A woman with dark hair, wearing a white long-sleeved dress with a black belt, stands next to a red Dodge Charger R/T. The car is parked on a field of brown, tilled earth. The car's front grille and hood are visible, with a "Charger R/T" badge on the grille and a "DODGE CHARGER" badge on the bumper. The background shows a flat landscape under a clear sky.

If you're going to buy a new car,
it ought to be a Dodge!

You've seen 'em once. And now's the
time to get all the Fever facts.
They're all here. Prices . . . Options and
Accessories . . . Models. Forty-two ways
to go . . . one is just right for you!



Charger \$3,109^{00*}

With standard 318 V8 engine plus these options shown: Vinyl Roof, \$93.55; Outside Left Remote Control Mirror, \$10.45; Whitewall Tires, \$32.70; and Simulated Mag-type Wheel Covers, \$64.10.*



Charger SE \$3,270^{85*}

With standard 318 V8 engine and Charger SE option package plus these options shown: Vinyl Roof, \$93.55; Outside Left Remote Control Mirror, \$10.45; Simulated Wood-Grained Steering Wheel, \$26.75; TorqueFlite Automatic Transmission, \$206.30; Center Console, \$54.45; Power Windows, \$105.20; Head Restraints, \$26.50; Whitewall Tires, \$32.70; and Road Wheels, \$86.15.*



**Meet the one and only family-size sports car . . .
CHARGER**

Again, the great shape of success. Acclaimed the best styled sports car in years, Charger won't cramp your style. Great looks outside. And inside, all kinds of room—R-O-O-M— for five your-size people. All able to stretch out and enjoy—E-N-J-O-Y—the interior luxury of glove-soft all-vinyl front bucket seats, thumb-thick carpeting and vinyl door pockets that hold all sorts of stuff. There's even a super luxury Special Edition with simulated wood-grained paneling and real leather in the buckets. But what's a sports car without performance? Well, Charger won't cramp your style there, either. A 318 cubic inch V8 is standard . . . with others up to a rip-roaring 440 V8 available. Go ahead, price a Charger. See why it's the reason more competitive owners are switching to Dodge.

THERE ARE 3 CHARGER MODELS

MODEL	MSRP* 6 CYL.	MSRP* 8 CYL.
Charger 2-dr. hardtop	\$3,003.00	\$3,109.00
Charger R/T 2-dr. hardtop	N/A	3,575.00 (1)
Charger SE option package (available on Charger, Charger R/T or Charger 500)	161.85	161.85
Charger 500 2-dr. hardtop	N/A	3,843.00 (1)

(1) Price includes either a full synchromesh 4-on-the-floor or 3-speed TorqueFlite automatic transmission with a 440 Magnum V8 as standard equipment.

*Manufacturer's Suggested Retail Price for standard vehicle includes Federal excise tax and suggested dealer handling and delivery charge. Destination charge, state and local taxes extra. Federal excise tax is included in all option prices.

Dart Swinger \$2,383^{00*}

With standard 170 Six engine plus these options shown: Whitewall Tires, \$28.55; and Deluxe Wheel Covers, \$19.05.*



Dart GT 2-dr. hardtop \$2,766^{00*}

With standard 273 V8 engine plus these options shown: Vinyl Roof, \$78.65; Head Restraints, \$26.50; Outside Left Remote Control Mirror, \$10.45; Whitewall Tires, \$31.60; and Deluxe Wheel Covers, \$19.05.*

This interior standard on GT and GTS hardtops. Add for these options shown: 4-Speed Manual Transmission with Hurst Shifter, \$187.90; Center Console, \$53.35; Head Restraints, \$26.50; and Outside Left Remote Control Mirror, \$10.45.*



The car above is considered the best buy in the industry. And it comes from . . .

DART

It's the all-new Dart Swinger—one of the lowest priced 2-door hardtops around. Room for six, all-vinyl seats, a spacious trunk and a wide choice of penny-pinching Sixes and V8's. In fact, the only thing that's compact about Swinger is its price. And be sure to price the classic Customs, the powerful GTS and GT offerings and Swinger 340—the right-off-the-showroom-floor performance value. You'll find every one priced to please. And when it comes time to trade, you'll have a pleasant surprise coming—Dart's traditionally high resale value. Dart. The cars that prove you don't have to be rich to cure Dodge Fever.

THERE ARE 9 DART MODELS

MODEL	MSRP* 6 CYL.	MSRP* 8 CYL.
Dart Swinger 2-dr. hardtop	\$2,383.00	\$2,494.00
Dart 4-dr. sedan	2,396.00	2,507.00
Dart Custom 2-dr. hardtop	2,560.00	2,671.00
Dart Custom 4-dr. sedan	2,533.00	2,644.00
Dart GT 2-dr. hardtop	2,655.00	2,766.00
Dart GT convertible	2,848.00	2,959.00
Dart Swinger 340 2-dr. hardtop	N/A	2,819.00 (1)
Dart GTS 2-dr. hardtop	N/A	3,209.00 (2)
Dart GTS convertible	N/A	3,402.00 (2)

(1) 4-speed manual transmission with Hurst shifter standard.
(2) Three-speed TorqueFlite automatic transmission standard.

*Manufacturer's Suggested Retail Price for standard vehicle includes Federal excise tax and suggested dealer handling and delivery charge. Destination charge, state and local taxes extra. Federal excise tax is included in all option prices.



Coronet 440 2-dr. ht. \$2,675^{00*}
 With standard 225 Six engine plus these options shown:
 Whitewall Tires, \$32.70; and Deluxe Wheel Covers, \$21.30.*

THERE ARE 17 CORONET MODELS

MODEL	MSRP* 6 CYL.	MSRP* 8 CYL.
Coronet Deluxe 2-dr. coupe	\$2,537.00	\$2,640.00
Coronet Deluxe 4-dr. sedan	2,572.00	2,675.00
Coronet Deluxe 4-dr. station wagon (2-seat)	2,905.00	3,008.00
Coronet 440 2-dr. coupe	2,613.00	2,716.00
Coronet 440 2-dr. hardtop	2,675.00	2,778.00
Coronet 440 4-dr. sedan	2,653.00	2,756.00
Coronet 440 4-dr. station wagon (2-seat)	3,016.00	3,119.00
Coronet 440 4-dr. station wagon (3-seat)	N/A	3,229.00 (1)
Coronet 500 2-dr. hardtop	N/A	2,912.00
Coronet 500 4-dr. sedan	N/A	2,946.00
Coronet 500 convertible	N/A	3,052.00 (2)
Coronet 500 4-dr. station wagon (2-seat)	N/A	3,263.00
Coronet 500 4-dr. station wagon (3-seat)	N/A	3,375.00 (1)
Coronet Super Bee 2-dr. coupe	N/A	3,059.00 (3)
Coronet Super Bee 2-dr. hardtop	N/A	3,121.00 (3)
Coronet R/T 2-dr. hardtop	N/A	3,425.00 (4)
Coronet R/T convertible	N/A	3,643.00 (2) (4)



Coronet 500 2-dr. hardtop \$2,912^{00*} With optional 383 4-bbl. V8 engine, \$137.55; and optional Torque-Flite Automatic Transmission, \$227.05, plus these options shown: Vinyl Roof, \$89.20; Head Restraints, \$26.50; Music Master AM Radio, \$61.55; Red Line Tires, \$57.00; Road Wheels, \$86.15; and Rear Bumper Guards, 16.00.*



This is a 500 2-dr. hardtop interior. Add for these options shown: Padded Steering Wheel with Full Horn Ring, \$5.45; Center Front Seat with Folding Armrest, \$54.45; and Head Restraints, \$26.50.*

Here's the most popular Dodge of them all . . .

CORONET

Coronet's the car that fits the tastes and budgets of more new car buyers. The car that has more, a whole lot more, of what you buy a new car for. Head-turning good looks. Head-to-toe room and comfort. And up ahead, seven different Six and V8 engines to choose from. When it comes to luxury, any number of optional interiors are available as well as a host of color and trim selections. And for personalized driver comfort, there's a new optional Custom-Comfort seat—a manually adjustable bucket seat that adjusts to 160 different positions. But the best part of Coronet is in its heads-up low prices up and down the line of fashionable 500's . . . economical 440's . . . dependable Deluxes . . . and the super-swift Scat Pack members. One look at the list at the right and it's easy to see why Coronet is the biggest seller.

- (1) Power tailgate window standard.
- (2) Power top standard.
- (3) 4-speed manual transmission with Hurst shifter and 383 4-bbl. V8 engine are standard.
- (4) All-vinyl bucket seats; 3-speed TorqueFlite automatic transmission and 440 Magnum V8 engine are standard.

*Manufacturer's Suggested Retail Price for standard vehicle includes Federal excise tax and suggested dealer handling and delivery charge. Destination charge, state and local taxes extra. Federal excise tax is included in all option prices.



Polara 2-dr. hardtop \$3,100^{00*}
 With standard 318 V8 engine plus these options shown:
 Vinyl Roof, \$103.80; TorqueFlite Automatic Transmission, \$210.90; Air Conditioning, \$395.95; Whitewall Tires, \$40.95; Deep Dish Wheel Covers, \$53.05; and Front Bumper Guards, \$16.80.*



Polara 3-seat station wagon \$3,612^{00*}
 With standard 318 V8 engine plus these options shown:
 Outside Right Manual Mirror, \$6.85; Whitewall Tires, \$49.60; Deluxe Wheel Covers, \$21.30; Assist Handles, \$17.45; Rear Step Pads, \$16.80; and Tailgate Window Washer, \$39.30.*
 This interior standard on 500 convertible and 2-dr. hardtop. Add for these options shown:
 Power Steering, \$106.80; Tilt Steering Wheel, \$46.50; Power Windows, \$109.15; TorqueFlite Automatic Transmission, \$210.90; and Head Restraints, \$26.50.* Center Console is a no cost option.



**This one looks like twice the price . . .
 POLARA**

Beautiful. Just beautiful. Polara. The totally new BIG car that features the longest wheelbase in its class for a better balance of size, style, ride, comfort and economy. The BIG car that offers a choice of two powerful V8's, the standard 318 or optional 383, which operate on regular fuel. The BIG car that makes such appointments as bucket seats with a center cushion and folding armrest standard fare on its luxury 500 models. The BIG car that, for all its size and luxury, has a price that's surprisingly low—a price you'd expect to see in the low price field. Polara. It could be just what you're looking for to cure Dodge Fever.

THERE ARE 8 POLARA MODELS

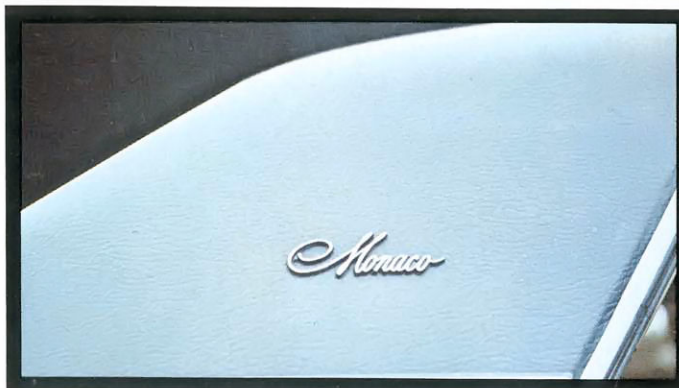
MODEL	MSRP* 8 CYL.
Polara 2-dr. hardtop	\$3,100.00
Polara 4-dr. sedan	3,078.00
Polara 4-dr. hardtop	3,171.00
Polara convertible	3,360.00 (1)
Polara station wagon (2-seat)	3,505.00 (2)
Polara station wagon (3-seat)	3,612.00 (2)
Polara 500 2-dr. hardtop	3,297.00 (3)
Polara 500 convertible	3,559.00 (1) (3)

(1) Power top standard.
 (2) Power tailgate window and Dual Action tailgate standard.
 (3) Front bucket seats with center cushion/folding armrest standard.

*Manufacturer's Suggested Retail Price for standard vehicle includes Federal excise tax and suggested dealer handling and delivery charge. Destination charge, state and local taxes extra. Federal excise tax is included in all option prices.

Monaco 2-dr. hardtop \$3,511^{00*}

With standard 383 V8 engine plus these options shown:
 Vinyl Roof, \$103.80; TorqueFlite Automatic Transmission,
 \$223.20; Air Conditioning, \$395.95; Whitewall Tires,
 \$40.95; Deep Dish Wheel Covers, \$31.80; and Rear Bumper
 Guards, \$16.80.*



Optional Vinyl Roof, \$103.80.*



This interior standard on all hardtops. Add for these options shown: TorqueFlite Automatic Transmission, \$223.20; Power Windows, \$109.15; and Head Restraints, \$26.50.*

Wrap yourself in luxury, compliments of . . .

MONACO

Expose yourself to the finest, most luxurious of the Dodges. Looking at Monaco's almost 19 feet of beauty, it's hard to imagine what you could ask for in a fine car that's not already provided. Under the hood, a 383 cubic inch V8 engine that runs on regular fuel. Inside, you're greeted by a new dimension of luxury. An all-new padded instrument panel with aircraft type rocker switches and thick, foam-padded seats topped with expensive pleated fabrics and vinyls. There's even an optional Monaco Brougham Package available which includes a textured vinyl roof and a split bench front seat with center armrest and a passenger side recliner. Move up or move over. But make your move to Monaco.

THERE ARE 5 MONACO MODELS

MODEL	MSRP* 8 CYL.
Monaco 2-dr. hardtop	\$3,511.00
Monaco 4-dr. sedan	3,435.00
Monaco 4-dr. hardtop	3,574.00
Monaco station wagon (2-seat)	3,900.00 (1) (2)
Monaco station wagon (3-seat)	4,029.00 (1) (2)

(1) Power tailgate window and Dual Action tailgate standard.
 (2) Third seat well lock standard.

*Manufacturer's Suggested Retail Price for standard vehicle includes Federal excise tax and suggested dealer handling and delivery charge. Destination charge, state and local taxes extra. Federal excise tax is included in all option prices.



And how do you like your Supercar? Small, medium or great? Take your pick from the . . .

DODGE SCAT PACK

It really makes no difference what you're looking for. Dodge has 'em all. All powered by high-output V8's that learned what it's all about from the famous Dodge 426 Hemi V8. All with special suspension for sure-footed tracking. And all with prices that shut down competition. Take the all-new Swinger 340 for instance. This baby comes right-off-the-showroom-floor with no options to buy, no special engine

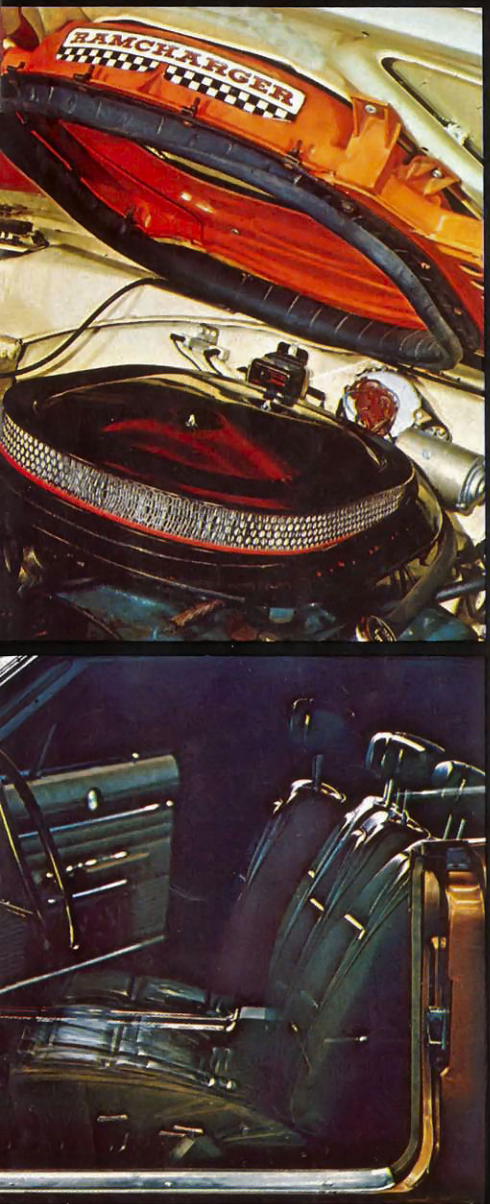
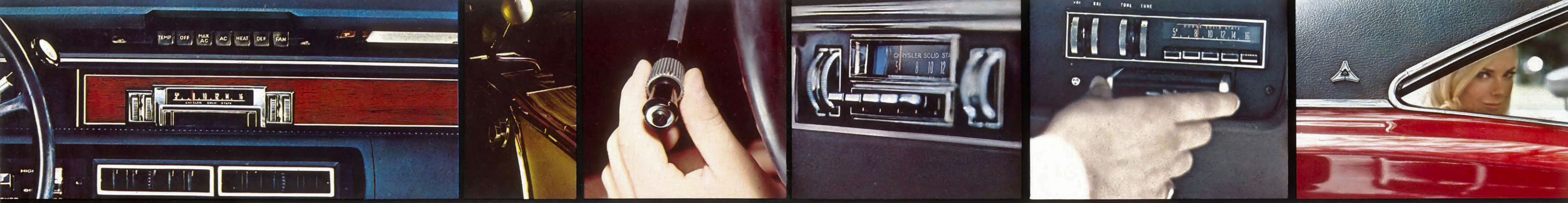
required. A 340 V8 and a 4-speed manual with Hurst shifter are standard on this, the lowest priced performance 2-door hardtop in the industry. Perhaps you're looking for something bigger, stronger. If so, Coronet Super Bee could be your answer. Its 383 V8, wide oval tires, and 4-speed manual with Hurst shifter provide more standard performance for the money than any of its competition. Still, if you're looking for even more, try on one of the three R/T offerings or the Charger 500. They're the best around. And beginning with a standard 440 Magnum V8, each comes equipped to trap trophies at the turn of the key. Face it. If performance is your bag, set yourself up with one of the excitement cars of the Dodge Scat Pack and live it up.

THERE ARE 9 SCAT PACK MODELS

MODEL	STANDARD ENGINE	MSRP*
Dart Swinger 340 2-dr. hardtop	340 V8	\$2,819.00 (1)
Dart GTS 2-dr. hardtop	340 V8	3,209.00 (2) (4)
Dart GTS convertible	340 V8	3,402.00 (3) (4)
Coronet Super Bee 2-dr. coupe	383 V8	3,059.00 (1)
Coronet Super Bee 2-dr. hardtop	383 V8	3,121.00 (1)
Coronet R/T 2-dr. hardtop	440 Magnum V8	3,425.00 (2) (4)
Coronet R/T convertible	440 Magnum V8	3,643.00 (2) (3) (4)
Charger R/T 2-dr. hardtop	440 Magnum V8	3,575.00 (2) (4)
Charger 500 2-dr. hardtop	440 Magnum V8	3,843.00 (2) (4)

(1) 4-speed manual transmission with Hurst shifter standard.
 (2) All-vinyl bucket seats standard.
 (3) Power top standard.
 (4) Price includes either a 4-speed manual or 3-speed Torque-Flite automatic transmission standard.

*Manufacturer's Suggested Retail Price for standard vehicle includes Federal excise tax and suggested dealer handling and delivery charge. Destination charge, state and local taxes extra. Federal excise tax is included in all option prices.



Make your Dodge your Dodge!

For 1969, your Dodge Dealer offers a list of optional equipment that gives you the best chance you'll probably ever have to own a car just the way you want it. And because selling automobiles is his business, he attempts to equip his new Dodges with the kinds of options and accessories you will want. The kind that will provide you with a maximum in comfort, convenience and total performance, as well as enhance your Dodge's resale value. Most of the items shown here and priced at the right are already installed on the new Dodges available at the dealership. However, since purchasing your new Dodge is a highly personal investment and because a number of options are available only with specific other equipment, you should discuss your individual requirements with your Dodge Dealer. He will gladly advise you as to the desirability and availability of any piece of equipment. In this way, you'll be in a position to really make your Dodge your Dodge.

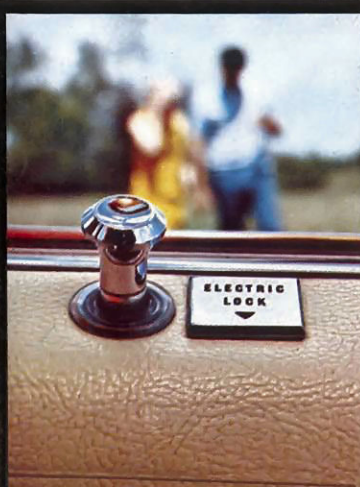
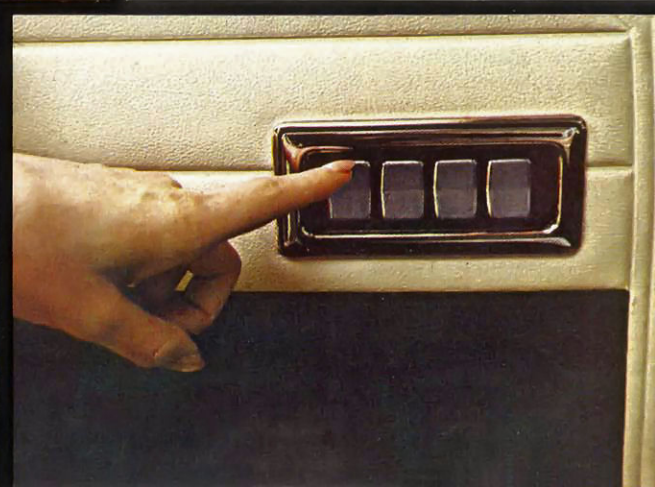
'69 Dodge Options, Accessories and Prices*

OPTIONS	CHARGER 2-dr. hardtop 318 V8	DART GT 2-dr. hardtop 273 V8	CORONET 440 2-dr. hardtop 318 V8	POLARA 500 2-dr. hardtop 318 V8	MONACO 2-dr. hardtop 383 V8	CORONET SUPER BEE 2-dr. hardtop 383 V8
Airtemp Air Conditioning	\$357.65	\$343.45	\$357.65	\$395.95	\$395.95	\$357.65
Front Bucket Seats	STD.	STD.	N/A	STD.	100.85	100.85
Center Console (1)	54.45	53.35	N/A	N/C	N/C	54.45
Power Steering	100.00	85.15	100.00	106.80	106.80	100.00
Power Windows	105.20	N/A	105.20	109.15	109.15	105.20
Power Brakes	42.95	42.95	42.95	42.95	42.95	42.95
Front Disc Brakes (2)	48.70	48.70	48.70	48.70	48.70	48.70
Music Master AM Radio	61.55	61.55	61.55	63.85	63.85	61.55
Solid-State AM/FM Radio	134.95	134.95	134.95	N/A	N/A	134.95
AM Radio with 8-track Stereo Tape Player	196.25	N/A	196.25	200.40	200.40	196.25
Custom-Comfort 6-way Manually Adjustable Seat (1)	33.30	N/A	N/A	N/A	N/A	33.30
Automatic Speed Control	57.95	N/A	57.95	60.85	60.85	57.95
TorqueFlite Automatic Transmission	206.30	191.15	206.30	210.90	223.20	39.30
4-Speed Manual Transmission with Hurst Shifter	N/A	187.90	N/A	N/A	N/A	STD.
Hood/Fender Mounted Turn Signal Indicators	10.80	10.80	10.80	10.80	10.80	10.80
Vinyl Roof	93.55	78.65	89.20	103.80	103.80	89.20
Whitewall Tires	32.70	31.60	32.70	40.95	40.95	N/C
Clock/Tachometer	50.15	N/A	N/A	N/A	N/A	50.15
Electric Clock	STD.	N/A	18.45	16.50	16.50	STD.
Electric Door Locks (2-door)	N/A	N/A	N/A	45.00	45.00	N/A
Tinted Windshield	25.90	20.40	25.90	28.80	28.80	25.90
Tinted Windows (includes Windshield)	40.70	32.75	40.70	42.95	42.95	40.70
Ramcharger Air Induction System (3)	N/A	N/A	N/A	N/A	N/A	73.30

STD. = Standard Equipment N/A = Not Available N/C = No Cost Option
 *Manufacturer's Suggested Retail Price for factory installed options and accessories includes Federal excise tax. State and local taxes extra.

(1) Front bucket seats required.
 (2) Power brakes required except on Dart.
 (3) Standard with 426 Hemi V8 engine.

All product illustrations, specifications and prices are based on authorized information. All descriptions and prices are believed correct at publication approval. Manufacturer's Suggested Retail Prices shown were taken from Chrysler Motors Corporation official price bulletins in effect 10/15/68. Dodge Division reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.



There are
42 ways to cure
DODGE
fever
 and the cost of the cure
 will never be lower!



This year,
DODGE is turning up the
fever



Dodge



LITHO IN U.S.A.