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ADVANCED Styling

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Smoother Riding

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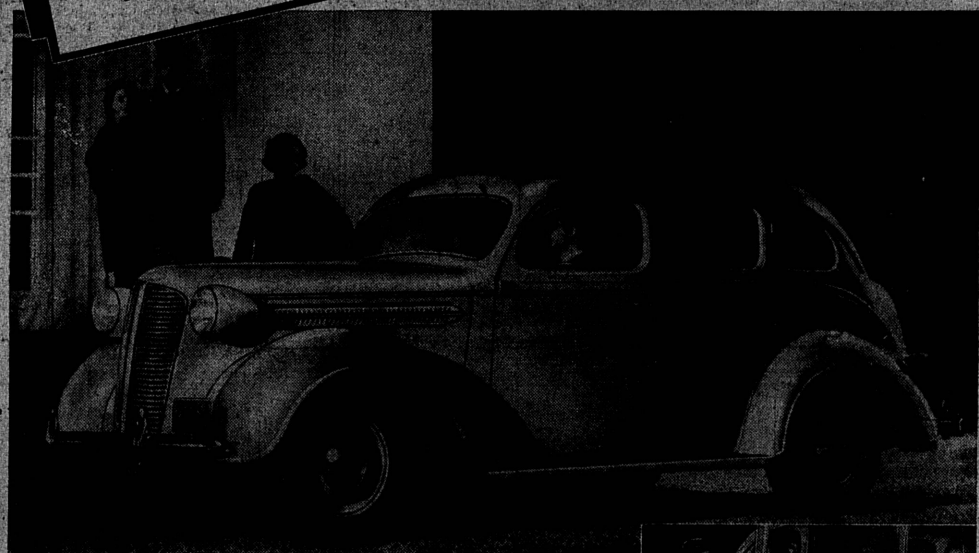
Say! HAVE YOU SEEN The NEW 1937 DODGE?

Your Local Dealer
IS
**WALTER
G.
LINCH**
REDONDO
BEACH

Only 5 Minutes to the
Dodge Display Rooms
Corner Torrance Blvd.
and Catalina,
Redondo Beach

FREE BALLOONS For the Kiddies

On Display Here!
...THE GREATEST MONEY-
SAVING DODGE OF THEM ALL!...
THE NEW DODGE FOR 1937!

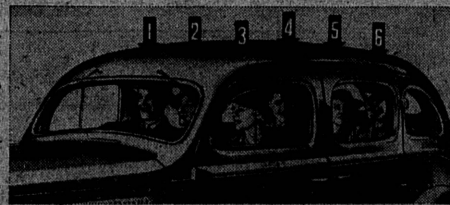


CREATING tremendous enthusiasm right across America, the sensational new Dodge for 1937 has scored another "ameah h!"... is so phenomenal in economy, beauty, roominess and comfort that everyone who has seen it agrees that "millions will want to switch to this new and bigger 1937 Dodge!" A complete unit of advanced "windstream" styling, this new car is easily the most beautiful Dodge ever built. Interiors are roomier... while improved Chair-Height seats, improved weight distribution and a new method of mounting the body on cushions of rubber to banish road noises give you a more comfortable and quieter ride than ever before.

Powered by the famous Dodge engine which owners report gives 18 to 24 miles per gallon and which is now improved and more brilliant than ever, Dodge gives you even greater all-around economy. This new Dodge also gives you an even stronger safety all-steel body with all-steel top and genuine hydraulic brakes! Yet, with all these improvements—with all this extra value, the new 1937 Dodge costs only a few dollars more than the lowest-priced cars! See this amazing new Dodge at our showrooms today! Drive it yourself! Then you'll understand why people are saying that "millions will want to switch to the new 1937 Dodge!"

SIX PASSENGERS RIDE COMFORTABLY IN EVERY DODGE SEDAN!

Bodies of the new 1937 Dodge are longer and wider than ever before. Front seats are now 47 inches wide... rear seats 48 1/2 inches wide... plenty of room for at least six passengers in every Dodge sedan. And for greater security Dodge gives you an even stronger safety all steel body with all-steel top.



NEW, IMPROVED CHAIR-HEIGHT SEATS! In the new Dodge, seats are not only scientifically shaped to conform to restful body posture, but are actually "chair-height." Because the level Dodge floor is lower than in many cars, seat cushions are the right height to avoid cramping your knees... to give you plenty of leg-room... to give you real easy-chair comfort!

Priced Lower Than Last Year!

SWITCH TO DODGE AND SAVE MONEY!

"SWITCH TO DODGE - SAVE MONEY"

DODGE

WALTER G. LINCH

PLYMOUTH

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