

Think Like A Teener? Then Try These Words

In an era when communications between generations is difficult or impossible, automobile stylists have lined up with the young set in both deed and word.

In stylist jargon "bad" means great, "tough" means excellent, and "smulch" means class.

Chief Dodge stylist Bill Brownlie and his crew have compiled a brief dictionary of automotive styling terms. If they seem a bit swinging it's probably because Bill's nine stylists are all in their middle twenties.

A "PEANUT BUTTER" may be "cutting a chogie" but his

"Spaghetti" technique is no "keeper". - In translation this means: A designer who always plays it safe, may take the shortest distance between two points but his use of excess trim moldings will never make a great design.

Here's their glossary of terms:

ACCELERATING LINE: A line that travels at a rate of arc that steadily increases.

ACE: Exceptional.

APPLIQUE: Something added to basic form - chrome moldings, crusta, etc.

BACKLITE: The rear window and hood.

BAD / BADNESS: Excellent, Great.

BARGE: Fat and clumsy.

BBC: Bumper to back of truck cab.

BELT LINE: Break between upper structure and body.

BLISTERS: Bumps over wheel for clearance.

BLURPS: Bumps.

BOMB: Projectile like object used as a bumper guard.

BOXY: Square.

BUCK: Clay model frame work.

BULBOUS: Fat section or rounded.

CANT: Angle of the windshield or rear window.

CATWALK: Region between fender and hood.

CLAM SHELL: Oval shroud formed in metal.

CLEAN: Absence of unrelated items.

COMPOUND SURFACE: A surface that accelerates in all directions.

COWL: Area at base of windshield.

CRISP: Pertaining to lean, direct shapes.

CUTTING A CHOGIE: Taking the shortest distance between two points.

C.V.: Controlled ventilation small vent windows front and rear.

DASH: Dividing wall between engine and passenger compartment.

DECK LID: Door to luggage compartment extending back

from backlite.

DIE-CASTING: A metal object made by injecting molten metal under pressure into a fully finished mold.

DOL: Daylight opening.

DOG, PIT, PILE OF IRON: Real losers.

DUCT: An opening to the entry of air for cooling.

DUTCHMAN: The metal panel that runs across the rear deck between the backlite and deck lid.

DOCK LEG: That portion of body pillar formed by the rear wheelhouse projecting into the door opening.

ELEVATION: A direct view either front, side, rear, generally in line drawing.

ESCUTCHEON: A plate that forms a base is used with door handles, knobs, etc.

FAST BACK: A design contour at the rear of the car where the backlite and rear deck form one continuous sloping form.

FILET: Radius between two intersecting surfaces.

FLEET: Fast looking or having a look of motion.

FLIPPER ROOF: A method of using metal panels to provide greater interior room.

FORM: Shape in contrast to flat surface.

FRONT OVERHAND: Front wheel center to furthest forward point of car.

GANNISH MOULDINGS: In-

terior trim moulding around window and windshield.

GOFFY: Too many shapes or forms.

GRINGER BREAD: Trim.

GO HAVE 2 VENTEDRAE REMOVED: You know not of what you speak...

GOODIES: Added details.

GROUPED-UP: Overdone with embellishment.

GREENHOUSE: Upper structure of the car.

GURTY: Lot of power or race-carriish.

HAIRY: Overdone powerwise.

HEADER: Structural member above windshield.

HEAD LINE: Inside fabric covering structure of roof.

HEAD, WRENCH: Engineer,

Chief type or anyone engineering oriented.

HIGHLIGHT: Theoretically a path of light described by the intersection of a curved surface (and a flat or plane becoming tangent to that surface at a constant given angle, usually 45°).

IVORY TOWERS: Studios.

JAZZY: Flashy.

JOUNGE: Clearance for wheel up and down movement.

KEEPER: Great good.

LOUVER: An opening to expel heat on exhaust from engine compartment, usually on side of hood.

LOW LIGHT: Abnormal light ground reflection into body, etc.

RAKE: Angle of object,

Feast!

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