

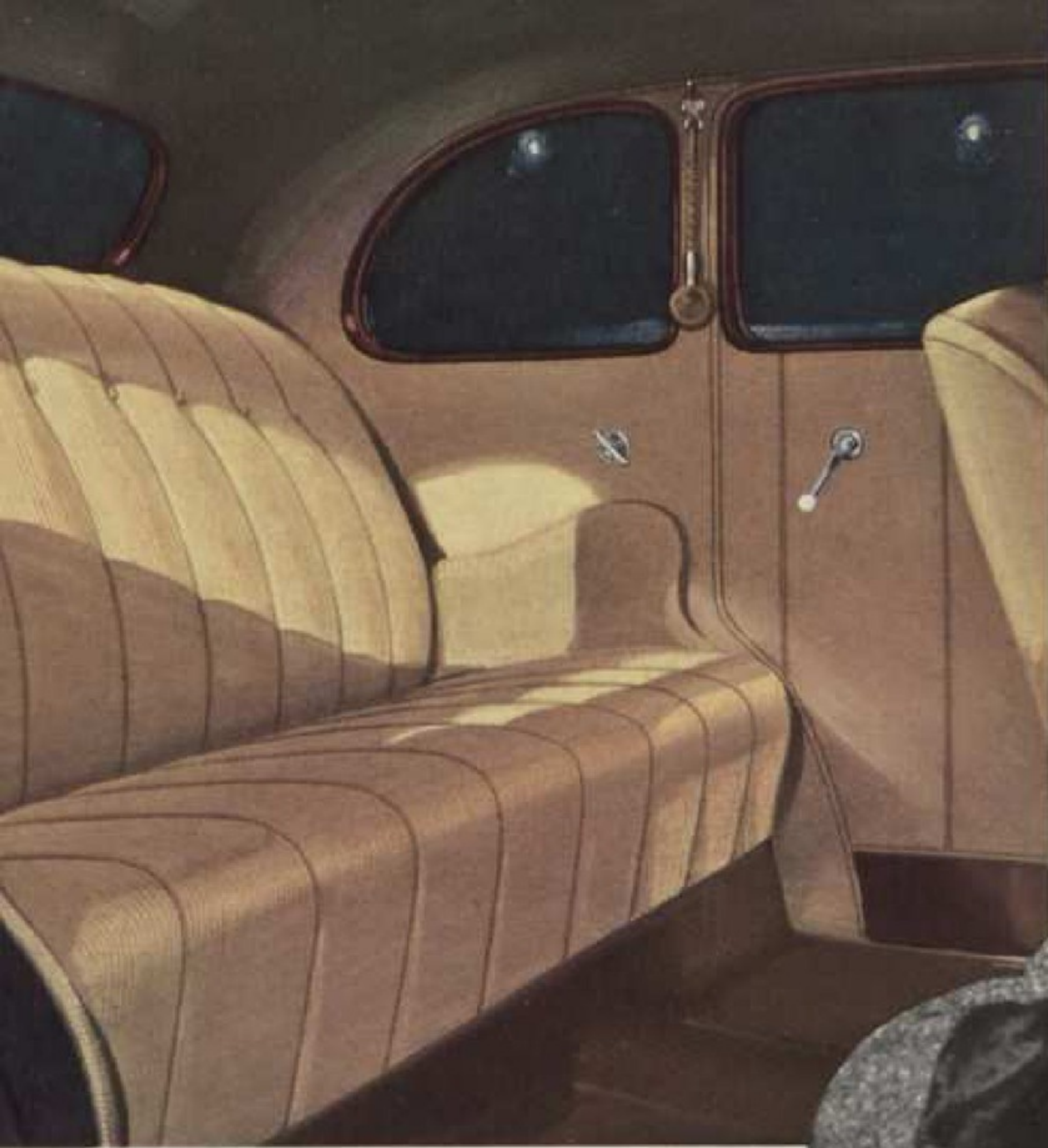


She: This new Dodge is so smart and comfortable—aren't you glad we got it!

He: Yes, Mary, it's a marvelous car! And just think, with all its extra value, it cost only a few dollars more than the small, lowest-priced cars.

NEW-VALUE
DODGE

The Airglide Ride

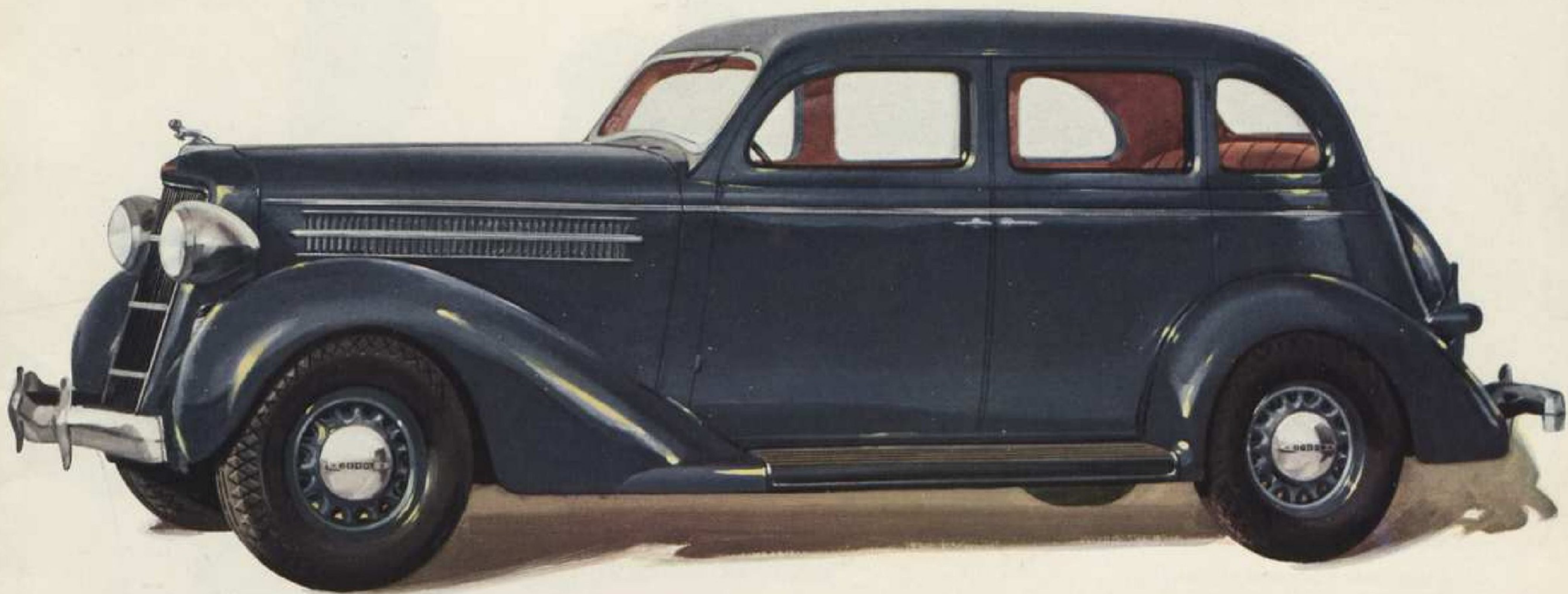


Dodge designers didn't overlook a thing to charm and delight you in these New-Value Dodge interiors, with their wealth of fine appointments and luxurious detail. Form-moulded, lazy-back cushions provide chairlike comfort, invite complete relaxation. Rich Bedford cord (or beautiful mohair) sets the dominant note of these smart and livable interiors. All hardware and appointments are of the latest, smartest pattern.



She: I think this 1935 Dodge is the smartest-looking car with its stunning air-style lines! And think of the low price!

He: It even fooled value and style experts! They couldn't believe a car with such stunning looks could sell for so little!



The Sedan

Swagger and trim is the new 1935 Dodge . . . from the flare of the new sloping radiator to the graceful sweep of the rear body lines. *At right*—How convenient! Behind the rear seat is a spacious luggage compartment. Easy to get at. Keeps things safe from weather.





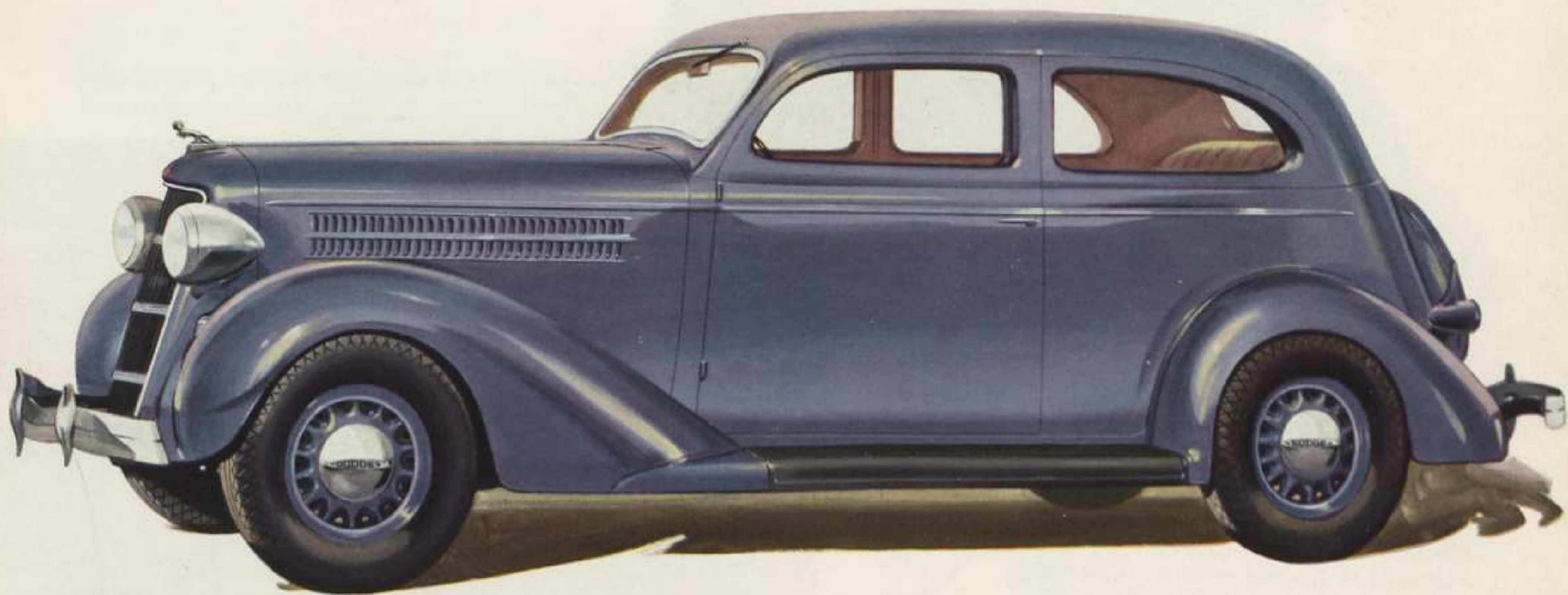
Instrument Panel

Striking new instrument panel of the New-Value Dodge. Airplane type instruments. Easy to see at all times. Every part with a jewel-like finish. The handy parcel compartment is extra large. And note . . . the clear vision afforded by the safety plate glass windshield!

She: Now that we're going to get a new car, I wish we could get something better than we've been driving. If only we could afford a Dodge!

He: That's how I was planning to surprise you! We *can* afford a Dodge—now that it's priced almost on a level with the lowest-priced cars.

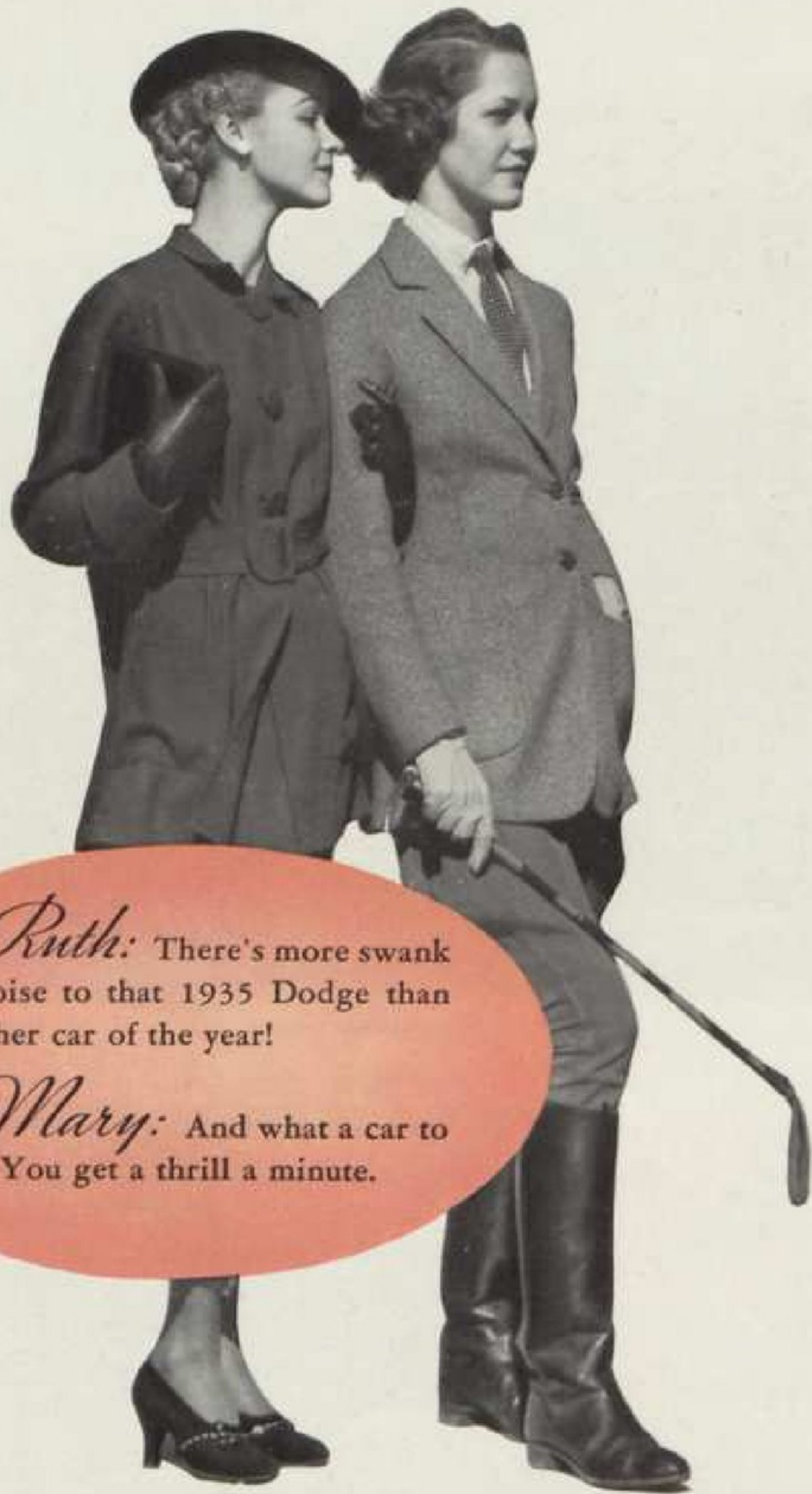




The Two Door Sedan

Smartness from every angle . . . luxurious appointments. Extra wide doors. Heavily upholstered chair-height seats. Rear-view speed lines that slip gracefully into the wind-stream. Has handy, spacious, inside luggage compartment.

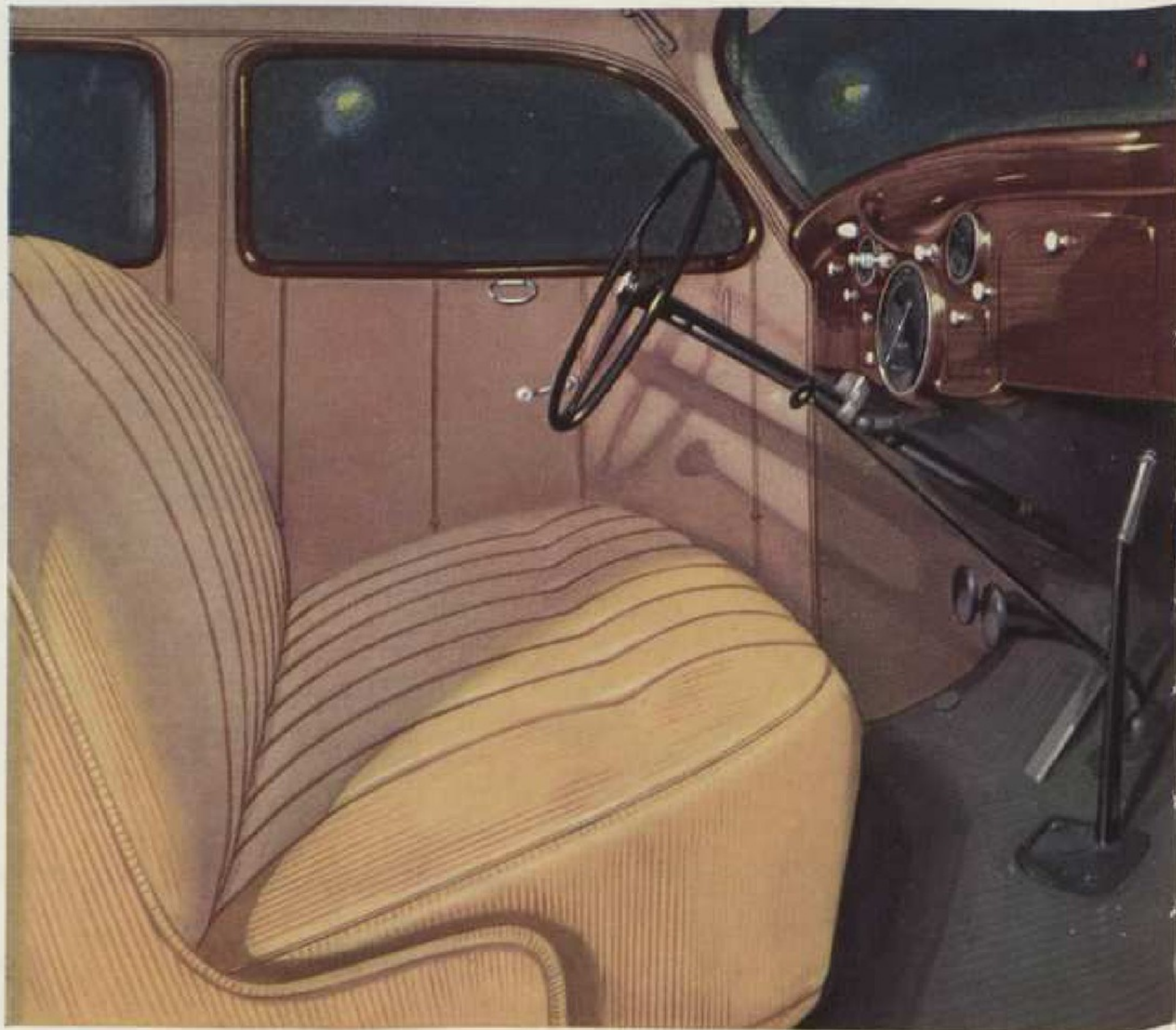


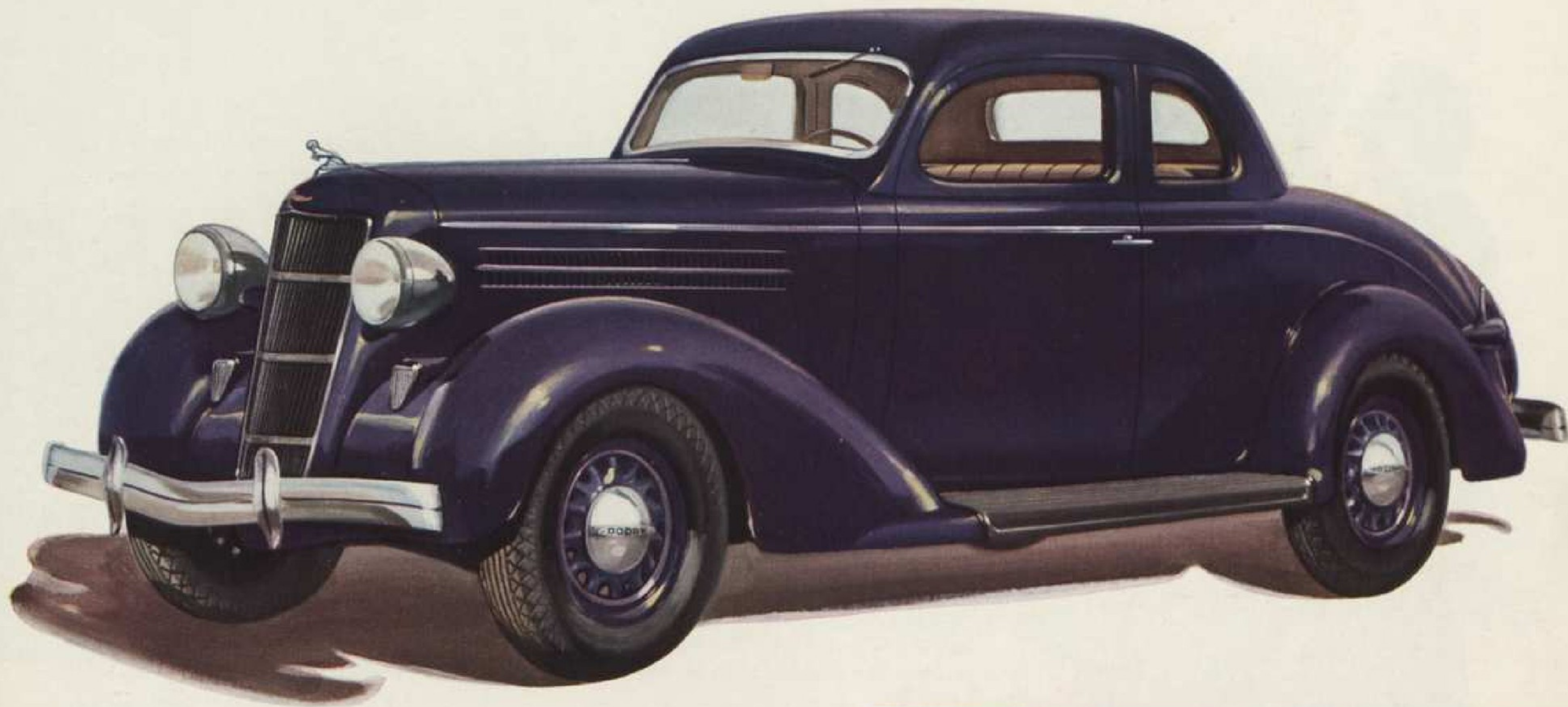


Ruth: There's more swank and poise to that 1935 Dodge than any other car of the year!

Mary: And what a car to drive! You get a thrill a minute.

Wider, chair-height seats set a new pace for relaxed comfort. Plenty of leg-room in the spacious driver's compartment.





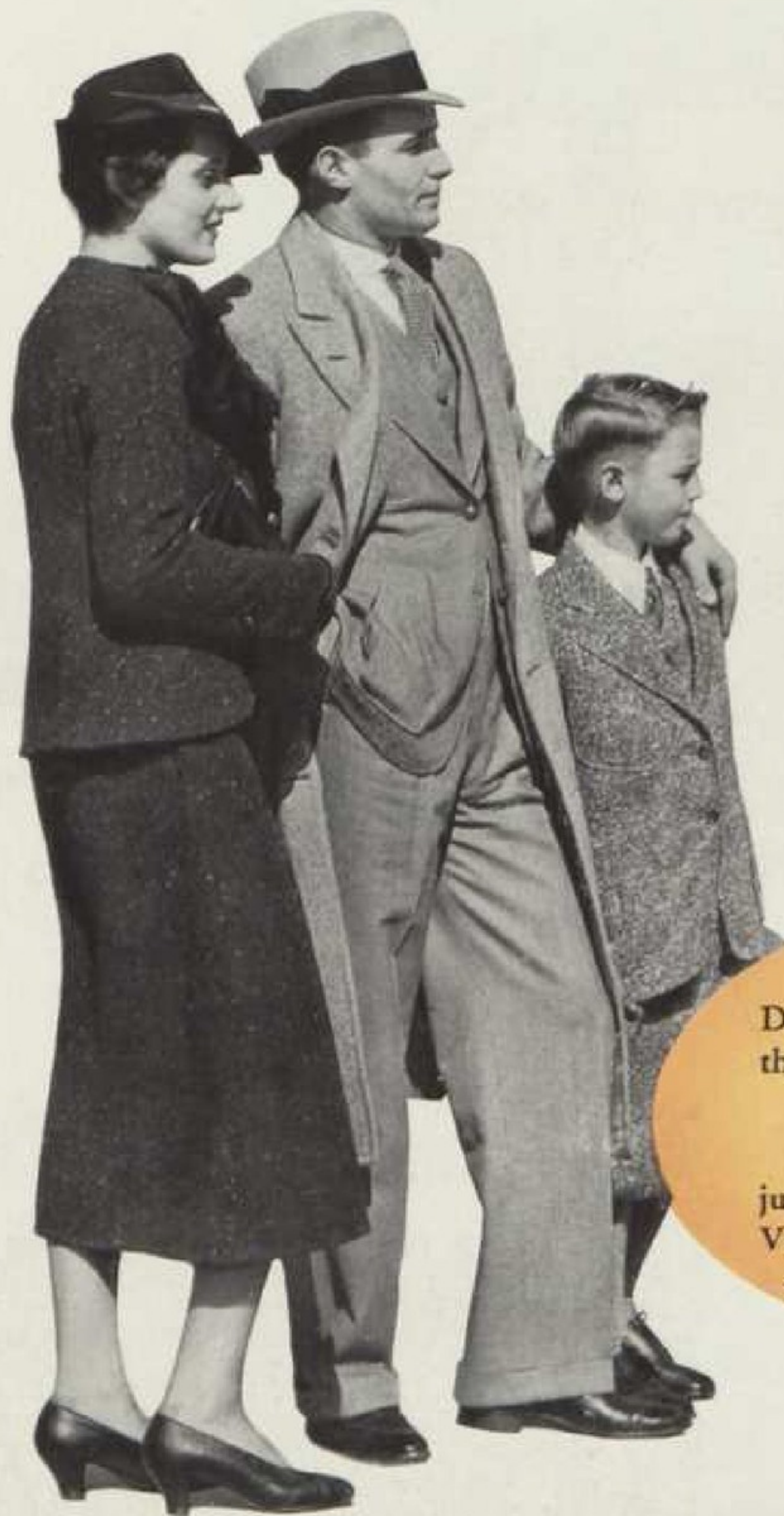
The Coupe

Trim . . . efficient . . . handsome . . . the new Dodge coupe is the ideal car for business men or as a personal car for the lady of the house.

The Coupe with Rumble Seat

Plenty of room in this rear seat for real comfort even on long drives.





She: Why can't we buy a new Dodge, too? We could stint on something else—

He: We won't need to stint! I just found out today that the big, New-Value Dodge is now priced just a trifle above the very lowest-priced cars!



Proved... Safety

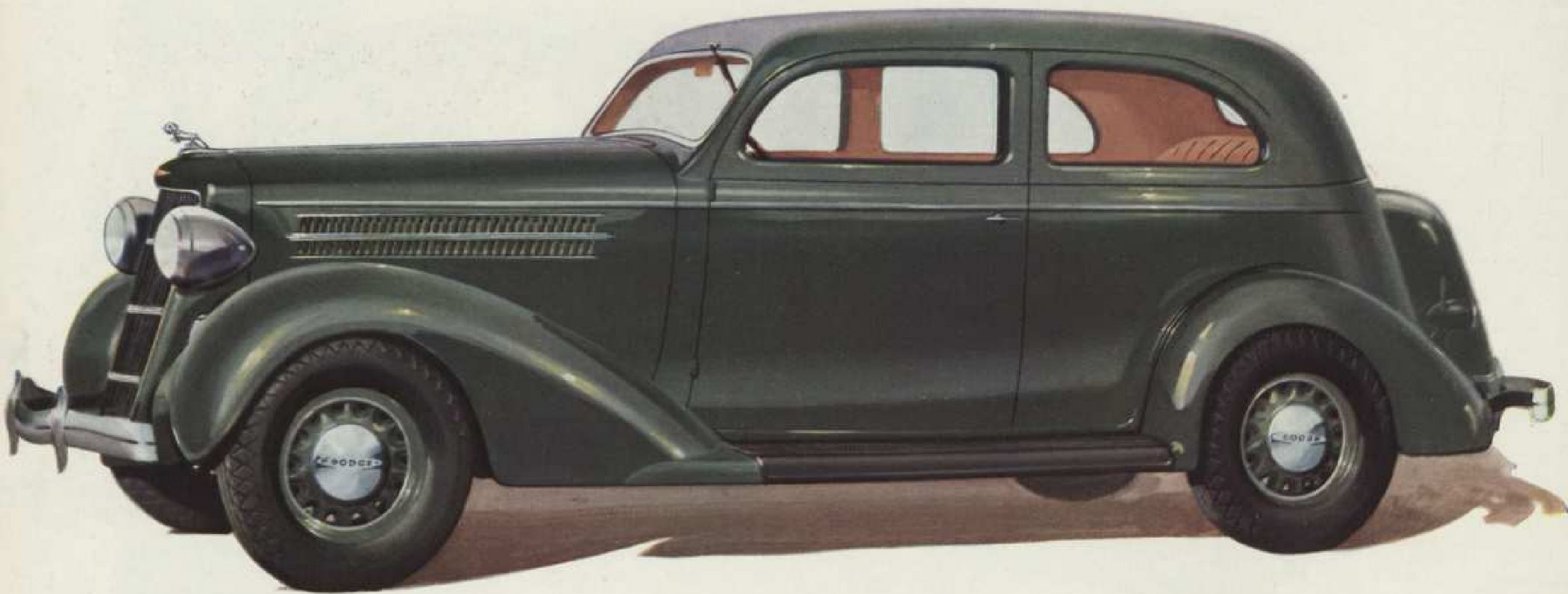
PROVED ALL-STEEL BODY—Armorlike steel welded into a single, practically indestructible unit—so strong that the Dodge test illustrated above has become famous all over the world. Dodge pioneered in building steel bodies—has used them for more than 20 years. You can be *sure* the Dodge body is safe, sturdy, and dependable after such long, practical experience in designing and manufacturing all-steel bodies.



Touring Sedan. Four door. with Trunk

Another Dodge pacemaker in style, performance, comfort and safety! All the luggage space you want for touring, week-end trips, vacations, etc. Spare tire may be carried either in lower section of built-in trunk or in special fender wells. (Details of trunk construction shown further on.)

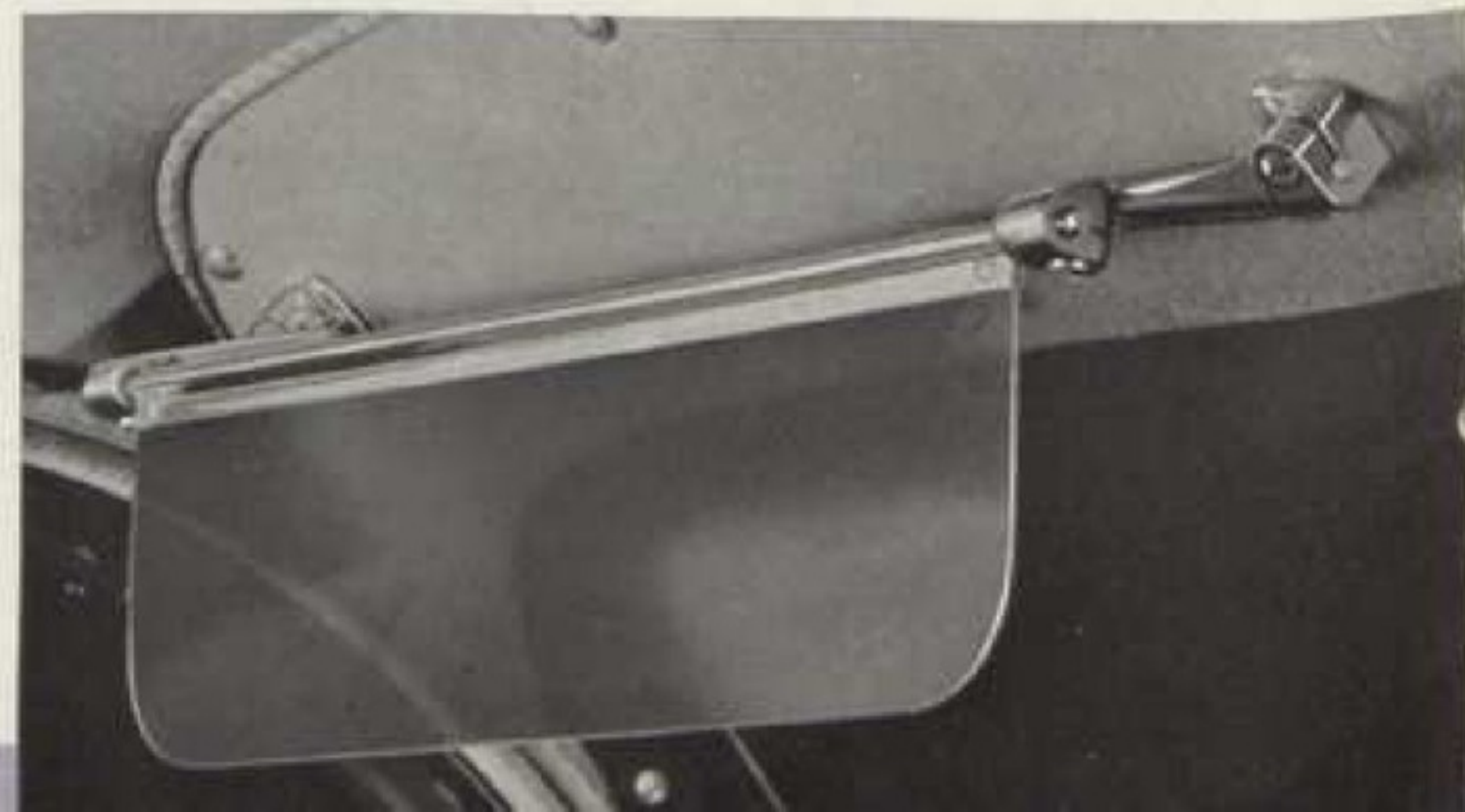




Touring Sedan. Two door. with Trunk

Another very popular Dodge model. Plenty of room in the big, built-in trunk for luggage, packages, bundles. Spare tire may be carried either in lower section of spacious built-in trunk or in special fender wells.

Right—Sun-visor is transparent—better protection . . . more comfortable!



REVOLUTIONIZES CAR NEW KIND OF RIDING THRILL!

THE Airglide Ride is brand new. It is the thrill ride of America! There is something almost magic in its ease. You won't know you're riding—you'll think you're *gliding* in this new 1935 Dodge!

Dodge engineers have found the secret of equalized weight distribution on all four wheels—with super-flexible springs and the new Dodge "Ride Levelator" to eliminate sidesway.

This combination brings you undreamed-of riding comfort. The new Dodge has a steadiness and roadability never before even approached in any motor car. It keeps on an even keel at all times. Hugs the road. Skims smoothly over rough spots. Takes sharp curves safely, even at high speeds.



MORE COMFORTABLE REAR SEAT



THE ORDINARY WAY—Rear seat suspended directly over the axle. Bumps, jars and jolts communicated directly to the passengers.



THE NEW DODGE WAY—Rear seat moved forward. You ride cradled between axles. Bumps, jars, jolts absorbed—don't reach you.

SEATS EASY TO GET OUT OF



LOW SEAT—In the ordinary car, with its low rear seat, you have to struggle to get up—literally pulling and dragging yourself upright!



NEW DODGE SEAT—In the New-Value Dodge, seats are chair-height. You rise instantly, easily, naturally, without the least effort.

LIKE SITTING IN AN EASY CHAIR



RIDING POSITION IN ORDINARY CARS—The seat is too low. You're cramped. You cannot sit naturally. Back and legs tire. You get restless and fatigued in this slumped, unnatural position. Even short trips get tiresome.



RIDING POSITION IN NEW DODGE—Seat is the height of a comfortable living room chair. No cramping and no fatigue.

DODGE SCORES AGAIN... NOW



**"FINGER-TIP"
STEERING**

FINGER-TIP STEERING

Like every other driving operation in this new Dodge, steering is the last word in simplification and ease. The mere twist of your hand will swing the wheel completely around—and, after you've turned a corner, just see how surely and smoothly the wheel rights itself, without labor on your part! Another Dodge safety feature!

A lot has been said about effortless driving. But if the clutch is hard to press down; if the steering wheel requires labor to handle; if the gears are stiff; if you have to struggle with brakes, then driving is an effort. Any one of these operations can make driving a drudge, even though the rest of the car is everything you expect it to be and works like a charm.

In Dodge Synchronomatic Control, these four operations are coordinated and synchronized. They are all units of one simplified system that *really* makes driving effortless.

Scientific tests proved Dodge 54 to 65 per cent less fatiguing than other cars tested. Synchronomatic Control now makes the New-Value Dodge still more restful, easier driving.

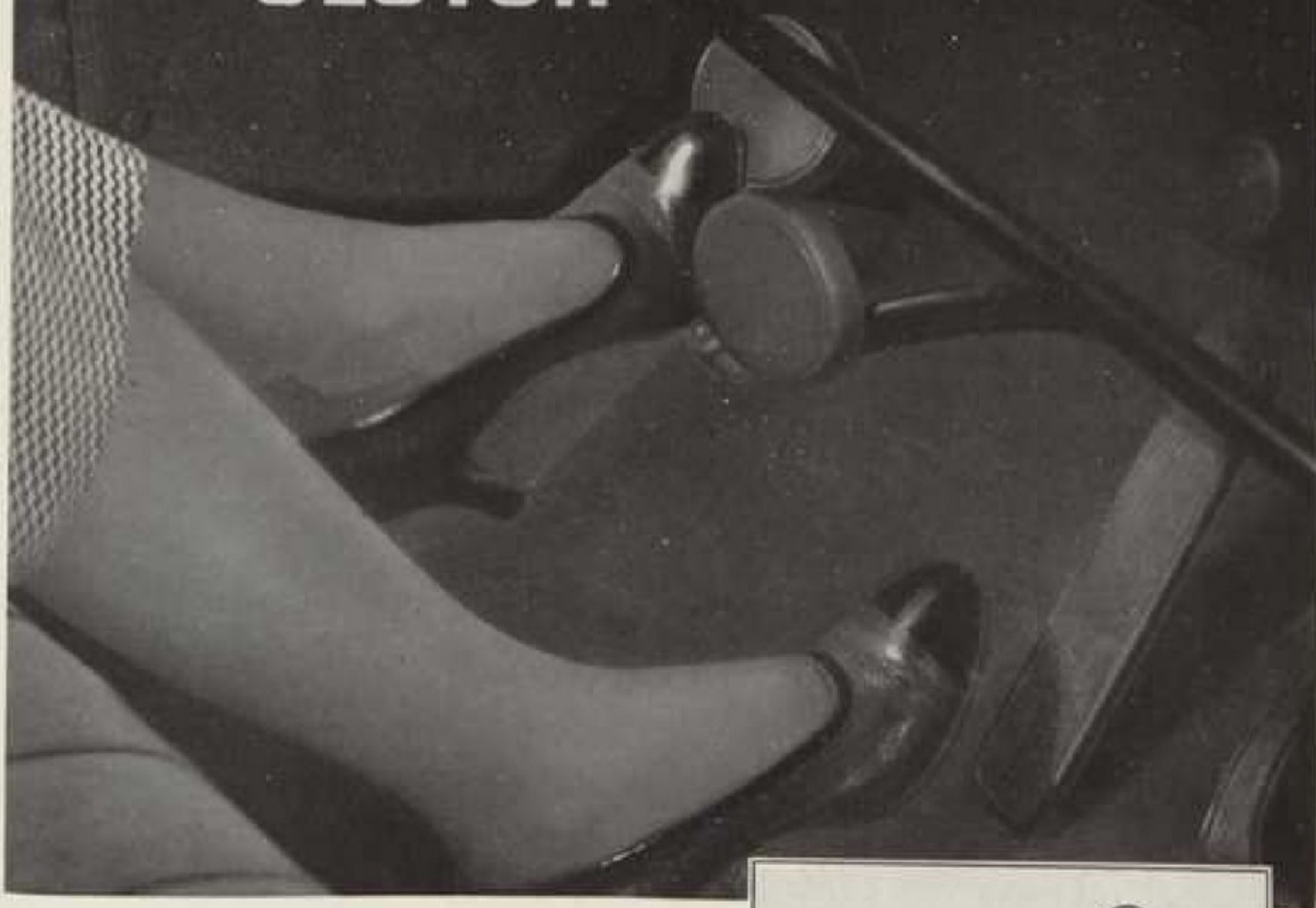


NEW SYNCHRO-SILENT SHIFT with helical gears. A flick of the fingers shifts gears through the speeds without effort. With equal ease—you can shift from high speed to second—without even a hint of a murmur from the gears.

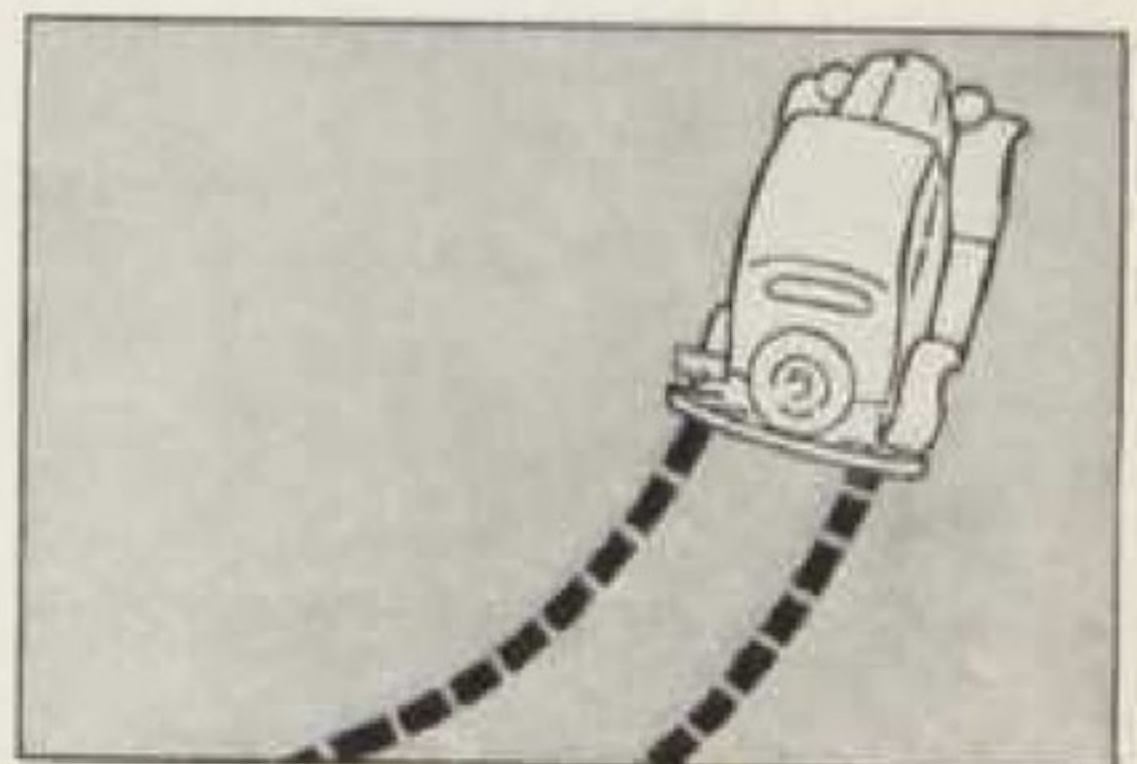
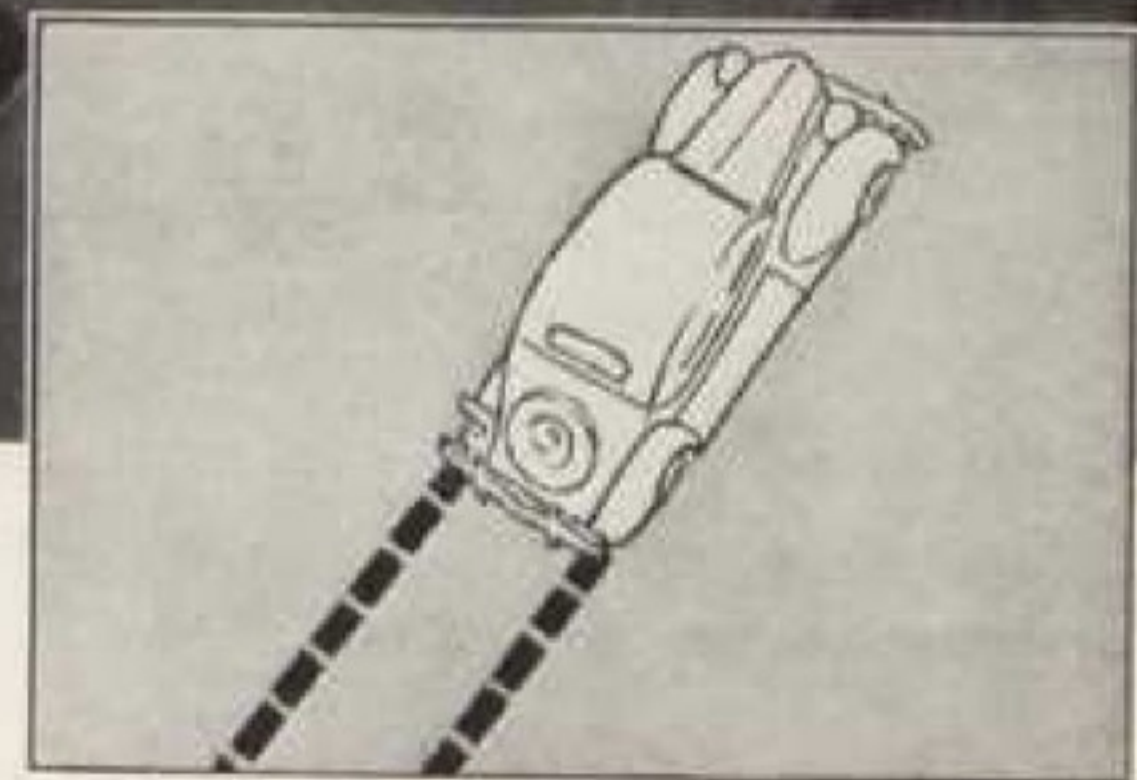
FIRST WITH

Synchromatic Control!

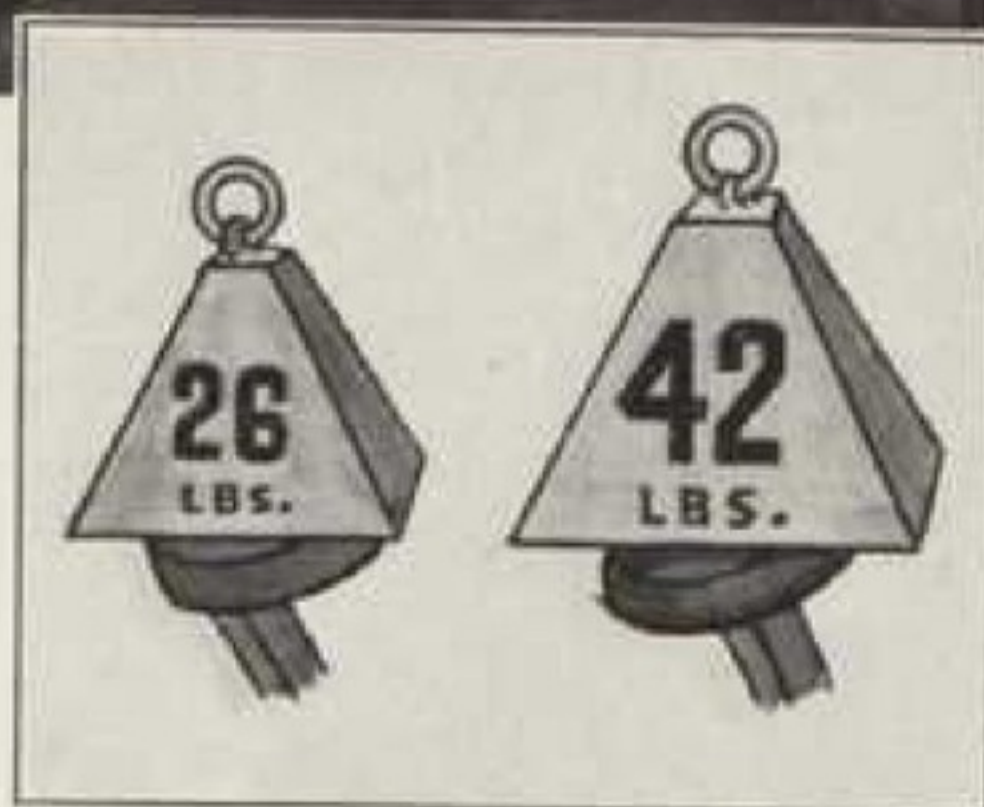
"FEATHER PRESSURE" CLUTCH



"TIME-TESTED HYDRAULIC" BRAKES



NEW FEATHER-PRESSURE CLUTCH
Struggling with the clutch pedal is the bane of most drivers. Think of it—it requires 16 pounds less pressure to depress the clutch of the New-Value Dodge than in ordinary cars! That saves you tons of work in a day's driving. Makes driving through heavy traffic far easier than you ever dreamed possible. Helps take "foot-fatigue" out of long trips. Adds to enjoyment as well as making car easier to handle . . . safer!



Above is a comparison of the pounds of foot-pressure needed to push down clutch pedal of ordinary car and new Dodge. Dodge cuts the work almost in half!

BIGGER, TIME-TESTED HYDRAULIC BRAKES—Always easy to operate, always equalized and sure in action, Dodge hydraulic brakes now have a 20 per cent larger braking surface that gives even more satisfactory operation under all driving conditions . . . and larger brakes mean more economy. Diagram at top, right, shows how Dodge always glides to an even stop because brakes stay equalized on all four wheels—bottom, right, shows what happens when ordinary brakes get out of adjustment.

AMAZING RED RAM ENGINE GIVES

At last

COMPLETE 4-WAY AUTOMATIC
CONTROL TO SAVE TIME,
TROUBLE . . . MONEY

Here is the new Dodge Red Ram engine that gives brilliant new ranges of power and performance with astounding economies in gasoline and oil mileage. It is an engine that will give you more thrifty, uninterrupted service, with less care and attention than any past achievement of the industry.

Built to outlast as well as outperform everything else in its field—it sets a new pace in automotive development.

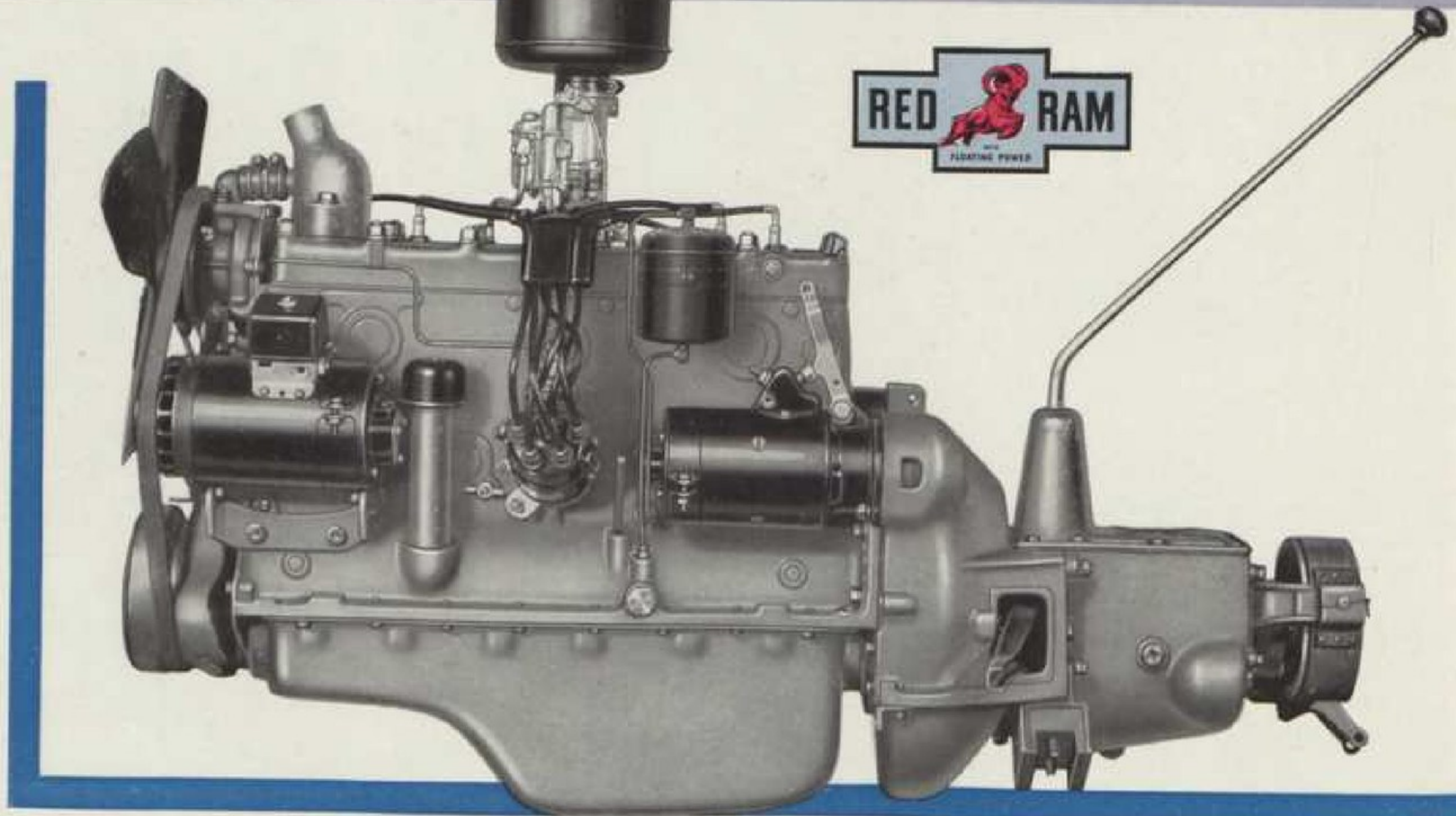
First of all it has complete automatic control. There is nothing for the driver to adjust, nothing to forget, nothing to neglect.

It's more powerful—develops more speed and maintains it—and it's more economical. Dodge engines have been unrivaled in the industry for 20 years for their dependable performance—for ability to stand the gaff—for long life and thrifty operation.

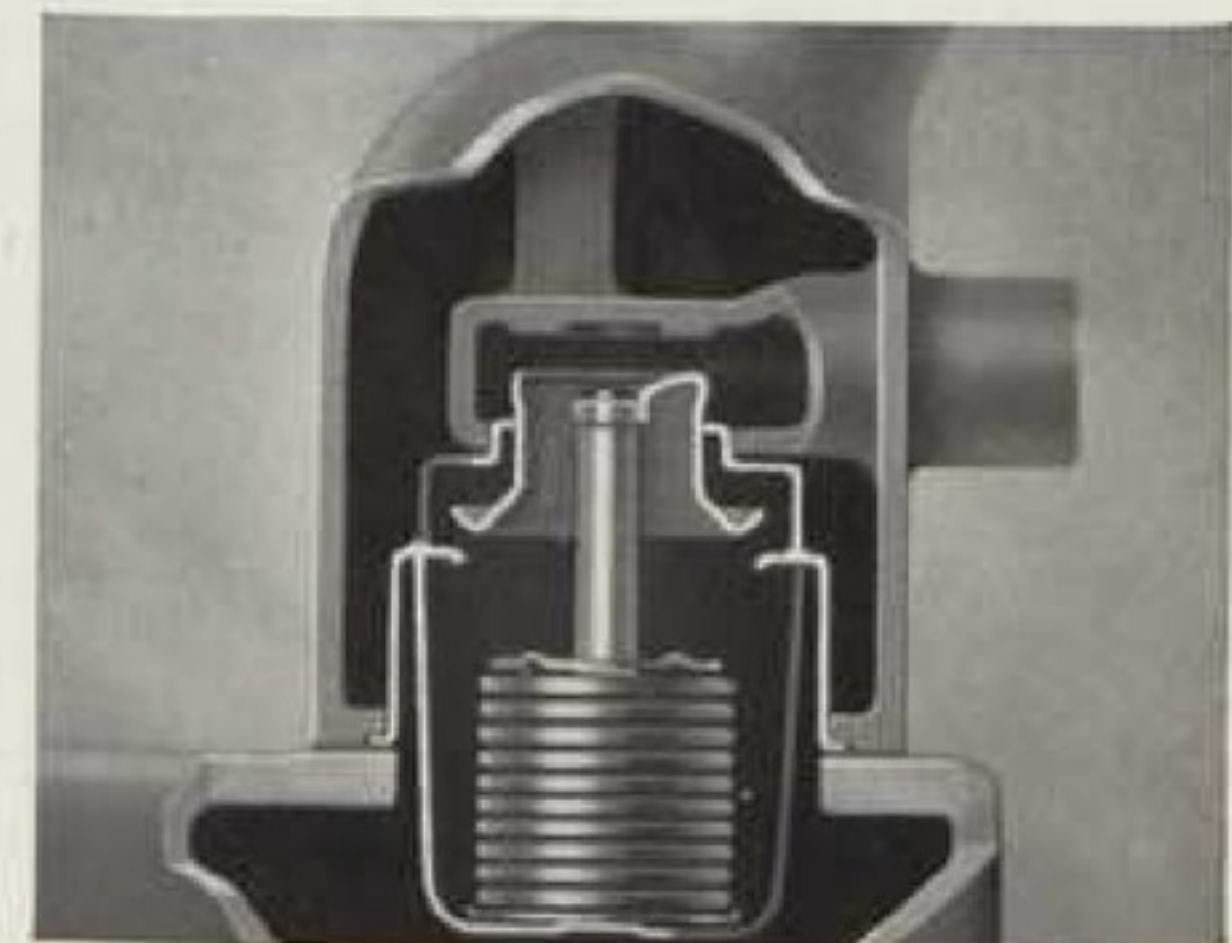
Built on the experience of a company that established its success on the reliability of its product, you may be assured this new Dodge Red Ram engine represents the farthest advance in engine development for long, economical service.

• • •

The Dodge Red Ram engine . . . 87 Horsepower . . . gives brilliant new ranges of speed and performance. Yet it is more economical than ever. Actually costs less to run than small, lowest-priced cars, owners say. They report 20 miles and up on a gallon of gas—and even more astonishing savings on oil.



AUTOMATIC VACUUM SPARK CONTROL—In new Dodge, timing of the spark is automatically adjusted to the "pull" of the engine. This prevents knock. Saves gas. Improves performance.

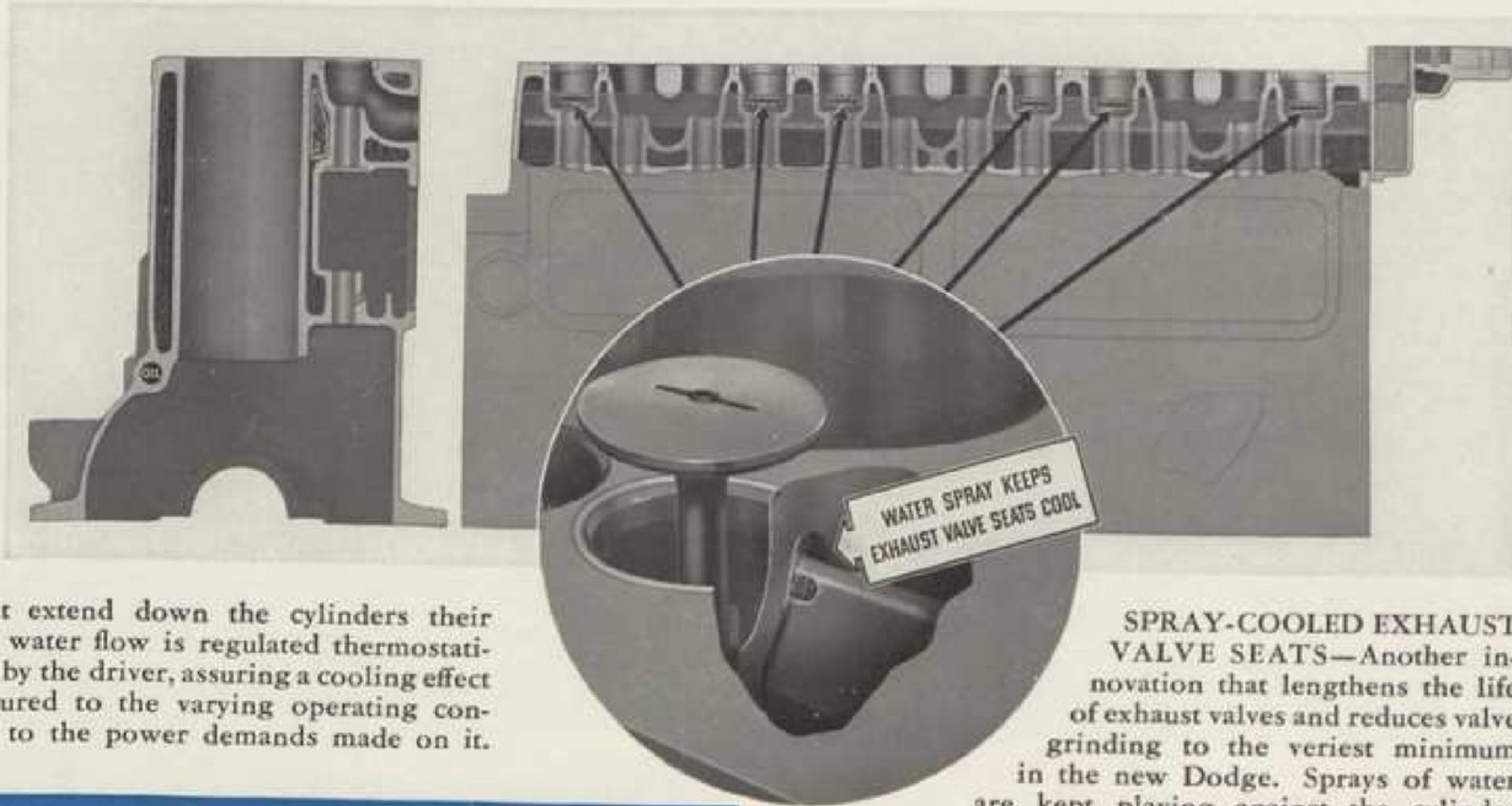


AUTOMATIC WATER TEMPERATURE CONTROL—Circulation of water is automatically controlled so that it is always at the best temperature for most efficient and economical engine operation.

EXTRA POWER... SPEED... ECONOMY

FULL WATER JACKET

—The Dodge Red Ram engine is cooled by a powerful centrifugal pump which forces water through water jackets that extend down the cylinders their entire length. The rate of water flow is regulated thermostatically, without any attention by the driver, assuring a cooling effect at all times perfectly measured to the varying operating conditions of the engine and to the power demands made on it.



SPRAY-COOLED EXHAUST VALVE SEATS—Another innovation that lengthens the life of exhaust valves and reduces valve grinding to the veriest minimum in the new Dodge. Sprays of water are kept playing against the cylinder sides of the exhaust valve seats, keeping them cool and guarding them against wear and distortion.



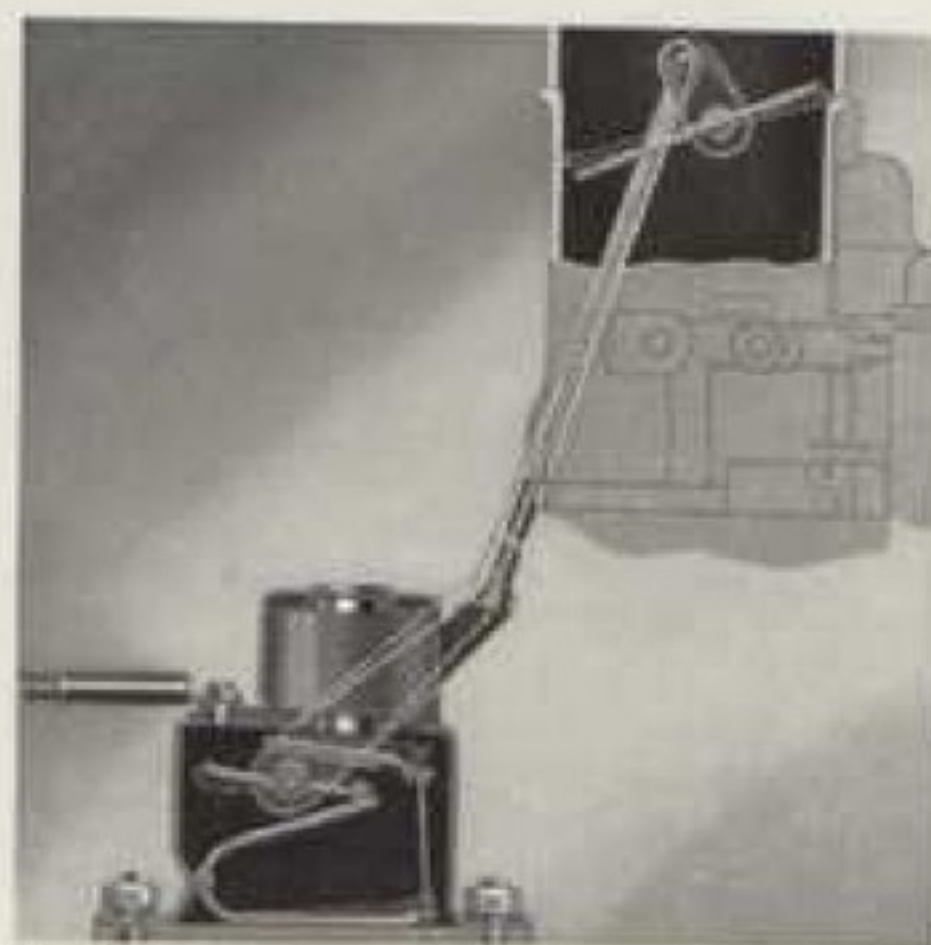
NEW PISTON RING SET-UP—Power development of the Dodge Red Ram engine is safeguarded by special aluminum steel-strut pistons. Four new-type piston rings are used—two compression rings and two oil control rings.



VALVE SEAT INSERTS—Valves are seated in hardened alloy steel rings, instead of in the engine block. Save gas, postpone valve grinding thousands of extra miles.

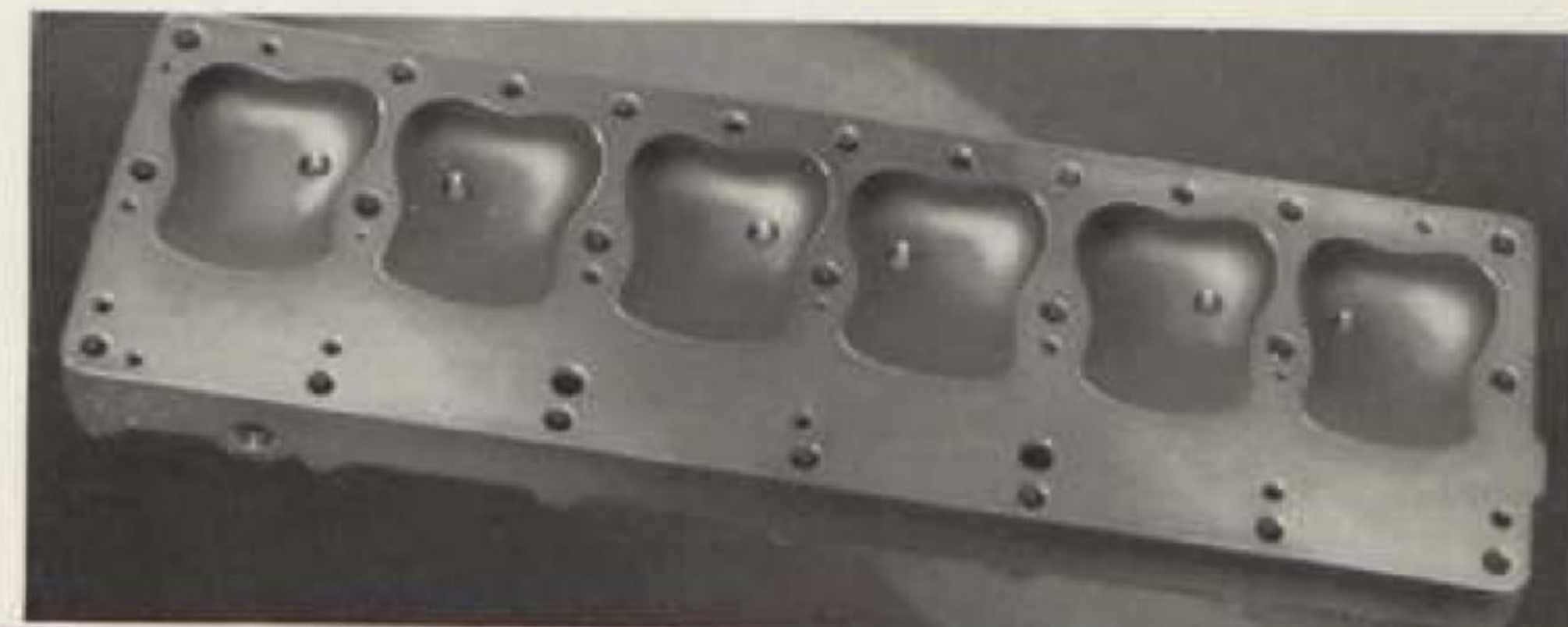


AUTOMATIC CARBURETOR HEAT CONTROL—Maintains proper temperature for most efficient carburetor operation.

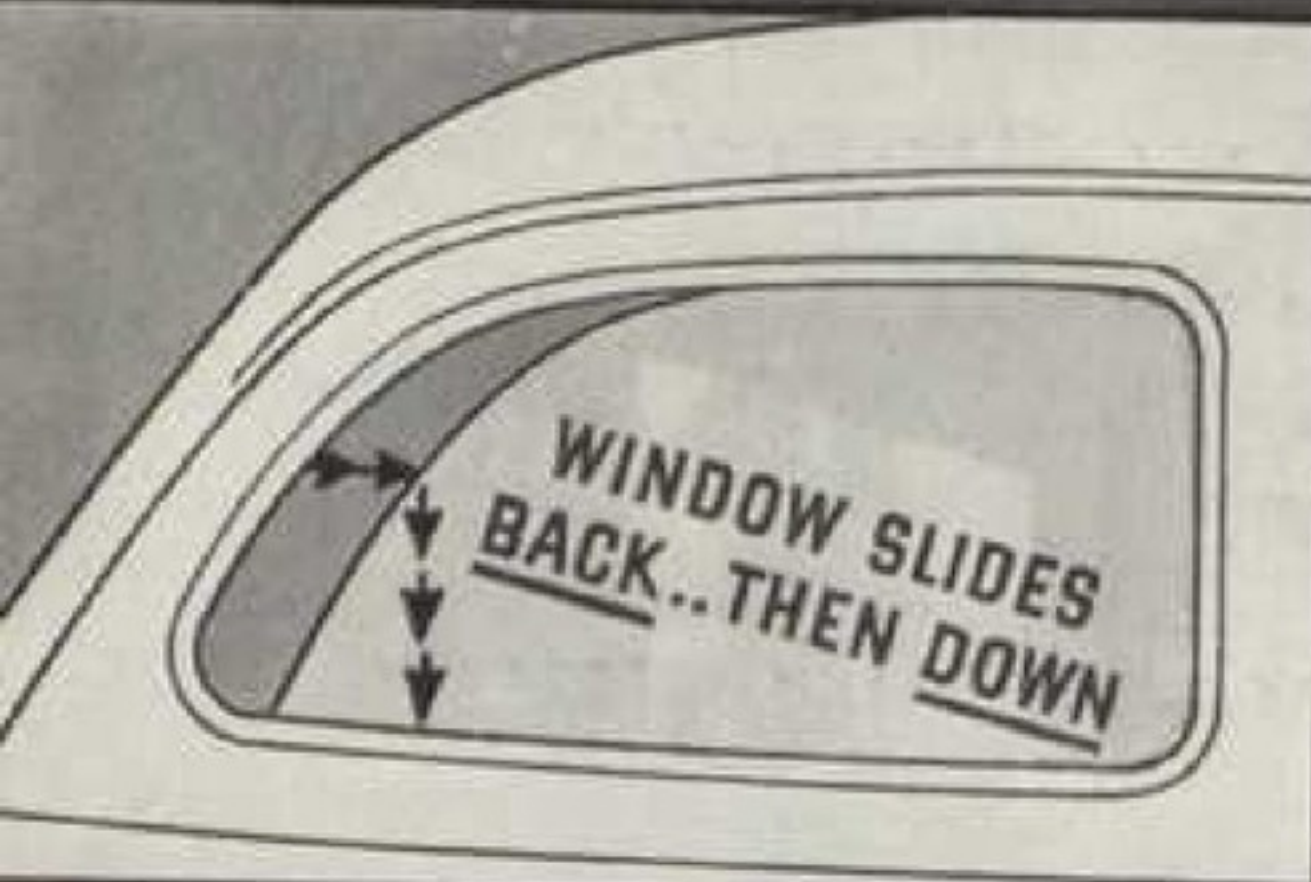
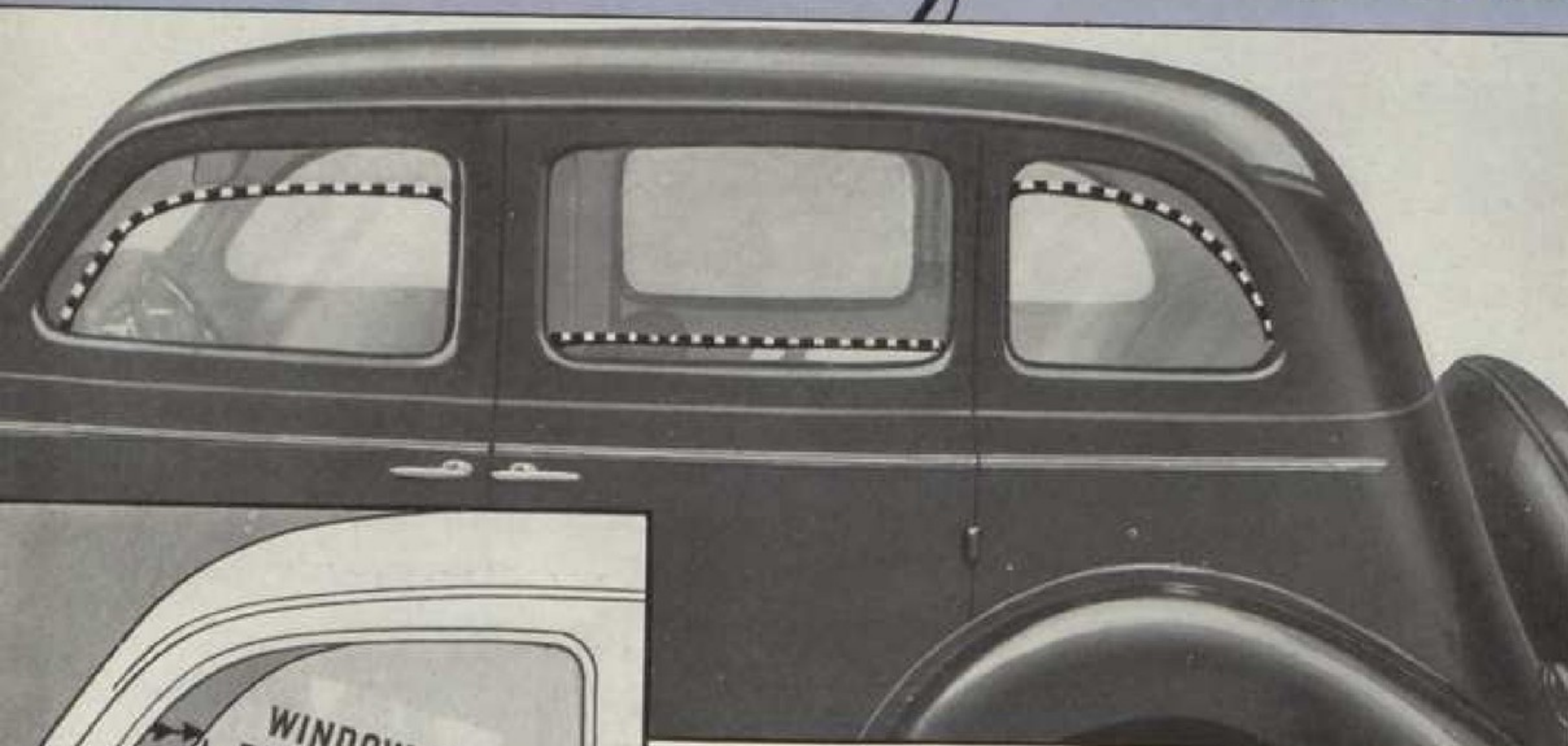


NEW AUTOMATIC CHOKE—Automatically gives proper mixture for starting and warming up, winter and summer.

NEW HIGH-COMPRESSION HEAD—The standard compression ratio of the cast iron head in the Dodge Red Ram engine has been raised to 6.5 to 1, providing increased power. The chances of detonation or "ping" have been removed by the introduction of a new, special vacuum automatic spark control.



AND HERE ARE SOME SURPRISES for 1935



PERFECTED CLEAR-VISION VENTILATION—No clumsy gadgets to worry about. Here's how simple it is—simply turn the handle . . . the window slides back, opening slightly to allow a controlled circulation of air. Another turn . . . the window goes back and then starts down, admitting air at the top and side. That's all there is to it . . . ventilation *when* and *where* you want it!



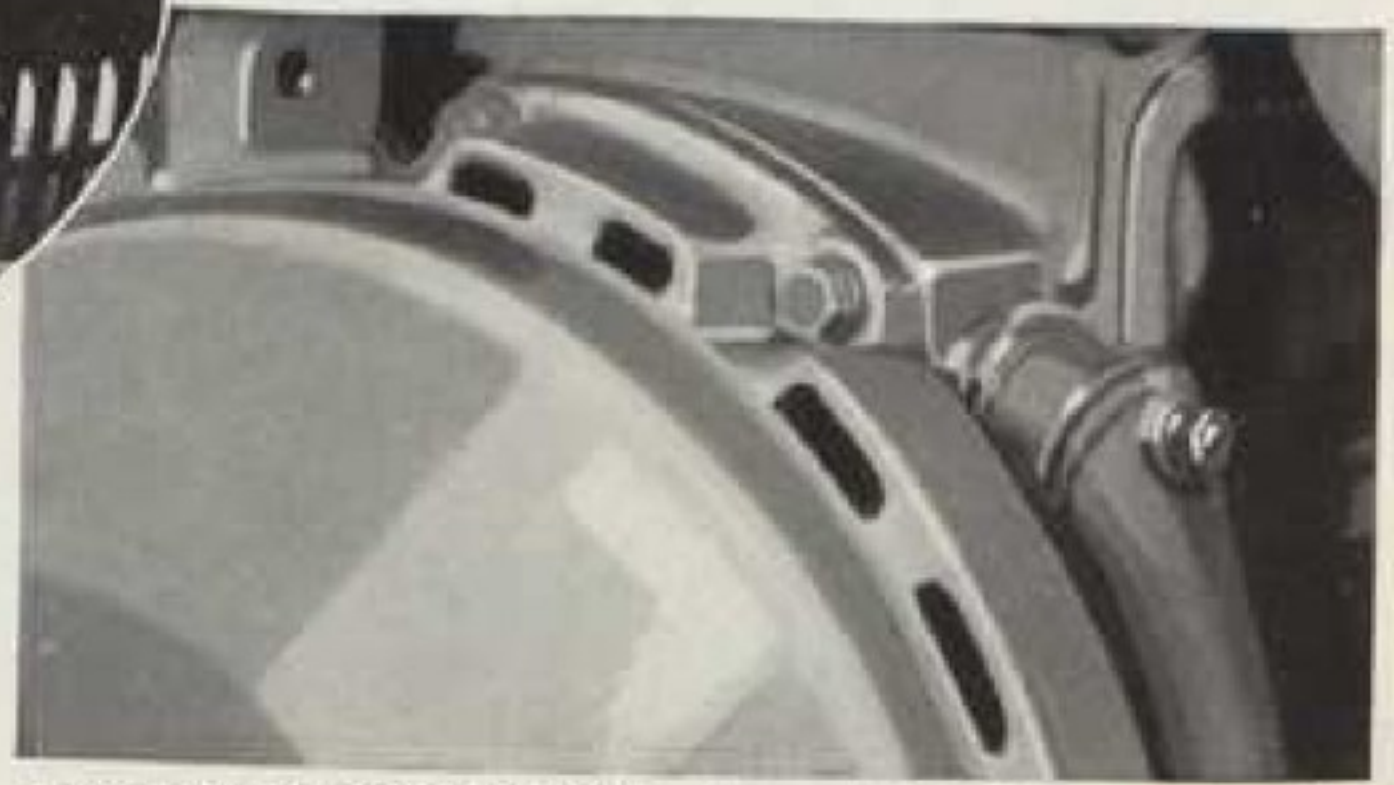
AIR-COOLED GENERATOR—Greater capacity. Ventilated by special fan arrangement. Ample extra power for heater, radio, cigar lighter and other accessories. Another extra-value feature.



TOOL KIT CLIPS—Under Front Seat—Hold tools in place . . . always handy and ready for instant use. Tools carried under the rear seats of the Two-door Sedans.

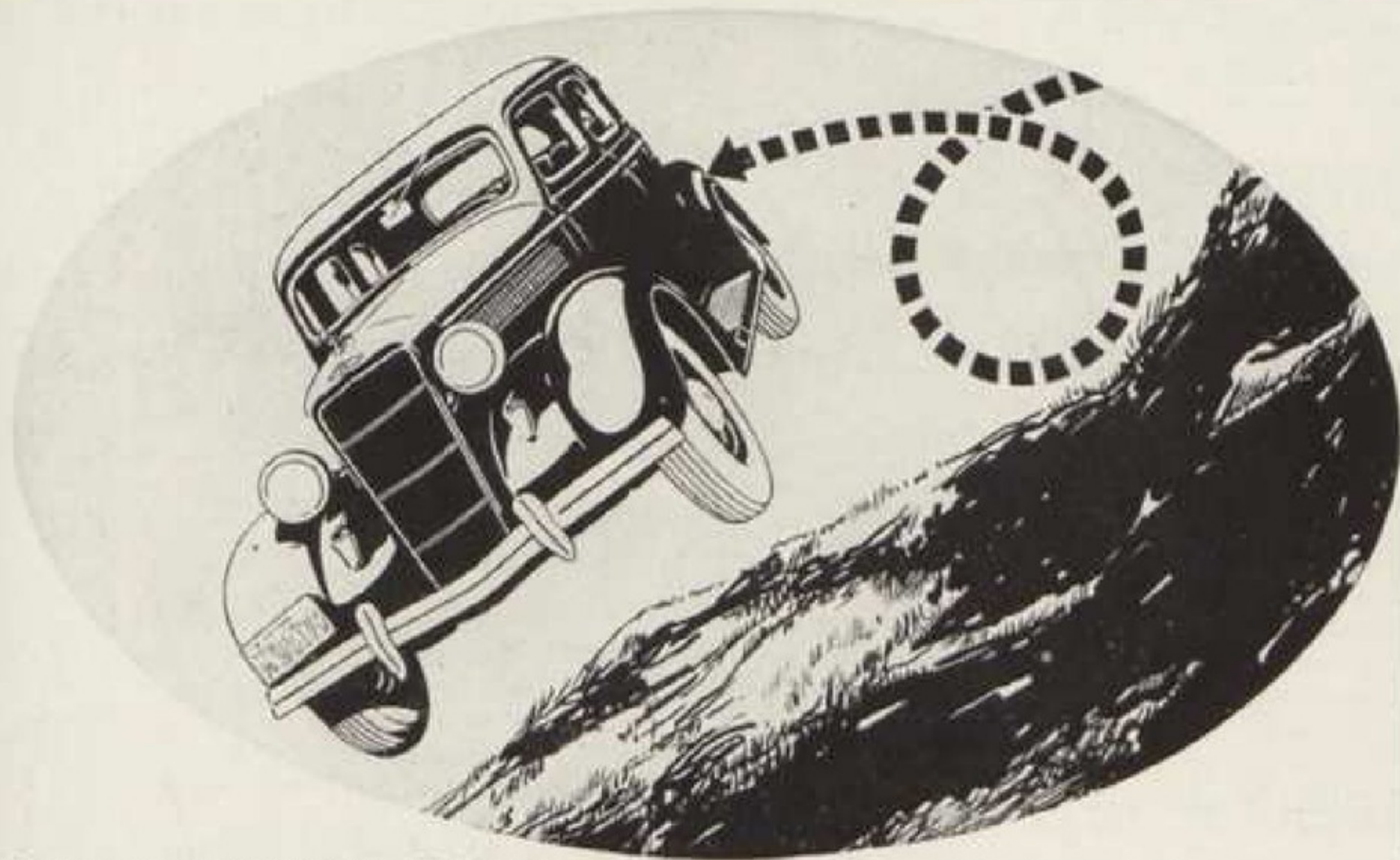


RADIATOR CAP UNDER HOOD—Another Dodge improvement. No more spilling anti-freeze solutions on the radiator shell or hood. And no more lost or stolen radiator ornaments. **BIG PACKAGE SHELF IN COUPE**—The shelf behind the seat in the Dodge Coupe for 1935 is 14 inches wide—plenty of room for parcels, brief cases, and for small luggage.



VENTILATED CLUTCH—A special Dodge feature that lengthens clutch life and cuts running costs by keeping the clutch facings cool and providing proper friction.

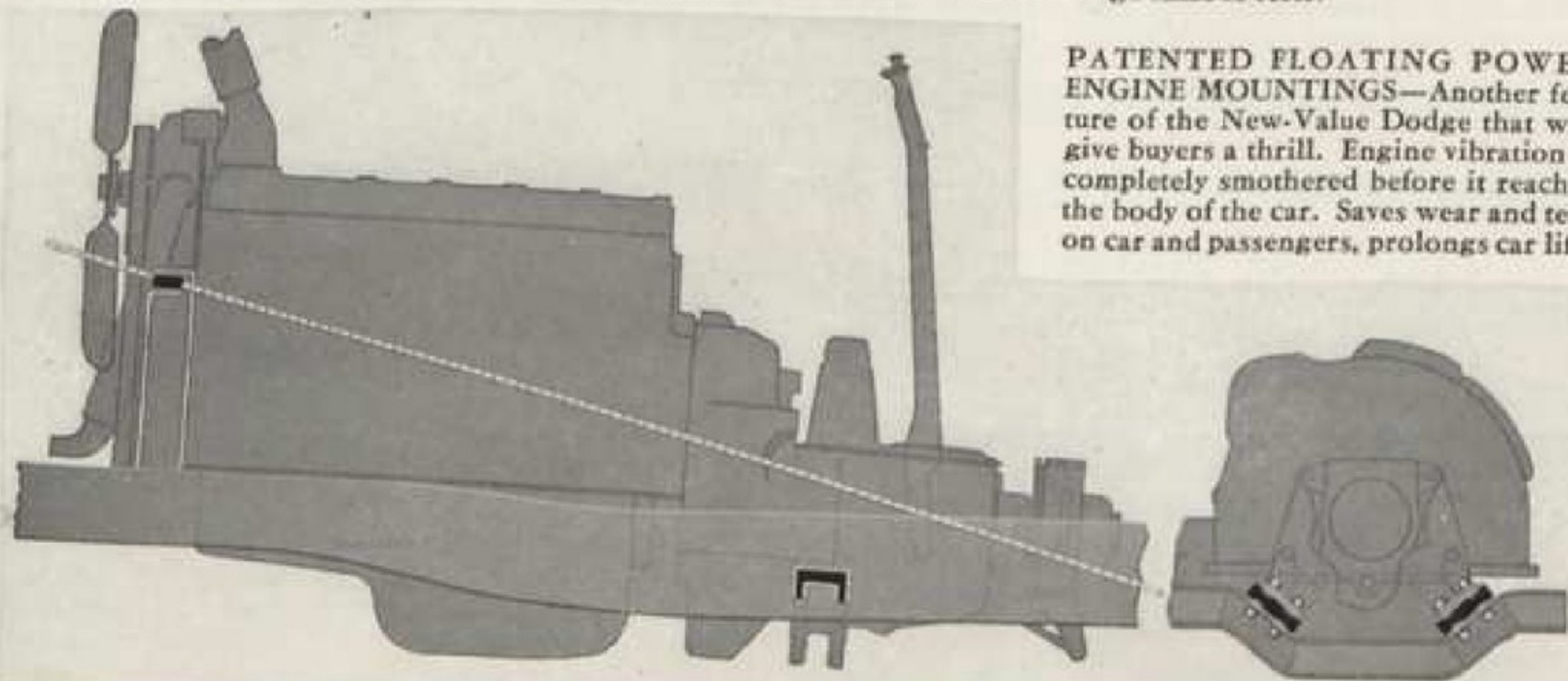
OUTSTANDING FEATURES OF THE NEW-VALUE DODGE



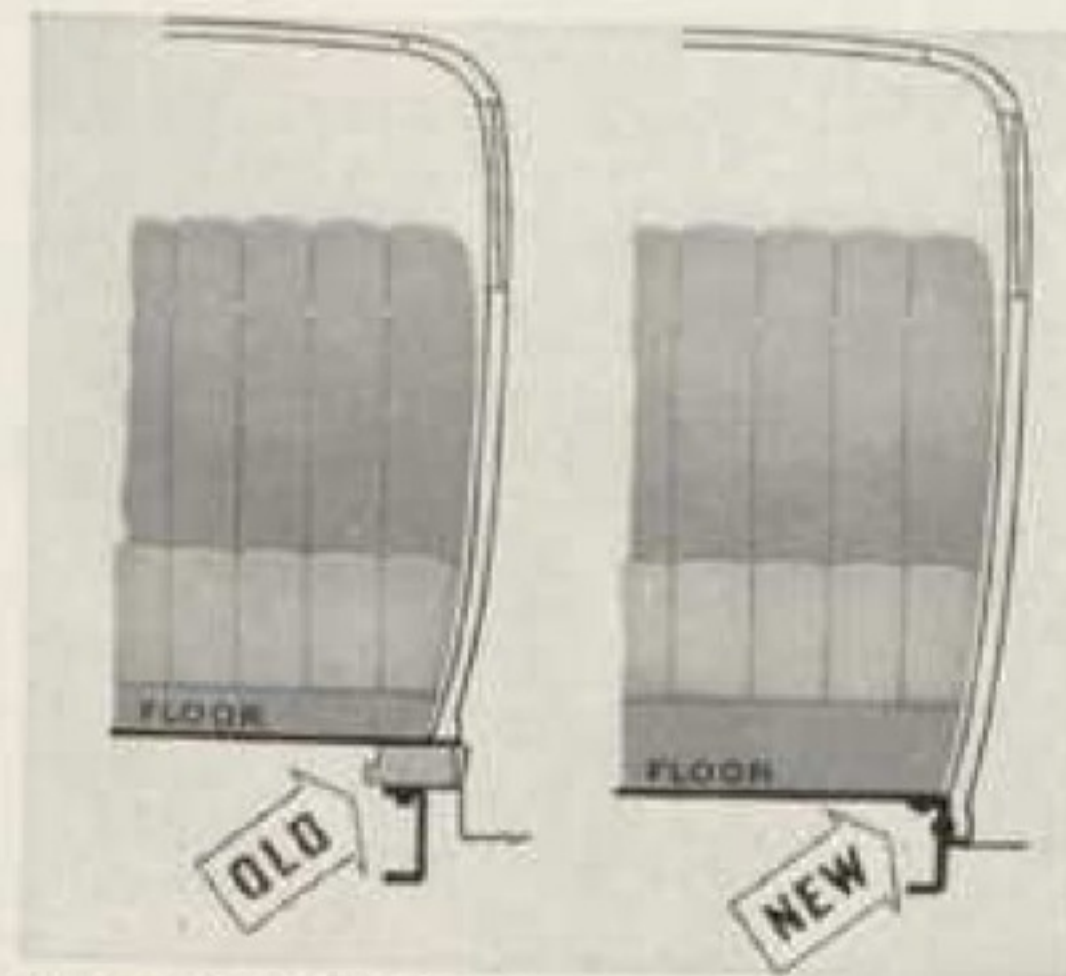
SAFETY ALL-STEEL BODY—Dodge pioneered in building safe, all-steel bodies; has had 20 long years of experience in building them. And now in the New-Value Dodge the new design makes the floor and the frame an integral part of the body (bolted together at 56 points) thus still further enhancing the strength of the entire structure. Picture shows one of Dodge famous tests.



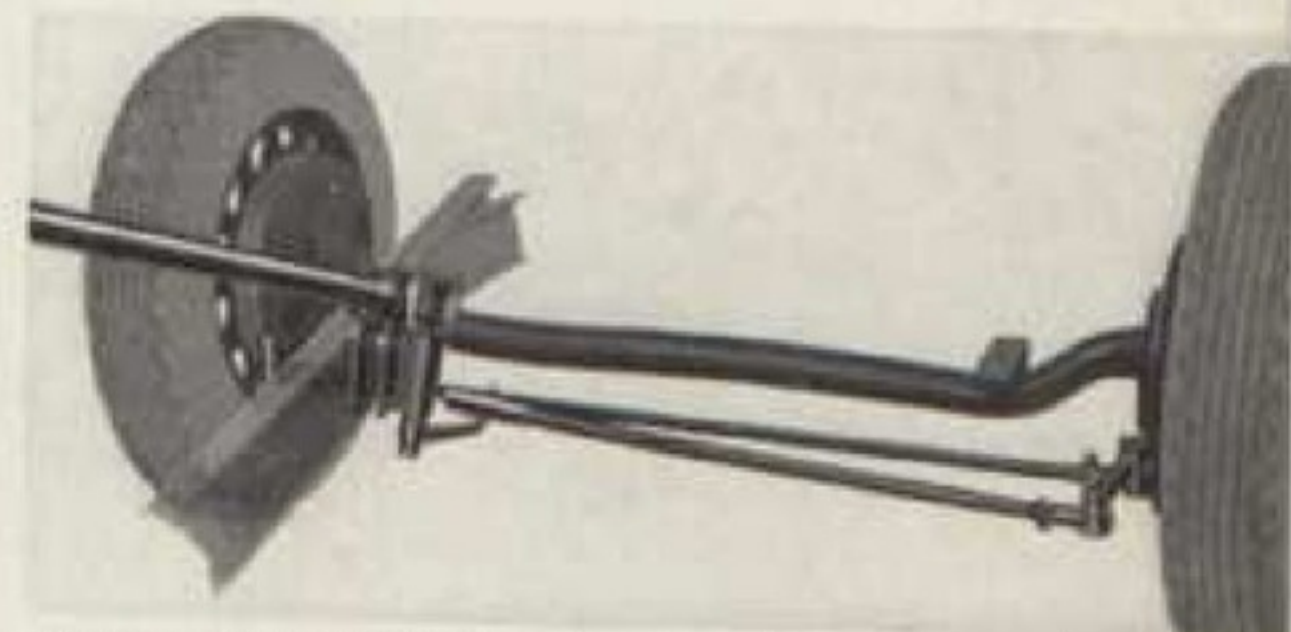
TIME-TESTED HYDRAULIC BRAKES—Dodge was a pioneer in the use of hydraulic brakes—engineering achievements such as this cannot and do not spring up overnight. Hydraulic brakes in Dodge are not something we are just starting out with . . . they have been tried and proved in the toughest test of all—time! In the New-Value Dodge, braking area has been increased 20 per cent for still greater efficiency.



PATENTED FLOATING POWER ENGINE MOUNTINGS—Another feature of the New-Value Dodge that will give buyers a thrill. Engine vibration is completely smothered before it reaches the body of the car. Saves wear and tear on car and passengers, prolongs car life.



BODY NOW MOUNTED AROUND THE FRAME—For even greater strength, the famous Dodge all-steel body now fits down over the frame, instead of being mounted to the top of the frame, as in ordinary car construction.



CROSS STEERING—Steering is safer, easier and more restful with Dodge Shockless Cross Steering.

**IT'S THE COMBINATION
OF ALL THESE
FEATURES THAT
PUTS REAL ECONOMY
IN THE
NEW-VALUE DODGE**



DODGE is a better car to *own* as well as to ride in. It gives you greater economy on oil, gas and upkeep, and it is built to last longer. All over the world, Dodge is famous for dependability.

Back of this sleek, modern, luxurious car, is the 20 years of unmatched Dodge manufacturing experience. For Dodge has made more fine cars than any other manufacturer . . . almost three million vehicles have rolled onto the highways of the world bearing the famous Dodge name-plate.

Every Dodge is built up to a traditionally high standard of quality. It is the kind of a car that you can be proud to own. Priced today at only a few dollars more than lowest-priced, smallest cars, Dodge offers you the best investment in dollar-for-dollar value that your money ever could buy in an automobile.

**EVERYONE KNOWS DEPENDABILITY
MEANS DODGE!**

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. 87 horsepower at 3600 r.p.m. with 6.5 to 1 compression ratio. Automatic manifold heat control. Special alloy inserted exhaust valve seats.

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 in 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. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Oil purifier and crankcase ventilator.

CHASSIS LUBRICATION—Pressure grease system.

ENGINE COOLING—Water cooling by centrifugal pump. 17", 4-blade fan. Double action thermostatic water control. Water circulation full length of cylinder bores. Valve seats cooled by special water header in cylinder block. Cellular type radiator.

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 with mechanical and vacuum control. Automatic choke. Ventilated generator. Pedal-operated starter. Special high-tension coil. Battery capacity, 90 ampere hours at 5 amperes discharge.

CLUTCH— $9\frac{7}{8}$ " dry, single plate, ventilated, with shock-absorbing center. Asbestos facings. Ball-bearing release. Pilot bearing, Oilite bronze bushing.

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

FINAL DRIVE—Hotchkiss type. Two and three-quarter-inch tubular propeller shaft, statically and dynamically balanced. Ball and trunnion type universal joints with roller bearings.

FRONT AXLE—Tubular steel, reverse Elliott type, double tapered roller bearings at wheels. Very flexible front spring action controlled by double-acting hydraulic shock absorbers and Ride Levelator.

REAR AXLE—Semi-floating type enclosed in steel-stamped banjo housing. Spiral bevel gears of nickel-chrome-vanadium steel. Eight roller bearings with double tapered roller bearings at each wheel. Bronze thrust washers in differential.

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

CHASSIS FRAME—X-type. Double kick-up. Bridge construction. Side channels 5" deep with 2" flanges.

SPRINGS—Semi-elliptic, mounted outside of frame side channels. Spring leaves tapered at ends to prevent squeaks. Silent-U non-sway shackles. Rubber bushings at front end of springs.

BRAKES—Dodge time-tested hydraulic, 4-wheel, internal expanding, self-equalizing and weatherproof. Ribbed 10" cast-iron brake drums with cast-in steel backs. Stepped operating cylinders to give equalized braking action on front and rear brake shoes. Separate hand brake, 6" cast-iron drum, on transmission.

SHOCK ABSORBERS—Two-way hydraulic in front; single-acting hydraulic in rear.

WHEELS—Five demountable steel-spoke artillery wheels with drop center rims.

TIRES—6.00 x 16, 4-ply, non-skid, Airwheel type.

WHEELBASE—116". Over-all length, 193".

BODIES—Safety all-steel, rust-proofed. Insulated against sound, heat and cold. Duplate safety plate glass in windshield; available at extra cost in side and rear windows. Automatic windshield cleaner. Adjustable, transparent inside visor. Rear view mirror. Cowl ventilator. Closed bodies wired for radio.

INSTRUMENT PANEL—Attractive wood-grain finished. Includes large airplane-type speedometer, ammeter, fuel gauge, oil pressure gauge, engine temperature indicator, large parcel compartment, windshield control crank, cowl ventilator control. Special ash tray in instrument panel, removable for replacement by radio control.

VENTILATION—Dodge perfected clear-vision ventilation system including ventilating windshield and forward-opening cowl ventilator.

CONTROLS—Light switch, throttle and ignition switch on instrument panel. Light dimmer switch, foot-controlled. Pedal type acceleration; rubber-covered clutch and brake pedals. Horn button, throttle, light switch and parcel compartment controls finished in antique ivory.

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

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

Time payments to fit your budget. Ask for the official Chrysler Motors Commercial Credit Plan.

3,000

Lesson



Smart as Tomorrow