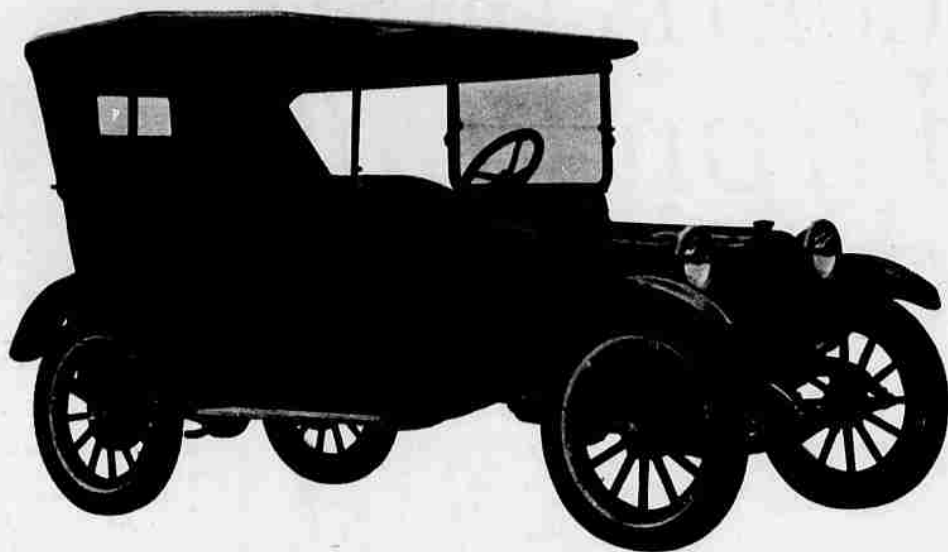


**INTRODUCING THE DEPENDABLES FOR '64**



**It took us 50 years to get from here**



**to here**

(WE'RE GETTING YOUNGER EVERY YEAR)

That's how Dodge got started. With the sporty black job on top. Thirty-five horsepower, cone clutch, and a built-in ruggedness that made dependability a part of the English language. This year that tradition of dependability is fifty years old.

Obviously, we made a few changes in the last fifty years. For instance, electric lights, generator and self-starter are now standard equipment. So are a lot of other things. Bright new

styling, easy-to-care-for interiors, your choice of models with standard seats, buckets or a special combination job with flip-down center arm rest. To keep you on the road and off the grease rack, we've added a welcome selection of easy maintenance features; self-adjusting brakes, sealed suspension system, 4,000-mile oil changes and a special rust-protection process to protect your investment.

We're rather proud of the '64 Dodge. We think you'd enjoy owning one. And to make it harder for you to say no, we have priced it with Ford and Chevy. Take another look at the '64 Dodge, above. If you like the looks—and most people do—go drive one. Price one. The man to see is your Dodge Dealer. 1964 Dodge. Smart. Solid. As easy to own as any full-size car around. And, of course, dependable. After all, we invented the word.

**'64 Dodge**

DODGE DIVISION



**CHRYSLER  
MOTORS CORPORATION**