

1939 DODGE *Luxury Liner*

DODGE'S SILVER ANNIVERSARY TRIUMPH



AMERICA'S NEW

Luxury Liner

THE NEW 1939 DODGE

A car bids for the spotlight or public attention. It's the new Dodge Luxury Liner... Dodge's Silver Anniversary Triumph... a bigger, finer Dodge at a surprisingly low price!

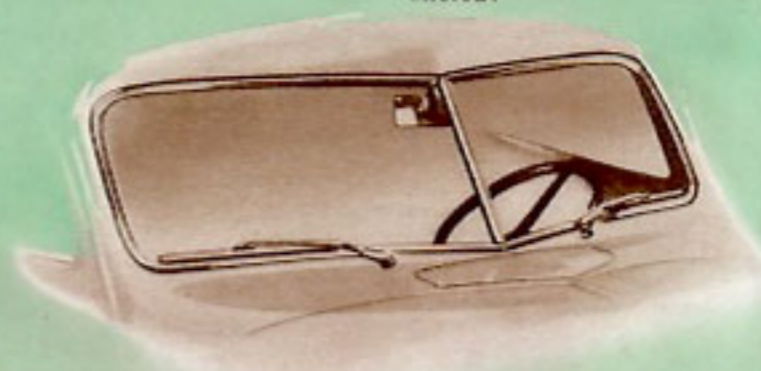
It's new in design, new in beauty, new in styling! And under its flashing exterior are many brilliant new engineering ideas that make riding and driving a greater joy than ever. The whole exciting story is here in words and pictures. Don't miss it! It's a pleasure just to read about the new Luxury Liner and all it has to offer!



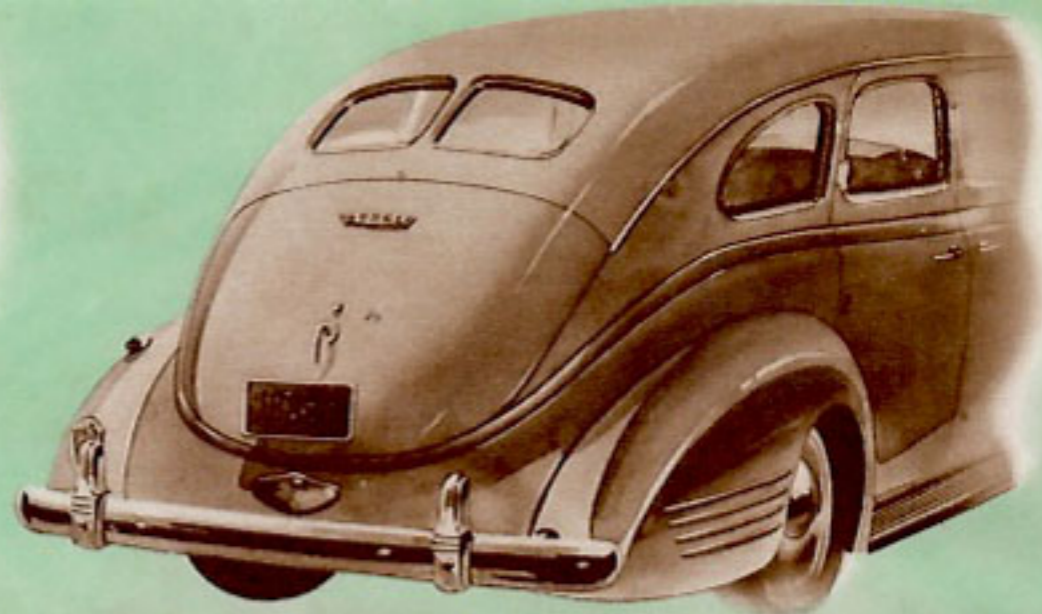
NEW EASY WAY to shift gears —with a perfected handy control near the steering wheel! Say good-bye to the old-style shift rod that cluttered the front floor. Now you shift near the steering wheel—quickly, easily!



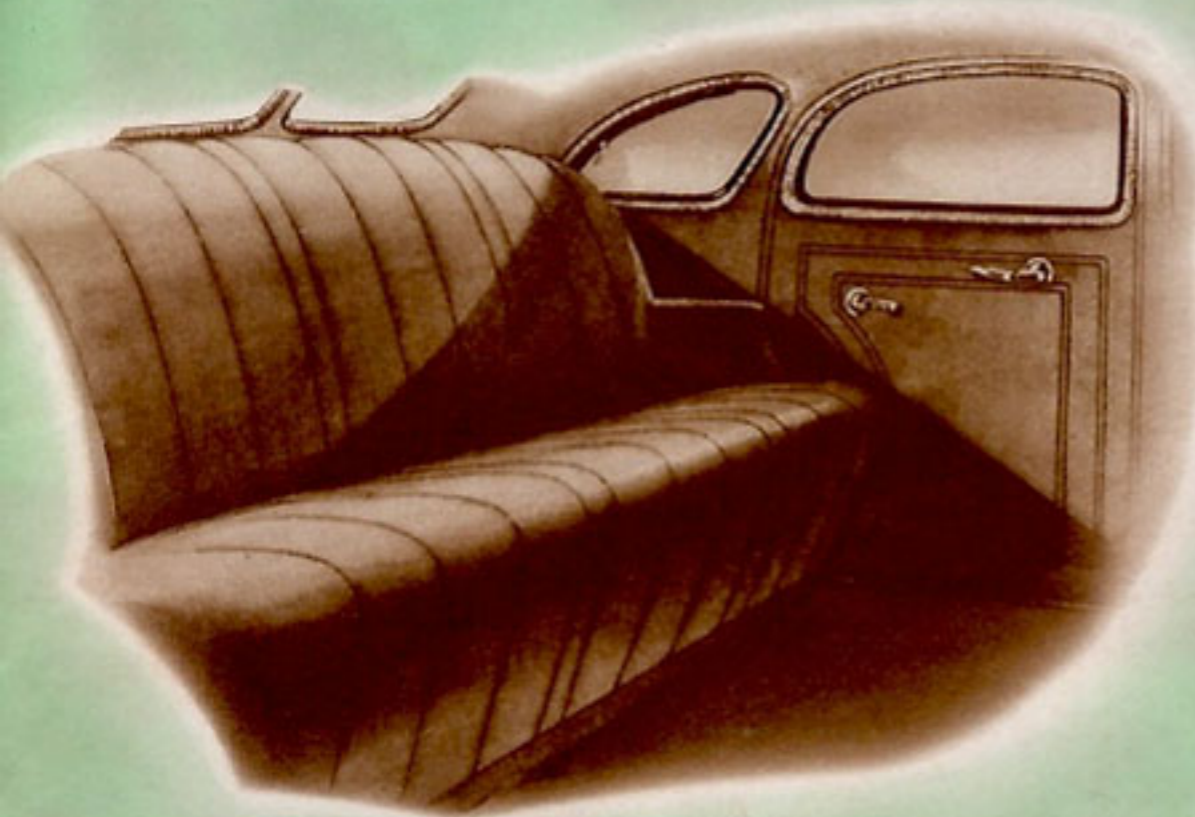
NEW "AIRPLANE-VISION" windshield! 23 per cent more safety glass area! Two windshield wipers are standard. Driven electrically at constant speed, their cleaning sweep is the greatest Dodge has ever offered!



EASY TO CLOSE doors! New rotary door lock eliminates need for slamming — permits Dodge doors to close with a gentle click!



BEAUTIFUL SLOPING LINES of rear ensemble flow from top to tail-light in one unbroken contour—*completely conceal* the new type Dodge luggage compartment which is actually 27% larger than old "trunk style" compartment!

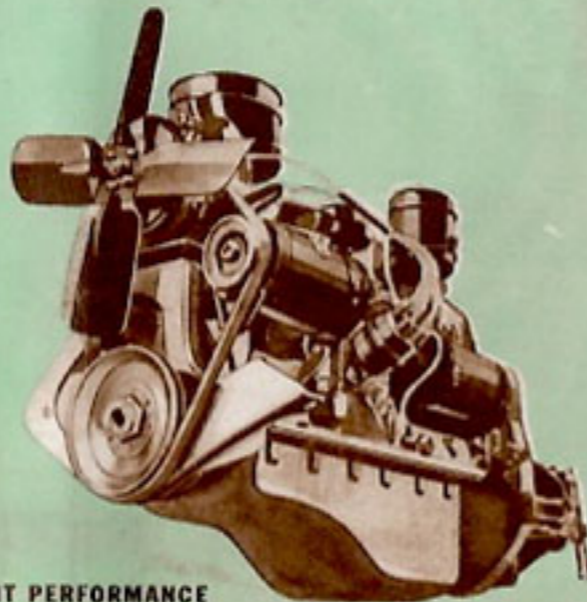


A NEW HIGH IN LUXURY! Deep-cushioned, lounge-type, Chair-Height Seats... gorgeous new upholstery...stunning new hardware... plus many other refinements make this new Dodge every inch a Luxury Liner!

NEW "JEWEL CASE" INSTRUMENT PANEL—most beautiful ever built into any Dodge car! New "Safety Light" Speedometer with bead on speed indicator which glows green up to 30 miles per hour; amber from 30 to 50; and red beyond 50—keeps you mindful of the speed you're traveling!



BRILLIANT PERFORMANCE and a money-saver, too! The Dodge Floating Power Engine—"Dynamite in Kid Gloves!"—gives you all the gas and oil saving features which have won for Dodge its reputation as a great money-saver!

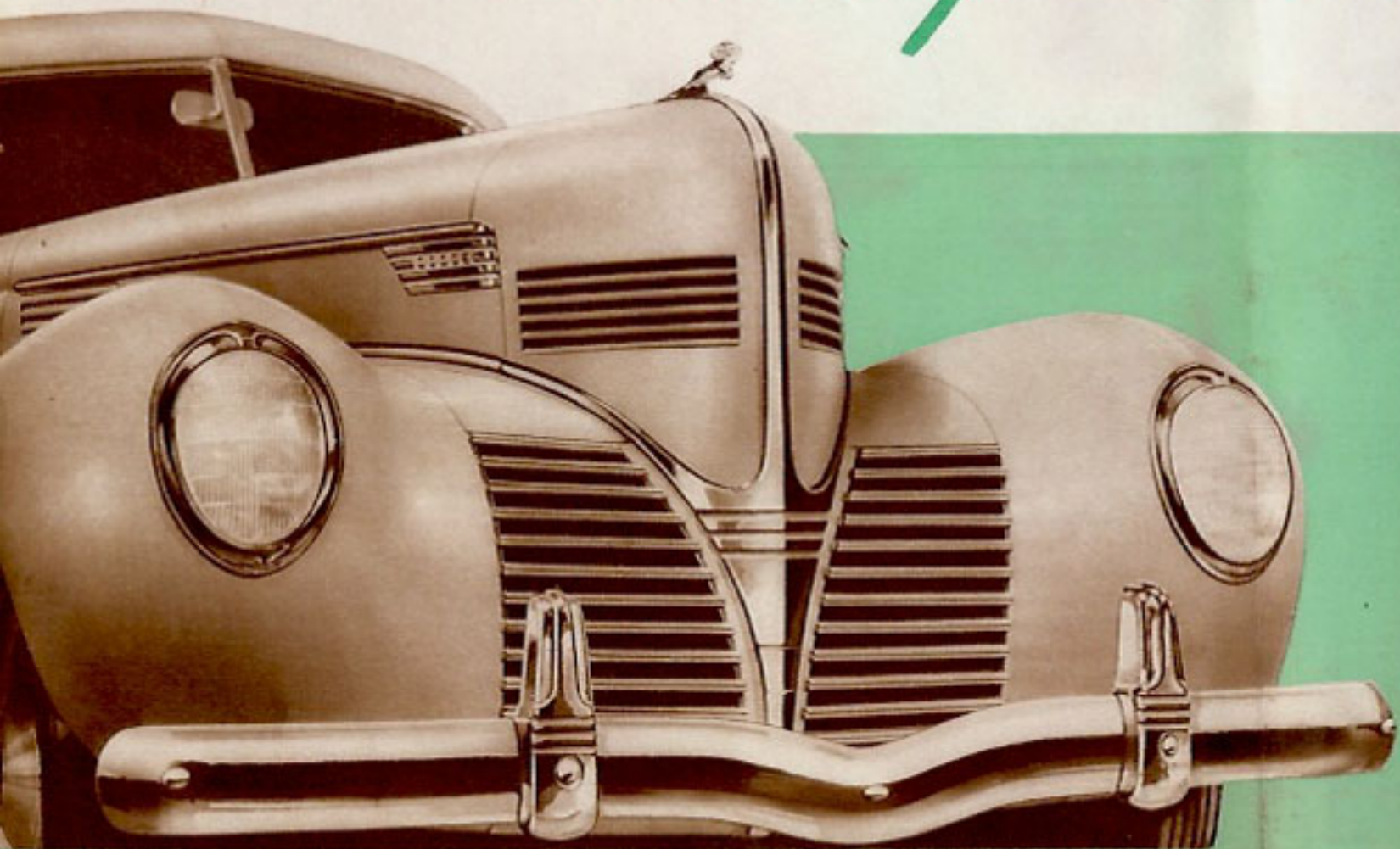


NEW INDIVIDUAL-ACTION Front Wheel Springing with spiral-type Amola Steel springs, levels out rough roads —gives you a new sensation of driving sureness!

*A Bigger, Finer
Dodge at
a Surprisingly
Low Price!*



A thrilling New Kind of Dodge.



LIKE A BIRD IN FLIGHT! Swift and beauty go hand-in-hand in the design of the most stunning Dodge front ensemble ever built! Headlamps are mounted in the front fenders which flow outward with the grace of an eagle in

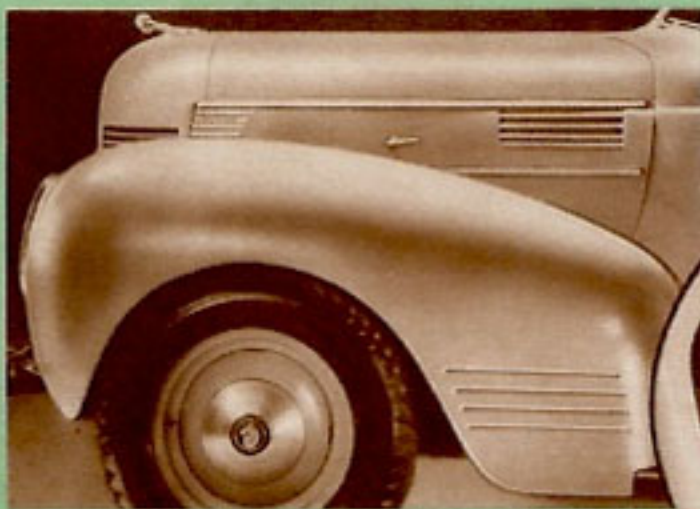
flight. A striking chromium band flows downward from the radiator ornament to be flanked on either side by handsome chrome grille work. No wonder motorists will say: "It's a Luxury Liner in every sense of the word!"



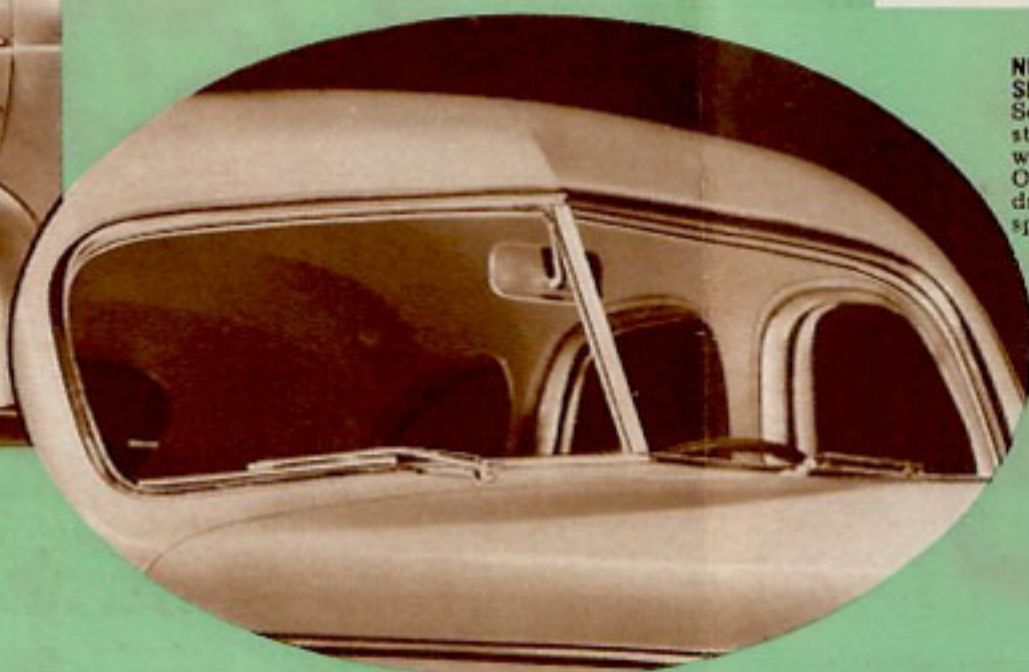
NEW STYLING OF REAR ENSEMBLE. See how gracefully the windstreamed body lines flow from top to tail-light in one smooth, unbroken contour—how they *completely conceal* the new type Dodge luggage compartment which is actually 27% larger than old "trunk style" compartment!



SEE HOW WINDOWS, TOO, have been especially designed and shaped to blend with the graceful windstreamed lines that distinguish the over-all beauty of this new 1939 Dodge Luxury Liner. Even the top hinge of the front door is entirely concealed for better appearance and to cut down wind noise!



NEW FENDERS thrust forward in a curve that denotes speed and strength. New wheel-type hubcaps and tires with circular flutings on the sidewalls add to the speed *motif*—give this new Dodge Luxury Liner an appearance of fleetness and motion even while the car is standing still!



NEW "AIRPLANE-VISION" V-TYPE WINDSHIELD has 23% more safety glass area! See how gracefully it blends into the windstream design of the hood and body! Two windshield wipers are standard equipment. Operating from the bottom, they are driven by an electric motor at constant speed.



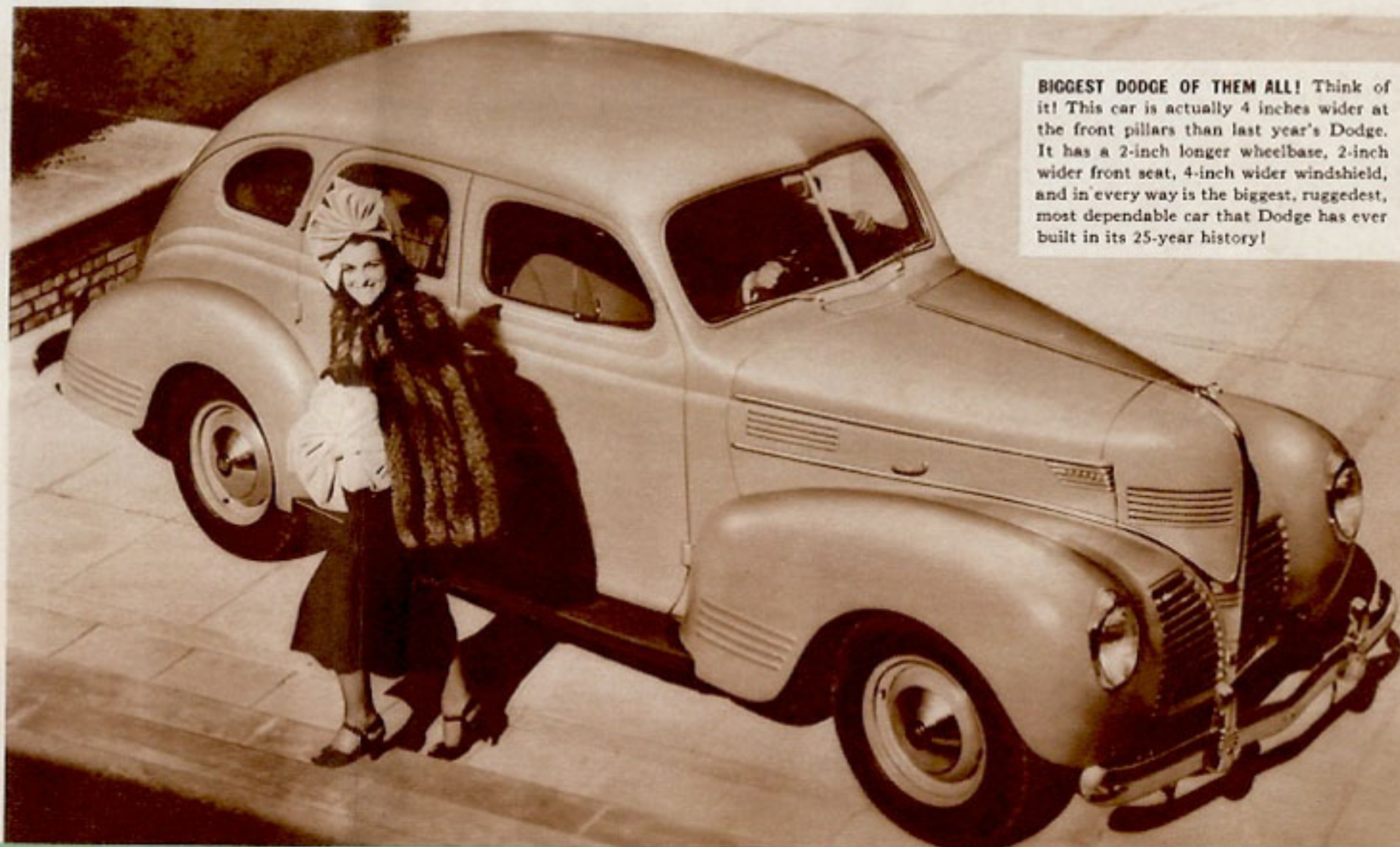
INSIGNIA OF DISTINCTION—You'll like the new, smartly designed Dodge insignia that so colorfully set off the hood, and lend a note of distinction that you'll be proud to have people see. Here is just another touch to complete the striking smartness of this brilliant new car!

No wonder it's called a *Luxury Liner!*

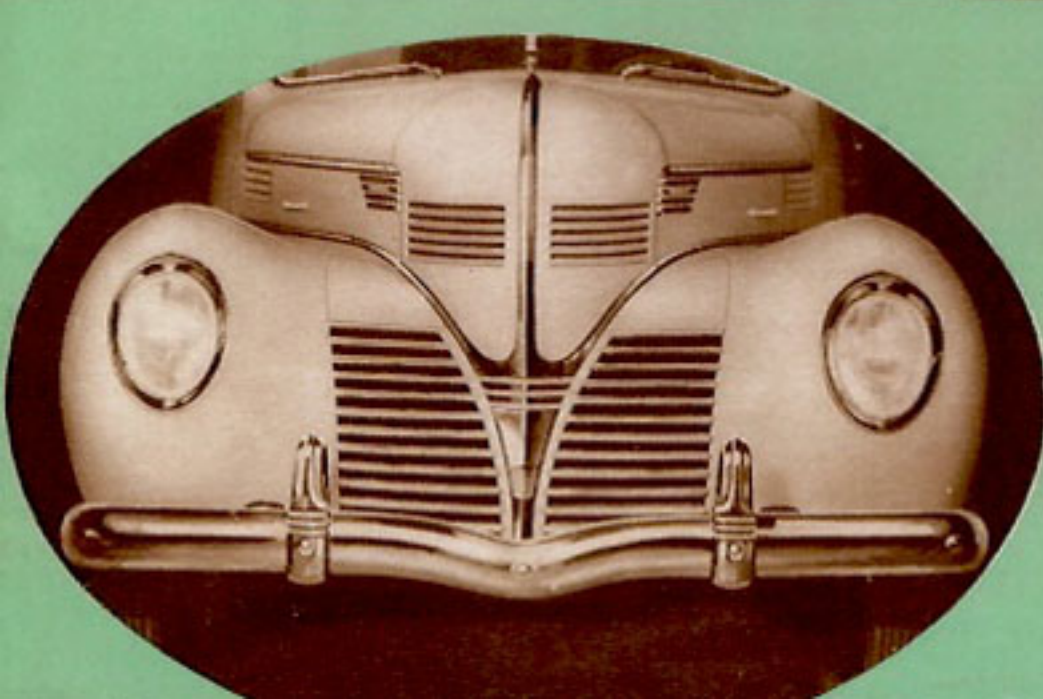
NEVER before has any Dodge car offered so much that is new and different! Thanks to a great engineering staff, there are more scientific advances in the new Luxury Liner than in any single new car Dodge has ever produced! Improvements that mean greater riding comfort, greater driving ease, greater safety, amazing economy of operation!

And beauty? *Both* men and women will say: "It's a real Luxury Liner in every sense of the word!" An exciting new front ensemble...sleek, wind-streamed beauty from headlights to tail-light...deep-cushioned, lounge-type, Chair-Height seats...gorgeous new upholstery...handsome "Jewel Case" instrument panel...plus many more new refinements that one must see to appreciate!

WHAT AN EYEFUL! Head-on view of this new Luxury Liner brings out both beauty and solidity of new front end. Note the bold chromium band leading down from the new radiator ornament and flanked on either side by striking new chromium grilles in the catwalks.



BIGGEST DODGE OF THEM ALL! Think of it! This car is actually 4 inches wider at the front pillars than last year's Dodge. It has a 2-inch longer wheelbase, 2-inch wider front seat, 4-inch wider windshield, and in every way is the biggest, ruggedest, most dependable car that Dodge has ever built in its 25-year history!



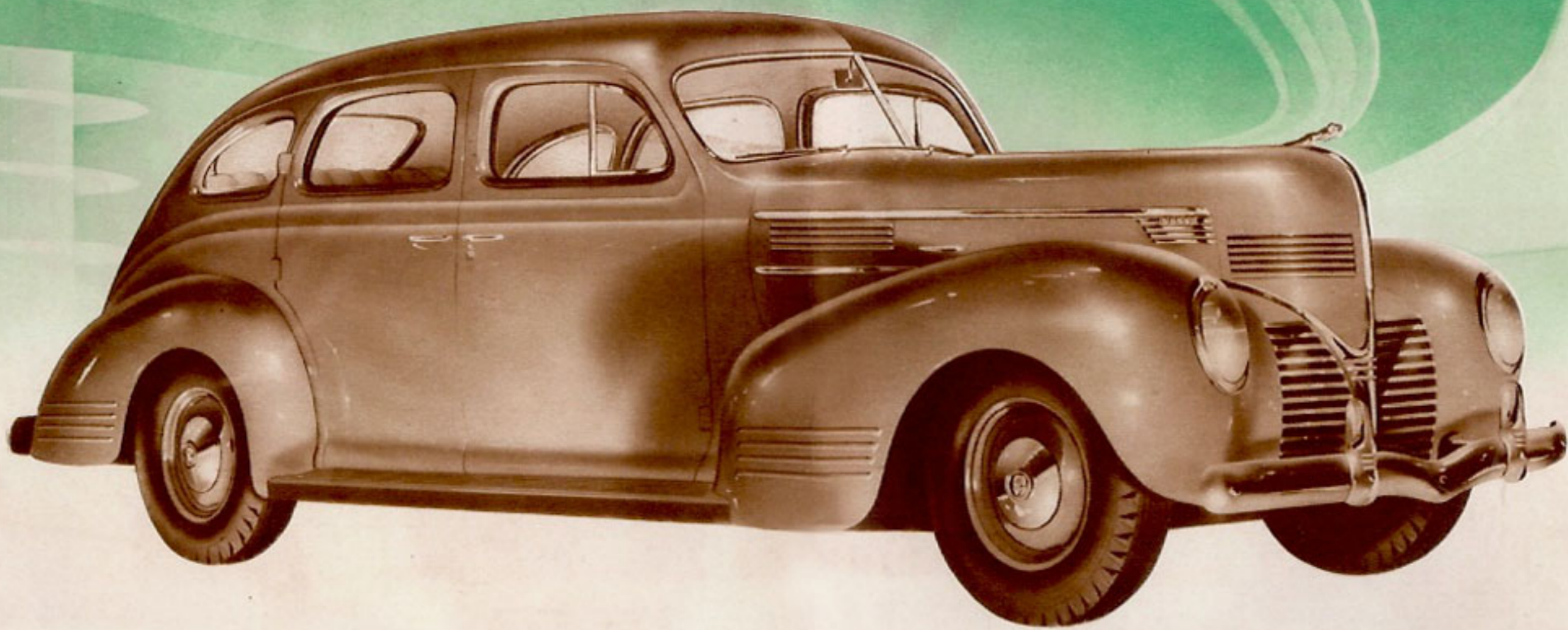
HEADLAMPS in front fenders not only add a new beauty touch, but, as they are 13 inches farther apart and are closer to the road, they contribute to safer night driving, particularly in rain, fog and dust!



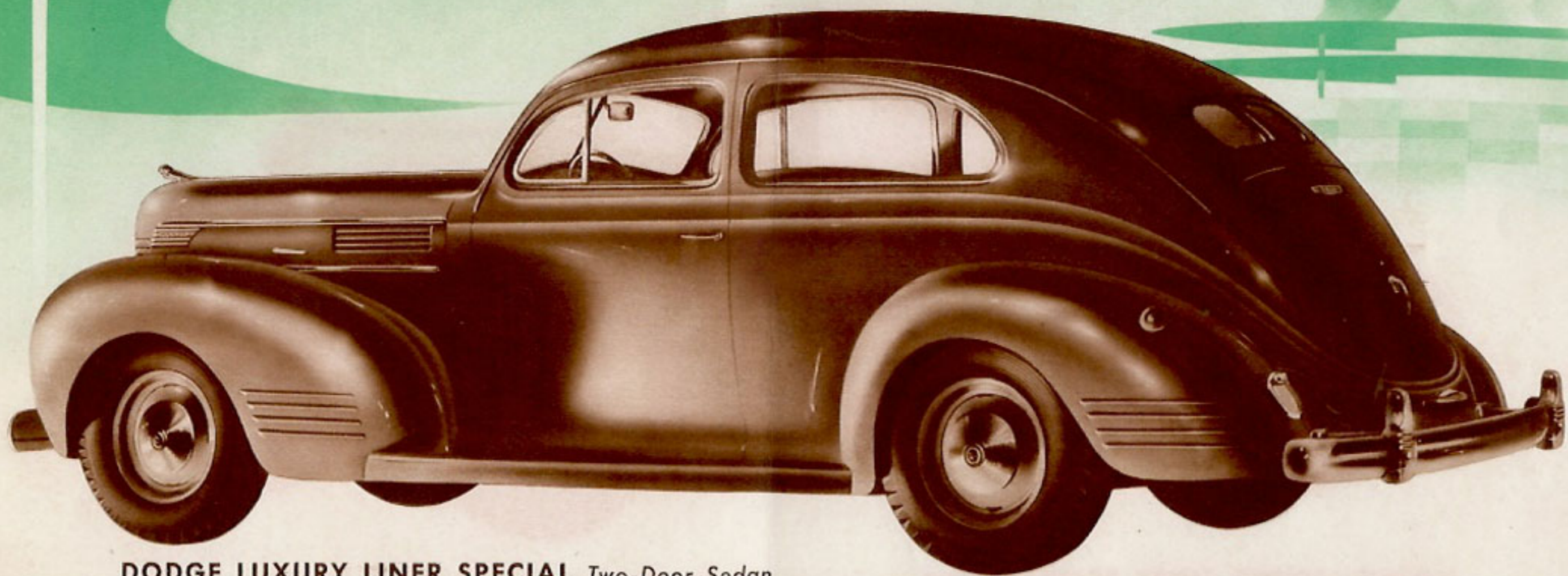
IN KEEPING with the true windstream design of this new 1939 Dodge Luxury Liner, even the tail lamps are recessed! See how gracefully this tail lamp blends into the windstreaming of the fender!



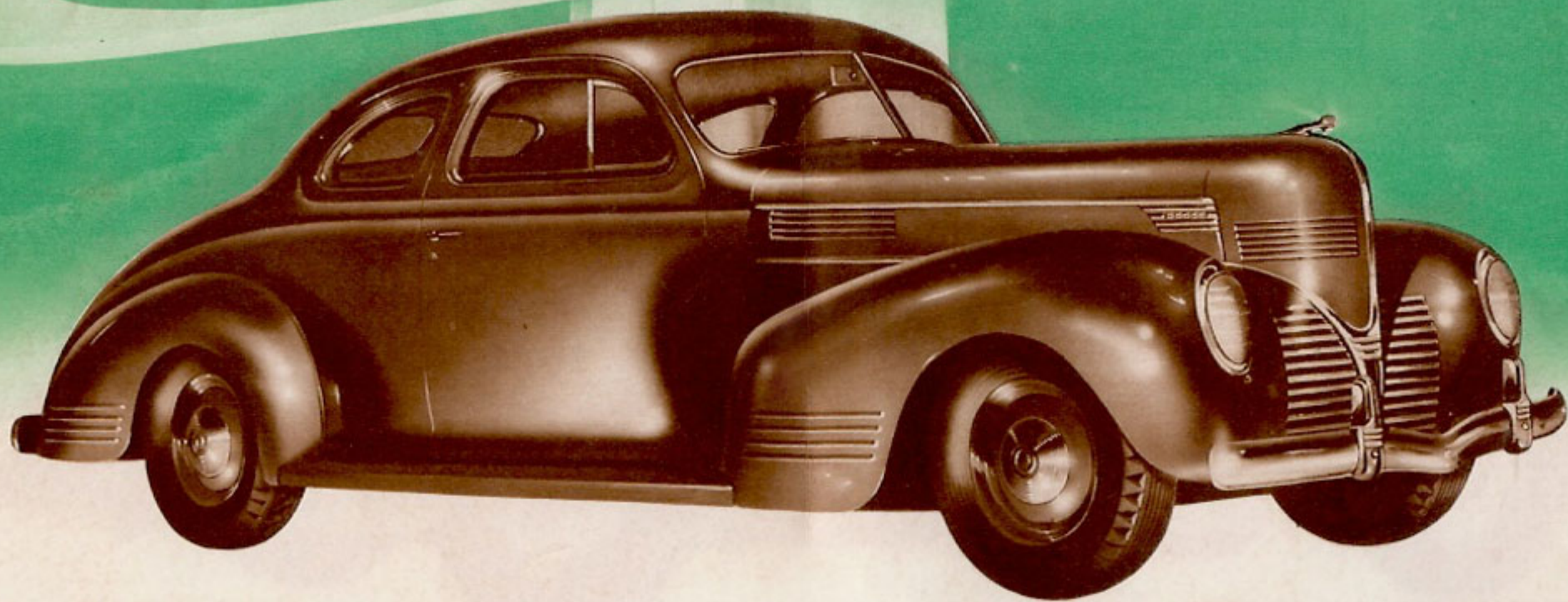
NEW DEPENDENAMEL FINISH!—It is *baked* on the metal surface, and retains its original natural enamel lustre without dulling. Resists checking, chipping and flaking!



DODGE LUXURY LINER SPECIAL *Four-Door Sedan*



DODGE LUXURY LINER SPECIAL *Two-Door Sedan*



DODGE LUXURY LINER SPECIAL Coupe

Imagine all this Luxury in a Car priced as Low as Dodge!



Truly a Luxury Liner in every detail and fitting! Here are style and beauty, smartness and luxury that you have never found in any Dodge before!

Wide, roomy, lounge-type Chair-Height Seats are covered with deep, soft upholstery. Side trim is of deep luxurious fabric—long-wearing, as well

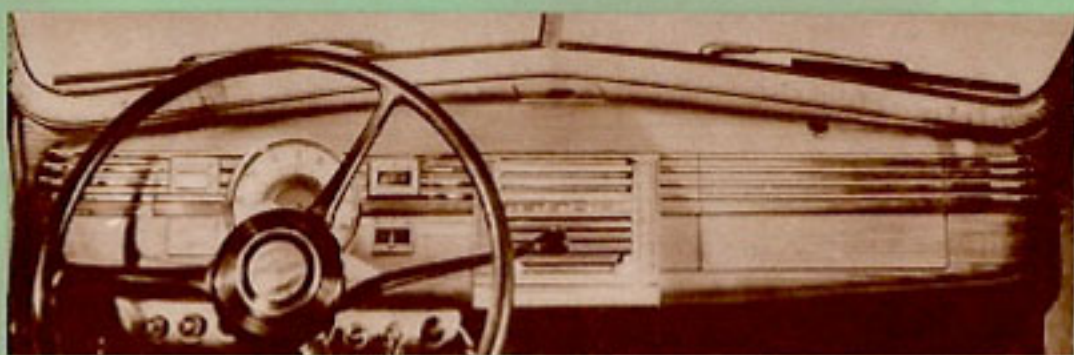
as the last word in modern smartness. New "Jewel Case" Instrument Panel...new brighter reading lamp...spacious package shelf behind rear seat...every refinement, every appointment reflects the skill and artistry that went into the creation of the interior of this new Dodge Luxury Liner!



NEW BRIGHTER READING LAMP! A new reading light with a special new prism-type lens transmits far more light than ordinary lens without making use of larger, battery-draining bulbs.



CONVENIENT package compartment on dash. Plenty of room for maps, gloves, purse and small packages... just another touch that makes this new 1939 Dodge every inch a Luxury Liner!



NEW "JEWEL CASE" INSTRUMENT PANEL! A masterpiece of design and beauty—yet practical in its scientific arrangement and grouping of instruments and controls. All instruments grouped in front of driver. Two-stage light intensity for maximum readability under all driving conditions.

CONVENIENT PACKAGE SHELF! Large, convenient package shelf—designed to harmonize with the advanced style of the new Dodge Luxury Liner—is provided behind the rear seat of all Dodge sedans.



ALL CLEAR IN FRONT! Look at this big, roomy driving compartment with the floor entirely clear of the old-fashioned gearshift lever! Plenty of room for three with no "straddling"! Even the parking brake is out of the way under the dash. Easier than ever to get in and out of this new Dodge. What's more, the driver can now easily enter from the curb—or "safe" side!

DISTINGUISHED hardware appointments as artistically designed as fine table silver!

ATTRACTIVE NEW ash receiver located in back of front seat of Dodge 4-door sedans for convenience of rear seat passengers.

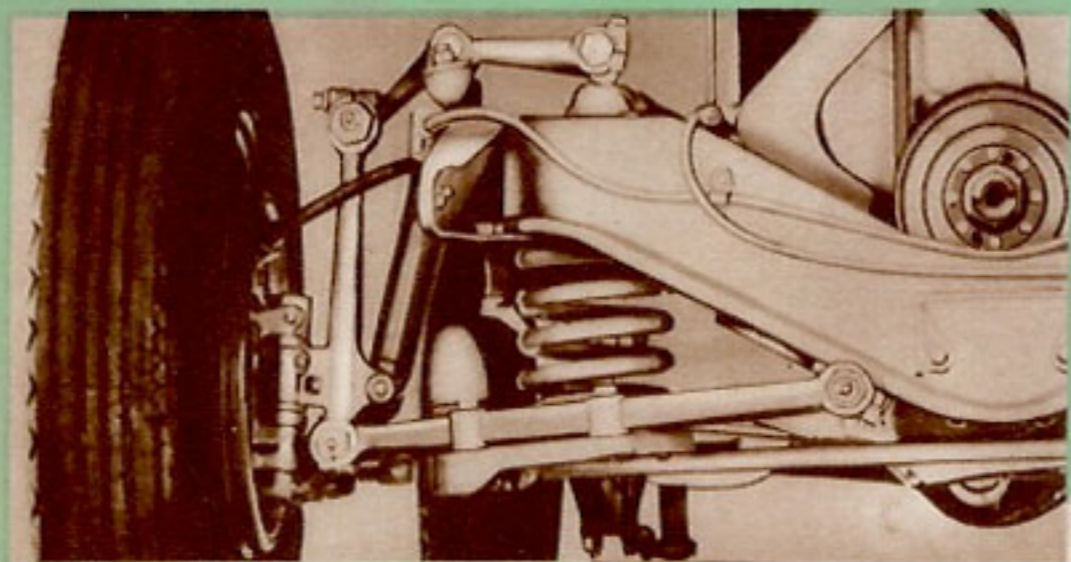
CONVENIENT for both driver and front seat passenger is this new ash receiver above the instrument panel.





New Dodge Positive Give You a New

NEW STEERING CONSTRUCTION AND NEW INDIVIDUAL-ACTION FRONT WHEEL SPRINGING GIVE YOU A NEW SENSATION OF DRIVING SURENESS AND SECURITY!



NEW INDIVIDUAL - ACTION Front Wheel Springing with new spiral-type springs made of Amola Steel! Amola Steel is a new kind of tougher, longer-lived steel developed for use in springs, axles, gears and other parts of Dodge cars where toughness is the primary requisite! This new springing construction levels out the road and gives you a greater feeling of driving sureness and security!

NEW DRIVING SURENESS! With the new Dodge Positive Driving Control you get an entirely new feeling of steering sureness the instant you take the wheel! Yet steering is so easy a child could do it! Improved steering mechanism and increased steering ratio make guiding and parking this new Luxury Liner easier than ever!



SHIFT GEARS THIS NEW SIMPLE WAY with perfected handy control near the steering wheel! Not an "attachment"—but an integral part of the car itself. Handier, easier to shift! Safer, too, because the shift lever travels through the same arc as the steering wheel. Your hand need never get far away from the wheel!



NOTHING NEW TO LEARN! You shift gears as you always have—in the standard "H" pattern as pictured above. The only difference is that now you shift near the steering wheel!

NO MORE GEAR CLASHING! Even the inexperienced driver need not clash gears in this new Dodge, thanks to the perfect synchronization of the Amola Steel gears in the new Dodge transmission.

Driving Control Gives Sensation of Driving Sureness!

DID you ever dream of owning a car that practically drives itself? Well, this is it! You've never driven any Dodge that does what you want so quickly, so smoothly, so *positively!*

The answer to it all is the new Dodge *Positive Driving Control*—a combination of real advancements in springing, steering, shifting, clutching and braking in this new Dodge Luxury Liner!

The new Individual-Action Front Wheel Springing, with spiral-type Amola Steel springs, not only smooths out the road but helps make steering more positive and safer than ever! Yet with all this, Dodge steering is so effortless that a nudge of your fingers guides her—swings her eagle-like hood where you're going!

And the controls? Gone is the old-style gearshift with its knee-knocking rod in the floor! Now you shift near the steering wheel, easier and more conveniently than ever before. Clutch action, too, has been made easier than ever—the foot pressure remaining practically constant as the pedal is depressed, instead of increasing as in the ordinary clutch. And Dodge equal-pressure hydraulic brakes have been made "pillow-soft" in their action, yet still give you the same safe, positive, non-swerving stops for which Dodge hydraulic brakes have long been famous!



NEW "EASY PRESSURE" clutch action. With the ordinary clutch, the foot pressure must be steadily *increased* as the pedal is depressed. With the new Dodge "Easy Pressure" Clutch, the foot pressure remains practically constant as the pedal is depressed. Women particularly will like this new feature!



"PILLOW-SOFT" BRAKE ACTION with Dodge equal-pressure hydraulics! New design of the brake drum permits an even lighter pedal pressure! Dodge pioneered in the development of hydraulic brakes—has used them on Dodge cars for 10 years. Unlike "self-energizing" hydraulics, Dodge hydraulics are *equal-pressure*—give you positive, smooth, even stops.



NEW "AIRPLANE-VISION" V-type windshield with actually 23% more safety glass area! Gives you a clear unobstructed view of the road—not only in front but on both sides as well! Positive Driving Control begins with positive driving vision—that's why Dodge gives you this new larger windshield!

HERE'S WHY

"No wonder you



THREE IN FRONT WITH ROOM TO SPARE! Look at all the room that's "left over" with even three adult persons in the front seat! Actually the front seat of the new Dodge Luxury Liner is wider than the rear seats of many cars! And you'll find plenty of head room and leg room in this biggest, widest Dodge of them all. Remember, too, the front compartment floor is clear! No more "straddling" the gearshift lever!



NEW CONCEALED LUGGAGE SPACE! Dodge engineers have succeeded in giving you actually 27% more usable luggage space without disfiguring the long, sweeping lines of the striking rear ensemble. Think of it! Actually 23 cubic feet of storage space in addition to the space for the spare wheel and tire! Bottom, sides and back are finished to prevent damage to bags and baggage! A convenient tool compartment is depressed in the rear section of the floor.



RETAINING such famous Dodge comfort features as Balanced Weight Distribution, Silenced Ride, Chair-Height Seats and Patented Floating Power Engine Mountings, the new Luxury Liner adds many brand-new and important advances to give an even greater measure of riding comfort and convenience!

Imagine a front seat two inches wider than last year! Picture a windshield 4 inches wider and 2 inches deeper, with 23% more safety glass area! Wheelbase 2 inches longer! Doors equipped with a new self-tightening rotary lock which allows doors to close with a gentle click! And wait till you see the luggage compartment! It's *concealed*—completely hidden under the smooth wind-streamed curves of the Dodge rear ensemble! Yet it actually gives you 27% more luggage space even with the spare wheel and tire in place! No wonder motorists will say: "You named it right when you called it the Luxury Liner!"



FOUR MEN TO CARRY all the farm produce the 27% larger Dodge luggage compartment will hold! This graphic illustration shows you how much more luggage space this new Dodge gives you!

CHAIR-HEIGHT SEATS! Wide, roomy seats of this new Dodge are not only of the lounge type, and scientifically shaped to conform to restful body posture, but are actually "Chair-Height!" They are just the right elevation to avoid cramping your knees—to give you plenty of leg and foot room! Rear seat arm rests add to comfort. Dodge Chair-Height Seats invite complete relaxation!



BALANCED WEIGHT DISTRIBUTION! With engine and seats moved forward, the weight over front and rear springs is practically equal. This redistribution of weight gives the car better balance and makes it possible for all passengers to ride in comfort in the "cradled area" between the axles.



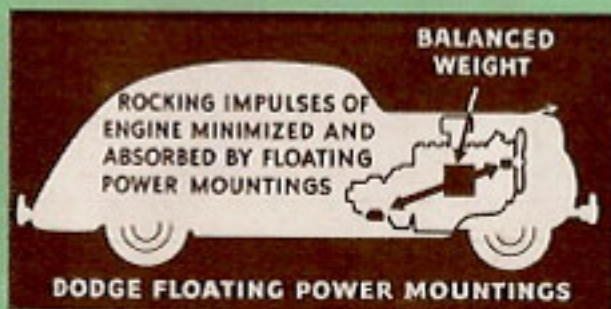
AIRPLANE-TYPE HYDRAULIC SHOCK ABSORBERS! Operate on the same principle as those which cushion the landing of today's giant airliners! They control both the upward and downward motion of both front and rear springs! They incorporate a cushion of fluid 4 to 5 times greater in volume than that used in cam and lever shock absorbers.



THOUSANDS WILL SAY:

named it the Luxury Liner!

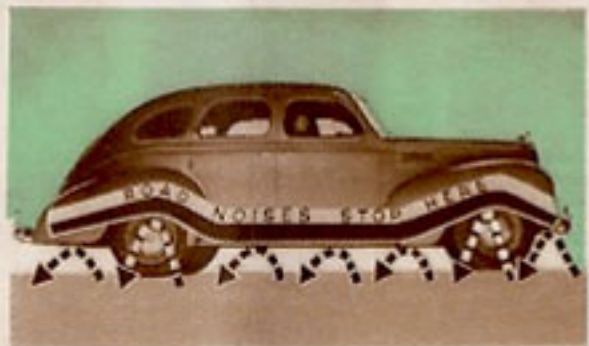
FAMOUS "FLOATING POWER"



WITH DODGE PATENTED FLOATING POWER Engine Mountings, the engine weight is balanced, as illustrated, so that the engine itself counteracts the rocking impulses which are set up in any engine. The rubber mountings further minimize these impulses and smother them before reaching body of car.



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.



YOU CAN "HEAR A WHISPER"—DODGE "SILENCED RIDE"—Road noises hushed in the new Dodge Luxury Liner! Even when you are riding 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!

BIGGEST, WIDEST, ROOMIEST DODGE EVER BUILT! Four inches wider at front pillars, wider windshield, wider front seat, 2-inch longer wheelbase! No wonder there's room to spare—even when six passengers ride in the new Dodge Luxury Liner. And you'll find that roominess isn't confined to seats alone. You can s-t-r-e-t-c-h out—there's plenty of leg room! Plenty of head room, too, in both front and rear compartments!



NEW HOOD CATCH! No more struggling to keep the hood up when checking water and oil! On the new Dodge Luxury Liner, you simply lift it up and it stays there! To lower again all you have to do is push the catch rod to the right!



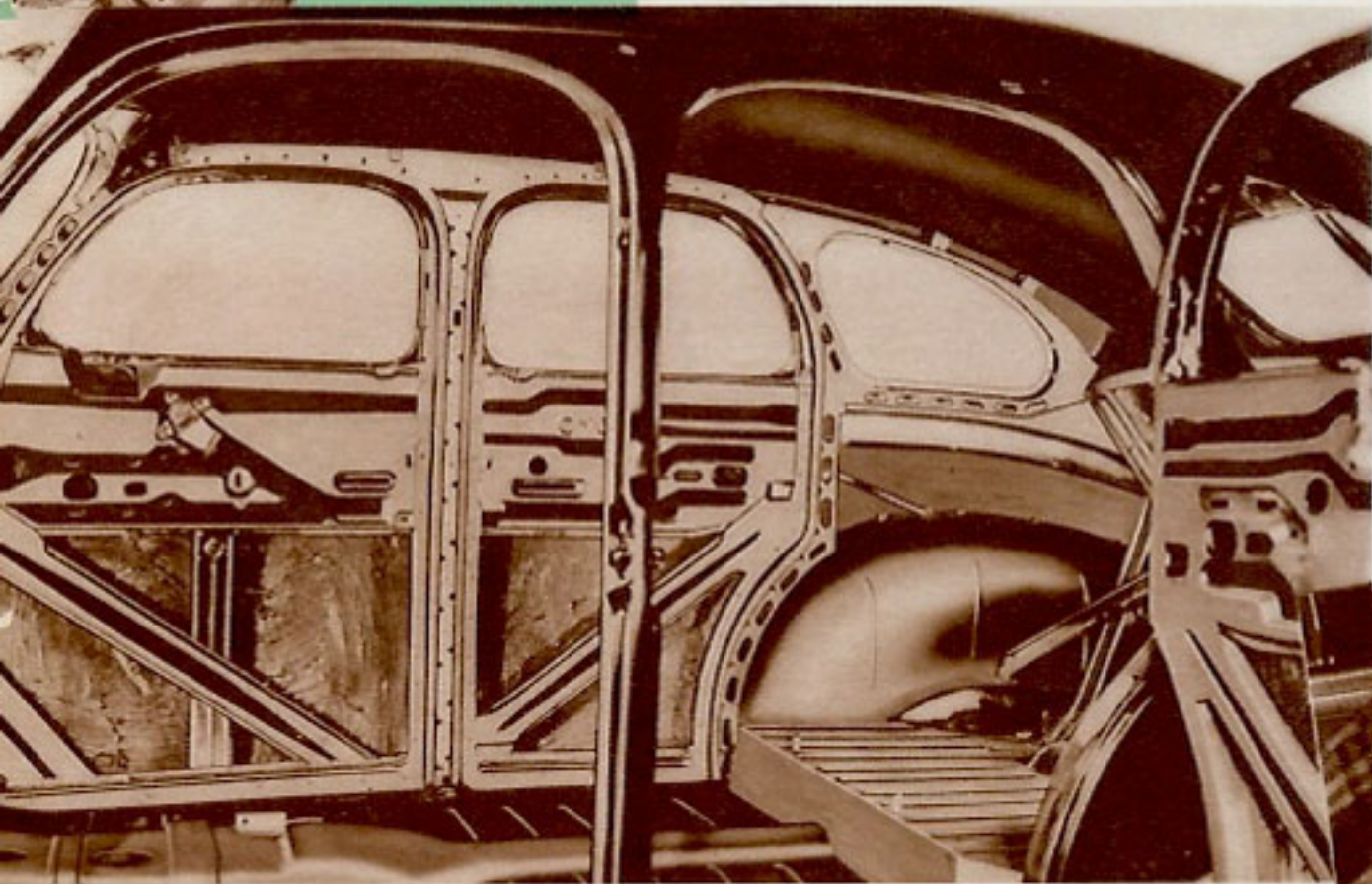
REAR QUARTER WINDOWS in four-door sedans, operate in the most convenient way—point outward permitting stale air to be drawn out.

SEE HOW EASY it is to operate the ventilating wings in the front windows of this new Dodge! No crank to turn—simply unlatch and open.

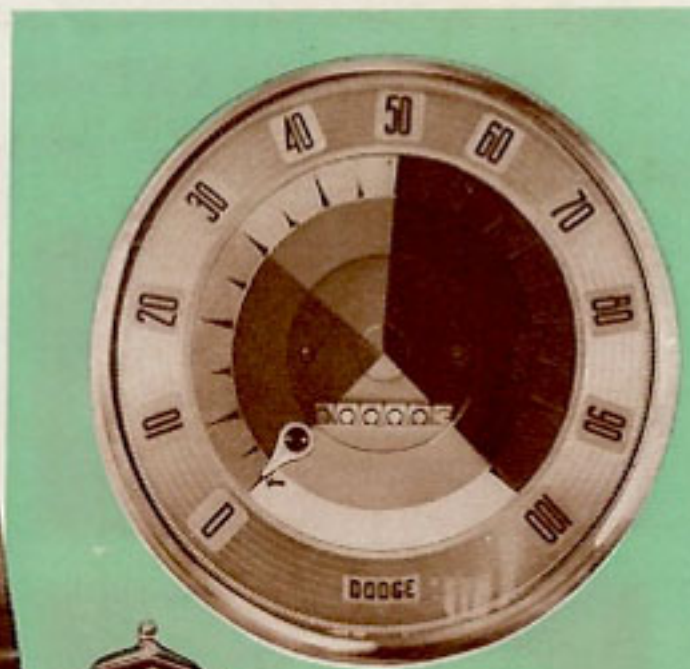
SCREENED COWL VENTILATOR, operated from inside under the dash, completes the new Dodge all-season, all-weather ventilating system.



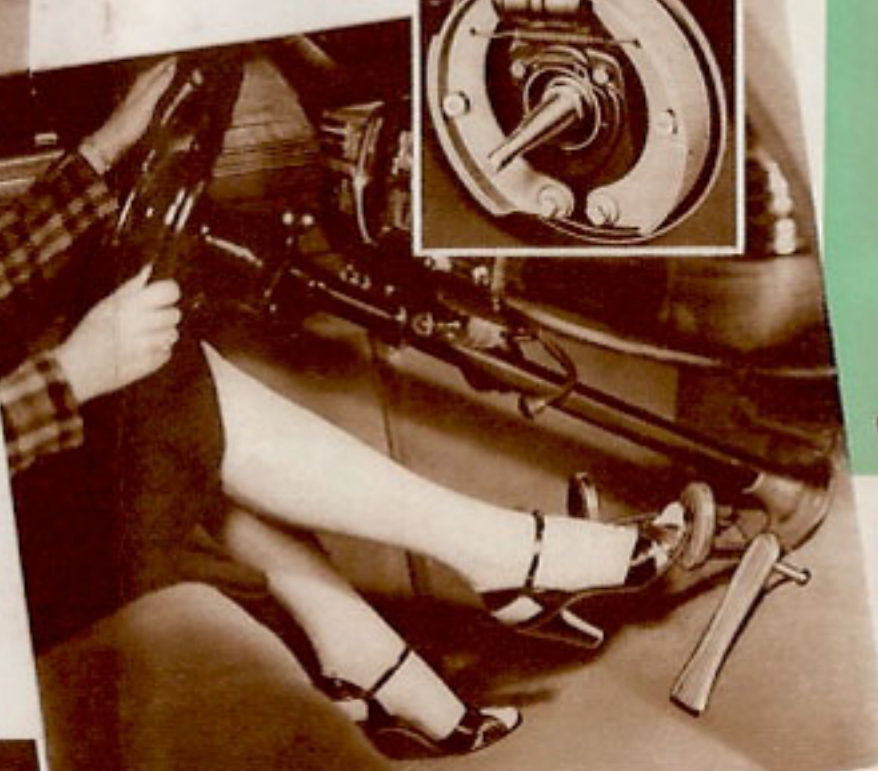
These Watchdogs of Safety in the new



FAMOUS DODGE EQUAL-PRESSURE HYDRAULIC BRAKES! You do not have to "jam" them on to get the desired response. Unlike "self-energizing" hydraulic brakes, Dodge brakes have no internal "wrapping action," with the result that the foot pressure at the pedal is in direct ratio to the pressure at the wheel. Consequently the driver can be in constant control of the braking power at all times. Smooth, sure, even stops are the result!



NEW "SAFETY LIGHT" SPEEDOMETER—latest and newest contribution to motoring safety! A new kind of speedometer with "warning light" that varies in color at different car speeds. A lighted bead is located on the speed indicator and glows *green* at speeds up to 30 m.p.h. From 30 to 50 m.p.h. the light is *amber*. Above 50 m.p.h. the glow is *red*! You are *always* aware of the speed you're traveling!



SAFETY STEEL BODY! Steel walls, steel floor, steel roof . . . all reinforced with a rugged framework of steel—that's the way Dodge designed and built the new Luxury Liner!—built it with an *extra safety factor*—built it to take punishment you may never give it! Dodge was the first car with the Safety Steel body—and Dodge has been building safer and safer steel bodies every year for 25 years!



DEFROSTERS TO KEEP WINDSHIELD FREE OF SNOW AND ICE! Two vents in top of instrument panel allow warm air to play on windshield to help keep it free of ice, snow and sleet when heater-defroster is installed.

NEW "AIRPLANE-VISION" WINDSHIELD! The new Dodge V-type windshield is 4 inches wider between cornerposts and 2 inches deeper—has actually 23% more safety glass area. Cornerposts are narrower for greater safety. You get perfect "wide-angle" vision at all times. Two electric-driven windshield wipers, mounted at bottom of windshield, provide *constant wiper action* under all driving conditions. No more slow wiper action!



NEW "CHILD-PROOF SAFETY" DOOR LOCK! The new Dodge provides an 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! Little danger of youngsters accidentally opening doors while car is in motion!



Protect You Dodge Luxury Liner!

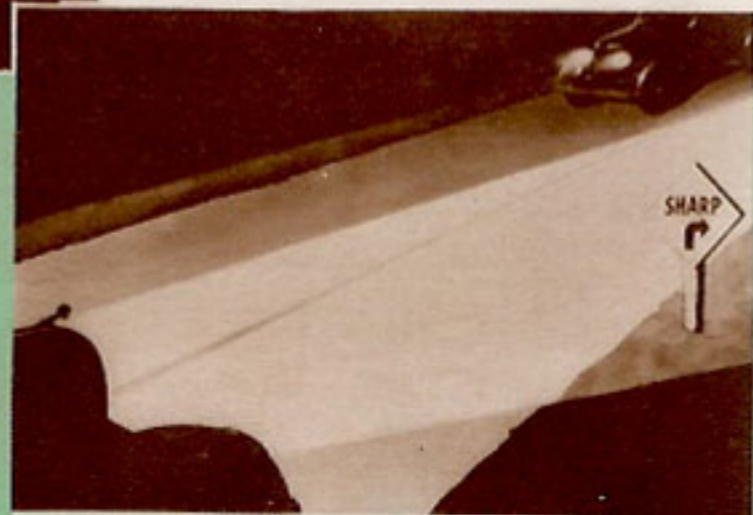


FLASHING PICKUP to whisk you out of the danger spots! The dependable Dodge Floating Power Engine, with its split-second getaway and hair-trigger responsiveness, delivers positive, instant, surging power when you need it!



SAFETY GLASS IN EVERY WINDOW! This priceless protection is standard Dodge equipment. It doesn't cost you a penny extra to enjoy the protection of genuine safety glass in every window—windshield, doors, wings and rear window!

SAFER NIGHT DRIVING! Headlamps are 13 inches wider apart and closer to road for safer night driving. The driving beam throws a powerful light down the center and both sides of the road. A special "road-edge" beam—down out of the eyes of oncoming drivers and operated by a convenient foot control—illuminates the right shoulder of the road.



HAND-IN-HAND with the new beauty and styling of the 1939 Dodge is an even greater measure of safety than ever before. In one important way after another the new Luxury Liner gives motorists greater protection against today's driving hazards. New, wider windshield...new "Safety Light" Speedometer—and many other vital safety features have been added to help cut accidents 'way down!

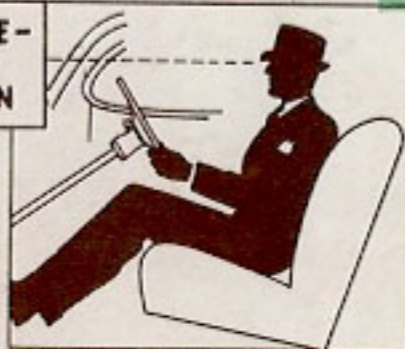
SAFETY-BUILT INTERIOR!



"SAFETY-BUILT" INTERIORS! No protruding knobs or controls on instrument panel. 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. All instruments are located immediately in front of driver!

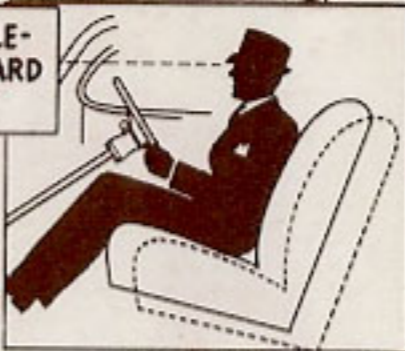
FOR TALL PEOPLE— FRONT SEAT IN NORMAL POSITION

NEW "ESCALATOR" FRONT SEAT! Whether you are short or tall you can enjoy safer driving vision in the new Luxury Liner.

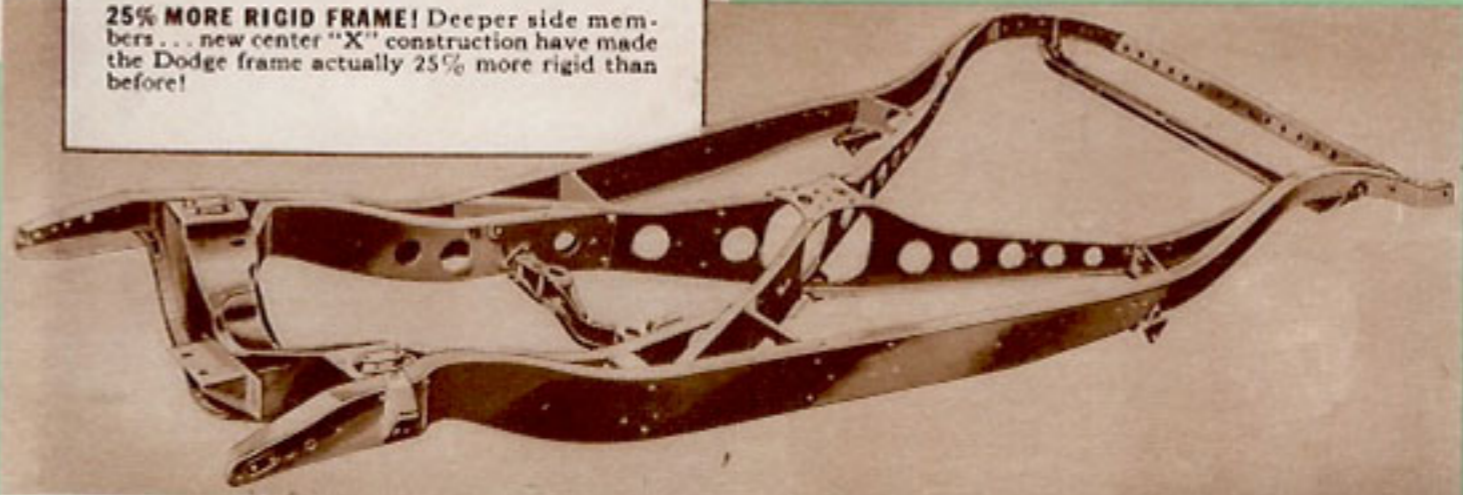


FOR SHORT PEOPLE— FRONT SEAT FORWARD ... AND RAISED

Front seat is easily adjusted to most comfortable driving position—rising upward as it comes forward! Adjustment lever is reached at side of seat!



25% MORE RIGID FRAME! Deeper side members... new center "X" construction have made the Dodge frame actually 25% more rigid than before!



NO "CREAM PUFF" STRUCTURE HERE!

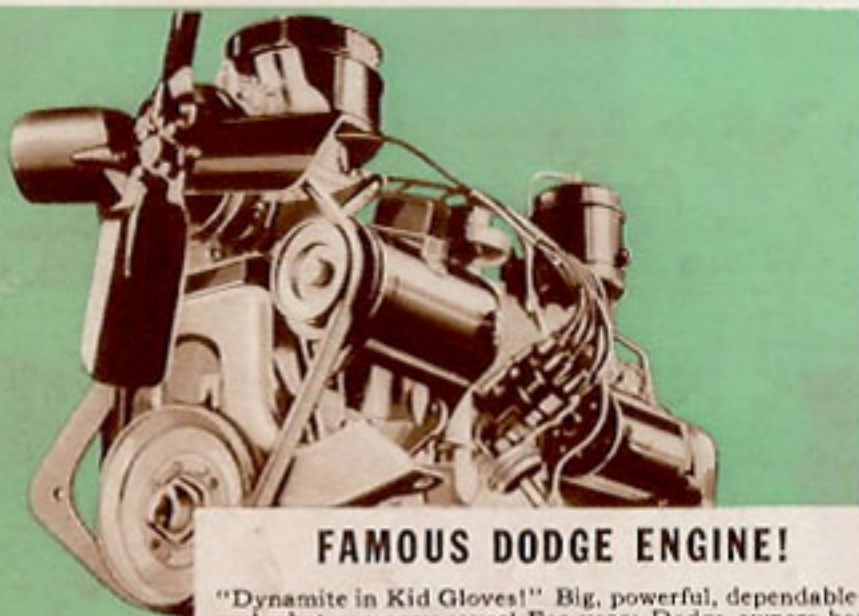


LOOK AT THAT DODGE plow head first into a sandbank! Yet this is only one of the many torturous tests to which Jimmie Lynch, daredevil safety driver, subjects his cars to every week!



DEFYING DEATH at the wheel of a car is Jimmie Lynch's whole job! Every week thousands pay to see this daredevil safety driver put cars through the most fiendish tests you can imagine! Above Jimmie sends his present Dodge roaring over a "Ski Jump" at top speed! "Only Dodge could take the beating I give a car every week!" says Jimmie. "Dodge has saved my life literally hundreds of times! I'd be a sucker to use any other car!"

Here's why the New Dodge Luxury Liner is a Great Money Saver too!



FAMOUS DODGE ENGINE!

"Dynamite in Kid Gloves!" Big, powerful, dependable—and what a money-saver! For years Dodge owners have told of amazing gas and oil savings from this remarkably efficient engine!

With all its sparkling new beauty, its richness and luxury, its brilliantly engineered riding and driving qualities, the new 1939 Dodge Luxury Liner is a great money-saver, too!

A brilliant combination of advanced and basic features have enabled Dodge owners for years to report amazing gasoline and oil savings from the famous Dodge "L"-head Floating Power Engine!

Surprisingly low price, low gas and oil consumption, low cost of upkeep—all contribute to carry on the famous Dodge reputation for economy!

FREE PROOF THAT DODGE SAVES GAS!



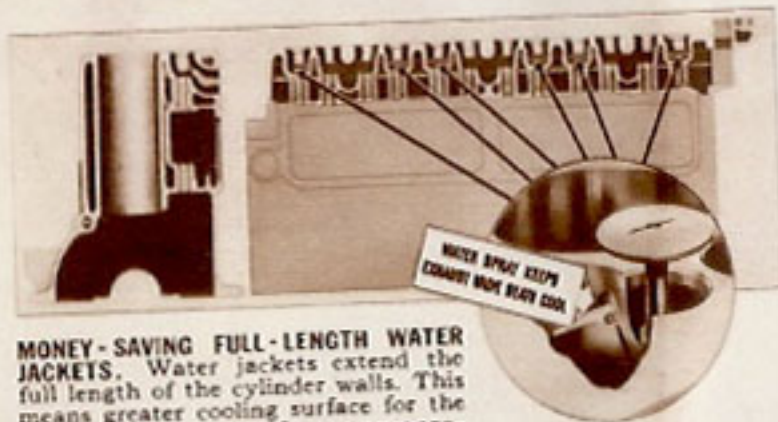
Here's quick, easy proof—a simple visual demonstration of Dodge gas economy! It's called the "Gasometer Test" and any Dodge dealer will be glad to make it for you free! You see with your own eyes just how far Dodge will run on an accurately measured quantity of gasoline. You can compare Dodge mileage against the mileage of your present car. Make this free test today!

NO WONDER DODGE SAVES ON GAS AND OIL!

NEW "AUTO-THERMIC" PISTONS, with surface-coated compression rings, are longer-lived and give more efficient engine operation. Because these pistons are lighter, the bearing load is reduced.



MONEY-SAVING exhaust valve seat inserts of special alloy resist pitting, allow valves to "seat" as well after thousands of miles as when new. Result: conservation of fuel—less valve grinding.



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 entire cylinder length. Cool water direct from the pump is constantly sprayed against Dodge exhaust valve seats, to provide more efficient operation.



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. This prolongs life of both engine and oil itself!

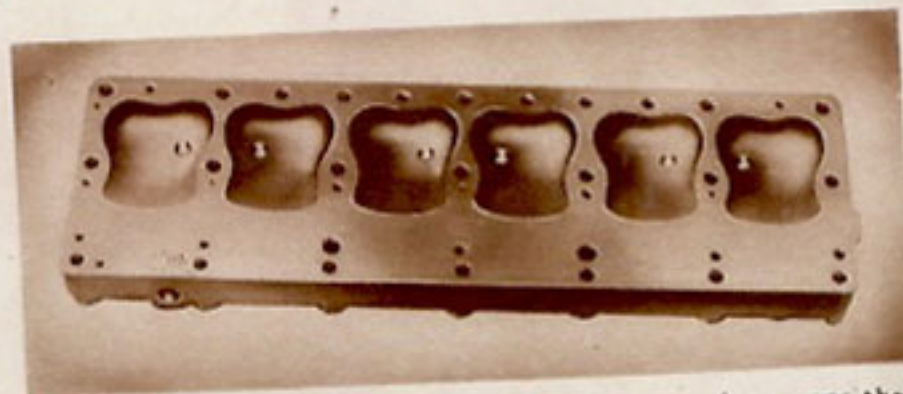


MONEY-SAVING AUTOMATIC vacuum spark control. Advances or retards the spark to obtain the greatest amount of power from the fuel at all engine speeds without spark knock.

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. Choke cuts out as engine temperature increases.

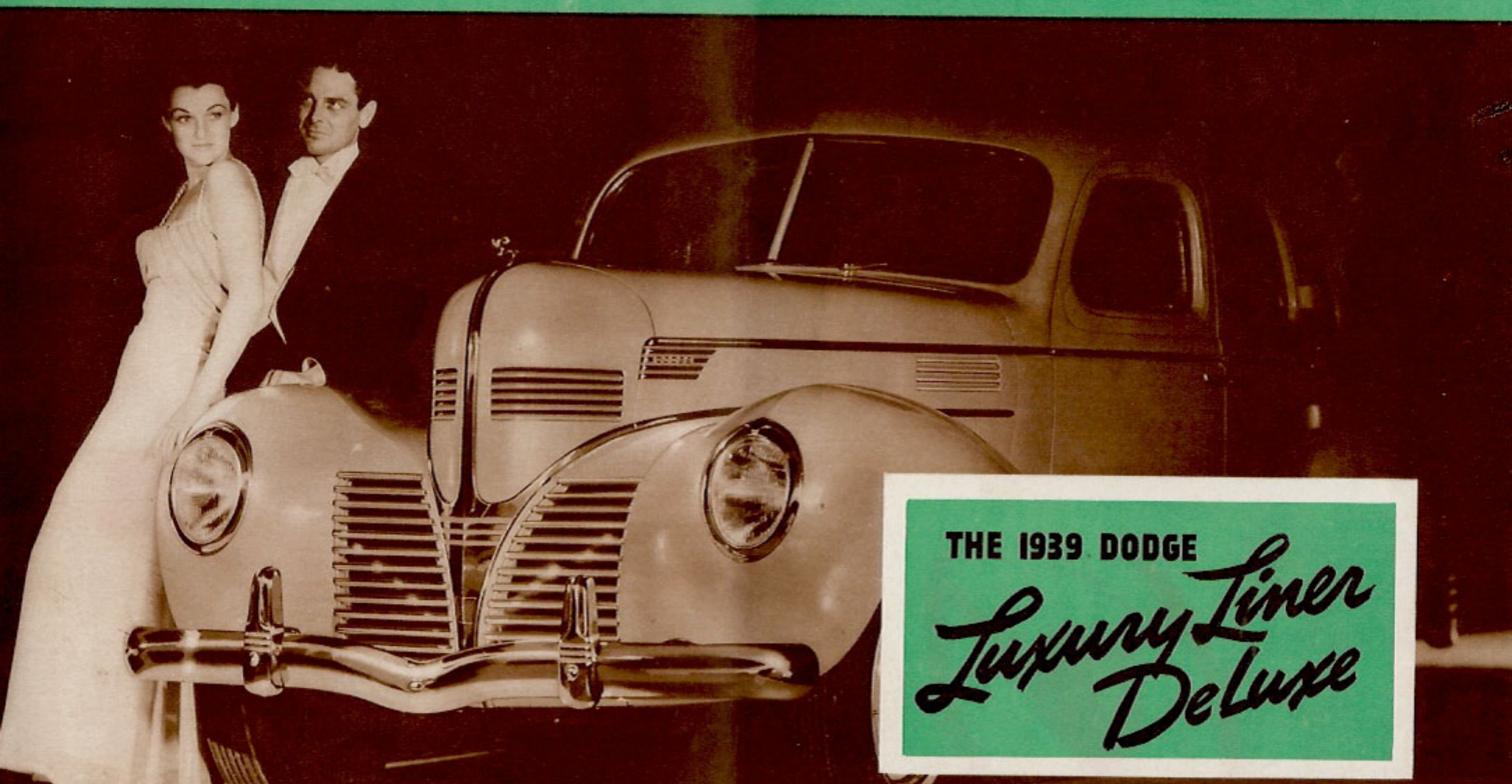


MONEY-SAVING Automatic Water Temperature Control which controls flow of water during engine warm-up—makes for easier starting and more efficient operation.



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 (6.5 to 1) gives more power from each drop of gas.

Announcing . . . The most Distinguished
Motor car Ever to bear the famous Dodge name..



THE 1939 DODGE
*Luxury Liner
Deluxe*

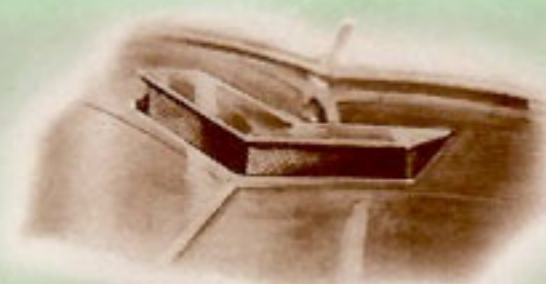
A TRIUMPH OF 25 YEARS OF FINE CAR BUILDING

Look at all the
Extra Value this
 new Dodge gives you

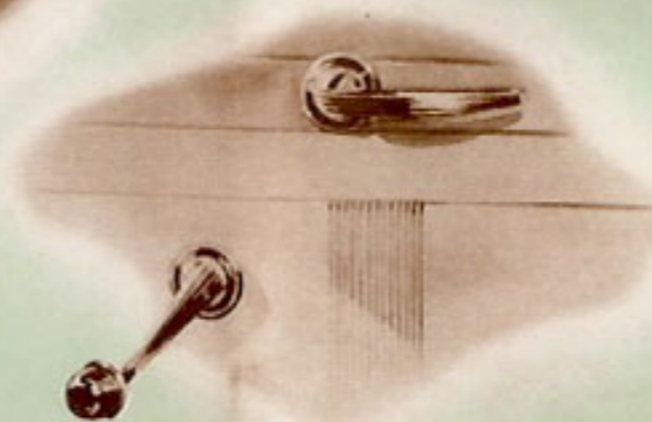
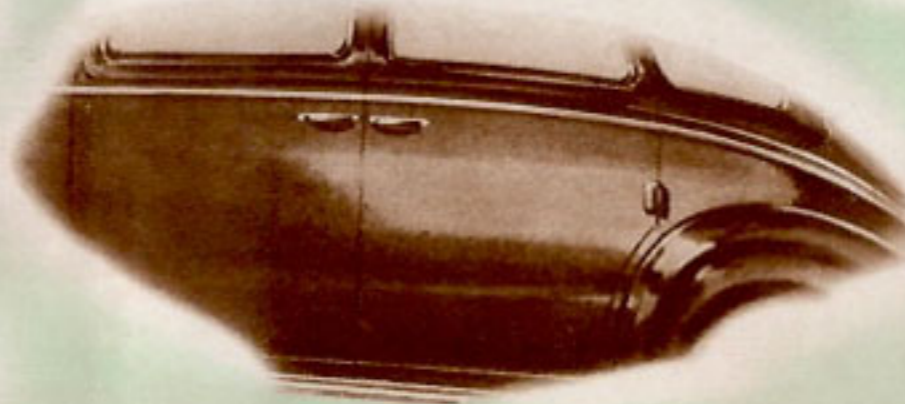
HERE, in this new Luxury Liner DeLuxe, Dodge gives you the crowning achievement of Dodge's 25 years of fine car building! Never has Dodge built a more beautiful car, inside and out, than this one! It fairly sparkles from stem to stern with new de luxe appointments. Here is a car you can be proud to drive in any company!

On these pages are shown a number of the extra-value features this new De Luxe Dodge gives you. And on the following pages—the brilliant parade of the most distinguished cars that ever carried the famous Dodge name!

Here is true windstreamed beauty. Note how the sweep of the entire car is accentuated by the sparkling chromium band which runs from the front of the hood to the graceful rear ensemble.



Attractive cowl ventilator is designed with a special rain trap which allows it to remain open for body ventilation even during snow and rainstorms.



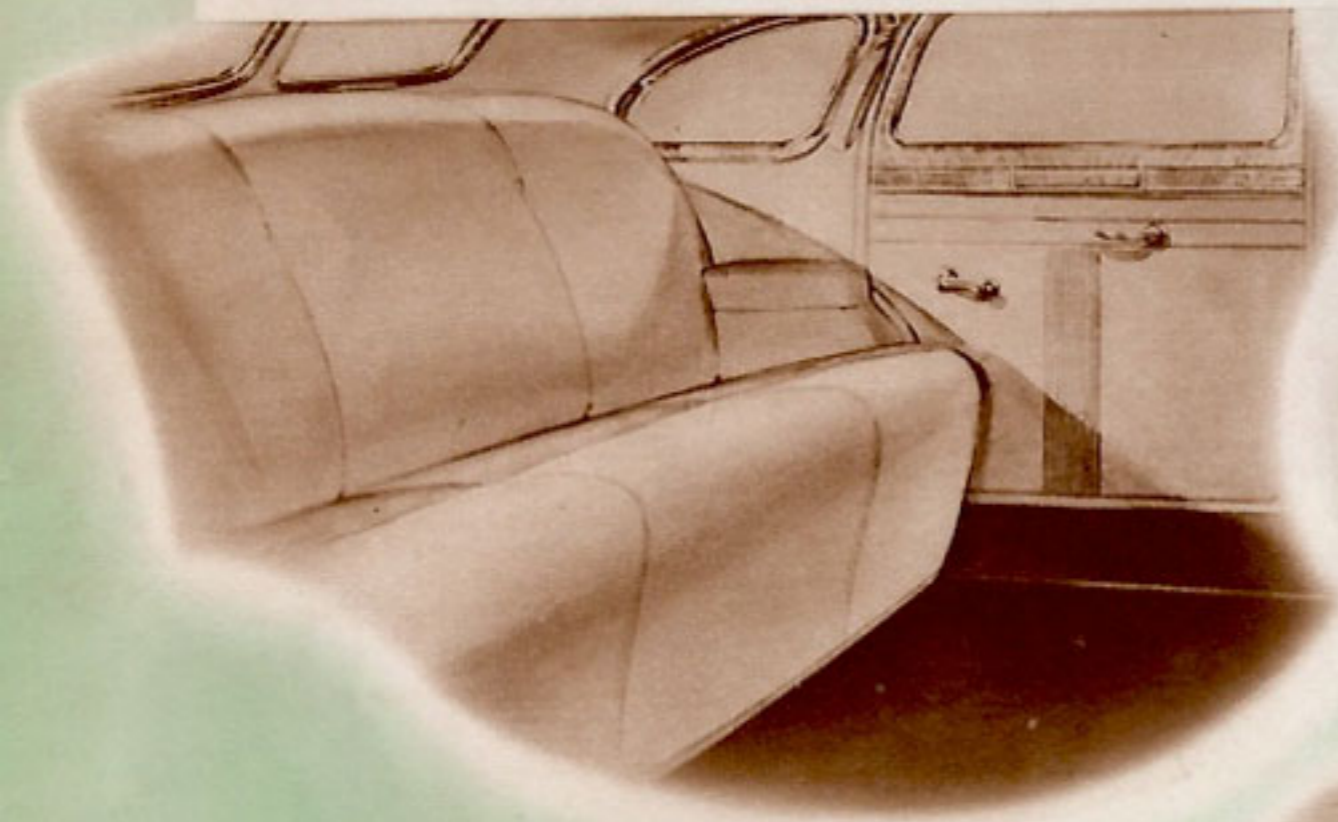
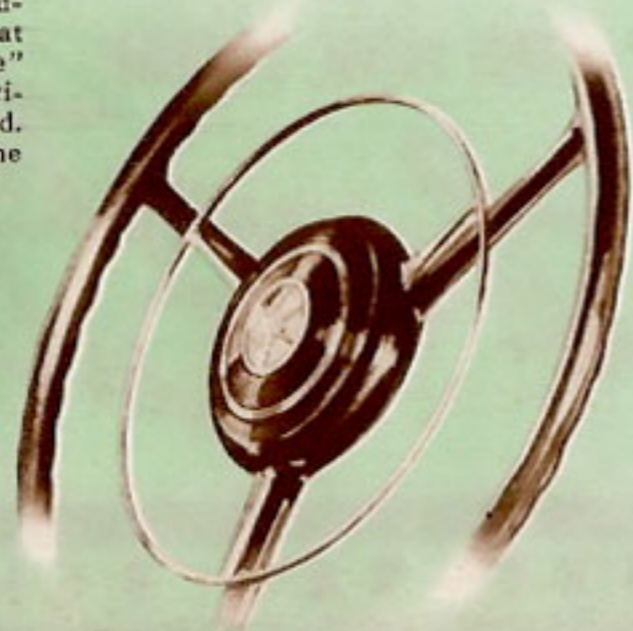
Even the hardware was especially designed for this Luxury Liner DeLuxe. Note how its attractiveness is doubly increased by the use of dashes of brilliant color!



Even the running board carries out the over-all windstreamed design. Smartly styled, with full-moulded mat covering top and side, and a brilliant chromium bead carried along its length, this new running board is deeper than ever, to provide firm footing—avoid catching high heels.

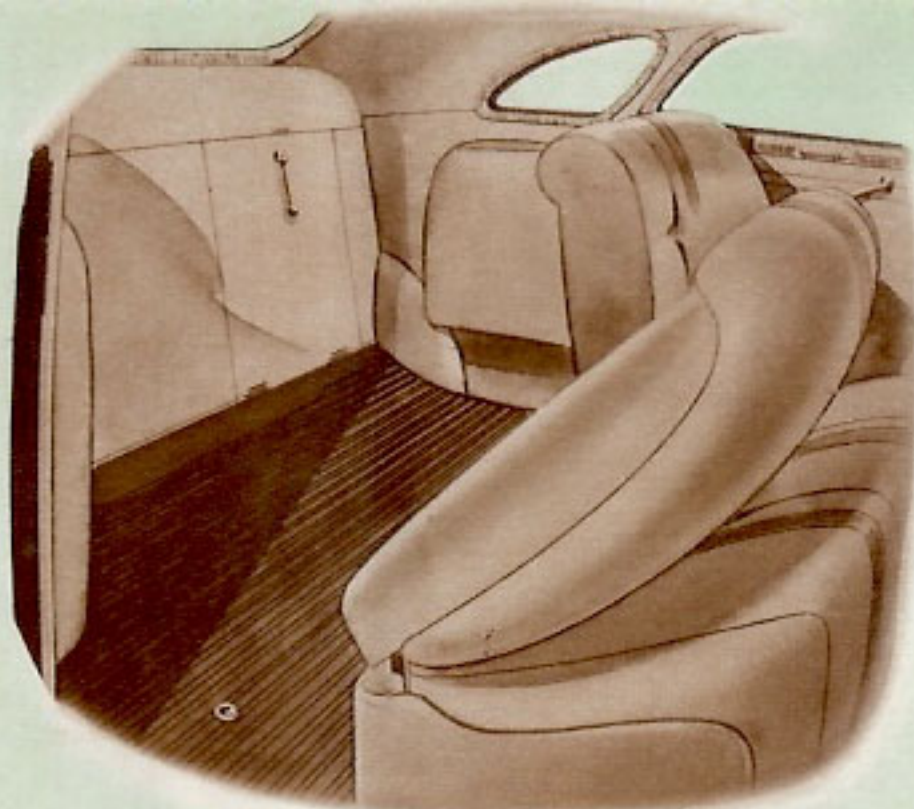
Have you ever seen a more beautiful interior in any car? Look at the striking new "pillow-type" upholstery—see how the luxurious new fabric has been tailored. Note, too, the new styling of the door panels and the attractive apron beneath the garnish moulding.

New steering wheel of the Luxury Liner DeLuxe. Note the new remote control horn ring which is "nested" in the wheel spokes, so horn will not be sounded unintentionally.

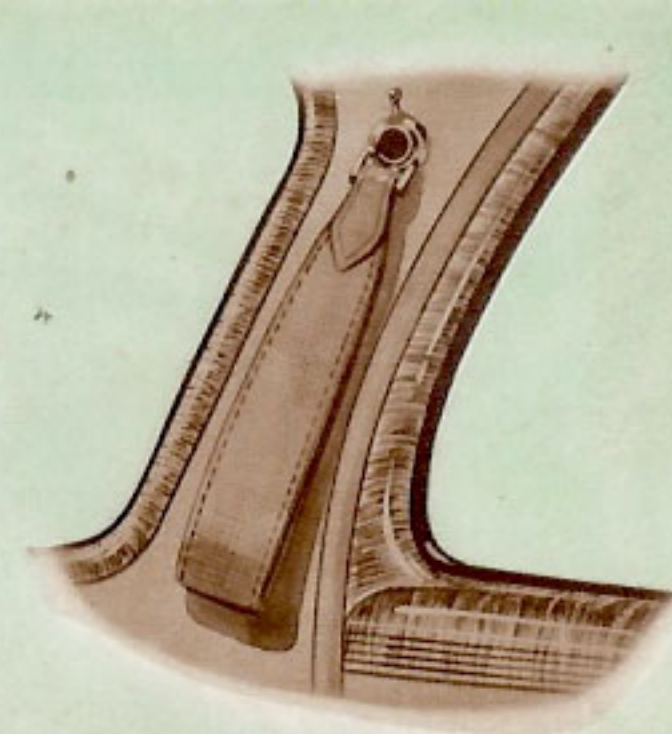




Interior view of the new Luxury Liner De Luxe Coupe for Four —an entirely new model in the Dodge line for 1939! Note the convenient auxiliary seats in the large space behind driver's compartment!



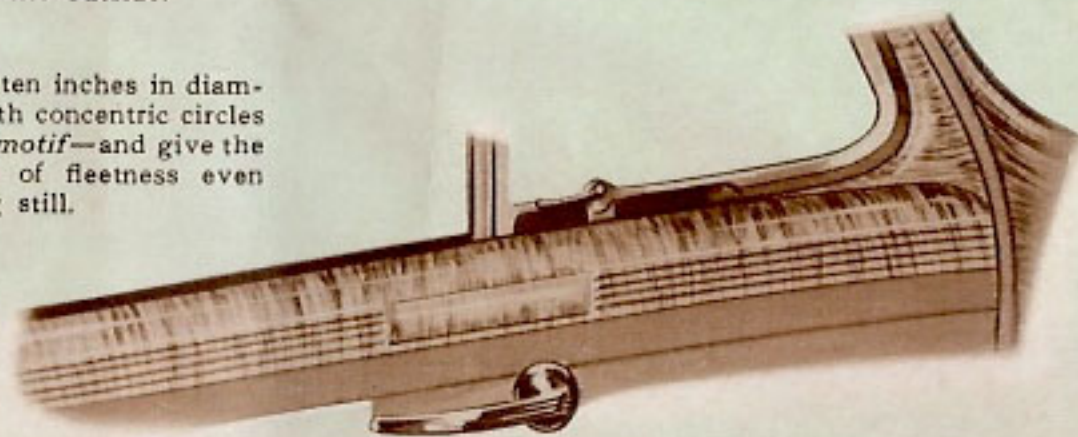
Above picture shows how conveniently the two auxiliary seats can be folded out of sight when not in use—leaving plenty of space for luggage, sample cases, etc. This space is in addition to the exceptionally large luggage compartment which is reached from the outside.



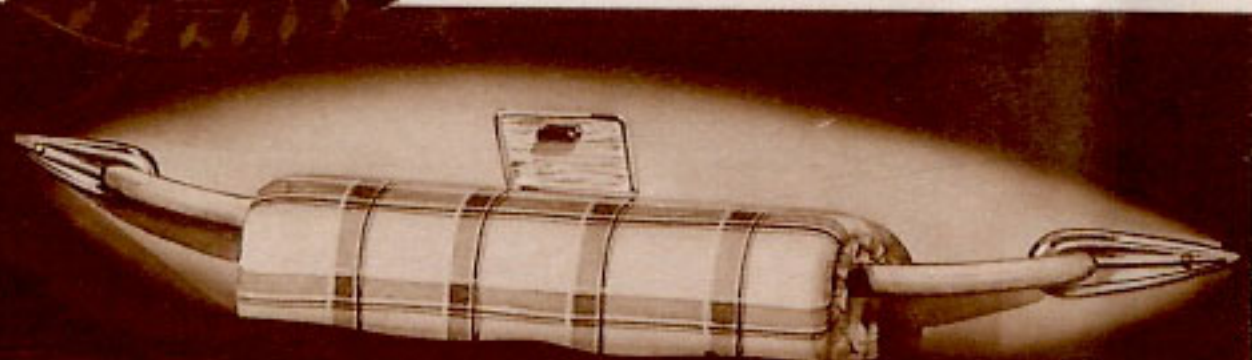
New friction-type assist straps can be adjusted to stay just where desired—just one of the many touches that make this new car the most distinguished ever to bear the famous Dodge name!



New style hubcap, ten inches in diameter, is designed with concentric circles to add to the speed *motif*—and give the car an appearance of fleetness even while it is standing still.



Door mouldings of rich grain finish are further set off by an attractive yet simple shield design which harmonizes with the luxurious interior styling of this new car.

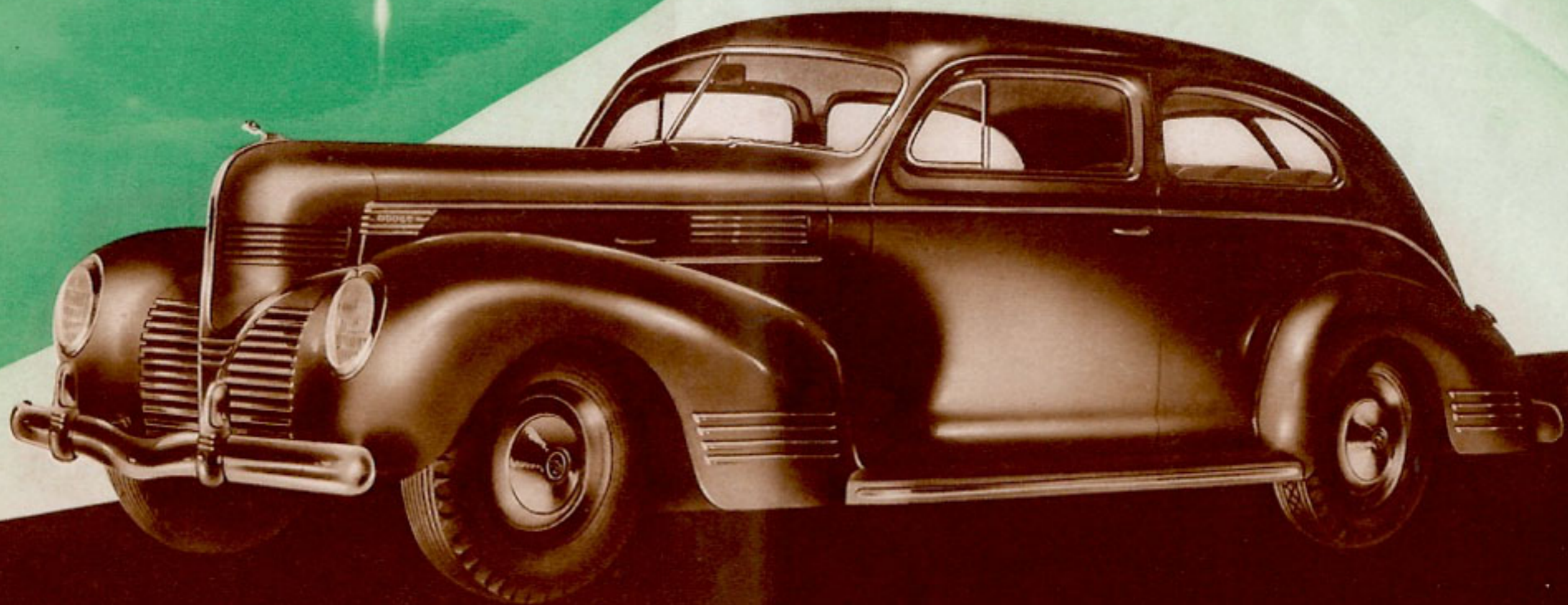


A handy robe cord is handsomely mounted on the back of the front seat of all Dodge four-door sedans—is attractively set off by gleaming metallic darts at each end.

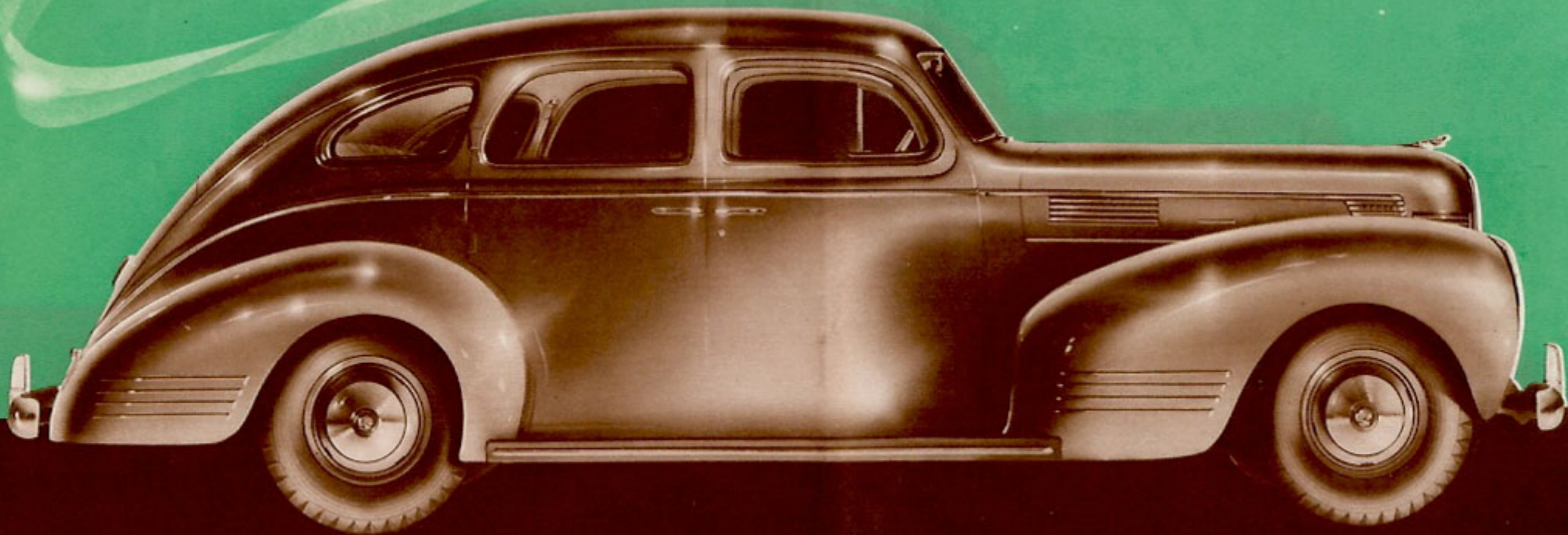
Never has Dodge built
a car more
beautiful than this!



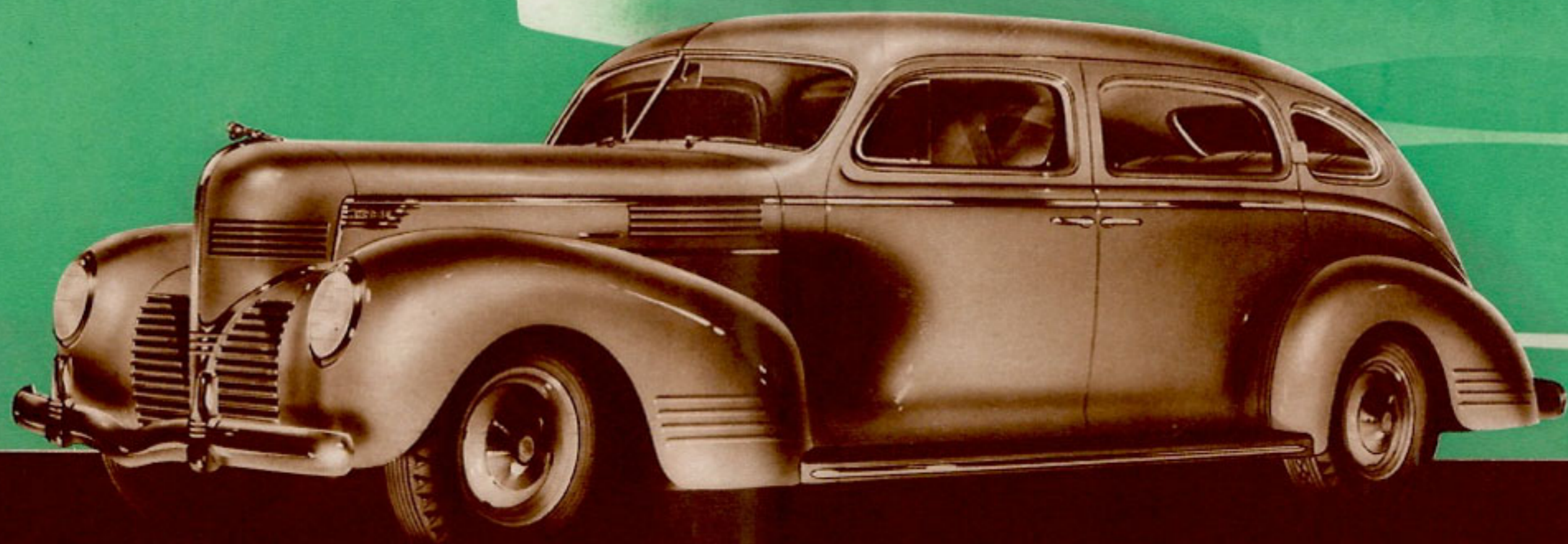
LUXURY LINER DELUXE Coupe



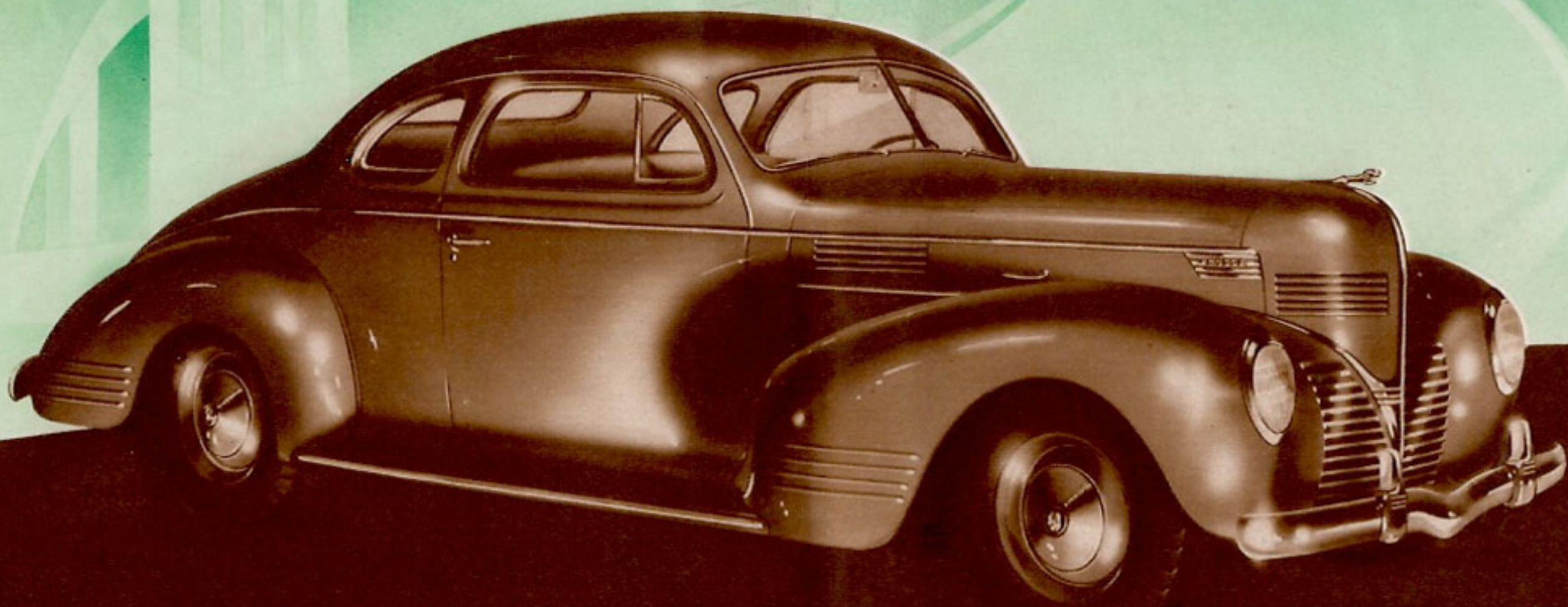
LUXURY LINER DELUXE *Two-Door Sedan*



LUXURY LINER DE LUXE *Four-Door Sedan*



LUXURY LINER DE LUXE *Seven Passenger Limousine*

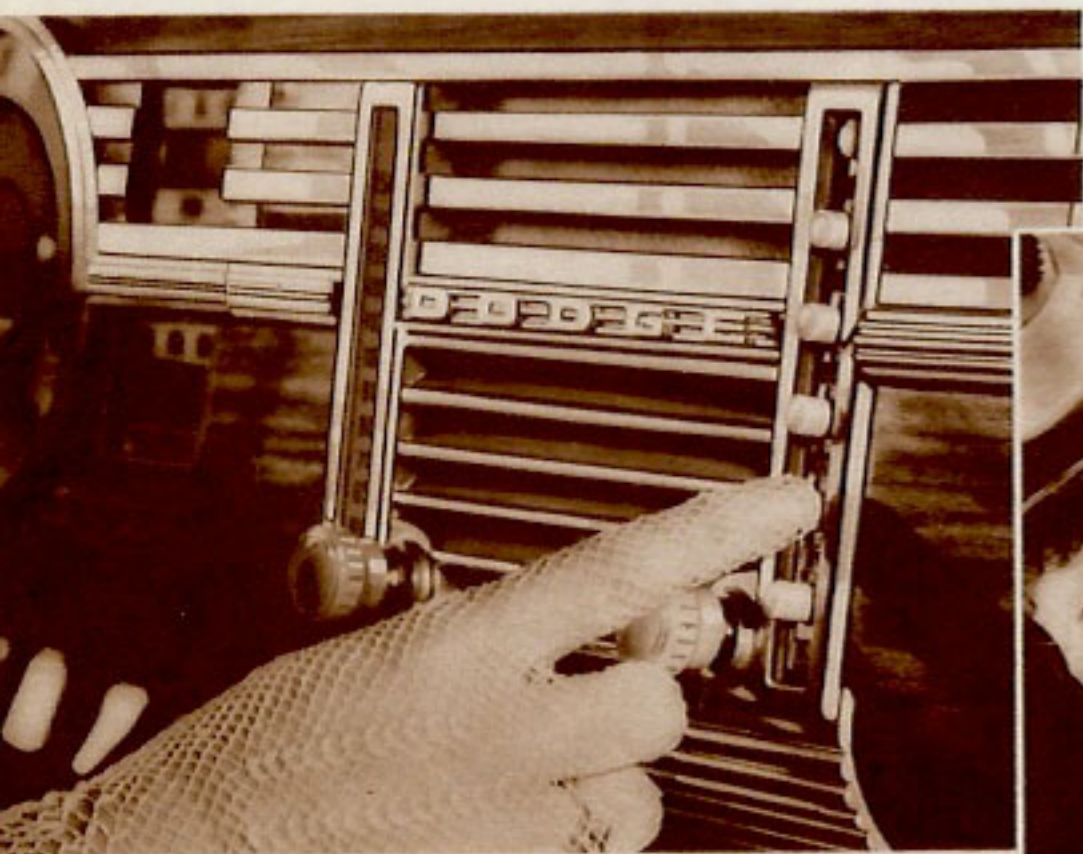


LUXURY LINER DELUXE Coupe For Four



LUXURY LINER DELUXE *Seven-Passenger Sedan*

Now...an Automobile Radio with Automatic Tuning!



IMAGINE enjoying a radio in your car that equals that afforded by modern home radios! Here is a radio that can not only be tuned manually, but *automatically* as well—any one of six pre-selected stations may be had 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! Or, if you are making a long trip away from home, or desire to tune in a distant station, you simply push a button to bring the manual tuning dial into use.

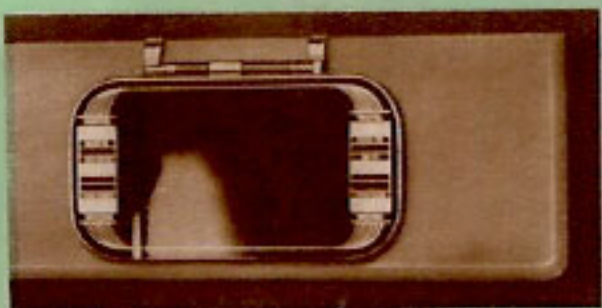
What's more, the speaker of this new radio is located behind a grille in the instrument panel—even greater reception in both front and rear seats!

HERE IS NEW TUNING MAGIC IN CAR RADIOS! Simply pick the station you wish, push the button, and presto—you're tuned to the program you want! Six pre-selected stations to choose from for automatic tuning. No more guesswork tuning. Tune in your favorite station without taking your eyes off the road—an added safety factor! Or, if you are making a long trip away from home, or desire to tune in a distant station, you simply push a button to bring the manual tuning dial into use.

NOW—DODGE GIVES YOU a radio with a speaker on the instrument panel! Concealed back of an attractive grille on the face of the instrument panel, the speaking unit of the new Dodge Radio is ideally placed for excellent reception in both front and rear seats.

Ask your Dodge dealer to give you complete details and prices on these approved Dodge accessories.

NEW DODGE ACCESSORIES TO ADD TO YOUR ENJOYMENT!



VANITY MIRROR. Quality mirror glass with metal shield over back. Pencil in holder for recording travel data in etched spaces.

NEW CHROMIUM WHEEL DISCS "set off" the entire car—add greatly to the speed *motif* created by the new Dodge whorl-type hubcaps.



SUPER AIRSTREAM HEATER. Custom engineered and built to meet the demands for the finest in heat output and distribution. Provides special heat streams for defrosting, rear compartment heating—all without a direct blast on the passenger.

FOG LIGHTS. Their non-reflective amber beams, cast low along the road, offer better illumination for driving in fog, snow and rainstorms, on dusty roads and wet or dark surfaced pavements.



THE NEW 1939 DODGE LUXURY LINER IS EASY TO BUY!

You will find that the 1939 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.

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.

Specifications

DODGE LUXURY LINER SPECIAL

ENGINE—Dodge 6-cylinder "L"-head with patented Floating Power engine mountings. Bore 3¼", Stroke 4¼". 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 bearings. Aluminum alloy, steel-strut, 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-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 3½ gallons.

FUEL SYSTEM—Fuel pump driven from camshaft, metal edge type filter with sediment bowl. Plain tube, down-draft carburetor. Double-unit air cleaner combined with intake silencer. Vacuum type economizer. Automatic choke control. Fuel tank capacity 18 gallons.

ELECTRICAL SYSTEM—"Solar Spark" 6-volt ignition, fully automatic spark advance with mechanical and vacuum control. "Balanced Armature" generator with third brush and cut-out relay. Generator ventilated by centrifugal fan. 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 2-filament beam type with beam shifting to right and down for passing.

CLUTCH—Dry, single-plate type, 10" dia. 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. Six 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. 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. Bronze thrust washers in differential. Road clearance 8¼" at center.

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

CHASSIS FRAME—Improved X-type, double kick-up. Bridge construction. Side channels 6" deep with 1½" flanges.

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-in 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—117 inches.

WHEELS—Five demountable steel disc-type with improved drop-center rims.

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

BODIES—Windstreamed styling. Safety steel, rustproofed. Safety glass. Electrically driven windshield cleaner. Adjustable inside visor. Adjustable rear-view mirror. V-front, divided windshield. Dependamenal finish.

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, ammeter, electric fuel gauge, oil-pressure gauge, engine temperature indicator, roomy parcel compartment, ash receiver. Safety design with no projections. Center panel may be removed for radio speaker and controls. Indirect lighting.

CONTROLS—Gearshift at steering wheel. Throttle control, light switch with headlight beam indicator, 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 pedals.

SPECIAL EQUIPMENT & ACCESSORIES—See list of items available for factory installation, at extra cost. Includes Dodge-Philco radio, front bumper guard, hot-water heaters, etc., specially designed for Dodge.

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SPECIAL EQUIPMENT & ACCESSORIES—See list of items available for factory installation at extra cost. Includes Dodge-Philco radio, front bumper guard, hot-water heaters, etc., 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.

Why only Dodge can build a Dodge

THE new 1939 Dodge Luxury Liner is Dodge's Silver Anniversary Triumph—the crowning achievement of 25 years of fine car building.

In Mexico with the U. S. Army...in France with the A.E.F....with great explorers: Roy Chapman Andrews...Frank Buck...Armand Denis...in the trackless deserts and jungles of Asia and Africa...and in the hands of more than 4,000,000 owners, Dodge has convincingly proved to the world for 25 years that *Dependability* and *Dodge* are inseparable!

Dependability is the Dodge Tradition. A Tradition that has been a driving urge behind the great organization of brilliant engineers and skilled craftsmen who have gathered under the Dodge banner...a Tradition to which they devote their vision and vigilance that Dodge products may ever prove increasingly worthy of this famous Dodge heritage.

Because of this, *only Dodge can build a Dodge!* Extra strength, extra toughness, *extra long life* are built into every Dodge that comes off the assem-

bly line. This is something that your eye cannot see. It is something no brief demonstration can show you. But you *know* it's there, because the name-plate on the car says "*Dodge*"—a name that has stood for honest merchandise, honestly represented, for a quarter of a century!



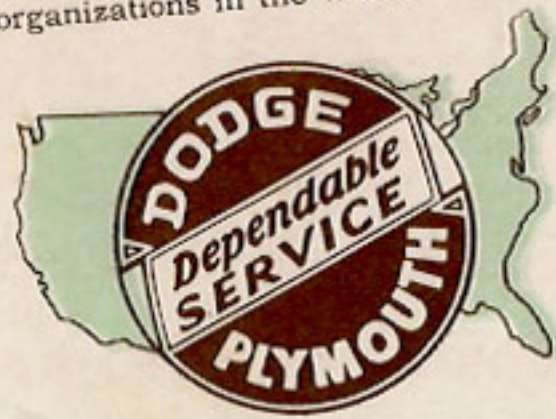
SKILLED CRAFTSMEN AND BRILLIANT ENGINEERS—these men know the meaning of Dodge Dependability—the great Dodge Tradition to which they devote



their vision and vigilance, year after year, that Dodge products may ever prove increasingly worthy of this great Dodge heritage.

NATION-WIDE DODGE SERVICE—DEPENDABLE—ECONOMICAL

The great system of Dodge Dependable Service Stations has been built up over a period of 25 years and is now one of the largest service organizations in the world. And in



whatever part of America you may travel, you can feel confident that the Dodge dealer you call on will give you the same quality of "Dodge Dependable Service."

Accompanying the delivery of every new Dodge is the Owner's Service Policy and Identification Card to assure dependable, uniform, economical service no matter at which Dodge dealer you may stop.

When you buy a Dodge you can rest assured that Dodge nation-wide service organization is always ready to make your ownership one of lasting satisfaction.