

1934

# LAST MINUTE PHOTO-FLASHES OF THE NEW DODGE SIX!

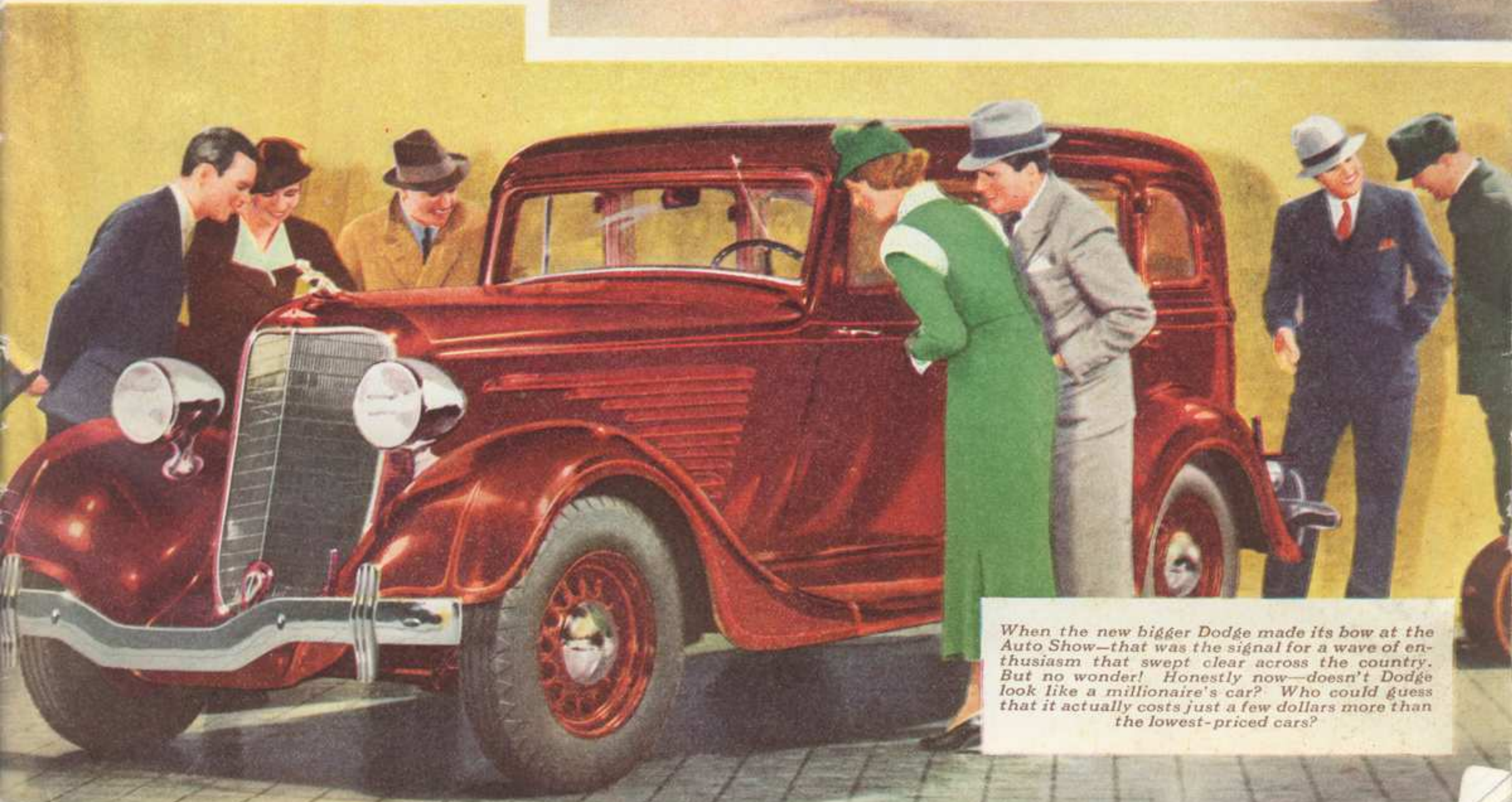
STORY ON PAGE 4



Here's the graceful new radiator design featured by the new bigger Dodge! See those new-style headlights!



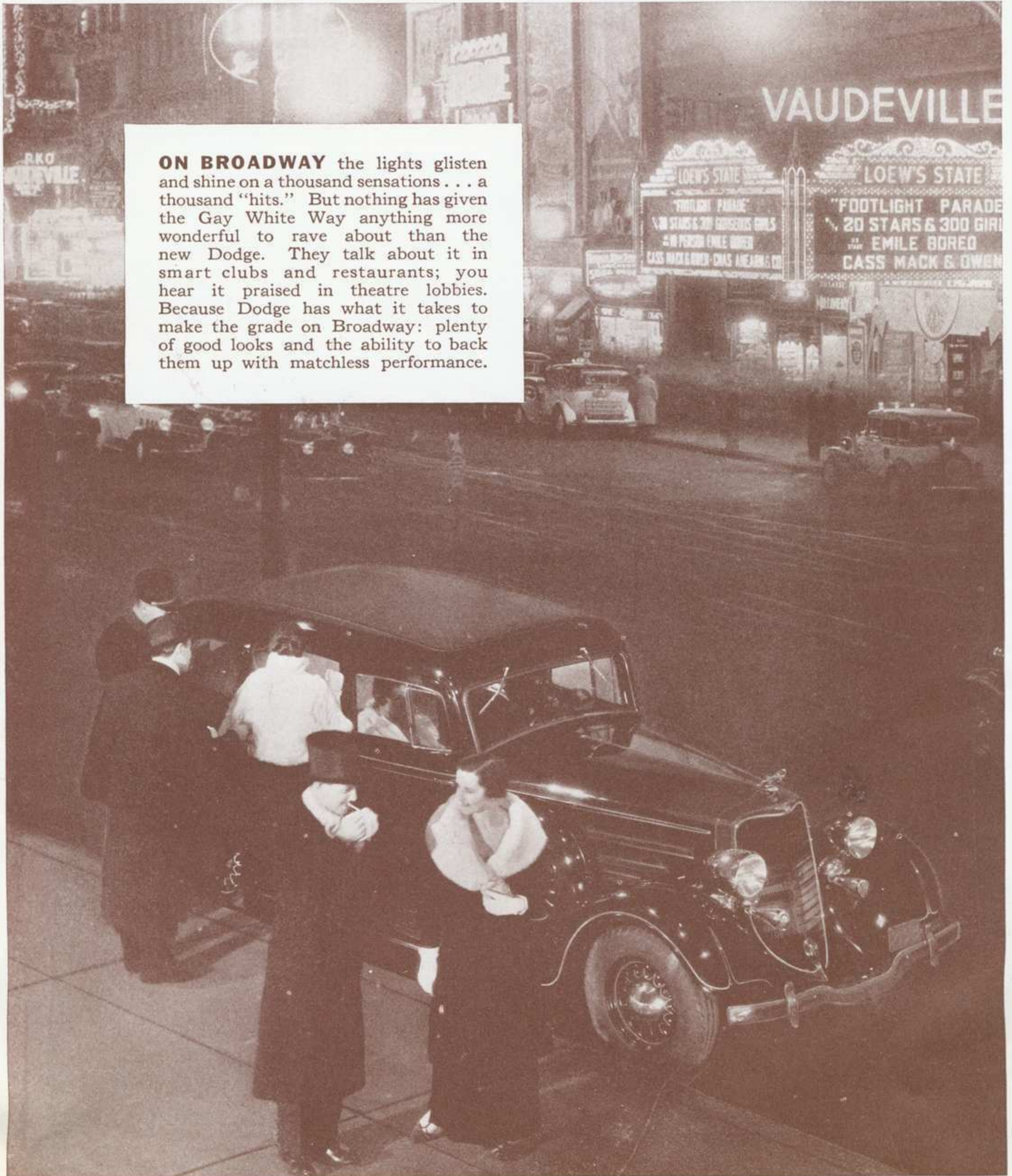
And for all its grace and style, the new bigger Dodge is as rugged and sturdy as an Army tank. Look at it plow through the test pit like a demon—and come back for more!



When the new bigger Dodge made its bow at the Auto Show—that was the signal for a wave of enthusiasm that swept clear across the country. But no wonder! Honestly now—doesn't Dodge look like a millionaire's car? Who could guess that it actually costs just a few dollars more than the lowest-priced cars?

# FROM COAST TO COAST THOUSANDS

**ON BROADWAY** the lights glisten and shine on a thousand sensations . . . a thousand "hits." But nothing has given the Gay White Way anything more wonderful to rave about than the new Dodge. They talk about it in smart clubs and restaurants; you hear it praised in theatre lobbies. Because Dodge has what it takes to make the grade on Broadway: plenty of good looks and the ability to back them up with matchless performance.



# HAIL BEAUTY OF THE NEW DODGE

**HOLLYWOOD** is critical of cars—critical of their style, critical of their speed and stamina. So when this sunny fashion center goes wild over the new bigger Dodge, you know Dodge has won them over completely. Hollywood people go for the “Aero-Stream” styling of this new Dodge. They like the way it performs—speedy pick-up; snappy get-away; fast as the wind on the open road. And Dodge can take punishment.



1 JULY 1969 CHILDREN OF CHARLES G. BEETEM. GIET

# HOW THIS AMAZING NEW DODGE WAS CREATED

## NOW TOLD FOR THE FIRST TIME!

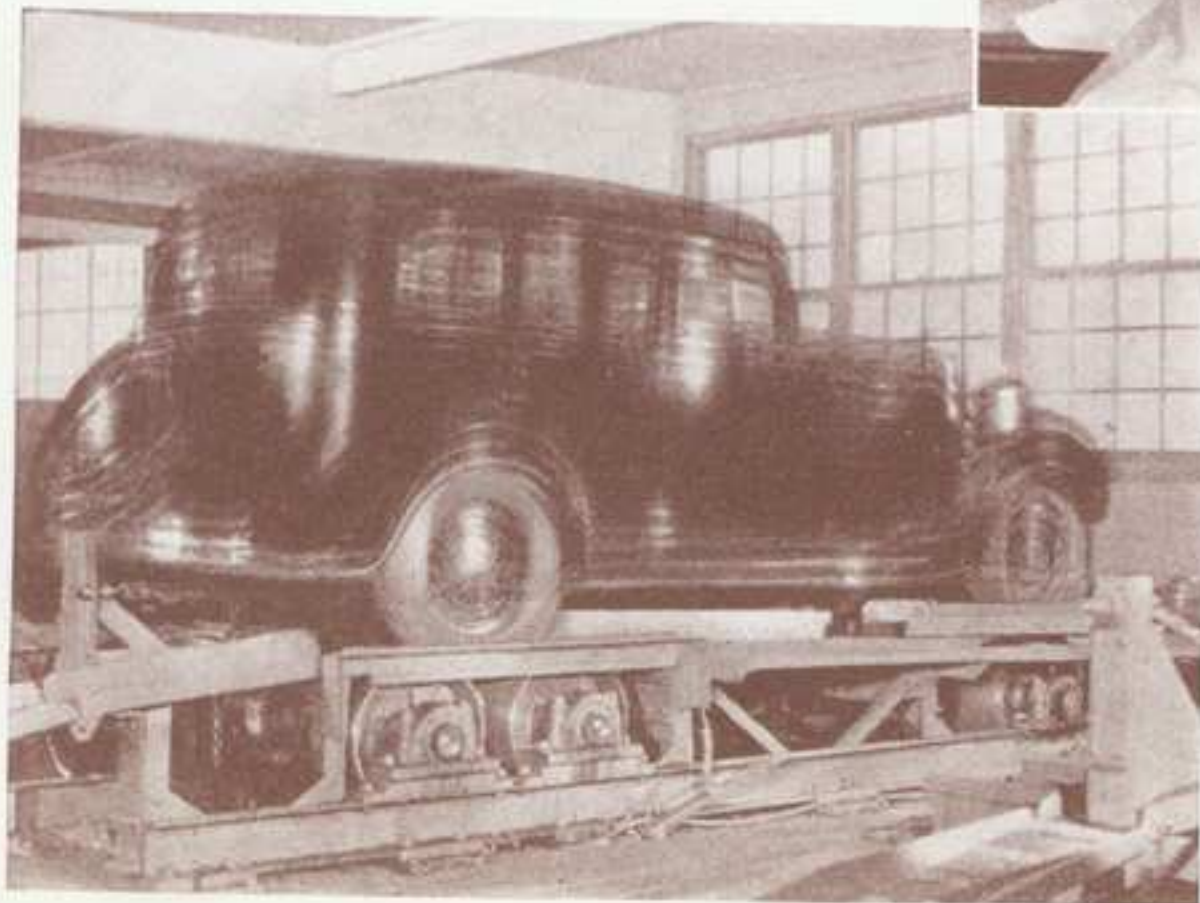


*Dodge and Chrysler executives in a long session thrash out the innumerable details and problems that have to be met in creating a super-automobile*

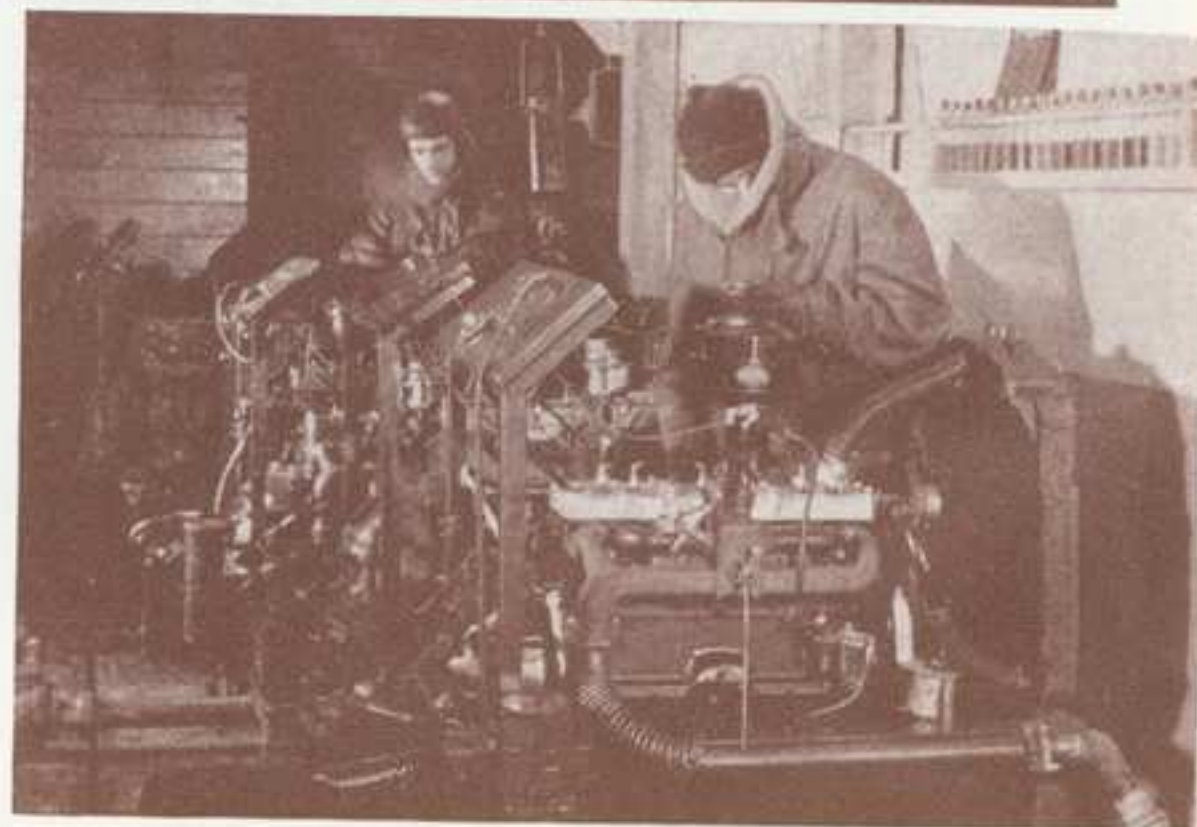
after day, night after night, the new bigger Dodge took shape and grew. Then expert draftsmen fell to work with drawing boards and mathematics. Every feature and part of the 1934 Dodge was drawn up, sent to the factory to be built—and then torn apart to see where it could be improved. Month after month this went on. Millions of dollars . . . millions of hours . . . all poured into making the new Dodge the finest car that has ever come out of an organization that has been building nothing but fine cars since 1914.



*In the Engineering Laboratories—the foremost group of engineers, designers and draftsmen in the country start here to build on paper the new Dodge that is now the sensation of the motor-car world*



*The "Belgian Roll"—a particularly fiendish testing device. For hours the new Dodge gets the pressure on this machine, which literally shakes cars to pieces. The new Dodge stood up under 600 hours of this torture! Some other cars have been unable to stand more than 11 minutes of it*



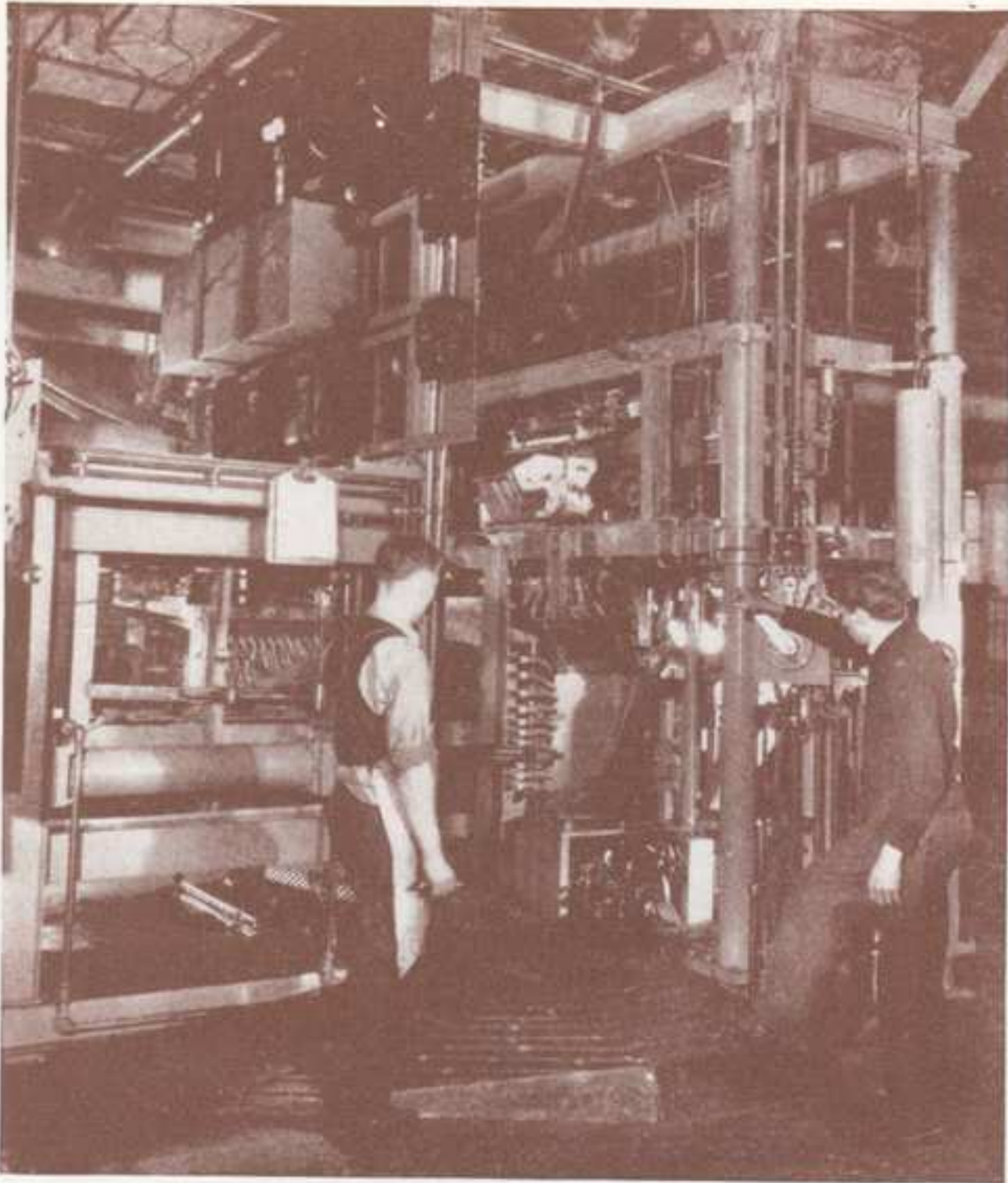
*The "Cold Room"—Here the temperature is many degrees below zero, colder than any temperature under which the new Dodge will ever be driven. But the mighty Dodge engine must show its ability to start and run—even under these exceptional conditions. When you own a Dodge, you can laugh at cold weather*

**TIME, TALENT AND MONEY LAVISHED TO MAKE THE NEW DODGE MOST SENSATIONAL "BUY" OF ALL TIME**

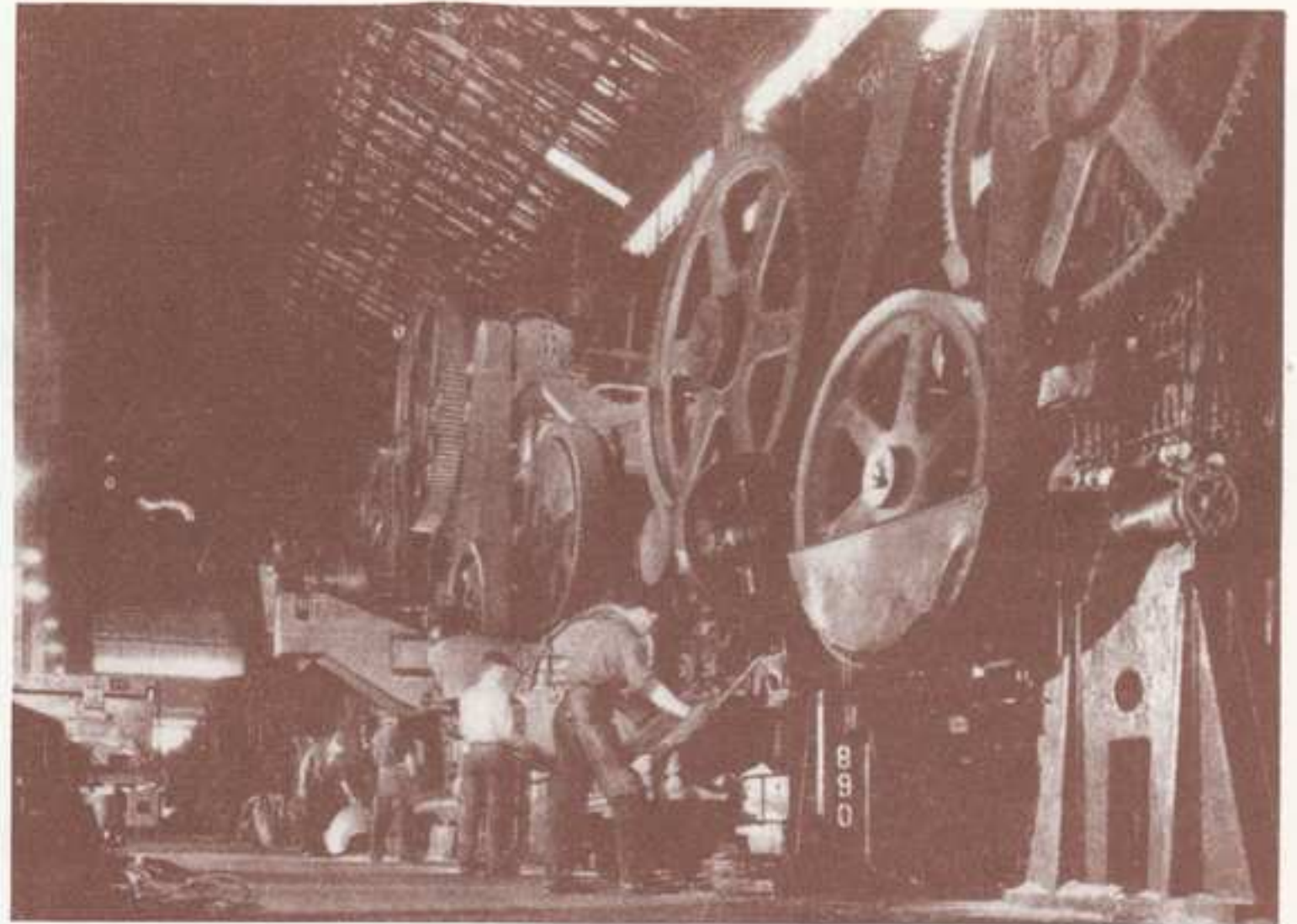
The gigantic resources, the precious experience of the 20-year old Dodge Brothers organization is the background for the new bigger Dodge of 1934.

And with it, too, go all facilities of the great Chrysler Corporation. Primarily, the new bigger Dodge is the product of engineering genius. Only after engineers had planned and created the new Dodge . . . experimented . . . tested . . . perfected . . . did the result of their labors go to the great Dodge plants for production and styling.

Engineers schemed . . . dreamed . . . toiled. They plotted with pencil and paper. They talked and fussed. They worried and lost sleep. Day



Above is an intricate welding machine used in the fabrication of Dodge bodies. It is absolutely unique, developed by Dodge, used only by Dodge

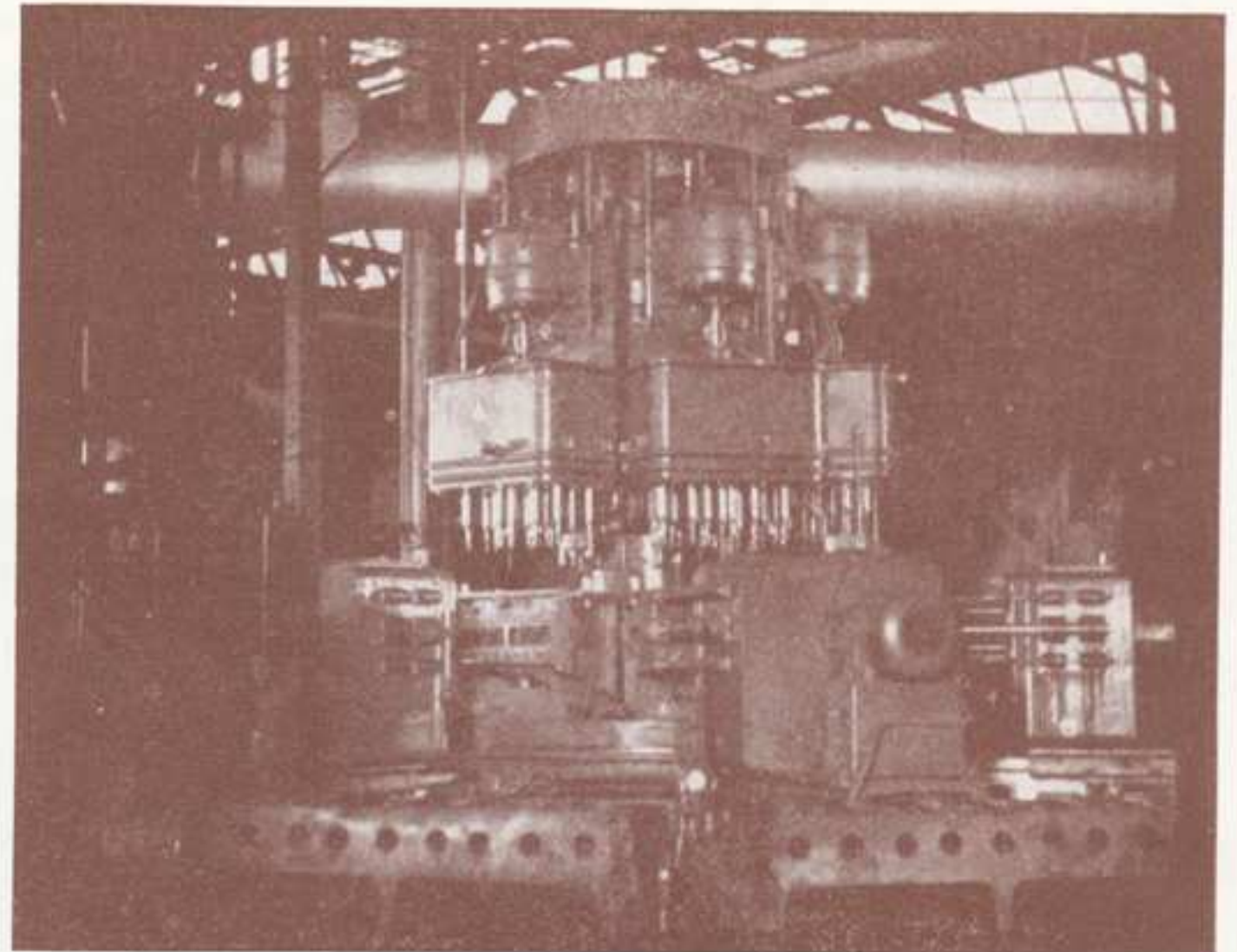


Note the tremendous size of this complex Dodge press that "forms" certain of the metal parts used in Dodge bodies

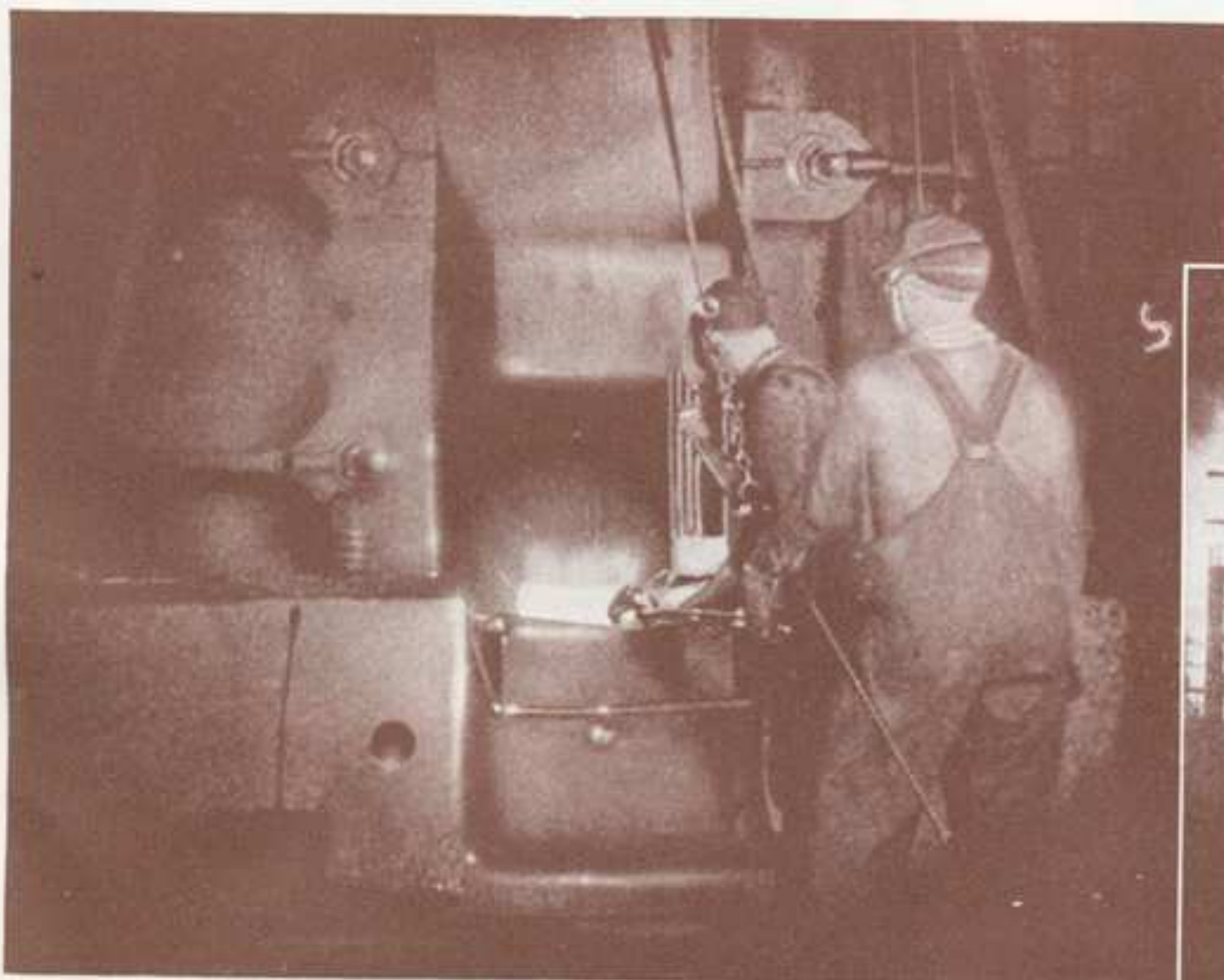
DODGE factories are crammed full of giant machines. Many of them unique—especially designed by Dodge engineers for certain definite, intricate jobs.

Here are monsters mysteriously swallowing great chunks of metal and disgorging them again fully formed. Here are other machines more delicate than human hands, more accurate than human eyes—endlessly completing jobs that are incredibly complicated.

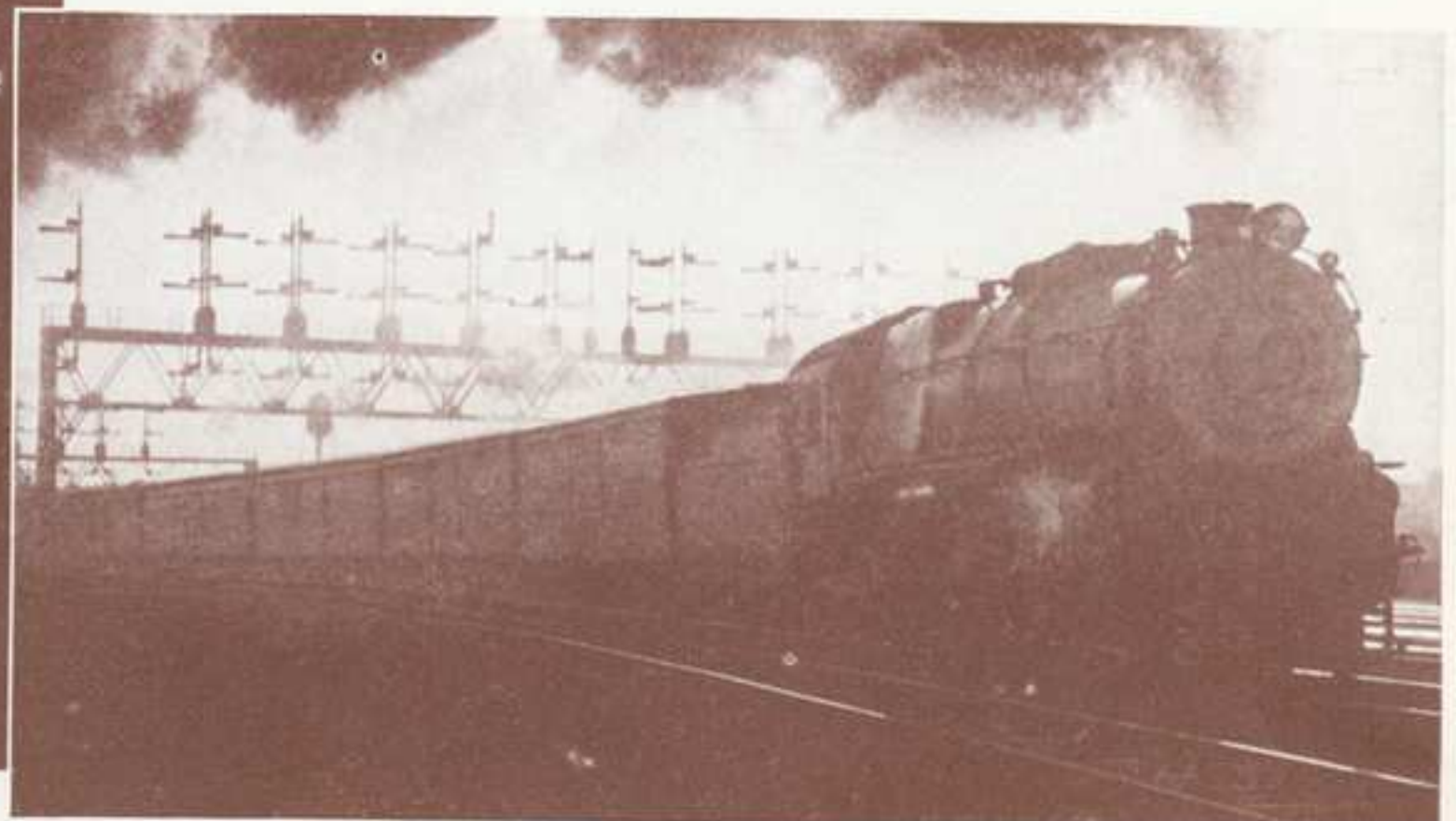
Guiding . . . tending . . . watching over these machines are skilled Dodge craftsmen, many of whom have spent entire working lives in these Dodge factories. No wonder Dodge production methods . . . Dodge mechanical secrets are the envy of the entire automobile industry! Nothing is truer than that "only Dodge can build a Dodge!"



Another huge Dodge machine . . . astonishingly complex . . . amazingly accurate . . . helping Dodge to make fine cars that can be sold at low prices



Talk about mechanical monsters! Then look above. The two workmen, by pulling a lever, unleash forces gigantic beyond imagination. A series of such processing—and fine steels become gears, cogs, springs, steering wheels, automobiles!



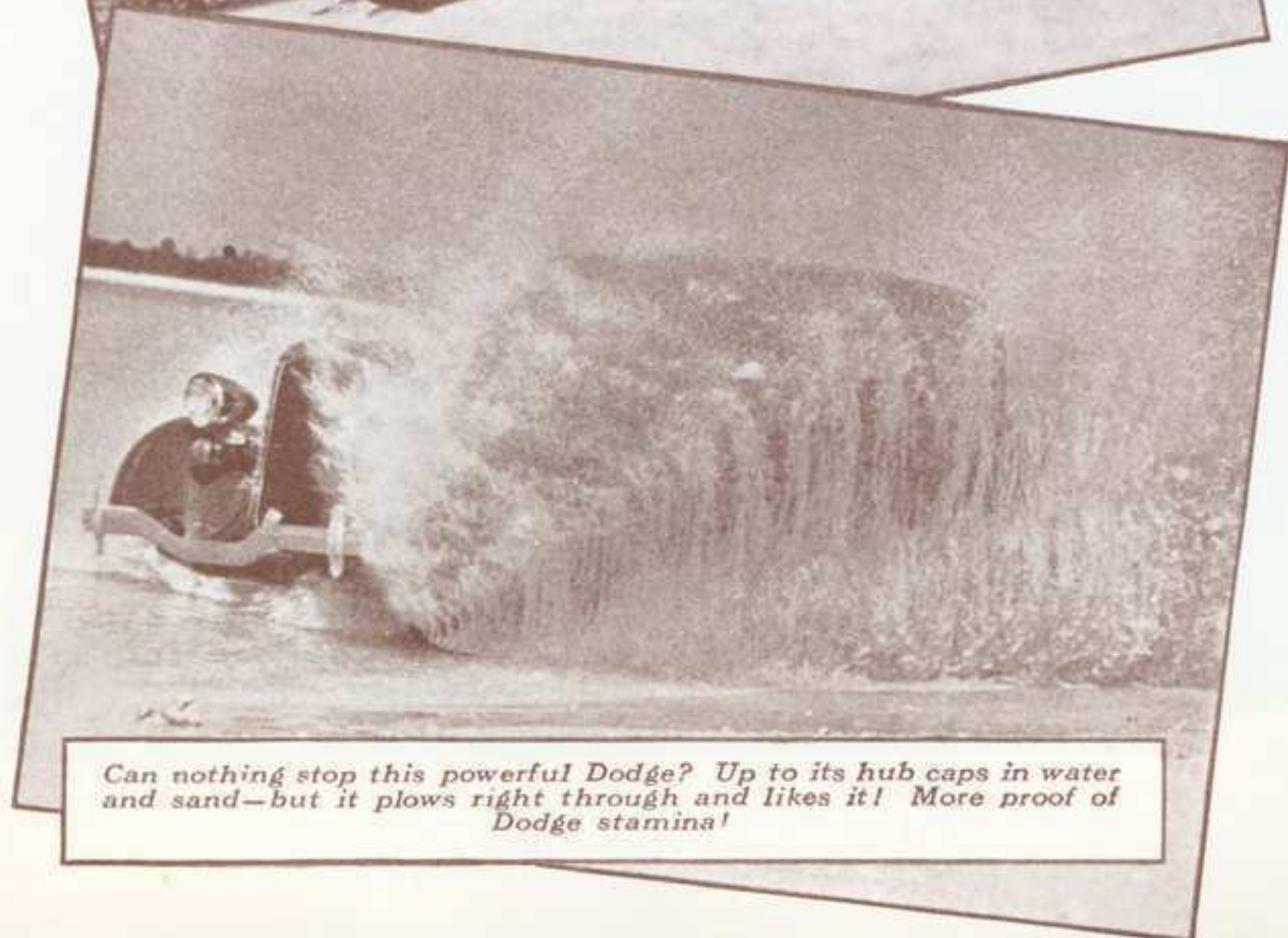
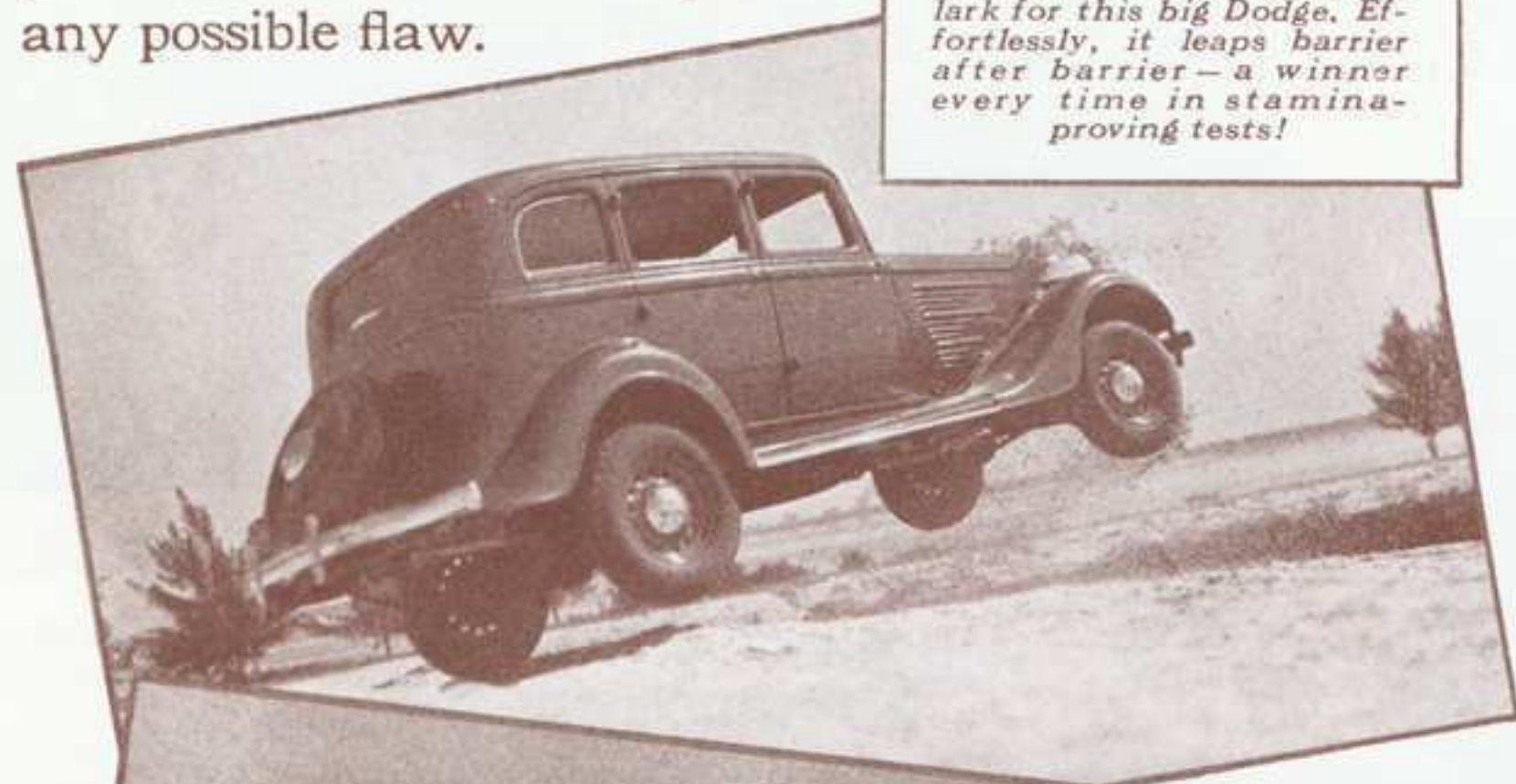
From all over the world, material is sent to make the new bigger Dodge. Trainload shipments of steel, iron, copper, rubber, glass, coal, chemicals, nickel, upholstery fabrics, paint, oils and other materials pour in to the Dodge factories

# EVERY PART TESTED IN EVERY POSSIBLE WAY!

THE NEW DODGE HAD TO PROVE  
ITSELF ABLE TO TAKE UNBELIEV-  
ABLE PUNISHMENT AND ABUSE!

STYLE? Sure! Brilliant performance? Of course! But FIRST Dodge has to prove *ruggedness*—has to convince engineers it can stand the gaff of wear and tear . . . that it can live through years of hard, fast driving and still hold up, still be economical and easy on repairs. That's why Dodge must undergo these terrific factory tests at Detroit—tests that try every part of the car and expose any possible flaw.

*What ruggedness! Racing through sand-pits is just a lark for this big Dodge. Effortlessly, it leaps barrier after barrier—a winner every time in stamina-proving tests!*

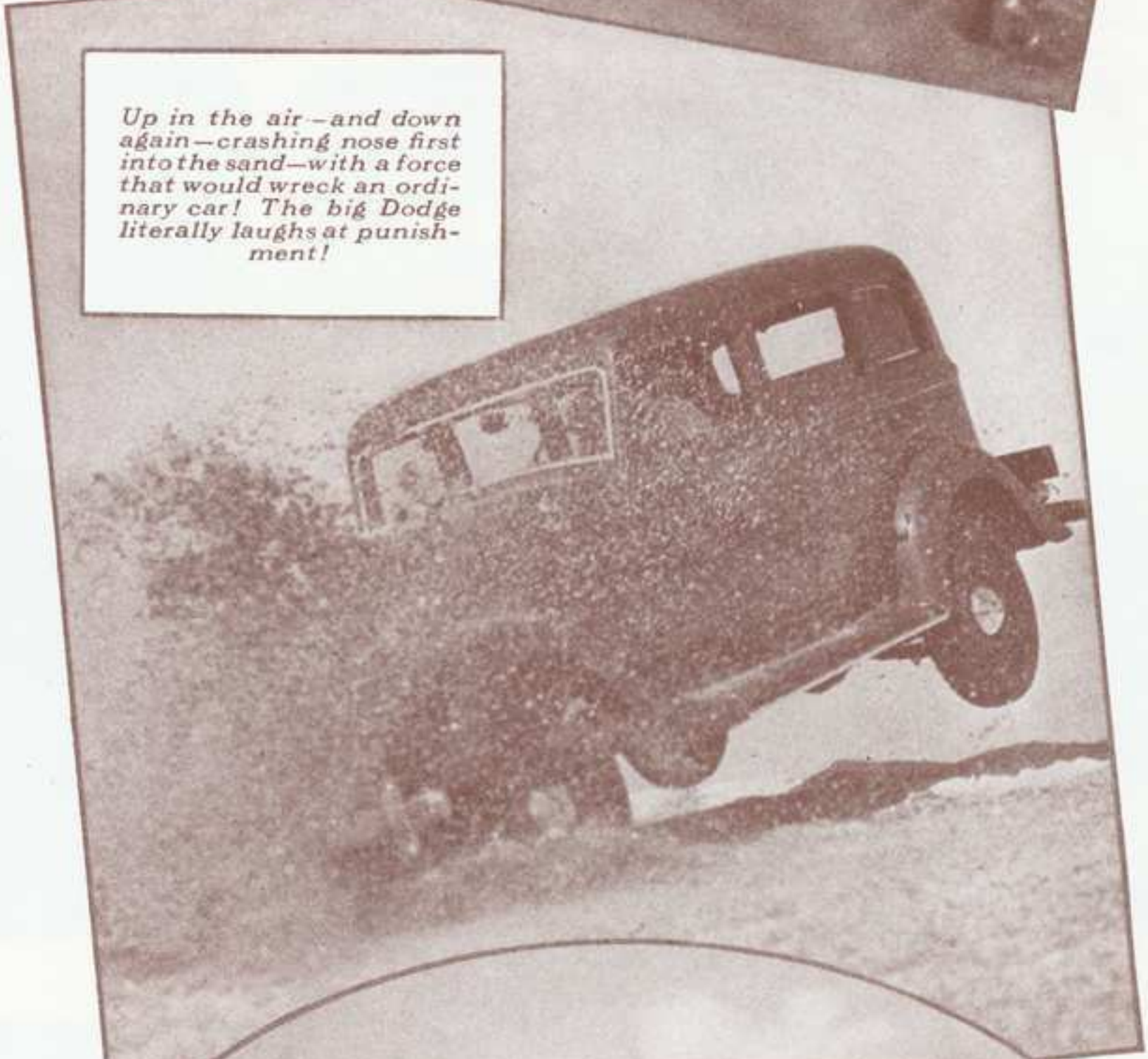


*Can nothing stop this powerful Dodge? Up to its hub caps in water and sand—but it plows right through and likes it! More proof of Dodge stamina!*





*What a bear-cat for climbing! Steep hills—even over the bumpiest going—can't stop the big Dodge. What convincing evidence of the great power that lies beneath its beauty!*



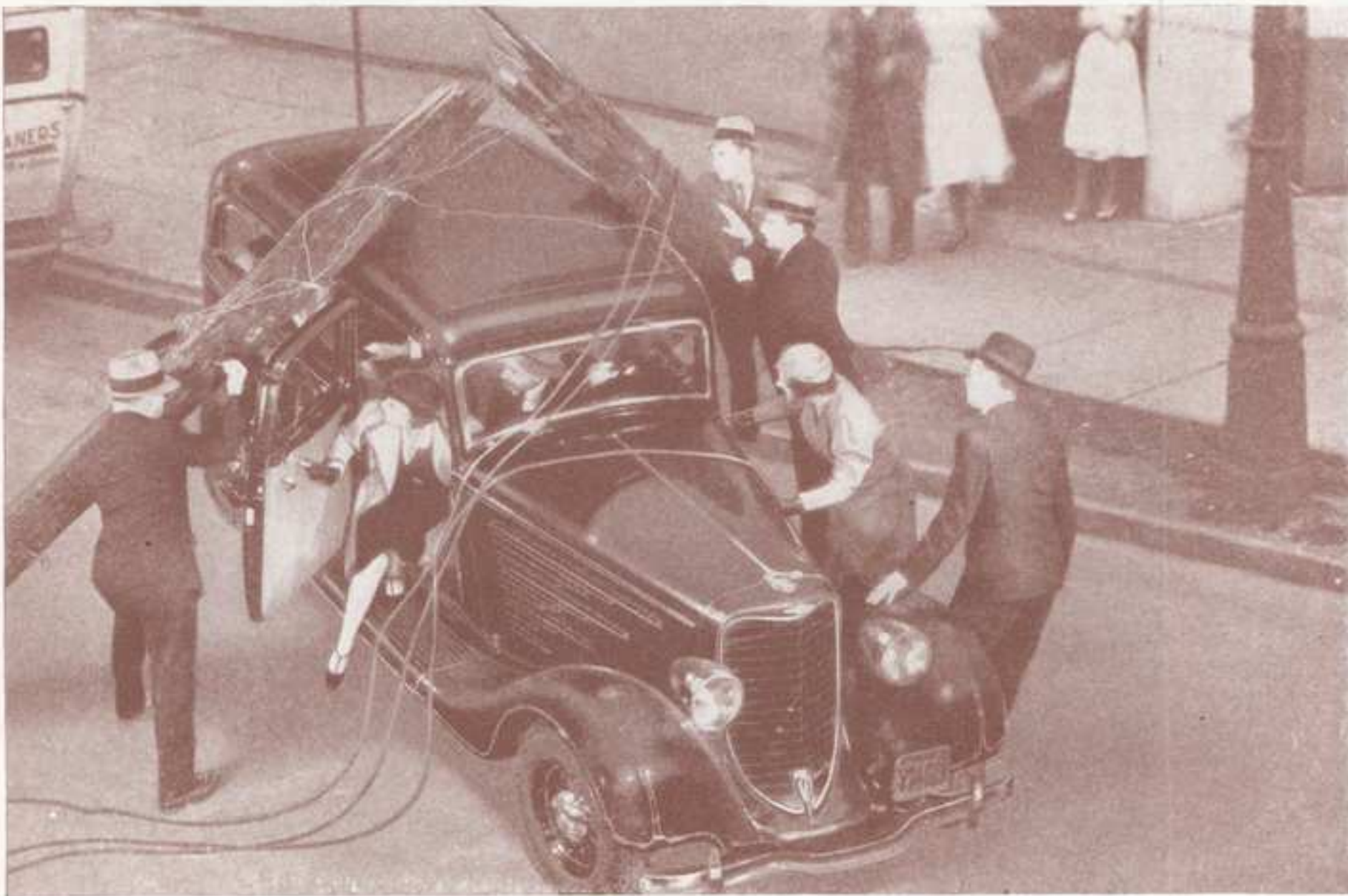
*Up in the air—and down again—crashing nose first into the sand—with a force that would wreck an ordinary car! The big Dodge literally laughs at punishment!*



*More proof that the big Dodge can "take" it! Sand, mud or water—no obstacle seems to bother the powerful Dodge. Power—ruggedness—stamina—beauty! What a car!*

# ENGINEERS DECLARE DODGE ONE OF WORLD'S SAFEST CARS!

## MILLIONS SPENT TO GIVE YOU MODERN SAFETY—AT NO EXTRA COST!

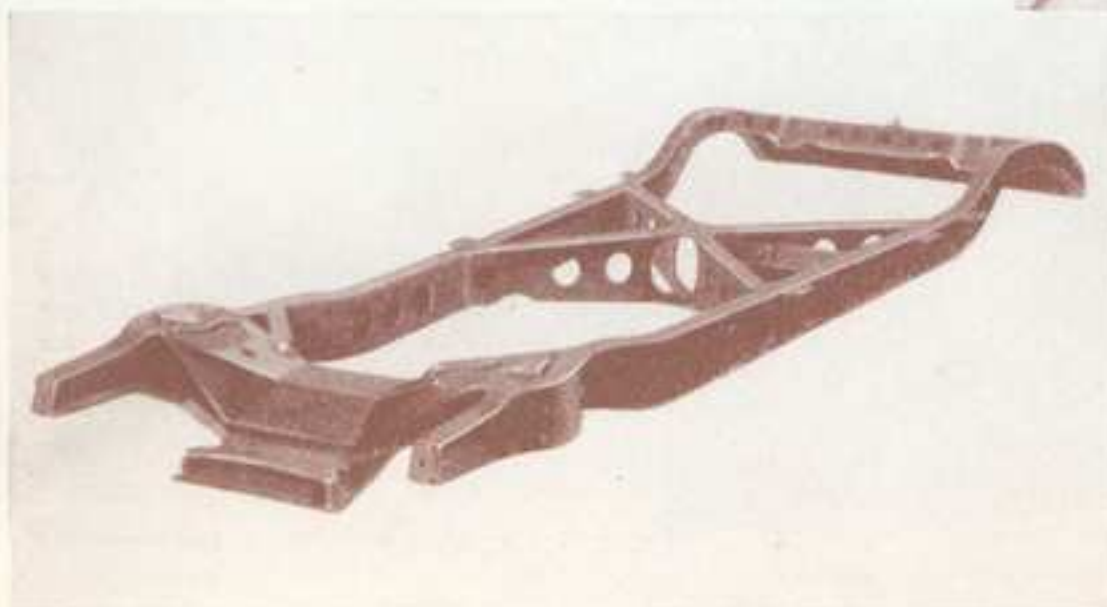


The all-steel safety body in the new bigger Dodge is the safest body engineers can build. Its strength is your unfailing protection against accident

EACH year's new cars bring new styles . . . new improvements—just as Dodge does. But where others fall hopelessly behind in the most vital factor of automobile *engineering*, Dodge forges ahead—giving you a smart, rugged car that's as modern in safety as it is in other features.

Speed is the order of the day. Streets and highways are choked with traffic . . . so safety is the most essential thing you should look for in the next car you buy. Even though you may be a careful driver, there is always the "other fellow" to look out for. The safety of your family and yourself demands the protection that is built in to every Dodge car—at no extra cost to you!

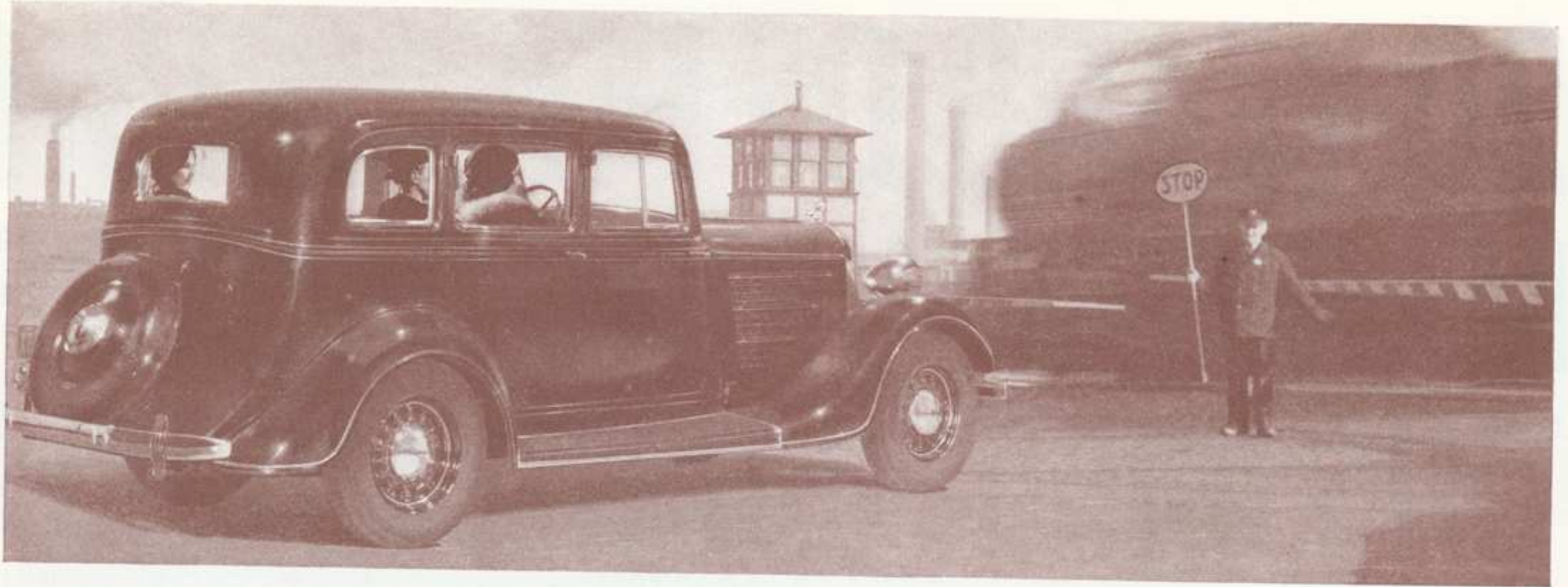
Here is the double-drop, X bridge-type frame that is the basis of Dodge safety. It is ten times more rigid than ordinary frame construction—won't bend or twist. And it brings the Dodge low to the ground. You can take the sharpest curves and turns with safety—and without great sacrifice of speed



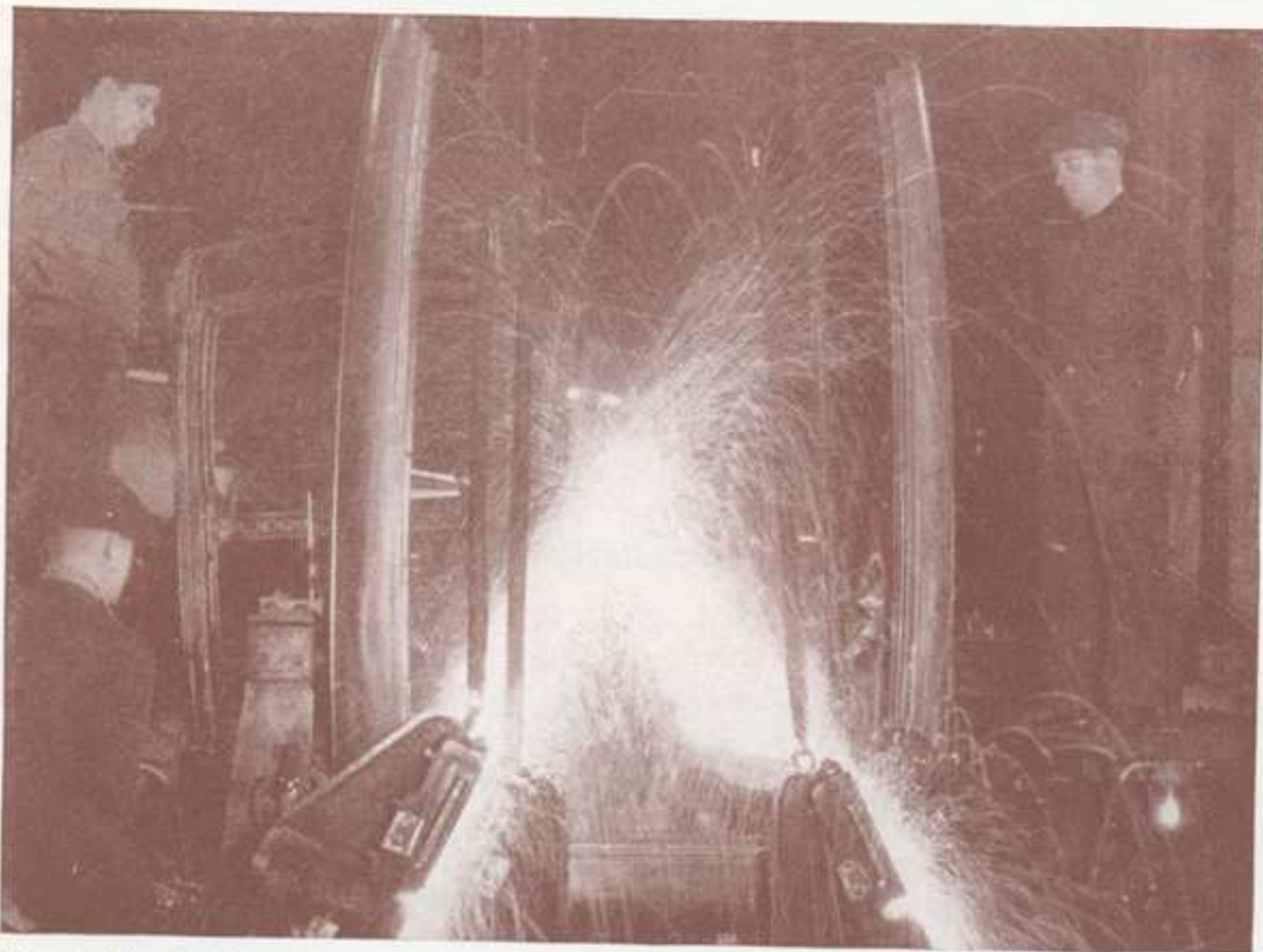
**A DANGER SIGNAL!**—When a car leans going 'round a corner it's top-heavy. Its so-called "center of gravity" is higher than it should be. So . . . it keels to one side—and you keel with it. There may be danger in a car that tilts too much

**THE SAFE WAY!**—You can take sharp curves with safety in the new Dodge Six. For Dodge has a double-drop frame which gives it a safe low center of gravity. This is an X bridge-type frame, too—ten times more rigid than ordinary frames

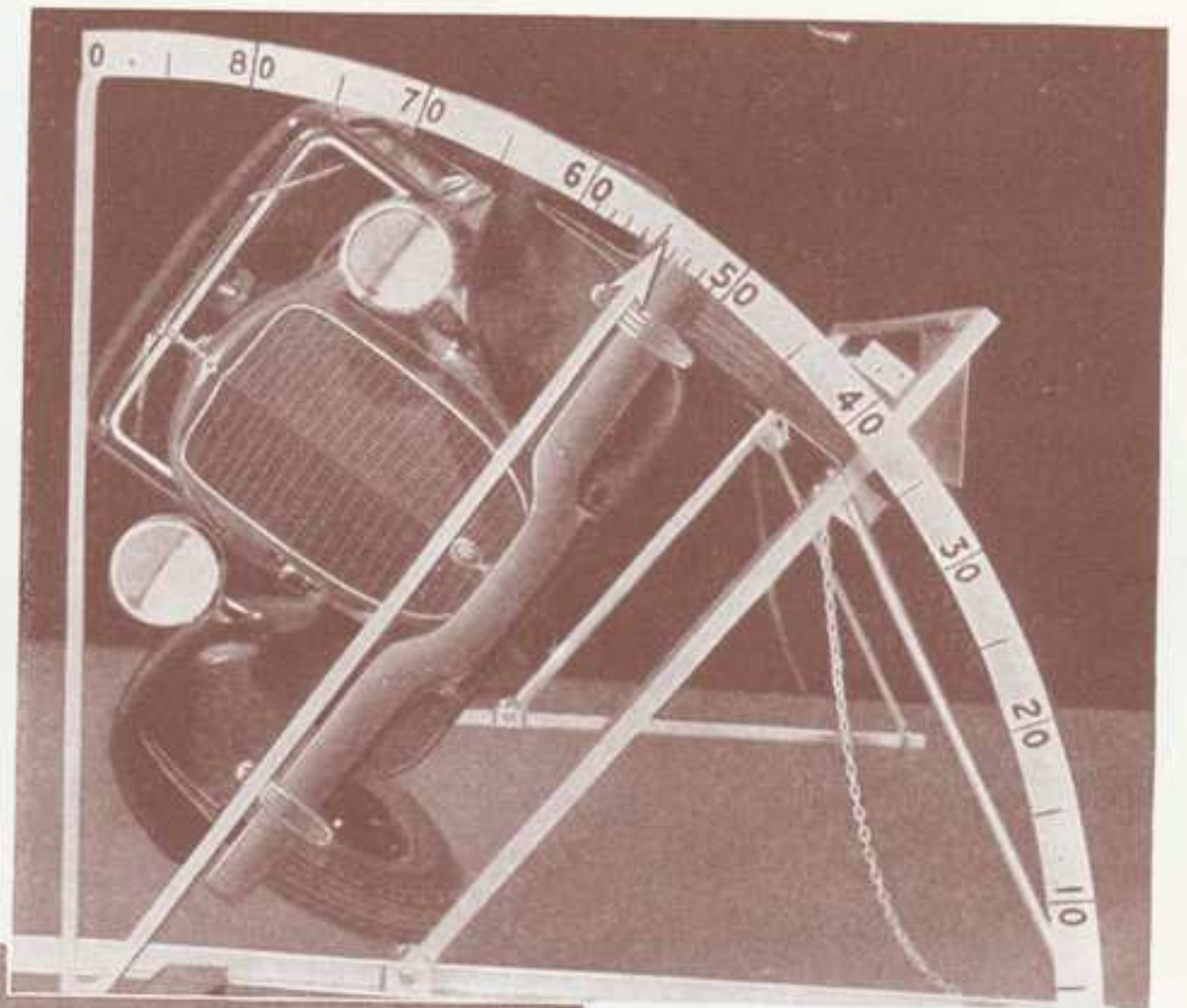




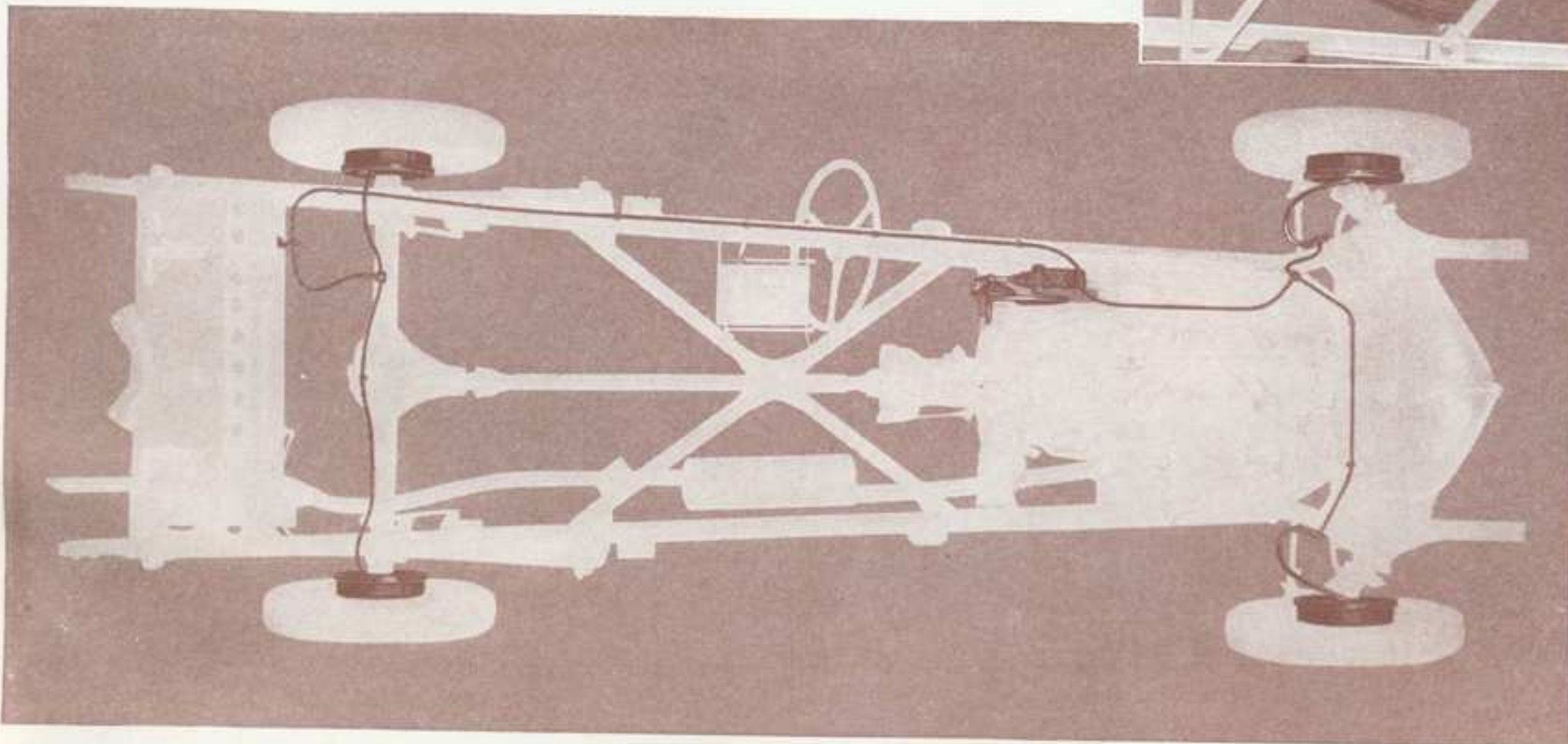
When you want to stop—you can always depend on Dodge hydraulic brakes. They work instantly, with the slightest pressure of your foot. You don't have to "jam" on hydraulic brakes to get immediate response. They come to an easy, even stop. Always equalized, the wheels don't swerve and throw the car out of line. Less chance of skidding



Here's the Dodge all-steel safety body being electrically welded into what is in effect one solid piece of steel. There are no bolts or screws to work loose and cause rattles and squeaks



This is the protection the Dodge double-drop frame gives you. Even though the car is tilted 'way over to an angle of more than 45 degrees, it can't tip over! The low center of gravity keeps it upright

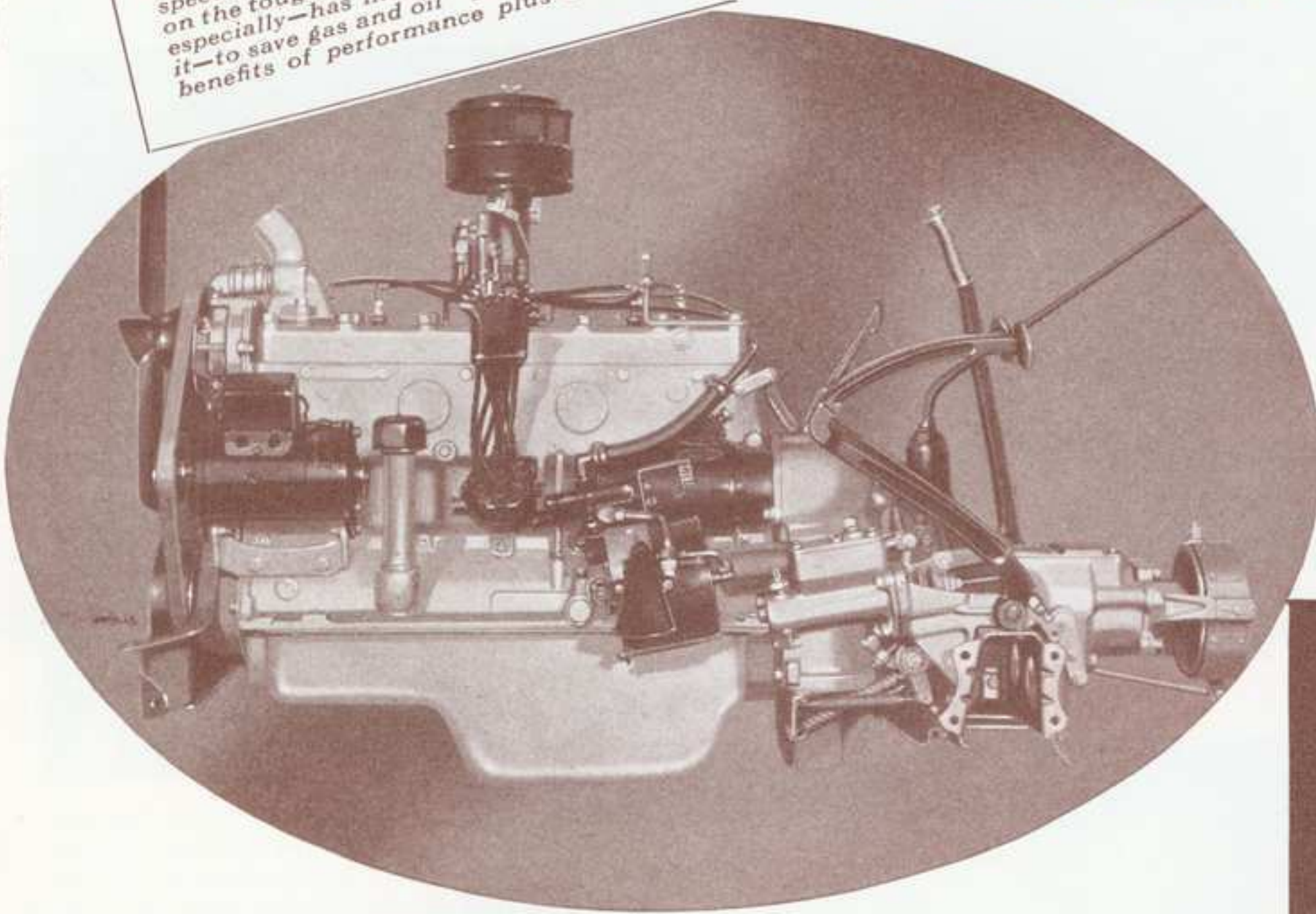


See how simple hydraulic brakes work! No complicated mechanical parts to get out of adjustment. No screws, levers, or bolts to need attention. Hydraulic brakes work on a simple, sound physical law: that pressure exerted on an enclosed fluid is transmitted equally in all directions. Just as water seeks its own level, hydraulic brakes are sure to grip each wheel at the same time, with the same force. They can't do otherwise. That's why you always get assured equalized brake pressure in a Dodge. Hydraulic brakes are never out of adjustment

# 20 YEARS OF PRECISION MANUFACTURING BACK OF THIS DODGE QUALITY ENGINE!

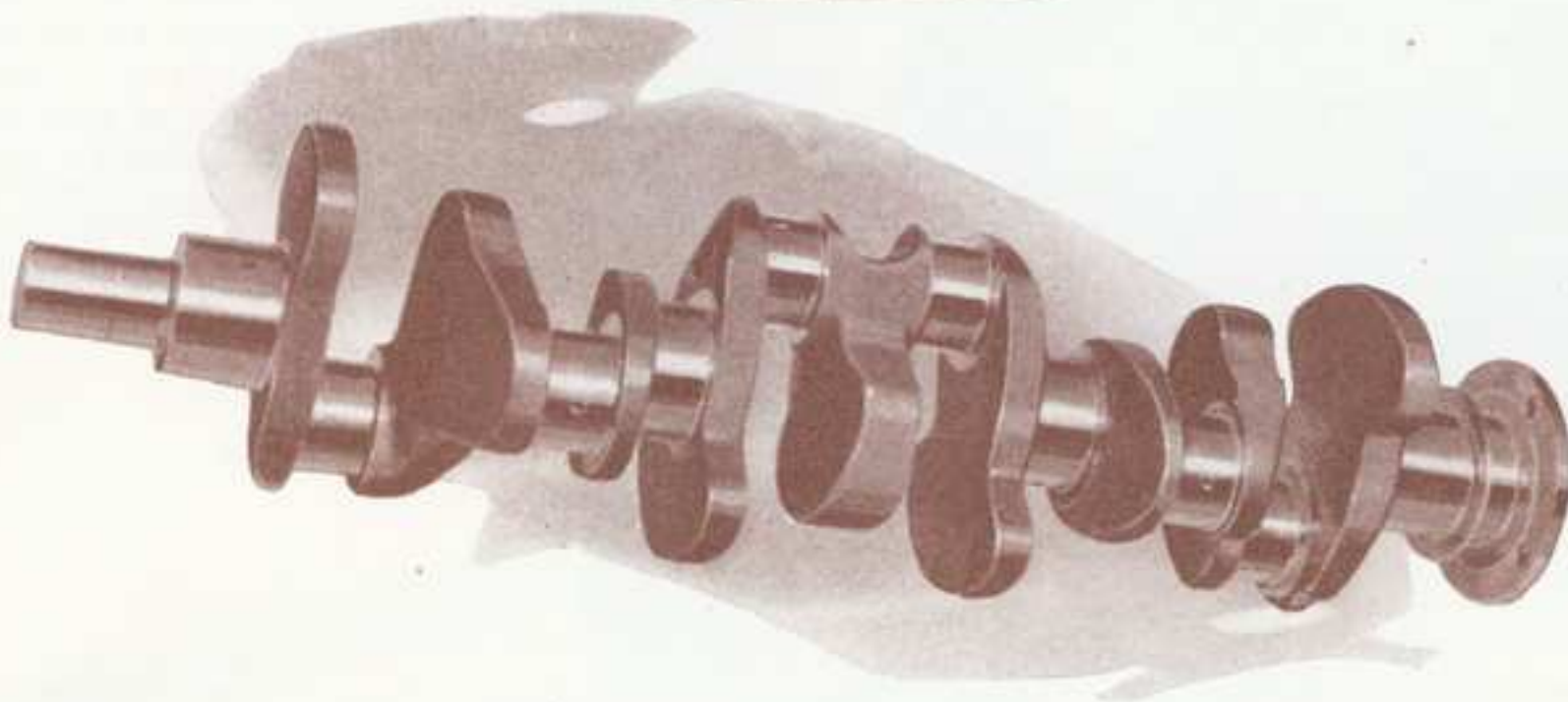
Dodge engineers sweated and fought to give you an engine of unmatched performance. They have done their job well . . . better than even they dared hope. For this new Dodge engine has brilliant speed, sensational pickup, power to spare on the toughest pull . . . yet it is designed especially—has many features built into it—to save gas and oil. You get the twin benefits of performance plus economy!

SKILLED CRAFTSMEN HAVE SPENT THEIR ENTIRE WORKING LIVES BUILDING DODGE ENGINES . . . NOW THE NEW DODGE GIVES YOU THE RESULT OF TWO DECADES OF CONSTANT IMPROVEMENT!



Good automobiles cannot be created overnight. It takes years to build up an organization of trained craftsmen; years to build and equip a thoroughly efficient factory. And that is why Dodge is *the* dependable car!

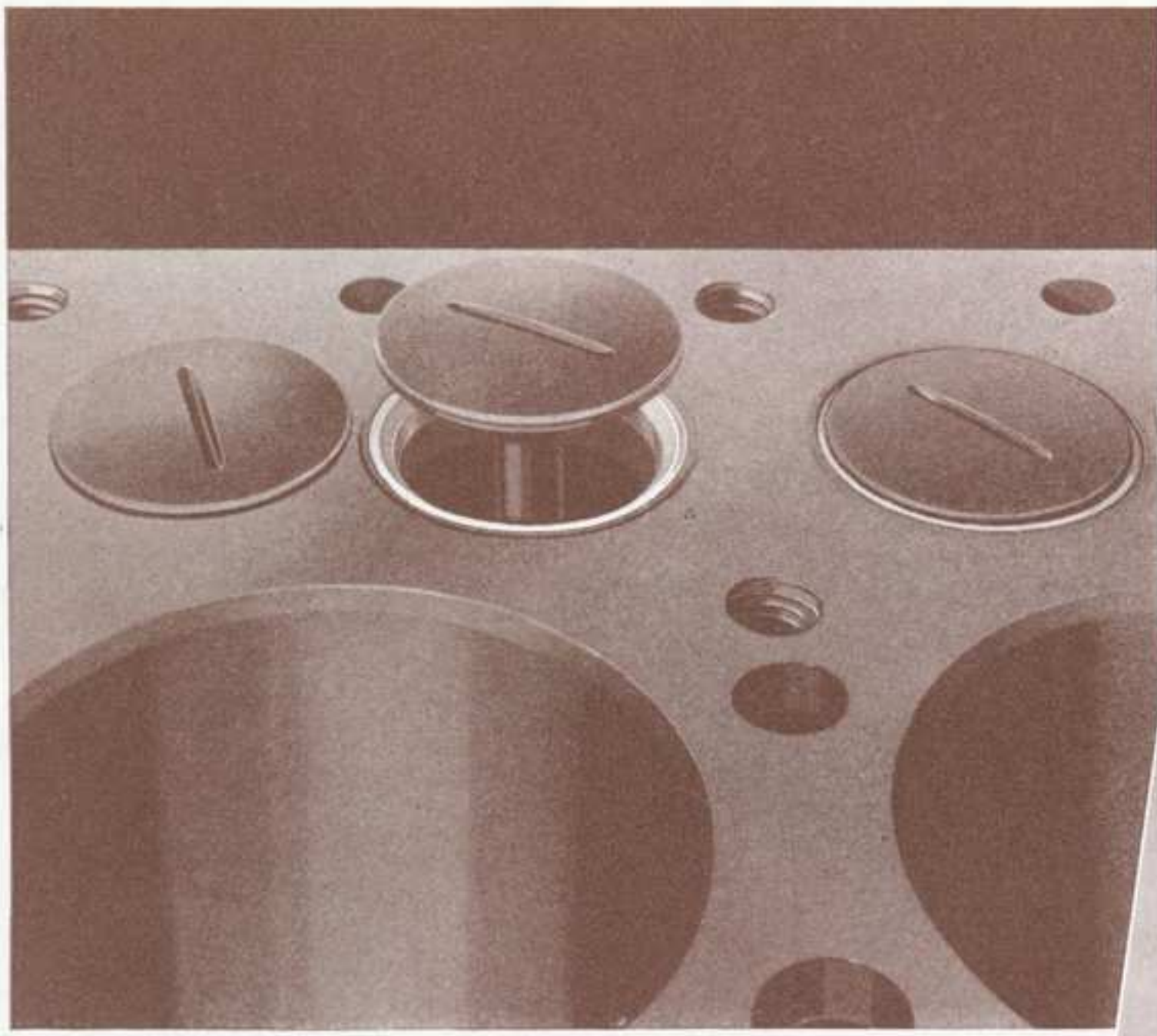
Not only is it the product of modern thinking and planning; not only have modern methods and modern machinery gone into its making. It has back of it twenty years of precision manufacturing; twenty years of experience and training; twenty years of a sound tradition in the building of fine quality motor-cars!



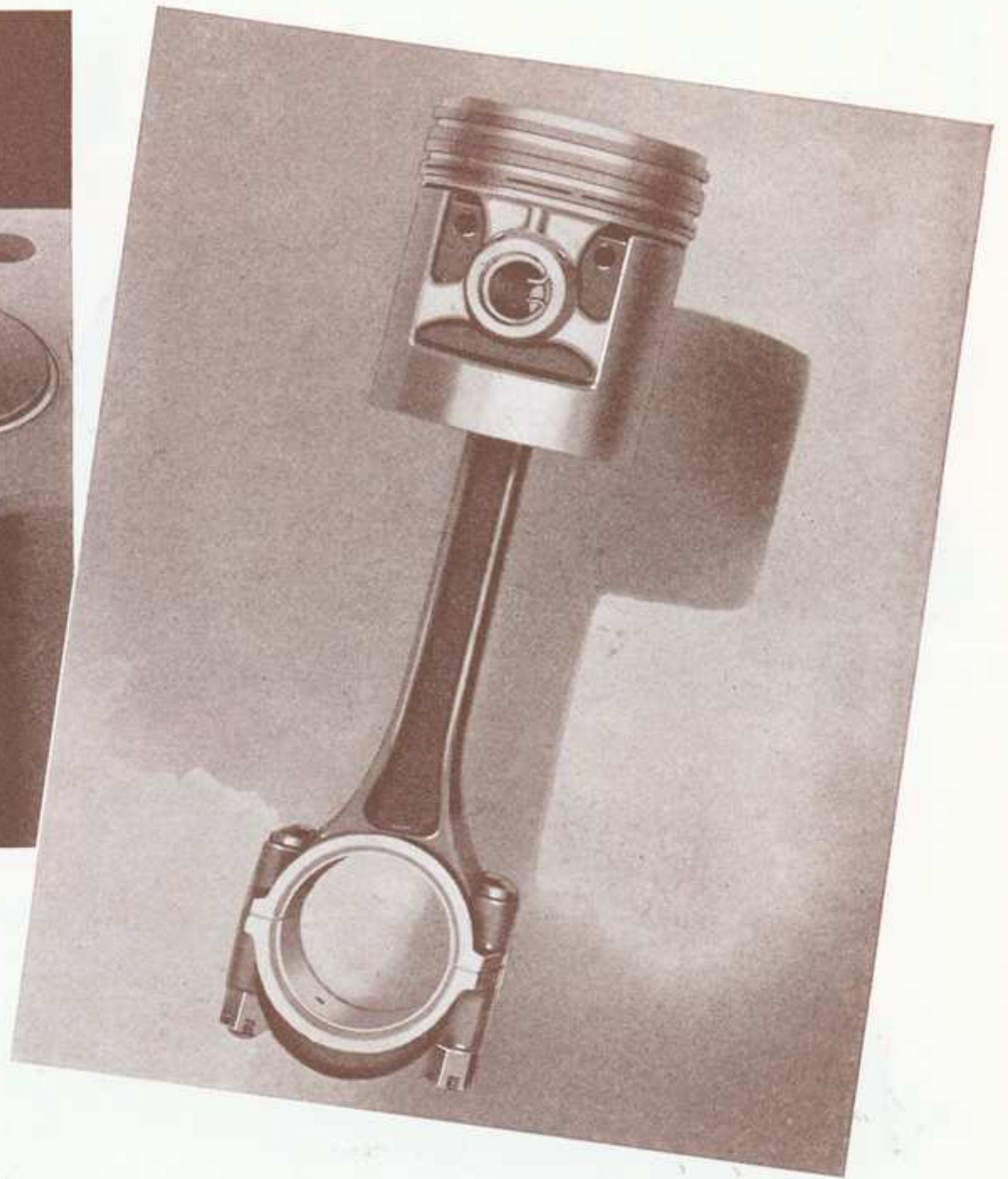
New, stronger, heavier crankshaft . . . is an example of the extra value Dodge has built into this engine. This new crankshaft has four main bearings, seven big counterweights, it's dynamically and statically balanced. Made and finished with watch-like precision, hair-line accuracy . . . so your engine will run sweeter, last longer



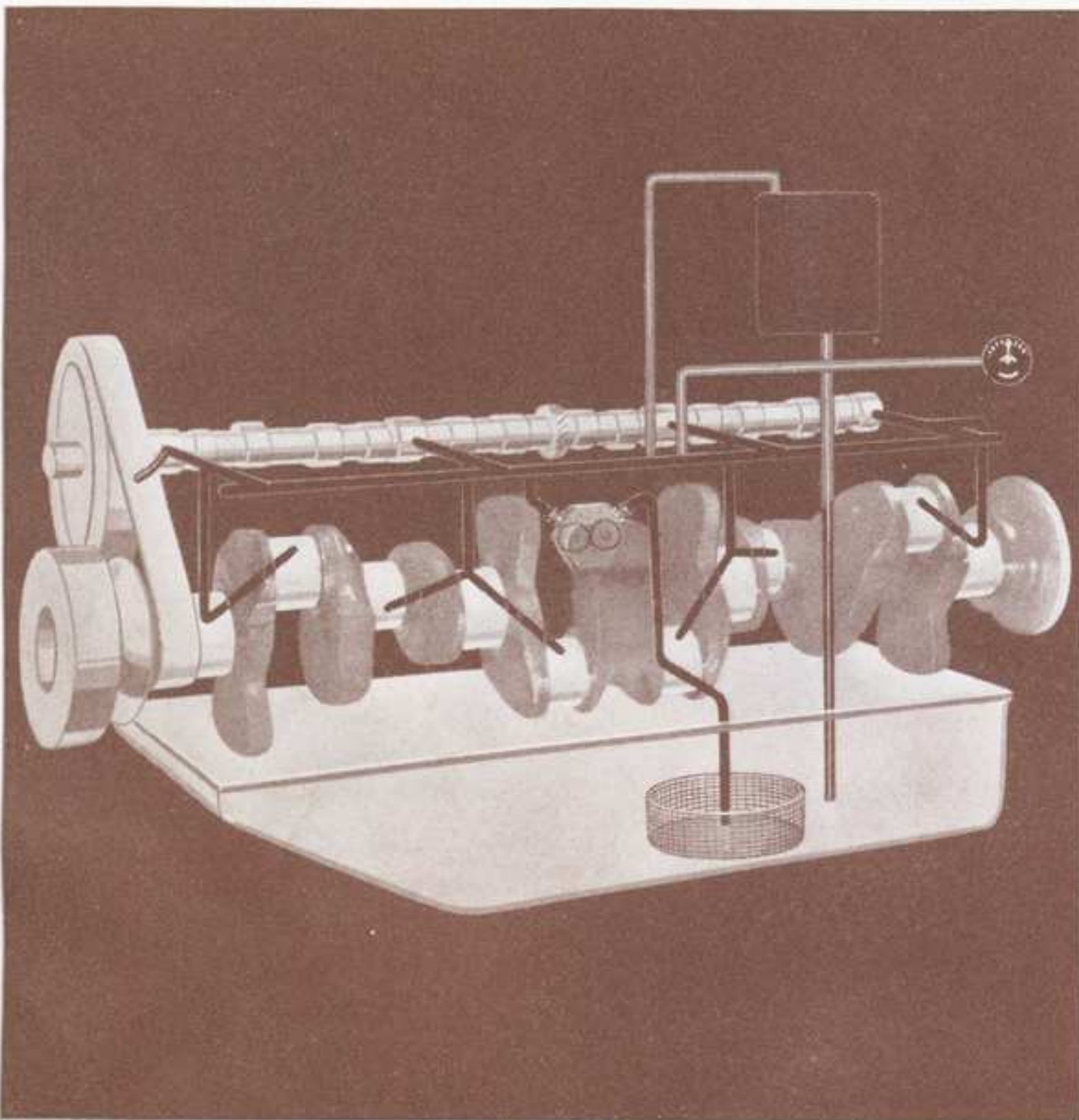
"ALL MY WORKING LIFE HAS BEEN SPENT IN THE DODGE PLANT," says GEORGE A. PALLISTER. "Twenty years ago I came to work here—when motor-cars were not the perfect machines they are today. But even at that early date the Dodge engine was as fine a thing as you ever saw made. And every year I've watched it made better and better. The engine in the 1934 Dodge is the result of all those twenty years of constant improvement."



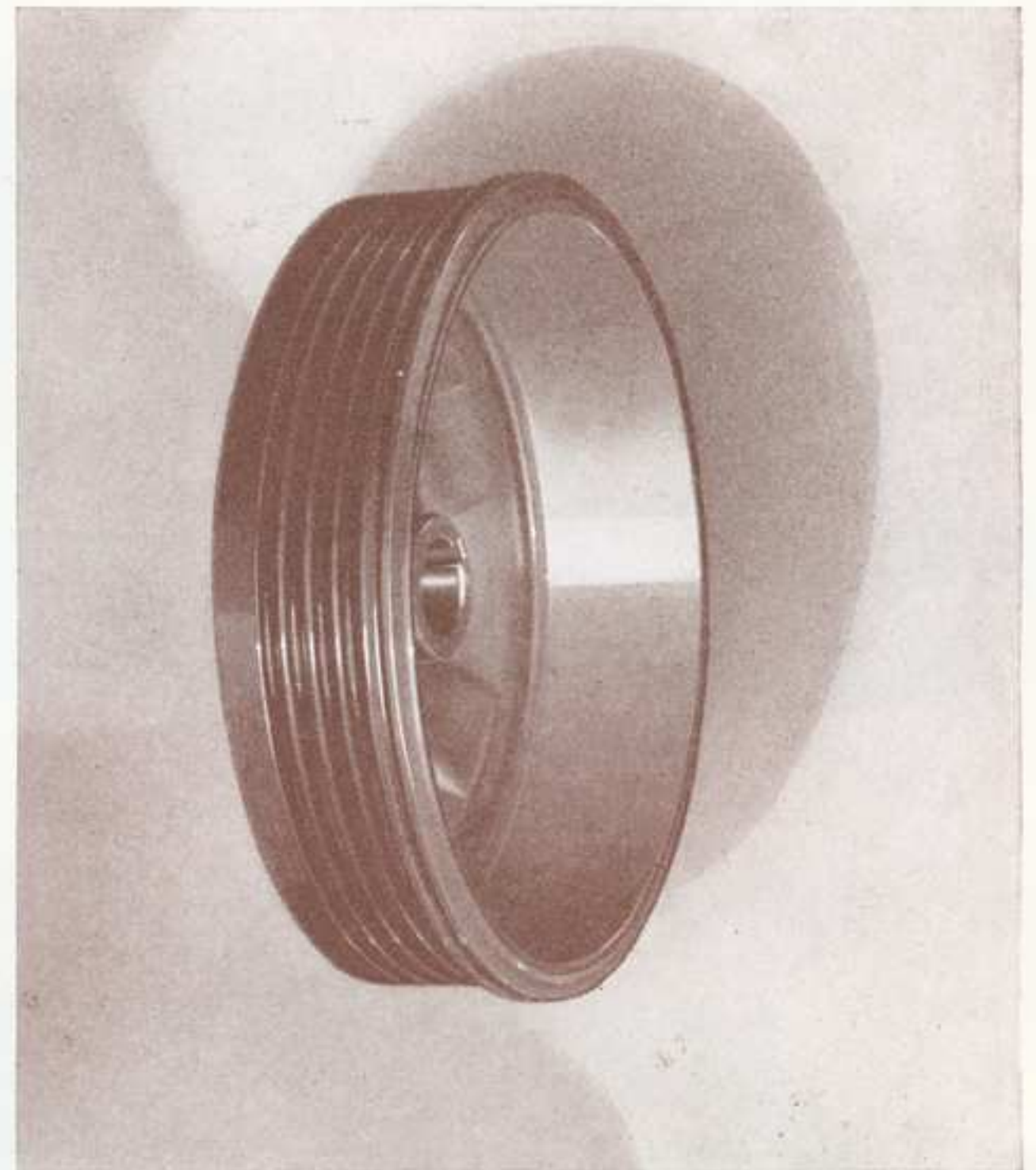
What's a valve-seat insert? And what good is it anyway? Well, look at the little ring, shown in the middle of the picture above, that fits down into the engine block. Then note to the right how the valve fits down into it. These little rings are hard, tough, polished alloy steel, tremendously harder than the iron engine block. That makes valves fit snugger, "seat" better. So you save gas. Also, these rings won't pit and burn like engine block iron. So valve grinding is postponed almost indefinitely. Of course that saves money for you! Now note valve at left—without inserted seat. Wasteful of gas... money!



Steel-strut, aluminum pistons—pictured above—with four piston rings instead of the usual three, are another feature Dodge gives you to save gas and oil, cut upkeep expense



You never see the perfected full-pressure lubrication system built into your car—but it's there! At work all the time! Constantly oiling every bearing. Eternally guarding your motor and prolonging its life. Block lines in diagram above indicate how it works

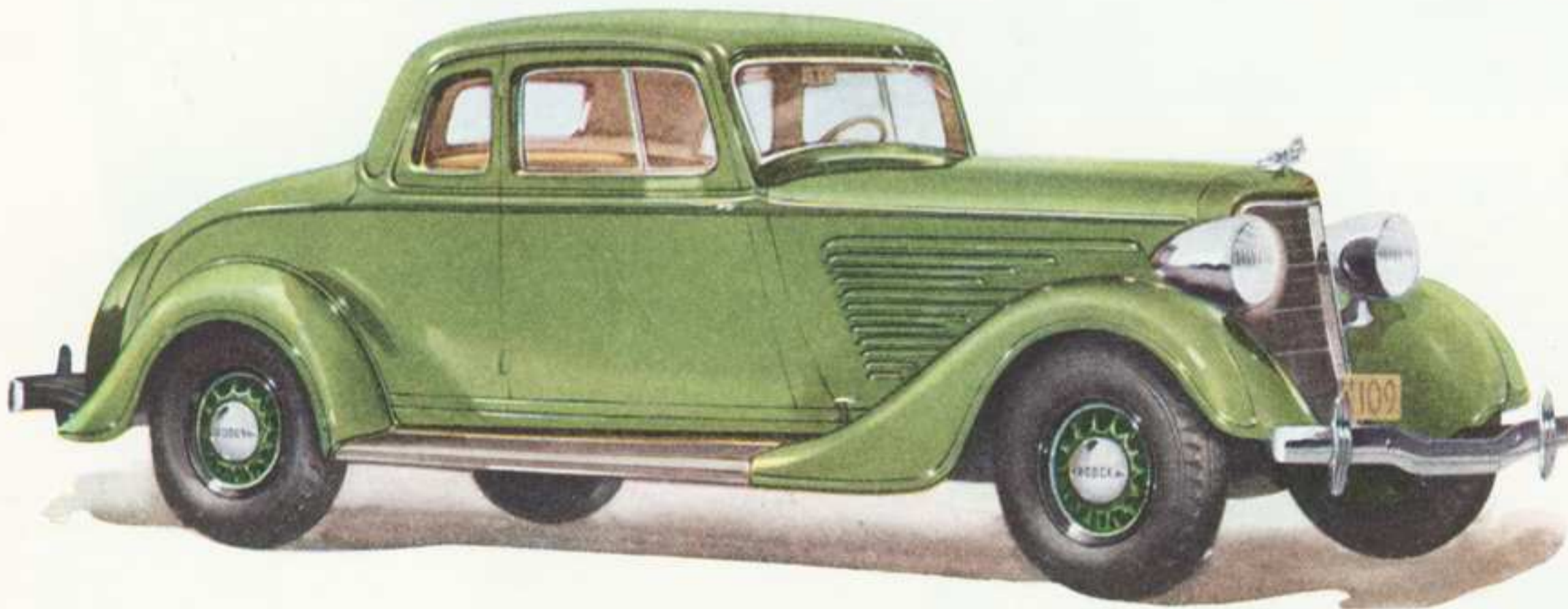


Cast-iron makes brakes take hold smoother, better . . . than pressed steel. So Dodge gives you cast-iron braking surface in Dodge brake-drums. Also in picture above note the "ribs" that help to dissipate heat. Cast-iron makes brake-bands wear longer, so relining expense is less

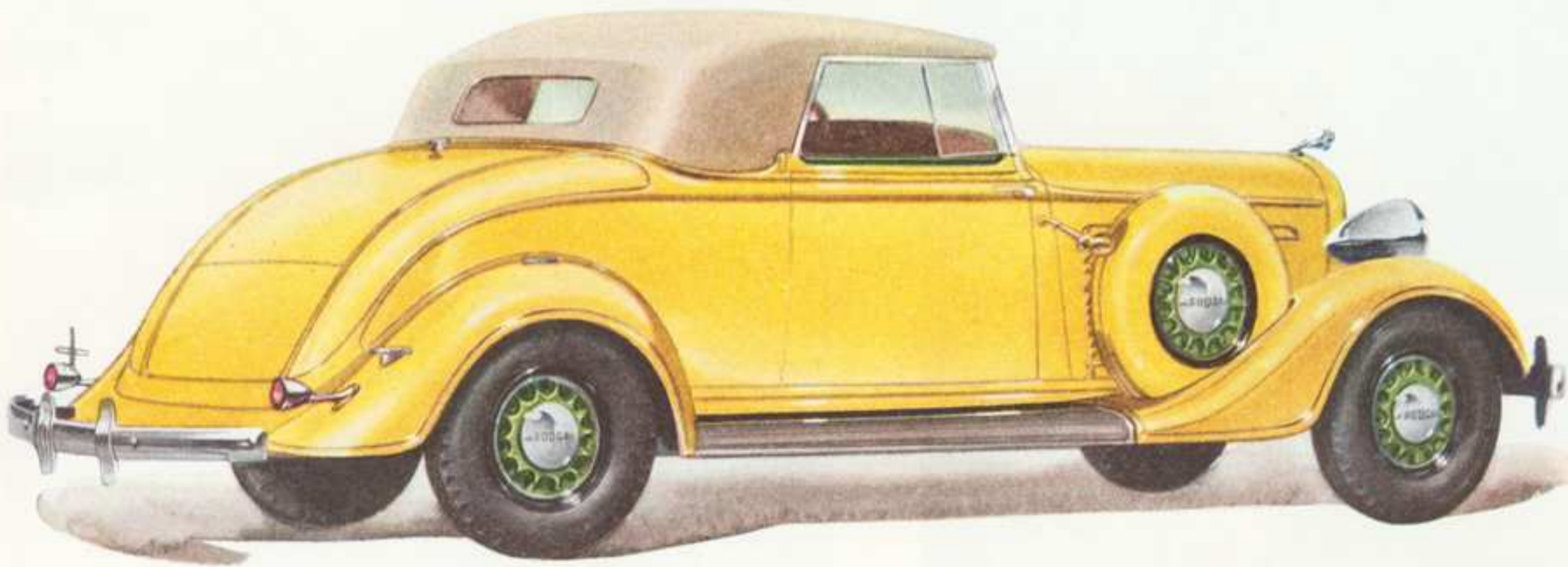
# HERE THEY ARE! THE



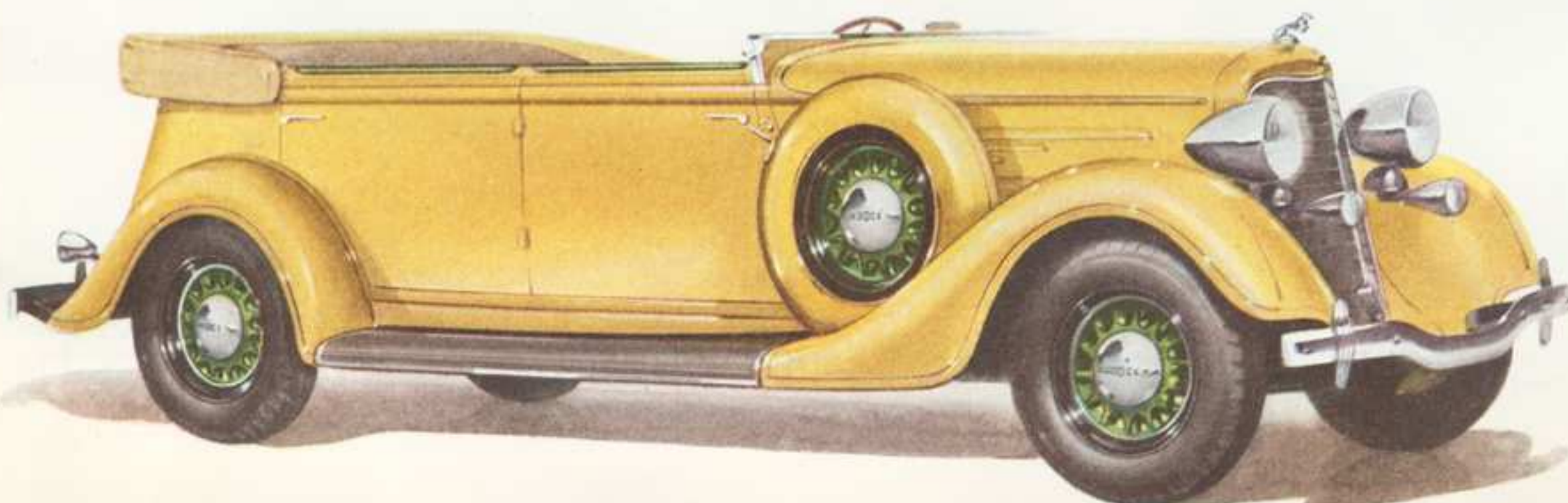
*The*  
TWO-DOOR  
SEDAN



*The*  
COUPE



*The*  
CONVERTIBLE  
COUPE



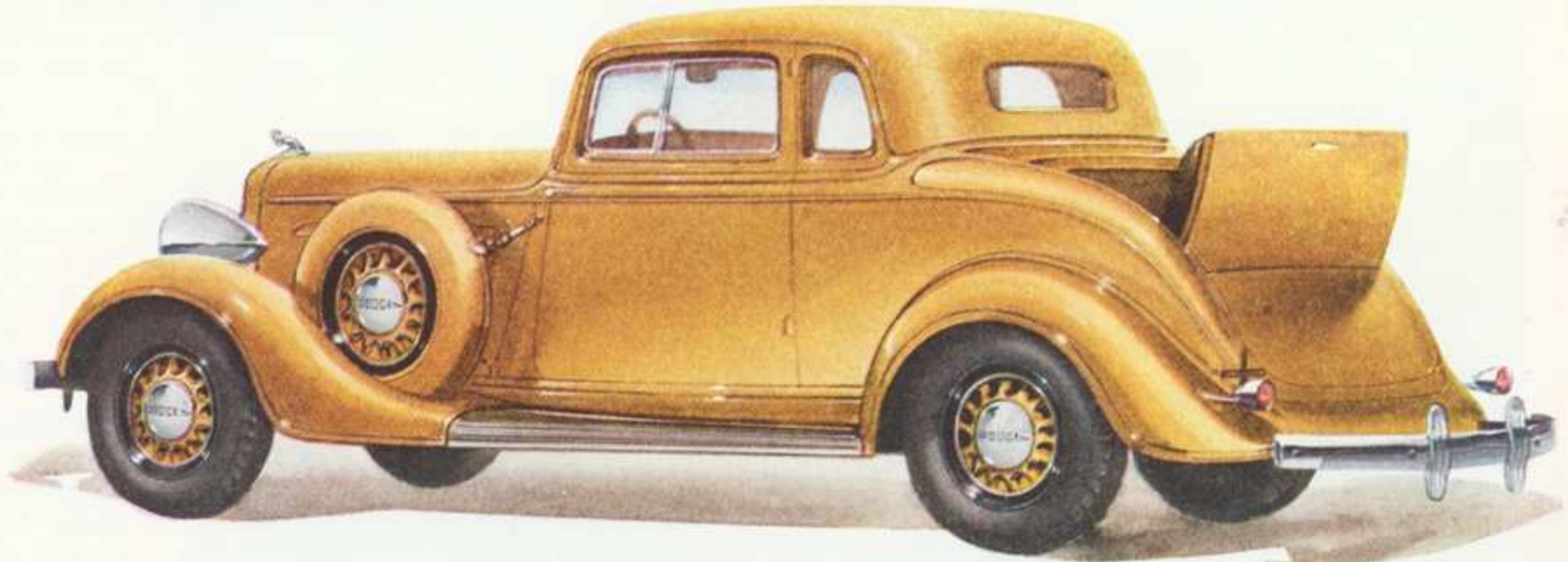
*The*  
SPECIAL 121  
CONVERTIBLE  
SEDAN  
*Top down*

# DODGE WINNERS FOR 1934!

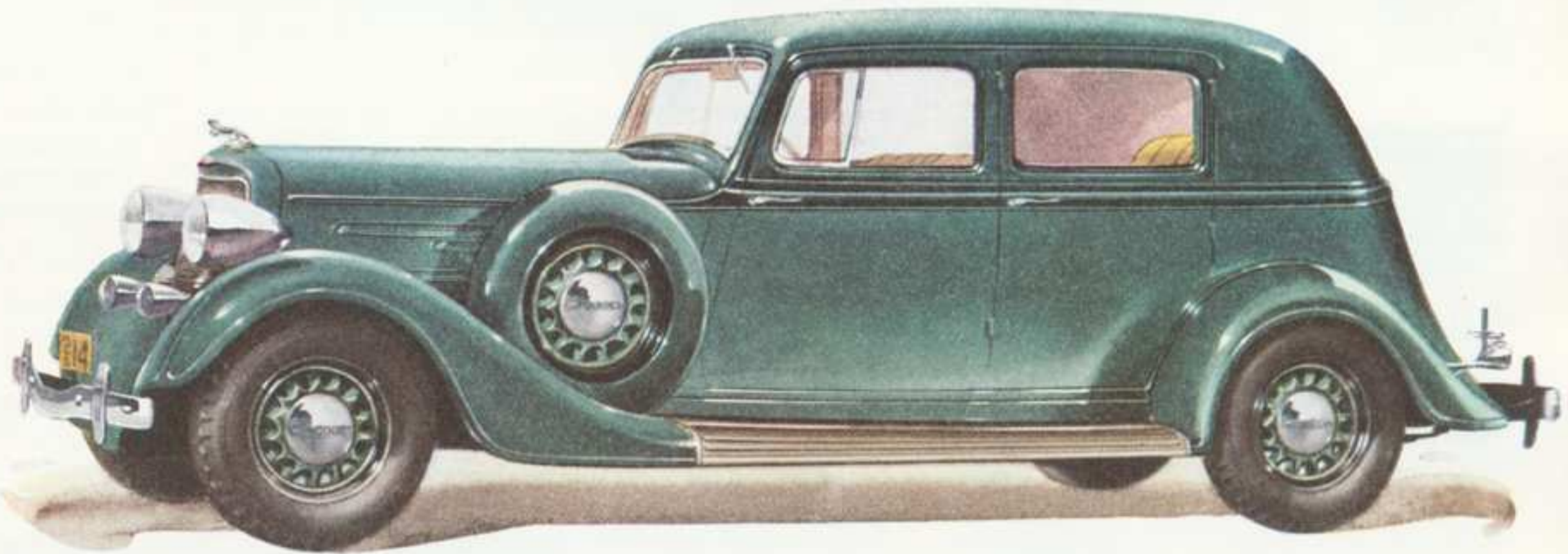
*The*  
FOUR-DOOR  
SEDAN



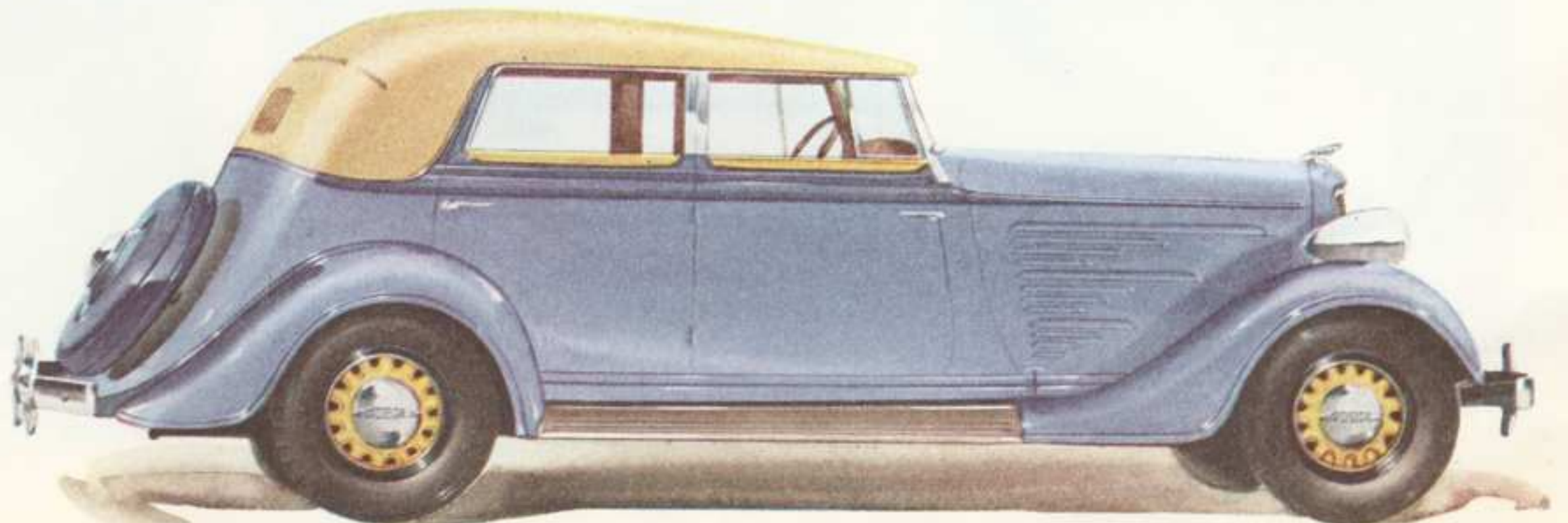
*The*  
COUPE WITH  
RUMBLE  
SEAT



*The*  
SPECIAL 121  
BROUGHAM

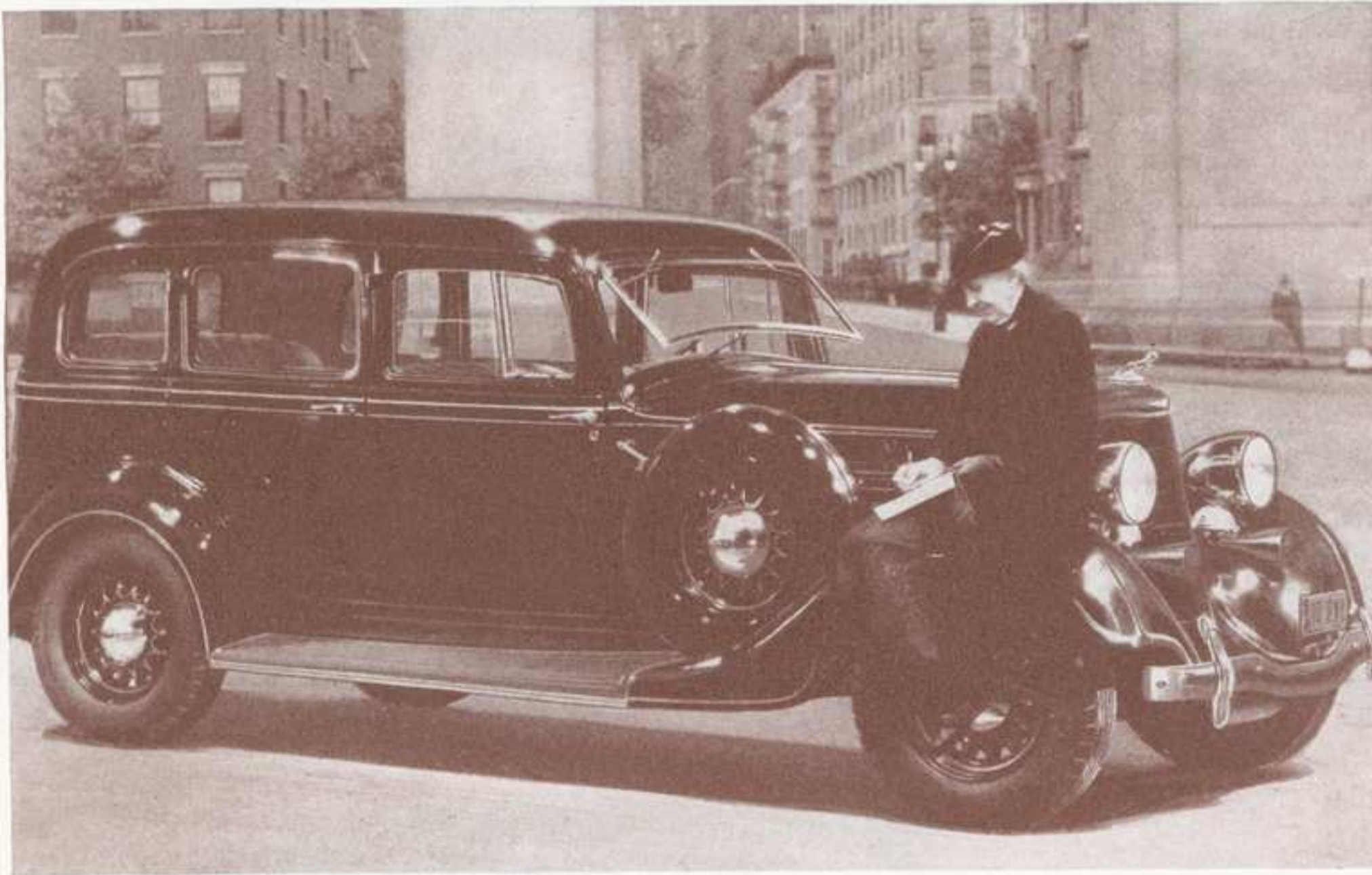


*The*  
SPECIAL 121  
CONVERTIBLE  
SEDAN  
*Top up*

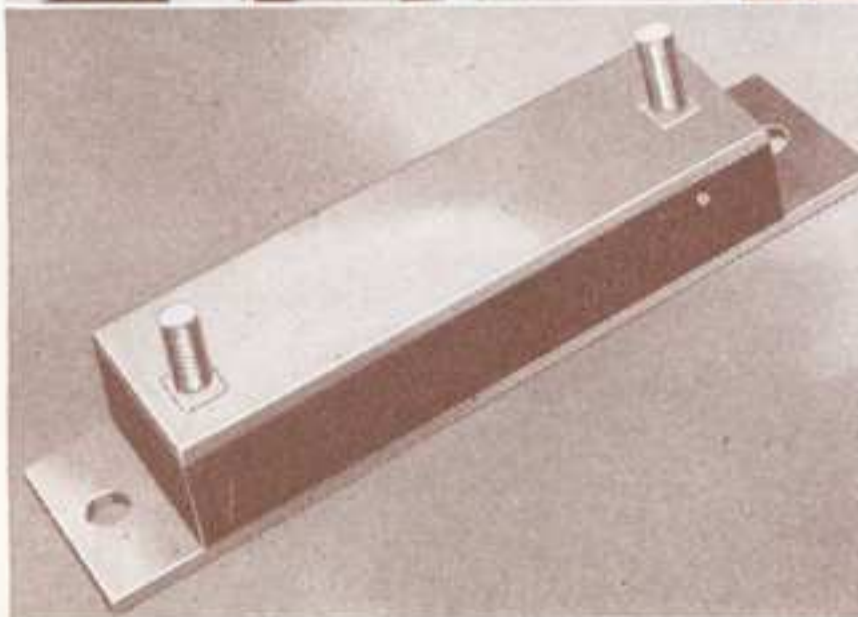
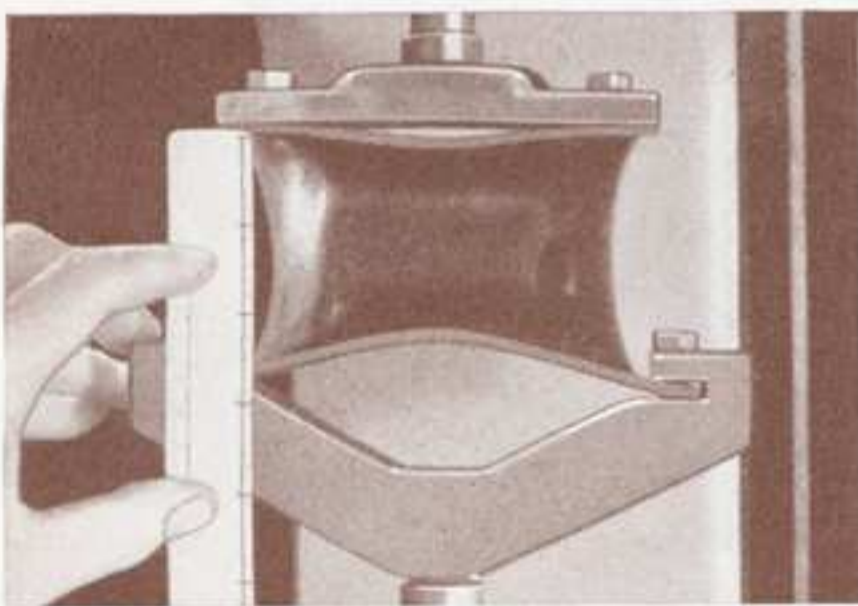


# OWNERS GIVE STARTLING TESTIMONY

OTHER DEVICES FOR SO-CALLED "VIBRATION-CONTROL" CAN'T BE SATISFACTORY! THEY ONLY IMITATE — DO NOT EQUAL — FLOATING POWER'S AMAZING SMOOTHNESS! . . . .



*IDA M. TARBELL, famous writer and biographer, shows how engine vibrations—which jar ordinary cars and make them "jitter"—are smothered and absorbed by Floating Power engine mountings. That is why the new Dodge rides so smoothly, so evenly, at every speed. You can drive long distances without fatigue*



*The picture above shows the rubber mountings used by Dodge in Floating Power. It is rubber firmly and inseparably welded to steel. At top: see for yourself how elastic this rubber is. Powerful machines stretch it out many inches—yet it holds, safely, securely*



*Engine vibration in an ordinary car has the effect shown in the picture above. It shakes you, it shakes the car. Hard on your nerves, hard on the*



*car. And here (above) you see how Floating Power overcomes vibration. There's no "jitter," no shaking. You ride smoothly at every speed*

FLOATING POWER engine mountings—fully patented and protected—are the *only* method that has ever been devised to smother engine vibration!

Many cars have put rubber mountings on their engines. But the principle of Floating Power is not merely the mountings that are used—it is the *method* of mounting!

Most engines are firmly anchored to the frame in three—sometimes more—places. Thus every shock and tremor of the engine is carried directly to the frame of the car. With rigid mountings, the effect could not be otherwise.

With Floating Power, however, the engine has only *two* mountings. This permits it to rock exactly as a cradle rocks. Vibration is absorbed completely by the engine—within itself. It never reaches the frame. It can't jar the passengers . . . can't wear on the car.

You can make this simple test for yourself: drive an ordinary car and see how it "jitters," especially at high speed. Then drive a Dodge—see how smooth, how effortless you ride at *any* speed!

Floating Power actually gives you the benefits of more cylinders—yet in Dodge you retain the undoubted economy of a Six.

# ON SMOOTHNESS OF FLOATING POWER

## OUR OWN INQUIRING REPORTER

HE ASKS DODGE OWNERS  
"WHAT DO YOU THINK OF  
FLOATING POWER?"

### Some of the Answers

#### RIDES LIKE A HAMMOCK

"To say I am pleased with my Dodge Sedan is putting it mildly. Rides as *comfortably* as swinging in a hammock—with speed and smoothness.

"I suppose improvements will be added year by year, but to improve this model seems impossible."

O.L.—R. I.

#### BETTER THAN EXPENSIVE CARS

"As you know I have driven a number of the more expensive automobiles and I am truly more than satisfied with this new Dodge and wish to state that I have never driven an automobile with such flexibility of speed, comfort and ease of operation.

"The Floating Power eliminates vibration to such an extent that one does not realize the speed obtained without a glance at the speedometer."

L.H.—Ill.

#### GIVES EASY RIDE

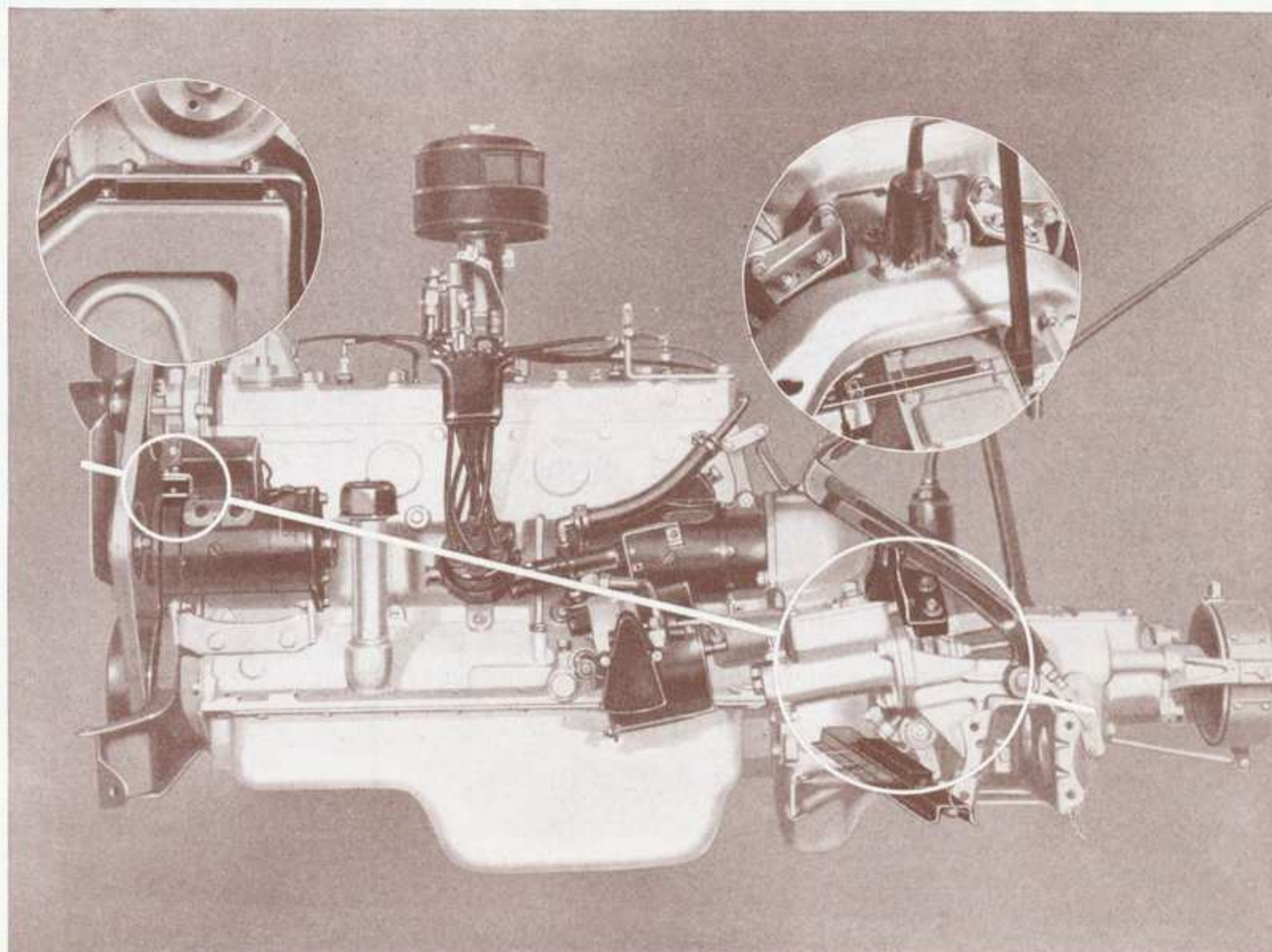
"I forget that my new Dodge Six has an engine. When driving long distances the surge of power is so smooth and the entire absence of vibration and noise gives a new sense of tranquility to mind and body. It has turned the long country trip from a thing of discomfort to real pleasure."

W.L.—Cal.

#### A WONDERFUL IMPROVEMENT

"This is the third successive Dodge car I have purchased from you and the Dodge to me is the last word in ease and smoothness of driving power together with perfect control at all times. Floating Power is indeed a wonderful improvement."

H.L.—N. J.



#### LENGTHENS ENGINE LIFE

"I have one of your Dodge Coupes which has at this time run 78,847 miles and has never had the valves ground or the carbon cleaned. In fact it has never had the head off nor the pan off. It has the same timer-chain, universal joints, fan belt and brake-shoes that came on the car."

W.M.—Okla.

#### ECONOMY PLUS EASY-RIDING

"I bought a Dodge Sedan about two months ago after driving a \$3,000 car for several years and I just thought you would be interested in knowing that after driving this Dodge car approximately 3,000 miles, I have averaged around eighteen miles per gallon which is certainly very gratifying. This was such an improvement over what I had been accustomed to that I just could not help writing you about it. The best part of all is that I am getting the benefit of this economy in addition to much greater riding comfort and the ease with which the Dodge car handles is vastly greater."

A.J.W.—Ohio

#### "ADS" NOT STRONG ENOUGH

"I have read periodicals voicing the 'Floating Power,' but today really convinced me that your advertisements did not fully put it across to me . . . the sensation of smoothness is amazing."

E.H.—N. Y.

#### SMOOTH AT 20 OR 70

"I consider this the smoothest automobile I have ever driven, regardless of size and price. The motor is so smooth, due to the patented 'Floating Power,' that the car performs as well, and with as little vibration, at 70 miles per hour as at 20."

I. G.—Tenn.

#### SPEED IN COMFORT

"Here's my experience with Floating Power smoothness: During a recent trip, I had been driving between sixty-five and seventy miles an hour and had to cut my speed down to about fifty miles

on account of traffic. My wife leaned over the front seat and said, 'Why are you creeping along like this? We don't have all day to get there.' This was quite a revelation to me, as in recent years when making a trip, if I should drive over forty-five miles an hour, my wife would be so nervous she could hardly sit in the car."

J. D.—Colo.

#### SO SMOOTH . . . CAN'T TELL WHEN ENGINE IS RUNNING

"In February of this year I purchased a new Dodge and every time I drive it, I am more pleased with the smooth performance of this car. The Floating Power principal of this engine makes driving an ever-increasing pleasure. During the first few weeks I was constantly watching the oil gauge, as the pressure indicator of the oil gauge was the only indication I could get as to whether the engine was running or not."

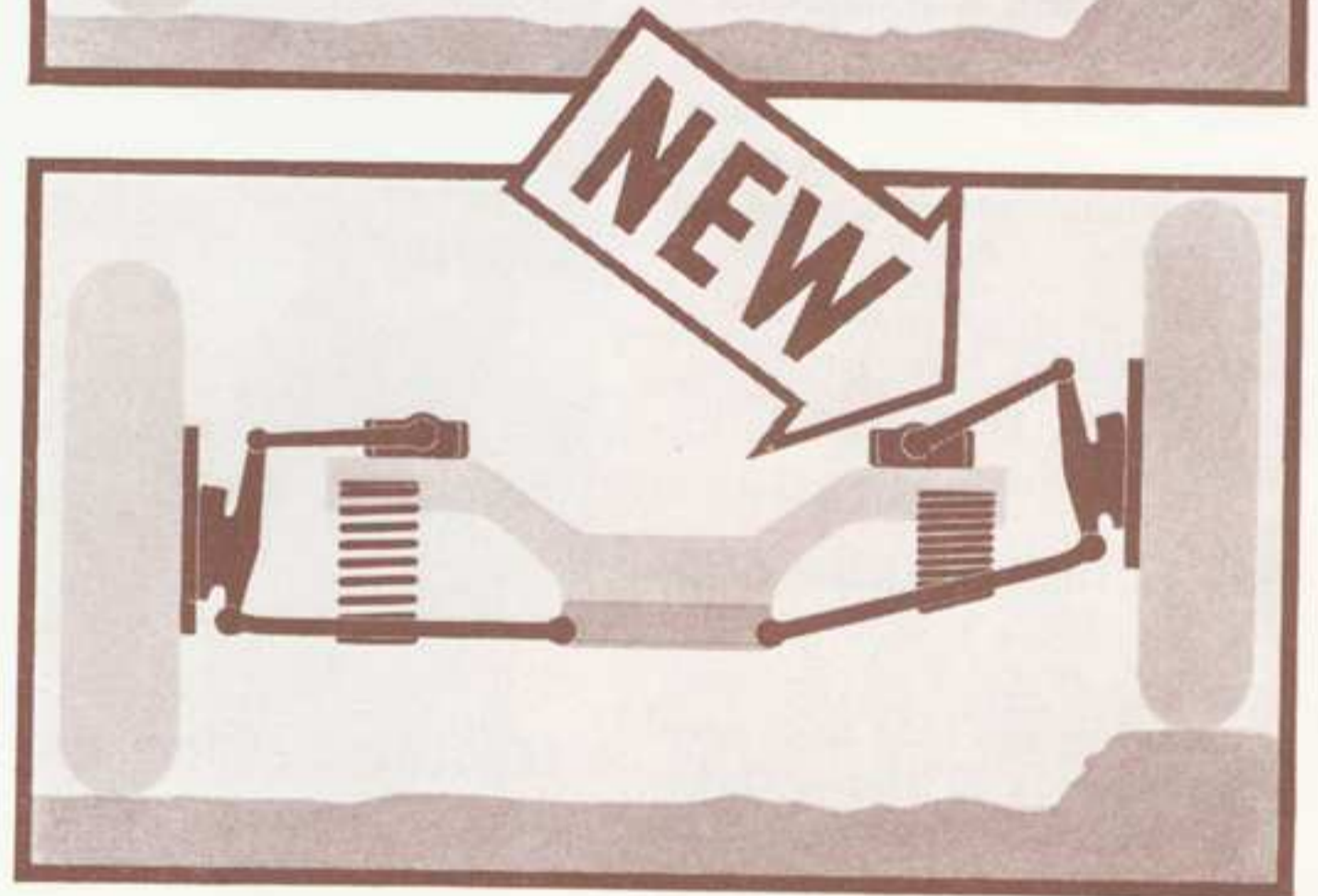
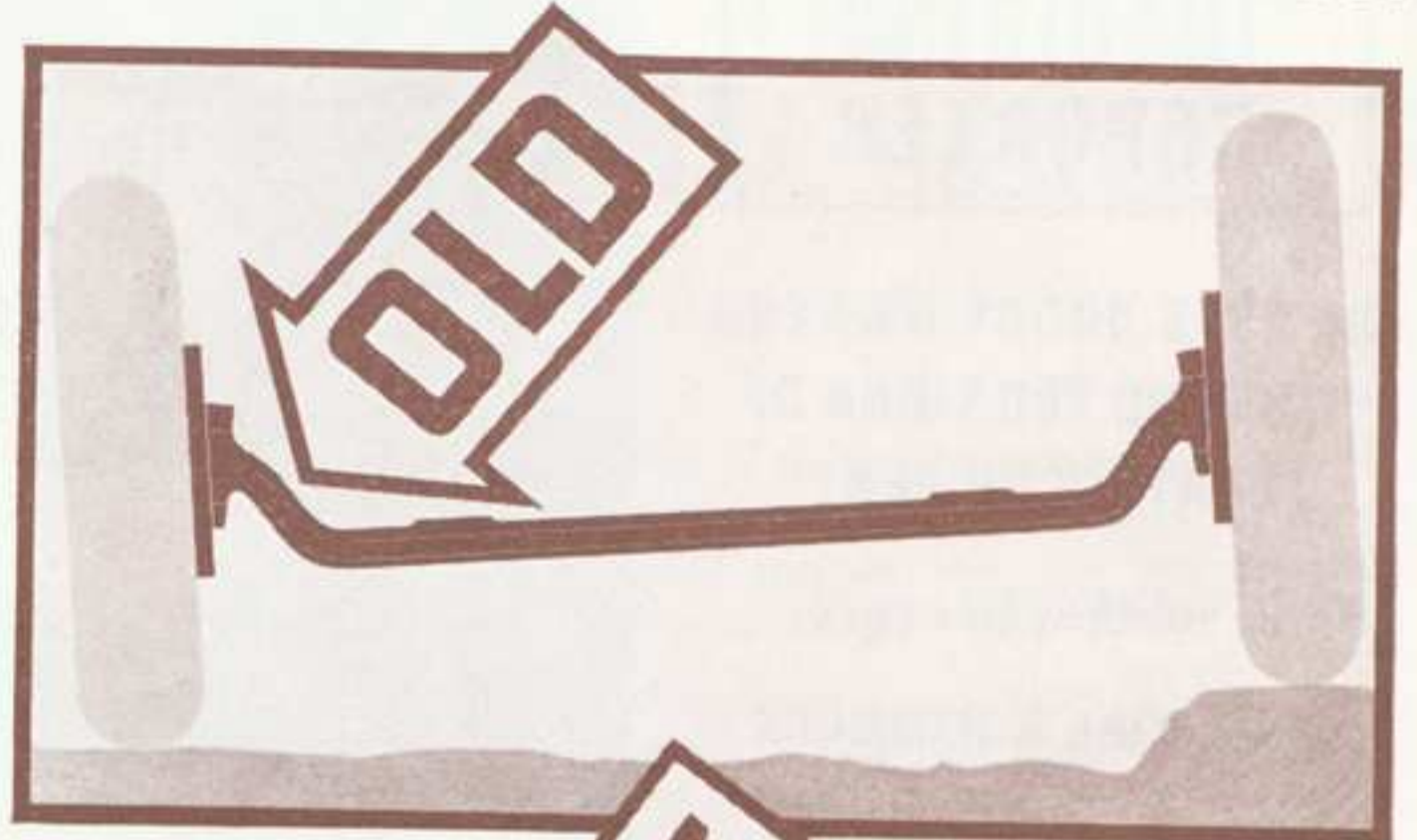
C.B.—Cal.

# DODGE OFFERS MOST SENSATIONAL FEATURES EVER FOUND IN LOW PRICED CAR!

NEW DODGE "FLOATING-CUSHION" WHEELS PLUS CROSS-STEERING AND FLOATING POWER MAKE POSSIBLE SMOOTH, LEVELIZED RIDING FOR FIRST TIME IN ANY CAR.

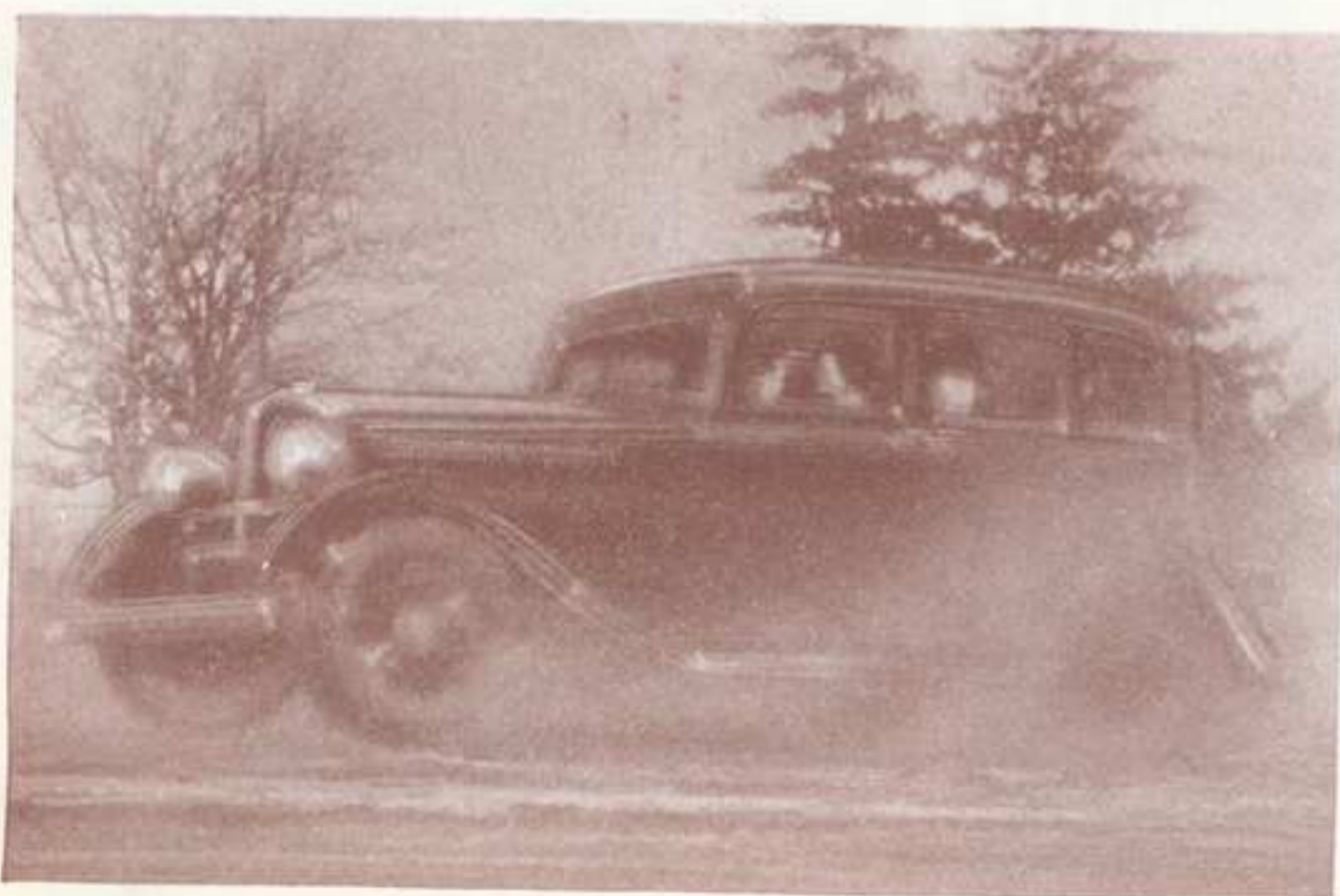
ABSOLUTELY NEW TYPES OF FRONT-WHEEL SUSPENSION IRONS OUT ROAD, BUMPS AND RUTS

THE NEW bigger Dodge offers you absolutely smooth riding. And this claim is made not only because of the new front-wheel suspension—called "Floating-Cushion" Wheels—which overcomes the shock of bumps and ruts in the road. Not only because of the new Cross-Steering—which overcomes shock to the steering-wheel. Not only because of Floating Power engine mountings, which absorb and smother engine vibration. But because of ALL these great improvements combined and working together. ONE of them alone would not assure absolute smoothness. It is the COMBINATION of these features which guarantees the easiest, smoothest riding on the road today!



**CAR REMAINS LEVEL ON BUMPS.** The simple diagram at top shows what happens when one of the front wheels—mounted in the old-fashioned way—hits a bump. Notice that the axle moved up with the wheel and the whole car tilted. The shock of the bump was naturally carried to the entire car

Now look at the lower diagram. When the "Floating-Cushion" Wheel hits a bump, the independent suspension springs move upward. The rest of the car remains on even keel. See how the bumper stays parallel with the road. The car is not tipped off balance. **AND YOU DON'T FEEL THE BUMPS!** The same action takes place when the wheel strikes a rut or hole—except that the wheel falls instead of rises



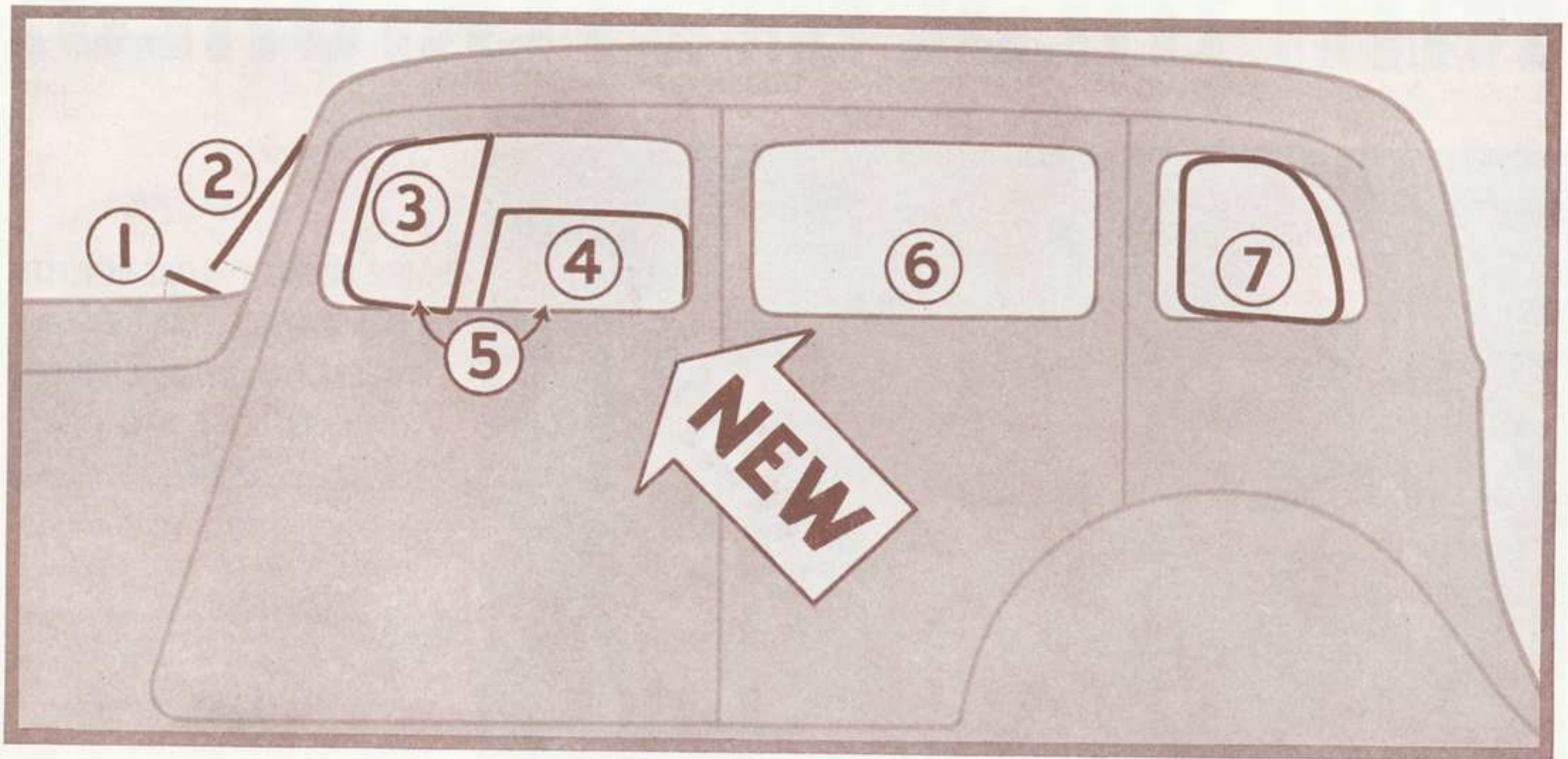
Here's a car with conventional front axle hitting a bump. Note how both front wheels have left the ground. Also that front end of car is vibrating . . . Those passengers are vibrating . . . shaking . . . bumping . . . too.



This is the big new Dodge hitting a bump. See that front wheel literally "step over" it. No vibration here . . . no jar to the car or passengers. Dodge "Floating-Cushion" Wheels bring real comfort



# DODGE NOW BRINGS YOU A NEW PERFECTED "7-POINT" VENTILATION SYSTEM



THE new bigger Dodge offers—for the *first time on any car*—an improved and *perfected* system of ventilation. Dodge has never been willing to adopt any ventilating system until Dodge engineers were satisfied that they had one efficient and perfect in every respect and that met every possible weather condition in all parts of the country. The "7-Point" System is absolutely different, overcoming every disadvantage of other systems.

## POINT 1

A cowl ventilator, easily operated from the driver's seat, allows a direct current of air to circulate through the lower part of the driving compartment. This is necessary and important, because window ventilation alone cannot reach this part of the car.

## POINT 2

The windshield opens or closes, adjusts to any position by means of a crank on the instrument board. This is absolutely essential to comfort in warm weather, as well as where climatic conditions make an open windshield better and safer for vision.

## POINT 3

Front half of the forward door window may be opened in "butterfly" fashion.

## POINT 4

The metal bar separating the "butterfly" from the rear half

of the window is equipped with a simple device by which both parts of the window are locked into a single unit and can then be raised or lowered together—just as an ordinary window.

## POINT 5

The rear half of the window may be raised and lowered independently of the "butterfly" draft control—or in unison, if both are locked into a unit.

## POINT 6

The window in the rear door may be lowered or raised.

## POINT 7

Rear quarter windows of the new bigger Dodge have "butterfly" draft control.

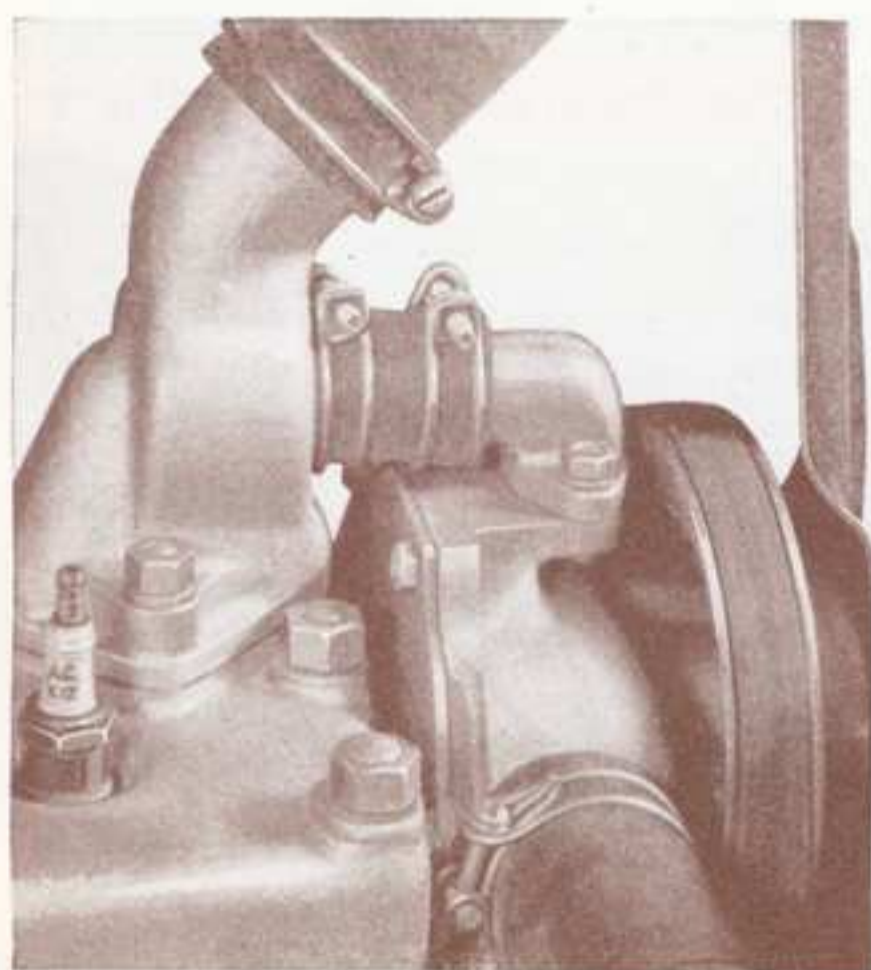
The Dodge 7-Point System is more than a way of controlling drafts. It allows for thorough ventilation under all conditions of weather and climate. It is amazingly easy to operate. It eliminates the chance of windows breaking—a fault common with ordinary systems.

# IMAGINE A LOW-PRICED CAR WITH THESE HIGH-PRICED FEATURES!

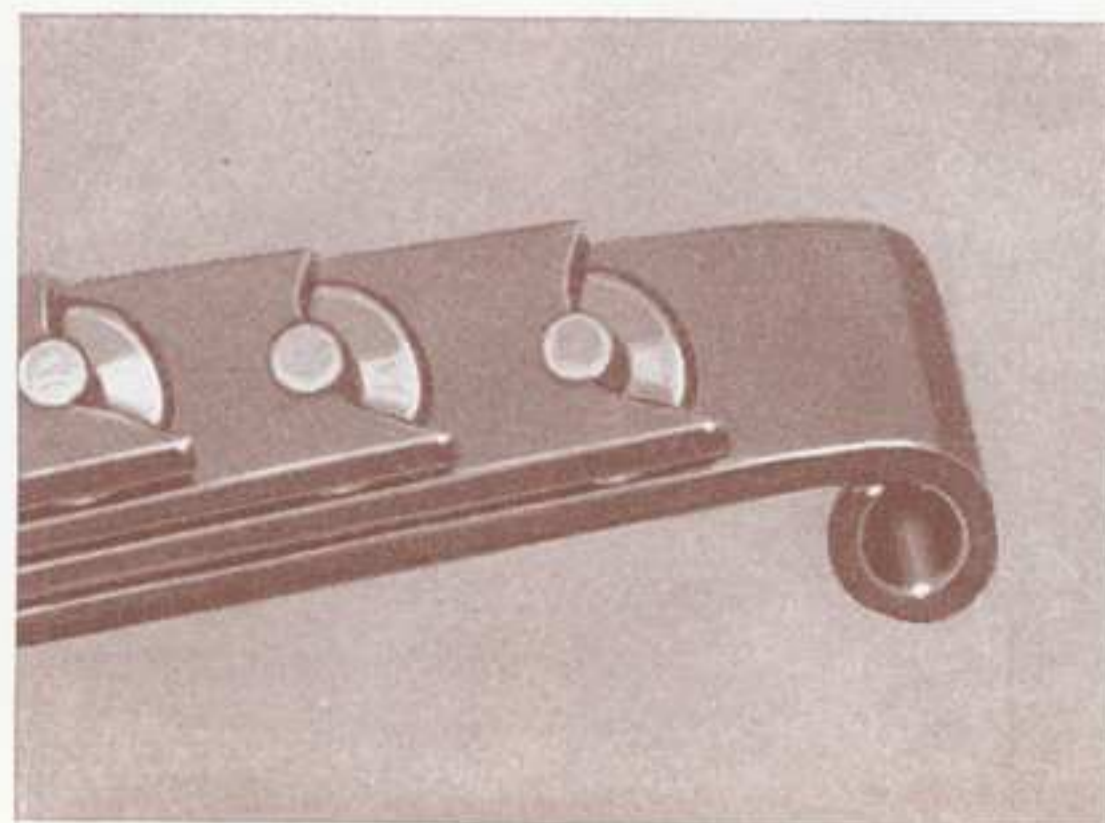


**DODGE BRINGS YOU THE BENEFITS  
OF MODERN ENGINEERING SCIENCE  
THAT EVEN MANY HIGH-PRICED  
CARS DON'T HAVE**

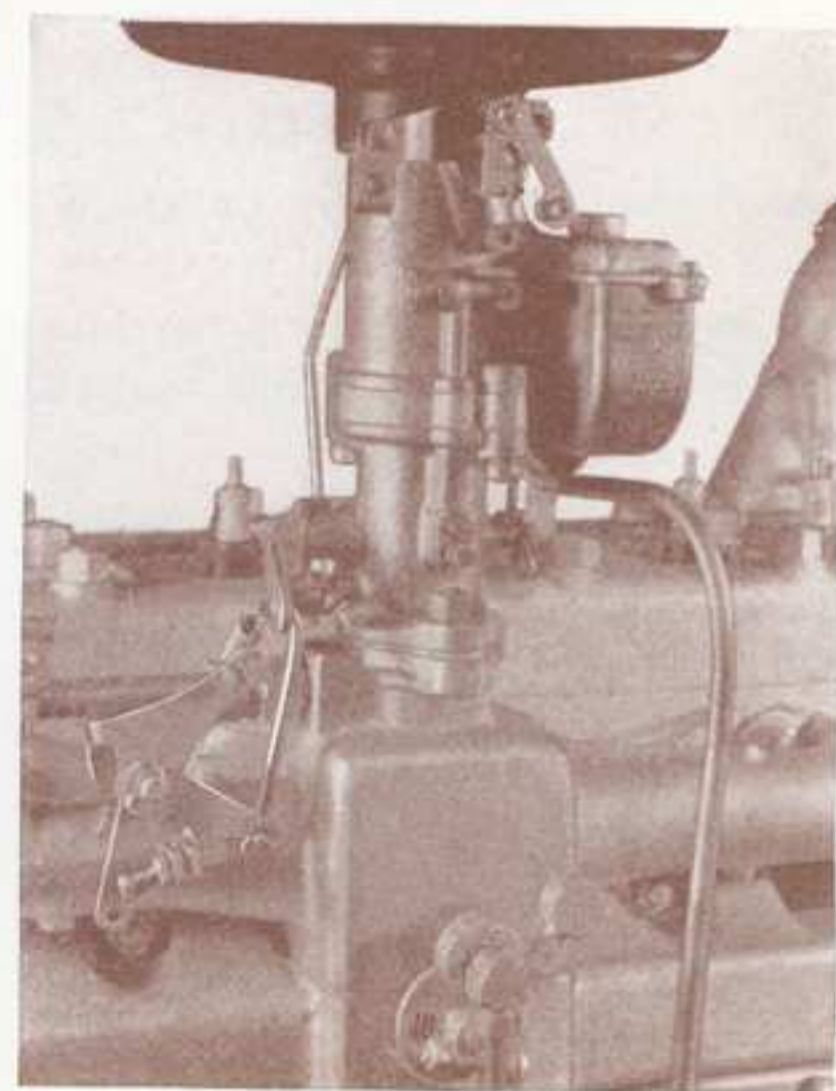
*New Storage Space—in Sedan and Brougham. Away from rain, sleet or snow. Simply lift the back of the rear seat and there's a big storage compartment, roomy enough for bags, golf clubs, etc. Reached from the inside of the car, baggage is safer from theft, protected from the weather. Does away with an outside trunk and doesn't interfere with spare tire*



*An advanced type of cooling system helps to give you maximum power from every ounce of gas you burn . . . also lengthens engine life. Water is circulated by a new, extra powerful centrifugal pump. Cooling is regulated by an automatic thermostat and "by-pass"*



*"Oilite" Springs. Rear springs of the new bigger Dodge have "Oilite" disc inserts. They are self-lubricating. Springs never need oiling and never squeak. Dodge springs have metal covers too—to shield them from dust, dirt and mud*



*Another Dodge advancement is the ingeniously 'inter-connected' choke and throttle. Pulling out the choke automatically opens the throttle and speeds up the engine. When engine is warmed up and choke pushed in engine speed and throttle return to normal*

# EIGHT WAYS THE NEW DODGE WILL SAVE YOU MONEY!

**Panel 1:**

"TELL ME HOW THIS NEW DODGE WILL SAVE ME SO MUCH MONEY!"

"WELL... THERE'S OILITE SPRING INSERTS. THEY ARE SELF-LUBRICATING. YOU NEVER HAVE TO SPEND MONEY TO HAVE SPRINGS OILED, AND YET THEY NEVER SQUEAK!"

**Panel 2:**

"HYDRAULIC BRAKES WILL SAVE YOU PLENTY! THEY ARE SELF-EQUALIZING. DON'T NEED TO BE ADJUSTED ALL THE TIME."

"THAT'S TRUE! I'M ALWAYS PAYING TO HAVE MY OLD BRAKES ADJUSTED. AND IT NEVER DOES ANY GOOD!"

**Panel 3:**

"AND TAKE VALVE SEAT INSERTS. . . . YOU GET THOUSANDS OF EXTRA MILES WITHOUT VALVE GRINDING."

"AND I'VE BEEN HAVING MY OLD CAR VALVES GROUND EVERY 10,000 MILES!"

**Panel 4:**

"I HEAR THERE'S NO SURPLUS WEIGHT ON DODGE."

"THAT'S RIGHT. EXTRA POUNDS MEAN EXTRA GAS, YOU KNOW."

**Panel 5:**

"AND DODGE HAS AN OIL FILTER TOO?"

"YES SIR! IT SAVES OIL, AND IT IS A FEATURE YOU ORDINARILY FIND ONLY IN EXPENSIVE CARS."

**Panel 6:**

"HOW DO RIBBED CAST-IRON AND STEEL BRAKE DRUMS SAVE?"

"WELL, MAINLY BECAUSE THEY PROLONG THE LIFE OF YOUR BRAKE LININGS!"

**Panel 7:**

"THEN DON'T FORGET, DODGE HAS AUTOMATIC CLUTCH AND FREE WHEELING"

"WELL, I KNOW WHAT THAT DOES TO GASOLINE BILLS!"

**Panel 8:**

"AND FLOATING POWER NOT ONLY SAVES WEAR AND TEAR ON YOUR NERVES. IT SAVES WEAR AND TEAR ON THE CAR. ASSURES LONGER LIFE, FEWER REPAIRS."

"I'M CONVINCED DODGE IS THE CAR FOR THE MAN WHO WANTS TO ECONOMIZE!"

## DODGE SAVES YOU FROM \$50 TO \$100 ON UPKEEP ALONE

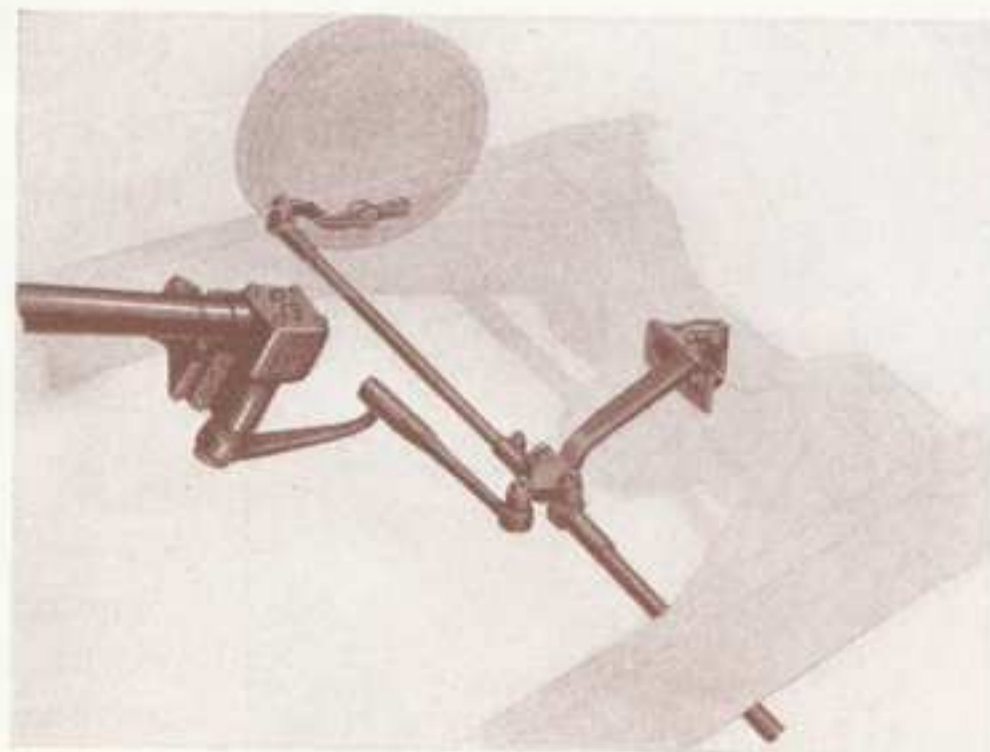
IN feature after feature Dodge is built to save you money on gas, oil, tires and upkeep. Dodge has seven features alone that will save you up to \$100 on upkeep . . . will show you daily savings as you drive. No other car in or near Dodge's price class gives you all these features . . . and many high priced cars don't give them to you! No wonder so many car owners who switch to Dodge are literally amazed when they see how much less it costs to run a Dodge. That's why Dodge really is "America's greatest value car."

# A CHILD COULD DRIVE THIS NEW DODGE..IT'S SO EASY TO HANDLE

**DRIVING MADE COMPLETELY EFFORTLESS! SO SIMPLE, SO EASY THAT EVEN INEXPERIENCED DRIVERS CAN HANDLE THIS NEW DODGE MASTERFULLY!**

EVEN those who have never driven a car before in their lives can step into this new bigger Dodge and learn how to drive well in a short time. It's so easy! So effortless! Shifting gears is a cinch—especially with automatic clutch. With a simple twist of your wrist you can shift from low to second, second to high, back to second and low, or into reverse. Even the inexperienced can shift without causing the car to jump and lurch. Just a touch of your toe on the brake pedal stops you smoothly and as quickly as you want . . . on a dime when necessary. Hydraulic brakes stay equalized so you can stop quick without sideway or lurching.

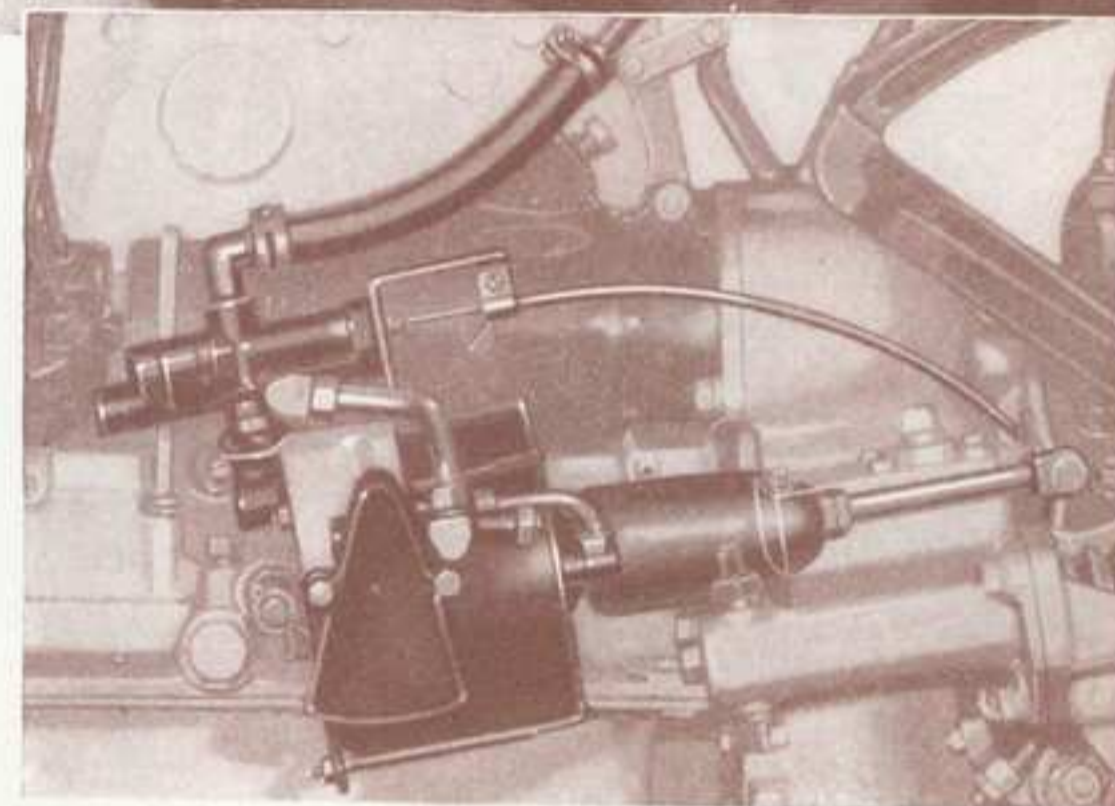
Steering, too, is made amazingly easy. A new Dodge development takes all the road-shock and "fight" out of the steering-wheel. You actually can steer with one finger . . . safely!



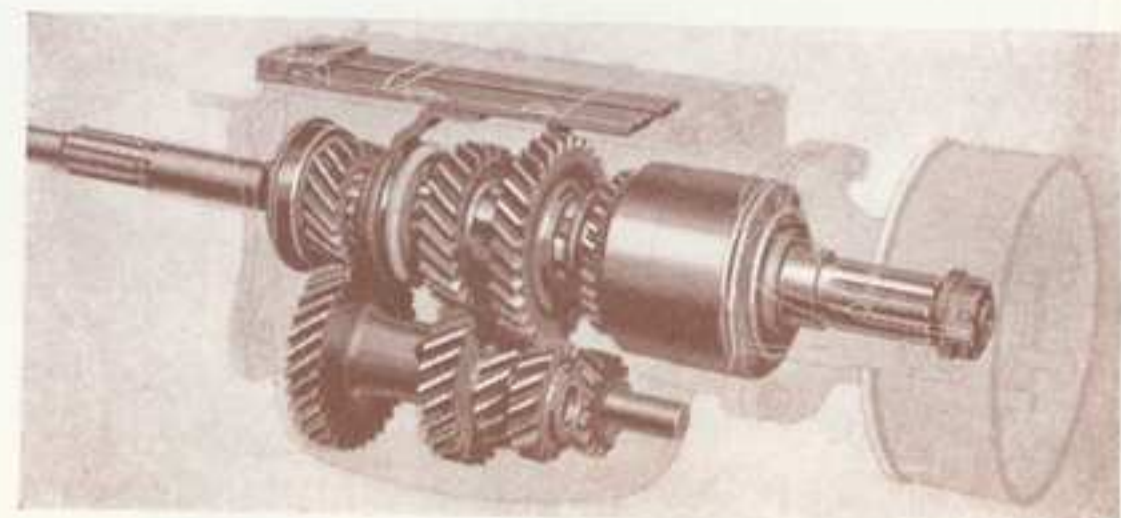
"Cross-Steering" is pictured above. Note that the "drag link" is mounted crosswise . . . so road shocks simply can't reach the steering-wheel . . . can't shake or jar your hands. That means extra comfort.



You never need to use your left foot with the automatic clutch in the new bigger Dodge. Shift into any speed . . . reverse . . . start . . . stop, without ever touching the clutch pedal! Just a flick of your fingers and gears slip smoothly and quietly into place. A child can do it!



Here's a picture that shows the automatic clutch. It's simple . . . sure . . . makes driving safer! Vacuum from your engine is used to open or close the clutch-valve. It's all entirely automatic.



Note in photograph above how the teeth of all gears in the Dodge transmission are "helical" cut. In even the reverse gear and the idler gear! So your Dodge is quiet at all speeds in all gears!

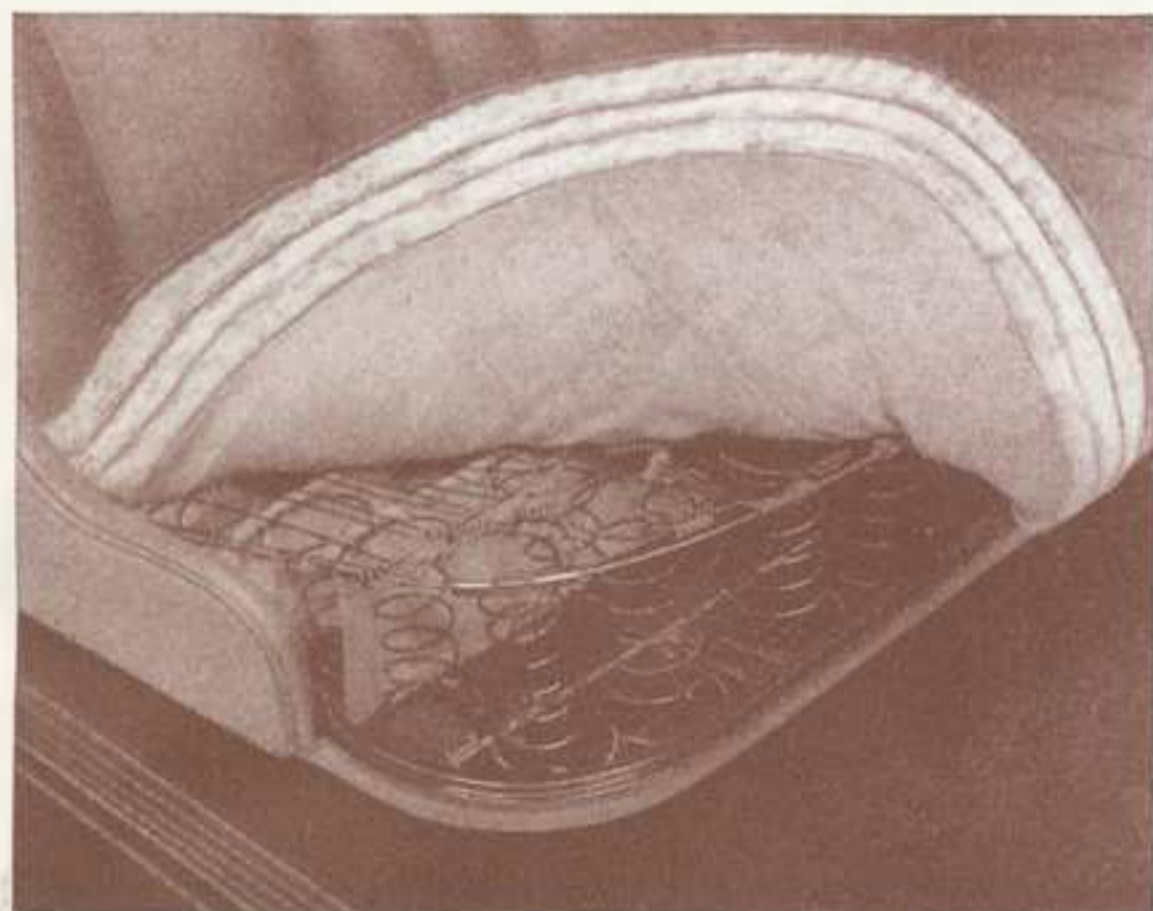
*A touch of your finger and the driver's seat is instantly and effortlessly adjusted to any desired position*



*Smart! Roomy compartment on instrument panel for gloves, maps, cigarettes and other personal possessions*



*You can hear a watch tick above the sound of Dodge gear shifting. Dodge gears are quiet in every speed—including reverse*



*All cushions are of silent construction, equipped with burlap strips running between coils of springs to eliminate noise*



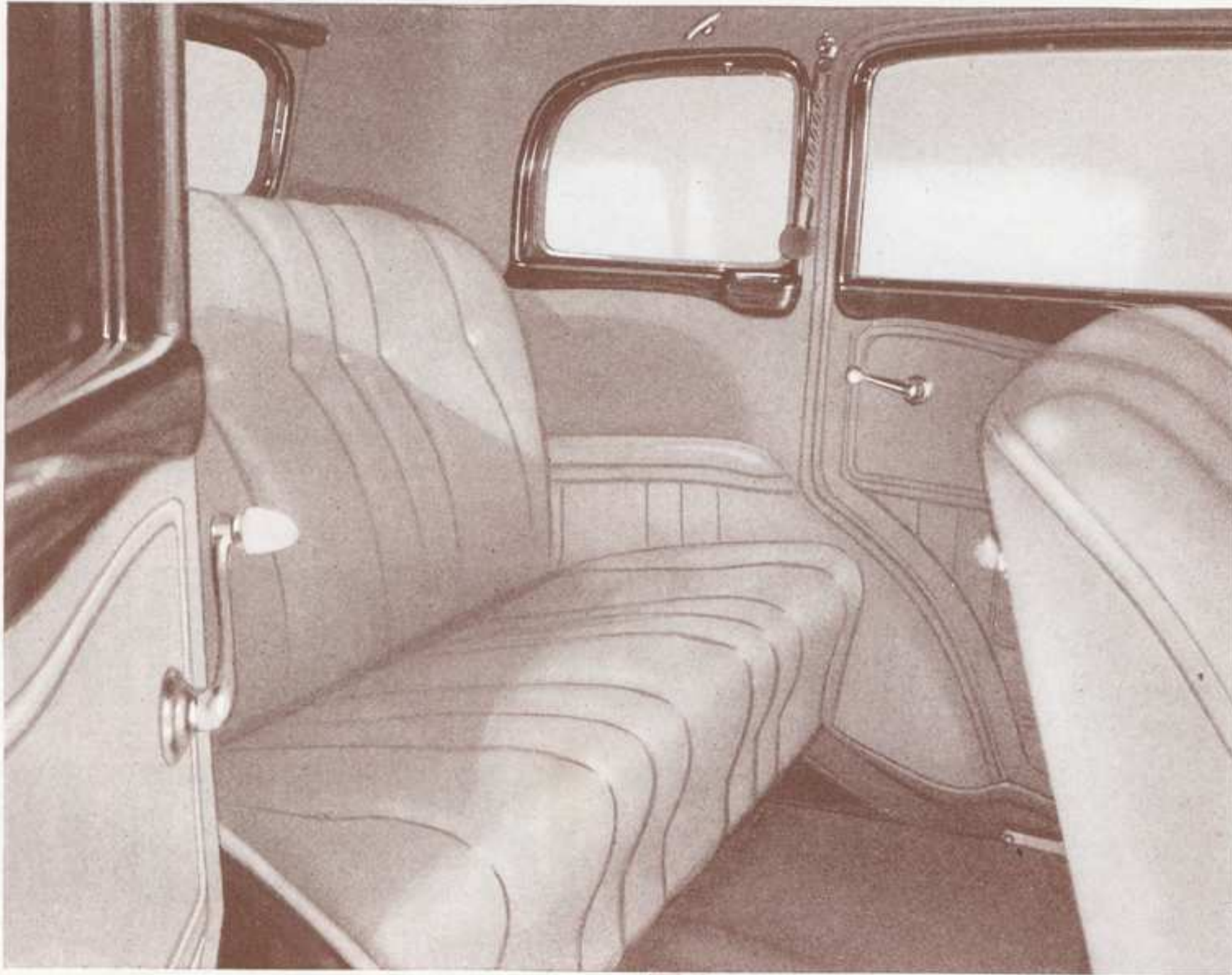
# MORE COMFORT THAN YOU EVER DREAMED OF

ASTOUNDING NEW FEATURES FOR EASY RIDING!



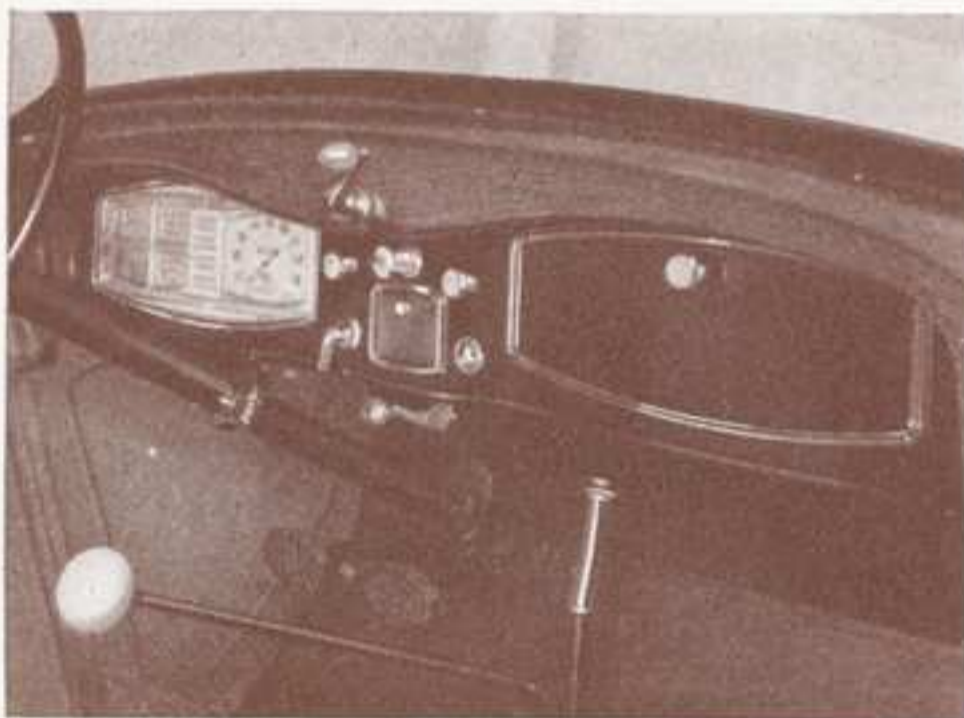
*These people pose to show how roomy the interior of the new bigger Dodge actually is. A whole car-full of people can ride comfortably, too! Dodge is a BIG car*

# NEW LUXURY IN DODGE "CUSTOM-TYPE" INTERIOR



*Smart styling . . . beautifully finished upholstery . . . modernistic hardware—all give the interior of this new bigger Dodge an atmosphere of elegance and fashion*

*Note below the handy ash-receiver located in center of dash. It is removable, so that if you have a radio installed the controls may be mounted in place of the ash receiver*



*A modern idea in instrument panels. Speedometer and other instruments now mounted directly before the steering-wheel. To the right, the glove compartment*

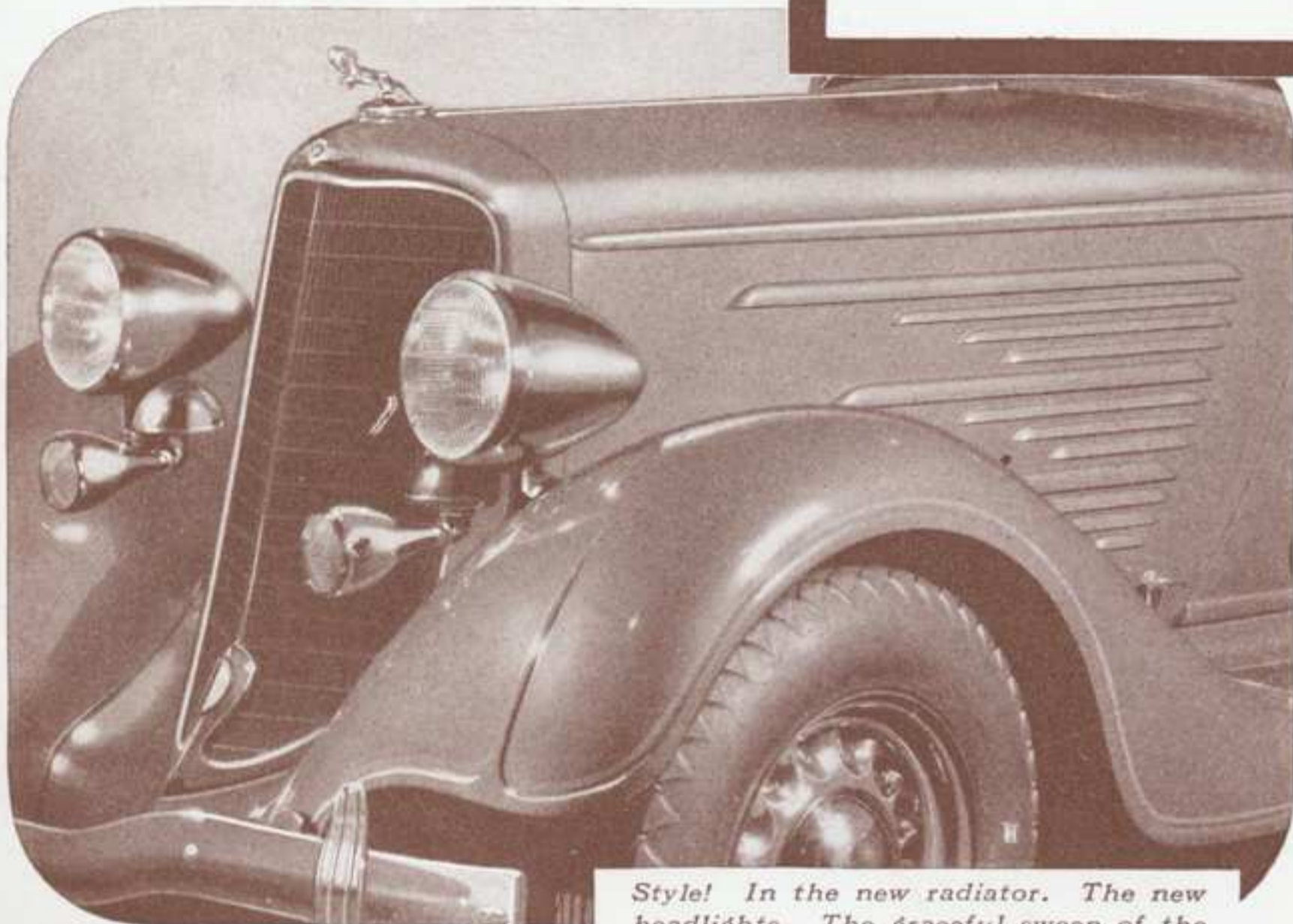
*No cabin on boat or plane could be more ship-shape . . . more convenient . . . more comfortable, than the driver's compartment of the new bigger Dodge. It's roomy. Driving controls handy. Plenty of space to stretch your legs*



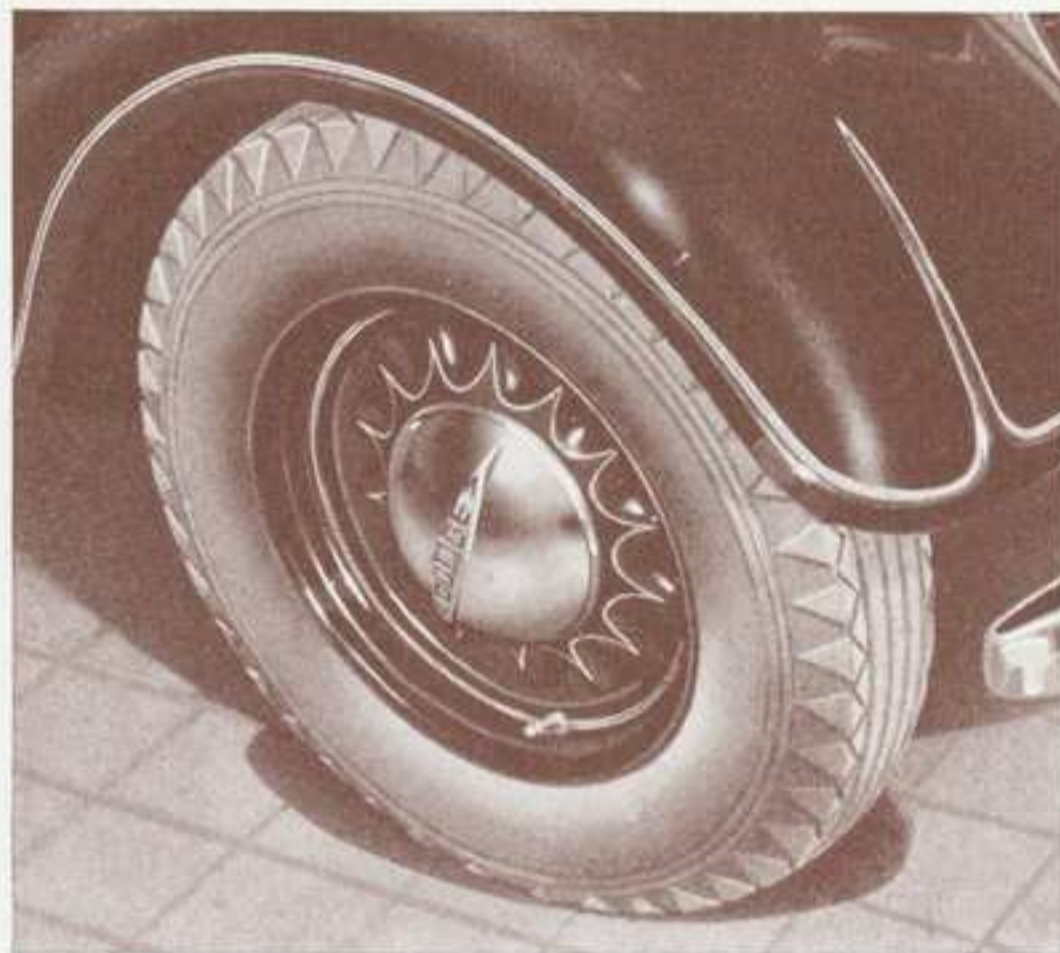


Luxury! Doors in the new bigger Dodge are so equipped that, when slammed, they are almost noiseless

# ANY WAY YOU LOOK AT IT-AN "EYEFUL OF STYLE"



Style! In the new radiator. The new headlights. The graceful sweep of the new fenders



Comfort! Dodge gives you the new, larger Airwheel tires. They cushion the car against rough roads . . . help brakes hold better . . . cut down skid hazard

## S P E C I F I C A T I O N S

**ENGINE**—Dodge 6-cylinder, L-head, with patented Floating Power engine mountings. Bore,  $3\frac{1}{4}$ " stroke  $4\frac{3}{8}$ ". Piston displacement, 217.8 cu. in. Taxable horsepower ratio 25.35. Developed horsepower 87 horsepower at 3600 r.p.m. with optional aluminum high-compression cylinder head (6.5:1 compression ratio); 82 horsepower at 3600 r.p.m. with standard cylinder head (5.6:1 compression ratio). Automatic manifold heat control.

**CRANKSHAFT ASSEMBLY**—Crankshaft drop-forged from special high-carbon steel, balanced at rest and in motion. Seven counterweights. Impulse neutralizer. Four steel-backed main bearings. Aluminum alloy steel-strut pistons. Four rings on each piston.

**CAMSHAFT**—Driven by silent chain from crankshaft. Four camshaft bearings.

**ENGINE LUBRICATION**—Force feed from gear-type oil pump, through rifle-drilled cylinder block passages to front end drive chain, to main, connecting rod and camshaft bearings.

**CHASSIS LUBRICATION**—Pressure grease system.

**ENGINE COOLING**—Water cooling by centrifugal pump. 17" 4-blade fan. Double action thermostatic water control.

**FUEL SYSTEM**—Plain-tube down-draft carburetor. Air cleaner, double unit type combined with intake silencer.

**ELECTRICAL SYSTEM**—Six-volt battery ignition. Fully automatic spark advance. Pedal-operated starter. Special high-tension coil. Battery capacity, 15 plates, 90 ampere hours at 5 amperes discharge

**CLUTCH**—10" dry, single plate, with shock-absorbing center. Asbestos facings. Ball-bearing release. Pilot bearing, Oilite bronze bushing. Automatic clutch—(optional).

**TRANSMISSION**—Dodge constant-mesh, easy-shift type. Three speeds forward and one reverse. All helical gears. Silent in all speeds, including reverse. Ball and roller bearings.

**FREE WHEELING**—Selective cam-and-roller type. Located in rear of transmission. Operates in all forward speeds. Automatically locks out in reverse.

**FINAL DRIVE**—Hotchkiss type. Two-inch tubular propeller shaft, statically and dynamically balanced.

**FRONT SUSPENSION**—Dodge "Floating-Cushion" Wheels in independent front springing system. Action of coil springs supplemented by double-acting hydraulic shock absorbers.

**REAR AXLE**—Semi-floating type enclosed in steel-stamped banjo housing. Spiral bevel gears of nickel alloy steel. Eight roller bearings.

**STEERING**—Famous Dodge Cross-Steering system. Semi-irreversible. Worm-and-roller type.

**CHASSIS FRAME**—X-type. Double kick-up. Bridge construction. Side channels, 6" deep, with 2" flanges.

**SPRINGS**—In "Floating-Cushion" Wheel front suspension: matched coil springs, rustproofed. In rear suspension: semi-elliptic, mounted outside of frame channels. Squeak-proofing Super-Oilite inserts between leaves. Silent-U non-sway shackles. Steel spring covers, standard.

**BRAKES**—Dodge hydraulic, 4-wheel, internal-expanding, self-equalizing and weatherproof. Ribbed 10"

cast-iron brake drums with cast-in steel backs. Separate hand brake, 6" cast-iron drum, on transmission

**SHOCK ABSORBERS**—Two-way hydraulic, incorporated in "Floating-Cushion" Wheel front suspension. Single-acting hydraulic in rear.

**WHEELS**—Five demountable steel-spoke artillery wheels. Wire wheels optional. Drop center rims.

**TIRES**—6 25/16, 4-ply, non-skid, Airwheel type

**WHEELBASES**—117" and 121"

**BODIES**—Safety All-Steel, rustproofed. Insulated against sound, heat and cold. Duplate safety plate glass in windshield and in ventilator wings. Automatic windshield wiper. Adjustable inside visor. Rear view mirror. Cowl ventilator. Closed bodies wired for radio.

**INSTRUMENT PANEL**—Satin finished, indirectly, lighted. Includes speedometer, ammeter, fuel gauge, oil pressure gauge, engine temperature indicator, large glove box, windshield control crank, free-wheeling control, cowl ventilator control. Special ash tray in instrument panel layout, removable for replacement by radio control.

**VENTILATION**—Special Dodge 7-point draftless ventilation system. Pivoted "butterfly" wings and rising glass panels in front windows. Rising glass panels in rear door windows. "Butterfly" wings in rear quarter windows.

**NOTE**—Special equipment at slight additional cost

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

# CONVINCING PROOF.. DODGE GIVES MOST FOR THE MONEY

ANY DODGE DEALER WILL BE GLAD TO PROVE DODGE VALUE IN COMPARISON AGAINST OTHERS WITH THE "SHOW-DOWN" PLAN

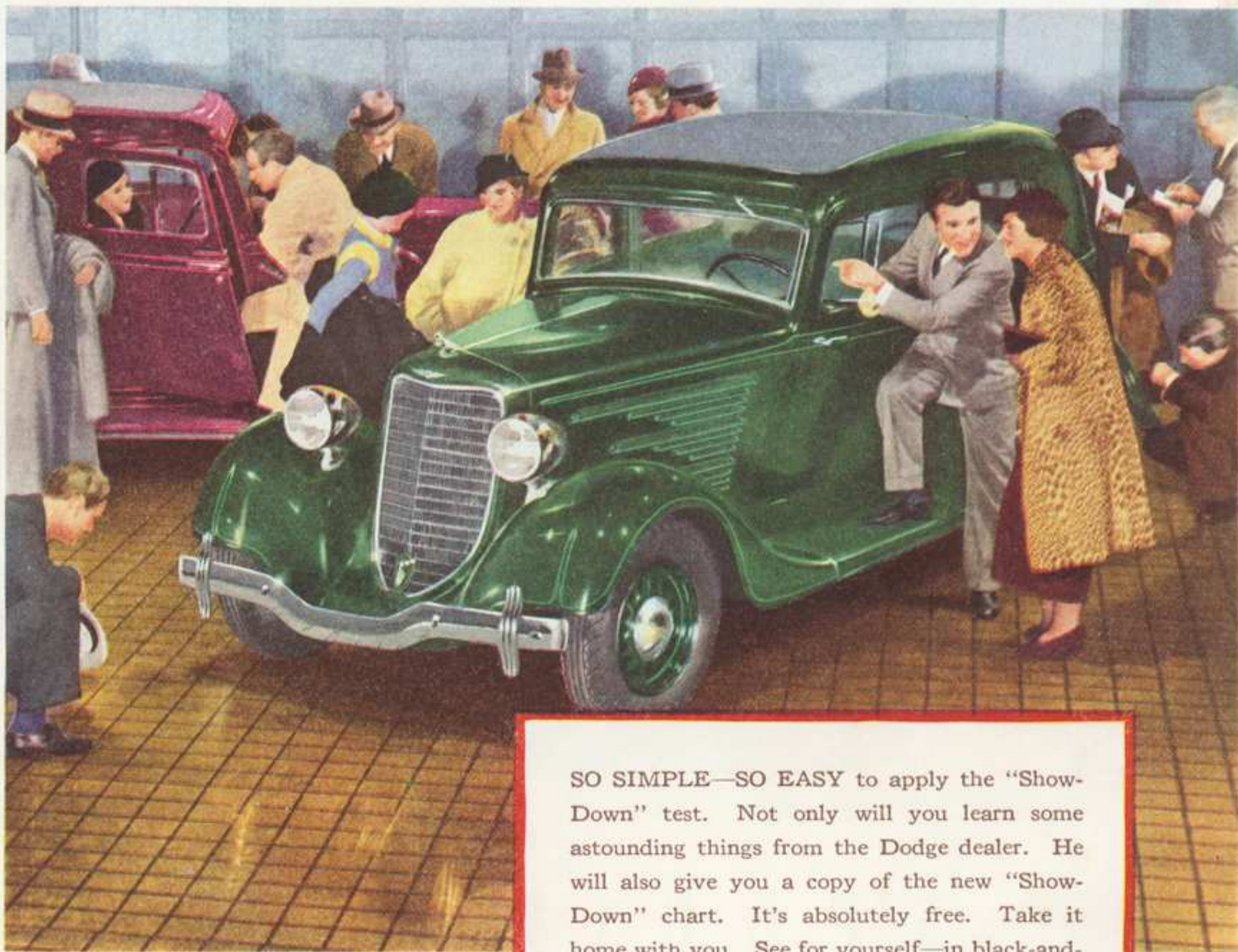


LAST YEAR . . . when Dodge stepped out and climbed to undisputed first place in its field—outselling all makes except the three lowest-priced cars—you were offered a new way to compare automobiles for yourself.

It was called the "Show-Down" Plan. For the first time in history the guesswork and gamble were taken out of car-buying. You got facts, not promises. Proof, not vague claims.

This year Dodge again lays all its cards on the table. Asks for a show-down against any other car you can name. Asks you to be the judge.

For Dodge again has a car that is better. A car that outdistances every competitor—on any count. In dollar-for-dollar value. In comfort. In safety. In modern



engineering features. In economy.

You no longer have to take anybody's word for what a car can do. The "Show Down" Plan gives you the truth . . . the inside story . . . the proof . . . BEFORE YOU BUY!

See your Dodge dealer now and learn about this fascinating plan. Just ask the dealer about the "Show-Down" Plan whether you intend to buy a car or not. We know you will be impressed—that you will tell others about this amazing plan. That's why we are so anxious to have you get all the facts.

SO SIMPLE—SO EASY to apply the "Show-Down" test. Not only will you learn some astounding things from the Dodge dealer. He will also give you a copy of the new "Show-Down" chart. It's absolutely free. Take it home with you. See for yourself—in black-and-white—what the 1934 cars have to offer. It's fun "shopping" for cars this new way! And it may be the means of saving you money!

NEW DODGE "Show-Down" PLAN

TO BE MODERN... A MOTOR CAR MUST HAVE THESE FEATURES

<ul style="list-style-type: none"> <li>☐ Folding Convertible Top</li> <li>☐ Power Windows</li> <li>☐ Electric Door Locks</li> <li>☐ Automatic Brake</li> <li>☐ 2-Door Convertible</li> <li>☐ Automatic Clutch</li> </ul>	<ul style="list-style-type: none"> <li>☐ Power Steering</li> <li>☐ Power Seat Adjuster</li> <li>☐ "Viper" Spring Seats</li> <li>☐ Free Wheeling</li> <li>☐ Automatic Pity</li> <li>☐ Hot Floor</li> </ul>
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Dodge has them all!

*The check Dodge makes... features by feature... against other cars*

HERE ARE THE FACTS