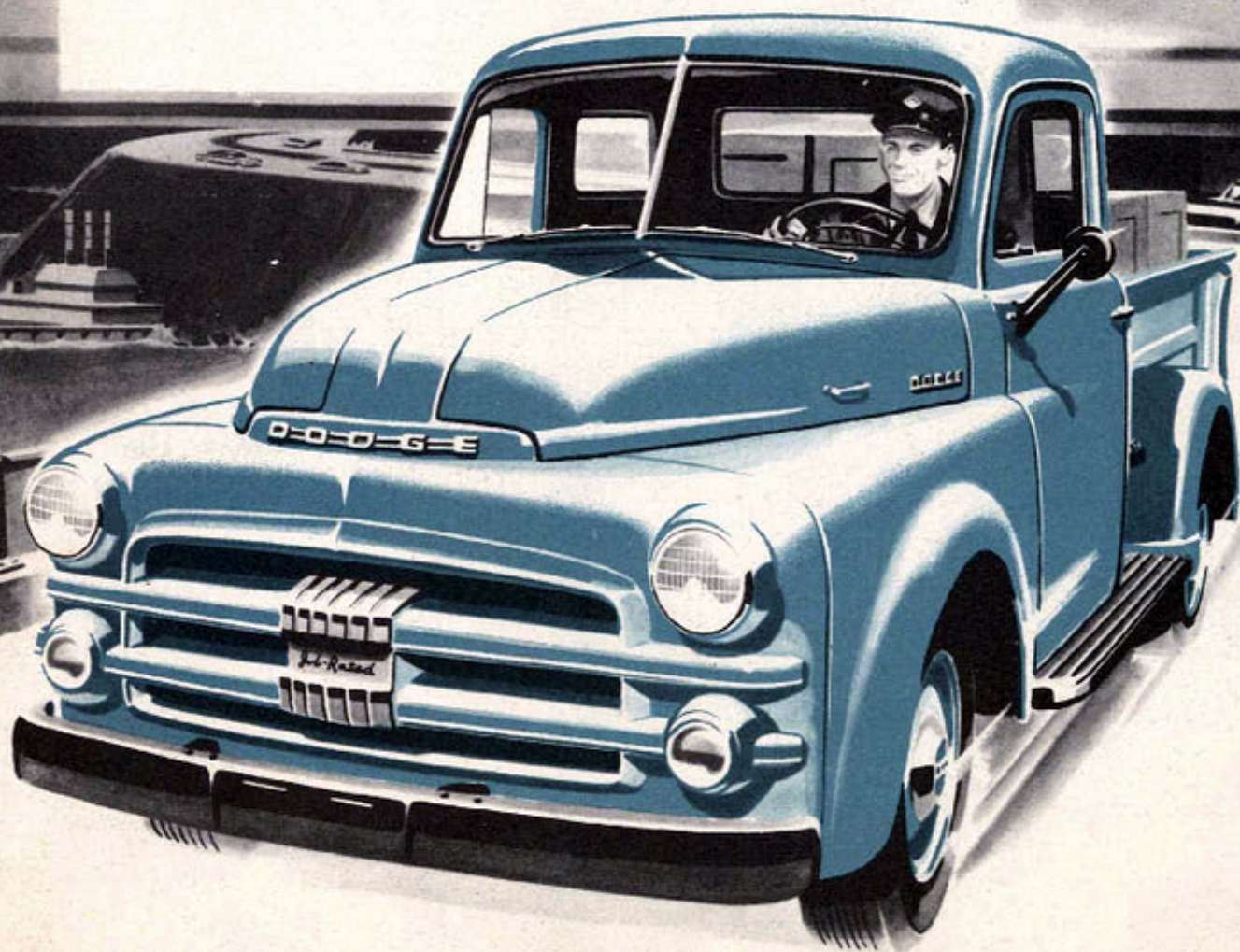


$\frac{3}{4}$  TON-C Models

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# DODGE

"Job-Rated" TRUCKS



# DODGE EXPRESSES AND STAKES ARE "Job-Rated" TO INCREASE YOUR PROFITS!

Certainly . . . you'll find that these Dodge "Job-Rated" Expresses and Stakes 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 pleasant, more efficient.

These Dodge 3/4-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.

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

## STYLING That Means "Pride of Ownership"

These Dodge "Job-Rated" trucks present an appearance that is impressively massive . . . yet neat, trim and fleet. From the front, the look of low ruggedness is emphasized by the broad horizontal bars which extend across the radiator grille. The "Job-Rated" medallion, centered in the grille, lends an added note of sparkle. Notice, too, that the cab has been designed to look low, wide, and massively streamlined. The hood is low, also . . . for increased road visibility, and to add to the road-hugging appearance of the truck. Here, truly, is truck appearance that will lend an added note of prestige to your business!



## Expresses

### Right for Your Toughest Jobs!

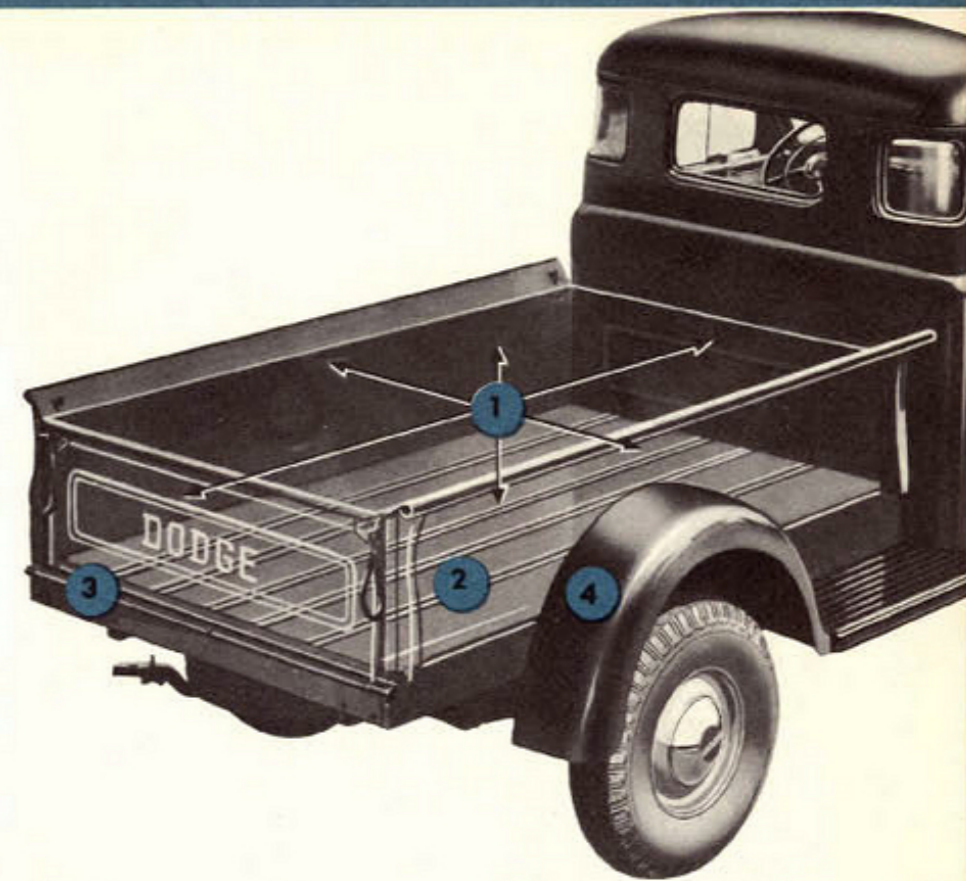
Because the bodies of these Dodge "Job-Rated" expresses are *big* and *spacious*, they let you haul more. And, because they are "Job-Rated," Dodge expresses haul these loads for *less*. You enjoy utmost truck comfort, too. Cab seats are a spacious 57 inches wide.

**1** Interior measurements, low side model, length, 90", max. width, 48 1/4". Depth of side, 17". Capacity to top of tailgate, 36.12 cu. ft. High side model, length 90", max. width, 54", depth of side, 22 3/8". Capacity to top of tailgate, 56.08 cu. ft. (no allowance for wheelhousings).

**2** Express floors are of carefully selected, full-seasoned hardwood, with steel skid strips bolted to the truck sub-floor.

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

**4** Rear fenders are low and wide, providing a convenient step to get into or out of the body from over the side. They're simple in shape, easily repaired, and inexpensive to replace.



## Stakes

### "Job-Rated" for Value ALL-ways!

Here is the 3/4-ton stake you've been looking for! This model, like *all* Dodge models, is "Job-Rated" for top performance, unusually long life, and exceptional economy. The features and dimensions shown at right are only a few of the reasons why this 3/4-ton model leads its field in giving *more for the money!*

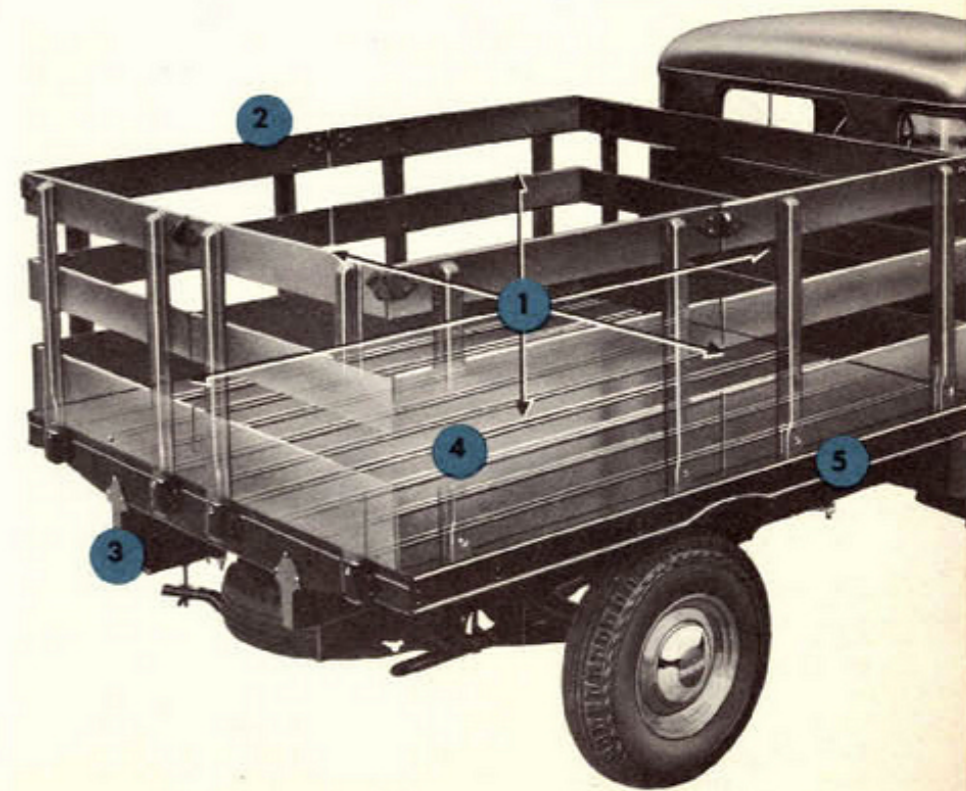
**1** Inside dimensions: Length, 88 1/2". Width, 78". Dodge 7 1/2-foot stake especially designed for this capacity truck.

**2** Sturdy rack sections, with steel stakes, are firmly locked in place. Yet, they are easily removable to form a flat, unobstructed platform.

**3** Steel main sills permit lower loading height . . . stand up better, too. Steel cross sills, attached to main sills by husky steel brackets, form a practically indestructible sub-floor.

**4** Floors are of heavy, full-seasoned hardwood with steel skid strips.

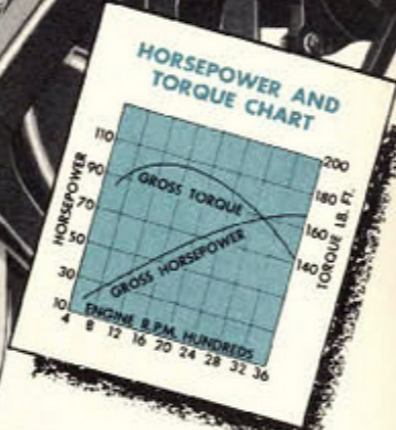
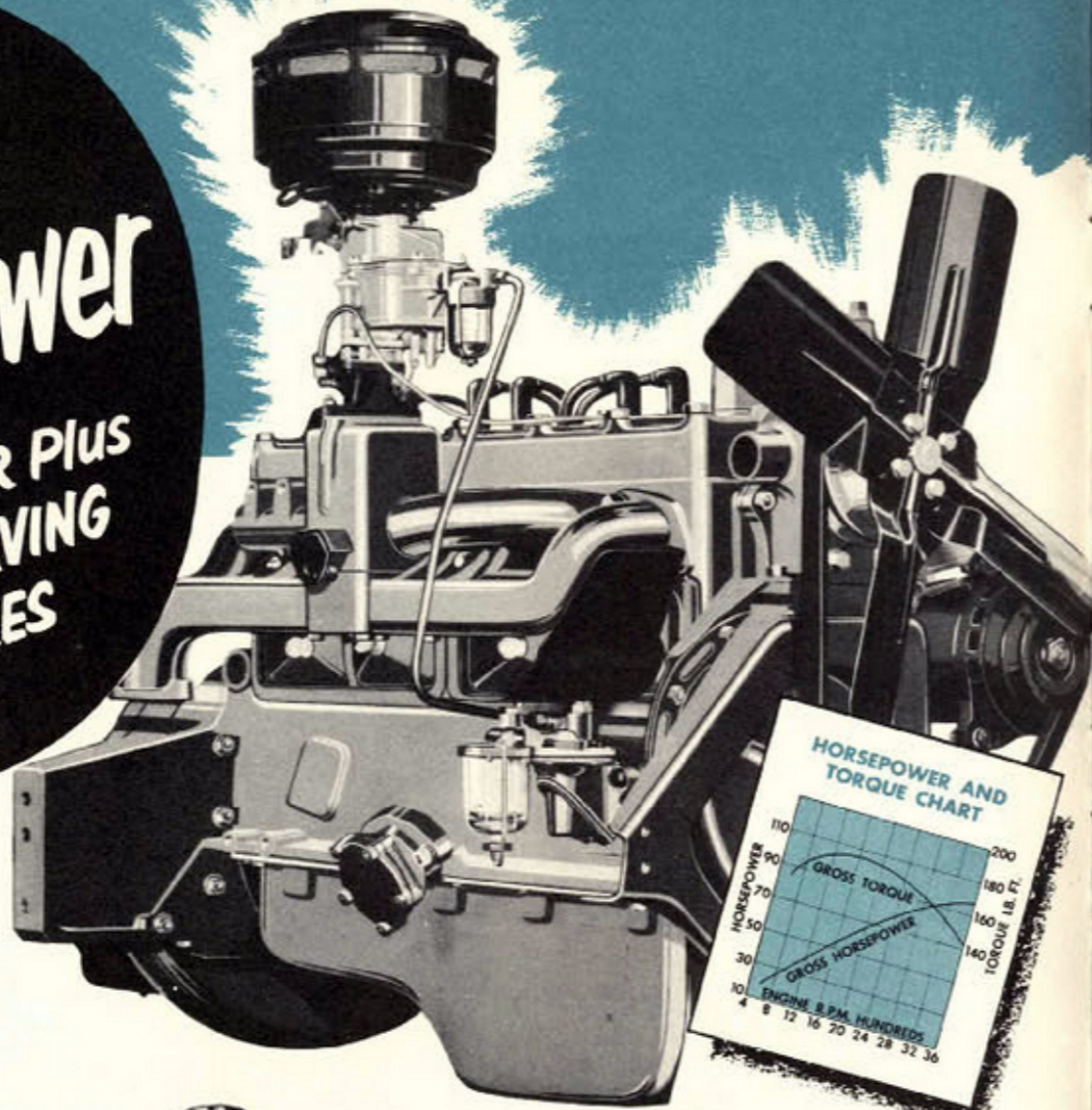
**5** Steel channel rub rail on each side protects the platform and reinforces the stake pockets.



**MORE POWER GREATER ECONOMY MORE PROFIT**

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

This 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 "C" model Dodge "Job-Rated" trucks. This belt is exceptionally long-wearing and dependable.

**"HOTTER" SPARK PLUGS!**

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



**LARGE-CAPACITY FUEL PUMP!**

The fuel pump on Dodge "C" 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.

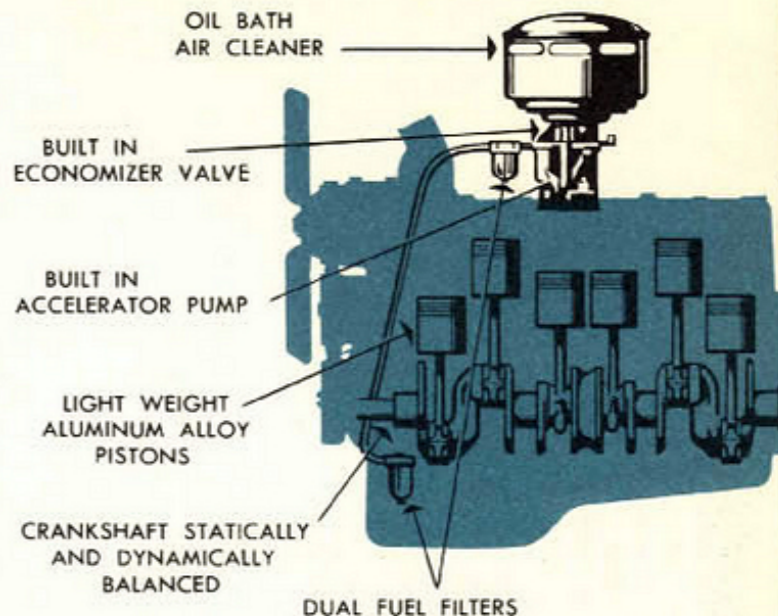


**LARGE 45-AMP. GENERATOR!**

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 seat 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 "C" 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. Engine 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.

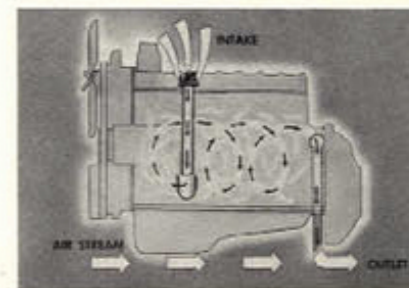
**A FUEL SYSTEM THAT'S "TOPS"**

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 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 needs in the  $\frac{3}{4}$  ton field . . .

# here's a **DODGE "Job-Rated"** $\frac{3}{4}$ -ton model that's **RIGHT** for you!



## STAKE

Inside Area—47.9 sq. ft. Payload Allowance, Maximum—2100 lbs. Inside Length—88½". Body Width—78". Height of Stakes—30".



## EXPRESS

Payload and Equipment Allowance, maximum—2400 lbs. Choice of High Side or Low Side Express Body. Dimensions of High Side Body: Inside Length—90"; Inside Width, maximum—54"; Floor Area (no allowance for wheelhousings)—33.75 sq. ft.; Depth of Sides 22⅞". Dimensions of Low Side Body: Inside Length—90"; Inside Width, maximum—48¼"; Floor Area—30.15 sq. ft.; Depth of Sides—17".

If your work calls for a  $\frac{3}{4}$ -ton truck—any type of  $\frac{3}{4}$ -ton 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  $\frac{3}{4}$ -ton Expresses and Stakes have load-carrying capacities that are among the highest in the  $\frac{3}{4}$ -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  $\frac{3}{4}$ -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



URBAN PANEL DELIVERY



RETAIL MILK DELIVERY

# Chassis features are "Job-Rated" for

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

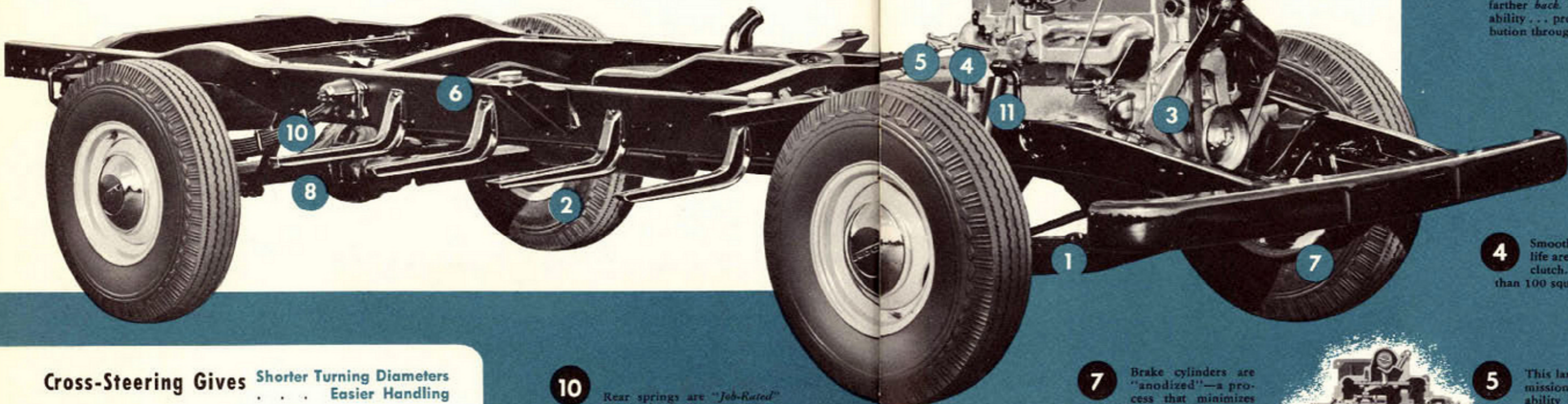
Further, he wants a truck that will last for years, give him plenty of driving safety and comfort and have a good resale value.

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.*

# 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 184 square inches. Cycle-bond linings give longer, more even lining wear, and better gripping. Rear brakes feature *dual cylinders*. During 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.

**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.



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

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



**9** Steering column gearshift on Dodge "C" 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.



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

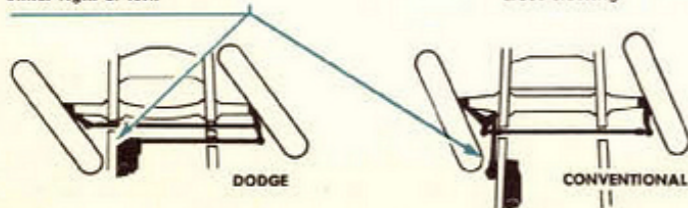


**11** "Oriflow" shock absorbers control the ride better on rough roads . . . give a softer ride under normal conditions, too.

## Cross-Steering Gives Shorter Turning Diameters . . . Easier Handling

Cross-steering, in combination with short wheelbases and wide tread front axles, lets you turn a Dodge truck completely around in a 39-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.



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

Dodge offers *gyrol 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 *gyrol Fluid Drive* before you buy any truck in the 3/4-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 *gyrol 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 the jerks that cause excessive wear are largely eliminated.

## Easier Handling!

One demonstration will serve to convince you 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 gearshifting 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.

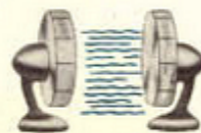
Clutch facings last much longer, too. That's because clutch engagement is cushioned. Gears, universal joints and other drive-line parts are not subjected to sudden shocks. It's impossible, even with an inexperienced driver at the wheel, to cause undue strain on a power line that's cushioned and protected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

Finally, tires give longer mileage. Fluid Drive reduces wheel-spin... reduces tire wear on starting.

see your dealer about a demonstration...soon!

**HOW IT WORKS** Fluid Drive consists of two vaned discs separated by a cushion of oil. The engine turns one disc... to start the oil whirling. The "activated" oil then turns the other disc. 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 difference the minute you start driving a new Dodge "Job-Rated" 3/4-ton truck with *gyrol 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

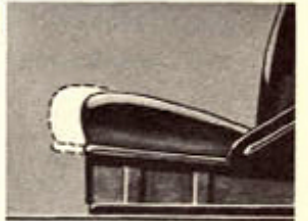
- Safety instrument panel**—Instruments are located in front of the driver where they're easy to see. For easy servicing, instruments are front-mounted.
- Horn ring** is now provided on 3/4-ton models.
- Steering wheel** angle has been changed to give a more comfortable, more natural, driving position.
- The seat cushion** is thicker, more comfortable. It is soft, yet gives the proper support.
- Trim on door** is of simulated leather. It is brightly colored, washable; provides added insulation against cold.
- 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 adjustments are available by moving the seat cushion. Seats are "chair-height," too, for utmost comfort.

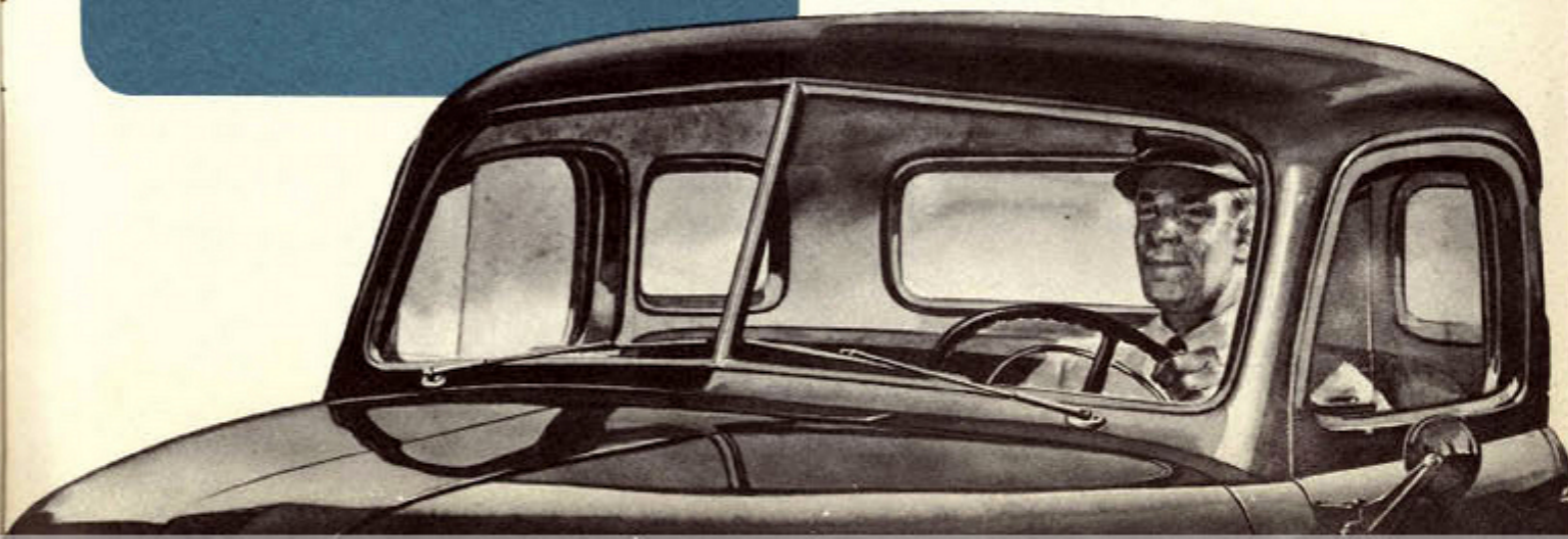
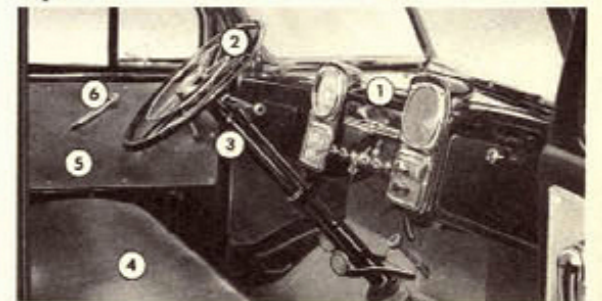


## Your Choice of Three Cabs

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..... $3\frac{1}{4}'' \times 4\frac{3}{8}''$   
Piston Displacement.....218 cu. in.  
Maximum Gross Horsepower.....97 @ 3,600 R.P.M.  
Maximum Gross Torque..175 lbs.-ft. @ 1,600 R.P.M.  
Compression Ratio.....7.0 to 1  
Piston Material.....Aluminum Alloy  
Piston Rings, No. 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 Steel  
Seat Inserts, Material.....Special Alloy  
Cooling System  
Capacity.....17  $\frac{1}{2}$  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.....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 sq. in.  
Service Brake  
Type.....Hydraulic Internal-Expanding  
Total Braking Area.....184 sq. in.  
Frame—Type.....Straight with  $1\frac{1}{16}''$  kick-up  
over rear axle  
Max. depth of side rails..... $6\frac{1}{16}''$   
No. of Crossmembers  
(including front bumper).....5  
Spring—Type.....Semi-elliptic  
Front, Size.....42" x  $1\frac{3}{4}''$   
Nominal Capacity.....900 lbs.  
No. of Leaves.....7  
Rear, Size.....52" x  $1\frac{3}{4}''$   
Nominal Capacity.....1750 lbs.  
No. of Leaves.....7

See your  
Dodge Dealer  
today!

Specifications Subject to Change Without Notice

DMA-7463-1-51