

NEW '59 **FORD** TRUCKS

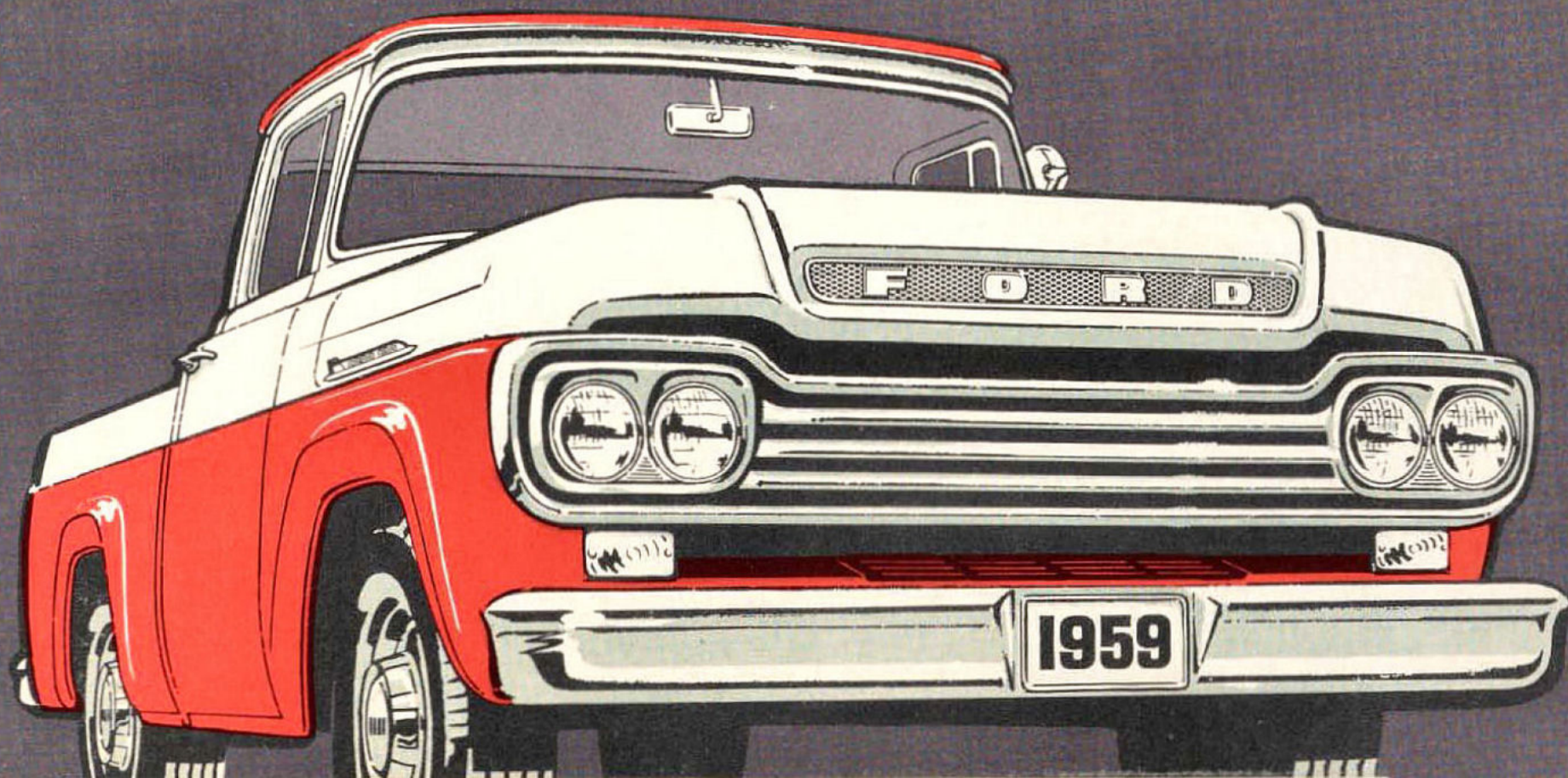
LIGHT DUTY

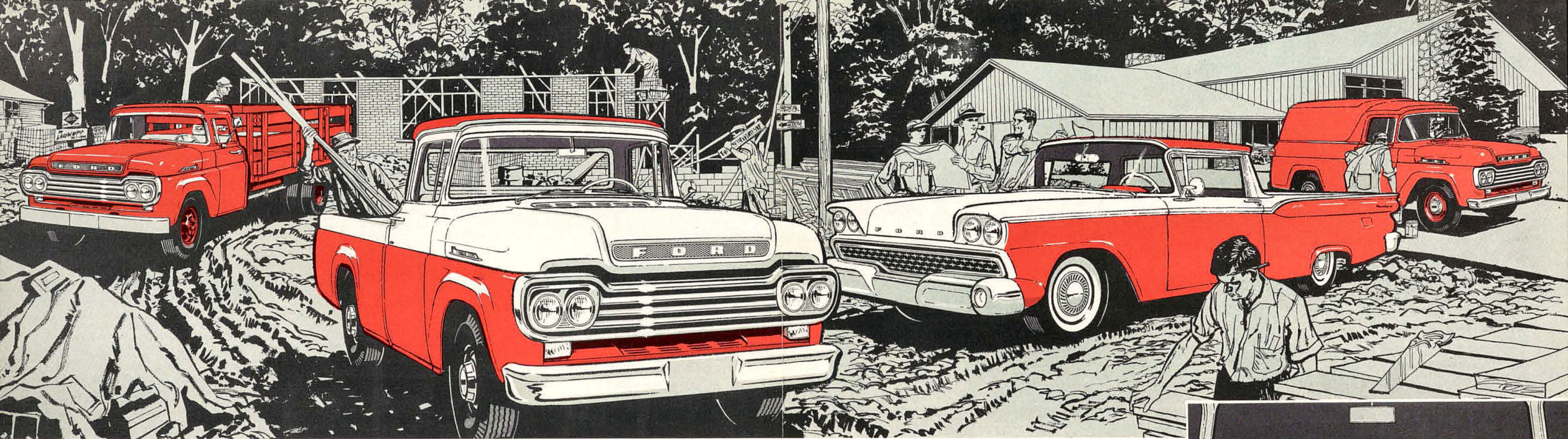
F-100

F-250

F-350

RANCHERO





F-350 with stake body

F-100 Styleside Pickup

Custom Ranchero

F-100 Panel (far right)

Go FORD-ward for savings! '59 FORD TRUCKS

For a pickup—panel—or rugged chassis-cab—go FORD-ward in '59! You'll be 'way out front in savings, style and dependability!

'59 Ford Light Duty Trucks offer the built-in savings of Short Stroke design in *every* engine. Brand new four-wheel drive pickup models, like the rest, give you a *choice* of V-8 or Six to suit your job. Ford's roomy cab-wide Styleside body is an outstanding pickup value. And the wide selection of low-cost options also includes the finest differential ever made for providing smooth traction under slippery conditions.

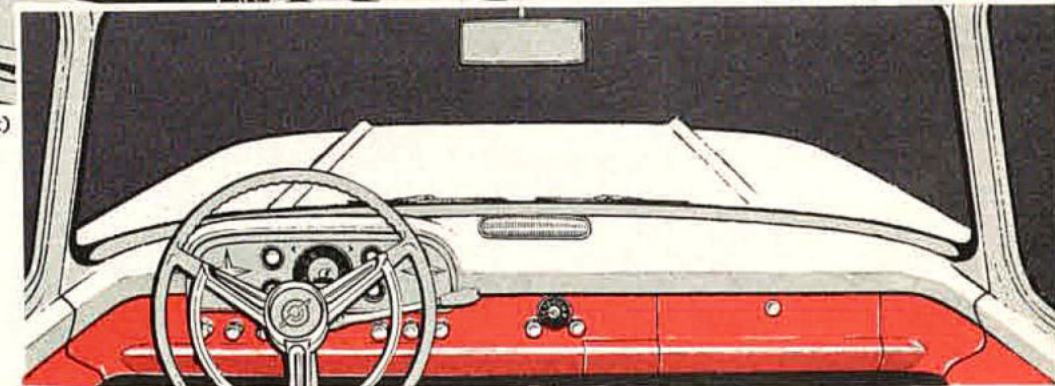
From its heavier new contour bumper and smart grille—all the way back—a '59 Ford Truck does your business proud. And how it will *keep doing!* For the 13th straight year an insurance study of ten million North American trucks proves that Ford Trucks last longer!

QUICK FACTS	F-100*				F-250*		F-350*	
	Max. GVW 5000 lb.				Max. GVW 7,400 lb.		Max. GVW 9,800 lb.	
	110" Wheelbase		118" Wheelbase		118" Wheelbase		130" Wheelbase	
	Nominal Body Length	Loadspace (cu. ft.)	Nominal Body Length	Loadspace (cu. ft.)	Nominal Body Length	Loadspace (cu. ft.)	Nominal Body Length	Loadspace (cu. ft.)
Styleside Pickup†	6½'	56.1	8'	70.6	8'	70.6	9'	80.2
Flareside Pickup‡	6½'	45.0	8'	65.4	8'	65.4	9'	74.0
Panel	—	—	7½'	158.0	—	—	—	—

*Chassis-Cab, Chassis-Cowl and Chassis-Windshield models available. †Styleside Pickup has cab-wide body and all-steel floor. ‡Flareside Pickup has conventional body and seasoned wood floor with steel skid strips.

Custom Ranchero Payload capacity: 1125 lb. Box: 7 ft.

(For information on Parcel Delivery models, see the Medium Duty folder.)



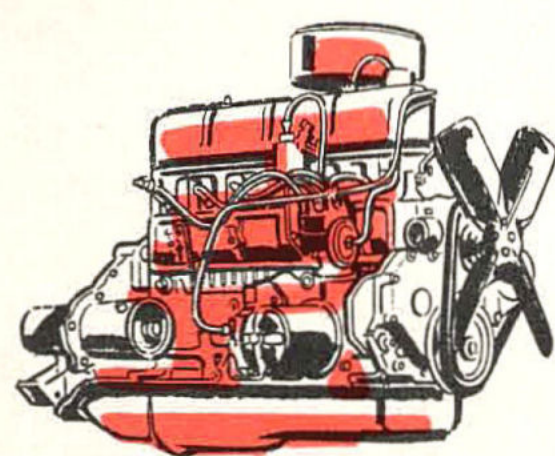
Easy-to-reach controls and a big full-wrap windshield (1020 square inches) are yours in every "F" series cab. Chrome-trimmed dash and integral horn ring are Custom Cab features.

'59 ENGINES low-cost power with long-life performance

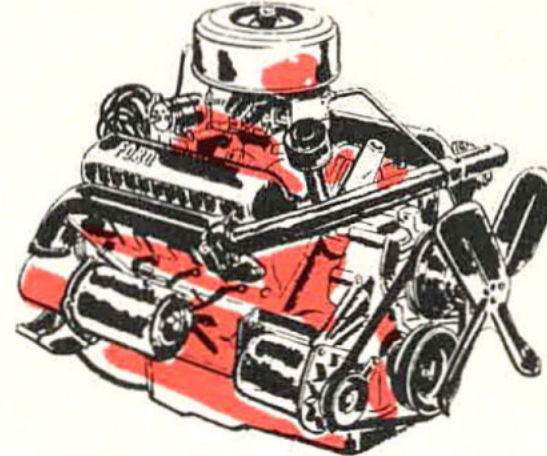
Only Ford offers you the greater economy and durability of Short Stroke design in every engine—V-8 and Six. Shorter piston travel reduces power-wasting friction and engine wear. Deep-block design cuts vibration. And these proven advantages are combined with new fuel metering, new spark advance ratings, new ignition timing and high compression ratios that take full advantage of today's higher-octane regular gasolines. You get more usable power from every gallon!

139-hp Six—trucking's only modern Short Stroke Six—offers outstanding efficiency. It develops more net horsepower per cu. in. displacement than any competitive maker's Six.

181-hp V-8 takes tough off-road grinds, heavy loads in stride... has two-barrel carburetor and large manifold passages for exceptional V-8 economy. (186-hp 292-cu. in. V-8 standard with automatic transmission.)



SIX 139-hp 223 cu. in. Six
Bore—3.62 in. Stroke—3.60 in.
Brake Horsepower 139 @ 4200 rpm
Torque—207 lbs.-ft. @ 1800-2700 rpm



V-8 181-hp 272 cu. in. V-8
Bore—3.62 in. Stroke—3.30 in.
Brake Horsepower 181 @ 4400 rpm
Torque—262 lbs.-ft. @ 2200-2700 rpm

ENGINE FEATURES

Deep Block of every Ford engine extends well below the center of the crankshaft. This gives extra support to the crankshaft bearings, greater rigidity and longer engine life. It allows better oil pan and crankcase sealing, too.

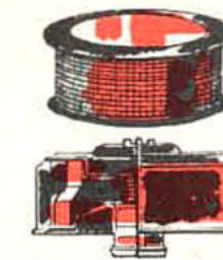
Free-Turning Valves are self-cleaning, avoid sticking. Rotation also prevents one part of each valve from being continually subjected to higher temperatures—so warpage and wear are greatly reduced.



Wedge-Shaped Combustion Chambers cause the fuel-air mixture to swirl past the spark plugs at high speed during compression. Result: more complete combustion without pre-ignition, high power output with regular gas.



Dry Element Air Cleaner with re-usable cellulose filter stops 90% of the dirt and dust that earlier types missed, prolongs engine life. Easy to clean, too... just lift out and tap. Also standard: full-flow oil filter.



NEW CHOICE OF TRANSMISSIONS
Heavy Duty Cruise-O-Matic is now available on F-250 and F-350 models. It has two driving ranges for greater fuel economy, better traction on gravel, ice or snow. Fordomatic available on F-100. Three-speed Synchromesh std. on F-100 and F-250. Four-speed Synchromesh std. on F-350, opt. on F-100 and F-250. All 3 series have heavy-duty 3-speed option.

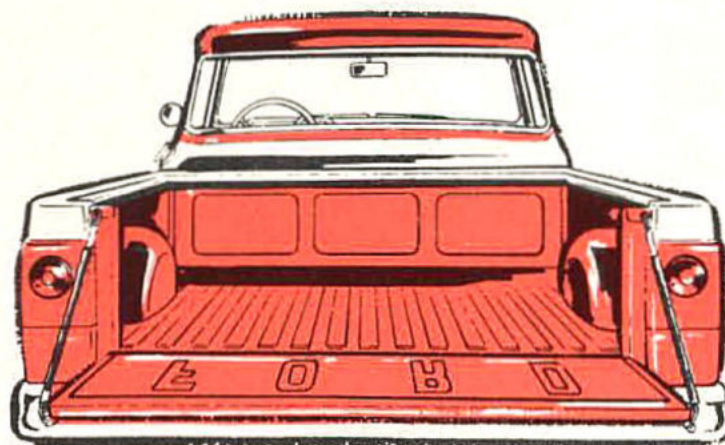
GYRO-GRIP CLUTCHES

Specially weighted levers use centrifugal force to supplement the clamping of the clutch springs—provide the extra force against the clutch plate that you need at higher engine speeds. On F-100 and F-250, 10" Gyro-Grip clutch is standard with Six, 10½" with V-8. 11" Heavy Duty type standard on F-350 and with 4-speed transmission on lighter trucks; optional with 3-speed transmissions. All work hydraulically, require little foot pressure.

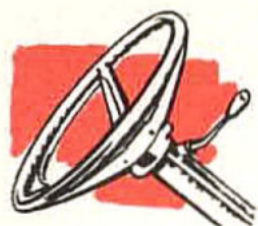
'59 STYLESIDE BODY... extra loadspace, extra value

You get more for your money with a cab-wide Styleside body. In the 6½-foot class, for example, you get 23% more loadspace than in any conventional pickup.

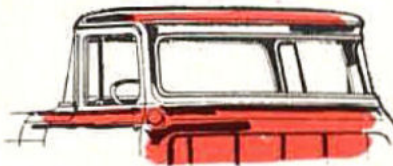
You get extra convenience and ruggedness, too. Flush rear fenders let you stand up close for easier side loading. Rigid box-section corner posts and tight-gripping tailgate latches reduce annoying rattles. Heavy-gauge steel floor with built-in skid strips provides a husky base for big loads. All-steel, welded construction... plus a ride that has been proved to be smoother... mean you can expect a Ford Styleside Pickup to last longer!



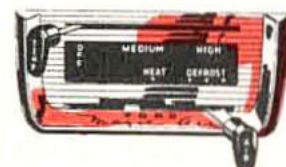
SAFETY AND COMFORT FEATURES



Lifeguard Steering Wheel is raised above the steering column to avoid chest injuries in case of collision. Another standard safety feature: door latches that fasten in 2 directions to resist springing open under impact.



Full-Wrap Rear Window is made of safety plate glass, like the windshield and standard rear window. Its 767-square inch area gives safe, wide-angle visibility... lets the driver reverse and park with a minimum of effort.

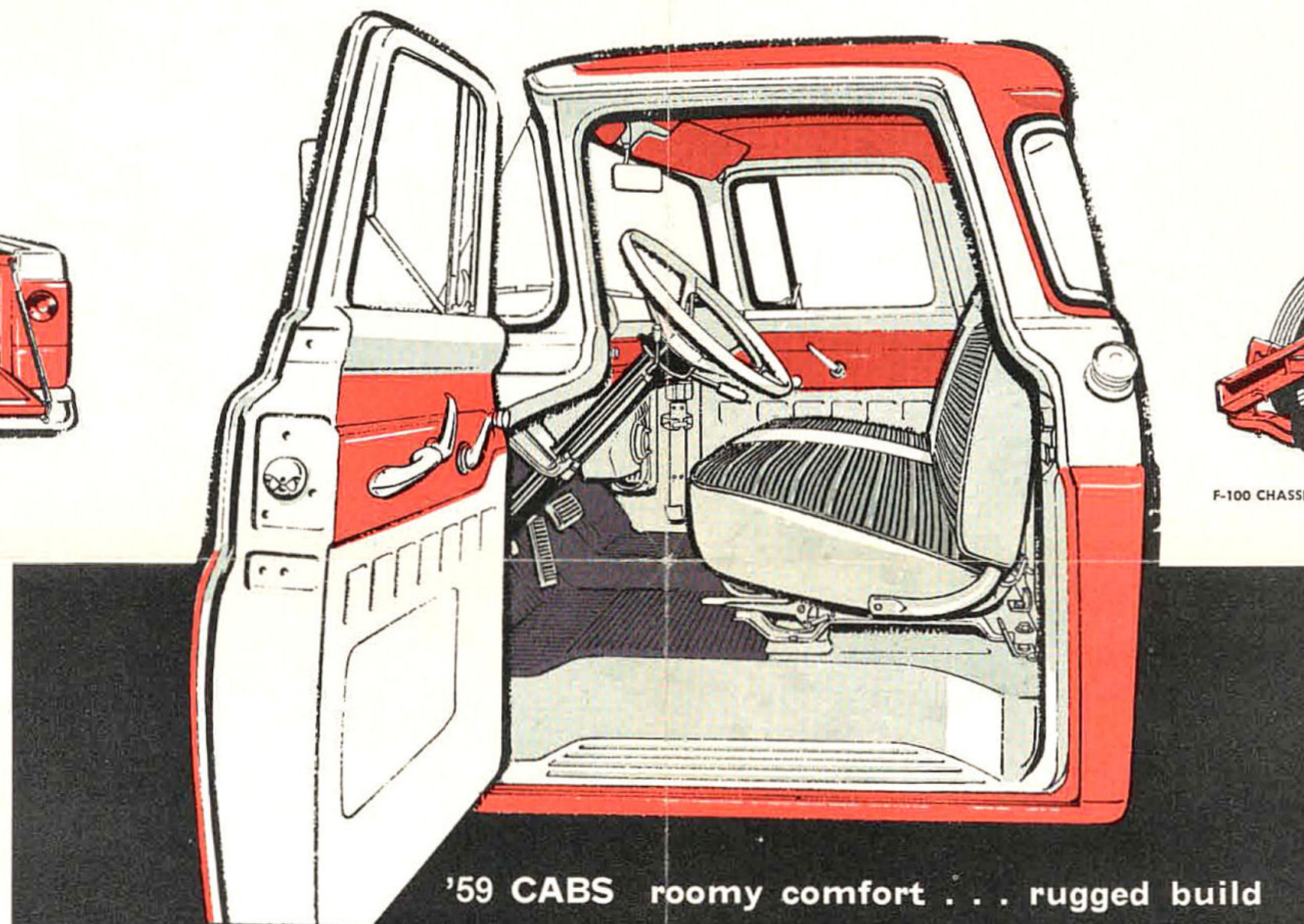


Magic Aire provides heating, ventilation and defrosting... helps you feel better, drive better. Pressurized fresh air with selective temperature control. Other convenience options include power steering and power brakes.

STANDARD COLORS—Raven Black, Colonial White, Torch Red, Satellite Blue, Blue Velvet Metallic, Frosted Lime, Jade Gint Green Metallic, Moonrise Gray, Moonmist Yellow. Colonial White can be combined with any of the other colors at slight extra cost for a smart two-tone effect.

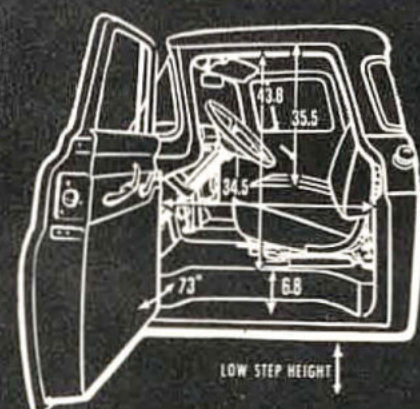
FEATURES OF STANDARD CAB (and Standard Panel driver's compartment) • Lifeguard steering wheel • Safety Double-Grip door latches • Brown striped nylon-polyethylene-saran woven seat upholstery • Dome light • Left sun visor • Ashtray • Dispatch box • Sound deadener on doors • All-weather ventilation.

EXTRA FEATURES OF CUSTOM CAB AND CUSTOM PANEL • Candy-stripe woven nylon-saran upholstery • Foam rubber padding in seat cushion and back • White fleck pattern hardboard on headlining (and upper section of load compartment sides in Custom Panel) • Two-tone instrument panel • Chromed instrument cluster with white face • Steering wheel with horn ring • Sound deadener on floor (and rear panel of Custom Cab) • Insulation on firewall • Two-tone door trim treatment • Arm rest on left door • Sun visor on right side • Illuminated cigar-cigarette lighter • Bright-metal grille and hooded headlight assembly • Bright-metal windshield molding • Key-operated locks on both doors.



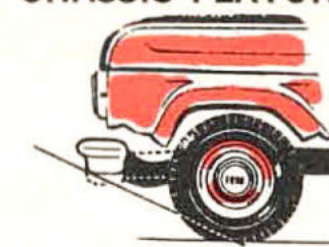
'59 CABS roomy comfort... rugged build

Ford's '59 Cabs have plenty of room in every direction... even three passengers can ride comfortably. Vents on the hood supply clean, dry fresh air in any weather. Suspended pedals eliminate toe-board holes, keep out drafts and water. Non-sag seat helps the driver stay fresh and alert. And the smart interior is built to stay smart. For example, Ford's new standard upholstery—a nylon, polyethylene and saran blend—is approximately twice as durable as last year's standard fabric.

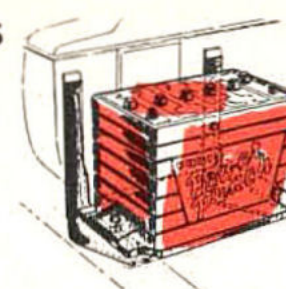


Custom Cab (center illus.) features 5 inches of foam rubber in the seat and 2 inches in the seat back.

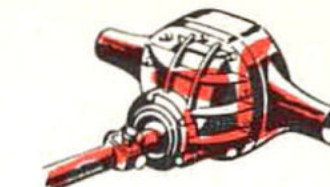
CHASSIS FEATURES



New Angle of Approach. The front ends of the frame rails in '59 Light Duties have been angled upwards in order to give greater bumper-to-ground clearance. You get new freedom for starting up sharp grades or steep ramps.

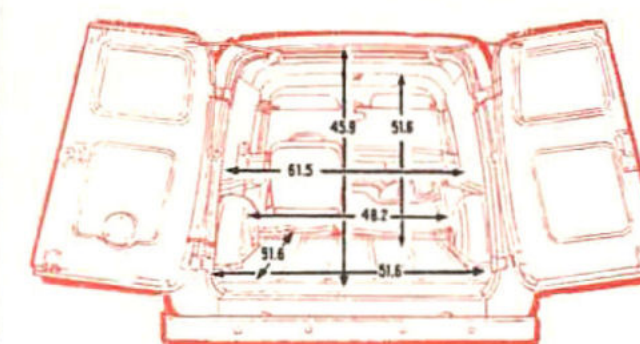


New Battery Rack has no clamp around the battery top... thus eliminating a major cause of corrosion and shorting. And the battery is easy to remove because the sturdy clamp is fastened with a single wing nut.



New Positive-Drive Differential (F-100 option) adjusts to slippery conditions, directs power to the rear wheel with the most traction rather than spinning the other one. Special differential clutches avoid overloading axle shafts. (Positive-drive differential also available with F-250.)

'59 PANEL... to deliver goods and savings

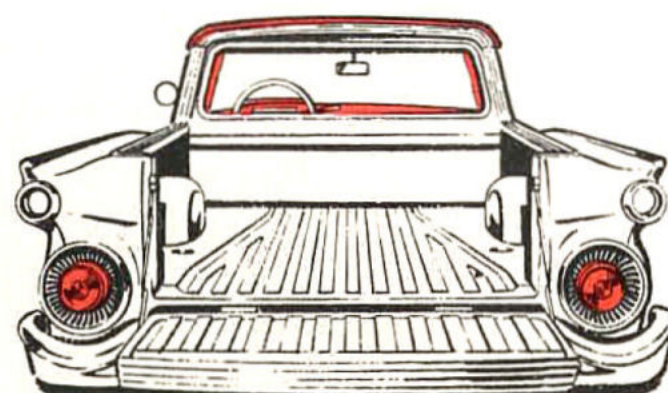


'59 Panel combines cost-cutting power with 158 cu. ft. of loadspace... plus an outstandingly rugged body. Roof and sides are welded in a single, rigid unit. Plywood floor is chemically treated for longer life. To protect the load, the body sides have steel paneling from floor to top of wheelhouses. Above, there are smooth steel slats (and lining in Custom Panel). And the big doors have 2-position door checks (90° or full open) for easy loading.

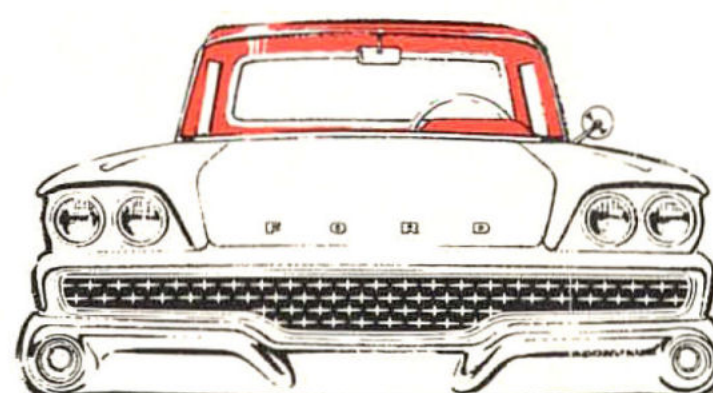
'59 CUSTOM RANCHERO the prestige pickup that rides like a car... works like a truck!

Custom Ranchero means a beauty that's built for double-duty—a truck that's a pleasure to do business with... a pleasure for after hours, too. And the '59 edition rides and works better than ever!

A new, longer wheelbase (118 inches) allows more loadspace. It also combines with a new linked, rubber-bushed stabilizer bar, swept-back front suspension and variable-rate rear springs to give even smoother going. Low body sides are flush with the cab and extend a mere 3 feet above the ground, so that side loading is a cinch. Husky frame, springs and axles handle half-ton loads with ease. The Ranchero can actually pack more payload than many standard pickups. And ultra-modern Short Stroke power lets you haul cargo with all the "go" of a car. Choose from a 145-hp Six, 200-hp V-8 and 300-hp V-8.



New Loadspace—Box is 8 inches longer for '59—6 ft. 11 in. at floor level. And there's strength to match... sides, floor and tailgate are of double-wall construction.



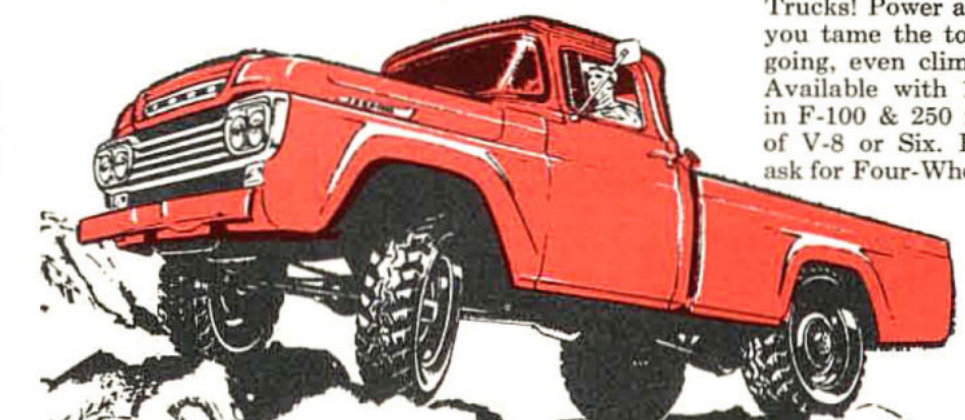
New Visibility—Windshield is 20% larger this year, gives you safe, picture-window visibility. Thunderbird-styled dual headlights assure good vision at any hour.

New Transmissions—choose from four. Cruise-O-Matic (illustrated) is a new option, has one driving range for fast starts, another for slippery conditions. Fast rear axle ratio gives "overdrive" economy. New 2-speed Fordomatic is smoother than ever. Thriftier, too... aluminum housing reduces weight. Smooth 3-speed Synchro-Silent is standard. Synchro-Silent with automatic overdrive fourth gear saves up to 15% on gas.



New Convenience—Instruments are easy to read, controls are easy to reach. Cab is like '59 Ford Ranch Wagon, including foam-rubber seat and wipe-clean vinyl upholstery.

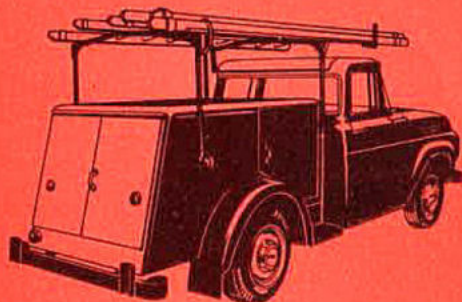
NEW 4-WHEEL DRIVE PICKUPS



Newest of the new '59 Ford Trucks! Power at all wheels lets you tame the toughest off-road going, even climb 60% grades! Available with 118" wheelbase in F-100 & 250 models. Choice of V-8 or Six. For full details ask for Four-Wheel Drive folder.

The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Motor Company of Canada, Limited, reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation. Some of the items illustrated are optional at extra cost.

Here are some of the body types built to fit **'59 FORD TRUCKS**



UTILITY BODY



FORD FLARESIDE PICKUP



CLOSED DELIVERY BODY



WRECKER EQUIPMENT



PARCEL DELIVERY BODY



FORD STYLESIDE WITH CLOSED TOP

FORD TRUCKS **COST LESS**

... less to own ...
less to run ...
last longer, too!

