

Dodge Dealers are such nice people to do business with. Example: Dart prices start right down with the very lowest.* Yet many dealers (the soft-hearted fellows) are shaving the price even lower. Buyers also like Dart's fine-car looks, its high gas mileage, its rock-solid Unibody construction. Result? Nearly 1000 people a day are switching to Dart. See your dependable Dodge Dealer. He always carries a sharp pencil!

Dart: niftiest, thriftiest low-price buy!



Unless you actually enjoy throwing money around, there is no reason in the world to pay a big price for a car when Dodge Dart gives you everything anyone could want. Dart is a truly *fine* car, smartly styled and tastefully appointed, with roomy, built-for-comfort

interiors. It has a new Economy Slant "6" engine that delivers outstanding mileage on "regular" gas. And Dart's one-piece all-welded Unibody construction almost puts an end to squeaks, rattles and rust. So buy a Dart—and bank the difference!

*Dodge Dart is priced model for model with other low-price cars

DODGE DART	CAR F	CAR P	CAR C
SENECA	Fairlane	Savoy	Discayne
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