

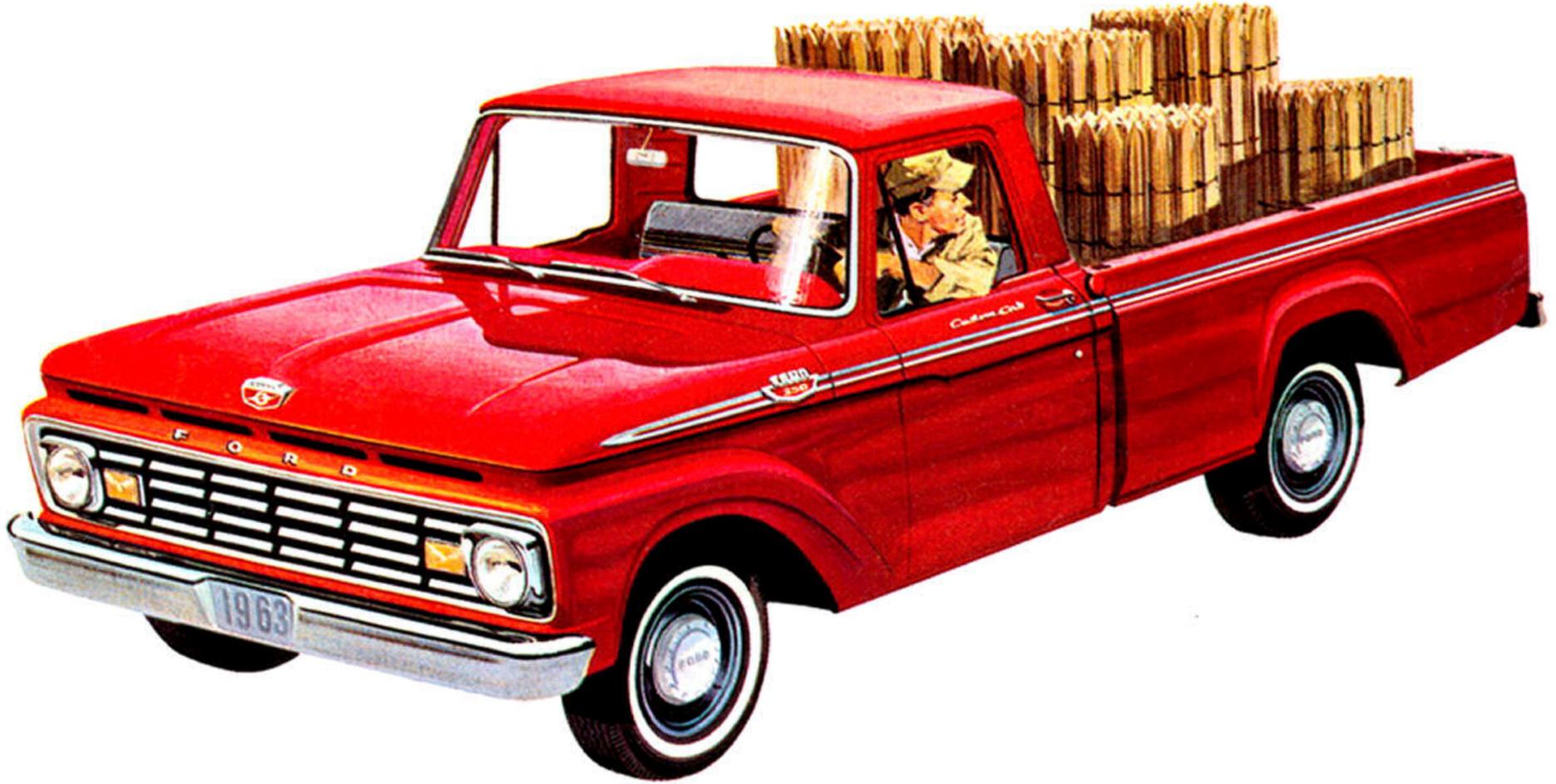
FORD TRUCKS

1963 LIGHT DUTY SERIES

SERIES 100 - 250 - 350 - 4x4

PICKUPS

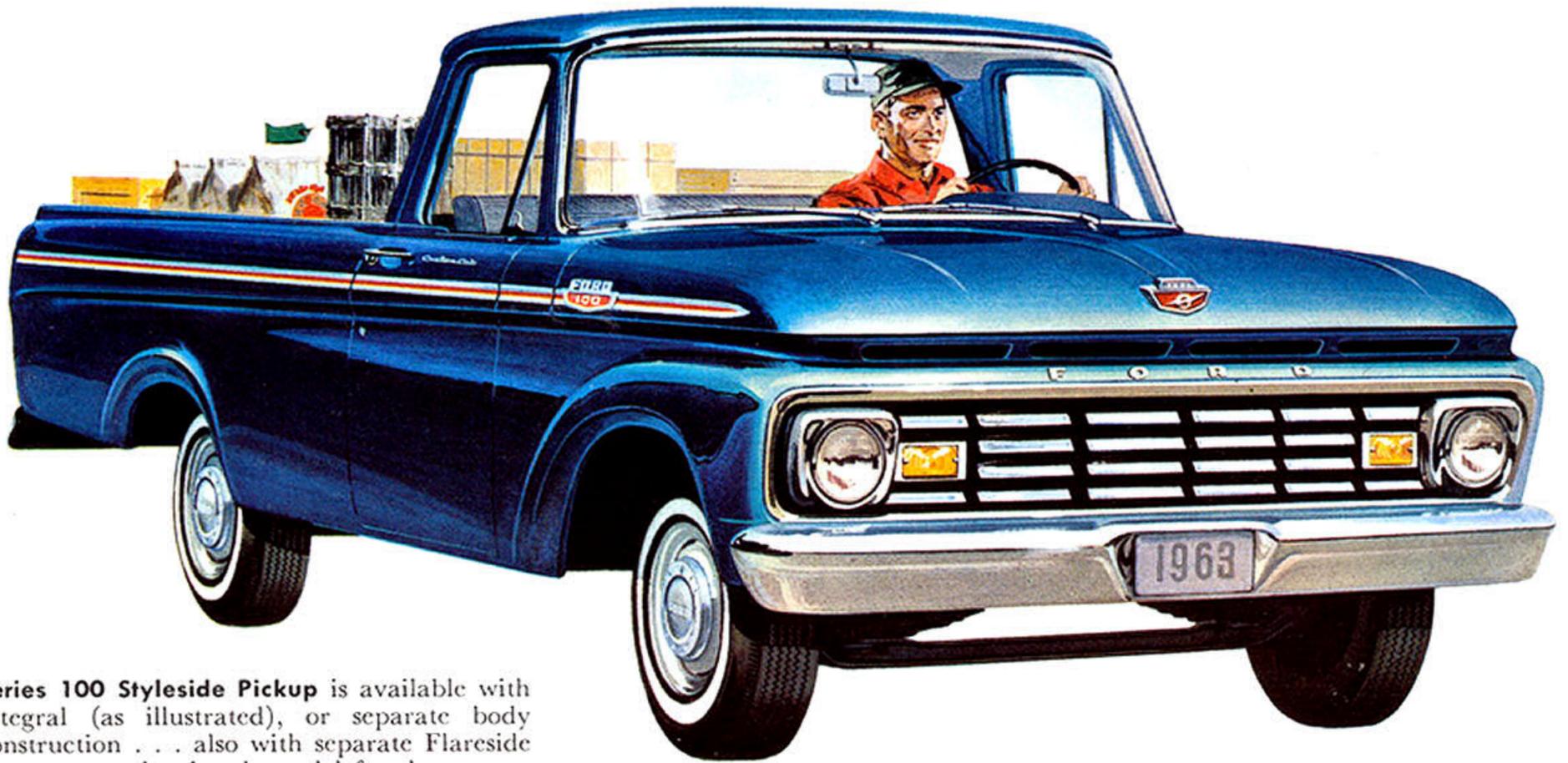
CHASSIS-CABS • CHASSIS-COWLS



QUALITY BUILT TO LAST LONGER

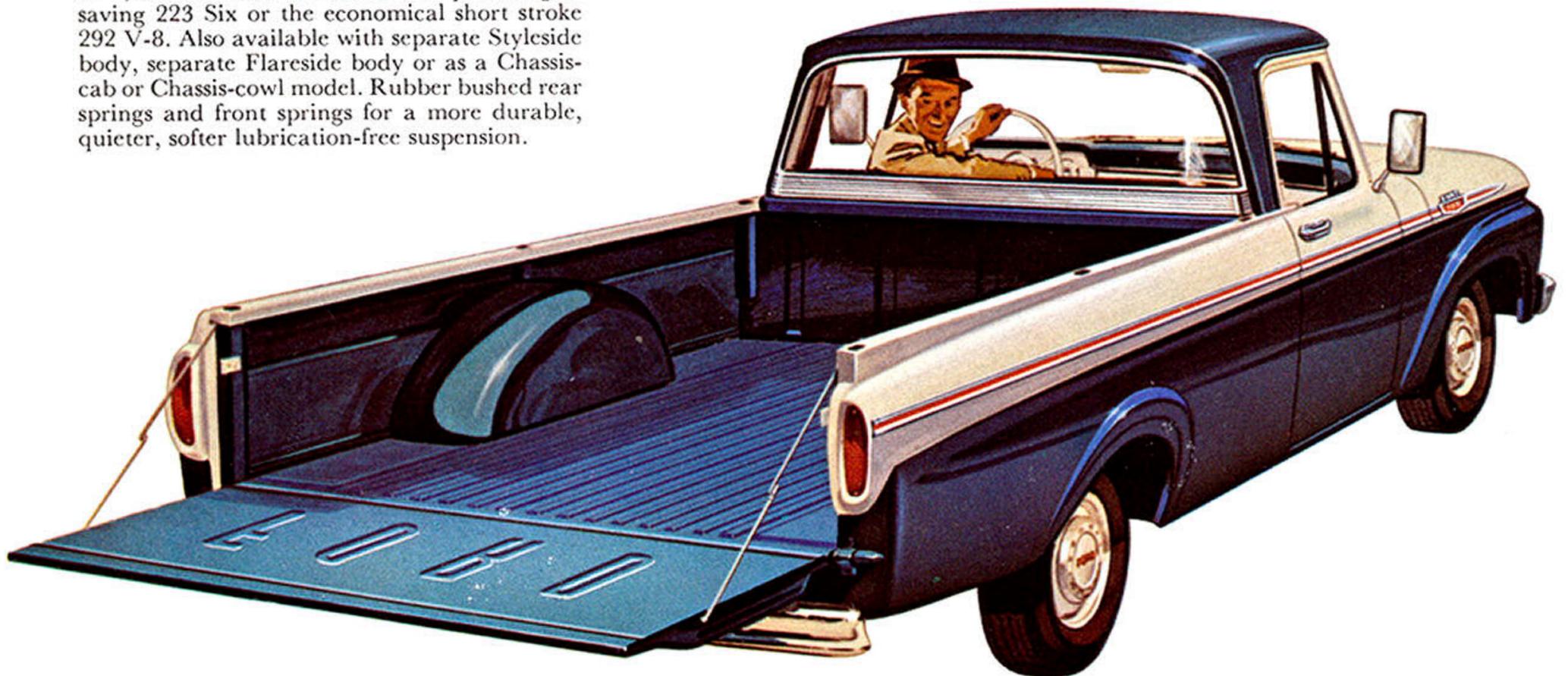


WHY THESE PICKUPS



Series 100 Styleside Pickup is available with integral (as illustrated), or separate body construction . . . also with separate Flareside box or as a chassis-cab model for the custom body of your choice. Maximum GVW, 5,000 lb. Solid I-beam front axle for true-truck suspension with passenger car comfort.

Series 250 Styleside Pickup has a Max. GVW of 7,400 lb. Your choice of the proven gas-saving 223 Six or the economical short stroke 292 V-8. Also available with separate Styleside body, separate Flareside body or as a Chassis-cab or Chassis-cowl model. Rubber bushed rear springs and front springs for a more durable, quieter, softer lubrication-free suspension.



ARE YOUR BEST BUY!

The 1963 light-duty Pickups will give you more solid comfort, operating reliability and durability than ever before. For these '63 Pickups almost match the roominess, driving comfort and riding ease of big passenger cars. Yet beneath all this easy comfort is a rugged truck—"Quality Built to Last Longer" to provide you with MORE RELIABLE and MORE ECONOMICAL light-duty hauling

year after year. This means less maintenance, lower operating costs, and more profit for you. This is the result of many proven truck engineering features such as sturdy I-beam front axles, parallel-rail frames, heavy multi-stage leaf springs, rugged transmissions and axles, economy-designed truck engines, and increased corrosion protection in critical body areas.



Series 350 chassis and cab equipped with custom 9 ft.-body has extra big front and rear wheel hydraulic brakes with a total lining area of 238 sq. in. Also available with 9 ft. Styleside or Flareside pickup bodies or as chassis-cab or chassis-cowl. When equipped with single rear wheels it has a GVW of 7,800 lbs., 9,800 lbs. with dual rear wheels.

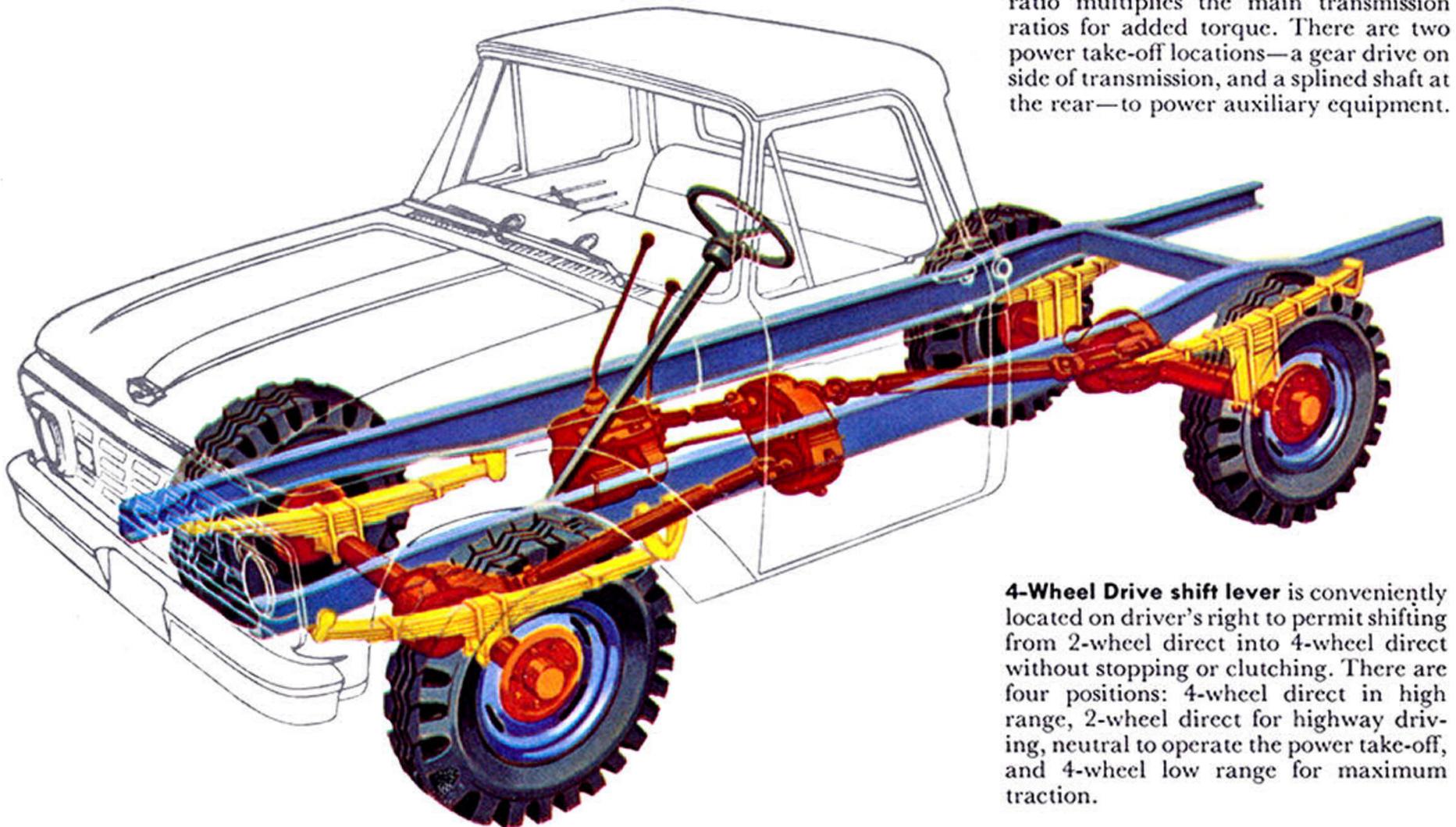
- Ample load space with 6½, 8 or 9 ft. long bodies in Integral or Separate Styleside and Flareside Pickups.
- Instant-action tailgate allows easier and quicker loading. Instant-action latches have positive lock with snap-shut action for more convenient one-hand operation.
- Wrap-around rear window is available with integral Styleside body in 100, 250 series. Provides greater rear and side visibility.
- Styleside's sturdy box-section corner construction provides extra strength and rigidity for tailgate attachment.
- Dash panel mounted brake booster is available in the 350 Series.
- Styleside bodies are equipped with all-steel ribbed flooring. Flareside bodies have hardwood flooring with steel skid strips for extra-durability—faster and easier loading and unloading.
- Diamond Lustre paint keeps Pickups looking like new. The hard, durable, deep-tone finish provides lasting protection.
- Door stowage compartments are available in all conventional cabs.
- Low brake pedal for easier application.
- Lifetime-lubricated speedometer cable.

WHY THESE 4 X 4'S ARE YOUR BEST BUY!

THESE 100 and 250 4-WHEEL DRIVE PICKUPS have the extra-traction and power to haul over the roughest roads. Our '63 4 x 4 units have been engineered to provide—More Driver Comfort—More Operating Reliability—and More Durability. They're "Quality Built to Last Longer" with such features as deep-channel parallel-rail frames, multi-stage leaf springs, auxiliary springs and rugged power trains.

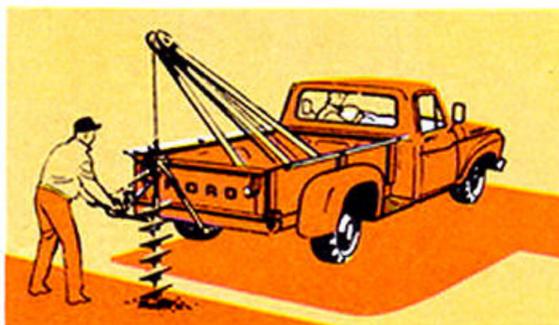
Front drive axle is a single-speed full-floating type with Hotchkiss drive. Front axle universal joints provide an even flow of power to the front wheels in all turning positions. Free-wheeling front hubs are available to eliminate front axle gear wear when vehicle is operated on hard surface. An efficient worm and roller steering gear provides positive steering control with a minimum of steering effort.

Two-speed transfer case has a low ratio of 1.86 to 1, and direct drive. The low ratio multiplies the main transmission ratios for added torque. There are two power take-off locations—a gear drive on side of transmission, and a splined shaft at the rear—to power auxiliary equipment.

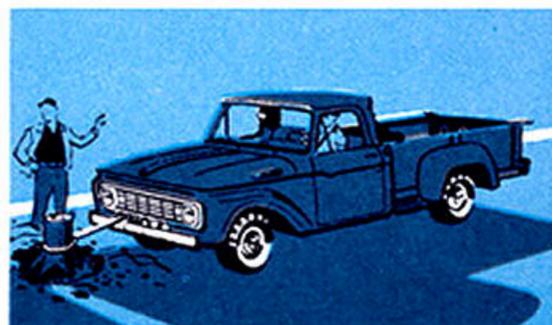


4-Wheel Drive shift lever is conveniently located on driver's right to permit shifting from 2-wheel direct into 4-wheel direct without stopping or clutching. There are four positions: 4-wheel direct in high range, 2-wheel direct for highway driving, neutral to operate the power take-off, and 4-wheel low range for maximum traction.

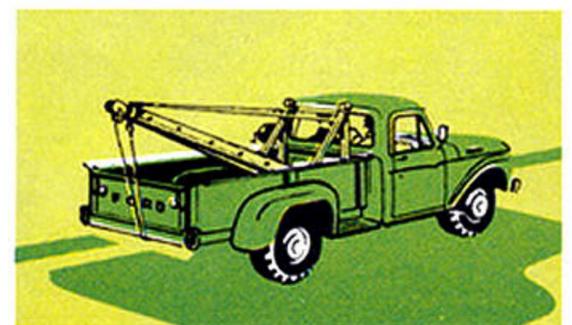
4-WHEEL DRIVE UNITS ARE AVAILABLE IN 1/2-AND 3/4-TON STYLESIDE OR FLARESIDE PICKUPS, CHASSIS CABS FOR CUSTOM BODIES



Rear-mounted PTO-driven mobile work-savers, such as post hole diggers, feed mills, saw mills, hay balers, power lift tailgates and many other gear, belt or hydraulically actuated units, can be economically installed.

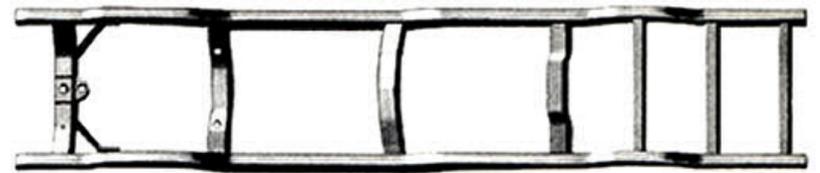


Front-mounted PTO-driven winches, pumps, scoops, sweepers, etc., combined with 4 x 4 mobile power make light work of formerly tough jobs. Maximum power is transmitted to do the job easier and faster.



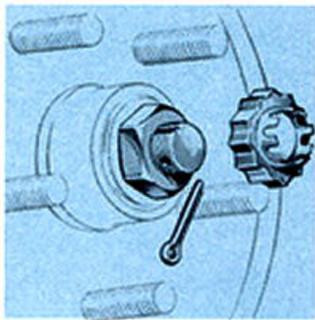
Wrecker equipment is a natural for 4-wheel drive Pickups or Chassis-Cabs. And snow blades or specialized attachments needed by linemen, field crews, landscapers, etc., can be mounted on these versatile trucks.

QUALITY BUILT TO WORK HARDER TO LAST LONGER

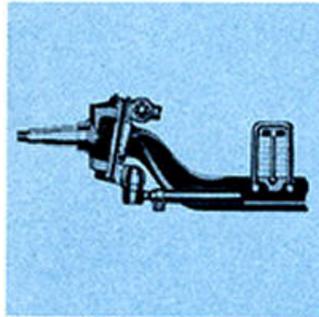


Parallel-rail Frame—Just like the big trucks—our Pickups use parallel-rail frames of heavy gauge channel side members with either channel or jaw-type flanged “U” cross members to resist load strains.

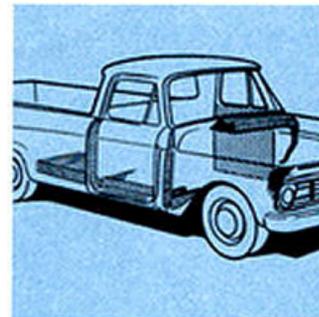
Our Pickups are built like the big trucks, frames, springs, axles and engines of similar design to provide extra-durability—extra reliability. They're built solid, extra tough wherever toughness is needed to be ever-ready and ever-working.



Front Wheel Adjusting nut—New design adjusting nut reduces bearing end-play and increases bearing life, provides for easier maintenance and service adjustments.



I-Beam Front Axle—Rugged, I-beam front axle resists twists and road shock. They maintain front-end stability over the roughest roads, keeping tires tracking true and increasing tire life.



Added Corrosion protection in critical areas—Zinc-rich primer is applied to critical under-fender areas, inside doors, cowl vents, cross members. Rust-resistant primer is used on the underbody. Steps and risers are galvanized.

STYLESIDE PICKUP BODY DIMENSIONS

Model Application	100*	100†	100* 250*	100† 250†	350†
Nominal Length (ft.)	6½	6½	8	8	9
Length: (in.)					
Max. inside at floor	78.19	76.44	98.19	94.44	106.44
Width: (in.)					
Max. inside at floor	76.56	73.04	76.56	73.04	73.04
Minimum width (in.) between wheelhousings	49.00	49.00	49.00	49.00	49.00
Tailgate opening	64.50	51.58	64.50	51.58	51.58
Height: (min.-in.)					
Floor to top of sides	19.55	19.06	19.55	19.06	19.06
Cubic Capacity: (cu. ft.) (allowance made for wheelhousings)	65.10	56.05	79.70	70.55	80.21

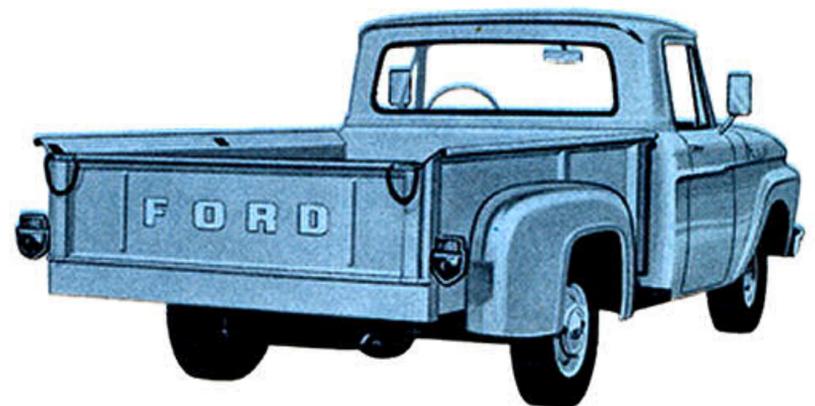
*Integral cab and body. N.A. w/4 x 4 models
†Separate pickup body



FLARESIDE PICKUP BODY DIMENSIONS

Model Application	100	100 250	350
Nominal Length	6½ ft.	8 ft.	9 ft.
Inside Length (max. at floor—in.)	78.0	96.0	108.0
Inside Width (max.—in.)	49.0	54.0	54.0
Inside Width between wheelhousings (in.)	None	48.4	48.4
Height to Top of Sides (in.)	20.3	22.1	22.1
Height to Top of Tailgate (in.)	17.6	19.4	19.4
Cubic Capacity (cu. ft.)	45.0	65.4*	74.0*

*Allowance made for wheelhousings



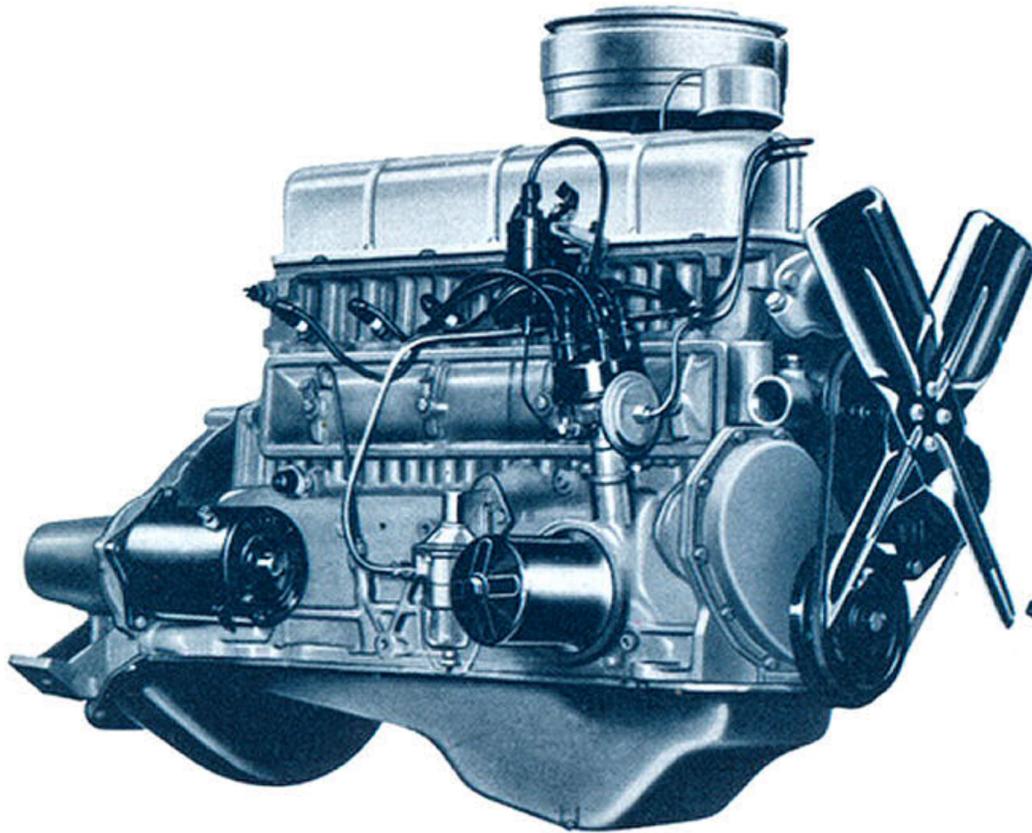
CHASSIS AND CAB DIMENSIONS

Model Application	100	100-250	350
Wheelbase (in.)	114	122	132
Overall length (in.)	182.3	201.9	204.0
Cab to Axle (in.)	40	48	60
Chassis to end of frame (in.)	76.8	96.4	98.5
Axle to end of frame (in.)	36.8	48.4	38.5
Max. Body length (ft.)	6½	8	9
Overall Width (in.)	79.8	79.8	79.8
			82.1 W/Duals



PICK THE ENGINE POWER YOU WANT FOR YOUR PICKUP

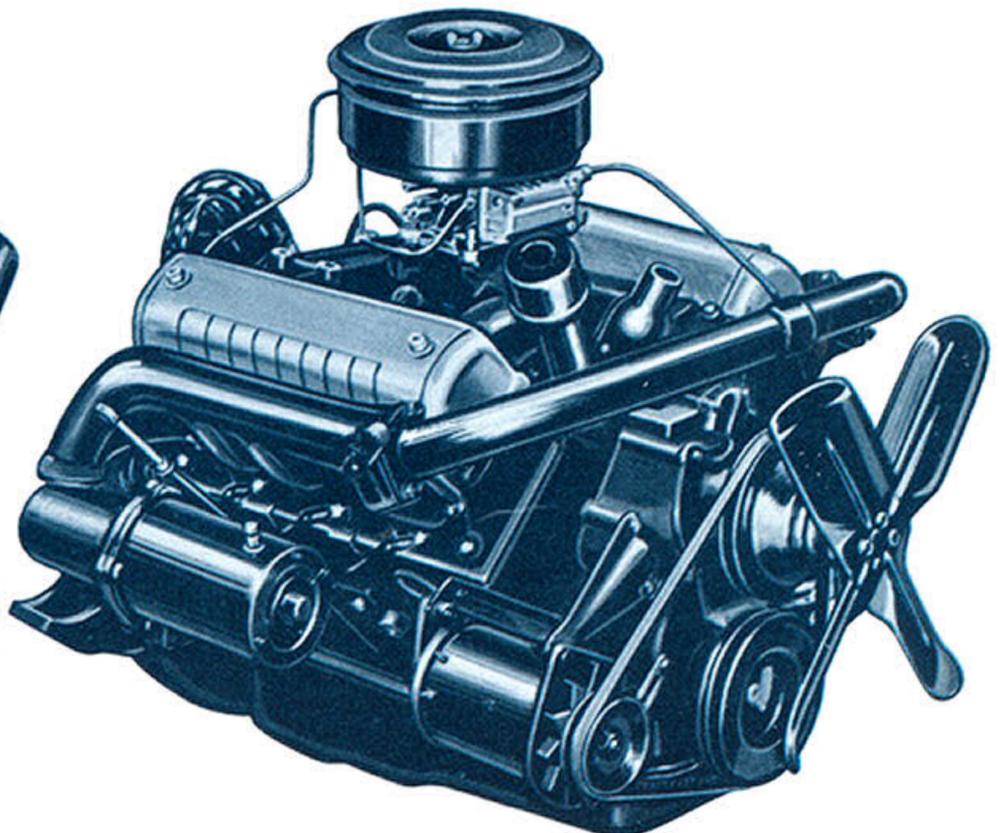
PROVEN,
GAS SAVING
223 Six



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

- Short-stroke design with deep-block construction assures operating economy and extra durability.
- Free-turning valves, aluminum alloy pistons, full-pressure lubrication and high lift cam gives the Six sustained high operating efficiency.
- High grain cast iron cylinder head with OHV design and wedge-type combustion chambers provides efficient combustion, and high power output using regular grade fuels.
- Positive crankcase ventilation reduces fumes and sludge formation.

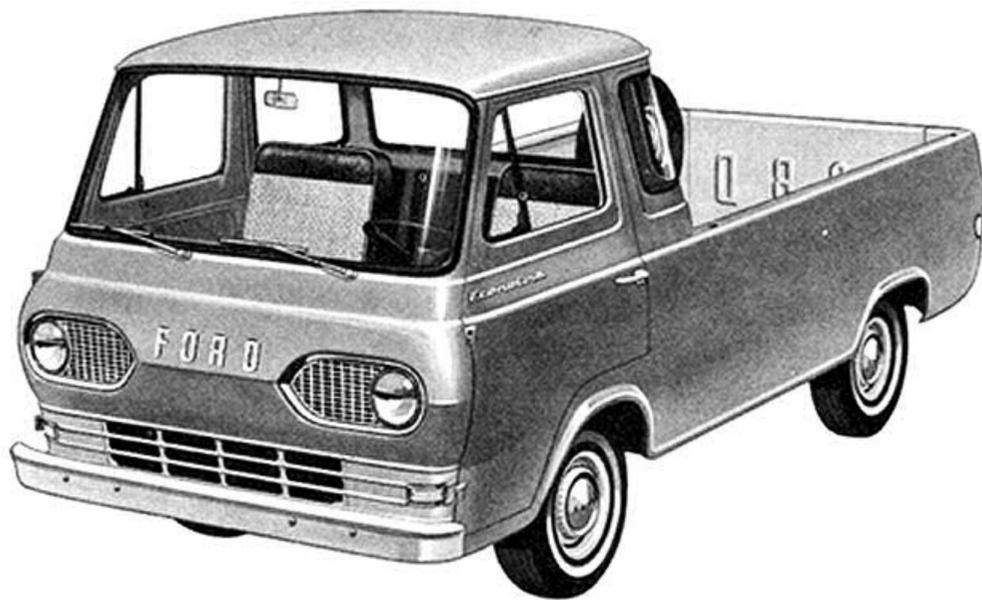
ECONOMICAL,
SHORT-STROKE
292 V-8



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

- Short-stroke design cuts piston travel resulting in less friction and longer engine life.
- "High Turbulence" combustion chambers, deep-block construction, and five-bearing crankshaft engine features make it a top performing engine.
- High-lift camshaft, large intake and exhaust manifold passage result in freer engine breathing, increased power, and greater operating efficiency.
- Positive crankcase ventilation system to reduce fumes and sludge formation.
- Full-circle water jackets and free-way water passages provide better cylinder cooling, reduce cylinder wear and prolongs engine life.

ECONOLINE . . . THE BEST LIGHT TRUCK FOR MORE JOBS, MORE MILES AND MORE PROFIT!



WINDOW VAN, STATION BUS FOR ECONOMY AND UTILITY

You can carry 8 passengers with plenty of room for luggage . . . and in a few minutes it converts into a utility van with over 204 cu. ft. of loadspace. Yet with all this inside room, the outside length is short for better maneuverability in traffic and easier parking. There's unexcelled all around visibility for safer, easier driving.

CAB FORWARD— ENGINE FORWARD MEANS MORE LOADSPACE

Tested by experience, proved by success, Econoline trucks are built to cut your truck operating costs. Both Van and Pickup give you maximum value economy on every count—every truck dollar.

VAN HAS:

- Wide angle curbside and rear loading doors for simpler, faster loading. Doors hinge back against the body for extra convenience.
- Optional double doors on left hand side for two-way loading. Makes van a "Covered Pickup", good portable work and service area.
- 204 cu. ft. capacity offers up to 39% more loadspace than conventional half-ton panels. Completely level cargo floor.

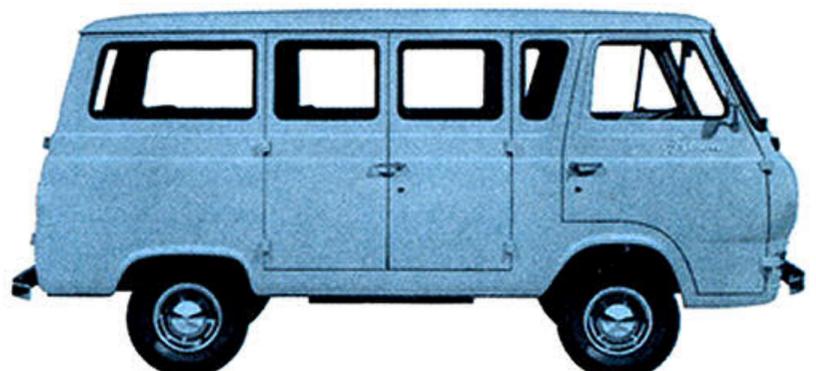
PICKUP HAS:

- 950 pounds less chassis weight than conventional "half-ton" pickups yet it carries payloads up to 1,685 lbs.
- A pickup tailgate that is grain-tight and when lowered, only 22½" off the ground for easy loading.

BOTH HAVE:

- A zinc-coated underbody for extra protection against weather, rust and salt corrosion.
- Strong unitized construction throughout for durability.
- A 34.5 turning circle that is up to four feet shorter than on conventional pickups and panels. 90-in. wheelbase makes for real maneuverability.
- A choice of proven, economical engines . . . the 85-hp 144 Six and the 101-hp 170 Six.

AND THE NEW, HEAVY DUTY ECONOLINE will be available in 1963—it carries loads up to a ton. It's built stronger, with heavier rear axle, clutch, brakes to take one ton payloads. 170-six engine is standard.



FOR MORE COMPLETE INFORMATION AND DETAILS, SEE THE ECONOLINE CATALOGUE

ENJOY THE COMFORT—RELAX IN THE SAFETY OF DRIVERIZED CABS

Step inside the Driverized Cab and you'll know it's built for driver comfort and convenience. Look around and see the wide expanse of glass area for better visibility and extra safety. Positive Tandem-Action electric windshield wipers are standard. Wrap-around rear window is available for 100 and 250 integral Styleside Pickups.

The cab is heavily insulated for quieter ride. The attractive, perforated headlining is backed by ½-inch of

sound absorbing insulation. The dash, floor and steering column are all well insulated. Cab mountings protect the cab from road shock.

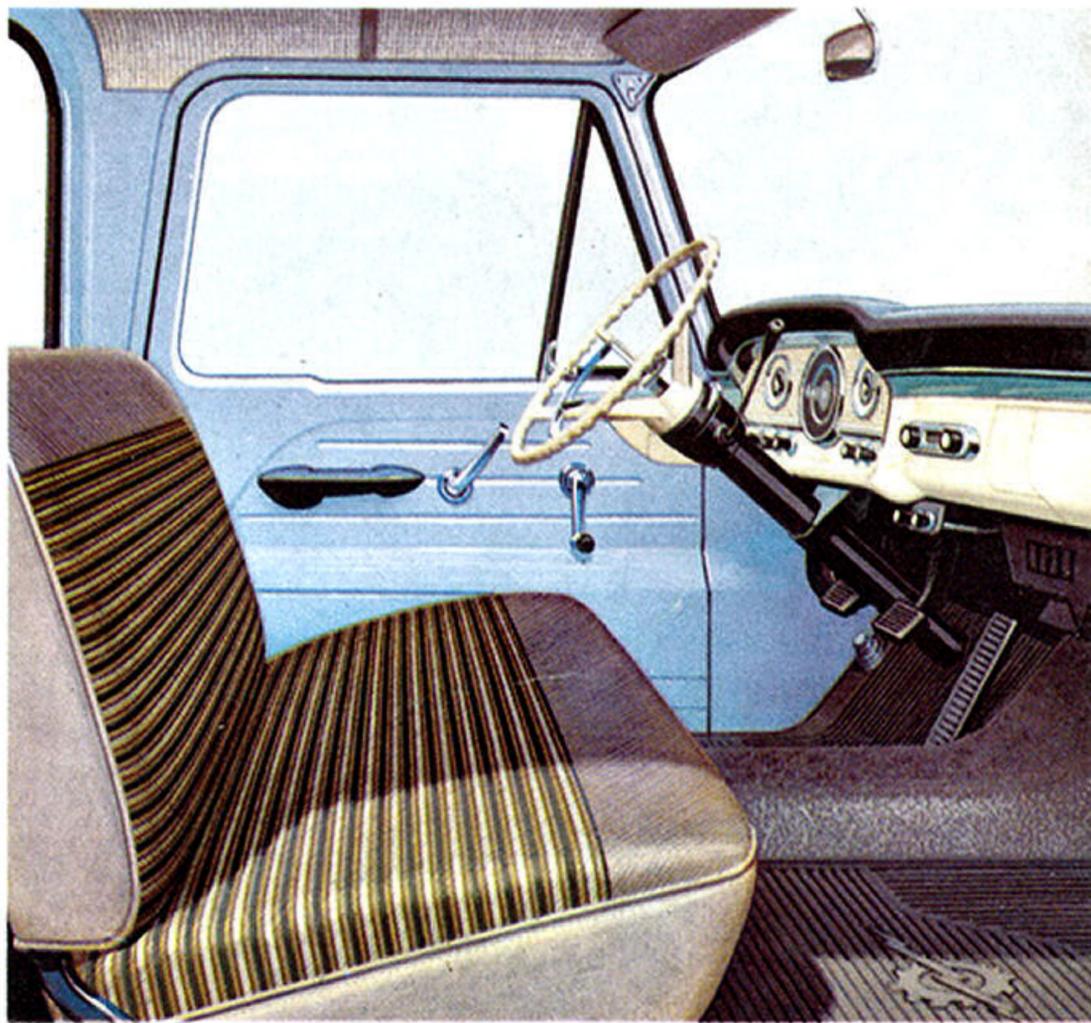
Standard seat upholstery is a rich looking and durable metallic gray vinyl, and the attractive exterior colours are in Diamond Lustre Finish that stays new-looking longer. No matter what model you choose, your Driverized Cab is a real "office-on-wheels".

STANDARD CAB FEATURES

- Metallic gray vinyl seat upholstery of ingrained block pattern with silvery gray vinyl bolster and seat facings.
- Lifeguard steering wheel
- Safety Double-Grip door latches
- Dome light
- Left sun visor
- Ash tray
- Dispatch box
- Dual electric windshield wipers
- Theft-retardant ignition switch
- Rearview mirror
- All-weather ventilation
- Defroster vents located for better air distribution
- Concentric steering column (100, 250)
- Matched locks on both doors

CUSTOM CAB FEATURES (In addition to standard features)

- Candy-stripe woven plastic upholstery with silvery gray vinyl bolster divider at center of seat back and on seat facings.
- Chrome-trimmed instrument cluster
- White lifeguard steering wheel with attractive chrome horn ring
- 5 in. foam cushion seat in cushion and 1¾ in. in back.
- Cigarette lighter
- Arm rest on left door
- Sun visor on right side
- Insulation on cowl wall in cab (350, std. 100 and 250)
- Bright-metal grille and headlight assembly
- Custom Cab emblem on doors
- Two-tone interior
- Coat hook
- Perforated, insulated headlining (100, 250 Styleside Pickups)
- Left hand storage compt.



PICK THE PICKUPS WITH PROVEN DURABILITY AND ECONOMY!

12,000 MILE WARRANTY (OR 12 MONTHS)

Ford Motor Company of Canada, Limited, warrants to its dealers, and its dealers, in turn, warrant to their customers as follows: That for 12,000 miles or 12 months, whichever comes first, free replacement, including related labour, will be made by dealers of any part with a defect in workmanship or materials except tires where appropriate adjustments will continue to be made by the tire companies.

ALL-ROUND SAVINGS

4,000 miles between oil changes with the depth-type Full Flow oil filter. Tires last longer with the rugged I-beam front suspension. Save on gas with the performance proven choice of engines for every light duty application. Save wherever there's a way to save with a light duty truck.

WIDEST CHOICE OF PICKUPS

From the forward control Econoline right through to the extra-rugged 350, there's the right truck for your job—the widest choice of light duties on the market. See your dealer and see Canada's most complete Pickup line.

OPTIONS TO FIT YOUR NEEDS

To meet the needs of every kind of Pickup operation, a host of regular production options are offered. Be sure to describe your operation to your dealer so he can recommend the options you need. For instance, you might consider an alternator if your operation involves many engine starts and considerable idling in traffic. There is a choice of transmissions, rear axle ratios, heavier rated front and rear springs, an auxiliary spring, a brake booster on the 350 series, and many other driver-convenience options to choose from.

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Ford Motor Company of Canada, Limited 

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