DRAMATIC NEW WAY TO BUY CARS IS WINNING THOUSANDS TO DODGE!

SALES JUMP 100% IN EIGHT EXCITING WEEKS

"SHOW-DOWN" PLAN OPENS PUBLIC'S EYES TO NEW VALUE AND TAKES GUESS WORK OUT OF CAR BUYING

LETS THE BUYER COMPARE . . . 21 POINTS OF QUALITY . . . 7 TESTS OF ECONOMY . . . 8 FEATURES OF PERFORMANCE

"Don't gamble when you buy a car! That's what Dodge dealers want you to do, and you don't have to gamble any more, because I know you're wise when you buy a new car and I'm going to give you the goods in all the details of your car."

You Be The Judge!

You're sure that Dodge has 21 points of quality which are a point above the highest priced cars—such points as bumpers, windows, seats in every car, steel body, and double deck. A Dodge type frame—10 times stronger than ordinary frame construction.

You'll see how smooth and effortless Chrysler-Peugeot engine mountings make this new Dodge 82 engine vibrationless—without the knocking and rumbling you're used to on other cars. You'll see how powerful the 82 engine is in actual performance on the streets and highways.

You'll see the 7 tests of economy that Dodge gives you—how much more savings of from $5 to $100 on running expenses alone.

You'll see 8 features of Dodge performance—features that give you dependability and longer life, ruggedness and every comfort and luxury.

See For Yourself!

When you see how the "Show-Down" plan won't be rigged to buy. You won't be subjected to high pressure salesmanship. The dealer will be sure to see the facts for himself—in this big Dodge line and itself strictly on its own merit!

When a car diminishes in value in 8 short weeks, when everybody is talking about it, when you want to sell it for far less than it cost new, that's all Dodge sales. Why? The "Show-Down" plan was designed to make it easy for you to compare the Dodge 82 with other cars in its price class. Even with many of the higher priced cars.

GET THIS "SHOW-DOWN" CHART FREE


The Big New DODGE "6" only $595*