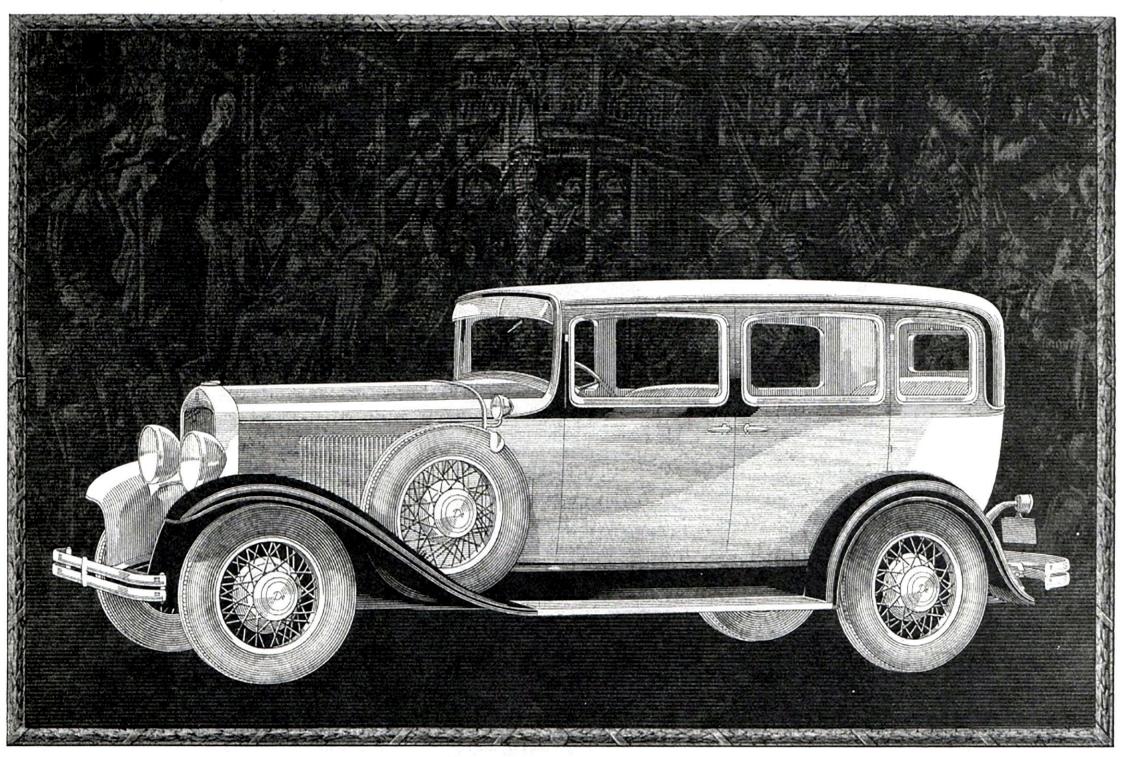
WORLD'S LOWEST



- PRICED EIGHT



→→

No longer does a penalty of high price attach to all things of quality; things which make life richer and broader and happier. Time brings great developments. Standards constantly change. Ways are found to produce



at lower and still lower prices. Possessions which in other times would have been excessively expensive are,

by the magic changes of progress, rendered inexpensive. Today, in the sphere of motor cars, this welcome truth is made clear by the new Chrysler-built De Soto Straight Eight—the lowest-priced eight in the world.



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