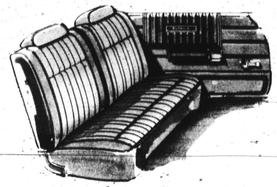
A DODGE FACTORY AIR-CONDITIONING SALE WITH 50% OFF*!

$218.70 OFF!

You better believe it! Buy this specially equipped Dodge Polara Custom and get air conditioning for more than half off. That's the same as having $218.70 off the sticker price.* This is Dodge's way of introducing you to the '71 Polara Custom, savingest car in its class . . . a car priced below a comparably equipped Ford Galaxie or Chevrolet Impala.** You get the options that most people want most, plus big-car luxury and ride. Similar savings are also available on every V8 model in the Polara and Monaco lines.

Look at what this special offer includes:



Two-tone cloth-and-vinyl fabrics over foam-padded seats, deep pile carpeting, and harmonizing simulated wood-grained trim—in America's second roomiest interior. And in addition, you get:

- Silent, steady Torsion-Quiet Ride . . . a Dodge first in this price range
- Three-speed TorqueFlite automatic transmission
- Power steering
- Electric clock
- AM radio
- Deluxe wheel covers
- Three-speed electric windshield wipers
- Left-side remote-control mirror
- Tinted glass in all windows
- Vinyl roof (a luggage rack instead on station wagons)

- White sidewall tires
- Power disc brakes
- Bumper guards
- Light Package

- All for a price less than that of a comparably equipped Ford Galaxie or Chevrolet Impala. See Polara Custom at your Dodge Dealer's now.

Factory-Installed Air-Conditioning Special. Airtemp

CHRYSLER MOTORS CORPORATION

*Air conditioning, Manufacturer's Suggested Retail Price, $418.30, less $218.70 sales discount.

**Based on a comparison of Manufacturers' Suggested Retail Prices of comparably equipped vehicles, exclusive of state and local taxes and destination charges.

Dodge

Dodge Trucks