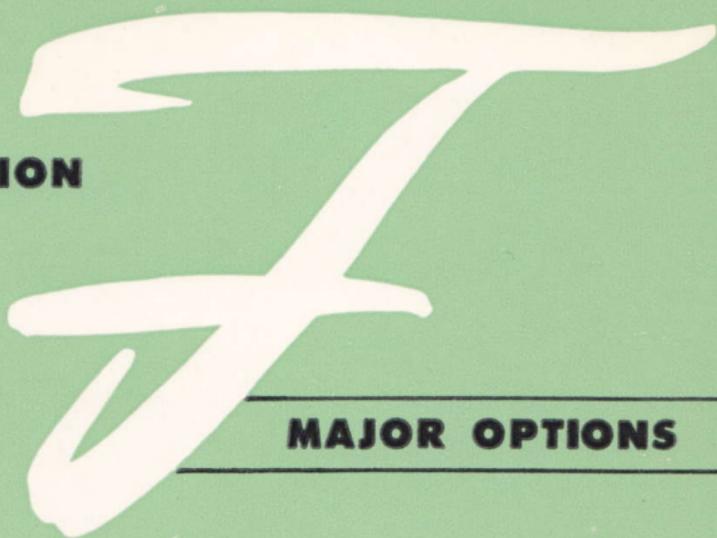


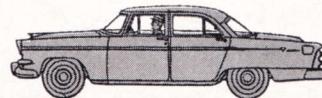
SECTION



MAJOR OPTIONS

Dodge

OPTIONAL EQUIPMENT MULTIPLIES DRIVING PLEASURE, SAFETY, CONVENIENCE, AND COMFORT



Here are the Dodge major optional features . . . available at extra cost. They couple the ultimate in motoring luxury with the traditional performance, dependability, and comfort built into every Dodge. Each one is designed to make a specific contribution to the enjoyment of driving and riding in the great new Dodge for 1955. Each one gives you a powerful array of sales features.

POWERFLITE DRIVE
(Described on page 26, Section "D")

OVERDRIVE
(Described on page 33, Section "D")

FULL-TIME COAXIAL POWER STEERING

POWER BRAKES

4-WAY POWER SEAT ADJUSTMENT

POWER WINDOW LIFTS

CONDITIONAIRE COMFORT SYSTEM

AIR CONDITIONING

RADIOS

DODGE FULL-TIME COAXIAL POWER STEERING is safer, gives finger-tip parking, far more restful driving



Steering with Dodge Full-Time Coaxial Power Steering is practically effortless. No matter how sharp the turn, how soft the road surface, or how slowly the car is moving, you guide your Dodge with a feather-light touch.

Whenever the engine is running, Dodge Full-Time Coaxial Power Steering provides hydraulic power to do 80 per cent of the work needed to turn the front wheels. Even in loose gravel or on rutted roads, steering is wonderfully easy.

Dodge power steering gives FULL-TIME help

With the slightest turn of the steering wheel, Dodge gives instant power assistance. Most competitive systems require from 4 to 7 pounds of push or pull before the power unit goes into action. That means *no steering help at all* for the biggest share of driving. What's more, Dodge Power steering produces none of that disturbing *on-off feeling* so noticeable with competitive *part-time* systems.



Here's why Dodge FULL-TIME Coaxial Power Steering is safer

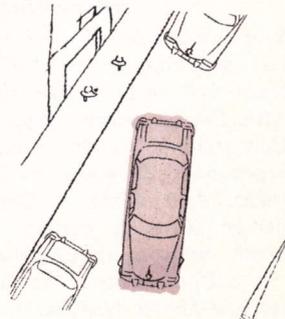
With conventional steering, you know how ruts, car tracks, and unexpected bumps have a tendency to wrench the steering wheel from your hands. And soft shoulders and tire blowouts fight even harder to take over control of the car.

Dodge Full-Time Coaxial Power Steering eliminates all fear of these hazards. The forces that tend to pull the wheel out of a driver's hands are resisted by the Dodge power steering unit. Ruts and road shocks are cushioned. You steer in and out of car tracks with complete confidence—with *complete control*.

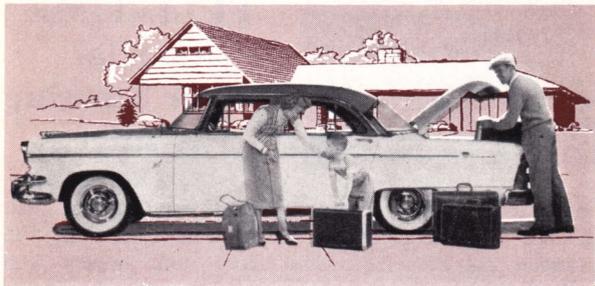
This cushioning action not only adds to safety—it makes steering more of a pleasure. Since road shocks don't reach the wheel, "feel of the wheel" is just as velvety smooth as driving on a boulevard.

Parking is wonderfully easy

Parking a Dodge with Full-Time Coaxial Power Steering is as easy as dialing a phone. The front wheels turn back and forth with the pressure of just one finger. No more need to tug and strain. All the hard work is done for you. Women in particular love Dodge power steering. They say it's the greatest aid to driving since hand-cranking the engine went out of style.



LONG TRIPS ARE A BREEZE with DODGE POWER STEERING

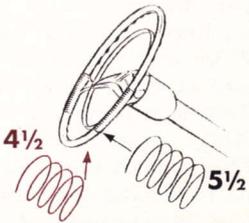


Happy is the driver (and relaxed, too) who can enjoy Dodge power steering when he drives all day. All he's had to do is *guide* his Dodge. He hasn't had to fight the wheel against ruts, chuckholes, loose gravel, or washboard roads. Even high cross-winds bring no feeling of pressure on the steering wheel.

Competitive, *part-time* power steering gives no help against small bumps and cross-winds, which often do not exert enough force to bring the power steering unit into play. But these forces are quite enough to tire the driver as he continually corrects his steering against them. Dodge Full-Time Power Steering provides power assistance 100% of the time.

With Dodge, you can sell fewer wheel turns . . .

You need only $4\frac{1}{2}$ turns of the steering wheel to go from full left to full right with Dodge power steering. Competitive power steering types need as many as $5\frac{1}{2}$ turns. And when a Dodge driver turns a corner, his front wheels quickly and smoothly return to the straight-ahead position.



Number of Dodge turns in color; competitive cars in black

Doctors approve power steering



Sometimes doctors tell elderly patients with heart or arthritic conditions not to drive *unless* they use a car with power steering. For these folks, Dodge Full-Time Coaxial Power Steering is the doctor's best "prescription." It gives more help than competitive systems.

Dodge Coaxial Power Steering is brand new in design

After two years of development work, Dodge and Chrysler Corporation engineers now pace the industry with the introduction of *Coaxial* Power Steering. This new design gives the same *full-time* operation and outstanding performance of the original, but its simplicity and streamlining offer additional benefits.

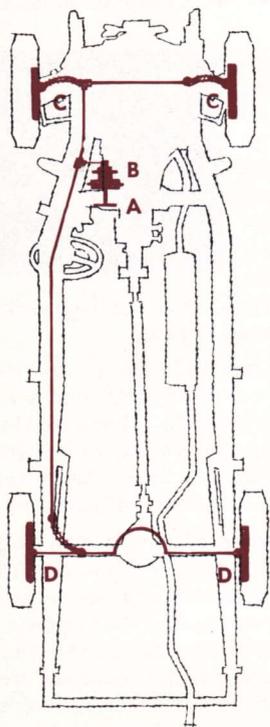
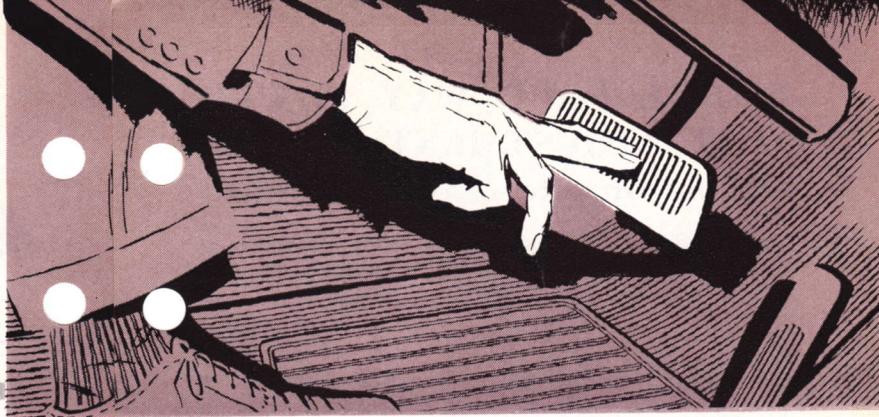


The new *coaxial* unit puts all the power steering mechanism, except the hydraulic pump, into a tubular housing that encloses the steering column. It is lighter in weight, has fewer parts, gives longer service. Beyond the usual 1,000-mile oil level check, there is no need for lubrication or major adjustments.

The clean, compact design of Dodge coaxial power steering allows more efficient use of space. With less bulk in the engine compartment, it's easier to get at other equipment for servicing. *Remember:* competitive power steering units are power packages *added on* to supplement regular manual steering. Dodge Full-Time Coaxial Power Steering is designed as an *integral car component*—not as an *add-on* booster feature!

DODGE POWER BRAKES

require only one-half the usual pedal pressure



- A. Suspended pedal
- B. Master cylinder and power unit
- C. Front brakes
- D. Rear brakes

Dodge power brakes keep the perfectly controlled braking of their Safe-Guard hydraulic system. But—you need only half the pedal pressure. Actually, fingertip pressure could apply the brakes. Emphasize to your prospects that the distance of pedal travel is normal. They have *nothing new to learn*. Response is instantaneous and smooth. Extra-wide pedal, in cars with PowerFlite, makes brakes easy to control with either foot.

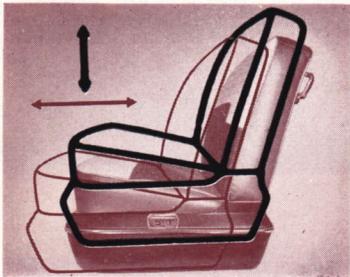


Even if the engine should stall and the vacuum booster system stop working, Dodge power brakes are designed so the regular Safe-Guard hydraulic brake system will still function. And the *greater reserve pedal travel* of Dodge power brakes gives maximum stopping power with far less physical effort. This fact has special appeal to women drivers. Safe stopping power is assured, though somewhat more pedal pressure is necessary.



Some competitive power brakes have a very short pedal travel. If the power booster fails, there is very little braking power unless you exert a great deal of pressure on the brake pedal. Under these conditions, many women could find it beyond their strength to stop the car in an emergency.

DODGE FOUR-WAY POWER SEAT ADJUSTMENT lets you sell automatic seating comfort



With the touch of a button at the side of the front seat, the power front seat of a Dodge glides forward or backward over a range of 5 inches. You release the button at the position that suits you

best. A second button gives a total vertical adjustment range of 3 inches. Press upward and the seat rises automatically. Press downward and the seat lowers. Between the forward-back and up-and-down adjustments, any driver is sure to find the position that's perfect for his height and build.

NEW POWER WINDOW LIFTS give finger-tip control of door windows

The driver or passengers in both front and rear compartments can raise or lower door windows next to them with a flick of a button control conveniently located on the door panel. At the driver's left is a master control that can raise or lower the window in any one, or all four doors. Power windows for the *front doors* only are also available.



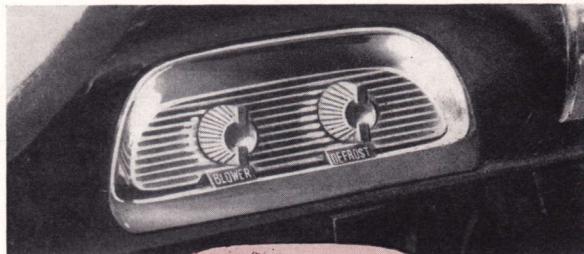
Master Control



Individual Control

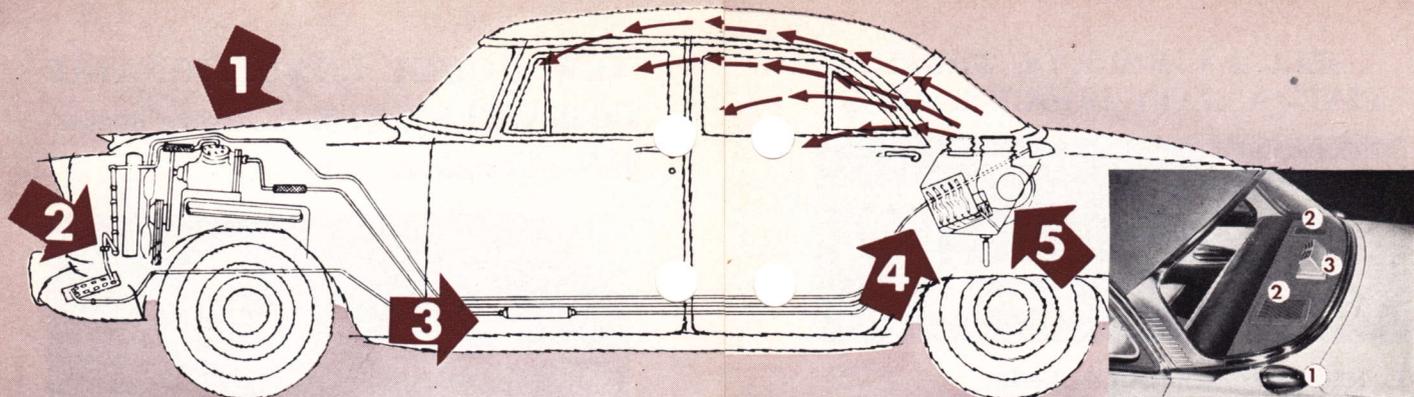
Independent motor and gearbox in each door or quarter panel responds instantly and smoothly to either individual or master control.

NEW DODGE CONDITIONAIRE COMFORT SYSTEM . . . more powerful—and quieter, too



A new and highly efficient Dodge heating system is offered for 1955. The *Conditionaire Comfort System* has doubled defroster effectiveness and greatly increased heating capacity over previous Dodge systems. Completely new for 1955, this system will keep the interior of a Dodge snug and warm on the frostiest day. And it's noticeably quieter, too. Separate blowers for both heater and defroster can take care of any demands.

Moving a simple control on the Control Panel directs air entering by way of the cowl ventilator through the heater core. This heated air is distributed evenly throughout the passenger compartment. The same control moved in the opposite direction permits the system to function as a recirculating heater when the cowl ventilator is closed and the ventilator outlets under the Control Panel are open.



- (1) Fresh air intake
 (2) Warm air returns
 (3) Cool air outlet

NEW DODGE AIR-CONDITIONING SYSTEM keeps car delightfully cool in the most sweltering weather

Dodge Airtemp Air Conditioning is the most effective offered in any car today. It can lower the temperature inside a Dodge from a scorching 110 degrees to the comfortable seventies within three minutes.

Driver and passengers enjoy delightfully cool, dry-air comfort—free from dust and pollen—because these annoyances are filtered out. No need to open windows because fresh air is drawn in through the intake ducts. This wonderful aid to comfort has about one third more capacity for removing heat than any competitive unit. With the outside temperature at 100 degrees Fahrenheit, engineers find that the Dodge system, set on *medium*, not full, gives better results than other units running full blast!

When the engine is idling, with the transmission in neutral, an automatic throttle control keeps engine speed regulated so the air-conditioning system is fully operative. There's no letdown in cooling efficiency.

When air conditioning is not in use, a clutch cuts out the compressor, saving unnecessary wear. This clutch is actuated by the temperature control.

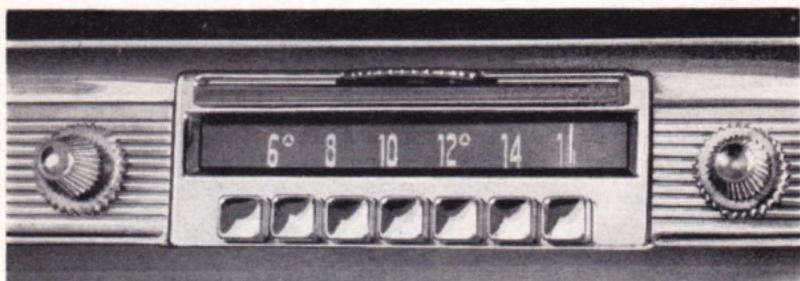
Dual-control switch within easy reach. A combination (T.V.-style) control regulates temperature and blower speed. With temperature control at **OFF** position, the system turns off. This dual control is located on the instrument panel within easy reach.

Draft-free cool-air distribution, from the outlet on the package shelf, is directed upward and along the top of the car. With the blower on full, the movement of air can be felt, but there are no "jets" of cool air typical of many competitive systems. When the Dodge system is set at medium, ample for all but the most extreme conditions, there is practically no sensation of air movement.

HERE'S HOW IT WORKS:

Compressor (1) compresses Freon gas, the refrigerant, and pumps it to condenser (2) ahead of car radiator, where heat is removed. Gas, giving up heat, condenses to a liquid and flows back to receiver (3), which assures supply of liquid Freon to expansion valve. This regulates flow to evaporator coils. (4). Refrigerant cools evaporator coils. Chilled air is forced out of package shelf vents by blower (5).

SELL A CHOICE OF THREE FINE-QUALITY DODGE RADIOS



1. **NEW ELECTRO TOUCH-TUNER, AUTOMATIC TUNING MODEL**

Brand new for 1955, this powerful, clear-toned radio gives automatic search tuning in addition to push-button station selection. When a motorist is touring, and unfamiliar with the stations, pressing the Touch-Tuner selector bar causes selector to move from left to right until a station is heard. Pressing the selector bar again moves selector to the next audible signal. After reaching the extreme right, the selector reverses its travel. In addition, there's a tone control to give just the degree of bass or treble desired.

2. **MUSIC MASTER PUSH-BUTTON TUNING MODEL**

Sensitive, selective, and with exceptionally fine tone, this high-quality radio has eight push-button station selectors, easily adjusted to any stations desired. It includes variable tone control and manual tuning.

3. **VELVETONE MANUAL-TUNING MODEL**

Here's a fine-quality, well-built radio that gives good reception, tone, and volume. Stations are selected by manual tuning—the variable tone control is not included.

You can sell the Bi-Fidelity Speaker System at moderate extra cost. This speaker has a separate on-off volume control on the instrument panel and is available with all but manual-tuning models.