

SEE

the daring new

DODGE

GENEVA AUTO CO.

145 Castle St.

GENEVA



Brilliant Styling... but Comfort, too!



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 . . . with obviously advanced contours . . . we have contrived to give you new elbow room, leg room, head room, and luggage room to spare! All this in a handsome, smart, distinguished automobile that will take you anywhere "in style" . . . but in comfort, too . . . and thanks to Dodge Fluid Drive, with an amazingly s-m-o-o-t-h ride!

New cradled ride!

Yes, an even smoother riding experience than you have ever enjoyed. Long famous for its "Full-Floating Ride," Dodge has redesigned both chassis and body in these new models so that rear and front seats are moved even farther forward for better cradling between axles.



Gyro-Matic Transmission!

Now you can drive all day without shifting if you wish. Once you've started the engine and shifted into the high gear position, your toe on the accelerator does it all! Gyro-Matic translates your commands . . . does all the work! Available only in the Dodge Coronet line.

Flashing New Pick-Up!

Engineers call it "increased torque." To you, it means fast get-away when the light turns green, because the new Dodge "Get-Away" engine gives you much quicker acceleration. Now, you'll really get away ahead of the pack! Extra power in the lower speed ranges makes for safer passing, too!



New elegance, luxury and real living



Beautifully Appointed Interiors. Pictured here is the handsome, spacious interior of the new Dodge Coronet Sedan. One glance is enough to recognize custom craftsmanship of the highest order. Those soft, knee-level seats and backs are tailored in the finest fabrics. In fact, every fitting, every detail of trim has been carefully selected to match your own good taste.

The New Instrument Panel pictured below is entirely restyled . . . ultra-smart and entirely 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. Matched accessories, including clock, radio and heating and ventilating controls are designed to blend harmoniously with panel.



Living-room Comfort!

Yes, living-room comfort as you enjoy it at home! That is the feature most emphasized by Dodge designers as the rich interiors of these new models took form.

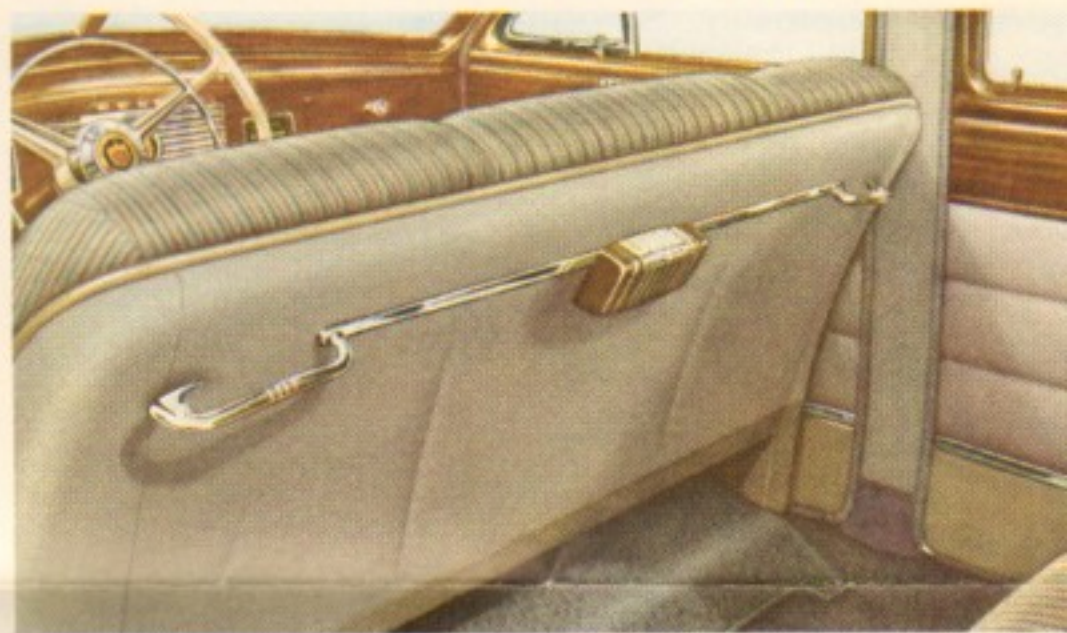
First, they made them easy to enter and leave . . . with wide opening doors that will not "crowd" even large folks. But their skills were really lavished on fabric and trim with such refinement and restraint that every detail will capture your admiring eye. The pictures on this page can give you little more than a hint of the harmonious elegance these distinctive ensembles attain.

Go to your dealer and you'll see how inviting, how hospitable and relaxing we've made the new Dodge. Step into a lovely sedan, sit down and look around. Revel in the sumptuous upholstery. Admire the subdued mahogany-toned paneling, accented by sparkling chrome . . . the spaciousness of it all! Just see if Dodge hasn't provided EVERYTHING you've dreamed of for the car you intend to own.

More Luggage Space. 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.



Room Galore! Just look at that wide expanse of cushion . . . much like your davenport at home. You'll appreciate the additional comfort of these rear seats which are almost 8 inches wider. Front seats, too, are a full 6 inches wider. Dodge is in reality a "three-couple" car in which SIX BIG PEOPLE can ride in comfort.



Still More Comfort. There's room here in the rear seat compartment for the longest legs! The comfortable footrest is fixed to the car floor and is not affected by moving front seat forward or back. "Assist" handles mounted on the back of front seat enable you to get in and out of your Dodge Coronet Sedan with ease.



Real Luxury! The Coronet Town Sedan has movable rear seat center arm rest to provide luxurious 2-passenger comfort. Rest folds into seat back when not in use. Also exclusive with the Town Sedan is the exquisite dark maroon or blue broadcloth upholstery . . . beautiful, smooth, exceptionally durable.

DODGE

presents

the Coronet

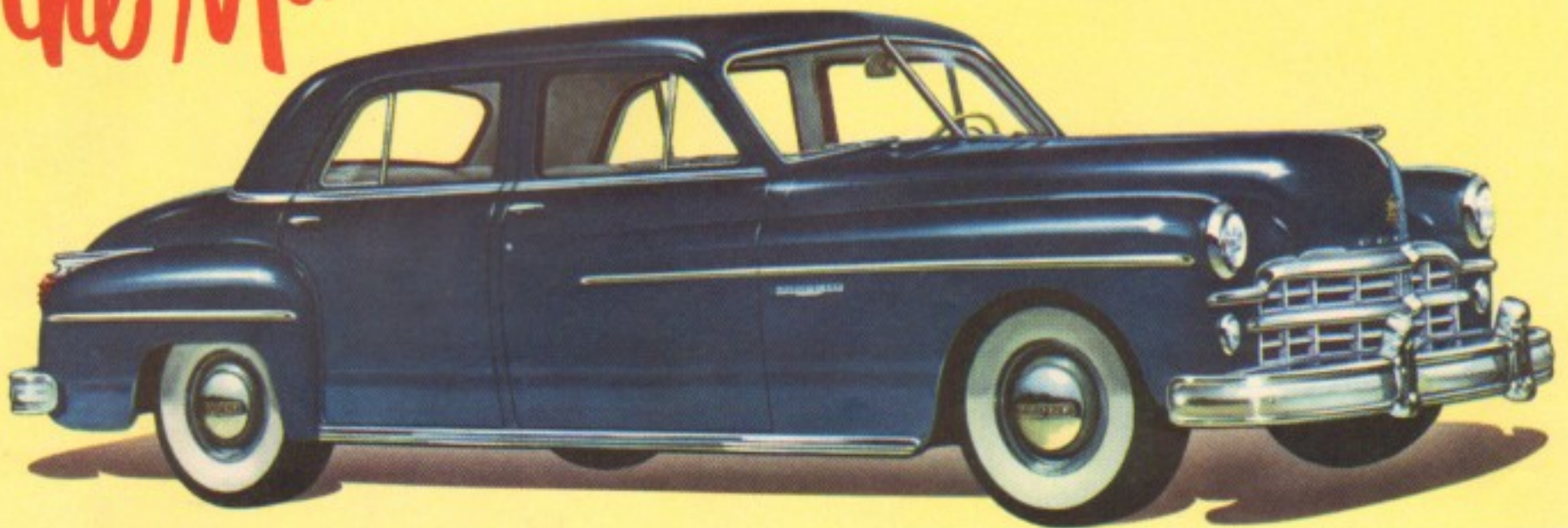
HERE is the Dodge "Royal Family" . . . the real aristocrats in their realm. Proudly displaying the new CORONET nameplate, all six of these 123½ inch wheelbase models offer you luxury beyond anything Dodge has ever designed and built! Here is newness, but with grace of line and real comfort. Here, good 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. Your appreciation of the skills lavished on these custom-built models will increase immeasurably when you inspect these great cars on the showroom floor of your Dodge Dealer.

New Dodge CORONET 4-Door Sedan

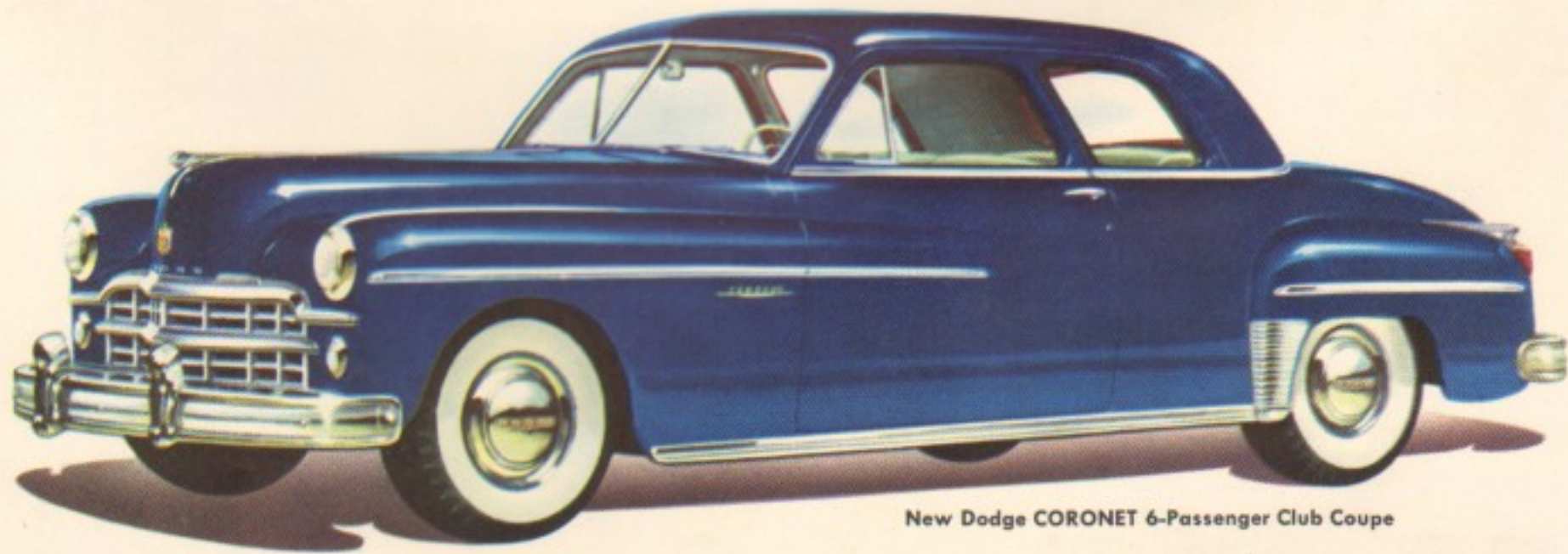
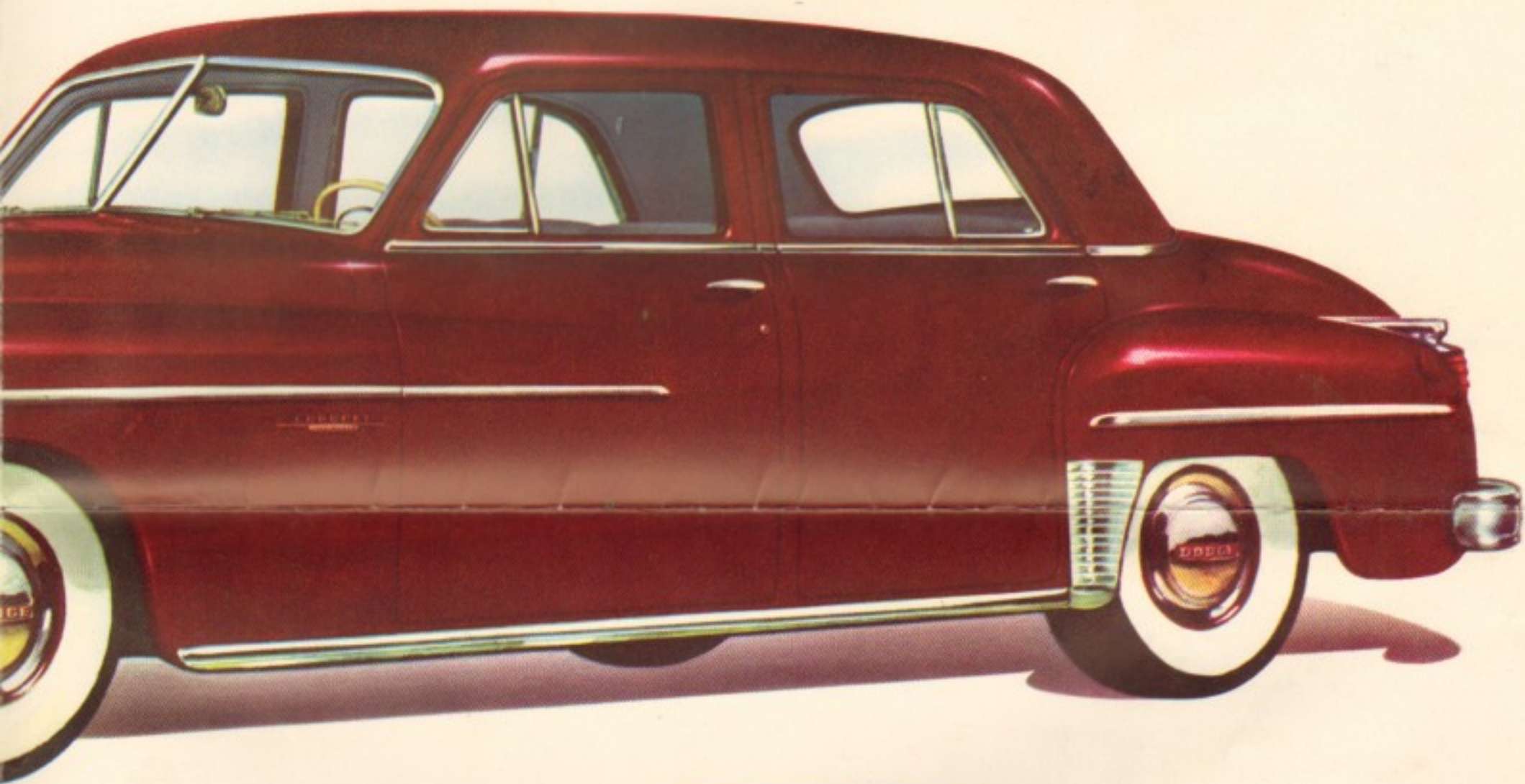


the Meadowbrook

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.



Three completely new cars!

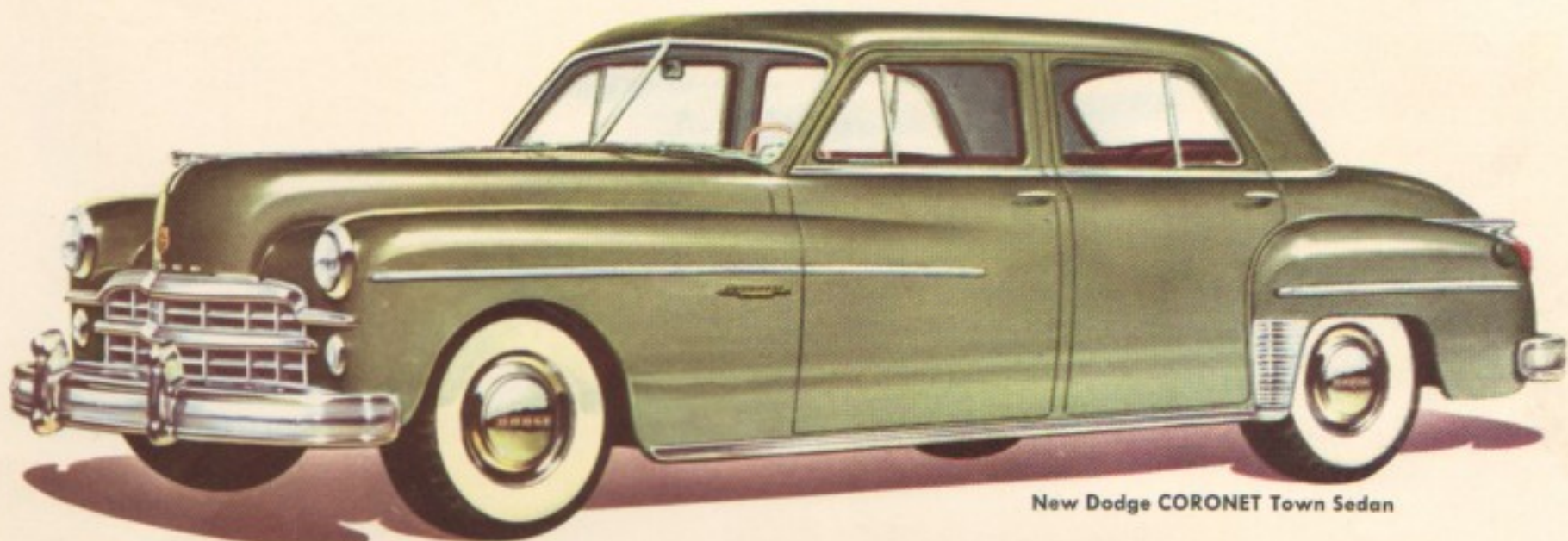


New Dodge CORONET 6-Passenger Club Coupe

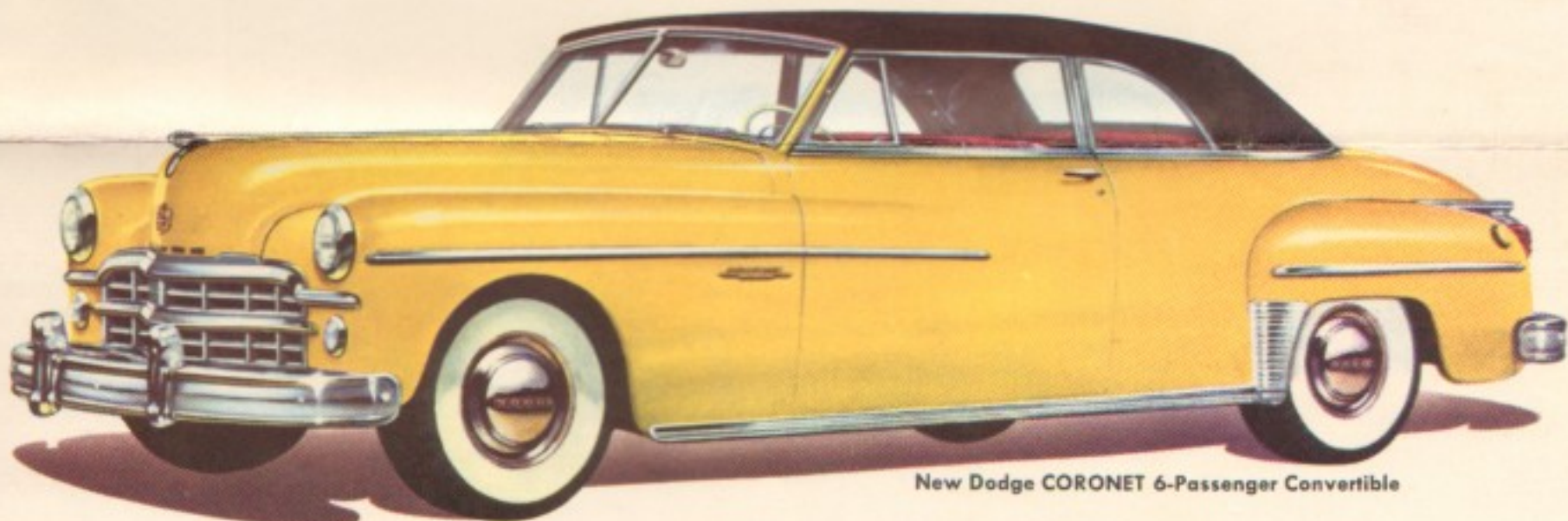




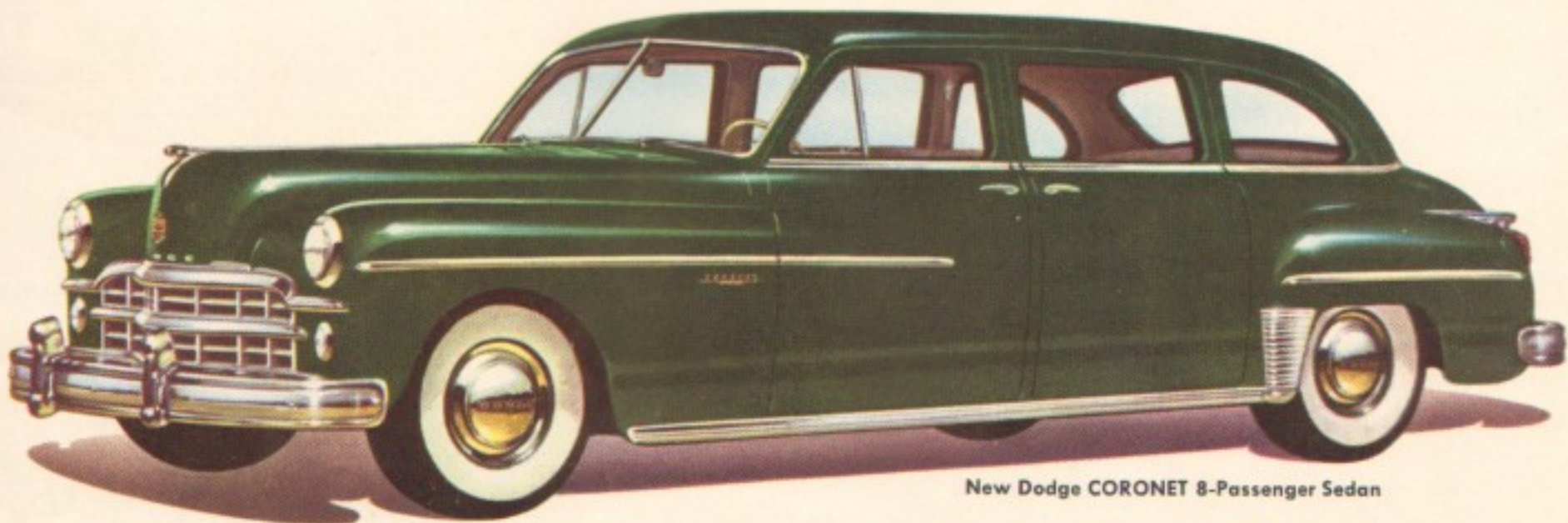
New Dodge CORONET Station Wagon



New Dodge CORONET Town Sedan



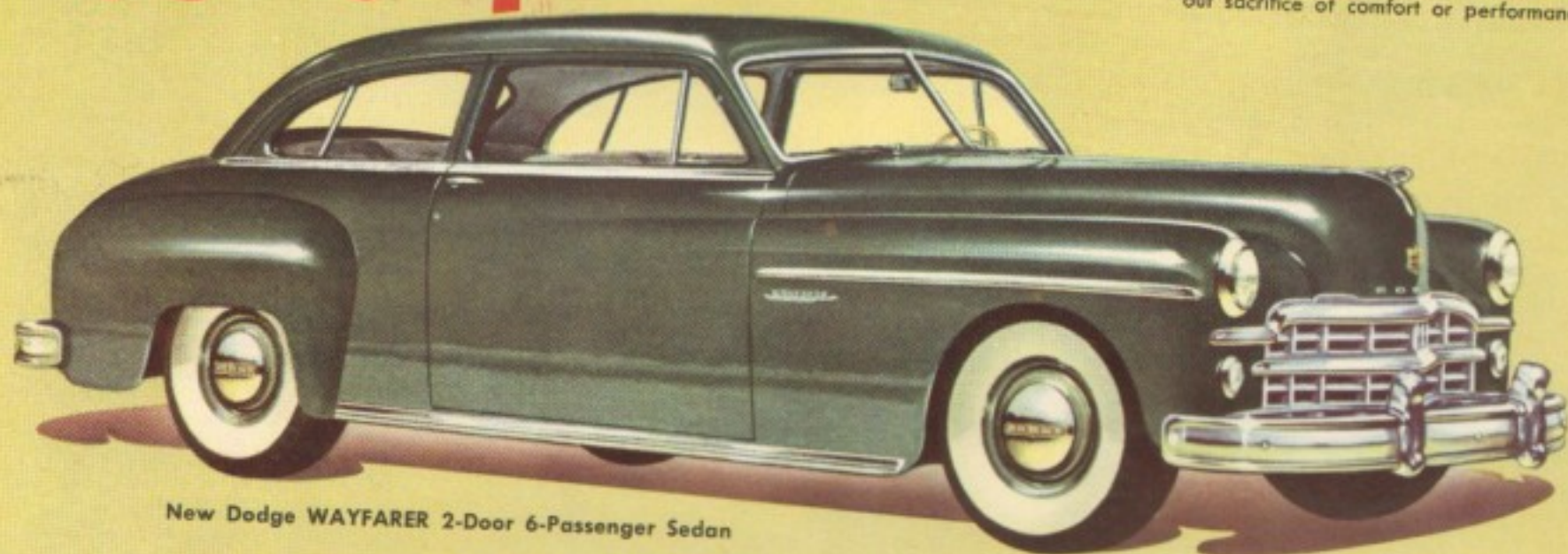
New Dodge CORONET 6-Passenger Convertible



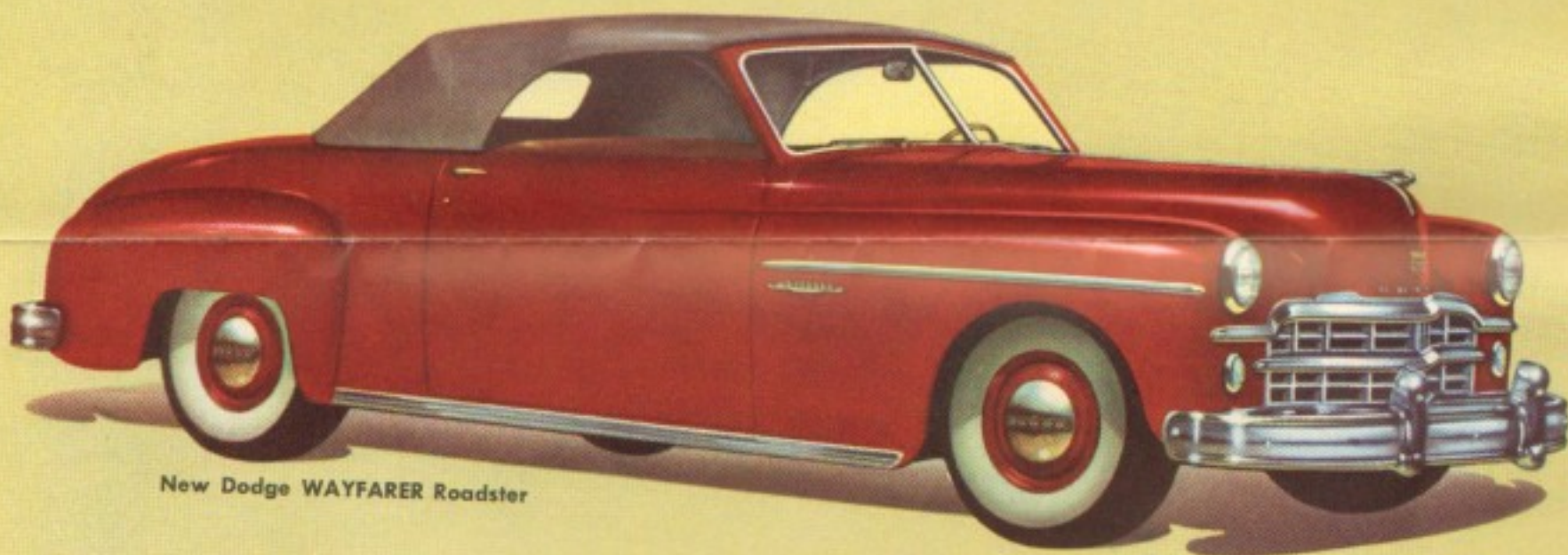
New Dodge CORONET 8-Passenger Sedan

the Wayfarer

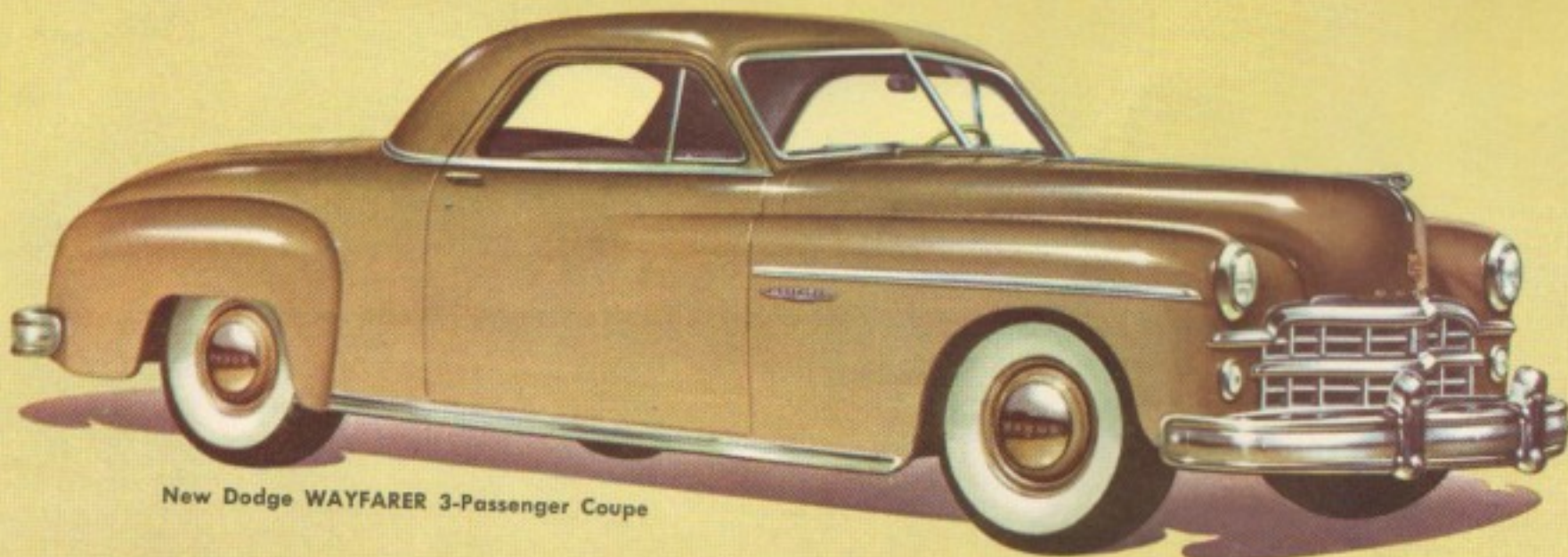
An entirely new addition to the Dodge family. Lower in price . . . but with every mechanical improvement and the same power plant as the Coronet and Meadowbrook. Its shorter 115" wheelbase provides greater maneuverability and parking ease without sacrifice of comfort or performance.



New Dodge WAYFARER 2-Door 6-Passenger Sedan



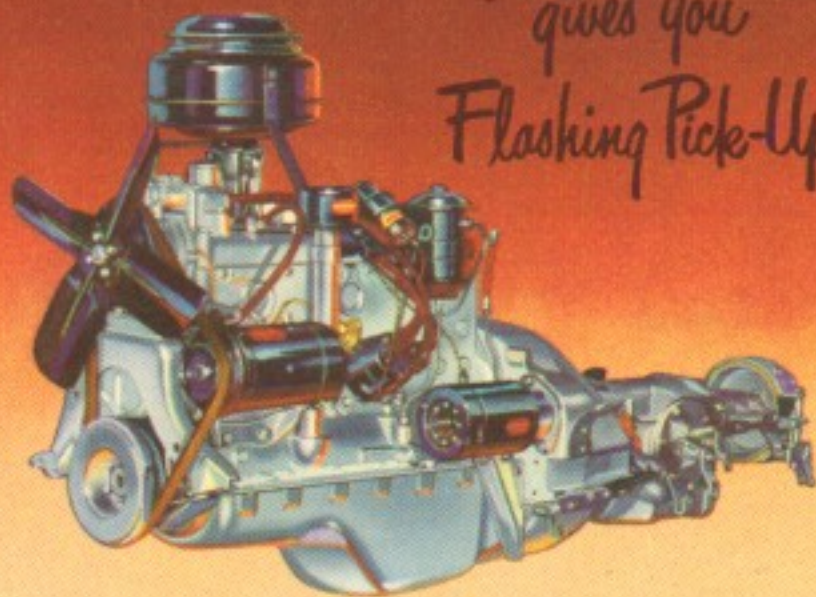
New Dodge WAYFARER Roadster



New Dodge WAYFARER 3-Passenger Coupe

The New "Get-Away" Engine

gives you
Flashing Pick-Up



Now you'll have higher compression to squeeze extra miles from every tankful of gas. You'll have "Speed-Proof" cylinder walls to eliminate slow

"break-in". There's a long, long list of impressive improvements which your Dodge dealer will be happy to explain. Just ask him.



NEW DISTRIBUTOR—Better sealed for dependable wet weather operation and starting.



NEW GENERATOR—40 amp. capacity. More than adequately meets peak demands.



NEW CARBURETOR—Faster response to accelerator demands ... gives more economical mixture.

SPECIFICATIONS

CORONET and MEADOWBROOK

DIMENSIONS: Overall length, 203 $\frac{3}{8}$ " ; Wheelbase, 123 $\frac{1}{2}$ " ; Height, no load, 65 $\frac{1}{2}$ " ; Outside width, 72 $\frac{3}{8}$ " .

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, 3 $\frac{1}{4}$ " x 4 $\frac{1}{8}$ " ; 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.

LUBRICATION: Gerator 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 58 $\frac{3}{8}$ " . Leg room front, 41 $\frac{1}{8}$ " ; rear 41 $\frac{1}{2}$ " ; seat height from floor, front 15 $\frac{1}{8}$ " ; rear 15 $\frac{1}{2}$ " ; vertical headroom, front and rear, 37" . Front seat adjustment, horizontal 5" ; vertical 1"

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

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

Specifications Subject to Change Without Notice