



TRADITION BRUSHED ASIDE

LEADERSHIP ESTABLISHED

De Soto Six, Chrysler-built, was not designed to cater to the conservative. True offspring of this active American age, it has brushed aside stuffy traditions. Supple, sleek, swift and beautiful, it keeps pace with the spirit of this progressive nation and these modern times.

At the wheel of a De Soto Six comes the urge to cover the miles ahead, a gay surrender to the thrill of brave adventure. De Soto Six

heartens the cautious just as it rejoices the competent and daring. It is a car that women delight to drive and of which men are proud.

Brilliant, alert, safe and easy riding, De Soto Six brings no strain upon the pocketbook. No other car in its class has shown itself so economical to operate and main-

SEVEN BODY STYLES **\$845** AND UP AT FACTORY

tain. No other has proved so great a capacity to achieve unusual mileage. In the estimation of the motorwise, the De Soto Six has established an irrefutable claim to leadership in performance, leadership in reliability and leadership in value among cars below \$1,000.

Ignoring price conventions, De Soto Six has enabled the moderate income to possess the motoring satisfaction of cars costing far more.



DE SOTO SIX



CHRYSLER MOTORS PRODUCT