

Announcing
DODGE
fever

one look,
and you've got it.

SUPPLEMENT TO THE
FORT WORTH STAR-TELEGRAM
SUNDAY, SEPTEMBER 17, 1967





Here comes the shape you've been waiting for.

Now relax and enjoy it.

Congratulations... you've got

DODGE fever

'68 Charger. What a great shape to be in.

The shape. Low and long and slim as a stiletto. The clean lines of a Mach 2 jet on wheels. This is your car. And you know it.

Slip inside. Feel it. The deepness of the buckets. The fitness of the instruments. Round, and matt black with numbers. Fire up a 318 V8 and listen to its electronically balanced smooth-

ness. Touch an aircraft-type switch on the panel and listen as concealed motors reveal the headlights. It's all here. The deep foam padding in the seats, side running lights, room in the back for valued guests, even a thoughtful pocket in the door for your glasses and maps.

This is the car you always hoped someone

would build. And now somebody has. Charger.

Dodge Charger. And from the clean low sweep of the hood to the impudent upswEEP on the rear deck, you wouldn't change a line of it if you could.

Charger. Just the way you want it. Priced so you can have it. Watch it. You've got Dodge Fever. And you'll never be the same again.





enjoy it.

When you see a luxury car that breaks the mold in styling,

You've got

DODGE fever

'68 Dodge Monaco. The luxury you long for at a price you can live with.

Can the man who wants more than two tons of luxury car with padded comfort throughout, plus the alert response of V8 power, find happiness on an ordinary budget?

You bet he can. Monaco is the answer. A lot more car than you thought you could afford. Almost twenty feet of gleaming luxury. Thick

foam-padded seats. Deep-pile carpeting. A performance carefully looked after by the 383-cubic-inch V8 that is standard on all Monaco models.

With such other standard features as a Cornering Light on the Monaco 500 two-door hardtop and courtesy lights just about everywhere on all models. Even in the ash receivers. With

such exotic options as an eight-track stereo-tape player and Automatic Temperature Control and a six-way power seat adjuster.

'68 Monaco. For the man with extraordinary taste—but an ordinary budget. Feel the Fever setting in? There's only one thing to do.

See your Dodge Dealer. Quickly.





The looks get you coming and going



and everywhere in between.



No wonder you've got

DODGE fever

'68 Dodge Polara. Brand-new luxury now at popular prices.

Once the good looks of Polara have you firmly in their grip, what next? Then it's time to look around and see what else Polara has to offer. Comfort. Luxury. Performance. Big, foam-padded seats, either vinyl or cloth-and-vinyl. Deep, rich carpeting. An eager, deep-breathing 318-cubic-inch V8 engine that runs like a dream on regular

gasoline. An optional three-speed automatic transmission to take the calisthenics out of city driving. Optional eight-track stereo-tape player and speed control unit, both great features for highway travel. Padded dash and visors plus over a dozen other standard safety features. And the satisfaction of owning all this automobile for

a much lower price than seems reasonable to you. No wonder Dodge Fever is so easy to catch, when Polara is so easy to buy. Prove to yourself just how easy. See your nearby Dodge Dealer.

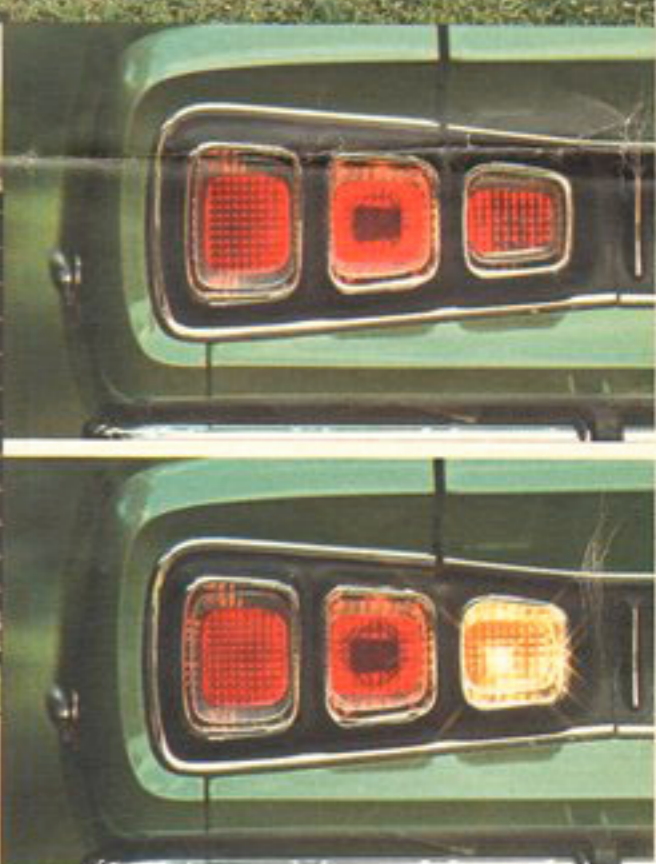
Dodge Fever is nice to have. But it's a real pleasure to cure, and at not too high a cost—with a new Dodge Polara all your own.



Comfort like this



behind looks like this



and quick as a wink

you've got

DODGE fever

'68 Dodge Coronet. Your kind of beauty at your kind of price.

Catching Dodge Fever is finding a great-looking car with everything you want that you thought you couldn't afford and finding out you can. Dodge Coronet 500.

That beautiful, brawny, barrel-chested hunk of car with the great new shape. A new instrument panel with aircraft-type switches, a frisky

V8 that runs on regular, padded dash, carpets, and backup lights that are cleverly hidden inside the taillights. New safety items for your security. Options from stereo tape to air conditioning. And a price that will let you slip in a few extra ones without feeling a twinge in the budget. Bench seats and vinyl buckets and cloth-and-vinyl

buckets and even a crazy bucket-with-folding-armrest-that-can-seat-three arrangement. For Coronet fanciers, Dodge Fever comes in seventeen colors and seven great engines and fourteen models—all at very comfortable prices. And that's the easiest part to take of all.

Dodge Fever. Aren't you glad you've got it?



Watch it, compact lovers,



One look, and you've got

the closer you get, the harder you'll fall.

DODGE fever

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

Wouldn't you know it? Just about the time you convince yourself 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. A spirited 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.





NEW DODGE ADVENTURER

A GREAT NEW IDEA FOR PEOPLE WHO WORK HARD BUT PLAY EVEN HARDER.

Adventurer—the Dodge pickup that keeps right on going when the lights go out for ordinary pickups. Because it makes such a great companion, night as well as day. It's handsome, comfortable,

and easy-riding, with brisker performance than you ever expected in a pickup. And its deluxe edition comes with bucket seats, full carpeting, and a 383-cubic-inch V8. But with all this, the

wheelbase is still 128 inches and the pickup box still eight feet long. That's Adventurer, the pickup that leads a double life. One of the 32 Dodge pickups that give you more truck per buck.



DODGE A108 VAN

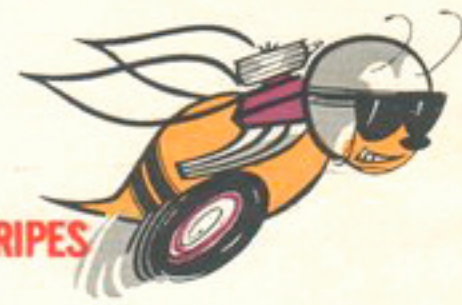
IF YOU WANT MORE OUT OF A TRUCK, MAKE SURE YOU GET MORE TRUCK TO BEGIN WITH.

Here's the compact van for people who carry long, bulky loads. Ten feet of cargo space. Nearly 14 feet with the passenger seat removed. The cargo doors are the widest in the field. And trans-

missions, springs and axles are built with traditional Dodge dependability. Engines include the standard 170-cubic-inch Slant Six and two options: a 225-cubic-inch Slant Six and a 318-

cubic-inch V8. If you don't need ten feet of cargo space, but want all these Dodge features, there is also the A100 compact van with a 90" wheelbase and over eight feet of cargo space.

SEE DODGE'S FABULOUS "SCAT PACK" ...CHARGER R/T...CORONET R/T...DART GTS...CARS WITH THE BUMBLEBEE STRIPES



This bee could be a "Scat Pack" Sweepstakes winner...take him to your Dodge Dealer's and see!



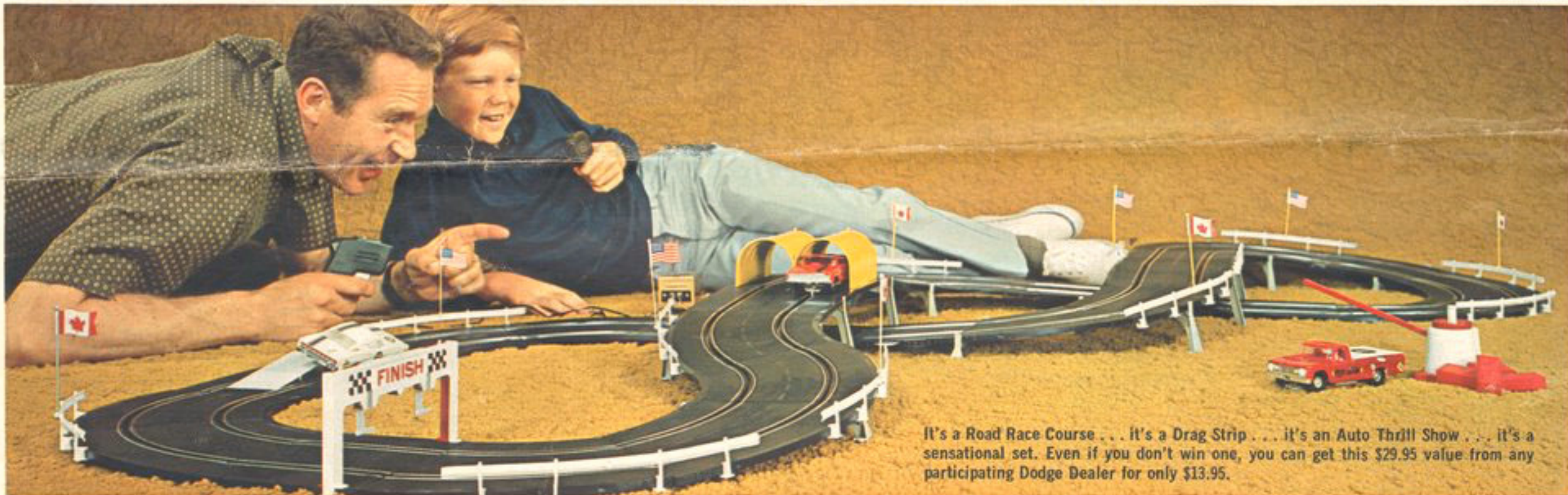
DODGE SCATPACK

Sweepstakes offer ends October 15, 1967, and is open to licensed drivers, 18 years or older, living in the U.S.A. No purchase is required. A prize will be awarded only after a potential winning entry and Sweepstakes prize receipt, signed by a Dodge Dealer, have been received and validated at Sweepstakes Headquarters, where the decision will be final. This offer is void in Wisconsin, Nebraska and wherever prohibited, taxed or restricted by law. Florida residents may determine if they are winners by visiting their Dodge dealerships or by sending their "Scat Pack Bee" entry complete with name and address to their local Dodge Dealer. Limit of one prize per family. Those not eligible are personnel of Dodge Division, Chrysler Motors Corporation, its advertising agencies, Visual Services, Inc., and their families. No entries will be returned. No correspondence regarding entries will be acknowledged.

You may already have won a Dodge 3-in-1 Road Race Set in the Dodge "Scat Pack" Sweepstakes...lots of prizes...lots of winners! Don't miss out on the fun!

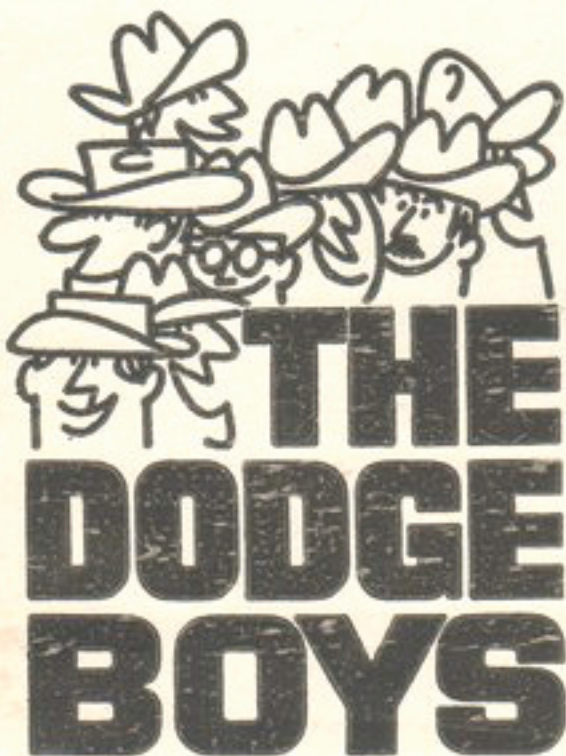
250,000 PRIZES
WORTH OVER **\$3,487,000!**

CHECK YOUR SWEEPSTAKES ENTRY AT YOUR NEARBY DODGE DEALER'S!



It's a Road Race Course... it's a Drag Strip... it's an Auto Thrill Show... it's a sensational set. Even if you don't win one, you can get this \$29.95 value from any participating Dodge Dealer for only \$13.95.

And while you're there, enter Dodge's "Pick of the Pack" prize drawing...your chance to win the "Scat Pack" Dodge of your choice. Six Grand Prizes...six chances to win a '68 Dodge...sign up now!



Ryan Motor Co.
2401 W. Seventh St.
Fort Worth, Texas

Glass Motor Co.
626 Fourth St.
Graham, Texas

Jack Scruggs Dodge
4500 S. Freeway
Fort Worth, Texas

McCathren Motor Co.
220 W. Elm
Breckenridge, Texas

Nowell Motors, Inc.
608 E. Division
Arlington, Texas

Brantley-Wyatt Motor Co.
211 N. Main
Cleburne, Texas

Taylor Motor Co.
216 W. Live Oak
Coleman, Texas

Wren Motor Co.
205 E. Main St.
Decatur, Texas

A. J. Barnett Motors
Highway 199 West
Olney, Texas

White Motor Co.
198 Morgan Hill Road
Stephenville, Texas

Bodiford Motor Co.
522 Palo Pinto
Weatherford, Texas

Hamilton-Hico Motor Co.
Elm & West First St.
Hico, Texas

Earl Letson Dodge
200 W. Hubbard
Mineral Wells, Texas

Bill Thomas Motors
Highway 82 East
Nocona, Texas

AUTHORIZED DODGE DEALERS



CHRYSLER
MOTORS CORPORATION