(B) Inside width—in. (max. at floor)	76.6	76.6 73.0	73.0 49.0 54.0 67.0
(C) Inside width—in. (between wheelhousings)	49.0	49.0 49.0	49.0 none 48.4
(D) Width of tailgate opening—in.	64.5	64.5 51.6	51.6 49.0 54.0 80.0
(E) Height—in. (floor to top of sides)	19.6	19.6 19.1	19.1 20.3 22.1 24.5
Cubic capacity—cu. ft.	65.1*	79.7* 56.1*	70.6* 45.0 65.4* 76.0

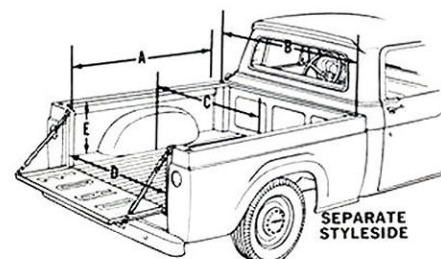
*Allowance made for wheelhousings

CHASSIS FOR SPECIAL BODIES

Ford's F-100 chassis models are especially suited for custom-built bodies from 5½ to 8 ft. long. The chassis-cab models are available with a 114- or 122-in. wheelbase for special-purpose bodies available from any number of independent body builders. Chassis-cowl and chassis-windshield units (114-in. wb. only) may be easily equipped with single-unit bodies of the walk-in type. See your Ford Dealer for a wide choice of makes and types.



ALL DIMENSIONS WITH 6.70-15 4 PR TIRES



FORD COMFORT-CONDITIONED CABS FOR 1963

Slip into the cab of a '63 Ford F-100 and discover for yourself the solid comfort everywhere. No knee-knocking "dogleg" in the door opening to get in your way; doors open wide, too; and a handy inboard step eases entry and exit. New polyurethane foam seat cushion padding (1½ inches thick in standard cabs, 5 inches thick optional) gives you less seat bounce, less seat sag, more comfort.

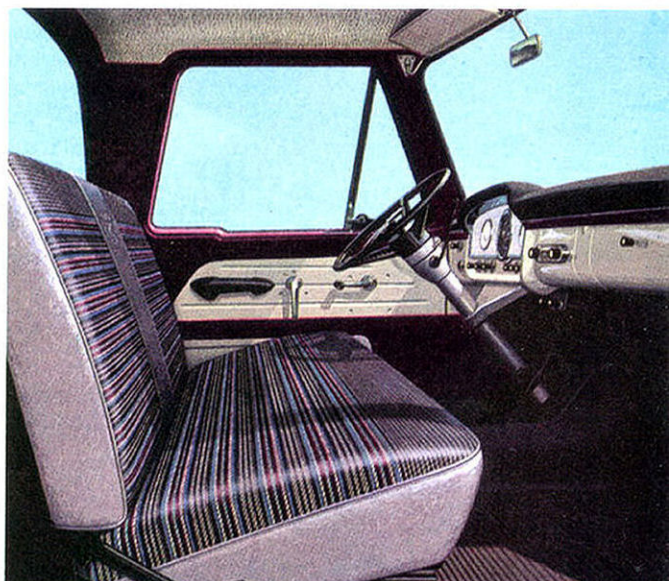
STANDARD CAB FEATURES

- Gray block-weave pattern vinyl seat upholstery
- Lifeguard steering wheel
- Safety Double-Grip door latches
- Dome light
- Left sun visor
- Dispatch box
- Matched locks in both doors
- Electric windshield wipers
- Theft-retardant ignition switch
- Rearview mirror
- All-weather ventilation
- Ash receptacle

CUSTOM CAB FEATURES

(In addition to or in place of standard features)

- Twill-stripe woven plastic seat upholstery
- Satin-finish instrument cluster plate with chrome-rimmed instruments
- Attractive chrome horn ring on steering wheel
- Polyurethane seat padding, 5 inches thick in cushion and 1½ inches in seat back
- Cigar-cigarette lighter
- Arm rest on left door
- Sun visor on right side
- Bright-metal grille and headlight assembly
- Coat hook
- Stowage compartment with zippered vinyl cover in left door
- Bright-metal windshield reveal molding
- "Custom Cab" identification on each door
- Two-tone paint treatment on instrument and door interior panels
- Perforated acoustical headlining with ½-in. sound-absorbing insulation between headlining and roof panel
- Sound deadener material between floor pan and mat



Custom Cab

CHASSIS SPECIFICATIONS

	STANDARD EQUIPMENT	OPTIONAL EQUIPMENT*
Axle, Front: Capacity (lb.)	2600	3300—3.70, 4.11
Axle, Rear: Capacity (lb.)—Ratios (to 1)	3300—3.89	3.73, 3.92
Ratios for locking-type differential (to 1)	—	—
Battery: (12 volt)	54 plates—40 amp-hr	66 plates—55 or 70 amp-hr
Brakes, Service: Type	Hydraulic	—
Size (in.) front—rear	11 x 2—11 x 1½	—
Brakes, Parking: Type	Cable actuation of rear brakes	—
Clutch: Diameter (in.)—Area (sq. in.)	10—85.5 (Six) 10.5—96.2 (V-8)	HD 11"—123.7
Cooling System: Capacity (qt.)	18 (Six) 21 (V-8)	Extra cooling radiator
Fan—No. of blades—dia. (in.)	4—13.5	—
Engine:	223 Six	292 V-8
Frame: Section Modulus	2.65 (114" wb.), 3.34 (122" wb.)	—
Generator:	30 amp.—450 watt	Alternator—42 amp., 60 amp.
Shock Absorbers: Front and rear	Double-acting	—
Springs, Front: Capacity @ pad (lb. each)	1000 (114" wb.), 1100 (122" wb.)	1100 (114" wb.)
Springs, Rear (Two-Stage): Capacity @ pad (lb. ea.)	1025	1350, 1650
Steering: Type	Recirculating ball	—
Transmission: Type	3-speed Synchro-Silent	3-speed w/overdrive, 3-speed extra-duty, 4-speed, heavy-duty Cruise-O-Matic
Wheels: No.—type—rim size	5—5-hole disc—5½K rim	—
Tires: Tubeless, No.—size	5—6.70-15 4 PR (2-ply)	Tubeless and tube-type tires in sizes to match requirements

Standard Colors: Rangoon Red, Driftwood Gray, Raven Black, Sandshell Beige, Holly Green, Caribbean Turquoise, Academy Blue, Glacier Blue, and Corinthian White. A two-tone effect is available for all cab models with Corinthian White on roof and around cab back panel above beltline.

*See your Ford Dealer for additional options

†HD single-stage type

The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this folder are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer. Warranties referred to herein are applicable to products sold in North America and in certain neighboring areas.

12,000-MILE WARRANTY (OR 12 MONTHS)—Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to their customers as follows: That for 12 months or for 12,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will continue to be made by the tire companies. Owners will remain responsible for normal maintenance service and routine replacement of maintenance items such as filters, spark plugs, and ignition points.

FORD TRUCKS FOR OUTSTANDING RELIABILITY AND DURABILITY!

PRODUCTS OF

