

WHY PAY UP TO \$200 EXTRA for so-called new air springs (they've been tried in buses for several years), when Dodge Torsion-Aire suspension is standard equipment at no extra cost on all Swept-Wing 58 models? That's a question Dodge dealers are asking new car prospects, and backing it up with a "test flight" in the new Dodge. Most noticeable difference between the two rides—

Torsion-Aire vs. air springs—is the distinct freedom from lean or sway on turns with Torsion-Aire, which uses torsion bars in front. "Air springs may be some improvement over old coil springs," states Indianapolis (Ind.) Dodge dealer H. E. Fadley, "but they don't begin to match the level, smooth ride of Torsion-Aire. Why pay more and get less?" A lot of buyers seem to agree.



SWEPT-WING 58 by DODGE

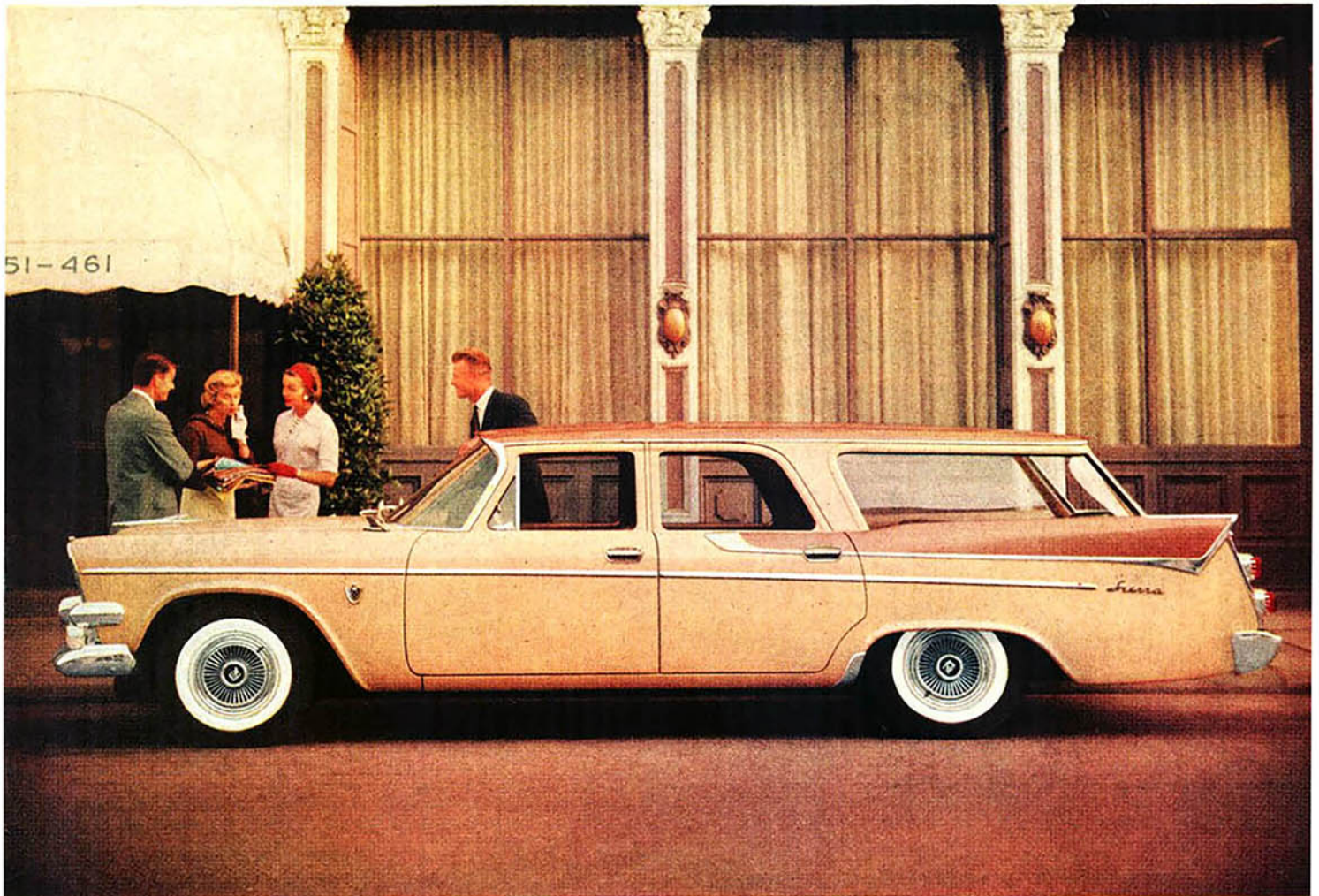


Clothes courtesy I. Magnin

Life is a picnic when you have a Swept-Wing Sierra in the stable

WHAT THE MILLIONAIRE SAID TO THE BYSTANDER

"How much does it cost to own a yacht like that?" a millionaire sportsman was asked about his 200-foot luxury vessel. His answer was simple: "If you have to think about costs, you shouldn't own one." Now, maybe you have that attitude about a Swept-Wing 58 4-door station wagon. Certainly this "land yacht" costs more than other body styles. And true, there are cheaper wagons on the market. (Also smaller, lighter, less luxurious.) But if you divide the cost by the number of times you'll use this wagon over a two-year period, it may prove to be the least expensive car you could buy. Because, you see, you'll use it for *everything*.



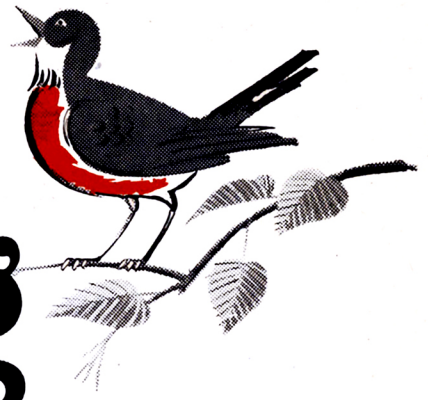
Station wagon owners of the world, arise! If you own a non-Chrysler Corporation wagon, you are suffering under the yoke of antiquated design. Do you have to battle an awkward, two-piece tailgate? (Our Swept-Wing 58 has a one-piece tailgate; window lowers into it.) Do passengers struggle to get in and out of third seat? (Our

wagons have rear-facing, rear-entry third seat in Observation Lounge.) Do you worry about exposing capitalist luxuries stored in rear? (We have secret storage compartment that locks.) So quit dreaming about what's going to happen to station wagons "come the revolution." Friend, this wagon *is* a revolution. See your Dodge dealer and get aboard.

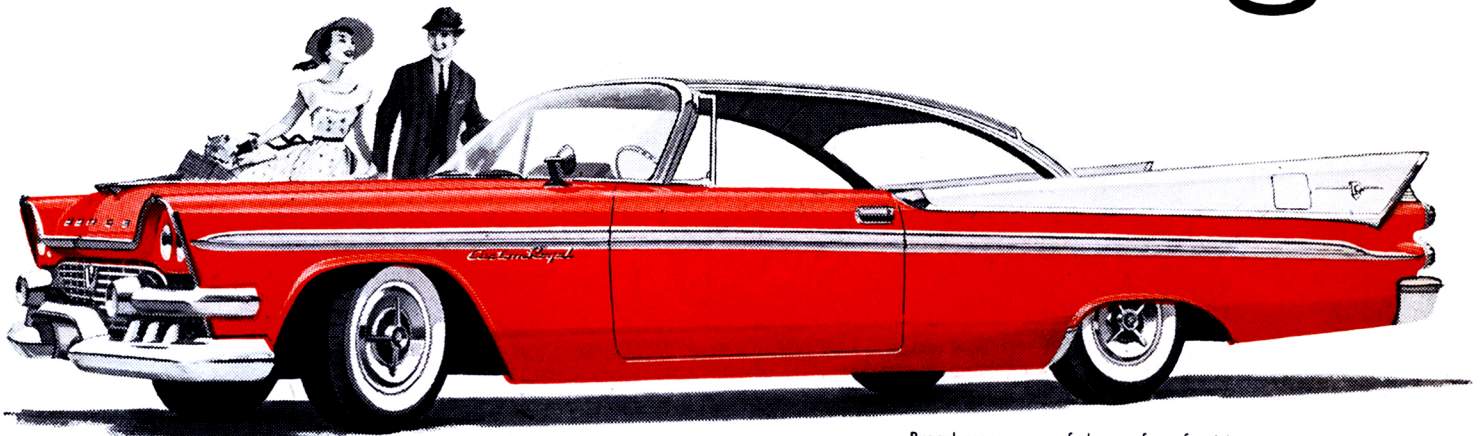


SWEPT-WING 58 by DODGE

Dodge catches Spring by surprise!



New Spring Swept-Wing!



Broad new sweep of chrome from front to rear

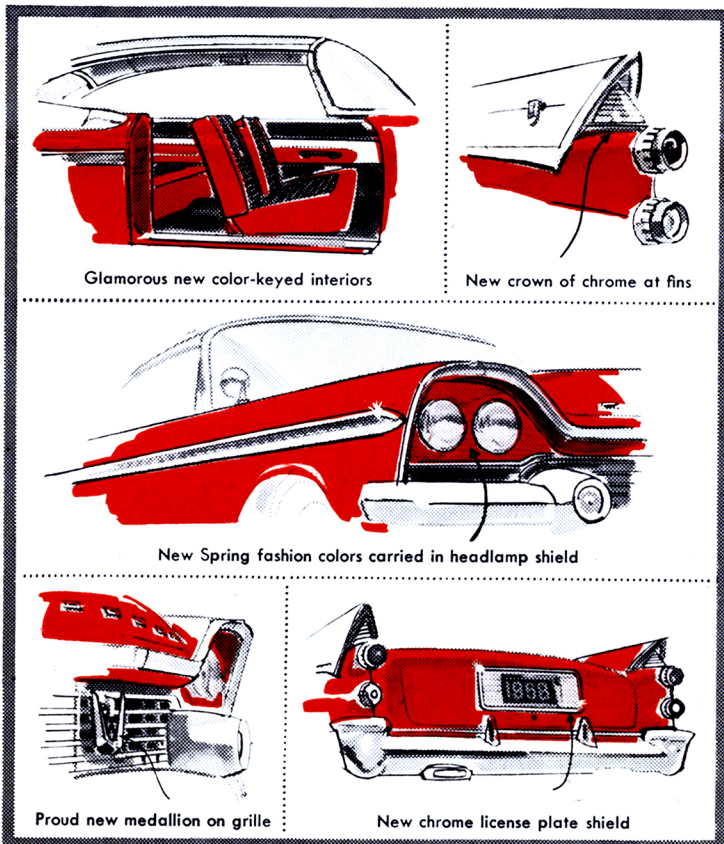
NOW ON DISPLAY!

Dazzling new colors! Dashing new styling! Dramatic new interiors!

Here's just the ticket to chase those winter blues and give your spirits a lift! Now at your Dodge dealer's is the Spring Swept-Wing—as fresh and new as Spring itself. The *colors* are new (and positively breathtaking)—Poppy Red, Frosted Turquoise, Paris Rose. The *styling* is new—gleaming chrome accents give Swept-Wing a fresh look and lilt. The *interiors* are new—beautifully color-keyed to set your spirits soaring. Sound exciting? This new Spring Swept-Wing Dodge *is exciting!* Stop in and see it today. Order now for early delivery.

SPRING SWEPT-WING

by *Dodge*



Glamorous new color-keyed interiors

New crown of chrome at fins

New Spring fashion colors carried in headlamp shield

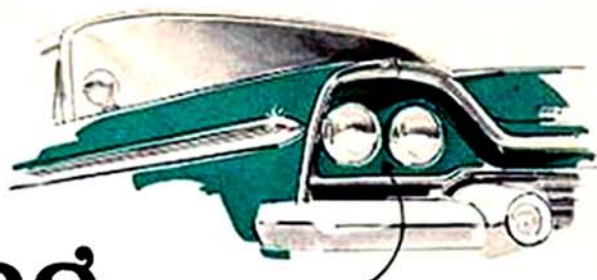
Proud new medallion on grille

New chrome license plate shield

DRAMATIC DODGE ANNOUNCEMENT CATCHES SPRING BY SURPRISE!

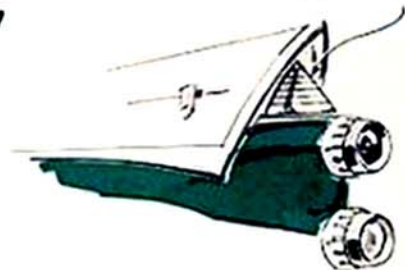
New Spring Swept-Wing

*Breathtaking new colors! Brilliant new styling!
Sewitching new interiors! Spring comes to Swept-Wing!*

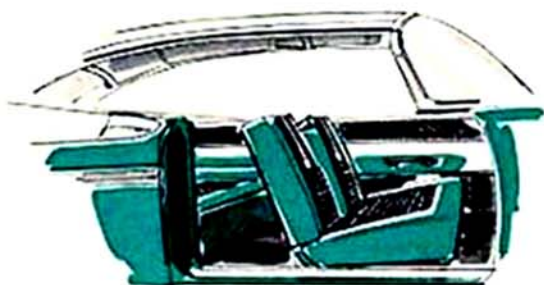


New fashion colors carried out in headlight shield

Sculptured crown of gleaming chrome
highlights soaring fender



Broad new sweep of chrome from front to rear



New Color Keyed interiors

Let Winter's Gloomy-Guses sit by the stove and mope! Here's a new-as-Spring Swept-Wing to put the show on the road. Colors are just plain knock-out—Poppy Red, Frosted Turquoise, Paris Rose. Bold new accents of gleaming chrome bring out new beauty of line and contour. Striking new interiors are Color-Keyed to give a lift to your spirits. We suggest you get in to your Dodge dealer's show for the finest Spring tonic that ever came down the pike!

It's new for Spring to give you more . . . Get all the car you're paying for!



Symbol of the Spring Swept-Wing—its proud medallion on grille

SPRING SWEPT-WING

by *Dodge*



License plates framed in massive chrome scullions



RUGGED, AGILE, and every inch a POLICE CAR!

Here is the car that is engineered and built to meet the specialized needs of law enforcement agencies. From the Canadian border to the Rio Grande, the famous Dodge Pursuit has proved its ability to master the most strenuous requirements of police work.



• PERFORMS LIKE A POLICE CAR

Six highly-advanced Dodge V-8's, from the standard 252 hp. Red Ram to the unmatched 320 hp. Super D-500 Pursuit with special TorqueFlite Pursuit Transmission, let you select the engine option exactly suited to your needs.



• HANDLES LIKE A POLICE CAR

The tremendous road-holding and cornering ability of the Dodge Pursuit is a direct result of the torsion-bar-sprung front end, improved ball-joint suspension and outboard-mounted rear leaf springs, engineering advances available only in Dodge Torsion-Aire, and standard on all Dodge cars.



• STOPS LIKE A POLICE CAR

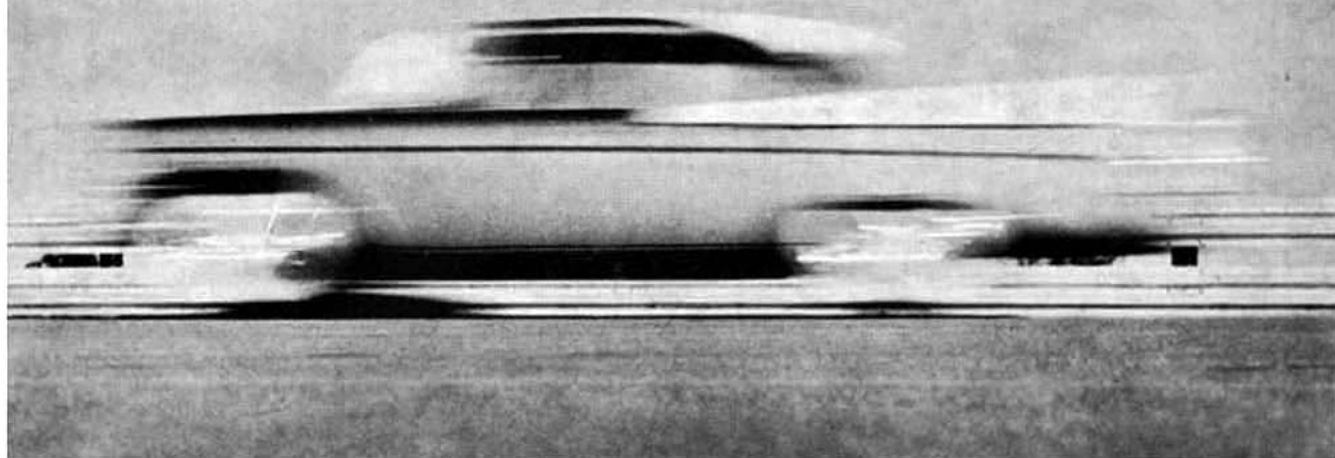
Exclusive Total-Contact Brakes, standard on all Dodge cars, provide a reserve of extra stopping power and resistance to fade. Their unique design, unlike that of ordinary brakes, assures full-area contact between the brake lining and the drum.



SWEPT-WING 58 DODGE PURSUIT

In service with such outstanding units as: CALIFORNIA STATE POLICE • MISSOURI STATE POLICE
TEXAS RANGERS • OHIO TURNPIKE AUTHORITY • RENO, NEVADA • FERNDALE, MICHIGAN • COLUMBUS, OHIO

ANOTHER TOUGH COMPETITIVE TEST... AND DODGE PURSUITS WIN AGAIN!



California Highway Patrol orders 287 more

They don't fool—those California Highway Patrol officials. To sell them a fleet of cars that must cover some of the toughest terrain in the land, you've got to prove what those cars can *do*—and *take*.

In a recent test, the new '58 Dodge competed with four other makes for acceleration, top speed, braking, handling ease and stability. As a result of these demonstrations, Dodge was awarded an order for 287 more Pursuits to join a larger Dodge fleet already in service there. Here are some of the highlights of this test:

ACCELERATION—In a quarter-mile run from a standing start, Dodge topped the field by attaining a speed of 85.41 mph.

BRAKING—The Dodge average for three "panic" stops from 60 mph. was 125 feet. Other makes required 157, 169, 193 and 223 feet.

"FADE"—Dodge withstood eight fast stops from 60 mph. without developing "fade."

Tests like these, plus the many *standard* heavy duty features and highly desirable Dodge "exclusives" like Torsion-Aire Ride and Total-Contact Brakes, have put Dodge Pursuits in the service of many Law Enforcement organizations.

Your local Dodge dealer will be happy to let you take the wheel and compare the 1958 Dodge with your present equipment.



Built and Powered for Law Enforcement Work

SWEPT-WING 58 *Dodge* PURSUIT



THIS DURABLE DODGE TAXI HAS WHAT IT TAKES!

for longer life • increased profits • more dependable operation

From road to roof, Dodge Taxis for 1958 are designed and built to provide the extra dependability and strength needed for profitable service. No matter what type of operation you run, you are bound to benefit from the extra care and special engineering that goes into every unit.

Look over these specifications and special equipment lists. Notice how many more of the necessary heavy-duty components are standard equipment on every Dodge Taxi for 1958. Here is proof of the added profit-making power of these specially designed work horses.

New for 1958—Special rear door with longer check straps opens wider, provides easier entrance and exit for your passengers.





Introducing **NEW SWEPT·WING 58**

(So advanced it leaves the rest behind !)



A MOST UNUSUAL NEW CAR is on display for the first time. It is very low, very daring, beautifully proportioned. "Swept-Wing 58" is the successor to the 1957 Swept-Wing Dodge

which launched a "buying revolution" against the high, boxy design. Significant advances include an Electronic Fuel Injection Engine, a new Constant-Control power steering system, a

"Sure-Grip" differential for better traction on snow and ice, and a vast new "picture window" windshield which curves up, back and around. To own a Swept-Wing 58 is a new adventure.

Costumes by Bonnie Coshin for Philip Sills

SWEPT·WING 58 by DODGE

DRIVE THE FABULOUS—

GOLDEN LANCER

by
Dodge
for '58

ONLY
\$69¹⁶
PER MONTH

