

THE DEPENDABLES ARE HERE!



NOW LET'S TALK ABOUT PERFORMANCE




... OOPS!

INTRODUCING Take a '63 Dodge with the 426 cu. in. V8 and you've got a record breaker on any drag strip. Take the same car with the Economy 6 and you have a lively piece of machinery with a great attitude toward gas economy. We also offer three other engines. Why?

THE 1963

DODGE

Because we feel the performance a man gets is strictly his business. Since your comfort affects our business, we made the seats chair-high. Your choice of bench, buckets, or fold-down center arm rest. We added man-sized doors, hat room in the rear, a rust-protected body, self-adjusting brakes, and 32,000 miles between grease jobs. We ended up with a car that looks great (see above) and is priced with good old Car 'F' and Car 'C'. Sound good? See your Dodge Dealer. 

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