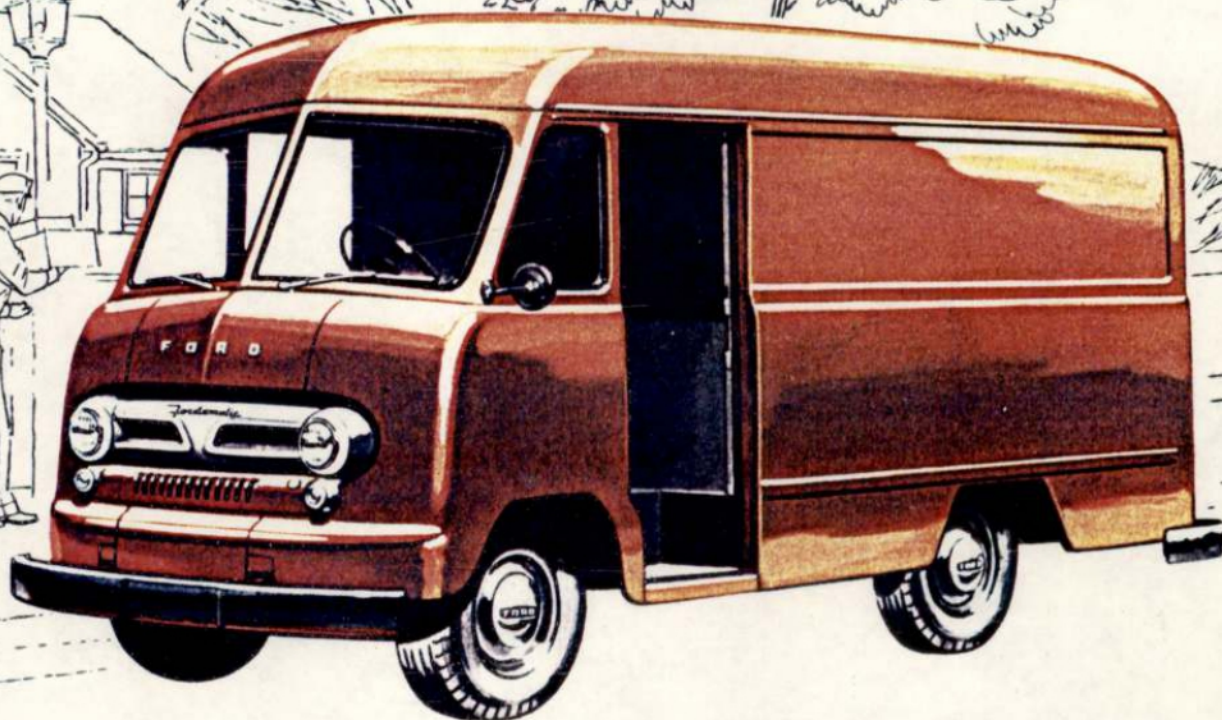


54

**PARCEL
DELIVERY
CHASSIS**

P-350: Max. G.V.W.
7,800 lbs.

P-500: Max. G.V.W.
14,000 lbs.



FORD *TRIPLE ECONOMY* TRUCKS

FOR 1954

give you more truck for your money!

What Ford Truck

TRIPLE ECONOMY

means in your delivery service



New gas-saving POWER

Ford's new LOW-FRICTION engine gives 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* delivers more usable power. That's Big Economy Item No. 1!



New efficiency for the DRIVER

Behind the wheel, or handling merchandise, any driver will find Ford's Parcel Delivery Chassis offers welcome conveniences that make his work easier—conserve his energy, save time, increase his output. And that's Big Economy Item No. 2!



Large cubic foot CAPACITIES

Built for easy, low-cost installation of any custom-built body style you choose—with capacities up to 450 cubic feet of load space. Generous height and width dimensions assure maximum loads, keep delivery cost per package at rock bottom. That's Big Economy Item No. 3!

Thus Ford Trucks for '54
give you

MORE TRUCK FOR YOUR MONEY!

LOAD SPACE —



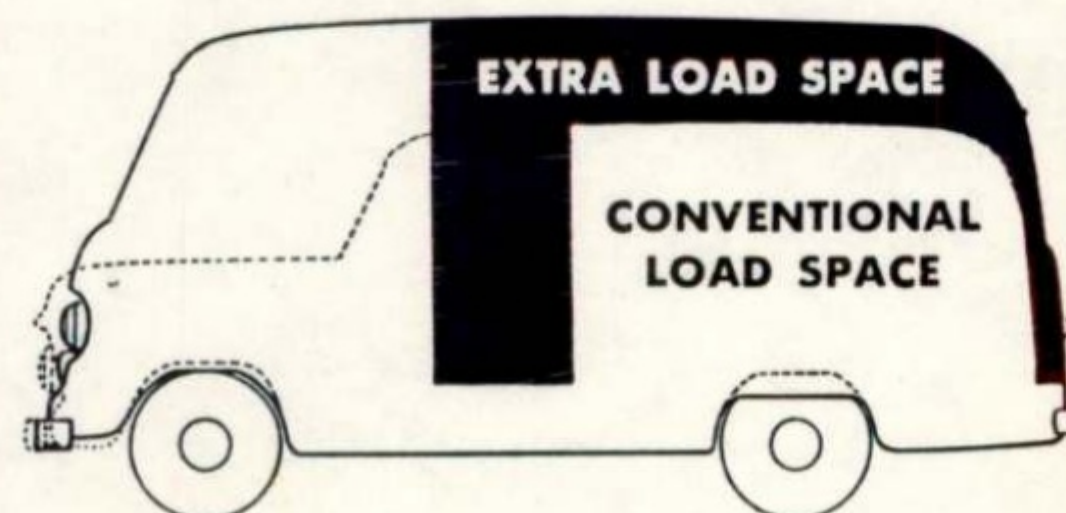
FORD PARCEL DELIVERY CHASSIS OFFERS MAXIMUM INVESTMENT RETURNS

- SAVES TRIPS

Large cubic-foot capacities let drivers haul more merchandise in one trip, save more time per day. Make distance routes more profitable.

- INCREASES DRIVER EFFICIENCY

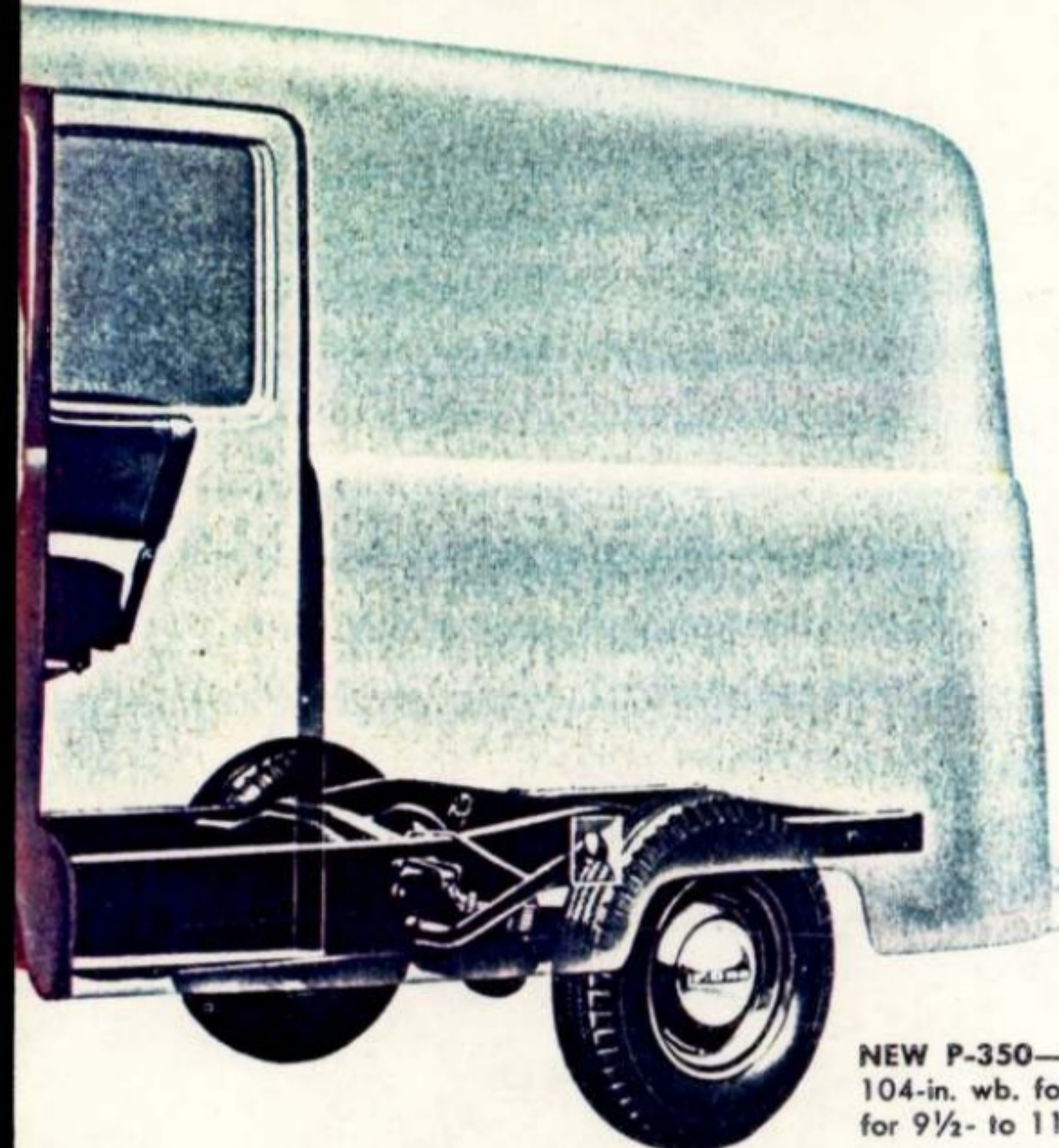
Exceptional ease of maneuverability, combined with load-handling conveniences, low step-up and step-down



planned for prompt, profitable delivery

NEW FORD P-350 and P-500 PARCEL DELIVERY CHASSIS

Payload
(body, equipment, etc.)
P-350: up to 4,618 lbs.
P-500: up to 9,497 lbs.



Your door-to-door delivery requirements are met fully in Ford's new P-Series Parcel Delivery Chassis. Simple styling—handsome yet functional—permits smooth integration with single-unit custom bodies to provide a delivery unit that will pay for itself many times over—in low-cost operation and prestige-building appearance.

Every major body builder in the country offers a wide selection of bodies to fit the Ford Parcel Delivery Chassis, which comes complete with windshield front end, or as a stripped chassis. Engine-forward design permits greater load space . . . far more than you'll find in a conventional truck . . . without increasing overall truck length. A driver can haul larger loads, and has more working room to handle them. Features like *Fordomatic Drive*, now available in all P-350 Series, mean more time saved per delivery, per trip, per day.

NEW P-350—Max. G.V.W.: 7,800 lbs. Chassis-windshield or stripped chassis models, 104-in. wb. for 7- to 9-ft. custom bodies—up to 250 cu. ft. load capacity. 122-in. wb. for 9½- to 11½-ft. bodies with up to 400 cu. ft. capacity.

heights conserve energy, increase driver output. Wide entrance opening, large working area.

- ACCOMMODATES TALL ITEMS

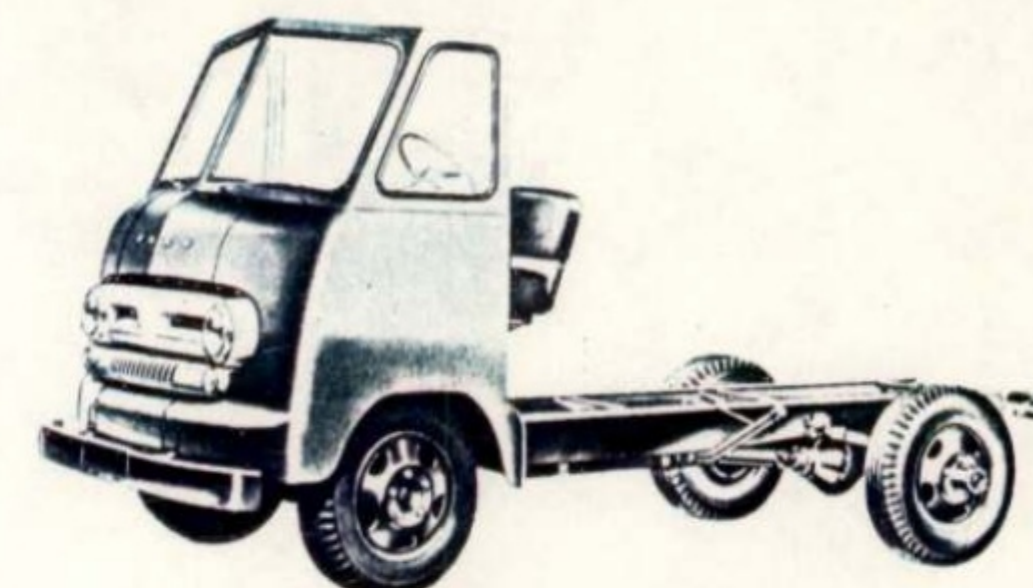
Greater interior height and higher door opening permit easy handling of tall merchandise which needs protection.

- IDEAL FOR BINS, SHELVES, ETC.

Working area is large enough to allow installation of bins, shelves, partitions, with room to spare!

- SAVES GARAGE RENT

Fewer vehicles are needed, when unit load capacities are large. Saves on maintenance, garage rent, etc.



NEW P-500—Max. G.V.W.: 14,000 lbs. Chassis-windshield or stripped chassis models. 130-in. wb. for 10½- to 12½-ft. custom bodies with up to 450 cu. ft. load capacity.

TWICE THE LOAD SPACE FOR BULKY MERCHANDISE

You gain as much as two or even three times the load space with the new Ford Parcel Delivery Chassis, as compared to a conventional panel truck. A conventional truck may give you only 125-150 cu. ft. The new P-350 and P-500 Parcel Delivery Chassis can be fitted with a 7- to 12½-ft. custom body with up to 450 cu. ft. load space. Body heights go up to 6 feet or more. Forward arrangement of controls allows most load space per wheelbase.

For bigger, heavier loads—Series P-600 PARCEL DELIVERY CHASSIS

Series P-600 Parcel Delivery chassis-windshield or stripped chassis models are available on special order only, through your Ford Dealer. 130-in. wheelbase accommodates 10½- to 12½-ft. custom bodies with load space capacity up to 450 cu. ft. Max. G.V.W. is 16,000 lbs.

Almost any body style from 250- to 450-cu. ft. can be easily installed



DAIRIES capitalize on Ford Parcel Delivery Chassis' 6-ft. height allowance and low-to-ground door opening for time-saving milk delivery. Adaptable to insulation and refrigeration.



BAKERIES find Ford Parcel Delivery Chassis large working area can be easily divided by shelves, partitions, etc., to accommodate large loads for distance runs.



MUNICIPALITIES favor the Ford Parcel Delivery for its outstanding economy, adaptability to such uses as patrol units, ambulances, mobile libraries, educational exhibits, etc.



DRY CLEANERS profit by large load space—3 garment racks wide—which Ford Parcel Delivery Chassis can accommodate. Some establishments report double productivity per delivery unit.

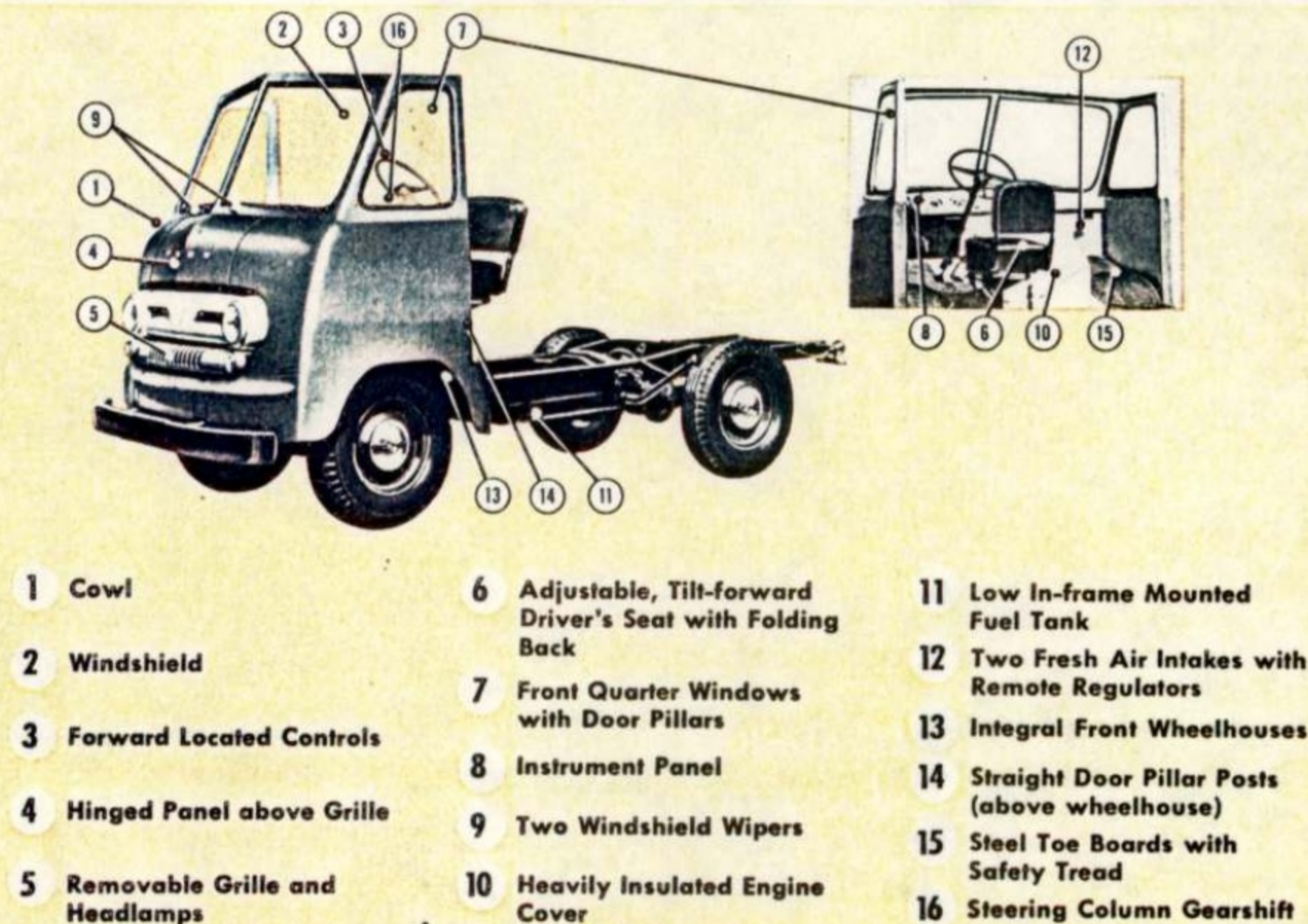


DEPARTMENT STORES depend on not only large load space, but on time-saving maneuverability in dense city traffic. They find both in the new Ford Parcel Delivery Chassis.



WHOLESALERS for a variety of items report increased payloads and lower delivery cost per dollar of goods sold. Delivery time savings allow more stops, more time for sales.

THESE 16 STANDARD FORD FEATURES KEEP BODY AND OPERATING COSTS DOWN!

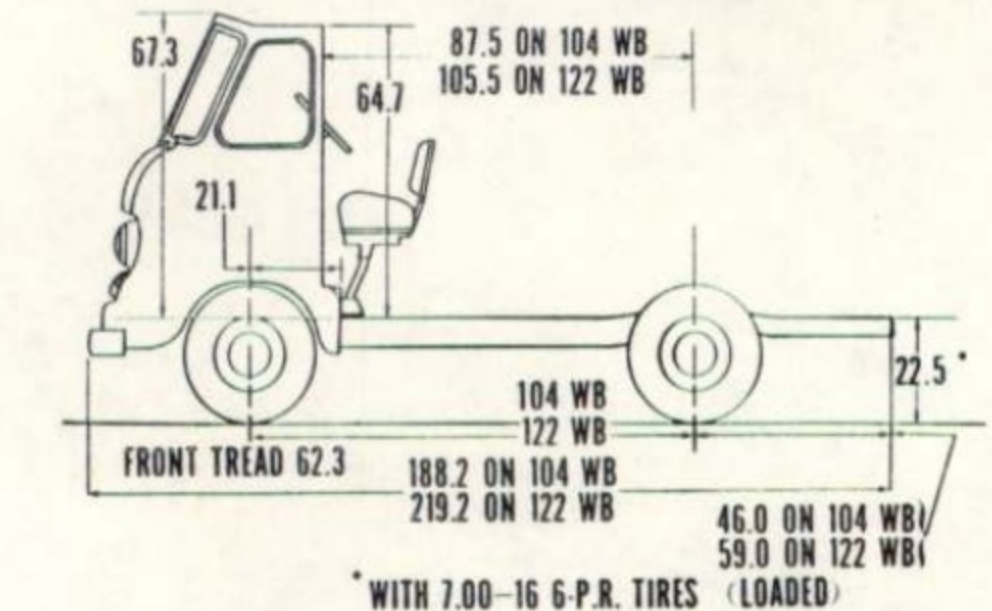


- | | | |
|----------------------------------|--|--|
| 1 Cowl | 6 Adjustable, Tilt-forward Driver's Seat with Folding Back | 11 Low In-frame Mounted Fuel Tank |
| 2 Windshield | 7 Front Quarter Windows with Door Pillars | 12 Two Fresh Air Intakes with Remote Regulators |
| 3 Forward Located Controls | 8 Instrument Panel | 13 Integral Front Wheelhouses |
| 4 Hinged Panel above Grille | 9 Two Windshield Wipers | 14 Straight Door Pillar Posts (above wheelhouse) |
| 5 Removable Grille and Headlamps | 10 Heavily Insulated Engine Cover | 15 Steel Toe Boards with Safety Tread |
| | | 16 Steering Column Gearshift |

FORD PARCEL DELIVERY IS IDEALLY SUITED TO EVERY STOP-GO DELIVERY NEED

- | | |
|----------------------------------|---|
| • Ambulance and Hospital Service | • Laundries |
| • Bakeries | • Lunch Wagon Business |
| • Beer Distributors | • Meat Products |
| • Catering Services | • Movie Distributors |
| • Chain Stores | • Newspapers |
| • Cleaners and Dyers | • Parcel Deliveries |
| • Dairies | • Photographers |
| • Department Stores | • Police Patrols |
| • Drug Companies | • Pie Distributors |
| • Florists | • Popcorn, Potato Chip Distributors, etc. |
| • Food Products | • Printers |
| • Frozen Foods | • Radio Stations |
| • Groceries | • Truck Leaders |
| • Ice Cream Companies | • Wholesalers, and many others |

FORD P-350 PARCEL DELIVERY CHASSIS WITH WINDSHIELD FRONT END

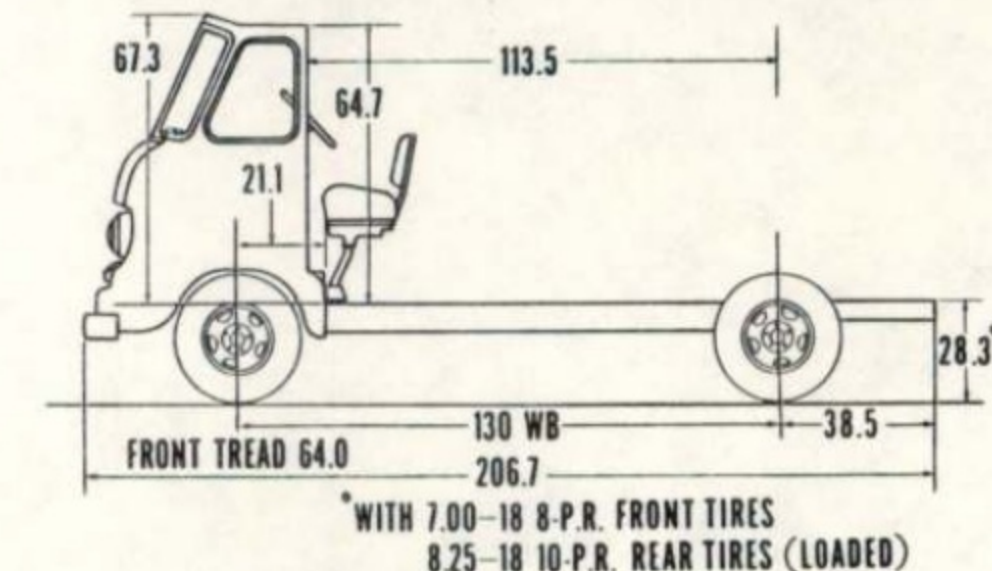


WHEELBASE	104 INCH		
GROSS VEHICLE WEIGHT RATING.....	5900 lbs.	7100 lbs.	7800 lbs.†
TIRES—4. SIZE—front and rear.....	7.00-16 6-p.r.	7.50-16 8-p.r.	7.50-17 8-p.r.
CURB WEIGHT (with fuel and water) (est.)—front.....	2190 lbs.	2207 lbs.	2239 lbs.
—rear.....	875 lbs.	892 lbs.	943 lbs.
—total.....	3065 lbs.	3099 lbs.	3182 lbs.
PAYLOAD, BODY, EQUIPMENT, etc. (approx.).....	2835 lbs.	4001 lbs.	4618 lbs.

WHEELBASE	122 INCH		
GROSS VEHICLE WEIGHT RATING.....	5900 lbs.	7100 lbs.	7800 lbs.†
TIRES—4. SIZE—front and rear.....	7.00-16 6-p.r.	7.50-16 8-p.r.	7.50-17 8-p.r.
CURB WEIGHT (with fuel and water) (est.)—front.....	2220 lbs.	2237 lbs.	2269 lbs.
—rear.....	900 lbs.	917 lbs.	968 lbs.
—total.....	3120 lbs.	3154 lbs.	3237 lbs.
PAYLOAD, BODY, EQUIPMENT, etc. (approx.).....	2780 lbs.	3946 lbs.	4563 lbs.

†Progressive rear springs required

FORD P-500 PARCEL DELIVERY CHASSIS WITH WINDSHIELD FRONT END



WHEELBASE	130 INCH		
GROSS VEHICLE WEIGHT RATING.....	9000 lbs.	10750 lbs.*	14000 lbs.†
TIRES—No. SIZE—front.....	2—7.00-18 8-p.r.	2—7.00-18 8-p.r.	2—7.50-20 8-p.r.
—rear.....	2—8.25-18 10-p.r.	4—7.00-18 8-p.r.	4—7.50-20 8-p.r.
CURB WEIGHT (with fuel and water) (est.)—front.....	2540 lbs.	2540 lbs.	2598 lbs.
—rear.....	1560 lbs.	1712 lbs.	1905 lbs.
—total.....	4100 lbs.	4252 lbs.	4503 lbs.
PAYLOAD, BODY, EQUIP., etc. (approx.).....	4900 lbs.	6498 lbs.	9497 lbs.

For 2-speed axle add 65 lbs. to "rear" and "total" and deduct like amount from "payload." *With heavy rear springs. †Auxiliary rear springs required.
P-600 Parcel Delivery chassis available on special order only.

CHOOSE ANY BODY STYLE YOU WISH

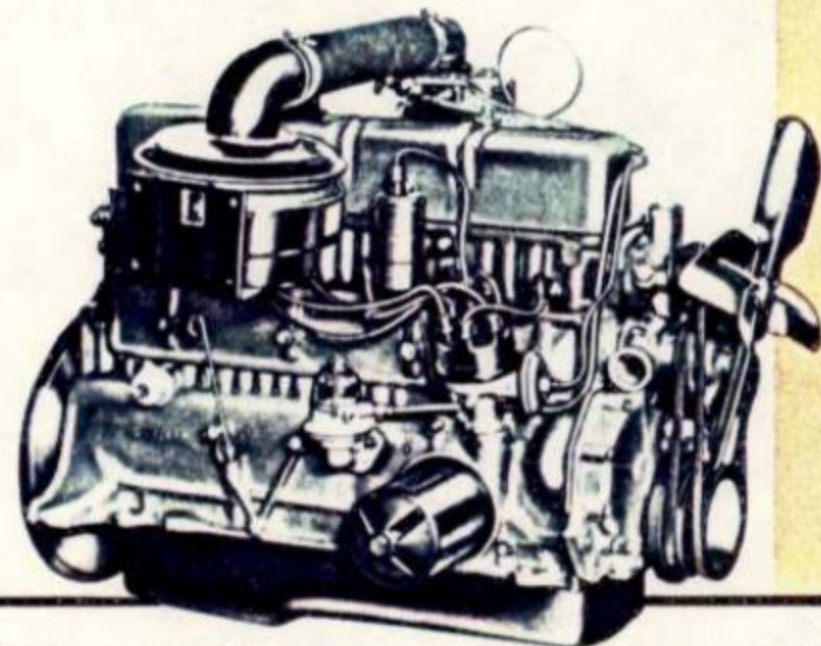
With Ford Parcel Delivery Chassis you can easily obtain exactly the custom body style you wish, right down to design, load space, shelving, plan, or any other detail. No chassis alterations required. Every major body builder in the country offers you a wide selection of body styles. Your Ford Dealer will be glad to help you choose the *right* body for your needs.

Here's why the Ford Parcel Delivery

New high-compression LOW-FRICTION POWER

New 115-h.p. COST CLIPPER SIX

Most powerful Six cylinder truck engine in this field! The new *Cost Clipper Six* is tops in efficiency, too, developing more power per cu. in. displacement than other engines in its class! Low-FRICTION design gives you more *usable* power from every drop of regular gas! High-turbulence combustion chambers, short stroke efficiency and greater structural rigidity in the deep-skirt crankcase result in smoother performance . . . longer life in an engine with the high sustained torque required to move loads fast and economically!

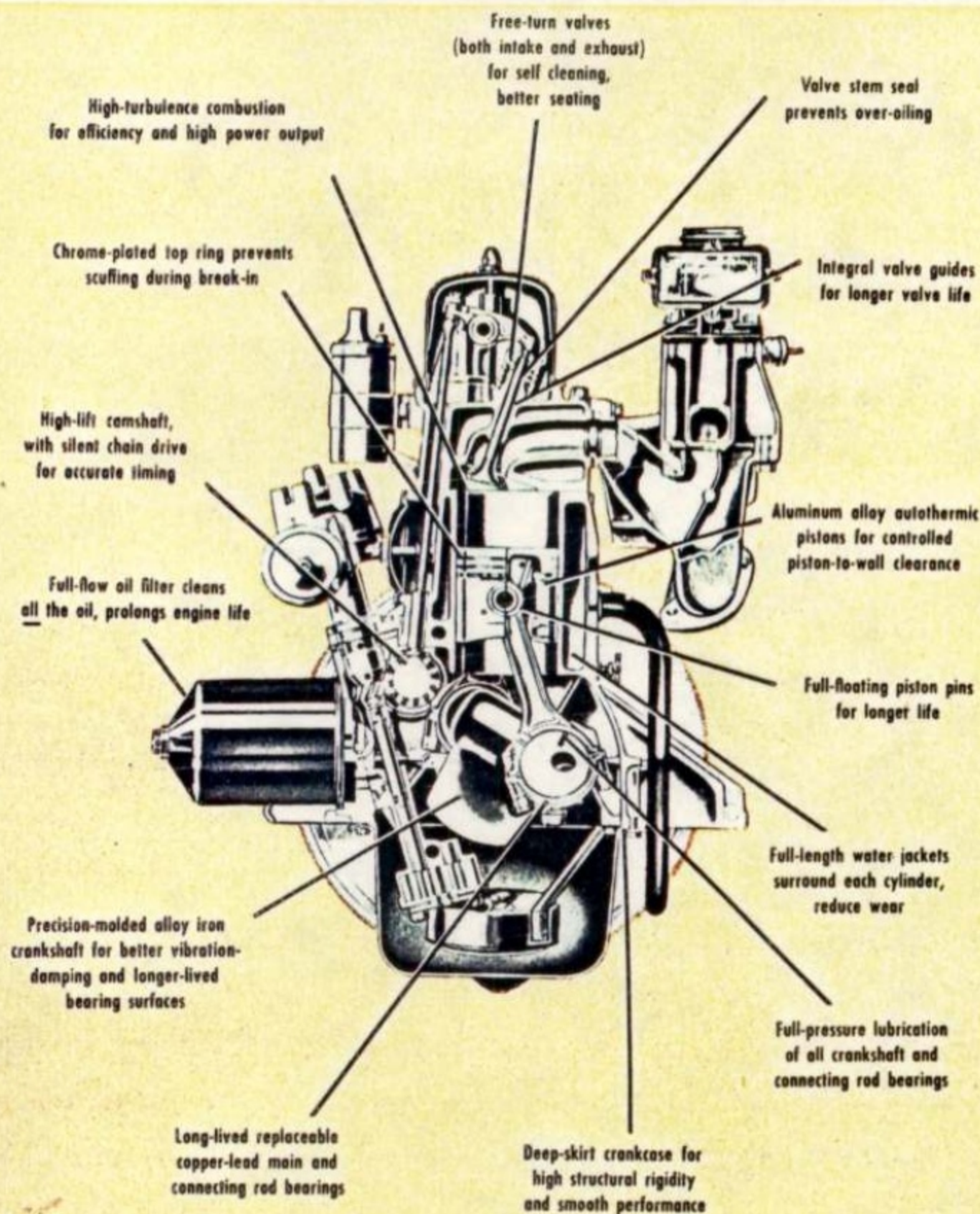


Displacement—223 cu. in. Bore—3.62 in.
 Brake Horsepower—115 at 3900 r.p.m. Stroke—3.60 in.
 Torque—193 lbs.-ft. at 1000-2200 r.p.m. Compression Ratio—7.2:1



Three-Transmission Choice including FORDOMATIC

Now—a fully automatic transmission eliminates tiresome clutchwork and shifting in stop-go parcel delivery service! Famous *Fordomatic* (available in P-350 at extra cost) gives you faster no-clutch driving, saves driver-effort. Standard: Heavy Duty 3-speed Synchro-Silent Transmission with steering column gearshift. Optional at added cost: Heavy Duty 4-speed Synchro-Silent Transmission.



Chassis is your soundest investment

DESIGNED TO FIT THE BODY STYLE YOU CHOOSE



CLOSE-UP of mounting flange shows how easily a custom body roof can be bolted to it.

TOP of windshield on Ford Parcel Delivery Chassis is designed for simplified mounting of a wide variety of bodies. Straight door pillar (above wheelhouse) facilitates door fitting.

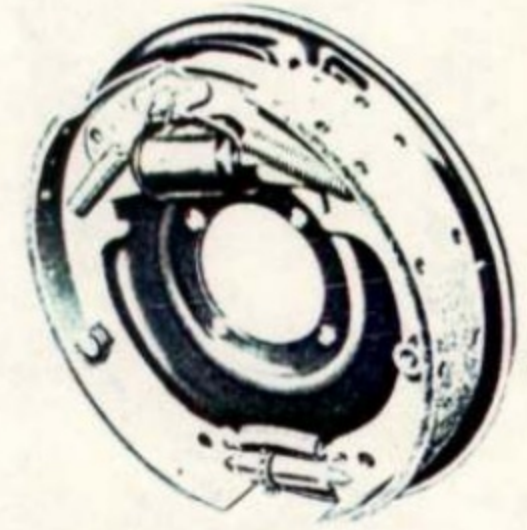
EVERY CHASSIS FEATURE DURABLY BUILT FOR LONG SERVICE

Sturdy hypoid full-floating rear axles for long life, quiet operation. Sturdy, deep channel frames, 34 in. wide front to rear; 8.88 in. deep on P-500. Wide-track set-back front axles for greater stability. Heavy capacity front axles. Self-energizing brakes; two-cylinder rear on P-500. Orscheln, adjusting type parking brake lever standard on P-500 (available P-350). I-REST tinted glass to reduce glare available for windshield and side windows.

POWERFUL HYDRAULIC BRAKES designed for safe, smooth stops. Self-energizing action builds up brake shoe pressure, reduces foot-pedal pressure requirements. Independent drum-type hand brake.



11-INCH GYRO-GRIP CLUTCH uses rising engine speed to tighten grip, reduce wear. Cushion-disc reduces tendency to grab. High plate pressures, low foot pressures. Quiet operation, positive action, long life.



TIME- AND EFFORT-SAVING MAINTENANCE



HINGED PANEL above grille swings out for quick access to air cleaner and radiator. Access plug beneath grille permits easy greasing of steering sector.



ENGINE HOUSING tips back in a second, placing most of engine within easy reach. Keeps labor time and costs at a minimum.

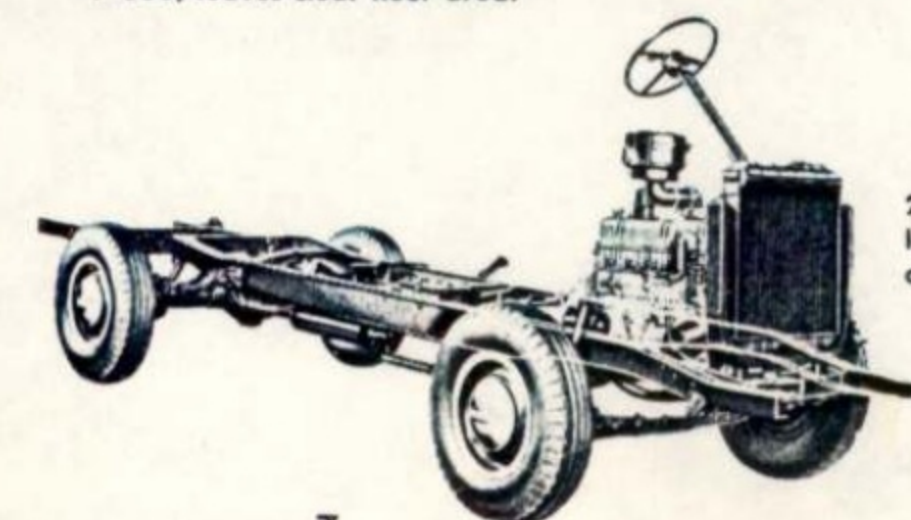
FEATURES LIKE THESE MAKE THE DRIVER'S JOB MUCH EASIER



LARGE GLASS AREA (left) gives the driver wide-angle visibility for safer, easier driving. Glare-reducing I-REST tinted safety glass optional at extra cost.

STEERING COLUMN GEARSHIFT (right) for shifting ease and suspended easy-grip parking brake lever (Orscheln type with knob to adjust brake, standard P-500, available P-350) leaves clear floor area.

LOW FLOOR-TO-GROUND HEIGHT saves work when handling merchandise. Driver's seat can be tilted forward, allowing generous aisle space when working load from the side entrances.



2-IN. KICK-UP IN P-350 frame permits low-level body flooring; also lowers center of gravity for added stability.

PARCEL DELIVERY CHASSIS SPECIFICATIONS

MAXIMUM GROSS VEHICLE WEIGHT: P-350—7,800 POUNDS . . . P-500—14,000 POUNDS

ENGINE—Ford Cost Clipper Six of high-compression, LOW-FRICTION, overhead-valve design. Bore 3.62 in. Stroke 3.60 in. Piston displacement 223 cu. in. Brake horsepower 115 at 3900 rpm. Max torque 193 lbs.-ft. at 1000-2200 rpm. Compression ratio 7.2 to 1.

COOLING—Series-Flow system providing uniform coolant flow for increased water velocity and closer temperature control. Positive-action thermostat in engine water outlet. Fan 4-blade, 17 in. diam. Optional—5-blade, 17 in. diam. for P-500. Flat tube and fin radiator with new spherical top tank and pressure cap. Capacity of system, 18½ quarts. Optional—H.D. radiator for P-350.

LUBRICATION—Full pressure to all main, lower connecting rod and camshaft bearings. Large capacity gear type pump. Directed-flow crankcase ventilation.

FUEL SYSTEM—Unit-design downdraft carburetor with four-port intake manifold. Automatic riser heat control. Diaphragm type fuel pump. Oil bath air cleaner. Fuel tank 17-gallon capacity, inside left frame rail.

IGNITION—Fully automatic all-vacuum controlled Power Pilot distributor, driven from camshaft. Metal-clad coil mounted adjacent to distributor. Open type wiring, secured by rubber grommets with moisture-proof boots over spark plugs.

ELECTRICAL—Air-cooled, heavy duty generator, 250 watts, 35 amperes. Circuit breakers, voltage regulator. High torque starter automatic engagement, solenoid switch, push-button control. Sealed beam head lights with foot switch beam control; parking lights; left hand stop and tail light; instrument lights; single horn. P-350—6 volt, 17 plate, 90 ampere hour battery. P-500—6 volt, 19-plate, 100 ampere hour battery.

CLUTCH—Gyro-Grip semi-centrifugal type. Diameter 11 in. Total frictional area 123.7 sq. in. Cushioned hub with vibration damper.

TRANSMISSION—Heavy-duty three-speed, remote shift type with helical gears and synchronizers in 2nd and 3rd speeds; sliding spur gears in 1st and reverse. Gear ratios: First 3.71 to 1; second 1.87 to 1; high-direct; reverse 4.59 to 1. Optional (extra cost) — Four-speed, Synchro-Silent with center shift. Gear ratios: First 6.40 to 1; second 3.09 to 1; third 1.69 to 1; high-direct; reverse 7.82 to 1. Optional — P-350 — Fordomatic Drive. Gear ratios 2.44 to 1; second 1.48 to 1; high-direct; reverse 2.00.

DRIVE LINE—Hotchkiss. Straight-line drive. Tubular propeller shafts. Highly efficient, long wearing needle bearing type universal joints. P-350—One 3.0 in. diam. shaft and two joints on 104" wb., one 2.0 in. diam. coupling and one 2.5 in. diam. drive shafts and three joints with rubber encased ball type center bearing on 122" wb. chassis. P-500—Two 2.5 in. diameter shafts and three joints with rubber encased ball type center bearing on 130" wb. chassis.

FRAME—P-350—Truck-type steel channel. Parallel side members: depth 6.0 in., flange width 2.25 in., thickness 0.19 in. max. section, tapered front and rear. 2 in. kickup over rear axle for low loading. P-500—Heavy duty steel channel. Parallel side members: depth 8.88 in., flange width 2.88 in., thickness 0.25 in. max. section, tapered front and rear.

FRONT AXLE—P-350—Wide-track, heat-treated alloy steel forging. Capacity 3,200 lbs. P-500—Wide-track, heavy, drop forged heat-treated alloy steel modified I-beam. Capacity 4,600 lbs.

REAR AXLE—Hypoid, full floating type. P-350—Capacity 5,000 lbs. Gear ratio. 4.86 to 1. P-500—Capacity 11,000 lbs. Gear ratios: st'd. 6.20 to 1—opt. 6.80 to 1. Optional—2-speed planet. Ratio: 5.83/8.11.

SPRINGS—P-350—Semi-elliptic, wide-span. Special alloy steel. Front: length 45 in., width 2.0 in. shackled at rear. Rear: length 48 in., width 2.25 in. Capacity at spring pad (normal deflection)—front 1350 lbs. each; rear 1950 lbs. each. Progressive type rear spring with 2400 lbs. capacity optional at extra cost (required with 7.50-17 8-p.r. tires). P-500—Semi-elliptic, wide-span. Special alloy steel. Front: length 45 in., width 2.25 in., 8 leaves; shackled at rear; spring capacity (at normal deflection)—1900 lbs. each. Rear: length 52 in., width 2.5 in., 8 leaves; spring capacity (at normal deflection)—3600 lbs. each. Also available, if specified, 10 leaf rear spring with 4500 lbs. capacity. Six leaf auxiliary also available with 8 or 10 leaf main spring giving total capacity of 5300 lbs. and 6200 lbs. respectively. (8 leaf main and auxiliary spring required for 14,000 lbs. G.V.W.).

SHOCK ABSORBERS—P-350—Direct, double-acting telescopic design front and rear, rubber insulated attachments.

STEERING—Worm and dual row needle bearing roller gear mounted ahead of front axle. Ratio 20.4 to 1. Short, solid type drag link. Wheel 3-spoke, 18 in. diam. Turning circle diameter, right or left (at C/L outside front tire): P-350—37.1 ft. for 104 in. wb.; 42.1 ft. for 122 in. wb. P-500—44.5 ft. for 130 in. wb.

BRAKES—Service. P-350—Hydraulic, two-shoe, single anchor, self-energizing type. Size 12 in. x 2 in. front and rear. Lining area 196 sq. in. Drum area 302 sq. in. P-500—Hydraulic, two-shoe, self-energizing type. Front—single anchor, 13 in. x 2.25 in. Rear—double cylinder, 14.125 x 3.5 in. Lining area 323 sq. in. Drum area 494 sq. in. Rear brake with optional 2-speed axle—15 in. x 4 in. (total lining area—366 sq. in., drum area 561 sq. in.). Vacuum booster, 8.125 in. diaphragm type available.

Hand brake: 7.81 in. x 2.5 in. spring loaded drum type, mounted on drive line back of transmission. Lining area 57.7 sq. in. Orscheln adjusting brake lever standard on P-500, available on P-350.

WHEELS—P-350—Standard—four 16 in. diam. heavy steel disc 8-stud with 5.50 F semi-drop-center rims. 5" tapered bead seat. Optional (at extra cost)—four 17 in. diam. with 5.50 2-piece, full advanced rims. Hub caps standard. P-500—Tapered steel disc, 5-stud, with full advanced rims, 5" tapered bead seat. Standard—Two 18 x 5.0 with 2-piece rims front and two 18 x 6.5 with 3-piece rims rear for single tires. Optional (at extra cost)—Six 18 x 5.0 or 20 x 6.0 with 2-piece rims for dual tires.

TIRES—P-350—Standard—four 7.00-16 6-p.r. truck type. Optional (at extra cost) —7.50-16 8-p.r. on standard wheels; 7.50-17 8-p.r. on optional wheels (progressive rear springs required). P-500—Standard—Front, two 7.00-18 8-p.r.—single rear, two 8.25-18 10-p.r. Optional (at extra cost)—six 7.00-18 8-p.r. or six 7.50-20 8-p.r., front and dual rear, on optional wheels.

STANDARD EQUIPMENT—Chassis-Windshield Models include cowl, windshield and front quarter windows with straight door pillars above integral front wheel-houses; hinged panel above grille; two fresh air intakes with remote regulators; two windshield wipers; adjustable tilt-forward type driver's seat with folding back; instrument panel in front of steering column; steel toe boards with safety tread; heavily insulated engine cover hinged at right. Channel front bumper. Jack and tools. **Stripped Chassis Models:** (Boxed for shipment with attaching parts): jack and tool kit; hand brake assy.; air cleaner assy.; accelerator pedal assy.; carburetor choke control assy.; voltage regulator; starter push button switch assy.; ignition switch and key assy.; headlamp and wiring assy.; headlamp foot dimmer switch assy.; light switch; tail light; parking lamps; horn assembly; instrument cluster and wiring, speedometer and cable assy.; rating plate; patent plate.

FINISH—Frame, bumper, wheels, fuel tank, filler neck and cap, tail light in black. Hub caps (on P-350 only), windshield wiper blades and arms in bright finish. Head and parking lamp doors and name plate in argent (silver). Grille, cowl, windshield and quarter window pillars, windshield divider strip, engine cover and toe boards in prime coat.

AVAILABLE EQUIPMENT AND ACCESSORIES at extra cost:

BOTH SERIES—		P-500 ONLY—
Battery, 120 amp. hr.	Reflector Flares (3 in Kit) with Flags	Axle, Rear—2-speed Planet, ratio—5.83/8.11 to 1, 4-speed trans. only
Directional Turn Signals (Flasher Type)	Tail Light—Right Hand Tinted Glass	Brakes, Vacuum Booster Clutch, H.D. 11-inch
Fire Extinguisher (1½ qt.)	Transmission—4-speed Synchro-Silent	Fan, Heavy Duty
Fuel and Vacuum Booster —for positive action wiper control	Wheel and Tire Options (see specifications above)	Springs, Rear—Auxiliary
Hand Brake Signal (3-speed transmission only)		Springs, Rear—Heavy Duty
Heater—Recirculating type	P-350 ONLY—	
Governors	Brakes, Parking (Orscheln)	Stripped Chassis Only—
Locking Gas Tank Cap	Fordomatic Transmission	Bumper, Front
Oil Filter	Radiator, Heavy Duty	Grille
	Progressive Rear Springs	Seat, Driver

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 prices 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!