

'59 Viscount

by Paul Horch
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Our first new car was the '53 Cranbrook coupe. Dad traded it in on the '59 Dodge Viscount and brought it home August 1, 1959, a day I will never forget.

PB



The Horch family '59 Viscount: one year old in August, 1960



The Horch family '59 Viscount: five years old in 1964



The Horch family's first new car: 1953 Cranbrook coupe

CUSTOM
ROYAL
VISCOUNT
MAYFAIR
REGENT

SPORT
SUBURBAN
SUBURBAN

1959

Dodge Sparkling new beauty
... sprightly new go!

LANNY KNUTSON COLLECTION

Viscount

“Viscount” entered Chrysler’s pantheon of model names in 1959, but only for a one-and-done appearance.

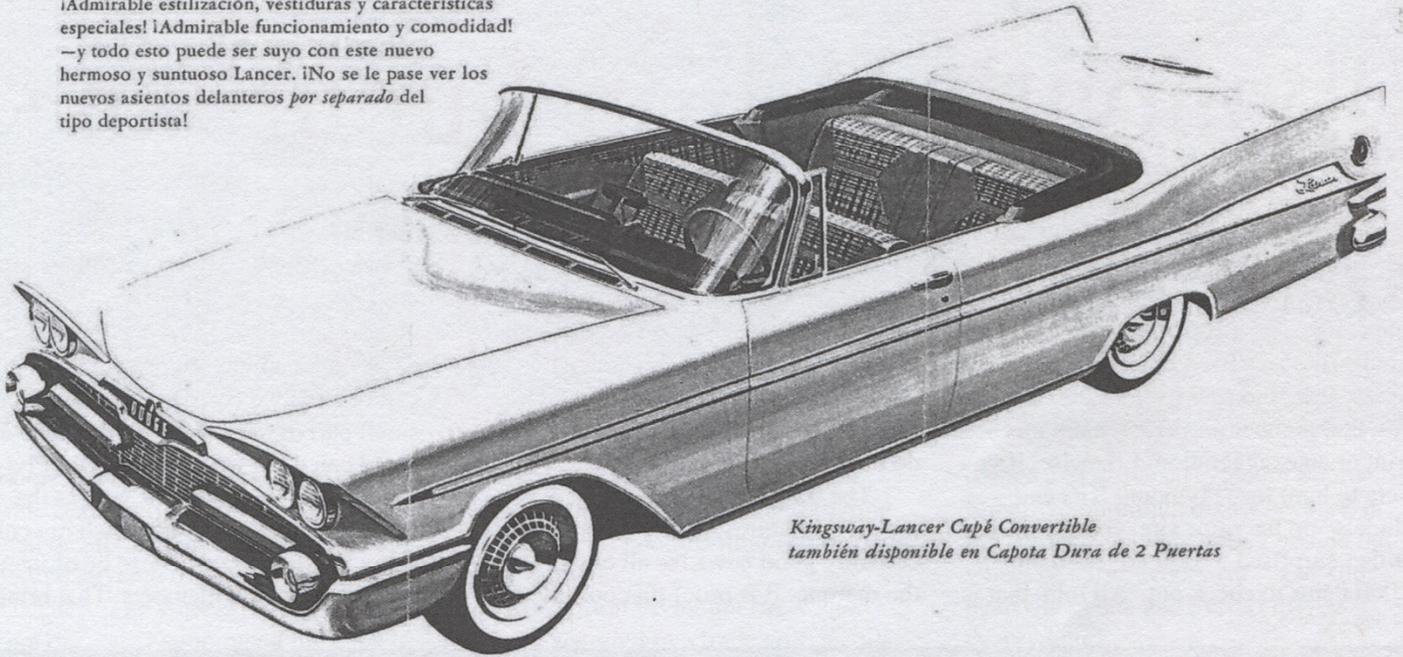
Since 1954, Chrysler Canada had marketed its Plymouth-based Dodge (commonly called “Plodge”) line with model designations Mayfair, Regent and Crusader as equivalents to Plymouth’s Belvedere, Savoy and Plaza. For 1959, Plymouth eliminated Plaza and moved the others down a notch, inserting Fury on top. The Canadian Dodge’s top line was named Viscount. With the Sport Fury not being marketed in Canada, there was no “Sport Viscount.”

The 1960 introduction of the Dodge Dart line made moot the continuation of Canada’s unique Dodge/Plymouth combo cars which drove off into the sunset, taking the newly minted Viscount with them.

—LDK

El Nuevo Kingsway Lancer—¡Lo Mejor de la Mejor Línea!

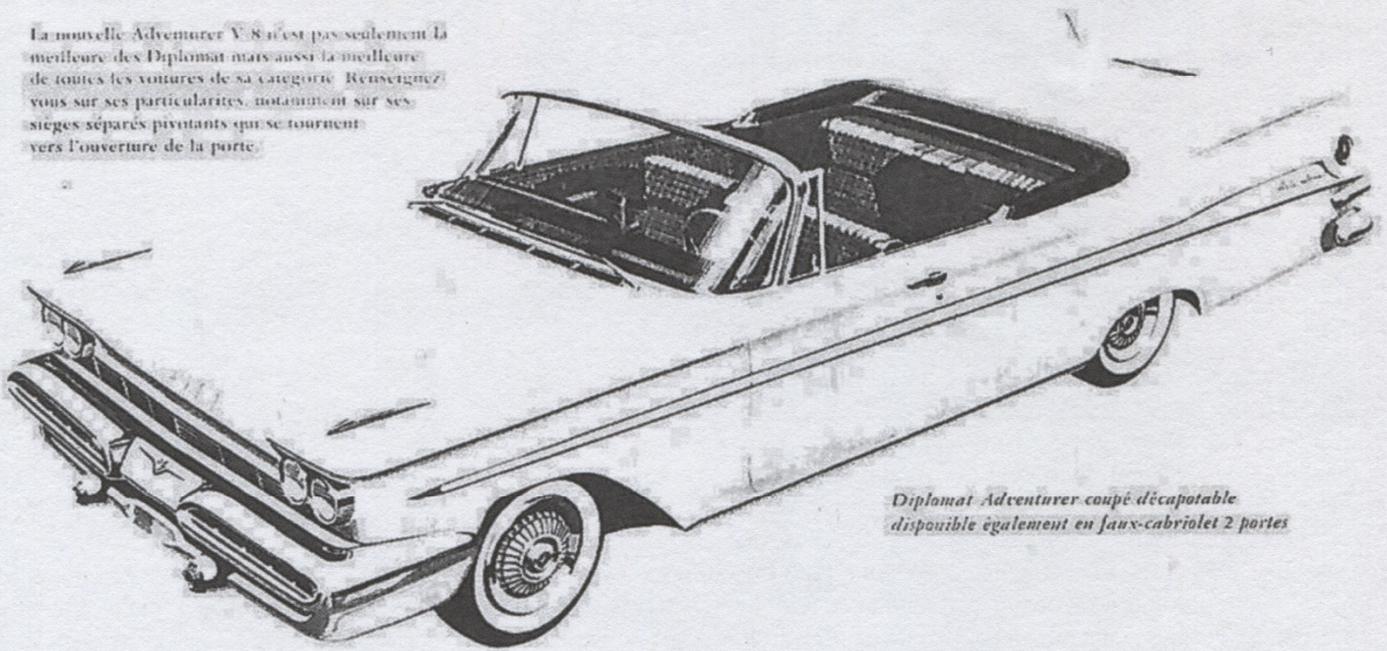
¡El Lancer es el mejor Kingsway que se ha diseñado!
¡Admirable estilización, vestiduras y características especiales!
¡Admirable funcionamiento y comodidad!
—y todo esto puede ser suyo con este nuevo hermoso y suntuoso Lancer. ¡No se le pase ver los nuevos asientos delanteros *por separado* del tipo deportista!



*Kingsway-Lancer Coupé Convertible
también disponible en Capota Dura de 2 Puertas*

Diplomat Adventurer—De prestige et de performance De Soto!

La nouvelle Adventurer V. 8 n'est pas seulement la meilleure des Diplomat mais aussi la meilleure de toutes les voitures de sa catégorie. Renseignez-vous sur ses particularités, notamment sur ses sièges séparés pivotants qui se tournent vers l'ouverture de la porte.



*Diplomat Adventurer coupé décapotable
disponible également en saux-cabriolet 2 portes*

Sport Fury equivalents: Unlike Chrysler Canada, Chrysler International did offer versions of the Sport Fury on their Plymouth-based Dodge ("Plodge") and DeSoto ("PlySoto") lines, called the Dodge Kingsway Lancer and the DeSoto Diplomat Adventurer