

*You're the expert  
at the big*

# **SHOW DOWN**

*of truck value*

**JUDGE FOR YOURSELF! GET THE  
SHOWDOWN WITH A SHOW DOWN!**

EMENDOUS

SEE US FOR  
A

ATTRACTIVE  
PRICES

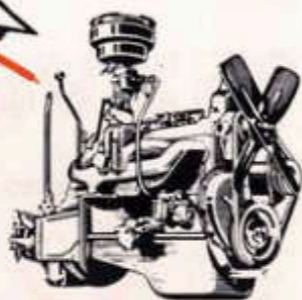
LONG-  
EASY

**MORE** 

**AMAZING  
VALUES**

# IN BRAND NEW 1952 DODGE "Job-Rated" TRUCKS

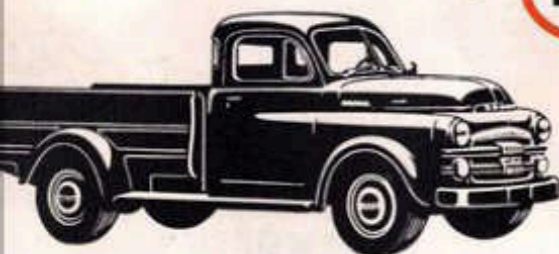
This wide range of sizes, bodies, power, G. V. W.'s, and wheelbases is your assurance that there's a Dodge "Job-Rated" truck that really fits your job!



## 11 Gross horsepower ratings

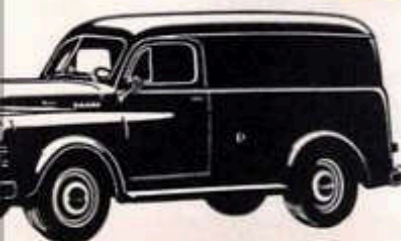
94 h.p.	103 h.p.	114 h.p.	145 h.p.
97 h.p.	105 h.p.	122 h.p.	154 h.p.
99 h.p.	109 h.p.	137 h.p.	

## 10 Nominal ratings



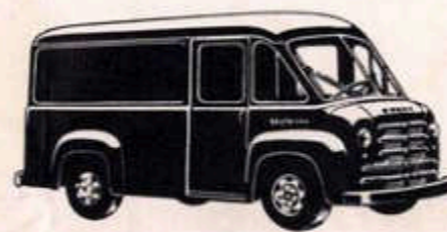
1/2-ton	1 1/2-ton	2 3/4-ton
3/4-ton	2-ton	3-ton
1-ton	2 1/2-ton	3 1/2-ton
		4-ton

## 25 Body and chassis styles

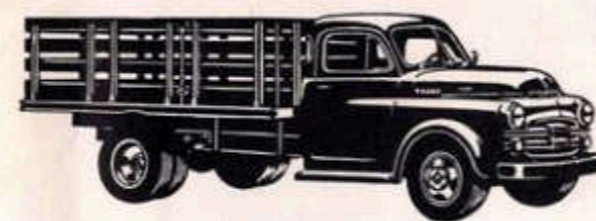


6 1/2' pick-up, low-side  
6 1/2' pick-up, high-side  
7 1/2' panel  
7' panel (Route-Van)  
9 1/2' panel (Route-Van)  
12 1/2' panel (Route-Van)  
7 1/2' express, low-side  
7 1/2' express, high-side  
7 1/2' platform  
7 1/2' stake

9' platform (D Model)  
9' stake (D Model)  
9' platform  
9' stake  
12' platform  
12' stake  
14' platform  
14' stake  
Chassis and cab  
Chassis and flat-face cowl



## 39 Gross vehicle weights



4,250 lbs.	8,700 lbs.	17,000 lbs.
4,500 lbs.	10,100 lbs.	17,250 lbs.
4,900 lbs.	10,500 lbs.	17,500 lbs.
5,600 lbs.	10,750 lbs.	18,000 lbs.
5,800 lbs.	10,800 lbs.	18,075 lbs.
6,200 lbs.	11,900 lbs.	18,250 lbs.
6,800 lbs.	12,000 lbs.	19,000 lbs.
6,900 lbs.	13,500 lbs.	19,500 lbs.
7,500 lbs.	14,500 lbs.	22,000 lbs.
7,600 lbs.	15,500 lbs.	24,000 lbs.
7,900 lbs.	16,000 lbs.	26,000 lbs.
8,000 lbs.	16,125 lbs.	28,000 lbs.
8,500 lbs.	16,250 lbs.	40,000 lbs.



## 20 Wheelbases



102"	130"	170"
107"	131"	172"
108"	140"	190"
116"	142"	192"
117"	152"	212"

# Come in for a **SHOW DOWN!**

Our "SHOW DOWN OF TRUCK VALUE" will convince you of the extra value in **DODGE "Job-Rated" TRUCKS**

**ATTRACTIVE PRICES!**

**LIBERAL TRADE-IN!**

**LONG, EASY TERMS**

*There's a **DODGE "Job-Rated" TRUCK** to fit your job!*

A Dodge "Job-Rated" truck is engineered at the factory to provide the best in low-cost transportation . . . last longer . . . save you money.

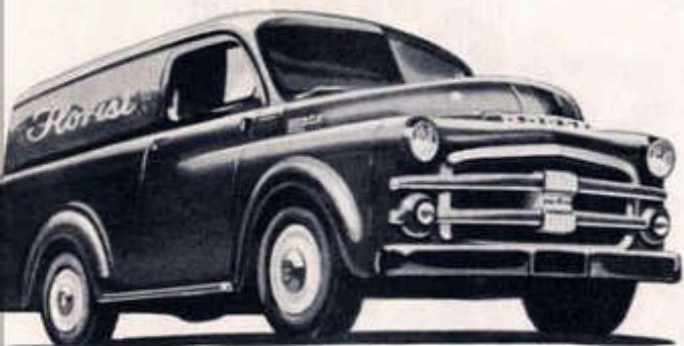
All units from engine to rear axle are "Job-Rated"—factory-engineered to work together efficiently and dependably in hauling a specific load.

Every load-CARRYING unit—frame, axles, springs, wheels, and tires—is engineered to provide extra strength and capacity necessary to support the load.

Every load-MOVING unit—engine, clutch, transmission, propeller shaft, rear axle, and others—is engineered to move the load under severe operating conditions.

From a wide range of models, you can select a truck that meets your operating conditions.

## ATTRACTIVE PANELS



Put this handsome Dodge "Job-Rated" panel to work for you! You'll find its eye-catching appearance a distinct asset to your business. You'll like its extra-roomy load-space, superior handling ease, the comfortable ride provided by Oriflow shock absorbers, and the thrifty performance of its 97-h.p. engine. Dodge "Job-Rated" panels have the largest safety vision area, extra-low loading height. Available with famous gyrol Fluid Drive.

Y DIMENSIONS OF  
GE "Job-Rated"  
ON PANEL

Max. Inside length (Rear of driver's seat).....	92"	Rear Door Opening, Height.....	45½"
Inside Height.....	55"	Rear Door Opening, Width.....	44½"
Inside Width, Max.....	63½"	Load Space behind Driver's Seat.....	155 cu. ft.

## YOU GET ALL OF THESE **EXTRA VALUES**

### EASIER HANDLING

Dodge "Job-Rated" trucks have shorter turning diameters than comparable models of most competitive makes. Extra-easy steering with worm-and-roller gears on most models. Short wheelbase and wide



### MORE COMFORT

Dodge "Job-Rated" trucks offer the added comfort of Chair-Height seats (with foam rubber cushions available)—plus comfortably placed steering wheel and easy-to-reach controls. ½-, ¾- and 1-ton models have





## RUGGED PICK-UPS & EXPRESSES

You can reduce costs . . . increase profits . . . even on your toughest jobs when you use a Dodge "Job-Rated" Pick-Up or Express. They're easy to load, easy to handle, and economical to maintain. And the powerful engine with

high 7.0-to-1 compression ratio gives you "passenger car" cruising speeds with "passenger car" economy. Dodge gyrol Fluid Drive is available for all these Pick-Up and Express models.

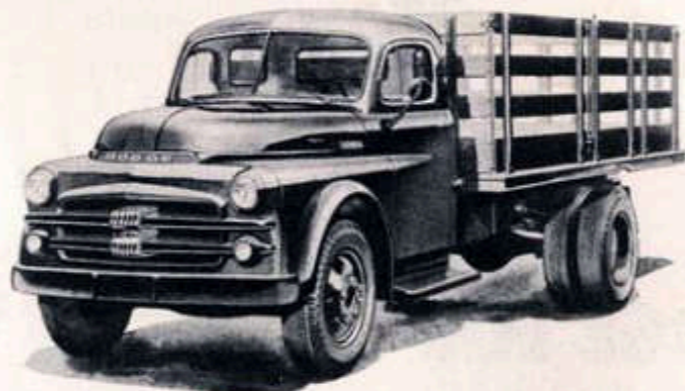
### BODY DIMENSIONS OF 1/2-, 3/4- and 1-TON PICK-UP and EXPRESS MODELS

	1/2-TON B-108		3/4-TON C-116		1-TON D-116		1-TON D-126	
	High-Side	Low-Side	High-Side	Low-Side	High-Side	Low-Side	High-Side	Low-Side
Inside Length	78 1/4"	78 1/4"	90"	90"	90"	90"	108"	108"
Inside Width, Max.	48 1/4"	48 1/4"	54"	48 1/4"	54"	48 1/4"	54"	48 1/4"
Cubic Capacity to top of tailgate	43.49 cu. ft.	31.35 cu. ft.	56.08 cu. ft.*	36.12 cu. ft.	56.08 cu. ft.*	36.12 cu. ft.	67.26 cu. ft.*	43.34 cu. ft.
Max. Payload Capacities	1,550 lbs.	1,825 lbs.	2,275 lbs.	2,400 lbs.	4,100 lbs.	4,225 lbs.	3,975 lbs.	4,050 lbs.

\*No allowance for wheel housings.

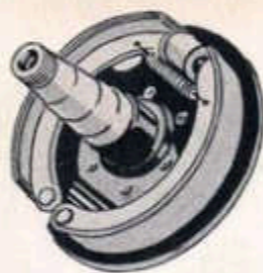
## HUSKY STAKES

You can cut your hauling time and cut your costs with husky Dodge "Job-Rated" stakes. They'll haul more, haul faster—for less! Save with high-powered, time-saving performance and surprisingly low operating and upkeep expense. These fast-stepping, money-saving Dodge "Job-Rated" stakes haul bigger payloads—save time loading and unloading. They handle easier—stand up better. A five-speed transmission is available on most medium-tonnage models. Be sure to see and drive these ruggedly constructed Dodge "Job-Rated" stakes.



### BODY DIMENSIONS OF 1/4-, 1-, 1 1/2-, and 2 1/2-TON STAKE MODELS

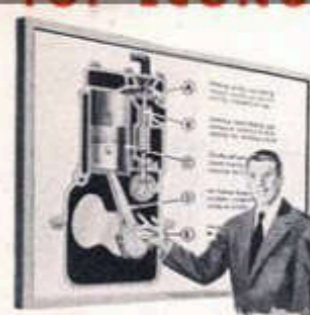
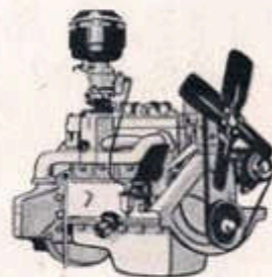
	3/4-Ton C-116	1-Ton D-116	1-Ton D-126	1 1/2-, 2-, and 2 1/2-Ton		14-ft. bodies
				9-ft. bodies	12-ft. bodies	
Inside Length	88 1/2"	88 1/2"	106 1/2"	106 1/2"	142 1/2"	166 1/2"
Inside Width	78"	78"	78"	82"	82"	82"
Height of Stakes	30"	30"	30"	40"	40"	40"
Floor Area	47.9 sq. ft.	47.9 sq. ft.	57.7 sq. ft.	60.6 sq. ft.	81.1 sq. ft.	94.8 sq. ft.



Dodge "Job-Rated" trucks have molded, tapered Cyclebond brake linings on hydraulic-brake models 1 1/2-ton and up. They're extra safe! They're extra quiet! Other safety features include independent hand brake and extra-big windshield.

### PLENTY OF POWER

Dodge "Job-Rated" trucks offer you the power you need . . . and then some! High-efficiency truck engines—94 to 154 horsepower! The most powerful Dodge "Job-Rated" trucks ever built, to provide dependable power for your job.



Dodge "Job-Rated" trucks offer a high compression ratio of 7.0 to 1 on models through 1-ton. This results in top efficiency with flashing power. Here's real economy with outstanding performance—to give you more power from every drop of fuel.

### PLUS MANY OTHER DEPENDABLE FEATURES

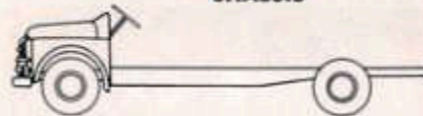
Steering column gearshift standard on 1/2-, 3/4-, and 1-ton models with 3-speed transmission. Chrome-plated top piston ring for longer ring life, better sealing. Synchronizing transmissions (3-speed, 4-speed, or 5-speed), rugged, silent, precision-engineered, De Luxe and Custom cabs available on most models.



## TRACTORS

Dodge chassis and engines are engineered for top performance . . . longer life . . . extra dependability. Whatever your needs in the medium- and high-tonnage field . . . there's a Dodge "Job-Rated" tractor model that's RIGHT for you! You get plenty of horsepower, plenty of dependability features which will save you money on any hauling operation.

#### SCHOOL BUS CHASSIS



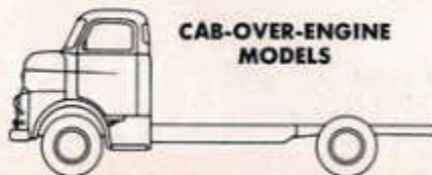
Choose school bus equipment that fits your needs . . . from 7 new "Job-Rated" school bus chassis! Remember, Dodge school bus chassis equal or exceed all national school bus standards, to assure added safety and protection for driver and passengers.

#### ROUTE-VAN



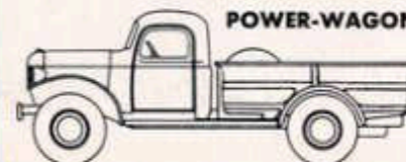
The Dodge "Job-Rated" Route-Van is engineered especially for door-to-door deliveries. The load can be worked standing up—and the low floor height makes it really easy to load or unload. There's plenty of payload space. gyrol Fluid Drive is available.

#### CAB-OVER-ENGINE MODELS



Dodge "Job-Rated" Cab-Over-Engine models insure easy handling . . . easy parking . . . shorter turning diameter . . . and excellent visibility. And they feature a front-opening hood—with oil, water, and battery easy to service from

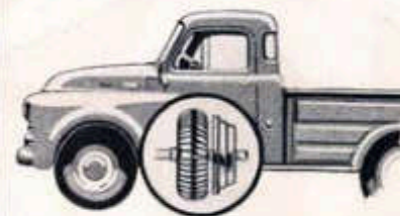
#### POWER-WAGON



The Dodge Power-Wagon is a 4-wheel-drive truck that's "Job-Rated" for an amazing range of hauling, pulling, and power jobs. Wherever work is located where other trucks cannot go, you'll usually find a Dodge "Job-Rated"

### FAMOUS gyrol FLUID DRIVE AVAILABLE

A Dodge "exclusive" for 1/2-, 3/4-, 1-ton, and Route-Van models. This proved fluid coupling between engine and clutch makes driving easier, protects your load, saves wear on more than 80 drive-line parts, and lengthens truck life!



STANDARD COLORS  
**DODGE "JOB RATED" TRUCKS**  
"B" SERIES



80346-ARMOUR YELLOW



10349-DODGE TRUCK DARK BLUE



10002-DODGE TRUCK RED



40028-DODGE TRUCK DARK GREEN



10450-WATERWAY BLUE



9000-BLACK

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THIS COLOR STANDARD FOR  
POWER WAGON ONLY



40284-SEA-WOLF SUBMARINE GREEN

**NOTE**

When ordering Ditzler Materials for refinishing, prefix the Color Number with Code Letter "DQE" for Enamel or "DAL" for Lacquer.

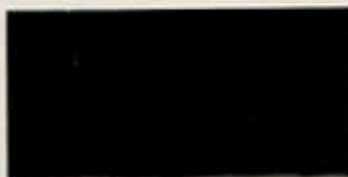
SEE TRUCK SALES BULLETIN No. F21 FOR STANDARD COLOR COMBINATIONS

# Standard colors

## DODGE "JOB-RATED" TRUCKS "B-3" SERIES



ARMOUR YELLOW



DODGE TRUCK DARK GREEN



DODGE TRUCK RED



DEEP BLUE



BLACK

### WHEEL COLORS



DODGE TRUCK CREAM

Dodge Truck Cream, Standard, 1/2-, 3/4-, 1-Ton Models  
Black, Optional, 1/2-, 3/4-, 1-Ton Models  
Black Only, 1 1/2-Ton Models and up

**NOTE**—When ordering Ditzler Materials for refinishing, prefix the Color Number with Code Letter "DQE" for Enamel or "DAL" for Lacquer.



# HEY!

## Wanta be an EXPERT?

BONFIELD MOTOR CO.  
119 W. MICHIGAN ST.  
MICHIGAN CITY, IND.

# DON'T DELAY! ACT NOW!

## TAKE ADVANTAGE OF OUR GREAT "SHOW DOWN OF TRUCK VALUE"

We have all the facts you need to be an expert on truck value. So come in—see . . . drive . . . compare . . . Dodge "Job-Rated" trucks.

And remember—we're offering big trade-ins, plus low down payments and long, easy terms. Plan now to visit our big Dodge Show Down of truck value. So don't delay . . .

Come to "TRUCK HEADQUARTERS" **TODAY!**

**SAVE**  
**\$\$\$**