

*Dodge proudly presents ...*

# SWEET WING 588



# Swept-Wing 58 by Dodge...To own it is a new adventure!

In the magnificent new Swept-Wing 58, Dodge introduces a car that stands apart in any company. It is very low, very daring, beautifully proportioned. Its unusual sureness of handling and control reflect the latest engineering advances. To drive it is an enlightening revelation. To own it is a new adventure!





As different as the first wrap-arounds! New Sweep-View "picture window" windshield sweeps up and back as well as around. Now, when you come to a stop, you can even see overhanging traffic lights without craning your neck.



Two "eyes" are better than one! New Twin-Set Headlights have far greater range, give far better illumination. Outer lamp is the low-beam unit, inner lamp the high-beam. In high-beam operation both lamps give maximum visibility.

Best foot forward! Certainly one of the smartest-looking grilles on any 1938 car. Handsome, rugged, beautifully-detailed—in perfect keeping with the rest of the Dodge. Note that parking and turn indicator lights are housed in special "pods."

**SWEPT-WING 58 by DODGE continued**

*Very low, very daring,  
brilliantly proportioned...*

**A new  
adventure  
in style!**

Only rarely does a new car appear on the scene so brilliantly designed that it has no counterpart. The Swept-Wing 58 by Dodge is such a car. It is a car of noble proportions—clean of line, daring in sweep, low in silhouette—*beautifully simple in every detail.*

You can see this simplicity in the smart new grille, handsomely-styled and in perfect taste. In the flat, taut hood. The vast new Sweep-View windshield. The smooth, unbroken line from bold Twin-Set Headlights to soaring Swept-Wings.

Expect to see a *great many* people step out in a low-slung Swept-Wing Dodge in the months ahead. Wouldn't it be fun to be one of them?



Brings adventure back to motoring! Where's there a handsomer, more daring hardtop than this long, low 2-door Lancer? It's a model you'll see plenty of wherever you go.



Try this for size (and sighs)! This dashing Custom Sierra Station Wagon can carry a lively "gang" of nine in lighthearted fashion. Rear-seat passengers ride in "Observation Lounge."



Costumes by I. Magnin.

Oh! What a beautiful morning! Oh! What a beautiful car! The low-slung dazzler shown above is the Custom Royal Lancer Convertible. And if you're one of those people who say "someday" to a convertible, can you honestly put it off any longer? Drive this high-spirited Dodge beauty today. Really, there's nothing else like it—even for hundreds more. Let yourself go!



SWEPT-WING 58 by DODGE *continued*

*Unusual sureness,  
brilliant response,  
masterful control...*

## A new adventure in performance!

Pick any road you like—a familiar one preferably. With wide-open stretches. A hill or two. A few curves—sharp ones, too. And—for good measure—some real rough spots. Try it in a Swept-Wing 58 by Dodge and some *amazing things happen!*

The straightaways are as smooth as glass—except they suddenly seem so much shorter. Hills? Why, they're not anywhere near as steep any more. Curves? You take 'em like you were riding on rails. Rough spots? You hardly know they're there!

This may sound like magic and it is—of a sort. The magic of a car so well engineered and built that it gives you a sense of mastery you've never known before. So pick any road you like and try it in a Swept-Wing 58. You'll find it an exhilarating experience.



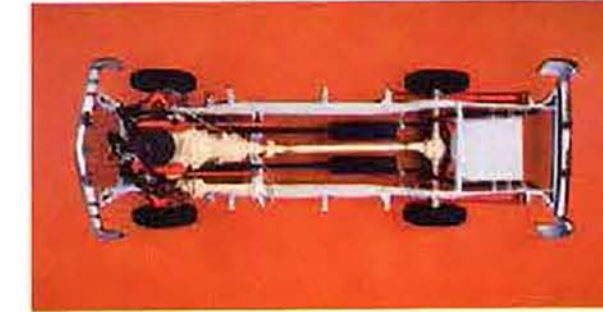
**Push-Button TorqueFlite Drive\***—pioneered and perfected by Dodge. Nothing like it for ease and convenience. A touch of your finger gives you complete mastery of the road.



**New Constant-Control Power Steering\***—gives greater "road feel," works full-time.



**New Dodge Sure-Grip Differential with Automatic Traction Pilot.\*** A real help in snow, sand or mud.



**Torsion-Aire Ride**—without question the finest suspension system on the road. Virtually eliminates road sway and brake dip. It's yours at no extra cost on all Dodge models.



**New V-8 Engines**—with bigger 361 cu. in. displacement, higher 10 to 1 compression ratio, increased torque, greater economy.



**New Total-Contact Brakes**—the finest in the industry, operate on advanced total-contact principle. Standard equipment.

**Electronic Fuel Injection\***—for the man who knows and wants the finest. Electronically controlled injectors in each cylinder provide "custom carburetion," compensate for all variations in speed, load, altitude, etc. Available in limited numbers.

\*Optional at extra cost.





Unique! Sierra rear-facing "Spectator" Seat.

Elegant! Royal Series interiors.

Sumptuous! Custom Royal Series interiors.

Lots of dash! Modern as tomorrow, this impressive instrument panel is color-harmonized to match the interiors. Gauges are carefully positioned for easy reading. Scope-Sight Speedometer indicates speed by red bar.



Handsome and then some! These glamorous convertible interiors look like a million, wear like iron, wipe clean in a jiffy.

SWEPT-WING 58 by DODGE *continued*

*Magic fabrics, stunning colors, sculptured detail...*

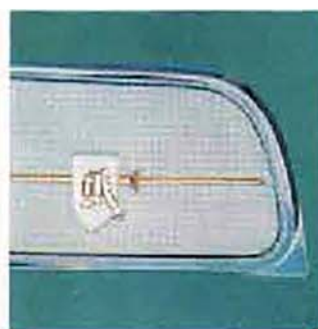
## A new adventure in luxury!

Ask a woman what she likes most about the Swept-Wing 58 and lickety-split: "The interiors, of course!" And very understandably, too.

For while Dodge stylists (including some on the distaff side) didn't create them *specifically* for women, the new interiors are particularly rich and luxurious this year. The fabrics are especially lavish, the colors striking and vivid. And women say they're simply wild about the smart tailored look of the seats.

The men are different. The "fancy stuff" is alright, they guess. But what they really like is the way they *feel* in a Dodge. The fit of the seat. The grip of the steering wheel. The man-sized hardware. The "picture window" windshield. The slick-looking instrument panel. (Wow! What a beaut!)

Man or woman, there are just dozens of things *you'll* love about the new Swept-Wing 58 by Dodge. Start discovering them *soon!*



- *Coronet Series*
- *Royal Series*
- *Custom Royal Series*

# 15 invitations to high adventure!

*Dashing hardtops...dazzling sedans...low-slung convertibles...glamorous station wagons*



Which will it be? A Lancer hardtop? Sedan? Station Wagon? A Convertible maybe? You can choose from 19 models in 3 great series. All offer such advances as Torsion-Aire Ride, Push-Button TorqueFlite and Total-Contact Brakes—to name only a few. Take your pick!

Custom Royal Lancer 4-Door



Custom Royal Lancer 2-Door



Custom Royal 4-Door Sedan



Custom Royal Lancer Convertible



Royal Lancer 4-Door



Royal Lancer 2-Door



Royal 4-Door Sedan



Coronet Lancer 4-Door



Coronet Lancer 2-Door



Coronet 4-Door Sedan V-8 and SIX



Coronet Club Sedan V-8 and SIX



Coronet Lancer Convertible



Custom Sierra 4-Door 9-Passenger Station Wagon with "Observation Lounge" (Also in conventional 6-passenger)



Sierra 4-Door 6-Passenger Station Wagon (Available also in 9 passenger model with "Observation Lounge")



Suburban 2-Door 6-Passenger Station Wagon



## Dodge power features... A new adventure in ease and comfort!

Constant-Control Power Steering eliminates 80% of manual effort, works for you full-time.



6-Way Power Seat can be adjusted forward or backward, up or down, tilted or upright with one switch.

Power Window Lifts raise or lower all windows from driver's seat, or each window individually.



Power Brakes give more positive, predictable stops, greater resistance to fade, require 35% less effort.

## Specifications

**CHASSIS**—Double-channel, box-section side rail frame. 14" Safety Rim Wheels. Hydraulic Total-Contact 11" Brakes with Cylco-bond lining. Internal expanding service brake. External contracting parking brake with standard transmission. Internal expanding parking brake with PowerFlite or TorqueFlite transmissions.

**TIRES**—Tubeless tires, size 7:50 x 14 on all Coronets except Convertibles. Tire size: 8:00 x 14 on Royal, Custom Royal, Station Wagons, Coronet Convertible—and optional on Coronet. Tire size 8:50 x 14 optional on Coronet Convertible, Royal, Custom Royal and Station Wagons.

**TRANSMISSIONS AND DRIVE TRAIN**—Standard: Easy-shift, 3-speed manual transmission. TorqueFlite: Fully-automatic, 3-speed transmission with torque converter, standard on D-500 models, optional at extra cost on all other V-8 models. PowerFlite: Fully-automatic, 2-speed transmission with torque converter, optional at extra cost on Coronet V-8 and Coronet 6. Hetchkiss Drive. Semi-floating rear axle. **STANDARD REAR AXLE RATIOS**—Manual Shift—6-cylinder—3.91:1; PowerFlite 3.73:1. V-8 Coronet Std. Manual 3.54:1; PowerFlite 3.31:1; TorqueFlite 3.15:1. V-8 Royal Manual 3.54:1; PowerFlite or TorqueFlite 3.15:1. V-8 Custom Royal Manual 3.31:1; TorqueFlite only 3.15:1. Suburban Sierra and Custom Sierra Manual 3.54:1; TorqueFlite only 3.15:1.

**ELECTRICAL SYSTEM**—6 cell, 12-volt battery. High capacity 30-40 ampere generator. Follow-thru starter. Eight-cylinder cars have battery capacity of approximately 50 to 60 ampere hours. Six-cylinder cars have 50 ampere hour capacity. Single-speed electric windshield wipers. Variable-speed windshield wipers optional at extra cost.

**SUSPENSION**—Dodge Torsion-Aire Ride: Torsion springing in front suspension. Semi-elliptical rear springs, mounted outboard of frame. Rear axle clamped forward on rear springs to absorb torque. Symmetrical idler arm steering system. Direct-acting Oriflow shock absorbers. New ball joints. Anti-brake dip. Flexible-hanging front sway bar on Custom Sierra, Sierra and Suburban Station Wagons. Full rubber insulation.

**FUEL SYSTEM**—Dry-type air cleaner and silencer. All cars equipped with automatic choke. Mechanical fuel pump. Plastic fuel filter in fuel tank. All cars equipped with ceramic fuel filter in carburetor or fuel pump. Tank capacity, 20 gallons. (22 gallons on Station Wagons.)

**GENERAL DIMENSIONS**—Wheelbase, 122 inches. Overall length, 213.8 inches, except Station Wagons. Overall width, 78.3 inches.

**ELECTRONIC FUEL INJECTION ENGINE**—Available at extra cost on all models, except Station Wagons. Eight-cylinder overhead valve, V-type, Wedge-type combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 4 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts and deflectors standard equipment. Special heavy-duty, dry-type air cleaner. Taxable horsepower, 54.3. Available in very limited quantities.

**SUPER D-500 V-8 ENGINE**—Available at extra cost on all V-8 models. Eight-cylinder, overhead valve, V-type. Wedge-type combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 4 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts and deflectors standard equipment except Station Wagon. Special heavy-duty, dry-type air cleaner. Two four-barrel carburetors. Taxable horsepower, 54.3.

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**RAM-FIRE V-8 ENGINE**—Standard equipment on Custom Royal and Station Wagon models. Eight-cylinder, overhead valve, V-type. Compression ratio, 10.00 to 1. Bore, 4.06 in. Stroke, 3.38 in. Piston displacement, 350 cu. in. Rotary oil pump. Full-flow type oil filter. Oil capacity, 4 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts and deflectors standard equipment except on Suburbans and Sierras. Heavy-duty, dry-type air cleaner. Four-barrel carburetor. Taxable horsepower, 52.7.

**SUPER RED RAM V-8 ENGINE**—Standard equipment on Royal V-8. Eight-cylinder, overhead valve, V-type. Compression ratio, 9.0 to 1. Bore, 3.69 in. Stroke, 3.80 in. Piston displacement, 325 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts (with heater or air conditioning, 21 quarts). Four-barrel downdraft carburetion. Taxable horsepower, 43.3.

**RED RAM V-8 ENGINE**—Standard equipment on Coronet V-8. Eight-cylinder, overhead valve, V-type. Compression ratio, 9.0 to 1. Bore, 3.68 in. Stroke, 3.80 in. Piston displacement, 325 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts (with heater or air conditioning, 21 quarts). Dual downdraft carburetion. Taxable horsepower, 43.3.

**"GET-AWAY" SIX ENGINE**—Standard equipment on Coronet Six. Six-cylinder, I-head, in-line type. Compression ratio, 8.0 to 1. Bore, 3.25 in. Stroke, 3.63 in. Piston displacement, 230 cu. in. Rotary oil pump. By-pass oil filter. Oil capacity, 5 quarts. Coolant capacity, 13 quarts (with heater or air conditioning, 14 quarts). Dual downdraft carburetion. Taxable horsepower, 25.4.

**SHIPPING WEIGHT\***—Coronet Six (4-Dr. Sedan) 3,730 lbs. (with PowerFlite Automatic Transmission); Coronet Eight (4-Dr. Sedan) 3,940 lbs. (with TorqueFlite Automatic Transmission); Royal (4-Dr. Sedan) 4,000 lbs. (with TorqueFlite Automatic Transmission); Custom Royal (4-Dr. Sedan) 4,030 lbs. (with TorqueFlite Automatic Transmission).

\*Equipped with automatic transmission, radio and heater—and full load of gas, oil and water.

The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment and prices are subject to change without notice.

DODGE DIVISION • CHRYSLER CORPORATION

Dodge proudly presents ...

# SWEET WING 58

Dodge power features...  
A new adventure in  
ease and comfort!

Constant-Control Power  
Steering eliminates 80%  
of manual effort, works  
for you full-time.



6-Way Power Seat can be  
adjusted forward or back-  
ward, up or down, tilted  
or upright with one switch.

Power Window Lifts  
raise or lower all windows  
from driver's seat, or each  
window individually.



Power Brakes give more  
positive, predictable stops,  
greater resistance to fade,  
require 35% less effort.

## Specifications

**CHASSIS**—Double-channel, box-section side rail frame. 14" Safety Rim Wheels. Hydraulic Total-Contact 11" Brakes with Cycl-bond lining. Internal expanding service brake. External contracting parking brake with standard transmission. Internal expanding parking brake with PowerFlite or TorqueFlite transmission.

**TIRES**—Tubeless tires, size 7.50 x 14 on all Coronets except Convertibles. Tire size 8.00 x 14 on Royal, Custom Royal, Station Wagons, Coronet Convertible—and optional on Coronet. Tire size 8.50 x 14 optional on Coronet Convertible, Royal, Custom Royal and Station Wagons.

**TRANSMISSIONS AND DRIVE TRAIN**—Standard: Easy-shift, 3-speed manual transmission. TorqueFlite: Fully-automatic, 3-speed transmission with torque converter, standard on D-500 models, optional at extra cost on all other V-8 models. PowerFlite: Fully-automatic, 2-speed transmission with torque converter, optional at extra cost on Coronet V-8 and Coronet 6. Hetchless Drive. Semi-floating rear axle. **STANDARD REAR AXLE RATIOS**—Manual Shift—6-cylinder—3.91:1; PowerFlite 3.73:1; V-8 Coronet Std. Manual 3.54:1; PowerFlite 3.31:1; TorqueFlite 3.15:1; V-8 Royal Manual 3.54:1; PowerFlite or TorqueFlite 3.15:1; V-8 Custom Royal Manual 3.31:1; TorqueFlite only 3.15:1; Suburban Sierra and Custom Sierra Manual 3.54:1; TorqueFlite only 3.15:1.

**ELECTRICAL SYSTEM**—6-cell, 12-volt battery. High capacity 30-40 ampere generator. Follow-thru starter. Eight-cylinder cars have battery capacity of approximately 50 to 60 ampere hours. Six-cylinder cars have 50 ampere hour capacity. Single-speed electric windshield wipers. Variable-speed windshield wipers optional at extra cost.

**SUSPENSION**—Dodge Torsion-Aire Ride: Torsion springing in front suspension. Semi-elliptical rear springs, mounted outboard of frame. Rear axle clamped forward on rear springs to absorb torque. Symmetrical upper arm steering system. Direct-acting Oriflow shock absorbers. New ball joints. Anti-brake dip. Flexible-hanging front sway bar on Custom Sierra, Sierra and Suburban Station Wagons. Full rubber insulation.

**FUEL SYSTEM**—Dry-type air cleaner and silencer. All cars equipped with automatic choke. Mechanical fuel pump. Plastic fuel filter in fuel tank. All cars equipped with ceramic fuel filter in carburetor or fuel pump. Tank capacity, 26 gallons. (22 gallons on Station Wagons.)

**GENERAL DIMENSIONS**—Wheelbase, 122 inches. Overall length, 213.8 inches, except Station Wagons. Overall width, 78.3 inches.

**ELECTRONIC FUEL INJECTION ENGINE**—Available at extra cost on all models, except Station Wagons. Eight-cylinder overhead valve, V-type, Wedge-type combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 4 quarts (with heater or air conditioning, 17 quarts). Dual exhausts and deflectors standard equipment. Special heavy-duty, dry-type air cleaner. Taxable horsepower, 51.3. Available in very limited quantities.

**SUPER D-500 V-8 ENGINE**—Available at extra cost on all V-8 models. Eight-cylinder, overhead valve, V-type, Wedge-type combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 4 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts and deflectors standard equipment except Station Wagon. Special heavy-duty, dry-type air cleaner. Two four-barrel carburetors. Taxable horsepower, 51.3.

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**RED RAM V-8 ENGINE**—Standard equipment on Coronet V-8. Eight-cylinder, overhead valve, V-type. Compression ratio, 9.0 to 1. Bore, 3.68 in. Stroke, 3.80 in. Piston displacement, 325 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts (with heater or air conditioning, 21 quarts). Dual downdraft carburetor. Taxable horsepower, 43.3.

**"GET-AWAY" SIX ENGINE**—Standard equipment on Coronet Six. Six-cylinder, I-head, in-line type. Compression ratio, 8.0 to 1. Bore, 3.25 in. Stroke, 3.63 in. Piston displacement, 230 cu. in. Rotary oil pump. By-pass oil filter. Oil capacity, 5 quarts. Coolant capacity, 13 quarts (with heater or air conditioning, 14 quarts). Dual downdraft carburetor. Taxable horsepower, 25.4.

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