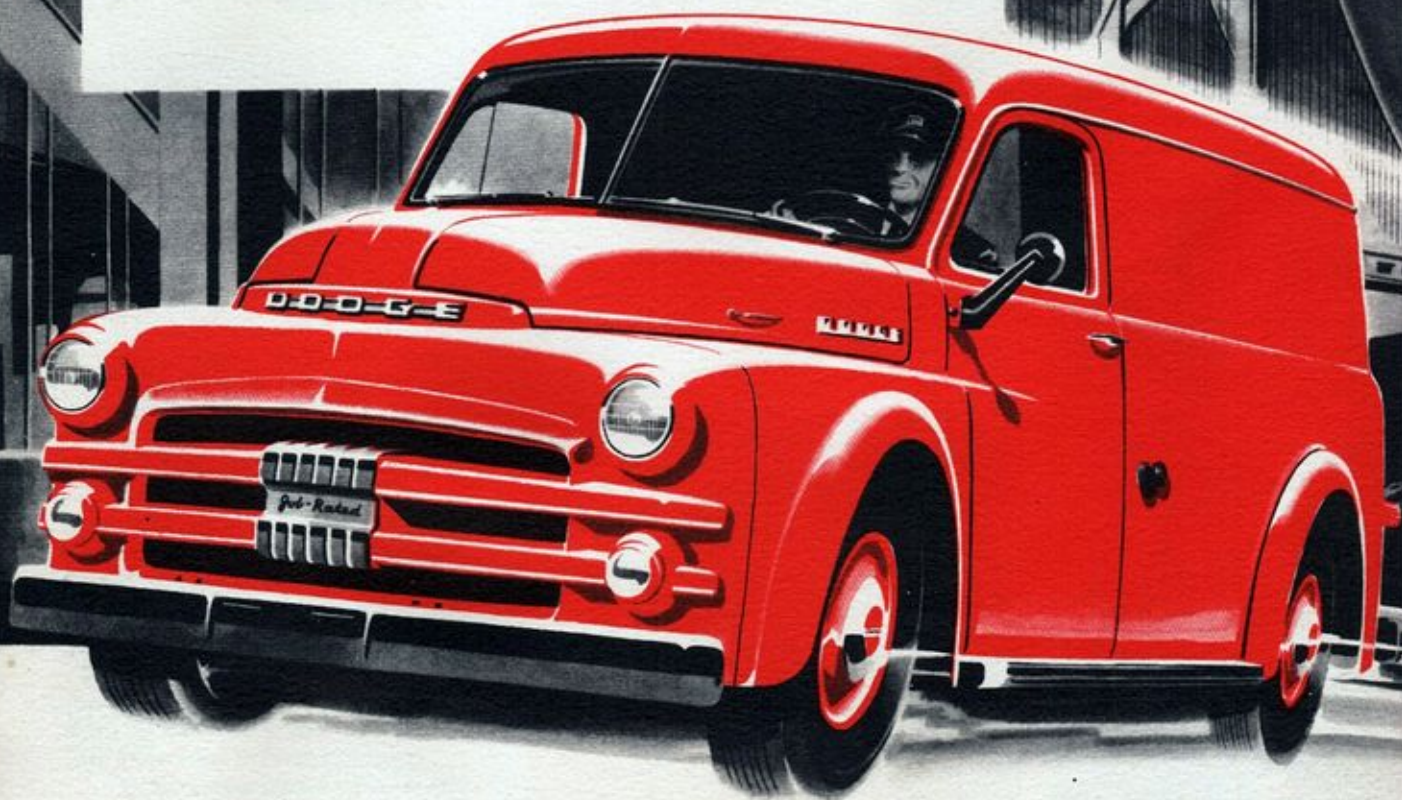


1/2 TON-B Models

DODGE

"Job-Rated" TRUCKS



DODGE PANELS AND PICK-UPS ARE "Job-Rated" TO INCREASE YOUR PROFITS!

Certainly . . . you'll find that these Dodge "Job-Rated" Panels and Pick-ups are "just what the doctor ordered" for reduced hauling costs and increased hauling profits!

That's because you get the *one* truck that's perfectly suited for the job *you* want it to do. What's more, you get a truck that's impressively good-looking . . . and with roomy comfort and maneuverability that make the driver's work more pleasant, more efficient.

These Dodge 1/2-ton models are extremely easy to handle because of cross-steering, wide front axle tread, and short wheelbases. Large windows and windshields make them unusually *safe* to drive.

Dodge "Job-Rated" trucks welcome rigid comparison with any other trucks.

Exterior Features Combine "Eye Appeal" With Utility



1 These "Job-Rated" 1/2-ton panels provide *dual taillights* at the extreme outer edges of the body, just above the bumper. At night, these lights indicate the width of the truck . . . for safer driving.

2 The rear license plate is illuminated by an indirect light hidden beneath the bumper.

3 The bumper features integral semi-wrap-around ends that give more protection to the rear corners of the body.

4 To provide a convenient step into the body and to make the license plate fully visible . . . the center portion of the rear bumper is depressed.

5 Rear fenders act as a protective guard for the body. They are bolted on and since they are not integral with the body, they can be easily replaced.

Panels

Built for Real Utility!

Yes . . . when it comes to loading merchandise, you'll find that these handsome Dodge "Job-Rated" Panels are really built to make your work easier! *Loading height* is only 23⁵/₈" from ground to floor (with Super-Cushion tires). What's more, rear doors in open position provide an opening 44¹/₂" wide and 45³/₄" high. Front door openings are extra high and wide—45³/₈" high, 33¹/₂" wide. Dodge Panels are available in three G.V.W. models, 4,250, 4,500 and 4,850 pounds.

Pick-Ups

Right for Your Toughest Jobs!

Because the bodies of these Dodge "Job-Rated" Pick-ups are *big* and *roomy*, they let you haul more. And, because they are "Job-Rated", Dodge Pick-ups haul these loads for *less*. You enjoy utmost truck comfort, too. Cab seats are a spacious 57 inches wide.

1 Interior measurements—55" high; 63 $\frac{3}{8}$ " wide; 92" long to back of driver's seat; 126" long on floor to toeboard. Provides 155 cubic feet of load space behind the driver.

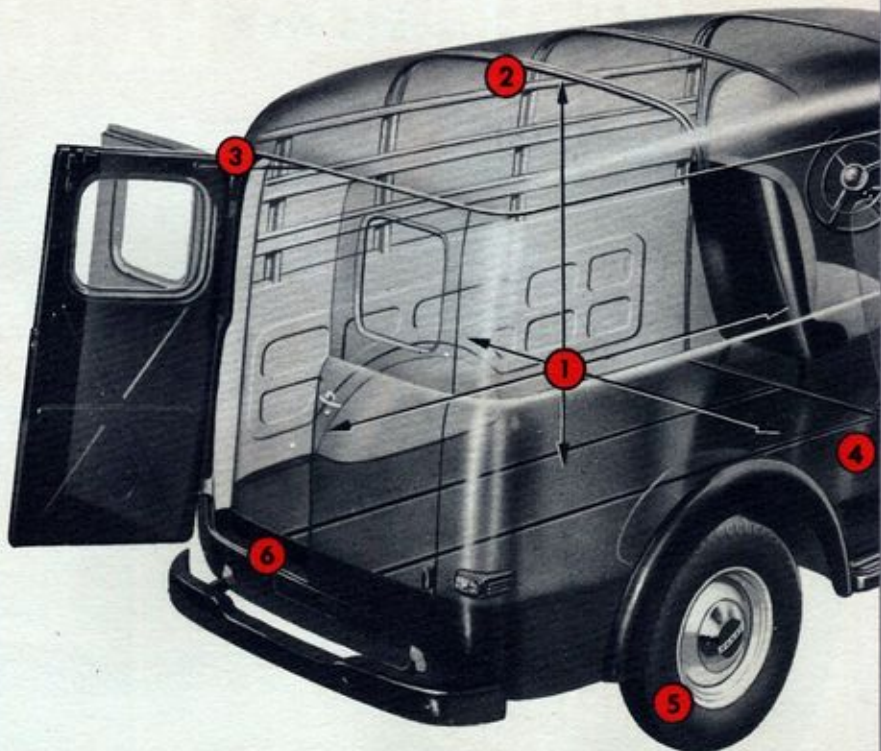
2 Solid steel roof, welded together with side panels, sill and stringers, forms a unit of great strength and rigidity.

3 Two-position door stops permit opening doors to a full 180-degree angle at a loading dock, or to a 90-degree angle for street loading.

4 Rigid two-section floor is of carefully selected, full-seasoned hardwood . . . provides complete weather and dust sealing. Steel skid strips are bolted to the body subfloor.

5 For an extra-soft ride, Super-Cushion Tires (6.70 x 15), with 15-inch wheels are available. A total of four tire options is provided.

6 Improved weather sealing around doors insulates interior against drafts, water seepage, cold, and noise. It lasts and lasts . . . stays in place.

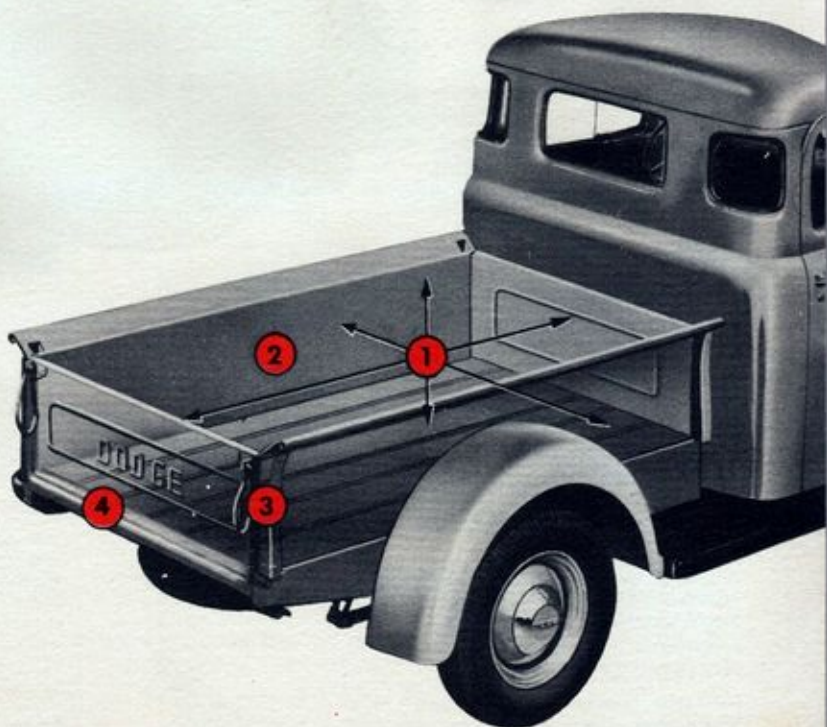


1 Interior measurements, Low side model, 78 $\frac{1}{8}$ " long, 48 $\frac{1}{4}$ " wide, 17" depth of side, 31.41 cu. ft. capacity to top of tailgate. High side model, 78 $\frac{1}{8}$ " long, 49" wide 22 $\frac{3}{8}$ " depth of side, 44.16 cu. ft. capacity to top of tailgate.

2 Rear fenders are low, wide, and rugged, providing a convenient step to get in or out of the body over the side. They are attached to body sides with special flat-head screws. This permits a flush surface, protecting loads from being scratched.

3 Pick-up floors are of carefully selected, full-seasoned hardwood, with steel skid strips bolted to the body subfloor.

4 Tailgates are ruggedly built and are supported on strong hinges. Chain supports hold tailgate in alignment with floor, when lowered.



MORE POWER GREATER ECONOMY MORE PROFIT

**More
Horsepower**
EXTRA POWER PLUS
MONEY-SAVING
FEATURES

This new Dodge engine provides 97 gross horsepower to pull your loads easily, economically. You'll have power to spare on the highway . . . when passing other vehicles . . . when traveling uphill . . . or when working off the road in fields or yards.

MOISTURE PROOF IGNITION SYSTEM!

Molded synthetic rubber spark plug covers are standard equipment on all Dodge "Job-Rated" trucks. Moisture is thus kept from the plugs and terminals . . . and quick, sure starting in wet weather is assured.



RUGGED, LONG-LIFE FAN BELT!

A narrow, wedge-type fan belt is a feature of the "B" model Dodge "Job-Rated" trucks. This belt is exceptionally long-wearing and dependable.

"HOTTER" SPARK PLUGS!

New type, hotter, resistor-type spark plugs with a more intense spark at low speeds are now provided on Dodge "B" models. Because of this, engine idling is smoother, gas economy is greater.



LARGE-CAPACITY FUEL PUMP!

The fuel pump on Dodge "B" models has greater capacity . . . and prevents excessive pressure. It is extremely dependable, long-lasting and economical.

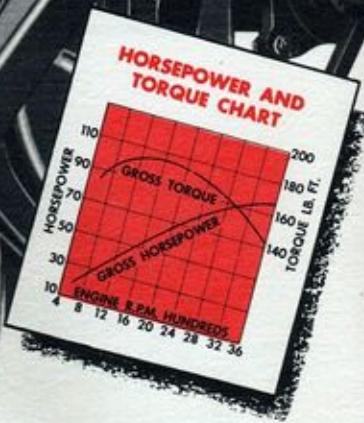
HIGH-TORQUE STARTING MOTOR!

Starting motor utilizes a spiral-splined type of engagement mechanism as well as improved windings. Its starting torque is therefore greater, which means more dependable service—quicker starts—particularly in cold weather.



LARGE 45-AMP. GENERATOR!

Because the generator capacity is 45 amps., the battery is better able to maintain a full charge under all conditions. This is especially important when extra electrical equipment (such as heater, radio, etc.) is used.



WITH A

DODGE "Job-Rated" ENGINE

STURDY ENGINE COMPONENTS

Each individual part of these rugged Dodge "Job-Rated" engines is designed to take all the punishment your job will give it! For instance, replaceable, precision-type bearings last longer—are more easily serviced. Four big precision-type main bearings support the dynamically and statically balanced crankshaft. Pistons are of specially coated aluminum alloy. *Extra-quality* is the keynote in Dodge!

1 Exhaust Valve Seat Inserts.

This Dodge feature will reduce your maintenance costs . . . as well as contribute to greater engine economy and longer engine life. Dodge inserts are made of hard, heat-resistant alloy. They guard against pitting and burning of the valve seat and assure a tight valve seal for thousands of extra miles. Thus, the need for valve grinding is greatly reduced.



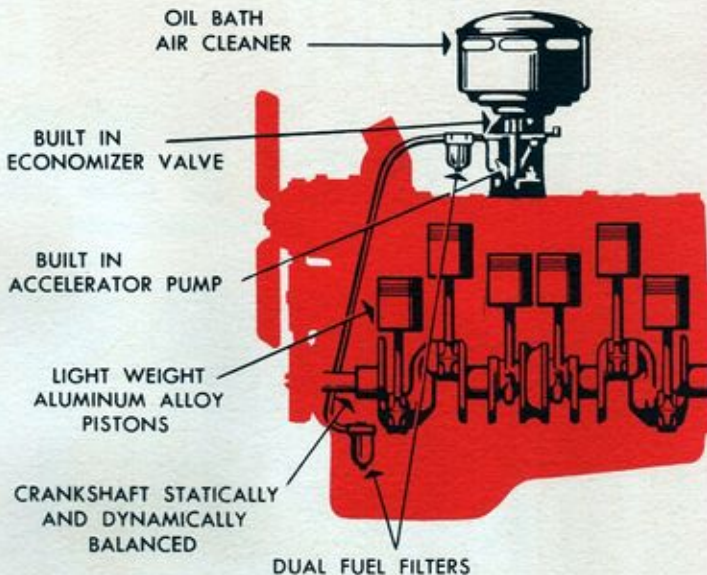
2 Water Distributing Tube.

Better exhaust valve seat cooling—and hence longer, more trouble-free valve and seat life—is the outstanding benefit of this Dodge feature. It assures that the hottest points in the engine are cooled effectively and equally. Bubbles, which prevent thorough cooling in some truck engines, are washed away by positive water pressure.

3 Four Rings per Piston mean more oil and gasoline economy. Dodge pistons on the "B" model utilize *two* oil-control rings instead of one. Thus, there is a larger "drain back" and less likelihood of clogged rings—a major cause of heavy oil consumption.

Chrome-Plated Top Ring lasts 3 to 5 times longer than an ordinary top ring. And it reduces cylinder wall scuffing, too. Engine economy becomes greater. Overhauls become less frequent. Wear on cylinder walls during break-in period is greatly reduced.

4 By-Pass for Water Recirculation assures uniform engine warm-up. During warm-up, by-pass design safeguards exhaust valve seats and other fast-warming engine parts against destructive hot spots.



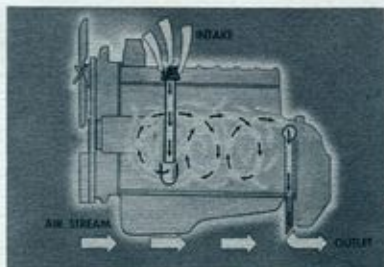
A FUEL SYSTEM THAT'S "TOPS"

When you can *depend* on continuous, high power output with exceptional fuel economy . . . you're sure to be *truly satisfied* with the truck you've purchased. And high power output with low fuel consumption is exactly what Dodge gives you! The fuel system contributes to economy with such advanced features as dual fuel filters, large diaphragm-type fuel pump, downdraft carburetor, built-in accelerator pump, automatic warm-up chamber, and oil-bath air cleaner.

FILTERED CRANKCASE VENTILATION

The Dodge engine ventilating system provides full crankcase ventilation. In addition, air entering the Dodge engine is *filtered* to prolong engine life still further.

Incoming air is first cleaned by an oil-wetted filter. This effectively screens out all particles of abrasive foreign matter. With these wear-producing elements kept out of the engine, your maintenance costs are reduced, and the life of the engine is lengthened.



PLUS a Pressure Lubrication System

Oil flow is clean since it is strained by a floating-type intake screen that avoids froth and sediment. Oil is forced to all main and connecting rod bearings through drilled passages and splashed to the cylinder walls. Pressure at all speeds is assured by a rotary-type oil pump.

PLUS Many Other Quality Features

(Have your Dodge "Job-Rated" truck salesman show you the Dodge Truck Sales Manual.)

Whatever your low-tonnage needs...

here's a **DODGE** "Job-Rated"



PANEL

Load Space Behind Driver's Seat—155 cu. ft. Payload Allowance, maximum—1425 lbs. Inside Dimensions: Length Behind Driver's Seat 92"—Width 63 $\frac{3}{4}$ "—Height 55".



PICK-UP

Payload and Equipment Allowance, max.—1600 lbs. Choice of High Side or Low Side Pick-up Body. Dimensions of High Side Body: Inside Length—78 $\frac{1}{8}$ "; Inside Width—49"; Floor Area—26.58 sq. ft.; Depth of Sides—22 $\frac{3}{4}$ ". Dimensions of Low Side Body: Inside Length—78 $\frac{1}{8}$ "; Inside Width—48 $\frac{1}{4}$ "; Floor Area—26.17 sq. ft.; Depth of Sides—17".

½-ton model that's **RIGHT** for you!

If your work calls for a low-tonnage truck—*any* type of low-tonnage truck—you're sure to find just what you want in one of the models shown on these two pages.

Here is a really complete line . . . one that enables you to get the *right* truck . . . the one that *fits your job!*

You'll notice that each Dodge model has fleet, attractive lines which provide impressive appearance that is good advertising for your business.

It's a fact, too, that Dodge ½-ton Panels and Pick-ups have load-carrying capacities among the highest in the ½-ton field. They carry these bigger, more profitable payloads at

lower cost . . . because the "Job-Rated" engine is *right* for the load. This, of course, results in more economical operation and less time out for repairs.

Add exceptional handling-ease and deep-seated cab comfort and you have some idea of exactly what these Dodge models can mean to you in your business.

The ½-ton chassis is available separately, either with flat-face cowl, windshield cowl, or cab, as illustrated below.

Special bodies to fit your delivery needs are built for these Dodge "Job-Rated" chassis by many reputable body builders. If you need a special body, let us help you select one.



CHASSIS AND FLAT-FACE COWL



CHASSIS AND CAB



CHASSIS AND WINDSHIELD COWL



UTILITY BODY



STATION WAGON BODY



MILK DELIVERY UNIT

Chassis features are "Job-Rated" for

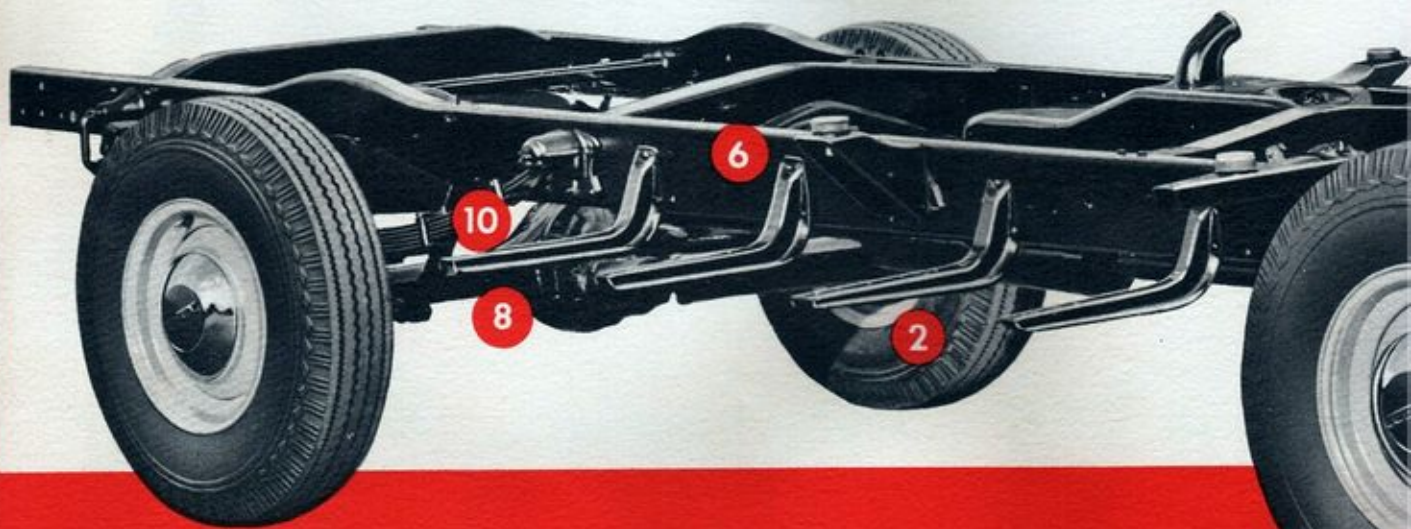
Most every operator wants a truck he can *really* depend on . . . under *any* operating conditions.

Further, he wants a truck that will last for years, give him plenty of driving safety and comfort and have a good resale value.

Some of the main reasons why Dodge "Job-Rated" trucks meet these requirements . . . and exceed them . . . are shown on these pages.

You get a chassis that's "Job-Rated" . . . built to fit your job. Frame, clutch, transmission, in fact every unit in the Dodge chassis is designed to save time and money on *your* job.

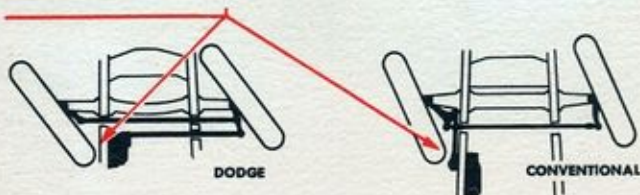
These features are some of the big reasons why Dodge "Job-Rated" trucks can serve you best.



Cross-Steering Gives **SHORTER TURNING DIAMETERS** . . . **EASIER HANDLING**

Cross-steering, in combination with short wheel-bases and wide tread front axles, lets you turn a Dodge truck completely around in a 36 $\frac{1}{4}$ -foot circle (curb clearance with standard tires), either right or left.

Note how drag link interferes with left turns in ordinary design—but not in the Dodge design with cross-steering.



10

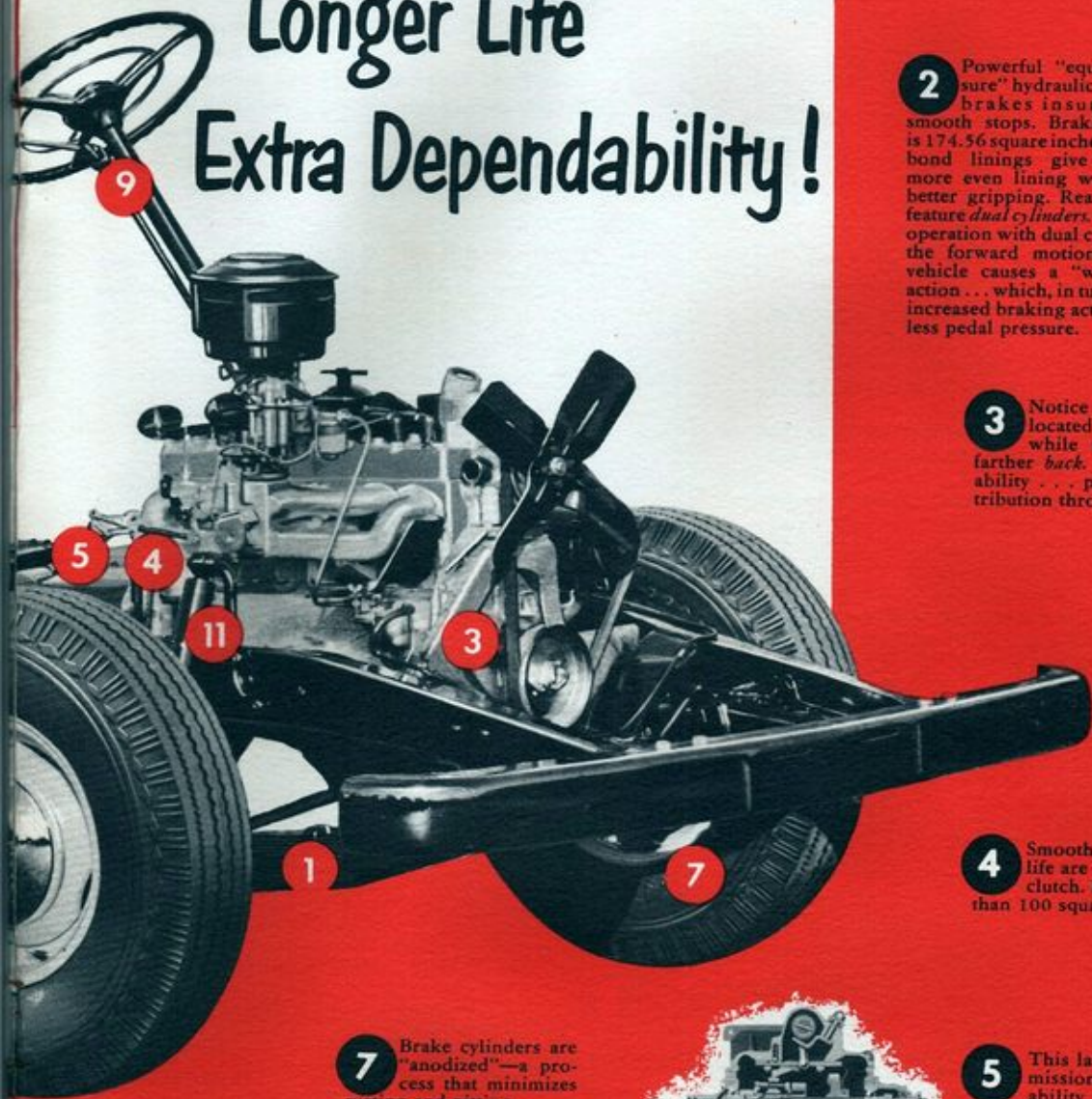
Rear springs are "Job-Rated" for the loads they must carry. Built of Amola steel, they're extra tough, yet resilient.

11

"Oriflow" shock absorbers control the ride better on rough roads . . . give a softer ride under normal conditions, too.



Top Performance Longer Life Extra Dependability!



1 Front springs, extra long for easy riding, are made of tough, yet flexible Amola steel, famous for long life and resistance to breakage. The springs are "Job-Rated" for the load to be carried.

2 Powerful "equal pressure" hydraulic 4-wheel brakes insure safe, smooth stops. Braking area is 174.56 square inches. Cycle-bond linings give longer, more even lining wear, and better gripping. Rear brakes feature *dual cylinders*. In brake operation with dual cylinders, the forward motion of the vehicle causes a "wedging" action . . . which, in turn, gives increased braking action with less pedal pressure.



3 Notice that the Dodge engine is located in a *forward* position . . . while the front axle is located farther *back*. This improves maneuverability . . . provides better weight distribution throughout the truck.



4 Smooth, even starts and long life are built into this sturdy clutch. Friction area is more than 100 square inches.

7 Brake cylinders are "anodized"—a process that minimizes rusting and pitting.



5 This large, heavy-duty 3-speed transmission is "Job-Rated" for dependability and long life. It features a steering column gearshift for easy operation. Gears are wide-spaced and precision-cut. A rugged, 4-speed Synchro-shift transmission, with floor-mounted gearshift, is available if you need lower gear ratios and more accelerating steps for heavy hauling.

8 Semi-floating rear axles in these Dodge "B" models combine strength with long life.



9 Steering column gearshift on Dodge "B" models with 3-speed transmission makes driving easier and safer.

6 This husky "Job-Rated" frame is built to withstand hardest use. Sturdy cross-members provide greater rigidity and contribute to long, trouble-free life.



NEW SMOOTHNESS... NEW HANDLING EASE... LONGER TRUCK LIFE WITH **gýrol FLUID DRIVE**

Only Dodge offers *gýrol Fluid Drive* in commercial vehicles.

This great engineering advancement has proved an outstanding performer in thousands of Dodge "Job-Rated" trucks.

Certainly, you'll want to consider carefully the benefits of *gýrol Fluid Drive* before you buy any truck in the ½-ton field.

In actual operation, it has been proved that the smooth, certain, cushioning action of Fluid Drive has definitely prolonged the life of giant shovels, huge cranes, power transmission machinery, and many other types of equipment. In your Dodge "Job-Rated" trucks, too, you'll find that *gýrol Fluid Drive* means smooth, easy operation such as you've never known in a truck before!

Smoother, More Economical Performance!



Fluid Drive provides a "power cushion" between the engine and clutch. You can slow down without having to shift gears . . . start up without jerking. Fluid Drive also helps to prevent wheel spinning when you start up on a slippery pavement.

With Fluid Drive applying the power with unbelievable smoothness, driving is easier on the driver . . . easier on the truck. Service expense is lower, since drive-line shocks that cause excessive wear are largely eliminated.

Easier Handling! One demonstration will serve to convince you of how much easier—how much less tiring—it is to drive a truck that is equipped with Fluid Drive!

For one thing, a lot of tiresome gear shifting is completely eliminated. In a Dodge "Job-Rated" truck equipped with Fluid Drive, you can roll along in high . . . slow down in traffic . . . then speed up again, all without touching the gearshift lever or clutch.



Longer Truck Life! With Fluid Drive, more than 80 vital truck parts are protected against sudden shocks and strains. Thus, there is less wear on the engine, clutch, and the entire power train.

Clutch facings last much longer, too, because clutch engagement is cushioned. Gears, universal joints and other drive-line parts are not subjected to sudden shocks. It's impossible, even with an inexperienced driver at the wheel, to cause undue strain on a power line that's cushioned and protected by Fluid Drive.

Finally, tires give longer mileage. Fluid Drive reduces wheelspin . . . reduces tire wear on starting.

see your dealer
about a
demonstration
...soon!

HOW IT WORKS Fluid Drive consists of two vaned disks separated by a cushion of oil. The engine turns one disk . . . to start the oil whirling. The "activated" oil then turns the other disk. Power from the engine to the rear wheels is transferred through this oil cushion. There is no metal-to-metal contact. You'll feel the smooth difference the minute you drive a new Dodge "Job-Rated" ½-ton truck with *gýrol Fluid Drive*!

THE BASIC PRINCIPLE Basic principle of Fluid Drive can be illustrated by placing two electric fans facing each other, one being plugged in, the other disconnected. The connected fan represents the disc turned by the engine. It transfers its power through the air to the disconnected fan, which represents the disc driving the rear wheels.



DRIVEN MEMBER
DRIVING MEMBER
TO TRANSMISSION
FLUID
FROM ENGINE



DRIVING IS MORE ENJOYABLE ...SAFER...IN A DODGE "PILOT-HOUSE" CAB

When it comes to spending long hours behind the wheel, you'll agree that a *more comfortable driver* is a *more efficient driver*. In designing Dodge "Pilot-House" cabs, Dodge engineers kept this fact in mind as a *prime consideration*.

As a result, you'll find plenty of *headroom* and *legroom* in a Dodge "Pilot-House" cab. What's more, you'll have better all 'round *vision* through 1874 square inches of glass area!

In Dodge cabs you ride in a *more restful, more comfortable* atmosphere. That's because these cabs are effectively insulated and soundproofed at the windows, windshield, dash panel, floor, roof and door panels. Also, doors extend below the cab floor to help prevent drafts.

6 Additional Features

- 1 **Safety instrument panel**—Instruments are directly in front of the driver where they're easy to see. For easy servicing, instruments are front-mounted.
- 2 **Horn ring** is now provided on ½-ton models.
- 3 **Steering wheel angle** has been changed to give a more comfortable, more natural, driving position.
- 4 **The seat cushion** is thicker, more comfortable. It is soft, yet gives the proper support.
- 5 **Trim on door** is of simulated leather. It is brightly colored, washable; provides added insulation against cold.
- 6 **Door handles** and window regulators are large and easily operated.

The Safety You Want! You'll be safer in a Dodge "Pilot-House" cab. The *Safety-Steel* construction of Dodge cabs provides maximum driver protection as well as longer cab life. Steel is welded to steel throughout. Husky steel braces provide reinforcement at every major point of stress. Box-section construction for door posts and other structural units gives additional strength and rigidity. The steel floor is an integral part of the cab body.



Adjustable Seats!

Dodge cab seats offer maximum comfort, regardless of the driver's size or weight. A convenient hand lever provides a 4-inch seat adjustment. One and one-half inches of additional fore and aft adjustment are available by moving the seat cushion. Seats are "chair-height," too, for utmost comfort.



Your Choice of Three Cabs!

Standard Dodge Cab features include sun visor, dual vacuum-operated windshield wipers, cowl ventilator.

De Luxe Cab features include door vent wings, rear quarter windows, sun visor, cowl ventilator, dual vacuum-operated windshield wipers.

Custom Cab features include door vent wings, rear quarter windows, dome light, armrest, dual sun visors, foam rubber seat padding, de luxe seat back, cowl ventilator, dual electrically operated windshield wipers.



Specifications

ENGINE

Type and Number of Cylinders.....	L-Head, 6
Bore and Stroke.....	3¼" x 4¾"
Piston Displacement.....	218 cu. in.
Maximum Gross Horsepower.....	97 @ 3600 RPM
Maximum Gross Torque.....	175 ft.-lbs. @ 1600 RPM
Compression Ratio.....	7.0 to 1
Piston Material.....	Aluminum Alloy
Piston Rings, Number Per Piston.....	4
Top Piston Ring Surface Coating.....	Chrome-Plated
Lubrication	
Type.....	Pressure
Oil Pump, Type.....	Rotary
Oil Pump Intake, Type.....	Floating Screen
Crankcase Refill—Capacity.....	5 qts.

Valve Tappets.....	Adjustable
Exhaust Valves, Material.....	Silicon and chromium
Seat Inserts, Material.....	Special Alloy ^{steel}
Cooling System	
Capacity.....	17½ qts.
By-pass for Water Recirculation.....	Yes
Water Distributing Tube.....	Yes
Main and Connecting Rod Bearings.....	
.....	Replaceable Prefitted Type
Spark Plugs, Type.....	Resistor
Generator, Standard.....	45 Amp.
Fuel System	
Number of Filters.....	2
Air Cleaner.....	Oil-bath type
Carburetor.....	Plain Tube Downdraft

CHASSIS

Clutch	
Type.....	Single-plate
Diameter—Area.....	
..... 10"—100.53 sq. in. (with 3-speed Trans.)	
..... 11"—123.7 sq. in. (with 4-speed Trans.)	
Fluid Drive uses 10" clutch only.	
Fluid Drive Available.....	
.....	Yes—with 3- or 4-speed Transmission
Transmission	
Speeds—Standard.....	3 forward, 1 reverse
Optional.....	4 forward, 1 reverse
Final Drive	
Type.....	Hotchkiss
Front Axle	
Type.....	Reverse Elliott I-Beam
Rear Axle	
Type.....	Semi-Floating, Hypoid
Ratios.....	3.73, 4.1 or 4.78 to 1
Steering Gear	
Type.....	Worm and Roller
Ratio.....	18.2 to 1

Parking Brake	
Location.....	Rear of Transmission
Total Braking Area.....	33.37 in.
Service Brake	
Type.....	Hydraulic Internal Expanding
Total Braking Area.....	174.56 sq. in.
Frame—Type.....	Straight with 1½" kick-up over rear axle
Max. depth of side rails.....	6½"
No. of Crossmembers (including front bumper).....	5
Springs—Type.....	Semi-elliptic
Front, Size.....	42" x 1¾"
Nominal Capacity.....	900 lbs.
No. of Leaves.....	7
Rear, Size.....	52" x 1¾"
Nominal Capacity—Std.....	1,000 lbs.
Opt.....	1,200 lbs.
No. of Leaves—Std.....	5
Opt.....	8

Specifications Subject to Change Without Notice

DMA-7462-1-51

See your
Dodge Dealer
today!