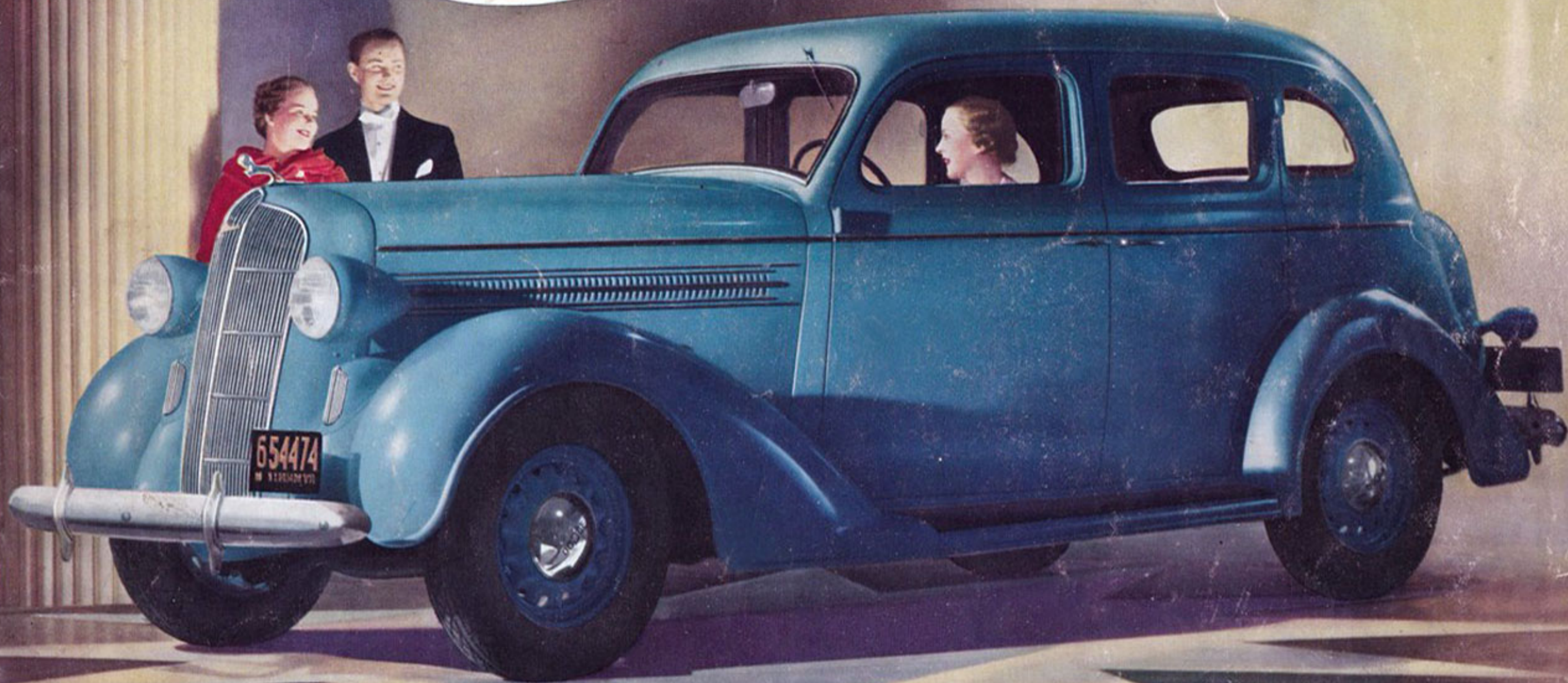


Big New
Money-Saving **DODGE**



The Beauty-Winner of 1936

THE SMARTEST, BEST LOOKING CAR DODGE EVER and Famous Fashion Stylists are



"Dodge cars have always been a 'lot of automobile' and the Dodge name has always stood for ruggedness and dependability," Marvin H. Cole, Auto Editor of the Buffalo Courier Express, tells Jeanne DeNault, Stylist at Oppenheim & Collins, Buffalo. "But for out-and-out good looks, the 1936 Dodge is the best looking, handsomest, and smartest Dodge I've ever seen."



"Dodge cars have always been good—I'll admit that any time," says Arthur B. Layton, Manager of the Automobile Department of the Cleveland Press, to Edna Lo Maynard, fashion director of The May Company, Cleveland. "As for the new 1936 car, I think that for downright beauty and style it beats any car Dodge has ever built. And I've seen a lot of new Dodges in my day."



"Take a look at the 1936 Dodge," James T. Sullivan, automobile editor of the Boston Globe, advises Annice Brink, noted Boston fashion authority. "They tell me it has all the features that built Dodge's reputation for ruggedness and dependability, but this new 1936 job is the handsomest and swankiest looking car I have ever seen Dodge turn out."



"The new Dodge for 1936 is undoubtedly the most beautiful car Dodge ever built. Dodge engineers certainly outdid themselves on this car," says Roy A. Reed, Automobile editor of the St. Louis Globe-Democrat, to Miss Margaret McCarty, noted fashionist of Stix, Baer and Fuller, St. Louis.

"If it's style you're interested in," S. Grogan, auto editor of the Washington Post, says to Frances Goodacre, fashionist of the Hecht Company, Washington. "I don't hesitate to say that this new 1936 Dodge is beyond a doubt the smartest looking car that ever came out of the Dodge plant."



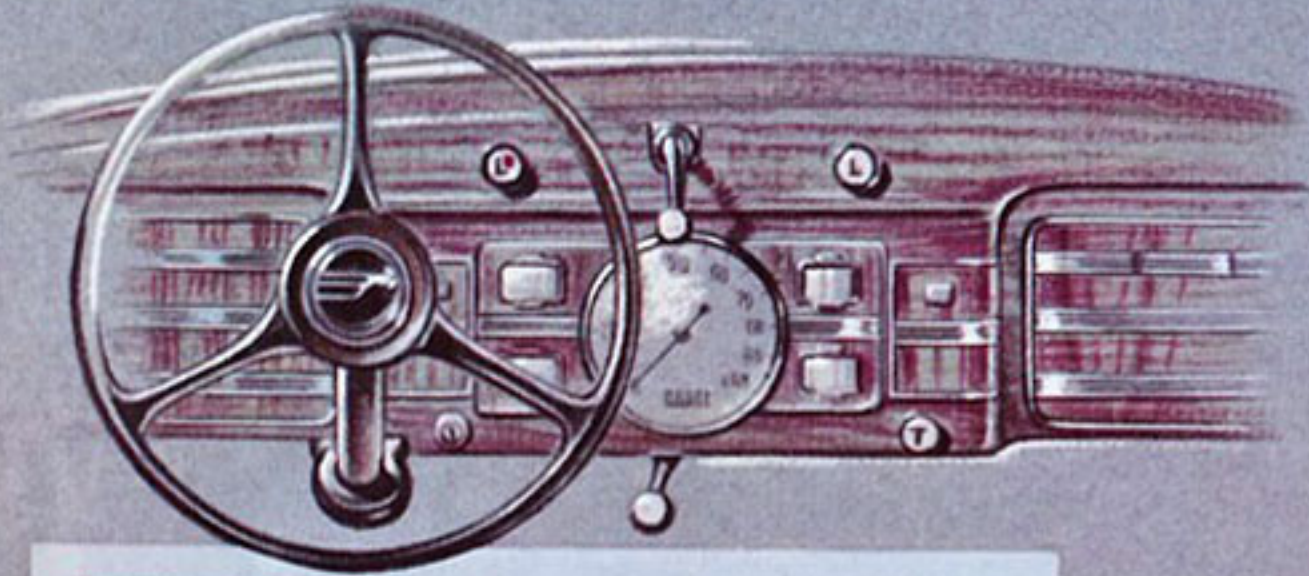
BUILT, IS THE VOTE OF AUTOMOBILE EDITORS
Fascinated by Its Breath-Taking Beauty



**"IT WILL THRILL EVERY
WOMAN'S HEART,"**
say **FAMOUS FASHION
AUTHORITIES**

EACH INDIVIDUAL FEATURE, LINE AND FITTING

Fashion Note in Motor

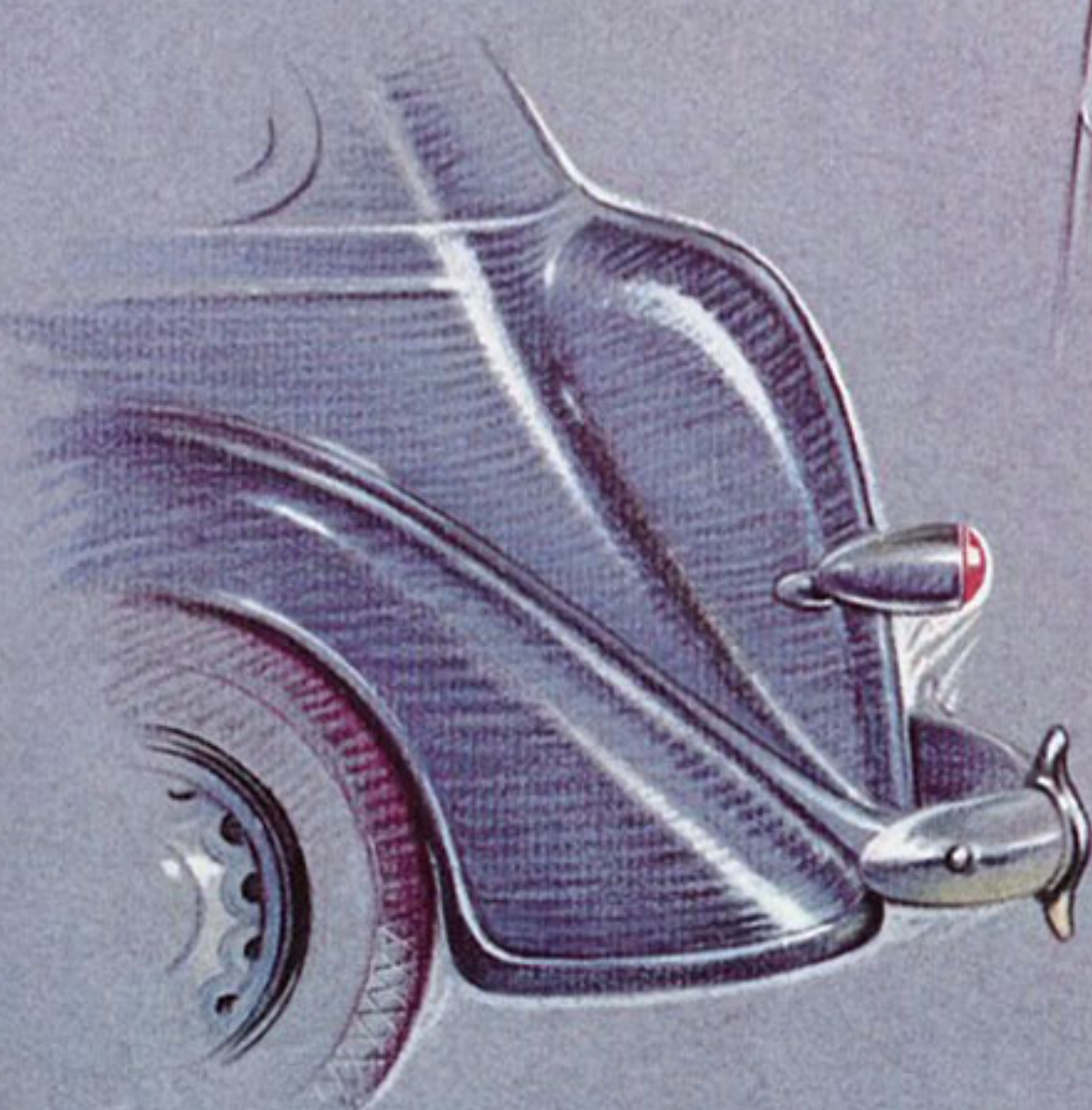
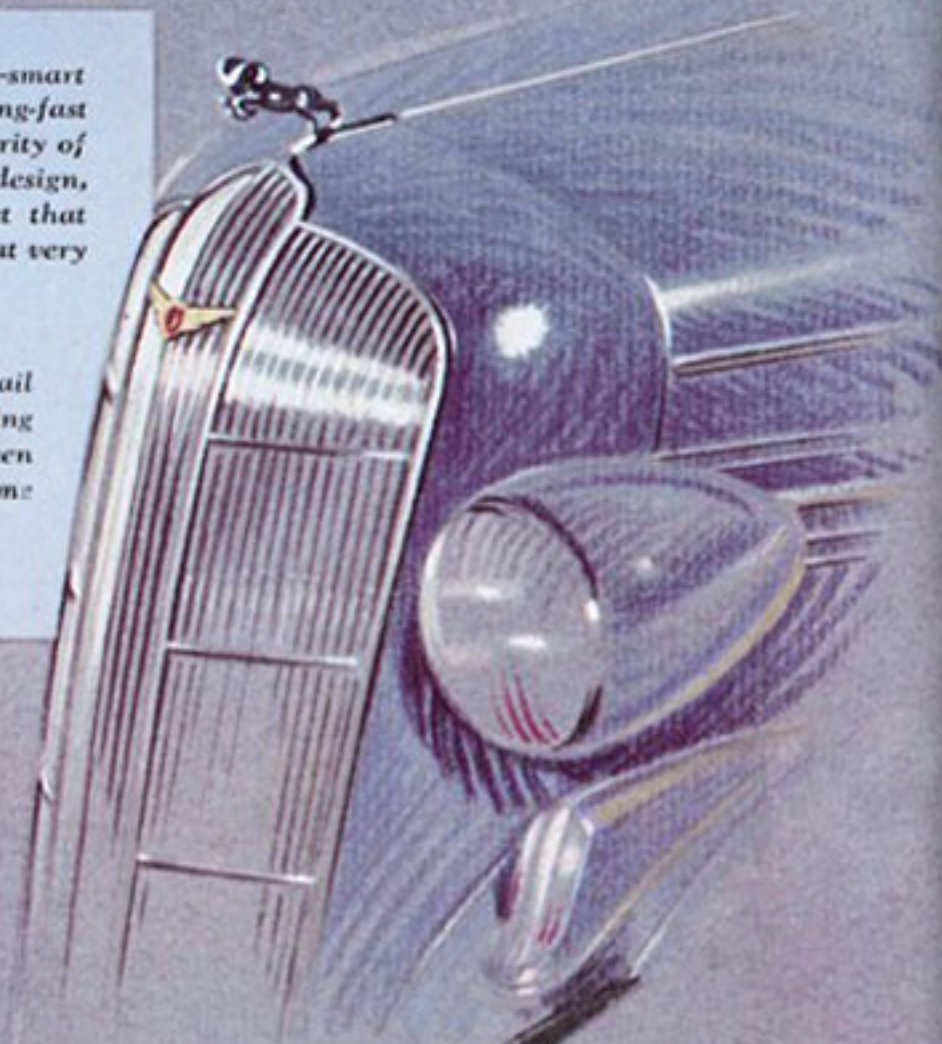


"It is not surprising that they call it the 'Beauty Winner,'" says Herman Patrick Tappé, of the "House of Tappé," and one of America's foremost designers of women's fashions. "The instrument panel is one of the most attractive I have ever seen—in perfect artistry with respect to design and embellishment. All together these new Dodge interiors should thrill any woman's heart and appeal to the very best masculine taste."



"Here's a nose made to clip the breeze—smart and sleek as the sharp prow of a lightning-fast speedboat," says Esther Cole, fashion authority of Gimbel Brothers, Philadelphia. "Logical design, simplicity and modernity capture an effect that can't help but excite everyone's admiration at very first flash."

And Mrs. Alice Dowd, New York fashion consultant, says: "The detail of the new Dodge that most appealed to me was the perfectly fascinating design of the radiator. It's the smartest looking front that I have seen on a motor car—and I am pretty sure that everyone will feel the same way."



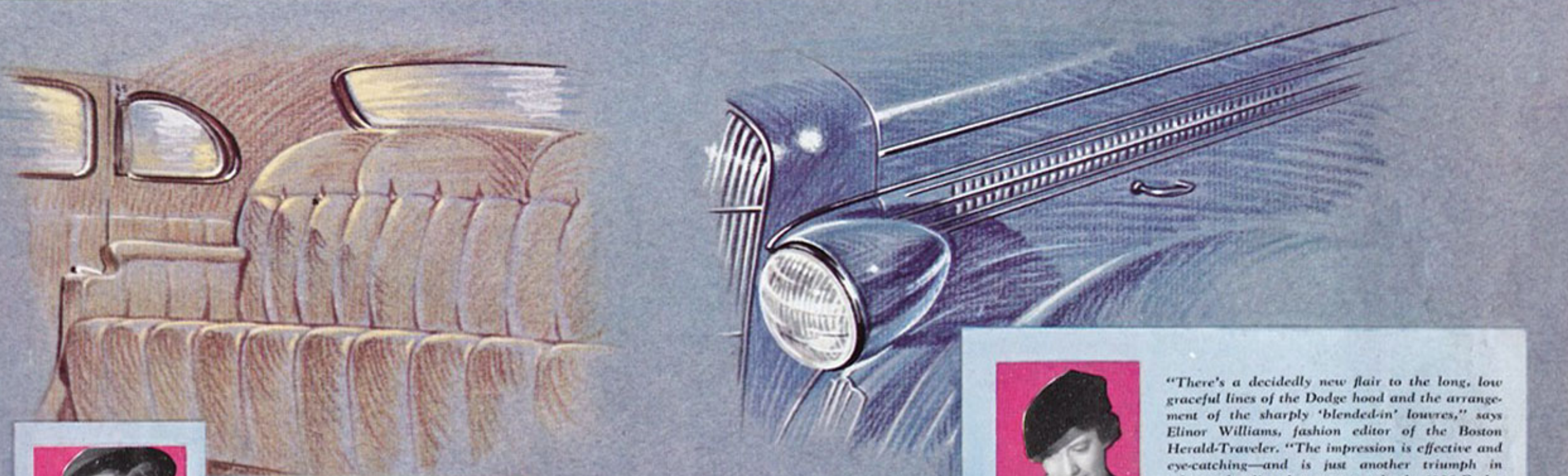
"Such a gorgeous looking car" . . . exclaims Sally Milgrim, nationally known creator of women's fashions. "Such careful attention has been given to the little niceties of appointment such as covered ash trays fitted into the arm rests—spacious, concealed ash tray in the dash—sun visor that 'stays put' . . . in fact, the designers of the new Dodge have left nothing undone."



"One big reason for Dodge beauty and style," says Lilly Daché, famous designer of women's hats, "is the way its designers have worked every small unit into it as a definite part of the whole. Head and tail lights . . . fender sweep . . . door handles . . . chromium beading . . . each has its place, as well as its purpose. It's an exquisite job of styling."



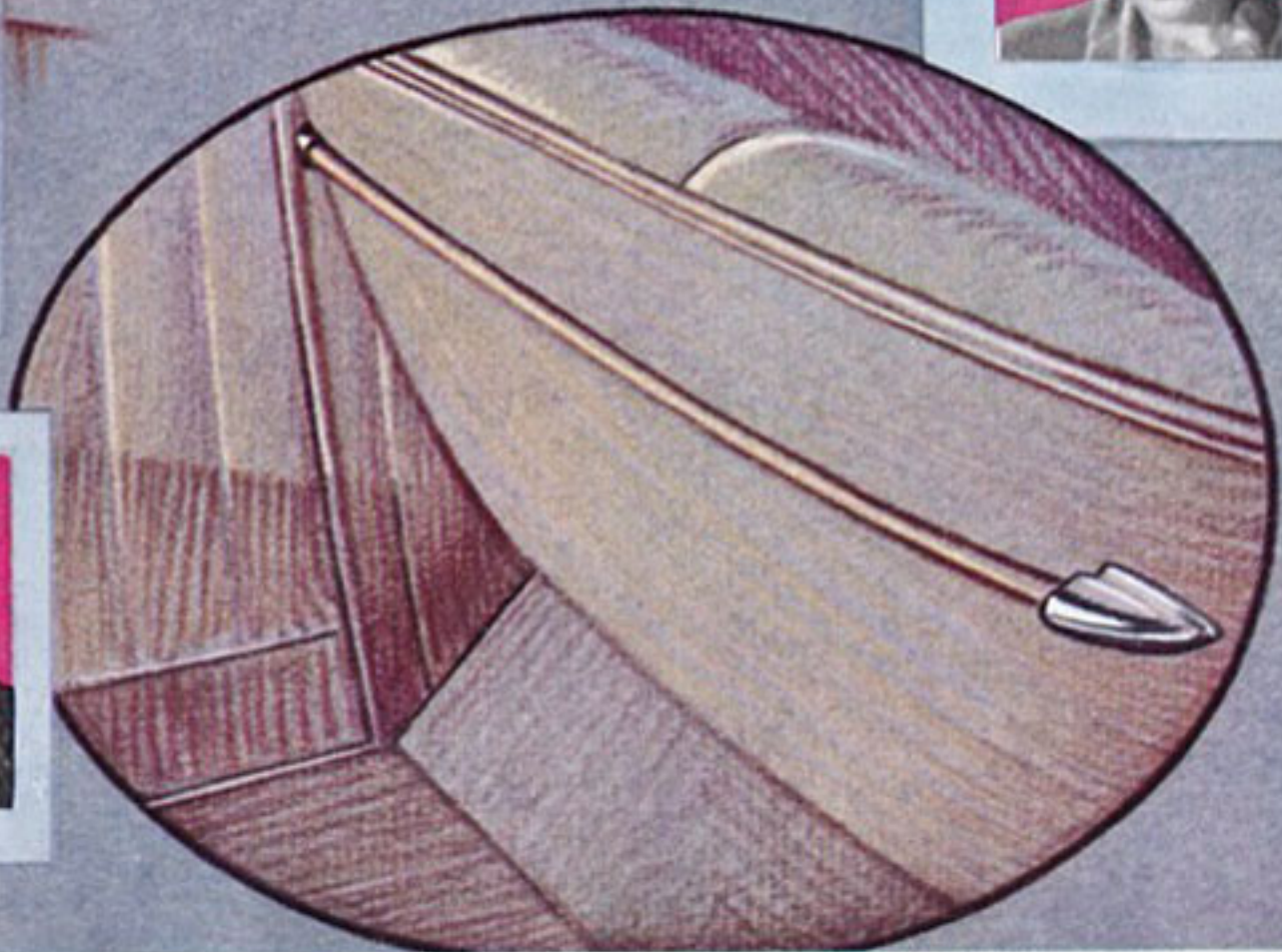
OF THE 1936 DODGE STRIKES A NEW *Car Styling and Design*



"I haven't seen anything quite as smart and chic as the new Dodge," . . . says Frances Goodacre, fashionist of the Hecht Company, Washington. "Every detail of it just personifies a certain refined elegance that made a tremendous hit with me. The interior appointments will delight the heart of any woman."



"There's a decidedly new flair to the long, low graceful lines of the Dodge hood and the arrangement of the sharply 'blended-in' louvres," says Elinor Williams, fashion editor of the Boston Herald-Traveler. "The impression is effective and eye-catching—and is just another triumph in advanced styling that goes to make the 1936 Dodge the most beautiful Dodge I have ever seen."



"The careful attention to minor details—the attractively tailored upholstery—put it in the expensive car class, yet this most beautiful of all Dodge cars is priced right down with the least expensive cars, as I understand it," says Charline Davenport, famous Boston fashionist.



READ WHAT THESE NOTED FASHION AUTHORITIES SAY ABOUT THE NEW MONEY-SAVING DODGE—"BEAUTY WINNER" OF 1936

AND NOW VIEW THE DODGE

Fashion Parade of 1936—

TODAY DODGE GIVES YOU:

Economy—Owners already report that the big, powerful Dodge engine gives them 18 to 24 miles per gallon of gas . . . savings up to 20% on oil! The combination of many economy features in this brilliant power plant will save you money every mile you drive!

Safety—You and your family are entitled to the protection of the Dodge safety-steel body—steel reinforced by an even stronger, more rigid framework of steel. You are also entitled to the safest kind of brakes—Dodge *genuine* hydraulic brakes.

Comfort—From bumper to bumper, Dodge engineers have designed the new Dodge to give you the utmost in riding comfort. "Chair-height" seats . . . passengers cradled between the axles . . . equal distribution of weight to all four wheels . . . all these and many more features combine to give you the kind of ride that would thrill you even in the most expensive American or European cars.

Driving Control—Dodge gives you Balanced Driving Control—a combination of driving operations—steering, braking, clutching, shifting, accelerating—so effortless, so perfectly balanced with one another that driving is safer, more thrilling, than ever!

Dependability—The word "Dependability" wasn't even in the dictionary until Dodge taught the world what it meant! When the first Dodge was built, it created an entirely new concept of motor car value—a value so far removed from other cars of its day that there existed no word adequate to describe it. The very goodness of the product itself inspired a brand new word—"Dependability." Today everyone knows Dependability means Dodge . . . and Dodge means Dependability! And the new Dodge for 1936 is more worthy of the word Dependability than any Dodge ever built!

Plus



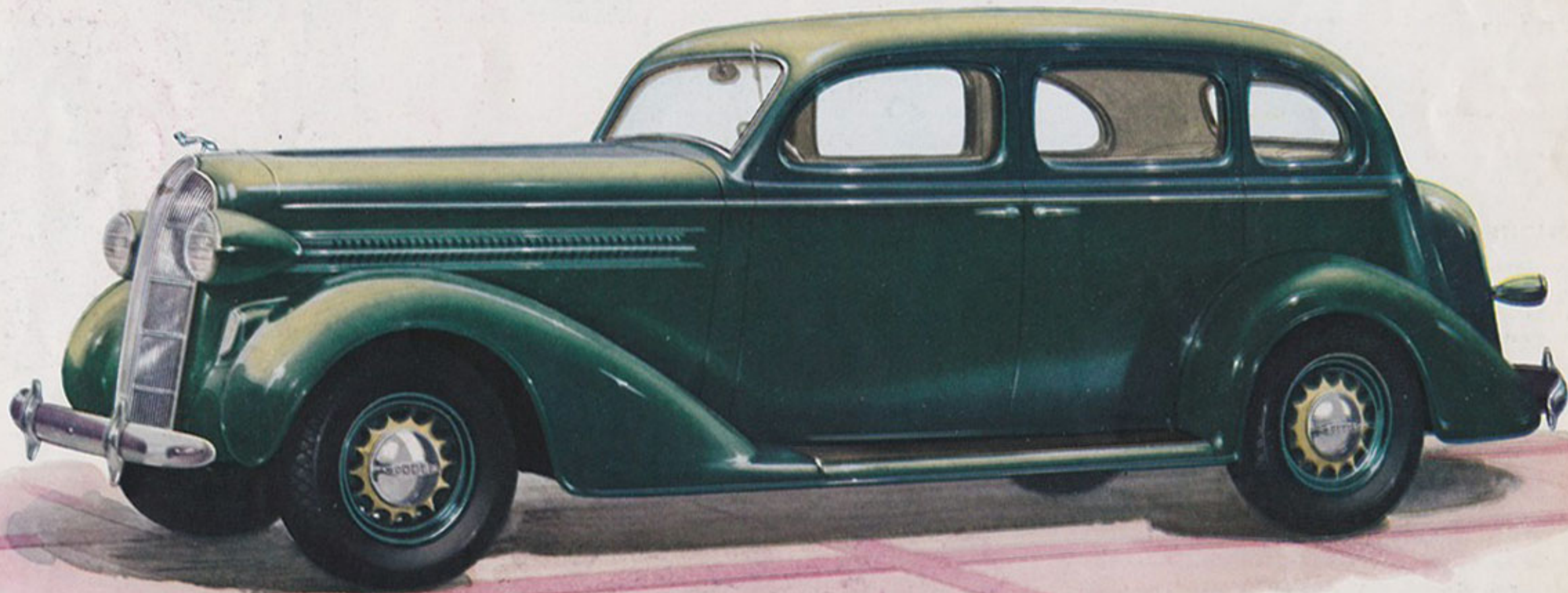
*Style • Chic •
Beauty • Smartness*
EVENING ENSEMBLE
by Bergdorf-Goodman

THE
Touring Sedan
FOUR-DOOR WITH BUILT-IN TRUNK
by Dodge



*Afternoon
Gown
by Milgrim*

Just as a beautiful gown is the achievement of the best of creative thinking and skilled craftsmanship on the part of its designers, so this Dodge "Beauty Winner" of 1936 represents the best engineering brains and the finest workmanship known to the automobile industry.

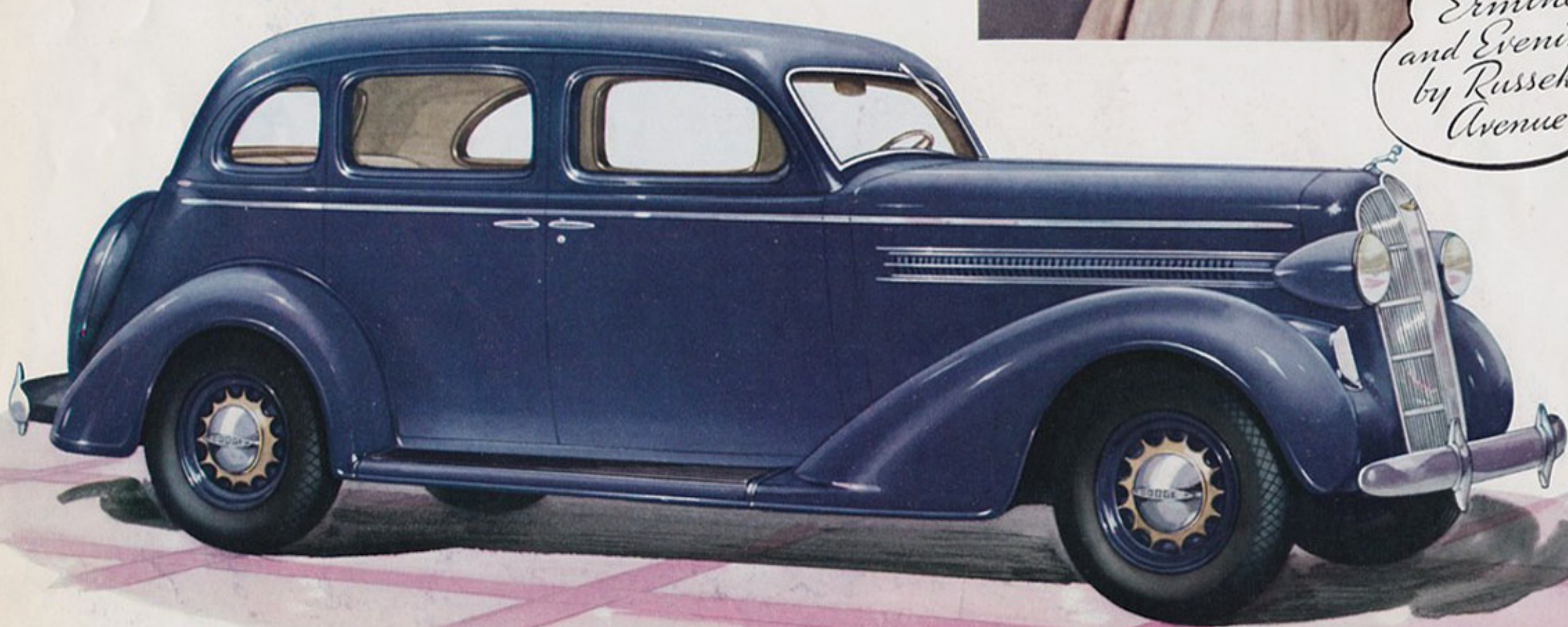


The Sedan by Dodge

From the new, smartly designed radiator with its "nose made to cut the wind" back to its gracefully sloping rear deck, the body of this brilliant New Dodge is at once a combination of harmonious symmetry and streamlined utility. And, beneath the hood, is the big, powerful, amazingly economical Dodge engine.



*Ermine Wrap
and Evening Gown
by Russek's Fifth
Avenue*



THE

Touring Sedan

TWO-DOOR WITH BUILT-IN TRUNK

by Dodge

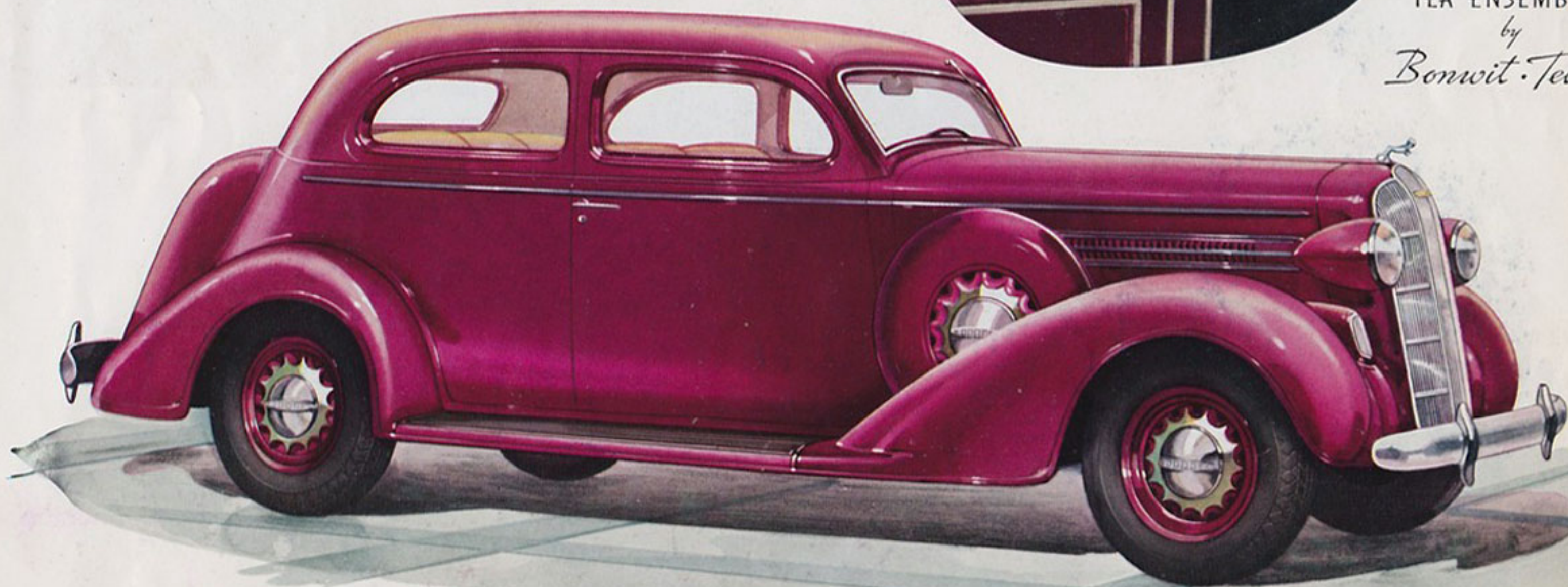
Notice the new, snug, close-to-the-ground appearance of this new Dodge which indelibly marks it as the "Beauty Winner" of 1936! No wonder famous fashion authorities acclaim its brilliant new style!



TEA ENSEMBLE

by

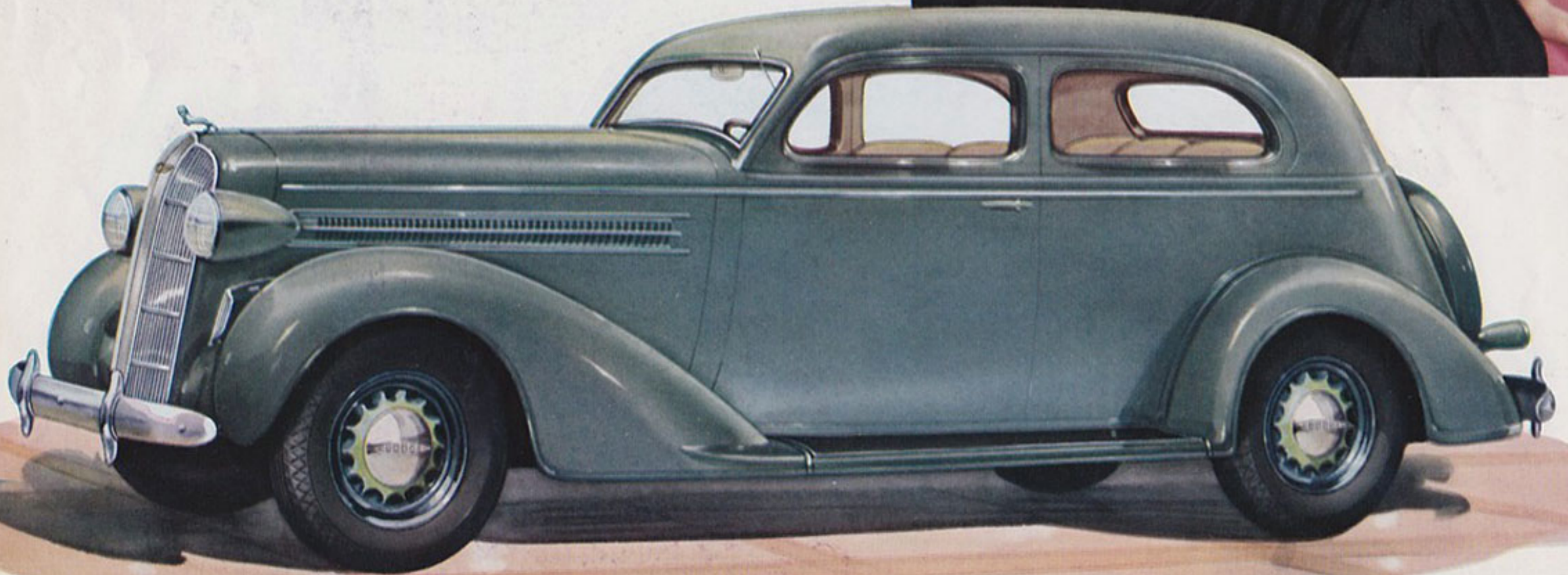
Bonwit-Teller

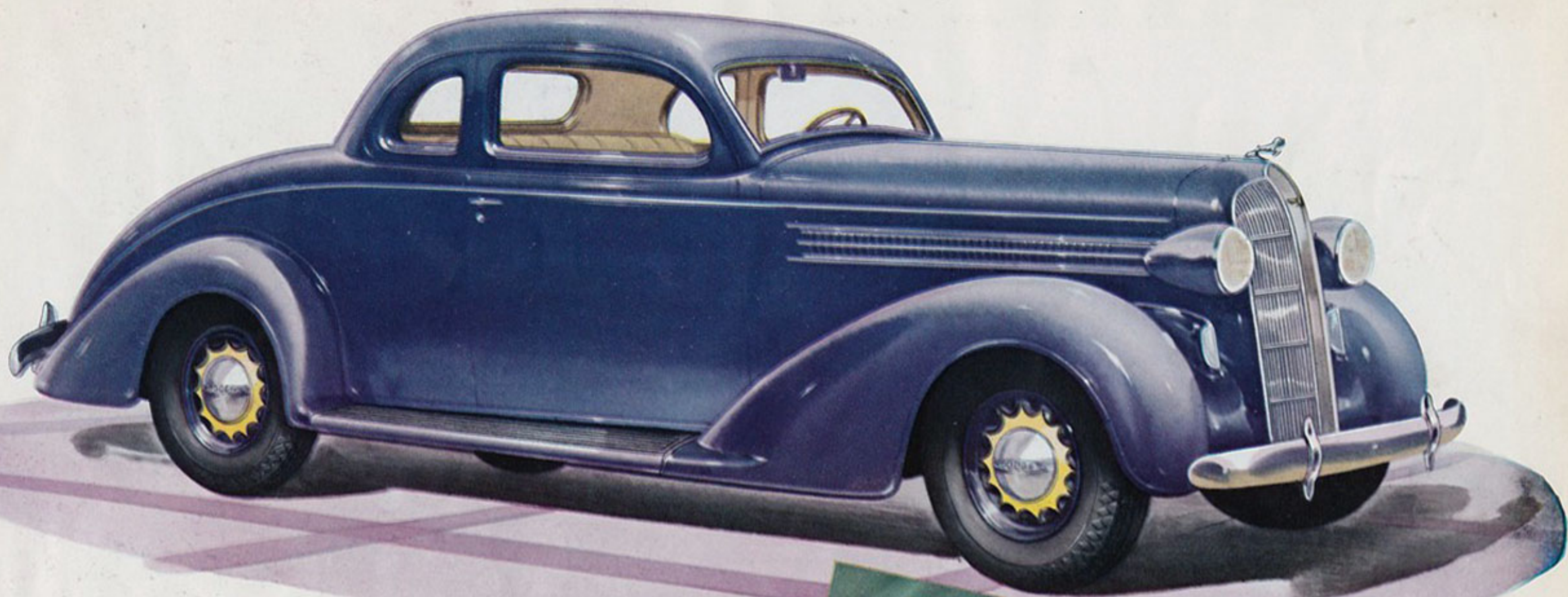


Formal Evening Ensemble by Herman Patrick Tappé of The "House of Tappé"

THE
Two-Door Sedan
by Dodge

A most popular Dodge model. A solid cushion which extends the entire width of the car now accommodates three passengers in the front seat easily. The new divided seat-back permits convenient access to the commodious rear compartment.



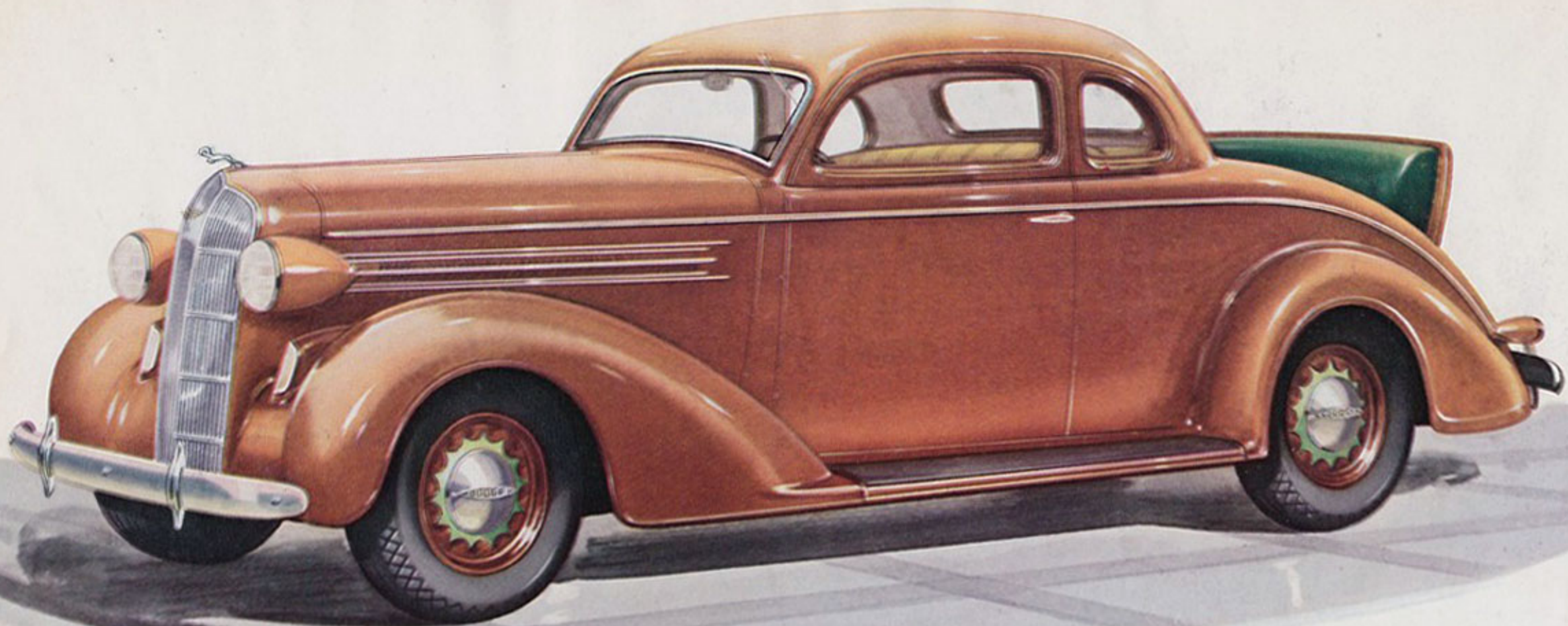


The Coupe by Dodge

Here is the ideal car for business men or a personal car for women. There is not only even greater luggage space under the rear deck, but a new design in the hinged cover permits easier access to this space (spare wheel carried inside—behind seat).

Dinner Gown by Best & Company





THE
Rumble Seat Coupe
by Dodge

The running mate to the brilliant Dodge Coupe, but with the rear deck space transformed into a rumble seat, this new Dodge possesses all the advantages of a trim personal car plus the extra seating space.

Sports Ensemble by Abercrombie & Fitch

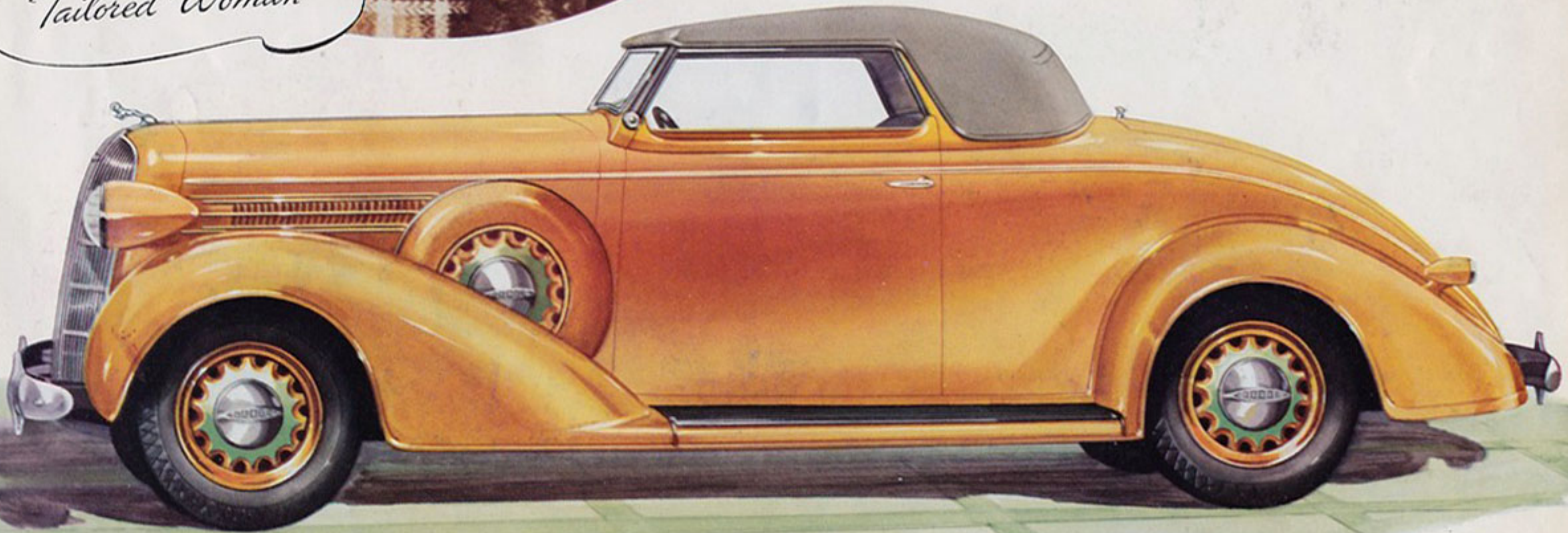


THE
Convertible Coupe
by Dodge

There is youth personified in this smart, swanky car which will appeal especially to those who love the open air. Rear deck seat accommodates additional passengers. Convertible, in a jiffy, into open runabout.

TOWN OUTFIT

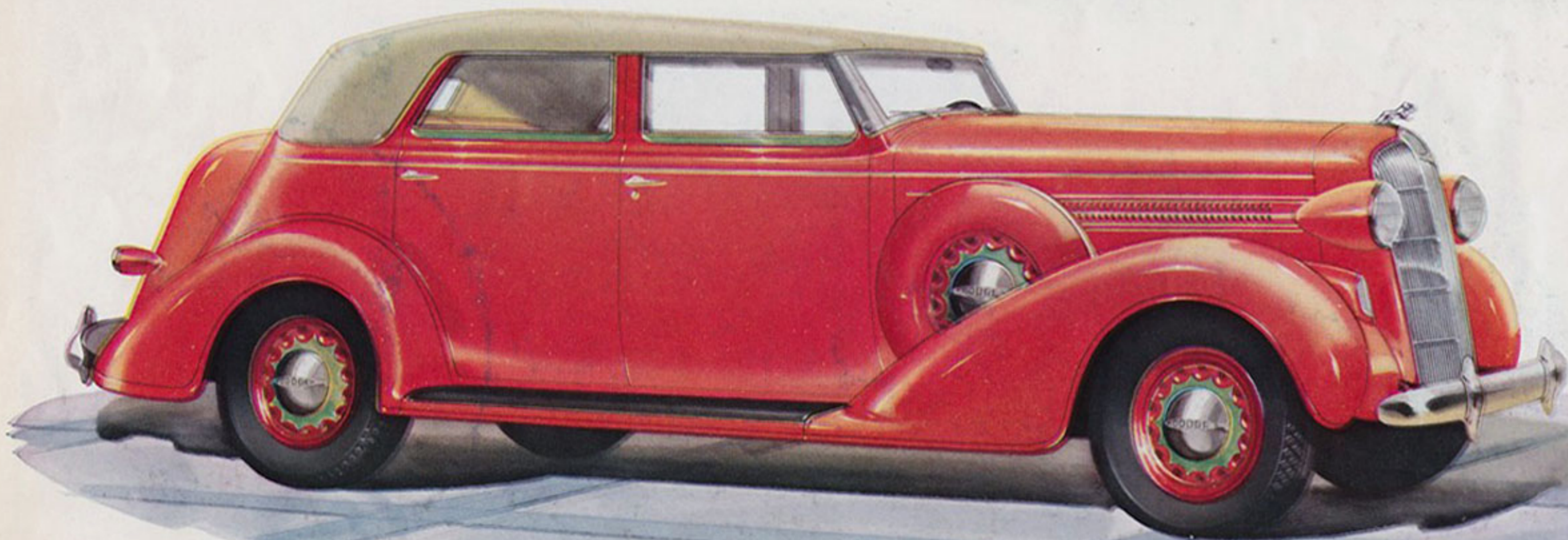
by
Tailored Woman



Touring Outfit by Lord & Taylor

THE
Convertible Sedan
by Dodge

Every inch a "Beauty Winner" is the new 1936 Dodge Convertible Sedan. Here is the very last word in style and smartness for the most discriminating buyer . . . combined with the amazing economy for which Dodge is famous.





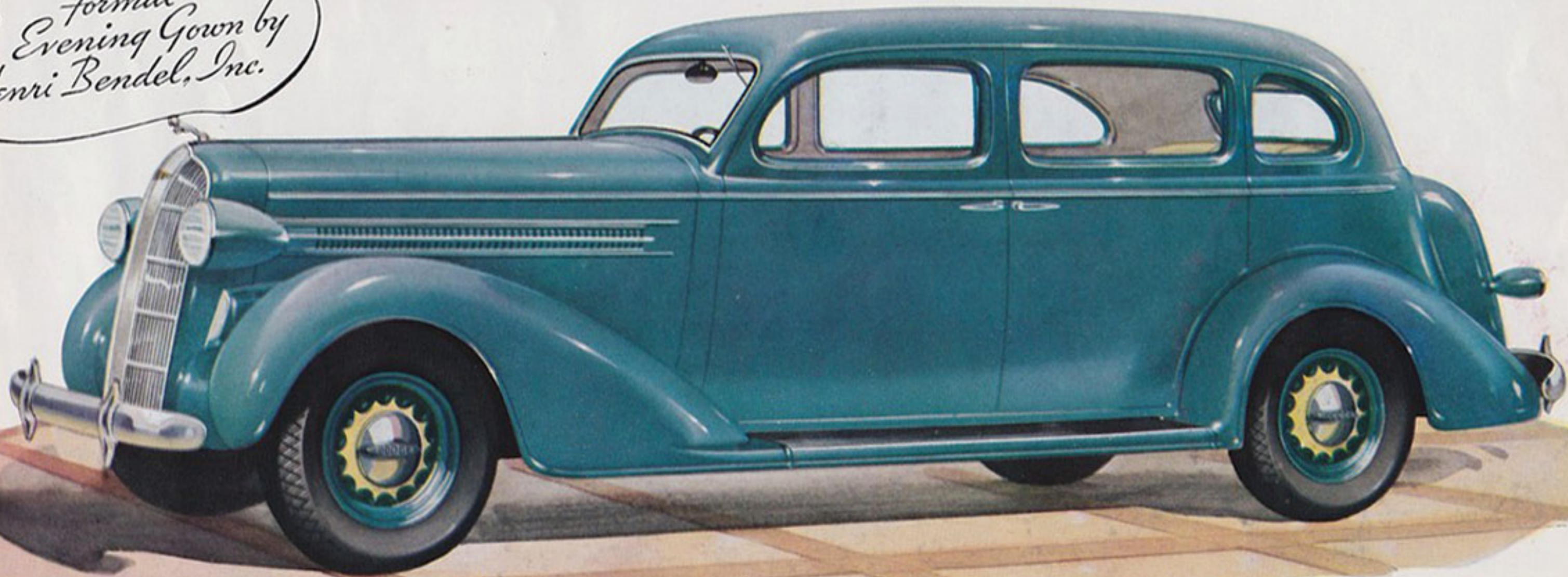
*Formal
Evening Gown by
Henri Bendel, Inc.*

The Sedan

SEVEN PASSENGER WITH BUILT-IN TRUNK

by Dodge

This model combines all the beauty and luxury of the new Dodge, with the added utility of the extra seating capacity which is desired by many . . . and yet offered at a price that carries wide appeal.



FROM FRONT TO REAR..FROM TOP TO BOTTOM TO GIVE YOU A *New High in Balance*



YOU STEER AND SHIFT WITH YOUR FINGER TIPS!

No one single feature has given Dodge its reputation as an amazingly easy riding and driving car. Rather, it is the combination of many features which have been deliberately engineered into every part of it—from bumper to bumper—from roof to tires.

"Feather-pressure" clutch—gears that shift quietly, effortlessly — longer, super-flexible springs — improved Ride Levelator which checks sidesway—new-type fore-



YOU OPERATE BRAKES AND CLUTCH WITH YOUR TOE-TIPS!

and-aft steering that eliminates wheel fight—large air-wheel tires—all these contribute to the "Airglide Ride," a combination of many features in itself. And to these must be added the sense of security you enjoy with the Dodge safety-steel body and sure, safe, *genuine* hydraulic brakes . . . "chair-height" seats . . . and many other startling advancements, all of which are designed for only one purpose—to give you the most comfortable riding and driving car it is possible to produce!

YOU KNOW THE BIG MONEY-SAVING DODGE

**NEW DODGE GIVES 18 TO 24 MILES
PER GALLON DRIVERS SAY —**

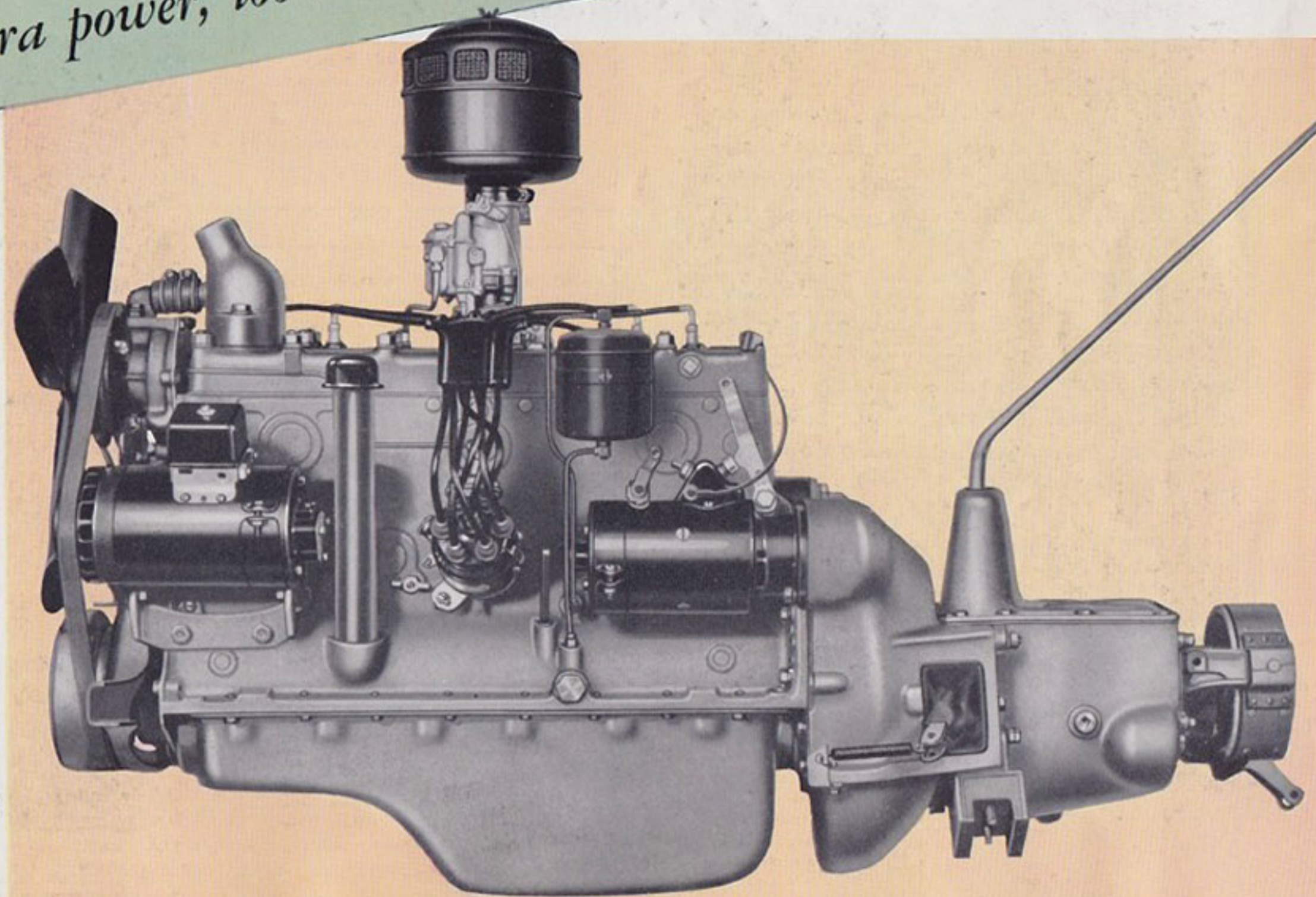
*Amazing Dodge "RED RAM" engine
saves big money on gas, oil and upkeep
... gives extra power, too . . .*

**THIS BIG, POWERFUL ENGINE
HAS A COMBINATION OF MANY
ECONOMY FEATURES WHICH
WILL SAVE YOU MONEY EVERY
MILE YOU DRIVE!**

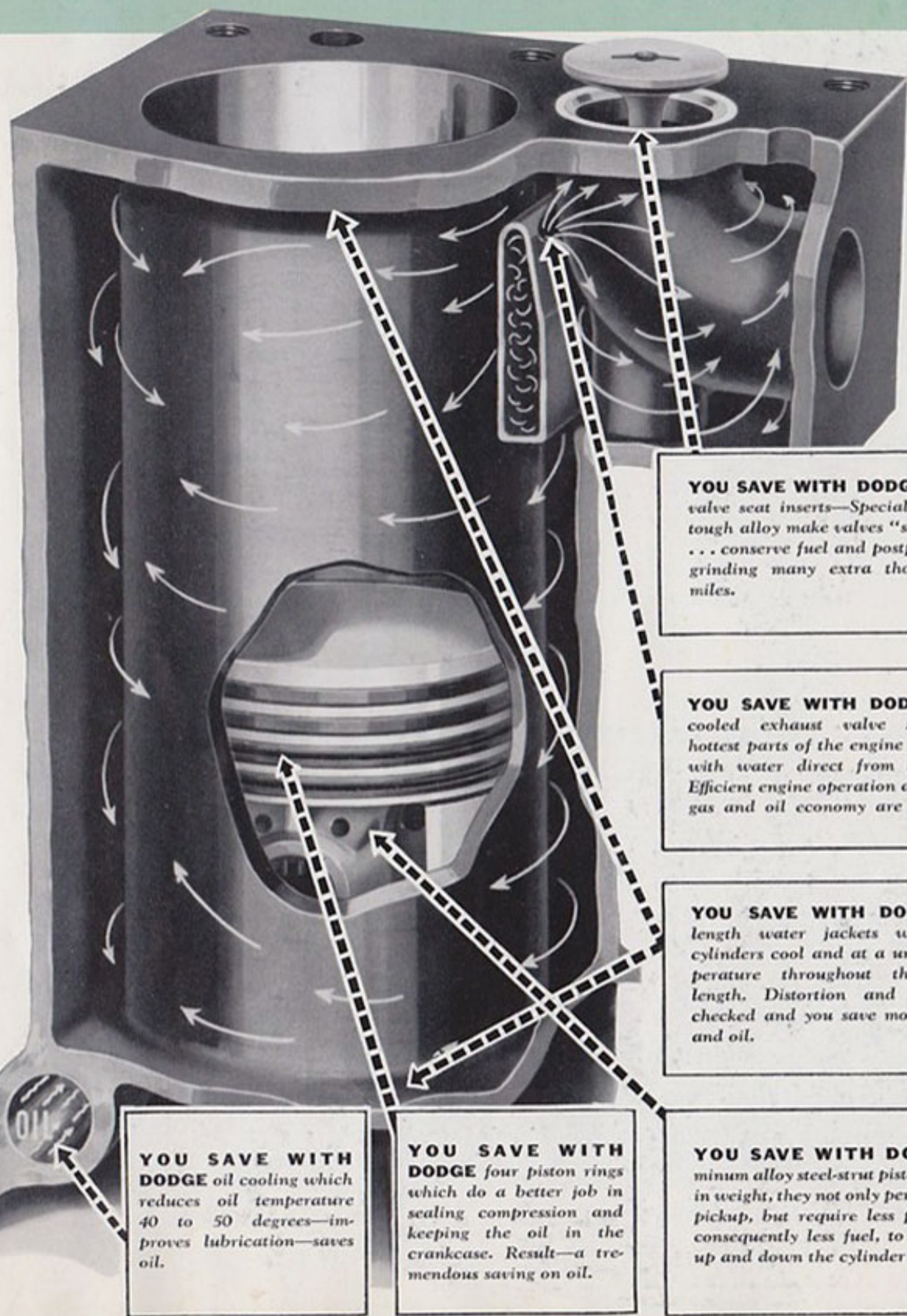
Here is an engine which—in every sense of the phrase—is a worthy descendant of the line of famous power plants which have built for Dodge its 21-year-old reputation for dependability. Big—powerful—sturdy—this engine is built by skilled Dodge craftsmen—men who know the meaning of Dodge dependability—and who have been building this great quality into Dodge engines year after year . . .

But this great engine gives you more than sturdiness and ability to "take it." In 1935, Dodge startled the automobile world with a car which owners said actually cost less to operate than even small competitive makes. *And now owners of the 1936 Dodge report Dodge gives them from 18 to 24 miles per gallon and saves up to 20% on oil!*

Yet, with all this sturdiness and economy, the Dodge engine is amazingly flexible . . . lightning acceleration . . . brilliant ranges of speed and performance . . . and a wealth of latent power to take you quickly and effortlessly through crowded traffic or over the steepest grades.



HAS SMASHED ALL RECORDS FOR ECONOMY



YOU SAVE WITH DODGE oil cooling which reduces oil temperature 40 to 50 degrees—improves lubrication—saves oil.

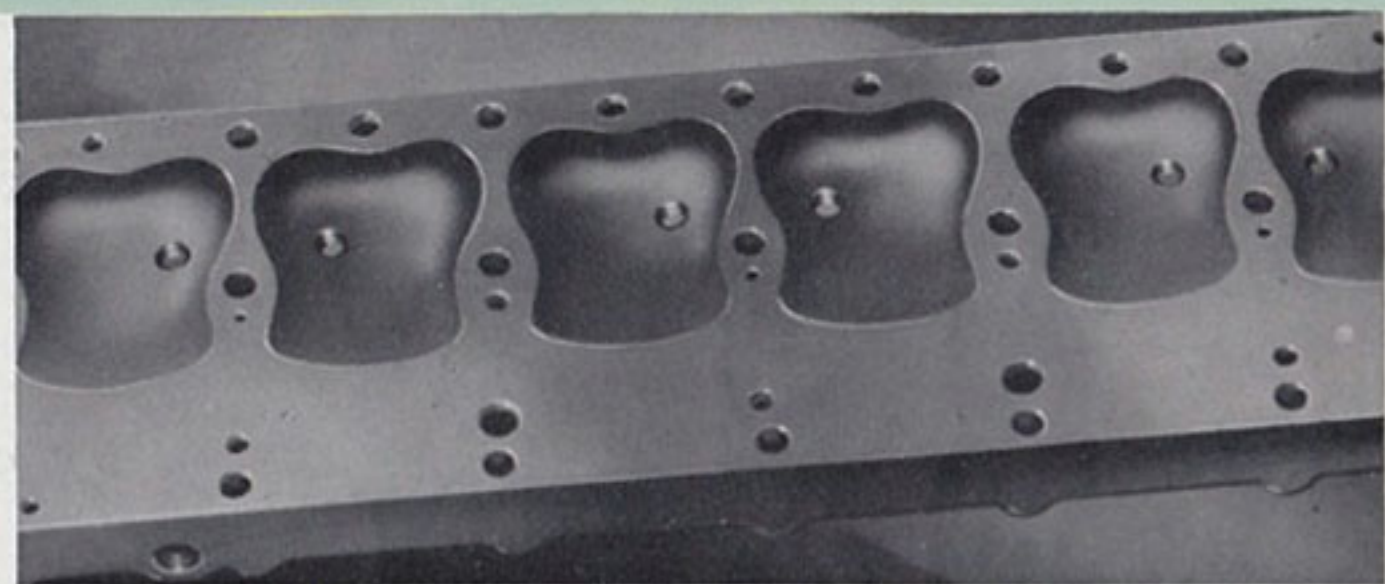
YOU SAVE WITH DODGE four piston rings which do a better job in sealing compression and keeping the oil in the crankcase. Result—a tremendous saving on oil.

YOU SAVE WITH DODGE aluminum alloy steel-strut pistons. Lighter in weight, they not only permit quicker pickup, but require less power, and consequently less fuel, to drive them up and down the cylinder walls.

YOU SAVE WITH DODGE exhaust valve seat inserts—Special inserts of tough alloy make valves "seat" better . . . conserve fuel and postpone valve-grinding many extra thousands of miles.

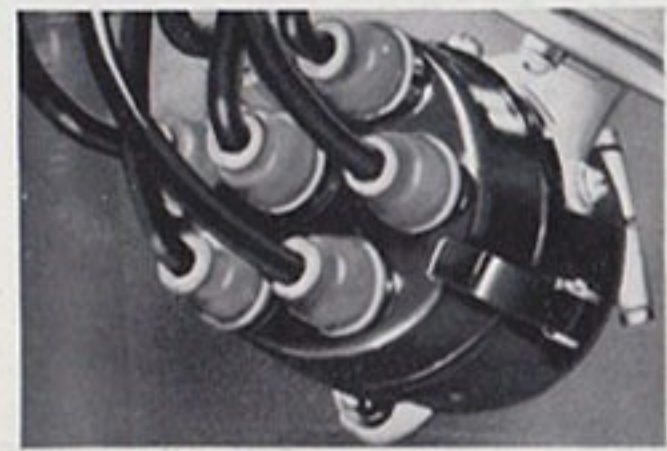
YOU SAVE WITH DODGE spray-cooled exhaust valve seats—The hottest parts of the engine are cooled with water direct from the pump. Efficient engine operation and greater gas and oil economy are the result.

YOU SAVE WITH DODGE full-length water jackets which keep cylinders cool and at a uniform temperature throughout their entire length. Distortion and wear are checked and you save money on gas and oil.

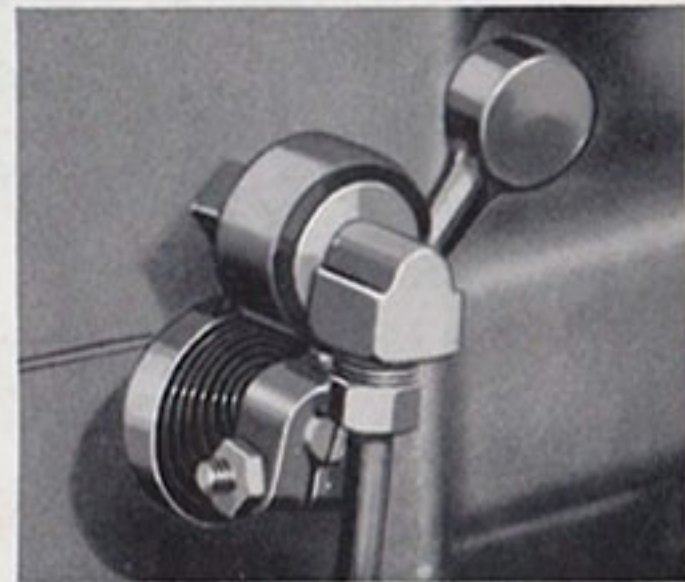


YOU SAVE WITH DODGE high compression cylinder head. The more gas vapor is compressed or "squeezed" before it is ignited,

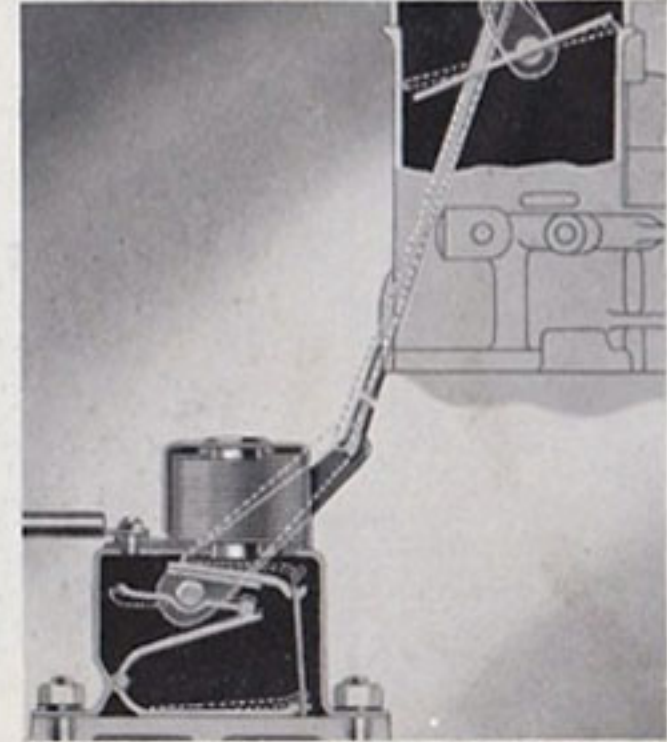
the more force the explosion will have. The Dodge high compression engine thus gives more power from each drop of gasoline.



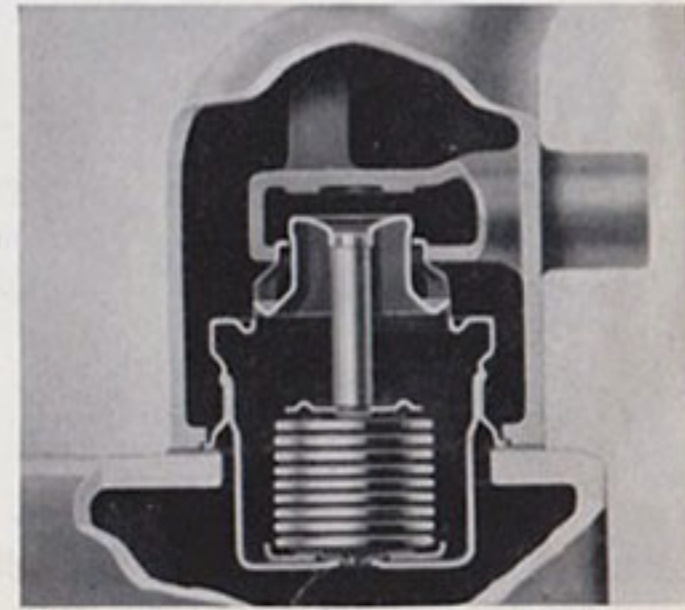
YOU SAVE WITH DODGE automatic vacuum spark control which unerringly advances or retards the spark to obtain the greatest possible amount of power from the fuel.



YOU SAVE WITH DODGE automatic carburetor heat control. During the warm-up period, hot exhaust gases are passed around the intake manifold to heat the fuel and make it ignite easier and burn more thoroughly.



YOU SAVE WITH DODGE automatic choke. Excessive choking wastes gas and oil. In Dodge, the choke is automatic, allowing just the right amount of gas during the warm-up period.



YOU SAVE WITH DODGE automatic water temperature control. A thermostat in the cooling system insures quick warm-up of the Dodge engine by preventing flow of water through radiator when engine is cold.

YOU KNOW DODGE IS FAMOUS FOR



M. E. Brandenburg, of Los Angeles—dare-devil test driver—has just strapped himself in the seat of a Dodge and is about to send it roaring over a steep embankment. Watch what happens!



There he goes . . . over the edge! There is a terrific crash as the car rolls over on its side—how can any automobile take such a terrific beating?



Over it rolls . . . twisting . . . turning . . . crashing . . . frame, body—the entire car is subjected to strains and stresses that are almost never experienced in the lifetime of any automobile!



The Dodge finally reaches bottom . . . lands right side up in a cloud of dust! What's happened to Brandenburg—and the car? Brandenburg hops out smiling and unhurt—and the car is driven away under its own power! Never has there been such a dramatic test of the dependability and safety of an automobile!

HOW TORTUOUS TESTS HELP DODGE ENGINEERS BUILD BETTER CARS FOR YOU TO DRIVE

It is all very well to talk about a motor car's safety, ruggedness, and dependability. But to *prove* these qualities is something else.



M. E. BRANDENBURG
The man who made the daring safety test.

For years Dodge engineers have subjected their cars to the most tortuous dependability and safety tests scientific ingenuity could devise—have deliberately

gone out to wreck them—to smash them up—to prove to themselves that the cars can “take it.”

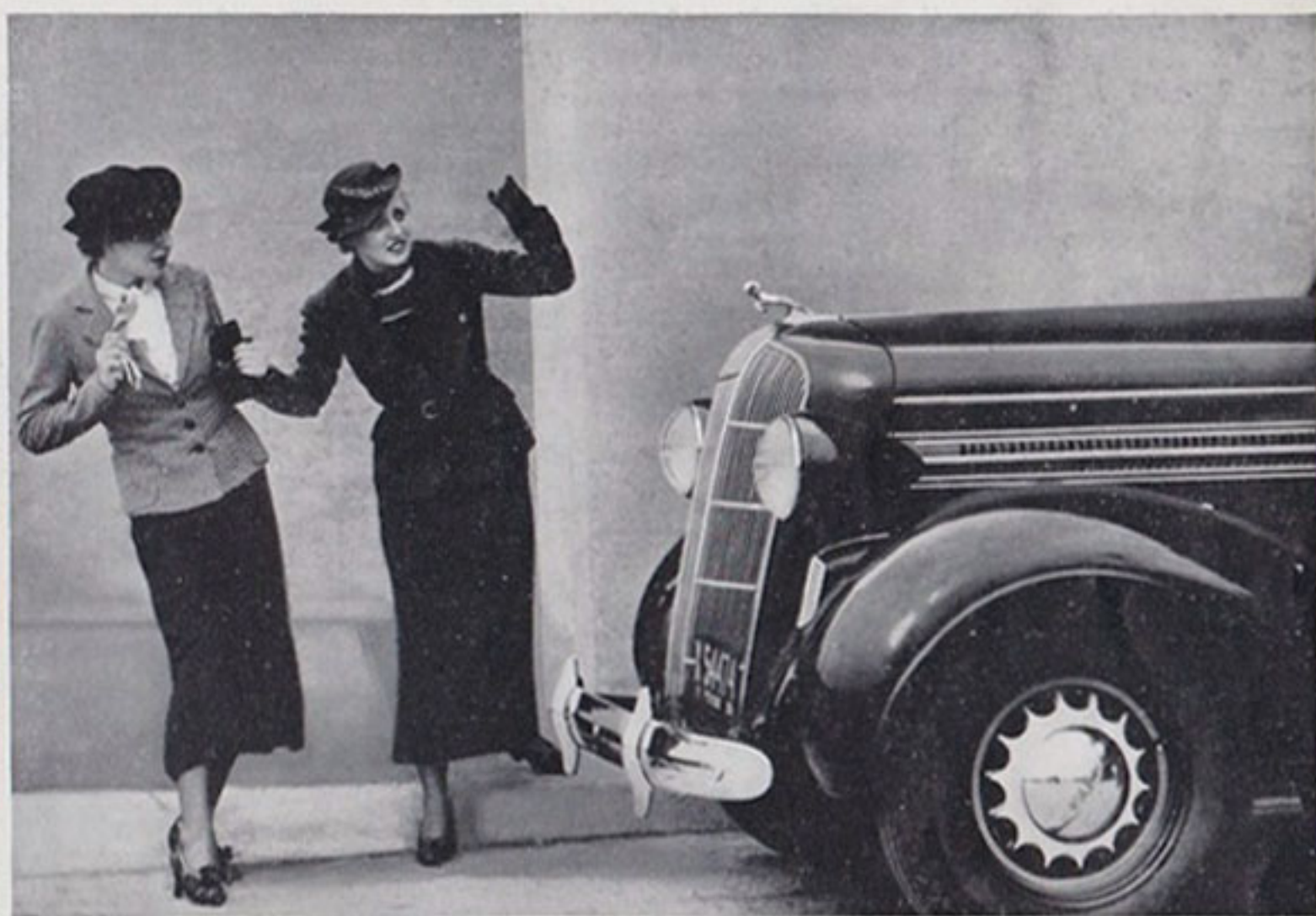
All manner of gruelling tests have been made—daring hill-rolls—the treacherous sand pits—the fiendish “Belgian Roll” which duplicates the action of the shell-torn roads of Belgium right after the war. Hundreds of thousands of dollars have been spent to satisfy Dodge engineers’ craving for the facts.

RUGGEDNESS, DEPENDABILITY AND SAFETY

PROTECT YOUR FAMILY
IN THE DODGE
Safety-Steel Body



Dodge pioneered in building safety-steel bodies. And now, the big, new Money-Saving Dodge gives you a steel body that is stronger, more rigid than ever before... steel reinforced with an even more sturdy framework of steel pillars, corner posts and side braces—all welded together into a rugged network of steel. You and your family are entitled to the safest body construction you can buy—and you get it in the Dodge safety steel body—the body that has 21 years of experience in steel body building behind it!



YOU STOP—QUICKLY, SURELY, SAFELY WITH DODGE GENUINE HYDRAULIC BRAKES!

Just as you are entitled to the safest body construction, you are also entitled to the safest kind of brakes—*genuine* hydraulic brakes. Here again Dodge was a pioneer—and because of this, Dodge is far ahead of the field today. Dodge *genuine* hydraulic brakes have been tried and proved in the toughest test of all—*time!* Dodge hydraulic brakes grip each wheel at the same time, and with the same force. And remember—Dodge is not just experimenting with hydraulic brakes—*Dodge has been building them for 9 years!*

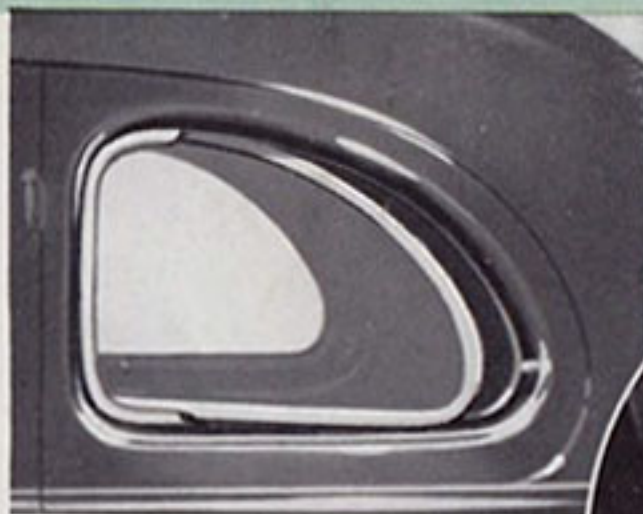
NEW SUPER-STRENGTHENED FRAME NOW TWICE AS RIGID!

Starting with the 1935 Dodge frame, already far stronger, far more rigid than the frames of many cars, Dodge engineers redesigned it completely from front to rear—made it a half-inch deeper—lengthened its sturdy box-sections. As a result, this new frame has proved itself in exhaustive engineering tests to be *twice as rigid* as the previous Dodge frame. Think of it! *Twice as rigid*—meaning stronger, safer bodies, increased riding comfort and many extra miles of dependable performance.

THESE CONVENIENCES WILL ADD TO *Your Enjoyment of the New Dodge*

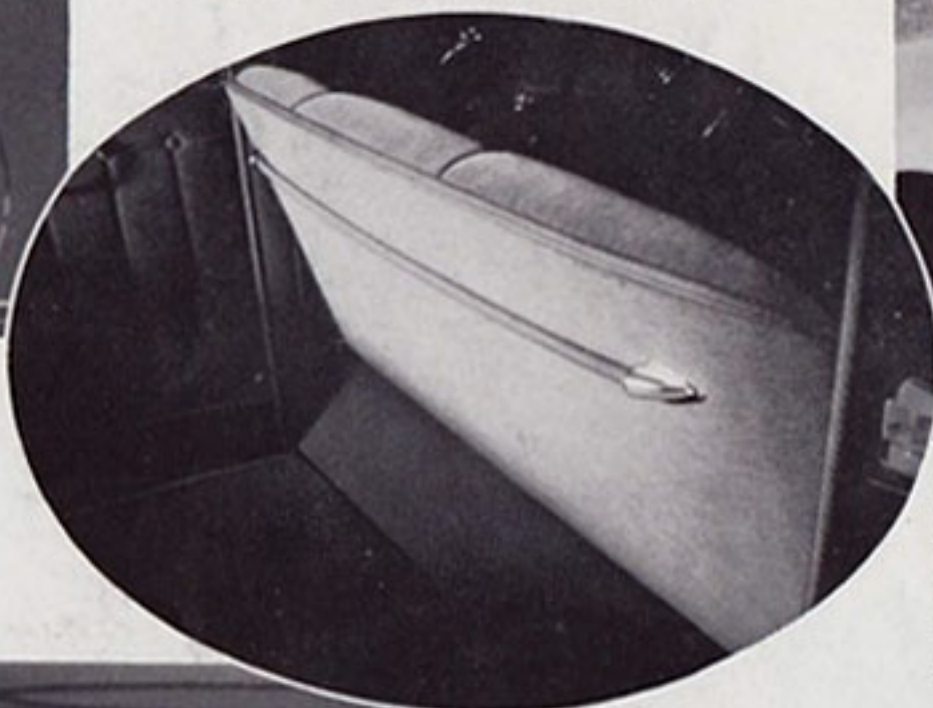


The clear-vision ventilation system of the new Dodge has been even further improved to give complete circulation of fresh air without draft. A slight turn of the front door handle rolls window back to permit front-seat ventilation and eliminate



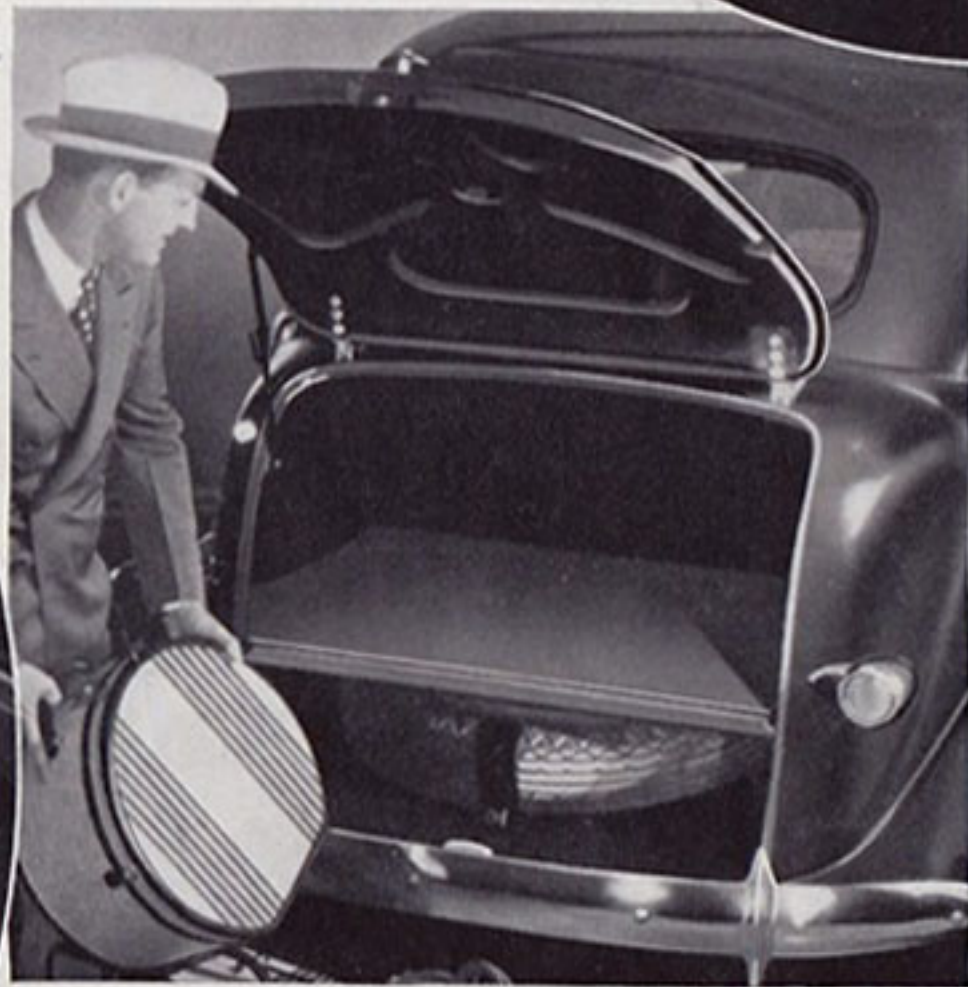
window fogging in cold weather. Rear-quarter window-pane now pivots outward, permitting air rushing past the car to suck out stale air without draft on rear-seat passengers.

This built-in foot-rest on all Four-Door Sedans is cleverly recessed in the rear of the front seat . . . adding inches of usable room to the rear compartment. A new silken robe cord is kept in constant tension by springs in its socket mountings.



New Dodge "safety beam" headlamps increase safety and visibility in night driving. While the "high" beam gives complete illumination far ahead and on both sides of the road, the new "safety beam" used when passing oncoming cars, drops down and to the right—well out of the eyes of the oncoming driver and completely floods the highway shoulder. Both beams are operated from a convenient toe-switch. An illuminated red jewel in the light switch button keeps the driver constantly informed as to which beam is in use—an additional safety feature.

In Dodge "chair-height" seats, the cushion is precisely the right height from the floor to give the passengers the comfort of their own easy chairs at home. In addition, Dodge seats are easy to get into—easy to get out of.

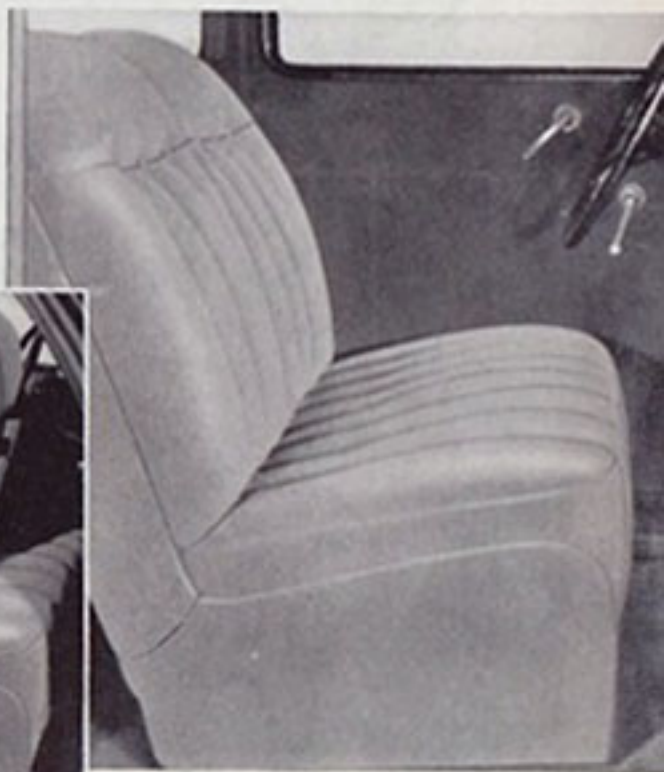


Gracefully moulded in the air-styled rear deck of the Touring Sedan, this built-in trunk provides even more generous luggage space than ever before. When spare tire is carried in fender well, capacity is even greater! Sedans not supplied with trunks have a roomy luggage compartment back of the rear seat.



In the Coupe, the compartment in the rear deck is made more accessible than ever before . . . The lid extends down to the floor of the compartment. No more tedious lifting of heavy baggage into the opening—now you slide it in at floor level. New-type automatic latch on the door-bracket permits easy opening and closing.

Something entirely new in front seats is offered in the Dodge Two-Door Sedan and Two-Door Touring Sedan. Instead of the old-style "bucket-seats" with an open space in the center, Dodge now provides a solid seat-cushion which extends the full width of the car and which can easily accommodate three passengers. The seat-back is divided so either side may be tilted forward to permit easy access to the rear compartment. The entire seat may also be quickly and easily moved forward to further permit easy access to the rear.



BUILDING SAFE CARS - PROMOTING SAFE DRIVING

Dodge has been a pioneer in the building of safety into its products. Dodge introduced the first steel body in 1914—21 years ago—and has been constantly improving it year after year. At the right is illustrated a piece of literature on Dodge steel bodies published in 1923. Dodge also pioneered in the use of genuine hydraulic brakes 9 years ago, and every Dodge passenger car has had them since.



THESE DODGE SAFETY FEATURES GIVE GREATER PROTECTION!

- 1 Safety-Steel Body.
- 2 Genuine Hydraulic Brakes.
- 3 Independent hand brake.
- 4 Frame—twice as rigid as formerly.
- 5 Tubular front axle.
- 6 Lower center of gravity.
- 7 Safety glass.*
- 8 Safety Lighting System.
- 9 Clear-vision windshield and windows.
- 10 Balanced driving control.
- 11 New ease of steering.
- 12 Easy operation of foot-pedals.
- 13 Steel-core steering wheel.
- 14 Air-Wheel Tires.
- 15 Ride Levelator.

*Safety glass standard in windshield; also in ventilating wings of rear-quarter windows of four-door Sedans. Available all around at slight extra cost.

CHRYSLER Corporation's contributions to safe driving do not stop with the production of cars which offer every known safety feature.

Having produced the safest car to operate, the Chrysler Corporation seeks to encourage the car owner and driver to operate it safely—for the human factor is the most important safety factor.

Safety in driving is "Everybody's Business." Millions of motorists have, since June, 1935, seen the motion picture with that title which the Plymouth Division of Chrysler Corporation prepared to show drivers the importance of the one at the wheel in the safe and courteous operation of their cars.

Steel bodies were pioneered by Dodge cars as early as 1915. Chrysler Corporation has led the automobile industry in steel body construction ever since.

In 1924 the original Chrysler car pioneered hydraulic brakes. All Chrysler-built products have had them ever since.

An army greater in number than that engaged in our national defense is constantly on duty to handle the nation's motor traffic, to get you where you want to go in safety.

Chrysler Corporation has equipped "Safety Education" cars for police departments. You have seen them in Detroit, in San Francisco and elsewhere.

This work led to co-operation with the School Safety patrols. The idea began in Detroit, where accidents at school intersections have been practically eliminated. Five thousand boys direct traffic while their schoolmates cross in safety.

Be sure your next car has the safety features listed at the left of this page. Be sure that you keep your car in safe driving condition, and as you drive, think of the other person's rights on the road.

A safety-minded driver operating a car engineered for safety is Chrysler Corporation's aim in its efforts to promote safety on the highway.

DODGE WINS IN 80,000 MILE TEST AS

EASIEST *Driving and Riding Car!*



VISUAL ACUITY TEST—another one of the scientific tests to measure "auto fatigue"—records reduction in eye efficiency that results from driving strain. This test also supports the conclusions reached that drivers of the Dodge were less fatigued than after driving the competitive cars tested.

POSTURAL STEADINESS TEST, used by Dr. Ryan, measures "auto fatigue" by the amount of body-sway before and after driving. Drivers were found to sway less after driving the Dodge all day than after driving the other cars tested.



The scientific tests made by Dr. Ryan, noted authority in fatigue research, throw the spotlight on an entirely new factor in motoring—the tremendous importance of a restful ride to the driver of an automobile. These tests prove conclusively that a more restful car actually keeps one's mind more alert, helps to maintain the efficiency which is so important in daily work.

Great athletes have long known the value of rest. They know rest produces greater efficiency and steadier nerves to win important contests. The same is true with

everyone. Rest is a big factor in everyone's daily life—particularly when behind the wheel of a motor car. Dr. Ryan's tests showed that, of the five competitive makes of cars tested, one was far more restful than the others—that it produced from 41 per cent to 69 per cent less evidence of "auto fatigue" than the other four. This car was the Dodge!

And here are some reasons why Dodge won! Dodge has the famous "Airglide Ride" . . . patented Floating Power engine mountings . . . quick, sure, genuine hydraulic brakes . . . the Dodge safety-steel body . . . finger-tip steering and shifting—all these combine to give this restfulness in the Dodge ride which Dr. Ryan's tests prove.



DR. ANDREW H. RYAN

Noted authority in the field of physiological and psychological research, who made a series of exhaustive tests to determine the relation of "auto fatigue" to safety, comfort and efficiency of drivers of five competitive makes of cars. Dodge was the winner—producing from 41% to 69% less evidence of "auto fatigue" than the four other cars!

ENGINE—Dodge 6-cyl., L-head with Floating Power. 87 h.p. Automatic heat control. Special alloy inserted exhaust valve seats.

CRANKSHAFT—Drop-forged; balanced; 7 counterweights; impulse neutralizer. Aluminum-alloy steel-strut pistons, each with 4 rings.

CAMSHAFT—Silent chain drive. 4 bearings.

LUBRICATION—Force-feed to engine from gear pump. Oil purifier, crankcase ventilator. Pressure grease system for chassis.

COOLING—Centrifugal pump. 4-blade, 17" fan. Double-action thermostatic water control.

FUEL SYSTEM—Plain-tube, down-draft carburetor; fuel pump. Air cleaner with intake silencer. Vacuum-type economizer.

IGNITION—Fully automatic spark advance. Automatic choke. Pedal-operated starter.

CLUTCH—Dry, single-plate, 9⁷/₈" diameter.

TRANSMISSION—Dodge Synchro-Silent constant-mesh, easy-shift type. Hotchkiss drive. Roller bearing universal joints.

FRONT AXLE—Reverse Elliott. Rive Levelator and double-acting hydraulic shock absorbers.

REAR AXLE—Semi-floating; banjo-type housing; spiral bevel gears. 6 roller bearings. Single-acting hydraulic shock absorbers.

STEERING—Worm-and-gear type.

FRAME—Improved X-type, double kick-up. Bridge construction. Wheelbase, 116".

SPRINGS—Semi-elliptic. Silent shackles.

BRAKES—Dodge genuine full hydraulic, 4-wheel internal-expanding; self-equalizing and

weatherproof. Cast iron brake drums, steel-backed. Separate hand brake.

WHEELS AND TIRES—5 steel-spoke, artillery type wheels. Tires 16 x 6.00.

BODIES—Safety steel, rustproofed; insulated. Duplate safety plate glass in windshield.

NOTE—Special equipment, including specially designed Dodge-Philco radio, available at additional cost.

Dodge Division of Chrysler Corporation reserves the right to change prices without notice and to make improvements in its cars without incurring obligations on cars sold previously.

Specifications

THROUGH THE OFFICIAL CHRYSLER MOTORS COMMERCIAL CREDIT COMPANY NEW 6% TIME PAYMENT PLAN YOU WILL FIND IT LESS COSTLY . . . AND EASY TO ARRANGE TIME PAYMENTS TO FIT YOUR BUDGET