

The brand-new Falcon Sprint hardtop



New "slippery" roofline gives Ford fastback the look of motion

ONCE FORDS CAME IN ONE COLOR (BLACK) AND ONE ENGINE (20 H.P.)

BY ROGER HUNTINGTON

Henry Ford put America on wheels 55 years ago by standardizing his Model T in one color (black), one 20-horsepower engine, one 2-speed transmission, and one chassis and gearing setup. The only option was a choice between two simple body styles.

Things are wildly different today. Now you can actually "design" just the car you want on paper before you ever order it. Ford can supply you with anything from a 6-cylinder economy sedan to a 425-horsepower high-performance car, or a luxury sports convertible. You can make up literally thousands of package combinations with the wide variety of optional engines, transmissions, chassis components, colors, seating layouts and body styles. As a matter of plain fact, there are enough options in the 1963 Ford catalog to give you about any kind of performance, handling, seating, styling or luxury you could possibly want. You name it. Ford can build it.

Our main concern in this piece is the fellow who is looking for something special in the way of performance and handling—in a package that *looks* the part. If you want to put the fun back in driving, Ford has the equipment to do it . . .

Now which one of six V-8's . . .

164 hp: This is the Ford basic V-8 option—260 cubes, regular gas. Performance is mild, fuel economy is good. It's for the man who wants

"Straight-through" breathing is a notable feature of Ford's big 427 cubic-inch high-performance V-8's

the smoothness of an 8-cylinder engine with thrift close to a six.

195 hp: Here's the next step up—the same light, tough "thin-wall" cast iron block but re-cored to 289 inches. Still regular gas but more punch. Better for powering a station wagon or dealing with mountain roads.

220 hp: This one has 352 cubic inches, a 2-throat carburetor, and burns regular gas at 8.9-to-1 compression ratio. This is for the man who wants a peppy car; but one that's glass-smooth, quiet in all ranges—and gives him maximum miles per dollar by breathing regular gas through a small carburetor. This is a bread-and-butter engine, not a racing engine.

300 hp: Here we have more butter and less bread. The cubes are up to 390, and we're inhaling through a 4-barrel carb and exhaling through dual exhausts burning premium gas at 10.8 compression. This is a smooth engine, too; but you feel it

and hear it in the higher rev range when you whomp open those rear carb barrels. This one hauls. And, of course, it's going to cost a little more to run.

410 hp: We're out of the realm of "bread-and-butter" engines and "everyday" driving now. This is undisguised excitement. When you touch the throttle on these big engines the car leaps—and blasts off with a roar like a runaway jet. Sure, the solid lifters are noisy; the idle is rough and fast; you burn a little gas; there's not a lot of torque and throttle response till you pass 3000 revs. If the noise isn't music to your ears, if you quibble about a few miles per gallon, if you don't like to shift gears . . . don't buy a 427 V-8. But if you want to live again in that driver's seat, this is your meat.

This 1963 410-hp "street" version has a brand-new 427-cubic inch block with cross-braced main bearings. It uses a huge 4-barrel carb on a heated aluminum manifold (for best compromise on street flexibility), new stronger impact-extruded pistons, way-out 300-degree cam with stiff valve springs, new heads with bigger ports and exhaust valves, and an ultra-streamlined exhaust system. This mill has got the beef to take any reasonable thumping that serves your purpose. When engineers recommend that you shift at 6000 rpm you know they've been doing some engineering!

425 hp: There's always a little more umph in one of these engines-if you know where to look for it. The Ford people do. In this case they added a second 4-barrel carb to the basic 410-horse, and found another 15 horses in the vital range between 5000 and 6000 revs. Let's face it: this is a full-bore performance engine. The wonderful thing about it is that a good, wide-awake driver can live with it-and enjoy it-in street and highway traffic. In no vital area has horsepower been sacrificed to get this flexibility. The secret is good, solid design, precision machining and balance, and careful assembly. Result: An engine that can really move ... but still cruises smoothly to the movies Sunday night. You can even order optional exhaust cut-outs ("lakes" pipes) with this 427 engine to trigger the split personality!

Which one of five transmissions . . .

3-speed manual: Here's a stick with a difference, an entirely new transmission with synchromesh on all three speeds. You can now drop into Low to pull away from slow corners in town-or even downshift at crawling speeds to get a big boost in tight situations. And there's a hidden benefit: By replacing the usual sliding low gear with a synchromesh unit (so all forward gears are in constant mesh) you can get much quicker, more positive shifts between Low and 2nd. A floor-shift linkage is optional at extra cost with the 220- and 300-hp engines. Ford's new all-synchro 3-speed should get a lot of buffs back on the stick. You can order it with any engine up through 300 hp.



Cruise-O-Matic three-speed automatic



Fordomatic two-speed automatic drive



Three-speed plus overdrive



Close-ratio four-speed floor shift



All-synchro three-speed manual transmission

3-speed with overdrive: The overdrive unit on the back of the transmission has the effect of reducing engine rpm at a given road speed by about 30 per cent. You can get it on any '63 Ford and it's just the ticket if you do a lot of high-speed driving on the open highway. You get less engine noise, vibration, the engine wears longer and uses less gas. If most of your driving is around town, with only short road trips, don't bother. But keep in mind a very special benefit offered by o.d.: If you want to use a wild, "tall" axle ratio for ultimate standing-start getaway, the o.d. gives you a street and highway cruising gear you can live with. In other words, with 4.57-to-1 axle gears your overall ratio in o.d. would be around 3.3-to-1-which would feel about like a standard-geared car. Ford is the only company that offers o.d. with their big, high-performance engines.

Fordomatic: This is Ford's utility automatic. It has two speeds forward plus the torque step-up of the torque converter section. But it's not a "high-performance" transmission, and if you want two-pedal driving with punch you'll choose the . . .

Cruise-O-Matic: This 3-speed automatic will really make a big car hump! It's an entirely different deal than the Fordomatic. Not only do you have more torque multiplication for jumping away from a standing start, but the ratio spread between the high and "kickdown" gears is much closer. This means you can wind out to 70 mph in the kickdown gear-and get around that car you're passing-before it upshifts. Here's punch in a silk glove. You can get it with any V-8 from 164 through 300 hp. (The Fordo stops at 195 hp.)

4-speed floor shift: If you drive for fun this is the only answer. Chopping back and forth through those close-ratio, all-synchro gears, with a neat floor lever that's a perfect fit for anyone, soon becomes a way of life. But it's not just a plaything. The careful spacing of ratios gives a gear that's right for every street and highway situation. Your RPM doesn't drop off so far when you shift-so you get more go from a given horsepower. And the greaselike shifting saves more time. This is Ford's top performance transmission. If you like "shiftless" driving, forget it. If you drive for fun . . . well, you can get it with any engine from 220 hp up.

12 axle ratios (and two limited-slip rear ends)

Ford supplies 12 different rear-axle gearsets for the big cars, in ratios from 3.00-to-1 to 5.83. Ratios over 4.11 cannot be ordered for assembly-line installation (because of stocking problems); but your dealer will be glad to take care of the installation before delivery. On many '63 Ford models the 3.50 gears are optional with automatics, and 3.89 and 4.11 are optional with the 427 V-8 sticks. (3.89 is the "tallest" axle available with the 289, 352 and 390 cubic-inch engines.)

So which ratio is right for you? One thing: You can't go far wrong with just the standard ratios. These have been carefully selected by Ford engineers as the best all-round compromise for each engine-transmission combination in normal driving. But if, say, the majority of your driving is on the highway I would certainly suggest the 3.50 gears with the 427 engine. Or if the bulk of your driving is around town, and you want a lot of jump, try the 3.89 gears with manual shift or the 3.50's with an automatic. Of course if you expect to be quick consistently in the quarter-mile you've got to go a lot farther than this. The 4.57 or 4.89 gears seem to be the best deal here. You can make them easier to live with on the street by choosing an overdrive transmission.

And don't forget the limited-slip differential. This prevents one rear wheel from spinning when it has poor traction, while the other wheel does nothing. Any high-performance car that lives on bite needs one of these on even the best road surfaces. In snow and mud it can be a life-saver. Only Ford offers two designs. The Gleasman Dual-Drive has the beef to handle the 427 engine or other heavy-duty applications. The less-expensive Equa-Lock does a similar job for the smaller engines.

You can make 'em handle like a sports car...and stop like a carrier plane

A lot of car enthusiasts today are just as interested in sharp handling and cornering, and powerful braking as they are in brutal acceleration. After all, true "high performance" is getting from A to B in the minimum possible time—safely. So



Heavy-Duty handling kit (a pretty fabulous bargain at \$14.60) cinches a full-size Ford down on the curves like a sports car

turning and stopping with a surefooted grip on the road is just as important as going fast in a straight line. The day is past when you could only get this kind of handling in a foreign sports car.

In fact Ford engineers consider better-than-average handling and braking as vital safety factors when you have a fierce engine that can heft a two-ton car around like a toy. Ford is the only company that puts mandatory high-speed handling and braking components on its top performance models. You can't get a 427 without stiffer, heavy-duty springs and shocks all around and big Thunderbird front brakes with 20 per cent more lining area-plus special heavy-duty anti-fade lining material. To give all this beef a better grip on the road they use 6.70/15 nylon tires. It's all part of the 427 package.

Result is a chassis that's just as "fast" as the engine.

And here's the best part: You can

now order the handling components, 15-inch wheels and heavyduty brakes as separate options on any '63 Super Torque Ford with any engine. If you like instant, razorsharp response in a car that feels like part of the road, this is your dish. Of course you've got to expect a little stiffer ride, especially noticeable at lower speeds in town. This is a necessary part of the compromise. If a pillow-soft ride means more to you than optimum handling-(especially if you're not a hard driver)-don't worry about heavy-duty suspension. Or you might take only half a loaf by getting the optional 7.10/15 or 8.00/14 6-ply tires. Bigger tires give more cornering power and traction per pound of load, with relatively little effect on the ride. Also the bigger space around the brake drums with 15-inch wheels promotes brake cool-

Have it any way you want it. Ford can build it.

FAIRLANE



Fairlane Sports Coupe now can be ordered with leather-grained vinyl roof covering

NIMBLE MIDDLEWEIGHT GETS A SOLID NEW PUNCH

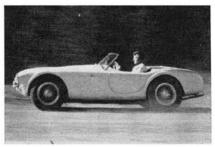
You car enthusiasts who have been thinking of Fairlane as a slimline, lightweight "big car" for utility transportation better open your eyes! This "'63½" Fairlane packs a new punch. You now can order sports car performance and handling in most body styles—and with most of the plush you're used to in big American sedans. This could be the prototype for tomorrow's all-pur-

pose passenger car.

Fairlane fans, hold your hats! The "full-house" street engine developed by Ford engineers for Carroll Shelby's famous AC "Cobra" sportsracing car is now available in any Fairlane hardtop or sedan-and with 29 more cubic inches! The current 260 cu. in. V-8 block has been re-cored for .20-inch larger bore to 289 cubes, and the full Shelby equipment has been adapted for production-line installation. This includes a 4-barrel carb and big-port manifold, high-compression heads, highlift, long-duration cam with mechanical lifters, and special streamlined exhaust headers. The 260 version of this engine pulled Shelby's "Cobra" to 0-60 mph times of 4.2 secs. and a top speed of 153 mph on the Riverside road circuit. That takes an honest 280 to 290 hp to do that. The Ford people are rating the new 289 version conservatively at 271 hp at 6000 rpm. It makes that 3100-pound Fairlane really scream! And yet this combination isn't so wild that it won't potter along in city traffic as smooth as any mild sports engine.

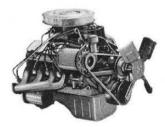
And that's not all. The 4-speed floor shift transmission used in the Ford is now available in any V-8 Fairlane. This is supplemented by the new 3-speed, all-synchro, constant-mesh transmission. You can get the 3-speed with or without overdrive, but o.d. boxes don't have synchro Low.

The Fordomatic torque converter is available with the Six and the 221-and 260-cu. in. V-8's. There should be something here to fit every need. Axleratio options include 3.00, 3.25, 3.50 and 3.80-to-1. Selections can be made pretty much according to suggestions made in the Ford section. But keep in mind that the 3-speed overdrive trans, in conjunction with the 3.80 axle gears, would make a very nice combination for the man who does a lot of highway driving—



Potential of Fairlane's Challenger V-8 is attested by Shelby's "Cobra" sports car. The 260 cu. in. version has been timed zero-to-sixty in 4.2 seconds!

regardless of his engine choice. Also you can look for the 4-speed to be even more useful in everyday driving with the small-inch Challenger V-8 than with the big Fords. Remember: The smaller the inches the less the torque—so you have to keep



"Full-house" 289 cubic-inch V-8 is Fairlane's new jewel. With a four-barrel carb, 11-to-1 compression ratio, solid lifters and a smooth free-flow header exhaust system it is conservatively rated at 271 hp at 6000 rpm

the revs up in the horsepower range (3500 to 6000 rpms) to really haul. It takes a smooth-shifting 4-speed with close ratios to make this easy. Fairlane really feels like a totally new car with "four on the floor."

The Ford people haven't forgotten the "roadability" problem, either. They feel this high-performance 289 Fairlane package has enough punch to warrant something special in the way of handling and braking. Heavy-duty springs and shock absorbers are standard equipment with the 289 engineand you can order them separately with any other engine option if you want. Also optional 7.00/14 tires add to the grip and cornering power. The harder suspension is most noticeable at low speeds around town; on the highway the car has a firmer feel that may be even less tiring on long trips.

So if you want your dish of driving fun served in a package that's trimmer than the big cars and plushier than the small cars, check this new 1963 Fairlane.



When you see "Sprint" on the front fender it means sprint!

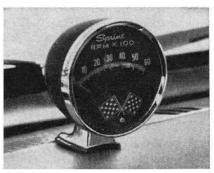
THE IDEA BEHIND THE FALCON SPRINT: the less weight, the more "free" horsepower

There's an old performance axiom that's still true today: Subtracting weight is just as good as adding horsepower. After all, acceleration depends on the pounds-per-horsepower ratio, not just brute power. Or looking at it from another angle, some engineers think there's more performance future in adding a practical, economical amount of power to a basic 2500-lb. car than trying to squeeze 500 horses into a big 4000-pounder. This is the big idea behind the new Falcon Sprint.

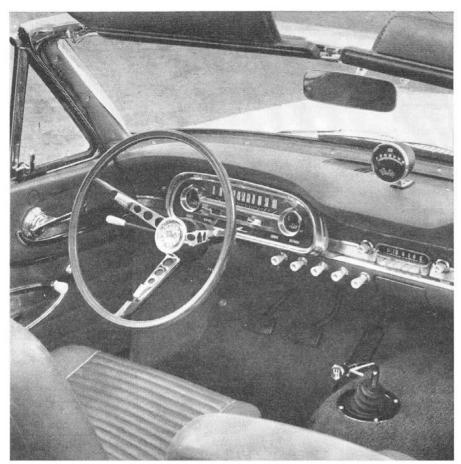
Think it over a second. Take the standard 260 cu. in. Challenger V-8, add the Ford 4-speed transmission to get the most work out of the rated 164 horses, and drop it in the little 2400-lb. Falcon hardtop (along with

the Fairlane rear axle and suspension to add beef). You gain nearly 100 cubic inches of engine displacement and 63 hp for a very modest total weight increase. You still end up with a better weight/hp ratio than most sports cars-and the torque-to-weight ratio (which determines traffic flexibility) is even more impressive. Then add bucket seats and console, special wire wheel covers, trim, upholstery, chrome engine dress-up, tachometer (up where the driver can see it!), 16-inch plastic wood-grained steering wheel-and you've really got something going. Finally top it off with a modified "fastback" roof section that cuts high-speed wind resistance and adds a sleek styling flair to the package.

This is the new Falcon Sprint V-8. It's the only car of its kind offered in America. It also comes in a convertible if you want . . . and with 3-speed manual transmission, Fordomatic or four-speed floor shift.



Tachometer is standard on Falcon Sprint
—and it's up at eye-level where you can
watch it and the road, too.



Falcon Sprint convertible here displays the standard wood-like steering wheel, bucket seats, tach and interior trim.

If you don't want to go quite this deep for everyday transportation, Ford has more good news: You now can order the 260-cu. in. Challenger V-8 in any 1963 Falcon sedan, hard-top, convertible or station wagon. (In fact, the new "fastback" hardtop is also available in a Futura model.)

The 4-speed floor shift can be selected or there's the usual 3-speed all-synchro or Fordomatic. The stronger Fairlane rear axle is used with the V-8 installation so gear ratio possibilities would include 3.00, 3.50 and 3.80-to-1. Which package for you? Here's one item you

might keep in mind when deciding: One of the big factors in gas mileage is nothing more than the total weight of the car. Just the additional weight of two passengers will make a measurable difference in MPG in normal driving, as Ford testers have checked many times. Thus the Challenger V-8 is bound to give better fuel economy in the light Falcon body than it does in the Fairlane. In other words, don't be afraid of the "big" V-8 because you want a very economical car to drive. It'll surprise you. All these inches in a light-footed car are just loafing. And yet you have the big punch right there at the tip of your throttle foot whenever you want it.

Or there's still another possible performance-economy compromise: Ford actually offers two 4-speed transmissions in the '63 Falcon. There's the heavy-duty Warner type that goes with the V-8-then there's the smaller English Ford Zephyr 4-speed that's optional with Sixes. This has wider ratios than the Warner, to compensate for the lower torque of the Sixes. Thus a clever driver can get some "free horsepower" out of the little economy Six by selecting the right gear for each situation. This is an out for the man who doesn't feel he can afford the V-8. He saves money, improves his basic performance-and still has the fun of playing with a smooth-shifting floor box.

There's no end to the possibilities.



THUNDERBIRD—PERFORMANCE WRAPPED IN VELVET!

If you're looking for automotive excitement in the smoothest possible form, your "option" is a whole car—the four-seater Thunderbird. There's only one engine, the 390 cubic-inch block with 300 hp; one

transmission, the Cruise-O-Matic; and one axle ratio, 3.00-to-1. But there's 427 pounds-feet of torque on tap to move this sleek car very briskly... and in silence that's uncanny. The big push has been on

refinement—slathers of sound-proofing, years of work tracking down and eliminating tiny vibrations—and the result is a "performance" car that is more hushed and elegant in motion than most limousines.

HERE ARE THE NUMBERS AND THE PRICES ...ON EVERY FORD PERFORMANCE ITEM*

SPECIFICATIONS ON OPTIONAL PERFORMANCE ENGINES

170 Six

Bore & stroke 3.50 x 2.94 in.
Displacement
Compression ratio 8.7-to-1
Rated power 101 hp @ 4400 rpm
Rated torque 156 lbsft. @ 2400 rpm
Lifters
Carburetion Single-throat
Exhaust Single

200 Six (Automatic-drive Fairlane only)

Bore & stroke	3.68 x 3.13 in.
Displacement	200 cu. in.
Rated power	116 hp @ 4400 rpm
Rated torque	175 lbsft. @ 2400 rpm
Lifters	Hydraulic
	Single-throat
	Single

221 V-8 (Fairlane only)

Bore & stroke 3.50 x 2.87 in.
Displacement
Compression ratio 8.7-to-1
Rated power 145 hp @ 4400 rpm
Rated torque 216 lbsft. @ 2200 rpm
Lifters Hydraulic
Carburetion Single 2-throat
Exhaust Single

260 V-8 (Falcon, Fairlane and Ford)

Bore & stroke 3.80 x 2.87 in.
Displacement
Compression ratio 8.7-to-1
Rated power 164 hp @ 4400 rpm
Rated torque 258 lbsft. @ 2200 rpm
Lifters Hydraulic
Carburetion Single 2-throat
Exhaust Single

289 V-8 (Ford)

Bore & stroke	4.00 x 2.87 in.
Displacement	
Compression ratio	
Rated power 1	95 hp @ 4400 rpm
Rated torque 282 I	bsft. @ 2400 rpm
Lifters	Hydraulic
Carburetion	
Exhaust	Single

289 V-8 High-Performance (Fairlane)

Bore & stroke 4.0	00 x 2.87 in.
Displacement	289 cu. in.
Compression ratio	11.0-to-1
Rated power 271 hp	@ 6000 rpm
Rated torque 312 lbsft.	
Lifters	. Mechanica
Carburetion Si	
Exhaust Single, with spe	

352 V-8 (Ford)

Bore & stroke 4.00 x 3.50 in.
Displacement
Compression ratio 8.9-to-1
Rated power 220 hp @ 4300 rpm
Rated torque 336 lbsft. @ 2600 rpm
Lifters
Carburetion Single 2-throat
Exhaust Single

390 V-8 (Ford and Thunderbird)

Bore & stroke 4.05 x 3.73 in.
Displacement 390 cu. in.
Compression ratio 10.8-to-1
Rated power 300 hp @ 4600 rpm
Rated torque 427 lbsft. @ 2800 rpm
Lifters
Carburetion Single 4-barrel
Exhaust Dual



WANT MORE GO FROM THE FORD YOU'VE GOT? WRITE AK MILLER . FORD PERFORMANCE ADVISOR!

Ak, who has done more for hot-rodding than the inventor of the boring bar, stands ready to advise all Ford owners who'd like to give their machines a bit sharper performance. Just drop a note to Ak Miller, Ford Division, Ford Motor Co., Box 627, Dearborn, Mich. But there's no warranty yours can storm like the stock 406-engined special in which Ak led all the Unlimited Sports Car Class up Pikes Peak.

427 V-8 Street (Ford)

Bore & stroke	.4.23 x 3.78 in.
Displacement	427 cu. in.
Compression ratio	11.5-to-1
Rated power 410	hp @ 5600 rpm
Rated torque 476 lbs	ft. @ 3400 rpm
Lifters	Mechanical
Carburetion	. Single 4-barrel
Exhaust Dual, with	special headers

427 V-8 High-Performance 8-V (Ford)

Bore & stroke 4.23 x 3.78 in
Displacement 427 cu. in
Compression ratio
Rated power 425 hp @ 6000 rpm
Rated torque 489 lbsft. @ 3700 rpm
Lifters Mechanica
Carburetion Two 4-barre
Exhaust Dual, with special headers

anufacturer's suggested retail price. Ford Division of Ford Motor Company reserves the right to change prices, specifications, standard or optional equipment, or discontinue models at any time without notice and without incurring obligation.

FORD PERFORMANCE OPTIONS

260 V-8 (164 hp)Standard V-8
289 V-8 (195 hp) No extra charge over 260
352 V-8 (220 hp)\$ 51.50
390 V-8 (300 hp) 137.60
427 V-8 Street (410 hp) 405.70
427 V-8 Street (410 hp)
(425 hp)
3-speed, all-synchro trans. (through 300 hp)Standard
2 speed with everdrive \$108.40
3-speed with overdrive \$108.40
4 Speed Hoor Shire.
Fordomatic 2-speed automatic (through 195 hp) 189.60
Cruise-O-Matic 3-speed automatic (164 through 300 hp) 212.30
3-speed floor-shift linkage (conversion
kit for 220 through 300 hp) 47.95
Axle ratio (3.00, 3.50, 3.89, 4.11). No charge
Equa-Lock differential thru 300 hp 42.50
Dual-Drive differential (dealer-
installed)
Extra-duty radiator 7.90
High-speed handling kit\$ 14.60
Heavy-duty, fade-resistant brakes
(standard on 427) 9.30
7.10/15 nylon tires & wheels 15.80
8.00/14 6-ply tires & wheels 60.40
Exhaust muffler cutouts
(427 only, dealer-installed) \$ 55.00
Seat belts (front) 16.80

FAIRLANE PERFORMANCE OPTIONS

221 V-8 (145 hp) \$103.00
260 V 0 (164 hp)
260 V-8 (164 hp) 154.50
289 V-8 High-Performance (271 hp).
3-speed manual, all-synchro
(V-8 only) Standard
3-speed with overdrive (V-8 only). \$108.40
4-speed floor shift (V-8 only) 188.00
Fordomatic 2-speed automatic
(through 164 hp) 189.60
Axle ratio (3.00, 3.25, 3.50, 3.80). No charge
Heavy-duty suspension
(Standard on 289)\$ 14.60
Heavy-duty brakes 9.30
Extra-duty radiator 5.70
7.00/14 tires & wheels 7.40
Seat belts (front)\$ 16.80

FALCON PERFORMANCE OPTIONS

170 Six (101 hp)\$ 37.40
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260 V-8 (164 hp) (Standard with Sprint).
3-speed, all-synchro (V-8 only) Standard
4-speed floor shift (Six)\$ 90.10
4-speed floor shift (V-8)
Fordomatic 2-speed automatic (Six). 163.10
Fordomatic 2-speed automatic (V-8) . 189.60
Axle ratio, Six
(3.10, 3.20, 3.50, 4.00) No charge
Axle ratio, V-8 (3.25 standard) No charge
Extra-duty radiator \$ 2.60
6.50 and 700/13 tires & wheels 10.40
Seat belts (front)\$ 16.80



America's liveliest, most care-free cars



FALCON . FAIRLANE . FORD . THUNDERBIRD