

SERIES
F-800

Max. G.V.W.
22,000 lbs.

Max. G.C.W.
48,000 lbs.



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 with Ford's traditional operating economy! Modern overhead-valve, short-stroke design in the mighty, new 170-h.p. Cargo 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!

Tackles the toughest trucking jobs with ease!

**NEW F-800
BIG JOB**
Max. G.V.W.
22,000 lbs.
Wheelbases: 132, 144,
156, 175 and 192 in.



A driver at the wheel of Ford's F-800 carrying a full load would hardly know he's hauling a mighty 22,000 lbs. G.V.W! So easy are these new Triple Economy F-800's to handle, especially with new Master-Guide Power Steering . . . in on- or off-the-road operation. F-800 BIG JOBS offer everything needed to haul big loads faster, safer, with less effort and at low cost!

Fifteen models to choose from, all with new, high-compression performance in the new 170-h.p. Cargo King V-8! Overhead-valve, LOW-FRICTION engine design gives you big power reserves to move heavy loads . . . and move them economically! Ford's 3-man DRIVERIZED Cabs reduce driver fatigue, contribute to driver alertness and efficiency.

Wide equipment choice for flexible performance. Single- or 2-speed rear axles, H. D. 5-speed Synchro-Silent transmissions with direct- or over-drive, tires up to 10.00-20. Vacuum power-operated hydraulic, air-over-hydraulic, or full air brake systems. New Master-Guide Power Steering available, reduces as much as 75% of the steering effort.

BUILT FOR LOW-COST MOUNTING OF ANY SPECIAL BODY FROM 7½ TO 19 FT.

Versatile F-800 BIG JOBS have clean chassis design for low-cost mounting of any kind of custom body—for any kind of job! Chassis-cab available on 5 wheelbase lengths for 2-unit special-purpose bodies, chassis-cowl and chassis-windshield for single-unit custom bodies, as follows: 132-in. for 7½-9 ft.; 144-in. for 9-11 ft.; 156-in. for 10-13 ft.; 175-in. for 13-16 ft.; and 192-in. for 16-19 ft. load length ranges. Major body and equipment manufacturers offer you a broad choice of bodies to fit the F-800. Your Ford Dealer will be happy to assist you in selecting the one that fulfills your job requirements.

Now available with new
**Master-Guide
Power Steering!**



ROCK DUMP
132-, 144-, 156-in. wbs.



LIME SPREADER
144-, 156-, 175-in. wbs.



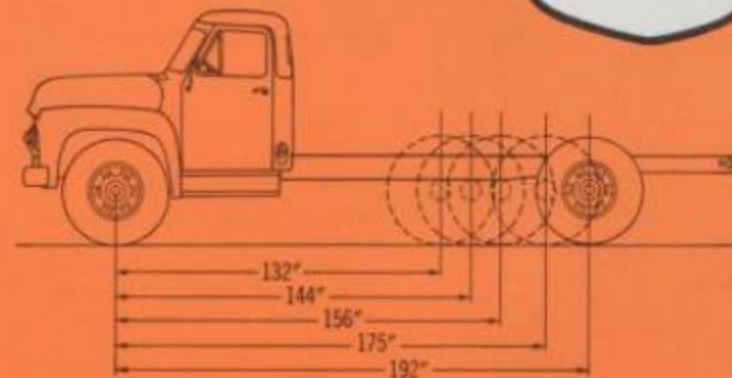
GARBAGE AND SANITATION
144-, 156-, 175-in. wbs.



CHICAGO STAKE
156-, 175-, 192-in. wbs.

NEW F-800 BIG JOB CHASSIS-CAB

Payload
(body, equipment, etc.)
—up to 15,366 lbs.

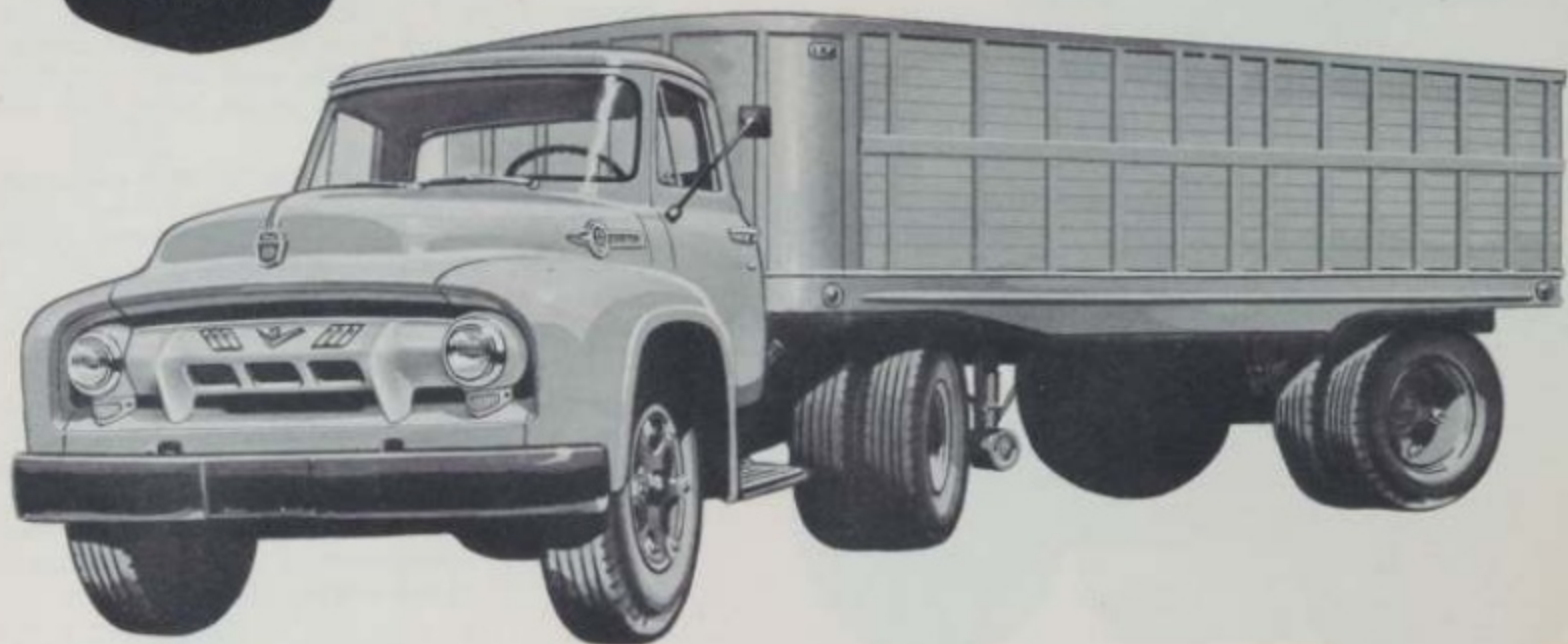


**NEW F-800
BIG JOB
TRACTOR**

Max. G.C.W.
48,000 lbs.

Wheelbases:
132 and 144 in.

A High-Powered Tractor-Trailer for Extra Heavy Duty Hauling



BIG POWER RESERVES

On hills, on straightaways, Ford's all-new V-8 power with high compression provides instant response and flexibility at all speeds! New LOW-FRICTION overhead-valve design converts more power into usable power—yet retains traditional Ford economy.

FLEXIBLE PERFORMANCE

Ford F-800's give you a choice of single or 2-speed rear axles . . . Heavy Duty 5-speed Synchro-Silent transmissions, direct or overdrive . . . vacuum-boosted hydraulic, air-over-hydraulic, or full air brake systems . . . tires up to 10.00-20 . . . and other equipment for flexibility needed to meet your hauling conditions.

TIME-SAVING MANEUVERABILITY

Every easy-handling control, every Driverized Cab feature, has been designed-in to make it easier on the driver by reducing fatigue, conserving energy, saving time and keeping him happy on the job! He gets visibility unlimited, responsive brakes, top handling ease, Master-Guide Power Steering (available), to name a few.

Rugged new Ford F-800's pack the power you need to pull up to 48,000-lbs. gross in the tractor-trailer combination on long or short hauls. You get dependable high-compression performance in the new, LOW-FRICTION, 170-h.p. *Cargo King V-8*, the mightiest truck engine Ford has ever built! Short-stroke design cuts piston travel, reduces friction "power waste," liberates more *working power* to the clutch. You save on moving parts wear . . . and get longer life from your engine!

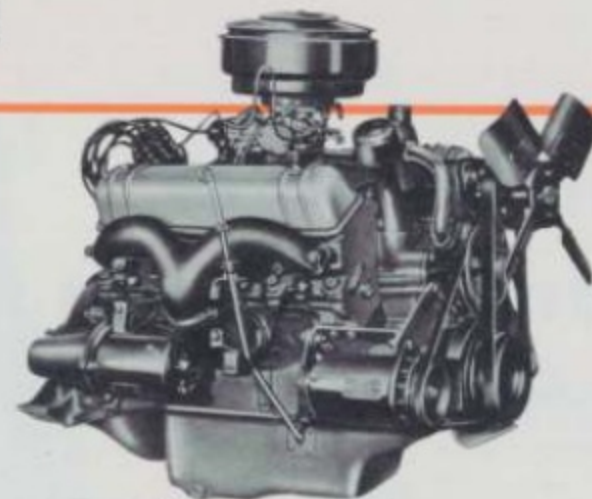
Short-wheelbase F-800 tractors provide easy maneuverability, with a short turning circle . . . a big time- and labor-saver in fast-moving traffic, or when maneuvering in and out of loading docks. New *Master-Guide Power Steering* available, cuts manual steering effort as much as 75%.

Ford F-800's handle any semi-trailer you choose. Available in two wheelbase lengths—132 and 144 inches. With wide equipment choice for greater operating flexibility, you can get a new F-800 Big Job "tailored" to your exact requirements.

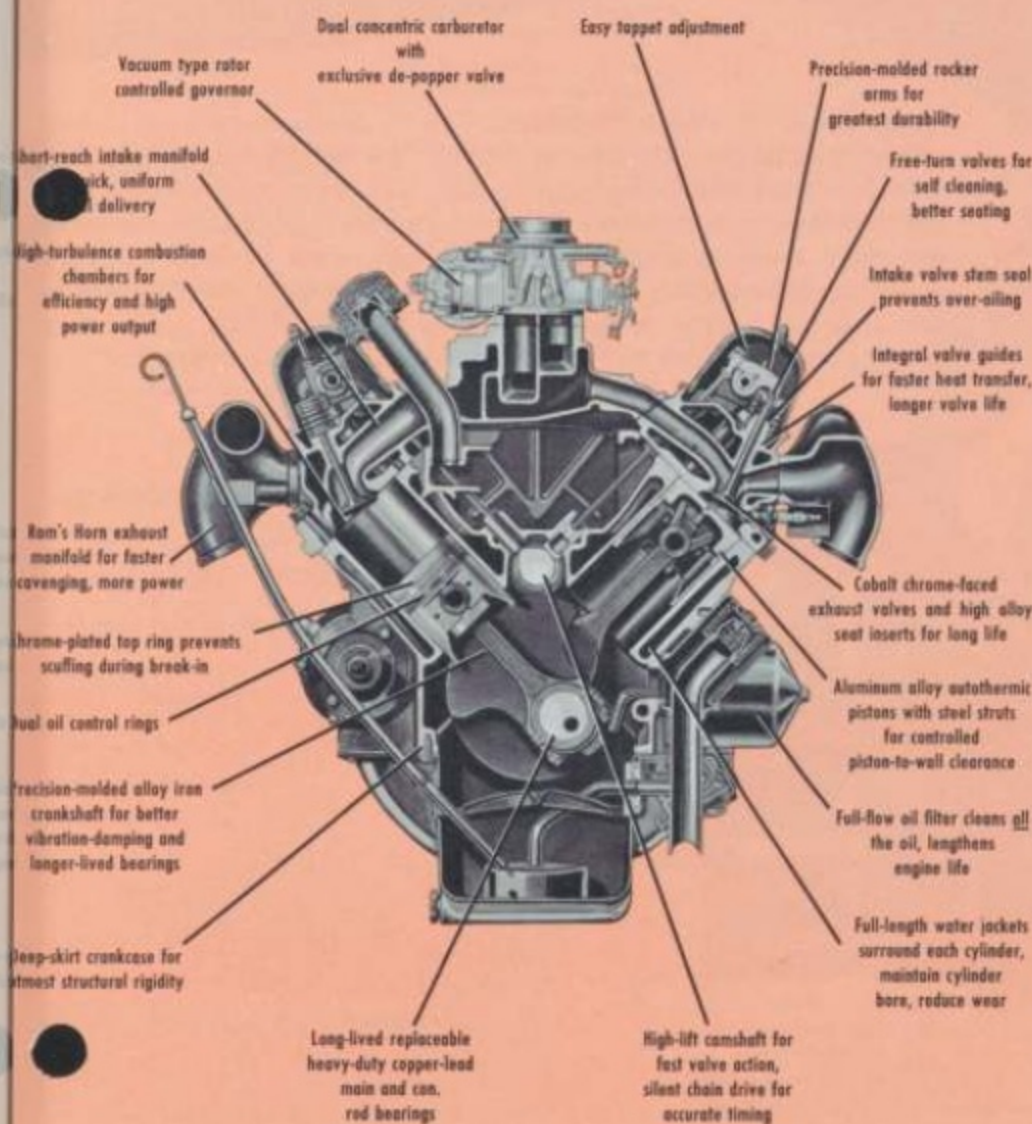


New! High-Compression, Gas-Saving LOW-FRICTION V-8 POWER!

Ford's new LOW-FRICTION 170-h.p. *Cargo King V-8*, the mightiest truck engine Ford has ever built, develops up to 38% more horsepower per cu. in. displacement than other engines in its class! Deep-skirt integral crankcase and wide base flywheel housing provide high structural rigidity for smoother, longer-lived engine performance! Short piston stroke reduces internal friction waste, delivers more power to the clutch . . . with good gas economy. Wherever you haul, Ford's new *Cargo King V-8* provides instant response and flexibility at all speeds. And low operating and maintenance costs are easy on your pocketbook.



Displacement—317 cu. in.	Bore—3.80 in.
Brake Horsepower—170 at 3900 r.p.m.	Stroke—3.50 in.
Torque—286 lbs.-ft. at 1700-2300 r.p.m.	Compression Ratio—7.2 to 1



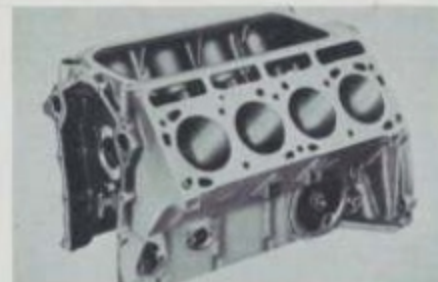
SHORT-STROKE POWER

. . . provides higher efficiency, longer engine life. Piston travel is reduced up to 32% over other engines of comparable displacement, saves on gas, parts wear.



SHORT-REACH MANIFOLDS

. . . for more power, higher torque. The result of improved breathing with bigger duplex intake passages, larger intake valves, greater turbulence, faster scavenging with new Ram's Horn exhaust manifolds and a higher compression ratio.



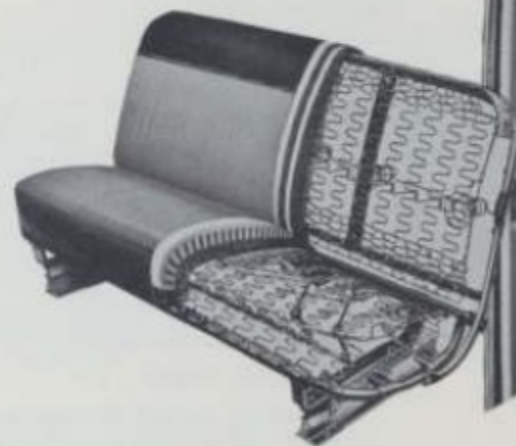
DEEP-BLOCK DESIGN

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

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 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 14 "CUSTOMIZED" EXTRAS

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

EXTERIOR

- Bright metal chevrons on grille.
- Bright metal frames around Air Wing vents.
- Bright finish drip molding cap.
- Matched door locks on both doors.

INTERIOR

- Two-tone seat upholstery.
- 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.

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



WHEELBASE	DIAM. IN FEET
132"	45.8
144"	49.1
156"	52.4
175"	57.6
192"	62.3

WIDE TRACK, SET-BACK FRONT AXLE . . . for short turning diameter! Wide tread gives greater stability, set-back front axle offers better distribution of load weight.



SYNCHRO-SILENT TRANSMISSION

Heavy Duty 5-speed Synchro-Silent transmission, direct-in-fifth, eliminates "double-clutching," gives greater safety in "down-shifting" —standard on every F-800 model. Optional: Heavy Duty 5-speed Synchro-Silent transmission with overdrive.

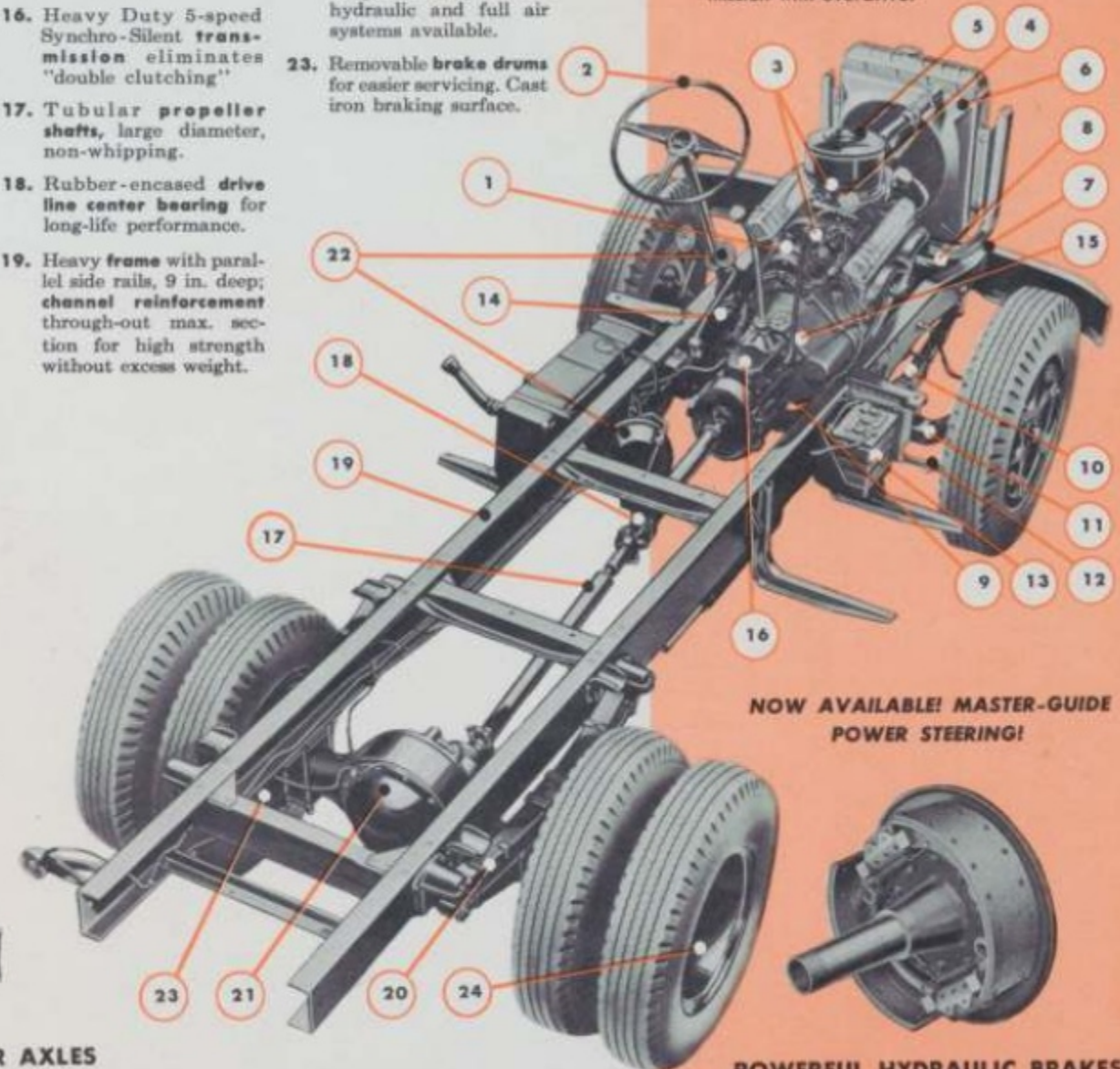
- New, **LOW-FRICTION**, 170-h.p. *Cargo King V-8*, with high sustained torque for top performance and economy.
- Master-Guide Power Steering** available; reduces steering effort as much as 75%; gives full time turning ease.
- Ford Power Pilot** fully automatic carburetor-distributor for most power from least gas.
- Integral vacuum-type rotor controlled **governor**, for full throttle operation at any speed up to governed r.p.m.
- Heavy-duty oil bath **air cleaner**, with dust-tight clamp.
- Large capacity flat tube and fin **radiator**, with spherical top tank, for high cooling efficiency.
- Channel bumper** attached directly to extended frame.
- Wide front **cross member** with parallel frame allows roomy engine accessibility.
- Engine mounting** rubber-cushioned for long life, smooth operation.
- Long, easy-action **front springs**—double-wrapped rear eyes for safety, shackled at front.
- Wide-tread, set-back **front axle**, for short turning, more stability, greater maneuverability.
- Tie rod ends** are spring-loaded, ball-socket type, with dust shields, take up wear automatically.
- Battery** safely located away from engine heat.
- Roll-Action **steering** for faster, easier handling.
- 12-inch **Gyro-Grip clutch** multiplies grip with increased speed; low pedal pressure—high plate pressure.
- Heavy Duty 5-speed **Synchro-Silent transmission** eliminates "double clutching"
- Tubular propeller shafts**, large diameter, non-whipping.
- Rubber-encased **drive line center bearing** for long-life performance.
- Heavy **frame** with parallel side rails, 9 in. deep; **channel reinforcement** through-out max. section for high strength without excess weight.
- Wide-span 52" x 3" **rear springs**, with 37 1/4" x 3" auxiliary, provide balanced load support.
- Heavy Duty spiral bevel full-floating **rear axle**. Single speed std., 2-speed with electric shift avail.
- Powerful, self-energizing **brakes**, vacuum power-operated; double-cylinder, rear, with high-torque, self-centering action for longer life; air-over-hydraulic and full air systems available.
- Removable **brake drums** for easier servicing. Cast iron braking surface.

Tachometer available, at extra cost.



CHOICE OF REAR AXLES

Heavy Duty, single-speed rear axle of spiral bevel, full-floating type standard. Rugged one-piece bonjo housing. For positive alignment, pinion is straddle-mounted and ring gear is backed by adjustable thrust plate. High capacity roller bearings throughout. 2-speed planet axle, electric shift, available.



NOW AVAILABLE! **MASTER-GUIDE POWER STEERING!**

POWERFUL HYDRAULIC BRAKES

Big, self-energizing brakes. Vacuum power-operated, relieves foot pedal pressure, boosts brake shoe pressure over 100%, for smooth, safe stopping. Double cylinder, rear, with self-centering brake shoes. Air-over-hydraulic and full-air systems available at extra cost.

