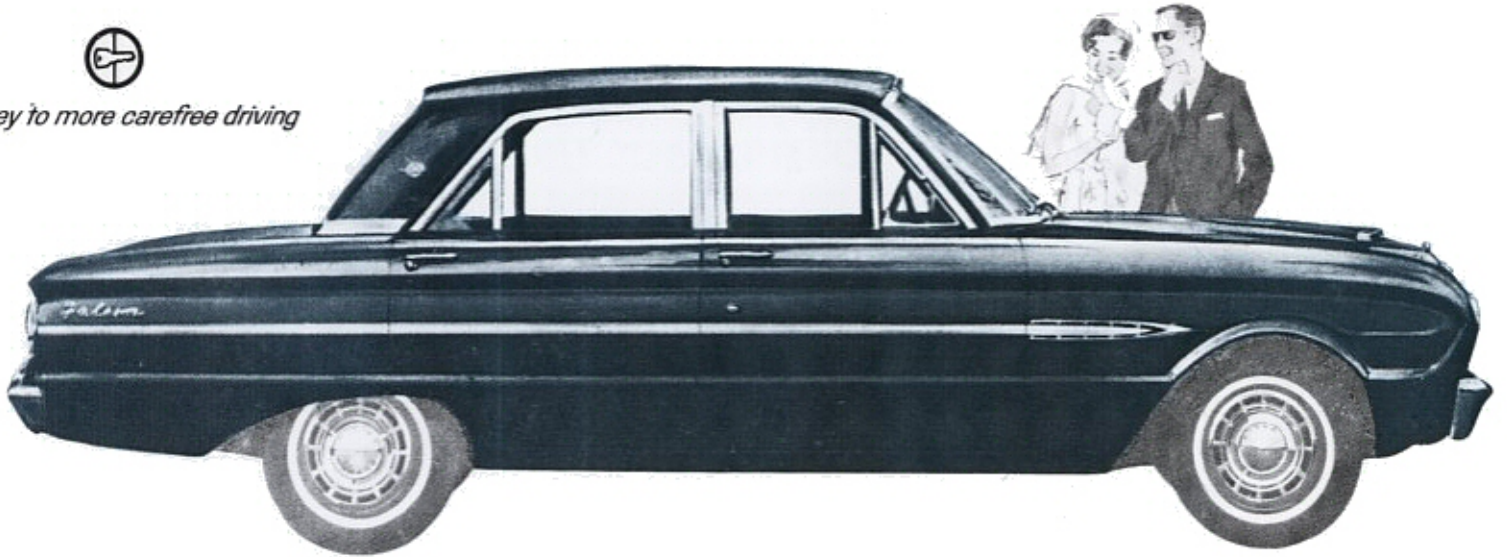
Your key to more carefree driving



1963 FALCON REGISTERED OWNER'S MANUAL

FALCON · FALCON CONVERTIBLE · FALCON FUTURA · FALCON WAGONS

THIS IS YOUR FORD DEALER'S NEW CAR WARRANTY

Ford Motor Company has warranted to the Dealer who, pursuant to his sales agreement with the Company, hereby, on his own behalf, warrants to the owner each part of this Ford vehicle to be free under normal use and service from defects in material and workmanship for a period of 24 months from the date of delivery to the original retail purchaser or until it has been driven for 24,000 miles, whichever comes first. This warranty shall be fulfilled by the Dealer (or if the owner of the vehicle is traveling or has become a resident of a different locality by any authorized Ford dealer) replacing or repairing at his place of business, free of charge including related labor, any such defective part.

This warranty shall not apply to (i) tires or tubes (appropriate adjustments for them being provided by their manufacturers), or (ii) to normal maintenance services (such as engine tune-up, fuel system cleaning and wheel, brake and clutch adjustments), or (iii) to normal replacement of service items (such as filters, spark plugs, ignition points, wiper blades and brake or clutch linings), or (iv) to deterioration of soft trim and appearance items due to normal use or exposure.

This warranty is expressly in lieu of any other express or implied warranty, including any implied WARRANTY of MERCHANTABILITY or FITNESS, and of any other obligation on the part of the Dealer.

BATTERY WARRANTY

The Autolite Battery which is installed in your new car at the time of delivery is guaranteed by your dealer against defects in material and workmanship for a period of 36 months from the time you purchase the car. This protection varies with the length of time the car has been in use and the mileage the car has been driven as outlined below.

Batteries which fail because of defect during the first 24 months or 24,000 miles, whichever occurs first, will be replaced on a no-charge basis.

Batteries which fail after the first 24 months or 24,000 miles of service, whichever occurs first, will be replaced on a pro rata basis.

This pro rata adjustment provides you with a credit toward the purchase of a new Autolite battery. This credit is based on the number of months remaining in the pro rata period at the time the battery is found defective. For example, if the battery fails during the 25th month of service you will receive 11 months credit toward the purchase of a new Autolite battery.

If a battery should fail within the first 24 months of service but after 24,000 miles the pro rata adjustment will be based on the number of months in service. For example, if the battery fails during the 20th month of service but after 24,000 miles of driving, then you will receive 16 months of credit.

This pro rata guarantee period applies to normal passenger car usage. If your car is used as a police car or taxicab, see your dealer for the guarantee period.

NEW TIRE GUARANTEE

As noted in your Ford Dealer's New Car Warranty, your tires are separately warranted by the tire manufacturer. This warranty provides you with protection against a defect in workmanship and/or material, under the lifetime warranty, and against the hazards covered by the Road Hazard Warranty.

The Ford Registered Owner Identification Card serves to identify you, and to indicate the registration date of your car ownership. Should either type warranty service be required, show the Identification Card to the tire manufacturer's representative for adjustment.

FORD REGISTERED OWNER PLAN

WARRANTY NUMBER_____

OWNER NAME_____

STREET ADDRESS_____

CITY_____ STATE_____

VEHICLE CODE_____

VEHICLE DESCRIPTION_____

IGN. & DOOR KEY NUMBER_____ GLOVE COMPT. & TRUNK KEY NO._____

REGISTERED WITH

DATE_____

DEALER NAME_____ P & A CODE_____

CITY_____ STATE_____

OWNER SIGNATURE_____

DEALER SIGNATURE_____

FORD REGISTERED OWNER PLAN

your key to more carefree driving

For 1963, your Ford Dealer offers you a complete program that is as modern as your beautifully built 1963 automobile that made it possible. It's the Ford Registered Owner Plan, and each of its three important elements is designed to help you obtain the greatest possible satisfaction from your new car.

First, your Ford Dealer warrants your 1963 car for 24 months or 24,000 miles, whichever comes first. This extended warranty—a Ford first in the automotive industry—is evidence of Ford's confidence in the quality and durability of its cars . . . gives you new freedom from worry and expense.

Second, Ford engineers have developed a maintenance service program for your 1963 car that is the most sensible and convenient plan ever offered a car owner. Instead of the usual 10 or 12 service stops a year, your new car requires only a quick-and-easy visit to your Ford Dealer every 6,000 miles or 6 months.

Third, your Ford Registered Owner's Manual, itself, represents another Ford first. All important records pertaining to your new car are combined in one, easy-to-keep reference book, including:

New Car Warranty. Battery Warranty and Tire Guarantee. Warranty Verification Coupons. Periodic Maintenance Service Coupons. Operating Instructions.

Familiarize yourself with the contents of your Ford Registered Owner's Manual. The information it contains will help you enjoy continued dependable driving with your 1963 car.

HERE'S HOW THE PLAN WORKS . . .

1 By filling out the certificate on Page 1, your Ford Dealer has registered you in the new Ford Registered Owner Plan. Your signature validated your New Car Warranty and your membership in the Ford Registered Owner Plan.

2 The Periodic Maintenance Coupons in the back of this manual make it easy to provide the necessary preventive maintenance to keep your car operating at peak efficiency. The coupons remind you when your new car needs service, and outline what maintenance services are recommended. After each 6,000 miles or 6 months of operation, use the appropriate maintenance coupon as a guide for having recommended maintenance services performed.

3 As a Ford Registered Owner, you receive prompt, professional, and preferred service from your Ford Dealer. He records the services performed on the appropriate Maintenance Stub in your Registered Owner's Manual, and signs it for verification. These stubs give you a permanent "Log Book" to assist you in maintaining the value of your car at a continuously high level.

4 Your Identification Card is a handy record of your new car's warranty number, vehicle code number, purchase date, and other important data. Keep it with you while driving. It identifies you as a Ford Registered Owner, and helps you secure preferred service by Ford Dealers wherever you go.

Backing up the Ford Registered Owner Plan is the man who knows your Ford best . . . your Ford Dealer. His service technicians are trained in the most modern technical procedures by Ford Service Engineers. These trained technicians use efficient, specially-designed tools and equipment and Rotunda or FoMoCo Genuine Parts.

IDENTIFICATION CARD

WARRANTY NUMBER _____

OWNER NAME _____

STREET ADDRESS _____

CITY _____ STATE _____

VEHICLE CODE _____

VEHICLE DESCRIPTION _____

IGN. & DOOR KEY NUMBER _____ GLOVE COMPT. & TRUNK KEY NO. _____

REGISTERED WITH

DATE _____

DEALER NAME _____ P & A CODE _____

CITY _____ STATE _____

THIS IS YOUR IDENTIFICATION AS A FORD REGISTERED OWNER

This will also serve as a handy pocket record of key numbers, vehicle warranty numbers, etc.

warning!

To prevent thefts, the following rules should be followed: Always lock all doors and windows. Remove keys when leaving a car unattended. Valuables in full view on seats tempt thieves. If they must be left in car temporarily, a locked trunk is the better place to store them.

INTRODUCTION TO YOUR 1963 CAR

Besides containing your Ford Registered Owner Plan records, this manual provides you with additional important information about the operation and care of your new automobile. On the following pages, for instance, you will find:

- Explanation of all instruments.
- How to operate controls and accessories.
- Fuel and lubricant recommendations.
- Helpful driving tips.
- Information about optional 1963 Ford Accessories that are available.
- A handy index on Page 56 to use in locating specific information quickly.

If you should want additional information about your car, your Ford Dealer stands ready to help you. Wherever you drive . . . on business or for pleasure . . . let the world-wide Ford Dealer organization be your car's best friend.

VALUE OF REGULAR SERVICE AND MAINTENANCE

The object of the Ford Registered Owner Plan is to help you enjoy the economy you bought from your Ford dealer and all the performance and driving comfort which your car can give you. Obtaining the fullest benefit of the quality and long life that has been built into your car depends to a great extent on the regularity with which you have the recommended maintenance performed at your Ford Dealership.

At the back of this manual, you will find several coupons, identified by mileage designations from 6,000 to 24,000. On the back of these coupons are lists of the maintenance checks that will keep your car in top condition. These coupons serve as reminders to have your car serviced at appropriate times.

Each time you drive in for a periodic check-up, be sure to give your Ford dealer the current mileage coupon. When signed, it will authorize your dealer to give your car the kind of service it needs at the time — service that will mean additional, economical miles of comfortable transportation for you.

In some cases, minor adjustments may be required before you have driven 6,000 miles. It is not necessary to wait for your first 6,000 mile check-up before having these taken care of. Your Ford dealer is vitally interested in making sure you are completely satisfied with your car. Further, he has the factory-trained technicians, modern tools, and Rotunda or FoMoCo Genuine Parts needed to provide quality maintenance work at reasonable prices.

SERVICE FOLLOW-UP RECORD CARD

WARRANTY NUMBER _____

OWNER NAME _____

STREET ADDRESS _____

CITY _____ STATE _____

VEHICLE CODE _____

VEHICLE DESCRIPTION _____

IGN. & DOOR KEY NUMBER _____ GLOVE COMPT. & TRUNK KEY NO. _____

REGISTERED WITH _____ DATE _____

DEALER NAME _____ P & A CODE _____

CITY _____ STATE _____

RECORD OF CONTACTS

Date	Reason	Remarks

HERE ARE YOUR WARRANTY SERVICE COUPONS

The four coupons on the opposite page are valuable, even though you probably will not need to use them. If your car should need repair covered by your Ford Dealer's New Car Warranty, a coupon entitles you to preferred service as a Ford Registered Owner.

1963 NEW CAR WARRANTY SERVICE ACKNOWLEDGMENT COUPON

Should the repair or replacement of any part of your car become necessary under the terms of your Ford Dealer's New Car Warranty, the selling dealer will make this repair or replacement without charge to you for the part or labor required for this service, provided you take your car to the selling dealer before the warranty period expires.

If you are traveling or if you change your residence to a distant locality, any necessary warranty services will be performed by any Authorized Ford Dealer, provided you take your car to him.

Upon completion of the warranty services, and after the services have been explained to you by the dealer, sign the other side of this coupon and give it to the servicing dealer.

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1963 NEW CAR WARRANTY SERVICE ACKNOWLEDGMENT COUPON

The undersigned owner represents that this car

_____
warranty number

has been maintained in accordance with the applicable Ford Motor Company maintenance schedule, and that the new car warranty services described on

Repair Order No. _____
have been explained to the undersigned by the Authorized Ford Dealer who performed these services on the car.

_____
Date

_____
Owner's Signature

1963 NEW CAR WARRANTY SERVICE ACKNOWLEDGMENT COUPON

The undersigned owner represents that this car

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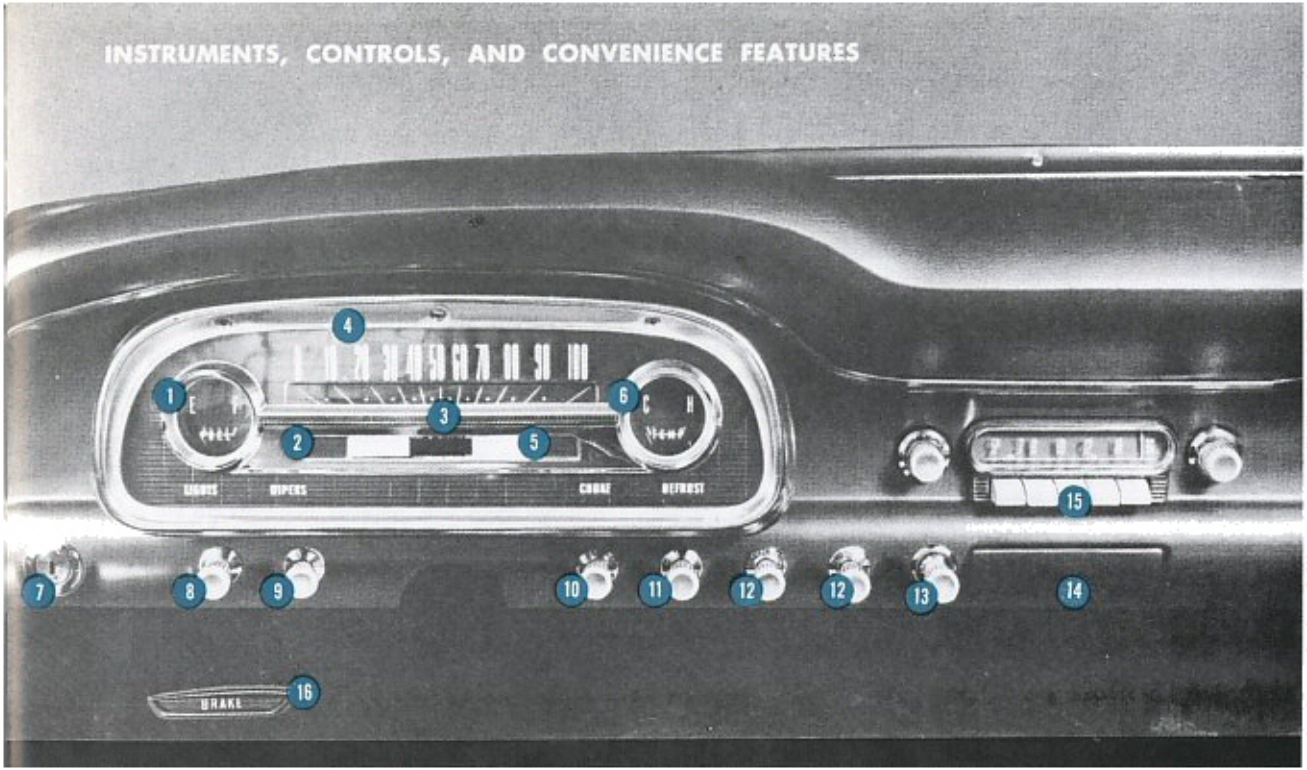
_____
Date

_____
Owner's Signature



1. Fuel Gauge
2. Oil Pressure Indicator
3. Speedometer and Odometer
4. High Beam Indicator
5. Generator Indicator
6. Temp. Gauge
7. Ignition Switch
8. Lights Switch
9. Wiper Control
10. Choke
11. Defrost Control
12. Heater Controls
13. Cigar Lighter
14. Ash Tray
15. Radio
16. Parking Brake Control

ignition switch

This 4-position switch to the left of the steering column is operated by the shield-shaped key. The ACC (accessory) position permits use of electrical accessories that are controlled through the switch. Only the ignition system remains inactive at ACC. To turn on ignition and other circuits, set the key at ON. Use of the START position is described on page 29.

speedometer and odometer

The speedometer, located above the steering column, indicates the car's forward speed in miles per hour. The odometer (mileage gauge) records the total mileage driven, and is useful for keeping track of maintenance intervals.

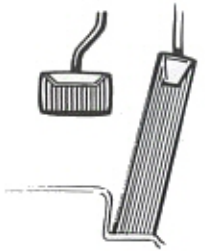
oil pressure indicator

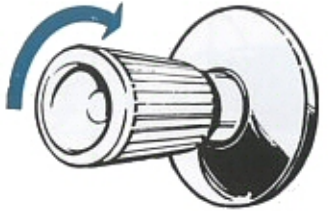
Should the engine's oil pressure drop below a safe operating limit, the OIL indicator light to the left of the steering column, glows red. The OIL light may flicker briefly after a sudden stop, but this is not necessarily harmful to the engine. However, if the light glows steadily at normal driving speeds, stop the engine immediately and have the oil level checked.

generator indicator

With ignition switch on, the GEN indicator light, to the right of the steering column, glows red when generator is not supplying current to the electrical system. GEN light may glow or flicker occasionally as engine idles. However, if the light remains on steadily at normal driving speeds, generator and electrical system should be checked.

The OIL and GEN indicators can be checked quickly for burned-out bulbs before you start the engine. If either light remains out when you turn the ignition switch to ON, have the bulb replaced.





fuel gauge

When ignition switch is at ON or ACC, the fuel gauge pointer shows an approximate gasoline level. The pointer moves relatively faster from F to three-quarter full than for the remainder of its travel. The pointer's position varies slightly during the acceleration, braking, and when the car is on a hill. Check fuel supply when the car is reasonably level, either standing still or moving steadily.

temperature gauge

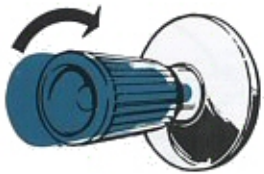
For most types of driving, the temperature gauge pointer hovers between the lines in the center range of the gauge, indicating a normal operating temperature. Overheating is indicated only when the pointer moves outside the center range to the H (Hot) mark or beyond, and remains there for more than a minute or two. Should this happen, stop the engine and have the radiator coolant level and cooling system checked.

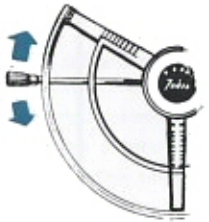
foot pedals

Brake pedal is under steering column and left of accelerator pedal. Cars equipped with manual-shift transmission have a clutch pedal at left of brake.

wiper control

Rotate wiper knob clockwise to turn on wipers. Standard wipers are single-speed electric. Optional electric wipers have two speeds. Turn the knob all the way to the right for high speed. The pedal for the optional windshield washer is at the left front corner of the floor. Press the pedal to spray the windshield with fluid. If the wipers are stopped, they'll automatically start moving and will continue to sweep across the glass as long as you hold the pedal down.





lights switch

Pull LIGHTS knob outward to its first position. This turns on parking lights and taillights. At the second position, headlights and taillights are on. At either position, the instrument panel lights can be dimmed, brightened, or turned off by rotating the knob. To switch on interior light, turn knob all the way to the left, either pushed in or pulled out.

parking brake control

The BRAKE handle is beneath the left end of the instrument panel. To apply the parking brakes, pull the handle, without turning it outward until it stops. To release the brakes, turn the handle counter-clockwise a quarter turn, and then push it in all the way.

headlight beam selector

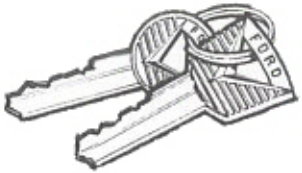
The headlights have both low and high beams. To change from one set of beams to the other, press the beam selector with your left foot. A red indicator near the center of the speedometer lights up whenever the high beams are on.

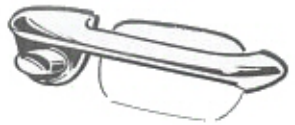
turn indicator lever

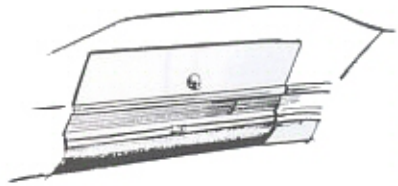
To signal for a right turn, push turn indicator lever upward. For a left, pull lever downward. Flashing lights on the front and rear of the car and the instrument panel indicate the direction you intend to turn, with the left light flashing for an intended left turn and the opposite for a right turn. If the turn is very gradual, indicator may not shut off when you straighten wheel. If this occurs, merely move it to neutral position by hand.

vent window latch

To open a front door vent window, turn the latch away from the vertical window frame. When you close the window, turn the latch so that it locks against the frame.







side window controls

Side windows are lowered to any desired opening by turning individual handles toward the front of the car. To raise, reverse the procedure.

keys

Two different keys operate all the various locks of your car. A shield-shaped key locks and unlocks either front door, as well as the ignition switch. The round-headed key is used in the glove compartment door lock, the deck lid lock, and the Station Wagon tailgate lock.
Attached to these keys are metal rings on which code numbers are stamped. For extra keys or quick replacement at any Ford Dealership—and most locksmiths—keep these rings, or the record of these code numbers as listed on your identification Card.

door locks

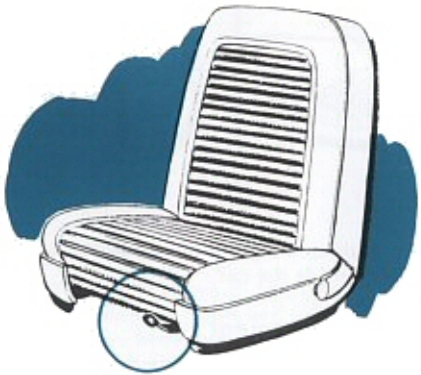
Both front doors are locked by inserting a shield-shaped key and turning it toward the front of the car. Use reverse procedure to unlock. An unlocked door can be opened simply by pushing the button on the door handle. Front doors can be unlocked from the inside at any time by lifting up on the inside door handle. If rear doors are locked, you must pull the door lock button upward before the handle can be raised. Push down the lock button to lock any door from inside the car.

glove compartment

The glove compartment is located at the right side of the instrument panel, and it opens by pressing the release button the door. When the door is pushed shut, it will latch automatically.

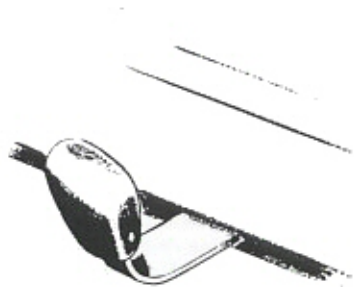
deck lid lock

As you turn the key to the right in the deck lid lock, the lid will automatically pop open partway. Torsion-bar hinging provides easy raising and lowering of the lid. To close deck lid, push down firmly; it locks automatically.



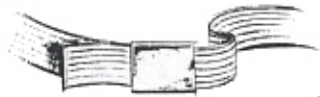
bucket seats

In cars equipped with bucket seats, independent control levers underneath the front of each seat permit you to adjust the seat positions independently. Move the lever to the right until the seat lock is released, and the seat will move forward or backward easily to the desired position. Release of the lever locks the seat in place.



front seat adjustment

In cars equipped with full-width front seats, a control lever on the front of the seat releases the seat latch. To move the seat forward or back, push the lever toward the left and hold it as you slide the seat to the desired position. Release lever to lock seat in place.



metal-to-web belt

metal-to-metal belt

seat belts

Two types of seat belts are used. The metal-to-web belt is adjusted by drawing the loose web end through the metal buckle until snug. To release this type belt, lift the buckle release and remove the belt.

To lengthen the metal-to-metal belt, tip the buckle end downward and pull the attaching belt through the buckle. To connect this belt, insert the T-shaped end into the buckle. This type belt can be shortened, after it is connected, simply by pulling on the loose end until snug. Lift the buckle release to remove the belt.

cigar lighter

Push the LIGHTER knob in all the way. When it is hot, the lighter will automatically pop out to its normal position.

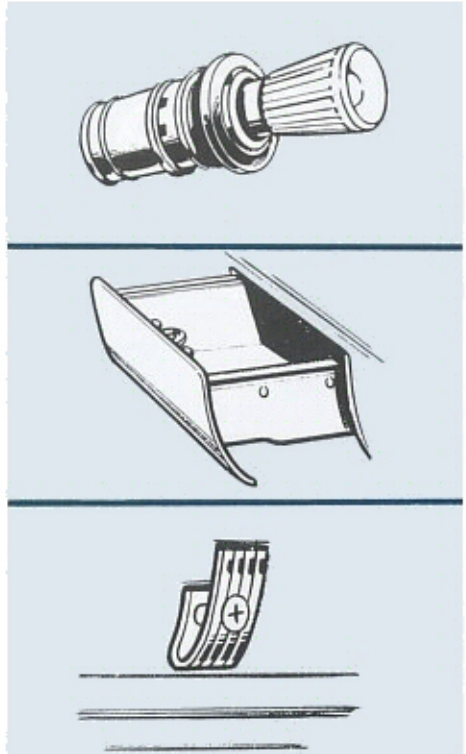
ash trays

The instrument panel ash tray is opened by pulling outward on the tray bottom front edge. To remove it for cleaning, open tray and gently press down on front of tray while continuing to pull outward.

To remove the rear seat ash tray on 4-door models, depress the snuffer and pull the tray out. On 2-door models, open the cover and lift the tray assembly from the arm rest.

coat hooks

In sedans, hardtops and station wagons, coat hooks are located above both windows behind the front seat.



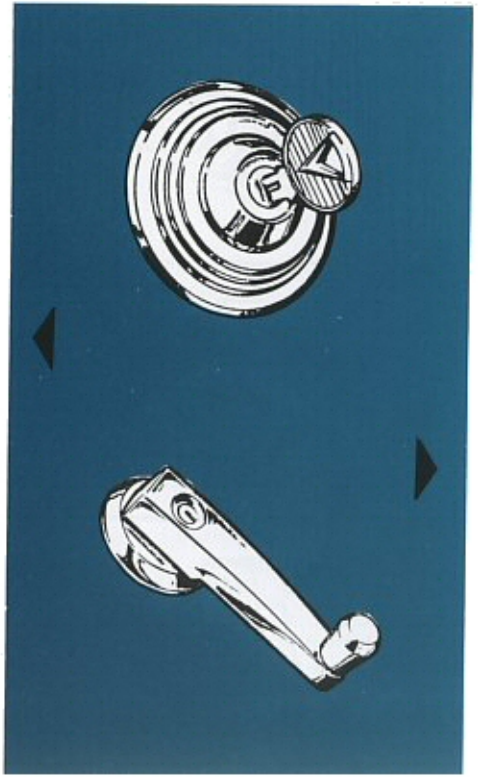
clock

In the self-regulating electric clock there is a special mechanism for automatically correcting time gain or lag up to a limit of five minutes per 12 hours. Once regulated, the clock tends to stay regulated. In setting the clock, you advance the hands toward the correct time if it is slow, and backward to the correct time if it is fast. If the error is large—say five minutes—the first setting may reduce the error to one minute or less. A second setting, or a third if necessary, should put the clock right on time.

You should adjust any inaccuracy when you first get your car; ignoring it only multiplies the time needed for adjustment later.

tailgate lock

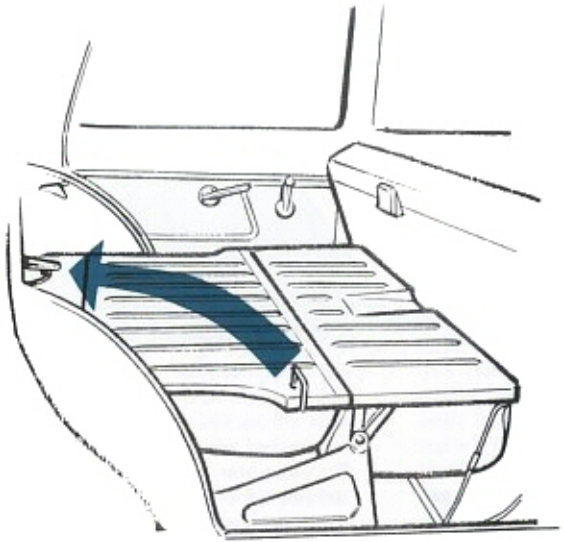
To open the tailgate, turn the key in the tailgate lock, and open the rear window. The manually-operated window must be cranked down after you've unlocked the handle. With the key turned and held in the lock, the electrically-operated window opens automatically. (See "tailgate window controls"). With the window fully opened, reach inside the tailgate and pull the latch release lever. Then pull the tailgate down all the way. *Don't close the tailgate with window raised.* Before closing the tailgate, be sure the window is all the way down. Push the tailgate up and forward firmly. You can then close the rear window.



tailgate window controls

The manually-operated tailgate window must be opened or closed from outside the tailgate. To unlock the handle, turn the round-headed key to its full clockwise position in the tailgate lock. To lock the window at any position (open, partially open, or closed), turn the key counter-clockwise while the handle knob is in the vertical bottom position.

The optional electric tailgate window is controlled by a switch on the left side of the instrument panel. You can also open or close the window by turning the round-headed key in the tailgate lock.



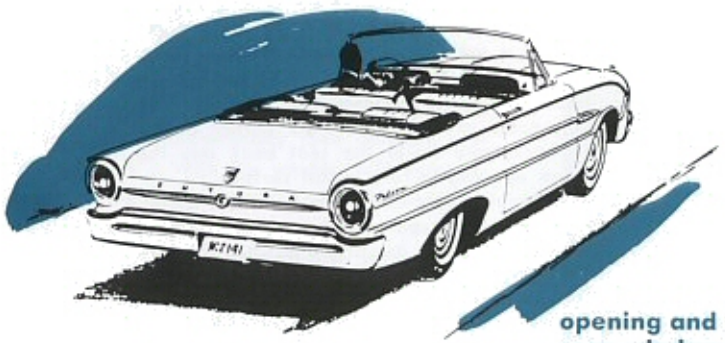
station wagon second seat

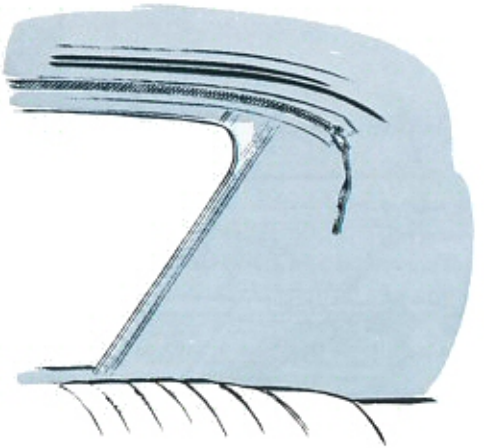
To fold down the Station Wagon rear seat to provide additional floor space, pull the back edge of the cushion upward, and pull the cushion support rod around to the front. Then swing the cushion toward the front seat so that the support rod rests on the floor. Release the safety catch at the upper right corner of the seat back, and lower the seat back into the cushion opening to form a flat surface.

When you're ready to use the rear seat again, lift the seat back out of the cushion opening, and push it back to its upright position. Be sure the safety catch is fully engaged to keep the seat back from falling forward if the car should stop suddenly. Swing the cushion rearward, and clip the support rod firmly under both ends of the cushion.

CONVERTIBLE FEATURES

During the warm days, it is a pleasure to drive with the Convertible top down. The Convertible is an all-year car, ready for any kind of weather.

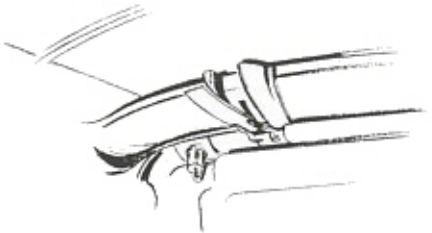


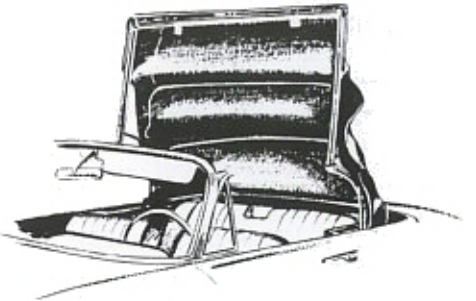


opening and closing the rear window

To open the Convertible rear window, open the slide fastener at the top of the window, and carefully lay the window in the top storage compartment behind the rear seat.

To close the window, (it may be necessary to unfasten the windshield header clamps) support the rear window in position with the strap provided, and close the slide fastener at the top. Run hand firmly against each side of rear window to assure sealing top and window together.



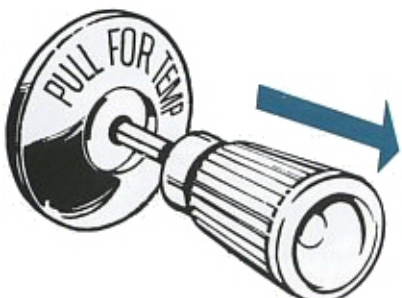


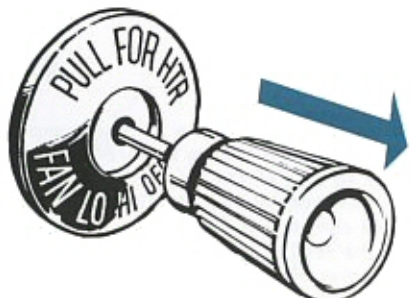
lowering the top

The convertible top can be lowered with the rear and side windows either up or down. However, to cut down unnecessary wear on the rear window, it is better to have it open before the top is lowered. Swing the sun visors downward and unclamp the top from the windshield header by pulling the two clamp handles downward until their ends are clear. If the top has not been lowered for some time and sticks to the header, push the front of the top up slightly with your hand to loosen it. Check the storage compartment behind the rear seat to be sure it is empty and ready to receive the top. Actuate the TOP toggle switch control, holding it until the top folds down completely. Don't lower or raise the top while the car is moving. After the top is fully lowered, cover the top with the vinyl boot to keep out dust and dirt.

raising the top

Pull both sun visors downward and partially lower the side windows so they won't interfere with the forward movement of the top. Then remove the vinyl boot covering and store it in the bag provided. Actuate the TOP toggle switch control, holding it until the top unfolds and moves forward against the windshield header. The two pins under the forward edge of the top should seat themselves in the matching holes in the header. If you want the rear window closed, close it before you clamp the top to the header. To fasten both clamps securely, push the clamp handles upward.





fresh air heater-defroster

The Fresh Air Heater-Defroster has been painstakingly planned and designed for your comfort.

After the temperature gauge pointer has moved toward its normal range, pull the knob marked PULL FOR TEMP out to its limit for maximum temperature or partially out for lower temperatures. Then pull the knob marked PULL FOR HTR out all the way to admit heated air to the car.

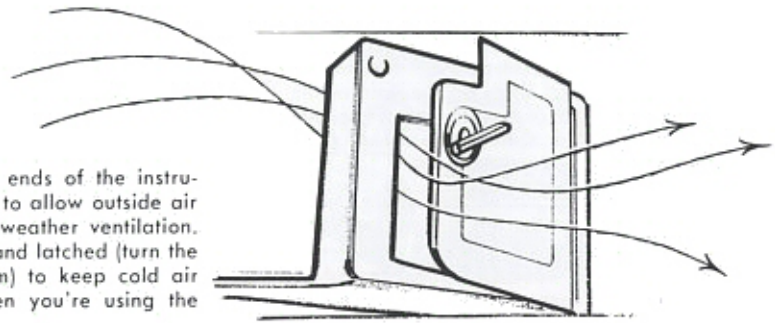
When the car is stopped or moving slowly, turn the FAN switch on the PULL FOR HTR knob to either HI or LO, depending upon how much air you want the fan to blow into the car. At

moderate high driving speeds, the fan may not be needed because the car's forward motion will force outside air through the heater and into the car for your comfort.

To keep the windshield free of light frost or condensation, pull out the DEFROSTER knob all the way, and turn the FAN switch to HI. For fast defrosting or to remove heavy frost, pull the temperature knob out all the way to obtain maximum heat.

fresh air controls

Air vent doors under both ends of the instrument panel can be opened to allow outside air to enter the car for warm weather ventilation. Both doors must be closed and latched (turn the door handles to latch them) to keep cold air from entering the car when you're using the heater.



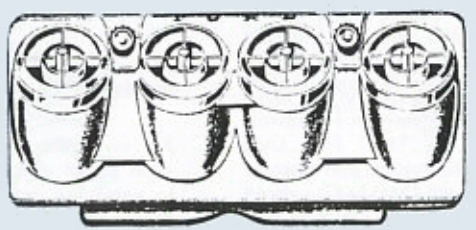
Ford Air Conditioner

The '63 Ford Air Conditioner is a compact, economical unit providing wonderful motoring comfort in warm weather. It cools the air inside your car to any of several desired temperatures, and also recirculates the air at a choice of three speeds.

For temperature control, start the engine and rotate the control knob on the right of the dial from the OFF position to the cooling position of your choice. The farther you rotate the knob, the cooler the air will become.

For control of air circulation, rotate the blower control knob, on the left side of the dial, from the OFF position to any one of the three blower speeds of your choice. The farther you rotate the knob, the higher the blower speed.

Remember that the air conditioner is entirely independent of the heater, and should be turned off when the heater is in operation.



TIPS FOR BETTER AIR CONDITIONING

Although your air conditioner has a rapid cool-down rate, it helps, when starting out in hot weather, to set temperature control at 5 (maximum cooling) with the fan on. Further, it also helps to drive for two or three minutes with the side windows open to force most of the hot air out of the car. Then, close the windows, push in both air register knobs, and turn blower to desired speed.

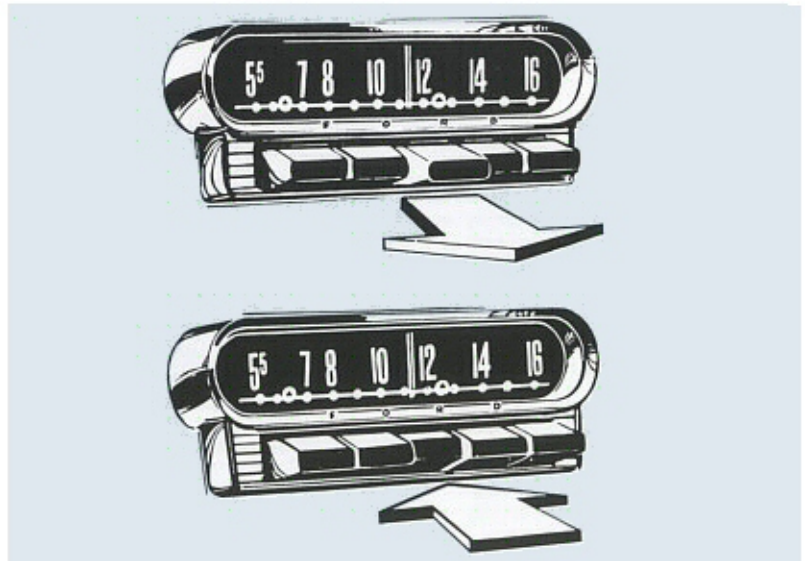
Operate your air conditioner cooling system regularly. *At least once or twice a month turn on the cooling control and blower for a few minutes while the engine is running.* This periodic operation keeps all the mechanical parts of your air conditioner in good operating condition.

Each spring have your Ford Dealer make a pre-season inspection to be sure the air conditioner is ready for efficient operation. He'll check the cooling system for refrigerant or oil leaks, and the state of refrigerant charge.

For convenience and safety, the car radio includes five station-selector push buttons. Each of these has probably been set by your Ford Dealer to one of your local stations. If other stations are desired, the knob at the right of the tuning dial can be turned manually. The combination on-off switch and volume-control knob is at the left of the dial, and the tone control is behind the volume knob.

To reset any selector button for automatic tuning of another station within range, turn on the radio, letting it play for about ten minutes to warm up. Next, pull the button to be reset straight out until it stops. Then turn the tuning knob to the station setting you want for the button. To lock the new setting, push the selector button all the way in when the sound is clearest and loudest.

The small triangular marks at 640 and 1240 kilocycles on the radio dial are the CONELRAD station settings, on which information will be broadcast in the event of a national emergency.



THE FIRST FEW MILES

Your new car was ready for the road the moment you took delivery. There is no need for a long, tiresome, low-speed break-in period. Nevertheless, it's best to get your car off to a good start toward a long, economical life. By observing a few simple operating rules during the first few hundred driving miles, you can experience the maximum in new-car performance, economy, and durability.

Remember during the first 250 miles, to avoid sudden, hard stops. The brakes seat more uniformly if you make slow, gradual stops from various speeds.

Avoid fast starts at wide-open throttle. And, after starting a cold engine, drive slowly until it warms up. Otherwise, any reasonable speed within legal limits is permissible.

Up to 500 miles, deliberately vary the speed from fast to slow and back again, if traffic conditions don't do it for you automatically.

Any steady, unchanging speed during this period tends to cause uneven wear of precision parts. Accelerate up to 60 mph when you can. In fact, one- or two-mile spurts at legal speeds above 60 are fine. Any legal speed short of wide-open throttle is all right up to the 2,000 mile mark. Keep away from top speeds until you've driven the car at least 2,000 miles.

FUEL RECOMMENDATIONS

Falcon engines operate efficiently under almost all driving conditions on most regular grades of gasoline. Nothing is gained by using a fuel of higher octane than is needed in a properly adjusted engine. However, if "pinging" or "knocking" occurs with the gasoline you're using, and it can't be cured by spark timing or other engine adjustments, switch to the next higher grade of fuel that will eliminate the noise.

If you intend to drive your car outside the United States or Canada, ask your travel agent or auto club beforehand about the quality and availability of the gasoline in the countries you expect to visit. If necessary, have the engine serviced for operation in these countries.

ENGINE OIL RECOMMENDATIONS

Your car, when delivered to you, has the proper grade and viscosity oil in the engine for the first 6,000 miles. The engine oil and oil filter should be changed at 6,000 miles and thereafter at 6,000 mile intervals as indicated in the maintenance service coupons.

One important item that requires regular checking is the engine oil level. If the engine oil drops below the safe operating level, whether through normal driving or through unforeseen circumstance, severe and costly damage may result. Frequent checking of oil level and use of high-quality oil is YOUR responsibility. It is your control of the future operating life of your engine.

YOUR GUARANTEE OF A SATISFACTORY "MS" ENGINE OIL IS TO SELECT ONE WHICH IS MARKED PLAINLY ON THE END OR SIDE OF THE CAN THAT IT MEETS OR EXCEEDS THE REQUIREMENTS OF THE CAR MANUFACTURERS SEQUENCE TESTS.

Different oil companies use different wordings for this statement but it should boil down to the fact that the oil has been tested according to the Sequence test procedures and meets the car makers requirements.‡

If you find it necessary to use an "MS" oil which is not certified by the marketer as having passed the Engine Operating Sequence Tests, the addition of Rotunda Oil Conditioner (Ford Part No. C2AZ-19579-A available at your Ford dealer) to the oil will satisfy the requirements.

‡ Ford Specification M2C27.

OIL FILTER RECOMMENDATIONS

Your car is equipped with an oil filter which should be changed each time you change engine oil. This filter must meet rigid specifications* to insure engine life and performance at the lowest possible maintenance cost. A Genuine Rotunda oil filter fully meets these requirements. It is an exclusive-design full-flow filter which filters all the oil before it passes through the engine. If a replacement filter other than the Ford Rotunda filter, or engine oils other than those recommended here are used, more frequent engine oil and filter changes may be required.

* Ford Specification ES-C0AE-6714-A

LOOK FOR THE MARKING ON THE OIL CONTAINER AND THE NAME "ROTUNDA" ON THE OIL FILTER.

STARTING THE ENGINE

For safety's sake, don't start or run the engine in a closed or poorly ventilated building, as exhaust gases contain poisonous carbon monoxide endangering health or life if breathed steadily for even a few minutes.

When you turn on the ignition switch, the Fordomatic range selector lever must be at either N or P before the starter motor will crank the engine. With Conventional Drive, put the transmission gears in neutral to prevent accidental moving when the engine starts. Depress the clutch pedal to eliminate drag of gears, especially in cold weather.

engine starting procedure — eight cylinder

If your Ford has a V-8 engine which hasn't run for several hours and is cold, press the accelerator pedal three times all the way to the floor for a moment, and then release it. This sets the automatic choke to give the engine a "rich" fuel mixture for cold starting.

If the engine has been stopped for only a short time and is still relatively warm, don't push the accelerator pedal all the way to the floor. You may flood the warm engine with too much gasoline and prevent it from starting. Depress the accelerator pedal about one-fourth of its downward travel and keep it there while starting the engine. Don't pump the accelerator pedal—you'll only flood the engine.

Next, turn the key in the ignition switch to the START position until the engine "catches" under its own power. Then release the key and it'll spring back to ON position. After a cold engine operates for a few seconds, depress the accelerator pedal sharply with your foot and release it to reduce the engine idle speed.

engine starting procedure — six cylinder

If the engine is cold, depress the accelerator pedal to the floor, pull the CHOKE knob all the way out, and release the pedal. Then depress the accelerator pedal half way and hold it in this position.

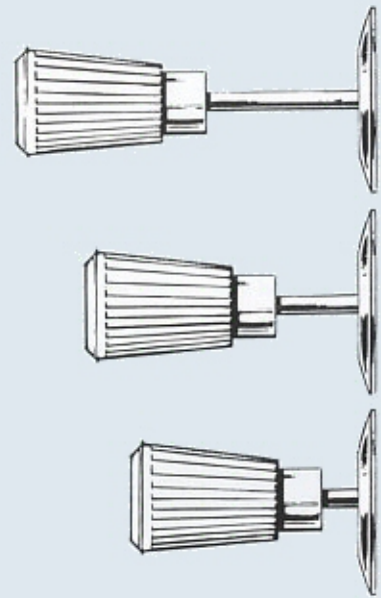
If the engine is partially "warm," depress the accelerator slightly and pull the CHOKE knob out partially.

Then, turn the ignition key to the START position, releasing it when the engine starts, adjust the CHOKE knob to a position most suitable to keep the engine running smoothly. When the engine's normal operating temperature is reached, push CHOKE knob all the way in.

If the engine is "warm," depress the accelerator pedal slightly and hold it there. Then, turn the ignition key to the "start" position, releasing it when the engine starts.

starting a flooded engine

To start a flooded engine, never pump the accelerator pedal. Merely depress the accelerator pedal to the floor and hold it there. Then turn the ignition key to the start position. Release both the ignition key and the accelerator pedal when the engine starts!



The range selector lever's five positions are shown on the dial directly beneath the odometer.

to go forward

To meet all driving conditions, low-cost Fordomatic Drive, famed for economy of operation, offers one versatile drive range with two forward speeds. With the selector lever at D, press down on the accelerator pedal, as needed to start the car moving in low gear. At the right speed for the driving conditions, the transmission automatically upshifts to high gear. You can get fast, car-passing acceleration or extra hill-climbing power speeds below 50-55 mph without shifting the lever from D. Press the accelerator pedal to the floor and hold it for a downshift to low gear. To shift back to high gear, lift your foot off the pedal momentarily.

The L (low) position is useful for driving in mud, sand, or deep snow, and for braking or climbing action on steep downgrades. In L, Fordomatic will always operate in low gear regardless of the car's speed. If you should shift from D to L at any road speed, the transmission immediately downshifts to low gear. Do not shift to or drive in L at speeds over 55 mph. *Do not shift into forward gear while the car is moving backward.*

to go backward

Shift the selector lever to R (reverse) only when the car is fully stopped. Then press the accelerator pedal down lightly and carefully.

to park the car

With the car fully stopped, apply the parking brakes, then shift the selector lever to P (park). This selector position locks the rear wheels and the transmission, even with the engine running. *Park position should never be used to stop the car.*

AFTER YOU HAVE CAREFULLY PLANNED YOUR TRIP, how can that long jaunt be made easier? Here are a few suggestions that you may not have tried.

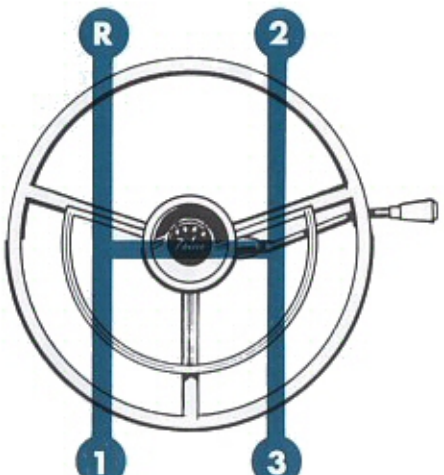
Frequent shifting of your body position behind the wheel helps, but in addition, try moving the seat itself. As the seat moves fore or aft, the angle of your right knee must change as you operate the accelerator. Change the seat position while the car is not moving, though, because sudden movement of your body forward might result in dangerous acceleration.

Muscular fatigue has a way of sneaking up on us. When we change body position, we counteract this fatigue, but we can further combat it by conscious mental effort. For instance, have you ever noticed tautness in your finger muscles as you gripped the wheel? If so, you may know that all you need do for relaxation is simply to tell those muscles that they are too tight—and then consciously relax them!

Feet get tired, too. They may tire because of unduly stiff shoes, uncompromising heels, or excessive warmth. In some cases, the solution is simple: try soft, light, open footwear—such as sandals.

To relieve eye fatigue, try varying from time to time the area in front of the car on which you focus as you drive along. Remember, of course, the principle that you should focus proportionately farther ahead as you increase speed. If your eyes tire during daylight driving, good quality sun glasses may solve your problem. Night driving will probably be easier if you dim the instrument panel lights. Consistently severe eye strain under all driving conditions suggests that a visit to your eye doctor may be in order.

Drive at varying legal speeds for easier highway miles, especially when on a turnpike. Not only is this a safety tip, but also it is one to cut down on fatigue. When you vary speed, you decrease monotony, a cause of fatigue. Also, you will probably find that driving at the low end of the legal speed range is less tiring than driving at the legal maximum.



3-speed

An "H" pattern gear shift lever is used to shift the 3-speed Conventional Drive Standard transmission. To operate, first make sure that gear shift lever is in the neutral position, then start engine, press clutch pedal fully to the floor and move gear shift lever to low gear position. Then depress accelerator slowly, letting out clutch gradually but firmly at the same time. When the car reaches a speed of approximately 15 mph, release accelerator pedal, press clutch pedal fully to floor and move gear shift lever to the second gear position. Release clutch pedal (all the way up) and accelerate to 20-30 mph. Then shift into high gear the same way. **To stop the car,** release the accelerator and apply the brakes. Depress clutch only after car slows down to 10 mph, then continue to use brake to bring car to a complete stop. Here are several important points to remember when driving a manual shift transmission:

1. When shifting to second (2) and third (3) gears, release clutch slowly but firmly for smooth engagement. The clutch must be completely disengaged (by fully depressing the clutch pedal) when shifting from one gear to another.
2. Avoid resting foot on the clutch pedal when not shifting gears. This is called "riding the clutch" and can result in clutch failure.
3. When shifting the transmission from neutral to low gear, depress the clutch pedal fully to floor board before moving the shift lever from neutral.
4. Never use the clutch to "hold" the car when at a stand still (as when waiting for a traffic light on an up-grade).

5. When it is necessary to reduce speed in heavy traffic or when driving up steep hills, shift to second (2) before the engine starts to labor. Such downshifting reduces the possibility of stalling the engine and gives better acceleration when you need to increase your speed again. On steep downgrades, downshifting the transmission to second (2) gear helps to maintain safe speed and to prolong brake life. The best range for making this shift is approximately 20-40 mph. Shift to low gear only when the car is stopped, on units with a six-cylinder engine; however, you can shift to low with the V-8 engine below 10 mph.
6. Never shift to reverse while the car is in motion.
7. To park the car in gear, use the reverse gear position and set the parking brake.

Failure to observe these instructions will result in unnecessary clutch wear, or possibly damage to the transmission.

4-speed

The shift pattern for the optional 4-speed transmission is clearly shown on the gear shift lever knob.

Use the same technique described for 3-speed transmission to shift from one gear to another. To shift to reverse, first make sure that car is not moving. Then, place the palm of your hand on the gear shift knob and curl your fingers under to pull the reverse release upward toward the knob. (This release prevents accidentally shifting to reverse gear while the car is in motion.) Pull the release up fully and move the gear shift lever to the reverse gear position shown on the knob.

TIPS FOR DRIVING ON SAND, SNOW OR ICE

Should you drive your car through loose sand or deep snow, proceed cautiously but in high gear, shifting to second or low (L position with Fordomatic), as necessary, to keep going steadily. If the rear wheels get stuck, avoid spinning them deeper into the sand or snow. Shift back and forth between reverse and first gears (R and L with Fordomatic). But do not shift while the car is in motion. Keep a light, steady pressure on the accelerator pedal. Avoid racing the engine. Time the shifts between gears to take advantage of the rocking momentum of the car. If you're still stuck after a minute or two of rocking, it is recommended that the car be pulled out to prevent overheating or possible damage to the transmission.

To start the car moving on smooth ice, shift to second or high gear (D with Fordomatic) and accelerate slowly to avoid spinning the wheels or skidding the car. In fact, all your driving maneuvers should be made more slowly than usual to keep your car under control. When you need to stop, pump the brake pedal lightly to prevent skidding or sliding. If the car should skid, turn the steering wheel slightly—not sharply—in the direction that the rear wheels skid, and then accelerate gently to straighten out the car. Snow tires or tire chains often help where there's poor traction.

extreme winter driving

Driving hazards multiply during winter weather, making it necessary for the driver to take special precautions. Here are a few tips to keep in mind.

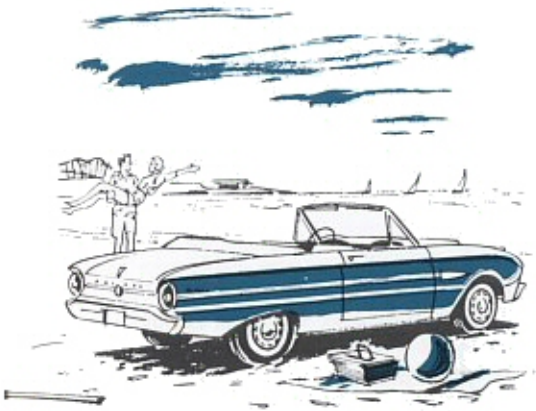
For easiest starting in winter, a light grade of oil, in keeping with prevailing temperatures, should be used. Watch your water temperature gauge. Any unusual rise in temperature is indicative of freeze up.

If moisture freezes in any of the lock cylinders, heating the key and inserting it will remedy the condition.

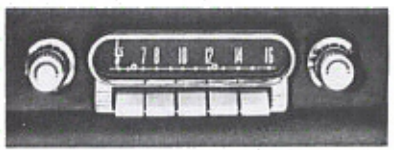
Should windshield wipers become frozen to the glass, carefully free each blade separately. On entering a car in sub-zero temperatures it is advisable to open both front vent windows slightly to expel vapors.

In extremely cold weather, avoid testing tire pressure or adding air. Have your battery tested regularly and if the electrolyte is below 1.250 specific gravity, it should be charged.

In sub-zero weather an accumulation of moisture is liable to develop in the fuel tank and lines due to condensation. Blocking of the passages may result. It is wise to add a small quantity of alcohol, or other preventive solutions developed for



1963 FALCON ACCESSORIES / *For Sound Enjoyment*



AM Radio

This fully-transistorized radio delivers rich, live sound reproduction for your driving and listening pleasure. Has easy reset mechanism for changing station settings of the automatic pushbuttons.

2 Rear Seat Speakers

A selection of two rear seat speakers is available to meet your requirements:

- StudioSonic Sound System creates a stereophonic, concert hall "echo" effect that can't be matched by any conventional rear seat speaker.
- With the conventional Rear Seat Speaker, a balanced sound is readily produced by adjusting the "mixer control" . . . providing more pleasant listening for both front and rear seat passengers.

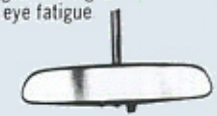
Antenna

In town or country, this bright finish, manually operated antenna "reaches out" to bring in distortion-free sound from surrounding stations. Also adds a dash of sparkling style to your '63 Falcon.

"Ford Quality Accessories are engineered and manufactured to meet Ford's high performance standards and the decor of your 1963 Falcon."

Mirror

With this mirror, you can reduce headlight glare with a flip of a button. It makes night driving safer and helps minimize eye fatigue



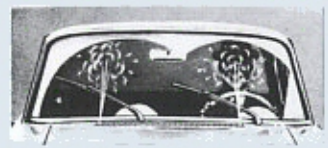
Spotlight with Mirror

This spotlight projects a 45,000 candlelight beam over half a mile. It operates conveniently from inside the car; can be rotated a full 360°. Unit is heavily chromed for lasting beauty and utility.

Seat Belts with Metal-To-Webbing or Metal-To-Metal Buckles

The buckles, belt material and floor fittings of these Ford Quality Seat Belts meet requirements of the National Safety Council and Society of American Engineers fully. Choice of Metal-To-Webbing or Metal-To-Metal buckles. Available in 6 harmonizing interior colors.

Windshield Washers



Depress the foot pedal and twin jets of washer solution spray onto your windshield helping to eliminate road film. Ford Windshield Washers have an unbreakable reservoir holding an ample 72 ounces of washer solution. Required by law in many states.

Back-up Lamps

Twin lamps, centered in taillights, light your way at night for safer, easier backing. Lights automatically when your Falcon is put in reverse.

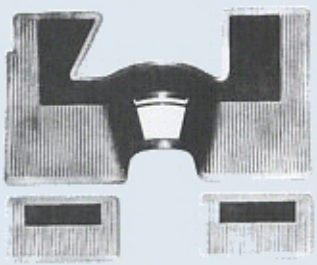
Wire Wheel Covers

13-inch, simulated-wire wheel covers feature a "knock-off" type spinner with a bright center plastic medallion. They have an up-to-date, custom-designed appearance that goes right with the lively look of the 1963 Falcon.

Wheel Covers and Wheel Rings

Stainless steel full wheel covers and wheel rings add an attractive styling accent to your 1963 Falcon. They will retain their sparkle for the life of your car.

Front and Rear Floor Mats



Ford makes available both door-to-door, contour-designed front floor mats and twin rear floor mats styled to match the front mats. They're high quality, long wearing rubber. Come in seven attractive colors.

Ventilated Cushion

Inner springs and open mesh fiber combine in one individual cushion to give you a "breezy bucket seat" that circulates fresh, cool air between you and the seat. The comfortable cushion of air also protects the glamorous Falcon seat upholstery. Available in your choice of red, blue, green, or charcoal.

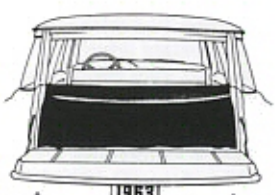
Falcon A COMPLETE SELECTION OF 1963 FALCON STATION WAGON ACCESSORIES

Luggage Rack

Luggage Rack Cover

Home and Travel Pad

Rear Deck Cargo Cover

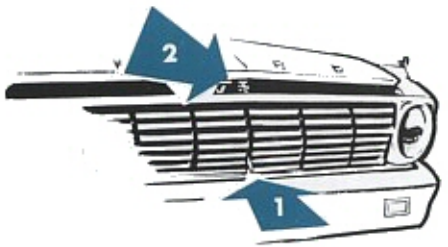


Station Wagon Stone Deflector

For custom appearance and long-life dependability, always have Ford Quality Accessories installed on your new Falcon. They provide you with added comfort, convenience and safety . . . enhance the graceful beauty of your new Falcon.

Other 1963 Fine Ford Accessories which are readily available at your Ford Dealer's are:

"Life Guard Jr." Door Locks • Door Edge Guards • Seat Covers • Fender Shields • Electric Clock • Cigar Lighter • Outside Rear View Mirror • Tissue Dispenser • Locking Gas Cap • Polishes and Chemicals • And Many More.



hood release

To open the hood, lift the release lever (1) located in front of the grille center and then lift the safety catch release (2).

tires

Before driving each day, glance at all the tires. If one looks softer than the others, have all the pressures checked. Check the spare tire, too. Recommended pressures are on page 55.

One important item that requires regular checking is the engine oil level. If the engine oil drops below the safe operating level, whether through normal driving or through unforeseen circumstance, severe and costly damage may result. Frequent checking of oil level and use of high-quality oil is YOUR responsibility. It is your control of the future operating life of your engine. See page 27 for the oils and oil filters which should be used.

when you stop for gasoline . . .

Ask the attendant to check the battery fluid level as well as the radiator coolant level. The engine oil level should be the last item checked so that the oil circulating in the engine will have time to drain down into the crankcase.

Oil need be added only if the oil level is close to or below the add-oil mark on the dipstick. BUT DO NOT OPERATE WITH THE OIL LEVEL BELOW THIS MARK.

adding oil between changes

Under normal circumstances you can expect to add oil between 6,000 mile oil and filter changes, since the engine depends on this oil to lubricate the internal moving parts. Also during the break-in period, the engine may use slightly more oil. For this reason your engine's oil economy should not be judged until it has run at least 4,000 miles.

general lubricant recommendations

In all Ford passenger cars the following parts are filled at the factory with a high quality lubricant designed for use throughout the life of the vehicle:

transmission, power steering reservoir, steering gear housing and rear axle

These lifetime lubricants need not be changed in any of these parts. Rather, the lubricant supply should be checked periodically and the proper lubricant "added to" when needed. See Lubricant Recommendations page 52.

engine cooling system care

For winter and summer protection, your engine cooling system was initially filled and protected with a new long-life coolant that needs to be drained and flushed only once every 36,000 miles or every two years, whichever comes first. It is not necessary to provide special anti-freeze protection, as this prescribed coolant protects to −35°F. For coolant protection below −35°F, see your Ford Dealer. To maintain constant coolant quality for year round corrosion, overheating and low-temperature protection, it is recommended that all make-up coolant be a 50-50 mixture of water and Anti-Freeze meeting the Ford Long-Life Coolant Test requirements.* The use of Ford Rotunda Permanent Anti-Freeze will assure conformance with the requirements. Don't mix different types of anti-freeze. If you use alcohol or methanol-type anti-freeze, then you must have the standard high-temperature thermostat replaced with one rated for lower temperatures. When using other than Rotunda Permanent Anti-Freeze mixture, it may be necessary to add a corrosion inhibitor to the mixture at regular intervals.

Regular inspections of the system may reveal minor troubles that can be corrected quickly and inexpensively before they result in costly repairs to either the cooling system or the engine.

When checking the coolant level, be careful about removing the filler cap while the engine is warm. Your car has a "pressurized" cooling system designed to improve engine efficiency and prevent "boiling away" of coolant. Sudden release of the pressure may cause "false boiling" and ejection of coolant vapors. To remove cap, place a cloth over it and unscrew slowly. This lets the pressure bleed off gradually. Wait until the pressure has dropped before unscrewing it all the way.

Maintain the coolant level about an inch below the bottom of the filler neck.

If coolant is needed each time the level is checked, check the system for leaks. Hose leaks can often be stopped by tightening the clamps. Cracked or worn hoses should be replaced.

Bugs, leaves, papers, etc., that might restrict the flow of air through the radiator can cause overheating. They can be blown out with an air hose, or flushed out by spraying cold water through the rear of the radiator.

Ford Specification M-97B18A

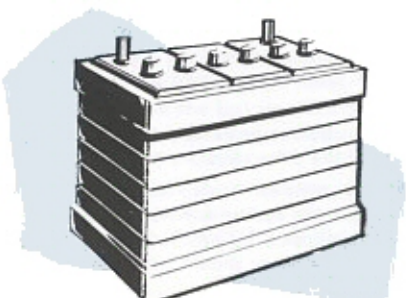
checking the battery

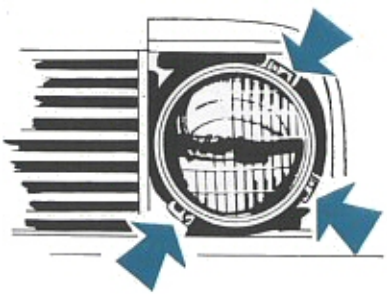
Because the battery is the "heart" of your car's electrical system, periodic checks are necessary to keep it functioning properly.

The 12-volt battery is mounted under the hood at the right front side of the engine compartment. Keep the fluid in each battery cell up to the level of the ring in the bottom of the filler well. Generally, tap water may be added unless it has a high mineral content or has been stored in a metal container. During freezing weather, drive the car for five or six miles to make sure the added water mixes thoroughly with the battery electrolyte solution. Otherwise, the water may freeze and damage the battery.

Have the battery charge checked regularly during extremely cold weather, to make sure it has enough power to do its job. Make sure the cables are clean and tightly clamped to the battery terminals.

Corrosion can be removed from the cables and terminals with a solution of baking soda or ammonia and water. After cleaning, flush the top of the battery with clean water, and coat the parts with grease to retard further corrosion.





headlight and lamp replacement

To replace a headlight, remove the headlight trim cover retaining screws and remove the cover. Then loosen, but don't remove, the three

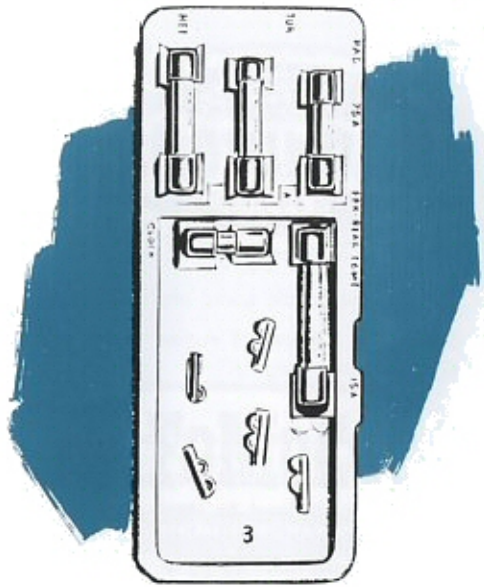
retaining ring screws shown in the illustration. Rotate the headlight retaining ring counterclockwise and pull it forward so that the headlight can be unplugged and removed. Plug in the new headlight and install it and its retaining ring in position. Rotate the retaining ring clockwise on the three screws and tighten the screws. Then install the trim ring.

New replacement lamps are available from your Ford Dealer and most service stations. The lamp specifications for all the lights in your Falcon are listed on page 55.

fuse replacement

For convenience, most of the replaceable fuses for your car's electrical system are located on the panel attached to the rear of the LIGHTS switch. The fuse panel is located behind the instrument panel just below the light switch.

The locations of other fuses are indicated on page 55. Some circuits are protected by circuit breakers. If a fuse needs to be replaced, use only a new fuse rated according to the specifications listed on page 55. Incorrectly-rated fuses or make-shift substitutes may damage the electrical system of your car. Your Ford Dealer or service station attendant can help you if you should have fuse or circuit breaker trouble.



OTHER MAINTENANCE REQUIRED

There are certain maintenance operations which are not required at definite periodic intervals but should be performed on an as-required basis. The most effective and economical practice is to have your Ford Dealer check these items only when the way your car is operating indicates they are necessary.

1. Carburetor idle speed and mixture . . .

Should be adjusted if engine stalls, idles too fast, or idles roughly.

2. Distributor points and/or spark plugs . . .

Should be cleaned, adjusted, or replaced if engine misses, is hard to start, loses "pep" on acceleration, or if fuel economy decreases (note: fuel economy will normally be less in cold weather than when it is warm).

3. Fordomatic bands . . .

Adjust if transmission "slips" or grabs sharply when shifting.

4. Steering gear preload . . .

Adjust if steering can be turned more than ¾ inch before changing car's direction, while driving on a straight flat road at 15-30 mph.

5. Windshield wiper blades . . .

Replace if blades do not wipe windshield clean after you have wiped the blade off with a clean cloth.

6. Power steering idle speed compensator — Falcon V-8 engine . . .

Adjust if engine stalls or runs too fast when the steering wheel is turned all the way in either direction while the engine is idling (for instance while parking or turning into your driveway).

7. Battery charge . . .

Have battery checked (recharged if necessary) if starter turns engine more slowly than usual.

FORD PARTS ARE YOUR BEST BARGAIN

A "bargain" is not a real bargain if you save money at the expense of your safety and driving satisfaction. Most people have found that the best way to get a real bargain is to buy from an established dealer who stands behind the quality of what he sells.

Oil filters offer a good example of the importance of engineered quality. The components of your engine must function together smoothly under a wide variety of operating and climatic conditions. To provide the continuous supply of clean lubricating oil required under all these conditions, Ford engineers developed the exclusive-design Rotunda oil filter which protects your engine for a full 6,000 miles. With the Rotunda filter, the rate of oil flow, density of materials, and particle retention are precisely controlled to give *as much as three times the useful life of many surface-type filters.*

As another example, there's no problem in getting brake linings that will fit your car brake shoes. But there are problems to be solved if your car is to have the high quality linings necessary to give your thousands of safe, sure stops.

Brake linings are subjected to very high temperatures, which may cause fading and resultant loss of braking power. In the design of Rotunda and FoMoCo Genuine Brake Linings, Ford engineers have solved problems involving the shape and size of the brake drum, air flow, balancing of forces, and strength and heat transfer characteristics of metals for each car model.

Whether you need brake linings, an oil filter, ignition points, or spark plugs, the Rotunda or FoMoCo trade-mark is your assurance of a bargain—one that will do what you want at reasonable cost.

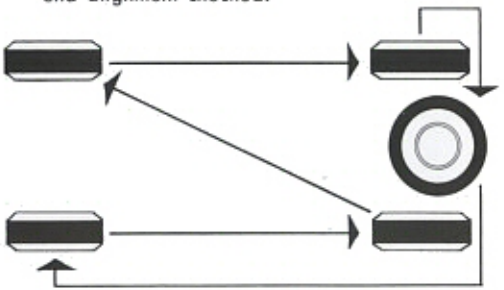
ROTUNDA

FoMoCo
GENUINE PARTS

tire care

If front and rear tires do not wear at the same rate or if you feel vibration or unevenness in the ride or steering the following steps may be helpful:

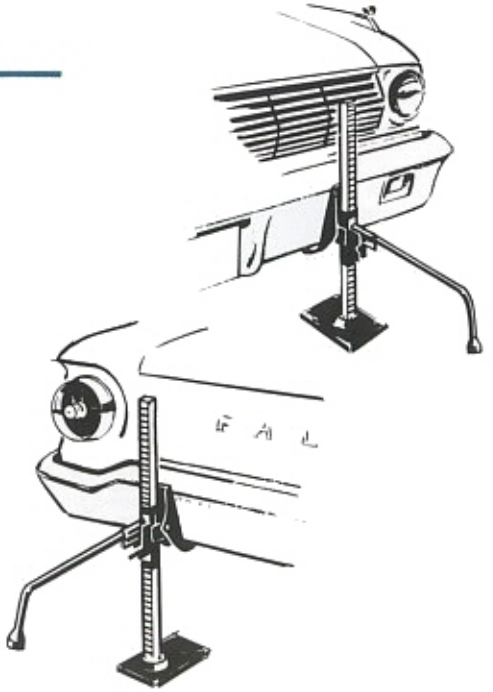
1. Cross switch wheels and tires following pattern illustrated on this page.
2. Check balance of all wheels and tires.
3. If front tires are wearing unevenly have front end alignment checked.



changing a wheel

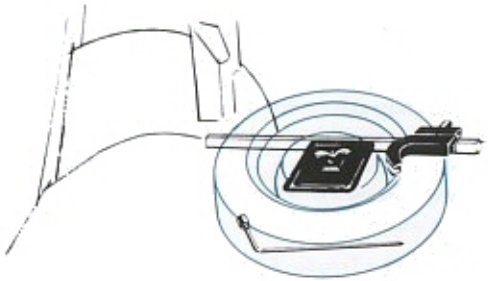
The spare wheel and tire, jack, and jack handle are stored in the luggage compartment. In the Station Wagons they are located in the right rear quarter panel.

Before the car is jacked up, apply the parking brakes and, as an added precaution against moving, place a large stone or block under the front and rear of one wheel. It is advisable not to run the engine when the car is on a jack. After loosening the wheel nuts, place the jack under the front or rear bumper as shown in the illustration. Then jack up the car and change the wheel. Tighten the wheel nuts on the replacement wheel, and lower the car slowly to the ground. Check all the wheel nuts again to be certain they're tight.

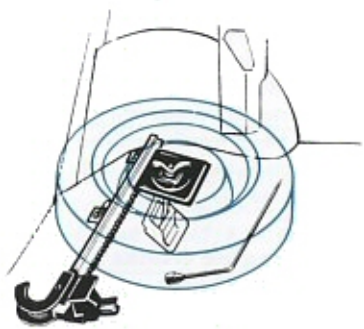


stowing the tire jack and spare wheel

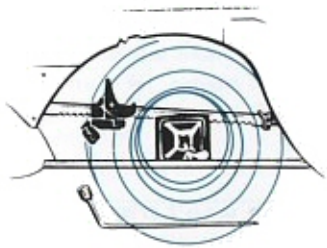
To eliminate the possibility of the jack and spare wheel rattling while the car is moving, stow them properly, as shown in the applicable illustration.



convertible



sedan



station wagon

MINOR TROUBLE SHOOTING INFORMATION

No matter how well it is designed or maintained, any modern automobile is susceptible to minor ills caused by worn or damaged parts, maladjustments, dirt, moisture, etc. Trouble may occur when it's not convenient for you to obtain prompt professional automotive service.

The following Trouble Diagnosis Guide can help you to diagnose minor abnormal conditions. Follow the sequence of applicable steps listed under each symptom until you discover the cause of the difficulty. Where precise adjustments or special tools and equipment are required to correct the trouble, let your Ford Dealer, with his know-how and service facilities, do the job for you.

if engine won't crank, check:

1. Fordomatic selector lever. The starter will operate only when the lever is at N or P.

2. Lights and horn. If they won't operate, the battery may be discharged, or a battery cable may be loose or disconnected. If a discharged battery is the cause of the trouble, you can start the engine by pushing the car (see page 50).

3. Ignition switch. The switch contacts may not be closing properly. Turning the switch on and off several times may eliminate the trouble temporarily, until the switch can be replaced.

4. Solenoid and starter. Loose, disconnected, or broken wires can prevent the solenoid or starter from operating. If all the wires appear to be in good condition and are properly connected, the trouble may be in the solenoid or the starter.

if engine cranks but won't start, check:

1. Fuel gauge. You may be out of gas. If the gauge shows that there's fuel in the tank, the trouble may be in either the ignition system or the fuel system.

2. Ignition System. To check for trouble in the ignition system, rock the wire boot off one of the spark plugs and insert a short piece of bare wire or other metal object in the terminal of the wire. Then hold the wire insulation so that the bare wire is about 3/16 inch from a metal surface and crank the engine. If there's no spark between the wire and the metal, the trouble may be in the distributor or coil. If you see a spark, then check the fuel system for trouble.

3. Manual choke. The choke linkage may be binding or damaged so that the choke plate in the carburetor is not opening and closing properly. When the choke knob on the instrument panel is pulled out, the plate should close. The choke plate should be opened when the knob is pushed in. You can check this, with the engine stopped, by removing the carburetor air cleaner and looking into the carburetor air intake.

if engine runs hot

Listed below are items which could cause an engine to overheat:

- Lack of coolant
- Loose fan belt
- Dirty cooling system
- Prolonged Idling
- Driving car with a frozen coolant
- Defective thermostat
- Overloading or pulling heavy trailers during hot weather
- Driving on under-inflated tires

if car steers hard

This can be caused by low air pressure in the tires, or by misalignment of the front wheels.

if brakes do not hold

1. If you have been driving through deep water, gently apply the brakes several times as the car is moving slowly.

2. Let the brakes cool if you have been using them abnormally, as in mountain driving or after several fast, high speed stops.

if steering wanders or pulls at high speeds

This condition can be caused by . . .

Soft tire(s), on any wheel(s)

Wheels out of line, or balance

Car overloaded

High winds

High crown in center of road

HOW TO ORDER SERVICE PUBLICATIONS	A complete list of all available Ford Division Publications covering your 1963 model and most other Ford cars and trucks can be obtained upon request from: FORD PUBLICATIONS DEPARTMENT, P.O. BOX 7750, DETROIT 7, MICHIGAN.

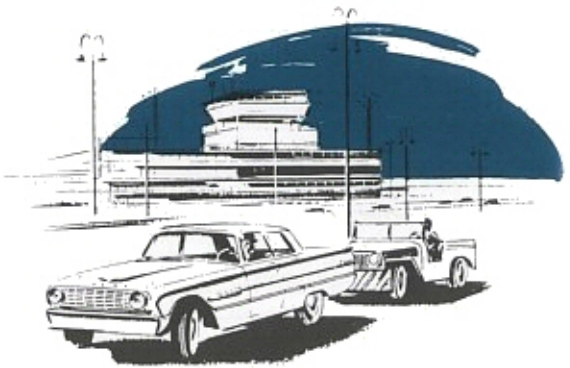
TIPS FOR PUSHING AND TOWING

If your engine can't be started normally, a push from another car will usually get you going. Since a sudden, forward surge often occurs when the engine starts, having your car towed to start the engine is not advisable.

When being pushed, start moving with the Fordomatic selector lever at N. At 25 mph, turn the key in the ignition switch to ON, and shift the lever to L. On a slippery road that doesn't provide good enough traction to start the engine in L, shift the lever to D. On any road hold the accelerator pedal halfway down until the engine starts. When the car starts moving under its own power, shift the lever to D.

If you have a manual-shift transmission, shift to high gear before being pushed, and keep the clutch pedal fully depressed.

If your car must be towed, it's important that the towing chains be fastened only to the arms or brackets that attach the bumper to the frame. And the chains must be routed under the bottom edge of the bumper. When the car is to be towed on its rear wheels, make sure that the parking brakes are fully released and that the transmission gears are in neutral. A car equipped with Fordomatic should not be towed faster than 30 mph, nor farther than 15 miles. If this is not possible, it's advisable to tow the car with the rear wheels raised off the ground, or with the drive shaft disconnected from the rear axle.



To protect your car's Diamond Lustre Finish, remember that dust, dirt, and other gritty substances should never be dry-wiped away. Wash the car often to keep it clean. Hot water, harsh detergents, and strong soaps should not be used. In areas where salt is spread on icy roads, wash the car more frequently than usual to prevent salt damage to the finish. Corrosive substances (tree sap, industrial ash, bird droppings, salt deposits, etc.) that may still cling to the finish after washing can be removed by application of a good automobile polish, such as one of the high-quality FoMoCo or Rotunda polishes. Don't scrape off tar spots. Treat them with special FoMoCo or Rotunda Tar and Road Oil Remover. The exterior simulated wood-grained trim of a Station Wagon requires no special treatment to keep it bright and glossy. After being washed, it can be polished just like other painted surfaces.

cleaning the convertible top, rear window, and vinyl-covered roof

When cleaning your convertible top or your optional vinyl-covered roof, the following steps are recommended: (1) With a convertible, protect the plastic rear window by covering it; (2) With either a convertible or vinyl-covered roof, rinse the top with water beforehand to remove loose dirt and grime; (3) Apply Rotunda or FoMoCo Genuine Triple Cleaner. Using a soft bristle brush, work only a two-foot square area at a time. Carefully overlap each section to avoid streaking. (4) Rinse and repeat the operation.

To clean the rear window, use Rotunda or FoMoCo Genuine Convertible Rear Window Cleaner. Rinse mud and loose dirt from the window beforehand to prevent scratching, then rub window briskly with cleaner or a soft cotton cloth to remove film and light scratches. Allow cleaner to dry, then polish with another soft cloth. Do not allow the window cleaner to dry on painted or vinyl surfaces.

cleaning your car's bright metal

To keep your car's bright metal trim sparkling like new, wash it with a mild soap, then rinse and wipe dry with a clean cloth. Use FoMoCo or Rotunda Chrome Cleaner to remove rust or salt corrosion.

Don't scour with steel wool or polish with strong abrasive materials. FoMoCo or Rotunda Chrome Protector, available in an aerosol spray can, will help keep the chrome in excellent condition in all kinds of weather.

LUBRICANT RECOMMENDATIONS

engine crankcase

(For Certified Sequence-Tested Engine Oil, see page 27.)

SAE 30 or 10W-30 for continuing temperatures above 90° F.

SAE 20, 20W, or 10W-30 between 20° F and 90° F.

SAE 10W or 10W-30 between —10° F and 20° F.

SAE 5W* or 5W-20 for continuing temperatures below —10° F.

distributor cam

Distributor Cam Grease.

distributor wick and bushing

Engine Oil—SAE 10W.

**Sustained speeds above 65 mph should be avoided when using SAE 5W engine oils.*

conventional or 4-speed transmission

Use "Rotunda" Manual Transmission Lubricant, Ford Part No. C3RZ-19C547-A (Ford spec M-568-D) for "adding" or for complete refill. If Rotunda lubricant is not available, a reputable SAE 80 grade mild extreme pressure type lubricant may be used to "add to" the factory fill to maintain the lubricant level.

Fordomatic transmission

Use Rotunda Automatic Transmission Fluid, Ford Part No. C1AZ-19582-B (Ford spec M2C33-D) for adding or for complete refill. If Rotunda fluid is not available, automatic transmission fluid marked "Type A, Suffix A" may be used to "add to" the factory fill to maintain fluid level.

steering gear housing manual or power

Use only FoMoCo Special Steering Gear Grease, Ford Part No. B8A-19578-A (Ford spec M-4738) for adding or for complete refill. If unavailable, a good lithium base grease #1 grade may be used to "add to" the factory fill to maintain grease level.

power steering pump reservoir

Use Rotunda Automatic Transmission Fluid, Ford Part No. C1AZ-19582-B (Ford spec M2C33-D) for adding or for complete refill. If Rotunda fluid is not available, automatic transmission fluid marked "Type A, Suffix A" may be used to "add to" the factory fill to maintain fluid level.

front suspension ball joints

FoMoCo Ball Joint Grease Ford Part No. C1AZ-19590-A. Substitutes must conform to Ford spec M-1C47.

front wheel bearings

FoMoCo Wheel Bearing Grease Ford Part No. C2AZ-19585-A.

brake master cylinder

FoMoCo or Rotunda Heavy-Duty Brake Fluid Ford Part No. B7A-19542.

universal joints

FoMoCo Universal Joint Grease Ford Part No. B8A-19589-A. Substitute universal joint greases must conform to Ford spec M-1C57.

rear axle

Use hypoid gear lubricants meeting Ford Motor Company specs as required by engine size and axle type. Ford Specification M-2C28-B , Ford Part No. C2AZ-19580-A .

If other specified lubricants are unavailable, M-2C50-B may be used for "adding to," not exceeding one pint in quantity.

SAE 90 grade lubricants are recommended for all temperatures above —25° F. For temperatures below —25° F, the same type of lubricant, but of a SAE 80 grade, should be used.

convertible top pump reservoir

Use Rotunda Automatic Transmission Fluid, Ford Part No. C1AZ-19582-B (Ford Spec. M2C33-D) for adding or for complete refill. If Rotunda fluid is not available, automatic transmission fluid marked "Type A, Suffix A" may be used to "add to" the factory fill to maintain fluid level.

door, deck lid, and tailgate lock cylinders

FoMoCo or Rotunda Lock Lubricant, Ford Part No. B4A-19587-A.

station wagon tailgate supports and hinges

FoMoCo or Rotunda Silicone Jelly or Spray, Ford Part No. COAZ-19553-A or B.

fuel filler door hinge pivots

FoMoCo or Rotunda Silicone Jelly, Ford Part No. COAZ-19553-B.

hood latch and safety catch

FoMoCo or Rotunda Silicone Jelly, Ford Part No. COAZ-19553-A.

SPECIFICATIONS

identification

The car warranty number and other important identifying information is stamped on the warranty plate, which is attached to the rear face of the left front door inner panel.

general dimensions

Wheelbase	109.5 inches
Tread—Front	55 inches
Rear	54.5 inches
Overall Length—Sedan and Convertibles	181.1 inches
Over-all Length—Station Wagon or Ranchero	189 Inches
Over-all width	70.6 inches
Over-all Height (with Design Load)—	
Sedan	56.3 inches
Station Wagon or Ranchero	56.8 inches
Convertible	53.8 inches

approximate refill capacities

		(U.S. measures)	(Imperial measures)
Fuel Tank		14 gallons	11.5 gallons
Engine Cooling System—			
With heater	6-cyl.	9.5 quarts	8.25 quarts
	8-cyl.	14.5 quarts	12.0 quarts
Engine Crankcase—			
Without filter replacement	6-cyl.	3.5 quarts	3.5 quarts
	8-cyl.	4.0 quarts	3.3 quarts
With filter replacement	6-cyl.	4.5 quarts	3.75 quarts
	8-cyl.	5.0 quarts	4.2 quarts
Transmission:			
Fordomatic			7.5 quarts
3-speed Conventional Drive			2.5 pints
4-speed Manual Shift			4.5 pints
Rear Axle			2.5 pints

engines

	Falcon 144 Six	Falcon 170 Special	Falcon 260 V-8
Bore (Inches)	3.50	3.50	3.80
Stroke (Inches)	2.50	2.94	2.87
Piston Displacement (Cubic Inches)	144	170	2.60
Taxable Horsepower (SAE)	29.4	29.4	46.2
Brake Horsepower	85 @ 4200 rpm	101 @ 4400 rpm	164 @ 4400 rpm
Torque (Foot-pounds)	134 @ 2000 rpm	156 @ 2400 rpm	258 @ 2200 rpm
Compression Ratio	8.7 to 1	8.7 to 1	8.7 to 1
Cylinder Firing Order	1-5-3-6-2-4	1-5-3-6-2-4	1-5-4-2-6-3-7-8

spark plugs

Make and Model—6-cylinder	Autolite BF-82
—8-cylinder	Autolite BF-42
Spark Gap Width	0.032-0.036 inch
Distributor Point Gap	
Six Cylinder	0.024-0.026 inch
Eight Cylinder	0.014-0.016 inch

battery (12 volts)

Standard Battery		
6-Cyl.	40 Ampere-hours	54 plates
8-Cyl.	55 Ampere-hours	54 Plates
Taxi	55 Ampere-hours	66 plates
Optional Heavy-Duty Battery		
6-Cyl.	55 Ampere-hours	54 plates
8-Cyl.	65 Ampere-hours	66 plates

fuses (12 volts)

Circuit	Location	Fuse Number
Radio	Fuse Panel on Lights Switch	SFE-7.5
Clock	Fuse Panel on Lights Switch	1AG-2 or AGA-2
Turn Indicator and Back-up Lights	Fuse Panel on Lights Switch	SFE-14
Heater Fan	Fuse Panel on Lights Switch	SFE-14
Instrument Panel, Parking, Rear, Rear License, and Dome Lights	Fuse Panel on Lights Switch	3AG-15 or AGC-15
Air Conditioner	Cartridge in Power Feed Wire	3AG-15
Spotlight	Cartridge in Power Feed Wire	SFE-7.5

lights (12 volts)

	Wattage or Candlepower	Lamp Number
Headlights	50-40 watts	6012
Parking and Front Turn Indicator	32-4 cp	1157
Stop, Tail, and Rear Turn Indicator	32-4 cp	1157
Back-Up	32 cp	1156
Rear License Plate	4 cp	1155
Spotlight	30 watts	4405
Dome Lamp	15 cp	1003
Courtesy Light (Convertible)	4 cp	1155
Radio Dial	4 cp	1155
All instrument panel bulbs, unless otherwise indicated	2 cp	1895

tubeless tire pressures

	Tire Size	Pounds per Sq. In. (Cold) Front	Rear
Sedan and Convertible	6.00 x 13	27	27
	6.50 x 13	27	27
	7.00 x 13	27	27
Station Wagon and Ranchero	6.50 x 13	24*	28*
	7.00 x 13	24*	28*

**For considerable high-speed driving or heavy loads, add 4 pounds to the recommended cold pressure.*

INDEX

As your Ford Dealer, we are vitally interested in making sure you are completely satisfied with your Ford. Further, we have the factory-trained technicians, modern tools and FoMoCo Genuine Parts and Lubricants needed to perform quality maintenance at reasonable prices.

This verifies that the recommended 6,000 Mile Maintenance Service has been performed as outlined on the back of the attached coupon.

_____

Date of Service

_____

Odometer Mileage

_____

Servicing Dealer's Name

_____

Address

_____

Dealer Representative's Signature

1963 FALCON 6,000 MILE MAINTENANCE SERVICE COUPON

Your automobile is engineered to require maintenance only twice a year under ordinary driving conditions. To maintain top performance, however, essential maintenance service should be performed as recommended every six months or every 6,000 miles, whichever occurs first.

At the 6,000 mile or 6 month interval, simply bring this coupon to us. The 6,000 Mile Maintenance Service will normally require less than two hours to perform.

I AUTHORIZE PERFORMANCE OF THE 1963 FALCON 6,000-MILE MAINTENANCE SERVICE AS OUTLINED ON THE OTHER SIDE OF THIS COUPON.

_____

Owner Signature

_____

Date

REGULAR TWICE-A-YEAR MAINTENANCE IS A WISE INVESTMENT!

1963 FALCON 6,000 MILE MAINTENANCE SERVICE COUPON

Change oil and install exclusive-design Ford Rotunda Oil Filter.

Clean carburetor air cleaner and element.

Clean crankcase breather filler cap.

Check engine accessory drive belts and adjust if required.

Clean emission system valve—8-cylinder engines.

Check transmission oil level.

Lubricate automatic transmission kickdown linkage.

Check clutch linkage and adjust or repair as required.

Cross-switch wheels and tires (if required).

Check master cylinder fluid level.

Check axle fluid level.

Check and adjust steering gear preload at first 6,000 miles.

Check power steering reservoir fluid level.

Above services are to be performed at the owner's expense.

1963 FALCON 6,000 MILE MAINTENANCE SERVICE COUPON

Change oil and install exclusive-design Ford Rotunda Oil Filter.

Clean carburetor air cleaner and element.

Clean crankcase breather filler cap.

Check engine accessory drive belts and adjust if required.

Clean emission system valve—8-cylinder engines.

Check transmission oil level.

Lubricate automatic transmission kickdown linkage.

Check clutch linkage and adjust or repair as required.

Cross-switch wheels and tires (if required).

Check master cylinder fluid level.

Check axle fluid level.

Check and adjust steering gear preload at first 6,000 miles.

Check power steering reservoir fluid level.

Above services are to be performed at the owner's expense.

As your Ford Dealer, we are vitally interested in making sure you are completely satisfied with your Ford. Further, we have the factory-trained technicians, modern tools and FoMoCo Genuine Parts and Lubricants needed to perform quality maintenance at reasonable prices.

This verifies that the recommended 12,000 Mile Maintenance Service has been performed as outlined on the back of the attached coupon.

_____

Date of Service

_____

Odometer Mileage

_____

Servicing Dealer's Name

_____

Address

_____

Dealer Representative's Signature

1963 FALCON 12,000 MILE MAINTENANCE SERVICE COUPON

Your automobile is engineered to require maintenance only twice a year under ordinary driving conditions. To maintain top performance, however, essential maintenance service should be performed as recommended every six months or very 6,000 miles, whichever occurs first.

At the 12,000 mile or 12 month interval, simply bring coupon to us. The 12,000-Mile Maintenance Service will normally require less than three hours to perform.

I AUTHORIZE PERFORMANCE OF THE 1963 FALCON 12,000-MILE MAINTENANCE SERVICE AS OUTLINED ON THE OTHER SIDE OF THIS COUPON.

_____

Owner Signature

_____

Date

REGULAR TWICE-A-YEAR MAINTENANCE IS A WISE INVESTMENT!

1963 FALCON 12,000 MILE MAINTENANCE SERVICE COUPON

Change oil and install exclusive-design Ford Rotunda Oil Filter.
Clean carburetor air cleaner and element.
Clean crankcase breather filler cap.
Clean emission system tubes, filter, and/or separator (includes valve on 8-cylinder).
Check and adjust ignition timing.
Check transmission oil level.
Lubricate automatic transmission kickdown linkage.
Check clutch linkage and adjust or repair as required.
Cross-switch wheels and tires (if required).
Check master cylinder fluid level.
Check axle fluid level.
Check and adjust parking brake adjustment.
Check front end alignment and adjust or repair as required.
Check power steering reservoir fluid level.
Lubricate hood latch and hood safety catch; door lock cylinder, luggage compartment lock cylinder, tailgate lock cylinder; tailgate support and hinges, and fuel filler door hinges.
Clean body drain holes.

Above services are to be performed at the owner's expense.

1963 FALCON 12,000 MILE MAINTENANCE SERVICE COUPON

Change oil and install exclusive-design Ford Rotunda Oil Filter.
Clean carburetor air cleaner and element.
Clean crankcase breather filler cap.
Clean emission system tubes, filter, and/or separator (includes valve on 8-cylinder).
Check and adjust ignition timing.
Check transmission oil level.
Lubricate automatic transmission kickdown linkage.
Check clutch linkage and adjust or repair as required.
Cross-switch wheels and tires (if required).
Check master cylinder fluid level.
Check axle fluid level.
Check and adjust parking brake adjustment.
Check front end alignment and adjust or repair as required.
Check power steering reservoir fluid level.
Lubricate hood latch and hood safety catch; door lock cylinder, luggage compartment lock cylinder, tailgate lock cylinder; tailgate support and hinges, and fuel filler door hinges.
Clean body drain holes.

Above services are to be performed at the owner's expense.

As your Ford Dealer, we are vitally interested in making sure you are completely satisfied with your Ford. Further, we have the factory-trained technicians, modern tools and FoMoCo Genuine Parts and Lubricants needed to perform quality maintenance at reasonable prices.

This verifies that the recommended 18,000 Mile Maintenance Service has been performed as outlined on the back of the attached coupon.

_____

Date of Service

_____

Odometer Mileage

_____

Servicing Dealer's Name

_____

Address

_____

Dealer Representative's Signature

1963 FALCON 18,000 MILE MAINTENANCE SERVICE COUPON

Your automobile is engineered to require maintenance only twice a year under ordinary driving conditions. To maintain top performance, however, essential maintenance service should be performed as recommended every six months or every 6,000 miles, whichever occurs first.

At the 18,000 mile or 18 month interval, simply bring this coupon to us. The 18,000-Mile Maintenance Service will normally require less than two hours to perform.

I AUTHORIZE PERFORMANCE OF THE 1963 FALCON 18,000-MILE MAINTENANCE SERVICE AS OUTLINED ON THE OTHER SIDE OF THIS COUPON.

_____

Owner Signature

_____

Date

REGULAR TWICE-A-YEAR MAINTENANCE IS A WISE INVESTMENT!

1963 FALCON 18,000 MILE MAINTENANCE SERVICE COUPON

Change oil and install exclusive-design Ford Rotunda Oil Filter.

Clean carburetor air cleaner and element.

Clean crankcase breather filler cap.

Check engine accessory drive belts and adjust if required.

Clean emission system valve—8-cylinder engines.

Check transmission oil level.

Lubricate automatic transmission kickdown linkage.

Check clutch linkage and adjust or repair as required.

Cross-switch wheels and tires (if required).

Check master cylinder fluid level.

Check axle fluid level.

Check power steering reservoir fluid level.

Above services are to be performed at the owner's expense.

1963 FALCON 18,000 MILE MAINTENANCE SERVICE COUPON

Change oil and install exclusive-design Ford Rotunda Oil Filter.

Clean carburetor air cleaner and element.

Clean crankcase breather filler cap.

Check engine accessory drive belts and adjust if required.

Clean emission system valve—8-cylinder engines.

Check transmission oil level.

Lubricate automatic transmission kickdown linkage.

Check clutch linkage and adjust or repair as required.

Cross-switch wheels and tires (if required).

Check master cylinder fluid level.

Check axle fluid level.

Check power steering reservoir fluid level.

Above services are to be performed at the owner's expense.

As your Ford Dealer, we are vitally interested in making sure you are completely satisfied with your Ford. Further, we have the factory-trained technicians, modern tools and FoMoCo Genuine Parts and Lubricants needed to perform quality maintenance at reasonable prices.

This verifies that the recommended 24,000 Mile Maintenance Service has been performed as outlined on the back of the attached coupon.

Date of Service

Odometer Mileage

Servicing Dealer's Name

Address

Dealer Representative's Signature

1963 FALCON 24,000 MILE MAINTENANCE SERVICE COUPON

Your automobile is engineered to require maintenance only twice a year under ordinary driving conditions. To maintain top performance, however, essential maintenance service should be performed as recommended every six months or every 6,000 miles, whichever occurs first.

At the 24,000 mile or 24 month interval, simply bring this coupon to us. The 24,000-Mile Maintenance Service will normally require less than three hours to perform.

I AUTHORIZE PERFORMANCE OF THE 1963 FALCON 24,000-MILE MAINTENANCE SERVICE AS OUTLINED ON THE OTHER SIDE OF THIS COUPON.

Owner Signature

Date

REGULAR TWICE-A-YEAR MAINTENANCE IS A WISE INVESTMENT!

1963 FALCON 24,000 MILE MAINTENANCE SERVICE COUPON

Change oil and install exclusive-design Ford Rotunda Oil Filter.
Clean carburetor air cleaner and element—8-cylinder.
Replace carburetor air cleaner element—6-cylinder engines.
Clean crankcase breather filler cap.
Clean emission system tubes, filter, and/or separator. (Includes valve on 8-cylinder.)
Check and adjust ignition timing.
Check transmission oil level and axle fluid level.
Lubricate automatic transmission kickdown linkage.
Check clutch linkage and adjust or repair as required.
Cross-switch wheels and tires (if required).
Check master cylinder fluid level.
Check and adjust parking brake adjustment.
Check front end alignment and adjust or repair as required.
Check power steering reservoir fluid level.
Lubricate hood latch and safety catch; door lock, luggage compartment, and tailgate lock cylinders; tailgate supports and hinges; and fuel filler door hinges.
Clean and pack front wheel bearings.
Check brake lines and linings and adjust or repair as required.
Clean body drain holes.

Above services are to be performed at the owner's expense.

1963 FALCON 24,000 MILE MAINTENANCE SERVICE COUPON

Change oil and install exclusive-design Ford Rotunda Oil Filter.
Clean carburetor air cleaner and element—8-cylinder.
Replace carburetor air cleaner element—6-cylinder engines.
Clean crankcase breather filler cap.
Clean emission system tubes, filter, and/or separator. (Includes valve on 8-cylinder.)
Check and adjust ignition timing.
Check transmission oil level and axle fluid level.
Lubricate automatic transmission kickdown linkage.
Check clutch linkage and adjust or repair as required.
Cross-switch wheels and tires (if required).
Check master cylinder fluid level.
Check and adjust parking brake adjustment.
Check front end alignment and adjust or repair as required.
Check power steering reservoir fluid level.
Lubricate hood latch and safety catch; door lock, luggage compartment, and tailgate lock cylinders; tailgate supports and hinges; and fuel filler door hinges.
Clean and pack front wheel bearings.
Check brake lines and linings and adjust or repair as required.
Clean body drain holes.

Above services are to be performed at the owner's expense.

1963 FALCON 30,000 MILE MAINTENANCE

At each 30,000 miles or 30 months whichever occurs first, in addition to the regular 6,000 mile maintenance operations, the following services should be performed for the first time on your car:

Replace carburetor air cleaner elements—V-8 Engines.

1963 FALCON 36,000 MILE MAINTENANCE

At each 36,000 miles or 24 months whichever occurs first, in addition to regular 12,000-mile maintenance operations, replace the engine coolant.

At each 36,000 miles or 36 months whichever occurs first, in addition to regular 12,000-mile maintenance operations, the following services should be performed: Lubricate universal joints; Replace fuel filter; Lubricate front suspension ball joints: Replace power steering filter.

WHEN SHOULD YOU TRADE CARS?

Your 1963 automobile has been designed, engineered, and built to provide thousands of miles of economical transportation—probably more miles than you will ever use, since you are a new car buyer and undoubtedly trade your car on a regular basis. Since you just took delivery on your new car, it will be some time before you even think of trading it. However, the thought of trading again will eventually cross your mind . . . and you will start wondering, "Just when is the best time for me to trade?"

Surveys show that the average new car buyer trades his car every 3 to 4 years. You may desire to trade more or less frequently than the average owner. The length of time that any individual drives his car depends largely on the number of miles he puts on the car each year, and on his individual circumstances.

At the time you do start thinking about trading again, your Ford dealer stands ready to discuss this matter thoroughly with you as a Ford Registered Owner. His close familiarity with current used car market conditions, coupled with his knowledge, through the Ford Registered Owner Plan, of the manner in which your car has been maintained, will enable him to offer you sound counsel on when it would be in your best interest to trade for another Ford.

The Registered Owner Plan, Warranties and special coupons contained in this manual have been developed expressly for use in the United States and certain neighboring countries. Since their application to Ford Motor Company products sold in foreign countries is subject to local practice, this manual is provided in such instances for purposes of owner operating and maintenance reference only.

Your key to more carefree driving

FORD REGISTERED OWNER PLAN

This manual contains important information on:

- *OWNER'S REGISTRATION CARD*
- *NEW CAR WARRANTY*
- *OPERATION AND MAINTENANCE INSTRUCTIONS*
- *COUPONS FOR PERIODIC MAINTENANCE*
- *COMPLETE ACCESSORIES LIST*

A PRODUCT OF Ford MOTOR COMPANY

Form 7759-63

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