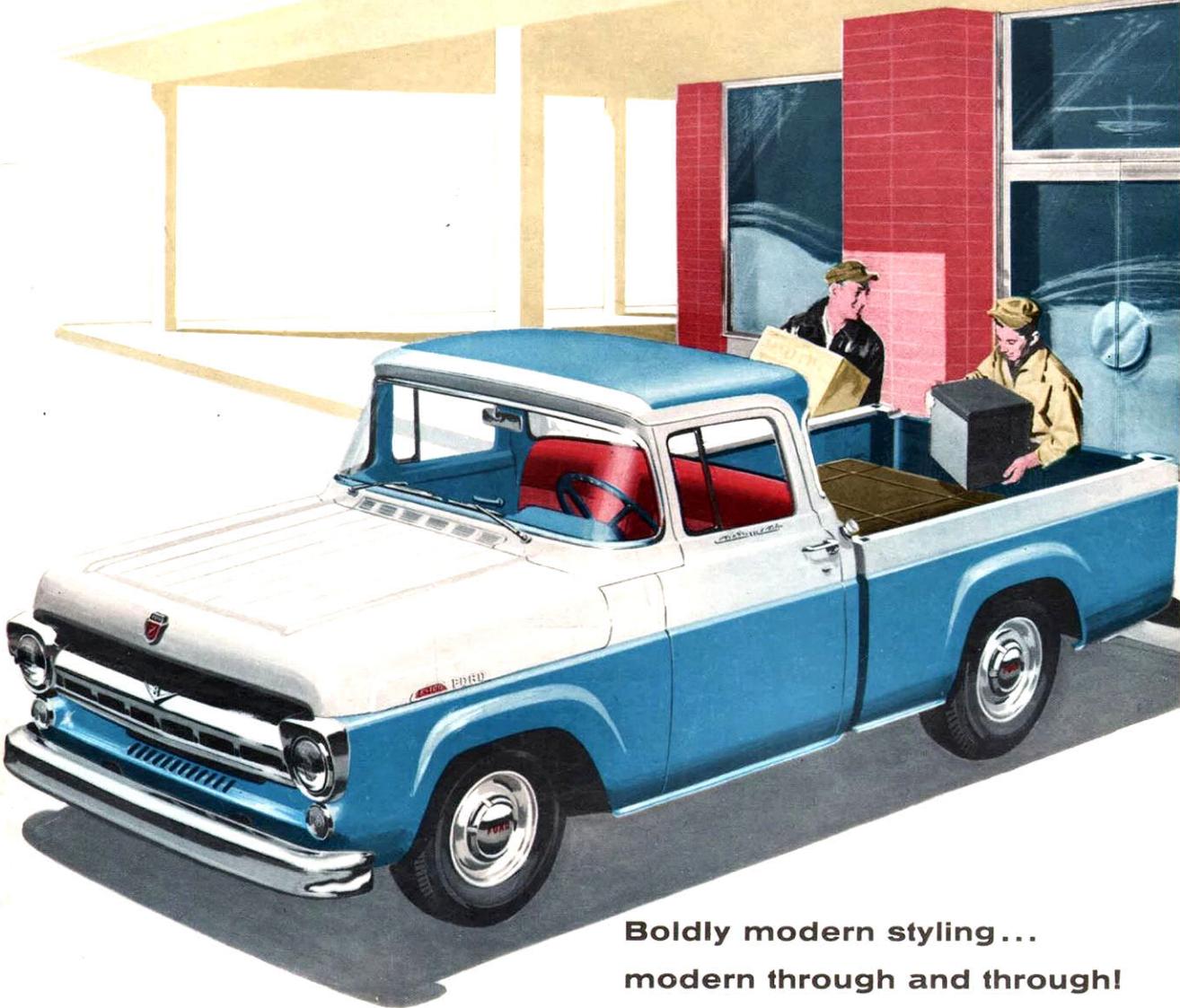


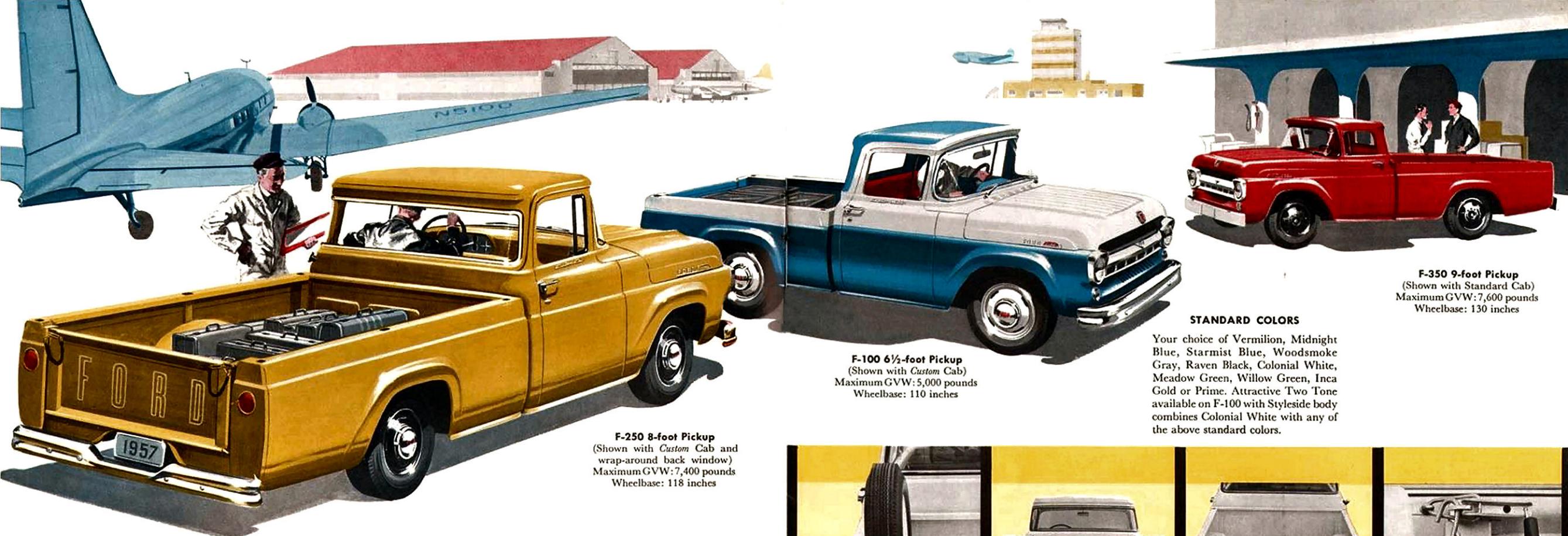
# FORD

**LIGHT DUTY TRUCKS**  
SERIES F-100 • F-250 • F-350



**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!**



## New *Styleside* body standard at no extra cost! Tops in looks . . . bigger in loadspace!

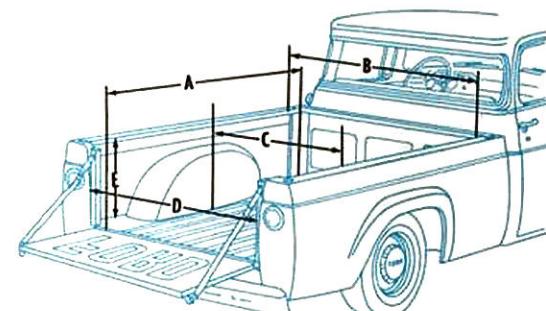
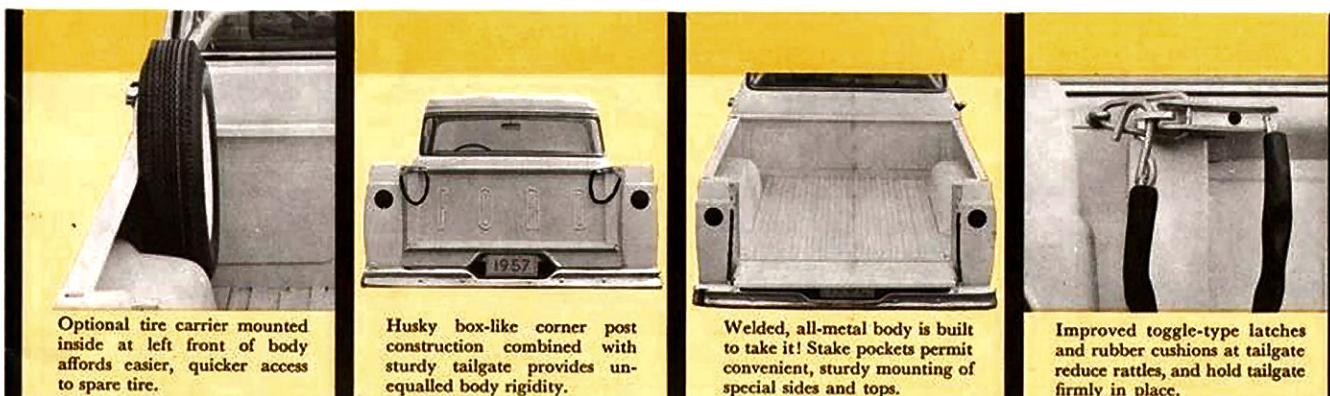
Boldly modern, yes! But the real beauty of Ford's new Styleside body is that it's truly *functional*. Notice how the sides of the body extend out even with the sides of the cab to give you more room inside, more floor space than ever before offered in a pickup. In all, the Styleside bodies give you up to 24% more cubic-foot capacity than other pickup bodies.

Notice, too, the flush rear fenders. When loading or unloading the new Styleside body from the sides, you can stand up *close*—save wear and tear on the muscles. Working the Styleside body from the rear is easier, too. When open, the tailgate is level with the floor to give you a smooth loading surface—no chance to snag or catch cargo when sliding it on or off. Even the integral skid strips

in the steel floor cut loading and unloading effort by making it easier to slide heavy objects in and out.

And speaking of heavy loads, the Styleside takes them in stride! With all-welded, all-steel body construction plus husky box-section corner reinforcements, the Styleside is without rival in rigidity. Sturdy side panels are strengthened by channel-type top rims—full-width cross sills under the body provide firm, solid floor support.

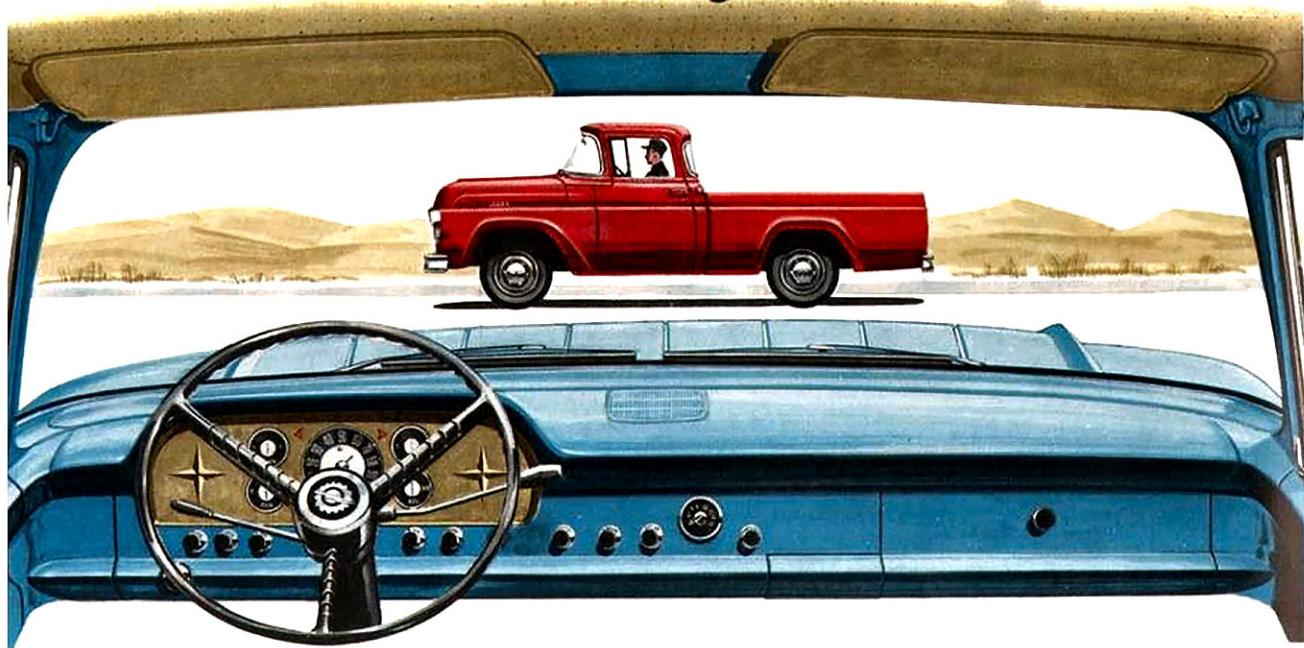
To meet your special requirements, the Styleside is available in three body lengths. On the F-100 you have a choice of the 6 1/2- or 8-foot bodies. On the F-250 it's the 8-foot body. And on the F-350 it's the big roomy 9-foot body with over 80 cubic-foot capacity!



### STYLESIDE PICKUP BODY DIMENSIONS

Model Application	F-100	F-100	F-250	F-350
Nominal Length (ft.)	6 1/2	8	8	9
Payload Allowance (lb.)	1675	1500	3485	3400
(A) Length—max. inside of floor (in.) . . . . .	76.44	94.44	94.44	106.44
(B) Width—max. inside (in.) . . . . .	73.20	73.20	73.20	73.20
(C) Width—between wheel-housings (in.) . . . . .	49.00	49.00	49.00	49.00
(D) Width—tailgate opening (in.) . . . . .	50.2	50.2	50.2	50.2
(E) Height—floor to top of sides (in.) . . . . .	19.09	19.09	19.09	19.09
Cubic-foot capacity—allowing for wheelhousings . . . . .	56.05	70.55	70.55	80.21

Ford's *deep-down modern design*  
gives you matchless truck comfort . . .  
new driving ease!



For '57, the Ford Driverized Cab is more than ever designed with the driver in mind. Every detail has been carefully engineered to provide roomy comfort, easy access to operating controls and safer, wide-open visibility.

Ford's new full-wrap windshield with swept-back corner posts for example, is a full 61.5 inches wide for '57. A new inboard step combines with wide-opening doors to make it easier than ever to enter and leave the Ford cab. New Hi-Dri venti-

lation supplies fresher, cleaner air under all weather conditions. And a new, "modern-design" instrument panel provides clear, sure visibility both day and night—quick readability at a glance.

This new Ford cab is wider, too. There's over 59 inches of shoulder room—comfort for three big men—extensive leg room and added head room. And thanks to heavier, 18-gauge floor pans, this is the strongest, sturdiest Light Duty Cab ever to bear the Ford name.

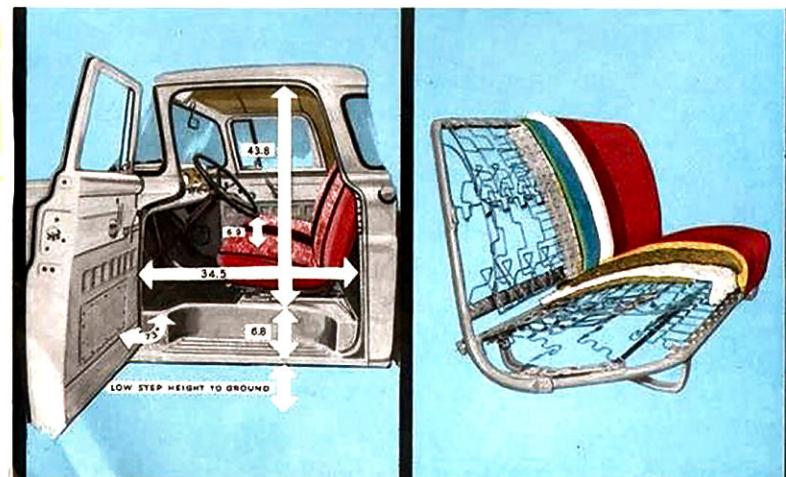


Ford's total deep-down modernness is exemplified by the new hooded headlights and integral fenders which add to its clean, functional design.

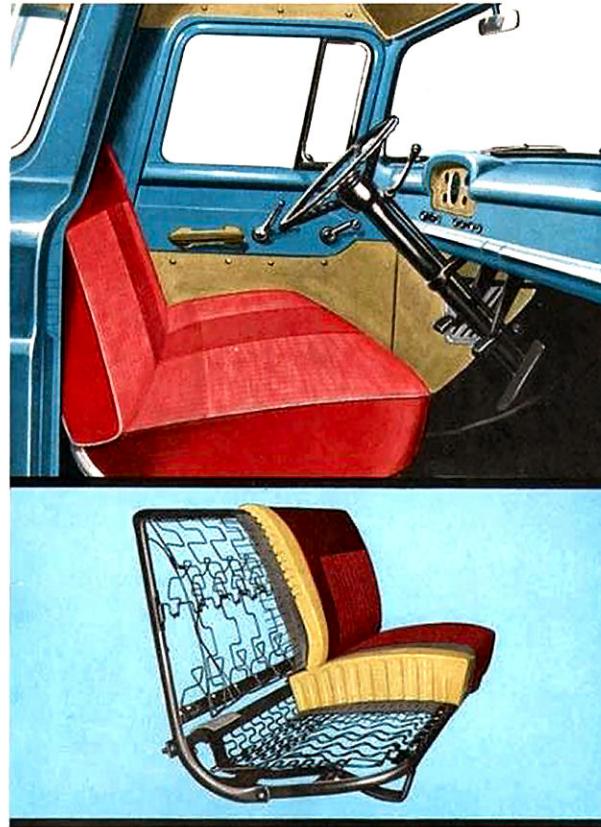


New Hi-Dri ventilation, up above traffic fumes, brings in cleaner, fresher air . . . keeps out water. New, wider full-wrap windshield improves visibility.

For ease of entry, Ford doors open wide—are held open by built-in door checks. New inboard step stays free of slush and snow in bad weather.



Big 767-square inch full-wrap rear window available. Gives Ford one of the largest all-around vision areas for easier maneuvering and parking.



Leader in comfort and appearance—the new Ford Custom Cab.

Among the more outstanding features that put this cab in a class by itself is new three-tone chain stripe woven plastic color-keyed seat upholstery in red and white or green and white with seat facings and bolster in matching vinyl. For quietness, sound-deadening insulation has been added to the floor, rear panel and cowl. Headlining is a perforated thermacoustic sheet backed by one-half inch of glass wool to keep out heat in summer, hold in warmth in winter.

But the real secret behind the *Custom Cab's* matchless comfort lies in resilient foam rubber—five soft inches in the seat, two inches in the seat back (shown left). Not even the finest passenger cars offer this! Foam rubber soaks up jars and bounces, retains its resiliency indefinitely. Supported by Ford's new non-sag formed wire springs, it offers you restful, deep-seated comfort that lasts and lasts.

These and many more special-value features make the *Custom Cab* well worth its low extra cost.



Lifeguard steering wheel and new, stronger double-grip door locks standard. Deep-center steering wheel design resists impact, cushions driver from steering column in event of collision. Double-grip door locks resist tendency to spring open in an accident. Super-cushion padding on instrument panel and sun visor optional. Also, safety rear-view mirror and Ford seat belts available—Dealer installed.



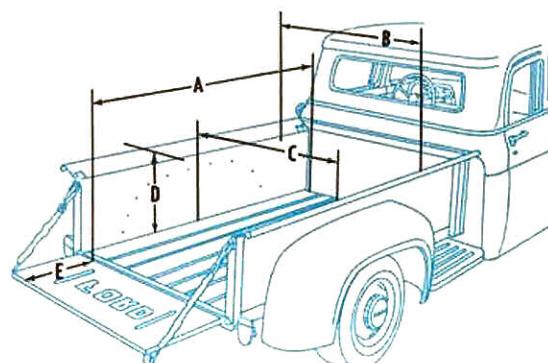
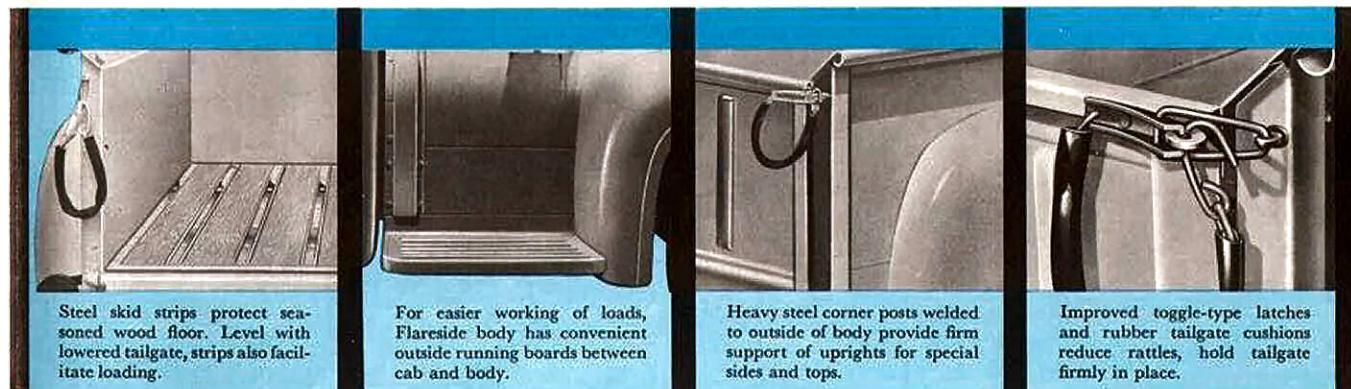
## Easy-working *Flareside* body lets you pile big bulky loads high and wide!

If you haul bulky articles and want to pile them high and wide, the Flareside body with slanting flareboards is for you.

The Flareside's loading heights are low... just over two feet in the F-100 and F-250, and a little over two and one-half feet in the F-350... to save lifting effort, loading and unloading time. All level loading surface with tailgate lowered helps eliminate chance of damage to material being loaded. There's no "rise" from gate to floor to catch or snag cargo.

Slanting flareboards with rolled edges increase body strength, give greater load protection. Front panel is full height with reinforcing ribs and rolled top. Deep-set stake pockets are provided in all body sizes: four in the 6½-foot body, six in the 8-foot body and eight in the 9-foot body.

A rigid tailgate and steel corner posts add to the Flareside's over-all body strength. Tailgate with a rolled top edge and boxed-section construction resists bending or twisting, combines with the body to form one solid unit when closed.



**F-250 8-Foot Pickup**  
(Shown with Standard Cab)  
Maximum GVW: 7,400 pounds  
Wheelbase: 118 inches

**F-100 6½-foot Pickup**  
(Shown with Custom Cab and wrap-around back window)  
Maximum GVW: 5,000 pounds  
Wheelbase: 110 inches

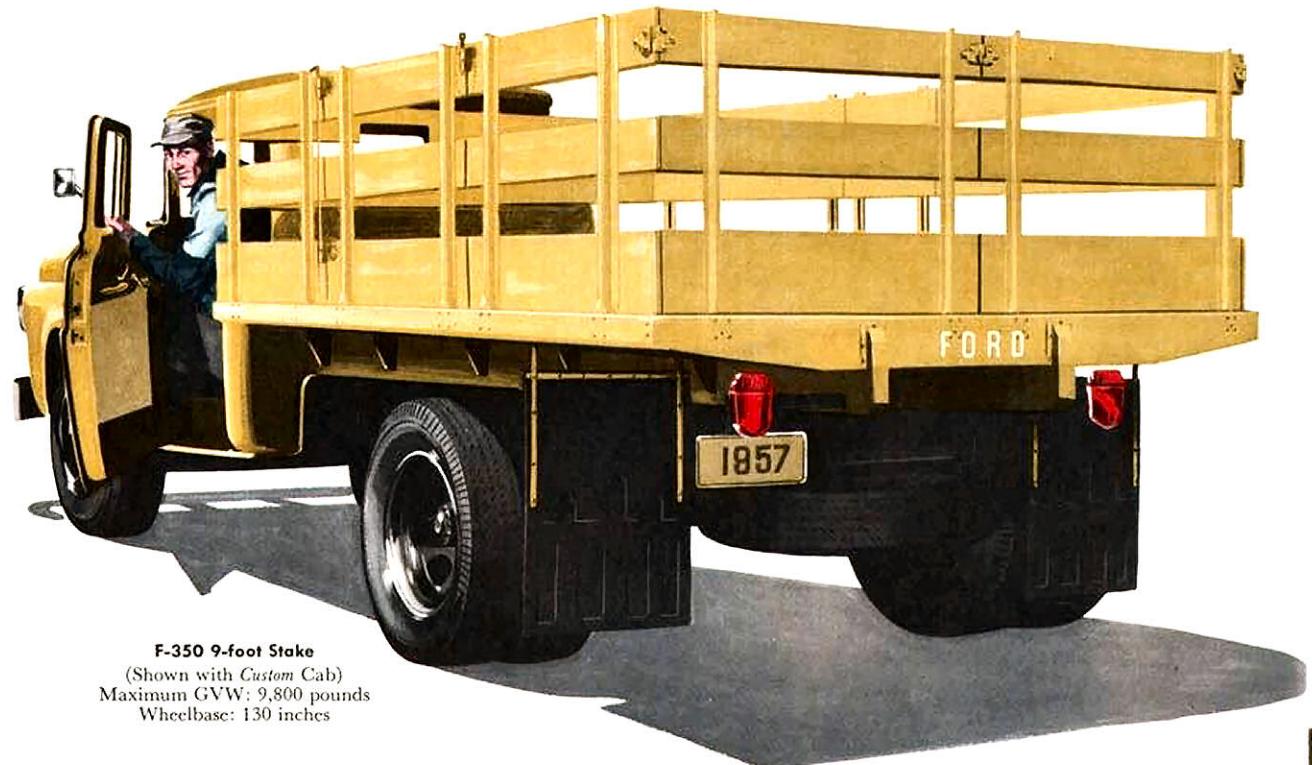
**F-350 9-Foot Pickup**  
(Shown with Custom Cab)  
Maximum GVW: 7,600 pounds  
Wheelbase: 130 inches

### STANDARD COLORS

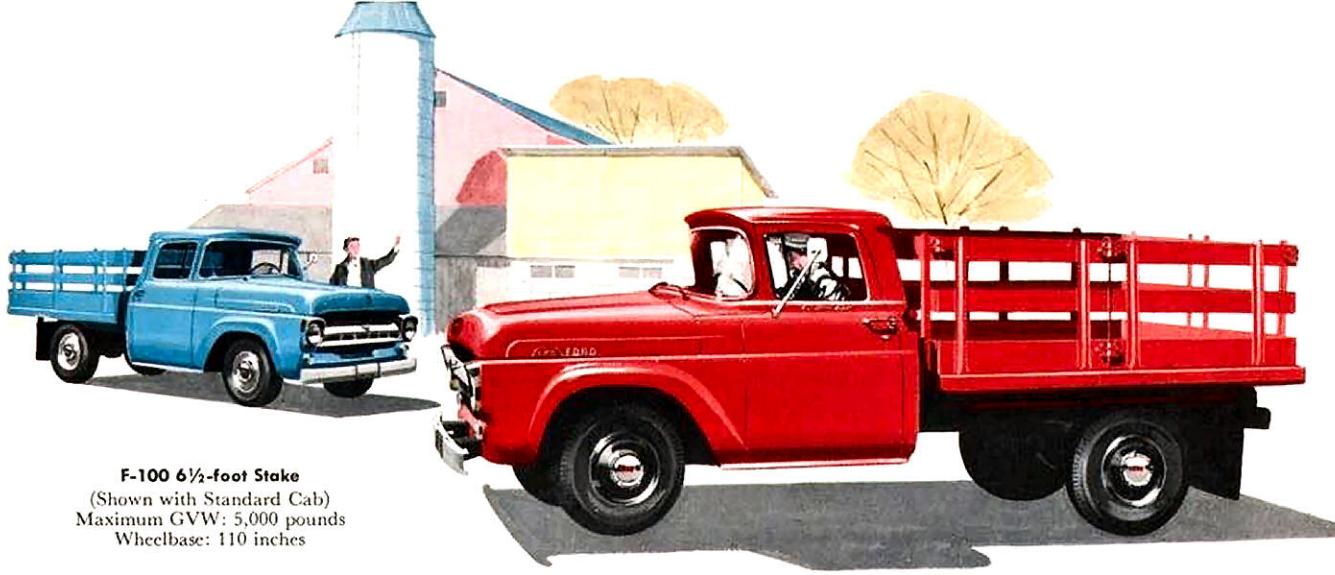
Your choice of Vermilion, Midnight Blue, Starmist Blue, Woodsome Gray, Raven Black, Colonial White, Meadow Green, Willow Green, Inca Gold or Prime.

### FLARESIDE PICKUP BODY DIMENSIONS

Model Application	F-100	F-100	F-250	F-350
Nominal Length (ft.)	6½	8	8	9
Payload Allowance (lb.)	1665	1490	3485	3495
(A) Length—max. inside of floor (in.)	78.0	96.0	96.0	108.0
(B) Width—max. inside (in.)	49.0	54.0	54.0	54.0
(C) Width—between wheel-housings (in.)	None	48.4	48.4	48.4
(D) Height—to top of sides (in.)	20.3	22.1	22.1	22.1
(E) Height—to top of tailgate (in.)	17.6	19.4	19.4	19.4
Cubic-foot capacity—allowance made for wheelhousings	45.0	65.4	65.4	74.0



**F-350 9-foot Stake**  
(Shown with Custom Cab)  
Maximum GVW: 9,800 pounds  
Wheelbase: 130 inches



**F-100 6 1/2-foot Stake**  
(Shown with Standard Cab)  
Maximum GVW: 5,000 pounds  
Wheelbase: 110 inches

**F-250 7 1/2-foot Stake**  
(Shown with Custom Cab)  
Maximum GVW: 7,400 pounds  
Wheelbase: 118 inches

#### STANDARD COLORS

Your choice of Vermilion, Midnight Blue, Starmist Blue, Woodsome Gray, Raven Black, Colonial White, Meadow Green, Willow Green, Inca Gold or Prime.

## Need a Stake?

Here's your low-cost answer! Roomy and rugged for hauling the Big payloads!

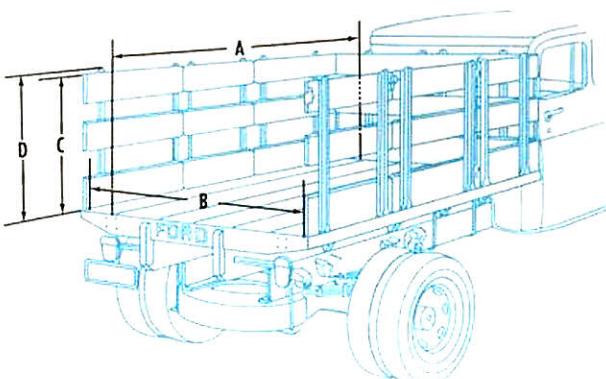
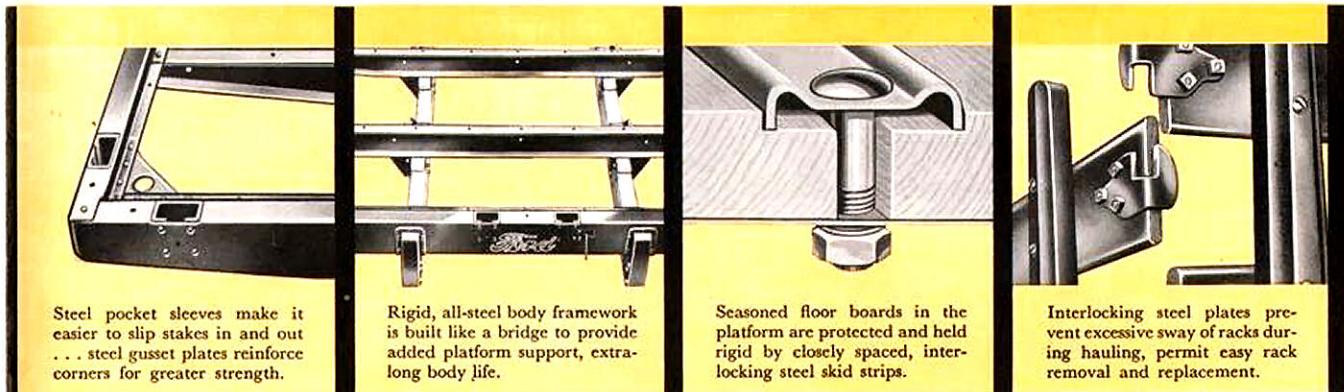
Choose the Stake you need from this wide range of models—each brings you special advantages.

Consider the F-100 6 1/2-foot Stake for example. This handy, low-cost model isn't even offered by most other truck manufacturers. The F-250 gives you the highest-strength chassis and the highest capacity in its class. And Ford's 9,800-lb. GVW F-350 is rated for as much as 1,200 pounds more gross weight than other "one-tonners"!

Check the superior construction and extra convenience these Ford Stakes offer you, too. Sideboards for all bodies are of sturdy, straight-grained wood; uprights for 6 1/2-foot and 7 1/2-foot

bodies are also wood; 9-foot bodies have husky steel channel uprights. Rack sections, firmly held at top by strong steel plates are easily and quickly removed for speedy loading from rear or sides. Center sections on the 9-foot body are hinged to swing open and out of the way for easier, quicker side loading.

Stake pockets, lined with heavy-gauge steel, are set flush with the floor to give you an unobstructed loading surface. Steel caps protect end of body sills from damage . . . combine with an all-steel rub rail to offer greater resistance to punishment, longer body life.



#### FORD STAKE BODY DIMENSIONS

Model Application	F-100	F-250	F-350
Nominal Length (ft.)	6 1/2	7 1/2	9
<b>Stake Loadspace</b>			
(A) Length—max. inside at floor (in.) . . .	80.0	90.0	105.9
(B) Width—max. inside at floor (in.) . . .	67.0	74.0	82.0
(C) Height—to top of racks (in.) . . . . .	24.7	28.3	31.2
(D) To top of stakes (in.) . . . . .	29.5	32.0	31.2
Nominal Payload (lb.) . . . . .	1570	3355	5125
<b>Platform Loadspace</b>			
Length—to outer edge of platform (in.) . . .	84.3	93.4	109.4
Width—to outer edge of platform (in.) . . .	71.3	79.3	87.3
Nominal Payload (lb.) . . . . .	1705	3530	5445

## Ford's *eager new power* puts you ahead by holding running costs down!

Only Ford, pioneer in modern truck power, offers you a choice of Short Stroke engines—Six or V-8. And only Ford's Short Stroke engines are so thoroughly performance-proved by over *10 billion* actual job miles!

Ford Short Stroke design reduces internal friction—puts more of the engine power to work moving your load. It combines with rigid deep-block construction to extend engine life—give you more miles of dependable service. And for light-duty hauling you get all the advantages of



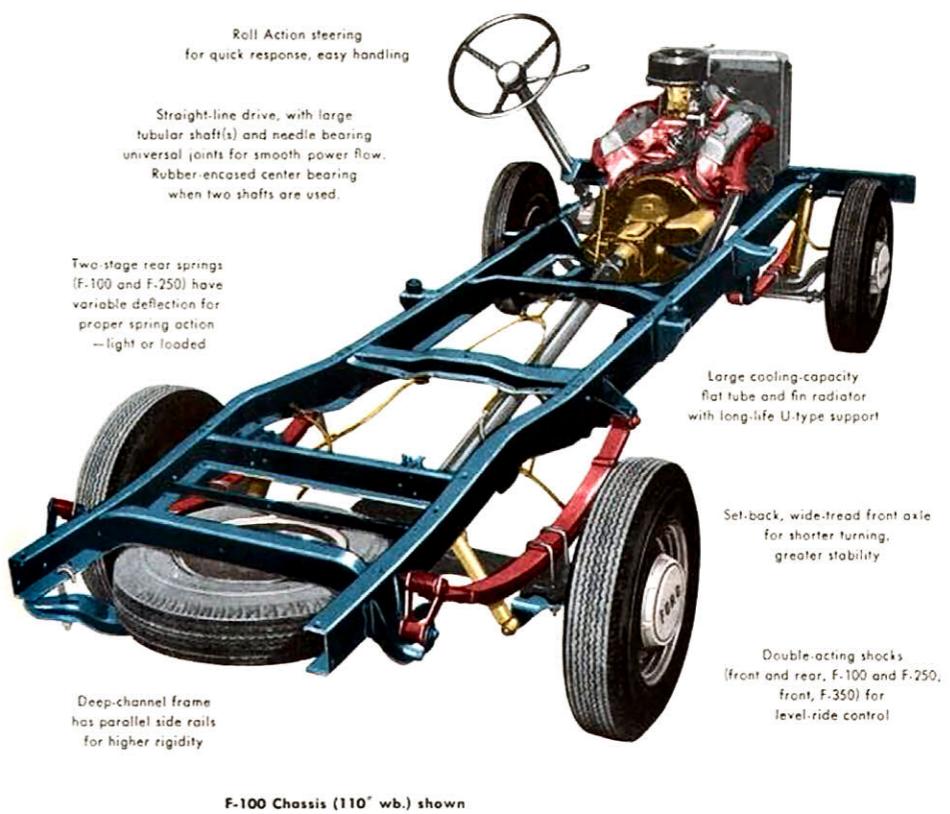
139-hp 223 SIX (shown)  
Bore—3.62 in. Stroke—3.60 in.  
Single-Barrel Carburetor  
Brake Horsepower—139 (@ 4200 rpm)  
Torque—207 lbs-ft (@ 1800-2700 rpm)



171-hp 272 V-8 (shown)  
Bore—3.62 in. Stroke—3.30 in.  
2-Barrel Carburetor  
Brake Horsepower—171 (@ 4400 rpm)  
Torque—260 lbs-ft (@ 2100-2600 rpm)  
\*Optional on F-350 with Dual Rear Tires only.

## Ford's *newness runs deep* to give you dependable performance . . . longer truck life!

New right down to the stronger frames they're built on, the '57 Ford Light Duty trucks give you long-lasting durability in every important chassis part. This year, as in the years before, they're built stronger to last longer. And Ford trucks *do* last longer. A study of over 10 million truck registrations by independent life insurance experts prove that Ford trucks last longer than the other four leading makes!



F-100 Chassis (110" wb.) shown

Roll Action steering  
for quick response, easy handling

Straight-line drive, with large  
tubular shaft(s) and needle bearing  
universal joints for smooth power flow.  
Rubber-enclosed center bearing  
when two shafts are used.

Two-stage rear springs  
(F-100 and F-250) have  
variable deflection for  
proper spring action  
—light or loaded

Large cooling-capacity  
flat tube and fin radiator  
with long-life U-type support

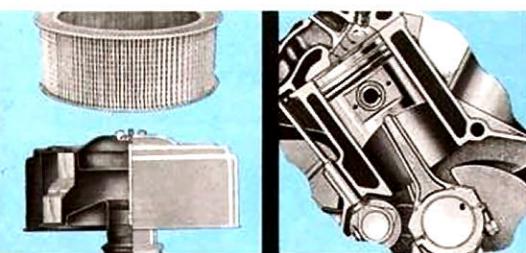
Set-back, wide-tread front axle  
for shorter turning,  
greater stability

Double-acting shocks  
(front and rear, F-100 and F-250;  
front, F-350) for  
level-ride control

New "natural position" suspended clutch  
and brake pedals eliminate toeboard  
holes for a tighter-sealed cab.

New, longer, wider front springs (F-100  
and F-250) are more resilient for greatly  
improved truck riding qualities.

Only Ford offers you all these engine advancements



New Super-Filter air cleaner  
stops 90% more dirt than  
other type cleaners. Reusable  
dry element cleans at a tap.



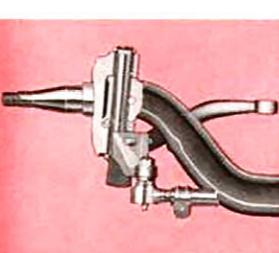
Higher 8.3 to 1 compression  
ratio gives peak power on  
regular gas . . . Short Stroke  
design boosts economy.



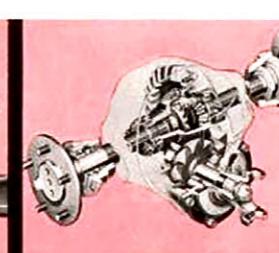
All valves (both intake and  
exhaust) are free-turning,  
self-cleaning type for tighter  
seal, longer life.



Rigid deep-block construction  
maintains precise bearing  
alignment, solid support  
for crankshaft.



New two-point front engine  
mounts are insulated to help  
soak up vibration, provide  
smoother engine operation.



New front axle kingpin is longer  
and spindle is heavier with larger  
base diameter for improved sta-  
bility and handling ease.



New, longer-lived hypoid rear  
axle (F-100) with deep-offset  
pinion is straddle-mounted for  
sturdier, two-sided support.



Smooth, versatile Fordomatic  
(optional)—a real time-saver  
in traffic—boosts driver effi-  
ciency, conserves energy.



Power Brakes (optional) make stopping up to 25% easier! Boosts regular hy-  
draulic actuation and requires only toe-  
tip pressure for smooth, safe stops.

*Special body installation* is no problem with Ford Light Duty Trucks!



Van Delivery—F-350



Vendor's Unit—F-100



Police Patrol Wagon—F-250

All major body manufacturers build bodies for Ford chassis



Utility Service—F-100



Wrecker Service—F-350

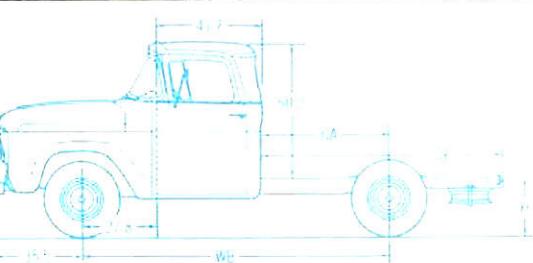


Platform Dump—F-250

## FORD OFFERS 10 LIGHT DUTY CHASSIS MODELS

Chassis-Cab, Chassis-Cowl and Chassis-Windshield...to meet your exact body needs

### CHASSIS-CAB DIMENSIONS and WEIGHTS



	Tires F & SR	WB (in.)	HEIGHT Empty Loaded (in.)	CA (in.)	CE (in.)	Body Lengths	CURB Front	WEIGHTS* Rear Total
F-100	6.70-15-4	110	24.1	20.4	40.5	76.9	5 1/2-6 1/2 ft.	2010 895 2905
	6.70-15-4	118	24.1	20.4	48.5	94.9	7.8 ft.	2060 935 2995
	7.60-16-6	110	24.5	20.8	40.5	76.9	5 1/2-6 1/2 ft.	2041 951 2992
	7.60-16-6	118	24.5	20.8	48.5	94.9	7.8 ft.	2091 991 3082
F-250	6.50-16-6	118	24.2	20.7	48.5	94.9	7.8 ft.	2105 1140 3245
	8.19.5-8	118	27.0	23.5	48.5	94.9	7.8 ft.	2218 1277 3495
F-350	8.17.5-6	130	29.1	25.6	60.5	99.0	7 1/2-9 ft.	2270 1345 3615
	★	130	29.1	25.6	60.5	99.0	7 1/2-9 ft.	2260 1562 3822

\*All weights are estimated. Curb weights include six cylinder engine, standard cab and equipment, full tank of fuel, water and lubricants. For V-8 engine add 125 lb. to front and total weights. Deduct 540 lb. for chassis-cowl and 490 lb. for chassis-windshield models.

Heavy-Duty Rear Springs Required.  
\*Includes Medium Duty 3-speed Transmission and Heavy-Duty Rear Springs.  
\*\*7-17.5-6 Front and 8-17.5-6 Dual Rears with Heavy-Duty Rear and Auxiliary Springs.

### STANDARD CAB EQUIPMENT (in addition to items on specification page)

Air Wing Ventilators  
in Doors  
Ash Receptacle  
Channel Front Bumper  
Charge Indicator  
Warning Light  
Choke Control  
Dispatch Box  
Door Lock—Right Door  
Dual Windshield Wipers  
(except cowl models)

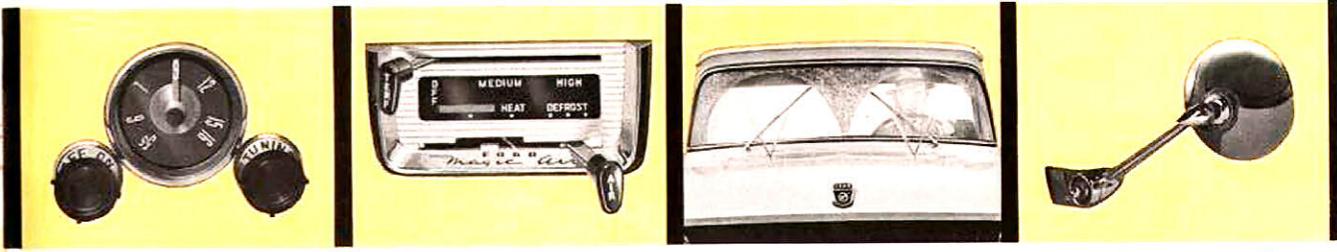
Fuel Gauge  
Full-Wrap Windshield  
Hi-Dri Cowl Ventilation  
Hub Caps (F-100)  
Left Taillight  
Light Switch  
Mechanical Jack and Tools  
Oil Pressure Warning Light  
Sealed Beam Headlights

Safety Mirror in Pickups,  
Outside Rearview Mirror  
on Other Models  
Single Electric Horn  
Sound Deadener on Doors  
Spare Tire Carrier,  
Under-Frame Type  
Speedometer  
Sun Visor—Left Side  
Water Temperature Gauge  
"Custom Cab" emblem on each door.

### CUSTOM CAB EQUIPMENT (in addition to standard)

Color-keyed, three-tone upholstery with bolster on seat back  
• Full foam-rubber cushioning, 5 inches in seat, 2 inches in seat back  
• Custom interior trim  
• Thermacoustic headlining backed by 1 1/2-in. glass-wool insulation  
• Arm rest on left door  
• Dome light with manual switch  
• Sound deadener on floor and rear cab panel  
• Glass-fibre insulation on dash  
• Two sun visors  
• Illuminated cigar lighter  
• Matched key locks on both doors  
• Bright-metal grille, hooded headlights and parking light rims  
• Bright-metal windshield reveal molding  
• "Custom Cab" emblem on each door.

These *accessories* and *optional equipment* add comfort, safety and value to your Ford truck

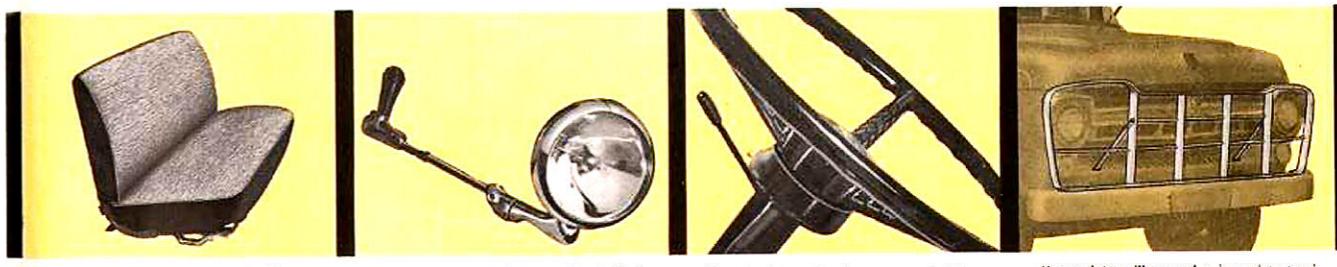


Ford truck radio, transistor-powered, offers "pleasant company" while driving. Large tuning knob, variable tone control, on-off switch and volume control—all in one conveniently located cluster.

MagicAir system provides heating, ventilating and defrosting all in one. Helps you feel better, drive better . . . more safely. Pressurized fresh air with handy selective temperature control.

New windshield washers with two nozzles in each nozzle provide four separate water sprays to wipers can remove dirt, mud and traffic film. Handy foot plunger gives dependable action under all conditions.

New outside rearview mirror gives you greater rear visibility . . . safer driving under all operating conditions. Bright-metal, fixed-arm type for Pickup models. Extension type with six-inch adjustment for Stake models.



Truck seat covers are made of heavy-duty waterproofed fiber with double-stitched seams for added strength. Long-wearing, soil-resistant.

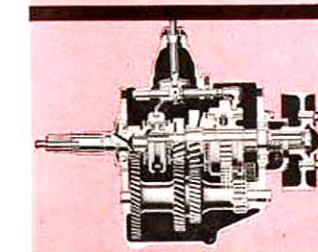
Sealed beam spotlight has a big six-inch face. Convenient control switch on handle makes it easy to aim powerful beam in almost any direction.

Directional turn signals are controlled by a self-cancelling steering-post lever. Arrow flasher in instrument cluster lets you know that signals are operating.

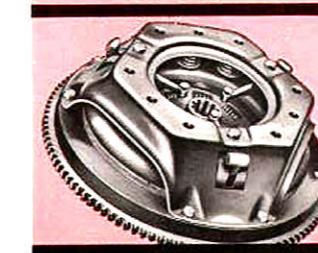
Heavy-duty grille guard is braced to truck frame for solid grille, radiator and headlight protection. Rugged bar steel, with white paint finish.



Heavy-duty, 10-leaf two-stage springs available for F-250 Model. Provides the right spring action to meet light and heavy load conditions for a smoother ride.



4-speed Synchro-Silent transmission for F-100, F-250. Stronger, more durable and engineered throughout for quiet operation, long life.



New 11" clutch for stronger engagement and longer clutch life. Combines with Ford's new hydraulic clutch action for smooth, easy shifting. In F-350 with V-8's, available for F-250, F-100 (except Overdrive).

### OTHER AVAILABLE EQUIPMENT AND ACCESSORIES

Air Cleaner, HD Super-Filter  
1200 sq. in. (Six or  
171-hp V-8)  
1500 sq. in. (181-hp V-8)  
Arm Rest, Cigar Lighter,  
Dome Light—for Standard  
Cab  
Battery—70 amp-hr  
Brakes—Vacuum Booster  
Bumper—Rear, Channel-Type  
Bumper—Chrome Front  
and Rear  
(with Styleside body)  
Custom Cab  
Electric Shaver  
Fan—18", 5-blade (F-350)  
Fire Extinguisher (1 1/2 qt.)  
Floor Mats, Heavy-Duty  
Ford Seat Belts  
Front Tow Hooks  
Full-Wrap Rear Window  
Governors  
Hub Caps—four,  
Bright Metal (F-250)  
Locking Gas Tank Cap  
Oil Filter (223 Six)  
Padded Instrument Panel and  
Cushioned Sun Visors  
Radiator, Heavy-Duty  
Tube-Type Tires  
Windshield Wipers—  
positive-action, dual electric  
(required with Fordomatic)  
Dual rear tires required. \*HD rear main springs required.  
†HD main and aux. rear springs required.

## *Here they are—* and they're as modern as they look!

The boldly modern styling you see in the new Ford Light Duty Trucks only hints at how deep-down modern they really are! Major advances have been made in every model to give you the most efficient, dependable trucks in the light-duty field. It means that, for '57 and the years ahead, Ford Trucks cost less . . . less to own . . . less to run . . . last longer, too!



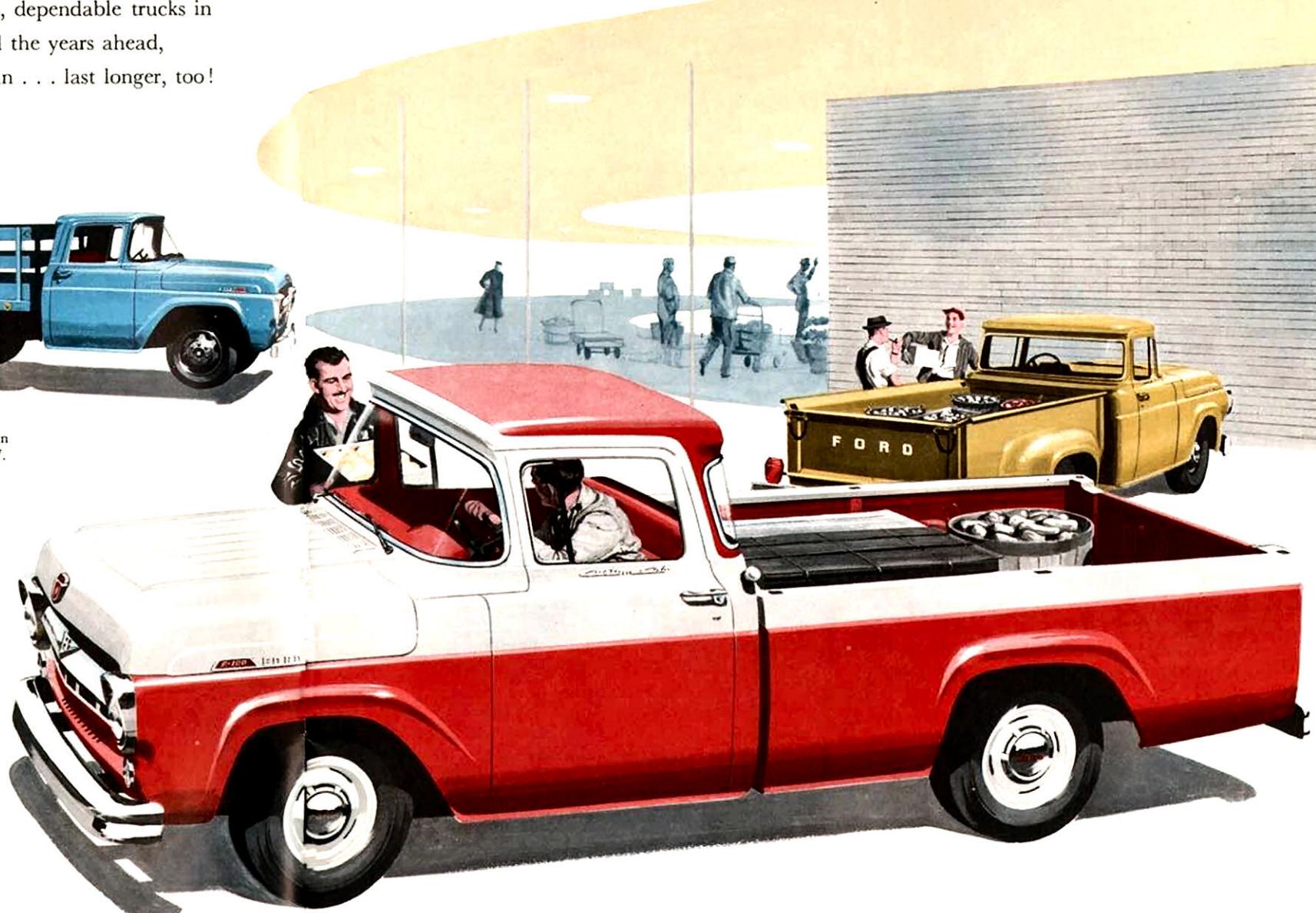
Ranchero . . . newest idea in trucks! A full-size pickup that looks and handles like a car. For complete details, ask for Ranchero folder.

To give you the one right stake for your job, new Light Duty Ford Stakes come in three sizes ranging up to 9,800-lb. GVW.

Look at Ford's smart new Pickup with Styleside body—*standard at no extra cost!* Pacesetter of the Light Duty line, its modern, functional design gives you the biggest body capacity in pickups today!

In power, only Ford offers you the economy of modern short-stroke design—Six or V-8. In riding ease, Ford's new longer and wider front springs in the half and three-quarter-ton models provide a markedly improved truck ride. All new Driverized Cabs are stronger, roomier, more comfortable than ever. New stronger frames, new sturdier axles and new rear springs increase chassis durability—give these versatile performers the stamina to shrug off punishment day-in and day-out.

For more workability, more dependability, more save-ability, these and many other important engineering advancements are yours in the new Ford Light Duty trucks for '57.



Ford Pickups with Styleside bodies standard at no extra cost. Available in 6½, 8- and 9-foot lengths.

If your needs call for it, Flareside bodies with wood floors are available for all Ford Pickups in same lengths as Styleside bodies.

# Ford *Light Duty Truck* Specifications

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 of extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

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