

SERIES

F-350

MAX. G.V.W.—9,500 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!

Heavy-Weight of Light-Duty Profit Makers

NEW F-350
9-ft. EXPRESS

Payload
(equipment, etc.)
—up to 2,936 lbs.
Wheelbase:
130 in.



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

The Ford F-350 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 (at slightly extra cost), feature driver-saving efficiency unexcelled in the field. And big, money-saving payload capacity means your hauling jobs get done fast, at low cost!

With newly available *Fordomatic Drive*, the new F-350 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 74 CU. FT. PAYLOAD CAPACITY

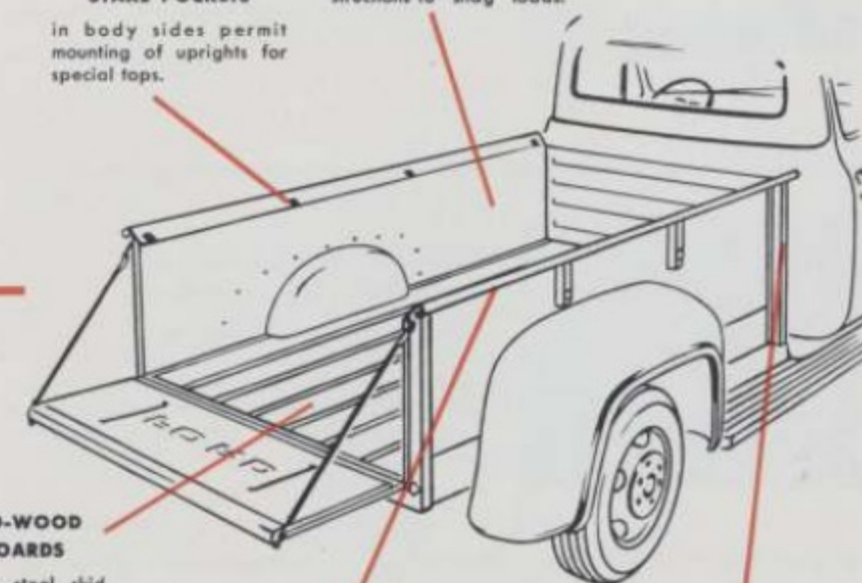
Roomy express box has all-bolted construction for extra strength and rigidity! Heavy-gage steel panels, 22 inches high, are ribbed in front, smooth on the sides . . . with roll-top steel flare boards . . . for extra body reinforcement, minimum vibration, and sturdy load protection. Strong, rigid side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

HEAVY-GAGE STEEL SIDE PANELS

Smooth surface with no wheelhouse or other obstructions to "snag" loads.

EIGHT 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 2½ feet from ground, for easier loading and unloading. Locked in horizontal position, gate provides rigid, level platform.

NEW F-350

9-ft. STAKE

Payload
(equipment, etc.)
—up to 4,892 lbs.

Wheelbase:
130 in.

Low-Cost Handler of Big, Bulky Loads



BRIDGE-TYPE FRAME

Steel cross girders are riveted to heavy-gage side rails for extra strength. Heavy steel angle brackets are riveted to girders, bolted to sills for maximum rigidity.

RUGGED STEEL STAKES AND REAR STAKE LOCK

Straight-grained stake boards are riveted to sturdy U-type steel stakes for extra strength. Sliding bolt type lock holds rear stakes firmly in place . . . keeps racks from jarring loose, protects load.

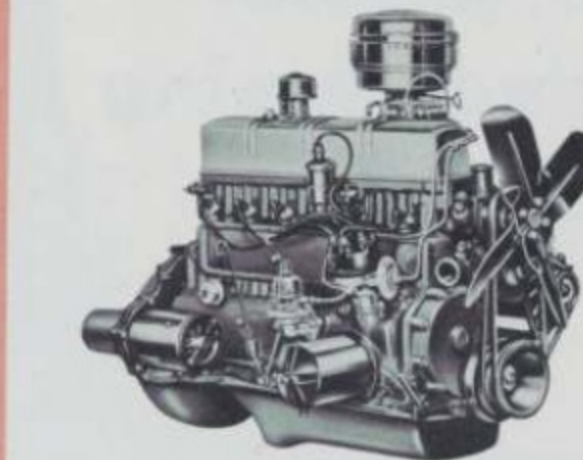
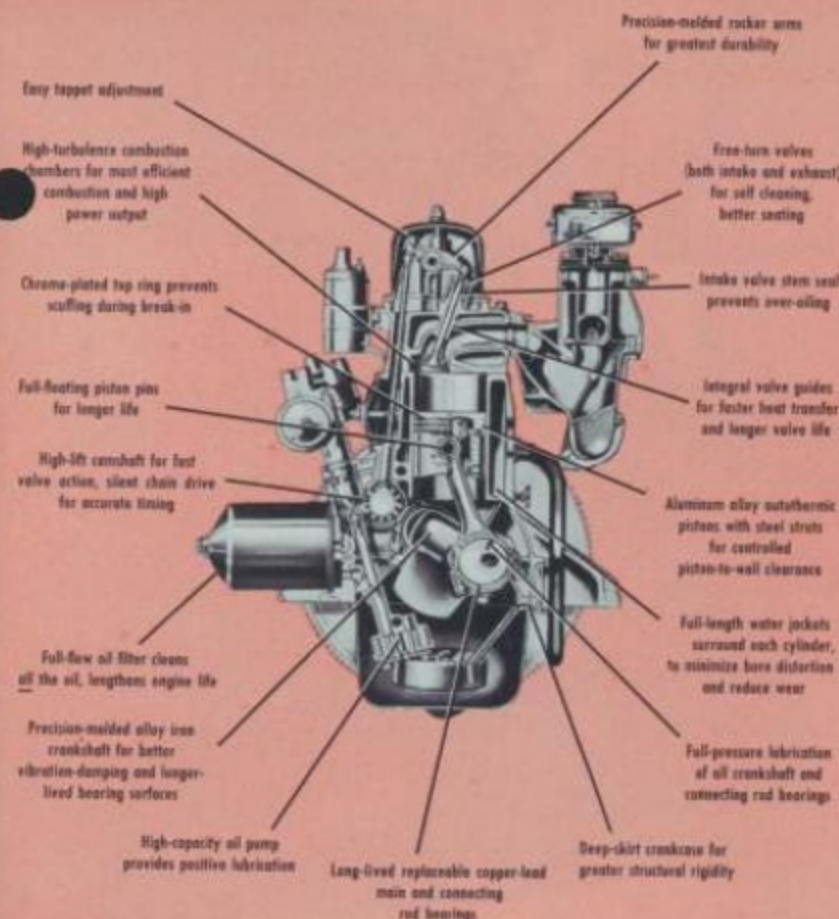
BIG, STURDY BODY

Over 60 square feet of loadspace on this rugged platform! Single front, 2-piece rear and 3-piece side sections with hinged center rack permit speedy loading. Stake pockets flush with floor. Heavy steel rub rail and steel caps on body ends protect platform.



The new F-350, heaviest hauler in Ford's light duty truck line, is available with 9-ft. Platform-Stake body . . . including removable stake racks for easy loading or unloading from sides or rear.

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 friction power waste, liberates more *usable power* from every gallon of regular gasoline!



Displacement—223 cu. in.
Bore—3.62 in.
Stroke—3.60 in.
Compression Ratio—7.2:1

Displacement—239 cu. in.
Bore—3.50 in.
Stroke—3.10 in.
Compression Ratio—7.2:1

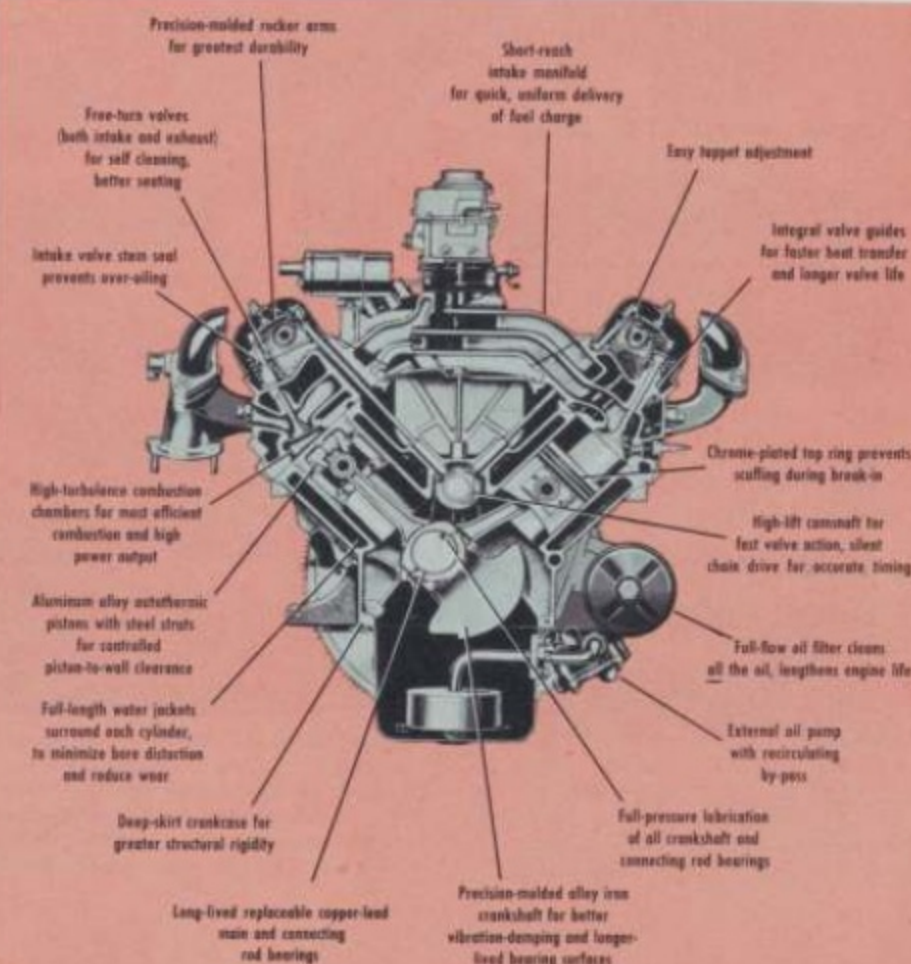
2 Great New, Low-FRICTION Overhead-Valve Engines!

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 . . . and results in smooth engine performance. 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



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 and 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

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

INTERIOR

7. Two-tone seat upholstery.

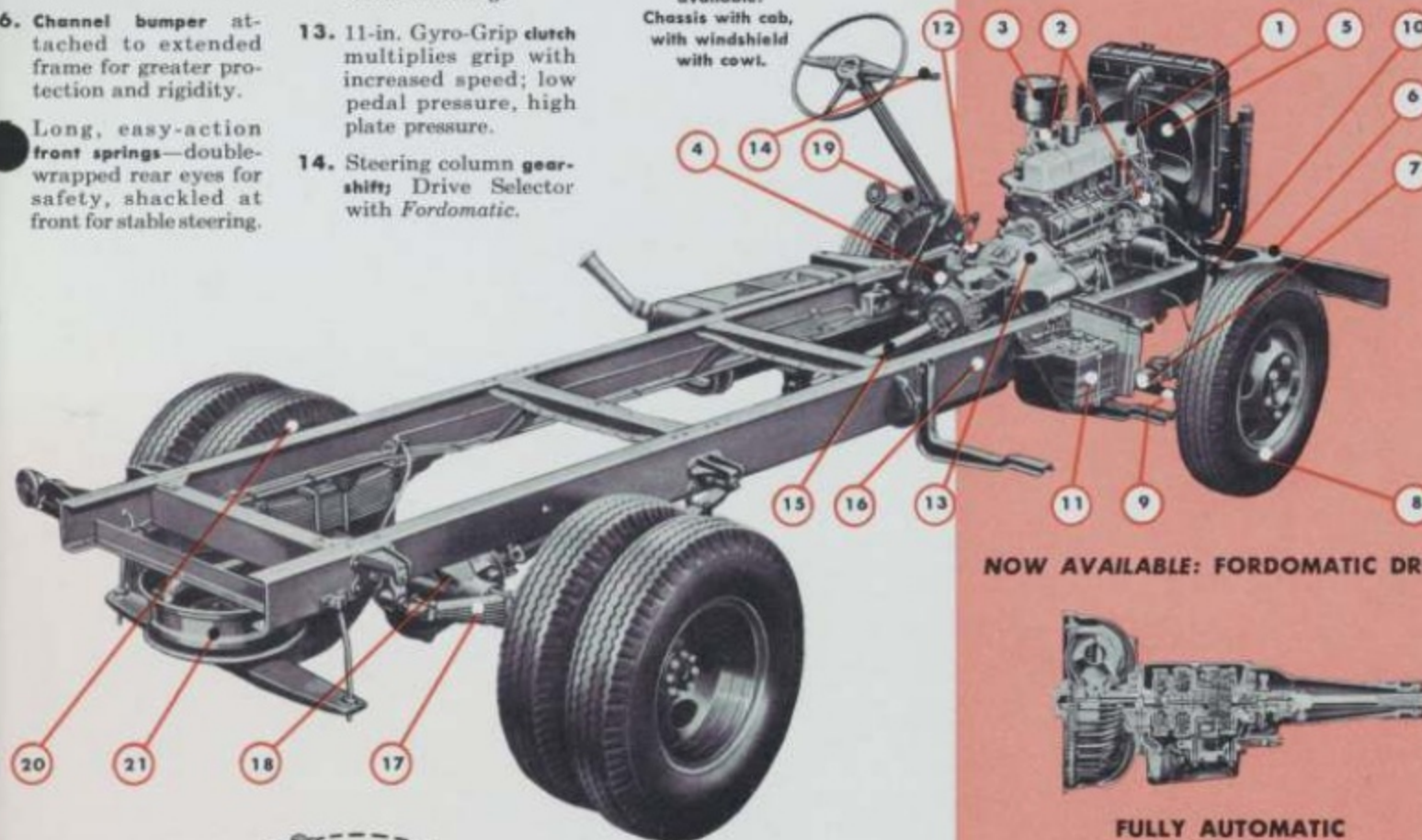
8. Foam-rubber seat padding.
9. Customized door and body trim.
10. Perforated thermacooustic headlining, backed by glass wool insulation.
11. Sound deadener on floor and rear cab panels (Standard on doors).
12. Grip-type arm rest on both doors.
13. Large dome light with automatic door switches.
14. Two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

Here's more for your money in an extra strong, light duty chassis!

1. New 115-h.p. *Cost Clipper Six* (shown) or all-new 130-h.p. *Power King V-8*.
2. Ford *Power Pilot* fully automatic carburetor-distributor for more power, more economy.
3. *Air cleaner*, 1-qt. oil bath type, to prolong engine life.
4. *Engine mounting* rubber-cushioned for long life, smooth operation; easier engine servicing.
5. Large capacity flat tube and fin *radiator* with U-type support.
6. *Channel bumper* attached to extended frame for greater protection and rigidity.
7. Long, easy-action *front springs*—double-wrapped rear eyes for safety, shackled at front for stable steering.
8. Set-back, wide-tread *front axle* for shorter turning, more stability. Saves maneuvering time and effort.
9. *Tie rod ends* spring-loaded, ball-socket type, with dust shields, for automatic wear take-up.
10. Telescopic double-acting *shock absorbers* on front.
11. *Battery* safely located away from engine heat.
12. Roll Action *steering* for quicker response, easier handling.
13. 11-in. *Gyro-Grip clutch* multiplies grip with increased speed; low pedal pressure, high plate pressure.
14. *Steering column gear-shift*; Drive Selector with *Fordomatic*.

15. *Tubular propeller shafts*; large diameter, non-whipping. Rubber-encased center bearing.
16. Deep-channel *frame* with parallel side rails for extra strength.
17. Wide-span *rear springs* provide soft, easy ride empty or loaded.
18. Sturdy hypoid *rear axle* with big pinion, removable shafts.
19. Powerful self-energizing *hydraulic brakes*.

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



WIDE-TRACK, SET-BACK FRONT AXLE

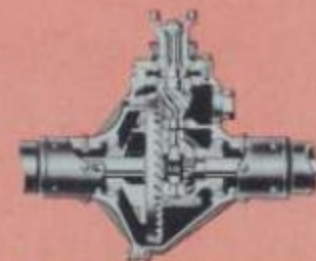
... for short turning diameter, just over 44 ft. Wide tread gives greater stability, set-back front axle offers better distribution of load weight.

20. Removable *brake drums* for easier, lower-cost servicing.
21. *Tire carrier* mounted at rear; side mounted carrier for Express also available (extra cost).



POWERFUL HYDRAULIC BRAKES

12" x 2" front, 13" x 2.5" rear hydraulic brakes! Self-energizing action builds brake shoe pressure within the brake itself, reduces foot pedal pressure needed.



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!

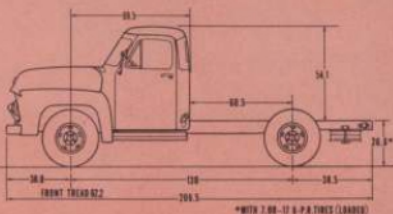


FULLY AUTOMATIC FORDOMATIC DRIVE!

No clutch work! *Fordomatic* (available on single rear-tire models with ratings up to 7,100 lbs. G.V.W., at extra cost) for fast acceleration and smooth, flexible performance, H.D. 3-speed Synchro-Silent Transmission std.; 4-speed also available (extra cost).

SERIES F-350 CHASSIS MODELS ESPECIALLY SUITED FOR CUSTOM-BUILT BODIES FROM 7½ TO 9 FT.

Ford F-350 chassis-cab models are available on the 130-inch wheelbase for special-purpose, two-unit bodies to fit your specific load requirements. Chassis-cowl and chassis-windshield also available for single-unit custom bodies. Body and payload capacity (with equipment and driver) goes up to 5,745 lbs. for chassis-cab, up to 6,252 lbs. for the chassis-cowl.



*WITH 7.0L-60 2-P-TA TIRES (STANDARD)

CAPACITY CHART—SERIES F-350 CHASSIS WITH CAB

TIRES—NO. AND SIZE—front	2-7.00-17 6-p.r.	2-7.50-17 6-p.r.	2-7.50-16 6-p.r.
GROSS VEHICLE WEIGHT RATING (Severe Service Rating)	5800 lbs.	7100 lbs.*	9500 lbs.*
*CURB WEIGHT (with fuel and body) (est.)	2380 lbs.	2297 lbs.	2251 lbs.
*PAYLOAD, BODY, EQUIPMENT, ETC. (approx.)	3420 lbs.	4803 lbs.	7249 lbs.

*With Six engine, For V-8 engine, add 100 lbs. to "front" and "total" and deduct like amount from "payload."
†With heavy duty rear springs.

F-350 SPECIFICATIONS

MAXIMUM GROSS VEHICLE WEIGHT: 9,500 POUNDS (Dual Tires)—7,100 POUNDS (Single Tires)

AXLE, FRONT

Capacity—lbs. 3200
Size (Height x Width x Web)—in. Modified 1-Beam—2.41 x 1.89 x 0.33

AXLE, REAR

Capacity—lbs. 7200
Type 11 in. Gyro-Grip, Semi-Centrifugal Single Plate
Axle Ratio (H.D. 3- or 4-speed train) 3.14 to 1—Opt. 3.53 to 1
Axle Ratio (Fordomatic) 3.14 to 1 (with single tires only)

BRAKES, SERVICE

Type Hydraulic, Two-Shoe, Single Anchor, Self-Emerging
Front Brake (Drum Diam. x Lining Width—Thickness)—in. 12 x 2-1/4
Rear Brake (Drum Diam. x Lining Width—Thickness)—in. 12 x 2-1/4
Total Area (Drum—Lining—sq. in.) 305-231

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 2.0-1/4
Total Lining Area—sq. in. 40

BUMPER

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

CLUTCH

Type 11 in. Gyro-Grip, Semi-Centrifugal Single Plate
Total Frictional Area—sq. in. 225
Clutch Disc Cushioned Hub with Vibration Damper
Release Bearing Sealed Ball Pre-lubricated
Attachment—Levers to Pressure Plate Needle Roller Bearings

COOLING SYSTEM

Capacity—qts. 18-14 1/2, V-8—22
Radiator Flat Tube and Fin—Pressure Cap (H.D. type with dual tires)
Fan, Diam. in. 11 1/2-15 1/2 Six std. 18-4-blade (single tire); opt. 17-4-blade (dual tire)
18-5 1/2-15 1/2 V-8 std. 18-4-blade (single tire); opt. 18-5-blade (dual tire)

DRIVE LINE

Type Hotchkiss, Straight Line Drive
Propeller Shaft Number Two, Tubular, Forged Steel Ends
Diameter, in. 2.0 (front)—2.5 (rear)
Universal Joints Three, Needle Roller Bearing
Center Bearing Rubber Encased Ball Type

ELECTRICAL SYSTEM

Battery 6-Volt, 17-Plate, 90-Amp. Hr. Capacity
Centralize 35 Amp., 250 VOLT
Ignition Full Vacuum Controlled System, Fully Automatic Distributor, Metal-Iad
Coil, Open Wiring in Rubber Grommets with Moisture-Proof boots over Spark Plug
Head Light High Torque, Automatic Engagement, Sealed Beam, Foot-Switch Beam Control
Horn High Torque, Automatic Engagement, Sealed Beam, Foot-Switch Beam Control
Parking Light Left-hand Combination Stop and Tail Light, Instrument Lights; Ignition
Switch with Key Lock, Circuit Breakers, Voltage Regulator

ENGINES

Bore and Stroke, in. 3.62 x 3.60 3.50 x 3.10
Displacement—cu. in. 225 230
Max. Brake Horsepower—RPM 115 @ 3000 130 @ 4200
Max. Torque—lb.-ft.—RPM 185 @ 1800-2000 214 @ 1800-2200
Compression Ratio 7.2 to 1 7.2 to 1

FRAME

Side Rails—Type Parallel, Channel Section—Tapered Front and Rear
Max. Setting (Depth x Flange x Thick)—in. 7.0 x 2.75 x 0.212
Cross Members 8-Flanged "U" Type with Alligator Jaw and Channel Sections
Section Medium 1.27

FUEL SYSTEM

Carburetor Heavy Duty Oil Bath, One Qt. Capacity
Air Cleaner Heavy Duty Oil Bath, One Qt. Capacity
Fuel Pump and Filter Diaphragm Type, Driven from Crankshaft
Fuel Tank—Chassis with Cab 17-Gal. Outside Left Frame Rail Side Cab
Chassis with Cab 17-Gal. Outside Left Frame Rail Side Cab

LUBRICATION

Engine Pull Pressure Feed to all Main, Crankpin and Camshaft Bearings
Trackcase Capacity (with opt. oil filter) 6 qts. (dry); 5 qts. (crull)
Chassis Fittings for Pressure Lubrication

SHOCK ABSORBERS

Front Direct, Double Acting, Permanently Sealed, Telescopic

SPRINGS—Semi-Elliptic, Ford Alloy Steel

Length x Width—in. 45 x 2 52 x 2 52
Leaf Count 8 8 8
Capacity At Spring Pad (Normal Def.)—Per Spring, lbs. 1100 2400
NOTE: With 7.50-17 6-p.r. single and 7.50-16 6-p.r. dual rear tires, optional heavy
duty rear springs (at extra cost) are required—def. rate 778 lbs. per in. capacity at
spring pad (normal deflection) 3200 lbs. per spring.

STEERING

Type Worm and Dual New Needle Bearing Roller
Ratio 18.0:1
Turning Circle Diameter, Right or Left, ft. 18.0:1
Tie Rod Ball Joint and Rocker, Spring Loaded for Automatic Take-up of Wear,
Equipped with Rubber Dust Shields

TRANSMISSION

Standard Heavy Duty 3-Speed Synchro-Mesh, Steering Column Shift
Opt. (extra cost) Fordomatic, Selector Lever on Steering Column (single tire only)
Opt. (extra cost) 4-Speed Synchro-Mesh, Steering Column Shift
Gear Ratios First Second Third Reverse
Ratio to 1: Std. H.D. 3-Speed 3.71 1.87 1.00 4.59
Opt. 4-Speed 2.40 1.59 1.00 7.42
Opt. Fordomatic 2.44 1.48 1.00 2.00
Converter stall torque ratio 2.1 to 1

WHEELS AND TIRES

Wheels—Standard Five—17-inch Steel Disc with 4.90-inch Offset
Rims—Size and Type 4 Hole, 7.50-inch Dia. Bolt Circle
Tires—Standard Size—Front and Rear Single Four—7.00-17 6-ply rating

STANDARD EQUIPMENT in addition to items specified above:

Center Cool Ventilator Single Electric Horn Run Vorn, Left Side
Curved Instrument Panel One-piece Curved Running Boards—
Speedometer Water Temperature Gauge Long on Express
Washer Temperature Gauge Windshield Wipers Short on Stake, Platform
Oil Pressure Gauge Air Vapour Ventilation and Chassis-Cab
Fuel Gauge Windows in Doors Rear Fenders (Express Only)
Charge Indicator Mirror, Rear View Spare Tire Carrier under
Ash Tray Inside on Express Left, Outside, Long Arm Frame
Discharge Box Choke Button and Chassis-Cab
Light Switch Door Lock, Right Side
Hand Throttle Door Lock, Right Side
NOTE: Running boards are not standard on chassis with cowl.
*Except Chassis-Cowl.

STANDARD COLORS

Choice of: Raven Black, Sheridan Blue, Meadow Green, Vermilion, Doves Gray,
Glanter Blue or Light Green (on hood, fenders, cowl, interior metal, bodies of Stake
Mixer and Express), Painted Black are frame, running boards, outside mirror, door
lower bar, vent window frame, fuel tank cap, tail lamp, springs, axle, chassis and
bumper. Cowl models are painted in prime unless standard color is specified.

AVAILABLE EQUIPMENT AND ACCESSORIES at extra cost:

Chassis 120-Amp. Horn, Air Brakes Transmission—4-Speed;
Bumper, Rear on Express Fordomatic
Cab, Deluxe Radiator, H.D. (single tires) Windshield Washer
Curtain—Express Wheel, Side Radiator, Circle Guard Windshield Wipers
Mounted (Express only) Heavy Duty Positive Action Dual
Engine Compartment Light Radio Electric (except Cowl)
Fan, H.D. (dual tires) Reflector Three (3 in. X 11 in.)
Tire Extinguisher (1/2 qt.) with Flare
Governors Splash Guards (3 size) with Brackets
Blade Brake Signal (3-speed transmission only) Spotlights with Bracket
Heater and Defroster—Heavy Duty Rear Springs, Heavy Duty Rear
Mag-Aire System or Springs, Auxiliary (dual
Redraining tire only)
Looking Gas Tank Cap Stop Lamp
Mirror, Outside Right Hand View—Right or Left, Tinted Glass
Shock Absorbers Two Hooks
*Heavy Duty Rear Springs Required

These specifications were 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 price 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!

