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DODGE

# "SHOW-DOWN" SCORE CARD

THE MODERN WAY TO  
JUDGE MOTOR CAR VALUE



*here are the facts*



DODGE MUST PASS TESTS LIKE THESE BEFORE GETTING ITS *final OK*



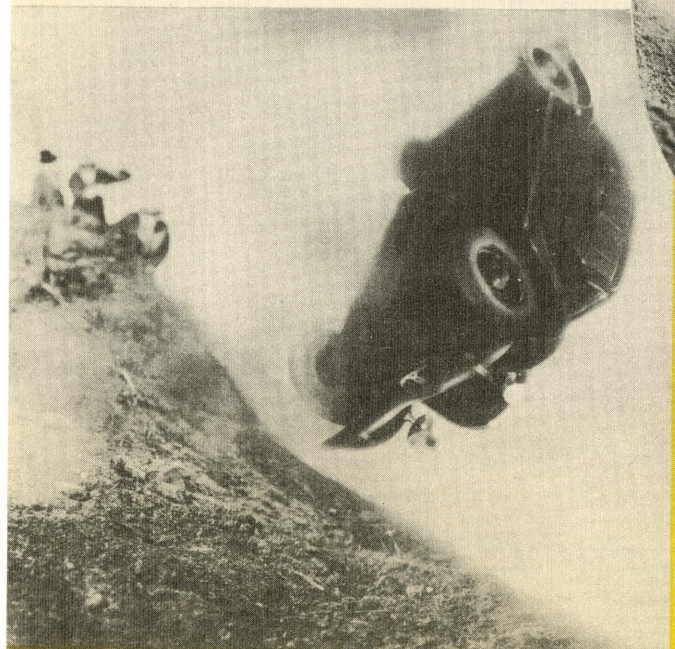
● Bigger, more powerful engine . . . sweeping the bigger, new Dodge up an incline too steep for any tires. Special auxiliary treads had to be used . . . A factory test proving never-failing Dodge dependability.



● Hurtling through space—from a specially-constructed "spring-board." An engineering test intended to show just how much the bigger, new Dodge could stand . . . But the Dodge safety all-steel body survived even this punishment!



● Another action shot. . . this time of the Dodge breasting the rim of "Punishment Pit"—the factory testing ground in Detroit . . . How the Dodge can "take it!"



● End-over-end . . . tumbling and rolling down a steep hill . . . But the Dodge finished up on all four wheels, with doors and windows still working! . . . And was then driven off under its own power!

*- Why shouldn't it win in any show-down against others?*

● Tests like these—far surpassing anything likely to be demanded of a car in actual use—were made to prove the strength and wear-resisting ruggedness of every inch and ounce of the bigger, new Dodge . . . to ensure longer-lasting service and satisfaction for every Dodge owner.

CHECK THE "SHOW-DOWN" ON ENGINEERING ADVANTAGES

How many of these engineering achievements can you get in cars competing with Dodge? Carefully check these important advantages. Those indicated by a star alone account for direct economies of from \$50 to \$100. There are seven of them!

POINTS	SIGNIFICANCE	DODGE	CAR C	CAR O	CAR P	CAR F	CAR L	CAR S	CAR T
"Floating-Cushion" Wheels (Independent Front-Wheel Suspension)	Dodge uses the Pantograph type of Independent Front-Wheel Suspension . . . the type used <i>exclusively</i> on high-priced cars. "Floating-Cushion" wheels combined with Cross-Steering and patented Floating Power engine mountings give you in the new, bigger Dodge smooth, vibrationless, leveled riding unapproached by any car at anywhere near its price.	Yes	Yes†	Yes	Yes†	No	Axleflex at extra cost	No	Axleflex Optional
Cross-Steering (combined with "Floating-Cushion" Wheels)	Eliminates "wheel fight"—front-end shake and jarring sensations.	Yes	No	Center Control	No	No	No	No	No
Floating Power (patented engine mountings)	Prevents engine vibration reaching body and passengers, giving quiet, smooth ride. With Floating Power enjoy the economy of a Six—the smoothness of more cylinders.	Yes	No	No	No	No	No	No	No
"Seven-Point" Ventilation	Perfect ventilation—when you want it—where you want it—including quick-opening windshield and screened cowl ventilator.	Yes	No	No	No	No	No	No	Similar Design
★Hydraulic Brakes	Instant response . . . Always positive, always equalized. Each wheel always does its part.	Yes	No	Yes	No	No	No	No	No
★Cast-Iron Braking Surface	Used in much higher-priced cars—cuts relining bills, wears longer.	Yes	No	No	No	Yes	No	No	No
All-Steel Body	A safety factor of vital importance! Quiet, free from squeaks and "drumming."	Yes	No	No	No	Yes	No	Yes	Yes
Inside Luggage Compartment	Luggage may be stored inside car out of passengers' way, protected from weather and theft.	Yes	No	No	No	No <sup>o</sup>	No	No	Yes
Rustproofed Bodies and Fenders	Dodge bodies and sheet metal parts are specially treated to prevent rust.	Yes	No	Yes	No	Yes	No	No	No
★Valve-Seat Inserts	The Dodge has special alloy valve-seat inserts. These give many thousands of extra miles without valve-grinding.	Yes	No	No	No	Yes	No	No	No
Aluminum Alloy Pistons	For quick pick-up, silky smoothness and brilliant performance.	Yes	No	No	No	Yes	Yes	Yes	Yes
Number of Piston Rings	For oil economy and better performance four rings are needed.	4	3	3	4	3	4	4	4
★"Oilite" Spring Inserts	Self-oiling—never squeak. Another Dodge economy feature!	Yes	No	No	No	No	Similar	No	No
Free Wheeling Unit (standard equipment)	Provides easier gear-shifting—permits car to coast on own momentum.	Yes	No	No	No	No	At extra cost	Yes	No
Quiet Helical-Cut Gears	Silent in all four speeds—first, second, high and reverse.	ALL (Incl. Reverse)	High and Second only	ALL (Incl. Reverse)	High and Second only	High and Second only	High and Second only	High and Second only	High and Second only
Number of Ball and Roller Anti-Friction Bearings in Chassis	Like jewels in your watch—an unmistakable mark of quality.	33	30	24	30	25	28	27	25
Parking Brake	In the Dodge, the parking brake is entirely separate from the foot-brake.	Yes	No	Yes	No	No	No	No	No
Tires	Modern Airwheel tires, first used as standard equipment on Dodge, give added riding comfort—smoothness.	6.25x16 Airwheel	5.50x17	5.50x17	6.00x17 Low pressure	5.50x17	5.50x17	5.50x17	6.00x16 Airwheel
★Oil Filter	Keeps oil clean—resulting in fewer oil changes and longer engine life.	Yes	No	No	No	No	Yes	No	No
★Number of Cylinders	Directly affecting gasoline mileage.	6 (with Floating Power)	6	6	8	8	6	6	6
★Brake Horsepower and . . . Weight of Car per Brake Horsepower	Dodge provides an abundance—brilliant performance assured. <sup>**</sup> 87 H.P. (with Aluminum Head)  Unnecessary extra weight directly increases gasoline consumption. Note that Big Dodge Six has only 34 pounds of weight per horsepower. This accounts for brilliant performance of Dodge. 34	82 H.P. (with Standard Head)	80 H.P.	84 H.P.	84 H.P.	85 H.P.	75 H.P.	88 H.P. (with Aluminum Cylinder Head)	85 H.P. (with Aluminum Cylinder Head)
Wheelbase	Important factor in interior roominess and riding ease.	117"	112"	114"	117"	112"	113"	113"	116"

†Cars "C" and "P" do not use the Pantograph type of Independent Front-Wheel Suspension and have no Cross-Steering or Floating Power engine mountings. <sup>\*\*</sup>Installed at factory on De Luxe models at extra cost. <sup>o</sup>Victoria Coupe has an inside luggage compartment.

★The savings for the owner of the new, bigger Dodge Six, effected by these seven economy features *alone*, are conservatively estimated at from \$50 to \$100.

The information herein contained is obtained from reliable sources and is believed to be correct but is not guaranteed. May 18, 1934.

Buy on a "Show-Down" of QUALITY AND ECONOMY

DODGE—JUST A FEW DOLLARS MORE THAN THE LOWEST-PRICED CARS



# NOW CHECK THE "SHOW-DOWN" ON PERFORMANCE

Rate the Dodge Six in comparison with any other car on these important points. Check "F" (for Fair), "G" (for Good) or "E" (for Excellent).

POINTS	DEMONSTRATION	DODGE SIX					
		"Score" Your Findings in Spaces at the Right					
		F	G	E	F	G	E
1. PERFORMANCE	Extra horsepower per pound of car weight accounts for Dodge giving such sparkling performance . . . Note it for yourself in quicker acceleration, flexibility of speed and agility in hill-climbing. All because excess weight has been engineered out of the Dodge. Extraordinary performance at lowest cost.						
2. "FLOATING-CUSHION" WHEELS	An improved type of independent front-wheel suspension that lets the front wheels of your car literally "step over" bumps and rough spots. Makes riding seem like gliding or floating.						
3. FLOATING POWER ENGINE MOUNTINGS	Note how this great patented engineering achievement absorbs engine vibration . . . prevents it from being communicated to chassis, body and passengers . . . assuring a smoother, more pleasant ride.						
4. ECONOMY	(a) The Dodge wastes no power in the carrying of excess, useless weight . . . this assures economy! (b) Brilliant Floating Power performance—with six cylinders . . . Economy! (c) Hydraulic brakes that function unfailingly . . . Economy! (d) "Oilite" self-oiling squeakless springs in rear . . . Economy! (e) Floating Power engine mountings reduce wear and tear . . . Economy! (f) Inserted, extra-hard exhaust valve-seats give thousands of extra miles without valve-grinding . . . Economy! (g) Free Wheeling, shock absorbers, rust-proofed body, fenders and sheet metal parts—Dodge has at least a <b>dozen</b> features that make for greater efficiency at lower operating cost!						
5. BRAKES	Note the instant response of the new, larger Dodge dual-cylinder hydraulic brakes . . . how their uniform pressure on all four wheels keeps car from swerving . . . drums of special ribbed construction more quickly dissipate heat.						
6. GEAR SHIFT AUTOMATIC CLUTCH* FREE WHEELING	Dodge not only has a transmission that is quiet in all speeds—first, second, high and reverse—but a separate Free Wheeling unit so perfectly designed that shifts are made with amazing ease and quiet. Only in cars costing hundreds of dollars more—and not always then!—is there to be found the equal of Dodge's gear-shifting performance. *Automatic Clutch available at slight additional cost. (Installed by dealer on all models . . . or by factory on De Luxe models.)						
7. STEERING	Note that road shocks cannot reach the steering wheel of the Dodge . . . they're prevented by another engineering achievement—"Cross-Steering". Make your own tests—where the road is rough. See for yourself!						
8. RIDING EASE	Note how easy-riding you find the Dodge! Why? . . . It's a <b>big</b> car. A wonderfully well-balanced car. Long wheelbase (117 inches), big airwheel tires, deep seat cushions. Matched coil springs in front with double-acting shock-absorbers. Extra long semi-elliptic springs in rear with shock-absorbers.						
9. SAFETY	Pullman cars are made of steel . . . for safety. So are ocean liners, big buildings—and Dodge bodies! Additional Dodge safety advantages are: low center of gravity (due to the double-drop frame). Safety Plate Glass in windshield and ventilator wings . . . and the unfailing efficiency of hydraulic brakes.						
10. VENTILATION	Dodge offers a "7-Point" ventilating system, including, on Four-Door Sedan as follows: (1) Cowl ventilator. (2) Windshield opens or closes by means of crank on instrument panel. (3) Front half of forward windows may be swung open in "butterfly" fashion. (4) Rear half of forward windows can be raised or lowered independently of the "butterfly." (5) Both halves of forward windows may be locked into a single unit and raised or lowered together, just as regular windows. (6) Rear door windows, raise and lower. (7) Rear quarter windows adjustable. (Also Dodge provides perfected ventilation on all other models.)						
11. REAR SPRINGS	Never a squeak from Dodge springs—because they have "Oilite" disc inserts which automatically— <b>permanently</b> —lubricate!						
12. INSIDE BAGGAGE COMPARTMENT	A really new idea in car designing. Made possible by the modern "Aero-Stream" construction of the new, bigger Dodge. Equally convenient for shopping or long trips. Luggage and parcels are protected from weather—safer from theft.						
13. APPOINTMENTS AND ROOMINESS	Dodge is exquisitely trimmed. The elegant upholstery gives a "tailored" touch throughout . . . Note beautifully designed instrument panel. . . Note spaciousness of the new, bigger Dodge . . . and long distance from rear seat back to back of front seat.						

**DODGE—JUST A FEW DOLLARS MORE THAN THE LOWEST-PRICED CARS**





# BE YOUR OWN JUDGE!

KEEP THE SCORE YOURSELF...

*this way*

Use this card during road demonstration to check and determine the full, real value of the Dodge Six (117-inch wheelbase) in comparison with any other car in both performance and engineering quality.

This will give you a complete black-and-white record of the satisfaction, economy and lasting worth you get for your automobile dollar.

NOW...

**\$650**

AND UP

Big Dodge Six, 117-inch wheelbase: Coupe, \$650; Sedan, \$695; Sedan, \$745.

De Luxe Dodge Six, 117-inch wheelbase: Coupe, \$690; Sedan, \$740; Sedan, \$790; Sedan, \$790; Sedan, \$790.

Special 121-inch wheelbase: Brougham, \$880; Convertible Sedan, \$920. \*All prices F. O. B. factory, Detroit, subject to change without notice. No extra charge for wire wheels. Special equipment at slight extra cost. Time payment to fit your budget. Ask for the official Chrysler Motors Commercial Credit Plan.

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