



You can pay a barrel of money for a new station wagon  and still not get half the "extras" Dodge Dart offers. Extra strength and space  with Dart's all-welded Unibody construction. (No squeaks,  rattles or rust.) Extra convenience with Dart's one-piece tailgate  with roll-down rear window.  (No clumsy liftgate to wrestle.) Extra fun with Dart's rear-facing  "Observation Lounge." (No climbing  over second-seat passengers.) Extra expensive? Of course not! Dart is in the  low-price field!*

Dart: low cost investment in family living!



Many families consider the Dart station wagon the best investment they've ever made. They like Dart's low price—it leaves money for other family activities. They appreciate Dart's gas-saving economy also—it's easy on family budgets. And Dart wagons

are so smart and roomy and inviting! So if a station wagon is the answer to your family's way of life, you can't find a better or more satisfying buy than Dodge Dart. Thousands of families *just like yours* have already made the move. Why not join them—this week?

*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

America's 1st Fine Economy Car

DODGE DART



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

Dodge Division of Chrysler Corporation