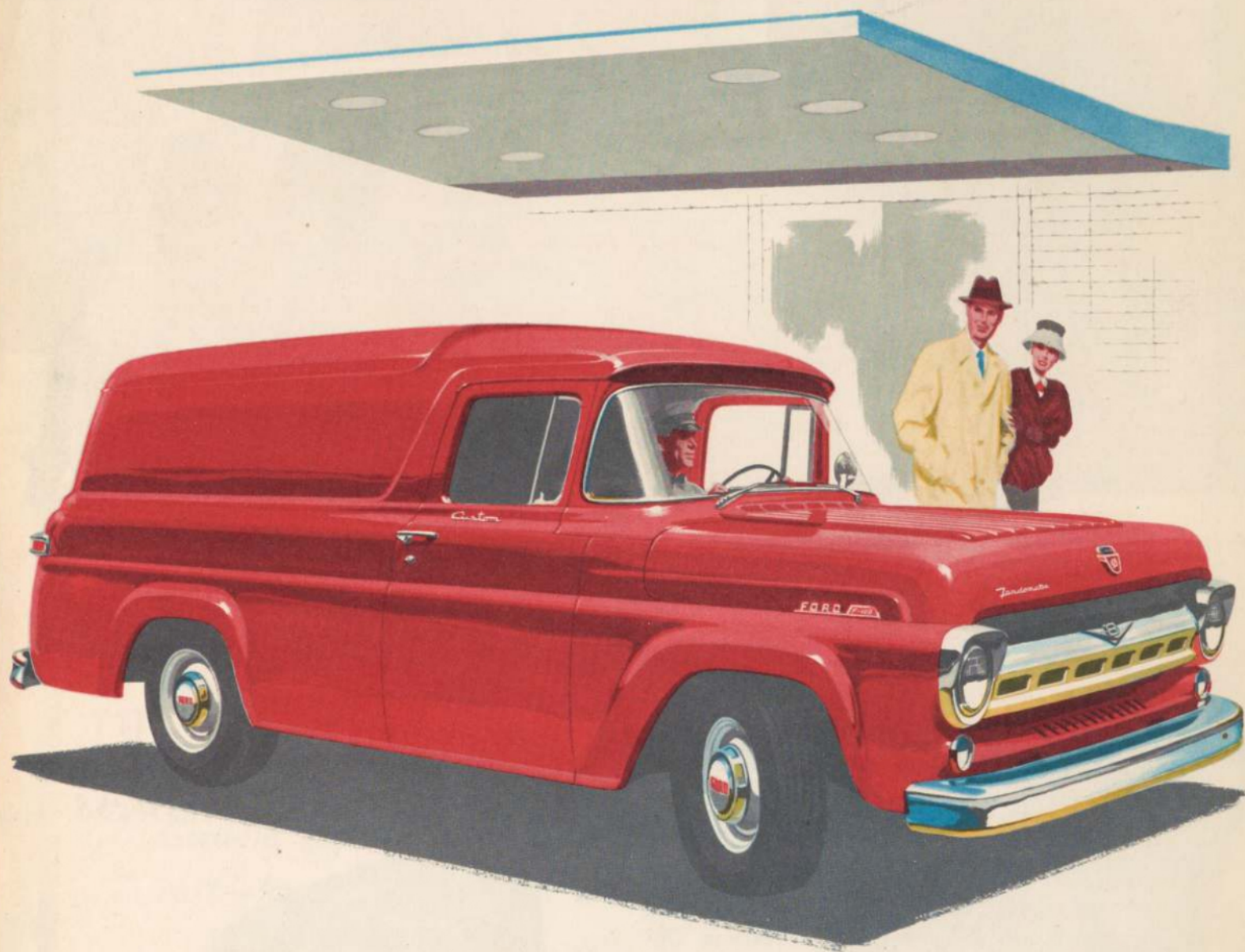


FORD *F-100 PANEL*



**Boldly modern styling . . .
modern through and through!**

*For '57 and the years ahead, **FORD TRUCKS COST LESS . . .**
less to own . . . less to run . . . last longer, too!*



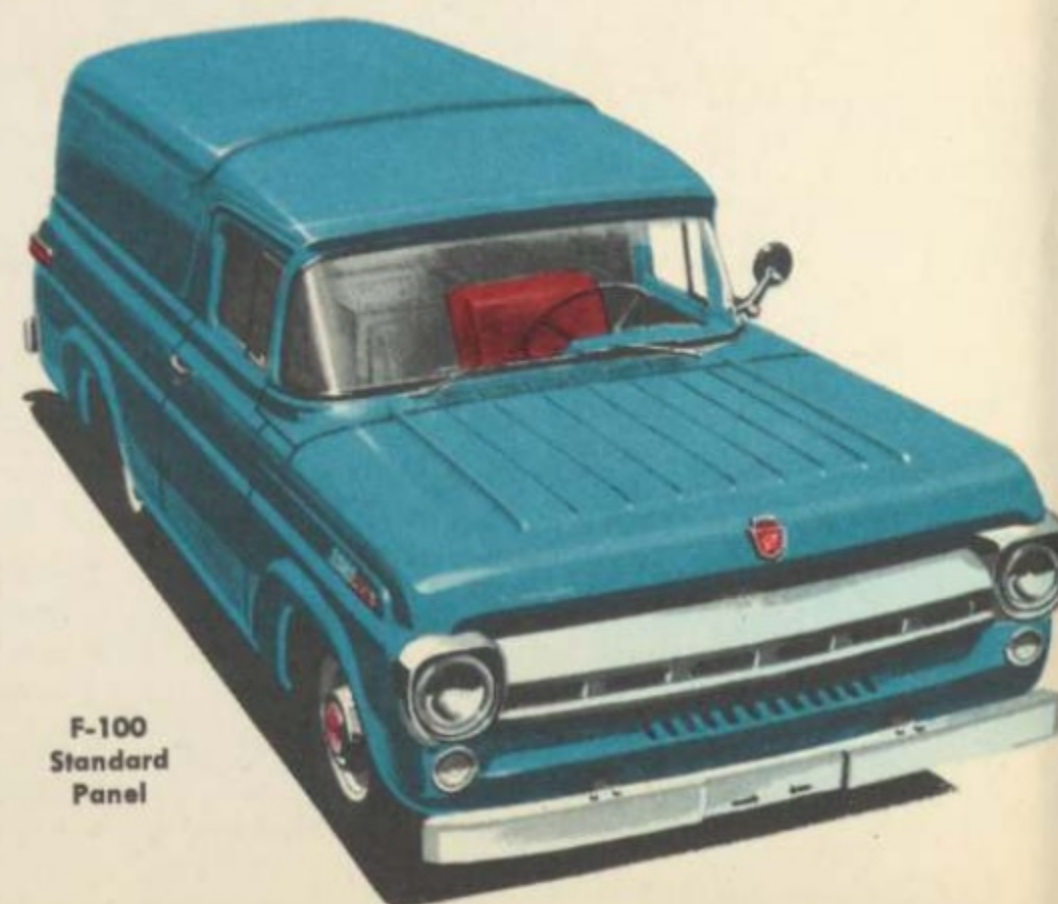
F-100 Custom Panel.
GVW: 5,000 pounds
Nominal Payload: 1,460 pounds
Wheelbase: 110 inches

At every stop this handsome new **FORD PANEL** will be saying good things about your business

One look tells you there's something new and boldly modern about the '57 Ford Panel. But the newness you see just hints at how *deep-down* modern it really is. This modernness runs throughout the entire unit to give you the features you need most in a Panel . . . to give you a truck that costs less to own . . . less to operate.

On the outside, over 34 square feet of door and panel area furnish an effective, eye-stopping display for your company name and advertising message. Inside, comfort and handling ease are *outstanding*.

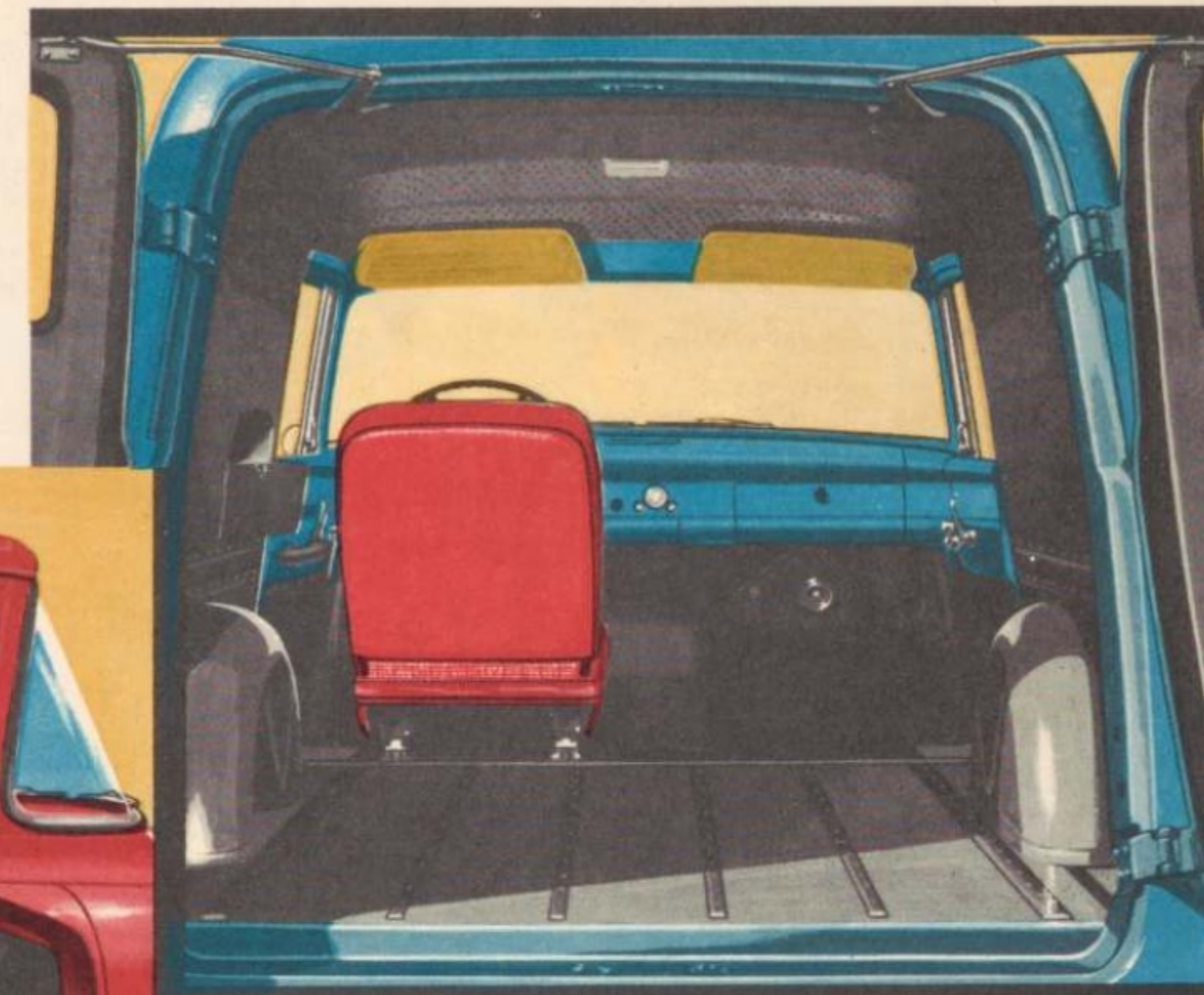
And with the economy of Ford Short Stroke power—Six or V-8—you'll find the Ford Panel to be one of the most efficient workers you can put on your payroll.



F-100
Standard
Panel

Here's the kind of custom value panel owners have come to expect from Ford

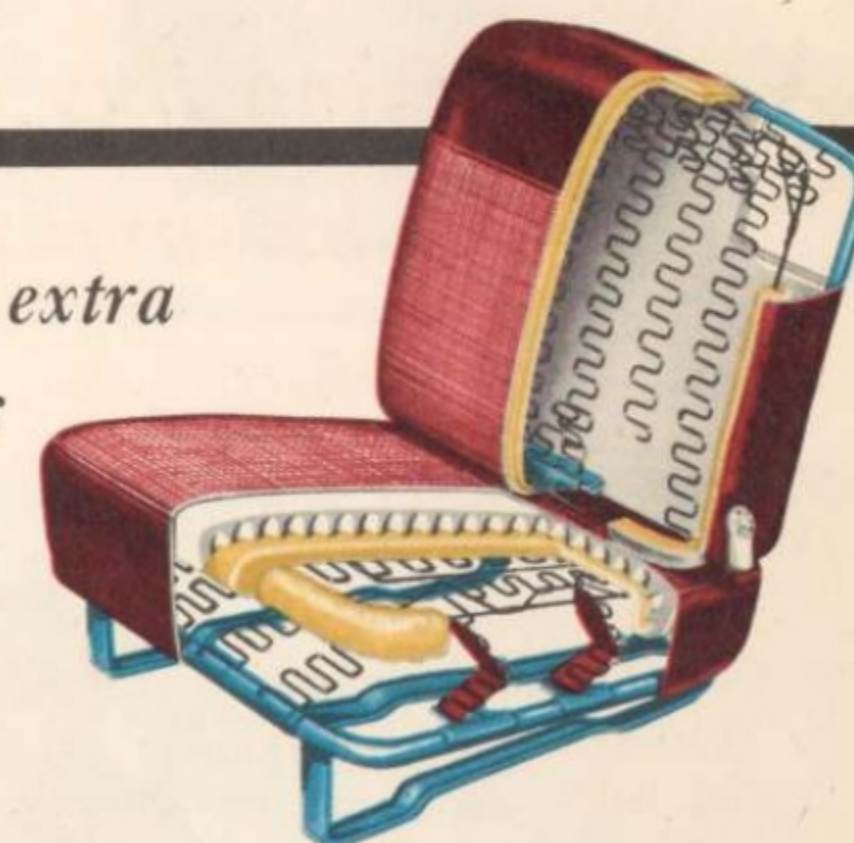
Smooth, fully lined interior! Smart looking and practical, the Custom Panel's fully lined interior provides added protection for your valuable merchandise—keeps interior cooler in summer, warmer in winter. Sound-absorbing perforated headlining in driver's compartment is backed by one-half inch of glass wool insulation. A sturdy masonite lining covers the roof panel of the load compartment and each side panel above the wheelhouses.



Foam rubber comfort! Soft foam rubber in driver's seat and attractive colour-keyed interior are but two of the *many* features that make the Custom Panel an outstanding value. And if your needs call for it, a matching helper's seat is available in the Standard Panel and a full width seat is available in both the Custom and Standard Panels.

Custom styling is well worth the low extra cost—for it includes all these features:

- | INTERIOR | |
|--|--|
| • Three-tone woven plastic seat upholstery in brown, tan and white with brown vinyl bolster | • Glass fibre insulation on forward wall of driver's compartment |
| • Foam rubber padding in driver's seat | • Hardboard trim panels on door and cowl side |
| • Thermacoustic headlining in driver's compartment backed by ½ inch of glass wool insulation | • Arm rest on left door |
| • Heavy masonite lining on panel sides and roof of load compartment | EXTERIOR |
| • Large dome light with manual switch | • Bright-metal grille and hooded headlight assembly |
| • Sun visor on right side | • Bright-metal windshield reveal molding |
| • Illuminated cigar-cigarette lighter | • Bright-metal parking light rims |
| • Sound deadener on driver's compartment floor (standard on doors) | • "Custom" emblem on each door |
| | • Matched locks on all doors |

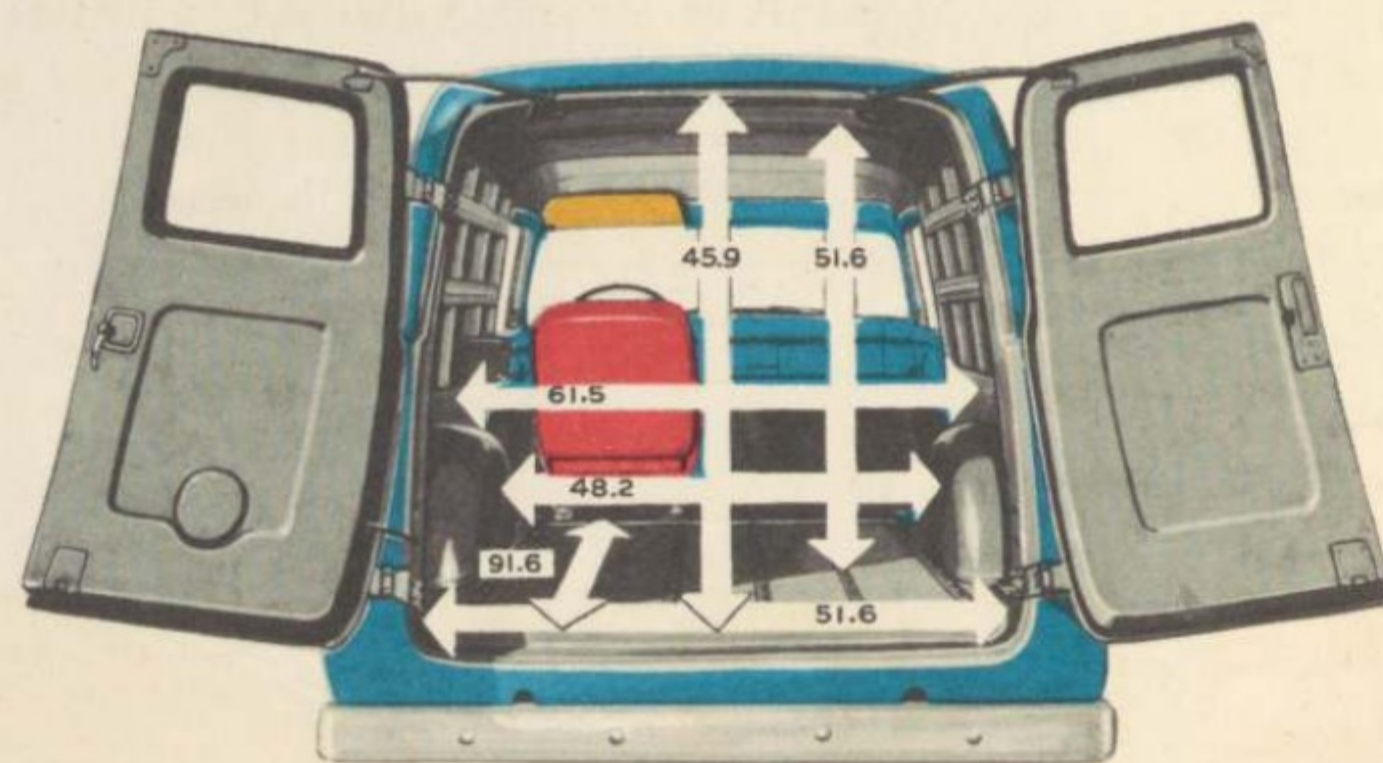


New formed wire springs covered with soft, resilient foam rubber add up to real riding luxury! Both Standard and Custom seat backs independently adjust to most comfortable driving position.

Try this for *size*... big roomy body to accommodate bulky loads!

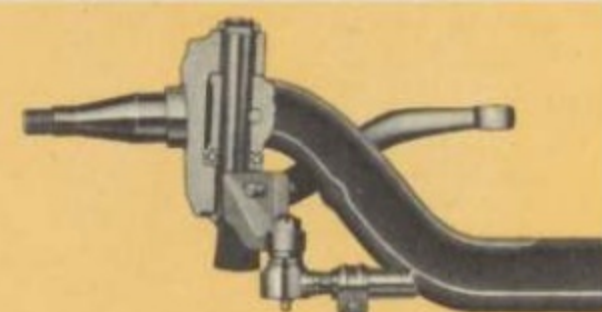


There's no squeeze here! Wide door openings, spacious leg room and low inboard step height combine to help even the huskiest drivers slip in and out with ease. For added convenience, built-in door checks hold the door open and out of the way.



Here's roominess where it counts—in loadspace! Length, including the floor beside the driver's seat, is a long 130.6 inches. Bulky articles are welcomed to a roomy 158 cubic feet of capacity. And big door openings—45.9 inches high and 51.6 inches wide at floor level—plus 2-position door checks—90° or full open—make it a cinch to work the loads in this king-size Panel with ease and speed.

New CHASSIS FEATURES



New front axle kingpin is longer and heavier... increases stability and improves handling ease.



New longer, wider front springs with rubber-bushed eyes add greatly to the Panel's smooth riding qualities.



New hypoid rear axle with deep offset pinion is straddle-mounted for sturdier, two-sided support.

For the *BIG* savings... it's Ford *Short Stroke* power with built-in economy!

Ford's Short Stroke design reduces internal friction—puts more of the engine power to work moving your merchandise. It combines with rigid deep-block construction to extend engine life—give you more miles of dependable service. And because it has deep-down modern power, the Ford Panel will deliver its peak performance longer... cost less to own... less to run.

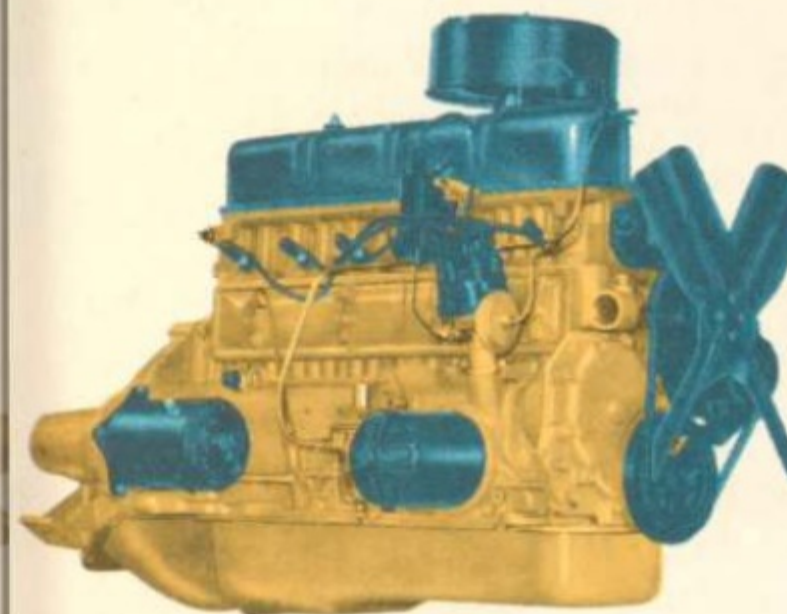
You can get all the advantages of short-stroke design in two fully proved Ford engines: the 139-hp 223 Six which is the most modern, efficient Six in the industry—the top economy engine and the only Six with short-stroke design. Or the new 171-hp 272 V-8 which offers traditional Ford economy plus matchless performance for time-saving delivery work.



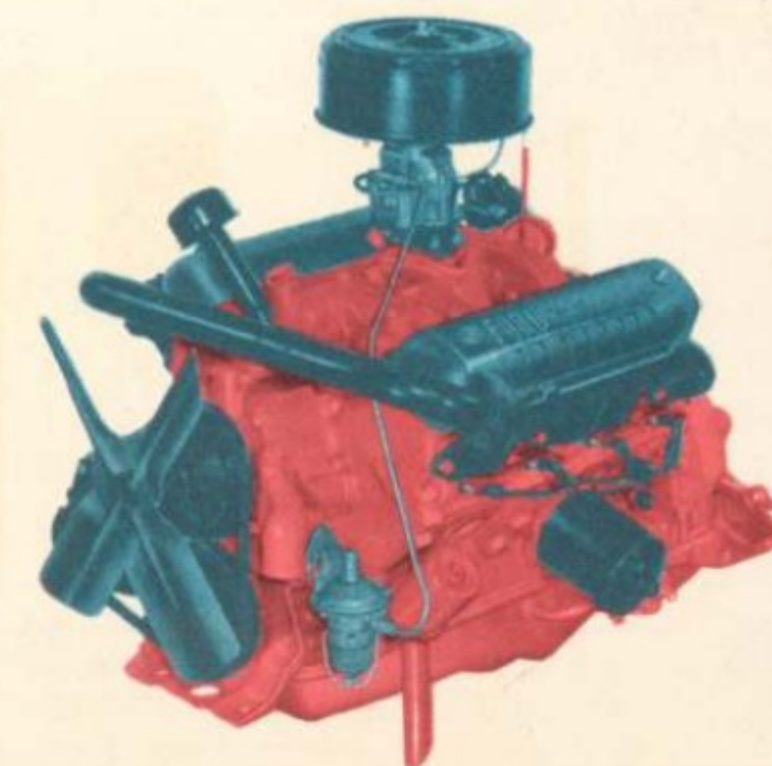
New Super-Filter air cleaner with reusable dry element stops 90% of dirt that would get through other type cleaners. Tapping the element on a firm surface cleans it.

New 2-point front engine mounts soak up vibration—anchor front of engine to provide greater stability and smoother, quieter engine operation. (Six shown.)

New high-turbulence combustion chambers boost efficiency, provide more power at higher engine speeds... add pep and performance at all speeds. (V-8 shown.)



Ford 139-hp 223 Six—Longer-lasting free-turn valves (intake and exhaust), deep-block design, aluminum-alloy pistons with integral steel struts and long-wearing chrome-plated top ring, higher compression ratio and high-lift cams.



Ford 171-hp 272 V-8—8.3 to 1 compression ratio, deep-block design, two-barrel carburetor, self-locking valve tappet adjusting screws, larger manifold passages, advanced-design combustion chambers, high-lift cams and free-turn valves.

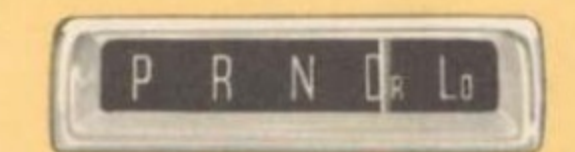
New DRIVING EASE



New hydraulic clutch works like a hydraulic brake—requires less foot pressure, makes shifting easier.



New suspended clutch and brake pedals eliminate toeboard holes for a tighter sealed cab.



Smooth, versatile Fordomatic Drive*—a real time-saver in traffic—boosts driver efficiency, conserves energy.



Power Brakes* make stopping up to 25% easier! Require only toe-tip pressure for smooth stops.

*Optional, extra cost

F-100 Panel

SPECIFICATIONS

MAXIMUM GROSS VEHICLE WEIGHT: 5,000 POUNDS

NOMINAL PAYLOAD: 1,460 POUNDS

ENGINE

139-hp 223 Six: Superior Short Stroke, overhead-valve, deep-block design, 3.62 in. bore x 3.60 in. stroke; 223-cu. in. displacement; max. gross horsepower 139 @ 4200 rpm; max. gross torque 207 lbs-ft @ 1800-2700 rpm; compression ratio 8.3 to 1.

171-hp 272 V-8: Superior Short Stroke, overhead-valve, deep-block design, 3.62 in. bore x 3.30 in. stroke; 272-cu. in. displacement; max. gross horsepower 171 @ 4400 rpm; max. gross torque 260 lbs-ft @ 2100-2600; compression ratio 8.3 to 1.

AXLE, FRONT

Wide-track, heat-treated alloy steel forging with setback design for shorter turning, better maneuverability. Capacity: 2600 lb.

AXLE, REAR

Sturdy hypoid with straddle-mounted deep-offset pinion and rigid banjo-type housing with heavily ribbed front carrier cover. Semi-floating type with large-diameter forged axle shafts with integral flanges. Capacity: 3300 lb.

	Six	V-8
Ratios (to 1): with standard 3-speed transmission	3.70	3.70
with optional Fordomatic, 3-speed HD or 4-speed transmissions	3.89	3.70
	or 4.11	3.89**

**Required with Fordomatic transmission

BRAKES

Hydraulic, two-shoe, single anchor, powerful self-energizing type, double-sealed front and rear brakes. Composite steel and cast iron drums, 11" diameter. Molded linings: width 2" front, 1 3/4" rear with large 172-sq. in. area for long lining life. Grip-handle hand brake mounted on instrument panel for actuation of rear brakes.

CLUTCH

Gyro-Grip, easy-action, semi-centrifugal design increases clutch plate pressure with engine speed. Hydraulic clutch control (works like hydraulic brake) for easy operation. Standard: 10" diameter, 85.5-sq. in. frictional area with Six, 10.5" diameter, 96.2-sq. in. frictional area with V-8. Optional Six or V-8: 11" diameter H.D., 123.7-sq. in. frictional area (required with 3-speed H.D. or 4-speed transmission).

COOLING

Series-Flow system providing uniform coolant flow for increased velocity and closer temperature control. Positive-action thermostat in engine water outlet. Fan 4-blade, 18" diameter. Flat tube and fin radiator with spherical top tank and pressure cap. Capacity of system: 14.2 quarts.

DRIVE LINE

Hotchkiss, straight-line drive. Tubular propeller shaft with forged steel ends and two highly efficient, long-wearing needle roller bearing universal joints.

ELECTRICAL SYSTEM

12-volt system with high-capacity 66 plate, 55 amp-hr battery and air-cooled 30 amp. generator. Circuit breakers, voltage regulator. Weatherproof ignition with fully automatic all vacuum-controlled distributor. Metal-clad coil and moistureproof boots over spark plugs. High-torque starter automatic engagement, solenoid switch, ignition key starter. Sealed beam headlights with foot-switch beam control.

FRAME

Truck-type with kick-up over rear axle for low loading height. Frame strength increased over front and rear axle positions. Depth at center 5.92", flange 2.25", thickness 0.15". Section Modulus 2.65, 4-flanged "U" or channel-type cross members.

FUEL SYSTEM

Efficient downdraft carburetion. Automatic riser heat control. New Super-Filter air cleaner with 750-sq. in. reusable dry element. Diaphragm-type fuel pump. Fuel tank 13.6-gallon capacity, inside left frame rail.

LUBRICATION

Positive full-pressure to all main, crankpin and camshaft bearings. Capacity: 5 quarts dry—4 quarts refill (1 quart additional with oil filter). Large-capacity gear-type pump on Six. New rotor-type pump and oil filter on V-8. Directed-flow crankcase ventilation. Chassis fittings for pressure lubrication.

SHOCK ABSORBERS

Direct, double-acting telescopic design, attached to frame and axles front and rear, with rubber grommets at mountings.

SPRINGS

Longer, wide-span, semi-elliptic. Ford alloy steel. Front: 45" by 2", 6 leaves, deflection rate 224 lb. per inch. Capacity at pad (normal defl.) 950 lb. each. Rear: 52" x 2 3/4", 2-stage, 7 leaves, deflection rate 114 and 216 lb. per inch. Capacity at pad (normal defl.) 1025 lb. each. Note: with 6.50-16 6-p.r. tires, optional heavy-duty 7-leaf, 2-stage rear springs are required. Deflection rate 158 and 292 lb. per inch, capacity at pad normal defl.) 1350 lb. each.

STEERING

Worm and roller type with 18.2 to 1 ratio. 3-spoke, 18" diameter, deep-center steering wheel. Short-turning circle diameter (left or right) 37.1 ft. Tie-rod ball stud and socket type with spring-loaded ends for automatic take-up of wear, equipped with rubber dust shields.

TRANSMISSIONS

Standard: Easy-Shifting 3-speed, all-helical gear Synchro-Silent, steering column shift.

Optional (extra cost): 3-speed Heavy Duty Synchro-Silent with steering column shift. Fordomatic with selector lever on steering column (requires electric windshield wipers). 4-speed Synchro-Silent with centre shift (requires 11" clutch).

WHEELS AND TIRES

Five 15-inch steel disc wheels with 5K drop center rims. Five tubeless 6.70-15 4-p.r. tires standard.

STANDARD EQUIPMENT (In addition to items specified above)

Air Wing Ventilators in Side Doors	Inboard Step
Ash Receptacle	Light Switch
Channel Bumper, Front and Rear	Mechanical Jack and Tools
Charge Indicator Warning Light	Mirror, Rearview—Left, Bright-metal
Choke Control	Oil Pressure Warning Light
Dispatch Box	Sealed Beam Headlights
Door Lock—Right Door and Rear Door	Single Electric Horn
Dual Windshield Wipers	Spare Tire Carrier, Under-Frame Type
Fuel Gauge	Speedometer
Full-Wrap Windshield	Sun Visor—Left Side
Hi-Dri Cowl Ventilator	Taillight on left door
Hub Caps	Water Temperature Gauge

STANDARD COLOURS

Raven Black, Fiesta Red, Starmist Blue, Nocturne Blue, Willow Green, Woodsmoke Gray, Colonial White, Moonmist Yellow, Sherwood Green or Prime (on hood, fenders, cowl, body, interior of driver's compartment, inboard step and gas filler cap). Interior of load compartment: Gray. Wheels, grille, headlight hoods, parking light rims and bumpers: White. Frame, springs, axles, fuel tank, door vent frame and glass channel: Black.

AVAILABLE EQUIPMENT AND ACCESSORIES

Air Cleaner with extra capacity (1200-sq. in.) reusable dry element	Reflector Flares (3 in kit) with Flags
Arm Rest, left side, Standard Panel	Safety Seat Belts
Battery—70 amp-hr	Seat, Auxiliary for Standard Panel;
Brakes—Vacuum Booster	full width for Standard or Custom
Bumper, Front and Rear, Chrome	Seat Cover
Clutch—11" diameter HD for 4-speed and	Spare Tire Lock and Chain
HD 3-speed transmissions	Spotlight, Portable
Directional Turn Signals	Spotlight with Bracket
Fire Extinguisher (1 1/2 qt.)	Springs, Heavy-Duty rear—two-stage
Governors	Taillight, Dual
Heater and Defroster—MagicAire	Tinted Glass
System or Recirculating	Tow Hooks
Heavy-Duty Floor Mats	Wheels and Tubeless Tires—
Locking Gas Tank Cap	(5) 6.70-15 6-p.r. on std. wheels
Mirror, Outside Rearview; Right	(5) 7.10-15 6-p.r. on std. wheels
Oil Filter (223 Six)	(5) 6.50-16 6-p.r. on 16 x 4 1/2K wheels*
Padded Instrument Panel & Sun Visors	Windshield Washer
Panel, Custom	Windshield Wipers—positive-action, dual
Radiator Grille Guard	electric (required with Fordomatic)
Radiator, Heavy-Duty	

*Two-stage HD rear springs required

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