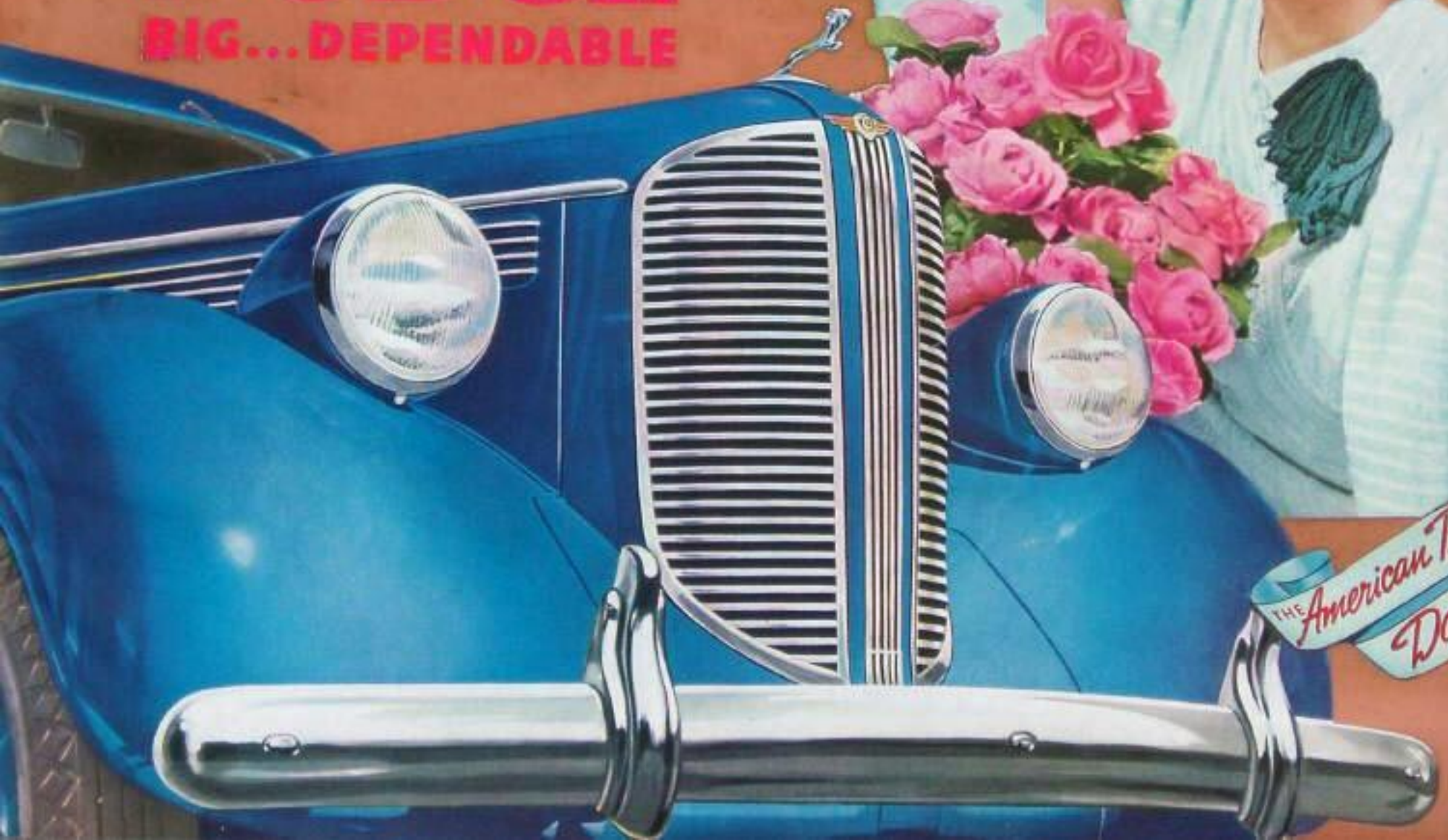


*It's Here to Save
You Money!*

THE NEW 1938
DODGE
BIG...DEPENDABLE



*THE American Beauty
Dodge!*





*In the Heart
of the Old South*

... they're switching to Dodge!



THE TOURING TWO-DOOR SEDAN... WITH BUILT-IN TRUNK

JOIN THE NATION-WIDE "SWITCH PARADE"





*Throughout
Rural America*

... Dodge owners report 18 to 24 miles to the gallon of gasoline!

THE STREAMLINER SEDAN . . . TWO-DOOR WITH LUGGAGE COMPARTMENT

TO DODGE _____ AND SAVE MONEY!





*Where Mountains
Meet the Desert*

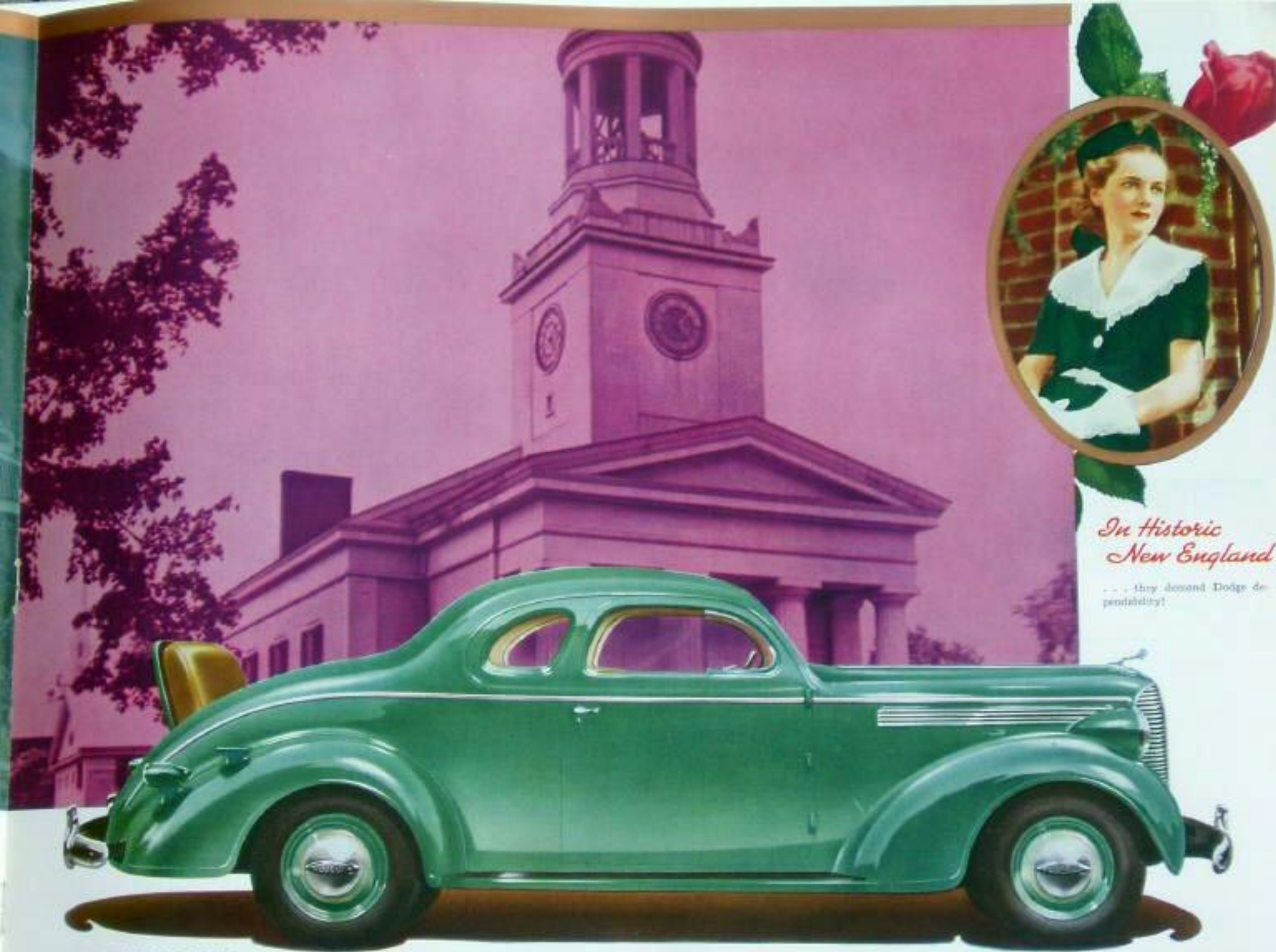
... the watchword is "Switch to
Dodge and Save Money!"



THE COUPE

JOIN THE NATION-WIDE "SWITCH PARADE"





*In Historic
New England*

... they demand Dodge de-
pendability!

THE RUMBLE SEAT COUPE

TO DODGE _____ AND SAVE MONEY!





*Where North Seeks
Southern Suns*

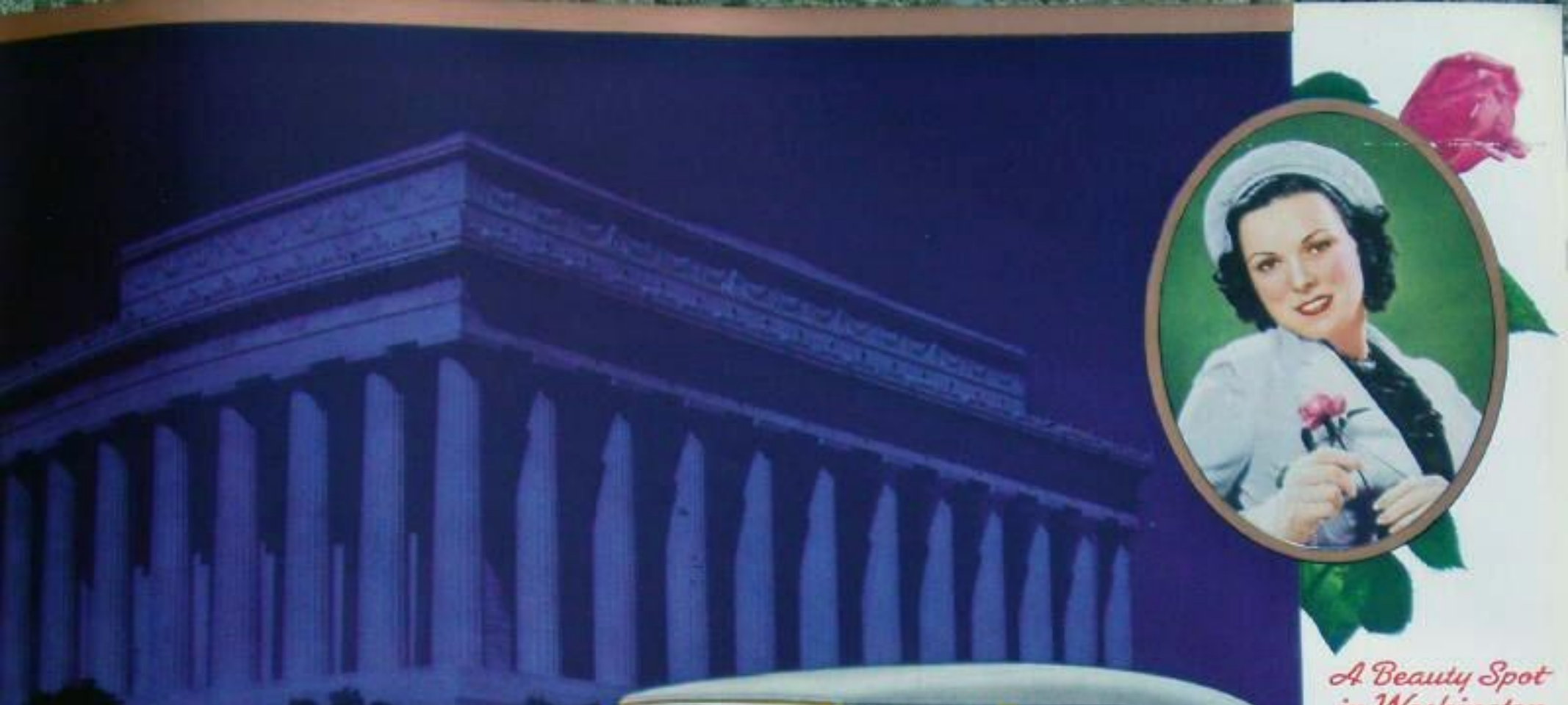
... they say Dodge is the "American Beauty" of motor cars!



THE CONVERTIBLE COUPE

JOIN THE NATION-WIDE "SWITCH PARADE"





*A Beauty Spot
in Washington*

... where the "Switch Parade"
to Dodge marches on!



THE CONVERTIBLE SEDAN ... WITH BUILT-IN TRUNK

TO DODGE _____ AND SAVE MONEY!





*On Metropolitan
Boulevards*

... they agree it's the most
beautiful car Dodge ever built!



THE SEVEN-PASSENGER SEDAN ... WITH BUILT-IN TRUNK

JOIN THE NATION-WIDE "SWITCH PARADE"





*In America's
National Parks*

... there you'll hear Dodge is the
safest car on the road ... the
easiest to drive!



THE LIMOUSINE ... SEVEN-PASSENGER WITH BUILT-IN TRUNK
(with Adjustable Full Glass Particles)

TO DODGE _____ AND SAVE MONEY!





*In the Shadows
of Giant
Skyscrapers*

... They're saying "Switch to
Dodge and Save Money!"



THE TOURING SEDAN... FOUR-DOOR WITH BUILT-IN TRUNK

JOIN THE NATION-WIDE "SWITCH PARADE"





*Where "Seas"
are Spanned*

... there, too, it's Dodge for money savings!



THE STREAMLINER SEDAN . . . FOUR-DOOR WITH LUGGAGE COMPARTMENT

TO DODGE _____ AND SAVE MONEY!





*Join the Nation-wide
"Switch Parade" to the*
1938 DODGE
- and Save Money!



THE MOST BEAUTIFUL CAR THAT DODGE EVER BUILT

