



'60 Dodge Matador 2-door hardtop. Dignity and imagination mark its distinctive design

Big, Luxurious, Built to Command!

The new '60 Dodge is a nobly proportioned car with an almost unlimited capacity for performance. It lives up to its looks.

From the very first moment you take the wheel, you will experience the *new solid feel* of Unibody construction. Body and frame are united

in a one-piece "fortress of steel" ... far stronger, more silent, more secure.

You will discover the soaring response of the D-500 Ram Induction V-8*, delivering ram-supercharged passing power.

You will find out how Torsion-Aire Ride teams

with Unibody to give unmatched road stability.

All this is waiting for you in an eager car that combines dignity with imagination in design. Take a "Command Performance" Drive in a '60 Dodge soon!

DODGE DIVISION OF CHRYSLER CORPORATION

 '60 DODGE MATADOR POLARA

NOW DODGE BUILDS TWO GREAT CARS: LUXURIOUS '60 DODGE—LOW-PRICED DODGE DART

*Optional at extra cost

