

the new

bigger value

Dodge

CORONET

MEADOWBROOK



HIGHER INSIDE—Plenty of head room regardless of where you sit. Wide opening doors make it easier to get in and out. You don't have to slump. You can sit up straight without any danger of knocking your hat off.



WIDER INSIDE—Plenty of elbow room! Extra-wide seats give their full measure of comfort because Dodge functional design gives you more usable elbow and shoulder room. Superb riding qualities have made Dodge famous.



LONGER INSIDE—Plenty of leg room to stretch, front or back. Rear seat foot rest in 4-door sedans is fixed . . . leg room doesn't change with position of driver's seat. You can ride all day relaxed and rested.



DODGE for VALUE!

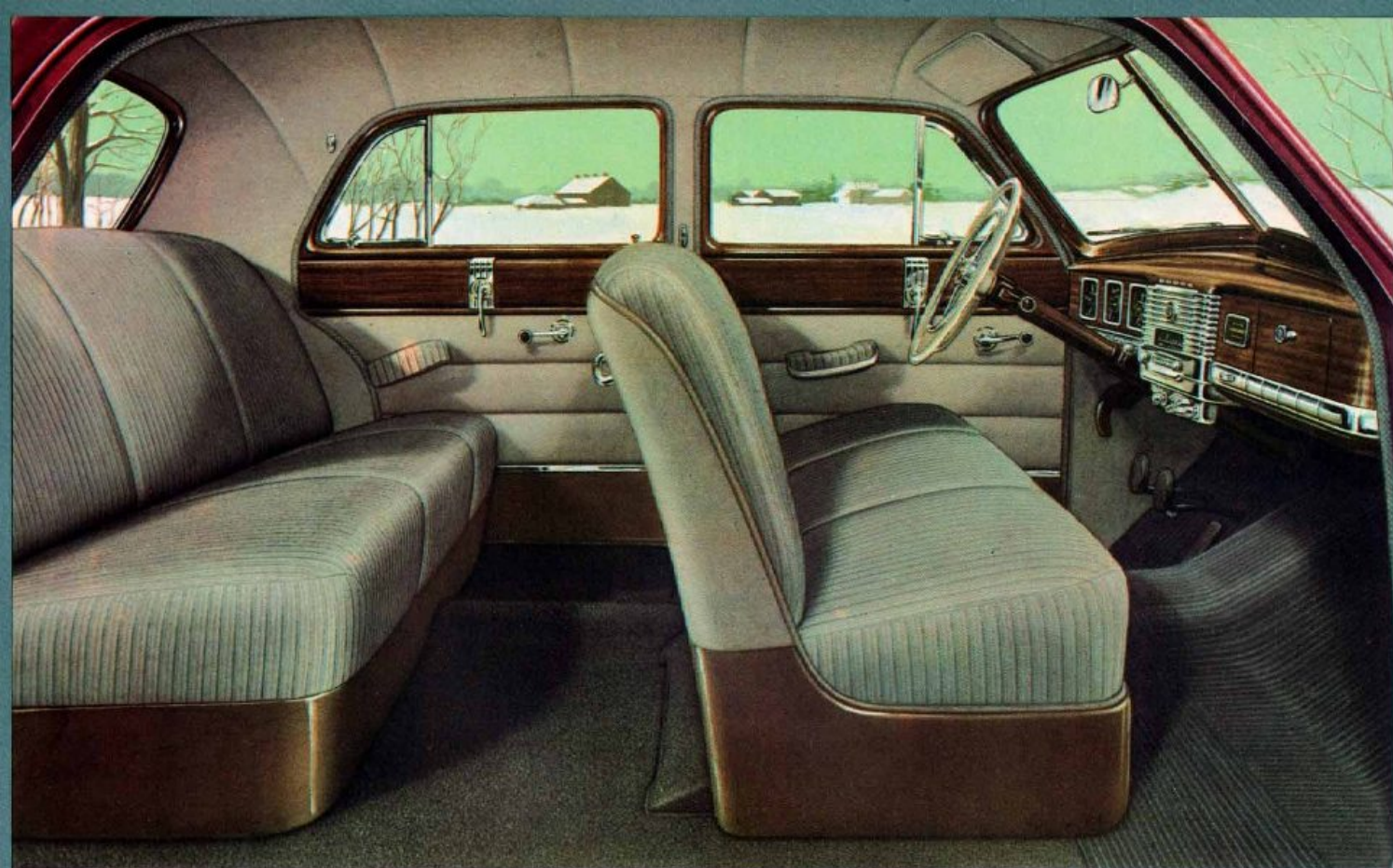
VALUE is the virtue most emphasized in these new and distinctive Dodge models. As you read, you will find that quality and usefulness are everywhere stressed. The intrinsic WORTH of Dodge will strike you when you make a critical comparison with other cars. You'll realize that you could pay a thousand dollars more and still not get all the roominess, the smoothness and ease of handling, the ruggedness and all-around DEPENDABILITY that Dodge gives you.

For example, you'll see that a beautiful, well-proportioned exterior can be combined with an interior that emphasizes YOUR PERSONAL COMFORT! Dodge Sedans are built around SIX BIG PEOPLE! Spaciousness and convenience have been gained by skillful engineering without penalizing you in any way. You can step in and out of the new Dodge without

twisting or squirming. You can ride relaxed and uncrowded on knee-level seats! No matter where you sit, front or back, Dodge gives you MORE head room, MORE seat room, MORE leg room.

Sit in these cars, ride in them, DRIVE them yourself! Try them for "family-size." See how completely these modern, beautifully styled cars meet your personal requirements for roominess, seating comfort and full-view vision for all passengers. And on the road, note the eager response of the Dodge "Get-Away" Engine, the smooth performance of Fluid Drive and the soft, level ride you get from a longer wheel base. You will see, too, how less overhang front and rear reduces over-all length to make Dodge easy to handle in traffic, easy to park in tight places. And you will like the way this compact Dodge fits your present garage.

Yes, it's Dodge for Value...not only this year but ALWAYS!

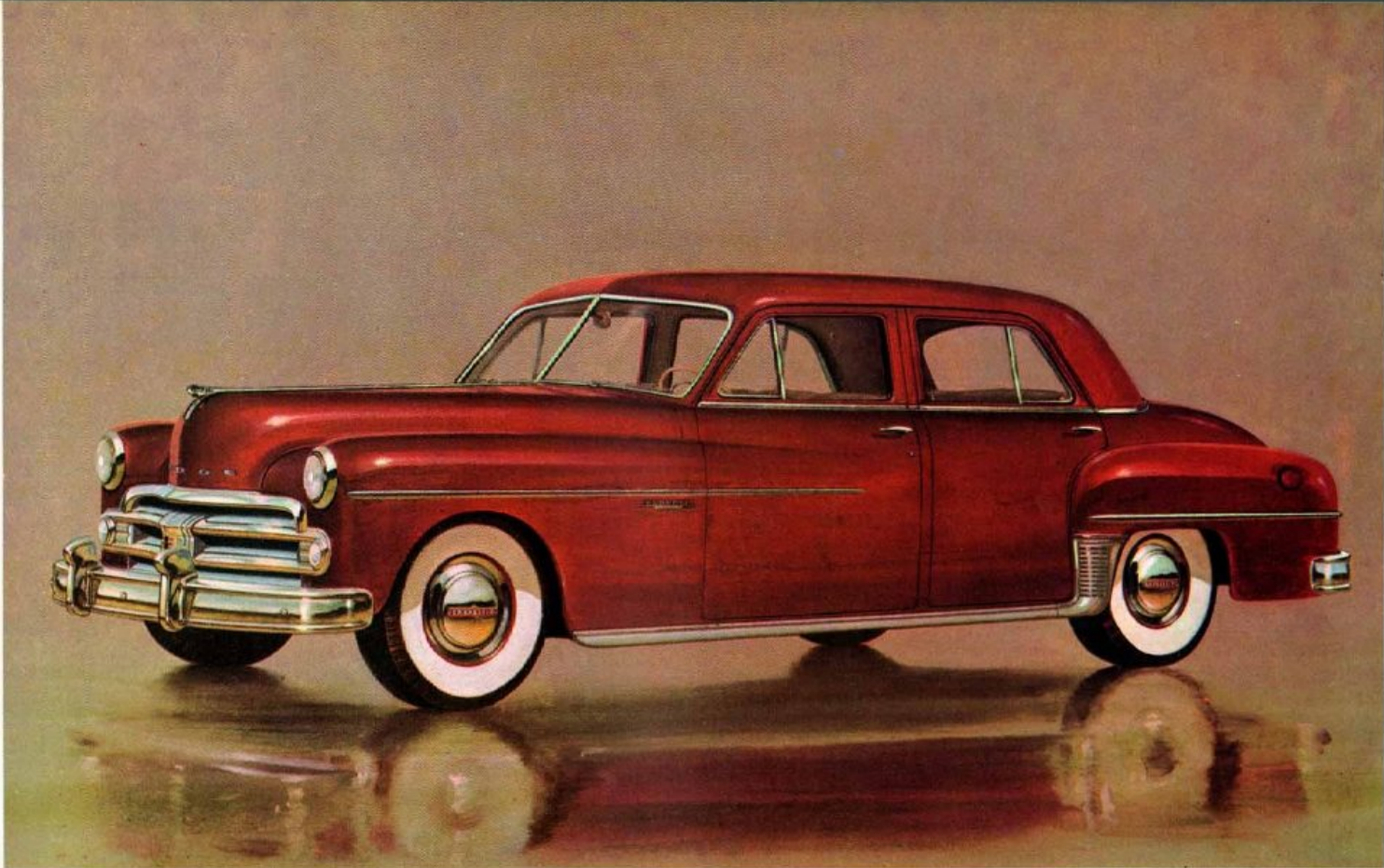


The Coronet

FOUR DOOR SEDAN

IN ADDITION to the luxurious roominess built into all Dodge cars, the interior appointments of this popular 4-door 6-passenger Coronet Sedan show the pride and skill master-craftsmen have lavished on every detail. Refinement and restraint are obvious in the quality of rich fabrics, the subdued mahogany-toned paneling

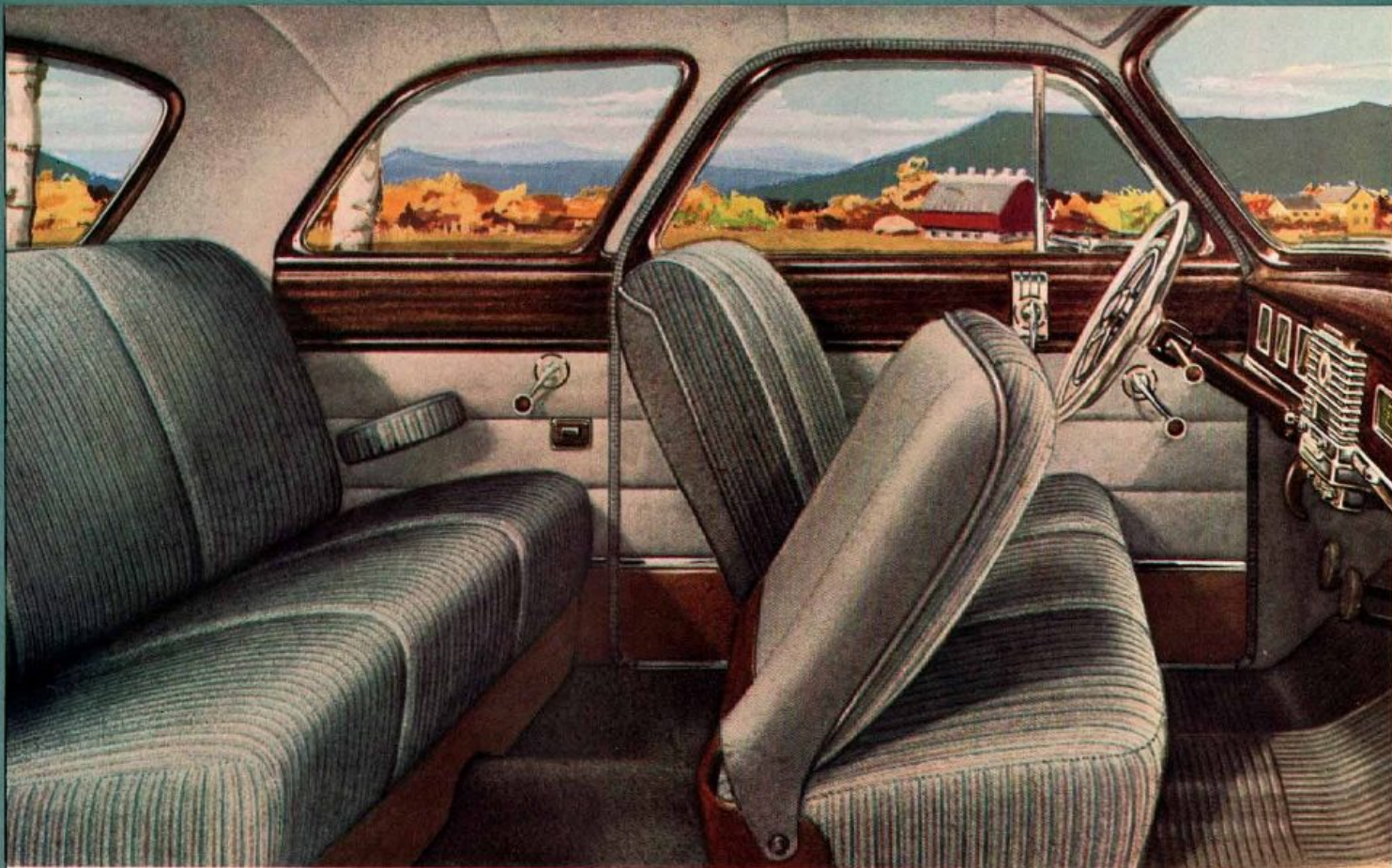
and the sparkling chrome touches on dash and hardware. An "assist bar," of decorative chrome, extending across the back of the front seat contains an ash tray at the center. Handles at each end make it exceedingly easy to get in or out of the rear seat. Here is Dodge at its matchless best, truly your ideal of a luxurious car.



HERE is new beauty and styling . . . a flowing fleetness of line in a car famous for smooth performance, economy and dependability. Starting with the low, massive-looking grille, notice how the skillful blending of fender and body lines and the tasteful use of chrome trim

all add to the sleekness of Dodge styling and produce a hug-the-road effect. With a longer wheelbase than many other cars, the overall length from bumper to bumper is actually shorter giving you extra smooth riding with maximum maneuverability.





The Coronet

SIX PASSENGER COUPE

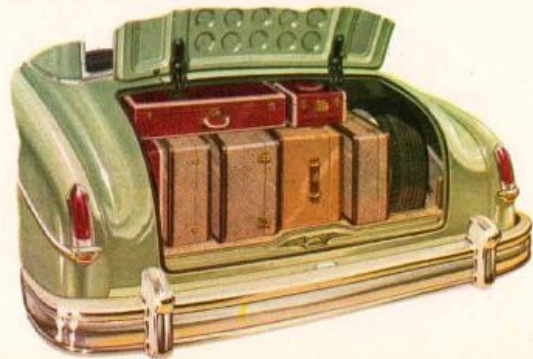
WHEN you sit in this 6-passenger Coronet Club Coupe, you will be pleasantly surprised at its generous accommodations. Here is an intimate seating arrangement that provides ample leg room for rear seat passengers as well as front. Doors are high, wide and hand-

some, and the front-seat back folds inward . . . greatly facilitating ease of entry and exit to the roomy rear compartment. You will be surprised, too, by the improved vision for both driver and passengers. The rear window, for instance, has a third more area,



THE SMART styling of this Club Coupe is accentuated by the rich and distinctive appointments and trim which are characteristic of all Coronet models. Providing luxurious 6-passenger comfort, the Club Coupe is tailored to the needs of small families. Small children

are extra safe in the rear seat. There is no rear door to open accidentally and the windows cannot be rolled all the way down. The extra-large luggage compartment that opens or closes with finger-tip pressure makes this car ideal for family vacations or business trips.





The Coronet

SIX PASSENGER "DIPLOMAT"

HERE is the beautifully appointed and spacious interior of the newest addition to the Coronet line, the Dodge Diplomat. See how every detail of upholstery and trim has been planned to produce a gay and luxurious effect. As in all Coronet models, seats are of comfortable airfoam

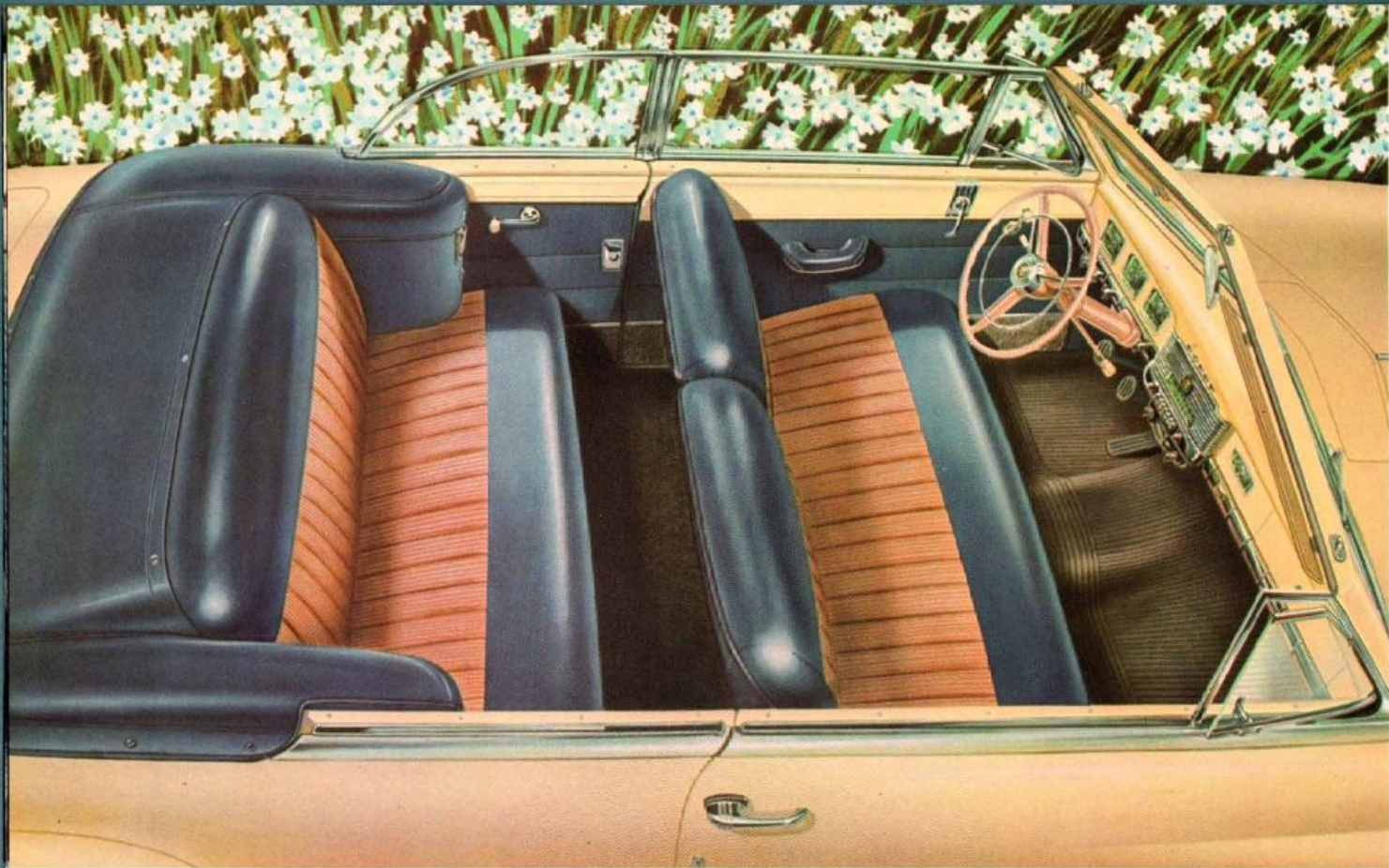
rubber, here covered with a smartly tailored combination of hard-wearing broadcloth and durable textile leather. Similar in its intimate seating arrangement to the Club Coupe, you will find the Diplomat is a roomy, comfortable car with ample accommodations for six passengers.



WITH THE emphasis on style, the 6-passenger Diplomat makes its bow this year as the latest addition to the Dodge Coronet line. Available in five different two-tone color combinations, this ultra-smart model will appeal to those who prefer the sleek, distinctive styling of a convertible but want the added protection and weather-

proof durability of a permanent steel top. The extra-wide rear window, extending around the corners of the top, is, of course, stationary. All side windows and dividing bars may, however, be lowered completely into the body to produce the maximum effect of an open car. The new Diplomat sets a new standard in luxurious motoring.





The Coronet

SIX PASSENGER CONVERTIBLE

IN THIS view of the Coronet Convertible, see how every detail of appointment and trim has been carefully executed to produce an interior that's gay and charming, and in perfect harmony with the car. Seats are upholstered in tailored broadcloth and durable textile leather in attractive combinations that set off and accentuate

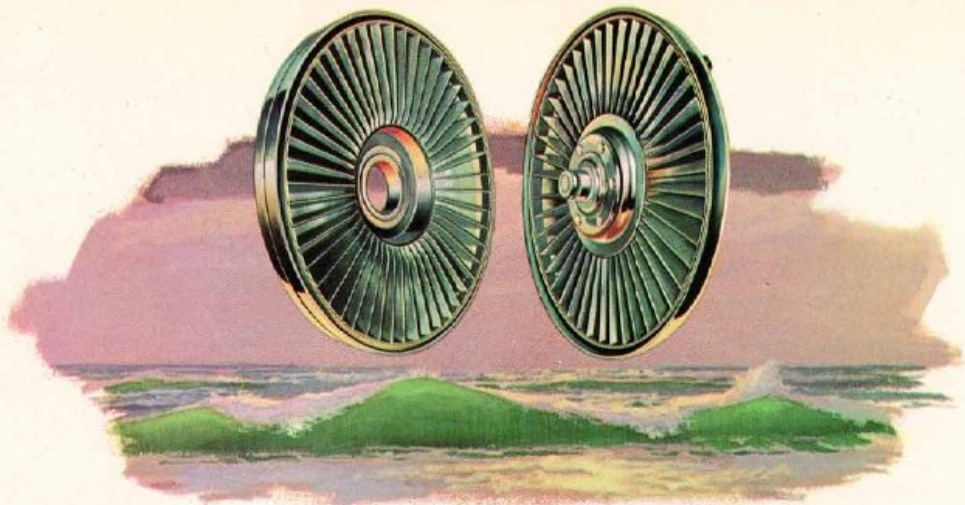
the bright interior paneling and gleaming hardware. Interior dimensions are ample to accommodate 6 passengers. Those knee-level, extra-wide seats issue their own special invitation to stretch out in comfort and enjoy your ride in a truly smart convertible. Scenes take on new beauty as you relax in luxurious comfort.



It's long . . . it's low . . . it's smart! It's the 6-passenger Coronet Convertible . . . it's your fondest dream come true of what a convertible should offer. The weather-proof fabric covered top is sturdily constructed to render rattle-free service. Operated hydraulically, it raises or lowers smoothly and dependably at the touch of your finger to the control button on the

dash. A heavily reinforced box member frame with husky channel X-member insures long life to both body and chassis. The added weight provides a lower center of gravity . . . gives the Coronet Convertible a stability and sure-footedness at high speed and on curves that's truly amazing. The new Coronet Convertible provides an added thrill for any trip.





DODGE gyrol FLUID DRIVE

Reduces gear shifting . . . gives smooth starts and stops . . . better traction in tough going or on slippery, icy roads . . . helps prevent stalling . . . gives longer car life.

Smooth is the key word for describing gyrol Fluid Drive. It's smooth because all power impulses from the engine are transmitted *through fluid*. There is no unyielding metal-to-metal connection in the Dodge Fluid Drive unit. It lets you drive smoothly at all times at any speed. You can loaf along in high, slow down to a mere crawl, speed up again . . . all without touching clutch or gear shift lever. You can actually bring the car to a stop in gear without stalling and remain stopped with only light pressure on the brake pedal . . . to start again you have only to move your foot from the brake pedal to the accelerator. As a result, gear shift-

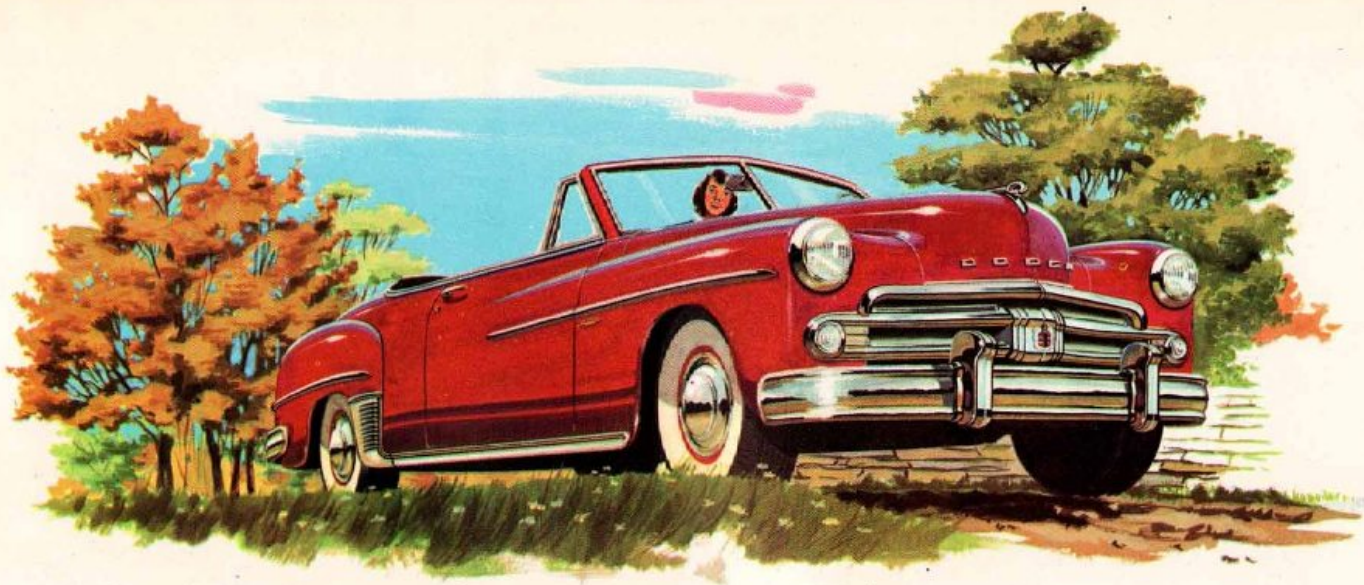
ing is greatly reduced and even an inexperienced driver can start and stop with expert smoothness—everytime.

Fluid Drive is a real boon in congested traffic . . . you can practically forget your clutch and gear shift lever, except for fast get-aways, and then you need only drop back to "second" gear. On steep upgrades you can come to a stop in "second" gear and hold the car from rolling back by just a touch on the accelerator pedal . . . depressing the accelerator starts you off again, smoothly and surely without the jerks and jolts of conventional car drives and the

possibility of stalling. Even in mud, slush and the like, the smooth, gradual application of power with Fluid Drive helps to avoid wheel spinning and "digging in" . . . slipping on slick surfaces or icy pavements is greatly reduced.

The cushioning action of Fluid Drive means less wear and tear on many vital car parts . . . contributes greatly to longer car life, lower maintenance costs. Even tire life is increased since smoother starting reduces wheel spinning. Regardless of the Dodge model you select, you will get all the extra-value benefits of Fluid Drive because—

DODGE gyrol FLUID DRIVE is standard equipment on all models at no extra cost



GYRO-MATIC frees you from shifting!

DODGE Gyro-Matic Transmission with gyro Fluid Drive makes it possible to drive all day without shifting if you wish.

The operation of Gyro-Matic is simple as A B C. With the shift lever in the "Driving Range" position, you start by pressing on the accelerator. When sufficient forward speed is attained, you merely raise your toe and Gyro-Matic shifts itself into "high." To safely zoom around slower moving vehicles, press the accelerator to the floor and you automatically shift to a "sprint-away" gear. Releasing the accelerator puts you back in "high." There is also a selective "Power

Range" for the steepest grades and hard pulling.

The transmission itself is a constant-mesh unit with four speeds forward and one reverse. Manual shifting is necessary only to go from neutral to either the "Power Range" (first and second) or the normal "Driving Range" (third and fourth), or to go to reverse. Gyro-Matic gives the driver the benefits of automatic shifting *without* sacrificing the control he needs under certain circumstances. The driver can *select the proper gear* for the special conditions.

This gives the Dodge driver important advan-

tages not available with some other transmissions that use no clutch. The Dodge driver . . . thanks to the clutch . . . can "rock" his car out of a mud hole or deep snow—he can put his gear shift lever in the "Power Range" position at any time for the steepest grades, hard pulling . . . or for effective engine braking—and thanks to *third-gear* starting his car is sure-footed on slippery, icy pavements or in soft going.

And remember, with Gyro-Matic you still have Dodge All-Fluid Drive for matchless smoothness at all speeds . . . under all conditions. Its cushioning effect eliminates shock . . . lengthens life.

Gyro-Matic is available as extra equipment on Coronet models only.

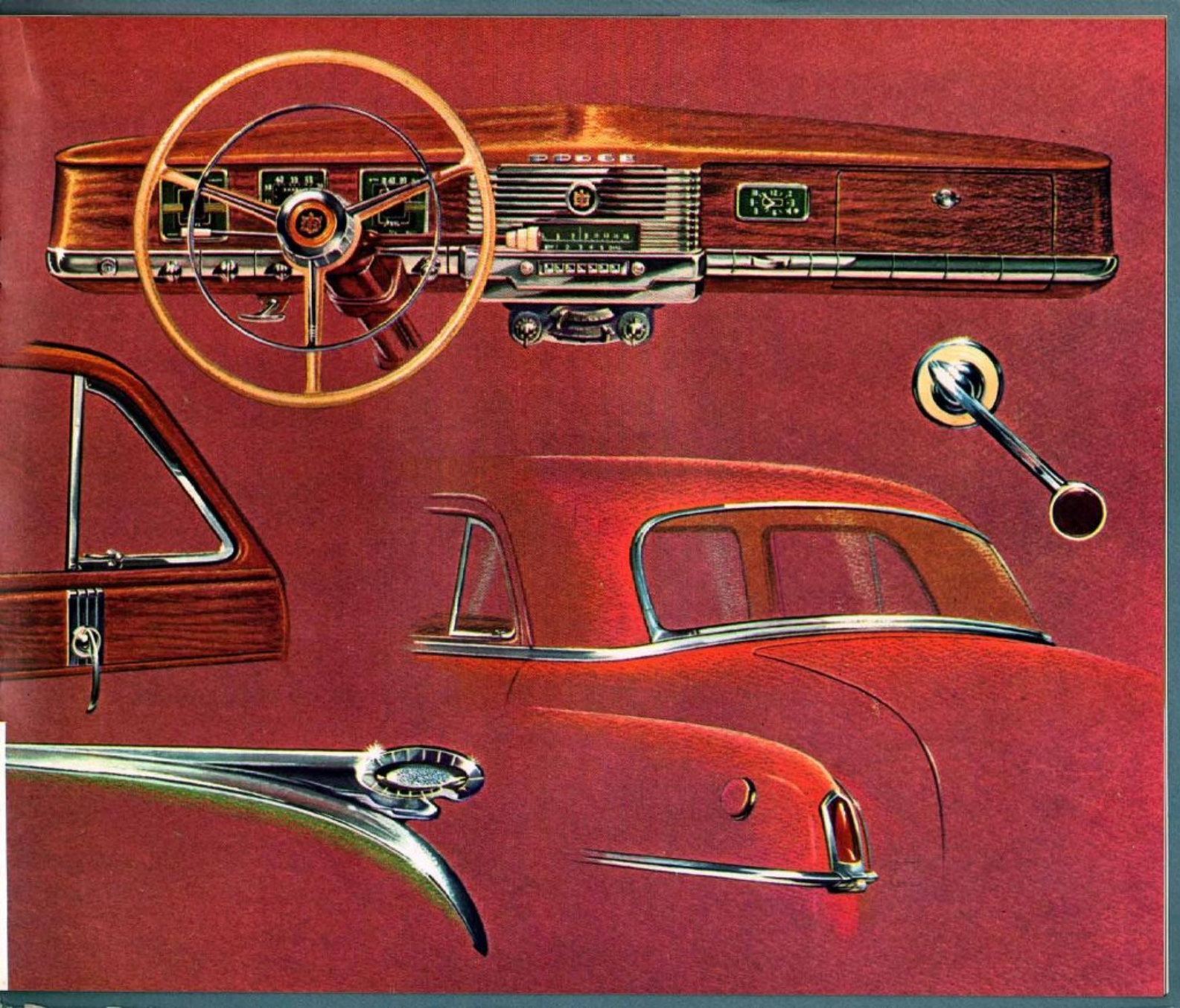


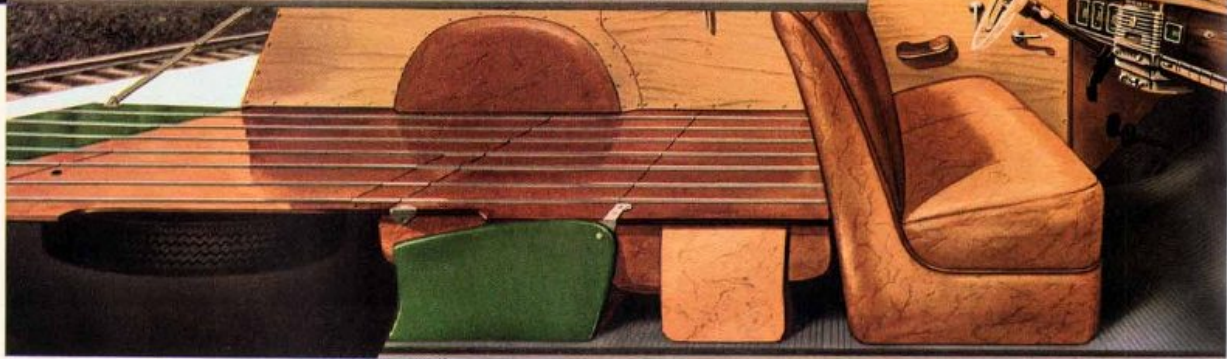
SKETCH BOOK HIGHLIGHTS of the Dodge CORONET. Inside, outside, front and rear . . . wherever you look your eye is attracted to the distinctive styling and fine appointments of the Dodge Coronet. But there is more to all this beauty than meets the eye at first glance! There is a commonsense practicability to this luxurious beauty that contributes greatly to your comfort and safety . . . to low maintenance costs and even greater dependability.

The gleaming chrome grille is made up of individually replaceable bars. Chrome fender mouldings are wider, heavier. In most models, a rear "picture window" complements the beauty of the whole rear end assembly while giving the driver an unobstructed view through the rear-view mirror. Wide-opening doors make it easy to step in or out of a Dodge and those air-foam rubber-cushioned seats are knee-level for more comfortable support on day-long trips.

Comfortably relaxed in the driver's seat, you will thrill to the touch of a well-proportioned, correctly positioned wheel that makes driving a genuine pleasure. You will note, too, how the jewel-like instruments are easy to read, conveniently grouped in front of your eyes, and all controls are within easy reach.

Yes, there is more to Dodge beauty than meets the eye . . . prove it to yourself in one "Magic Mile" Ride!



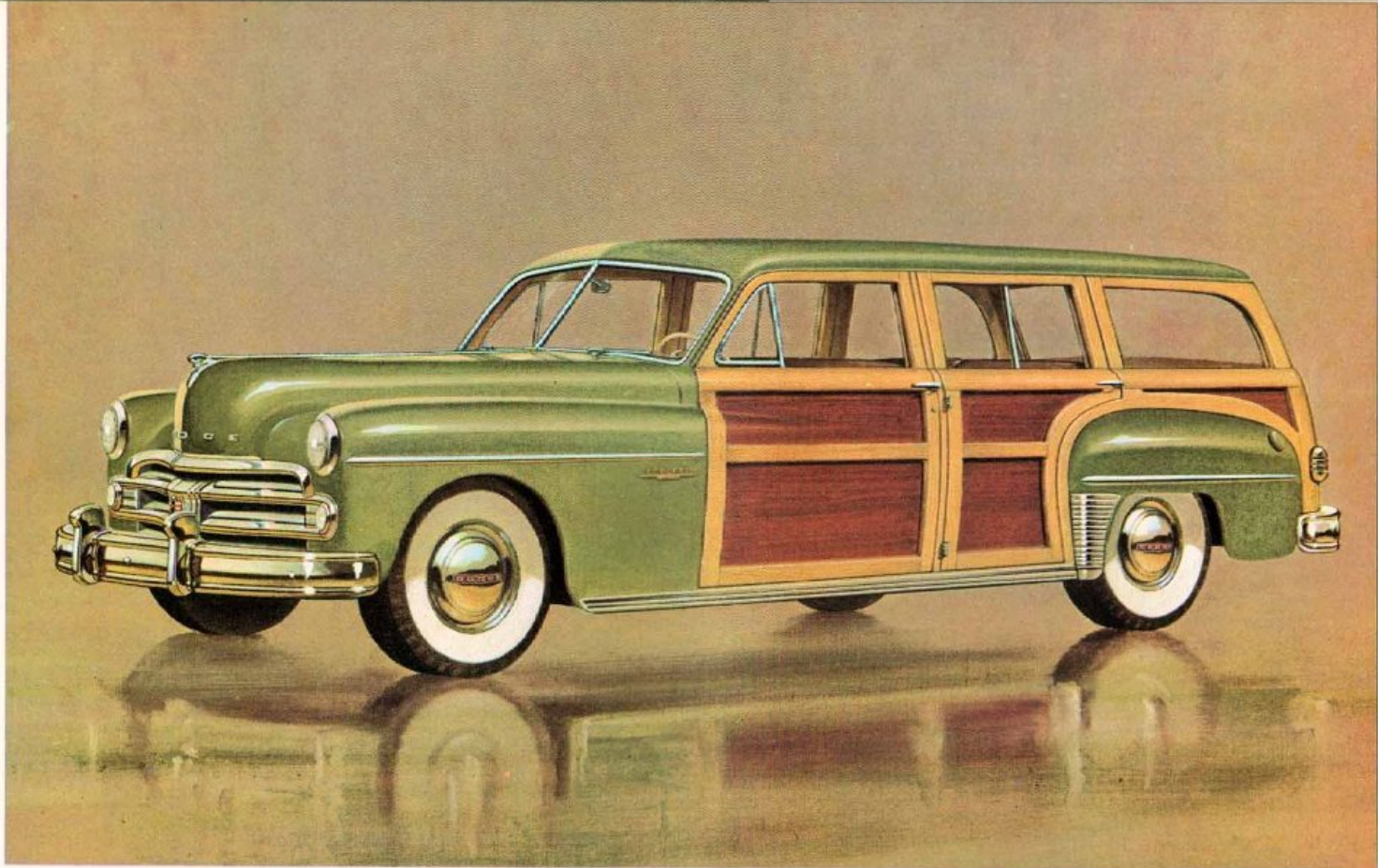


The Coronet

STATION WAGON

HERE is an interior that gives you the good looks and comfortable seating of a fine sedan but can take its full share of punishment as the family chore boy. Seats and cushions are covered in a rich-looking, durable textile leather and there is ample room to accommodate six big people. A second door on each side makes

it exceedingly easy to get in or out of the rear seat. In the back, there is an amazing amount of floor space that can be loaded easily through the tail-gate which drops down level with the floor. For maximum loading capacity, the rear seat folds forward flush with the floor to give a level storage space nearly 8 feet long.



THERE is added safety and strength in the steel top and body panels of this swanky new Coronet Station Wagon. A special marine-type exterior varnish has been developed to assure tighter sealing at all joints of the hardwood trim for lasting protection to the finish. Special emphasis has been given the body design to give maxi-

mum driver and passenger vision to the front, sides and rear. The big rear window glass can be rolled down into the tail-gate for maximum ventilation. Super-Cushion tires, 7.60 x 15, give a smooth ride to the Dodge Station Wagon. The spare tire is carried in a locked compartment under the floor in the rear compartment.



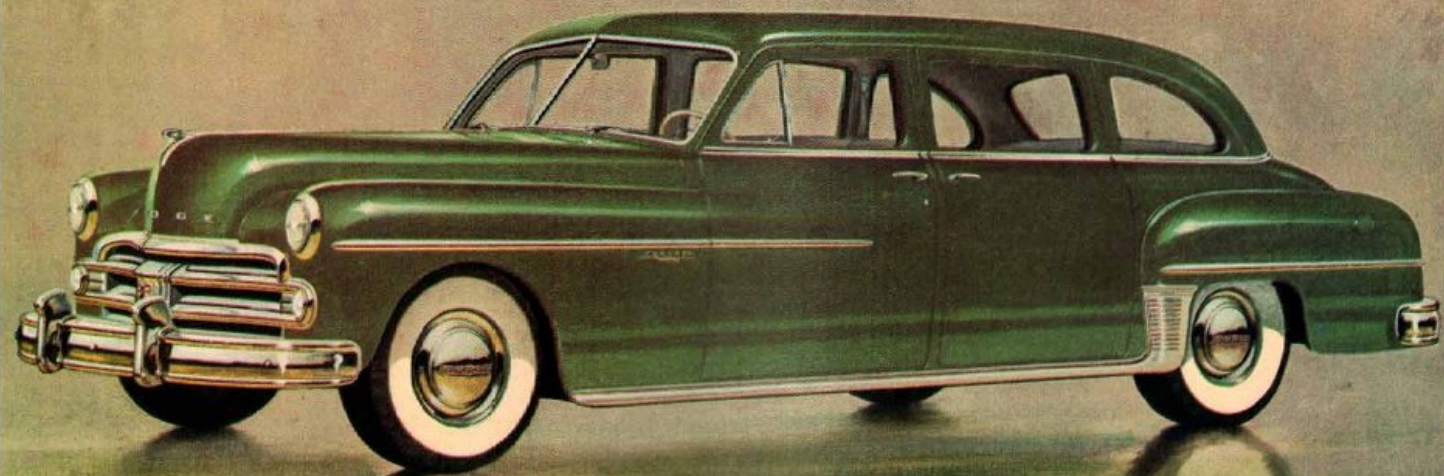


Coronet

REAR-END STYLING OF 4-DOOR SEDAN

ALL ELEMENTS of the rear end of the Coronet 4-Door Sedan are styled to blend together harmoniously for balanced eye-appeal. New, curved rear window is almost nine inches wider and extends down to belt moulding . . . accenting wide appearance and adding to safety. Rear fenders are longer and gracefully crowned . . . are bolted on for simple repair or replacement. Rear tread width is increased two inches with

only a slight increase in over all car width, adding to lower, wider appearance. License plate and luggage compartment T-handle, part of the attractively styled chrome fixtures grouped on rear deck, are lighted by concealed light in gravel shield. Combined stop light and tail light are streamlined and recessed into fender. Heavy bumpers with massive bumper guards combine beauty with safety.



In this gracious CORONET 8-Passenger Sedan, the extra leg room in the rear seating compartment, combined with generous head and elbow room, is especially welcome. There is ample leg room for passengers using the two auxiliary seats. The wide-opening doors, too, are doubly appreciated for their ease of access to the spacious, richly appointed interior . . . and the doors *stay* open until you close them. When not in use, the extra seats fold forward

and out of the way into a shallow well in the back of the front seat. A special footrest is provided to add to the comfort of rear seat occupants. With its substantially longer wheelbase (137½ inches), the 8-passenger sedan gives an amazingly smooth and level ride. The 8.20 x 15 Super Cushion tires on 6-inch wide Safety-Rim wheels are larger than on standard CORONET models to carry the extra weight and add to the smooth ride and performance.

The Coronet

EIGHT PASSENGER SEDAN

Value-conscious America will welcome the

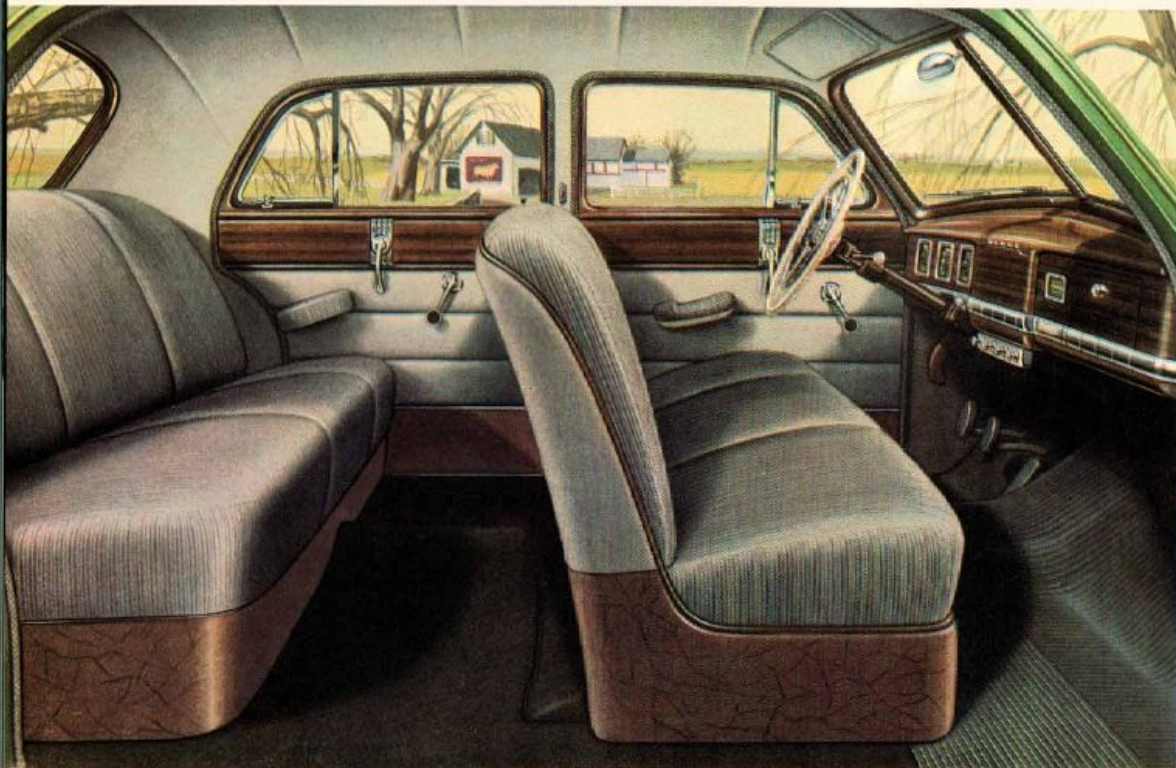
POPULAR-PRICED DODGE MEADOWBROOK

THE MEADOWBROOK 4-Door Sedan is the same in body style and dimensions as its Coronet counterpart shown on pages 2 and 3. Powered with the famous Dodge "Get-Away" engine with gyrol Fluid Drive, completely restyled inside and out, the new MEADOWBROOK gives you

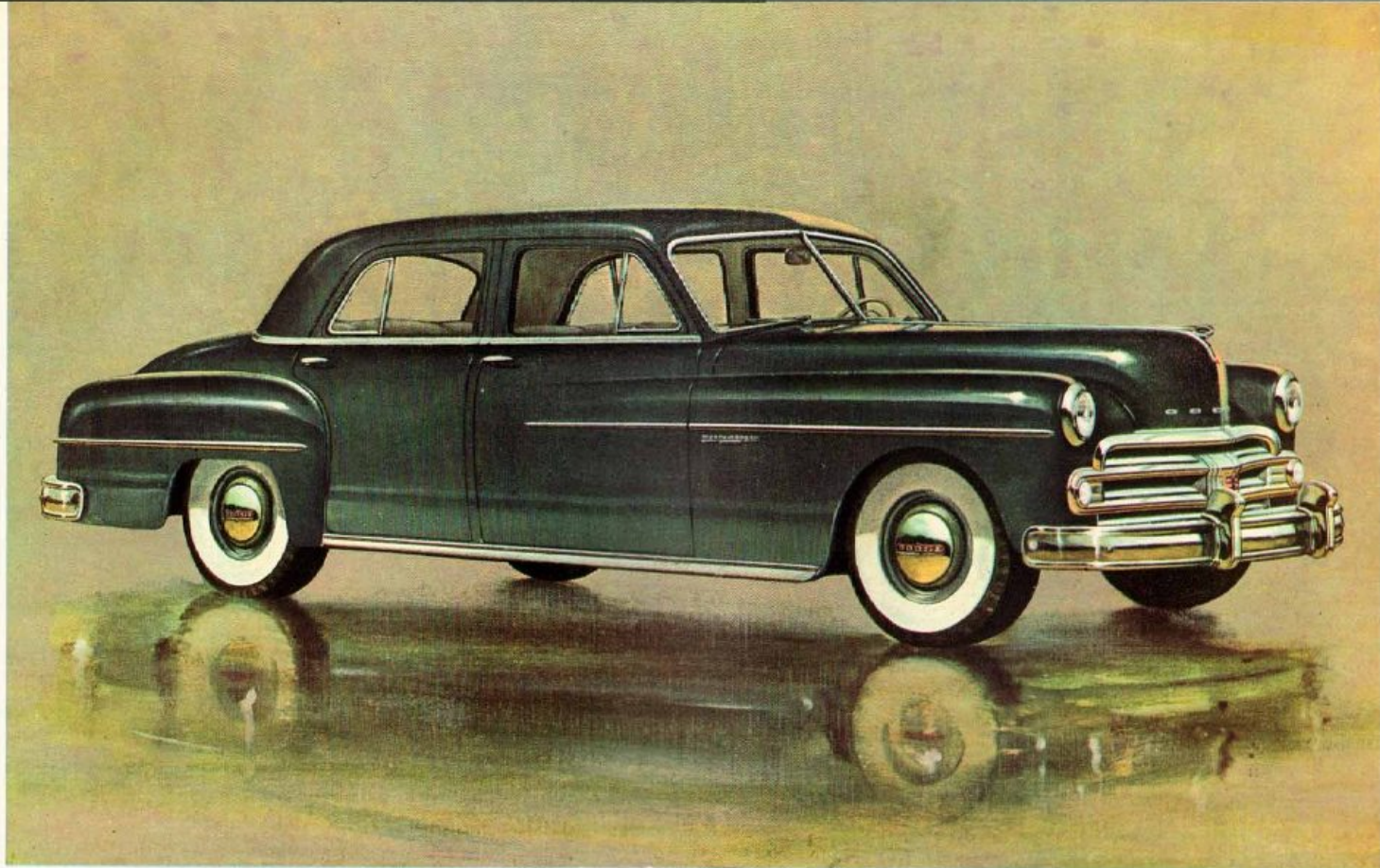
all the matchless performance and superb riding qualities of the Coronet *at a substantial saving in price!*

Thrifty people will compare this big 6-passenger, 4-door sedan with competitive cars. On its longer 123½-inch wheelbase, it has all the extra

roominess and comfort to make it the ideal family car. There is sterling worth and bigger dollar value in every functional detail. You could pay a thousand dollars more and still not get all the extra value features of this big, beautiful MEADOWBROOK sedan!



THE INVITING INTERIOR of the MEADOWBROOK Sedan is highlighted by the sparkling chrome finish of interior fittings and hardware. Wide, knee-level seats assure the comfortable accommodation of six passengers with plenty of leg room and head room, too! Dual sun visors, center dome light, arm rests front and rear and luxury-type seat cushion springs are just a few of the many extra-value features you get in the new bigger value MEADOWBROOK at no extra cost.



THE LONG, low, fast lines of this MEADOWBROOK Sedan portray a car of dynamic beauty . . . beauty that cannot be matched in cars costing hundreds of dollars more. On its 123½-inch wheelbase, you'll enjoy every advantage of big car comfort and smooth-riding performance . . . yet overhang, front and rear, is less than in most other cars to make the MEADOWBROOK

easy to handle in traffic, easy to park in tight spaces. As in all Dodge models, the combination of box-type frame, double-channel side rails, and balanced weight distribution adds to the strength, ruggedness and riding comfort of the entire car. After years of driving, the Dodge MEADOWBROOK is just as rattle-free, dependably safe and solid as when brand new!



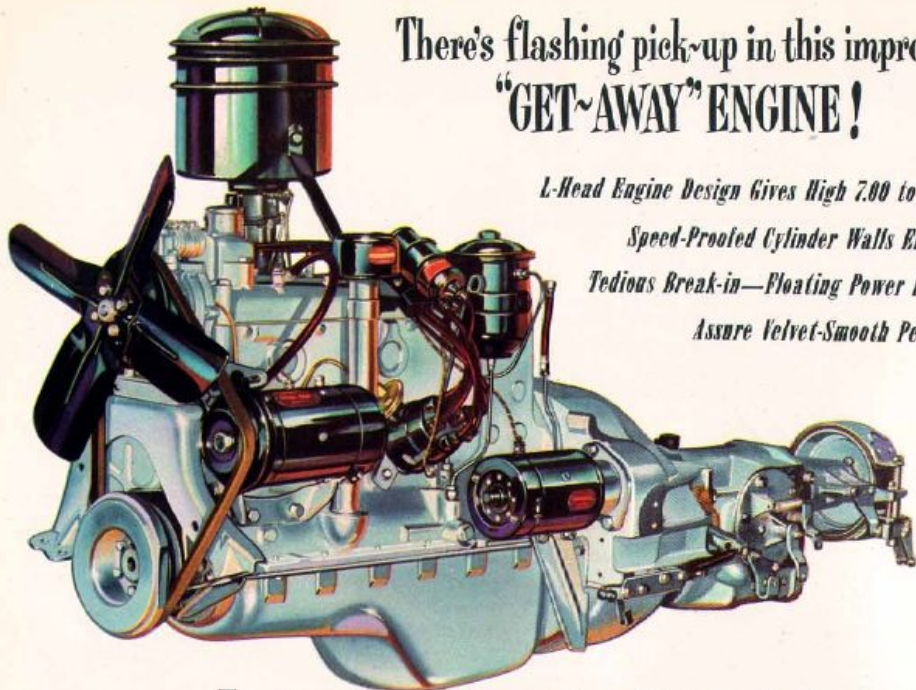
There's flashing pick-up in this improved "GET-AWAY" ENGINE!

L-Head Engine Design Gives High 7.00 to 1 Compression—

Speed-Proofed Cylinder Walls Eliminate

Tedious Break-in—Floating Power Engine Mountings

Assure Velvet-Smooth Performance



For engine performance and the reputation for delivering *more* performance with *greater* economy has played a big part in making "Dependability" a Dodge byword for many years. Today, more than ever, owners are enthusiastic about the flashing acceleration, smooth trouble-free performance of the improved Dodge "Get-Away" Engine—power-packed to deliver 103 horsepower with exceptional gasoline economy.

Among the many special features to give the Dodge "Get-Away" Engine its outstanding quality and efficiency is its 7 to 1 high compression advanced L-head type of engine design for peak performance with regular grade gasoline. The Dodge L-head design insures quiet operation and long life because of its compact, simple, short-coupled valve arrangement. Fewer parts and connections to work loose or get out of adjustment, fewer points of wear to set up engine noise, means *less maintenance costs, quieter operation and longer engine life for*

Dodge owners. Smooth, quiet engine operation is a prime essential for true motoring comfort. Other featured improvements that contribute to the reliability, economy and performance of the Dodge engine include: Speed-Proofed cylinder walls for safer, quicker engine break-in . . . Exhaust valves and valve seat inserts of super-hard alloy steel to resist hot, corrosive exhaust gases . . . Floating Power—rubber mounted, dynamically balanced engine to cushion engine pulsations from chassis and body . . . Improved carburetor provides four carburetion systems in one to meet all power requirements with maximum fuel economy . . . High capacity fuel pump, automatic manifold heat control, oil-bath air cleaner, Oilite fuel filter—all contribute to fuel economy and performance . . . High 40-amp. generator gives ample reserve over normal peak electric current requirements . . . Dual automatic spark control for exact timing according to engine speed and load for greater fuel economy, better performance.



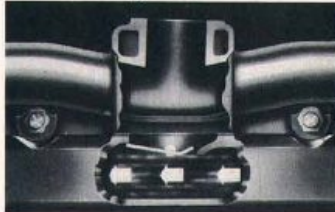
OIL-BATH AIR CLEANER . . . is especially advantageous for motorists driving in dusty areas, and is standard equipment on every Dodge. It keeps dust and grit from the internal finished surfaces of the engine to maintain its high operating efficiency and assures longer engine life.



IMPROVED 4-IN-1 CARBURETION . . . gives peak fuel economy by adjusting the fuel flow and mixture at all engine speeds. Being more sensitive to accelerator pedal demand, it gives you instant power when you need quick, sure pick-up.

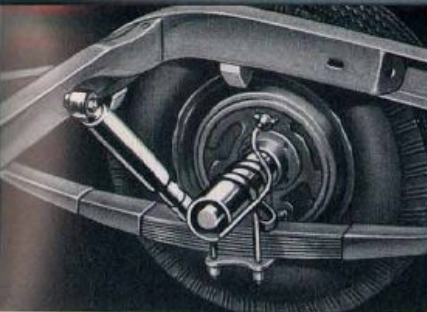


OIL CONTROL RINGS . . . Dodge pistons give you 4-ring economy. Two upper compression rings seal the mixture in the Compression Chamber. Two lower rings feed oil evenly and in just the proper amount to the cylinder walls, returning the excess oil through wider slots to the crankcase.

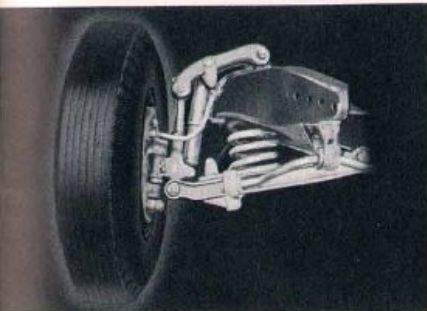


NEW FAST-FLOW INTAKE MANIFOLD . . . has an automatic heat control for quicker engine warm-up and complete combustion of fuel. A shorter "riser" gives much quicker response to throttle openings on acceleration, assures faster pick-up.

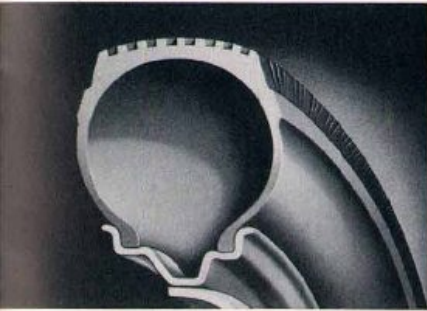
The New Dodge Chassis is engineered for Strength, Safety and Comfort



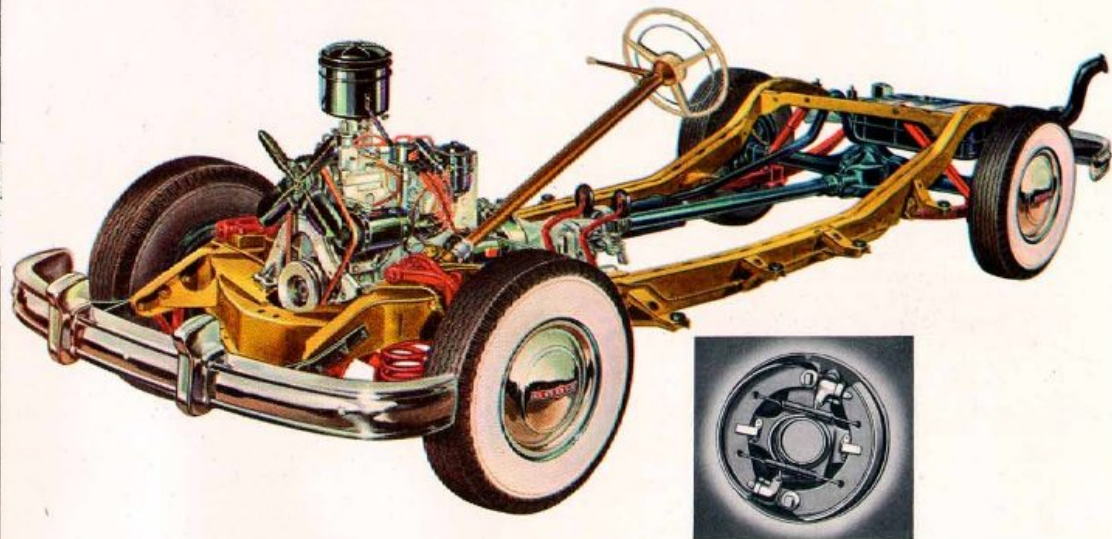
AIRPLANE-TYPE DOUBLE-ACTION SHOCK ABSORBERS . . . front and rear, provide maximum comfort, safety and ease of handling. Up and down movement of frame and body is stopped smoothly and firmly. Side-sway is controlled by a "sea-leg" mounting on rear shock absorbers with tops pointing inward.



INDEPENDENT FRONT WHEEL SUSPENSION . . . allows each front wheel to "step over" bumps instead of tilting or swaying the car. Steering is easier, too, because the action of one wheel doesn't affect the other. Road shocks are effectively cushioned by soft-action coil springs of tough, but flexible, Amola steel.



SAFETY-RIM WHEELS . . . reduce the danger from tire blow-outs, regardless of car speed. Protective ridges around the rim between the outside flange and the center well hold the deflated tire in place, resisting the tendency for it to twist off or slip into the center well. Thus, it is easier to bring the car to a safe stop.



SAFE-GUARD HYDRAULIC BRAKES WITH CYCLEBONDED BRAKE LININGS . . . provide complete driver control of braking power with greater safety, reliability and economy. Dual brake cylinders in each front wheel result in better balance in the distribution of braking effort . . . give smoother stops with up to one-third less effort. Cyclebonded brake linings eliminate drum scoring rivets, last about half again as long as conventional linings.

So **STEADY** and vibrationless is the famous Full-Floating Ride they enjoy that few owners are aware of the ceaseless research and experiment that have steadily improved the Dodge chassis, many features of which are exclusive.

Safety and roadability in any car really start with the chassis. That's why Dodge frame construction is the proven box-type of double-channel welded steel with sturdy cross members. Floating Power engine mountings literally smother the vibration of the motor in action. Scientific springing front and back, thick rubber cushions at points of contact between Safety Steel body and chassis, add their perfect pillowing effects. Even under the most extreme tests on and off the highways, bumps and shocks are smoothed out and amazingly absorbed. And to make the Dodge ride even *s-m-o-o-t-h-e-r*, resilient rubber cushions at the extremes of

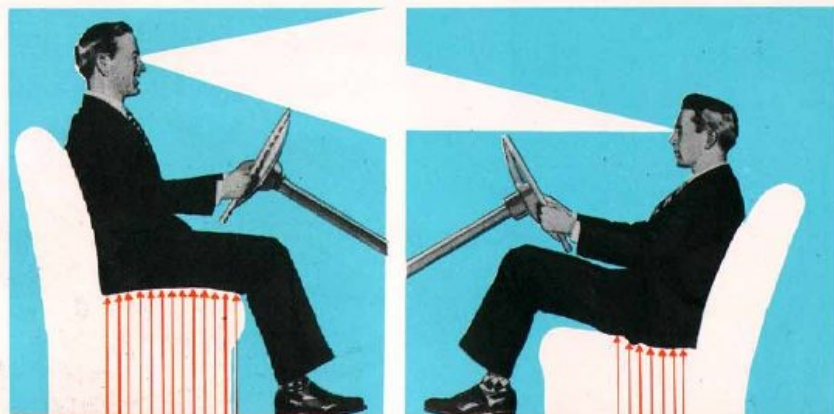
spring action give added protection against severe road shocks by eliminating metal to metal contact. Super-Cushion tires are the "front line" defense against all minor road irregularities and are standard equipment on all Dodge models.

Weight distribution is an important factor in effecting a smooth, level ride . . . longer tire life. In Dodge, the weight is *balanced* between the front and rear wheels. The rear axle has been moved back and excessive overhang eliminated to permit larger space for passengers with better riding comfort . . . but *without increasing overall car length.*

There's extra comfort and safety for you with Dodge KNEE-LEVEL SEATS

Dodge design starts with people . . . tall, short, thin and broad. By comparison with other cars, you will appreciate how much this means to you in riding and driving comfort. You have ample head room not only in front but in back . . . not only in the middle but at either side of the car. You have seat room that is really wide . . . built for three generously sized adults. You have leg room galore, front and back . . . no cramped muscles in Dodge on day-long trips! Best of all, *you don't have to slump!* You sit erect and comfortably relaxed on *knee-level* seat cushions over 15-inches high with cushioned backs that recline at just the proper angle to be comfortable and still see out without neck-craning.

AS DESIRED, auxiliary coil springs can be added to front or rear seat cushions to give extra support and comfort for heavy persons. Individually pocketed, they can be quickly inserted by your Dodge dealer at the time of car purchase . . . or anytime later as desired.

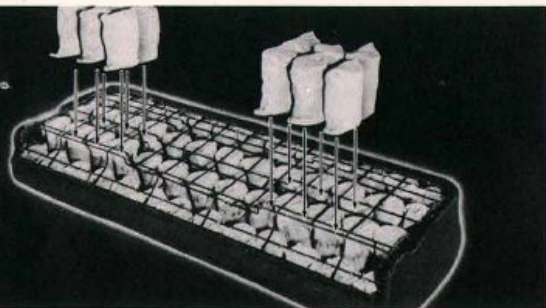


IN DODGE, YOUR BODY WEIGHT IS DISTRIBUTED AND COMFORTABLY SUPPORTED FROM HIP TO KNEE IN BOTH FRONT AND REAR SEATS. THE DRIVER'S ANGLE OF VISION IS ALSO GREATLY IMPROVED AS DIAGRAM SHOWS.

MUCH LOWER SEATS IN MANY OTHER CARS THROW THE ENTIRE WEIGHT ON YOUR SPINE . . . LIKE SITTING ON A NARROW SHELF . . . WITH MOST OF THE CUSHION WASTED. AND SEE, TOO, HOW LIMITED YOUR VISION CAN BE!

Driver Comfort ...and Safety!

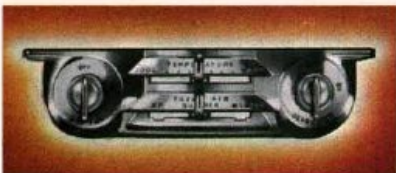
NOTICE, at the right, how Dodge provides for the driver's comfort and clear-view, safe vision. Seat adjusts forward easily and quickly for a full five inches . . . rises over one inch as it is moved forward to give better, safer road visibility for shorter drivers.





SO EFFICIENT is the circulation of warm, fresh air when this system is in operation that perfect bodily comfort can be enjoyed in severe cold weather, regardless of

where you sit. Three different heating and ventilating models (see controls pictured below) are available to suit individual preferences and budgets.



No. 500—A vastly improved system with five distinctly new features: (1) over 40% greater heating capacity; (2) automatically maintains temperature you 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.



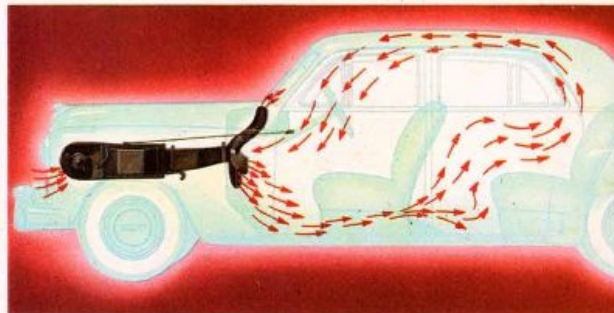
No. 300—This unit has the same heating core and blower as No. 500 but with defroster working from main heating system. Dampers in heater core box are manually regulated so that any degree of heat desired is readily obtainable. The outlets in the car interior are designed to distribute either fresh air warmth or cooling ventilation to all parts of car.



No. 100—With smaller heating core, 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 is not suitable for use in extreme low temperature areas.

Dodge Underhood ALL-WEATHER Comfort System

WINTER and summer, wet or dry, you can enjoy ideal weather *within* your car! In the heaviest downpours, you can close your windows and bring in fresh outside air; you can heat the entire car, front and back, in severest cold; you can defrost the windshield without affecting the flow of heat into the car itself. And you can do all these things merely by flipping a few convenient controls on the instrument panel. This ALL-WEATHER COMFORT SYSTEM circulates only *fresh air*, thus helping to prevent window fogging. All bulky parts are installed out of the way under the hood, thus contributing to the appearance and spaciousness of the front seat compartment.



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, winter and summer.

MO-PAR Accessories

FACTORY ENGINEERED • FACTORY INSPECTED

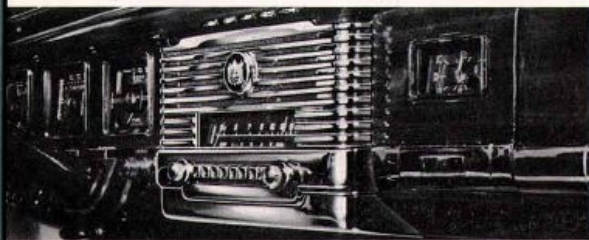


SEAT COVERS. Your choice of several beautiful colors, fabrics and patterns styled to harmonize with the interior of your new car. Custom-tailored for exact fit . . . sturdy and strong to withstand hard wear. All materials fully tested for durability in our laboratories.

BACK-UP LIGHTS. Mounted in right and left rear quarter panels . . . illuminate your path when you back up. Switch operates lights automatically when car is in reverse.



RADIOS—Designed for your car! You enjoy better tone, ultra-clear reception, unusual power and sensitivity from a MoPar radio. You get finer performance because whether you select the six-tube set or the eight-tube set your MoPar radio has been engineered to fit the acoustics of your car. See how perfectly it fits . . . how its beautiful dials and controls blend with the instrument panel.



Ask for a Catalog of MoPar Accessories



GRILLE & TRUNK GUARDS. Made of heavy-gauge steel for maximum protection of grille and rear deck lid. These rugged guards are of practical design to give you added protection against bumps and scrapes. Brilliant chrome plating enhances beauty of car.



DELUXE STEERING WHEEL of variegated, translucent plastic over a strong steel core adds a touch of luxury and distinction to the car interior.

SPOTLIGHTS. Beautifully streamlined, rust-proofed lights with all-chrome heads. Your choice of large or small head, right or left-hand mounting. Powerful sealed-beam unit throws brilliant long-range beam. Pistol-grip handle gives easy control.



SIX-TUBE SET (with rectifier). Push buttons for tuning in four stations and for tone control. New miniature tubes give clear reception. Rich tone assured by 5" x 7" dynamic, permanent-magnet type speaker. A fine, moderately priced set.

EIGHT-TUBE SET (with rectifier). Automatic electric tuning . . . five station push buttons. Large 6" x 9" permanent-magnet dynamic speaker reproduces both high and low notes faithfully. Enjoy the finest in auto radio reception and wonderfully clear tone!

TELESCOPIC ANTENNAS assure best results whether manually operated or vacuum controlled from inside the car. Mounted on car fender, heavily chrome-plated, standard antenna extends 50" above car fender. Extra-long 82½" antenna available for weak signal areas.



CORONET and MEADOWBROOK

specifications

DIMENSIONS: Overall length, 202¾"; wheelbase, 123½"; height, no load, 65½"; outside width, 74¾".

CHASSIS: Box-type frame; front springs, coil; rear springs, semi-elliptic, 8 leaves; metal spring covers. Worm and roller 2-tooth steering gear; hydroid rear axle, ratio 3.9 to 1. Fluid Drive. Safety-Rim® Wheels; Super-Cushion 7.10 x 15 tires* on 5" rims. Safe-Guard Hydraulic Brakes with 2 cylinders in front wheels and Cyclebonded linings; lining area 173¼" sq. in. Parking brake on propeller shaft independent of service brakes. Airplane-type shock absorbers. Hood lock controlled from inside car.

ENGINE: L-Head 6 Cylinders; bore and stroke, 3¼" x 4¾"; displacement, 230.2 cubic inches; 190 lb. ft. torque at 1200 rpm; 103 h.p. at 5600 rpm; compression ratio, 7.0 to 1. Vibration damper; full pressure lubrication to main, connecting rod and camshaft bearings. Silent timing chain; water distributing tube; exhaust valve seat inserts.

FUEL SYSTEM: Tank capacity, 17 gals. with Oilite self-cleaning filter. Oil bath air cleaner. High capacity fuel pump; automatic choke, thermostatic manifold control.

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

COOLING SYSTEM: Thermostatic by-pass type; capacity, 15 qts. without heater.

ELECTRICAL SYSTEM: Large 40 amp. generator; neoprene-jacketed ignition cable; resistor-type spark plugs with wide .055 gap; 15-plate 105 amp. hr. battery; temperature compensated voltage regulator; ignition cable armored to cowl. Dome light goes on when right hand doors are opened. Two matched air-tone horns. Horn ring on steering wheel. Electric windshield wipers on Coronet, vacuum type on Meadowbrook.

BODY: 4-door seat cushion width, front 58", rear 58". Leg room, front, 41¾", rear, 41½"; seat height from floor, front, 15½", rear, 15½"; vertical head room, front and rear, 37". Front seat adjustable, horizontal 5", vertical 1½". External door docks on both front doors. Two sun visors. Air-foam seat cushions standard in Coronet models.

*Station Wagon has 7.60 x 15 tires on 6" rims. 8-Passenger Sedan has 8.20 x 15 tires on 6" rims.

Specifications Subject to Change Without Notice.

