

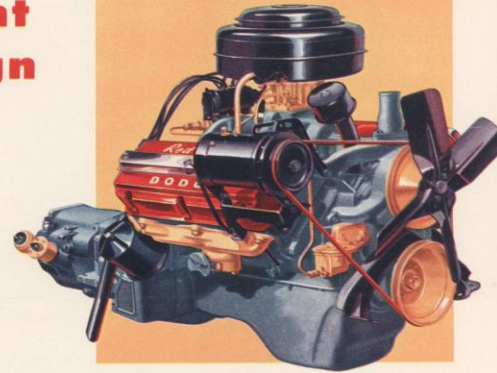
NEW '53 **Dodge**

V-Eight or Six



THE ACTION CAR FOR ACTIVE AMERICANS!

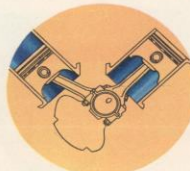
most efficient engine design in america!



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.



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



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



SENSATIONAL NEW DODGE

140 h.p. RED RAM V-EIGHT

PACKS MORE POWER PUNCH PER CUBIC INCH!

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 its price class can stand up to the trend-setting, 140-horsepower Red Ram V-Eight on the basis of horsepower per cubic inch of displacement.

NEW GYRO-TORQUE DRIVE

FREES YOU FROM SHIFTING

. . . GIVES LIGHTNING FAST GET-AWAYS!

Here's no-shift driving at its smooth and easy best! New Gyro-Torque Drive teams up with the Red Ram V-eight engine to give you flashing acceleration . . . lets you stop and start up again without ever taking your hands from the wheel!

WIDEST CHOICE OF DRIVES!

Dodge offers the widest choice of "transmission drives" in the field . . . gives you

a combination to fit your particular driving needs. Besides Gyro-Torque, there's Gyro-Matic Drive that offers easy no-shift driving. Gyrol Fluid Drive with standard transmission for smooth operation at low cost—also available with Automatic Over-drive for greater economy. And there's Standard Drive, with or without Over-drive, for those who continue to prefer to "shift for themselves."



NEW SELECTOR DIAL gives you a visual check on your drive position . . . for added convenience and safety. All normal driving is done in "Dr" position. Extra pulling power is available in "Lo."

FLASH-ACTION "SCAT" GEAR gives you a quick burst of acceleration for passing. Just tramp the accelerator all the way down and watch her jump! "Scat" gear acts like "greased lightning!"





**PUT YOURSELF
BEHIND THE WHEEL OF THIS**



power-packed beauty

STYLED FOR ACTION! POWERED FOR ACTION! ENGINEERED FOR ACTION!



NEW DODGE "ACTION-ENGINEERED" CHASSIS
This sturdy new Dodge chassis is engineered for action—designed to meet the driving needs of active Americans! It's rugged, steady, sure-footed. Double-chamber front, new Stabilizer suspension system, Cross-Member steering, and Coilover Ride Control give you the very best in handling, road, safety and increasing comfort—the very best of good engineering.

Your first glimpse of this 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. No unnecessary "fudges" mar the clean-lined perfection of this great performer. It's neat, compact, for easy maneuvering and handling. And there's more room than ever inside, with spacious Travel-Lounge interiors that make every mile more pleasant.

There's a promise of action in the wide, curved windshield and wrap-around rear window that give "Watch Tower" 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 Contour" seats.

You'll discover thrilling new "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 a new Stabilizer suspension system. And when you take to the country road, Dodge Coilover shock absorbers tame the bumps, level out the ride.

Take this exciting new '53 Dodge out on the road. Put it through its paces! Find out for yourself how Dodge "Action Engineering" has given new meaning to motoring pleasure!



LEADING TRAVEL-Lounge INTERIORS—There's beauty with a purpose in the spacious, graceful interior of this Comfort Engineering. Chair-high "Comfort Contour" seats give firm, cradled support for your legs as well as your back. New "Fashion Fiber" fabrics are just as practical as they are smart. And you have more color combinations than ever to choose from—to make your Dodge distinctly yours in lasting style and beauty!

**ALL NEW
WITH DEPENDABILITY TOO!**

'53 **Dodge**

TIME-TESTED "GET-AWAY" SIX
The famous Dodge Six-Cylinder engine has earned an enviable reputation for long life and dependability. High compression ratio of 12 to 1, smooth, quiet operation, and exceptionally good fuel economy. For better road-holding "action", exhaust valve seat renewal, full-length water jackets. It's been road-proved over millions of miles . . . shows itself again and again to be one of the truly great power plants on the world's "top of the line" list.

BEST AIR-FLOW HOOD—Distinctive mark of new Dodge V-6 light is this modern air scoop. Cool air is fed directly to carburetor . . . improves engine performance at all speeds.

PILOT-VIEW CURVED WINDSHIELD—You're master of all you survey when you sit behind this broad, wrap-around windshield. It's unobstructed, curved, too, for maximum vision.

NEW WRAP-AROUND REAR WINDOW—There's "Watch-Tower" stability with this fascinating, wide rear window. It gives you unobstructed rear vision—helps eliminate "blind spots."

STEER-SIDE 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 step in and out—especially when you're snugly packed in a tight place.



choose your **Dodge** from these 10 power-packed beauties!

DODGE CORONET V-8 FOUR-DOOR SEDAN
All the best action performance and styling features of the new V-8 Dodge Coronet V-8 Eight engine in your car combined in the new Dodge Coronet Four Door Sedan. It's Dodge's new "David Livingstone" body style... a really great appearance and, most of all, a really smart, safe, and dependable Dodge Coronet V-8 Four Door Sedan. It's the best you can get.



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 finest performance that comes from the power-packed Real Ram V-8 Eight engine, then choose one of the luxurious Coronet V-8 Eight models. For success, comfortable motoring at its best, select a sleek, new Coronet Six. Or if it's economy and extra value you want, then a Meadowbrook Six 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-8 EIGHT DIPLOMAT
This car has done the trick in the company! It's the Dodge Diplomat with its almost top and tail "convertible" body style for elegance and beauty in this modern business car. It's the Dodge Diplomat with its "convertible" body style for elegance and beauty in this modern business car. It's the Dodge Diplomat with its "convertible" body style for elegance and beauty in this modern business car.



DODGE CORONET V-8 EIGHT CLUB COUPE
This Dodge Coronet V-8 Eight Club Coupe is a really smart, safe, and dependable Dodge Coronet V-8 Eight Club Coupe. It's the Dodge Coronet V-8 Eight Club Coupe with its "convertible" body style for elegance and beauty in this modern business car.



DODGE CORONET V-8 EIGHT WAGON
Here's a car that's "built" at a factory that's known for its "built" cars. It's the Dodge Coronet V-8 Eight Wagon with its "convertible" body style for elegance and beauty in this modern business car.



DODGE CORONET V-8 EIGHT CONVERTIBLE
Here's the perfect companion for the play part of driving! It's the Dodge Coronet V-8 Eight Convertible with its "convertible" body style for elegance and beauty in this modern business car. It's the Dodge Coronet V-8 Eight Convertible with its "convertible" body style for elegance and beauty in this modern business car.



DODGE CORONET SIX FOUR-DOOR SEDAN
The new Dodge Coronet Six Four-Door Sedan is a really smart, safe, and dependable Dodge Coronet Six Four-Door Sedan. It's the Dodge Coronet Six Four-Door Sedan with its "convertible" body style for elegance and beauty in this modern business car.



DODGE CORONET SIX CLUB COUPE
The Dodge Coronet Six Club Coupe is a really smart, safe, and dependable Dodge Coronet Six Club Coupe. It's the Dodge Coronet Six Club Coupe with its "convertible" body style for elegance and beauty in this modern business car.



DODGE MEADOWBROOK SIX FOUR-DOOR SEDAN
In this Meadowbrook Six Four-Door Sedan you get Dodge's best performance and riding comfort for your dollar. It's the Dodge Meadowbrook Six Four-Door Sedan with its "convertible" body style for elegance and beauty in this modern business car.

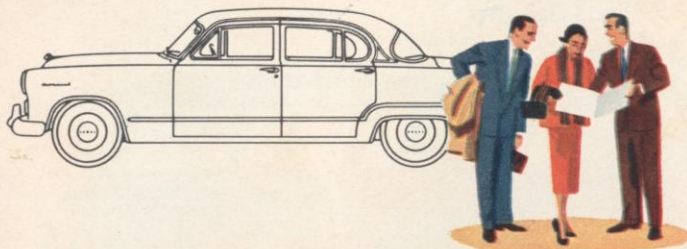


DODGE MEADOWBROOK SIX CLUB COUPE
In this Meadowbrook Six Club Coupe you get Dodge's best performance and riding comfort for your dollar. It's the Dodge Meadowbrook Six Club Coupe with its "convertible" body style for elegance and beauty in this modern business car.



DODGE MEADOWBROOK SIX WAGON
Here's a car that's "built" at a factory that's known for its "built" cars. It's the Dodge Meadowbrook Six Wagon with its "convertible" body style for elegance and beauty in this modern business car.

NEW '53 **Dodge** 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. 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.

LUBRICATION: Positive-pressure engine lubrication. Floating oil intake. Shunt-type 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 choke-type thermostat with permanent by-pass. Pressure-vent radiator cap. Coolant capacity, 19 qts.

FUEL SYSTEM: Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Integral 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. Resistor spark plugs.

CHASSIS: Double-channel, box-section frame. Independent front wheel suspension. Front sway bar. Angle-mounted, leaf-type rear springs. Oriflow shock absorbers. Center-Balance steering system. Hypoid rear axle. Safety-Rim Wheels. Cyclebond brake linings. Independent, propeller shaft parking brake. Extra-low pressure tires, 7.10x15.

DIMENSIONS: *Four-door Sedan and Club Coupe*—Wheelbase, 119 in. Overall length, 201 $\frac{3}{8}$ 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 $\frac{1}{4}$ in. *Sierra*—Wheelbase, 114 in. Overall length, 189 $\frac{3}{8}$ in. Overall height, 62 $\frac{1}{4}$ in. Overall width, 73 $\frac{1}{4}$ in.

CORONET "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, $4\frac{3}{8}$ in. Displacement, 230.2 cu. in. Compression ratio, 7.0 to 1.

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

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

FUEL SYSTEM: Downdraft carburetor. Heavy-duty, oil-bath air cleaner. Electric automatic choke. High-capacity fuel pump. Oilite fuel filter. Tank capacity, 17 gals.

ELECTRICAL: High-capacity 45-ampere generator. Long-life 15-plate, 105 ampere-hour battery. Weatherproof ignition system. Dual automatic spark control. Resistor spark plugs. Two-speed electric windshield wipers.

CHASSIS: Double-channel, box-section frame. Independent front wheel suspension. Front sway bar. Angle-mounted, leaf-type rear springs. Oriflow shock absorbers. Worm and roller-type steering gear. Hypoid rear axle. Safety-Rim Wheels. Cyclebond brake linings. Independent parking brake. Extra-low pressure tires, 7.10 x 15.

DIMENSIONS: *Four-door Sedan and Club Coupe*—Wheelbase, 119 in. Overall length, 201 $\frac{3}{8}$ in. Overall height, 62 in. Overall width, 73 $\frac{1}{2}$ 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, $4\frac{3}{8}$ in. Displacement, 230.2 cu. in. Compression ratio, 7.0 to 1.

LUBRICATION: Positive-pressure engine lubrication. Floating oil intake. Rotary-type oil pump. Filtered crankcase ventilation. Oil capacity, 5 qts.

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

FUEL SYSTEM: Downdraft carburetor. Heavy-duty, oil-bath air cleaner. Electric automatic choke. High-capacity fuel pump. Oilite fuel filter. Tank capacity, 17 gals.

ELECTRICAL: High-capacity 45-ampere generator. Long-life 15-plate, 105 ampere-hour battery. Dual automatic spark control. Resistor spark plugs. Constant-speed electric windshield wipers.

CHASSIS: Double-channel, box-section frame. Independent front wheel suspension. Front sway bar. Angle-mounted, leaf-type rear springs. Oriflow shock absorbers. Worm and roller-type steering gear. Hypoid rear axle Safety-Rim Wheels. Cyclebond brake linings. Independent parking brake. Extra-low pressure tires, 6.70 x 15.

DIMENSIONS: *Four-door Sedan and Club Coupe*—Wheelbase, 119 in. Overall length, 201 $\frac{3}{8}$ in. Overall height, 62 in. Overall width, 73 $\frac{1}{2}$ in. *Suburban*—Wheelbase, 114 in. Overall length, 189 $\frac{3}{8}$ in. Overall height, 62 $\frac{1}{4}$ in. Overall width, 73 $\frac{1}{4}$ in.

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

Specifications and equipment subject to change without notice.

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