

 Time you got acquainted with America's  *Fine* economy car.
 Offers more  solid comfort than cars costing barrels  of money:
 No "low bridge" doors to knock your hat off  . . . no "sitting on the floor" 
 to get headroom. New  Economy Slant "6" lies on its side to save money,
 and a zippy V-8 likes "Regular" gas best. Prices start so close to the "cut-down
 cuties"  you can't believe it. **20** models, all body styles, in Seneca,
 Pioneer, or distinctively smart Phoenix Series. You're in for a real thrill . . .

THE DAY YOU DISCOVER DODGE DART



Comfort is king in the new low-priced 118" wheelbase Dodge Dart. Revolutionary *Unibody* does away with space-wasting "double decker" construction, where body is perched on top of frame. Now body and frame are united in a one-piece "fortress of steel," more solid and more spacious. Yet with all its fine-car qualities, Dodge Dart is an *economy* car. First cost is remarkably

low. You can cruise 400 or more miles on a tank of gas. Upkeep costs should compare favorably with the midgets. And Unibody construction keeps your Dodge Dart *new* far longer: solid, rattle-free, squeak-free, protected against corrosion. Make today *your* day to discover the Dodge Dart.

DODGE DIVISION OF CHRYSLER CORPORATION

DODGE DART



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