



Here they are...  
Dodge's 1969  
White Hat Specials!

Special  
cars at  
special  
prices!





# Dart

White Hat Special



Priced as low as **\$59.42\***  
a month...



# Coronet

White Hat Special



Priced at only **\$3.14\***  
more per month  
than Dart...

(Also available as a 4-door sedan  
at a slightly higher price).



# Charger

White Hat Special



At only **\$6.83\***  
more per month  
than Coronet...



# Polara

White Hat Special



At only **\$4.81\***  
more per month  
than Charger...

(Also available as a 2-door hardtop  
at a slightly lower price.)



# Monaco

White Hat Special



At only **\$6.02\***  
more per month than Polara...

(Also available as a 4-door hardtop  
at a slightly higher price.)



## Special Luxury at a Special Price

It takes something extra to be a better luxury buy than a Buick LeSabre or Mercury Monterey. And the Monaco 2- and 4-door hardtop White Hat Specials have that something extra three times over. Extra power standard. Cornering lamps, an extra, standard. And inside, extra comfort and luxury standard. All this special luxury, with some special options added in, at a special price. Now . . . at your Dodge Dealer!

The Monaco White Hat Specials feature these popular extras at a special low package price: ■ Vinyl roof in black, white, tan, green or standard top ■ Front, rear bumper guards ■ Outside, remote-control rearview mirror ■ Whitewall tires ■ Door edge guards ■ Power door locks. (Wheel covers shown above are optional at extra cost.)

\*The stated monthly price and monthly price differences are based on lowest available Manufacturer's Suggested Retail Prices for the standard vehicles (Six cylinder engines in Dart, Coronet and Charger and V8 engines in Rolara and Monaco) shown and compared, including White Hat Special equipment, but excluding destination charges, state and local taxes, if any, and other optional equipment, with one-third down and the balance divided into 36 equal monthly installments at current interest rates, excluding service charge.





# Balanced Features on a Balanced Budget

Style, ride, comfort and economy—all in a package that's priced about the same as Chevrolet Impala Custom or Ford Galaxie 500—that's what awaits you in a new Polara White Hat Special. Take your choice: a 4-door hardtop or 2-door hardtop. Each is complete with the options most people want and priced to take the balancing act out of balancing your budget!

The Polara White Hat Specials feature these popular extras at a special low package price: ■ Vinyl roof in black, white, tan, green or standard top ■ Front, rear bumper guards ■ Fender-mounted turn signals ■ Outside, remote-control rearview mirror ■ Whitewall tires ■ Deep-dish wheel covers ■ Bright trim package.

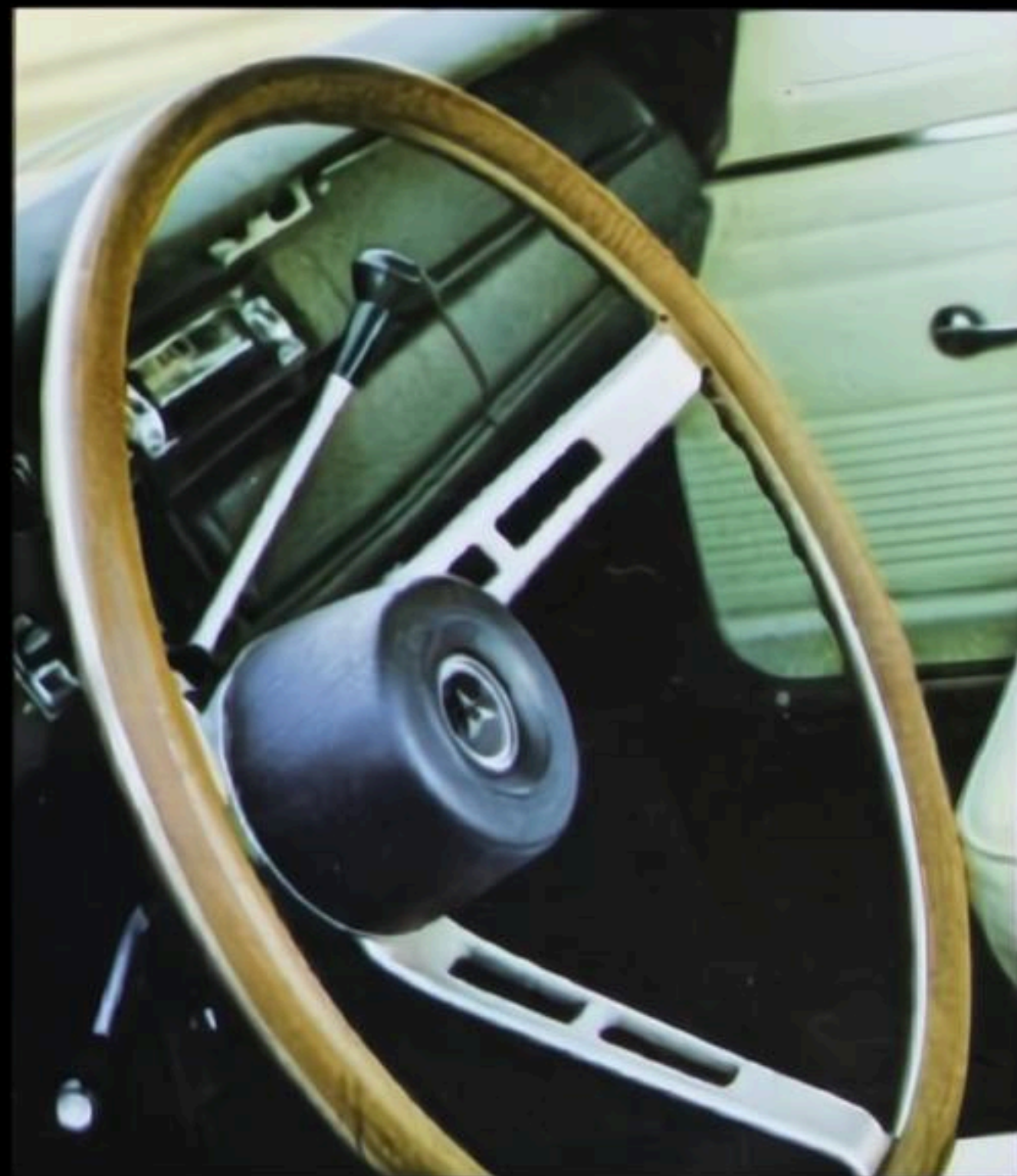




## A Thrill you can Bank On

Considering a sports car? Well, consider Charger. Consider a family-size sports car that is well over a foot longer, with a half a foot bigger wheelbase than the Mercury Cougar or Pontiac Firebird. Consider years ahead styling and luxury appointments like all-vinyl front bucket seats, cushy carpeting and vinyl door pockets. And consider that Charger—the success car of the year—is now specially packaged and specially priced as a Dodge White Hat Special. Charger, a real thrill you can drive at a price you can bank on!

The Charger White Hat Special features these popular extras at a special low package price: ■ 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.





## For the Man who Needs Everything

That man needs a Coronet White Hat Special in either a 2-door hardtop or 4-door sedan. It's a special kind of car at a special kind of price. Coronet has a bigger wheelbase and greater overall length than both Ford Fairlane and Chevrolet Chevelle. More standard horsepower, too. Add to this an options package that's big with buyers and then cut the price. No wonder Coronet is the most popular Dodge of them all!

The Coronet White Hat Specials feature these popular extras at a low package price: ■ Vinyl roof in black, white, tan, green or standard top ■ Whitewall tires ■ Front, rear bumper guards ■ Deep-dish wheel covers ■ Light group ■ Outside, remote-control rearview mirror ■ Bright trim package.



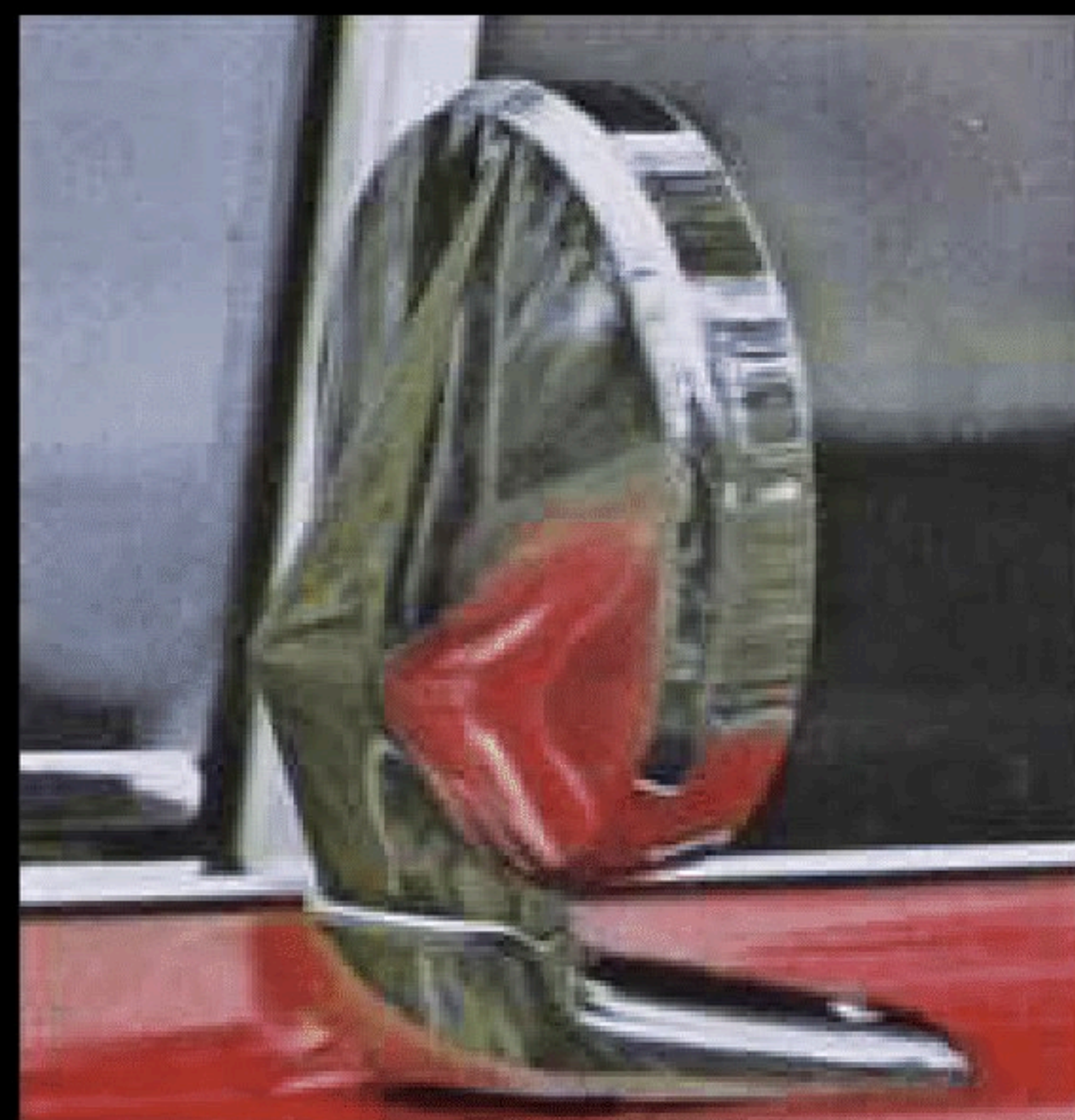


# The Smart Money is the Dart Money

Specially when it's money saved on the Dart White Hat Special—the 1969 Dart Custom 2-door hardtop. Bumper-to-bumper, Dart gives you more car—at least six-inches more car—than either a Chevy Nova or Ford Falcon. And when you consider Dart's room for six, all-vinyl seats, spacious trunk and traditionally high resale value, you know the Smart Money is the Dart Money!

The Dart White Hat Special features these popular extras at a special low package price:

- Vinyl roof in black, white, tan, green or standard top
- Simulated, wood-grained steering wheel
- Front, rear bumper guards
- Fender-mounted turn signals
- Outside, remote-control rearview mirror
- Whitewall tires
- Deluxe wheel covers
- Bright chrome trim package.





See all the  
**WHITE HAT SPECIALS**  
at your Dodge  
Dealers' ...

and **SAVE...**  
**SAVE... SAVE!!!**



**Dodge**



Litho in U.S.A.