

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 distinctive kind of life style. On the outside, a special two-tone paint treatment in Linen Cream and Cashmere . . . newly-developed tape striping . . . black-letter "Palomino" decal across the tailgate width, hood, & unique seat trim in Western Model Cloth to complement the total package.



SEE REVERSE SIDE FOR "PALOMINO" SPECIFICATIONS

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			SAN RAFAEL CALIF 94901			
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PALOMINO PACKAGE CONTENT

Sales Code YH8—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 —



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