



WE'VE GOT YOU CORNERED CHARGER R/T

We'd like to hand you a line. Right through the esses. And suddenly "sport sedan" takes on an all-new meaning. Wide-treads, heavy-duty springs, shocks, brakes, sway bar. We wouldn't sell a car like this without them. Magnum 440 or optional Hemi. Dodge will see you around.

STANDARD CHARGER R/T EQUIPMENT

- 440-cid Magnum (4-bbl.) V8, 375 hp
- Choice of 3-speed automatic or Hurst 4-speed manual
- Dual exhausts
- HD suspension
- HD shocks
- HD brakes
- Dodge Charger Rallye instrument panel
- F70x14 wide-treads

OPTIONAL

- 426 Hemi

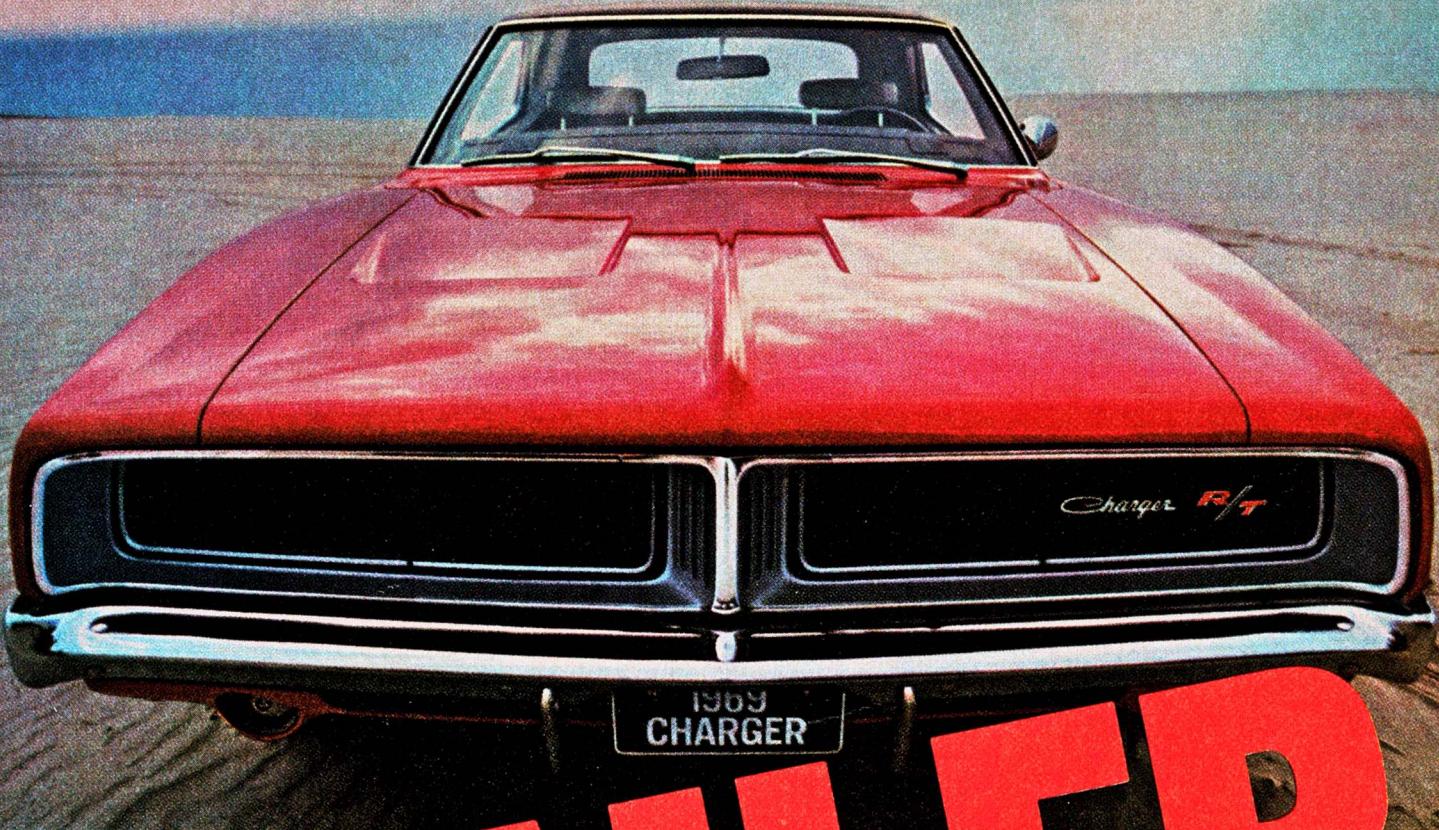
DON'T BE CAUGHT DEAD WRONG—DRIVE SAFELY.



Dodge


CHRYSLER
MOTORS CORPORATION

Dodge Super Pack ... the cars with the Bumblebee stripes



WAILER

CHARGER R/T

There you sit in silence. Cool. Unruffled. But you're about to be discovered, George. That gaping split grille. The Charger R/T badge. The Hurst competition-plus shifter. Twin 2½" pipes and wide-treads to boot. Your secret's out. That's no kiddy car . . . take it to the strip where the men are. Class will tell.

STANDARD CHARGER R/T EQUIPMENT

- 440-cid Magnum (4-bbl.) V8, 375 hp
- Choice of 3-speed automatic or Hurst 4-speed manual • Dual or Rallye instrument panel
- HD suspension • HD shocks
- HD brakes • Dodge Charger F70x14 wide-treads

OPTIONAL

- 426 Hemi

SAFETY IS NO ACCIDENT. DRIVE WITH CARE.

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Mother warned me...

that there would be men like you driving cars like that. Do you really think you can get to me with that long, low, tough machine you just rolled up in? Ha! If you think a girl with real values is impressed by your air conditioning and

stereo . . . a 440 Magnum, whatever that is . . . well—it takes more than cushy bucket seats to make me flip. Charger R/T SE. Sounds like alphabet soup. Frankly, I'm attracted to you because you have a very intelligent face. My name's Julia.

Join the fun . . . catch
DODGEfever



SLICK

DODGE CHARGER 500

What, you ask, have we done to our Charger?
In a nutshell, we've slicked it up a bit.
It seems the roundy-round bunch like to "raise the ante" so to speak.

Thusly, we introduce our newest creation, the Charger 500.
It comes equipped with all of the great features you know and love in the Charger R/T
- but with a few "special" modifications, like a flush grille and a fastback roofline.
That should make 'em happy!

STANDARD CHARGER 500 EQUIPMENT

- 440 CID, 375 HP (4 bbl) V8
- Choice of 3 speed automatic or 4 speed manual
- Dual Exhausts
- HD Suspension Package
- HD Brakes
- F70 x 14 Wide-Treads
- Special 500 Grille, backlight, stripe and nameplates.

OPTIONAL

- The Hemi - 425HP

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Dodge Super Pak ... the cars with the Bumblebee stripes



NOW A DODGE CHARGER WHITE HAT SPECIAL.

If you take a car that's breaking sales records all over the country...

Add the options people want most...

And cut the price...

Will more people buy it?



Let's find out.



Dodge White Hat Special Charger.

Now you can get a super deal on America's Super Car.

The special low White Hat package price includes:

- Vinyl roof in black, white, tan or green
- Simulated, wood-grained steering wheel
- Hood-mounted turn signals
- Light group
- Outside, remote-control rearview mirror
- Whitewall tires
- Deep-dish wheel covers.

Look for the special "White Hat" sticker.

It's your ticket to a money-saving deal.

How can you resist it?



Get **Dodge Fever**

Dodge





COOL IT

CORONET SUPER BEE

You're sitting watching the Christmas tree, when this thing with scoops on the hood throbs up. There're crazy stripes on the rear and some kind of bee. Goodbye. It's Super Bee. The scoops scoop. With its new Ramcharger Air Induction System, the vent opens, and a sudden rush of cool, dense air is rammed through the carburetor. The engine gets the message loud and strong. You might say Ramcharger turns a hot mill on by cooling it. Standard with a Hemi and optional with the 383 Magnum V8.

STANDARD SUPER BEE EQUIPMENT

- Special 4-bbl. 383-cid Magnum V8 (440 Magnum V8 heads, valve gear, hot cam and manifolds), 335 hp @ 5,200 rpm
- Hurst 4-speed with HD clutch
- HD suspension
- HD shocks
- HD brakes
- Dodge Charger Rallye instrument panel

OPTIONAL

- 426 Hemi—two 4-bbl. carbs—425 hp @ 5,000 rpm

REAR AXLE RATIOS

- 383 Magnum V8—standard: 3.23:1; optional: 3.55:1, 3.91:1
- Hemi—standard: 3.23:1; optional: 3.54 (with 4-speed manual), 3.55:1 (with automatic), 4.10:1 (with manual or automatic)

SAFETY IS NO ACCIDENT. DRIVE WITH CARE.

Dodge Scat Pack ... the cars with the Bumblebee stripes

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SUPER BEE



CAN LOWER YOUR E.T.
AND YOUR PAYMENTS
AT THE SAME TIME.

The difference in price between a 1968 Dodge Coronet R/T hardtop and this year's Coronet Super Bee is \$215.* The R/T had a 440 Magnum V8 engine vs the Super Bee's 383 Magnum V8, and chrome-tipped exhausts vs paint-tipped pipes. Tests by

drag race king Dick Landy with both cars show about a .02 sec. difference through the quarter mile. What to do with the money you save? Try our nasty Ram Air Package (priced at \$73.30), quarter scoop panels (priced at \$35.80), Sure Grip differential (priced at \$42.35), and fat balloons (priced at \$26.45), to name a few. That will handle the .02 sec. difference in a hurry.

Coronet R/T. Base car, \$3379.00. Rallye instrument panel w/tach, \$90.30; head restraints, \$43.90. Total, \$3513.20.

Coronet Super Bee. Base car, \$3138.00.

Tachometer, \$50.15; bucket seats, \$100.85; 70-amp-hr battery, \$8.40. Total, \$3297.40.

4-speed manual transmission with Hurst shifter, heavy-duty suspension, oversize drum brakes, and Red Line tires—standard on both cars.

Based on Manufacturer's Suggested Retail Price, including federal excise tax and suggested Dealer preparation charge, and excluding state and local taxes, destination charges, and other optional equipment.

SIX PACK TO GO!

This is the new 440 Magnum V8-powered Dodge Super Bee Six-Pack. With? Three Holley two-barrels on an Edelbrock aluminum manifold. Your choice of 4-speed manual with Hurst shifter or 3-speed automatic. A 4.10 ratio, 9 $\frac{1}{2}$ " Dana axle with Sure Grip differential. G70x15 Polyglas tires on 6" wheels. A fiber glass scoop so mean-looking it'll scare you. And a hood you take off, held down by four NASCAR hood pins. 'Nuff said? Well, how about this? 390 bhp @ 4700 rpm. 490 lbs.-ft. of torque @ 3600 rpm. Now get with it. At your nearby Dodge Dealer's. Ask for the Super Bee Six-Pack. That'll do it.



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Dodge Six-Pack ... the cars with the Bumblebee stripes

