


THE DEPENDABLES ARE HERE!



IF YOU'RE LOOKING FOR THUNDER



THIS
IS WHERE
THE
LIGHTNING
STRIKES

HOT
1963
DODGE You've found what you're looking for: The bucket-seat Dodge that takes a back seat to nobody. The Polara 500! No mere piece of transportation, this one. Put your foot down and 383 cubes sock you off the line with a jolt. This two-barrel brand of lightning is standard in the Polara 500 (so are a console, carpeting, all-vinyl, buckets, the works). This engine is also available as an option on other 1963 Dodge models, from cinder-kickin' sedans to walloping wagons. Or you can get it with four barrels and up the action even more. If you want to tear up the strips, just say so. You can lay it on hotter'n a charcoal bed with the new 426 Ram Charger that'll burn rubber as long as you let it. In all, Dodge offers a whole stable full of hard charging V8s, starting with a standard 318 cuber. (Nothing to sneeze at either; it packs more power per pound than most any standard going.) Don't settle for less. Put your foot down soon at your dependable Dodge Dealer. 

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

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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?

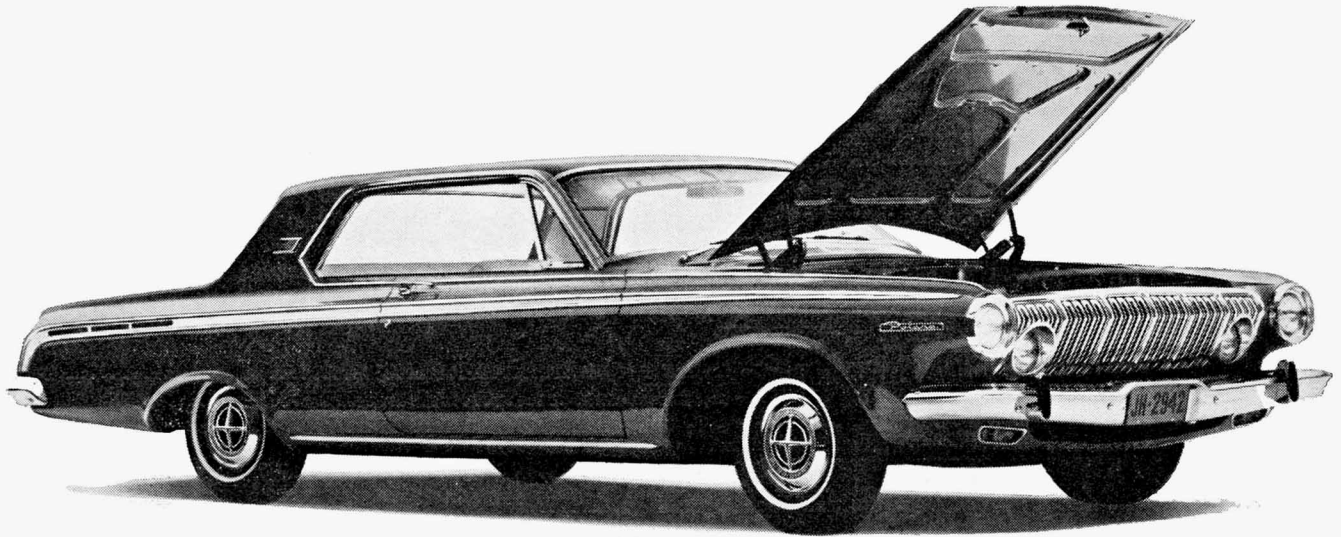
THE 1963

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. 

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THE DEPENDABLES BUILT BY DODGE!



426 CUBES



COOL OFF ANY STRIP

Lay on our 426-cube V8 and . . . ZAP! Drag records fall* like pelted partridges. That's because horsepower comes so close to matching displacement that few moving things are its equal.

The 426's stablemates, too, give you more rubber-scorching potential than competition. There's the 383 with four barrels. The 383 with two. And the 318, our standard V8, that'll out-drag about

any standard engine in the low-price field. This one's remarkably thrifty, too.

And here's one thing to remember. There are 24 models of the standard-size '63 Dodge. Every one is in the low-price field! See them at your Dodge Dealer.

*Records have to fall! The 426 cube V8 replaces the 413 Ramcharger which has busted local and sanctioned-meet records all over the country. Here are just four National Hot-Rod Association records established: AA/D JIM NELSON 8.59 ET—SS/S/DICK LADEEN 12.71 ET—SS/SA "MAVERICK" 12.50 ET—A/FX GEORGE PARKINSON 12.26.

HOT 63 DODGE

DODGE DIVISION  CHRYSLER
MOTORS CORPORATION



Jim Thornton and Herman Mozer (979) coming off the line in S/SA class.

Some days you win



Mozer and Al Eckstrand in final run for Top Stock Eliminator title.

Some days you lose

The fortunes on the straight and narrow warpath change as quickly as the gears in the go-box! Today you tear 'em up. Tomorrow is another day. Your machine has got to be mean . . . you've got to be good . . . and you've got to come out of the hole with more togetherness than Amos and Andy! That's the drama of the drag strip, man and machine.

That's why more than 100,000 buffs bulged the track at Indy for the NHRA's big showdown—the world championships.

And what a showdown! On Saturday, Jim Thornton in a '63 Dodge downed his Ramcharger teammate, Herman Mozer, on his

way to royalty in the Super Stock Automatic Class. Next day, running for the meet's most coveted honor—Top Stock Eliminator—Mozer turned the tables and gave Thornton the thumb. But the event was far from over. Mozer still had to face the present "Mr. Eliminator," Al Eckstrand in Lawman, another specially equipped '63 Dodge. And another winner is defeated. Mozer edged him by 1/100th of a second with an e.t. of 12.22.

Some days you win. Some days you lose. That's what keeps the quarter-mile jaunt so interesting. But have you noticed? When a Dodge loses these days . . . it's to another Dodge.

Hot Dodge

DODGE DIVISION



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