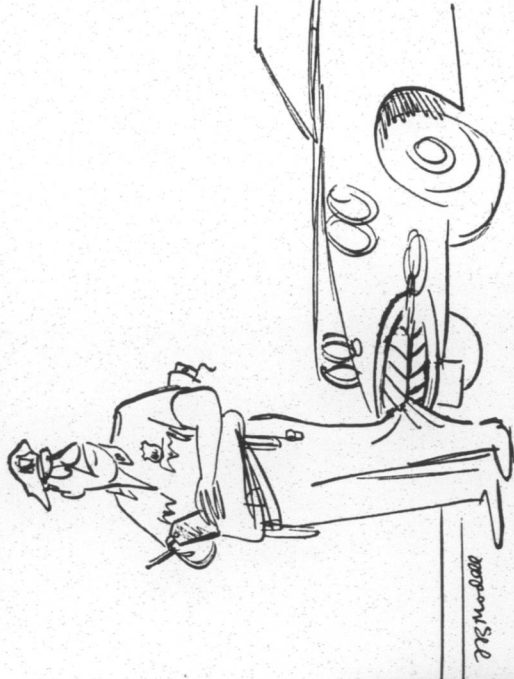


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Dodge's new Demon brings out the devil in you.

Here comes Dodge's all-new spunky little saver that will really turn you on. It works like a demon . . . plays like a demon . . . and is devilish fun to drive. It's five-people big on the inside. Yet it's compact enough to tool around town and park in just about any parking place you can get into with any other car. And

Demon works magic, too, the way both its Six and standard V8 make the miles disappear on regular gas . . . the way it surrounds you with comfort. So, if you'd like to add a little spice to your life, drop down to your nearby Dodge Dealer's and ask to take a Demon-stration drive. New Dodge Demon for 1971. That's the spirit.



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"No buckets, no sticks, no wire wheels."



For people who put quiet, comfort, and quality first. The Dodge Polara.

Polara people come from many walks of life. But they have one thing in common. The desire for peace and quiet, with a touch of luxury to go along with it. They look for it in the car they drive. And the Dodge Polara for 1971 comes through. Luxury-car roominess and comfort. Torsion-Quiet Ride that reduces road and engine noise in the passenger compartment by means of strategically

placed rubber isolators and a front "stub frame" that insulates against noise. Distinctive styling without being ostentatious. And what never ceases to amaze these Polara people is the modest price. Polara competes with the traditional low-priced field. If Polara people sound as if they're your kind of people, join 'em. **YOU CAN'T AFFORD NOT TO BE DODGE MATERIAL**