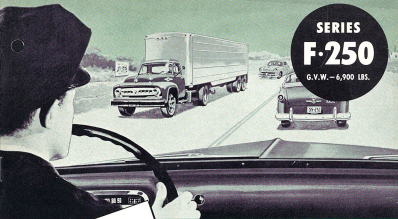


**SERIES
F-250**

G.V.W. — 6,900 LBS.



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



7 1/2-FT. PLATFORM-STAKE



8-FT. EXPRESS

COMPLETELY NEW FOR '53!

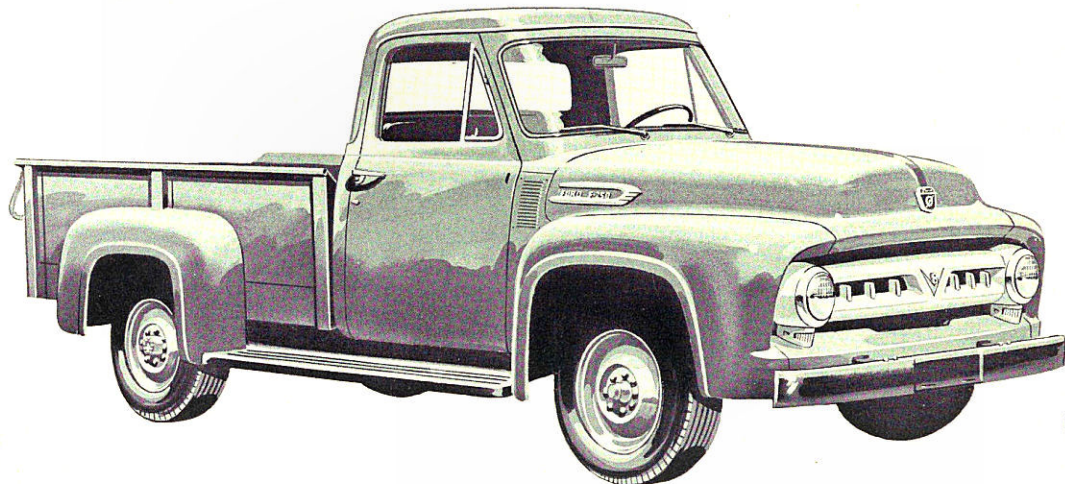
FORD *ECONOMY* TRUCKS

SAVE TIME • SAVE MONEY • LAST LONGER!

**ALL-NEW F-250
8-ft. EXPRESS**

Payload (equipment, etc.)—
up to 3,092 lbs.
Wheelbase: 118 in.

Low Cost Master of Light and Bulky Payloads!



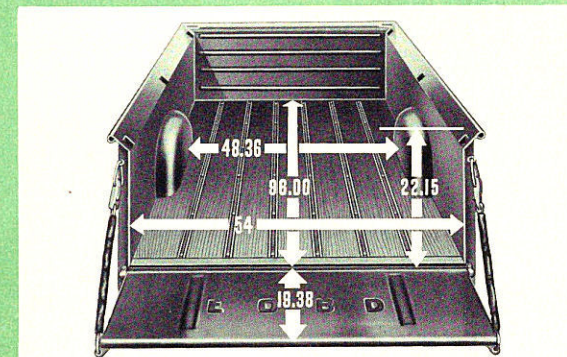
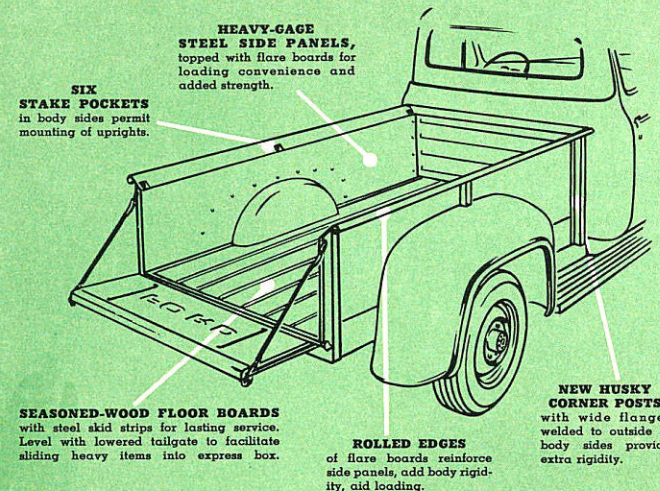
The cost cutting favorite that hauls more cargo for less!

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 Ford *Driverized* Cabs reduce driver fatigue, provide unmatched driver efficiency that enables drivers to accomplish their work with greater ease and safety. The Ford high-compression Low-Friction Six and the world-famous Truck V-8 engines develop high sustained torque that moves big loads faster . . . while they save on gas! New Ford shorter-wheelbase chassis and more efficient controls provide time-saving maneuverability and handling ease in swift-flowing traffic and in congested areas!

There's capacity-plus in this completely new Ford F-250 Express. For light duty hauling at its economical best, this all-purpose 8-ft. Express offers a 65.4 cu. ft. load space capacity. You can haul big bulky loads and save money every mile with new time-saving handling ease and thrifty, responsive performance. There's no doubt about it, the F-250 is the economy champ of profitable light duty trucking. You'll save time, save work, save money!

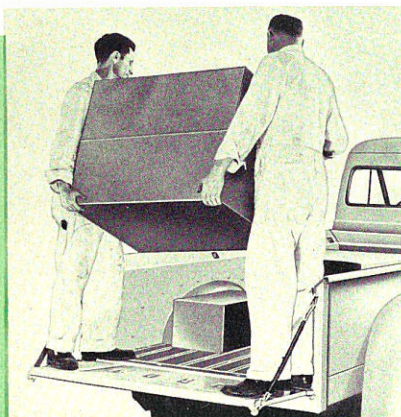


NEW BOLTED CONSTRUCTION EXPRESS BOX

. . . provides added strength and rigidity. Sides easily replaced. 65.4 cubic foot payload space is one of the largest in its class! High 22-inch heavy-gage steel ribbed front and smooth side panels with roll top flare boards, reinforce body and minimize vibration, provide sturdy protection for loads.

EASY, FAST LOADING

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



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

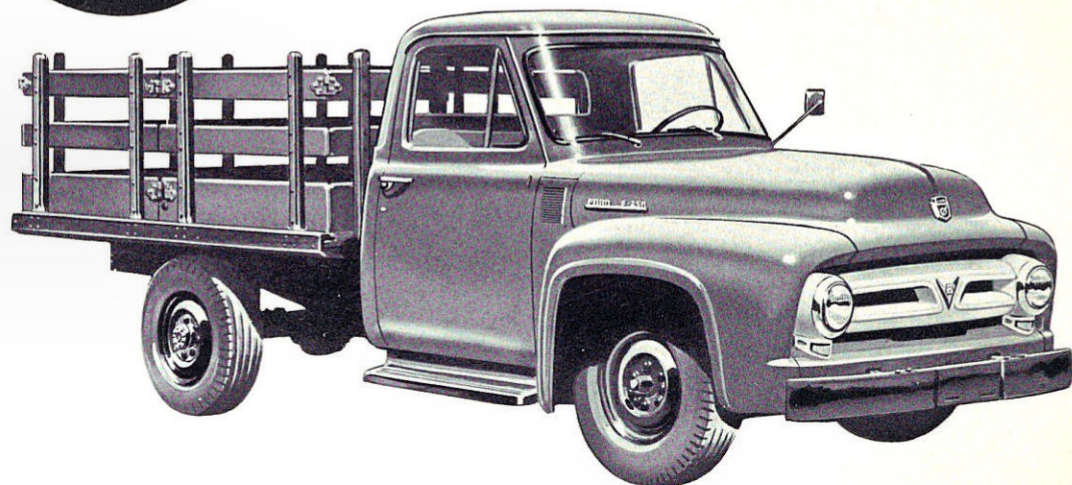
with drop chains of forged steel links clamp closed tailgate firmly to body sides, designed to provide a tight seal. Chains add support to gate when dropped to open position.



**ALL-NEW F-250
7½-ft. STAKE**

Payload (equipment, etc.)—
up to 2,907 lbs.
Wheelbase: 118 in.

Thrifty Champ of Multi-Duty Trucking



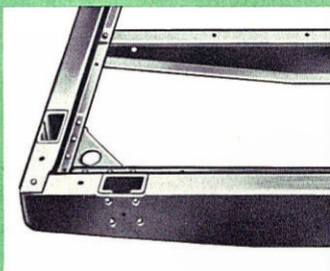
This F-250 multi-duty Platform-Stake lets you haul big bulky loads with ease. Removable stake racks permit easy loading or unloading from rear or sides. Tightly sealed, seasoned floor is reinforced with inter-

locking steel skid strips for a long life of severe usage and easy sliding of heavy merchandise along the floor. Many *Time-Saving* features throughout mean thrifty, efficient, faster performance!



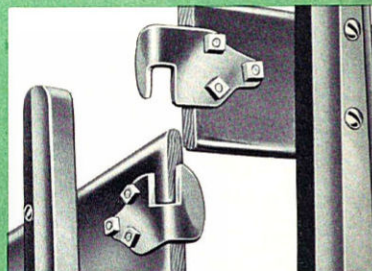
BIG STURDY BODY

Stack your loads high on this 7½-ft. long, 6-ft. wide platform. Removable racks are straight-grained, seasoned wood. 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 for extra strength and durability. Heavy steel angle brackets are riveted to girders, bolted to sills. Steel gusset plates reinforce all corners.



INTERLOCKING STEEL PLATES

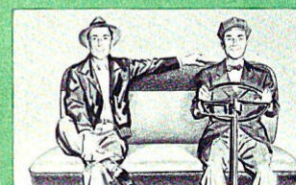
Stake sections are held firmly at top with interlocking steel plates, bolted to rack boards for added strength. Plates are firm-holding, yet easily locked or unlocked for removal or mounting of stake racks.

All New Comfort Ride—in Every Way!

**ALL-NEW
DRIVERIZED
CABS**
Deluxe shown



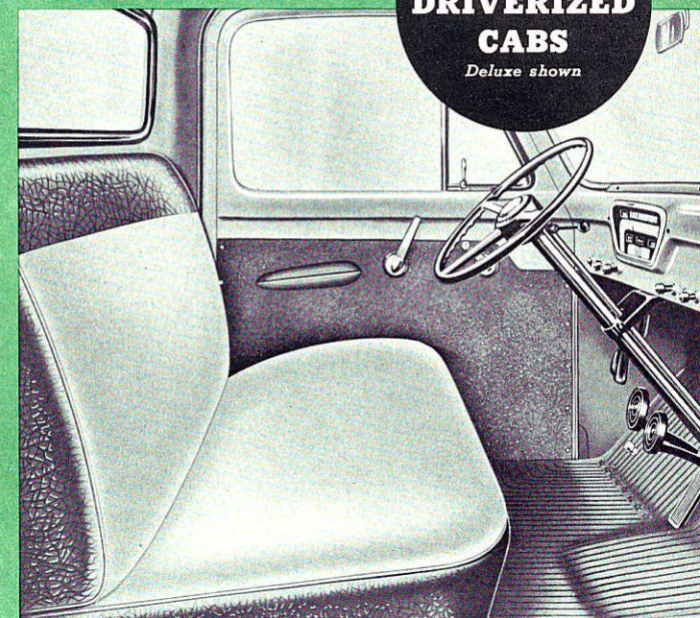
New One-piece Curved Windshield, 55% bigger for more visibility. Full-width rear window—4 ft. wide! Deep side windows.



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

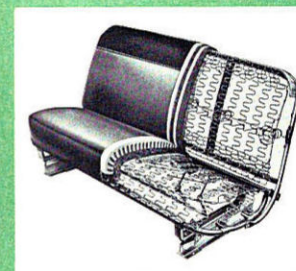


New Curved Instrument Panel has "cockpit" cluster with big instruments for split-second reading. Smart new interior trim.



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.



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.

DRIVERIZED DELUXE CAB . . . FINEST TRUCK CAB EVER BUILT!

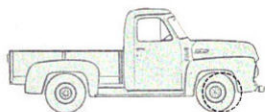
For slight additional cost, you receive all these customized "extras"!

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!

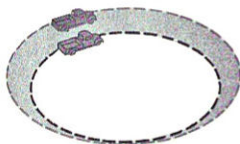
NEW FEATURES EVERYWHERE!

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!

ALL-NEW FORD 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.

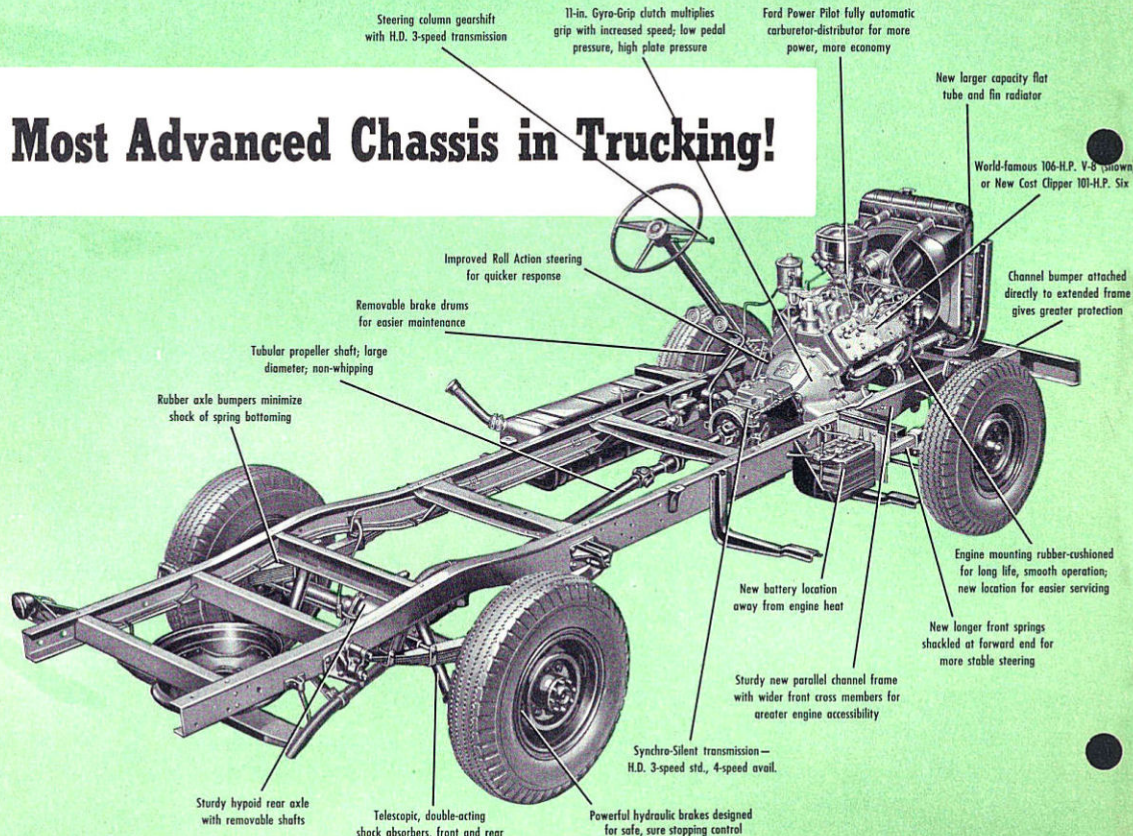


New Shorter Turning, the result of Ford's new wide-tread design, provides easier handling for time-saving delivery. Turning diameters reduced up to 12%.

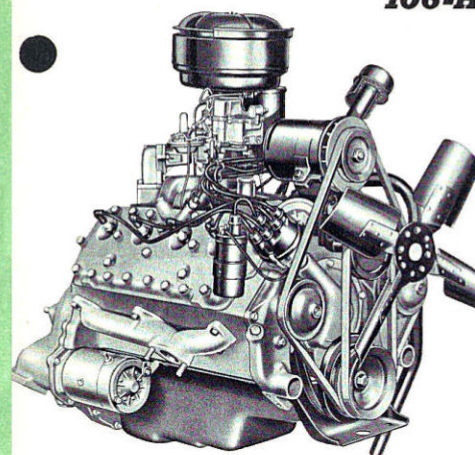


New Ride Control for driver and load. With shorter wheelbase, driver sits nearer the easy-riding front springs. Longer springs and shock absorbers give softer, smoother ride!

Most Advanced Chassis in Trucking!



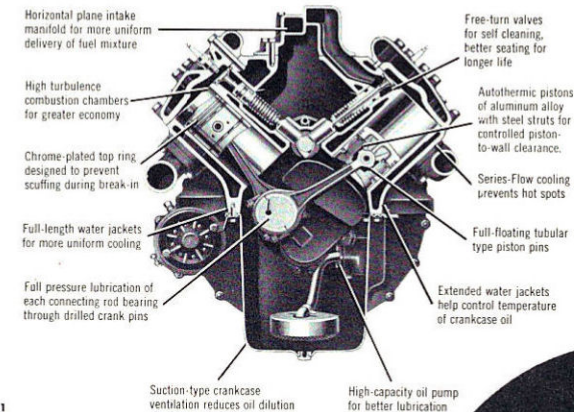
106-H.P. TRUCK V-8



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

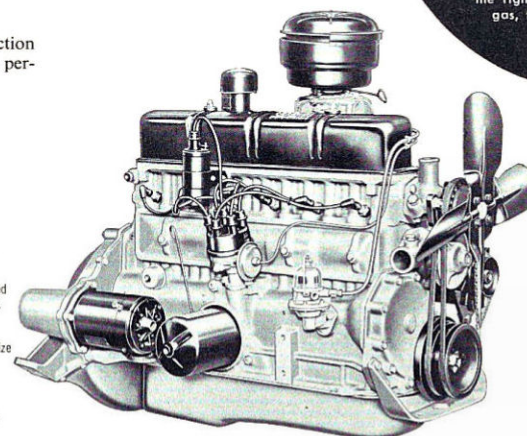
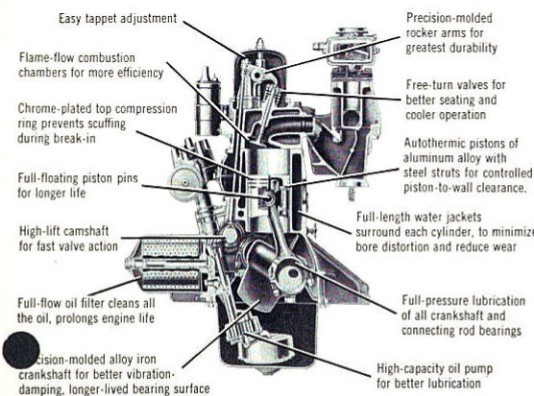
This famous Truck V-8 power plant, with many advancements for '53, develops power reserves to hustle your loads through traffic faster, more economically and with greater ease!



Only Ford Gives You V-8 or Six Choice!

101-H.P. COST CLIPPER SIX

Ford's Low-FRICTION engine design cuts piston travel, reduces friction wear, saves gas. 7 to 1 compression ratio gives high-compression performance, more pulling power.



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—3.60 in.
COMPRESSION RATIO—7.0 to 1



**FULLY-PROVEN
POWER
PILOT**

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

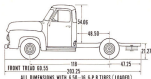
SERIES F-250 CHASSIS-CAB ESPECIALLY SUITED FOR CUSTOM-BUILT BODIES FROM 7 TO 8 FT.

Ford F-250 chassis-cab models are available on the 118-inch wheelbase for special-purpose two-unit bodies to fit your specific load space requirements. Chassis-cab also available for single-unit custom bodies. Body and payload capacity (with equipment and driver) goes up to 3,482 lbs. for the chassis-cab, up to 4,037 lbs. for the chassis-coult.

CAPACITY CHART—SERIES F-250 CHASSIS WITH CAB

| TRUCK—6, 500—Load and net weight | 6,500-10 0-p.m. | 7,000-17 0-p.m. | 7,300-17 0-p.m. |
|--|-----------------|-----------------|-----------------|
| GROSS VEHICLE WEIGHT RATINGS (Gross) | | | |
| Service Rating | 4700 lbs. | 5000 lbs. | 4900 lbs. |
| Chassis Weight (with fuel and water) (net) | 1700 lbs. | 2300 lbs. | 2410 lbs. |
| PAYLOAD, BODY, EQUIPMENT, ETC. (approx.) | 1900 lbs. | 2410 lbs. | 2482 lbs. |

*with six engine. For 8-8 engine, add 40 lbs. to "curb weight" and deduct lbs. shown from "payload."



SERIES F-250 SPECIFICATIONS

MAXIMUM GROSS VEHICLE WEIGHT 6,500 POUNDS

AXLE, FRONT

Capacity—Std. 2000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum) 118-in. wheelbase—2000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

AXLE, REAR

Capacity—Std. 3000 lbs. (Rear) (Gross) (Maximum) 118-in. wheelbase—3000 lbs. (Rear) (Gross) (Maximum)

BRAKES, SERVICE

Type—Hydraulic, Two-Wheel, Wheel Action, Self-Adjusting
Front and Rear Brakes (Optional) 118-in. wheelbase—2000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

BRKE, HAND

Type—Spring and Contracting Band at Rear of Transmission on Drive Line
Front and Rear Brakes (Optional) 118-in. wheelbase—2000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

BUMPER

Type—Curved, Truck-Type Channel Bolts Direct to Front of Frame Side Rails

CLUTCH

Capacity—Std. 1000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

COOLING SYSTEM

Capacity—Std. 1000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

DRIVE SHAFT

Type—Propeller Shaft—Standard
Front and Rear Brakes (Optional) 118-in. wheelbase—2000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

ELECTRICAL SYSTEM

Capacity—Std. 1000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

ENGINES

Capacity—Std. 1000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

FRAME

Capacity—Std. 1000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

FUEL SYSTEM

Capacity—Std. 1000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

GEAR BOXES

Capacity—Std. 1000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

STEERING

Capacity—Std. 1000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

WHEELS AND TIRES

Capacity—Std. 1000 lbs. (Front) & 3000 lbs. (Rear) (Gross) (Maximum)

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FORD ECONOMY TRUCKS SAVE TIME, SAVE MONEY, LAST LONGER

Using latest registration data on 8,269,300 trucks, life insurance experts prove Ford Trucks last longest!

FORD Division of FORD MOTOR COMPANY • DEARBORN, MICHIGAN