

'54 DODGE

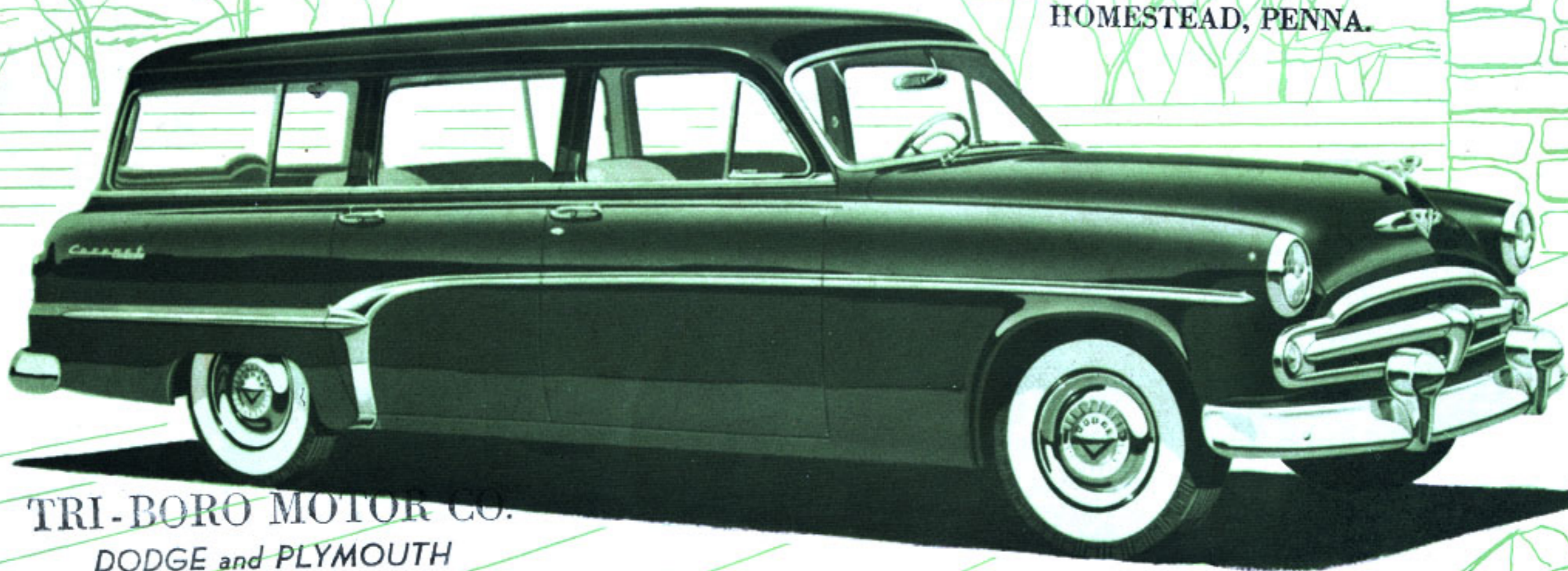
STATION WAGONS

TRI-BORO MOTOR CO.

DODGE and PLYMOUTH

311 WEST 8TH AVE.

HOMESTEAD, PENNA.



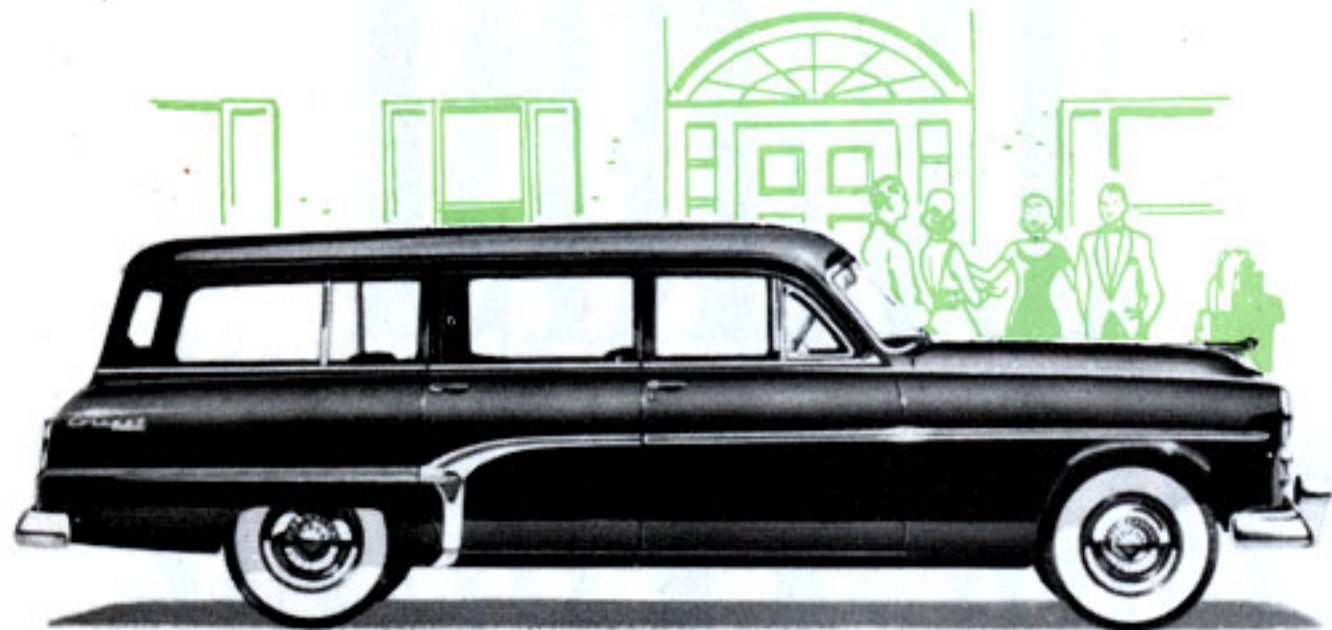
TRI-BORO MOTOR CO.

DODGE and PLYMOUTH

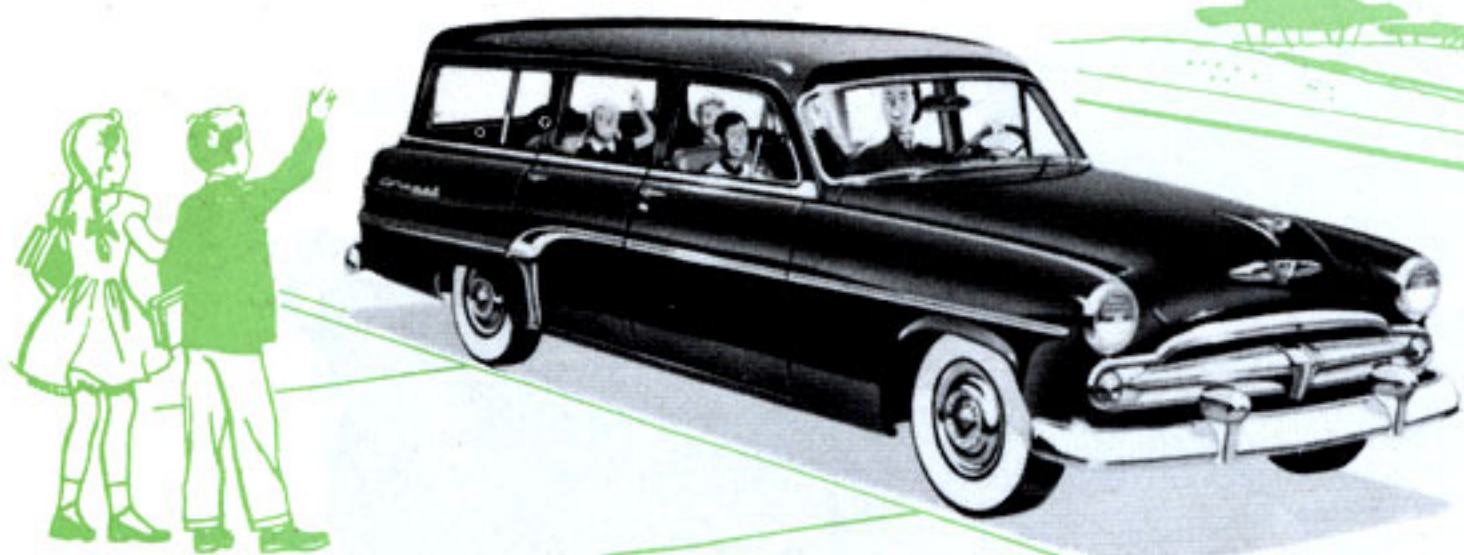
311 WEST 8TH AVE.

HOMESTEAD, PENNA.

CARS THAT CAPTURE THE SPIRIT OF TODAY'S LIVING!



Casual-smart and with all the elegance of a fine sedan, the '54 Dodge Station Wagon makes a "grand entrance" whenever you step out. And its unsurpassed roominess—in either a six or eight-passenger model—means that you and your guests ride in complete comfort.



You'll be thankful for the room and spaciousness of a Dodge Station Wagon when it's your turn to make the school "run." And you do not have to worry about scuffing and dirt on upholsteries either because Dodge Station Wagons are upholstered in handsome, rugged vinyl materials that simply resist wear for years.

The wonderful, all-around utility of a '54 Dodge Station Wagon is never more in evidence than when you go for an outing. Rugged and roomy, it goes any place with ease and carries all the equipment you want to take. And this handsome car looks "just right" wherever you might go.

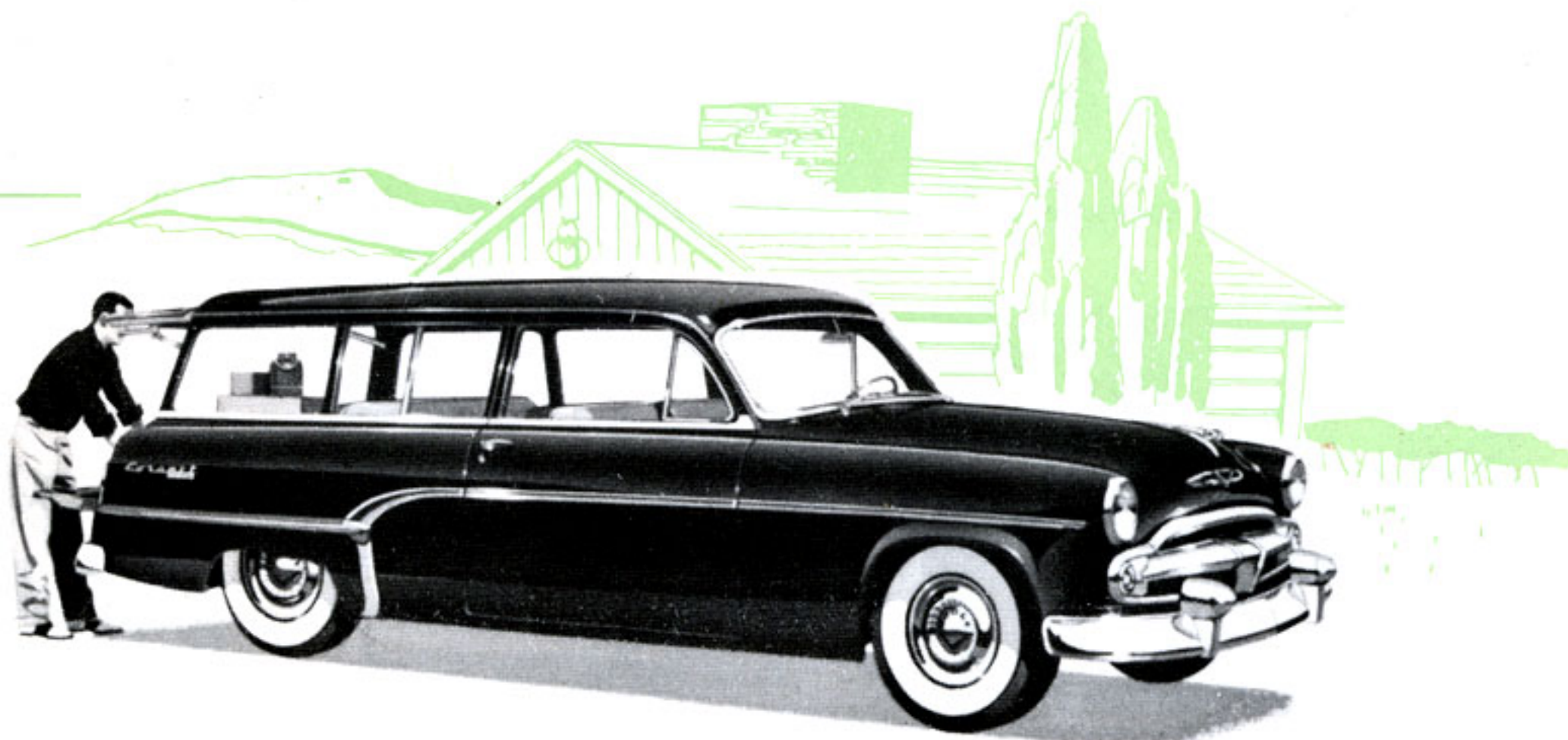
Here's the perfect car for the outdoor man—a wonderful, practical way to get to those out-of-the-way places where the big ones are biting. The '54 Dodge Station Wagon carries tackle and gear for almost any expedition comfortably—even offers you a place to sleep.



RUGGED, HANDSOME, VERSATILE

'54 Dodge Station Wagons

are unsurpassed when it comes to going places and doing things!



Handyman, workhorse, a successful jack of all trades—that's the '54 Dodge Station Wagon. There is no chore too tough, no normal load too bulky for this willing, power-packed husky. You'll find that a '54 Dodge Station Wagon is completely adaptable to your needs and has a way to making every job easier.

You will surely find the new '54 Dodge Station Wagons an irresistible invitation to driving enjoyment—pure pleasure on the road, sheer convenience in action!

You will discover, too, that these great Dodge Station Wagons give you value that just can't be beat: your choice of two great engines, V-8 or 6, in either two or four-door model; award-winning economy that's like money in the bank; the elegance and comfort of new '54 Dodge styling; built-in dependability that is so uniquely a Dodge tradition; and solid dollar value that means more car, *and more pleasure*, for every dollar you invest!

Why not plan on becoming the proud and happy owner of an elegant, great-performing '54 Dodge Station Wagon. You will find it to be the most useful car you have ever owned—and you'll love every mile of it!

CORONET SIERRA Four-Door

4 HANDSOME MODELS — 6 AND 8-PASSENGER — V-8 OR 6



TAKE YOUR CHOICE OF THESE

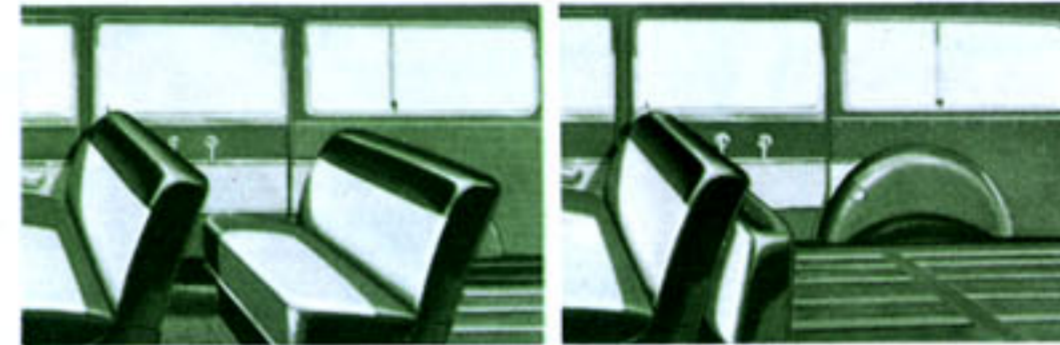
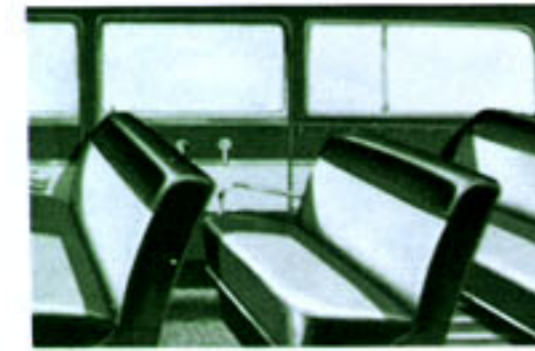
6 GREAT DODGE STATION WAGONS

Whatever you want in a station wagon, Dodge has a model perfectly suited to your needs. '54 Dodge Station Wagons give you a choice of either the new, stepped-up 150 horsepower Red Ram V-8 or the new, more powerful, 110 horsepower Dodge "Get Away Six." You can choose either a 6 or 8-passenger station wagon in the Sierra Four-door or the 6 passenger model in the Suburban Two-door. Dodge Station Wagons offer you the ruggedness and safety of all-steel bodies, the comfort of Oriflow ride, the superb utility of the hand-somest, most stylish station wagons on the road and magnificent performance and dependability.

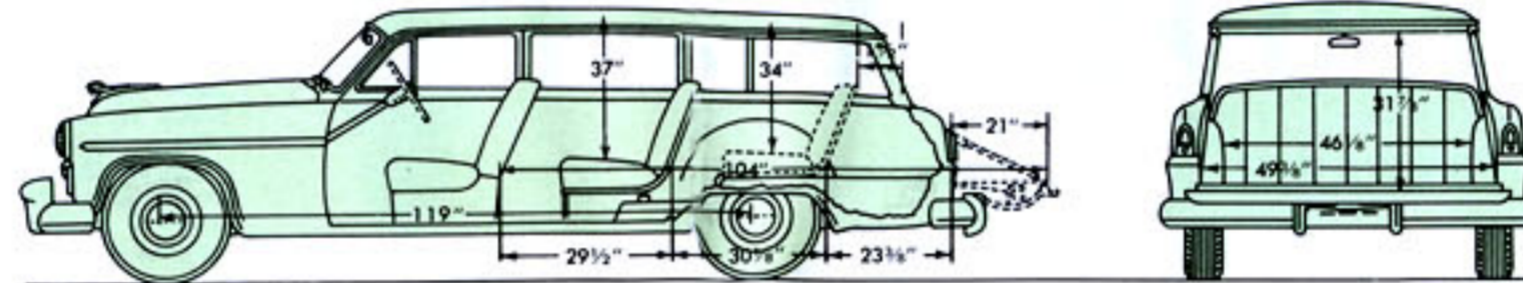
Before you buy any station wagon, be sure to look at Dodge. We can promise you this—once you have seen, driven and thoroughly "Road Tested" a '54 Dodge Station Wagon, you'll lose your heart!

THE '54 CORONET SIERRA FOUR-DOOR offers you a choice of the 2-seat, 6-passenger model or the 3-seat, 8-passenger model with either V-8 or 6 cylinder engines. The Sierra gives you comfort, convenience and unsurpassed adaptability for business or pleasure plus grand new style and elegance.

THE 3-SEAT 8-PASSENGER MODEL features removable rear seats with second seat short of full width to allow passage to the rear seat. You can leave both seats standing for maximum seating space, (right), or you can remove either or both for full carrying capacity.



THE TWO-SEAT, 6-PASSENGER MODEL has a full-width folding rear seat which easily folds flush to the floor for more level floor space. With both seats upright, (left) or with rear seat folded, (right), you have a car which adapts itself to your every need.

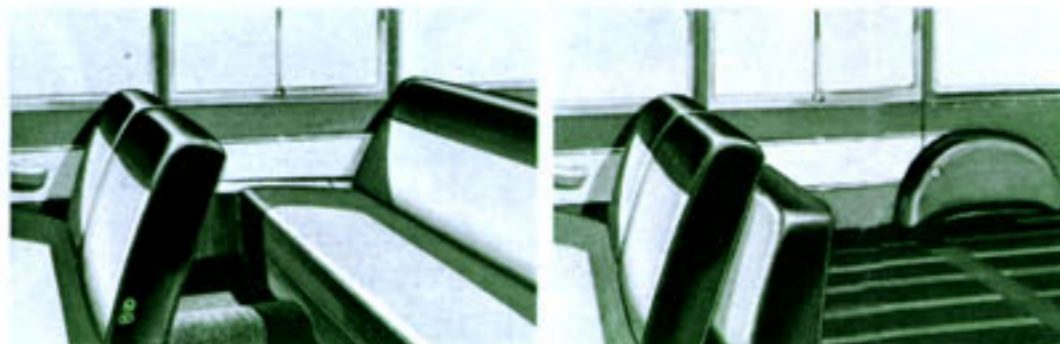


CORONET SIERRA

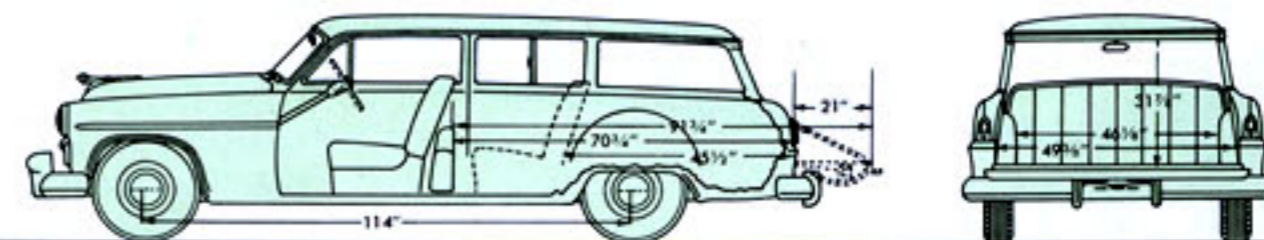
CORONET SUBURBAN Two-Door

2 POPULAR MODELS — 6-PASSENGER — V-8 OR SIX

THE '54 CORONET SUBURBAN TWO-DOOR comes to you in the 2-seat, 6-passenger model with either V-8 or 6 cylinder engines. The Suburban is the perfect station wagon for those who do not need the added convenience of the Four-door, yet want the room and utility of a Dodge Station Wagon.



THE 2-SEAT, 6-PASSENGER MODEL features the full-width, folding rear seat which can be left upright for full seating space, (left), or easily folded to add more level floor space and full carrying capacity, (right), when you need more space in the rear



CORONET SUBURBAN

Specifications

CORONET SIERRA V-8 AND 6

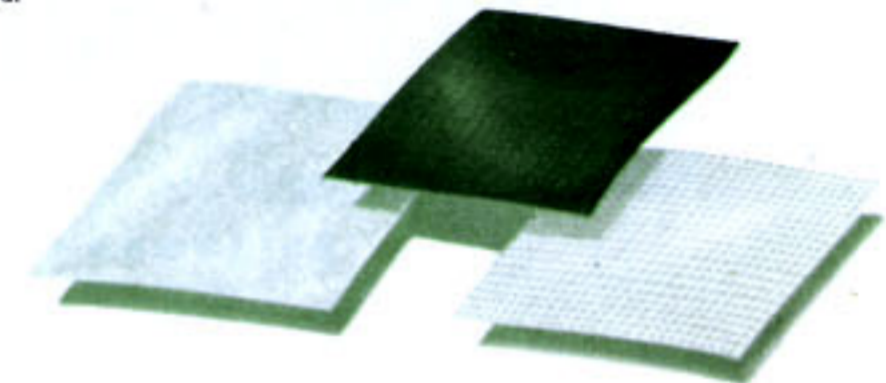
ENGINES: Red Ram V-8—Eight-cylinder overhead valve, V-type, 150 horsepower at 4400 rpm. Torque, 222 lb. ft. at 2400 rpm. Compression ratio, 7.5 to 1. Bore, 3 3/8 in. Stroke, 3 1/4 in. Piston displacement, 241.4 cu. in. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. "Get-Away Six"—Six-cylinder, L-head, in-line type, 110 horsepower at 3600 rpm. Torque, 190 lb. ft. at 1600 rpm. Compression ratio, 7.25 to 1. Bore, 3 1/4 in. Stroke, 4 3/8 in. Piston displacement, 230.2 cu. in. By-pass oil filter, Oil capacity, 5 qts. Coolant capacity, 14 qts.

ELECTRICAL SYSTEM: 3-cell, 6-volt battery. High-capacity, 45-ampere generator. Resistor spark plugs. Weatherproof ignition system. Two-speed electric windshield wipers.

CHASSIS: Double-channel box-section frame. Oriflow shock absorbers. Safe-Guard hydraulic brakes with Cyclebond lining. Safety-Rim wheels. Tires, 7.10 x 15. Independent parking brake. Fuel-capacity, 17 gals.

TRANSMISSIONS: PowerFlite Drive—fully-automatic transmission with torque converter and 2-speed planetary gear set. (Not available on Sierra Six.) Automatic Overdrive—2-speed planetary gear set with standard transmission. Easy-Shift Transmission—conventional 3-speed transmission.

DIMENSIONS: Sierra 4-Door—Wheelbase, 119 in. Overall length, 195 1/2 in. Overall width, 73 1/2 in. Overall height (loaded), 62 1/2 in.



UPHOLSTERY MATERIALS

Coronet Sierra and Suburban models are upholstered in handsome, vinyl materials that are color-harmonized in contrasting shades to make the interiors luxurious and rich-looking. Either blue or green, two-tone interior combinations are available. Vinyl materials used are as durable as they are stylish. They shed dirt and wear, keep their smart good looks for years!

CORONET SUBURBAN V-8 AND 6

ENGINES: Red Ram V-8—Eight-cylinder overhead-valve, V-type, 150 horsepower at 4400 rpm. Torque, 222 lb. ft. at 2400 rpm. Compression ratio, 7.5 to 1. Bore, 3 3/8 in. Stroke, 3 1/4 in. Piston displacement, 241.4 cu. in. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. "Get-Away Six"—Six-cylinder, L-head, in-line type, 110 horsepower at 3600 rpm. Torque, 190 lb. ft. at 1600 rpm. Compression ratio, 7.25 to 1. Bore, 3 1/4 in. Stroke, 4 3/8 in. Piston displacement, 230.2 cu. in. By-pass oil filter, Oil capacity, 5 qts. Coolant capacity, 14 qts.

ELECTRICAL SYSTEM: 3-cell, 6-volt battery. High-capacity 45-ampere generator. Resistor spark plugs. Weatherproof ignition system. Two-speed electric windshield wipers.

CHASSIS: Double-channel box-section frame. Oriflow shock absorbers. Safe-Guard hydraulic brakes with Cyclebond lining. Safety-Rim wheels. Tires, 7.10 x 15 (6-cylinder Suburban—6.70 x 15.) Independent parking brake. Fuel-capacity, 17 gals.

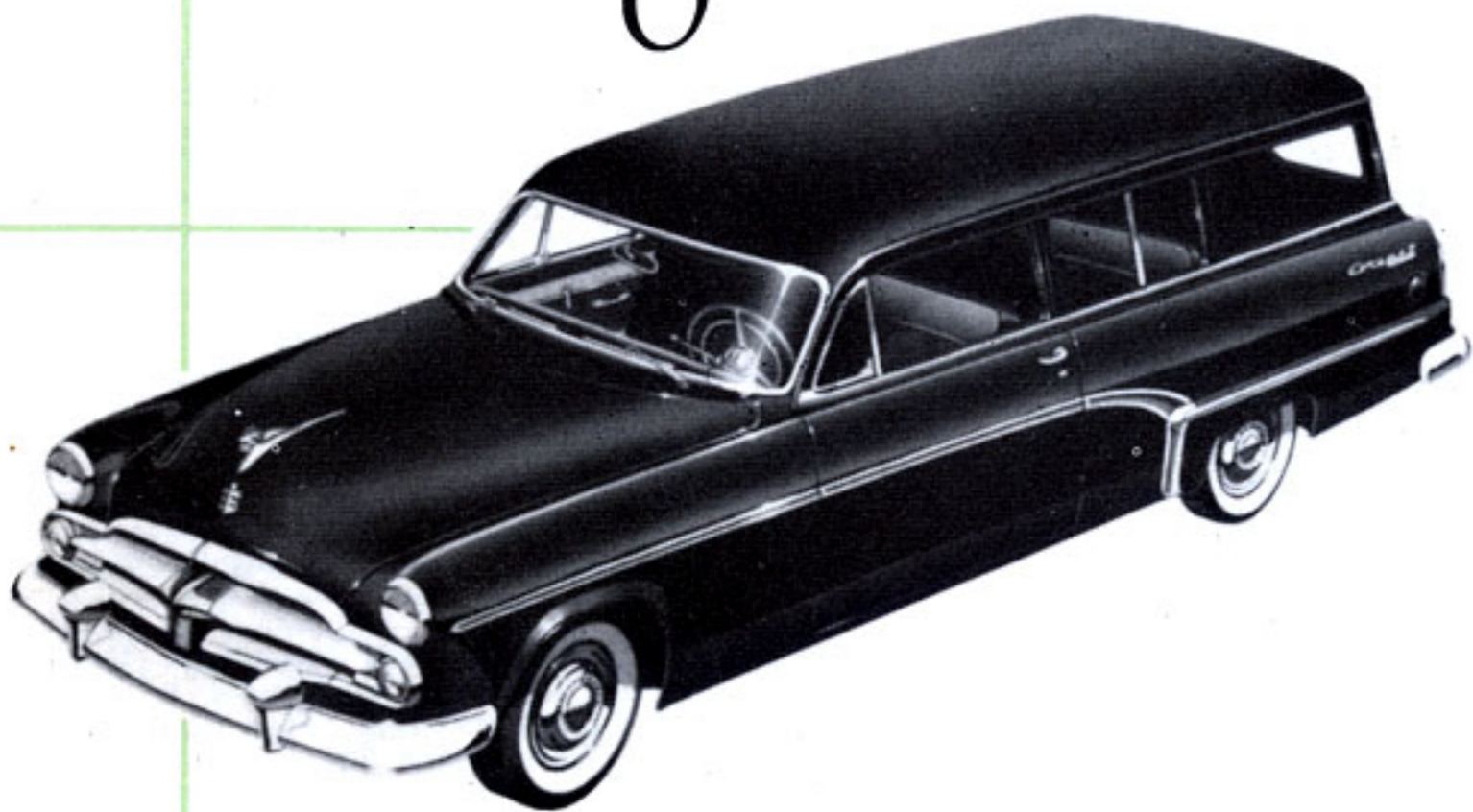
TRANSMISSIONS: PowerFlite Drive—fully-automatic transmission with torque converter and 2-speed planetary gear set. (Not available on Six.) Automatic Overdrive—2-speed planetary gear set with standard transmission. Easy-Shift Transmission—conventional 3-speed transmission.

DIMENSIONS: Suburban 2-Door—Wheelbase, 114 in. Overall length, 190 1/2 in. Overall width 73 1/2 in. Overall height (loaded), 62 1/2 in. (Suburban Six, 62 1/2 in.)

Specifications, prices and equipment subject to change without notice.

ELEGANCE IN ACTION

Dodge for '54



The Dodge with more than ever before

MORE TO IT...

MORE IN IT...

MORE OF IT!



DEPENDABILITY FOR 40 YEARS

By Design