

Taxi Mister?

'56 DODGE

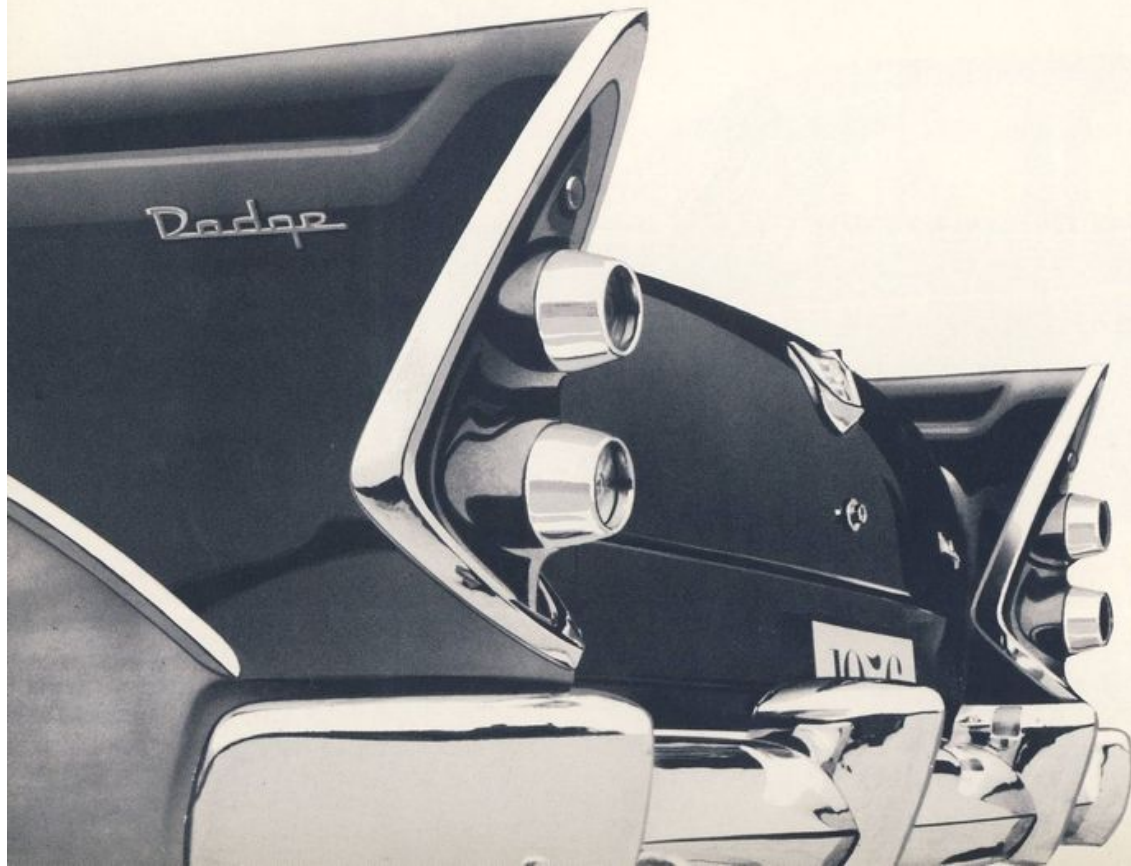
Famous For • Dependability • Economy • Performance



YOU GET MORE PROFIT MILES WITH DODGE

THE TAXI BUILT FOR YOU

You get more for your money in Dodge!



This is a taxi cab—*real taxi*—all the way through—not a “dolled up” passenger car with meter post and jump seat squeezed in! It’s *designed* as a taxi. It’s *built* for a taxi to meet the demands of service, dependability, economy and profitable operation of thousands of fleet owners across the country, after years of study of taxi requirements by Dodge engineers.

Fares like the roomy comfort and smooth ride of Dodge taxis, to say nothing of the luxurious interiors and crisp exterior lines that get them there in style.

These same features are important to cab operators too, because they know that public preference for Dodge means more trips per day—greater profits per vehicle.

Actually, a Dodge fleet means triple profits! First, because the big new Dodge with its clean, flashing prestige lines never fails to draw attention . . . and fares. Then too, Dodge taxis mean minimum loss from down-time . . . lower costs of maintenance. In addition, the convenience and ease of operation of Dodge taxis is less fatiguing, so drivers are alert to every hail—far less prone to those minor traffic scrapes that result in costly out-of-service time and repairs. And there’s even a greater return on an investment in Dodge taxis at trade-in, because Dodge traditionally brings top dollar on the used car market.

All of these factors add up to an important conclusion. Dodge taxis give fleet operators what they need and want.

More than ever, when you want a taxi, mister—go Dodge—and you’re headed for new and bigger profits!

Tough-and-heavy SPECIAL DODGE TAXI CHASSIS

Improved Shock Absorber Mounting
Sway Eliminator
Safe-Guard Hydraulic Brakes
Full Pressure Lubricating System
Improved Steering Gear
Oil-Bath Air Cleaner
Suspended Pedals

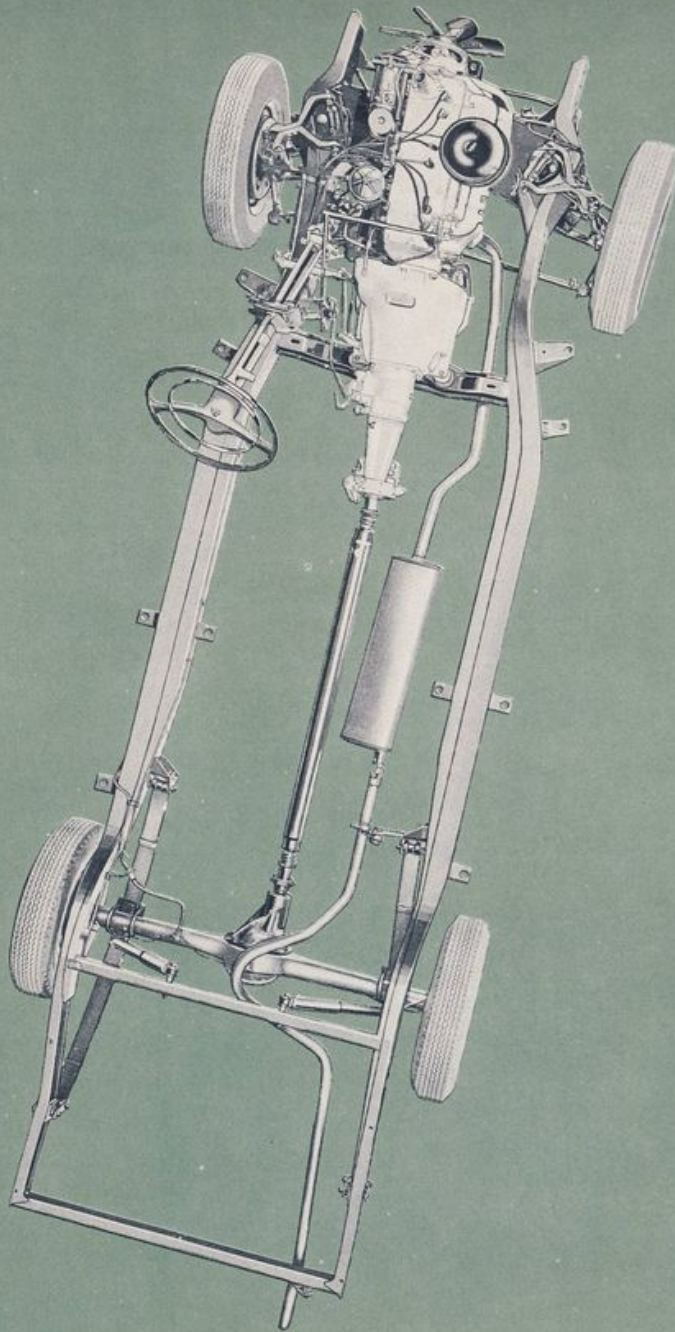
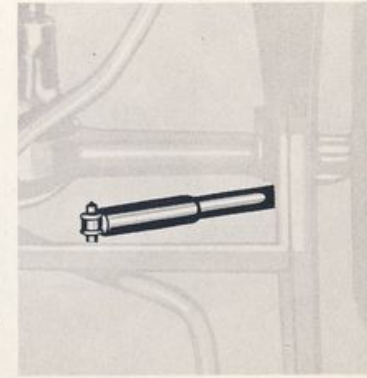
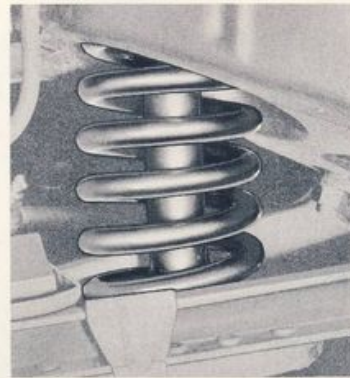
Independent Parking Brake
Welded Construction
Double-Channel Box-Section Frame
Insulated Body Mountings

Safety Rim Wheels
Tubeless Tires
Synchronized Springing
Full Hotchkiss Drive
Angle-Poised Shock Absorbers
Cyclebond Brake Linings

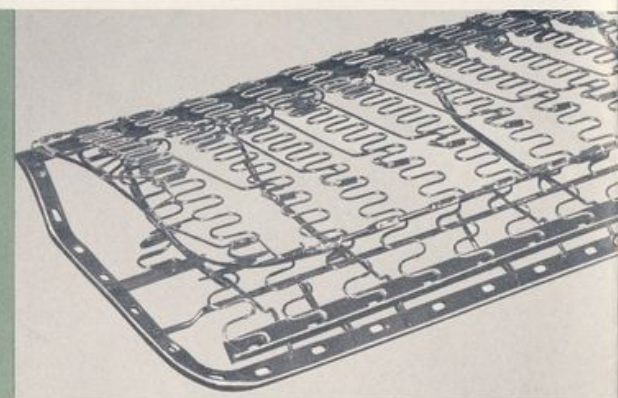
Here's a big factor in famous Dodge dependability! The big, extra-strong Dodge chassis boasts a frame with rugged box-section side rails and four heavy cross members, plus *extra welds* just for taxi use. Here's brawny "muscle" that resists the abuse of pounding and flexing on rough pavement, railroad tracks, other "test-track" driving surfaces.

Heavy-Duty Chassis Springs—Independent front suspension with coil springs . . . semi-elliptical grooved leaves in rear springs. Extra-tough to take around-the-clock abuse, without affecting famous Dodge riding comfort and driver control.

Heavy-Duty Shock Absorbers—World-renowned Dodge Oriflow Shock Absorbers "iron out" the roughest bumps. Front pair are mounted *inside* springs for positive ride control—rear pair are mounted "sea-leg" fashion to give variable shock resistance.



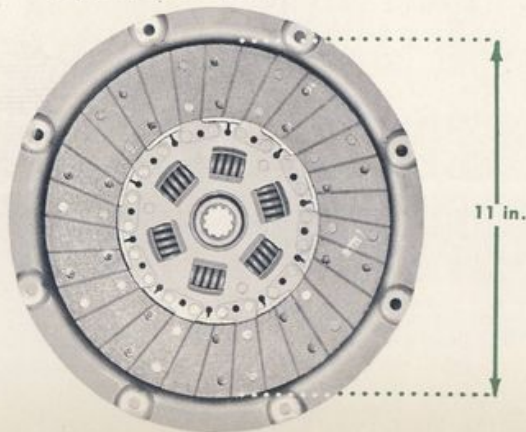
Gas Filter—Located in gas tank itself, this filter helps check carburetor and fuel pump trouble. It requires no cleaning other than draining a small quantity of gas through tank drain plug periodically to remove water or sedimentation. For added protection, there is a ceramic type gas filter at carburetor.



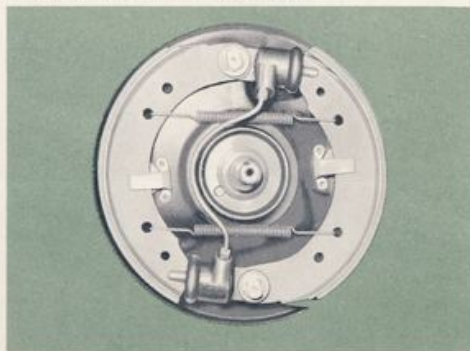
Heavy-Duty Seat Springs—Full-depth, full-width coil springs are constructed of extra-heavy wire to endure the excessive strain of continuous use. Seats are chair-high, scientifically designed—foam rubber cushioned.

Extra-Value Features . . . Standard in DODGE TAXIS

Heavy-Duty Clutch—10-inch size for six cylinder cabs . . . 11-inch for V-8's. Extra strength and heavy construction throughout, to insure trouble-free performance. Operated by Dodge suspended clutch pedal.



Heavy-Duty Brakes—Dodge taxi brakes are extra-tough—feature Cyclebond brake linings which eliminate rivets and insure longer lining life. Each front wheel has two brake cylinders for safer, surer, straight-line stops.



"Cargo-Hold" Trunk—37.2 cubic feet of storage in addition to spare tire space in the new Dodge taxi trunk provides room to spare for all the luggage from a fully loaded cab. Torsion bar rear trunk-lid spring saves space.



New Dodge Twin-Lightning 12-Volt Electrical System

for round-the-clock heavy demands

For 1956, Dodge introduces a superior 12-volt system to assure more than ample electrical reserve for this big new forward-looking cab. Teamed with a stepped-up performance of advanced Dodge engines,

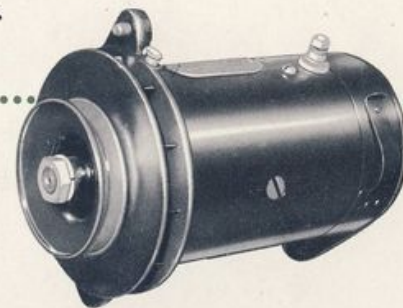
the 12-volt system will assure still more operating efficiency and dependability, including faster starts in cold weather, greater generating capacity, and better firing of spark plugs at all speeds.



12-Volts, 60 Amps.

Heavy-duty Dodge taxi cab battery with heat shield, specially designed for taxi service. Meets the requirements of long service hours.

12-Volts, 30 Amps.



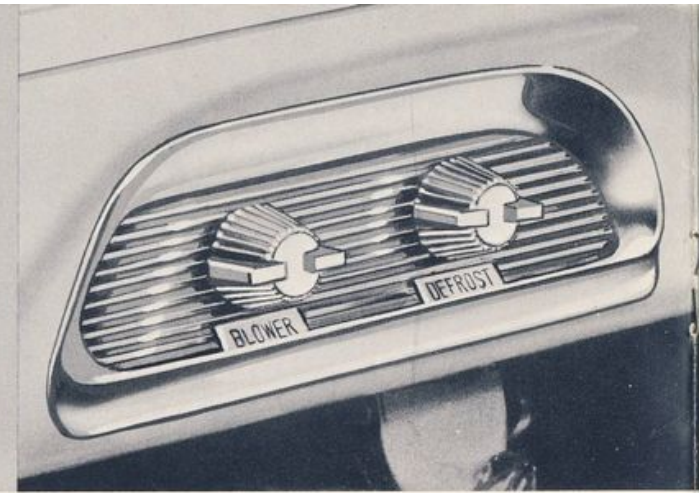
Important member of the new Twin-Lightning 12-volt electrical system, the Dodge taxi generator is also a heavy-duty installation; provides an ample reserve for cab stand waits.

CUSTOM CONDITIONAIRE HEATER AND DEFROSTER

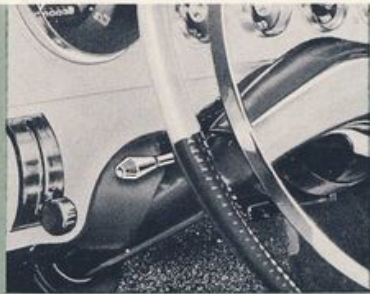
The big-size Dodge taxi heater and defroster unit provides heated or unheated fresh air at the flip of a switch.

The Dodge interior is truly comfortable and enjoyable at all times—in all weather, for driver and fare. Three simple controls regulate blower speed, defroster, and temperature. The cowl ventilator lever controls a high-level door which is the source of air for this system. High air intake is superior to all other types—especially advantageous in continual city traffic where exhaust fumes flow through inferior systems with low intakes.

With the Dodge Custom Conditionaire, windshield is always fog and ice-free; no dangerous "blind" center column to obstruct vision . . . defroster is full-width.



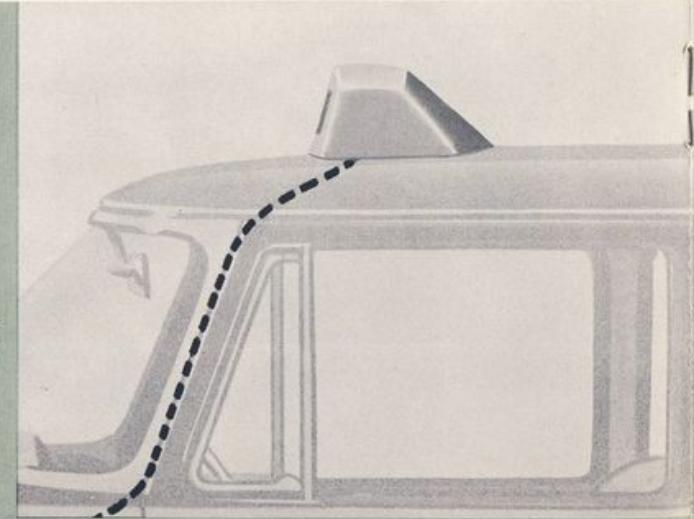
MORE "EXTRAS" THAT ARE STANDARD IN DODGE TAXIS



Turn Signals—The *safe* way to signal. Red flashers in tail lights; white flashers in front parking lights.



Cigar Lighter—The safe, convenient way for the busy cab driver to "light up." Automatic pop-out type.

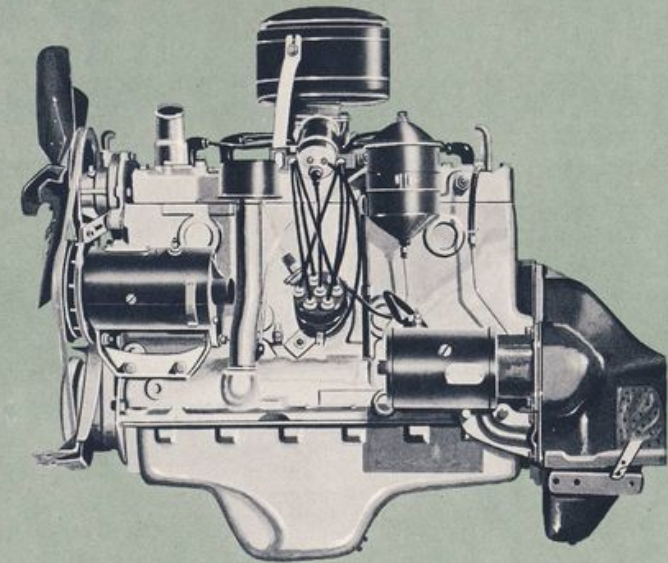


Roof Flasher Wiring—No need to disturb cab headliner or trim; flasher light wiring is factory installed.

New "Get-Away" 6 Engine

Tops In Performance and Low Maintenance

The famous Dodge "Get-Away" 6 challenges every engine of its type with hefty, power-packed performance, plus proved *economy!* Here's the engine that's never been equalled by any power plant of its kind for out-and-out trouble-free performance and *dependability.* Now, new engineering design advances help assure that each tank of regular gas will put more action than ever before in this dynamo of the Dodge taxi cab for '56.



New Red Ram V-8 Engine

More "get up and go"—more fuel savings and operating efficiency on regular gas, are now yours in this stepped-up, improved Red Ram V-8 engine! Now Dodge brings you magnificent new engineering refinements that result in improved combustion chamber design, improved idling, increased compression ratio and many more.

Here's a record-breaking Dodge Red Ram engine, available in the 1956 Dodge taxi cab for record-breaking performance.

SPECIAL! Advanced Aircraft-Type
**SUPER-POWERED SUPER RED RAM
V-8 ENGINE**

For fleet owners who want the tops in performance, thrust and *Break-Away* power . . . a brilliantly-designed, optionally-installed Dodge powerhouse, especially equipped with 4-barrel carburetor, dual exhaust system, special manifolding, distributor, and vibration dampener. Boost performance to an all-time Dodge high in take-off and sustained power.

A SPECIAL DODGE TAXI TRANSMISSION—*built for rugged service*

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Always popular in taxi service, the heavy-duty Dodge easy-shift transmission has been designed to give smooth, easy shifting under all driving conditions. Every part of this husky transmission is built to withstand the continually

tough demands of everyday taxi service. Because of its exceptional durability, the heavy-duty Dodge easy-shift transmission means a minimum of costly down-time common in other cabs with lighter transmissions.



PowerFlite...*for Push-Button Driving*

Here is the newest, most modern, most effortless driving feature ever designed . . . so advanced that it makes all other concepts of shifting obsolete.

New Dodge Magic Touch Control lets you "tune in" all ranges of Dodge PowerFlite automatic driving with a touch of the finger . . . just as easily and simply as pressing a push button on a car radio.

Located on the flite-styled control panel, Dodge Magic Touch Control is within easy reach of the driver's fingertips. It's the ultimate in automatic driving . . . a big hit with drivers everywhere!

Overdrive...*for Greater Gas Economy*

On Dodge taxis with standard transmission, automatic Overdrive is available at extra cost. It offers a fourth or "cruising" gear above 25 mph., greatly reducing the number of engine revolutions while maintaining the same road speed. Result—remarkable gas savings, especially on long, open-road hauls.



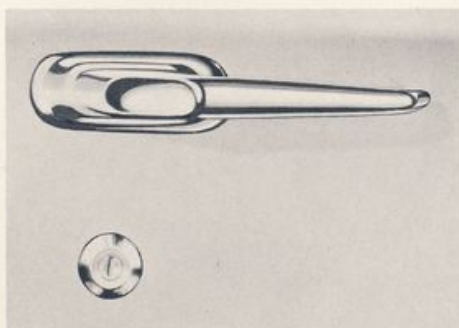
From either side of the driver's seat, riding in the big new Dodge taxi is a revealing experience. For here's a cab that's as comfortable and good looking as it is practical to own.

Standard in the '56 Dodge taxi are such features as rear arm rests, and heavy-duty pressboard front seat backing.

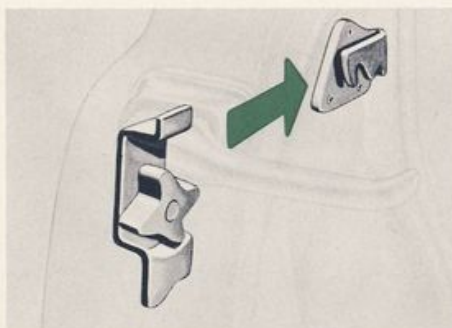
Special Dodge taxi cab vinyl trim is easy to clean and exceptionally durable. Rear seats are a full 18 inches deep for maximum passenger comfort. And easy-entrance rear doors open wide to facilitate swift entrance and exit, to gain precious minutes through the day.

The broad Dodge swept-back windshield is full wrap-around both top and bottom to provide unexcelled visibility, and the new flite-styled control panel keeps instruments in instant sight or reach. Electric windshield wipers maintain constant speed for complete safety.

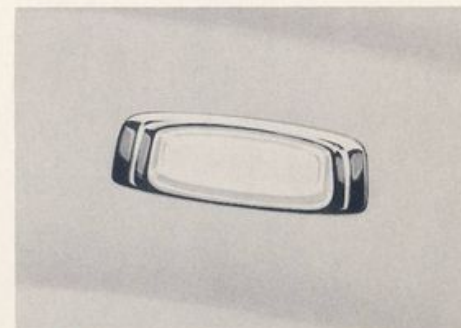
FAMOUS DODGE COMFORT FOR DRIVER AND FARE!



Swing-Out Door Handles work on new design that literally pivots the end of handle for ease of operation. Vital in taxis.



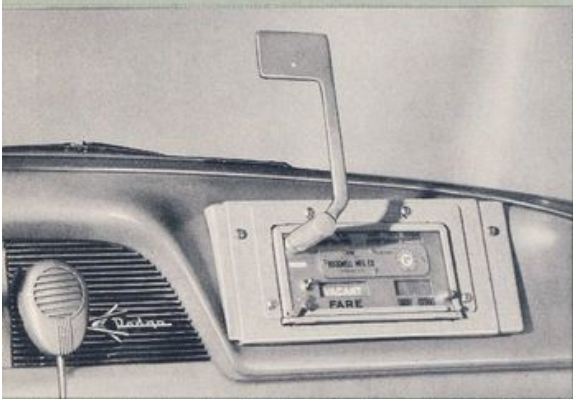
Safety Latch-Lock Doors are held firmly shut by ingeniously designed steel lock-type "teeth," absolutely cannot jiggle loose or open.



"All-Four" Automatic Door Light switches on instantly when any door is opened; prevents missteps and mishaps by lighting interior.

on every count,

DODGE MEANS MORE!



Easier Meter Mounting—With the new Dodge taxi, there is no need to order a special instrument panel. Taximeter can be installed on a standard Dodge flite-styled control panel with ease, and in very little time; no alterations necessary. You'll like the time and expense this Dodge advantage saves you.

Factory Painted To Your Specifications—You need only install the few items of special cab equipment and your own numerals, plates, and trademarks when the Dodge taxi fleet arrives. Each Dodge cab is painted to fleet operator's specifications, with application of regular Dodge superior paints that resist chipping, cracking, chalking. A real time and money saver.

the luxury touch! New Dodge Highway Hi-Fi Record Player!

Exciting! Different! New! And your fares will go for it in a big way! The most outstanding accessory ever designed—and the ultimate touch to your cab service. Now your fares can enjoy the soothing effect of "concert hall" music reproduction as they ride. (Makes for happier drivers too.) The Dodge Highway Hi-Fi Record Player takes specially-designed 16 $\frac{3}{4}$ RPM records that play a full 45 minutes each side. A marvel of electronic engineering. Needle will not slip, even on roughest streets and roads.

Magnificent fidelity to tone over regular radio speaker—and out of this world when used with the Dodge rear seat speaker. Offer this unique "extra" and fares will be clamoring for your cabs, because of their extra prestige.



Choose From These Optional Dodge Taxi Accessories For More Complete, More Distinctive Cab Service

- Inside Glare-Proof Mirror
- Outside Mirror
- Jiffy Jet Windshield Washers
- Glove Box Light
- Parking Brake Warning Light
- Back-Up Lights
- Map Light
- Rain Deflectors
- Variable-Speed Windshield Wiper
- Wheel Covers
- Bumper Guards and Center Bar
- Spotlight With Rear View Mirror
- Dodge Tint Glass Windshield
- Contour Floor Mat
- Accelerator and Mat Protector
- Gas Cap Tank Lock
- Fog Lights
- Rear Door Lock
- Electro Touch-Tuner Radio
- Music-Master Radio
- Velvetone Radio
- Bi-Fidelity Rear Speaker System
- Dodge Airtemp Air Conditioner
- Dodge Electric Clock
- Door Top Shades
- Trunk Compartment Light
- Power Steering
- Safety Power Brakes
- Power Window Lifts
- 4-Way Power Seat



DODGE TAXI SPECIFICATIONS

STANDARD EQUIPMENT ON DODGE TAXIS

"Get-Away Six" Engine
Swing-Out Door Handles
Safety Latch-Lock Doors
Safety Rim Wheels
Tubeless Tires
Cyclebond Brake Linings
Heavy-Duty Chassis Springs
Heavy-Duty Shock Absorbers
Heavy-Duty Clutch
Heavy-Duty Seat Springs
Gas Filter
Heavy-Duty Brakes
12-Volt Electrical System
Heavy-Duty Battery
Heavy-Duty Generator
Safety Shield Cigar Lighter
Roof Flasher Wiring
Turn Signals
Custom Conditionaire Heater and Defroster
Rear Arm Rests
Heavy-Duty Pressboard Front Seat Backing
Special Taxi Cab Vinyl Trim
Easy-Entrance Rear Doors
Electric Windshield Wipers
"All-Four" Automatic Door Light
Reinforced Frame

Engines. "Get-Away Six": Six-cylinder, L-head, in-line type. Compression ratio, 7.6 to 1. Bore, 3.25 in. Stroke, 4.63 in. Piston displacement, 230 cu. in. By-pass oil filter. Oil capacity, 5 qts. Coolant capacity, 13 qts. (with heater, 14 qts.).

Red Ram V-8. Eight cylinder, overhead valve, V-type. 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.).

Super-Powered Super Red Ram V-8. Especially equipped with 4-barrel carburetor, dual exhaust system, special manifold, distributor and vibration dampener. Available on V-8's as optional equipment at extra cost.

Electrical System. 6-cell, 12-volt battery. 60 ampere hour capacity. High-capacity 30-ampere generator. Resistor spark plugs. Weatherproof ignition system. Single-speed electric windshield wipers.

Fuel System. Single downdraft carburetor. Heavy-duty oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank; ceramic filter at carburetor. Tank capacity, 17 gals.

Chassis. Double-channel box-section frame reinforced at critical points. Taxi frame, independent front suspension with heavy-duty springs. Steering system: idler arm, equal tie rods (on V-8); long and short tie rods (on six). Semi-elliptical grooved leaves in heavy-duty rear springs. Oriflow heavy-duty shock absorbers. Hotchkiss drive. Safe-Guard hydraulic brakes with Cyclebond lining. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.10 x 15 (on V-8). 6.70 x 15 (on six). Independent parking brake.

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

Dimensions: Wheelbase, 120 in. Overall length, 212 in. Overall width, 74.6 in. Overall height (loaded) 60.3 in. (six), 60.6 in. (V-8).

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

DODGE DIVISION • Chrysler Corporation • Detroit 31, Michigan

