



Again in '41 DODGE
offers Smartest New

TWO TONE



It takes Dodge to do

Two-Tone™

SAY AMERICA'S LEADING STYLE EXPERTS



Front bumper guards
furnished at slight extra cost

"It's exciting to see how Dodge makes such skillful use of colors in creating its 1941 Two-Tone Town Sedan models," says Miss Emily Jamieson, fashion artist, Lord and Taylor, New York. "The colors used in contrasting shades are themselves superbly chosen. But even more thrilling is the way this lovely Two-Tone pattern flows over the beautiful Dodge lines."

But you've got to see it yourself to appreciate how Dodge Two-Tone adds such glamorous new beauty inside and out . . . how the many new and refreshing style details that distinguish the 1941 Dodge are made even more pleasing and impressive in the Dodge Two-Tone Luxury Liner Town Sedan.



Why not compare notes with the style experts? Come in and see Dodge Two-Tone in all its lovely ensembles. See why leaders in the fashion world are saying, "It takes Dodge to do Two-Tone."

See why Peggy Morris, designer at Bergdorf Goodman, New York City, said, "In Dodge Two-Tone the exciting and pleasing contrast of shades is done in the fascinating way that Dodge has of using color. So skillfully does this color pattern blend into the sweeping body lines that the two seemingly melt together. The impression is one of complete harmony of line and color, more effective than any I've seen."

PEGGY MORRIS
designer at Bergdorf Goodman,
New York City



MISS EMILY JAMIESON
fashion artist
Lord and Taylor, New York

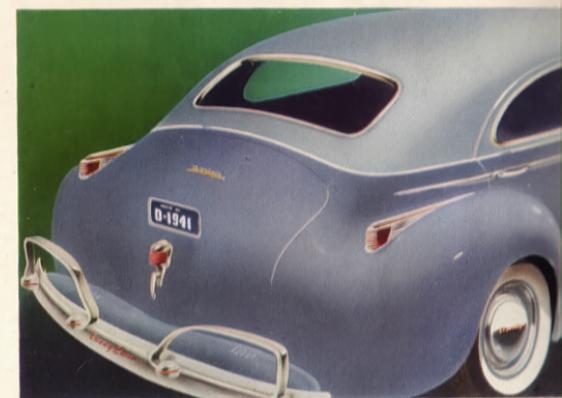


Two-Tone interior
combinations illus-
trated available only
on Custom Town
Sedan models.

In this combination, Regal Maroon and Speedwing Gray give a richness of color contrast that is truly distinctive. Inside, the cushions and lovely maroon upholstery have arm rests, assist straps, floor coverings and side panels to match . . . all beautifully set in a background of light gray. Note the "limousine-type" center arm rest that pushes up to become part of the back cushion when not in use . . . an expensive-car feature that Dodge gives you in the 1941 Two-Tone Luxury Liner Town Sedan at no extra cost!



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The beautiful sweeping lines of the Dodge rear ensemble are made even more appealing by the graceful sweep of Two-Tone shades over its pleasing contours. So artistically done that this great car is a joy to look at from any angle!

LOWEST-PRICED CAR IN THE WORLD WITH

Fluid Drive



ENJOY THE *Triple Thrill* OF FLUID DRIVE

- 1 **Shift or Not, As You Like!** Nothing new to learn. Simply less to do. Greater comfort—added safety.
- 2 **Great in Traffic!** You start and stop as smoothly as with electric power. No jerk or jar. And when you want it, a flick of your finger into the get-away gear gives you a burst of speed.
- 3 **The Smoothness of Oil!** Power from the engine is transmitted to rear wheels through a shock-absorbing cushion of oil. Combined with Floating Power, Dodge Fluid Drive gives unbelievable smoothness, ease of handling and much longer car life and this of course means famous Dodge economy.

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