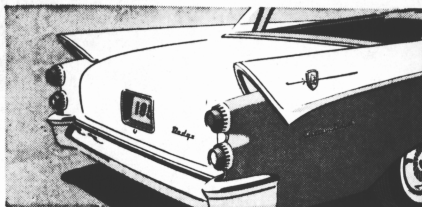
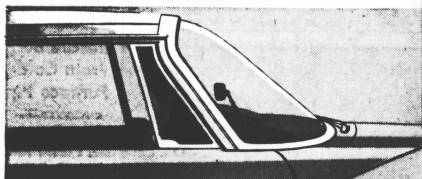


Now...the breath-taking new 1958
CUSTOM ROYAL
 by **DODGE**



Sleek Swept-Wing styling for '58 makes the Custom Royal the glamour standout in any crowd... with a fresh fleet look of the future.

Custom Royal brings you the fashionable compound-curved windshield, exclusive in its field... standard on hardtop and convertible models.



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**Aglow
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BIG, BOLD, BEAUTIFUL!

Now—there's a glamorous new beauty making an exciting debut in showrooms across Canada—the Custom Royal by Dodge for 1958! And it's sure to make a hit with style-smart Canadians!

Only the Custom Royal by Dodge brings you breath-taking new Swept-Wing '58 fashion... with swift, sweeping lines that have an eager-to-go look about them!

And Custom Royal gives you the adventuresome spirit of a new, higher performance 354-cubic-inch V-8 that packs a bigger safety reserve!

Only Custom Royal by Dodge in its class provides the bold touch of proved-in-action *push-button* Torque-Flite drive (standard on every model!)... the road-leveling marvel of revolutionary Torsion-AIRE Ride... along with a host of other exciting new quality-engineered features!

So live a new life of luxury... in a luxuriously new 1958 Custom Royal by Dodge! Become accustomed to this most exciting member of the Dodge family! Now ready for you to see and drive in your nearest Dodge dealer's showroom!



Proved-in-action push-button Torque-Flite drive is standard on all Custom Royals!

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