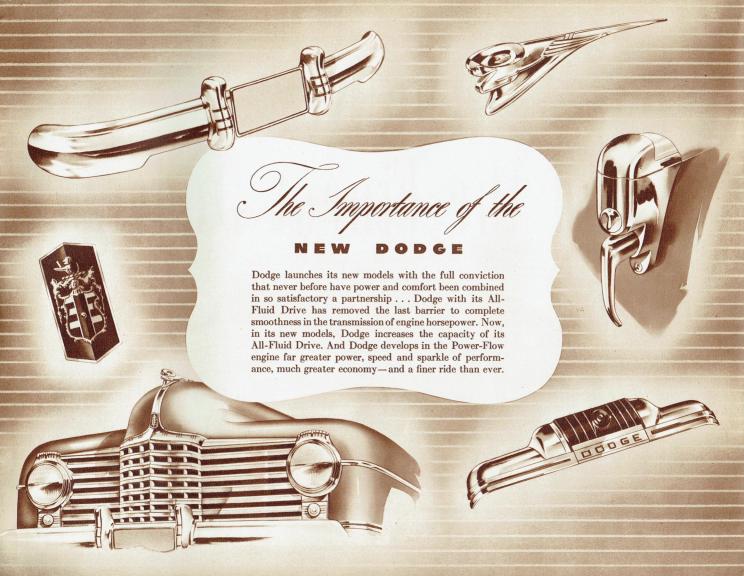
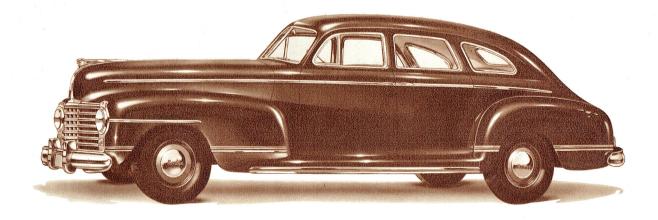
# The New and the Finest Dodge



DEPENDABLE

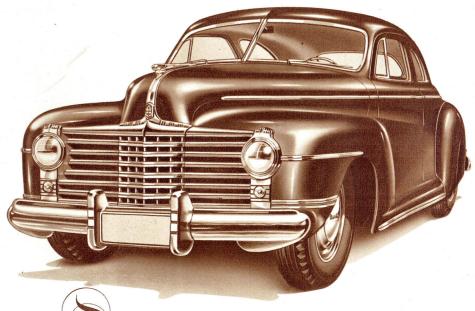
POWER-FLOW ENGINES . . . ALL-FLUID DRIVE





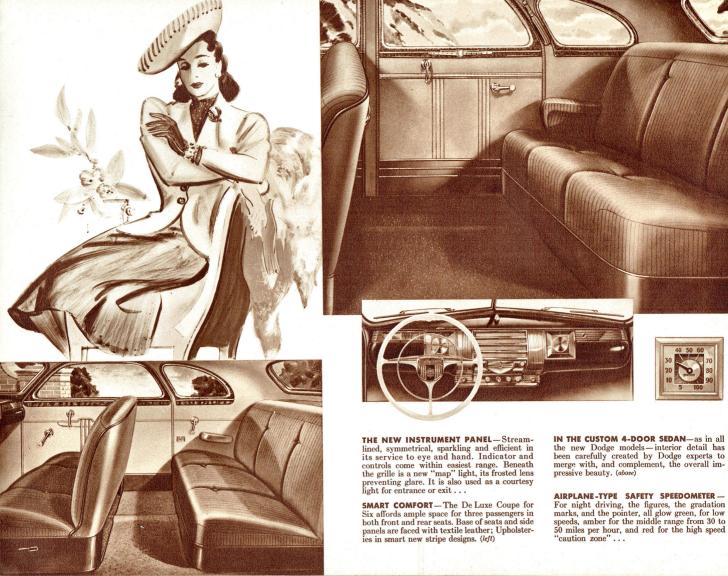


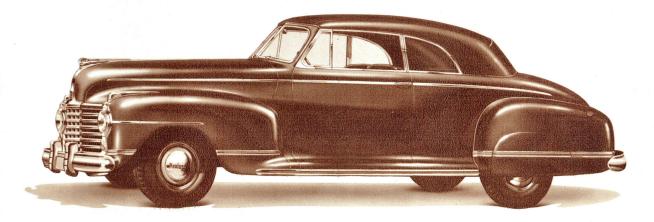
THE IMPOSING EXTERIOR LEADS YOU TO EXPECT THE FULL AND FINAL LUXURY OF THE SPACIOUS INTERIOR. THE RUNNING BOARD NOW BECOMES A CONCEALED THRESHOLD WITHIN DOORS.



Dodge De Luxe Coupe for Six

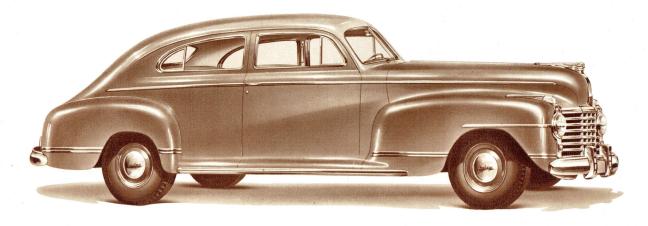
FOR ALL ITS COMPACT APPEARANCE, THIS BIG COUPE AFFORDS EXCEPTIONAL ROOM. THOSE PREFERRING, THE COUPE STYLE WILL VALUE THE REFUSAL OF THIS CAR TO COMPROMISE THE COMFORT OF SIX PASSENGERS.





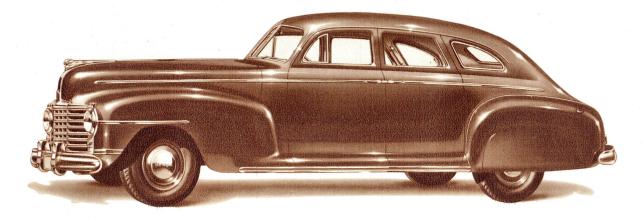


THE DYNAMIC STYLING OF THE CONVERTIBLE LITERALLY "TURNS THE HEAD." UPHOLSTERY IN GENUINE HAND-BUFFED LEATHER—RED, BLUE, GREEN OR TAN. SEATS FIVE IN ROOMY COMFORT.



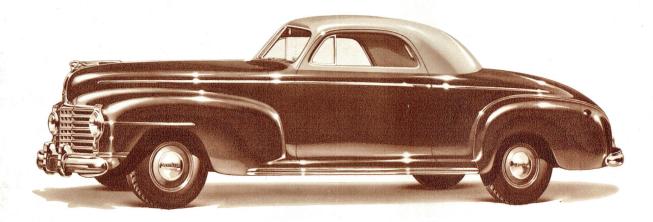
# Dodge Custom Two Door Brougham

THE STATELY SWEEP OF LINE CHARACTERISTIC OF THE NEW DODGE IS SUPERBLY PRESENTED IN THE BROUGHAM. APPOINTMENTS ARE BRILLIANT IN DESIGN. EQUIPMENT IS UNUSUALLY COMPLETE.



Dodge De Luxe Four Door Sedan

THE DISTINGUISHED DESIGN AND RICH INTERIOR OF THIS SEDAN MAKE IT THE CHOICE OF MANY ACCUSTOMED TO CARS OF HIGHER PRICE.





BUSINESS AND PROFESSIONAL MEN FIND THAT THE COMFORT AND LUGGAGE CONVENIENCE OF THIS COUPE ENABLE THEM TO ACCOMPLISH MORE IN A DAY. UPHOLSTERY IS A STURDY GRADE OF BROADCLOTH OR PILE FABRIC.

New Power-Flow Engine

All-Fluid Drive

# All-Fluid Drive with

#### POWER - FLOW Imoothness

#### NOW JOIN TO MAKE DODGE THE FINEST RIDING AND DRIVING CAR IN THE FINE-CAR WORLD



In Dodge Fluid Drive, the propeller, driven by the engine, whirls oil smoothly against vanes of the rotor, transmitting power smoothly and without shock to the rear axle.

Motorcar engineers have long realized that transmission of power through fluid is the method permitting greatest flexibility. Indeed, the "fluid coupling" has for many years been successful on ocean liners, battleships, submarines and in many industrial fields... Dodge, after three years of engineering research and experiment, in 1941 offered Fluid Drive to the public. Its acceptance

was immediate and eager. Drivers suddenly found themselves freed from the constant drudgery of needless clutching and shifting . . . For All-Fluid Drive makes power transmission so elastic

and smooth the driver can actually stop the car, yet remain in gear. Even at one mile an hour, the car will not jerk or buck, and the engine will not stall. Power shocks are absorbed by All-Fluid Drive. The car will pull smoothly and promptly out of slippery ruts or sand in which other cars would bog. It can be driven over icy or slippery pavements with minimum



The toe of the daintiest slipper can do most all the driving work. All-Fluid Drive saves constant shifting and clutching.





With Patented Floating Power Engine Mountings the engine itself offsets forces which in all motors set up vibration.

skidding or slipping hazard. It will take hills in high that require other cars to shift ... and shift... With only two rugged moving parts (twin propellers) in their own sealed case of oil, Dodge All-Fluid Drive delivers thrilling satisfaction everywhere throughout its long, dependable lifetime.

**THE FULL-FLOATING RIDE**—This famous Dodge Ride is now further improved by

All-Fluid Drive's silent smoothness. Dodge developed Full-Floating Ride over many years; finally achieved a softness and luxury of balance, which brings all riders into a fully protected and cradled riding Comfort Zone. With this improvement, Dodge combined many other perfected factors to create the Full-Floating Ride...

Independent Action Front Wheel Springs ... Synchronized Spring Action ... Airplane-Type Hydraulic Shock Absorbers ... "Hush-Point" Body Mountings ... Rubber-Insulated Spring Shackles ... Rubber-Cored Spring Bushings ... Shockless Steering Mechanism ... and Famous Floating Power Engine Mountings. These are the basic Dodge ride improvements to which are now added the flowing smoothness of All-Fluid Drive.



Dodge engineers labored for years to provide "front seat comfort" for rear seat passengers. The Comfort Zone literally cradles passengers between the arles.

### Lower How Engines

GREATER HORSEPOWER

Dodge stole a march on the entire automotive industry with its exclusive Dodge All-Fluid Drive ... Now, Dodge does another exclusive thing ... by

supplying a genuine Power-Flow engine as the working partner for its All-Fluid Drive. In this great engine the horse-power has been greatly increased—there's now giant energy under every Dodge hood. But the unusual and dramatic interest which at-



Piston rings are lower in the piston; removed from heat. Both pistons and rings are improved.

taches to the story of the Power-Flow engine lies not merely in its far greater power—but in the remarkable efficiency and economy with which that power is applied over the entire speed range. More power is now available at the lower speeds... at the ordinary driving speeds... as well as at



Dodge Superfinish produces surfaces so smooth wear is greatly reduced. Used in vital engine parts.

other higher speeds . . . And this Dodge horsepower makes swift, liquid delivery of itself, instead of a delivery that is harsh and metallic. All combustion blows are cushioned. The great Dodge horsepower becomes an ebb and flow of tidal smoothness and silence, thanks to All-Fluid Drive. You feel it in

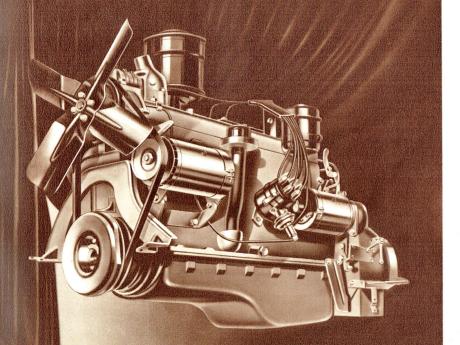


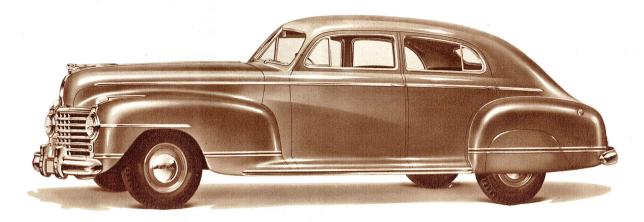
Super-tough Amola Steel adds strength to Dodge engine and chassis parts for great resistance to wear.

your personal ease and comfort. Your car feels it in its new and complete release from the old inherent wear and tear... That's what these Power-Flow motors bring you as they help to usher in the new motoring day which dawned with Dodge All-Fluid Drive.

#### ROCK BOTTOM ECONOMY—NO "PREMIUM" FUEL PENALTY—

The new Dodge 105-horsepower Power-Flow engines save, at least, a full ten per cent in gasoline. More important, they give top performance on "regular" gasoline. The new engine has greater piston displacement, larger intake valves, entirely new manifolding for greater heat to the new and larger carburetor. It has a heavier, more rigid crankshaft, a lengthened piston stroke, newly designed and placed piston rings, protected from the maximum engine heat. And Dodge in these new cars employs a new gear ratio in the rear axle—thus reducing motor revolutions per minute—with greater saving of fuel, of oil, and of all moving parts.



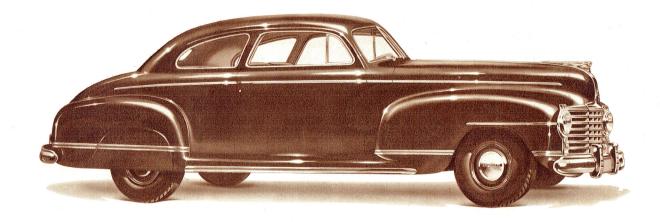




THE TRIM EXTERIOR, AND THE FACT THAT THE REFINEMENT OF INTERIOR UPHOLSTERY AND APPOINTMENTS.
IS GRACEFULLY COMPLEMENTARY TO EVENING DRESS, DO NOT LESSEN THIS MODEL'S ALL-AROUND UTILITY.

New Power-Flow Engine

All-Fluid Drive

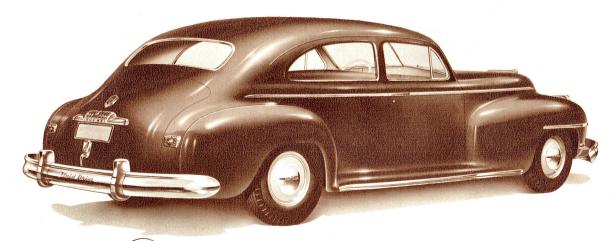




THE UPHOLSTERY MOTIF OF THE ROOMY SEATS IS SMARTLY APPLIED TO THE SIDE PANELS.
GLEAMING BEAD TRIM OF PANELS AND MOLDINGS ADDS TO THE GEM-LIKE BEAUTY.

New Power-Flow Engine

All-Fluid Drive



## Dodge De Luxe Two Door Sedan

THE STREAMLINED DELUXE 2-DOOR SEDAN IS A FAVORITE FAMILY CAR AND— BECAUSE OF THE DOOR ARRANGEMENT—OFFERS SPECIAL SECURITY FOR CHILDREN.

New Power-Flow Engine

All - Fluid Drive

ENGINE—Dodge 6-cylinder "L"-head with patented Floating Power engine mountings. Bore 31/4". Stroke 45/4". Piston displacement 230.2 cu. in. Taxable horsepower. 25.35; brake horsepower, 105 at 3600 r.p.m. with 6.7 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 on Custom Models only. 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.

WHEELS-designed to keep your tire on rim in case of blow oul - guard your car and you.

ENGINE LUBRICATION-Force-feed from gear-type oil pump, through rifle-drilled cylinder block passages to frost end drive chain and to main, connecting rod and camablat hearings. Pressure gray to pistons, piston pins, valve stems, cams and taptest. Timing chain drive lubricated by oil stream from camablat. Crunkesse evalutior and oil filter. Crankesse

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. Valye seats cooled through special header in cylinder block.

Cellular type radiator, system capacity 3¼ gallons.

NEW "OIL-CLEANER literally 'washes' dust and dirt from air before it enters carburetor.

FUEL SYSTEM - Fuel pump driven from camshaft, screen filter with sedirom camsnat, screen liter with sedi-ment bowl; separate edge type filter ment to carburetor. Plain tube, down-draft carburetor. Oil-bath air-cleaner combined with intake silencer, Vacuum type economizer. Automatic choke control. 17 gallon fuel tank.

ELECTRICAL SYSTEM - "Solar Spark" 6-volt ignition, fully ELECTRICAL SYSTEM—"Solar Spark" 6-volt ignition, fully automatic aparts advance with mechanical and vacuum con-lation. Generator ventilated by centrifugal fan. Ample capacity to carry all approved accessories at all driving speeds, Pedal-operated positive starter. Special high-tension conjunctive 105 ampree hours at the 20-hour discharge rate. Headlights scaled-heam type with heam shifting to right and down for passing.



VALVE SEAT IN SERTS resist pitting, allow valves to seal well after thousands of miles.

CLUTCH—Dry, single-plate type, 10' diameter with cush-ioned 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. 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 beerings. Road clearance 81½ at center.

REAR SPRINGS—Semi-elliptic. Leaves designed to prevent squeaks. Rubber-insulated shackles. Front ends of rear springs in rubber bushings. Metal spring covers. Transverse sway bar at rear on Custom Models only.

This Symbol of Dodge Dependable Service is found throughout the United States, It indicates an Authorized Dodge Service Station, equipped to serve you expertly with factory-trained mechanics and factory-approved equipment. Your Dodge dealer is anxious to make your Dodge ownership one of lasting



MONEY-SAVING OIL FILTER cuts oil costs and protects your engine.

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. Gravel deflectors at front

STEERING-Semi-irreversible. Worm-and-roller tooth sector. Steel-reinforced steering wheel, three 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 park-

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

CHASSIS LUBRICATION-Pressure grease

WHEELBASE-11914 inches.

ing, mounted at rear of transmission.

WHEELS-Five demountable steel disc wheels with safety rims.

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



SAFETY STEEL BODY is a solid unit of welded steel, reinforced with a rugged network of steel pillars, braces

BODIES—Windstrommed styling. Safety stock proposed network of steel pillars, brazes steel, rastprotoid. Safety glass. Dual windsteel, proceedings of the process of the pro cushions on Custom Models only.

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. All instru



BOX-TYPE FRAME, with four rugged cross members, achieves great rigid-ity. Lower center of gravity increases riding stability; adds to car appearance.

engine temperature indicator. All instru-ments indirectly lighted. Headlight beam indicator, roomy parcel compartment (with lock, on Custom Model only), ash receiver. Center panel for radio speaker and controls. New map-reading light below radio grille.

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—Bumper Guards shown on all car IRBUIFMENT AND ACCESSORIS—Bumper Guards shown on all car illustrations. Rear Wheel Shields illustrated on pages 4, 6, 8, 12, 3 and Directional Signals illustrated on pages 4, 6, 8, 12, 3 and Directional Signals and Signals

> satisfaction. He cordially invites you to make his establishment your headquarters for all your motoring needs.

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

#### DODGE DIVISION OF CHRYSLER CORPORATION - DETROIT, MICHIGAN

Prices and specifications subject to change without notice.





THE THREE-SPOKE STEERING WHEEL affords clear view of instrument panel. A jewel-like medallion occupies the wheel's center. The horn ring assists instant signaling.

FORM 701-8-41-1000M

THE RICHNESS OF COLOR which greets your inspection of the Custom Town Sedan—with its deep maroon or blue against contrasting gray—emphasizes its style leadership.

