

NOW ON DISPLAY! New Swing-Out Swivel Seats invite you to discover the newness and greatness of the '59 Dodge, the first all-pushbutton car!

The Newest of Everything Great!



The Greatest of Everything New! New things, great things, reward you in this '59 Dodge. Seats swing out to invite you in. New HC-HE engines deliver more thrust, use less gas. Orderly rows of buttons on a gleaming panel welcome you to the first all-pushbutton car, with fingertip control of driving and weather. New Level-Flite Torsion-

Aire introduces you to three dimensional comfort —ride control, road control, load control. Outside mirrors adjust from the inside. Inside mirrors adjust themselves electronically. A new Lustre-Bond enamel keeps its sheen twice as long. But the final reward is the deep-down greatness built into this '59 Dodge. See and drive it today.

New '59 DODGE

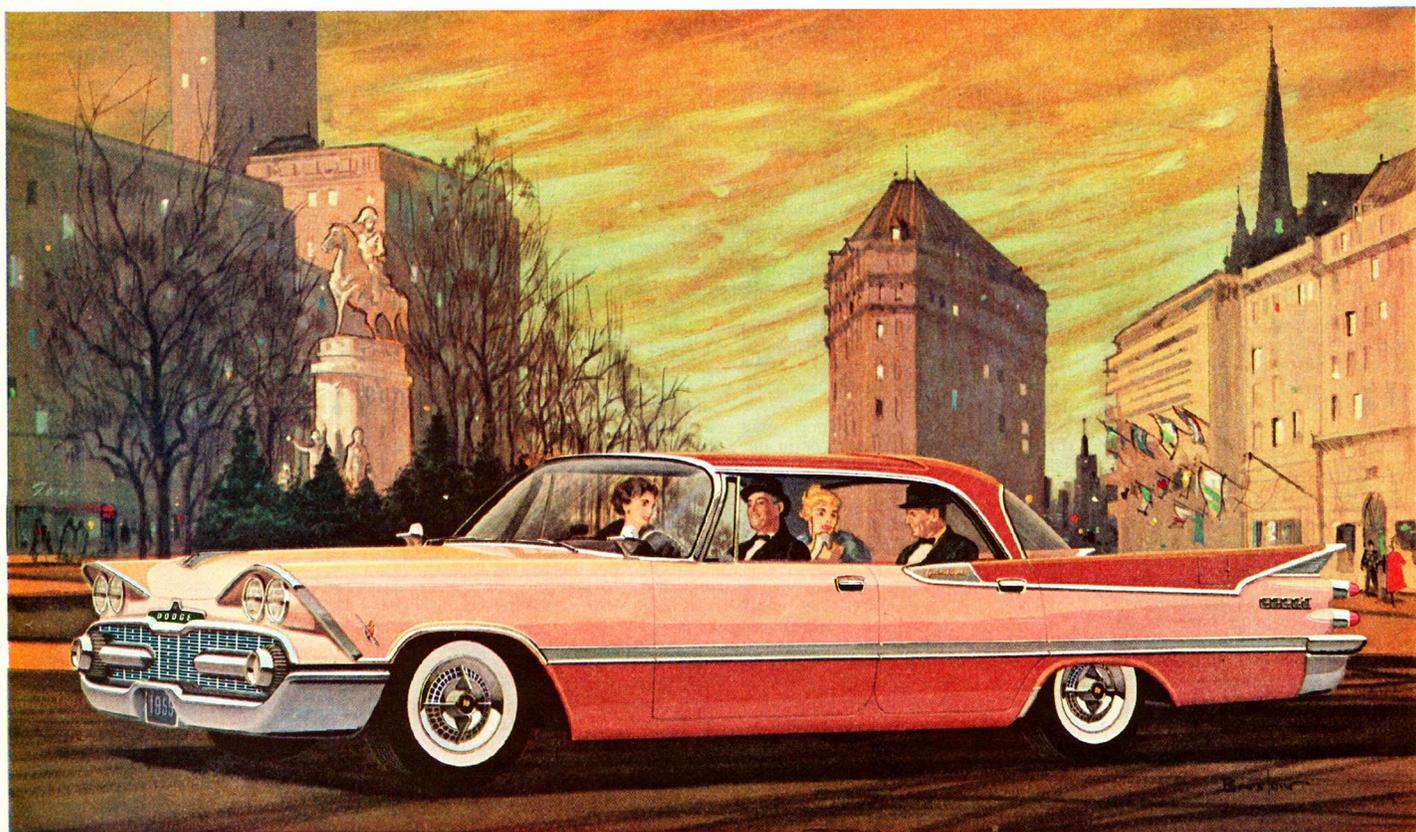


So much that's new! So much that's great! So much that's Dodge!

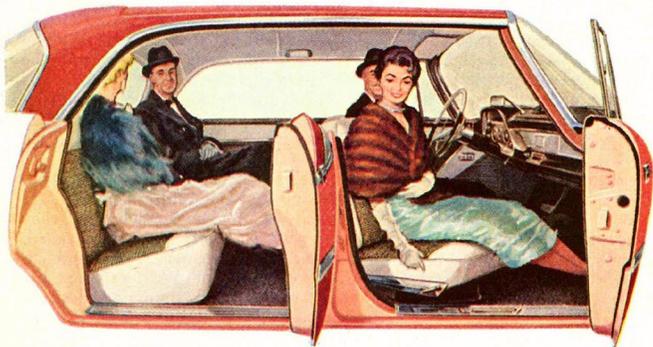
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Design you out? No, Never!



Comfort stages a comeback. You get it in oversize doors, unobstructed entrance space, deeper seat cushioning, greater headroom. As an extra note of grace, add Dodge's new Swing-Out swivel seats.*

Now, it's nice to ride low and snug-to-the-road. You are more secure. The car is in better command.

But here's something important to you. When Dodge pioneered the low Swept-Wing car, you were designed *into* it, not *out* of it.

We figured that *solid comfort* for driver and passengers is something you're entitled to *along with lowness and beauty and style.*

The way you *get* in it, the way you *sit* in it, sets this '59 Dodge apart from the field.

We're talking about *more* than the new Swing-Out swivel seats*. We mean the size of the door opening and the clearance for your head and shoulders and knees and feet when you enter.

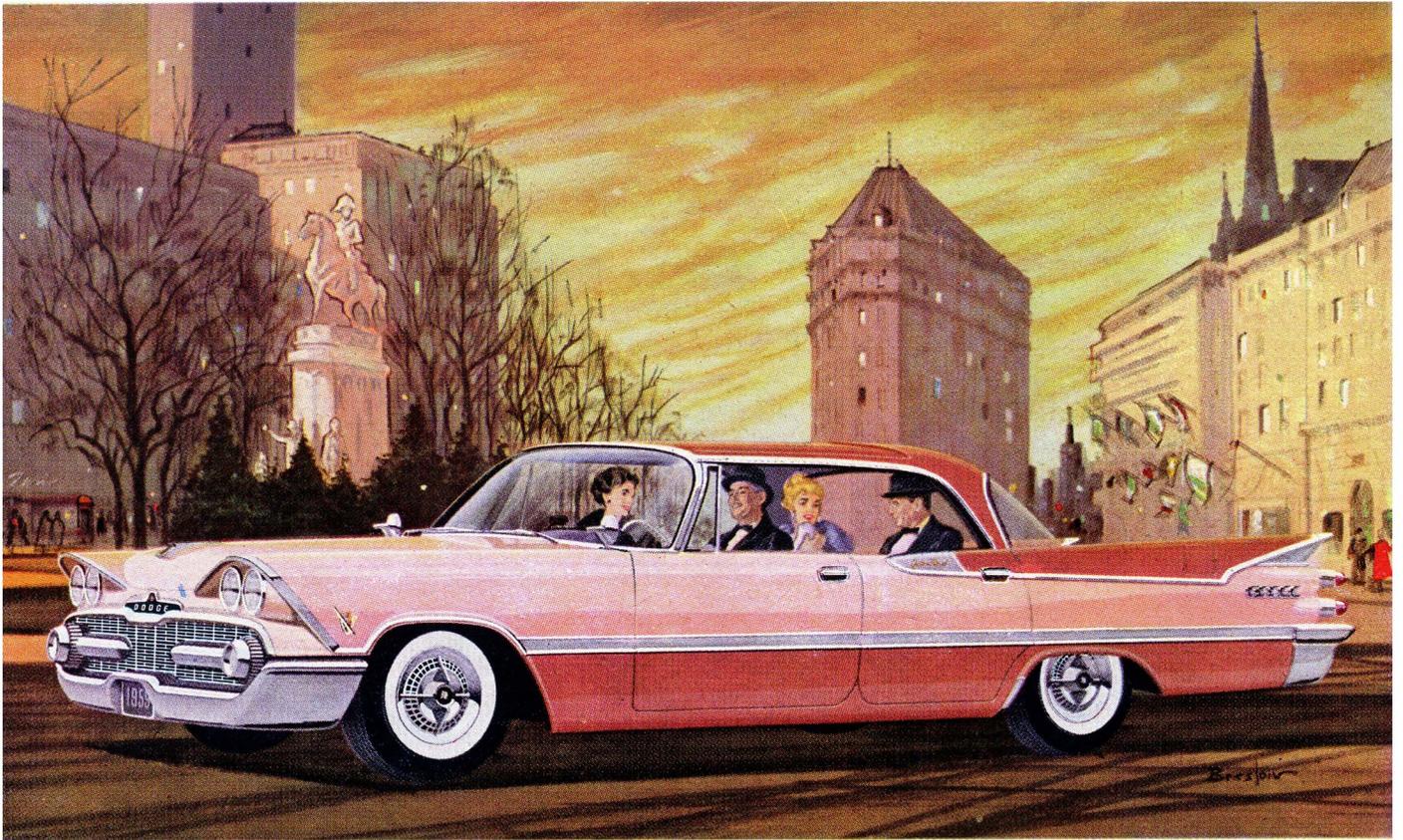
We mean the support under your legs, the deep cushioning at your back, the position of your body when you settle down.

This '59 Dodge was built around *you*. That is one mark of a great car. Compare it!

*optional at extra cost

'59 DODGE

Dodge brings you Lawrence Welk on television every week, ABC-TV network. Ask your Dodge dealer for time and channel.



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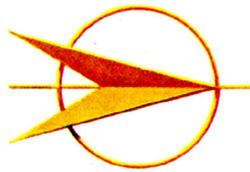
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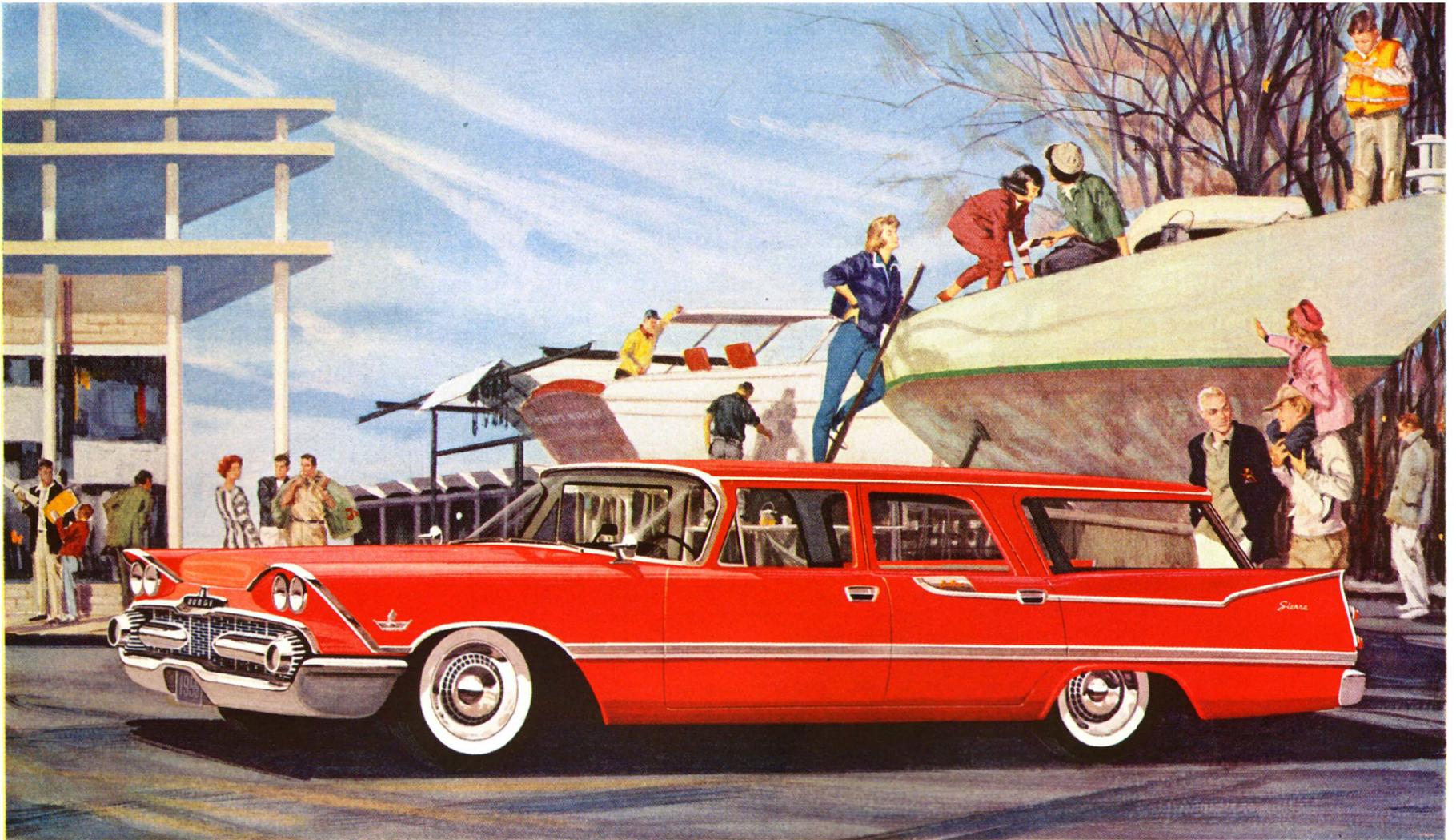
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If you like wagons, you must read this



Rear-facing "Observation Lounge"



One-piece tailgate, power window

Seats fold to form level platform



95 cubic feet of cargo space



You station wagon owners are a sort of special breed. You lead a more active family and social life. You simply *do* more things.

We've built a Dodge wagon that fits into your living pattern like nothing else on wheels.

This Dodge 4-door Sierra is the first wagon to solve the third seat problem with its "Observation Lounge." Passengers board at the rear, face the rear. It's comfortable *and* fun.

The reason you can enter at the rear is because Dodge developed a wonderfully simple *one-piece* tailgate. The window lowers right into it. There's no awkward *upper* liftgate to struggle with or bump your head on when entering or loading.

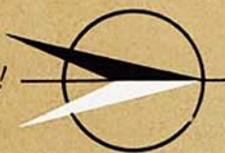
Now let's convert for hauling. Fold the third seat down and you've got a sizeable rear cargo platform. Want a lot of room? Fold the second seat too, and you've got a flat deck with 95 cubic feet of clear space.

We'd like to send you a descriptive folder on this superb Dodge Sierra wagon. Drop us a card with your name and address: Dodge Station Wagons, Dept. D, Box 1259, Detroit 31, Michigan.

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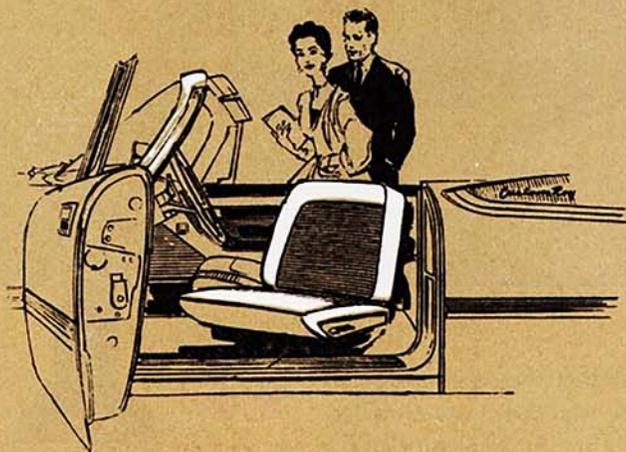
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The Swing-Out Seat that says...“Please Come In”



Look on this hospitable Swing-Out Swivel Seat as your invitation to experience the new things, the great things Dodge has planned for you.

The seat itself swings you into a position of unusual comfort and support, and has a center arm rest that folds up or down.

Before you, through a new elliptical steering wheel, you survey a gleaming instrument panel. It marks this '59 Dodge as the first all-pushbutton car—push-button control of driving and weather.

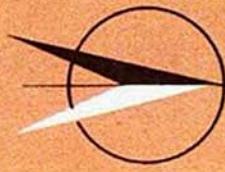
Beneath you, a new kind of suspension. Level-Flite Torsion-Aire introduces the first “three dimensional” driving—ride control, road control, load control.

Under the hood, a new HC-HE engine—high compression and high economy—delivers more thrust, uses less gas.

There's much more to see and discover. But most rewarding of all is the deep-down greatness built into this '59 Dodge. It lives up, in every respect, to the promise of its fine, clean looks.

'59 DODGE

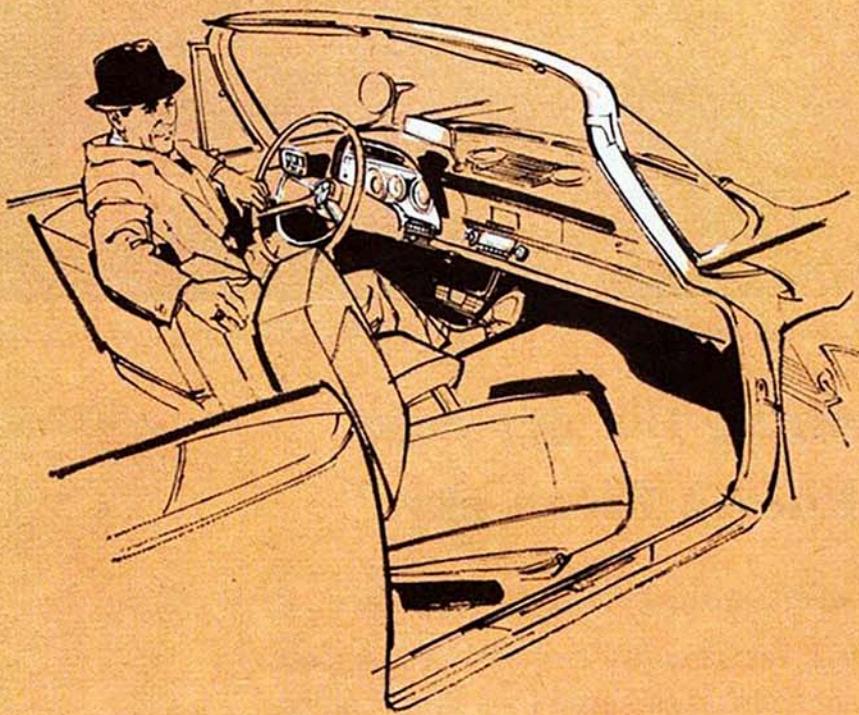
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First All-Pushbutton Car "Tunes In" Tomorrow!



This Dodge car was built for the man who looks ahead and thinks ahead.

You swing into it easily on new swivel seats.

At your left is the driving control panel. A touch of the "D" push button, and you cruise away.

Another push-button panel, on your right, controls the "weather": ventilation, heating, cooling.

With the same effortless touch, you tune in your push-button radio or adjust the outside mirror from inside.

But more important, your '59 Dodge is "in tune" with tomorrow in *every* area: The way it looks, the way it rides, the way it performs, the way it makes you feel at home behind the wheel.

It's your kind of car. Drive one this week and find out.

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