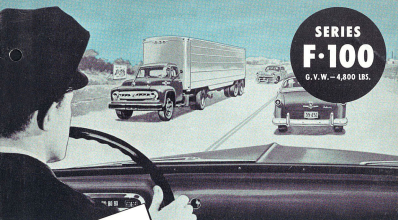


**SERIES
F-100**

G.V.W. — 4,800 LBS.



**DESIGNED FOR
MODERN, LOW-COST
SPEED-HAULING**



6 1/2-FT. PICKUP



6 7/8-FT. STAKE



8-FT. PANEL

COMPLETELY NEW FOR '53!

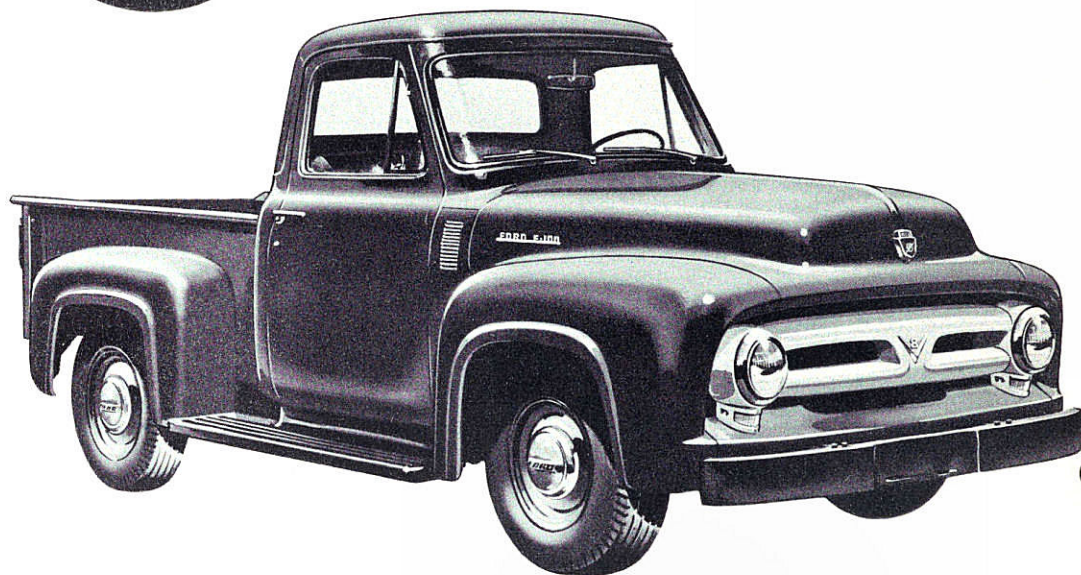
FORD *ECONOMY* TRUCKS

SAVE TIME • SAVE MONEY • LAST LONGER!

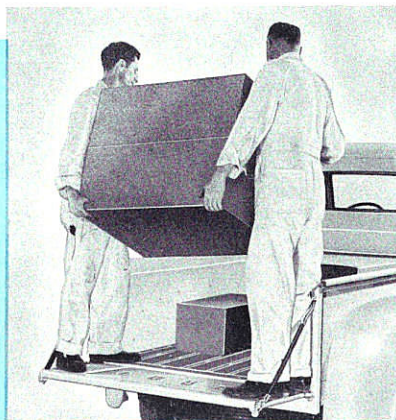
ALL-NEW F-100
6½-ft. PICKUP

Payload (equipment, etc.)—
up to 1530 lbs.
Wheelbase: 110 in.

America's No. 1 Economy Truck



*The all-purpose utility truck that gets your work done
faster, easier and more economically!*



NEW, STRONGER CLAMP-TIGHT TAILGATE

of more rigid construction, resists bending or twisting, designed to prevent sagging under strain of heavy load. Rolled edge at top of tailgate and boxed section construction at either end provide additional strength. New 4-inch rubber cushion on each side of tailgate eliminates rattles.

NEW TOGGLE TYPE LATCH

with drop chains of forged steel links clamp closed tailgate firmly to body sides, designed to provide a tight seal. Chains add support to gate when dropped to open position.

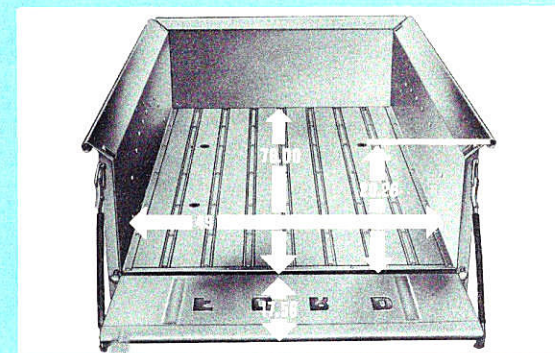
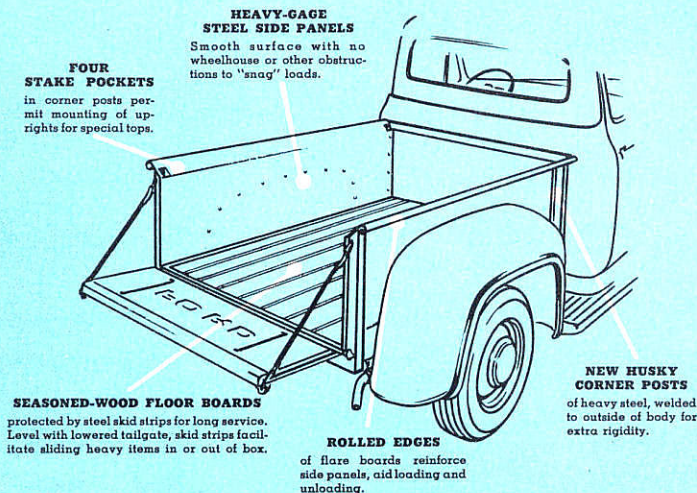


Engineered to GET JOBS DONE FAST!

New Ford Economy Trucks for '53 are engineered with many time- and labor-saving features to do their jobs faster, to handle more deliveries per hour, to make more trips per day! They are the sweetest handling trucks ever built!

New Driverized Cabs reduce driver fatigue, increase driver efficiency! New shorter-wheelbase chassis design provides shorter turning, time-saving maneuverability! Modern Ford engines, with high sustained torque, move your loads faster . . . while they save on gas! Choice of five modern transmissions—including new Fordomatic Drive and Overdrive—offers greater driving ease and flexibility.

The completely new Ford F-100 Pickup is, more than ever, America's No. 1 Economy truck value. Haul big loads . . . save money every mile. You can count on a long life of thrifty, reliable performance with the popular F-100!



NEW BOXED CONSTRUCTION PICKUP BOX

... provides added strength and rigidity. 45 cubic foot payload space is one of the largest in the half-ton field! Heavy-gage steel panels with roll top flare boards are smooth, non-obstructed surfaces that won't "catch" or mar cargo. High 20-inch side panels provide sturdy protection for your loads.

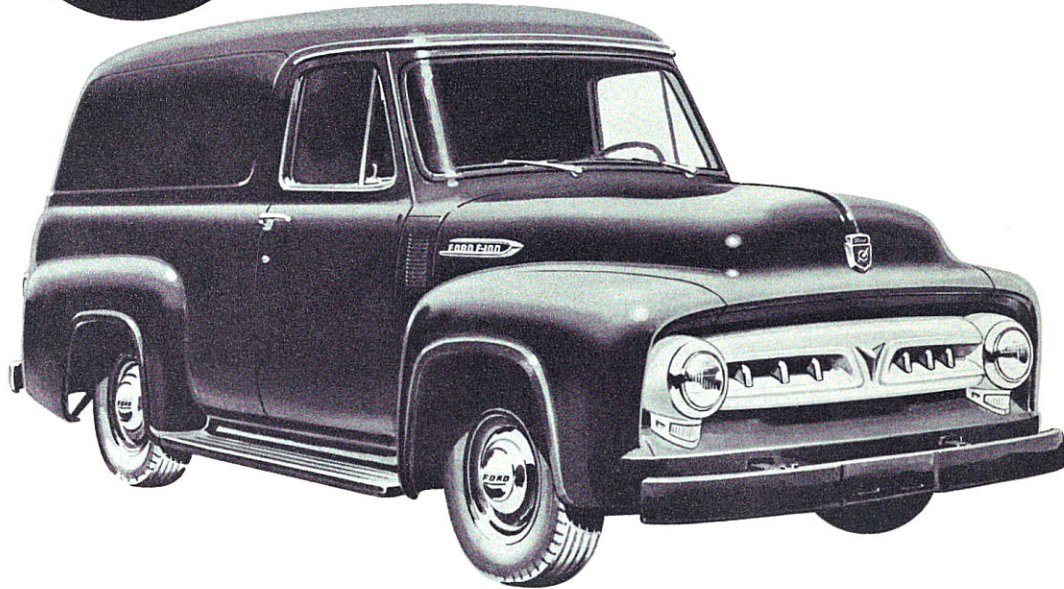
EASY, FAST LOADING

... Low floor-to-ground height (just over 2 feet) favors the driver when loading or unloading. Lowered tailgate is flush with the pickup-box floor and steel skid strips, providing an all-level platform for sliding heavy merchandise into position.

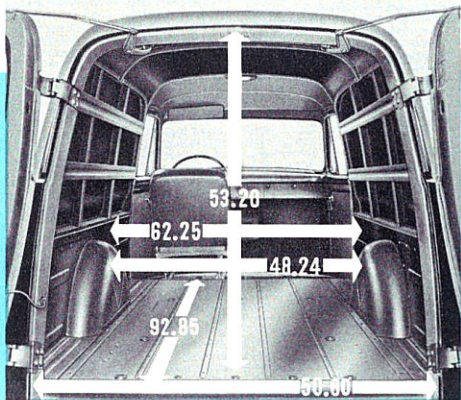
ALL-NEW F-100

8-ft. PANEL

Payload (equipment, etc.)—
up to 1240 lbs.
Wheelbase: 110 in.



High . . . Wide . . . Long . . . Roomy . . . and Handsome!



LONG, HIGH LOAD SPACE, up to 155.8 cu. ft., for easier, safer handling of bulky items. Reinforced welded steel body is 53.20 in. high, 62.25 in. wide, 138.5 in. long, including space alongside driver's seat, for loads up to 11½ ft. long. Steel side paneling, floor to top of wheel-houses, plus metal slats above protect load.



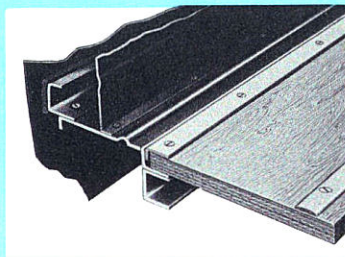
STRONGER REAR DOORS open fully, or hold firmly at 90° open, for easier loading of cargo. Doors are of heavy-gage steel construction with new double door latches to hold doors more rigidly for permanent alignment.



INTEGRAL REAR FENDER provide lasting beauty without slightly seams to catch water and eventually rust out. Rear fenders and side panels are shaped and welded together in one piece for extra strength and long life.



TAIL LIGHTS FOR EXTRA SAFETY when driving at night, and when loading and unloading after dark (standard). Each light, mounted on the body, remains lighted with doors open. Sturdy, heavy-gage steel curved channel rear bumper also standard.



DUST-TIGHT, FUME-TIGHT LOAD PROTECTION . . . of solid plywood floor, impregnated for longer life, and protected by steel skid strips. Body sealed tight at joints of wheelhouse strips and side panels against dust, fumes and moisture. Driver's compartment is fully weather-stripped.



SMART ADVERTISING WHEREVER YOU GO . . . with 6 ft. by 13¼ ft. of unobstructed side panel area to display firm names or framed advertising messages. The distinctive Ford Panel is an attractive advertisement in itself . . . an attention-getting calling card for your business.

America's Smartest Half-ton Panel!

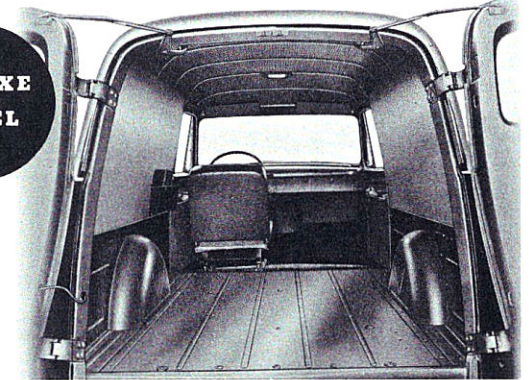
HANDSOME, ALL-NEW PANEL BUILDS PRESTIGE FOR ANY BUSINESS!

Inside and out, this all-new Ford F-100 Panel is designed to help you deliver more merchandise, at less cost, and with greater ease and safety. Here's a combination of simplicity in styling and rugged, long-lasting construction.

The new, wider F-100 Panel features roomy load space, a big load-door opening, *plus* the widest transmission choice and the most advanced styling in its field. You get a choice of 2 beautiful body types—the F-100 Panel or the F-100 Panel Deluxe with 17 "customized" extras for even more living ease and load protection.

Enjoy the prestige-building appearance of the sleek Ford F-100 Panel and enjoy the savings you get from rock-bottom running cost. America's smartest half-ton Panel is America's smartest buy!

DELUXE PANEL



CUSTOM BUILT QUALITY AT LOW FORD PRICE!

For those "customized extras" which supplement the convenience and appearance of the standard Panel, specify the Panel Deluxe . . . it's the only fully insulated factory-built Panel in the low-price field! Look at all the extra features you get for slight additional cost:

- 1. EXTRA RIDING EASE**—Foam rubber seat padding over new standard non-sag springs in driver's seat.
- 2. EXTRA INSULATION**—headlining backed by 1½" glass wool insulating pad full length of roof panel—sound deadener on driver's compartment floor (std. on doors)—heavy masonite lining on panel sides!
- 3. EXTRA LOOKS**—distinctive new hood trim—bright metal drip molding—bright

metal window frames and divider bars!

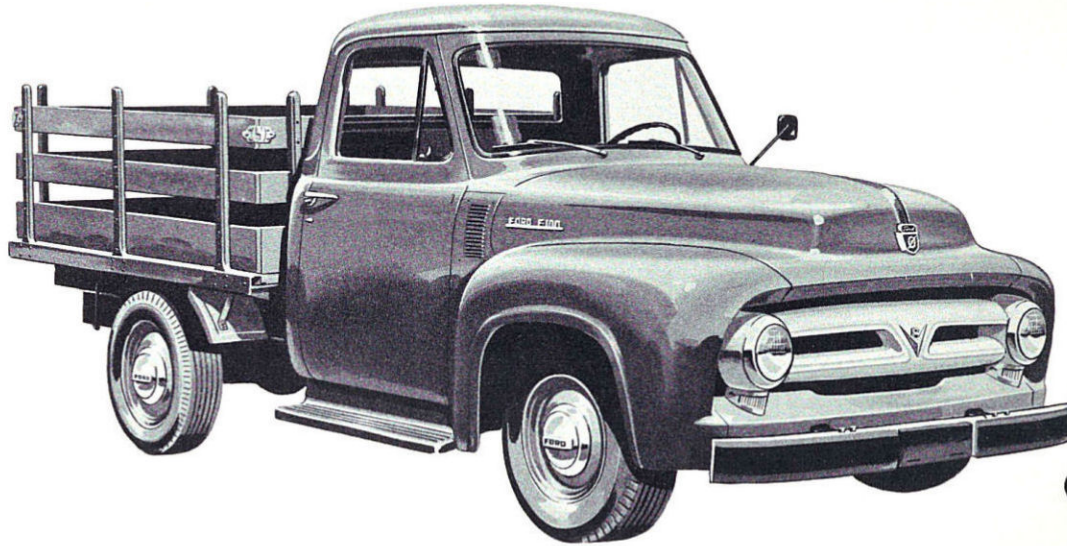
- 4. EXTRA APPOINTMENTS**—two-tone driver's seat upholstery—durable, harmonizing door panel trim.

- 5. EXTRA CONVENIENCES**—two sun visors—matched door locks on all doors—grip-type arm rest on each front door—illuminated cigar lighter—sturdy dispatch box lock—dome light with automatic door switches—twin, matched-tone electric horns!

ALL-NEW F-100
6½-ft. STAKE

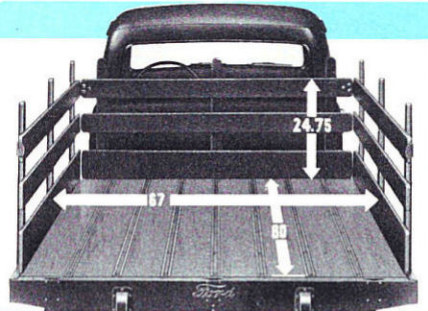
Payload (equipment, etc.)—
up to 1415 lbs.
Wheelbase: 110 in.

All-New Hustler of Light Bulky Loads

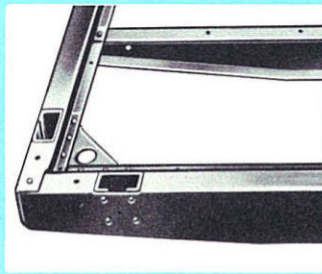


A speedy taskmaster, this F-100 multi-duty Platform-Stake can be loaded or unloaded in a jiffy from either rear or sides. Sturdy seasoned wood floor is reinforced with interlocking steel skid strips, provides

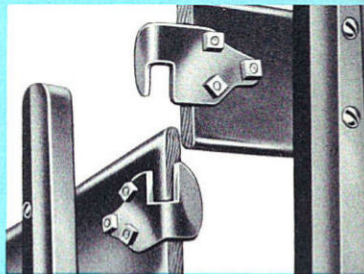
a long life of severe usage. Stake racks are easily removable for open-platform service. You can count on thrifty performance and rugged durability with this versatile F-100 Platform-Stake load hustler!



BIG STURDY BODY . . . Haul big loads on this 6½-ft. long, 5½-ft. wide platform. Removable stake racks are straight-grained, seasoned wood. Stake pockets are flush with floor for unobstructed open platform use. Heavy steel rub rail and steel caps on body ends protect platform.



STRONG, BRIDGE-TYPE FRAME . . . Heavy-gage steel side rails riveted to steel cross girders provide extra strong platform support. Heavy steel angle brackets are riveted to girders, bolted to sills for greater durability. All corners are reinforced with large steel gusset plates.



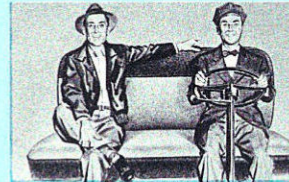
STRONG, INTERLOCKING STEEL PLATES . . . Stake sections are held firmly at top with interlocking steel plates which are bolted to rack boards for added strength. Plates are firm-holding, yet easily locked or unlocked for removal or mounting of stake racks.

All New Comfort Ride—in Every Way!

ALL-NEW
DRIVERIZED
CABS
Deluxe shown



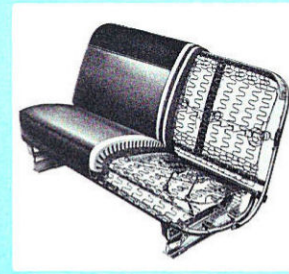
New One-piece Curved Windshield, 55% bigger for more visibility. Full-width rear window—4 ft. wide! Deep side windows.



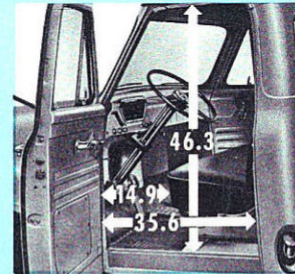
All-New Roominess everywhere you look! With wider cab interiors, there's more hip room, shoulder room, leg room and foot room!



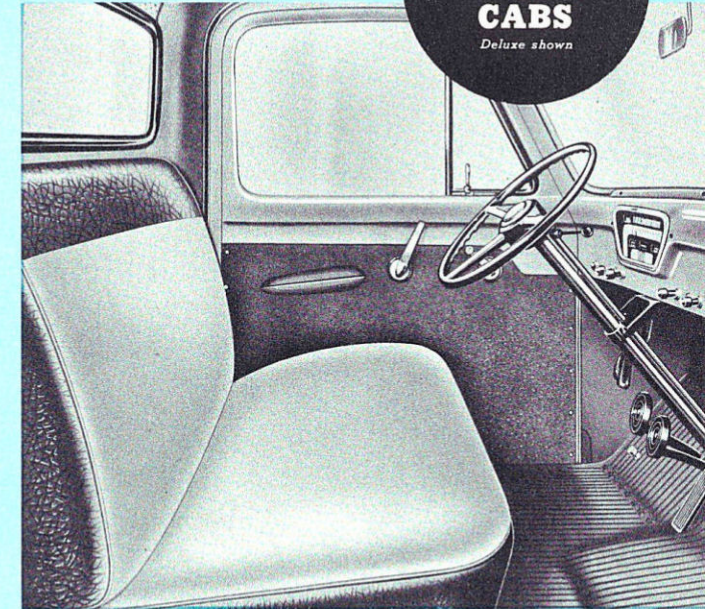
New Curved Instrument Panel has "cockpit" cluster with big instruments for split-second reading. Smart new interior trim.



New Wider Seat provides roomy comfort for 3 men. New non-sag springs. *Exclusive* Ford Counter-Shock seat snubber absorbs road shocks for a softer, smoother ride. Both seat and seat back are independently adjustable.



New Wider Door Opening for easy entrance and exit. New goose-neck hinges swing door outside door opening, hold door firmly for better fit. More space between seat and door pillar lets driver swing in and out with ease.



Roomiest, Most Comfortable Truck Cabs on the American Road ... Designed to Reduce Driving Fatigue!

The all new Ford *Driverized* Cabs usher in a completely new era of truck riding comfort. They ride so easily, you handle the controls so easily, you won't believe you're riding in a truck. Every inch of these new Ford Cabs is designed to free the driver of truck fatigue . . . to make driving easier, safer and more efficient. There's more roominess, more comfort, more convenience, more visibility! Less effort required for driving means drivers stay fresh longer, like their jobs better, do more and better work.

**DRIVERIZED
DELUXE
CAB** . . . **FINEST TRUCK CAB EVER BUILT!**
For slight additional cost, you receive
all these customized "extras"!

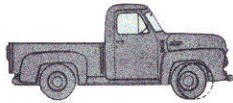
Foam rubber seat padding! Thermacoustic headlining, backed by glass wool insulation! Sound deadener on floor and rear panels! Two-tone seat upholstery and interior trim! Two sun visors! Two arm rests! Cigar lighter! Dome light with automatic door switches! Lock on dispatch box and both doors! Twin, electric horns! Distinctive chrome or bright metal hardware and exterior trim!

NEW FEATURES EVERYWHERE!

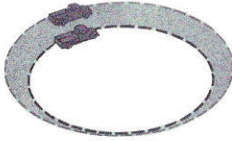
3-Way ventilation for fresh, clean air! New deeper arm-rest side windows! Improved Level-Action suspension! Fully weather-sealed construction! New insulation keeps out engine fumes! New overlapping windshield wipers! New push-button door handles! New Rotor-type door latches! New MagicAire heating, defrosting and ventilating system—most efficient in any truck (extra cost)! New stronger doors and pillar posts! Sound deadener on doors! Ideally located clutch and brake pedals!

Never Before—so many important economy advancements in a new truck!

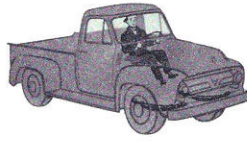
ALL-NEW CHASSIS DESIGN GIVES YOU ALL-NEW STEERING EASE ... WORK-SAVING, TIME-SAVING MANEUVERABILITY!



New Wide-tread front axle is set back to provide a shorter wheelbase with greater maneuverability. Front axle supports larger share of load, for better weight distribution.



New shorter turning, the result of Ford's wide-tread, shorter wheelbase, provides easier handling for time-saving delivery. Turning diameters are reduced up to 14%.



New ride control for driver and load. With shorter wheelbase, driver sits nearer the easy riding front springs. Longer springs and shock absorbers give smoother ride!

New, longer, semi-elliptic springs improve riding qualities and stability, prolong life of springs. Reduced deflection rate and shock absorbers cushion loads.

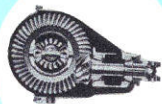


Telescopic, double-acting shock absorbers, front and rear

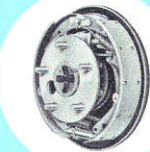
Tubular propeller shaft; large diameter; non-whipping

Tire carrier rear mounted; on new diagonal rack for easier removal

Stronger hypoid rear axle with big drive pinion, spreads torque over greater tooth area for quieter, smoother operation. Wide choice of ratios: 3.92, 4.09 or 4.27 to 1.



Powerful hydraulic brakes designed for safe, sure stops. Self energizing action builds pressure within brake, for light pedal pressures. Removable brake drum for easier maintenance.



Removable brake drums for easier maintenance

Improved Roll Action steering for quicker response

New Deep-Channel frame, with new parallel side rails, for greater strength. Wider front cross members allow greater clearance for improved engine accessibility.



Steering column gearshift; Drive Selector with Truck Fordomatic

Rubber axle bumpers minimize shock of spring bottoming

Ford Power Pilot fully automatic carburetor-distributor for more power, more economy

New Cost Clipper 101-H.P. Six (shown) or World-Famous 106-H.P. V-8

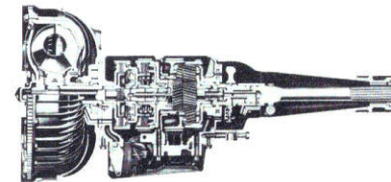
New larger capacity flat tube and fin radiator
Engine mounting rubber-cushioned for long life, smooth operation; new location for easier servicing

New longer front springs shackled at forward end for more stable steering

Channel bumper attached directly to extended frame gives greater protection

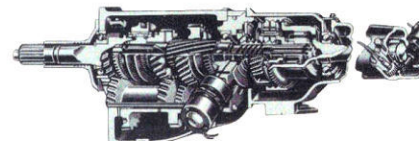
New battery location away from engine heat

GREATEST TRANSMISSION CHOICE IN TRUCK HISTORY!



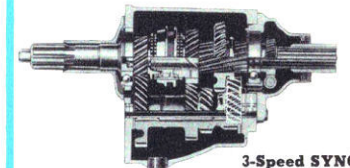
New FORDOMATIC DRIVE—

No manual shifting, no clutch-work! Faster acceleration, more exacting adjustment to changing driving conditions! *Fordomatic Drive* (extra cost) negotiates over 30% grades with ease, from standing start... Here's truck driving at its most modern best!



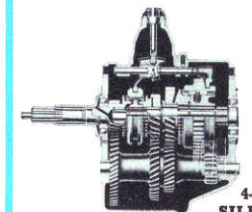
New Ford Truck OVERDRIVE—

Enjoy the savings of 30% engine speed reduction while road speed is unchanged! New Overdrive (extra cost) gives outstanding economy of operation plus satin-smooth power-flow performance!



3-Speed SYNCHRO-SILENT Transmissions

with steering column shift for smooth, quiet operation with passenger-car shifting ease. Optional Heavy Duty 3-speed Transmission for more rugged light duty work.

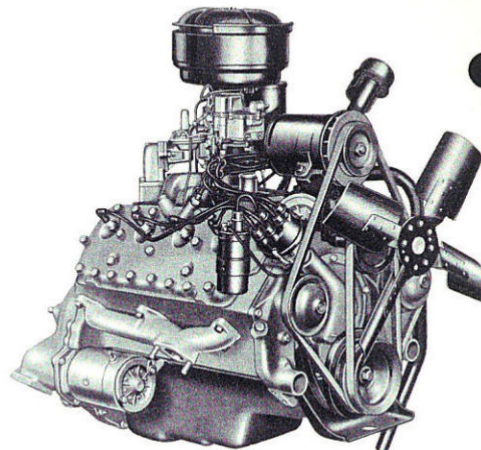
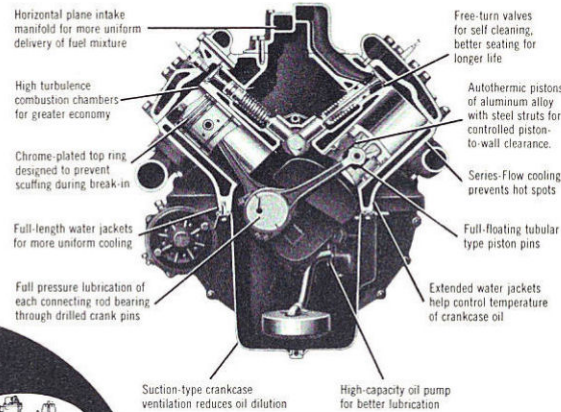


4-Speed SYNCHRO-SILENT Transmission

provides greater operating flexibility. Synchronizers in 2nd, 3rd and 4th gears for faster, quieter shifting. Eliminates "double clutching," provides easier "down-shifting" when climbing hills or reducing speeds.

106-H.P. TRUCK V-8

This world famous Truck V-8 power plant develops power reserves to hustle your loads through traffic faster, more economically, and with greater ease! Many advancements for '53 provide better performance and a longer lifetime of reliable, economical power output!



DISPLACEMENT—239 cu. in.
BRAKE HORSEPOWER—106 at 3500 r.p.m.
TORQUE—194 lbs.-ft. at 1900-2100 r.p.m.

BORE—3.19 in.
STROKE—3.75 in.
COMPRESSION RATIO—6.8 to 1



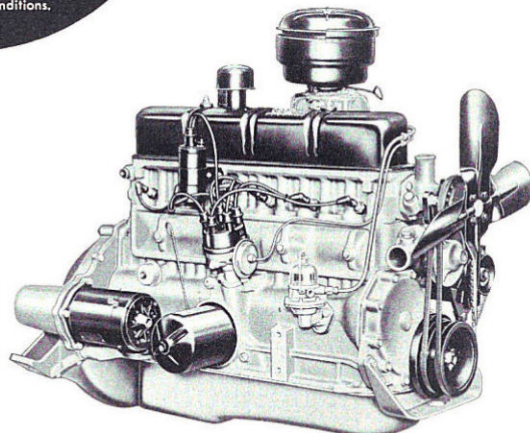
Fully-Proven POWER PILOT

gives Most Power from Least Gas... automatically meters and fires the right amount of gas, to match all operating conditions.

Only Ford Gives You V-8 or Six Choice!

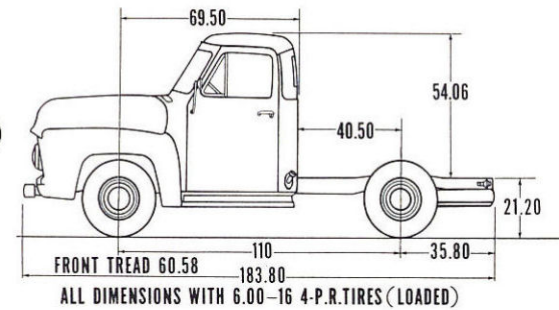
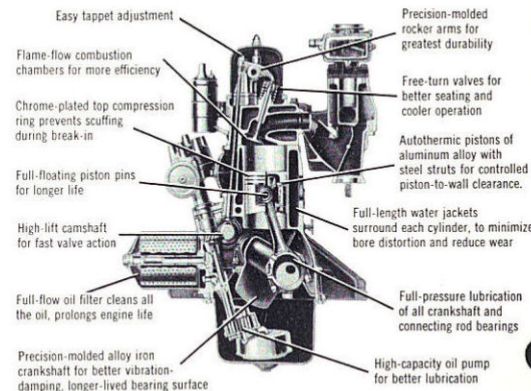
101-H.P. COST CLIPPER SIX

Ford Low-FRICTION, Short-Stroke engine design cuts piston travel, reduces friction wear, gives big savings on gasoline. 7 to 1 compression ratio gives high-compression performance for faster acceleration, more pulling power for speed hauling on regular gas!



DISPLACEMENT—215 cu. in.
BRAKE HORSEPOWER—101 at 3500 r.p.m.
TORQUE—185 lbs.-ft. at 1300-1700 r.p.m.

BORE—3.56 in.
STROKE—3.6 in.
COMPRESSION RATIO—7.0 to 1



SERIES F-100 CHASSIS-CAB ESPECIALLY SUITED FOR CUSTOM- BUILT BODIES FROM 5½ TO 6½ FT.

Ford F-100 chassis-cab and chassis-cowl models are available on the 110-inch wheelbase for special-purpose bodies to fit your specific load space requirements. Body and payload capacity (with equipment and driver) goes up to 1885 lbs. for the chassis-cab (see Capacity Chart below) and up to 2430 lbs. for the chassis-cowl.

CAPACITY CHART—SERIES F-100 CHASSIS WITH CAB

TIRES—5. SIZE—front, rear and spare	6.00-16 4-p.r.	6.00-16 6-p.r.	6.50-16 6-p.r.
GROSS VEHICLE WEIGHT RATING (Severe Service Rating)	4000 lbs.	4400 lbs.	4800 lbs.
*CURB WEIGHT (with fuel and water) (est.)	2885 lbs.	2895 lbs.	2915 lbs.
*PAYLOAD, BODY, EQUIPMENT, ETC. (approx.)	1115 lbs.	1505 lbs.	1885 lbs.

*With Six engine. For V-8 engine, add 85 lbs. to "curb weight" and deduct like amount from "payload."

SERIES F-100 BODY SPECIFICATIONS—CONDENSED

6½-FT. PICKUP BODY	BODY —bolted steel construction; smooth side panels with no wheelhouse obstruction. CORNER POSTS —box type of husky steel; welded to body. FLOOR —sturdy, seasoned wood protected by steel skid strips.	FRONT PANEL —full height, reinforced. LOAD SPACE —unobstructed, no wheelhouses; 78.0" long; 49" wide; 20.26" to top of flare; 45 cu. ft. capacity. LOADING HEIGHT —24.03", floor to ground, loaded, with standard tires.	STAKE POCKETS —four, in corner posts for mounting uprights. TAILGATE —heavy, stamped steel, overlapping clamp-tight panel design, reinforced edge. New toggle-type latch clamps tailgate firmly to body sides for better seal. Anti-rattle drop chain.
8-FT. PANEL BODY	BODY —reinforced welded steel; top and side panels shaped and welded to rear fenders. DRIVER'S COMPARTMENT —spacious; curved one-piece windshield; weather-sealed windows, doors. Sound deadener on all doors. Individual type driver's seat, 4" adjustment. Deluxe Panel has many features for added riding ease, style and driver efficiency. FLOOR —solid plywood, well supported. Steel skid strips. Dust-moisture-sealed at side panels.	INTERIOR —steel panel-protected sides, floor to top of wheelhouses—Panel has metal slats above; Deluxe Panel has heavy masonite lining above wheelhouses on panel sides, and perforated headlining backed by thick glass wool insulating pad extending full length of roof panel. LOAD SPACE —92.85" long on floor (138.5" alongside driver); 62.25" wide; 53.20" high. Total capacity (including space beside driver) 155.8 cu. ft.	LOADING HEIGHT —23.7" floor to ground, loaded. LOCKS —matched right hand rear panel and right side (Panel), matched on all doors (Panel Deluxe). REAR DOORS —hinged to welded one-piece steel door frame; fitted with soft rubber seals. 2-position door checks 90° or full open. REAR DOOR OPENING —50.8" wide, 45.44" high.
6½-FT. PLATFORM & STAKE BODY	LOAD SPACE —platform: 84.3" long x 71.3" wide; stake: 80" long, 67" wide, 29.53" high stakes. LOADING HEIGHT —32.62" with standard tires, loaded. FLOOR —sturdy seasoned wood, protected by steel skid strips.	PLATFORM —bridge-type construction; heavy gage steel framing riveted to cross girders; steel angle brackets riveted to girders. Corners reinforced with steel gusset plates. STAKE RACKS —removable; sturdy, straight-grained wood; one-piece side and end sections.	RACK INTERLOCKING PLATES —strong-holding, easily locked. Bolted to rack boards. RUB RAIL —steel, around platform; steel caps on ends of body sills for protection. STAKE POCKETS —flush with floor; steel lined; welded inside of frame rail, riveted outside.

F-100 SPECIFICATIONS

MAXIMUM GROSS VEHICLE WEIGHT 4,000 POUNDS

AXLE, FRONT

Type..... 3000
 Wheel Base..... 100-100
 Max. Weight at Wheel (lb.)..... 2,250 x 2 = 4,500

AXLE, REAR

Capacity (lb.)..... 3000
 Type..... 3000
 Axle Ratio..... 4.10 or 4.30 (optional)
 with Overdrive Transmission..... 4.10 or 4.30
 with 4-Speed Transmission..... 4.10 or 4.30

BRAKES, SERVICE

Type..... Hydraulic, Tandem, Single Action, Self-Compensating
 110 PSI Brake (Front), 110 PSI Brake (Rear)..... 110 x 2 = 220
 Four Wheel (Front, Rear, 110 PSI Brake)..... 110 x 4 = 440
 Four Wheel (Front, Rear, 110 PSI Brake)..... 110 x 4 = 440

BRAKE, HAND

Capacity..... Cable with Equalizer applying Rear Wheel Brakes

BUMPER

Material..... Steel, Front and Rear

CLUTCH

Type..... Over-Drive, Steel-Clutch, Single Plate
 Diameter, in. (Frontal Area, sq. in.)..... 10-11
 10-11
 Release Bearing..... 10-11
 Attachment..... Levers in Pressure Plate

COOLING SYSTEM

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

DRIVE SHAFT

Type..... 10-11
 Material..... Steel, Front and Rear
 Diameter, in. (Frontal Area, sq. in.)..... 10-11
 10-11

ELECTRICAL SYSTEM

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

ENGINE

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

FRAME

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

FUEL SYSTEM

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

LUBRICATION

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

STEERING

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

TRANSMISSION

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

WHEELS AND TIRES

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

STOCK ARMORERS

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

SPRINGS

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

STEERING

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

TRANSMISSION

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

WHEELS AND TIRES

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

STANDARD EQUIPMENT

Capacity..... 12
 Radiator..... 12
 Fan, Electric..... 12
 Fan, Mechanical..... 12

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