



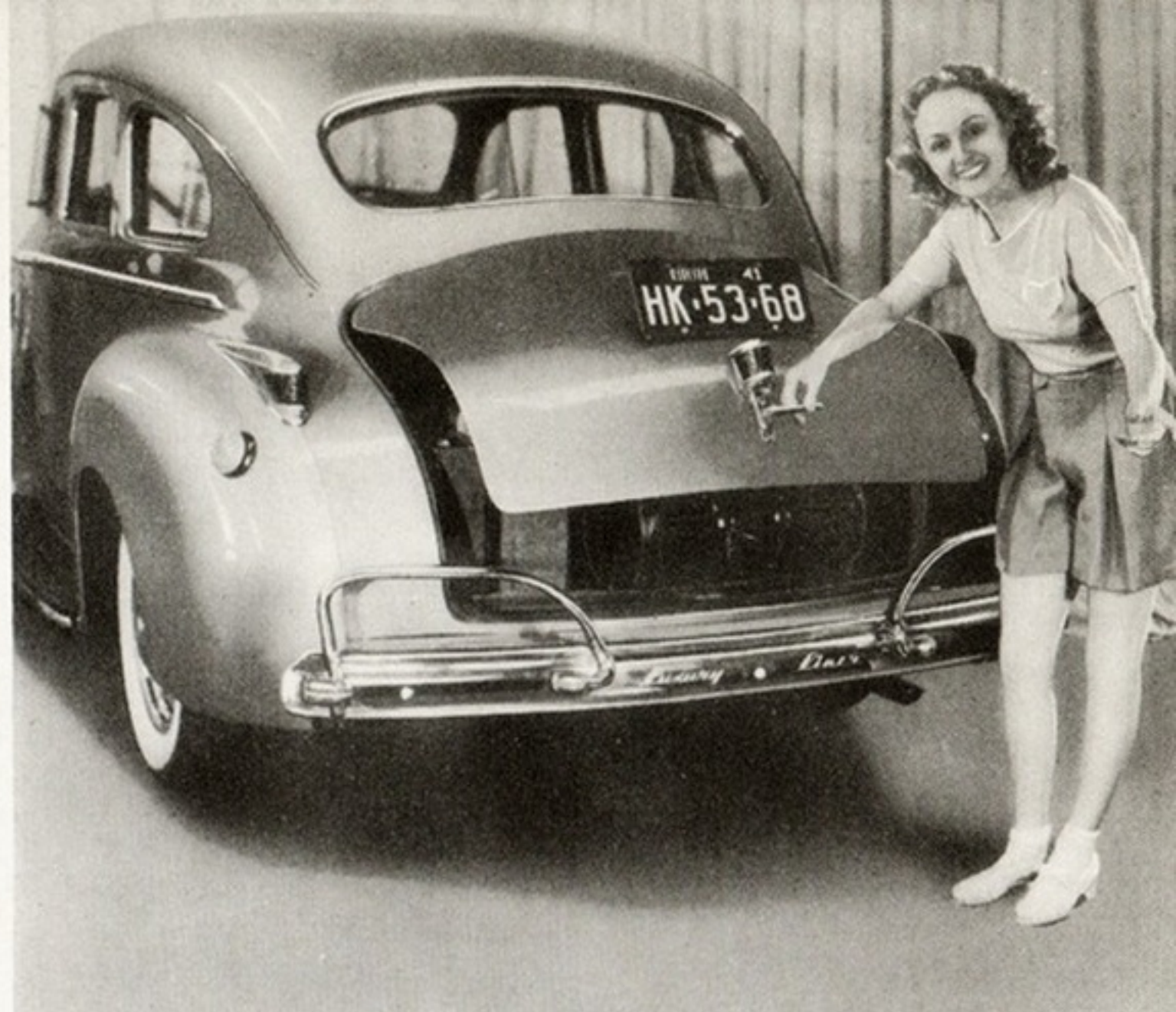
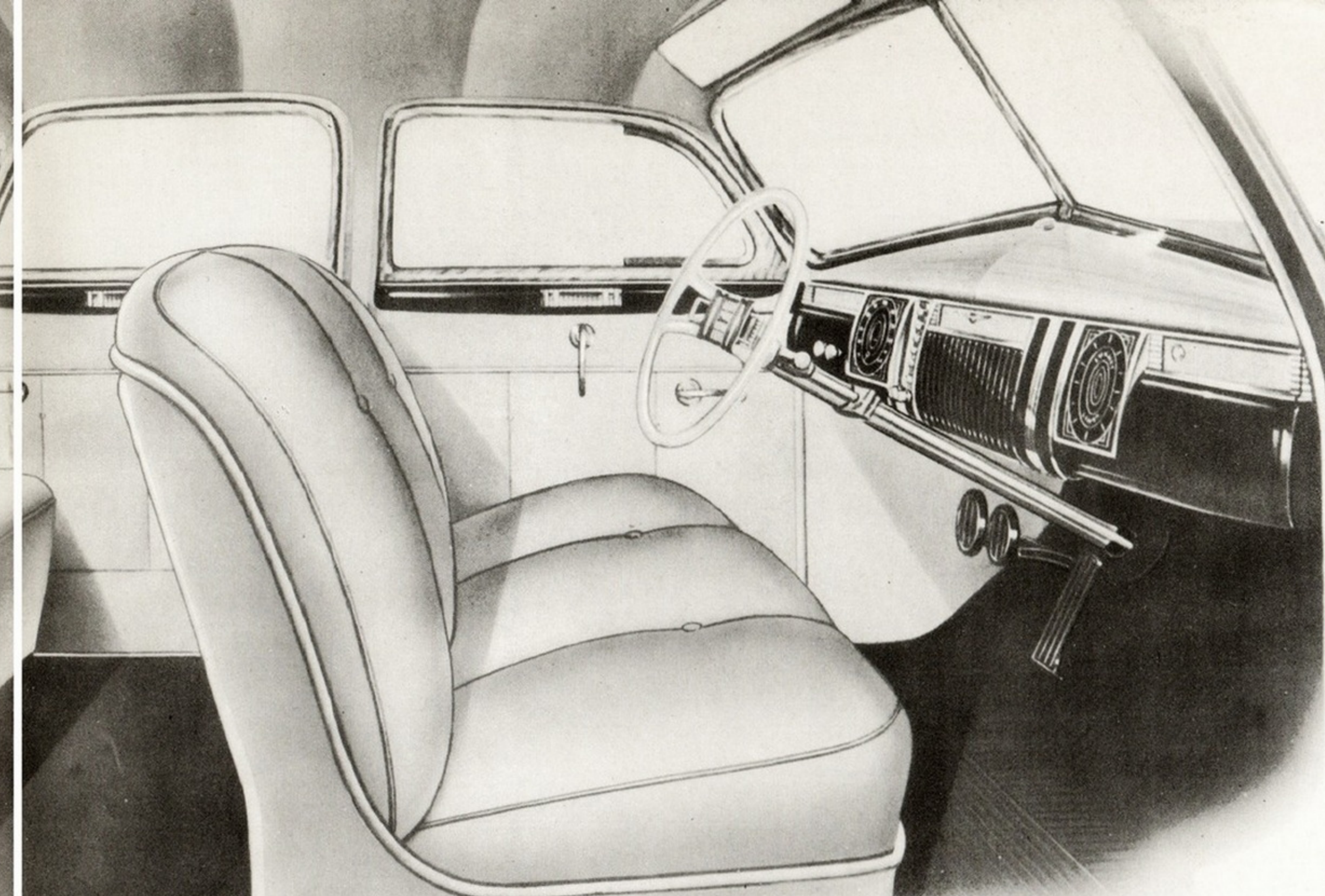
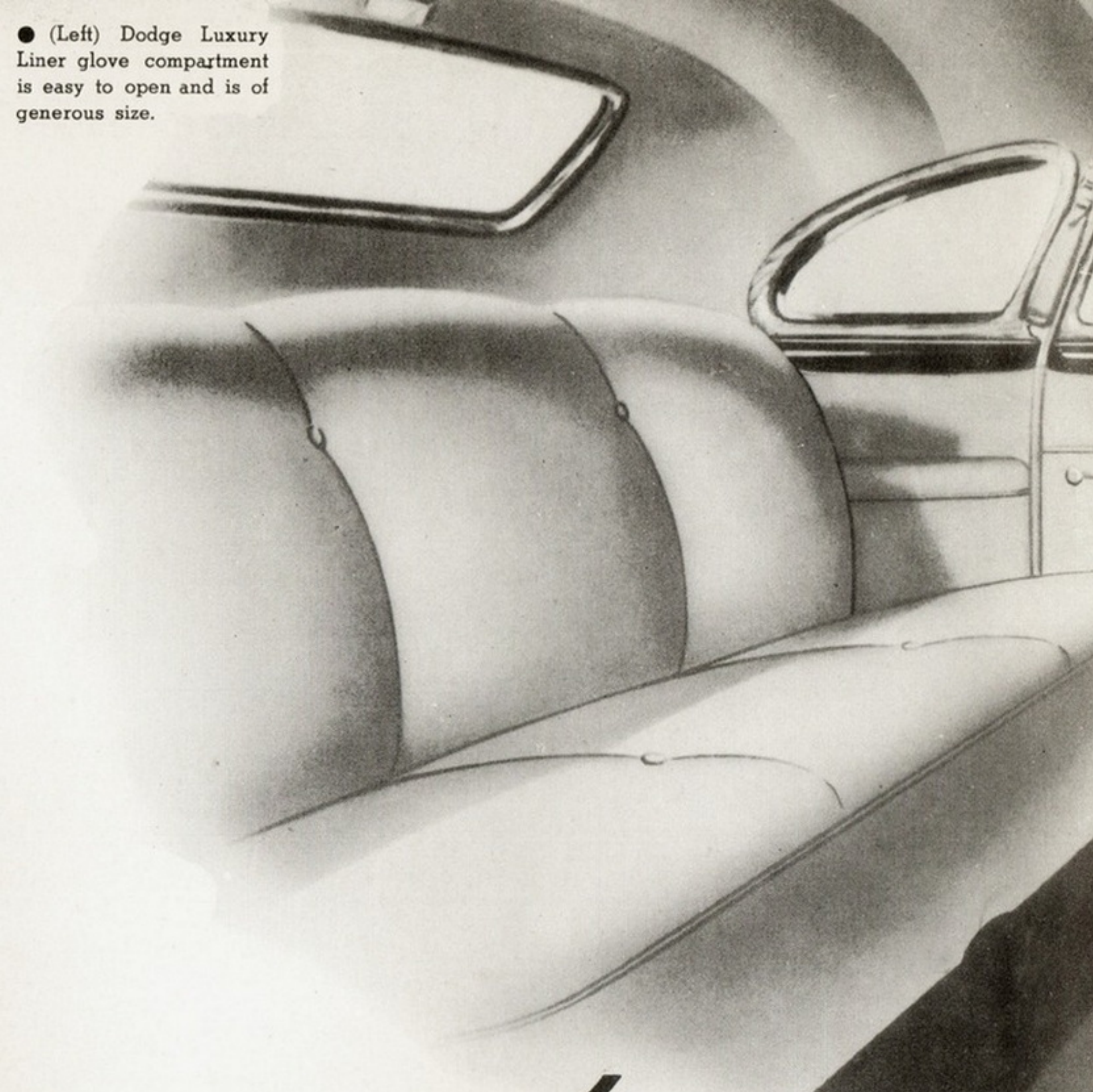
DODGE LUXURY LINER

Special

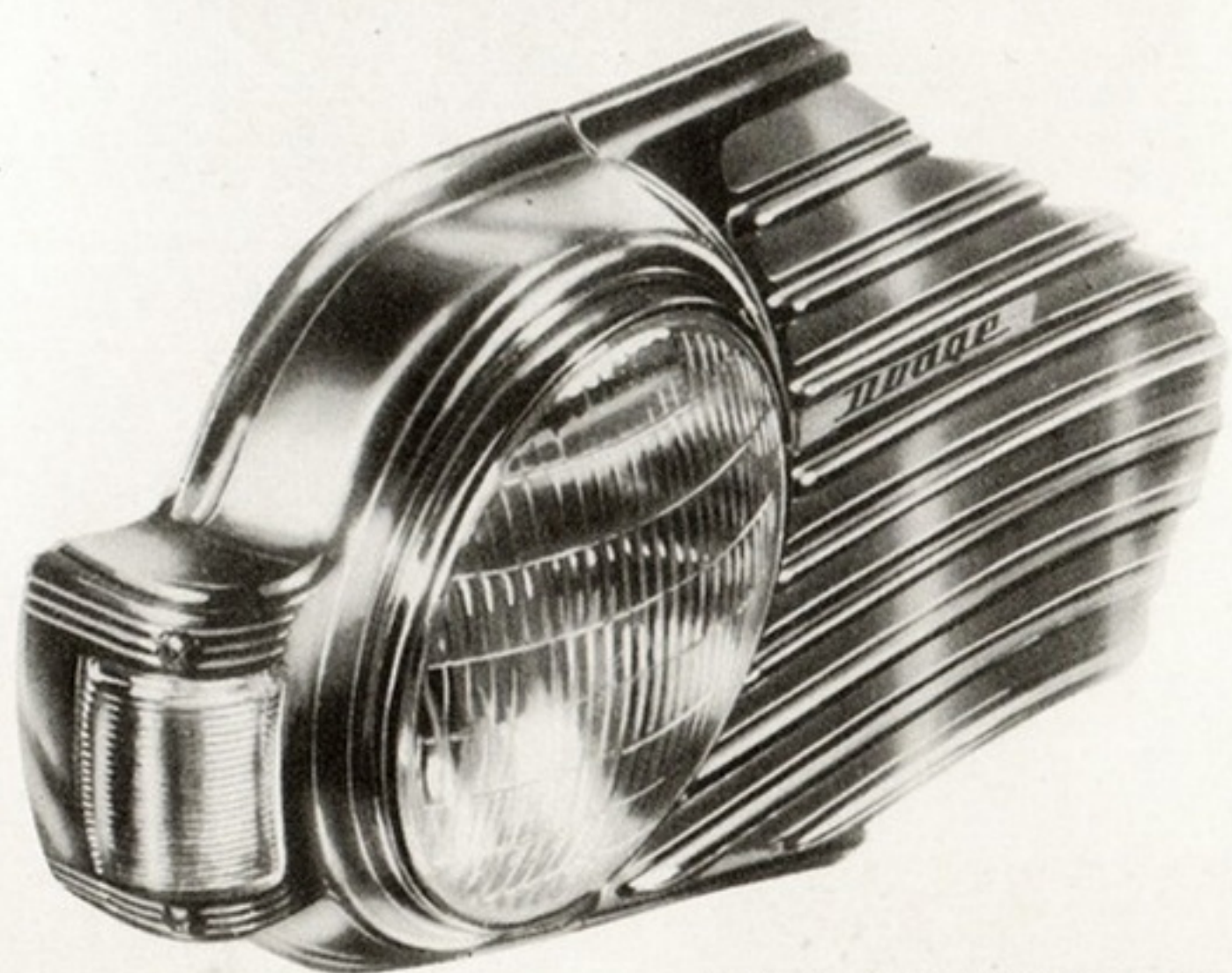
ALSO LUXURY LINER FOR 1941.



● (Left) Dodge Luxury Liner glove compartment is easy to open and is of generous size.



● The big, roomy luggage compartment has a spring counterbalanced lid that raises and lowers without effort. When open wide it stays open without a locking device. The spare wheel is mounted at the side for convenience in checking when compartment is full.



● The new sealed beam headlamps are an integral part of the grille design. Parking lights are at the side of the headlamp, and emphasize the width of the car.



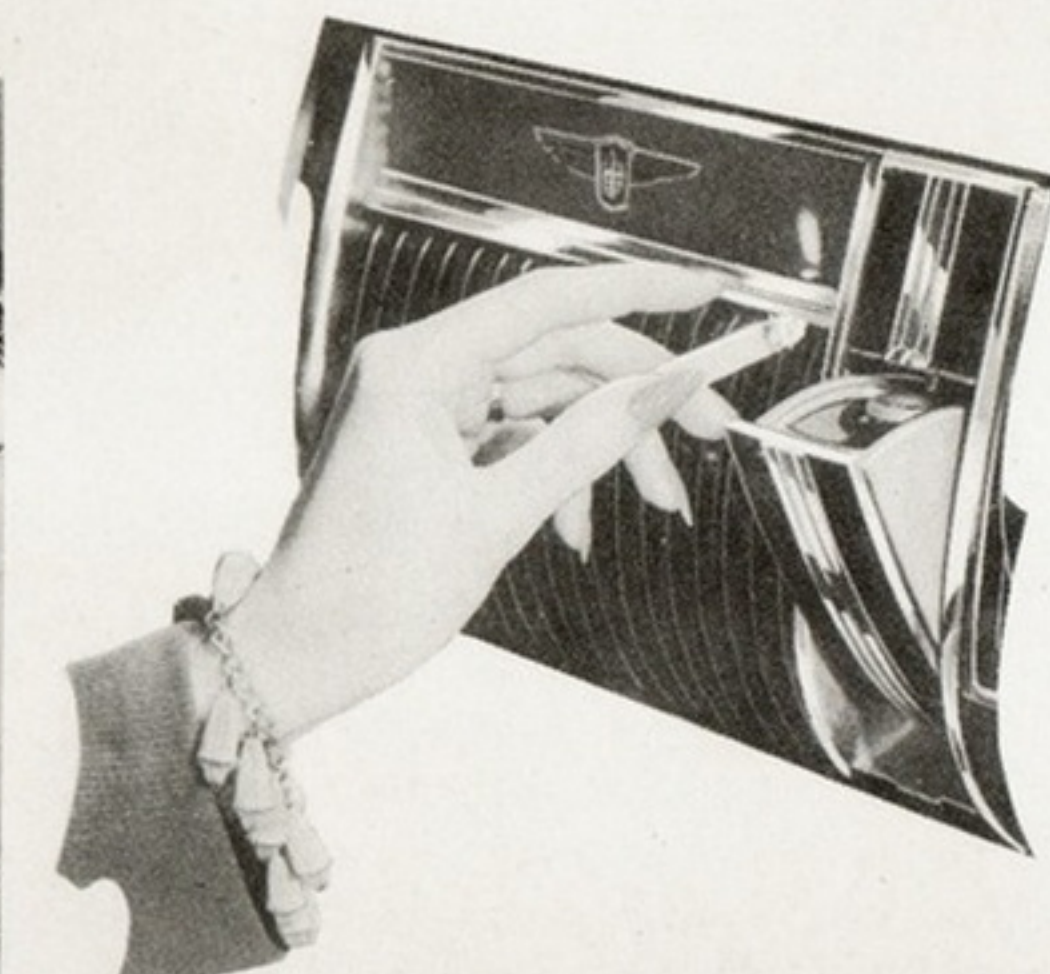
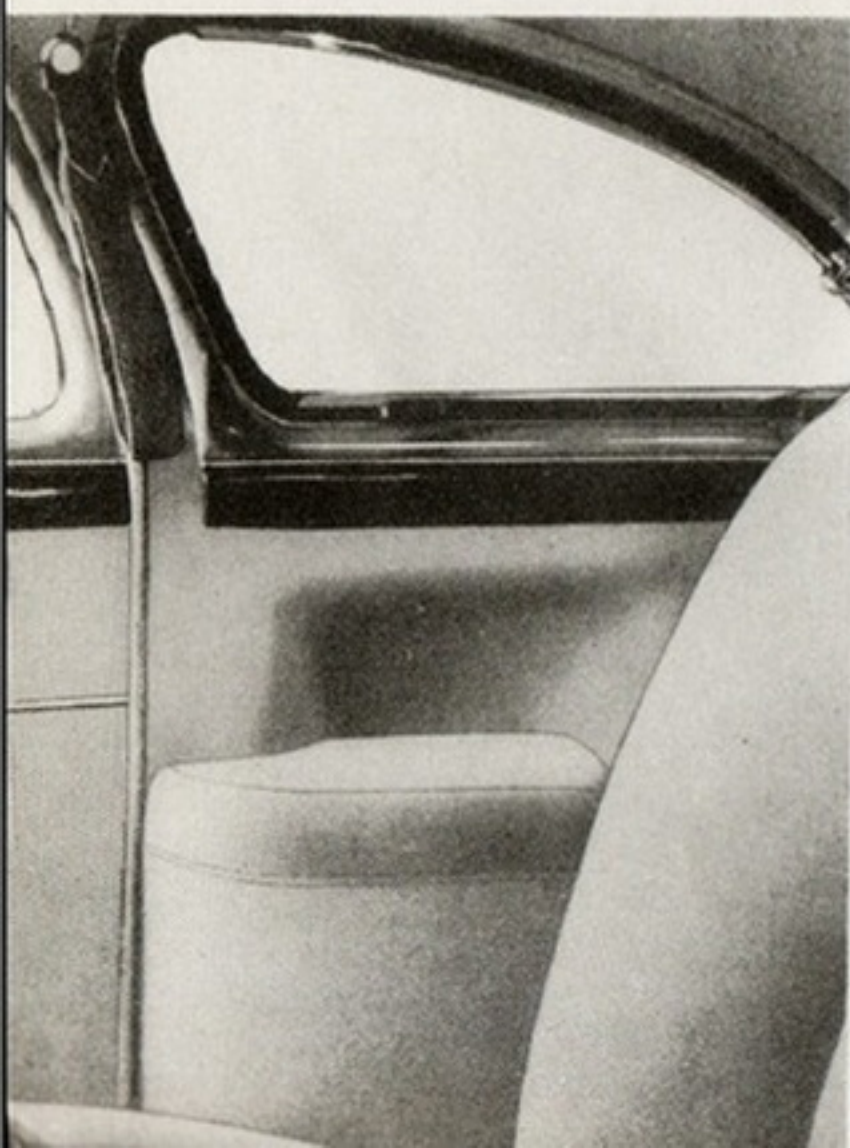
● Even the familiar Dodge Ram has been redesigned to harmonize with the modern streamlined sweep of the body.

● The generous width of the rear door of the new 1941 Dodge Luxury Liner Town Sedan is shown above. This body type is a completely new addition to the Dodge line for 1941. A full view of this new body is shown in full colour on the back cover of this book.

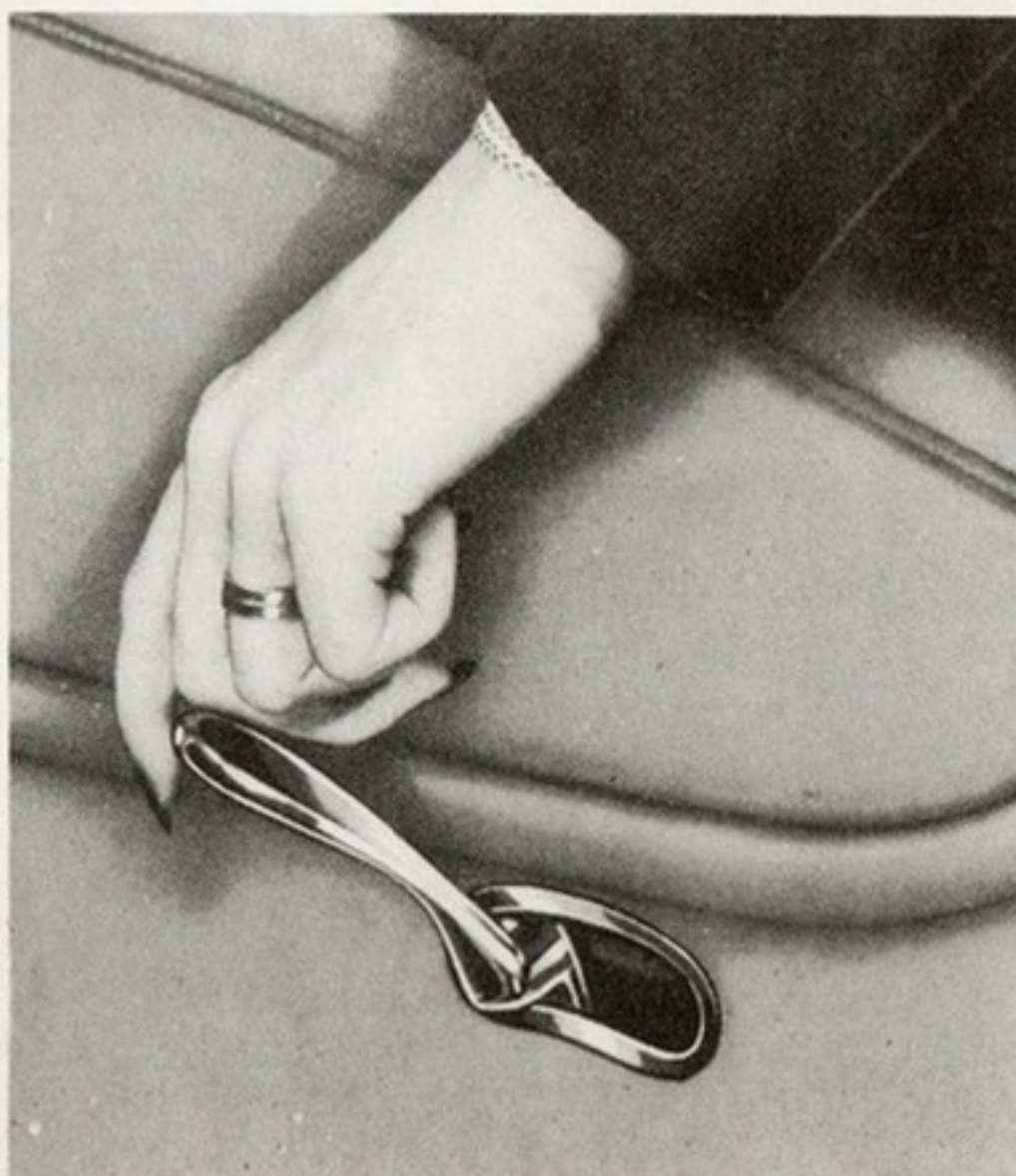
● Dodge Luxury Liner engines are easy to service through this wide-opening hood. The battery is under the hood in the fan blast where it will keep cool and where it is easy to check and fill. Less likely to be neglected.

● (Below) Extra elbow room is provided by a recessed side wall in the rear seats of four-door sedans.

● (Below) The new front seat mechanism is provided with a handy latch. It's easy to slide this seat forward and back.



● Luxury Liner fittings include a convenient ash receiver on the instrument panel.

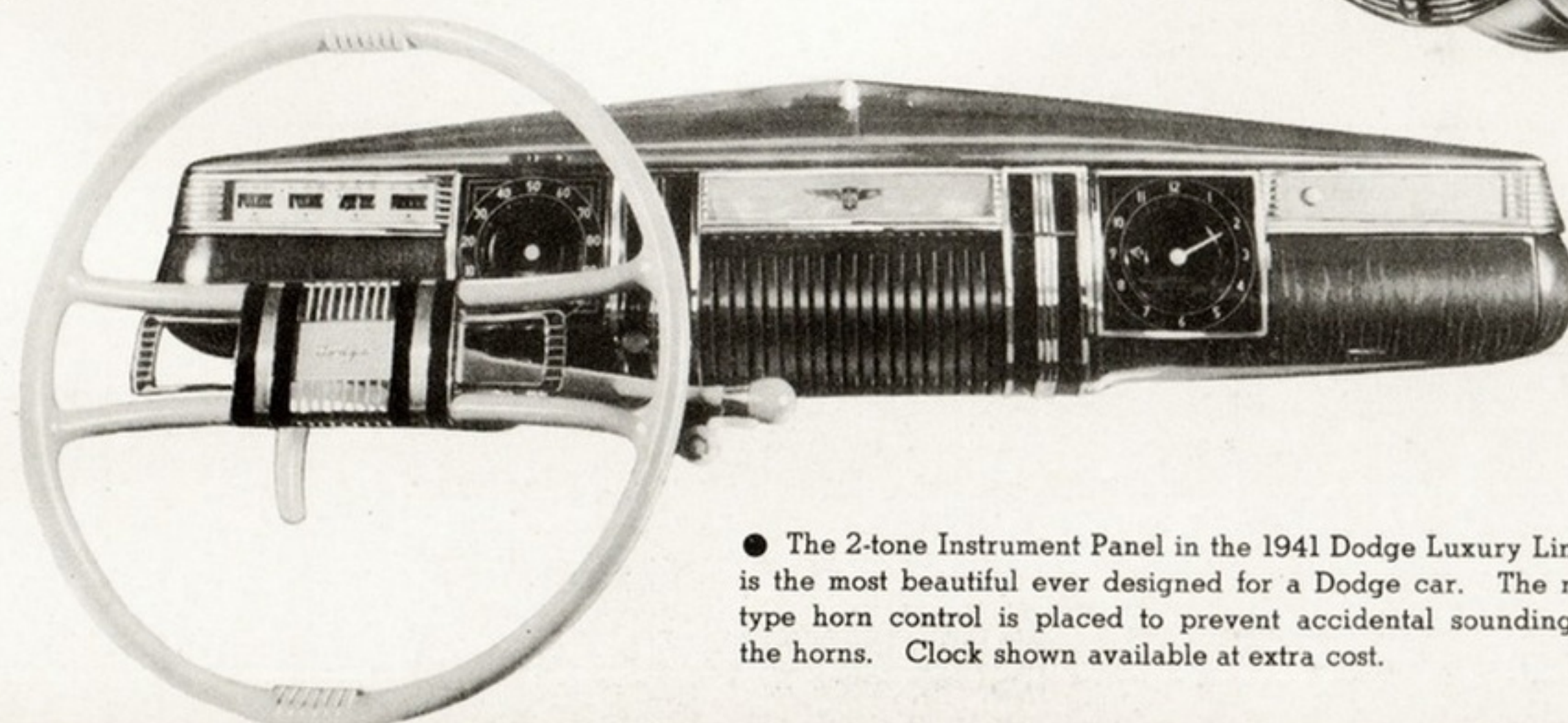


● Dodge Luxury Liners are revelations in easy driving qualities. Steering has been made even easier than before. The Luxury Liner Special has a power gear shift that reduces the effort required to shift gears.

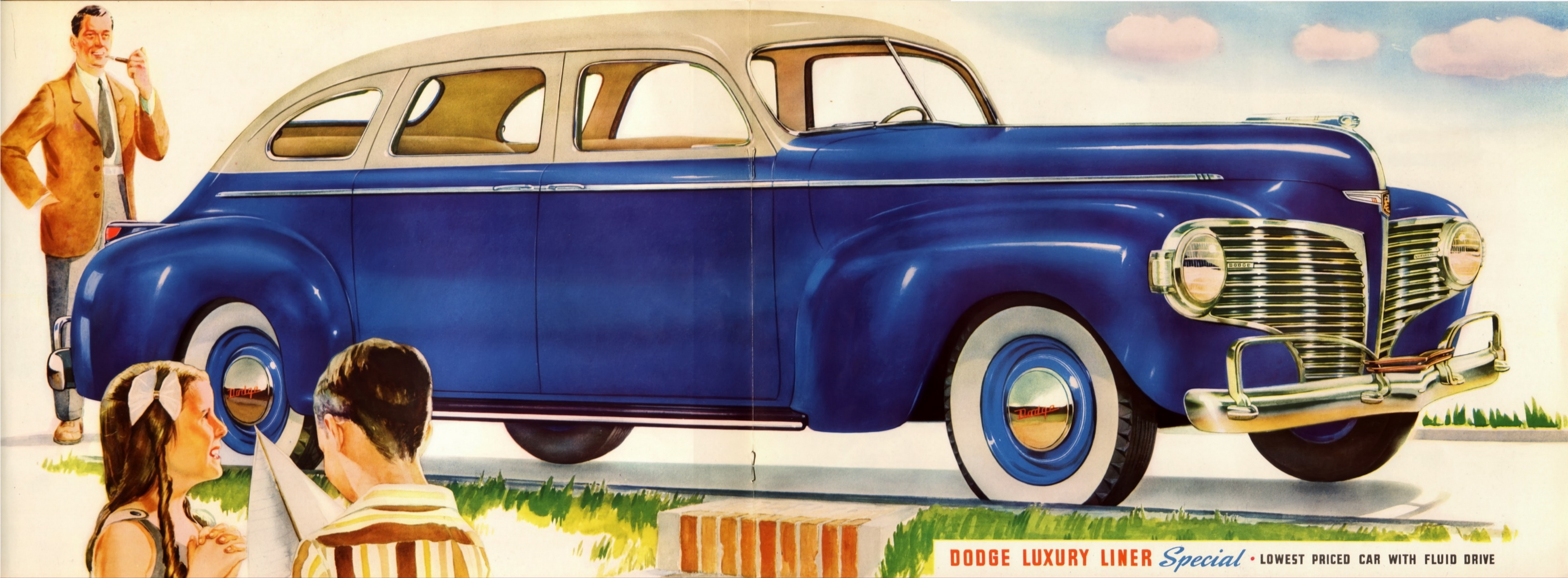


DODGE *Luxury* AND *Liner Special* LUXURY LINER

● Interiors of the Dodge Luxury Liner and the Luxury Liner Special are identical. New fabrics and pillow type upholstery make them models of comfort. Ornamentation with beautifully coloured plastics adds the beauty of a restful colour scheme. Famous Dodge chair-height seats are the enemy of driving fatigue—you sit as in your own armchair. The 1941 Luxury Liner bodies are entirely new—they are wider, longer and sit closer to the road—you must ride in them to appreciate their amazing comfort.



● The 2-tone Instrument Panel in the 1941 Dodge Luxury Liners is the most beautiful ever designed for a Dodge car. The new type horn control is placed to prevent accidental sounding of the horns. Clock shown available at extra cost.

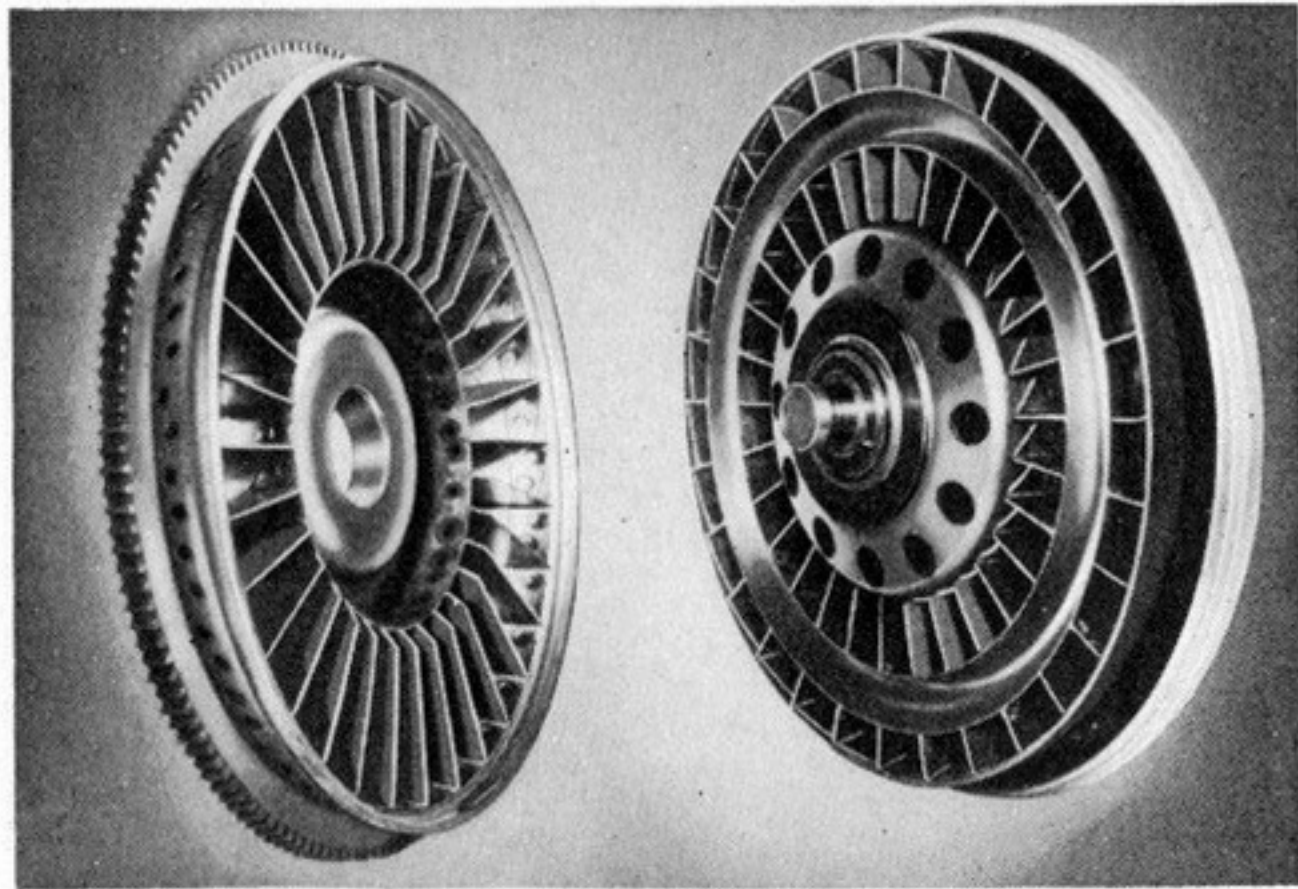


DODGE LUXURY LINER *Special* • LOWEST PRICED CAR WITH FLUID DRIVE

FLUID DRIVE

WITH POWER GEAR SHIFT

(Standard Equipment on Dodge Luxury Liner Special)



● The Dodge Luxury Liner Special is the lowest-priced car with Fluid Drive. Fluid Drive is one of the great motor car advancements of all time, ranking in fundamental importance with Hydraulic Brakes.

Like many great things, Fluid Drive is simplicity itself, both in design and operation, yet Fluid Driving is so different from ordinary driving that it is difficult to describe. It is a wholly new experience, and the only way to truly know its results is to experience them.

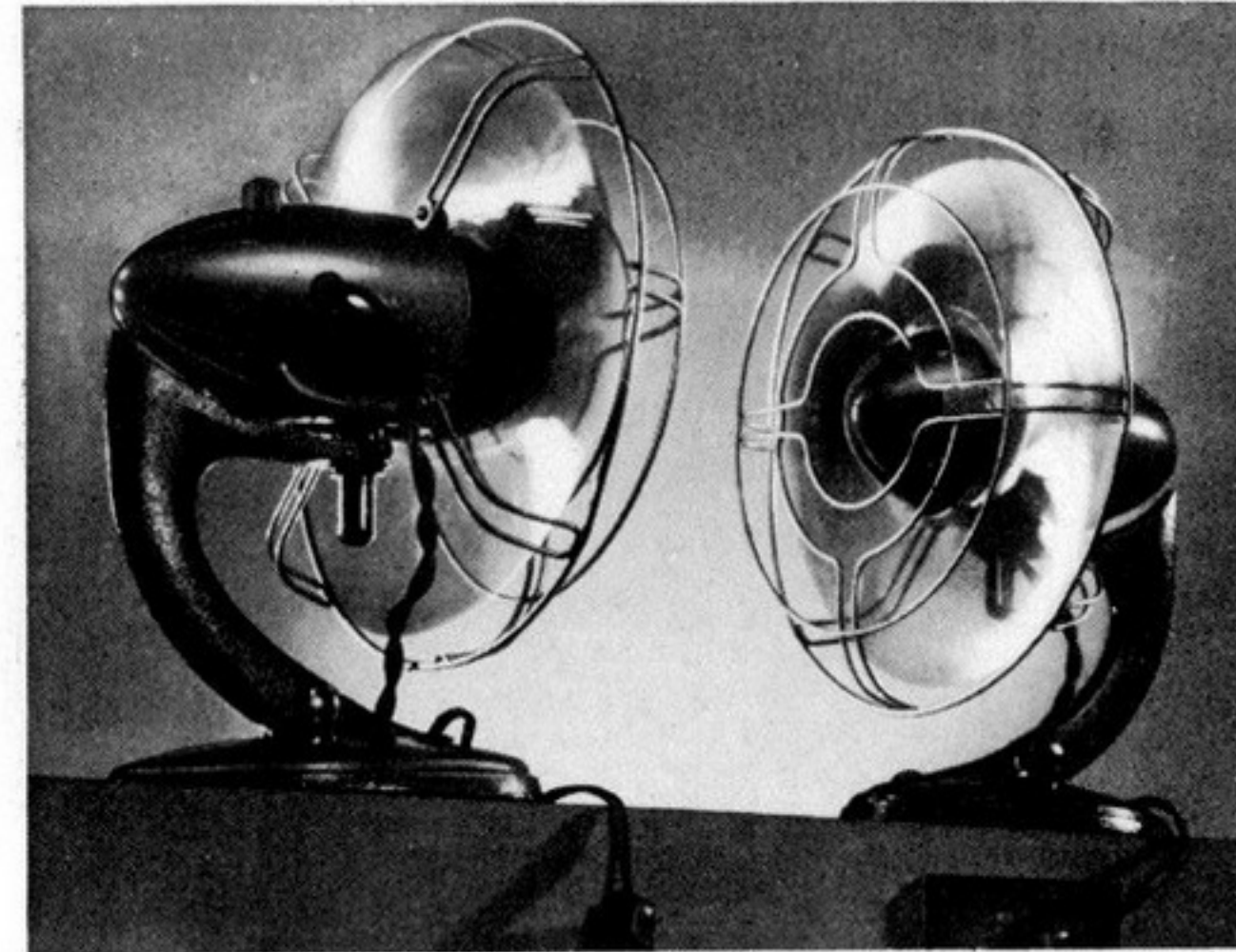
With Fluid Drive—you will seldom have to use the gear shift and the clutch pedal. Only when starting and in the heaviest kind of roads is it necessary to change gears or use the clutch.

Just get into a Luxury Liner Special and shift directly into high gear. Step on the accelerator pedal and the car moves away as smoothly as a swan in still water. When

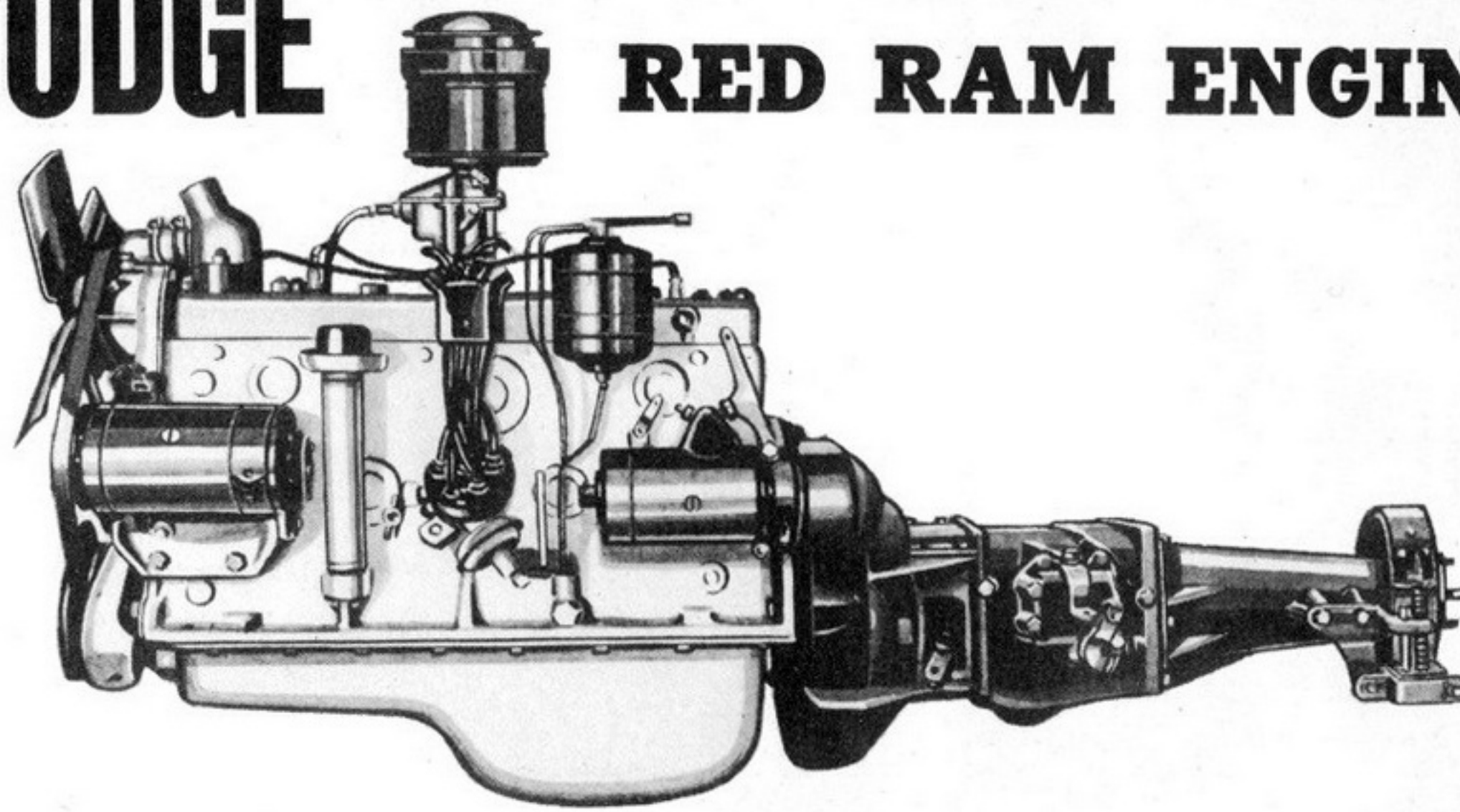
stopping just take the foot from the accelerator pedal and put it on the brake. Leave the car in high gear and don't touch the clutch. It's as simple as that.

Here is the best way to describe the operation of Fluid Drive: Place two electric fans facing each other. Operate one in the normal way, by electricity. Soon the second fan will be turning at the same speed—operated by the blast of air from the first fan. There is **transmission of power but no mechanical connection.** Fluid Drive operates in a similar manner but uses **oil** instead of **air** for the transmission of power. The Fluid Drive unit replaces the flywheel on the engine and has only two moving parts. There is nothing to wear out.

The power shifting mechanism reduces the travel of the gear shift lever to about 4 inches, and gear shifting becomes movement without effort.



FAMOUS DODGE RED RAM ENGINE

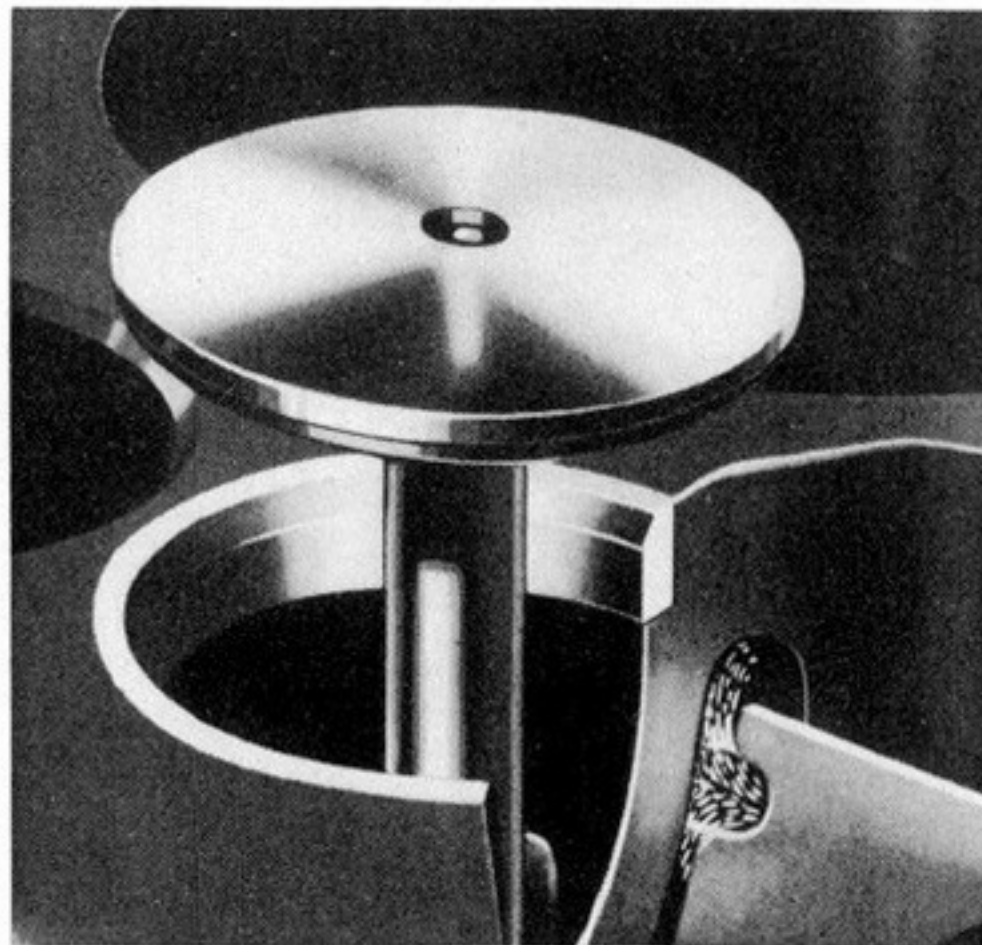


● The famous Dodge Red Ram engine has been improved in many ways. Protection against grit and dust has been increased by the use of an oil bath aircleaner and a floating oil strainer. The additional protection of an oil filter is continued. The power

rating has been stepped up. The transmission has a new second gear which provides a much quicker getaway and reduces the use of low gear. Gear shifting is easier due to the use of a trunnion-type shifting mechanism.

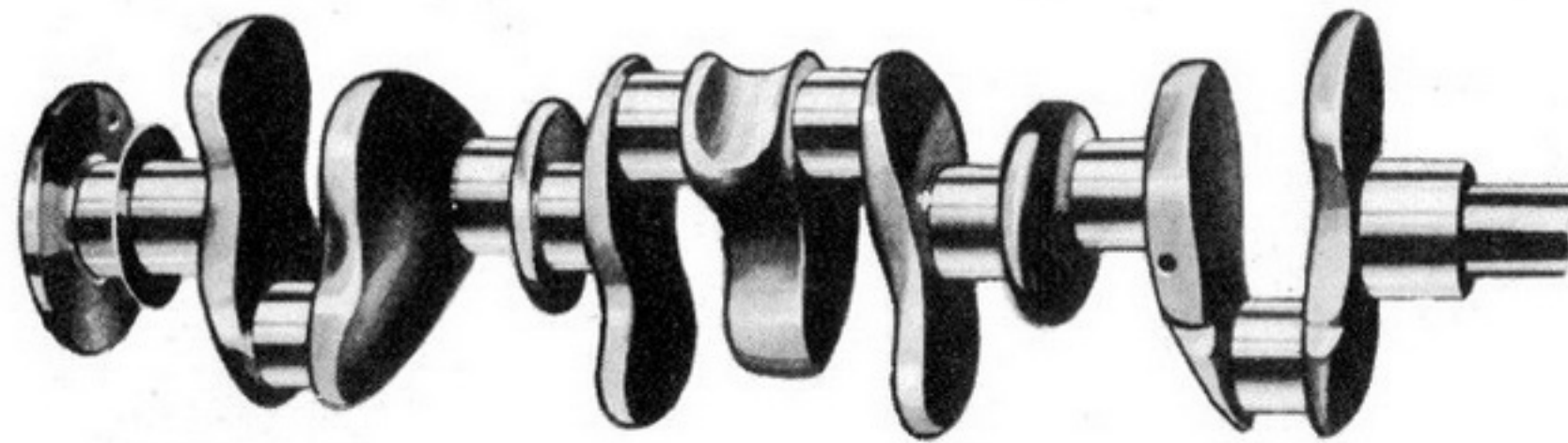


● The Dodge aluminum alloy 4-ring pistons are equipped with a new $\frac{3}{16}$ " compression ring that affords a better compression seal and prevents "blow by." This is most marked at high speeds.

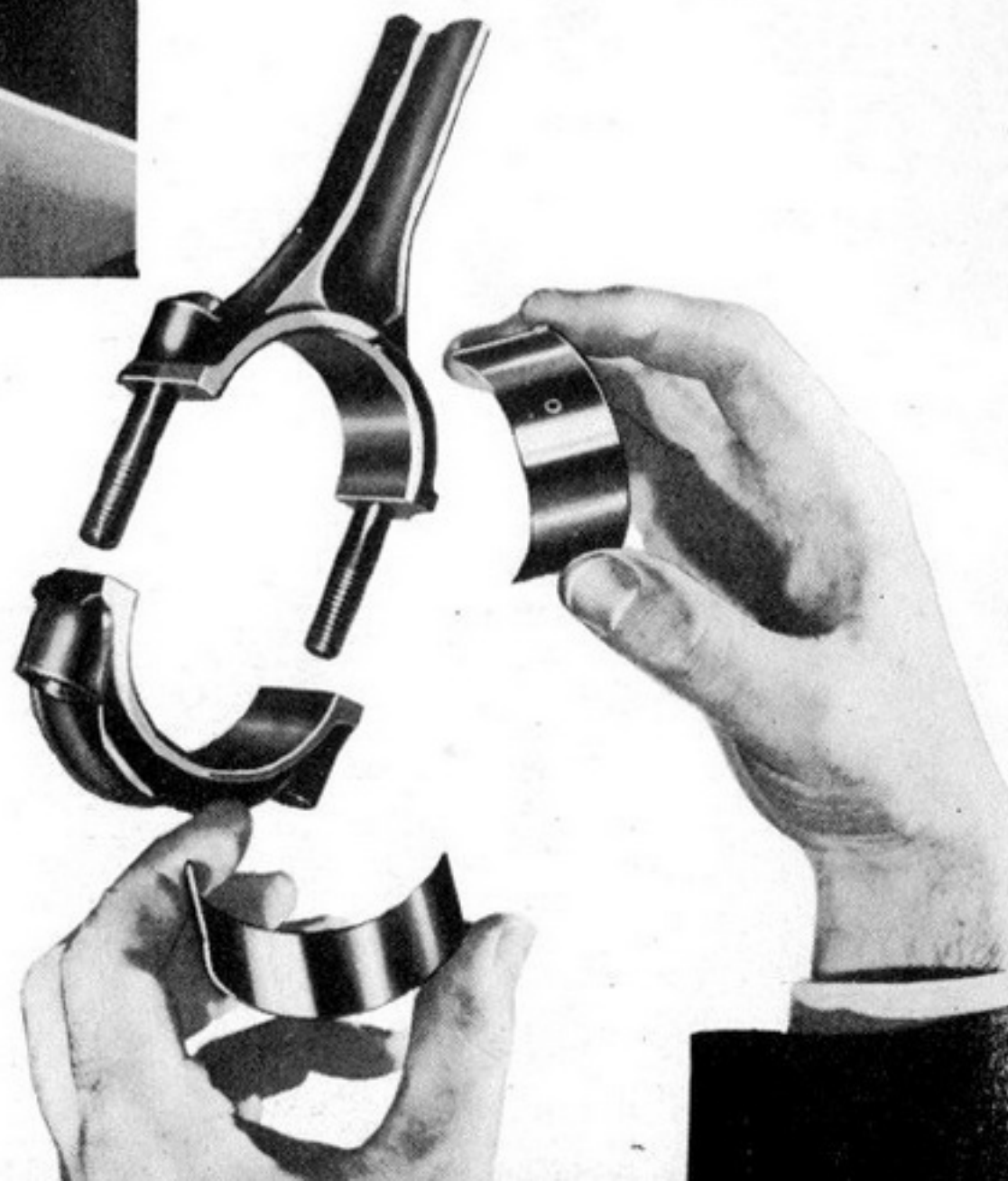


● Dodge hardened steel valve seats are kept cool by a direct spray of cool water.

● Dodge introduces for 1941 a new type of removable connecting-rod bearing, also main bearings, which increase bearing life three times.

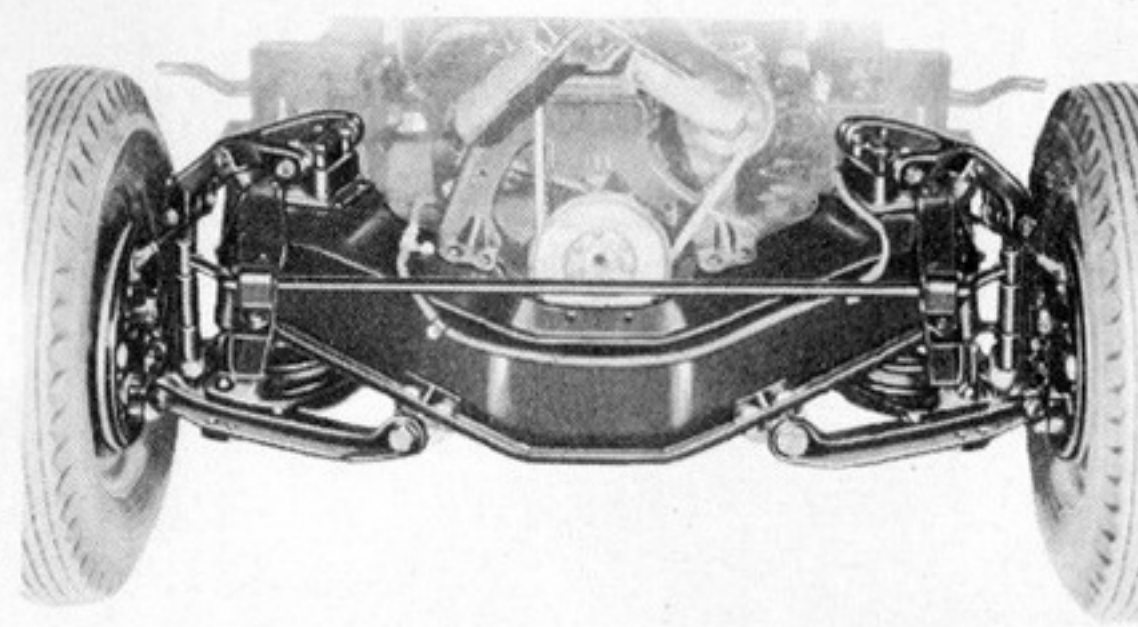


● All bearings on the Dodge crankshaft and camshaft are Superfinished. This means longer life, smoother operation and lower oil consumption. The crankshaft is the heart of a motor and nowhere is Dodge genius for honest, thorough craftsmanship more evident than in the making of this important part.

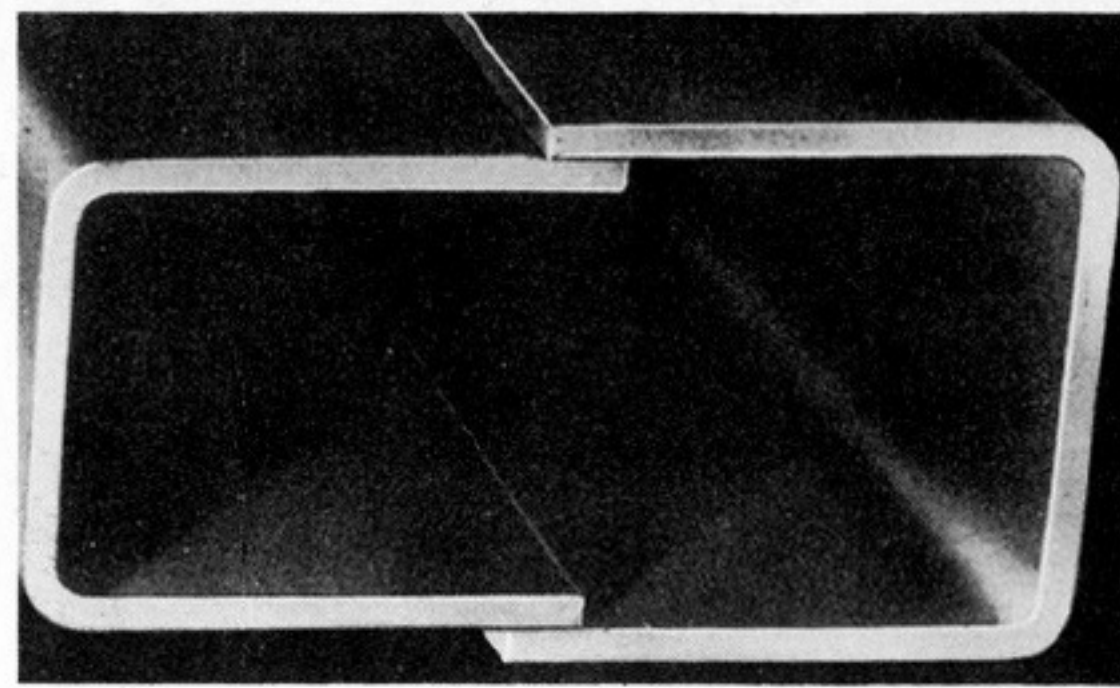


NEW DODGE TUBULAR BOX-SECTION CHASSIS FRAME

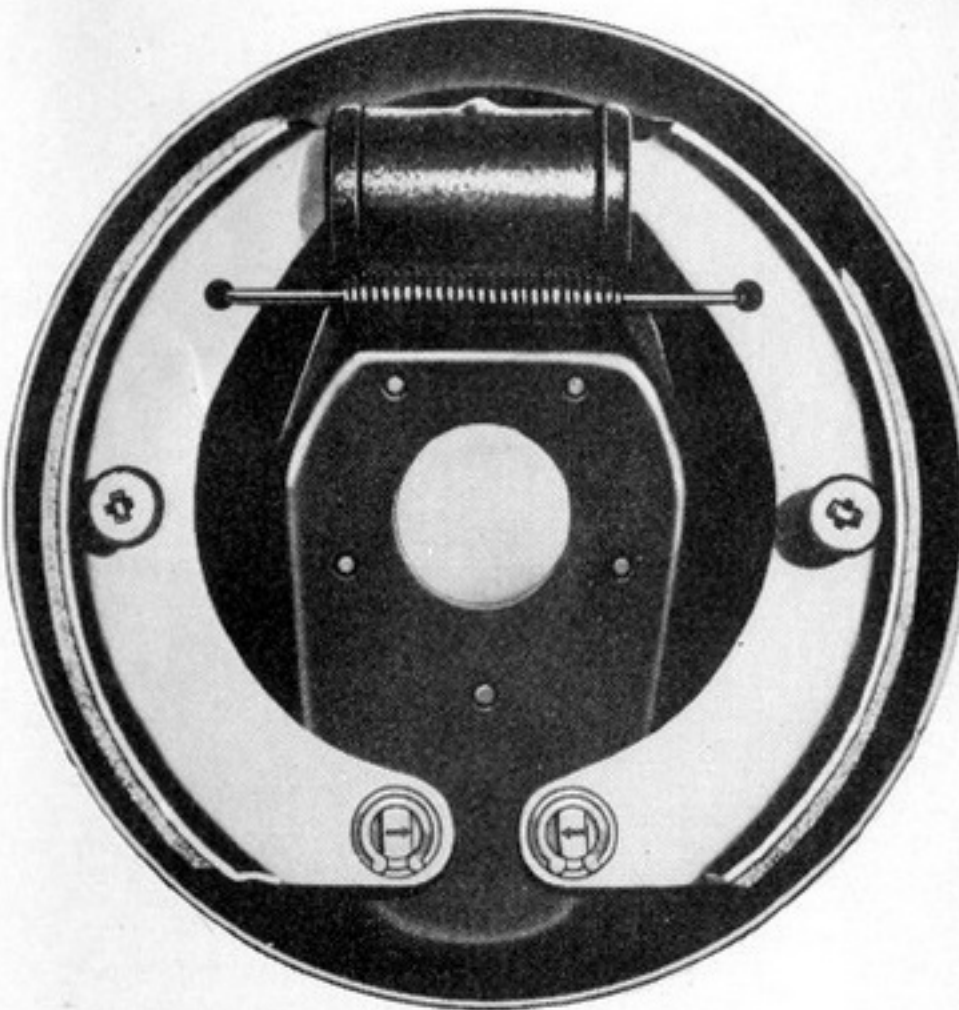
Lowers body $1\frac{1}{2}$ " without loss of road clearance



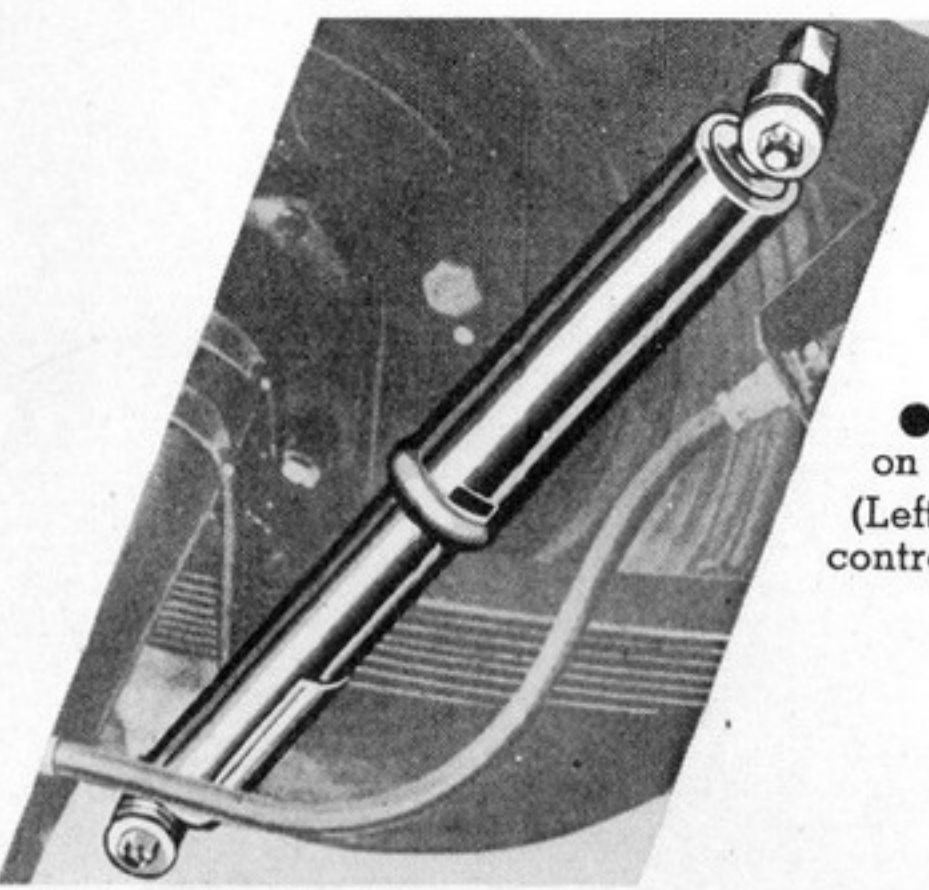
● (Left) The upper arm of the new Dodge front wheel suspension is a stamping. This gives greater rigidity with lighter weight to this vital part.



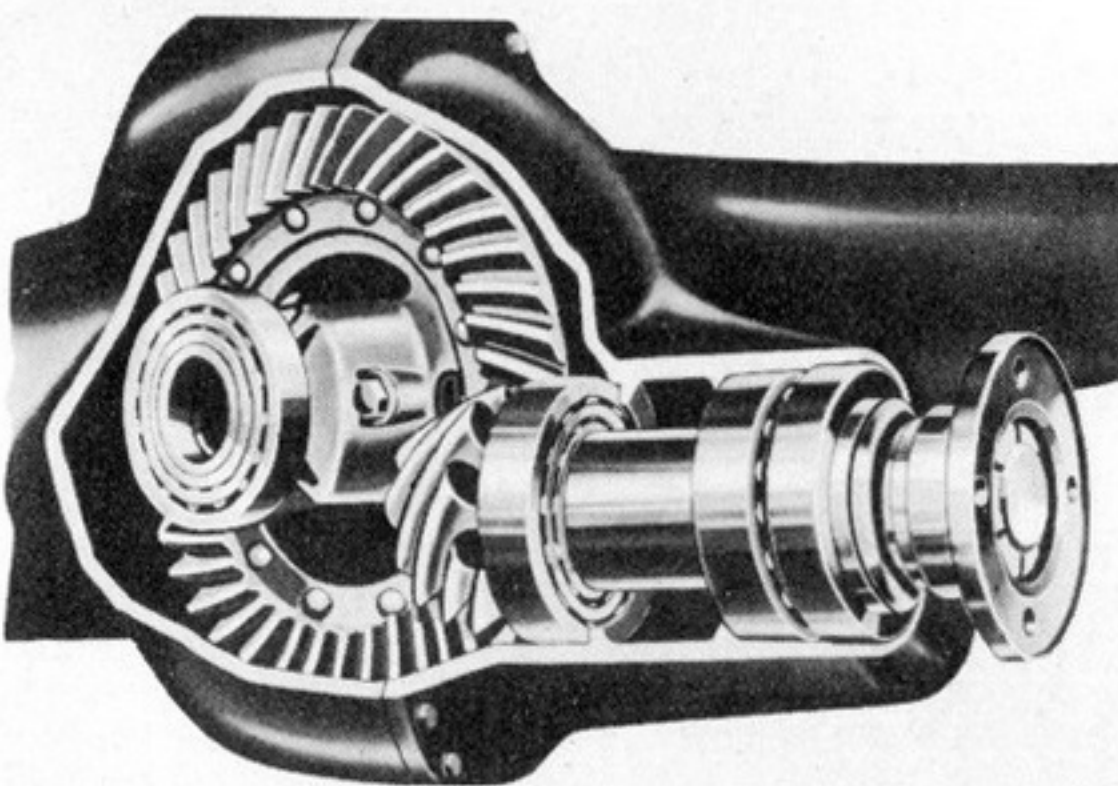
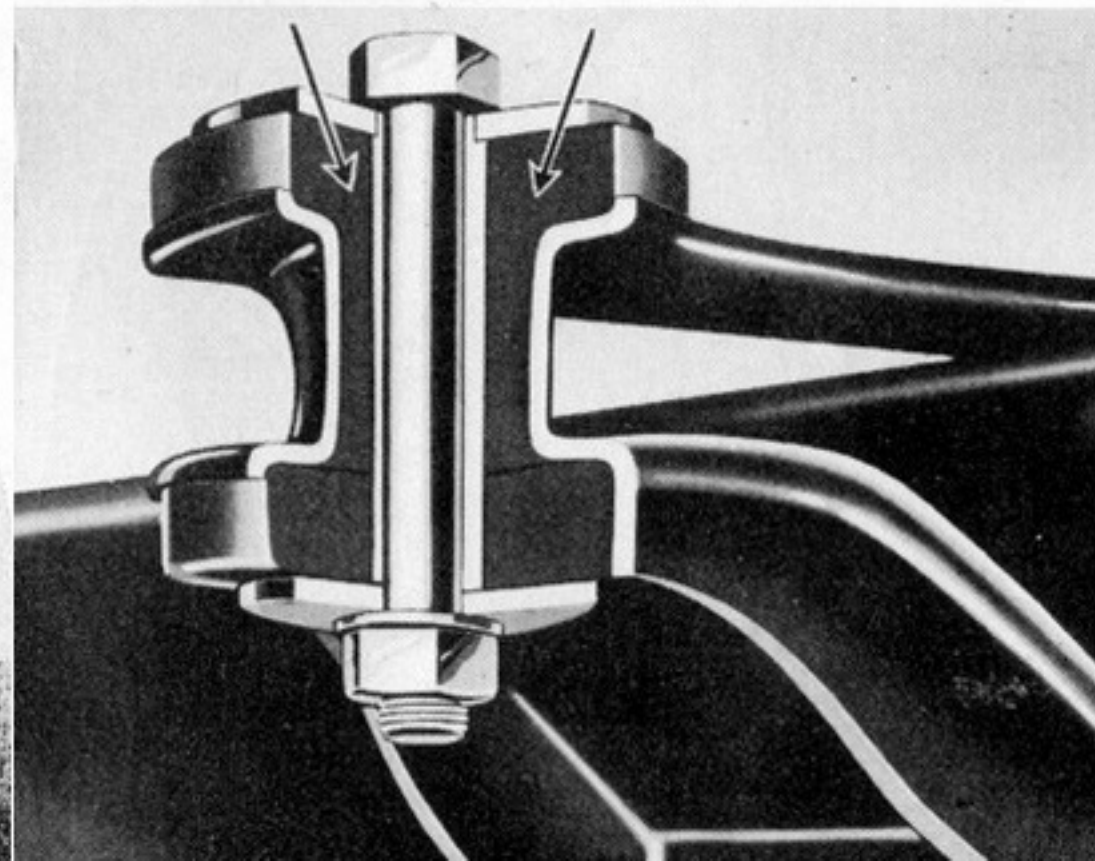
● (Above, right) The chassis frame of the new Dodge Luxury Liners is of tubular, box-section construction. This permits the body to be lowered one and one-half inches, thus lowering the centre of gravity and giving increased steadiness to the car on curves.



● (Above) A new rubber insulated shackle is used on the rear spring. It's quieter and steadier. (Left) Double-acting, airplane-type shock absorbers control spring action both front and rear.

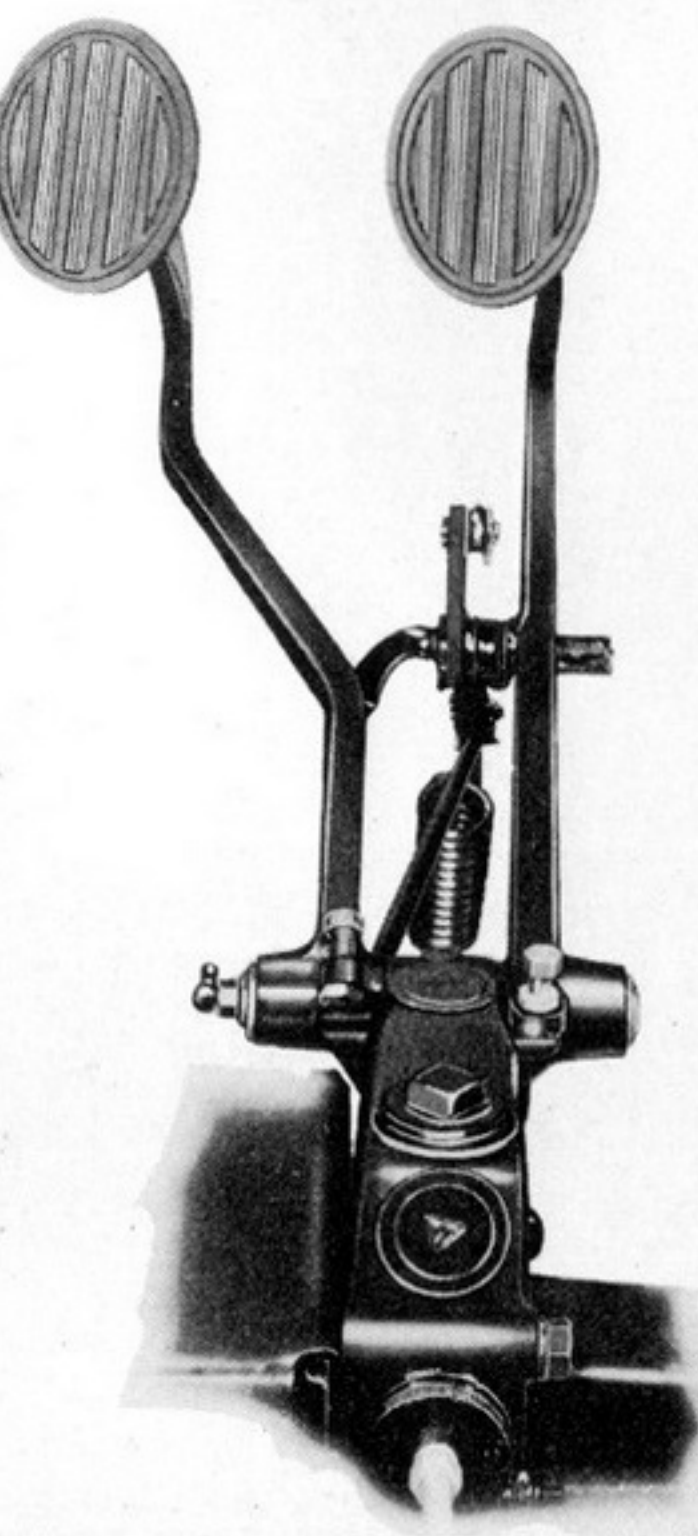


● Rubber insulated body mountings fasten the body to the frame and absorb road noises and shocks before they reach the body and passengers.



● (Above) Hypoid rear axles are quiet and long-lasting. They permit low-slung bodies.

(Right) Both brake and clutch pedals have been moved further to the left. This removes the "offset" in the brake pedal and gives a firmer thrust on the brake.



1941 DODGE LUXURY LINER SPECIAL and LUXURY LINER

● The Dodge Luxury Liner Special is equipped with Fluid Drive and Power gear shift. Otherwise the Luxury Liner and Luxury Liner Special are identical. Body types available in both lines are 4-door Sedan, 2-door Sedan, Town Sedan, 7-passenger Sedan, Coupe and Club Coupe.

EXTERIOR

The modern trend toward wider and lower automobiles is perfectly expressed in the design of the radiator grille and front end ensemble of the new Dodge Luxury Liners for 1941. Even the parking lights have been set at the side of the headlamp to carry the eye the full width of the car. The massive, new bumper group harmonizes perfectly with the grille design.

The Dodge Luxury Liner body for 1941 is completely new in design and appearance. It is $2\frac{1}{2}$ inches wider and $5\frac{1}{2}$ inches longer. The rear window is $47\frac{1}{2}\%$ larger. Due to the new tubular box-section frame the body rides $1\frac{1}{2}$ inches lower without sacrifice of either road clearance or head room. Seats are wider, due to increased flare of the body at the belt-line. In the rear seats of 4-door sedans a recess in the side wall provides still further elbow room.

Inside hardware and escutcheon plates are entirely new. Door handles point straight down so that there is less chance of a passenger opening the door by accident. New garnish mouldings harmonize with the 2-tone treatment of the instrument panel and steering wheel. The instrument panel, of a new design, is the most attractive ever built into a Dodge car. The steering wheel is of 2-spoke design with a new method of remote horn control which makes it practically impossible to sound the horns by accident.

There has been a liberal use of gleaming chrome and stainless steel on the exteriors of these Luxury Liners—wide chrome belt mouldings, wide chrome running-board moulding, chrome bead around windshield and rear window, chrome reveals on side windows. Sedans and the Club Coupe have a new spring counterbalanced luggage compartment lid. This lid requires no effort to raise and lower, and when fully opened stays there without a locking device. The new stop light is built into the rear license light group in the centre of the trunk lid. Rear windows of 2-door sedans, and rear doors of the Town Sedan have a swing-type ventilator.

New front seat adjustment is handier and much easier to operate. Front doors have a holding check that keeps doors from swinging shut when wanted open. Heat and sound insulation has been improved in all bodies.

ENGINE

A vacuum operated Power shift is standard on the Luxury Liner Special. Dodge introduces with the 1941 cars a new steel-backed removable bearing used in main and connecting-rod bearings. This new bearing lasts three times as long as former bearings. The oil bath type aircleaner is standard equipment for 1941. This device, together with the oil filter and new floating type oil strainer will greatly reduce the amount of harmful matter that can get into the engine. The new water thermostat elbow is provided with a vent that bleeds off any air that may be trapped in the cooling system. This will prevent airlocks in the heater.

The new $\frac{3}{32}$ -inch compression ring maintains a closer contact or seal with the cylinder wall. Reduction of "blow by" is considerable, especially at high speeds. Ring and groove wear is substantially reduced.

CHASSIS

The chassis frame is of tubular, box section design and is more rigid per pound of weight. It permits lowering the body $1\frac{1}{2}$ inches without loss of road clearance. A torsion sway bar is attached in front and a stabilizer running

from the rear axle housing to the body on the opposite side makes the rear seat steadier. Body mountings are of rubber spool, vibration-absorbing type, except at the dash where a rigid mounting is used to reduce body shake at this point. There is no increase in road noise in the body on this account. Weight has been shifted further forward and with slightly softer springs there has been a further improvement in the "Full Floating" ride.

Several other improvements result in less road shock and road noise: The steering arm is rubber insulated. The gas tank and its mountings are stiffer; a new type of rubber insulated shackle is used at rear of rear springs. Brake, clutch and accelerator pedals have been moved $2\frac{1}{2}$ inches away from the centre of the car, getting the accelerator pedal away from the floor tunnel. Offset in the brake pedal is eliminated, making it stiffer and with a shorter travel. Combining the simpler master brake cylinder with the brake bracket has increased the rigidity of this unit and makes brake action more positive. The pedal requires less pressure.

The battery is now under the hood and in the fan blast for greater convenience and cooling. The hood locks from inside the car. The universal joint boot is made of a new synthetic material that is more resistant to damage from oil, heat and cold, and because the joint is positively sealed will permit the continued use of the trunnion type of joint which is the best for performance with modern chassis design.

A new safety-type wheel is standard equipment, with a rim design that prevents tires coming off in case of blowouts. The transmission has a trunnion-type shift mechanism. Gear shifting is easier, due to less friction. Second gear ratio is now 1.83 instead of 1.55. This results in greater acceleration in this gear and should reduce the use of low gear. Fluid Drive will be standard equipment on the Luxury Liner Special. See elsewhere on these pages for description.

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DODGE LUXURY LINER

Special

ALSO LUXURY LINER FOR 1941

