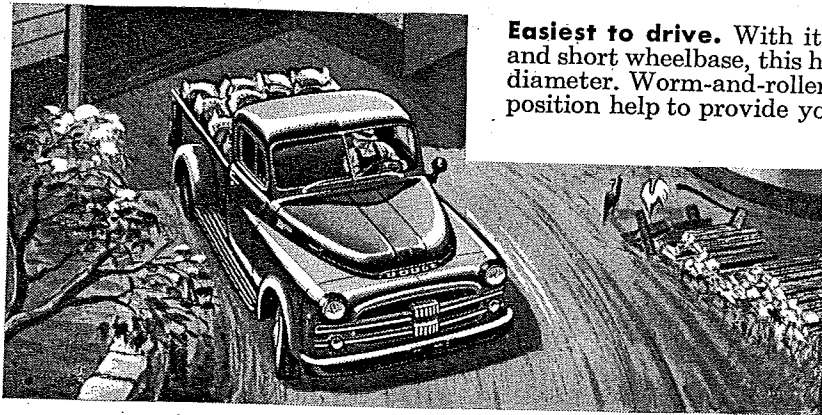
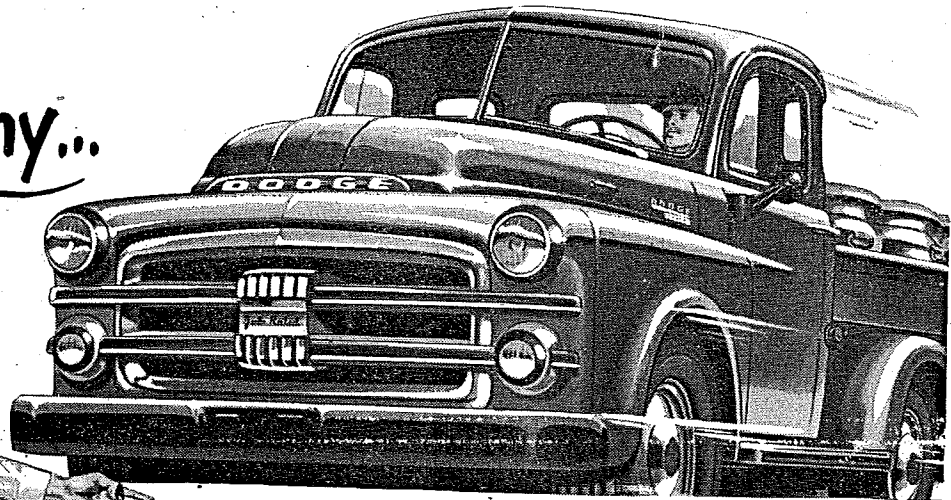


# THE DODGE "Job-Rated" PICK-UP is the FARMERS' CHOICE

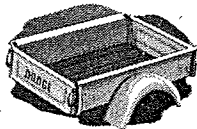
Here's why...



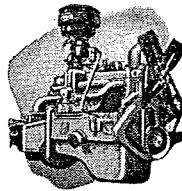
**Easiest to drive.** With its wide tread front axle, cross-steering, and short wheelbase, this husky ½-ton pick-up turns in a 36¾-ft. diameter. Worm-and-roller steering gears and new steering wheel position help to provide you with passenger car ease of handling.



**Big load capacity.** ½-ton low-side pick-up is warranted for 1600 lbs. payload—more than any other pick-up with comparable wheelbase. Big optional high-side body has 44.16 cu. ft. capacity, to top of tailgate, for bulky loads. Low-side body has 31.41 cu. ft. capacity.



**Economical power.** Higher compression ratio (7.0 to 1) gives you ample power plus outstanding economy. For low operating and upkeep costs, the high-efficiency engine has exhaust valve seat inserts and lightweight 4-ring pistons with chrome-plated top rings.



**Only pick-up with gýrol Fluid Drive.** Exclusive! Available on all ½-, ¾-, and 1-ton models. Lengthens truck life . . . cuts upkeep . . . makes driving easier in tough going . . . protects your load . . . gives more tire mileage. Ask your Dodge dealer for a demonstration.

**Extra comfort and safety.** Enjoy the comfort and visibility of a roomy, all-steel cab with widest seat and biggest windshield of any popular pick-up. New lower hood line aids vision, too. Safe, hydraulic brakes have Cyclebond lining for long life.



**Oriflow shock absorbers.** New! You get riding comfort never equalled before! New design adjusts shock absorber action to the road. Enjoy amazing new riding smoothness on or off the highway. See your nearby Dodge dealer for a demonstration.

See your nearby Dodge dealer for a DODGE "Job-Rated" TRUCK to fit your farm