

ANNOUNCING A New Dodge-Plymouth Dealer



C. "ED" DEMPSEY
Partner

"It's the service that counts!
We pledge ourselves to render
our customers superior service
at fair prices at all times!"

Come on in and get acquainted! Take advantage of our experience in the automotive business. You'll find a warm welcome, and a promise of complete satisfaction when you visit C. "Ed" Dempsey.

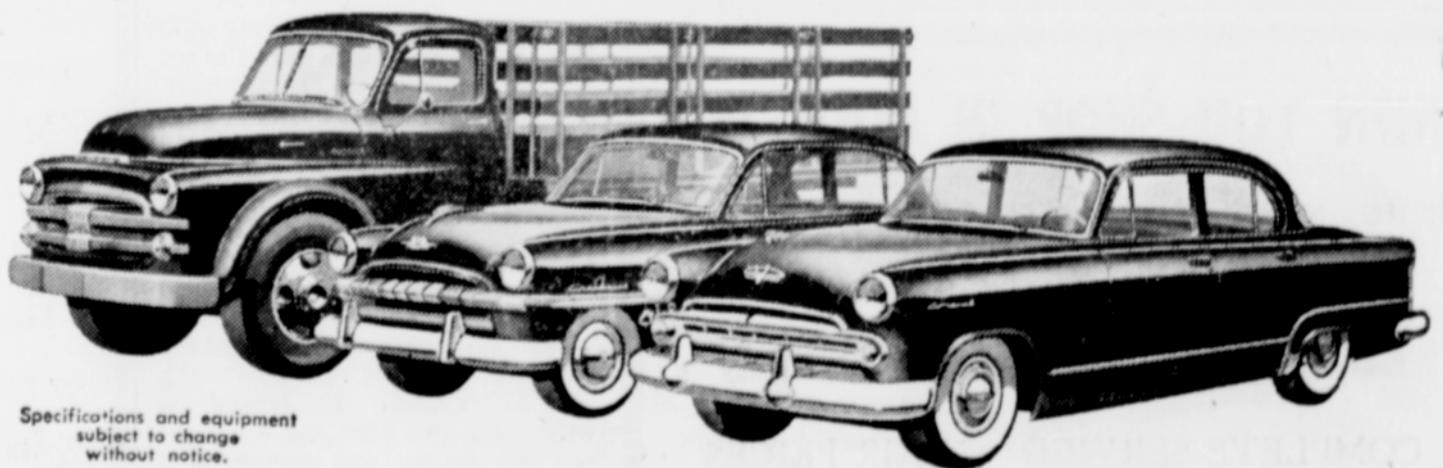
All work is fully guaranteed. Our skilled mechanics use the most modern facilities and the latest approved methods to make sure that your car or

truck (no matter what the make or model) is cared for swiftly, expertly, at a fair price.

Why not visit us today? See the new '53 Dodge Power-Packed Beauties, along with Plymouths and Dodge "Job-Rated" trucks now on display. We are conveniently located—with ample parking space. We'll be expecting you and your family.



No matter where you go, this familiar sign spells top-flight service and repairs. It hangs over our service entrance, just as it marks more than 4,000 other Dodge service departments all over the country—guaranteeing expert mechanics, scientific equipment and service satisfaction.



Specifications and equipment
subject to change
without notice.

to serve your
automotive needs

ROAD TEST THE DODGE
POWER-PACKED BEAUTY!

Put the beautiful new '53 Dodge through its paces! Compare its flashing performance with any other car. Thrill to the surging power of the new 140-horsepower Red Ram V-Eight engine!

Dodge for '53 offers you the choice of ten exciting models—4 great drives—2 powerful engines. It features dozens of new advantages that increase your driving comfort, safety and convenience.

Road Test *The Action Car for Active Americans*, for the driving thrill of the year!

And if you're a truck owner, you'll want to see the famous line of Dodge "Job-Rated" trucks. You're sure to find just the truck to suit your own particular needs—built to "deliver the goods" under toughest operating conditions. Dodge trucks stay on the job longer—do more work for less.

Dodge Plymouth Dodge "JOB-RATED" Trucks

C. "ED" DEMPSEY

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BROOKINGS