

*the 1955 Ford Courier*

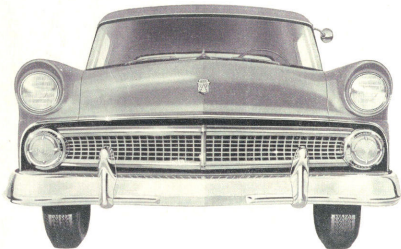


**AMERICA'S MOST  
DISTINCTIVE . . . AND USEFUL  
. . . SEDAN DELIVERY**

The '55 Ford Courier Custom Delivery complements the striking beauty of Ford's new flow-line styling with the business-like efficiency of '55 Ford Triple Economy Trucks. It's the perfect combination of distinction *and* utility. For the all-new Courier builds prestige and attracts customers for your business at the same time it provides you with swift, economical delivery service!

## *Courier*

Handsome all-new styling of the Courier is highlighted by its full-wrap windshield, modern "cross-hatch" grille and sweeping lines. Under the low hood lies a new high-torque engine with modern SHORT-STROKE design to save gas—Y-block V-8 or I-block Six, as you prefer. Within the long, sleek body are 102 cu. ft. of loadspace, fully lined to protect your valuable merchandise. And on the outside, over 27 sq. ft. of door and panel area furnish eye-catching display for your firm name and advertising message.



## ... Fordomatic, Overdrive or Conventional Drive!

Ford for '55 offers a choice of three great drive combinations to suit your exact driving requirements. **Speed-Trigger Fordomatic Drive\*** with new automatic low-gear "step-down" starting, when desired, for road-commanding performance. New smoother, fully-automatic shifts "baby" fragile loads. Smooth power flow protects engine, drive line and rear axle, cuts maintenance costs. **Ford Overdrive\*** which reduces engine speed 30% while maintaining road speed, saves up to 15% on gas. **Conventional Drive** with smooth-shifting 3-speed Synchro-Silent transmission. Teams with Ford's light-action semi-centrifugal clutch and suspended clutch pedal for the easiest manual shifting available.

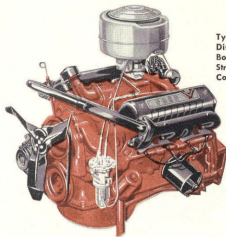
\*At worth-while extra cost.

## New Trigger-Torque Power with your choice of V-8 or SIX!

Choose either new, higher compression engine, V-8 or Six. Each has modern **SHORT-STROKE** design to reduce friction and wear, liberate more power per gallon of regular gas . . . and rigid deep-block construction for smoother operation!

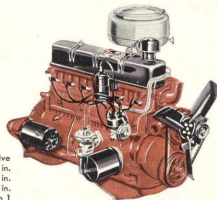
**New Y-block V-8** brings totally new, flashing performance to the sedan delivery field! Some of its many advanced features: new free-flow intake and exhaust systems for greater efficiency . . . improved free-turning overhead valves for longer life . . . new anti-fouling 18-mm. "Turbo-Action" spark plugs, a Ford first!

**New I-block Six** is the only completely modern, **SHORT-STROKE** Six in its class! Wedge-shaped high-turbulence combustion chambers, full-flow oil filter, integral valve guides and other features shared with *Y-block V-8* give bedrock operating economy!



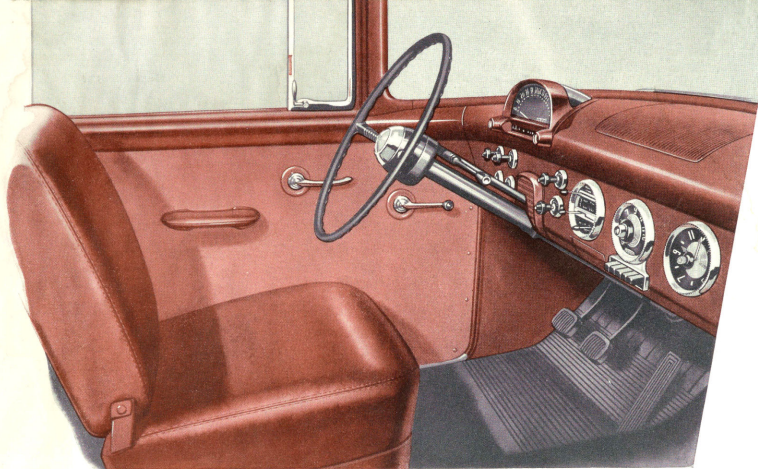
### 162-H.P. Y-BLOCK V-8

Type . . . . . 8-cyl., 90° V, overhead-valve  
Displacement . . . . . 272 cu. in.  
Bore . . . . . 3.62 in.  
Stroke . . . . . 3.30 in.  
Compression Ratio . . . . . 7.6 to 1



### 120-H.P. I-BLOCK SIX

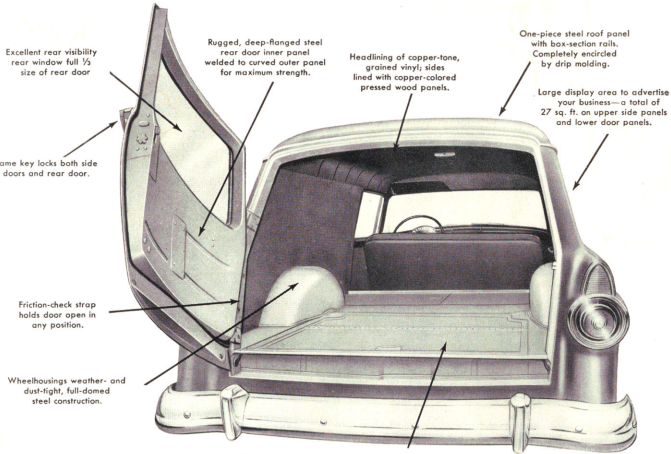
Type . . . . . 6-cyl., in-line, overhead-valve  
Displacement . . . . . 223 cu. in.  
Bore . . . . . 3.62 in.  
Stroke . . . . . 3.60 in.  
Compression Ratio . . . . . 7.5 to 1



## Interior Styling

Distinguished exterior beauty of the all-new Courier is matched by the smartness and utility of its interior. New full-wrap windshield accents the unconfined roominess. And its total of 1098.1 square inches of one-piece safety plate glass increases forward vision area by 16.8% for greater driving ease and safety. Newly styled Astra-Dial Control Panel is both beautiful to look at and exceptionally easy to read. The Courier's individual-type, adjustable seat (available with resilient foam-rubber padding in cushion) provides easy-chair comfort for the driver. Scientifically balanced non-sag

springs in cushion and seat back give natural body support for day-long driving efficiency. Available at moderate extra cost: matching auxiliary seat . . . or full-width seat which takes three persons with ease and equips the Courier for double duty as a family car. Add the superb styling and comfort of the '55 Courier to the still-smoother riding qualities of Ford's new Angle-Poised Ball-Joint Front Suspension, Ford's great operating economy, and its ability to stay "on duty" longer, and you'll see why the Courier is a business asset worth many times its low first cost.



Excellent rear visibility rear window full 1/2 size of rear door

Rugged, deep-flanged steel rear door inner panel welded to curved outer panel for maximum strength.

Headlining of copper-tone, grained vinyl; sides lined with copper-colored pressed wood panels.

One-piece steel roof panel with box-section rails. Completely encircled by drip molding.

Large display area to advertise your business—a total of 27 sq. ft. on upper side panels and lower door panels.

Same key locks both side doors and rear door.

Friction-check strap holds door open in any position.

Wheelhousings weather- and dust-tight, full-domed steel construction.

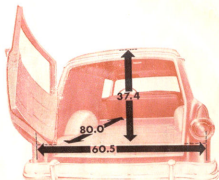
Door opening size:  
Height (vertical)—32.1 in.  
Width (at floor)—46.9 in.

3/4-inch plywood floor covers welded steel floor pan, which is specially ribbed for rigidity and quietness. All joints welded and sealed to give weather- and dust-tight insulation.

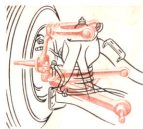
Full-width seat shown is available at moderate extra cost.

## 102 Cubic Feet of Load Capacity

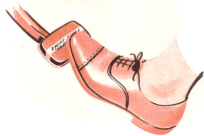
The unusually large, roomy load area of the all-new Courier—102 cubic feet, including handy space to right of the driver's seat—enables faster, easier handling of parcels. Wide rear door opening, with door remaining open in any position, helps make the driver's job easier and keeps parcels from being damaged in loading and unloading. Interior is fully lined for smart appearance and maximum protection of merchandise: sturdy plywood floor, pressed-wood sides, vinyl headlining. These are just a few of the many reasons why a Ford Courier can do more work, more efficiently, in less time.



Generous dimensions of the '55 Courier afford load-space that is both ample in size and easy to work. Rear door opening is nearly four feet wide at floor level, for maximum ease of loading. The all-around convenience and utility of the beautiful Courier mean greater time-savings, bigger profits for you.



Here's a big reason for the Courier's smooth ride—new Angle-Poised Ball-Joint Front Suspension. Suspension is tilted so that springs can better absorb shocks from the front, reducing even minor road jars as much as 15%. New soft-riding tubeless tires also give greater protection against punctures and blowouts.



Ford brakes for '55 are larger and have more powerful self-energizing action for smoother straight-line stops. Big new 202 sq. in. lining area gives up to 50% longer lining life. Suspended brake pedal provides toe-touch braking ease. Extra-wide pedal with Fordomatic for either-foot operation.

# Specifications OF THE 1955 FORD COURIER

MAXIMUM GROSS VEHICLE WEIGHT 4,600 POUNDS

**162-H.P. V-block V-8:** Low-Friction, overhead-valve 90° V-type; 3.62 in. bore x 3.30 stroke; 272 cu. in. displacement; Torque 258 lbs.-ft.; 7.6 to 1 Compression Ratio. Fully counterbalanced, precision-molded, alloy iron crankshaft selectively fitted, steel-backed main bearings with thin lead-base bushings and crankpin bearings with thin, copper-lead linings. Tin-plated, super-fitted aluminum-alloy pistons, 3 rings—top 2 cadmium-plated. Adjustable free-turning valves. Series-flow cooling system, 20-quart capacity (plus 1 qt. for heater); 3-blade, 18½ in. diam. fan; pressure-type radiator cap; thermostatic-capsule type thermostat. Dual downdraft carburetor; manual choke; automatic heat control valve; diaphragm-type fuel pump; oil bath air cleaner\*. Full-pressure lubrication; Full-Flow oil filter with replaceable element (at extra cost); positive crankcase ventilation; oil capacity (including filter) 6 qts. dry—5 qts. refill. Automatic Power Pilot; Weatherproof Ignition System; 35-amp., 250 watt generator; 3-unit regulator; high-torque starting motor; 6-volt, 17-plate, 90-amp. hr. battery.

**120-H.P. I-block Six:** Low-Friction, overhead-valve, in-line type, 3.62 in. bore x 3.69 in. stroke; 223 cu. in. displacement; Torque 195 lbs.-ft.; 7.5 to 1 Compression Ratio. Fully counterbalanced, precision-molded, alloy iron crankshaft with vibration damper; selectively fitted, steel-backed, main and crankpin bearings with thin, lead-base babbit linings. Tin-plated, super-fitted aluminum alloy pistons, 3 rings—top 2 cadmium-plated. Adjustable free-turning valves. Series-flow cooling system, 15-quart capacity (plus 1 qt. for heater); 3-blade, 18 in. diam. fan; pressure-type radiator cap; thermostatic-capsule type thermostat. 4-1/2-inch downdraft carburetor; manual choke; automatic heat control valve; diaphragm-type fuel pump; oil bath air cleaner\*. Full-pressure lubrication; Full-Flow oil filter with replaceable element (at extra cost); positive crankcase ventilation; oil capacity (including filter) 5 qts. dry—4 qts. refill. Automatic Power Pilot; Weatherproof Ignition System; 35-amp., 250 watt generator; 3-unit regulator; high-torque starting motor; 6-volt, 17-plate, 90-amp. hr. battery.

*†Combination fuel and vacuum pump, optional at extra cost, is factory-installed on all Couriers sold in states requiring positive-action windshield wiper operation and on all Couriers equipped with Overdrive or Fordomatic Drive.*

*\*Oil bath type air cleaner, optional at extra cost, is factory-installed on all Couriers for delivery in dust areas.*

**Clutch:** Dry, single-plate, semi-centrifugal type; 9.5 in. outside diameter standard with I-block Six; 10 in. outside diameter standard with V-block V-8. Suspended pilot and linkage; sintered bronze pilot bearing; ball-type throwout bearing.

**Conventional Drive:** Selective-gear type, 3 speeds forward, one reverse; all gears helical type; forged-bronze synchronizers for second and third speeds. Ratios: I-block Six—1st, 2.73 to 1; 2nd, 1.61 to 1; 3rd, 1.00 to 1; Reverse, 3.36 to 1. V-block V-8—1st, 2.57 to 1; 2nd, 1.63 to 1; 3rd, 1.00 to 1; Reverse, 3.13 to 1.

**Overdrive** (optional at extra cost): 3-speed selective-gear type transmission combined with planetary gear train which provides

automatic fourth-speed gear that cuts in at 27 mph (approx.) cuts out at 21 mph (approx.); ratio 0.70 to 1.

**Fordomatic Drive** (optional at extra cost): Single-stage, 3-element, hydraulic torque converter; with automatic planetary gear train; forced air cooling; 5 position, Safety-Sequence Drive Selector.

**New Stronger Double-Dar Construction:** 5 cross members and heavy box-section side rails; K-brac construction.

**New Angle-Peised Ball-Joint Front Suspension:** rubber-bushed, transverse-link type with sealed ball joints spring-loaded for automatic take-up of wear; tailored-to-weight coil springs; new full-displacement tubular shock absorbers; new link-type stabilizer.

**Variable-Rate Rear Spring Suspension:** Long, 7-leaf, semi-elliptic springs, longitudinally mounted; rubber bushings at shackles and brackets; impregnated inserts under tips of the five top leaves for damping control; tension-type shackles; tubular, double-acting, diagonally mounted, Viscous Control shock absorbers.

**Rear Axle:** Semi-floating type; hypoid gear; forged axle shafts with integral flanges; composite-type housing. Ratios, V-8 or SIX engine and Conventional Drive: 4.09 to 1 std., 4.27 to 1 optional; Ratio, V-8 or SIX engine and Overdrive: 4.27 to 1 std.; Ratio, V-8 or SIX engine and Fordomatic Drive: 3.51 to 1 standard.

**Double-Seal Hydraulic Brakes:** Suspended pedal actuation of 4-wheel duo-servo type, double-sealed front and rear brakes; 11" diameter composite steel and cast iron drums; molded linings, 202.9 sq. in. lining area. Hand brake is T-handle on dash for actuation of rear brakes.

**Steering System:** Symmetrical linkage with spring-loaded ball stud in steering cross link; 90° mounted worm and roller type gear with double-tooth roller on needle bearing; 20:1 to 1 gear ratio; 25.3 to 1 over-all steering ratio; 18 in. diameter steering wheel. Turning diameter (center of outer front wheel) approx. 41 feet.

**Wheels and Tires:** Tubeless tires, or available with tubes, 6.70 x 15 4-ply tires on 5" rims standard for 4100 lbs. GVW; 7.10 x 15 4-ply tires on 5" rims optional at extra cost for 4200 lbs. GVW; 7.10 x 15 7-ply optional at extra cost for 4600 lbs. GVW. Black sidewalls standard, white sidewalls optional at extra cost.

**Exterior Dimensions:** 115.5" wheelbase; 58" front and 56" rear tracks; over-all width, 75.8"; over-all length, 197.6"; over-all height with normal load, 62.2".

**Interior Dimensions:** Leg room, 42.9"; head room, 36.3"; toe board to seat back, 44.7"; windshield to back window, 127.4".

**Sign Panel Area:** Side panel above belt line—length 60", height 15". Door panel below belt line—height 28", width 39". Total area (both sides) 27.4 sq. ft.

**Exterior Colors and Upholstries:** Raven Black, Banner Blue, Aquatone Blue, Waterfall Blue, Sea Sprite Green, Neptune Green,

Snowshoe White, Pine Tree Green, Buckskin Brown and Torch Red. Seat cushion and seat back are covered with dark copper grained vinyl. Door panels are smooth pressed wood, medium copper in color. Side panels of load area are medium copper pressed wood.

**Instruments and Controls:** The new Ford Astra-Dial control panel for '55 has functional, advanced-design beauty. Three circular chrome bezels are provided for optional clock on right, radio center, Magic-Kire heater controls left. New wider Astra-Dial speedometer has odometer, fuel and temperature gauges, generator and oil pressure warning lights. Bright metal bosses at bottom corners incorporate turn signal indicators. Fordomatic models have new selector quadrant in steering column support bracket. Control knobs are left of steering column—main light switch, light dimmer, left air duct control, windshield wipers, starter-ignition switch. On right, cigarette lighter and manual choke. All control knobs have indirectly fitted plastic bezels for easy location. Ash tray is at right of steering column. Dispatch box has dash panel lock with downward slanting compartment. T-handle for parking brake on lower left edge of panel. Hood latch and safety catch are operated from front by separate levers.

**Standard Equipment:** Astra-Dial Control Panel with ash tray and locking-type parcel compartment; dual windshield wipers; twin horns; left-hand outside rear view mirror; two-spoke, black steering wheel; interior light operated by switch; non-sag driver's seat.

Front and rear bodyguard bumpers with guards; nameplate designating model on front fenders; V-8 insignia on front fenders and on instrument panels of Couriers so equipped; Fordomatic or Overdrive nameplate on back door of Couriers so equipped; rain shields at front vent windows; modernistic dual tail lamps; one-piece full-wrap windshield.

Sun visor on driver's side; horn button at center of steering wheel; black rubber front floor mat; black rubber exterior reveal molding at windshield and rear window; gas filler tube at left rear of body.

**Optional Equipment and Accessories** (extra-cost items in addition to those listed above): Ford Magic-Kire all-climate, all-season, heating, ventilating and defrosting system; radio receiver; spotlight; portable spot and utility light; right-hand outside rear view mirrors; right-hand sun visor; engine governor; turn indicators; full wheel hub caps; rear fender shields; exhaust deflectors; license plate-frame; stem-wind clock; electric clock; hand brake signal; cigar lighter; windshield washer; auxiliary passenger seat; full-width seat; thick foam-rubber padding for all seats.

*The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of the Ford Motor Company, whose policy is one of continuous improvement, reserves the right, however, to discontinue models at any time, or change specifications, design, trim, equipment or prices without notice and without incurring obligation.*

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