



*All New* '53 DODGE

*The Action Car for Active Americans*

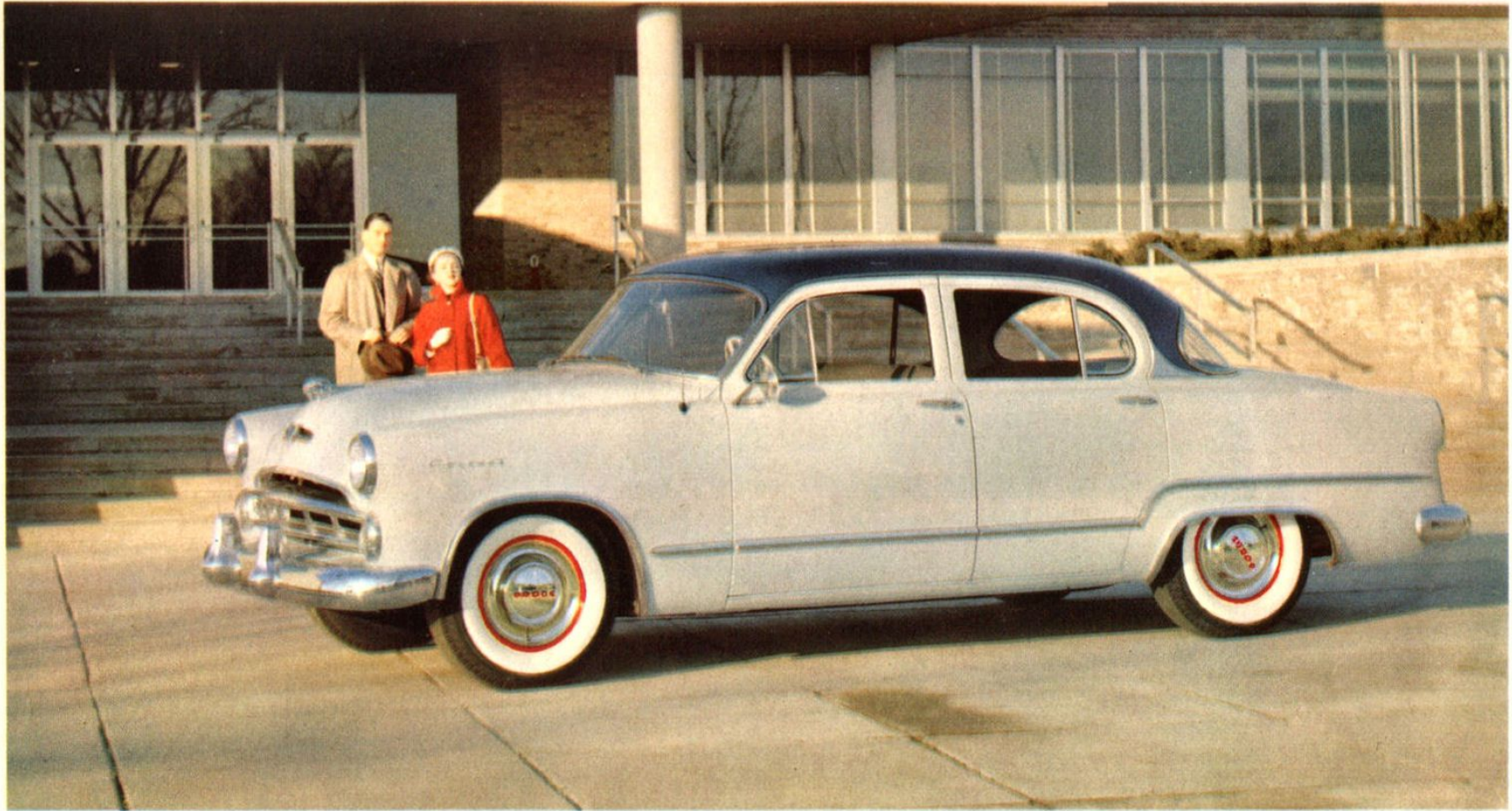


smart, new *Style* that sets a pattern for tomorrow

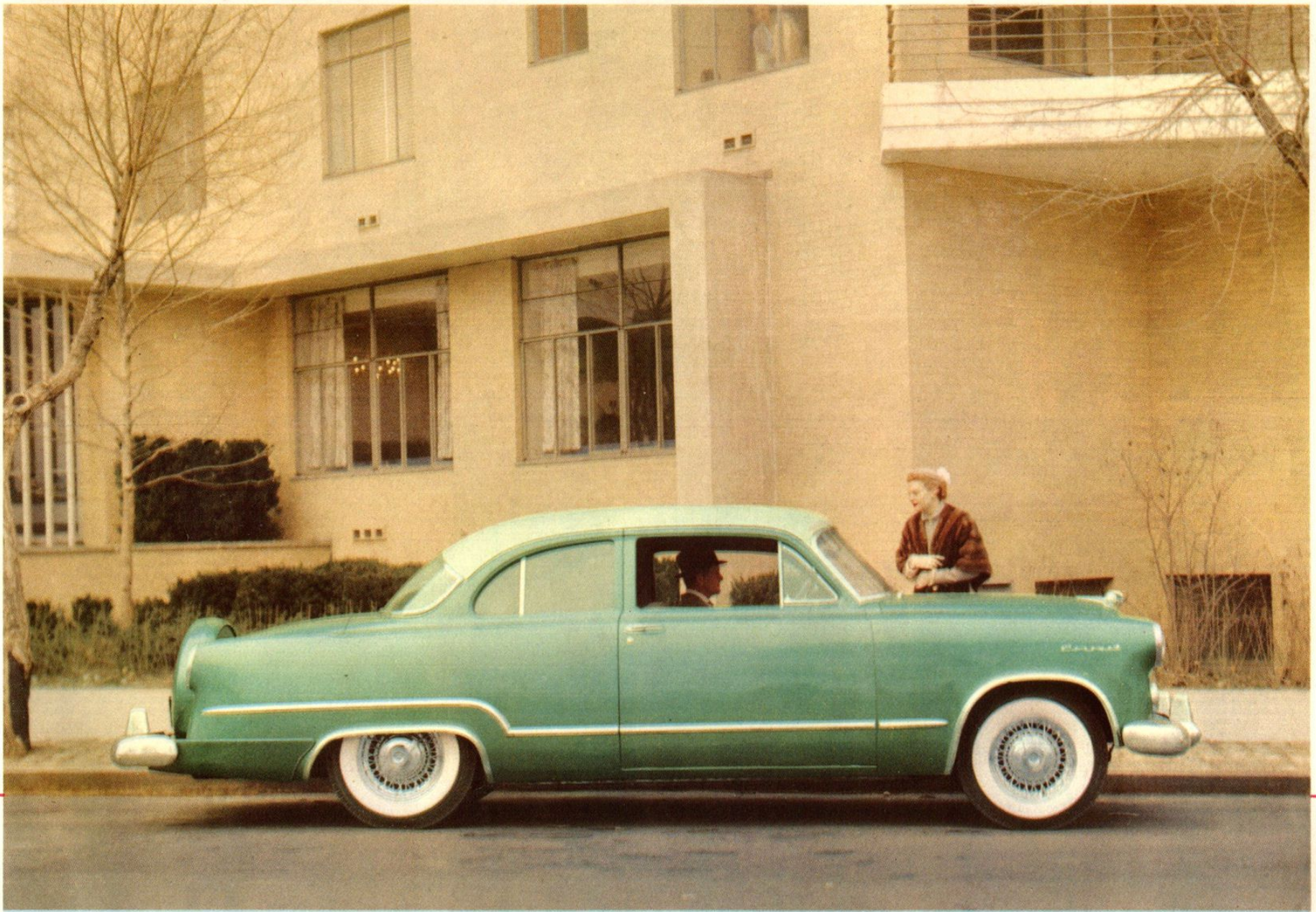
**DODGE CORONET V-EIGHT FOUR-DOOR SEDAN** in harmonizing *Fairfax Blue* and *Mecca Blue*

The clean, trim styling of this Coronet V-eight Four-Door Sedan is fresh as tomorrow. Sparkling, new two-tone colors accent its modern, distinctive lines.

Powerful Red Ram V-eight engine gives superlative performance. Here's a car you will own with pride . . . and drive with pleasure for a long, long time!







**DODGE CORONET V-EIGHT CLUB COUPE** in pleasantly contrasting Shoal Green and Sea Shore Green

Here's style that steps out ahead! The sleek continental flair of this smart Dodge Coronet Club Coupe gives a hint of surging V-eight power and flashing

performance. There's travel room to spare in its spacious, gracious interior. It's the perfect companion for busy city driving... and cross-country motoring, too!

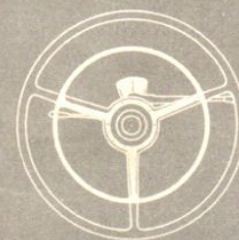




## Interiors Are Stylish

Front compartment in Dodge Coronet V-eight has a smart two-tone instrument panel. The long-wearing "Fashion-Fiber" fabric is styled in beautiful harmonizing colors. Chair-high "Comfort-Contour" seat is padded with thick cushion of soft, foam rubber.

*Luxury*... with your comfort in mind



## ... and Planned for Travel

Rear compartment is every bit as comfortable as it is beautiful! Seats are wide and deep. There's extra elbow room—more head room, leg room. Fabrics are long wearing and color fast. Vent window has easy-to-open latch.



Dodge Division, Chrysler Corporation, Detroit 31, Michigan