



ROSS ROY  
**RETAIL SALESMAN'S BULLETIN**  
 DODGE "Job-Rated" TRUCKS

KNOWLEDGE OF THE PRODUCT IS THE FIRST REQUIREMENT OF SALESMANSHIP

# IN THE BIG 1/2-TON PANEL MARKET

*you've got*

**BIG ADVANTAGES for DODGE**  
**in selling against CHEVROLET**



Dodge B-108  
 "Job-Rated"  
 1/2-Ton Panel



Chevrolet  
 3100 series  
 1/2-Ton Panel

Your Dodge 1/2-Ton Panel has more payload capacity than any competitive panel on the market! Also, it is unsurpassed in cargo space.

**And DODGE is priced right, too!**

Compare the B-108 Panel with Chevrolet's 3105 Panel and you'll find that, in equivalent trucks with comparable equipment, the Dodge is priced competitively, with the Chevrolet! And you go from there in sales advantages with all the extra "Job-Rated" quality features the Dodge buyer receives!

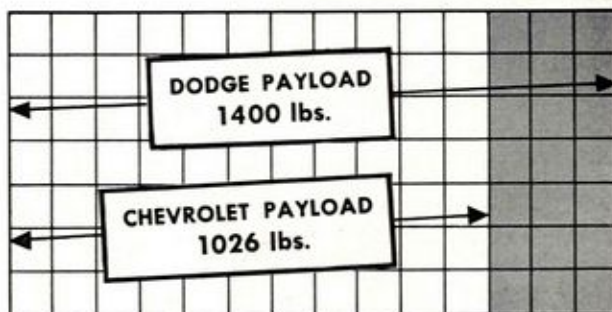
You offer him more payload . . . both in bulk and weight. You offer greater and better visibility and lower loading level. You offer shorter turning radius and easier parking. You offer unsurpassed steel construction and many other engineering superiorities that assure efficient day-after-day service over a long period of time.

Stated briefly: You're offering a panel that's more PRO-DUCTIVE and PROFITABLE! Use this bulletin to prove it.

### MORE LOAD CAPACITY!

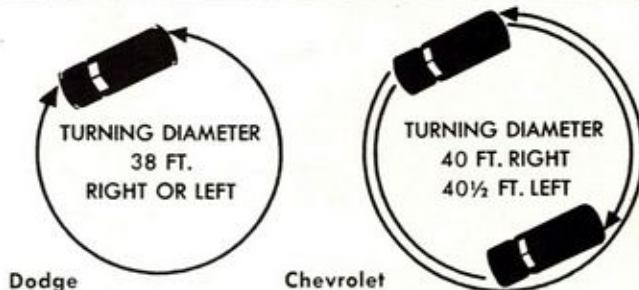
Very often, a truck's *weight-carrying* capacity can decide the sale, other things equal. Generally speaking, you obtain this figure by subtracting the weight of the truck—includ-

ing the body and equipment—from the rated G.V.W. (gross vehicle weight). In the case of 1/2-ton panels, Dodge offers 374 lbs. or 36.5% *more payload* capacity than Chevrolet.



This means—provided neither truck is overloaded—that in 100 trips, the Dodge can haul a total of nearly 19 tons more than the Chevrolet!

**BETTER MANEUVERABILITY!** The additional payload capacity and space available in the Dodge is accomplished with an 8" shorter wheelbase . . . 108" for Dodge compared to 116" for Chevrolet. Over-all length is 190<sup>7</sup>/<sub>16</sub>" for Dodge, 196<sup>5</sup>/<sub>8</sub>" for Chevrolet. This means that the Dodge is easier to turn . . . easier to park . . . easier to handle . . . even though it can carry more.



Dodge

Chevrolet

The information herein contained is obtained from reliable sources, and in our opinion is correct but is not guaranteed. It is published by Ross Roy, Inc., at the request of Dodge Division, Chrysler Corporation. Printed in U.S.A. March 24 1950



# THE DODGE B-108 PANEL EXCELS CHEVROLET IN MANY IMPORTANT PANEL FEATURES

## GREATER REAR WINDOW AREA!

Panel trucks are usually used in frequent-stop service. They do a lot of parking and backing up. Thus, front and rear vision is especially important. Dodge provides 422-sq. in. rear window area as compared to 322-sq. in. area for Chevrolet . . . 31% more!



AREA-422 SQ. IN.

Dodge



AREA-322 SQ. IN.

Chevrolet



Dodge



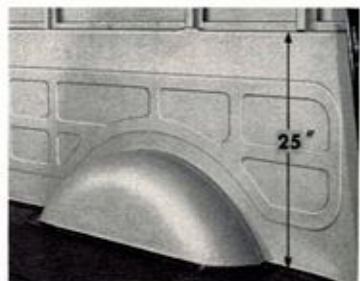
Chevrolet

## STEEL HORIZONTAL SLATS . . . NOT WOOD!

Two steel horizontal slats are provided on each side by Dodge, as compared to one wood slat on each side by Chevrolet. The Dodge construction, in our opinion, provides stronger body framework, better load support, and longer life.

## HIGHER SCUFF PANEL!

The Dodge 1/2-Ton Panel truck is lined with a scuff panel that is 25" high. On the Chevrolet, the panel is only 17 7/8" - 7/8" less. Dodge therefore gives added protection to both the body and the payload it is carrying.



Dodge



Chevrolet



AREA= 890 SQ. IN.

DODGE



AREA= 713 SQ. IN.

CHEVROLET

**GREATER WINDSHIELD AREA!** Dodge offers 890 sq. in. of windshield area, compared to 713 sq. in. for Chevrolet . . . almost 25% more! This makes

driving more convenient, easier, and safer . . . particularly in traffic and in residential delivery service areas where children must be constantly watched.

## MORE LOAD SPACE!

Dodge gives your prospects 5 cu. ft. more load space than Chevrolet. The Dodge can carry *more* packages, more bundles, more units (whatever they may be)—and will therefore provide lower per unit delivery costs.



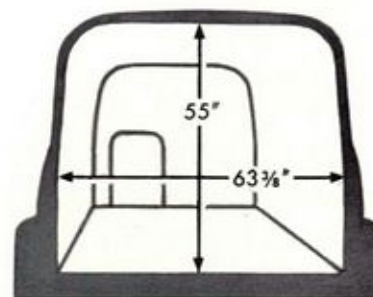
155 CU. FT.

Dodge

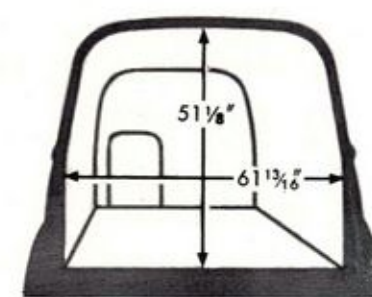


150 CU. FT.

Chevrolet



Dodge



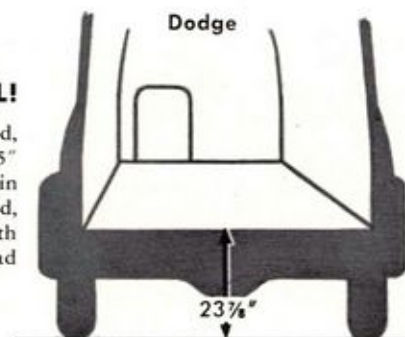
Chevrolet

## MORE INTERIOR HEIGHT AND WIDTH!

Your Dodge is 3 7/8" higher inside (maximum) and 1 1/16" wider. Your prospect can carry *taller* articles, and *wider* articles . . . and he has greater flexibility for loading smaller articles. For example, dry-cleaned garments can hang clear of the floor, and wide articles can easily be carried crosswise.

## LOWER, MORE CONVENIENT LOADING LEVEL!

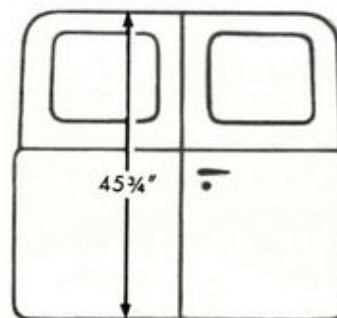
The distance from floor to ground, loaded, is 23 7/8" on Dodge, 25" on Chevrolet. This means that, in hand loading from the ground, almost 5% additional "lift" with every load unit is required to load the Chevrolet.



23 7/8"



25"



45 3/4"

Dodge



42 3/16"

Chevrolet

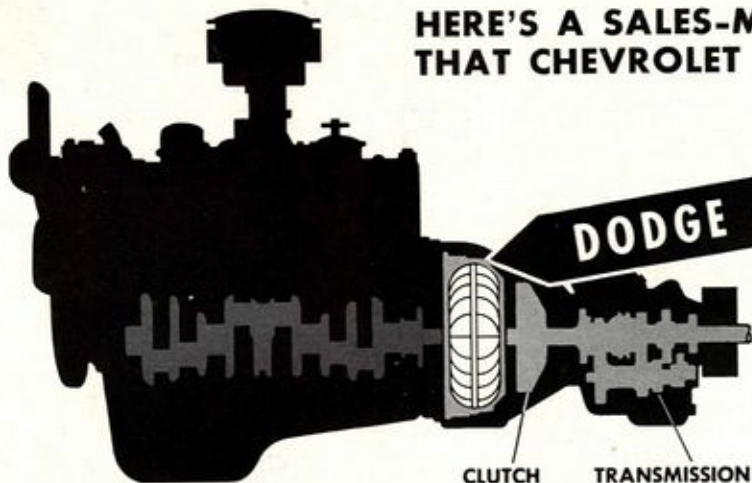
## GREATER REAR DOOR OPENING HEIGHT!

The opening height of the Dodge welded double-steel rear door panels is 3 7/16" greater than that of the Chevrolet door panels. As a result it's easier for the driver to get in and get out . . . easier for him to load and unload merchandise.



**HERE'S A SALES-MAKING EXCLUSIVE  
THAT CHEVROLET CAN'T MATCH!**

**DODGE gýrol FLUID DRIVE**



Chevrolet offers nothing comparable to famous Fluid Drive, now available for Dodge "Job-Rated" 1/2-ton panels. This great feature, long a Dodge passenger car exclusive, gives you another opportunity to outsell Chevrolet.

Fluid Drive contributes to smoother operation, greater handling ease, lower upkeep costs and longer truck life. Sell Fluid Drive benefits!

**WITH ALL THEIR VALUE SUPERIORITIES . . .  
DODGE 1/2-TON PANELS ARE STILL  
COMPETITIVE IN PRICE WITH CHEVROLET!**

**PRICE COMPARISON OF DODGE B-108 PANEL  
WITH CHEVROLET 3100 SERIES PANEL**

	Dodge B-108 4850 lbs. Max. G.V.W.	Chevrolet 3105 4600 lbs. Max. G.V.W.
Factory Retail Price.....	\$1398.00	\$1365.00
Tires—Five, 6.50/16—6-ply.....	26.00	26.00
Oil-Bath Air Cleaner (1 pt.).....	Standard	3.50
Oil Filter.....	8.50	10.00
Heavy-duty Clutch.....	Standard	3.10
Equipped Price.....	\$1432.50	\$1407.60

When both trucks are supplied with the equipment normally considered necessary or desirable, Dodge is even more competitive with Chevrolet in price than the factory retail list indicates.

When other extra-cost items that many buyers want are considered, this price differential is reduced still more. For example, Dodge offers a lifetime-finish stainless steel grille for \$5.75, while Chevrolet charges \$10.00 for a chrome grille. Again, Dodge charges only \$30.00 for De Luxe equipment, most of which is for the driver's comfort and convenience . . . while Chevrolet charges \$40.00 for their De Luxe equipment, much of which is of a decorative nature.

Finally, remember . . . your prospect not only gets a Dodge 1/2-ton panel that is priced right—he also gets all the advantages highlighted in this bulletin. Tell your prospects these facts! Make more Dodge 1/2-ton Panel sales against Chevrolet competition.

**And . . .**

**DON'T FORGET THESE  
FEATURES STANDARD ON  
DODGE . . . BUT NOT  
OFFERED ON CHEVROLET.**

- L-Head Engine Design
- Lightweight Aluminum Alloy Pistons
- Chrome-Plated Top Piston Ring
- Exhaust Valve Seat Inserts
- Pressure Lubrication
- Floating Oil Intake
- Rotary-Type Oil Pump
- Water Recirculation By-Pass
- Cross-Steering
- Channel-Type Front Bumper
- 40-Ampere Generator
- Stepped-Design Front Brake Cylinders
- Two-Cylinder Rear Brakes
- Independent Parking Brake
- Shot-Peened Rear Axle Shafts
- Choice of Two Rear Axle Ratios