



Torqueback

OFFICIAL MAGAZINE OF THE CHRYSLER CAR CLUB OF SOUTH AUSTRALIA



100 YEARS OF DODGE



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CHRYSLER CAR CLUB OF SOUTH AUSTRALIA INC

Torqueback

OCTOBER 2013 - FEBRUARY 2014



All correspondence should be sent to:
The Chrysler Car Club of South Australia Inc
PO Box 240
Greenacres SA 5086

General Meetings are held every second Tuesday of every month at:
Model T Clubrooms
Port Road
Croydon
(directly opposite Officeworks)

Membership Fees
Regular - \$40.00 per year (& quarterly magazine)
Historic Registration (\$10 per car)

G'day. Welcome to Issue 18 of the 'new' Torqueback, and, corresponding with the **2014 All Chrysler Day** and **Dodge Nationals** weekend next year, the theme of this edition is of course – "100 years of Chrysler".

When I was putting together this issue, I realised just how important **Dodge** is to the history of the car, both here in Oz and throughout the entire world. When you think of who invented the automobile – technically it was actually **Karl Benz** in 1886 – generally, people will immediately (and erroneously) say **Henry Ford**. In fact, he was the first person to mass produce a car – so to be more accurate, Ford was probably more the inventor of the assembly line. In any case, we still always look to Ford as one of the fathers of the car.

What is surprising to discover, is that the **Dodge Brothers** – **Horace** and **John**, were just as instrumental in the foundation and proliferation of this new invention – which during the last century would change the world irreversibly, forever.

What do I mean?

Well, for all of his entrepreneurship, Henry probably would never have got anywhere if he didn't have the remarkable genius and creativity of the Dodge brothers to help him set up. Horace and John would soon then outgrow and arguably, at times surpass Ford – to become rivals in those early days of motoring at the turn of the twentieth century.

The way I see it, Ford cottoned onto the potentials of capitalising upon specialisation and delegating responsibility in workflow productivity, while the Dodge brothers were more old-school craftsmen who championed diversification. They were dedicated to the pursuit of quality – striving to make their design an art. Master engineers and multi-tradesmen, who knew how to make every part of a car – and well.

So the Dodge Brothers just got *"tired of being carried around in Henry Ford's vest pocket."*

Once they parted company with Ford to make a car entirely of their own, Dodge cars soon became known for their quality – particularly their reliability and durability. The first Dodge tourers were far more stronger than the Model-T, and proven in the most trying conditions of the Mexican War.

Indeed, the brothers made their cars so well, that this is where the legendary reputation of Dodge was forged, and continues today.

And Dodge is really the ancestor of all Chryslers. Consequently I guess, Mopar in general has inherited that cred.

I mean, how many fantastic stories have you heard of old Chryslers just keeping on keeping on. Well after they're out of oil or have a cracked rail or something? A rusty CM station wagon firing up after spending twenty years beneath a pine tree. True stories.

So, respect Dodge.

As a Valiant owner I do. You must.

The automotive industry first materialised in both the States and in England as a number of separate specialist makers and fitters of components, all subcontracting to create a somewhat 'generic' finished product. Indeed, the first Ford ran on an exclusive Dodge chassis. This was even the case in Adelaide originally, too – the first Dodges here had bodies knocked up by a former tannery, a newcomer called **Holden's**. Over time, gradually the bigger more successful companies expanded and evolved from mergers and takeovers of the smaller firms, to monopolise this new product market. Beyond borders too. You'll read later how **S.A. Cheney** anticipated this.

Unfortunately, the Dodge brothers died quite suddenly – and strangely, in the same year. Their booming company then floundered, while many of their contemporaries, former independents, continued to gravitate towards either a strengthening Ford or a new rival (initially born out of the **Olds**, **Buick** and **Chevrolet** union) called **General Motors**.

Enter **Walter P. Chrysler**.

After being the first manager of Buick and achieving huge success with the **American** at **Willys** (one day to be **AMC**), he was just as shrewd as Henry Ford – and just as ambitious. Chrysler's purchase of Dodge, described at the time as *"the minnow swallowing the whale"* was a masterstroke, topped off with annexing **Plymouth**. Chrysler – as we now know it, began.



Of course the rest, as they say, is history. And here we are today, to celebrate it!

Now, a couple of thankyou's and welcomes.

The CCCSA would like to formally recognise our friends the **Chryslers Restorers Club of SA** and the **Dodge Brothers Car Club** as partners in our **Dodge Nationals weekend** next year. Thanks for coming on board and making this a big celebration for the entire Mopar community here in South Australia. Stay tuned as events will be organised and announced. It's going to be a massive year for all Mopar lovers, not just our honoured Dodge folks!

I'd also like to acknowledge once again the many photographers who really make this magazine. I always try to remember to credit them overleaf, but last issue I forgot to personally introduce a new contributor in **Goran Mrkic** (check out his website at www.mrkionline.com) last issue. Sorry and thanks, mate. One more thing, **Martin DiMaria** recently has created a **Chrysler CH Hardtop Register** on **Facebook**. Folks that are members will have more access to content. Check it out if you're a hippo lover.

OK, that's enough from me.

I hope you enjoy this issue.

Over and out.

Cheers,
Dave H





Hello to you all.

I hope that you are making the most of the warmer weather that we have had recently. And I really hope that the Dodge owners out there

are well and truly into the build process by now. I know **Dave G's** big bad Dodge Charger is well on the way.

The big weekend for the Dodge 100 years *All Chrysler Day* will be here before you know it! The committee is still working on the big weekend and we are in discussions with other clubs at present with the idea that we can all get together to make the event bigger and better.

My early 40's Dodge ute is still covered in dust and darkness in a shed a few kms from my workshop. I really need to get a move on with it otherwise I will not have it anywhere near ready for the Dodge Day in march 2014. I do have a few tricks up my sleeve and staff to help fastrack the build, so there is still a chance that you will see the ute on the road.

Even if the ute is not finished I will have the old girl at the Dodge 100 years *ACD*.

Then there's my '34 Dodge truck that is 160 kms away and I cannot decide if I should keep it completely original or if I should slightly modify it to make it more user friendly for regular road use....

This Dodge is quite rare, 100 percent complete and all original which makes the decision very difficult. Part of me wishes that there was heaps of stuff missing – then the choice would be much more easier – and then maybe the mission a little more simple (he he).

Mind you, this will be a lot more difficult to get to the Dodge 100 Years weekend, but I will have it there if I can!

OK, sit back and read up in prep for the big day. BTW Merry Xmas and Happy New Year.

See you all at *All Chrysler Day 2014*.
Cheers,
Raddy



adrian brien automotive

PRINCIPLE SPONSOR OF THE CHRYSLER CAR CLUB OF SOUTH AUSTRALIA

Hi everyone!

I'm going to start this with an apology.

I haven't been able to contribute much to the club lately, especially the sub committee for the **ACD** as I've been working seven days a week for the past few months. For nothing, as it turned out, but I won't dwell on what happened and the impact it had on me – personally and financially. I will thank those who contacted me out of concern and I will also like to give **Graham Thompson** my best wishes for the future (not that he's likely to read this, but sadly I think what happened has destroyed him).

Now, to other things. IT'S SPRING!!!

And you know what that means; warm days, balmy nights, ideal for cruising. Pity someone forgot to remind the weather gods about that. At least I can join in now, particularly the Sunday cruises.

I did manage to get to one event – the **Bay to Birdwood**. Personally, I thought the show went well enough, given the circumstances, although it was a complete mystery to me why we came to a dead stop on the freeway – about one K from the Hahndorf turnoff, until a friend from the **Jaguar club** (they're allowed to use the same roads as us) told me that despite the Verdun roundabout having traffic management, there were those who were having trouble managing their new fangled horseless carriages. Insisting on coming to a complete stop, looking to the left, then the right, then the left again before putting their charabancs into gear and almost rocketing away – not caring about the resulting domino effect. Perhaps the pedestrian lights at

Woodside helped to make things difficult, too. However, given all that, I will issue a challenge to those who moaned about the event to the media. Put your hands up and volunteer to help make it better.

Now for our own feature; the **2014 All Chrysler Day**.

This will be the best yet; of that I am completely certain. I'm going to investigate new possibilities regarding catering, rides and anything else that will entice the whole family along and enjoy the day. I also have a person to contact at Channel 9 who appears keen to give us publicity, and I certainly won't let that opportunity slip by. As a bonus, we have other clubs coming in with extra volunteers and cars to show – and we have moved the date forward to when temperatures should be cooler. (Again, the weather gods. Let's hope they're in a good mood and like Chryslers). I know so many more of our members wouldn't want these clubs to upstage us and would want to contribute to the day, either by displaying their cars and volunteering or both. After all, it is the most fun anyone can have before sunrise on a Sunday morning.

The **Mega Cruise** should be so much bigger and better too, especially since we'll have many more cars, (trucks and buses and vans and so on) who will make this the most 'Must See' event of Mad March. Of course, for those whose idea of a cruise is fang up the freeway at night at warp speed; there's that option as well, after the afternoon prequel to Sunday. Happy times.

Now, to look past the ACD. Last Saturday, I went to a dinner at the **Willunga RSL** and found myself sitting next to **Trevor Sharp** who, as I discovered, is the Chairman of the **McLaren Vale Vintage and**



Classic event. He or another of the committee will be coming to one of our meetings as my guest, and will give us a talk about their event. Personally, I'm going to work on him to allocate either **Fox Creek** or **Coriole Wineries** to our club as they're about the best in the region. Although I am open to suggestions.

So, here we are; ready and willing to make the most of the spring weather and once again show the envious general public what they're missing out on. I know I've said it before but, it's worth repeating. There are two types of people in this world; those who own Chryslers and those who wished they owned Chryslers.

Happy Moparring.
Cheers,
– Hugh



The CCCSA's own Danny Caiazza went "Cruisin' for Fran and Dianne" aboard his beautiful silver AP in this year's Aussie Muscle Car Run – proudly sponsored by the club. His 3000k odyssey around SA raised \$73,450 for the Leukemia Foundation. Well done and congratulations.



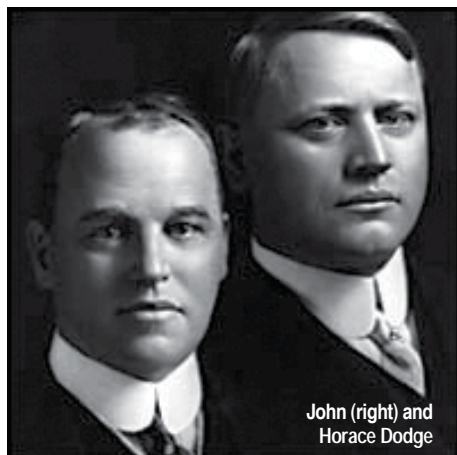
VITAL VAL STATS

- Travelled 2849 km (1770.7 miles)
- 420 litres of premium unleaded = 14.74 litres per 100 km (\$ 779.00)
- Times broken down – nil
- Top speed 185km/h (114 mp/h)
- 1/8 mile in 9.255 sec. speed 81mph
- Maintenance:
 - 20 mls brake fluid
 - a dash of grease
 - and half a wheel alignment

100K of ram

THE CENTENARY OF DODGE

THE DODGE BROTHERS



John (right) and Horace Dodge

Like many other pioneers in the auto industry, the **Dodge Brothers** were skilled machinists from a modest background.

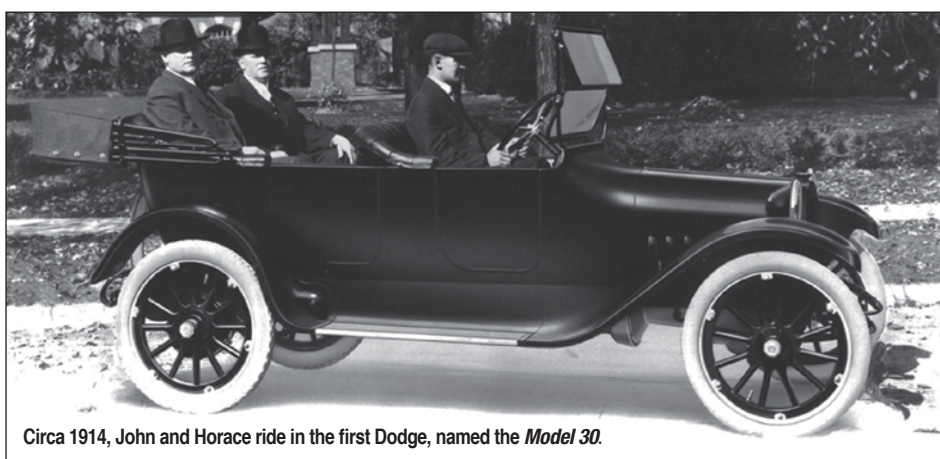
John Francis Dodge (born October 25, 1864) and **Horace Elgin Dodge** (born May 17, 1868) were two of three children of **Daniel Rug** and **Maria (Casto) Dodge** of Niles, Michigan. Sister **Delphine Dodge** was the third child. They attended public schools, but learned the machinist's trade from their father, who ran a shop specialising in internal combustion engines for marine use. The inseparable brothers built the first bicycle in Niles. They left this sleepy town in southwest Michigan in 1886, before ending up working at the **Murphy Boiler Works** in Detroit until 1894. They then moved across the Detroit River to Windsor, Ontario, where they became machinists for the **Canadian Typograph Company** and soon began their first venture to manufacture precision metal products.

Horace Dodge invented a four-point, dirt proof, adjustable bicycle ball bearing, and in 1897 the two brothers established the **Evans & Dodge Bicycle Company** with **Fred S. Evans** and leased the Typograph Company plant for two years. In 1900, they sold their interests, returned to Detroit, and established a machine shop in the **Boydell Building** on **Beaubien Street** at **Lafayette**. They began with only twelve employees, but quickly established a reputation for excellent workmanship.

Consequently their business grew and forced them to move to larger quarters at **Hastings Street** and **Monroe Avenue**. When they left there in 1910 for the spacious **Hamtramck** site, the **Hastings Street** plant was the largest and best-equipped machine shop in Detroit. **Ransom E. Olds** (of **Oldsmobile** fame) began the first automobile plant in Detroit in 1899 and by early 1901 the Dodge machine shop supplied him with engines.

Olds followed with an order for 3,000 transmissions in 1902, making the Dodge brothers one of the largest parts suppliers for the fledgling Detroit automobile industry.

Like many of their contemporaries in this industry, the Dodge brothers were not "gentlemen" manufacturers. Although they were often quick-tempered, even with each other, the two red-haired brothers were astute businessmen, John was the more talkative and aggressive of the two and concentrated on financial and organisational matters, while Horace was the mechanical genius who tended to be quiet and easy-going. John enjoyed drinking and once forced a Detroit bartender to dance on top of a table by threatening him with a revolver. Dodge showed his approval of the dance steps by smashing glasses against the bar mirror. The Dodge brothers were soon to work for and clash with another strong-willed automotive genius.



Circa 1914, John and Horace ride in the first Dodge, named the **Model 30**.



1



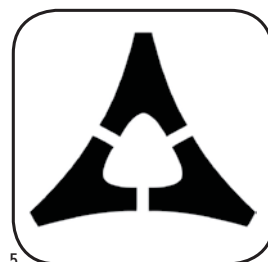
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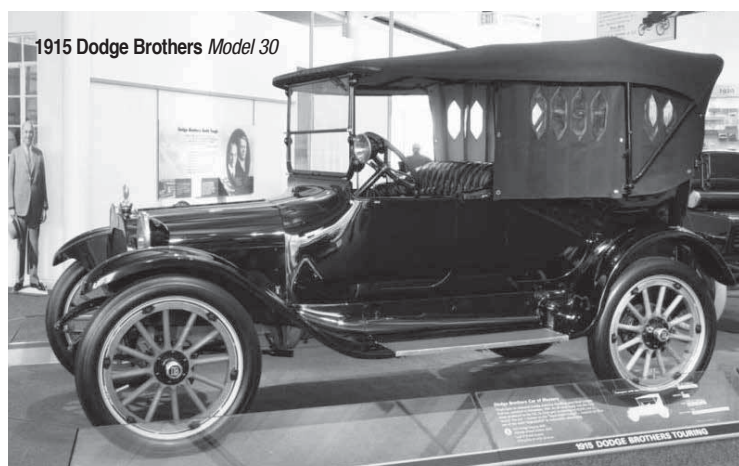


9

DODGE IDENTITY

(From top left to right to right bottom):

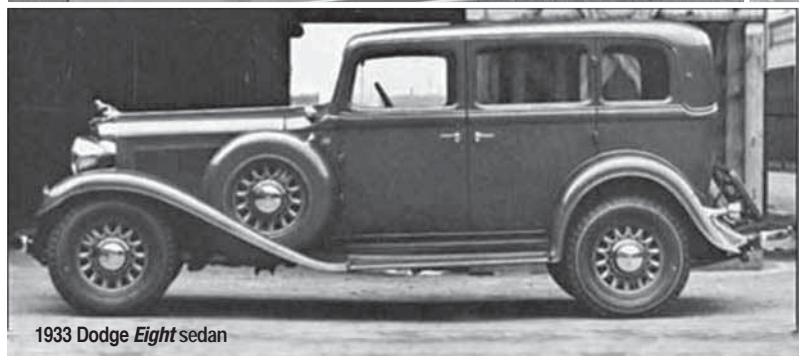
1. Dodge Brothers emblem circa 1910, removed from the gate of the Dodge Main plant before its 1981 demolition; 2. the Jewish star Dodge Brothers logo used from 1914 to 1927— although the word "Brothers" was dropped from the name for trucks in 1929 and cars in 1930, the DB star remained on the cars until the 1939 models were introduced; 3. Although in the US for some time the original Fargo truck brand survived as an individual Chrysler marque on its own, in Australia the Fargo was a subspecies of Dodge made at Mile End; 4. Virgil Exner's radical "Forward Look" redesign of Chrysler Corporation's vehicles for the 1955 model year was emphasised by the adoption of a logo by the same name, applied to all Chrysler Corporation vehicles. The Forward Look logo consisted of two overlapped boomerang shapes, suggesting space age rocket-propelled motion. This logo was incorporated through to September 1962; 5. Dodge's logo from September 1962 through 1981 was a fractured deltoid composed of three arrowhead shapes forming a three-pointed star. The logo first appeared on the 1962 Polara 500 and the mid-year 1962 Custom 880. One of its designers came up with the meaningless name Fratzog for the logo, which ultimately stuck; 6. From 1982 to 1995, Dodge used Chrysler's Pentastar logo on its cars and trucks to replace the Dodge crest, although it had been used for corporate recognition since late 1962. In advertisements and on dealer signage, Dodge's Pentastar was red, while Chrysler-Plymouth's was blue; 7. Dodge reintroduced the vintage ram's head hood ornament on the new 1973 Dodge Bighorn heavy duty tractor units. Gradually the ram's head began appearing on the pickup trucks as Dodge began to refer to their trucks as Ram. The present iteration of the Ram's-head logo appeared in 1993, standardising on that logo in 1996 for all vehicles except the Viper which is using the Viper's Head; 8. Crosshairs and shield logo on the steering wheel are used on all models starting 2011 year (with the exception of the 2011-12 Caliber and Nitro having the Ram logo); 9. The latest quite controversial minimalist red-stripe design.



1915 Dodge Brothers Model 30



1927 Dodge Brothers Series 124 sedan



1933 Dodge Eight sedan



1939 Dodge D11 Luxury Liner sedan

THE DODGE BROTHERS AND FORD

After the founding of the **Dodge Brothers Company** by Horace and John Dodge in 1900, the Detroit-based company quickly found work producing precision engine and chassis components for the city's burgeoning number of automobile firms. Chief among these customers were the established **Olds Motor Vehicle Company** and the then-new **Ford Motor Company**. Dodge Brothers enjoyed much success in this field, but the brothers' growing wish to build their own complete vehicles was exemplified by John's 1913 exclamation that he was "tired of being carried around in Henry Ford's vest pocket."

On February 23, 1903 the Dodge brothers formally agreed to supply **Henry Ford** with 650 chassis (including engines, transmissions, and axles) for \$250 each, thus beginning a profitable, but stormy relationship between the two firms. This contract kept the 150 men at the Hastings Street plant fully occupied and the Dodes began working exclusively for Ford. He built a plant on Mack Avenue to assemble cars from parts made elsewhere, the entire operation dependent upon extensive credit from his parts suppliers.

In return for an investment of \$10,000 (\$7,000 in materials and a \$3,000 bank note), the Dodge brothers accepted 100 shares (one-tenth of the total) in the Ford Motor Company, newly-incorporated on June 16, 1903. Dodge delivered the first shipment of chassis to Mack Avenue in July via horse-drawn hayracks and the Ford Motor Company assembled its first cars.

During these early years, Ford often complained that the Dodge workers turned out shoddy products because they were paid by the piece. Despite these problems, he ordered another 755 engines for delivery in January through May 1904, and insisted on the right to order 500 more by early April. By the spring of 1905, when Ford had moved into his new Piquette Avenue plant, Dodge Brothers supplied 400 'rigs' (engines and transmissions) a month.

Dodge continued as the major supplier, but by late 1905 Ford was already taking steps to produce his own engines and transmissions for the low-priced **Model N**.

The fates of Ford and the Dodes remained intertwined for fifteen years. The Dodge brothers began erecting a new plant on their thirty acre site in Hamtramck in 1910, the same year Ford opened his Highland Park complex. In 1912 they supplied Ford with 180,000 transmission-axle sets, with future prospects for much larger orders. Fearing their total dependence on one customer, particularly because it was Ford, the Dodes gave Ford the required year's notice that they would terminate their contract effective August 1914. John Dodge simultaneously resigned as director and vice president of the Ford Motor Company, but he and his brother retained the Ford stock they had since 1903.

Their connection with Ford was extremely profitable. Through 1914, they collected \$3.8 million in dividends from their stock and earned another \$1.7 million in profits on the Ford contracts. When Ford sharply reduced dividends to the stockholders in 1916, the Dodes brought a suit which eventually forced him to pay a dividend of slightly over \$19 million in early 1918, with ten percent of this going to them. In July 1919, Ford bought out the remaining stockholders in the Ford Motor Company and the Dodge brothers accepted \$25 million for their ten percent interest in the firm.

When they finally severed their relationship with Ford, they had earned \$5.4 million in dividends and \$1.7 million in profits, which combined with the sale of the stock produced a return of about \$32 million on their 1903 investment of \$10,000. Ford provided them with both the reason and the means to build the plant in Hamtramck.

THE FORMATION OF DODGE MOTORS

In July 1914, the Dodge brothers incorporated as the **Dodge Brothers Motor Car Company** with a capital stock of \$5 million, which they increased to \$10 million in 1917. In 1913, they had decided to manufacture and assemble their own car, severed relations with Ford, and began an ambitious program of plant expansion.

The Dodge reputation for quality was so widespread that 13,000 dealers asked to become Dodge agents before anyone saw the new car. The **Michigan Manufacturer** and **Financial Record** declared emphatically,

"As a matter of fact, when the Dodge Bros. new car comes out, there is no question that it will be the best thing on the market for the money." The reason was simple "The Dodge brothers are the two best mechanics in Michigan. There is no operation in their own shop from drop forging to machining, from tool-making to micrometric measurement, that they can't do with their own hands."

The Dodge brothers decided to produce a high-quality car that would sell for about \$800 and thus not compete directly with the cheaper **Model T**. The new car had generated considerable interest well before its introduction. **Automobile Topics** gave its readers an 'exclusive' six-page preview of the Dodge in the November 7, 1914 issue. The first Dodge, subsequently named "Old Betsy," came off the assembly line on November 14, 1914. It was a five-passenger touring car with a wheelbase of 110 inches and came equipped with a 25 H.P. four cylinder "L" head engine, with a 3 7/8 inch bore and a 4 1/2 inch stroke, a cone clutch, and a pressurised fuel system. All parts for the new car were thoroughly tested prior to acceptance. John Dodge tested tires by dropping various brands off a four-story building and ascertained the crash-worthiness of one prototype by driving it into a wall at 20mph.

Total production for 1914 was a mere 249 touring cars. The following year, Dodge offered a two-passenger roadster which also sold for \$785 and the plant went into full production. They increased the workforce to 7,000 by April 1915 and by the year's end, the firm produced 45,053 cars at the Hamtramck plant. The Dodge developed a reputation for dependability – which helped sales greatly – during the US Army's 1916 expedition against the Mexican bandit **Pancho Villa**. War correspondent **A.H.E. Beckett** published several reports in **Motor Age** on the use of Dodge cars in the campaign. After the daring **Lieutenant George S. Patton, Jr.**, led a successful surprise raid against a bandit headquarters in three Dodes, **Brigadier General John J. Pershing**, the commander of the expeditionary force, ordered his staff to use Dodge cars exclusively. Pershing then requested 250 more Dodes for the Mexican campaign and continued to drive them later on the battlefields of France in World War One.



"I've been buying Dodge cars ever since they started to make them . . .

—and this new "8" is just the greatest car Dodge ever built!"

AND no wonder Dodge owners are so enthusiastic! This new Dodge "8" is big . . . 122-inch wheelbase. It's powerful . . . 100 horsepower. Its style is like a breath from Paris. Its interior is roomy, luxurious.

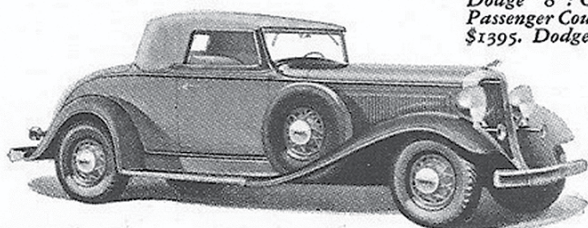
Then drive it. It's so *smooth*, this new Dodge "8"—so *effortless*. Floating Power engine mountings completely banish engine vibration. "Inertia ride control"—makes the shock-absorbers entirely self-adjusting to all road conditions. "Oilite" squeak-proof springs with metal covers assure a soft, smooth ride.

Driving strikes a new note in simplicity. To start, you simply turn on the ignition, step on the accelerator, and presto! the motor

is running. And a thermostatic idle control keeps the engine running when cold—no stalling after you've started. The gears are quiet in all speeds, including reverse.

And Dodge protects you—and your family—with vital safety features. Mono-piece *steel* body. Hydraulic brakes. Double-drop frame, with sturdy X bridge-type construction. Low center of gravity. Duplate safety plate glass windshield.

Wherever you are, there's a Dodge dealer not far away. Go to his showroom . . . see this new Dodge "8" . . . see how little this fine car costs you!



Dodge "8": Coupe with Rumble Seat \$1115 . . . Sedan \$1145 . . . Five-Passenger Coupe \$1145 . . . Convertible Coupe \$1185 . . . Convertible Sedan \$1395. Dodge "6" \$595 to \$695. (All Prices F. O. B. Factory, Detroit).

DODGE "8"

WITH FLOATING POWER

An Aristocrat From Bumper to Bumper



1946 Dodge Custom coupe



1958 Dodge Coronet Lancer hardtop



1956 Dodge Coronet



1946 Dodge FK6 bus

RISE AND FALL

The years following the Mexican Campaign were prosperous for the Dodge Brothers. Production climbed from 70,000 cars in 1916 to 124,000 the following year and reached 145,000 in 1920. Dodge was the fourth largest producer in the United States by 1917, behind Ford, Chevrolet, and Buick. The workforce also grew from 7,000 in early 1915 to about 20,000 by 1920.

John Dodge died from pneumonia on January 14, 1920 in New York City, where he and his brother had attended an auto show.

One newspaper commented, *"Headstrong he could be, a fighter with every ounce of his manhood and every resource at his command, but not a vein or a cell of his heart ever hardened."*

Another paper said of him, *"He was absolutely straightforward. He told the truth without quibbling. He always meant what he said, and mostly he said what he felt. He believed in fair dealing and practiced it. He also demanded fair dealing in others, and generally he obtained it. He was without fear, consequently he went to his objectives unhampered by many considerations that might have blocked a less forceful man. He was a dynamo of energy with a driving power that was tremendous."*

Horace Dodge died less than a year later in Palm Beach, Florida on December 10, 1920. An anonymous observer summed up Horace Dodge's personality:

"His office was literally a museum of parts, past, present and prospective, for Dodge Brothers cars. He was constantly scheming improved details, new processes, new methods and always building new machinery. He never lost the touch of the craftsman, could never leave machinery alone. The atmosphere of the shop, as he entered it, would cause a noticeable change in his bearing. Outside, in the offices, in the places where men gather, even at home, he was quiet, reticent, and could be termed shy. But within the four walls of the shop he was the taciturn yet unquestionable master of the business."

The Dodge children were neither able nor willing to manage the firm after their fathers' deaths, although

the two widows made a weak effort to do so. The works manager, **Frederick J. Haynes**, became the chief executive officer from 1920 until 1925. The firm continued to grow during these years, with output reaching a plateau of about 200,000 cars in 1924-25. However, they were still well short of Ford's production of 1,675,000 cars and Chevrolet's 470,000 units for 1925. On May 1 1925, the Dodge heirs announced the sale of the firm to the New York investment bankers **Dillon, Read & Company** for \$146 million. Dillon held the property for three years before selling it to **Walter P. Chrysler** in May 1928 for \$170 million.

THE CHRYSLER ERA

When Walter P. Chrysler bought Dodge in 1928, he rescued a failing business which was barely meeting its payrolls. Dillon, Read & Company were unfamiliar with the car industry and as absentee owners were not able to keep the firm operating efficiently. In 1925, the banking firm also acquired **Graham Brothers**, a large truck maker, and the three Graham brothers became large Dodge stockholders. During the Dillon, Read era, **Raymond Graham** served as Dodge's general manager, while **Edward J. Willmer**, a Wisconsin utility executive, was president of Dodge.

The bankers-turned-automakers made a major marketing mistake during their brief reign. The Dodge car had been a sales success because it had a reputation for quality and durability, but was priced only about \$100 above the Model T.

When the explorer **Roy Chapman Andrews** headed the **American Museum of Natural History's** Central Asiatic Expeditions in 1924-28, travelling thousands of miles over terrain where even camels feared to tread, he insisted on using Dodges exclusively and widely publicised their toughness. Dillon, Read decided to make Dodge a luxury line with appropriate prices. In 1928, when Ford's **Model A** sold for \$495, the lowest-price Dodge had a price tag of \$895, while the more expensive versions sold for nearly \$2,000. The resulting sales decline made Dillon, Read susceptible to Walter P. Chrysler's overtures.

Chrysler was born in Wamego, Kansas in 1875 and at age seventeen trained as a machinist. He worked for several midwestern railroads and in 1908 became

the superintendent of motive power for the **Chicago Great Western Railway**. In 1910 he took a job with the **American Locomotive Company** and soon became manager of its Pittsburg manufacturing plant. Chrysler's career in the automobile industry began in 1911 when he became works manager for the **Buick Motor Car Company** in Flint, Michigan at a salary of \$6,000 per year. He took over their manufacturing operations and within five years was president and general manager of Buick, earning over \$500,000 a year.

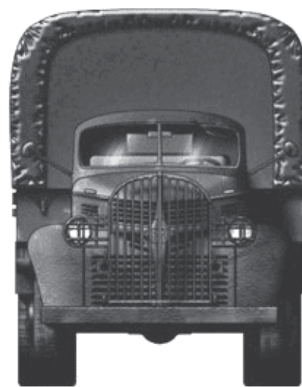
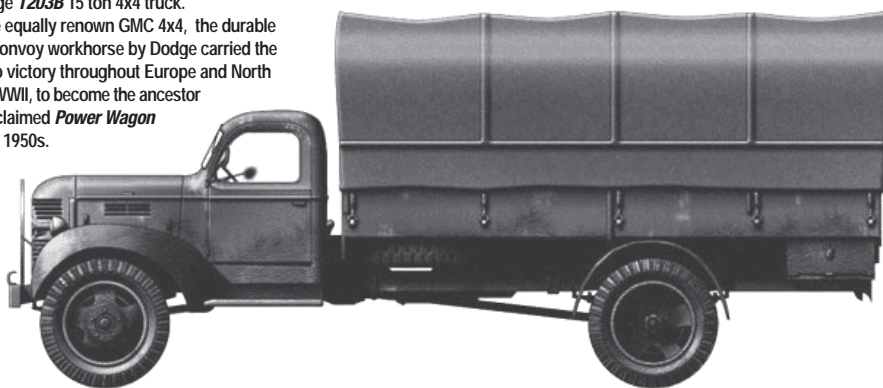
Chrysler left Buick in 1919 after disagreements with **General Motors'** president **William C. Durant**. Following a brief retirement, Chrysler successfully reorganized the Willys-Overland Company and then did the same for the failing Maxwell Motor Car Company. In 1924, he introduced the Chrysler automobile, featuring the industry's first high compression engine. Production jumped from 80,000 cars in 1924 to 137,000 in 1925, when he established the Chrysler Corporation and absorbed the assets and stock of Maxwell.

Walter Chrysler's purchase of Dodge, described by one observer as *"the minnow swallowing the whale"* was a key element in his plan to challenge a new emerging General Motors and Ford. He introduced the low-priced **Plymouth** and the **DeSoto** in 1928, so with the addition of Dodge, Chrysler had four major car lines and instantly became the third largest automaker.

Dillon, Read & Company sold the Dodge property to the **Chrysler Corporation** on May 29, 1928 and on the following day, the new management team headed by K.T. Keller moved into the Dodge offices. Keller, the Buick master mechanic under Chrysler, rejoined him in 1926 as vice president in charge of manufacturing. Keller became a Chrysler director in 1927, president of the Dodge Division in 1929, and succeeded Chrysler as corporation president in 1935.

He was so effective in streamlining production at Dodge Main that he freed up enough floorspace in his first three months to house the DeSoto Division. Dodge was the largest division within the Chrysler Corporation and produced many of the top executives. **L.L. Colbert**, named vice president at Dodge in 1935 and president ten years later, succeeded Keller as Chrysler Corporation president in 1950.

The 1941 Dodge **T203B** 15 ton 4x4 truck. Along with the equally renowned GMC 4x4, the durable T20 range of convoy workhorse by Dodge carried the allied forces to victory throughout Europe and North Africa during WWII, to become the ancestor of the later acclaimed **Power Wagon** pickups of the 1950s.



PRE-WAR YEARS

To fit better in the Chrysler Corporation lineup, alongside low-priced Plymouth and medium-priced DeSoto, Dodge's lineup for early 1930 was trimmed down to a core group of two lines and thirteen models (from three lines and nineteen models just over a year previous). Prices started out just above DeSoto but were somewhat less than top-of-the-line Chrysler, in a small-scale recreation of General Motors' "step-up" marketing concept. (DeSoto and Dodge would swap places in the market for the 1933 model year, Dodge dropping down between Plymouth and DeSoto.)

For 1930, Dodge took another step up by adding a new eight-cylinder line to replace the existing Senior six-cylinder. This basic format of a dual line with *Six* and *Eight* models continued through 1933, and the cars were gradually streamlined and lengthened in step with prevailing trends of the day. The Dodge Eight was replaced by a larger Dodge *DeLuxe Six* for 1934 and which was dropped for 1935. A long-wheelbase edition of the remaining Six was added for 1936 and would remain a part of the lineup for many years.

The Dodge line, along with most of the corporation's output, was restyled in the so-called "Wind Stream" look for 1935. This was a mild form of streamlining, which saw sales jump remarkably over the previous year (even though Dodge as a whole still dropped to fifth place for the year after two years of holding down fourth). Dodge never got the radical *Airflow* styling that was the cause of depressed sales of Chryslers and DeSotos from 1934 to 1937.

Dodge (along with the rest of Chrysler) added safety features such as a smooth, flat dashboard with no protruding knobs, curved in door handles, and padded front-seat backs for the benefit of the rear-seat occupants.

Another major restyle arrived for the 25th anniversary 1939 models, which Dodge dubbed the *Luxury Liner* series. These were once again completely redesigned with new bodies for 1940, again in 1941, and a refreshing for 1942. However, just after the 1942 models were introduced, Japan's attack on Pearl Harbor forced the shutdown of Dodge's passenger car assembly lines in favour of war production in February 1942.

WORLD WAR II

Chrysler was prolific in its production of war materiel from 1942 to 1945, and Dodge in particular was well known to both average citizens and thankful soldiers for their tough military-spec truck models and ambulances like the *WC54*. Starting with the hastily converted *VC* series and evolving into the celebrated *WC* series, Dodge built a strong reputation for itself that readily carried over into civilian models after the war.

POST-WAR YEARS

Civilian production at Dodge was restarted by late 1945, in time for the 1946 model year. The "seller's market" of the early postwar years, brought on by the lack of any new cars throughout the war, meant that every automaker found it easy to sell vehicles regardless of any drawbacks they might have. Like almost every other automaker, Dodge sold lightly facelifted revisions of its 1942 design through the 1948 season. As before, these were a single series of six-cylinder models with two trim levels (basic *Deluxe* or pusher *Custom*).

Styling was not initially Dodge's strong point during this period, though that began to change by 1953 under the direction of corporate design chief **Virgil Exner**. At the same time, Dodge also introduced its first V8 engine – the *Red Ram Hemi*, a smaller version of the

original design of the famed Hemi. The new 1953 bodies were smaller and based on the Plymouth. For 1954, sales dropped, the stubby styling not going over well with the public. 1954 also saw the introduction of the fully automatic *PowerFlite* transmission.

New corporate "Forward Look" styling for 1955 began a new era for Dodge. With steadily upgraded styling and ever-stronger engines every year through 1960, Dodge found a ready market for its products as America discovered the joys of freeway travel. This situation improved when Dodge introduced a new line of Dodges called the *Dart* to do battle against Ford, Chevrolet and Plymouth. The result was that Dodge sales in the middle price class collapsed. Special and regional models were sold as well, including the *LaFemme* (a white and orchid-trimmed hardtop marketed toward women) and the *Texan*, a gold-accented Dodge sold in the Lone Star State.

Dodge entered the compact car field for 1961 with their new *Lancer*, a variation on Plymouth's *Valiant*. Though it was not initially successful, the Dart range that succeeded the Lancer in 1963 would prove to be one of the division's top sellers for many years.

Chrysler did make an ill-advised move to downsize the Dodge and Plymouth full-size lines for 1962, which resulted in a loss of sales. However, they turned this around in 1965 by turning those former full-sizes into "new" mid-size models; Dodge revived the *Coronet* nameplate in this way and later added a sporty fastback version called the *Charger* that became both a sales leader and a winner on the NASCAR circuit.

Full-size models evolved gradually during this time. After Dodge dealers complained about not having a true full-size car in the fall of 1961, the Custom 880 was hurried into production. The *Custom 880* used the 1962 Chrysler *Newport* body with the 1961

A 1946 Dodge *WC54* US Army ambulance. The famous WC range of Dodge military trucks were used in the thousands by the US armed forces during WWII. The WC was produced in many variants and specialities, ranging in wheelbase, drivetrain and weight capacity – from 4 wheel light carriers to 10 wheel heavy transports.





1967
Dodge Coronet 440
sedan



1981 Dodge Aries
Special Edition
coupe



2003 Dodge
Caravan



1977 Dodge Diplomat sedan



1989 Dodge Ram pickup



1991 Dodge
Spirit R/T



1996 Dodge Stratus

Dodge front end and interior. The 880 continued into 1965, the year a completely new full-size body was put into production, the **Polara** entered the medium price class and the **Monaco** was added as the top series. The Polara and Monaco were changed mostly in appearance for the next ten years or so. Unique "fuselage" styling was employed for 1969 through 1973 and then was toned down again for the 1974 to 1977 models.

Dodge is well-known today for being a player in the muscle car market of the late 1960s and early 1970s. Along with the Charger, models like the **Coronet R/T** and **Super Bee** were popular with buyers seeking performance. The pinnacle of this effort was the introduction of the **Challenger** sports coupe and convertible (Dodge's entry into the "pony car" class) in 1970, which offered everything from mild economy engines up to the wild race-ready Hemi V8 in the same package.

In an effort to reach every segment of the market, Dodge even reached a hand across the Pacific to its partner, **Mitsubishi Motors**, and marketed their subcompact as the **Colt** to compete with the **AMC**

Gremlin, Chevrolet **Vega**, and Ford **Pinto**. Chrysler would over the years come to rely heavily on their relationship with Mitsubishi.

The 1973 oil crisis caused significant changes at Dodge, as well as Chrysler as a whole. With the exception of the Colt and **Slant Six** models of the Dart, Dodge's lineup was quickly seen as extremely inefficient. In fairness, this was true of most American automakers at the time, but Chrysler was also not in the best financial shape to do anything about it. Consequently, while General Motors and Ford were quick to begin downsizing their largest cars, Chrysler (and Dodge) moved more slowly out of necessity.

At the very least, Chrysler was able to use some of its other resources. Borrowing the recently introduced Chrysler **Horizon** from their European division, Dodge was able to get its new **Omni** subcompact on the market fairly quickly. At the same time, they increased the number of models imported from Mitsubishi: first came a smaller Colt (based on Mitsubishi's **Lancer** line), then a revival of the Challenger (though with nothing more than a four-cylinder under the hood, rather than the booming V8s of yore).

Bigger Dodges, though, remained rooted in old habits. The Dart was replaced by a new **Aspen** for 1976, and Coronet and Charger were effectively replaced by the **Diplomat** for 1977, which was actually a fancier Aspen. While the Aspen got accolades for styling and handling, build quality was problematic, sully the car's reputation at the time when sales were desperately needed. Meanwhile, the huge Monaco (**Royal Monaco** beginning in 1977 when the mid-sized Coronet was renamed "Monaco") models hung around through 1977, losing sales every year, until finally being replaced by the **St. Regis** for 1979 following a one-year absence from the big car market. In a reversal of what happened for 1965, the St. Regis was an upsized Coronet. Buyers, understandably, were confused and chose to shop the competition rather than figure out what was going on at Dodge.

Everything came to a head in 1979 when Chrysler's new chairman, **Lee Iacocca**, requested and received federal loan guarantees from the United States Congress in an effort to save the company from having to file bankruptcy. With bailout money in hand, Chrysler quickly set to work on new models that would leave the past behind. The K-Car and the Minivan.

Inspired by the phenomenal winged musclecar of the early 1970s, and built on the same platform as the 300C, the 2013 Dodge *Charger Daytona R/T*.



The 2000 Dodge *Viper GTS-R* has become a classic sportscar.

Don't mess with a 2004 Dodge *Ram 4x4*.



THE MODERN ERA

In a move that never lived up to the expectations of its driving forces, Chrysler Corporation merged with **Daimler-Benz AG** in 1998 to form **DaimlerChrysler**. Rationalising Chrysler's broad lineup was a priority, and Dodge's sister brand Plymouth was withdrawn from the market. With this move, Dodge became DaimlerChrysler's low-price division as well as its performance division.

The *Intrepid*, *Stratus*, and *Neon* updates of the 1998 to 2000 timeframe were largely complete before Daimler's presence, and Dodge's first experience of any platform sharing with the German side of the company was the 2005 *Magnum* station wagon, introduced as a replacement for the Intrepid. Featuring Chrysler's first

mainstream rear-wheel drive platform since the 1980s and a revival of the Hemi V8 engine, it was a modest success. The Charger was launched in 2006 on the same platform.

Further cost savings were explored in the form of an extensive platform-sharing arrangement with Mitsubishi, which spawned the Caliber subcompact as a replacement for the Neon and the Avenger sedan. The rear-drive chassis was then used in early 2008 to build a new Challenger, with styling reminiscent of the original 1970 Challenger.

In Spring 2007, DaimlerChrysler reached an agreement with **Cerberus Capital Management** to dump its Chrysler Group subsidiary, of which the Dodge division was a part. On June 10, 2009, Italian automaker **Fiat**

formed a partnership with Chrysler in which a "New Chrysler" was formed (and given the official name **Chrysler Group LLC**, of which Dodge remains a part).

In response to very high motor fuel prices in Spring 2008, Dodge initiated a purchase incentive guaranteeing the buyer of a new Dodge would have to pay no more than \$2.99 per gallon of gasoline for three years. Shortly after the promotion began, the average price of gasoline dropped well below \$2.99 per gallon; working in Dodge's favour.

For 2013, Dodge re-introduced a compact car based on an **Alfa-Romeo** design. Sold under the revived **Dart** name, the car received favorable reviews from the automotive press. Challenger sales continue to keep the Dodge name in the public eyes as a performance car.

Retro styled, the 2013 Dodge *Challenger R/T Redline*. Beauty and the beast.



YOURS
- FOR A VERY FINE PERFORMANCE!



If you get the feeling that comes from a "Gala Premiere" every time you drive a Dodge Phoenix, don't be surprised. It's simply a normal reaction to the car that shows this year's greatest advances in luxury motoring. Spirited 230 b.h.p. V-8 performance tempered by the reassuring safety of big power-brakes, the ease of control of full-time power steering, the stability of torsion bar suspension and wider tracks, plus a front anti-sway bar. The Torque Flite, 3-speed automatic transmission is even better still — smooth, vibrationless. The new body of Dodge Phoenix, with its curved glass side windows is roomier, is furnished luxuriously, equipped completely. — Your Chrysler Dealer will be proud to make available this fine car for your most critical inspection and test. PRICE £2,775 TAX INCLUDED.

Dodge Phoenix

V8 AUTOMATIC WITH CO-AXIAL POWER STEERING AND POWER BRAKES



CHRYSLER
AUSTRALIA LTD.

horse to horsepower

THE HISTORY OF DODGE IN AUSTRALIA

BEFORE T.J. RICHARDS

Excerpts from *From Horse to Horsepower* by S.A.Cheney, published by Rigby Ltd 1965

This article is summarised from the book, taken at face value – as it is a damn good read, I made no attempt to check the facts of the story – JR

To understand 'How Dodge came to SA', one must first appreciate the man behind the move. **Sydney Arthur Cheney** was one of ten children from a poor farming family, living on four acres at Islington, just beyond North Adelaide. Sydney was born in 1883, nearly upon the Gawler to Adelaide train, which halted at Smithfield so that his mother might give birth. Sydney's early survival indicates some of the luck and tenacity he showed in later life. The family's poverty inspired him to lift himself out of the labourer's spiral; while starting as a farmhand and shop assistant, he moved to book-keeping, studied hard in Business, Fitting, Turning and Mechanics at the **School of Mines** (now the **University of South Australia**).

Fast-forward to 1903, and young Sydney (or "S.A. from S.A.", as he came to be known), secured a sales position for **Duncan & Fraser**, carriage builders, which had just become agents for the new **Oldsmobile** and they needed a salesman. Cheney admits it did not seem important at the time to have ever seen an 'automobile', for neither had most of South Australia! He had quite methodical and confident sales skills and seemed to know how to read his potential clients' needs. Also he was adventurous enough to take part in the early 'auto trials' of the day which he realised were great advertising for the new auto industry. Young Cheney successfully sold many Olds, later the more robust **Argyll** from Scotland and when it was released in 1909, the early **Model-T Ford**, despite his misgivings about its frailty on Australian roads (or lack of them) at the time.

In 1914, reports began to appear in the overseas journals that the **Dodge Brothers** (John & Horace) were to set up their own auto manufacturing business. At this time Dodge Bros. made most of the mechanicals for the Model-T Ford, and had a reputation for manufacturing dependable quality components. Ford's operations simply made body work and mass-produced the vehicles – almost 75% of all the world's cars at this time. When the Dodge Bros. saw the market need for a better quality, more

robust vehicle, **Henry Ford** rejected it – so they parted company and Dodge set about marketing their own car in opposition to their main client.

Around the same time, Cheney was aware his career prospects at Duncan & Fraser were limited to sales, at £2.10s/week + 1% sales commission. He decided to go out on his own, and believed he could be the SA agent for the new Dodge car, even though no details had yet been released. He wrote to Dodge Bros. in June 1914, seeking information on the new Dodge and their marketing arrangements. Receiving word that these were still 'in development', he replied to make an appointment. And taking a huge gamble, travelled in August by ship to San Francisco and then by train to Detroit, to meet with the Foreign Sales manager for Dodge Bros., a Mr **Harry Robins**. Here the story gets very interesting!

Robins told him Dodge was flat out adapting the Hamtramck plant for domestic (US) production – they had no immediate plans for export. Cheney returned over the next several days, occupying a desk in Robins' office, exchanging information on the Australian market, observing many overseas 'suitors' like himself come and go. He sat in on executive lunches, saw a prototype of the new Dodge and persuaded executives that they would be well-served by starting exports as soon as possible.

Cheney observed that Dodge played a cunning game – they had released no details of the coming model or distribution plans, leaked only a few press notes, had 'no time to consider any exports', yet continued to gather extensive information regarding potential markets. Finally in October, after two weeks occupying Robins' office, and almost to be rid of him, the General Sales Manager told Robins to grant him the position of district representative for Australia and New Zealand at US\$415/month – an increase from £2.10 a week! Robins said by this time most of the 'start-up' problems were fortunately being solved, and Dodge was in fact now considering export markets, so this worked out well for everyone. Cheney's first task was to review all correspondence regarding Dodge dealerships from Oz and NZ, which included applications from his former boss at Duncan & Fraser!

The new Dodge was finally announced on November 2nd 1914; it would be an orthodox 4-cylinder tourer

and would retail for \$785 – or £310 in Australia. The Model-T was then around £100 cheaper, but the Dodge was 'exceptionally well engineered – of real worth, built to last'. It was one of the first cars with an electric self-starter and generator as standard equipment. Such was the Dodge Bros reputation that they received 72,000 orders, with deposits, on the first day!

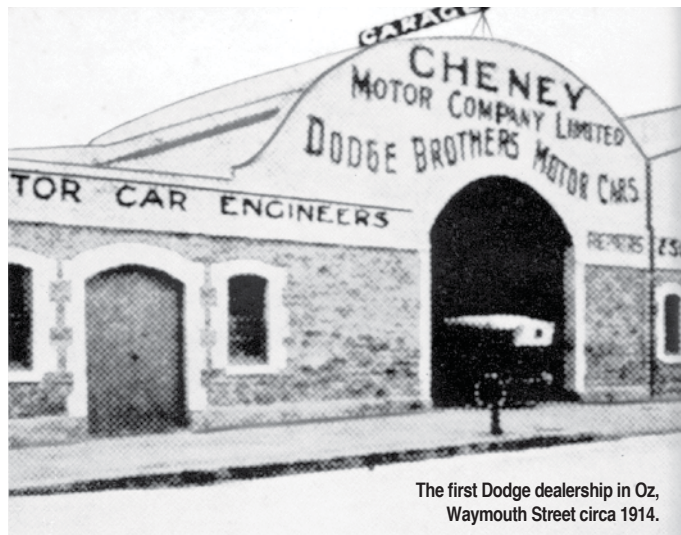
On his return to Adelaide, Cheney founded the **Cheney Motor Company Ltd** to secure the SA dealership rights and raise the necessary funds. It was based in former livery stables on the corner of Waymouth and Topham Streets, Adelaide. An old shooting gallery on the adjacent corner of King William St was leased and converted into the main showroom. As Dodge had done in the States, he started 'teaser' adverts in the press six weeks before the first car arrived.

A full-page advert appeared in the **Sunday Mail** in early November 1915, announcing the new Dodge would be on display the following day. By 9am Monday, interest was intense, and the vast crowd filled the width of King William Street, temporarily blocking traffic. By the end of the day Cheney held deposits for 34 Dodges – even though the first shipment had just seven! Buyers went nuts for three weeks, and in the first year bought hundreds. After only three years Cheney was the largest dealership in SA, with the Dodge outselling the Model-T Ford despite the price difference, and by 1917 sales outnumbered NSW.

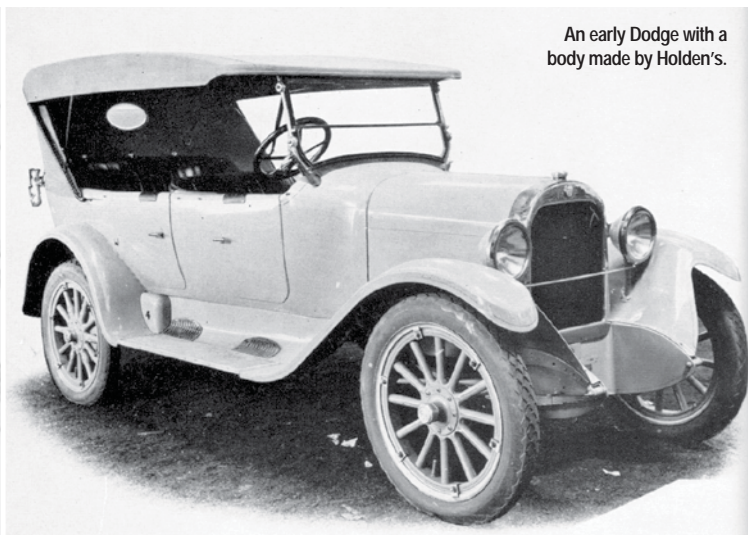
Cheney resorted to all kinds of inventive measures for continuity of chassis for Australia, the interested reader is recommended to the book for the full story.

The third and most interesting part of this story starts in April 1917, when USA entered World War 1. Car supplies were restricted and shipping freight became even more so. An Australian Federal Government embargo was suddenly introduced on August 1917 upon importing cars with full bodies. To ease freight space and demands, it was only permitted to import a running chassis with 'underbody' parts.

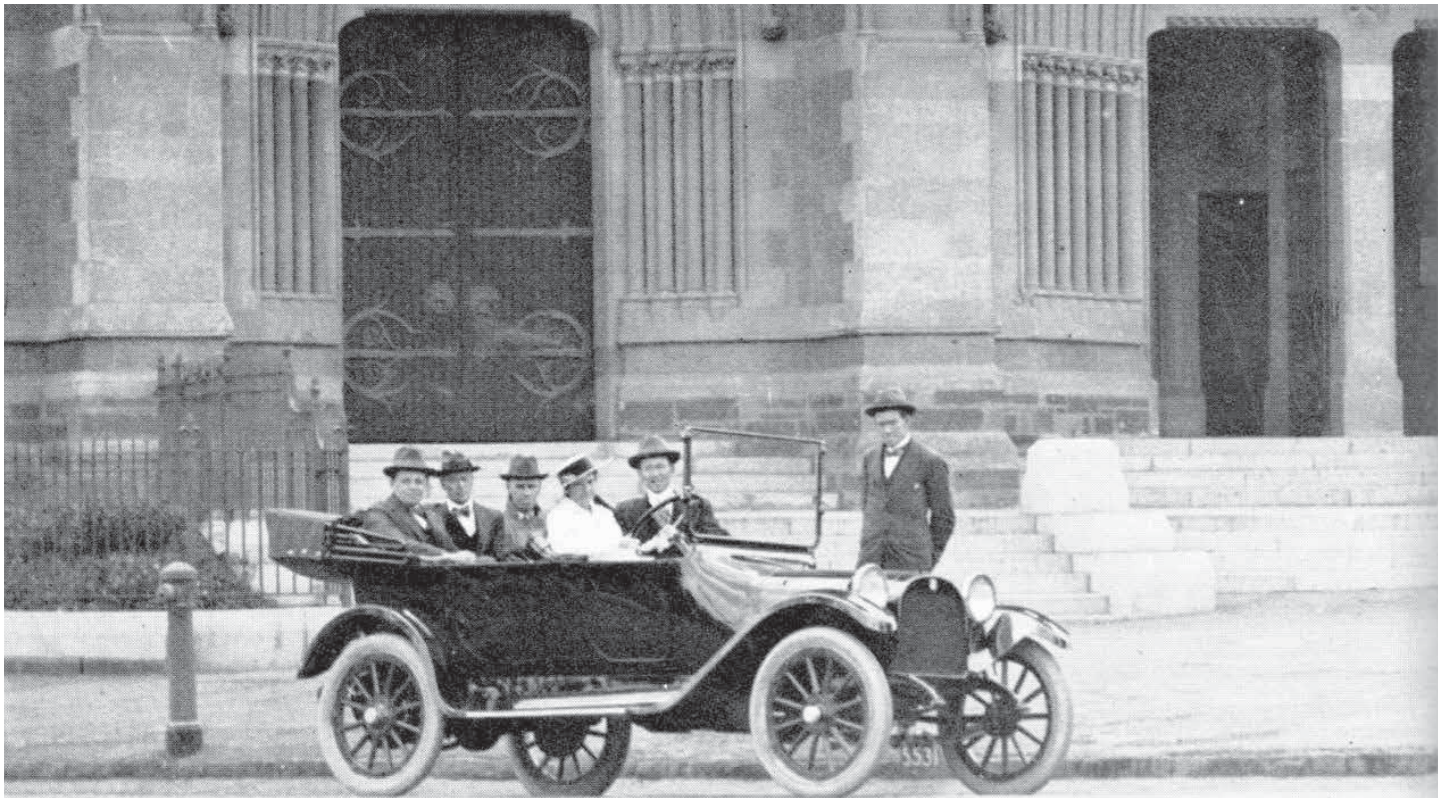
Cheney realised that this had huge potential, and as he tells it, "*so I rang Holden*", he being **Edward of Holden & Frost** saddler and leather merchants in Grenfell Street. A discussion followed with Holden Snr and Jr, where they also saw opportunity to build



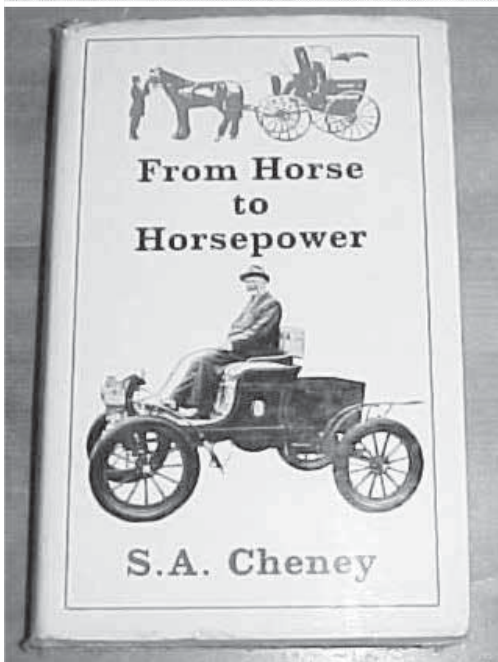
The first Dodge dealership in Oz, Waymouth Street circa 1914.



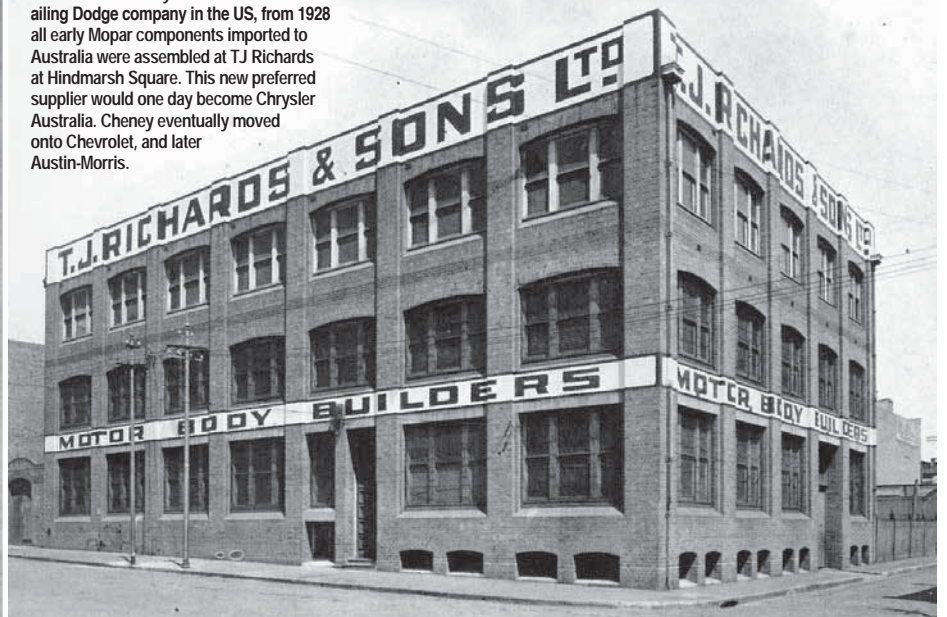
An early Dodge with a body made by Holden's.



A Dodge at St Peters Cathedral, North Adelaide.



Once Walter P. Chrysler had taken over the ailing Dodge company in the US, from 1928 all early Mopar components imported to Australia were assembled at T.J. Richards at Hindmarsh Square. This new preferred supplier would one day become Chrysler Australia. Cheney eventually moved onto Chevrolet, and later Austin-Morris.



together up to 5,000 bodies a year for Dodge and Buick chassis.

H.J. Holden went immediately to the bank to secure necessary funds, then purchased a majority share in F. T. Hack Body Building Co., on the corner of King William and Halifax Streets. Meanwhile, the philanthropic Cheney telegraphed all the Dodge dealers in Australia and arranged an urgent conference in Sydney. He and Edward designed a prototype Australian body, had it built at Hack's, trimmed by Holden's, completed at his workshop and they travelled with the body by train to Sydney in time for the conference. It was fitted to a Dodge chassis supplied by Dalgety & Co (the Sydney Dodge dealer) and finished at 2 a.m. the day prior.

At the conference, the Dodge with the first Australian built body was proudly displayed as "available at any port in Australia for £57.10s". Due to Cheney and

Holden's combined business acumen, and projected volumes, it could be supplied at the same price as any fully-imported car! This of course was met by the dealers' with initial disbelief – but then wholehearted approval. The official announcement was made at the *Adelaide Spring Show*, a mere three weeks after the embargo announcement, and sales of Dodge immediately surpassed that of Ford, who had no such plans ready.

Holden's soon changed their name to **Holden's Motor Body Builders Ltd.**, relocated to the premises at Halifax Street – eventually consuming the whole block, and built many Dodge, Buick and other bodies there, before merging with **GM Australia** in 1931 and moving to Woodville in 1936.

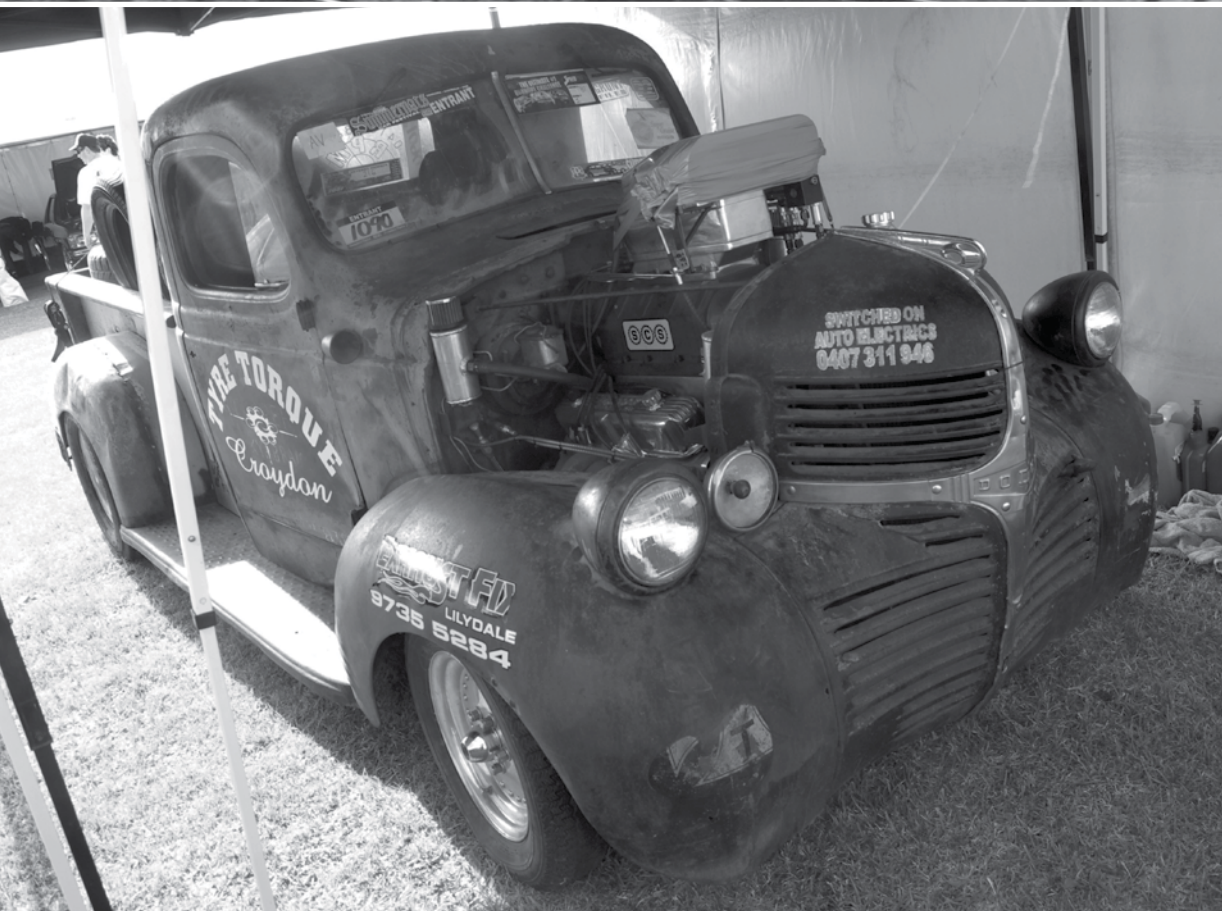
John and **Horace Dodge**, having built a hugely successful multi-million-dollar business, unfortunately separately fell ill and both passed away in 1920. By

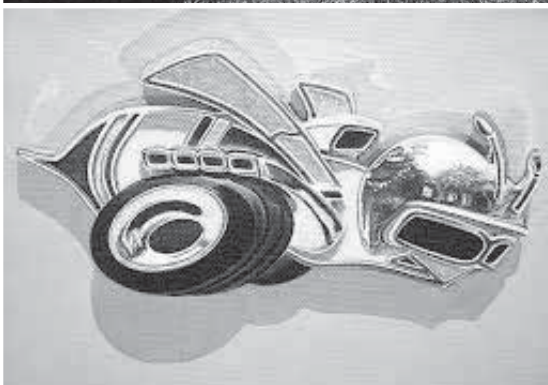
1928, the Dodge name was owned by the Chrysler Corporation. Dodge bodies were built by Holden until their GM merger, when they transferred to **T.J. Richards** at Keswick. Further SA history from this point was covered in the last *Torqueback*.

In 1919, Cheney felt he should expand beyond SA and the dealership would do well to grow into the vacancy he and other staff would leave. The business became **Waymouth Motors** and continued for over 40 years. Cheney aspired to the Dodge agency in NSW, but he was pipped at the post.

Instead, hearing of the vast mechanisation of General Motors Corporation behind the **Chevrolet** brand, he secured the agency for Chev in Victoria in 1920. Later he took on the dealerships for **Morris** (with which there were many reliability issues) and **Austin**, before becoming the largest dealer in Australia for **Vauxhall-Bedford**.

– Jason Rowley







Alan Morris

1922 DODGE TOURER







MANUFACTURER'S SUGGESTED RETAIL PRICE LABEL

affixed pursuant to federal law

FINAL ASSEMBLY POINT

ST. LOUIS ASSY

COLOR CODE: C71W

VEHICLE IDENT. NO.

XS29-U0G-225146

TRIM CODE: C6XM

S.O. NO.

515-GX-071339

56562

72

SHIP TO:

TEX BROTHERTON INC DBA TEX BROTHERTON DGE
611 & MAIN STREET
WALLA WALLA WASH 99362

SOLD TO:

TEX BROTHERTON INC DBA TEX BROTHERTON DGE
611 & MAIN STREET
WALLA WALLA WASH 99362

SALES CODE	DESCRIPTION	MANUFACTURER'S SUGGESTED RETAIL PRICE
XS29	DODGE CHARGER 8/11-8/12 70X, HARDCOP THE FOLLOWING ITEMS OF EQUIPMENT ARE STANDARD ON THIS MODEL-BUCKET SEATS, VINYL TRIM, 440 CID 4 BBL ENGINE W/DUAL EXHAUSTS, EXTRA HEAVY DUTY SUSPENSION, HD. DRUM BRAKES, WIDE OVAL TIRES W/WHITWALLS, HD. BATTERY, TORQUEFLITE TRANSMISSION, PERFORMANCE STRIPES, 3 SPEED WIND- SHIELD WIPERS, REAR BUMPER GUARDS, RALLYE STYLE INSTRUMENT PANEL. PERFORMANCE AXLE PACKAGE INCLUDES, 3.55 AXLE RATIO, SURE GRIP DIFFERENTIAL	3,711.00
A36	DISC BRAKES - FRONT	92.25
B41	POWER BRAKES	27.90
C51	CONS OLE	42.95
C62	SEAT ADJUSTER MANUAL 6 WAY	54.45
D34	TORQUEFLITE TRANSMISSION	33.30
E36	440 CID ENGINE 8 CY. 4 BBL TNT	
FC7	HIGH IMPACT PAINT-COLORS	14.05
G11	TINTED GLASS-ALL WINDOWS	40.70
H31	DEFOGGER-REAR WINDOW	26.25
H51	AIR CONDITIONING	357.65
N95	TACHOMETER	68.45
R22	STEREO TAPE W/RADIO AM	196.25
S77	REAR SEAT SPEAKER	15.15
V1W	POWER STEERING	105.30
V6W	VINYL ROOF-WHITE	100.00
W23	SHOULDER STRIPE-WHITE	
Y14	ROAD WHEEL W/CHROME TRIM RING	86.15
T87	SOLD CAR	
	TIRES-P70X14 W/RAISED W/LETTERS	4,971.70
431	DESTINATION CHARGE	164.00
	SUB TOTAL	5,135.70

NOTE: BE SURE THE ENVELOPE CONTAINING THE OWNER'S MANUAL INCLUDING WARRANTY IS IN THIS CAR. 0504 G52 TOTAL 5,135.70

*State and/or local taxes, if any, license and title fees, and dealer supply and installed options and accessories are not included.



- STANDARD SAFETY FEATURES
- LEFT OUTSIDE REARVIEW MIRROR
 - DAY-NIGHT INSIDE REARVIEW MIRROR
 - ENERGY ABSORBING STEERING COLUMN
 - PASSENGER GUARD DOOR LOCKS
 - CUSHIONED INSTRUMENT PANEL & SON VISORS
 - LAP BELTS, FRONT & REAR, SHOULDERS BELTS, FRONT (EXCEPT CONVERTIBLES)
 - HEATER WITH WINDSHIELD DEFROSTER
 - WINDSHIELD WASHER & MULTI-SPEED ELECTRIC WIPERS
 - FOUR-WAY HAZARD WARNING FLASHER
 - DUAL MASTER CYLINDER BRAKE SYSTEM WITH WARNING LIGHT
 - SAFETY RIM WHEELS
 - BACK-UP LIGHTS
 - SIDE MARKER LIGHTS AND REFLECTORS
 - DIRECTIONAL SIGNALS WITH LANE CHANGE FEATURE
 - SELF-ADJUSTING BRAKES (STANDARD UNLESS SPECIFIED OTHERWISE)
- OTHER STANDARD FEATURES
- ANTI-THROTTLE-LOCK-ON-WHEEL
 - IGNITION KEY WARNING BUZZER
 - CLEANER AIR SYSTEM (ENGINE EMISSIONS)
 - TORSION BAR SUSPENSION

CHRYSLER



THE BIGGEST MOPAR SHOW IN THE SOUTHERN HEMISPHERE

On the fine cool morning of Thursday 14th March, a group of intrepid CCCSA members in our Chryslers met at an outer northern service station for a long-planned trek to beautiful Albury-Wodonga, to experience *Chryslers-on-the-Murray (COTM)*.

For some it was a long journey just to the start – **Kate Hastwell** had flown with the kids all the way from Mount Isa, intending to meet **Steve** in their low-flying **300C** Touring at Albury. Steve had somehow piloted the 300C from Mount Isa on warp-drive in 28 hours and met us here!

The team also included **Chris** and **Diane** in the **AP5**, **Ashley** and **Donna** with **Kynan** and **Kara-lee** in the (Holden) family wagon, **Rob** and **Jen** in their **AP5**, **Stuart** in his **VF VIP** with **Dion** and **Glenda**, **Richard** and **Meng** in the **CL Charger**, **Rob** and **Marg** in the recently repaired **Phoenix**, and **Karen** and I in our recently finished **Challenger**.

For me, this journey went back to 2003, when **Andy Rad**, **Steve DeWitt**, **Alex T** and I had a memorable COTM weekend. I said *"When I go back again, it has to be in the Dodge"*.

That's about 10 years ago – long before the Hastwells suggested it last October, and **Karen** said *"sure we can go to Albury, but only if we go in the Dodge"*. And so the goal was set, the race was on, I just had to finish the Dodge – and it turned out really close. I had it 90% done for the **ACD**, then passed Regency Park and registered it in early March, and we had toured a whole 300 miles when we started the Albury trip. But hey, what could go wrong? It was a full restoration!

Stuart had planned all the logistics heading via Blanchetown, to Renmark for lunch, to our first night's stop at Mildura. There we met **Michael Egan**, a CCCSA member from Broken Hill, who had literally just fitted a new Hemi in his super-clean **VG E34 Pacer** and driven down – good on him! Many Motel patrons admired the wonderful Chryslers in the forecourt, while our team was

'refreshed' by the pool (we have photos!) Our Dodge had predictably developed a problem, so we took it to a local client of **Stuart's**, borrowed his hoist, ran a bunch of fuel flow and pressure tests, and blew the supply line back to the tank with shop air. It all seemed OK, so we decided that it must be fixed, and it was time for a beer and dinner (more photos).

On the road out to follow the Murray on the following morning, our convoy looked superb in the early sun. We had two-way radios which made the trip far more interactive, by sharing jokes and the joy of finding a 40km/h roadworks zone – at least 6km before we got to any actual road works. Even then it was just two guys leaning on shovels! The team spirit was undiminished by a half hour wait for coffee at the slowest cafe on the Murray, at historic Echuca.

As we drove on, the Dodge started to miss at over 100km/h – badly – then at 80, then 70. We tried any number of 'home remedies', but none lasted more than about a half hour. However, amazingly, it still continued to run. The group made a decision for the fast cars to push ahead, while **Chris** & **Dianne** stayed for support (thanks, folks!). It sure is scenic along the Murray Valley highway, and now we had so much more time to enjoy it!

Karen had her first drive getting used to a LH Drive on Aussie roads, but near Rutherglen nearly had a head-on with a crew who pulled out from a side road and aimed at us, while we were overtaking a caravan. What was it about the BIG BRIGHT YELLOW car they couldn't see? Must say **Karen** handled it with great finesse. Eventually, around sunset on Friday, we chugged into the **Albury Tourist Park** to join the team for a few more well-earned beers and a BBQ. The cabins were pretty well equipped, and several other Chryslers and **PT Cruisers** were there too, so the chat went on late!

Saturday morning is of course, show day. COTM has grown into a full two-day show'n'shine, judging and swap meet in the last 10 years. Our team's intrepid

bargain hunters moved out early. Some bargains and long-sought-after parts were found. Others started cleaning up their cars for the judging later on.

I felt that driving at 40mph sucked, and since we tested everything else in Mildura, I figured it had to be the fuel pick-up or dirt in the tank (yes I had it pickled out during the resto). I carried a full tool kit and mobile workshop, just in case – so I jacked up the rear and pulled the LHR tail pipe and heat shield in order to remove the fuel sender (about one hour). The pick-up filter sock was new and still looked clean, but when I tried blowing through the pickup tube – yep, it was blocked! I tried to clear it with a handy cable tie, which blocked it totally. Off to the local exhaust shop to 'borrow' two feet of MIG wire to clear it out. Over several weeks I mined a pile of rusty sludge, which had somehow set inside the tube. Got it all back together and out for a test drive on the Hume – YES! 70 mph, no problem! OK, it runs out of rpm, with the factory 3.55:1 axle ratio, the 383 pulls 3600rpm at the speed limit. Fuel consumption is awful! If you plan doing much highway work, I now recommend using axle ratios taller than 3.23!

I finished just in time to go off to the 'cruise', in a few spots of rain, to meet some 250 other Mopars and a band at the **Woolshed Pub**.

A great location and vibe, and we met up with a dozen or so unexpected SA Mopar maniacs. We cruised back via the old cruise destination at the **Ettamogah Pub**, which had so much character back in the day – but now fenced off, it looks a little sad and forgotten. Back at the Tourist Park, the catering team had arranged another great meal – or did we try the local 'family' pub venue? I forget...

Sunday was of course the big show, so we were up early to enter the reserve by 8:30am. The weather was fine, and the club team parked in a group with a pair of shelters up and lashed together, within a quarter-mile ET's. **Chris H's** marvelous efforts on DIY banner poles proudly flew our flags, showing the cars





at their best. Each anchor plate is skillfully fabricated to attach under a wheel or to a towbar, and flies a Mopar flag or CCCSA banner. What a sight!

After a quick cuppa, Karen and I went to scout around, as we had missed the Saturday. **Alessi Chrysler** supports the event with an awesome merchandise tent and the parts vendors stretched forever (honey, I bought some stuff). The guest speakers were from **Ramchargers** race team (if you don't know, look 'em up !). There we caught up with other club members (and COTM regulars) **Pat McGrath** and **Andy Kloot**. I also caught up with **Leo Geoghegan**. It was great to see him up on his feet again.

I was surprised, and Karen was amazed, by the number of Challengers we saw. Many, mostly 1970 models, a few '72-74, but I reckon ours was the only '71 there. There were plenty of other muscle cars to

see too – both Aussie and US, with all kinds of Hemi, 6 and V8. In fact, there were so many stunning Chrysler products of all types, it really does take two days to do them all justice – from gorgeous late '50s Forward-look cars with perfect space age interiors to one of my bigger fun moments of the show, **Paul Cronin's** team entry (see photo). They had built a replica 60's gasser from a **VC Safari V8**, driven it down from Queensland complete with injection stacks, purple lace paint roof, front-bumper-mounted tank and huge decals down the side; of Porky pig proclaiming "Pork Hunt".

Just don't say it too fast in front of the kids!

After a big day, the food runs out from 3pm and the entrants and spectators start to slide away – but they do miss the judging results. Our own **Richard Peak** took out a late Charger award, and **Michael Egan** took out a top Pacer gong – well done to both of them! I

had a good chat with one of the COTM organising committee; it's amazing what a show they achieve with so few members, but at a considerable cost! So many tasks are outsourced, the event's financial viability seems marginal at best. I do hope they can continue.

Our team's kids were extra well-behaved all weekend, even after a dinner gathering at the local pub, and the respective parents got them off to bed. We were not long behind, for we all had long drives the next day, some to Sydney and others via Bendigo. For most, it was back the way we came along the Murray via Mildura. This time our Dodge never missed a beat, powering up Accommodation Hill outside Truro with ample grunt.

I'm sure we all had a great time, so our thanks to the **Albury-Wodonga Chrysler Club** and local council for hosting a great event, and I do hope to be back again soon. Do join us next time!

– Jason Rowley



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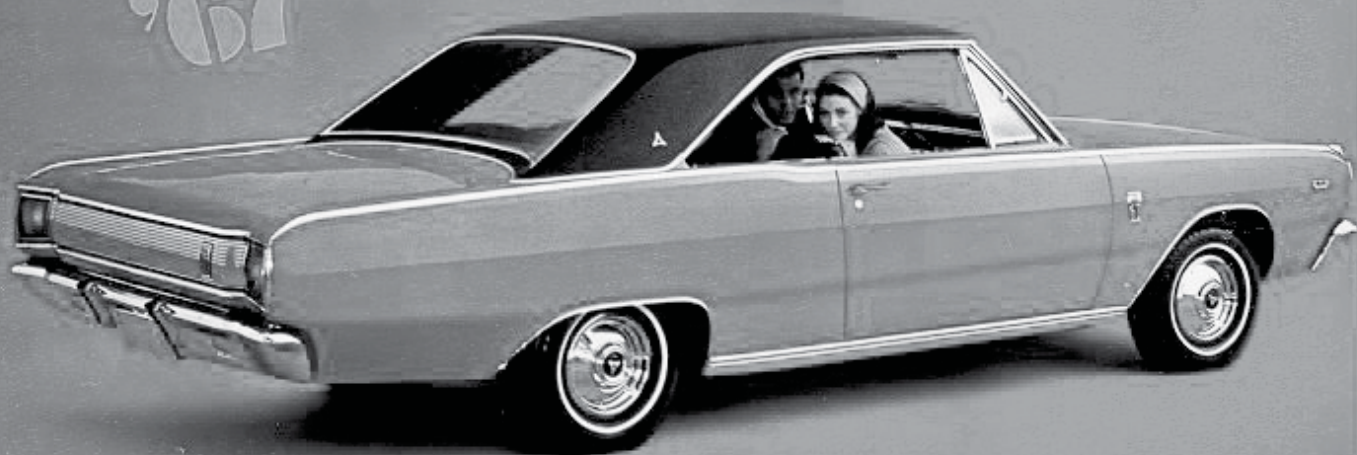




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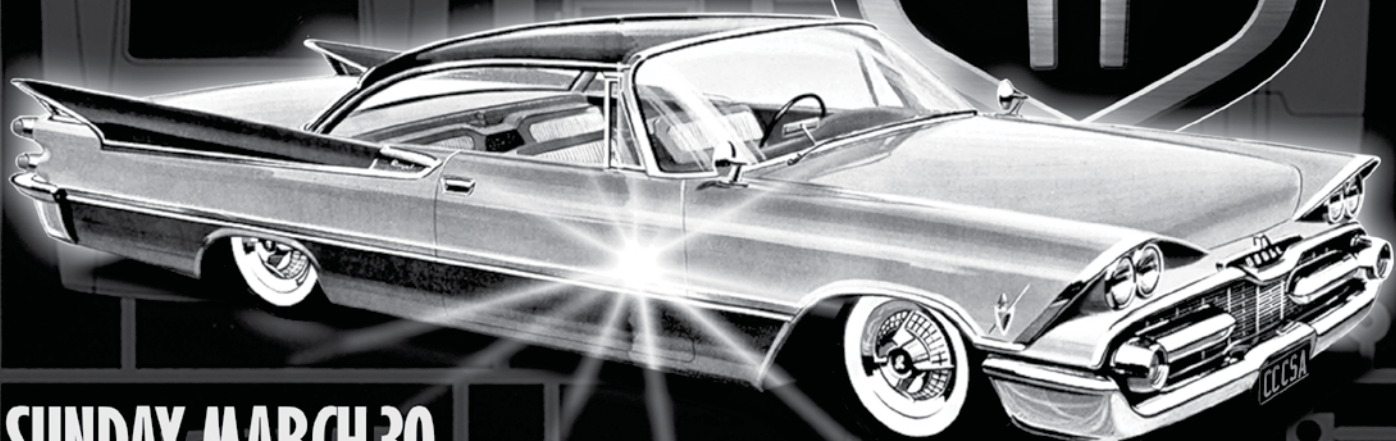
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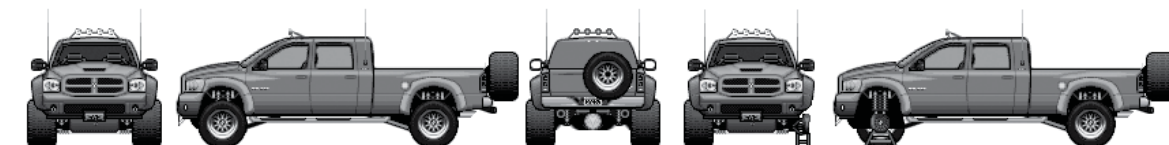
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Event	Date/Time	Location
CCCSA Monthly Meeting <i>Monthly Meeting - come and join and chat to fellow Chrysler enthusiasts. Visitors welcome. Meetings are informal and friendly.</i>	Tuesday November 12th 7:30 pm	Model-T Club rooms, centre of Port Road, Croydon
Panel forming workshop <i>Demonstration of the fine art of Panel working & forming by specialist Peter Tomasini, seen on Ch44. Check availability, call Rob 8388 0755.</i>	Saturday November 2nd 9:00 am	Adelaide Hills Panel Works, Woodside Rd, Nairne
CCCSA Evening Cruise <i>One of our first cruises for the season! Maybe heading south, we haven't done that for a while.</i>	Saturday November 9th 7:00 pm	Meet at Welland Plaza, leaving at 7pm
Christmas Run & overnight stay <i>Around 150km run to a family-friendly cabin accommodation & a Xmas dinner on the Sat night, communal cooked brekkie on the Sun morning. Always great fun!</i>	Saturday November 30th 9:00 am	Location under investigation
CCCSA Evening Cruise <i>One run more before the holidays?</i>	Saturday December 16th 7:00 pm	Meet at Welland Plaza, leaving at 7pm
Jaf's Last Cruise of the Year <i>The famous traditional cruise for all makes and all models. An Adelaide institution.</i>	Saturday December 28th TBC	TBC
Tanunda Hot Rod & Americans display <i>Wonderful Customs, Rods, Rat-Rods & US Cars on display on Tanunda Main St. Meet at Clubrooms 3pm, cruising past Munno Para shops 4pm.</i>	Saturday January 18th 3:00 pm	Tanunda Main St, closed for the display
Chryslers on the Murray <i>Australia's biggest Chrysler show, 2014 spotlight on VH-VJ-VK Valiant.</i>	Saturday March 15th 8:00 am	Gateway lakes, Lincoln Causeway, Wodonga Vic.
All Chrysler Day 2014 <i>The DODGE NATIONALS - celebrating 100 years of Dodge, the only national-level celebration event in SA!</i>	Saturday March 29th 9:00 am	Show at Urrbrae High School Oval and various cruises around Adelaide

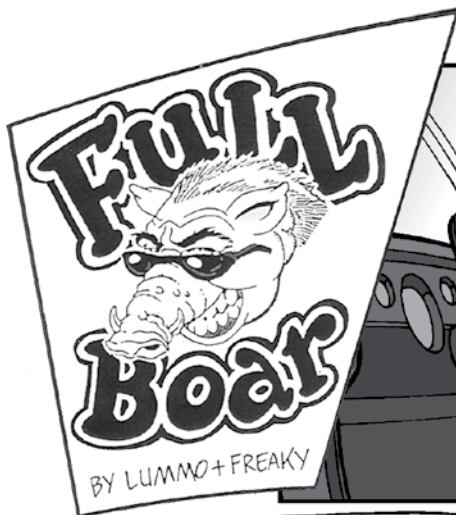



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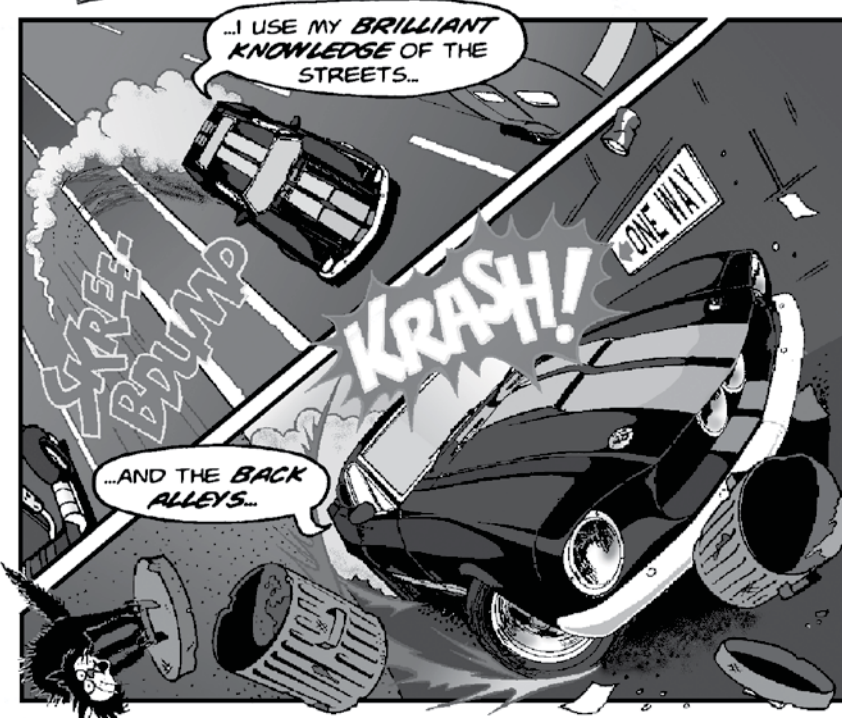


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