



YOU WON'T BE SORRY

PLEASURE AHEAD

A REAL BUY

FOR YEARS TO COME

HAPPINESS LAKE

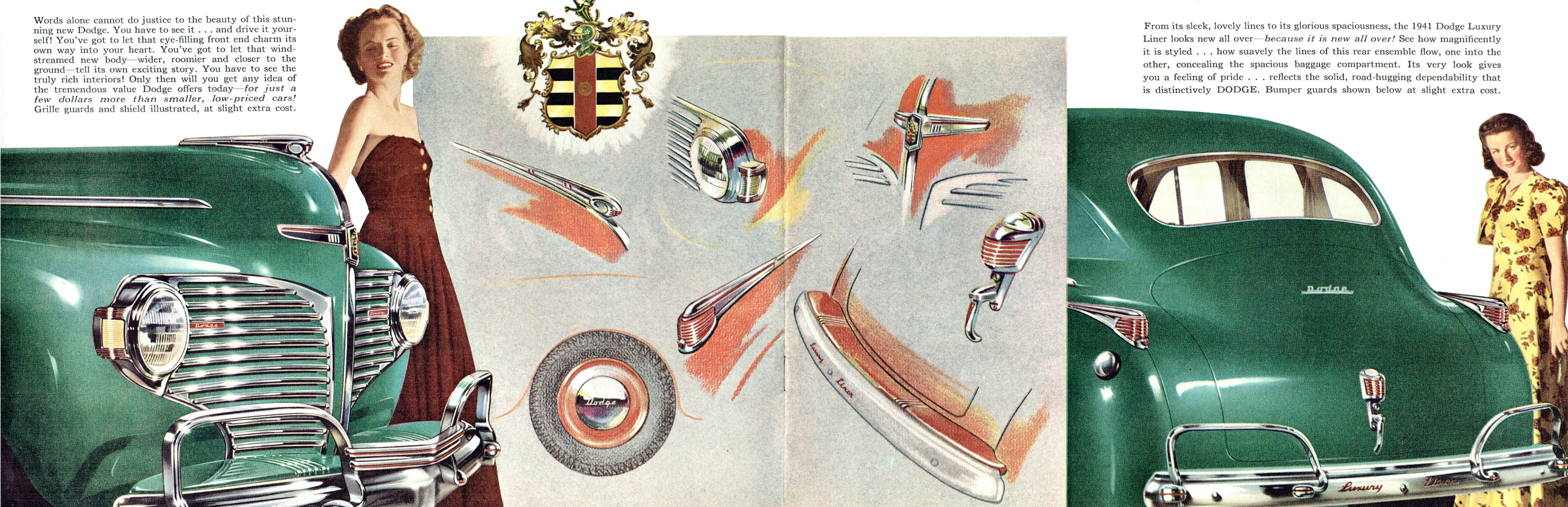
HAPPINESS HOLLOW

TO REAL HAPPINESS IN 1941

DODGE *Luxury Liner*
WITH FLUID DRIVE

Unbelievably Beautiful! . . . AND A THRILLING NEW CAR FROM STEM TO STERN!

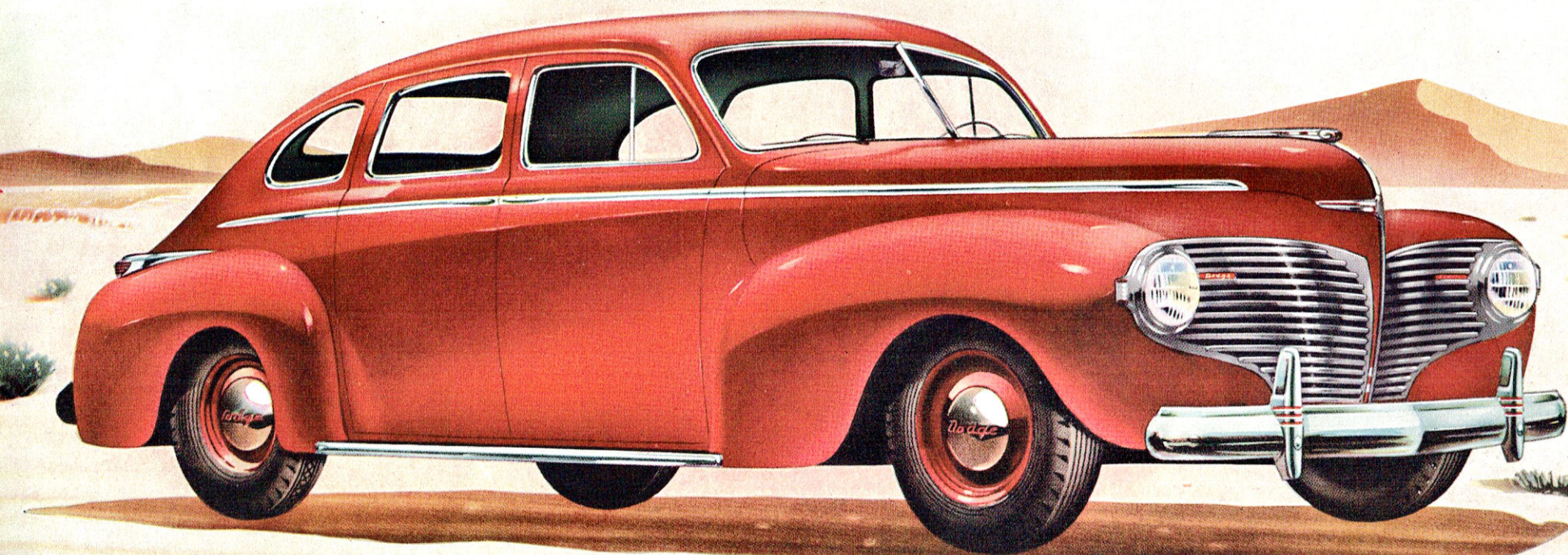
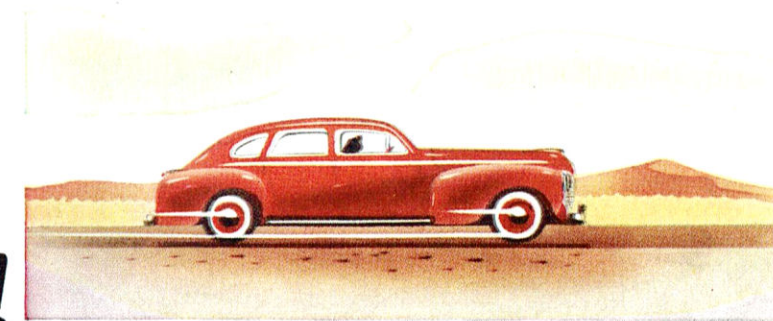
Words alone cannot do justice to the beauty of this stunning new Dodge. You have to see it . . . and drive it yourself! You've got to let that eye-filling front end charm its own way into your heart. You've got to let that wind-streamed new body—wider, roomier and closer to the ground—tell its own exciting story. You have to see the truly rich interiors! Only then will you get any idea of the tremendous value Dodge offers today—for just a few dollars more than smaller, low-priced cars! Grille guards and shield illustrated, at slight extra cost.



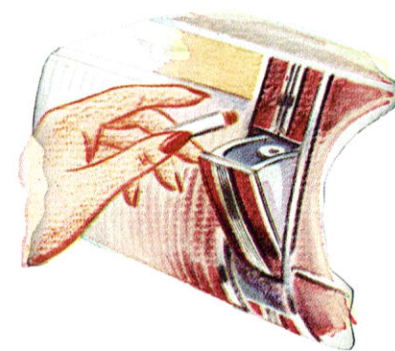
From its sleek, lovely lines to its glorious spaciousness, the 1941 Dodge Luxury Liner looks new all over—*because it is new all over!* See how magnificently it is styled . . . how suavely the lines of this rear ensemble flow, one into the other, concealing the spacious baggage compartment. Its very look gives you a feeling of pride . . . reflects the solid, road-hugging dependability that is distinctively DODGE. Bumper guards shown below at slight extra cost.

STEP INSIDE!...HERE ARE *Luxury and Roominess*

FAR BEYOND THE DODGE LOW PRICE!



DODGE LUXURY LINER CUSTOM FOUR-DOOR SEDAN

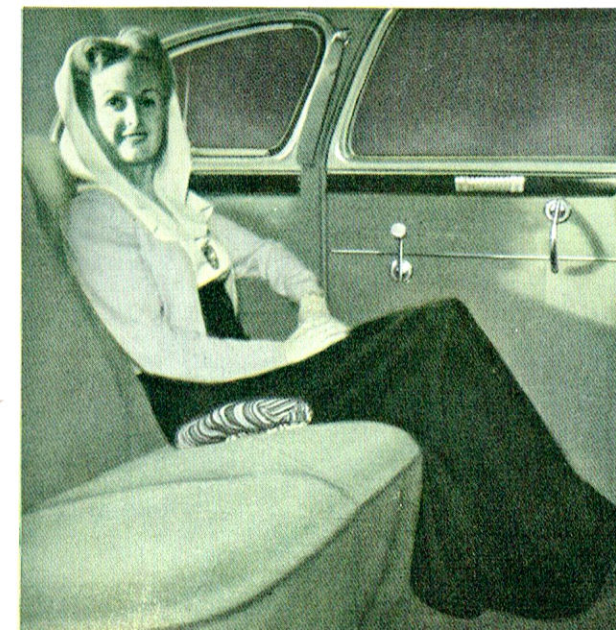


HERE'S LUXURY that you seldom find on wheels. More comfort... more beauty... more room than ever! Trim, moldings, hardware—every detail of the appointments is gorgeously styled and finished. You'll find a sweep of space for solid, outstretched comfort... a convenient foot-rest... an ash receptacle within easy reach.

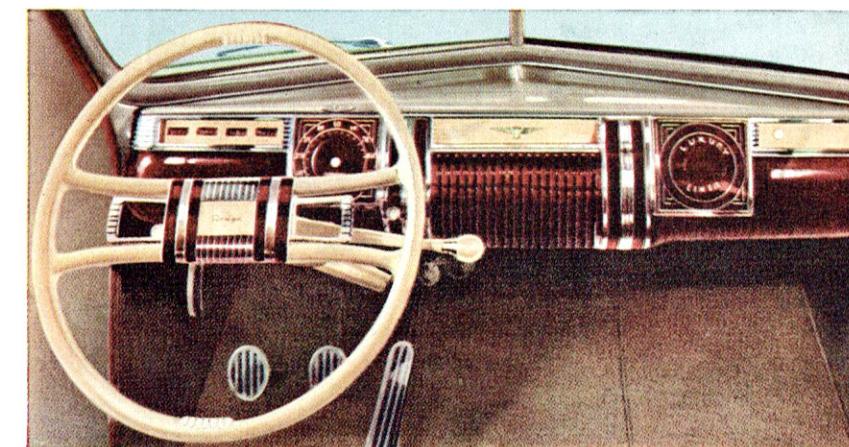
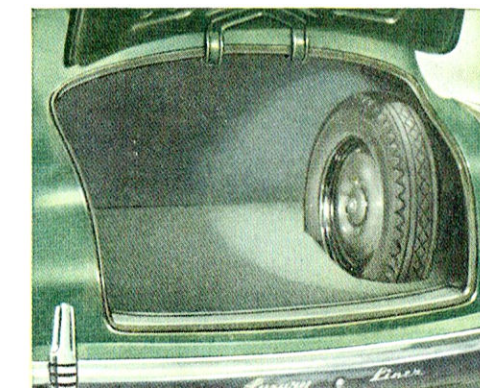
Sparkling with a distinctive new type of beauty Dodge interiors are not only luxuriously inviting in appearance, but a revelation in spacious, relaxing comfort as well! For here is interior *roominess* such as you'd never expect in a car priced so low! Here is "new-as-tomorrow" styling that makes you proud to own! Everywhere you look you see how Dodge designers anticipate not only the big things you need, but the little things you *like*!



THIS SPACIOUS DRIVING COMPARTMENT is wider and roomier in every way! The big, wider seat gives room a-plenty for three with space to spare, and leg room has also been increased. The deep, rich upholstery is beautifully tailored. Note the clear vision in every direction.

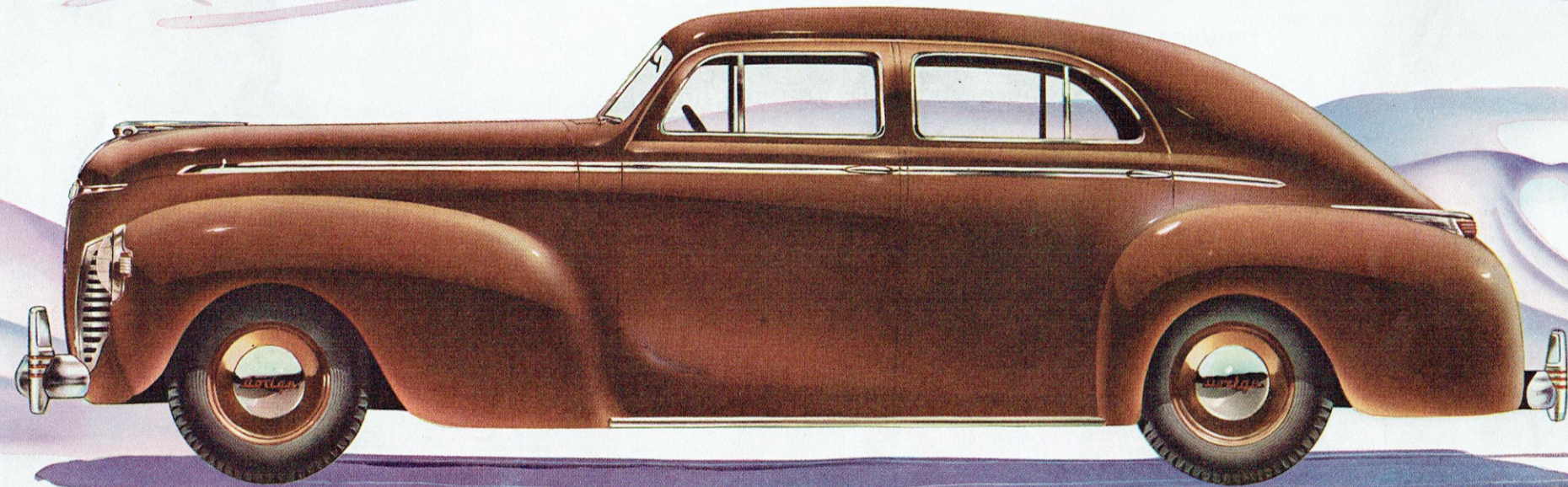


LUGGAGE COMPARTMENT of even greater capacity, yet entirely concealed beneath the windstreamed contour of the rear ensemble. Lid is spring counter-balanced... opens and closes almost without effort. Luggage compartment is lighted from top when car lights are turned on.

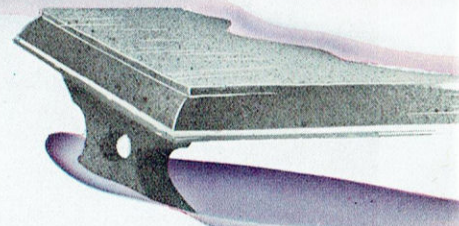


MAGNIFICENT NEW INSTRUMENT PANEL, sparkling like a jewel, accentuates the beauty and richness of Dodge interiors. The new Horizontal "Twin-Spoke" Steering Wheel is not only a masterpiece of beauty in itself, but permits an unobstructed view of instruments and gauges. And you operate the horn with *either hand* by means of the two chrome brackets between the horizontal spokes on either side. Spacious parcel compartment at extreme right.

FOR THE FIRST TIME... *Fluid* Drive IN A LOW-PRICED CAR!



DODGE LUXURY LINER CUSTOM TOWN SEDAN



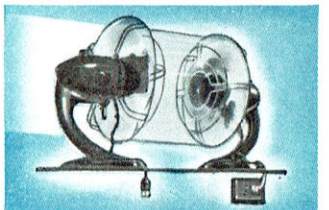

ENJOY THE *Triple Thrill* OF DODGE FLUID DRIVE *

- 1. GEARSHIFTING TAKES A HOLIDAY!**
You can start in high, drive in high, stop in high—and start right off again in high without shifting gears!
- 2. A THOUSAND DIFFERENT SPEEDS!**
You can drive as slow as one mile an hour or as fast as the top speed of your car . . . and enjoy a thousand speeds in between . . . without using clutch or gearshift!
- 3. THE SMOOTHNESS OF OIL!**
Power from the engine is transmitted to rear wheels through the Dodge Fluid Drive "cushion of oil." The result is almost unbelievable smoothness and longer car life!

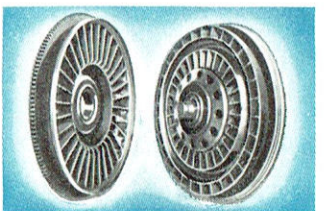
*Slight extra cost

HOW DODGE FLUID DRIVE WORKS!

In Dodge Fluid Drive, the power from the engine is transmitted to the rear wheels through the medium of oil. Literally a "cushion of oil" takes the place of a rigid, mechanical connection. The hydraulic principle upon which Dodge Fluid Drive is based has been known for years. Today, Dodge Engineering brings the advantages of this basic principle of power transmission to millions of motorists. For the first time Fluid Drive is available in a low-priced car!



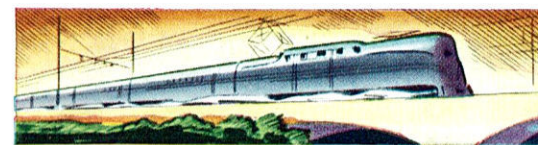
TWO FACING ELECTRIC FANS explain the simple principle of Dodge Fluid Drive. Air from Fan A, which is connected to electric outlet, turns blades of Fan B, which is receiving no electric current whatever. If we substitute a fluid for air and radial fins for the blades of the fan, the simple principle of Dodge Fluid Drive can be easily understood.



THE FLUID DRIVE UNIT consists of two discs with radial vanes or fins. Just as in the above example, one disc drives the other by forcing a current of oil against the vanes. There is no metal connection between engine and rear wheels.

Simple and Dependable as Dodge Hydraulic Brakes

Dodge Fluid Drive is sure, reliable—as utterly simple in principle and as dependable as Dodge Hydraulic Brakes. And just as revolutionary, too! There is nothing to break down, nothing to get out of order.



THE SMOOTHNESS OF ELECTRICITY!

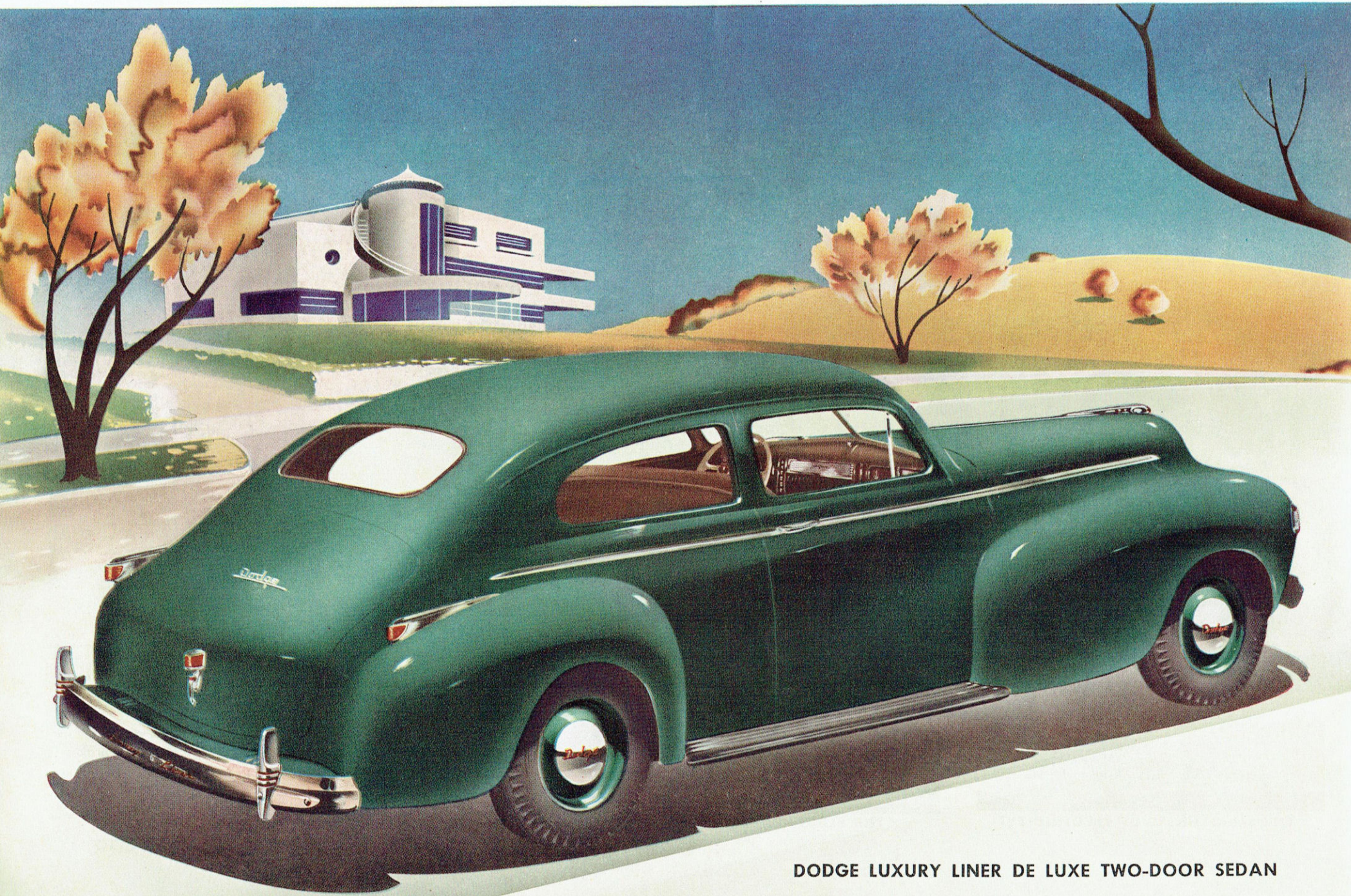


THE FLEXIBILITY OF STEAM!



TRADITIONAL DODGE DEPENDABILITY!

YOU'VE GOT TO SEE AND DRIVE IT... *Words Can't Describe It!*

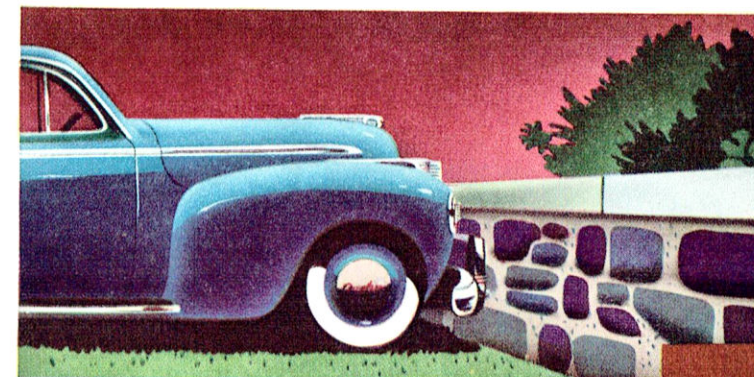


DODGE LUXURY LINER DE LUXE TWO-DOOR SEDAN

Such is the Magic of Dodge *Fluid Drive**

It is impossible to "word-picture" the utter magic of Dodge Fluid Drive! You've got to try a Dodge Fluid Drive for yourself to know what it is all about! You've got to experience its smoothness—its quietness—and the revolutionary new way it makes all driving easier than you ever dreamed possible! Yes, once you try the new Dodge Luxury Liner with Fluid Drive you'll never, never again want to drive the old way!

*Slight extra cost



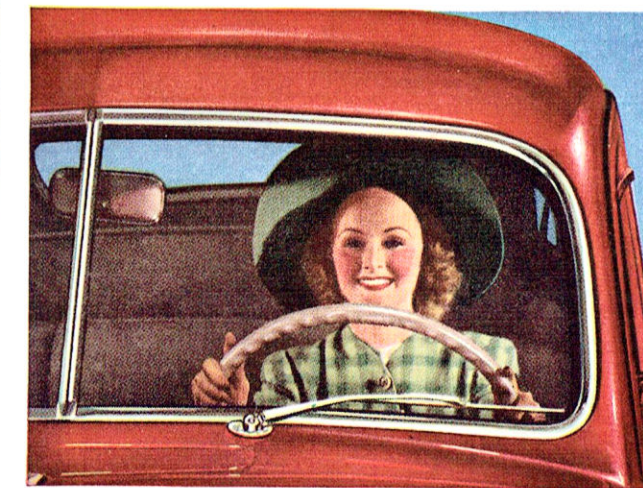
PUT YOUR CAR AGAINST A STONE WALL. Even if you set the bumper against a stone wall, put your Dodge in high and engage the clutch, the big husky Dodge engine keeps right on purring without stalling. That's because there is no rigid metal connection between engine and rear wheels. A "Cushion of oil" transmits the power that gives new smoothness to driving.



"EASE" OUT OF SAND, MUD, SNOW! Under slippery driving conditions—such as icy pavements, snow banks, mud, sand or loose gravel—Dodge Fluid Drive reduces the possibility of skidding or spinning of rear wheels. Because of the smooth application of power, with Dodge Fluid Drive, you "ease" right out of spots where formerly it would require a tow car to free you!



GRAND ON HILLS! You can drive your Dodge *in high* up hills where you would have formerly shifted to second or low gear. You can go up as slowly as one mile an hour, if necessary, without danger of stalling your engine because of low car speed. And coming down hill, you can stay right in high because Fluid Drive acts as an automatic check—makes shifting to lower gear unnecessary.

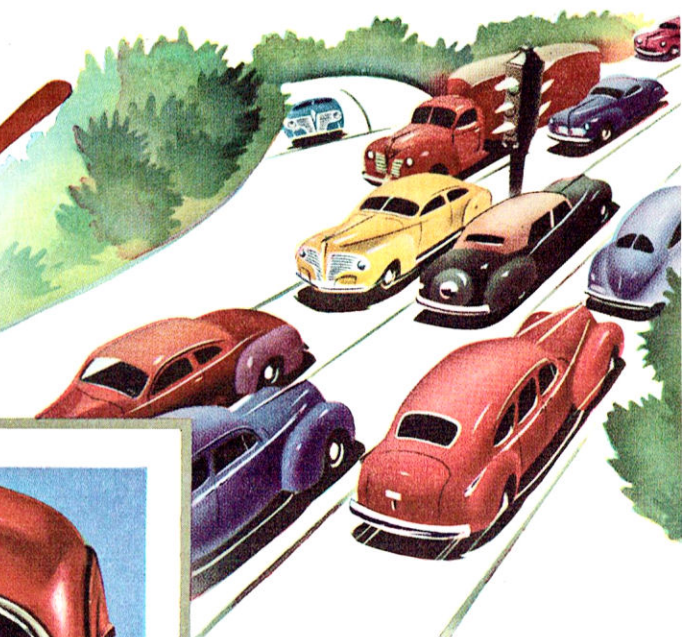


START . . . STOP . . . AND START AGAIN—IN HIGH! Step inside and be prepared for a new kind of ride. Nudge the starter. Don't bother to go through the three speeds. Soon as she purrs, shift right into high and off you go! Never a buck or jerk as you release your clutch! Seven-tenths of the effort spent the old way of driving is gone!

"AIRPLANE-FAST" GET-A-WAY! If you want that sudden surge of power that sweeps you out in front in a twinkling, merely nudge the new Dodge finger-tip lever into second gear and you are off in a flash. A flick of the finger does it!

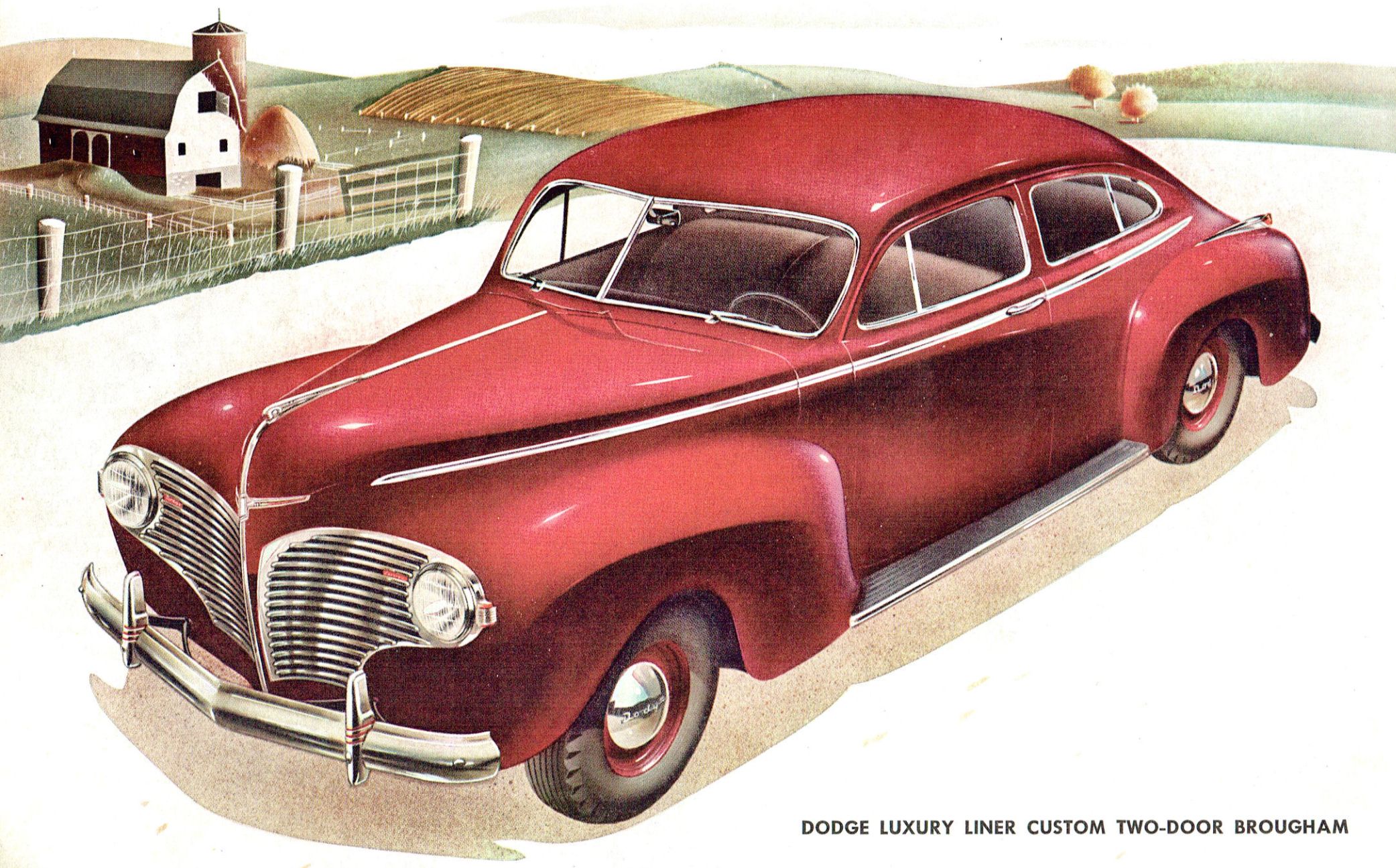


IN TRAFFIC—that's when the big surprise comes! Simply "brake" your Dodge as usual. No need to touch the clutch pedal. Stay in high without stalling—even in emergency stops! While others are pausing—and "clutching"—and shifting, you're sitting back perfectly relaxed, ready to start again, *in high*!



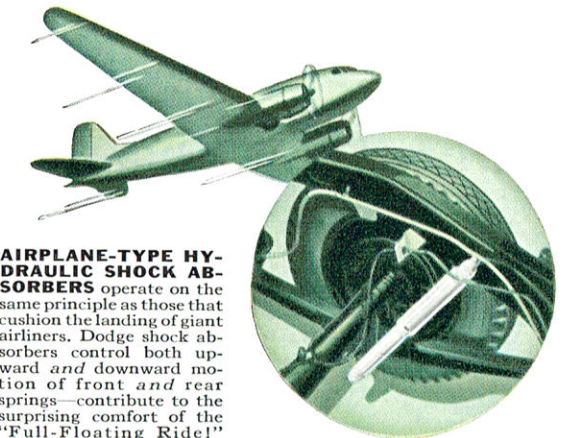
A NEW KIND OF *Ride* . . . A NEW KIND OF *Driving Ease!*

PLUS THE FINGER-TIP CONTROL OF DODGE NEW FLUID DRIVE

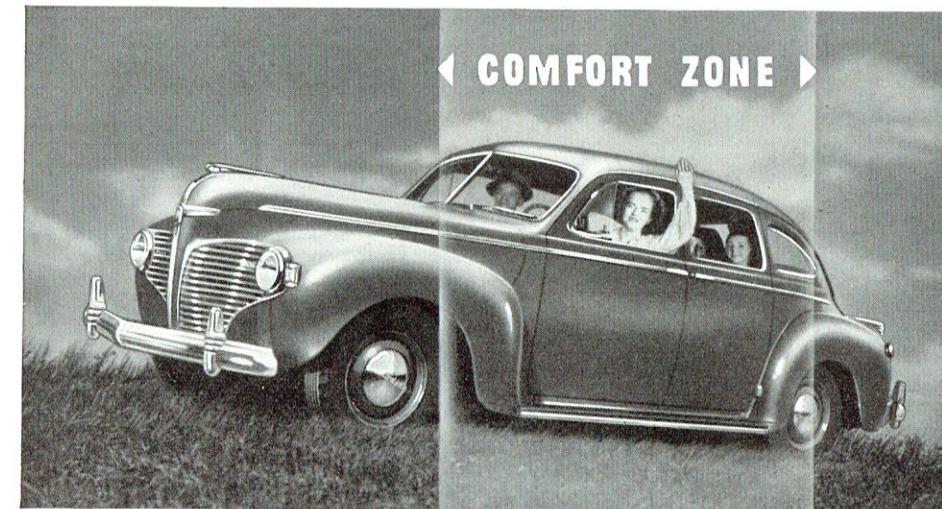


DODGE LUXURY LINER CUSTOM TWO-DOOR BROUGHAM

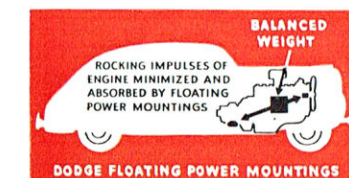
Combining all the magic of the famous Dodge "Full-Floating Ride" with the almost unbelievable driving ease of Dodge Fluid Drive, this sparkling 1941 Dodge is a revelation in luxurious comfort and effortless operation! Women especially will appreciate the smooth, easy, "no shift" way Dodge handles in traffic . . . the firm, confident way it rides! In many vital ways—through easier clutch action, Synchronized Springing, Floating Power engine mountings, individual front wheel springing—Dodge has led the way in making riding and driving ever easier and more gloriously comfortable.



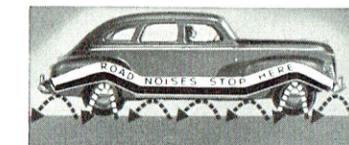
AIRPLANE-TYPE HYDRAULIC SHOCK ABSORBERS operate on the same principle as those that cushion the landing of giant airliners. Dodge shock absorbers control both upward and downward motion of front and rear springs—contribute to the surprising comfort of the "Full-Floating Ride!"



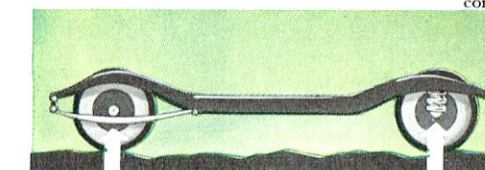
NEW DODGE "FULL-FLOATING RIDE." Now all passengers—those in the back seat as well as those in the front—ride in the buoyant "Comfort Zone" *between the axles!* Everyone in the car experiences a ride that is marvelously smooth and comfortable—free from bumps, jars and vibration!



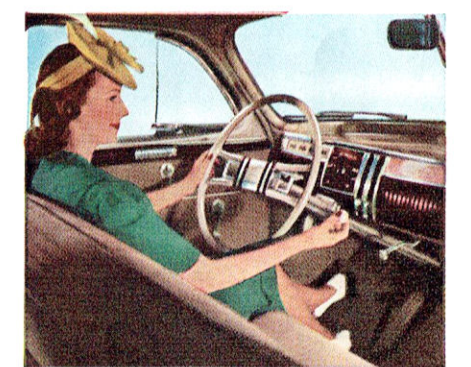
FAMOUS "FLOATING POWER"! WITH DODGE Patented Floating Engine Mountings, engine weight is balanced so that the engine itself counteracts the rocking impulses which are set up in any engine. Rubber mountings further minimize these impulses and smother them before reaching the body of the car.



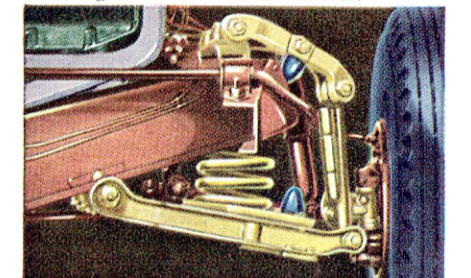
DODGE "SILENCED RIDE!" Even when you ride over "noisy" roads, the interior of the new Dodge is surprisingly quiet. Fourteen "Hush-Point" rubber body mountings prevent metal-to-metal contact between body and frame.



DODGE SPRINGS, made of tough Amola Steel, are synchronized in their action, front and rear. This means that the rate of deflection in both front and rear springs is equal, giving a remarkably smooth, "non-pitching" ride.

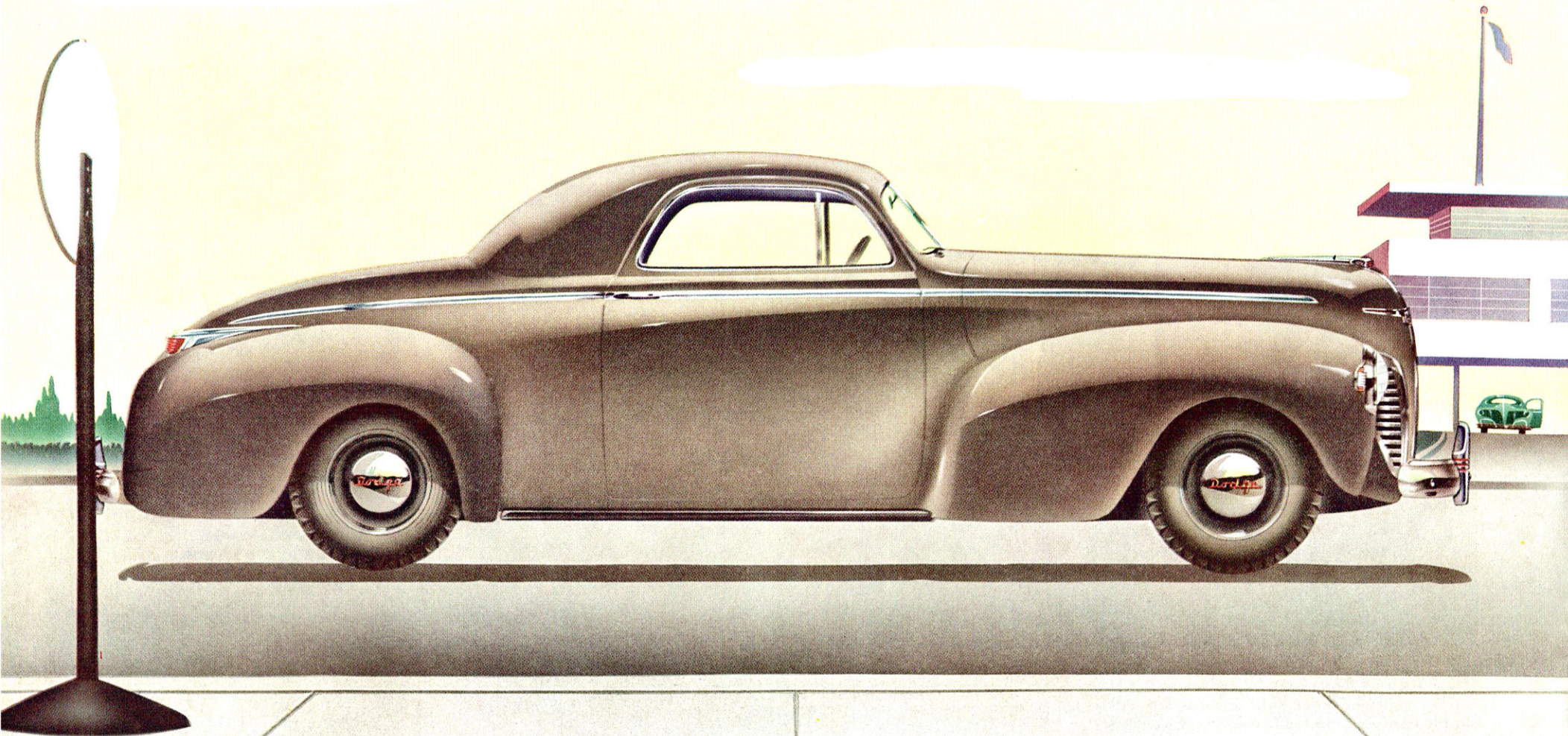


NEW "POWER SHIFT"! You'll appreciate the new Dodge Steering Wheel "Power Shift" . . . where a mere flick of the finger gives you an extra surge of power for fast get-aways. Offered on all 1941 Dodge models at small extra cost.

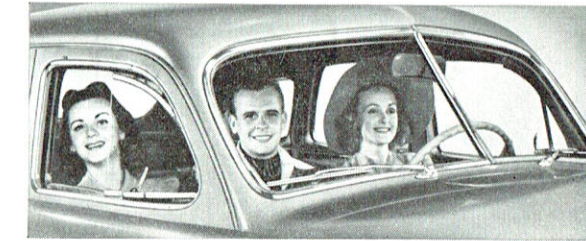


INDIVIDUAL ACTION FRONT-WHEEL SPRINGING with coil springs made of tough Amola Steel, levels out the bad spots, gives you a new sensation of driving security.

AMERICA'S GREAT *Safety Car* PROTECTS YOU IN VITAL NEW WAYS!



DODGE LUXURY LINER DE LUXE COUPE



ALL CLEAR AHEAD with the new, wider "Airplane Vision" windshield that spreads the whole highway like a ribbon at your feet. Scientifically-calculated pitch and the proper V-shape eliminate reflection hazards.



GREATER VISIBILITY! Shown above is the Safety Glass rear window of the 1941 Dodge sedans. This window is both wider and deeper than in previous models...affording 47% greater visibility "sternward." With this advantage, there is little chance that cars can creep up or around you without your knowledge. And this improvement...one of many new safety features of the new models...permits of greater ease in backing and parking as well.

"STRAIGHT" REAR DOORS WITH "SAFETY" HARDWARE! Sedan doors are wide and straight, permitting easier, safer entrance and exit. New Vertical Up-lift-type inside door handles prevent accidental opening. You must lift them toward you to spring the catch.



NEW "SELF-RISING" REAR DECK-LID! Safety again...with this new "counter-poised" rear deck-lid to the roomier luggage compartment. It's practically self-rising. A child can lift or lower it without conscious effort. And *spring-balancing* prevents its falling. Corners of deck-lid are rounded for greater safety.

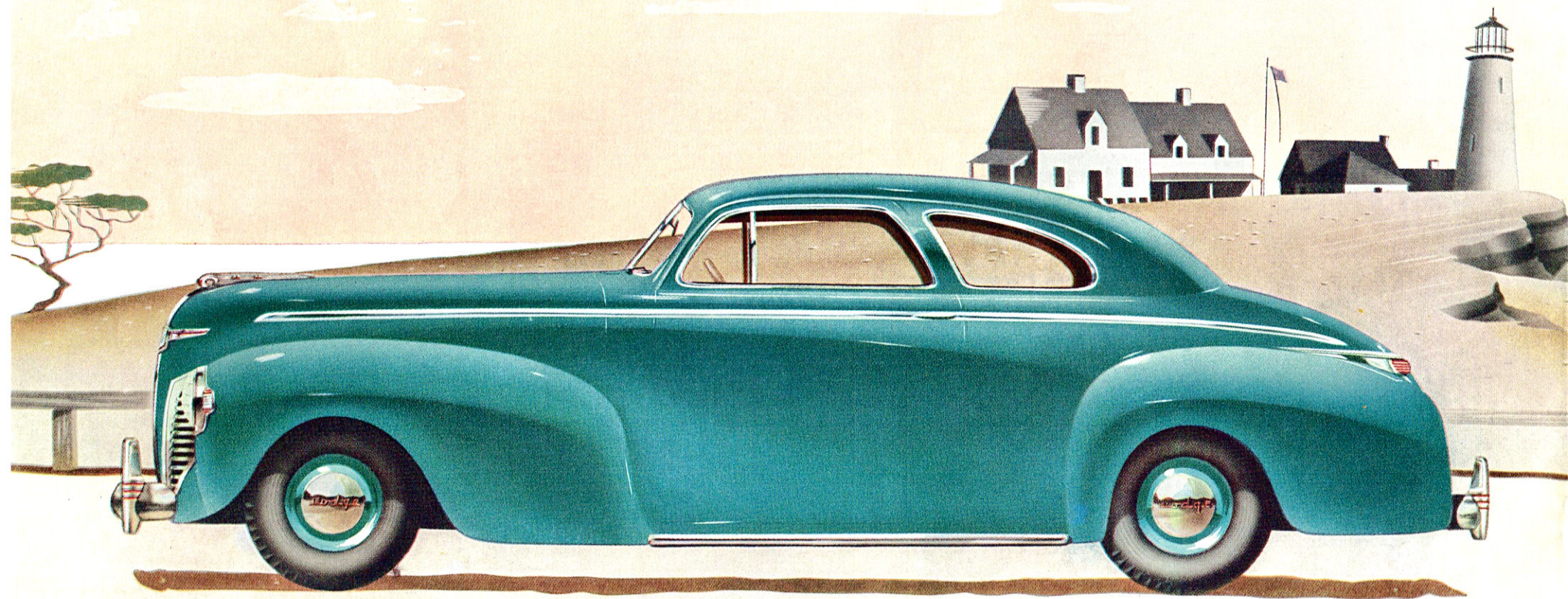


BATTERY IS UNDER HOOD and is *protected* by new interior hood lock. You lock the hood from *inside* the car—preventing theft of battery while car is parked. Battery instantly accessible for testing and filling.

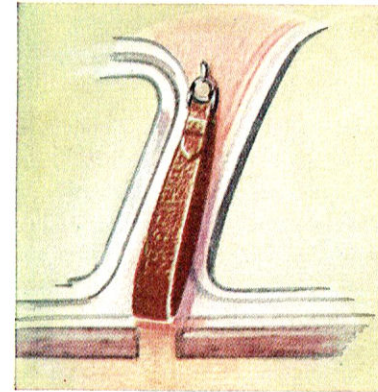


SAFETY WHEEL RIMS! Should a "flat" occur, even at high speed, your tire clings to the rim! Imagine the feeling of security this one feature alone gives!

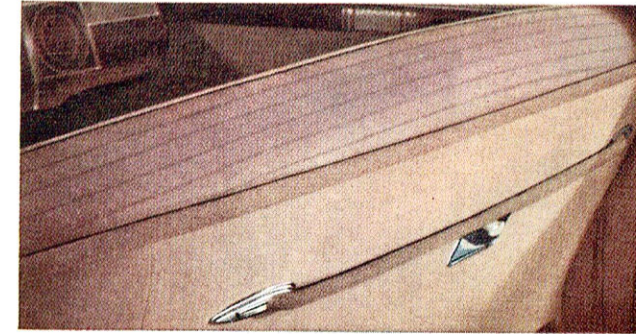
APPOINTMENTS YOU WOULD NEVER DREAM OF *in a Car Priced So Low!*



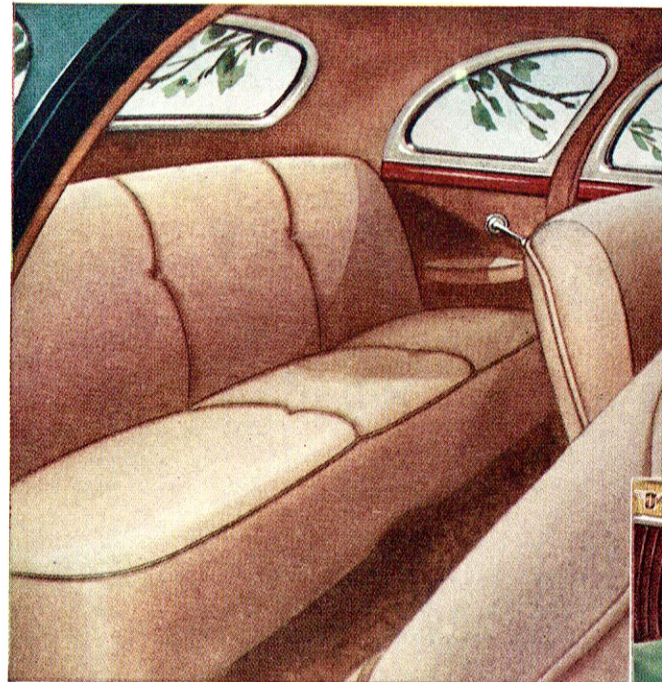
DODGE LUXURY LINER CUSTOM COUPE FOR SIX



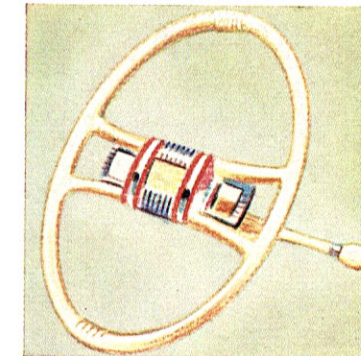
NOTICE THE LITTLE TOUCHES! Assist straps can be adjusted to stay just where desired. Straps will not sway when car is in motion.



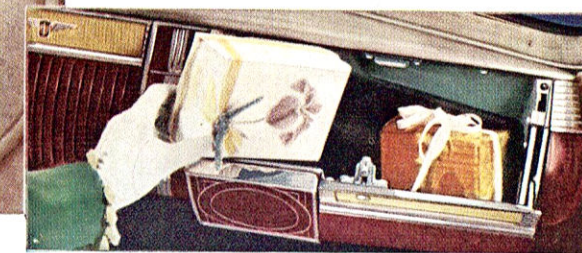
FOR YOUR GREATER CONVENIENCE AND PLEASURE! You will find a handsomely-mounted robe cord and a convenient ash receptacle on the back of the front seat of Dodge 4-Door sedans. In every way Dodge interiors reflect beauty and luxury far beyond the Dodge low price.



NOTE THE EXQUISITE BEAUTY, the roominess of the interior of the new Dodge Luxury Liner Custom Coupe for Six, with its deeply upholstered, full-width rear and front seats. The front seat-backs can be tilted forward for easy access to the rear compartment!



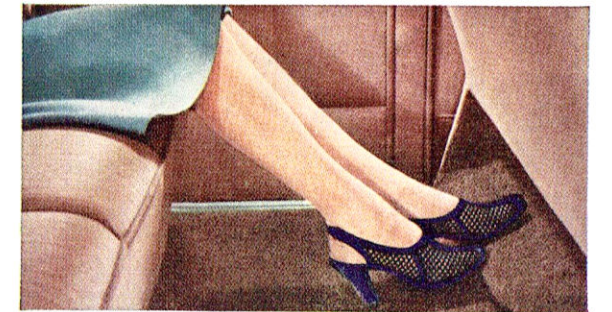
HAVE YOU EVER SEEN a handsomer steering wheel? And it is just as practical as it is beautiful. The new Horizontal "Twin-Spoke" style permits an unobstructed view of instruments and gauges. You may operate the horn with *either* hand.



EXTRA-SPACIOUS PARCEL COMPARTMENT of the new Dodge, located in the instrument panel, at the extreme right. The lid opens with a slight touch of the push-button.

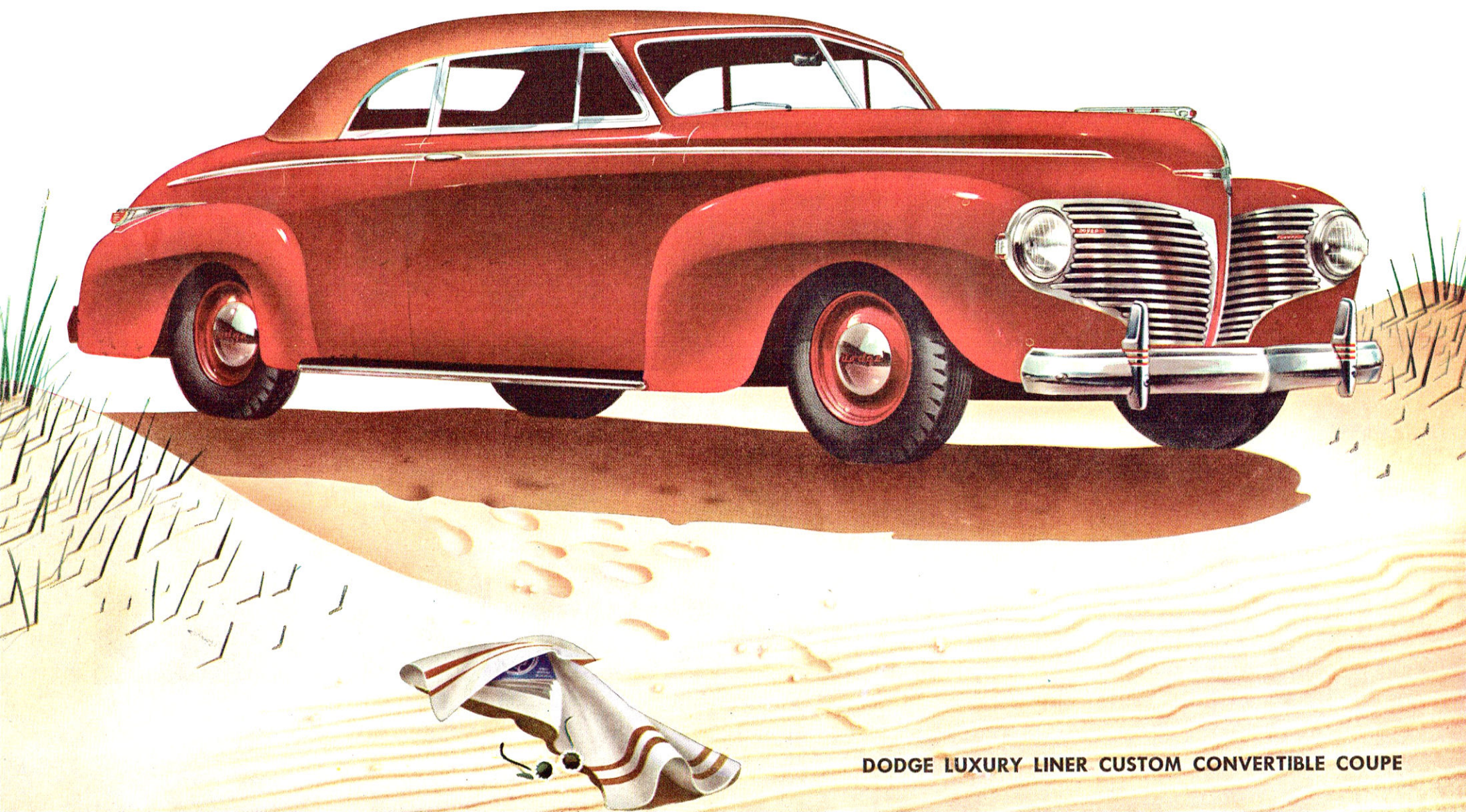


BEAUTY AND LUXURY such as you would expect to find only in the most expensive cars! Notice the careful attention that has been given to every detail of trim and fittings . . . the neat, smart way interior upholstery is tailored. Notice the harmonizing interior hardware . . . the beautiful finish of window and door mouldings.



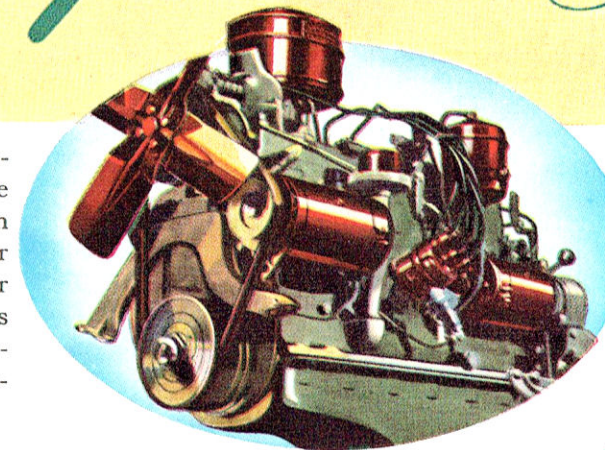
GORGEOUS REAR COMPARTMENT of the new Dodge Sedan is roomier and more comfortable than ever! See the deep pillow-type upholstery, the chair-height seats and the generous leg and foot room.

BUILT TO SAVE YOU MONEY... *On Gas, Oil, Upkeep and Repairs!*



DODGE LUXURY LINER CUSTOM CONVERTIBLE COUPE

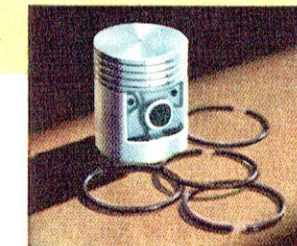
Millions of Dodge owners have experienced first-hand the meaning of Dodge Economy! Since the very beginning, Dodge Economy has gone hand in hand with Dodge Dependability—building, year after year, the Dodge world-wide reputation for savings on gas, oil, upkeep and repairs! And this reputation for money-saving—for ruggedness, dependability and long life—reaches its finest expression in the new 1941 Dodge Luxury Liner!



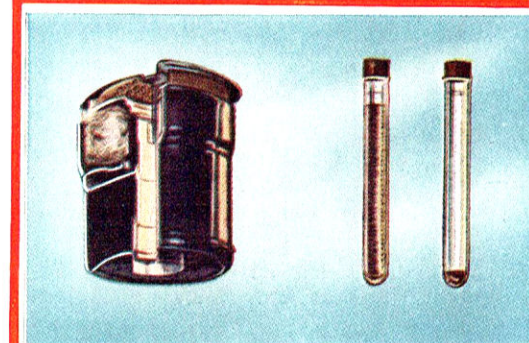
FAMOUS DODGE ENGINE

More Powerful Than Ever!

"SCOTCH DYNAMITE" . . . that's what we call this famous Dodge Engine! It is not only big, rugged—and this year *more powerful than ever*—but it is packed with a host of outstanding and basic economy features that save you money every mile you drive!



4-RING Aluminum alloy steel-strut pistons, with new top compression ring and beveled oil rings for longer life, increased economy.



HERE'S PROOF! Test-tube at right contains dust taken from engine equipped with new "Oil Bath" type cleaner after 2,000 miles normal driving. Test-tube at left contains dust taken from engine equipped with ordinary cleaner after same mileage.

NEW "OIL BATH" AIR CLEANER

New in design. Dust, dirt and gritty particles are literally "washed" out of the air before it enters your carburetor, preventing injury to cylinder walls and bearings, and adding to life of engine.



FREE PROOF DODGE SAVES GAS!

Ask your dealer to make this free "Gasometer Test" for you! See with your own eyes how far Dodge will travel on an accurately measured quantity of gasoline! Compare Dodge mileage against the mileage of your present car!

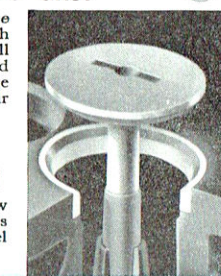
VALVE SEAT INSERTS SAVE ON VALVE-GRINDING

Valve Seat Inserts resist pitting, allow valves to "seat" well after thousands of miles. Result: conservation of fuel—less grinding.



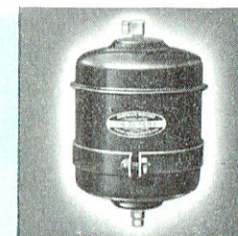
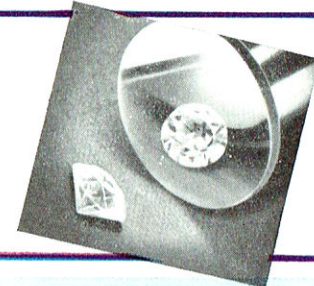
LONGER CAR LIFE With New *Fluid Drive!*

Because there is no rigid metal connection between engine and rear wheels, stress and strain are lessened. Thus Dodge Fluid Drive contributes to the added life of the car . . . keeps it "young" and brilliant-performing longer!



SUPERFINISHED ENGINE AND CHASSIS PARTS!

"Superfinish" is a sensational new metal-finishing process that gives a mirror-like surface to vital engine and chassis parts, such as valve tappet pictured at right. Superfinish reduces friction . . . lengthens car life.



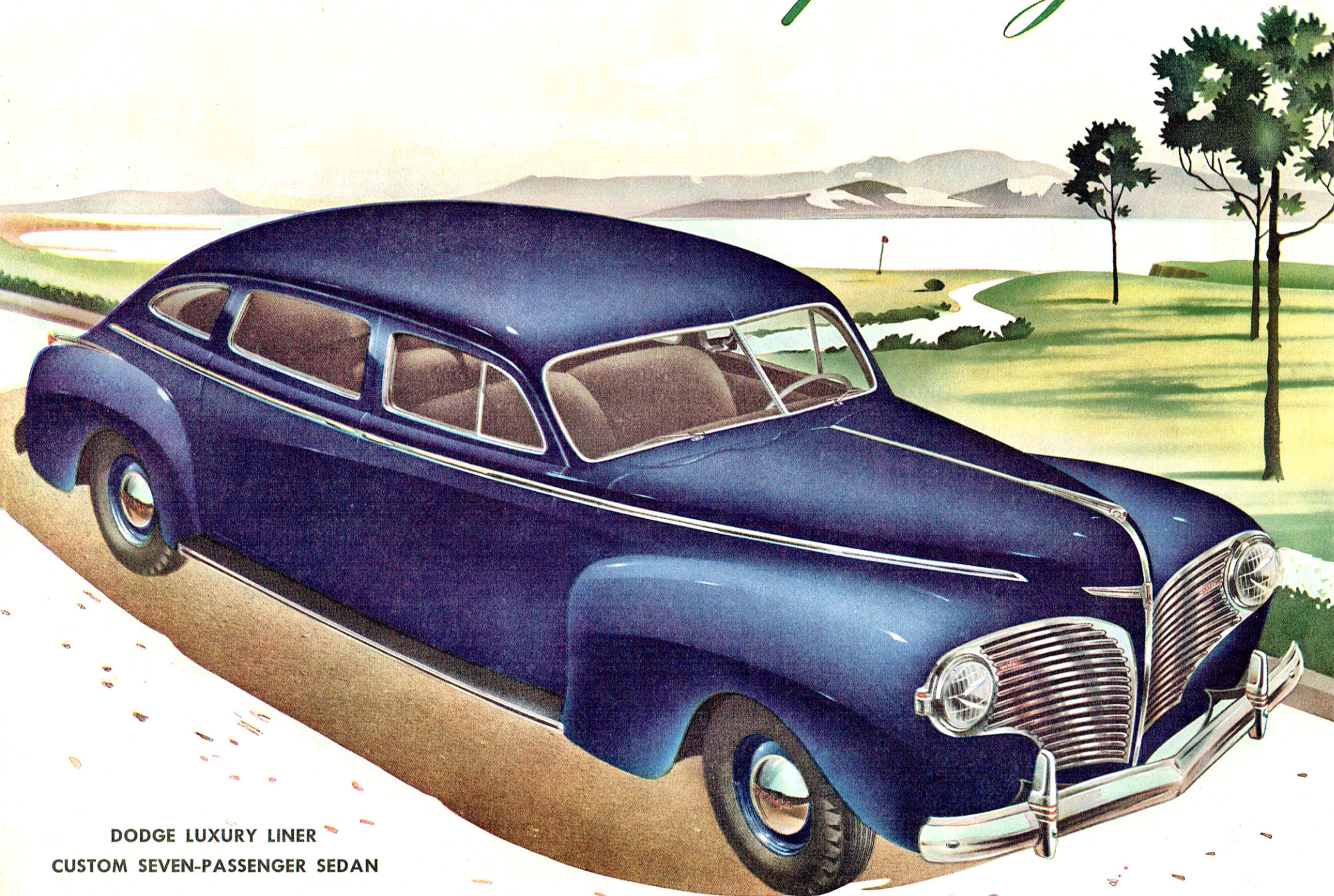
OIL FILTER CLEANS oil as it circulates. Means longer engine life.

14 REASONS WHY DODGE SAVES YOU MONEY ON GAS AND OIL!

Here are some of the outstanding and basic features built into the famous Dodge engine . . . features and improvements that save you money on gas, oil and upkeep!

1. Money-Saving "Auto-Thermic" Pistons!
2. Money-Saving Valve Seat Inserts!
3. Money-Saving Full-Length Water Jackets!
4. Money-Saving Oil Filter!
5. Money-Saving Automatic Water Temperature Control!
6. Money-Saving Automatic Vacuum Spark Control!
7. Money-Saving Automatic Choke!
8. Money-Saving High Compression Head!
9. Money-Saving Oil Bath Air Cleaner!
10. Money-Saving Spray-Cooled Exhaust Valve Seats!
11. Money-Saving Automatic Carburetor Heat Control!
12. Money-Saving Ventilated Clutch!
13. Money-Saving Heavy-Duty Voltage-Controlled Generator!
14. Money-Saving Crankshaft Bearings and Connecting Rod Bearings!

WHY IS IT TRUE THAT *Only Dodge Can Build a Dodge?*



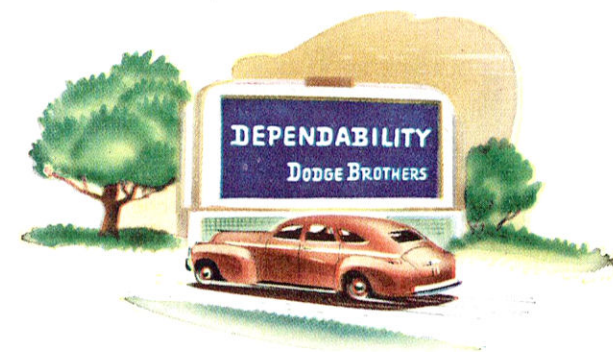
DODGE LUXURY LINER
CUSTOM SEVEN-PASSENGER SEDAN



WM. J. O'NEIL, President

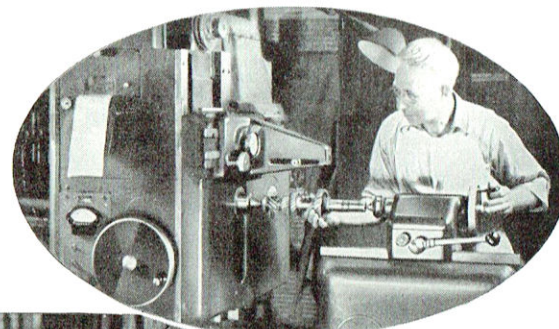
Every Dodge car built reflects the *character* of the company behind it. And for more than a quarter of a century the outstanding characteristic of the Dodge car, as well as the Dodge organization, has been that of *Dependability*.

Dependability has been the driving urge behind this great organization of brilliant engineers and skilled

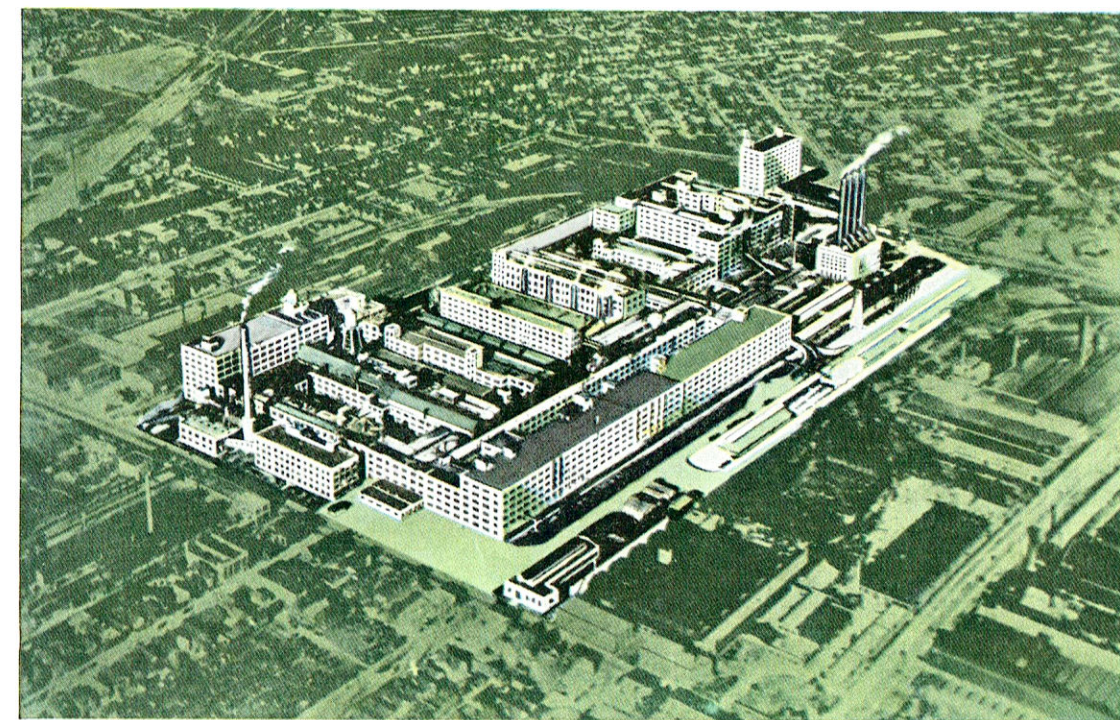


craftsmen. It has resulted not only from the honest determination to build a better car, but from the actual *ability* to do so.

This ability on the part of Dodge engineers and craftsmen to conceive, build and produce a *better* car is one of the reasons why there are more Dodge cars on the roads of America today than any other fine car!

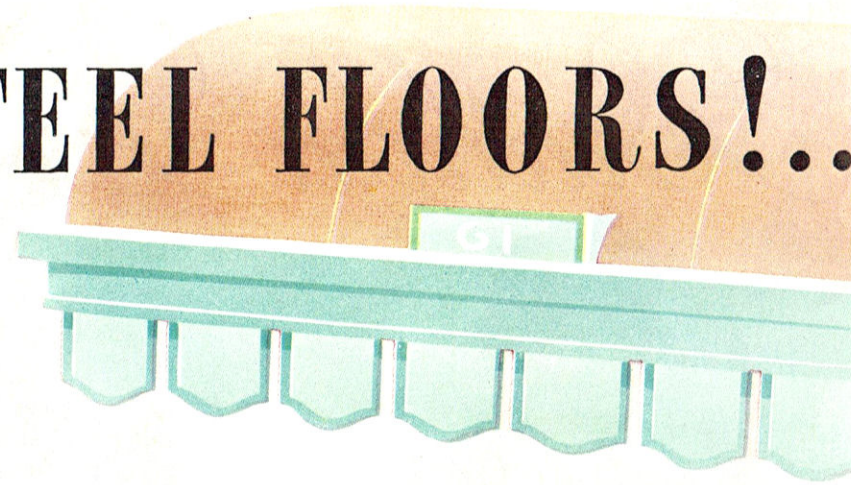


What does it take to make a great car? Skill, ability and craftsmanship, yes, but that's not all. There is the pride of building a great car. Many skilled mechanics have been building Dodge cars from the beginning. The recognized ability of Dodge craftsmen, using virtually the same tools and the same material as the other fellow, yet doing a *better job*, is the key to Dodge traditional quality and dependability!



THE HOME OF DEPENDABILITY—The great Dodge plant in Detroit. The Dodge reputation for building dependable motor cars, consistently, year after year, has been a tradition of the automobile industry for more than a quarter of a century—a tradition that has often been expressed in the phrase, "Only Dodge can Build a Dodge."

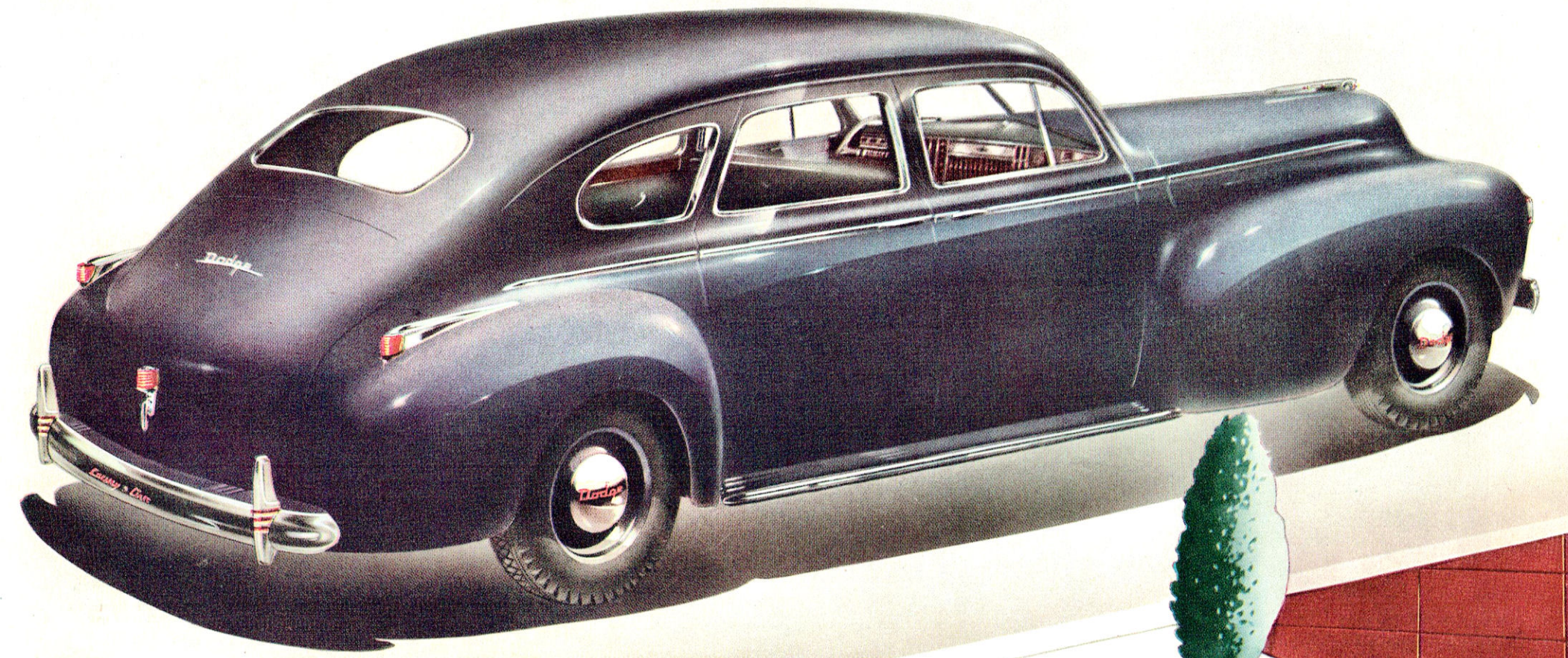
STEEL WALLS!...STEEL FLOORS!...STEEL ROOF! ...and Priceless Safety of Dodge Hydraulic Brakes!



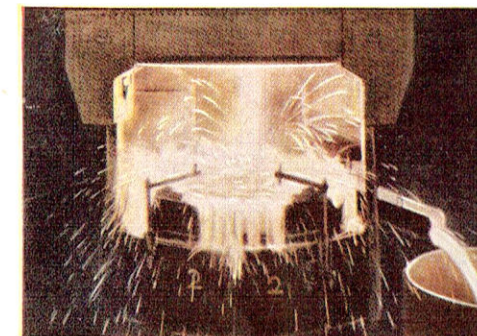
In one important way after another, Dodge gives you the vital protection you need. Year after year, Dodge engineers have blazed the "safety trail" . . . bringing you an ever and ever greater measure of safety. Dodge was a pioneer in the development of all-steel bodies, hydraulic brakes, low center of gravity, and many other important safety advantages that guard you and yours from road hazards today!



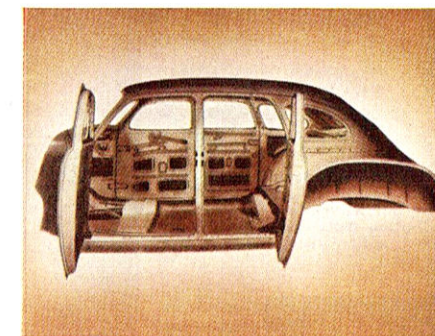
"BANKS" THE CURVES FOR YOU! New ride "Levelators" at both front and rear on Custom models! You ride relaxed . . . car always stays on even keel even when rounding sharpest curves. You feel the satisfying stability resulting from two Dodge Levelators!



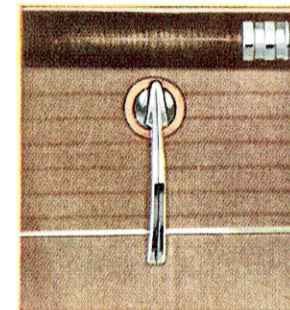
DODGE LUXURY LINER CUSTOM SEVEN-PASSENGER LIMOUSINE



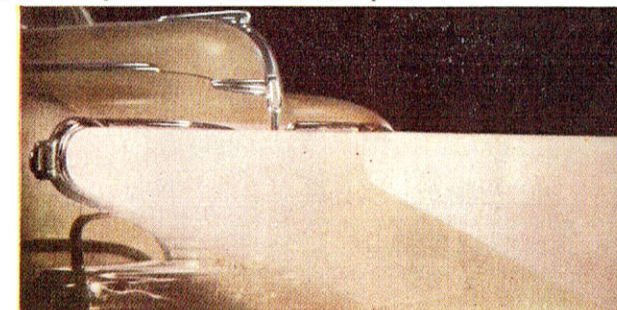
AMOLA STEEL, famous for "toughness," gives an extra margin of safety and dependability in many parts of the Dodge engine and chassis in which it is used. Amola Steel is not only stronger, *safer*—but is remarkably resistant to wear. Adds to life of parts!



SAFETY STEEL BODY! Imagine a body with steel *all around* . . . floors, sides, and roof all of steel—a solid unit of welded steel, all reinforced with a rugged network of steel pillars, braces and corner posts.



"SAFETY" DOOR LATCHES both front and rear! No chance of Dodge doors opening accidentally. You must lift Dodge door handles upward to spring the catch! Leaning on them has no effect.



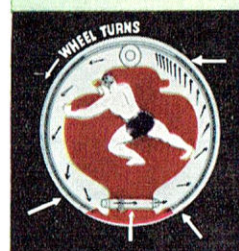
SAFER NIGHT DRIVING WITH DODGE CAR-WIDE, SEALED-BEAM HEADLIGHTS!

CAR-WIDE HEADLIGHTS clearly define outside limits of car to approaching motorists. Mounted in fenders, closer to the road, they provide greater visibility in rain, fog, snow and dust. New longer light beam gives greater illumination without "glare."

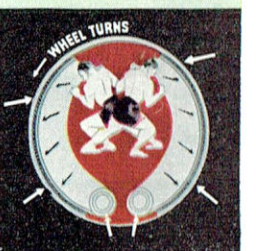
"DODGE HYDRAULICS ARE THE WORLD'S FINEST BRAKES!"

Says Jimmie Lynch,
Famous Daredevil Driver

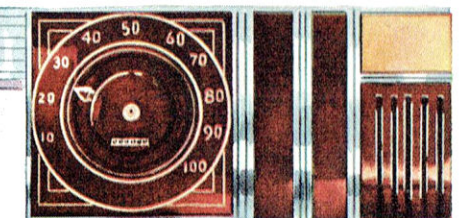
"In my work, I not only have to have a car that is dependable and can stand the gaff, but that car has to have brakes that I *know* I can depend on," says Mr. Lynch. "I know them all, and I know that no other brakes can equal Dodge Hydraulic Brakes."



IT'S "PEDAL FEEL" THAT COUNTS! Unlike self-energizing hydraulic brakes, Dodge equal pressure hydraulic brakes have no "wrapping action"—give you the right "pedal feel" because you don't have to "jam" them on to get the desired response. Braking pressure at the wheel is *always* in direct ratio to foot pressure at the pedal. You *always* get smooth, sure stops!



"SAFETY LIGHT" PROTECTION! Red signal lights on all instrument-panel gauges give you advance warning in case of forgetfulness on your part. The Dodge Safety Signal Speedometer keeps you mindful of the speed you're traveling by means of green, amber and red warning lights!

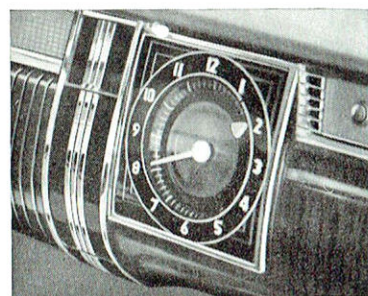


DODGE ACCESSORIES

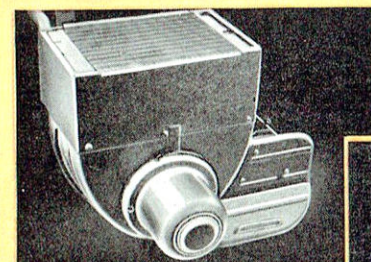
Add to Your Motoring Pleasure

The popular Dodge accessories illustrated on this page have been especially engineered for maximum efficiency. They are offered with the idea of adding materially to your enjoyment of motoring. Much thought has been devoted to their design both from the standpoint of quick, easy installation and of the comfort and convenience they contribute to driver and passengers. Your Dodge dealer will be glad to give you full details and prices upon request and to demonstrate how these accessories add to the lasting satisfaction and material pleasures of Dodge ownership.

New Dodge Directional Signal to indicate right or left turn. Beautifully designed lights for each front fender; also extra bulb and socket for each tail light. Switch on steering column. Flickers continuously until turn is completed—then shuts off automatically.



Dodge Electric Clock designed and styled in harmony with distinctive instrument panel. Concealed illumination at night. Contrasting minute and hour hands assure legibility from any part of car. Adjustment stem for easy time setting.



Dodge MOPAR De Luxe Heater gives increased evenly-spread heat output and improved defrosting. Mounted high on dash to maintain original leg-room. Beautiful gold-splatter finish. (At right.)

Dodge MOPAR Comfort Master Heater. Has ample heating power and defrosting output. Gives uniform heat distribution from door to door. Installed under instrument panel. (At left.)



Year-'round comfort is assured by the Dodge All-Weather Air Control System. In winter or summer, snow or rain, you can control ventilation and add greatly to comfort through the introduction of great volumes of fresh, filtered air to all parts of car. Installation is practically concealed behind instrument panel, within easy reach of driver. Ask your Dodge dealer to demonstrate its efficiency.

Dodge MOPAR Fog Light provides safer driving vision in foggy weather and at night on wet pavement. Distinctive design with moulded amber lens. Easily installed on bumper.



The new Dodge MoPAR Radio provides both automatic finger tip and manual tuning control, enabling you to bring in your favorite



stations or other programs with a richness of tone and selectivity that matches modern home radios. Radio is located at center of instrument panel with automatic buttons tuning immediately into pre-selected stations at left side of grille, more convenient to driver. For tuning in distant stations, a convenient push button brings the manual tuning dial into use. Superb reception is obtained by this all-around radio which is so easily tuned without taking your eyes off the road. These Dodge MoPAR Radios are designed and built to fit your car, your purse, your needs. Ask your Dodge dealer for full details.

1941 DODGE Specifications

DeLuxe Four-Door Sedan Model available but not illustrated.

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, 25.35; brake horsepower, 91 at 3800 r.p.m. with 6.5 compression ratio. Automatic manifold heat control. Special alloy inserted exhaust valve seats.

CRANKSHAFT ASSEMBLY—Crankshaft drop-forged from high-carbon steel. Balanced at rest and in rotation. Seven integral counterweights. Torque impulse neutralizer (except on DeLuxe 2-pass. Coupe, 2-door Sedan and 4-door Sedan). Drop-forged, I-beam section connecting rods with new long-life steel-backed bearings. Aluminum alloy, steel-strut, tin-plated pistons, with four rings. Long-life steel-backed main bearings.

CAMSHAFT—Driven by silent chain from crankshaft. Four camshaft bearings. Valve cams and distributor drive gear integral with shaft.

ENGINE LUBRICATION—Force-feed from gear-type oil pump, through rifle-drilled cylinder block passages to front end drive chain and to main, connecting rod and camshaft bearings. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Timing chain drive lubricated by oil stream from camshaft. Crankcase ventilator and oil filter. Crankcase capacity five quarts.

ENGINE COOLING—Water-cooling by centrifugal pump, 4-blade, 17-inch fan. Double-action thermostatic water control with by-pass. Cylinder bores water-jacketed full length. Valve seats cooled through special header in cylinder block. Cellular type radiator, system capacity $3\frac{3}{4}$ gallons.

FUEL SYSTEM—Fuel pump driven from camshaft, screen filter with sediment bowl; separate edge type filter next to carburetor. Plain tube, down-draft carburetor. Oil-bath air-cleaner combined with intake silencer. Vacuum type economizer. Automatic choke control. Fuel tank capacity 17 gallons.

ELECTRICAL SYSTEM—"Solar Spark" 6-volt ignition, fully automatic spark advance with mechanical and vacuum control. Shunt-type generator with full voltage and current regulation. Generator ventilated by centrifugal fan. Ample capacity to carry all approved accessories at all driving speeds. Pedal-operated positive starter. Special high-tension coil. Metric spark plugs with plastic covers. 15-plate battery, capacity 95 ampere hours at the 20-hour discharge rate. Headlights sealed-beam type with beam shifting to right and down for passing.

CLUTCH—Dry, single-plate type, 10" diameter with cushioned center. Asbestos facings. Ball thrust release bearing with lubricant sealed in. Oilite bronze pilot bearing.

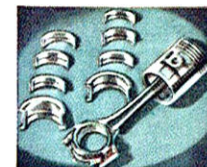
TRANSMISSION—Dodge silent constant mesh, easy shifting type with control on steering column. Three speeds forward and one reverse. All helical gears, silent in all speeds including reverse. Seven ball and roller bearings.

FINAL DRIVE—Hotchkiss type. Tubular propeller shaft, statically and dynamically balanced. Ball and trunnion type universal joints with roller bearings.

FRONT SUSPENSION—Dodge Individual-Action front wheel springing. Matched coil springs of AMOLA steel, rustproofed. Working joints sealed against dirt and water. Levelator to eliminate sway (except on DeLuxe 2-pass. Coupe, 2-door Sedan and 4-door Sedan). Ball thrust bearings at king pins.

REAR AXLE—Semi-floating; steel-stamped banjo-type housing. Hypoid bevel gears and axle shafts of AMOLA steel. Six roller bearings. Road clearance $8\frac{1}{2}$ " at center.

REAR SPRINGS—Semi-elliptic. Leaves designed to prevent squeaks. Rubber-insulated shackles. Front ends



STEEL-BACKED main and connecting rod bearings. Increase bearing life.

of rear springs in rubber bushings. Metal spring covers. Transverse sway bar at rear except on DeLuxe 2-pass. Coupe, 2-door Sedan and 4-door Sedan.

CHASSIS FRAME—Improved box-type, double kick-up. Bridge construction. Side channels $4\frac{1}{4}$ x $2\frac{1}{4}$ ". Bumpers front and rear with vertical guards. Gravel deflectors on rear bumper.

STEERING—Semi-irreversible. Worm-and-roller tooth sector. Steel-reinforced steering wheel, 2 parallel spokes; outside diameter 18". Tapered roller thrust bearings.

BRAKES—Dodge hydraulic, 4-wheel internal expanding; self-equalized and weatherproof. Ribbed cast-iron brake drums with steel backs. Stepped-operating hydraulic brake cylinders and fixed anchors give equalized braking action on front and rear brake shoes. Separate, external-contracting hand brake for parking, mounted at rear of transmission.

SHOCK ABSORBERS—Two-way direct-acting hydraulic both front and rear.

CHASSIS LUBRICATION—Pressure grease system.

WHEELBASE—119 $\frac{1}{2}$ inches.

WHEELS—Five demountable steel disc wheels with safety rims.

TIRES—Five 16 x 6.00, 4-ply, airwheel.

BODIES—Windstreamed styling. Safety steel, rustproofed. Safety glass. Dual windshield cleaners, electrically driven, 2-speed. (Single vacuum windshield cleaner on DeLuxe 2-pass. Coupe, 2-door Sedan and 4-door Sedan.) Adjustable inside visor. Adjustable rear-view mirror. V-front, divided windshield. Depend-enamel finish. Assist strap and robe cord. Airfoam seat cushions (except on DeLuxe 2-pass. Coupe, 2-door Sedan and 4-door Sedan).

BODY INSULATION—Body supported on rubber-insulated "hush-point" mountings. There is no metal-to-metal contact; insulation reduces transmission of road noises from frame to body. Body insulated against sound, heat and cold.

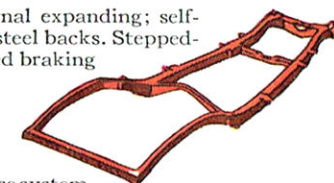
VENTILATION—Dodge perfected, clear-vision ventilating system, including pivoting front windows and pivoted rear-quarter windows (on 4-door Sedans). Forward opening, screen-guarded cowl ventilator.

INSTRUMENT PANEL—Includes "safety light" speedometer and mileage recorder with safety signals incorporated in ammeter, electric fuel gauge, oil-pressure gauge and engine temperature indicator. Headlight beam indicator, roomy parcel compartment, ash receiver. Safety design with no projections. Center panel for radio speaker and controls. Indirect lighting.

CONTROLS—Gearshift at steering wheel. Throttle control, light switch, ignition switch on instrument panel. Pistol-grip parking brake lever and cowl ventilator control under panel. Light dimmer switch foot-controlled. Pedal-type accelerator. Rubber-covered clutch and brake pedal pads.

SPECIAL EQUIPMENT AND ACCESSORIES—See list of items available for factory installation at extra cost. Includes radio, bumper guards, hot-water heaters, fluid coupling and power-shift, "All-Weather Air-Control System" specially designed for Dodge.

Dodge Division of Chrysler Corporation reserves the right to change prices without notice and to make changes in specifications without incurring obligations on motor vehicles sold previously.



BOX-TYPE FRAME, the most rigid ever used on an automobile.



MONEY-SAVING OIL-FILTER cuts oil costs, protects engine.



FAMOUS EQUAL-PRESSURE HYDRAULIC BRAKES for safe, straight, "non-diving" stops.



PATENTED FLOATING POWER engine mountings minimize engine vibration.



THE NEW 1941 DODGE IS EASY TO BUY

Before you purchase any new car, visit your Dodge Dealer and see how easy it is to buy the new 1941 Dodge Luxury Liner.

The big Dodge sells for only a few dollars more than the smaller, low-priced cars—so little more, in fact, that you will scarcely notice the difference as you pay.

No cash outlay will be necessary if your present car covers the down payment. The balance may be paid in easy monthly payments.

Ask your dealer today for complete details on the time-payment plans he offers. He

will be glad to explain fully the provisions of the insurance and make helpful suggestions as to the amount of down payment and the number of monthly payments that will be most satisfactory to you.

Your Dodge dealer is anxious to make your ownership of a Dodge Luxury Liner one of lasting satisfaction. He cordially invites you to make his establishment your headquarters for all your motoring needs.

And remember . . . wherever you drive, you are never far from a Dodge dealer who will welcome the opportunity to greet and serve you.

Make Your DODGE DEALER Your Motoring Headquarters!