

NEW Pick-ups



M. J. LANAHAN, Inc.
TRUCK DEPARTMENT
2522 SO. MICHIGAN AVE.
CHICAGO 16, - CALUMET 7300



DODGE
"Job-Rated"
TRUCKS

FIT THE JOB . . . SAVE MONEY . . . LAST LONGER

...only Dodge builds "Job-Rated" trucks!

Dodge "Job-Rated" Pick-Ups Feature NEW "PILOT-HOUSE" CABS

... with all-'round vision



Note the tremendously increased *vision* of these cabs. Windshields and windows are higher and wider. New rear quarter windows add still more to vision, and to safety. With this increased glass area throughout, you get "Pilot-House" vision

... in *all* directions. They're the *safest* cabs ever built, with welded all-steel construction. It's like "sitting on top of the world" ... with all the road yours to command.

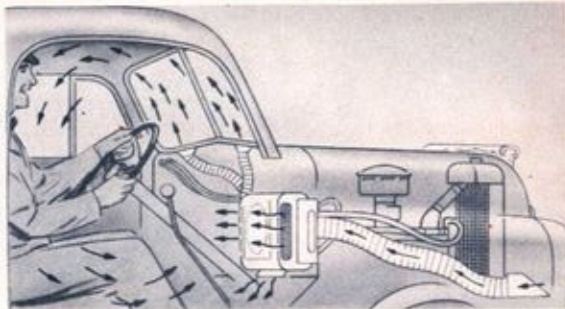
NEW COMFORT



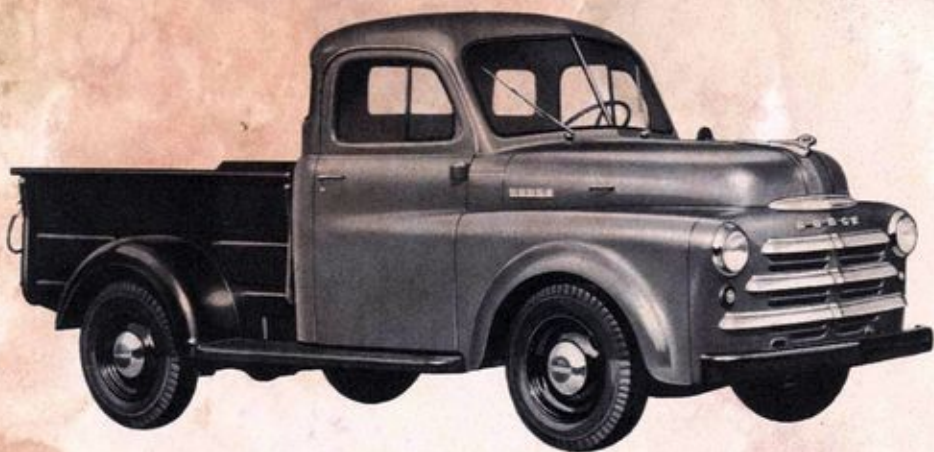
- 1 PLENTY OF HEADROOM.
- 2 STEERING WHEEL ... right in the driver's lap.
- 3 NATURAL BACK SUPPORT ... adjustable for maximum comfort.
- 4 PROPER LEG SUPPORT ... under the knees where you need it.
- 5 CHAIR HEIGHT SEATS ... just like you have at home.
- 6 "AIR O RIDE" CUSHIONS ... adjustable to weight of driver and road conditions.

7 7-INCH SEAT ADJUSTMENT
... with safe, convenient hand control.

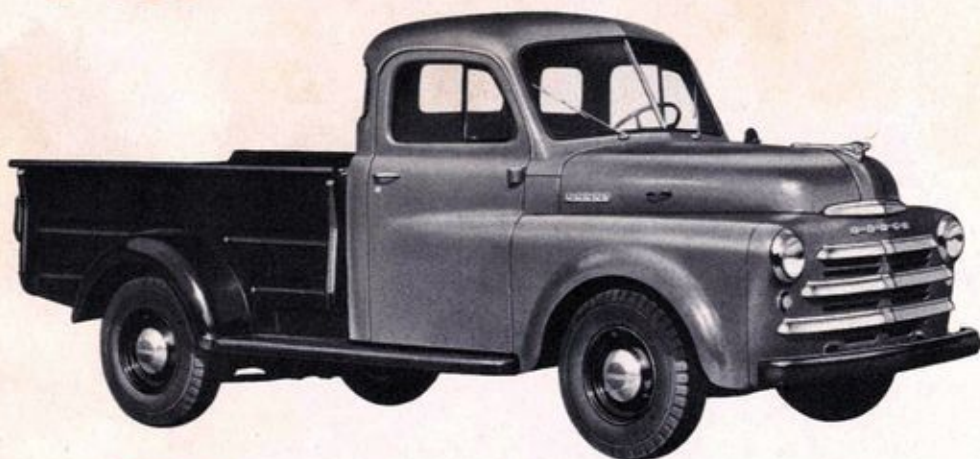
NEW All-Weather Ventilation



You drive in comfort at ten below or at a hundred above, Rain, fog and sleet need no longer affect you. Available is an ingenious combination of *truck* heater, defroster vents, vent windows, cowl ventilator, and a new fresh air intake from behind the front grille. It's the *finest* "All-Weather" heating and ventilating system ever installed in a truck cab.



MODEL B-108 Pick-Up body 78 $\frac{1}{8}$ " long x 22 $\frac{7}{16}$ " high to top of flareboards and 49" wide, providing 44.17 cu. ft. capacity, computed to top of tail gate.



MODEL C-116 Express body 90" long x 22 $\frac{7}{16}$ " high to top of flareboards, and 54" wide—49" wide at the wheel housings, providing 56.07 cu. ft. capacity, computed to top of tail gate.



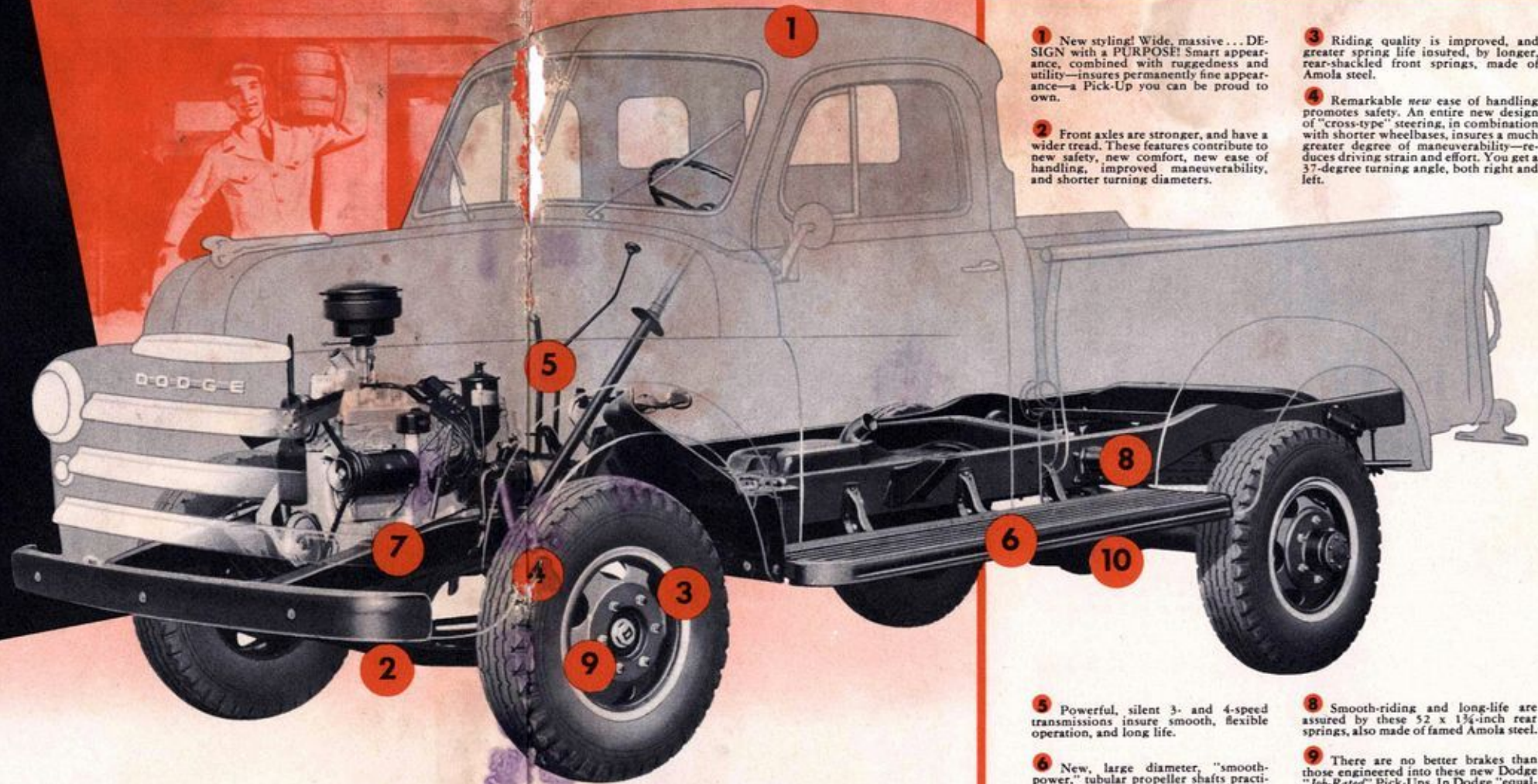
**MODEL D-116
AND D-126**

Express body 90" long x 22 $\frac{7}{16}$ " high to top of flareboards and 54" wide—49" wide at the wheel housings, providing 56.07 cu. ft. capacity, computed to top of tail gate. D-126—Express body 108" long x 22 $\frac{7}{16}$ " high to top of flareboard and 54" wide—49" wide at wheel housings—providing 67.29 cu. ft. capacity, computed to top of tail gate. NOTE: DUAL REAR WHEELS ARE AVAILABLE ON BOTH MODELS D-116 and D-126.



Choose the Right PICK-UP

to fit YOUR Job From
12 NEW
"Job-Rated" Models



1 New styling! Wide, massive... DESIGN with a PURPOSE! Smart appearance, combined with ruggedness and utility—insures permanently fine appearance—a Pick-Up you can be proud to own.

2 Front axles are stronger, and have a wider tread. These features contribute to new safety, new comfort, new ease of handling, improved maneuverability, and shorter turning diameters.

3 Riding quality is improved, and greater spring life insured, by longer, rear-shackled front springs, made of Amola steel.

4 Remarkable new ease of handling promotes safety. An entire new design of "cross-type" steering, in combination with shorter wheelbases, insures a much greater degree of maneuverability—reduces driving strain and effort. You get a 37-degree turning angle, both right and left.

● You'll like the way these new Dodge "Job-Rated" Pick-Ups cut your hauling costs. That's because they're "Job-Rated"—from engine to rear axle—to give maximum performance at lowest costs. Safety and comfort are outstanding features. There's plenty of room—cab seats are 57¼" wide—ample room for three husky men.

The new bodies are the biggest on the market today. They're not only sized for big loads—but they're easier to load, too! Combining handsome appearance with practical utility, your truck dollar buys more when you buy Dodge. Get the one "Job-Rated" to fit your job—and you'll own the most economical, dependable, and longest-lasting Pick-Up money can buy.

5 Powerful, silent 3- and 4-speed transmissions insure smooth, flexible operation, and long life.

8 Smooth-riding and long-life are assured by these 52 x 1¾-inch rear springs, also made of famed Amola steel.

6 New, large diameter, "smooth-power," tubular propeller shafts practically eliminate vibration and whipping.

9 There are no better brakes than those engineered into these new Dodge "Job-Rated" Pick-Ups. In Dodge "equal-pressure" hydraulic brakes is embodied the finest of modern brake construction.

7 Unusually sturdy side rails of high-strength steel are built in one continuous piece to form one of the most rigid frames in the industry. Bumper attaches directly to front end of the frame, forming additional cross member.

10 New Dodge heavy-duty, rear axles represent the very latest word in axle engineering. A wide variety of rear axle gear ratios is available for maximum performance, with economy and long life.

B-108 Code 42 Approximate payload 950 lbs. 6.00/16-4 ply tires on 4.00 drop-center type Safety-Rim Wheels. Rear axle gear ratios are 4.1 or 4.78 to 1 optional.

C-116 Code 55 Approximate payload 2,025 lbs. 7.00/15(TA)-6 ply tires on 5.50 drop-center type rims. Rear axle gear ratios are 4.1 or 4.78 to 1 optional.

D-116 Code 68 Approximate payload 2,900 lbs. 6.00/16-6 ply front, dual rear and spare tires on 4.50 semi-drop-center type rims. Options are 7.00/16-6 ply front and 7.50/16-8 ply single rear and spare tires on 5.50 semi-drop-center type rims with same size front tires also available. Equipped with replaceable element type oil filter. Rear axle gear ratios are 3.9, 4.3 or 4.89 to 1.

D-126 Code 60 Approximate payload 2,000 lbs. 7.00/16-6 ply front tires and 7.50/16-6 ply single rear and spare tires, both on 5.50 semi-drop-center type rims (same size front tires also available). Equipped with replaceable element type oil filter. Rear axle gear ratios are 3.9, 4.3 or 4.89 to 1.

B-108 Code 45 Approximate payload 1,200 lbs. 6.00/16-6 ply tires on 4.00 drop-center type Safety-Rim Wheels. Rear axle gear ratios are 4.1 or 4.78 to 1 optional.

D-116 Code 55 Approximate payload 1,700 lbs. 6.00/16-6 ply front tires on 4.50 semi-drop-center type rims and 7.00/16-6 ply single rear and spare tires on 5.50 semi-drop-center rims (same size front tires also available). Rear axle gear ratios are 3.9, 4.3 or 4.89 to 1.

D-116 Code 75 Approximate payload 3,575 lbs. 6.50/16-6 ply front, dual rear and spare tires on 4.50 semi-drop-center type rims. 6.00/20-6 ply on 5.00 rims are available for operations requiring greater road clearance. Equipped with 2,300 lb. rear springs and replaceable element type oil filter. Rear axle gear ratios are 3.9, 4.3 or 4.89 to 1.

D-126 Code 68 Approximate payload 2,750 lbs. 6.00/16-6 ply front, dual rear and spare tires on 4.50 semi-drop-center type rims. Options are 7.00/16-6 ply front and 7.50/16-8 ply single rear and spare tires on 5.50 semi-drop-center type rims with same size front tires also available. Equipped with replaceable element type oil filter. Rear axle gear ratios are 3.9, 4.3 or 4.89 to 1.

B-108 Code 48 Approximate payload 1,550 lbs. 6.50/16-6 ply tires on 4.50 drop-center type Safety-Rim Wheels, or 6.00/18-6 ply tires on 3.62 drop-center type rims when greater road clearance is desirable. Equipped with a replaceable element type oil filter. Rear axle gear ratios are 4.1 or 4.78 to 1 optional.

D-116 Code 60 Approximate payload 2,150 lbs. 7.00/16-6 ply front tires and 7.50/16-6 ply single rear and spare tires, both on 5.50 semi-drop-center type rims (same size front tires also available). Equipped with replaceable element type oil filter. Rear axle gear ratios are 3.9, 4.3 or 4.89 to 1.

D-126 Code 55 Approximate payload 1,550 lbs. 6.00/16-6 ply front tires on 4.50 semi-drop-center type rims and 7.00/16-6 ply single rear and spare tires on 5.50 semi-drop-center rims (same size front tires also available). Rear axle gear ratios are 3.9, 4.3 or 4.89 to 1.

D-126 Code 75 Approximate payload 3,425 lbs. 6.50/16-6 ply front, dual rear and spare tires on 4.50 semi-drop-center type rims. 6.00/20-6 ply on 5.00 rims are available for operations requiring greater road clearance. Equipped with 2,300 lb. rear springs and replaceable element oil filter. Rear axle gear ratios are 3.9, 4.3 or 4.89 to 1.

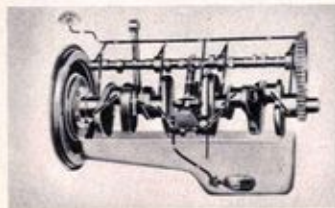
2 Great Truck Engines

You get top **ECONOMY** from Power that fits Your Hauling Needs!

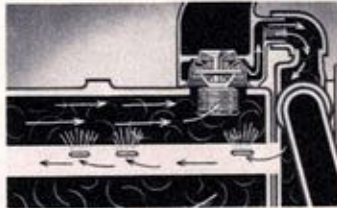
Dodge "Job-Rated" engines for these Pick-Ups are more economical, because each is designed and built to fit the truck it powers. It stands to reason that a single engine could not efficiently meet the entire hauling range of these models. If the engine were too large, it would be wasteful. If it were too small, it could not give proper performance. That's why Dodge provides *two* separate engines—both engineered for maximum economy, performance, and long life on the jobs they're built to do.



Truck Operating Costs are Lower with These Money-Saving Features



Full pressure lubrication gives long bearing life to the "Job-Rated" engines that power these trucks. Positive pressure supplies oil to main, lower connecting rod, and camshaft bearings.



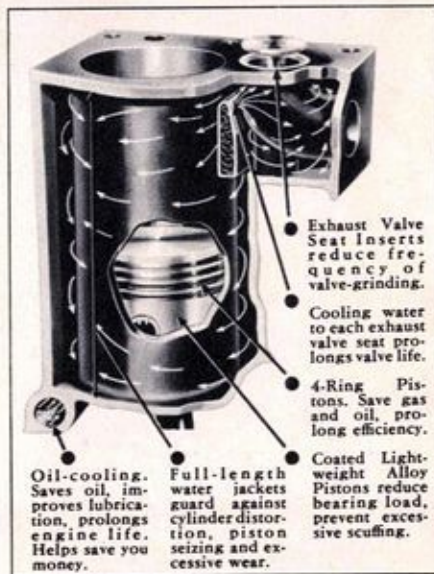
An automatic warm-up valve provides quicker, more uniform engine warm-up by restricting water circulation through the radiator during warm-up period. A by-pass permits water to recirculate through the engine until proper temperature is reached.



Bearings of precision-type are used exclusively. The bearing surfaces are highly polished, and steel-back for long, trouble-free service. These bearings are replaceable without expensive disassembly and fitting—a time-saver and money-saver.



This floating oil intake floats just below oil surface, avoiding crankcase sediment at the bottom and froth which rises to the surface . . . selects the best oil for the bearings—gives longer bearing life.



Greatly Improved Maneuverability and Ease of Handling . . . Much Better Weight Distribution . . . Wonderful New "Cushioned Ride"

You enjoy many benefits as a result of new and *exclusive* functional advancements engineered into these new Dodge "Job-Rated" trucks.

For example, by moving the front axle back eight inches under the frame, and at the same time moving the engine forward, Dodge has achieved not only greatly improved maneuverability—but also better weight distribution throughout the vehicle.

With shorter wheelbases, Dodge gives standard cab-to-axle dimensions to accommodate standard-size bodies . . . and even longer cabs. More of the load is placed over the front axle—permitting heavier loads to be carried without imposing any additional weight on the rear axle.

Dodge has also widened the tread of the front axle, and introduced a new type of cross steering. This permits a full 37° turning angle to left or right, regardless of tire size. These new Dodge "Job-Rated" trucks can therefore be turned in much smaller circles. Road shock and wheel "fight" are substantially reduced. Steering is much easier. Your truck can be backed into parking places and up to loading platforms with much greater ease.

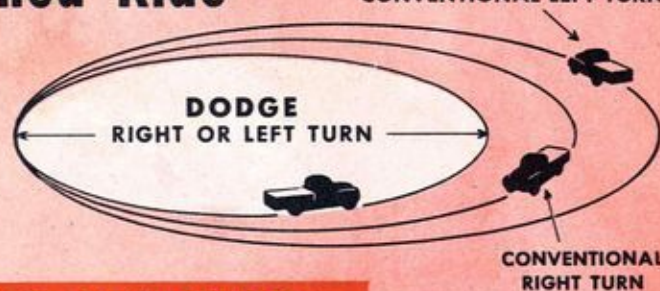
And *comfort*? Well—riding is believing! New and better weight distribution, wider tread axles and longer springs, give a marvelous new "cushioned ride." So take a ride . . . soon . . . for *riding is believing!*

EASIER TO PARK

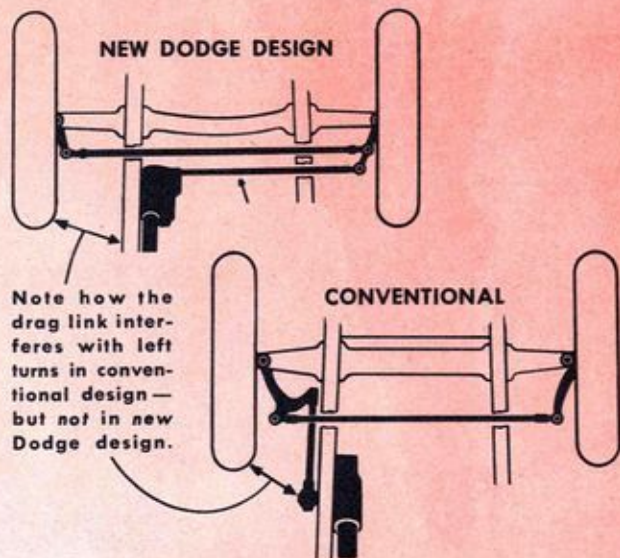


You can park in shorter spaces—and park more quickly and easily, too—because of the new shorter turning diameters engineered into these trucks.

CONVENTIONAL LEFT TURN

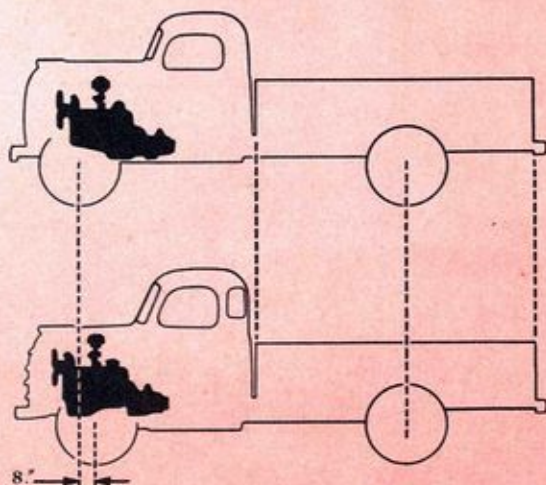


CROSS STEERING



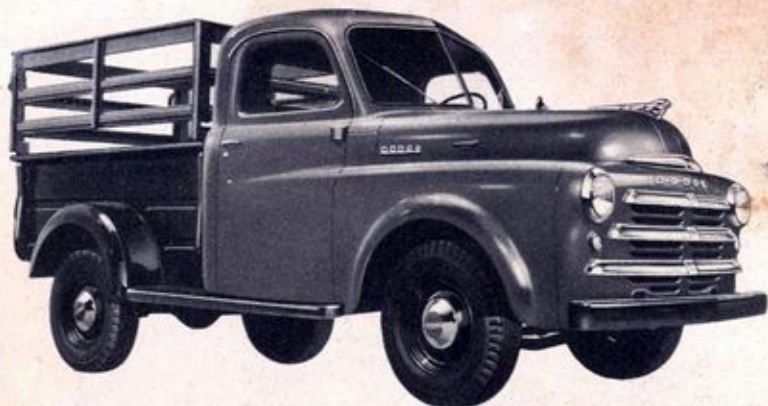
Note how the drag link interferes with left turns in conventional design—but not in new Dodge design.

WEIGHT DISTRIBUTION

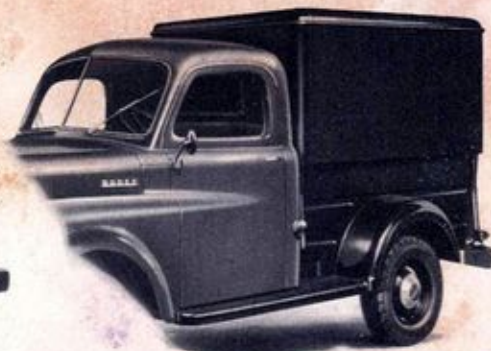


Wheelbases have been shortened by as much as eight inches without lessening standard cab-to-axle dimensions, resulting in increased maneuverability and improved weight distribution.

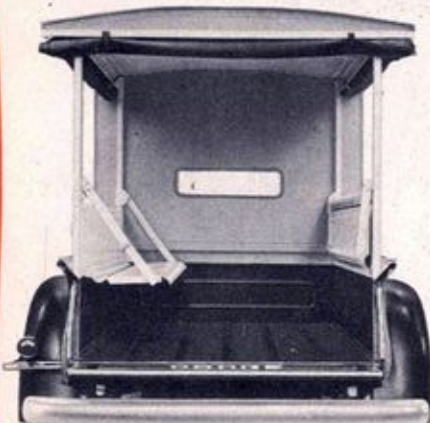
YOU GET INCREASED USE OF YOUR PICK-UP WITH EQUIPMENT LIKE THIS!



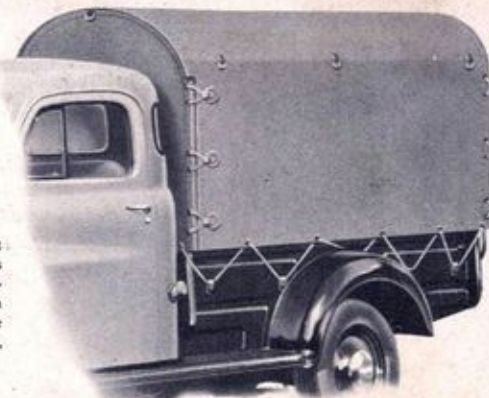
This extremely inexpensive all-steel conversion unit quickly transforms your Pick-Up into a stake. Ideal for hauling animals, bulky goods, etc. Can be attached by one man, in a few moments time. There are no bolts—it fits into the stake pockets.



This unit—attached by one man in a few moments time—makes a panel out of your pick-up. It's all steel, and built for hard usage. Protects merchandise against weather and theft.



This carry-all body seats eight persons, plus tools or material. Steel construction, with canvas side curtains. Seats fold up when not in use. Held in place by clamps on the flare boards. Shipped knocked down in four sections—easy to assemble.



Here's a package canopy body that clamps on in a jiffy. Sides and ends can be used up or down—fully extended, or telescoped into a 9-inch space behind the cab. Complete cargo protection . . . convenient, economical, profitable!

3 and 4-Speed Transmissions . . . With Wide Variety of Gear Ratios . . . Provide Ideal Combinations of Speed, Power, and Economy



In addition to the standard 3-speed, a 4-speed transmission is available on all B, C and D models. It provides tremendous pulling power in low gear—and when used in combination with a "fast" rear axle gear ratio, gives maximum speed and economy in high gear. Invaluable to operators who need power for unimproved roads, and speed for long distances over good roads. S.A.E. standard power take-off opening is provided.

18 and 20-Inch Wheels for Higher Road Clearance

Where unimproved roads or rough terrain require additional road clearances, 18" wheels are available on Model B-108—and 20" front and dual rear wheels on Models D-116 and D-126.

