

Here comes Dodge for 1951

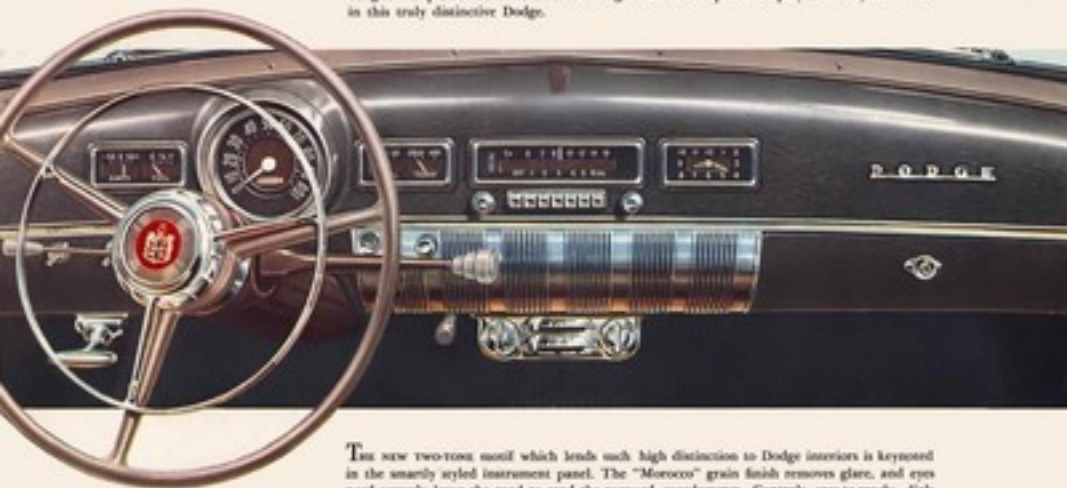


Drive it five minutes and you'll drive it for years!

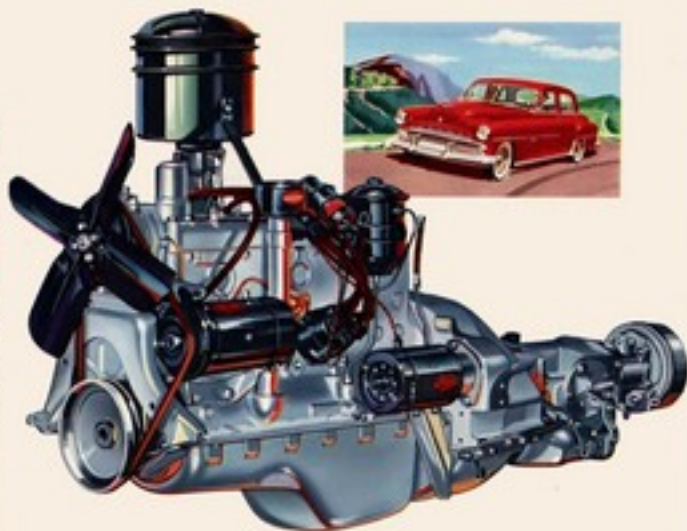
Here's captivating, breath-taking beauty... in a car you'll love to drive!



It's REAL FUN to own and drive the glamorous new Dodge... with its thrilling new two-tone interior trim and smartly tailored upholstery of rich, luxurious fabrics. Refined appointments... flattering decorative touches... everything about these inviting interiors is designed to please the most discriminating. You will be proud to play host to your friends in this truly distinctive Dodge.



The NEW TWO-TONE motif which lends such high distinction to Dodge interiors is keyed into the smartly styled instrument panel. The "Morocco" grain finish removes glare, and eyes need scarcely leave the road to read the recessed speedometer. Controls easy-to-reach; dials are easy-to-see; lighting adjusts bright to dim.



Dodge "Get-Away" Power

The big, power-packed Dodge "Get-Away" engine provides flashing pick-up with smooth, trouble-free performance. Its 7-to-1 high compression design squeezes extra miles from every gallon of gas. "Speed-Proofed" cylinder walls give quicker, safer break-in. Your Dodge dealer will be happy to tell you about the many other features that contribute to the reliability, economy and performance of the famous Dodge engine.

Gyro-matic... America's lowest priced automatic transmission

Now you CAN DRIVE all day without touching the shift lever. Your toe does it all. Trolly step-by-step progress through the gears of some automatic transmissions is eliminated.

You get important gas savings. There's a "Spin-Away" gear for passing power. There's a "Power Range," too, if the going is tough.



Extra-Value Features of the New 1951 Dodge



New Off-lane Shock Absorbers give comfort and safety impossible with ordinary shock absorbers. They give an actively rear guide to increase "balance" in proportion to road roughness. The rear over-roughness tends to steering over-roughness... yet the famous Dodge "Backward Ride" is smoother than ever.



Electric windshield wipers, on all 1951 Dodge models at an extra cost, operate smoothly, quietly at constant speed for safe clear-view vision. They eliminate the hazardous stop-and-go action of non-constant vacuum-operated wipers.



New Parking Brake. On cars with Gyro-matic Transmission, a new type of internal expanding brake holds car in position. On all models a new over-ride lever, makes it easy to set brake for any grade... needs just a "kick" to release.



Greater Visibility Front and Rear for greater safety. Huge new rear picture window is 10 inches wider... combined with the narrower corner parts of the "hard-edge" windshield, and expanded side windows, give wide-view visibility in all directions.



Famous Dodge gyrol Field Drive, on all Dodge models at an extra cost, makes shifting and parking easier... sets down on gear shifting-on locky starts and stops, so shifting gives longer life to every vital car part.

Better motoring for tomorrow... in these new-born beauties today!



THERE COMES A DAY of decision in everyone's life . . . whether to stay with the old, or step out and up with the bold and the new!

You'll never know more thrilling excitement than when you slide behind the wheel of a 1951 Dodge, whether it be stunning convertible, practical sedan or proud station wagon.

Dodge for '51 brings you more of everything you

want . . . more vision, more roominess, more comfort, more safety. It is literally true you can pay up to a thousand dollars more for a car and still not get all the extra-value features that are built into these great Dodge cars.

We say, "Drive the new 1951 Dodge for five minutes and you'll drive it for years."

You'll say, "This is my kind of automobile!"

Drive it five minutes and you'll drive it for years!

Specifications

CORONET and MEADOWBROOK

DIMENSIONS: Overall length, 206½"; wheelbase, 123½"; height, no load, 64½"; outside width, 74½".

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 173½ sq. in. Parking brake on propeller shaft independent of service brakes. Airplane-type shock absorbers.

ENGINE: L-Head 6 Cylinder; bore and stroke, 3½" x 4½"; 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 type oil filter; engine capacity, 5 qts.

COOLING SYSTEM: Thermostatic by-pass type; capacity, 13½ 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 41½", 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 locks on both front doors. Two sun visors.

WAYFARER

DIMENSIONS: Overall length, 199½"; wheelbase, 115"; height, no load, 63½"; outside width, 73".

CHASSIS: Box-type frame; front springs, coil; rear springs, semi-elliptic, 7 leaves. Worm and roller 2-tooth steering gear; hypoid rear axle, ratio, coupe and roadster, 3.73 to 1, 2-door, 3.9 to 1. Fluid Drive. Safety-Rim Wheels; Super-Cushion 6.70 x 15 tires on 4½" rims. Safe-Guard Hydraulic Brakes with 2 cylinders in front wheels and Cyclebond linings; lining area 157.78 sq. in. Parking brake on propeller shaft independent of service brakes. Airplane-type shock absorbers.

ENGINE: L-Head 6 Cylinder; bore and stroke, 3½" x 4½"; displacement, 230.2 cubic inches; 190 lb. ft. torque at 1200 rpm; 103 h.p. at 3600 rpm; compression ratio, 7.0 to 1. 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; engine capacity, 5 qts.

COOLING SYSTEM: Thermostatic control, capacity, 13½ 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; single speed electric windshield wipers. One horn.

BODY: 2-door seat cushion width, front 58"; rear 56". Leg room, front 42½", rear 43"; seat height from floor, front 14", rear 15"; vertical head room, front and rear 37". Front seat adjustable, horizontal 5", vertical 1½". External door lock on right hand front door, except Sportabout. One sun visor.

*The Coronet Sierra has 7.60 x 15 tires on 6" rims. 8-Pass. Sedan has 8.20 x 15 tires on 6" rims.

Specifications Subject to Change Without Notice

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

DMA-7427-12-50



Pick and choose the Dodge you want from these 10 brilliant models!

CORONET 4 DOOR SIX-PASSENGER SEDAN

This, the proud masterpiece of the Coronet line, will truly delight you with its glamor-packed luxuriousness . . . the thrilling custom sweep of exterior lines, the rich interior appointments. There's gracious extra roominess for six grown-ups. Wide, wide windows give you all outdoors for a view. Spacious Knee-Level seats provide comfort a king might envy. For elegance, flashing power, for comfort and performance, you are invited to compare. You will find you could pay hundreds of dollars more and not get all the high-priced features that are yours in this brilliant new Dodge.



the popular Wayfarer Group



Wayfarer Sportabout. The Sportabout is America's lowest-priced full-size completely convertible open car. Its lightweight aluminum frame top raises or lowers quickly and easily with one hand. There's no penalty in price now for the outdoor lover who wants the youthful dash, the swank smartness of an open car.

Wayfarer 2 Door Sedan. This big 6-passenger sedan is the economical family car. You get the roadability, the safety that have made Dodge famous . . . the extra-

value features like Oriflow Shock Absorbers, electric windshield wipers, gýrol Fluid Drive . . . and all at a cost just a few dollars more than the lowest-priced cars!



Wayfarer Three-Passenger Coupe. Lower price and exceptional storage capacity make this model the ideal business or second car. In addition to the amazingly large trunk compartment, a generous and convenient storage space is provided back of the seat. Its 115-inch wheelbase gives greater maneuverability and parking ease.





CORONET DIPLOMAT

Here for the young in spirit is the thrill of an open car with the convenience and durable safety of a steel top. Dazzling trim, stunning fabrics, and a fleetness in sweep of body and fenders, give the Diplomat an accent on youth. Big 6-passenger roominess, brilliant space-devouring power, a car designed for those who demand the daring and different!

CORONET SIERRA

A completely all-steel body adds extra durability and safety to this new model. Ideal for all station-wagon uses. Has amazing luggage space and the tailgate drops level with the floor for added capacity when needed. Spare tire is concealed in a locked floor well.



CORONET SIX-PASSENGER CLUB COUPE

Distinctive in styling, intimate in seating arrangement, the 6-passenger Club Coupe has ample leg room for both front and rear seat passengers. The extra-wide Dodge Knee-Level seats with plenty of head room to match, assure 6-passenger comfort with ease.



CORONET EIGHT-PASSENGER SEDAN

A substantially longer wheelbase (137 $\frac{1}{2}$ " in) in the 8-passenger sedan provides ample space for two folding seats. Dodge wide opening doors make it easy to get in and out of this roomy model. Extra-size tires add to the smooth ride and over-all performance.

CORONET SIX-PASSENGER CONVERTIBLE

Life takes on a new zest and all outdoors is your window in this low, distinctive beauty. A touch of the finger raises or lowers the hydraulically operated top. Richly upholstered in colorful fabrics and leather-trim effect, this fleet darling of the highways will help you reach out to new, more glorious horizons.



On its 123½" wheelbase, this big 6-passenger 4-door Meadowbrook Sedan offers the extra roominess, the matchless performance, the superb riding qualities of the Coronet, but at a lower price. Here is big car luxury at a price that will appeal to the economy-minded.

Pick and choose the Dodge you want from these 10 brilliant models!

CORONET 4 DOOR SIX-PASSENGER SEDAN



This, the grand masterpiece of the Coronet line, will only delight you with its gleam-packed appointments... the thrilling reserve energy of motor line, the rich interior appointments. There's gracious extra room for six grown-ups. With, wide windows give you all-around for a view. Space-Kee Level seat provides comfort a king might envy. For elegance, styling grace, for comfort and performance, you are invited to compare. You will find you could pay hundreds of dollars more and not get all the high-grade features that are yours in this brilliant new Dodge.



the popular Wayfarer Group

Wayfarer Sportbook. The Sportbook is America's lowest-priced, full-size completely convertible open car. Its lightweight aluminum frame top raises or lowers quickly and easily with one hand. There's no penalty to price now for the motor lover who wants the ruffled dash, the sleek appearance of an open car.



Wayfarer 2 Door Sedan. This big 4-cylinder is due to the conventional family car. You get the reliability, the safety that have made Dodge famous... the extra

value between the Yellow Book, Overbook, electric steel dash, wipers, grid, fluid drive... and all in a car just a few dollars more than the base-priced car!



Wayfarer Three-Passenger Coupe. Lower price and exceptional storage capacity make this model the ideal home or second car. In addition to the amazingly large trunk compartment, a generous and convenient storage space is provided back of the seat. Its 100-inch wheelbase gives greater maneuverability and parking ease.



CORONET SIX-PASSENGER CONVERTIBLE

Full color on a new car and all features in your window in this line, distinctive beauty, a touch of the larger motor or known the hydraulically operated top. Richly upholstered in colored fabric and leather-like effect, the fine styling of the highway will help you reach one to two, more glorious horizons.



CORONET DIPLOMAT

Here for the young in spirit in the shell of an open car with the convenience and durable safety of a hard top. Steering wheel, running lights, and a license in every of body and fenders, give the Diplomat an accent on youth. Big 4-cylinder motor, brilliant speed-boosting gears, a car designed for those who demand the daring and different!

CORONET SIERRA

A completely altered body with extra durability and safety in this new model, ideal for all weather-usage use. The moving luggage space and the rugged design lend with the floor for added capacity when needed. Open the car is converted to a locked floor well.



CORONET SIX-PASSENGER CLUB COUPE

Distinctive in styling, unusual in seating arrangement, the 6-passenger Club Coupe has ample leg room for both front and rear seat passengers. The extra-wide Dodge Knee Level seat with plenty of head room to match, more 4-cylinder comfort with ease.



CORONET EIGHT-PASSENGER SEDAN

A substantially larger wheelbase (107 1/2") in the 8-passenger sedan provides ample space for two baby seats. Dodge wide opening doors make it easy to get in and out of this roomy model. Retain the same old to the smooth ride and over-all performance.

