



It's true... it's New... it's

DODGE

for fifty-two

More new beauty in fifty-two... power, comfort and safety, too!



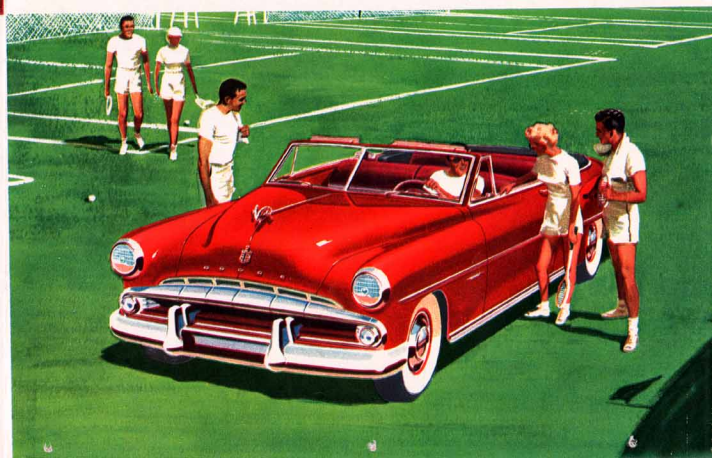
THIS DASHING new Dodge gives you a motoring world with *no* fences around it! Drive where you will . . . through well-paved skyscraper canyons in the city . . . or over chuck-hole pitted country roads . . . the ride is always exceptionally smooth. This Dodge takes "the bump out of bumps."

No limits on value and dependability either! Dodge for Fifty-two not only lives up to the proud tradition of Dodge dependability—it sets new standards even for Dodge!

You want all the safety in the world for your family—and you get it in this new Dodge. The big Dodge Safe-Guard brakes and sweeping visibility are only part of the extra safety provided.

Yes, the new Dodge brings you all the advantages of higher-priced cars in more ways than ever . . . but then, *you'll* discover that the first time you drive it!

HERE is a new beauty that will challenge any other car in America. It is a bold, exciting beauty that contributes to your luxury as well as it speaks for your good taste. A *popular* beauty that will stimulate sincere admiration and compliments wherever you drive it. Yes, this new Dodge is the thrilling fulfillment of quality design . . . this beautiful Dodge for Fifty-two!





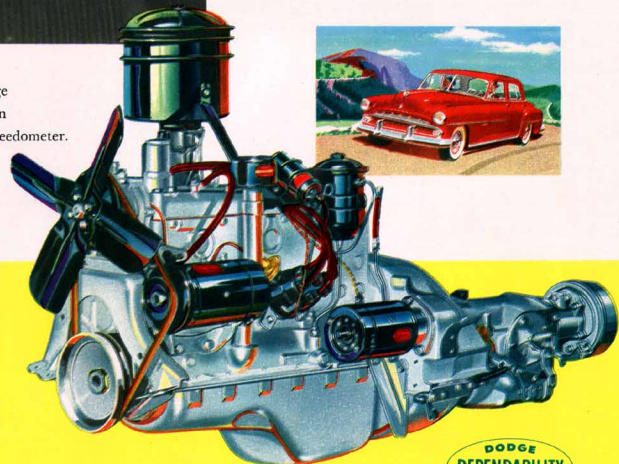
A beauty throughout... And a thorough value!



The two-tone motif which lends such high distinction to Dodge interiors is keynoted in the smartly styled instrument panel. The new grain finish removes glare, and eyes need scarcely leave the road to read the recessed speedometer. Controls easy-to-reach; dials are easy-to-see; panel lighting adjusts from bright to dim.

You'll be proud of the harmonizing two-tone interior trim and smartly tailored upholstery in your new Dodge. You'll thrill to the sparkling contrast of exquisitely designed appointments and rich durable fabrics. Here's exciting glamour that feels as good as it looks!

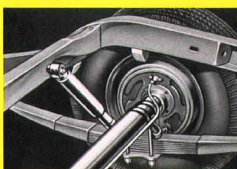
There's power to be felt, too, in Dodge for Fifty-two, smooth, responsive performance at its best. The big Dodge "Get-Away" engine has "Speed-Proofed" cylinder walls for quicker, safer break-in . . . and its gallon-squeezing gas economy will save you dollars over the years.



DODGE
DEPENDABILITY
VALUE



Big "Landscape Windshield" and huge picture window offer greater safety through better visibility. Narrow corner posts of windshield and eye-level side windows give "watchtower visibility" in all directions.



Amazing Oriflow Ride gives comfort and safety impossible with ordinary shock absorbers. "Oriflow" increases "resistance" in proportion to road roughness. Even on roughest roads you'll enjoy the relaxing comfort of the Dodge Oriflow Ride.



Electric Windshield Wipers, on all 1952 Dodge models at no extra cost, operate smoothly, quietly at constant speed for safe clearview vision. They eliminate the hazardous stop-and-go action of conventional vacuum-operated wipers.

choose your **DODGE** from this beauty parade of '52 models!



Coronet 4-door Six-Passenger Sedan

THINK BACK to all the features and advantages you've ever wished for in a car . . . then check them off, one by one, in this style-smart representative of Dodge elegance and quality. There's spacious interior roominess for six passengers. Posture-right "Knee-Level" seats help give everyone a more restful ride. They permit driver and passengers to take advantage of the extra visibility Dodge provides. Everyone in the family will find a "favorite" feature to admire and enjoy . . . and here's why: You can pay hundreds of dollars more and still not get all the high-priced features that are yours in this brilliant new Dodge!



Coronet Sierra

HERE'S practical utility and casual beauty combined in a smart all-steel body. This six passenger all-purpose model is designed to provide enormous luggage and cargo space. With tail gate extended and rear seat folded flush with floor you get a carrying space of approximately 9-2/3 ft. by 4 ft. The spare tire is concealed in a locked floor well.

Wayfarer 2-door Sedan

HIGH-STYLING and low cost combine to nominate this big Wayfarer model as the economical family car that is ideally suited for business, too. All the famous extra-value Dodge features will be found in this thrifty Wayfarer . . . and all at a cost just a few dollars more than the lowest-priced cars!

The ever-popular Wayfarer

Wayfarer Business Coupe

FOR THE business man or budget-minded family, whose activities require a second car, this easy-to-park, 115-inch wheelbase Wayfarer model is the answer. The convenient package space behind the rear seat plus the exceptional cargo capacity under the rear deck provide a total storage space that will swallow almost any load.

Coronet Diplomat

THIS YOUTHFUL MODEL will have a particular appeal to those who want the sleek, distinctive styling of a convertible and the convenience and security of a durable steel top. The sports car accent is incorporated throughout . . . from the dashing decorative trim of its roomy six-passenger interior to the fleet, sweeping lines of the body and fenders.

SOMEWHERE in this Dodge "parade of beauty" is the one particular model created to give you years of unforgettable driving pleasure. *Your* Dodge . . . that everyone will recognize as symbolic of *your* way of living. Select the Dodge beauty that is to bring you so much more than any car you've ever owned and most completely satisfies your heart's desire. Then custom-choose your preference of body color and luxurious interior fabrics offered by your Dodge dealer. The result will be a thrill to own—a beautiful dependable Dodge that really *belongs* in your life!



the Meadowbrook

ON ITS 123 1/2" wheelbase, this big 6-passenger 4-door Meadowbrook Sedan offers the extra roominess, the matchless performance, the superb riding qualities of the Coronet, but at a lower price. Here is big car luxury at a price that will appeal to the economy-minded.

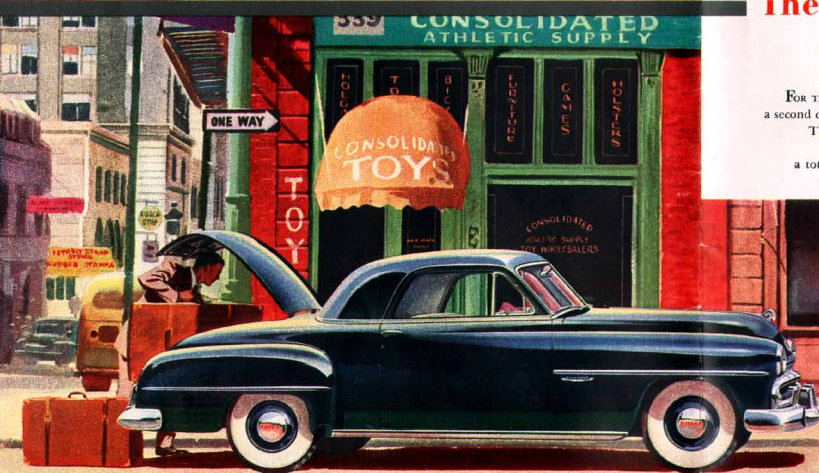
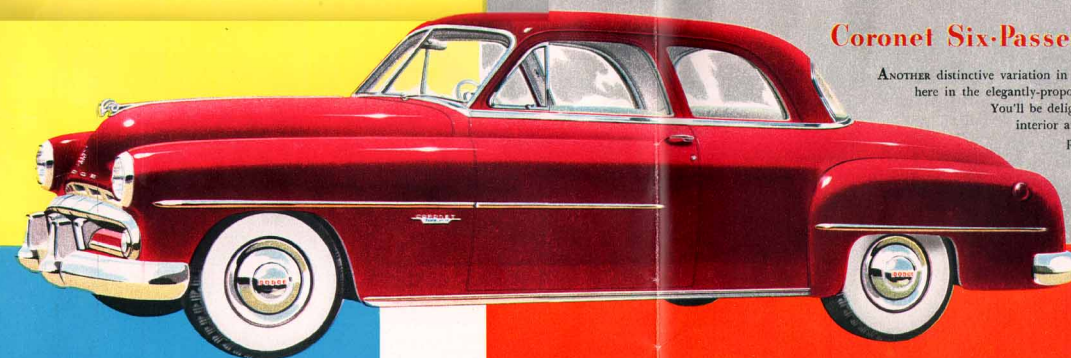
Coronet Six-Passenger Convertible

DRIVING takes on a new zest . . . and all outdoors is yours . . . in this low, glamorous beauty! A touch of the finger raises or lowers the hydraulically operated, tailor-crafted top. Richly upholstered in colorful fabrics and leather-trim effect. See what adventurous, top-down driving can do to keep the spirits up!



Coronet Six-Passenger Club Coupe

ANOTHER distinctive variation in Dodge body styling is expressed here in the elegantly-proportioned Coronet Club Coupe. You'll be delighted with the spacious 6-passenger interior and generous head, hip and leg room provided for both front and rear seat riders.



Specifications

CORONET and MEADOWBROOK

DIMENSIONS: Overall length, 206 $\frac{1}{2}$ "; wheelbase, 123 $\frac{1}{2}$ "; height, no load, 64 $\frac{1}{2}$ "; outside width, 74 $\frac{1}{2}$ ".

CHASSIS: Box-type frame; front springs, coil; rear springs, semi-elliptic, 8 leaves; metal spring covers. Worm and roller 2-tooth steering gear; hypoid rear axle; ratio 3.9 to 1. Fluid Drive. Safety-Rim Wheels; Super-Cushion 7.10 x 15 tires* on 5" rims. Safe-Guard Hydraulic Brakes with 2 cylinders in front wheels and Cycleband linings; lining area 173 $\frac{1}{2}$ sq. in. Parking brake on propeller shaft independent of service brakes. Oriflow-type shock absorbers.

ENGINE: L-Head 6 Cylinder; bore and stroke, 3 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ "; displacement, 230.2 cubic inches; 190 lb. ft. torque at 1200 rpm; 103 h.p. at 3600 rpm; compression ratio, 7.0 to 1. Vibration dampener; full pressure lubrication to main, connecting rod and camshaft bearings. Silent timing chain; water distributing tube; exhaust valve seat inserts.

FUEL SYSTEM: Tank capacity, 17 gals. with Oilite self-cleaning filter. Oil bath air cleaner. High capacity fuel pump; automatic choke; thermostatic manifold control.

LUBRICATION: Gerator-type oil pump; replaceable element by-pass type oil filter; engine capacity, 5 qts.

COOLING SYSTEM: Thermostatic by-pass type; capacity, 13 $\frac{1}{2}$ qts. without heater.

ELECTRICAL SYSTEM: Large 40 amp. generator; neoprene-jacketed ignition cable; resistor-type spark plugs with wide .035 gap; 15-plate 105 amp. hr. battery; temperature compensated voltage regulator; ignition cable armored to cowl. Dome light goes on when right hand doors are opened. Two matched air-tone horns. Horn ring on steering wheel. Two-speed electric windshield wipers on Coronet, single speed electric windshield wipers on Meadowbrook.

BODY: 4-door seat cushion width, front 58"; rear 58". Leg room, front 41 $\frac{1}{2}$ ", rear 41 $\frac{1}{2}$ "; seat height from floor, front 15 $\frac{1}{2}$ ", rear 15 $\frac{1}{2}$ "; vertical head room, front and rear 37". Front seat adjustable, horizontal 5", vertical 1 $\frac{1}{4}$ ". External door locks on both front doors. Two sun visors.

WAYFARER

DIMENSIONS: Overall length, 199 $\frac{1}{2}$ "; wheelbase, 115"; height, no load, 63 $\frac{1}{2}$ "; outside width, 73".

CHASSIS: Box-type frame; front springs, coil; rear springs, semi-elliptic, 7 leaves. Worm and roller 2-tooth steering gear; hypoid rear axle, ratio, coupe and roadster, 3.73 to 1, 2-door, 3.9 to 1. Fluid Drive. Safety-Rim Wheels; Super-Cushion 6.70 x 15 tires on 4 $\frac{1}{2}$ " rims. Safe-Guard Hydraulic Brakes with 2 cylinders in front wheels and Cycleband linings; lining area 157.78 sq. in. Parking brake on propeller shaft independent of service brakes. Oriflow-type shock absorbers.

ENGINE: L-Head 6 Cylinder; bore and stroke, 3 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ "; displacement, 230.2 cubic inches; 190 lb. ft. torque at 1200 rpm; 103 h.p. at 3600 rpm; compression ratio, 7.0 to 1. Full pressure lubrication to main, connecting rod and camshaft bearings. Silent timing chain; water distributing tube; exhaust valve seat inserts.

FUEL SYSTEM: Tank capacity, 17 gals. with Oilite self-cleaning filter, oil bath air cleaner. High capacity fuel pump; automatic choke; thermostatic manifold control.

LUBRICATION: Gerator-type oil pump; engine capacity, 5 qts.

COOLING SYSTEM: Thermostatic control, capacity, 13 $\frac{1}{2}$ qts. without heater.

ELECTRICAL SYSTEM: Large 40 amp. generator; neoprene-jacketed ignition cable; resistor-type spark plugs with wide .035 gap; 15-plate 105 amp. hr. battery; temperature compensated voltage regulator; ignition cable armored to cowl; single speed electric windshield wipers. One horn.

BODY: 2-door seat cushion width, front 58"; rear 56". Leg room, front 42 $\frac{1}{2}$ ", rear 43"; seat height from floor, front 14", rear 15"; vertical head room, front and rear 37". Front seat adjustable, horizontal 5", vertical 1 $\frac{1}{4}$ ". External door lock on right hand front door. One sun visor.

*The Coronet Sierra has 7.60 x 15 tires on 6" rims.

Specifications and Equipment Subject to Change Without Notice