

Tripod, low-mount exterior mirrors were a factory option for 1979. The chrome front brush guard on Bledsoe's truck is an aftermarket, period-correct accessory.



"PALOMINO"

"PALOMINO"
APPEARANCE PACKAGE
Available on D100, D150, and W150 models



Shown above is the Palomino Appearance Package

PALOMINO . . .
the new pickup appearance package that's tailor-made to increase your sales and profits in the "personal use" segment of the pickup market. The handsome interior and exterior appointments are aimed at the customer who views a pickup as reflecting a different kind of life style. On the outside, a special two-tone paint treatment in Linen Cream and Cashmere . . . newly-designed tape stripping . . . bright letter Palomino decal across the tailgate width, triple chrome seat trim in Western Model Club to complement the total package . . .



SEE REVERSE SIDE FOR "PALOMINO" SPECIFICATIONS

The Palomino package included an exclusive two-tone paint scheme with striping, a uniquely upholstered seat, and premium wheel covers.

90A 1 1143705100/01 73 41115 36H 001-2-017 1
A43 NW-UP-EP-DAXLAHD-CC1
FRANCISCO MOTORS INC
1075 FRANCISCO BLVD
SAN RAFAEL CALIF 94901
FRANCISCO MOTORS INC
1075 FRANCISCO BLVD
SAN RAFAEL CALIF 94901
CHRY CP C OBP
MODEL W150
219 115 MR DODGE SWEPTLINE PICKUP
21614L REAR AXLE 3-55 RATIO
A71 ANTI SPIN DIFFERENTIAL
A71 FRONT AXLE 3500 #
C71 360 CID INCHES 6 CYLINDER 400L
FCS MANUAL 4 SPD TRAN WIDE SPACED
FE3 TINTED WINDSHIELD
GL2 WT LOW REAR SLIDING
GL2 COOLING INCKFASZEL
H4R EMISSION REDUCTION CONTROL SYSTE
H4R BATTERY 500 AMP LONG LIFE
H4S EXTERIOR SOUND CONTROL NO DECIB
H4S FUEL TANK 18 GAL
KTS SADDLE TRIM SET
L82 OIL PRESSURE GAUGE
L85 TACHOMETER ELECTRIC
L86 STEERING WHEEL "TUFF" TYPE
L86 RADIO AM
L86 THROTTLE HAND CONTROL
L86 BUMPER REAR BRIGHT
N81 HEADLAMPS-QUAD RECTANGULAR
N81 HOOD LOCK IN CAR REL 45E
PR8 151 WHEELS 15 X 700 5 STUP DISC
ST1 POWER STEERING
SW1 STABILIZER BAR FRONT ONLY
SW4 SKID PLATE TRANSFER CASE SHIELD
W4F L76-150 APR 151 W/W PLYVESTER
W4F "PALOMINO" FEATURE PAIRAGE
Y41 6000R G V W PACKAGE
ZK4 GASOLINE 10 GALLONS
PP6081 PROSPECTOR DECAL PROGRAM
PY2611 072611 INEN CREAM
PY2631 076331 SUFT CASHMERE
9762 E 1979 PROSPECTOR PACKAGE NO 1

FRANCISCO MOTORS, INC.
1075 FRANCISCO BLVD
SAN RAFAEL, CA 94901
AT RIGHT INCLUDES: Removal of transport protective coat
Application of wax coat • Complete dealer mechanical service
in strict accordance to factory procedures • All fluid and oil levels
checked • Shown tested to factory specifications • All local freight
charges • plus all other factory warranties in effect with this model car.

2074
9371.43

PALOMINO PACKAGE CONTENT

Sales Code YHB—Write into order form as shown below
Also must code Adventurer Y41

Exterior

- Bright Windshield Molding
- Bright Back Lite Molding
- Bright Drip Rail Molding
- Special Body Side & Tail Gate Decal Package
- Special Two Tone Paint Procedure (P X Z)
 - Main Body Color — Linen Cream (PY 2611)
 - Secondary Color — Cashmere (PZ 6531)
- Premium Class II Wheel Covers

Interior

- Bright Door Applique With Woodgrain
- Cigar Lighter
- Special Decorator Cloth & Vinyl Bench Seat/
Cashmere (KTS KLG)
- Bright Seat Back Hinge Cover
- Bright Inst. Panel Lower Molding With Woodgrain Insert
- Bright Inst. Cluster Face Plate With Woodgrain
- Color Keyed Floor Carpeting — Cashmere

Note — Requires White Side Wall Tires At Additional Cost

MARKETING DIVISION CHRYSLER
CANADA LTD.

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NOVEMBER, 1979

Our featured Palomino's window sticker shows it was well-equipped when new. The current owner added enough options to make it a fully loaded pickup.

An original specification sheet for the Palomino package in Canadian markets details all its content. Sam Bledsoe has never seen a United States version of this Canadian brochure piece.



Sally Bledsoe relaxes on the tailgate of the 1979 Palomino that will one day belong to her.



When discovered in an Oroville, California, junkyard, Sam Bledsoe's 1979 Palomino did not look at all like it does today.



Late 1970s were a period when light-truck makers struggled to meet emissions requirements. The Palomino's cluttered engine compartment is full of hang-on smog equipment of the time.

feeding a gas-hungry pickup, so she wisely traded the family pickup for a Pontiac J-2000 station wagon.

Bledsoe, however, maintained an intense interest in late-1970s Dodge trucks in general and Palomino pickups in particular. After getting his driver's license in 1989, he bought his first truck—a 1979 Dodge Ramcharger SE in Cashmere and Medium Tan, two of his favorite colors. That first Ramcharger was followed by a succession of 1978 and 1979 Dodge pickups and Ramchargers, with some newer Dodge trucks mixed in as Bledsoe bought, sold, and traded trucks.

In 1997, he bought his first Palomino, but it was something of a basket case, and its long-box, two-wheel-drive configuration did not match Bledsoe's model of the ideal Palomino. A year later, a friend told him about a short-box 1979 Palomino 4X4 with the 4-barrel, 360ci V-8 in a salvage yard in Oroville, California, that turned out to be a basket case. Having found his short-box 4X4, Bledsoe negotiated a purchase price and promised to be back in a week with his trailer. We can imagine Bledsoe's chagrin when, on his return, he found the pickup freshly stripped of several drivetrain components. Undeterred, Bledsoe and the salvage yard owner agreed on a reduced price, and the derelict Palomino was soon on the trailer headed back to Dinuba.

The 1979 Dodge pickups with the Palomino appearance package (a one-year-only offering) that young Bledsoe fell for were a part of Dodge Truck's marketing strategy in the later 1970s. In the 1976 model year, Dodge began offering specialized packages outside the normal trim levels it had started with the 1968 Adventurer. For 1976, these special packages consisted of the True Spirit, the Warlock, and the Street Van. The former two were gussied-up versions of Dodge's basic D-100 short-box Uline pickup, while the latter was a van already set up for the conversion companies that flourished at the time. These were followed