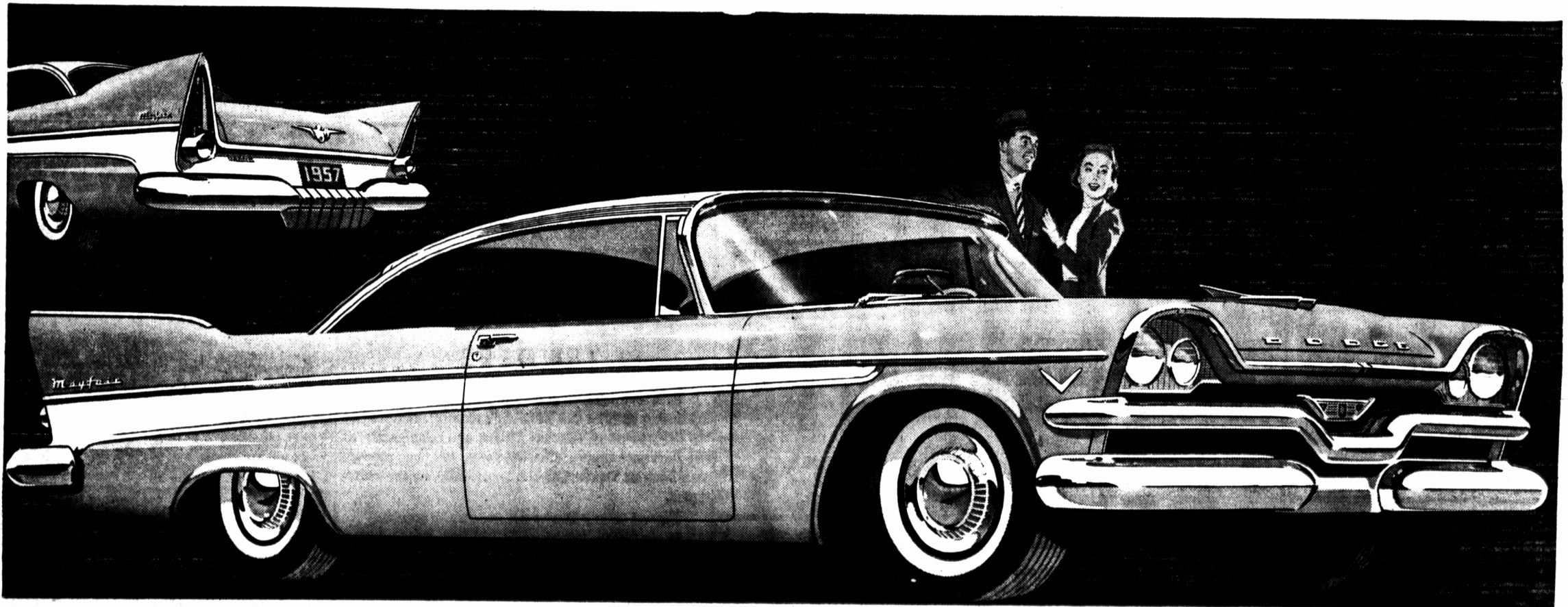


Dodge announces completely new cars for '57

*with totally new looks... new higher horsepower... new brake power
and unbelievably smooth, new TORSION-AIRE RIDE!*



Get set for surprises when first you see the sleek, powerful '57 Dodge. For, this completely new car is loaded with sparkling, ingenious new ideas. Its entire suspension system is new... its low, snug-to-the-road centre of gravity is new... its Flight-Sweep '57 styling is new... its power, safety, comfort, visibility, and marvellous stabilized ride are all new!

In fact, the whole beautiful family of five great cars bearing the Dodge name could be summed up as one immense and totally new development in automotive design! And you'll discover that this year, more than ever, Dodge is the big "buy-word" in Canada! See the '57 Dodge. Drive it. Price it. You'll want one!

Manufactured in Canada by Chrysler Corporation of Canada, Limited

New '57 styling is lower, sleeker!

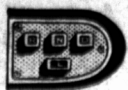
Even at a standstill, this exciting new Dodge seems to leap forward. You see it in the bold, high tail fins... the integral grille and bumper... the trim hooded "twin lights". And despite its new, dramatically low Flight-Sweep silhouette, there's not a single inch sacrificed in road clearance or roominess!

New Hy-Fire V-8 engine packs more power!

Miles melt away quickly when you put your toe to the high-powered, 303-cu.-in. Dodge V-8! With exclusive dome-shaped combustion chambers to promote better fuel burning, this great new engine has thrust to match its new take off and go! There's the big Dodge Six, too, for extra savings down the line!

New Total-Contact brakes stop you shorter!

Here's a major development in driving safety for all '57 Dodge owners! New Total-Contact brakes give you more lining area... 100% lining contact with drums. Result: even pressure over the entire area of drum surface for faster, shorter stops, with considerably less braking effort, and longer lining life!



Proved-in-use push-button driving! Now proved by millions of miles of driving, this most modern way to drive lets you press a button... step on the gas... and GO! No fussing with an out-moded selector lever. Simple. Convenient. Trouble-free.

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



W. G. BARBOUR LTD.

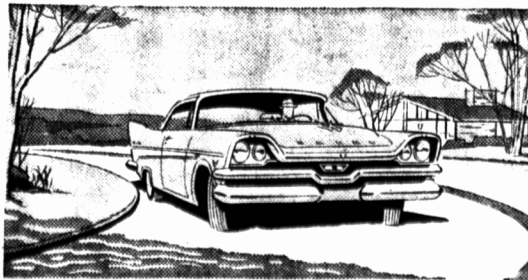
127 Easton St., Charlottetown

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

JOHNSTON MOTORS LIMITED

Murray River

New Dodge Torsion-Aire Ride gives revolutionary new control, remarkable new comfort



1. Levels out sidesway...

on corners or curves! Dodge with Torsion-Aire Ride has a new, lower centre of gravity, new torsion-bar front springs that let you take corners with amazing control and stability!

2. Stops annoying "nose-dive"!

When you press the brake pedal DOWN, Dodge keeps its nose UP—level with the road. New anti-brake-dive mountings help Dodge eliminate dip and pitch in stop-and-go driving.



3. Smooths and flattens bumps!

Dodge Torsion-Aire Ride with its rubber-insulated suspension, advanced spring design and famous Oriflow shock absorbers literally "silks" your ride. Try Torsion-Aire Ride yourself and see!