



CUSTOM
ROYAL
VISCOUNT
MAYFAIR
REGENT

SPORT
SUBURBAN
SUBURBAN

Dodge

Sparkling new beauty
... sprightly new go!

1959

1959

Custom Royal by Dodge

MOTORING LUXURY IN A CLASS OF ITS OWN!

CUSTOM ROYAL LANCER 4-DOOR HARDTOP



**LIVE A LITTLE! LET YOURSELF KNOW
THE PRIDE OF CUSTOM ROYAL OWNERSHIP!**

At the curb or on the move, the all-new CUSTOM ROYAL is the mark of men who are going places! Glamorous new Swept-Wing styling—with its sleek new anodized aluminum grille and “wrap-up” bumper—

sets this beauty apart from other cars in its class! Five exciting models tempt your driving-palate—each with all-new V-8 power and improved Torsion-AIRE Ride for the smoothest going on the road!



CUSTOM ROYAL LANCER 2-DOOR HARDTOP



**Striking Custom Royal Interior
has the look and feel of luxury!**

So much to admire—from new vinyl-and-Jacquard fabric seat design embossed and tufted for added luxury, to richer, thicker carpeting and gleaming door-panel accents! More room inside, too, in this all-new Dodge, for restful, stretch-out comfort!

1959

Custom Royal by Dodge

REFLECTS YOUR TASTE FOR FINER THINGS!

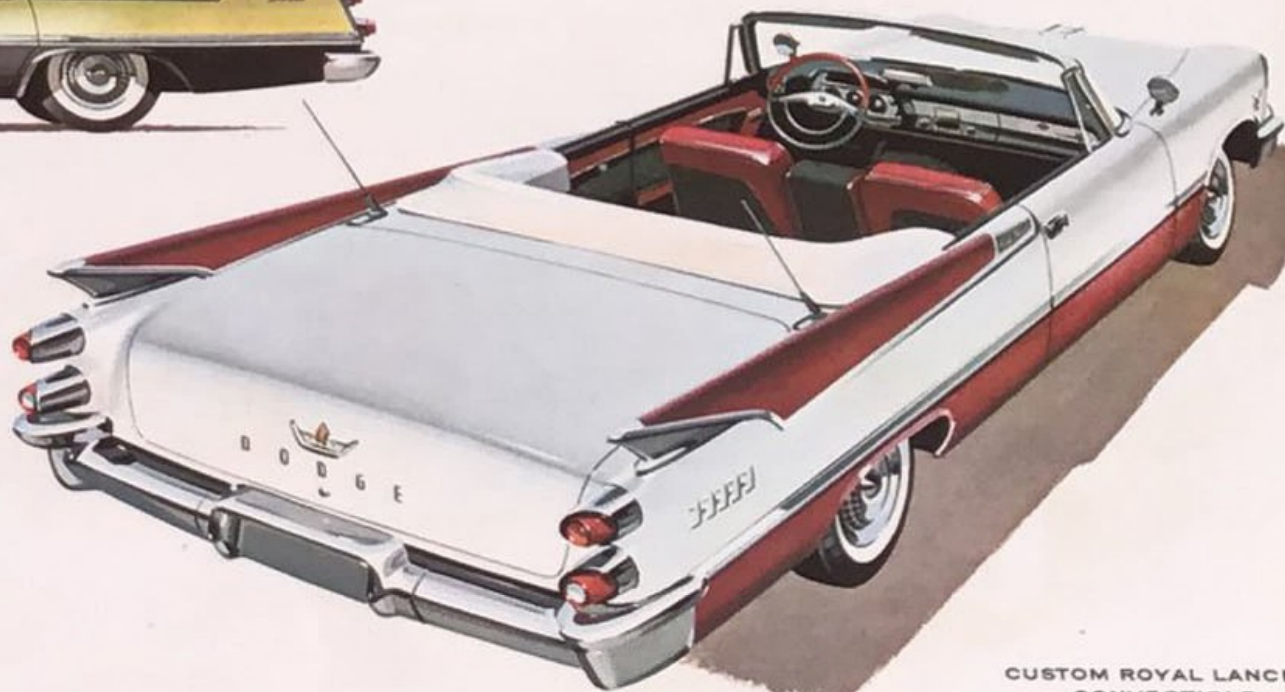


CUSTOM ROYAL 4-DOOR SEDAN



CUSTOM SIERRA

New Custom Royal instrument panel of distinctive textured aluminum keynotes the ultimate in modern driving convenience. New instrument "hood" reduces annoying reflections, assures easier viewing, especially in night-time driving. All controls are located within driver's easy reach.



CUSTOM ROYAL LANCER CONVERTIBLE



1959

Dodge Viscount

HIGH FASHION. HIGH VALUE IN AN ALL-NEW SERIES!

DODGE VISCOUNT V-8 4-DOOR HARDTOP

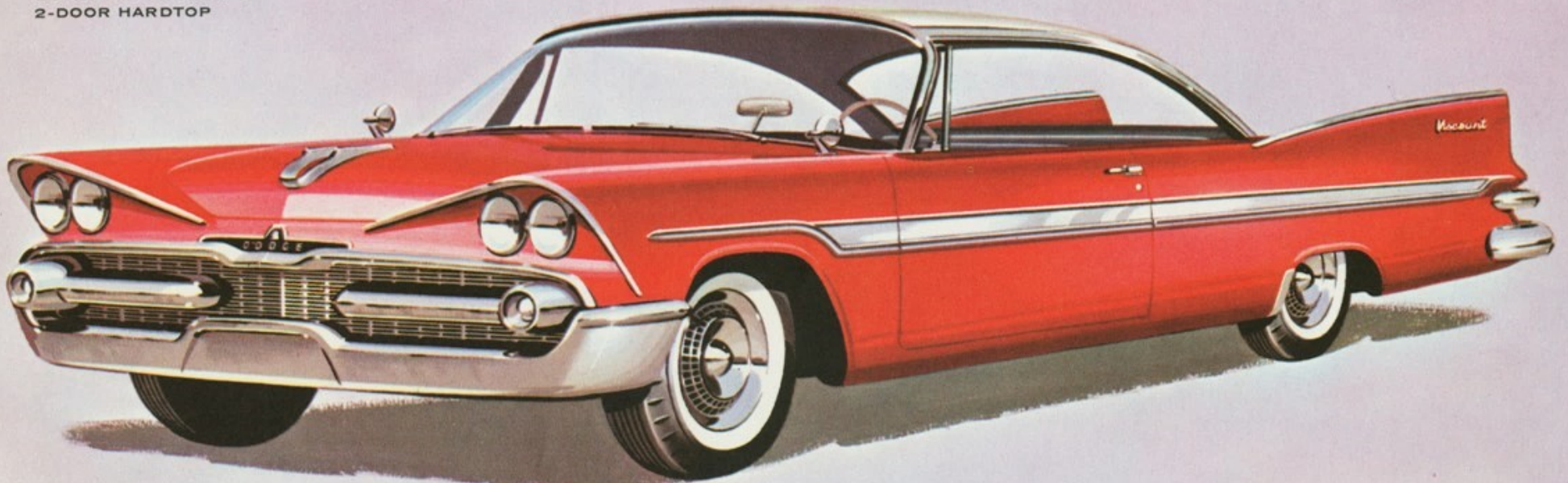


**WANT TO GO TO THE TOP OF THE CLASS?
THEN GO DODGE VISCOUNT THIS YEAR!**

Meet the low-priced dazzler that shows the way in worth! Your first look at those low and dashing new Flight-Sweep '59 lines gives bold hint of the fleet-footed fun that awaits you. And your first road test of

Dodge V-8 power, push-button automatic drive and torsion-bar suspension proves it with *action!* Choose from four glamorous new Viscount models in 18 gorgeous exterior colours.

DODGE VISCOUNT V-8
2-DOOR HARDTOP



Stunning Viscount Interiors add new drama to everyday driving!

These beautiful interiors feature increased roominess, new harmonizing carpets, and a superb new vinyl-and-cloth "divided" seat pattern that has all the flair and fashion of a sports car!

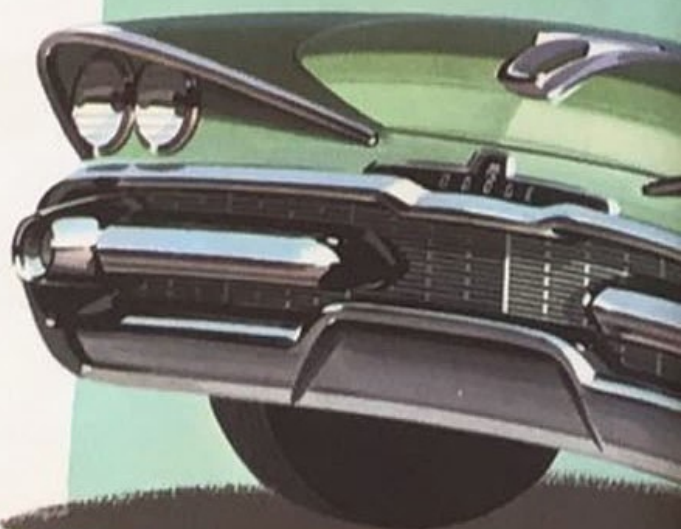


"Sky-View" windshield on hardtops and convertibles not only wraps around at sides, but wraps *up* into roof!

1959

Dodge Viscount

SPIRIT AND SPARKLE THAT PUT YOU AHEAD!



Sleek new "Sport Deck" puts the accent on glamour with its richly styled spare wheel treatment. A distinctively handsome feature that's available on Dodge Viscount models and the Mayfair Convertible.

Dashing oval taillights define full width of car, increase night driving safety!

Advanced dual headlights are complemented by distinctive new high-chrome "beauty-brow!"



DODGE VISCOUNT V-8 4-DOOR SEDAN

New Dodge Viscount instrument panel brings the Push-Button Age into focus! New push-button heater controls are arranged to the *right* of instruments, in harmony with push-button transmission controls located to the *left*.



1959

Dodge Mayfair

LOW-PRICED BEAUTY WITH PACE-SETTING WAYS!

DODGE MAYFAIR
2-DOOR HARDTOP V-8 OR 6



**THIS DASHING NEW MAYFAIR'S AS THRIFTY
AS THEY COME...THRILLING AS THEY GO!**

Put your money where it buys more that's new . . . the '59 Dodge Mayfair! Now this famous member of the Dodge family is available at a new low price and it's just loaded to the hilt with *feature* attrac-

tions . . . like new years-ahead glamour, V-8 or Six dash and spirit, advanced-design brakes! Drive it, compare it, price it . . . and you'll decide on a Dodge Mayfair—for sure!



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



DODGE MAYFAIR
CONVERTIBLE V-8



DODGE MAYFAIR
4-DOOR SEDAN V-8 OR 6

Handsome Dodge Mayfair interiors are spacious and gracious . . . pleasing to the eye!

Mayfair interiors come in four different interior colour combinations, with harmonizing rubber carpet. Upholstery features a new nylon-faced cloth that's as beautiful as it is durable.



1959

Dodge Regent

SMARTEST BUDGET BUY THAT EVER HIT THE ROAD!

DODGE REGENT 4-DOOR SEDAN V-8 OR 6



**EYE-CATCHER AND DOLLAR-STRETCHER
ALL IN ONE! THAT'S THE NEW REGENT!**

Let your pride and your pocketbook get acquainted with the '59 Dodge Regent! For this is the most *exciting* buy in the low-price field today. Nowhere else can you get such all-over smartness, V-8 or Six go-power, modern push-button automatic drive and way-ahead *Torsion-AIRE* Ride for so little money. *Nowhere* else but in the Dodge Regent for 1959!

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



Roomier Dodge Regent interiors put the spotlight on value! Attractive upholstery is interlaced with flashing metallic threads, features new vinyl accents.



THIS GREAT GOING FOR YOU IN THE '59 DODGE!
STORY MEANS

IMPROVED '59 TORSION-AIRE RIDE



Here's the ride that started a revolution in suspension design and has stayed ahead of the field ever since. Dodge Torsion-AIRE "levels out" bumps . . . lets you corner without side-sway, stop without brake-dive. New improved ball joints and rubber bushings mean a far *quieter* ride, too. And remember—Torsion-AIRE doesn't cost a penny extra on *any* Dodge model!

Advanced torsion-bar front suspension

* Low-friction steering system

Dashboard-mounted "Levelizer" rear springs

* Exclusive Oriflow shock absorbers

Spring-cradled rear suspension

* Lower centre of gravity for stability

TOTAL-CONTACT BRAKES

Dodge brings you the most modern brake design in the low-price field! Self-aligning Total-Contact brakes assure faster, smoother, more positive stopping action with *less* pedal pressure!



DODGE ENGINES

Pick the car that sets the pace in power for the low-price class . . . Dodge for '59! Name the kind of engine performance you want. New V-8 or thrifty Six, Dodge gives you the **BIG** choice this year!

All-new Dodge Custom Royal V-8 provides 361 cubic inches of displacement, new high-compression design! Surging new horsepower output assures more reserve power for any need!

Powerful Dodge "313" V-8 offers 8.5 to 1 compression ratio, 313 cubic inches of engine displacement. It also features the industry's most advanced combustion chamber design for top economy and efficiency. Standard on all Viscount and Sport Suburban models, and 8-cyl. Mayfairs, Regents and Suburbans.

Dodge Powerflow Six with famous L-head design and unexcelled reputation for dependability is standard on Viscount, Regent and Suburban 6-cyl. models. New exhaust-valve design and composition greatly prolong valve life.

DODGE TRANSMISSIONS

Push-button Torque-Flite automatic drive is standard on Custom Royal models. Gives you the right range for any driving situation at the touch of a button. Available on all Dodge V-8 models, too.



Push-button PowerFlite automatic drive is available on all models except Custom Royal . . . puts *push-button* driving within the reach of almost any driving budget!

Easier-shifting manual transmission, now improved for *smoother* shifts, is standard on all models except Custom Royal.

NEW DODGE PUSH-BUTTON HEATING SYSTEM



First came *push-button* radios . . . then *push-button* automatic transmission . . . and now the *push-button* car heater a froster is here! In other ahead-of-the advancement on for '59! At the touch of a finger, instant control of temperature, regardless of the *outside* temperature. Heating and ventilation car has never been so quiet and easy! outlets are also available by driver to control exact area desired.

1959

Dodge Suburbans

BIGGEST MONEYS' WORTH FOR WORK AND PLAY!



DODGE 4-DOOR SPORT SUBURBAN V-8

**BEAUTY AND DUTY GO TOGETHER PERFECTLY
IN THRIFT-PRICED DODGE "WAGONS"**

Here are wagons that feel equally at home with the country club set or "cargo-ing" on back-country roads! And what a wagon-load of features . . . wrap-around rear quarter windows, *roll-down* tailgate

window, hideaway luggage well, advanced tailgate design that eliminates old-fashioned support braces, and *more!* Learn why the *modern* answer for families on the go is a '59 Dodge Suburban!

DODGE 4-DOOR SUBURBAN
V-8 OR 6



Like all Dodge interiors, these handsome Suburban interiors are practical as well as attractive.

CARGO SPACE TO SPARE

Loading-deck length, seat down, gate up	98.6 inches
Loading-deck length, seat down, gate down	119.7 inches
Loading-deck length, seat up, gate down	85.6 inches
Width between rear wheelhousings	45.7 inches
Maximum width inside	62.5 inches
Tailgate opening width	46.0 inches



Dodge 4-Door Custom Suburban with observation third seat
V-8 or 6

DODGE 2-DOOR SUBURBAN
V-8 OR 6



Almost 40 square feet of usable space.

SPECIFICATIONS

CHASSIS—All models, box-type frame. **Front suspension**—independent torsion-bar springs, direct-acting Oriflow shock absorbers. **Rear suspension**—long leaf springs attached outboard and parallel to the longitudinal axis of the frame. Spring leaves are 2½" wide on all models.

Hypoid Rear Axle Ratios: Eight-cylinder models: Custom Royal, 2.93 to 1. On Viscount, Mayfair, Regent, Sport Suburban and Suburban, with manual transmission, 3.54 or 3.9 to 1; with PowerFlite 2-speed automatic transmission, 3.31 to 1; with Torque-Flite 3-speed automatic transmission, 3.15 to 1; with overdrive transmission 3.9 to 1. Six-cylinder models: On Mayfair, Regent and Suburban, with manual transmission, 3.73 to 1 or 4.1 to 1; with PowerFlite 2-speed automatic transmission, 3.54 to 1; with overdrive transmission 3.9 to 1 or 4.1 to 1.

Wheels and Tires: 14-inch wheels. Standard tires, 4-ply blackwall 8.00 x 14 on Custom Royal, Sport Suburban, and Suburban; 7.50 x 14 on Viscount, Mayfair and Regent.

DIMENSIONS: Wheelbase—Custom Royal and all station wagons 122 inches. Viscount, Mayfair and Regent 118 inches. **Other dimensions**—(4-door sedans) Custom Royal, over-all length 217.4 inches, width 80.0 inches, height 56.8 inches; Viscount, Mayfair and Regent, over-all length 210.8 inches, width 78.0 inches, height (loaded) 56.6 inches.

BRAKES—Hydraulic brakes with two cylinders for front wheels and advanced Total-Contact design on all wheels. Total lining area, Custom Royal 230 sq. in.; Viscount, Mayfair, Regent 184 sq. in.

ENGINES—All engines have full pressure lubrication to main, connecting rod, and camshaft bearings, force-fed from rotary-type oil pump. Timing chains have direct lubrication. Oilite self-cleaning fuel filters in fuel tanks. Thermostatic manifold control. Fully ventilated crankcases.

ENGINES—V-8, 295 H.P. on Custom Royal, low-block design with in-line, overhead valves and single rocker shaft. Three rings per piston. Counterbalanced crankshaft with five main bearings. Two-barrel carburetor, standard; four-barrel type available with Power Pak. Automatic choke, standard. Full-flow oil filter standard. Bore and stroke, 4.13 x 3.38 inches.

Piston displacement, 361 cu. in. Compression ratio 10.0 to 1. 220 H.P. on Viscount, Mayfair, Regent, Sport Suburban and Suburban: overhead valve type with single rocker shaft and polyspherical combustion chambers. Staggered, lateral valve arrangement. Three rings per piston. Counterbalanced crankshaft with five main bearings. Two-barrel carburetor standard; four-barrel carburetor available with Power Pak. Automatic choke. Shunt-type replaceable element oil filters standard. Bore and stroke, 3.88 x 3.31 inches. Piston displacement 313 cu. in. Compression ratio 8.5 to 1.

ENGINES—135 H.P. 6-cylinder. (Available on Mayfair, Regent and Suburban.) L-head design. Single-throat downdraft carburetor with automatic choke standard. Throw-away type oil filter standard with PowerFlite automatic transmission, shunt-type replaceable element filter available at extra cost on any six-cylinder model. Three rings per piston with top ring chrome-plated. Counterbalanced crankshaft with four main bearings. Bore and stroke, 3.44 x 4.5 inches. Piston displacement, 250.6 cu. in. Compression ratio, 7.7 to 1.

FUEL SYSTEM—Tank capacity 16.6 Imperial gallons (except Suburbans) and 18.3 Imperial gallons on Suburbans. Oilite self-cleaning filter standard. High-capacity fuel pump. Automatic choke. Thermostatic manifold control on all engines.

COOLING SYSTEM—V-8 or 6 models. Full-length cylinder jackets completely surround each cylinder. Pressure-vent radiator cap. Cellular-tubular radiator core. Capacity, 4.5 Imperial gallons on Custom Royal; other V-8's, 4.1 Imperial gallons. 6 capacity, 2.7 Imperial gallons.

TRANSMISSION—On Custom Royal, Torque-Flite, 3-speed automatic transmission is standard. On Viscount, Mayfair, and Regent, 3-speed manual transmission is standard. Ratios: 6-cylinder: low 2.50 to 1; second 1.68 to 1; high 1.0 to 1; reverse 3.20 to 1. Ratios: 8-cylinder—low 2.12 to 1; second 1.43 to 1; high 1.0 to 1; reverse 2.73 to 1. Except on Custom Royal, overdrive (0.7 to 1) is available at extra cost with manual transmission.

On models equipped with V-8 engines, 3-speed automatic Torque-Flite transmission is available at extra cost (standard on Custom Royal). 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. Two-speed automatic PowerFlite transmission is available on both six- and eight-cylinder models (except Custom Royal). Ratios: low 1.72 to 1; drive 1.0 to 1; reverse 2.39 to 1. Maximum torque converter ratio 2.6 to 1.

ELECTRICAL SYSTEM—All models 12-volt. Large 35 amp. generator. Neoprene-jacketed ignition cable. Wide-gap spark plugs. Custom Royal has resistance leads and resistor spark plugs. Six-cylinder models, 60-amp.-hr. battery. V-8 models, 50-amp.-hr. battery. 60-amp.-hr. battery on Custom Royal. Temperature-compensated Voltage regulator. Electric windshield wipers. Moulded flexible plastic connectors in wiring system provide increased protection against moisture.

BODY DIMENSIONS: 4-door sedan models

	Custom Royal	Viscount Mayfair Regent
Hiproom—front, rear	63.0 62.7	63.0 62.7
Legroom—front, rear	45.5 42.5	45.5 41.5
Headroom—front, rear	35.7 34.5	35.7 34.2
Seat Height—front, rear	10.8 12.0	10.8 12.0
Front Seat Adjustment—horizontal	5.0	5.0
—vertical	1.2	1.2

OPTIONAL EQUIPMENT (For Models as Specified)

Accessory Group "A"—including heavy-duty springs and heavy-duty shock absorbers. Power brakes. Electric window lifts on all windows (Custom Royal and Viscount). Two-way seat adjuster, available on Custom Royal, Viscount and Mayfair. Solex glass with shaded windshield available on Custom Royal. Shaded Solex windshield only available on Viscount, Mayfair, Regent. Nylon tubeless tires, (blackwall and whitewall) 8.00 x 14 and oversize on Custom Royal, Sport Suburban and Suburban; 7.50 x 14 and oversize on other models, 4-ply white sidewall tubeless tires. 4-ply blackwall and white sidewall oversize tubeless tires. Full-time Constant-Control steering. Power package (on V-8's only). Dual exhaust system (on V-8's only). Rear quarter panel stone shield (standard on Custom Royal and Viscount). Inside Rear View Prismatic Mirror. Windshield washer. Engine water jacket heater (available on eight-cylinder models only).

Chrome drip moulding (Regent). Overdrive transmission (not available on Custom Royal). PowerFlite automatic transmission (not available on Custom Royal). Torque-Flite automatic transmission (available with V-8 engines only. Standard on Custom Royal). 4.1 to 1 axle ratio (with standard transmission or overdrive on six-cylinder models only).

Heavy-duty oil filter with removable cartridge (standard on V-8 models). Generators for special conditions: 30 amp., low cut-in, heavy duty; 40 amp., low cut-in, high capacity; 50 amp. capacity; 50 or 60 amp. alternator type. 60-amp.-hr. heavy-duty battery (standard on six-cylinder and Custom Royal). 70-amp.-hr. battery. Variable-speed electric windshield wipers (standard on Custom Royal). Back-up lights (standard on Custom Royal and Viscount). Hand brake warning light and trunk light available on Custom Royal as package. Cigar lighter (Regent). Glove box door lock (standard on Custom Royal and Viscount). Deluxe steering wheel (standard with power steering). Taxicab package on 4-door sedan and club sedan (not available on Custom Royal). Set of four wheel covers (standard on Custom Royal and Viscount). Rear arm rests (Regent). Back of front seat ash receiver (Regent). Sportone moulding treatment (Regent). "Sport Deck" trunk lid (Viscount).

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DODGE-DE SOTO DIVISION, Chrysler Corporation of Canada, Limited, Windsor, Ontario



You'll find this symbol on any Dodge you may choose. It means your Dodge has been quality controlled every step of the way from first inspection of its components to final inspection of the finished car.