

SPANKING  
NEW FULL-SIZE DODGE  
PRICED MODEL FOR MODEL  
WITH FORD AND  
CHEVROLET

# DART!!



The new automobile you are looking at is a 1961 Dodge called Dart!! It is upsetting automotive appraisals all over the place. Why? Because Dart is a full-size Dodge priced model-for-model with Ford and Chevrolet. It has Dodge room, Dodge comfort and Dodge quality throughout. It has a rust-proofed, rattle-proofed unitized body. It has a new battery-saving alternator-generator. It rides, handles and parks beautifully. It is just about the most economical family-size car going. Dart has many other good things, twenty-three models for instance: sedans; hardtops; wagons; a convertible. You'll like Dart!! See your Dodge Dealer. You'll like him, too.

**DODGE**  
**DART!!**



FULL-SIZE DODGE  
PRICED MODEL  
FOR MODEL WITH  
FORD AND CHEVROLET

# DART!!



The new automobile shown above is a bona fide bargain. It is a 1961 Dodge called Dart!! It is priced model for model with Ford and Chevrolet. That's Dart!! And that's value. No limited edition, there are 23 models to pick from. Bound to be one to suit you and your family. Also, consider this. Dart has Dodge room, comfort and quality throughout. The body is unitized, rust and rattle-proofed. You get excellent gasoline mileage with either six or eight cylinder engine. There is an alternator-generator that will greatly increase battery life, it charges even at idle. Dart has many other good things to recommend it. Your Dodge Dealer will be happy to elaborate. See him, won't you.

**DODGE**  
**DART!!**



FULL-SIZE DODGE  
PRICED MODEL  
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# DART!!!



The car shown above is a 1961 Dodge Dart!! The secret of its success is simple. Dart does not look, ride or feel like a low price car. Yet, it sells for the price of a Ford or Chevrolet. You get Dodge room, Dodge comfort and Dodge quality throughout. You get a ride that has been repeatedly called, "the best in the business". You get a rust and rattle-proofed unitized body to protect your investment. You get an alternator-generator that will charge the battery even in slow moving traffic, make it last far longer than usual. You get a choice of 23 different models: sedans, hardtops, wagons, a convertible. With gas-saving six or V8 engines. That's Dart!! And that's value. See it at your dependable Dodge Dealer.

**DODGE**  
**DART!!**





## FULL-SIZE DODGE PRICED MODEL FOR MODEL WITH FORD AND CHEVROLET

The car shown above is a 1961 Dodge Dart!! It's a very successful car. For a number of reasons. Dart does not look, ride or feel like a low price car. Yet it sells for the price of a Ford or Chevrolet. You get Dodge room, comfort and quality in full measure. You get a ride that is acknowledged the "best in the business." You get a unitized body, rust-proofed to protect your investment. You get an alternator-generator that will charge even at idle, make the battery last far longer than usual. You get a choice of 23 different models: sedans, hardtops, wagons, a convertible. With gas-saving Economy Slant Six or V8 engine. That's Dart!! And that's value. See it at your dependable Dodge dealer.

**DODGE  
DART!!**