



AMBULANCE SERVICES



MORTICIANS



HOSPITALS



LAW ENFORCEMENT AGENCIES

Announcing the
new '56 DODGE

multi-purpose
station wagon!



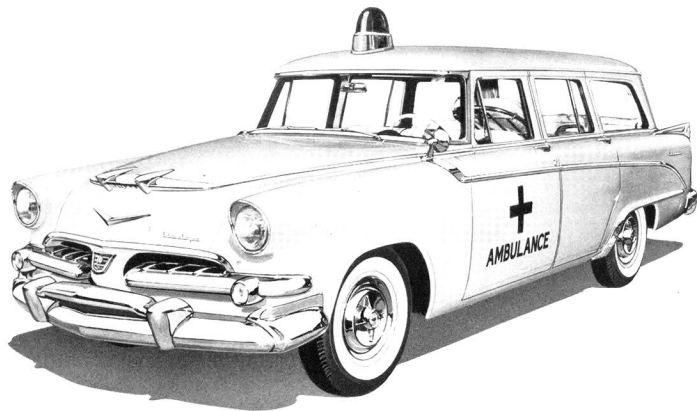
CIVIL DEFENSE UNITS



FIRE DEPARTMENTS

AT ONE-THIRD THE COST YOU CAN HAVE

a powerful ambulance and a versatile mortician's



In your business, rolling stock usually runs into big money. Recognizing this problem, Dodge engineers designed this great new multi-purpose station wagon that's equally efficient as an ambulance, mortician's vehicle and a personal station wagon.

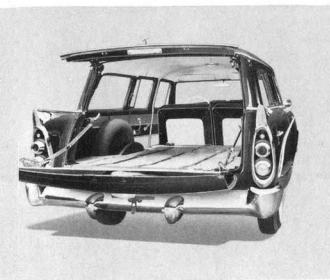
You need it as an ambulance? Fold back the seats, slip in a stretcher and secure it in place. You've got dignified styling, easy access. You start

immediately simply by pushing a button of the Magic Touch control. You get the surging break-away power of the mighty V-8 engine that gave the most dramatic proof of performance and dependability ever recorded by going over 31,000 miles in a 14-day high-speed run *without a single breakdown!* Best of all, you get famous Dodge dependability—priceless when moments may make the difference between life and death.

RIGHT FOR EVERY JOB

- AMBULANCE SERVICES
- MORTICIANS
- HOSPITALS
- INDUSTRIAL HOSPITALS
- RESORTS AND SUMMER CAMPS
- LAW ENFORCEMENT AGENCIES
- CIVIL DEFENSE ORGANIZATIONS
- LOCAL RED CROSS UNITS
- FIRE DEPARTMENTS
- FIRST AID UNITS

vehicle . . . plus a glamorous station wagon!



You need it as a mortician's vehicle? To carry flowers, deliver a casket, or to transport relatives. Your Dodge multi-purpose station wagon is ready in seconds, and perfect for the job. It's as simple as raising or lowering the seat backs, or loosening or tightening a couple of clamps. And it converts back in a jiffy too. You get true flexibility, just as good for every job as a limited, specialized vehicle.



You need it as a family station wagon? Here's fun! Up with the seat backs, and you can't tell it apart from another station wagon! It has all the beauty, performance, driving ease and riding comfort of every '56 Dodge. And you can sell or trade it as an *honest-to-goodness station wagon* (that means you get top dollar) You get all this for *less* than the usual price of *one* vehicle. Ask your Dodge dealer to demonstrate these advantages real soon.

New '56 DODGE Multi-Purpose Station Wagon SPECIFICATIONS

ENGINES. Super Red Ram V-8 Eight-cylinder overhead valve, V-type, 218 horsepower at 4400 rpm. Torque, 309 lb.-ft. at 2000 rpm. Compression ratio, 8.0 to 1. Bore, 3.63 in. Stroke, 3.80 in. Piston displacement, 315 cu. in. Rotary oil pump. Shunt-type oil filter Oil capacity, 5 qts. Coolant capacity 20 qts. (with heater, 21 qts. on Custom Sierra. Red Ram V-8 Eight-cylinder, overhead valve, V-type, 189 horsepower at 4400 rpm. Torque, 266 lb.-ft. at 2400 rpm. Compression ratio, 8.0 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shunt-type oil filter Oil capacity 5 qts. Coolant capacity 19 qts. with heater, 20 qts. Also available Fabulous new Dodge D-500 engine with 260 hp., 9.25 to 1 compression ratio, four-barrel carburetor, dual exhaust system, full hemispherical combustion chamber, double rocker cylinder heads, large valves, higher load valve springs, solid (mechanical type) valve lifters, high performance camshaft, double breaker distributor with ballast coil, heavy-duty rear springs, heavy-duty shock absorbers, 12-inch center-plane hydraulic brakes, heavy-duty wheels, heavy-duty steering knuckles and steering arms, and safety engineered heavy-duty chassis.

ELECTRICAL SYSTEM. 6-cell, 12-volt battery. 60 ampere hour capacity, 50 AH in warm climates. High-capacity, 30-ampere generator. Resistor spark plugs. Weatherproof ignition system. Single-speed electric windshield wipers (variable speed, special equipment all models) Ballast-type ignition system, dual automatic spark control.

FUEL SYSTEM. Dual-downdraft carburetor Heavy-duty, oil-bath air cleaner Automatic choke. High-capacity fuel pump. Oil-

ite fuel filter in fuel tank, ceramic filter at carburetor. Tank capacity 17 gals.

CHASSIS. Double-channel, box-section frame. Independent front suspension with coil springs. Steering system idler arm, equal tie rods; semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Hotchkiss drive. Safe-Guard hydraulic bond lining. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.60 x 15. Independent parking brake.

TRANSMISSIONS. PowerFlite Drive fully-automatic transmission with torque convertor and 2-speed planetary gear set. Automatic Overdrive. 2-speed planetary gear set with standard transmission. Easy-Shift Transmission conventional 3-speed transmission.

BODY STYLE. Custom Sierra V-8 Four-Door, Six Passenger

DIMENSIONS. Wheelbase, 120 in. Overall length, 214.3 in. Overall width, 74.1 in. Overall height (loaded) 60.5 in. Overall floor length with tailgate open, 2nd seat folded, 109.3 in. Overall floor length with tailgate closed, 2nd seat folded, 81.5 in. Overall floor length with tailgate open, 2nd seat up, 84.4 in. Overall floor length with tailgate closed, 2nd seat up, 56.6 in. Overall width between the wheel housing, 46 in. Height of rear opening, 31.3 in. Width between tailgate supports, 46.6 in.

The Body Conversion includes the following:

- Divided Front Seat Backs—Right seat back readily removable.
- Split Second Seat ($\frac{2}{3}$ — $\frac{1}{3}$) to provide attendant's seat, or can be lowered to form completely flat floor.

- Floor and Tail Gate—Vinyl covered plywood with chrome skid strips to facilitate loading.

- Hinged bridge to cover gap between tail gate and rear end of body floor

With the center seat in a raised position the vehicle is a smart station wagon. Used as an ambulance, the seat cushion is removed from the $\frac{2}{3}$ section of the center seat, which is then lowered to make a flat floor. This will then accommodate a regulation cot, such as Bomgardner type 500 or equivalent) and cot holder. Many users will already have this equipment, but if Bomgardner cot, mattress and holder are desired, they can be installed at the Factory, and we will quote price on request.

The $\frac{1}{3}$ seat cushion is used as an attendant's seat or this $\frac{1}{3}$ section may also be lowered to make a completely flat floor. With the entire center seat lowered, it provides a full flat floor section which will accommodate two cots side by side, or is suitable for a most impressive number of other uses.

By removing the right section of the front seat back, the unit can accommodate longer objects on the right side. It will readily accommodate a full size metal casket and thus can be used as a dignified and very practical mortician's vehicle.

DODGE DIVISION

CHRYSLER CORPORATION DETROIT, MICHIGAN

The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture where possible to assure a still finer car. Hence, specifications, equipment and prices are subject to change without notice.