

# 1964 ECONOLINE

## FALCON CLUB WAGONS

REGISTERED OWNER'S MANUAL



Page

• REGISTERED OWNER'S PLAN	1
• WARRANTY	2
• MAINTENANCE	11
• CONTROLS	25
• ACCESSORIES	37
• OPERATION	41
• QUALITY CARE	56

# FORD REGISTERED OWNER PLAN

E 14TH-508798

WARRANTY NUMBER  
MAGIC CITY MOTOR CORPORATION

OWNER NAME  
STREET ADDRESS  
404 W. Salem Avenue

CITY  
Roanoke, Virginia

STATE  
090-Y-E145-389-A-03

VEHICLE DESCRIPTION  
Econoline Van

VEHICLE CODE  
FE 145

GLOVE COMPT. &  
TRUNK KEY NO.

REGISTERED WITH

DATE

4/7/64

DEALER NAME  
MAGIC CITY MOTOR CORP.

P & A CODE

6700

CITY  
Roanoke

STATE

Va.

OWNER SIGNATURE

DEALER SIGNATURE

Sec'y-Treas.

Thank you for selecting a 1964 Ford as your new vehicle. We know you will enjoy many, many hours of pleasant driving behind its wheel.

As each mile rolls by we're certain you will grow even more pleased that you decided on a Ford. For in choosing Ford you have chosen quality . . . quality that endures.

Without question yours is the finest Ford we've ever made. Ford engineers spent the past three years perfecting this 1964 model, testing and retesting every single component. They have used tougher steel in its bumpers, deeper rocker panels in its construction, even extended the life of its battery—made change after change to provide you with a vehicle that is as durable as it is sleek.

To top it off, the Ford you now own requires the simplest maintenance of any vehicle on the road. Its reliability is unmatched . . . and its reputation for total performance was firmly established in grueling competitive events across the country and around the world.

In fact, we are so sure of the quality built into this vehicle that we warrant it to our dealers for a full two years or 24,000 miles. The dealer's complete warranty to you, in clear, down-to-earth language, appears on page 2. Take a minute to read it.

First Printing © 1963 Ford Motor Co.



Naturally, we are vitally concerned with the degree of satisfaction that you, our customer, have received from your purchase of this new car. To assist us in our continuing effort to improve your pleasure and satisfaction, we request that you fill out this Owner Satisfaction Report.

Tear out this card at the perforation and unfold it.

Fill in the information box. Most of the information can be copied from the inside of the front cover of the Registered Owner's Manual.

Write in your answers to the questions on the inside of this folder, moisten the gummed strip, and seal the ends together with the address panel on the outside. Then just drop it in the nearest mail box.

Your answers will be appreciated.

Postage  
Will be Paid  
by  
Addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

**B U S I N E S S   R E P L Y   M A I L**

FIRST CLASS PERMIT No. 400

•      DEARBORN, MICHIGAN

**MR. R. J. EGGERT**

**Marketing Research Manager**

**FORD DIVISION**

**FORD MOTOR COMPANY**

**P.O. BOX 627**

**DEARBORN, MICHIGAN      48120**





## OWNER SATISFACTION REPORT

\_\_\_\_\_  
YOUR NAME

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
VEHICLE WARRANTY NO.

\_\_\_\_\_  
VEHICLE CODE

\_\_\_\_\_  
VEHICLE MAKE

\_\_\_\_\_  
VEHICLE DESCRIPTION

\_\_\_\_\_  
SELLING DEALER'S NAME

\_\_\_\_\_  
STATE

**1.** How would you rate the condition of your new car when it was delivered to you?

Excellent ☐    Good ☐    Fair ☐    Poor ☐

**2.** Do you have any comments as to how we could improve the condition of the new car at time of delivery?

**3.** How long have you had your new car?

4. Did you dispose of another car when you purchased this one?

What make? \_\_\_\_\_

What model year? \_\_\_\_\_

What body style? \_\_\_\_\_

5. Do you plan to have this car serviced by the Ford Dealer that sold you the car?

YES ☐

NO ☐

Why?

6. Why did you select *this* dealer from which to buy *this* new car?

Reputation? ☐ Service? ☐ Price? ☐

Convenience? ☐

Other? \_\_\_\_\_

7. Any other comment you would like to make?





## THE FORD REGISTERED OWNER PLAN . . . your key to more carefree driving

The FORD REGISTERED OWNER PLAN enables you to obtain the full benefits of the more carefree driving that your new Ford is designed to give by providing three valuable benefits:

- Comprehensive warranty protection
- Simplified, low cost maintenance service
- Prompt, professional, personalized treatment at Ford dealerships.

The key element of the Plan is the *Ford Registered Owner's Manual* itself. This one, easy-to-keep reference book includes all the important information about your Ford, including your New Car Warranty, Battery Warranty, Tire Guarantee, periodic maintenance instructions and coupons, and detailed operating instructions.

Another important part of the Ford Registered Owner Plan is the useful all-new *Ford Registered Owner Identification card or Ownercard*. This is a plastic, embossed card containing your name and address along with code numbers identifying the engine and options of your new Ford. Ford will send your Ownercard to you approximately two weeks after you take delivery of your new Ford. Keep this Ownercard handy by retaining it in the inside front cover of this Manual.

### 1. validation of your new car warranty

By filling out the certificate of the inside front cover of this Manual, your Ford dealer registered you in the Ford Registered Owner Plan, and your signature on this certificate validated your 24 month/24,000 mile New Car Warranty.

Should you require any warranty service, your Ford dealer's factory-trained service personnel will explain fully any work that is required, and perform this work promptly under the terms of your warranty. (See Page 2 for details.)

### 2. convenient handling of preventive maintenance

Periodic Maintenance Coupons in the back of this Manual make it easy to obtain the FORD QUALITY CAR CARE maintenance services needed to keep your vehicle in top operating condition. After each 6,000 mile or 6 months of operation, simply visit your Ford dealer and give him the applicable maintenance coupon, noting any additional work you care to have done. (See Page 56 for details.)

Your dealer's verification of the services performed on the appropriate Maintenance Stub in your Manual gives you a valuable, permanent "Log Book" of the services performed during the period of your ownership.

### the Ford registered Ownercard: how to use it . . . how to replace it

The Ford Registered Ownercard is for your use whenever you visit your Ford dealer. It helps to identify you and supplies valuable information to the dealership with reference to the model, engine and options of your Ford. The Ownercard is particularly valuable in expediting your dealer's diagnosis and write-up operation, thereby minimizing your time in the Service Department. In addition, it can expedite and simplify handling of any warranty problems which may arise.

Should you lose your Ownercard or change your address, you can obtain a new card either by requesting one through your Ford dealer, or by writing *Ford Division, Ford Motor Company, P.O. Box 428, Dearborn, Michigan*. When writing personally, explain the reason for needing a new card and indicate any corrections to be made on the card (such as a new address). In addition, *be sure to include the vehicle code number of your car*, which can be found on the warranty plate located on the rear face of the left front door inner panel.

If you purchase a *used* 1964 Ford within the warranty period, notify the Ford Division and an Ownercard will be mailed to you upon receipt of your request as outlined above.

### **THIS IS YOUR FORD DEALER'S NEW VEHICLE 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.

For further clarification of this warranty and its liberal coverage, refer to Page 3.



## EXPLANATION OF THE WARRANTY

### pre-delivery:

Your complete satisfaction with your Ford is of prime concern to the selling dealer. For this reason, the selling dealer has carefully performed any necessary mechanical and body inspection, alignment and adjustment operations to be sure that its appearance and performance meet the regular high standards for Ford Motor Company products. These operations are performed according to the pre-delivery inspection schedule recommended by Ford. However, if you feel that your vehicle requires additional inspections, alignments, or adjustments you are urged to return immediately to your selling dealer so that he can make the necessary corrections.

Depending on your individual driving habits, usage of the vehicle and type of terrain on which the vehicle is operated, additional mechanical and body alignments, adjustments or tightening operations may become necessary. Normally, if conditions requiring these operations are found to exist after your first 6,000 mile inspection, their correction will be regarded as a part of normal maintenance and such services will be performed at no expense.

### warranty rights:

Warranty coverage of 24 months or 24,000

miles, whichever comes first, applies to the entire vehicle except tires and tubes which are warranted by their manufacturer. During this period any part which is found to be defective in material or workmanship will be replaced or repaired free of charge by your selling dealer. Be sure to read the Ford Dealer's New Vehicle Warranty statement on Page 2.

### owner responsibility:

The warranty does not cover normal maintenance services such as engine tune-up, fuel system cleaning, front wheel alignment and wheel balancing, brake and clutch adjustments, nor normal replacement of service items such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings.

In addition the warranty does not cover the mechanical and body alignments, adjustments or tightening operations which may become necessary through normal use.

The regular maintenance and care of your vehicle by competent factory-trained technicians will help you avoid unnecessary expense for these maintenance items. For this reason the Ford Quality Car Care service recommendations contained in this manual should be performed either at the time and mileage intervals specified or on an "as required" basis depending on the recommendation. You will be charged by the dealer for these operations.

### paint and other appearance items:

During the pre-delivery inspection, imperfections in paint, trim or other appearance items normally are apparent and corrected. The warranty does not cover deterioration of soft trim and appearance items due to normal use or exposure. If after taking delivery of your new vehicle you discover an imperfection, you should call it to the attention of your selling dealer so that he may make the necessary correction.

### traveling or change of residence:

When traveling or in the event you become a resident of a different locality any authorized Ford dealer will honor the New Vehicle Warranty.

### sale of vehicle to subsequent owners:

If you sell or trade your vehicle while it is still within the terms of the New Vehicle Warranty the subsequent owner is entitled to the same warranty privileges as you during the unexpired portion of the warranty period. If possible, he should return to your selling dealer for warranty service. However, if this is not practicable, any authorized Ford dealer can honor the New Vehicle Warranty in the event warranty corrections are required.



### **BATTERY WARRANTY**

The Autolite Battery which is installed in your new vehicle 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 vehicle. This protection varies with the length of time the vehicle has been in use and the mileage the vehicle 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.

### **NEW TIRE GUARANTEE**

As noted in your Ford dealer's New Vehicle 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 Plan Identification on the inside front cover serves to identify you, and to indicate the registration date of your vehicle ownership. Should either type warranty service be required, show this registered owner information to the tire manufacturer's representative.

Your Ford dealer will assist you in presenting any tire problem to the tire manufacturer's designated field station.



## THE VALUE OF REGULAR MAINTENANCE

Your selection of a Ford identifies you as a person who understands value and who wants to obtain the most for the money you spend. So certainly you will want your Ford to retain its value throughout the years of service that it is capable of giving you.

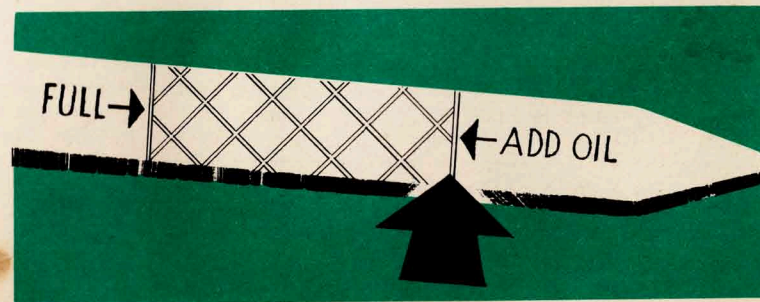
Like any fine machine, your vehicle requires a certain amount of attention to keep it in good operating condition. In this vehicle the amount of attention required has been reduced to a level never possible in past years. For instance, adjustments and lubrications are required only every 6 months or 6,000 miles (whichever comes first). The engine oil and oil filter need be changed only every 6,000 miles or 6 months (whichever comes first). Two easy and convenient visits a year to your Ford dealer's service department will, in most cases, take care of these requirements effectively.

There are a few VERY IMPORTANT items, however, that only YOU are in a position to control. Although they might appear to be relatively minor, they can have a profound effect on how reliably your car will serve you and on the prevention of costly repairs.

## THE OWNER'S RESPONSIBILITIES FOR MAINTENANCE

### 1 check engine oil level frequently

It is important to have the engine oil level checked each time you stop for fuel. Add oil as required to assure that the oil level stays between the "full" and "add oil" marks on the dipstick. It is normal to add some engine oil between 6000 mile oil changes. Requirements will vary with driving conditions but the addition of one quart each 1000 miles would not be excessive. **DO NOT OPERATE THE ENGINE WITH THE OIL LEVEL BELOW THE "ADD OIL" MARK.**



## 2 use the right engine oil

IT IS IMPORTANT to use only engine oils certified by the maker to have passed the automobile manufacturer's **SEQUENCE TEST SPECIFICATIONS**. (See page 54). In practically all cases, 10W-30 oil will meet these requirements and will be correct for most weather conditions.



## 3 use the right oil filter

The engine oil filter is **EVEN MORE IMPORTANT** in preserving the internal condition of your engine. Your new car is equipped with a Rotunda oil filter which should be changed each time you change engine oil. For reliable service, you should always specify a genuine Rotunda replacement filter. It is designed to protect your engine by filtering all harmful abrasive or sludgy particles without clogging up and blocking the flow of oil. The exclusive two-stage filtering action of the Rotunda replacement filter has been shown by tests to be far more effective in over-all ability to keep the oil clean, removing particles even finer than talcum powder. The Rotunda Oil Filter is *the* oil filter which made a 6,000 mile (or 6 month) oil change interval possible. **YOUR BEST ASSURANCE OF THE RIGHT FILTER IS TO SEE FOR YOURSELF THAT THE FILTER INSTALLED ON YOUR CAR CARRIES THE ROTUNDA**

**NAME AND THE UNIQUE ROTUNDA SHAPE.**

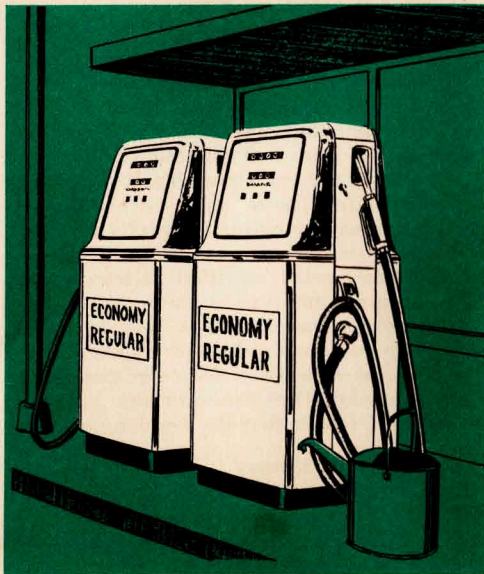
Use of the recommended oils and the ROTUNDA filter is essential to successful operation with 6,000 mile (or 6 month) oil change intervals. Use of an engine oil or oil filter other than specified here will require more frequent engine oil and filter changes.





#### 4 use the right fuel

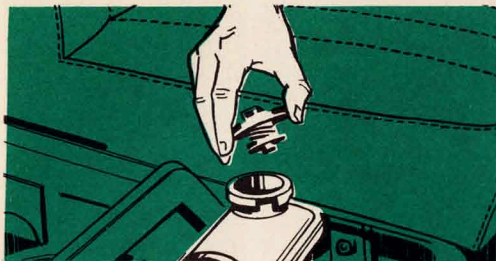
Your engine will usually operate efficiently under most operating conditions using an economy regular grade of fuel. Generally, the grades of fuel recommended will provide satisfactory engine performance. However, if "pinging" or "spark knock" occurs and cannot be cured by spark timing or other engine adjustments, change to the next higher grade of fuel. If you plan to drive your vehicle outside the United States or Canada, ask your travel agent or auto club about the quality of gasoline available in the area you expect to visit. The octane ratings of gasolines will vary in different parts of the country. Also the octane requirements of your engine will vary with changes in air temperature and altitude. In most cases, this can be compensated for by adjustments to the ignition timing which your Ford dealer can make. If you use a high octane fuel, take advantage of it by having your ignition advanced.



#### 5 check the coolant

At delivery, your cooling system was filled with special Rotunda long-life, all-weather coolant mixture. This provides anti-freeze protection down to 35°F below zero and at the same time enables your engine to operate at temperatures up to 250°F without boiling during the summer. This mixture is good for 2 years (or 36,000 miles) of operation if not lost by leakage or diluted by additions made to the cooling system.





You should check the level of coolant at least once a month. It should be about an inch below the bottom of the filler neck. If you have to add coolant more than about once a month, or if you have to add more than a quart at one time, have your Ford dealer check the cooling system for leaks or other trouble.

When the temperature indicator is above the "cold" end of the dial, you must be very careful about removing the cooling system filler cap because the internal pressure can blowout scalding fluid and vapors. Lift the

lever on the radiator safety vent cap to relieve the pressure. When the pressure is down, the cap can be fully removed.

If it is necessary to add coolant, you should add Rotunda Permanent Anti-Freeze and water in equal parts. Do *not* add water only or protection from freezing will be reduced. In an emergency, other reputable brands of permanent anti-freeze with an ethylene-glycol base may be added with an equal part of water, although the use of other brands may necessitate the addition of a corrosion inhibitor to the mixture every year.

In freezing weather, have the degree of anti-freeze protection checked at regular intervals to be sure that your cooling system is protected fully against freezing. See page 17 for further details.

## 6 check the battery

At each fuel stop, have the fluid level in the battery cells checked. The level should be at the ring in the bottom of the filler well. Ordinary tap water can be

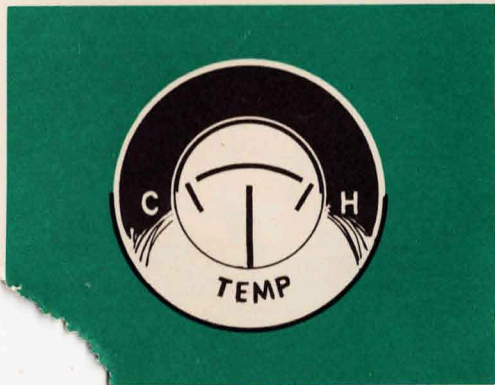
used except in areas where the water is known to be exceptionally hard or to have a high mineral or alkali content. In cold weather it is a good idea to have the battery state of charge checked every few weeks. If low, a light charge will prevent hard starting some time when you are in a hurry. See Pages 18 and 19 for more detailed information.





## 7 watch your engine TEMPerature indicator

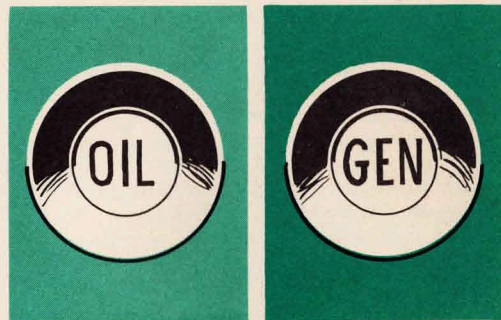
Normally the pointer should stay within the range indicated by the solid band on the dial. There is no danger to the engine unless the pointer goes all the way to the line at the "H" end of the dial. If it does,



stop the engine to let it cool. Check the coolant level, following the previous instructions about care in removing the filler cap. If the coolant is low, add Rotunda Permanent Anti-Freeze and water (as explained more fully on page 8) gradually with the engine running. In any case, drive by easy stages to where you can get help, stopping to let the engine cool whenever it gets too hot.

## 8 watch your OIL pressure light

If the red "OIL" pressure warning light comes on while you are driving, slow down promptly and stop the engine. DO NOT RUN THE ENGINE WITH THIS LIGHT ON. The light may occasionally glow or flicker when the engine is idling slowly. This is not harmful. The light MUST go out, however, as soon as the engine speed is increased above idle. If it stays on, check the engine oil level and add oil if it is low. This may correct the problem. If it does not, send for help. DO NOT ATTEMPT TO DRIVE THE VEHICLE IN FOR SERVICE.



## 9 watch your GENERator warning light

This light also may glow or flicker at idle speeds. If it stays on when engine speed is increased above idle, it means that your generating system is not charging the battery. In this case, it is alright to drive to the nearest place to get help, but do this *immediately* because your battery will soon run down and then the engine will not operate.

## 10 check tire pressure

Before driving each day, glance at all your tires. If one looks softer than the others, have all the pressures checked. Otherwise check pressures at each fuel stop. Check pressures only when tires are reasonably cool—never bleed air out of tires to adjust pressure right after a long period of sustained high-speed driving. See recommended pressures on page 53.

## 11 keep the upholstery and finish clean

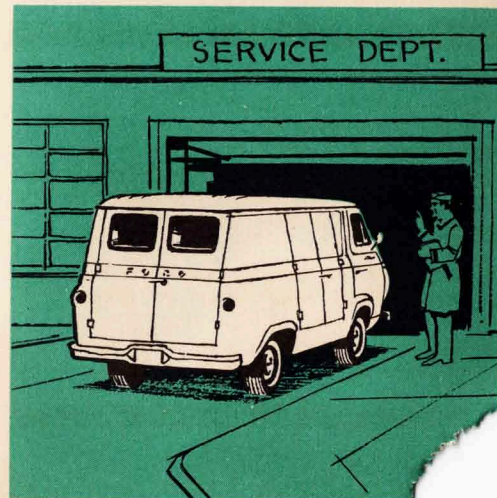
Your Ford has been painted with a Diamond Lustre finish one of the hardest and most durable finishes ever used on a car. While it does not require wax to maintain its lustre, it should be washed often enough to prevent heavy build-ups of road film, salt, etc., which might gradually corrode the finish. The use of a good polish such as Rotunda Custom Silicone Gloss will make washing and removal of bug spots and road deposits easier while it provides extra pro-

tection for the finish. The same care will preserve the chrome and bright metal trim. Similarly dirt and dust trapped in the upholstery acts as an abrasive and the life of these materials can be lengthened by cleaning reasonably often. When cleaning vinyl surfaces, use only a recommended vinyl cleaner like Rotunda Triple Clean. Harsh kitchen cleansers may damage the surface coating of the vinyl and make future cleanings much more difficult.

## 12 have the recommended maintenance services performed

Take the vehicle to your Ford dealer every 6 months or every 6,000 miles (whichever comes first). He is thoroughly familiar with the maintenance requirements of your Ford, and has the factory-trained technicians, factory-approved equipment and Genuine FoMoCo and Rotunda parts and lubricants necessary to provide the recommended FORD QUALITY CAR CARE maintenance services prescribed on the cou-

pons at the back of this book. All these services will be provided at a reasonable cost to you.





## MAINTENANCE

In addition to the items of day-to-day care listed on the preceding pages, you should . . .

- See your Ford dealer every 6000 miles or 6 months for the Ford Quality Car Care maintenance operations prescribed on the coupons at the back of this book.
- Watch for the symptoms described on page 16 for other maintenance required.
- The following pages give some additional information which will be helpful.



## BEAUTY MAINTENANCE

Your new Ford has a Super Enamel "Diamond Luster" finish. This is a finish of maximum beauty which in depth of color, gloss retention and durability is superior to conventional automobile finishes.

### washing

The best way to preserve the finish is to keep it clean with frequent washings. Wash the car with either warm (never hot) or cold water, not in the direct rays of the sun and not while the sheet metal surfaces are hot. Never wipe the dirt from dry painted surfaces, as this may scratch the finish. The use of strong soaps or detergents should be avoided. Any cleaning agent used, such as Rotunda Liquid Car Wash, should be promptly flushed from the surface with clear water and should not be allowed to dry, as it may streak the finish.

### polishing

Even though the finish on your Ford is more

durable and retains its gloss better than conventional automobile finishes, polishing will further enhance the beauty of its "Diamond Luster" finish.

Polishing your car with Rotunda Custom Silicone Gloss will provide an added degree of protection against road salts, ice melting agents, road oil and tar, tree sap, industrial fallout from factory chimneys and other foreign matter, if allowed to remain in contact with the paint film, can damage any automobile finish. Remove tar and road oil with FoMoCo or Rotunda Tar and Road Oil Remover. Remove bugs from both paint and glass by using a paste made of ordinary baking soda and water.

### touching-up paint

After washing the vehicle, it is a good policy to examine the body for stone and parking lot paint nicks or chips. These should be touched up immediately, before weathering action begins. Touch-up paint to match your Ford color is available at your Ford dealer.





### tires

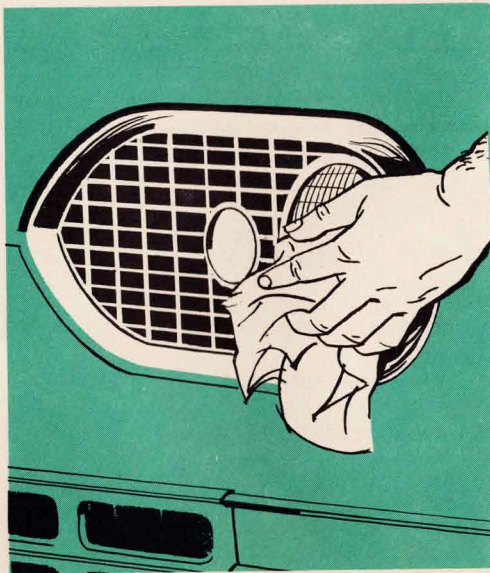
Wash your tires with clear water or water with a mild detergent added. Tar, road oil and similar substances can be removed with Rotunda Tar and Road Oil Remover. White side wall tires are easily cleaned using Rotunda Triple Clean. Use the cleaner as directed on the container. A stiff-bristled brush or fine steel wool can be used to remove stubborn scuff marks.

### upholstery

Vinyl trim and upholstery can be kept soft and clean by regular use of Rotunda Triple Clean. This is a specially compounded conditioner for such materials, and is available at your Ford dealer.

### floor mats

Your floor mats should be cleaned regularly, using a whisk broom or vacuum cleaner. The rubber mats can be washed with mild detergent soap and water.



### windshield wipers

Windshield wipers should be checked regularly to make sure that the blades are free from grit and that only the rubber portion is contacting the glass. Rotunda Windshield De-Icer sprayed onto your windshield will make it easy to remove snow, sleet or ice. Use a scraper with a plastic or rubber blade only. If the ice contains road grit, use Rotunda De-Icer or warm water to melt the ice; then remove with a rubber squeegee.

### bright metal

The bright metal trim on your vehicle requires the same care as the painted surfaces. Where salt is used on streets for snow removal, wash more frequently than usual to prevent discoloration. Rotunda Chrome Cleaner may be used to remove rust or salt corrosion, and Rotunda Chrome Protector will help keep your chrome in excellent condition.

## GENERAL MAINTENANCE RECOMMENDATIONS

All Ford vehicles have the following parts filled at the factory with a high quality lubricant designed for use throughout the life of the vehicle: automatic transmission, 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.

Instructions for checking these and other units are contained in the following paragraphs. Locations of engine-compartment components are shown on this page. Specified lubricants are given on Page 54-55.

### checking the automatic transmission fluid level

With the engine running at idle speed, the fluid at a normal operating temperature, and the transmission selector lever at P (park), the fluid level should be at the Full mark on

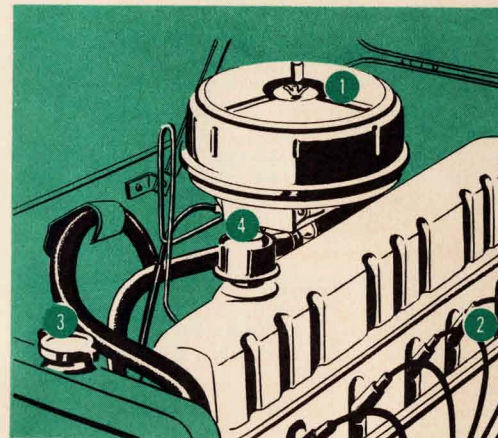
the dipstick. Wipe the dipstick clean before inserting and seat it firmly after reading the level. Do not overfill the transmission.

### checking the engine oil level

Check the oil level as the last step in a fuel stop, or before operating the engine in the morning. This will allow the normal accumulation of oil in the engine to return to the crankcase. Remove the dipstick, wipe it clean and re-insert it for an accurate reading. Seat it firmly after reading the level. Further oil maintenance instructions are contained on Page 5.

### checking the battery level

Wipe the battery fillers off with a cloth or facial tissue before removing. Rotate the caps counterclockwise to remove. Maintain the fluid in each battery cell so that it is level with the ring in the bottom of the filler well. Refer to Page 18 for further instructions on general battery care.



1 Air Cleaner

2 Engine Oil Dipsti

3 Radiator Cap

4 Oil Filler



### checking the brake fluid level

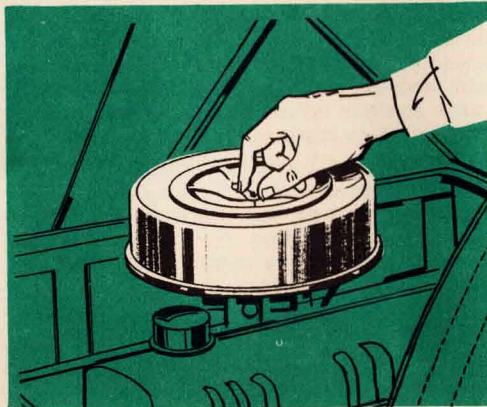
Wipe off the brake master cylinder filler plug and rotate counterclockwise to remove. The fluid level should be maintained about  $\frac{1}{2}$  inch below the top of the filler opening. This service is performed by your Ford dealer as part of the regular Ford Quality Car Care Maintenance.

### positive crankcase ventilation system

Air pollution is a source of concern to all of us. To combat this problem, Ford Motor Company has equipped your vehicle with a positive crankcase ventilation system which appreciably reduces the amount of crankcase fumes released to the atmosphere. It has been designed to operate with minimum maintenance which will be taken care of by your Ford dealer as part of your regular Ford Quality Car Care maintenance covered by coupons in the back of this book.

### servicing the oil breather cap filler

The oil filler cap contains an air filter because air for the crankcase ventilation system is drawn into the engine at this point. This filter is serviced as part of the regular Ford Quality Car Care maintenance by your dealer.



### carburetor air cleaner care

The carburetor air cleaner will be serviced as often as recommended in the Ford Quality Car Care coupons on Page 56.

To remove the air cleaner from the carburetor, remove the wing nut from the top of the air cleaner, and then carefully lift the entire assembly off the carburetor.

### checking windshield washer reservoir fluid level

The windshield washer reservoir is located under the right-hand side of the dash panel. If the level of fluid is low, fill the reservoir with water and the recommended proportion of Rotunda All-Weather Windshield Washer Solution. Remove container from bracket and pull cap off to fill.

## 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 vehicle 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. 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. Automatic transmission . . . Adjust if transmission "slips" or grabs sharply when shifting.
4. Windshield wiper blades . . .

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

### 5. Carburetor accelerator pump . . .

The difference in temperature between summer and winter in northern climates may make this adjustment necessary. If you experience "hesitation" while accelerating in cold weather or if fuel economy is poor in warm weather adjust to the leanest setting that provides satisfactory engine performance.

### 6. Body hinges, locks, and rotors . . .

The movable mechanical parts of the body are lubricated at the assembly plant for proper quiet operation. If for any reason additional lubrication is required, use the lubricants specified on Page 55.

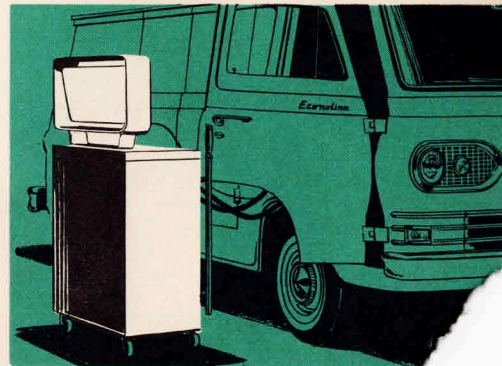
### 7. Check wheels for tightness.

8. Check front wheel alignment when abnormal tire wear or steering instability is evident.

9. Check exhaust system when abnormal noise or vibration is noticed.

10. Inspect springs and clips for tightness.

11. Adjust clutch pedal if free travel is more than  $1\frac{1}{8}$  inch.





## COOLING SYSTEM CARE

For winter and summer protection and efficiency, your engine cooling system was initially filled with a new long-life coolant that needs to be drained and flushed only after 36,000 miles or 2 years, whichever comes first. As an anti-freeze, this coolant protects to  $-35^{\circ}\text{F}$  and, at the same time permits the engine to operate at temperatures up to  $250^{\circ}\text{F}$  without boil-away during the summer. To maintain constant coolant quality and assure year around protection against corrosion, overheating, or freeze-up, it is recommended that all make-up coolant be a mixture of water and equal parts of permanent anti-freeze meeting the Ford Long Life Coolant Test Requirements.\* The use of Rotunda Permanent Anti-Freeze will assure conformance with these requirements. When using other than Rotunda Permanent Anti-Freeze, it may be necessary to add a corrosion inhibitor to the mixture every year. Do not mix alcohol with permanent-type anti-freeze. Only permanent

Specification M97B18A

type should be added.

If you elect to fill your cooling system with alcohol (methanol) type anti-freeze, drain ALL the permanent type out first. It will also be necessary to replace the standard high-temperature thermostat with one rated at  $165^{\circ}\text{F}$ .

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.

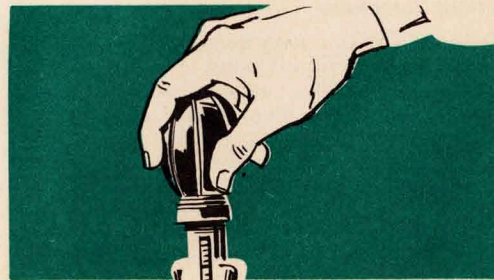
When checking the coolant level, be careful about removing the filler cap while the engine is warm. Your vehicle has a "pressurized" cooling system designed to improve engine efficiency and prevent "boiling away" of coolant. Sudden release of the pressure will cause "false boiling" and ejection of coolant vapors.

Remove the radiator filler cap by first lifting the relief valve lever to release the pressure; then twisting the cap to the left and lifting it off.

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, paper, 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.



## ELECTRICAL SYSTEM CARE

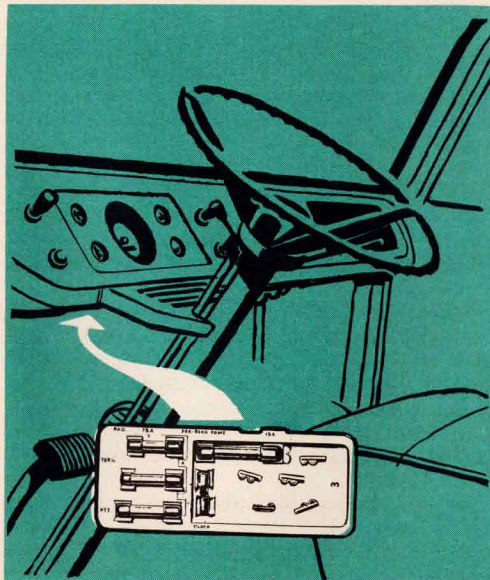
### fuse replacement

For your convenience, most of the replaceable fuses for the electrical system are located on the fuse panel which is attached to the rear of the headlight switch.

The locations of other fuses are indicated on page 53. If a fuse needs to be replaced, (see page 23), use only a new fuse rated according to the specifications on page 53.

### circuit breakers

Selected circuits, such as headlights, are protected with circuit-breakers. A circuit breaker is designed to stop current flow in case of a short-circuit or overload. It will automatically restore current flow after a few seconds, but will again interrupt current if the overload or short-circuit continues. This on-off cycle will continue as long as the overload or short-circuit exists. Refer to page 53 for a list of components protected by circuit-breakers.



Your Ford dealer or service station attendant can help you if you should have electrical trouble requiring fuse replacement or electrical circuit repairs.

### checking the battery

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

Keep the battery fluid level up to the ring under the filler cap. Ordinary tap water may be used except in areas where the water is known to be exceptionally hard or to have a high mineral or alkali content. If water is added during freezing weather, drive the car five or six miles before shutting it off. This mixes the added water with the electrolyte and will prevent it from freezing and damaging 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.



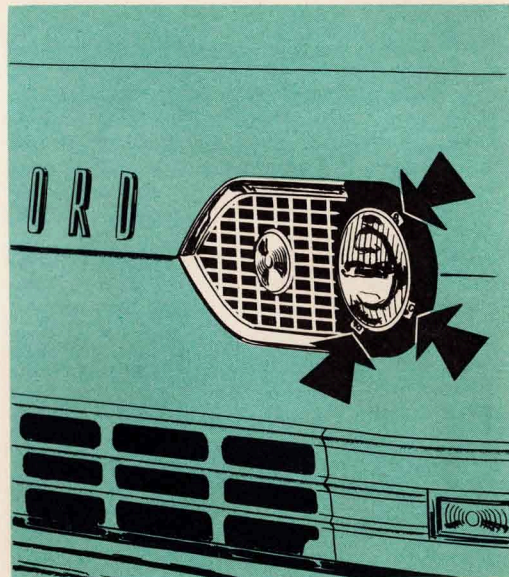


Corrosion can be removed from the cables and terminals with a solution of baking soda or ammonia and water. After cleaning, flush the top of the battery with clean water, and coat the parts with grease to retard further corrosion.

### 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 cover.

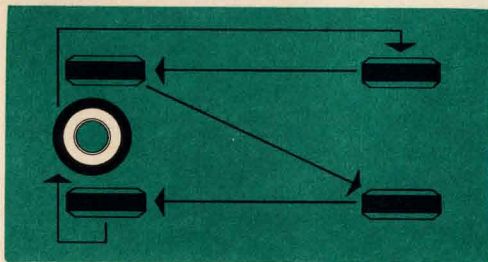
New replacement lamps are available from your Ford dealer and most service stations. The lamp specifications for all the lights in your vehicle are listed on page 53.



## tires

Performance, ride, and handling qualities of any vehicle are much influenced by tire condition and pressure. A good policy is to inspect your tires visually everyday and to have the pressure checked regularly. If you notice irregular or unusual tire wear, have your Ford dealer inspect the tire and associated parts. Tire size and pressure specifications are given on Page 53.

Cross-switching tires will equalize tire wear and may improve smoothness of ride. The pattern shown is recommended.

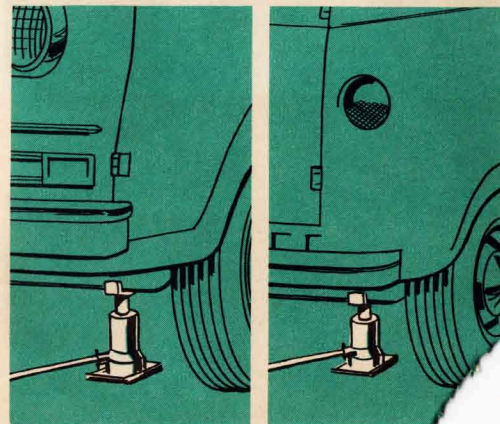


## changing a wheel

- Set the parking brake and block the diagonally opposite wheel.
- Remove the jack, handle, wheel nut wrench and the spare tire from the vehicle.
- With the flat end of the wheel nut wrench, pry off the hub cap.
- If changing a front wheel, place the jack on the ground under the spring near the wheel to be changed. Or, if changing a rear wheel, place the jack under the rear axle. *To lift a vehicle by other than the front or rear axle, be sure to use only hoist adaptors with a wide contact surface.*
- With the jack in place, insert the jack handle, and crank the handle clockwise to raise the vehicle until the tire clears the ground.
- Remove the wheel nuts and remove the wheel.
- Replace the wheel and tighten all the nuts alternately and evenly, and then operate

the jack to lower the vehicle slowly to the ground.

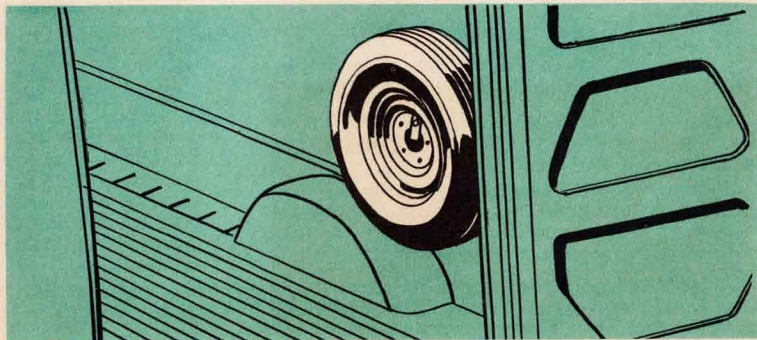
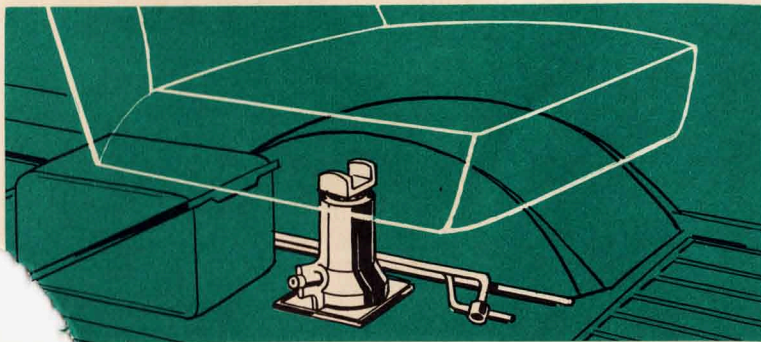
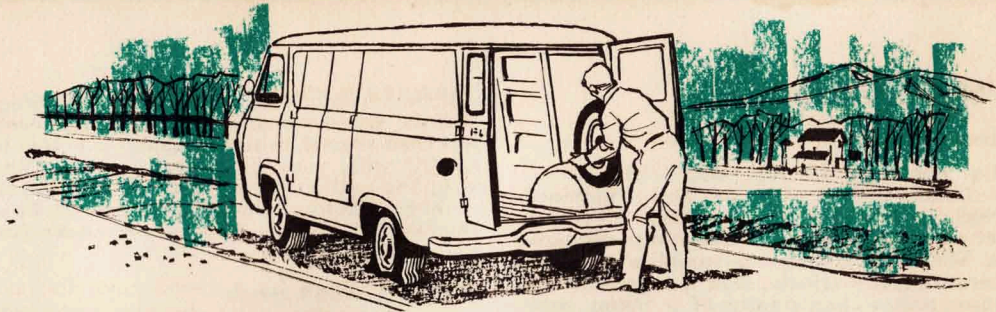
- Check each wheel nut again to make sure it's tight, and then install the hub cap and store the jack and wheel nut wrench under the driver's seat.





### stowing the tire jack and spare wheel

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



## TROUBLE DIAGNOSIS

### general

Most operating troubles that might be encountered with a new or well-maintained vehicle will be of a minor nature. This is a fact well known to experienced auto mechanics. Therefore, if you have trouble starting or operating your vehicle, look for some simple cause, rather than failure of a major component. For instance:

Loose battery connections are more likely than battery failure.

A loose ignition wire is more likely than distributor, coil, or ignition system failure.

No fuel in the tank or foreign material in the fuel line is more likely than fuel pump or carburetor failure.

In many cases, car operating troubles are coupled with outside factors, such as climatic conditions, road conditions, change of servicing or fueling source or change of drivers.

Vehicle troubles that occur as a result of normal use and wear usually give plenty of advance warning. These troubles usually re-

sult from overlooking specified regular service periods. Whenever vehicle performance seems less than normal in any category, it is best to consult with your Ford dealer at the first symptom, rather than wait until a serious problem develops. One of the aims of Ford Quality Car Care is to help you under just these circumstances.

### if engine won't crank

1. Check the automatic transmission selector lever operation. The starter will operate only when the lever is at N or P. Apply the brakes and try moving the lever slightly right of left of the "N" position. If engine will then crank, have your Ford dealer adjust the safety switch linkage.
2. Switch on the headlights. If the lights go out when the key is turned to "Start", the battery connections may be loose or the battery discharged.
3. Another indication of loose battery connections or low battery condition is a stuttering noise from the engine compartment when the ignition switch is turned to start. This noise comes from the starter

solenoid switch and indicates low voltage to the starter. Check the connections to the starter motor and the solenoid switch in addition to the battery connections.

4. Try operating the starter switch several times. Should the switch be corroded, this operation may clean the contacts or make the switch temporarily operable until you can reach your Ford dealer.
5. If all the electrical connections are tight and you need assistance to start, read the instructions on page 24 under Pushing and Towing.

### if engine cranks but won't start

1. Check the 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. Check the 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 bare wire is about 3/16 inch from a



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. Check the 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 engine cover 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
- Retarded ignition timing

### **if vehicle steers hard**

This can be caused by low air pressure in the tires, or by misalignment of the front wheels, lack of lubricant in front spindle bushings, or low steering gear level.

### **if brakes do not grip well**

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
- Needed adjustment in preload
- Vehicle overloaded

- High winds
- High crown in center of road

### **if fuses burn out**

Burned-out or "blown-out" fuses usually indicate an electrical short-circuit, although a fuse may occasionally fail from vibration. Insert a second fuse. If this fuse immediately burns-out, and you cannot locate the cause, return your vehicle to your Ford dealer for a circuit-check.

### **if lamp bulbs burn out**

Repeated lamp burn-out usually indicates a loose connection, either at the lamp socket or the system ground. If examination does not indicate the cause of the trouble, return your vehicle to your Ford dealer for inspection.

### **if headlights flash off and on**

If headlights (and tail lights) begin to flash off and on at regular intervals, the system circuit breaker is operating, indicating a short circuit or overload. Take your vehicle to your Ford dealer for a circuit check.

## PUSHING AND TOWING

If your vehicle is equipped with a Cruise-O-Matic transmission, do not attempt to start it by pushing or towing. Use a booster battery or jumper cables from the battery in another vehicle. Connect positive terminal to positive terminal and negative to negative. Remove the air cleaner and check to see that the choke is fully closed.

If you have a manual-shift transmission, it can be started by having the vehicle pushed. Place the shift-lever in high gear before being pushed, and keep the clutch pedal fully depressed; then, with the ignition switch ON, slowly release the clutch pedal when the vehicle's speed reaches 10 mph, and press the accelerator pedal halfway down until the car starts moving under its own power.

If your vehicle 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. The chains must be routed under the bottom edge of the bumper. When the unit is to be towed on its rear wheels,

make sure that the parking brake is fully released and the transmission gears are in neutral.

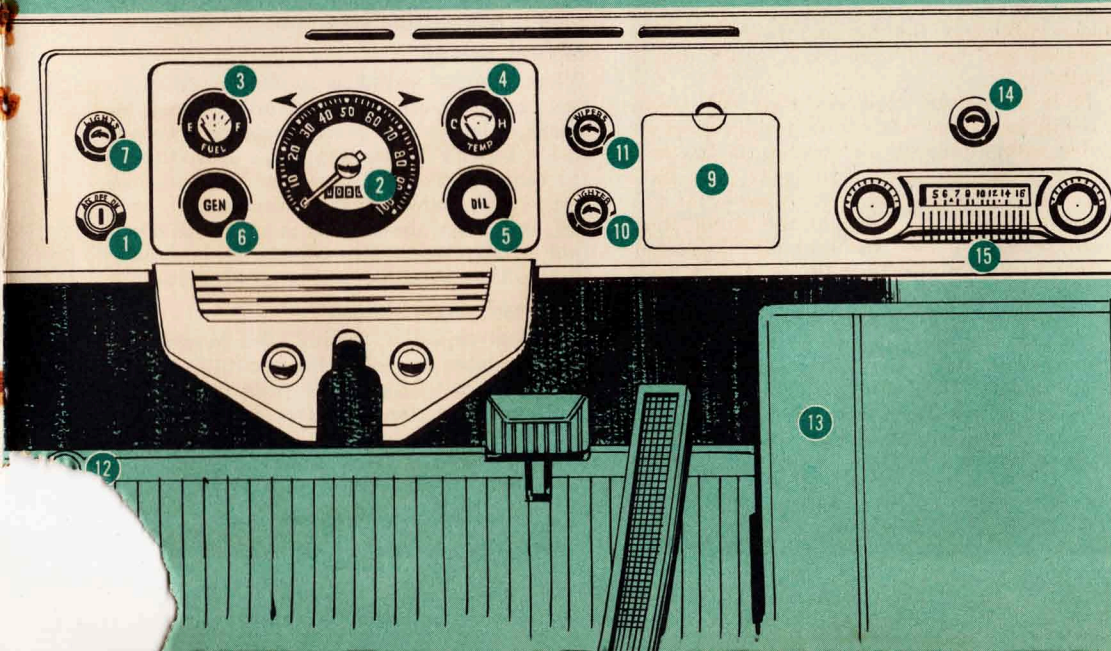
It is important to know that the transmission and rear axle are in proper working order before pushing or towing. To move a vehicle with an inoperative rear axle it is necessary to raise the rear wheels. If the transmission is inoperative, the drive shaft must be removed or the rear wheels raised. When towing a vehicle with the rear wheels raised, install a locking device to hold the front wheels in a straight ahead position.

Do not tow a vehicle with an automatic transmission with the rear wheels on the ground faster than 30 mph or farther than 15 miles. If this is not possible, raise the rear wheels off the ground or disconnect the drive shaft at the rear axle.





## INSTRUMENTS, CONTROLS, CONVENIENCE FEATURES



SEE PAGE

1	Ignition Switch	26
2	Speedometer and Odometer	26
3	Fuel Gauge	26
4	Temperature Gauge	26
5	Oil Pressure Indicator	26
6	Generator Indicator	27
7	Lights	27
8	Headlight High Beam Selector	28
9	Ash Tray	28
10	Cigar Lighter	29
11	Wipers	29
12	Windshield Washer Control	29
13	Heater and Defroster	34
14	Auxiliary Heater Blower Switch	35
15	Radio	36

## INSTRUMENTS AND CONTROLS

### key

A single shield shaped key operates the ignition switch and all exterior door locks of your vehicle. Attached to the key is a metal ring on which a code number is stamped. For extra keys or quick replacement at any Ford dealership – and most locksmiths – keep this ring or a record of this code number.

### ① 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 42.

### ② speedometer and odometer

The speedometer, located above the steering column indicates the vehicle's forward speed



in miles per hour. The odometer (mileage gauge) records the total mileage driven.

### ③ 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 acceleration, braking, and when the vehicle is on a hill. Check fuel supply when the vehicle is reasonably level, either standing still or moving steadily.

### ④ temperature gauge

For most types of driving, the temperature gauge pointer hovers on the curved line in the center range of the gauge, indicating a normal operating temperature. Overheating is indicated only when the pointer moves all the way to the H (Hot) mark or beyond, and remains there for more than a minute or two.

### ⑤ oil pressure indicator

Should the engine's oil pressure drop



a safe operating limit, the OIL indicator light to the right of the steering column, glows red. The OIL light may flicker briefly after a sudden stop, or at idle, but this is not necessarily harmful to the engine. However, if the light glows steadily when engine speed is above idling, stop the engine immediately and have its oil level checked.

#### 6 generator indicator

With ignition switch on, the GEN indicator light, to the left of the steering column, glows red when generator is not supplying current

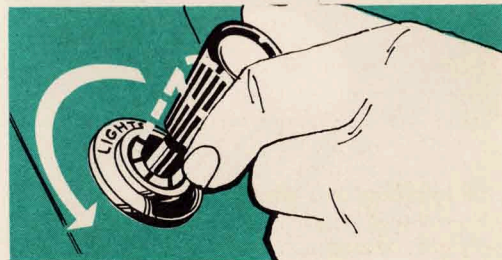
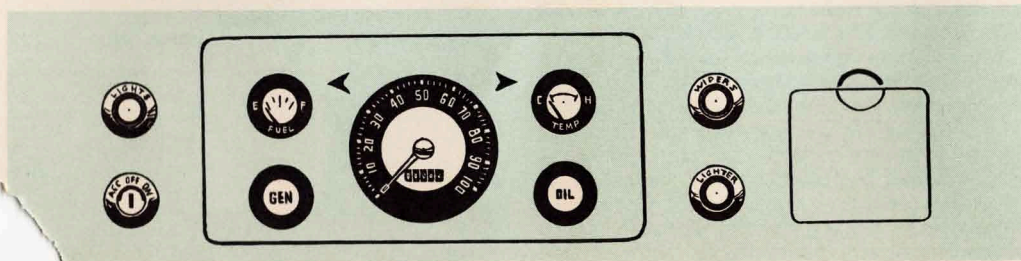
to the electrical system. GEN light may glow or flicker occasionally as engine idles. However, if the light remains on steadily at normal driving speeds, generator and electrical system should be checked as soon as possible.

Make it a practice, when starting the engine, to turn the ignition switch key, pausing momentarily at the ON position. Both the oil pressure indicator light and the generator charge indicator light should glow. If either light fails to come on, the indicator light bulb

is burned out, or trouble exists in the electrical circuit.

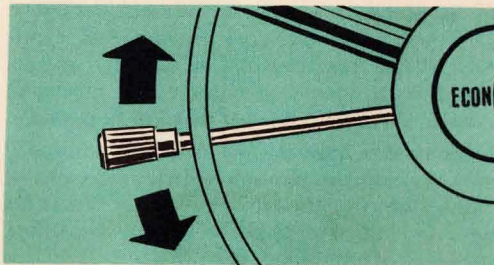
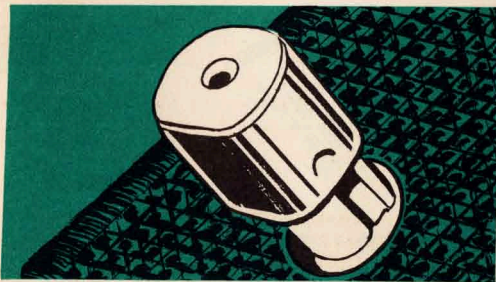
#### 7 light switch

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 the LIGHTS knob all the way to the left, either pushed in or pulled out.



## 8 headlight beam selector

Two sets of headlight beams meet varying night driving conditions. Generally, low beams provide adequate light: high beams give better long-range visibility on dark roads. When the headlights are on, press the beam selector with your left foot to change from one set of beams to another. A small red indicator light near the center of the speedometer dial glows whenever the high beams are being used.



## turn indicator lever

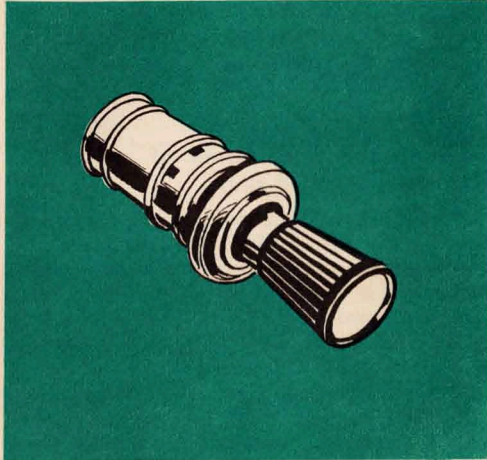
To signal for a right turn, push turn indicator lever upward. For a left turn pull lever downward. Flashing lights on the front and rear of the vehicle and the instrument panel indicate the direction you intend to turn, with the left light flashing for an intended left turn and the opposite for a right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

## 9 ash trays

The instrument panel ash tray is opened by pulling outward on the tray top edge. To remove it for cleaning, open the tray and press down on the snuffer and pull the tray out. To install the tray, place the bottom edge of the tray into the opening, aligning the pivots and close the tray. To remove the rear ash tray, depress the snuffer and pull tray out, or slide the tray forward on the arm rest type.





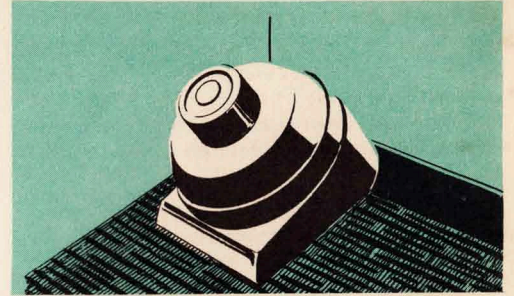
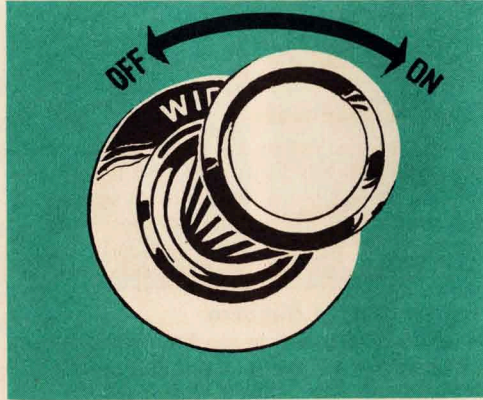


#### 10 cigar lighter

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

#### 11 wiper control

Rotate WIPERS 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.



#### 12 windshield washer control

The optional windshield washer pedal is at the left corner of the floor. To spray the windshield with fluid press the pedal. Two jets of fluid will spray the windshield. Turn on the wipers to clean the glass.

#### choke

The manual choke control enriches the engine fuel mixture for cold weather operation. See page 42 "Starting the engine."

### horn

The horn is sounded by pressing the horn button or ring on the steering wheel.

### gear shift lever

The gear shift lever operating instructions are contained on page 44 through 47.

### foot pedals

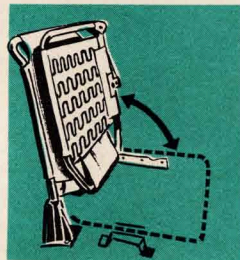
The brake pedal is under the steering column and to the left of the accelerator pedal. Vehicles equipped with manual-shift transmissions have a clutch pedal to the left of the brake pedal.

### parking brake control

The parking brake handle is conveniently located at the front of the engine housing. To apply the parking brakes, pull the parking brake handle straight up. To release the parking brakes, turn the handle a quarter turn to the left and push down. The brakes release more easily if you push down firmly on the brake foot pedal first and then release the handle.

### driver's seat adjustment

The lever at the lower front of the seat unlocks the seat for adjustment. To adjust the seat position, press the lever toward the driver's door, then hold it while you slide the seat forward or backward to the desired position. Release the lever to lock the seat at that position.



### front passenger flip seat

The optional flip seat in the Bus, Club Wagon or Van hinges at the right side of the driver's compartment and latches to the side of the

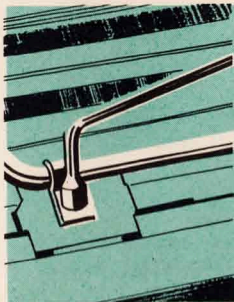
engine cover. The seat may be unlatched and pivoted rearward to allow access to the rear compartment. The seat also may be removed by unlatching and lifting upward from its hinge.

### removal and installation of rear compartment seats

The optional rear compartment passenger seats on the Bus or Club Wagon can be removed and replaced in the same manner. Each seat is fastened to the floor by four clamps secured by a "T" headed bolt, a lock washer, and a nut. The "T" head of each bolt fits into a socket located in the floor.

To remove either rear compartment seat, use the tire wrench to loosen the nuts which hold the clamps. Remove each nut, lock washer, and clamp. Twist the bolts to the left and lift each one from the socket in the floor. The seat then may be removed. Store the nuts, lock washers, clamps, and bolts in the vehicle's glove box or another secure place.





To reinstall either rear compartment seat, first put the seat in position. (The second seat on the buses may be positioned to face rearward as well as forward.) Place each "T" headed bolt in its socket and turn it to the right to engage the retaining lips of the socket. Place each clamp in position over the seat support rails and a lock washer on each bolt. Start the nut on each bolt until finger tight, then tighten securely with the tire wrench.

Store the seats in a dry area when not in use. To save unnecessary cleaning when seats are installed, cover the seats with a fabric or plastic to protect them from dust or dirt when in storage.

### seat belts

Two types of seat belts are available. Before fastening a front seat belt, adjust the driver's seat for comfort. Be sure the seat belt is not twisted.



*Metal-to-web.* To fasten the metal-to-web belt, lift the bucket release and insert the belt end through the buckle as shown. This belt is adjusted by drawing the loose web end

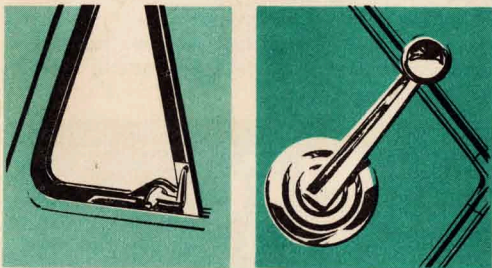
through the metal buckle until snug. To release this type belt, lift the buckle release and remove the belt.

*Metal-to-metal.* To lengthen the metal-to-metal belt, tip the buckle end downward, as shown, and pull the buckle until the belt ends can be joined. Insert the belt end into the open end of the buckle until a snap is heard. This belt can be shortened, after it is connected, simply by pulling on the loose end until the belt is snug. Lift the buckle release to remove the belt.



### vent window controls

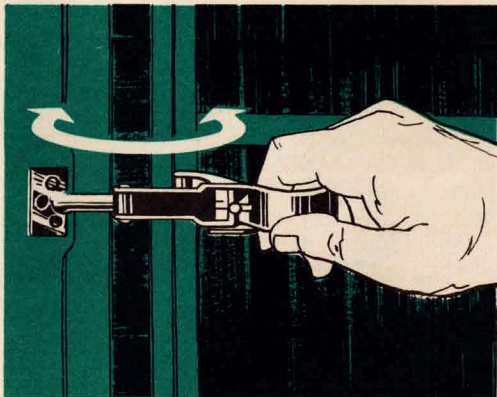
To open either of the driver's compartment vent windows, press the button on the locking latch, turn the latch away from the vertical window frame and push the window open. When the vent window is closed, turn the latch rearward to lock it.



### side window controls

To open the driver's compartment side windows, crank the window regulator handle forward. To close, crank the handle rearward.

The Bus and Club Wagon have two windows at each side in the passenger compartment which may be opened for ventilation. To open, release the catch and press window outward to the limit of the retaining latch. To close, pull window latch inward until the window is fully closed. Press the catch inward to lock.



### door latches

To open the doors of the front compartment from the outside, depress the button located on the door handle and pull open. To open the doors from the inside, pull the interior door handle upward.

To open the Bus or Van side or rear doors from the outside, twist the door handle to your right, then pull the right-hand door open. To open the left-hand door, reach around to the interior door handle and pull downward.

The door is then free to open. To open the Bus or Van side or rear cargo doors from the inside, press the interior door handles downward and push the doors open. *When closing either side or rear cargo doors, the door with the overlapping metal flange must be closed first.*



## door locks

To lock or unlock a front compartment door from the interior, press the door lock button down. To unlock, pull the button up. The front to lock the door or to your left to unlock the door.

To lock either front compartment door from interior, press the door lock button down. to unlock, pull the button up. The front doors can also be unlocked from the inside at any time by lifting up on the inside door handle.

To lock either the side or rear doors of the Bus or Van from the outside, turn the lock's dust shield up, insert the key and turn it to your right to lock the door or to your left to unlock the door.

To lock the Bus or Van side doors from the interior, turn the lock lever on each door upward and press the door lock button down.

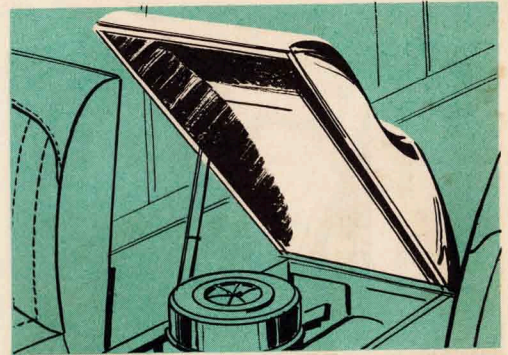
## tailgate

To lower the tailgate on the Pickup, remove the tailgate latch hook from each side of the tailgate, and then lower it to a horizontal position. To raise and lock, lift the tailgate and insert the tailgate latch hook at each side.

The optional short tailgate, in addition, may be lowered to a vertical position to allow the vehicle to be backed up flush to loading docks. To drop the tailgate, withdraw the two tailgate support hinges from the lower retaining socket in the tailgate.

## engine cover

To raise the engine cover, unfasten the clasp at the forward end of the cover. Then raise the cover until its over-center support arm locks in place. You may have to push the center of the arm rearward to lock it securely.

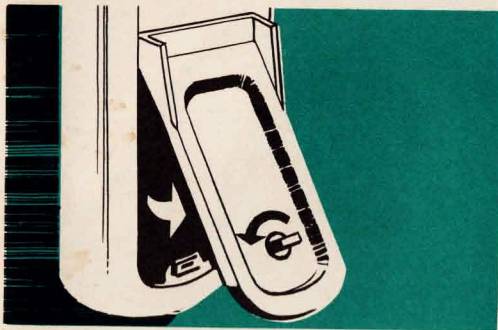


To lower the cover, hold it up while you pull the support arm forward to unlock it. Then lower the cover and fasten the clasp.

## fuel filler

The gas filler is located at the left rear side of the vehicle. To remove the gas filler cap, turn the cap counterclockwise.

## VENTILATING AND HEATING



### fresh air controls

To admit outside air into the driver's compartment, open the vent door located under the instrument panel in front of the steering column. An additional air vent for the front passenger area is also available as an option on the Bus, Van and Pickup. It is, however, standard equipment on the Club Wagon.

Additional ventilation can be obtained by opening the front side vent windows.

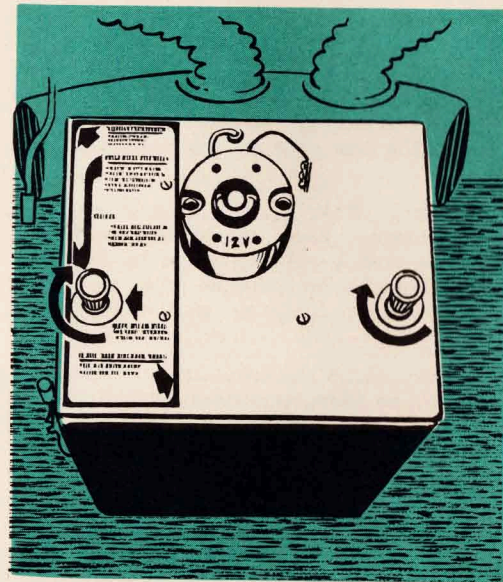
On the Bus, or Club Wagon, two windows at each side of the rear compartment may be opened for additional ventilation.

### 13 heater and defroster

Operating instructions for both heating and defrosting of the windshield are shown on the heater unit.

#### heating

- Push the heater air lever forward.
- Turn the temperature control clockwise. The further you turn it, the higher the temperature of the incoming air.
- Turn the blower switch clockwise until the desired volume of air circulation is reached.
- The angle of each heater vent can be adjusted to direct the flow of heated air.





## defrosting

To defrost the windshield with the heater in operation, push the defrosting lever down. The heated air is then directed through the defroster louvers at the base of the windshield. Turn both the blower switch knob and the temperature control knob fully clockwise for maximum defrosting action.

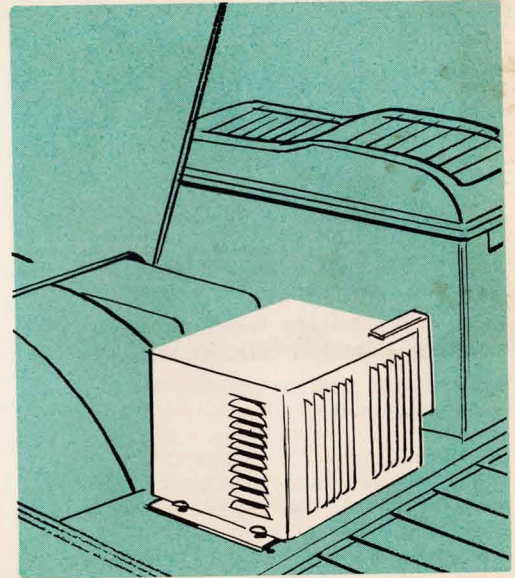
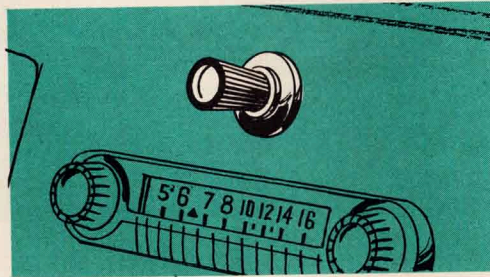
*To prevent odors from entering the vehicle during conditions of heavy preceding traffic, temporarily close the heater fresh air shutter and turn off the blower until the traffic clears.*

## 14 auxiliary hot water heater

There are two operating controls for the auxiliary hot water heater: the blower control knob, located on the instrument panel above the radio dial, and the hot water shut-off control knob, located on the left side of the engine cover.

To place the heater in operation, pull out on the hot water shut-off control knob, to circulate the engine water through the heater. Rotate the blower control knob clockwise from the OFF position to turn on the blower. Turning the knob fully clockwise provides maximum blower speed.

To turn the auxiliary heater off, rotate the blower control knob fully counterclockwise to the OFF position, and push in on the hot water shut-off control knob.



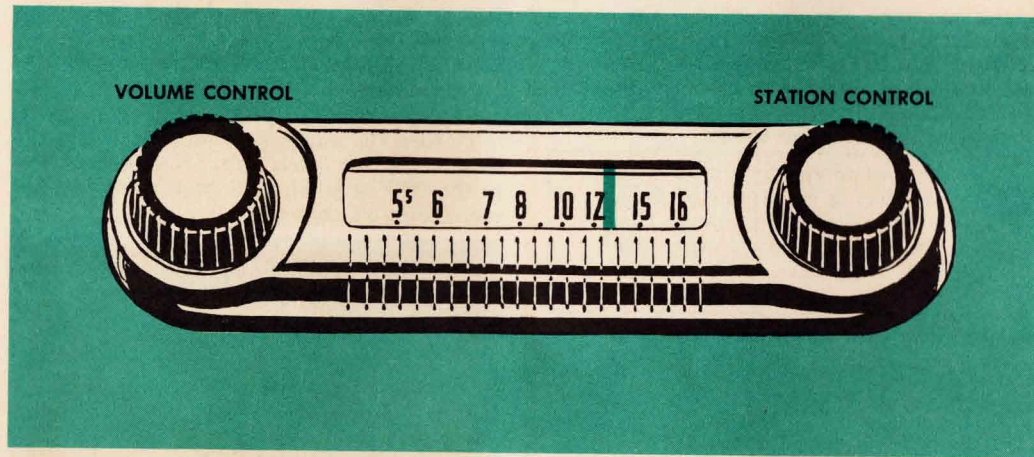
## 15 RADIO

The optional Manual Radio provides distortion-free reception and is transistorized for low battery drain operation.

### to operate:

- Turn the volume control clockwise to turn on the radio and adjust volume.
- Turn the volume control to its counter-clockwise limit to turn the radio off.
- Turn the station selector knob to the desired station.

*The antenna should be extended to its maximum height for maximum signal strength.*







# 1964 FALCON Station Bus, Club Wagon and ECONOLINE ACCESSORIES

## WANT TO PERSONALIZE YOUR NEW FORD?

There's a Ford quality accessory designed to meet practically any automotive need or desire you might have. These Genuine FoMoCo and Rotunda accessories are designed specifically to complement the styling of your new Falcon Station Bus, Club Wagon or Econoline, and are manufactured to Ford's high standards of quality to provide more dependable operation and longer life.

The following pages review briefly Ford's line of quality accessories. Full line accessory folders giving more detailed information on Ford accessories are available from your Ford dealer on request. He'll be glad to show you his complete line of accessories, and to explain how his low, competitive prices on Ford accessories make it easy for you to own them.



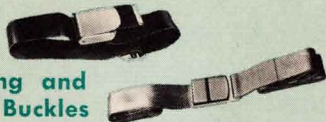
## FORD AIR CONDITIONER

In this compact unit you have the finest in refrigeration-type air conditioning, and its low cost compares favorably with even economy-priced passenger car "hang on" air conditioners. The unit has six fully adjustable registers that can be positioned to direct cool air right at passengers, or to provide more indirect and more draft-free cooling for longer drives.

Besides top cooling performance, the air conditioner has many other significant advantages. It is engineered to minimize engine heating problems with a roof-mounted condenser that's cooled by either ram air or a fan, depending on operating circumstances. What's more, installation of this air conditioner is remarkably fast and easy. As a matter of fact, the unit can readily be removed from one vehicle and reinstalled in another if you wish to do so.



## Seat Belts — Metal-to-Webbing and Metal-to-Metal Buckles

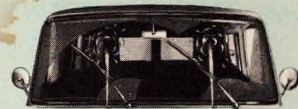


Ford quality seat belts meet all Society of Automotive Engineers and General Services Administration requirements. Made of strong nylon webbing to withstand 5,000 pounds of sudden pressure. Instantly releasable with one hand. Available in seven harmonizing colors.



## Fire Extinguishers

Dry charge extinguishers quickly smother electrical or surface fires and flaming liquids. Available in 2¾- and 4-pound sizes. Easily mounted. Meet all highway safety requirements.



## Windshield Washers

Twin jets of windshield washer solution sprayed on your windshield enable the wipers to clean it in seconds and eliminate road film . . . thus reducing eye strain and fatigue. Required by safety laws in many states.

## Spotlight



Here is a real convenience at night when you're looking for a street sign, house number or lighting the edge of a winding road. Has easy-aim chromed head that rotates 360°. Powerful sealed beam reaches out over one-half mile in clear weather.



## Western Jr. Type Mirror

"First surface" mirror has the reflective coating on the outside surface of the glass, providing a truer image, without distortion. Features large 6" x 10" mirror head. Will mount on either right or left hand side.



## Outside Rear View Mirror

This large 6" circular mirror provides a good wide view of the traffic behind you. Easily mounted on left or right hand side. Choice of either chrome finish or painted finish.



# BEAUTY, SAFETY AND CONVENIENCE

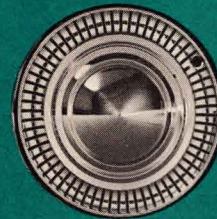
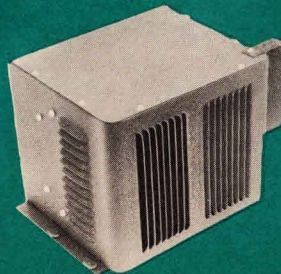
## Fresh Air Heater-Defroster (For Econoline Pick-Ups and Vans)

This low-cost heater features fast warm-up, even heat distribution, and a wide range of heat settings. The defroster quickly de-fogs and de-ices your windshield.



## Auxiliary Hot Water Heater

Economical recirculating-type hot water heater for second and third seat area is completely independent of the regular heating system. Features "within-easy-reach" temperature controls.



## Deluxe Wheel Covers

Attractive, stainless-steel wheel covers add distinctive styling detail, maintain their gleaming brilliance as the miles roll by.

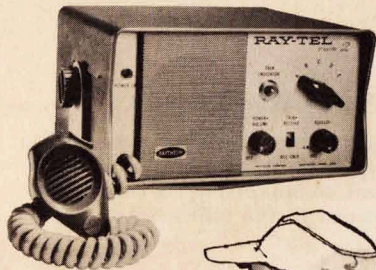


## Dome Light Falcon station bus and Econoline van

This attractively styled, auxiliary dome light comes in mighty handy at night when you want to illuminate the passenger or cargo area.



# 1964 FALCON Station Bus, Club Wagon and ECONOLINE ACCESSORIES



## TWO-WAY RADIO

The Ray-Tel TWR 2 is a low-cost Citizen's Band transmitter-receiver designed to provide business organizations with top quality, dependable two-way radio communications between fixed and mobile locations. Combining compact, rugged construction with attractive, modern styling, the Ray-Tel unit is easy to install and operate. Now through the use of this Citizen's Band two-way radio, you can improve the efficiency of your delivery or contact operations . . . and do it at a fraction of the cost of more expensive two-way mobile communications equipment.



## OTHER 1964 STATION BUS, CLUB WAGON AND ECONOLINE ACCESSORIES

- AM Radio (See page 36 of this Manual)
- Camper Kit (See page 51 of this Manual)
- Ventilated Seat Cushion
- License Plate Frames
- Cigarette Lighter
- Compass
- Locking Gas Cap
- Emergency Reflector Kit
- Door Storage Pocket

FORD QUALITY ACCESSORIES ARE DESIGNED, ENGINEERED AND FACTORY TESTED TO MEET FORD'S HIGH PERFORMANCE STANDARDS AND CONFORM TO THE STYLING OF YOUR 1964 FORD VEHICLE.

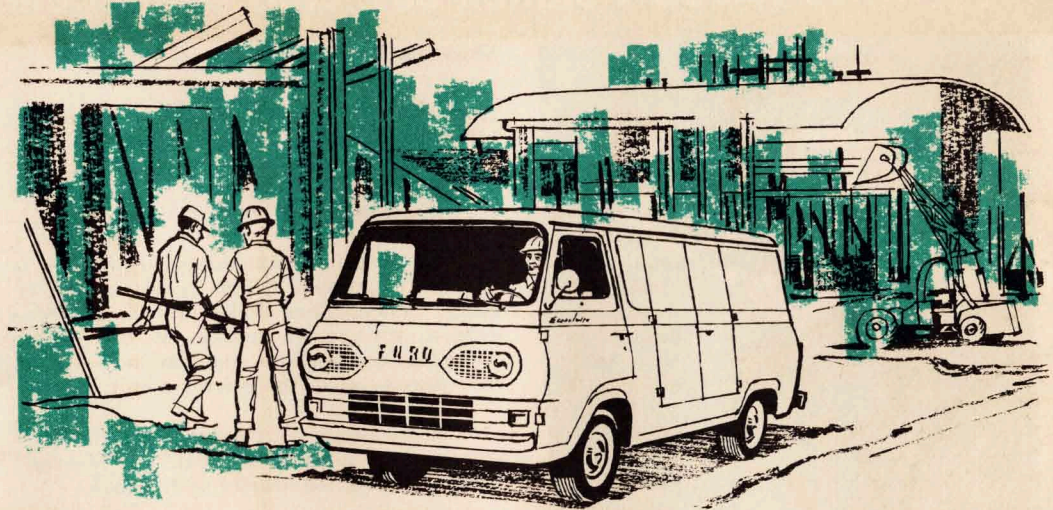


## VEHICLE OPERATION

### the first few miles

To maintain the high standard of performance and economy of your new vehicle, special attention should be given to the method of break-in driving, especially for the first 1,000 miles. It's not necessary to drive continually at low road speeds — in fact, it is beneficial to the engine and drive-line components if you vary the speed occasionally up to 40 mph for the first 1,000 miles. Don't race the engine, nor drive unnecessarily fast in low gears.

Get the feel of the brakes by first making a few gradual stops at various speeds. Avoid if possible making sudden or fast stops during the first 100 miles. This will allow your brakes to "seat" properly and deliver maximum braking power should an emergency stop be required. To help reduce brake lining wear or glazing of the brake linings do not "ride" the brake pedal with your foot. Apply the brakes only when you intend to slow or stop the



vehicle completely. Following a carefully planned break-in period will result in smoother operation, more economical performance, and longer service for your vehicle.



## STARTING THE ENGINE

Don't start or run the engine in a closed or poorly ventilated building. *The engine's exhaust gases contain poisonous carbon monoxide which can endanger your health or life if breathed steadily for even a few minutes.*

Always place the manual gear shift lever in its neutral position before operating the ignition switch. This avoids the danger of a sudden, unexpected motion of the vehicle when the engine starts and eliminates the unnecessary load on the starter motor.

With an automatic transmission, the range selector lever must be in "Park" or "Neutral" position before the starter will engage.

Always turn the ignition switch momentarily to the ON position to make sure that both the oil pressure and the generator charge indicator lights are operating.





## cold starting

The engine is equipped with a manually operated choke which you control from a pull-push button on the front of the engine cover. Starting a cold engine in very cold weather will require the choke to be pulled all the way out while if the outside temperature is above 70°F it may not be necessary to use the choke at all. A little experience will tell you how far to pull out this choke depending on how warm the engine is. To start a cold engine, depress the accelerator all the way to the floor, pull out the choke, and then release the pedal. Depress the pedal to  $\frac{1}{4}$ -throttle and hold it in this position. Then turn the ignition switch all the way to the right to the "START" position. As soon as the engine runs under its own power let the ignition switch back to the "ON" position. As the engine warms up, gradually push the "CHOKE" control back in. When the temperature indicator moves up from the "C" end of the dial, you should be able to drive



normally with the choke pushed all the way in. For best gasoline economy, push the choke control in just as soon as the engine will run normally without it.

## flooding

If the accelerator is pushed all the way to the floor when starting a warm engine or is "pumped" when starting a cold engine, it is possible to "flood" the engine (inject too much gasoline). If the engine turns over but will not fire or if you smell gasoline, this is probably what has happened. In this case, press the accelerator all the way down and hold it there while you crank the engine with the starter. As soon as the engine starts to run, let up on the accelerator to hold a normal "fast idle" speed.

If the engine does not start within 30 seconds, turn the ignition switch back to "OFF" and wait a few moments before cranking the engine again. This procedure will conserve your battery power and extend the life of your battery.

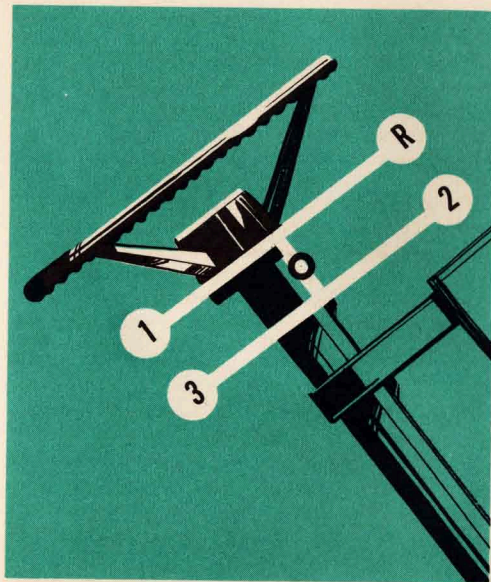
## DRIVING WITH MANUAL TRANSMISSION

### 3-speed transmission

This transmission is fully synchronized for up and down shifts in all forward gears. The shift pattern is the familiar "H."

The cross bar on the "H" represents the neutral position in which the truck has neither forward nor reverse motion under its own power. Reading clockwise around the "H" from its lower left point, the shift lever places the transmission first, reverse, second and third gears.

With the engine running and the vehicle at a standing position with the shift lever in neutral, depress the clutch pedal fully to the floor board and move the shift lever to first gear. Depress the accelerator slowly, at the same time releasing the clutch. Drive to a speed of approximately 15 mph, release the accelerator pedal, depress the clutch pedal



fully again to the floor board and move the shift lever through the neutral position to second gear. Release the clutch pedal and accelerate to approximately 30 mph. Release the accelerator pedal, depress the clutch pedal fully and shift to third gear.

To stop the vehicle, release the accelerator pedal and apply the brake. Do not depress the clutch pedal until the vehicle speed is reduced to approximately 10-15 mph. Depress the clutch while applying the brake to come to a complete stop.

When it is necessary to reduce speed in heavy traffic, or when driving up steep hills in third gear, downshift to second gear and/or first gear before the engine starts to labor. Such down-shifting reduces the possibility of stalling the engine and gives better acceleration when you need to increase your speed again. On steep down-grades, downshifting the transmission helps to maintain safe speed and to prolong brake life. The safest range for



downshifting from *third to second* is 40-20 mph and from *second to first* 10-0 mph. The vehicle must be stopped before shifting into reverse.

### important:

1. When shifting to second and third gears, release the clutch slowly for smooth engagements. The clutch must be completely disengaged (by fully depressing the clutch pedal) when shifting.
2. Avoid resting the foot on the clutch pedal when not shifting gears. This can result in premature clutch failure.
3. When downshifting, always downshift high to second and then to low. Do not shift directly from high to low.
4. To park the vehicle in gear, use the reverse gear position and set the parking brake.

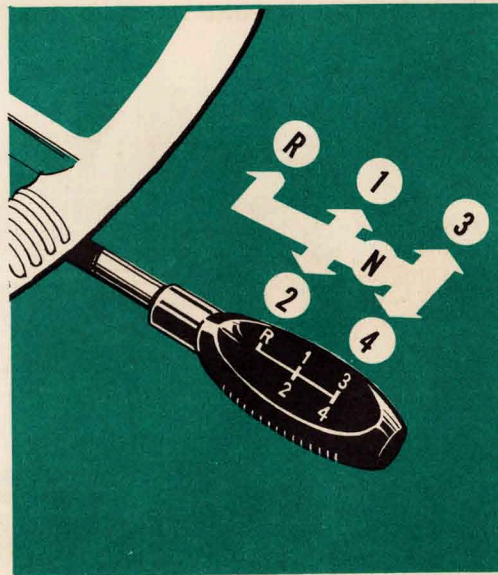
Failure to observe the above instructions will result in unnecessary clutch wear, or possible damage to the transmission.

### 4-speed

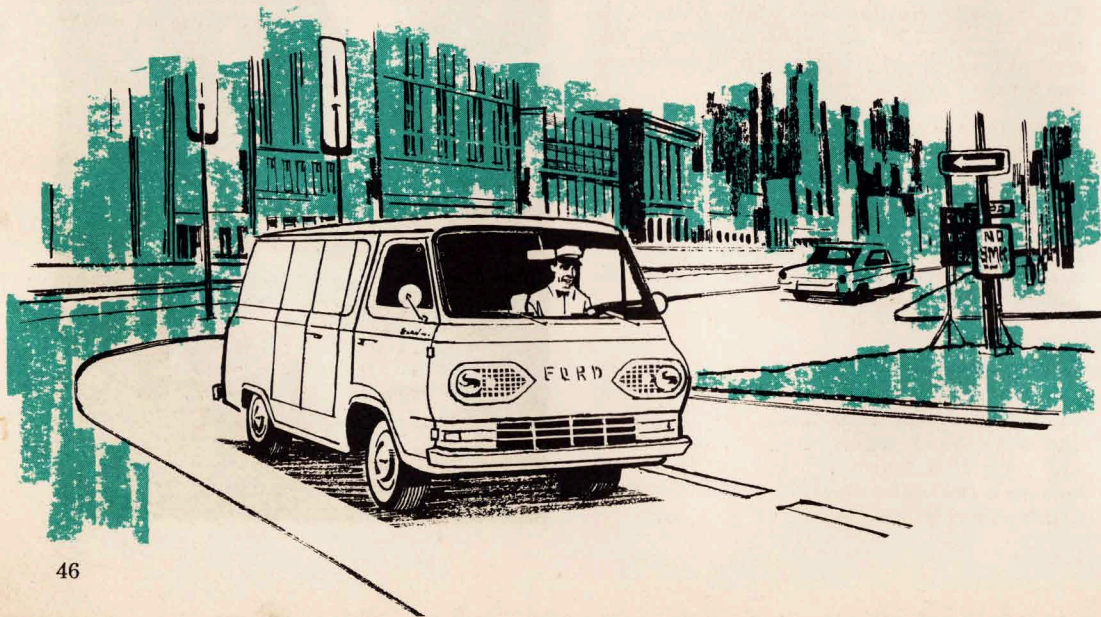
The 4-speed transmission shift pattern is shown below. Use the same technique described for 3-speed transmission to shift from one forward gear to another.

To engage reverse gear, bring the vehicle to a complete stop. With the clutch pedal depressed, shift to reverse gear; it is necessary to apply 10-15 pounds pressure to lift the shift lever up into position. This prevents accidentally shifting to reverse gear while the vehicle is in motion.

When downshifting the 4-speed transmission always shift in sequence, that is, fourth to third (between 55-25 mph), third to second (between 35-15 mph), and second to first (between 10-0 mph). It's not recommended to skip a gear ratio or to downshift at speeds greater than indicated.



## DRIVING WITH AUTOMATIC TRANSMISSION



The Cruise-O-Matic transmission has six positions in which the transmission can be shifted; "P" (Park), "R" (Reverse), "N" (Neutral), "D2", "D1", and "L" (Low). These positions are shown on the indicator dial located on the steering column.

### to go forward

Two (2) different drive ranges for varying road and driving conditions are available.

"D1". The normal driving range is indicated by "D1"; this will permit the vehicle to start in first gear, giving the best combination of automatic gear shifts and provide for full power starts. As the accelerator is depressed and the vehicle picks up speed, automatic shifts to second and high gears will occur. The transmission will automatically downshift from high to second and from second to first as speed decreases.



**"D2".** The alternate range is indicated by "D2". In this position, regardless of pressure applied to the accelerator pedal, the vehicle will always start in second gear and automatically shift to high gear. This range is especially useful for starting the vehicle from a standstill on icy pavements or other slippery surfaces.

**Forced Downshifts.** At speeds between 25 to 55 mph (approximately, depending on engine size and axle ratio) in either drive range, you can get the quick power and acceleration needed to pass moving cars or to climb steep grades by flooring the accelerator pedal to downshift from high to second gear.

A forced downshift from second to low gear is possible at speeds under 25 mph, when the selector lever is placed in "D1" position only.

**"L". (Low).** To help brake the vehicle on hilly roads, shift the selector lever to "L". The transmission will shift to and remain in sec-

ond gear at speeds above approximately 20 mph. If vehicle speed drops below 20 mph, the transmission will automatically shift to low gear. To prevent unnecessary wear do not drive faster than 25 mph in low gear. Upshifts from low gear can be made only by manually shifting from "L" to one of the Drive positions.

*Do not shift to "L" at road speeds above 55 mph, because of the load imposed on the transmission.*

**"N". (Neutral).** When the transmission selector lever is placed in the "N" position, there is neither forward nor reverse gear engagement.

**"R". (Reverse).** Use the "R" position to back up. *When the vehicle is completely stopped, hold your foot on the brake pedal and pull the selector lever toward the steering wheel; move the lever to the "R" (Reverse) position.*

*Do not shift into reverse ("R") when the*

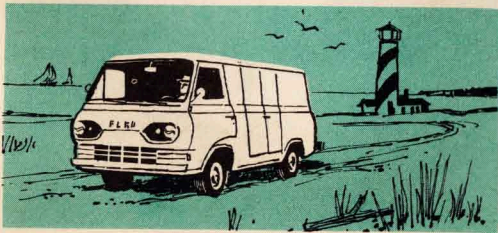
*vehicle is moving forward. Do not shift into a forward range when the vehicle is moving backward.*

**"P". (Park).** After the vehicle has fully stopped, apply parking brakes, then shift the selector lever to "P". This locks the rear wheels and the transmission, even with the engine running.



## TIPS FOR DRIVING ON SAND, SNOW OR ICE

Should it be necessary to drive your vehicle through loose sand or heavy snow the important thing is to **KEEP MOVING** steadily and not too fast. Shift to lower gear ("L" with automatic transmission) if required to keep the engine from laboring. If the wheels start to spin, let up on the accelerator — continued spinning will just cause them to dig in deeper. Sometimes "rocking" the vehicle will get you moving. To do this, hold a light pressure on the accelerator and shift back and forth between low and reverse gear ("L" and



"R" with automatic) timing the shift to build up a rocking motion of the vehicle. If you are still stuck after a minute or two of rocking, better have the vehicle pulled out to avoid overheating and possible damage to the transmission.

When driving on slippery or icy surfaces, avoid any sharp stops, starts, or turns. Think ahead to avoid situations where you will have to make any sudden maneuvers. When you need to stop, pumping the brake pedal gently will sometimes avoid skids. In starting off use

intermediate or high gear ("D2" with automatic) and accelerate gently. If you do skid, turn the wheels gently in the same direction you are skidding. If you have room, a **LIGHT** pressure on the accelerator may help to straighten you up.

Snow tires or chains often help where traction is poor. A bag or box of sand in the vehicle (and a scoop to spread it with) will frequently help you out of an annoying situation.

Avoid driving through flooded areas unless you are sure the water is no higher than the hubcaps. Shift into low gear and go through **SLOWLY**. Try your brakes as soon as you get across.





## FOR BEST ECONOMY

### 1. start gradually, accelerate gently

Jack rabbit starts and sudden bursts of speed are the main causes of excessive fuel consumption in ordinary driving. By accelerating more slowly, you'll need less power and gasoline to move the vehicle the same distance.

### 2. drive at moderate speeds

Your Ford's best economy is at moderate speeds. The faster you drive your vehicle, the greater your fuel costs.

### 3. drive at steady speeds

Wherever possible, vary your vehicle's speed as little as possible. The driver who jiggles the accelerator pedal, moving the vehicle in little bursts and pauses, is simply throwing away money.

### 4. avoid hard braking

Each brake application means the loss of much energy already consumed to get your vehicle up to speed. You'll save gas if, instead of rushing up to a red traffic light or stop sign,

you let up on the accelerator pedal so that the vehicle does most of the slowing down itself.

### 5. shut off ignition when parked

An idling engine uses a richer mixture to prevent stalling. And since the vehicle is not moving, the gasoline used is wasted. If you don't mind a slightly "rough" idle, idling speed adjustments slightly below normal will help.

### 6. tire pressures

Keep tires up to recommended pressures.

### 7. cooling system

The 185-195 degree thermostats installed in your vehicle at the factory will usually provide better fuel economy than the 160° thermostats used with alcohol-base anti-freeze.

### 8. carburetor accelerating pump

Adjust pump linkage to the leanest setting that will give the desired acceleration characteristics under prevailing climatic conditions. A slight sacrifice in acceleration can pay dividends in economy.

### 9. ignition timing

Have your dealer set your ignition to the maximum advance possible to suit the conditions under which you drive. He can "tailor" both the initial and automatic advance characteristics of your distributor to suit your driving conditions and fuel you normally use.

### 10. choke

Your vehicle has a manual choke, remember to push the control knob in as soon as the engine will run normally without it.

### 11. carburetor

If you will be driving mostly at altitudes over 3,000 feet above sea level and/or if you don't mind a slight loss of performance, your dealer can install slightly leaner jets in your carburetor which will improve gasoline economy.

### 12. keep your vehicle in condition

Have your Ford dealer regularly perform the Ford Quality Car Care maintenance operations called for on the coupons in the back of this book.

## OPERATION IN EXTREMELY COLD WEATHER

Your battery is your best friend under these conditions. Have the cells checked with a hydrometer at regular intervals and if the reading is below 1.250 specific gravity, have it charged. It is also a good idea to turn off your headlights when the engine is shut off or is idling. This prevents drain on the battery. Remember that the battery works overtime during the long hours of winter darkness. A little care will be more than repaid in satisfaction and reliability.

When parking your vehicle overnight, leaving it inside a garage, even if not heated, will prevent wind-chill and make morning starting much easier. Changing to a lighter grade engine oil (see lubrication specifications) also makes the starting easier under these conditions. When starting, if the engine fires but does not keep running, "pumping" the accelerator a few strokes sometimes provides the extra fuel needed to get it going. Be careful,

however, as too much "pumping" can "flood" the engine.

Whenever possible, it is good practice to let the engine run for a few minutes to warm up before you put it in gear and move off. Even light oils are more sluggish when very cold and a brief warm-up gives the oil time to circulate to all the vital moving parts of the engine. When you drive away, take it easy at first because the lubricants in transmission and axle are cold too and need time to circulate.

Check your anti-freeze protection regularly and watch the temperature indicator. Any sudden rise in the reading may indicate a freeze-up somewhere in the cooling system. Do not put cardboard or cloth in front of the radiator to get higher temperatures. If the temperature does not come up after a few miles of driving, have your dealer check the thermostat.

Frost on the outside glass surfaces is best scraped off with a plastic scraper. If the windshield wiper blades are frozen to the glass, free them gently to avoid damage to the rubber blades. In very cold weather, even the best windshield washer solvents will not prevent freezing, so it is a good idea to carry paper towels in the vehicle to wipe dirt and road splash from the glass, especially where salt is used on roads for snow and ice clearance. Washing the vehicle in cold weather sometimes gets water into locks and push-button latches where it will freeze and prevent the lock from working. The best preventative for this is frequent application of a good lock lubricant (like Rotunda Lock Lubricant) into keyholes and around push buttons. If your lock does freeze up, heating the key with a match before inserting it into the lock will sometimes thaw it out. Don't blow into the lock. The moisture in your breath will just freeze it tighter.



## THE FORD CAMPER

A new Camper Kit constructed of metal, which will convert Econoline and Falcon buses into general-purpose family recreation vehicles, is now available from Ford dealers.

The kit is available in red or blue and appears to be an integral part of the vehicle's structure, yet it can be easily removed by the owner if more load space is desired. The mattress-cushions are of polyfoam, covered with the same Ford vinyl as used on the front seats. The unit can sleep two adults and four medium-to-small children. It makes up into one large master bed running lengthwise for almost the entire length of the load space (well over six feet) and occupying the entire interior width (five and one-half feet), providing room for two adults and one child. A platform crosswise of the rear of the bus at window sill height sleeps two children.

A fourth child can sleep on a buffet-table

structure built over the engine cover. This structure also serves as a food preparation area and dining table, and as a seat when under way.

Set up for day use and for driving, the kit provides a full width cross seat. Whether arranged for day or night use, the kit extends no higher than window sill height, permitting maximum sleeping room and full vision during highway use. Generous storage space is provided in cabinets under the buffet and in smooth-operating metal drawers under the seat. Two large storage shelves are provided at the rear, accessible through the bus' rear double doors.

A folding shelf on the front side door holds a camp stove, and a compartment rear of the back seat is designed for a water tank holding up to twenty-five gallons.

This unit fits the Econoline (although most owners would probably want to put additional windows into it), the Econoline Window Van,

and the Falcon Station Bus, Club Wagon, and DeLuxe Club Wagon.

Present owners of Econoline and Falcon buses can purchase and install this option, as it fits models of all years. Full details and prices are available from your local Ford dealer.



## VEHICLE SPECIFICATIONS

### identification

The vehicle 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. The official Vehicle Identification Number for title and registration purposes is stamped on the body.

### general dimensions

Wheelbase .....	90	inches
Tread:		
Front .....	60	inches
Rear .....	60.24	inches
Over-all Length .....	168.33	inches
Over-all Width		
Pickup .....	75.00	inches
Van or Bus .....	75.76	inches

### approximate refill capacities

	U.S. Measure	Imperial Measure
Fuel Tank .....	14 gallons	11½ gallons

	U.S. Measure	Imperial Measure
Cooling System ...	10½ quarts*	8¾* quarts
Engine Crankcase ..	4½† quarts	3¾† quarts
Transmission:		
3-Speed Manual .....	3 pints	2½ pints
4-Speed Manual ....	4½ pints	3¾ pints
Automatic .....	7½ quarts	6¼ quarts
Rear Axle .....	2½ pints‡	2 pints‡
*includes 1.5 quarts for heater.		
†includes 1 quart extra required for filter replacement.		
‡heavy duty vehicle 4¼ pints (U.S.)		
engine		
Bore (Inches)		
144 CID .....		3.50
170 CID .....		3.50
Stroke (Inches)		
144 CID .....		2.50
170 CID .....		2.94
Taxable (SAE Horsepower) .....		29.4
Maximum Brake Horsepower		
144 CID .....	85 @ 4200 rpm	
170 CID .....	101 @ 4400 rpm	

### Maximum Gross Torque (Foot-Pounds)

144 CID .....	134 @ 2200 rpm
170 CID .....	152 @ 1800-2000 rpm
Compression Ratio .....	8.4:1
Cylinder Firing Order .....	1-5-3-6-2-4
Idle Speed .....	550-575 rpm
Fuel Requirements .....	Regular
Spark Plugs	
(Autolite) .....	FoMoCo No. B7A-12405-B
Spark Gap Width .....	0.032-0.036 inch
Distributor Point	
Gap Width .....	0.024-0.026 inches
Ignition Timing	
144 CID—Std. Trans .....	4°
170 CID—Std. Trans .....	4°
—Auto Trans .....	10°
Ignition timing requirements may vary depending upon locality, fuel, and operating conditions. For best economy and performance, the timing may be advanced to a point just short of audible detonation under load but not to exceed 5° over normal setting. Do not retard the initial advance beyond 2° BTDC for sub-standard fuels.	



## fuses (12 volts)

Circuit	Location	Fuse Number
Turn Indicator . . . .	Fuse Panel on Lights Switch	SFE-14
Radio (Manual) . . .	Fuse Panel on Lights Switch	SFE-7.5
Rear Parking and Dome Lamps . . . .	Fuse Panel on Lights Switch	3AG-15
Heater Fan . . . . .	Fuse Panel on Lights Switch	SFE-14
Spot Lamp . . . . .	Cartridge in Feed Wire	SFE-7.5
Headlamps . . . . .	Fuse Panel on Lights Switch	Circuit Breaker
Instrument Panel Lamp Rheostat . .	Cartridge in Feed Wire	1 AG-1 or AGA-1
Windshield Wiper Motor . . . . .	Integral with Switch	Circuit Breaker
Cigar Lighter . . . . .	Back of Lighter Socket	Reset Disc

## lights (12 volts)

Lamp	Wattage or Candle Power	Lamp Number
Headlight . . . . .	50-40 watts	6012
Parking and Front Turn Indicator . . . . .	4-32 cp	1157
Stop, Tail, and Rear Turn Indicator . . . . .	4-32 cp	1157
Rear License Plate . . . . .	4 cp	1155
Interior . . . . .	15 cp	1003
Speedometer and Odometer . . . . .	2 cp	1895
High Beam Indicator . . . . .	1.5 cp	1445
Oil Pressure Indicator . . . . .	2 cp	1895
Generator Indicator . . . . .	2 cp	1895
Radio Dial . . . . .	2 cp	1895
Interior Turn Signal . . . . .	2 cp	1895
Spotlight . . . . .	30 watt	4405

## tubeless tire pressures (cold)

Tire Size	Front	Rear
6.50 x 13-4PR PT*	28	28
7.00 x 13-6PR PT*	30	30

	Pounds	
	Front	Rear
7.00 x 13-8PR TT†	35	45
7.00 x 14-4PR PT*	28	28
7.00 x 14-6PR PT*	30	30
7.00 x 14-8PR TT†	35	35
*Passenger Type	†Truck Type	

## load capacities

### Maximum Payload Capacity

Wagon & Bus (with second and third seats)	1400 pounds
Van	1600 pounds
Pickup	1650 pounds
Van, Bus or Pickup (Heavy Duty)	2000 pounds

### Maximum Gross Vehicle Weight

Weight	4350 pounds
Heavy Duty	4850 pounds

### Load Volume Capacity

Wagon & Bus-204 cubic feet (without rear compartment seats)	
Van-204 cubic feet	
Pickup-73 cubic feet	

## LUBRICANT SPECIFICATIONS

### engine crankcase oils

#### oil viscosity

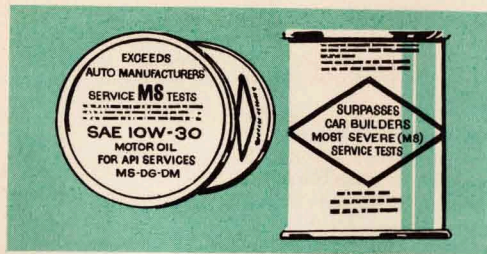
Use of SAE 10W-30 oil will provide the proper viscosity for all normal ranges of outside temperatures. For operation at sustained outside temperatures below  $-10^{\circ}$  F. a 5W-20 oil should be used.

#### oil quality

Use only oils which have been tested and certified by the maker as satisfying automobile manufacturers specifications for Engine Operating Sequence Tests for Service M.S. Ford Motor Company specification covering these tests is M2C27. These tests are defined by ASTM Committee D2 for Section G-IV of technical committee B and are published in the SAE Handbook.

These tests cover oil characteristics as follows:

Sequence I—Low Temperature Wear Prevention—(Cold Starts)



Sequence II—High Speed—High Temperature Wear Prevention

Sequence III—High Temperature Deposit Formation—(Varnish)

Sequence IV—Corrosion and Rust Prevention

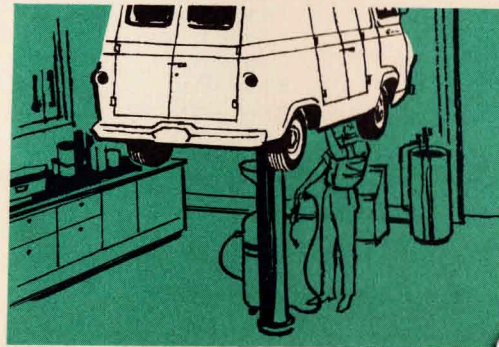
Sequence V—Sludge Formation

If engine oils are used which do not meet these requirements, it will be necessary to change oil more frequently than every 6000 miles or 6 months.

If you find it necessary to use an “MS” oil which is not certified by the marketer as hav-

ing passed the Engine Operation Sequence Tests, the addition of Rotunda Oil Conditioner (available at your Ford dealer) to the oil will satisfy the requirements.

Use of the right oil filter is also essential to good engine life and operation. See page 5. For 6000 mile filter change intervals, filters must meet Ford Specification ES-COAE-6714-A.





ITEM	PART NUMBER	PART NAME	FORD SPECIFICATION	ALTERNATE LUBRICANT
Body Hinges Brake Master Cylinder	Rotunda R113 Rotunda R103-A	Rotunda Silicone Lubricant Rotunda Super Heavy Duty Brake Fluid	ESB-M-1C93-A M-3833-D	— Alternate fluid must meet SAE J70B spec. for 70R3 type extra heavy duty fluid. Use a good high temperature No. 2 grade sodium soap grease.
Distributor Cam	—	Distributor Cam Grease	M-1C66-A	—
Distributor Wick and Bushing	—	Engine Oil—SAE 10W	—	—
Front Suspension and Steering Linkage	Ford C1AZ-19590-A	FoMoCo Ball Joint Grease	ESA-M-1C47-A	—
Front Wheel Bearings	Ford C2AZ-19585-A	FoMoCo Wheel Bearing Grease	M-4664 or ESA— M-1C60-A	—
Engine Cover Hinges and door latch rotors	Rotunda R113	Rotunda Silicone Lubricant	ESB-M-1C93-A	—
Lock Cylinders	Rotunda R117-A	Rotunda Lock Lubricant	ESB-M-2C20-A	—
Rear Axle	Ford C2AZ-19580-A*	FoMoCo or Rotunda Hypoid Gear Lubricant	M-2C28-B	**
Steering Gear Housing	Ford C3ZA-19578-A	FoMoCo Special Steering Gear Grease	ESW-M-1C87-A	A good lithium base grease No. 1 grade may be used to "add to" factory fill.
Seat Tracks	Rotunda R113	Rotunda Silicone Lubricant	ESB-M-1C93-A	—
Transmission (Automatic)	Rotunda R106-A	Rotunda Automatic Transmission Fluid	M-2C33-D	Only one quart of Automatic Transmission fluid marked Type A, Suffix A may be used to "add to" factory fill.
Transmission (Manual Shift)	Rotunda R139-A	Rotunda Manual Transmission Lubricant	M-568-D	Reputable SAE 80 grade mild extreme pressure type lubricant can be used to "add to" factory fill.
Universal Joints	Ford C1AZ-19586-B	FoMoCo Ball Joint Lubricant	ESA-M-1C47-A	Substitute must meet to Ford Specification.
Front Axle, Spindle Bolts, Clutch and Brake Pedal	—	Engine Oil—SAE 10W	—	—
Pivots, Gearshift Linkage	—	Engine Oil—SAE 10W	—	—
Acceleration, Brake, Transmission, and Clutch Linkage Pivots	—	Engine Oil—SAE 10W	—	—

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

\*\*If specified lubricant is unavailable, use FoMoCo Hypoid Gear Lubricant, Ford Part No. C1AZ-19580-E or F, meeting Ford spec. M-2C50-B for "adding to," not exceeding one pint in quantity.

## FORD QUALITY CAR CARE

The quality of maintenance your Ford car receives is just as important as the regularity with which it is serviced. To provide uniform quality in customer service, your Ford dealer and Ford Motor Company have cooperated in developing Ford Quality Car Care. One fundamental element of Quality Car Care is a national program of training for Ford Dealer Service Technicians, including both factory and dealer-sponsored schools. This Ford Training program is reinforced with a continuous follow-up of publications, slidefilms, charts and other service information, addressed directly to the Ford dealer, and averaging 4000 printed pages a year. No other service organization can possibly have as complete and as correct a knowledge of servicing your Ford as your Ford dealer and his Ford Service Technicians.

Other important factors contribute to Ford Quality Car Care. One is the use of Genuine FoMoCo or Rotunda parts or accessories in repairs. The reputation of Ford Motor Company in precision manufacture is well-known. FoMoCo and Rotunda service parts

and accessories are built to the same high standards of precision and quality as original equipment parts. Another factor is the use of Factory-designed or approved tools, developed and tested for use of Ford Dealer Service Technicians.

However, as stated above, Quality Car Care includes both **QUALITY** and **REGULARITY** of service. Ford Motor Company, Ford dealers, and Ford Service Technicians provide the quality; it is up to you, as a Ford Registered Owner, to provide the regularity of service which is the other, equally important half of Ford Quality Car Care. Read over the Quality Car Care Coupons which follow, and familiarize yourself with the maintenance periods and operations. Make a point of bringing your car to your Ford dealer at the specified time or mileage intervals.

### how to use Ford quality car care coupons

As a Ford Registered Owner, you are the real Quality Car Care Manager for your car. The Ford Registered Owner Plan of twice-a-year maintenance was conceived to make it easy for you to meet the responsi-

bilities of that position and to insure that your car will retain its value and its "total performance" throughout the time that you will be driving it.


Use the Ford Quality Car Care Coupons on the following pages to make proper care as easy as driving your Ford. Each 6 months or 6,000 miles, just fill out the appropriate Coupon, noting on it any extra work you would like performed, and take it and your car to your Ford dealer. As a Ford Registered Owner, you will receive courteous, preferential treatment and be charged reasonable and competitive prices. You also will have the assurance of quality workmanship, performed by factory-trained technicians, using factory-approved equipment and Genuine FoMoCo or Rotunda parts.

The certification by your Ford dealer on the reverse side of the stub of each Coupon will provide you with a permanent "Log Book" that will show you have **MAINTAINED THE VALUE OF YOUR CAR AT A CONTINUOUSLY HIGH LEVEL BY HAVING ALL OF THE RECOMMENDED FORD QUALITY CAR CARE MAINTENANCE SERVICES PERFORMED AT THE APPROPRIATE INTERVALS.**



**6,000-12,000 MILE  
FORD QUALITY CAR CARE SERVICES  
1964 ECONOLINE-FALCON BUS**

	6,000	12,000
Change engine oil and filter		
Clean and fill oil bath air cleaner		
Clean crankcase breather filter cap		
Clean positive crankcase vent system		
Clean distributor cap and rotor		
Clean and lubricate distributor cam		
Check battery state of charge		
Check transmission and rear axle lube level		
Check brake master cylinder fluid level		
Check steering system for looseness		
Check and adjust drive belt tension		
Check and adjust valve lash		
Check distributor points and adjust dwell		
Check and adjust ignition timing		
Cross switch tires		
Lubricate remote gearshift linkage fittings		
Lubricate universal joints and slip yoke		
Lubricate steering linkage		
Lubricate clutch and brake pedal pivot fittings		
Lubricate front axle spindle bolts		
Lubricate distributor bushing (oil cup)		
Lubricate linkage pivots and clevises		
Replace fuel filter		
Spark intensity test of each spark plug wire		

 Indicates not required at this mileage.

**12,000 MILE  
FORD QUALITY CAR CARE  
COUPON  
1964 ECONOLINE-FALCON BUS**

I authorize performance of the services specified on the stub of this coupon. I understand that I will be charged \$\_\_\_\_\_ for this work. There will also be a charge for additional lubricants required.

Please also perform the additional services I have listed on the back of this coupon.

Date \_\_\_\_\_

Owner Signature \_\_\_\_\_

**6,000 MILE  
FORD QUALITY CAR CARE  
COUPON  
1964 ECONOLINE-FALCON BUS**

I authorize performance of the services specified on the stub of this coupon. I understand that I will be charged \$\_\_\_\_\_ for this work. There will also be a charge for additional lubricants required.

Please also perform the additional services I have listed on the back of this coupon.

Date \_\_\_\_\_

Owner Signature \_\_\_\_\_

**6,000 MILE  
FORD QUALITY CAR CARE  
COUPON**

**1964 ECONOLINE-FALCON BUS**

Additional services requested.

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**12,000 MILE  
FORD QUALITY CAR CARE  
COUPON**

**1964 ECONOLINE-FALCON BUS**

Additional services requested.

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**FORD QUALITY CAR CARE CERTIFICATION**


This certifies that specified Ford Quality Car Care maintenance operations have been performed as indicated on the back of this stub. Additional work was performed as indicated below.

6,000 MILES	12,000 MILES
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<hr/>	<hr/>
Date _____ Mileage _____	Date _____ Mileage _____
Dealership Name _____	Dealership Name _____
Dealership Address _____	Dealership Address _____
Signed _____	Signed _____



**18,000-24,000 MILE  
FORD QUALITY CAR CARE SERVICES  
1964 ECONOLINE-FALCON BUS**

	18000	24000
Change manual transmission lube		
Change engine oil and filter		
Clean and fill oil bath air cleaner		
Clean crankcase breather filter cap		
Clean positive crankcase vent system		
Clean distributor cap and rotor		
Clean and lubricate distributor cam, bushing (oil cup)		
Check battery state of charge		
Check transmission and rear axle lube level		
Check brake master cylinder fluid level		
Check steering system for looseness (includes pre-load)		
Check generator or alternator output		
Check and adjust valve lash and distributor spark advance		
Check distributor points and adjust dwell		
Check and adjust ignition timing		
Cross switch tires and replace fuel filter		
Inspect brake linings		
Lubricate remote gearshift linkage fittings		
Lubricate universal joints and slip yoke		
Lubricate steering linkage		
Lubricate clutch and brake pedal pivot fittings		
Lubricate front axle spindle bolts		
Lubricate linkage pivots and clevises		
Repack and adjust front wheel bearings		
Replace breaker points		
Spark intensity test of each spark plug wire		
Take compression reading of each cylinder		

 Indicates not required at this mileage.

**24,000 MILE  
FORD QUALITY CAR CARE  
COUPON  
1964 ECONOLINE-FALCON BUS**

I authorize performance of the services specified on the stub of this coupon. I understand that I will be charged \$\_\_\_\_\_ for this work. There will also be a charge for additional lubricants required.

Please also perform the additional services I have listed on the back of this coupon.

Date \_\_\_\_\_

Owner Signature \_\_\_\_\_

**18,000 MILE  
FORD QUALITY CAR CARE  
COUPON  
1964 ECONOLINE-FALCON BUS**

I authorize performance of the services specified on the stub of this coupon. I understand that I will be charged \$\_\_\_\_\_ for this work. There will also be a charge for additional lubricants required.

Please also perform the additional services I have listed on the back of this coupon.

Date \_\_\_\_\_

Owner Signature \_\_\_\_\_

**18,000 MILE  
FORD QUALITY CAR CARE  
COUPON**

**1964 ECONOLINE-FALCON BUS**

Additional services requested.

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**24,000 MILE  
FORD QUALITY CAR CARE  
COUPON**

**1964 ECONOLINE-FALCON BUS**

Additional services requested.

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**FORD QUALITY CAR CARE CERTIFICATION**

This certifies that specified Ford Quality Car Care maintenance operations have been performed as indicated on the back of this stub. Additional work was performed as indicated below.

**18,000 MILES**

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Date \_\_\_\_\_ Mileage \_\_\_\_\_

Dealership Name \_\_\_\_\_

Dealership Address \_\_\_\_\_

Signed \_\_\_\_\_

**24,000 MILES**

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Date \_\_\_\_\_ Mileage \_\_\_\_\_

Dealership Name \_\_\_\_\_


Dealership Address \_\_\_\_\_

Signed \_\_\_\_\_



**30,000-36,000 MILE  
FORD QUALITY CAR CARE SERVICES  
1964 ECONOLINE-FALCON BUS**

	30,000	36,000
Change engine oil and filter		
Clean and fill oil bath air cleaner		
Clean crankcase breather filter cap		
Clean positive crankcase vent system		
Clean distributor cap and rotor		
Clean and lubricate distributor cam		
Clean engine cooling system		
Check battery state of charge		
Check transmission and rear axle lube level		
Check brake master cylinder fluid level		
Check steering system for looseness		
Check automatic transmission bands & adjust as necessary		
Check and adjust valve lash		
Check distributor points and adjust dwell		
Check and adjust ignition timing		
Cross switch tires		
Lubricate remote gearshift linkage fittings		
Lubricate universal joints and slip yoke		
Lubricate steering linkage		
Lubricate clutch and brake pedal pivot fittings		
Lubricate front axle spindle bolts		
Lubricate distributor bushing (oil cup)		
Lubricate linkage pivots and clevises		
Replace fuel filter		
Spark intensity test of each spark plug wire		

 Indicates not required at this mileage.

**36,000 MILE  
FORD QUALITY CAR CARE  
COUPON  
1964 ECONOLINE-FALCON BUS**

I authorize performance of the services specified on the stub of this coupon. I understand that I will be charged \$\_\_\_\_\_ for this work. There will also be a charge for additional lubricants required.

Please also perform the additional services I have listed on the back of this coupon.

Date \_\_\_\_\_

\_\_\_\_\_  
Owner Signature

**30,000 MILE  
FORD QUALITY CAR CARE  
COUPON  
1964 ECONOLINE-FALCON BUS**

I authorize performance of the services specified on the stub of this coupon. I understand that I will be charged \$\_\_\_\_\_ for this work. There will also be a charge for additional lubricants required.

Please also perform the additional services I have listed on the back of this coupon.

Date \_\_\_\_\_

\_\_\_\_\_  
Owner Signature

**30,000 MILE  
FORD QUALITY CAR CARE  
COUPON**

**1964 ECONOLINE-FALCON BUS**

Additional services requested.

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**36,000 MILE  
FORD QUALITY CAR CARE  
COUPON**

**1964 ECONOLINE-FALCON BUS**

Additional services requested.

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**FORD QUALITY CAR CARE CERTIFICATION**

This certifies that specified Ford Quality Car Care maintenance operations have been performed as indicated on the back of this stub. Additional work was performed as indicated below.

30,000 MILES	36,000 MILES
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<hr/>	<hr/>
Date _____ Mileage _____	Date _____ Mileage _____
Dealership Name _____	Dealership Name _____
Dealership Address _____	Dealership Address _____
Signed _____	Signed _____



## 1964 SERVICE LITERATURE

The Ford publications shown on the reverse side can be purchased by filling out the order form and mailing it with check or money order to Ford Service Publications. Post Office Box 7750, Detroit 7, Michigan

IMPORTANT: THIS IS YOUR SHIPPING LABEL: PLEASE PRINT CLEARLY

Tear out along this line

From...



**SERVICE PUBLICATIONS**

POST OFFICE BOX 7750

DETROIT 7, MICHIGAN

**FOR:**

**NAME** \_\_\_\_\_

**STREET ADDRESS** \_\_\_\_\_

**CITY, ZONE, STATE** \_\_\_\_\_

**POSTMASTER:** This parcel may be opened for postal inspection if necessary. Return postage guaranteed.

QUANTITY	FORM NO.	DESCRIPTION	PRICE EACH
	7098-64	1964 Ford Shop Manual .....	\$ 3.75
	7750-64	1964 Thunderbird Shop Manual .....	3.50
	7780-64	1964 Falcon Shop Manual .....	3.50
	7780-62	1962 Fairlane Shop Manual .....	4.00
	7780-63*	1963 Fairlane Shop Manual Supplement. . .	2.25
	7780-64*	1964 Fairlane Shop Manual Supplement. . .	2.75
	7766-61	1961 Econoline and Falcon Bus Shop Manual .....	3.25
	7766-63*	1962-63 Econoline and Falcon Bus Shop Manual Supplement .....	2.00
	7766-64*	1964 Econoline and Falcon Bus Shop Manual Supplement .....	2.25
	7202-64	1964 Ford Service Specification Booklet. . .	.50
	7514-64	1964 Quick Reference Parts and Accessories Catalog .....	1.00

\*Previous year model manual must be ordered with this supplement to obtain complete coverage.

All orders will be mailed within 10 days of order. Please allow ample time for postal service.

A complete list of Ford Motor Company service publications can be obtained upon request from the Ford Publication Department, P.O. Box 7750, Detroit 7, Michigan.

### PRICES SUBJECT TO CHANGE AFTER JANUARY 1, 1964

NOTE: Purchasers outside Domestic U.S.A. must add 30¢ to each Publication for mailing expense. Funds MUST be payable in U.S. Currency.

Michigan Purchasers Add 4% Sales Tax

Signature of Purchaser\_\_\_\_\_

Street Address\_\_\_\_\_

City and State\_\_\_\_\_



## FOR HIGHWAY COMFORT AND SAFETY

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 only while the car is not moving, though, because sudden movement of your body forward might prove dangerous.

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 stiffness in your finger muscles as you gripped the steering wheel? If so, you may now 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.

By all means, stop every couple of hours for coffee, a cold drink, or just to get out and s-t-r-e-t-c-h. The time it takes will be more than made up in comfort and added alertness.

And when you get into the car—FASTEN YOUR SEAT BELTS. They are added protection against the contingency that you cannot foresee.

## TOWING A TRAILER

A large percentage of trailers can be hauled with the conventional car, with no special equipment, except a proper hitch. These range from the simple utility or luggage trailers, to campers, boat trailers, and medium size vacation travel trailers.

Trailers are classified into three groups.

1. The light trailer such as campers, luggage trailers, and normal size boat trailers, fully loaded weight of less than the car weight.
2. Heavy trailers such as heavy boat trailers and travel trailers, fully loaded weight up to that of the towing car.
3. Trailers exceeding the weight of the car.

In the first classification no special equipment is required except a good reliable hitch. However, in the second and third classifications care must be exercised, both relative to the towing vehicle specifications and hitch recommendations. Your Ford dealer will assist you in obtaining the required special equipment necessary to tow trailers in the second and third classifications.

### trailer hitch

Equalizing frame hitch should be installed on all cars which are pulling a trailer, either travel trailer or boat trailer, where the tongue load exceeds 200 pounds. This type of hitch equalizes the tongue load over both the trailer wheels and to both rear and front wheels of the towing vehicle and enables the trailerist to level his car and trailer to the correct position for proper handling.

When hitching your trailer to your car use the trailer jack to lift the trailer tongue above the towing ball on your car, and lower over the ball and lock in position. The front of the trailer should be  $1\frac{1}{2}$  inches higher than the back end of the trailer when traveling on the highway. This is accomplished by the equalizing type hitch, and your car should remain level.

### backing up a trailer

A little practice of course is necessary to back up a car and trailer combination. A simple rule is to

place your hand at the bottom of the steering wheel, and turn the wheel in the direction you want the back end of the trailer to go.

### passing

Always remember that you have a long vehicle behind you. When passing on the highway allow ample room to compensate for the extra trailer length, and the slower maneuverability encountered when pulling the trailer. Allow the right-of-way to faster vehicles.

### overheating

When driving in hilly terrain or mountains where the inclines are long or steep, avoid overheating your engine or transmission. This can be avoided by downshifting manually to low gear. Should overheating occur; stop, park the car, put the transmission in neutral, and run the engine at a fast idle until the temperature returns to normal.



## INDEX

Accessories .....	37
Air Controls .....	34
Ash Trays .....	28
Bus Camper .....	51
Cigar Lighter .....	29
Controls .....	25
Conventional Transmission ..	44
Cruise-O-Matic Drive .....	46
Door Handles and Locks....	32
Engine Cover Opening.....	33
Fuel Filler Locations.....	33
Fuel Recommendations .....	7
Fuel Gauge .....	26
Fuses .....	18

Gauges .....	26
Generator Indicator .....	27
Heater .....	34
Instruments .....	25
Ignition Switch .....	26
Key .....	26
Light Switch .....	27
Locks .....	33
Maintenance	
Beauty Maintenance .....	12
Cooling System Care .....	17
Electrical System Care....	18
Maintenance Coupons .....	57
Mechanical Maintenance..	14

Other Maintenance .....	16
Owner's Responsibilities ...	3
Regular Maintenance .....	5
Tire Care and Stowage....	20
Odometer .....	26
Oil Indicator .....	27
Parking Brake .....	30
Pushing .....	24
Quality Care .....	56
Radio .....	36
Seats .....	31
Seat Belts .....	31
Shifting Gears .....	44
Specifications .....	52

Starting the Engine .....	42
Switches .....	25
Temperature Gauge .....	26
Tire Pressures .....	53
Tire Stowage .....	21
Towing .....	24
Trouble Diagnosis .....	22
Turn Indicators .....	28
Warranty	
Battery Warranty .....	4
New Car Warranty .....	2
Tire Guarantee .....	4
Warranty Explanation ....	3
Window Controls .....	32
Windshield Wiper and Washer	29

The descriptions and specifications contained in this manual were in effect at the time the book was approved for printing. Ford Division of Ford Motor Company, whose policy is one of continuous improvement, reserves the right to discontinue models at any time, or to change specifications or design, without notice and without incurring obligation.

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.

# Total performance engineering puts extra value in your '64 Ford-built car or truck...

## Here are two good ways to always keep it there!



### 1. ALWAYS USE GENUINE FORD REPLACEMENT PARTS

The best way to keep your Ford-built car or truck running like new is to insist on Genuine FoMoCo and Rotunda replacement parts . . . precision-made parts engineered to the same high quality standards established for Ford original equipment. This is especially important if you are to enjoy the maximum benefits of Ford's more carefree Twice-a-Year Maintenance. For example, the highly efficient depth-type Rotunda oil filter on your new Ford car or truck is *the* oil filter that made the 6,000-mile or 6-month oil change interval possible . . . and because all genuine Ford parts are made right—to fit right—to last longer, you'll find it pays to keep your Ford-built car or truck *all* Ford with Genuine FoMoCo and Rotunda Parts.



### 2. BRING YOUR FORD BACK HOME FOR SERVICE

The men at your Ford dealership know your Ford best, so it stands to reason they can service it best. As Ford Quality Car Care service specialists, they have the special tools and equipment, genuine parts and Ford know-how to keep your new car in top operating condition. They value your business and look forward to servicing your present Ford today . . . your future Fords tomorrow.

## Your 1964 Ford-built car or truck needs so little care, it's just good sense to give it the best

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