

New Models of Dodge Line Give Novel Performance In Full-Floating Ride Feature

Perfect Weight Distribution Provides Comfort Zone to Combine With Attractiveness, Better Safety Equipment, More Seat, Luggage Space, Handier Door Arrangement; Many Automatic Controls.

While the announcement of the 1940 Dodge passenger car models features a multitude of style, comfort and operating innovations, the most outstanding achievement in the new series of Dodge luxury liners is described as a new and revolutionary performance element called "full-floating ride."

The basic principle underlying the "full-floating ride" of the 1940 Dodge is said to consist in a newly perfected system of weight distribution by which the company's engineers have created a scientifically suspended "zone of comfort" and practical advantages of which are further realized through an unusual body layout.

New, Different, Attractive
An outward examination of the 1940 Dodge shows the car as a fresh, original style creation of a newness so thorough that not a single 1939 body die is said to have been retained for 1940 production. Every line of the new car—from the air-cleaving v-shaped radiator grille, past the streamlined hood, the reclined windshield, arched roof, intricately molded fender contours on to the unbroken roundness of rear quarters and back—spells newness, difference and attraction.

Notable among the many advances distinguishing the newest Dodge are a longer wheelbase of 119 1/2 inches; a lower, stiffer chassis frame with large front cross member; improved individual-action front springing combined with four airplane-type double-acting shock absorbers; improved steering layout including larger, stronger tie rods; improved gear-shifting mechanism; rubber-insulated steering with individual tie rod to each wheel; a further improved all-steel safety body construction presenting many new features—and interior appointments making for still greater comfort and riding and driving ease. Worthy of special mention is the fact that the lengthening of the wheelbase from 117 to 119 1/2 inches is accomplished without increase in the overall, bumper-to-bumper length of the new cars.

Improved Car Doors
A body improvement sure of unstinted approval is presented by the rear doors of sedan models; these are full-width and straight-sided instead of being cut out around the wheel housing. The new-style doors, in addition to giving easy entry and exit, permit the lowering of rear door windows down to the sill, thus providing maximum ventilation. Because the new chassis frame brings the body of the 1940 Dodge closer to the ground, the purchaser is now given the choice of having his car with or without running boards. When running boards are specified they are not attached to the fenders, openings being provided so that dirt, snow or ice do not collect at the ends.

In the driving compartment, improved sun visors have a 2-inch edgewise adjustment giving a greater range of shading. Quarter windows are larger. Rear windows are a single piece of special heat-tempered glass, curved to conform to the contour of the back panels. Foot rests in sedan models are undercut for more toe room. Though the floors are lower, head space remains unaltered, and the drive shaft tunnel is even lower than formerly due to the new transmission with side-mounted controls.

Hip Room on Seats
A design feature figuring prominently in the "zone of comfort" of the new Dodge—namely the moving of the rear axle and wheel

capacity. The floor of the luggage compartment is placed so low that luggage slides easily in and out. Sides and bottom of the baggage compartment are straight and lined.

A novel detail of 1940 Dodge bodies, whose massive, speed-lined fenders blend admirably with the body contours, is a gravel deflector bridging the space between rear bumper and body. The gravel shield, secured to the rear bumper, is so arranged that it slides under the body whenever the bumper comes into contact with an object forcing it toward the car body.

The Dodge six-cylinder floating power-mounted engine develops 87 h. p. with 0.5 to 1 compression. Worthy of mention is the manner in which the combustion spaces in the cylinder heads are shaped to give the withdrawn fuel mixture a swirling motion which aids perfect ignition and complete conversion of the fuel into power.

Exhaust valve seats inserts of special alloy steel, pioneered by Dodge, are also employed for 1940; their advantage is a remarkable resistance to heat which keeps them from pitting and warping and postpones the need for valve grinding for extra thousands of miles.

An additional factor tending to lengthen the service life of the Dodge engine valves is a system

by which the valve seats are spray-cooled from a steel tube extending through the cylinder block and connecting with the centrifugal water pump. Water is delivered through openings in this tube and sprayed under pressure against the exhaust valves. Efficient engine cooling is obtained through a method in which the water jackets extend around the full length of the cylinder barrels. This arrangement, together with the spray cooling of the exhaust valves, brings about an equal expansion of the cylinder barrels.

Still another detail in maintaining the Dodge engine at proper operating temperature under all circumstances are engine-ventilating louvers located under the front fenders, through which columns of fresh air are constantly drawn over the engine.

Engine lubrication is by force which raises the oil from the crank case, passes it through an oil manifold running through the cylinder block and along passages drilled into the walls of the cylinder casting. Through these shock-proof leads the lubricant is forced around main, camshaft and connecting rod bearings. The engine bearings of the 1940 Dodge are of a new precision type—bronze bonded habbit linings. The engine crankshaft is newly, more heavily counterbalanced, providing smooth

and long-life operation. Hydraulic brakes, pioneered by Dodge, are direct-acting, without intervening servation. Front and rear shoes of each brake are engaged by hydraulic pistons of different diameter, with the result that the rearward shoes exert the same retarding force on the cast-iron brake drums as the forward shoes. In addition to the 4-wheel hydraulic brakes, a parking brake of the propeller shaft type operated by a lever mounted under the instrument panel, at the left of the driver, is provided.

Driving ease of the 1940 Dodge is further realized through features performing vital control functions without depending on the expertness or attention of the operator. For instance, an automatic electric choke attends to whatever carburetor choking is necessary. The task of advancing or retarding the ignition spark in accordance with varying operating conditions, is given to an automatic vacuum spark control attached to the ignition distributor. Engine cooling is regulated by a thermostatic control which automatically retards or accelerates water circulation as conditions demand it. An automatic carburetor heat control maintains the fuel at uniform volatility regardless of atmospheric temperatures. Within its sound the tempera-

ture-insulated, all-steel, rust-proofed bodies, Dodge has achieved a fine method of trim and upholstery combining comfort and durability with decorative distinction. The interior equipment includes adjustable view, rear view mirror, instrument panel parcel compartment, package ledge behind rear seats, smoking sets, vulcanized design in upholstery and trim, scuff carpets at the bottom of door trim panels, plastic escutcheon plates. Other interior features include safety styling—rolled and padded tops of front seats, curved-in door handles, chairhigh seats, adjustable driver's seats, remote-control locks operated by the inside door handles. The rear doors in 4-door sedans have child-protection locks guarding against accidental opening. Sponge rubber sealing is placed around all doors.

Amola, the remarkable new alloy steel is widely used in vital parts of the new Dodge models—in springs, axle shafts, transmission gears, in the Hypoid rear drive and in many other situations.

Three body types—coupe, 2-door sedan and 4-door sedan are offered in the Special line of the 1940 Dodge. The Deluxe line comprises seven body types—coupe, coupe with auxiliary inside seats, convertible coupe, 2-door sedan, 4-door sedan, 7-passenger sedan, 7-passenger limousine.

It Gets 165 Miles to the Gallon



Italy's gasoline rationing needn't bother the owner of this new mid-get car. It gets 165 miles to the gallon of gas. Tanks empty, it goes seven hours more on a battery. Battery dead, it has pedals, by which driver's foot-power can run it indefinitely. And, as pictured, it can be picked up and "garaged" in the vestibule at night. Car was recently developed by 18-year-old Marcello Cretti, in Rome, Italy.

Looks as if the British didn't do as well as they said they did on the island of Sylt raid. They probably kept hitting the same target and counting it over and over again.

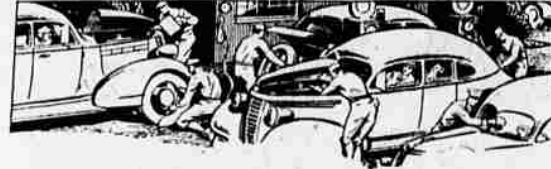
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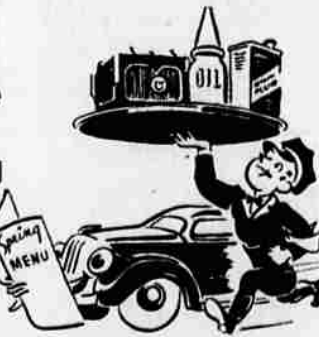
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Large Doors Feature of 1940 Dodge



Large, full-width, walk-in doors are among the new comfort items found on the four-door Sedans of the 1940 line of the Dodge Luxury Liner. The construction of the doors, giving easy access to wider seats, makes it possible to lower windows all the way down, for maximum ventilation.