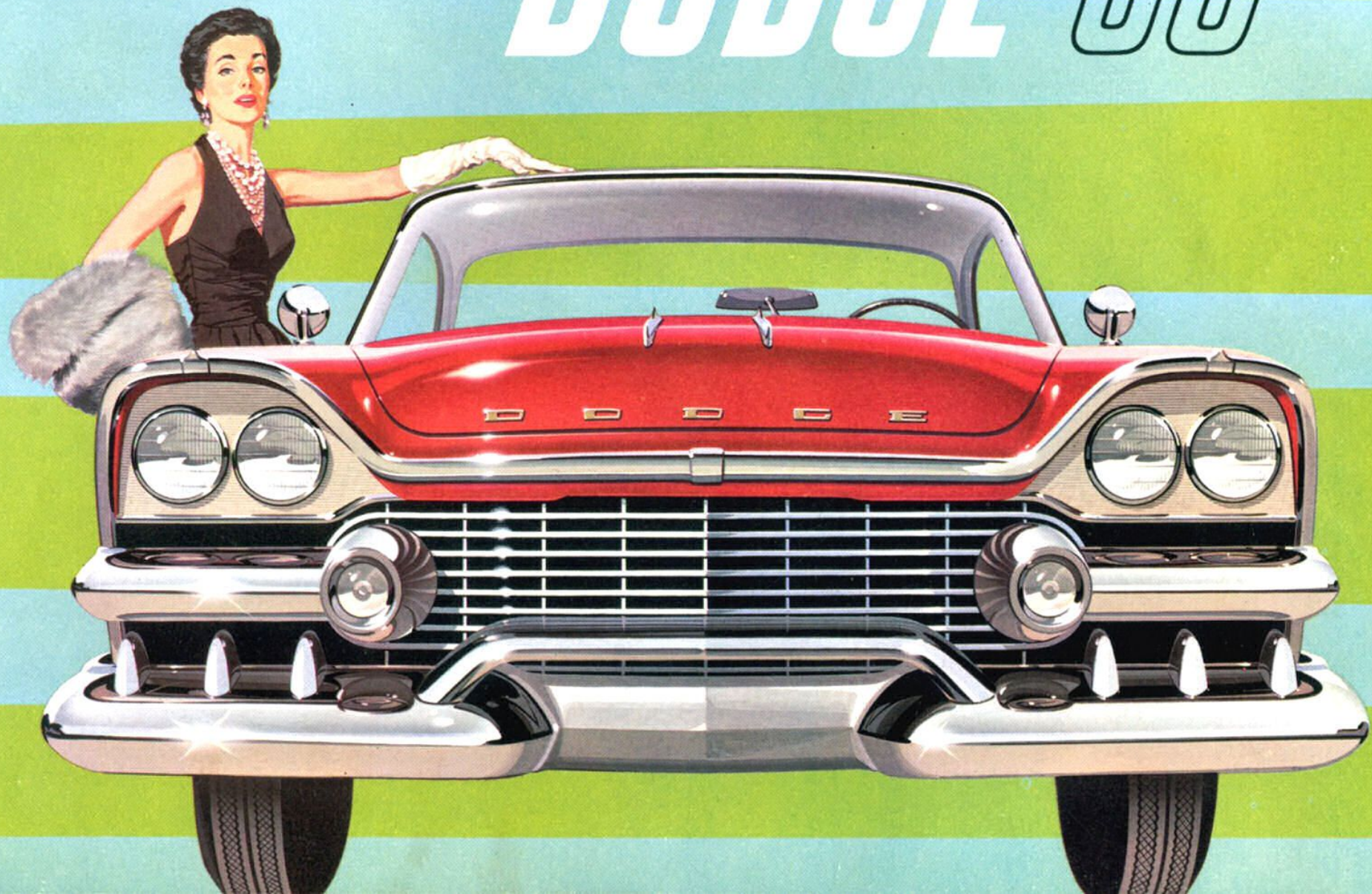


Big, bold and beautiful

DODGE '58

Custom Royal • Mayfair • Regent • Crusader • Suburban



1958 DODGE CUSTOM ROYAL



DODGE CUSTOM ROYAL
LANCER 4-DOOR HARDTOP

INDULGE YOUR LOVE OF LUXURY,
CHOOSE THE FINEST OF ITS CLASS...
BEAUTIFUL NEW DODGE CUSTOM ROYAL

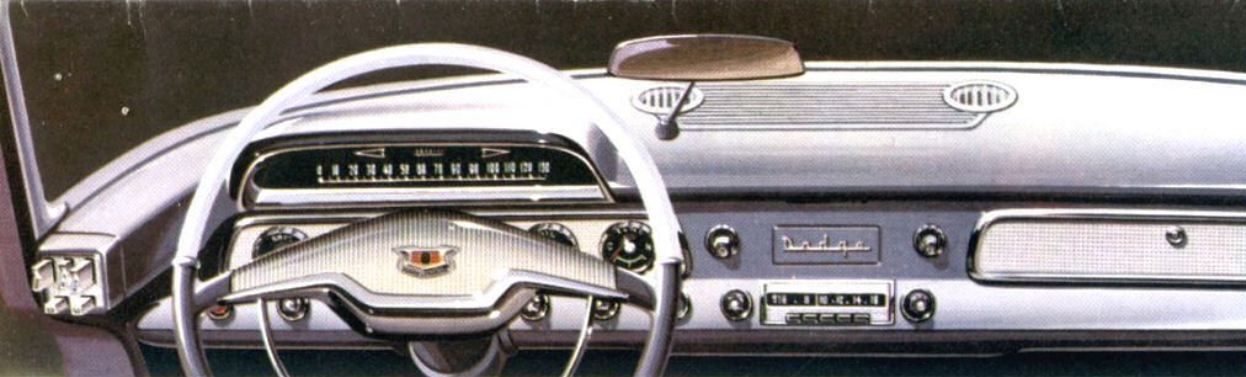
If you've yearned for a car that's way ahead of every other in its price class, then the Custom Royal is for *you*. For here is glamour-on-wheels that bears an unmistakable stamp of luxury in every carefully crafted detail.

New, out-of-the-ordinary Flight-Sweep beauty establishes the Custom Royal as the styling leader of its field. New V-8 power brings you a thrilling new high in performance via the world's finest automatic transmission—push-button Torque-Flite. Newly engineered Torsion-AIRE Ride, with its superb riding and handling characteristics makes the Custom Royal unrivalled for the sheer fun of driving.

Choose from five distinctive models. Whichever you choose, we promise you a wonderfully rewarding experience in the pride and pleasure of owning and driving a '58 Dodge Custom Royal.



Custom Royal interiors feature high-fashion Jacquard seat fabrics whose strikingly modern pattern is interwoven with sparkling metallic threads. All-new roof lining combines the rich appearance of a textile with soil-resisting and easy-cleaning qualities plus excellent sound absorption.



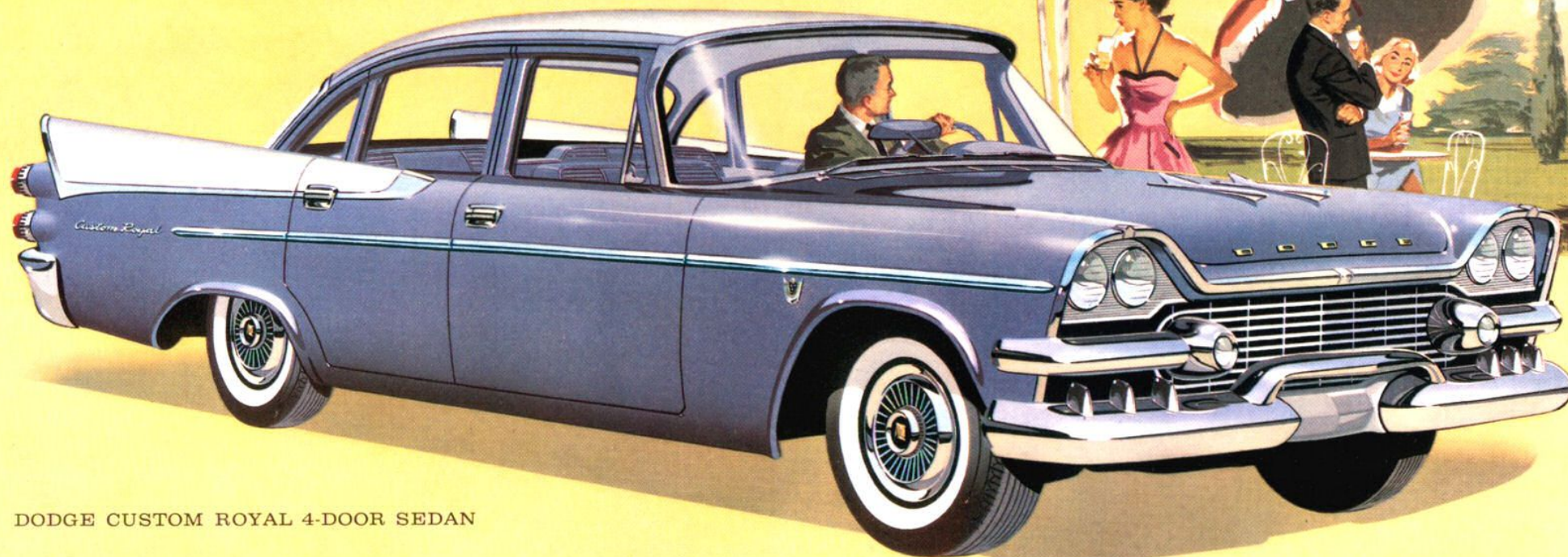
Flight-styled instrument panel enhances the luxury-look of Dodge Custom Royal interiors. Instruments are grouped for easy viewing, recessed to eliminate glare in night driving. Rear view mirror is newly positioned for improved safety and convenience.

DODGE CUSTOM ROYAL LANCER
2-DOOR HARDTOP



DODGE CUSTOM ROYAL LANCER
CONVERTIBLE





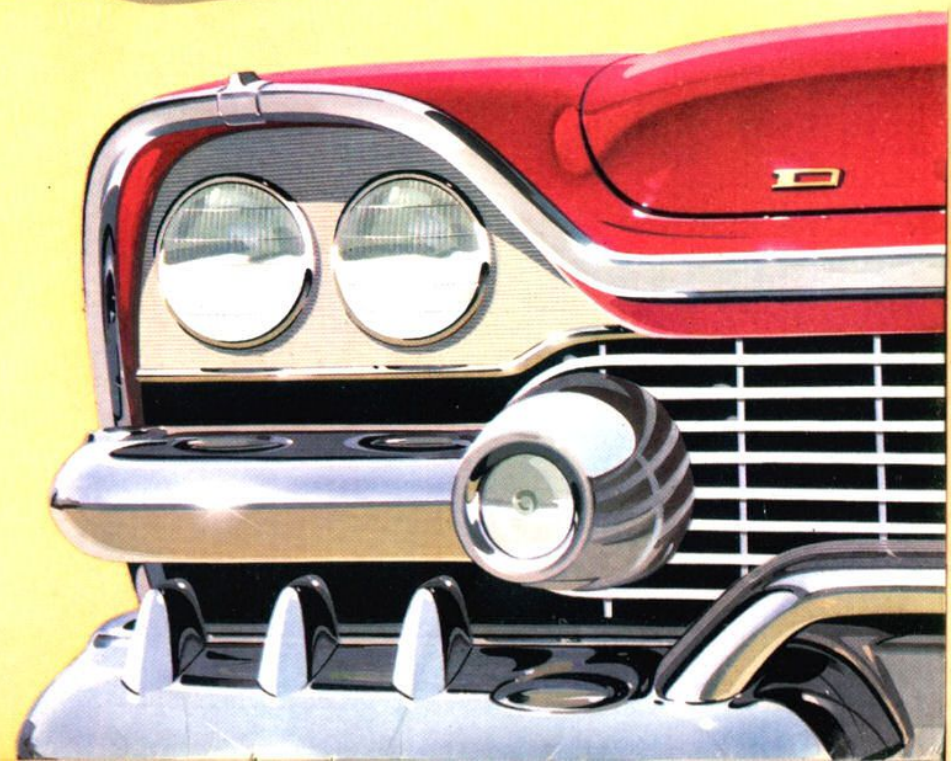
DODGE CUSTOM ROYAL 4-DOOR SEDAN

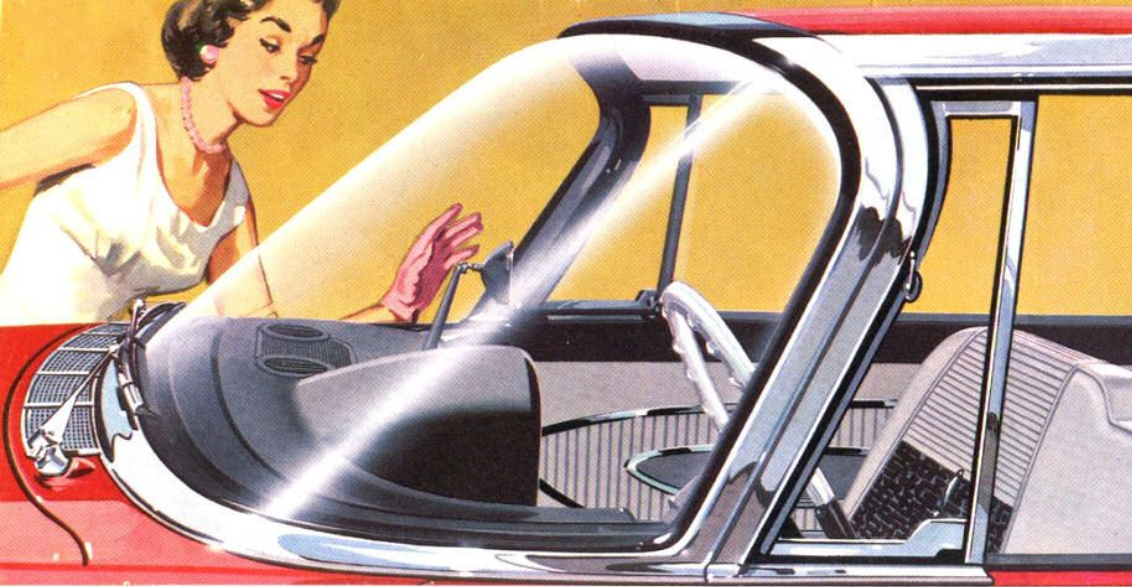
NEW STANDARDS OF STYLING PERFECTION
ARE MIRRORED IN EVERY LITHE AND LOVELY LINE

Never before has Dodge Custom Royal styling offered so much to delight your eyes and lift your spirits. Its dramatic new beauty starts with the clean-lined symmetry of its all-new grille; flows back in one unbroken sweep through its pencil-slim roof line and gently tapered sides to the proud arch of its skyward-soaring tail fins.

And this is *purposeful* styling. For the dart-like shape of the Custom Royal's *Forward Look* design is keyed to mobility—the primary function of a motorcar. Its high-reaching tail fins afford greater stability in cross winds. Long, low dimensions reflect a road-hugging sure-footedness even while allowing more than ample ground clearance. Broad expanses of windows and windshield provide maximum visibility.

Dual headlights are yours on *every* '58 Dodge. This brand-new feature, that offers vastly improved visibility for night driving, once more typifies the superior safety characteristics of all Dodge models.



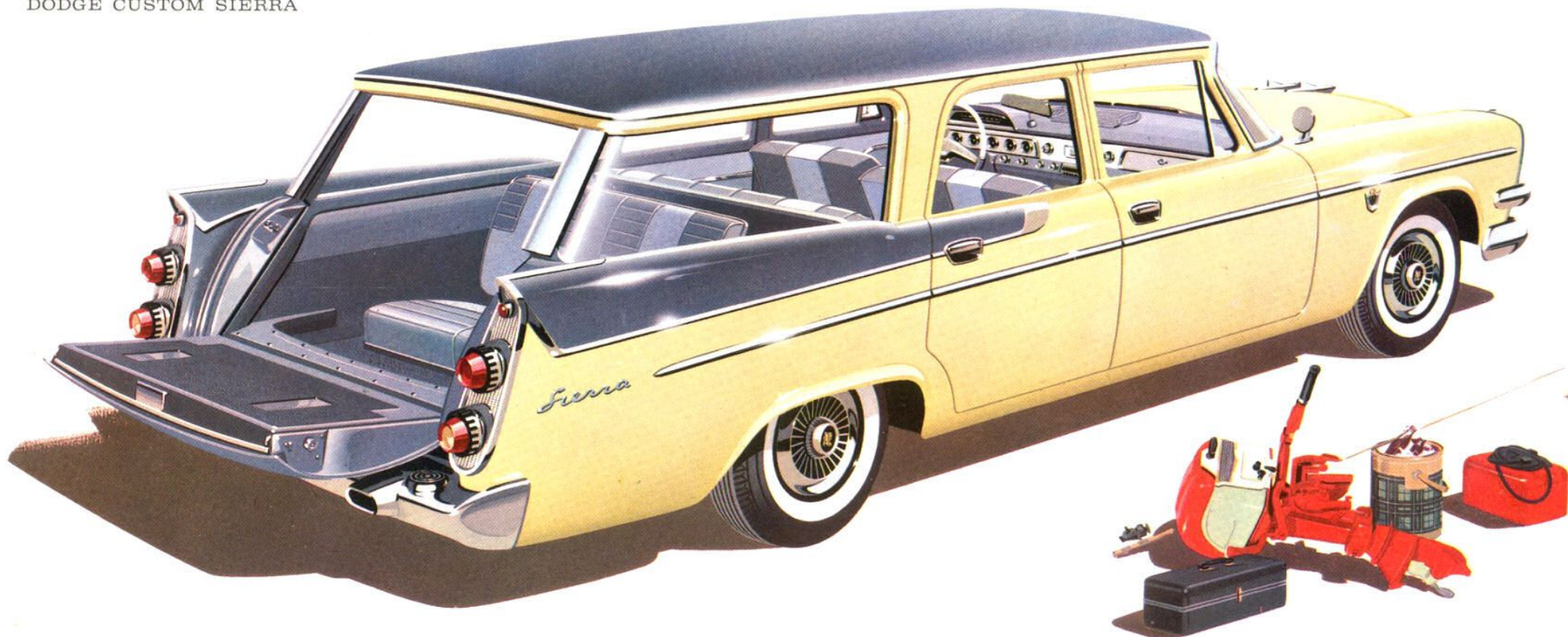


New "Sky-View" windshield is an outstanding new feature of Custom Royal Lancer hardtop and all convertible models. Containing a vast 1,586.2 square inches of glass, this boldly different new windshield has a full wrap-around at the sides and, in addition, curves back two inches at the top!

Gleaming new wheel covers are typical of the classic beauty of Custom Royal exterior styling—the newest, most modern of any car on the road today.

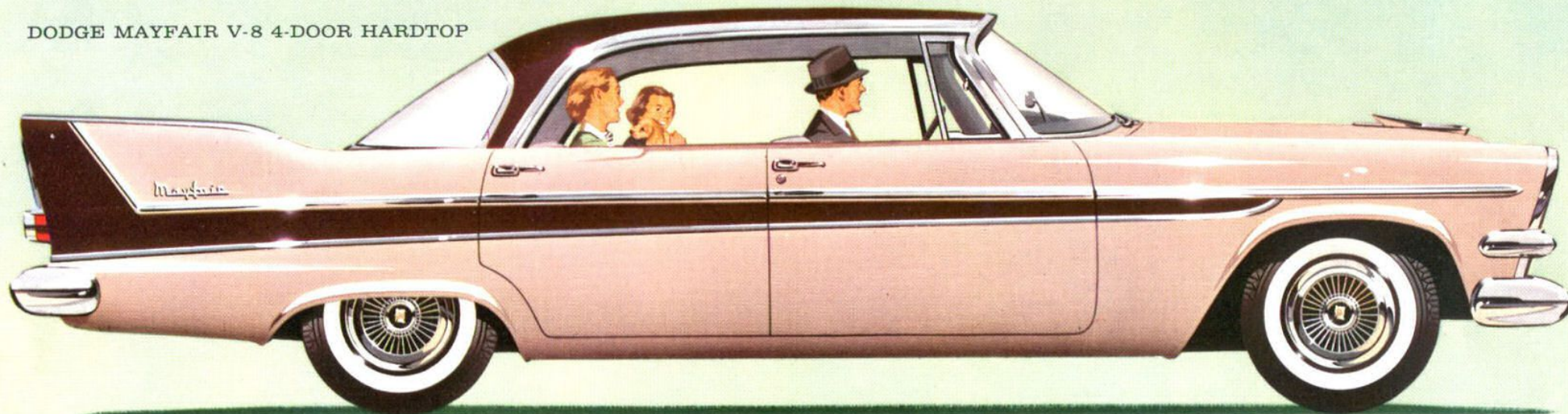


DODGE CUSTOM SIERRA



1958 DODGE MAYFAIR

DODGE MAYFAIR V-8 4-DOOR HARDTOP



RARE KIND OF BEAUTY...NEW BRAND OF GO
AND STILL THE BIG BUY IN THE
LOW-PRICE FIELD... '58 DODGE MAYFAIR

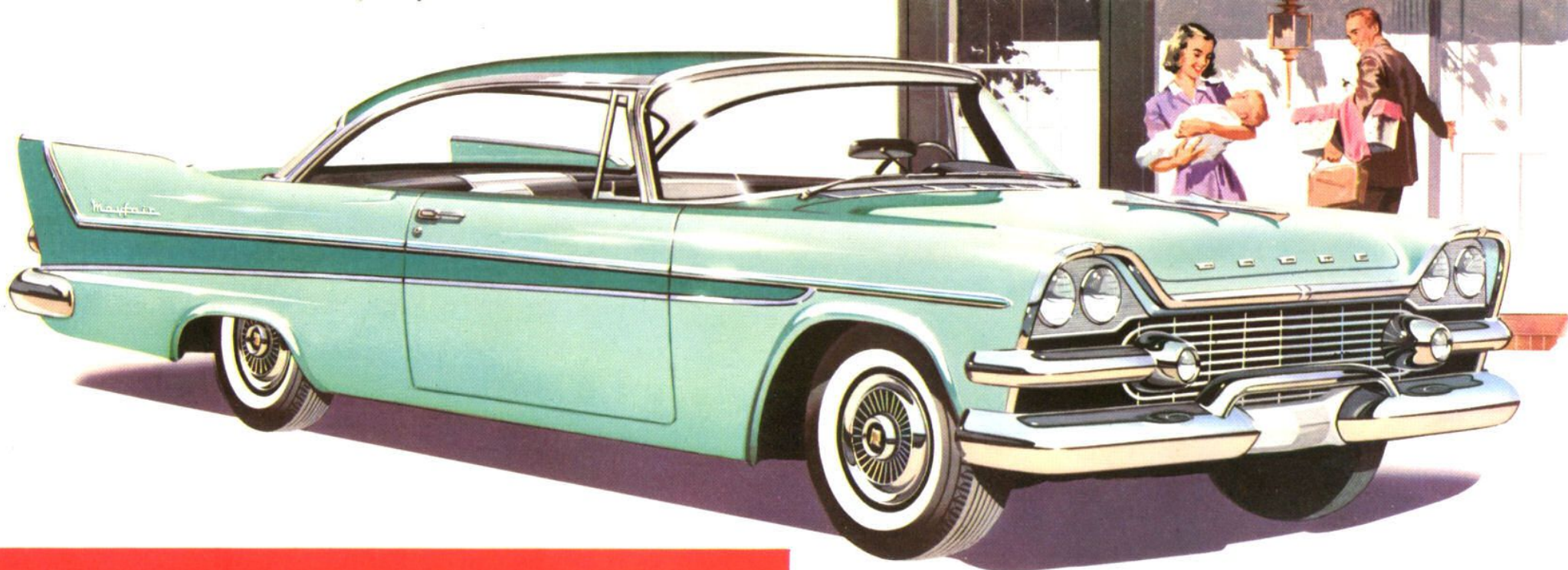
It's the low-priced car with a difference! A difference in the way it looks, the way it goes, the way it behaves. In all the low-price field there's nothing quite like it!

Take a good, long look at a '58 Dodge Mayfair; see how its trim, taut lines set it apart from the pack. Take a good, long drive in this great new Dodge; listen to the sweet music that comes from the muted thrum of its new-powered V-8 engine. See how easily you put the car into action through the magic of push-button automatic drive. Notice how effortlessly it steers, rounds corners without lean, stops without trace of "nose-dive".

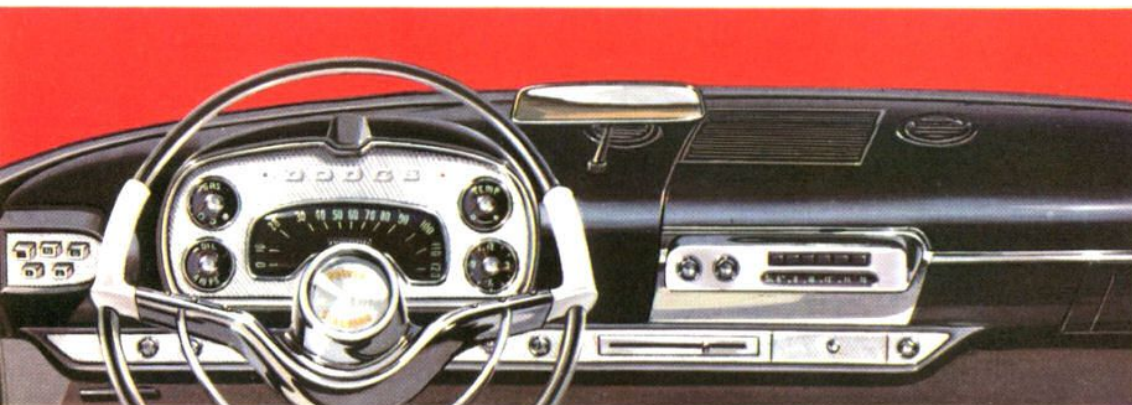
There's a big difference in a Dodge Mayfair. Try one yourself and see! Take your pick of five dramatic new body styles, 20 glowing exterior colours.



Dodge Mayfair interiors present a colour harmony that is as stimulating as it is restful. Unusual new seat fabrics sparkle and gleam with Lurex silver-coloured metallic threads. Rear seat has been redesigned to give increased legroom, even greater comfort.



DODGE MAYFAIR V-8 2-DOOR HARDTOP



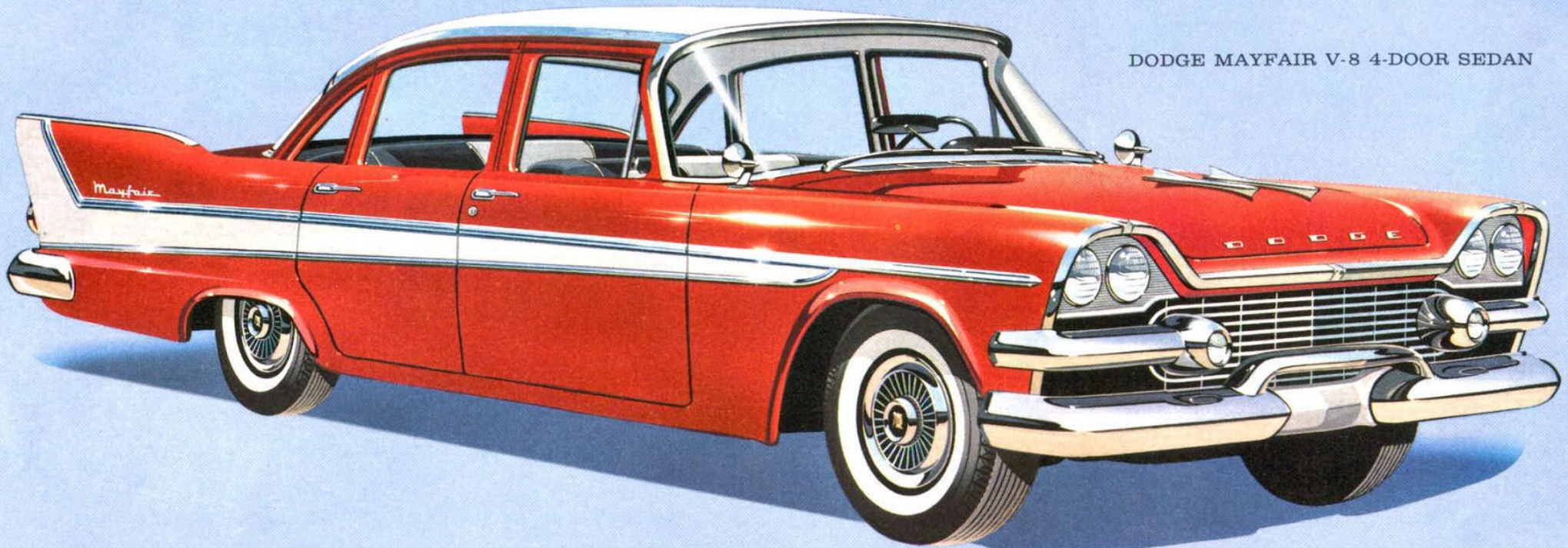
New Dodge steering wheel affords better driving control because of improved balance and "feel". Positioning and design of instruments and controls are calculated to add immeasurably to the fun and convenience of driving.

DODGE MAYFAIR V-8 CONVERTIBLE



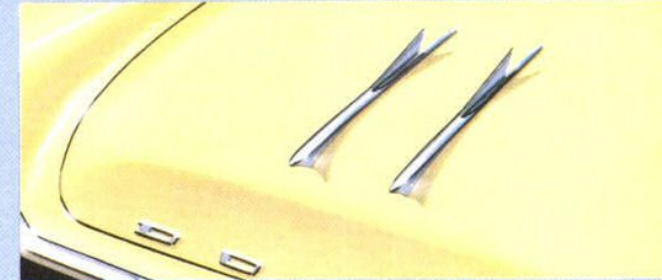
1958 DODGE MAYFAIR

DODGE MAYFAIR V-8 4-DOOR SEDAN



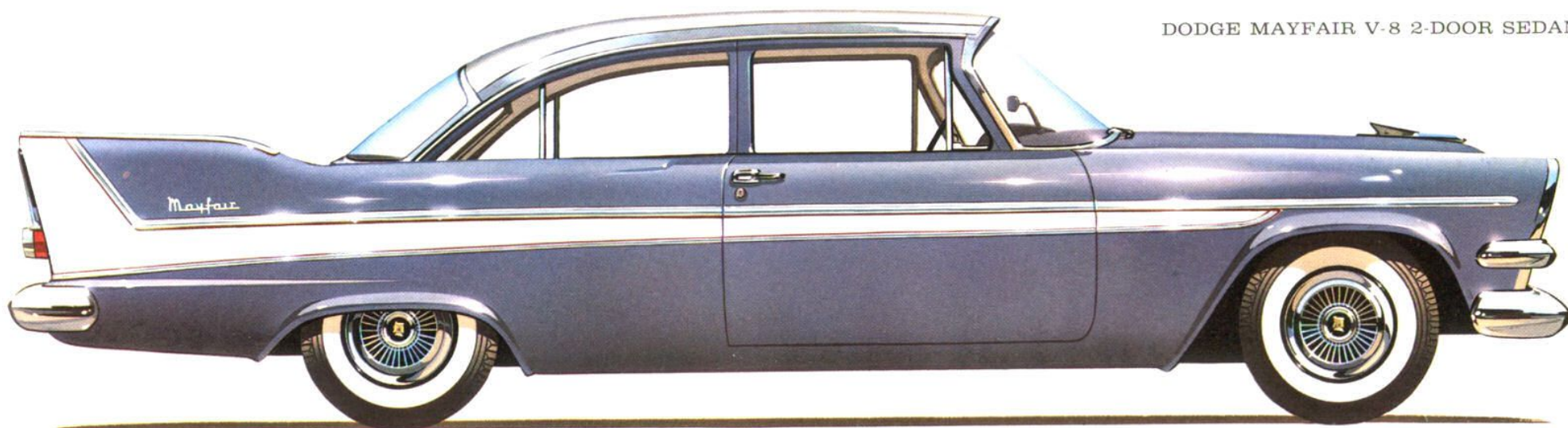
New dual headlights, when turned on high, give you four lights for much greater visibility in highway driving. When turned on low, only the two outer headlights are used. Yet they provide 75 feet more forward visibility than standard headlights. Dual headlights are yours on all Dodge models.

Giant-size Dodge luggage compartment is a real boon to the family on the go. And it provides so many features . . . extra-wide opening, torsion-bar hinge, flat-mounted spare tire, easy-action push-button latch . . . that make it so convenient to use.



Forward slope of the Dodge hood, with its wing-like new ornament, conveys a thrilling impression of jet-stream swiftness. New Dodge Sportone side mouldings enhance this look of flair and fleetness.

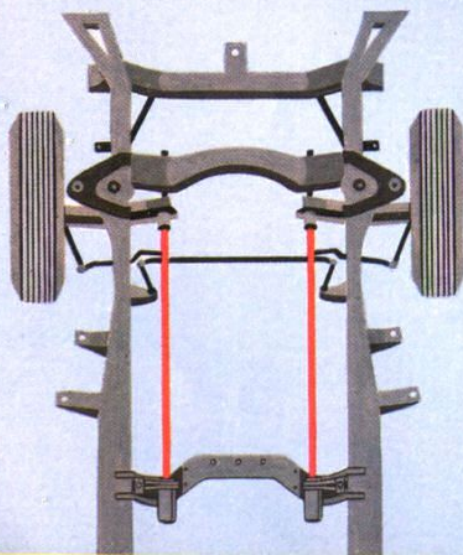
Distinctive new taillight treatment on Mayfair, Regent and Crusader models accents the soaring beauty of Dodge tail fins, emphasizes the low, racy look of the broad Dodge rear deck.



DODGE MAYFAIR V-8 2-DOOR SEDAN

TORSION-AIRE RIDE PUTS YOU A STEP AHEAD OF EVERY OTHER CAR ON THE ROAD!

ONLY TORSION-AIRE combines all these outstanding features in one chassis, for the best ride of all!



- Advance-design torsion-bar front suspension
- Low-friction steering system
- Deep-cradled rear suspension
- Outboard-mounted, "Levelizer" rear springs
- Anti-dip mountings eliminate brake-dive
- Exclusive Oriflow shock absorbers
- Lower centre of gravity for maximum stability
- Rubber mountings throughout, minimum number of lubrication points

This advance-design suspension is yours on every Dodge!



S-m-o-o-t-h as a table top! Torsion-bar springs smother road shocks, recover fast to keep front wheels snug to the road.



Corners without lean! Your '58 Dodge gives you rock-steady stability. You take curves without tilt or sway!



Handles so effortlessly! Dodge low-friction steering with advance-design linkage makes handling easier than ever.

Greatest stop-power of any low-priced car! Dodge Total-Contact brakes give you smooth, fast, uniform braking action with one-quarter less pedal pressure. Unique self-aligning design ensures even pressure on the entire brake shoe. Linings last up to 30 percent longer; fewer adjustments are needed.



1958 DODGE REGENT

DODGE REGENT 4-DOOR HARDTOP V-8 OR 6



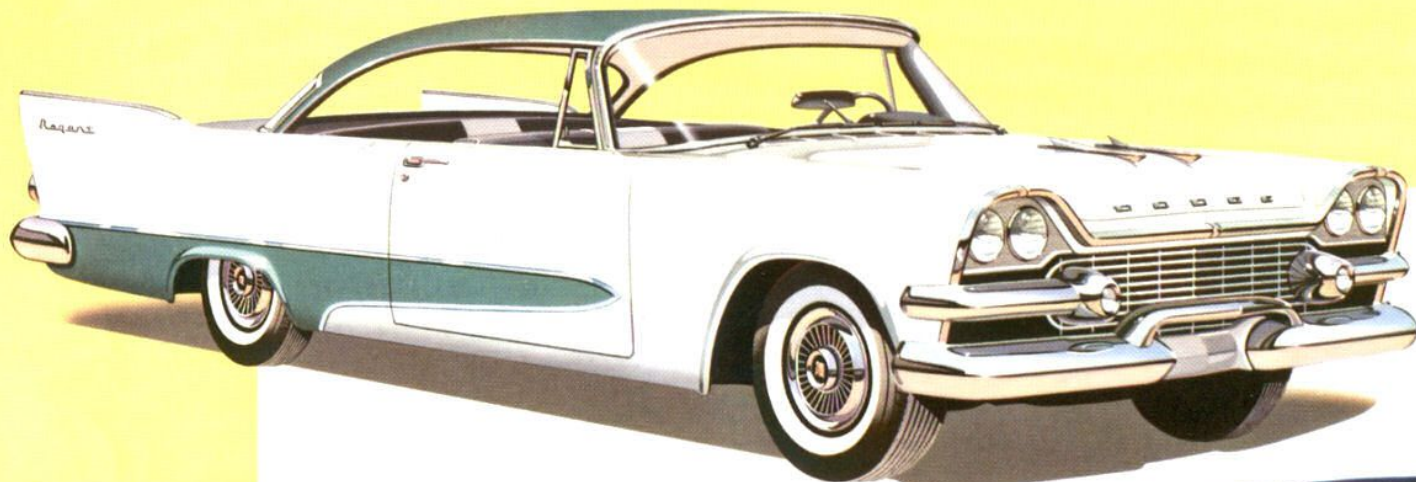
NOW YOU CAN HAVE A 4-DOOR HARDTOP
IN THE CAR THAT LOOKS AND ACTS "DELUXE"
IN EVERY WAY BUT PRICE, '58 DODGE REGENT

Park a new Regent in your driveway—watch the neighbours gather 'round. You'll find they'll scarcely believe that anyone could put such a low price on such a star performer! But Dodge has done just this again in the Regent for '58. What's more, the '58 Dodge Regent series has a brand-new addition this year. The new Regent 4-door hardtop is typical of the consistent Dodge effort to bring you all that's best in an automobile at lowest possible cost. You get all the advantages of this most wanted body style at a price that's a real pocketbook-pleaser.

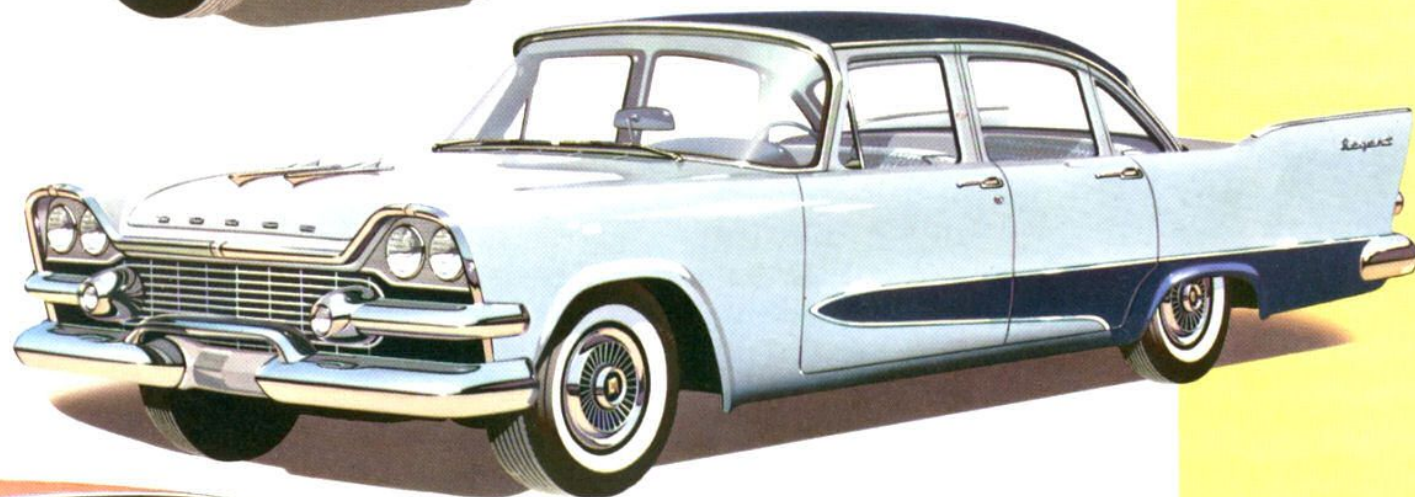
So see the Regent—drive it—compare it with any other car in its class. And whatever the model, Six or V-8, we think you'll agree, if value's your yardstick, the '58 Dodge Regent's your buy!



Dodge Regent interiors present another study of fashion-appeal and colour-interest. Jacquard-weave fabrics are interwoven with bright Lurex metallic threads. Rear seat in two-door and four-door sedans (as on other Dodge series) is newly positioned to provide even greater legroom in the rear compartment.



DODGE REGENT
2-DOOR HARDTOP V-8 OR 6



DODGE REGENT
4-DOOR SEDAN V-8 OR 6



DODGE REGENT
2-DOOR CLUB SEDAN V-8 OR 6

1958 DODGE CRUSADER

DODGE CRUSADER 4-DOOR SEDAN V-8 OR 6



LOOK 'EM ALL OVER...

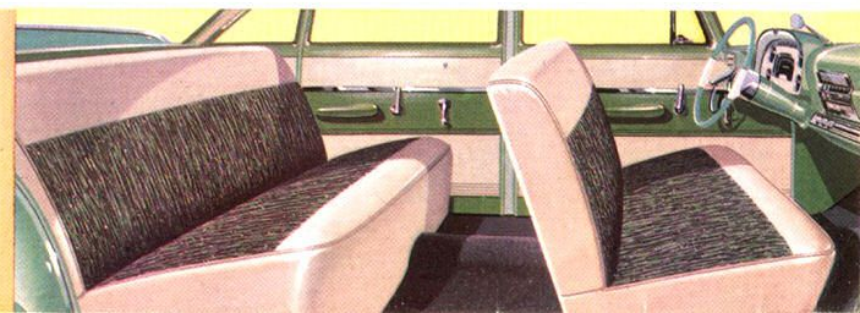
YOU'LL NEVER FIND A BETTER BUY
THAN A BIG '58 DODGE CRUSADER

Here's one more reason why Dodge has become a "buy-word" for value throughout the low-price field! As practical as it is beautiful, the '58 Dodge Crusader offers you famous Dodge roominess and comfort in a car that's at once big and solid, yet so wonderfully pleasant to drive. You can have your choice of a new, high powered Dodge Six or V-8; take your pick of push-button automatic drive or smooth-shifting manual transmission. You get all the superior advantages of Torsion-AIRE suspension at no extra cost. All this, plus many, many more value features, and low cost, make the '58 Dodge Crusader the best "break" your budget ever got!



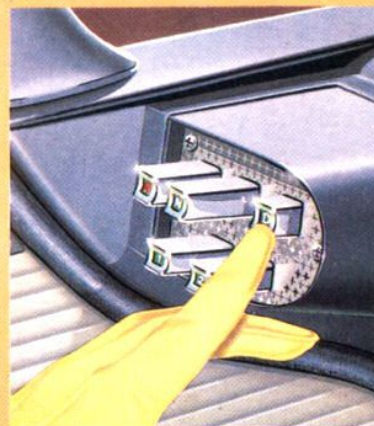
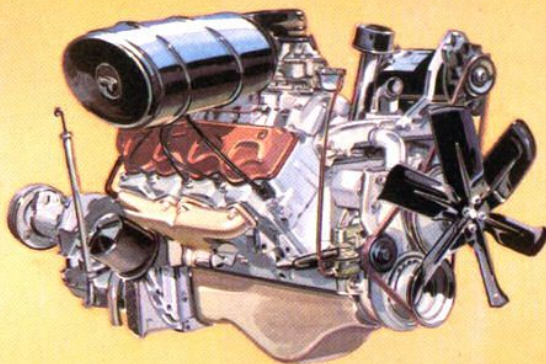
DODGE CRUSADER CLUB SEDAN V-8 OR 6

Dodge Crusader interiors feature upholstery of nubby-weave fabric with "skip-pattern" metallic thread. As durable as they are good-looking, Crusader interiors are designed to take plenty of tough punishment.



SMOOTH GOING! GREAT DODGE ENGINES PLUS TROUBLE-FREE PUSH-BUTTON DRIVE!

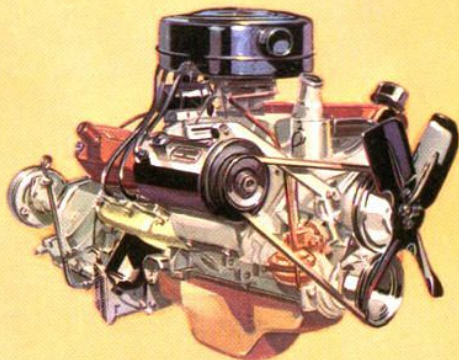
Dodge Custom Royal V-8 brings you new pace-setting power, efficiency, economy! With piston displacement increased to 354 cubic inches, compression ratio now 10.0 to 1, the 1958 Custom Royal V-8 has all the safety-power you need to master any driving situation.



Push-button Torque-Flite automatic transmission is standard equipment on all Dodge Custom Royal models. You just push the "N" button to start, the "D" button to go! Provides a superior combination of smooth breakaway acceleration, flexible operation, engine braking. Available at extra cost on all V-8 Mayfair, Regent, Crusader and Suburban models.

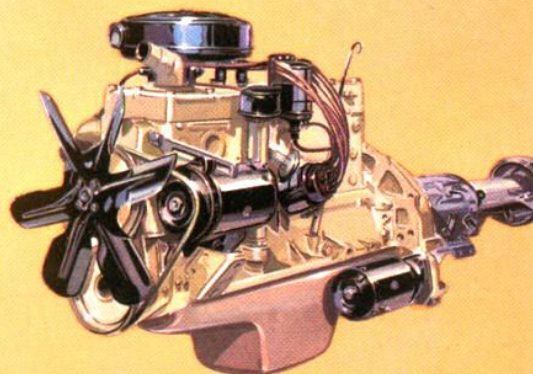
Push-button PowerFlite automatic transmission is available on Mayfair, Regent, Crusader and all Suburban models. As with Torque-Flite, push-button operation is entirely mechanical, safe, trouble-free.

Smooth-shifting manual transmission is standard equipment on Dodge Mayfair, Regent, Crusader and all Suburban models. Can be combined with Dodge Overdrive, at moderate extra cost, for exceptionally high operating economy.



Dodge "313" V-8 is standard on all Mayfair models and 8-cylinder Regents, Crusaders and Suburbans. Compression ratio has been increased to 8.5 to 1, cubic-inch displacement to 313. Like all Dodge V-8's, it has unique Polyspherical combustion chambers for top efficiency, greater resistance to carbon build-up.

Dodge PowerFlow Six continues to lead its field for dependability and economy. Proved L-head design gives you outstanding service with a minimum of attention. Exhaust valves have been redesigned for still longer life. Standard on Dodge Regent, Crusader, and Suburban 6-cylinder models.



COMFORT-ENGINEERED DODGE ALL-STEEL BODY COMBINES RUGGED STRENGTH WITH EXTRA SAFETY

REAR CORNER POSTS AND WINDOW
FRAME SUPPORTED 4 WAYS

RUGGED, BUILT-IN PACKAGE TRAY

RIGID, FIRM, YET SLIM
WINDSHIELD PILLARS

FULLY-SUPPORTED CENTRE POSTS

STURDY, REINFORCED
COWL PANEL

SMOOTH, SEAMLESS FENDER
AND QUARTER PANEL

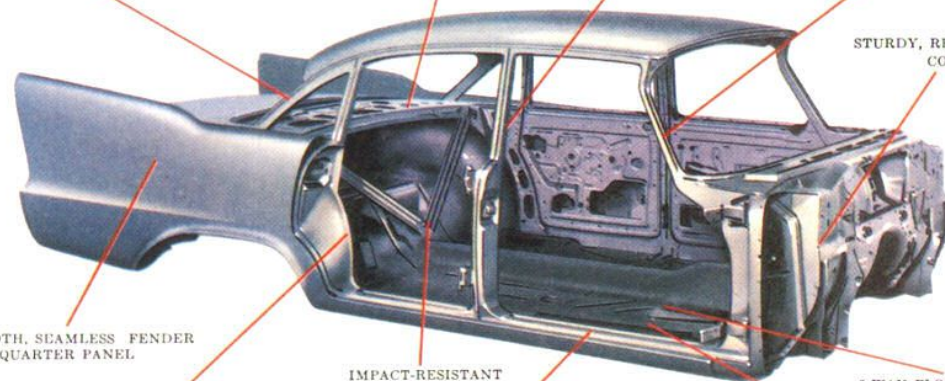
IMPACT-RESISTANT
DIAGONAL STRUTS

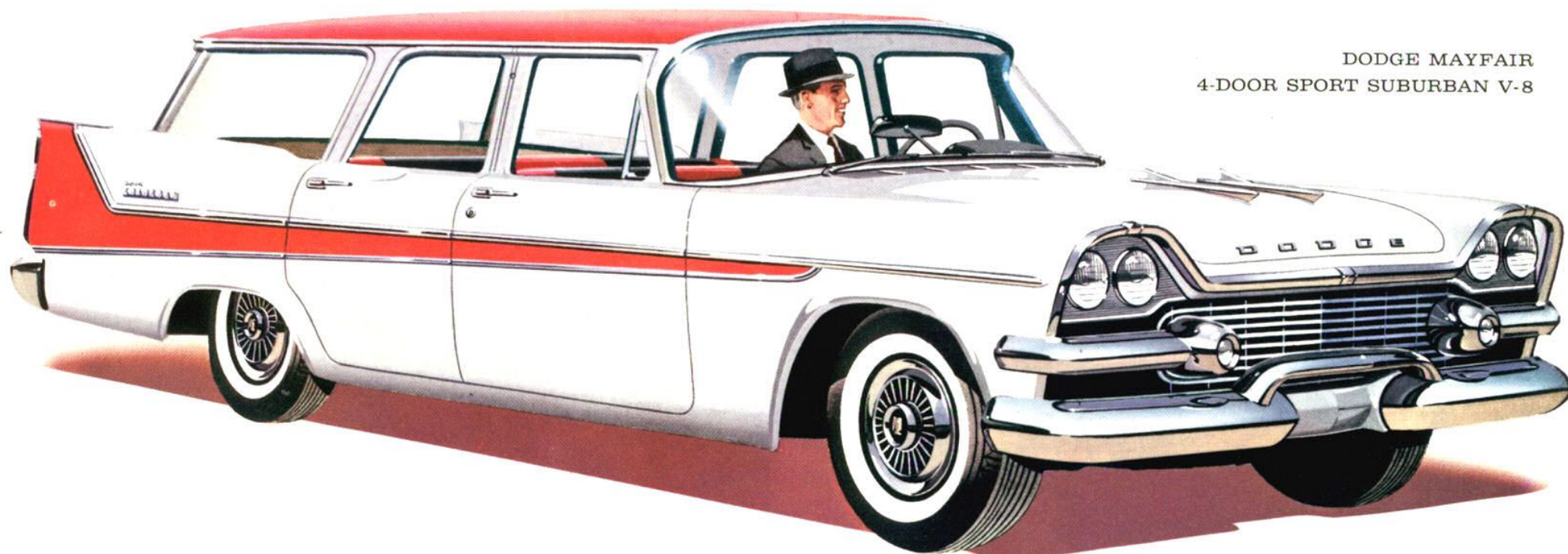
3-WAY FLOOR BRACES

HUSKY, FULLY ENCLOSED
REAR DOOR POSTS

ALL-STEEL, ALL-ENCLOSED DOOR SILLS

EXTRA-THICK STEEL FLOOR





DODGE MAYFAIR
4-DOOR SPORT SUBURBAN V-8

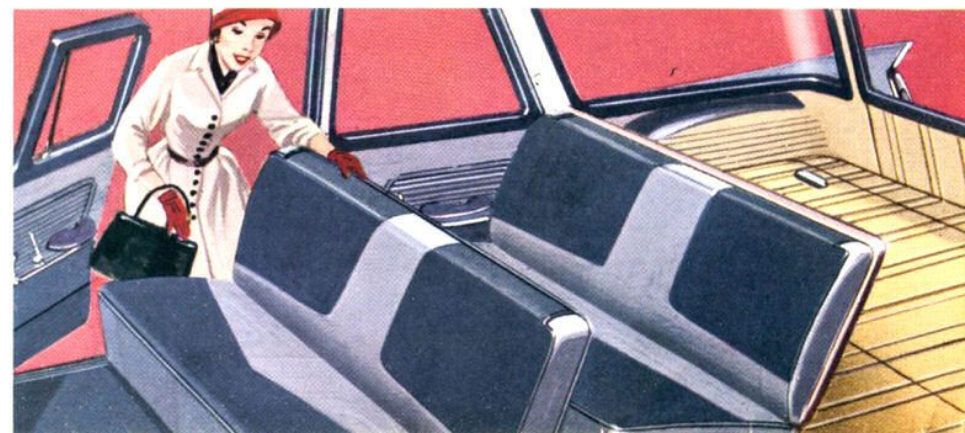
THE MOST WONDERFUL "WAGONS" ON WHEELS!

BEAUTIFUL, USEFUL '58 DODGE SUBURBANS

Here are work-and-play carryalls with a pulse-quickenning style all their own! Almost 18 feet long, with a new, low-slung glamour that stretches over a whopping 122-inch wheelbase. From every standpoint . . . comfort, capacity, convenience . . . '58 Dodge Suburbans are the standouts of the low-price field!

Just check these features: Roll-down tailgate window for easier operation and completely unobstructed rearward vision; ingenious tailgate design that does away with bulky support braces, permits unrestricted loading-space width; wrap-around rear quarter windows; hideaway cargo well. All these, plus many, many more, make a '58 Dodge Suburban your best choice for dazzling beauty and double duty!

Dodge Suburban interiors put the emphasis on serviceability without sacrificing handsome appearance. The Dodge Regent Custom Suburbans feature a new "suede-finish" breathable vinyl upholstery that is highly stain- and water-resistant, easy to clean, exceptionally durable. Safety feature: tailgate cannot be lowered unless window is opened.



Cargo space to spare!

With tailgate and second seat down,
Dodge Suburbans give you almost 40
square feet of usable floor space!

Loading-deck length,
seat down, gate down . . . 120.9 inches

Loading-deck length,
seat up, gate down 83.2 inches

Width between rear
wheel housings 45.7 inches



DODGE REGENT 4-DOOR
CUSTOM SUBURBAN 6 OR V-8



DODGE REGENT
2-DOOR CUSTOM SUBURBAN V-8



DODGE CRUSADER 2-DOOR SUBURBAN 6

POWER GOES TO WORK FOR YOU TO MAKE DRIVING MORE FUN IN YOUR '58 DODGE



New Full-Time Power Steering with new Constant-Control is available to bring you the ultimate in effort-free driving control. You can steer, turn and park in tight spots with just a feather-light touch on the wheel... take all the "work" out of driving!



Power brakes let you stop quickly, safely and surely with only half the pedal pressure. Coupled with Dodge Total-Contact brake design—the most advanced design engineered into any car today—power brakes give you the smoothest, easiest braking ever!



Six-way power seat, available on Custom Royal models, adjusts up and down, back and forth, also permits tilting seat for maximum comfort. Two-way power seat is available on all Mayfair and Regent models, as well as all Sport and Custom Suburbans.



Power window lift control enables driver to open or close any window at touch of button on panel at his elbow. Separate push button at each window gives passengers individual control as well. Available on Custom Royal, Mayfair and Sport Suburban models.

Weather-conditioned comfort is provided by the Dodge heating and ventilating system. Gives even heat circulation and complete control of interior temperatures in cold-weather driving. High-speed defrosting clears the windshield in a jiffy. Full-width, hood-high ventilation permits maximum entry of fresh air at all times.

SPECIFICATIONS

CHASSIS—All models, box-type frame. *Front suspension*—independent torsion-bar springs, direct-acting Oriflow shock absorbers. All suspension parts isolated from the frame by rubber bushings which also reduce to a minimum the number of points requiring grease. Design includes ball-joints which provide low-friction steering and make possible a reduction of brake-dip. Three-tooth roller steering gear. *Rear suspension*—long leaf springs attached outboard and parallel to the longitudinal axis of the frame 2½ inches wide on all models, increased in length on all models for 1958, 5 leaves on Custom Royal models and 8-cylinder Mayfair, Regent and Crusader models; 4 leaves on 6-cylinder Regent and Crusader models; 6 leaves on Suburbans.

Hypoid rear axle ratios: Dodge Custom Royal model (V-8 engine and Torque-Flite transmission standard) 2.93 to 1; Mayfair, Regent and Crusader models, with 6-cylinder engines and manual transmission, 3.73 to 1; with PowerFlite automatic transmission, 3.54 to 1; with overdrive transmission, 3.9 to 1. Models with 8-cylinder engine and standard transmission, 3.54 to 1; with PowerFlite transmission, 3.36 to 1; with Torque-Flite transmission, 3.18 to 1; and with overdrive transmission, 3.9 to 1.

Wheels and tires: All models have 14-inch wheels. Dodge Custom Royal, 8.00 x 14 tubeless tires; 7.50 x 14 on Mayfair, Regent and Crusader models; 8.00 x 14 on Suburbans.

DIMENSIONS—Wheelbase, Custom Royal models, 122 inches; Mayfair, Regent, and Crusader models (except Suburbans), 118 inches; Suburbans, 122 inches.

Other dimensions—(4-door sedans) Custom Royal, over-all length, 213.8 inches; width 78 inches; height, 56.8 inches. Mayfair, Regent and Crusader, length, 207.5 inches; width, 78.2 inches; height (loaded), 56.6 inches.

BRAKES—All models have hydraulic brakes with 2 cylinders for front wheels and advanced Total-Contact design on all wheels. Total lining area, Custom Royal models, 230 square inches; Mayfair, Regent and Crusader models, 184 square inches. All models have Cyclebond rivetless brake lining and independent parking brake on propeller shaft.

ENGINES—V-8 models: (Custom Royal, Mayfair, Regent and Crusader). Overhead Valve type. Compression ratio on Custom Royal, 10.0 to 1. On Mayfair, Regent and Crusader V-8's, 8.5 to 1. Staggered, lateral valve arrangement. Three rings per piston. Counterbalanced crankshaft with 5 main bearings. Oil filter, full-flow replaceable element type on Custom Royal models, shunt type replaceable element filter on other V-8's. Dual-throated carburetor, with automatic choke standard. Custom Royal models, bore and stroke, 3.94 inches x 3.63 inches, piston displacement, 354 cu. in. Mayfair, Regent and Crusader V-8's, bore and stroke, 3.875 inches x 3.312 inches, piston displacement, 313 cu. in. Magnetic gas filter standard.

6-cylinder models: (Available on Regent and Crusader models only). Long-lasting L-head design. Bore and stroke, 3.44 inches x 4.5 inches. Piston displacement, 250.6 cubic inches. Compression ratio, 7.0 to 1 with standard transmission; 7.7 to 1 with PowerFlite transmission. Single-throat downdraft carburetor with automatic choke. Full-pressure lubrication to main, connecting rod, and camshaft bearings. Oilite self-cleaning fuel filter in fuel tank. Thermostatic manifold control.

FUEL SYSTEM—Tank capacity 16.7 Imperial gallons and 18.3 Imperial gallons on Suburbans. Oilite self-cleaning filter standard. High-capacity fuel pump. Automatic choke. Thermostatic manifold control on all engines.

LUBRICATION—Chassis, pressure grease system. Engine, crankshaft connecting rods and camshaft bearings force-fed from rotary-type oil pump. Direct lubrication for timing chain. Fully ventilated crankcase.

COOLING SYSTEM—V-8 models: Full-length cylinder jackets completely surround each cylinder. Passages throughout block and head designed to produce controlled coolant flow. Bypass cooling system speeds engine warm-up. Pressure-vent radiator cap. Cellular-tubular radiator core. Capacity, 4.1 Imperial gallons, 4.5 Imperial gallons on Custom Royal.

6-cylinder models: Full-length cylinder jackets. Water distributing tube cools all valve seats with direct water flow. Bypass cooling system speeds engine warm-up. Pressure-vent radiator cap. Cellular-tubular radiator core. Capacity, 2.7 Imperial gallons.

TRANSMISSIONS—Custom Royal: Standard equipment 3-speed Torque-Flite automatic transmission—ratios: low, 2.45 to 1; second, 1.45 to 1; direct, 1.0 to 1; reverse, 2.2 to 1. Maximum torque converter ratio, 2.2 to 1.

Mayfair, Regent and Crusader: 3-speed manual transmission is standard—ratios: low, 2.30 to 1; second, 1.55 to 1; high, 1.0 to 1; reverse, 2.96 to 1. Overdrive (0.7 to 1) is also available at extra cost with manual transmission.

Mayfair, Regent and Crusader models, equipped with V-8 engines, 3-speed automatic Torque-Flite transmission is available at extra cost. For ratios, see above under Custom Royal. Also available on these 8-cylinder models is 2-speed PowerFlite automatic transmission. Ratios: low, 1.72 to 1; drive, 1.0 to 1; reverse, 2.39 to 1. Maximum torque converter ratio, 2.6 to 1. PowerFlite automatic transmission is also available on 6-cylinder Regent and Crusader models.

ELECTRICAL SYSTEM—All models 12-volt. Large 30-amp. generator. Neoprene-jacketed ignition cable. Wide-gap, resistor-type spark plugs. Dodge Custom Royal and 6-cylinder models of Regent and Crusader: 60-amp.-hr. battery. V-8 models of Mayfair, Regent, Crusader: 50-amp.-hr. battery. Temperature-compensated voltage regulator. Electric windshield wipers. New type moulded flexible plastic connectors in wiring system provide increased protection against moisture.

BODY DIMENSIONS, 4-door sedan

	Custom Royal	Mayfair, Regent, Crusader
Hiproom—front, rear	63.0" 62.7"	63.0" 62.7"
Legroom—front, rear	45.5" 40.2"	45.5" 41.5"
Headroom—front, rear	35.0" 34.5"	35.7" 34.2"
Seat height—front, rear	10.8" 12.0"	10.8" 12.0"
Front seat adjustment—horizontal	5.5"	5.0"
—vertical	1.1"	1.1"
External door locks on both front doors.		

OPTIONAL EQUIPMENT

All models: Accessory Group "A"—including heavy-duty springs and heavy-duty shock absorbers. Power brakes. Electric window lifts on all windows (Custom Royal and Mayfair models). Electric seat adjuster, 6-way on Custom Royal; 2-way on Mayfair and Regent. Solex glass. Nylon tubeless tires. 4-ply white sidewall tubeless tires. 4-ply blackwall and white sidewall tubeless tires (oversize). Full-time Constant-Control Power Steering. Power package on V-8 only. Rear quarter panel stone shield. Inside rear view Prismatic mirror. Windshield washer. Engine jacket water heater (available on 8-cylinder models only).

Custom Royal: 70-amp.-hr. battery. Outside rear view mirror (2, fender-mounted) on 4-door sedan.

Mayfair, Regent and Crusader (as indicated): Chrome drip moulding on Regent and Crusader. Overdrive transmission. PowerFlite automatic transmission. Torque-Flite automatic transmission (available on V-8 models). 4.1 to 1 axle ratio with standard transmission or overdrive (6-cylinder models only). Heavy-duty oil filter with removable cartridge (on 6-cylinder models). 40-amp. generator for city or country driving. 60-amp.-hr. heavy-duty battery (extra on V-8's). 70-amp.-hr. battery extra on all models. Variable-speed electric windshield wipers. Back-up lights (Crusader and Regent models). Cigar lighter (Crusader and Regent models). Glove box door lock (Crusader and Regent models). Plastic steering wheel. Taxicab package (4-door Sedan, Club Sedan). Wheel covers (set of 4—Crusader and Regent). Arm rests (Crusader). Ash receiver on back of front seat. (Crusader). Sportone moulding treatment (Crusader and Regent). Aluminum side treatment (Mayfair).

Constant improvement of its products requires Chrysler Corporation of Canada, Limited, to reserve the right to change prices, specifications, and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue but your local dealer will gladly advise you of those items that are standard.

DODGE-DE SOTO DIVISION—CHRYSLER CORPORATION OF CANADA LIMITED

LITHO'D IN CANADA—DD-581