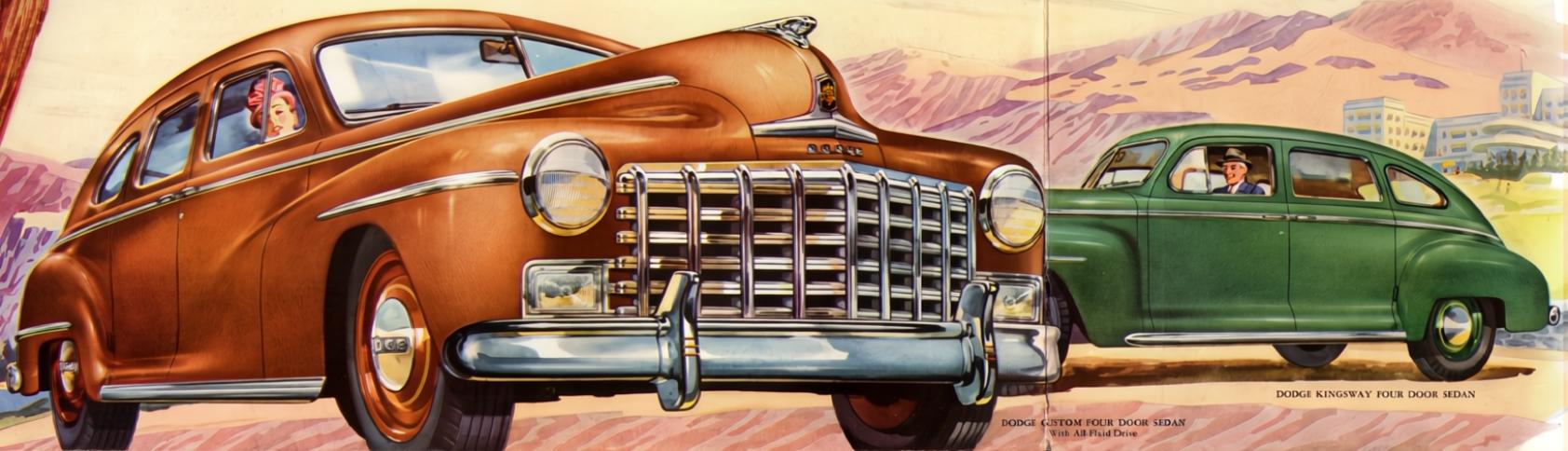


DODGE



DODGE FOR SIZE, POWER AND BEAUTY



DODGE CUSTOM FOUR DOOR SEDAN
With All-Fluid Drive

IMPROVED ALL-FLUID DRIVE

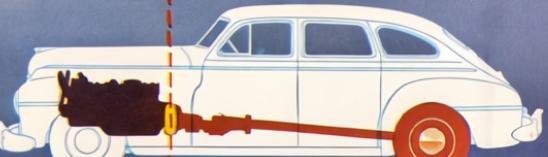
All-Fluid Drive in the Dodge Custom Sedan gives you velvet smoothness and power that will make driving easier.

From start to finish of a day-long drive—through city streets and over the highways—there is no need to touch the clutch. Just step on the accelerator and go!

All-Fluid Drive transmits the power of the big L-head engine into mile after mile of smooth driving. For your convenience in maneuvering and parking, you have two additional forward speeds and reverse.

See and drive the new All-Fluid Drive Dodge today. You will agree—it is the newest thrill in motoring!

THE FLUID COUPLING



SMART NEW STYLE

Fade-away front fenders enhance the modern beauty of the graceful new All-Fluid Drive Dodge Custom Sedan. Massive new wrap-around bumpers—front and rear—add gleaming beauty and provide protection for this great new car's sweeping fenders.



AUTOMATIC MAP LIGHT

Directly below the radio grille on the Dodge Custom Sedan is a convenient, automatic map light which illuminates the front compartment when the right front door is opened. A manual switch on the control panel provides two degrees of illumination.



EXTRA ROOMINESS! EXTRA BEAUTY!

RELAX IN THE CUSHIONED LUXURY of the big new Dodge Custom Sedan. The extra-large front seat accommodates three persons in complete comfort.

THE NEW STEERING WHEEL, finished in rich brown wood grain effect, blends with the instrument panel. A full circle horn ring provides added beauty and convenience.

The speedometer and all gauges have white numerals set against a dark background for increased legibility.



SPACIOUS REAR COMPARTMENT

YOU WILL MARVEL at the spacious comfort and rich beauty of this luxurious rear compartment.

Attractive colorful fabrics blended into harmonious color combinations add new interior luxury. Rear seat arm rests, cleverly located in the side panels, provide additional elbow room when three people occupy the seat. And there is ample knee and leg room, even for tall people.

Extra inches of room . . . deep comfortable cushions . . . luxurious fabrics and appointments . . . all these and many other features make the new Dodge Custom Sedan the queen of its class. See it today!



● **A NEW RIDING THRILL** is in store for you when you drive the great new All-Fluid Drive Dodge Custom Sedan!

You will get smoother, swifter, more enjoyable riding than ever before.

This finest Dodge of all is designed and engineered to give you extra roominess and comfort . . . flashing power and performance . . . more beauty and smartness.

Sleek styling from front to rear is the keynote of this great new Dodge. Simple graceful lines are emphasized in the exterior design. Rich colors and patterns blend interior fabrics and appointments into a single harmonious unit.

Improved Fluid Drive—coupled with the big 102 horsepower engine—gives you an outstanding power and economy combination. And many new fine-car features—a highly efficient rotary type oil pump, new Micronic Filtration oil filter, light-weight aluminum pistons, and many others—make this the greatest Dodge ever!

On all counts you will agree that the new All-Fluid Drive Dodge Custom Sedan is the motoring value of the year. Plan to see and drive it *today!*

S P E C I F I C A T I O N S

DODGE CUSTOM 119½" WB



ENGINE—Six-cylinder, L-head type, Floating Power mounted. Bore 3 ½" (82.55 mm.). Stroke 4 ½" (117.5 mm.). Piston displacement 230.2 cu. in. (3.77 liters). Compression Ratio 6.7:1, A.M.A. horsepower 25.35. Developed brake horsepower 102 at 3600 r.p.m. Plated aluminum alloy, lightweight pistons with 4 coated piston rings each. Four-bearing, counterweighted crankshaft with damped, dynamic vibration absorber. Precision-type, high-duty crankshaft and connecting rod bearings. Silent chain driven camshaft. Four camshaft bearings.

ENGINE LUBRICATION—Pressure oiling from high capacity rotor-type oil pump, through rifle-drilled cylinder block passages to main, connecting rod and camshaft bearings. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Camshaft drive chain lubricated by oil stream from camshaft. Crankcase ventilator and new "Micronic Filtration" oil filter with replaceable radial-type element. Crankcase capacity, 5 quarts (4 ¾ liters). Oil pressure gauge on instrument panel.

FUEL SYSTEM—Plain-tube down-draft carburetor with idle adjustment and adjustable accelerating pump. Automatic manifold heat control. Automatic electric choke control. Oil bath air cleaner and silencer. Mechanical diaphragm fuel pump driven from camshaft. Fuel tank capacity, 17 U. S. gallons (64 liters). Electric fuel gauge on instrument panel. Self-cleaning filter in fuel tank at outlet.

COOLING SYSTEM—Cellular radiator core. Centrifugal water pump. Directional circulation, uniform to all cylinders and valves. Full-length water jackets. By-pass thermostat circulation control. Water capacity 3 ¾ U. S. gallons (14.18 liters). Four-blade 17" fan.

FLUID DRIVE*—Thirteen inch (33 cm.) diameter coupling. Ball type coupling hub bearing. Roller bearings on coupling runner inner bearing.

CLUTCH—Dry, single-plate 9 ¼" (23.5 cm.) diameter clutch with cushion center. Molded woven asbestos facings. Ball-thrust release bearing with lubricants sealed in.

TRANSMISSION—Silent, Constant-Mesh, Easy-Shift, 3 speed transmission with helical gears of carburized Amola steel. Steering column control. Forced ventilation. Blocker-type synchronizer. Seven anti-friction bearings.

REAR AXLE—Semi-floating Hypoid rear axle. Pressed-steel, banjo-type housing. Hypoid gears and axle shafts of Amola steel. Tapered roller bearings. Ratio, 3.9:1; except 3-Passenger Coupe, 3.73:1. Hotchkiss drive through springs.



SUSPENSION—Independent front wheel springing with coil springs of Amola steel. Grooved, 8-leaf, soft acting. Semi-Elliptic rear springs, length 53 ½" (1.362 m.), width 1 ¾" (4.5 cm.). All leaves with tapered ends. Rubber cored bushings at front. Rubber cushioned shackles at rear. Airplane-type shock absorbers front and rear. Individual steering tie-rods hinged and rubber-insulated to eliminate road shock. Steering gear ratio 18.2:1. Front end sway eliminator. Transverse sway strut, rear axle to frame.

CHASSIS FRAME—Super rigid double channel frame. Box-section steel side rails, ½" (2.38 mm.) thick. Maximum depth, 6" (15.2 cm.), outside width at maximum depth, 3 ½" (8.9 cm.).

ELECTRICAL SYSTEM—Solar Spark, 6-volt ignition. Fully automatic spark advance, speed and vacuum control. Shunt-type, generator with voltage and current control. Generator ventilated by centrifugal fan. Push-button operated starter, 15-plate battery, capacity 105 ampere hours, located under hood in left fender shield. Headlights sealed-beam type with foot control. Dual air horns. Full-circle horn ring on steering wheel. Dual tail lights. Stop light. Rear license plate light. Front parking lights. Directional signals available as special equipment.

BRAKES—New improved type hydraulic, 4-wheel internal expanding utilizing an individual cylinder for each shoe in the front wheel brakes self-equalized and weather-proofed. Cast iron brake drums with Superfinished surface. Drum diameter 11" (27.9 cm.). Molded asbestos brake lining 2" wide (5 cm.). Separate, external contracting hand brake for parking, mounted at rear of transmission.

WHEELS AND TIRES—Demountable steel disc wheels with Safety Rims. 16 x 6.00, 4 ply Airwheel tires.

*Standard equipment at extra cost.

All specifications, equipment, models, body types, ornamentation and design subject to change without notice and without responsibility to the Chrysler Corporation, Export Division.

CHRYSLER CORPORATION—EXPORT DIVISION

CODE YLUDV

DODGE KINGSWAY SPECIAL DE LUXE 117" WB

ENGINE—Six-cylinder, L-head type, Floating Power mounted. Bore 3 ¼" (82.55 mm.). Stroke 4 ¾" (111.1 mm.). Piston displacement 217.8 cu. in. (3.57 liters). Compression Ratio 6.6:1. A.M.A. horsepower 25.35. Developed brake horsepower 95 at 3600 r.p.m. "U" slot, cam-ground, plated aluminum pistons with 4 coated piston rings each. Four-bearing crankshaft with vibration damper. Precision-type, high-duty crankshaft and connecting rod bearings. Silent chain driven camshaft. Four camshaft bearings.

ENGINE LUBRICATION—Force-feed from high capacity rotor-type oil pump, through rifle-drilled cylinder block passages to main, connecting rod and camshaft bearings. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Camshaft drive chain lubricated by oil stream from camshaft. Crankcase ventilation and new "Micronic Filtration" sealed-unit oil filter. Crankcase capacity five quarts (4 ¾ liters). Oil pressure gauge on instrument panel.

FUEL SYSTEM—Plain-tube down-draft carburetor with idle adjustment and adjustable accelerating pump. Automatic manifold heat control. Manual choke control. Oil bath air cleaner and silencer. Mechanical diaphragm fuel pump driven from camshaft. Fuel tank capacity, 17 U. S. gallons (64 liters). Electric fuel gauge on instrument panel. Self-cleaning filter in tank at outlet.

COOLING SYSTEM—Centrifugal water pump. Directional circulation, uniform to all cylinders and valve ports. Full-length water jackets. By-pass thermostat. Water capacity 3 ¾ U. S. gallons (14.18 liters). Four-blade 17 inch (43 cm.) fan.

CLUTCH—Dry, single-plate 9 ¼" diameter with cushion center. Molded woven asbestos facings. Ball-thrust release bearing with lubricants sealed in. Forced ventilation. Oilite pilot bearing.

TRANSMISSION—All-Silent Auto-Mesh transmission with helical gears of carburized Amola steel. 3 speeds forward, 1 reverse. Blocker-type synchronizer. Trunnion-type shifting mechanism. Seven anti-friction bearings.

REAR AXLE—Semi-floating Hypoid rear axle. Pressed-steel, banjo-type housing. Gears and axle shafts of Amola steel. Tapered roller bearings. Standard ratio 3.9:1. Hotchkiss drive through springs.

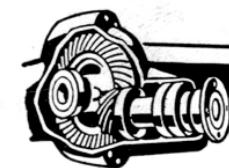
SUSPENSION—Independent front wheel springing with coil springs of Amola steel. Grooved, 8-leaf, soft acting, semi-elliptic rear springs, length 53 ½" (1.362 m.), width 1 ¾" (4.5 cm.). All leaves with tapered ends. Rubber cored bushings at front. Rubber cushioned shackles at rear. Airplane-type shock absorbers front and rear. Individual steering tie-rods hinged and rubber insulated to eliminate road shock. Steering gear ratio 18.2:1. Front end sway eliminator.

CHASSIS FRAME—Improved super rigid, double channel frame. Box-section steel side rails, ½" (2.38 mm.) thick. Maximum depth, 6" (15.2 cm.), outside width at maximum depth, 3" (7.6 cm.).

ELECTRICAL SYSTEM—Solar Spark, 6-volt ignition. Fully automatic spark advance, speed and vacuum control. Shunt-type generator with voltage and current control. Generator ventilated by centrifugal fan. Push-button operated starter, 15-plate battery, capacity 95 ampere hours, located under hood in left fender shield. Headlights sealed-beam type with foot control. Dual air horns. Full-circle horn ring on steering wheel. Dual tail lights. Stop light. Rear license plate light. Front parking lights. Directional signals available as special equipment.

BRAKES—New improved type, Hydraulic, 4-wheel internal expanding, utilizing an individual cylinder for each shoe in the front wheel brakes, self-equalized and weather-proofed. Steel backed, cast iron surface brake drums with Superfinished surface. Drum diameter 10" (25.4 cm.). Molded asbestos brake lining 2" wide (5 cm.). Separate, external contracting hand brake for parking, mounted at rear of transmission.

WHEELS AND TIRES—Demountable steel disc wheels with Safety Rims. 16 x 6.00, 4 ply, Airwheel tires.



Detroit 31, Michigan, U. S. A.

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