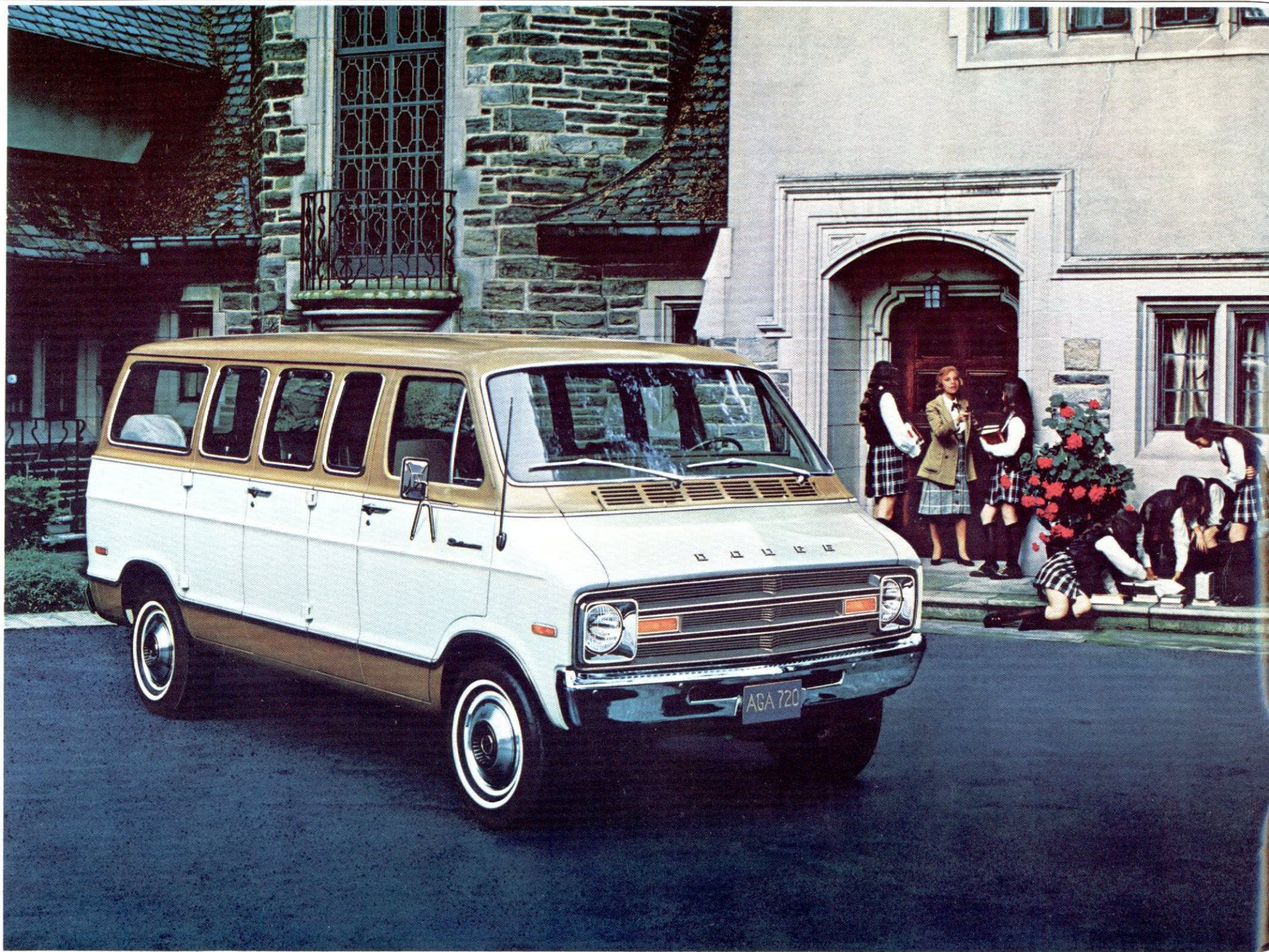


# 1974 DODGE

## Sportsman Wagons









# 1974 DODGE ROYAL SPORTSMAN

Reliability in a product doesn't happen by chance. It's built in. This is why Dodge has a fine reputation as a builder of dependable trucks. There are several things that have contributed to this dependability. **ELECTRONIC TESTING** of engines and engine parts to be sure they function properly before the truck leaves the plant. The **ELECTRONIC IGNITION SYSTEM\***, standard on all Dodge trucks, has no points or condenser. This means service on these components is eliminated. A solid-state **VOLTAGE REGULATOR** has no moving parts to go out of adjustment. Dependability is also found in the Dodge Truck transmission. The **LOADFLITE AUTOMATIC TRANSMISSION** has been constantly refined and improved to the point where we feel it is one of the best on the road today. These are the things that help make a Dodge truck dependable.

Each year, more and more people buy Dodge Sportsman wagons because of their roominess and versatility. The Dodge Sportsman wagon is one of the most popular vehicles Dodge makes. There are three different models to choose from, the Royal Sportsman, Custom Sportsman, and Sportsman. They're all available as a Maxiwagon, the biggest wagon in the industry.

The Dodge Royal Sportsman, shown on the opposite page, is the top of the line and is available on a 127-inch wheelbase and also on the longer, larger Maxiwagon which has a seating capacity of up to 15. (Additional optional seating information can be found on page 10.) And with the seats removed, you get plenty of cargo area for hauling household items and bulky gardening equipment.

If you like a few luxury items to go with the luxury look and ride of the Royal Sportsman, you can order such optional equipment as power steering, automatic transmission (standard on B300 models), air conditioning, AM/FM radio, and something you'll really enjoy on long trips, the automatic speed control (with automatic transmission only).

**EXTERIOR FEATURES** of the Royal Sportsman include a new argent-finish grille, bright head lamp doors, bright moulding around hood and front fenders (a Royal Sportsman exclusive), tail lamp bezels, upper moulding package, bright hubcaps, and bright dual five-by-seven-inch mirrors.

**INTERIOR FEATURES** are a new seat trim design, new vinyl side trim panels, bright trim on the instrument cluster, armrests at both sides of the rear bench seat, color-keyed carpeting throughout, an off-white headliner, padded instrument panel with vinyl wood-grained insert, and standard all-vinyl seats. Interior color choices now include blue, green, parchment, and black. Shown at the top right is the standard Royal Sportsman all-vinyl interior. At bottom right is the optional Royal Sportsman cloth-and-vinyl interior.

\*Not available on diesel engines.

Shown at left is a Dodge Royal Sportsman wagon on a 127-inch wheelbase. Colors are Medium Gold Metallic and White with Paint Option Number Two. Optional equipment shown is radio, wheel covers, and white sidewall tires.









# 1974 DODGE CUSTOM SPORTSMAN

One of the many things that make Sportsman wagons so popular is their versatility. They can be used as a business vehicle, a minibus, a combination passenger and cargo carrier, and a recreational vehicle.

You can use your Sportsman wagon for business, children-chauffeuring, club, and church. On weekends, you can load up with kids and camping equipment and head for the recreational areas.

To make these trips comfortable, Dodge offers a rugged suspension system and high ground clearance. And to make it even more comfortable we offer the optional air-conditioning system that cools fresh outside air, not just the recirculated inside air. If you own a trailer, you might look into Dodge's trailer-towing package. Keep in mind, too, that with the rear seats removed, you have room to stretch out two sleeping bags for overnight camping in comfort.

Shown on the opposite page is a Dodge Custom Sportsman Maxiwagon model. The Maxiwagon is available only on a 127-inch wheelbase. It has an extra 18 inches of length added to the rear. You can also order a Custom Sportsman on a 109-inch wheelbase (except B300) or a 127-inch wheelbase.

## CUSTOM SPORTSMAN EXTERIOR

Some of the standard exterior features of the Custom Sportsman wagon include such eye-catching items as white painted front and rear bumpers; new argent-finish grille; dual five-by-seven-inch mirrors; bright-finish hubcaps; and the upper front and side moulding package.

## CUSTOM SPORTSMAN INTERIOR

Shown at right is the standard interior of the Dodge Custom Sportsman series. It offers color-keyed trim and full floor mats, cigarette lighter, horn bar, instrument panel dress-up, and armrest and ashtray at both sides of rear seat.



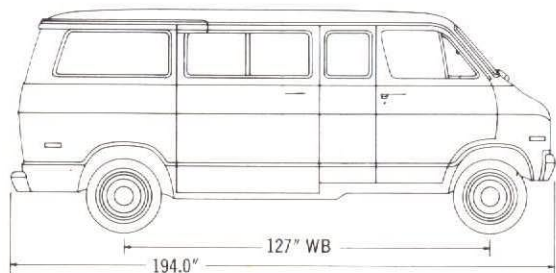
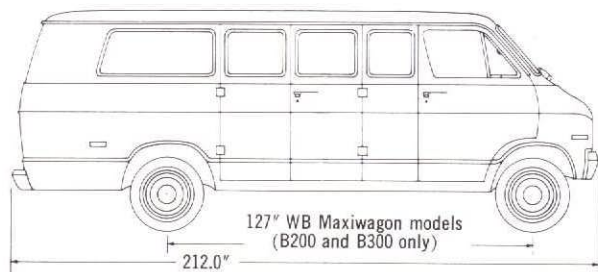
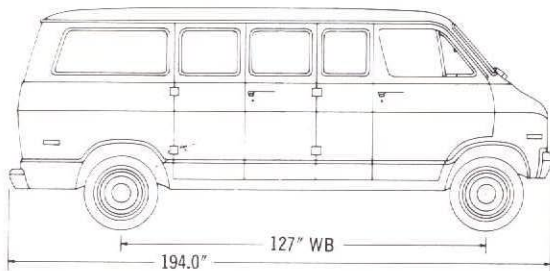
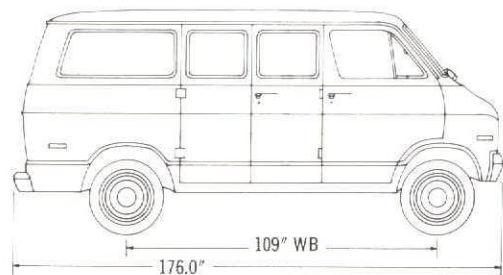
## NEW SLIDING DOOR

This new option is available on all Sportsman wagon models with a 127-inch wheelbase. It traverses smoothly on a sturdy guide rail. It makes loading and unloading in narrow alleys and tight places quick and easy.

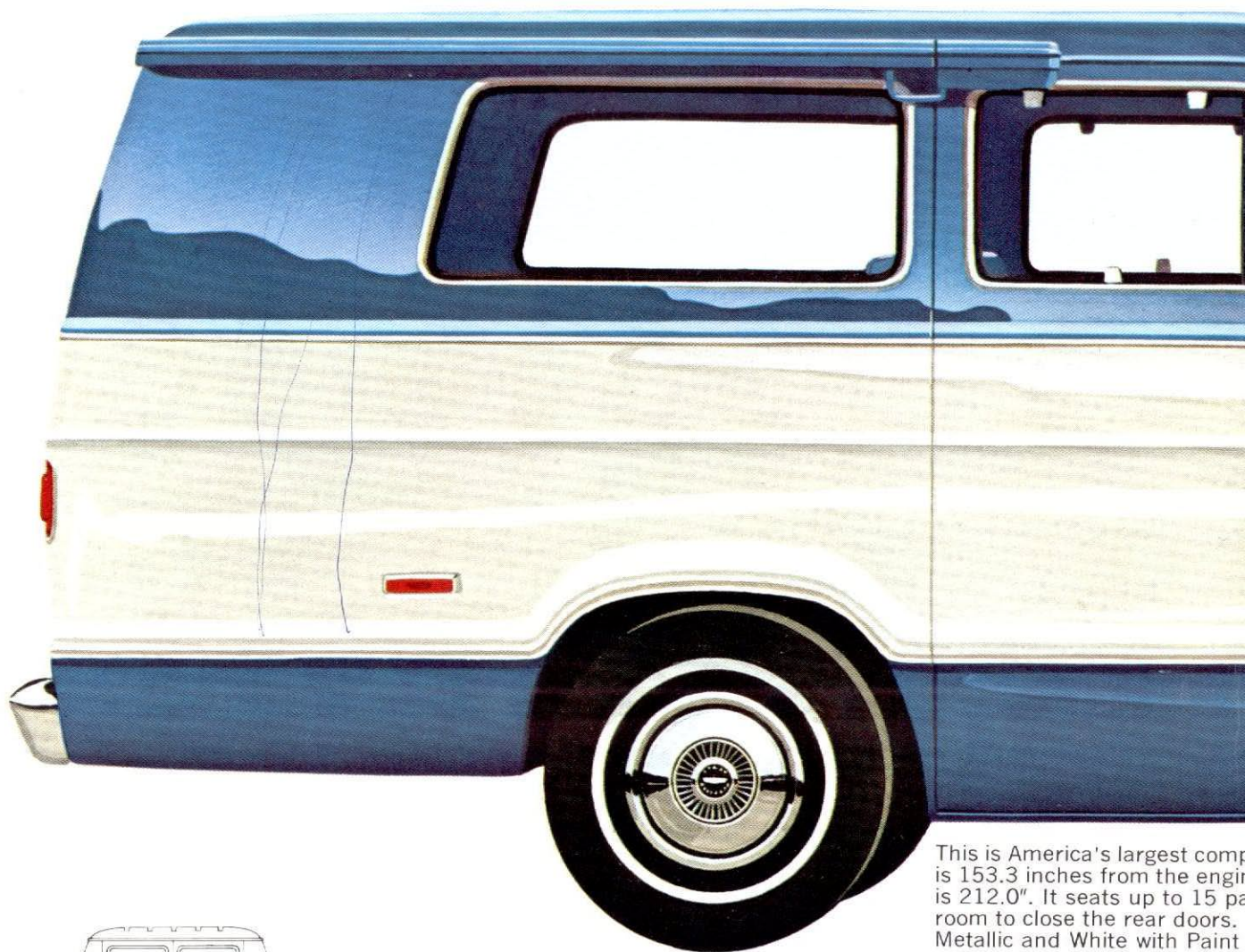
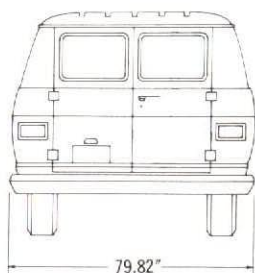
Shown at left is a Dodge Custom Sportsman Maxiwagon on a 127-inch wheelbase. Colors are Bronze Metallic and White with Paint Option Number One. Optional equipment shown is radio, white sidewall tires, bright sideview mirror, bright side moulding, and bright bumpers.



# EXTRA CARE IN ENGINEERING MAKES A DIFFERENCE



The sliding door option shown on the above model is available on a 127" WB and also on the Maxiwagon.



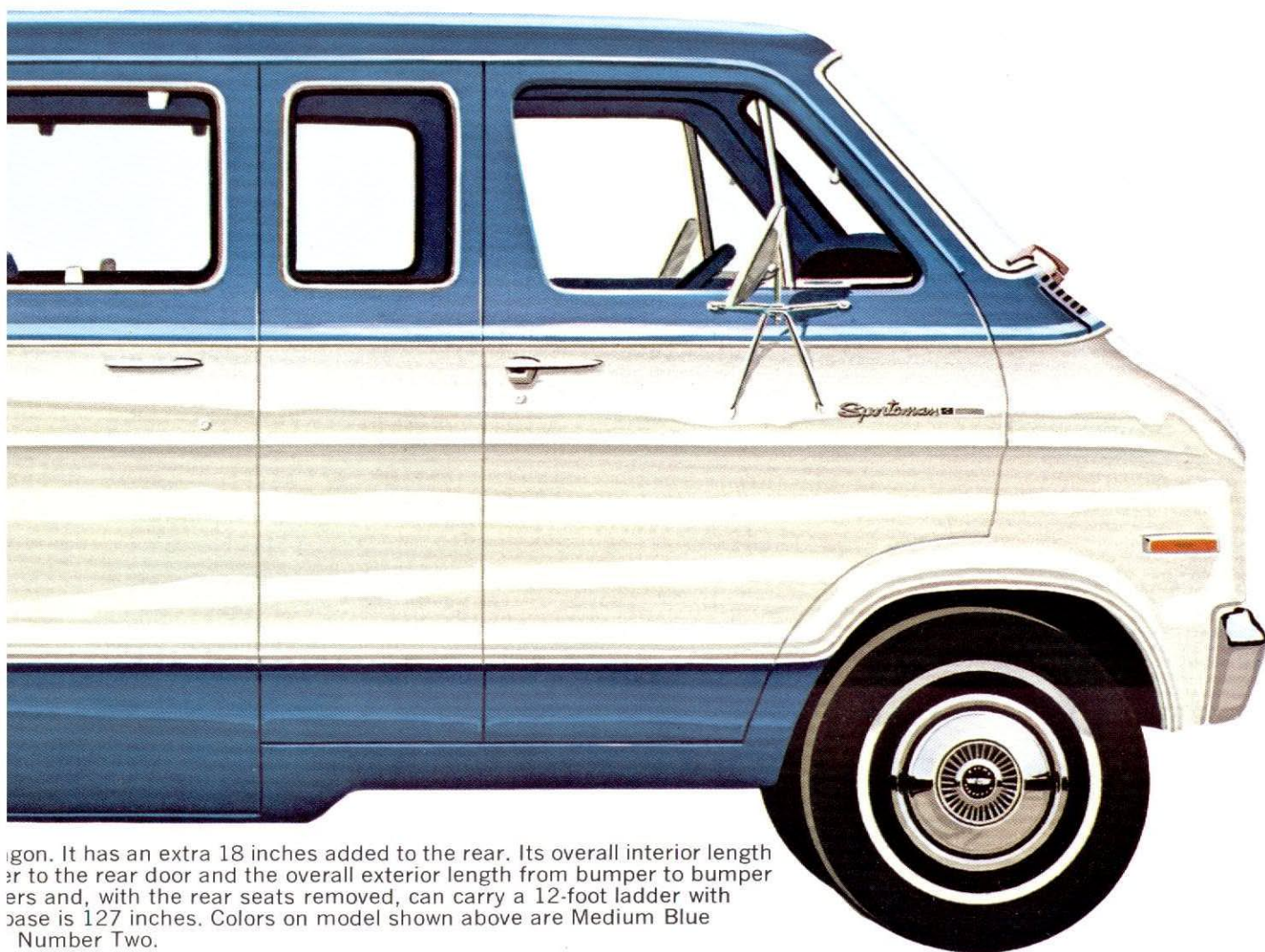
This is America's largest compact van. Its wheelbase is 153.3 inches from the engine to the rear axle. Its overall length is 212.0". It seats up to 15 passengers. It has a room to close the rear doors. Metallic and White with Paint

| MODEL            | WHEELBASE<br>(in.) | OVERALL<br>LENGTH (in.) | PAYLOAD ALLOWANCE (1)<br>MIN.* | MAX.* |
|------------------|--------------------|-------------------------|--------------------------------|-------|
| B100             | 109                | 176                     | 1,201                          | 1,582 |
| B100             | 127                | 194                     | 1,064                          | 1,435 |
| B200             | 109                | 176                     | 1,805                          | 2,295 |
| B200             | 127                | 194                     | 1,694                          | 2,189 |
| B200 (Maxiwagon) | 127                | 212                     | 1,554                          | 2,039 |
| B300             | 127                | 194                     | 2,567                          | 3,524 |
| B300 (Maxiwagon) | 127                | 212                     | 2,458                          | 3,415 |

(1) Based on 6-cyl. B100 and B200 and 8-cyl. B300 models. For 8-cyl. B200 and B300 models, refer to the model section.  
\*Includes driver and all passengers.



# n DODGE.



gon. It has an extra 18 inches added to the rear. Its overall interior length from the front door to the rear door and the overall exterior length from bumper to bumper is 127 inches. Colors on model shown above are Medium Blue and White. Number Two.

**LONG 109-INCH AND 127-INCH WHEELBASES** for easy riding and handling are combined with a short turning radius for nimble maneuvering.

**TWO-STAGE FRONT DOOR CHECK** keeps door from closing on you as you leave and enter front compartment.

**CAR-STYLE INSTRUMENT PANEL AND STEERING WHEEL.** Instrument panel is easy to read and reach, heater controls are centrally located, and the steering wheel is at a comfortable passenger-car angle.

## **ELECTRONIC IGNITION SYSTEM\***

Standard equipment on all Dodge trucks, this system eliminates points and condenser, common causes of engine trouble. It also extends the life of your spark plugs and lowers maintenance costs.

**ENGINE COMPARTMENT** is easily accessible to make maintenance and repair work simple and easy. Dipstick, battery, and radiator are up front, in plain sight.

**POWER FRONT DISC BRAKES** are fade-resistant. Rear brakes are drum-type.

**HEATER** is located in the engine compartment to give you more footroom and less noise in the front compartment.

**COMFORTABLE FRONT SEATS** are full-foam and 20-inches wide with square corners for leg support.

**EASY ACCESS** to cargo area in the 127-inch-wheelbase models is made possible because front seat does not block doorway entrance at side.

**FIBER-GLASS** engine cover is designed to reduce noise and heat. Cool to the touch and easily removed for maintenance.

**GAS TANK** has a capacity of 23 gallons, one of the biggest in the compact industry.

**INDEPENDENT FRONT SUSPENSION** has coil springs for smooth riding comfort. Can be adjusted on passenger-car alignment equipment.

**FRESH AIR AIR CONDITIONING** operates two ways. It can bring in a constant supply of fresh air from the outside or recirculate inside air.

**RUST PROTECTION** is provided in areas where moisture could cause rust and corrosion. Several galvanized coatings are used to do the job.

**OPTIONAL SLIDING DOORS** are available on all Sportsman wagon models with a 127-inch wheelbase. Makes loading and unloading in tight places and narrow alleys quick and easy.

**POWER STEERING** is an option which makes steering and handling easier, particularly when your Sportsman is fully loaded.

\*Not available on diesel engines.

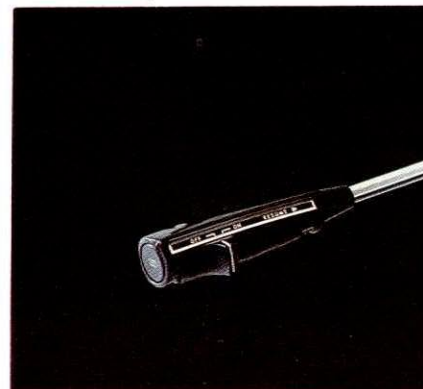


# POPULAR OPTIONAL EQUIPMENT

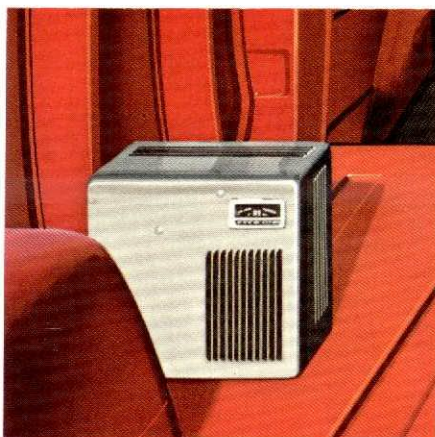
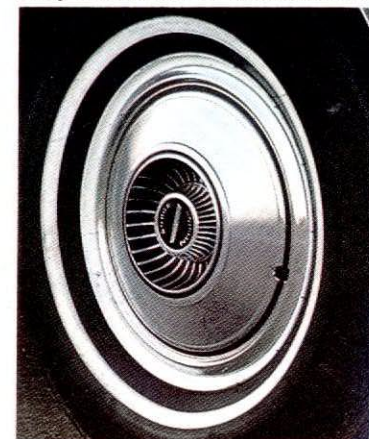
**HEAVY-DUTY ALTERNATOR** in either 50- or 60-amps is available on all models. 50-amp is included in the trailer-towing package and with air conditioning.



**AUTOMATIC SPEED CONTROL** lets you set the speed you want and holds it until you release it. A great convenience while driving on long distance trips.



**BRIGHT-FINISH WHEEL COVERS** for added beauty to your Sportsman wagon's wheels. Easy on and off for tire rotation.



**AUXILIARY REAR COMPARTMENT HEATER** is available for those who wish to have additional heat in the rear compartment.



**DECA-MATE** gives you the opportunity to give your Sportsman wagon a personal touch in color and design. (Dealer-installed option.)



**NEW SLIDING SIDE DOOR** makes loading and unloading in tight places and narrow alleys quick and easy.

## OTHER AVAILABLE OPTIONS NOT SHOWN

CONVENIENCE PACKAGE • INSULATION PACKAGE • TRAILER-TOWING PACKAGE • AIR CLEANER—OIL-WETTED (EXCEPT ON 360 ENGINE) • AIR CONDITIONING—V8 MODELS ONLY • AUTOMATIC SPEED CONTROL—AVAILABLE WITH V8 ENGINES AND A 727 AUTOMATIC TRANSMISSION ONLY • BATTERY—59-AMP, 70-AMP • FRONT AND REAR BRIGHT-FINISH BUMPERS (STANDARD ON ROYAL SPORTSMAN) • CIGARETTE LIGHTER • HEAVY-DUTY CLUTCH (6-CYLINDER ONLY) • VENTED GLASS REAR DOORS • TINTED GLASS—WINDSHIELD ONLY; ALL WINDOWS • BRIGHT-FINISH GRILLE (SPORTSMAN ONLY) • PASSENGER COMPARTMENT HEADLINER (SPORTSMAN MODELS ONLY) • DELUXE HEATER • AUXILIARY HEATER • HORN BAR (SPORTSMAN ONLY) • BRIGHT-FINISH HUBCAPS (SPORTSMAN ONLY) • PADDED INSTRUMENT PANEL (SPORTSMAN ONLY) • INTERIOR DAY/NIGHT PRISMATIC MIRROR • INCREASED COOLING • OIL PRESSURE GAUGE • POWER STEERING • AM RADIO • REAR SEAT PACKAGES AVAILABLE: 8-PASSENGER—B200 & B300; 12-PASSENGER—B300 127-INCH WHEELBASE & MAXIWAGON; 15-PASSENGER—B300 MAXIWAGON • FRONT AND REAR HEAVY-DUTY SHOCK ABSORBERS • UNDERCOATING • BRIGHT-FINISH WHEEL COVERS (EXCEPT ON B300) • EXTERIOR MIRRORS—LEFT AND RIGHT SIDE, LOW-MOUNT • IN-CAB HOOD RELEASE • AM/FM RADIO.



# SELECTED STANDARD EQUIPMENT

(Other standard equipment items not shown are listed on Page 11.)

**BRIGHT NEW GRILLE** gives your Sportsman wagon a neat, uncluttered look and an attractive appearance.



**HUBCAPS** add class to the appearance of the wheels and complement the exterior beauty.



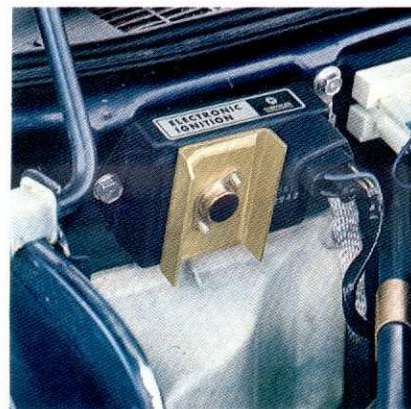
**EXTERIOR MIRRORS** give you an excellent view of what is behind and beside you at all times—a safety item you'll really appreciate.



**GLIDING DOORS** open to their full width to make load and unloading easier. They close solid and tight to keep out the elements.



**SIDE WINDOWS** are push-out type that are easy to open and close. You get plenty of ventilation, yet children cannot climb out the opening. Sturdy latch locks securely.

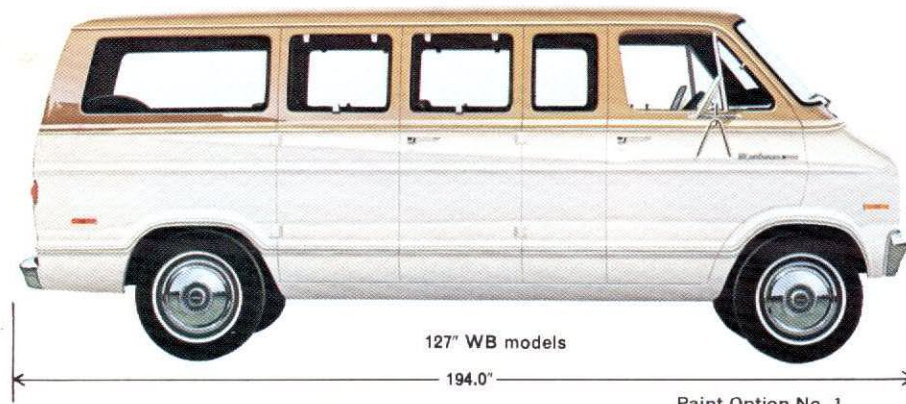
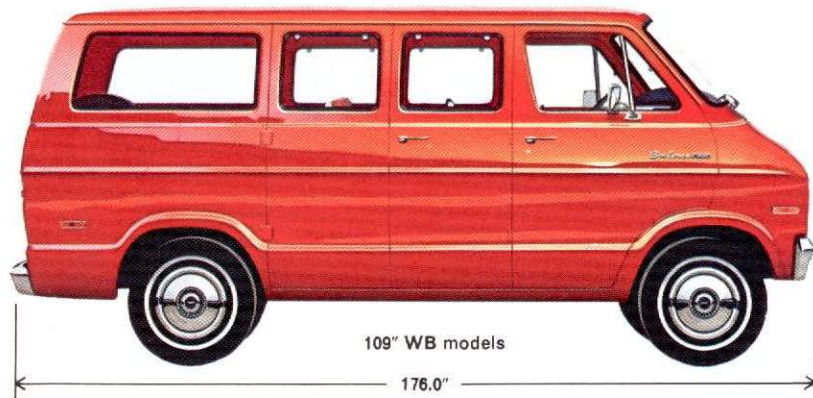


**ELECTRONIC IGNITION SYSTEM** eliminates breaker points and condenser and, excluding the spark plugs, gives you an almost maintenance-free ignition system.

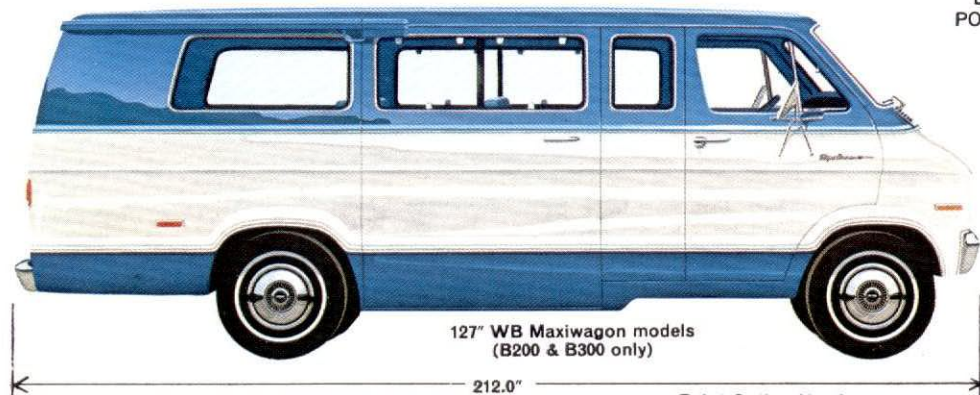
## EXTRA CARE IN ENGINEERING MAKES A DIFFERENCE IN DODGE.



# STANDARD EQUIPMENT—ALL MODELS:



Paint Option No. 1



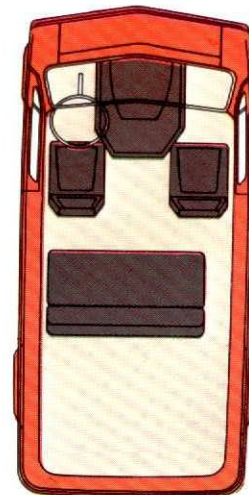
Paint Option No. 2

## STANDARD EQUIPMENT—ALL MODELS

AIR CLEANER—DRY-TYPE  
ALTERNATOR—41-AMP  
ANTIFREEZE  
ARMRESTS—DRIVER AND FRONT PASSENGER  
ASHTRAY—DRIVER'S COMPT.  
BATTERY—48-AMP-HR  
PASSENGER-SIDE DOUBLE DOORS WITH VENTED GLASS  
DOOR LOCKS—ALL DOORS  
ELECTRONIC IGNITION SYSTEM  
23-GALLON FUEL TANK  
GLOVE BOX DOOR WITH PUSH-BUTTON-OPERATED LATCH  
FRESH AIR HEATER WITH DEFROSTERS  
DUAL ELECTRIC HORNS  
BUMPER JACK FOR B100 AND B200 MODELS; AXLE JACK FOR B300 MODELS  
LIGHTS—BACKUP; COMBINED SIDE MARKER AND REFLECTOR; FRONT, AMBER (2); REAR, RED (2); DOME, DRIVER AND PASSENGER COMPT.  
INTERIOR MIRROR  
OIL FILTER—THROW-AWAY TYPE  
OIL PRESSURE INDICATOR LIGHT  
SEATS—DRIVER AND FRONT PASSENGER BUCKET SEATS INCLUDING BELTS AND RETRACTORS  
SEAT—3-PASSENGER BENCH SEAT INCLUDING 3 BELTS  
FRONT AND REAR SHOCK ABSORBERS  
PADDED SUN VISORS (2)  
SPARE TIRE CARRIER  
TRAFFIC HAZARD WARNING SWITCH  
2-SPEED WINDSHIELD WIPERS AND DUAL JET WASHERS  
POWER FRONT DISC BRAKES

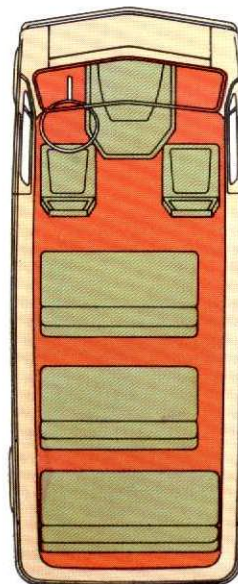
## TWO-TONE PAINT OPTIONS

Choice of two paint procedures. (1) Main color on top, secondary color on bottom. (2) Main color on top and bottom, secondary color in between. Your Dodge Dealer can show you the many color combinations available.

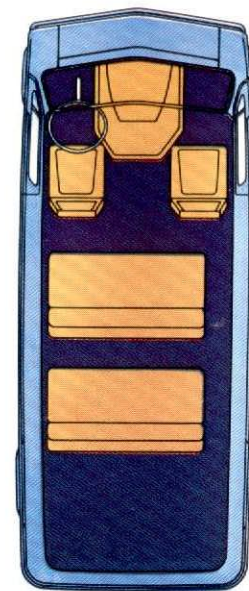


Standard 5-passenger seating

Optional 12-passenger seating  
(127" WB, B300)

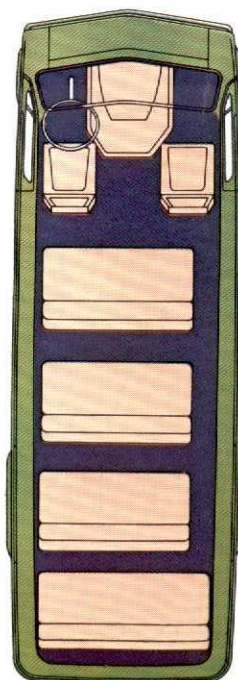


79.82"  
width (all wagons)



Optional 8-passenger seating  
(109" & 127" WB B200 & B300)

Optional 15-passenger seating (127" WB, B300 Maxiwagon only)





# NEW ENAMEL FINISH FOR 1974

NOTE:  
Due to occasional printing irregularities, the colors shown may vary slightly from actual hues. See your Dodge Dealer for accurate color chips.

N.A.D. (Non-Aqueous Dispersion) Acrylic Enamel is the new finish for Dodge wagons. It was selected because of its durability and resistance to fading, nicks, and abrasion.



**THE FOLLOWING ITEMS ARE STANDARD ON THE SPORTSMAN WAGON:**  
ARGENT-FINISH GRILLE  
FRONT AND REAR PAINTED BUMPERS (WHITE)  
EXTERIOR DUAL 5" x 7" PAINTED MIRRORS (WHITE)  
PAINTED HUBCAPS (WHITE)  
DRIVER COMPT. FLOOR MAT (BLACK)  
DRIVER COMPT. HEADLINER  
SPORTSMAN NAMEPLATE

**THE FOLLOWING ITEMS ARE STANDARD ON THE CUSTOM SPORTSMAN WAGON:**  
ARGENT-FINISH GRILLE  
FRONT AND REAR PAINTED BUMPERS (WHITE)  
EXTERIOR DUAL 5" x 7" PAINTED MIRRORS (WHITE)  
BRIGHT-FINISH HUBCAPS  
CUSTOM SPORTSMAN NAMEPLATE

BRIGHT TAIL LAMP BEZEL  
UPPER FRONT AND SIDE EXTERIOR MOULDING PACKAGE  
COLOR-KEYED INTERIOR TRIM  
COLOR-KEYED FLOOR MATS THROUGHOUT  
HEADLINER THROUGHOUT  
PADDED INSTRUMENT PANEL  
INSTRUMENT CLUSTER TRIM DRESS-UP  
HORN BAR  
CIGARETTE LIGHTER  
FIBER-GLASS WINDOW TRIM  
SPARE TIRE COVER

**THE FOLLOWING ITEMS ARE STANDARD ON THE ROYAL SPORTSMAN WAGON:**  
ARGENT-FINISH GRILLE WITH BRIGHT MOULDING AROUND GRILLE  
DUAL BRIGHT-FINISH 5" x 7" MIRRORS  
BRIGHT-FINISH HUBCAPS  
ROYAL SPORTSMAN NAMEPLATE  
BRIGHT TAIL LAMP BEZEL

EXTERIOR UPPER FRONT, SIDE, AND REAR MOULDING PACKAGE  
ROYAL SEAT TRIM—DRIVER AND FRONT PASSENGER SEATS  
COLOR-KEYED CARPETING THROUGHOUT  
FULL HEADLINER  
PADDED INSTRUMENT PANEL WITH VINYL WOOD-GRAINED INSERT AND SPORTSMAN NAMEPLATE  
BRIGHT-FINISH INSTRUMENT CLUSTER TRIM  
VINYL-TRIM SIDE PANEL  
FRONT AND REAR BRIGHT-FINISH BUMPER  
FIBER-GLASS WINDOW TRIM  
ADDED INSULATION  
BRIGHT-FINISH WINDSHIELD MOULDING  
BRIGHT-FINISH SIDE AND REAR WINDOW MOULDING  
HORN BAR  
CIGARETTE LIGHTER  
SPARE TIRE COVER

| STANDARD EQUIPMENT SPECIFICATIONS                        |   |  |  |  |
|--|---|--|--|--|
| MODELS   | B100 WAGON MODELS                       |  | B200 WAGON MODELS  |  |
|  | B300 WAGON MODELS                       |  |  |  |
| ALLOWABLE DRIVER, PASSENGER, LUGGAGE AND LOAD WEIGHT (a) | 1200 LBS.                               |  | 1805 LBS.  |  |
| STANDARD—FOR 109" WB                                     | 1065 LBS.                               |  | 1695 LBS.  |  |
| —FOR 127" WB   | —                                       |  | 1555 LBS.  |  |
| MAXIMUM—FOR 109" WB                                      | 1580 LBS.                               |  | 2295 LBS.  |  |
| —FOR 127" WB   | 1435 LBS.                               |  | 2190 LBS.  |  |
| —FOR 127" WB MAXIWAGON                                   | —                                       |  | 2040 LBS.  |  |
| AXLE, FRONT—CAPACITY                                     | 2700 LBS.                               |  | 3100 LBS.  |  |
| AXLE, REAR—CAPACITY                                      | 2700 LBS.                               |  | 3300 LBS.  |  |
| —RATIOS FOR 6-CYL. MODELS                                | 3.55, 3.2, 3.9                          |  | 3.55, 3.2, 3.9   |  |
| —RATIOS FOR 8-CYL. MODELS                                | 3.2, 2.94, 3.55                         |  | 3.2, 2.94, 3.55  |  |
| BRAKES—SERVICE W/DUAL MASTER CYLINDER & WARNING LIGHT    | YES                                     |  | YES  |  |
| —FRONT DISC  | 11.75" X 1.25"                          |  | 11.75" X 1.25"   |  |
| —REAR DRUM   | 10" X 2.5"                              |  | 11" X 2.5"   |  |
| BRAKES, POWER  |   |  | VACUUM 9" OUTSIDE DIAMETER DUAL DIAPHRAGM BOOSTER  |  |
| CLUTCH—FOR 6-CYL. MODELS                                 | 10" DIA., 11" DIA.                      |  | 10" DIA., 11" DIA.   |  |
| —FOR 8-CYL. MODELS                                       | 11" DIA.                                |  | 11" DIA.   |  |
| ENGINE—6-CYL. MODELS (b)                                 | 225 CU. IN.                             |  | 225 CU. IN.  |  |
| —8-CYL. MODELS (b)                                       | 318 CU. IN., 360 CU. IN.                |  | 318 CU. IN., 360 CU. IN.   |  |
| SPRINGS, FRONT—COIL                                      | 1400/1540 LBS., 1475/1615 LBS.          |  | 1400/1540 LBS., 1475/1615 LBS.   |  |
| —FOR 6-CYL. MODELS—CAP. @ PAD/GRD.                       | 1400/1540 LBS., 1475/1615 LBS. (c)      |  | 1400/1540 LBS. (109" WB.)<br>1475/1615 LBS. (127" WB.)<br>1475/1615 LBS. (109" WB) (c)<br>1550/1690 LBS. (127" WB) (c) |  |
| —FOR 8-CYL. MODELS—CAP. @ PAD/GRD.                       |   |  | 1475/1645 LBS., 1550/1720 LBS. (c)   |  |
| SPRINGS, REAR—LEAF—CAP. @ PAD/GRD.                       | 1000/1170 LBS., 1250/1420 LBS.          |  | 1375/1555 LBS., 1750/1930 LBS.   |  |
| TRANSMISSION—FOR 6-CYL. MODELS                           | A250—3-SPD. MANUAL, A-727—AUTOMATIC     |  | A250—3-SPD. MANUAL, A-727—AUTOMATIC  |  |
| —FOR 8-CYL. MODELS                                       | A230—3-SPD. MANUAL, A-727—AUTOMATIC     |  | A230—3-SPD. MANUAL, A-727—AUTOMATIC  |  |
| TIRES (5) TUBELESS B/W PASS. CAR TYPE                    | E78-15-B (4 PR.), HR78-15-B (4 PR.) (d) |  | G78-15-B (4 PR.), HR78-15-B (4 PR.) (d)  |  |
| (5) TUBED B/W TRUCK TYPE                                 | 7.00-15-C                               |  | 7.00-15-C (6 PR.)  |  |
| WHEELS (5) FIVE-STUD DISC                                | 15" X 5.50", 15" X 6.00"                |  | 15" X 5.50", 15" X 6.00"   |  |
| (5) EIGHT-STUD DISC                                      | —                                       |  | —  |  |
|  |   |  | 16.5" X 6.0", 16.5" X 6.75"  |  |

(a) Based on standard Sportsman wagon with 23 gals. of fuel, oil, and water. Subtract 145 lbs. for Custom Sportsman package, 195 lbs. for Royal Sportsman package, or 110 lbs. for V8 engines.

(b) Includes Electronic Ignition System (all models), Evaporative and Exhaust Emission Control System (B100, B200 models), and Heavy-Duty Exhaust Emission Control System (B300 models).

(c) Minimum front springs required with extra equipment air conditioning.

(d) WSW steel-belted radial.

NOTE: Optional Emission Reduction Control System is required with 6-cyl. B100, B200 models; 318, 8-cyl. B100, B200, B300 models; 360, 8-cyl. 5-Pass., 8-Pass., and 12-Pass. B100, B200, B300 models with 3-spd. automatic transmission only. 318 and 360, 8-cyl. 15-Pass. B300 models registered in the State of California require fuel evaporative control equipment.

Equipment in red—optional at extra cost.

## EXTRA CARE IN ENGINEERING MAKES A DIFFERENCE IN DODGE.





YOU CAN ORDER YOUR SPORTSMAN WAGON WITH THE DODGE TRAILER-TOWING PACKAGE. THE PACKAGE IS MORE THAN JUST A TRAILER HITCH. IT INCLUDES: Increased cooling • 50-amp alternator • 70-amp battery • Heavy-duty shock absorbers, front and rear • Heavy-duty variable load directional flasher • Wiring harness. Ask your Dodge Dealer for a copy of the 1974 Dodge Trailer Towing and Recreational Vehicle catalog.



**Dodge**

**Dodge Trucks**



**Mopar**

KEEP YOUR  
VEHICLE  
"FACTORY NEW"  
WITH GENUINE  
MOPAR PARTS.

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