

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-club 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.

Dodge Red Ram Engine Up To 150 Horsepower; Other New Design Features Told

As Dodge launched its 40th year with the Royal V-8—the most luxurious car ever to bear the Dodge name—it also introduced completely new interior styling, more than a dozen body beautifications and several major engineering advancements in its entire 1954 line.

According to W. C. Newberg, president of Dodge Division of Chrysler Corporation, there are three series—the new Royal V-8, the Coronet V-8 and Six and the Meadowbrook V-8 and Six. They are offered in 11 new body colors and 14 two-tone combinations that are keyed to harmonize with completely new interior styling.

Newberg reports that the 1954 Dodge line also offers such mechanical advancements as the economy-and-endurance tested Red Ram V-8 engine stepped up from 140 to 150 h.p. and from 7.1 to 7.5 to 1 compression ratio; PowerFlite, a new fully-automatic transmission; and a new full-time power steering unit. Meadowbrook V-8 models develop 140 h.p. The horsepower of the six-cylinder engines has been raised from 103 to 110 and the compression ratio from 7.0 to 7.25 to 1.

Although the Royal V-8 features super deluxe appointments and fittings, Newberg pointed out that the entire 1954 Dodge line is

DeSoto Used By Many Cabbies

DeSoto has built nearly seven out of every 10 cabs now in service in New York, the largest taxicab market in the world.

The DeSoto automobile is named after Hernando De Soto, famous 16th Century Spanish explorer who discovered the Mississippi River.

De Soto's PowerFlite transmission weighs less and has fewer parts than any other fully automatic transmission on the market.

De Soto's Airtemp air conditioning system has a cooling capacity equivalent to melting 6,000 pounds of ice in 24 hours.

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 rain 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.

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-club 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 by Somerville 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," Somerville said, "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."



DODGE FEATURES SUPER DELUXE MODEL FOR 1954—A new super deluxe series, known as the Royal V-8, is featured in the 1954 Dodge line. A completely new interior styling is keyed to harmonize with 11 different body colors and 14 two-tone combinations. The Royal V-8 series is keynoted by Jacquard upholstery fabric, previously used for rich tapestries and expensive furniture. On the exterior, a new spear-like chrome moulding accents the low, sweeping lines and lends a smooth, modern look. There is also a new grille design and treatment of headlights, tail lights and wheel covers. The 1954 Dodge line also introduced such engineering advancements as PowerFlite, a new fully-automatic transmission; the economy-and-endurance tested Red Ram V-8 engine stepped up from 140 to 150 h.p. and from 7.1 to 7.5 to 1 compression ratio; and a new type full-time power steering unit. The Coronet Six and Meadowbrook Six have been stepped up from 103 to 110 h.p. and from 7.0 to 7.25 to 1 compression ratio.

Carvalcade Sponsored By Lions

With a well earned reputation for promoting worthwhile projects, the Tokete Lion's Club will launch their most ambitious project this weekend. It is the first annual "Carvalcade", featuring the largest display of new cars ever shown in Klamath Falls.

Receiving its charter April 29, 1949, and with Wes McNea at the helm, Tokete members launched their first continuous program—sight conservation. This program is to furnish glasses to needy youngsters and arrange for eye operations on school children whose parents are unable to afford such an expense.

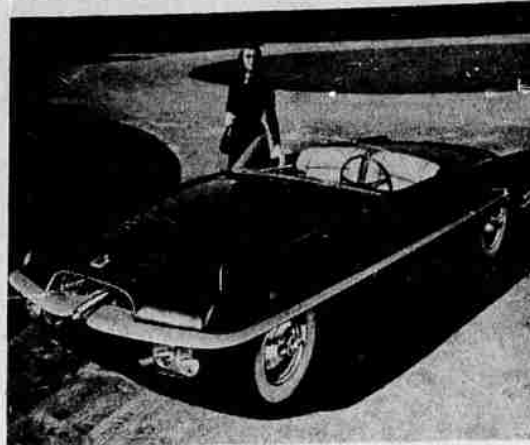
Before the eye program was well under way club members sensed a need for a resuscitator in this area and a project was started to purchase one. In 1950 the latest type resuscitator available was presented to the city. To date this machine has been credited with saving the lives of three persons. The life saving device is available for use anywhere in the city, county or surrounding areas when needed. Getting back to their youth program the Tokete Club started another project—presenting an annual award to the most improved athlete in major sports at the Klamath Union High School.

Two years ago the Tokete mem-

BETTER RIDE
The '54 Ford's new ball-joint front suspension, which engineers call the greatest advance in steering design in 20 years, provides a better ride, makes steering easier and retains "new car" feel longer than old-fashioned king-pin suspension.

bers started another worthwhile venture, this time sponsoring a scholarship to some outstanding student at KUHS, to a college of his or her choice. This student is selected by the scholarship committee of the high school and is also

an annual project.
The Carvalcade, to be held at the Armory, will be an annual affair. The club's next program will be the formal dedication of the new municipal swimming pool on June 20, followed by an aquatic and swimming exhibition.



THE DODGE FIREARROW, a sleek 34-inch-high maroon sports roadster, is a 2+2 "idea" car of the Dodge Division, hand-crafted by Ghia of Turin, Italy. William C. Newberg, president of Dodge, says that certain design features of the experimental body may well be reflected in future Dodge production models, but that there are no present plans to manufacture the Firearrow.

Hy-Drive New Auto Shift

Plymouth Hy-Drive, a new no-torque converter takes the place of gear shifting, in all normal driving situations. The driver can, however, shift manually into second or low gears for steep downhill engine braking, or for exceptionally heavy pulling.

The torque converter in Hy-Drive provides a maximum torque increase of 2.6 to 1—highest in any passenger car. According to Plymouth officials, many owners report that they get even better fuel economy from Hy-Drive-equipped cars than from cars with standard three-speed transmissions. This is attributed to the efficiency of the torque converter and to the smooth acceleration made feasible by Hy-Drive.

place of gear shifting, in all normal driving situations. The driver can, however, shift manually into second or low gears for steep downhill engine braking, or for exceptionally heavy pulling.

The torque converter in Hy-Drive provides a maximum torque increase of 2.6 to 1—highest in any passenger car.

According to Plymouth officials, many owners report that they get even better fuel economy from Hy-Drive-equipped cars than from cars with standard three-speed transmissions. This is attributed to the efficiency of the torque converter and to the smooth acceleration made feasible by Hy-Drive.

Dodge Breaks Test Records

Today, more than ever before, a new automobile must be a proven performer before a manufacturer dare subject it to the public's critical eye. However, the proof must be more convincing than the evidence that is recorded in the manufacturer's engineering department.

Thus, a few weeks prior to public introduction of its current models, Dodge took two of its 1954 Royal V-8 cars, a four-door sedan and a convertible, to the Bonneville Salt Flats in Utah. The Dodge goal was to make a successful attack on 84 American Automobile Association stock car records.

But the 1954 Dodge did even better. When the AAA tests on the Salt Flats were over, the 1954 Dodge had chalked up a total of 196 new AAA stock car marks, more than any standard American car has ever held before.

Only regular grade gasoline was used, as record after record fell to the 1954 Dodge. All marks were set in runs held under the supervision and sanction of the AAA Contest Board.

The AAA Contest Board, almost since the auto industry's beginning, has supervised the competitive efforts of automobiles in races, tours, hill climbs and other tests. It has done so in a manner internationally accepted as a laboratory process which has helped produce the dependable transportation motorists enjoy today.

FOUR POWER ASSISTS
The 1954 Ford passenger cars are available with four power assists: power brakes, power steering, 4-way power seat and power lift front and rear windows, plus Fordomatic transmission and Ford overdrive. For the first time, car buyers are able to obtain all these comfort and convenience features on a popular-priced car. Formerly, such equipment was available only on the highest price automobiles.



ELEGANCE in action!

New '54 DODGE at the auto show!

ELEGANCE IN ACTION!
BRILLIANT ARRAY OF '54 DODGE CARS
NEW COLORS...NEW MODELS

Be sure to see the new Dodge for '54... for the widest selection of body models, with either V-8 or "Six" power, and a wide range of prices to fit every purse. See new Jacquard interior beauty, color-matched to a line of lovely new colors. See all the smart new styling features that make Dodge so elegantly new in 3 great series of cars:

ROYAL V-8 • CORONET V-8 or 6 • MEADOWBROOK V-8 or 6

NEWEST, MOST EXCITING
FEATURES OF MOTORDOM!

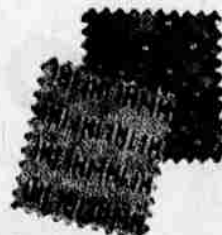
NEW stepped-up 150-h.p. Red Ram V-8.
NEW color-harmonized interiors.
NEW exclusive Jacquard fabrics.
NEW fully-automatic PowerFlite, smoothest, most powerful automatic drive on the road.
NEW full-time Power Steering.
NEW Airtemp Air Conditioner.
PLUS many built-in "extra value" features that make the '54 Dodge your best buy.

There's excitement and action aplenty in the Dodge exhibit at the auto show. See "Elegance In Action" carried out in every detail—from colorful feature displays and decorations to the elegant new Dodge cars. Discover all that's new about the '54 Dodge, its style, its grace, its great new engines and automatic

power features. Get the low-down on Dodge record-breaking performance: Dodge set 196 official new AAA records for stamina and endurance, and topped all 8's in the Mobilgas Economy Run. Spend some time with Dodge at the show and then behind the wheel... at your nearby Dodge dealer's!

"CARVALCADE"

Klamath Falls Armory - Saturday and Sunday
February 27th and 28th



EXCLUSIVE, LUXURIOUS JACQUARD FABRICS

See exquisite, color-flecked Jacquard fabrics... fabrics of such quality they have never before been used in a medium-priced car—so rich they grace the most expensive tapestries and draperies. Gay, colorful, yet durable and easy to clean, these fabrics give Dodge interior color-harmonies of superb smartness and quality! See them at the show!

ELEGANCE IN ACTION!

Road Test the New '54 Dodge... Now on Display at Your Klamath Dodge Dealer's

Your Friendly Dodge-Plymouth Dealer Brings You—Danny Thomas, ABC-TV. Bert Parks in "Break The Bank," ABC-TV. Roy Rogers, NBC Radio

DUGAN and MEST • 522 So. 6th St.

PICK OUT YOUR NEW CAR AT THE

CARVALCADE

SATURDAY & SUNDAY FEBRUARY 27 & 28

THEN

"CHECK WITH
CHUCK"



FOR PROMPT, COURTEOUS
LOW COST FINANCING

★ ★ ★ ★ ★

Klamath's Only Locally Owned
DRIVE-IN FINANCE and LOAN CO.

★ ★ ★ ★ ★

AMPLE PARKING

MOTOR INVESTMENT CO.

531 So. 6th St.

Phone 3325