

SERIES

**F-700**

Max. G.V.W.  
19,500 lbs.

Max. G.C.W.  
34,000 lbs.



# FORD *TRIPLE ECONOMY* TRUCKS

**FOR 1954**

give you more truck for your money!



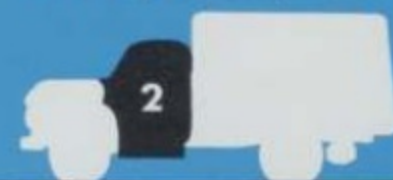
# What Ford Truck TRIPLE ECONOMY

## 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 all-new 138-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!**

# LOW-COST LEADER OF EXTRA HEAVY WORK!

**NEW F-700  
BIG JOB**  
Max. G.V.W. 19,500 lbs.  
Wheelbases:  
132, 144, 156,  
175 and 192 in.



Ford's new F-700 models are "naturals" for economical, big-load hauling! Fifteen models—with five wheelbases from 132 to 192 inches—give you a generous F-700 BIG JOB choice with Gross Vehicle Weight capacities up to 19,500 lbs.

New high-compression performance in the all-new 138-h.p. Power King V-8—with overhead-valve, Low-FRICTION engine design—gives you gas-saving power reserves for heavy load-hustling. New Driverized Cabs contribute to driver alertness and efficiency.

All new F-700's are available with a choice of equipment including single-speed or 2-speed rear axles, 4-speed, or 5-speed direct or overdrive Synchro-Silent transmissions. Powerful hydraulic brakes are vacuum-booster operated. You can easily select the one new F-700 to handle your job most economically, most profitably!

## VERSATILE F-700 CHASSIS-CAB, CHASSIS-COWL, AND CHASSIS- WINDSHIELD MODELS— IN 5 WHEELBASE LENGTHS—FIT ANY SPECIAL BODY FROM 7½ TO 19 FT.

New F-700's simplified chassis design facilitates low-cost mounting of any kind of custom body—for any kind of job! Chassis-cab models for 2-unit bodies, chassis-cowl and chassis-windshield models for single-unit bodies, are available as follows: 132-in. for 7½-9 ft.; 144-in. for 9-11 ft.; 156-in. for 10-13 ft.; 175-in. for 13-16 ft.; and, 192-in. for 16-19 ft. bodies. Major body and equipment manufacturers offer you a broad choice of bodies to fit the F-700. Your Ford Dealer will be happy to assist you in selecting the custom body that fulfills your job requirements.

**NEW F-700  
CHASSIS-CAB**  
Payload  
(body, equipment, etc.)  
Up to 13,706 lbs.



CONTRACTOR'S DUMP—132-, 144-, 156-in. wbs.



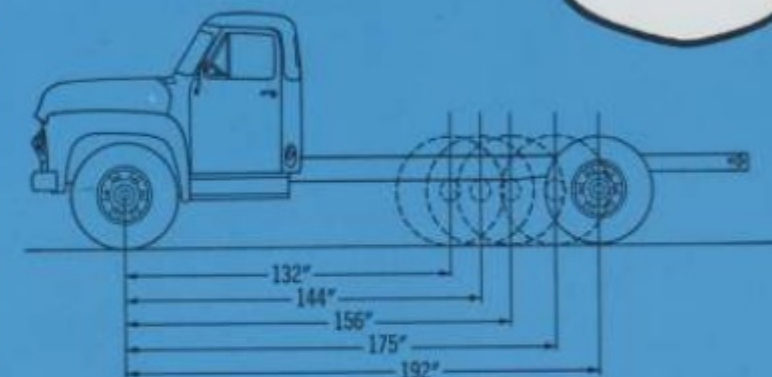
ICE CREAM BODY—156-, 175-, 192-in. wbs.



STAKE WITH TAIL LIFT—156-, 175-in. wbs.



LUMBER ROLL-OFF—156-, 175-in. wbs.

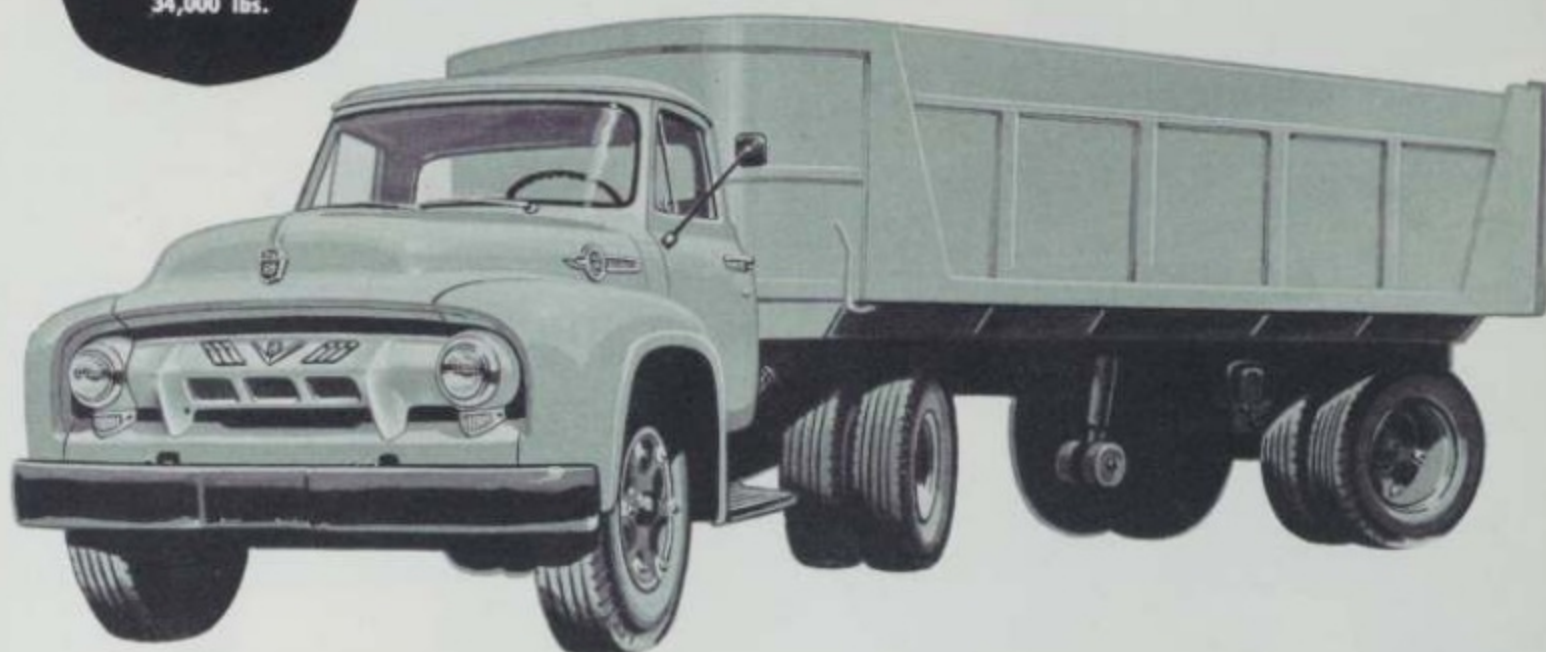




## NEW F-700 BIG JOB TRACTOR

Wheelbases:  
132 and 144 in.  
Max. G.C.W.  
34,000 lbs.

## Standout for economical HEAVY DUTY HAULING!



### BIG POWER RESERVES

On hills, on straightaways, Ford's all-new V-8 power with high compression provides instant response and flexibility at all speeds! New LOW-FRICTION overhead-valve design converts more power into usable power—yet retains traditional Ford economy.

### FLEXIBLE PERFORMANCE

Ford F-700 chassis-cab models give you a choice of single or 2-speed axles and 4- or 5-speed Synchro-Silent Transmissions . . . tires up to 9.00-20 . . . and other equipment for the flexibility needed to meet your exact type of hauling conditions!

### TIME-SAVING MANEUVERABILITY

Every easy-handling control, every DRIVERIZED Cab feature, has been designed-in to make it easier on the driver by reducing fatigue, conserving energy, saving time and keeping him happy on the job! Quick-action steering, responsive brakes, and visibility unlimited, are just a few of these features.

In tractor-trailer service, Ford's new F-700 gives you a maximum G.C.W. of 34,000 lbs.—and new high-compression power to pull it, in the all-new LOW-FRICTION 138-h.p. *Power King V-8*. Short-stroke piston travel reduces friction "power waste," liberates *more* working power to the clutch, saves on parts wear—stretches the life of your engine!

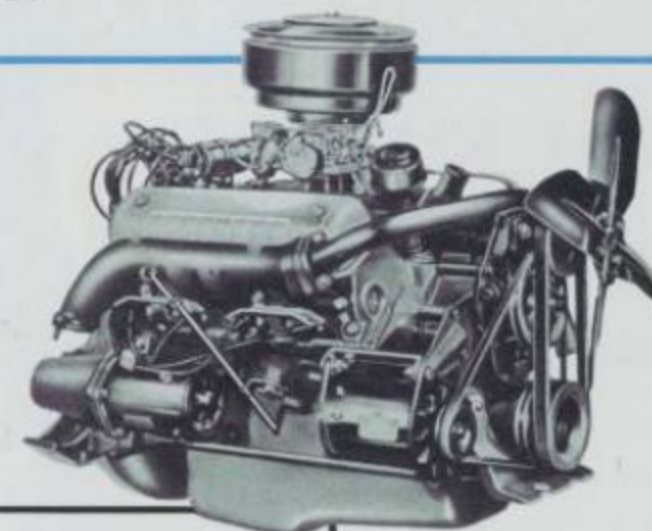
Short-wheelbase F-700 tractors offer short turning circle—for easy handling in fast-moving traffic, for labor-saving, time-saving maneuvering in and out of loading docks or restricted areas.

Choose any semi-trailer style you wish—Ford F-700's handle them all! Available in two wheelbase lengths—132 and 144 inches. With wide equipment choice for greater operating flexibility, you can get a new Ford *Triple Economy F-700* to fit your exact job requirements—for dependable, low-cost hauling operation.



## New! High-compression, gas-saving, LOW-FRICTION V-8 POWER!

Ford's all-new LOW-FRICTION *Power King V-8*, developing 138 horsepower, has a deep-skirt, integral crankcase and wide base flywheel housing for higher structural rigidity and smoother engine performance! Short piston stroke reduces internal friction waste, liberating more power to the clutch, with good gas economy. Wherever you haul, Ford's *Power King V-8* provides instant response and flexibility at all speeds—a big safety factor. And low operating and maintenance costs are easy on your pocketbook.



Displacement—256 cu. in.

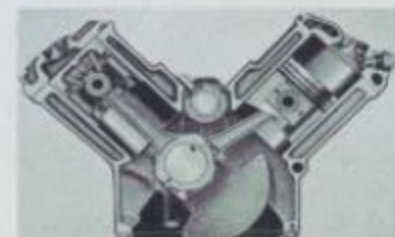
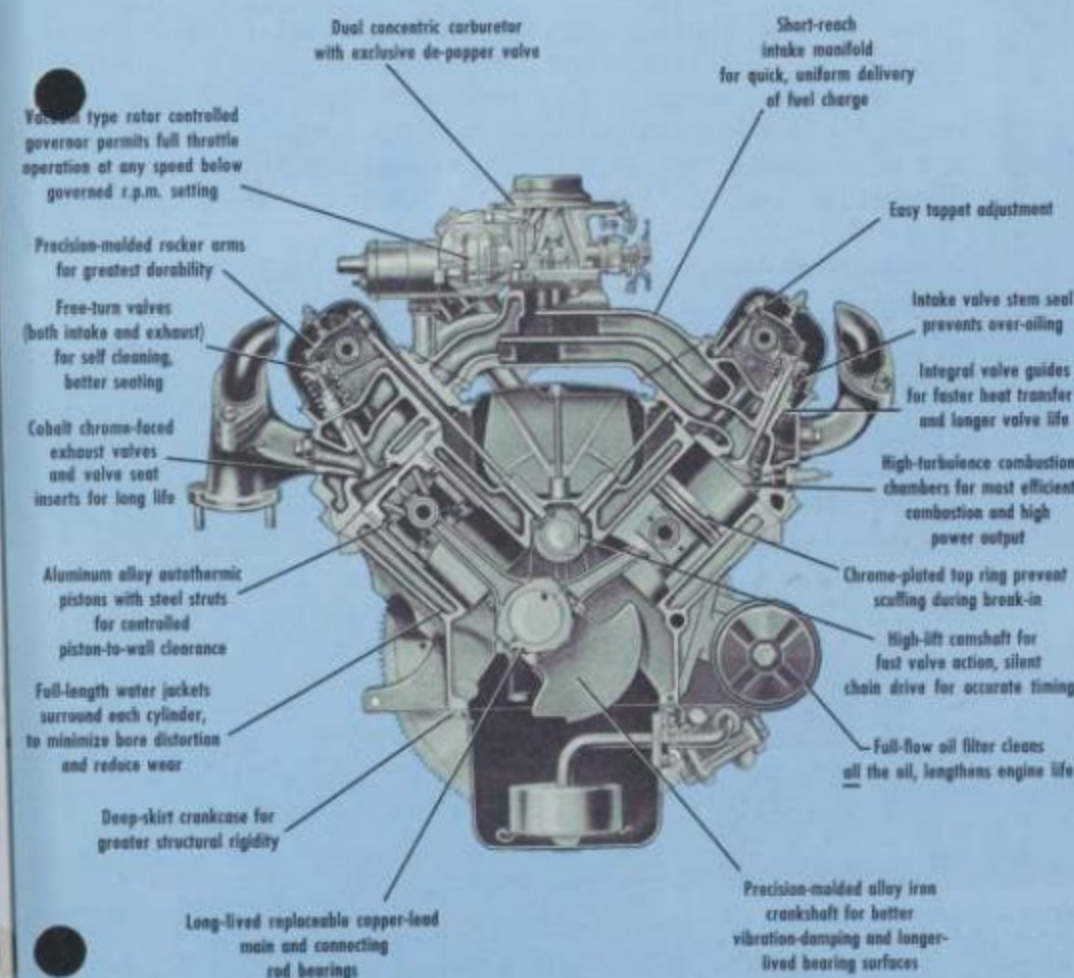
Brake Horsepower—138 at 3900 r.p.m.

Torque—226 lbs.-ft. at 1900-2400 r.p.m.

Bore—3.62 in.

Stroke—3.10 in.

Compression Ratio—7.2 to 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

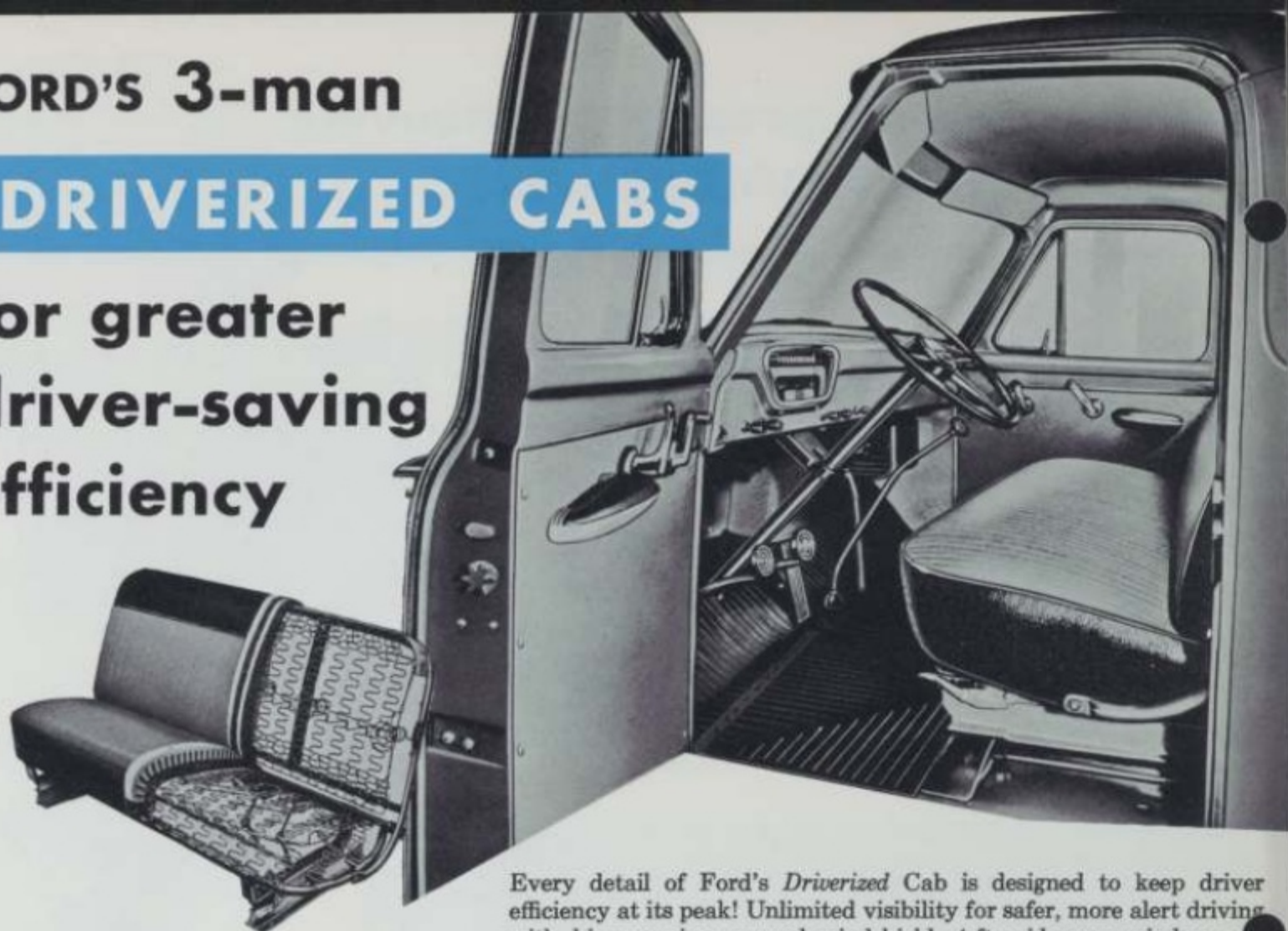
. . . with reinforced, deep-skirt crankcase, provides solid foundation for support of crankshaft and greater rigidity to assure maintenance of bearing alignment and smoother engine performance.



## 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

### 14 "CUSTOMIZED" EXTRAS

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

#### EXTERIOR

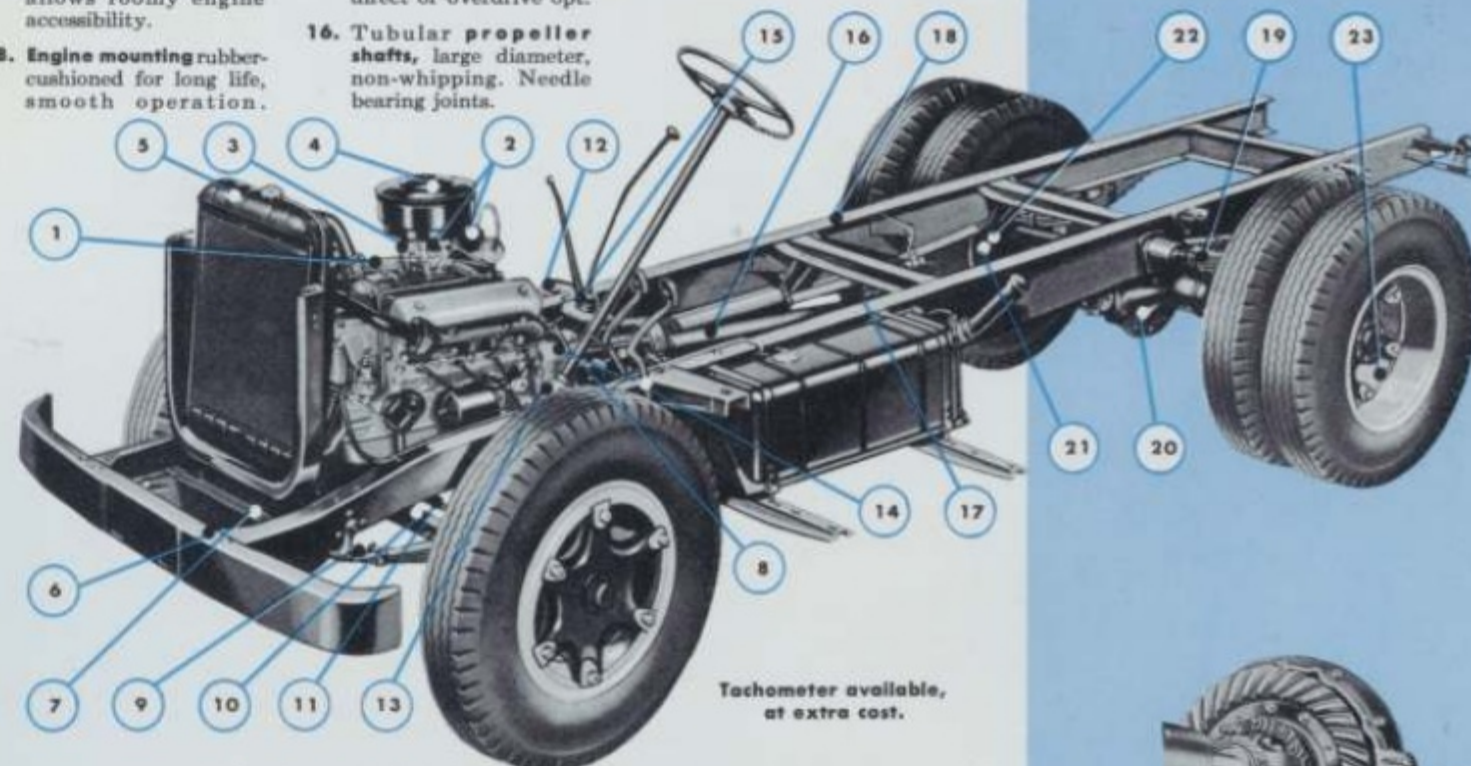
1. Bright metal chevrons on grille.
2. Bright metal frames around Air Wing vents.
3. Bright finish drip molding cap.
4. Matched door locks on both doors.
5. Perforated thermacoustic headlining, backed by glass wool insulation.
6. Sound deadener on floor and rear cab panels. (Standard on doors).
7. Grip-type arm rest on both doors.
8. Large dome light with automatic door switches.
9. Two adjustable sun visors.
10. Illuminated cigar lighter.
11. Sturdy lock on disposal box.

#### INTERIOR

12. Two loose seat upholstery.
13. Foam-rubber seat padding.
14. Customized door and body trim.

## Here's more for your money in a rugged, extra heavy duty chassis!

1. All new **LOW-FRICTION** 138-h.p. *Power King V-8*.
2. Ford **Power Pilot** fully automatic carburetor-distributor for most power from least gas.
3. Integral vacuum-type rotor controlled **governor**, for full throttle operation at any speed up to governed r.p.m.
4. Heavy duty oil bath **air cleaner**, with dust-tight clamp.
5. Large capacity flat tube and fin **radiator**, with spherical top tank, for high cooling efficiency. U-type support.
6. Channel **bumper** attached directly to extended frame.
7. Wide front **cross member** with parallel frame allows roomy engine accessibility.
8. **Engine mounting** rubber-cushioned for long life, smooth operation.
9. Long, easy-action **front springs**—double-wrapped rear eyes for safety, shackled at front.
10. Wide-tread, set-back **front axle** for short turning, more stability.
11. **Tie rod ends** are spring-loaded, ball-socket type, with dust shields; take up wear automatically.
12. **Battery** safely located away from engine heat.
13. Roll-Action **steering** for faster, easier handling.
14. Heavy Duty 11-inch Gyro-Grip **clutch** multiplies grip with increased speed; low pedal pressure, high plate pressure.
15. **Synchro-Silent transmission** eliminates "double clutching;" 4-speed std., 5-speed direct or overdrive opt.
16. Tubular **propeller shafts**, large diameter, non-whipping. Needle bearing joints.
17. Rubber-encased **drive line center bearing** for long-life performance.
18. Extra heavy-duty **frame** with rugged parallel side rails, 9 in. deep; channel reinforcement—std. on 192-in. wb., available on other wbs.
19. Wide-span 52" x 3" **rear springs**, with 37½" x 3" auxiliary, provide balanced load support.
20. Heavy-duty hypoid full-floating **rear axle**. Single speed standard; 2-speed planet type with electric shift available.
21. Powerful self-energizing hydraulic **brakes**; double cylinder rear with high-torque, self-centering action for greater efficiency, longer life. Vacuum power-operated.
22. Removable **brake drums** for easier servicing. Cast iron braking surface.
23. Cast spoke **wheels** standard with demountable 3-piece advanced rims in regular or wide base sizes. Tapered steel disc wheels with integral advanced rims optional. Wide choice of tire sizes.



WHEELBASE	DIAM. IN FEET
132"	45.81
144"	49.11
156"	52.41
175"	57.64
192"	62.33

### 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 eliminates double clutching, gives greater safety in "down-shifting"—standard. Optional at extra cost: 5-speed Synchro-Silent direct or overdrive.



### POWERFUL HYDRAULIC BRAKES

Big, self-energizing brakes, vacuum power-operated, reduce foot pedal pressure requirements for smooth, safe stopping. Double cylinder, rear, with self-centering brakeshoes to maintain alignment, reducing lining and drum wear, prolong brake life.



### CHOICE OF REAR AXLES

Single-speed hypoid, full-floating rear axle with big, quiet running pinion. Torque stresses are evenly distributed over tooth surfaces for smoother, more durable operation. 2-speed hypoid rear axle with electric shift available.



