

ABOLISHING A TIME-HONORED CUSTOM

In designing the De Soto Six, Chrysler Motors had in mind a car that would be so attractive in appearance and so brilliant in performance that it would abolish the time-honored custom of annual trading and establish itself as a more lasting possession.

Since durability is the first essential of lasting motoring satisfaction, it was determined to achieve a car that would far outlast anything in its price class and that

would reduce both operation and maintenance costs to a minimum.

The phenomenal success of De Soto Six in its first year is conclusive proof that the Chrysler engineers carried out their ideas. Not only has it outsold any other first-year car in the entire history of the industry, but it has outdone all rivals in terms of constant, economical service. Individual owners and corporations who have set out deliberately to prove its dura-

bility have established some astounding records. It is still too early to estimate the average life expectancy of a De Soto Six, but already this figure has been placed far in advance of that previously recognized as a fair standard for a car of approximate price.

A demonstration will prove that this splendid stamina is supplementary to a matchless performance, exceptional safety and truly luxurious comfort.

Faeton	\$845	Sedan	\$885
Roadster Espanol	\$845	Cupe de Lujo	885
Sedan Coche	845	Sedan de Lujo	955
Cupe Business	845		

All prices at factory

DE SOTO SIX

CHRYSLER MOTORS PRODUCT

