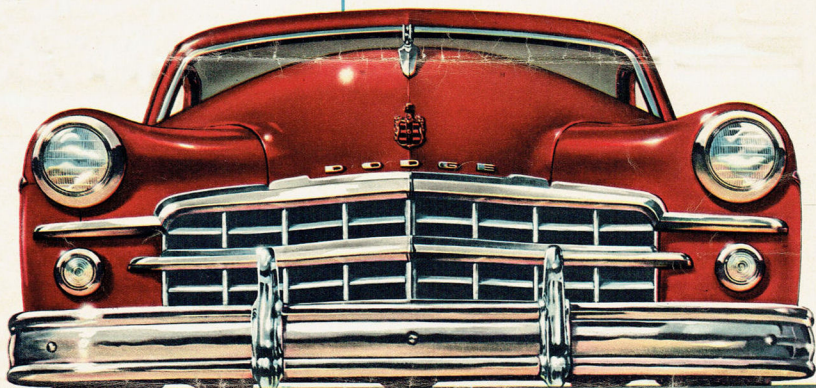


# NEWS

*of  
the daring  
new*

# DODGE



lower outside

shorter outside

narrower outside

higher inside!

longer inside!

wider inside!



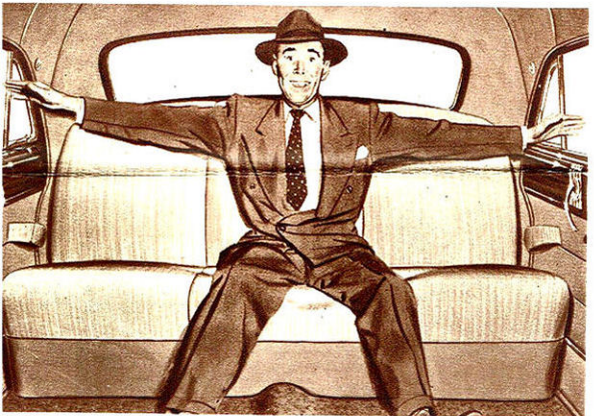
# Why Dodge Engineers designed this

## daring new car!



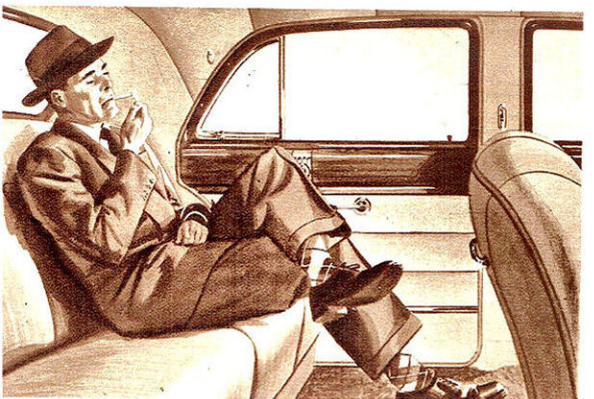
higher inside...  
lower outside!

Here's the first of three paradoxes to demonstrate how ingeniously Dodge has engineered this new car. Actually, head room is more generous than before... yet the overall height of the car has been reduced.



wider inside...  
narrower outside!

Front seats are a full 6 inches wider; rear seats nearly 8 inches wider, while the overall car width is almost 3 inches less!... a second seemingly impossible achievement! Built for 6-passenger comfort.



longer inside...  
shorter outside!

Instrument panel is 4 inches farther forward to provide more interior length and leg room! CORONET and MEADOWBROOK wheelbase is 4 inches longer, yet overall car length is actually an inch shorter!



TODAY'S definitely taller, heavier, more active Americans want to go places in style... but with comfort, too! Car-wise as they are, there has been a good deal of murmuring and occasional loud protest over some post-war extremes in automobile design. Surely you have been aware of the longer, wider, lower trends in cars, frequently disregarding actual passenger comfort and convenience.

Dodge deliberately defies any trend which compromises with Comfort, Convenience, Safety and Performance. With obviously advanced contours, we have contrived to put still greater ease and comfort into motoring... to give you a handsome, smart, distinguished automobile that avoids annoying extremes, yet assures you of a car that will be "in style" for years to come.

It has taken courage and even daring on the part of Dodge to create a distinctive NEW style with natural beauty that flows from truly functional engineering. Here is new elbow room, leg room and head room, plus an amazingly s-m-o-o-t-h ride.



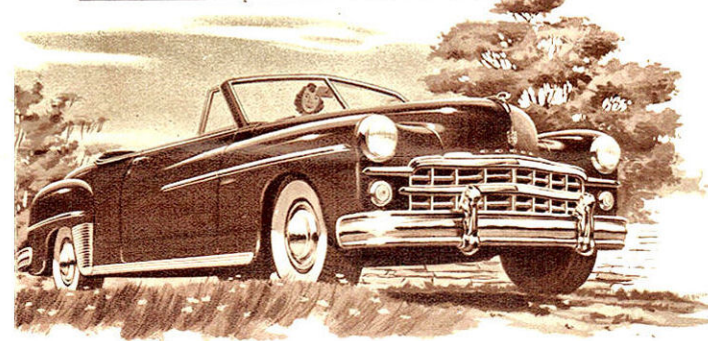
How successfully all this was accomplished you'll discover in the three completely new lines of Dodge cars presented here: The CORONET, the MEADOWBROOK... both with 123½" wheelbase; and the new, lower-priced WAYFARER with 115" wheelbase to meet the needs and preference of many individuals. On the following pages, these models are clearly illustrated, with their many features and improvements.



Dollar-for-dollar value in automobiles is difficult to define. But one thing will be obvious to the owners of these new Dodge cars... quality of materials, consummate craftsmanship and overall DEPENDABILITY have not... and never will be... compromised in any Dodge product. Your critical inspection of the new Dodge is invited.

# NEWS

## Gyro-matic frees you from shifting!



Now, Gyro-Matic Transmission makes it possible to drive all day without shifting if you wish. YOUR TOE DOES IT ALL!

With Gyro-Matic, you start the engine... then shift to the usual "high" position and press on your accelerator. When sufficient forward speed is attained, you merely raise your toe and Gyro-Matic shifts itself into "high", or the normal running gear.

When there's a slow-moving car or truck ahead with a clear road around it, you merely press accelerator to the floor to shift automatically into your "sprint-away" gear. This additional power zooms your car around the slower moving vehicle. When safely past, lift your toe and you're back in "high gear"

There is also a "low range" gear for steep grades and hard pulling. And remember you still have Dodge All-Fluid Drive for matchless smoothness at all speeds.

Gyro-Matic is available as extra equipment only in the Dodge CORONET line.

# NEWS

## Dodge "Get-Away" Engine gives you NEW flashing pick-up!

Here's where Dodge again "goes to town!" Most conspicuous result of the long list of improvements is new flashing pick-up... much faster acceleration. Now you'll really get away ahead of the pack!

But that's not all! There's higher compression to squeeze extra miles from every tankful of gas. Mighty important, too, is the Dodge "Speed-Proof" process which eliminates slow engine break-in.

But check the features listed below. You'll see one important improvement after another, all upholding the Dodge tradition for dependability and economy.

NEW CARBURETOR  
More economical mixture

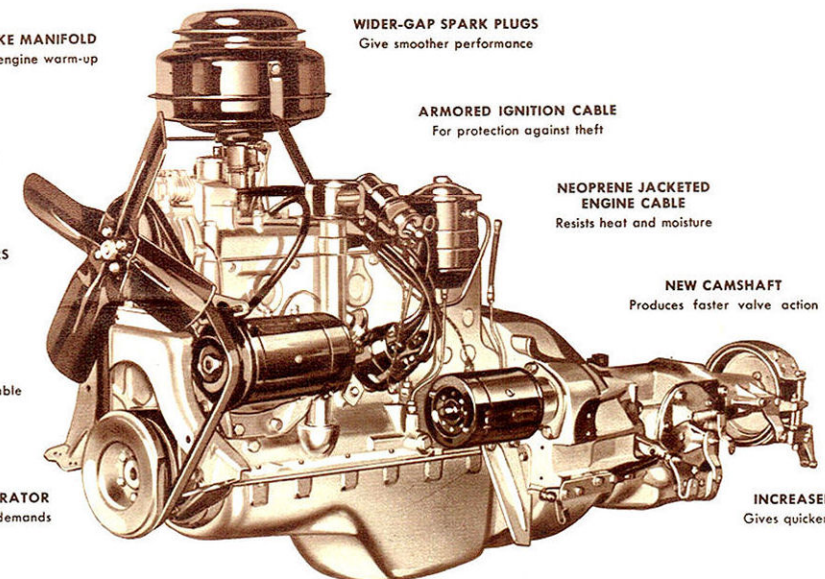
NEW INTAKE MANIFOLD  
for quicker engine warm-up

NEW COMBUSTION CHAMBER  
New higher compression

SPEED-PROOFED CYLINDERS  
Permit quicker break-in

NEW FUEL PUMP  
Higher capacity, more reliable

NEW LARGER GENERATOR  
For maximum current demands



WIDER-GAP SPARK PLUGS  
Give smoother performance

ARMORED IGNITION CABLE  
For protection against theft

NEOPRENE JACKETED  
ENGINE CABLE  
Resists heat and moisture

NEW CAMSHAFT  
Produces faster valve action

NEW OIL-CONTROL RING  
For greater oil economy

NEW DISTRIBUTOR  
Sealed against wet weather

INCREASED TORQUE  
Gives quicker acceleration



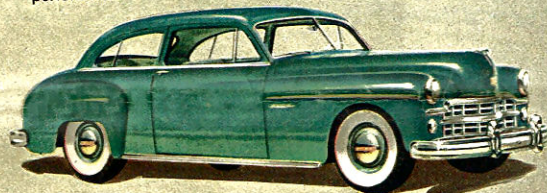
## the Meadowbrook



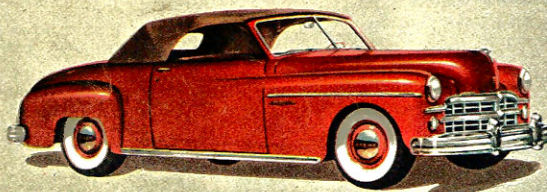
A new Dodge 4-Door Sedan—identical in body style, dimensions and power plant with the CORONET Sedan. The MEADOWBROOK is designed for those willing to forego certain details of trim and fittings but demanding the same roominess, riding qualities and sterling worth in every functional detail.

## the Wayfarer

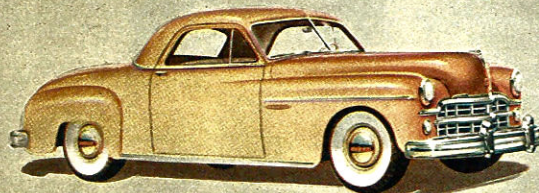
An entirely new addition to the Dodge family. Lower in price . . . but with every mechanical improvement and the same power plant as the Coronet and Meadowbrook. It's shorter 115" wheelbase provides greater maneuverability and parking ease without sacrifice of comfort or performance.



2-Door 6-Passenger Sedan—for the thousands who prefer this model. A distinctively beautiful style all its own . . . wholly different from any other car in the line, yet providing ample elbow room, head room, leg room and luggage room. It has the same flashing acceleration and that s-m-o-o-t-h Dodge ride.



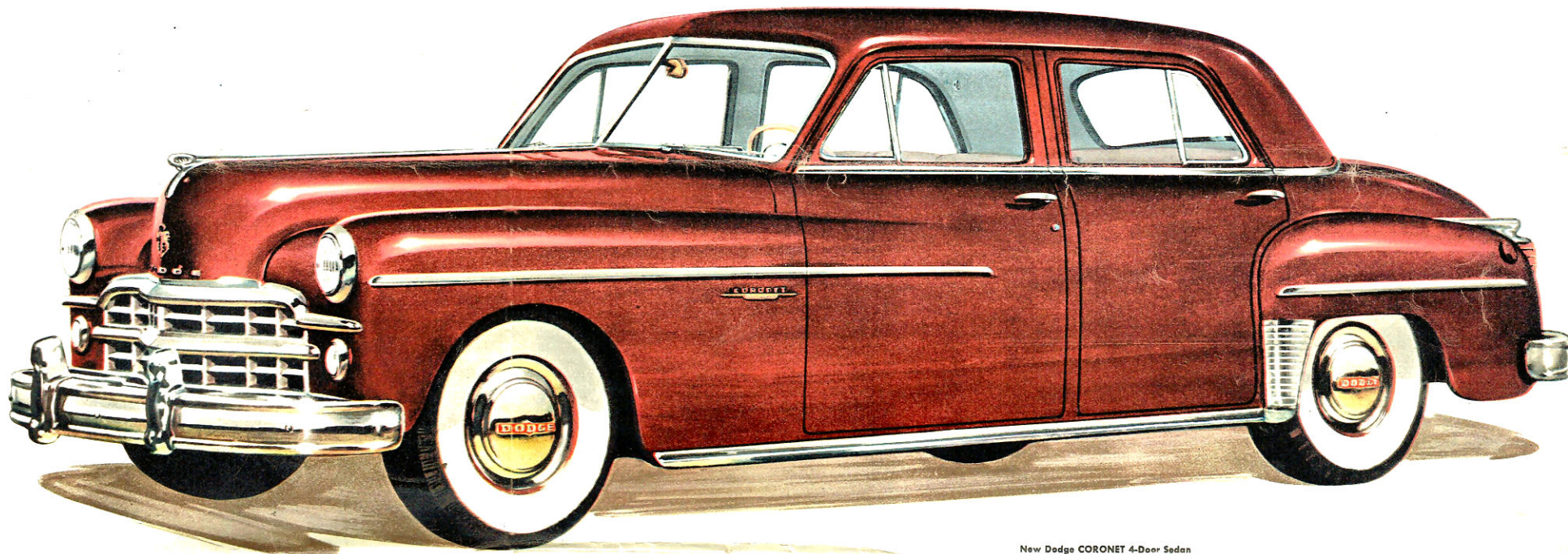
Dodge brings back the Roadster! . . . a 3-Passenger "honey" for young people of all ages. Its soft, one-man top is quickly raised or lowered. Easily installed plastic side windows are stored back of seat. And best of all, you'll like its low price!



3-Passenger Coupe—the ideal business car because of its lower price and tremendous storage capacity. In addition to its really amazing trunk compartment, a generous and convenient storage space is provided back of the seat.

# THREE COMPLETELY NEW DODGE CARS

## CORONET and MEADOWBROOK with 123½" wheelbase . . . WAYFARER, 115"



New Dodge CORONET 4-Door Sedan

You can't mistake true refinement when you see it! Here is NEW style . . . conceived with a natural beauty that flows from truly functional design. There's new head room, elbow room, leg room along with that smooth, cradled ride . . . all the basic comforts you want in a fine motor car.

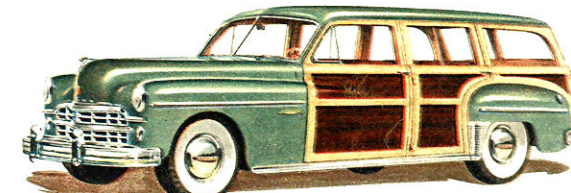
## the Coronet

Here is the Dodge "Royal Family" . . . the real aristocrats in their realm. Proudly displaying the new CORONET nameplate, all six of these 123½ inch wheelbase models offer you luxury beyond anything Dodge has ever designed and built! Here is newness, but with grace of line and real comfort. Here, good taste and true artistry are evident in the very simplicity of trim . . . the absence of excess chrome, the emphasis on QUALITY in rich, subdued upholstery. As you turn these pages and glimpse "close-up" details of design and fittings, your appreciation of the skills lavished on these custom-built models will increase immeasurably.



New Dodge CORONET 6-Passenger Club Coupe

Another thoroughbred . . . this distinctive new coupe! Its graceful silhouette really conceals a surprising amount of leg room. This, coupled with extra wide seats and ample head room, assures 6-passenger comfort on day-long trips. See it . . . sit in it! You'll say this coupe has EVERYTHING!



New Dodge CORONET Station Wagon

It's packed with smartness and glamour . . . yet it has that station wagon utility, too. There's added safety and strength in the steel top and easy entrance with two doors on each side. Seats nine with two rear seats removable for maximum storage. Spare carried in locked metal cover on tail gate.



New Dodge CORONET Town Sedan

Here's the very ultimate in luxury and refinement. Characteristic of this is the "swing-down" center arm rest to divide the rear seat for luxurious 2-passenger comfort. New interiors are upholstered in dark blue or maroon broadcloth . . . beautiful, smooth, exceptionally durable. This rich fabric provides a perfect background for the special fittings and trim.



New Dodge CORONET 6-Passenger Convertible

Dodge has lavished every touch of charm and distinction upon this sleek new convertible. It's long . . . it's low . . . it's snappy . . . with new hydraulically operated top that works smoothly at the touch of your finger. There's room aplenty to stretch out in comfort . . . back seat as well as front seat.



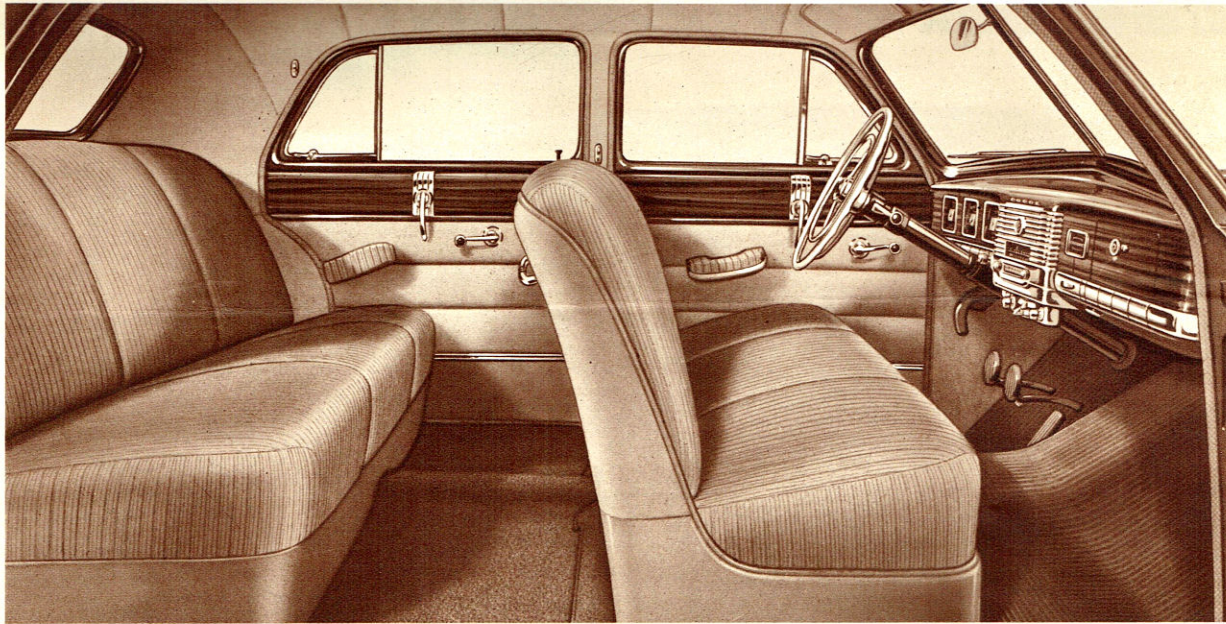
New Dodge CORONET 8-Passenger Sedan

Substantially longer wheelbase (137½") provides ample leg room for passengers using the two folding seats. Here's where those wide opening doors are doubly appreciated. It's easy to get in and out of this capacious 8-passenger Dodge. This model has the same fittings and appointments as all Dodge Coronets.

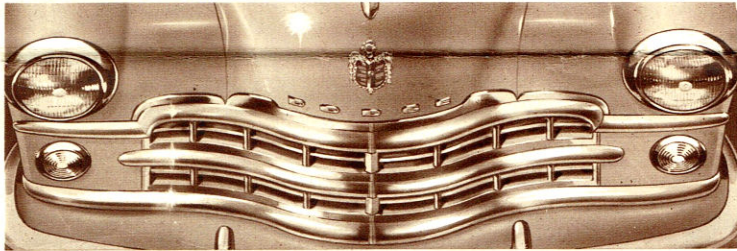


# NEVER BEFORE SO MANY OUTSTANDING FEATURES

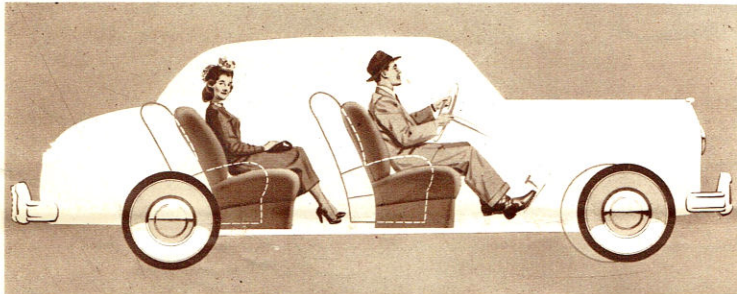
## to bring you new pride of ownership



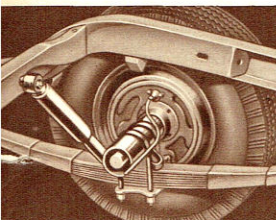
**Beautifully Appointed Interiors.** Peek into this Coronet Sedan and you'll recognize custom designing at its finest. Here the emphasis is on simplicity and good taste. The dark mahogany-toned instrument and door panels are accented with a tastefully restrained use of chrome and gold. Those s-o-f-t, spring-pillowed knee-level seats and backs are tailored in the richest fabrics. Indeed, luxury is apparent in every detail.



**Safer Night Driving.** Road visibility is greatly improved by the new front end design which spaces those higher powered sealed beam headlights  $5\frac{3}{4}$ " farther apart and  $1\frac{3}{4}$ " higher. Notice, too, that massive new chrome finished grille, so easily washed and kept bright and clean.



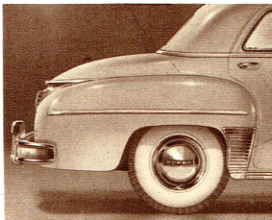
**Cradled Full-Floating Ride.** Long famous for its "Full-Floating Ride," the new Dodge brings you an even smoother riding experience. This is accomplished by redesigning both chassis and body so that rear and front seats are moved forward for better cradling between axles.



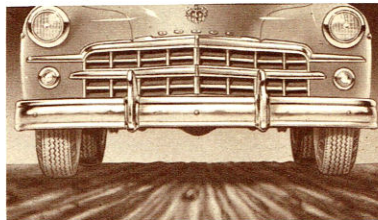
**Side-sway Eliminated.** "Sea-Leg" Shock Absorbers controlling lateral and vertical motion make for much easier riding on curves and over bumps.



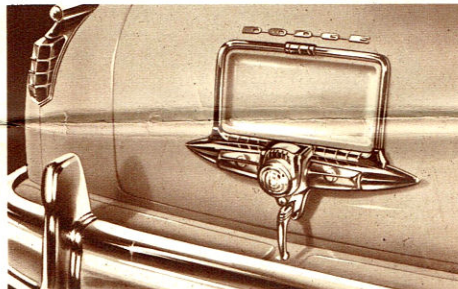
**Safety-Rim.** This is the famous safety feature, standard on all Dodge models, holds tire firmly on rim and minimizes danger from sudden tire failure.



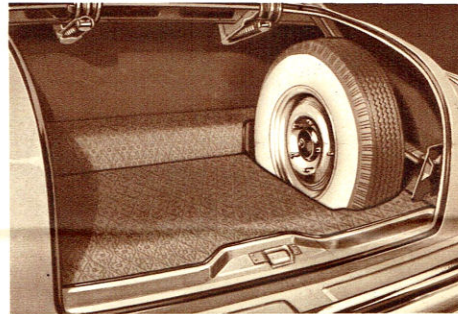
**Lower Body and Fender Repair Costs.** No massive sheet metal fender sections. Fenders bolted (not welded) to body; reasonably repaired or replaced.



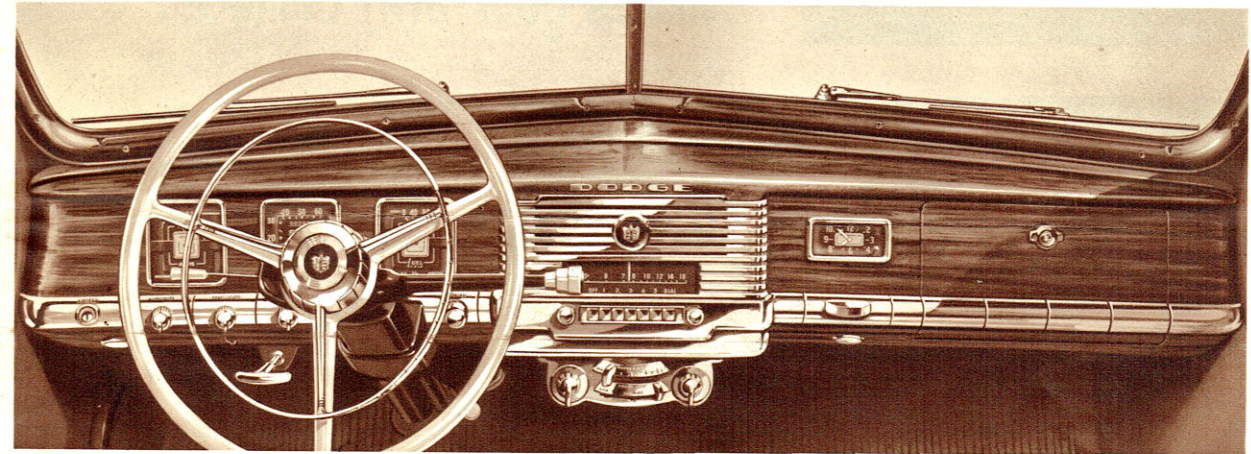
**Super-Cushion Tires.** A larger volume of air at lower pressure results in a softer tire that literally flows over road irregularities. Standard at no extra cost on all Dodge models.



**Rear End Styling** is beautiful in appearance but vital to your safety, too. High, widely spaced, brilliant tail lights protect you from the rear. Harmonious grouping of trunk handle, brilliant stop light and license plate light are highly decorative, but mighty useful, too!

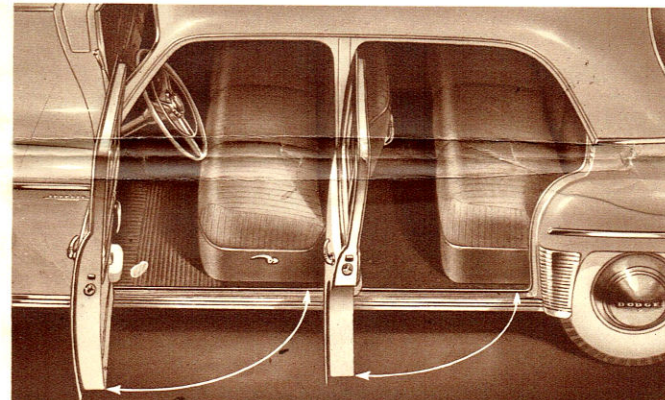


**More Luggage Space.** See how body contours provide a trunk compartment of unbelievably large proportions with every cubic foot of space entirely usable. The spring-balanced trunk lid raises and lowers at the touch of your fingers.

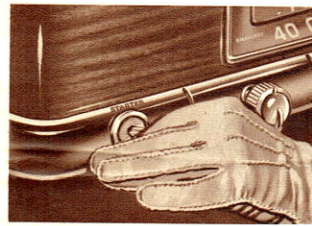


**New Instrument Panel** pictured above is entirely restyled . . . ultra-smart and altogether practical. Instruments are completely visible to and easily read by driver at all times. Panel lighting is adjustable to any degree from brilliant to dim as driver desires. All controls are positive-action rotary type. Two brilliant

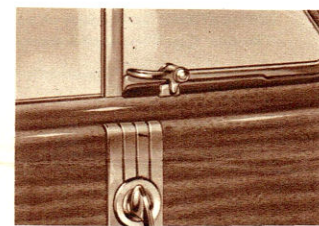
map lights under panel, automatically controlled as right front door opens and closes. Matched accessories, including clock, radio and heating and ventilating controls are designed to blend harmoniously with panel. The overall effect is restrained and in perfect taste.



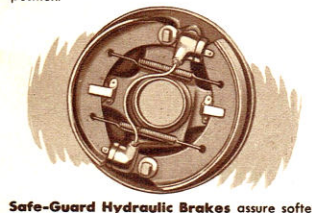
**All Doors Open Wide** and stay open at an angle of almost 90 degrees to permit easy entry; no arm rests or cushions to climb over. Rear doors hinged on center posts tend to swing closed with car in motion . . . a valuable safety feature.



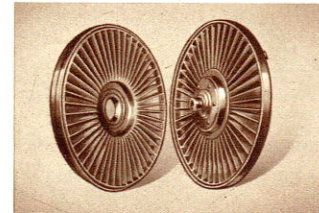
**Ignition Switch and Starter.** Now combined in one unit at left of panel. A slight turn of key beyond "ignition on" position actuates the starter. Key returns when released to "ignition on" position.



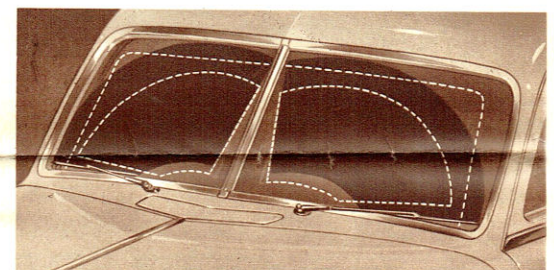
**Vent Windows** made tamper-proof with new security lock and addition of stationary division bar. Vent wings added to rear door windows for better rear seat ventilation.



**Safe-Guard Hydraulic Brakes** assure softer, surer stops with  $\frac{1}{2}$  less pedal pressure because of increased braking force from two hydraulic cylinders in each front wheel. New rivetless Cycle-Bonded brake linings give 33% longer lining life.



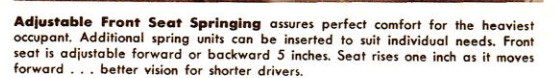
**gyrol-Fluid Drive.** Famous Dodge feature transfers engine power through fluid to drive line, cushioning all vital parts from shocks and strain.



**Larger Windshield and Wiper Area.** More safety from the new Dodge windshield with 24% more glass. More safety, too, because the wipers sweep 44% more area.



**Movable Rear Seat Center Arm Rest** provides luxurious 2-passenger comfort in Coronet Town Sedan. Folds into seat back when not in use.



**Adjustable Front Seat Springing** assures perfect comfort for the heaviest occupant. Additional spring units can be inserted to suit individual needs. Front seat is adjustable forward or backward 5 inches. Seat rises one inch as it moves forward . . . better vision for shorter drivers.





# NEWS

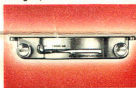
## Under-Hood ALL-WEATHER Comfort System makes your own climate!



To suit individual preferences and budgets, three different models are available as described below.



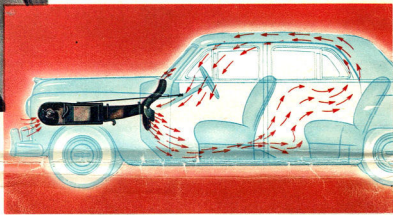
**No. 300**—A really improved system with five distinctly new features: (1) over 40% greater heating capacity; (2) automatically maintains temperature two select. Set it like the thermostat at home; (3) provides cooling fresh air ventilation in summer with windows closed; (4) bulky parts in engine compartment; (5) separate motor and fan for positive defrosting.



**No. 300**—This unit has the same heating core and blower as No. 300 but with defroster working from main heating system. Dampers in heater core box are manually regulated so that any degree of heat desired is readily obtainable. Co. heater core designed to distribute either fresh air warmth or cooling ventilation to all parts of car.



**No. 100**—Like the other two models, this unit takes fresh air from front of car and all bulky parts are located under hood. Four push-pull knobs on instrument panel control 2 speed switch on blower, the selection of hot or cold air, the damper to passenger compartment, and 2 speed defroster. This economy model also provides fresh air comfort in winter and summer.



**Greatly Improved Circulation**—Fresh air heat or cooling ventilation flows from outlets entirely concealed behind instrument panel, passing under front seat in a steady current to circulate uniformly, not only to the floor area in rear but throughout car as illustrated in diagram above. Air flow tests demonstrate that passengers occupying the rear seat share fully in the heating and ventilating benefits of this new Dodge fresh air comfort system.

## S P E C I F I C A T I O N S

### CORONET and MEADOWBROOK

**DIMENSIONS:** Overall length, 203½"; Wheelbase, 123½"; Height, no load, 65½"; Outside width, 72¾".

**CHASSIS:** Front springs, Coil; rear springs, semi-elliptic; worm and roller 2-tooth steering gear; hypoid rear axle; Safety-Rim Wheels; Super-Cushion 7.10 x 15 tires.\* Safe-Guard Hydraulic Brakes with 2 cylinders in front wheels and Cycle-Bonded linings; Double-Pawl Parking Brake; Sea-Leg Shock Absorbers.

**ENGINE:** L-Head 6 Cylinder; Bore and Stroke, 3¼" x 4¾"; Displacement, 230.2 cubic inches; 190 lb. ft. torque at 1200 rpm; 103 h. p. at 3600 rpm; compression ratio, 7.0 to 1.

**FUEL SYSTEM:** Tank capacity, 17 gals. with Oilite self-cleaning filter. New larger Oil Bath air cleaner with anti-hiss chamber. Higher capacity fuel pump.

\* Station Wagon has 7.60x15 tires and 8-Passenger Sedan has 8.20x15 tires.

**LUBRICATION:** Gerotor type oil pump; Replaceable element by-pass type filter; engine capacity, 5 qts.

**COOLING SYSTEM:** Thermostatic By-Pass Type. Capacity, 15 qts. without heater.

**ELECTRICAL SYSTEM:** New 40 Amp. Generator; Neoprene-jacketed Engine Cable; spark gap, .035; 15-Plate 105 Amp. hr. Battery; Bi-metal Hinge Voltage Regulator; Ignition Cable armored to cowl; resistor type spark plugs.

**BODY:** Seat Cushion width, front 58"; rear 58¾". Leg room front, 41¾"; rear 41½"; seat height from floor, front 15¾"; rear 15½"; vertical head room, front and rear, 37" Front seat adjustment, horizontal 5"; vertical 1".

### WAYFARER

Wheelbase, 115". Super-Cushion 6.70 x 15 Tires. All other details of Chassis and Engine, as well as Fuel, Lubrication, Cooling and Electrical Systems are identical with those listed above for the CORONET and MEADOWBROOK.

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN