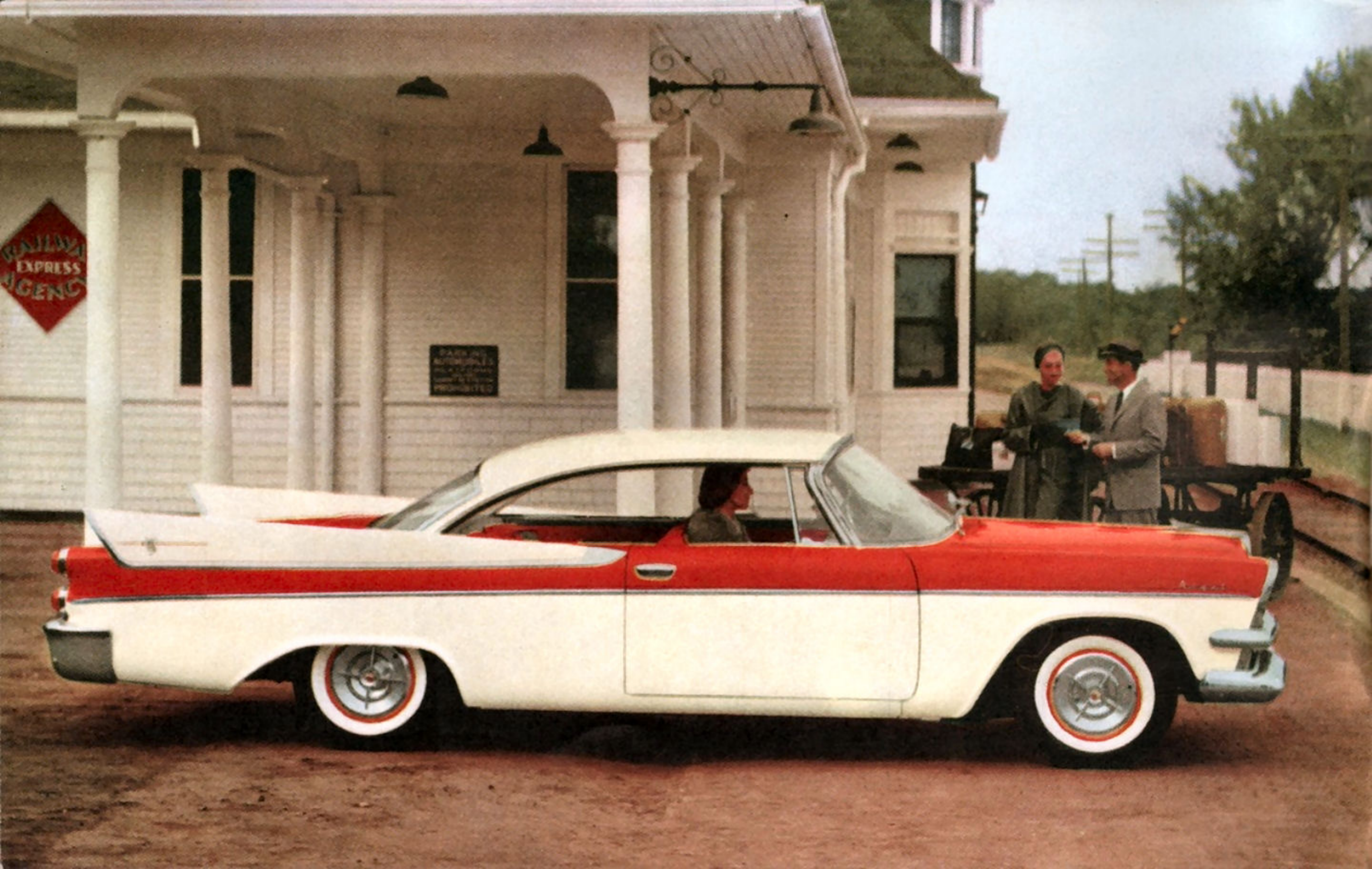




*SWEPT-WING '57 Dodge*



RAILWAY  
EXPRESS  
AGENCY

NO PARKING  
IN FRONT OF  
THIS BUILDING  
EXCEPT BY  
PERMISSION

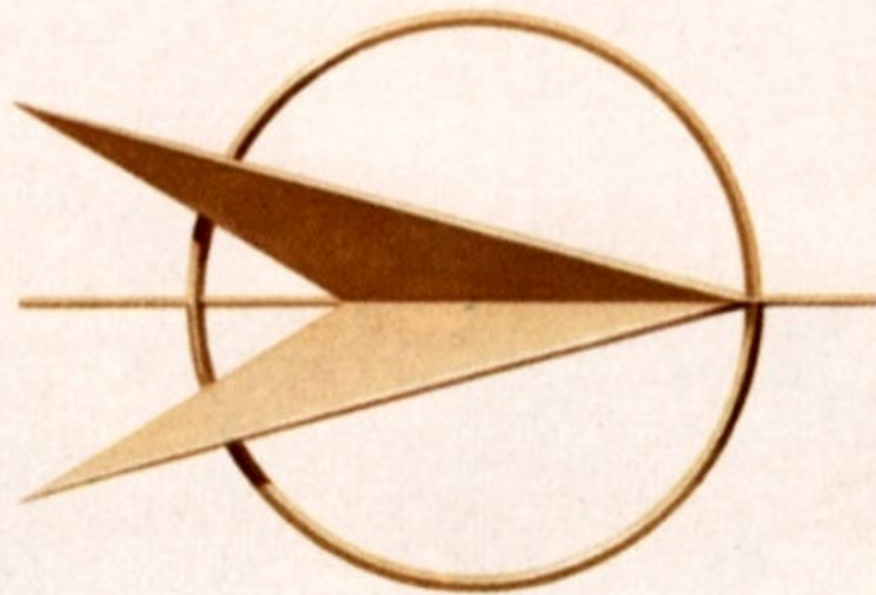
Autocrat

# Step into the Wonderful World of **AUTODYNAMICS**

- *It Unleashes a Hurricane of Power*
- *It Tames a Tornado of Torque*
- *It Breaks Through the Vibration Barrier*

Step into the Wonderful World that Dodge has created—by starting from the road up—to style and engineer completely new dimensions in driving pleasure.

Step into the Swept-Wing '57 Dodge. Slip behind the wheel of this inspired beauty. You have never seen, felt or owned anything like it!



**IT IS SWEEP-WING**

**MASTERY OF MOTION...**

CUSTOM ROYAL SERIES • ANOTHER MIGHTY LANCER



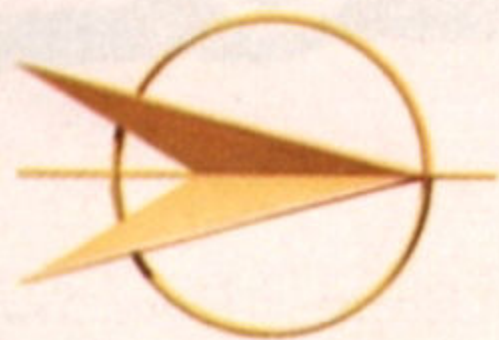
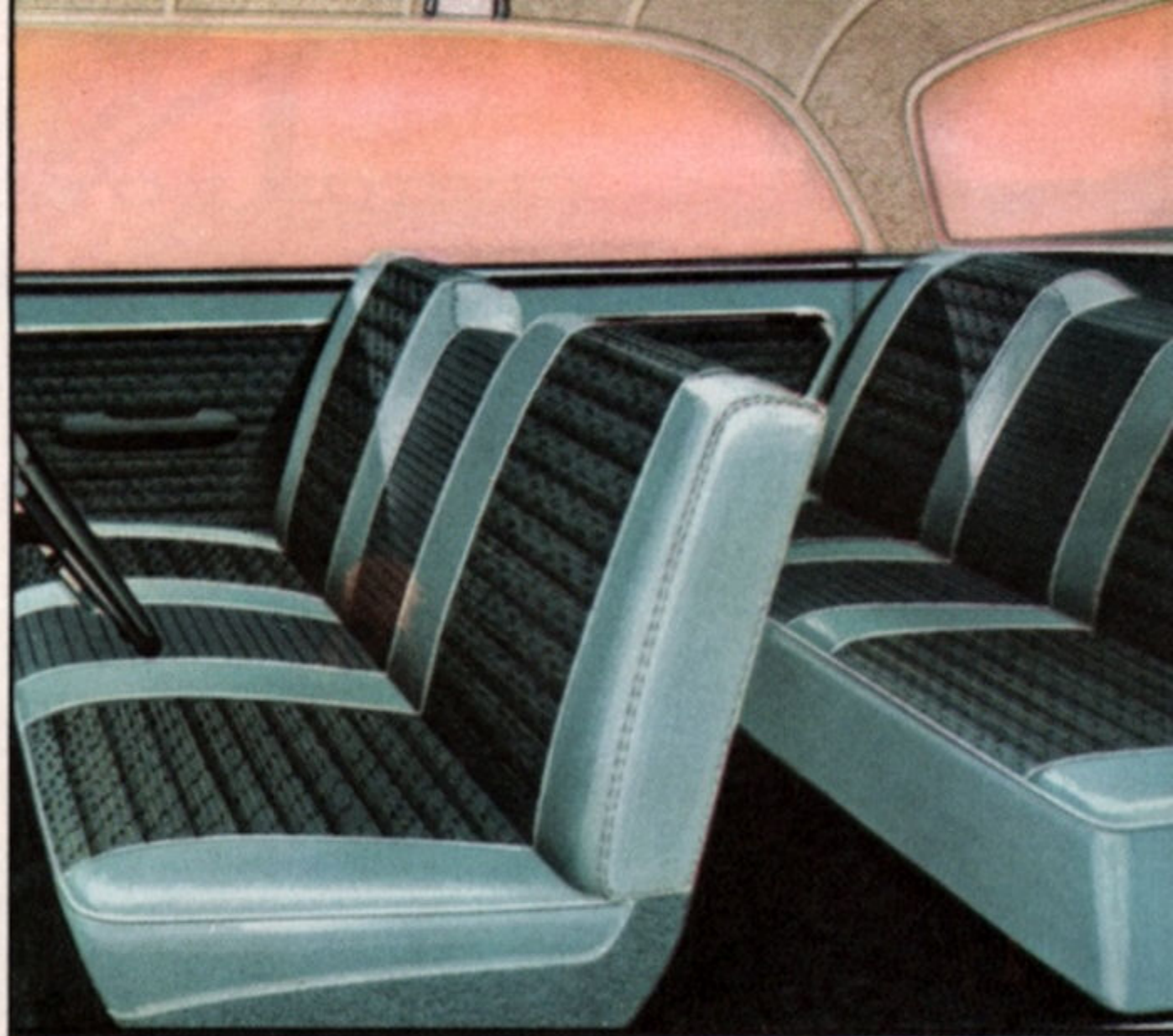
4 *Custom Royal Lancer 4-Door*

... LITHE AND LOW-SLUNG

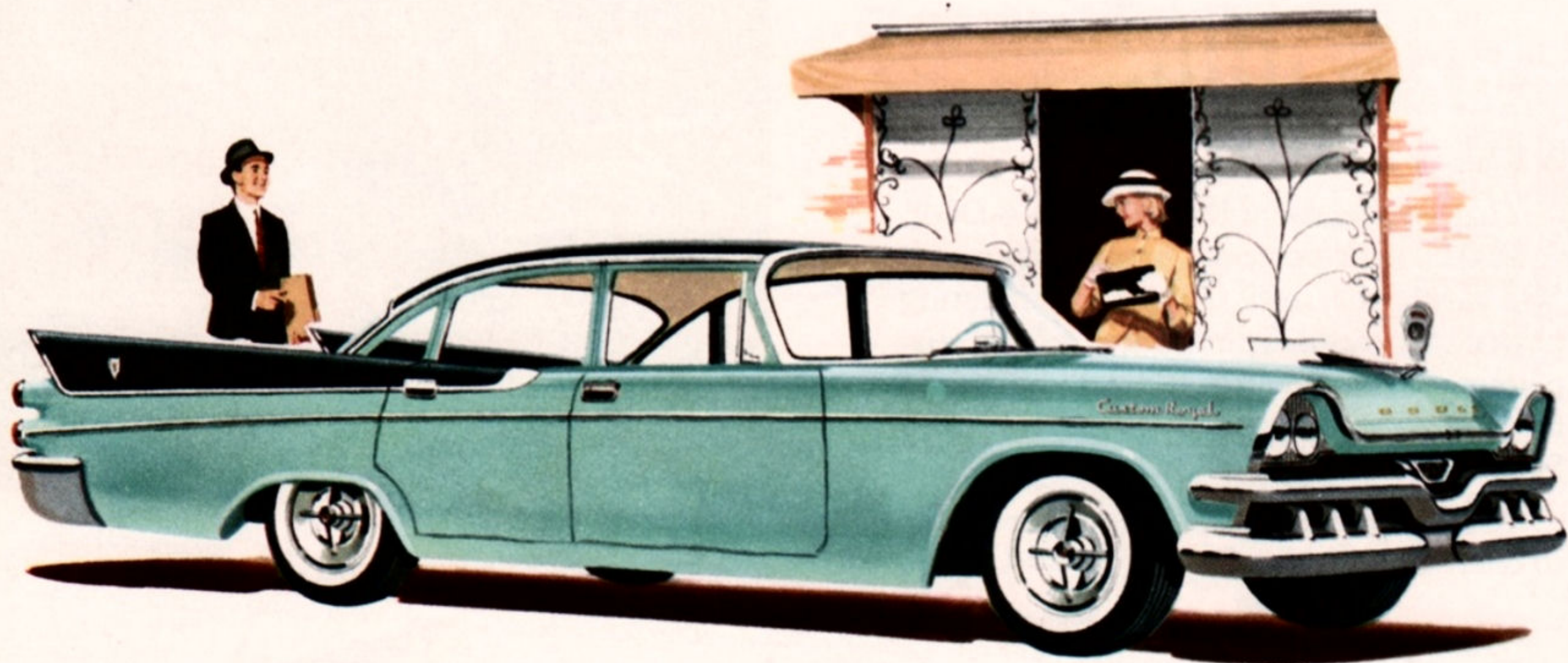
A tiger in action!

That's this Custom Royal Lancer 4-Door. A hurricane of power is at your command. You'll rule the road with this thundering power that stems from bigger engine displacement, higher compression ratio and four-barrel carburetion in the aircraft-type Super Red Ram V-8 engine.

You have never seen, felt or owned a car to compare with this Custom Royal Lancer!



CUSTOM ROYAL SERIES ● EVERYTHING NEW



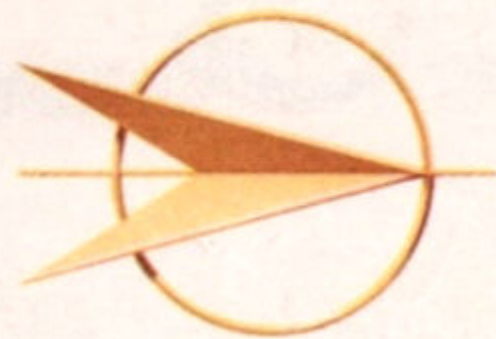
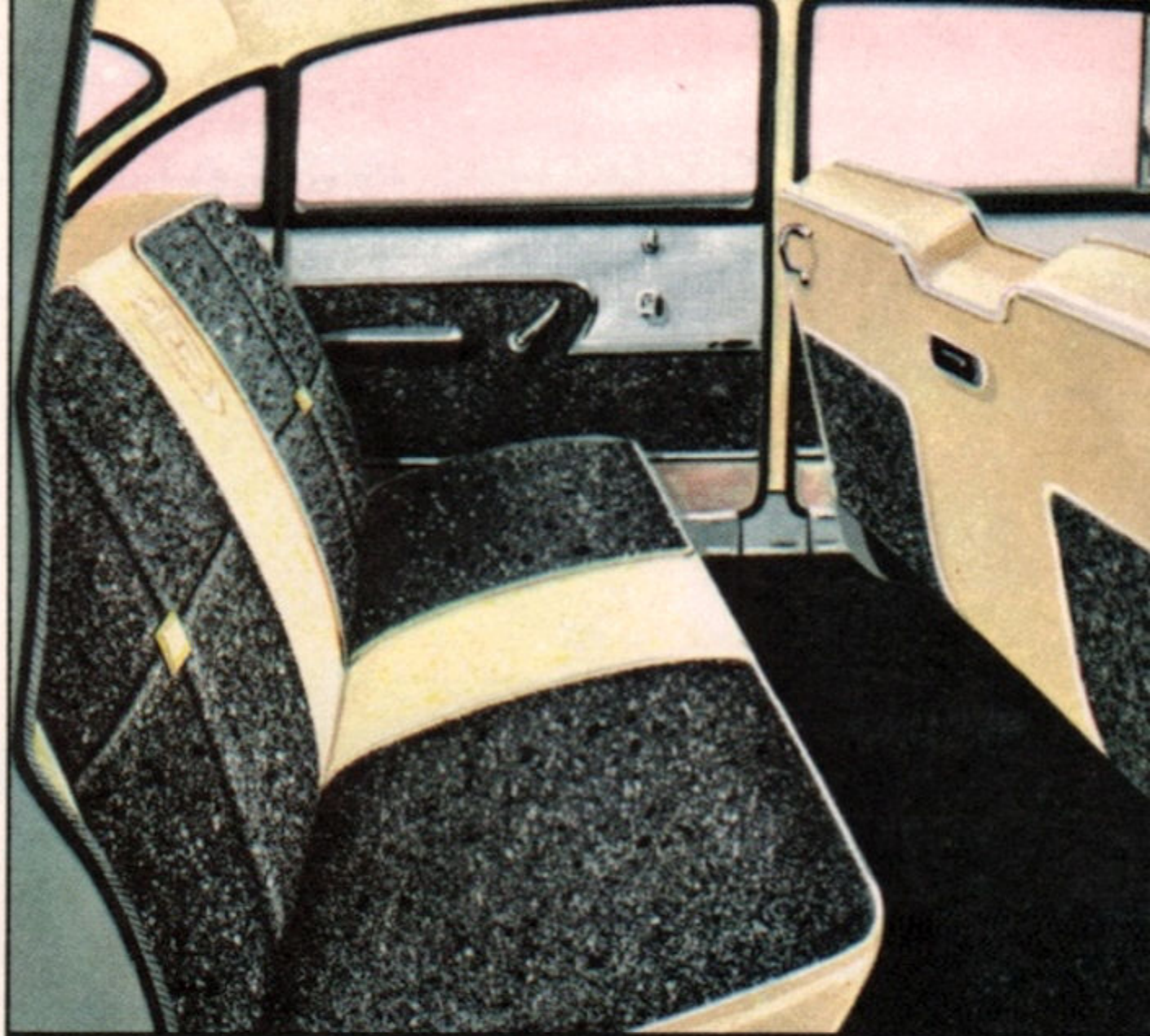
*Custom Royal 4-Door Sedan*

## FROM ROAD TO ROOF

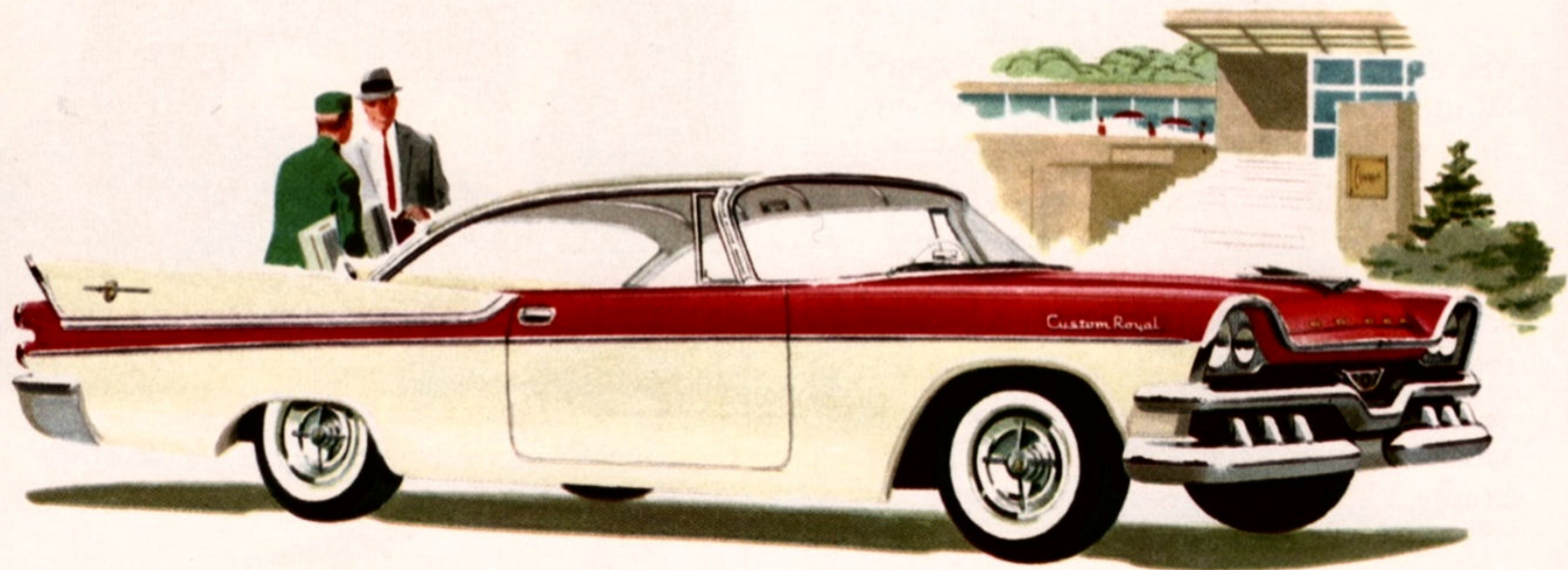
Yes, everything's new with the '57 Swept-Wing Dodge . . . from the 14" wheels right on up to the low, low roof line.

Its miraculous Torsion-Aire Ride, that conveys you in a realm of silence, is new. Its Mastery of Motion is a new sensation you have never before felt in automotive travel.

And the pride you'll feel, the surging satisfaction of driving this Swept-Wing beauty . . . those, especially, will be new.



CUSTOM ROYAL SERIES ● HERE'S A LANCER JUST



*Custom Royal Lancer 2-Door*

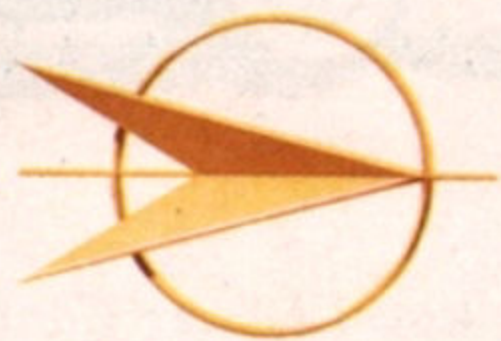


4½ FEET LOW!

Daring in concept, low in silhouette, sleek and rakish of line, this Custom Royal Lancer tells its story of exceptional beauty in just one glance!

Its racy lines promise exhilarating performance—and that promise is emphatically kept on the road as it unleashes a hurricane of power. This Custom Royal Lancer is a spitfire in action!

Step into the Wonderful World of Auto-dynamics . . . step into this sweetheart of a Lancer . . . and discover completely new dimensions in driving pleasure!



CUSTOM ROYAL SERIES ● TAKE COMMAND OF



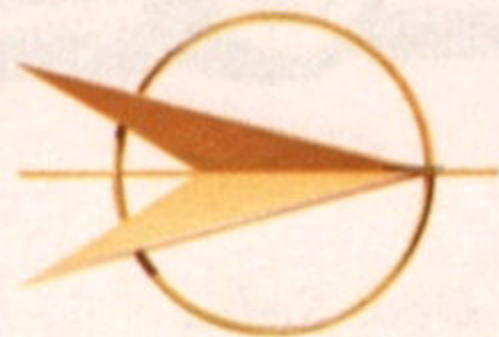
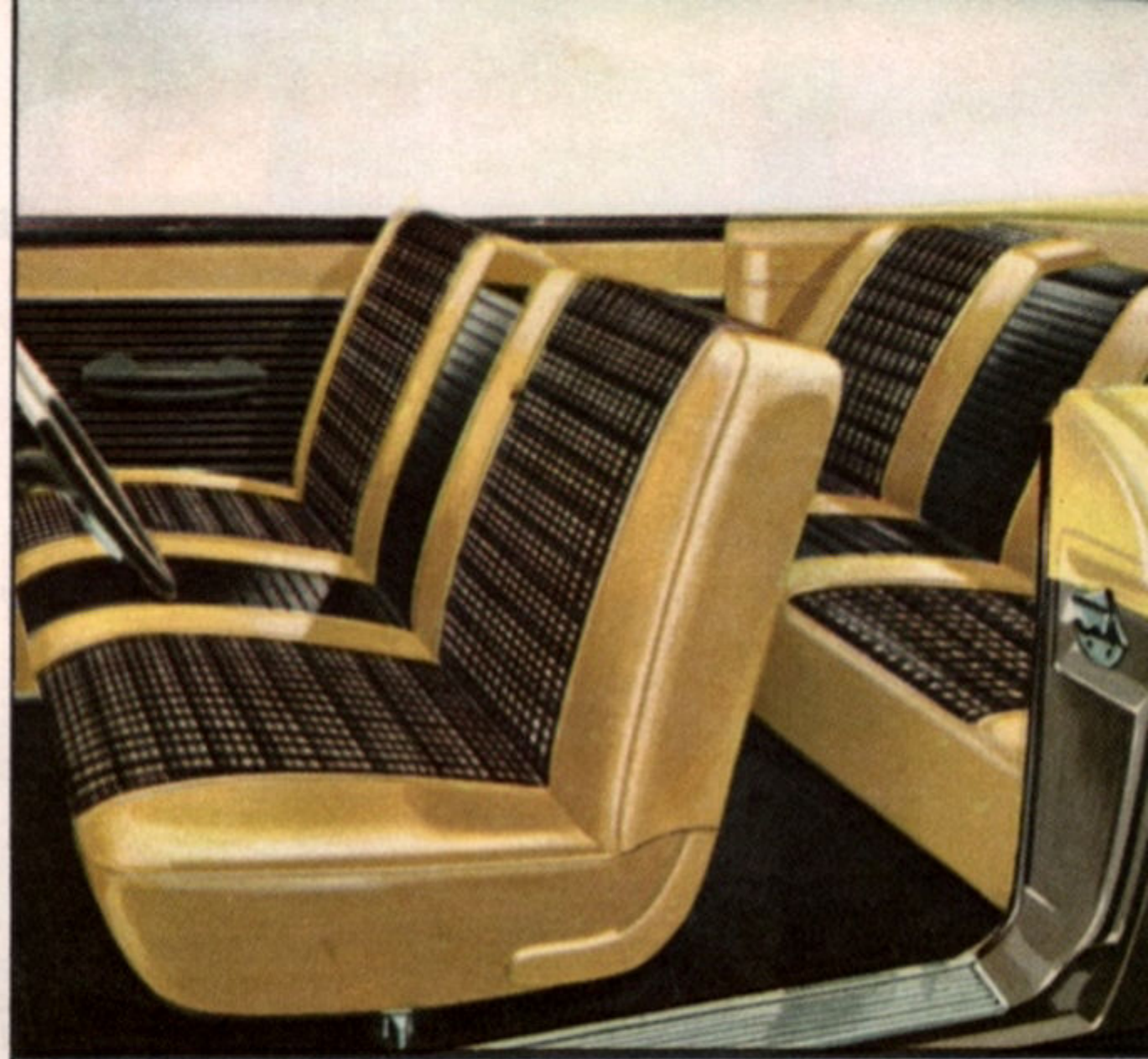
10 *Custom Royal Lancer Convertible*

## ANY DRIVING SITUATION!

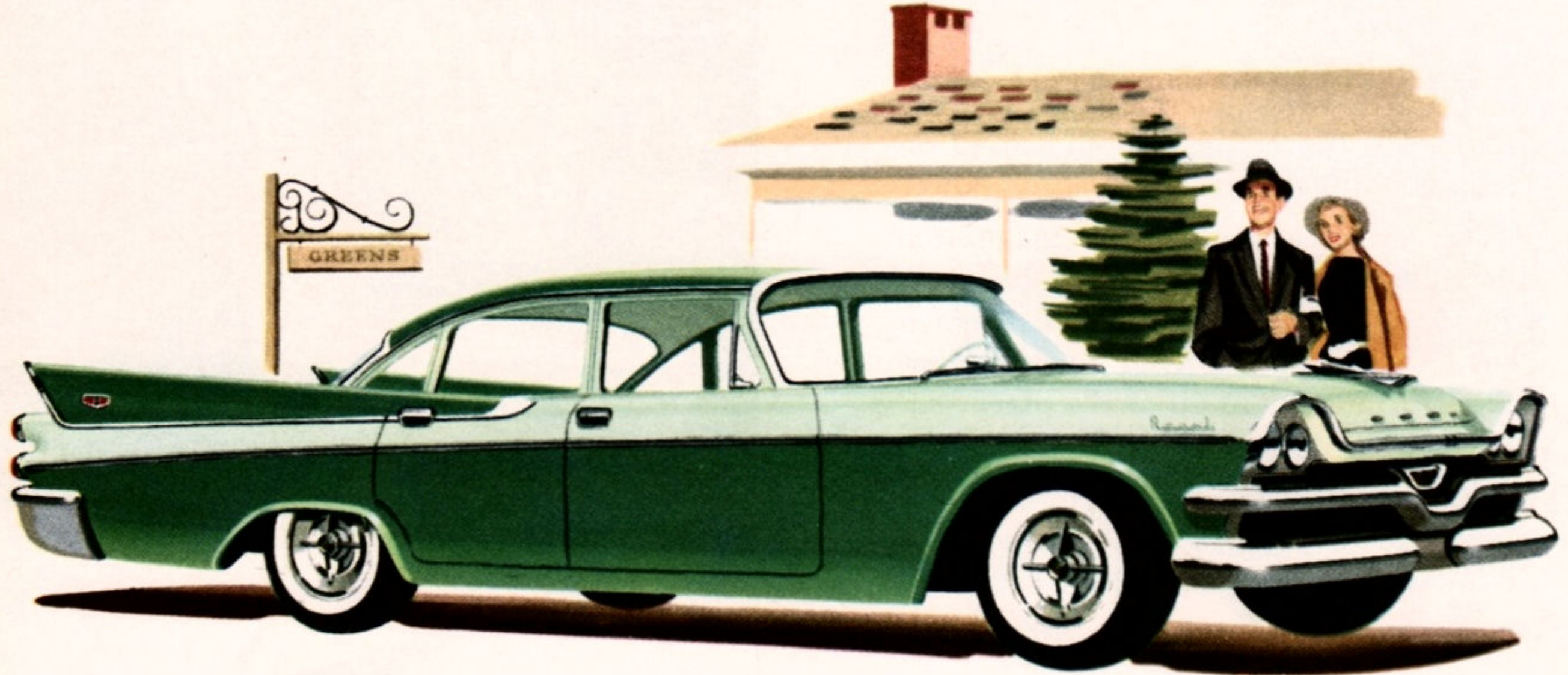
You'll be unchallenged sovereign of every driving situation in the Custom Royal Convertible . . . the ultimate in style and power!

The fast, free lines of this magnificent car are accented by the new double wrap-around, backswept windshield. Its tremendous area and double wrap give top-down vista in all directions all of the time.

You'll *feel* like a king, too, in rich, plush Gotham Texture, the leader in an exciting line of new Magic Fabrics. It's the Wonderful World of Autodynamics at its finest!



ROYAL SERIES ● YOU RIDE IN A REALM

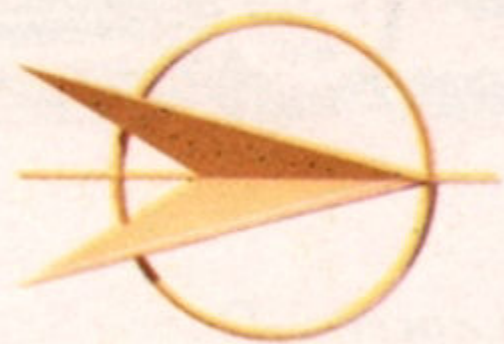
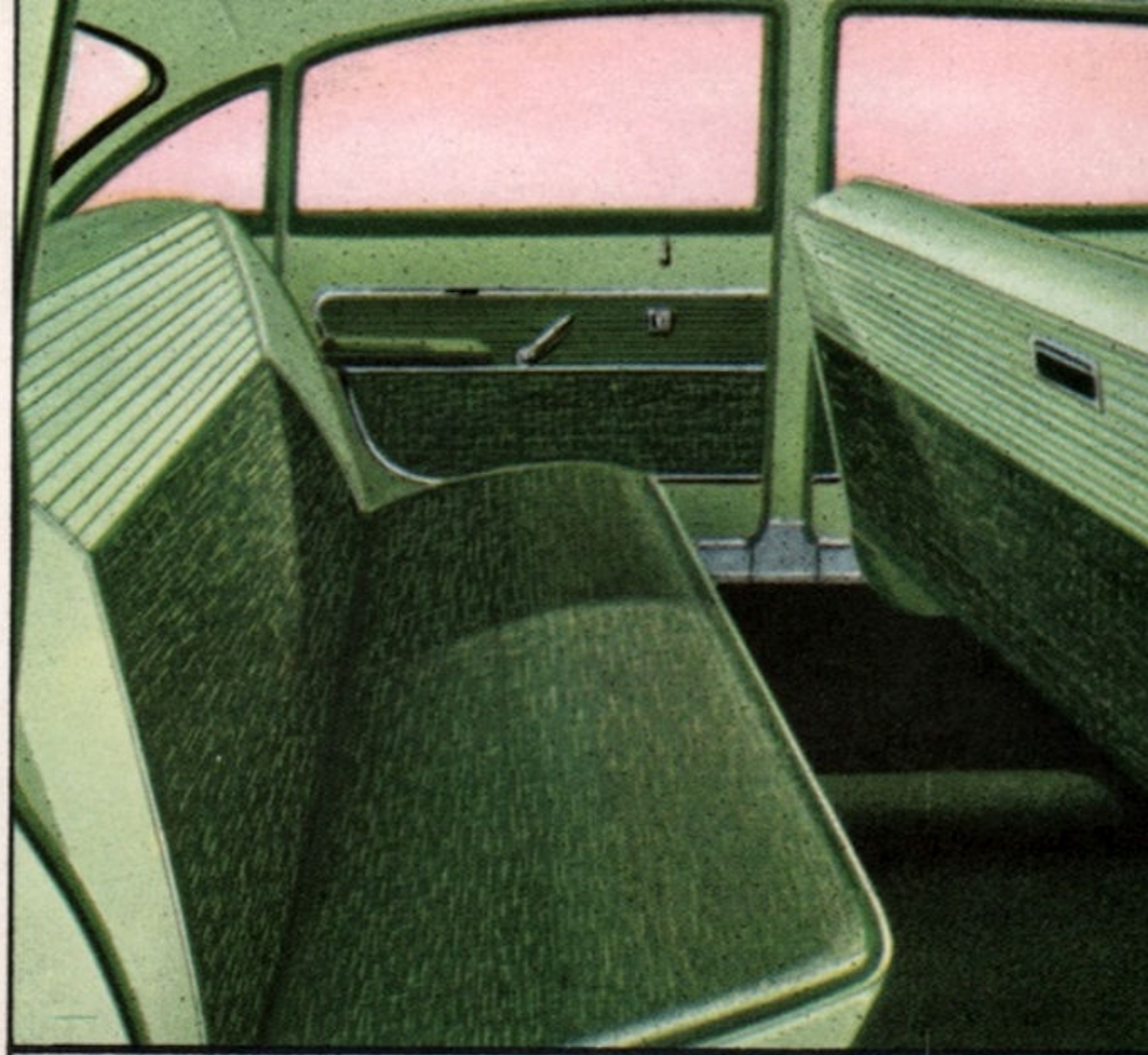


*Royal 4-Door Sedan*

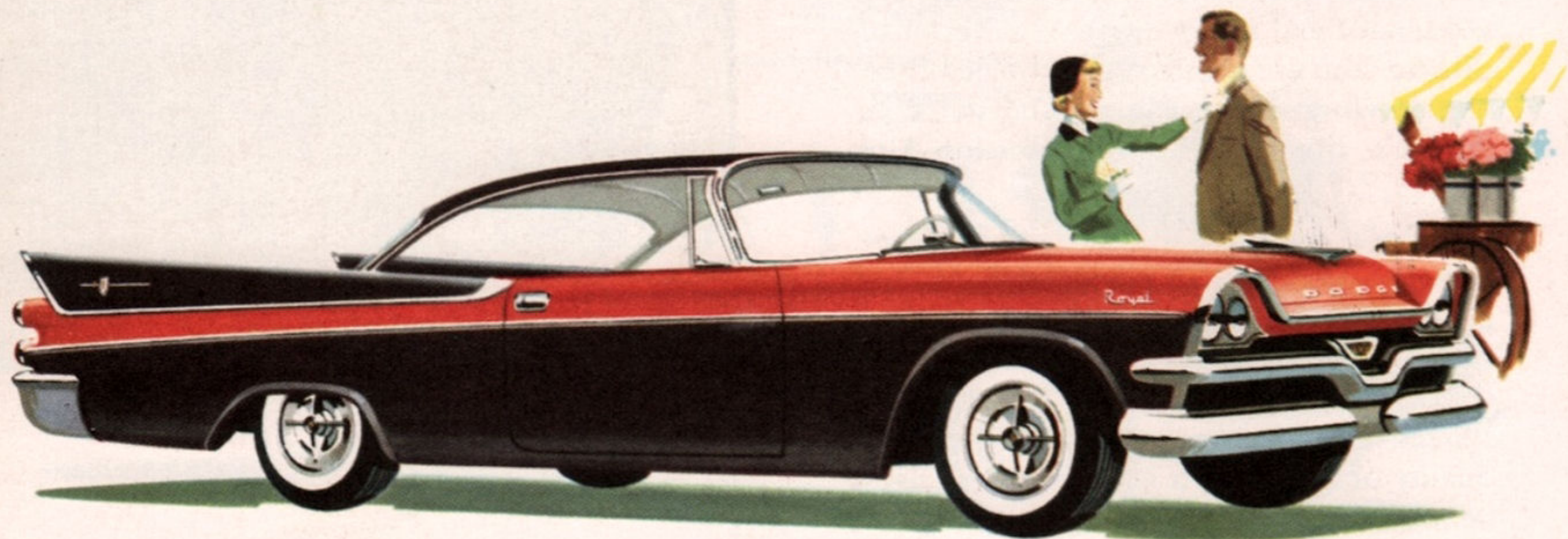
## OF SILENCE!

Step into this Royal Sedan, nudge the accelerator and sweep along in a Realm of Silence. You are isolated and detached from engine vibration, road noise and shock by Dodge's dramatically new Torsion-Aire Ride.

What's the story behind this whisper ride? Much more than can be told here, but a lot of it is rubber. Yes, dozens of "live rubber" mountings to cushion engine and chassis as they meet Dodge's suspension system. Thrill to the smoothness, the quiet quality of rubber as it has never been used before in any automobile!



ROYAL SERIES ● LANCER LUXURY  
AND THUNDERING



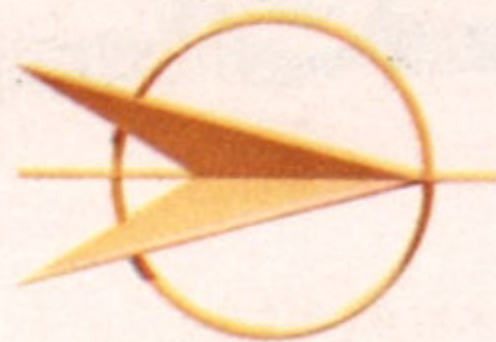
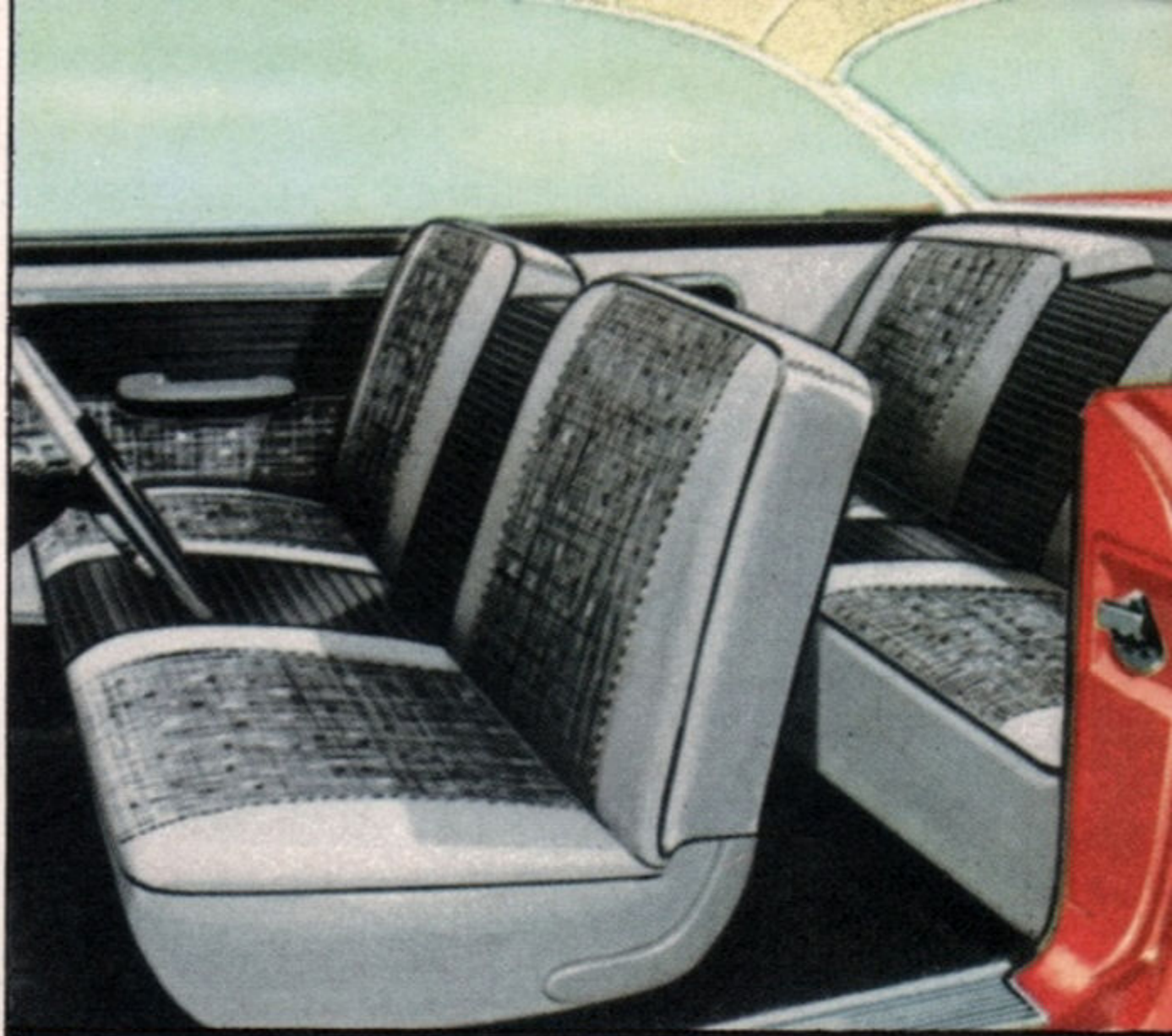
14 *Royal Lancer 2-Door*

## HORSEPOWER

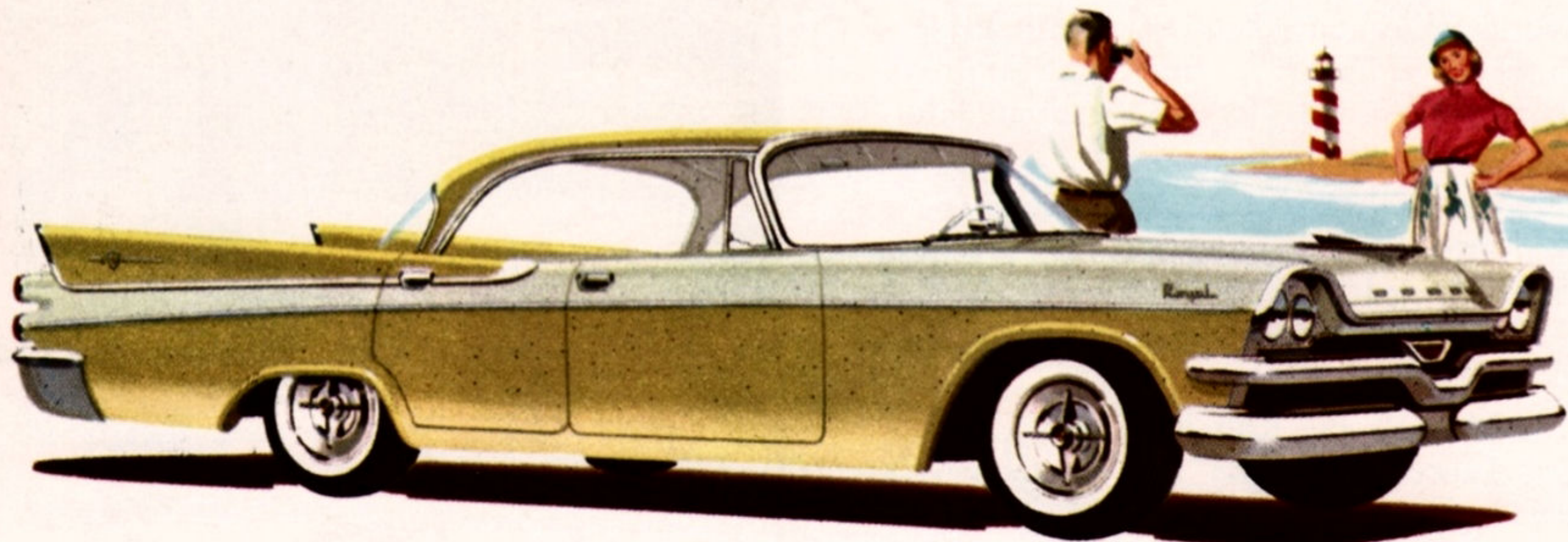
Swept-Wing styling from the Wonderful World of Autodynamics is unmistakable in the Royal Lancer . . . from its sleek, thin roof panel to its sculptured metal tautness throughout!

When you ride in this sweetheart, you enjoy the open, outdoor feeling of wide visibility, and that's the natural result of the biggest windshield in the automotive industry.

You'll rule the road in Lancer Luxury and Lancer Style, and that tremendous, thundering horsepower is right there to make that authority stick!



ROYAL SERIES ● GOINGEST PIECE OF LIVE



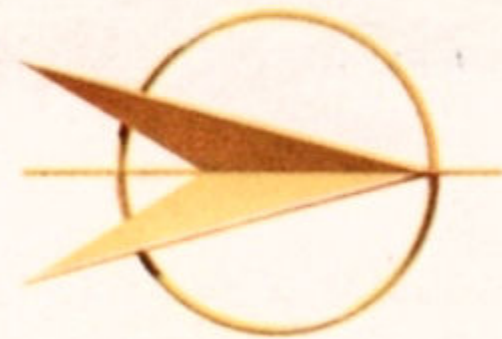
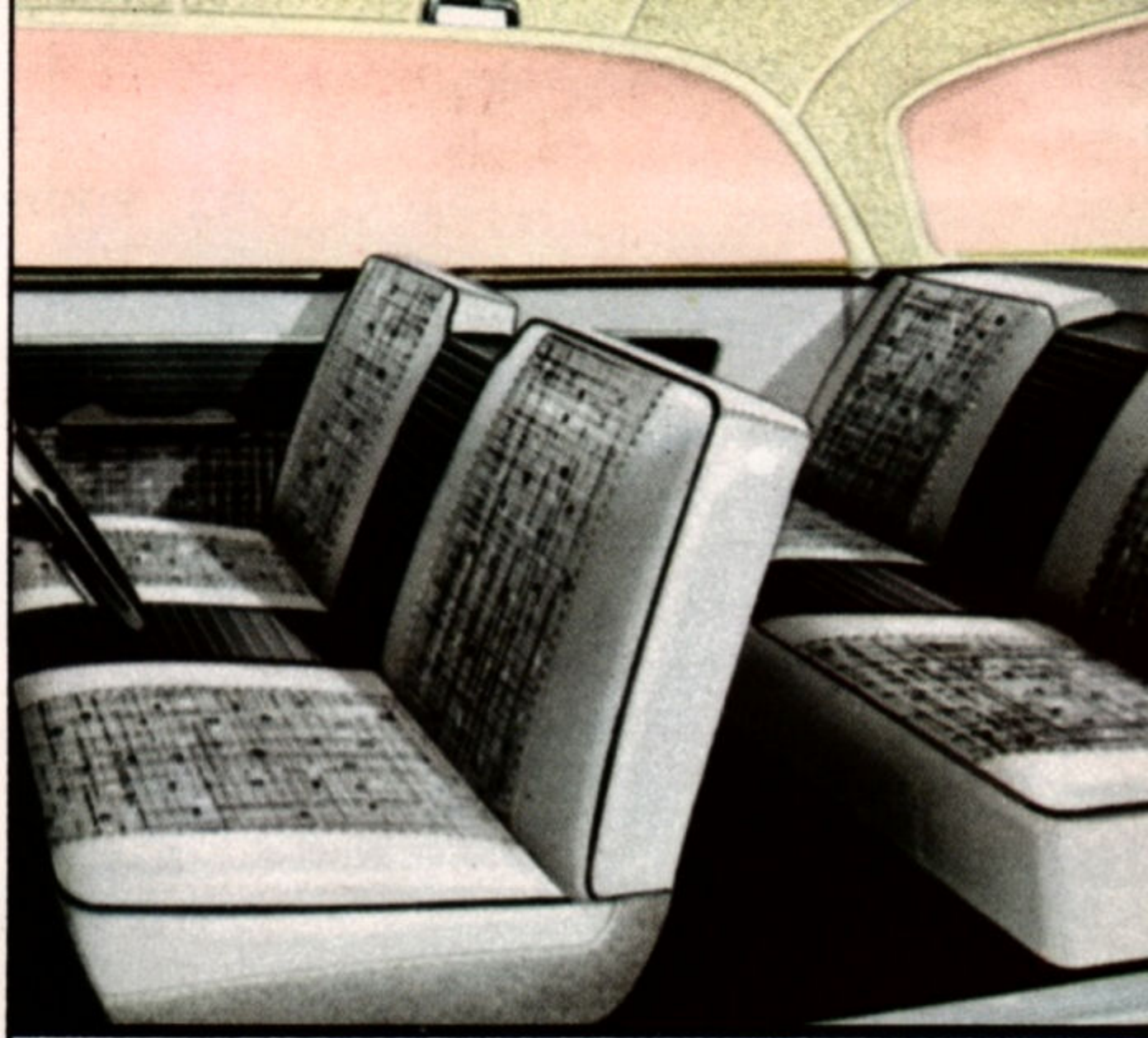
16 *Royal Lancer 4-Door*



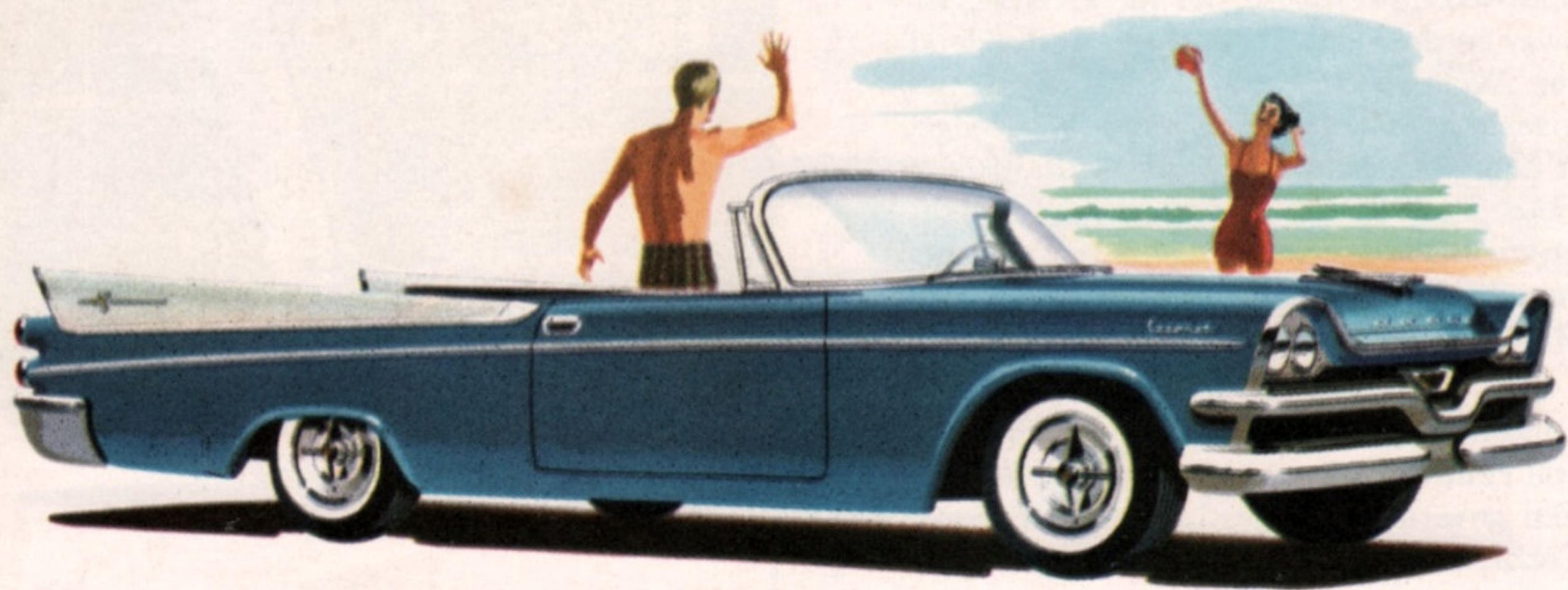
## ACTION ON WHEELS

Split-second response and the greatest get-away on the road! That's the extra dividend the Wonderful World of Autodynamics gives you in the Swept-Wing '57 Dodge. It tames a tornado of torque with Torque-Flite Push-Button Drive . . . and it unleashes a hurricane of power with its new higher-compression, aircraft-type Red Ram V-8 engine.

All this action is yours in the Royal Lancer, truly magic in metal. And how do you control such eager, responsive action? You govern it effortlessly with new Total-Contact Center-Plane Brakes.



CORONET SERIES ● DARING IN CONCEPT... A

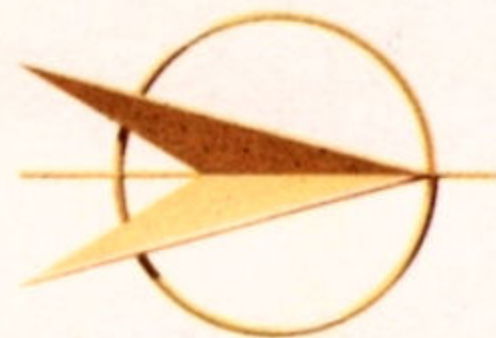
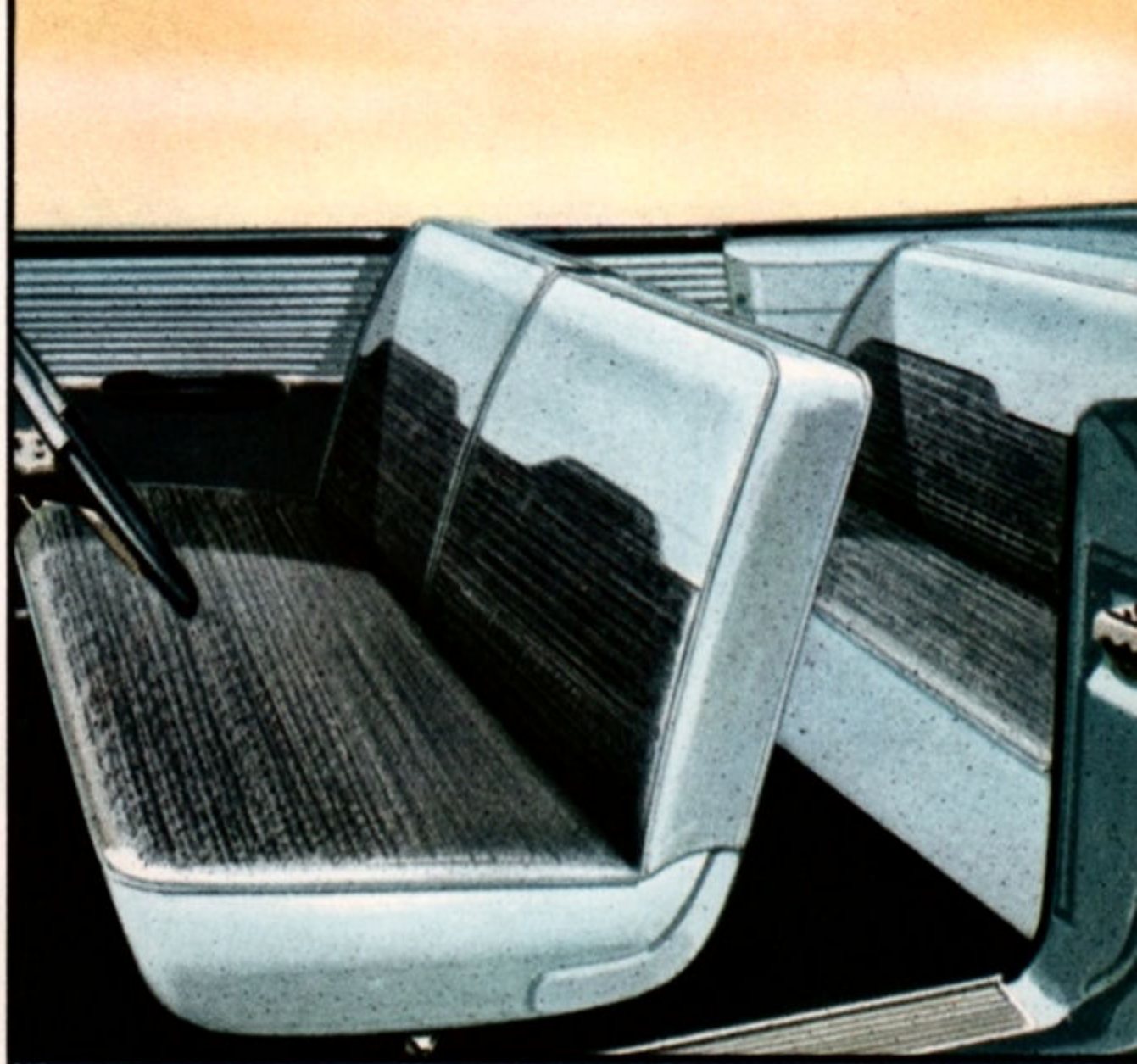


*Coronet Lancer Convertible*

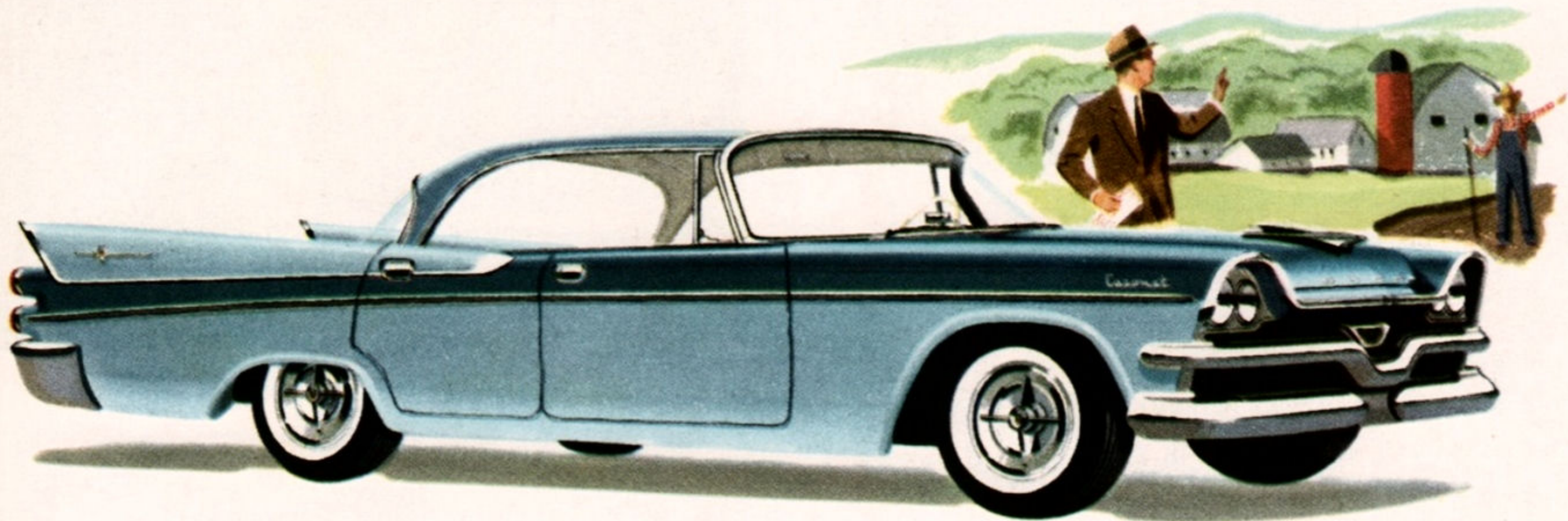
## TIGER IN ACTION

Bedrock value joins hands with daring dynamic styling and thundering performance in the Coronet Convertible. Car and driver are fused as you take the wheel of this baby—you're part and parcel of a racy convertible. Your eye level is squarely at the center of the tremendous Swept-Back, Broad-Horizon windshield.

And make no mistake about it, this number handles like a sports car. Just sweep around the curves and feel how flat it "corners". Swept-Wing Mastery of Motion . . . you get it in this great model!

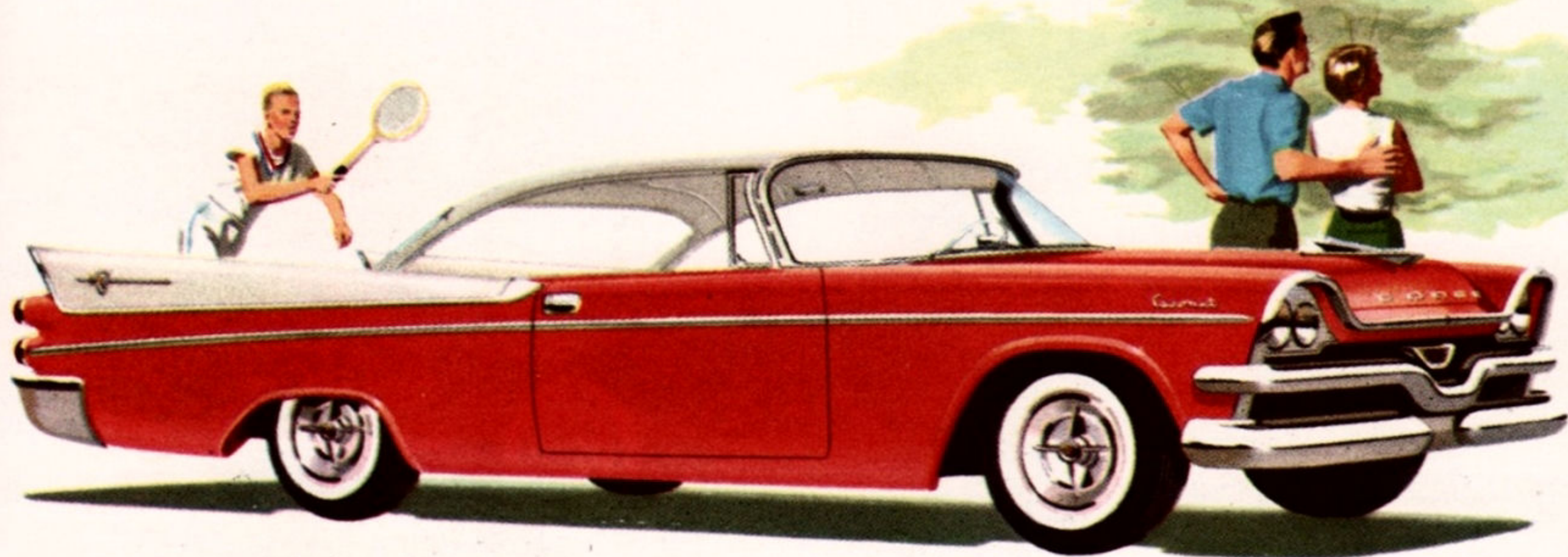


CORONET SERIES ● LOW IN SILHOUETTE... SLEEK AND



*Coronet Lancer 4-Door*

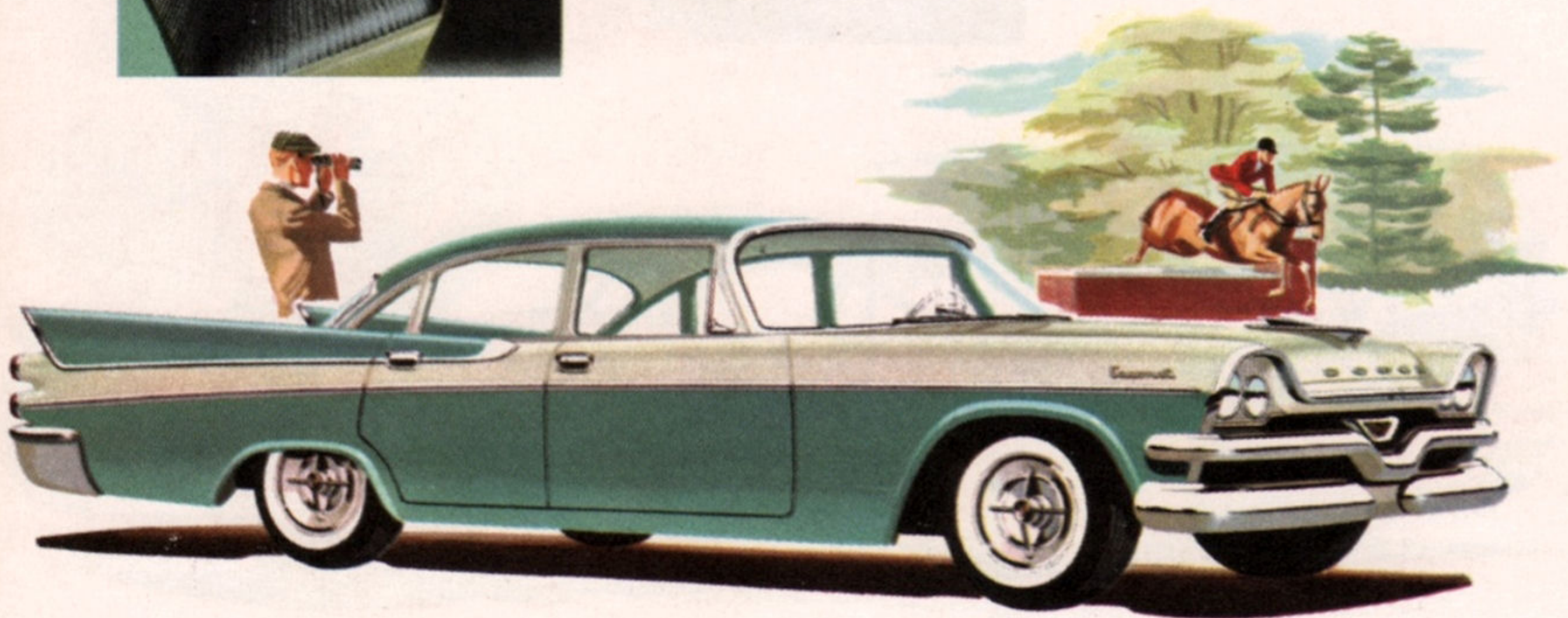
RAKISH OF LINE



*Coronet Lancer 2-Door*

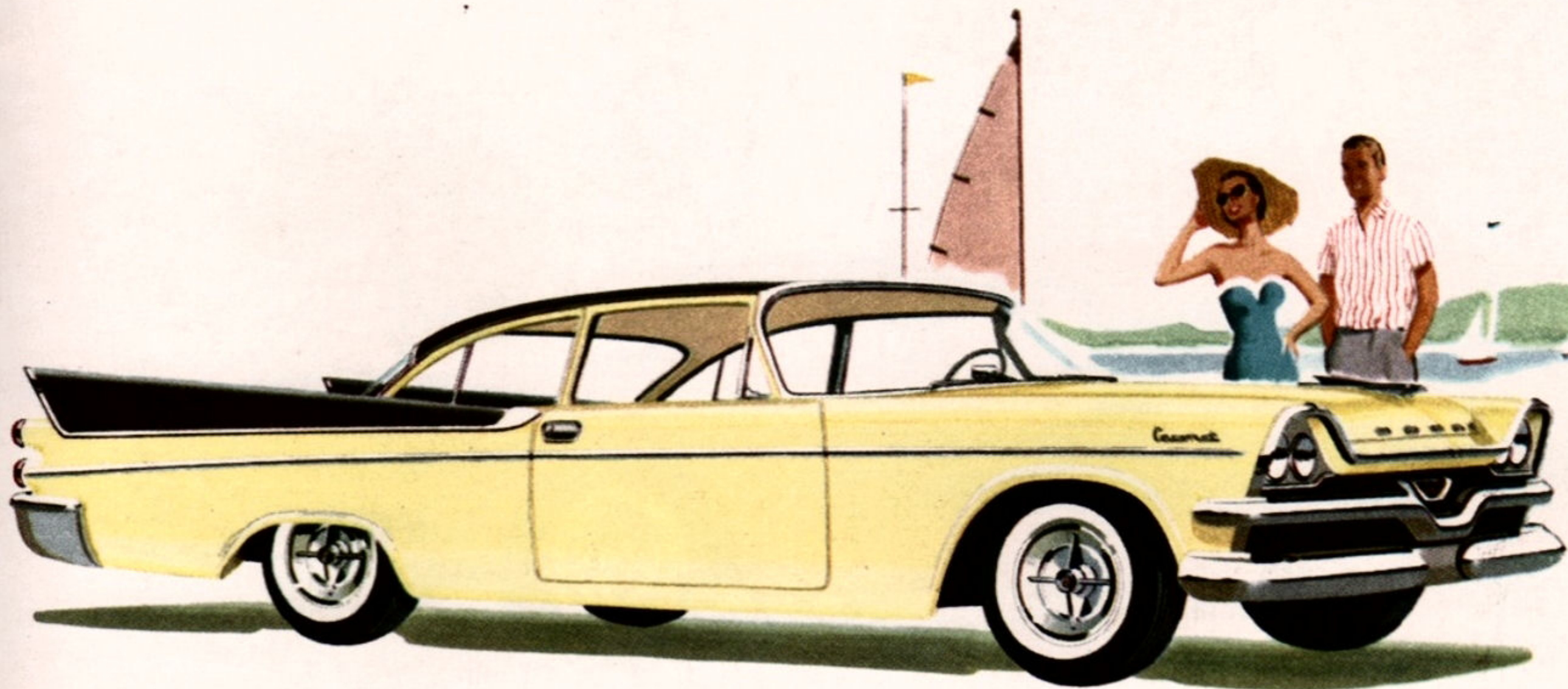


CORONET SERIES ● SPLIT-SECOND



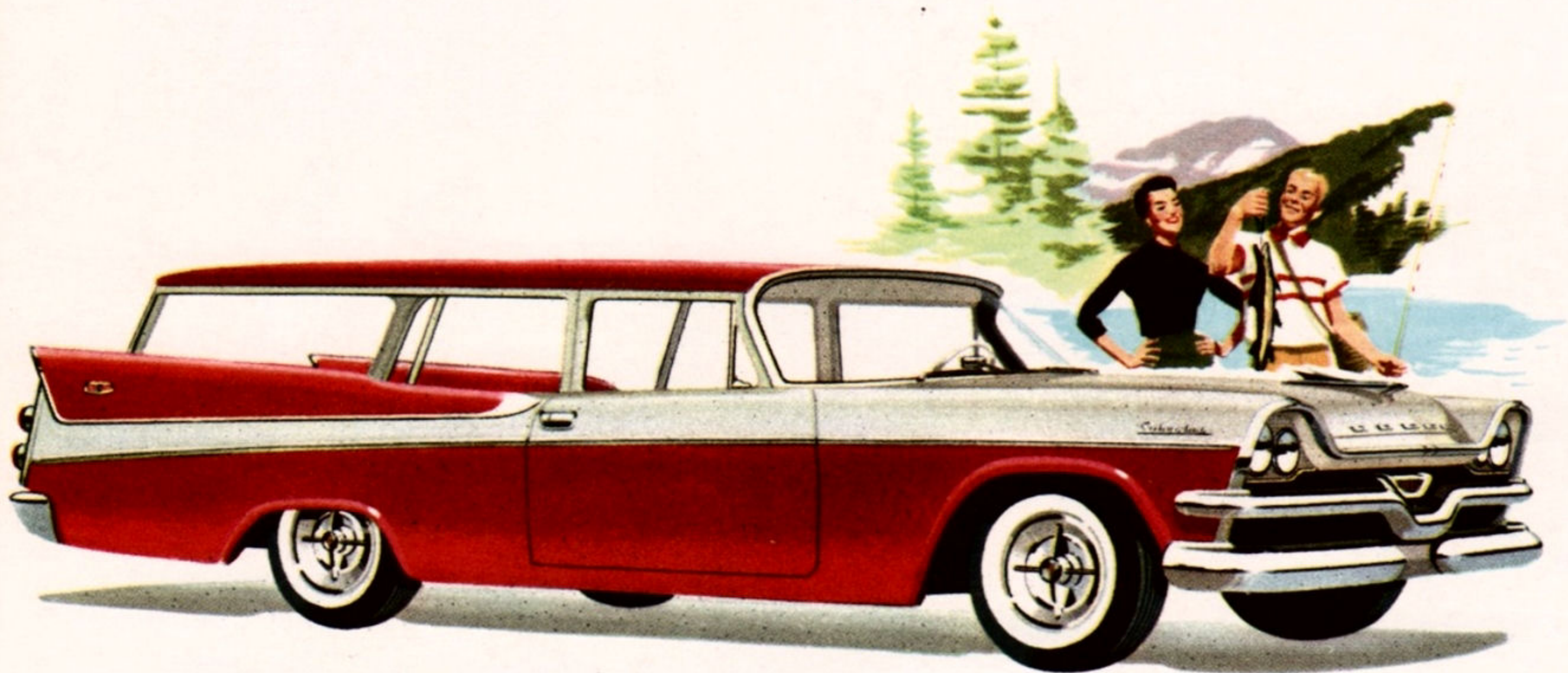
*Coronet 4-Door Sedan  
Available with V-8 or Six-Cylinder Engine*

GET-AWAY WHEN YOU REALLY NEED IT!



*Coronet 2-Door Club Sedan  
Available with V-8 or Six-Cylinder Engine*

STATION WAGON SERIES ● DON'T HITCH THIS WAGON



24 *Suburban 2-Door 6-Passenger*

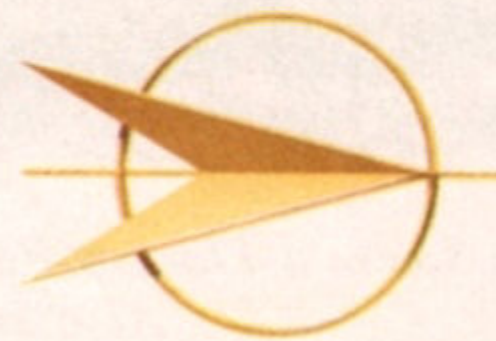
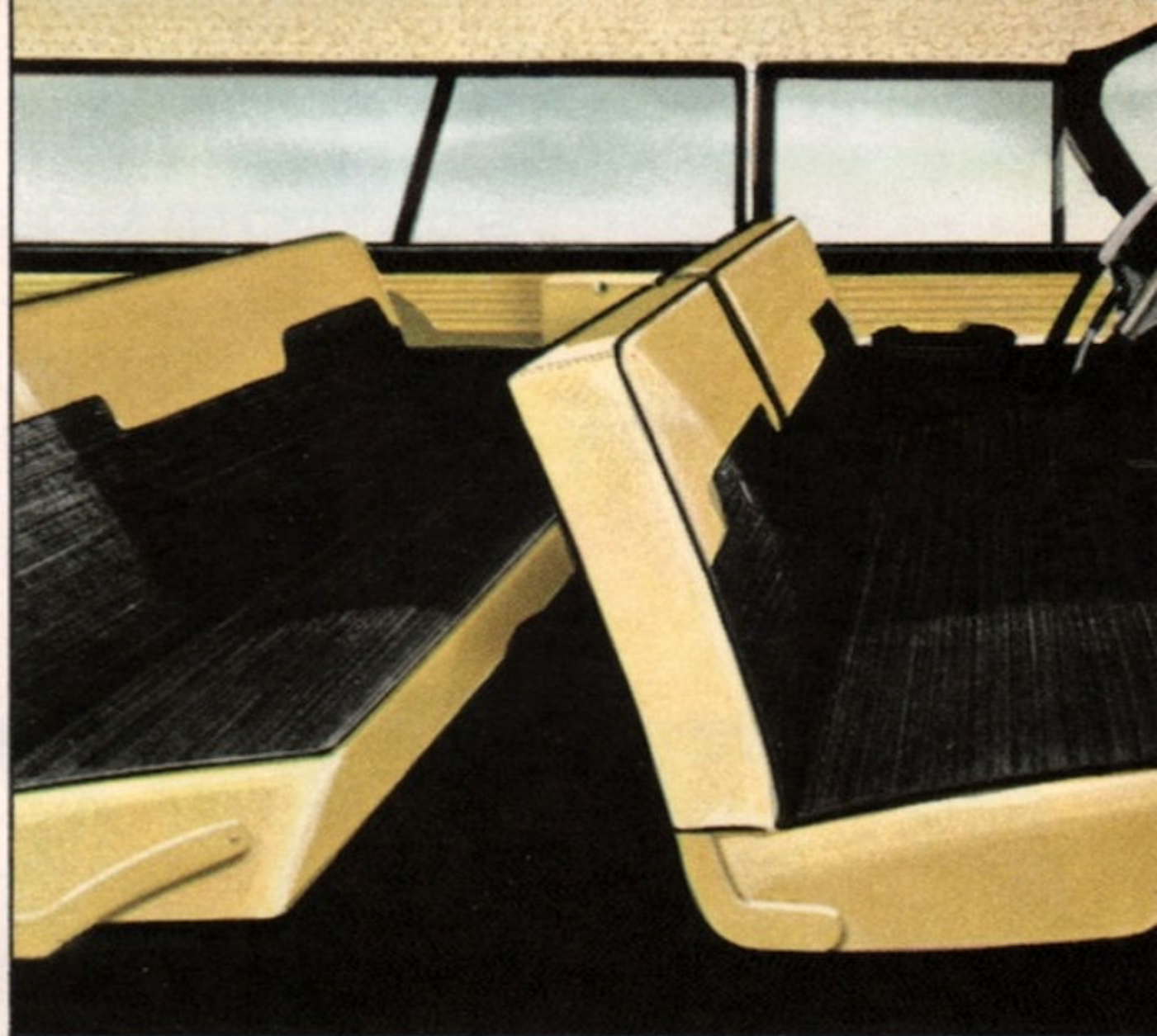


... JUST LET IT GO!

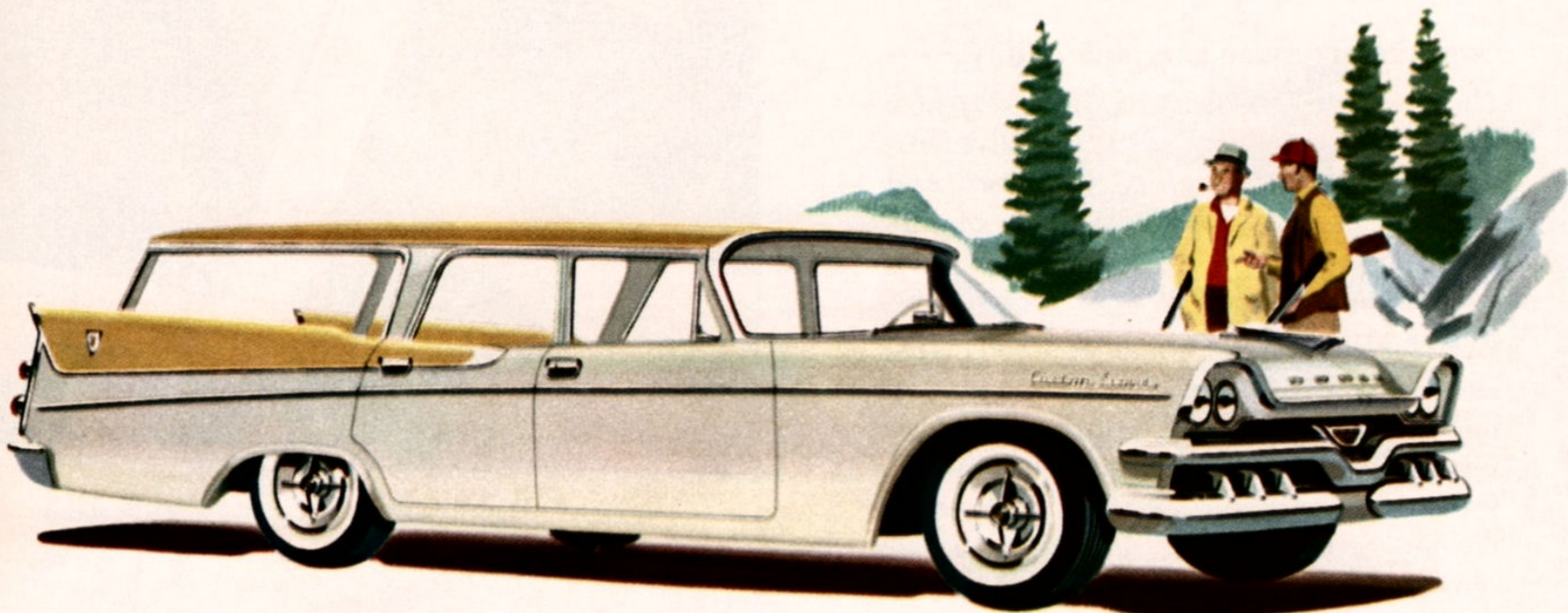
Exquisite luxury and versatile utility!

Those are twin benefits of the lovely new Dodge station wagons, with their dramatically new body styling and racy lines. Add bed-rock economy to that lineup of features, and you have the Suburban 2-door, six-passenger Station Wagon shown here.

And for even more room, more convenience, and more utility in a station wagon, just turn the page. You'll love the unique seat-folding of the Custom Sierra 4-door, 9-passenger Station Wagon, with rear-facing "Spectator" seat. Its ingenious arrangement of fuel tank and spare tire space delivers maximum loading area.

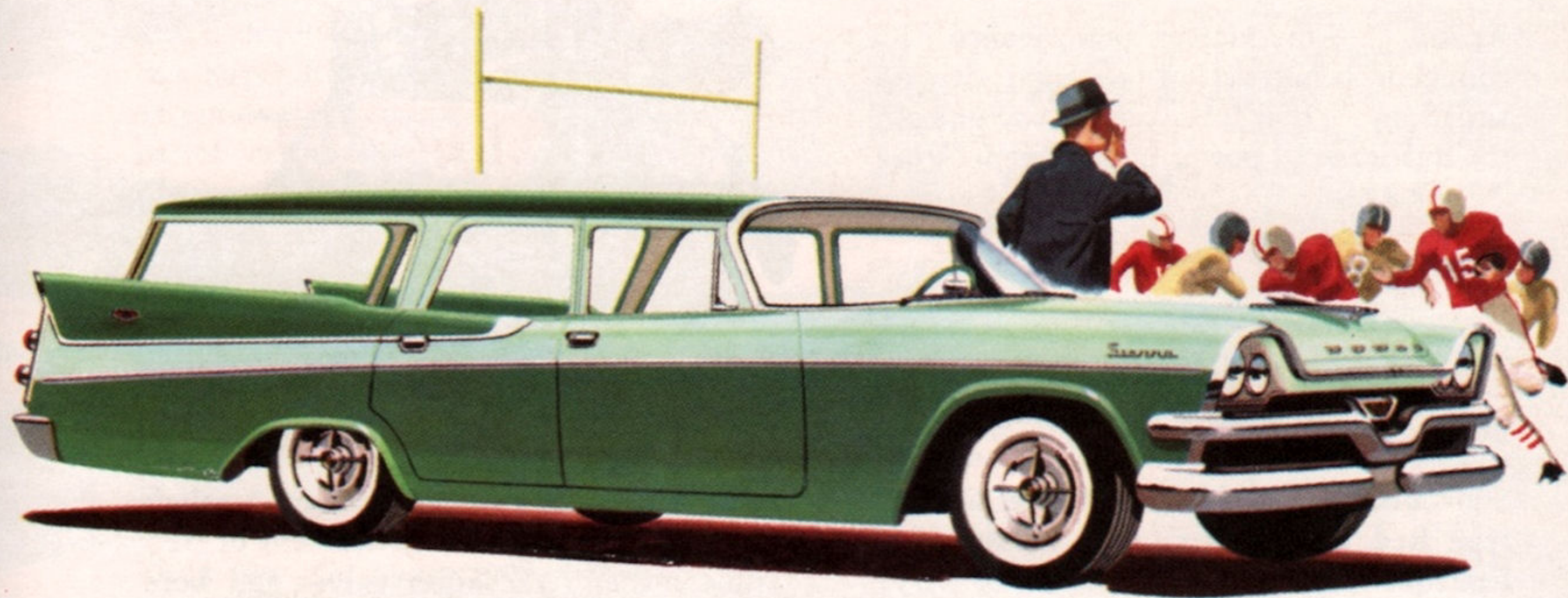


STATION WAGON SERIES ● MULTI-PURPOSE,



*Custom Sierra 4-Door 9-Passenger with new rear-facing "Spectator" seat  
Also available as conventional 6-Passenger*

MULTI-POWER AND MIGHTY BEAUTIFUL!



*Sierra 4-Door 6-Passenger—also available as  
9-Passenger with rear-facing "Spectator" seat*

*Yes, this is the Wonderful World of Autodynamics*

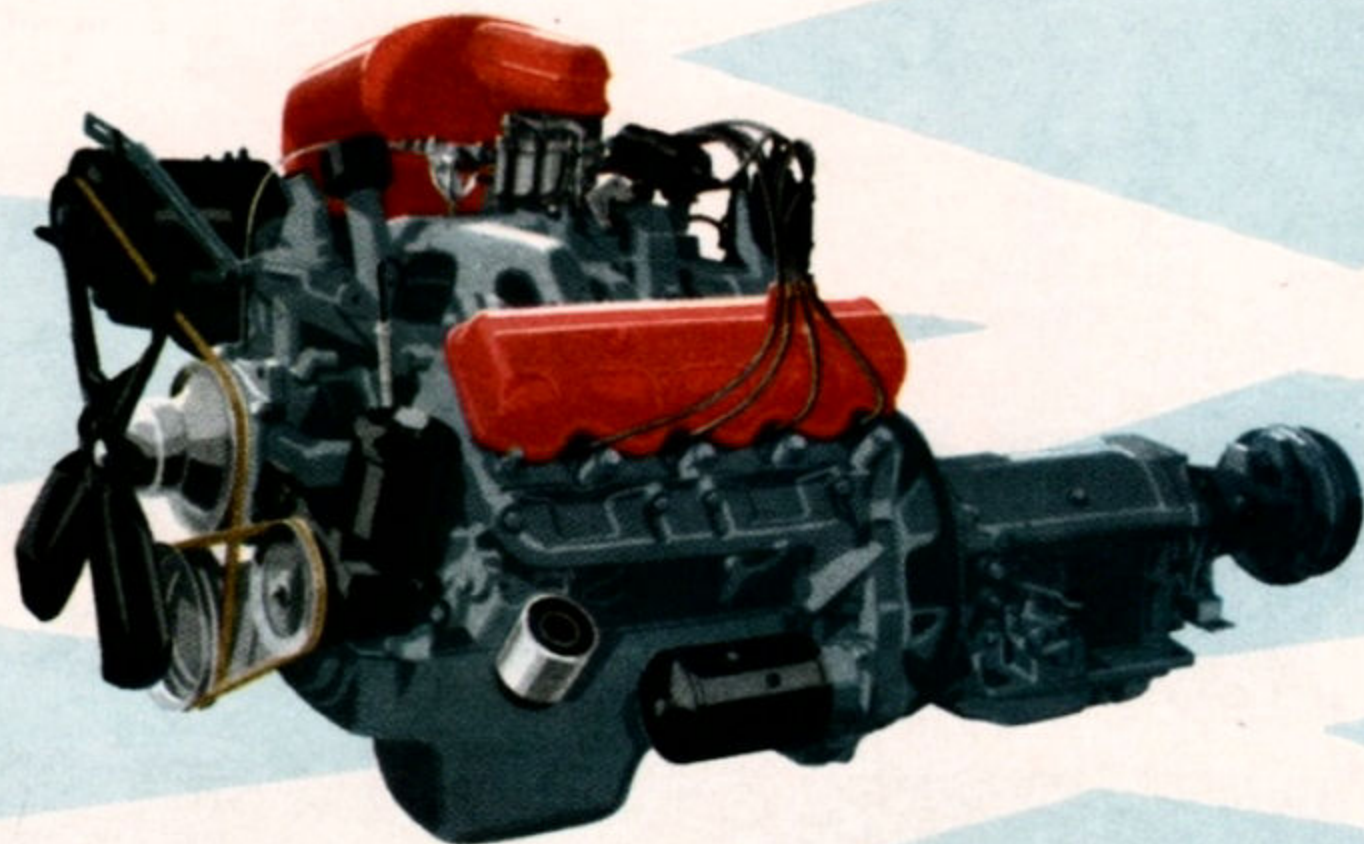
IT UNLEASHES A

Action . . . thundering performance . . . confident command of *all* tight driving situations . . . they'll be yours as you unleash the hurricane of power in the Swept-Wing '57 Dodge.

*It's a tiger in action!*

### **Red Ram V-8 Engine**

Shown here is the sensational new, aircraft-type Red Ram V-8 Engine. Its exclusive hemispherical combustion chamber *keeps* that tremendous power intact. This powerhouse has been given additional thrust and



surge with a new high-intensity camshaft . . . increased engine displacement of 325 cubic inches . . . larger valves and bore . . . new "dry" air cleaner . . . *and* significantly higher, 8.5 to 1 compression ratio.

## HURRICANE OF POWER

### Super Red Ram

#### V-8 Engine

You'll develop still more horsepower with this Super Red Ram V-8 Engine! There's exceptional fuel distribution with new four-barrel carburetion, and "free-breathing" for your engine with a special heavy-duty air cleaner and special intake manifolds. Dual exhausts and a special high-performance distributor are further elements in this hot performance option.

### D-500

If you want all-out sizzling performance, blazing pick-up, matchless safety and handling ease, the engine you demand is the power-laden Dodge D-500.

The 1956 version of the D-500, in a

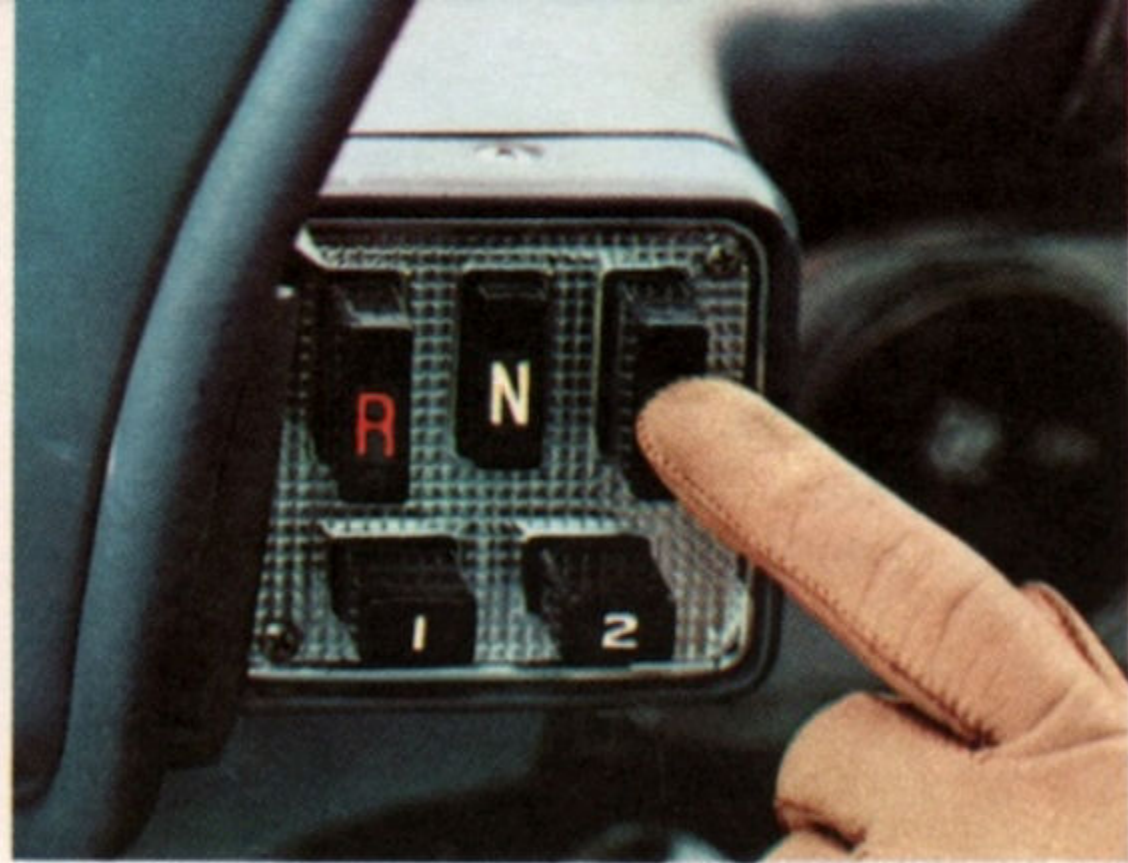
standard Dodge Sedan, trampled all makes of cars in the official 1956 NASCAR acceleration tests at Daytona Beach. And now for 1957, the World of Autodynamics increases the displacement of this power plant to 325 cubic inches and steps up the compression ratio to 9.25 to 1.

Special Dual 4-Barrel Carburetors and matching intake manifold also available.

### Famous "Get-Away Six"

Here's the one and only Dodge Coronet "Get-Away Six," the engine that has never been matched by any power plant of its type for out-and-out performance and dependability.

Fuel-saving economy teams up with the eager surge of its 8 to 1 compression ratio for a great modern driving combination.



*This is the Wonderful World of Autodynamics*

**IT TAMES A**

*Smooth, Versatile, 3-Speed*  
**TORQUE-FLITE**

*Push-Button Driving with a One-Two Punch*

The Wonderful World of Autodynamics tames a tornado of torque with the smoothest and most responsive of all automatic drives—Torque-Flite.

Split-second response and the greatest get-away on the road are direct benefits of this epic advance in simplified driving.

Torque-Flite is modern, push-button driving with a one-two punch. A push of the No. 1 button delivers explosive break-away for all moves from a stop . . . you achieve traffic speeds quickly in complex driving situations.

The No. 2 button offers precise acceleration and deceleration for heavy city traffic, and this selection is also appropriate for engine braking on hilly grades. For outstanding fuel economy and performance in normal driving, depress the "D" button.

Torque-Flite is quiet. It's silk-smooth with its almost imperceptible automatic shifting. Its numerous safety features completely protect it against careless operation. And its versatility means most effective use of the power in your Swept-Wing Dodge.

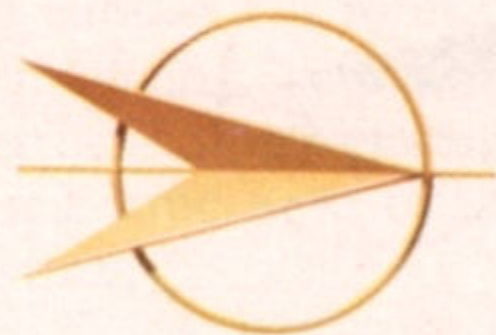
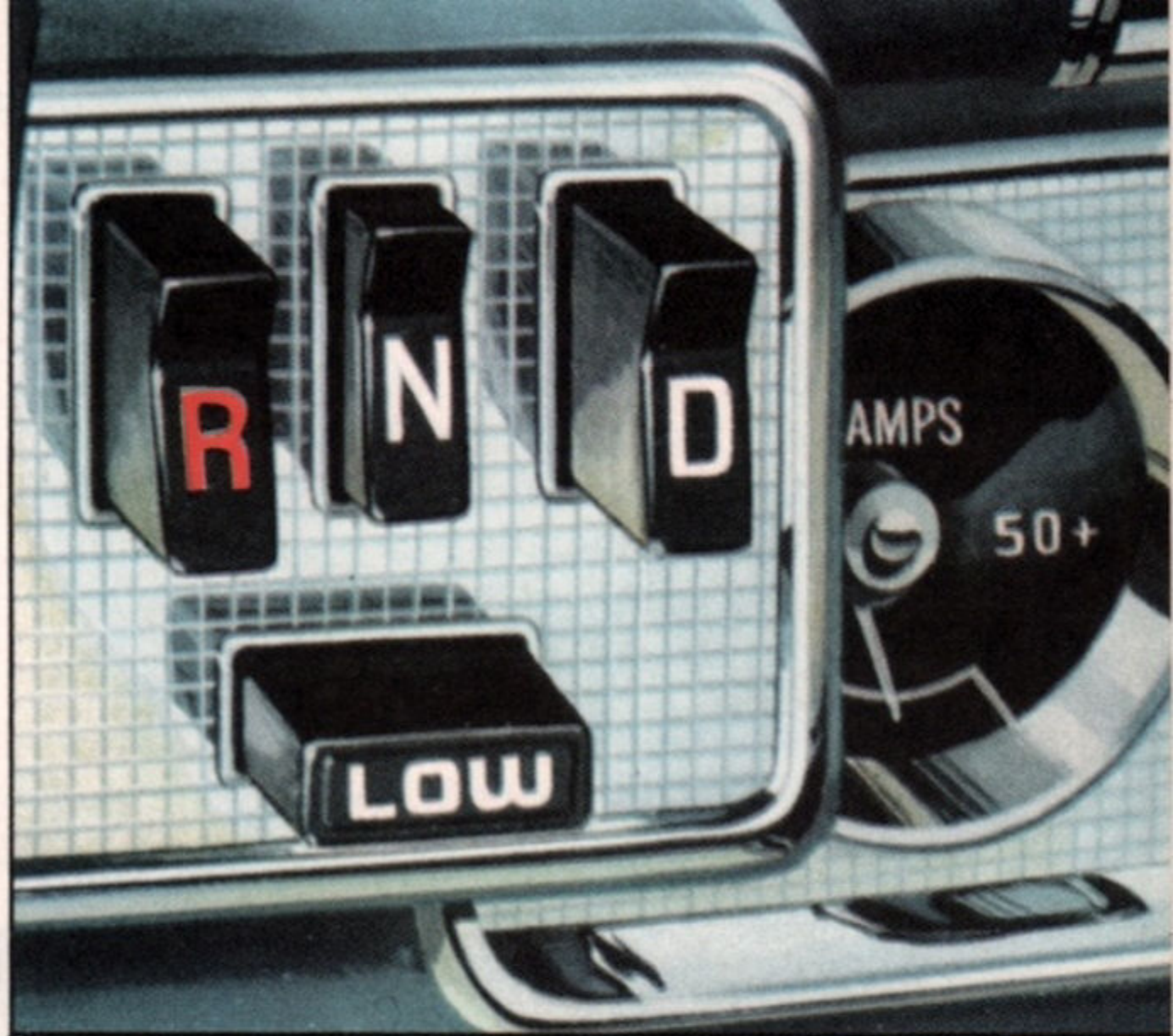
## TORNADO OF TORQUE

*Magic-Touch, 2-Speed*  
**POWER-FLITE**

You can choose still another magic-touch, finger-tip control to tame the tornado of torque in your Swept-Wing Dodge.

Fully automatic Power-Flite Drive completely outmodes tugging, pulling and pushing of levers.

Just press a button to tune in wide ranges of automatic driving as simply as you select a station on your car radio.



*This is the Wonderful World of Autodynamics*

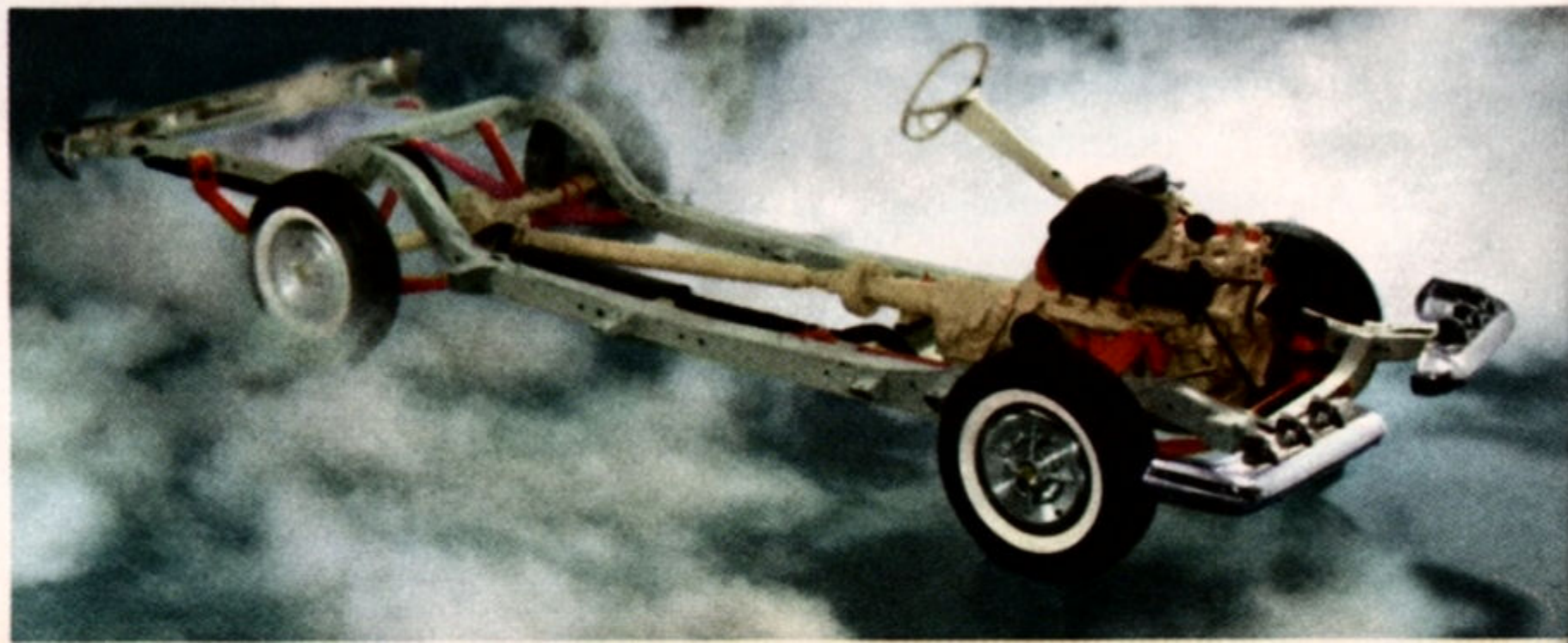
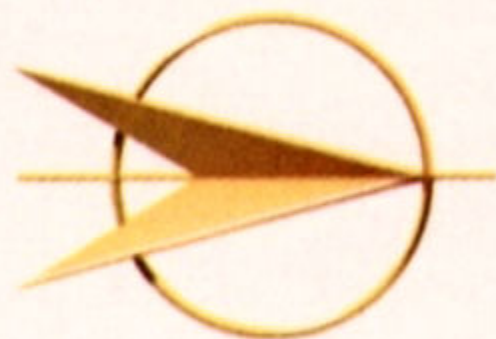
## IT BREAKS THROUGH THE VIBRATION BARRIER

The Wonderful World of Autodynamics sweeps you along in a Realm of Silence in the Swept-Wing '57 Dodge. TORSION-AIRE RIDE, a dramatic composite of major engineering advances, isolates and detaches you from engine noise, road shock and vibration.

Let us examine the key elements in this great Dodge ride.

### Torsion-Bar Springing

From the race track comes torsion-bar springing up front! New Dodge Torsion-Aire Ride introduces vastly improved and simpler ball joints for better steering "feel" . . . plus an ingeniously built-in resistance to "nose-down" or brake dip on sudden stops. It's the most efficient suspension system ever devised for an automobile.





### **Anti-Roll Rear Springs**

The Swept-Wing Dodge rides like a sports car sweeping around curves, with its anti-roll rear-end suspension. Rear springs, mounted completely outboard of the frame, give this "flat" cornering, even at high speeds. And the rear axle is mounted farther forward on these springs to retain Dodge's superb soft ride—while absorbing the torque of the new, more powerful, Red Ram V-8 Engine.

### **New Shock Absorbers**

Improved valving of the front Oriflow shock absorbers makes them more responsive to minor bumps—yet the Dodge "Boulevard Ride" flattens out rougher roads.

### **Full Rubber Isolation**

Generous use of "live rubber"—in places where rubber has never been used in an automobile—gives Torsion-Aire Ride the

quiet touch of quality. Rubber pads and rubber insulators cushion engine and chassis at every point they join the suspension system. Harshness of metal-to-metal contact is minimized.

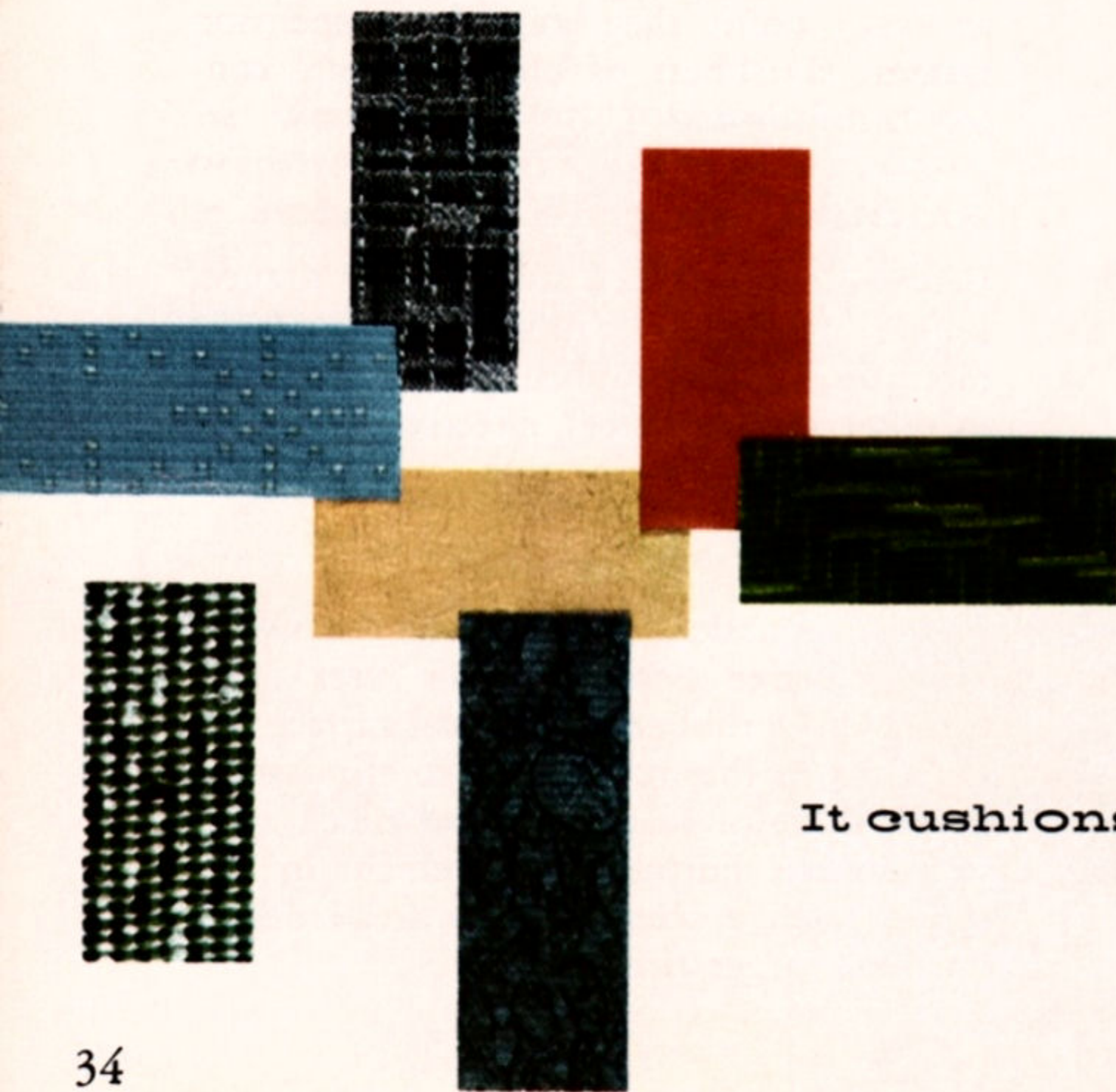
### **Rubber Engine Mounts**

Between engine block and the new rugged, longer frame are rubber-spool engine mountings. These rubber spools, enveloped in outer shells of steel, effectively soak up engine noise and vibration.

### **New 14" Wheels**

New and smaller 14" wheels on the Swept-Wing Dodge permit bigger tires. This means more rubber on the road surface and more air in this rubber . . . to eliminate a major share of road noise and shock at its very source. Further improvement in ride comes from a scientific new tread design on these larger tires.

*This is the Wonderful World of Autodynamics*



Be seated in the Wonderful World of Autodynamics and sink down into Magic Fabrics. And those leather-like vinyls are backed by the newest miracle of garment interfacing—Pellon!

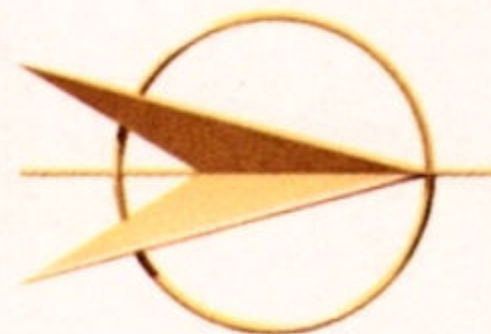
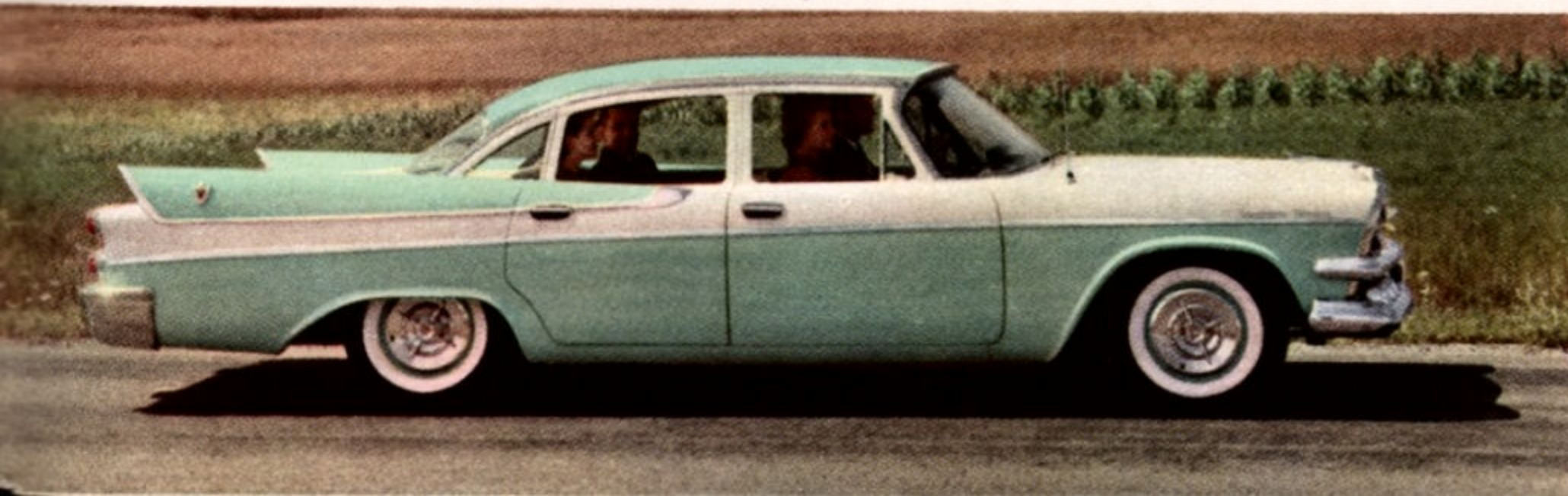
Few women today need be told about Pellon. They back their finest gowns and dresses with this fantastic new textile that holds its shape indefinitely. Pellon has 100% "bounce-back". It's twice as porous and airy as wool, doesn't shrink and cuts without raveling.

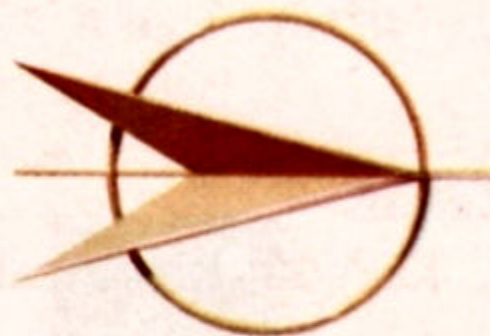
In the Swept-Wing '57 Dodge, you'll be cushioned in the plush luxury of Magic Fabrics and Pellon-lined vinyls.

**It cushions you in MAGIC FABRICS...  
and PELLON-LINED Vinyls**

*All this and more* on the **Swept-Wing DODGE**

- Total-Contact Center-Plane Brakes—  
Greatest Brakes in 20 Years
- New, Smaller 14" Wheels
- New, Larger Tires
- New Swept-Back, Broad-Horizon  
Windshield
- New Hooded, Twin-Set Driving and  
Parking Lights
- Dry Air Cleaner
- Scope-Sight Speedometer
- New, Longer 122" Wheel Base
- New Safety-Recessed Door Handles
- Power-Tip Spark Plugs
- Transistorized Radios
- Twin-Lightning, 12-Volt Electrical  
System
- Widest Brake Pedal in Industry
- Cruise-Range, 20-Gallon Gas Tank
- Eight Easy-to-Reach Lubrication Points
- New, Long-Lasting Superlife Enamel
- 16" Windshield Wipers
- Solex Glass
- Six-Way Power Seat
- Full-time Power Steering
- Up-Front, Dehumidified Air  
Conditioning





**Step into the  
wonderful world of  
Autodynamics at:**

**DODGE DIVISION • CHRYSLER CORPORATION**

*The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment and prices are subject to change without notice.*