

ONE-HORSEPOWER CARS race around the Indianapolis speedway at 20 miles an hour.
(Acme photo.)



THE ROYAL SCOTS, Britain's oldest regiment, prepares for its display at Aldershot, some of the soldiers wearing historic uniforms of the aggregation.
(Acme photo.)

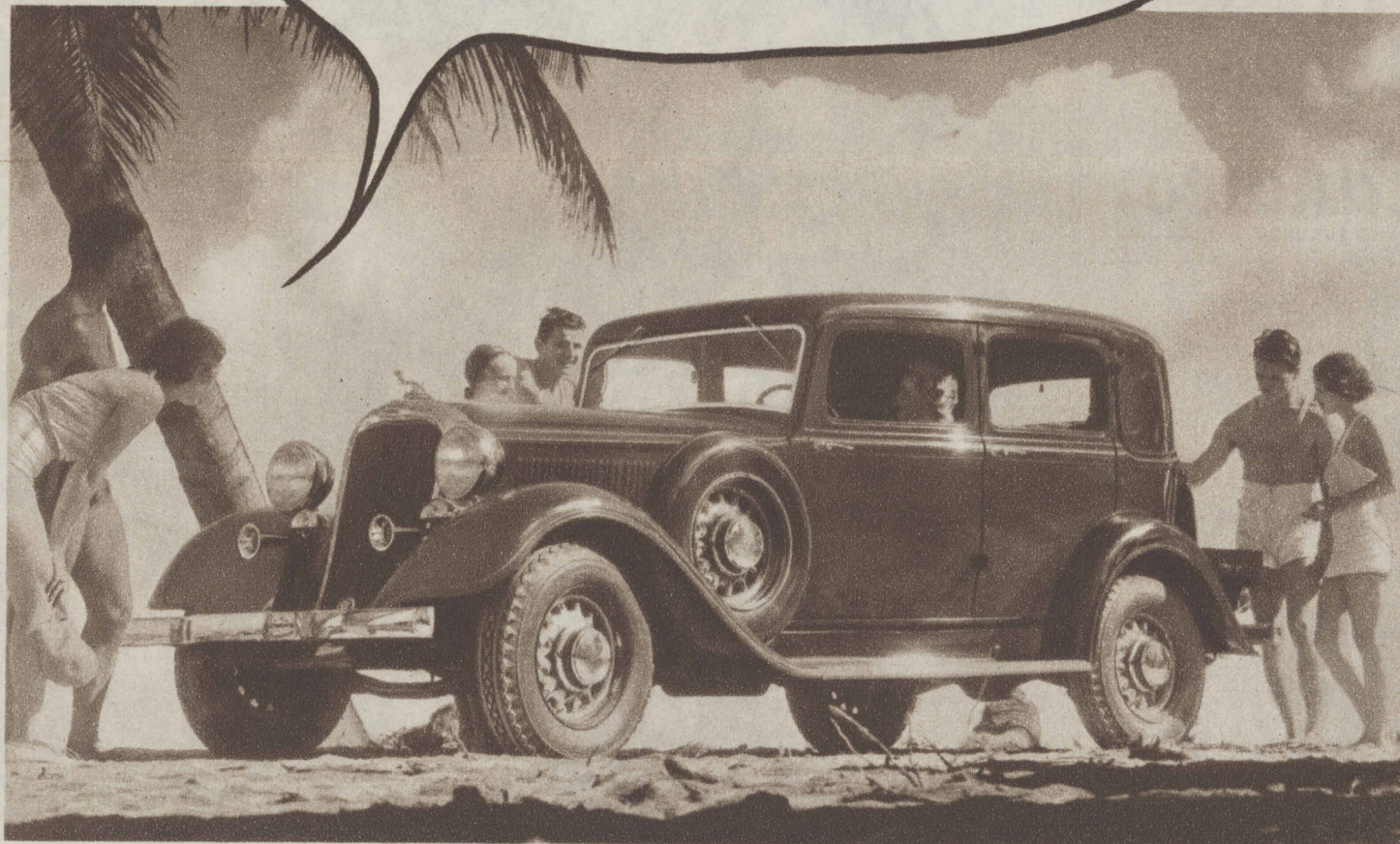
DRAMATIC NEW WAY TO BUY CARS IS WINNING THOUSANDS TO DODGE!

**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**

**A BEAUTY? I'LL SAY
IT IS — AND IT
COSTS SO LITTLE!**



Dodge Six sell itself strictly on its own merits!

When a car doubles its sales in 8 short weeks... when everybody is raving about it... you want to see it before you buy a new automobile. And that's all Dodge asks. That's why the "Show-Down" plan was devised—to make it easy for you to compare the Dodge Six with other cars in its price class. Even with many of the higher priced cars!

"Don't gamble when you buy a car!" That's what Dodge dealers warn you. And you don't have to gamble any more, for Dodge has taken all the guesswork out of car buying with the "Show-Down" plan.

This new way of judging automobiles is sweeping the country like wildfire. With the "Show-Down" plan you get the true facts on car value and performance—in black and white!

You don't have to take anybody's word for what the big new Dodge Six can do. You see for yourself... every detail... every comparison between Dodge and competing cars!

You Be The Judge!

You'll see that Dodge has 21 points of quality seldom found in any but the highest priced cars—such points as hydraulic brakes, gears that are quiet in every speed, all steel body, and double drop, X bridge-type frame—10 times

stronger than ordinary frame construction.

You'll see how smooth and effortless Floating Power engine mountings make this new Dodge Six! Engine vibration is absolutely smothered. You ride with the smoothness of an eight—at the thrift of a Six!

You'll see the 7 tests of economy that Dodge gives you—they mean direct savings of from \$50 to \$100 on running expense alone.

You'll see 8 features of Dodge performance—features that give you dashing pick-up and get-away... smooth, easy riding... new comfort and luxury.

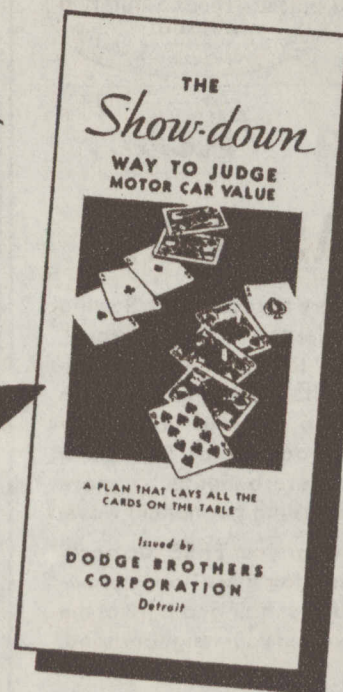
See For Yourself!

When you ask about the "Show-Down" plan you won't be nagged to buy. You won't be subjected to high pressure salesmanship. The dealer will let you see the facts for yourself—let this big

GET THIS "SHOW-DOWN" CHART

FREE

Your dealer has a copy of this chart he'll be glad to give you. Take it home with you... see in black and white the startling comparison between Dodge and competitive cars! Just ask for it—it's free! No obligation whatever.



**Ask Your Dodge Dealer For a "Show-Down"
Today! ... See For Yourself The Thrilling
Performance And Luxurious Beauty of The
Big New Dodge "6"! ... See How Much More
Car You Get For So Few Dollars More Than
The Lowest Priced Cars.**

*The
Big New*

DODGE "6" only \$595*

115-INCH WHEELBASE

* AND UP F. O. B. FACTORY, DETROIT

Dodge Eight priced from \$1115 to \$1395 f. o. b. factory, Detroit



**NOT EVEN THE ROUGHEST
GOING CAN DOWN THIS
CAR! THAT'S DODGE
DEPENDABILITY**

YOUR DODGE DEALER IS LISTED HERE

CENTRAL

M. J. Lanahan, Inc. 2542 S. Michigan Ave.

NORTH

Clauser Bros. Motor Co. 3431 Irving Park Blvd.
James F. Goodwin, Inc. 5725 Broadway
Lake Shore Motor Sales 3151-59 N. Clark St.
Lincoln Square Motors, Inc. 4950 N. Western Ave.
Schellenberger Motor Sales 4114 Irving Park Blvd.
West Albion Motors, Inc. 6630 N. Western Ave.

SOUTH

Brainerd Auto Sales 8912 S. Ashland Ave.
Bray Motor Sales, 7406 S. Halsted St.
Central Auto Sales & Service 3453 S. Morgan St.
Gerds Motor Sales, Inc. 7355 Exchange Ave.
Kenwood Motor Co. 4736-44 Cottage Grove Ave.
M. & S. Motor Sales 5204-6 S. Ashland Ave.
Siegel Motors, Inc. 7616-22 Stony Island Ave.
Solbrig Bros. Motor Sales 6120 S. Western Ave.

WEST

Bien Motor Sales 1708 S. Ashland Ave.
Hart Motor Co., Inc. 4611-15 W. Madison St.
Montgomery Motor Co. 216-18 S. Kedzie Ave.
North Avenue Motor Sales 5140-48 W. North Avenue
Royal Sales & Service 1747 Milwaukee Ave.

SUBURBAN

Aurora Wentzel-Foster Motor Co., Inc.
Berwyn, Anderson Bros. Motor Co.
Blue Island, Fiedler-Mohr Motor Co.
Chicago Heights East Side Motor Sales
Cicero, Cicero Motor Sales
Des Plaines, Melzer Auto Sales, Inc.
Downers Grove Highland Motors, Inc.
Elburn, Nix & Anderson
Elgin, Harry Hints Co., Inc.
Elmhurst, Bright Auto & Repair Co.
Elmwood Park West Grand Mtr. Sales
Evanston, Dampman-Schmitt Co.
Frankfort, Raymond F. Warning
Highland Park Geo. H. Koon Motor Sales
Ingleside, Ed's Garage
Joliet, T. J. Richards & Son
Lemont, J. H. Tedens & Sons
Maywood, Thompson Motor Co.
Morton Grove Baumhardt Bros. Motor Sales
North Chicago, Owens & Spellman
Oak Park, Oak Leaf Motor Sales, Inc.
Plainfield, Glasgow Brothers
St. Charles, Service Garage
Waukegan, McCulla & Peterson, Inc.
Wheaton, Holstein Bros. Corp'n
Wilmington, Allott Motor Sales
Winnetka, Hanson Motor Co.

ILLINOIS

Alton, Hoeft Brothers, Inc.
Belleville, Oliver C. Joseph
Bloomington Auto Service & Sales, Inc.
Centerville, Henry R. Bryan, Inc.
Champaign, H. E. Daniels
Danville, Miller-Finley Company
Freeport, M. L. Miller Sales Co.
Galesburg, Somerville Motor Co.
Granite City, Bremer Sales & Service
Kankakee, Bunker Bros., Inc.
Kewanee, Larson & Lundberg
La Salle, Wickhorst Motor Co.
Lincoln, Rhoads & Pemberton
Mattoon, Miller & Son Motor Co.
Mattoon, Sam Ball
Moline, Schwind-Popplewell, Inc.
Ottawa, George C. Schultz
Rockford, Herrington Motors, Inc.
Rock Island Schwind-Popplewell, Inc.
Sterling, H. W. Wiles
Streator, Samors Motors Company

INDIANA

Chestertown, Carl H. Harvil
Crown Point, Meeker and Claussen
Elkhart, Indiana Auto Sales Co.
Gary, Grantham Auto Corporation
Hammond, Bohling Auto Sales
Lafayette, Walter L. Gray, Inc.
LaPorte, Alex E. Lindgren
Lowell, Clayton Randolph
Michigan City Bonfield Motor Company
Valparaiso, Harvil Brothers

IOWA

Davenport Schwind Motor Car Company
Fort Madison, Haas Bros. Motor Co.
Iowa City, Gurner Motor Company
Keokuk, Ayer Motor Car Co.

WISCONSIN

Appleton, Wolter Motor Company
Janesville, Claude Fredenall
Kenosha, Haag Motor Co.
Madison, Fox Motor Company