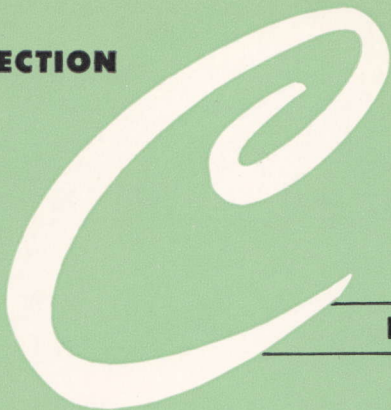
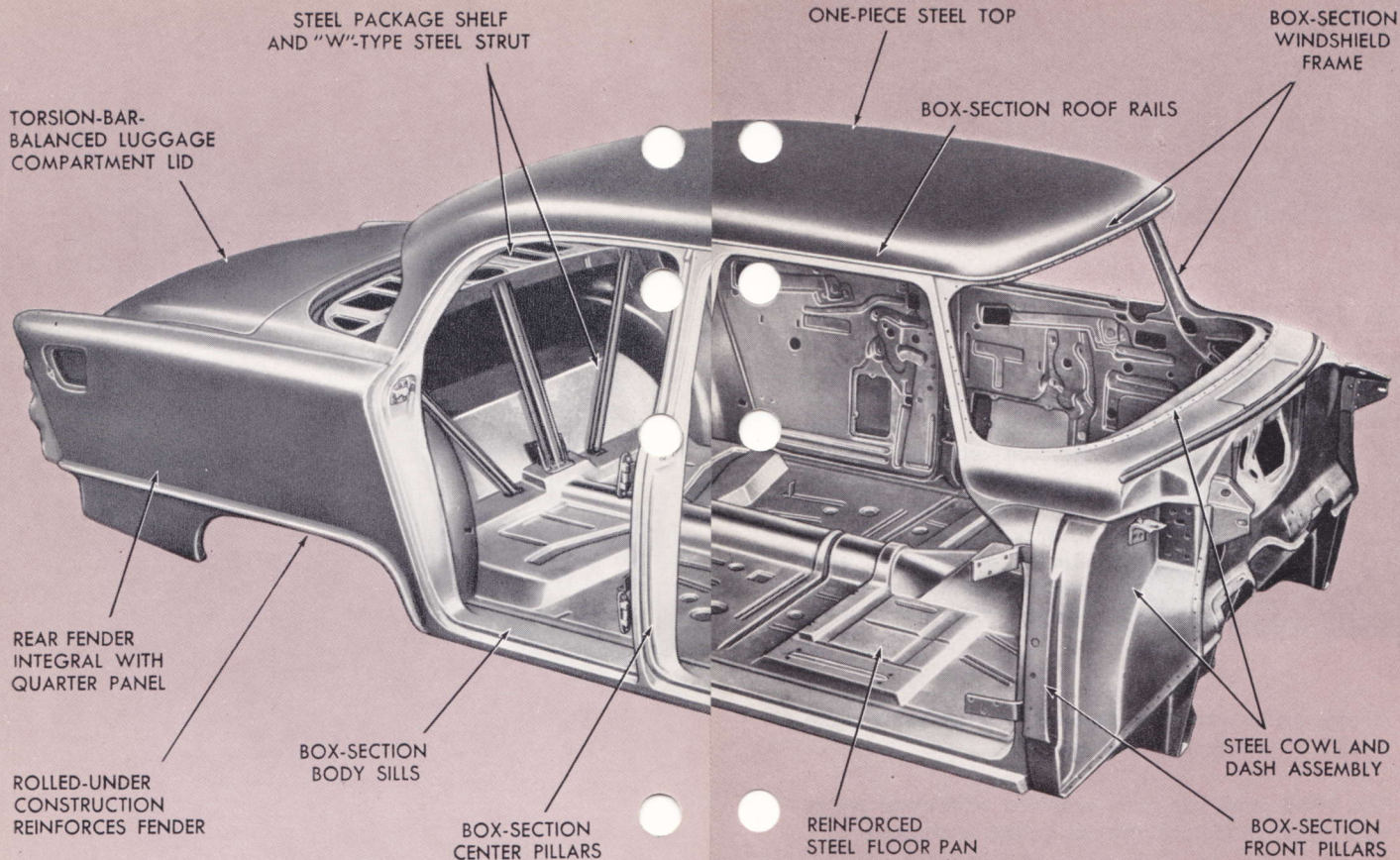


SECTION



BODY



ALL-NEW BODY scores safety, vision, comfort,

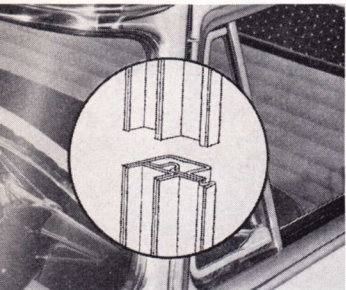
This year Dodge hits a brand-new high with the finest and safest body it has ever built, designed for the utmost in comfort and convenience.

high in better-than-ever convenience . . .

The photograph above gives you the structural highlights. The complete sales story is waiting for you on the next 15 pages.

Important STRUCTURAL Improvements Make The 1955 Dodge Body Stronger and Safer

IN THE FRONT . . .



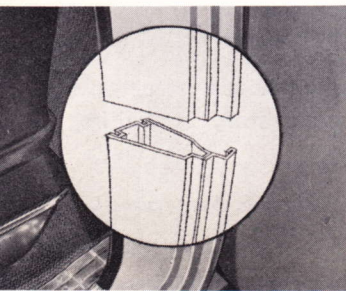
Front pillar posts have been redesigned to accommodate the 1955 *New Horizon* windshield. The new "A" posts are deeper, providing extra strength. And they're positioned and slanted to improve side visibility as well as widen the arc of forward vision.

Heavy grille and front fender support helps make a solid, noise-free front-end assembly.

The 1955 cowl has been provided with extra plates and corner reinforcements for greater sturdiness.

The instrument panel has been reinforced with additional mounts and supports. This results in a more solid union between the two sides of the car at the "A" posts.

IN THE MIDDLE . . .



"B" posts are heavier and stronger, with reinforced attachment points at the roof and floor.

New, stronger box-section roof rails are used over the doors for extra rigidity. This same type of steel rail is used over the new, swept-back design windshield for added body strength. And, although the thinner-profile roof is a styling feature, this type of construction provides a *stronger top*, because the metal is not stretched over a severe contour.

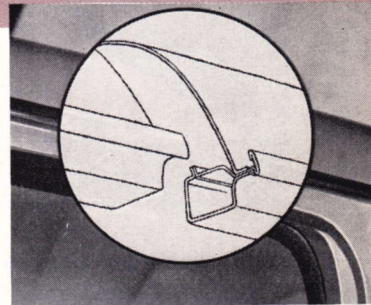
Under each of the door sills, heavier box-section steel rails provide greater rigidity and a perfect door fit. **The 1955 Dodge floor** has steel reinforcement members welded across its bottom. Along with the usual stamped ribbing, they give extra strength and help prevent "drumming."

IN THE REAR . . .

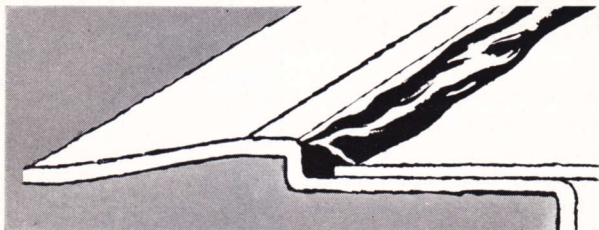
The rear door lock pillar is made of a straight piece of steel without the usual contours for the wheel-housing. This means greater body rigidity and a tighter fit for the rear doors.

Rear quarter panels and fenders are integral, providing solid, rattle-free construction.

Diagonal back braces, heavier and stronger than ever, help tie the rear panels into a solid, vibration-free unit. The steel braces of the package shelf also help stiffen the two rear quarter panels.



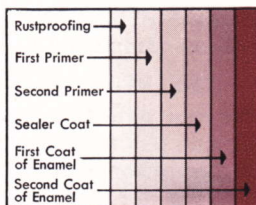
Here Are Three More Body Sales Features



A new sealing technique is an outstanding feature of the 1955 body. At points where body panels are welded together, a groove is formed at the overlapping edges of the panels and filled with mastic material before assembly. This provides a tight seal after welding and keeps out water and dirt. The technique is particularly valuable in the floor panels, which are splashed by mud and moisture from the road.

Rustproofing of all metal

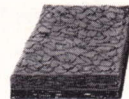
is the foundation for the famous Dodge baked-enamel finish. This durable finish is resistant to scratches, chipping, checking, or fading and stays good looking with very little care. Two coats of primer are placed on the rustproof coating. These are followed by a coat of sealer. Finally, two coats of enamel are sprayed on and baked.



The addition of two new body mountings this year makes a total of fourteen. They provide a firm union between body and frame, resulting in greater rigidity and more resistance to body twist. The new mountings are located inside the frame side rails at the "B" posts.

Five Different Insulation Materials Contribute to Dodge Comfort

Cutting down noise and insulating against heat and cold is the job of the thick laminated dash liner. The cowl and front floor are also insulated by this same material.



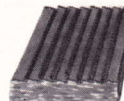
Vibration is damped in floors and metal panels by mastic sound deadener sprayed permanently in place on the metal.



Road noises and vibrations are absorbed between frame and body by specially designed, *molded body mountings*.



Sounds are further deadened within the body by a special roof silencer which also acts as insulation, keeping out heat and cold.



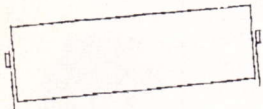
Additional insulation against road noise and vibration is provided in the Custom Royal by looped pile carpeting backed by foam rubber. Other models have a luxurious wool carpeting with thick felted padding.



Body Seals and Gaskets Fight Weather, Stay Working

Dodge seals out dirt, dust, moisture, and drafts with a wide variety of specially engineered and compounded seals and gaskets. They stay on the job over a long period of time, even though exposed to rain, snow, ice, or salt. And long life is important, not only to keep the car weather tight, but to absorb vibration and to cushion wear. The new *full* wrap-around windshield and the rear window have a newly designed weather strip that does a superior sealing job.

For 1955 Dodge Offers . . . The Finest Visibility in Automotive History With the Advanced *New Horizon* Windshield



The **flat, plate glass windshield** used on earlier cars produced annoying glare.



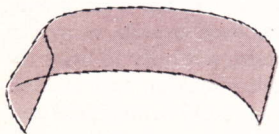
The **divided windshield** provided some protection from glare, because both segments were angled.



The **curved windshield** allows better visibility to the side, protects against glare, and is free from bothersome distortion.



The so-called **wrap-around windshield** introduced on some cars last year actually created a new blind spot at the side and another blind spot at the sharp curve which could not be cleaned by the windshield wiper.

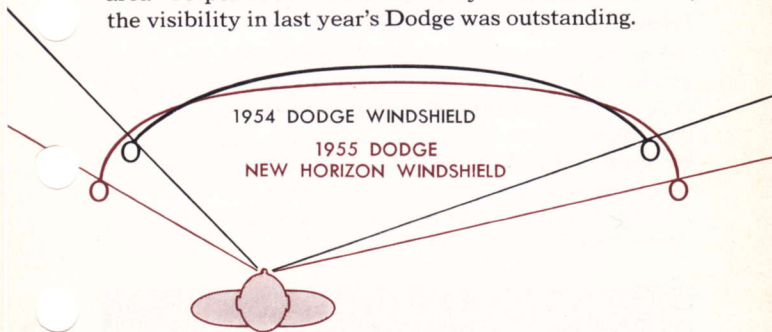


The **Dodge New Horizon windshield for 1955** provides improved visibility, eliminates old blind spots without creating new ones.

It's Dramatic . . . It's Beautiful . . . It's Practical

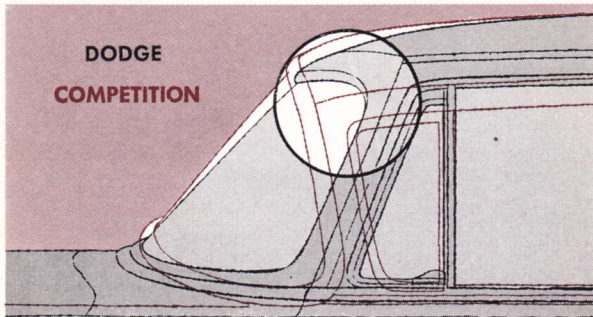


Take a good look at this 1955 Dodge *New Horizon* windshield. Notice its smooth, gentle curve toward the side—with no abrupt bend such as is found on the so-called wrap-around windshield of other cars. Notice how it wraps around at both top *and* bottom. It provides the best and safest front and side visibility of any windshield in the industry. It eliminates old blind spots—instead of adding new ones, as is the case with competitive, partial wrap-around windshields. The new Dodge windshield has 1,063 square inches of glass area—16 per cent *more* than last year. And remember, the visibility in last year's Dodge was outstanding.



The Dodge 1955 swept-back New Horizon windshield provides greater range of vision to the sides.

Dodge Provides Better Visibility . . . Competitive Windshield Has Eye-Level Blind Spot

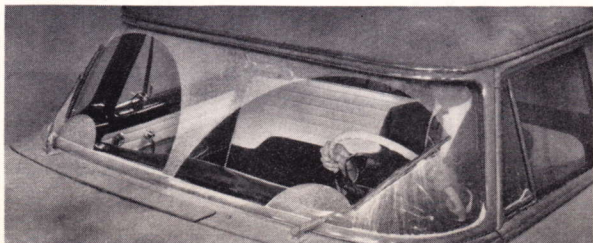


As the illustration shows, the Dodge "A" post has been moved back and retains its slant, giving a full wrap-around for added visibility at *both* top and bottom.

As the illustration also shows, the competitive windshield is *not* a true wrap-around. The "A" post is slanted forward at the top, so the windshield wraps around only at the bottom, *not* at the top. This results in a new blind spot, right at the driver's eye level.

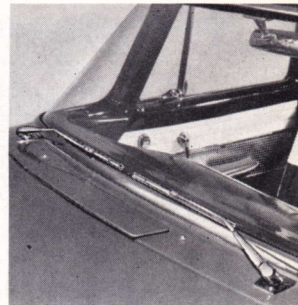
In bad weather, too . . . the 1955 Dodge windshield holds the safety edge

When flying road film, snow, or rain covers the windshield, the drivers of many competitive cars are severely handicapped. Because of the abrupt curve at the edge of the windshield, ordinary wipers cannot be located to clear that area. *With the Dodge full wrap-around windshield's gradual curve, the large electrically operated wipers can be located to give the driver the best possible visibility.*



More Dodge Features To Help You Sell Better, Safe Vision

New windshield wipers park off the glass automatically on the Dodge Custom Royal and Royal. These wipers are equipped with a rheostat switch that allows the driver to operate them at any desired speed. The Coronet is equipped with a one-speed wiper. All Dodge windshield wipers are electrically operated and maintain safe, constant speed. Competitive vacuum-operated wipers tend to slow down when the engine is pulling hard, causing dangerously poor visibility on occasions.



Glare-resistant finish on the Dodge instrument panel top reduces driving fatigue.

Rear-view mirror is extra wide, has tinted glass, and is adjustable both for position and height.

Safety glass provides maximum protection for driver, passengers.

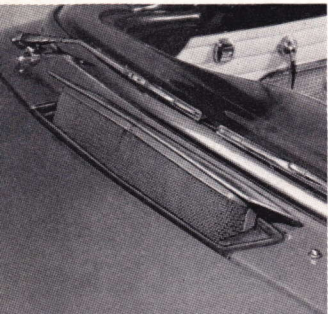
Full-width defroster vents, combined with powerful defroster blower, give outstanding bad-weather visibility.

Dodge-Tint Safety Glass Cuts Down on Sun Glare and Heat

Dodge-Tint safety glass, with its greenish tint, cuts down on glare to reduce driving strain and adds to driving safety. Available at slight extra cost, this important Dodge comfort and safety feature provides the same physical protection as regular safety glass.



Dodge Superior Ventilation Is Tops in Comfort



Providing a constant source of fresh, clean air for summer cooling and winter heating is the job of the famous Dodge cowl ventilator. Located well above road level, it picks up air that's as free as possible of traffic fumes and dust. The Dodge ventilator can be opened as much or as little as the driver desires.

Individual requirements of front seat passengers for fresh air are met by a new feature for 1955. By operating simple foot controls under the instrument panel, fresh air from the cowl ventilator can be directed to the left or right, or to both sides at once. It gives you custom-tailored ventilation for driver or front seat passenger. Information on Dodge heaters will be found in the Major Options Section, page F-9.

Additional ventilation is provided by easy-operating front window vent wings on all Dodge models. The Dodge Royal and Custom Royal 4-door sedans have rear window vent wings, too. The wings can be locked securely by a simple turn of the sturdy handle.



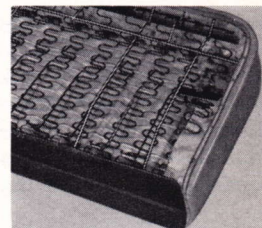
Dodge windows can be completely opened or closed with *less than two full turns* of the regulators.

Dodge Seats Designed for “Living Room” Luxury

Dodge Knee-Level seats are high enough to provide proper leg support and assure comfortable posture for reduced fatigue on long trips. The Dodge driver sits in a comfortable, *alert* position—a *must* for wide-awake driving and good visibility.

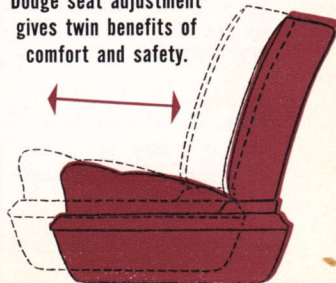


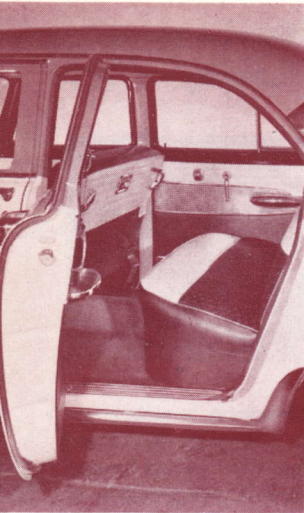
Dodge zigzag spring seat construction is similar to that found in the finest furniture. The seats stay comfortable even with hard use, without developing humps and slumps. The front seat frame is constructed of strong channel-section steel. Front seat cushions have comfortable, durable foam rubber over zigzag springs. In the Custom Royal, back seats also have foam rubber cushions. Solid seat backs have coil springs, while split seat backs have zigzag steel springs.



The Dodge comfort-safety seat adjustment allows the driver to place the front seat in the best position to suit his needs. With a slight pull on the chromium handle, the seat unlocks and will move forward and upward, or backward and downward. Thus, the seat accommodates tall people with long legs or short people with short legs. The seat moves easily on ball bearings that ride on a steel track.

Dodge seat adjustment gives twin benefits of comfort and safety.





All Dodge Doors Are Easy to Enter . . . Easy to Operate

1955 Dodge doors are strengthened so they can be made thinner, to provide more hiproom than ever before in both front and back seats. Doors have a concealed hinge which allows them to swing up as they open, thus avoiding contact with high curbs. New hinges are adjustable three ways to achieve perfect door fit.

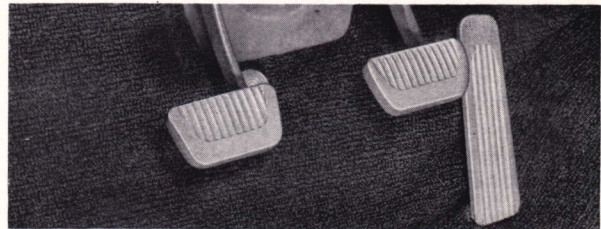
Easy operation, safety, and long, rattle-free life are benefits of Dodge rotary door latches. They keep doors closed firmly under all driving conditions. If a door is left only partially latched, it will not come open when the car is in motion. Actually, when the door is closed and the car is in motion, the rotary-type latches tend to close the door more tightly.

New push-button door handles have an *extra-large* thumb button for more convenient operation. And only Dodge, in its field, combines them with *self-tightening* rotary door latches.

To help insure against accidental opening, every door can be locked from the inside. Front doors lock by pushing the handle forward. Rear doors lock when the built-in button is pushed down.

Floor-level sills help eliminate the danger of tripping during entry and exit. Made of polished aluminum, they also add an attractive highlight.

EXTRA COMFORT AND CONVENIENCE FEATURES HELP MAKE DODGE A REAL VALUE LEADER



Dodge clutch and brake pedals are the suspended type for easier operation and to eliminate dirt-admitting holes in the floor. On models equipped with PowerFlite, which requires no clutch pedal, the brake pedal is eight inches wide for easy operation with either foot.

“Light-Foot” accelerator pedal has easy, positive action because it operates on a pivot at its heel, rather than with a conventional push rod.

Ignition-key starting allows driver to start car with a single turn of the key.

Fixed footrest provides comfort for rear seat passengers regardless of how the front seat is adjusted.

Glove compartment lock operates with the same key as the luggage compartment lock. A light that goes on inside the compartment when the door is opened is standard on the Custom Royal.

Light switches are of the rotary type and do not protrude dangerously like competitive pull-type switches.

Dome light goes on when either front or rear doors are opened on the Custom Royal. On the Royal and Coronet, lights are operated by the right-hand doors.

Front and Rear . . . the Dodge Owner Finds Extra Safety and Convenience

AT THE FRONT . . .

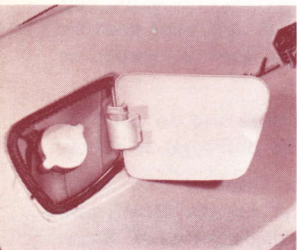
The Dodge hood is unusually easy to raise or lower. It is counterbalanced by over-center springs. These springs help to raise the hood. Once it is up, they hold it safely in place.

There is no chance of accident caused by the hood accidentally flying up when the car is in motion. Once the hood is down, it is held in place by a double-action hood release. To open the hood, a latch must be tripped. This allows the hood to raise a short distance. Then, it is possible to reach and release the safety catch.

AT THE REAR . . .

New Fuel Tank Filler Pipe Location Increases Storage Area in Trunk

The new Dodge fuel tank filler pipe is located out of the way behind the spare tire, increasing the storage capacity of the trunk. The pipe is reached through an opening high in the right rear fender. With the pipe in this location, there is less danger of fuel being spilled when the tank is filled or when the car rounds a corner at high speed. However, if fuel should spill through negligence of the attendant, it drains away through an opening at the bottom of the enclosure.

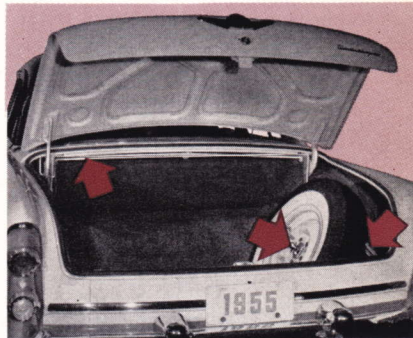


The gas filler opening is covered by a hinged door with a strong over-center-design spring which positively holds the cover open or closed.

Bigger Luggage Compartment Has New Torsion-Bar Counterbalance

The 1955 Dodge luggage compartment is *bigger* and *wider* than ever before, allowing more room for storage, and easier loading or unloading.

New torsion-bar counterbalance makes the lid easy to raise, holds it firmly and safely open in any position. It takes up less room than ordinary spring-type hinges, providing more storage space and eliminating the danger of damaging valuable luggage. Royal and Custom Royal compartments are completely lined with attractive, easily cleaned, figured fibre board. All models have molded-rubber floor mats.



The Dodge luggage compartment lid may be locked or merely latched as you prefer. Turning the key locks the lid securely. But if it happens to be more convenient to leave the compartment unlocked, the latch holds the lid firmly closed. It then can be reopened easily by simply pushing the button—a convenience on shopping trips, picnics and similar situations.

The spare tire and wheel assembly is held firmly in place with an easy-to-turn, hand-type wing nut. Tilting of the spare tire to the right side provides additional luggage space.

The easy-operating jack is mounted on special brackets behind the spare tire, adding still more usable space to the rest of the compartment. The jack is held firmly in place by a strong spring and the pressure of the tire against it. Operating the jack mechanism gives enough spring tension to prevent rattles.