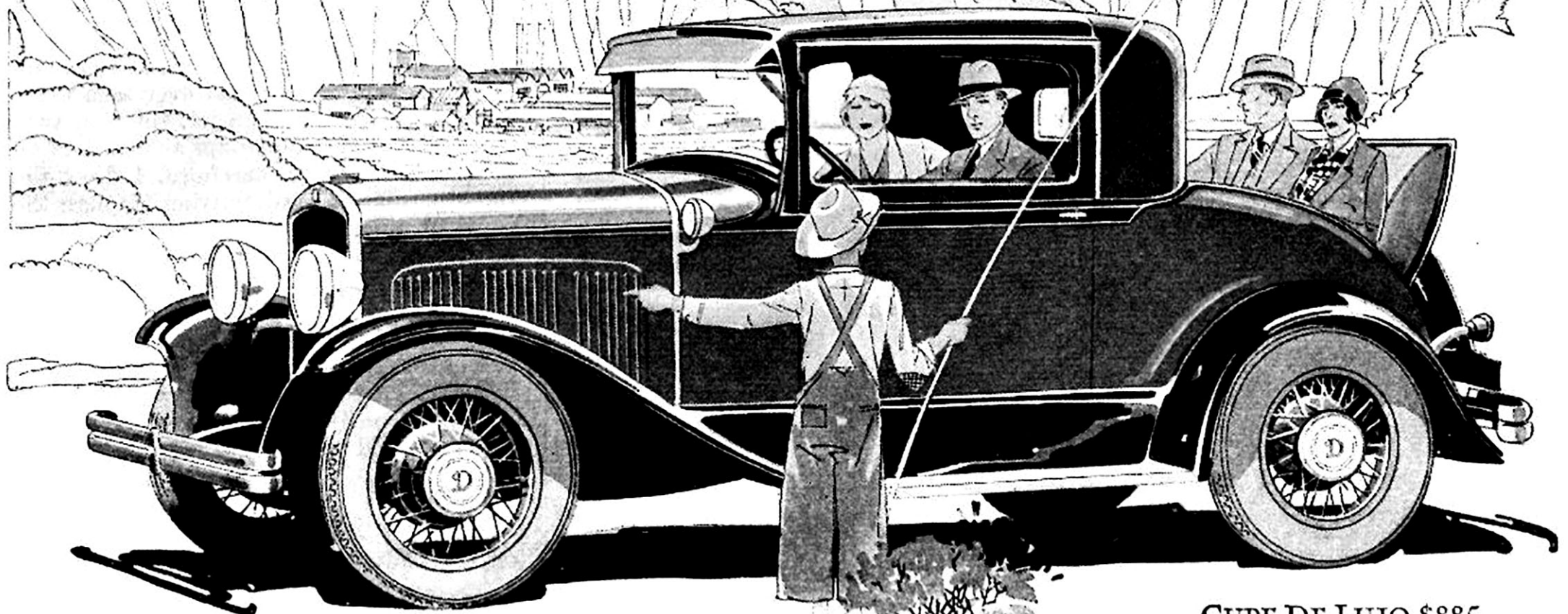


DESOTO SIX



CHRYSLER MOTORS' PRODUCT

DeSoto



\$845

AND UPWARDS
f. o. b. factory

CUPE DE LUJO \$885
f. o. b. factory
(special equipment extra)

DESERVING ITS POPULARITY

In all that distinguishes the newer and finer, De Soto Six excels. In the field of low-priced sixes it has no equal in brilliant performance—flashing get-away—restful riding—supple ease of control and smooth operation at all speeds. No other car at so moderate a cost offers so true an interpretation of all that is

modern in style and smartness, in new and tasteful color combinations, in richness of appointments and in attention to finish. De Soto Six is vigorous, alert, staunch and dependable. No car offers more to inspire prideful ownership. None has won its way more rapidly and surely into the favor of a motor-wise public.