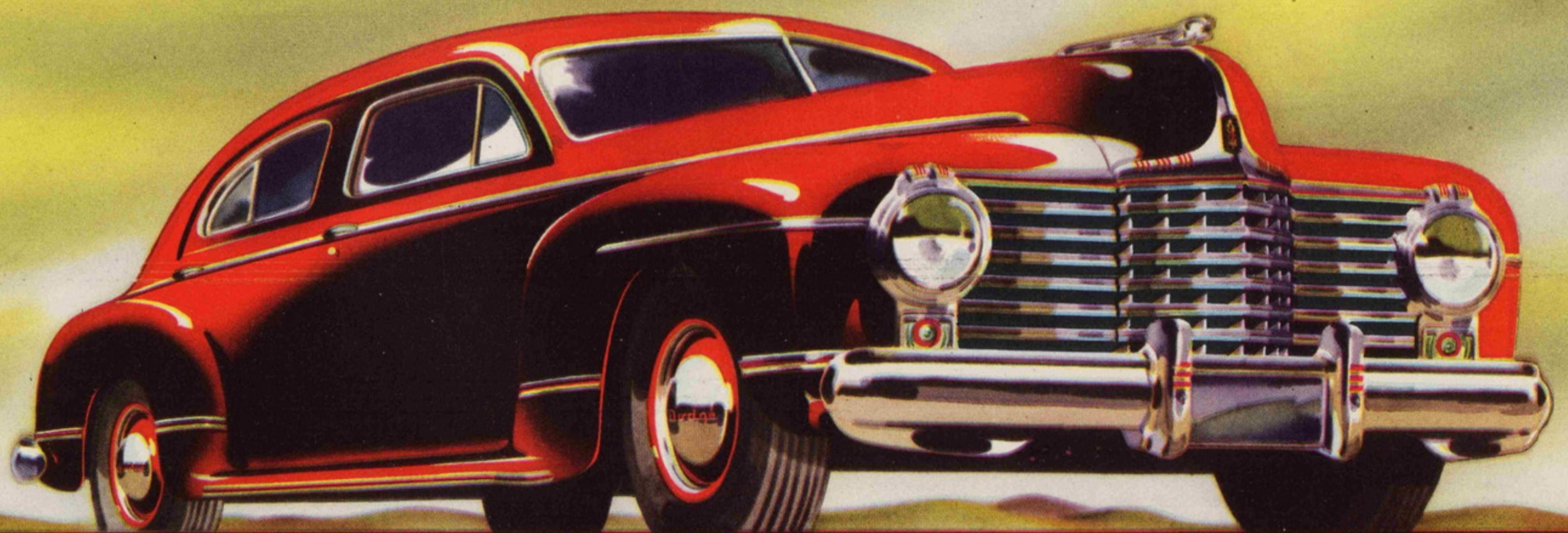
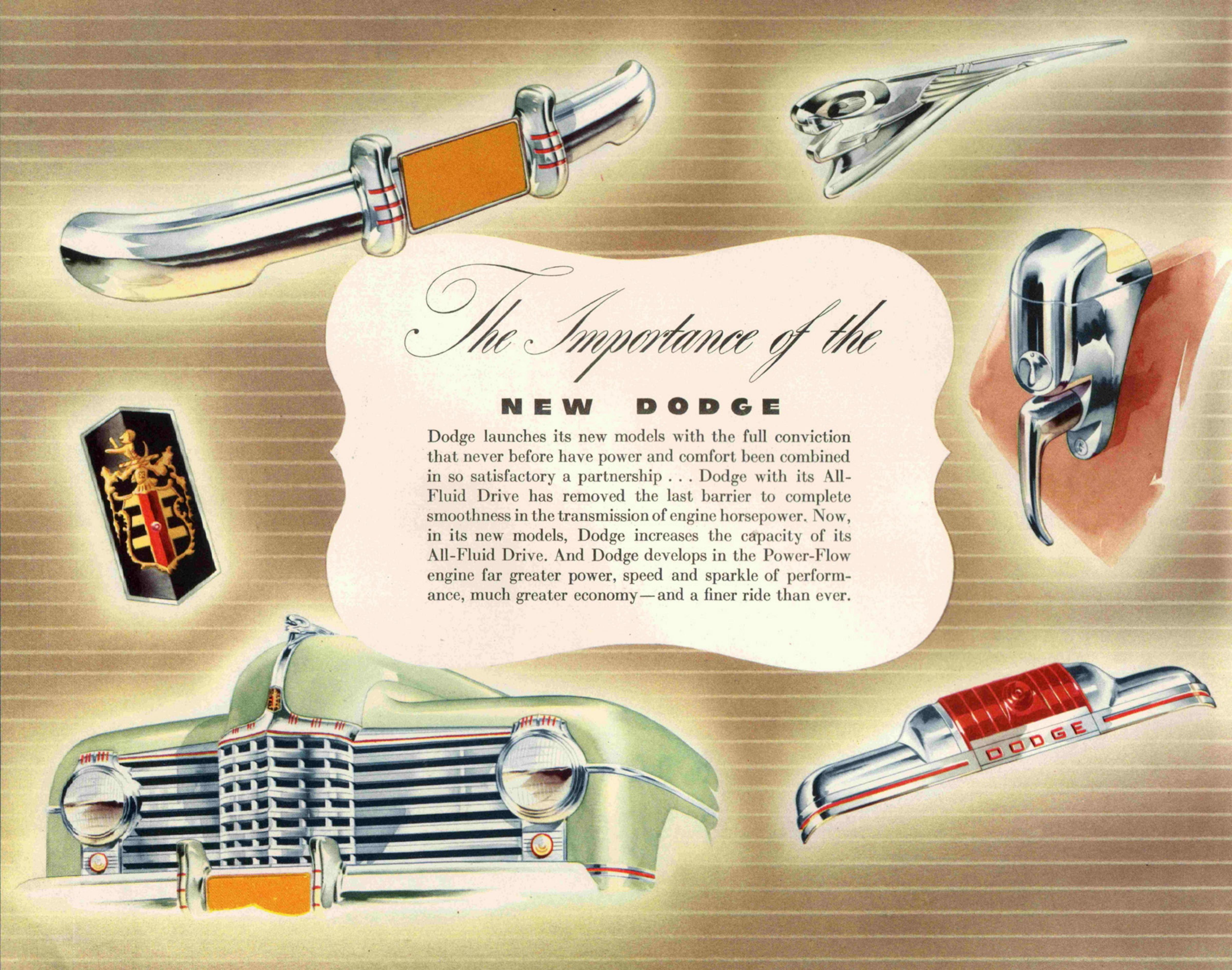


The New
and the Finest Dodge



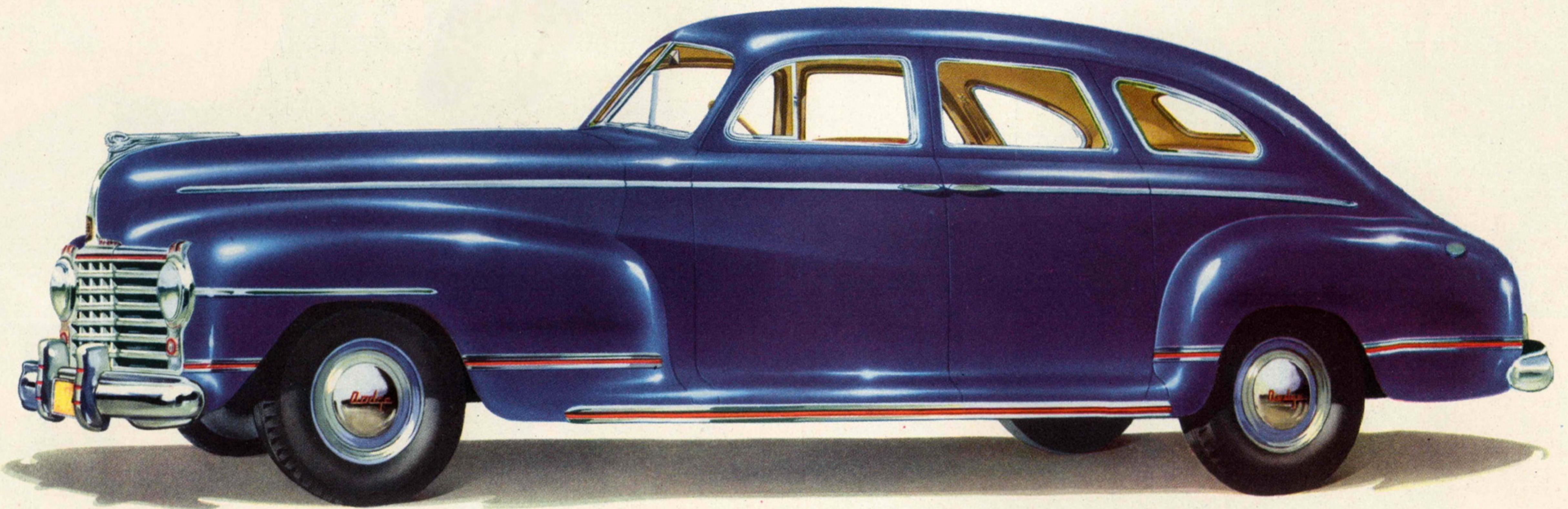
DEPENDABLE
POWER-FLOW ENGINES . . . ALL-FLUID DRIVE



The Importance of the

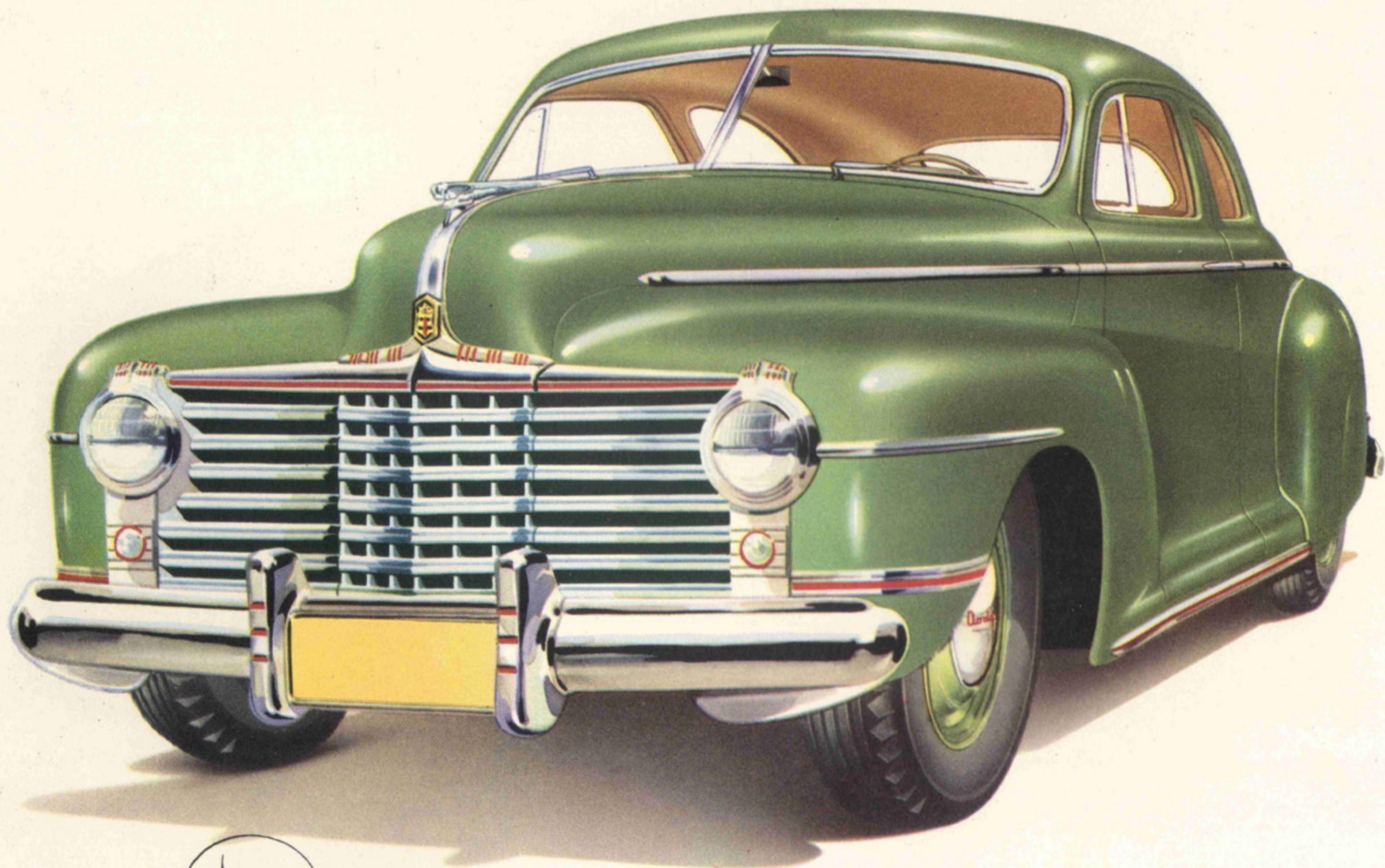
NEW DODGE

Dodge launches its new models with the full conviction that never before have power and comfort been combined in so satisfactory a partnership . . . Dodge with its All-Fluid Drive has removed the last barrier to complete smoothness in the transmission of engine horsepower. Now, in its new models, Dodge increases the capacity of its All-Fluid Drive. And Dodge develops in the Power-Flow engine far greater power, speed and sparkle of performance, much greater economy—and a finer ride than ever.



Dodge Custom Four-Door Sedan

THE IMPOSING EXTERIOR LEADS YOU TO EXPECT THE FULL AND FINAL LUXURY OF THE SPACIOUS
INTERIOR. THE RUNNING BOARD NOW BECOMES A CONCEALED THRESHOLD WITHIN DOORS.

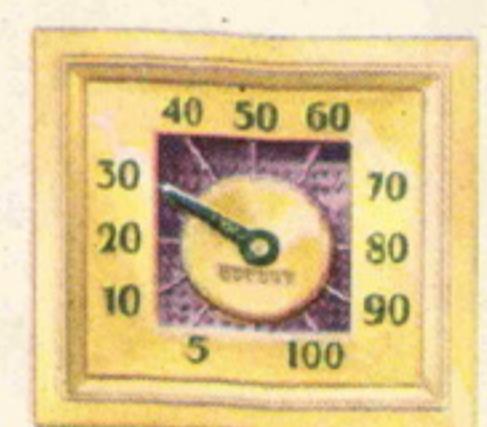
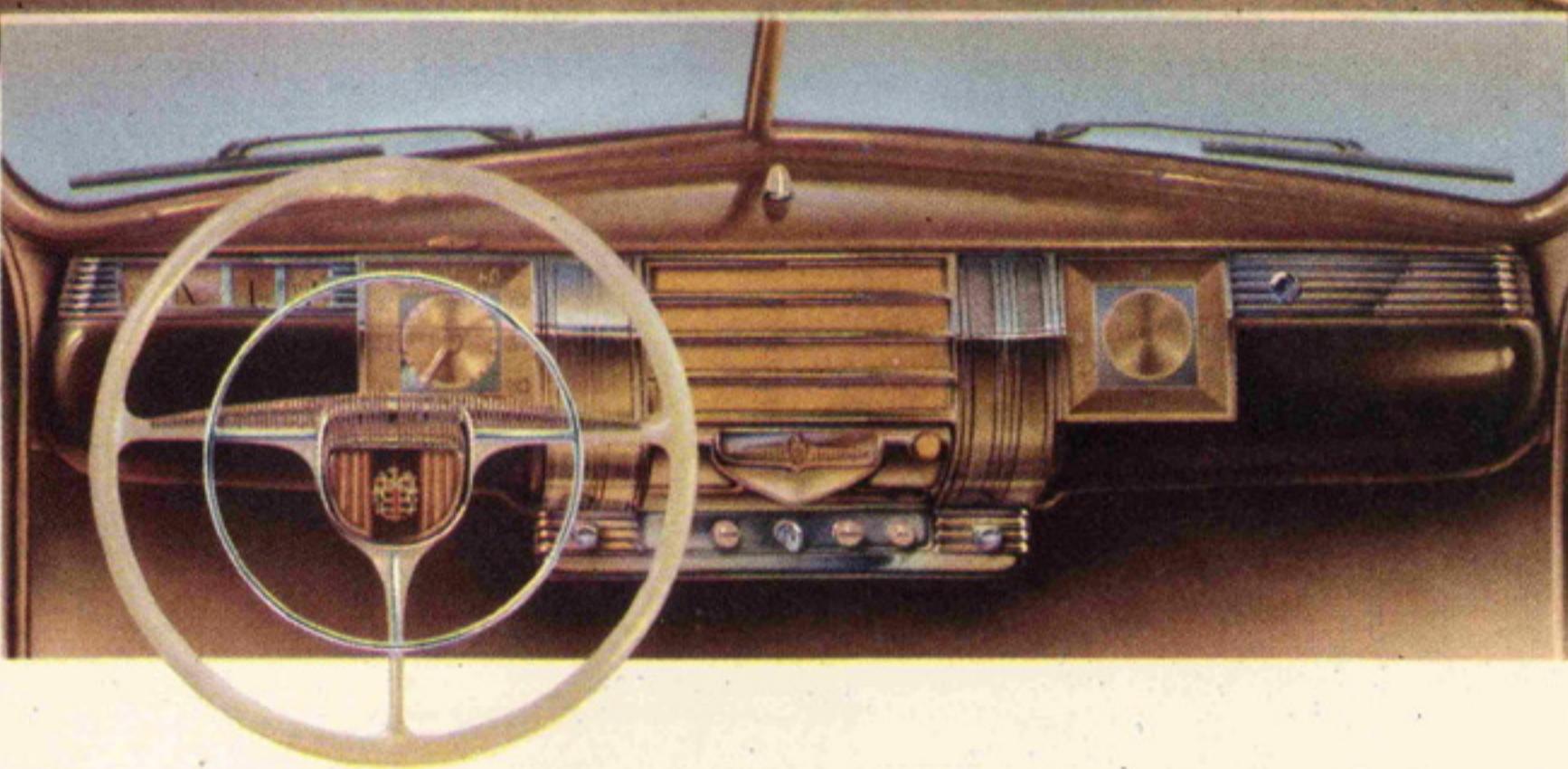


Dodge DeLuxe Coupe for Six

FOR ALL ITS COMPACT APPEARANCE, THIS BIG COUPE AFFORDS EXCEPTIONAL ROOM. THOSE PREFERRING THE COUPE STYLE WILL VALUE THE REFUSAL OF THIS CAR TO COMPROMISE THE COMFORT OF SIX PASSENGERS.

New Power-Flow Engine

All-Fluid Drive

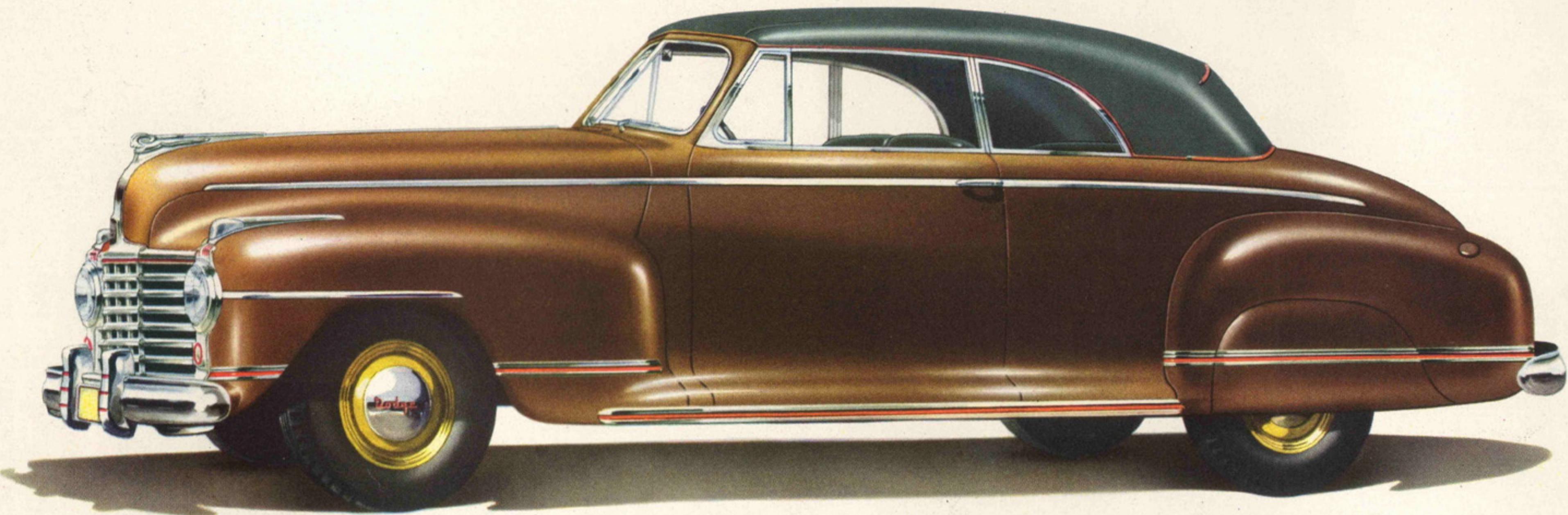


THE NEW INSTRUMENT PANEL—Streamlined, symmetrical, sparkling and efficient in its service to eye and hand. Indicator and controls come within easiest range. Beneath the grille is a new "map" light, its frosted lens preventing glare. It is also used as a courtesy light for entrance or exit . . .

SMART COMFORT—The De Luxe Coupe for Six affords ample space for three passengers in both front and rear seats. Base of seats and side panels are faced with textile leather; Upholsteries in smart new stripe designs. (left)

IN THE CUSTOM 4-DOOR SEDAN—as in all the new Dodge models—interior detail has been carefully created by Dodge experts to merge with, and complement, the overall impressive beauty. (above)

AIRPLANE-TYPE SAFETY SPEEDOMETER—For night driving, the figures, the gradation marks, and the pointer, all glow green, for low speeds, amber for the middle range from 30 to 50 miles per hour, and red for the high speed "caution zone" . . .

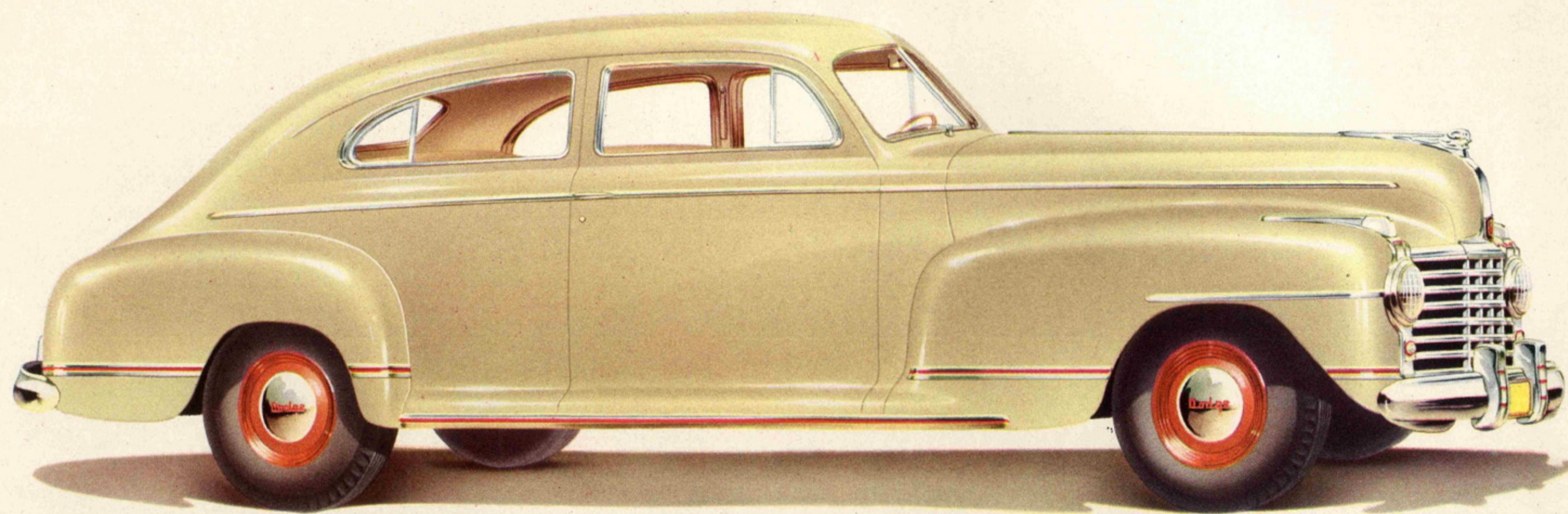


Dodge Custom Convertible Coupe

THE DYNAMIC STYLING OF THE CONVERTIBLE LITERALLY "TURNS THE HEAD." UPHOLSTERY IN GENUINE HAND-BUFFED LEATHER—RED, BLUE, GREEN OR TAN. SEATS FIVE IN ROOMY COMFORT.

New Power-Flow Engine

All-Fluid Drive

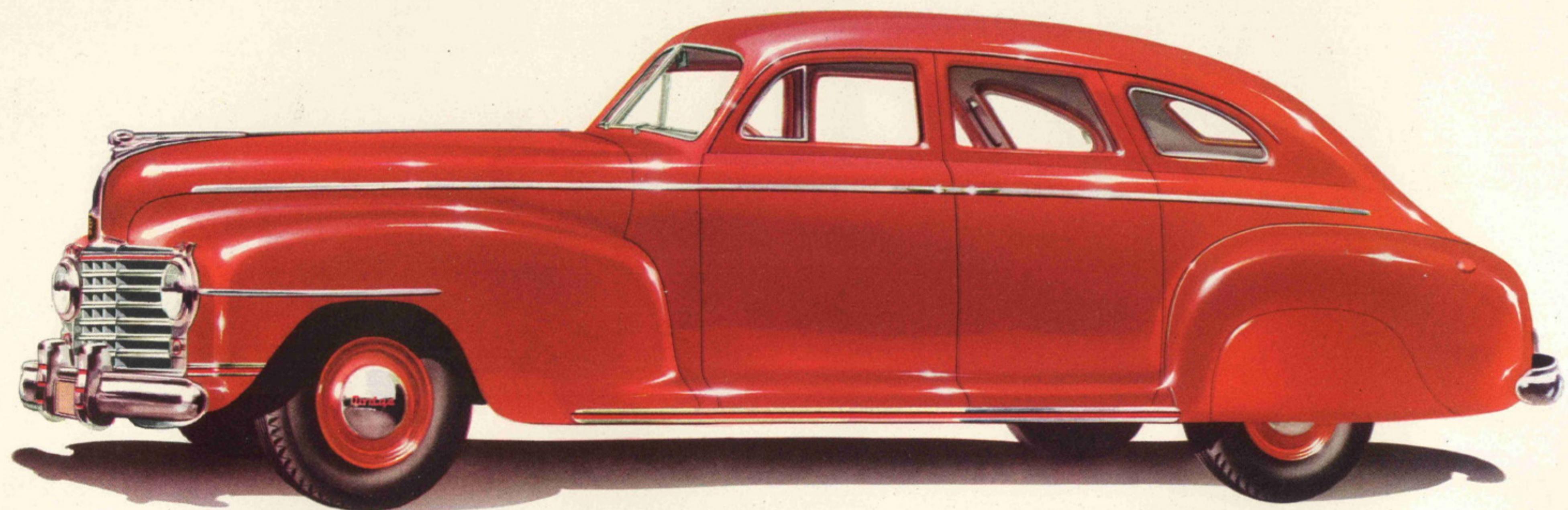


Dodge Custom Two-Door Brougham

THE STATELY SWEEP OF LINE CHARACTERISTIC OF THE NEW DODGE IS SUPERBLY PRESENTED IN THE BROUGHAM. APPOINTMENTS ARE BRILLIANT IN DESIGN. EQUIPMENT IS UNUSUALLY COMPLETE.

New Power-Flow Engine

All-Fluid Drive

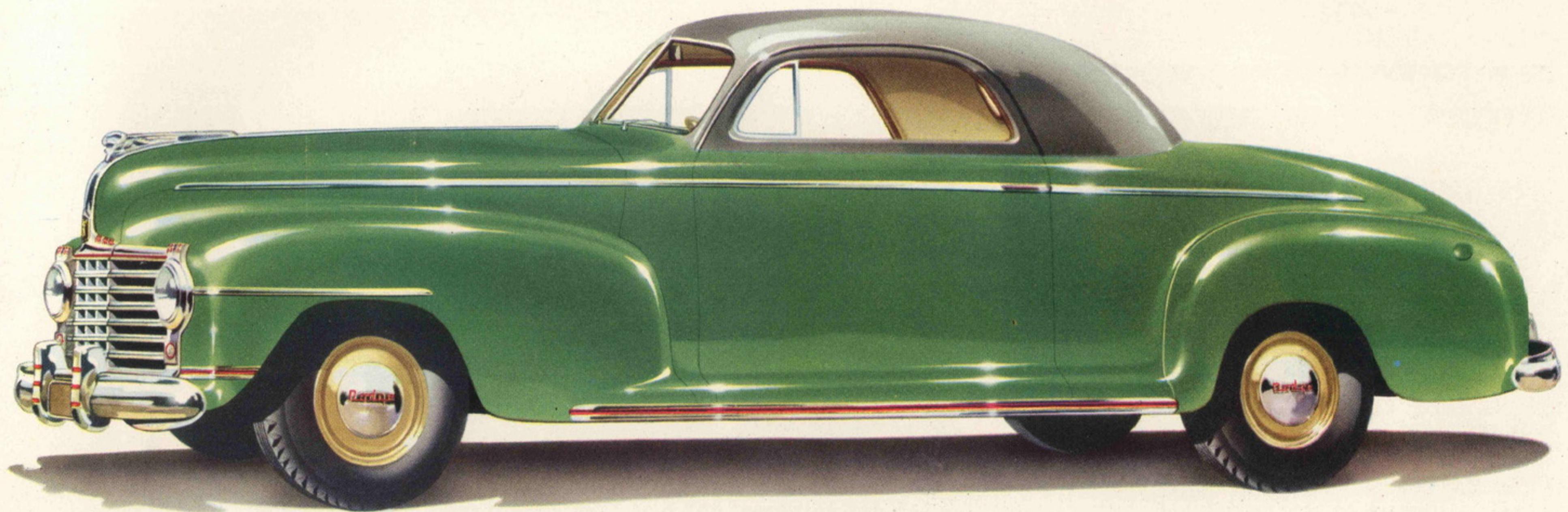


Dodge DeLuxe Four-Door Sedan

THE DISTINGUISHED DESIGN AND RICH INTERIOR OF THIS SEDAN MAKE IT
THE CHOICE OF MANY ACCUSTOMED TO CARS OF HIGHER PRICE.

New Power-Flow Engine

All-Fluid Drive



Dodge DeLuxe Coupe

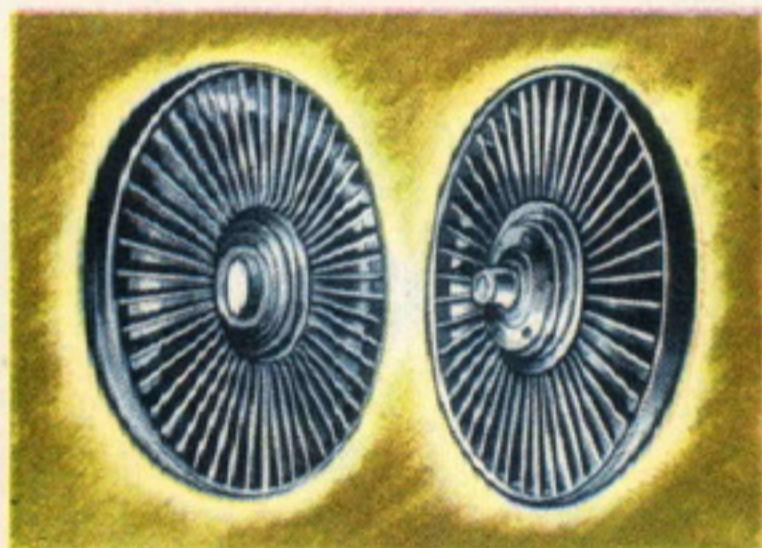
BUSINESS AND PROFESSIONAL MEN FIND THAT THE COMFORT AND LUGGAGE CONVENIENCE OF THIS COUPE
ENABLE THEM TO ACCOMPLISH MORE IN A DAY. UPHOLSTERY IS A STURDY GRADE OF BROADCLOTH OR PILE FABRIC.

New Power-Flow Engine

All-Fluid Drive

All-Fluid Drive WITH POWER-FLOW Smoothness

**NOW JOIN TO MAKE DODGE THE FINEST RIDING
AND DRIVING CAR IN THE FINE-CAR WORLD**

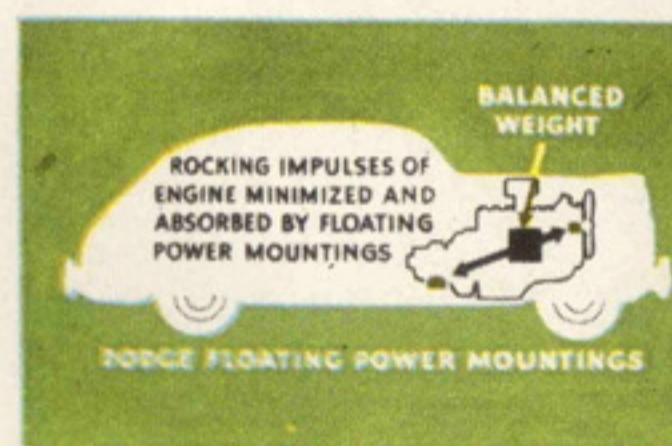


In Dodge Fluid Drive, the propeller, driven by the engine, whirls oil smoothly against vanes of the rotor, transmitting power smoothly and without shock to the rear axle.

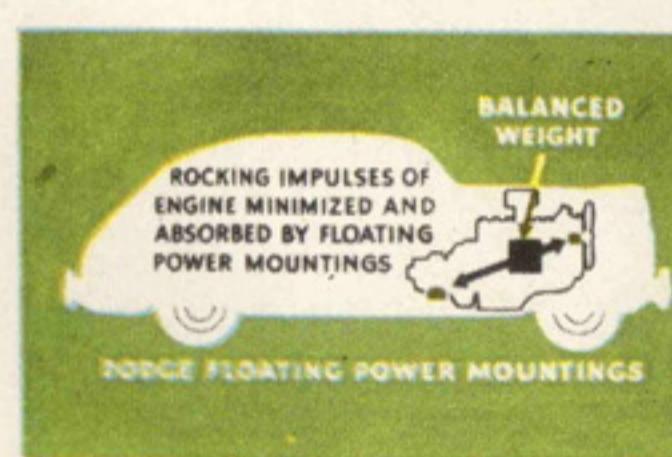
was immediate and eager. Drivers suddenly found themselves freed from the constant drudgery of needless clutching and shifting . . . For All-Fluid Drive makes power transmission so elastic and smooth the driver can actually stop the car, yet remain in gear. Even at one mile an hour, the car will not jerk or buck, and the engine will not stall. Power shocks are absorbed by All-Fluid Drive. The car will pull smoothly and promptly out of slippery ruts or sand in which other cars would bog. It can be driven over icy or slippery pavements with minimum



The toe of the daintiest slipper can do most all the driving work. All-Fluid Drive saves constant shifting and clutching.



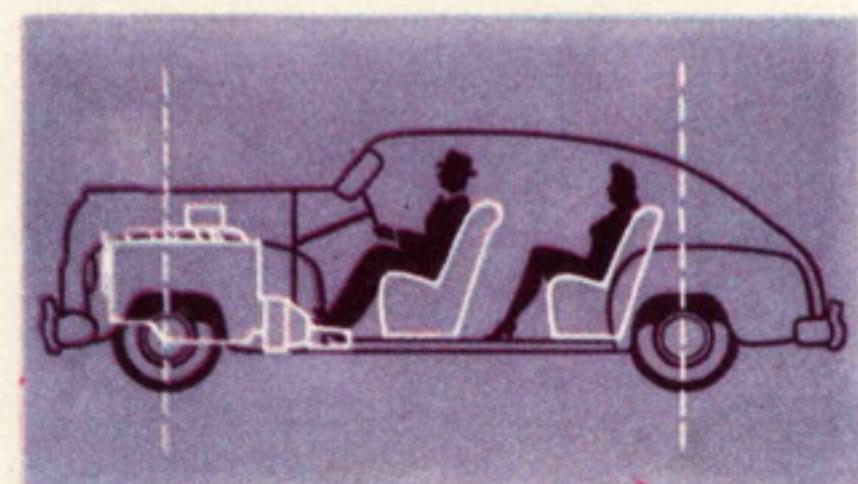
With Patented Floating Power Engine Mountings the engine itself offsets forces which in all motors set up vibration.



With Patented Floating Power Engine Mountings the engine itself offsets forces which in all motors set up vibration.

All-Fluid Drive's silent smoothness. Dodge developed Full-Floating Ride over many years; finally achieved a softness and luxury of balance, which brings all riders into a fully protected and cradled riding Comfort Zone. With this improvement, Dodge combined many other perfected factors to create the Full-Floating Ride . . .

Independent Action Front Wheel Springs . . . Synchronized Spring Action . . . Airplane-Type Hydraulic Shock Absorbers . . . "Hush-Point" Body Mountings . . . Rubber-Insulated Spring Shackles . . . Rubber-Cored Spring Bushings . . . Shockless Steering Mechanism . . . and Famous Floating Power Engine Mountings. These are the basic Dodge ride improvements to which are now added the flowing smoothness of All-Fluid Drive.



Dodge engineers labored for years to provide "front seat comfort" for rear seat passengers. The Comfort Zone literally cradles passengers between the axles.

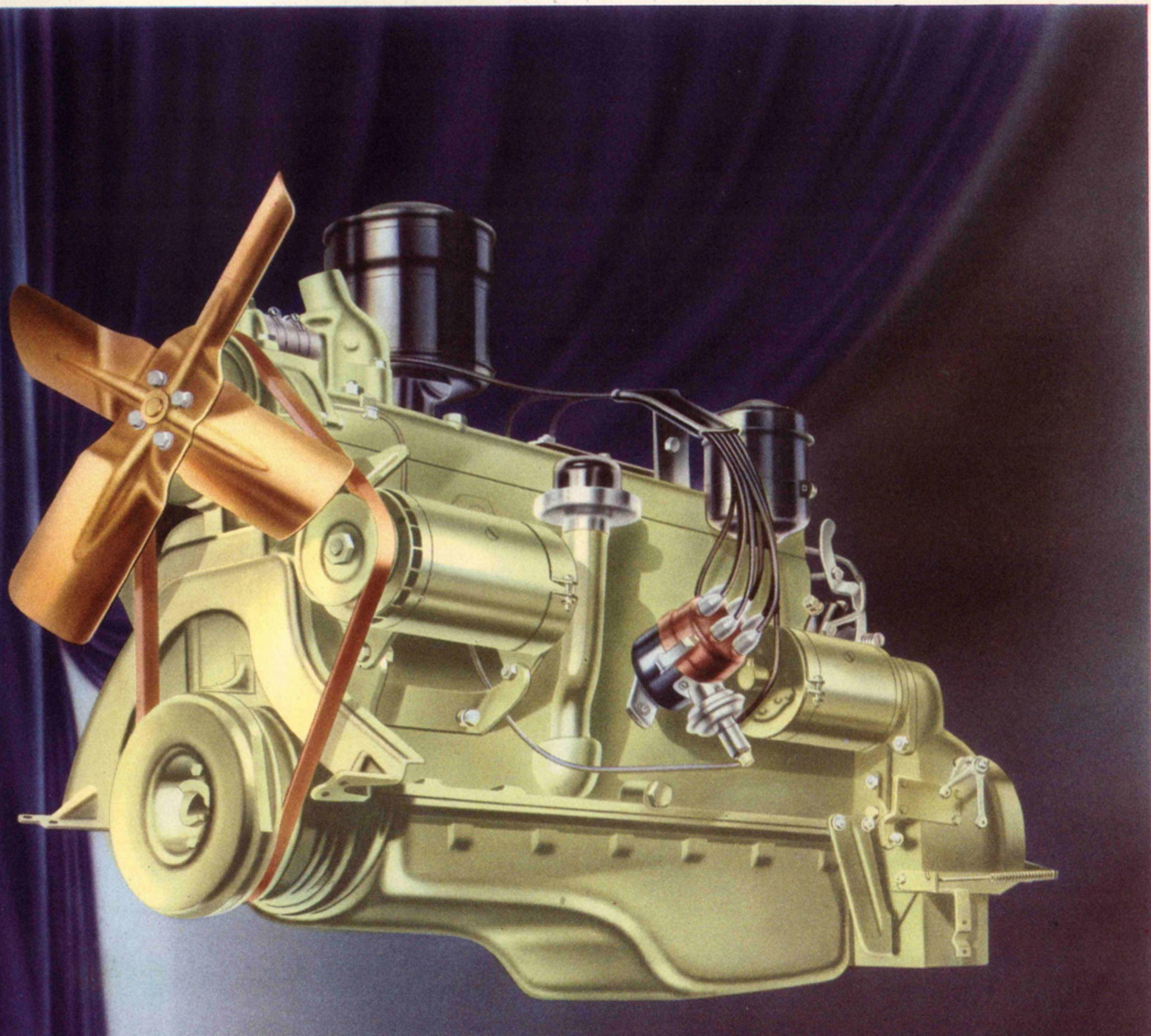
skidding or slipping hazard. It will take hills in high that require other cars to shift . . . and shift . . . With only two rugged moving parts (twin propellers) in their own sealed case of oil, Dodge All-Fluid Drive delivers thrilling satisfaction everywhere throughout its long, dependable lifetime.

THE FULL-FLOATING RIDE—This famous Dodge Ride is now further improved by

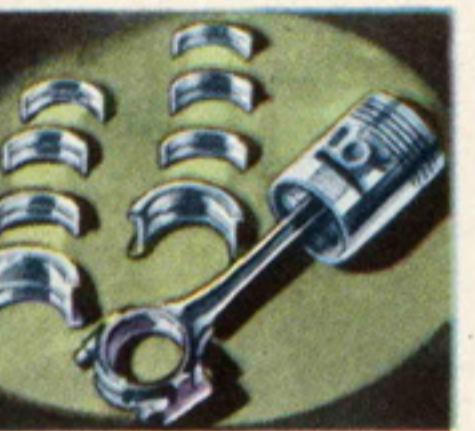
Power-Flow Engines

GREATER HORSEPOWER

GREATER ECONOMY

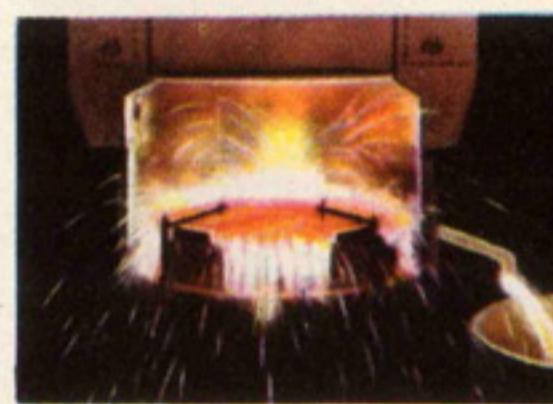


Dodge stole a march on the entire automotive industry with its exclusive Dodge All-Fluid Drive . . . Now, Dodge does another exclusive thing . . . by supplying a genuine Power-Flow engine as the working partner for its All-Fluid Drive. In this great engine the horsepower has been greatly increased—there's now giant energy under every Dodge hood. But the unusual and dramatic interest which at-



Piston rings are lower in the piston; removed from heat. Both pistons and rings are improved.

taches to the story of the Power-Flow engine lies not merely in its far greater power—but in the remarkable efficiency and economy with which that power is applied over the entire speed range. More power is now available at the lower speeds . . . at the ordinary driving speeds . . . as well as at other higher speeds . . . And this Dodge horsepower makes swift, liquid delivery of itself, instead of a delivery that is harsh and metallic. All combustion blows are cushioned. The great Dodge horsepower becomes an ebb and flow of tidal smoothness and silence, thanks to All-Fluid Drive. You feel it in

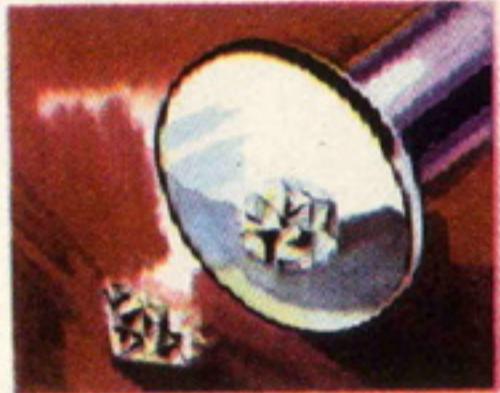


Super-tough Amola Steel adds strength to Dodge engine and chassis parts for great resistance to wear.

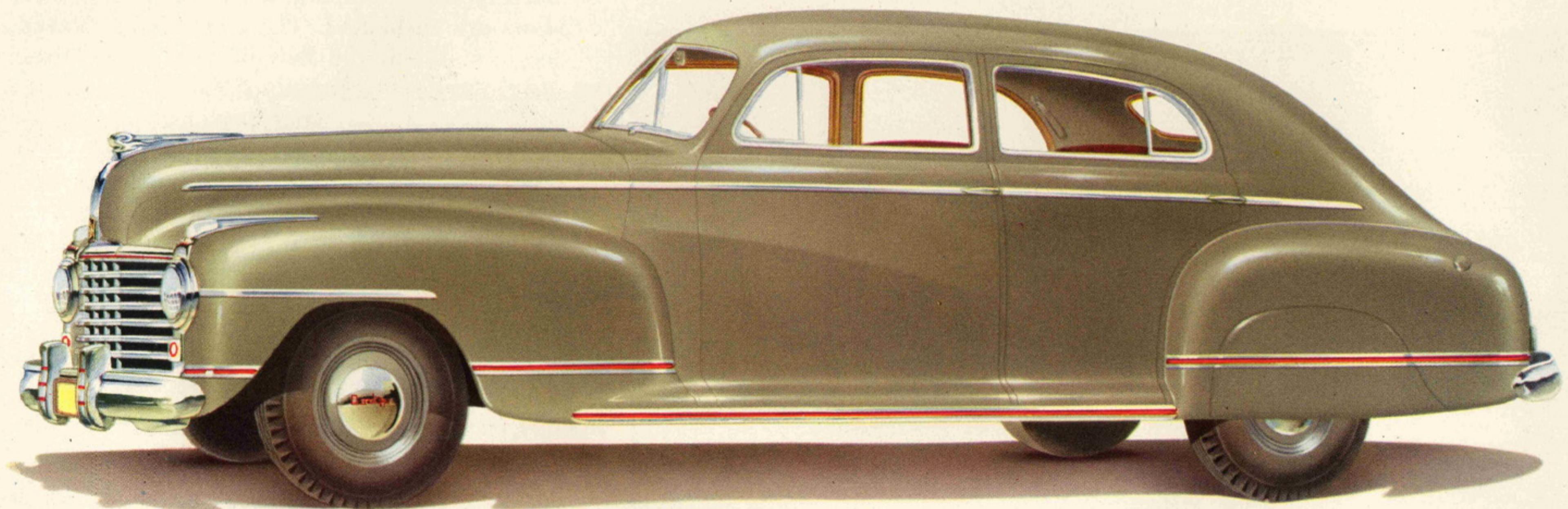
your personal ease and comfort. Your car feels it in its new and complete release from the old inherent wear and tear . . . That's what these Power-Flow motors bring you as they help to usher in the new motoring day which dawned with Dodge All-Fluid Drive.

ROCK BOTTOM ECONOMY—NO "PREMIUM" FUEL PENALTY—

The new Dodge 105-horsepower Power-Flow engines save, at least, a full ten per cent in gasoline. More important, they give top performance on "regular" gasoline. The new engine has greater piston displacement, larger intake valves, entirely new manifolding for greater heat to the new and larger carburetor. It has a heavier, more rigid crankshaft, a lengthened piston stroke, newly designed and placed piston rings, protected from the maximum engine heat. And Dodge in these new cars employs a new gear ratio in the rear axle—thus reducing motor revolutions per minute—with greater saving of fuel, of oil, and of all moving parts.



Dodge Superfinish produces surfaces so smooth wear is greatly reduced. Used in vital engine parts.

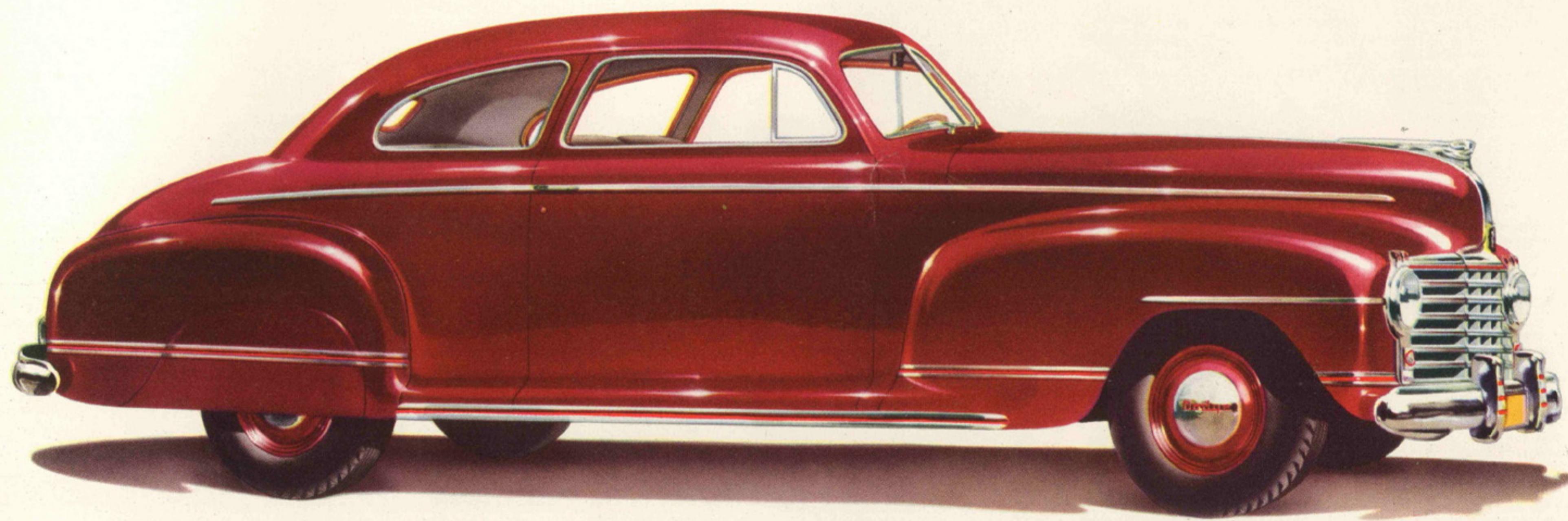


Dodge Custom Town Sedan

THE TRIM EXTERIOR, AND THE FACT THAT THE REFINEMENT OF INTERIOR UPHOLSTERY AND APPOINTMENTS IS GRACEFULLY COMPLEMENTARY TO EVENING DRESS, DO NOT LESSEN THIS MODEL'S ALL-AROUND UTILITY.

New Power-Flow Engine

All-Fluid Drive

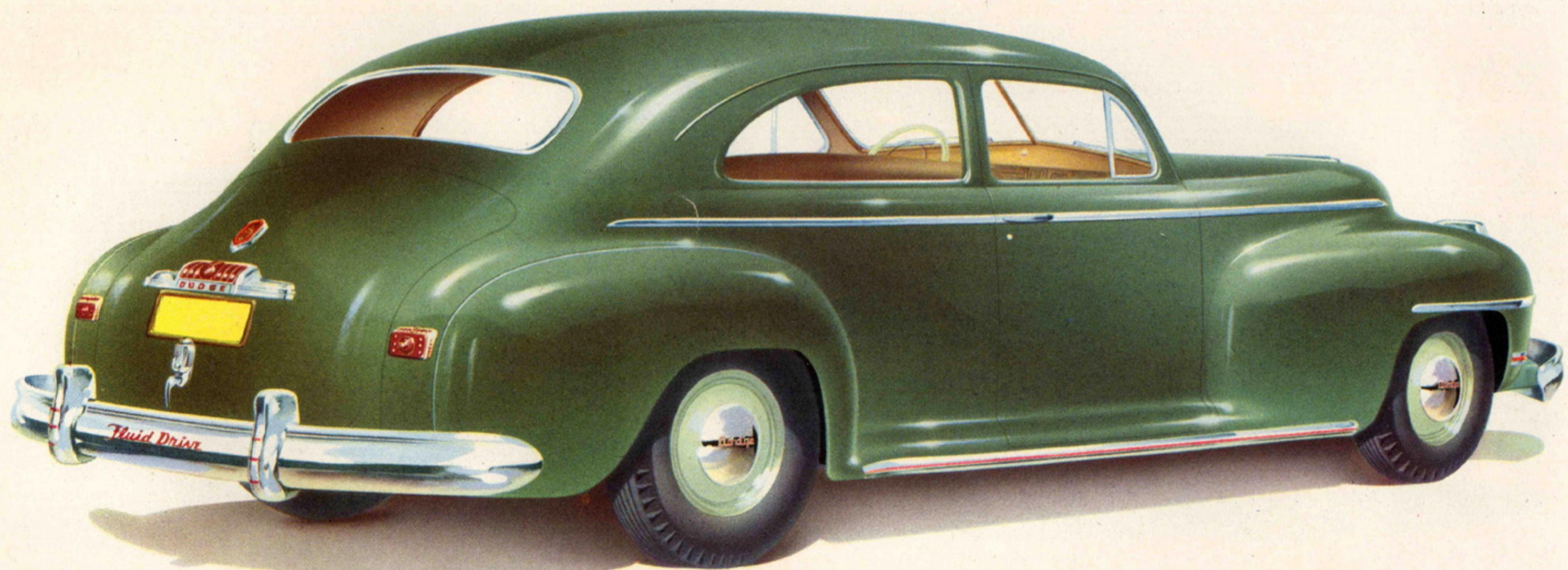


Dodge Custom Coupe for Six

THE UPHOLSTERY MOTIF OF THE ROOMY SEATS IS SMARTLY APPLIED TO THE SIDE PANELS.
GLEAMING BEAD TRIM OF PANELS AND MOLDINGS ADDS TO THE GEM-LIKE BEAUTY.

New Power-Flow Engine

All-Fluid Drive



Dodge DeLuxe Two-Door Sedan

THE STREAMLINED DELUXE 2-DOOR SEDAN IS A FAVORITE FAMILY CAR AND—
BECAUSE OF THE DOOR ARRANGEMENT—OFFERS SPECIAL SECURITY FOR CHILDREN.

New Power-Flow Engine

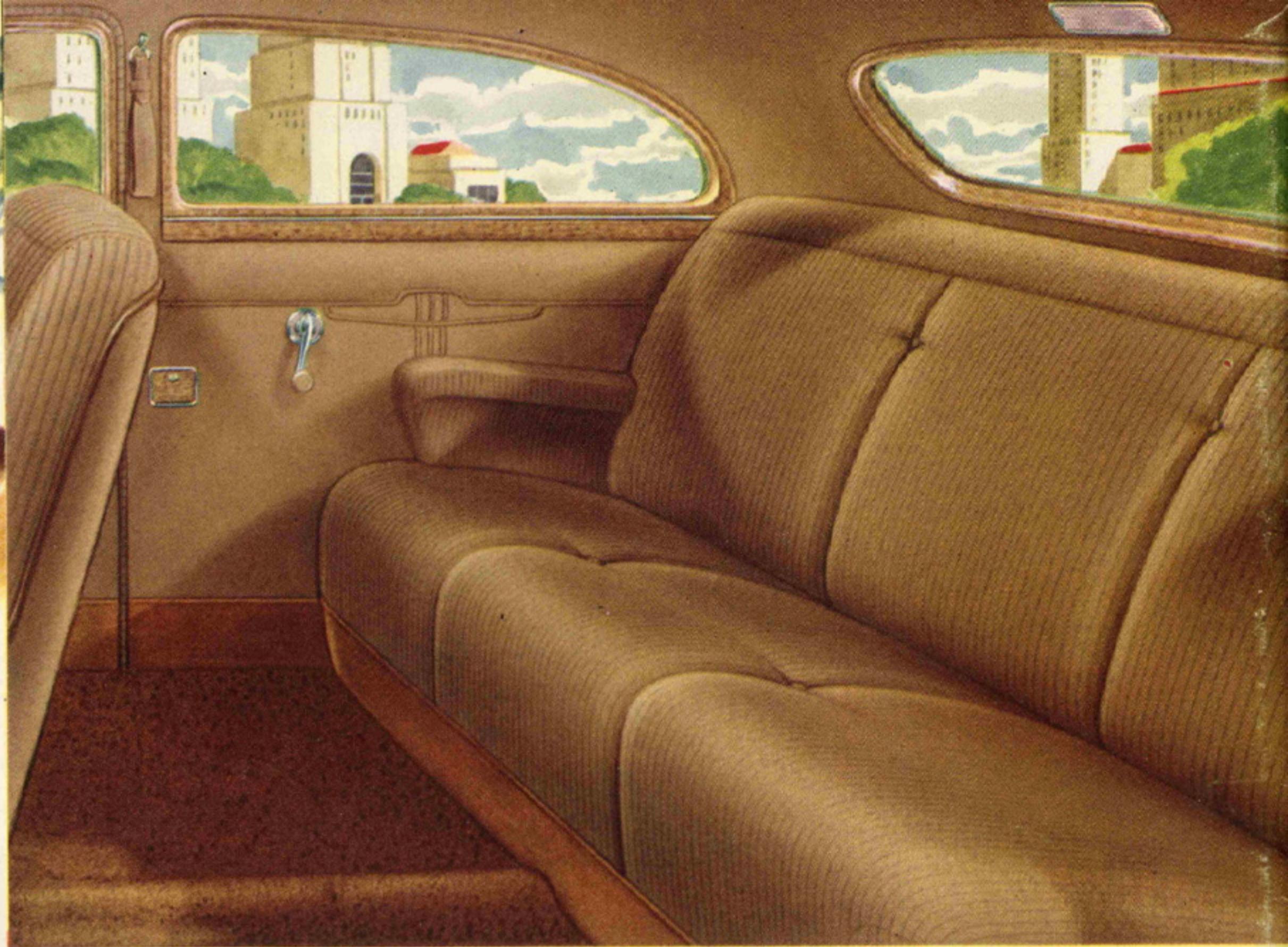
All-Fluid Drive



THE THREE-SPOKE STEERING WHEEL affords clear view of instrument panel. A jewel-like medallion occupies the wheel's center. The horn ring assists instant signaling.

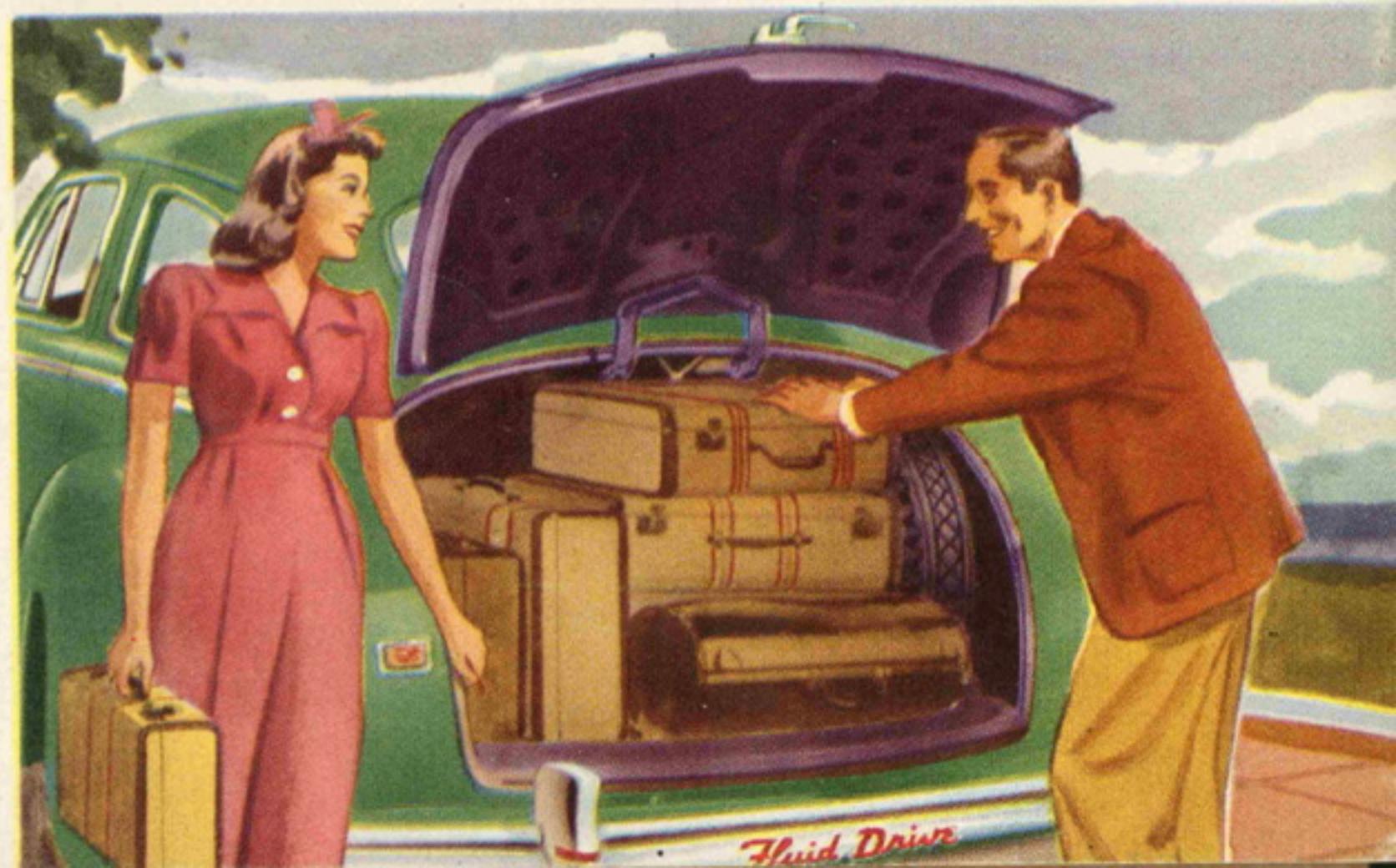


THE RICHNESS OF COLOR which greets your inspection of the Custom Town Sedan—with its deep maroon or blue against contrasting gray—emphasizes its style leadership.



SEATS OF THE 2-DOOR DELUXE MODEL are upholstered with striped beige broadcloth or with pile fabric. Driver's seat provides a full 5-inch adjustment forward and back as on all models . . . Door locks are provided on the left front as well as the right front door on all cars.

THANKS TO COUNTER-BALANCED HINGES, the luggage compartment lid is raised or lowered by the touch of a finger. The hinges hold the lid open when desired, without aid from space-obstructing props. A slight upward movement raises the control-poised deck-lid of the roomy luggage compartment—and it is prevented from falling by a spring-balance.



Specifications



SAFEGUARD WHEELS—designed to keep your tire on rim in case of blow-out—guard your car and you.

next to carburetor. Plain tube, down-draft carburetor. Oil-bath air-cleaner combined with intake silencer. Vacuum type economizer. Automatic choke control. 17 gallon fuel tank.

ELECTRICAL SYSTEM—“Solar Spark” 6-volt ignition, fully automatic spark advance with mechanical and vacuum control. Shunt-type generator with full voltage and current regulation. Generator ventilated by centrifugal fan. Ample capacity to carry all approved accessories at all driving speeds. Pedal-operated positive starter. Special high-tension coil. Metric spark plugs with plastic covers. 15-plate battery, capacity 105 ampere hours at the 20-hour discharge rate. Headlights sealed-beam type with beam shifting to right and down for passing.



VALVE SEAT INSERTS resist pitting, allow valves to seat well after thousands of miles.

REAR AXLE—Semi-floating; steel-stamped banjo-type housing. Hypoid bevel gears and axle shafts of AMOLA steel. Six roller bearings. Road clearance $8\frac{1}{2}$ " at center.

REAR SPRINGS—Semi-elliptic. Leaves designed to prevent squeaks. Rubber-insulated shackles. Front ends of rear springs in rubber bushings. Metal spring covers. Transverse sway bar at rear on Custom Models only.

This Symbol of Dodge Dependable Service is found throughout the United States. It indicates an Authorized Dodge Service Station, equipped to serve you expertly with factory-trained mechanics and factory-approved equipment. Your Dodge dealer is anxious to make your Dodge ownership one of lasting

ENGINE—Dodge 6-cylinder “L”-head with patented Floating Power engine mountings. Bore $3\frac{1}{4}$ ". Stroke $4\frac{1}{8}$ ". Piston displacement 230.2 cu. in. Taxable horsepower, 25.35; brake horsepower, 105 at 3600 r.p.m. with 6.7 compression ratio. Automatic manifold heat control. Special alloy inserted exhaust valve seats.

CRANKSHAFT ASSEMBLY—Crankshaft drop-forged from high-carbon steel. Balanced at rest and in rotation. Seven integral counterweights. Torque impulse neutralizer on Custom Models only. Drop-forged, I-beam section connecting rods with new long-life steel-backed bearings. Aluminum alloy, steel-strut, tin-plated pistons, with four rings. Long-life steel-backed main bearings.

CAMSHAFT—Driven by silent chain from crankshaft. Four camshaft bearings. Valve cams and distributor drive gear integral with shaft.

ENGINE LUBRICATION—Force-feed from gear-type oil pump, through rifle-drilled cylinder block passages to front end drive chain and to main, connecting rod and camshaft bearings. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Timing chain drive lubricated by oil stream from camshaft. Crankcase ventilator and oil filter. Crankcase capacity five quarts.

ENGINE COOLING—Water-cooling by centrifugal pump, 4-blade, 17-inch fan. Double-action thermostatic water control with by-pass. Cylinder bores water-jacketed full length. Valve seats cooled through special header in cylinder block. Cellular type radiator, system capacity $3\frac{3}{4}$ gallons.

FUEL SYSTEM—Fuel pump driven from camshaft, screen filter with sediment bowl; separate edge type filter

next to carburetor. Plain tube, down-draft carburetor. Oil-bath air-cleaner combined with intake silencer. Vacuum type economizer. Automatic choke control. 17 gallon fuel tank.

ELECTRICAL SYSTEM—“Solar Spark” 6-volt ignition, fully automatic spark advance with mechanical and vacuum control. Shunt-type generator with full voltage and current regulation. Generator ventilated by centrifugal fan. Ample capacity to carry all approved accessories at all driving speeds. Pedal-operated positive starter. Special high-tension coil. Metric spark plugs with plastic covers. 15-plate battery, capacity 105 ampere hours at the 20-hour discharge rate. Headlights sealed-beam type with beam shifting to right and down for passing.

CLUTCH—Dry, single-plate type, 10" diameter with cushioned center. Asbestos facings. Ball thrust release bearing with lubricant sealed in. Oilite bronze pilot bearing.

TRANSMISSION—Dodge silent constant mesh, easy shifting type with control on steering column. Three speeds forward and one reverse. All helical gears, silent in all speeds including reverse. Seven ball and roller bearings.

FINAL DRIVE—Hotchkiss type. Tubular propeller shaft, statically and dynamically balanced. Ball and trunnion type universal joints with roller bearings.

FRONT SUSPENSION—Dodge Individual-Action front wheel springing. Matched coil springs of AMOLA steel, rustproofed. Working joints sealed against dirt and water. Levelator to eliminate sway. Ball thrust bearings at king pins.

REAR AXLE—Semi-floating; steel-stamped banjo-type housing. Hypoid bevel gears and axle shafts of AMOLA steel. Six roller bearings. Road clearance $8\frac{1}{2}$ " at center.

REAR SPRINGS—Semi-elliptic. Leaves designed to prevent squeaks. Rubber-insulated shackles. Front ends of rear springs in rubber bushings. Metal spring covers. Transverse sway bar at rear on Custom Models only.



MONEY-SAVING OIL FILTER cuts oil costs and protects your engine.

on front and rear brake shoes. Separate, external-contracting hand brake for parking, mounted at rear of transmission.

CHASSIS FRAME—Improved box-type, double kick-up. Bridge construction. Side channels $4\frac{1}{4}$ " x $2\frac{1}{4}$ ". Bumpers front and rear. Gravel deflectors at front and rear.

STEERING—Semi-irreversible. Worm-and-roller tooth sector. Steel-reinforced steering wheel, three spokes; outside diameter 18". Tapered roller thrust bearings.

BRAKES—Dodge hydraulic, 4-wheel internal expanding; self-equalized and weatherproof. Ribbed cast-iron brake drums with steel backs. Stepped-operating hydraulic brake cylinders and fixed anchors give equalized braking action

on front and rear brake shoes. Separate, external-contracting hand brake for parking, mounted at rear of transmission.

SHOCK ABSORBERS—Two-way direct-acting hydraulic both front and rear.

CHASSIS LUBRICATION—Pressure grease system.

WHEELBASE—119 $\frac{1}{2}$ inches.

WHEELS—Five demountable steel disc wheels with safety rims.

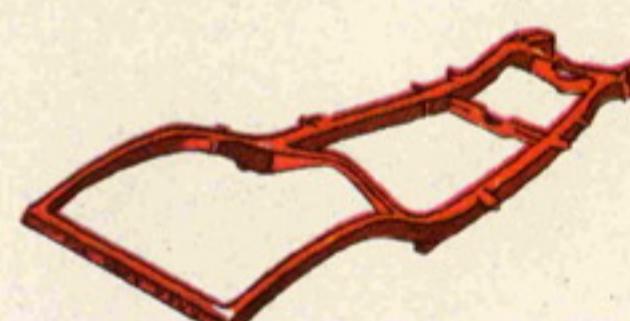
TIRES—Five 16 x 6.00, 4-ply, airwheel.

BODIES—Windstreamed styling. Safety steel, rustproofed. Safety glass. Dual windshield cleaners, electrically driven, 2-speed, on Custom Models. Dual vacuum windshield cleaners on De Luxe Models. Two adjustable inside visors. Adjustable rear-view mirror. Outside door locks on right and left front doors. V-front, divided windshield. Dependable finish. Airfoam seat cushions on Custom Models only.

BODY INSULATION—Body supported on rubber-insulated “hush-point” mountings. There is no metal-to-metal contact; insulation reduces transmission of road noises from frame to body. Body insulated against sound, heat and cold.

VENTILATION—Dodge perfected, clear-vision ventilating system, including pivoting front windows and pivoted rear-quarter windows (on 4-door Sedans). Forward opening, screen-guarded cowl ventilator.

INSTRUMENT PANEL—Includes “safety light” speedometer and mileage recorder with safety signals incorporated in ammeter, electric fuel gauge, oil-pressure gauge and engine temperature indicator. All instruments indirectly lighted. Headlight beam indicator, roomy parcel compartment (with lock, on Custom Model only), ash receiver. Center panel for radio speaker and controls. New map-reading light below radio grille.



BOX-TYPE FRAME, with four rugged cross members, achieves great rigidity. Lower center of gravity increases riding stability; adds to car appearance.

SPECIAL EQUIPMENT AND ACCESSORIES—Bumper Guards shown on all car illustrations. Rear Wheel Shields illustrated on pages 4, 6, 8, 12, 13 and Directional Signals illustrated on pages 6, 7, 12, 14 are extra equipment available at slight extra cost. See list of other items available for factory installation at extra cost. Includes fluid coupling, power shift, radio, hot water heaters, “All-Weather Air-Control System” designed specially for Dodge, and many others.



satisfaction. He cordially invites you to make his establishment your headquarters for all your motoring needs.

Wherever you drive, you are never far from a Dodge dealer who will welcome the opportunity to greet and serve you.

DODGE DIVISION OF CHRYSLER CORPORATION — DETROIT, MICHIGAN

Prices and specifications subject to change without notice.