

LEADER OF THE REBELLION... THE CHARGER

*Return with us now to those thrilling days of
yesteryear . . . when out of the past come
the thundering hoofbeats of the great horse, Silver*



THE COMING thing in car design, according to Dodge Division, is the specialty car of intermediate size. A body style that harks back to the late '30s and early '40s, in modernized form, returns as a Charger II to challenge the silver-studded segment of the affluent society. It comes none too soon to capitalize on the phenomenal growth in interest in high Camp.



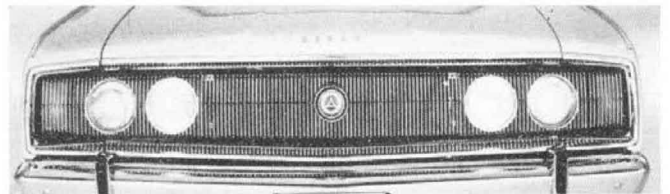


MIGHTY STALLION or mild mare, the choice of character for the Charger is made by specifying engine capacity. Though the 383-cu. in. V-8 developing 325 bhp is standard, Dodge's majestic 426-cu. in. Street Hemi echoes across the plains along with a hearty cry of "Hi Yo Silver, Away!" The graceful, broad back of the gleaming white Charger invites lolling upon as well as riding under. Torpedo-backed body may be used on NASCAR circuit this season.

THE CHARGER



NO MERE saddlebag, this copious trunk can be opened into the passenger compartment for carrying longer loads. A full-width taillight spreads its broad-beamed signal for stops or turns. In the business office beyond the wood-grained wheel, all instruments are in front of the driver.



UTILIZING THE regular Coronet body, the Charger II is a new model patterned after last year's show car which tested public reaction. Headlights, mounted in pivoting grille sections, roll upward out of sight.



ROOF-SIDE ridges sweeping from windshield to rear bumper create a novel rear window. Glass is formed into a broad W-shaped curve. Flap-covered internal outlets along the trunk opening exhaust stale cabin air. Individual backs of rear bucket seats fold forward in any combination.



DODGE NEWS BUREAU PHOTOS

