

# FORD TRIPLE 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.

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

# LOW-COSTILEADER OF EXTRA HEAVY WORK!



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

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!

**NEW F-700** 

# VERSATILE F-700 CHASSIS-CAB, CHASSIS-COWL, AND CHASSISWINDSHIELD 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-wind-shield 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.

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

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

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



LUMBER ROLL-OFF-156-, 175-in. wbs.





#### 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.



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. Shortstroke piston travel reduces friction "power waste," liberates more working power to the clutch, saves on parts wear-stretches the life of your engine!

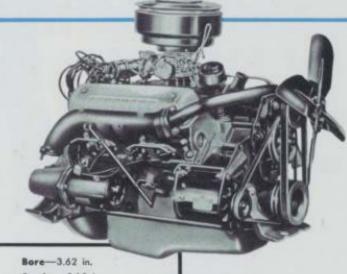
Short-wheelbase F-700 tractors offer short turning circle for easy handling in fast-moving traffic, for labor-saving, time-saving maneuvering in and out of loading docks or restricted areas.

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!**

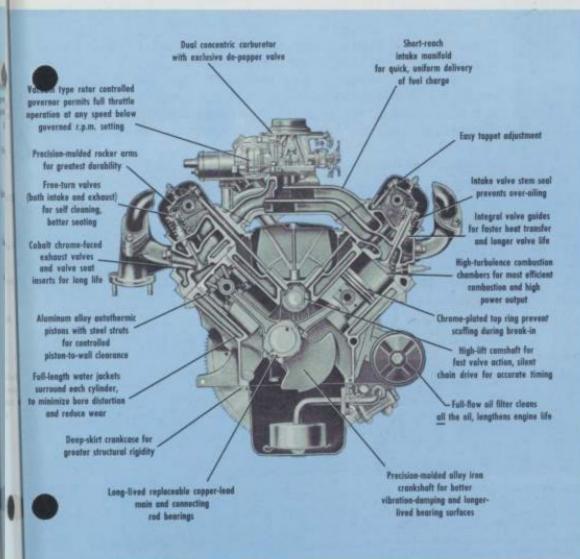
Ford's all-new Low-Friction Power King V-8, developing 138 horsepower, has a deep-skirt, integral crankcase and wide base flywheel housing for higher structural rigidity and smoother engine performance! Short piston stroke reduces internal friction waste, liberating more power to the clutch, with good 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.

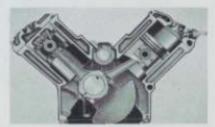


Displacement-256 cv. in. Brake Horsepower-138 at 3900 r.p.m. Torque-226 lbs.-ft. at 1900-2400 r.p.m.

Stroke-3.10 in.

Compression Ratio-7.2 to





#### **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,



#### 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. Armrest-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 "nostrain" 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 fullyard 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.

#### DELUXE DRIVERIZED CAB SHOWN **OFFERS** CUSTOMIZED" EXTRAS

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

#### EXTERIOR

Every detail of Ford's Driverized Cab is designed to keep driver

efficiency at its peak! Unlimited visibility for safer, more alert driving

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!

with big one-piece curved windshield, 4-ft.-wide rear window an

- Bright metal frames around Air Wing vents. Bright finish drip molding
- Matched door locks on both doors.

#### INTERIOR

- Two-tone seat upholstery.
- Foam-rubber seat padding.
- 2. Customized door and body

- headlining, backed by glass, wool insulation.
- Sound deadener on floor and rear cab panels. (Stand-ard on doors).
- 10 Grip-type arm rest on both
- Large dome light with automatic door switches.
- 12. Two adjustable sun visors. 18. Illuminated cigar lighter.
- The Stundy look on dis-

# 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 carburetordistributor 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 dusttight 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.
- Engine mounting rubbercushioned for long life, smooth operation

- 9. Long, easy-action front springs-doublewrapped rear eyes for safety, shackled at front.
- 10. Wide-tread, set-back front axle for short turning, more stability.
- 11. Tie rod ends are springloaded, 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.

DIAM. IN FEET

45.81

49.11

57.64

- 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 reinforcementstd. on 192-in. wh. available on other wha
- 19. Wide-span 52" x 3" rear springs, with 3714" x 3" auxiliary, provide bal-anced load support.
- 20. Heavy-duty hypoid fullfloating rear axle. Single speed standard; 2-speed planet type with electric shift available.
- 21. Powerful self-energizing hydraulic brokes; double cylinder rear with hightorque, self-centering action for greater efficiency, longer life. Vacuum power-operated.



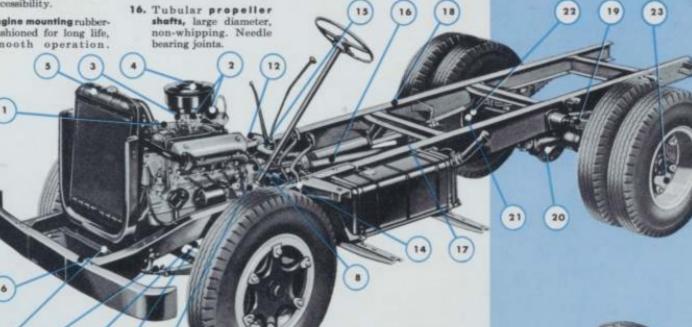
#### SYNCHRO-SILENT TRANSMISSION

4-Speed Synchro-Silent Transmission eliminates double clutching, gives greater safety in "downshifting"-standard. Optional at extra cost: 5-speed Synchro-Silent direct or overdrive.



#### POWERFUL HYDRAULIC BRAKES

Big, self-energizing brakes, vacuum poweroperated, 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.



- 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.

22. Removable brake drums for easier servicing. Cast iron braking surface.

fachometer available.

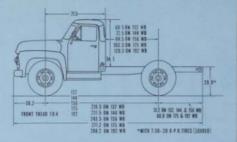
at extra cost.

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.



#### 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.



#### CAPACITY CHART-SERIES F-700 CHASSIS WITH CAB

Tire Size— Front and Dual Rear	Grass Vehicle Weight (Severe Service Rating)	Wheel- base (Inches)	"Curb Weight-with fuel and water (est.)			*Payload, Body,
			Front (Lbs.)	Rear (Lbs.)	Total (Lbs.)	Etc. (Approx.) (Lbs.)
7.50-20 8-p.r.	14,250 Ibs.	132	3,030	2,445	5,475	8,775
		144	- 3,090	2,475	5,565	8,685
		156	3,165	2,580	5,745	8,505
		175	3,205	2,725	5,930	8,320
		192	3,275	2,720	5,995	8,255
9.00-20 10-p.r.	19,500 lbs.†	132	3,122	2,672	5,794	13,706
		144	3,182	2,702	5,884	13,616
		156	3,257	2,807	6,064	13,436
		175	3,297	2,952	6,249	13,251
		192	3,367	2,947	6,314	13,186

#### F-700 SPECIFICATIONS

AXLE, FRONT

AXLE, REAR

BRAKES, SEI

BRA

\*For 2-speed axle add 90 lbs. to "rear" and "total" weights and deduct from "payload."

| With heavy duty rear springs.

...Full Pressure Feed to all Main, Crankpln and Camshaft Bearings

ibs. 6000 bt x Width x Webj—in. Nodified I-Beam 3.0 x 2.5 x 0.50	Engine Full Pressure Feed to all Crankease Capacity		.7 Qts. (dry): 6 Qts. (re)	ollo:
-ths	SPRINGS—Remi-Elliptic, Ford Alloy Steel	Front	Main Auxiliar	
o-Standard 7.2 to 1 (Extra Cost)—Type Two-Speed Planet, Full-Floating Ratios 6.50/9.04	Length x Width—in. No. of Leaves and Ded. Rate—the per in. Caractry, Soz. Pad (Norm, Ded.)—per sur. the.	12860	Main Auxiliar 52 x 3.0 37.5 x 3 13-1225 7-975 6800 (numbined)	
Vacuum Power-Operated, Hydraulie, Two-Shoe Front: Double Anchor, Rear: Double Cylinder Self-Energizing	NITE. Above aprings are for G.V.W. up to 17, beavy 14 leaf rear main springs (at extra cost) combined capacity (with aux.) 7800 lbs. per sur	000 lbs. For l are required-	19,500 lba. G.V.W. optic	
ke (Drum Diam x Lining Width Thickness) in	STEERING	-		

LUBRICATION

Total Area: Drum—Lanne—eq. in	Radio Wheelbase Wheelbase Turving Greis Diam., Right or Left. It 150 140 150 172 150 172 150 Turving Greis Diam., Right or Left. It 150 150 150 150 150 150 150 150 150 150
Type	take up of Wear, Equipped with Hubber Dust Shields.
Size (Drum Diam, x Lining Width—Thickness)—in	TRANSMISSION
Total Lining Area—eq. in	Standard 4-Speed, Synchro-Olleni
MPER	Optional (extra cost) 5-Speed, Synchro-Silent, Overdrive

RATINGS: TRUCK-MAX. G.V.W. 19,500 LBS. • TRACTOR-TRAILER-MAX. G.C.W. 34,000 LBS.

BUMP Optional (extra cost).

Gear Pasitions

Batics (to 1): Std. 4-Speed. 0.40
Opt.5-Spd.Overd. 0.247
Opt. 5-Spd. Direct 7.41

Power Take-off Opening. COOLING SYSTEM WHEELS AND TIRES

Flat Tube and Fin—Pressure Cap In Engine Water Outer 18—4 Unic Capacity—C Radiator ... Thermostat Optional (extra cost)
Rims—Standard Size and Type
Tires—Standard Size—Front and Dual Rear DRIVE LINE STANDARD EQUIPMENT, Chassis-Cab. in addition to items specified above:

Center Cowi Ventilator Hand Torottle Sun Visor, Left Side Oll Filter, Replaceable Cartridge Type

Center Cowi Ventilator Curvoil Instrument Panel Speedometer Water Temperaturo Gage Oil Pressure Gage Fuel Gage Charge Indicator Ash Receptacte Dismatch Box Dual Positive Action Electric Windshield Wipers Engine Governor. Twin, Matched-Tone Electric Horns IGENICAL SYSTEM
BRAITETY
BRAIT ELECTRICAL SYSTEM One-piece Curved Windshield Door Lock, Right Side Short Running Boards Air Wing Ventlisting Hydraulie Jack and tools

STANDARD COLORS:

138-H.P. POWER KING V-8 3.62 x 3.10 3.60 (load) -3860 (no load) 138 g 3900 226 g 1900-3400 7.2 to 1 GONE
Bore and Stroke in.
Displacement—et. in.
Governed Speed—RPM (factory setting)
Max. Brake Horsepower—RPM
Max. Track Horsepower—RPM
Compression Ratio FRAME

which models are pulled in prime unless standard noise is possible and a second of the possible and a s Beast Channet Section — Tapered Front and Rear Max. Section (Depth x Flange x Thick.)—in. Channet Section — Tapered Front and Rear Max. Section (Depth x Flange x Thick.)—in. Channet, Inside Side Hall-Max. Section (Depth x Flange x Thick.)—in. Channet, Inside Side Hall-Max. Section (Depth x Flange x Thick.)—in. Section (Depth x Flange

FUEL SYSTEM RE SYSTEM
Carturstor
Air Cleaner Heavy Duty Oil Bish. One Qt. Capacity
Fuel Pump and Filter Diaphragm Type. Driven from Cambuish
Fuel Tank—Classes with Cab 25: Cab. Outside Left Frame Rail Below Cab
Fuel Fuel Tube Extension to Outside Cab.—Lett Side. East—On Cap

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