

Meet the loveliest, liveliest, goingest

Action Car of America . . .



'53 **DODGE**

**POWER
PACKED
BEAUTY!**

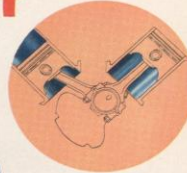
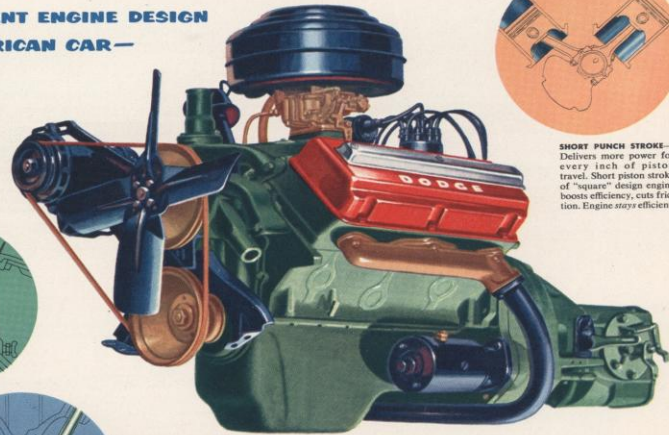
Sensational New **DODGE** 140 Horsepower **RED RAM V-EIGHT**

**MOST EFFICIENT ENGINE DESIGN
IN ANY AMERICAN CAR—
BAR NONE!**

FIRE-FLASH POWER—
Centrally-located spark plug touches off a regular "tornado" of power in hemispherical combustion chamber. More energy goes into power. Less is wasted in heat.



FREE BREATHING VALVES—New "lateral" valve arrangement permits extra large valves, with high "lift" for better engine breathing. Fuel burns better. Engine operates at peak efficiency.



SHORT PUNCH STROKE—
Delivers more power for every inch of piston travel. Short piston stroke of "square" design engine boosts efficiency, cuts friction. Engine stays efficient.

PACKS MORE POWER PUNCH PER CUBIC INCH DISPLACEMENT!

The sensational Red Ram V-Eight is an engineering achievement in power—alert, responsive, economical power.

It derives its flashing performance and surprising economy from basic improvements in engine design. Advanced principles used in aircraft engines, racing car engines, and special high-performance engines for expensive foreign sport cars have been incorporated in the Red Ram V-Eight.

The hemispherical combustion chamber, with

centrally-located spark plug, turns more fuel energy into useful power, less into wasted heat. Short-stroke piston design cuts friction loss, delivers more of that useful power to the rear wheels. Free breathing valves make sure the engine gets the air it needs for peak performance.

This triple power advantage is the key to Red Ram efficiency. No other car in the Dodge price class offers it. No other production engine in any price class can stand up to the Red Ram V-Eight on the basis of horsepower per cubic inch of displacement.



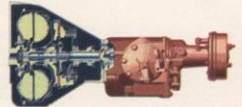
New '53 **DODGE** gives you a choice of **FOUR GREAT DRIVES!** All Action-Tailored to your Driving Needs!

You choose the Drive that suits you best . . . instead of having your driving habits forced on you. Dodge is the only car to offer you such a wide

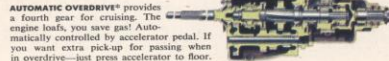
selection of "power teams" . . . 2 great engines, 4 great Drives! There's always a combination to fit your particular driving need!



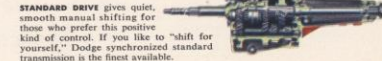
GYRO-TORQUE DRIVE® teams with the Red Ram V-Eight to give you the finest high-performance no-shift driving in the Dodge Field, Flash-action "Kick" gear gives "greased lightning" acceleration at a touch of your toe.



GYRO-MATIC DRIVE® offers smooth and easy no-shift driving at low cost. Gives two driving ranges for every road condition. *Gyro* Fluid Drive reduces wear, assures long life and liquid-smooth operation.



AUTOMATIC OVERDRIVE® provides a fourth gear for cruising. The engine loafs, you save gas! Automatically controlled by accelerator pedal. If you want extra pickup for passing when in overdrive—just press accelerator to floor.



STANDARD DRIVE gives quiet, smooth manual shifting for those who prefer this positive kind of control. If you like to "shift for yourself," Dodge synchronized standard transmission is the finest available.

*Optional equipment at extra cost.

Power-Packed Beauty

**ACTION ENGINEERED
FOR ACTIVE AMERICANS!**

New! ACTION BEAUTY STYLING!
New! ROAD ACTION PERFORMANCE!
New! ACTION FEATURES!



NEW DOORS "ACTION-ENGINEERED" CHASSIS
This sturdy new Dodge chassis is engineered for action—designed to meet the driving needs of active Americans! It's rugged, sturdy, compact. Double-chained frame, new Stabilizer suspension system, Center Balance steering, and Offshore Brake Control give you the very best in handling ease, safety and maximum control — for years and years of proud ownership.



TIME-TESTED "RED-ARMY BEE"

The famous Dodge Six-Cylinder engine has earned an enviable reputation for long life and dependability. High compression ratio of 7.8 to 1. Smooth, quiet operation, and exceptionally good fuel economy. Features: multi-point ignition*, exhaust valve and levers, full-length water jackets. It's been road-proved over millions of miles... shows stuff again and again to be one of the truly great power plants on the road!

*Except on Model/Model Special Models.

Your first glimpse of the exciting new Dodge tells you: Here is a car that is planned for action!

You see it in the sleek, trim lines of this low and lively beauty... in the flowing sweep of the fenders from front to rear... in the wide, curved windshield and wrap-around rear window that give "Watch 'Em" visibility all around. On super highway or in city traffic, you drive with greater confidence and safety because you see better. The low, rakish hood gives you a better view of the road ahead. And you sit up in a natural, erect position on chair-high "Comfort Steer" seats.

There's a promise of *power* in the wide, curved windshield and wrap-around rear window that give "Watch 'Em" visibility all around. On super highway or in city traffic, you drive with greater confidence and safety because you see better. The low, rakish hood gives you a better view of the road ahead. And you sit up in a natural, erect position on chair-high "Comfort Steer" seats.

You'll discover the thrill of "Road Action" in the way this great Dodge takes to the highways. There's a wonderful steady feel, a new sense of stability. That's because it's lower, better balanced, with new Stabilizer suspension system. And when you take to the country road, Dodge flow shock absorbers tame the bumps, level out the ride.

Take this exciting new Dodge out on the road. Put it through its paces! Find out for yourself how Dodge "fine Engineering" has given new meaning to motoring pleasure!



LUXURIOUS TRAVEL-LOUNGE INTERIORS—There's beauty with a purpose in the spacious, gracious interior of the Concord 4-Door Sedan. And that purpose is to make your traveling more comfortable than ever! There's more leg room, head room and elbow room than ever. Chair-high "Comfort Comfort" seats give firm, useful support for your legs as well as your back. Door handles, appointments have modern elegance. New "Fashion Fibre" fabrics are just as practical as they are smart. And you have more color combinations than ever to choose from—to make your Dodge distinctive years in looking style and beauty!



AIR FLOW HOOD—Distinctive mark of new Dodge V-8! In this modern air scoop, cool air is fed directly to carburetor... improves engine performance at all speeds.



PIKE-PROOF CURVED WINDSHIELD—You're master of all you survey, when you sit behind this broad, one-piece curved windshield. It's endlessly curved, too, for unobstructed vision.



BIG WRAP-AROUND REAR WINDOW—There's "Watch 'Em" visibility with this landscape-wide rear window. It gives you safety-clear rear vision—helps eliminate "blind spots."



STEEL-DECK FUEL FILLER is very convenient. Located at the rear of car, station attendant can reach it with ease from either side. No need to drag hose over rear deck when filling.



SPACE-SAVING DOOR DESIGN—Doors are hinged to open wider in less space. Make it easier to slip in and out—especially when you're snugly parked in a tight place.

BRAND NEW! ALL NEW!

'53 DODGE

THE NEW '53 DODGE — CHOOSE YOUR DODGE FROM THESE 10 POWER-PACKED BEAUTIES!



**DODGE CORONET V-EIGHT
FOUR-DOOR SEDAN**

All the low-inertia performance and torque power of new 410-hp Red Ram V-eight engine. In short, the Coronet V-eight is the most powerful Dodge ever. It's big and wide, and it's got a "Forward Control" layout — with new steering and rack through floor side-impact doors. It's the all-time family favorite, now smarter and faster than ever before.

There's a new '53 Dodge designed for your driving needs in this complete line of 10 sleek, action-tailored beauties. If you want the flashing performance that comes from the power-packed Red Ram V-eight engine, then choose one of the luxurious Coronet models. For smooth, comfortable motoring at its best, select a smart, new Meadowbrook "Six." Or if it's economy and extra value you want, then a Meadowbrook Special is the car for you! Whatever Dodge you choose, the very best in riding comfort, safety and handling ease will be yours to enjoy — and with all the solid value and dependability that only Dodge can offer!



DODGE CORONET V-EIGHT DIPLOMAT

See the style, make the most of any company! This new Dodge Diplomat is an all-around car perfect for business and pleasure. It's got a new, more comfortable seat, more legroom, more storage space, more power windows, more power locks, more power windows, more power windows. With a range of body colors available.



**DODGE CORONET V-EIGHT
CLUB COUPE**

New Dodge Beauty Action styling that's practical as well as sporty. New Dodge Beauty Action styling that's practical as well as sporty. New Dodge Beauty Action styling that's practical as well as sporty. New Dodge Beauty Action styling that's practical as well as sporty.



DODGE CORONET V-EIGHT SIERRA

What's so hot about "Sierra"? It's a Dodge that's smart and sporty. It's a Dodge that's smart and sporty. It's a Dodge that's smart and sporty. It's a Dodge that's smart and sporty.



DODGE CORONET V-EIGHT CONVERTIBLE

Here's the perfect companion for the joy of '53! It's sleek, it's smart, it's sporty. It's a Dodge that's smart and sporty. It's a Dodge that's smart and sporty. It's a Dodge that's smart and sporty.



DODGE MEADOWBROOK "SIX" FOUR-DOOR SEDAN

The most popular automobile in the "Six" line, combined with the smooth look and smart ride of the Meadowbrook, this car is a real winner when it comes to value and dependability of a Dodge automobile.



DODGE MEADOWBROOK "SIX" CLUB COUPE

For those who like the family comfort and safety of the new-door design, this new Dodge Meadowbrook "Six" Club Coupe is a real winner when it comes to value and dependability of a Dodge automobile.



**DODGE MEADOWBROOK "SIX"
FOUR-DOOR SEDAN SPECIAL**

For the Meadowbrook Special, this car has a new look, a new ride, a new feel. It's a Dodge that's smart and sporty. It's a Dodge that's smart and sporty. It's a Dodge that's smart and sporty.



**DODGE MEADOWBROOK "SIX"
CLUB COUPE SPECIAL**

All the Dodge advantages of dependability, comfort, economy and more. This Dodge Meadowbrook "Six" Club Coupe Special is a real winner when it comes to value and dependability of a Dodge automobile.



DODGE MEADOWBROOK "SIX" HARDTOP

Here's the car that's smart and sporty. It's a Dodge that's smart and sporty. It's a Dodge that's smart and sporty. It's a Dodge that's smart and sporty.

THE ACTION CAR FOR ACTIVE AMERICANS!

SPECIFICATIONS

CORONET V-EIGHT

ENGINE: The Dodge Red Ram engine is an eight cylinder overhead-valve, V-type. Maximum brake horsepower, 140 at 4400 rpm. Maximum torque, 220 lb. ft. at 2000 rpm. Bore, $3\frac{1}{8}$ in.; stroke, $3\frac{1}{4}$ in. Displacement, 241.4 cu. in. Compression ratio, 7.1 to 1. Counterbalanced forged crankshaft with 5 main bearings. Slipper-type aluminum pistons with cast-in ring inserts for controlled expansion. Hemispherical combustion chambers with high-lift, lateral valves. Dual rocker shafts. Single, chain-driven camshaft. Self-adjusting hydraulic valve lifters. Floating Power engine mounting.

LUBRICATION: Positive-pressure engine lubrication. Floating oil intake. Fixed-shunt oil filter. Rotary-type oil pump. Filtered crankcase ventilation. Oil capacity, 5 qts. On models equipped with Gyro-Torque Drive, oil capacity is 12 qts.

COOLING: Cylinder-length water jackets. Automatic by-pass thermostat. Pressure-vent radiator cap. Coolant capacity, 19 qts.

FUEL SYSTEM: Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank. Tank capacity, 17 gals.

ELECTRICAL: High-capacity 45-ampere generator. Long-life, 15-plate, 105 ampere-hour battery. Weatherproof ignition system. Double-breaker distributor with dual automatic spark control. Two-speed electric windshield wipers. Ignition-key starting with follow-through starter.

CHASSIS: Double-channel frame. Independent front wheel suspension with coil springs. Front sway bar. Angle-mounted, leaf-type rear springs. Oriflow shock absorbers, front and rear, with sea-leg mounting of rear shocks to control sidesway. Center-Balance steering system with equal length tie-rods and worm and roller-type steering gear. Hypoid rear axle. Safety-Rim Wheels. Safe-Guard Hydraulic Brakes with dual front-wheel cylinders. Cyclebond brake linings. Independent, propeller shaft parking brake. Extra-low pressure tires, 7.10 x 15.

DIMENSIONS: *Four-door Sedan and Club Coupe*—Wheelbase, 119 in. Overall length, 201 $\frac{1}{8}$ in. Overall height, 62 in. Overall width, 73 $\frac{1}{2}$ in. *Convertible and Diplomat*—Wheelbase, 114 in. Overall length, 191 $\frac{1}{4}$ in. Overall height, 61 in. Overall width, 73 $\frac{1}{8}$ in. *Sierra*—Wheelbase, 114 in. Overall length, 189 $\frac{1}{8}$ in. Overall height, 62 $\frac{1}{4}$ in. Overall width, 73 $\frac{1}{8}$ in.

MEADOWBROOK "SIX"

ENGINE: The Dodge Get-Away "Six" engine is a 6 cylinder L-head type. Maximum brake horsepower, 103 at 3600 rpm. Maximum torque, 190 lb. ft. at 1200 rpm. Bore, $3\frac{1}{4}$ in.; stroke, $4\frac{5}{8}$ in. Displacement, 230.2 cu. in. Compression ratio, 7.0 to 1. Counterbalanced forged crankshaft with 3 main bearings. Lightweight aluminum-alloy pistons with 4 rings. Vibration dampener. Silent timing chain. Exhaust valve seat inserts. Floating Power engine mounting.

LUBRICATION: Positive-pressure engine lubrication. Floating oil intake. By-pass type oil filter (except on Meadowbrook Specials). Rotary-type oil pump. Filtered crankcase ventilation. Oil capacity, 5 qts.

COOLING: Cylinder-length water jackets. Automatic by-pass thermostat. Pressure-vent radiator cap. Coolant capacity, 14 qts.

FUEL SYSTEM: Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank. Tank capacity, 17 gals.

ELECTRICAL: High-capacity 45-ampere generator. Long-life 15-plate, 105 ampere-hour battery. Weatherproof ignition system (except on Meadowbrook Special models). Automatic spark control. Resistor spark plugs. Constant-speed electric windshield wipers. Ignition-key starting with follow-through starter.

CHASSIS: Double-channel frame. Independent front wheel suspension with coil springs. Front sway bar. Angle-mounted, leaf-type rear springs. Oriflow shock absorbers, front and rear, with sea-leg mounting of rear shocks to control sidesway. Worm and roller-type steering gear. Hypoid rear axle. Safety-Rim Wheels. Safe-Guard Hydraulic Brakes with dual front-wheel cylinders. Cyclebond brake linings. Independent propeller shaft parking brake. Extra-low pressure tires, 6.70 x 15.

DIMENSIONS: *Four-door Sedans and Club Coupes*—Wheelbase, 119 in. Overall length, 201 $\frac{1}{8}$ in. Overall height, 62 in. Overall width, 73 $\frac{1}{2}$ in. *Suburban*—Wheelbase, 114 in. Overall length, 189 $\frac{1}{8}$ in. Overall height, 62 $\frac{1}{4}$ in. Overall width, 73 $\frac{1}{8}$ in.

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

Specifications and equipment subject to change without notice.