



GET THE WHEELS WITH THE DODGE ON TOP

Do you prefer a compact or full-size car? No matter. We build both. Our compact, the Dodge Lancer is priced down the line with Comet, Falcon and Corvair. The Dodge Dart, a full-size Dodge, is priced model for model with Ford and Chevrolet. All Dodge cars, compact or full-size, share features their major competition does not offer. For instance:

STANDARD OR COMPACT
YOU GET A GREAT DEAL WITH
DODGE

Each has a unitized, rust-proofed body. A superb ride: Torsion-Aire. And a new device called an alternator. It will make the battery last far longer than usual. Because, unlike a conventional generator, it will charge even at idle. Whichever size car you prefer, compact or standard, see your Dodge Dealer. He's got the wheels with the Dodge on top.