

SERIES  
**F-900**

Max. G.V.W.  
27,000 lbs.

Max. G.C.W.  
55,000 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!**

# MIGHTIEST OF ALL FORD'S CONVENTIONAL 4-WHEEL TRUCKS

## NEW F-900 **BIG JOB**

Max. G.V.W.—27,000 lbs.  
Wheelbases: 132, 144,  
156, 175 and 192 in.



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

Easy, low-cost mounting of any special purpose body . . . for any kind of job . . . on Ford F-900 Big Job models is made possible by clean chassis design. Chassis-cab available in 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 builders offer you a broad choice of bodies to fit the F-900. Your Ford Dealer will be happy to help you choose the one that fits your exact job requirements.

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

Grueling non-stop distance runs are easy assignments for Ford's F-900, the 27,000-lb. G.V.W. king of Ford's extra heavy duty conventional truck fleet! Big in size . . . big in strength . . . big in power . . . the F-900 Big Job is priced with the lowest in its performance class! You can save at the start . . . you can save on the job, too, as a result of new *Triple Economy* features!

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 for low-cost load hustling. Ford's 3-man DRIVERIZED Cabs reduce fatigue, contribute to driver alertness and efficiency.

Wide equipment choice for flexible truck operation. Single- or 2-speed rear axles, H. D. 5-speed Synchromesh transmissions with direct- or over-drive, tires up to 11.00-22. Vacuum power-operated hydraulic brakes standard. Full air brake system available. New *Master-Guide* Power Steering available, to reduce steering effort as much as 75%.

## NEW F-900 **BIG JOB** **CHASSIS-CAB**

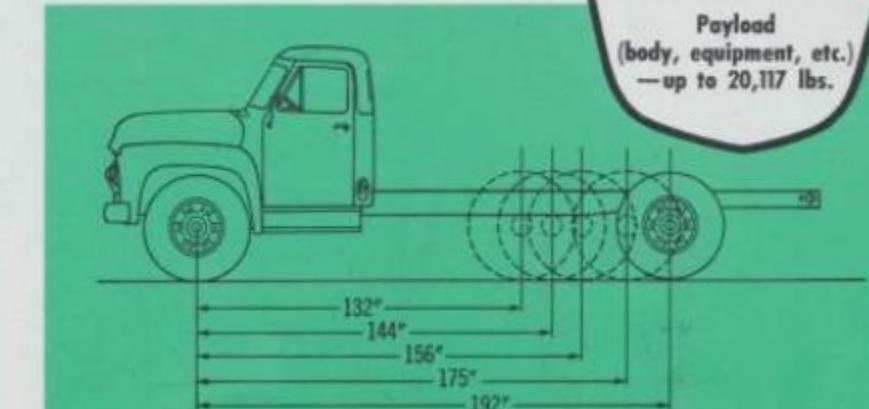
**Payload**  
(body, equipment, etc.)  
—up to 20,117 lbs.



GAS (OIL, MILK) TANK  
156-, 175- and 192-in. wbs.



CONCRETE MIXER  
156- and 175-in. wbs.



LOGGER  
156-, 175- and 192-in. wbs.

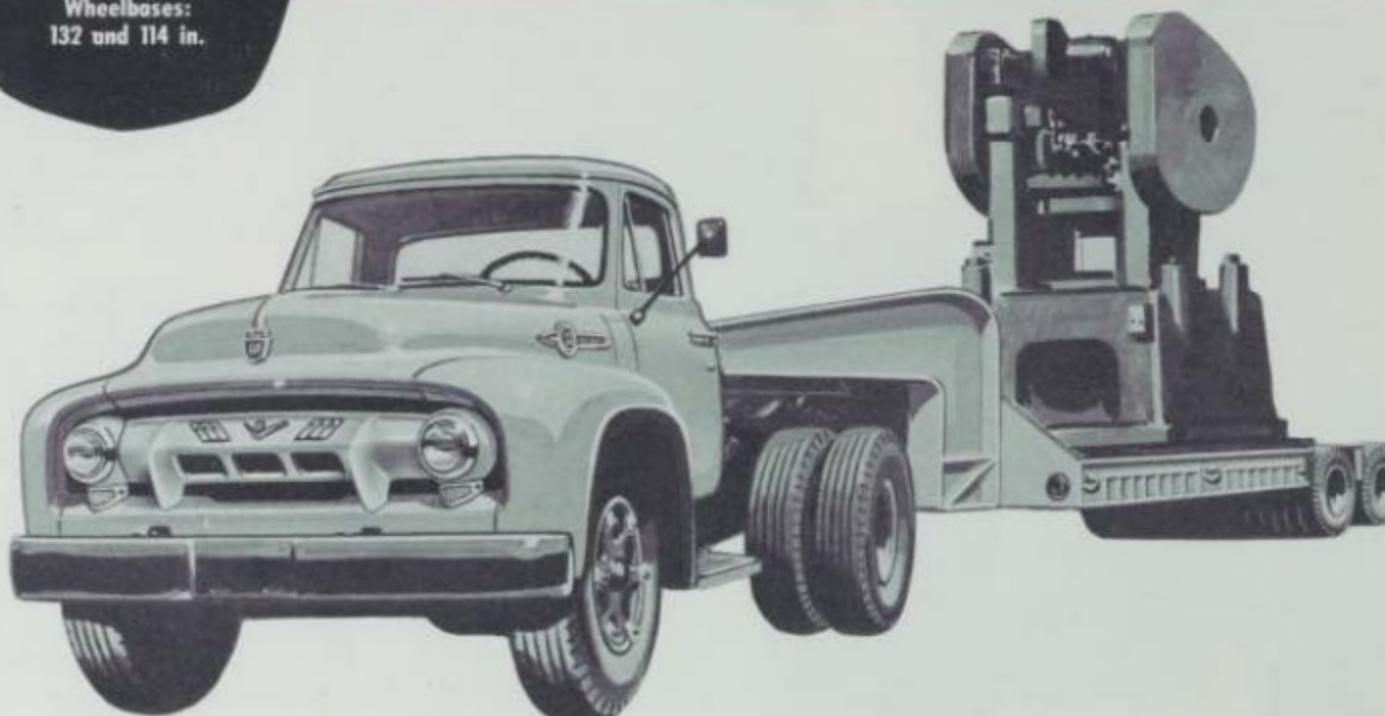


BITUMINOUS (TAR) DISTRIBUTOR  
156- and 175-in. wbs.

**NEW F-900  
BIG JOB  
TRACTOR**

Max. G.C.W.—55,000 lbs.  
Wheelbases:  
132 and 144 in.

**A 55,000-lb. G.C.W. Tractor with  
plenty of Big Job Stamina**



**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-900's give you a choice of single- or 2-speed rear axles... Heavy Duty 5-speed Synchro-Silent transmissions, direct or overdrive... vacuum power-operated hydraulic or full-air operated brake systems... tires up to 11.00-22... 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.



**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.

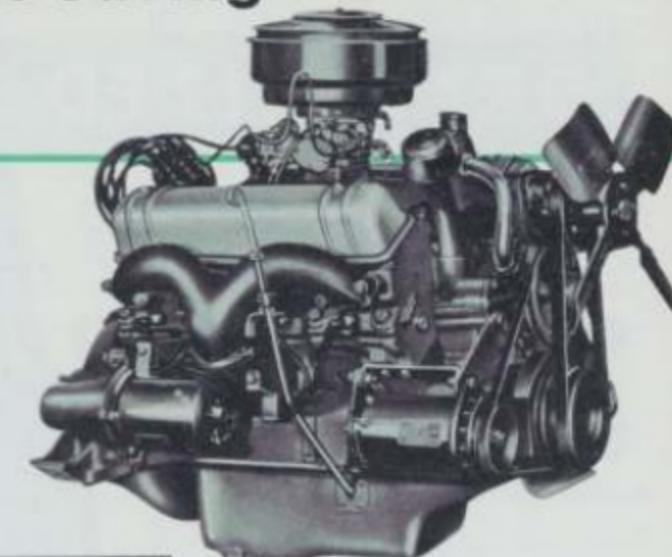
**Brake Horsepower**—170 at 3900 r.p.m.

**Torque**—286 lbs.-ft. at 1700-2300 r.p.m.

**Bore**—3.80 in.

**Stroke**—3.50 in.

**Compression Ratio**—7.2 to 1



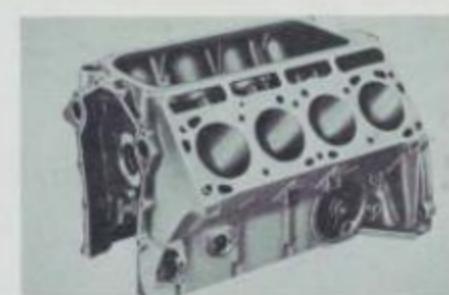
**SHORT-STROKE POWER**

... 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 smooth engine performance.

# FORD'S 3-man DRIVERIZED CABS for greater driver-saving efficiency

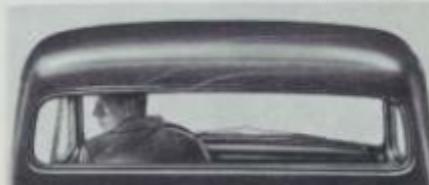


New **UPHOLSTERY** of full-breathing, woven vinyl feels better, looks better, lasts longer, is easier to clean. Wide seat has non-sag springs, exclusive shock snubbers. Seat and seat back adjust independently.

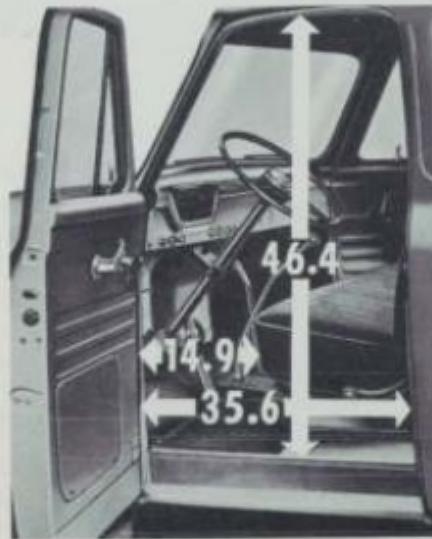
Available with I-REST tinted safety glass!



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 "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.
- 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.
- Foam-rubber seat padding.
- Customized door and body trim.

## Here's more for your money in an extra heavy duty chassis!

- 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.
- Tachometer** available, at extra cost.

- 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; full air brakes available.
- Removable **brake drums** for easier servicing. Cast iron braking surface.
- 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 37½" x 3" auxiliary, provide balanced load support.
- Cast spoke wheels** standard with demountable 3-piece advanced rims in regular or wide base sizes. Tapered steel disc wheels with integral advanced rims optional. Wide choice of tire sizes.

### CHOICE OF REAR AXLES

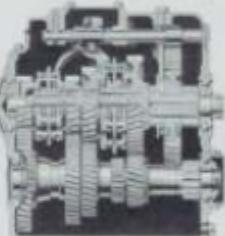
Heavy Duty, single-speed rear axle of spiral bevel, full-floating type standard. Rugged one-piece banjo housing. For positive alignment, pinion is straddle-mounted and ring gear is backed by adjustable thrust plate. High capacity roller bearings throughout. 2-speed planet axle, electric shift, available.



WHEELBASE	DIAM. IN FEET
132"	46.0
144"	49.3
156"	52.5
175"	57.8
192"	62.5

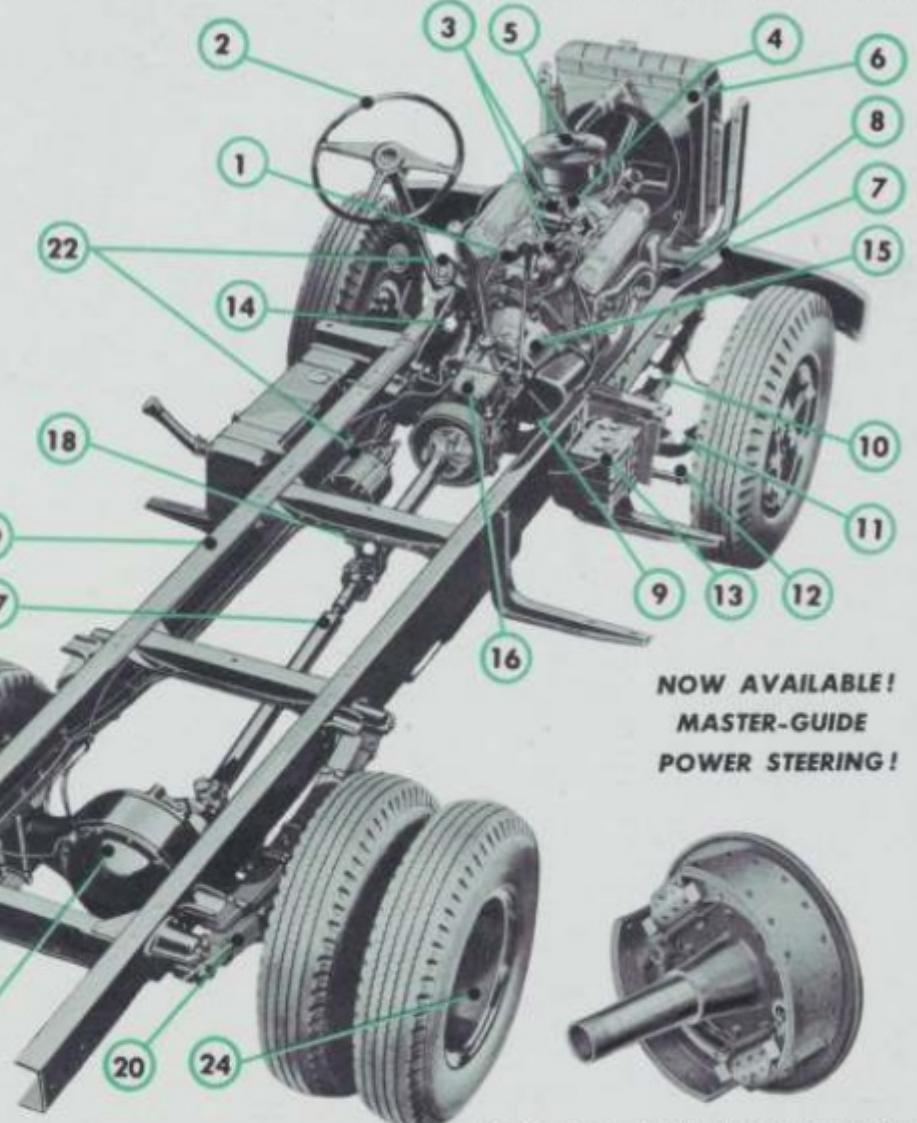
### WIDE-TRACK, SET-BACK FRONT AXLE

... for short turning diameter! Wide tread gives greater stability, set-back front axle offers better distribution of load weight.

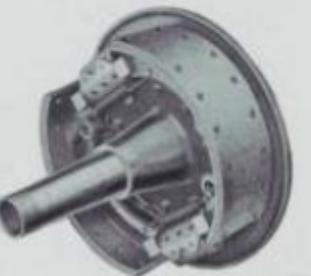


### SYNCHRO-SILENT TRANSMISSION

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



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



### POWERFUL HYDRAULIC BRAKES

Big, self-energizing brakes. Vacuum power operation relieves foot pedal pressure, boosts brake shoe pressure over 100% for smooth, safe stopping. Double cylinder, rear, with self-centering brake shoes for long life. Full air brake system available at extra cost.

