

dodge 54

3 GREAT NEW SERIES FOR 1954

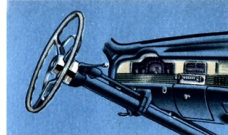
MAYFAIR

REGENT

CRUSADER



there's one of the Dodge family that's right for *your* family



The Dodge steering wheel, designed in elegant ivory plastic to match the interior trim is highlighted by a full chrome horn ring.



Chrome is used liberally, yet tastefully, to give a longer sweep to the Mayfair lines. A sparkling chrome speed-line runs the entire length of the new models.

A NEW DODGE SERIES

mayfair

COMPARABLE TO MUCH HIGHER-PRICED CARS



Chrome stone-shields highlight the rear fender styling. Big chrome wheel covers, of attractive design, are standard on the Mayfair series.

The dependable Dodge models for 1954 bring you the most outstanding combination of beauty, luxury, power, driving ease and comfort . . . since the first Dodge car made automotive history. You will enjoy driving any one of these new Dodge models. A new 108 h.p. engine gives you brilliant, responsive performance. Hy-Drive contributes effortless no-shift driving ease, and fast, oil-cushioned pick-up.* The Dodge 3-way smoother ride is the softest and most restful you have experienced in a car in this price class.

*Hy-Drive is available in production at moderate extra cost on all 1954 Dodge Mayfair, Regent and Crusader models.

In addition to these new performance and comfort features, the new Dodge models are longer . . . sleeker . . . there's completely new styling in tasteful chrome and gem-bright colours. The new Mayfair series offers luxury appointments, new and beautiful fabrics and soft vinyls.

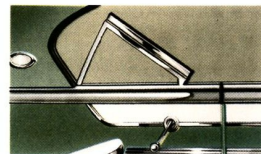
DODGE MAYFAIR FOUR-DOOR SEDAN



A massive new grille, with wide horizontal bars, gives the new Mayfair front a broader, lower look. New headlamps, with an extended chrome design, add to the long, graceful curve of the front fenders.



You'll like the luxury and colourful sparkle of the new Mayfair interiors. The newest of rayon and nylon fabrics, in clear, fresh shades of two-tone blue or green contrast beautifully with the soft white vinyl of the bolsters and trim. Floors, front and rear, are covered with deep wool mixture carpeting.



All side windows of the Mayfair hardtop lower completely into the body, to give you the thrill of an open car. Illustration above shows how the rear quarter window folds back and down into the sill.

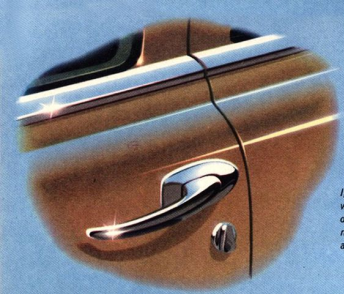
THE GLAMOROUS NEW

mayfair

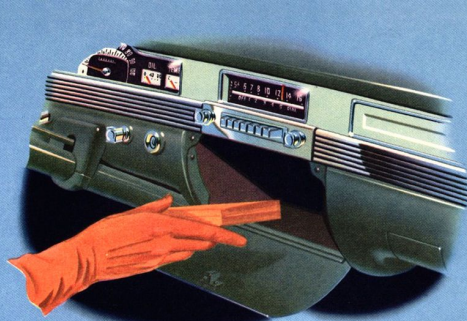
HARDTOP

There's a racy feeling of a convertible to this car, with its long, graceful lines and wide window area. And there's the convenience and safety of a permanent steel top. You can enjoy the full sweep of summer breezes . . . or complete protection from rain and cold, with a perfect view through the safety glass side windows. Luxurious interiors are smartly styled in fine fabrics and soft vinyl, in rich two-tone colour combinations.



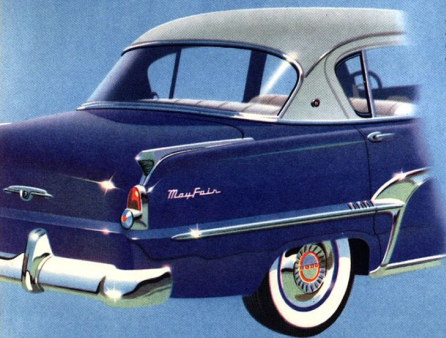


If your arms are full of parcels, you will particularly appreciate the new pull-type door handles, on all 1954 Dodge models. Notice the smart chrome belt at the window sill.



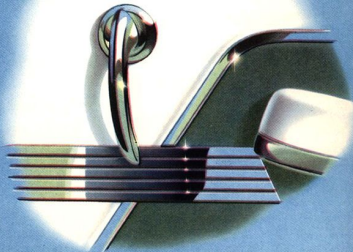
New 1954 models have the glove compartment in the centre of the instrument panel, within easy reach of driver and passenger. A cigar lighter is standard equipment in the Mayfair models.

mayfair

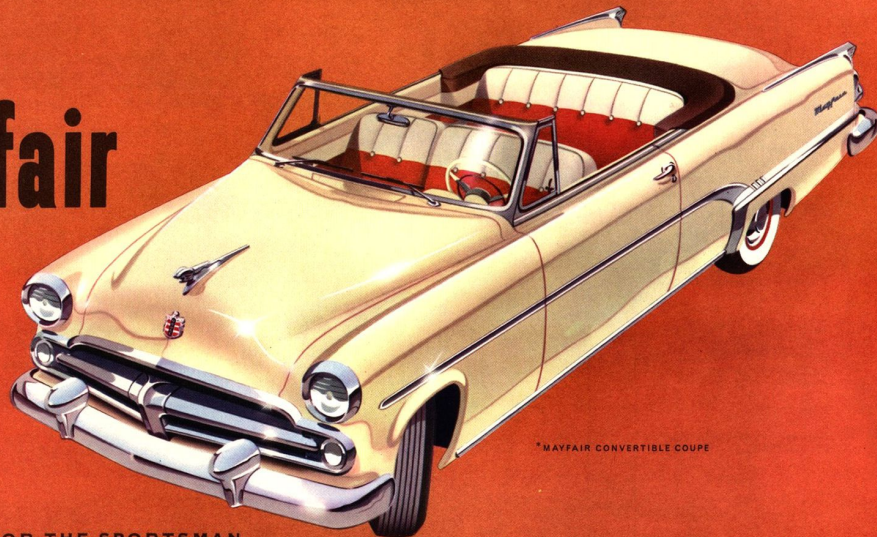


The wide, clear sweep of curved glass in the rear window blends naturally with the flowing lines of the roof, and broad, low rear deck . . . giving the Dodge rear end an entirely new and distinguished appearance. A bright chrome fin adds a dash of air-streamed styling to the long, tapered fenders. The rear light ensemble includes a back-up light, standard in Mayfair models.

Inside door handles lock by pulling forward. The smooth-working rotary latch assures tight, secure closing of doors. Plastic door panels, easily cleaned with soap and water, help keep the passenger compartments looking fresh and new.



mayfair



* MAYFAIR CONVERTIBLE COUPE

GLAMOUR FOR THE SPORTSMAN

Picture yourself behind the wheel of this low, streamlined beauty! Here's styling and colour with the fresh, crisp tang of the outdoors . . . glamour to command admiration . . . and powerful, quiet performance to match the mood of open-sky driving! The comfortable interior is exceptionally attractive—with fine fabrics, and soft vinyl in striking two-tone combinations—matching carpets and trim. Electro-Hydraulic lifts raise or lower the top in a matter of seconds.

THE DEPENDABLE CAR



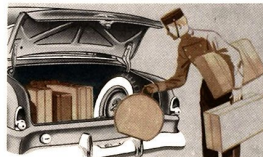
FOR THE WHOLE FAMILY



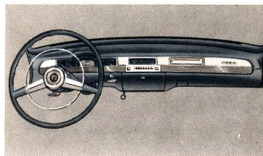
Here's a beautiful, soft-riding sedan—with plenty of smooth power and acceleration—and spacious comfort for the longest drives. There's room for six big people to travel at ease in the deep cushioned knee-level seats . . . and room in the trunk for their baggage. It's a car the whole family will enjoy—and you'll be proud to own.



THE DODGE REGENT FOUR-DOOR SEDAN



A new push-button latch simplifies opening and closing the Dodge trunk. The wide lid is counterbalanced to lift at a touch, and remain up in any desired position. Hinges are tucked away at the extreme edges where they can't press down on luggage.



Easy-to-reach controls—convenient grouping of instruments—and soft clear lighting on all dials—are features of the Dodge instrument panel you will appreciate.

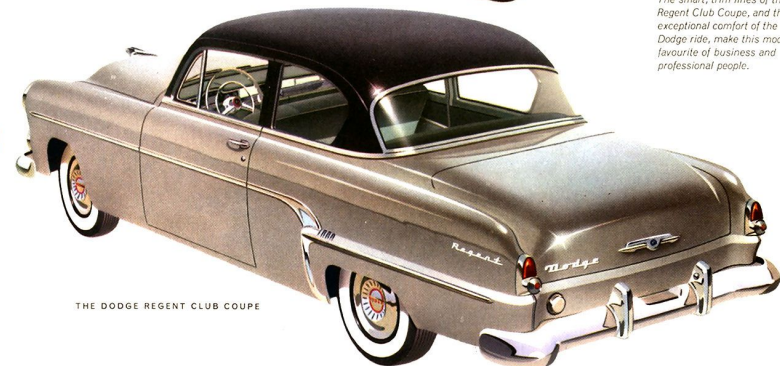


Here's extra convenience! The front seats of all two-door models are divided at one-third of their width, instead of in the centre. Two people can remain seated in front, while one-third of the seat back folds inward and forward, leaving a clear way for passengers to get in or out of the rear seat.



The smart, trim lines of the Regent Club Coupe, and the exceptional comfort of the Dodge ride, make this model a favourite of business and professional people.

regent



THE DODGE REGENT CLUB COUPE

PREFERRED BY MANY BUSINESS AND PROFESSIONAL MEN

For more fun outdoors—camping, fishing, gardening—the Regent Suburban is the ideal. And its distinctive styling looks smart at your golf club, or at any social gathering. The all-steel body is safe, silent, and beautifully streamlined. Inside, you have the comfort and tasteful appointments of a fine sedan. Rayon and nylon fabrics carry out the elegant two-tone colour design—and lustrous, easily-cleaned vinyl is used generously to save you the bother of being "over-careful" on your outdoor excursions. For dimensions and features, turn over the page and see "Crusader Suburban".



DODGE REGENT SUBURBAN



THE DODGE CRUSADER FOUR-DOOR SEDAN

crusader

LOWEST PRICED DODGE CARS HAVE MANY USES

Look beyond the price tag. You'll be pleasantly surprised to see how many fine-car features you get! Notice the fresh, clean-cut styling, the well thought-out and built-in comfort and performance features—such as, knee-level seats that let you relax naturally—unusual legroom, headroom and elbowroom—the Dodge 3-way smoother ride—the lively performance of the new higher-compression 108 h.p. engine. And, optional at extra cost, is a choice of Hy-Drive no-shift driving ease, or money-saving Overdrive. Here's a really great combination of fine features—at a moderate price.



DODGE CRUSADER CLUB COUPE

This model offers the comfort and performance of the four-door sedan, in a two-door model. Its low price makes the Crusader Club Coupe a popular business and family car.

THE PASSENGER CAR WITH COMMERCIAL VEHICLE CAPACITY . . .

If you combine business with pleasure—or city-dwelling with footloose freedom in the out-of-doors—the versatile Crusader Suburban makes a great companion. It has a load capacity equal to a light commercial vehicle, yet it rides as softly as a sedan, and the styling is new and smart.

The Crusader Suburban is upholstered in lustrous vinyl plastic material, highly resistant to scraping or scuffing, and easily cleaned with soap and water. You have over 80 cubic feet of carrying space when the rear seats are folded down. The extreme inside body width is 5 feet. With the tail board down, there is a level floor surface 7 feet 7 inches long. So you can even sleep in comfort in your Crusader Suburban . . . while waiting in that far off spot for dawn, and the fish or ducks. If you want the utmost in comfort and utility, in the lowest Dodge price range—this is your car.

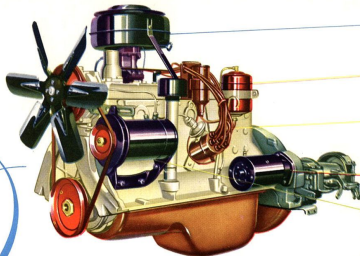


CRUSADER SUBURBAN



NEW 108 H.P. DODGE ENGINE

A new, more powerful Dodge engine, with higher compression ratio of 7.0 to 1, gives peak performance on both regular and premium fuels. In addition to livelier performance, you also get the advantages of such luxury engine features as automatic electric choke, floating oil intake, oil bath air cleaner, micronic oil filter (standard except on Crusader), splash-proof ignition system, exhaust valve inserts that maintain new engine performance, lightweight aluminum-alloy pistons, anti-kickout starting motor, live rubber Floating Power engine mountings for smooth, quiet performance.



OIL-BATH AIR CLEANER

By keeping dust out of the engine, the Dodge heavy-duty oil-bath air cleaner cuts down repairs and lengthens engine life. In "dust-storm" tests this type of cleaner has proved much more efficient than ordinary air cleaners.

MICRONIC OIL FILTER

This highly efficient micronic oil filter (standard except on Crusader) filters out any tiny carbon particles or other foreign matter which might cause wear on bearings and cylinder walls.

MOISTURE-PROOF IGNITION

Protection against wet weather failures, and other electrical losses, is provided by a splash-proof ignition system. A smooth bakelite distributor cap sheds the water effectively, is designed to prevent "arcing". Spark plugs have covers to protect them against moisture.

ANTI-KICKOUT STARTER

The anti-kickout starter, operated by a turn of the ignition key, maintains constant contact until the engine starts to run. You do not have to turn the key off, and on again, if the engine fires and fails to catch.

45-AMP. GENERATOR

Part of the Dodge electrical system's dependability is due to its high-capacity generator which provides ample margin of reserve over normal peak needs. This 45-amp. generator is air-cooled by a suction fan for uniform operating temperature which results in long life.

BOX-TYPE FRAME

The Dodge frame is made unusually strong by the use of box-type girders that form the side-rails. It is lower and wider, permitting the use of stiffer, shorter body mounting brackets. This gives greater rigidity to frame and body.

SAFE-GUARD BRAKES

Dual brake cylinders on front wheel brakes (where greater braking effort is required) utilize the forward motion of the car for extra braking force—provide more braking effort for the same pedal pressure.

SAFETY-RIM WHEELS

Safety-Rim Wheels hold the tire on the rim in case of a blowout, allowing safe, straight stops. Only Chrysler manufactured vehicles have Safety-Rim Wheels as standard equipment.

SHOCK-PROOF STEERING

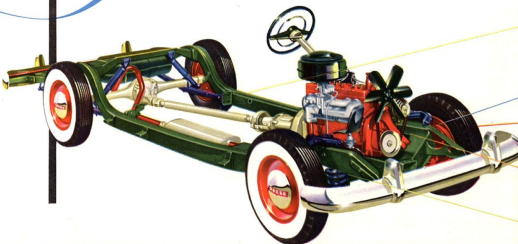
Dodge shock-proof steering cushions out road shocks with live rubber before they reach the steering wheel, for easier more comfortable driving.

SWAY ELIMINATOR

The sway eliminator bar helps, even on the sharpest curves, to keep the Dodge body on an even keel, for greater comfort and safety.

NEW DODGE CHASSIS

Long life, and smooth, silent operation are built into the sturdy new Dodge chassis. The Dodge frame, engineered for the 3-way smoother ride, is wider, lower and stronger. Because of the extra frame width, the body mounting brackets are shorter and more rigid—more resistant to road-twist. A steadier ride and better curve-holding ability result from the new front suspension arrangement, wider, softer rear springs, and the splay-mounting of these springs.



3-WAY SMOOTHER RIDE

FOR SAFER, SMOOTHER, MORE COMFORTABLE DRIVING

The Dodge ride is steadier—more level—safer, due to the advanced method of springing, shock absorbing and scientific weight distribution. It makes bad roads good—and good roads billiard-table smooth. Cornering is easier, and there's less wheel fight. As a result, you get the most comfortable ride you have ever experienced in a lower-priced car.

SOLEX TINTED SAFETY GLASS

As a protection from the glare of sunlight or headlights, and the reduction of summer heat, your Dodge windshield and windows can be fitted with Solex tinted glass in production at extra cost.



SPRINGS AND SHOCK ABSORBERS

Softer, wider rear springs, and Oriflow Shock Absorbers, form an automatic combination, self-adjusting to any road-surface. Side-sway is reduced by "sea-leg" or angle mounting. In front, independent coiled-spring suspension steps over bumps, and the recoil is controlled by self-adjusting Oriflow Shock Absorbers. On curves, sway-eliminator pulls against the natural outward sway—for easier, safer steering.

KNEE-LEVEL DODGE SEATS

Knee-level seats let you sit up naturally, and see over the steering wheel—not through it. They give full contact support all the way out under your knees, and up behind your hips and shoulders. You have far less fatigue—much more restful comfort.

SPECIFICATIONS

DIMENSIONS—Wheelbase 114 inches. Overall length 190½ inches. Width 73½ inches. Height, loaded 61½ inches.

CHASSIS—Box-type frame. Front suspension—Independent coil springs, direct-acting Oriflow shock absorbers. Rear suspension—2 inch wide, 5-leaf springs, splay mounted. Straddle-mounted Oriflow shock absorbers. Worm and roller steering gear. Hypoid rear axle ratio, 3.73 to 1 (with Overdrive 3.9 to 1). Safety Rim wheels, Super Cushion 6.70 x 15 tires. SafeGuard hydraulic brakes with 2 cylinders on front wheel brakes, lining area 158 sq. in. Cycleband linings. Independent parking brake on propeller shaft. Wheel covers (set of 4, standard on Mayfair, extra cost on other models).

ENGINE—L-Head, 6 cylinder. Bore and stroke 3½ inches x 4½ inches. Displacement 228.12 cubic inches. Develops 108 h.p. at 3600 r.p.m. Compression ratio 7.0 to 1. Full pressure lubrication to main, connecting rod and camshaft bearings. Oil filter (except Crusader models). Oil-bath air cleaner. Down-draft carburetor. Alloy steel exhaust valve seat inserts.

FUEL SYSTEM—Tank capacity, 14.2 imperial gallons, with Oilite self-cleaning filter. High capacity fuel pump. Electric automatic choke. Thermostatic manifold control.

LUBRICATION—Chassis, pressure grease system. Engine, crankshaft, connecting rod and camshaft bearings force-fed from rotary-type oil pump. Direct lubrication for timing chain. Crankcase fully ventilated.

COOLING SYSTEM—Water jacket full length of block, water distributing tube cools all valve seats with direct water flow. By-pass cooling system speeds engine warm-up. Quiet-running 6-bladed fan. Pressure vent radiator cap.

ELECTRICAL SYSTEM—Large 45 amp. generator. Neoprene jacketed ignition cable. Wide gap, resistor-type spark plugs. 15 plate, 105 amp.-hr. battery. Temperature compensated voltage regulator. Electric windshield wipers.

BODY—Dimensions—Hiproom 56½ inches front, 58½ inches rear. Legroom 43½ inches front, 42 inches rear. Headroom 36½ inches

front, 35 inches rear. Seat height 14½ inches front, 14½ inches rear. Front seat adjustable 5 inches horizontal, 1½ inches vertical. External door locks on both front doors.

OPTIONAL EQUIPMENT

(at added cost)

Accessory Group "A"—including heavy-duty springs and heavy-duty shock absorbers.

Accessory Group "C"—including 11-inch clutch and 11-inch brakes (not available with Overdrive and Hy-Drive).

11-inch Brakes only (on units equipped with Overdrive and Hy-Drive).

Overdrive transmission.

"Hy-Drive" Torque converter.

4.1 to 1 axle ratio.

Heavy duty oil filter, removable cartridge (standard with Hy-Drive).

50 amp. generator—City operation type.

50 amp. generator—Country operation and provincial police type.

55 amp. generator—City operation type.

55 amp. generator—Country operation and provincial police type.

Solex glass.

6-ply tires—black sidewall.

4-ply tires—white sidewall.

6-ply tires—white sidewall.

120 amp.-hr. battery.

Two-speed electric windshield wipers.

Turn signals.

Power steering.

Wheel covers (set of 4) standard on Mayfair, extra cost on other models.

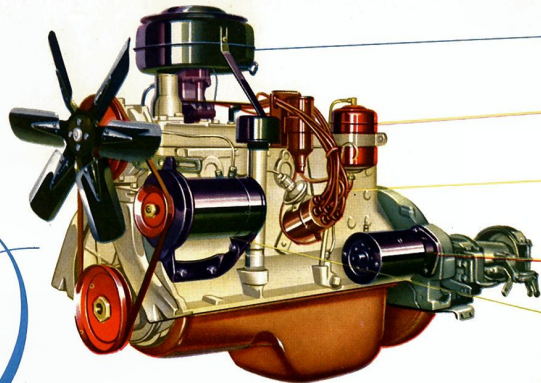
Carburetor air cleaner with silencer—extra on Crusader models only.

The Dodge-DeSoto Divisions of Chrysler Corporation of Canada, Limited, reserve the right to change prices, specifications and standard equipment without notice and without incurring obligations on vehicles previously sold. Many of the models illustrated herein are equipped with extra equipment items. Your local dealer will gladly advise you of those items that are standard equipment.

*An import model varies slightly in specifications.

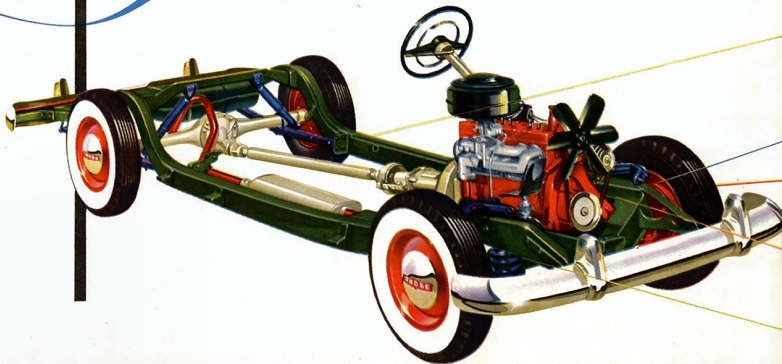
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3 OUTSTANDING TRANSMISSION OPTIONS FOR 1954

SENSATIONAL *HY-DRIVE*

JUST PUT IT IN HIGH AND GO

Hy-Drive gives you smooth, easy, no-shift driving.* There is nothing new to learn. Simply start the engine in neutral, shift directly into high, using the clutch, step on the gas and go. To stop, use the brake—you don't need to touch the clutch. To go again, use the accelerator, and you're smoothly on your way.

If you want to back up, or need extra power for a very steep hill, just shift in the regular way with the standard gearshift. For all normal driving, you stay in high gear all the time. You get away quickly, powerfully, smoothly . . . stops and starts are oil-cushioned, silent.

*Available in production at extra cost on all 1954 models.



MONEY-SAVING *OVERDRIVE* DESIGNED FOR THE TRAVELLER

Overdrive saves gas and engine wear and it's easy to operate.* At any speed over 25 m.p.h., simply lift your foot from the accelerator and you're in Overdrive. As you accelerate, your engine is turning over 30% slower than if you were in standard high gear—saving gasoline and engine wear.



When your speed drops below about 22 m.p.h., Overdrive automatically "downshifts" into direct drive. Driving in traffic is easier. At speeds between 10 and 20 m.p.h., you can shift between second and high without using the clutch. If you wish to disengage Overdrive you merely pull out a handy control lever.

*Available in production at extra cost on all 1954 models.

SYNCHRO-SILENT 3-SPEED TRANSMISSION

Standard on all 1954 Dodge models, is well known for its easy, quiet shifting, and long dependable life.

