

SERIES

F-250

G.V.W.—6,900 LBS.



FORD *TRIPLE ECONOMY* TRUCKS

FOR 1954

give you more truck for your money!

What Ford Truck TRIPLE ECONOMY Means to You



New Gas-saving POWER

Ford's new LOW-FRICTION engines give you greater horsepower and more flashing performance without boosting your fuel bills! Modern, overhead-valve, short-stroke design in the new 115-h.p. *Cost Clipper Six* and all-new 130-h.p. *Power King V-8* delivers more usable hauling power. That's Big Economy Item No. 1.



New Driver-saving EFFICIENCY

Ford's *Driverized Cabs*, the most comfortable cabs in trucking, reduce driver fatigue, save time and conserve energy in the costly human element of truck operation. And that's Big Economy Item No. 2.



New Money-saving CAPACITIES

Whatever your hauling requirements are, you'll find the right load-carrying capacity to fit your job in the new, 1954 Ford Triple Economy Truck line. And profitable payload capacity is your Big Economy Item No. 3.

Thus Ford Trucks for '54
give you
MORE TRUCK FOR YOUR MONEY!

An Economical Workhorse of Multi-Job Trucking

NEW F-250

8-ft. EXPRESS

Payload
(equipment, etc.)
up to 3,020 lbs.
Wheelbase:
118 in.



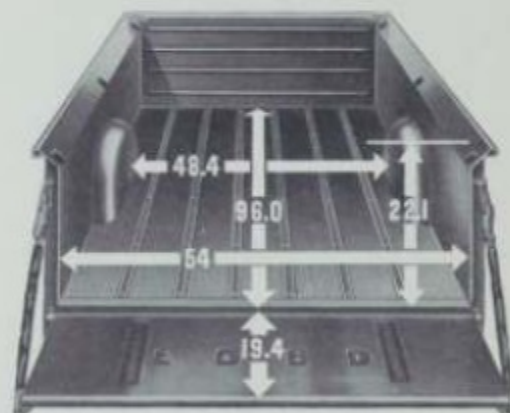
FORDOMATIC DRIVE!
Side-mounted tire carrier!
I-REST tinted safety glass!
Now available.

The Ford F-250 Express is designed to save you time, labor and money on your job, as a result of the *Triple Economy* features built into Ford Trucks for '54.

You get a choice of new, high-compression, Low-FRICTION engines in modern, short-stroke, overhead-valve design! Choose new, 115-h.p. *Cost Clipper Six*, or all-new, 130-h.p. *Power King V-8*! Ford's Low-FRICTION principle of design reduces parts wear, cuts maintenance! You get more usable horsepower with Ford's traditionally low fuel consumption.

New Ford *Driverized Cabs*, standard or *Deluxe* (slightly extra cost), feature unexcelled driver-saving efficiency. And big, money-saving payload capacity means your hauling jobs get done fast, at low cost!

With newly available *Fordomatic Drive*, the F-250 now offers a three-transmission choice including Heavy Duty 3-speed and 4-speed Synchro-Silent Transmissions. And a wide range of optional equipment!



BIG 65.4 CU. FT. PAYLOAD CAPACITY

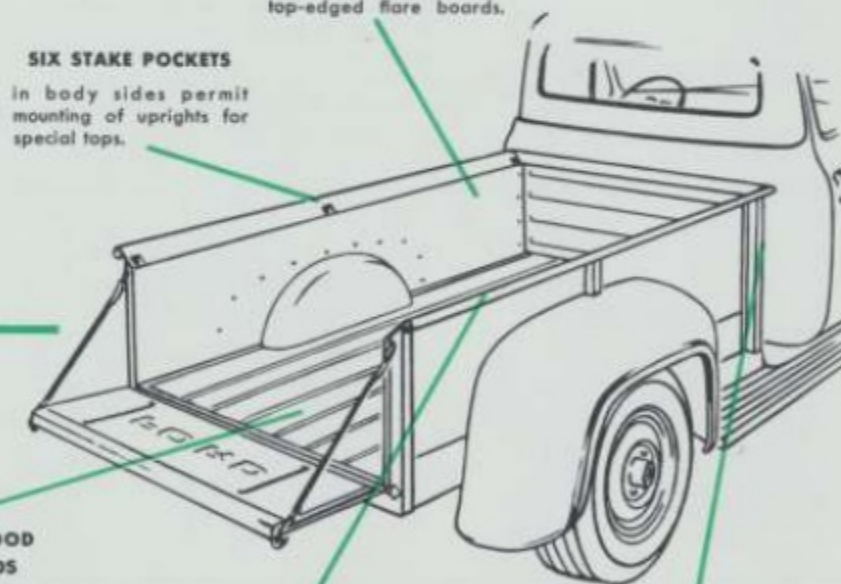
Roomy express box has all-bolted construction for extra strength and rigidity! Heavy-gage steel panels, 22 inches high, are ribbed in front, smooth on the sides . . . with roll-top steel flare boards . . . for extra body reinforcement, minimum vibration, and sturdy load protection. Strong, rigid side panels can be replaced easily if necessary. The seasoned wood floorboards are interlocked with durable steel skid strips extending full length of floor, give the most protection in severe usage.

HEAVY-GAGE STEEL SIDE PANELS

Smooth surfaced, 22 inches high, for sturdy load protection. Reinforced by roll-top edged flare boards.

SIX STAKE POCKETS

in body sides permit mounting of uprights for special tops.



SEASONED-WOOD FLOORBOARDS

protected by steel skid strips for long service. Level with lowered tailgate, skid strips facilitate sliding heavy items in or out of box.

ROLLED EDGES

of flare boards reinforce side panels, aid loading and unloading.

HUSKY CORNER POSTS

of heavy steel, welded to outside of body for extra strength and rigidity.



SAFE, STRONG CLAMP-TIGHT TAILGATE

Rigidly constructed to resist bending or twisting and remain firm under heavy loads. Rolled-top edge of tailgate adds strength. Rubber cushion strips on sides eliminate rattles.



FORD'S EXCLUSIVE TOGGLE TYPE LATCHES

keep tailgate tightly clamped to body sides for effective seal. Forged steel drop chains support tailgate when opened and under heavy load.



LOW FLOOR-TO- GROUND HEIGHT

Box floor is just over two feet from ground, for easier loading and unloading. Locked in horizontal position, gate provides rigid, level platform.

NEW F-250 7½-ft. STAKE

Payload
(equipment, etc.)
up to 2,880 lbs.
Wheelbase:
118 in.

Light Duty Master of Bulky Loads



FORDOMATIC DRIVE!
I-REST tinted safety glass!
Now Available.

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

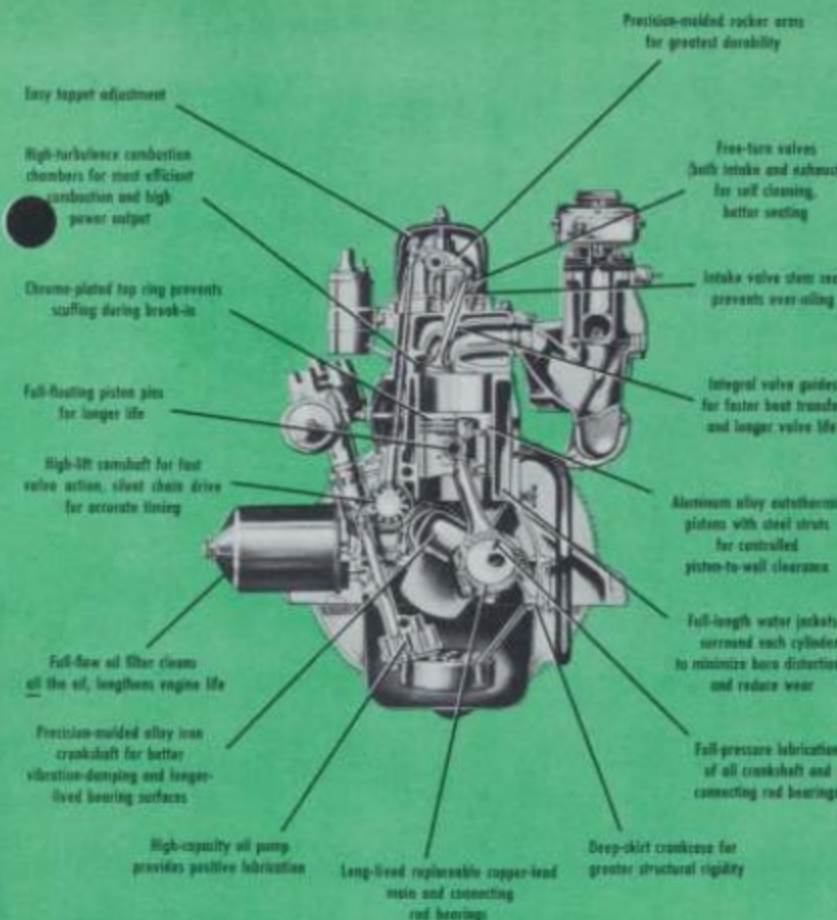
... stake sections are held firmly at top with interlocking steel plates which are bolted to rack boards for added strength. Plates are firm-holding, yet easily locked or unlocked for removal or mounting of stake racks.

BIG, STURDY BODY

... haul big loads on this 7½-ft. long, 6-ft. wide platform. Stakes and rack boards 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.

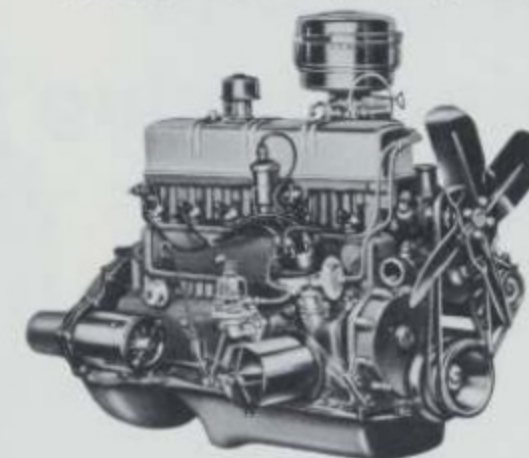
Big, bulky loads are handled easily, profitably, with Ford's new F-250 Stake! Sturdy stake racks—two-piece hinged side sections and one-piece end section—can be removed in seconds, facilitating fast loading from either rear or sides.

Your choice of two new overhead-valve, high-compression engines that provide instant response and flexibility at all speeds! The new Low-FRICTION 115-h.p. *Cost Clipper Six* ... or the all-new Low-FRICTION *Power King V-8*, with 130 horsepower! Short-stroke design cuts internal friction loss up to 18% to liberate more *usable power* from every gallon of regular gasoline!



New short-stroke deep-block 115-h.p. COST CLIPPER SIX!

Most powerful six cylinder truck engine in this field! The *Cost Clipper Six* is tops in efficiency, too, developing more power per cu. in. displacement than other engines in its class! Low-FRICTION design gives you more *usable power* on regular gas! New deep block construction for rigidity, prolongs bearing and engine life!

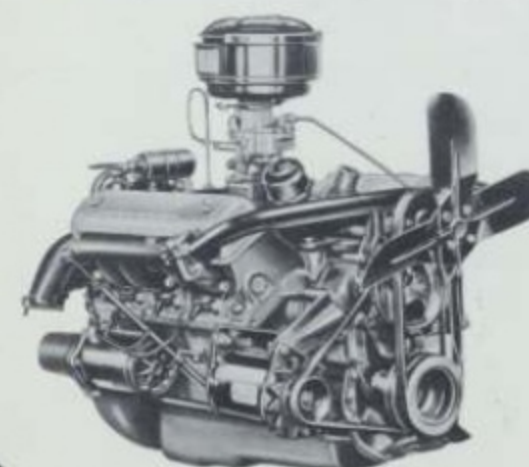


Displacement—223 cu. in.
Bore—3.62 in.
Stroke—3.60 in.
Compression Ratio—7.2:1
Brake Horsepower—115 at 3900 r.p.m.
Torque—193 lbs.-ft. at 1000-2200 r.p.m.

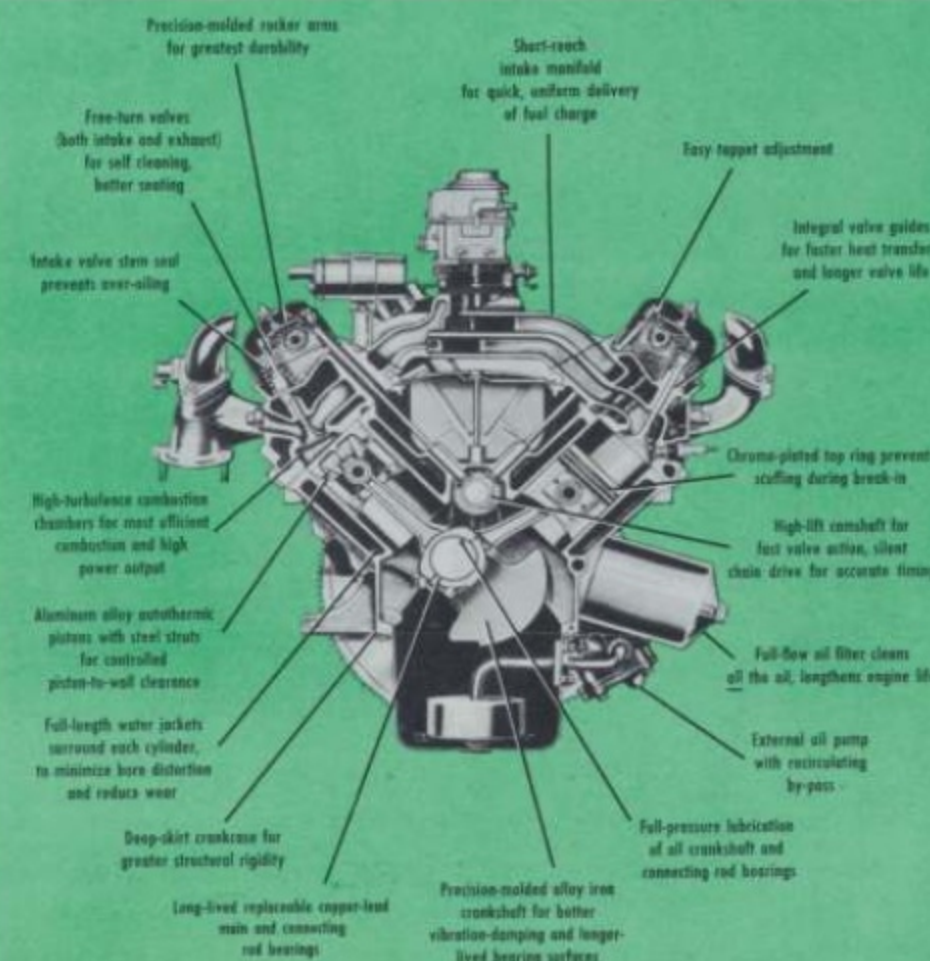
2 Great New, Low-FRICTION Overhead-Valve Engines!

All-new short-stroke deep-block 130-h.p. POWER KING V-8!

Ford's all-new Low-FRICTION V-8 has deep-skirt crankcase, wide base flywheel housing for highest structural rigidity in a V-8 today! Short stroke design liberates more *usable power* to the clutch with good gas economy! Wherever you haul, Ford's all-new *Power King V-8* engine provides instant response and flexibility at all speeds!



Displacement—239 cu. in.
Bore—3.50 in.
Stroke—3.10 in.
Compression Ratio—7.2:1
Brake Horsepower—130 at 4200 r.p.m.
Torque—214 lbs.-ft. at 1800-2200 r.p.m.



FORD'S 3-man

DRIVERIZED CABS

for greater
driver-saving
efficiency



New **UPHOLSTERY** of full-breathing, woven vinyl feels better, looks better, lasts longer, is easier to clean. Wide seat has non-sag springs, exclusive shock snubbers. Seat and seat back adjust independently.

Available with I-REST tinted safety glass!



Big, one-piece curved **WINDSHIELD** with swept-back pillars offers over 938 sq. in. of glass area for eye-saving visibility. Arm-rest-deep side windows. Glare-reducing I-REST tinted safety glass at extra cost.



Full-width, 4-ft.-wide **REAR WINDOW** has 444 sq. in. of glass area, for "no-strain" backing and parking. Ford Triple Economy Trucks offer an all-around total of 294.4 degrees of clear-angle visibility.



Wide **DOOR OPENING** ... almost a full-yard wide ... lets the biggest drivers slip in and out easily. Leg and foot room to spare between seat corner and door pillar. Weather-sealing around doors and body joints to keep out dust, fumes, moisture.

Every detail of Ford's *Driverized Cab* is designed to keep driver efficiency at its peak! Unlimited visibility for safer, more alert driving with big one-piece curved windshield, 4-ft.-wide rear window arm-rest deep side windows. New woven vinyl upholstery, exclusive seat shock snubbers, spacious door openings, loads of room in every direction, conveniently located controls ... in fact, every feature to keep a driver happy! A happy driver is more efficient ... and that means greater savings in the human element of truck operation!

DELUXE DRIVERIZED CAB SHOWN OFFERS

16 "CUSTOMIZED" EXTRAS

... It's the Handsomest Cab on the Road!

EXTERIOR

- Streamlined spear ornament on sides.
- Bright metal chevrons on grille.
- Bright metal frames around Air Wing vents.
- Bright finish drip molding cap.
- Twin matched tone electric horns.
- Matched door locks on both doors.

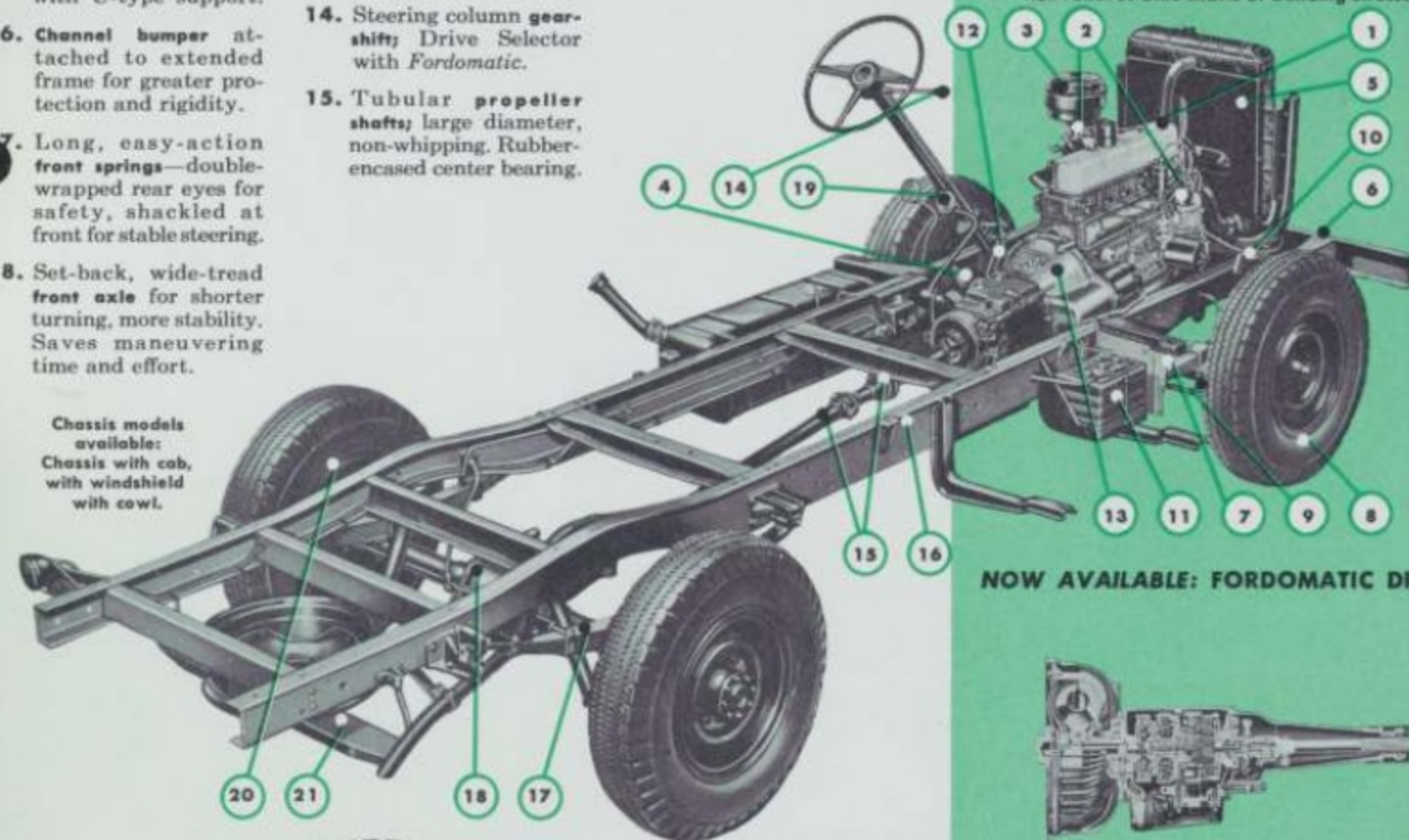
INTERIOR

- Two-tone seat upholstery.
- Foam-rubber seat padding.
- Customized door and body trim.
- Perforated thermacoustic headlining, backed by glass wool insulation.
- Sound deadener on floor and rear cab panels (Standard on doors).
- Grip-type arm rest on both doors.
- Large dome light with automatic door switches.
- Two adjustable sun visors.
- Illuminated cigar lighter.
- Sturdy lock on dispatch box.

Here's more for your money in a rugged, light duty chassis!

- New 115-h.p. *Cost Clipper Six* (shown) or all-new 130-h.p. *Power King V-8*.
- Ford *Power Pilot* fully automatic carburetor-distributor for more power, more economy.
- Air cleaner, 1-qt. oil bath type, to prolong engine life.
- Engine mounting rubber-cushioned for long life, smooth operation; easier engine servicing.
- Large capacity flat tube and fin radiator with U-type support.
- Channel bumper attached to extended frame for greater protection and rigidity.
- Long, easy-action front springs—double-wrapped rear eyes for safety, shackled at front for stable steering.
- Set-back, wide-tread front axle for shorter turning, more stability. Saves maneuvering time and effort.
- Tie rod ends spring-loaded, ball-socket type, with dust shields, for automatic wear take-up.
- Telescopic, double-acting shock-absorbers, front and rear.
- Battery safely located away from engine heat.
- Roll Action steering for quicker response, easier handling.
- 10-in. Gyro-Grip clutch gives high plate pressure, low pedal pressure. 11-in. available.
- Steering column gear-shift; Drive Selector with *Fordomatic*.
- Tubular propeller shafts; large diameter, non-whipping. Rubber-encased center bearing.

Chassis models available:
Chassis with cab,
with windshield
with cowl.



WIDE-TRACK, SET-BACK FRONT AXLE

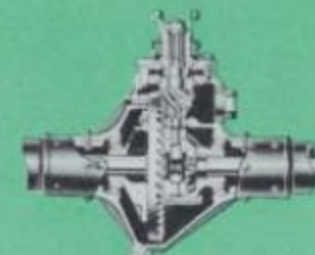
... for short turning diameter, slightly under 41 ft. Wide tread gives greater stability, set-back front axle offers better distribution of load weight.

- Tire carrier mounted at rear; side mounted carrier for Express also available (extra cost).



POWERFUL HYDRAULIC BRAKES

12" x 2" front and rear hydraulic brakes! Self-energizing action builds brake shoe pressure within the brake itself, reduces foot pedal pressure requirements.



RUGGED REAR AXLE

Single-speed hypoid rear axle has big pinion ... distributes torque stresses evenly over large tooth surfaces for smooth, dependable operation. Full-floating construction relieves axle shafts of bending stresses.

NOW AVAILABLE: FORDOMATIC DRIVE!

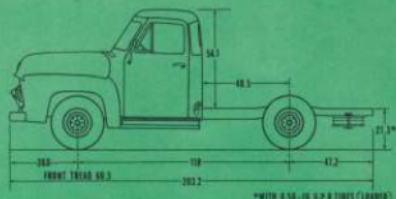


FULLY AUTOMATIC FORDOMATIC DRIVE!

No manual shifting, no clutch work! *Fordomatic* (extra cost) for faster acceleration, exact adjustment to changeable driving conditions. H.D. 3-speed Synchro-Silent Transmission standard; 4-speed Synchro-Silent also available (extra cost).

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

Ford F-250 chassis-cab is available on 118-inch wheelbase for special-purpose two-unit bodies to fit your load space requirements. Chassis-cowl and chassis-windshield also available for single-unit custom bodies. Body and payload capacity (with equipment and driver) goes up to 3,455 lbs. for the chassis-cab, up to 3,960 lbs. for the chassis-cowl.



*WITH 6.5-16 6-P.T. TIRES (LOADING)

CAPACITY CHART—SERIES F-250 CHASSIS WITH CAB

TIRES—4, SIZE—front and rear	6.50-16 6-p.s.	7.50-17 6-p.s.	7.50-17 8-p.s.
GROSS VEHICLE WEIGHT RATING (Severe Service Rating)	4900 lbs.	5800 lbs.	6900 lbs.
*CURB WEIGHT (w/ fuel and water) (est.) front	2135 lbs.	2217 lbs.	2233 lbs.
rear	1070 lbs.	1192 lbs.	1210 lbs.
*TOTAL	3205 lbs.	3409 lbs.	3443 lbs.
*PAYLOAD, BODY, EQUIPMENT, ETC. (approx.)	1695 lbs.	2391 lbs.	3455 lbs.

*With Six engine. For V-8 engine, add 100 lbs. to "front" and "total" and deduct lbs. amount from "payload."

F-250 SPECIFICATIONS

MAXIMUM GROSS VEHICLE WEIGHT 6,900 POUNDS

AXLE, FRONT	Capacity—lbs.	2600
Size (Height x Width x Web)—in.	Modified I-beam—2.29 x 1.67 x 0.32	
AXLE, REAR	Capacity—lbs.	5000
Type Hypoid—Full Floating—4.86 to 1 ratio		
BRAKES, SERVICE	Type Hydraulic, Two-Shoe, Single Anchor, Self-Energizing	
Front and Rear Brake (Drum Diam. x Lining Width—Thickness)—in.	12 x 3-1/2 x 1/2	
Total Lining Area—sq. in.	302—136	
BRAKE, HAND	Type Drum and Contracting Band at Rear of Transmission on Drive Line	
Size (Drum Diam. x Lining Width—Thickness)—in.	8.0 x 2.0 x 1/2	
Total Lining Area—sq. in.	49	
BUMPER	Type Curved, Truck-Type Channel Bolted Direct to Front of Frame Side Rails	
CLUTCH	Diameter, in.—Area, sq. in.: Standard 10—85.5	
Optional (extra cost) 11—123.7		
Type Type-Crimp, Semi-Clutching Single Plate		
Clutch Disc Cast-Iron Hub with Vibration Damper		
Release Bearing Sealed Ball, Pre-Lubricated		
Attachment—Levers to Pressure Plate Needle Roller Bearings		
COOLING SYSTEM	Capacity—qts.	18-22
Radiator Flat Tube and Fan—Pressure Cap		
Thermostat(s) In Engine Water Outlet(s)		
Fan, 4-blade, Diameter—in.	18-18	V-8—22
DRIVE LINE	Type Hotchkiss, Straight-Line Drive	
Propeller Shafts—Number Two, Tubular, Forced Shift Ends		
Universal Joints 2.0 (front)—2.25 (rear)		
Third, Needle Roller Bearing		
Center Bearing Rubber Encased Ball Type		
ELECTRICAL SYSTEM	Battery 6-Volt, 17-Plate, 90-Amp. Hr. Capacity	
Generator 35 Amp., 250 Watts		
Ignition Full Vacuum Controlled System, Fully Automatic Distributor; Metal-Clad Coil, Open Wiring in Rubber Grommets with Moisture-Proof Boots over Spark Plugs		
Head Lights Sealed Beam, Foot-Switch Beam Control		
Horn High Torque, Automatic Engagement, Rotomold Switch, Push Button Control		
Parking Light Left-Hand Combination Stop and Tail Light; Instrument Light;		
Ignition Switch with Key Lock, Circuit Breakers, Voltage Regulator		
ENGINES	CORV CLIPPER SIX 3.82 x 3.60	POWER KING V-8 3.80 x 3.10
Bore and Stroke, in.	3.80 x 3.10	3.80 x 3.10
Displacement—cu. in.	225	225
Max. Brake Horsepower—BHP 115 @ 3000		130 @ 3000
Max. Torque—Lbs.-Ft.—RPM 130 @ 4000-2000		140 @ 1600-2200
Compression Ratio 7.2 to 1		7.2 to 1
FRAME	Side Rails—Type Parallel, Channel Section—Tapered Front and Rear	
Max. Section (Depth x Flange x Thick.)—in.	6.0 x 2.25 x .19	
Cross Members 8-Flanged "U" Type and Channel Section		
Section Modulus334		
FUEL SYSTEM	Carburetor Downdraft	
Air Cleaner Heavy Duty Oil Bath, One Qt. Capacity		
Fuel Pump and Filter Discharge Type, Driven from Camshaft		
Fuel Tank—Chassis without Cab 17-Gal. Inside Left Frame Rail		
Chassis with Cab 17-Gal. Outside Left Frame Rail Below Cab		
LUBRICATION	Engine Full Pressure Feed to All Main, Crankpin and Camshaft Bearings	
Crankcase Capacity (with opt. oil filter) 6 Qts. (dry); 3 Qts. (refill)		
Chassis Fittings for Pressure Lubrication		

SHOCK ABSORBERS

Front and Rear Direct, Double Acting, Telescopic

SPRINGS—Rear-Billette, Ford Alloy Steel

Leaf x Width—In.	Front	Rear
Number of Leaves and Del. Rate—lbs. per in.	7—308	9—446
Capacity at Spring Del. (Normal Del.)—per spring, lbs.	1050	1950

STEERING

Type	Worm and Dual How Needle Bearing Roller
Ratio	18.2 to 1
Wheel 18 in. Dia., 3-Spoke	
Turning Circle Diameter, Right or Left—ft.	40.8
Tie Rod Ball Stud and Socket, Spring Loaded for Automobile	
Take-up of Wear, Equipped with Hubster End Shafts	

TRANSMISSION

Standard	Heavy Duty 3-Speed Synchro-Shift, Steering Column Shift
Optional (extra cost)	4-Speed Synchro-Shift, Center Shift
Optional (extra cost)	Fordomatic, Selector Lever on Steering Column
Gear Positions	First Second Third Fourth Reverse
Ratio (to 1): Std. H.D. 3-Speed	3.71 1.87 1.30 — 4.08
Opt. 4-Speed	4.64 2.10 1.60 1.00 7.52
*Opt. Fordomatic	2.44 1.48 1.00 — 2.00
Converter stall torque ratio	— 2.1 to 1

WHEELS AND TIRES

Wheels—Standard	Five—16-Inch Steel Disc with 0.56 in. Offset
Rims—Size and Type	8 hole, 6.5 in. Dia. Bolt Circle
Standard Tire—Front and Rear	16 x 2.0; Eng. Center
	Four—6.50-16 6-p.s.

STANDARD EQUIPMENT is in addition to items specified above:

Center Cool Ventilator	One-piece Curved Windshield*	Door Lock, Right Side*
Curved Instrument Panel*	Dual Windshield Wipers*	Long on Express
Speedometer	Air Wing Ventilating	Short on Stakes
Water Temperature Gauge	Windows in Doors*	Platform and Chassis-Cab
Oil Pressure Gauge	Sun Visor, Left Side*	Rear Fenders (Express only)
Fuel Gauge	Mirror, Rear View*	Spare Tire Carrier under
Charge Indicator	Inside on Express	Frame (under Floor on
Amb. Recteable	Left, Outside, Long Arm	Platform and Stakes)
Disconnect Box	on Stakes, Platform	Mechanical Lock (1 1/4 in.
Choke Button	Chassis-Cab	capacity) and Tools
Single Electric Horn		

NOTE: Running boards are not standard on chassis with cowl.

STANDARD COLORS

Chosen of: Hagen Blue, Sheridan Blue, Meadow Green, Vermilion, Dove Gray, Glacier Blue or Light Green (on hood, fenders, cowl, cab, interior metal, bodies of stake and express). Painted blue are frame, running boards, outside mirror, door divider bar, vent window frame, fuel tank cap, tail lamp, springs, axles, wheels and bumper. Cowl models are painted in prime unless standard color is specified.

AVAILABLE EQUIPMENT AND ACCESSORIES at extra cost:

Battery—120 Amp. Hr.	Mirror, Outside Rear View	Transmission—
Bumper, Rear, for Express	—Right or Left, 6"	4-speed (includes
Cab, Deluxe	adjustable)	1-inch clutch)
Carrier—Spare Wheel, Side	Mirror, Arm Braces	(Fordomatic)
Mount—6 (Express only)	Oil Filter	
Clutch, 11-inch (for std.	Radiator, Heavy Duty	Windshield Washer
transmission)	Radiator Grille Guard—	Windshield Wipers—
Directional Turn Signals	Heavy Duty	Electric Action, Dual
Engine Compartment Lamp	Radio	Electric (except cowl)
Fire Extinguisher (1 1/2 qt.)	Reflector Flares (3 in. Kit)	Wheels and Tires—
Governor	With Flare	(A) 7.00-16 6-p.s. tires on
Hand Brake Signal (for std.	Road Lamps	std. wheels
transmission)	Seat Cover	(B) 7.00-17 8-p.s. tires & (C)
Heater and Defroster—	Spotlight with Bracket	17 x 5.50 wheels
MacGraw-Hill	Step Lamp	(A) 7.50-17 8-p.s. tires & (B)
Recirculating	Tail Light—Right Hand	17 x 5.50 wheels
Hub Cap	Tinted Glass	Spare Tire
Locking Gas Tank Cap	Two Hooks	

These specifications were set in effect at the time this folder was approved for printing. The Ford Division of the Ford Motor Co., whose policy is one of continuous improvement, reserves the right, however, to discontinue models or change at any time, specifications, design or prices without notice and without incurring any obligation. Availability of equipment, accessories and trim is dependent on material supply conditions.

FORD Division of FORD MOTOR COMPANY • DEARBORN, MICHIGAN

FORD TRIPLE ECONOMY TRUCKS—Give you MORE truck for your money!

