

THE DEPENDABLES ARE HERE!



THE ROAD NEVER GOT...



SUCH A BEAUTIFUL GOING OVER

INTRODUCING THE 1963 DODGE

The 1963 Dodge in the top-most picture has just come back from a good long run. It's been to the World's Fair in Seattle, to Mammoth Cave and to lots of other interesting places. It has carried back-breaking loads of people, luggage and camping equipment. It's been pelted by sand, gravel, snow, rain, sleet and hail. But take off that luggage rack, give Dodge a good hosing and rubdown, and it'll look, run and sound like a brand new car. That's the way this Dodge is. Dependable. Long-lasting. Tight.

With a fully unitized body that is reluctant to rust, because we take care of that.

With Torsion-Bar suspension in front that won't let road bumps do any harm. With a stout-hearted engine (6 or V8) that gives and gives on regular gas. With a high-output alternator that helps the battery last a good long time.

But great as Dodge dependability is, it's not everything. The good looks of the '63 Dodge testify to that. If you want to give the road a good going over in a car that comes out of it looking great, see your dependable Dodge Dealer.

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



A FULL LINE OF CARS IN THE LOW-PRICE FIELD!