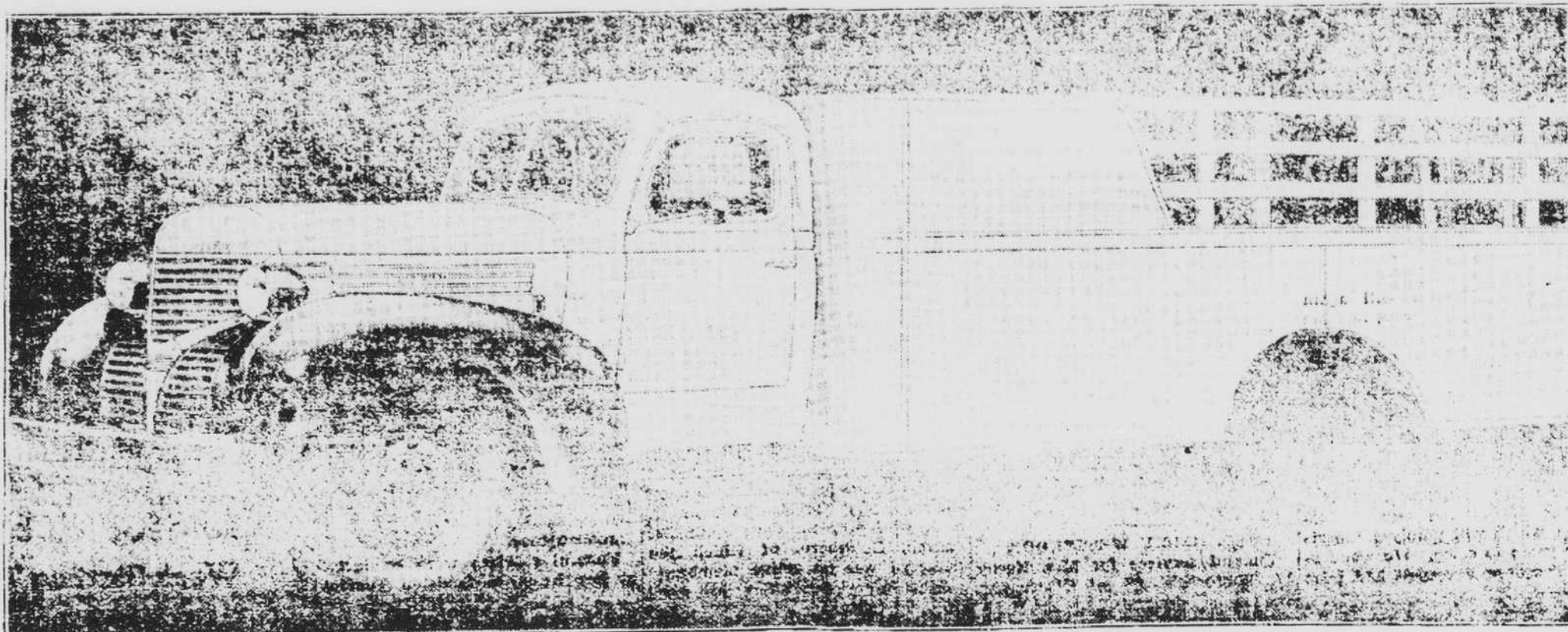


Amazing Dodge Diesel Makes Detroit-Goldsboro on \$4.83 Fuel Cost

Here Are The Facts About The Trip

Pictured on the right is the Dodge Diesel 3-Ton Truck of the type recently driven by Mr. E. B. Padgett, a local employee of the Handley Motor Company, from Detroit to Goldsboro, a distance of 732 miles, at a cost of only \$4.83 for fuel. 68 gallons of fuel at 70 per gallon. The Dodge Diesel Truck is now on display at, and is represented by Handley Motor Co., Goldsboro, N. C.



A Testimonial By a Dodge Diesel Owner

A prominent truck operator in Western North Carolina (name on request) bought a Dodge Diesel Truck several months ago. Comparison of performance between the Dodge Diesel and the average of 20 gasoline trucks owned by the same man and used on frequently repeated trips between Charlotte, N. C. and Detroit, Mich., a round-trip distance of about 1500 miles, shows the Dodge Diesel superior in fuel economy. The Dodge Diesel cost \$12,000. The gasoline trucks cost \$10,000. On the 1500-mile trip the Dodge Diesel cost \$4.83 for fuel. The gasoline trucks cost \$12.00 for fuel. The Dodge Diesel cost \$12,000. The gasoline trucks cost \$10,000.

FULL DODGE DIESEL

SEE IT AT OUR NEW LOCATION Walnut Street - Near Union Railroad Station

Dodge Diesel's Economy and Dependability Have Been Proved By Actual Service Tests - Backed By Years Of Dodge Development. Proved In Congested Traffic, Proved For Zero Weather Starting, Proved For Unlimited Power. Simple To Operate As Any Gasoline Truck

Smooth Power

At All Speeds! — Wider Speed Range

The introduction of the new Dodge Diesel truck marks the achievement of more than a decade of intensive development by Dodge engineers to give you true full-diesel economy in a truck as flexible and easy to handle as a gasoline-powered vehicle. This new simplified Dodge Diesel is unbelievably smooth at all speeds. It operates at maximum efficiency over the entire power range because injection timing is accurate and correctly advanced according to engine speed. It is amazingly insensitive to commercial variations in automotive diesel fuels—the Dodge "energy-cell" and the high-turbulence combustion chamber fire each charge thoroughly and assure uniform burning throughout each power stroke. Exhaust is practically smokeless with all specified fuels under all load and speed conditions.

No low-speed "diesel-knock." Tremendous pulling power and accelerating ability within the full range of its governed speed. Dodge advanced design introduces new simplification, new durability and many new dependability advantages. The compact new fuel injection pump employs only one valve that meters exactly equal amounts of fuel to all cylinders. Built-in engine speed governor on pump shaft. Tough, extra-strength 7-bearing crankshaft, induction-hardened, with vibration dampener. Large copper-lead bearings of proved ability to stand up under higher diesel pressures. Aluminum alloy pistons, precision fitted. Full-length cylinder water jackets. Dependable quality construction throughout, proved in actual service tests.

DODGE FIRST TO GIVE YOU ALL THESE ADVANCED PERFORMANCE ADVANTAGES

Automatic Injection Advance. First truck Diesel Engine with injection timed according to engine speed. Maximum fuel economy at any speed.

Simplified Injection Pump. Six plungers arranged in a circle. No crankshaft. Only one relief valve. Many less parts.

Anti-Clogging Nozzle. Pressure-controlled pintle cleans nozzle after each injection. No dribbling.

Easier Cold Starting. Choke controlled by pull-out lever on dash. Automatically stops choking when engine runs. By-pass thermostat in cooling system insures quick warm-up.

Smoke-Free Operation. Practically smokeless power over entire driving range. Distinctive Dodge advantage that overcomes a common objection to Diesels.

Smooth Idle. Automatic governor with readily-accessible idle speed adjustment. Vibration dampener on crankshaft contributes to engine smoothness at all speeds.

"Energy Cell" Controlled Combustion. High-turbulence means of thoroughly mixing fuel and air for more uniform, complete combustion. Assures smoother power, with excellent fuel economy.

Double-O Combustion Chamber. Concentrates main mass of air at center of chamber where fuel is injected. Insures most effective combustion control.

Long Valve Life due to lower exhaust gas temperatures achieved by Dodge controlled-combustion principle. Hardened steel valve seat inserts in exhaust valve ports insure long-lasting compression seal, greatly postpone the need for valve grinding.

Reliable 4-Cycle Principle. Lower piston operating temperatures. Simplified cooling. Dependability and lasting efficiency of Dodge construction proved by test.

Power and flexibility comparable with a gasoline-powered truck. Ability to withstand hour after hour of sustained heavy load in regular daily service. All-weather performance, with an engine that starts readily at zero temperatures. And this Dodge Diesel Truck engine shows fuel gallonage savings up to 40% or more in comparison with a gasoline engine of the same size under the same load and operating conditions. Dodge Diesel Truck economy and dependability have been thoroughly proved in hundreds of thousands of miles of testing and actual service operation—on all kinds of roads—in the hands of drivers inexperienced in Diesel operation—in hot and cold climates—with fuels bought on the market in many different sections of the country. The Dodge Diesel gives you many outstanding performance advantages, long-life features, fuel-saving principles at Dodge low prices—made possible by most modern manufacturing methods and machinery in the giant new Dodge Truck plant.

Handley Motor Co.

Walnut Street-Near Union Railroad Station

Goldsboro, N. C.