

SERIES

F-750

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

Max. G.C.W. 38,000 lbs.



FORD *TRIPLE ECONOMY* TRUCKS

FOR 1954

give you more truck for your money!

What Ford Truck

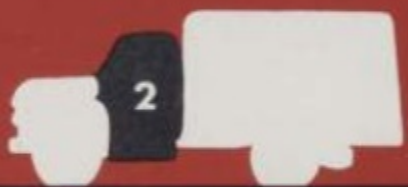
TRIPLE ECONOMY

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, high-compression, short-stroke design in the new 152-h.p. Cargo King V-8 engine 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!

DEPENDABLE SPEED-HAULER IN EXTRA HEAVY SERVICE

NEW F-750 BIG JOB

Max. G.V.W. 19,500 lbs.
Wheelbases: 132, 144,
156, 175 and 192 in.



The tougher the hauling job, the better new Ford F-750's like it! Feature for feature, new F-750 Big Jobs are designed for low-cost load hustling . . . on the road or off the road! Fifteen new models to choose from—with wheelbases ranging from 132 to 192 inches. G.V.W.'s up to 19,500 lbs.!

New high-compression performance in the new 152-h.p. Cargo King V-8—with overhead-valve, Low-Friction engine design—gives you gas-saving power reserves for moving heavy loads in a hurry! Ford's 3-man DRIVERIZED Cabs reduce driver fatigue, conserve his energy, save time.

Wide equipment choice for flexible performance. Single-speed or 2-speed rear axles, Heavy Duty 5-speed Synchro-Silent Transmissions with over-drive or direct drive, tire options up to 9.00-20. Vacuum power-operated hydraulic or air-over-hydraulic brakes. New Master-Guide Power Steering available, eliminates as much as three-fourths of the manual steering effort for full time turning ease!

VERSATILE F-750 MODELS TAKE ANY TYPE OF SPECIAL BODY FROM 7½ TO 19 FT.

New F-750's clean chassis design facilitates low-cost mounting of any kind of special body—for any kind of job! Chassis-cab models are available in five wheelbase lengths for 2-unit special-purpose bodies, chassis-cowl and chassis-windshield models for single-unit custom bodies, 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. load length ranges. Major body and equipment manufacturers offer you a broad choice of bodies to fit the F-750. Your Ford Dealer will be happy to assist you in selecting the one that fulfills your job requirements.

Now available with new
**Master-Guide
Power Steering!**

NEW F-750 CHASSIS-CAB

Payload
(body, equipment, etc.)
— up to 13,457 lbs.



REFRIGERATED VAN
156-, 175-, 192-in. wbs.



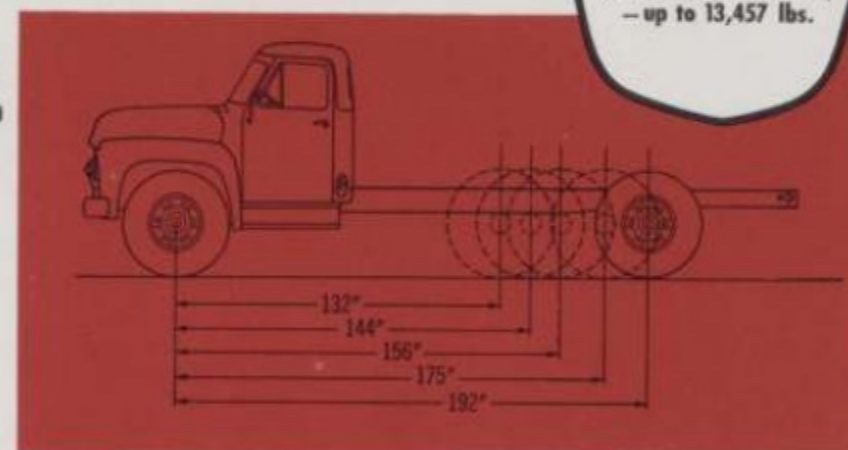
FIRE ENGINE
144-, 156-, 175-in. wbs.



MILK VAN
156-, 175-, 192-in. wbs.



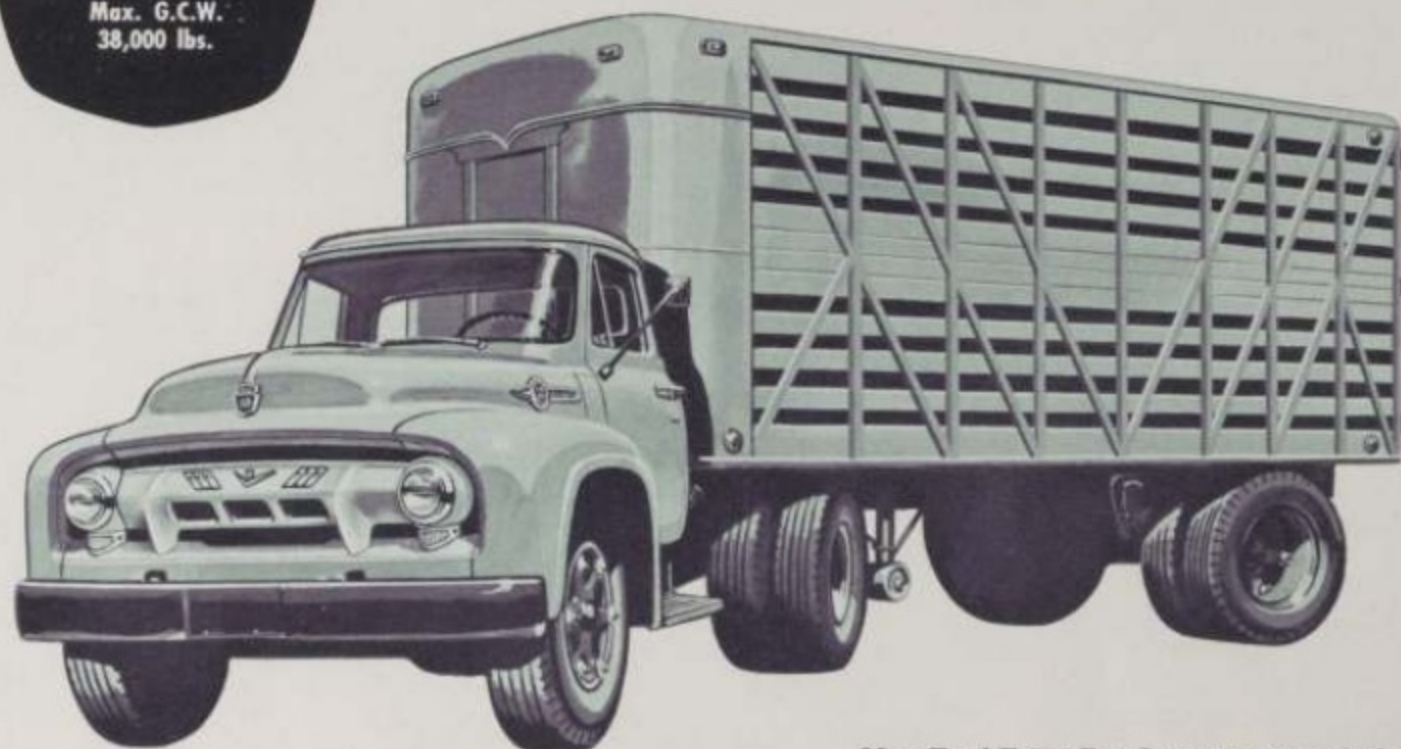
GRAIN
156-, 175-, 192-in. wbs.



NEW F-750 BIG JOB TRACTOR

Wheelbases:
132 and 144 in.
Max. G.C.W.
38,000 lbs.

Performance Champ in TRACTOR-TRAILER SERVICE



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-750 chassis-cab models give you a choice of axles and Synchro-Silent Transmissions and powerful vacuum-boosted hydraulic or air-over-hydraulic brakes to meet your exact type of hauling conditions. It's still another way in which Ford gives you more truck for your money!

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! He gets visibility unlimited, responsive brakes, top handling ease, Master-Guide Power Steering (available), to name a few.

New Ford F-750 Big JOB tractors pack the brawn and power needed to wheel big cargoes easier, faster and safely! The new high-compression 152-h.p. *Cargo King* V-8 engine provides high sustained torque for pulling payloads with trailer and body up to 15½ tons . . . and with greater gas and oil economy than you'll find in comparable engines of less power output! Short piston stroke saves on moving parts wear—stretches the life of your engine!

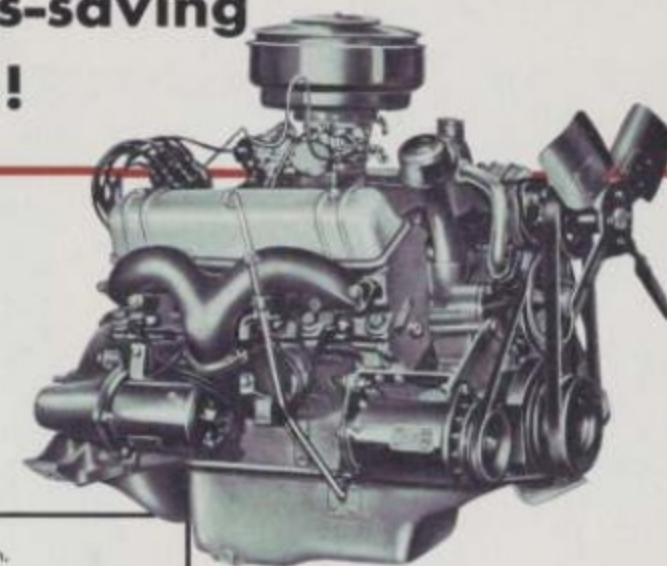
Short-wheelbase F-750 tractors have a small turning circle—for easy handling in fast-moving traffic, for labor-saving maneuvering in and out of loading docks. New *Master-Guide* Power Steering available, cuts down as much as 75% of the steering effort!

Choose any semi-trailer style you wish—Ford F-750's handle them all! Available in two wheel-base lengths—132 and 144 inches. With wide equipment choice for greater operating flexibility, you can get a new Ford *Triple Economy* F-750 that will handle your job most efficiently, most profitably! Built for dependable low-cost service!



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

Ford's new LOW-FRICTION 152-h.p. *Cargo King* V-8—developing up to 18% more horsepower per cu. in. displacement than other engines in its class—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, delivers more power to the clutch, with good gas economy. Wherever you haul, Ford's new *Cargo King* V-8 provides instant response and flexibility at all speeds. And low operating and maintenance costs are easy on your pocketbook.



Displacement—279 cu. in.

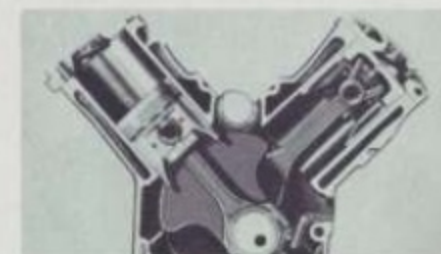
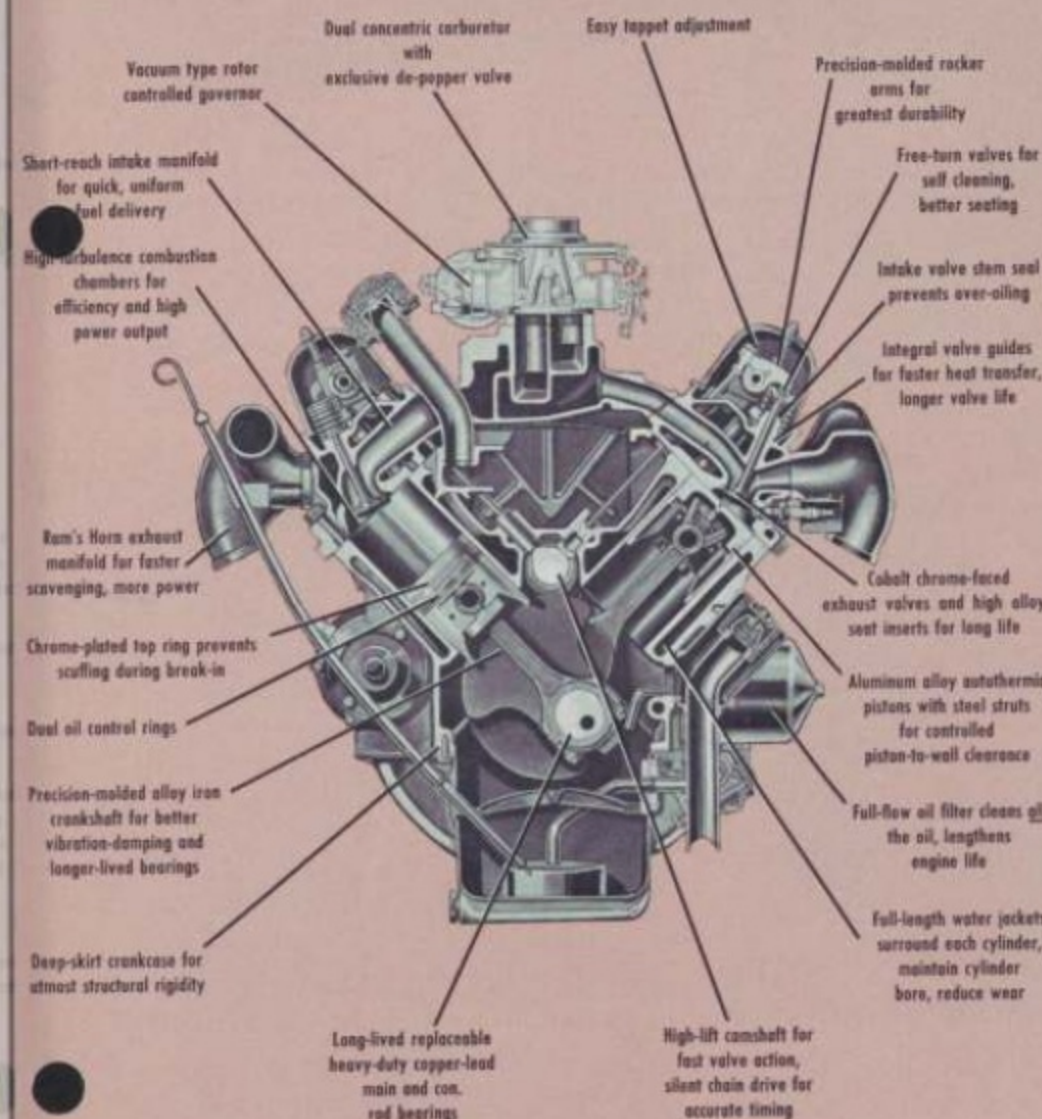
Brake Horsepower—152 at 3800 r.p.m.

Torque—246 lbs.-ft. at 1800-2400 r.p.m.

Bore—3.56 in.

Stroke—3.50 in.

Compression Ratio—7.2 to 1



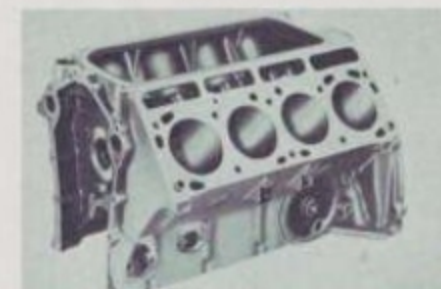
SHORT-STROKE POWER

. . . provides higher efficiency, longer engine life. Piston travel is reduced up to 30% over other engines of comparable displacement, saves on gas, parts wear.



SHORT-REACH MANIFOLDS

. . . for more power, higher torque. The result of improved breathing with bigger Duplex intake passages, larger intake valves, greater turbulence, faster scavenging with new Ram's Horn exhaust manifolds and a higher compression ratio.



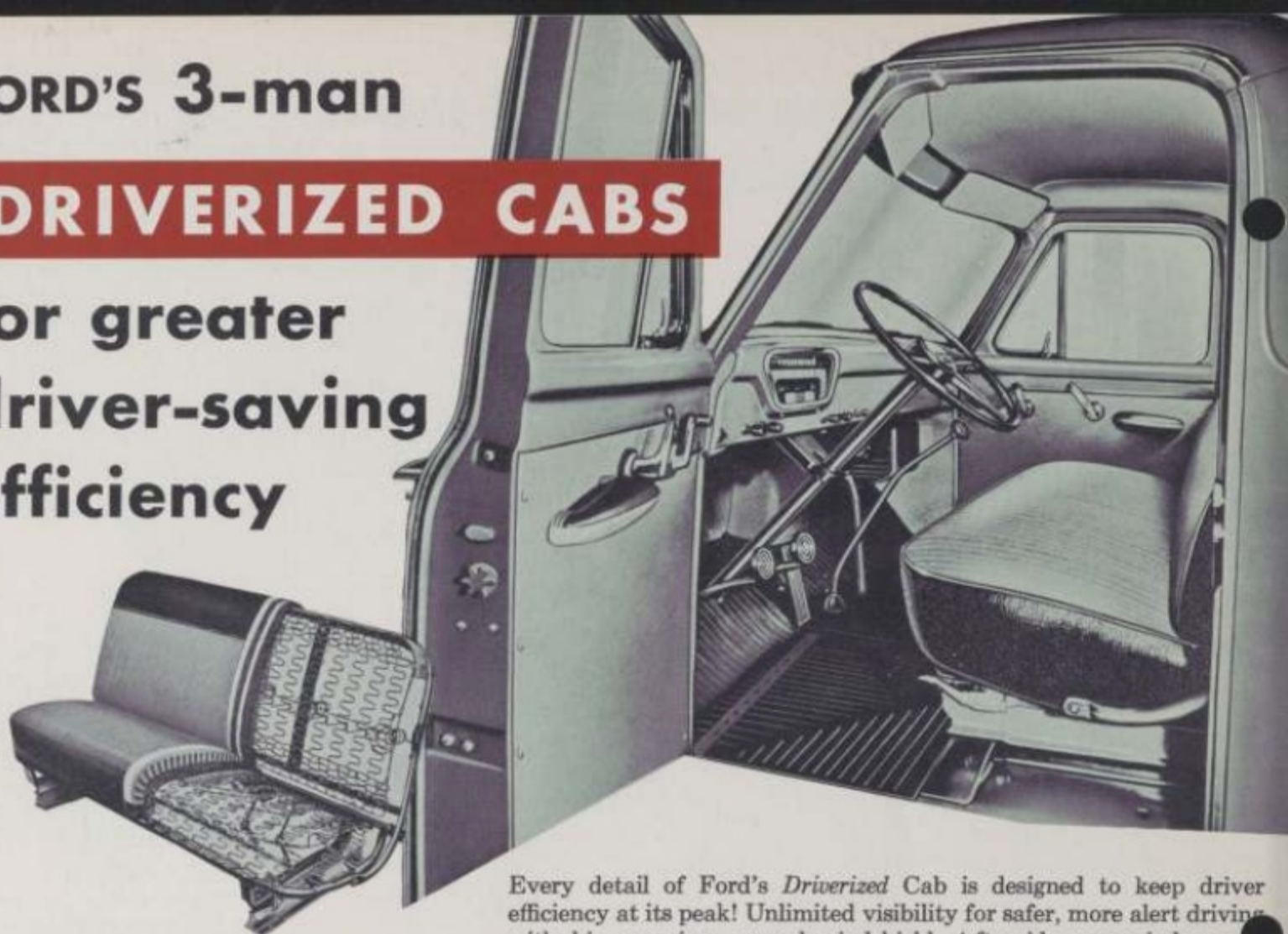
DEEP-BLOCK DESIGN

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

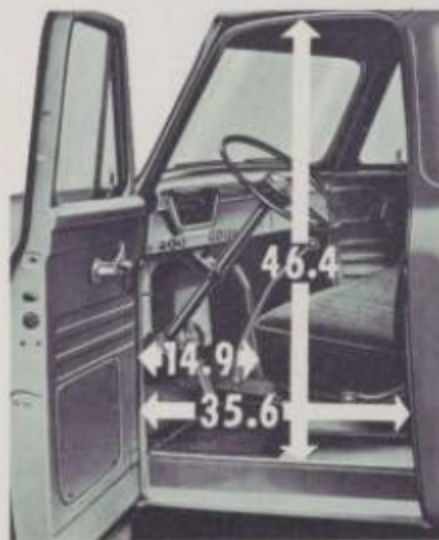
Available with I-REST tinted safety glass!



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.

INTERIOR

5. Two-tone seat upholstery.
6. Foam-rubber seat padding.
7. Customized door and body trim.

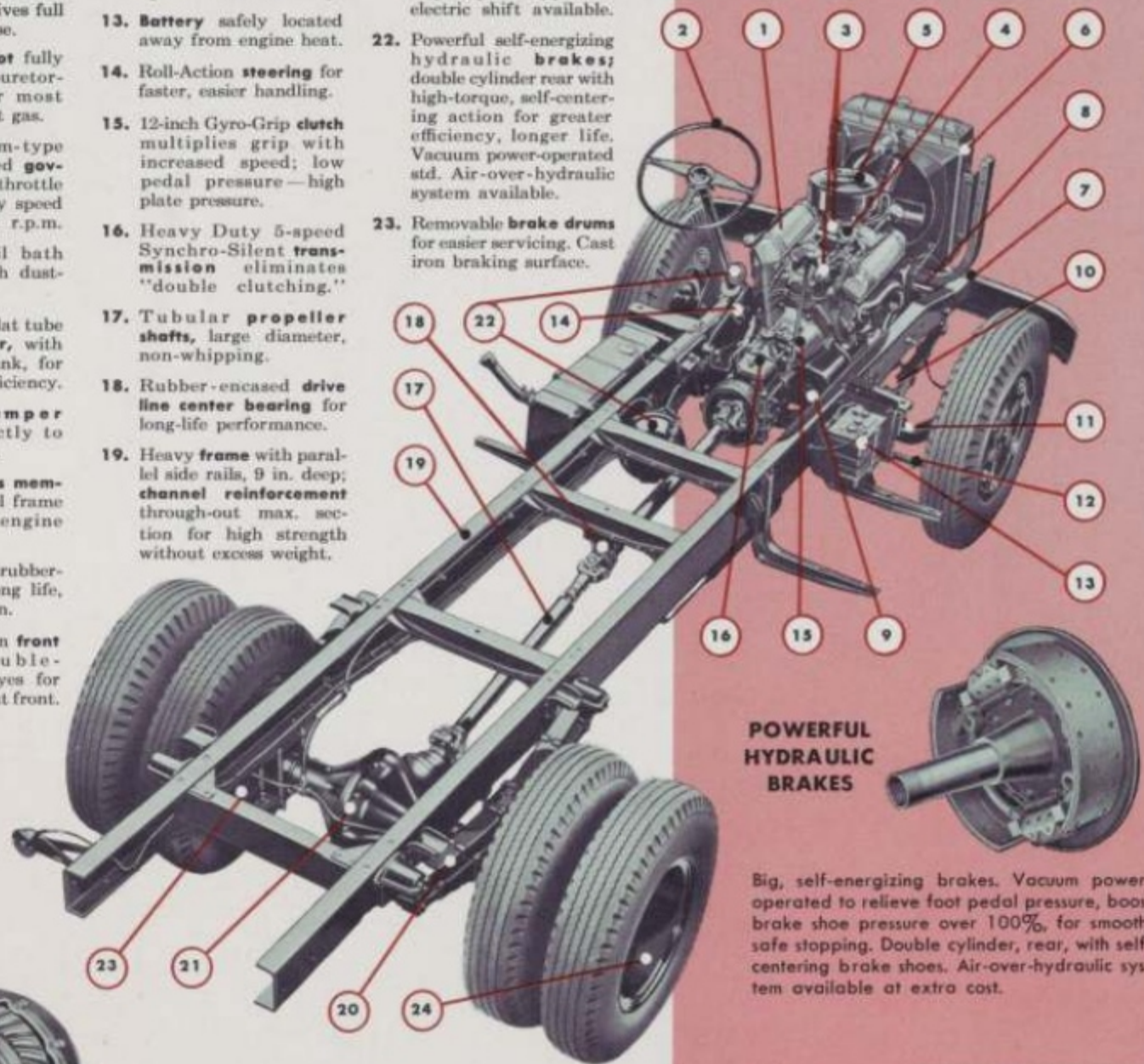
8. Perforated thermacoustic headlining, backed by glass wool insulation.
9. Sound deadener on floor and rear cab panels. (Standard on doors).
10. Grip-type arm rest on both doors.
11. Large dome light with automatic door switches.
12. Two adjustable sun visors.
13. Illuminated cigar lighter.
14. Sturdy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

Here's more for your money in an extra heavy duty chassis!

1. New Low-Friction 152-h.p. *Cargo King V-8*, with high sustained torque for top performance and economy.
2. **Master-Guide Power Steering** available; reduces steering effort as much as 75%; gives full time turning ease.
3. **Ford Power Pilot** fully automatic carburetor-distributor for most power from least gas.
4. Integral vacuum-type rotor controlled **governor**, for full throttle operation at any speed up to governed r.p.m.
5. Heavy-duty oil bath **air cleaner**, with dust-tight clamp.
6. Large capacity flat tube and fin **radiator**, with spherical top tank, for high cooling efficiency.
7. **Channel bumper** attached directly to extended frame.
8. Wide front **cross member** with parallel frame allows roomy engine accessibility.
9. **Engine mounting** rubber-cushioned for long life, smooth operation.
10. Long, easy-action front **springs**—double-wrapped rear eyes for safety, shackled at front.

11. Wide-tread, set-back **front axle**, for short turning, more stability, greater maneuverability.
12. **Tie rod ends** are spring-loaded, ball-socket type, with dust shields, take up wear automatically.
13. **Battery** safely located away from engine heat.
14. **Roll-Action steering** for faster, easier handling.
15. 12-inch **Gyro-Grip clutch** multiplies grip with increased speed; low pedal pressure—high plate pressure.
16. Heavy Duty 5-speed **Synchro-Silent transmission** eliminates "double clutching."
17. **Tubular propeller shafts**, large diameter, non-whipping.
18. Rubber-encased **drive line center bearing** for long-life performance.
19. Heavy **frame** with parallel side rails, 9 in. deep; **channel reinforcement** through-out max. section for high strength without excess weight.

20. Wide-span 52" x 3" **rear springs**, with 37½" x 3" auxiliary, provide balanced load support.
21. Heavy-duty hypoid full-floating **rear axle**. Single speed standard; 2-speed planet type with electric shift available.
22. Powerful self-energizing **hydraulic brakes**; double cylinder rear with high-torque, self-centering action for greater efficiency, longer life. Vacuum power-operated std. Air-over-hydraulic system available.
23. Removable **brake drums** for easier servicing. Cast iron braking surface.



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.

Tachometer available, at extra cost.

24. Castspoke **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.



SYNCHRO-SILENT TRANSMISSION

Heavy Duty 5-speed Synchro-Silent Transmission with overdrive eliminates "double clutching," gives greater safety in "down-shifting"—standard in F-750 models. Heavy Duty 5-speed Synchro-Silent direct-in-fifth, optional, for powerful performance in low speeds.

NOW AVAILABLE! MASTER-GUIDE POWER STEERING!

POWERFUL HYDRAULIC BRAKES



Big, self-energizing brakes. Vacuum power-operated to relieve foot pedal pressure, boost brake shoe pressure over 100%, for smooth, safe stopping. Double cylinder, rear, with self-centering brake shoes. Air-over-hydraulic system available at extra cost.



WHEELBASE	DIAM. IN FEET
132"	45.7
144"	49.0
156"	52.3
175"	57.5
192"	62.2

WIDE-TRACK, SET-BACK FRONT AXLES

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

CAPACITY CHART—SERIES F-750 CHASSIS WITH CAB

Gross Vehicle Weight Rating (Severe Service Rating)	Tires—6. Size— Front and Dual Rear	Wheel-base (Inches)	*Curb Weight with fuel and water (est.)			*Payload, Body, Equipment, Etc. (Approx.) (lbs.)
			Front (lbs.)	Rear (lbs.)	Total (lbs.)	
17,000 lbs.	8.25-20 10-ply rating	132	3,310	2,610	5,920	11,080
		144	3,340	2,640	5,980	11,020
		156	3,370	2,670	6,040	10,960
		172	3,400	2,735	6,135	10,865
19,500 lbs.†	9.00-20 10-ply rating	132	3,340	2,703	6,043	13,457
		144	3,370	2,733	6,103	13,397
		156	3,400	2,763	6,163	13,237
		172	3,430	2,828	6,258	13,242
		192	3,460	2,883	6,493	13,007

*For 2-speed axle add 90 lbs. to "rear" and "total" weights and deduct from "payload". For air-brake add 65 lbs. to "rear", 25 lbs. to "total", 100 lbs. to "total" and deduct 100 lbs. from "payload". †With heavy duty rear springs.

F-750 SPECIFICATIONS

RATINGS: TRUCK—MAX. G.V.W. 19,500 LBS. • TRACTOR-TRAILER—MAX. G.C.W. 38,000 LBS.

AXLE, FRONT

Capacity—lb. 10,000

Size (Height x Width x Web)—in. Modified I-Beam 3.0 x 2.3 x 0.40

AXLE, REAR

Capacity—lb. 15,000

Type—Double Anchor, Front Two Cylinder Self-Energizing

Type—Single Reduction—Hypoid—Full-Floating

Axle Ratio—Standard—Type—2.29 to 1

Opt. Axle (Extra Cost)—Type—Two-Speed Planar, Full Floating

Ratio—6.50/9.04

BRAKES, SERVICE

Type—Vacuum Power-Operated, Hydraulic, Two-Shoe

Front Brake (Drum Diam. x Lining Width—Thickness)—in. 16 x 2 1/2 x 1 1/4

Rear Brake (Drum Diam. x Lining Width—Thickness)—in. 15 x 2 1/2 x 1 1/4

Total Area (Drum—Lining—sq. in.) 697-444

Booster—Single-unit—Power Chamber, Hydraulic Vacuum

Effective Diaphragm Diameter—in. 10 1/4

Optional extra cost—Air-Over-Hydraulic System with Air Booster and

Air Warning Buzzer

BRAKE, HAND

Type—Drum and Contracting Band at Rear of Transmission on Drive Line

Size (Drum Dia. x Lining Width—Thickness)—in. 9 1/2 x 3 x 1 1/4

Total Lining Area—sq. in. 80

BUMPER

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

CLUTCH

Type—12-in. Gyr-O-Grip, Semi-Centrifugal Single Plate

Total Frictional Area—sq. in. 442.9

COOLING SYSTEM

Capacity—qt. 26

Radiator—Flat Tube and Fin—Pressure Cap

Thermostat—18-in. Fan Drive Water Pump

Fan, Diameter—in. 18 1/2—Blade, Opt. 18 1/2—Blade

DRIVE LINE

Hotchkiss Straight Line Drive

Propeller shafts—Number—Two, Tubular, Forged Steel Ends

—Diameter—in. 1 1/2 x 1 1/2 Wt. 3.0 (front and rear)

144 Wt. 3.0 (front and rear)

172 Wt. 4.0 (front and rear)

192 Wt. 4.0 (front and rear)

Universal Joints—Number, TYPE—Three, Needle Roller Bearing

Center Bearing—Roller Endured Ball Type

ELECTRICAL SYSTEM

Battery—Heavy Duty, 6-Volt, 17-Plate, 120-Amp. Hr. Capacity

Generator—36-Amp., 32 V. Wt. 35

Ignition—Full Vacuum Controlled System, Fully Automatic

Distributor; Metal-Clad Coil; Open Wiring in Rubber Grommets

Head Lights—High Torque, Automatic Vagaries, Sealed Beam, Four-Switch Beam Control

Parking Lights—Left-hand Combination Stop and Tail Light; Instrument Lights; Ignition

Switch with Key Lock; Circuit Breakers; Voltage Regulator.

ENGINE

Bore and Stroke—in. 152-H.P. CARRO KINO V-8

Displacement—in. 3.56 x 3.5

Conversion Speed—RPM (factory setting)—3600 (oad)—3800 (no load)

Max. Brake Horsepower—HPM—152 @ 3800

Max. Torque—lb.-ft.—RPM—246 @ 1900-2100

Compression Ratio—7.2 to 1

FRAME

Role Rail—Type—Parallel, Channel Section—Tapered Front and Rear

Max. Section Depth x Flange x Thick.—in. 9 x 3 x 1/4

Reinforcement—Channel, Inside Side Rail

Max. Section Depth x Flange x Thick.—in. 8.3 x 2.6 x 0.13

Cross Member—Type—Flange Type with Alligator Jaws and Channel Reinforce

Number—122 and 144 Wt. 5

156, 172 and 192 Wt. 6

*Channel reinforcements extend from rear brackets of front springs to front brackets of rear springs.

FUEL SYSTEM

Carburetor—Dual Concentric Downdraft

Air Cleaner—Heavy Duty Oil Bath, One Qt. Capacity

Fuel Pump and Filter—Diaphragm Type, Drives From Camshaft

Fuel Tank—Chassis with Cab, 20-gal. Outside Left Frame Rail Below Cab

Fuel Filter—Tube Extension to Outside Cab—Left Side, Easy-On Cap

LUBRICATION

Engine—Full Pressure Feed to All Main, Crankpin and Camshaft Bearings

Trunk Cap Cap—Fittings for Pressure Lubrication

Chassis—Fittings for Pressure Lubrication

SPRINGS

Rear—Hotchkiss, Ford Alloy Steel

Length x Width—in. 46 x 2 1/2 52 x 3 0 27 x 3 0

No. of Leaves and Leaf (Norm. Def.)—per sq. in. 2250 6000 (nominal)

Capacity, 90% Pad (Norm. Def.)—per sq. in. 2250 6000 (nominal)

NUT: Above springs for 17,000 lbs. G.V.W. for 19,500 lbs. G.V.W. optional heavy

14 and rear main springs (at extra cost) are required—def. 1423 lbs. per in., combined

capacity (with aux.) 7800 lbs. per spring.

STEERING

Worm and Dual How Needle Bearing Roller

Ratio—20 to 1

Steering Arm—12-in. Dia., 3-Spoke

Whiteline—150" 172" 178" 180"

Turning Circle Diam.—Right or Left—in. 45.7 55.5 62.2

To Roll—Ball Joint and Socket, Spring Loaded for Automatic

takeup of Wear, Equipped with Rubber Dust Shields

TRANSMISSION

Standard—Heavy Duty 5-Speed Synchro-Silent Overdrive

Optional—Heavy Duty 5-Speed Synchro-Silent Direct-In-Fifth

Gear Positions—First Second Third Fourth Fifth Reverse

Ratio (to 1): 5-Speed Overdrive, 6.00 3.50 2.30 1.60 0.79 6.00

5-Speed Direct, 7.58 4.38 2.40 1.48 1.00 7.31

Power Take-Off Opening—S.A.E. 6-Bolt, on Both Sides

WHEELS AND TIRES

Standard—Four—20-in. Cast Steel Type

Optional—Seven—8-Stub Steel Die Casting

Rims—Standard size—Front and Dual Rear—20 x 5 1/2—5-Piece Advanced

Tires—Standard Size—Front and Dual Rear—8.25-20 10-Ply Rating

STANDARD EQUIPMENT, chassis-cab, in addition to items specified above:

Center Cool Ventilator Hand Throttle

Curtain Instrument Panel Oil Filter, Replaceable

Speedometer Carburetor Type

Fuel Temperature Gauge Engine Governor

Oil Pressure Gauge Tires, Matched-Type

Fuel Gauge Electric Horn

Charge Indicator One-piece Curved

Am. Rectifier Windshield

Disruptor Bar Air Wing Ventilating

Choke Button Windows in Doors

STANDARD COLORS:

Choice of Raven Black, Sheridan Blue, Meadow Green, Vermillion, Devotione Gray,

Claret Blue or Light Green (on hood, fenders, nose, cab and interior metal). The

following are painted Black: Frame, running boards, wheels, tail lamp, springs, axles,

outside mirror, door divider bar, vent window frame, fuel tank cap and bumper. Cow

and windshield moldings are painted in prime union standard color is specified.

AVAILABLE EQUIPMENT AND ACCESSORIES at extra cost:

Mirror, Outside Rear View

Brakes—Air-Over-Hydraulic—Right or Left, 6" ad.

Mirror, Arm Rest

Master-Grade Power Steering

Radio—5 Tubes plus

Exterior, Single Knob

Control

Radiator Fan Guard, Heavy Duty

Radiator Fan (3 in. Kit)

with Flaps

Hole, Rear—Outside Rear View

Hole, Rear—Inside Rear View

Magistrate System or

Rear Cover (see Wheel)

Hood Ornament

Locking Gas Tank Cap

*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!