

NEW B-3 Series

# DODGE "Job-Rated" TRUCKS



The Choice of Champions! Chosen by 49 out of 86 state champion truck drivers at the 1950 National Truck Roadoo.

new POWER new STYLE new VALUE

## New **POWER** with economy!



You'll haul payloads faster and more economically with new 8-3 series Dodge "Job-Rated" trucks. They're the most powerful Dodge trucks ever built! The new "Job-Rated" engines in 1/2- through 4-ton models deliver greater power—from 4 to 23 net horsepower more than ever before! And, twin carburetors, manifolds and exhaust systems on all models in the 2 1/2- to 4-ton range are available. This means more efficient fuel distribution—improved performance! Engines in 1/2-, 3/4- and 1-ton models now have a compression ratio of 7.0 to 11

## New **STYLE** inside and out!



Here's modern truck styling at its best. New 8-3 series Dodge trucks look roomy and rugged—and they are! Because the loading height is only 24" from ground to floor (on 8 models with Super-Cushion tires) you'll be able to load merchandise more easily. New tailgate arrangement and new rear bumper (with center portion depressed to provide a convenient step into the body) add to "eye appeal" that is good advertising for you!



Striking new cab interiors feature an instrument panel of body color with the instrument cluster in front of the driver. Roof and quarter panels are light tan contrasted with "town brown" seat and door trim. All are in long-wearing, easy-to-clean, simulated leather.

...you're better than ever in every way...

With more than **50** *fifty (50!) new features!*



## COMFORT and ease of handling!

Dodge trucks have long been famed for comfort and ease of handling. And these trucks are better than ever on both counts! They've been improved by (1) new springs in the front to give almost driver convenience and effort. Also, (2) improved visibility for steering and parking is obtained by the new "Easier" steering gears which reduce effort. On 1/2-, 3/4- and 1-ton models, new shock absorbers provide a "softer" ride and control on rough roads.



## New **DEPENDABILITY** and **PERFORMANCE!**

Dodge 8-3 series trucks are built to stay on the job day after day, mile after mile in all kinds of weather. Study these new features that contribute to the kind of performance you can "bank on!"

New high-torque capacity starting motor assures quick starting even in low temperatures!

Welded, synthetic spark plug covers keep moisture out... make wet-weather starting easier!

A new 40-ampere generator is standard on all models! You have an extra reserve of charging capacity—no fear of "running down" your battery through normal use of heater or other accessories.

All 1/2-, 3/4- and 1-ton models are equipped with "fatter" spark plugs for smoother idling, longer spark life in "stop-and-go" city driving.

Narrow, wide-type fan belt on 1/2-, 3/4- and 1-ton models operates with less wear... at lower temperature for longer life!



## New **POWER** with economy!



You'll haul payloads faster and more economically with new B-3 series Dodge "Job-Rated" trucks. They're the most powerful Dodge trucks ever built! The new "Job-Rated" engines in 1/2- through 4-ton models deliver greater power—from 4 to 23 net horsepower more than ever before! And, twin carburetors, manifolds and exhaust systems on all models in the 2 1/4- to 4-ton range are available. This means more efficient fuel distribution—improved performance! Engines in 1/2-, 3/4- and 1-ton models now have a compression ratio of 7.0 to 11

## New **STYLE** inside and



Here's modern truck styling at it. Dodge trucks look roomy and bright. Because the loading height is on floor (on B models with Super-Cid) to load merchandise more easily, ment and new rear bumper (with a to provide a convenient step into appeal" that is good advertising.



Striking new cab interiors feature of body color with the instrument driver, roof and quarter panels with "twin brown" seat and door wearing, easy-to-clean, simulated

# They're better than ever in every way ...

# With more than **50** fifty (50!) new features!

## New **COMFORT** and ease of handling!

Dodge "Job-Rated" trucks have long been famed for outstanding comfort and ease of handling. And these new B-3 series trucks are better than ever on both counts! Comfort has been improved by (1) new springs in the seat back, (2) thicker cushion pad and (3) repositioning of steering wheel to give utmost driver convenience and freedom from fatigue! Easier handling has been achieved by (4) the use of new roller type steering gears which reduce turning effort. Also, (5) improved visibility for easier maneuvering and parking is obtained by the sloping hood design. On 1/2-, 3/4- and 1-ton models, new Orloff shock absorbers provide a "softer" ride and better control on rough roads.



## New **DEPENDABILITY** and **PERFORMANCE**

Dodge B-3 series trucks are built to stay on the job day after day, mile after mile in all kinds of weather. Study these new features that contribute to the kind of performance you can "bank on!"

New high-torque capacity starting motor assures quick starting even in low temperatures!

Makoid, synthetic spark plug covers keep moisture out ... make wet-weather starting easier!

A new 45-ampere generator is standard on all models! You have an extra reserve of charging capacity—the fear of "stopping dead" your battery through normal use of heater or other accessories.

All 1/2-, 3/4- and 1-ton models are equipped with "butler" spark plugs for weather idling, longer spark life in "stop-and-go" city driving.

Marlex, wedge-type fan belt on 1/2-, 3/4- and 1-ton models operates with less wear ... at lower temperature for longer life!



The most advanced line of

# DODGE <sup>"Job-Rated"</sup> TRUCKS

in history\*

The trucks that do the most for you!

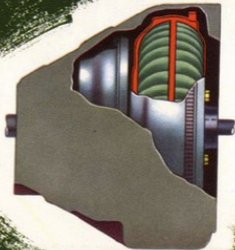
**EXCLUSIVE!**

gýrol FLUID DRIVE!

You'll find that gýrol Fluid Drive, in Dodge "Job-Rated"  $\frac{1}{2}$ -,  $\frac{3}{4}$ - and 1-ton trucks, means smooth, easy, economical operation such as you have never known in a truck before!

With Fluid Drive, service expense is lower, since the jolts and shocks that cause excessive wear are largely eliminated. Truck life is lengthened!

Certainly, for unbelievable smoothness of operation . . . and truck economy that's "tops" . . . Fluid Drive is a feature you'll want in the truck you buy!





PICK-UPS



CONVENTIONAL STAKES



POWER WAGONS



STATION WAGONS



UTILITY SERVICE TRUCKS



DOOR-TO-DOOR DELIVERY



EXPRESS WITH DUAL WHEELS

**NEW!**

**Lower loading height!**

You'll enjoy faster, easier loading and unloading with new Dodge "Job-Rated" trucks! Thanks to new rear springs, the floor-to-ground height of all models (1/2- through 2-ton) has been decreased by as much as 1 1/2 inches!



**NEW!**

**Extra-quiet "equal-pressure"**

Great Dodge brakes are better and quieter than ever on the new B-3 series "Job-Rated" trucks! Cyclebond linings are of a new molded, tapered type (on all models except 1/2- and 3/4-ton) to virtually eliminate brake squeal! Remember, too, that Cyclebond lining outlasts conventional type lining . . . provides better, quieter braking action. Brake cylinders are annealed to resist rusting and galling. Parking brake is completely independent of the service brakes, for longer lasting, more reliable service.





POWER WAGONS



C.O.E. STAKES



PANELS



CONVENTIONAL STAKES



DOOR-TO-DOOR DELIVERY



EXPRESS WITH DUAL WHEELS



DUMP TRUCKS



CONVENTIONAL STAKES

**NEW!**

Extra-quiet "equal-pressure" brakes!

Brakes are better than ever on the "Job-Brake" linings are of tapered design to eliminate squeal, rattle, and chatter. Built to give long, trouble-free service. It features wide-face helical gears and generous anti-friction bearings throughout.



**NEW!**

Synchro-shift transmission!

You shift gears more easily in new Dodge light-tonnage trucks! A new four-speed synchro-shift transmission, available on 1/2-, 3/4- and 1-ton models, is remarkably quiet and easy to operate. Built to give long, trouble-free service. It features wide-face helical gears and generous anti-friction bearings throughout.





POWER WAGONS



C.O.E. STAKES



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CEMENT MIXERS



TANK TRUCKS



HIGH RACK STAKES



REFUSE TRUCKS



TRUCKS WITH POWER TAILGATE



HIGH-LIFT DUMP TRUCKS



VANS



REFRIGERATED TRUCKS





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STATION WAGONS



UTILITY SERVICE TRUCKS



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PACKAGE DELIVERY TRUCKS



BOTTLERS' TRUCKS



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BOTTLERS' TRUCKS



CEMENT MIXERS



TANK TRUCKS



COAL DELIVERY TRUCKS



UTILITY TRUCKS



STAKES WITH POWER TAILGATE



HIGH-LIFT DUMP



SNOW PLOWS



INTEGRAL VANS



WRECKER TRUCKS



TRACTORS





CEMENT MIXERS



TANK TRUCKS



HIGH RACK STAKES



REFUSE TRUCKS



WITH POWER TAILGATE



HIGH-LIFT DUMP TRUCKS



VANS



REFRIGERATED TRUCKS



BECKER TRUCKS



TRACTORS AND LOG TRAILERS



TRACTORS AND VAN TRAILERS



TANK TRUCKS



The most advanced line of

**DODGE** *"Job-Rated"* **TRUCKS**  
in history\*

The trucks that do the most for you!

**DODGE** makes  
*"Job-Rated"* trucks

for over 98% of all hauling needs



*and remember...*

with all their new value...

**DODGE** *"Job-Rated"* **TRUCKS**

are priced with the lowest!