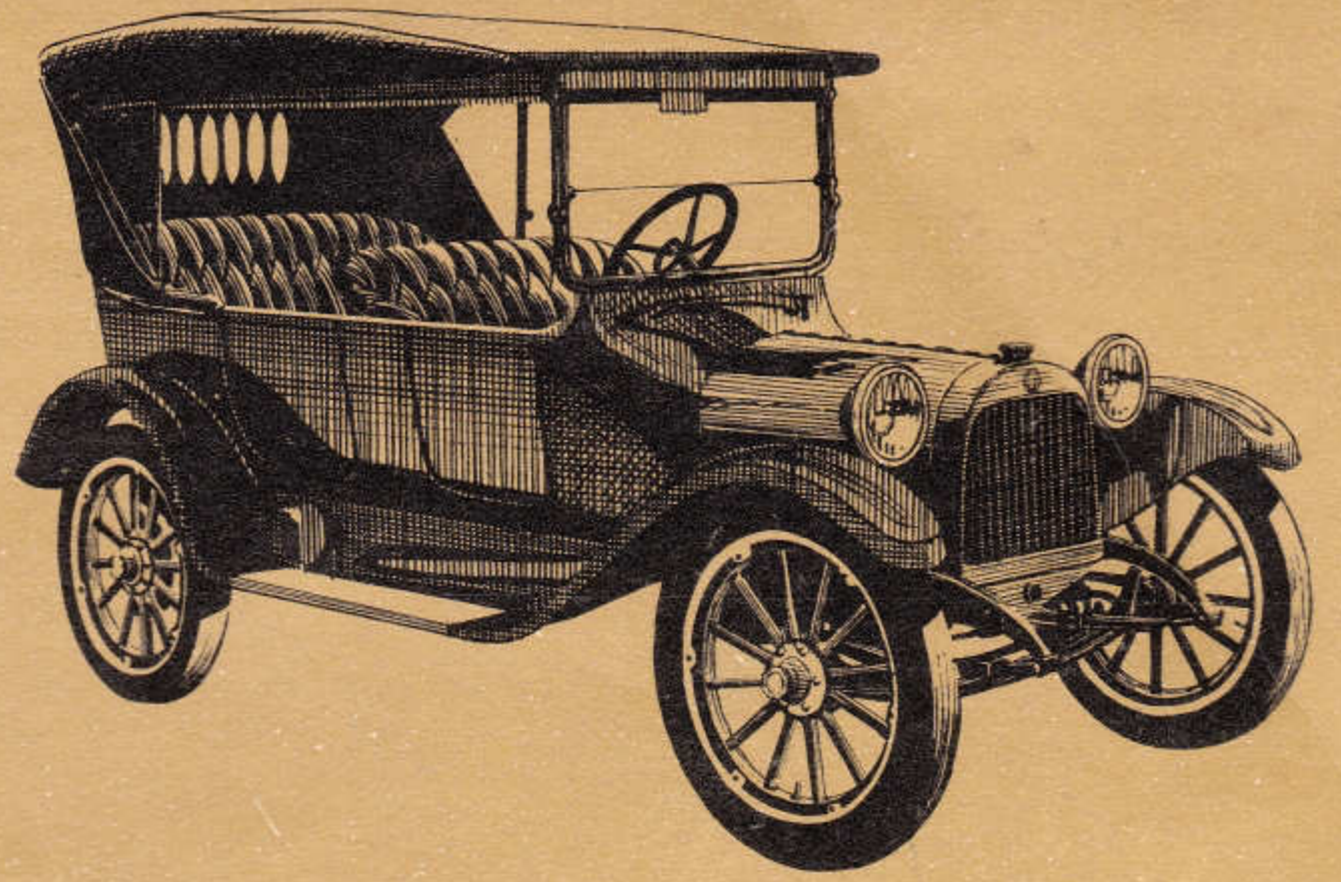


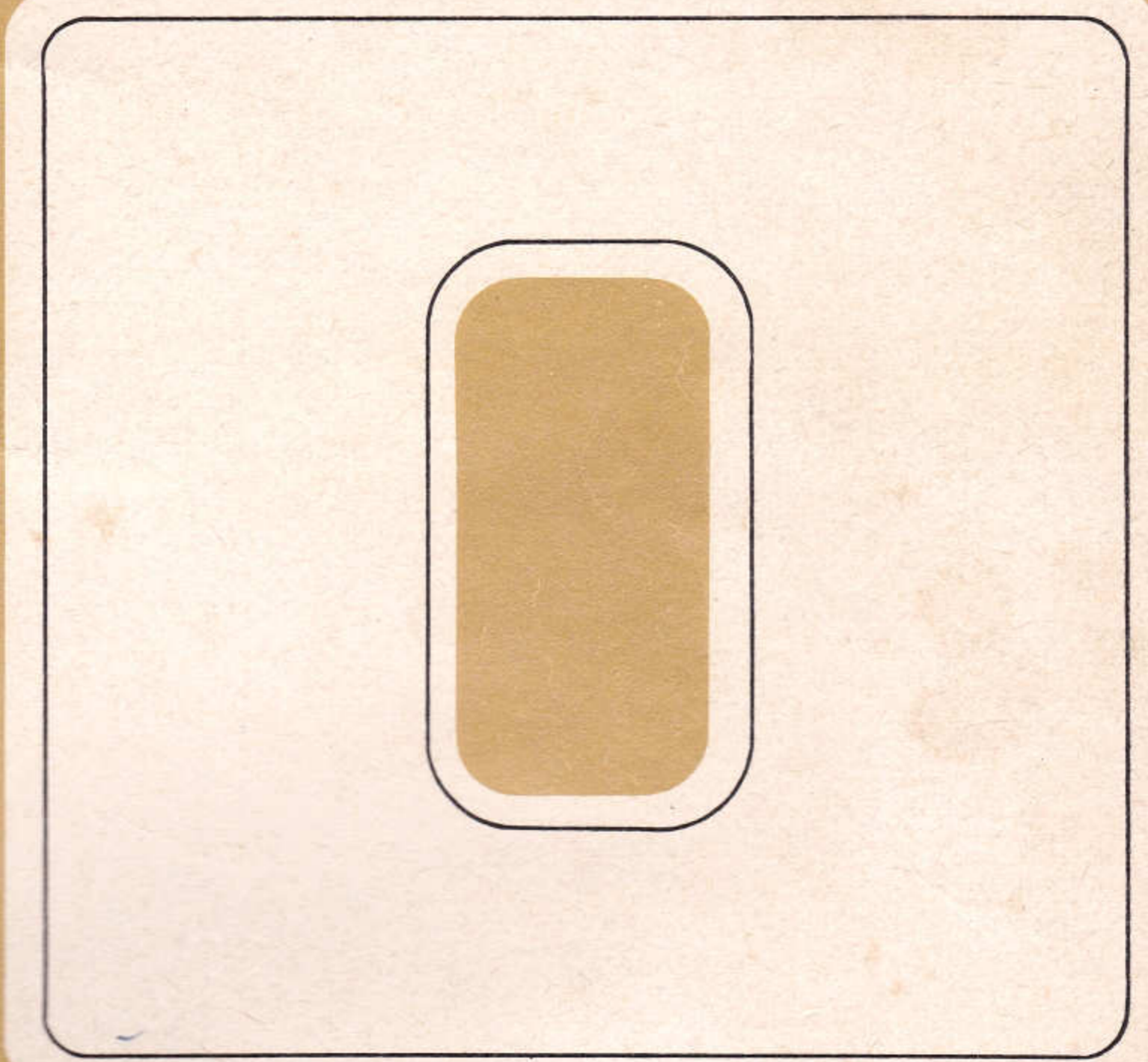
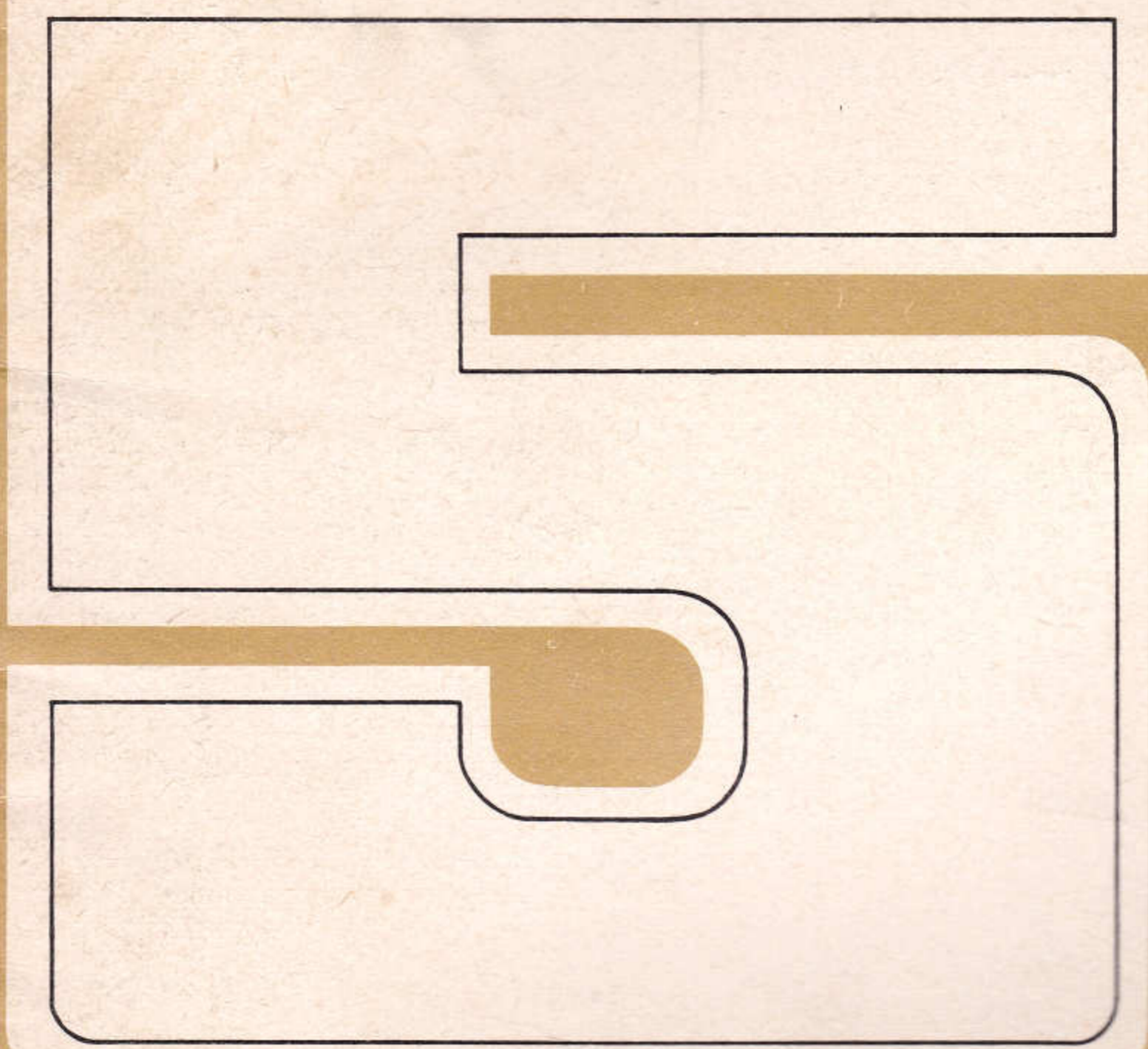
# Dodge

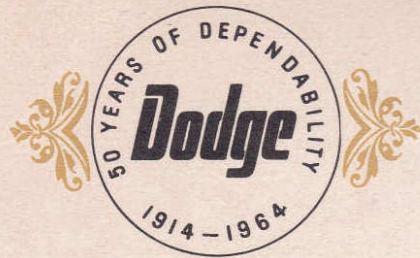
News MAGAZINE

VOLUME 29, NUMBER 1, 1964



# Golden Jubilee Souvenir Issue





R. B. McCurry, assistant general manager



Byron J. Nichols, general manager

## Here's what our 50 years of dependability mean to you . . .

Half a century ago the first Dependable Dodge rolled from our plant . . . That fact is important to us for just one reason and *you* are that reason.

Through your acceptance of Dodge you have given us our goal—and our success.

In striving to merit your acceptance, we have been able to develop better cars and trucks—new standards of Dependability—finer service through our nationwide network of friendly Dodge Dealers.

The Dodge Dealer whose name appears on the back cover of this souvenir issue *is* Dodge in your community. We're proud of him. We're proud of our pioneer dealers, listed on this page, who have been with us our full 50 years.

As we look forward to the next half century, we pledge you even greater advancement. *Never have we been more determined! . . . Never have we been more energetic! . . . Never have we been more confident of pleasing you, "the boss," completely!*

Sincerely,

Byron J. Nichols  
General Manager, Dodge Division

### A salute to the pioneers!

Hooper Motor Co., Selma, Alabama  
McCullum Motors, Inc., Sumter, South Carolina  
Edwards Motor Co., Milwaukee, Wisconsin  
Tarnutzer's, Prairie Du Sac, Wisconsin  
H. J. Cooper, Inc., Kalamazoo, Michigan  
R. & C. C. Bollinger, Inc., Lakeview, Michigan  
Eilber & Barth, Yale, Michigan  
Coliseum Motor Co., Casper, Wyoming  
Adams Motor Co., Chillicothe, Missouri  
Gust E. Haugen Garage, Decorah, Iowa

The Marksheffel Motor Co., Colorado Springs, Colorado  
Raubach Motor Co., Valentine, Nebraska  
Cumberland Motor Co., Inc., Nashville, Tennessee  
Stamm-Raymond, Inc., Rayne, Louisiana  
The Blue Ribbon Garage, Inc., Bridgeport, Connecticut  
Frank Van Syckle, Inc., Perth Amboy, New Jersey  
John Van Benschoten, Inc., Poughkeepsie, New York  
Geo. T. Tator & Sons, Inc., South Salem, New York  
Thornton-Fuller Co., Philadelphia, Pennsylvania  
D. E. Stetler & Sons, Inc., York, Pennsylvania

Ralston Motor Co., Albany, Oregon  
H. B. Blair Motor Co., Livingston, Montana  
Oliver Joseph, Inc., Belleville, Illinois  
Krumsick Motor Co., Inc., Washington, Missouri  
George Brothers Automobile Co., Grass Valley, California  
Ford Garage Co., Inc., Glens Falls, New York  
Eldredge & Mason, Inc., Malone, New York  
Central Motors, Inc., Hagerstown, Maryland  
Smith Motor Co., Whitmarsh, Maryland

## Bandits, bullets, battles—dependability is born amid violence as 'Old Betsy' chugs on stage

by Robert L. Rosekrans

One snowy, blustery day in mid-November of 1914, two portly gentlemen in black overcoats and bowlers walked out of a Hamtramck, Michigan, factory and seated themselves in the rear compartment of a shiny black automobile. A mechanic spun the crank, the 35 horsepower engine sprang to life, and "Old Betsy," the first Dodge Brothers automobile, chugged on stage.

In this same year no less than 145 other automobiles sputtered and backfired as their optimistic builders moved them out of bicycle shops, backyard garages and backstreet factories for their first appearance on the American scene.

The year 1914 saw the introduction of the *Brassie Cyclecar*, the *Bug*, the *Cricket*, the *Peter Pan*, the *Tally-Ho* and the car with the unbelievable name of *O-We-Go*. This same year also recorded the demise of the *American Underslung*, the *Correia*, the *Scripps Booth Cyclecar*, and 33 other makes, remembered only by auto his-

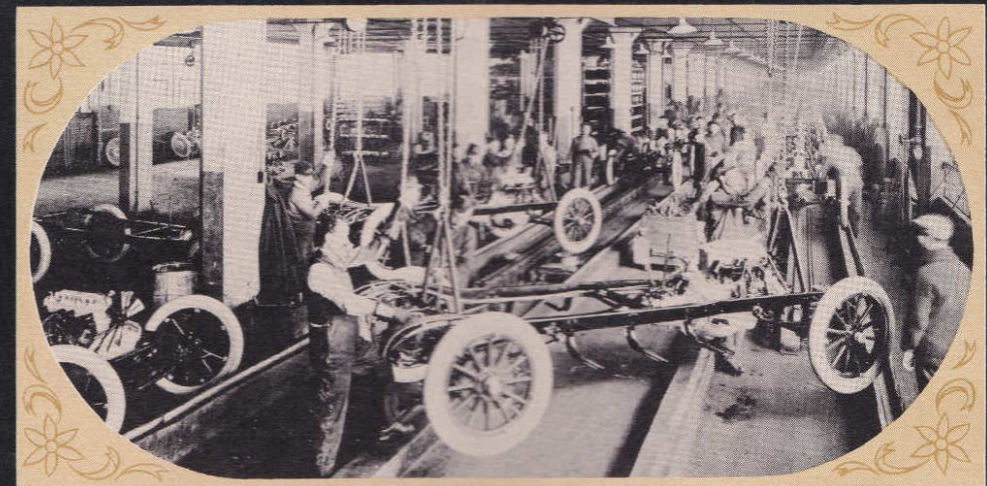
torians and those few automobile cognoscenti who enjoy searching for these relics in dusty barns and abandoned factories.

According to *Automobiles of America*, that authoritative chronology of automobile Americana published by the Automobile Manufacturers Association, more than 3,000 different makes of cars and trucks have been introduced in the 71 years since the appearance of America's first automobile, the 1893 *Duryea*.

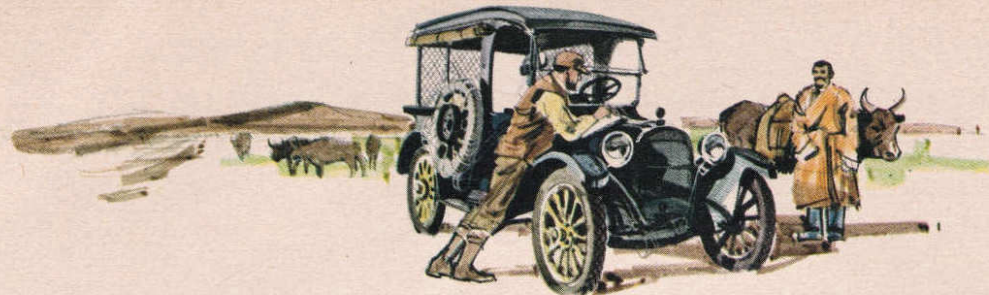
For those who like to remember such obscure facts, 1914 was a vintage year for the introduction of new cars. In that year close to five per cent of all the 3,000 different cars and trucks introduced since 1893 made their debut. Of all the cars introduced that year only Dodge has survived.

There are many reasons why Dodge has survived this 99.99% fallout. Since 1903—11 years before the introduction of 'Old Betsy'—John and Horace Dodge had devoted all of their efforts

*Continued on page 4*



(Upper) Dodge Brothers assembly line in 1914. (lower left) Early vintage Dodge Brothers cars being tested on plank test track outside Hamtramck, Michigan, plant. (lower right) Dodge on "highway" near Washington, D. C., right after World War I.



**Bandits, bullets, battles** *Continued from page 3*

to producing automotive parts for other automobile manufacturers. In these 11 years they had built a reputation for making parts of high quality and dependable performance. Their reputation was so high among automobile people that when it was announced in 1914 that they would build a car bearing their name 22,000 firms applied for dealerships!

Less than two years after the introduction of "Old Betsy" an event took place that established the early Dodge Brothers car in the minds of Americans as a car that could be depended upon when the going was rough. That event was the 1916 Punitive Expedition against the Mexican bandit chieftain Pancho Villa.

Early in 1916 Villa and his bandits made a series of forays across the border. One of these was the infamous raid on the town of Columbus, New Mexico, in which several American soldiers and civilians were killed.

In April of 1916 a punitive force of 12,000 men and vehicles gathered on the American side of the border under the command of Brigadier General John J. "Black Jack" Pershing. Among the vehicles under his command were several olive-drab 1916 Dodges.

Here's what a reporter for the *Century Magazine*, riding with the Pershing Expedition, had to say about Dodge dependability:

"Over the desert stretch, and by nature of the desert dust they themselves camouflaged, three automobiles swayed and lurched and banged in low gear, belching steam from their radiators, grinding their way through the sand. Tanks would have been better suited to the journey."

These three automobiles—all dependable Dodges—firmly established the reliability of the automobile, and proved their worth under the most adverse of conditions. These dependable Dodges were the first automobiles ever to be used in an American military campaign against an armed enemy.

Another incident of this campaign dramatically points up the versatility and dependability of these first military automobiles.

The locale was a dry arroyo near Rancho San Miguel de Rubis, Chihuahua. Sitting in the arroyo, almost invisible in the early dawn light, were three dust-covered Dodge touring cars. On the rim of the arroyo was a young second lieutenant wearing crossed sabers on his lapels. Fifteen khaki-clad soldiers in puttees and campaign hats stood in the arroyo watching the lieutenant as he peered through a pair of field glasses toward an adobe rancho. The second lieutenant was George S. Patton, Jr., who became the 'blood and guts' general commanding the bulk of America's armor in Europe during World War II.

Here is the story as told in a dispatch filed May 27, 1916 from El Paso, Texas, by war correspondent A. H. E. Beckett. The story appeared in *Motor Age* magazine. Here's what Beckett wrote:

"Someday, perhaps, there will be a poet who will write of the modern version of the 'Charge of the Light Brigade', but he

will not write of horses, but of motor cars. In the European War, the motor vehicle has been used extensively, but it remained for the men of "Black Jack" Pershing's brigade now in Mexico to utilize ordinary touring cars for a charge. The story of a motor charge that will go down in history as the first of its kind is just getting to the border, though it was on May 14, that Lieut. George S. Patton, Jr., engineered his stunt.

"Efforts to round up a bunch of bandits headed by Col. Julio Cardenas near Rancho San Miguel de Rubia, Chihuahua (Mexico), failed when cavalry was used. The bandits seemed to get word of the approach of the cavalry.

"The officers decided then to try a faster means of transportation for the attacking force and three Dodge cars were used by Lieut. Patton and 15 men in their attack on the Cardenas headquarters at daylight on May 14.

"The approach to the ranch was over an open stretch of a mile, but the lieutenant had his machines ready for a speedy dash when they got in sight of the farmhouse where the bandits were believed to be making their headquarters.

"Shoving their gears into high, the chauffeurs cut open for high speed and the dash over the desert was made at better than 40 miles per hour. The machines were within a few yards of the ranch before they were detected and then half-clad bandits made their appearance through doors and windows as they streaked for cover.

"American marksmanship, however, proved too great a handicap for the bandits. Col. Cardenas was killed, with two of his lieutenants. The rank and file, to the number of half score, made good their escape, but the band has been effectively dispersed through the death of their leaders.

"We couldn't have done it with horses," said Lieut. Patton. "The motor car is the modern war horse."

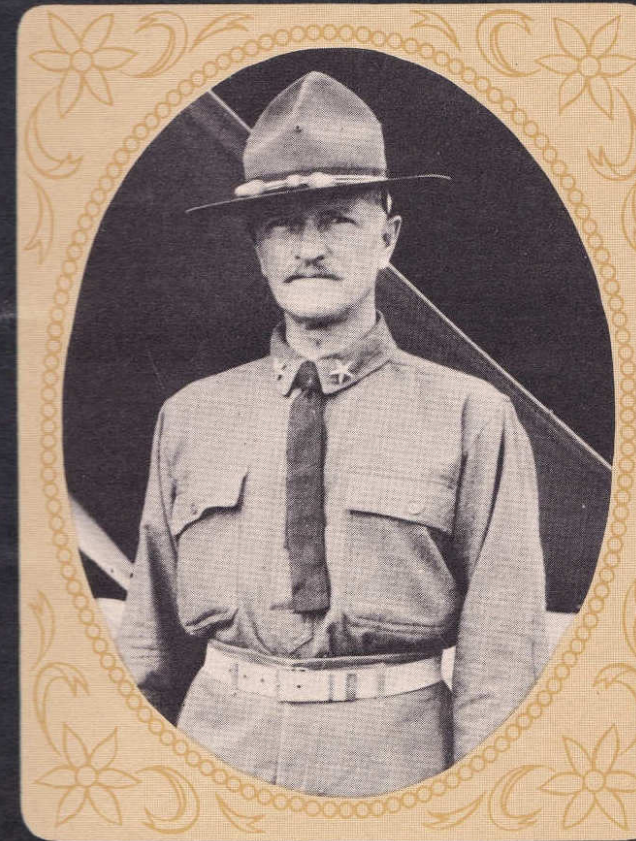
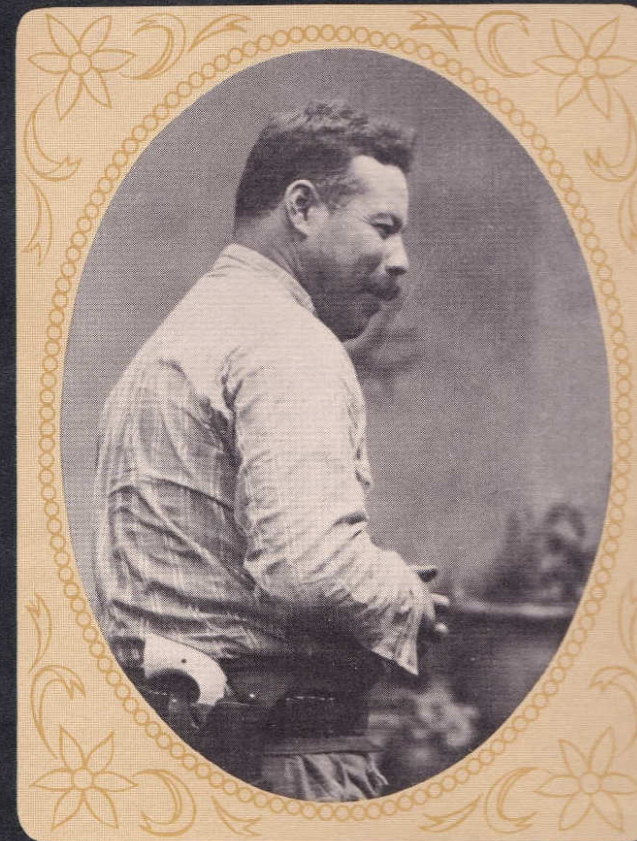
On April 22, 1916, Beckett sent another dispatch to *Motor Age*. "... General Pershing used a big six-cylinder for a while, but now is using a four. And let me tell you that the factory engineers have never even thought of such tests as 'Black Jack' is now giving their cars.

"Pershing and his staff ride in nine cars and these cars are on the go 18 hours out of the 24, while the mechanics have a chance to do their overhauling in the other six.

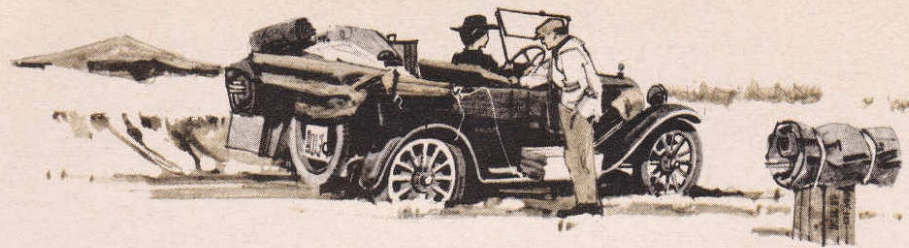
"There are no roads worthy of the name. The cars have to be driven through sand, or loose rock, up and down grades and even across mountain streams. The staff cars stand up remarkably well, though there has naturally been a little trouble with springs. General Pershing has ordered that *only Dodges* be used by his staff.

"Cavalry can't keep up with the motor car, even over such rough country as has been traversed in Mexico. If the campaign was likely to be prolonged it is certain that the chief mode of transportation would be motor cars."

*Continued on page 6*



(Upper left) Bandit chief Pancho Villa. Photo taken during U. S. Mexican Punitive Expedition, 1916. (upper right) Brigadier General John J. "Black Jack" Pershing. Taken somewhere in Mexico, 1916. (lower left) Dodge Brothers cars in military convoy, somewhere in Mexico, during 1916 Mexican Punitive Expedition. (lower right) Pershing Dodge at Mexican Border being returned to the United States.



**Bandits, bullets, battles** *Continued from page 4*

According to a picture caption in the July 16, 1916, issue of *Automobile Topics* magazine, the original March 31, 1916, request of General Pershing for six Dodges for the Mexican Campaign had grown, by July 15, 1916, to nearly 250.

Moving from the sand and blistering heat of the Mexican campaign to the mud and rain of France we see an olive-drab staff car lurching along a rutted road behind the Western Front. The staff car is, again, a dependable Dodge, and the man is the same "Black Jack" Pershing, now General of the Armies. The driver is a slim, handsome sergeant who has just recently left the racing circuits of America to become the general's chauffeur. His name? Sergeant Eddie Rickenbacker, later to gain fame as America's top World War I flying ace.

By the time World War I ended, Dodge's performance story was on the lips of automobile owners all across America. Everywhere Dodge Brothers cars were praised as cars that could be depended upon under any circumstance. But the word that expressed this faith most clearly—dependability—was not then in the dictionary. It was the Dodge, and enthusiastic Dodge owners, that put it there. As common as the word has now become, it still remains indelibly associated with cars and trucks manufactured by Dodge.

A few years after World War I our scene moves from France to the Gobi desert on the remote China-Inner Mongolia border. Here we see a small caravan of trucks, cars, camels and horses as they inch their way across the trackless waste. Riding in the lead Dodge is a handsome, bronzed man, America's most renowned explorer, Roy Chapman Andrews.

A few months earlier the explorer had arrived in Peking as head of the American Museum of Natural History's First Central Asiatic Expedition. Here he had bought a touring car and two three-quarter ton commercials, all of them dependable Dodges.

After he had bought his Dodges, Andrews set out to buy insurance for his vehicles. He ran into unexpected trouble.

"Insure automobiles for such a trip!" The insurance man touched his mustache and smiled indulgently at the American. "Utterly ridiculous, Mr. Andrews. Fantastic! Camels and horses? Yes. But motor cars—sorry, old man. Not practical, you know."

Several months later, after the Central Asiatic Expedition had uncovered some of the greatest caches of fossils ever found, it returned to Peking. Sitting in one of Peking's leading hotels, Andrews spoke enthusiastically about the performance of his dependable Dodge touring and two commercial cars.

"What those cars did was a revelation to the whole Eastern world," he said. "We crossed rivers, plunged in and out of deep ruts and thumped over boulders until we thought everything must shake apart. But these cars kept going. Terribly overloaded, they did the seemingly impossible every day.

"After the expedition was over," he went on, "we had covered over 10,000 miles of this sort of usage. We returned

to China and sold these vehicles for more than the price of three new Dodge Brothers cars in the United States."

In this remote corner of the world Roy Chapman Andrews was only repeating those words that were familiar to General Pershing, thousands of American soldiers, and millions of American civilians. In the few short years since the appearance of "Old Betsy," rugged, dependable Dodge Brothers cars and trucks had been proving again and again their value under conditions above and beyond that expected of any other American motor car.

In the years that followed Roy Chapman Andrews' Central Asiatic Expeditions of the '20's, Dodge cars and trucks saw rugged service with dozens of other expeditions that penetrated almost every previously inaccessible part of our earth.

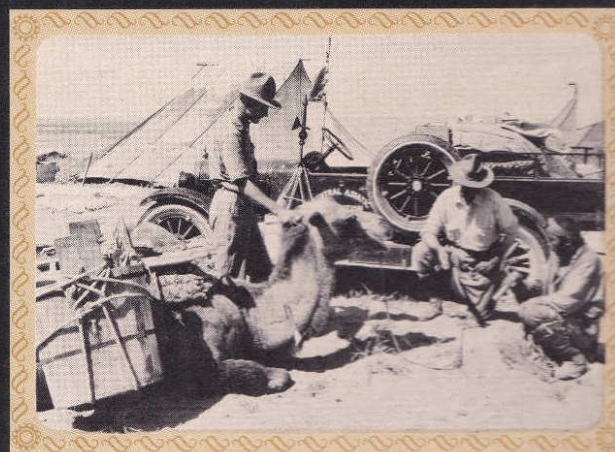
In the 1930's and '40's dependable Dodges were used almost exclusively by such daredevil troupes as Irish Horan and Jimmy Lynch. In these spectaculars Dodges were hurtled through empty space, catapulted from ramps over other cars, spun, skidded, and driven tipped up on two wheels. Why did these groups use Dodges? The answer is simple. Dodge's all-steel bodies and turret-like construction made them the odds-on choice of the professional drivers whose lives depended on the ruggedness of their cars! Today such organizations as the Hurricane Hell Drivers, International Auto Daredevils, and Kochman's Hell Drivers are using modern-day Dodges in their death-defying acts. A daredevil group, organized by Jack Kochman, will perform at the New York World Fair, beginning April, 1964.

Let's turn now to 1955. The scene is Bonneville Salt Flats, Utah. The nearest approach to Dante's Inferno you'll find any place in the world. On a normal, blistering-hot day in late September, 1955, a group of test drivers, mechanics, Dodge officials and American Automobile Association timers gathered about a 1956 Dodge.

Day and night for 14 searing days and nights this Dodge had been driven non-stop by a relay of test drivers. The speedometer indicated that it had covered 31,324 miles. In all, 307 records had fallen behind its spinning wheels, including 27 world's unlimited speed marks previously held by a whole parcel of souped up foreign cars. Once again, Dodge had proved its endurance and dependability in an almost unbelievable series of performance tests! Tests that were becoming a byword of Dodge dependability.

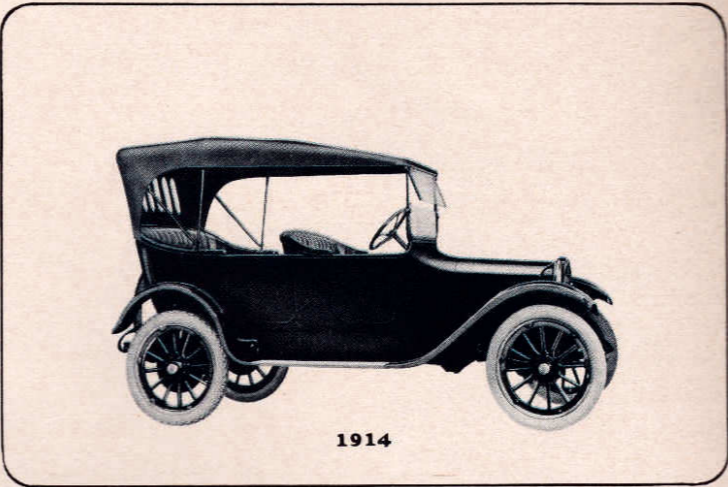
Since that blustery November day in 1914, millions of cars and trucks bearing the Dodge trademark have justified the trust that buyers have placed in the integrity of the builders. On city streets, on farms, in the bustle of commerce and trade, on the battlefields, in the frozen north, on the torrid desert, Dodge cars and trucks have proven their dependability in a thousand different ways.

When *Dodge News Magazine*, advertising Dodge cars in the '30's said: "Dependability: A Word, A Fact, A Tradition!" it was obvious that it echoed the sentiments of millions of people all over the world who have owned dependable Dodges! ■



(Upper) Roy Chapman Andrews leading Asiatic Expedition from Kalgan up to the pass near Wan Chuan Hsien, Mongolia. (center left) Andrews and companion beside Dodge Brothers truck, explaining flashlight to Mongol water carrier, Central Asiatic Expedition, 1920's. (center right) Roy Chapman Andrews, in Dodge Brothers car, with American minister and companions, Mongolia Central Asiatic Expedition, 1928. (lower) Andrews and companion at a nest of dinosaur eggs, Mongolia. Dodge Brothers truck in background.

**From hickory wheels to chrome pushbuttons  
1914 to 1964—Important 'Firsts' mark the  
golden road of Dodge automotive leadership**



1914

*The first Dodges captured the leadership in dependability among America's automobiles. Through the decades, Dodge has maintained this leadership with a long list of "firsts" in the world of automobiles.*

**1914**

First Dodge Brothers car built November 14th. □ 249 cars built in 1914. Price \$785 F.O.B. Detroit.

**1916**

250 Dodge Brothers cars see rugged duty with General Pershing during Mexican expedition against Pancho Villa. General Pershing orders that "only Dodges" be used by his staff. □ Lt. George S. Patton, Jr., leads first mechanized cavalry charge in U. S. Army history with three dependable Dodges. □ Dodge adopts multiple disk clutch.

**1917-18**

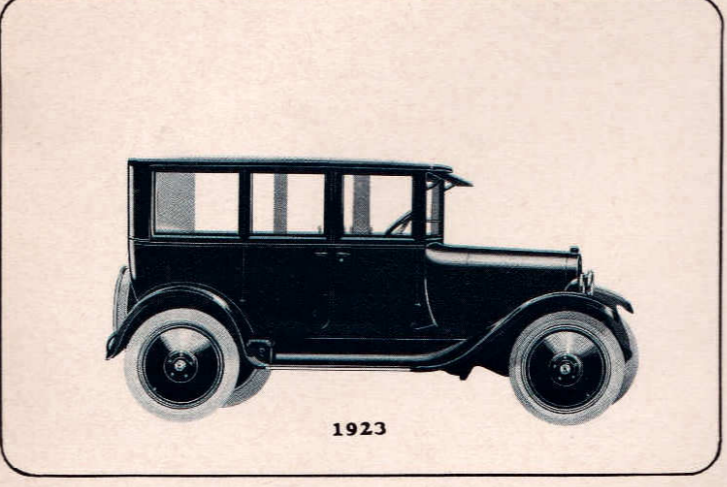
Dodge builds combat vehicles, ambulances, cars, recoil mechanisms for famous French 75 and 155's.

**1919**

Dodge introduces first four-door sedan.

**1921**

Dodge designers provide full front seats, hand-operated windshield cleaners, 32 x 4 tires, heaters.



1923

**1922**

Dodge introduces semi-floating rear axle, windshield visors, buttonless upholstery.

**1923**

Dodge offers first safety steel closed body in industry.

**1924**

Roy Chapman Andrews, famous explorer, uses three Dodges to explore untracked wastes of Inner Mongolia. □ High compression, high speed engine introduced.

**1925**

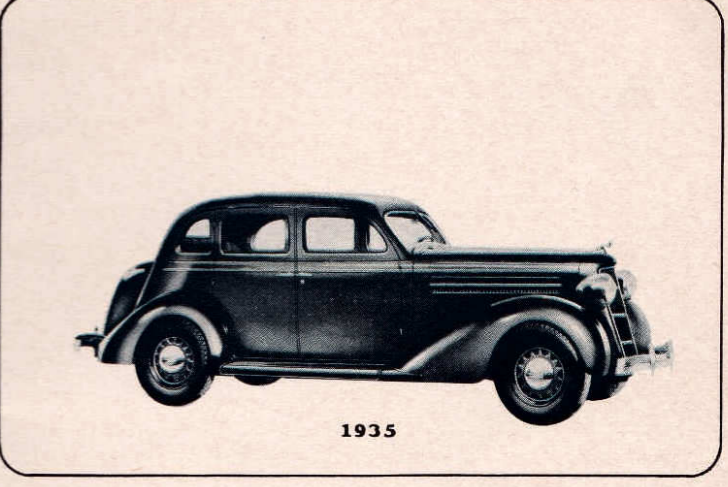
Automatic windshield wipers, sprayed-on lacquer, lift-open rear windows, cowl vents, silchrome exhaust valves, one-piece windshield, oil-drain piston rings. □ Enclosed rubber engine mountings.

**1926**

Rubber spring shackles.

**1927**

Adopts four-point motor suspension, single-plate clutch, standard shift transmission, cabriolet bodies, four-wheel brakes.



1935

**1928**

Dodge adopts transmission brake for four-wheel brake models. □ Introduces standard six. □ Dodge Brothers bought by Chrysler.

**1929**

Dodge first used downdraft carburetor. □ Corrosion-resistant fenders and sheet metal.

**1930**

Dodge first to be wired for radio installation.

**1931**

Free-wheeling adopted by Dodge, along with rustproofed bodies. □ Introduces valve seat inserts. □ Fully automatic spark control. □ Floating power engine mountings.

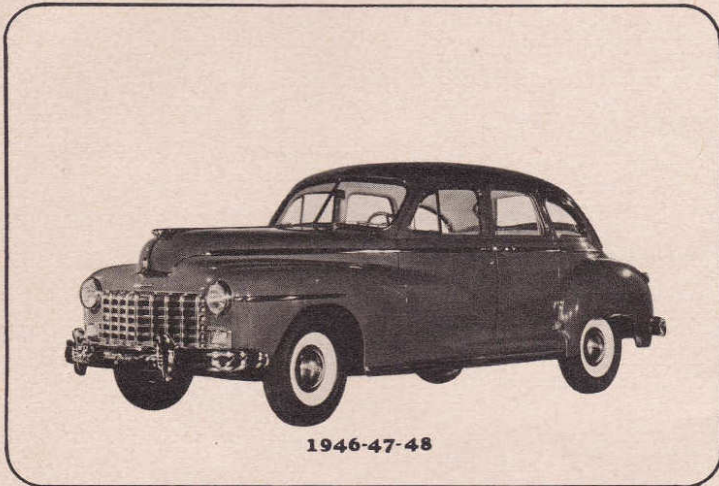
**1933**

Dodge uses silent helical gears throughout transmission.

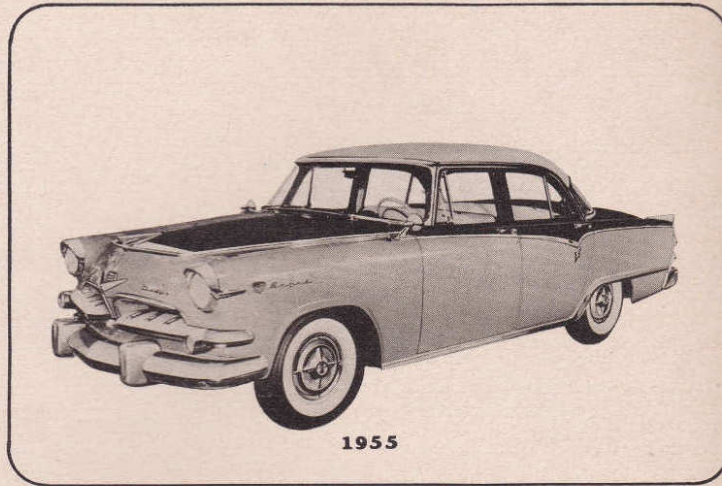
**1934**

Automatic overdrive. □ One-piece curved windshield.

*Continued on page 10*



1946-47-48



1955



1964

∞ 1936 ∞

Built-in defroster vents.

∞ 1938 ∞

Dodge truck enters Diesel-engine commercial field. □ Rubber insulated steering gear.

∞ 1939 ∞

Dodge builds first cab-over-engine trucks for commercial field. □ Safety signal speedometer introduced. □ Power operated convertible top.

∞ 1940 ∞

Dodge builds over 20,000 special vehicles for U. S. Army. □ Fluid-drive becomes available on Dodges. □ Safety-rim wheels standard on all Dodges.

∞ 1941 ∞

Lowerable rear quarter windows for convertibles. □ Automobile production ceases for duration of WWII.

∞ 1941-45 ∞

Dodge builds hundreds of thousands of trucks, weapons carriers, command cars, and ambulances for use on battlefields all over the world.

∞ 1946 ∞

First post-war Dodge has new two-cylinder front-wheel brakes, new transmission, oilite fuel filter, full-flow oil filter. □ Hardtop convertible body introduced.

∞ 1947 ∞

Dodge first to introduce low-pressure tires as standard equipment on passenger cars.

∞ 1949 ∞

All-metal station wagon. □ Bonded brake linings. □ Safety cushion dash.

∞ 1950 ∞

Internal expanding transmission parking brake. □ All-electric window lift.

∞ 1951 ∞

Oriflow shock absorbers. □ Full-time power steering.

∞ 1954 ∞

Automatic transmission lever on dash. □ Dodge introduces famous 'Red Ram' engine.

∞ 1955 ∞

Dodge introduces push-button automatic transmission, with selector replacing conventional lever controls. □ Record player introduced as option. □ One-piece molded headlinings on station wagons.

∞ 1956 ∞

Dodge shatters 307 American and World unlimited records at Bonneville Salt Flats. □ Dodge stock cars hold more records than all other American-made cars combined in AAA and NASCAR competition. □ Dodge introduces torsion bar suspension.

∞ 1957 ∞

Rearward facing rear seat in station wagon. □ Four headlamp dual sealed beam systems.

∞ 1960 ∞

Dodge introduces compact Dodge models. □ First unit body construction. □ Slant 6-cylinder engine.

∞ 1962 ∞

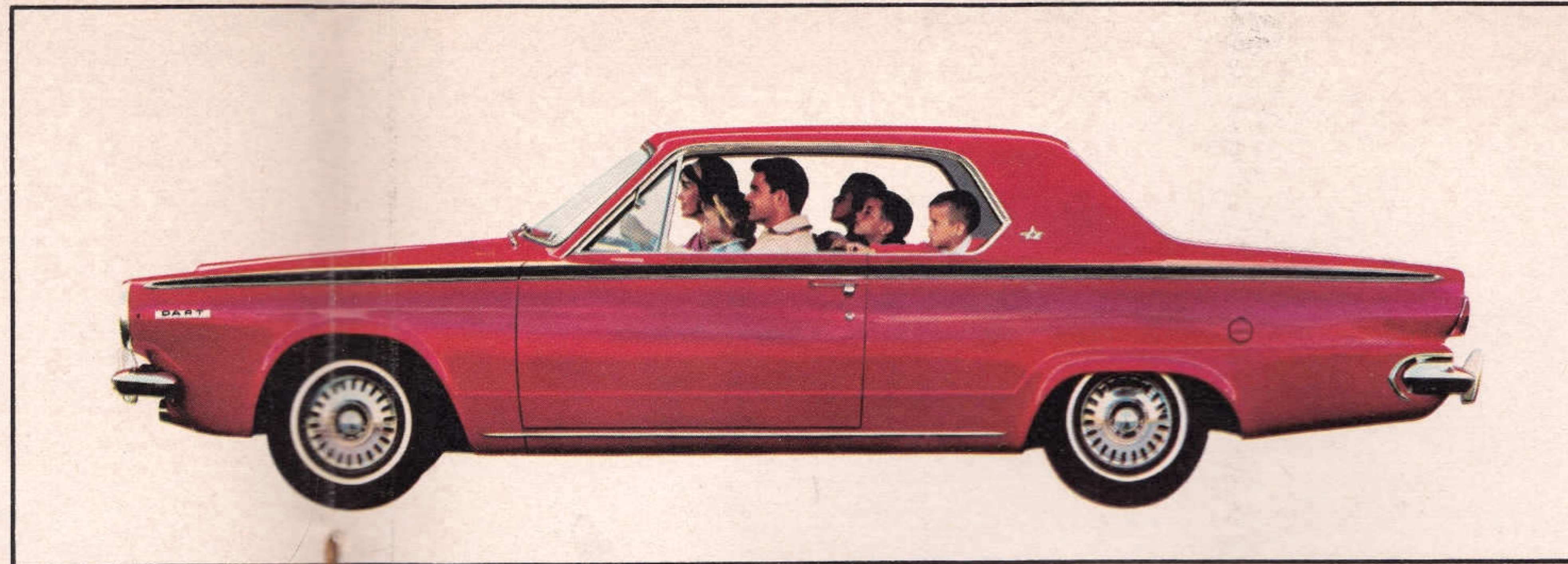
Alternator, standard equipment. □ Axial flow blower for heater or air conditioning.

∞ 1964 ∞

Golden Anniversary Dodge, culmination of half century of engineering dependability and leadership.



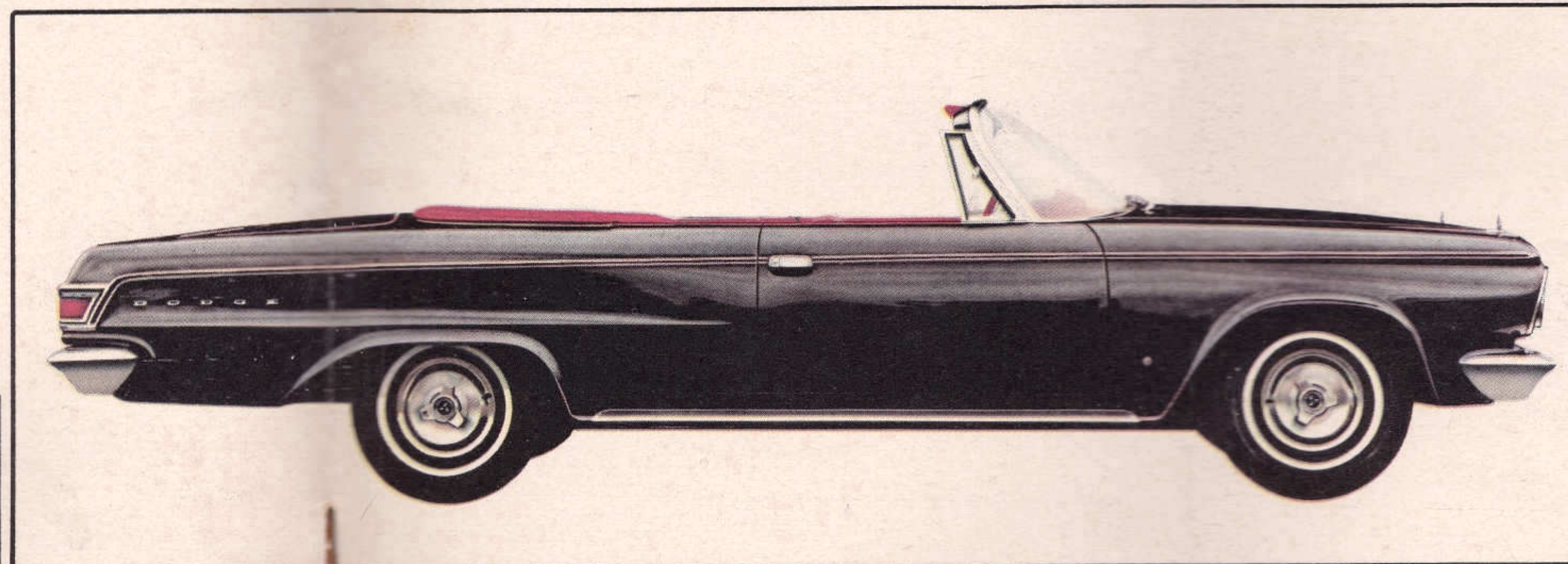
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**Dodge Dart**



**Dodge**



**Dodge 880**

*A personal invitation to every Dodge News Magazine reader . . . Be our special guest—take the wheel and turn the key on 50 years of progress!*

**DRIVE THE GOLDEN JUBILEE DEPENDABLE OF YOUR CHOICE—TODAY!**



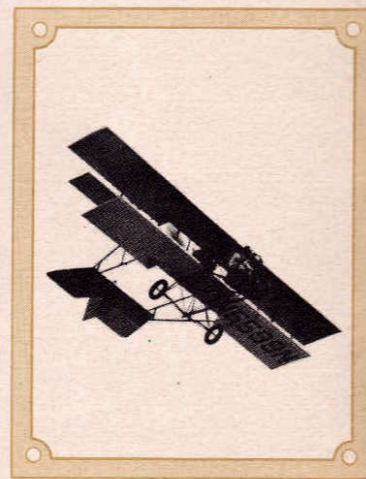
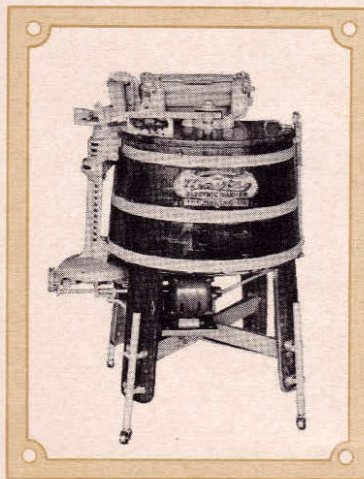
As a selected friend, to whom we have the pleasure of sending this special Golden Jubilee Souvenir Issue of Dodge News Magazine, we would like you to do this: *Learn the fulfillment of 50 years of Dependability the same way we did—at the wheel!* Just call us—we'll set a test-drive appointment at your convenience . . . There's a once-in-50-years thrill ahead for you and your family! See the back cover of this Souvenir Issue for our address and phone number!

*—Your Friendly Dodge Dealer*



# Just how good were the 'Good Old Days'? Is it true you can buy today's Golden Jubilee Dodge for less than 'Old Betsy'?

by Sean Timothy



Someone once said: "The past is only the present become invisible and mute. We are tomorrow's past."

At what point in our life span do we start remembering "the good old days"? 30, 40, 50 years of age? When do we start leaning back in our easy chairs, closing our eyes, and begin to dream about cider fresh from the press, our first ride in an automobile, the harsh, strident cry of a Mogul freight fighting its way over a mountain pass in the dead of winter?

I remember when I was a boy. My father always got misty-eyed when he remembered seeing Teddy Roosevelt, or the days he spent working on the Great Northern with Frank James, Jesse's brother. How about you? Do you remember the good and forget the bad? Does time blur your memory. Perhaps. But these memories are good companions on wintery nights.

Suppose we go back to one of those sentimental years of long ago . . . 1914. Fifty years. That is a long time ago.

What do you remember about 1914? Warm summer evenings with the click of cicadas and the soft twitter of birds in the elms that lined your street. The war in Europe was engulfing more and more nations. But you probably dismissed it as none of America's affair and turned to the sports pages, or to the antics of the *Katzenjammer Kids* and *Mutt and Jeff*. And there were always the ubiquitous copies of *Tarzan of the Apes* and L. Frank Baum's whimsical fantasy, *Tik-Tok of Oz*, to while away the hours after supper.

That winter those of you whose musical tastes leaned toward the classical joined your wife at the local opera house. If you were fortunate you may have caught Ephrem Zimbalist, the concert violinist—not the TV star—playing his Stradivarius. Or your wife may have persuaded you to soak up some culture at a recital by Enrico Caruso, or an opera starring plump Alma Gluck.

If you were a member of the younger set you more than

likely sat on the front porch swing with your favorite beau. And the chances were good you had schemed to have the new gramophone cranked up and that new hit song by W. C. Handy called *St. Louis Blues* on the turntable.

Remember Saturday nights at the *Orpheum*? How you sat with your elbows on the balcony as you munched popcorn and watched William S. Hart, or the latest escapades of the Keystone Cops? And who could forget cliff-hanging with Pearl White in the *Perils of Pauline*, or chapter 33 of *Ruth of the Rockies*?

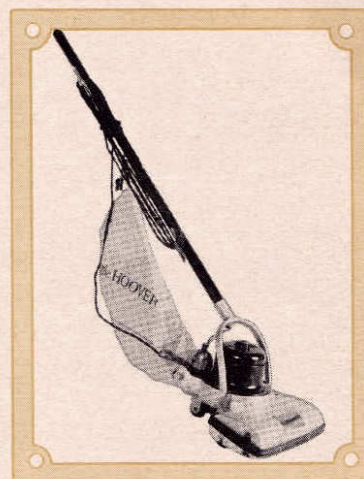
Nineteen-fourteen was the year that the Panama Canal was opened for ship traffic by President Wilson. It was also the year Adlai E. Stevenson was vice-president, and that rotund, balding, silver-tongued orator William Jennings Bryan was testing his tonsils at Fourth of July celebrations.

If you were a boy you probably marveled at the fact that Ty Cobb had won the American League batting championship for the eighth straight year, and that a spindle-legged, moon-faced pitcher for Boston, named George Herman Ruth, won 22 games while losing only nine.

The chances were good that you missed another item. Maybe because it was buried on the back page between an ad for Lydia Pinkham's tonic and the announcement of a gigantic revival meeting starring Billy Sunday. It told about a scientist named Robert Goddard who had patented a rocket that operated on liquid ether and oxygen.

Your father probably smoked cigars—good ones at two-for-a-nickel—or maybe he even tried those new-fangled "coffin nails" called cigarettes. One brand, Camels, sold for 10 cents a pack.

Remember how you saved those Liberty dimes and Indian-head pennies so you could take your best girl out to dinner in style? And when you got the bill how you whistled at the 40-cent tab you had to pay for her meal, although you did get Ritz-



Carlton dressing, cranberry sauce, creamed mashed potatoes, apple cobbler and coffee, along with the turkey.

Those were "the good old days", weren't they? No 80-cent-a-pound coffee. No \$5 dinners. No \$60 suits.

Now hold on a minute! Let's take a hard look at those so-called 'good old days'. Just how good were they? If you, or your father, were average workers in industry back in 1914 your weekly paychecks came to \$12, maybe \$15. . . . and you worked 51 hours. Granted, there weren't any taxes to speak of, but 30-cents an hour wasn't exactly princely wages, even with 11-cent-a-pound short ribs and \$9-a-month rent.

Today, at a comparable job, you would earn an average of about \$96 for 40 hours of work. That averages out to \$2.40 per hour. Sure, taxes are higher . . . a lot higher. But more people today have more money to spend on more products than at any time in our nation's history . . . even after taxes!

Take one item. The family car. Back in 1914 a Dodge Brothers car cost \$785 F.O.B. Detroit. And you paid cash on the barrel head.

Now . . . what about today's cars? Let's take the 2-door Model 170 Dodge Dart. It carries a Manufacturer's Suggested Retail List Price of \$1,976. That's approximately two and one-half times more than a 1914 Dodge Brothers car.

But let's look at it from the only equitable way: How long it takes the average workman to earn the money to buy the car. Back in 1914 the average workman would have had to work 52 1/3 weeks to earn the price of a 1914 Dodge. His entire income for more than one year!

What about today's average factory worker? Remember, we said that his income, before taxes, was \$96 per week. We also agreed that taxes were a lot higher today. So let's take off twenty per cent for taxes. That makes his pay, after taxes,

\$76.80 per week. So it takes the modern factory worker slightly less than 26 weeks to earn the price of a 1964 Golden Jubilee Dodge Dart 170.

The 'Good Old Days'? They're here now, today . . . at your local Dependable Dodge Dealer!

## DODGE BROTHERS MOTOR CAR

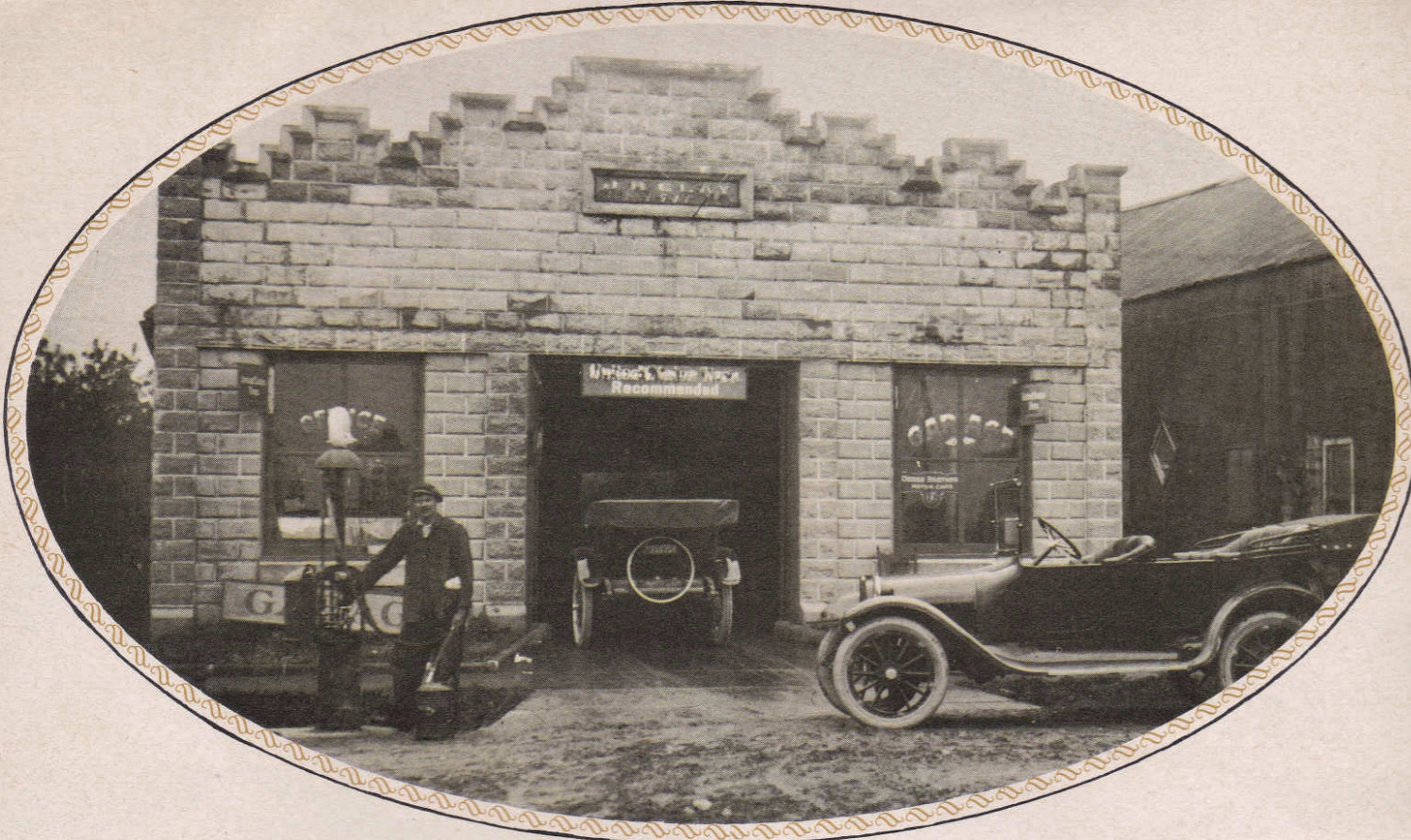
**It Speaks for Itself**

<p><b>SWITCHES PLANT</b> Case Check.</p> <p><b>DRIVE</b> Four wheel drive to Motor, 1st, 2nd, 3rd, 4th, 5th gears, parking in 1st, 2nd, 3rd, 4th, 5th, Reverse, Control, Clutch, 300 lbs. weight.</p> <p><b>RADIATOR</b> Tubular Type</p> <p><b>STARTER</b> Lubricated Single and 1/2 hp. 12 volt Battery</p> <p><b>HIGH TORQUE</b> MAGNETO—Incorporated</p> <p><b>LUBRICATION</b> Spin-on and New</p> <p><b>STEERING SYSTEM</b> Power-assist, 10 gears, rack, pump, 12 volt, 120 lbs. weight.</p> <p><b>BEARINGS</b> Full floating, 120 lbs. weight, 120 lbs. weight, 120 lbs. weight.</p> <p><b>TRANSMISSION</b> Synchromesh, sliding, 5 speed, 120 lbs. weight, 120 lbs. weight.</p>	<p><b>TIMBER BEARINGS</b> 120 lbs. weight, 120 lbs. weight, 120 lbs. weight.</p> <p><b>5 X 9 BALL BEARINGS</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>STEERING GEAR</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>DRIVE SHAFT</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>WHEELBASE</b> 120 lbs. weight.</p> <p><b>BODY</b> Full 1st passenger seat, 120 lbs. weight, 120 lbs. weight.</p> <p><b>SPRINGS</b> Air Cushion, 120 lbs. weight, 120 lbs. weight.</p> <p><b>SHOCKS</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>BUMPING BEARDS AND FOOT BOARD</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>WHEELS</b> 120 lbs. weight, 120 lbs. weight.</p>	<p><b>TIRE</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>WINDSHIELD</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>TOP</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>LIGHTS</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>INSTRUMENT BOARD</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>EQUIPMENT</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>SHIPPING WEIGHT</b> 120 lbs. weight, 120 lbs. weight.</p> <p><b>PRICE</b> 120 lbs. weight, 120 lbs. weight.</p>
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**DODGE BROTHERS, DETROIT**

\$785





← Garage used by early Dodge dealer, about 1920, R. & C. C. Bollinger, Inc., Lakeview, Michigan.  
 Southside Dodge, Inc., Jacksonville, Florida, is typical modern dealership with sparkling showroom, neat landscape, trim building. ↓



**Today it describes the ultimate in Dependable service!**

by William Hinds

**In 1914 "Express" meant a train . . .**

Today motorists have little fear of mechanical breakdown. Each day millions of automobiles speed over modern highways at more than 60 miles an hour, with only infrequent stops for gasoline.

But what about 50 years ago? What were the prospects for quick service for the motorist of these early days? Suppose we travel back over the years and take an imaginary journey with a typical family of 1914.

In the year 1914—21 years after the appearance of the 1893 *Duryea*—there were vastly more livery stables and blacksmith shops catering to the needs of the dwindling horse population than there were garages catering to the needs of the burgeoning automobile population.

A trip of 100 miles over 1914 roads often taxed the strength and patience of even the strongest, most intrepid motorist. These were the days when enterprising farm lads were not averse to building mud-filled car traps, then lying in wait with the family team to help extract their prey . . . for a fee!

The early American roads were great testers of a car's intestinal fortitude. Many a car limped into a town with a broken spring, a sprung frame, or a cracked differential, victims of roads that were little better than country cow trails.

If the motorist was lucky he found someone in the town who knew more than he did about the insides of a gasoline engine. More often than not the 'mechanic' was a recent proprietor of the local livery stable who had converted his horse stalls to accommo-

date the automobile in distress. His talents ran more to farrier's pincers, rasps and pritchels, than to feeler gauges, spark plug wrenches, and screw drivers.

I remember a trip that my family took back in those early days. A distance covered in less than two hours on any one of a hundred super-highways that criss-cross America today. But in those days it was an all-day trip, an adventure. Picnic baskets were packed. Throw rugs and blankets were heaped into the back seat to ward off the night winds that whistled between the gaps in the side curtains.

On this particular trip Father decided to take a 'short cut' over a range of low hills. Mother demurred, but Father insisted. By George, he knew what the car would do. So we headed up the hill, grinding along in low gear through six inches of sand. Four, five, 10 miles. Then it happened. The engine clanged and began to hammer. Father cut the switch and the engine expired in a cloud of steam.

Maybe we were out of water . . . or oil. Father checked. Plenty of both. In the distance was a farm. Father took off on foot to explore the possibilities of help. A half hour later he returned, with a farmer and a pair of jackasses in tow. The farmer hooked on to the car, we all piled in, and were hauled unceremoniously the five miles to the nearest village.

It was now almost dark. We were hungry and thirsty. Mother was angry, and Father was having second thoughts about his 'short-cut'.

There was a small garage. A cement block building with a gasoline pump in front. The mechanic slid open the big double doors and we all got behind and pushed the car into the dimly lit interior.

Two hours later the head was off. The mechanic straightened, wiping his grimy hands on his overalls.

"Looks like trouble."

"Bad?"

"Wouldn't be so bad," the mechanic said. "If it weren't for a couple o' things."

"Such as?" Father asked.

"Such as tools and parts which I ain't got. Got a man goin' to Madison tomorrow morning. He can pick 'em up. Be back in the afternoon."

The next afternoon around three the parts arrived. The mechanic had the head back on by six, and we were on our way—30 hours after the engine stopped.

Today there are 40 million cars in the one-to-six-year age group traveling American roads. And the fact that they are traveling, particularly in the case of the older models, is a tribute to the good service available through America's automobile dealerships. Nowhere is this more apparent than with Dodge dealers, who offer you a kind and quality of service that is a far cry from that of even a few short years ago.

To help Dodge car owners to keep going dependably, Dodge dealers today offer a systematic plan for sound maintenance,

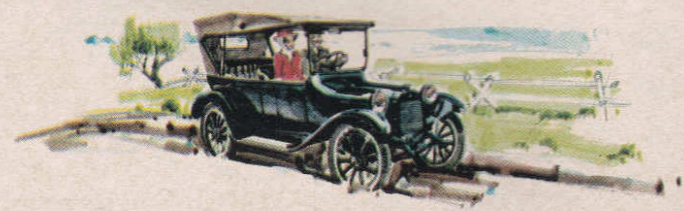
called *Certified Car Care*. Under this new program owners need not wonder what their car might need in maintenance at any particular mileage level—they know. Their *Certified Car Care* handbook tells them.

In addition, many Dodge dealers have instituted what they call *Express Service*. In 1914, "express" meant a train—a fast-scheduled passenger carrier that sped from point to point with few stops, or none at all. "Express" became synonymous with comfortable, quality travel.

Today's *Express Service* means "non-stop" service for your car—a pleasing combination of skill, speed, convenience and economy that puts you back on the road faster, often in minutes. Your Dodge dealer backs up his *Express Service* with modern tools, modern equipment, and factory-trained mechanics who know how to use these tools to give you the finest, fastest and most economical maintenance and repair service.

Today your Dodge dealer offers *Express Service* on all repair work, except big, isolated major items. Your car can be completely lubricated, accessories installed, brakes adjusted, cooling system serviced, many electrical units replaced, or any of a hundred and one other services performed—while you wait. . .

In 1914 you might have spent hours, or days, in having your car readied for a 100-mile trip. Today you could have your Dodge dealer service it for a cross-country journey in far less time. And on the way, should trouble occur, you would have one of nearly 3,000 Dependable Dodge Dealerships ready to help! ■



# A Dodge every 30 seconds—with over 1,200 quality checks! “Then and Now” on the line at Dodge— men machines and motors through 50 years!

by Leroy Roberts

On September 22, 1893, three years before the Klondike gold rush, a buggy with a steering tiller and a one-cylinder gasoline engine sputtered and backfired its way along an elm-lined street in Springfield, Massachusetts. It was the *Duryea*, the great-granddaddy of the American automobile.

In the pre-assembly line days—which extended over a decade into the Twentieth Century—cars were laboriously assembled by hand from parts often hand-tooled on machines in backstreet garages and blacksmith shops.

Modern assembly line techniques bear about as much resemblance to the methods used by the 19th century auto builders as the Montgolfier balloon does to a modern Jupiter rocket. On today's high-speed assembly lines, automobiles are assembled with split-second timing and to fine tolerances from 8,400 parts, manufactured by more than 700 suppliers with factories in 27 different states.

Last week I stood at the end of the brightly-lighted Dodge assembly line at the Dodge Main Plant in Hamtramck, Michigan. As I watched, a car every 30 seconds left the line! About the time it took Frank Duryea to tighten one nut on his hand-built 1893 *Duryea*.

As I walked along the maze of aisles past the modern Dodges I remembered a conversation I had earlier with one of the old timers, long retired from the line.

He cradled a bottle of beer between gnarled hands as we talked in the gathering dusk on his front porch on one of Hamtramck's back streets.

“What do I remember? A lot of things. I remember once, back in the early twenties. One of my wife's kinfolks came up North for a visit. So I took him through the plant.” He chuckled softly, “Scared him. It was pretty noisy back then, you know. Presses stamping out body sections. Riveters showering sparks all over the place.” He sat the empty bottle on the porch railing. “I guess things have quieted down since then.”

A good way to put it. Things have quieted down. Maybe it's because today's machines, like today's workmen, are more sophisticated. The men who build today's cars wear sports shirts and slacks while they work, and many of them look like successful businessmen as they leave the plant after their shift is over. Like the machines, the men on today's modern automobile assembly line perform the same jobs, but they do it with less noise and a great deal more efficiency.

As you move along the modern assembly line you discover nooks and corners, little oases with vending machines that dispense cold drinks, sandwiches or hot soup.

You stop to watch the flow of car bodies as they move like a great steel river along the miles of conveyors. Two and four-door sedans. Station wagons. Convertibles. Taxis. Cars of every shade. You step aside to let a lift truck hum past you, duck to let a bright red engine on a conveyor move past you on its way to its station on the main line.

Although the modern assembly line is a masterpiece of planning and coordination, to the uninitiated it is mass confusion, compounded and exaggerated beyond conception.

Thousands of different steel, cast iron, aluminum, plastic, glass and rubber parts funnel with no apparent rhyme nor reason toward the teeming assembly line. Here the parts are fitted, riveted, welded, bolted, brazed, and installed with a multitude of tools and intricate machinery to build an automobile that finally blossoms like an emergent butterfly into a beautiful Golden Jubilee Dodge.

To men like R. C. Kobus, Dodge's present Plant Manager, who have spent most of their adult lives six, even seven, days a week on the assembly line, the line is an orderly thing of beauty, the ultimate in ingenuity, the compounded skills of half a century of planning, sweat and skill unfolding before their eyes.

Dodge Main in Hamtramck, a city completely surrounded by Detroit, is typical of America's automobile assembly plants. In this and similar plants each year, nearly sixty percent of the world's automobiles are built.

Dodge Main is a huge, highly efficient manufacturing complex sprawling, as Mr. Kobus points out, over 65½ acres facing on Hamtramck's busy Joseph Campau street. Behind the red brick facade is 110 acres of floor space totaling five million square feet! When operating at full capacity Dodge Main throbs with 8,000 production workers who turn out more than 2,000 Dodges in a single work day.

Strategically placed in this huge industrial plant are over 6,000 precision machines which feed 37 miles of conveyors with parts for Dodge automobiles. During peak production fourteen thousand electric motors are in operation.

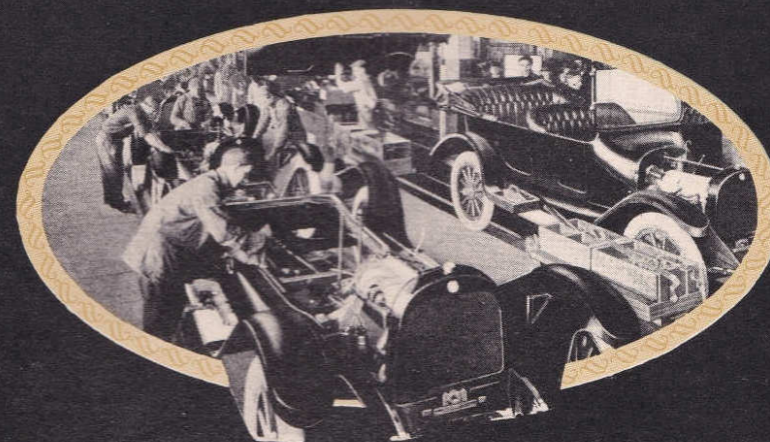
Over 1,800 tons of castings and stampings are produced and shipped in a single day from Dodge Main. One hundred and eighty electric trucks are needed for internal transportation of parts and equipment to feed the voracious assembly line.

During one day's operation Dodge Main gulps down 8¾ million gallons of water, plus thousands of gallons of paint. In one work day Dodge Main burns 800 tons of coal.

In a day's operation Dodge Main uses nearly 5 million pounds of material. To route this material, and to carry on the business of producing 2,000 cars per day, 700 telephones are used throughout the plant.

From the moment parts are conceived and precision machines begin to shape them to meet the exacting specifications demanded by Dodge, thousands of checks are made for accuracy and tolerance. On Dodge's assembly line more than 1,200 individual quality checks are made on each Dodge. These quality checks, plus hundreds made by quality-conscious suppliers, assure the production of the finest automobiles that modern engineering skill can conceive and today's production workers can assemble.

This vast complex had its beginning back in 1914, when “Old  
*Continued on page 20*



(Upper) Section of upholstery department, Dodge Brothers plant, 1914. (left center) Body drop at Dodge Main, Hamtramck, Michigan, 1964. (right center) Final assembly line, Dodge Main, Hamtramck, Michigan, 1964. (lower) Final assembly line, Dodge Brothers plant, 1914.

**A Dodge every 30 seconds** *Continued from page 18*

Betsy", the first Dodge Brothers automobile, chugged off the assembly line at Dodge Main. Since that day 50 years ago more than 11 million Dodges have left assembly lines in five American cities—Hamtramck and Detroit, Michigan; St. Louis, Missouri; Los Angeles, California; and Newark, Delaware.

This year marks the appearance of the engineering masterpiece that culminates 50 exciting years of automotive supremacy . . . the 1964 Golden Jubilee Dodge. A fitting tribute to the thousands of workers who, through a half-century, have used their skill and brawn to produce Dependable Dodges!

(Upper left) Testing the engine, Dodge Brothers plant, 1914. (upper right) Loading platform at Dodge Brothers plant, 1914. (lower left) Engine assembly line, Hamtramck, Michigan, 1964. (center) Upholstery department, Dodge Main, 1964. (lower right) Final test, Dodge Main assembly line, Hamtramck, 1964.

**PHOTO CREDITS**

Dodge Archives—Upper, lower left, Page 3; lower, Page 5; UPI—Villa, Page 5; AP—Pershing, Page 5; American Museum of Natural History—Page 7; Detroit Free Press—lower right, Page 3; radio, airplane, Page 14; telephone, sewing machine, Page 15; The Maytag Company—Washer, Page 14; GM Photographic—Typewriter, Page 14; Lock Stove Company—Stove, Page 15; The Hoover Company—Sweeper, Page 15; R. and C. C. Bollinger, Inc.—Page 16; R. K. Arnold—Modern assembly line, Pages 19 and 20.

Photo Researcher: Alice Galway.



<b>GARAGE</b> Start Engines!	1ST Dodge Brothers Car 1914	General Pershing Chased Pancho Villa in Dodge 1916	Eddie Rickenbacker Chauffeur for Gen. Pershing's Dodge! World War I 1917	RAN RED GO TO COURT	DODGE 1ST All-Steel Closed Bodies 1923	No Driver's License GO TO TRAFFIC COURT!	FREE SHAKE!	RETURN TO GARAGE
				TRAFFIC COURT Need '2' to Get Out!				1928 Chrysler Corporation Buys Dodge ADVANCE 4 SQUARES!
"FREE DODGE" SQUARE	DODGE 1ST Torsion Bar Suspension 1956	DETOUR! Return to Space 23	LOST! Each Opponent Gets 1 Extra Shake	You Must Roll '1' or '2' to leave this square!	HIGH Trade-in on Your car at Dodge	<b>WINNER'S CIRCLE!</b> Call Dodge for demonstration Ride NOW!		DODGE 1ST Downdraft Carburetor 1929
1949 DODGE		PARKING LOT Need '1' '3' or '5' to Enter Ball Park	BALL PARK Need '5' to Get Out		SUPER-MARKET Need '4' to get out			Road Block Go BACK 2 Squares
DETOUR to Ball Park Need '4' or less	Move to Parking Lot	Return To Space 23		FULL LOT—Need '1' to Enter				Detour to CAR WASH!
CAR RATIONING OVER! Move to "Free Dodge"				STOP! Nearest Opponent Gets One Free Shake				DODGE 1ST Rubber Engine Mounting 1932
SPACE 23	WAR OVER! Go Ahead 4 Spaces 1945	WAR DECLARED 1941 Go Back 3 Spaces	Dodge Trucks Cab-Over-Engine 1939	Detour to Super-market	DODGE 1ST Fully Insulated Rubber Body Mounting 1937	New Freeway Opened MOVE TO SPACE 23	1936 DODGE	Bridge Out Go Back 4 Squares

**Dodge history game: Rules of the road**

**EQUIPMENT NEEDED:** One die (half a pair of dice!), a penny for each player's "car", and the DODGE HISTORY GAME.

**HOW MANY CAN PLAY?** The more the merrier!

**LINING UP YOUR CARS:** Each player rolls die once. Player with highest number gets "pole position". Others follow, with next highest number next, and so on. Ties for any position roll off. Highest number wins, with loser next in line.

**HOW TO PLAY:** Each player starts at GARAGE. First player rolls die. Moves to indicated square, reads direction. If square is "penalty" or "reward" square, follow directions as indicated.

Only TWO players' "cars" permitted on any one square at same time. Next players to reach square must move back to next square which is NOT a "reward" square. If "penalty" square, follow directions.

First player to reach "HIGH TRADE IN" square wins . . . and gets to go "test drive" a '64 Dodge, while others are playing DODGE HISTORY GAME again!



Note: Mr. Lamborn started working for the Dodge Brothers in 1911. When he retired in 1956 he was a Vice-President and General Manager of Dodge Division, Chrysler Corporation.

### After Fifty Years! anecdotes by Fred J. Lamborn

When it was announced that the Dodge Brothers would make their own automobile in 1914, hundreds of suppliers clamored to have their products used by the new auto makers. Among these products were tires. John Dodge decided to make a dramatic test that would prove to him which tires were best.

"Take 'em all up on the roof," he ordered, "and drop 'em off . . . one at a time."

Workmen mounted the tires on rims, inflated them, and carried them up to the roof of the Dodge Brothers plant.

"Start droppin' 'em!" John Dodge shouted, from the concrete apron four stories below.

Again and again the tires were dropped. When a tire burst, it was eliminated. At the end of several hours of tire-dropping only one tire had survived the test.

"That's the blankety-blank tire we're going to use on our car!" John Dodge shouted, and stalked off toward his office.

The first Dodge Brothers car was about ready to move off the assembly line to dealer showrooms. So John Dodge called a policy meeting. Present were several bankers, car dealers, and members of his staff.

When everyone was seated John Dodge stood up, hands on hips. "All right," he challenged. "What we going to sell 'em for?"

Everyone had his own idea of what these first Dodge Brothers

cars should cost. John Dodge dutifully wrote their figures on the blackboard. The average was about \$1,500.

Dodge erased the blackboard. "Too damned high!" he roared. "We're going to sell 'em for—" He wrote the figure large on the blackboard. "\$785."

The bankers blanched. Members of his staff groaned. The boss was out of his mind! \$785! Why, it cost them over \$1,000 just to build the cars.

"I say \$785!" John Dodge insisted.

For the next several weeks the Dodge Brothers and their staff lived with blueprints. For every protest John Dodge would stab a finger at a blueprint. "Why does this have to be bronze? . . . Why can't this be a casting? . . . Why can't this be steel?"

For the first few months of production the Dodge Brothers lost money on every car they built and sold. But John Dodge's bullheaded persistence paid off. Gradually the cost was reduced. Many months after the appearance of the first car the Dodge Brothers started to make money at \$785! ■

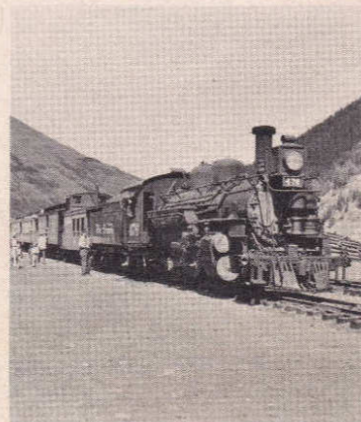
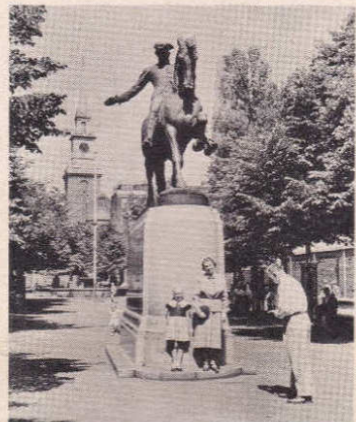
Ever since the first Dodge Brothers ad appeared in national publications back in 1914, Dodges have "spoken for themselves". Today our philosophy is the same. Take the Dodge ad on page

12-13. Lean, straightforward copy. No flimflammy. Just the facts. Dodge still "speaks for itself". Drive a '64 Dodge—any model. We think it will speak *your* language!

## GEO? QUIZ

Until 1914 when Dodge cars first appeared, the most dependable forms of transportation were those depicted here. Do you recognize these examples? Score yourself: Four correct—*Excellent!* Three—*Good.*

Two—*We're proud of you anyway.* One or less—*Try it again; you're sure to improve.* Answers on page 13.

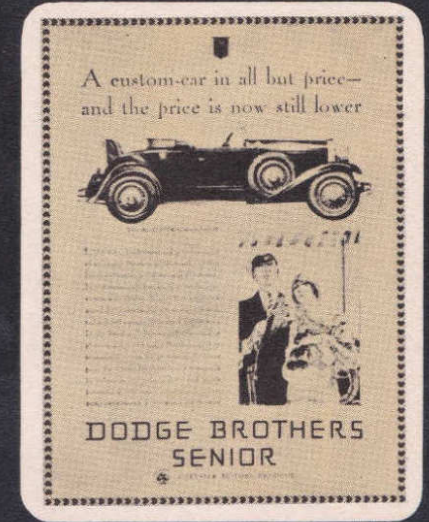
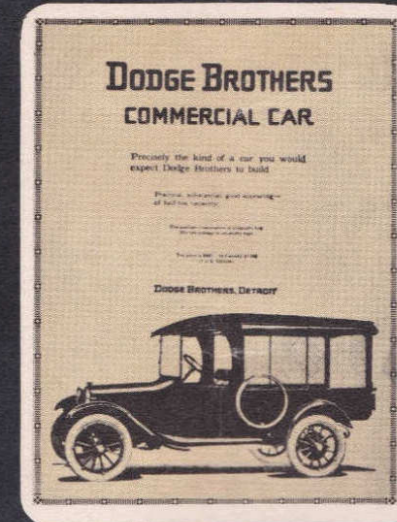


1 The people who settled the West did a lot of walking. This striding figure of the Pioneer Woman is at: (A) Ponca City, Okla. (B) Ogden, Utah. (C) Denver. (D) Cumberland, Md.

2 When the first Dodges appeared, steamboats like this were common. Several replicas still operate. This one, in Disneyland, is (A) Dixie Belle (B) Mark Twain (C) Magnolia (D) Lotus.

3 The most famous horseback trip in America's history was the one made by Paul Revere. The ride is commemorated by this statue in: (A) New York. (B) Philadelphia (C) Boston (D) Concord.

4 Steam locomotives are a rarity nowadays. One of today's busiest operates between: (A) Lexington and Concord. (B) Minneapolis and St. Paul. (C) Durango and Silverton, Colo.



	Dodge Dart
	Dodge
	Dodge 880

**DRIVE THE GOLDEN JUBILEE DEPENDABLE OF YOUR CHOICE—TODAY!**

As a selected brand, to whom we have the pleasure of sending this special Golden Jubilee Souvenir issue of Dodge News Magazine, we would like you to do this: Earn the Jubilee of 50 years of Dependability the same way we did—by the wheel and turn the key on—yet a real-time experiment of your own. . . . There's a success-in-50-years award for you and your family! See the back cover of this Souvenir issue for our address and phone number!


*—Your Friendly Dodge Dealer*

DODGE DIVISION CHRYSLER CORPORATION

Vol. 29, No. 1—1964 Your nearby Dodge Dealer—whose name is on the back cover—has selected you to receive Dodge News Magazine regularly. If you like this magazine, please let him know. Write, phone or call! Dodge News Magazine is published by Dodge Division of Chrysler Corporation. Editorial and circulation offices are located at 5435 W. Fort Street, Detroit 9, Michigan. . . . Address all correspondence con-

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Friends, here's how  
we **KEEP** your  
Dodge dependable  
through the years

**1964**  
**1965**  
**1966**  
**1967**  
**1968**

P.S. Try the '64 Dodge in your  
own "Golden Road" test

FOR DETAILS, SEE PAGE 12

**DODGE**  
**5-YEAR, 50,000-MILE**  
**WARRANTY PROTECTION**

Chrysler Corporation warrants, for five years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque convertor, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1964 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

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WE SELL AND SERVICE THE DEPENDABLES . . . DODGE-DART-CUSTOM 880-TRUCKS!