

 The neighbors will think you've hit the jackpot  when you drive home  in your new Dodge Dart. Dart is so smart  and stylish looking, you can't blame them for thinking  it costs a pile of money.  The fact is  Dart is priced  model for model with other low-priced cars.* And Dart's new Economy Slant "6"  really stretches gas. So don't keep the neighbors in the dark.  Give them the happy facts about Dart. Please?

DART: So much fun for so little money!



People are simply amazed when they learn that the Dodge Dart is in the low-price field. Dart is such a *fine car*, so roomy and comfortable and luxurious, it's just natural that people would think it costs hundreds of dollars more than it actually does. And Dart's one-piece all-welded Unibody construction

makes it up to *twice as strong* as cars with separate body and frame. Another benefit: Each Dart body is protected against rust and corrosion by seven separate rustproofing baths. Result? Dart stays tight and new and showroom bright *years longer*. For a sound return on your investment, put your money on Dodge Dart.

*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

AMERICA'S 1st FINE ECONOMY CAR

DODGE DART

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