


ANNOUNCING THE EXCITING NEW

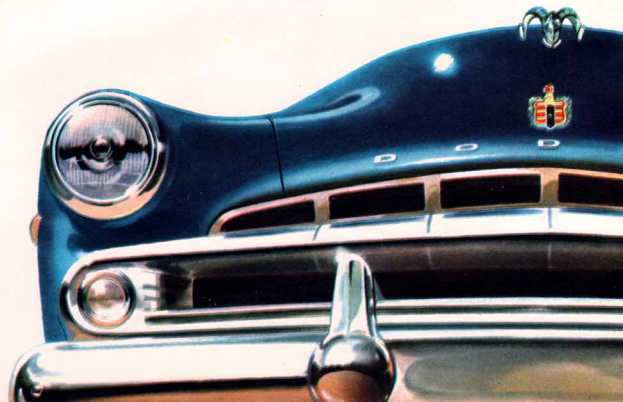
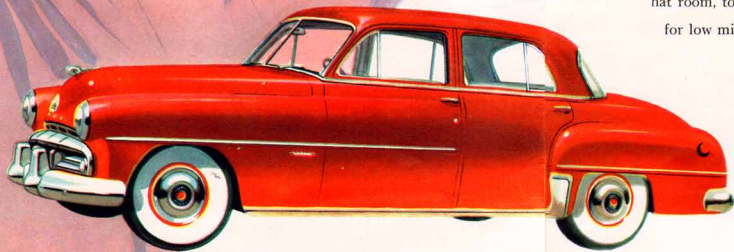
51 Dodge Coronet  
and Meadowbrook



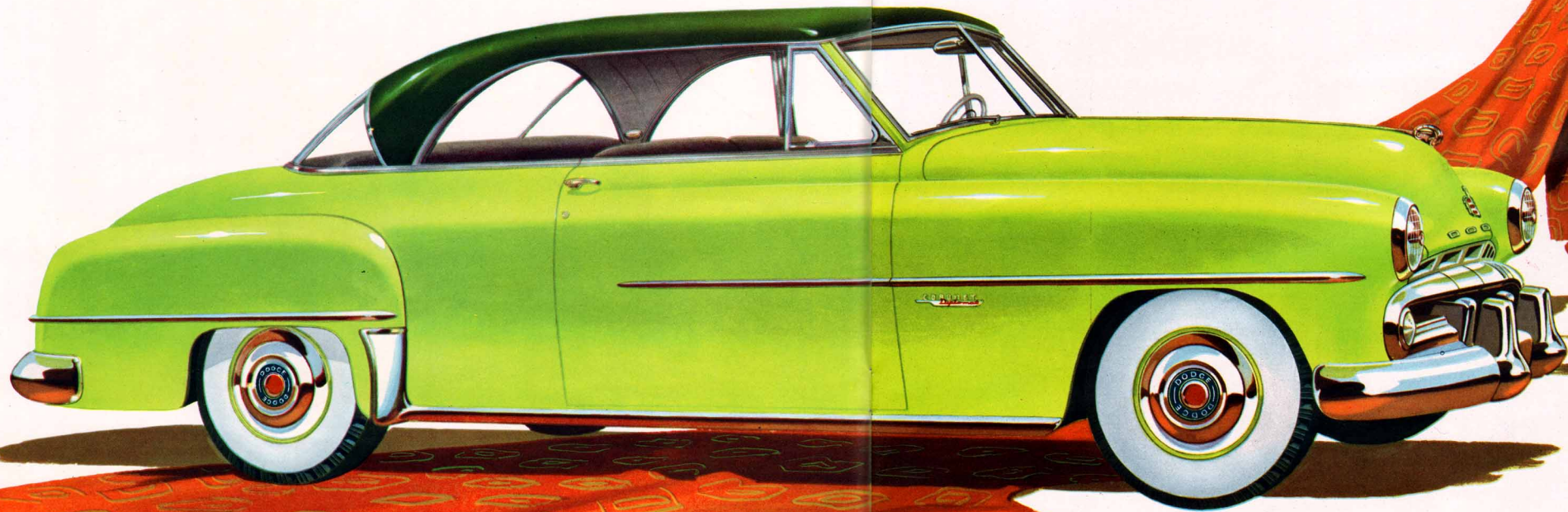


**H**ere's what happens... when women have their say  
and men have their way...

**D**ODGE DESIGNERS asked the men and women of America what they wanted in the new 1951 Dodge . . . and they spoke of many things. Women wanted luxurious interiors . . . refined custom-styled appointments . . . smartly tailored trim in rich flattering fabrics. They asked for tomorrow's styling that would turn all heads, even their own. Women wanted harmonious thrilling colors. They wanted a car compact on the outside, easy to handle in traffic and in parking . . . and a hundred exciting things done to grilles, lights, plastic ornaments . . . dashing design to quicken the pulse and make spirits soar. And men . . . they wanted a car roomy and BIG on the inside. They vote for leg room, hip and elbow room, head and hat room, too. They want surging, flashing power. And men wanted fuel economy and rugged dependability for low mileage costs . . . and a better trade-in deal at the end of thousands on thousands of care-free miles

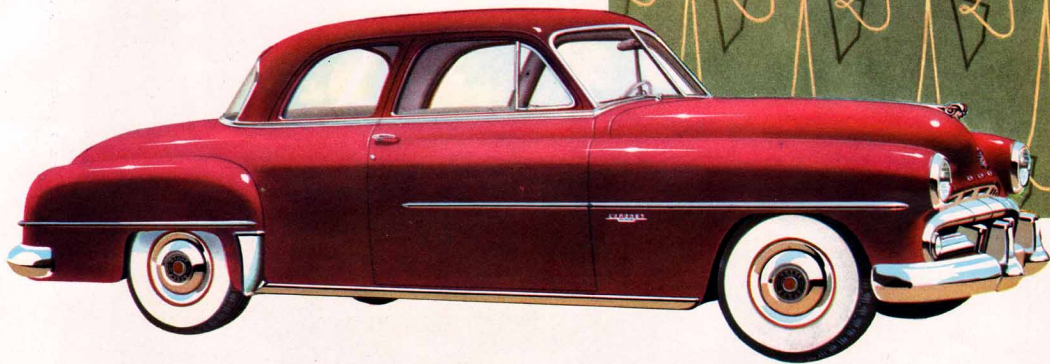


*So... with an eye for what the ladies want and an ear for men's desires*

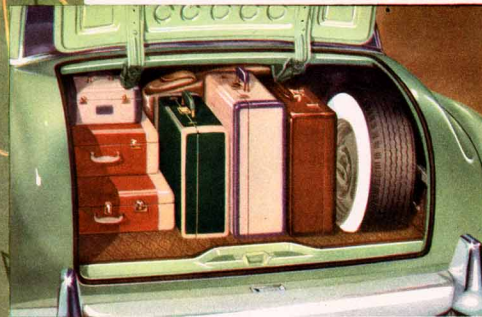


We proudly present ...

the new Dodge *Coronet 6 passenger club coupe*

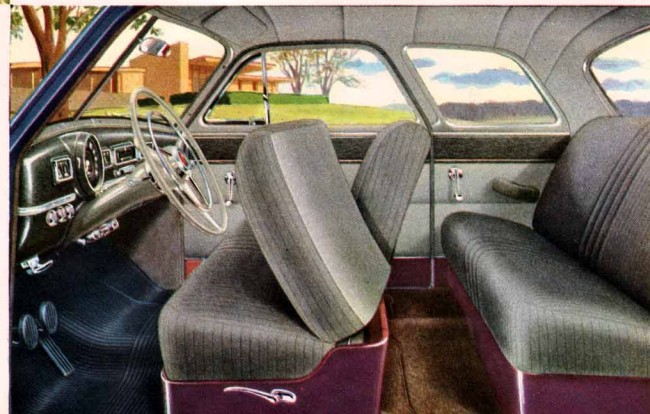


**H**ERE is captivating, breath-taking beauty in the low, sweeping lines of a car that is new more ways than cars costing up to a thousand dollars more. You'll love the thrilling two-tone interior trim and the new smartly tailored upholstery of rich, luxurious fabrics. Refined appointments . . . flattering decorative touches . . . everything about this exciting car is designed to please the most discriminating.



Finger-tip pressure is all you need to open or close the extra-large luggage compartment . . . to uncover worlds of room for all the grips, bags or equipment any vacation or trip could require.

For the small family . . . or just a two-some with friends, the intimate seating arrangement of the Coronet Club Coupe presents an inviting and attractive interior with generous room fore and aft to comfortably accommodate six passengers. Big, wide opening doors and a front-seat back that folds forward and inward make it easy to get in or out of the rear compartment.



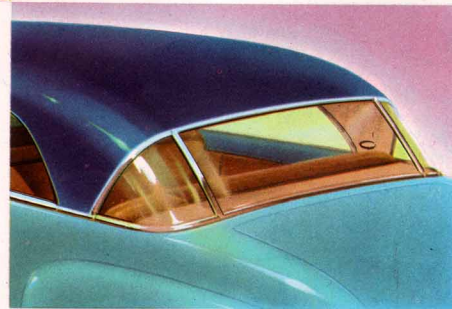
*the new Dodge Coronet Diplomat*



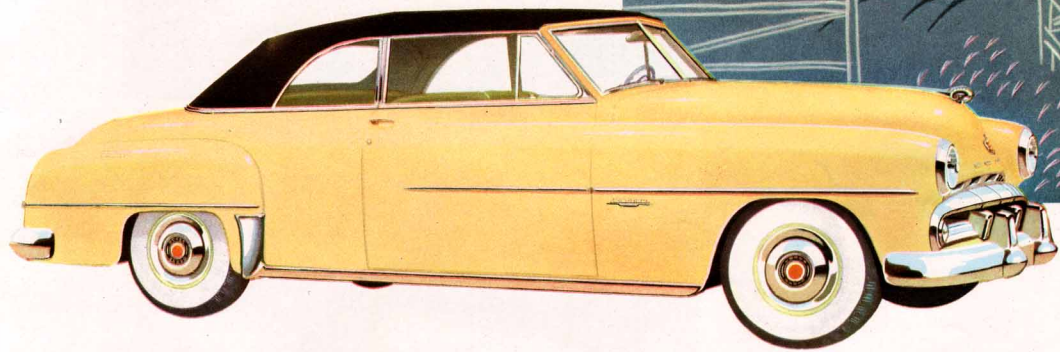
*N*ew! Ultra-smart! Daring! Here is the utmost in eye-appeal . . . a car designed for those who want the sleek, distinctive styling of a convertible, but prefer the convenience and durability of a permanent steel top. All side windows and dividing bars lower completely into the body to give you the thrill of an open car.



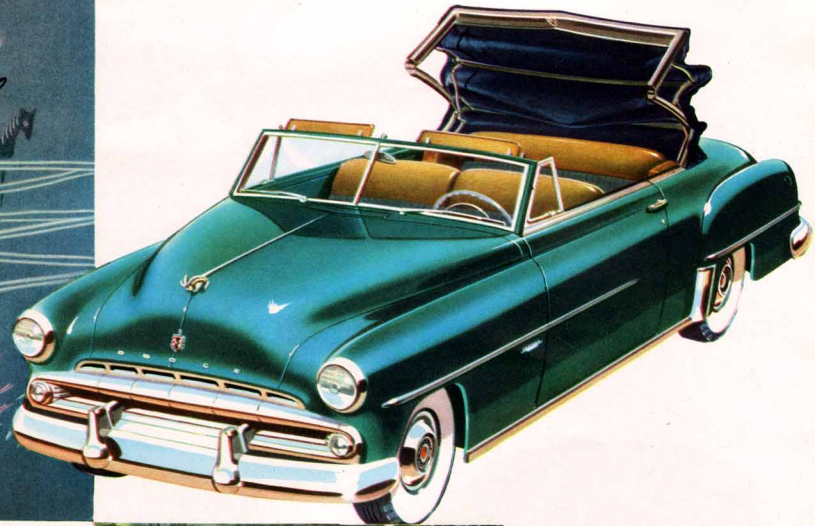
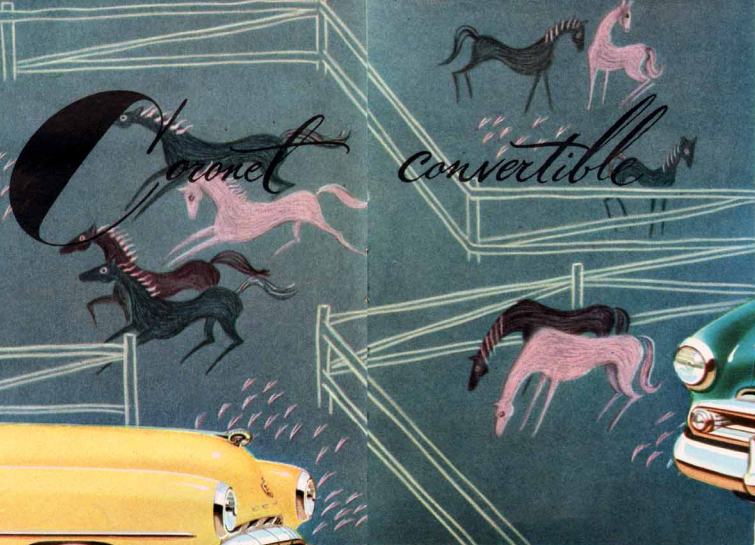
The master decorator's touch is apparent in every detail of the glamorous Diplomat six passenger interior. Wide, knee-level seats, smartly tailored in quality materials with contrasting trim hold forth a special promise of luxurious comfort. The gracefully curved rear window keynotes the smartness and open, airy feeling of America's most modern car.



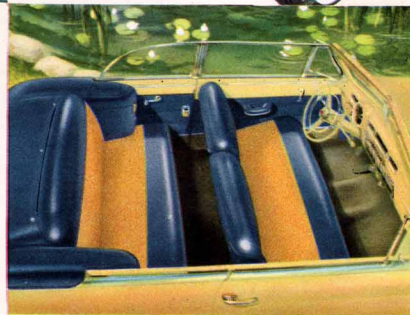
*the new Dodge Coronet convertible*



*L*ong, low, smart as a whip . . . this 6-passenger convertible gives life and zest to motoring . . . makes all outdoors your window. Its heavily reinforced frame provides extra safety and the added weight gives this fleet darling of the highways an amazing "roadability" on curves and straight-aways.



Press a button and the mechanically operated top goes up or down smoothly . . . in a matter of seconds to out-pace any weather. Bright interior paneling, plus gleaming hardware and smart two-tone trim and upholstery, set the theme for fun in the sun . . . In your Coronet Convertible.



# The new Dodge Coronet 4 door sedan

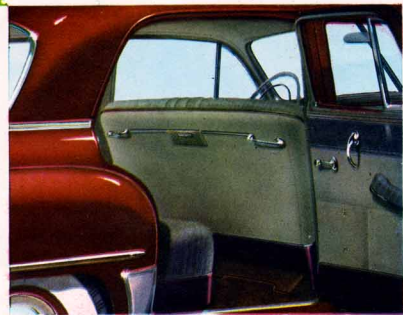


*T*HIS GLAMOROUS 4-door sedan is the proud leader of the Coronet line . . . the family favorite from coast-to-coast. There's exciting beauty in the eye-catching chrome grille and massive bumpers . . . the low, sweeping body lines and the wide, wide expanse of windows. There's a special pride of possession in store for all who own and drive this brilliant new Coronet.

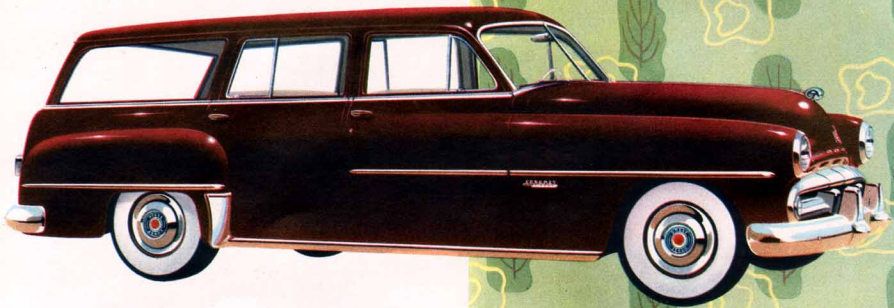


Step in to refinement unlimited . . . comfort unmatched in cars costing hundreds of dollars more. There's generous leg room and head room . . . 2-passenger elbow room, too, in either seat. Seats are "Knee-Level," as much as three inches higher than other cars . . . for better support, relaxing comfort.

You'll love the way big, full-sized Dodge doors open wide, almost to a full right angle. You step in and out so easily!



# the big new Dodge *Coronet Sierra*

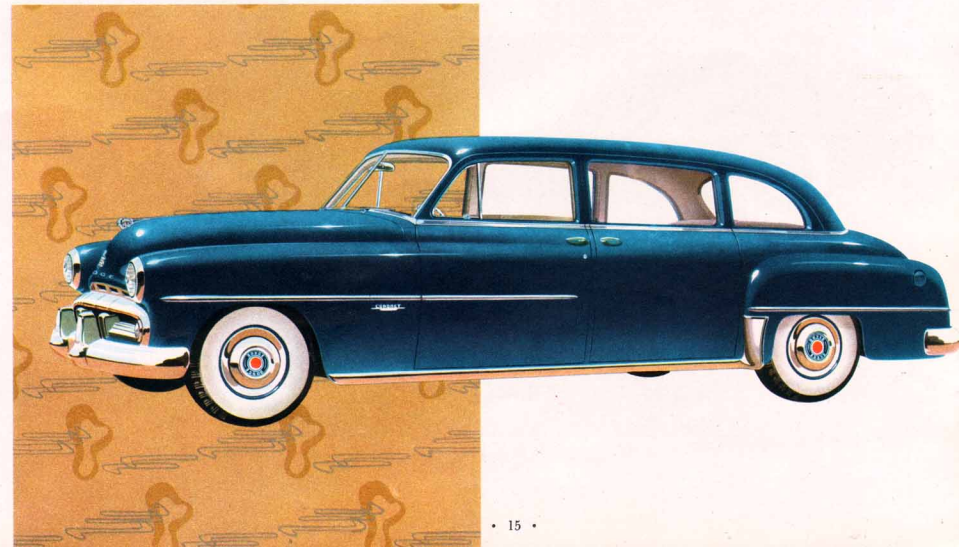


**Y**OUR FIRST sight of the new Coronet Sierra is an occasion to remember. There is gracious living in this double-duty beauty with an all-steel body for added durability and safety. Here is a work-a-day "chore boy" for odds-and-ends; get a "glamour girl" with a style and swank to make all heads turn.

Ideal for all station-wagon uses, the Sierra has amazing luggage carrying space. The tailgate drops level with the floor for added capacity when needed. Spare tire is concealed in a floor well.

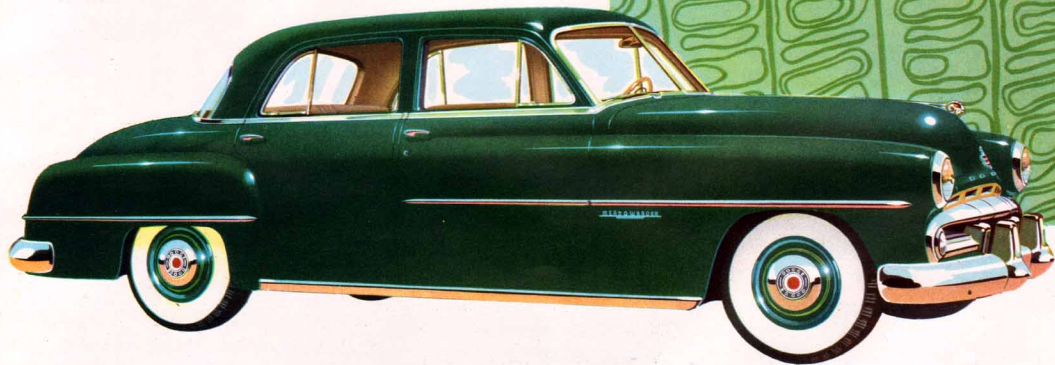
# the new Dodge *Coronet 8 passenger sedan*

**A**LL THE ROOM, comfort and convenience imaginable are yours in this luxuriously styled and appointed Coronet 8-passenger sedan. A substantially longer wheelbase (137½") provides ample space for extra seats that fold away neatly when not in use. Big, wide-opening doors that stay open until closed make all seats easily accessible. Extra-size tires add to the smooth ride and over-all performance.





the big new Dodge **Meadowbrook** 4 door sedan



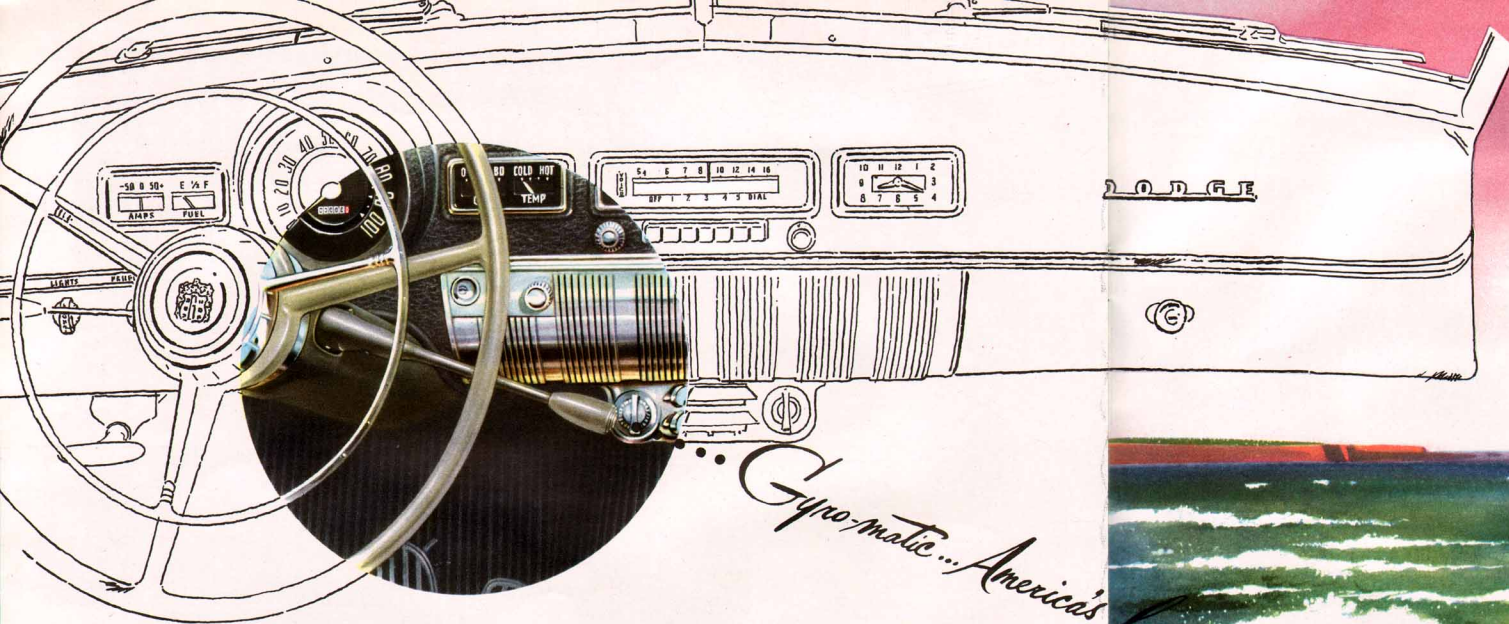
**H**ERE is big car luxury at a price that will appeal to the economy-minded. This big 6-passenger, 4-door Meadowbrook Sedan offers the same extra roominess, the matchless performance, the superb riding qualities of the Coronet 4-door, but at a lower price.



Women love the Meadowbrook as their personal car because, thanks to gyro Fluid Drive, it handles so easily in traffic . . . is so easy to park. It's as smart and fashionable as a Paris creation, yet as down-to-earth as a shopping list.

Wide, Knee-Level Dodge seats assure the comfortable accommodation of six passengers with generous head room and elbow room. Everywhere you look in these beautiful two-tone interiors you will find a richness in trim and appointments you would expect only in cars costing hundreds of dollars more.





*Gyro-matic... America's*

Now you can drive all day without touching the shift lever. Your toe on the accelerator does it all. Gyro-Matic eliminates the tedious step-by-step progress through the gears required by some automatic transmissions . . . gives you important gas savings.

At the touch of your toe you can command a "sprint-away" gear for safe passing of slower moving vehicles. There is a "power range," too, if the going gets tough.

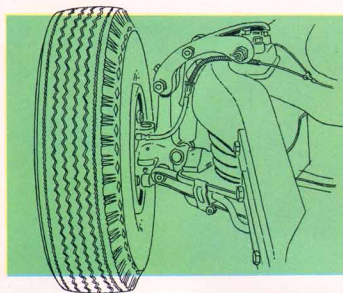


## *Gyro Fluid Drive*

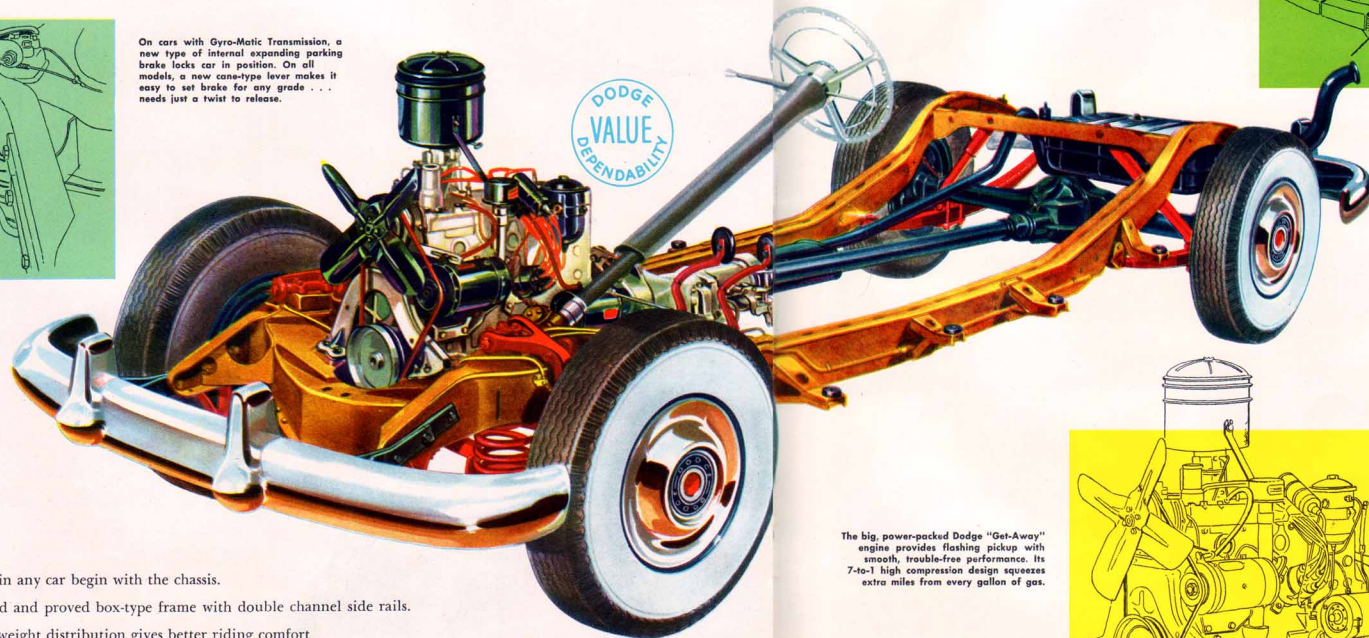
FAMOUS DODGE gyro Fluid Drive, on all Dodge models at no extra cost, makes driving smoother . . . easier. The jerky starts and stalling common to conventional drives with rigid mechanical connections are eliminated, thanks to the cushion of oil in the Fluid Drive unit. Fluid Drive makes for easier handling . . . safer driving under all conditions. In heavy traffic, you drive relaxed . . . with greater confidence . . . and with less gear shifting, too.

*lowest priced automatic transmission!*

# Here's where Dodge strength, style and comfort begin!



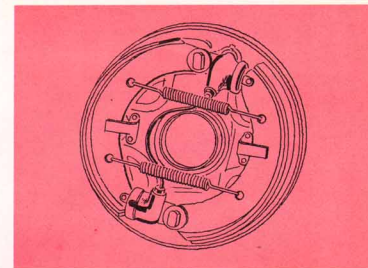
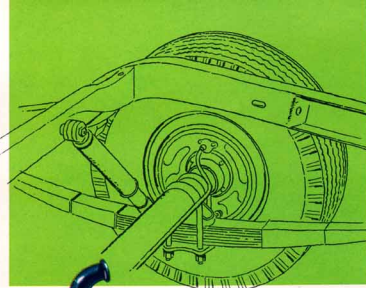
On cars with Gyro-Matic Transmission, a new type of internal expanding parking brake locks car in position. On all models, a new cane-type lever makes it easy to set brake for any grade . . . needs just a twist to release.



**S**AFETY and "roadability" in any car begin with the chassis. That's why Dodge uses the time-tested and proved box-type frame with double channel side rails.

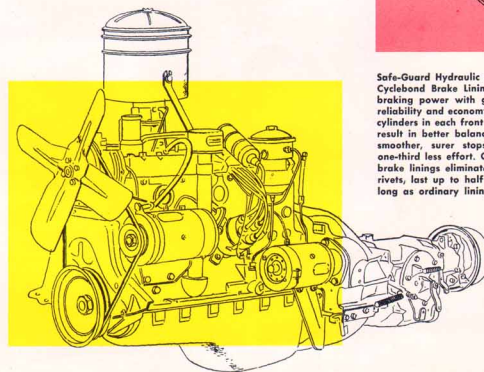
Scientifically balanced weight distribution gives better riding comfort and more space for passengers without increasing the over-all length of the car.

New Oriflow Shock Absorbers give comfort and safety impossible with ordinary shock absorbers. "Oriflow" uses an entirely new principle to increase "resistances" in proportion to road roughness. You float over roughest roads in amazing new comfort . . . yet the famous Dodge "Boulevard Ride" is smoother than ever.



Safe-Guard Hydraulic Brakes With Cyclebond Brake Linings give positive braking power with greater safety, reliability and economy. Dual hydraulic cylinders in each front wheel brake result in better balance . . . give smoother, surer stops with up to one-third less effort. Cyclebond brake linings eliminate drum-scoring rivets, last up to half again as long as ordinary linings.

The big, power-packed Dodge "Get-Away" engine provides flashing pickup with smooth, trouble-free performance. Its 7-to-1 high compression design squeezes extra miles from every gallon of gas.



*Man-made magic...with a woman's eye for beauty  
is reflected in every detail!*

Look for the bold-thrust head of the Dodge Ram . . . gleaming insignia for the fine car on which it rides. This famous Dodge emblem tells the world that watches, here is Dodge dependability . . . Dodge leadership . . . here is truly the ultimate in fine motoring.

Focal point of the beautiful Dodge interiors is the ultra-smart and modern instrument panel. Dials are easy to read . . . controls easy to reach.

New shining chrome wheel covers are available to add their touch of fine car luxury . . . are easy to clean, stay bright for life of the car.

Exquisitely turned out window cranks contribute to the beautiful Dodge interiors . . . need only one-and-a-half turns to raise or lower windows.

## Mopar Accessories

**BACK-UP LIGHTS** illuminate your path when you back up. Switch operates lights automatically when shift lever is in reverse . . . a back-up warning to others, a safely lighted path for you.

**MOPAR RADIOS** give better tone, ultra-clear reception, unusual power and sensitivity because they are engineered to fit the acoustics of your car. Either six or eight tube set blends perfectly with modern instrument panel design. See how perfectly it fits . . . how its beautiful dials and controls blend with the instrument panel.

**DELUXE STEERING WHEEL** of marbled plastic over a strong steel core adds a touch of luxury and distinction to the car interior. Designed to fit your hands for easy comfortable steering.

**DODGE ALL-WEATHER COMFORT SYSTEM.** Improved under-hood fresh air ventilating and heating system with automatic temperature control (illustrated). Also available in another efficient but less expensive model.

**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.

# Specifications

**DIMENSIONS:** Overall length, 206 $\frac{1}{4}$ "; wheelbase, 123 $\frac{1}{2}$ "; height, no load, 64 $\frac{1}{8}$ "; outside width, 74 $\frac{1}{8}$ ".

**CHASSIS:** Box-type frame; front springs, coil; rear springs, semi-elliptic, 8 leaves; metal spring covers. Worm and roller 2-tooth steering gear; hypoid 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 Cyclebond linings; lining area 173 $\frac{1}{2}$ " sq. in. Parking brake on propeller shaft independent of service brakes. Airplane-type shock absorbers.

**ENGINE:** L-Head 6 Cylinders; bore and stroke, 3 $\frac{1}{4}$ " x 4 $\frac{3}{8}$ "; displacement, 230.2 cubic inches; 190 lb. ft. torque at 1200 rpm; 103 h.p. at 3600 rpm; compression ratio, 7.0 to 1. Vibration dampener; 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, 13 $\frac{1}{2}$  qts. without heater.

**ELECTRICAL SYSTEM:** Large 40 amp. generator; neoprene-jacketed ignition cable; resistor-type spark plugs with wide .035 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. Two-speed electric windshield wipers on Coronet, single-speed electric windshield wipers on Meadowbrook.

**BODY:** 4-door seat cushion width, front 58", rear 58". Leg room, front, 41 $\frac{1}{4}$ ", rear, 41 $\frac{1}{2}$ "; seat height from floor, front, 15 $\frac{1}{4}$ ", rear, 15 $\frac{1}{2}$ "; vertical head room, front and rear, 37". Front seat adjustable, horizontal 5", vertical 1 $\frac{1}{4}$ ". External door locks on both front doors. Two sun visors.

\*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.

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

DMA-7425-12-50

