



Raised white letter tires, road wheels, and vinyl roof shown above, optional at extra cost.

# You've never seen a shape like this or a car like this before. 1971 Charger.

Reach for your title, mister. Dodge has priced Charger right down with intermediate two-door hardtops. No kidding. For about the same price as those plain old everyday two-door intermediates everybody's running around in, a new 1971 Charger. The once-

in-a-lifetime shape . . . now at everyday prices. That's it above. Who'd ever think a money saver would look like that? Charger, now on a taut new wheelbase with the big choice in engines, accessories, interiors. Charger, with or without hidden headlights.

Charger, with or without bucket seats. Family-sized room, standard. Charger, the one-of-a-kind personal car that's just been priced where you personally want it. The shape is back, and looking better than ever. With ventless glass, concealed wipers, tor-

sion-bar suspension, full instrumentation, and six great models to choose from. 1971 Dodge Charger. A great personal car, a great family car, a great economy car. Just what did you have in mind? **YOU CAN'T AFFORD NOT TO BE DODGE MATERIAL**