



'60 Dodge: 2 magnificent series—Matador and Polara—11 luxurious models

Daringly New! Dramatically Different!

# '60 DODGE

**Greatest Dodge ever . . .**

**Big, Solid, Built to Command!**

Now on display is the 1960 line of Dodge cars—and in every way, there has never been a Dodge to compare with them. *So stylish!* The lines are sleek and dazzlingly impressive. *So comfortable!* Thanks to Unibody, you have room to spare, relax on seats as comfortable as your armchair. *Such performance!* A new D-500 Ram Induction V-8\* gives supercharged passing power in the mid-speed driving ranges. Actually, there has never been a Dodge that offered *so many* wonderful attributes at such a moderate price. That, perhaps, is the most remarkable thing of all!

\*Optional at extra cost

DODGE DIVISION OF CHRYSLER CORPORATION

