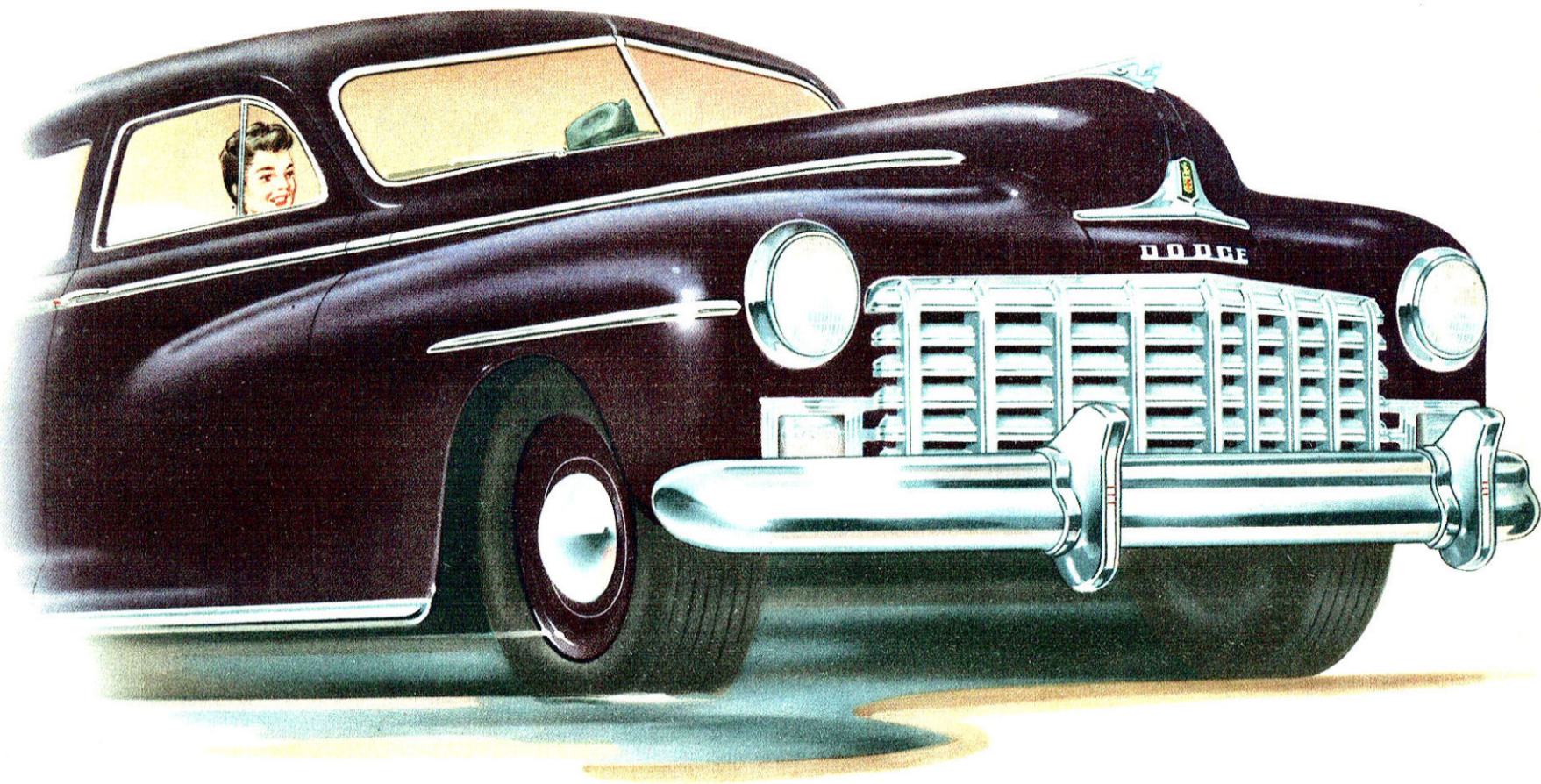


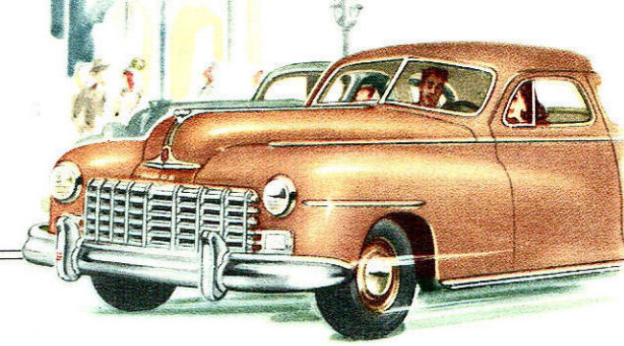
HERE'S THE NEW

DODGE CUSTOM



The Finest Dodge ever Built!..

IN HEAVY TRAFFIC

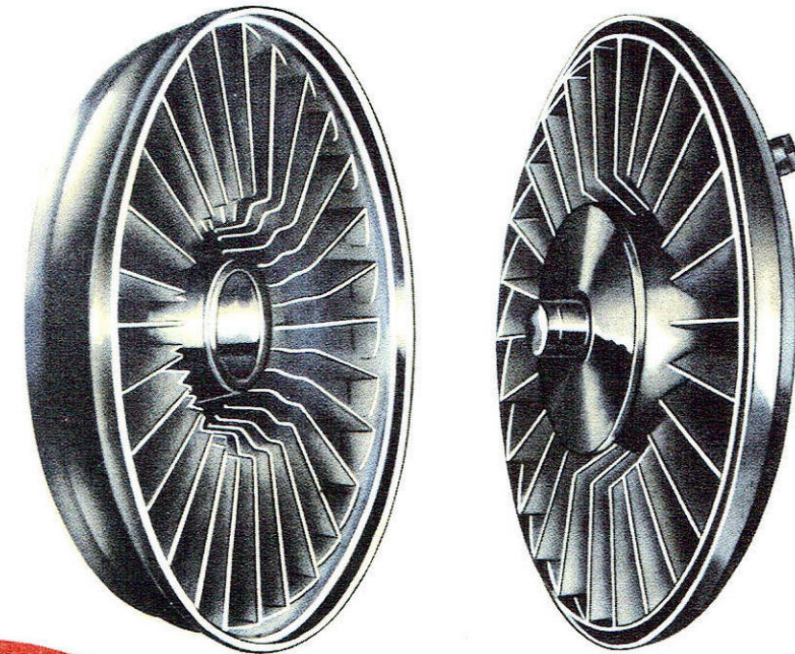


Dodge gyrol Fluid Drive eliminates the need for constant gear changing when you drive in heavy "stop-and-go" traffic—makes driving more restful.

DODGE *Fluid Drive!*

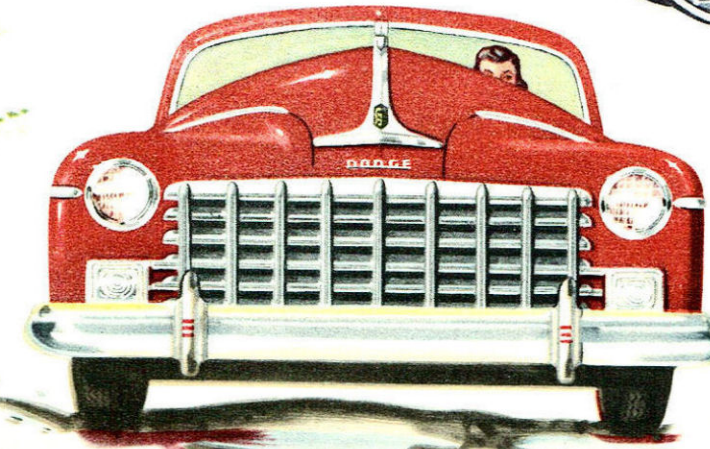
Smooth transfer of power from the engine to the rear wheels, with Dodge gyrol Fluid Drive, means extra driving and riding comfort for you and your passengers. The flywheel attached to the engine forces oil into spiral motion, in an enclosed housing, the oil then causing the flywheel attached to the rear wheels to revolve—with no metal to metal contact.

With Dodge Fluid Drive there are no jerks or jolts. You get smooth, even acceleration, controlled entirely, and almost magically, by the slightest pressure of your toe on the accelerator. This gradual, steady application of power gives you greater control on slippery surfaces—you can start from a standstill on ice or snow without wheelspin.



ON ROUGH ROADS

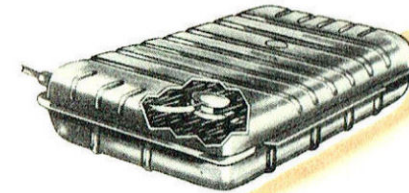
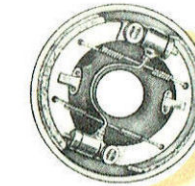
Smooth, steady application of power with Dodge Fluid Drive eliminates the fatigue of rough road driving, saves wear and tear on body and running parts.



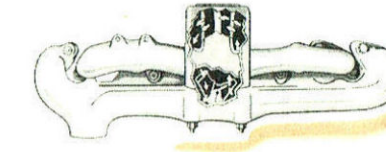
THE GREATEST BRAKE IMPROVEMENT SINCE 1924!



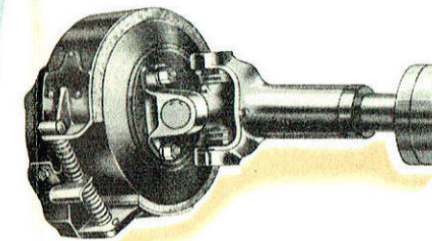
You will be amazed at the efficiency of the new Dodge brakes. The new-type 2-cylinder front brakes (right front brake at right) and the improved rear brakes (left) greatly increase control and stopping power, and actually reduce needed brake pressure by 25 to 30 per cent.



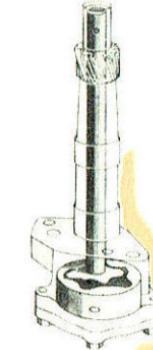
A new self-cleaning filter cleans gasoline before it leaves the tank, eliminating plugged gas lines.



The new design intake manifold gives you faster engine warm-up and maximum horsepower under all conditions. Its greater heating surface improves atomization of fuel and air and gives more even distribution of fuel to the cylinders.



Metal enclosed cross and roller type universal joints give longer, trouble-free life. There are no flexible boots to be damaged.



New high capacity Roto-pressure oil pump gives more uniform oil pressure at all engine speeds and temperatures. It is especially effective in distributing oil at idling speeds.

The Dodge reputation for Dependability is founded on its rugged, well-sprung chassis and the famous Dodge L-Head rubber-mounted engine. The long wheelbase of 119½" for the four-door sedan and six-passenger coupe and 137½" for the 7-passenger sedan are retained. The already famous and improved Dodge L-Head engine develops 105 horsepower at 3,600 R.P.M. with a compression ratio of 6.8 to 1.

Many new features and refinements have been added to the 105 H.P. engine of the "Big" Dodge in addition to those shown on the left, and those in the Fluid Drive. For example, new Seal-Flex lifetime wiring is an original Dodge development of outstanding merit which eliminates the most common cause of short circuits—a breakdown in wire covering; this new covering makes wiring impervious to damage by oil, water or battery acid; better radio reception is assured by a change in the position of the ignition coil from behind the dash to the side of the cylinder block; easy lubrication of the speedometer head is now possible by installation of an accessible oil cup; smoother accelerator pedal action is a direct result of redesigned and simplified accelerator linkage.

These and many other improvements have been designed to lengthen the life of the car, giving Dodge Custom owners many additional thousands of miles of comfortable, trouble-free driving.



The Lowest priced car with ALL FLUID DRIVE!

Specifications

DODGE CUSTOM

AXLE, FRONT—Independent coil spring front wheel suspension, wishbone type. Front sway bar and rear stabilizer.

AXLE, REAR—Ratio 3.9 to 1 all models except 4.3 to 1 on 7-Passenger. Semi-floating. Nickel Molybdenum hypoid gears, one-piece forged drive pinion and shaft mounted on two tapered roller bearings.

BODIES—Safety steel with seamless top. Thoroughly insulated for quietness. Safety glass throughout. Running boards concealed.

BRAKES—Time-tested hydraulic internal self-equalizing four-wheel brakes 11" diameter, weatherproof cast iron brake drums with cast-in steel backs. Front wheel brake shoes actuated by individual cylinders. Separate hand brake on transmission.

CHASSIS LUBRICATION—Pressure grease system.

CLUTCH—Fluid coupling with ventilated single 9¼-inch dry disc type clutch to allow complete disengagement of power.

COOLING SYSTEM—Cooling capacity (3¼ Imperial gallons). Full length water jacket on engine block, water distributor tube full length of block directs water flow around exhaust valve seats. By-pass thermostat water control. Cellular radiator core cooled by four blade fan.

ELECTRICAL SYSTEM—15-Plate Battery, 6-volt, 105 ampere hour capacity, with automatic current and voltage regulation. Ignition Distributor timing fully automatic. All cables heat-resistant and water-proof. Coil mounted on engine to improve radio suppression. Hand Control Starting Motor with push button on instrument panel.

ENGINE—Horse-power 105. Displacement 228 cu. in. Compression ratio 6.8 to 1. L-Head type. Floating Power Engine Mountings. Full length water jackets. Automatic manifold heat control. Alloy steel inserted exhaust valve

seats. Crankshaft drop-forged from special high carbon steel, balanced dynamically and statically, seven counterweights, crankshaft and connecting rod bearings steel backed, removable, precision type. Pistons cam ground U slot, aluminum alloy, stannic coated with four rings, of which the two compression rings are stannic coated. Equipped with vibration damper.

ENGINE LUBRICATION—Force feed from new rotor type Oil Pump to all crankshaft, connecting rod and camshaft bearings. Oil filter, crankcase ventilation.

FINAL DRIVE—Hotchkiss type—Tubular propeller shaft. Universal Joints are of cross type design with needle bearings fully enclosed.

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump driven off camshaft. Fuel Tank capacity 14 Imperial gallons mounted at rear of car with sediment collecting sump. Fuel Filter self cleaning located in fuel tank.

STEERING—Worm and roller steering gear with ratio 18.2 to 1 all models except 7-passenger, semi-irreversible type. 20.1 to 1 on 7-passenger.

SUSPENSION—Front coil springs, rear spring semi-elliptic grooved plates with tapered ends, Amola steel with metal covers on rear. Double acting telescopic shock absorbers front and rear, rubber silent block at front ends of rear springs.

TRANSMISSION—All quiet automesh with helical gears throughout. Six ball and roller bearings in transmission. Steering column type handy control gearshift. Fluid Drive.

VENTILATION—Perfect clear vision system including swing type vents in front doors and rear quarters. Forward opening cowl ventilator.

WHEELS AND TIRES—Five demountable steel disc 16x1.00 air wheel type with four 16x6.00 tires. 16x1.50 wheels with 16x6.50 tires, 7-passenger.

WHEELBASE—119½". Seven-passenger 137½".

NOTE—All Specifications subject to change without notice and without responsibility to the Chrysler Corporation of Canada, Limited—Dodge-DeSoto Division.

Equipment as Shipped

119½" Wheelbase—4-Door Sedan, Club Coupe. 137½" Wheelbase—7-Passenger. 105 H.P. Floating Power engine. 5 16" aero-disc wheels. 4 600x16 4-ply tires. 4 650x16 4-ply tires on 7-passenger sedans. Fluid Drive. Safety glass throughout. Metal rear spring covers. Dual sun visors. Dual tail lights. Dual airone horns. Remote control horn ring. Dual windshield wipers. Swing-type ventilator in front door windows and in rear quarters (sedan). Drip mouldings. Center license plate lamp and bracket. Independently sprung front wheels. Hypoid type rear axle 3.9:1 all models except 7-passenger sedan which is 4.3:1. Automatic choke. Oil-bath air cleaner and intake silencer. Oil filter. Vibration damper. Gearshift lever under steering wheel. Gravel shields—front and rear. Textile leather scuff pads on bottom of doors. Textile leather on rear seat cushion heel kick. Transmission hand brake. Bumpers and buffer plates front and rear. Four double-acting shock absorbers. Sway eliminator. Rear stabilizer. Foot rest (sedans only). Genuine safety steel body—one-piece roof. Glove compartment and lock. Ash receivers—1 front, 1 rear (4-door sedans) 2 rear (club coupes and 7-passenger sedans). Auto jack. New interior plastics. Radio grille. Chrome bead around windshield. Chrome bead around back window. Rubber weatherstrip around doors. Luggage compartment floor insulation. Luxury seat pads. Robe cord. Assist straps 4-door sedans and 7-passenger sedans. Automatic door switches. Instrument panel map light. Locks on both front doors. Front door arm rests on both front doors. Button starter on instrument panel.



Specifications

DODGE CUSTOM

AXLE, FRONT—Independent coil spring front wheel suspension, wishbone type. Front sway bar and rear stabilizer.

AXLE, REAR—Ratio 3.9 to 1 all models except 1.3 to 1 on 7-Passenger. Semi-floating. Nickel Molybdenum hypoid gears, one-piece forged drive pinion and shaft mounted on two tapered roller bearings.

BODIES—Safety steel with seamless top. Thoroughly insulated for quietness. Safety glass throughout. Running boards concealed.

BRAKES—Time-tested hydraulic internal self-equalizing four-wheel brakes 11" diameter, weatherproof cast iron brake drums with cast-in steel backs. Front wheel brake shoes actuated by individual cylinders. Separate hand brake on transmission.

CHASSIS LUBRICATION—Pressure grease system.

CLUTCH—Fluid coupling with ventilated single 9½-inch dry disc type clutch to allow complete disengagement of power.

COOLING SYSTEM—Cooling capacity (3¼ Imperial gallons). Full length water jacket on engine block, water distributor tube full length of block directs water flow around exhaust valve seats. By-pass thermostat water control. Cellular radiator core cooled by four blade fan.

ELECTRICAL SYSTEM—15-Plate Battery, 6-volt, 105 ampere hour capacity, with automatic current and voltage regulation. Ignition Distributor timing fully automatic. All cables heat-resistant and water-proof. Coil mounted on engine to improve radio suppression. Hand Control Starting Motor with push button on instrument panel.

ENGINE—Horse-power 105. Displacement 228 cu. in. Compression ratio 6.8 to 1. L-Head type. Floating Power Engine Mountings. Full length water jackets. Automatic manifold heat control. Alloy steel inserted exhaust valve

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ENGINE LUBRICATION—Force feed from new rotor type Oil Pump to all crankshaft, connecting rod and camshaft bearings. Oil filter, crankcase ventilation.

FINAL DRIVE—Hotchkiss type—Tubular propeller shaft. Universal Joints are of cross type design with needle bearings fully enclosed.

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump driven off camshaft. Fuel Tank capacity 11 Imperial gallons mounted at rear of car with sediment collecting sump. Fuel Filter self cleaning located in fuel tank.

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SUSPENSION—Front coil springs, rear spring semi-elliptic grooved plates with tapered ends. Amola steel with metal covers on rear. Double acting telescopic shock absorbers front and rear, rubber silent block at front ends of rear springs.

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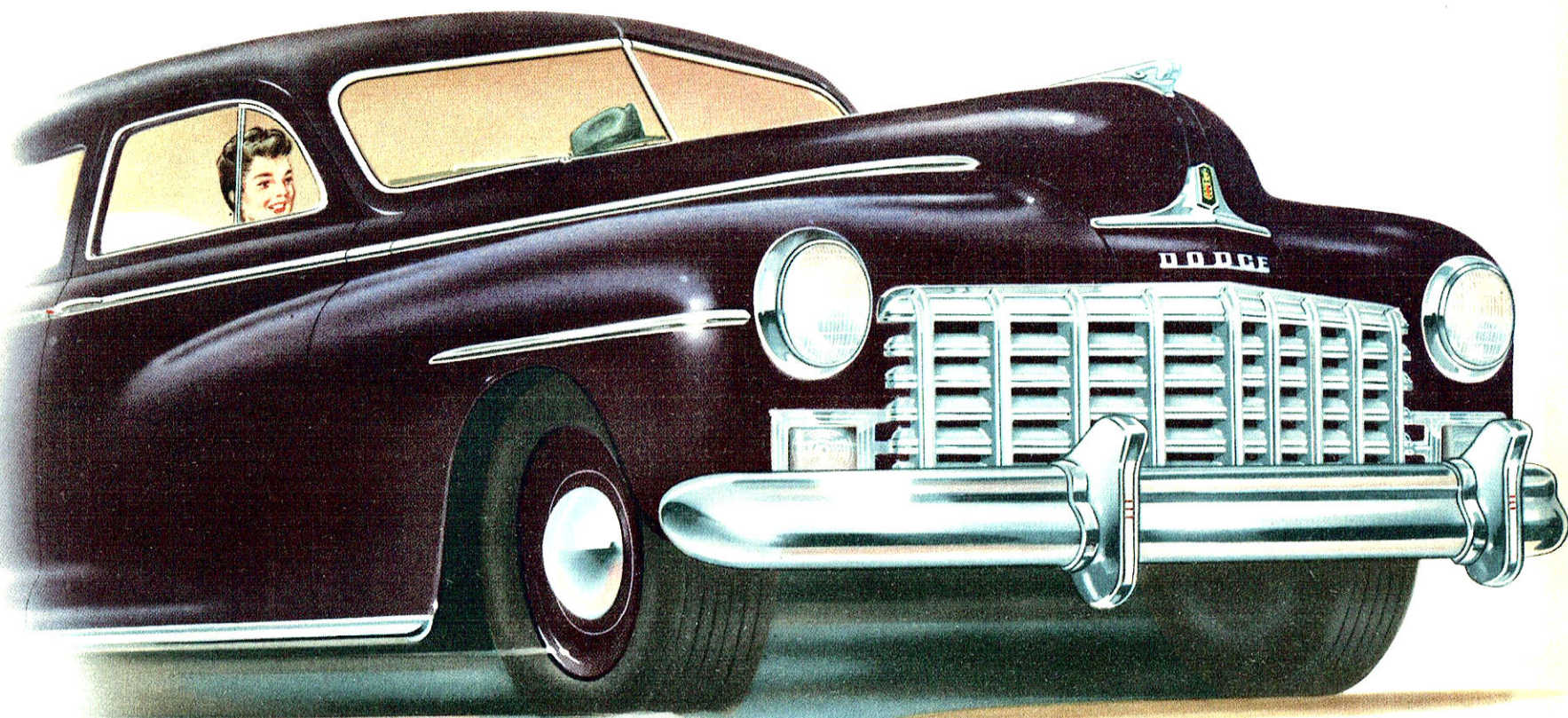
NOTE—All Specifications subject to change without notice and without responsibility to the Chrysler Corporation of Canada, Limited—Dodge-DeSoto Division.

Equipment as Shipped

119½". Wheelbase—4-Door Sedan, Club Coupe, 137½". Wheelbase—7-Passenger. 105 H.P. Floating Power engine. 3.16" over-disc wheels. 4.60x16 4-ply tires. 4.60x16 4-ply tires on 7-passenger sedans. Fluid Drive. Safety glass throughout. Metal rear spring covers. Dual sun visors. Dual tail lights. Dual airline horns. Remote control horn ring. Dual windshield wipers. Swing-type ventilator in front door windows and in rear quarters (sedan). Drip mouldings. Center license plate lamp and bracket. Independently sprung front wheels. Hypoid type rear axle 3.9:1 all models except 7-passenger sedan which is 4.3:1. Automatic choke. Oil-bath air cleaner and intake silencer. Oil filter. Vibration damper. Gear-shift lever under steering wheel. Gravel shields—front and rear. Textile leather scuff pads on bottom of doors. Textile leather on rear seat cushion heel kick. Transmission hand brake. Bumpers and buffer plates front and rear. Four double-acting shock absorbers. Sway eliminator. Rear stabilizer. Foot rest (sedans only). Genuine steel body—one-piece roof. Glove compartment and lock. Ash receivers—1 front, 1 rear (4-door sedans) 2 rear (club coupes and 7-passenger sedans). Auto jack. New interior plastics. Radio grille. Chrome bead around windshield. Chrome bead around back window. Rubber weatherstrip around doors. Luggage compartment floor insulation. Luxury seat pads. Rode cord. Assist straps 4-door sedans and 7-passenger sedans. Automatic door switches. Instrument panel map light. Locks on both front doors. Front door arm rests on both front doors. Button starter on instrument panel.

HERE'S THE NEW

DODGE CUSTOM



The Finest Dodge ever Built!..

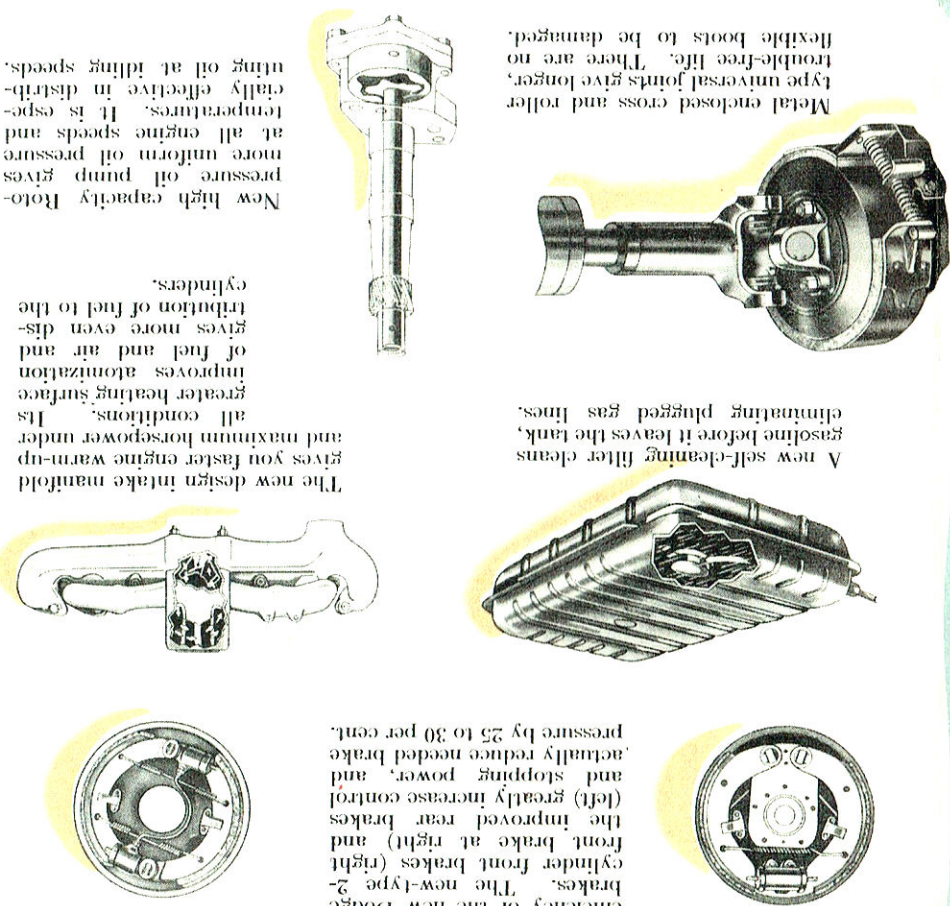
The Lowest priced car with ALL FLUID DRIVE!



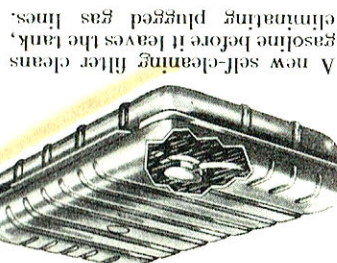
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Many new features and refinements have been added to the 11-P. engine of the "Big" Dodge in addition to those shown on the left, and those in the Fluid Drive. For example, new Seal-Flex lifeline wiring is an original Dodge development of outstanding merit which eliminates the most common cause of short circuits—a breakdown in wire covering; this new covering makes wiring impervious to damage by oil, water or battery acid; better radio reception is assured by a change in the position of the ignition coil from behind the dash to the side of the cylinder block; easy lubrication of the speedometer bear is now possible by installation of an accessible oil cup; smoother accelerator pedal action is a direct result of redesigned and simplified accelerator linkage.

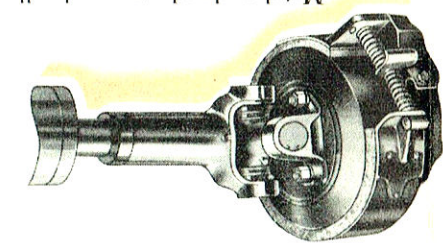
These and many other improvements have been designed to lengthen the life of the car, giving Dodge Custom owners many additional thousands of miles of comfortable, trouble-free driving.



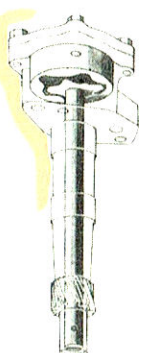
You will be amazed at the efficiency of the new type 2-cylinder front brakes (right) and the greatly increased control of the rear brakes (left) and the improved power, and actually reduce needed brake pressure by 25 to 30 per cent.



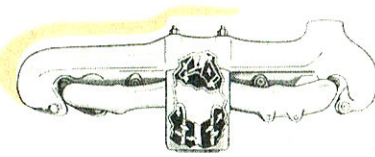
A new self-cleaning filter cleans gasoline before it leaves the tank, eliminating plugged gas lines.



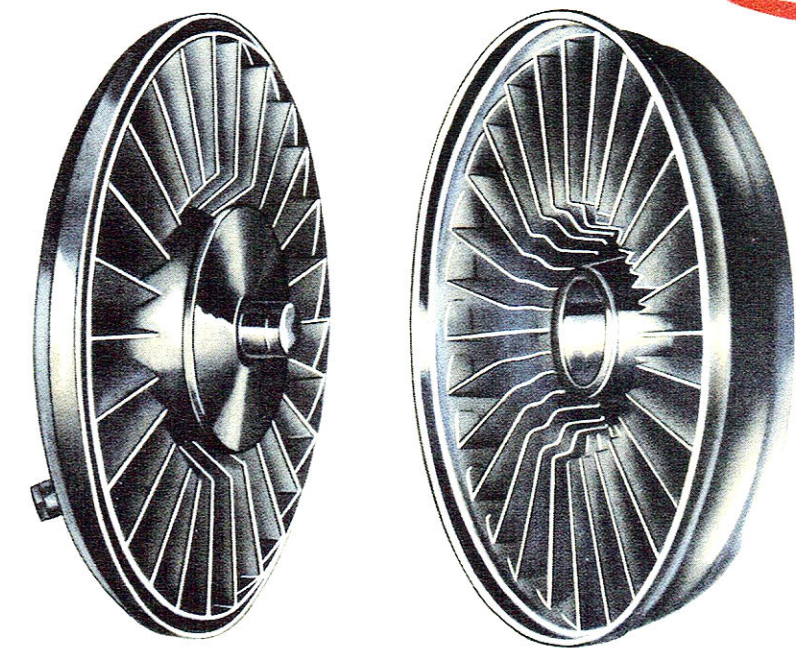
Metal enclosed cross and roller type universal joints give longer, trouble-free life. There are no flexible boots to be damaged.



New high capacity Rotor pump gives more uniform oil pressure at all engine speeds and temperatures. It is especially effective in distributing oil at idling speeds.



The new design intake manifold gives you faster engine warm-up and maximum horsepower under all conditions. Its greater heating surface improves circulation of fuel and air and gives more even distribution of fuel to the cylinders.

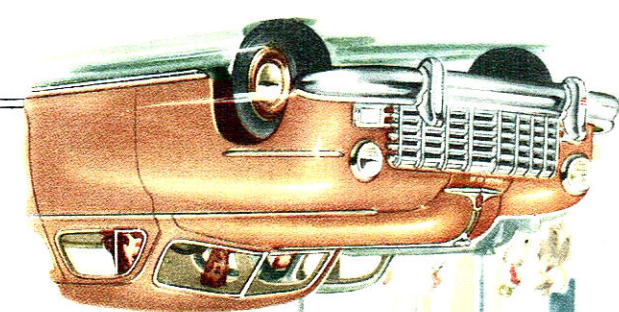


DODGE Fluid Drive!

Smooth transfer of power from the engine to the rear wheels, with Dodge glycol Fluid Drive, means extra driving and riding comfort for you and your passengers. The flywheel attached to the engine forces oil into spiral motion. In an enclosed housing, the oil then causing the flywheel attached to the rear wheels to revolve—with no metal to metal contact.

With Dodge Fluid Drive there are no jerks or jolts. You get smooth, even acceleration, controlled entirely, and almost magically, by the slightest pressure of your toe on the accelerator. This gradual, steady application of power gives you greater control on slippery surfaces—you can start from a standstill on ice or snow without wheelspin.

ON ROUGH ROADS
Smooth, steady application of power with Dodge Fluid Drive eliminates the fatigue of rough road driving, saves wear and tear on body and running parts.



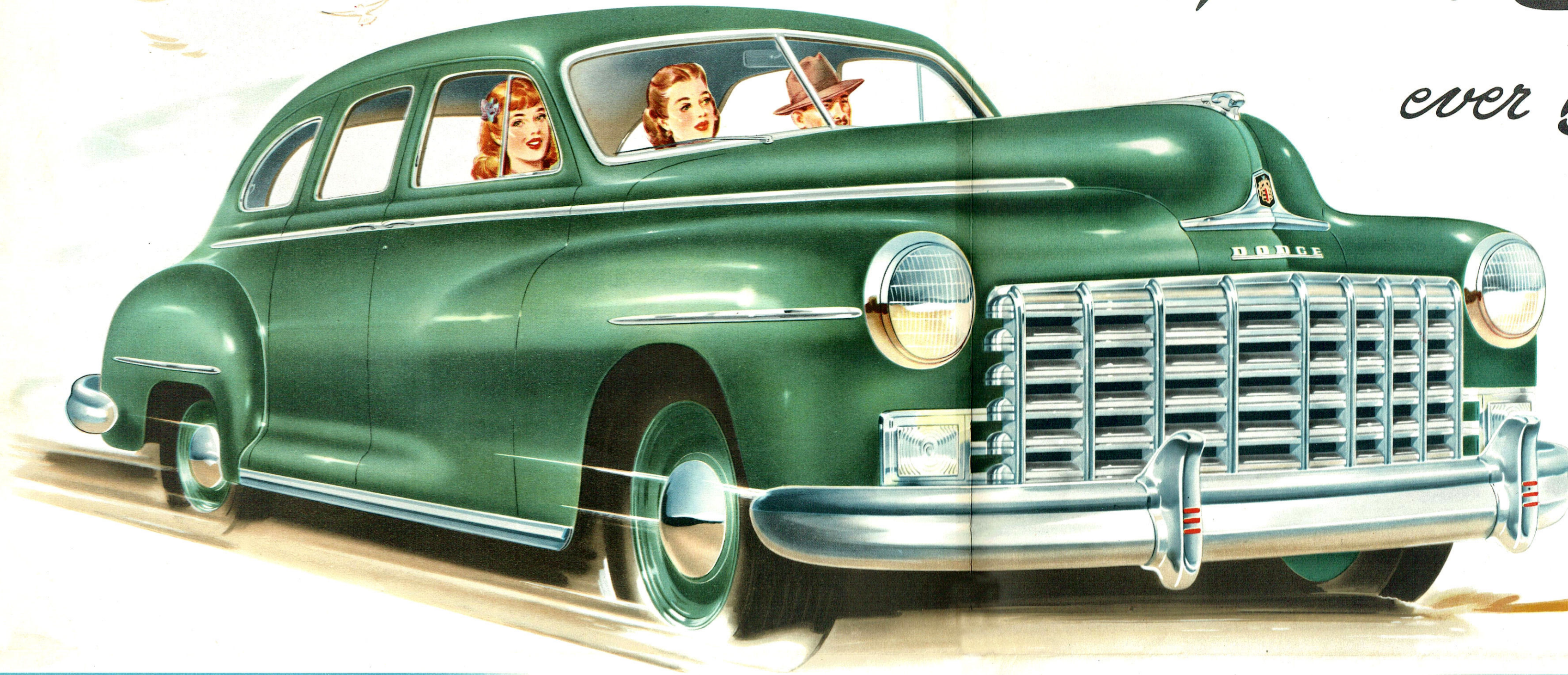
IN HEAVY TRAFFIC

Dodge glycol Fluid Drive eliminates the need for constant gear changing when you drive in heavy "stop-and-go" traffic—makes driving more restful.

THE GREATEST BRAKE IMPROVEMENT SINCE 1924!

DC-46-3

The Finest Dodge ever Built!



DODGE CUSTOM FOUR-DOOR SEDAN

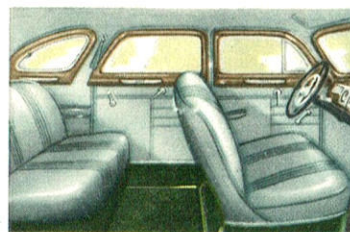
Here's a car you'll be proud to own—the New Dodge Custom—the finest Dodge ever built . . . big . . . roomy . . . a luxury car of radiant beauty.

You'll thrill to its satin-smooth getaway and speedy acceleration, with the eager 105 horsepower Dodge engine and the improved, more rugged, gyrol Fluid Drive. You ride in armchair ease as the renowned Dodge Floating Ride smooths out the roughest roads.

Scores of new features have been added to the time-tested qualities which have made the Dodge name so famous for Dependability. The result is this new and finer Dodge Custom which will give you many thousands of miles of economical, trouble-free operation.

See it at your local Dodge dealer's showrooms—he will be glad to show you why this new Dodge Custom is the finest Dodge ever built.

You get extra head and leg room and luxurious comfort in the Dodge Custom 4-door sedan. Attractive, tailored upholstery, sparkling instrument panel and fittings give a rich appearance.



The heavy wrap-around bumpers give you extra protection for the rear end. Registration plate light and rear lights are re-located to make a new, attractive and colorful grouping.

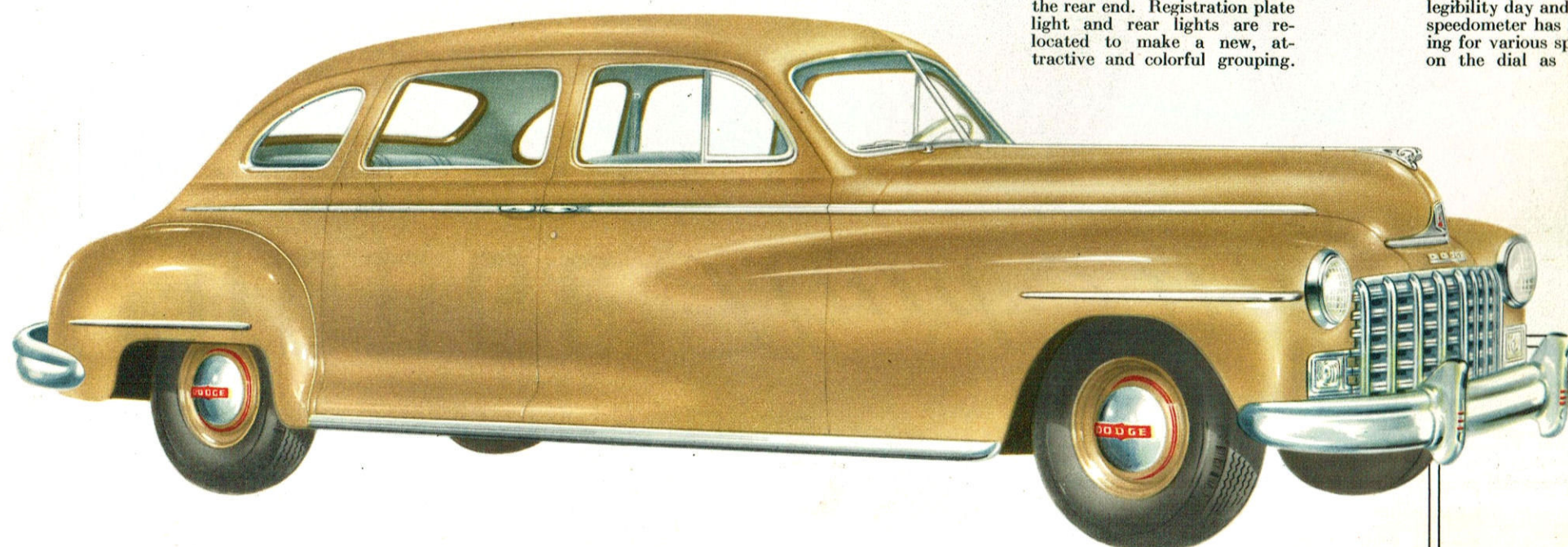


The new instrument panel has brighter, safer, non-glare lighting for greater legibility day and night. Safety signal speedometer has improved color warning for various speed ranges, indicated on the dial as well as the pointer.

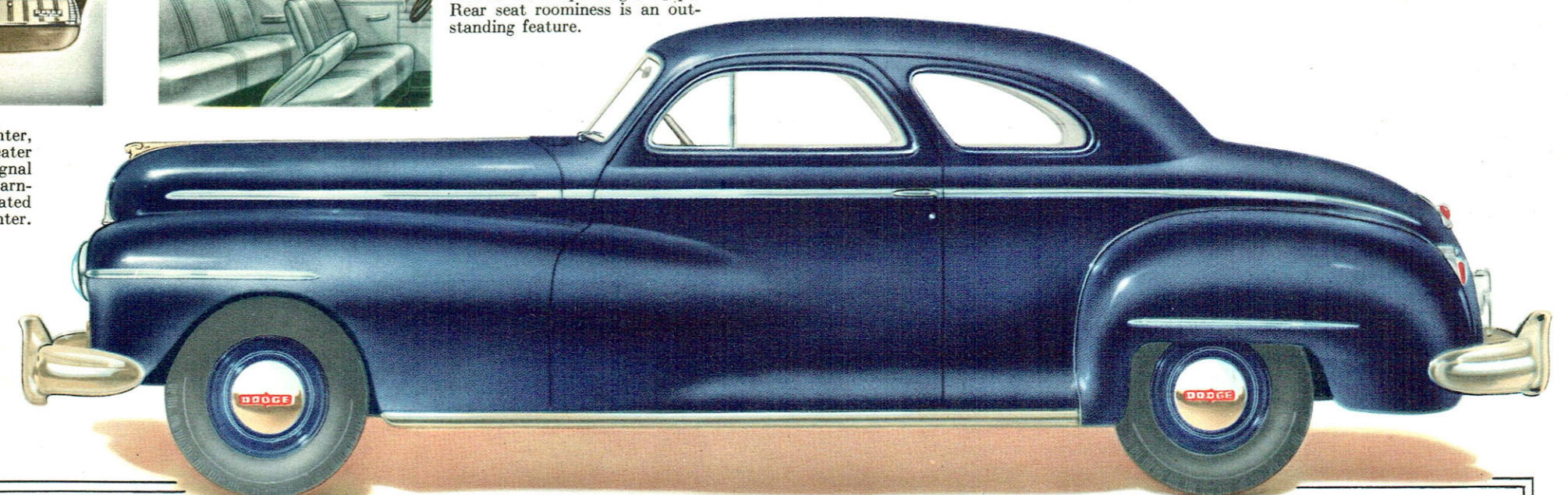


Wide doors, and front seats which swing well forward, give easy access to the ample rear seat of the six-passenger coupe. Rear seat roominess is an outstanding feature.

SIX-PASSENGER DODGE CUSTOM COUPE



SEVEN-PASSENGER DODGE CUSTOM SEDAN



DODGE CUSTOM

Four-Door Sedan • Six-Passenger Coupe • Seven-Passenger Sedan