

Features

OF THE MOST ADVANCED
TRUCKS EVER DESIGNED



NEW

DODGE

"Job-Rated"

TRUCKS

Advanced Truck Design!

...new Style
...new Safety
...new Comfort



PANELS

You're looking at the most beautiful panels ever offered. They're Panels with a purpose . . . High, Wide, and Handsome . . . trucks with an advertising asset of great value!

NEW Rigidly Mounted Panel Doors

Rear doors are especially high (45 $\frac{3}{4}$ inches)—supported by wide, substantial pillars, and heavy hinges.



← LONGER!

Linoleum, rugs, ladders, and other long merchandise are easily accommodated (interior—85 inches long). Total loading space is 155 cubic feet. Solid steel roofs add strength, and improve appearance.

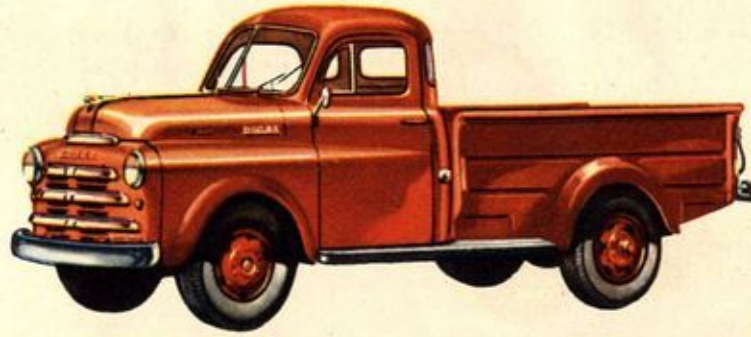
HIGHER! →

Florist, dry cleaners, and many others will appreciate the new inside height (55 inches) of these Panels—a full 4-inches higher than previous models.



← WIDER!

It's easy to load bulky merchandise. They're 62 inches wide inside! Skid strips are welded, not bolted, to the sub-floor. This adds to the complete weather- and dust-sealing that is a feature of these bodies.



PICK-UPS

These larger, stronger Pick-ups are available in 6 $\frac{1}{2}$, 7 $\frac{1}{2}$ and 9-foot body lengths. Floors are hardwood; cross sills are steel, side panels are one piece. They're built to last longer!

NEW Roominess ...More Load Capacity!

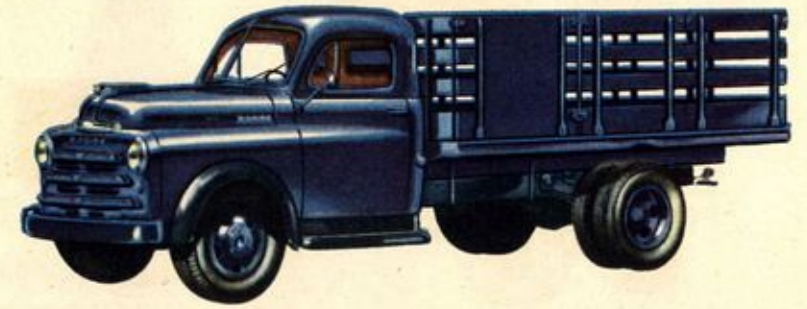
You have much more load space in these wider and deeper Pick-ups. You get greater strength, improved appearance, and longer life, too, from their new design and heavier construction. Here are the larger sizes:

	A	B	C
B-108	78 $\frac{1}{8}$ "	49"	22 $\frac{1}{2}$ "
C and D-116	90"	54"	22 $\frac{1}{2}$ "
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NEW Ease of Loading!

You will find it very much easier to load these new Dodge "Job-Rated" Pick-ups from either the side or rear. This is because of the substantially lower running boards, and the newly designed rear fenders.



STAKES

New Stakes are available in conventional and cab-over-engine models, and with 7 $\frac{1}{2}$, 9, 12 and 14-foot body lengths. Sturdier construction features steel longitudinal sills, not wood.

NEW Lower Loading Height

Note the lower loading height of these new Dodge "Job-Rated" Stakes. Your arms and back will appreciate this feature, when loading heavy merchandise. Yes, Dodge trucks are really "down to the ground" this year!



NEW Lower Running Boards

Entrance and exit is made easier, by the lower running boards on the new Dodge "Job-Rated" Stakes. Rack sections are unusually sturdy, with steel

stakes. Compare these Stake trucks, feature by feature, and you'll find that they excel in the design and engineering advancements which you would expect in the finest of the postwar trucks.



New "PILOT-HOUSE" Cabs

... with All-'Round Vision ... "AIR-O-RIDE" Seats
and ALL-WEATHER Ventilation!

Note the tremendously increased *vision* of the new Dodge cabs, as illustrated at the right. Windshields and windows are higher and wider. New rear quarter windows are available and add still more to vision, and to safety. With this increased glass area you get true

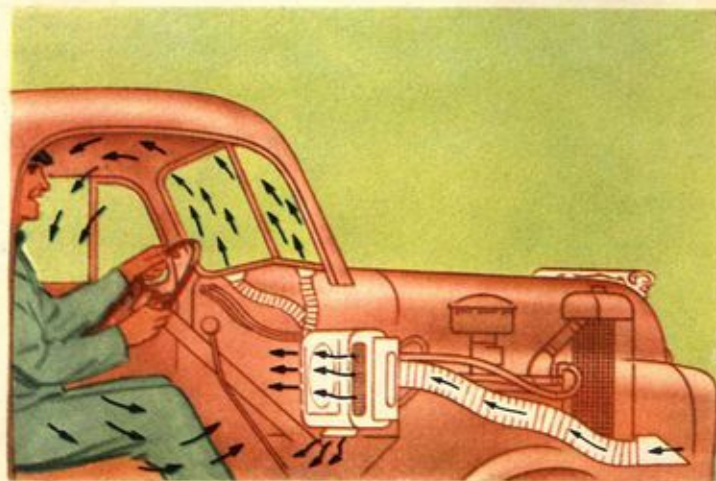
"Pilot-House" vision ... in all directions. They're the *safest* cabs ever built, too, with solidly welded, all-steel construction. Their "Air-O-Ride" comfort is almost unbelievable. Just take a ride, it's like "sitting on top of the world" ... with all the road yours to command!

NEW Driving Comfort ... Clear Vision Always ... with Simple

ALL-WEATHER VENTILATION

Large Cowl Ventilator...Vent Windows...
Forced Air Intake ... all in Combination
with New Heater

You drive in comfort whether the thermometer is ten below zero or a hundred above. Rain, fog and sleet need no longer affect you. That's because of the availability of an ingenious combination of fresh air intake, newly designed hot water heater with powerful fan and defroster tubes, vent windows, and a cowl ventilator.



Extra-Wide Cab Seats

Yes, three adults can ride comfortably on these wide cab seats. This is a particular advantage to those industries whose business requires two helpers with the driver. Gearshift and hand brake levers have been moved forward. This provides easy movement from one door to the other, permitting driver to enter or to leave the cab readily from the curb side.



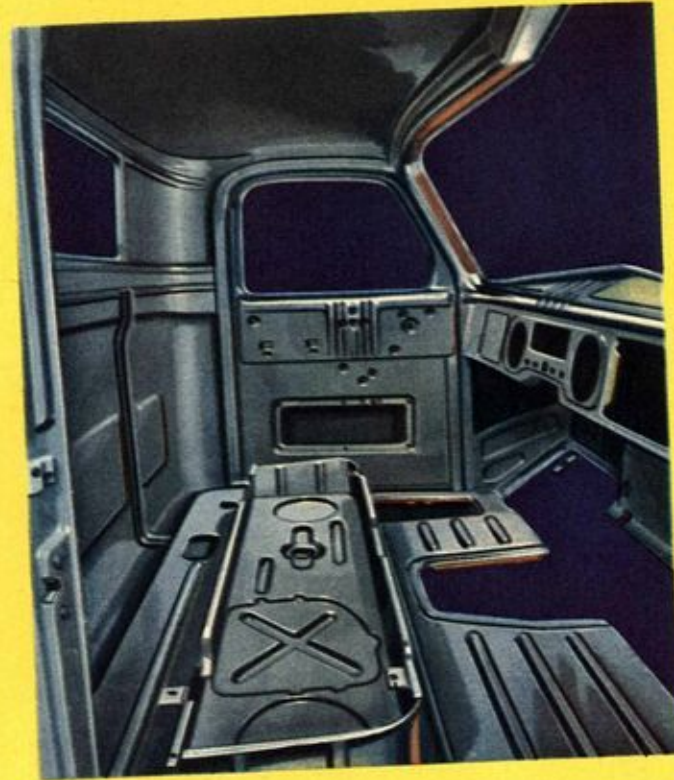
Like Riding on Air ... with the new

Exclusive
"AIR-O-RIDE"

Seat Cushions

New Safety • New Comfort • New Long Life

... with many Exclusive and Advanced Features



Panels, floor, roof, and all bracings are welded into a solid unit. These Dodge cabs are the *safest* truck cabs ever built.

All instruments are easily removable from the front of the instrument panel—a convenience feature which greatly facilitates repairs and adjustments.



Instruments are conveniently grouped within the driver's vision. Instruments are of generous size, well-illuminated, easily read day or night. Drivers keep their eyes "on the road."



Steering wheels are large—18 and 20 inches in diameter—with a practical and convenient "safety grip."



Cab floors and dash are thoroughly insulated against heat and cold, rain, wind and noise. Weatherstripping around the doors adds further protection.



Drivers appreciate the improved floor clearance of these cabs. They can slip easily in or out of either door, without "dodging" obstructing levers.



An easily removed panel at the bottom of the cab doors facilitates repair of broken windows, or adjustment of window-raising mechanism.



Quiet is enhanced, and vibration is practically nil, because the new Dodge "Pilot-House" cabs are mounted to the frame on rubber at four points. You will find that there are no *quieter* or *easier riding* truck cabs available on the market today.

You Control Your Comfort



Small 130-lb. Driver



Large 220-lb. Driver

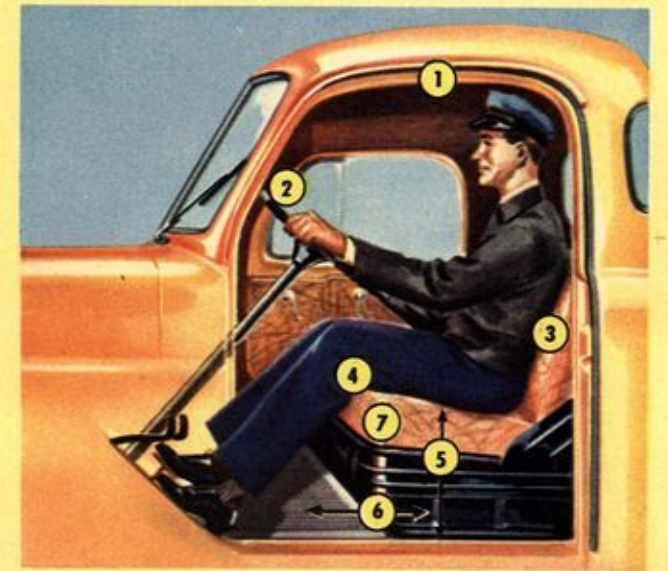
"Air-O-Ride" seats give you *exactly* the kind of comfort you want. If you want a "soft" seat, you may have one. Or you can ride on a "firm" or "medium" seat. This is because seat tension is determined by



many coil springs, *plus* a cushion of air. And you control the degree of cushion softness or hardness you want by a lever at the bottom of the center of the front seat. A ride will prove a revelation in *real* comfort!

New "AIR-O-RIDE" Seats with 7-Inch Adjustment for Leg Length and Back Comfort

- ① PLENTY OF HEAD-ROOM.
- ② STEERING WHEEL . . . right in the driver's lap.
- ③ NATURAL BACK SUPPORT . . . adjustable for maximum comfort.
- ④ PROPER LEG SUPPORT . . . under the knees where you need it.
- ⑤ CHAIR-HEIGHT SEATS . . . just like you have at home.
- ⑥ 7-INCH SEAT ADJUSTMENT . . . with safe, convenient hand control.



- ⑦ "AIR-O-RIDE" CUSHIONS . . . adjustable to weight of driver and road conditions.

*Strikingly
New*

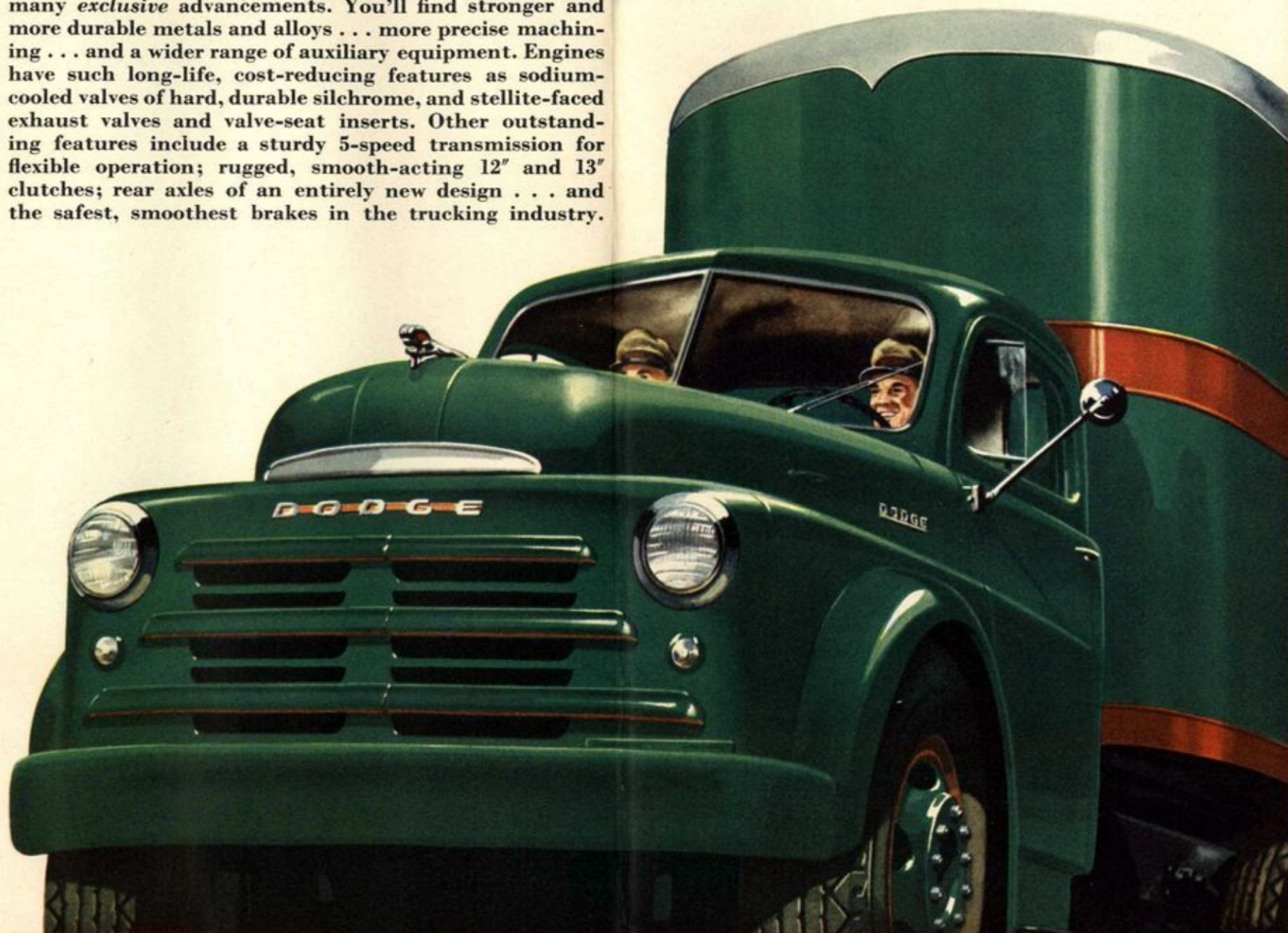
HIGH TONNAGE

(18,500 TO 23,000 G. V. W.)

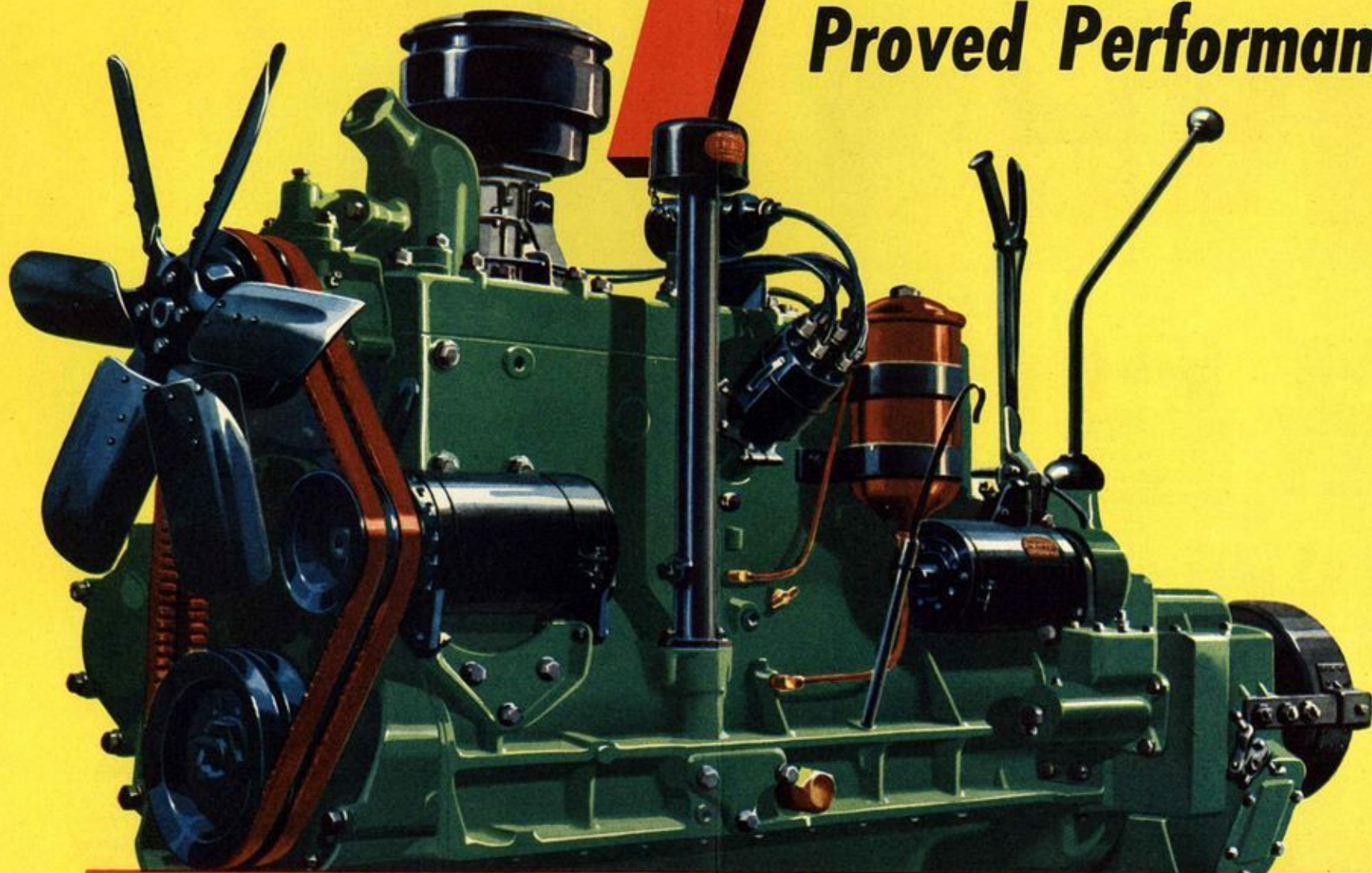
MODELS

**WITH MANY EXCLUSIVE FEATURES FOR
MORE DEPENDABLE, LONG-LIFE OPERATION**

You'll find . . . in these *new* high tonnage models . . . many *exclusive* advancements. You'll find stronger and more durable metals and alloys . . . more precise machining . . . and a wider range of auxiliary equipment. Engines have such long-life, cost-reducing features as sodium-cooled valves of hard, durable silchrome, and stellite-faced exhaust valves and valve-seat inserts. Other outstanding features include a sturdy 5-speed transmission for flexible operation; rugged, smooth-acting 12" and 13" clutches; rear axles of an entirely new design . . . and the safest, smoothest brakes in the trucking industry.



7 Great Truck Engines OF Proved Performance



They're "*Job-Rated*" Engines...with many long-life and economy features!

L-Head Design

- Rugged, Multi-Bearing Crankshafts
- Precision-Type Bearings
- 4-Ring, Coated, Lightweight Alloy Pistons
- Full-Length Water Jackets
- New Type "Roto-Pressure" Oil Pumps

Full-Pressure Engine Lubrication

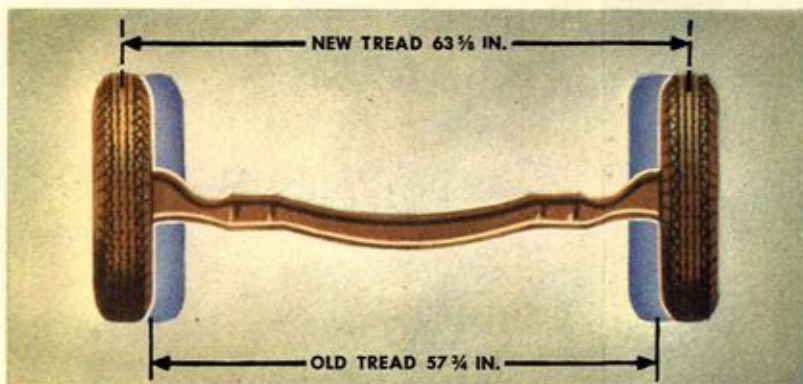
- *Stellite-Faced Exhaust Valves and Seat Inserts
- Dual Fuel Filters
- Floating Oil Intakes
- †Sodium-Cooled Exhaust Valves
- Oil-Bath Air Cleaner

†On 2-Ton and Heavier Models.

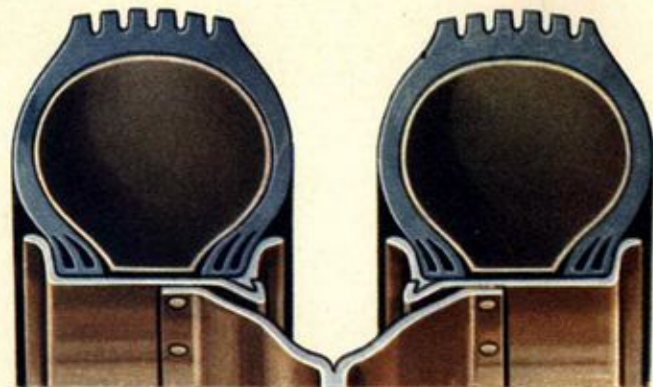
High-Output, Shunt-Wound, Air-Cooled Generators

- Automatic Warm-Up Valves
- *Self-Locking Tappet Adjusting Screws
- *Tocco-Hardened Bearing Journals
- *Replaceable Element Oil Filters
- *Sealed Down-Draft Carburetors

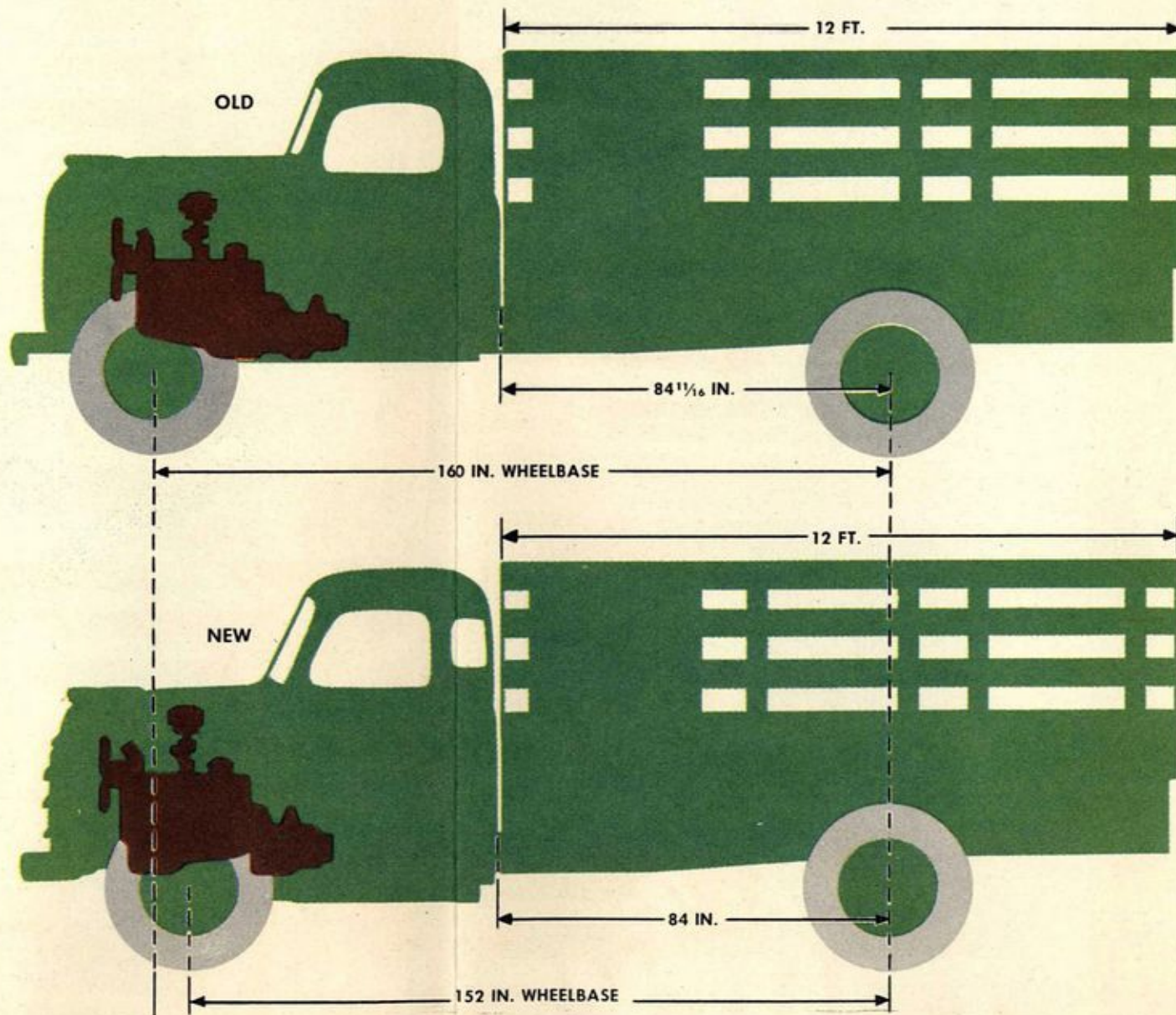
*On High Tonnage Models.



Note the example of widened tread. This feature contributes new ease of handling, improved maneuverability, and shorter turning diameters.



Wide base rims insure longer tire life by decreasing the average amount of deflection under load and in motion.



By moving the front axle back, and the engine forward, Dodge has achieved not only greatly improved maneuverability—but also better weight distribution throughout the vehicle.

New No Detail, However Small, Has Been Overlooked in Building These Brilliant New "Job-Rated" Trucks!



New Braking Power

There are no better brakes in the trucking industry than the famous "equal-pressure" brakes engineered for the new Dodge "Job-Rated" trucks. In all, there are 13 available brake combinations—the right one for your "stopping" needs.



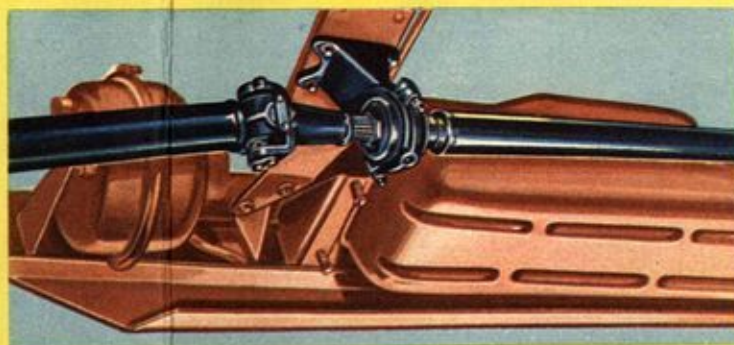
New Rear-Shackled Front Springs

Longer spring life is assured by new-type, rear-shackled front springs. Road shocks are absorbed by tension rather than compression. Front springs have been lengthened, and the riding quality improved.



New "Power-Saver" Mufflers

Usable power of Dodge "Job-Rated" truck engines through the 1½-ton models is increased by a "straight-through" type muffler. By offering less resistance to exhaust gases, performance is improved.



New "Smooth-Power" Propeller Shafts

Vibration is practically eliminated; and "whipping" avoided, by these new 2-piece propeller shafts on 1½-ton and heavier models. Smooth power flow is further improved by a rubber-mounted center bearing of generous size.



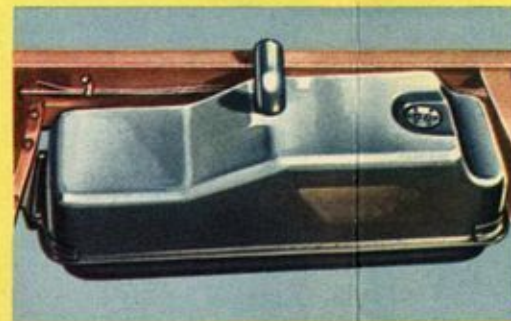
New Side-Opening Hoods

Quick, easy service operations are possible because of this new side-opening hood. Note that it is equipped with check straps and props. A single handle in the center controls latches at each end.



New Left-Side Service For Oil, Gas, Water and Batteries

Your gas tank, radiator, oil and battery are "serviced"—all from the left side. Note that the gas tank filler cap is located conveniently at the side of the cab—no "goose-neck" connection is needed.

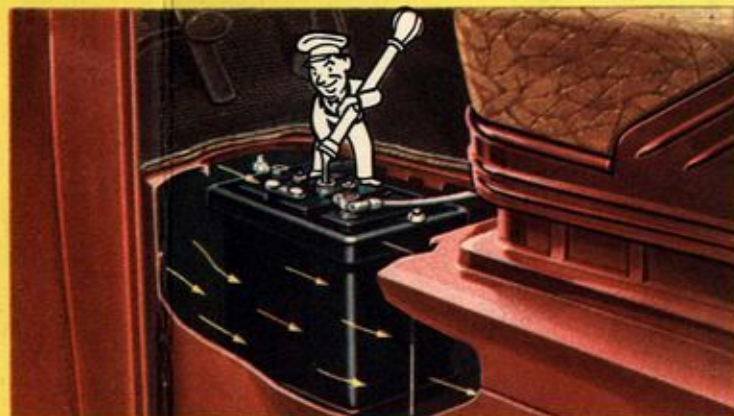


New, Higher Mounted Gas Tank

You get several more inches of ground clearance—because these new gas tanks are mounted higher. A potential source of fuel leaks is eliminated by a bayonet-type fuel gauge mounting.

Always remember...

Only DODGE builds
"Job-Rated" Trucks!



Longer Battery Life

You get longer battery life, and less corrosion, because batteries are placed just outside the frame beneath the cab floor—directly in a path of air that keeps temperatures down. Batteries are of larger capacities to accommodate easily such accessories as heaters and radios.



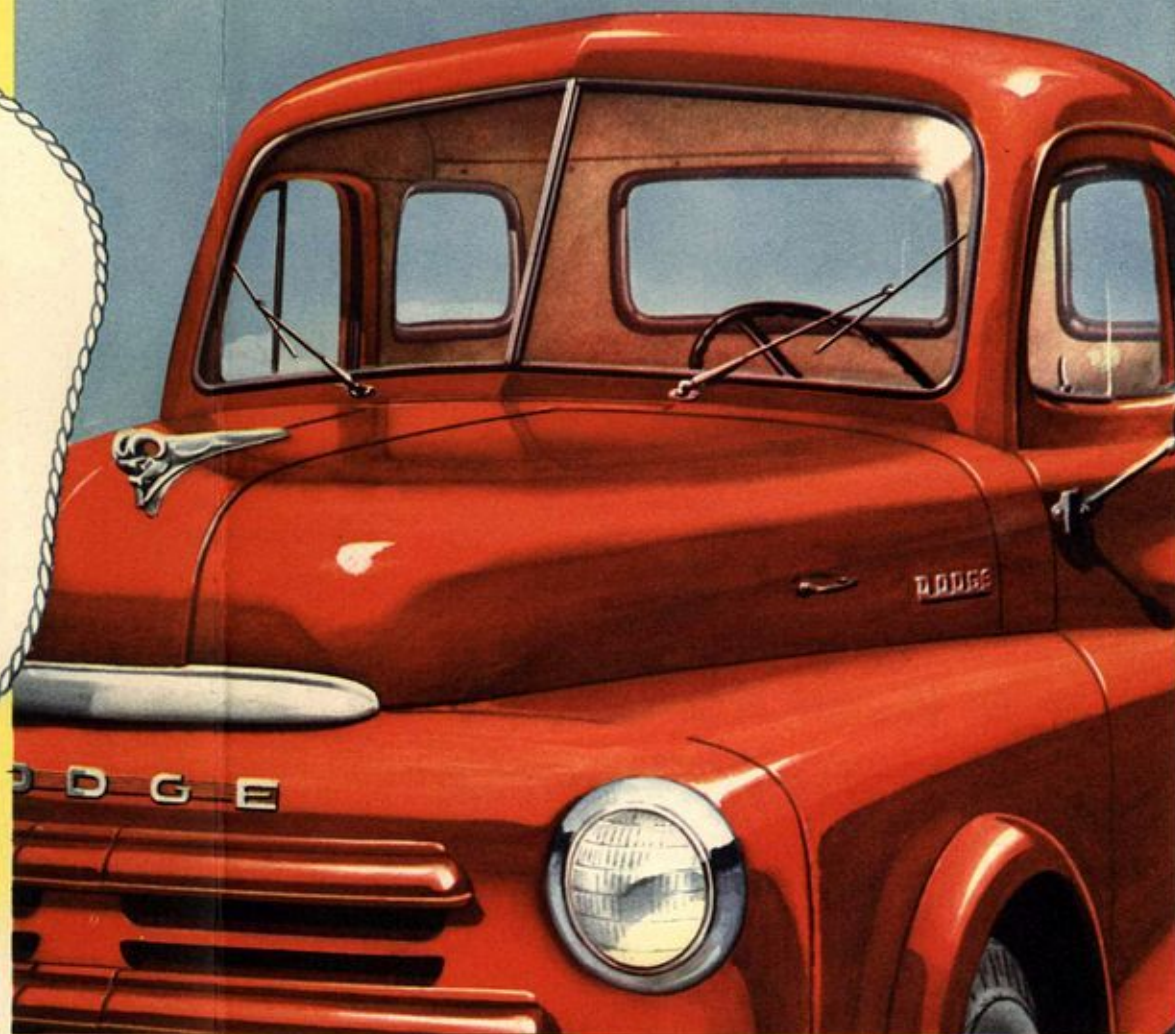
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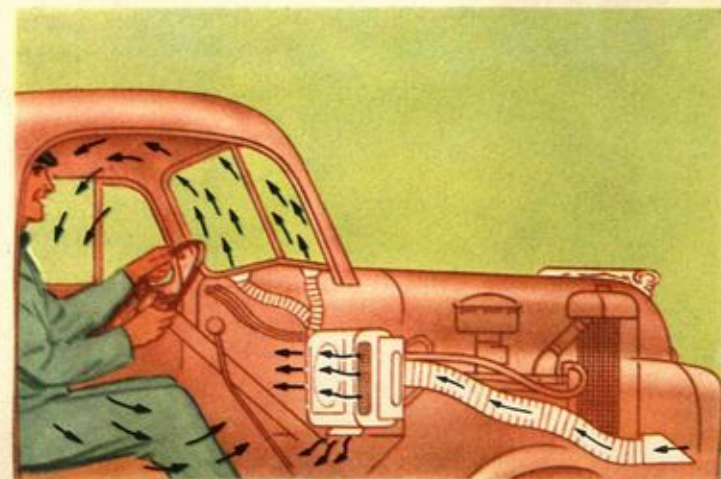


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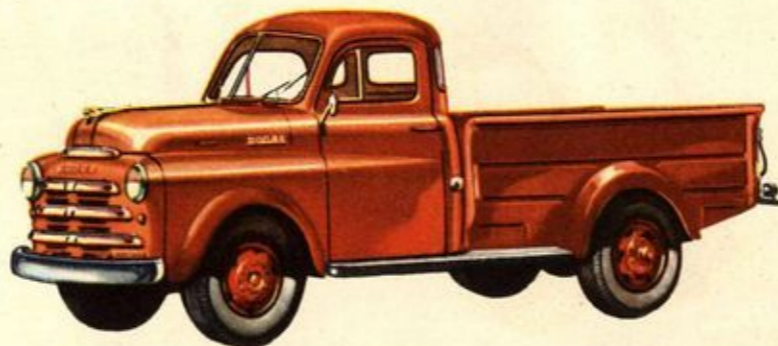
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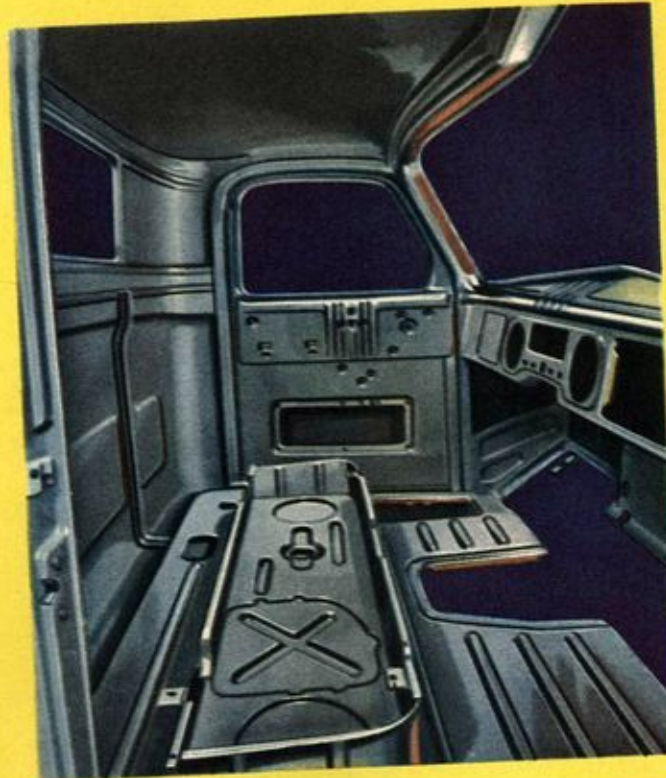
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IMPORTANT INFORMATION

for you about
trucks from your

**DODGE
DEALER**

M. J. LANAHAN, Inc.
TRUCK DEPARTMENT

CALUMET 7300

Dodge Division of Chrysler Corporation reserves the right to change prices without notice and to make changes in specifications without incurring obligations on vehicles previously sold. DMA-6409-1-68