

FORD ECONOMY TRUCKS

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!

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.



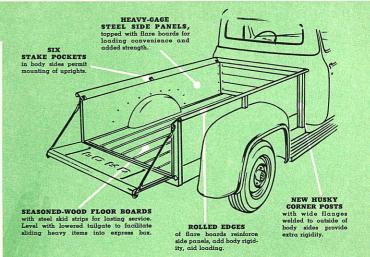


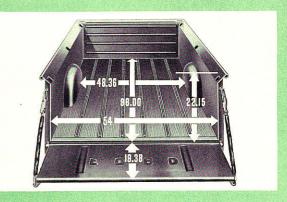
Engineered to GET JOBS DONE FAST!

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 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.





ALL-NEW F-250 7½-ft. STAKE

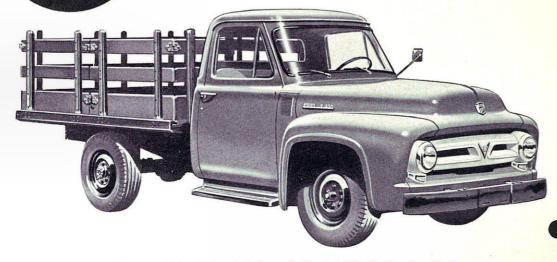
Payload (equipment, etc.)—

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!

All New Comfort Ride—in Every Way!



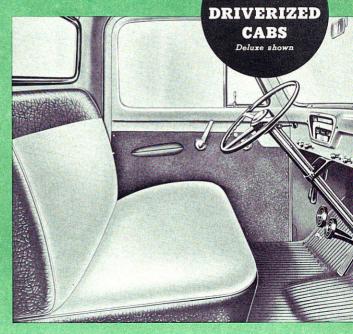
New One-piece Curved Windshield, 55% bigger for more visibility. Full-width rear window— 4 ft. wide! Deep side windows.



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.



BIG STURDY BODY

Stack your loads high on this $7\frac{1}{2}$ -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.



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 quester plates reinforce all corners.



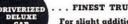
Stake sections are held firmly at top with interlocking steel plates, bolted to rack boards for added strength. Plates are firm-holding, yet easily locked or unlocked for removal or mounting of stake racks.



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



. . FINEST TRUCK CAB EVER BUILT!

ALL-NEW

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 timesaving delivery. Turning diameters reduced up to 12%.

Steering column gearshift

with H.D. 3-speed transmiss



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!

11-in. Gyro-Grip clutch multiplies
grip with increased speed; low pedal
pressure, high plate pressure

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

Most Advanced Chassis in Trucking!

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

Improved Roll Action steering
for quicker response

Removable brake drums
for easier maintenance
it; large

Rubber axle bumpers minimize shack of spring bottoming

Sturdy hypoid rear axle

with removable shafts

Tubular propeller shaft; large diameter; non-whipping

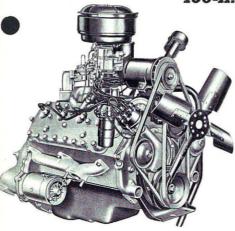
New battery location away from engine heat

Sturdy new parallel channel frame with wider front cross members for greater engine accessibility

Synchro-Silent transmission— H.D. 3-speed std., 4-speed avail.

Powerful hydraulic brakes designed for safe, sure stopping control

106-H.P. TRUCK V-8

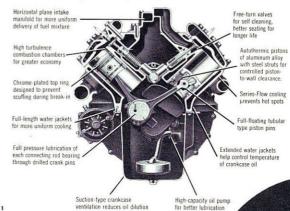


DISPLACEMENT—239 cu. in.

BRAKE HORSEPOWER—106 at 3500 r.p.m.

TORQUE—194 lbs.-ft. at 1900-2100 r.p.m.

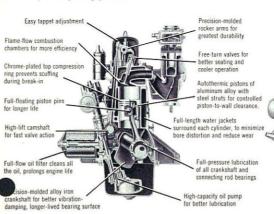
BORE—3.19 in. STROKE—3.75 in. COMPRESSION RATIO—6.8 to 1 This famous Truck V-8 power plant, with many advancements for '53, develops power reserves to hustle your loads through traffic faster, more economically and with greater ease!

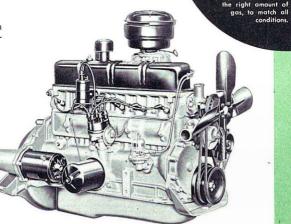


World-Innous 106-HP. V-3 100ml Pord Gives You V-8 or Six Choice!

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

POWER
PILOT

Gives Most Power from

Least Gas . . . automat-

ically meters and fires

6

Telescopic, double-acting

shock absorbers, front and rear



SERIES 7-280 CHASSIS-CAB ESPECIALLY SUITED FOR CUSTOM-BUILT BODIES FROM 7 TO 8 FT. Fod F-230 chasis-cab models are available on the 118-inch wheelbase for uncalcimentary two-suits badies to five user specific land wave require.

Ford F-250 classis-sub models are available on the 1H-inch wheelbase for special-purpose two-unit bodes to 81 your specific load space requirments. Chausis-cook also available for single-unit custom bodies. Body and puplosed capacity (with equipment and driver) goos up to 3,000 and chausis-cab, up to 4,077 lbs. for the chausis-cook, CAPACIT CHART SHART 3-930 CHARSIS WITH CAB

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SERIES F-250 SPECIFICATIONS

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FORD ECONOMY TRUCKS SAVE TIME, SAVE MONEY, LAST LONGER

Using lided registration state on \$.504,500 tracks, life incurrence superix power fund french lad langue!

From Ho. 7428

Park Steel