

THE DEPENDABLES ARE HERE!



DODGE DART ALMOST EMPTY




DODGE DART ALMOST FULL

INTRODUCING COMPACT '63 DODGE DART

Soon as Junior snaps the comic book shut and climbs aboard, this family will be in business. In the 1963 Dodge Dart . . . a car that favors equal room for everyone. Reason is, the room-robbing slope is gone from Dart's roof. It's straight. So, folks in back can sit up, can even wear hats with perfect equanimity. And the room doesn't just go up and down. It goes sideways

and back and forth, too. Every person aboard a Dart has plenty of maneuvering space. They can almost rattle around, it's that roomy.

But that's as far as rattling goes. Because the '63 Dart, like all other '63 Dodges, has a unitized body that must be tortured before it'll give out one little squeak. And thorough tip-toe rust protection. Mister, it all adds up to dependable, really dependable. In two series, nine fresh new models including two convertibles. Go look. Test the model of your choice now at your Dodge Dealer. He's dependable, too. 

PICK A SIZE...PICK A PRICE...PICK A DODGE



Dodge Division of Chrysler Corporation

A FRESH NEW COMPACT IN THE LARGE ECONOMY SIZE!