

MERCURY TRUCKS

1963 PARCEL DELIVERY SERIES

P-100, P-350, P-400, P-500,
P-3500, P-4000, P-5000

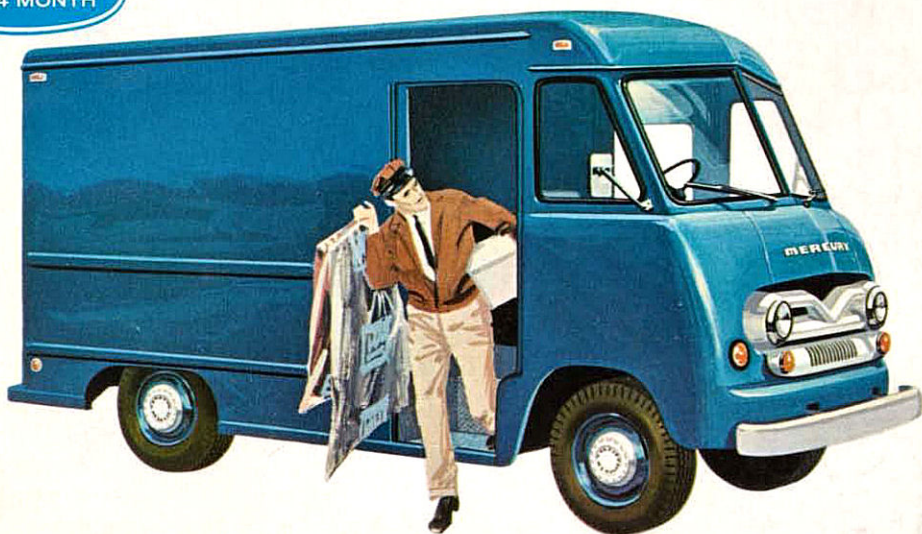


24,000 MILE

WARRANTY

OR 24 MONTH

QUALITY BUILT TO LAST LONGER!

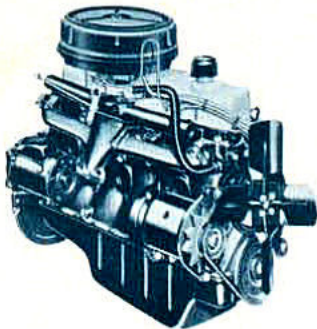


NOW AVAILABLE WITH DIESEL ECONOMY ENGINES!

YOUR CHOICE OF THREE GASOLINE ENGINES

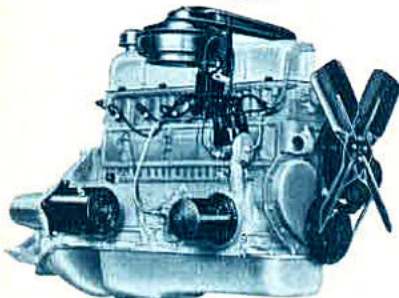
Three modern economy-proved gasoline engines are available in Ford Built Parcels to give you the power that's right for your operation. The smallest and most economical gasoline engine is the 85-hp 144-cu. in. Six. Next is the more powerful 135-hp 223 cu. in. Six, praised by many fleets for its economy and long life. Finally, the most popular truck V-8 in the business,

the 160-hp 292-cu. in. V-8 is available for the P-350 to P-500 series. The V-8 provides unusually fine performance to meet extreme load or speed requirements. All three engines are designed to provide reliability, economy, and durability with a minimum of maintenance attention.



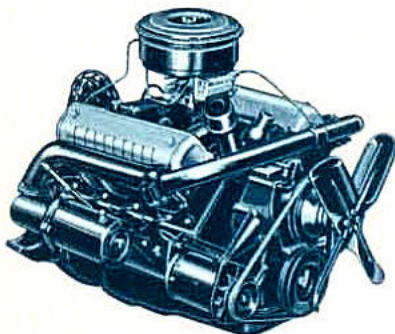
85 HP 144 SIX

Bore and Stroke:
3.50" x 2.50"
Max. Gross HP:
85 @ 4200 rpm
Max. Gross Torque:
134 lbs-ft @ 2000 rpm



135 HP 223 SIX

Bore and Stroke:
3.62" x 3.60"
Max. Gross HP:
135 @ 4000 rpm
Max. Gross Torque:
200 lbs-ft @ 1800-2400 rpm



160 HP 292 V-8

Bore and Stroke:
3.75" x 3.30"
Max. Gross HP:
160 @ 4000 rpm
Max. Gross Torque:
270 lbs-ft @ 1800-2000 rpm

- Cast-iron block, cylinder head and intake and exhaust manifolds provide durability and quiet operation
- Free-turning overhead valves provide better valve seating and long life
- Full-length water jackets surround each cylinder for uniform cooling to reduce wear
- Full-pressure lubrication to all main and rod bearings contributes to long bearing and journal life
- Positive crankcase ventilation cuts crankcase dilution and sludge formation
- Short-stroke design assures low piston speeds, top fuel economy, and long ring and bore life
- Free-turning valves, aluminum-alloy pistons, and full-pressure lubrication give the Ford Six-long life with minimum maintenance
- Overhead-valve design, wedge-type combustion chambers, and high lift cams provide economical combustion and high power output using regular grade fuels
- Positive crankcase ventilation cuts crankcase dilution and sludge formation
- Short-stroke design assures low piston speeds, top fuel economy, and long ring and bore life
- Wedge-type combustion chambers, deep-block construction, and five-bearing crankcase make the 292 V-8's top performing, long-life engines
- High-lift camshaft and large intake and exhaust manifold passages result in better engine breathing and increased power
- Full-circle water jackets and free-way water passages provide better cylinder cooling, reduce cylinder bore wear, and prolong engine life
- Positive crankcase ventilation cuts crankcase dilution and sludge formation

PLUS A PROVEN DIESEL

A four-cycle, 4-cylinder, 220-cu. in. 70-hp Ford Diesel engine having 12 years of proven performance throughout the world is available in the P-Series for the first time in 1963. This Diesel can provide up to three times the fuel economy of a gasoline engine in applications where a considerable amount

of engine idling and part throttle driving prevails. For the average city delivery operation, a doubling of gasoline fuel economy can be expected. Fuel savings—plus operating reliability and long engine life—make this Diesel a natural for stop-go city delivery operation.



220 DIESEL

Bore and Stroke:
3.94" x 4.52"
Max. Gross HP:
70 @ 2500 rpm
Max. Gross Torque:
160 lbs-ft @ 1600 rpm
Compression Ratio:
16 to 1

- 4-cycle OHV heavy duty design results in a smooth running, high torque, low RPM, long-life engine
- Statically and dynamically balanced crankshaft assures smooth operation. Five main bearings mean reduced load and less wear on each bearing
- Replaceable wet cylinder liners are used to rapidly dissipate combustion chamber heat to coolant
- Positive rotating exhaust valves assure positive valve seating . . . prolongs life of valve and valve seat inserts
- Precision-made four-way fuel injector nozzle disperses fuel evenly into each cylinder for efficient and economical combustion
- Standard full-flow oil filter, replaceable fuel filter, and efficient oil bath air-cleaner provide efficient filtering for reliable engine operation

The specifications contained herein were in effect at the time this folder was approved for printing. Ford Motor Company of Canada, Limited, reserves the right to discontinue models at any time, or change specifications or design without notice and without incurring obligation. Some of the items illustrated or referred to are optional at extra cost.

WARRANTY—OUR PROOF OF DEPENDABILITY—Warranty on all 1963 Ford of Canada trucks is 24,000 miles or 24 months, whichever comes first. This warranty is direct proof of the greater reliability and durability that is built into every Ford of Canada truck. This warranty is also the result of a carefully planned program of engineering improvements that distinguish every Ford of Canada truck. Your Dealer has full details of the new warranty which covers both the original owner and subsequent owners during the specified time and mileage periods.

Ford Motor Company of Canada, Limited

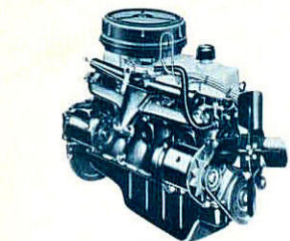
FAMILY OF  FINE PRODUCTS

Litho in Canada

YOUR CHOICE OF THREE GASOLINE ENGINES

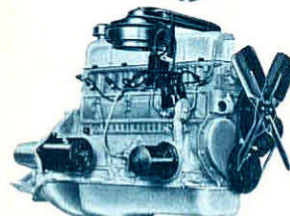
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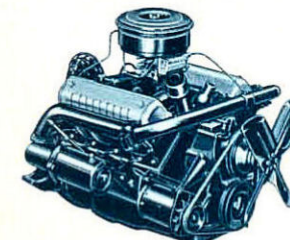
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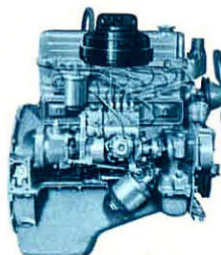
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Litho in Canada

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P-100, P-350, P-400, P-500,
P-3500, P-4000, P-5000



24,000 MILE
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QUALITY BUILT TO LAST LONGER!



NOW AVAILABLE WITH DIESEL ECONOMY ENGINES!

LOW COST BODY INSTALLATIONS!

P-350 STRIPPED-CHASSIS comes with all necessary electrical equipment, controls and instrumentation ready for installing special types of bodies.

RADIATOR is flat tube-and-fin type with generous cooling capacity using a cushioned U-type support to absorb road shock. Radiator shutters with automatic control are available for Diesel Parcels.

WIDE FRONT AXLE permits sharp front wheel steering angles and shorter turning diameter for good maneuverability.

DEEP-CHANNEL FRAME has parallel side rails with SAE standard spacing for the full length of the frame for minimum-cost mounting of bodies.

STRAIGHT-LINE DRIVE has large tubular shafts and needle bearing universal joints for smooth power flow. Improved rubber-encased centre bearing with neoprene seals is used to connect two shafts.

DOUBLE-ACTING SHOCK ABSORBERS (front and rear) are standard on P-100, P-350, P-3500, P-400, P-4000; optional on P-500 and P-5000 for level-ride control.

YOU WANT THEM... EASILY, ECONOMICALLY!



P-SERIES PARCELS PERMIT TOP WORKING EASE ON THE JOB, LOWER DELIVERY COSTS

Parcel delivery chassis for 1963 are now available with Ford Diesel engines to bring a new measure of economy to parcel delivery operations. Seven series including three new Diesel-powered series (P-3500, P-4000, P-5000) are available with GVW's ranging from 4,300-lb. to 15,000-lb. capacity to fit any multi-stop delivery application. And by special order, larger models in the P-600 Series are available with GVW's up to 18,500 lb. Parcels come in chassis-windshield and stripped-chassis models in six wheelbases to accommodate a wide variety of parcel

delivery bodies built by all major body manufacturers. Your dealer can arrange to secure the installation of any body that best fits your needs. Parallel-rail frames permit mounting bodies at minimum cost; short turning diameters provide good maneuverability; and low loading height and easy "walk-in" entry and exit reduce driver fatigue. All these time, work, and money-saving features are important reasons why these Parcels have long been the favourites of many of the country's largest delivery fleets.



P-100 with 8-ft. body. Has 290 cu. ft. of load space on 102" wheelbase. Maximum GVW is 5,000 lb.

SERIES		P-100	P-350	P-3500	P-400	P-4000	P-500	P-5000
Max. GVW Rating (lb.)		5000*	8000	8000	10,000	10,000	15,000	15,000
Wheelbases (in.)		96, 102	104, 122	104, 122	137	137	137, 154	137, 154
Axle, Front Capacity (lb.)		2600	3800	3800	3800	3800	4700	4700
Axle, Rear Capacity (lb.)		3300	5000	5000*	7200	7200	11,000 (Six) 13,000 V-8 13,000 (2-spd.)	11,000
Optional Capacity (lb.)		—	7200**	—	—	—	—	—
Brakes, Service	Front Size (in.) Rear Size (in.) Total Lining Area (sq. in.) Opt. Vacuum Booster, Size (in.)	11 x 2 11 x 1½ 209.4 169.2	12½ x 2 12½ x 2 238.0 6½ Piston	12½ x 2 12½ x 2 209.4 —	12½ x 2 13 x 2½ 238.0 6½ Piston	12½ x 2 14½ x 3½ 321.7 6½ Piston	8½ Diaphragm	13 x 2½ 14½ x 3½ 321.7 8½ Diaphragm
Brakes, Parking	Type Size (in.) Lining Area (sq. in.)	Cable—Rear Wheels 11 x 1½—78.9	Cable—Rear Wheels 12½ x 2—104.7	Drum & Band 7.8 x 2.5—57.7	Drum & Band 7.8 x 2.5—57.7	Drum & Band 7.8 x 2.5—57.7	Drum & Band 7.8 x 2.5—57.7	Drum & Band 7.8 x 2.5—57.7
Cooling System	Capacity (qt.)	7.5 (144 Six) 15.4 (223 Six)	15.4 (Six) 18.4* (V-8)	15.4	15.4 (Six) 19.2* (V-8)	15.4	15.4 (Six) 19.2* (V-8)	15.4
Electrical System	Std. Battery Optional Std. Generator Optional	66-plate, 55 amp-hr 78-plate, 70 amp-hr 12 V., 25 amp., 375 W. (Alternator 42 amp. ■ Generator 40 amp. ▲)	66-plate, 55 amp-hr 78-plate, 70 amp-hr 12 V., 30 amp., 450 W. (Alternator 42 amp. Alternator 60 amp.)	78-plate, 70 amp-hr (2) — Alternator 42 amp. —	66-plate, 55 amp-hr 78-plate, 70 amp-hr 12 V., 30 amp., 450 W. (Alternator 42 amp. Alternator 60 amp.)	78-plate, 70 amp-hr (2) — Alternator 42 amp. —	66-plate, 55 amp-hr 78-plate, 70 amp-hr 12 V., 30 amp., 450 W. (Alternator 42 amp. Alternator 60 amp.)	78-plate, 70 amp-hr (2) — Alternator 42 amp. —
Engine	Standard Optional	144 Six 223 Six	223 Six 292 V-8	220 Diesel	223 Six 292 V-8	220 Diesel	223 Six 292 V-8	220 Diesel
Clutch	Diameter (in.) Area (sq. in.)	10 85.5	HD 11 123.7	HD 11 123.7	HD 11 123.7	HD 11 123.7	HD 11 (Std.) 123.7	HD 12 (Opt.) 159.4 (V-8)
Frame	Size (in.)	5.92 x 2.25 x 0.15	6.0 x 2.25 x 0.19	6.0 x 2.25 x 0.19	7.08 x 2.77 x 0.25	7.08 x 2.77 x 0.25	9.25 x 2.94 x 0.25†	9.25 x 2.94 x 0.25†
Fuel Tank	Capacity (gal.) Optional	14 —	14 25	14 —	14 25	14 —	14 25	14 —
Shock Absorbers	Front & Rear	Double-Acting	Double-Acting	Double-Acting	Double-Acting	Double-Acting	Double-Acting (Opt.)	Double-Acting (Opt.)
Springs	Front Size (in.) Capacity (lb.) Optional Capacity (lb.)	45 x 2 1020 1050	45 x 2 1350 1750 (HD Shocks Req.)	45 x 2 1350 1750 (HD Shocks Req.)	45 x 2 1350 1750 (HD Shocks Req.)	45 x 2 1350 1750 (HD Shocks Req.)	45 x 2 1750 2200	45 x 2 1750 2200
Springs	Rear Size (in.) Type—Capacity (lb.) Optional Type—Capacity (lb.)	52 x 2.25 Single-Stage—1025 Single-Stage—1650■ Single-Stage—1350▲	52 x 2.25 2-Stage—1950 2-Stage—2400 Single-Stage—2750	52 x 2.25 2-Stage—1950 2-Stage—2400 Single-Stage—2750	52 x 2.25 Single-Stage—2000 Single-Stage—3200 w/aux.—3800	52 x 2.25 Single-Stage—2000 Single-Stage—3200 w/aux.—3800	52 x 2.25 Single-Stage—3600 Single-Stage—4500 Std. w/aux.—5300 Opt. w/aux.—6200	52 x 2.25 Single-Stage—3600 Single-Stage—4500 Std. w/aux.—5300 Opt. w/aux.—6200
Steering Ratio—Dia. of Wheel (in.)		22.3—18	22.3—18	22.3—18	22.3—18	22.3—18	22.3—18	22.3—18
Transmission	Standard Optional	3-speed Extra duty 3-speed	3-speed HD 3-speed, 4-speed HD Automatic	3-speed 4-speed	3-speed HD 3-speed 4-speed HD Automatic	HD 3-speed 4-speed	HD 3-speed 4-speed HD Automatic	HD 3-speed 4-speed
Tires (Tubeless)	Standard Maximum Optional (Tube-type also available)	6.70-15 4PR 7-17.5 6PR	7-17.5 6PR 8-19.5 8PR S/R 8-17.5 8PR Duals†	7-17.5 6PR 8-19.5 8PR	8-17.5 6PR 8-19.5 8PR S/R 8-17.5 8PR Duals	8-17.5 6PR 8-19.5 8PR S/R 8-17.5 8PR Duals	8-19.5 8PR 8-22.5 8PR Duals	8-19.5 8PR 8-22.5 8PR Duals
Wheels	Std., No., Size (in.) Max. Opt., No., Size (in.)	4, 15 x 5.5K 4, 17.5 x 5.25 4, 16 x 5K	4, 17.5 x 5.25	4, 17.5 x 5.25	4, 17.5 x 5.25	4, 17.5 x 5.25	2, 19.5 x 5.25 Front 2, 19.5 x 6.0 Rear 6, 22.5 x 6.0	2, 19.5 x 5.25 Front 2, 19.5 x 6.0 Rear 6, 22.5 x 6.0

*5000-lb. GVW requires 223 Six (max. GVW with 144 Six is 4300 lb.)

†223 Six includes 30 amp. generator, 1350-lb. rear springs and 15.4-qt. cooling system

‡Frame section for 137" wheelbase

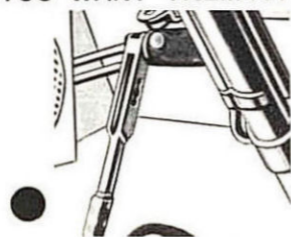
§7200-lb. rear axle & opt. rear springs required

¶With 144 Six only

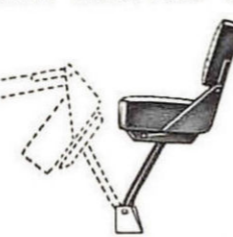
■With 223 Six only

†19.2 qt. capacity included with dual rear tires

P-SERIES CHASSIS CAN BE EQUIPPED EXACTLY AS YOU WANT THEM... WITH TIME AND WORK SAVING CONVENIENCES



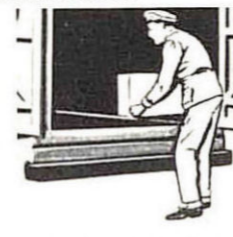
Orscheln parking brake. Knob on brake lever permits driver to adjust parking brake linkage easily. Standard with P-500 and P-5000; available on P-100, P-350, P-400, P-3500, P-4000.



Tilt-forward seat. Driver's seat tilts forward, for more aisle space. Added working area adds to driver efficiency, permits convenient cargo handling. Optional with stripped chassis.



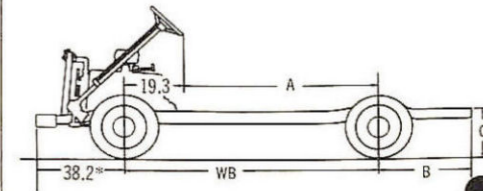
Low step height. The chassis design cuts floor-to-ground height. This conserves driver energy when entering or leaving and makes front-door unloading more convenient.



Easy loading and unloading. Low floor-to-ground height makes load handling easier, reduces delivery time. Cargo is within natural reach reducing driver strain, fatigue.

SERIES	WB (in.)	A (in.)	B (in.)	Body Length (ft.)	C (in.)	
					Empty	Loaded
P-100	96	77.2	32	6-6½	24.0	19.3
	102	83.2	32	7-9	24.0	19.3
P-350	104	81.2	46	7-9	26.8	21.7
	122	99.2	59	9½-11½	26.8	21.7
P-3500	104	81.2	46	7-9	26.8	21.7
	122	99.2	59	9½-11½	26.8	21.7
P-400	137	114.0	38.5	11-13	29.3	25.7
	137	114.0	38.5	11-13	29.3	25.7
P-500	137	114.0	38.5	11-13	30.9	27.4
	154	131.0	38.5	12½-14½	30.9	27.4
P-5000	137	114.0	38.5	11-13	30.9	27.4
	154	131.0	38.5	12½-14½	30.9	27.4

DIMENSIONAL DRAWING



*34.0 on P-100 Series