

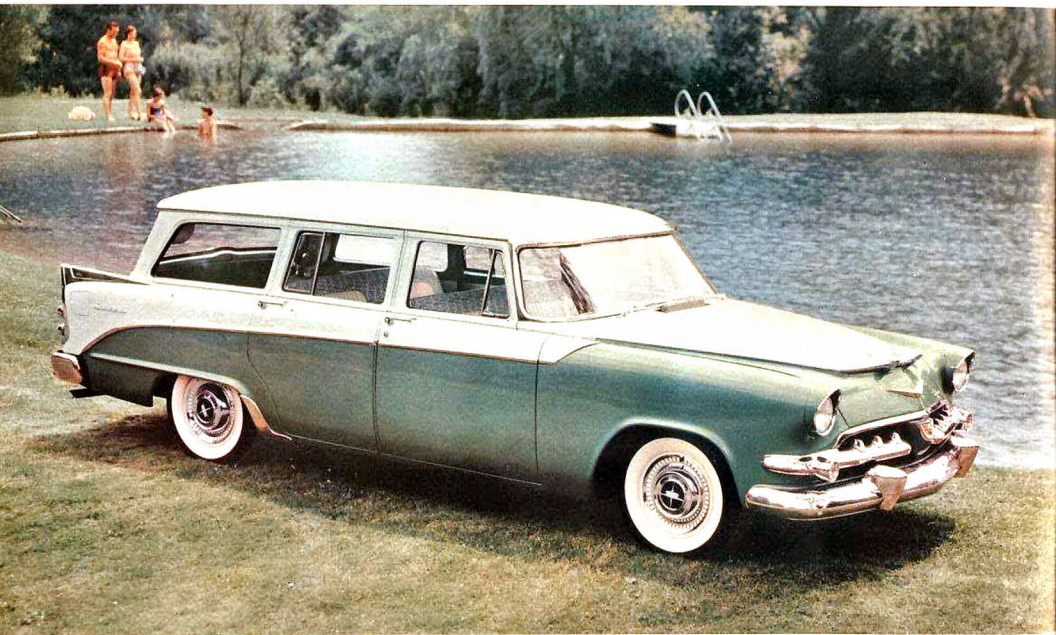


'56 DODGE Station Wagons

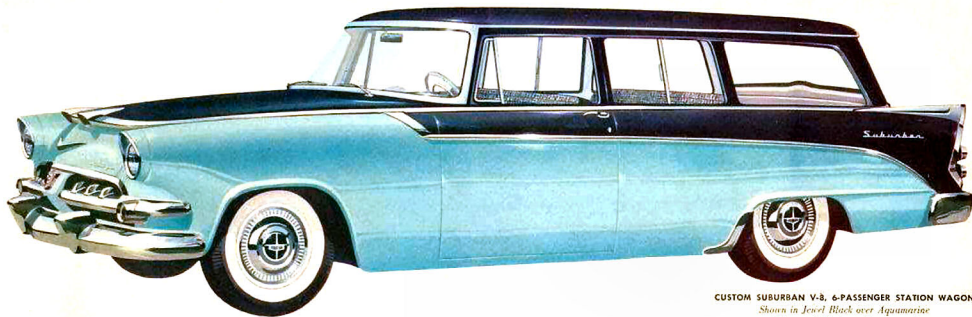
HANDSOMEST WAGONS ON THE ROAD TO SUCCESS



FEATURING THE MAGIC TOUCH OF TOMORROW



CUSTOM SIERRA V-8, 6-PASSENGER STATION WAGON Shown in Seafoam Green over Jade Green. Also available in an 8-passenger model.



CUSTOM SUBURBAN V-8, 6-PASSENGER STATION WAGON

*Shown in Jewel Black over Aquamarine
(Also available in an 8-passenger)*

Versatile beauty...with the flair of success

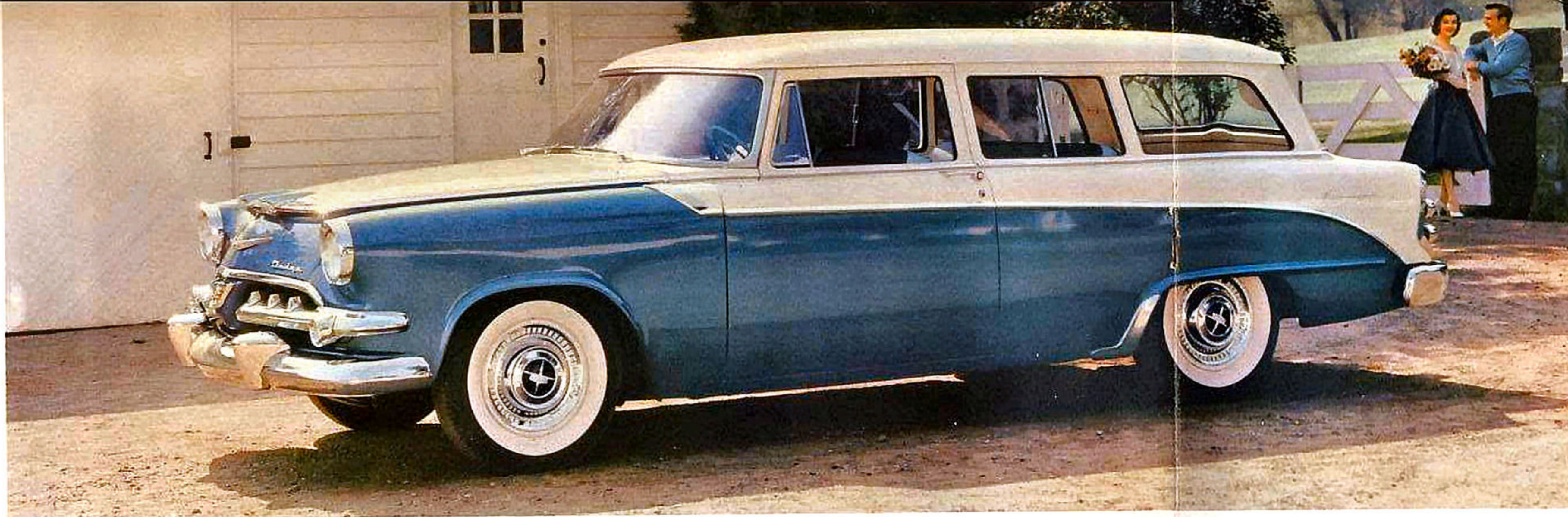
These brilliant new Dodge Custom Station Wagons have so many exciting uses, you'll discover a new facet to their versatile personalities every time you're behind the wheel. You'll discover thrilling new "Break-Away" power, too, from their hefty Super-Powered Super Red Ram V-8 engine . . . discover spacious interiors that seat six or eight, change in a twinkling to carry a big load of freight. Nothing on four wheels can match these sleek beauties for glamour, utility or the mark of success.



- "Panel-Perfect" Dodge Station Wagon interiors look and feel as if they are upholstered in fabrics, yet it's actually beautifully-patterned Cordagrain . . . durable and amazingly simple to clean. Your choice of black and white (shown), two-tone green, or blue.

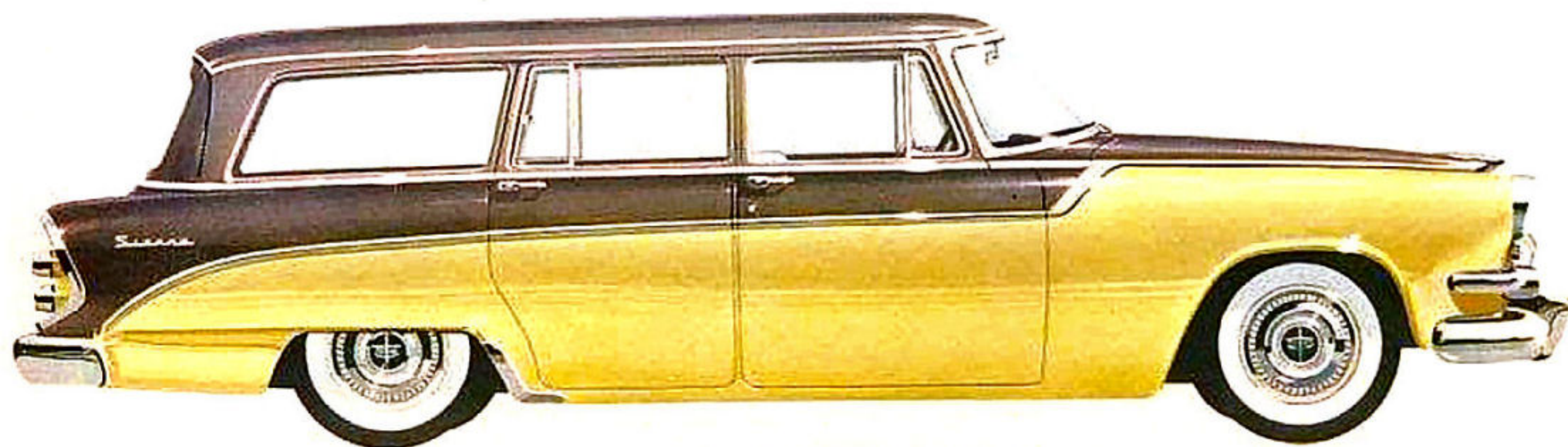


VALUE LEADER OF THE FORWARD LOOK



DODGE SUBURBAN V-8, 6-PASSENGER STATION WAGON
Shown in Sapphire White over Royal Blue

Most talked about "Busy Bodies" on the block



DODGE SIERRA V-8, 8-PASSENGER STATION WAGON
Shown in Iridescent Charcoal over Crown Yellow

Expect the neighbors to rave when you pull up in a big new Dodge Suburban or Sierra Station Wagon! Expect them to envy the superb ride, the surge of the Super-Powered Super Red Ram V-8 "Break-Away" power . . . the ingeniously designed seats, the push-button driving and Highway Hi-Fi record player! Truly, these beautiful new Dodge Station Wagons are the thrilling rewards of success . . . both yours and Dodge!



• Dodge exterior and interior colors were especially selected by the Dodge Panel of Fashion for their forward flair! Never before such dashing combinations of fabric and flash and deft decor. Shown above is the luxurious Sierra interior in black and white.

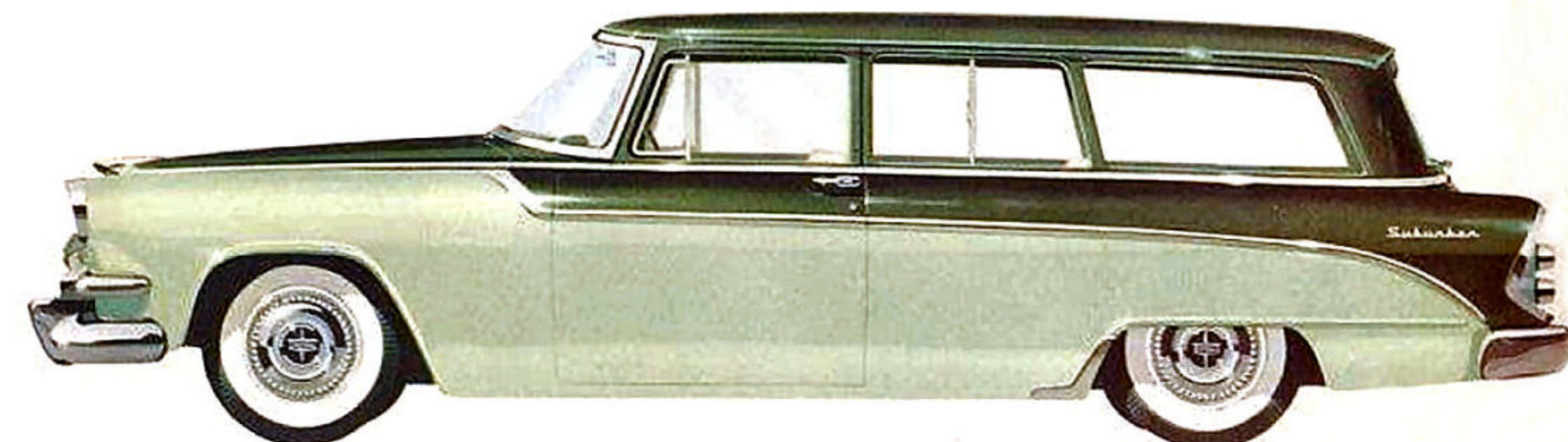


• Look inside! You're impressed by all the room, all the color . . . and all the wonderful luxury touches (including a Highway Hi-Fi record player). Look again! The "fabric" in the big, wide seats is breatheable Cordagrain, soft and smooth to the touch, durable as can be!

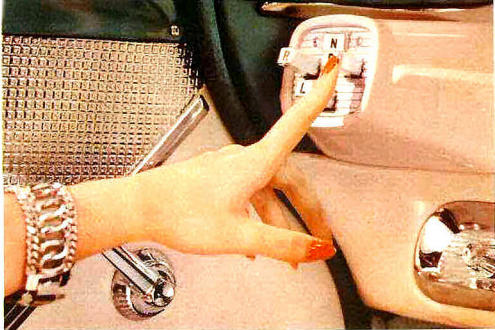
How to arrive in style...(and save)!

No one would ever suspect (unless you told them) that this smart new Dodge Suburban Station Wagon could offer so much dashing style, flashing performance and roomy, functional interiors at such an amazingly low price. Here is one of the

biggest values born of the tremendous Dodge success. Available with the stepped-up Red Ram V-8 engine or the economy-proved "Get-Away six", this handsome beauty carries six passengers or a half a ton of cargo with equal ease.



SUBURBAN SIX, 6-PASSENGER STATION WAGON
Shown in Jade Green over Sea Foam Green
(Also available in a V-8, see opposite page)



NOW . . . THE BRILLIANT TOUCH OF TOMORROW

New Dodge Magic Touch Control

The day of push-button driving is here!

And it comes to you in the big, new '56 Dodge. Here is the newest, most modern, most effortless driving feature ever designed . . . so advanced that it makes all other concepts of shifting obsolete, even the so-called "automatic."

New Dodge Magic Touch Control* lets you "tune in" all the ranges

of Dodge *fully-automatic* Power-Flite Drive as easily as you'd press a button on your car radio. No more levers to pull or push.

Located on the flite-styled control panel, Dodge Magic Touch Control is within instant reach of your fingertips. Just press the "Drive" button and command the ultimate in driving ease in your dashing new Dodge.

Ask your Dodge Dealer to demonstrate Magic Touch Control!

Features that make Dodge Station Wagons "Stand outs"

- Four great engines: Super-Powered Super Red Ram V-8, Super Red Ram V-8, Red Ram V-8 and the "Get-Away six".
- Variable seating arrangements
- 2-door and 4-door styling; 6 and 8-passenger models.
- Magnificent "Panel-Perfect" interiors in breatheable Cordagrain
- Counterbalanced hinges on lift gate
- Tail gate lowers level with floor for extra load space
- 14 brilliant new colors: solid, two-tone* and three-tone trim*
- Prestige styling for personal or business use
- New Safety Latch-Lock Doors
- Power Window Lifts*
- New, easy-to-open swing-out door handles
- Safety Power Brakes*
- 4-way Power Seat*
- New Twin-Lightning 12-volt system
- Full-time Coaxial Power Steering*

*Optional equipment at extra cost



VALUE LEADER OF THE FORWARD LOOK

ALL 2-SEAT MODELS



1 Rear seat in normal seating position.

2 Seat base tilted forward.

3 Seat back is lowered into floor position.

Note: Second seat may also be completely and easily removed.

Dodge Station Wagons

CONVERT FROM FUN TO FREIGHT IN SECONDS

ALL 3-SEAT MODELS



1. Intermediate one-third split seat folded for easy entry to rear.

2. Rear seat back support folded down to complete deck. Rear seat back and cushion removed.

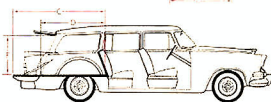
3. Intermediate one-third split seat folded for additional cargo space.

4. Rear seat removed; intermediate seat folded for full cargo space.



DIMENSIONS

- A Overall floor length with tailgate open... 2nd seat folded and 3rd seat removed... 129.3"
- B Overall floor length with tailgate closed... 2nd seat folded and 3rd seat removed... 81.5"
- C Overall floor length with tailgate open... 2nd seat up and 3rd seat removed... 84.4"
- D Overall floor length with tailgate closed... 2nd seat up and 3rd seat removed... 55.6"
- E Overall width between the wheel housings... 46.0"
- F Height of rear opening 31.3"
- G Width between tailgate supports... 46.0"



Wheelbase, 120" • Overall length, 214.3"
Overall width, 74.1" • Overall height, 60.5"

Specifications

CUSTOM SIERRA • CUSTOM SUBURBAN SIERRA • SUBURBAN • SUBURBAN SIX

ENGINES. Super-Powered Super Red Ram V-8: Especially equipped with 4-barrel carburetor, dual exhaust system, special manifold, distributor and vibration dampener. Available as optional equipment at extra cost on all V-8 models.

Super Red Ram V-8: [On Custom Sierra, Custom Suburban]. Eight-cylinder, overhead valve, V-type. Compression ratio, 8.0 to 1. Bore, 3.63 in. Stroke, 3.80 in. Piston displacement, 315 cu. in. Rotary oil pump. Shunt-type oil filter. Oil Capacity, 5 qts. Coolant capacity, 20 qts. [with heater, 21 qts.]

Red Ram V-8: [On Sierra, Suburban]. Eight-cylinder, overhead valve, V-type. Compression ratio, 8.0 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. [with heater, 20 qts.]

"Get-Away" SIX: Six-cylinder, I-head, in-line type. Compression ratio, 7.6 to 1. Bore, 3.25 in. Stroke, 4.63 in. Piston displacement, 230 cu. in. By-pass oil filter. Oil capacity, 5 qts. Coolant capacity, 13 qts. [with heater, 14 qts.]

ELECTRICAL SYSTEM. 6-cell, 12-volt battery. 60 ampere hour capacity, 50 AH in warm climates. [50 ampere hour capacity, 45 AH in warm climates in Corbett 6 & V-8.] High-capacity, 30-ampere generator. Resistor spark plugs. Weatherproof ignition system. Single speed electric windshield wipers, variable speed, special equipment all models. Ballast-type ignition system, dual automatic spark control [on V-8's].

TRANSMISSIONS. PowerTide Drive. Fully-automatic transmission with torque converter and 2-speed planetary gear set. Automatic OverDrive: 2-speed planetary gear set with standard transmission. Easy-Slide Transmission. Conventional 3-speed transmission.

CHASSIS. Double-channel, box-section frame. Independent front suspension with coil springs. Symmetrical idler arm steering system; equal tie rods [on V-8's], long and short tie rods [on SIX]. Semi-elliptical grooved leaves in rear springs. Oilflow shock absorbers. Hotchkiss drive. Safe-Guard hydraulic brakes with Cyclobond lining. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.10 x 15 [on V-8's], 6.70 x 15 [on SIX]. Independent parking brake.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank; ceramic filter at carburetor [V-8 only]. Tank capacity, 18½ gals.

DIMENSIONS. Wheelbase, 120 in. Overall length, 214.3 in. Overall width, 74.1 in. Overall height (loaded) 60.5 in. (V-8); 60.2 in. (SIX).

The entry of Dodge Division of Chrysler Corporation is one of several "improvements in design and manufacture wherever possible to assure a still finer car." Hence, specifications, equipment and prices are subject to change without notice.

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

LITHO IN U.S.A.

1956 STATION WAGON FOLDER DMA-2696



'56 DODGE Station Wagons