

# FORD TRUCKS

1963  
ECONOLINE VAN



QUALITY-BUILT FOR MORE LASTING ECONOMY!





# WHY FORD ECONOLINES OUTSELL OTHER VANS AND PANELS

## BONUS SIZE LOADSPACE

The Ford Econoline van offers 204 cubic feet of weather-protected cargo space . . . more than that of any conventional  $\frac{1}{2}$ -ton panel truck. The Econoline's "up front" engine leaves a level, knee-high floor that's  $7\frac{1}{2}$  feet long behind the engine cover and over 5 feet wide. Four-foot double door openings curbside and rear ease loading or unloading.

## DURABLE BODY CONSTRUCTION

The Econoline van's unique single-unit body-frame construction provides maximum strength with minimum weight. The body is of all-welded heavy gauge steel construction with integral skid strip flooring to provide a rigid floor and to make loading easier. For added durability, all main underbody structural members are galvanized to resist rust and corrosion.

## GREATER CAPACITY AND WORKABILITY

Maximum GVW for the Econoline van is 4,350 pounds, which permits hauling  $\frac{3}{4}$ -ton payloads. New optional double doors on the left side give you a total of six cargo access doors. This gives maximum flexibility in loading and unloading in crowded areas.

## OPTIMUM VISIBILITY AND MANEUVERABILITY

The Ford Econoline van's compact, cab-forward design and big windshield provide excellent driver visibility . . . its short 90-inch wheelbase permits superb maneuverability. The van has the shortest turning diameter of any comparable truck—up to 4 feet less than any conventional  $\frac{1}{2}$ -ton panel.



- A choice of two economy engines gives outstanding economy or superior performance
- Engine cover can be quickly lifted, exposing the engine for rapid service checks
- New improved speedometer cable has cable core encased in nylon sheathing to minimize needle flutter and increase speedometer core life
- New improved-design front wheel bearing adjusting nut provides precise wheel bearing adjustment when packing wheel bearings. This increases bearing life
- I-beam front axle, conventional leaf springs, and telescopic shock absorbers keep front end in alignment, provide easy steering and a comfortable ride
- Convenient steering column shift lever controls a new 3-speed transmission that's synchronized in all three gears for easy downshifting to low . . . a Ford exclusive
- New design rear leaf springs provide a soft ride when empty, yet cushion and support  $\frac{3}{4}$ -ton loads
- New design pivotless distributor breaker points result in more positive point alignment, smoother point opening, and more uniform gap
- 6,000-mile oil change interval results from Ford's depth-type Full-Flow oil filter

## QUALITY-BUILT TO GIVE YOU ECONOMY WITHOUT COMPROMISE

For '63, Ford Econoline vans have been improved in many areas resulting in greater overall operating reliability and chassis durability. The features at the right are a few of the typical improvements that have been made for '63 to make Econoline vans the best truck transportation values of their size in the industry.



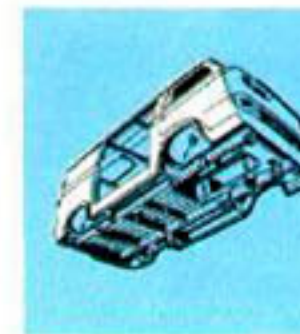
**NEW 3-SPEED FULLY SYNCHRONIZED TRANSMISSION**  
Brand new for '63 and only Ford has it! For the first time, low gear is synchronized as well as second and high. Now you can downshift into low without clashing gears while still moving forward . . . maintain momentum. Saves time; helps prevent bogging down through terrain.



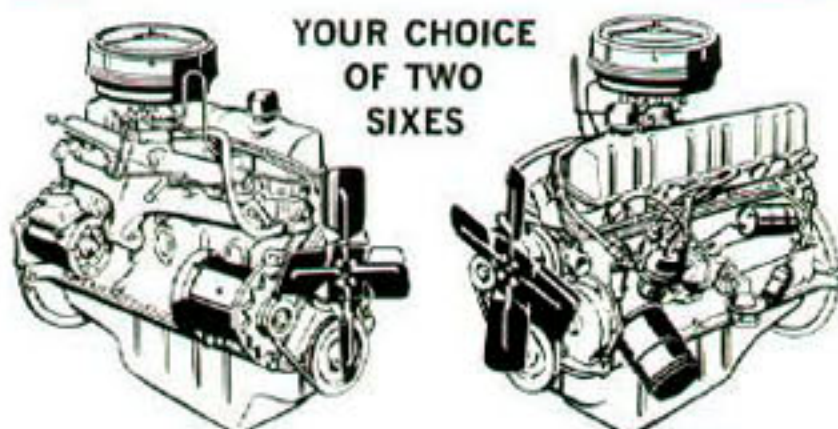
**DURABLE 8 1/2-INCH DIAMETER CLUTCH**  
The standard 8 1/2-inch diameter clutch with 68 sq. in. of lining area gives dependable operation with both the 144- and 170-cu. in. six engines. A heavy-duty 8 1/2-inch clutch that doubles the life of the standard clutch is available.



**STRONGER ROOF**  
Four longitudinal full-length roof depressions and a recessed center area are styled into Econoline vans to provide greater strength and rigidity. Heavier reinforcing roof bows of improved design provide a more rigid roof for roof-top carriers.



**GALVANIZED PROTECTION**  
All main underbody structural members of the Econoline van are heavily zinc-coated to resist rust and corrosion to make the body more durable than ever. This extra body protection will pay off handsomely at the time of resale.



## 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: 8.4 to 1

**170 SIX**  
BORE AND STROKE: 3.50" x 2.54"  
MAX. GROSS HP: 101 @ 4400 RPM  
MAX. GROSS TORQUE: 152 lbs.-ft @ 1800-2000 RPM  
COMPRESSION RATIO: 8.4 to 1

## IMPORTANT ENGINE RELIABILITY AND DURABILITY FEATURES

- Cast-iron cylinder block, cylinder head, and intake manifold are designed for high degree of wear resistance and quietness of operation
- The 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 of 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

## BODY OPTIONS AVAILABLE!



**WINDOW VAN.** The window van option provides fixed windows all around for better driver vision, daylight in the cargo space, and display of attractive loads such as floral pieces.



**DISPLAY VAN.** The display van has windows in the right side of the cargo area. This provides good lighting for bins, etc., custom-built against the left wall. Rear windows optional.



**NEW LEFT-SIDE CARGO DOORS.** To provide you with even greater flexibility and ease in loading or unloading, a left-side double cargo door is available on '63 Econoline vans.



# FORD COMFORT-CONDITIONED ECONOLINE VANS FOR 1963

Get behind the wheel of a '63 Econoline van and discover for yourself the solid comfort and driver conveniences everywhere. Doors open wide. A handy inboard step eases entry and exit. Polyurethane foam padding in the seat cushions is softer than foam rubber and gives less seat bounce—less seat sag—more comfort. The engine compartment cover is heavily insulated to minimize engine heat and noise. Speedometer, temperature and fuel gauges are easy to read. Standard cab illustrated is equipped with optional passenger seat.



## STANDARD VAN FEATURES

- Gray block-weave pattern vinyl upholstery • Dual electric windshield wipers • Left and right outside rearview mirrors
- Left sun visor • Painted front and rear bumpers and hub caps • Dome lights—one over driver's seat, one in cargo area
- Ash tray receptacle, mechanical jack, and tire carrier
- Amber lens front turn signals • Matched locks for all doors
- Polyurethane foam padding in seat cushion and seat back
- Arm rests for both front doors • Insulation on cowl wall

## CUSTOM VAN FEATURES

(In addition to or in place of standard features)

- Twill-stripe woven plastic upholstery • Air duct (RH) • Sun visor (RH) • Cigar-cigarette lighter • Dual horns • Bright-metal hub caps • Glove compartment door with lock • Chrome horn ring • Glass, rear cargo doors • Coat hook • Headlining in cargo area • Front body trim panels

**OTHER AVAILABLE EQUIPMENT:** Fresh-air heater and defroster; auxiliary gas heater; radio and antenna; Safety Package "A" (padding on instrument panel and sun visors); Flip-Swing or stationary seat (front RH); interior rearview mirror; ICC emergency lamp flasher; tinted windshield; windshield washer; two-speed electric windshield wipers; front and rear chrome bumpers; left-side cargo doors (with or without fixed glass); seat belts; 7.00 x 13 6PR and 7.00 x 14 4PR or 6PR black or white sidewall tires

**STANDARD COLORS:** Rangoon Red, Driftwood Gray, Chrome Yellow, White Enamel, Raven Black, Sandshell Beige, Holly Green, Caribbean Turquoise, Academy Blue, Glacier Blue, and Corinthian White. A two-tone paint effect is available with Corinthian White combined with any standard color

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**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.

## STANDARD CAB

### CHASSIS SPECIFICATIONS

<b>MAXIMUM GVW:</b> (lb.)	4350*
<b>MAXIMUM LOAD:</b> (lb.)	1675
<b>MAXIMUM LOADSPACE:</b> (cu. ft.)	204
<b>AXLE, FRONT:</b> Capacity (lb.)	2050
<b>AXLE, REAR:</b> Capacity (lb.)	2300
Ratios (to 1)—Standard	3.50
—Optional	4.00
<b>BATTERY:</b>	54 plates—55 amp-hr
<b>BRAKES, SERVICE:</b> Size (in.)—Front	10 x 2.50
—Rear	10 x 1.75
<b>BRAKES, PARKING:</b>	Cable actuation of rear brakes
<b>CLUTCH:</b> Dia. (in.)—Frictional Area (sq. in.)	8.5—67.6
<b>COOLING SYSTEM:</b> Capacity (qt.)	9.0
Fan, No. of Blades—Dia. (in.)	4—15
Optional w/144 Six, (Std. w/170 Six)	Extra cooling radiator
<b>ENGINE:</b>	85-hp, 144-cubic-inch Six
Optional Engine	101-hp, 170-cubic-inch Six
<b>FUEL TANK:</b> Capacity (gal.)	14
Location	Under cargo floor
<b>GENERATOR:</b>	30 amp.—450 watt
<b>SHOCK ABSORBERS:</b> Front and Rear	Direct-acting, telescopic
<b>SPRINGS, FRONT:</b> Capacity @ pad (lb.)	855
Size (in.)—No. of leaves	48.4 x 2.25—5
<b>SPRINGS, REAR:</b> Capacity @ pad (lb.)	1025
Size (in.)—No. of leaves	47.62 x 2.25—5
<b>TRANSMISSION:</b> Synchro-Silent	3-speed
Control	Steering column shift lever
<b>TIRES:</b> Tubeless, No.—Size	5—6.50-13 4 PR (2 Ply)
<b>WHEELS:</b> No.—Rim Size	5—13 x 5½J

\*Requires 7.00 x 13 6PR tires

## FORD ECONOLINE TRUCKS FOR UTILITY AND ECONOMY!

PRODUCTS OF  
  
 MOTOR COMPANY