

# Dodge moves ahead

DODGE DOESN'T WAIT FOR FALL. TODAY DODGE ANNOUNCES A TOTALLY NEW LINE OF LUXURY CARS...CUSTOM-MADE FOR THE BIG CAR MAN. BIG ROOM. BIG RIDE. BIG POWER. AND PRICED TO BE THE BIGGEST BARGAIN ON WHEELS!!!!

## THE BIG NEW DODGE CUSTOM 880



DODGE CUSTOM 880 4-DOOR HARDTOP ON A BIG 121" WHEELBASE



One reason a manufacturer waits for fall to introduce a new car is that everyone else does! Well, not Dodge. Right now at your Dodge Dealer's is a totally new line of cars on display for the first time—hardtops, sedans, wagons, and convertibles. They're just out—the big new Dodge Custom 880. Custom-made for the big car man (and for his lady, too). BIG in everything but price. Size it up and see. It's the biggest bargain on wheels!

**SEE IT NOW. ON DISPLAY FOR THE FIRST TIME. DRIVE IT! PRICE IT!**