

1964 FORD TRUCKS

FALCON RANCHERO-SEDAN DELIVERY



NEW FALCON RANCHERO PICKUP...easy to work with...great to drive!

SMARTER STYLING—The Falcon car's winning style and performance can be yours with a 1964 Falcon Ranchero pickup. Get behind the wheel just once and you'll discover that driving the Ranchero is fun, no matter what your job assignment or destination. The Ranchero has swagger and style...and 800 pounds of carrying capacity, too!

CARLIKE COMFORT FOR THREE—The '64 Ranchero gives you a new measure of comfort, thanks to new interior dimensions. Wide, deep-cushioned seats, greater clearance between seat and steering wheel, and increased headroom give plenty of room for long legs and broad shoulders. Here is the roominess you need for solid comfort!

SMOOTHER RIDING—EASIER HANDLING. Ranchero's improved ball-joint front suspension and wide rear tread smooth out bumps and road faults, improve ride...make handling easier and safer. Long, wide, variable-rate rear springs reduce friction and provide a smooth ride. You'll find your Ranchero wonderfully roadworthy!

SUPERIOR ECONOMY—For real economy, go Ranchero! An 85-hp overhead-valve economy Six, 36,000-mile or 36 month* sealed-in chassis lubrication, 6,000-mile or 6 month* oil change interval, self-adjusting brakes, longer-life brake linings and battery, and 36,000-mile or 2-year* coolant help save you money mile after mile.

LOADS OF LOADSPACE—A sturdy 6-ft. long, 4½-ft. wide and 14½-in. deep box provides 30 cu. ft. of usable loadspace. Loads easily, too, as tailgate is only 28 inches above the ground. Side loading height is only 39½ inches.

*Whichever comes first



FALCON SEDAN DELIVERY... smart styling plus all-weather protection

The '64 Falcon Sedan Delivery is the ideal delivery vehicle for small loads. With carlike styling, comfort and driving ease, it is designed to haul up to 690 pounds. The Sedan Delivery has 78 cu. ft. of weather-protected, lockable cargo space that is readily accessible from the front seat or tailgate. A single center tailgate latch lowers the tailgate quickly and easily...only one hand does it. The tailgate window can be lowered manually or electrically (electric control is optional) for ventilation. Tailgate opening is 45½ in. wide and 27 in. high to take in fair-sized packages or equipment. Loading is easy because of the low floor height—23 inches when loaded, 26½ inches when empty.

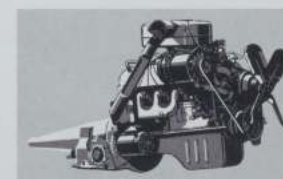
The 7-ft.-long floor is constructed of steel and weather-sealed plywood with longitudinal steel strips that allow you to slide heavy packages in and out. All main underbody structural members are heavily galvanized for protection against rust and corrosion.

If your business requires a prestige vehicle for the quick delivery of small loads, you'll find the Sedan Delivery is ideal for you.



NEW GET-UP-AND-GO!

If you have a yen for sports car performance, simply team up the new high-performance 260-cu. in. V-8 with the sweet-and-swift stick-shift, 4-speed transmission...and your fun will begin! Optional for both the Ranchero and Sedan Delivery.



260-CU. IN. V-8—This robust 164-hp Ford V-8 provides more lively going from every gallon of regular gas. Wonderfully responsive.



FALCON 4-SPEED MANUAL TRANSMISSION—All forward gears are fully synchronized for slick, smooth shifting up or down.

YOUR CHOICE OF SIX OR V-8 POWER	144 SIX (Std.)	170 SIX (Opt.)	200 SIX (Opt.)	260 V-8 (Opt.)
Max. Gross HP @ RPM	85 @ 4200	101 @ 4400	116 @ 4400	164 @ 4400
Max. Gross Torque @ RPM	134 lbs.-ft. @ 2000	156 lbs.-ft. @ 2400	185 lbs.-ft. @ 2400	258 lbs.-ft. @ 2200
Bore and Stroke	3.50" x 2.50"	3.50" x 2.94"	3.68" x 3.13"	3.80" x 2.87"
Compression Ratio	8.7 to 1	8.7 to 1	8.7 to 1	8.7 to 1
Carburetor	1-Venturi	1-Venturi	1-Venturi	2-Venturi

COMFORT AND STYLE OF FALCON INTERIORS

All the comfort and style of the '64 Falcon passenger car is offered in the '64 Ranchero and Sedan Delivery! The deep-cushioned seat holds three in comfort. Specially formed profile seat-frame springs and sturdy Z-springs provide even support at thigh and back for maximum comfort. New interior spaciousness provides ample leg room. Improved sound deadening materials provide a quieter ride; new door locks hold doors tight and safe.

The Ranchero's standard cab vinyl upholstery (illustrated) has a steerhead imprint on the seat cushion and seat back with color-matching bolsters around the sides, top, and bottom. A new straight, rich-looking instrument panel is color-keyed to the upholstery. A new 2-spoke steering wheel provides a better view of the instrument cluster. Delightful ventilation gives you all-seasons comfort. Ranchero's Cowl-Aire ventilation system air intake is located high on top of the cowl, above the level where exhaust fumes and road dust are most concentrated. Fresh air flows into the interior through individually controlled vent openings at left- and right-hand sides for complete ventilation.

SPECIFICATIONS

Exteriors: Standard equipment includes chrome front and rear bumpers, two taillights, dual electric windshield wipers, dual electric horns, directional signals, bright-metal windshield reveal molding, taillight trim rings and hub caps. **Sedan Delivery** also has bright-metal drip moldings. Solid colors available are: Raven Black, Rangoon Red, Guardsman Blue, Skylight Blue, Silver-smoke Gray, Dynasty Green, Cascade Green, Vintage Burgundy, Chantilly Beige, Sunlight Yellow, and Wimbledon White. Optional two-tone combinations are: Guardsman Blue with Skylight Blue; Skylight Blue with Guardsman Blue or Wimbledon White for upper body color, with any of the above colors except Sunlight Yellow for the lower part of the body.

Interiors: Standard equipment includes—arm rests (Ranchero), dome light, rearview mirror, spare tire and wheel, sun visor (left side Sedan Delivery, both sides Ranchero), dispatch box, ash tray, Double-Grip door locks, Lifeguard steering wheel.

Engine: 85-hp Falcon Six—144-cu. in. displacement; operates on regular fuel; single-venturi carburetor, simplified integral intake manifold and cylinder head; hydraulic valve lifters; Full-Flow oil filter; 18-mm. Turbo-Action spark plugs; 12-volt electrical system; 54-plate 40 ampere-hour battery; 25-ampere generator; aluminumized muffler.

Engine: (optional) 101-hp high-performance Six—170-cu. in. displacement; operates on regular fuel; single-venturi carburetor; Full-Flow oil filter; hydraulic valve lifters; aluminumized muffler.

Engine: (optional) 116-hp Six—200-cu. in. displacement; available with Fordomatic only; operates on regular fuel; hydraulic valve lifters.

Engine: (optional) 164-hp V-8—260-cu. in. displacement; operates on regular fuel; two-venturi carburetor; Full-Flow oil filter; hydraulic valve lifters; aluminumized muffler; 54-plate, 55 ampere-hour battery; 10-inch clutch.

Clutch and Transmission: Single-plate, cushion-disc clutch, face diameter 8½ in., total frictional area 68.1 sq. in., aluminum housing, Manual 3-speed Synchro-Silent transmission. Optional: 2-speed Fordomatic Drive, 4-speed manual synchronized in all four gears is available with 170-cu. in. Six or V-8.



STANDARD CAB

Rear Axle: Semi-floating type with hypoid gears; 3.50 to 1 axle ratio, 4.00 to 1 ratio optional with 144-cu. in. Six only; 3.25 to 1 ratio w/V-8 (all trans.).

Front Suspension: Angle-Poised ball-joint type with 4-in. diameter coil springs and shock absorbers.

Rear Suspension: Variable-rate leaf springs with anti-friction inserts and shock absorbers.

Brakes: Dependable double-sealed drum; 9" x 2¼" Duo-Servo type; self-adjusting; total lining area is 137.2 sq. in.

Tires: Std. 6.50 x 13 GPR on 13 x 4½J safety-type wheels. (Six cyl.)
Max. 7.00 x 13 GPR on 13 x 4½J safety-type wheels. (V-8 only)

Wheelbase: 109.5 inches.

Other Available Equipment: Power steering; heavy-duty battery; heater and defroster (fresh air, "Blend-Air" type hot water heater); air conditioner; push button radio and front-mounted antenna; Safety Package (padded instrument panel and sun visors); seat belts; power-operated tailgate window (for Sedan Delivery); tires 6.50 x 13 GPR white sidewalls, 7.00 x 13 4PR & 6PR white sidewalls (V-8 only); wheel covers (bright metal); tinted glass; 2-speed electric windshield wipers with windshield washers; cigar-cigarette lighter; Courtesy Light Package includes: door courtesy lights, glove box, map, ash tray, backup lights, and light in cargo area of Sedan Delivery; body side moldings (Ranchero).

Deluxe Trim Package: Sedan Delivery—Includes bright-metal moldings on door window frames and tailgate window opening; arm rests on both sides, and right-hand sun visor. **Ranchero**—Includes bright-metal moldings around top of box and cab back, plus frames on door windows. **Both models** include a black or red steering wheel with horn ring; cigar-cigarette lighter; dome light door switch; and black or red plated vinyl upholstery.

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24,000-MILE WARRANTY (OR 24 MONTHS)—Ford Dealers warrant to truck owners as follows: That for 24 months or for 24,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services; routine replacement of parts such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings, and for normal deterioration of soft trim and appearance items.

FORD FALCON TRUCKS FOR COMFORT, STYLE AND ECONOMY!

PRODUCTS OF

MOTOR COMPANY