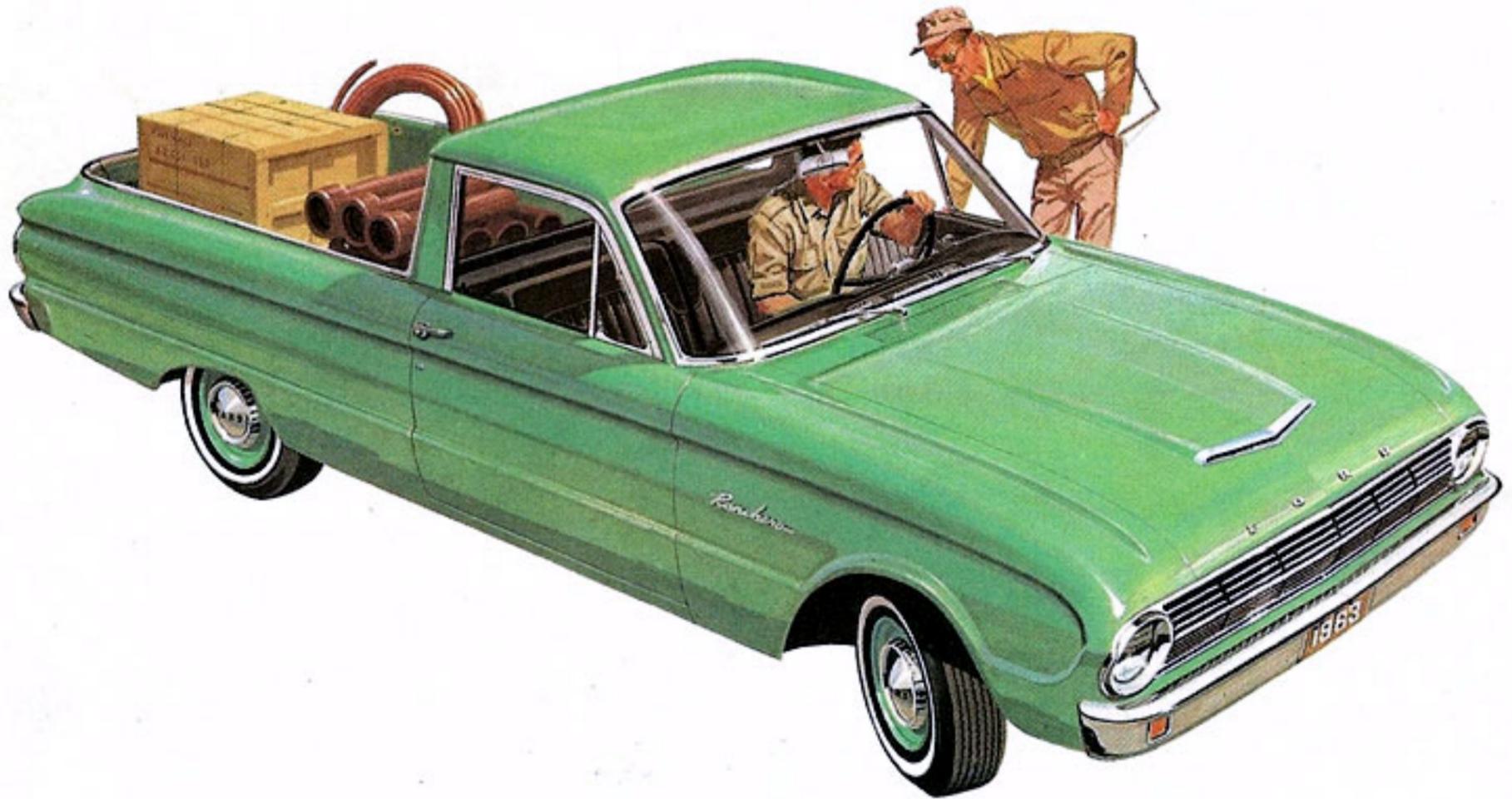


# FORD TRUCKS

1963 **FALCON**

RANCHERO PICKUP  
SEDAN DELIVERY

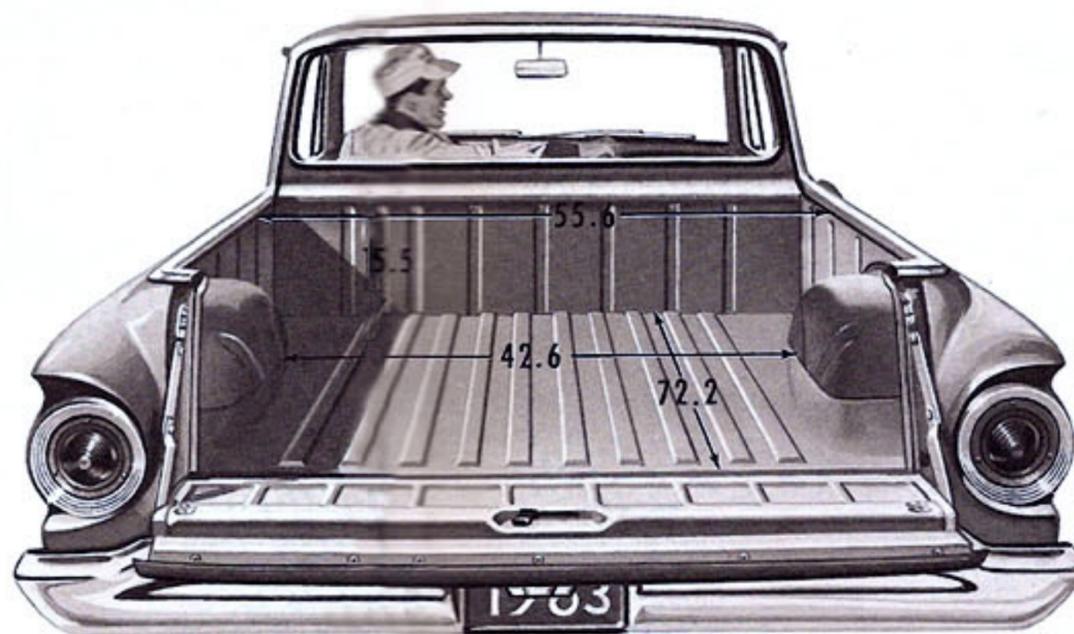


QUALITY-BUILT FOR MORE LASTING ECONOMY!



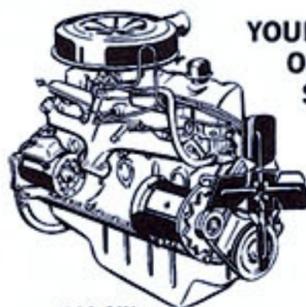
# FORD RANCHERO — AMERICA'S MOST DISTINCTIVE PICKUP

Do you use your pickup a great deal for personal transportation . . . haul only moderate loads? If you do, then the Falcon Ranchero is the truck for you! The Ranchero combines 800-lb. capacity with all the comfort, style, and performance that earned the Falcon car its reputation for being one of America's most popular compact cars. Driving a Falcon Ranchero is a pleasure. And speaking about pleasure—the Falcon Ranchero is just about perfect for going fishing, hunting, boating, camping, or to town. Falcon economy starts with the Ranchero's low price and continues with low operating costs, day in and year out. One reason is the exceptional gas economy you get with Falcon's 85-hp modern overhead-valve Six. You save with such features as 36,000-mile sealed-in major chassis lubrication, 6,000 miles between oil changes, self-adjusting brakes, hydraulic valve lifters, and galvanized underbody protection. In addition, the Falcon Ranchero is a pleasure to work with because side loading height is only 39 inches from the ground, and level tailgate height is only 27 inches.

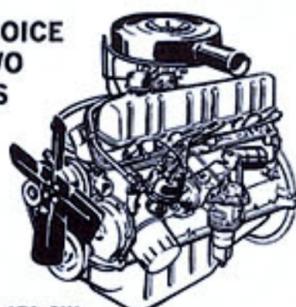


## OUTSTANDING RANCHERO FEATURES

- The sturdy 6-foot-long, 4½-foot-wide, and 15½-inch-deep pickup box provides a total of 31½ cubic feet of usable loadspace
- Integral cab and pickup box is all-welded heavy-gauge steel, single-unit body-frame construction designed for maximum strength with minimum weight
- Cab-wide rear window provides optimum rear driver visibility when backing up to loading platforms
- Spare tire is located in the cab behind the seat for easy roll-out accessibility. Provides weatherproof tire storage
- Fully synchronized 4-speed transmission is available. Permits shifting into low gear without clashing gears while still moving forward
- Snug-fitting tailgate has a single latch handle for convenient one-hand operation. Sturdy support arms hold tailgate level and fold away when tailgate is shut. No tailgate chains and hooks to bother with



### YOUR CHOICE OF TWO SIXES



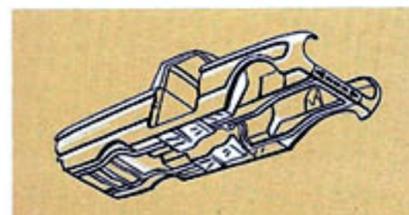
**144 SIX**  
BORE AND STROKE: 3.50" x 2.50"  
MAX. GROSS HP: 85 @ 4200 rpm  
MAX. GROSS TORQUE: 134 lbs-ft @ 2000 rpm  
COMPRESSION RATIO: 8.7 to 1

**170 SIX**  
BORE AND STROKE: 3.50" x 2.94"  
MAX. GROSS HP: 101 @ 4400 rpm  
MAX. GROSS TORQUE: 156 lbs-ft @ 2400 rpm  
COMPRESSION RATIO: 8.7 to 1

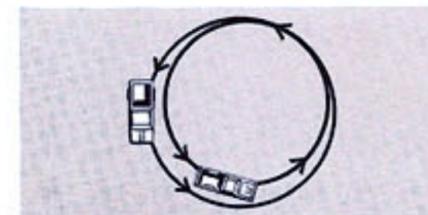
### IMPORTANT ENGINE RELIABILITY AND DURABILITY FEATURES!

- Cast-iron cylinder block, cylinder head, and intake manifold are designed to provide a high degree of wear-resistance and quietness of operation
- Intake manifold is cast as an integral part of the head, thus eliminating gaskets, studs, and leakage
- Lightweight aluminum pistons are tin-plated to resist scuffing. Cast-in steel struts maintain piston concentricity and long cylinder bore life
- Crankshaft is of precision-molded alloy iron with five integrally cast counterweights. Main bearings are 2-piece design and are replaceable without removing crankshaft from block
- Positive crankcase ventilation complies with anti-smog legislation; cuts crankcase dilution and sludge formation
- Hydraulic valve lifters provide smoother and quieter valve operation virtually eliminating valve adjustment maintenance

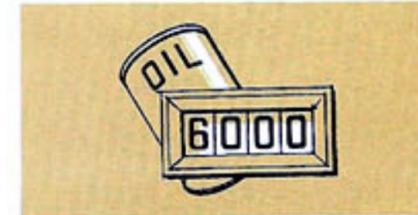
## FORD FALCON RANCHERO BONUS BENEFITS!



**FORD FALCONS FIGHT RUST** for greater durability. All main underbody structural members are heavily galvanized for protection against rust. Aluminized muffler normally lasts three times longer than other types.



**EASY TO GET AROUND IN!** The Falcon Ranchero and Sedan Delivery have a compact 109.5-inch wheelbase and short overall length of 189 inches. This provides a short turning diameter and good maneuverability.

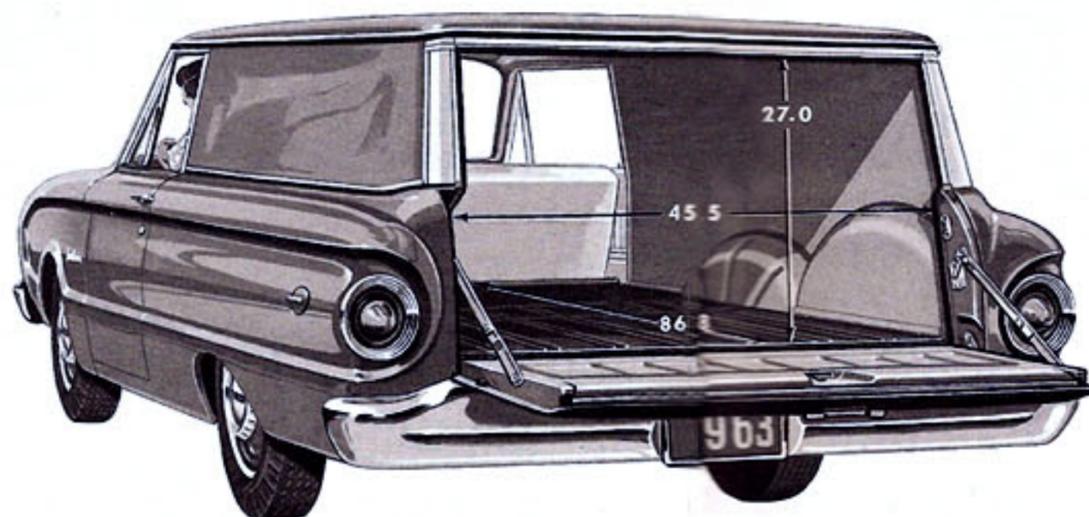


**6,000 MILES BETWEEN OIL CHANGES** means lower operating costs. Ford's Full-Flow oil filter lets you operate up to 6,000 miles between oil changes. Change only 3½ quarts (plus one qt. for the new filter cartridge).

## FORD SEDAN DELIVERY OFFERS DELUXE ECONOMY, COMPACTNESS AND STYLE!

### OUTSTANDING SEDAN DELIVERY FEATURES

- Big 76.2 cu. ft. of weather protected loadspace. Cargo space has hardboard trim extending from floor and wheelhousings to headlining
- Front fenders are bolted-on type which permits easy removal for more economical repair or replacement
- Tailgate window can be manually lowered to provide rear ventilation. Electrically operated tailgate window is also available
- Ample sign area space is available on side panels to advertise your business
- Single center tailgate latch is convenient for one-hand operation. Tailgate is held in open position with sturdy flat-metal supports for long loads



The 1963 Falcon Sedan Delivery is styled for beauty, and is quality-built for economy and efficiency. The Sedan Delivery is designed to haul small, prestige loads which require protection from the weather. It's nimble and easy to handle in traffic and congested delivery areas. It is powered with the standard Falcon economy 85-hp OHV Six. Inside is a full 76.2 cubic feet of loadspace that's accessible from the front seat and the tailgate. The rear cargo opening is almost 4 feet wide at the floor and 27 inches high. The 7-foot-long floor is constructed of steel and weather-sealed plywood with longitudinal steel strips to provide easier loading. The Sedan Delivery's single-unit body-frame construction offers maximum strength with minimum weight. A Falcon Sedan Delivery will reflect credit on your business, and do it economically, too.

# THE LUXURY AND COMFORT OF FALCON CABS

For '63, Falcon Rancheros and Sedan Deliveries provide all the luxury and comfort of the popular Falcon passenger cars. A new softer and more durable polyurethane foam padding is used in seat cushions and in seat backs to provide even greater comfort. The upholstery in the standard cab has a "Western Motif" (steerhead pattern) imprinted on pale beige vinyl upholstery material with a light beige vinyl bolster border on sides, seat back and seat facings. The Deluxe Cab features a choice of all black or all red pleated vinyl upholstery with same color vinyl bolster on sides, seat back and seat facings. Listed below are standard and optional equipment specifications for both Ranchero and Sedan Delivery models.



## SPECIFICATIONS

**Exteriors:** Standard equipment includes—chrome front and rear bumpers, two taillights, dual single-speed electric windshield wipers, dual electric horns, directional signals, bright-metal windshield reveal molding, taillight trim rings and hub caps. *Sedan Delivery* also has bright-metal drip moldings. Solid colors available are: Raven Black, Rangoon Red, Viking Blue, Oxford Blue, Silver Moss, Ming Green, Champagne, Glacier Blue, Heritage Burgundy, Sandshell Beige, and Corinthian White. Optional two-tone combinations are: Glacier Blue and Viking Blue, Black and Champagne, and Corinthian White with any solid color.

**Interiors:** Standard equipment includes—arm rests (Falcon Ranchero), dome light, rearview mirror, spare tire and wheel, sun visor (left side Sedan Delivery, both sides Falcon Ranchero), dispatch box, ash tray, Double-Grip door locks, Life-guard steering wheel, pale beige "Western Motif" vinyl seat covering with light beige vinyl bolsters and seat facings.

**Engine: 85-hp Falcon Six**—144-cu. in. displacement, 3.50" bore x 2.50" stroke, 8.7 to 1 compression ratio, operates on regular fuel; single venturi carburetor, simplified integral intake manifold and cylinder head; hydraulic valve lifters; Full-Flow oil filter; 18-mm. Turbo-Action spark plugs; 12-volt electrical system; 54-plate 40 ampere-hour battery; 25 ampere generator; aluminized muffler.

**Engine: (optional) 101-hp high-performance Six**—170-cu. in. displacement, 3.50" bore x 2.94" stroke, 8.7 to 1 compression ratio, operates on regular fuel; single venturi carburetor; Full-Flow oil filter; hydraulic valve lifters; aluminized muffler.

**Clutch and Transmission:** Single-plate, cushion-disc clutch, face diameter 8½ in., total frictional area 68.1 sq. in., aluminum housing. Manual 3-speed Synchro-Silent transmission.

**Optional:** 2-speed Fordomatic Drive with 3.50 to 1 axle ratio only. 4-speed manual fully synchronized transmission.

**Rear Axle:** Semi-floating type with hypoid gears; 3.50 to 1 axle ratio. 4.00 to 1 ratio optional with 85-hp Six only.

**Front Suspension:** Angle-Poised ball-joint type with 4-in. coil springs and shock absorbers.

**Rear Suspension:** Semi-elliptical leaf springs and shock absorbers.

**Brakes:** Dependable double-sealed drum; 9" x 2¼" Duo-Servo type; self-adjusting; total lining area is 137.2 sq. in.

**Tires:** 6.50 x 13 4PR on 13 x 4½ J safety-type wheels.

**Wheelbase:** 109.5 inches.

**Other Available Equipment:** Heavy-duty battery (54-plate, 55 ampere-hour); heater and defroster (fresh air "Blend-Air" type hot water heater); air conditioner; push button radio and front-mounted antenna; Safety Package "A" (padded instrument panel and sun visors); seat belts; power-operated tailgate window (for Sedan Delivery); tires (6.50 x 13 4PR white sidewalls; 6.50 x 13 6PR black or white sidewalls); wheel covers (bright metal); tinted glass; windshield washers; 2-speed electric windshield wipers; cigar-cigarette lighter; backup lights.

**Deluxe Trim Package:** Includes bright-metal moldings on door window frames and tailgate window opening plus arm rests, both sides, and right-hand sun visor on *Sedan Delivery*—bright-metal moldings around top of box and cab back, plus frames on door window on *Falcon Ranchero*. Also, for both models a black or red steering wheel with horn ring; cigar-cigarette lighter; dome light door switch; and black or red vinyl upholstery.

The specifications contained herein were in effect at the time this folder was approved for printing. 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 FALCON TRUCKS FOR COMFORT, STYLE, AND ECONOMY!**

PRODUCTS OF  
  
MOTOR COMPANY