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F O R D

T A X I

C A B S





# FOR 1964 ... THE BEST QUALITY FORD TAXI CABS EVER BUILT—Three new series offer more economy, comfort and convenience



## '64 Ford Custom 4-Door Sedan

wheelbase.....119.0"  
length, o.a.....209.8"  
width, o.a.....80.0"  
turn diameter.....41.0"  
front tread.....61.0"  
rear tread.....60.0"  
trunk luggage volume  
(cu. ft.).....17.1  
curb weight (lb.).....3770



## '64 Fairlane 4-Door Sedan

wheelbase.....115.5"  
length, o.a.....197.6"  
width, o.a.....72.2"  
turn diameter.....40.0"  
front tread.....57.0"  
rear tread.....56.0"  
trunk luggage volume  
(cu. ft.).....14.1  
curb weight (lb.).....3235

## '64 Ford Custom 500 4-Door Sedan

Same specifications as Ford Custom Sedan (page 2) except curb weight—3810 lb.



*Ford-engineered to combine fare-attracting appeal with budget-holding fleet savings*

## *You start to save when you buy*

Ford's better-than-ever 1964 taxicabs give cab owners and fleet operators top quality plus tightfisted control of over-all costs. Your first cost (car with desired taxi option package) can be less than that of any other full-size taxi when you take advantage of Ford's low prices. Operating costs are held way down by the inherent fuel economy of Ford short-stroke engines. And you'll find that maintenance costs have never been lower because Ford's service-saving features eliminate many of the routine "shop visits" that tie up cabs and waste fare-earning time.

## *Passenger-pampering features build business*

Cab-riding patrons will be quick to pick Ford as their "best ride" favorite. You can offer them outstanding taxicab convenience and all-around comfort with Ford's wide, easy entrance doors; Automatic Doorman assist springs; plenty of full-size roominess inside for relaxed seating; foam-cushioned Posture-Perfect seats, scientifically "comfort-angled"; fully insulated and weather-sealed body; quick-loading, large-volume trunk and the softest-riding taxicab in Ford history, plus other refinements that add up to more satisfied customers.

Never before has Ford offered such high quality in its traditionally fine taxicabs. Three new '64 series: Ford Custom, Ford Custom 500, and Fairlane bring you a full array of cost-cutting, service-saving features plus the durability and operating economy that is so important to profitable taxicab operation.

And there's new convenience, comfort and safety for passengers with Ford's improved quietness, riding comfort and over-all sturdiness developed in the world's most punishing performance events. '64 Fords are substantially heavier at critical points like frame, body, and suspension than other cars in their price class. Even the bumpers are made of thicker, stronger steel!

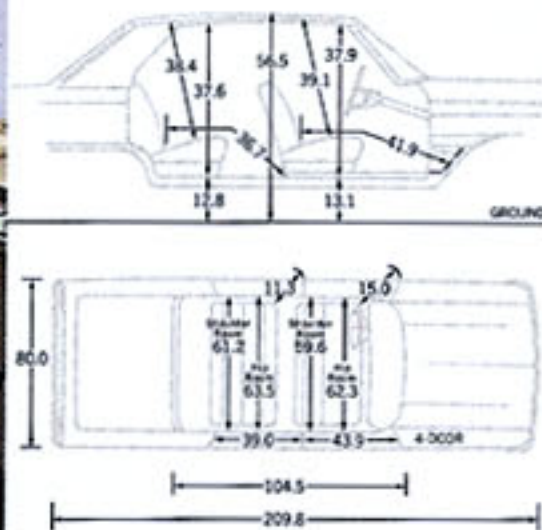
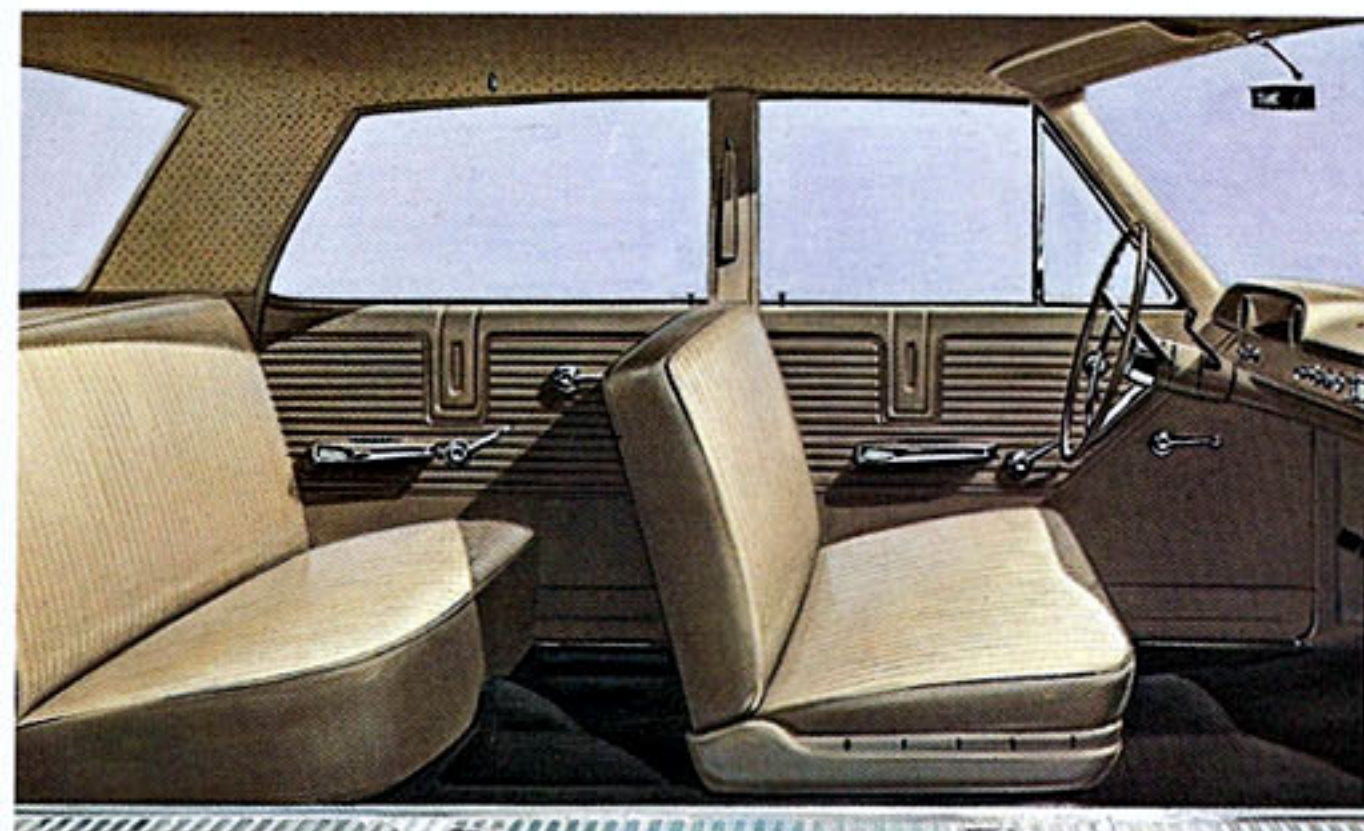
Ford taxi engineering features include heavy-duty front suspension design with mono-pivot, reinforced lower front suspension arms; heavy-duty, 6-leaf rear springs and heavy-duty rear axle wheel bearings to stand up to the demands of tough taxi duty.

The time-proved Ford Taxi Special Six engine provides good fuel economy and long-life durability with its economy carburetor, heavy-duty crankshaft bearings, gear-driven camshaft and other taxi-duty features.

Ford's well-known interior roominess and superb riding qualities are continued with refinements that bring more fares your way. And you can earn even more by saving on your initial investment. Be sure to ask your Ford Dealer about his special Ford taxi package prices.



# FORD TAXICAB CUSTOMER-CONVENIENCE FEATURES INVITE MORE FARES



*There's deep-seated comfort and stretch-out room for passengers and driver alike . . .*

Generous roominess inside Ford taxicabs greets your customers as they enter. Seated, they ride in the foam-cushioned comfort of Ford's heavy-duty full-depth Posture-Perfect seats. Upholstery with taxi packages is attractive leather-grained two-tone vinyl . . . a trim that's long-wearing, easy to clean, and fade resistant.

All-vinyl headlining, vinyl-covered door panels and vinyl-coated, molded-rubber floor mats make "house-keeping" easy. Diagrams show the dimensions that give Ford the edge over other taxicabs in the vital interior "comfort-zone." It's the combination of big car size and comfort that makes Ford a favorite with cab users.

## Ford Taxi Special Six Runs Longer On Less



displacement . . . . .223 cu. in.  
horsepower . . . . .138 @ 4200 rpm  
torque, lbs-ft. . . . .203 @ 2200 rpm  
compression ratio . . . . .8.4 to 1

Here's plenty of smooth-flowing power for all kinds of taxicab service, plus durability that keeps cabs out where the customers are. The Ford Taxi Special Six is easy on gas too—short or long runs—idling, fuel consumption is surprisingly low. Cost-conscious managers will appreciate the many durability and service-saving features standard on the Special Six. There's an economy carburetor; solid valve lifters; super-fitted pistons with chromed top rings; heavy-duty main bearings of copper-lead alloy; permanent-type oil-bath air cleaner; heavy-duty fuel pump; gear-driven camshaft; disposable cartridge-type Full-Flow oil filter and many other features specially engineered for taxi operation.

### ENGINE FEATURES



**Free-Turn Valves**, both intake and exhaust, reduce warping and sticking; extend valve life. Solid, hardened-alloy steel lifters give smooth, positive operation at all speeds.



**Full Economy Carburetor** controls fuel/air mixture exactly for maximum economy at all speeds. Also has positive-action manual choke and adjustable accelerator pump.

### TRANSMISSIONS

**Ford Synchro-Smooth Drive Manual Transmission** is fully synchronized in all three forward speeds to permit smooth shifting, even in low gear. Over-drive is optional.

**Cruise-O-Matic Transmission** adds extra smoothness of Ford's automatic 3-speed shift for lurch-free driving and easier traffic maneuvering. Reduces driveline wear and tear.

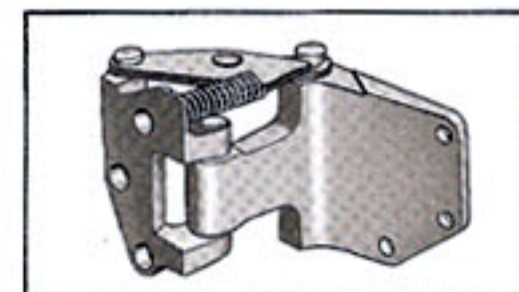
*Ford taxicabs are easier to enter . . .*



**Large Door Openings** and doors that swing wide are convenient for young or old. Ford taxi passengers enter and leave easily, without strain or exertion.



**Generous Entrance Foot Room** into rear compartment with curved seat cushion contour and wide space at floor helps passengers step in or out easily.

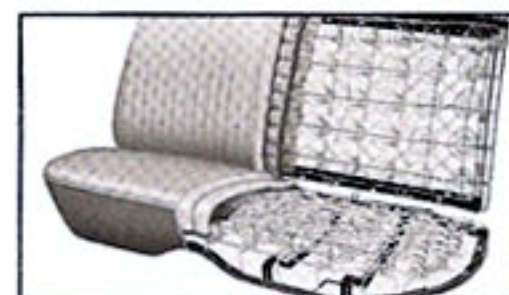


**Automatic Doorman** feature helps to swing rear doors open and closed with special assist springs. Also holds doors in full-open position when desired.

*Easier to leave . . . Safer to ride in . . .*



**Full-Size Door Controls** are conveniently located and well-proportioned for easy operation. Simple push-button locks add extra rear compartment safety.



**Heavy-Duty Springs** in Ford taxi seats give extra support and resist unsightly sagging. Thick padding in cushion and back helps to keep seat comfortable.

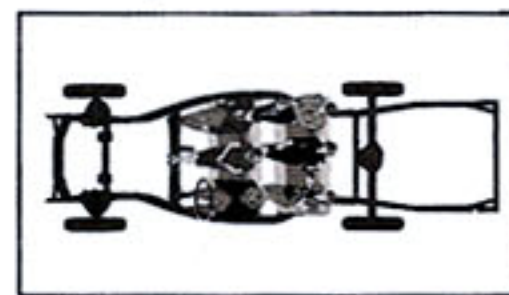


**Posture-Perfect Seats** provide a 23° seat angle, scientifically determined as best for most comfortable seating. Driver's seat adjustable a full 5 inches.

*And fleet-engineered to keep . . .*



**Safety-Yoke Door Latches** close securely and quietly. Self-centering latching action helps keep door in alignment, resists looseness and rattling.



**Safety-Contour Frame** carries occupants in sturdy box-type frame protection area, more resistant to side impact than X-type frames without siderails.



**Large, Lighted Trunk** with 17 cubic feet of luggage volume. Wide, counterbalanced lid gives easy access. Attractive floor mat guards against scuffing.

*Service costs lower than ever . . .*

- ★ 36,000-Mile (or 3-Year, whichever comes first) Chassis Lube Interval covers steering linkage, universal joints and front suspension system; front wheel bearing check every 24,000 miles (repack as required); minor lubes every 3,000 miles\*; body lubes as required
- ★ 3,000-Mile (or 3-Month) Oil and Oil Filter Change schedule meets requirements of heavy-duty taxi service\*
- ★ 36,000-Mile (or 2-Year) Coolant-Antifreeze is available factory-installed, eliminates seasonal changes, flushing

- ★ Oil-Bath Air Cleaner features heavy-duty cleaner element that needs attention only at 6,000-mile (or 6-month) intervals\*
- ★ 24,000-Mile (or 2-Year) Fuel Filter Element helps keep carburetor clean, reduces danger of flooding or clogging\*
- ★ Fully Aluminized Muffler is rear-frame mounted, double-wrapped, longer-lived than ordinary uncoated mufflers
- ★ Long-Life Lamp Bulbs lower costs of frequent parking and taillight replacement,

- reduce hazards of unnoticed burn-outs
- ★ Rust-Resistant Body includes zinc-dip galvanized rocker panels and zinc-primer-protected body members
- ★ No-Wax Diamond Lustre Finish holds its hard-gloss enamel brilliance with routine cleaning, keeps new looking longer
- ★ No 1,000-Mile Break-In Oil Change—Ford's heavy-duty maintenance schedule and regular 3,000-mile (or 3-month) oil interval and oil filter changes are all that's required\*

\*Rated to meet the service requirements of heavy-duty taxi operations



# '64 FORD...SMOOTHER, STRONGER, STEADIER THAN ANY OTHER TAXICAB IN ITS PRICE CLASS

In line with Ford's policy of continuing improvement, 1964 Ford taxicabs are better built with a safer, smoother ride than ever. The solid sound of '64 doors closing gives impressive evidence of built-in quality. Wherever you look, the quality is there, whether visible or "underneath." 1964 Ford taxicabs give you the best value for your money because they are truly built better all around.

## BODY HIGHLIGHTS

- Tandem-Action Electric Windshield Wipers** give powerful, constant-speed wiping action.
- Extensive Body Insulation and Sound-Deadening Materials** surround the passenger compartment to add a new quietness and solid feeling.
- Large Trunk Space** holds 17 cubic feet of luggage; has lining and mat to protect bags. Deck lid is a full 5 feet wide for easy access.
- Cowl-Aire Ventilation** provides fresh air with less chance of dirt or fumes entering the car.

- Window Seals** on doors protect window and door lock mechanisms from water damage.
- Reinforced Roof Panel** dual-hat section center brace adds extra strength and rigidity.
- Rust-Resistant Body** has galvanized rocker panels and zinc-rich primer for rust protection. Diamond Lustre Enamel finish and bright-metal trim help keep the new-car look longer.
- Double-Paneled Hood** reduces flutter and vibration with welded inner and outer sections.
- Silent-Grip Body Mounts** of butyl rubber isolate vibration for more comfortable ride.
- Standard Lifeguard Safety Equipment** includes deep-dish, 3-spoke steering wheel; Safety-Yoke door latches, shatter-resistant mirror, and seat belt anchors (front only).

## CHASSIS HIGHLIGHTS

- Wide-Contoured Safety Frame** helps protect all occupants within flared sidersails solidly welded to five sturdy crossmembers.
- Heavy-Duty, Manually Adjusted Brakes** with air-groove cooled drums and bonded linings (234 sq. in.) are provided in taxi packages designed for longer life in taxi operation.

**Wide-Tread Design** with a full 61-inch front tread and link-type stabilizer bar on front suspension for a smooth, controlled ride.

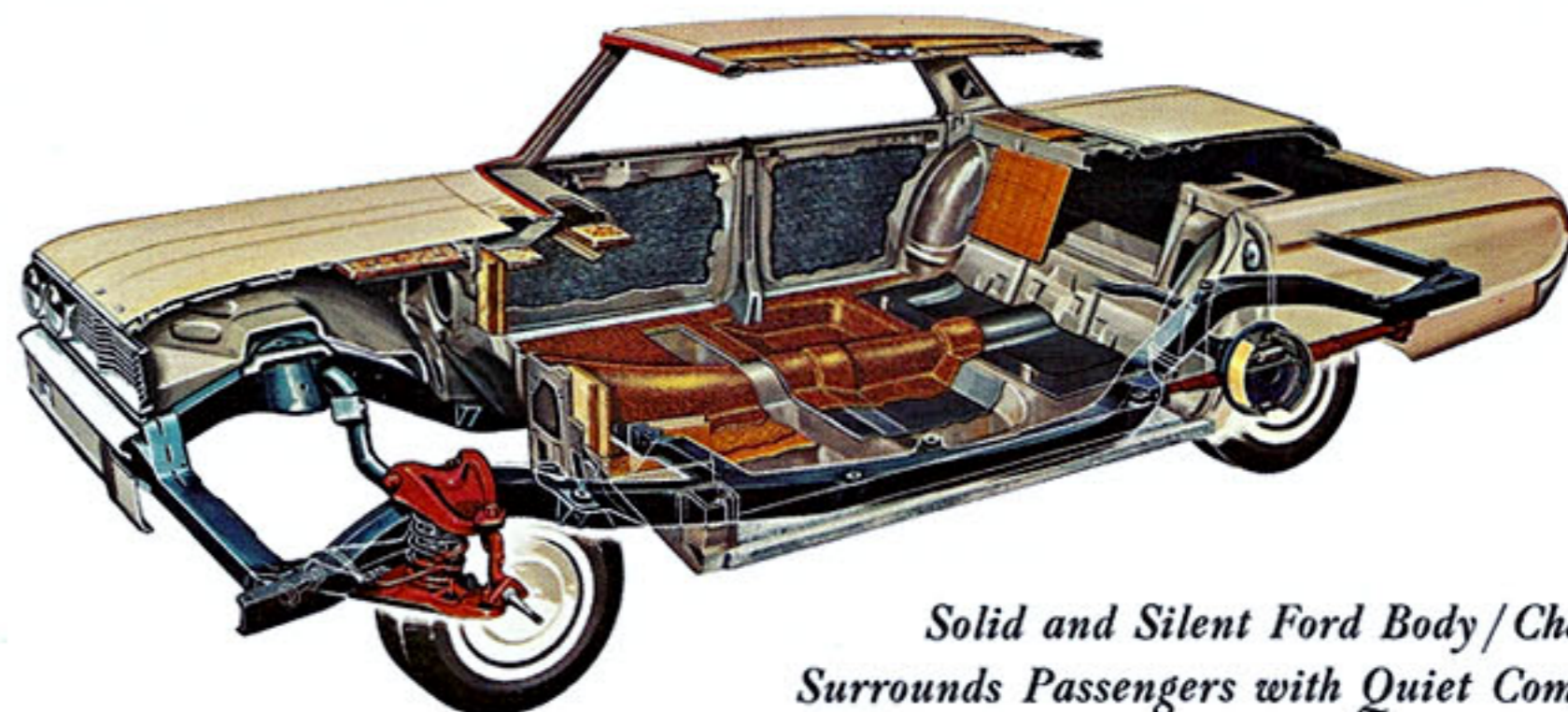
**Anti-Squat, Anti-Dive Levelized Rear Suspension** has leaf-type rear springs with tension-type rear shackles. Heavy-duty springs and shock absorbers are both standard taxi package options; featuring 6-leaf rear springs with improved fatigue resistance.

**Magic-Circle Steering** 30 to 1 ratio gives smooth, low-effort turning control. Flexible steering-shaft coupling helps reduce vibration and road shock at steering wheel.

**Precision-Balanced, One-Piece Driveshaft** has two universal joints; equipped with pressure fittings. Lube intervals: 36,000 miles (or 3 years).

**Deep-Offset Rear Axle Pinion** is straddle-mounted for extra strength. Truck-type axle housing and large axle-shaft wheel bearings which add extra durability.

**Heavy-Duty Taxi Front Suspension** has reinforced lower arm for extra impact resistance when striking curbs. Upper arm inner bushings have pressure lubrication fittings.



*Solid and Silent Ford Body/Chassis Surrounds Passengers with Quiet Comfort*

## FACTORY-INSTALLED PACKAGES AND OPTIONS

*Available with Custom and Custom 500 Taxicabs*

The Ford Custom and Ford Custom 500 Taxi Packages meet most taxi requirements and are available at low kit prices. Separate or additional optional equipment items are also available.

### STANDARD TAXI PACKAGE

- Heavy-Duty Front and Rear Seats with Heavy-Duty Springs and Padding (formed foam rubber front and foam rear padded cushions)
- Two-Tone Embossed Metallic Gold Beige with Medium Beige All-Vinyl Upholstery and Trim Set
- Taxi Special Six Engine (138 hp)
- Manual 3-Speed Fully Synchronized Transmission (or Overdrive or Cruise-O-Matic Transmission—at RPO price in addition to package)
- Heavy-Duty 11-Inch Clutch (standard transmission)
- Lubricator-Fitted Driveshaft
- Heavy-Duty Bonded Brakes, Manually Adjusted Type (wear-resistant 234-sq. in. linings)
- Rear Door Glass Stabilizer Bracket
- Dual Wiring for Roof Light (with hole in roof panel)
- Silver Contact Points in Headlamp Switch

### EXPANDED TAXI PACKAGE

- Standard Package Above Plus:
- Rear Arm Rests and Ash Receptacle in Front Seat Back (Custom)
- RH Rear Door Metal Pull Handle
- Assist Straps (rear)
- Heavy-Duty Floor Mats, Front and Rear (black rubber)
- 4-Door Operated Dome Light with Instrument Panel Warning Light (lights red when any door is opened)
- 40-Amp. HD Low Cut-In Generator with Dual Belt Drive (Package A) or 40-Amp. Alternator with Dual Belt Drive (Package B)—Specify Package Desired
- 70 Amp-Hr Heavy-Duty Battery
- Heavy-Duty Springs with Heavy-Duty Shock Absorbers, Front and Rear (upper arm shaft and bushing assembly has lube fittings; lower suspension arm is reinforced)

- OTHER OPTIONS**
- RPO—Monthly Schedule Items**
  - Air Conditioner, Ford\*
  - Brakes, Power, Swift Sure
  - Clock, Electric, Self-Regulating
  - Glass, Tinted (windshield only or all around)
  - Light Group, Courtesy—includes glove box light, ash tray light, trunk light, parking brake warning light, backup lights, and courtesy light switches (for dome light) on all four doors (except standard on front doors of Custom 500)
  - Mirror, Rearview Outside, Remote Control (left side)
  - Paint, Two-Tone
  - Radio AM, Push Button (all-transistor)
  - Radio AM/FM, Push Button (all-transistor)
  - Safety Package "A"—Padded Instrument Panel and Cushioned Visors
  - Seat, Power, Front
  - Steering, Power, Master-Guide
  - Tires, Tubeless 7.50 x 14 4-pr. BSW
  - Transmission, Cruise-O-Matic
  - Transmission, Overdrive (not available with HD clutch)
  - Wheel Covers, Full Stainless Steel
  - Windshield Wipers, Electric 2-Speed and Windshield Washer
- LPO—Limited Production Items**
  - Alternator Options—42-Amp. Semi-Pancake Type or 40-Amp. Regular Type or 60-Amp. HD Pancake Type with Built-In Silicon Rectifier (dual belt drive)
  - Arm Rests, Rear (Custom)
  - Ash Receptacle in Front Seat Back (Custom)
  - Brakes, Heavy-Duty (with bonded wear-resistant linings)
  - Clutch, Heavy-Duty (standard transmission)
  - Fan, Extra-Cooling
  - Generator Options—40-Amp. HD Low Cut-In—Single or Dual Belt Drive
  - Lights, Backup
  - Light, Dome—4-Door Operated with Instrument Panel Warning Light (lights red when any door is opened)
  - Mats, Floor Heavy-Duty, Front and/or Rear (black rubber)
  - Mirror, Inside Non-Glare
  - Mirror, Outside-Mounted Full-View (left or right side)

- Radiator, Extra-Cooling
- Radio Noise Suppression Equipment
- Seats, Extra-Heavy-Duty Front and Rear Using Extra-Heavy-Duty Springs in Cushions and Backs with Foam Padding in Cushions
- Suspension, Heavy-Duty with Heavy-Duty Shock Absorbers, Front and Rear
- Upholstery and Trim Set—Two-Tone Embossed Metallic Gold Beige/Med. Beige All-Vinyl
- Wheels, 15" and 6.70 x 15 or 7.10 x 15 4-pr. Tubeless or Tube-Type or 7.10 x 15 6-pr. Tube-Type BSW Rayon Tires
- Wiring, Dual for Roof Light (with hole in roof panel)
- Deletion of MagicAire Heater†

### DSO—Special Order Items

- Alternator Options—60-Amp. HD Standard or EHD Types with Built-In Silicon Rectifier
- Generator Options—40-Amp. Standard Type or 60-Amp. Heavy-Duty Type
- Light, Glove Box and Front Ash Tray
- Light, Special Map (auxiliary lamp under instrument panel)
- Spotlight, Visor-Type with Mirror
- Throttle, Hand, Locking-Type
- Trunk Lid Release (front driver's seat)

### Dealer Installed Items

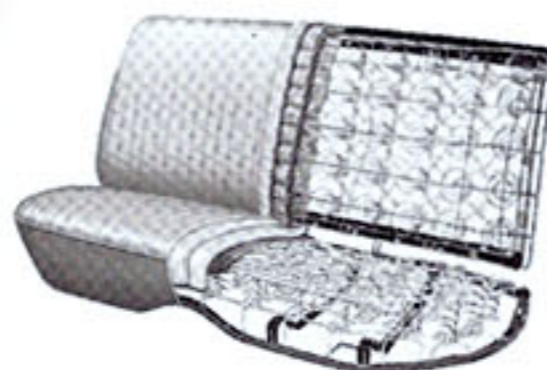
- Antenna, Deluxe, Rear
  - Belts, Safety Seat
  - Extinguishers, Fire
  - Guards, Bumper, Front and Rear
  - Washer, Windshield
  - Plus many other customary accessories
- \*Also dealer installed.  
†Heater is installed during production unless otherwise specified. If deleted, an appropriate price reduction is made.

### Explanation of Terms

- RPO**—Regular Production Option. Equipment advertised nationally and available without delay in production.
- LPO**—Limited Production Option. Equipment generally used only by fleet and commercial accounts. Slight delays possible.
- DSO**—Domestic Special Order. Specific procurement, with time necessary to fill order.

\*DSO Bracket required for generator or alternator when Ford Air Conditioner is installed

## Recommended Heavy-Duty Options



**HEAVY-DUTY SEATS** with extra-duty springs and thick padding (cushions: formed foam front, foam rear). Heavy-duty embossed all-vinyl upholstery is available in attractive two-tone metallic gold beige with medium beige.

**HEAVY-DUTY BRAKES** have big 234-sq. in. long-wearing bonded linings. Grooved drums have large cooling surface for efficient heat dissipation—better fade resistance. Taxi package heavy-duty brakes are manually adjusted.

**HEAVY-DUTY SUSPENSION** has new mono-pivot reinforced design, heavier-gauge front coil springs, reinforced lower suspension arms, 6-leaf rear springs and large capacity, specially calibrated shock absorbers to provide long service life.

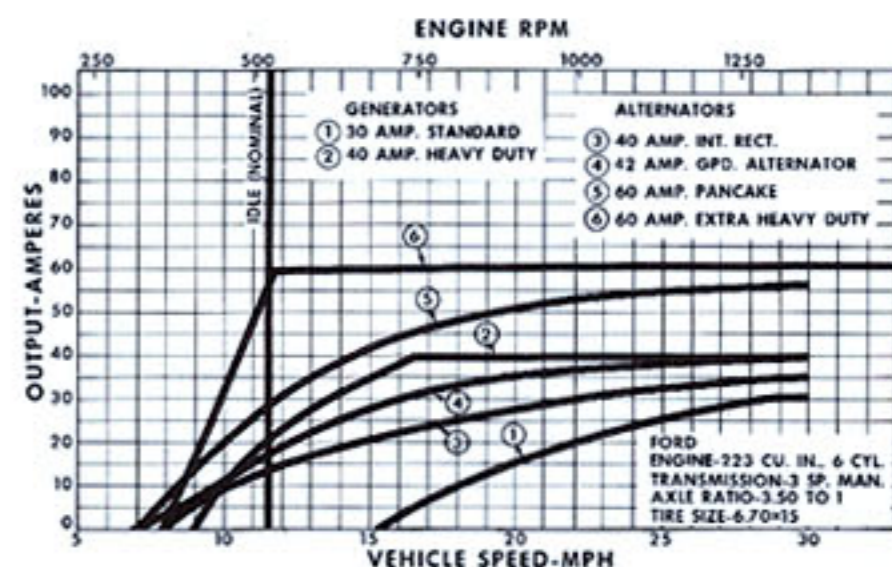
**HEAVY-DUTY 11-INCH CLUTCH** is designed for tough, demanding taxi usage with thicker facings, stronger springs, and low-friction needle bearings at release lever pivots. Ball-type release bearing has a pressure-lube fitting.

## Alternator-Generator Selection

Generating systems must supply the total electrical load requirement for average driving speed plus sufficient output to charge the battery. By adding appropriate constant and intermittent load items from the table below, you can estimate the total load for your vehicle. In totaling intermittent loads, use only a percentage of each load figure that represents its normal time in use (full time 100%, 1/2 time 50%, etc.). System output characteristics should closely match vehicle operation. Curves at right show alternator and generator cut-in or low-speed characteristics, performance curve slope, and rated current output as related to vehicle speed.

### AVERAGE AMPERE-DRAW FOR ELECTRICAL EQUIPMENT

Constant-Load Equipment:	2-Way Radio (stand-by)	Backup Lights	3.5
Ignition & Gauges	Tube Type	Glove Box Light	0.3
Lighting Draw (incl. lamps turned on by headlamp sw. Select one, Low or High):	Full Transistor	Map Light	0.7
"Low Beam"	Heater Blower	Dome Light	0.9
"High Beam"	Intermittent-Load Equipment:	Wipers, 1-Speed	2.3
Marker (Roof) Light	Turn Signals	Wipers, 2-Speed (low)	3.0
	Spotlight	(high)	2.2
		Entertainment Radio	1.2





# '64 FAIRLANE TAXICAB FEATURES THAT HELP YOU TO EARN MORE



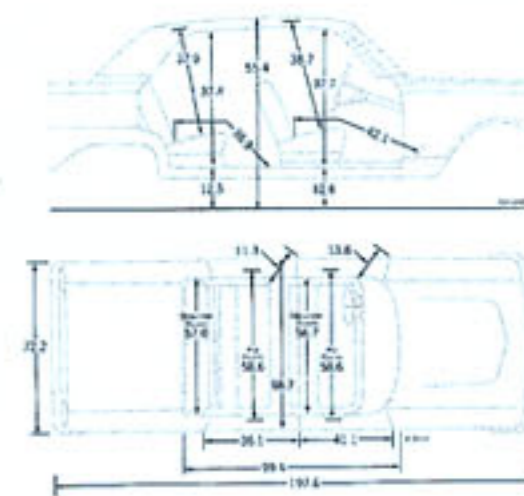
## Trim Fairlane Size Lowers Cost

Fairlane taxicabs offer you more earning possibilities right from the start. You get big-car features and value with Ford better-built quality. And Ford's low prices on a Fairlane car can hold down your first cost by hundreds of dollars, compared to conventional car prices. All this, plus Fairlane's basic operating economy and service-saving features, adds up to real profit-making potential. Ask your Ford Dealer to quote his special taxi prices that can add to your taxi savings.



CITY-TRAFFIC SIZE WITH  
BIG-CAR RIDE

Fairlane measures only a fraction over 197 inches over-all . . . true functional design to make handling easy in crowded traffic. Weight is low, too . . . 300 to 800 pounds less than conventional taxis. Fairlane features agile lightness with the big-car stability of a 115.5-inch wheelbase and a 57-inch front tread.

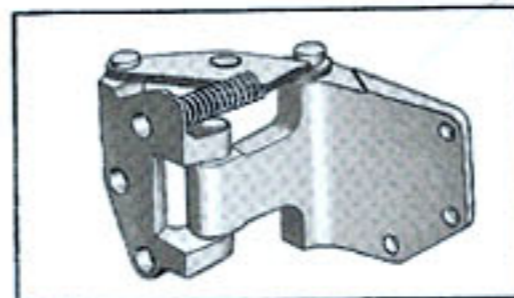


## Full-size interiors attract more fares

Here are a few of the success secrets that make the Fairlane taxicab a money-maker. There's plenty of comfortable fare-carrying room with quality trim and upholstery that's second to none. Smooth to ride in—easy to enter and leave—all the important taxicab qualities are there. Compare Fairlane with others—check the important dimensions: head room, leg room, knee room, seat depth,

cushion height—they're all up there with the biggest. Long-wearing, easy-to-clean, heavy-duty all-vinyl upholstery is offered in standard taxi package. All-vinyl headlining and vinyl-covered door panels are tastefully styled to produce Fairlane's attractive interior. Your fares ride comfortably in pleasant surroundings that invite them to call on you again.

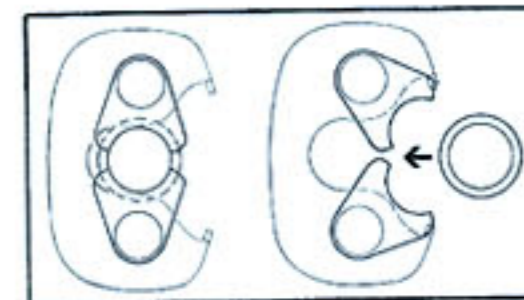
## Convenience features please passengers



**Automatic Doorman** holds doors full open when passengers enter or leave, and gives extra assistance to help swing doors open or closed.

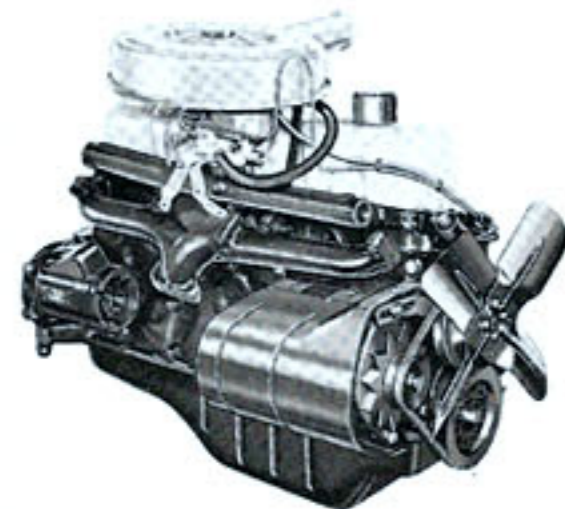


**Posture-Perfect Seats** feature a 23° seat angle for maximum riding comfort. Standard taxi package seat cushions are foam-padded.



**Safety-Yoke Door Latches** are easy-closing, resistant to pull-apart forces, and help hold doors in alignment to reduce rattles.

## Economical Fairlane Sixes Save With Every Mile



displacement, cu. in. . . . . 170-200  
horsepower @ 4400 rpm . . . . . 101-116  
torque, lbs.-ft @ 2400 rpm . . . . . 156-185  
compression ratio . . . . . 8.7 to 1

### TRANSMISSIONS

**Synchro-Smooth Drive 3-Speed Manual**—Standard transmission. Available only with 101-hp Fairlane Six. Fully synchronized in all three forward speeds to permit smooth shifting, even in low gear.

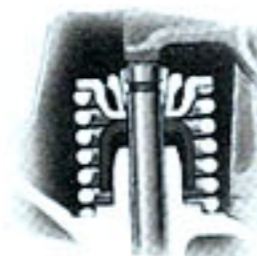
**Fordomatic**—Optional automatic transmission. Available only with 116-hp Fairlane Six. 2-speed with vacuum throttle control for smoother shifts.

The time-proved Fairlane Six is offered in two versions (101 or 116 hp) according to the transmission installed. Both engines are basically the same—engineered to give you efficient, money-saving performance day in and day out with durability that keeps repair costs down. Fairlane Six features include free-turn valves; economy carburetor; 24,000-mile fuel filter\*; high-capacity, series-flow cooling system; 3,000-mile\* Full-Flow oil filter; weather-insulated ignition system; short-stroke, low-friction design; efficient wedge-type combustion chambers; super-fitted pistons and fully aluminized muffler.

\*Rated to meet requirements of heavy-duty taxi operations



Economy Carburetor is calibrated for top economy in taxi use. Manual choke and adjustable accelerator pump add extra thrift.



**Free-Turn Valves**—Intake and exhaust are free to turn. Reduces sticking and warping, for longer valve life and quieter operation.

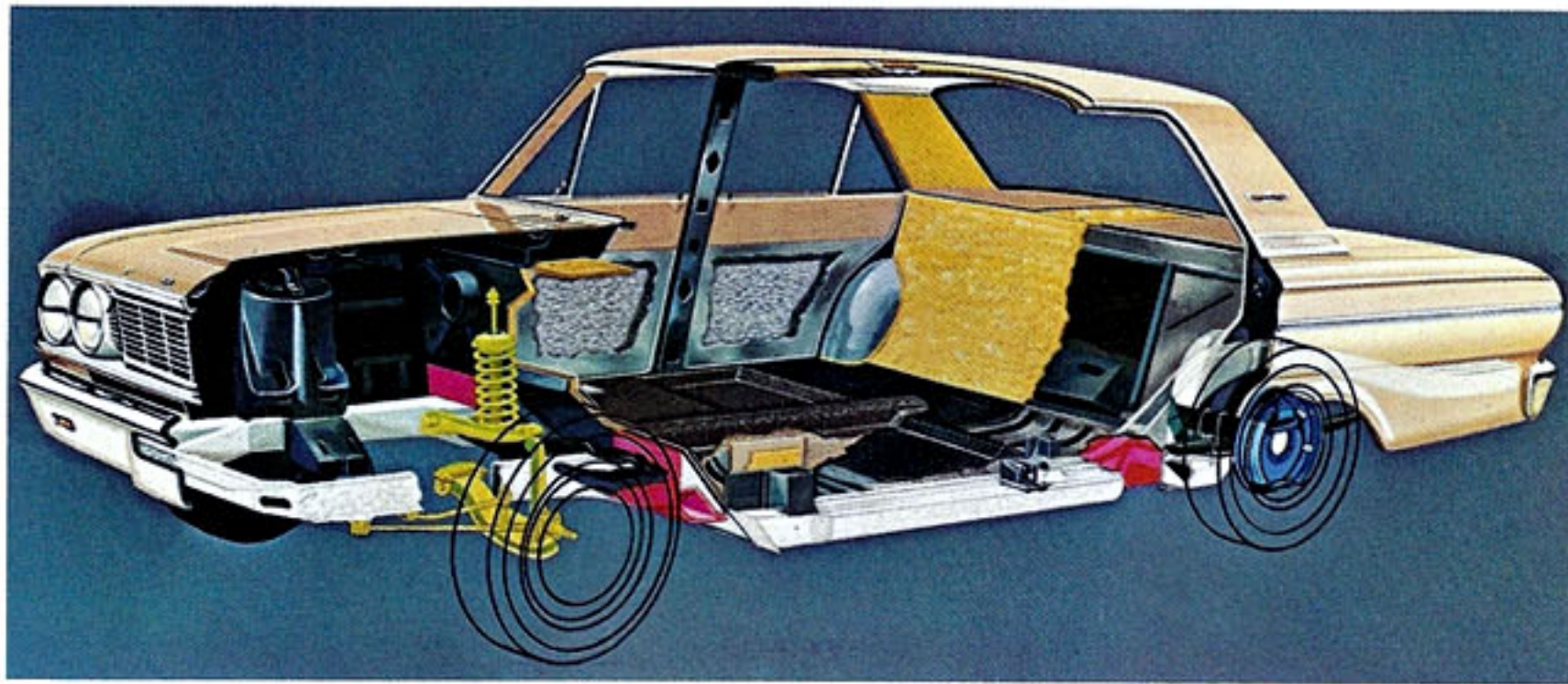
## And service needs were never lower

- ★ 36,000-Mile (or 3-Year, whichever comes first) Chassis Lube Interval covers steering linkage, universal joints and front suspension system; front wheel bearing check every 24,000 miles (repack as required); minor lubes every 3,000 miles\*; body lubes as required.
- ★ 24,000-Mile (or 2-Year) Fuel Filter helps keep carburetor clean, reduces danger of flooding or clogging.\*
- ★ 36,000-Mile (or 2-Year) Coolant-Antifreeze is available factory-installed, eliminates seasonal changes, flushing.
- ★ Long-Life Lamp Bulbs lower costs of frequent parking and taillamp replacement, reduce hazards of unnoticed burn-outs.
- ★ 3,000-Mile (or 3-Month) Oil and Oil Filter Change meets requirements of heavy-duty taxi service.\*
- ★ Fully Aluminized Muffler is longer-lived than ordinary uncoated mufflers.
- ★ Diamond Lustre Enamel Finish holds its hard-gloss brilliance with routine cleaning, keeps new looking longer.
- ★ 36,000-Mile (or 3-Year) Air Cleaner features a dry-type element, requires cleaning only every 6,000 miles (or 6 months).
- ★ Rust-Resistant Body has Zinclad main underbody members for long-lasting protection.
- ★ No 1,000-Mile Break-In Oil Change—Ford's heavy-duty maintenance schedule and regular 3,000-mile (or 3-month) interval oil and oil filter changes are all that's required.\*

\*Rated to meet the service requirements of heavy-duty taxi operations



# FAIRLANE UNITIZED BODY... BETTER BUILT FOR MORE COMFORT AND QUIETNESS



The Fairlane taxicab body saves weight with its single-unit welded construction, but retains maximum strength and rigidity. There is little tendency to develop squeaks or

rattles. All main underbody structural members are galvanized for protection against rust.

Torque boxes at front and rear underbody areas guard against

passenger-disturbing noise and vibration. These box structures plus Fairlane's generous applications of insulation and sound-deadening materials produce a very quiet ride.

## Features

**Torque Boxes** (shown in red) located at underbody corners help to cancel out rumble and road noises. The boxes "twist" slightly to "tune-out" disturbing vibration before it reaches the passenger compartment.

**Body Insulation Materials** (shown in yellow), used liberally throughout the body, act as barriers to noise, heat and cold. Fiberglass or similar material lines the cowl, dash and roof panels. Door insides are sprayed with heavy mastic. Layers of waffle felt, amberlite and jute insulate the floor pan. Every Fairlane body is water-spray tested as a final check of body weather-tightness.

**Rust-Resistant Body** rocker panels and main underbody members are galvanized to resist rust and corrosion. Other important underbody surfaces, such as inside quarter panels and wheel splash areas have zinc-rich coating for rust protection. Diamond Lustre Enamel finish and bright-metal trim require only routine cleaning to keep new looking longer.

**Safety-Yoke Door Latches** close quietly and securely, resist pull-apart forces for greater passenger and driver safety.

**Cowl-Aire Ventilation** admits clean, fresh air through intake at windshield base... above most

road dust, dirt and fumes for extra driving comfort. Separate controls for each side.

**Spacious Trunk Compartment** offers 14 cubic feet of usable luggage space. Floor is covered with thick mat to protect passenger's luggage. Deck lid is counterbalanced for easy opening and closing.

**Solid, One-Piece Bumpers** of strong, bright-finished steel with slanted surfaces that minimize bumper overriding.

**Double-Panel Hood** welded construction adds strength and rigidity, minimizes vibration and rumble. Convenient outside-latch hood release.

**Reinforced Roof Panel** is supported at center by a double cross brace solidly welded to the sturdy box section siderails for extra strength.

**Level-Ride Suspension** reduces "squat" on starting and "dive" when stopping. Front coil springs and swept-back design of suspension arms lets wheels move up, down, and back to "step over" bumps. Spindle ball joints are sealed-lubricated for 36,000 miles (or 3 years). Front spring double-acting shock absorbers are mounted internally. Long, 55-inch rear axle leaf springs are mounted off-center to reduce "dive and squat." Compression-type shackles adjust

rear springs to road and load conditions. Special spring-tip inserts eliminate squeaking, and with the double-acting rear shock absorbers, help to control spring action and wheel bounce.

**Precision-Control Steering** reduces traffic and road maneuvering effort, makes parking easier.

**Heavy-Duty Brakes** in standard taxi package have wear-resistant bonded linings and air-grooved drums, manually adjusted.

**Dual Section Driveshaft** rubber insert layers give maximum smoothness and quiet operation. Universal joints require lubrication only every 36,000 miles (or 3 years).

**Deep-Offset Hypoid Rear Axle** is designed for quiet operation and long life. Offset pinion mounting allows lower tunnel height for greater passenger comfort.

**Long-Life Manual Shift Transmission** has forged bronze synchronizers to provide smooth, quiet gear shifting. Shot-peened helical gears have high strength for long life.

**Lifeguard Safety Features** standard on every Fairlane include deep-dish, 3-spoke steering wheel; shatter-resistant rearview mirror; and Safety-Yoke door latches.

## FAIRLANE TAXICAB FACTORY-INSTALLED PACKAGES AND OPTIONS

The Fairlane Taxi Packages meet most taxi requirements and are available at low kit prices. Separate or additional equipment items are also available.

### STANDARD TAXI PACKAGE

Heavy-Duty Front and Rear Seats with Heavy-Duty Springs and Padding (foam in cushions)  
Two-Tone Embossed Metallic Gold Beige with Medium Beige All-Vinyl Upholstery and Trim Set

Taxi 6-Cyl., 170-Cubic-Inch Economy Carburetor Engine with Synchro-Smooth Drive 3-Speed Manual Transmission Only (or 200-Cubic-Inch Six Engine with Fordomatic Transmission only —at RPO price in addition to package)

Heavy-Duty 9½-Inch Clutch (manual transmission)

Lubricator-Fitted Driveshaft  
Heavy-Duty Bonded Brakes with Wear-Resistant 185-sq. in. Linings (for 3.25 to 1 rear axle ratio only)

Dual Wiring for Roof Light (with hole in roof panel)

### EXPANDED TAXI PACKAGE

#### Standard Package Above Plus:

Rear Arm Rests and Ash Receptacle in Front Seat Back

RH Rear Door Metal Pull Handle

Assist Straps (rear)

Heavy-Duty Floor Mats, Front and Rear (black rubber)

4-Door-Operated Dome Light with Instrument Panel Warning Light (lights red when any door is opened)

40-Amp. Alternator with Dual Belt Drive

55 Amp-Hr Heavy-Duty Battery

Heavy-Duty Springs with Heavy-Duty Shock Absorbers, Front and Rear

### OTHER OPTIONS

#### RPO—Monthly Schedule Items

- Air Conditioner, Ford (except 6 cyl. with power steering; requires 7.00 x 14 4-pr. BSW tires)\*
- Battery, Heavy-Duty 65 Amp-Hr
- Brakes, Power, Swift Sure Glass, Tinted (windshield only or all around)
- Light Group, Courtesy—includes ash tray, glove box, trunk, map and backup lights; front and rear courtesy switches
- Paint, Two-Tone
- Radio AM, Push Button (all-transistor)
- Safety Package "A"—Padded Instrument Panel and Cushioned Visors
- Steering, Power Master-Guide (except 6 cyl. with manual transmission or air conditioner)
- Transmission, Fordomatic
- Wheel Covers, Full Stainless Steel
- Windshield Wipers, Electric 2-Speed and Windshield Washer

#### LPO—Limited Production Items

- Alternator Options—42-Amp. Semi-Pancake Type or 40-Amp. Regular Type or 60-Amp. HD Pancake Type with Built-In Silicon Rectifier (dual belt drive)
- Arm Rests, Rear
- Ash Receptacle in Front Seat Back
- Brakes, Heavy-Duty with Bonded 185-sq. in. Wear-Resistant Linings (for 3.25 to 1 rear axle ratio only)
- Cigar Lighter
- Clutch, Heavy-Duty (standard transmission)
- Fan, Extra-Cooling
- Lights, Backup Light, Dome—4-Door-Operated with Instrument Panel Warning Light (lights red when any door is opened)
- Mirror, Outside-Mounted, Full-View (left or right side)

- Radiator, Extra-Cooling
- Radio Noise Suppression Equipment
- Seats, Heavy-Duty Front and Rear with Heavy-Duty Springs and Padding (foam in cushions)
- Springs, Heavy-Duty with Heavy-Duty Shock Absorbers, Front and Rear
- Upholstery and Trim Set—Two-Tone Embossed Metallic Gold Beige/Med. Beige All-Vinyl
- Wiring, Dual for Roof Light (with hole in roof panel)
- Deletion of MagicAire Heater†

#### DSO—Special Order Items

- Horn Ring
- Light, Glove Box
- Light, Special Map (auxiliary lamp under instrument panel)
- Mirror, Inside, Non-Glare
- Spotlight, Visor Type with Mirror
- Throttle, Hand, Locking Type

#### Dealer Installed Items

- Belts, Safety Seat
- Clock, Electric, Self-Regulating
- Extinguisher, Fire
- Washer, Windshield
- Plus many other customary accessories
- \*Also dealer installed.
- †DSO Bracket required for alternator when Ford Air Conditioner is installed.
- †Heater is installed during production unless otherwise specified. If deleted, an appropriate price reduction is made.

#### Explanation of Terms

- **RPO**—Regular Production Option. Equipment advertised nationally and available without delay in production.
- **LPO**—Limited Production Option. Equipment generally used only by fleet and commercial accounts. Slight delays possible.
- **DSO**—Domestic Special Order. Specific procurement, with time necessary to fill order.



## Recommended Heavy-Duty Options

**Heavy-Duty Seats** have heavier-gauge springs and thick padding in cushions and backs. Cushions are also foam-padded for extra comfort. Heavy-duty all-vinyl upholstery is available in two-tone metallic gold beige with medium beige.

**Heavy-Duty Suspension** includes heavier-gauge front coil springs, extra-capacity rear leaf springs, and specially calibrated shock absorbers for a smooth ride with extra load capacity.

**Heavy-Duty Brakes** feature specially bonded linings with 185-sq. in. lining area to give longer service in demanding taxi use. Manual adjustment. Drums are grooved for better cooling, less fade, and more uniform braking.

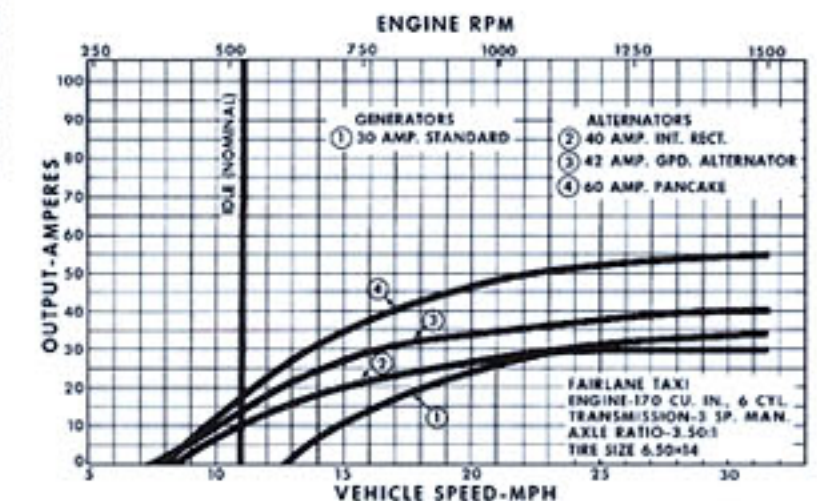
**Heavy-Duty 9½-Inch Clutch** facing is thicker, pressure plate springs have higher capacity, and construction is heavier all-around to give longer service. Ball-type release bearing has lube fitting.

## Alternator-Generator Selection

Generating systems must supply the total electrical load requirement for average driving speed plus sufficient output to charge the battery. By adding appropriate constant and intermittent load items from the table below, you can estimate the total load for your vehicle. In totaling intermittent loads, use only a percentage of each load figure that represents its normal time in use (full time 100%, ½ time 50%, etc.). System output characteristics should closely match vehicle operation. Curves at right show alternator and generator cut-in or low-speed characteristics, performance curve slope, and rated current output as related to vehicle speed.

#### AVERAGE AMPERE-DRAW FOR ELECTRICAL EQUIPMENT

Constant-Load Equipment:	2-Way Radio (stand-by)	Backup Lights	3.5
Ignition & Gauges	Tube Type	Glove Box Light	0.3
Lighting Draw (incl. lamps turned on by headlamp sw. Select one, Low or High):	Full Transistor	Map Light	0.7
"Low Beam"	Heater Blower	Dome Light	0.9
"High Beam"	Intermittent-Load Equipment:	Wipers, 1-Speed	2.3
Marker (Roof) Light	Turn Signals	Wipers, 2-Speed (low)	3.0
	Spotlight	(high)	2.2
		Entertainment Radio	1.2





# 1964 FORD TAXI SPECIFICATIONS

## FORD CUSTOM AND FORD CUSTOM 500

## FAIRLANE

**EXTERIORS:** Choice of 11 Diamond Lustre Enamel finishes: Raven Black, Wimbledon White, Rangoon Red, Silversmoke Gray, Skylight Blue, Guardsman Blue, Dynasty Green, Navaho Beige, Chantilly Beige, Vintage Burgundy, Phoenician Yellow. See your dealer for Two-Tone options.

**INTERIORS:** Standard Taxi Package all-vinyl upholstery and trim is two-tone beige in both models. Standard sedan upholstery is long-wearing, patterned cloth with leather-grained harmonizing bolsters and trim. Floor coverings are black vinyl-coated rubber. Optional heavy-duty front and rear floor mats (black rubber) are available in Expanded Taxi Package.

**ENGINES: 138-hp Mileage Maker Six** (standard sedan)—223-cu. in. displ.; 3.62" bore x 3.60" stroke; 8.4 to 1 comp. ratio; precision-cast crankshaft with four babbitted main bearings; free-turn aluminized valves with automatic mechanical adjusters; Super-Filter dry-type air cleaner; single-venturi carburetor with manual choke; regular fuel; 5-qt. oil capacity (with filter change); Full-Flow disposable-type oil filter; high-capacity fuel filtering system; single exhaust system with all-aluminized muffler and integral tailpipe.

**138-hp Ford Taxi Special Six** (Standard Taxi Package)—same as above except features solid valve lifters and self-locking adjusting screws; four copper-lead alloy main bearings; oil-bath air cleaner; 190° nozzle-type thermostat; inverted design fuel pump with positive oil drain back; induction-hardened alloy iron crankshaft with heavy-duty timing gears and cast-iron case; heat-treated steel driveshafts to distributor and oil pump; larger oil filter-breather cap capacity; road draft tube crankcase ventilation; full economy carburetor with manual choke; and disposable cartridge-type Full-Flow oil filter.

**ELECTRICAL:** 12-volt electrical system with 30-amp. generator and 66-plate, 55 amp-hr battery; weather-proof ignition system with Static-Ban constant resistance wiring and air-cooled distributor points; 18-mm. Turbo-Action spark plugs; inertia-engagement starter.

**CLUTCHES AND TRANSMISSIONS: Heavy-Duty Clutch** in Taxi Packages is 11" diameter with 123.7-sq. in. frictional area, extra-thick facings, pressure-lube fitting on ball-type release bearing, needle-roller bearings at release lever fulcrum points, and extra-capacity pressure plate springs. Standard Sedan Clutch face diameter is 9½", area 85.22 sq. in. Ball-type release bearing is prelubed. Both clutches are semi-centrifugal type. **3-Speed Manual Transmission** (standard both engines) is fully synchronized, with shot-peened, alloy-steel helical gears and forged bronze synchronizers. **Overdrive** (optional) has 3-speed manual transmission plus an automatic fourth gear that cuts in above 28 mph and cuts out below 21 mph (approx.), with downshift for passing by flooring accelerator. Lockout control on instrument panel. **Cruise-O-Matic Transmission** (optional) is 3-speed automatic shift, combining torque converter with planetary gear train. Vacuum-controlled throttle valve provides smooth, precise and permanently coordinated-with-engine shifting, minimum servicing.

Gear Ratio (to 1)	1st (low)	2nd	Direct	Overdrive	Reverse
3-Speed Manual	3.26	1.84	1.00		3.35
Overdrive	2.80	1.69	1.00	.70	3.80
Cruise-O-Matic	2.40	1.47	1.00		2.00

**REAR AXLE:** Semi-floating type with deep-offset hypoid gears, straddle-mounted pinion. Axle ratios (to 1): **3-Speed Manual**—3.50 standard, 3.89 optional; **Overdrive**—3.89; **Cruise-O-Matic**—3.50.

**FRONT SUSPENSION:** Angle-Poised ball-joint type; ball joints are packed with special 36,000-mile (or 3-year) grease retained by full-life seals. Shock absorbers are mounted inside the coil springs. Front end has rubber-bushed ride stabilizer. Lube fittings for upper arm bushings. Tapered roller wheel bearings checked each 24,000 miles (repacked as required). **Heavy-Duty Suspension** (Expanded Taxi Package) has heavier-gauge coil springs, lube fittings on upper arm bushings, specially calibrated shock absorbers. Mono-pivot lower arms are reinforced to resist curb-striking impact.

**REAR SUSPENSION:** Asymmetrical, variable-rate design with rear axle forward of spring center for anti-dive and anti-squat on braking and acceleration. Long, gentle-rate leaf-type springs with wide spring base to provide a soft, stable, level ride. Tension-type shackles. **Heavy-Duty Suspension** (Expanded Taxi Package) has heavy-duty shock absorbers and six-leaf springs with increased resistance to fatigue and corrosion.

**STEERING:** Precision-control, low-friction recirculating-ball steering gear with anti-friction bearings throughout and a high ratio for easier steering. Flexible coupling in steering shaft insulates steering wheel. Symmetrical linkage with nylon bearings in tie rod and pitman arm pivots are packed with special 36,000-mile (or 3-year) grease retained by full-life seals. Over-all steering ratio 30 to 1; with power steering, 23 to 1. Turning diameter approx. 41 feet.

**BRAKES:** Hydraulic, double-sealed, self-energizing design. Dash-mounted master cylinder. **Taxi Package heavy-duty brakes** have 234-sq. in. bonded linings and specially grooved 11" composite drums for long life. Manual adjustment. Standard sedan brakes have 212-sq. in. riveted linings, air-grooved 11" composite drums, and self-adjustment. Foot-operated parking brake with hand release under instrument panel. Swift Sure Power Brakes (optional) have special low pedal.

**TIRES:** 7.00 x 14 4-pr. blackwall tubeless with Tyrex Rayon cord, Soft-Tread design. 5½" safety-type rims. Optional: 7.50 x 14 4-pr.; also 15" wheels with 6.70 x 15 or 7.10 x 15 4-pr., or 7.10 x 15 6-pr. tubeless or tube-type tires available.

**DIMENSIONS:** Wheelbase—119.0". Tread—front 61.0", rear 60.0". For other dimensions, see illustrations on page 4.

**PRICES:** All power assists, optional equipment and accessories as well as some items illustrated or referred to as options, optional or available in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

Comparative information in this catalog was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this catalog was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change prices, specifications or design without notice and without incurring obligation.

**EXTERIORS:** Choice of 10 Diamond Lustre Enamel finishes: Raven Black, Wimbledon White, Rangoon Red, Silversmoke Gray, Skylight Blue, Guardsman Blue, Dynasty Green, Chantilly Beige, Vintage Burgundy and Phoenician Yellow. See your dealer for Two-Tone options.

**INTERIORS:** Standard Taxi Package all-vinyl upholstery and trim is two-tone beige. Standard sedan upholstery is long-wearing patterned cloth with harmonizing leather-grained bolsters and trim. Floor coverings are black vinyl-coated rubber. Optional heavy-duty front and rear floor mats (black rubber) are available in Expanded Taxi Package.

**ENGINES: 101-hp Fairlane Six** (standard—available only with 3-speed manual trans.)—170-cu. in. displ.; 3.50" bore x 2.94" stroke; 8.7 to 1 comp. ratio; regular fuel; economical single-barrel carburetor with manual choke; oil capacity with filter change 4.5 qt.; single exhaust. **116-hp Fairlane Six** (optional available with Fordomatic only)—200-cu. in. displ.; 3.68" bore x 3.13" stroke. Other specifications same as for 101-hp Six. Fairlane engines have hydraulic lifters for automatic valve adjustment; integrally cast cylinder head and intake manifold; water-jacketed carburetor spacer for fuel mixture heat control; precision-molded crankshaft with four main bearings; Super-Filter air cleaner with reusable dry-type element; high-capacity in-line fuel filtering system; full-pressure lubrication system with Full-Flow disposable-type oil filter; pressurized cooling system with 190° positive-action thermostat; fully aluminized muffler and integral tailpipe.

**ELECTRICAL:** 12-volt electrical system with 30-amp. generator and 54-plate, 40 amp-hr battery; weatherproof ignition system with Static-Ban constant resistance wiring and air-cooled distributor points; 18-mm. Turbo-Action spark plugs; positive-engagement starter.

**CLUTCH AND TRANSMISSIONS: Heavy-Duty Clutch** in Taxi Packages is semi-centrifugal type with 9½" diameter (85.2 sq. in.) extra-thick facings, pressure lube fitting on ball-type release bearing, needle-roller bearings at release lever fulcrum points and high capacity pressure plate springs. Standard Sedan Clutch is non-centrifugal type, face diameter is 8½", frictional area 68.0 sq. in. Ball-type release bearing is prelubed. **3-Speed Manual Transmission:** Standard (with 101-hp Six only)—is fully synchronized, with shot-peened, fine-pitch helical gears for strength and quietness. Forged bronze synchronizers for smooth shifting. Anti-friction bearings throughout. **Fordomatic Transmission** (optional—with 116-hp Six only)—Simplified two-speed design, lightweight cast-aluminum construction, minimum servicing. Torque converter in combination with planetary gear set; water cooled. Vacuum-controlled throttle valve for smooth, precisely coordinated-with-engine shifting and minimum maintenance requirements.

Gear Ratio (to 1)	1st (low)	2nd	Direct	Reverse
3-Speed Manual	2.79	1.70	1.00	2.87
Fordomatic	1.82		1.00	1.73

**REAR AXLE:** Semi-floating type with offset hypoid gears. Induction-hardened forged shafts with permanently lubricated wheel bearings. Axle ratios (to 1): **3-Speed Manual**—3.25; **Fordomatic**—3.25.

**FRONT SUSPENSION:** Angle-Poised ball-joint design with coil springs mounted on upper arms. Strut-stabilized lower arms. Ball joints packed with 36,000-mile (or 3-year) grease retained by full-life seals. Built-in anti-dive control. Internally mounted double-acting shock absorbers with special rebound cutoff. Tapered roller wheel bearings checked each 24,000 miles (repack as required). **Heavy-Duty Suspension** (Expanded Taxi Package) has heavier-gauge coil springs, specially calibrated shock absorbers.

**REAR SUSPENSION:** Long semi-elliptic leaf springs with rubber-bushed front mounting and compression-type rear shackles which give variable-rate control for better ride under all road and load conditions. Rear axle is mounted forward of center spring line to give anti-squat control on start-up. Spring-tip liners between all but top leaves—no lubrication required. Rubber insulation at axle. Double-acting shock absorbers are diagonally mounted. **Heavy-Duty Suspension** (Expanded Taxi Package) has heavy-duty shock absorbers and heavy-duty springs.

**STEERING:** Low-friction, recirculating-ball type steering gear for easy steering. Anti-friction bearings throughout. Steering linkage system lubricated for 36,000 miles (or 3 years) has full-life seals. Over-all steering ratio 27.8 to 1. With power steering option, flexible steering shaft coupling reduces vibration and road shock; ratio is 25 to 1. Turning diameter 40 feet.

**BRAKES:** Hydraulic, double-sealed, self-energizing design. Dash-mounted master cylinder. **Taxi Package heavy-duty brakes** (with 3.25 to 1 rear axle only)—have 185-sq. in. bonded linings and specially grooved 10" composite drums for long service life. Manual adjustment. Standard sedan brakes have 154-sq. in. riveted linings, air-grooved 10" composite drums and self-adjustment. Offset "L" handle parking brake at left of steering column. Optional power brakes are also available.

**TIRES:** 6.50 x 14 4-pr. blackwall tubeless with Tyrex Rayon cord, Soft-Tread design. 5" safety-type rims. Optional: 7.00 x 14 4-pr. (required with air conditioner).

**DIMENSIONS:** Wheelbase—115.5". Tread—front 57.0", rear 56.0". For other dimensions, see illustration on page 9.

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