

PLENTIFUL ECONOMCAL
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Facts truck owners should know about hauling
 bigger payloads
$W^{\text {ANT }}$ to know with Dodge you can carry more payFirst, they've got better weight distribution. neered into a Dodge "Job-Rated" truck. Man trucks carry too much weight on the rear axle,
not enough on the front. But in a Dodge truck,
the right proportion of the load is carried on
Besides this better weight distribution, a shorte
Besides this better weight distribution, a shorte
wheelbase provides easier turning, easier parkng. Come in and try one of these payyoad-packin, facts about hauling bigger payloads.
Carry more! In Dodge "Job-Rated" trucks, the
engine is placed forward and the front axle back engine is placed forward and the front axle back
for better distribution of the load. You can
carry bigger payloads-without overloading. Haul faster! Dodge "Job-Rated" trucks are
powered by high-compression engines to give you powered by high-compression engines to give you
top performance with rock-bottom economy. Big
ower gives you pull and speed that save time Get longer life! There's a Dodge truck that's -with load-carrying and load-moving units fac"After using Dodge 'Job-Rated' trucks for eight years
exclusively, I want to report that your new models are
keeping me sold on Dodge. keeping me sold on Dodge.
"No vehicle we have ever seen can = =izwain DODGETRUCKS
L. L. RICHARDSON

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