

HORACE E. DODGE BOAT AND
PLANE CORPORATION



21 WEST 46TH STREET,

NEW YORK CITY

LE CANOT DODGE

1, RUE DES ITALIENS

PARIS 9^e

PROVENCE 74-40

» 74-41



THIS AND THE NEXT SEVEN
PAGES ANNOUNCE AND
DESCRIBE THE NEW

1930 FLEET OF

**DODGE
BOATS**

c120-6



THE GREATEST SINGLE FORWARD STRIDE IN BOATING HISTORY CREATED THIS NEW FLEET

TO the millions who yearn for the uncrowded romance of bay and river, lake and sea, the pleasure of boating has been too long denied by the slow and costly building methods of former years. Since the first boat builder laid the first keel in Mediterranean sands, the method of building boats has remained practically the same.

It has remained for Dodge to take a great forward step in boat building. As once before the name of Dodge forged ahead to leadership in a young and growing industry, so it is today. The new Dodge plant brings to the industry of boating new ideals and new ideas. Standardization, the watchword of the age, can and does

produce boats of Dodge quality, at prices within the reach of every family.



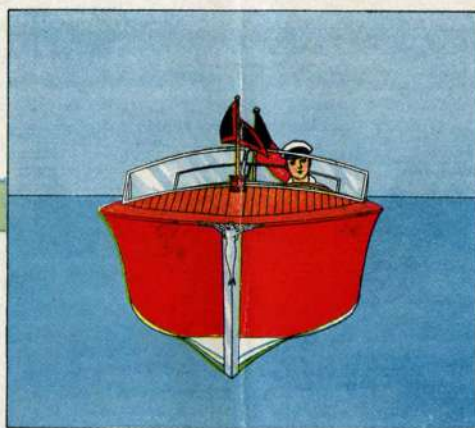
Here is the fleet created by new and better building methods. Your first impression of the new 1930 Dodge Fleet is its very newness. From stem to stern, from keel to hoisting ring, each boat that bears the name of Dodge is new in conception and design, and new in fleet and purring power. Dodge Boats have always been known as leaders in quality and dependability. Here are new Dodge Boats as fine as any

that ever bore the name of Dodge — but with greater power, higher speeds, and symmetrical stream-line beauty.

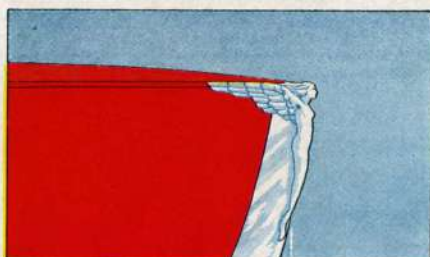


Read, on the following pages, the detailed specifications of the new Dodge Fleet. Then read the prices. No mistake has been made in these prices. You may now own a Dodge Boat, of full Dodge quality, completely equipped, at less than a thousand dollars. Now you may cruise in open water, in an amply powered, double-cabin express cruiser, luxuriously fitted, at a price that seems unbelievably low. The greatest values yet introduced to an eager public are to be found in the 1930 Dodge Fleet, presented at the Silver Anniversary Boat Show.

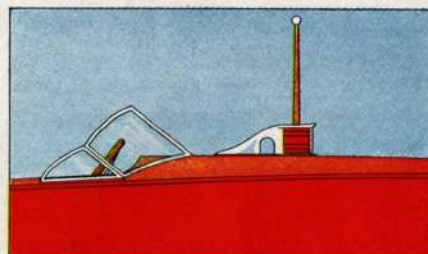




FROM THE SIXTEEN- FOOT RUNABOUT TO THE FORTY-FIVE-FOOT CRUISER



ALL HAVE THAT
UNCOPYABLE
QUALITY OF
STYLE

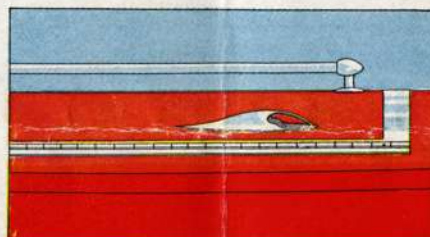


THE name of Dodge has always stood for dependability, a worthiness built upon a sound foundation of quality. To look at a Dodge Boat has always been a pleasure to the eye, for all Dodge Boats are beautiful. Now at lower-than-ever prices, the new Dodge Boats bring one more quality to the field of design. It is style—a stream-line smartness of design that adds greater power to make these boats still faster than before.

Look head-on at the bow of a new Dodge Boat. Even at rest it has the illusion of speed that seems to lift it out of hampering water. It is a deft handling of line in stream-line silhouette that does add vibrationless speed the moment the motor starts. Even the gunwale speaks of speed. No

coaming mars the sleek and flowing line from stem to stern, for none is needed. In water rougher than many boats will weather, these new Dodge Boats keep their decks as dry as in a summer calm.

To the tiniest detail of engine



compartment ventilator the streaming wave-line style is carried. You can know Dodge style, too, wherever you may see it. The Dodge symbol—a water nymph who has borrowed greater speed and grace from the air above—is on the

bow in solid Nickel Silver.

Standard Specifications

In every new Dodge Boat, from the smallest to the largest, construction is of the same unexcelled quality. Bottoms are double-planked, with canvas between the skins, impregnated with marine glue. All planking on decks, sides and bottoms, transoms and bulkheads, is of genuine mahogany.

Keelsons are of fir. Engine beds, keels, deck beams, stems, chines, frames and battens are of selected white oak. All planking is seam-battened. All fastenings are of bronze and brass. Struts and rudders are of manganese bronze, and the stuffing box of plastic bronze. Shafts are of Monel Metal. Solid Nickel Silver is used for all deck fittings. The natural mahogany is finished with the finest of spar varnish. Bottoms, below the white enameled boot top, are finished in anti-fouling green paint. Special Dodge Gear Shift Control on instrument board, allowing clear floor space, is standard on all models.

C190-6

No. 1



THE 16-FOOT RUNABOUT, \$945

NEW—not only to the Dodge Fleet, but in the boating world—is the new 16-foot runabout by Dodge. It is genuine Dodge quality, from keel to flagpole. Nothing has been done to alter established Dodge quality. It is just a smaller Dodge. It is completely equipped, from self-starter button to electric lights, and powered by a Lycoming Marine Motor especially designed for silent speed. It is a luxurious boat at a price thought impossible before the age of Dodge in Motor Boating.

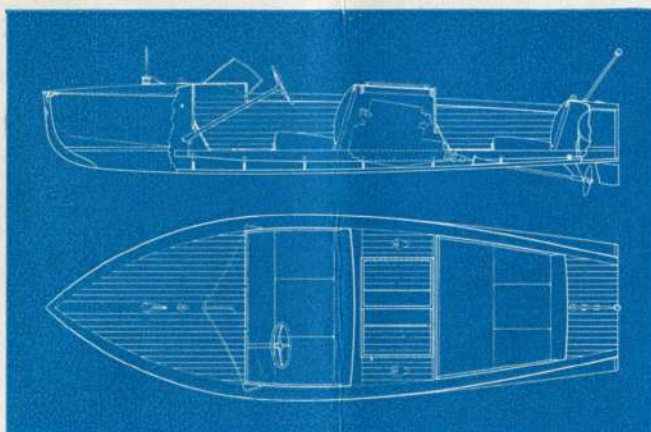
Specifications

Length: Overall, 16' 3"; at waterline, 16'. Beam, 5' 3". Freeboard: Forward, 20"; aft, 14". Draft, 16". Planking, $\frac{3}{8}$ " mahogany. Frames,

$\frac{3}{4}$ " by 2 $\frac{1}{2}$ ". Propeller, 10" diameter by 11" pitch.

Shatter-proof glass, stream-line windshield. All deck fittings of solid Nickel Silver—combination

tinguisher; set of tools; mahogany flagpole forward with burgee; stern flagpole with top electric light; full set of electric running lights, and shipping cradle.



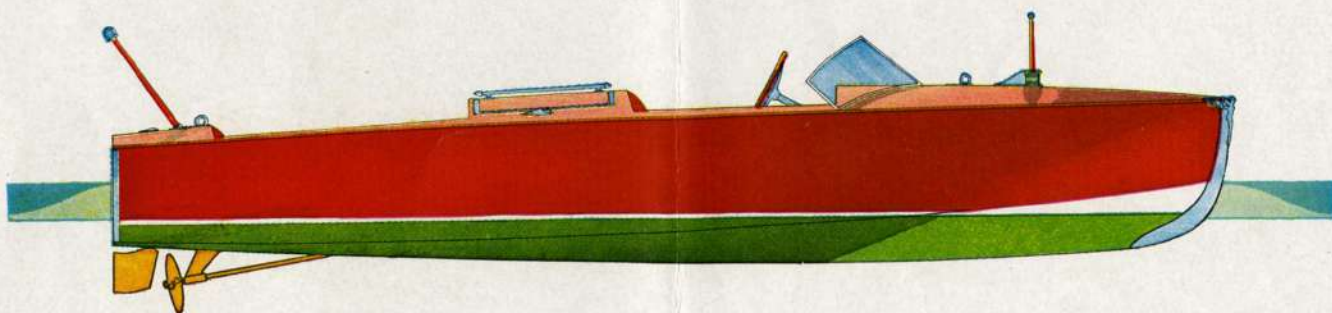
Instrument board, mahogany; mounted with ammeter, oil gauge, tachometer, ignition and lighting switch, choke and starter button. Throttle and horn button mounted on steering wheel. Forward cockpit seats three. After cockpit seats two. Upholstery blue, with Kapok-filled life-preserver cushions.

bow light and bitt, 6 fender cleats, filling pipe and cap, piano hinges and rail on motor hatch, and hoisting rings.

Equipment includes: Automatic bilge bailer; automobile type steering wheel; 10-pound anchor with line; tie lines; cork fenders; fire ex-

Motor: Lycoming, 4-cylinder, 3 $\frac{1}{8}$ " bore by 3 $\frac{7}{8}$ " stroke. 40 h. p. at 3200 r. p. m. Full force feed lubrication, gear type pump cooling system. Electric starter and generator. Cylindrical gas tank under after deck, capacity 12 $\frac{1}{2}$ gallons. Speed, 25 miles an hour.

Price: \$945, F. O. B. factory.



No 2



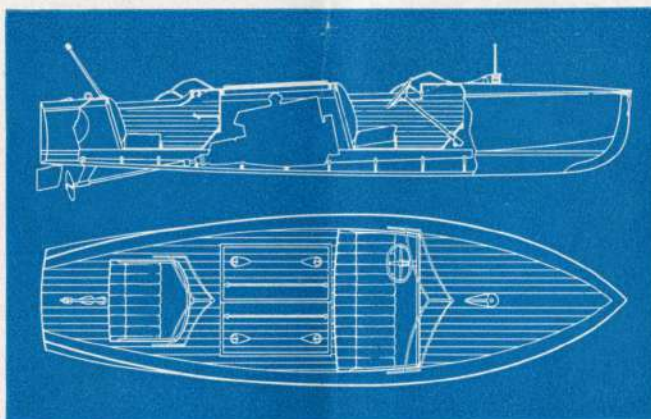
THE 21-FOOT RUNABOUT, \$2100

EVEN for Dodge, this new 21-foot runabout is an achievement. Ride it out on lake or bay, in water that makes boats twice its size turn and run for cover. It rides as pretty as a gull. Turn it at full speed. It banks as smoothly as a swooping plane and keeps as dry. If it did not have the name of Dodge, you could scarcely believe the magic in this boat's performance. For the first time, the full thrill of motor boating is available to any one who can own a boat.

Specifications

Length: Overall, 21' 6"; water-line, 21' 2". Beam, 6' 4". Freeboard: Forward, 27"; aft, 21". Draft, 23½". Construction, ⅝" planking, mahogany. Frames, ¾" by 2½", spaced 18". Folding V-type wind-

shield of shatter-proof glass. All deck fittings of solid Nickel Silver—combination bow light and bitt, 8 fender cleats, four engine hatch ventilators, piano hinges and hand rails on motor hatch; and hoisting



rings attached to lifting pads at keel.

Equipment includes: Automatic bilge bailer and limberhole cleaner; 15-pound anchor with line; tie lines; cork fenders; fire extinguishers; life preservers; boat hook; set of tools; mahogany flagpole forward with burgee; stern flagpole with top

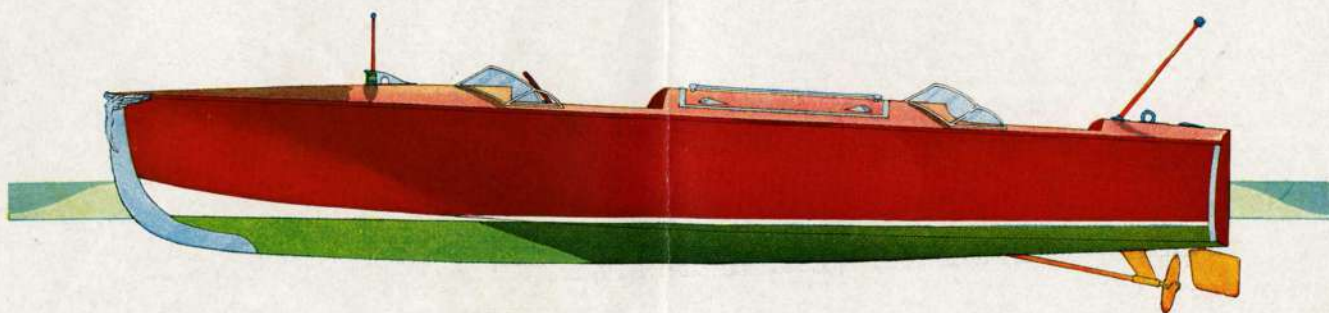
electric light and yacht ensign; full set of electric running lights; and shipping cradle.

Instrument board, mahogany, indirect lighted; mounted with ammeter, oil gauge, motor meter, tachometer, ignition switch, choke button, starter button and cigar lighter. Special type automobile steering wheel, mounted with throttle control, horn button and lighting switch. Forward cockpit seats four, after cockpit seats two. Upholstery blue; with removable cushions and backs of Nested Spring construction.

Motor: Lycoming Straight Eight, bore 3¼" by 4½" stroke. 115 h. p. at 3200 r. p. m. Full force feed lubrication, gear type pump, oil cooler, electric starter and generator. Cylindrical gas tank under after deck, capacity 35 gallons.

Speed: 35 miles an hour.

Price: \$2100, F. O. B. factory.



No 3-4-7



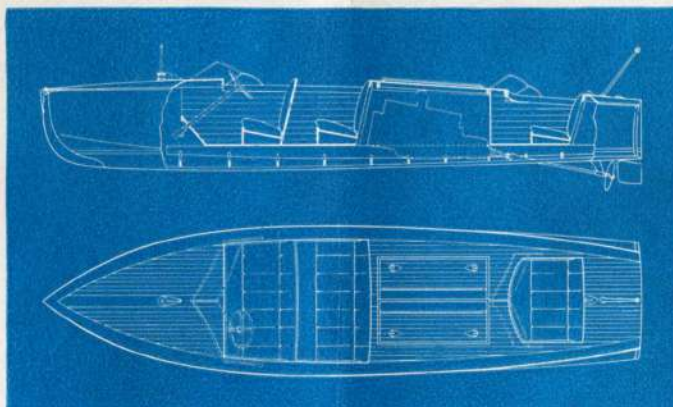
THE 25-FOOT RUNABOUT, \$2500

THE new Dodge 25-footer is a beautiful expression of design, of seaworthiness, and speed worthy of the name of Dodge. In this popular size Dodge offers no less than three distinct and separate models, each a value previously unheard of for a boat in this size, of anything that approaches Dodge quality. It offers to experienced boatman and new owner alike a feeling of surging power, of fleet and easy speed. It is a revelation of engineering skill and craftsmanship.

Specifications

Length: Overall, 25'; water-line, 24' 8". Beam, 6' 3 1/4". Freeboard: Forward, 29"; aft, 23". Draft, 23". Construction, 3/16" planking of genuine mahogany. Frames, 7/8" by 2 1/2", spaced 20". V-type folding windshields of shatter-proof glass.

All deck fittings of solid Nickel Silver—combination bow light and bitt, 8 fender cleats, four streamline engine hatch ventilators, special filling pipe and cap for gas tank, piano hinges and hand rails on



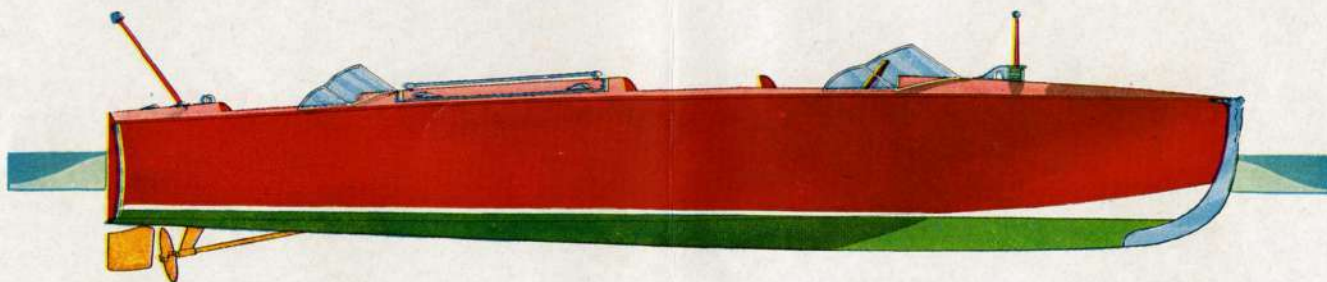
motor hatch; and hoisting rings attached to lifting pads at keel.

Equipment includes: Automatic bilge bailer and limberhole cleaner; 20-pound anchor and line; tie lines; 6 cork-filled life preservers; boat hook; 2 cork fenders; fire extinguishers; set of tools; mahogany flagpole forward with burgee; stern flagpole with top electric light and yacht ensign; and shipping cradle.

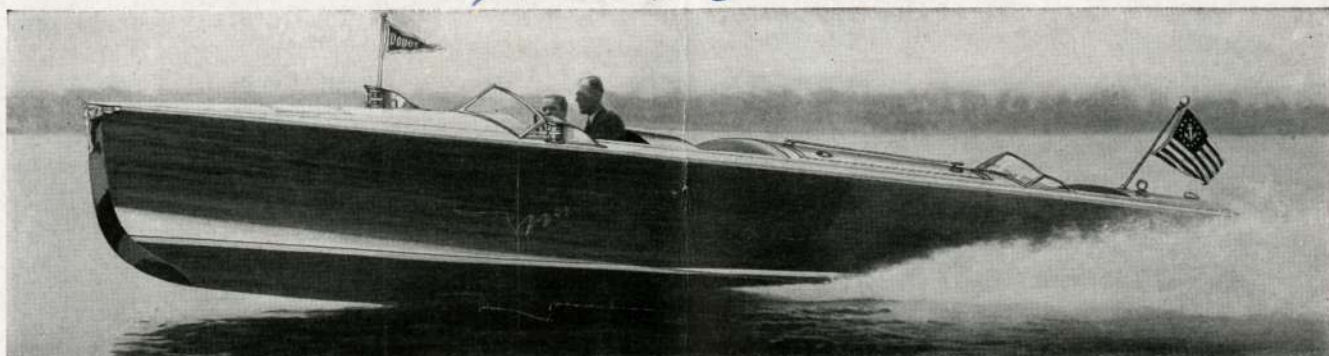
Instrument board, mahogany, indirect lighted; mounted with ammeter, oil gauge, motor meter, tachometer, ignition switch, choke, starter button and cigar lighter. Special type automobile steering wheel, mounted with throttle control, horn button and lighting switch. Full set of electric running lights. Forward cockpit seats seven. (Sedan seats five forward.) Rear cockpit seats two. Upholstery blue, with removable seats and backs of Nested Spring construction. Cylindrical gas tank under after deck, capacity 42 gallons.

Motors: Model 3: 125 horse power Lycoming Straight Eight, speed 32 miles an hour. Model 4: 165 horse power Lycoming Straight Eight, speed 38 miles an hour. Model 10 Sedan: 165 horse power Straight Eight Lycoming Motor, with a speed of 34 miles an hour.

Prices: Model 3, \$2500. Model 4, \$3200. Model 10 Sedan, \$3900.



No 5-6



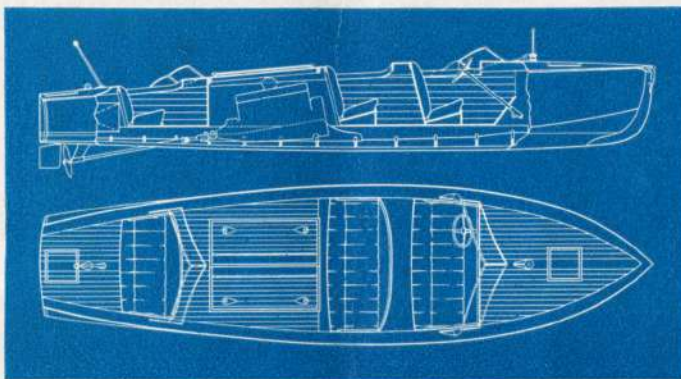
THE 28-FOOT RUNABOUT, \$3700

LUXURY that outshines that of ancient despots, power that until now could not be controlled, beauty that rides unchallenged in any of earth's waters, now is offered to those who love fine boats. With all of its grace and luxury of fitting, the Dodge 28-footer dares to match its speed with many boats designed and built solely for the racing course. It is the honest Dodge belief that there can be no finer boat—and yet the cost is a modern miracle of value made possible by Dodge achievement in production.

Specifications

Length: Overall, 28' 6 $\frac{3}{4}$ "; waterline, 28'. Beam, 7' 5". Freeboard: Forward, 35 $\frac{1}{2}$ "; aft, 21". Draft, 24 $\frac{1}{2}$ ". Construction, $\frac{9}{16}$ " planking on bottom, sides and deck, of Mahogany. Frames: Bottom, 1 $\frac{1}{4}$ " by 2 $\frac{1}{2}$ "; sides, $\frac{7}{8}$ " by 2 $\frac{1}{2}$ ", spaced 19".

V-type folding windshield of shatter-proof glass. All deck fittings of solid Nickel Silver—all electric lights, 8 fender cleats, 4 stream-line engine hatch ventilators, special filling pipe and cap for gas tank, piano hinges and hand rails on



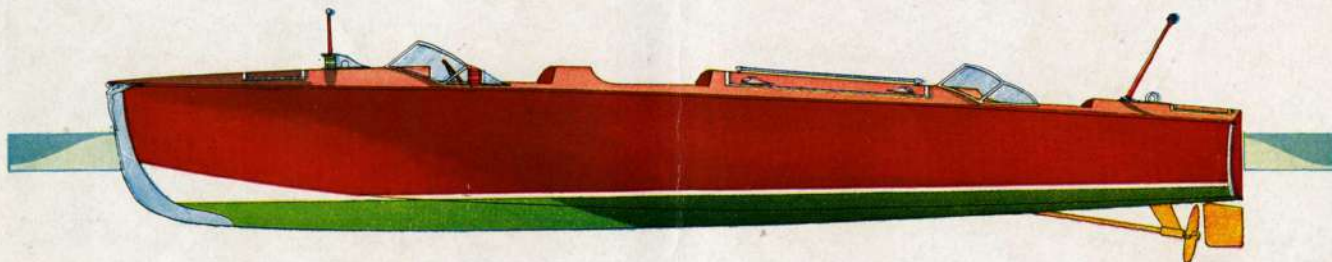
motor hatch, and hoisting rings attached to lifting pads at keel.

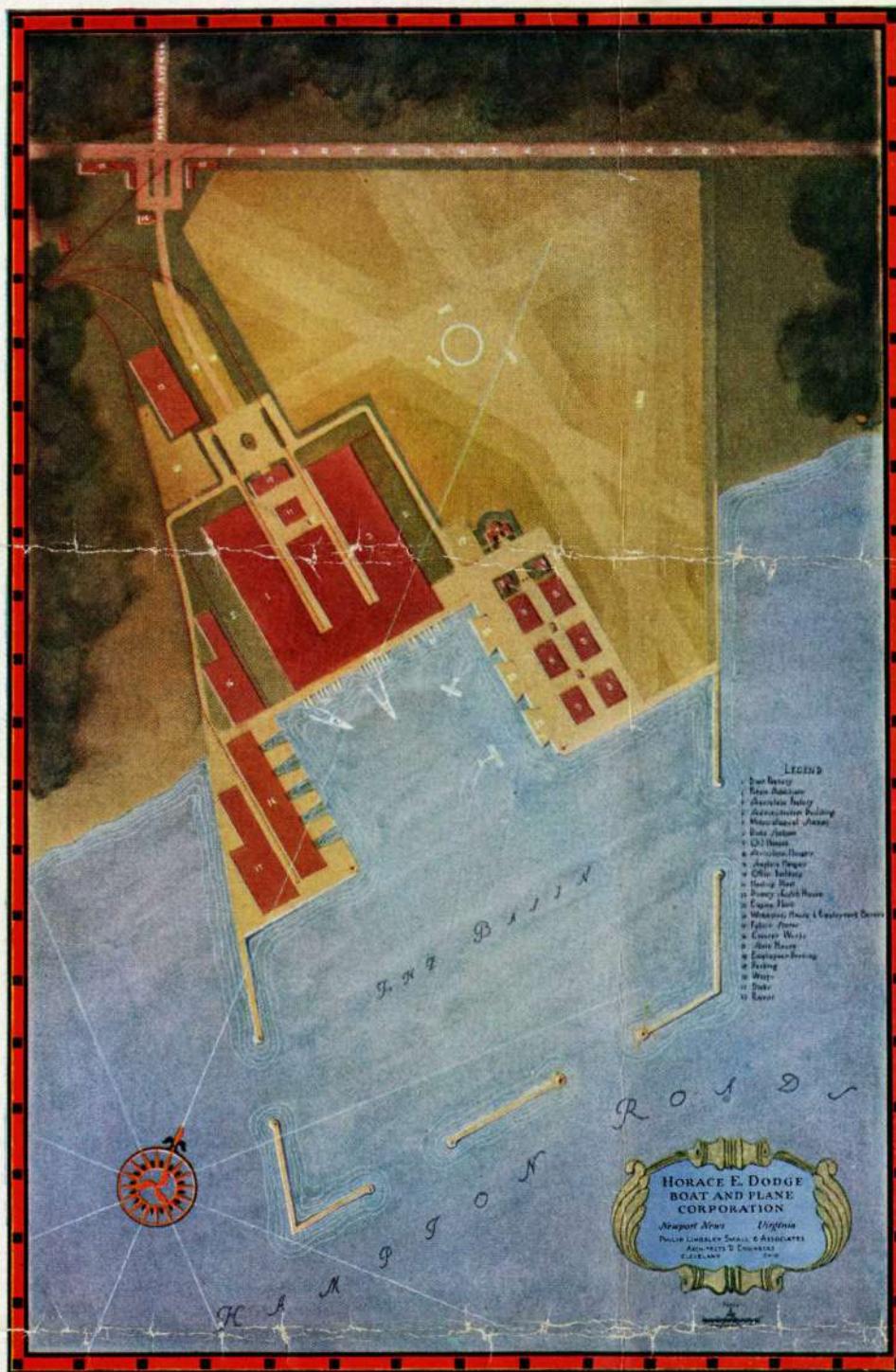
Equipment includes: Automatic bilge bailer and limberhole cleaner; 28-pound folding anchor with line; tie lines; 4 cork fenders; 4 standard fire extinguishers; set of tools; 2 boat hooks; 8 cork-filled life preservers; mahogany flagpole forward with burgee; stern flagpole with top light and yacht ensign;

full set of electric running lights and trouble light; and shipping cradle. Instrument board, mahogany, indirect lighted; mounted with ammeter, oil gauge, motor meter, tachometer, ignition switch, choke, starter button and cigar lighter. Special type automobile steering wheel, mounted with throttle control, horn button and lighting switch. Forward cockpit seats eight. After cockpit seats two. Upholstery blue, with removable seats and cushions of Nested Spring construction. Two cylindrical gas tanks under rear deck, capacity 42 gallons each.

Motors: Model 5: Lycoming Straight Eight, 165 horse power, speed 32 miles an hour. Model 6: Lycoming 12-cylinder, 300 horse power motor, speed 45 miles an hour. Model 11: De Luxe Sedan, 300 horse power Lycoming 12-cylinder motor, speed 38 miles an hour.

Prices: F. O. B. factory: Model 5, \$3700. Model 6, \$4500. Model 11, De Luxe Sedan, \$5300.





Today, facing proudly out over the waters of Virginia's Hampton Roads, the new Dodge plant bears witness that the boating business has come of age. Nothing has been spared, no possible need unheeded, in building for the future of this growing industry. A yacht basin and airplane landing field of superlative design prepare for vastly greater future needs.

Most of all, this modern plant that builds its boats upon tide-water was designed for one clear purpose—that is, to build boats as fine as men and materials can make them, but as efficiently, and therefore as low in cost, as modern mass production facilities permit.

To those who know boats it may sound unbelievable that a boat of true Dodge quality can be built for less than a thousand dollars. Yet it is true. A trim and beautiful sixteen-foot runabout, staunchly and dependably made of oak and mahogany, and priced at \$945, has all the quality that Dodge knows so well how to build into boats.

The Dodge 28-foot Victoria Sedan, shown below, at left, powered by a Lycoming 300 horse power V-type 12-cylinder motor that drives it at thirty-five miles an hour, is offered to the aristocrats of motor boating at the price of \$5300. These two extremes of value demonstrate more than words can tell the efficiency in production that the world's most modern motor boat building plant can accomplish.

DODGE BOATS

THE MODERN HOME OF THE MODERN MOTOR BOAT