

# NEW FORD TRUCKS FOR '57



**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!*

Ford's new *Deep-Down Modern Design* puts you money ahead!



'57 Ford Courier—strikingly modern custom delivery. Completely new "sculptured" body features full-wrap rear window and fully lined interior.

The *Custom Ranchero's* interior trim is like that of the '57 Ford Del Rio Ranch Wagon. Behind the split seat back, there's roomy parcel space. And this is the *first and only* pick-up to give you the handling and riding ease of ball-joint front suspension.



The Ford Ranchero! More than a car, more than a truck—it's a completely new idea in utility vehicles! The Ranchero's a real workhorse, carries more than half a ton in its man-sized body. And it's a show pony too—wonderful a dvertising for any business. And the Ranchero is priced much lower than you might think!

The Ranchero rides, handles and feels exactly like a car! It's excellent for a thousand and one jobs—from weekday deliveries to weekend outings! Available in two brilliant models; the Ranchero or *Custom Ranchero* (shown).



All-new half-ton Panel—smart looking, sweet handling. Note the distinctively modern split-level roof which increases interior height.

One look tells you: here's something new, *really new* in trucks! And the boldly modern styling you see just gives a hint of the modern design clear through *all* the new '57 Ford trucks. Ford's deep-down modern design means modern efficiency *throughout* the truck. It means that, for '57 and the years ahead, *Ford Trucks cost less . . . less to own . . . less to run . . . last longer, too!*

You're looking at 158 cubic feet of easy-to-reach loadspace! Spacious Panel body is all-steel reinforced, tightly sealed against dust and moisture. *Custom* model (shown) has insulated, fully lined load compartment—a Ford *exclusive*—for extra comfort and load protection.



For complete features and specifications, please request the Ranchero, Courier or Panel model folder.



So modern through and through...you've just got to see what they can do!



Flareside Pickup bodies with wood floor are offered in the same lengths as the new Styleside bodies.



Light Duty stakes are available in 6½-ft., 7½-ft. and (shown) 9-ft. models.



**New Styleside body—standard at no extra cost!**

Boldly modern styling, yes! But the real beauty of Ford's modern design is that it's *functional*. For example, new Styleside bodies not only offer the sleekest styling, but the biggest capacity in pickups today! And these new Fords ride as smooth as they look. Ford's new longer springs are the most resilient of any pickup. For modern driving ease, you get such exclusive new Ford features as hydraulic clutch and suspended pedals. For modern power, the *only* Short Stroke Six in this field . . . or the best-selling truck V-8!

Completely new Driverized Cabs (*Custom shown*) include inboard step, Hi-Dri ventilation, wider full-wrap windshield. New hydraulic clutch works like hydraulic brakes, is easier to operate, lengthens clutch life.



Biggest pickup bodies built—new Styleside bodies standard at no extra cost! Smooth body sides and steel floor make loading far easier.

**Only Ford Offers Nine Light Duty Pickups!**

PICKUP MODELS	CAPACITY	GVW (lb.)	WHEEL-BASE
Ranchero	30 cu. ft.	4,600	116 in.
F-100 6½-ft. Flareside	45 cu. ft.	5,000	110 in.
F-100 6½-ft. Styleside	56 cu. ft.	5,000	110 in.
F-100 8-ft. Flareside	65 cu. ft.	5,000	118 in.
F-100 8-ft. Styleside	70 cu. ft.	5,000	118 in.
F-250 8-ft. Flareside	65 cu. ft.	7,400	118 in.
F-250 8-ft. Styleside	70 cu. ft.	7,400	118 in.
F-350 9-ft. Flareside	74 cu. ft.	7,600	130 in.
F-350 9-ft. Styleside	80 cu. ft.	7,600	130 in.

For complete features and specifications, please request Light Duty model folder.

## New Ford Medium Duty Trucks— to haul bigger payloads at low cost!

'57 Parcel Delivery chassis now offer V-8 as well as Six power!



New F-500 1½-tonner, GVW 15,000 lb.

Modern know-how goes to work—to show how rugged and reliable 1½- and 2-tonners can be! Starting with new huskier frames—every component is engineered for maximum service. New rear axles, for example, have up to 2,000 pounds more capacity than other trucks in this class. All models give you the widest choice of modern Short Stroke power, Six and V-8—including a new Heavy Duty

V-8 with such extra-long-life features as sodium-cooled exhaust valves!

Ford's modern driving-ease advancements save time, save work. New hydraulic clutch (works like hydraulic brakes) for smoother, easier clutch operation is *standard*. Transmatic Drive\*, optional with Heavy Duty V-8 provides six automatic forward speeds for correct application of power under all conditions.

\*Available approximately May 1, 1957.

New F-600 2-tonner now offered with a choice of five wheelbases for bodies as long as 19 ft. Maximum GVW is a whopping-big 19,500 lb.

*For complete features and specifications, please request Medium Duty model folder.*

This striking cab is all-new outside and in—the smartest, roomiest and *strongest* yet!

of **HN**

New Ford *Tilt Cab Series*—America's lowest-priced tilt cab line



Easiest maneuvering! Short wheelbase enables Ford Tilt Cab models to turn in about 12-foot smaller circle than equivalent conventional models!

SERIES	MAXIMUM GVW		POWER	SERIES	MAXIMUM GVW		POWER
		GCW				GCW	
C-550	18,000	25,000	181-hp V-8 178-hp HD V-8*†	C-750	23,000	42,000	196-hp HD V-8*
C-600	20,500†	32,000†	181-hp V-8 178-hp HD V-8*	C-800	26,000	50,000	212-hp HD V-8*
C-700	23,000†	35,000	181-hp V-8 178-hp HD V-8*	C-900	30,000	60,000	212-hp HD V-8*

†With optional heavy-duty equipment. \*Heavy Duty engine with 4-barrel carburetor; horsepower at governed speed.  
‡With Transmatic Drive only. Wheelbases: 99, 111, 135 and 153 inches available on all C-Series models.



Automatic transmission! New big-duty Transmatic Drive\* with six forward speeds optional in every Tilt Cab model!

\*Available approximately June 1, 1957.



A maintenance man's dream! With foolproof locks released, spring-balanced cab tilts at hand touch.

They're America's most modern Tilt Cabs, modern through and through! Thanks to Ford's volume production, they're also America's *lowest-priced* Tilt Cab trucks—by far. Broad, low and agile, they provide remarkable handling ease. "Wide open" engine accessibility speeds maintenance, slashes costs. And *how* those modern Short Stroke V-8's respond!

Here's new truck earning power . . . better weight distribution with as much as 1,000 pounds more payload on the front axle than conventional trucks. Compact 80-inch cab length allows up to 3-foot longer bodies . . . hauls 35-foot trailers legally in every state!

Easy in, easy out, and mighty easy at the wheel! Full-width seat, nearly 6 feet wide, makes this a real crew's cab. Glass area is 3,606 sq. in.—biggest of any popular truck.



New Ford **HEAVIES!** These big *Money Makers* go modern in a big way!



Mighty Ford F-800, GVW 25,000 lb., GCW 50,000 lb.  
High-torque 212-hp 332 HD V-8 is standard.  
Transmatic Drive optional (available in all F-series  
Heavies approximately May 1, 1957).

New T-800 Tandem, 45,000-lb. GVW\*  
(with optional heavy-duty equipment, including 11,000-lb. front axle).  
Power Steering standard at no extra cost.

T-750 Tandem, 37,000 lb. GVW available  
with vacuum hydraulic or full-air brakes.

These Ford Heavies are real performers! Every Heavy Duty engine, for example, now has 4-barrel carburetion *standard*. And nobody matches Ford for optional power boosters—a fresh-air intake with new thermostatic control . . . dual exhaust system . . . and a thermostatic fan that gives you up to 15 more *usable* net horsepower at the higher speeds. From pistons to oil pumps, there's new durability built into vital engine parts. New frames are the strongest of any comparable trucks. All-new cabs are roomier and smarter—new heavy sheet metal with double floor reinforcing gives them greatly increased strength. Ford Heavies are a *lasting* investment!



High performance makes Ford F-750 a favorite  
in fire engine service. GVW 22,000 lb.

For complete features and specifications, please request  
Heavy Duty or Tandem Axle model folder.



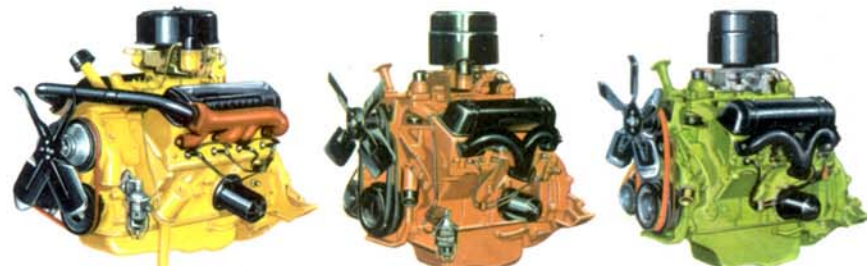
F-900 Extra Heavy model,  
29,000 lb. GVW.



# Modern Short Stroke engines—two-fisted power... tight-fisted economy!



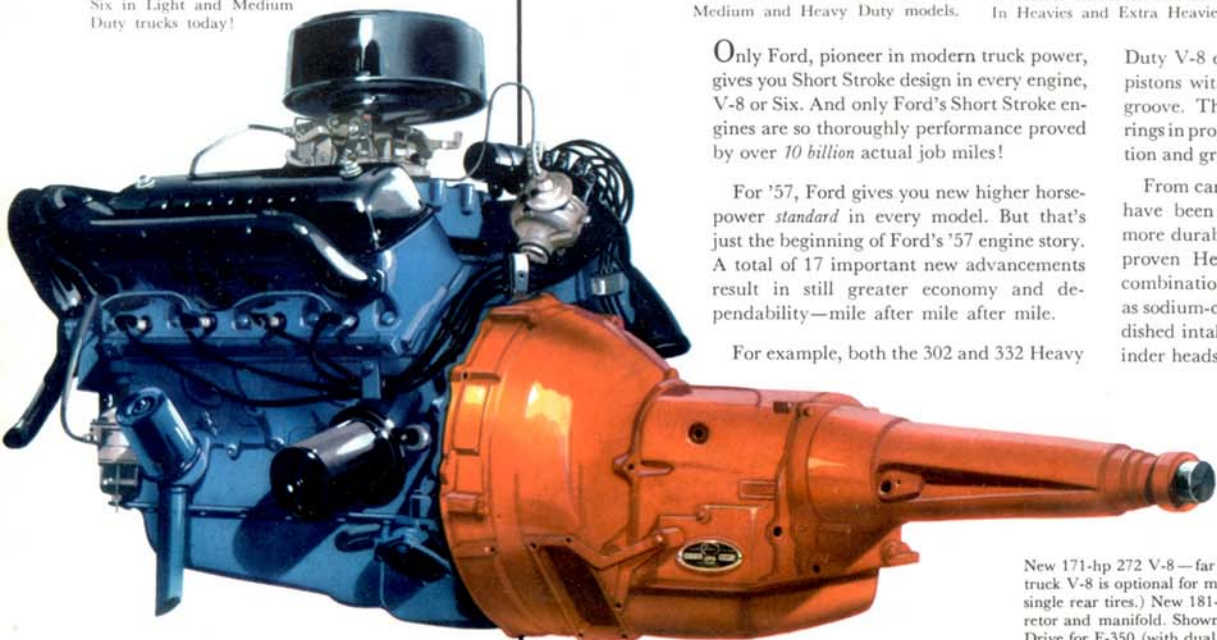
New 139-hp 223 Six—the only modern Short Stroke Six in Light and Medium Duty trucks today!



New 178-hp Heavy Duty 272 V-8—4-barrel carburetor standard. For Medium and Heavy Duty models.

New 196-hp Heavy Duty 302 V-8—4-barrel carburetor standard. In Heavies and Extra Heavies.

New 212-hp Heavy Duty 332 V-8—4-barrel carburetor standard. In T-750, all series 800 and 900.



Only Ford, pioneer in modern truck power, gives you Short Stroke design in every engine, V-8 or Six. And only Ford's Short Stroke engines are so thoroughly performance proved by over 10 billion actual job miles!

For '57, Ford gives you new higher horsepower *standard* in every model. But that's just the beginning of Ford's '57 engine story. A total of 17 important new advancements result in still greater economy and dependability—mile after mile after mile.

For example, both the 302 and 332 Heavy

Duty V-8 engines now have new reinforced pistons with a steel insert for the top ring groove. This steel insert cuts wear, keeps rings in proper position, reduces oil consumption and greatly extends piston and ring life.

From camshafts to carburetors, vital parts have been strengthened, improved, made more durable. And remember, all three are proven Heavy Duty engines that offer a combination of extra-long-life features—such as sodium-cooled exhaust valves, self-sealing dished intake valves and stress-relieved cylinder heads—*found in no other trucks!*

New 171-hp 272 V-8—far and away America's biggest-selling truck V-8 is optional for models F-100, F-250 and F-350 (with single rear tires.) New 181-hp 272 V-8 with new-design carburetor and manifold. Shown with smooth, versatile Fordomatic Drive for F-350 (with dual rear tires) and P-series models. This engine is also offered in Series 500 through 700 trucks.



1. New higher compression ratios



2. New Super-Filter air cleaner



3. New 4-barrel carburetor



4. New thermostatic air scoop

Right down the line, Ford trucks for '57 are loaded with modern new features that put you miles and money ahead. Here's what some of these new features do:

- Higher compression ratios—now up as high as 8.3 to 1—combines with Short Stroke design to wring extra power from fuel!
- New Super-Filter air cleaner stops 90% of the dirt that would get through conventional filters. Cellulose fiber element is reusable—simply tap it and it's clean, ready for use!
- Four-barrel carburetors, now *standard* on all Heavy Duty V-8's, put extra power on tap for hard pulls!
- Fresh-air intake with new automatic thermostatic control is an option providing all-weather efficiency. Thermostatic engine fan is another. It operates only when needed. Fan power is diverted to wheels under normal conditions.
- New hydraulic clutch works like hydraulic brakes to cut pedal pressure, operates more smoothly, lengthens clutch life. Ford is the only leading truck maker to give you this modern feature—standard at no extra cost from Pickups to Extra Heavy Duty Tandems!
- Entirely new springs are the longest in Ford's field. They're easier riding, carry bigger loads!
- Ford's new huskier parallel-type frames are the strongest of any comparable truck line!

These advances all contribute to greater durability and longer life—and longer life comes natural to Ford trucks. For 10 straight years, insurance experts have proved that *Ford trucks last longer* than any of the four other leading makes!



5. New hydraulic clutch



6. New longer springs



7. New huskier frames



**Automatic drive available!** A real time-saver in traffic—boosts driver efficiency and prolongs drive line life. On all Light Duty models, it's famous three-speed Fordomatic. On most other models, it's new six-speed Transmatic\*—with *double* the getaway torque of conventional drive!

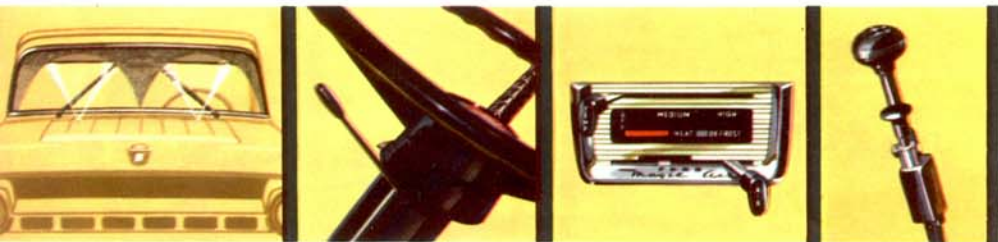
\*Available approximately May 1, 1957.



**Power Steering** cuts turning effort as much as 75%. Standard or available on all Heavy and Extra Heavy Duty models.



**Power Braking** makes stopping up to 50% easier. It's standard or available on every model throughout the line.



**See-Clear Windshield Washer**—twin water spray jets, dependably operated by convenient foot plunger.

**Turn Signals**—SAE Class "A" lights, self-cancelling control, arrow flasher in instrument cluster.

**MagicAire** system for heating, ventilating and defrosting all in one. Pressurized fresh air, selective temperature control.

**Electric-Shift** 2-speed axle provides extra pulling power, easier shifting.

## ADDITIONAL ACCESSORIES AND OPTIONAL EQUIPMENT\*

**Air Cleaner.** Heavy-duty Super Filter.

**Battery.** 70 amp-hr for F-100 through F, C-700. (55 amp-hr standard.)

**Brake Booster.** Vacuum actuated (Series 100 through 550).

**Bumpers.** Chrome front and rear for Style-side Pickups and Panel. Painted channel type rear for all Pickups.

**Dual Air Horns.** For all air-equipped models.

**Economy Carburetor.** 139-hp Six only.

**Electric Shaver.** All models.

**Electric Windshield Wipers.** Dual positive action. F-100 through 500 (standard in C-550, Series 600 and up).

**Fire Extinguisher.** 1 1/2 qt. size.

**Ford Seat Belts.** Available for driver and helper on all F-, C-, and T-Series.

**Fuel Pump with Vacuum Booster.** For positive windshield-wiper control on Parcel Delivery and all Chassis-Cowl models.

**Full-Wrap Rear Window.** All cabs except Tilt. Includes bright-metal reveal moldings around rear window and windshield.

**Gos Tank Locking Cap.** Tumbler lock with rain guard.

**Governors.** For 139-hp Six and 181-hp V-8. Standard on HD V-8's.

**Heavy-Duty Fan.** Series F-350 (with dual tires), all Series 500 through 750 except T-750, for severe operations.

**Heavy-Duty Floor Mat.** All models.

**Heavy-Duty Generator.** 12 volts; 30 amp., low-cut-in; or 40, 50, 60 amp. for all series.

**Heavy Duty Radiator.** F-100, 250, 350; P-350.

**Hub Caps.** For F-250 front and rear wheels.

**Hydraulic Jack.** 5-ton and 8-ton.

**ICC Clearance Lights.**

**I-Rest Tinted Glass.** Reduces glare and heat. Available for windshield and all windows of all Cabs, Ranchero and Courier, windshield and side windows of F-100 Panel.

**Master-Guide Power Steering.** For F-, C- and B-Series with 302 or 332 HD V-8's. Standard on T-Series with 302 or 332 HD V-8's.

**Oil Filter.** For models with 139-hp Six. Standard on V-8's.

**Padded Instrument Panel and Cushioned Sun Visors.** All models (except cowl).

**Portable Spotlight.** All models.

**Rearview Mirrors.** Outside telescopic or full-view (6" x 16") types—left or right.

**Recirculating Heater-Defroster.** For F-, C- and T-Series. Heater only on P-Series.

**Reflector Flare Kit.** Meets ICC requirements. UL approved.

**Seat.** Auxiliary for F-100 Panel, Courier; also full-width for Courier.

**Seat Covers.** Fit all full-width truck seats.

**Shock Absorbers.** Rear on F-350, C-550 and 600. Front and rear F-500 and 600. Front only F-700 through 900, and T-700, 750, 800.

**Spare Tire.** (Standard on F-100.)

**Spare Tire Lock and Chain.** Protects tire from theft.

**Splash Guards.** In three sizes with brackets for all stake bodies.

**Tachometer.** Mechanical. Series 600 and 700 with 272 HD V-8. Standard on all models with 302 and 332 HD V-8's.

**Tailight.** On right side (standard on Ranchero and Courier).

**Thermostatically Controlled Fan.** For 302 or 332 HD V-8 engines (except C-Series).

**Tinted Glass.** All models except Panel rear doors.

**Tire Carrier.** Rear of frame for F-, C-700 through 900; B-700, B-750. Side mounted for Pickups.

**Tire Lock.** For side carriers (F-100, 250, 350).

**Tow Hooks.** Front, all models with channel bumper.

**Two-Tone Paint.** F-100 Pickup with Style-side body only. Any standard Ford color plus Colonial White contrasting color.



Heavy Duty Grille Guard—braced to truck frame. Rugged bar steel, white enamel finish.



Ford Truck Radio—transistor-powered. All controls located in convenient cluster.



Scaled Beam Spotlight with big six-inch face. Throws powerful beam in any direction.



Bright-metal outside rearview mirror for all Light Duty models. Standard on Panel.

CONVENTIONAL F SERIES												
SERIES	MAX. GVW (LB.)	MAX. GCW (LB.)	ENGINES AVAILABLE	WHEELBASES (IN.)	PICKUP <sup>4</sup>	PANEL	STAKE	PLAT. FORM	CHASSIS-CAB (CA)	CHASSIS W/SH'D (WDA)	CHASSIS-COWL (CLA)	TOTAL
Courier	4500	—	144-hp SIX 190-hp V-8	116	61 1/2'	61 1/2'						2
Ranchero	4500	—	144-hp SIX 190-hp V-8	116	6'							3
F-100	5000	—	139-hp SIX 171-hp V-8	118	61 1/2'	8'	61 1/2'	61 1/2'	48.5"	76.1"	82.2"	22
F-250	7400	—	139-hp SIX 171-hp V-8	118	8'	7 1/2'	7 1/2'	7 1/2'	48.5"	84.1"	90.2"	14
F-350	9800	—	139-hp SIX 171-hp V-8 181-hp V-8†	130	9'	9'	9'	9'	60.5"	96.1"	102.2"	19
F-500	15000	25000	139-hp SIX 181-hp V-8 178-hp HD V-8*	130 154			9' 12'	9' 12'	60.5" 84.5"	96.1" 120.1"	102.2" 126.2"	30
F-600	17000 19500*	29000 32000*	139-hp SIX 178-hp HD V-8	130 142			12' 12'	12' 12'	60.5" 77.5"	96.1" 108.1"	102.2" 114.5"	5†
F-700	21000 22000*	35000	181-hp V-8 178-hp HD V-8	130 144					60.5" 77.5"	96.1" 108.1"	102.2" 114.5"	20
F-750	22000	42000	196-hp HD V-8	130 144					60.5" 77.5"	96.1" 108.1"	102.2" 114.5"	10
F-800	25000	50000	212-hp HD V-8	130 144					60.5" 77.5"	96.1" 108.1"	102.2" 114.5"	10
F-900	29000	60000	212-hp HD V-8	130 144					60.5" 77.5"	96.1" 108.1"	102.2" 114.5"	10
TOTAL 1†												

TANDEM AXLE T SERIES							
SERIES	MAX. GVW (LB.)	MAX. GCW (LB.)	ENGINES AVAILABLE	WHEELBASES (IN.)	CHASSIS-CAB (CA)	UNITS	TOTAL
T-700	28000	45000†	178-hp HD V-8 196-hp HD V-8	144 156 175	77.5" 81.5" 101.5"	2 2 2	8
T-750	37000	55000	212-hp HD V-8	144 156 175	77.5" 81.5" 101.5"	1 1 1	4
T-800	43000 45000*	65000	212-hp HD V-8	144 156 175	77.5" 81.5" 101.5"	1 1 1	4
TOTAL 16							

TILT CAB C SERIES									
SERIES	MAX. GVW (LB.)	MAX. GCW (LB.)	ENGINES AVAILABLE	WHEELBASES (IN.)	STAKE	PLATFORM	CHASSIS-CAB (CA)	UNITS	TOTAL
C-550	18000	25000	181-hp V-8 178-hp HD V-8*	99 111 135 153	12"	12"	72" 84" 108" 126"	2 6 2 2	12
C-600	18000 20500*	29000 32000*	181-hp V-8 178-hp HD V-8	111 135 153			84" 108" 126"	2 2 2	8
C-700	25000 23000*	35000	181-hp V-8 178-hp HD V-8	111 135 153			84" 108" 126"	2 2 2	8
C-750	23000	42000	196-hp HD V-8	111 135 153			84" 108" 126"	1 1 1	4
C-800	26000	50000	212-hp HD V-8	111 135 153			84" 108" 126"	1 1 1	4
C-900	30000	60000	212-hp HD V-8	111 135 153			84" 108" 126"	1 1 1	4
TOTAL 4†									
PARCEL DELIVERY P SERIES									
SERIES	MAX. GVW (LB.)	ENGINES AVAILABLE	WHEELBASES (IN.)	CHASSIS W/SH'D FRONT END*	STRIPPED CHASSIS†	UNITS	TOTAL		
P-350	8000	139-hp SIX 181-hp V-8	104 122	47.5" 105.5"	41.2" 99.2"	1 1	2		
P-400	10000	139-hp SIX 181-hp V-8	117	120.5"	114.0"	1	1		
P-500	15000	139-hp SIX 181-hp V-8	137	126.5"	114.0"	1	1		
P-600	17000	178-hp HD V-8	137	126.5"	114.0"	1	1		
TOTAL 32									
SCHOOL BUS B SERIES									
SERIES	CAPACITY RANGE	MAX. GVW (LB.)	ENGINES AVAILABLE	WHEELBASES (IN.)	CHASSIS-COWL (CLA)	UNITS	TOTAL		
B-500	UP TO 36 PASS.	15000	139-hp SIX—181-hp V-8	154	126.2"	3	3		
B-600	UP TO 48 PASS.	17000	139-hp SIX—181-hp V-8	192	164.2"	3	6		
B-700	UP TO 60 PASS.	21000	181-hp V-8—178-hp HD V-8	220	192.2"	2	4		
B-750	UP TO 66 PASS.	25000*	181-hp V-8—178-hp HD V-8	245	215.2"	1	2		
B-800	UP TO 72 PASS.	29000*	196-hp HD V-8	262	237.2"	1	2		
TOTAL 15									
GRAND TOTAL 300									

\*Pickups Available with Either Styline or Flare Side Body. (CA)—Back of Cab to Rear Axle. (CL)—Windshield to Rear Axle. (CLC)—Back of Cowl to Rear Axle. \*With Custom Ranchero Only. \*With Single Rear Tire only (up to 8.125-8 PR). —GVW 7600 lb. †With Dual Rear Tires Only. †Tractor. \*With Transomatic Drive Only. †Optional GVW or GCW with Heavy Duty Equipment. †With 196-hp HD V-8 engine. †Dimensions—Door Pillar to Rear Axle. †Dimensions—Steering Wheel to Rear Axle.

The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this folder are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

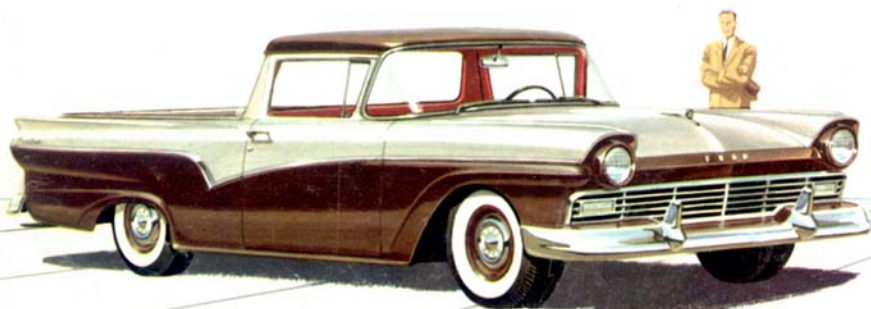
**FORD DIVISION OF FORD MOTOR COMPANY • DEARBORN, MICHIGAN**

\*Many more options and accessories are available. See your Ford Dealer.



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modern through and through!**



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