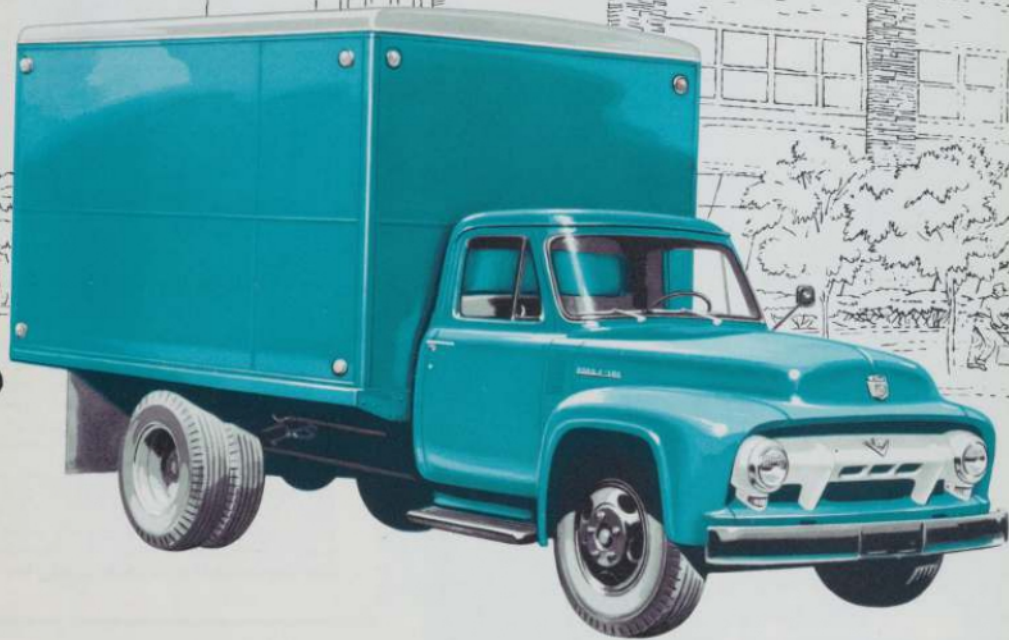


SERIES

**F-500**

Max. G.V.W.—14,000 lbs.

Max. G.C.W.—24,000 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 with Ford's traditional operating economy. 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!**

**NEW F-500**  
9- and 12-ft.  
**STAKE-PLATFORM**  
Payload  
(equipment, etc.)  
up to 8,833 lbs.  
Wheelbases:  
130 and 154 in.



POWER BRAKING!  
I-REST tinted safety glass!  
Now available in all F-500 models!

Popular 1½-ton Ford F-500 trucks have outsold everything in their class for the past 7 years. Now, in 1954, this versatile favorite emerges with major *Triple Economy* advancements to make your hauling job much easier, faster and more profitable!

New, high-compression performance with the new 115-h.p. *Cost Clipper Six* and all-new 130-h.p. *Power King V-8*—both with overhead-valve, LOW-FRICTION design—gives big power reserves for fast load-hustling, with Ford's traditionally low gas

consumption! New *Driverized Cabs* are designed to reduce driver fatigue!

The 9- and 12-ft. Platform-Stake models—in fact, all new F-500's—are available with a wide choice of equipment: single-speed or two-speed rear axles, tire options up to 8.25-20, auxiliary rear springs, heavy duty clutch, powerful hydraulic brakes with or without vacuum power booster. You can easily select the one new Ford F-500 that will handle your job most efficiently, most profitably.



### BIG, RUGGED BODY

Stake racks may be easily removed in sections, for convenient side or rear loading, on spacious 9- and 12-ft. platforms. Steel skid strips protect sturdy wood floor. Platform protected by steel rub rail and steel caps on body ends.



### 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.



### SAFETY REAR STAKE LOCK

Sliding bolt-type stake lock holds rear racks firmly in place, protects load. U-shaped steel stakes for extra rigidity... durable, straight-grained wood rack boards.

**NEW F-500**  
**CHASSIS-CAB**  
Payload  
(body, equip., etc.)  
up to 9,473 lbs.  
Wheelbases:  
130, 154 in.

## FITS YOUR SPECIAL BODY NEEDS FROM 7½ TO 13 FT.

Ford's F-500 finds favor with truck users in virtually all fields—because the F-500 Chassis-Cab accommodates almost any custom body style. Frame design facilitates low-cost mounting. Every important body and equipment manufacturer builds bodies for the Ford F-500—so you can select exactly the right body you need, down to the last detail. Your Ford Dealer will be glad to help you in the selection and purchase of the unit best fitting your job requirements.



CHICAGO STAKE  
130- and 154-in. wb.



CONTRACTOR'S DUMP  
130- and 154-in. wb.



GARBAGE  
130- and 154-in. wb.



GAS (OIL, MILK) TANK  
130- and 154-in. wb.



CARGO VAN  
130- and 154-in. wb.

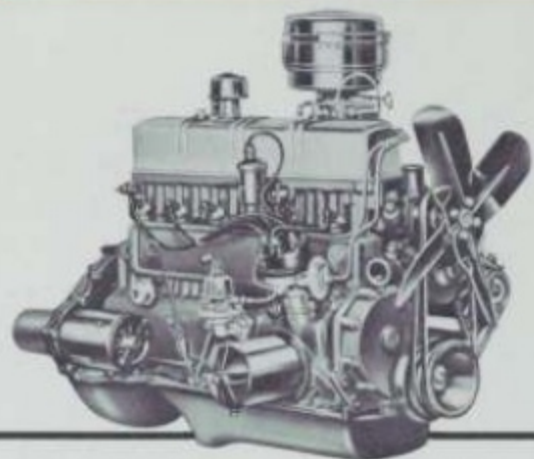


### POWERFUL 24,000-LBS. G.C.W. TRACTOR

Choice of two new powerplants—the new 115-h.p. *Cost Clipper Six* or the all-new 130-h.p. *Power King V-8*. Time-saving, wide-tread short-wheelbase maneuverability. 4-speed heavy duty Synchro-Silent Transmission. 2-speed rear axle available. In tractor-trailer service, a flexible, economical performer.



# 2 new high-compression LOW-FRICTION, OVERHEAD-VALVE ENGINES!



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

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

Most efficient Six cylinder truck engine in the 1½-ton field! The new *Cost Clipper Six* develops more horsepower per cubic inch displacement than all other six-cylinder engines in its class! LOW-FRICTION design gives you more *usable* power, without boosting fuel costs! High-turbulence combustion chambers, short stroke efficiency and greater structural rigidity in the deep-skirt crankcase prolong life in an engine with the high sustained torque required to move loads fast and economically!



### SHORT-STROKE DESIGN

... cuts piston travel up to 18% over other engines of its size, reduces friction "power waste." Less load on bearings, less parts wear ... keeps service costs low.



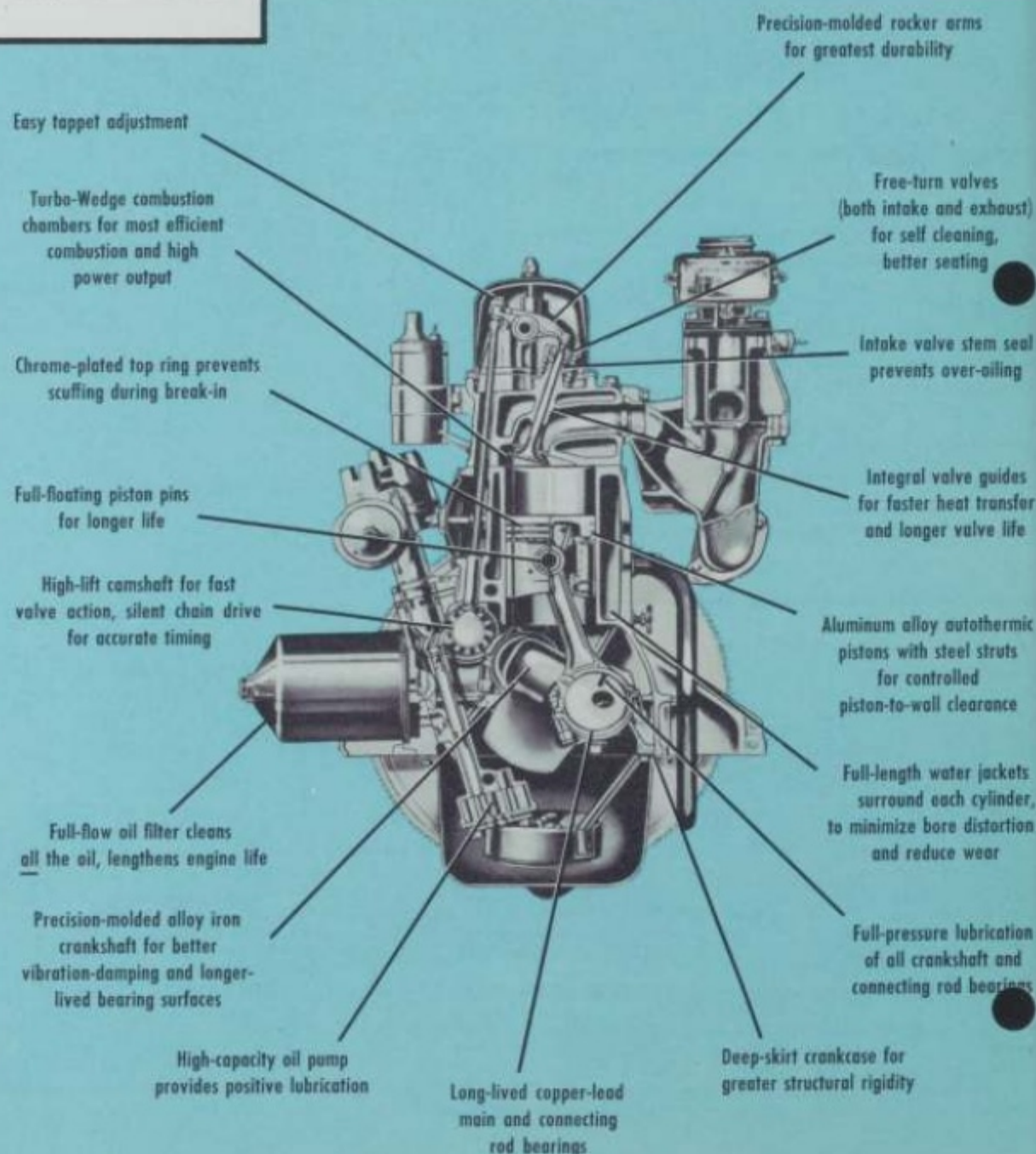
### COMBUSTION CHAMBERS

... are wedge-shaped for high turbulence, and controlled fuel burning, for most efficient combustion without detonation.



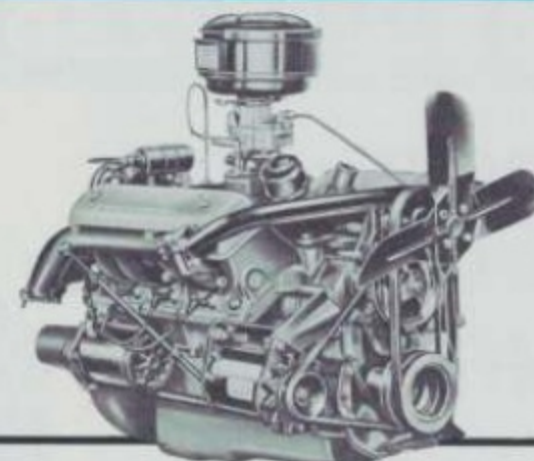
### DEEP-SKIRT CRANKCASE

... with wide-base flywheel housing has greater inherent structural rigidity, longer life. Retains precise bearing alignment, provides solid support for crankshaft.

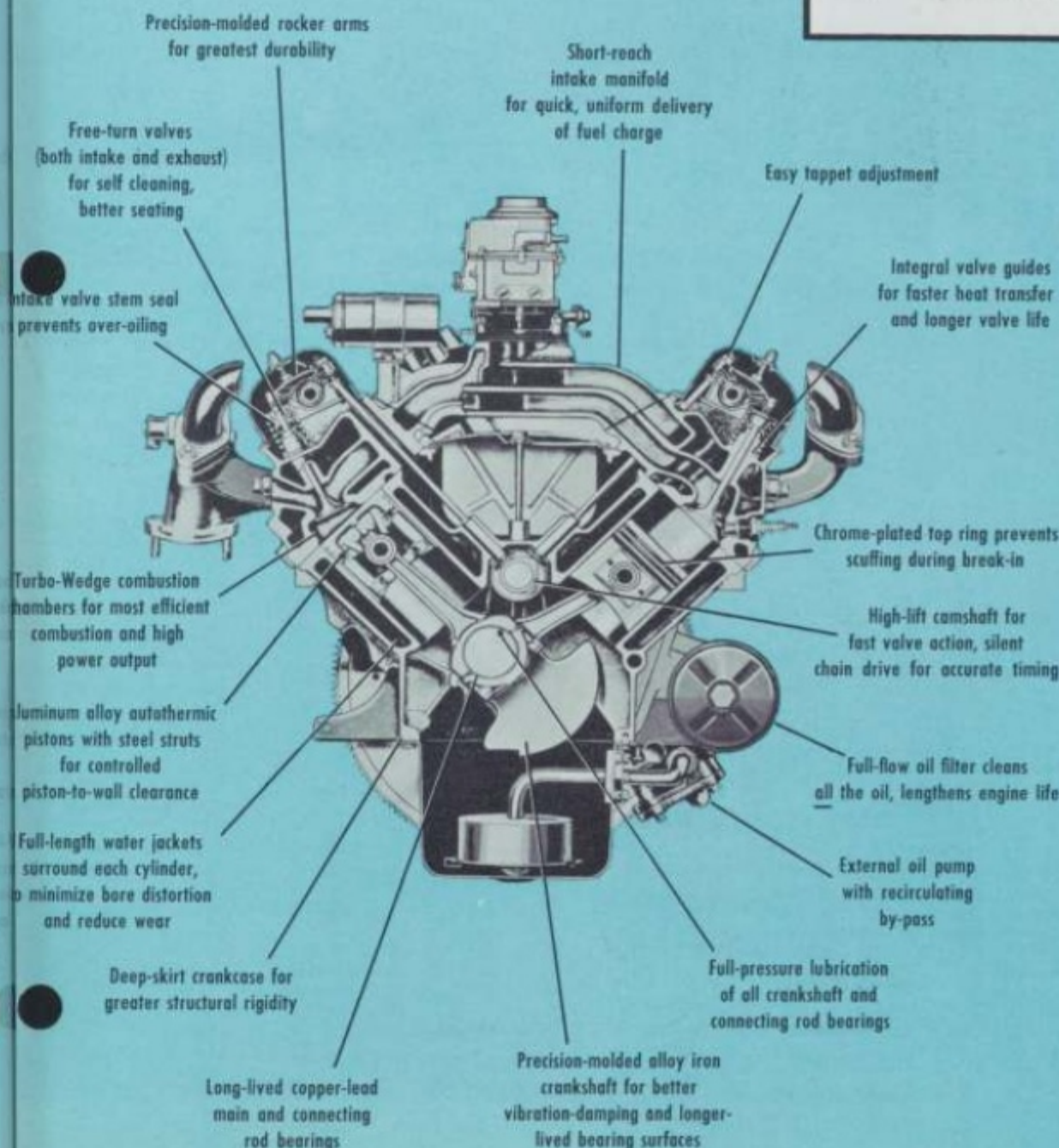


## All-new short-stroke, deep-block 130-h.p. POWER KING V-8

Ford's all-new LOW-FRICTION V-8 engine, developing 130 horsepower, has a deep skirt, integral crankcase and wide base flywheel housing for the highest structural rigidity in a V-8 design today! Short piston stroke reduces internal friction waste, liberating more *usable* power to the clutch, with good gas economy. Wherever you haul, Ford's new *Power King V-8* provides fast, smooth acceleration—a big safety factor. And its low operating and maintenance costs are easy on your pocketbook!



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



### NEW SHORT-STROKE POWER

... provides higher efficiency, longer engine life. Piston travel reduced up to 35% over other engines of comparable displacement, saves on gas, parts wear.



### SHORT-REACH MANIFOLDS

... deliver fuel vapor quickly, uniformly on intake (illustrated). ... remove burned gases rapidly, relieve back pressure, on exhaust.



### DEEP-BLOCK DESIGN

... with reinforced, deep-skirt crankcase, provides solid foundation for support of crankshaft and greater rigidity to assure maintenance of bearing alignment.



# 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 snubber. 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 Cabs* 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 snubber, 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 capping.
5. Twin matched tone electric horns.
6. Matched door locks on both doors.

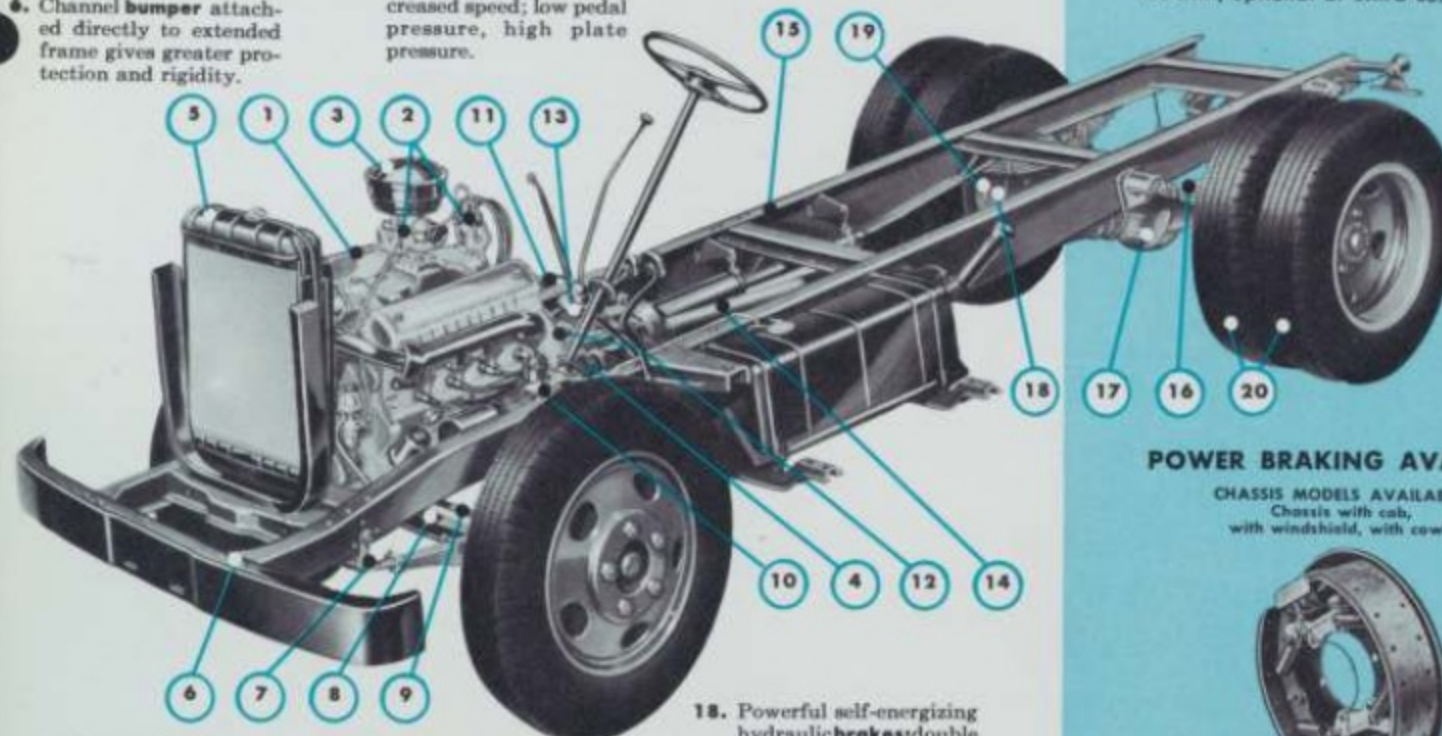
##### INTERIOR

7. Two-tone seat upholstery.

8. Foam-rubber seat padding.
9. Customized door and body trim.
10. Perforated thermacoustic 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 a rugged, heavy duty chassis!

1. All-new 130-h.p. **Power King V-8** (shown), or new 115-h.p. **Cost Clipper Six**.
2. Ford **Power Pilot** fully automatic carburetor-distributor for most power from least gas.
3. 1-qt. oil bath **air cleaner** with dust-proof clamp for longer engine life.
4. Rubber cushioned **engine mounting**, for smooth, quiet operation; location facilitates engine servicing.
5. Large capacity flat tube and fin **radiator** with U-type support.
6. Channel **bumper** attached directly to extended frame gives greater protection and rigidity.
7. Long, easy-action **front springs**—double-wrapped rear eyes for safety, shackled at front for stable steering.
8. Wide-tread, set-back **front axle** for more stability, shorter turning, easier handling.
9. **Tie rod ends** are spring-loaded, ball-socket type, with dust shields, for automatic wear take-up.
10. Roll Action **steering** for quicker response, easier turning.
11. **Battery** safely located away from engine heat.
12. 11-inch Gyro-Grip **clutch** multiplies grip with increased speed; low pedal pressure, high plate pressure.
13. 4-speed **Synchro-Silent transmission** eliminates "double clutching."
14. Tubular **propeller shafts**, large diameter, non-whipping.
15. Heavy-duty deep channel **frame** with parallel side rails—high strength without excess weight, better engine accessibility.
16. Wide-span 52" x 2 1/2", 10-leaf **rear springs** for balanced load support; 6-leaf auxiliary available.
17. Heavy-duty hypoid full-floating **rear axle** with rugged banjo housing, large drive pinion. 2-speed axle with electric shift available.



WHEELBASE	DIAM. IN FT.
130"	44.5
154"	51.1

### WIDE-TRACK, SET-BACK FRONT AXLE

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



### SYNCHRO-SILENT TRANSMISSION!

4-speed **Synchro-Silent Transmission** is engineered for quiet operation, easy shifting, longer life. Eliminates "double clutching," provides more safety in "down shifting." Two-unit design with separate clutch and flywheel housing for easy servicing.



### CHOICE OF REAR AXLES

Single-speed hypoid, full-floating rear axle features one-piece banjo housing for extra rigidity. Torque stresses are evenly distributed over large tooth surfaces for smoother, dependable operation. 6.2 and 6.8 to 1 ratios. 2-speed planet-type axle with electric shift, optional at extra cost.

### POWER BRAKING AVAILABLE!

CHASSIS MODELS AVAILABLE:  
Chassis with cab,  
with windshield, with cowl.



### POWERFUL HYDRAULIC BRAKES

Big, self-energizing brakes reduce foot pedal pressure requirements for smooth, safe stopping. Double cylinder, rear, with self-centering brake shoes to maintain alignment, reduce lining and drum wear. Vacuum power booster at extra cost.



# F-500 Chassis-Cab, Chassis-Cowl, Chassis-Windshield

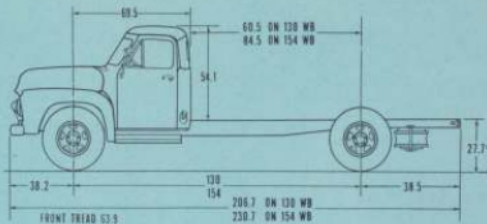
Models fit any custom body from 7½ to 13 ft.

Chassis models are available on 130" or 154" wheelbases for special-purpose bodies to fit your specific load space requirements. Body and payload capacity (with equipment, etc.) up to 9473 lbs. for the chassis-cab.

## CAPACITY CHART—SERIES F-500 CHASSIS WITH CAB

TIRES—6, SIZE—front & dual rear GROSS VEHICLE WEIGHT RATING (Based Service Factor)	6,50-20 6-p.r. 10,000 lbs.	7,00-20 8-p.r. 11,500 lbs.	7,50-20 8-p.r. 14,000 lbs.
WHEELBASE (Inches)	130 154	130 154	130 154
*CURB WEIGHT (lbs.)	2480 2620	2506 2646	2539 2679
(with fuel and water) (lbs.)	1780 1810	1831 1861	1988 2018
*PAYLOAD, BODY, EQUIP., ETC. (lbs.) (approx.)	4260 4430	4337 4473	4337 4497
	5740 5570	7163 6993	9473 9303

\*With six engine, for V-8 engine add 100 lbs. to "gross" and "total" weights and deduct like amount from "payload." For 2-speed axle add 55 lbs. to "rear" and "total" weights and deduct like amount from "payload." (With auxiliary rear spring (at extra cost))



\*WITH 6,50-20 6-P.R. TIRES (LOADED)

## SERIES F-500 SPECIFICATIONS

RATINGS: TRUCK—MAX. G.V.W. 14,000 LBS.

TRACTOR-TRAILER—MAX. G.C.W. 24,000 LBS.

<b>AXLE, FRONT</b> Capacity—lb. Size (Height x Width x Web)—In.	4000 Modified I-beam 2.57 x 2.01 x 4.1
<b>AXLE, REAR</b> Capacity—lb. Type—Standard Axle Ratio Optional Axle (extra cost): Type—Capacity, lbs.—Two-Speed Planet, Full-Floating—Ratio	11,000 Hydraulic, Two-Shoe, Double Cylinder, Self-Exercising 80:1 8.20 to 1—Opt. 8.40 to 1 Rear Standard 74.125 x 3.4—4 With 2-Speed Axle 15 x 4—4 494—323 501—306 54 In. Diaphragm Type Vacuum Booster
<b>BRAKES, SERVICE</b> Type—Front Rear Drum Diam. x Lining Width—Thickness, In.—Front Rear Total Area: Drum—Lining, sq. In.—Standard Optional (extra cost): Type—Capacity, lbs.—Two-Speed Planet, Full-Floating—Ratio	Hydraulic, Two-Shoe, Double Cylinder, Self-Exercising 13 x 2.5—4 13 x 2.5—4 15 x 4—4 501—306 54 In. Diaphragm Type Vacuum Booster
<b>CLUTCH</b> Type Total Frictional Area—sq. In.	Curved, Truck-type Channel Bolted Direct to Front of Frame Side Rails 11-In. Gyro-Grip, Semi-Centrifugal Single Plate 123.7
<b>COOLING SYSTEM</b> Capacity—qt. Rollator Fan, 4-blade, Diameter—In.	18.5, V-8—22.0 Flat Tube and Fin—Pressure Cap In. Engine Water Outlet (s) 18—17, V-8—18
<b>DRIVE LINE</b> Type Propeller Shafts—Number, In.—130" wheelbase 154" wheelbase Universal Joints—Number, Type Center Bearing	Hofmann, Straight Line Drive Two, Tubular, Forged Steel Ends 2.5 (front and rear) 3.0 (front—2.5 rear) Three, Needle Roller Bearing Rubber Encased Ball Type
<b>ELECTRICAL SYSTEM</b> Battery Generator Ignition Head Lights Starter Parking Lights Switch with Key Lock; Circuit Breakers; Voltage Regulator	Heavy Duty 6-Volt, 16-Plate, 100-Amp. Hr. Capacity Full Voltage Controlled System, Fully Automatic Distributor, Metal-Cad Cold Open Wiring in Rubber Grommets With Moisture-Proof Boots over Spark Plugs High Torque, Automatic Engagement, Released Rubber Switch, Push-Button Control Left-hand Combination Stop and Tail Light; Instrument Lights; Ignition
<b>ENGINES</b> Bore and Stroke, In. Displacement—cu. in. Max. Brake Horsepower—BHP Max. Torque—lbs.-ft.—RPM Compression Ratio	Cost Clipper Six 3.62 x 3.60 273 115 @ 3600 190 @ 1600-2200 7.2 to 1
<b>FRAME</b> Side Rails—Type Max. Section (Depth x Flange x Thick), In.—Section Modulus 130" wheelbase 154" wheelbase Cross Members—Type Number	Parallel, Channel Section—Tapered Front and Rear 7.0 x 2.73 x 0.212—3.27 7.0 x 2.88 x 0.212—3.40 Type with Alligator Jaw and Channel Sections 9—130" wheelbase; 6—154" wheelbase
<b>FUEL SYSTEM</b> Carburetor Air Cleaner	Downdraft Heavy Duty Oil Bath, One Qt. Capacity

Fuel Pump and Filter Fuel Tank—Capacity with Cab Fuel Filter	Diaphragm Type, Driven from Camshaft 30-Gal. Outside Left Frame Rail Below Cab Tube Extension to Outside Cab—Left Side, Easy-On Cap
<b>LUBRICATION</b> Full Pressure Feed to All Main, Crankpin and Camshaft Bearings Crankcase Capacity (with oil filter) Fittings Springs—Semi-Elliptic, Ford Alloy Steel Length x Width—In.—Front Leaf Length—In.—Rear Capacity at Spring End (Normal Def.)—Per Spring, lbs. NOTE: Auxiliary rear springs optional at extra cost—130" wheelbase—deflection rate 1400 lbs. per in. combined capacity (main and auxiliary) 6200 lbs. per spring.	6 qt. (dry); 5 qt. (w/ oil) 6 qt. (dry); 5 qt. (w/ oil) 45 x 2 3/4 32 x 2 1/2 1600 4500
<b>STEERING</b> Type Ball Joint Wheel Turning Circle Diameter—Right or Left—ft. The Rod	Worm and Dual Row Needle Bearing Roller 20.4 to 1 18-20, Dia. 5-Spoke 14" 14" 44.3 51.1 Ball Joint, Load Carrying for Automatic Take-up of Wear, Equipped with Rubber Dust Shields
<b>TRANSMISSION</b> Standard Gear Positions Ratio to 1: Standard 4-Speed Power Take-Off Option (Standard 4-Speed)	4-Speed Synchro-Shift, Center Shift First second third fourth reverse 3.80 2.50 1.80 1.40 S.A.E. 6-Bolt, on Right Side
<b>WHEELS AND TIRES</b> Wheels—Standard Rims—Standard Size and Type Tires—Standard Size—Front and Dual Rear	Seven—20-Inch Tapered Steel Disc with 4.75-Inch Disk, 3 Hole, 4-Spoke Dia. Bolt Circle 20 x 5.5, RH 5.5 2-View Advanced Std. 6,50-20 6-ply rating
<b>STANDARD EQUIPMENT, CHASSIS-CAB</b> , in addition to items specified above: Center Cool Ventilator Curved Instrument Panel Speedometer Water Temperature Gauge Oil Pressure Gauge Fuel Gauge Charge Indicator Ash Receptacle Diaphragm Bell Choke Button Light Switch Hand Throttle Single Electric Horn One-piece Curved Windshield Dual Windshield Wipers Sun Visor, Left Side	Air Wing Ventilating Windows in Doors Mirror, Rear View, Left Hand Outside, Long Arm Door Lock, Right Side Short Running Boards Spare Tire Carrier Mechanical Jack and Tools Front Bumper
<b>STANDARD COLORES</b> Choice of: Raven Black, Sheridan Blue, Meadow Green, Vermilion, Dovecote Gray, Glacier Blue or Light Green on hood, fenders, roof, cab, bodies of Stake Models, and interior metal. Painted Black are frame, running boards, under mirror, door divider bar, vent window frame, fuel tank cap, tail lamp, springs, axles, wheels and bumper. Cowl covers are painted in prime unless otherwise specified.	
<b>AVAILABLE EQUIPMENT AND ACCESSORIES</b> at extra cost: Axe, Rear—2-Speed Planet Battery, 120 Amp. Brakes, Vacuum Booster Cab, Deluxe Chafe, 11.5-Inch Directional Turn Signals Engine Compartment Light Fan, Heavy Duty Cooling Flywheel Governor (1/4 qt.) Governors Hand Brake Signal (Speed transmission only) Heater and Defroster— Motor, Air System or Re- circulating Locking Fuel Tank Cap Mirror, Arm Braces Auxiliary Rear Springs Required	Mirror, Outside Rear View —Right or Left, 6" Ad- justment Oil Filter Radiator—3 Tubes with Reel- ster, Single Knob Control Radiator Grille Guard Heavy Duty Reflector Flares (3 in KIT with Flare Rear Lamps Seat Cushion Splash Guards (2 sides) with Brackets Spotlight with Bracket Springs, Rear—Auxiliary With 2-Speed Axle Only
	Stop Lamp Tail Light—Right Hand Tuned Gird Two Hooks View Windshield Washer Windshield Wipers—Posi- tive Action Dual Electric Wheels and Tires 8x 7.50-20 8-p.r. tires 8x 7.50-20 8-p.r. tires 8x 7.50-20 8-p.r. tires Two 7.50-20 8-p.r. front and four 8x 20 10-p.r. rear tires*

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, details or prices without notice and without incurring any obligation. Availability of equipment, accessories and tires 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!**