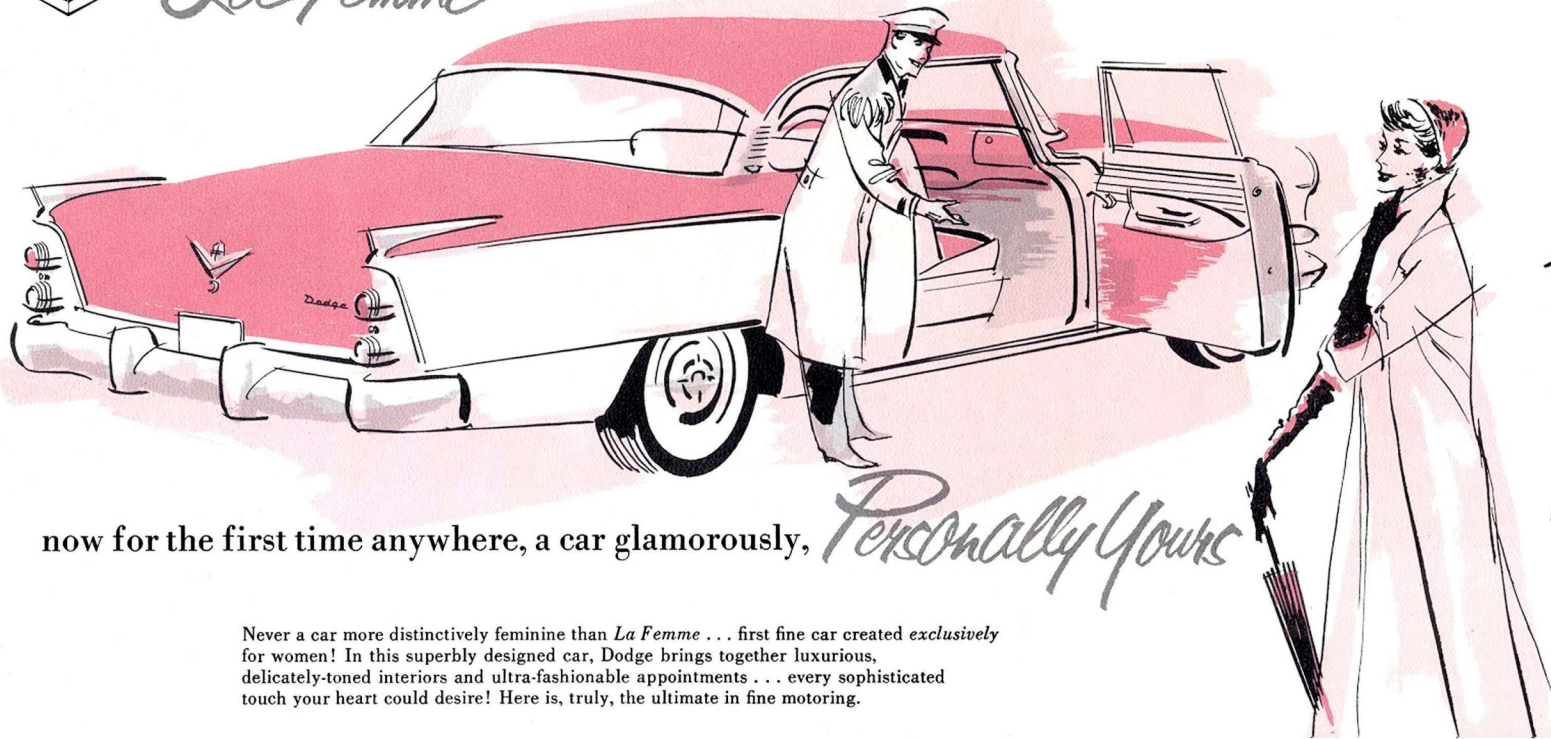




La Femme

by DODGE

BY APPOINTMENT TO HER MAJESTY ... the *American Woman*

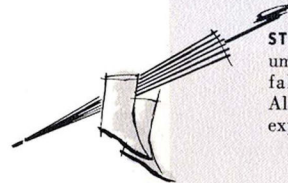


now for the first time anywhere, a car glamorously, *Personally Yours*

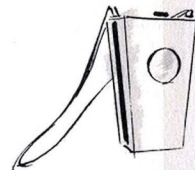
Never a car more distinctively feminine than *La Femme* . . . first fine car created *exclusively* for women! In this superbly designed car, Dodge brings together luxurious, delicately-toned interiors and ultra-fashionable appointments . . . every sophisticated touch your heart could desire! Here is, truly, the ultimate in fine motoring.



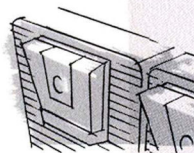
EXQUISITE interior features richly-woven Jacquard fabric in pastel rose with special tap-stry design.



STYLISH rain cape and chic umbrella match the Jacquard fabric in color and design. Also, dainty rain boots for unexpected showers.



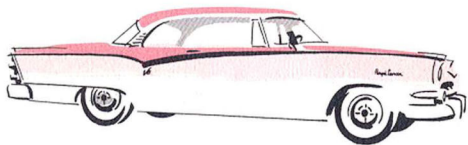
STUNNING fitted shoulder bag in soft, rose leather. Matches interior leather trim.



AND LO! Two special compartments to hold the bag and rain apparel — ingeniously, conveniently located in the backs of the front seats!



La Femme by Dodge . . . in mood and manner a distinctive car for the discriminating, modern woman.



DODGE DIVISION • CHRYSLER CORPORATION
Detroit 31, Michigan