



The optional "Tuff" steering wheel can be seen in this photo along with other options, including the factory tachometer and air conditioning. The owner added pedal dress-up trim from a 1972 Adventurer SE to further the upscale image of the W-150.



To complete the theme of the upscale 1979 Dodge pickup, Bledsoe added the new-for-1979 electric door locks.



Even though all Palominos came with Adventurer trim as a part of the package, Bledsoe wanted his truck to have the upscale Adventurer SE trim. He found the right Adventurer SE door panels, kick panels, and headliner in the correct color to present an authentic Adventurer SE interior.

The rear hitch-type bumper on our featured 1979 Palomino was a 1980–82 option, but it looks perfect on the 1979.



Chrome five-slot road wheels (15x7 inches) were an available option for all 1979 Dodge half-ton pickups. Goodyear Tracker A-T 10x15-inch tires were available as a factory option, but Bledsoe went with 11x15-inch tires for his Palomino.





A voltmeter and vacuum gauge are among the available factory options seen on this immaculate 1979 Palomino.



In the 1970s, any *real* trucker had a Citizens Band radio. (Remember *Smokey and the Bandit*?) Dodge made it easier to achieve this goal by offering an optional factory AM/FM Stereo with a built-in CB radio.



Clear plastic covers protect the correct factory seat fabric. Bledsoe bought all of the fabric he could find from SMS Auto Fabrics and has enough left to cover two more Palomino seats. He believes his stock is all that is left of its kind.



This factory hand throttle is a rare option that was present on Bledsoe's truck when he hauled it home from the salvage yard.



by the Macho Power Wagon and the Ramcharger 4X4 in 1977.

Dodge coined the term "Adult Toys" in 1977 to give its specialty package program a name. The most famous Adult Toy of all arrived in 1978 in the form of the Little Red Express, or "Lil Red Truck" as it was also known. (See the September/October 2019 issue of *Vintage Truck*.) Realizing that truck buyers were very often ordering options (mirrors, radios, bumpers, tilt wheels, and air conditioning, to name a few) in similar groups, Dodge began bundling the popular extra-cost equipment at a discounted price. The company called these options groups "Prospector" packages.

This option grouping has caused some confusion among truck collectors who think the option groups are trim levels or specialty packages, *which they are not*. The Prospector option groups for 1979 were introduced at the same time as the Palomino appearance package, causing further confusion. It was entirely possible to order a non-Palomino with a Prospector option group, but if a buyer ordered a truck with the Palomino upgrade, a Prospector 1 option group was mandatory. (There were four Prospector levels offered.)

Palominos were not really considered to be under the Adult Toys umbrella. Their premium wheel covers and required whitewall tires placed them in less of a "sport" category and more in the arena of an upscale, dressed-up pickup. With the Palomino appearance package and its mandatory Adventurer trim level, Dodge offered a lower-cost alternative to a typical Adventurer SE of the time.

Dodge's light-duty line was riding a high in the late 1970s. The covers of the 1978 product brochures proudly proclaimed that Dodge was the "Fastest Growing Truck Company in America," with a 237 percent increase in sales from 1966 to 1976. This momentum ground to a halt in the spring of 1979 when another oil crisis hit the United States. Despite