

Drawing by Modell reprinted from *The New Yorker Magazine*, ©1961



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



© 1970 Chrysler Motors Corporation

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, see your nearby Dodge Dealer and ask to take a Demon-stration drive. New Dodge Demon for 1971. That's the spirit. **YOU CAN'T AFFORD NOT TO BE DODGE MATERIAL.**

New Dart Demon Sizzler

*It lets you be a sport
about saving*

Introducing Dart Demon Sizzler. Strictly for the young. No way is your Aunt Martha going to understand the way it looks. Those stripes, Rallye wheels and other ways of turning her off and you on. (To help keep turning you on, we'll remind you that Sizzler still has a low price. And it won't bug you with high insurance rates.) 1971 Dart Demon Sizzler. If you're young enough to understand it, you're young enough to buy it.

How we turned Dart Demon into the Sizzler . . .

Racing mirrors • 6.95x14 whitewalls • Special moulding trim • Tuff steering wheel • Distinctive vinyl and plaid-cloth bench seats • Full carpeting.

Sizzler equipment at no extra cost: Flat-black hood treatment • Body side and rear deck racing stripes • Special Rallye wheels • Body-color grille frame—choice of Plum Crazy, Hemi Orange, or Citron Yellow (frame is painted Argent with other body colors) • Sizzler name decal.



CHRYSLER
MOTORS CORPORATION



Dodge

Dodge Trucks

HOT NEWS

Dodge introduces the all new Demon Sizzler

Dodge's newest, a specially equipped . . . specially dressed Demon . . . a Demon with hot looks and hot sales appeal.

It's specifically designed and priced to attract buyers who, for one reason or another, (e.g. high insurance rates, or a tight budget situation) can't afford the real hot machines. Demon Sizzler gets its looks from a unique black hood treatment that

Available March 1, 1971.

features a Sizzler name decal, colored grille collar in 3 sizzling colors, body side tape stripe, rear deck tape treatment, drip and wheel lip moulding, dual racing mirrors, and 6.95 x 14 white sidewalls mounted on special rallye wheels. An interior with tuff steering wheel, cloth and vinyl plaid bench seat and carpeting, all combine to give you a real sizzler.

So get hot on this one.



The Demon Sizzler Package

	MSRP*		MSRP*
Unique Sizzler Hood Treatment (Coal Black)	No Charge	Dual Color Keyed Racing Mirrors (Left, Remote)**	25.75
Color Keyed Grille*	No Charge	** Five hot colors: Bright Blue, Metallic, Hemi Orange, Citron Yella, Green Go, Plum Crazy	
* Available in Sizzler featured colors—Citron Yella, Plum Crazy, and Hemi Orange.		6.95 x 14 WSW Tires (6 cyl.)	39.55
Body Side Tape Stripe from Demon 340	No Charge	(8 cyl.)	26.85
(Coal Black or White Hot)		Drip Mouldings	11.80
Special Rallye Wheels	No Charge	Wheel Lip Mouldings	7.45
Sizzler Decal on Hood	No Charge	Tuff Steering Wheel—Power steering not required	28.85
Rear Deck Panel Tape Treatment from Demon 340	No Charge	Cloth and Vinyl Plaid Bench Seat	12.75
		Carpets	18.00

*Manufacturer's Suggested Retail Price

Package not available with following options: Radio Group, Moulding Group, Vinyl Body Side Moulding, Body Side Paint Stripe, Deluxe Steering Wheel, Deluxe Wheel Covers, Vinyl Bench Seat, 6.45 x 14 WSW or any BSW tire.

NOTE: The only related options to be available within the package are D78 x 14 WSW or E70 x 14 RWL, Trim Rings for Special Rallye Wheels and Bucket Seats.

Dodge

CHRYSLER
MOTORS CORPORATION

ANNOUNCING THE **DOUBLE DART** AUTOMATIC SPECIAL.

DODGE GIVES YOU A FREE AUTOMATIC TRANSMISSION
AND YOUR CHOICE OF MODELS.



Dodge Dart Custom
4-door sedan.



Dodge Dart Swinger
2-door hardtop.



One million Dart owners have got
to be right. Here's why:

- Dart's traditionally high resale value.
- Dart's roominess. Seats six. Has a huge trunk. It's big enough to be your only car.
- Dart's reputation for operating economy. In a nationwide survey, conducted by Popular Mechanics, based on nearly 3/4 of a million owner-driven miles, an average of 20 mpg was reported with last year's Darts equipped with the popular 225 Slant Six engine.
- Dart's engineering advantages. Like strong Unibody construction and adjustable torsion-bar suspension.

Buy either of these specially equipped Darts,
and Dodge offers you the automatic transmis-
sion **FREE**. The special package includes:

- Power steering
- Light Package
- AM radio
- Vinyl roof
- White sidewall tires
- Deluxe wheel covers
- Variable-speed wipers and electric washers
- Bumper guards, front and rear
- Left, remote-control mirror
- Body side moulding with vinyl insert
- Rear deck lid lower moulding
- Undercoating and hood pad.

Dodge. Depend on it.

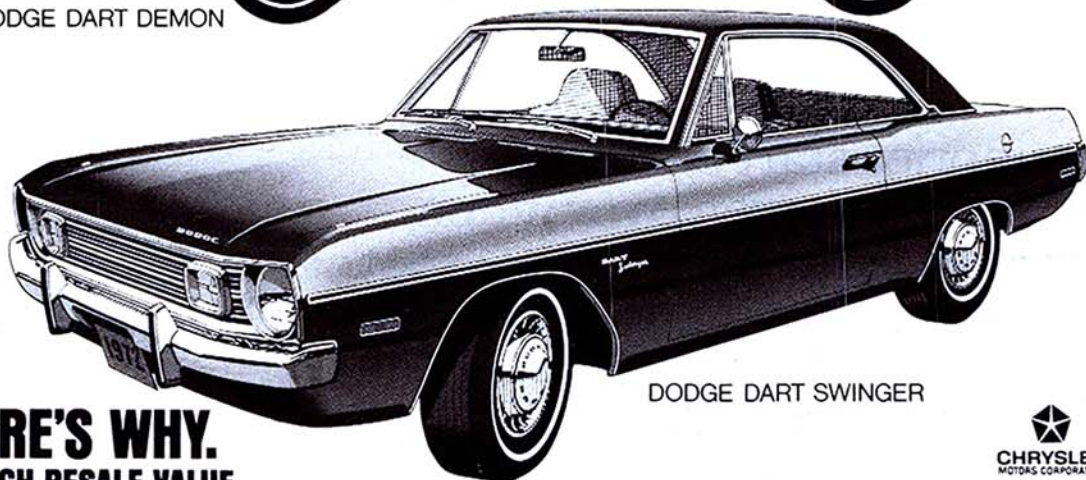


Don't miss AFC Football on NBC.

DODGE DART SALES SOAR OVER 1 MILLION.



DODGE DART DEMON



DODGE DART SWINGER



HERE'S WHY.

● HIGH RESALE VALUE

The simple chart below compares the price of a 1971 Dart Swinger Special hardtop to competitive compact coupes and sedans and current average wholesale used car prices as reported by *Automotive Market Reports*. All cars were equipped as comparably as possible. Any unadjustable difference was decided in favor of the competition's cars.

	DART SWINGER SPECIAL 2-DR. HARDTOP		NOVA 2-DR. COUPE		HORNET 2-DR. SEDAN	
	6-cyl.	8-cyl.	6-cyl.	8-cyl.	6-cyl.	8-cyl.
VALUE NEW	\$2685	\$2778	\$2617	\$2712	\$2450	\$2597
VALUE USED	\$1786	\$1879	\$1707	\$1819	\$1452	\$1544

New car prices based on final 1971 Manufacturer's Suggested Retail Prices, excluding state and local taxes and destination charges.

● ROOMINESS

Dart Swinger seats six. Dart Demon seats five.

● TRUNK SPACE

Dart Swinger's trunk carries 11 pieces of luggage. Demon's trunk carries 12 pieces of luggage.

● OPERATING ECONOMY

Up to 20 m.p.g. with the 225 Slant Six engine.

● SIZE AND WEIGHT

Both Dart Swinger and Dart Demon

are considerably heavier than the subcompacts—a plus benefit during expressway driving. Yet they're agile enough for city parking.

Resale value, roominess, trunk space, operating economy, size, and weight are just a few of the reasons over one million people have bought Dodge Darts. Maybe you're missing something. So before you buy your next car, go down to your nearest Dodge Dealer's and check out a Dodge Dart. While there, ask your Dealer about his special offer on an automatic transmission. That's a deal on top of a deal.



DODGE. DEPEND ON IT.

Dodge brings you the best in baseball Saturdays on NBC. See your local TV listing.

SPECIAL GOLF BALL OFFER FROM THE DODGE BOYS

You can play with the same kind of ball Lee Trevino endorses for 60 percent off the retail price! Right now, your participating Dodge Dealer has new custom-made Dodge Faultless Computerized golf balls, three for \$1.50. A regular \$3.75 retail value.