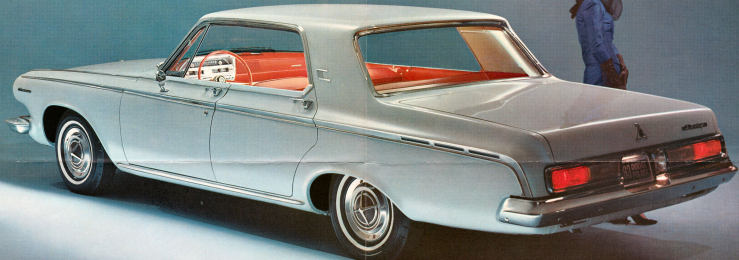




Meet The Dependables...

the Beautiful way to go in the low-price field



THE STANDARD-SIZE DODGE—Beauty is in the eye of the beholder. It's also at your finger tips, your back, underfoot, overhead. Beauty is the new world of Dodge.

Beauty is a new straight length of roof. See how it sweeps back. Good looking. And it works for you. It raises the ceiling on comfort. Hats can even stay on rear-seat passengers' heads with all the luxurious room Dodge for '63 gives you. When you move out and away, only admiring glances can keep pace with you.

There is so much to admire. The upholstery of nylon and warm supple vinyl. The deep pile carpeting, hand-fitted and toned with the decorator's touch. An instrument panel that doesn't fight good taste with excessive cowls, hoods or trinkets. Beauty is never an excess. And it need not be expensive. Of the 24 standard-size Dodge models, you'll find every one priced directly with Ford and Chevrolet. That's quite an accomplishment for a big, luxurious Dodge.

Dodge '63 is the beautiful way to go smooth and easy (torsion-

bar ride—the best). The beautiful way to go carefree (the body is thoroughly rust-proofed. The brakes adjust themselves. You go 32,000 miles between major lubrications, 4,000 miles between oil changes). It's the beautiful way to go and go and go and go in the low-price field.

What better way to wrap up such an exciting package than this: With a revolutionary 5-year/50,000-mile warranty*. They call 'em The Dependables . . . because they are!

Pretty convincing isn't it? Who, but your Dodge Dealer, can give you such a beautiful argument against paying a high price! See him soon.

*New—5 year/50,000-mile warranty that's over two times more extensive than competitor warranties on the parts most expensive to replace or repair! Your authorized Dodge Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair without charge for required parts or labor for five years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (including manual clutches); torque converter, drive shaft, universal joints (including dust covers), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Dodge Certified Car Care schedule.

Beautifully gifted for going



BIG DODGE 880—If you like high styling and the incomparable sense of well being only a big car can give you, you'll like the beautiful and bold Dodge 880. Big room. Big ride. Big power. The most elegant automobile ever to wear the Dodge nameplate. You'd expect it to cost a pretty penny. Truth is, this one is big and luxurious in everything but its traditional Dodge price.



COMPACT DODGE DART—A compact never looked this good, drove so well, sat so comfortably. Dart's the compact in the large economy size. There's room for a family. There's power that definitely puts Dart ahead of the pack. The beauty of it all? The styling, for sure. And more. There's economy and a price that run right along with the other compacts. So make the beautiful move to a styled-right new automobile. Pick a size. Pick a price. Pick a Dodge. Now. At your Dodge Dealer.

DODGE DIVISION



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