

SUPPLEMENT TO
NIAGARA FALLS GAZETTE



America's only
all-new 1970 car is here!
NEW DODGE CHALLENGER
See it this week!

1970 Dodge Challenger R/T 2-door hardtop. If you want all the "news" for '70...you could be DODGE MATERIAL.

'70 MONACO • '70 CHARGER • '70 CHALLENGER • '70 DART • '70 CORONET



The all-new 1970 Dodge Monaco. Or...a luxury car is not measured by price alone.

How can you improve on a suspension that experts have said offered "best handling and roadability in the business"? Let the new 1970 Dodge Monaco show you. Take the engine, the supple torsion bars, the steering gear. Mount them on a massive frame. Isolate them from the Unibody with special rubber mounts in eight critical areas. The result, Dodge's new Torsion-Quiet Ride. A body that

floats on its undercarriage. Torsion-Quiet. A new concept in silence. Without losing the torsion-taut roadability that Dodge made famous. All this waits in a new body that is actually roomier than two of America's most expensive luxury cars. Lavish interiors accented with simulated walnut, punctuated with silence. If you demand one quiet hour a day . . . you could be **DODGE MATERIAL.**

Dodge offers automatic speed control with a memory! (Optional.)



A wider stance contributes to Monaco's superior new ride and control.





1970 Dodge Charger. Stands out with the "in" crowd.

This one will turn heads wherever it goes. It's that kind of car. The kind of car you buy when you're ready for a sharp-looking sports type with a little more room. A car with a continental-type front bumper that encompasses the grille. Hidden headlights. Rallye instrument panel. Rallye Suspension. Racing gas cap. Bucket seats, or bench. Charger offers both. Either way, it gives you an awful lot of car for

a surprisingly low price. And for a few bucks more, you can have the Charger R/T—a high-performance version of a very special car. R/T comes with a 440-cu.-in. Magnum V8, TorqueFlite automatic transmission, a heavy-duty R/T Rallye Suspension, dual exhausts plus many other performance items. If you're waiting for an invitation . . . this is it. Drop in. Shape out. Stand out. 1970 Dodge Charger.



If you don't
want another
same old
brand-new
car...

you could be
DODGE
MATERIAL.





You'll go plum crazy over this new Challenger color. It's "Plum Crazy."

Warning, sports compacts...there's a brand-new Challenger in town.

Here it comes, the only new entry in the sports compact field. Gripping the road with a stance that says solid. Engine choices that run from a thrifty Six up to the incomparable 426 Hemi. Nine models in all, priced to compete with the pony cars. Challenger is here. And it will change the world you drive in, for good.

WIDER STANCE

Enter Challenger, an all-new car . . . with a wider stance for greater stability and security on the road. More car between the wheels means you can carve corners with exacting precision and sureness. It's a brand-new ball game, sports car lovers.



MORE DOOR

Thicker—with side-impact protection. Deeply moulded and indented, too. Door handles, inside and out, are flush. Nice, don't you think?



NEAT SEATS

Bucket seats with integral head restraints. Foam-padded. Finished in leather and vinyl. (SE models.)



MORE MILLS

Nine in all. Run your finger down the list of engines. Stop when you get to your kind of "Go."



MORE TOPS...MORE MODELS

Three tops available. Standard (shown), a Special Edition (SE) with vinyl-covered formal roof hardtop, and convertible. All nine models feature concealed wipers, locking steering-wheel column, deep-pile carpeting, dual headlights, and more.



If you think this was worth waiting for... you could be **DODGE MATERIAL.**





1970 Dart Swinger. For the man going compact... a going compact.

Here comes Dodge Dart. Swinging into the 'seventies. Still America's man-sized compact. And this year, Dart's got even more going for it. A new look. A longer hood to house new, larger engines. A thrifty new 198-cu.-in. Six or a snappy 318-cu.-in. V8 on most models. But best of all

. . . Dart's still what it started out to be. A comfort-filled compact. Room for six. Nimble handling. Easy to own. Yes, and even with all its improvements, Dart's price stays beautifully within your budget. If you won't take small for an answer . . . you could be **DODGE MATERIAL.**



This Dart Swinger color is "Banana," 'cause it stands out from the bunch.





1970 Dodge Coronet. It still believes a low priced car ought to be low priced.

A good low-priced car is hard to find. A roomy (six-adult-capacity), low-priced car is even harder. Enter the 1970 Dodge Coronet. Very big for its price. Choice of 17 lively models, running all the way up to the sporty bucket-seated 500, shown above. Besides all-new looks you can be proud

of, the Dodge Coronet 500 has an all-vinyl interior, carpeting, three-spoke steering wheel, a 318 V8, and more than 20 reassuring safety features. And all for a price that will drive you right out of the high-rent district. 1970 Dodge Coronet—a brand-new, good-old, low-priced car.



If you care
how much
you pay...

you could be
DODGE
MATERIAL.



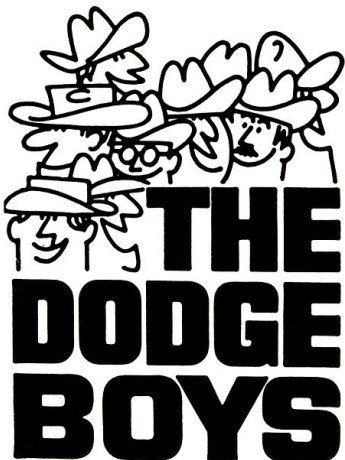


If you aren't
leading a double
life, try an
Adventurer. Your
Dodge Dealer can
show you the way.
Tell him Don Knotts
sent you.



NEW DODGE ADVENTURER - The **SPORTTRUCK** that leads a double life

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SEE YOUR DODGE DEALER THIS WEEK"

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MOTORS CORPORATION