

LOCAL DEALER ANNOUNCES NEW 1954 DODGES

A new super deluxe series known as the Royal V-8 highlights the lineup of 1954 Dodge passenger cars now being displayed in the showroom of C. "Ed" Dempsey. Mr. Dempsey said the 1954 Dodge also introduces completely new interior styling, more than a dozen body beautifications and several major engineering advancements in its entire line consisting of 20 different models.

The 20 different models are in three series — the new Royal V-8, the Coronet V-8 and Six and the Meadowbrook V-8 and Six. They are being offered in 11 new body colors and 14 two-tone combinations that are keyed to harmonize with the completely new interior styling.

Mr. Dempsey announced that the 1954 Dodge line also offers such mechanical advancements as the economy-and-endurance tested Red Ram V-8 engine stepped up to 150 h.p. and a 7.5 to 1 compression ratio; PowerFlite, a new fully-automatic transmission; and a new full-time power steering unit. Meadowbrook V-8 models will continue at 140 h.p. The horsepower of the six-cylinder engines has been raised to 110 and the compression ratio to 7.25 to 1.

Although the new Royal V-8 features super deluxe appointments and fittings, it is pointed out that the entire 1954 Dodge line is marked by many new styling changes.

On the exterior, a new spear-like chrome moulding accents the low, sweeping lines. Combined with a four-inch increase in the overall length of four-door and club coupe models, and a five-inch increase in the sport coupe and convertible, the new exterior trim lends a smooth, modern look to the entire line.

Other major body changes include the grille design and front end. The new grille is lower, wider and has a more massive appearance. The traditional ram hood ornament has been streamlined, and a distinct, new styling has been given the V-8 crest and chrome-lined air scoop. Headlights have been redesigned and bumper guards have been modified.

In restyling the interiors of the entire line, Mr. Dempsey revealed that Dodge had contracted for all available mill capacity on a new type of upholstery fabric known as Jacquard.

Jacquard is a class of exclusive fabrics previously used only for rich tapestries and expensive furniture. Jacquard has been chosen for the 1954 Dodge because it is adaptable to unusual and elaborate patterns that contribute an entirely new feeling to our interiors.

The interior fabrics, named after a special loom and weaving process invented by Joseph Marie Jacquard in 1801, is tightly woven

Dodge Interiors Offer 'Color Harmony'



One of the outstanding features of the new 1954 Dodge is "color harmony." Each of eleven different body colors and a wide variety of two-tone combinations are mated with the completely new interior trim. A new luxurious fabric—known as Jacquard—harmonizes with the instrument panel, steering wheel, deep-pile carpeting, garnish moulding and other trim items. Top of instrument panel features a grainy or leather-like finish to reduce glare. Bottom has smooth finish in same color.

to provide wear resistance. At the same time it enables designers to incorporate double patterns by using a raised nap. Three basic color tones — green, blue and red — are featured in the patterns designed for use on 1954 models.

As part of the interior styling on the Dodge line, all trim harmonizes with the upholstery colors. Items such as the instrument panel, garnish mouldings, deep-pile carpeting, head lining and steering wheel are finished in the same basic color as the upholstery fabric. In turn, all of the interior color schemes are in harmony with the exterior body colors.

Another interior feature is the instrument panel, which not only is a matching color, but introduces a new automotive finish known as "Leathertex." The top portion of the instrument panel has a grainy or leather-type finish to reduce glare, while the bottom has a soft, smooth finish in the same color.

A new benefit to the driver was described as "four-corner contact." He explained it as a feature that allows the average driver to maintain visual contact with all four fender lines.

"It is accomplished in the front through a combination of chair-high front seats that rise as they move forward, sloping hood and large one-piece windshield. In the rear it is made possible by the chair-high seats, wrap-around rear window and newly-designed chrome fins that accent the rear fender lines."

Mr. Dempsey also said that the 1954 Dodge line has a choice of two transmissions. In addition to the new, fully-automatic PowerFlite drive, Dodge is making available the standard three-speed transmission, either with or without automatic overdrive.

PowerFlite, which requires no clutch pedal, combines a torque converter and a two-speed planetary gearbox in a smooth-flowing

driving operation. It is 100 pounds lighter than the heaviest competitive unit and contains some 110 fewer parts than the most complicated of these. Dodge engineers claim it will deliver more acceleration power more smoothly than any other transmission.

Operation of PowerFlite is simplified for the driver by the slotted design of the selective lever. Neutral and drive positions are

on one level of the selector lever. Reverse and low gears, on a higher level, are selected by a slight lifting of the lever and sliding left or right. This makes it possible to select a driving range by "feel," without looking at the pointer. Also, because reverse is adjacent to neutral, it eliminates the dangerous practice of shifting through a forward gear when backing up.

In driving the new PowerFlite, the driver starts the engine in neutral, shifts to drive and depresses the accelerator pedal. The car accelerates in low gear. At some speed between 15 and 65 m.p.h., depending on the driver, PowerFlite automatically upshifts into direct drive. At any speed under 55 m.p.h. the driver may secure extra acceleration by pushing the pedal to the floor board into Dodge's familiar "scat" gear. This special gear assures quick, safe passing. A low range also is provided to retain the car in low gear for road conditions such as climbing or descending mountains.

The new Dodge full-time power steering unit has direct control and is of the "linkage" type. It is less complicated, more compact, easier to service and has fewer parts than other systems. Dodge officials state that it eliminates about 80 per cent of steering strain for the driver and always functions smoothly, regardless of hand pressure. In the event of power failure, full mechanical control of steering is maintained.

Of the 20 models being introduced, four are Royal V-8's. They are the four-door, club coupe, sport coupe (hardtop) and convertible. In the two Coronet series there is a four-door and club coupe in a choice of V-8 or

Six, plus a sport coupe and convertible in V-8 only. The two Coronet series also offer a combination of six different station wagon models. A four-door and a club coupe make up the Meadowbrook series in a choice of either V-8 or six-cylinder power.

Station wagons may be obtained as the Sierra four-door in either a six-passenger model with two full seats, or as an eight-passenger version with three seats, and with a choice of either the V-8 or six cylinder engine. The other two station wagon models are the Suburban two-door with a choice of engines.

Interiors of both Sierra and Suburban models are upholstered in smart two-tone combinations of either a blue or green vinyl material.

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