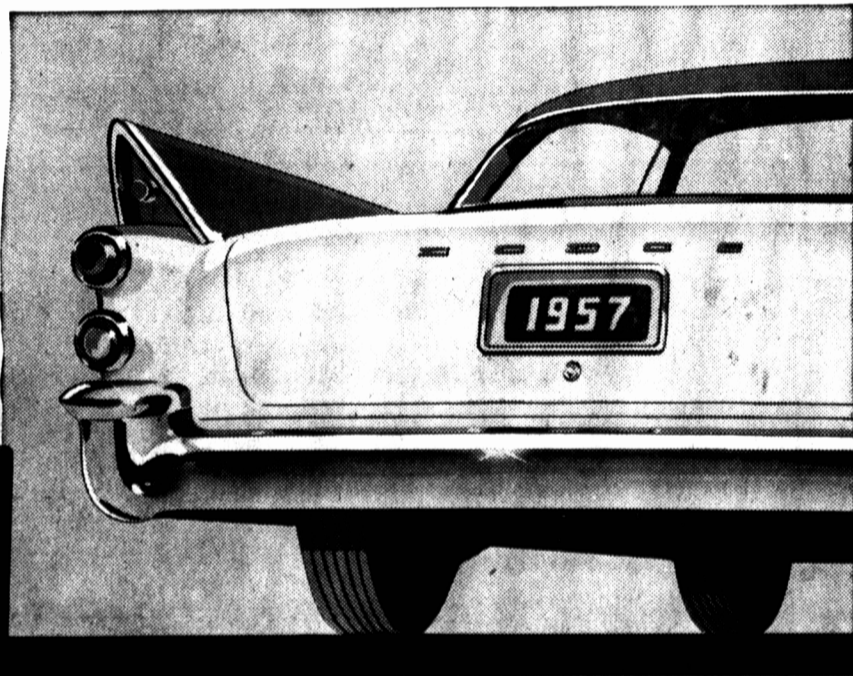




This '57 Dodge Custom Royal 4-door hardtop is the lowest, longest ever built, yet there is no sacrifice of roominess, or road clearance. Note dashing "twin lights" and glamorous grille

Exciting debut... of an exciting new beauty!



High, proud tail fins sweep back dramatically to emphasize the long, low beauty of the Custom Royal. Rear deck curves smoothly between them, giving the appearance of sleek new lowness to a luggage compartment that is actually far more spacious than ever before.

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



Dodge

CUSTOM

Royal

All new for 1957!

MORE FINE-CAR FEATURES THAN ANY OTHER CAR AT ITS PRICE!

- * New, low, Flight-Sweep '57 Styling!
- * New Torsion-Aire Ride!
- * Powerful new 313-cu.-in. Super Red Ram V-8 Engine!
- * New push-button Torque-Flite go!
- * New Total-Contact brakes!

jewel-like accents of bright metal... its high-soaring tail fins... its wide, gracefully curved expanses of windshield and rear window.

Here's a car that is *new clear through*... new in its revolutionary Torsion-Aire suspension system... new in its great Super Red Ram V-8 engine... new in its three-speed Torque-Flite transmission with push-button controls... new in its performance... safety features... comfort... and convenience!

If you like wonderful new ideas... by the carload... then by all means see this sleek, new, low-slung Dodge Custom Royal at your earliest opportunity!

Beautiful?... it's a dream! Wait'll you get the full glistening impact of its low, sweeping lines... its

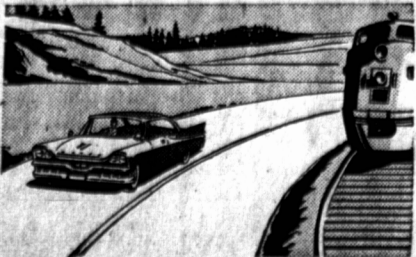
See and drive the '57 Dodge Custom Royal soon. It's setting a bold new trend in automotive fashion. You'll want to be part of it. And you can—for far less cost than you'd imagine!

CHRYSLER CORPORATION OF CANADA, LIMITED

REVOLUTIONARY TORSION-AIRE RIDE INTRODUCES A NEW KIND OF COMFORT AND CONTROL!

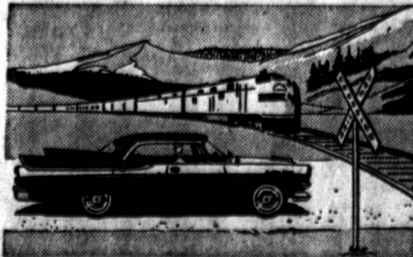
1

Ends sharp tilt on turns! Advanced Torsion-Aire suspension—and a much lower centre of gravity—give Dodge Custom Royal unequalled stability when cornering... help eliminate "lean"!



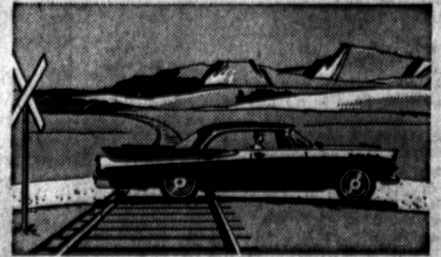
2

Straightens out "nose-dive"! New "level-stop" mountings keep car on an even keel when you brake to a stop. Annoying forward pitch and dip are things of the past!



3

Flattens out bumps! New outrigger rear springs and famed Oriflow shock absorbers "pillow" your ride like nothing you've known before. Treat yourself to a Torsion-Aire test-ride, now!



JOHNSTON MOTORS LIMITED

Murray River

W. G. BARBOUR LTD.

127 Easton St., Charlottetown

Watch CLIMAX — SHOWER OF STARS, Thursdays, 8:30 P. M., over Channel 13