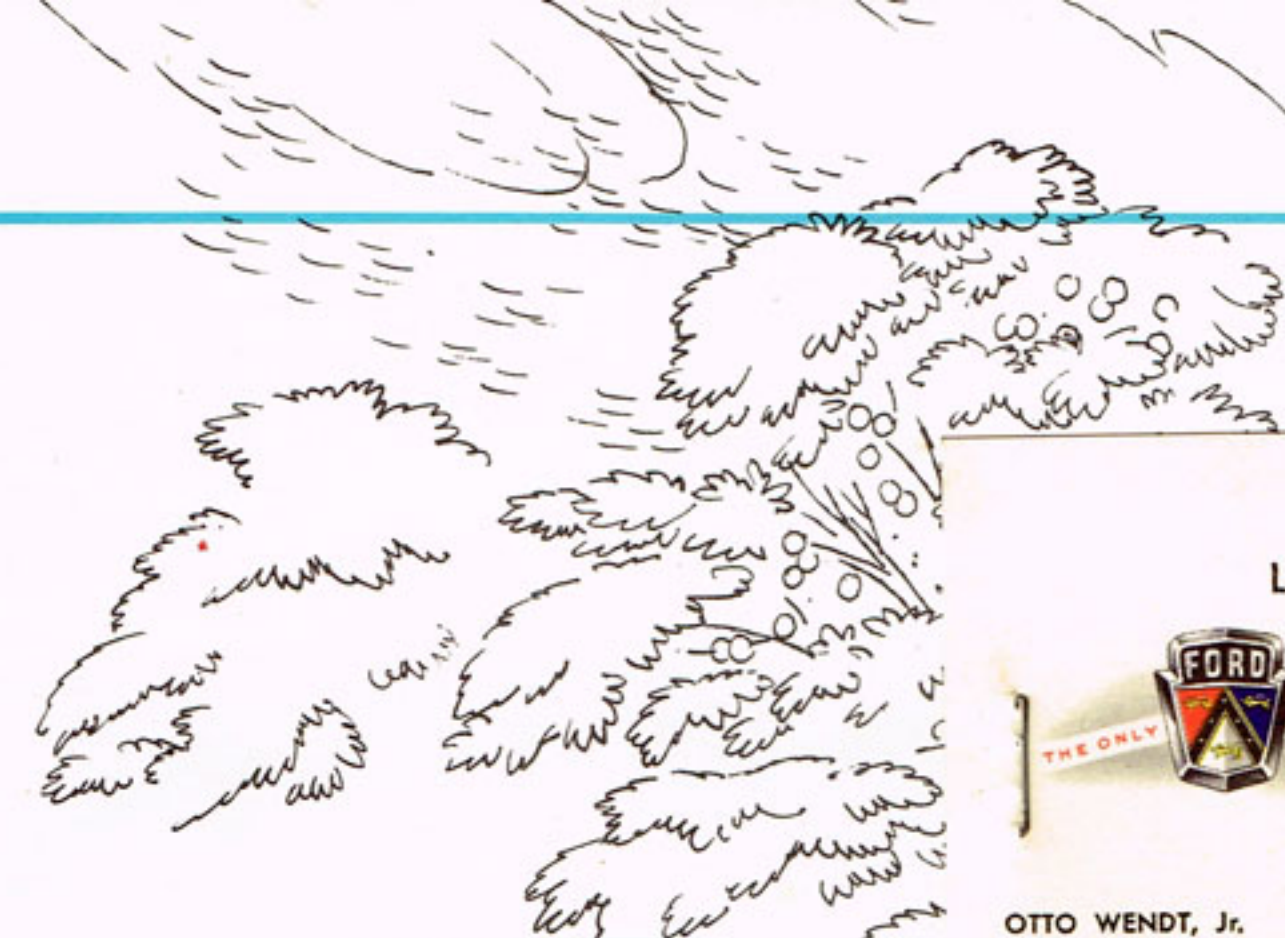


SERIES
F-100
G.V.W.—4,800 LBS.



LEIGH MOTORS

428 St. Andrews
GONZALES, TEXAS



THE ONLY COMPLETELY MODERN CAR IN ITS FIELD....

OTTO WENDT, Jr.
Sales Manager

Telephone 505, 506 or 502



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 without boosting your fuel bills! Modern, overhead-valve, short-stroke design in the new 115-h.p. *Cost Clipper Six* and all-new 130-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

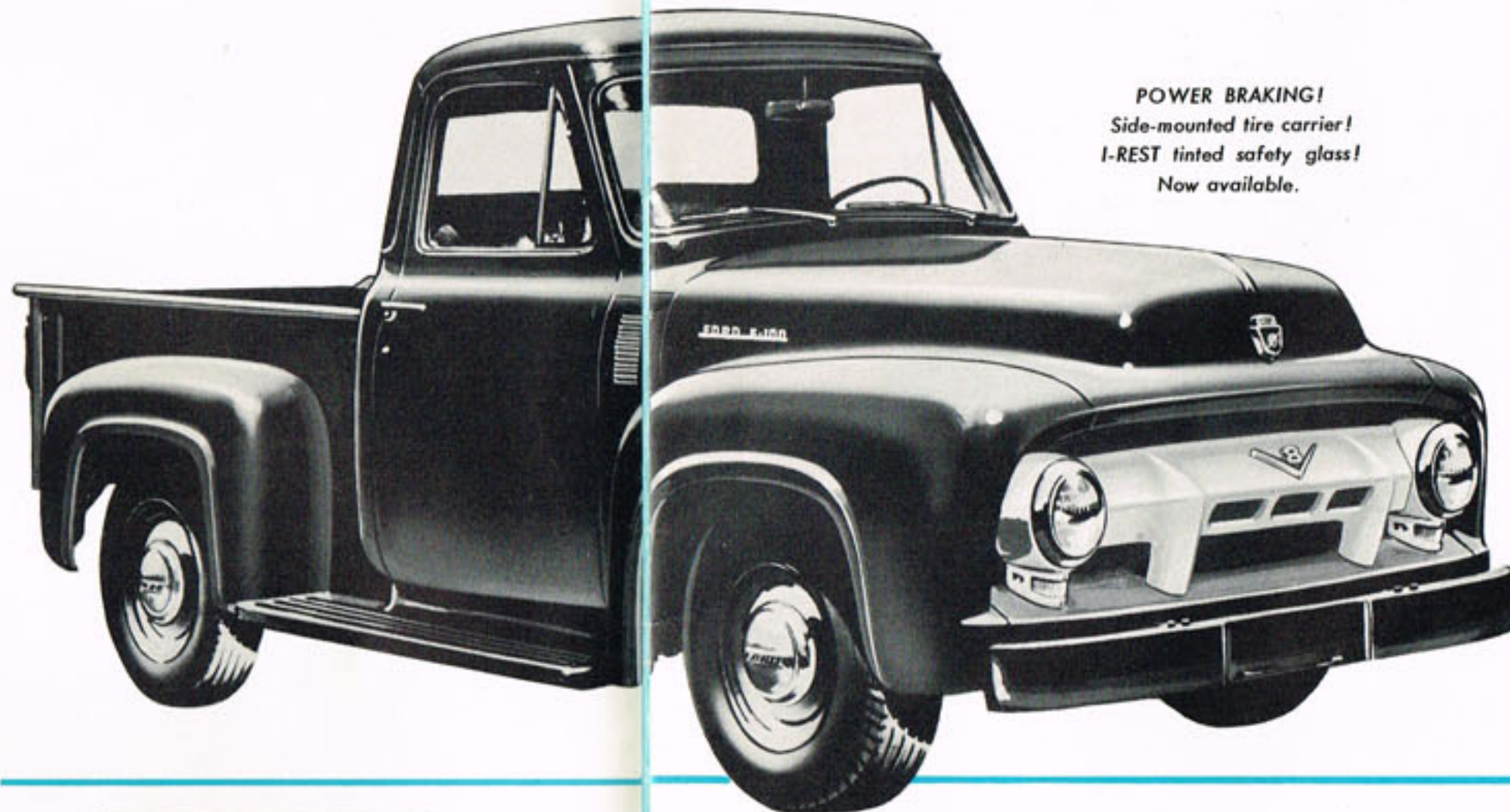
Whatever your hauling requirements are, you'll find the right load-carrying capacity to fit your job in the new, 1954 Ford *Triple Economy Truck* line. And profitable payload capacity is your Big Economy Item No. 3.

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

Most Versatile Truck in the Light Duty Field

NEW F-100
6½-ft. PICKUP

Payload
(equipment, etc.)
up to 1550 lbs.
Wheelbase:
110 in.



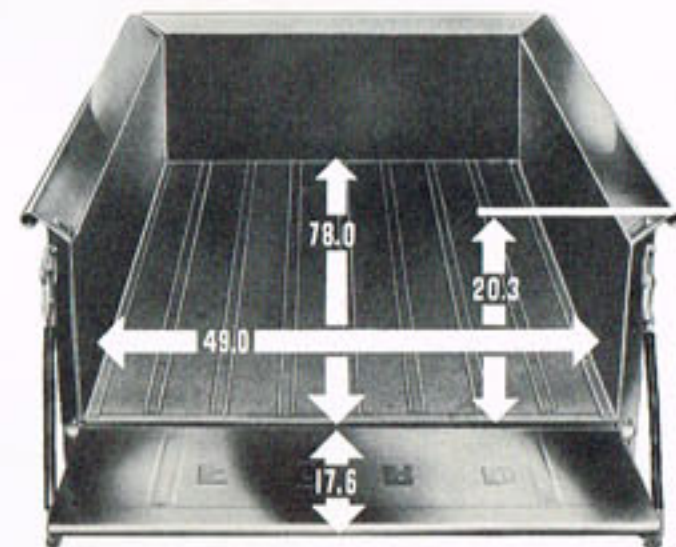
POWER BRAKING!
Side-mounted tire carrier!
I-REST tinted safety glass!
Now available.

The Ford F-100 Pickup is designed to save you time, labor and money on your job, as a result of the *Triple Economy* features built into Ford Trucks for '54.

You get a choice of new, high-compression, Low-FRICTION engines in modern, short-stroke, overhead-valve design! Choose new, 115-h.p. *Cost Clipper Six*, or all-new 130-h.p. *Power King V-8*! Ford's low-friction principle of design reduces parts wear, cuts maintenance! You get more usable horsepower with Ford's traditionally low fuel consumption.

New Ford *Driverized Cabs*, standard or (extra cost) *Deluxe*, feature driver-saving efficiency unexcelled in the field. And big, money-saving payload capacity means your hauling jobs get done fast!

There's a choice of 5 transmissions, including Overdrive and *Fordomatic*! And a wide range of optional equipment, including new vacuum boosted Power Braking!



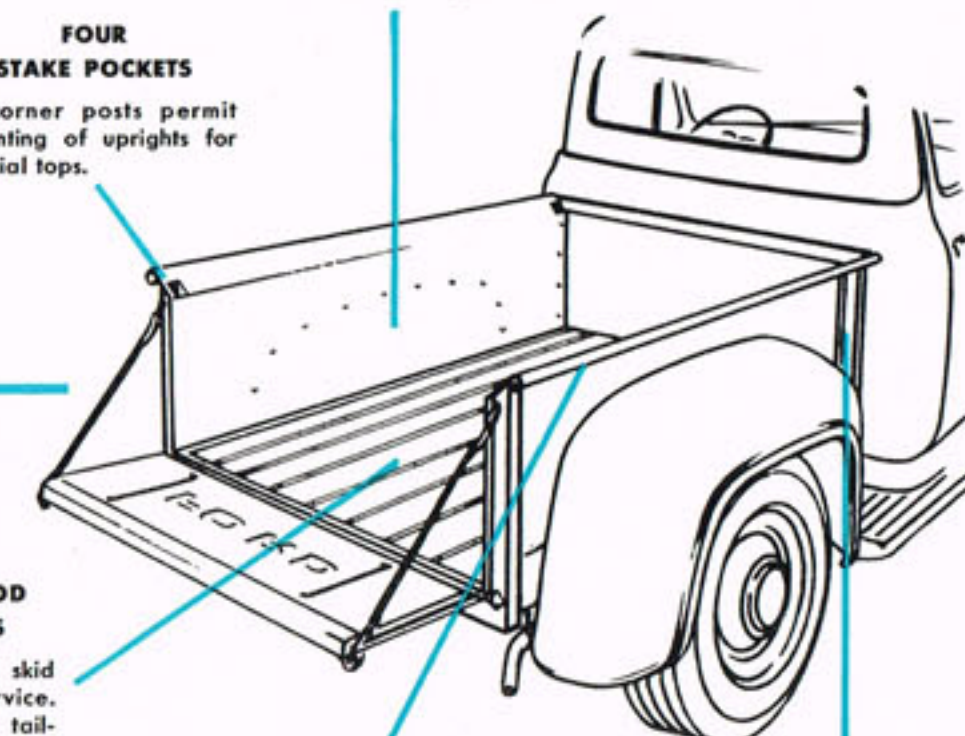
BIG 45 CU. FT. PAYLOAD CAPACITY

One of the biggest pickup boxes in the half-ton field! All-bolted construction for extra strength and rigidity! Heavy-gage steel side panels with roll-top steel flare boards present a smooth, unobstructed surface to avoid "snagging" cargo. High 20-inch side panels provide safe, sturdy load protection. Strong, rigid side panels can easily be replaced if necessary. The seasoned wood floorboards are interlocked with durable steel skid strips extending the full length of the floor, to give the most protection in severe usage.

HEAVY-GAGE STEEL SIDE PANELS

Smooth surface with no wheelhouse or other obstructions to "snag" loads.

FOUR STAKE POCKETS
in corner posts permit mounting of uprights for special tops.

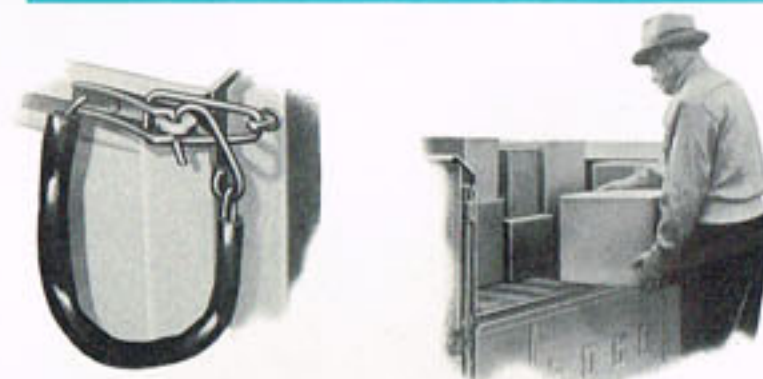


SEASONED-WOOD FLOORBOARDS

protected by steel skid strips for long service. Level with lowered tailgate, skid strips facilitate sliding heavy items in or out of box.

ROLLED EDGES
of flare boards reinforce side panels, aid loading and unloading.

HUSKY CORNER POSTS
of heavy steel, welded to outside of body for extra strength and rigidity.



FORD'S EXCLUSIVE TOGGLE TYPE LATCHES

keep tailgate tightly clamped to body sides for effective seal. Forged steel drop chains support tailgate when opened and under heavy load.

LOW FLOOR-TO-GROUND HEIGHT

Box floor is just over two feet from ground, for easier loading and unloading. Locked in horizontal position, gate provides rigid, level platform.



SAFE, STRONG CLAMP-TIGHT TAILGATE

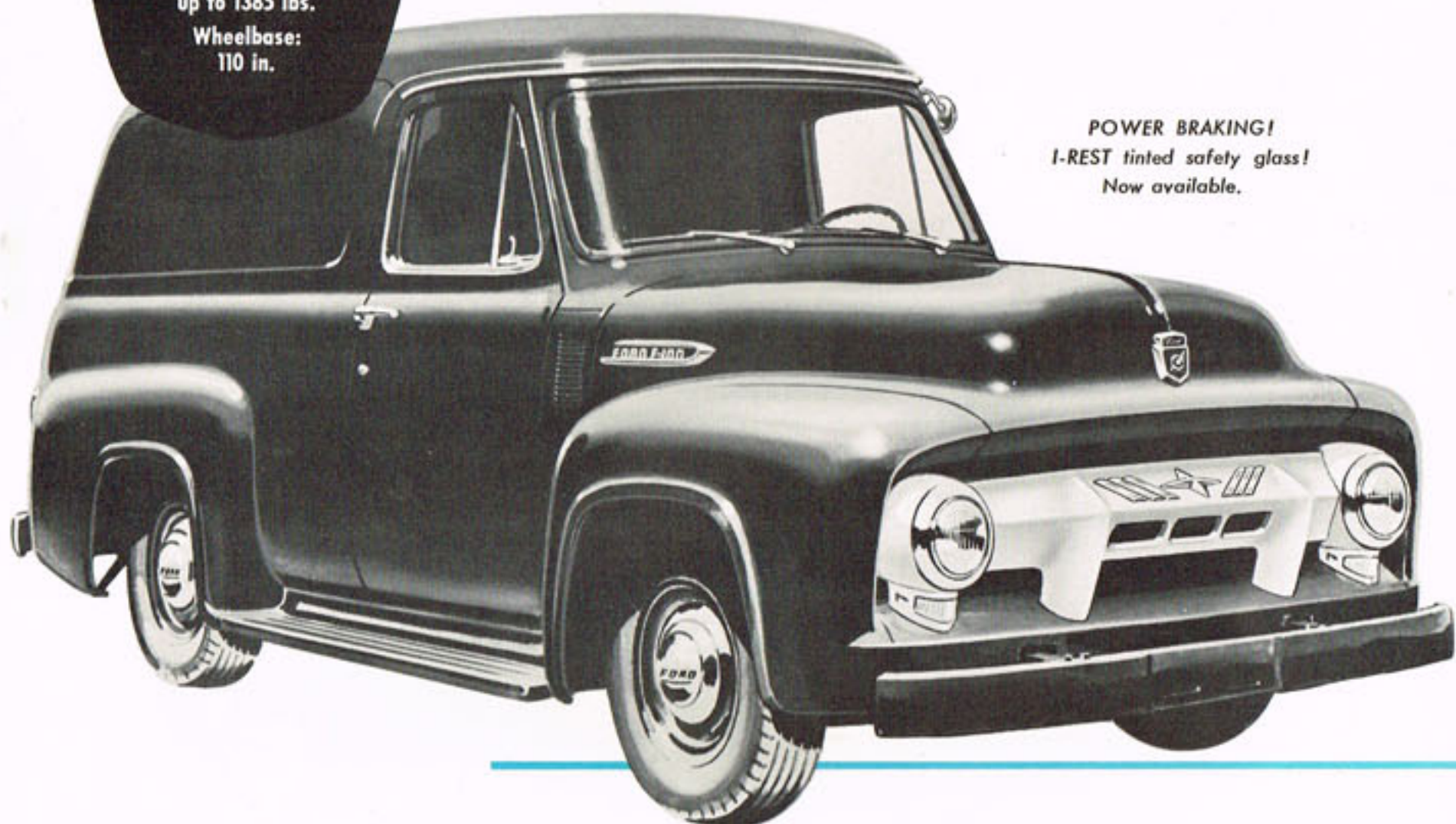
Rigidly constructed to resist bending or twisting and remain firm under heavy loads. Rolled-top edge of tailgate adds strength. Rubber cushion strips on sides eliminate rattles.

**NEW F-100
8-ft. PANEL**

Payload
(equipment, etc.)
up to 1385 lbs.

Wheelbase:
110 in.

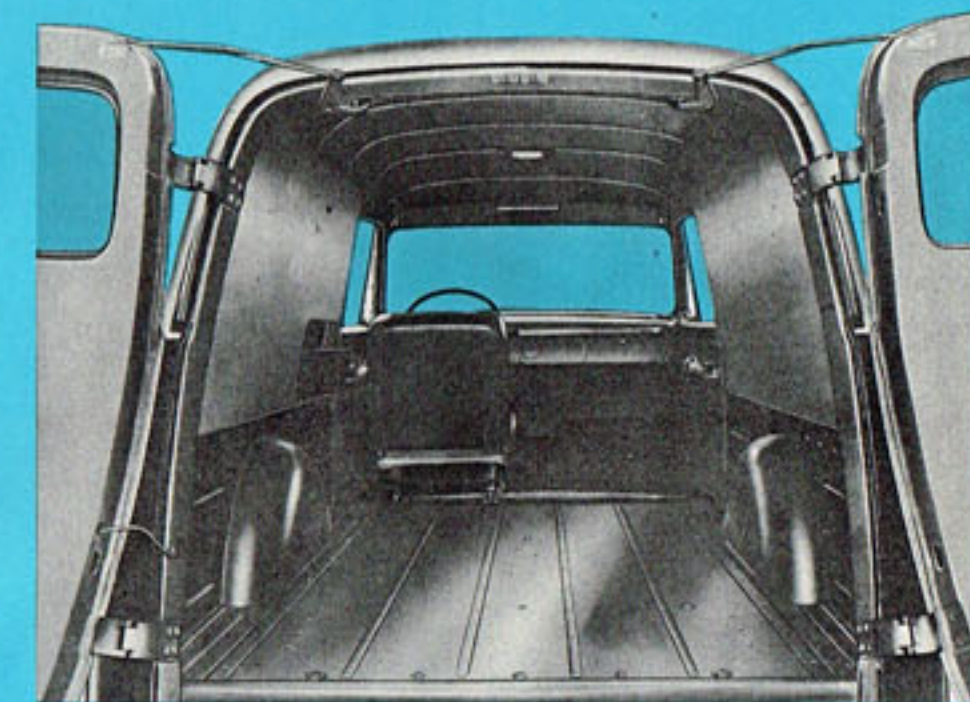
Roomy, Half-Ton Panel— Big in Loadspace, Thrifty, Too!



POWER BRAKING!
I-REST tinted safety glass!
Now available.

Deluxe Panel

Choice of Standard or Deluxe in a
Handsome 8-Foot Panel to Build
Prestige for Your Business!



17

"CUSTOMIZED" EXTRAS AT SLIGHT EXTRA COST!

1. Foam-rubber padding over standard non-sag seat springs in driver's seat.
2. Headlining backed by 1½" glass wool insulation, full length of roof panel.
3. Sound deadener on driver's compartment floor (std. on doors)
4. Heavy masonite lining on panel sides.
5. Distinctive hood trim.
6. Bright metal drip molding.
7. Bright metal Air Wing frames.
8. Bright metal chevrons on grille.
9. Two-tone driver's seat upholstery.
10. Durable, harmonizing door panel trim.
11. Two adjustable sun visors.
12. Matched door locks on all doors.
13. Grip-type arm rest on each front door.
14. Illuminated cigar lighter.
15. Sturdy dispatch box lock.
16. Dome light with automatic door switches.
17. Twin, matched-tone electric horns.

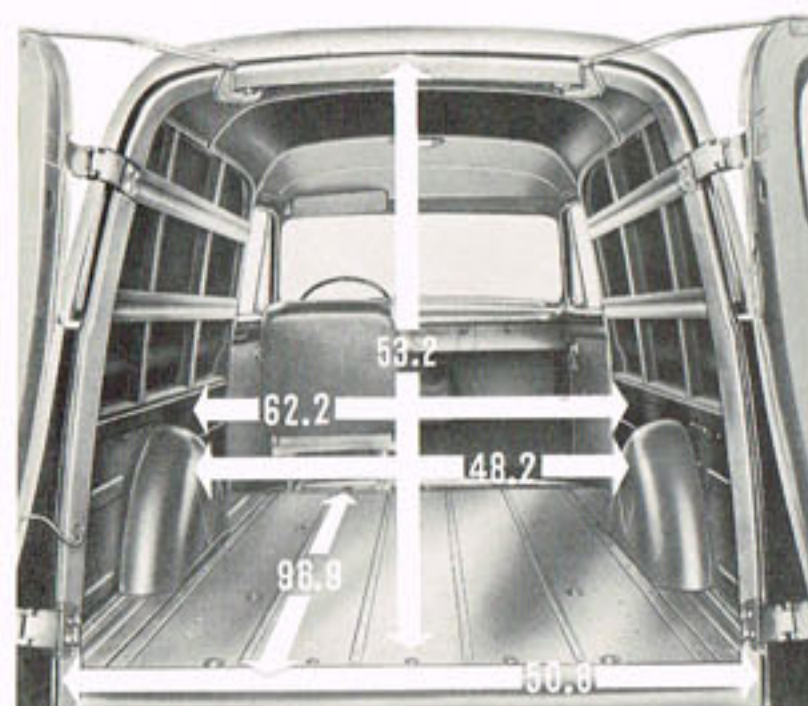
Ford's F-100 Panel brings you new power, new driver efficiency, and one of the *biggest* payload capacities in the field!

Choose either of 2 new LOW-FRICTION, overhead-valve, short-stroke engines—new, 115-h.p. *Cost Clipper Six*, or all-new, 130-h.p. *Power King V-8*—and you get new, gas-saving, high compression efficiency with regular fuel.

Ford Panel design saves time, effort, with features

like big, one-piece curved windshield, deep side windows, easy-handling controls. The Panel Deluxe, at slight extra cost, offers 17 custom features including fully lined interior!

Handles payloads up to 1385 lbs. and every load stows easily through the big, wide-opening doors! A 5-transmission choice, includes Overdrive and *Fordomatic*! Now! Vacuum boosted Power Braking available! Compare! You'll see that Ford F-100 gives you *more* panel truck for your money!



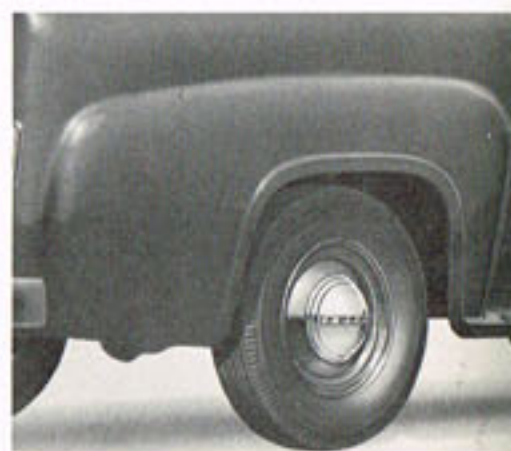
BIG, 155.8 CU. FT. CAPACITY

Easily handles your big, bulky items in its roomy interior! Steel body is reinforced, welded steel. Measures 53.2 in. high, 62.3 in. wide, 139.5 in. long (alongside driver's seat) for loads 11½ ft. long! Steel side paneling, floor to top of wheelhouse. Metal slats above add more load protection.



HEAVY STEEL DOORS

... open fully, or hold firmly at 90° open, for easier loading of cargo. Doors are of heavy-gage steel construction with sturdy double door latches to hold doors more rigidly for permanent alignment.



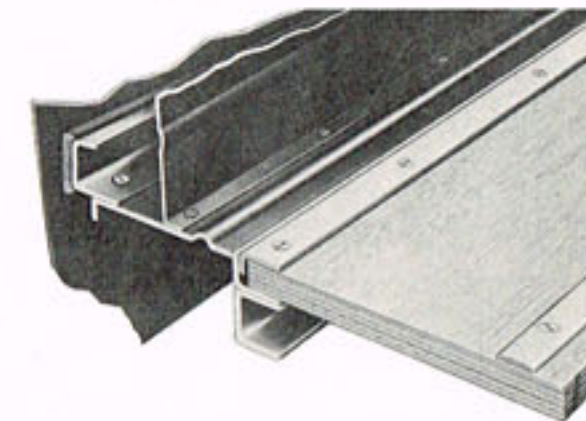
INTEGRAL REAR FENDERS

... provide lasting beauty without unsightly seams to catch water and eventually rust out. Rear fenders and side panels are shaped and welded together in one piece for extra strength and long life.



TWO TAIL LIGHTS FOR EXTRA SAFETY

... when driving at night, and when loading and unloading after dark (standard). Each light, mounted on the body, remains lighted with doors open. Heavy-gage steel curved channel rear bumper (std).



DUST-TIGHT, FUME-TIGHT LOAD PROTECTION

... of solid plywood floor, impregnated for longer life, protected by steel skid strips. Body sealed tight at joints of wheelhouse strips and side panels against dust, fumes, moisture. Driver's compartment fully weather-stripped.



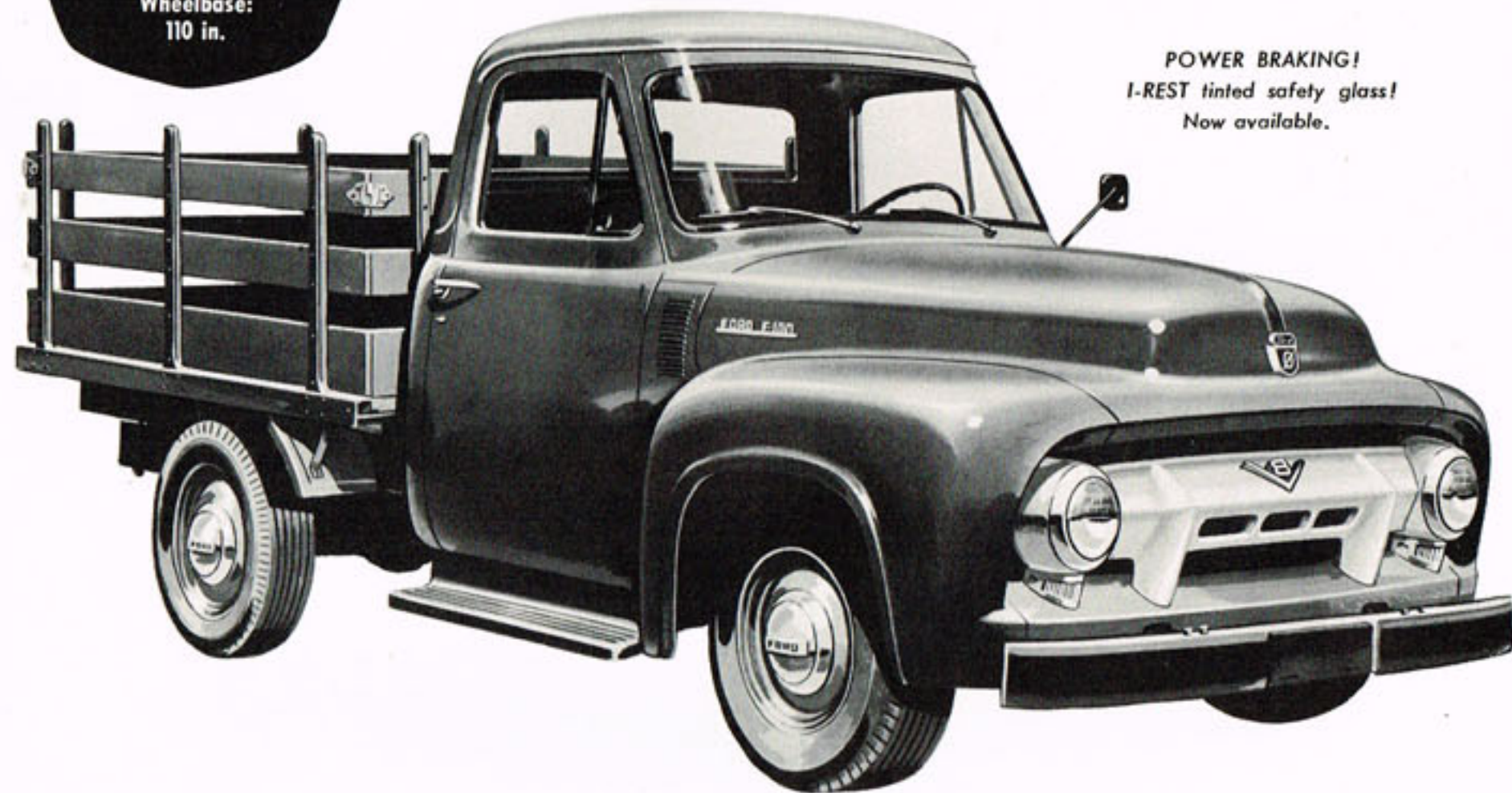
EYE-CATCHING ADVERTISING AREA

... with 6 ft. by 1¾ ft. of unobstructed side panel area to display firm name or advertising messages. The distinctive Ford Panel is an attractive advertisement in itself ... an attention-getter for your business.

NEW F-100
6½-ft. STAKE
or PLATFORM

Payload
 (equipment, etc.)
 up to 1465 lbs.
 Wheelbase:
 110 in.

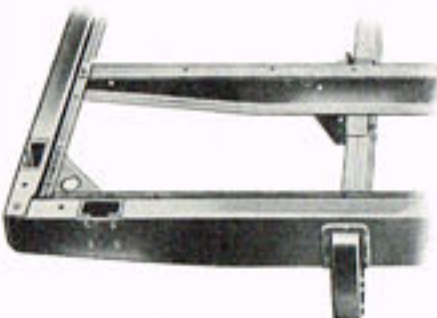
Light-Duty Master of Big-Volume Loads!



POWER BRAKING!
 I-REST tinted safety glass!
 Now available.

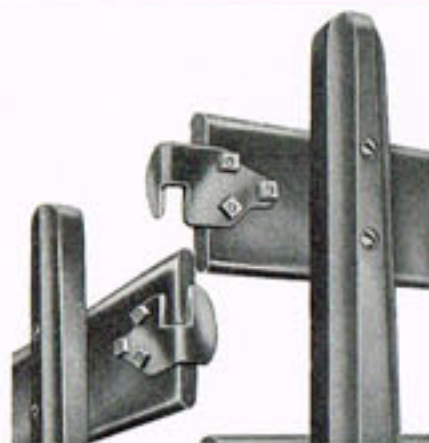
STRONG, BRIDGE-TYPE FRAME

... heavy-gage steel side rails riveted to steel cross girders provide extra strong platform support. Heavy steel angle brackets are riveted to girders, bolted to sills for greater durability. All corners are reinforced with large steel gusset plates.



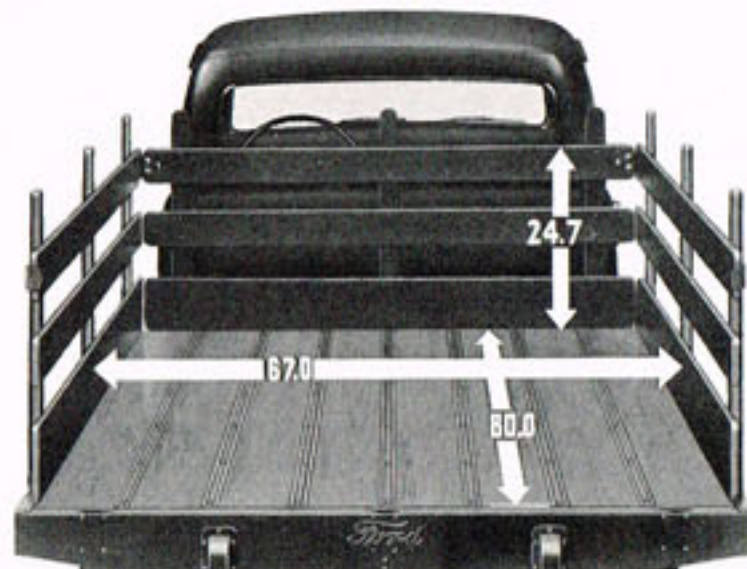
STRONG, INTERLOCKING STEEL PLATES

... stake racks are held firmly at top with interlocking steel plates which are bolted to rack boards for added strength. Plates are firm-holding, yet easily locked or unlocked for removal or mounting of stake racks.



BIG STURDY BODY

... haul big loads on this 6½-ft. long, 5½-ft. wide platform. Stake and rack boards are straight grained, seasoned wood. Stake pockets are flush with floor for unobstructed open platform use. Heavy steel rub rail and steel caps on body ends protect platform.



Pile your loads sky-high on this F-100 cargo hustler! Load up to 1465 lbs. of payload (with equipment, etc.) in a jiffy, from side or rear!

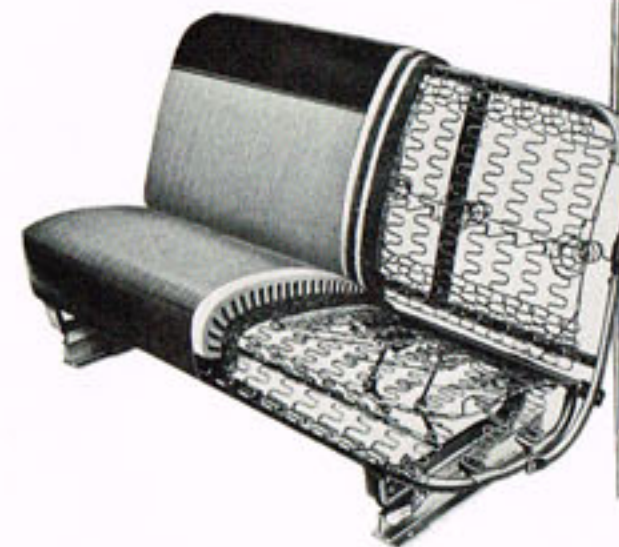
There's power to spare in the new overhead-valve, high-compression engines with big-economy short-stroke design that saves wear, saves gas! Choose the new **LOW-FRICTION 115-h.p. Cost Clipper Six** or all-new **LOW-FRICTION Power King V-8** with 130 horsepower!

Ford's *Triple Economy* brings you economy where it counts most on your hauling job!

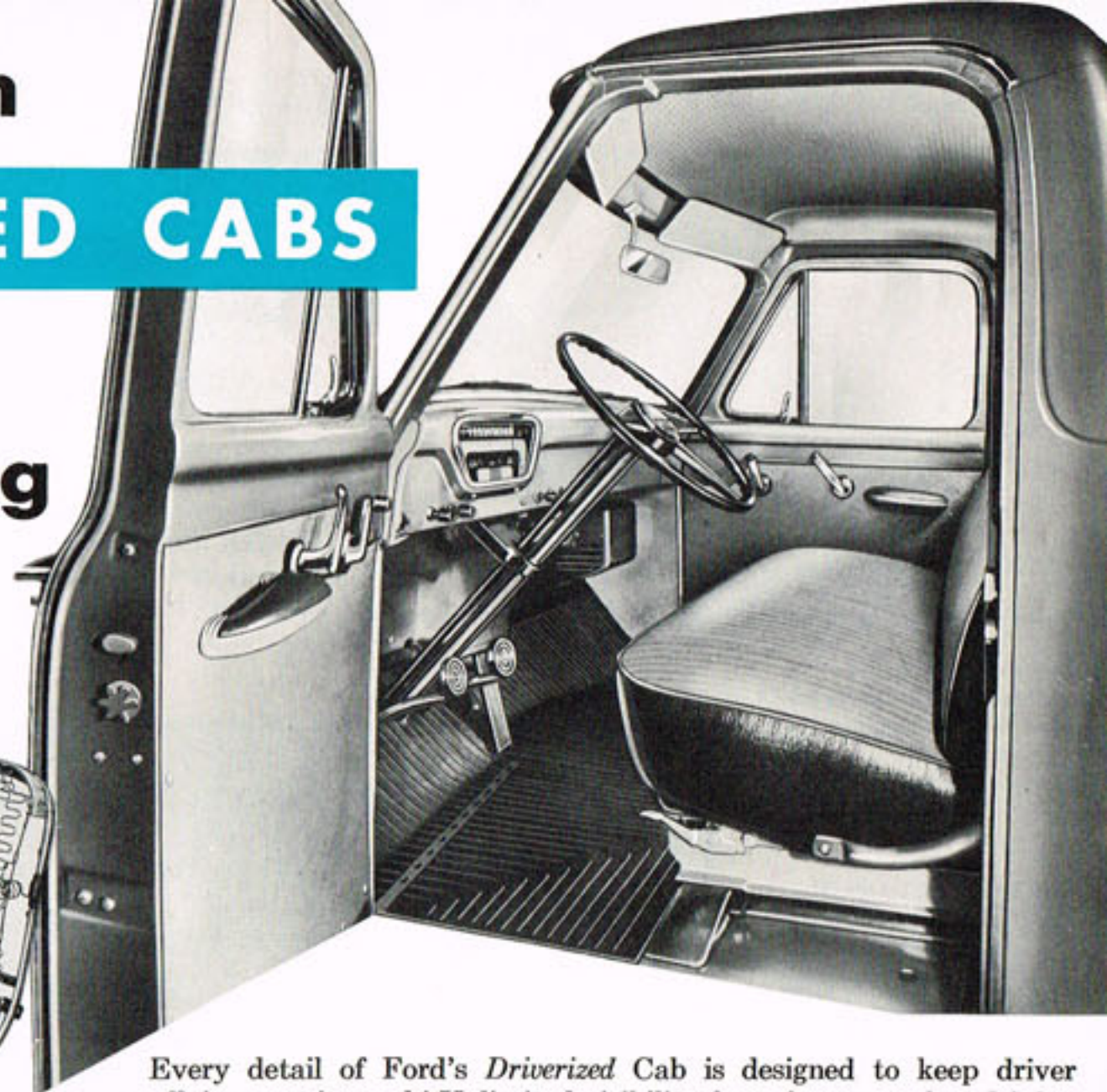
FORD'S 3-man

DRIVERIZED CABS

for greater driver-saving efficiency

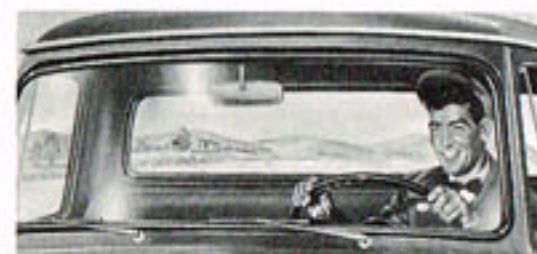


New **UPHOLSTERY** of full-breathing, woven vinyl feels better, looks better, lasts longer, is easier to clean. Wide seat has non-sag springs, exclusive *shock snubbers*. Seat and seat back adjust independently.

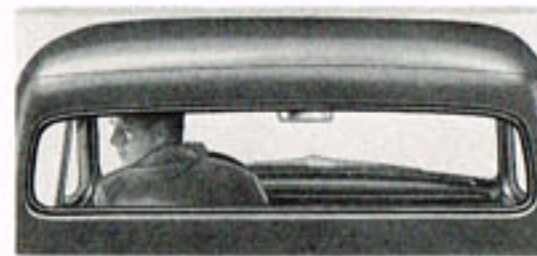


Every detail of Ford's *Driverized Cab* is designed to keep driver efficiency at its peak! Unlimited visibility for safer, more alert driving with big one-piece curved windshield, 4-ft.-wide rear window and arm-rest deep side windows. New woven vinyl upholstery, exclusive *seat shock snubbers*, spacious 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!

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.

DELUXE DRIVERIZED CAB SHOWN OFFERS

16 "CUSTOMIZED" EXTRAS

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

EXTERIOR

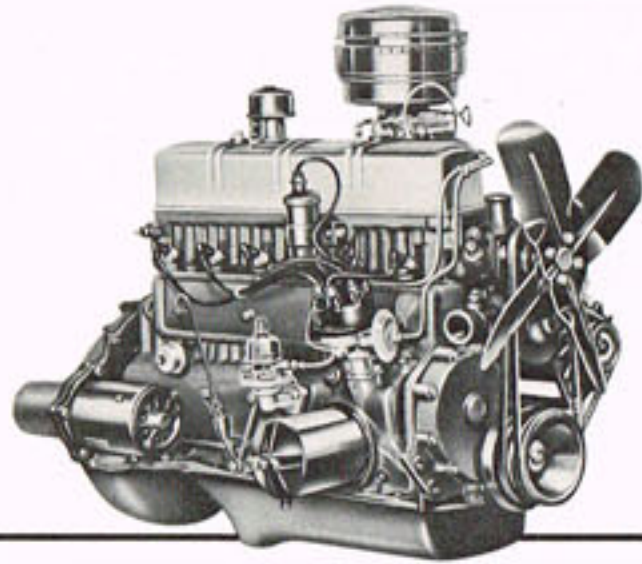
- Streamlined spear ornament on sides.
- Bright metal chevrons on grille.
- Bright metal frames around Air Wing vents.
- Bright finish drip molding cap.
- Twin matched tone electric horns.
- Matched door locks on both doors.

- Foam-rubber seat padding.
- Customized door and body trim.
- Perforated thermacoustic headlining, backed by glass wool insulation.
- Sound deadener on floor and rear cab panels (Standard on doors).
- Grip-type arm rest on both doors.
- Large dome light with automatic door switches.
- Two adjustable sun visors.
- Illuminated cigar lighter.
- Sturdy lock on dispatch box.

INTERIOR

- Two-tone seat upholstery.

2 new high-compression LOW-FRICTION, OVERHEAD-VALVE ENGINES!



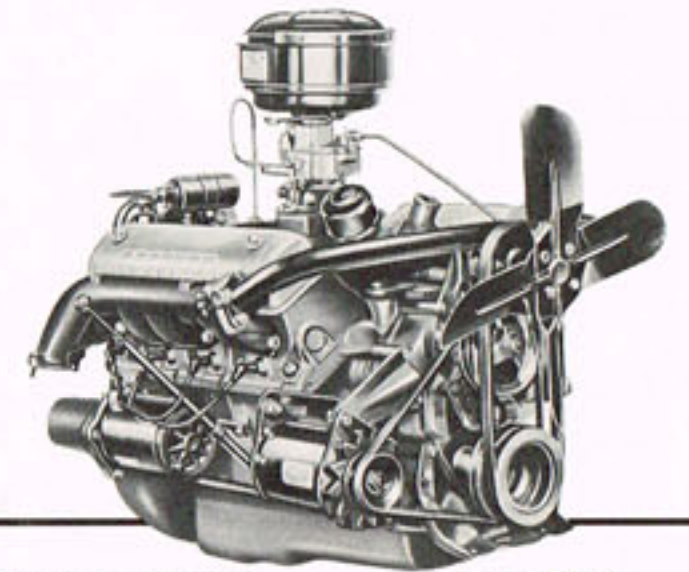
Displacement—223 cu. in. Bore—3.62 in.
 Brake Horsepower—115 at 3900 r.p.m. Stroke—3.60 in.
 Torque—193 lbs.-ft. at 1000-2200 r.p.m. Compression Ratio—7.2:1

New short-stroke, deep-block 115-h.p. COST CLIPPER SIX

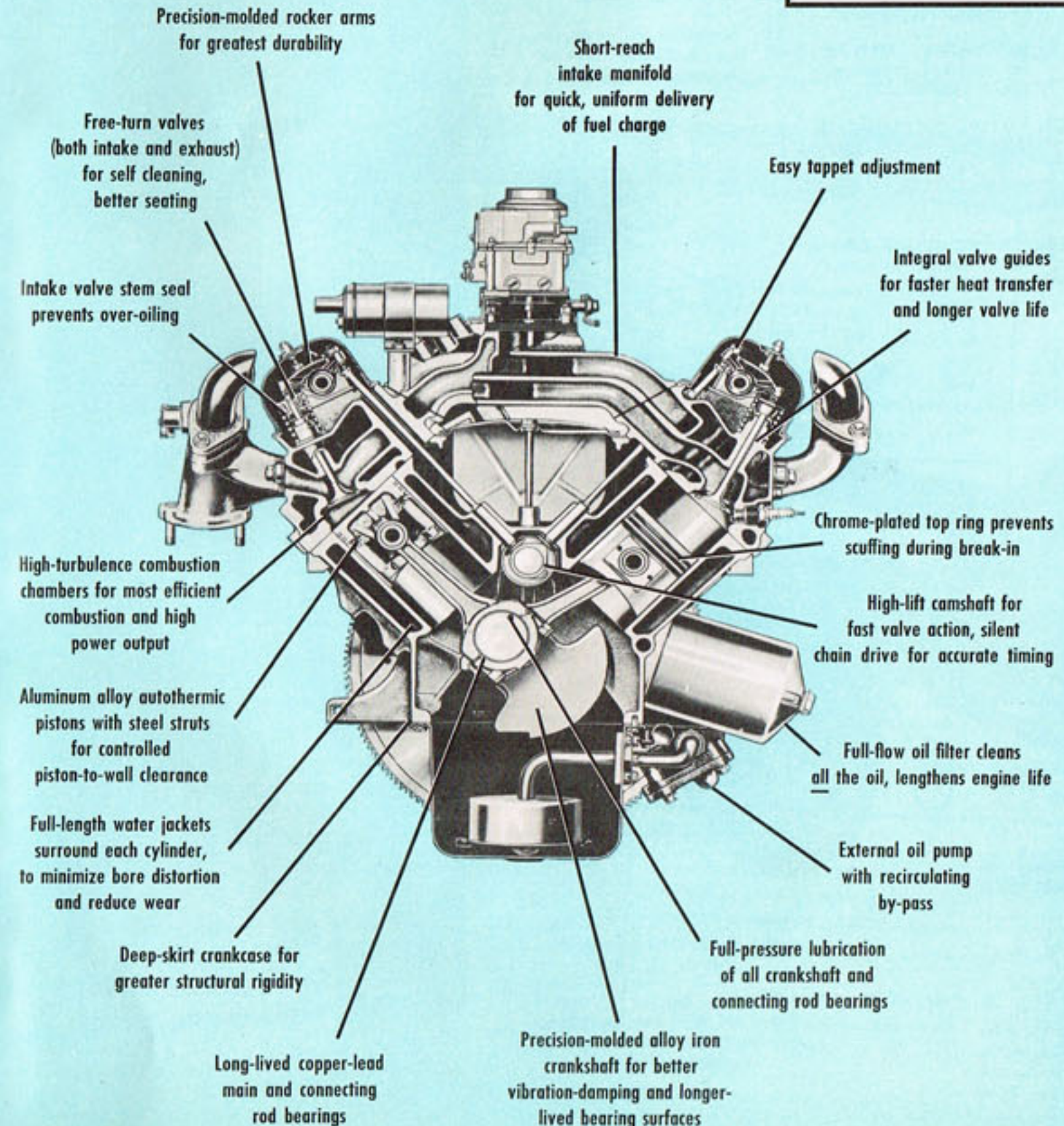
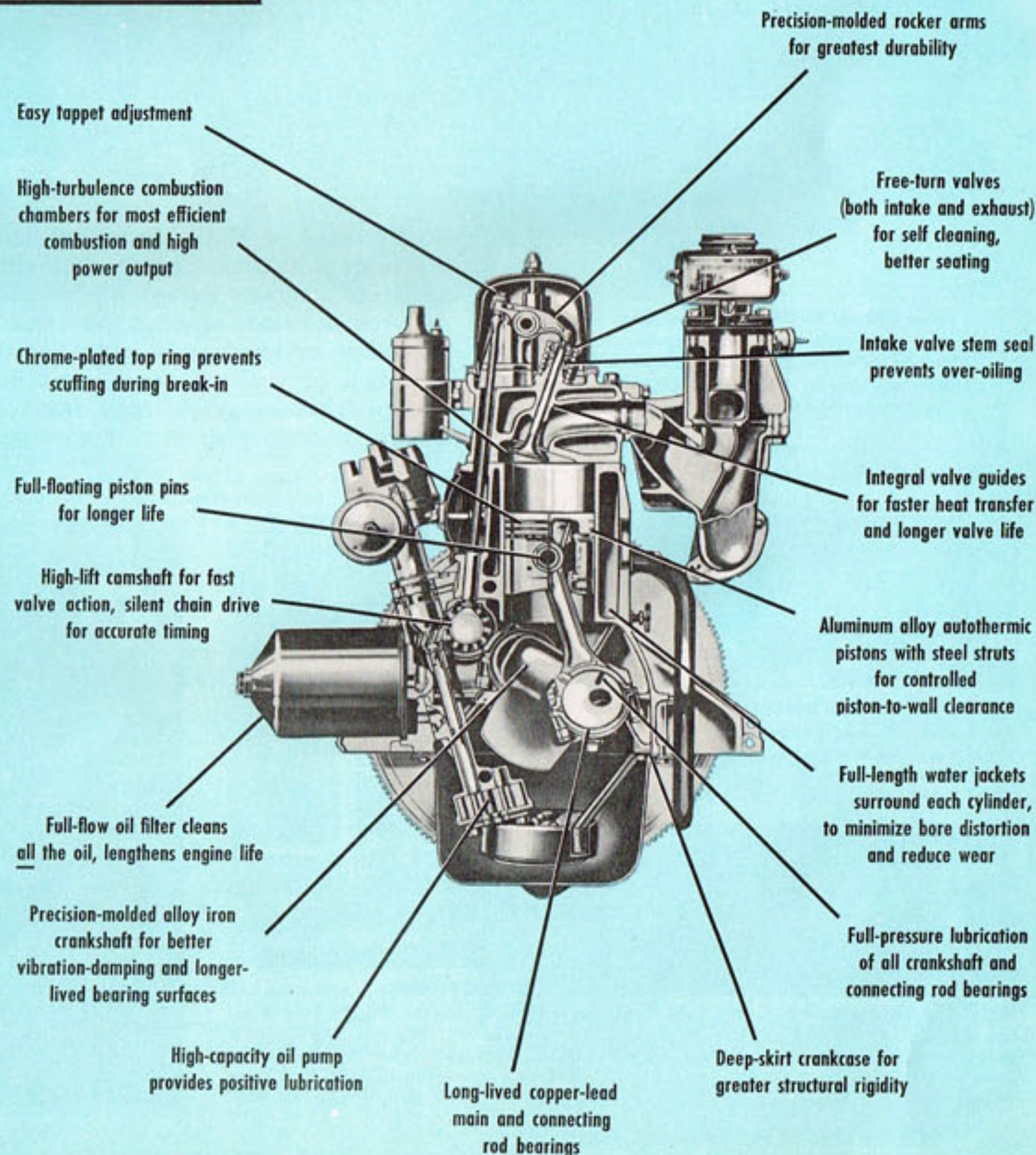
Most powerful Six cylinder truck engine in the ½-ton field! The new *Cost Clipper Six* is tops in efficiency, too, developing more power per cu. in. displacement than other engines in its class! LOW-FRICTION design gives you more *usable* power, without boosting fuel costs! High-turbulence combustion chambers, short stroke efficiency and greater structural rigidity in the deep-skirt crankcase prolong life in an engine with the high sustained torque required to move loads fast and economically!

All-new short-stroke, deep-block 130-h.p. POWER KING V-8

Ford's all-new LOW-FRICTION V-8 engine, developing 130 horsepower, has a deep skirt, integral crankcase and wide base flywheel housing for the highest structural rigidity in a V-8 design today! Short piston stroke reduces internal friction waste, liberating more *usable* power to the clutch, with good gas economy. Wherever you haul, Ford's new *Power King V-8* provides fast, smooth acceleration—a big safety factor. And its low operating and maintenance costs are easy on your pocketbook!



Displacement—239 cu. in. Bore—3.50 in.
 Brake Horsepower—130 at 4200 r.p.m. Stroke—3.10 in.
 Torque—214 lbs.-ft. at 1800-2200 r.p.m. Compression Ratio—7.2:1



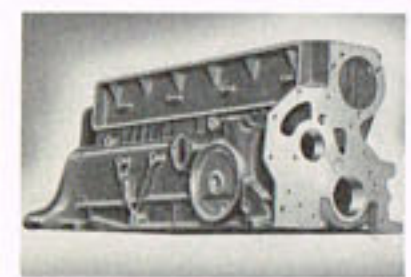
SHORT-STROKE DESIGN

... cuts piston travel up to 18%, over other engines of its size, reduces friction "power waste." Less load on bearings, less parts wear ... keeps service costs low.



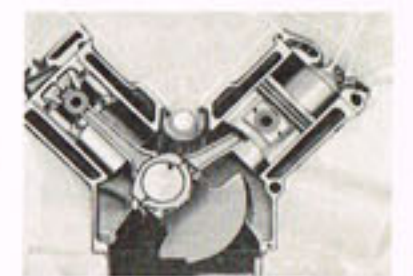
COMBUSTION CHAMBERS

... are wedge-shaped for high turbulence, and controlled fuel burning, for most efficient combustion without detonation.



DEEP-SKIRT CRANKCASE

... with wide-base flywheel housing has greater inherent structural rigidity, longer life. Retains precise bearing alignment, provides solid support for crankshaft.



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, on exhaust.



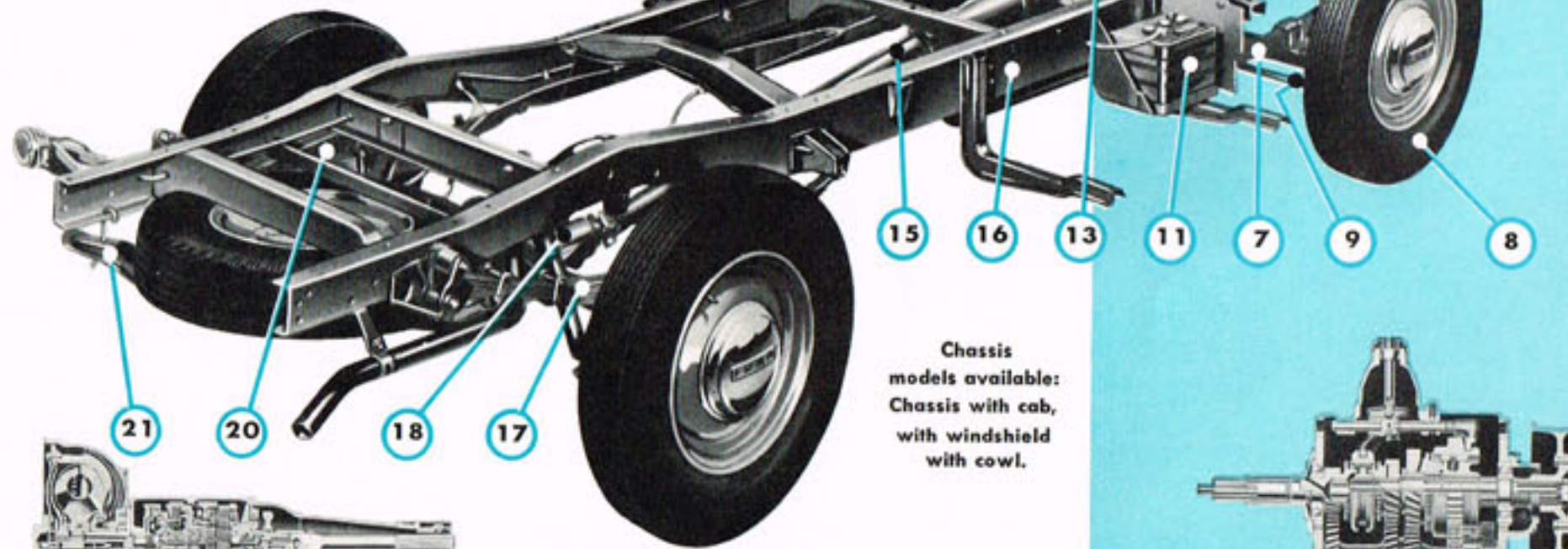
DEEP-BLOCK DESIGN

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

Here's more for your money in a rugged, light duty chassis!

1. New 115-h.p. *Cost Clipper Six* (shown) or all-new 130-h.p. *Power King V-8*.
2. Ford *Power Pilot* fully automatic carburetor-distributor for more power, more economy.
3. *Air cleaner*, 1-qt. oil bath type, to prolong engine life.
4. *Engine mounting* rubber-cushioned for long life, smooth operation; easier engine servicing.
5. Large capacity flat tube and fin *radiator* with U-type support.
6. *Channel bumper* attached to extended frame for greater protection and rigidity.
7. Long, easy-action *front springs*—double-wrapped rear eyes for safety, shackled at front for stable steering.
8. Set-back, wide-tread *front axle* for shorter turning, more stability.
9. *Tie rod ends* spring-loaded, ball-socket type, with dust shields, for automatic wear take-up.
10. Telescopic, double-acting *shock-absorbers*, front and rear.
11. *Battery* safely located away from engine heat.
12. Roll Action *steering* for quicker response, easier handling.
13. 10-in. *Gyro-Grip clutch* multiplies grip with increased speed; low pedal pressure, high plate pressure.
14. *Steering column gear-shift*; Drive Selector with *Fordomatic*.
15. *Tubular propeller shaft*; large diameter; non-whipping.
16. *Deep-channel frame* with parallel side rails for extra strength.
17. *Wide-span rear springs* provide soft, easy ride empty or loaded.
18. *Sturdy hypoid rear axle* with big pinion, removable shafts.
19. *Powerful self-energizing hydraulic brakes*; vacuum booster extra.

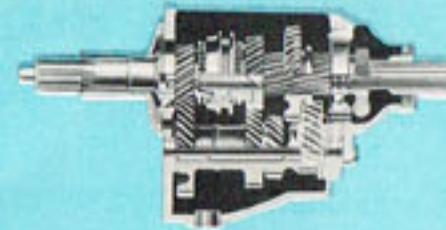
NOW! POWER BRAKING AVAILABLE!



Chassis models available: Chassis with cab, with windshield with cowl.

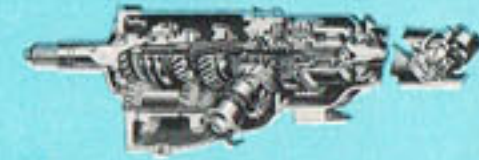
FULLY AUTOMATIC FORDOMATIC DRIVE!

No manual shifting, no clutch work! Faster acceleration, more exacting adjustment to changing driving conditions! Fordomatic Drive (extra cost) negotiates over 30% grades with ease, from standing start. Here's truck driving at its most modern best!



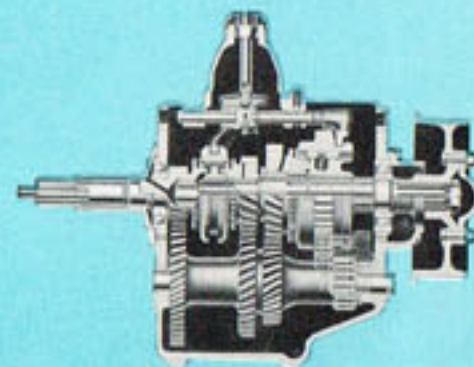
3-SPEED SYNCHRO-SILENT TRANSMISSIONS

with steering column shift for smooth, quiet operation with passenger-car shifting ease. Optional Heavy Duty 3-speed Transmission for more rugged light duty work.



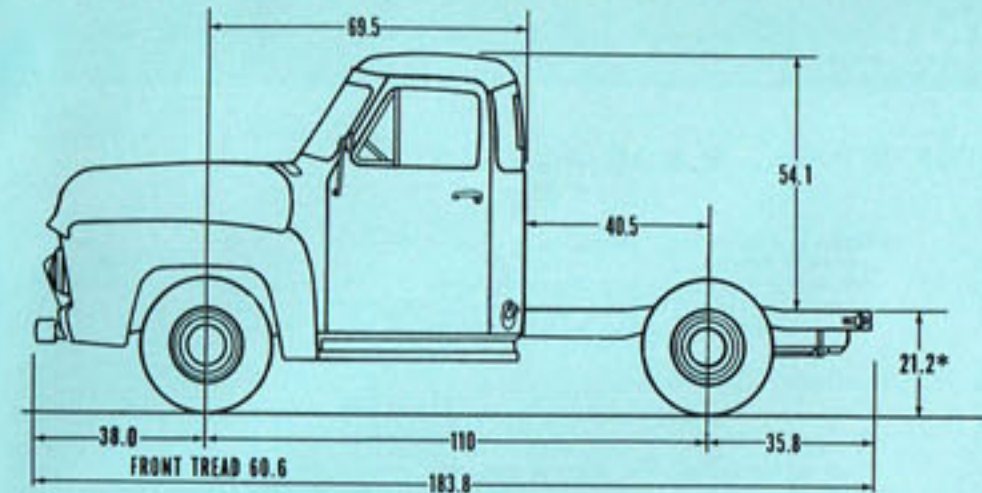
GAS-SAVING OVERDRIVE!

Enjoy the savings of 30% engine speed reduction while road speed is maintained! New Overdrive (extra cost) gives outstanding economy of operation plus satinsmooth power-flow performance!



4-SPEED SYNCHRO-SILENT TRANSMISSION!

provides greater operating flexibility. Synchronizers in 2nd, 3rd and 4th gears for faster, quieter shifting. Eliminates "double clutching," provides easier "down-shifting," climbing hills or reducing speeds.



*WITH 6.00-16 6-P.R. TIRES (LOADED)

SERIES F-100 CHASSIS-CAB ESPECIALLY SUITED FOR CUSTOM-BUILT BODIES FROM 5½ TO 6½ FT.

Ford F-100 chassis-cab and chassis-cowl models are available on the 110-inch wheelbase for special-purpose bodies to fit your specific load space requirements. Body and payload capacity (with equipment and driver) goes up to 1900 lbs. for the chassis-cab (see *Capacity Chart* below) and up to 2400 lbs. for the chassis-cowl.

CAPACITY CHART—SERIES F-100 CHASSIS WITH CAB

TIRES—five. SIZE—front, rear and spare	6.00-16 4-p.r.	6.00-16 6-p.r.	6.50-16 6-p.r.
GROSS VEHICLE WEIGHT RATING (Severe Service Rating)...	4000 lbs.	4400 lbs.	4800 lbs.
*CURB WEIGHT (with fuel and water) (est.)			
Front	1980 lbs.	1984 lbs.	1992 lbs.
Rear	890 lbs.	896 lbs.	908 lbs.
Total	2870 lbs.	2880 lbs.	2900 lbs.
*PAYLOAD, BODY, EQUIPMENT, ETC. (approx.)	1130 lbs.	1520 lbs.	1900 lbs.

*With Six engine. For V-8 engine, add 100 lbs. to "front" and "total" weights and deduct like amount from "payload."

SERIES F-100 BODY SPECIFICATIONS—CONDENSED

6½-FT. PICKUP BODY	<p>BODY—bolted steel construction; smooth side panels with no wheelhouse obstruction.</p> <p>CORNER POSTS—box type of husky steel; welded to body.</p> <p>FLOOR—sturdy, seasoned wood protected by steel skid strips.</p>	<p>FRONT PANEL—full height, reinforced.</p> <p>LOAD SPACE—unobstructed, no wheelhouse; 78.0" long; 49" wide; 20.3" to top of flare; 45 cu. ft. capacity.</p> <p>LOADING HEIGHT—24.0", floor to ground, loaded, with standard tires.</p>	<p>STAKE POCKETS—four, in corner posts for mounting uprights.</p> <p>TAILGATE—heavy, stamped steel, overlapping clamp-tight panel design, reinforced edge. New toggle-type latch clamps tailgate firmly to body sides for better seal. Anti-rattle drop chain.</p>
8-FT. PANEL BODY	<p>BODY—reinforced welded steel; top and side panels shaped and welded to rear fenders.</p> <p>DRIVER'S COMPARTMENT—spacious; curved one-piece windshield; weather-sealed windows, doors. Sound deadener on all doors. Individual type driver's seat. 4" adjustment. Deluxe Panel has many features for added riding ease, style and driver efficiency. Auxiliary seat and I-REST tinted glass available at extra cost.</p> <p>FLOOR—solid plywood, well supported. Steel skid strips. Dust-</p>	<p>moisture-sealed at side panels.</p> <p>INTERIOR—steel panel-protected sides, floor to top of wheelhouses—Panel has metal slats above; Deluxe Panel has heavy masonite lining above wheelhouses on panel sides, and perforated headlining backed by thick glass wool insulating pad extending full length of roof panel.</p> <p>LOAD SPACE—96.9" max. length at floor (138.5" alongside driver); 62.2" wide; 53.2" high. Total capacity (including space beside driver) 155.8 cu. ft.</p>	<p>LOADING HEIGHT—23.7", floor to ground, loaded.</p> <p>LOCKS—matched, right hand rear panel and right side (Panel), matched on all doors (Panel Deluxe).</p> <p>REAR DOORS—hinged to welded one-piece steel door frame; fitted with soft rubber seals. 2-position door checks 90° or full open.</p> <p>REAR DOOR OPENING—50.8" wide, 45.4" high.</p>
6½-FT. PLATFORM & STAKE BODY	<p>LOAD SPACE—platform: 85.6" long x 71.3" wide; stake: 80" long, 67" wide, 29.5" high stakes.</p> <p>LOADING HEIGHT—32.6" with standard tires, loaded.</p> <p>FLOOR—sturdy seasoned wood, protected by steel skid strips.</p>	<p>PLATFORM—bridge-type construction; heavy gage steel framing riveted to cross girders; steel angle brackets riveted to girders. Corners reinforced with steel gusset plates.</p> <p>STAKE RACKS—removable; sturdy, straight-grained wood; one-piece side and end sections.</p>	<p>RACK INTERLOCKING PLATES—strong-holding, easily locked. Bolted to rack boards.</p> <p>RUB RAIL—steel, around platform; steel caps on ends of body sills for protection.</p> <p>STAKE POCKETS—flush with floor steel lined; welded inside of frame rail, riveted outside.</p>

F-100 SPECIFICATIONS

MAXIMUM GROSS VEHICLE WEIGHT 4,800 POUNDS

AXLE, FRONT

Capacity—lbs. 2600
 Type Modified I-Beam
 Size (Height x Width x Web)—in. 2.29 x 1.67 x 0.32

AXLE, REAR

Capacity—lbs. 3300
 Type Hypoid—Semi-Floating
 Axle Ratio—With 3- or 4-speed Transmission 3.92 to 1 or 4.27 to 1
 With Overdrive Transmission 4.09 to 1 or 4.27 to 1
 With Fordomatic 3.92 to 1

BRAKES, SERVICE

Type Hydraulic, Two-Shoe, Single Anchor, Self-Energizing
 Front Brake (Drum Diam. x Lining Width—Thickness)—in. 11 x 2—3/16
 Rear Brake (Drum Diam. x Lining Width—Thickness)—in. 11 x 1 1/4—3/16
 Total Area: Drum—Lining—sq. in. 259—179

BRAKE, HAND Cable with Equalizer applying Rear Wheel Brakes

BUMPER

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

CLUTCH

Type Gyro-Grip, Semi-Centrifugal Single Plate
 Diameter, in.—Frictional Area, sq. in. 10—85.5
 Clutch Disc Cushioned Hub with Vibration Damper
 Release Bearing Impregnated Bronze Bush
 Attachment—Levers to Pressure Plate Needle Roller Bearings

COOLING SYSTEM

Capacity—qts.: Six 18 1/2
 V-8 22
 Radiator Flat Tube and Fin—Pressure Cap
 Thermostat(s) In Engine Water Outlet(s)
 Fan, Diameter—in.: Six 18—4-Blade
 V-8 18—4-Blade

DRIVE LINE

Type Hotchkiss, Straight-Line Drive
 Propeller Shaft—Number One, Tubular, Forged Steel Ends
 Dia., in. 2.5 with O. D. and Fordomatic, 3.5 with std. Trans.
 Universal Joints—Number, Type Two, Needle Roller Bearing

ELECTRICAL SYSTEM

Battery 6-Volt, 17-Plate, 90-Amp. Hr. Capacity
 Generator 35 Amp. 250 Watts
 Ignition Full Vacuum Controlled System Fully Automatic
 Distributor, Metal-Clad; Open Wiring in Rubber Grommets
 with Moisture-Proof Boots Over Spark Plugs
 Head Lights Sealed Beam, Foot-Switch Beam Control
 Starter High Torque, Automatic Engagement, Solenoid
 Switch, Push Button Control
 Parking Lights; Left-hand Combination Stop and Tail Light (Dual Tail Lights standard
 on Panel); Instrument Lights; Ignition Switch with Key Lock; Circuit Breakers;
 Voltage Regulator.

ENGINES

	COST CLIPPER SIX	POWER KING V-8
Bore and Stroke, in.	3.62 x 3.6	3.50 x 3.1
Displacement—cu. in.	223	239
Max. Brake Horsepower @ RPM 115 @ 3900		130 @ 4200
Max. Torque—Lbs.-Ft. @ RPM 193 @ 1000-2200		214 @ 1800-2200
Compression Ratio 7.2 to 1		7.2 to 1

FRAME

Side Rails—Type Parallel, Channel Section—with 4 Cross Members
 Max. Section (Depth x Flange x Thick.) in. 5.92 x 2.25 x 0.15
 Cross Members 4—Flanged "U" Type and Channel Section
 Section Modulus 2.65

FUEL SYSTEM

Carburetor Downdraft
 Air Cleaner Heavy Duty Oil Bath, One Qt. Capacity
 Fuel Pump and Filter Diaphragm Type, Driven from Camshaft
 Fuel Tank—Chassis without Cab 17-Gal. Inside Left Frame Rail
 Chassis with Cab 17-Gal. Outside Left Frame Rail Below Cab
 Fuel Filler Tube Extension to Outside Cab or Body

LUBRICATION

Engine Full Pressure Feed
 to all Main, Crankpin and Camshaft Bearings
 Crankcase Capacity (with opt. oil filter) 6 qts. (dry); 5 qts. (refill)
 Chassis Fittings for Pressure Lubrication

SHOCK ABSORBERS

Front and Rear Direct, Double Acting, Telescopic

SPRINGS—Semi-Elliptic, Leaf Type, Ford Alloy Steel

	front	rear
Length x Width—in.	42 x 1 1/4	48 x 2
Number of Leaves and Defl. Rate—lbs. per in.	8—238	8—273*
Capacity at Spring Pad (Normal Defl.)—Per Spring, lbs.	950	1350*

*Panel models—7 Leaves, Defl. Rate 248 lbs. per in., Capacity 1050 lbs.

STEERING

Type Worm and Dual Row Needle Bearing Roller
 Ratio 18.2 to 1
 Wheel 18 In. Dia., 3-Spoke
 Turning Circle Diameter, Right or Left—ft. 37.1
 Tie Rod Ball Stud and Socket, Spring Loaded for Automatic
 Take-up of Wear, Equipped with Rubber Dust Shields

TRANSMISSION

Standard 3-Speed, All-Helical Synchro-Silent, Steering Column Shift
 Optional (extra cost) Heavy Duty 3-Speed Synchro-Silent, Steering Column Shift
 Optional (extra cost) 3-Speed Synchro-Silent with Overdrive, Steering Column Shift
 Optional (extra cost) Fordomatic, Selector Lever on Steering Column
 Optional (extra cost) 4-Speed Synchro-Silent, Center Shift
 Gear Positions First Second Third Fourth Reverse
 Ratio (to 1): St'd. 3-Speed 2.78 1.62 1.00 — 3.635
 Opt. H.D. 3-Speed 3.71 1.87 1.00 — 4.59
 Opt. Overdrive 2.78 1.62 1.00 0.70 3.635
 Opt. 4-Speed 6.40 3.09 1.69 1.00 7.82
 Opt. Fordomatic* 2.44 1.48 1.00 — 2.00
 *Converter stall torque ratio 2.1 to 1

WHEELS AND TIRES

Wheels Five—16-inch Steel Disc with 0.62-inch Offset;
 5 Hole, 5.5-inch Dia. Bolt Circle
 Rims—Size and Type 16 x 4 1/2 K. Drop Center
 Tires—Standard Size—Front, Rear and Spare Five—6.00-16 6-ply rating

STANDARD EQUIPMENT in addition to items specified above:

Center Cowl Ventilator	Dual Windshield Wipers*	Fenders, Rear—on Pickup and Panels (Splash Guards on Stake and Platform)
Curved Instrument Panel*	Air Wing Ventilating Windows in Doors*	Running Boards—Long on Pickup and Chassis-Cab
Speedometer	Door Lock—Right Door on Cab, Right Door and Rear Door on Panel	Short on Panels, Stake and Platform
Water Temperature Gage	Sun Visor—Left side in Cab and Panel	Rear Bumper (Panels only)
Oil Pressure Gage	Mirror, Rear View—Inside on Pickup	Diagonal Type Spare Tire Carrier under Frame (under Floor on Platform and Stake)
Fuel Gage	Left, Outside, Short Arm on Panels	Mechanical Jack and tools.
Charge Indicator	Left, Outside, Long Arm on Chassis-Cab Stake & Platform	Bright Hub Caps
Ash Receptacle		
Dispatch Box		
Choke Button		
Light Switch		
Single Electric Horn		
One-piece Curved Windshield*		

NOTE: Running boards are not standard on chassis with cowl.

*Except Chassis Cowl.

STANDARD COLORS:

Choice of Raven Black, Sheridan Blue, Meadow Green, Vermillion, Dovetone Gray, Glacier Blue or Light Green (on hood, fenders, cowl, cab, bodies of Panel, Pickup, and Stake Models, wheels, interior metal, and running boards on Panel models). The following are painted Black: Frame, running boards (except Panel models), tail lamp, springs, axles, outside mirror, door divider bar, vent window frame, fuel tank cap (except Panel models), and bumpers. Cowl models are painted in prime unless standard color is specified.

AVAILABLE EQUIPMENT AND ACCESSORIES at extra cost:

Battery—120-Amp. hr.	Locking Gas Tank Cap	Stop Lamp
Brakes—Vacuum Booster	Mirror, Outside Rear View, Right or Left, 6" Adjustment	Tail Light—Right Hand (St'd. on Panel)
Bumper, Rear, for Pickup Cab, Deluxe	Mirror, Arm Braces	Tinted Glass
Carrier, Spare Tire—Side Mounted (Pickup only)	Oil Filter	Tires: 5—6.00-16 4-p.r. 5—6.50-16 6-p.r.
Clutch, 11-inch, for H.D. 3-speed trans.	Panel, Deluxe	Tow Hooks
Directional Turn Signals	Radiator, Heavy Duty	Transmissions—H.D. 3-Speed 4-Speed (including 11-inch clutch) Overdrive Fordomatic
Engine Compartment Lamp	Radiator Grille Guards—Heavy Duty	Visor
Fire Extinguisher (1 1/2 qt.)	Radio	Windshield Washer
Governors	Reflector Flares (3 in kit) with Flags	Windshield Wipers—Positive Action, Dual Electric (except Cowl)
Hand Brake Signal	Road Lamps	
Heater and Defroster—MagicAire System or Recirculating	Seat, Auxillary (Panel)	
	Seat Cover	
	Spotlight with Bracket	

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