



Dodge Dart: 3 great series—Seneca, Pioneer, Phoenix—20 beautiful models, V-8 and "6"

# AMERICA DISCOVERS THE ALL-NEW DODGE DART



A complete new line of economy cars in the low-price field!

Here is the one that's causing the stir—*Dodge Dart!* There has never been a car like it in the low-price field. The Dart is proving to car buyers that *you don't have to sacrifice comfort to get economy.* A new way of building Dodge Dart replaces space-wasting "double-decker" construction with space-saving Unibody. You get more

room, more comfort, with less bulk. A new kind of six-cylinder engine, the Economy Slant "6," lies on its side to breathe better, deliver more miles per gallon. You save on gas, save on upkeep, and enjoy fine-car roominess, ride and performance.

Go to your Dodge Dealer's and discover Dodge Dart—America's first *fine* economy car.

THE DODGE DART IS PRICED MODEL FOR MODEL WITH OTHER LOW-PRICE CARS.

DODGE DART	CAR F	CAR P	CAR C
SENECA	Fairlane	Savoy	Biscayne
PIONEER	Fairlane 500	Belvedere	Bel Air
PHOENIX	Galaxie	Fury	Impala

Dodge Division of Chrysler Corporation

NOW DODGE BUILDS TWO GREAT CARS: DODGE DART • '60 DODGE