

Presenting a car of noble proportions, gallant and gay,
and born to rule the road in flashing style

Custom Royal Lancer

Custom Royal Lancer V-8 in dramatic new three-tone styling: Heather Rose, Jewel Black and Sapphire White

In every age, there are those who are not content with the humdrum, the commonplace.

If you are one of these, the Royal Lancer speaks directly to your heart.

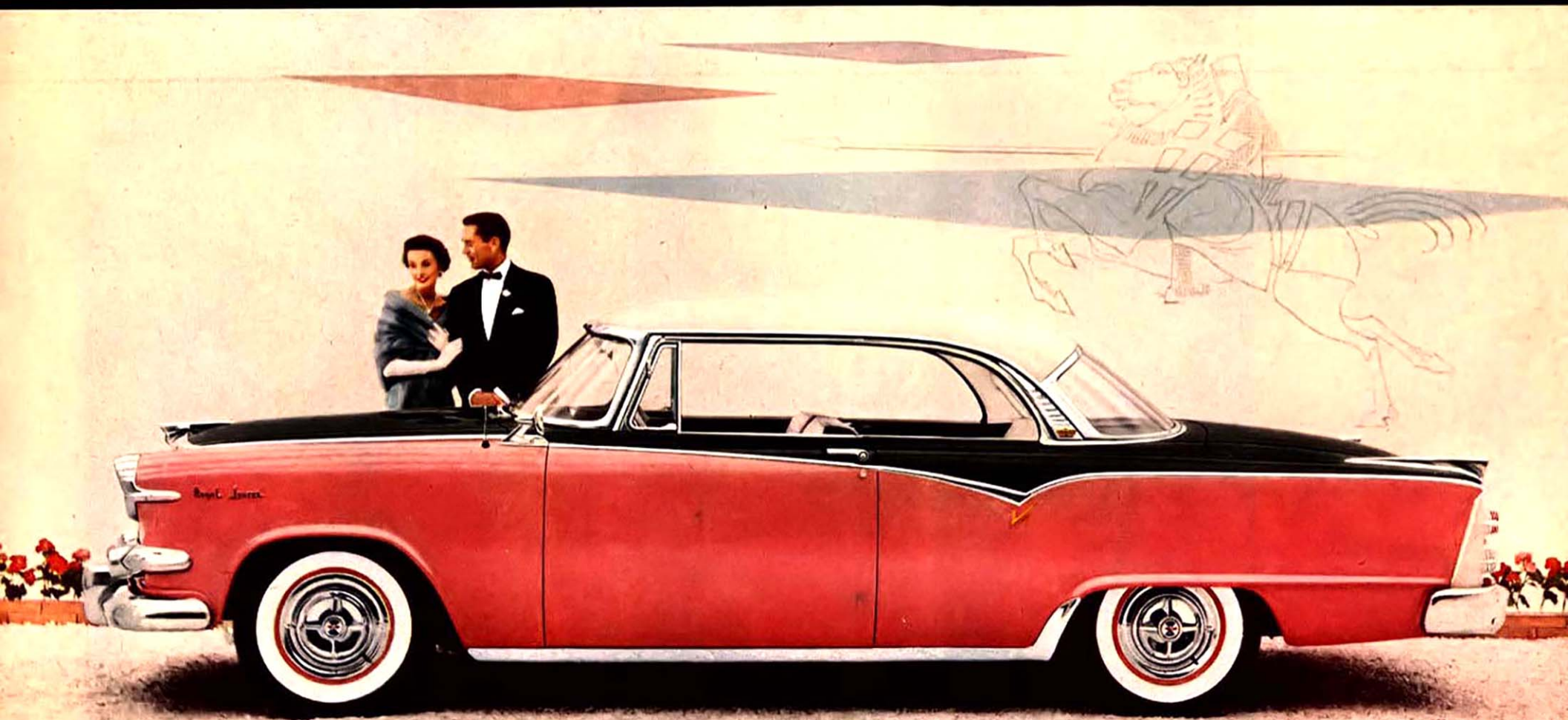
For here is a car that fairly breathes adventure. You sense it in the bold forward thrust of its hood, the rakish slant of the New Horizon windshield, the whisper of its aircraft-type V-8 engine.

And should you choose to make this car yours, you will have this assurance: In any company of automobiles, there is nothing to challenge the distinction of your *Custom Royal Lancer* by Dodge.



by **DODGE**

Take Command . . . Get the Thrill First Hand



Every
flair fashioned inch
says "Let's Go!"
.....

Let's say that the car you own is in pretty good shape. Not too old. Runs o.k. Plenty of miles left in her.

So you're driving home, wondering what's for dinner, and a Dodge Custom Royal Lancer goes flashing by.

All of a sudden—as you take in its gleaming length—you realize there's *more* to owning a car than just transportation. Something you're missing.

There's the sheer *fun* of going places in a car so long and sleek it gives you a lift just to look at it.

There's the *feeling of command* in the surging 193 h.p. Super-Powered Super Red Ram V-8 engine.

There's the deep-down *confidence* you feel in a car that is built in the Dodge tradition: Solid, substantial, and *better engineered* throughout.

Next thing, you're behind the wheel of a dashing Dodge Lancer. Life will never seem humdrum again!

THE NEW
DODGE
FLASHES AHEAD IN '55

From the bold forward thrust of its hood to the sweep of twin-jet taillights—the Dodge Custom Royal Lancer rules the road in style.





Just one way to find out . . .

Take command...get the thrill first hand!

It's dashing! It's dazzling! And along with its luxury-car length and brilliant style, this new Dodge packs the greatest *thrill of command* on the road today. It more than lives up to its looks in surging power, unbelievable handling ease. It is *dependable* as only a Dodge can be dependable. Want to find out? *Take command . . . get the thrill first hand!*

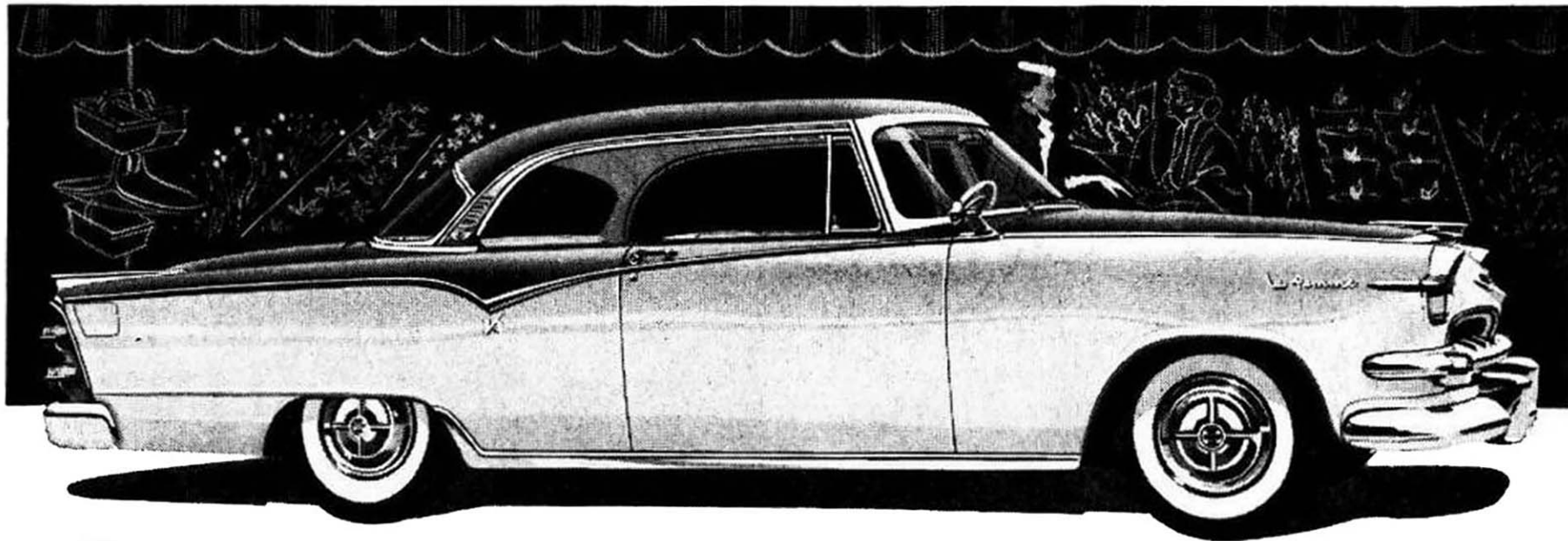
Drive the New

DODGE

Daringly new for Spring! Dashing Custom Royal Lancer four-door . . . the flair of a hardtop—the roominess of a sedan.



DODGE *La Femme*



**first and only car designed for
Your Majesty, the modern American woman**

Now, a car that's glamorously, personally yours!
Even the *idea* is exciting . . . but Dodge makes it thrilling!
For Dodge starts with its beautiful flair-fashioned styling . . . adds every inspired touch you could want. Interiors of cashmere-soft Jacquard fabrics with smart appointments! Miracle power features to put driving magic at your command. Smart personal accessories right off Fifth Avenue! Come in! See *La Femme* in our showroom now!

IMAGINE! THESE FEMININE TOUCHES IN YOUR CAR!



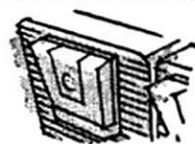
Exquisite interior fabrics of rich Jacquard in dainty rose, with special tapestry design. Cordagrain trim.

Stunning fitted shoulder bag in soft, rose leather. So typical of the smart touches in *La Femme*.

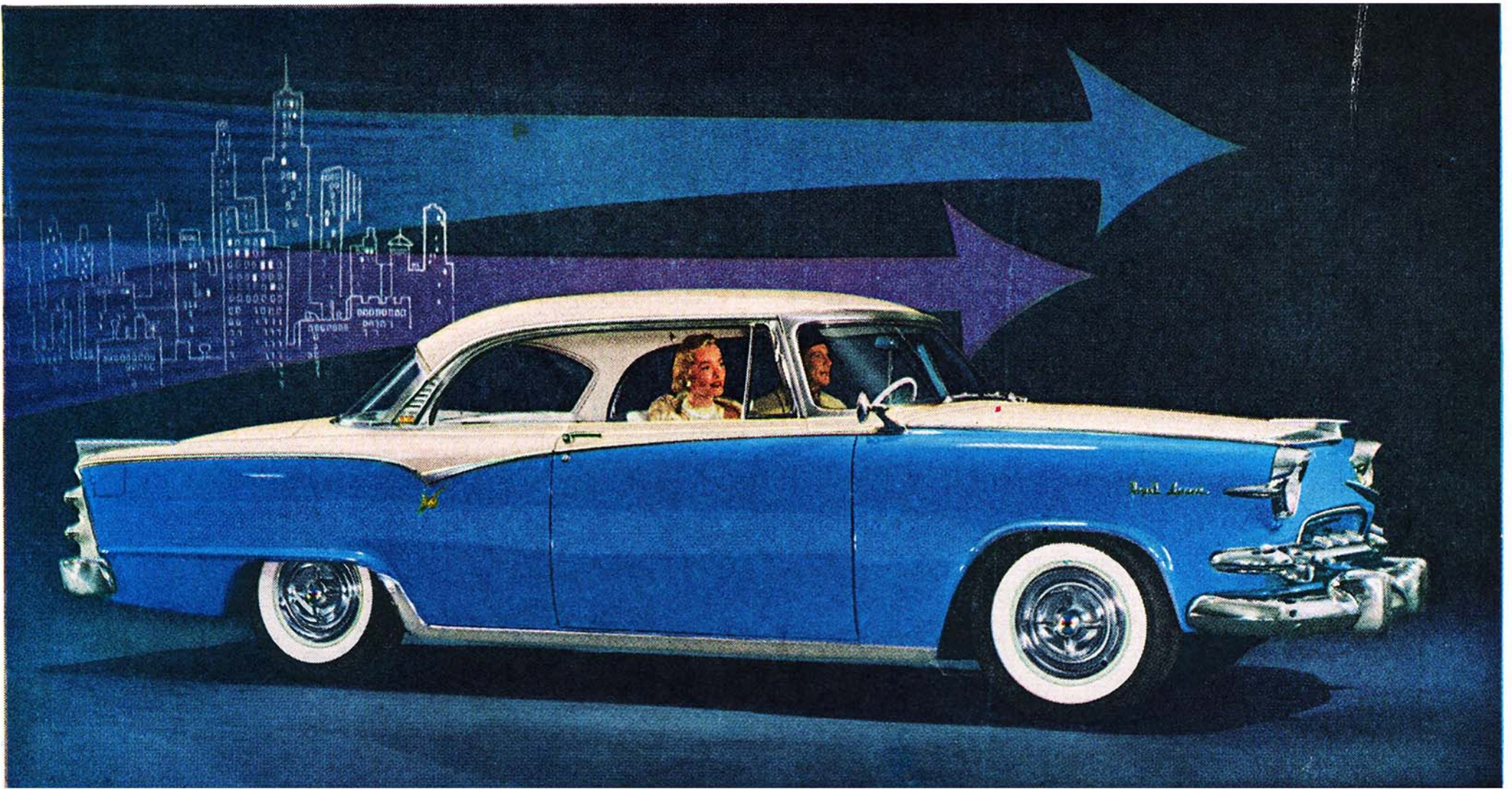


Stylish raincape and chic umbrella to match the Jacquard fabric in color and design. Rainboots, too!

And Lo! Two special compartments to hold your rain apparel, shoulder bag . . . in backs of front seats!



now showing for a limited time only **NEW DODGE LA FEMME!**



New Dodge Custom Royal Lancer . . . most glamorous car on the road.

What's all this talk about "Price Class"?

It gets to be a little confusing—this talk about "price class."

Take that dashing Custom Royal Lancer up above. People who usually pay a *thousand dollars more* for a car are asking, "*What more could I get?*"

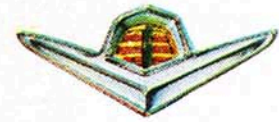
Money can't buy more flashing style, dashing beauty, exciting features.

Then take the Dodge Coronet 4-door sedan shown below. A really *big* car

in every way—up to a foot-and-a-half longer than the so-called "lowest priced" cars. Big in V-8 power. Big in luxury. Big in solid comfort.

But the shocker is this: *You can own this Dodge sedan for less than many models in the small-car field!*

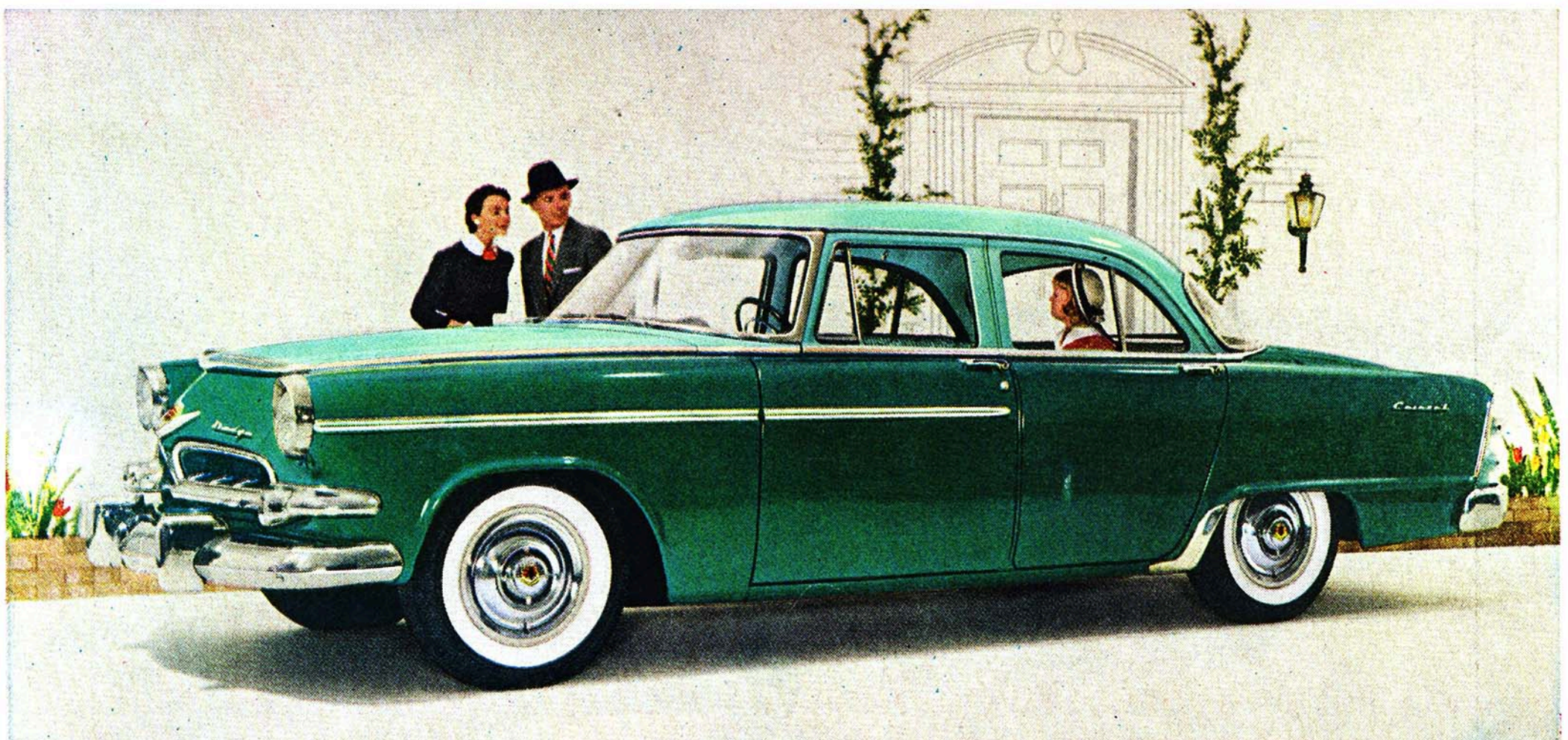
Price class? Forget it! The new Dodge is stealing hearts in every "bracket." Don't let *anything* keep you from yours! See your Dodge dealer.



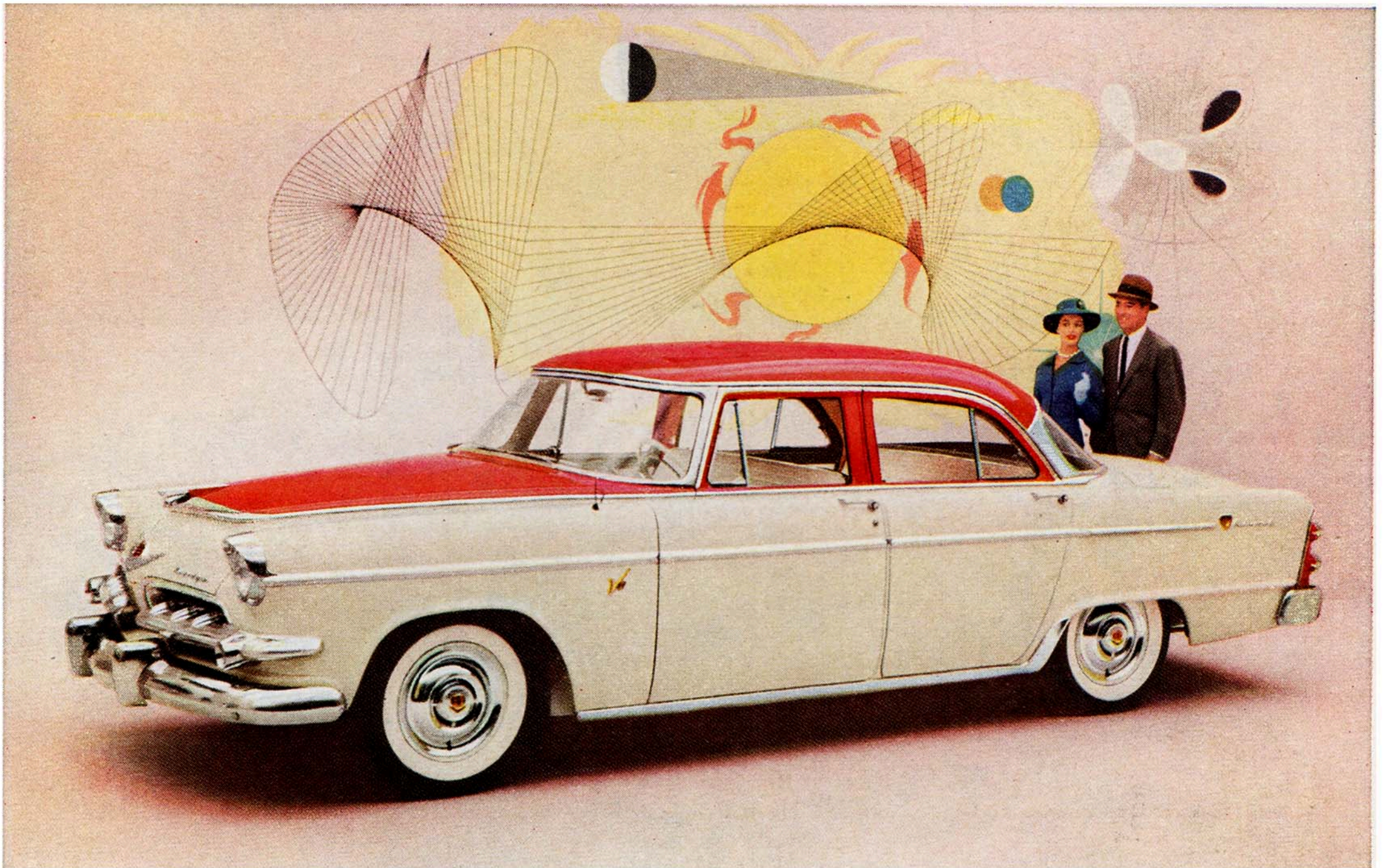
DODGE

FLASHES AHEAD IN '55

New Dodge Coronet V-8 Four-Door Sedan . . . value buy of the year.



new '55 **DODGE** flashes ahead in style!



New Dodge Custom Royal V-8 4-Door Sedan in Cameo Red over Sapphire White

It's flair-fashioned... and alive with beauty



You see new Dodge distinction in dramatic "twin-jet" taillights that set the style trend for tomorrow.

You will know, from your very first glimpse, that here is a car of a hundred surprises:

A car that gives you a *new outlook* on the world through its swept-back New Horizon windshield.

A car that captures the flair of the future in the taut, eager beauty of its flowing lines.

A car of many innovations: Tubeless tires . . . push-button windows and seats . . . dash-mounted Flite Control that brings new magic to PowerFlite automatic driving . . . an aircraft-type V-8 engine that rules the road.

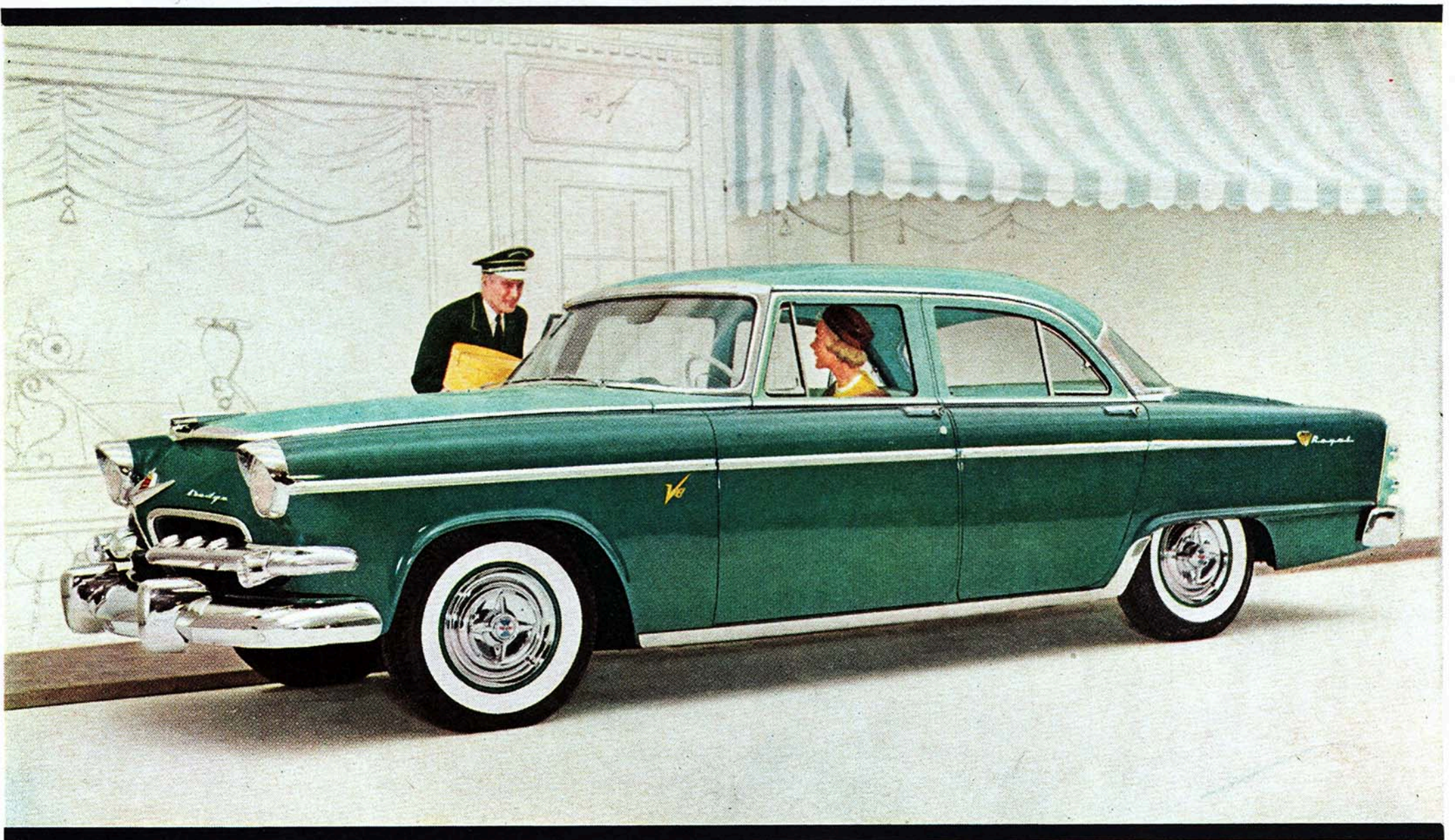
You can expect the unexpected in the flair-fashioned '55 Dodge . . . on display now!

Take Command . . . Get the Thrill First Hand!

The future
is at your fingertips
from the moment
you take your place
behind the wheel...



Expect the unexpected in Dodge for '55



Custom Royal V-8 4-Door Sedan in Emerald Green over Satin Green.

Your first surprise when you step up to this '55 Dodge is a *big* one:
Just *look* at the *size* of it!

Then you get behind the wheel and other discoveries come fast!

You find yourself encircled in a glass cockpit, looking out on the world through the New Horizon *sweep-around* windshield.

You thrill to the magic of Flite Control that lets you command the full range of PowerFlite driving from the control panel.

You discover a new softer ride on tubeless tires . . . new Coaxial Power Steering . . . new left-or-right foot Power Braking . . . a new aircraft-type V-8 engine, *Super-Powered* to 193-h.p., that rules the road in performance *and* economy.

Only Dodge in its field offers you flair-fashioned styling *plus* solid engineering superiority. You're money ahead as Dodge flashes ahead with the car of a hundred surprises.



DODGE

FLASHES AHEAD IN '55