



1940

Dodge

LUXURY LINER

WITH NEW FULL-FLOATING RIDE





A NEW KIND OF *Beauty* . . . DICTATED



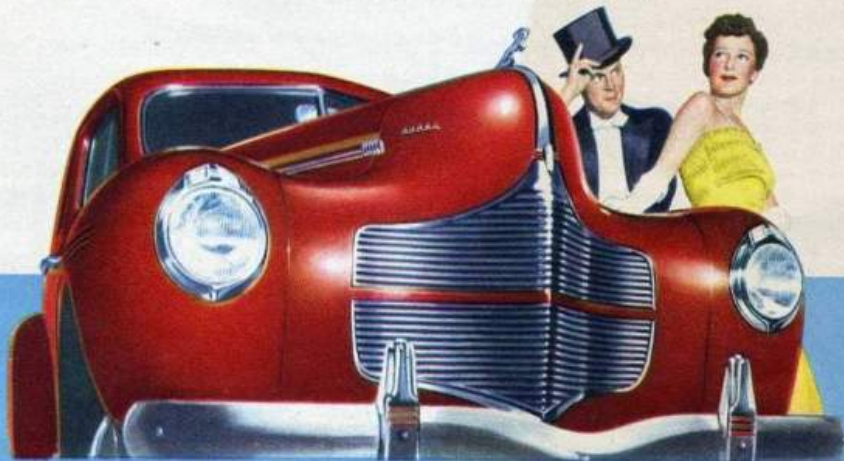
DODGE LUXURY L1R SPECIAL *Four-Door Sedan*

BY THE LAWS OF NATURE !

FORGET all your previous ideas about car beauty! Put aside all former conceptions of modern design, wind-streamed styling, breath-taking luxury! For here, in the 1940 Luxury Liner, is the most magnificent expression of all these that Dodge has ever given America.

But here is more than sheer loveliness

—it is *beauty with a purpose*. Every flowing line, each eye-filling contour has been designed to reduce air resistance—to make motion through space as easy and effortless as the flight of a bird through the air, or the rush of a raindrop as it drops from the sky. It's an exciting story . . . and we suggest you read every word of it!

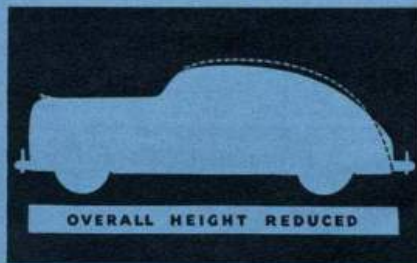


MOST HANDSOME front ensemble ever to bear the Dodge name! Rhythm is the keynote—every flowing line moves in harmony—blends in striking unison with

the others. Note particularly how new car-wide headlights accentuate the beauty of this new front ensemble! Grille guards, pictured above, at slight extra cost.



NEW-TYPE FENDERS, windstreamed for both beauty and utility, have speed, strength and loveliness stamped in every line! The new 1940 Dodge may be purchased either with running boards or in new direct step design.



WINDSTREAMED BEAUTY of this new Luxury Liner is further enhanced by a reduction in the over-all height of the car. This was accomplished by redesigning the chassis frame, so headroom within the body remains the same!

How Nature "Designed" Birds, Fish, Raindrops



The very essence of Nature's sculpturing is *functional*. The bird's body is moulded to reduce resistance, to make movement easy and graceful. The new Dodge takes a "functional" cue from Nature — is designed to give swiftness and comfort with the least effort.

Nature shaped the fish to make possible swift, easy progress through resistant water. The new 1940 Dodge Luxury Liner has also been keyed to Nature's pattern—its wind-streamed styling effects swiftness, comfort and efficiency to a degree never before achieved.

Even the tiny raindrop is streamlined as it drops from the sky. Nature also supplied the motif for the design of the 1940 Dodge. Like all swift things in Nature, it has been tailored to its medium—shaped to travel through space with the least amount of effort.



See how man has followed the laws of Nature in improving the design of the airplane. Like the bird, the airplane has

been tailored to its medium—and as a result has achieved not only increased efficiency of design, but new beauty as well.

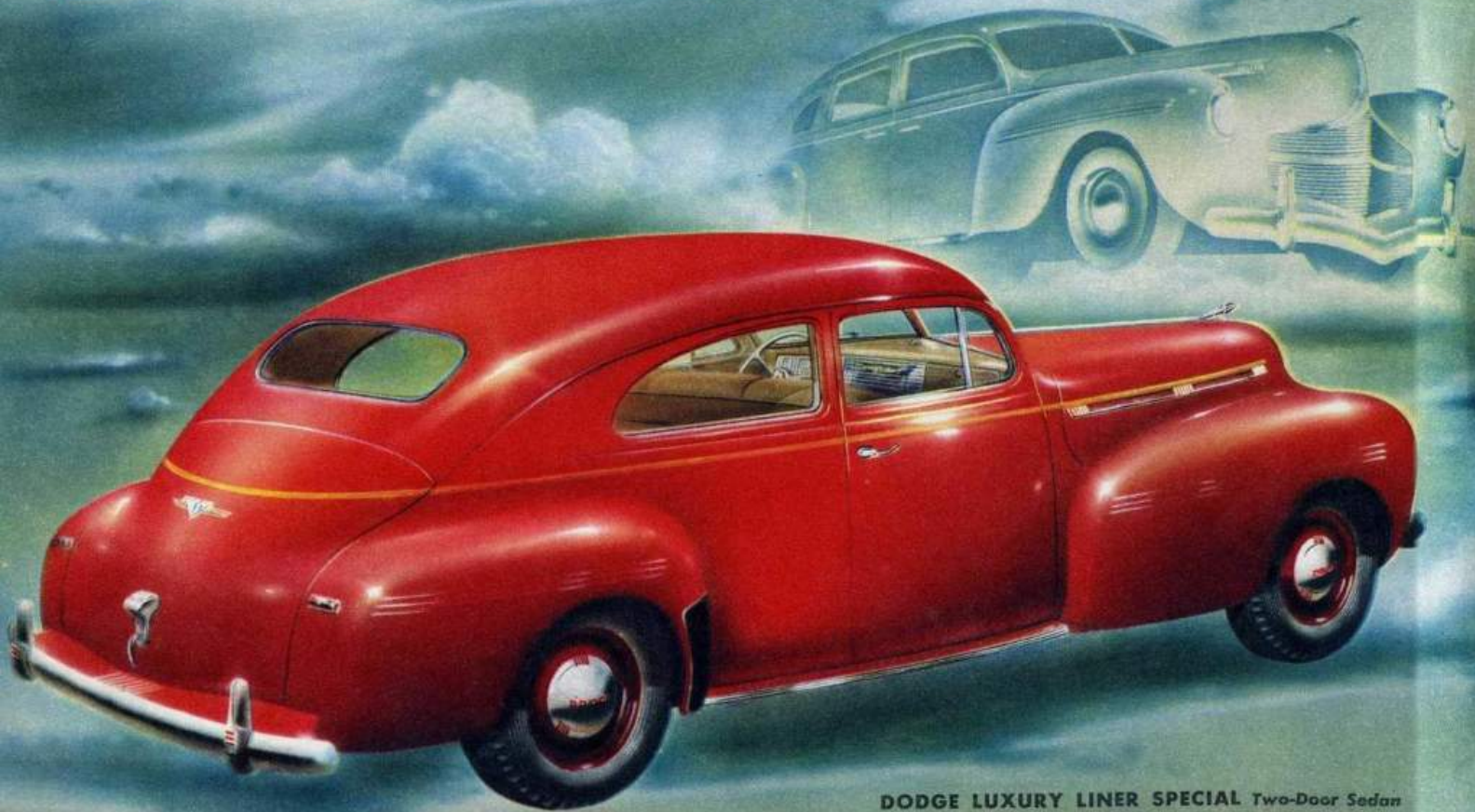


FROM FRONT TO REAR, this new Dodge is designed as a complete unit of windstreamed beauty! That is why the rear ensemble is just as striking as the front! There are no hard lines, bumps or "bustles." Note, too, how the continuous belt line, which extends completely around the car, further emphasizes the windstreamed styling! Behind it all is a spacious luggage compartment.

"I'VE just had my first glimpse of the 1940 Dodge Luxury Liner, and 'beautiful' is hardly the word for it!" says Miss Dickason. "I call it a 'Palace on Wheels,' it's so utterly lovely inside and out! Just looking at it is a thrill in itself!"



"I CALL IT A *Palace on*



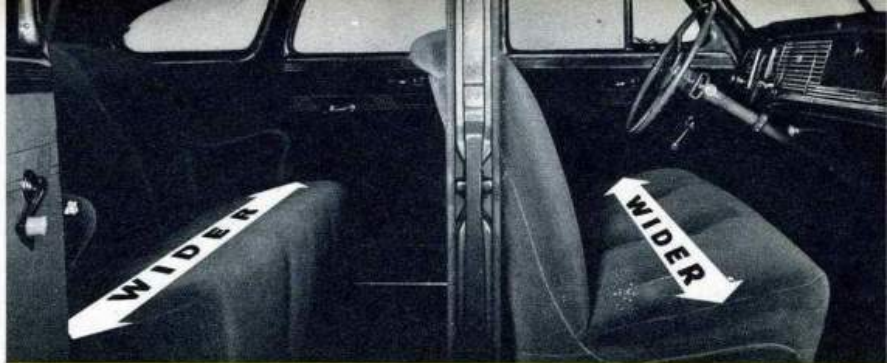
DODGE LUXURY LINER SPECIAL Two-Door Sedan

Wheels"

—Says Miss Sally Dickason, Travel Fashion Authority,
Bonwit Teller, New York.

Miss Dickason is right, for this new 1940 Dodge is everything that its name implies—a Luxury Liner in every sense of the word!

It's even bigger and roomier than last year . . . with a new kind of beauty outside and more gorgeous appointments inside than you ever saw in a car at anywhere near the price!



GORGEOUS IS THE NAME for this rear compartment, with its Chair-Height seat and deep pillow-type upholstery. Rear seat is 51 inches wide—2½ inches wider than heretofore and arm rests are "undercut" for added hip room.

FRONT COMPARTMENT, actually 54½ inches wide, measured at the hip line, is more spacious than ever before! Seat has been widened 1½ inches to 51 inches. There's plenty of room for three in comfort in front!

Easier To Get In and Out With These New-Type Doors!



Old-Style "Dog-Leg" Door New Dodge Straight Door

Say good-bye to the narrow old-style rear door, with its "dog-leg" cutaway over the rear wheel. Getting in and out of such doors was always a cramping experience. Now, thanks to the new wide Dodge straight door, you *walk* right in, and you *walk* right out, so easily you'll rub your eyes in astonishment! This new design also permits rear door windows to be rolled all the way down!



NEW GEARSHIFT at steering wheel is notably improved. Shifting is not only made easier, but shift housing is smaller, more compact, neater in appearance. No extra cost—it's standard equipment on all models.

NEW ASH RECEIVER is conveniently located near the center of the handsome instrument panel, easily accessible to both driver and front seat passengers.



NEW ONE-PIECE curved safety plate glass in the rear window conforms to the beautiful sloping lines of the car, permits greater vision through rear vision mirror. Note spacious package shelf.



ROOM FOR ALL the luggage you'll ever need in this big compartment! A larger, lower "bumper-height" opening, cut straight across the bottom, eliminates the obstructions common to old-style compartments. The spare wheel is mounted upright at one side, for easy removal without disturbing luggage.



LUXURY, CONVENIENCE, safety and beauty are all apparent in the 1940 Dodge instrument panel. All instruments are grouped directly before the driver. Spacious parcel compartment is located at right, with space for radio dials and speaker in center.

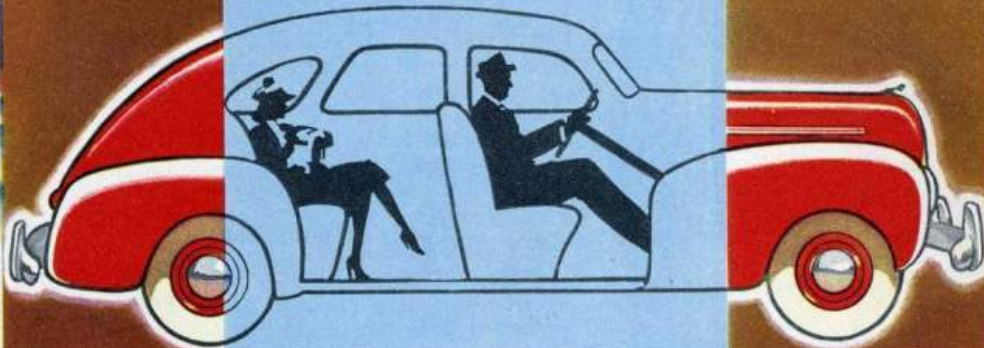


NEVER BEFORE ON EARTH...

A Full-



COMFORT ZONE



HOW THE FULL-FLOATING RIDE WAS ACCOMPLISHED

Wheelbase of the new 1940 Dodge is longer than last year although over-all length remains the same. Front wheels have been moved backward 2 inches; rear wheels have been moved backward a total of 4½ inches! Thus rear seat passengers now ride 4½ inches further forward of the rear axle than in any previous Dodge—and both front and rear seat passengers are cradled in the *Comfort Zone* between the axles! This is the first time in history that a Full-Floating Ride has been made possible in any car priced as low as Dodge! The Full-Floating Ride is an improvement as revolutionary and fundamental as the all-steel body and hydraulic brakes!

FAMOUS FLOATING POWER!

BALANCED WEIGHT

ROCKING IMPULSES OF ENGINE MINIMIZED AND ABSORBED BY FLOATING POWER MOUNTINGS



DODGE FLOATING POWER MOUNTINGS

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

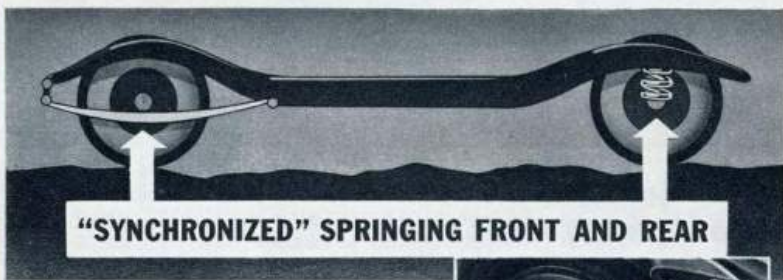
UNBALANCED WEIGHT

ROCKING IMPULSES OF ENGINE REACH ENTIRE CAR



CONVENTIONAL MOUNTINGS

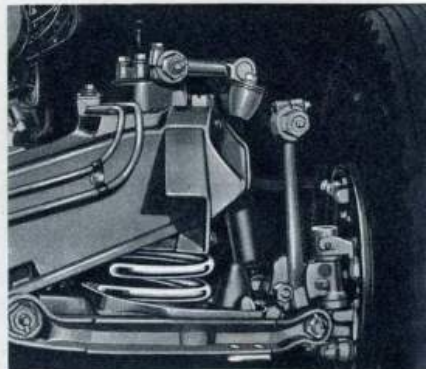
WITH ORDINARY Engine Mountings—even those cushioned in rubber—the weight is unbalanced and the engine itself cannot be used to counteract the rocking impulses. The result is that the rubber mountings alone cannot absorb all the engine impulses and vibrations.



"SYNCHRONIZED" SPRING FRONT AND REAR

RHYTHM FORE AND AFT! Dodge springs, made of Amola Steel, are synchronized in their action, front and rear. This means that the rate of spring deflection, front and rear, is approximately the same, giving an amazing quality of smoothness to the Dodge Full-Floating Ride.

AIRPLANE-TYPE hydraulic shock absorbers, operating on the same principle as those which cushion the landing of today's great airliners, control both the upward and downward motion of both front and rear springs—contribute materially to the comfort of the new Dodge Full-Floating Ride!



INDIVIDUAL-ACTION FRONT WHEEL SPRING, with coil springs made of tough Amola Steel, levels out the bad spots—gives you a new sensation of driving security. It gives a wonderful new kind of driving ease, too—and a positive driving control such as you've never known before!

Floating Ride IN A CAR PRICED SO LOW!



YOU DON'T RIDE . . . YOU FLOAT! That's the way people describe their first experience with the new Dodge Full-Floating Ride. You'll be astonished what a difference it makes to ride cushioned in the

"Comfort Zone" between the axles. Gone are bumps, jars and vibration. Rough roads seem smooth as a highway. And on the highways themselves, well—you don't ride any more—you float!

HIGHLIGHT STORY OF THIS AMAZING NEW RIDE!

Now, for the first time in history, you can get the amazing buoyancy of a "Comfort Zone" ride at the Dodge low price!

The Full-Floating Ride is an improvement as basic and fundamental as hydraulic brakes and the all-steel body!

The Full-Floating Ride has been achieved through not just one or two basic engineering advancements and features, but rather through a combination of many of them: Longer Wheelbase; Scientific Distribution of Weight with engine repositioned further forward over front axle; Synchronized Springing; Airplane-Type Hydraulic Shock Absorbers; Individual-Action Front Wheel Springing; Patented Floating Power; "Hush-Point" Rubber Body Mountings. Only with this great combination do you get a true Full-Floating Ride!

HOW THE MAGIC OF THE FULL-FLOATING RIDE WAS BORN!

NEVER before has it been possible, in a car priced as low as Dodge, to perfect a design that would take the rear seats off the axles where road shocks and jars are transmitted to passengers above. This year, for the first time, it has been accomplished!

In the new 1940 Dodge the Full-Floating Ride has become an impressive reality! Center of gravity has been lowered, wheelbase has been lengthened and both front and rear wheels have been moved backward to permit both front and rear seat passengers to ride in the buoyant "Comfort Zone" between the axles. It's an improvement that's as basic and fundamental as the all-steel body or hydraulic brakes—an improvement never before

accomplished in a car priced as low as Dodge! What is the result? Now a rear seat ride is just as comfortable as a front seat ride—and for the same reason, because the rear seat is now located between the axles as the front seat has always been! Now you get, for the first time, an expensive car ride at the Dodge low price!

What does a Full-Floating Ride feel like? We don't think anyone can answer that in words. You've got to take a ride in the new Dodge itself to really find out. So why don't you do that right away? First read here about all the amazing features that have made the Dodge Full-Floating Ride possible—then take a ride yourself and let the new Dodge tell you its own story!

FAMOUS AMOLA STEEL in Dodge springs makes its contribution to the Dodge Full-Floating Ride. So tough and yet of such fine quality that it is used in the manufacture of razor blades, Amola Steel adds much to the buoyancy of the new Full-Floating Ride.



DODGE "SILENCED RIDE!" Road noises hushed in the new Dodge Luxury Liner! 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—help banish road noises!



Luxurious? YES, BUT IT WAS BUILT

WHEN you exclaim over Dodge's dashing new style lines . . . when you marvel at the richness and luxury of its appointments . . . remember that this 1940 Dodge, like every car Dodge ever built was designed from the very beginning to save you money.

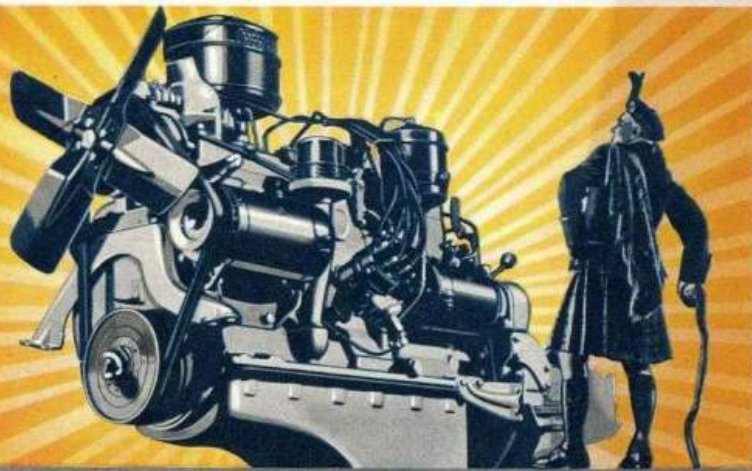
The famous 1940 Dodge "Scotch Dynamite" Engine com-

bines many advanced and basic economy features that have enabled Dodge owners for years to report truly remarkable savings on gasoline and oil! On top of this, Dodge brings you that traditional Dodge Dependability which motorists the world over know stands for greater economy in longer life and freedom from repair!



DODGE LUXURY LINER SPECIAL Coupe

TO SAVE YOU MONEY, TOO!



"SCOTCH DYNAMITE!"

"SCOTCH DYNAMITE!" That's what we call this amazing 1940 Dodge powerplant with its flashing pickup, road eating power and sensational gas and oil economy! It's built to save you money every mile you drive!



FREE PROOF OF DODGE GAS ECONOMY!

You don't have to take anyone's word about the amazing gasoline economy of the new Dodge! Now you can *prove* it for yourself with this free "Gasometer Test" now offered by Dodge dealers! Now you can see with your own eyes just how far Dodge will travel on an accurately measured quantity of gasoline! You can compare Dodge mileage against the mileage of your present car. Ask your Dodge dealer to make this free, convincing test for you!

14 MONEY-SAVING REASONS BEHIND AMAZING DODGE ECONOMY

Designed and built into the famous Dodge "Scotch Dynamite" Engine are a host of outstanding and basic features that have enabled Dodge, year after year, to turn in an amazing record for gas and oil economy. Here are some of these advancements designed to save Dodge owners money on gas and oil every mile they drive!

- 1. Money-Saving "Auto-Thermic" Pistons.** With surface-coated compression rings, are longer-lived and give more efficient engine operation. They are lighter—reduce the bearing load.
- 2. Money-Saving Valve Seat Inserts** resist pitting, allow valves to "seat" well after thousands of miles. Result: conservation of fuel—less grinding.
- 3. Money-Saving Full-Length Water Jackets.** Water jackets extend the full length of the cylinder walls. This means greater cooling surface for the entire cylinder, uniform temperature throughout the entire cylinder length to provide more efficient operation.
- 4. Money-Saving Oil Filter** cuts oil costs. Oil is filtered and cleaned as it circulates through engine, insuring a film of lubricant for all bearing surfaces that is clean and free of abrasives.
- 5. Money-Saving Automatic Water Temperature Control**—makes for a quick engine warm-up, easier starting and more efficient operation.
- 6. Money-Saving Automatic Vacuum Spark Control.** Advances or retards the spark to obtain greatest power from fuel without spark knock.
- 7. Money-Saving Automatic Choke.** Excessive choking wastes gas and dilutes oil. The Dodge Automatic Choke eliminates this by choking engine to the right degree during warm-up period.
- 8. Money-Saving High Compression Head.** Compression means the extent to which gas vapor is compressed before it is ignited. The more the gas vapor is compressed, the more force the explosion will have. The Dodge high compression engine gives more power from each drop of gas.
- 9. Money-Saving Air Cleaner** thoroughly cleans air before entering carburetor. Dust and other particles are removed, preventing injury to cylinder walls and bearings.
- 10. Money-Saving Spray Cooled Exhaust Valve Seats.** A constant spray of cool water is directed against Dodge exhaust valve seats to give more efficient engine operation and greater gas and oil economy.
- 11. Money-Saving Automatic Carburetor Heat Control.** During warm-up period, fuel mixture is heated before reaching combustion chamber. Mixture thus ignites easier, burns more thoroughly, wastes practically no fuel.
- 12. Money-Saving Ventilated Clutch.** Clutch plate is ribbed so that when it revolves it forces cool air through entire clutch mechanism.
- 13. Money-Saving Heavy-Duty Voltage Controlled Generator,** capacity increased from 28 to 35 amperes, to take care of radio, heater and other electrical accessories.
- 14. Money-Saving Crankshaft**—new, more completely counterbalanced, increases engine smoothness and bearing life.

A RED BLOODED CAR IF THERE EVER WAS ONE!



ROARING AT TOP SPEED... Jimmie Lynch about to put his Dodge car through one of the most fendish tests man ever devised! Day after day, this daredevil driver subjects his Dodge cars to almost unbelievable punishment!



THERE HE GOES!...Leaping through thin air, Death Dodger Jimmie Lynch depends on the in-built safety and ruggedness of Dodge cars to bring him safely through this spectacular demonstration of skill and daring!



BACK TO EARTH AGAIN! "Only Dodge could take the beating I give a car every day!" says Jimmie. "Dodge has saved my life literally hundreds of times! I'd be a sucker to use any other car!"



BIG, RUGGED,

THE NEW 1940 DODGE IS A

JIMMIE LYNCH, the man who makes a living laughing at death! He and his "Death Dodgers" risk their life every day at the New York World's Fair putting Dodge cars through death-defying stunts no ordinary car could survive!

FLASHING along the highway, the new 1940 Dodge captures the gaze of all with its thrilling new beauty and dashing style. But remember this—to protect you and your family, this year's Dodge brings an even greater measure of safety than ever before!

In one important way after another the new 1940 Luxury Liner gives you the protection you need! Hair-trigger power to whisk you out of danger spots! Famous Dodge hydraulic brakes that you can *always* count on! All-steel body, with steel walls, steel floor, steel roof! These are only a few of the ways Dodge protects you and yours! Read about the many more safety advantages pictured here!

"The Greatest Brakes I Know Of!"

Says

JIMMIE LYNCH

Famed 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. You know that Dodge pioneered in the development of hydraulic brakes, and this valuable experience that can be gained only through time is reflected in the Dodge brakes of today — the greatest brakes I know of!"



IT'S PEDAL FEEL THAT COUNTS! Dodge equal-pressure hydraulic brakes do not have the "wrapping action" peculiar to self-energizing brakes. They 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!



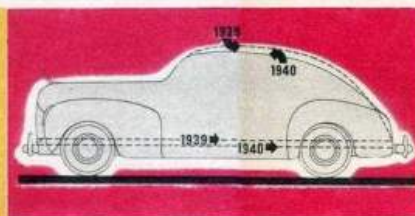
Self-Energizing Hydraulic Brakes



Dodge Equal-Pressure Hydraulic Brakes



INGENIOUS safety door lock located on the door moulding. You press the button to lock the door. Lock can be released only by lifting button. A safety feature of vital importance to parents of small children!



BUILT CLOSER TO THE GROUND! The dotted line shows how the over-all height of the new 1940 Dodge has been reduced to bring a still lower center of gravity and add to the roadability and safety of this year's Dodge. Although the roof has been lowered, headroom is the same!



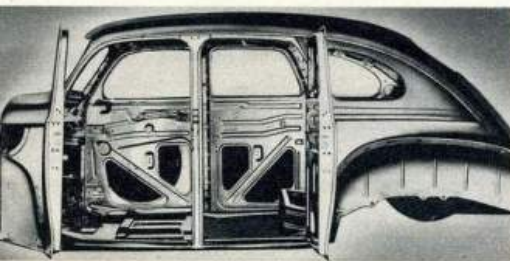
INSTRUMENT PANEL is smooth and flush. Back of front seat is heavily tufted to protect rear seat passengers in case of an emergency stop. Door handles are smooth rounded and curve inward for safety!

DEPENDABLE . . .

MODEL OF MODERN SAFETY



"AIRPLANE-VISION" WINDSHIELD! Here's a windshield that's built to see out of—to give the same kind of wide-angle visibility that pilots of today's giant skyliners demand! See how closely its full-vision design approximates that of the great American Airlines' Flagship pictured below! In addition to giving you full wide-angle vision, Dodge windshields are made of a better type of safety plate glass with a special mineral content which serves to reduce road and general reflection glares. Dodge also gives you safety glass in all windows.



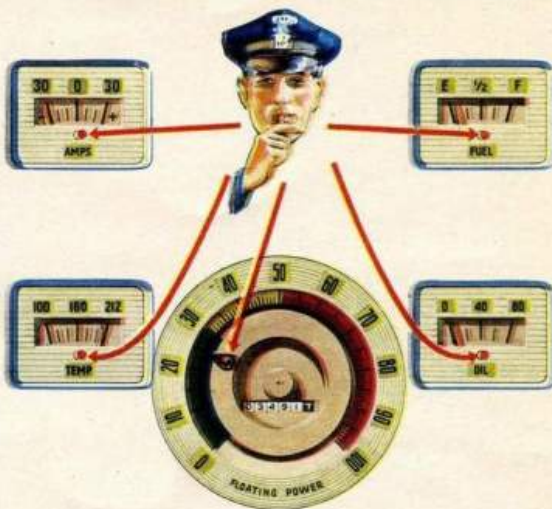
SAFETY-STEEL BODY! Imagine a body with steel all around, floors, sides and roof all of steel—a solid unit of welded steel, all reinforced with a rugged network of steel pillars, braces and cornerposts! Dodge has been building safer and safer steel bodies for 26 years! Actually, the Dodge all-steel body is designed and built with an extra safety factor. It is built to take punishment you may never give it!

FAMOUS AMOLA STEEL



SUPER-TOUGH AMOLA steel in springs, gears, axles and 19 other vital points gives an extra margin of safety and dependability that affords not only priceless protection, but adds thousands of miles to the life of these important parts. Amola Steel, you know, is one of the metallurgical marvels of the age! It is tougher, stronger—amazingly resistant to wear and tear!

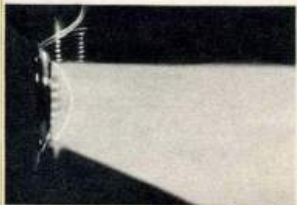
. . .



NEW 5 WAY "POLICE SYSTEM"

Five Safety Signals to tell you the condition of your car at all times! When your gas runs low—you are signaled in red! Low oil pressure? Another red signal! Not enough water in the radiator? A red signal says "stop!" Still another red signal when your battery is subjected to undue strain. And finally the "Safety Signal" Speedometer with its "warning signal" that glows green up to 30 m.p.h., amber from 30 to 50, red beyond 50!

WHY NEW DODGE CAR-WIDE, SEALED BEAM HEADLIGHTS MAKE NIGHT DRIVING SAFER FOR YOU!



A NEW KIND of headlight—the Sealed Beam light—all in one piece! It's a brand new development in motor car headlights and gives you actually 50 to 65% more illumination than ever before!



DODGE HEADLIGHTS ARE CAR-WIDE! Having enough light is one thing; the proper placing of lights is another thing. That's why Dodge headlights are placed car-wide, in the front fenders. They not only clearly define

outside limits of car for the approaching motorist, but, as they are mounted closer to the road, they provide greater visibility in rain, fog, snow and dust! Grille guards, pictured above, at slight extra cost.

WHY THERE ARE *More Dodge Cars* ON THE ROAD TODAY THAN ANY OTHER FINE CAR IN AMERICA



The Home of Dependability—The great Dodge plant in Detroit where Dependability got its start—and is today a tradition in the automobile industry.

It is "behind the scenes" where Dodge greatness really starts. The recognized ability of Dodge craftsmen, using virtually the same tools and same materials as the other fellow, yet doing a better job, is the key to Dodge traditional quality and traditional Dependability.

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 which has often been expressed in the phrase "Only Dodge Can Build a Dodge."

This phrase means that what Dodge engineers conceive is conceived *better*; what Dodge craftsmen produce is produced *better*; and what you ultimately get in the finished product is a *better* value, dollar-for-dollar than you can get anywhere else.

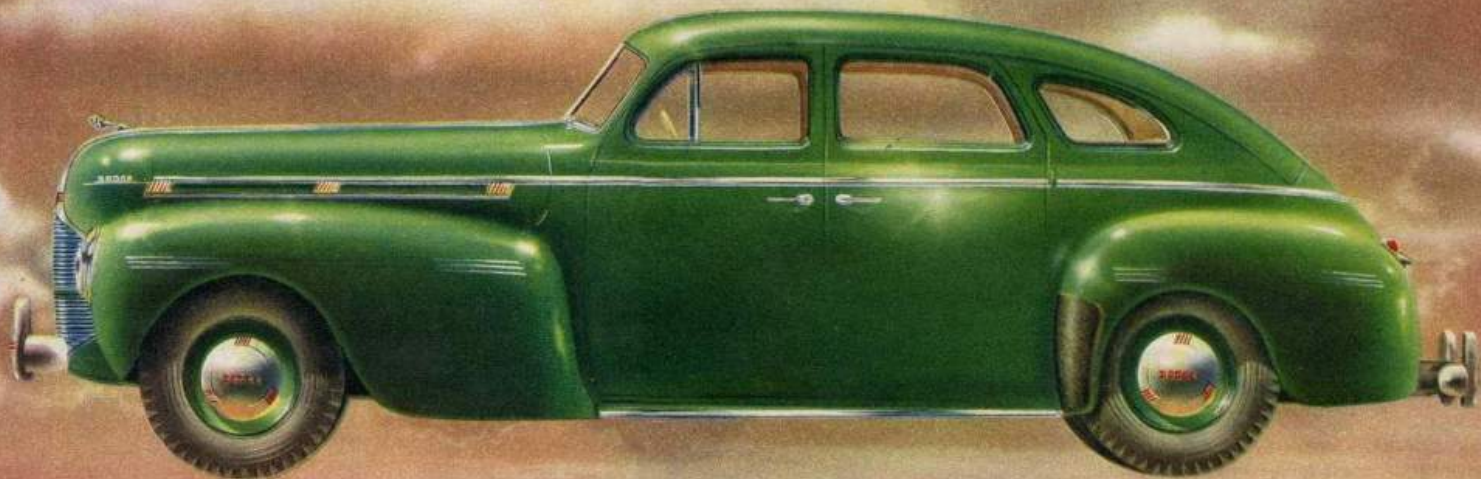
This is why there are more Dodge Cars on the road today than any other fine car in America.



Introducing AN ENTIRELY NEW
CONCEPTION OF DODGE *LUXURY AND STYLING!*

NEW 1940 DODGE

Luxury Liner De Luxe



DODGE LUXURY LINER DE LUXE *Four-Door Sedan*



DODGE LUXURY LINER DE LUXE *Two-Door Sedan*



DODGE LUXURY LINER DE LUXE Coupe

LUXURY YOU NEVER THOUGHT POSSIBLE IN A



HERE, in the Dodge Luxury Liner De Luxe, is beauty that is thrilling just to look at! As you sink back into the deep, luxurious cushions . . . as you let your eyes follow the gleaming chromium belt-line that goes completely around the car and look over every exciting detail and fitting . . . you'll ask yourself again and again, "just how can Dodge create such utter loveliness in a car that is priced to sell so low?"

But it is true! With all its breath-taking style and luxurious appointments, the new 1940 Dodge Luxury Liner De Luxe sells for only a few dollars more than a small car!

DISTINCTION AND CHARM radiate from every detail and fitting of this smartly appointed rear compartment. Window and door moldings have a rich grain finish. Luxurious upholstery in the season's smartest shade, is enhanced by the skill and artistry by which it is tailored!

SPECIALLY DESIGNED HARDWARE and garnish moldings and decorative design of door panel in Dodge Luxury Liner De Luxe models contribute an air of smartness and beauty such as you would expect to find only in the most expensive cars.



NEW-TYPE SEAT CUSHIONS! Buoyant as air and gloriously restful, this new type seat cushion of porous, air-filled rubber brings unsurpassed motoring comfort . . . eliminates "seat bounce" . . . conforms instantly to every body movement. You'll find this same type cushion used in many of the nation's de luxe trains and airliners!

CAR PRICED AS

Low as Dodge!



SEE HOW EASILY half or all of the comfortable rear seat in the new Dodge Luxury Liner DeLuxe Coupe for Four can be folded out of sight when not in use—giving additional storage space along with that of the exceptionally large luggage compartment in the rear

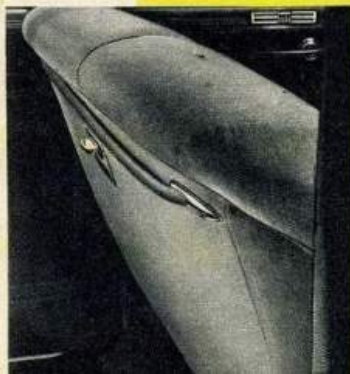


NEW friction-type assist straps can be adjusted to stay just where desired. No swaying straps when car is in motion.

STEERING WHEEL with attractive and convenient remote control horn ring which is nested in the wheel spokes, so horn will not be sounded unintentionally!



THE COUPE FOR FOUR— fast growing in popularity. Note not only the beauty of the interior, but also the convenient and comfortable full back seat available in the large space behind the driver's compartment.



CONVENIENT ROBE CORD is handsomely mounted on the back of the front seat of all Dodge DeLuxe four-door sedans. It is attractively set off by gleaming metallic darts at each end.



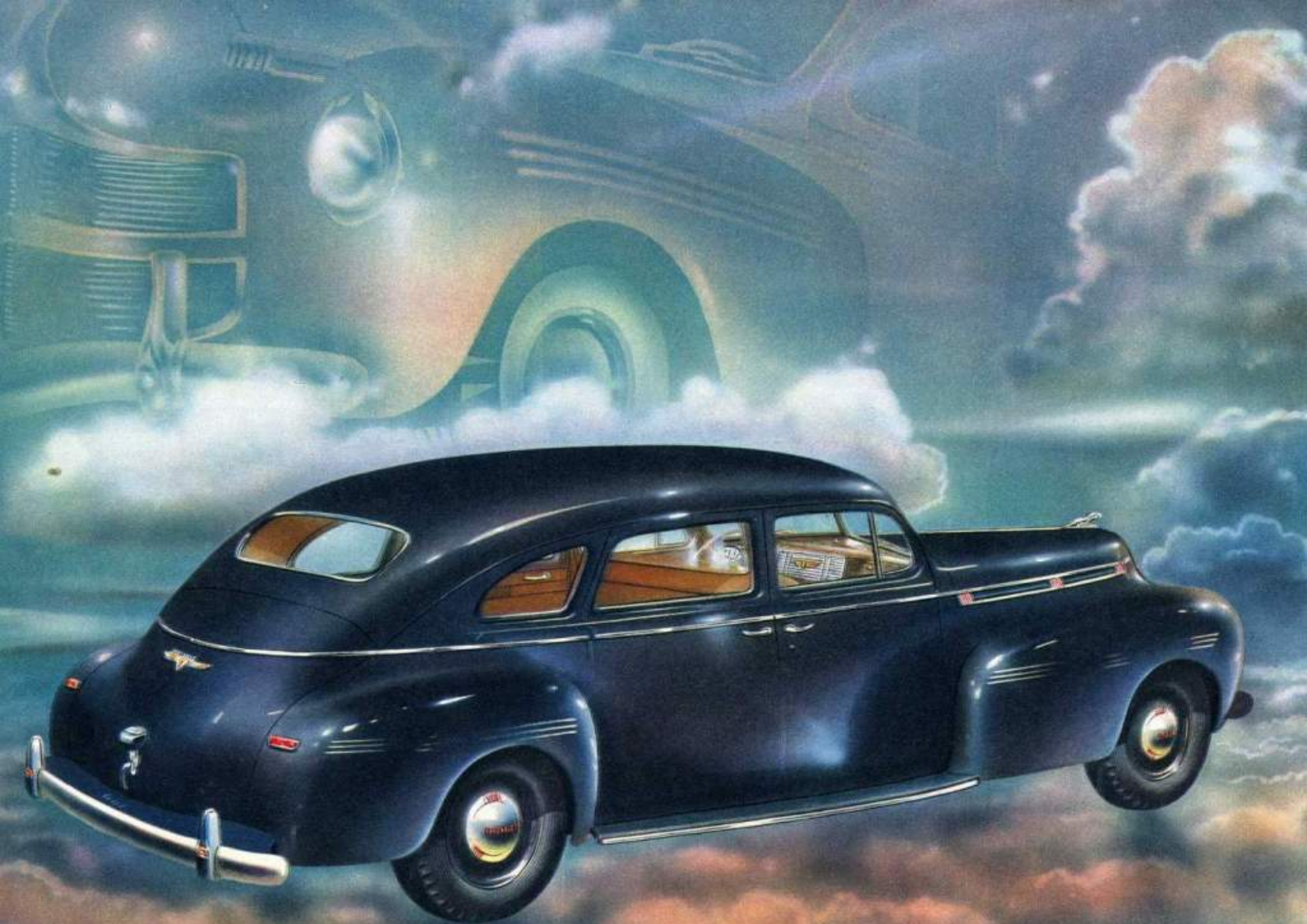
TWO WINDSHIELD WIPERS are operated electrically at constant speed to provide constant cleaning action for both driver and front seat passenger. No slowing up when you step on accelerator. They also operate at a special high speed for safer vision in heavy rainstorms. Both blades are chromium plated.



DODGE LUXURY LINER DE LUXE Coupe, for Four



DODGE LUXURY LINER DE LUXE *Seven Passenger Sedan*



DODGE LUXURY LINER DE LUXE *Seven Passenger Limousine*



DODGE LUXURY LINER DE LUXE *Convertible Coupe*

NEW DODGE Accessories TO ADD TO YOUR MOTORING ENJOYMENT

Matchless Radio Reception and Improved Tuning!



Matching modern home radios in tone and selectivity, the new Dodge Radio will bring you your favorite programs as you ride! Radio may be tuned manually—or automatically. Any one of six pre-selected stations may be heard by simply pushing a button! No more guesswork tuning.

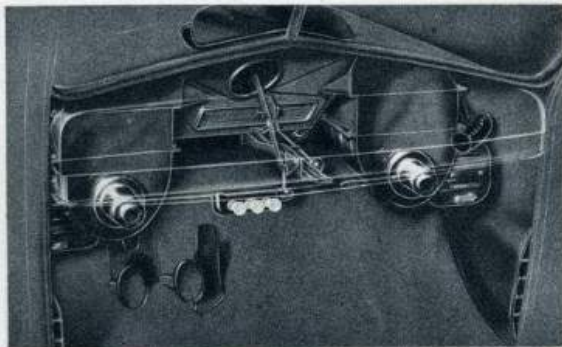
Tune in your favorite station without taking your eyes off the road—an added safety factor.

Tuning buttons located on left side of radio, nearer and more convenient to driver.

On long trips, or for tuning in distant stations, you simply push a button to bring the manual tuning dial into use. Speaker is concealed back of an attractive grille on the face of the instrument panel to give superb reception to passengers not only in front seat but rear seat as well.

Dodge accessories are especially designed and built for quick, easy installation. These "extras" add much

to your motoring pleasure and comfort. Ask your Dodge dealer for complete details and prices.



NEW ALL-WEATHER AIR-CONTROL SYSTEM!

Just imagine riding in air-controlled comfort the year around! Regardless of weather, the new Dodge All-Weather Aircontrol System delivers fresh, clean air to every part of the car! In bitter cold weather you ride "warm as toast." In summer, you enjoy forced, filtered air, free of dust and road grime! Ask your Dodge dealer for details!



Attractive chrome wheel rings "set off" appearance of car.

Vanity mirror which clips to sun visor. Etched panels at sides for recording service data.

Fog light. Distinctive, new and attractive. Moulded amber lens.



New Tri-Airstream heater has increased heating power and improved defrosting output. Louvres deflect heat to sides and downward.



De Luxe Airstream heater gives greater heat output, better heat distribution, absolute defrosting, more leg room than ever before at lower cost.



Special heater provides comfort for rear seat passengers. Installed out of sight under front seat.

Dodge

DODGE LUXURY LINER SPECIAL

ENGINE—Dodge 6-cylinder "L"-head with patented Floating Power engine mountings. Bore 3 1/4". Stroke 4 1/2". Piston displacement 217.8 cu. in. Taxable horsepower, 25.35; brake horsepower, 87 at 3600 r.p.m., with 6.5 compression ratio. Automatic manifold heat control. Special alloy inserted exhaust valve seats.

CRANKSHAFT ASSEMBLY—Crankshaft drop-forged from special high-carbon steel. Balanced at rest and in rotation. Seven integral counterweights. Drop-forged, I-beam section connecting rods with removable "brunze-bonded" bearings. Aluminum alloy, steel-strap, tin-plated pistons, each with four rings.

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-section thermostat 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 1/2 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. Double-unit 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 bakelite 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.

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CRANKSHAFT ASSEMBLY—Crankshaft drop-forged from special high-carbon steel. Balanced at rest and in rotation. Seven integral counterweights. Torque impulse neutralizer. Drop-forged, I-beam section connecting rods with removable "brunze-bonded" bearings. Aluminum alloy, steel-strap, tin-plated pistons, each with four rings.

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-section thermostat 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 1/2 gallons.

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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 bevel 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 trunion 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. Ball thrust bearings at king pins.

REAR AXLE—Semi-floating; steel-strap half-shaft housing. Hypoid bevel gears and axle shafts of AMOLA steel. Six roller bearings. Road clearance 8 1/4" at center.

REAR SPRINGS—Semi-elliptic. Leaves designed to prevent squeaks. Silent-1, non-way shackles. Front ends of rear springs in rubber bushings.

CHASSIS FRAME—Improved X-type, double kick-up. Bridge construction. Side channels 6" deep with 1 1/2" flanges. Bumpers front and rear with vertical guards. Gravel deflectors on rear bumper.

STEERING—Semi-irreversible. Worm-and-roller tooth sector. Steel-reinforced steering wheel, 3 spokes; outside diameter 17". Tapered roller thrust bearings.

BRAKES—Dodge hydraulic 4-wheel internal expanding; self-equalized and weatherproof. Ribbed cast-iron brake drums with cast-iron steel back. 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.

DODGE LUXURY LINER DE LUXE

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 bevel 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 trunion 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-strap half-shaft housing. Hypoid bevel gears and axle shafts of AMOLA steel. Six roller bearings. Road clearance 8 1/4" at center.

REAR SPRINGS—Semi-elliptic. Leaves designed to prevent squeaks. Silent-1, non-way shackles. Front ends of rear springs in rubber bushings. Metal spring covers.

CHASSIS FRAME—Improved X-type, double kick-up. Bridge construction. Side channels 6" deep with 1 1/2" flanges. Bumpers front and rear with vertical guards. Gravel deflectors on rear bumper.

STEERING—Semi-irreversible. Worm-and-roller tooth sector. Steel-reinforced steering wheel, 3 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 cast-steel back. 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.

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CHASSIS LUBRICATION—Pressure grease system.

WHEELBASE—119 1/2 inches.

WHEELS—Five demountable steel disc-type with improved drop-center rims, 9-inch hub caps.

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

BODIES—Windstreamed styling. Safety steel, rustproofed. Safety glass. Vacuum windshield cleaner. Adjustable inside view. Adjustable rear-view mirror, V-front, divided windshield. Dependable mesh. Body insulation.

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 on 2- and 4-door sedan 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 signal 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 & ACCESSORIES—See list of items available for factory installation, at extra cost. Includes Dodge-Pilero radio, special front bumper guards, hot-water heaters, etc. "All-Weather Air-control System" specially designed for Dodge.

CHASSIS LUBRICATION—Pressure grease system.

WHEELBASE—119 1/2 inches.

WHEELS—Five demountable steel disc-type with improved drop-center rims, 10-inch hub caps.

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

BODIES—Windstreamed styling. Safety steel, rustproofed. Safety glass. Dual windshield cleaners, electrically driven, 2-speed. Adjustable inside view. Adjustable rear-view mirror, V-front, divided windshield. Dependable mesh. Assist strap and robe rod. Airflow seat cushions.

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. Remote Control horn ring. 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 & ACCESSORIES—See list of items available for factory installation, at extra cost. Includes Dodge-Pilero radio, front bumper guards, hot-water heaters, etc. "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.

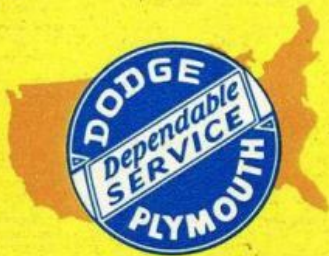
DODGE SERVICE

ECONOMICAL • DEPENDABLE

Nowhere will you find better, more efficient service facilities than in Dodge Dealers' Dependable Service Stations. Their reputation for expert, reliable service has been built up during more than a quarter of a century of serving Dodge owners. Wherever you go, wherever you drive, you are never far from a Dodge dealer. Dodge Dependable Service signs dot the highways of America.

Dodge Owner's Service Policy

Accompanying the delivery of every new Dodge is the Owner's Service Policy and Identification Card to assure dependable and economical service. Dodge dealers employ skilled service experts—trained mechanics who know how to service Dodge cars better than anyone else in your lo-



cality. Not only do modern methods, precision equipment, trained and experienced mechanics assure efficient and economical service, but Dodge cars are so simplified in design that they require less expense for maintenance than ever before.

Ready to Serve You

When you buy a Dodge car you can be confident that Dodge dealers—from coast to coast—are always ready to make your ownership one of lasting satisfaction.

THE NEW 1940 DODGE IS EASY TO BUY

You will find that the 1940 Dodge Luxury Liner is easy to buy. No cash outlay is required if your present car covers the down payment. The balance may be paid in easy monthly payments.

Low Monthly Payments

If your present car is of average value, you'll be surprised how low these monthly payments will be. In fact, you'll be amazed at what a slight difference there is between Dodge monthly payments and those of the leading low-priced cars! You will find your Dodge dealer glad to discuss the subject of time payments with you, explaining fully the provisions of the insurance, and making helpful suggestions as to the amount of down payment and the number of monthly payments which will be most satisfactory to you.

Ask Your Dodge Dealer

Ask your dealer today for the complete details on time payment plans he can offer you.