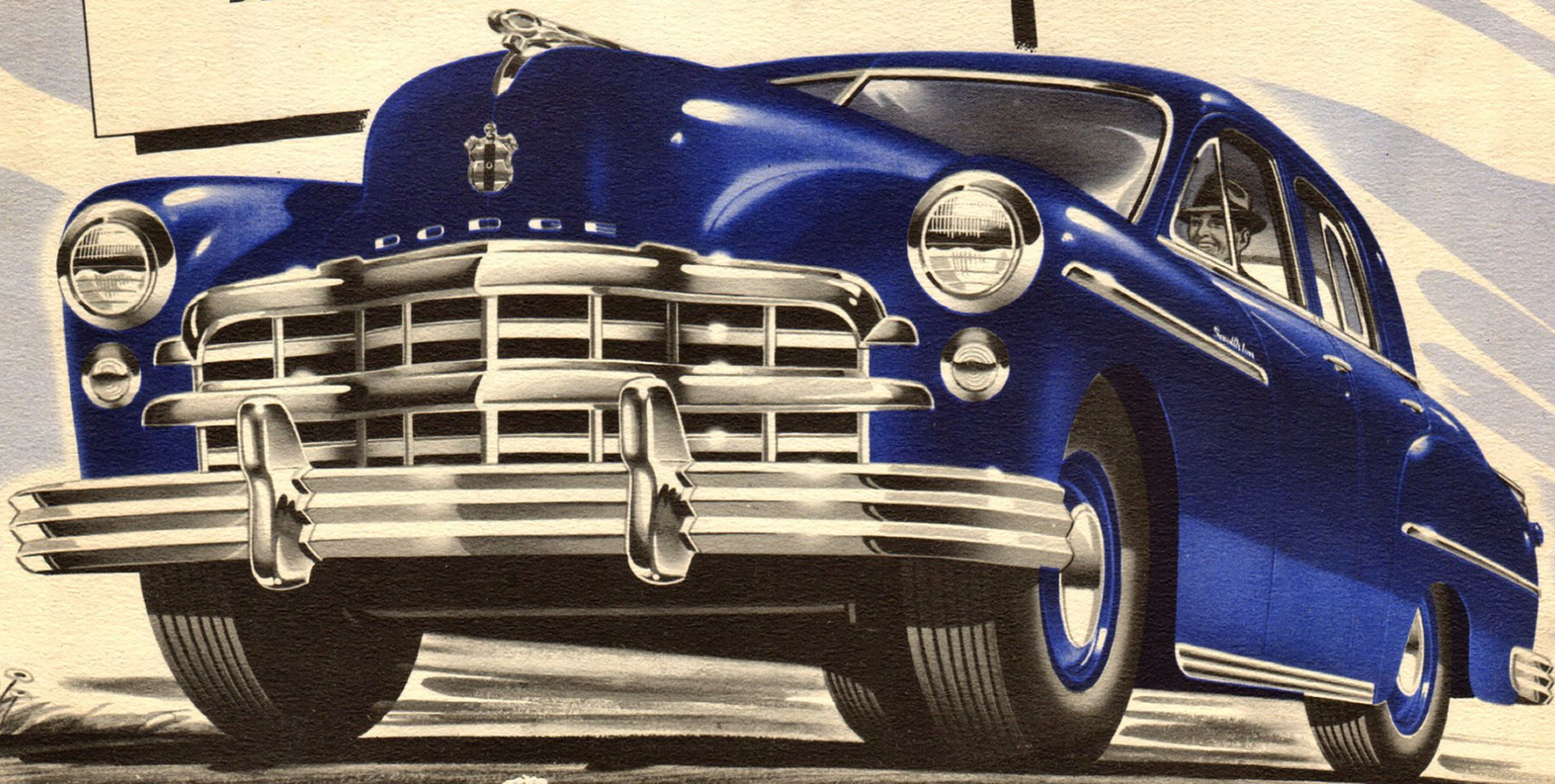


# *HERE'S THE NEW* **DODGE**

DELUXE • SPECIAL DELUXE





**ENGINEERED TO GIVE FAMOUS DODGE DEPENDABILITY, ECONOMY, SATISFACTION AND SMOOTH RIDING**

**THE BIG, ROOMY**

## *Dodge Four-Door Sedan*

**T**HE New Dodge DeLuxe and Special DeLuxe models present a new modern car styling and many additions to the time-tested features that have built the Dodge reputation for Dependability over the years. Every feature has been designed with one idea in mind—to improve the traditional Dodge qualities of Style, Performance, Economy and Smooth Riding.

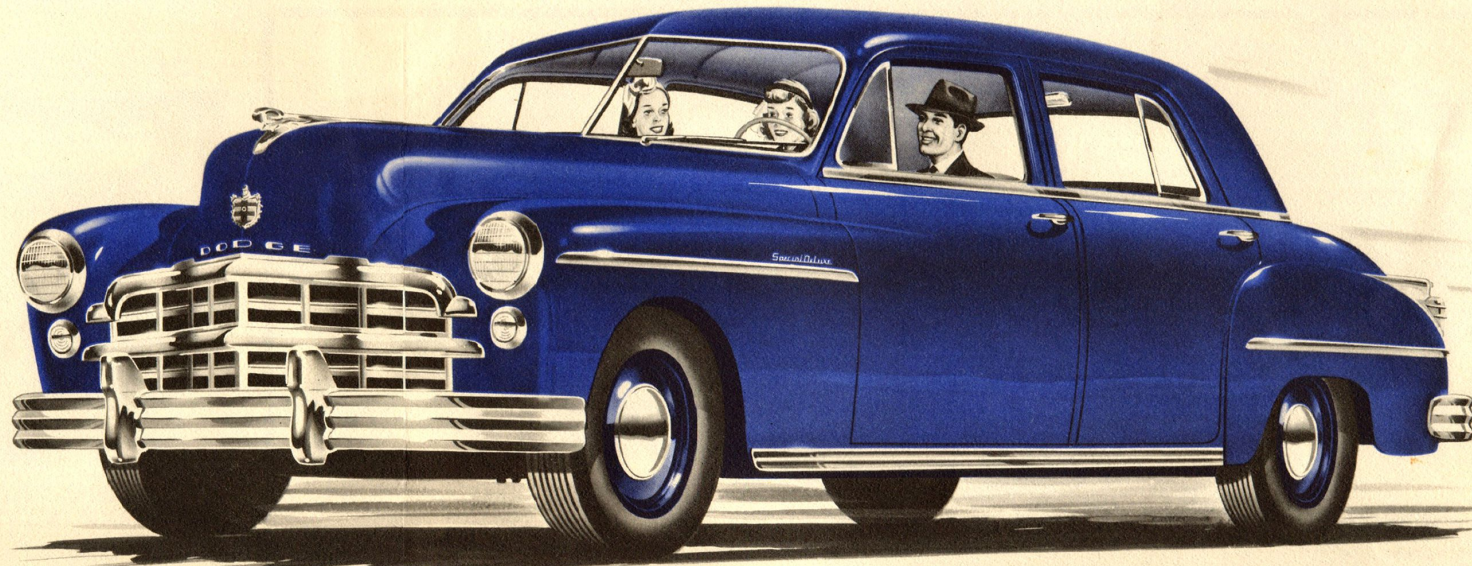
**Style**—Here is beauty that looks ahead—real automobile styling. These new Dodge cars are styled to stay beautiful—to protect your investment and to confirm your good judgment. Their beauty reflects the good qualities underneath.

**Performance**—Turn the ignition switch one-quarter turn past the "on" position to start and you can barely hear the gentle purr of the high compression L-Head engine. As you drive along you'll appreciate the smooth, vibrationless power of these new automobiles . . . a smoothness resulting from the unique three-point engine suspension of Floating Power engine mountings. These new Dodge models start faster and stop more quickly . . . a new clutch design gives more positive control . . . gear shifting is easier and there is freedom from gearshift wobble by locating the bell crank on the frame instead of the engine as in former models. They have more performance than any cars ever built by Dodge.

**Economy**—The famous Dodge L-Head engine is the keystone of Dodge's low cost of operation and upkeep. There are fewer moving parts—fewer parts to wear. This basically fine engine design includes such "extra" features as four rings per piston, downdraft carburetor, oil-bath air cleaner, self-cleaning Oilite gas filter in the gasoline tank, automatic manifold heat control, full-pressure lubrication, burn-resistant exhaust valve seat inserts, floating oil intake which picks up clean oil from the sump. Add a rubber mounted all-steel body, heavy wrap-around bumpers, a fender design where minor damage does not call for a major repair and you have the basic reasons for the Dodge reputation for economy among automobile owners.

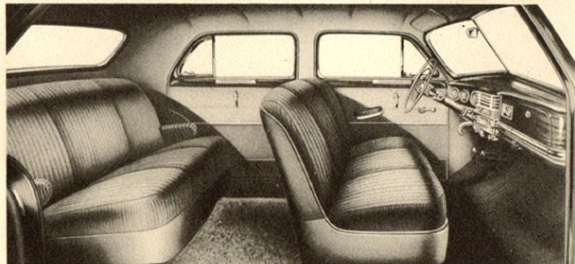
**Smooth Riding**—When you lounge back in the luxury of Dodge "chair-high" seats you can really relax—relax and be comfortable with the new, controlled draft-free ventilation. The famous Dodge Floating Ride is smoother than ever. It's a scientific combination of many features including the new, longer, 118½" wheelbase, which permits passengers to ride really cradled between the axles; airplane-type shock absorbers, the rear shocks installed at an angle to further reduce side-sway; independent front wheel suspension, all exclusive to automobiles manufactured by the Chrysler Corporation.

*See and drive these great new Dodge cars at your earliest convenience—and judge for yourself.*

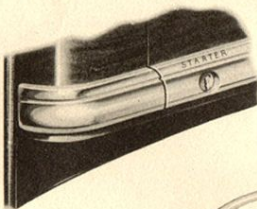




## DODGE STYLING-UNMATCHED FOR LASTING BEAUTY

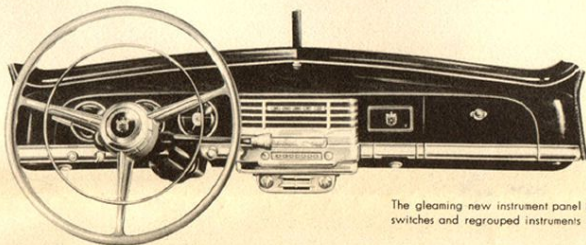
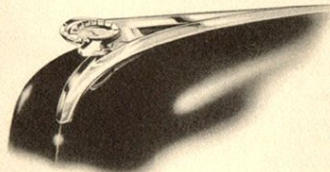


The richly upholstered interiors of the Dodge DeLuxe and Special DeLuxe combine comfort and style.



You start the engine of these fine new cars by merely turning the ignition switch one-quarter turn past the "on" position.

The streamlined new "razor" hood ornament stylishly sets off the massive Dodge front end.

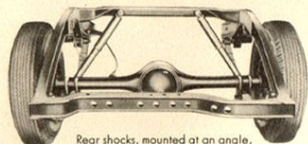


The gleaming new instrument panel features new rotary switches and regrouped instruments for easier reading.

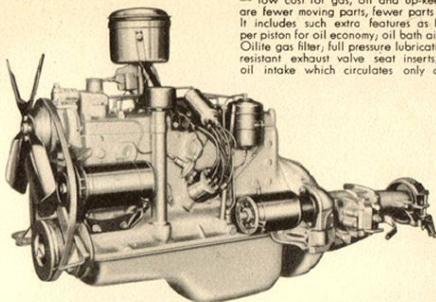


Safety grooves

The combination of blow-out-safe "Safety-Rim" wheels and low-pressure super-cushion tires gives Dodge owners extra safety and riding comfort.



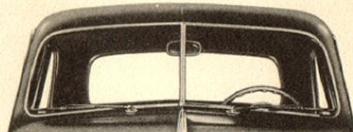
Rear shocks, mounted at an angle, help prevent side-sway on turns.



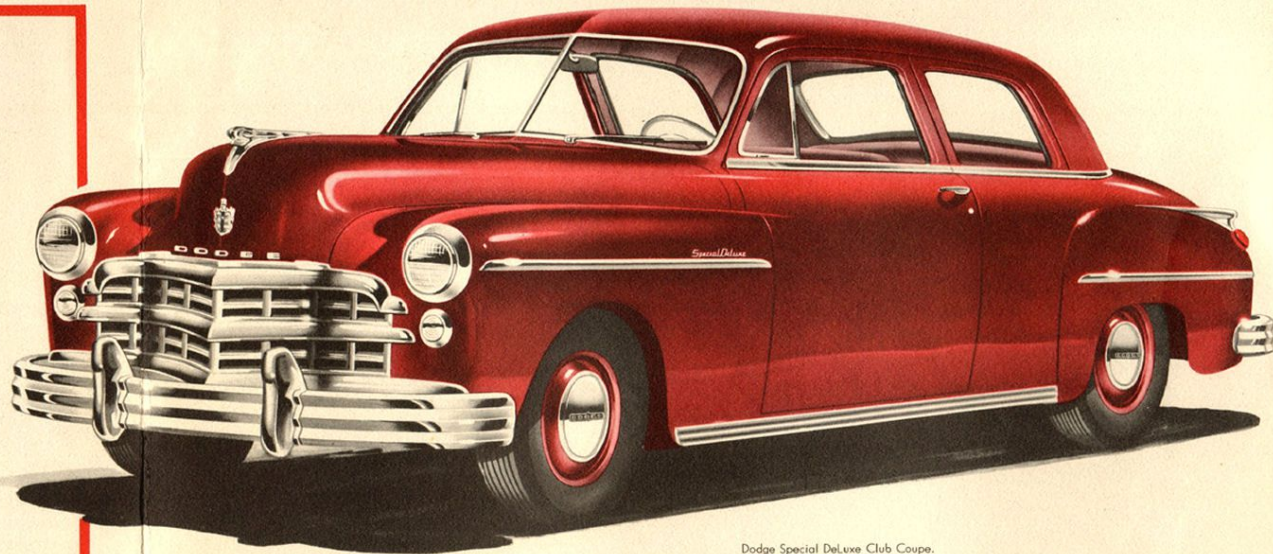
The powerful 97-h.p. Dodge L-Head engine — low cost for gas, oil and up-keep. There are fewer moving parts, fewer parts to wear. It includes such extra features as four rings per piston for oil economy, oil bath air cleaner, Oilite gas filter, full pressure lubrication, burn-resistant exhaust valve seat inserts, floating oil intake which circulates only clean oil.



Dodge passengers ride between the axles with ample leg and head room in these long wheelbase models.



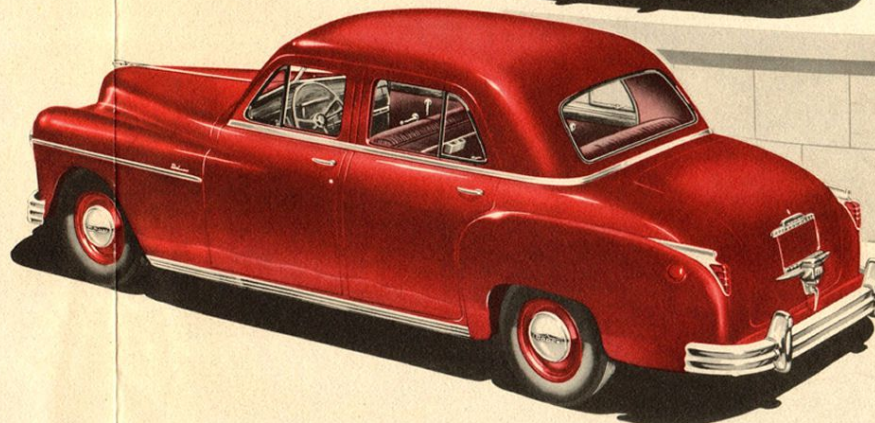
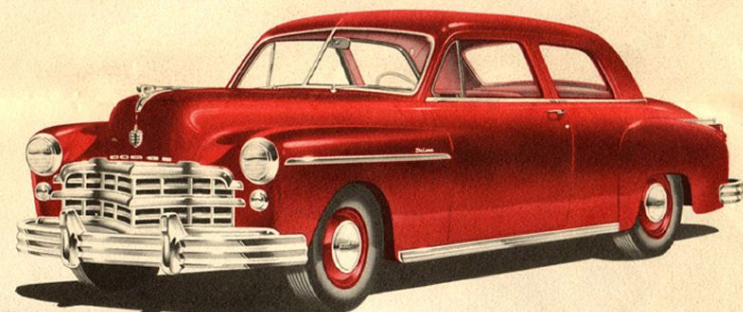
The new higher, wider windshield is 37% larger than in former models. Wipers sweep 61.5% more area.



Dodge Special DeLuxe Club Coupe.

## THE NEW DODGE DeLuxe

118½" WHEELBASE



BUILT IN CANADA

BY CANADIAN CRAFTSMEN



## Specifications

**AXLE, FRONT**—Independent coil spring front wheel suspension, wishbone type very flexible spring action controlled by direct double acting telescopic shock absorbers. Front sway bar.

**AXLE, REAR**—Ratio 3.9 to 1. Semi-floating with one-piece, two pinion differential case, mounted on tapered roller bearings. Nickel Molybdenum hypoid gears, one-piece forged drive pinion and shaft mounted on two tapered roller bearings. Amola axle shafts mounted on two tapered roller bearings. All tapered roller bearings are fully adjustable.

**BODIES**—Safety steel with seamless top, braced, ribbed and welded into one complete unit for strength. Thoroughly insulated for quietness, drip mouldings integral, safety glass throughout. Both front doors may be locked from outside. Swing type ventilating windows.

**BRAKES**—Service—Time-tested hydraulic internal self-equalizing four-wheel brakes. 10" diameter, weatherproof cast iron brake drums with cast-in steel backs, moulded brake shoe facings. Front wheel brake shoes actuated by individual cylinders.

**BRAKE**—Parking—Independent in operation, 6" drum at rear of transmission, 2" external contracting brake band equalized through differential gears.

**CARBURETOR**—Down-draft equipped with oil-bath air cleaner and intake silencer. Accelerator pump. Fast engine idle controlled by automatic choke.

**CLUTCH**—Single dry-disc type with torsion springs around hub for smooth get-away and absorption of torsional vibration in drive line. Clutch housing ventilated.

CHASSIS LUBRICATION—Pressure grease system.

**COOLING SYSTEM**—Cooling capacity (3 Imperial gallons). Full length water jacket on engine block flow around tributor tube. Length of block directs water flow around exhaust valve seats. Circulation control which circulates water in thermostat at unusual construction under up periods. This cylinder block only during life, greater fuel mileage and greater tributes to long engine life, greater water fuel mileage and greater oil economy. Cellular radiator core cooled by four-blade fan driven by endless V-belt.

**ENGINE**—Horsepower 97. Displacement 218.06 cu. in. Compression ratio 6.7 to 1. L-Head type. Full length water jackets. Exhaust valve seats cooled by direct circuit from water distributor tube. Automatic manifold heat from water distributor tube. Automatic manifold heat from water distributor tube. Crankshaft control. Alloy steel inserted exhaust valve seats, statically balanced. Crankshaft forged from special high carbon steel, statically balanced, dynamically balanced, seven counterweights. Crankshaft and connecting rod bearings, steel backed, removable, precision type. Pistons ground U-slot stannic coated, precision type. Pistons ground U-slot stannic coated, precision type. DeLuxe models.

**ENGINE LUBRICATION**—Force feed from rotor type oil pump to crankshaft, connecting rod and camshaft bearings. All other working parts lubricated by positive spray under pressure from small metered hole in each connecting rod bearing, also from crankshaft and camshaft. Timing chain lubricated by direct oil lead. Oil capacity 4 Imperial quarts. Oil filter, crankcase ventilation.

**ELECTRICAL SYSTEM**—15 Plate battery, 6 volt, 100 ampere hour capacity generator belt driven, ventilated with automatic current and voltage regulation. Ignition distributor timing fully automatic, controlled by centrifugal weights for timing fully automatic, controlled by 14 M.M. all cables heat and manifold vacuum, spark plugs 14 M.M. all cables heat resistant and waterproof. Coil mounted on engine to reduce radio interference. Hand control starting motor with switch on instrument panel.

**FINAL DRIVE**—Hotchkiss type—Tubular propeller shaft statically and dynamically balanced. Universal joints are needle bearings fully enclosed.

**FRAME**—6" side members of box section construction. Very rigid both in beam and torsional strength. Side channels follow contour of body.

**FUEL SYSTEM**—Fuel is drawn from supply tank by fuel pump driven off camshaft. Fuel tank capacity 12.95 Imperial gallons mounted at rear of car with sediment collecting sump. Fuel filter self-cleaning located in fuel tank.

**SUSPENSION**—Front coil springs, rear spring semi-elliptic grooved plates with tapered ends, Amola steel with metal covers on rear. Double acting telescopic shock absorbers front and inclined from side to side rear shock absorbers. Rubber silent block at front ends of rear springs.

**STEERING**—Worm and roller steering gear with ratio 18.2 to 1 semi-irreversible type.

**TRANSMISSION**—All quiet automesh with helical gears throughout, quiet in all gears including reverse, blocker type, and synchronizer between 2nd and direct. Six ball and column type roller bearings in transmission. Steering column type handy control gearshift.

**VENTILATION**—Perfected clear vision system including swing type vents in front and rear doors. Forward opening cowl ventilator equipped with screen.

**WHEELS AND TIRES**—Five demountable steel disc 15 x 4.50 air wheel type with safety-rim with five 15 x 6.70 tires.

WHEELBASE—118½"

NOTE: All specifications subject to change without notice and without responsibility to the Chrysler Corporation of Canada Limited. Dodge-DeSoto Division.

## EQUIPMENT AS SHIPPED

**SPECIAL DELUXE**

**SPECIAL DELUXE**  
118½" Wheelbase; 97 H.P. floating power engine; 5 Aero-disc 15" wheels; 5-6.70 x 15 4-ply tires; 12.95 Imperial gallon fuel tank; Safety glass throughout; Metal rear spring covers; Two sun visors; Dual tail lights; Dual rear spring couplers; Dual horns (airtone); vacuum windshield wipers (chrome); Dual horns (airtone); vacuum headlamps; Remote control horn ring; Ash Re-Sealed beam headlamps; 1 rear—back of front seat cover—1 front—all models, 1 rear—back of front seat cover—1 front—all models, 1 rear—club coupe; 4-door sedans, 2 rear—lt. and rt. quarters—club coupe; Front and rear door vent windows; Drip moulding; Centre license plate lamp and license bracket; Arm rests in both front doors; Independent front wheel coil spring suspension; Hydraulic brakes; Hypoid type rear axle 3.9 to 1; Handy control gearshift; Oil-bath air cleaner and intake silencer; Oil filter; Vibration damper; Parking transmission brake; Bumpers and buffer plates on front and rear; Shock absorbers; Sway eliminator; Foot rest—sedans only; Genuine safety steel "Unitop" roof—all models; Glove compartment lid; with lock; Counterbalanced luggage compartment lid; Auto jack; Radio grille; Cowl vent screen; Chrome body moulding; Chrome bead around windshield and rear window; Luggage compartment floor insulation; Imitation leather in doors; 2 Coat hooks in rear compartment; 17½" steering wheel; Outside locks on both front doors; Chrome sill moulding; Automatic door switch on right front door; New type ing; Automatic door switch on right front door; New type starter switch in instrument panel; Dome lamp over rear window; Downdraft carburetor with automatic choke; 100 amp. hour battery.

DELUXE

**DELUXE**  
Wheelbase 118½"; 97 H.P. floating power engine; 5 Aero-disc 15" wheels; 5-6.70 x 15 4-ply tires; 12.95 Imperial gallons fuel tank; Safety glass throughout; Metal rear spring covers; Two sun visors; Sealed beam headlamps; Dual tail lights; Dual vacuum windshield wipers; Dual horns (air-tone); Ash receiver—1 front; Front and rear door vent windows; Drip moulding; Outside door locks—both front doors; Centre license plate lamp; wheel coil spring suspension left front door; Independent front wheel coil spring suspension; Hydraulic brakes; Hypoid type rear axle 3.9 to 1 pension; Downdraft carburetor with automatic choke; oil-bath ratio. Oil cleaner and intake silencer; Oil filter; Handy control air cleaner and intake silencer; Front bumper with gearshift; Parking brake on transmission; 100 amp. hr. battery; Shock bumper guards; rear bumper; 100 amp. hr. battery; Shock absorbers; Foot rest (sedans only); Genuine safety steel "Unitop" roof (all models); Glove compartment; Auto jack; Counterbalanced luggage compartment lid; Cowl vent screen; Chrome body moulding; Chrome bead around windshield; Chrome sill moulding; Starting switch on instrument panel; 17½" steering wheel; 2 Coat hooks in rear compartment; Sway eliminator; Luggage compartment floor insulation; Imitation leather scuff pads on bottom of doors; Dome lamp over rear window.

Rear bumper buffer plate, De Luxe models as illustrated, available at additional cost.