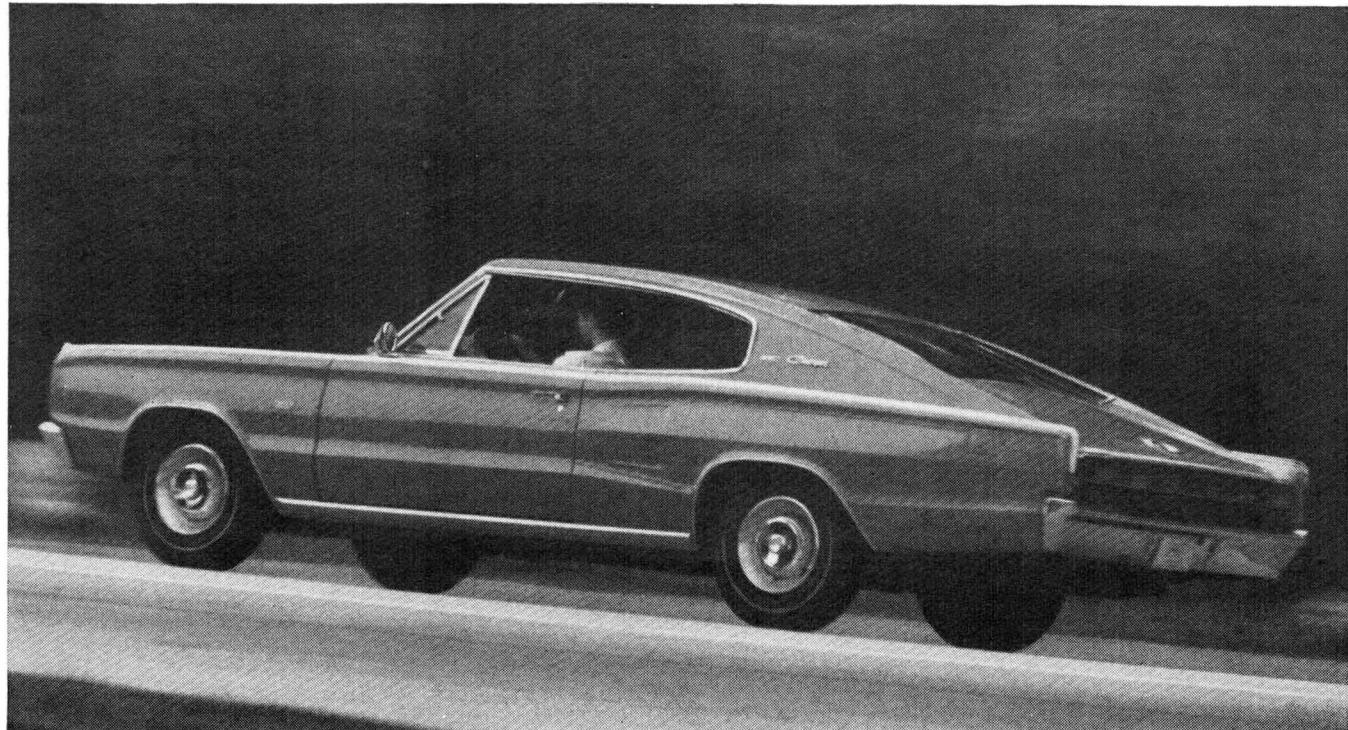


EVEN CUSTER COULDN'T MUSTER A STAMPEDE LIKE THIS



Dodge Charger musters enough horses, with optional 426 Hemi V8 or 440-Magnum, to mount up a whole cavalry troop. And then some. Along with each of these smooth, powerful, responsive performers, you get a whole package of special handling equipment to make America's first full-sized fastback behave like a thoroughbred: heavy-duty suspension, high-performance nylon tires, and big 11-inch brakes (with discs optional up front). Every Charger has a dash-mounted tach, front buckets and fold-down rear seats, full-width taillights, plus disappearing head lamps that blend beautifully with the front end styling. Check it out for yourself . . . Dodge Charger, a balanced automobile engineered for the enthusiast.

It's Dodge
Rebellion
Operation '67

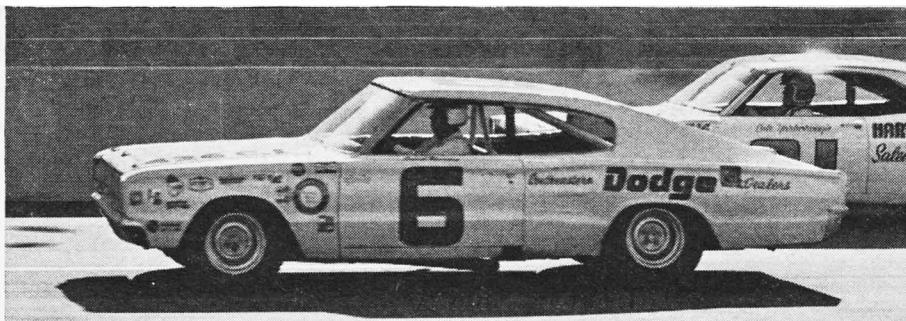


'67 Dodge Charger

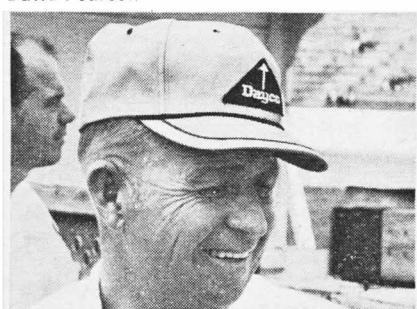
DODGE DIVISION  CHRYSLER
MOTORS CORPORATION



David Pearson



Pearson's Dodge Charger



Cotton Owens, who prepared Pearson's cars



James Hylton



Iggy Katona (left) and Ernie Derr

DODGE GOES RACING. AND LOOK AT THE RESULTS:

Firecracker 400.
National 500.
World's closed track stock car record.
IMCA Championship.
ARCA Grand Championship.
NASCAR Rookie of the Year.
NASCAR Grand National Championship.

When the starter's flag dropped at Rockingham last October, it was not a question of whether Dodge would take the NASCAR Grand National Championship, but of which Dodge driver would. At the end of that race, Dodge driver David Pearson took the crown. James Hylton, Rookie of the Year, also driving a Dodge, ran a very close second to Pearson for the point champion-

ship. The ARCA Grand Championship was taken by Iggy Katona with a Dodge Coronet at Dayton, Ohio; the IMCA Championship for the second straight year and seventh time by Ernie Derr and Dodge. Sam McQuagg, 1965 NASCAR Rookie of the Year, took the Firecracker 400 at Daytona; Lee Roy Yarbrough, the National 500 at Charlotte and the

closed track record at Daytona—both driving Dodges. Quite a year for Dodge.

These cars were specially prepared, modified and equipped for racing. Of course, you won't find cars identical to them at your Dodge Dealer's. But remember that all Dodges come from the same factory, designed with the same know-how. Try Dodge for '67.

'67 Dodge

DODGE DIVISION



CHRYSLER
MOTORS CORPORATION

Tied down by today's car prices?
The Good Guys to the rescue with their "White Hat" Special.



What's a "White Hat" Special? It's a dazzling new Dodge Coronet 440—with the special features you have wanted at a special low package price!

- White or black vinyl top or a standard roof
- Deluxe wheel covers
- White sidewall tires
- Bumper guards, front and rear
- Deluxe steering wheel
- Fender-mounted turn signals

The "White Hat" Special is available in your choice of a 2-door hardtop (shown here) or a 4-door sedan. Colors? Choose again from a rainbow of nineteen! Air conditioning and V8 power? The Good Guys can make 'em yours for a breeze! Also, ask about the "White Hat" Special on Charger. See your Dodge Dealer. Try a "White Hat" Special on for size.

Dodge

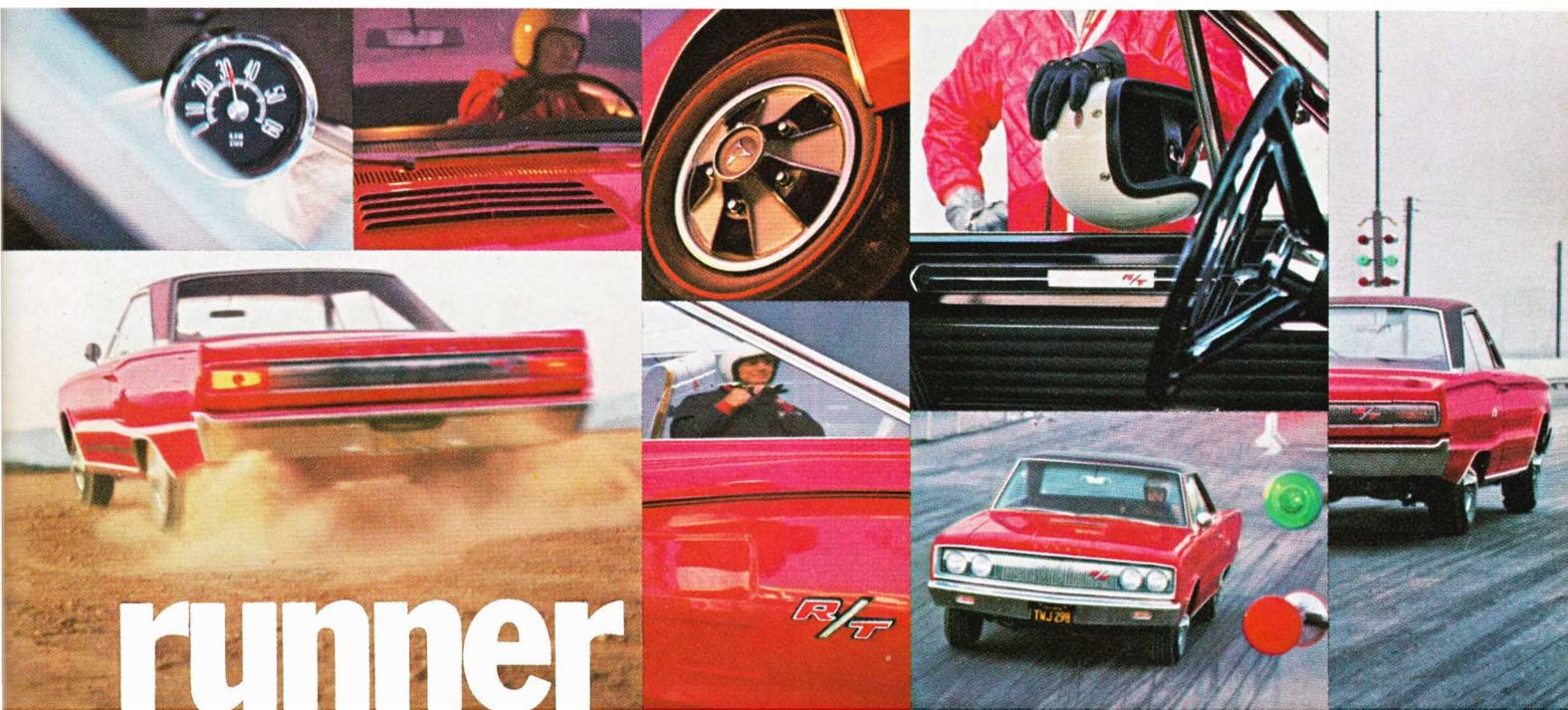
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**The
Dodge
Rebellion
wants
you!**



road



runner



the newest hot one from Dodge

It speaks softly, but carries a big kick. Dodge Coronet R/T. Just about the hottest thing going since the cast-iron stove. Witness these credentials: a rampaging 440-cubic-inch Magnum V8 that deals out 375 bhp and 480 lbs.-ft. of torque. 4-barrel carb...long duration cam...chrome engine dress-up...low-restriction dual exhaust...heavy-duty brakes and suspension...high-performance Red Streak tires...special air scoop design.

With this standard getup, R/T is described by *Super Stock* magazine as "one of the best all-around performance packages being offered...as much or more performance per dollar than any other car currently available." If you wish, you can have the optional Hemi. And a tach. And mag-type wheel covers. And a lower-body paint stripe available through your Dealer. Check out R/T at your nearby Dodge Dealer's now.

Dodge

CHRYSLER
MOTORS CORPORATION



road



runner



the newest hot one from Dodge

It speaks softly, but carries a big kick. Dodge Coronet R/T. Just about the hottest thing going since the cast-iron stove. Witness these credentials: a rampaging 440-cubic-inch Magnum V8 that deals out 375 bhp and 480 lbs.-ft. of torque. 4-barrel carb . . . long duration cam . . . chrome engine dress-up . . . low-restriction dual exhaust . . . heavy-duty brakes and suspension . . . high-performance Red Streak tires . . . special air scoop design. With this standard getup, R/T is described by Super Stock magazine as "one of the best all-around performance packages being offered . . . as much or more performance per dollar than any other car currently available." If you wish, you can have the optional Hemi. And a tach. And mag-type wheel covers. And a lower-body paint stripe available through your Dealer. Check out R/T at your nearby Dodge Dealer's now.

Dodge 
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The newest hot one from Dodge



You read it right. "R" means Road. And "T" means Track. And that means R/T from Dodge. Sweet as can be on the road. Hot as you want it on the track. With a 440-cubic-inch Magnum V8 under its bonnet, turning out 375 horsepower and 480 lbs.-ft. of torque, through your choice of four-on-the-floor or three-speed automatic. With heavy-duty brakes and suspension underneath. And high-performance Red Streak tires to show their treads to the also-rans.

Dual exhausts. Bucket seats up front. Full-length paint stripes. And big, shiny R/T medallions front, rear and sides. All that comes standard. If you want your R/T packed, we can give you a 426-cubic-inch Hemi V8 at extra cost. One other choice. Two-door hardtop or convertible. How do you get into your own R/T? Easy. Just show the proper enthusiasm to your nearby Dodge Dealer, and you'll have it made.

Dodge

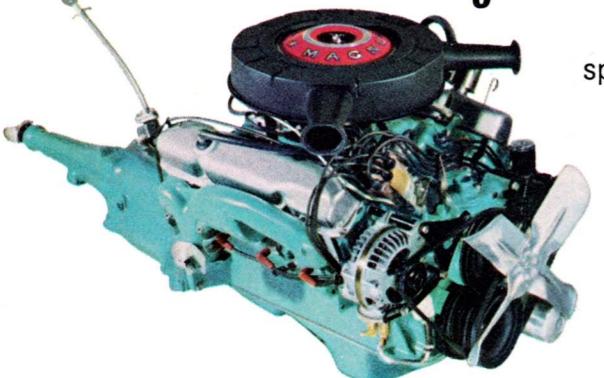

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ENTER THE BIG BORE HUNTER

Dodge Coronet R/T... with 440-Magnum



Drag fans, here's your car. Coronet R/T packs 440 cubic inches of go! The big-inch, deep-breathing 440-Magnum sports a special 4-barrel carburetor, larger exhaust valves, longer duration cam and low-restriction dual exhaust. Underneath there's a heavy-duty

suspension with sway bar and special shock absorbers for better handling, high-performance nylon cord Red Streak tires, and big 3-inch-wide brakes—front and rear—for surer stops. Front disc brakes are optional. An extra leaf in the right rear spring copes with torque and helps prevent

wheel hop. Coronet R/T comes on strong with sizzling style, too. Body side paint stripes, distinctive hood air-scoop design, bucket front seats, and special R/T insignia put it lengths ahead of the look-alike crowd. Hunting for trophy-winning performance that handles

beautifully on the road? Check the odds. They're 440 to 1 in favor of Coronet R/T... a balanced automobile engineered for the enthusiast.

**"Dodge Rebellion
Operation '67 Wants You"**



Dodge