

Dodge



What's groovy outside,



roomy inside,



makes the girls purrr...

and gives you

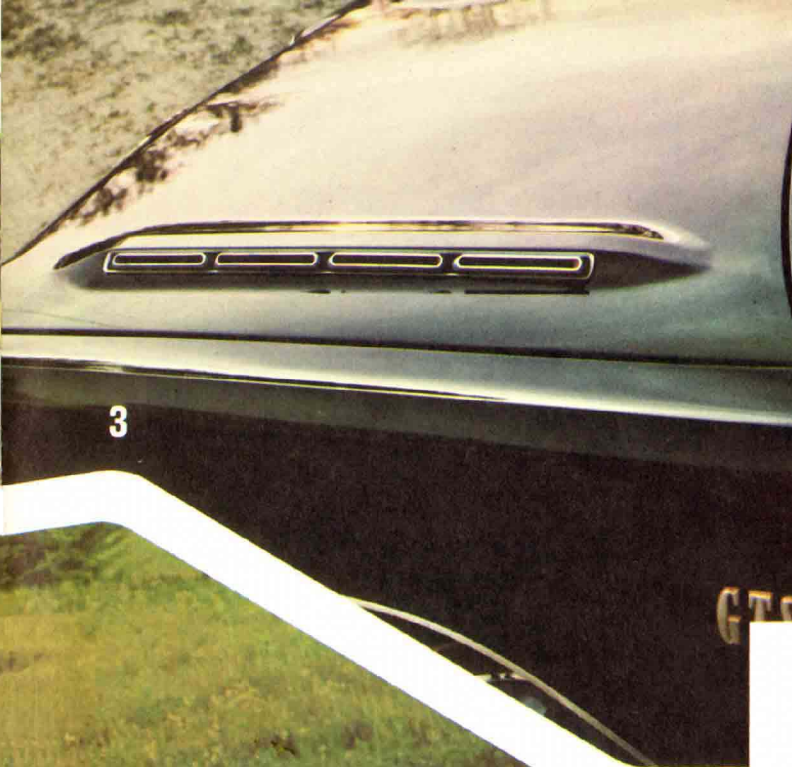
DODGE fever

'68 Dodge Dart. Best-looking reason in the world to save money.

Wouldn't you know it? Just about the time you're convinced that you're going to have to plunk down a bundle to get the kind of size, styling and luxury you want... along comes Dart '68. And you begin to get the Fever. You'll find the new Dart is bigger than any compact you're used to. Aspired performer to be sure. With a snappy

170-cubic-inch Six at the low end and a 383 4-barrel V8 at the high. (And there's a choice of four engines in between.) But for all its muscle, Dart is a real softy inside. Padded instrument panel. Padded sun visors. Padded seatback. Padded steering wheel hub. Carpeting all around, of course. And a lot of new safety items

for your security. Dart's low compact price gives you plenty of room to exercise your options. Things like a vinyl top, Rallye Suspension, Tach for V8 engines. Air conditioning. And even a rear window defogger. Dodge Dart—America's best-selling compact. Proof that you don't have to be rich to cure Dodge Fever. See it now.



DART GTSport THE SCAT PACK COMPACT

Drive safely. It's contagious.

There was a time when all the great American cars were either as big as a house or strictly two up. No more. GTS is a new breed. Different in the way it feels, looks, handles.

It doesn't take much thinking to cram the biggest mill available into the smallest car you make. What you end up with is a nose-heavy stone that won't corner if you bribe it. That's why GTS offers the first new small V8 in a decade. (If you call a 340-cube 4-barrel small.) What you get is a car that puts the traction where it counts and that changes direction like the tip of a whip. It doesn't take a mint to afford it or a mechanic to keep it running.

What you also get are more than enough room for two couples on the town, a look inside and out that makes you feel like the last of the big spenders, stripes, wide treads, and a new air scoop hood design.

Dart GTS, proof that a great bundle of action doesn't cost a bundle any more. Quit dreaming. Start driving. Stop in at your Dodge Dealer's and tool around the block once or twice. It will make a believer out of you.

1. GET A GRIP FOR YOURSELF.

This one comes equipped with wide treads, with competent springs, shocks and sway bar to match. It's called the Rallye Suspension. If you forget how to spell it, don't worry. You can't buy a GTS without it.

2. ANY WAY YOU WANT IT.

Some people think this car looks best without any stripes at all. Others prefer the bold bumblebee variety or rallye stripe down the side. Who are we to tell you what to do? Any one of the three, your choice.

3. HERE'S THE SCOOP.

Now that you know what the new air scoop hood design looks like, you ought to try what's hidden inside. Either the new 340-cu.-in. V8 or the optional 383 four-barrel. The looks may be only skin deep, but that GTS brand of action goes clear through.

4. GREAT IN THE STRETCH.

The bucket seats are standard. The head restraints and console optional. The nicest standard thing about the accommodations, however, is the extra room they're in. Carpets and foam padding on the seats are standard, naturally.

5. SAVINGS AND SPICE, THAT'S WHAT GTS IS MADE OF.

Nice, the way GTS gives you the things you want most without shredding the old bankroll. Leaves you with enough left over to live a little. So why don't you? Your Dodge Dealer is the man to see.

Congratulations . . . you've got
DODGE fever