

STANDARD-SIZE '63 DODGE • ONE OF THE GREAT NEW DEPENDABLES

Dodge



## THE BEAUTIFUL WAY TO GO IN THE LOW-PRICE FIELD

The Dependables are here. And this is one of them. The standard-size '63 Dodge. It has the room, ride, luxury and power you normally associate with much higher priced cars. But consider this: the standard-size '63 Dodge is priced model for model with other cars in the low-price field. Dollar for dollar, the '63 Dodge is quite possibly the biggest bargain you'll ever drive. It's the beautiful way to go in the low-price field.

From the bold convex grille which doesn't pretend to be anything but a grille . . . to the massive rear bumper which doesn't pretend to do anything but give you maximum protection . . . the '63 Dodge is big, clean, uncluttered. The room! Remarkable! A new Straight-Line Design sweeps the roof straight back instead of sloping it off. What results is generous comfort for the people in back, not just the ones in front. Not just headroom either, which you can easily see. There's big knee-, leg- and footroom as well, because the rear seat is positioned farther back. Fair treatment for everyone aboard.

The '63 Dodge is big in action. New Straight-Line Design eliminates power-robbing bulk and bulges. Result: There's more power per pound than in most any other car around. And less drag on gas. Six or standard V8, Dodge only needs regular fuel. Economy and action! That's quite a combination. But as we said before, the '63 Dodge is quite a car.

Now, forget for a moment Dodge's low price and consider its sheer value. Such standard features as: a torsion-bar ride; a rust-protected, unitized body; a high-speed starter, and alternator for fast, sure starts; low-friction steering; self-adjusting brakes and 32,000 miles between grease jobs. The list goes on, but the point is this: You get more of the best when you move to '63 Dodge. You get all the features that add up to the dependability that made Dodge famous.

Hardtops, sedans, wagons, convertibles! Your Dodge Dealer has them all. Each is a beautiful way to move you up in everything but price. These are The '63 Dependables!



DODGE POLARA 500 CONVERTIBLE

## DODGE POLARA 500 SERIES THE BUCKET SEAT DODGE THAT TAKES A BACK SEAT TO NOBODY

Here's the hottest of The Dependables. Pound for pound, inch for inch, the Polara 500 is one of the hottest, most luxurious automobiles ever fashioned by the hands of man. It is designed strictly for the man who just won't take a back seat to anything.

The comfort of the Polara 500 is incomparable. The genuine twin bucket seats are deeply padded, contour-formed to the body, upholstered in rich saddle-grained vinyl and fashioned in beautiful colors that harmonize with the exterior color. The bucket seats are chair-high and individually adjustable. Their bracing comfort is downright extravagant . . . that is, until the Polara 500's hot acceleration socks you back deep in your seat. Then you'll know why we made them so firm and form-fitting.

Between the buckets is a courtesy console with an ash tray, cigarette lighter, courtesy light and a handy glove compartment for keys, compacts, diamond rings and things. The instrument panel is padded. Right here we ought to caution you: Luxury like this could spoil you for anything less. Let it!

But luxury is only half the story. The other half? Action! Action from a fast-charging standard 383 cu. in. V8 with two barrel carburetor. And if that's not enough for the all-out sports buff, there's an optional 426 cu. in. V8 engine. It's about the hottest powerplant ever mounted under a hood . . . definitely not recommended for the Sunday driver! With either engine, though, you'll rule the road. You'll know it the instant the first traffic light turns green.

The Polara 500 comes in two hot models—a 2-door hardtop and convertible. The knock-off style wheel covers are standard—symbols of the many elegant extras that are yours in the 1963 Polara 500.



DODGE POLARA 500 2-DOOR HARDTOP



DODGE POLARA 500 INTERIOR WITH ALL-VINYL TRIM



DODGE POLARA 2-DOOR HARDTOP

DODGE POLARA 4-DOOR SEDAN



# DODGE 440 SERIES

## THE POPULAR PRICED DODGE FOR THE MAN WHO INSISTS ON A LITTLE BIT MORE

In the Dodge 440 series, you get Dodge room, Dodge action, Dodge value, and all the reliable features that make a Dodge one of The Dependables—all at an extremely low, popular price. The Dodge 440 is a fantastic buy in a family-size car. It restores the rights of passengers in back . . . giving them ample headroom, legroom and footroom. But don't think we comforted the rear seat folk at the expense of people in front. Not Dodge. For example, the front floor tunnel is very low, almost flat, this year. In a '63 Dodge, there's room for everyone aboard. As in all '63 Dodge cars, the seats are chair-high, and the front seat has special mountings that permit your Dodge Dealer to adjust it individually to your comfort requirements—at no extra cost!

Upholstery is a smart, durable combination of cloth and vinyl. The floor is carpeted. And this year we've licked the problems of ladies' spiked heels with tastefully colored rubber heel pads. They are heavily reinforced to resist punctures. There's plenty more to like—like performance and economy, because we lowered the boom on useless bulk. Less bulk means less drag on gas. And a big boost in the action department.

The Dodge 440 comes in five popular-priced models . . . a 2-door sedan, a 2-door hard-top, a 4-door sedan, and two wagons . . . a 6- and a 9-passenger version. The wagons are available with V8's only; the other models are offered with either a Six or a V8 engine as standard.



DODGE 440 2-DOOR SEDAN



DODGE 440 4-DOOR SEDAN



DODGE 440 SEDAN INTERIOR WITH CLOTH AND VINYL TRIM





# DODGE 330 SERIES

## THE LOWEST PRICED STANDARD SIZE DODGE—THE BIGGEST BARGAIN IN THE LOW-PRICE FIELD

Here is the lowest priced '63 standard-size Dodge—with all the beauty, room, action, dependability and extra features that make Dodge the beautiful way to move up in the low-price field. Without fear of contradiction, we say this: The 1963 Dodge 330 is the finest, most bargain-minded buy in its class.

Consider this: torsion-bar ride; rust-protected, unitized body; self-adjusting brakes; 32,000 miles between grease jobs; low-friction steering and so many more of the dependable features that are a Dodge tradition.

You get the extra comfort of Dodge's new Straight-Line Design, which treats people like people and not packaged goods. There's an abundance of room in back just as in front. You get a distinct dividend in the Dodge combination of performance and economy. Indeed, you get all the things that make a Dodge a Dodge. You just pay less for them.

Inspect that trunk at right. You can see that it's huge. But note something else: the trunk sill is just above the rear bumper to help take the lift out of loading. Another example of how thoughtfully the '63 Dodge is built for you. Dodge thinks of everything!

Dodge 330 is available in four low-priced models—a 4-door and 2-door sedan, and two wagons—a 6- and a 9-passenger version. All with a standard Six or V8. It's quite a buy!



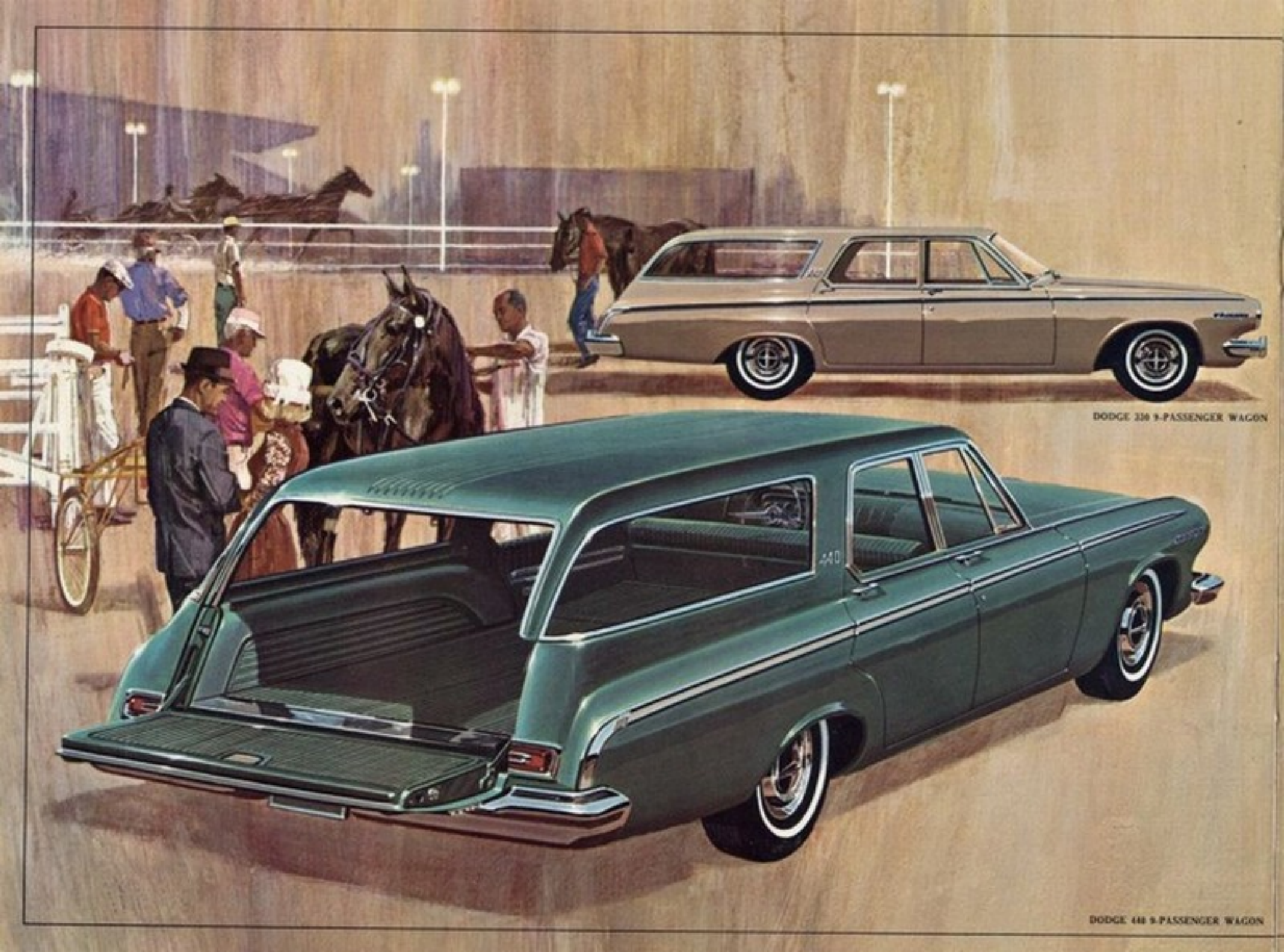
DODGE 330 2-DOOR SEDAN



DODGE 330 INTERIOR WITH CLOTH AND VINYL TRIM



THE '63 DODGE TRUNK WITH PLAID RUBBER FLOOR MAT



DODGE 330 9-PASSENGER WAGON

DODGE 448 9-PASSENGER WAGON

# DODGE STATION WAGONS

## A CHOICE OF FOUR SMART DEPENDABLES IN TWO SERIES

When you get right down to it, all station wagons offer extra room for carrying kids or cargo. What then is so different about Dodge wagons? Dependability! It pays off big in station wagons. Whether you're packing kids off to school or toting bricks for the patio or just stepping out for the evening, it's good to go in a wagon that won't let you down. In fact, it perks you up. Dodge's smooth torsion-bar ride turns a wagon ride into a joy ride. Gives you that solid control, the gentle cradling of cargoes that you don't find in most other wagons. What's more, because Dodge's new design rules out useless bulk, a Dodge wagon is a great gas saver. Yet this same efficiency is a boost to performance. It gives Dodge more power per pound than most any wagon around.

Room? By the cargo load, of course. 84.4 cu. ft. of cargo space. A cargo deck 9.8 ft. long with the tailgate and second seat folded down. The cargo opening is 51.3 in. wide, 27.4 in. tall—large enough to accept a 4' by 8' plywood board. The rear window rolls right down into the tailgate. The power-operated rear window is standard on 9-passenger wagons. The seats are handsomely upholstered in all-vinyl—extremely durable and easy to clean.

Dodge wagons come in two series—440 and 330. Four Dependables in all—a six- and nine-passenger model in each series. 440's are available only with V8's. 330's are available with 6 or V8. Nine-passenger wagons feature a rear-facing third seat. When folded down, it covers a handy storage well that's just right for concealing packages.



DODGE 330 6-PASSENGER WAGON



DODGE 440 6-PASSENGER WAGON



DODGE 440 WAGON ALL-VINYL INTERIOR



DODGE 330 WAGON ALL-VINYL INTERIOR

## YOU'LL VALUE THE DAY-TO-DAY DEPENDABILITY THAT MADE DODGE FAMOUS

Dependability made Dodge famous, simply by doing better all the things an automobile is supposed to do. Dodge starts when you want it to. Goes where you want it to. Lasts as long as you want it to. Is Dodge dependable? You'll know it when you try to wear one out! Here's why your '63 Dodge will hold up under the hardest use and abuse for years to come and keep coming back for more: **RUST-PROTECTED BODY.** Some car makers dip, some spray. Dodge does both—in a thorough 7-step rustproofing process that makes rust only a bad memory. To be doubly sure, galvanized steel is used in critical moisture areas. Splash-shields under the fenders prevent the accumulation of corrosive materials. But that's not all. The chrome is attached with rustproofed clips to avoid the unsightly rust streaks so often seen on other cars. Dodge offers almost every color: rust is definitely not one of them. **UNITIZED BODY.** The '63 Dodge is fully unitized in much the same way as in aircraft construction, in which every part is designed to bear a structural load. The side, roof and floor do more than just keep the weather out. They are working parts that carry a functional load. Parts are welded together to form one tough, tight body that puts an end to the clatter and rattles of out-dated body-bolted-to-frame designs still used on some makes of cars. **SELF-ADJUSTING BRAKES.** Brakes that keep slipping out of adjustment are more than a costly annoyance. They can be downright dangerous. Banish any such worries in a '63 Dodge. Dodge's big brakes adjust automatically every time you back up and stop. Easy as that! In addition, Dodge brakes last longer, because the linings are bonded, not riveted. There are 195.2 sq. in. of effective lining. **32,000 MILES BETWEEN GREASE JOBS.** The costly and annoying monthly grease job is a thing of the past. The '63 Dodge goes 32,000 miles between grease jobs. **ALTERNATOR.** There's nothing wrong with old-fashioned generators. An alternator, however, like other Dodge features, just gives you more. More electrical output, for one thing. In fact, the alternator puts out current even at idle. Helps keep the battery more fully charged for fast starts. Helps prolong battery life. **HIGH SPEED STARTER.** It kicks off fast and puts less drag on the battery. It gives you quicker, surer starts even in foul weather. And as a bonus, it's a lot quieter. **SAFETY RIM WHEELS.** In case of tire failure, they keep the tire on the wheel . . . and you on the road! It saves you money by keeping the tire from sliding over the rim and being torn to shreds while you slow to a stop. It's a Dodge standard feature. **NEW AIRFOIL ELECTRIC WINDSHIELD WIPERS.** A new windshield wiper with greatly increased wiping characteristics! Aero dynamic principles are used to give improved wiping action under conditions when the blades are subject to windlift. Now, air flowing against the blades actually increases the pressure of the blade on the windshield. The result: much better wiping action.

## OPTIONS AND ACCESSORIES, THE EXTRA SOMETHINGS THAT MAKE YOUR DODGE A BETTER BUY

**PUSHBUTTON HEATER, DEFROSTER, VENTILATOR.** All three in one system—a heater-defroster unit which also provides ventilation for the car. We call it Forced Air Ventilation. Because of a high-speed axial blower, the system does not depend on the velocity of air produced by the speed of the car. Even while waiting at a light, you get the same amount of fresh air as you normally would at 30 miles per hour. **VARIABLE SPEED ELECTRIC WINDSHIELD WIPERS.** The '63 Dodge has electric wipers as standard. They don't fade in acceleration. The advantage of the optional variable speed wipers: They let you regulate their speed according to the rain, sleet or snow conditions—an especially valuable feature in stormy climates. **PADDED DASH.** Only a few short years ago, padded dashes were looked upon as luxuries. Now many people consider them essentials. And for good reason. A padded dash is more than a safety item. It gives a smart, tailored look to that important part of the car that's right in front of your eyes every mile you drive. Dodge's padded dash features deep padding covered by leather-grained vinyl, in colors keyed to the dominant interior color. It's stylish, sensible, safe. **POWER STEERING.** Every Dodge is easy to steer in the first place. But if you aren't pleased with ease and want only the easiest there is, here it is. Dodge Power Steering. So easy you can literally turn or park with a flick of the finger. **POWER BRAKES.** Power assisted to do two-thirds of the work for you. Pedal travels only a short distance . . . a safety factor in an emergency. Stops are smooth, straightline, no strain. **SIX-WAY POWER SEATS.** About the only way you can make traveling in a Dodge more comfortable. The chair-high seats move six ways: up-and-down, fore-and-aft, and tilt back or forward. Just a touch of a button, it moves you! You've got the perfect driving position. You can't beat it for driving on a long trip. Keeps changing your position, helps you relax more, at just the touch of your finger. **POWER WINDOWS.** Without stretching or straining, the driver can raise or lower all side windows. Master controls for the driver in the left-front door. Individual controls under each side window. A sudden rain? Presto, the windows are closed. It's that easy. **CUSTOM AIR CONDITIONING.** Hot in your part of the country? Take it cool with a famous Dodge Air Conditioner. Filters air free of dust and pollen, dehumidifies, and cools car quickly. Direction and temperature of air are fully adjustable. This unit also provides heating and defrosting. Hot or cool, you're fully prepared with a Dodge Air Conditioner. **PUSHBUTTON RADIOS.** Dodge offers two powerful, fully transistorized radios—a 5½-watt output to bring in distant stations loud and clear, and a 2-watt output with plenty of power for metropolitan areas. Both will give you a rich tone and fine fidelity. Because they are fully transistorized, they play instantly, do not heat up, use little electrical power, and last longer. **MORE OPTIONS AND ACCESSORIES TO PERSONALIZE YOUR PURCHASE.** Deluxe Wheel Covers; Bumper Guards; Seat Belts (front); Extra Thick Foam Seat Cushion for 330 (front seat), 440 and Polara (rear seat); Tinted Glass, all windows or windshield only; Inside Glareproof Mirror; Left hand outside mirror; Windshield Washers; Undercoating, including fiberglass hood padding; Sure-Grip Differential; Rear Seat Radio Speaker; Roof Luggage Rack (wagons); Electrical Tail Gate Window (2-seat wagons); Two-Tone Paint; White Sidewalls; Assist Light Group—Parking Brake, Trunk, and Glove Box.

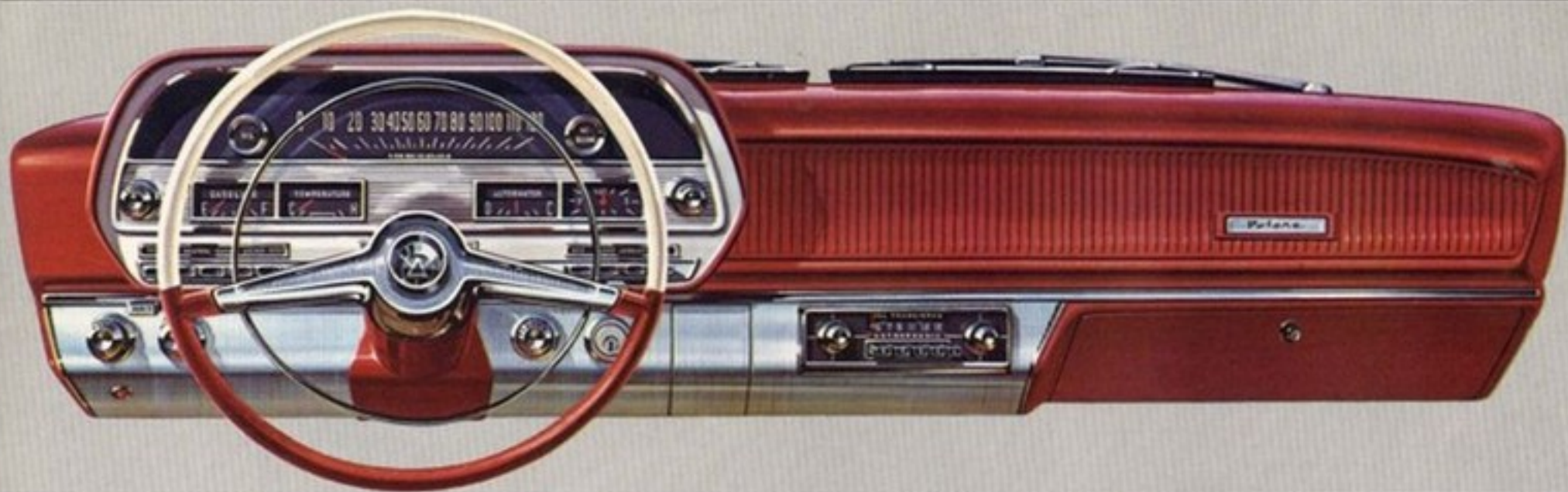
## ECONOMY AND PERFORMANCE? WHY DEBATE? GET THEM BOTH IN THE '63 DODGE

No longer do you have to make the old-fashioned choice between performance and economy. You get them both in the '63 Dodge. Dodge's efficient new Straight-Line Design rules out useless bulk. Less bulk, less drag on gas. A big boost in action. Moreover, less bulk permits more efficient, more economical axle ratios without a sacrifice in performance. But everyone has a specific preference. Some like it hotter. Fine with us. We offer, in addition to a standard 6 and V8, three optional high-performance V8's.

**THE '63 DODGE ENGINE LINEUP—STANDARD SLANT SIX.** 225 cu. in. 6. This is the famous Dodge 6 that has the muscle of an 8. It will outrun, outgun many standard V8's on the road today. Yet this same engine gives you the traditional savings of a six, as proved in the Mobilgas Economy Run. **STANDARD 318 CU. IN. V8,** with 2-barrel carburetor. Don't let the quietness and

economy of the standard V8 fool you. It's still one of the hottest V8's going. Fact is, a '63 Dodge with a standard V8 packs more power per pound than most any car around. Yet it only uses regular gas. **OPTIONAL 383 CU. IN. V8,** with 2-barrel carburetor. Standard engine on the hot Dodge Polara 500 models and optional on all other '63 Dodge models. This engine makes the Polara 500 one of the hottest production cars ever built. It'll do the same for any Dodge. **OPTIONAL 383 CU. IN. V8,** with 4-barrel carburetor, dual exhausts, high-performance cam. Basically, it's the same hot engine used by Dodge Police Pursuit cars, where action is the name of the game. **SPECIAL OPTIONAL 426 CU. IN. V8,** with standard dual 4-barrel carburetion, short branch ram intake manifold, dual exhausts. This is our maximum performance engine, so maximum it can be recommended for all-out performance specialists only. **CHOICE OF TRANSMISSIONS—STANDARD 3-SPEED MANUAL.** Here's the

easy way to get maximum performance and gas economy. No stretch. No grind. Shifting is quick, quiet, and smooth with the 1963 Dodge standard manual transmission. The new easy-to-reach clutch pedal combines with extremely low actuating effort to assure complete clutch disengagement when shifting gears. You'll enjoy shifting for yourself in a Dodge. **PUSHBUTTON TORQUEFLITE AUTOMATIC TRANSMISSION.** In a pushbutton age, what could be more natural than a pushbutton automatic? Here's real live action at your fingertips. Just push the button you want and away you go. TorqueFlite has three speeds instead of the usual two! Three speeds give you more go in low, uses less gas while you're on the go, and gives you a smoother shift all the way through. There's a handy lever on the pushbutton selector to lock the transmission in place when you park. Keeps the car from rolling on a hill. This selector is located at the left of the steering wheel—for your convenience and out of the reach of youngsters.



## THE SIT-UP AND STRETCH-OUT ROOM OF NEW STRAIGHT-LINE DESIGN

Family-size room is back in style again. Dodge put it there with new Straight-Line Design. Notice how the new roofline flows straight back instead of sloping off. In the past it was the cutting of corners in back that cost you room. No more. Dodge's rear seat passengers enjoy lots of headroom now. And the longer wheelbase permits the placement of seats farther to the rear. That means more room for legs and feet, more room all around. This year, the Dodge floor tunnel is low and narrow, very trim. Every passenger—but especially the one in the middle—will enjoy the comfort that results. Indeed, with so much room all about, it's little wonder that Dodge offers CHAIR-HIGH SEATS . . . seats that let you sit up and take notice or stretch-out and relax. Dodge room restores dignity and comfort to the human form.

## FINEST RIDE IN THE LOW-PRICE FIELD—BAR NONE

We could praise Dodge's torsion-bar ride until we were blue in the face. But the only way you can enjoy the big difference is to try it yourself. We can tell you, however, how Dodge's ride works and why it works so well. There's a strong steel torsion bar at each front wheel. They flex with the road while you float over it. Torsion bars soak up shock, bumps, ruts, dips, twists, turns, while you sit straight and steady in a smooth, level, quiet ride. Torsion bars team up with rear leaf springs to give you superior lateral stability, firmer control, better balance. You track flat and level through curves and corners. Lean and sway are what others do, not you. Add to this Dodge's rugged Oriflow shock absorbers and you strike a perfect balance between a soft, smooth ride and firm, road-holding control. You steer Dodge with effortless ease . . . because of the low-friction steering gear. You'll think you paid for power steering when you didn't. Drive Dodge and see what we mean.

## SPECIFICATIONS—DETAILED PROOF THAT DODGE IS YOUR BETTER BUY IN

### THE LOW-PRICE FIELD

WHEELBASE. 119" (wagon 116"). EXTERIOR DIMENSIONS. Tread, front 59.4"; rear 57.5". Overall Length 208.2" (wagon 210.7"). Overall Width 76.5". Door Opening, front 30.7"; rear 28.3". INTERIOR DIMENSIONS. Headroom, front 38.1" (Conv. 39.9", wagon 38.4"); rear 37.5" (conv. 37.6", wagon 38.5"). Shoulder Room, front 57.5", rear 57.6" (conv. 47.9"). Hip Room, front 40.8", rear 61.0" (conv. 50.0"). Leg Room, front 42.0", rear 38.1" (conv. 35.3", wagon 36.7"). ENGINES. Standard on Dodge 6-cylinder models: 225 Slant 6. Overhead valve, 30° inclined, 6 cylinders. 225 cubic inch displacement. Bore 3.40". Stroke 4.125". Compression ratio 8.2 to 1. Horsepower 145 at 4000 rpm. Torque 215 lbs. at 2800 rpm. Single downdraft carburetor. Coolant capacity without heater, 12 quarts. Standard on Dodge V8 models: 318 V8. Overhead valve 90° V-type, 8 cylinders. Displacement 318 cubic inches. Bore 3.91". Stroke 3.31". Compression ratio 9.0 to 1. Horsepower 230 at 4400 rpm. Torque 340 lbs. at 2400 rpm. Dual downdraft carburetor. Coolant capacity without heater, 20 quarts. Standard on Dodge Polara 500: 383 V8. Overhead valve 90° V-type, 8 cylinders. Displacement 383 cubic inches. Bore 4.25". Stroke 3.38". Compression ratio 10.0 to 1. Horsepower 305 at 4600 rpm. Torque 410 lbs. at 2400 rpm. Dual downdraft carburetor. Coolant capacity without heater 16 quarts. OPTIONAL ENGINES: 383 power pack V8. Overhead valve 90° V-type, 8 cylinders. Displacement 383 cubic inches. Bore 4.25". Stroke 3.38". Compression ratio 10.0 to 1. Horsepower 330 at 4600 rpm. Torque 425 at 2800 rpm. 4-barrel carburetor. High-performance cam. Dual breaker distributor. Dual exhausts. Coolant capacity without heater 16 quarts. 426 competition V8. Overhead valve 90°

V-type, 8 cylinders. Displacement 426 cubic inches. Bore 4.25". Stroke 3.75". Compression ratio 11.0 to 1 (optional ratio 13.5 to 1). Horsepower 415 at 5600 rpm (425 optional). Torque 470 lbs. at 4400 rpm. (480 lbs. optional). Standard equipment includes two 4-barrel carburetors. Pop-top aluminum pistons. High-overlap cam. Hand choke. Dual exhausts. Coolant capacity without heater 16 quarts. CLOSED CRANKCASE VENTILATION. Standard on all Dodge models. Reduces smog producing hydro-carbons. Keeps engine cleaner, more efficient. MANUAL TRANSMISSIONS. Standard 3-speed. Shifting lever steering column mounted. Ratios with 6-cylinder models: transmission 2.95 to 1, 1.83 to 1, 1.00 to 1, reverse 3.80 to 1. Axle 3.31 to 1 (wagon 3.23 to 1). Ratios with 8-cylinder models: transmission 3.02 to 1, 1.49 to 1, 1.00 to 1, reverse 3.34 to 1. Axle 3.23 to 1. AUTOMATIC TRANSMISSIONS. 3-speed, pushbutton control, water cooled with lever actuated parking sprag. Ratios for 6-cylinder & V8 models: transmission 2.45 to 1, 1.45 to 1, 1.00 to 1, reverse 2.20 to 1. Standard axle with 6-cylinder 2.93 to 1 (optional 3.55 to 1); with 318 cu. in. V8: 2.76 to 1 (optional 3.23); with 383 cu. in. V8: 3.23 to 1 (optional 2.76). SUSPENSION. Torsion bars and ball joints up front. Asymmetrical leaf springs in rear. (5 leaves, 6 on wagons.) Oriflow shock absorbers mounted at each wheel. TIRES. 7.00 x 14" rayon black sidewall standard. 7.00 x 14" white sidewall or 7.50 x 14" white sidewall optional at extra cost. BRAKES. Hydraulic, self-adjusting. Bonded linings, 195.2 square inches (standard); 234.1 square inches (optional). ELECTRICAL SYSTEM. 12-volt, 6-cell battery. 35 amp alternator standard on all Dodge models. High-speed starter. FUEL CAPACITIES. 20 gallons (wagon 21.5 gallons). OIL CAPACITIES. Four quart oil capacity on all Dodge models (5 when changing oil filter).

The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice.