

Glamorous newcomer!



Presenting Dodge for '58

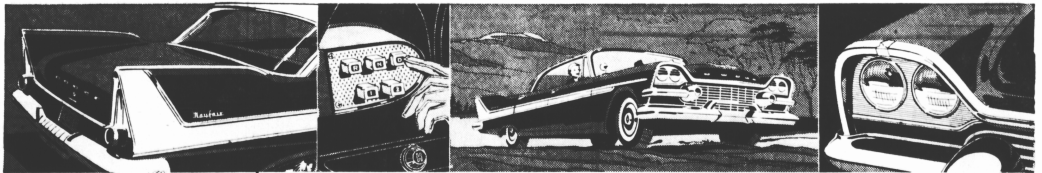
Big—Everything about this glamorous new Dodge says here's the BIG new car in the low-price field for '58! Outside, from dashing front to flashing fins, you'll thrill to its big-car beauty . . . big-car size! Inside, you'll discover new luxury and "living" room to spare. Rich, new fabrics and new colour-perfect harmony highlight spacious interiors. One quick look and you'll fall head over heels in love with DODGE '58 style!

Bold—Dodge '58 paves your way with the boldest and newest developments in motoring! You'll find Dodge Torsion-AIRE Ride the most revolutionary of all suspension systems. You'll enjoy its road-smoothing manners. And new 1958 Dodge engines include the most powerful V-8's yet, as well as a great fuel-thrifty Six. Ultramodern Dodge push-button Torque-Flite drive provides a perfect new getaway partner, too!

Beautiful—This year Dodge brings you a bright new fashion show on wheels—fresh-full of sparkling new styling advances that are a dream away for ordinary cars! New "safety-mate" dual headlamps on every model! New glamour grille with a "go-ahead" look! New dashing colour sweep! Here's Dodge Flight-Sweep '58 design . . . fleet-finned, sleek-lined and ready to win a place in your heart from this moment on!

...and low-priced, too!
Come in! Get your first look at the most stunning quality-engineered car that ever stirred up excitement on a showroom floor! Then take a *second* look at that low, pocket-book-pleasing price tag! You'll be quick to agree—Dodge offers you the best value in the entire low-price field! See and drive the big, bold, beautiful Dodge for '58 . . . here now! It's the sweetest buy ever!

*Right from the road up,
Dodge for '58 brings you
years ahead features!*



Stunning new two-tone sweep accents the new brand of beauty you find in Dodge for 1958! New twin-pyramid taillight lend another touch of distinction.


Push-button Torque-Flite puts new driving ease at your finger tip!

Advanced Dodge Torsion-AIRE Ride does what no other modern suspension system can do . . . lets you corner without sway, stop without brake-dive and ride without bounce!

Striking, new Dodge dual "safety-mate" headlamps throw new light on glamour, increase night-time visibility!

New '58 DODGE

now on display—see it, drive it today!

You're always a step ahead in cars of The **Forward Look** 

CHRYSLER CORPORATION OF CANADA, LIMITED

W. G. BARBOUR LTD.

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127 Euston St., Charlottetown

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