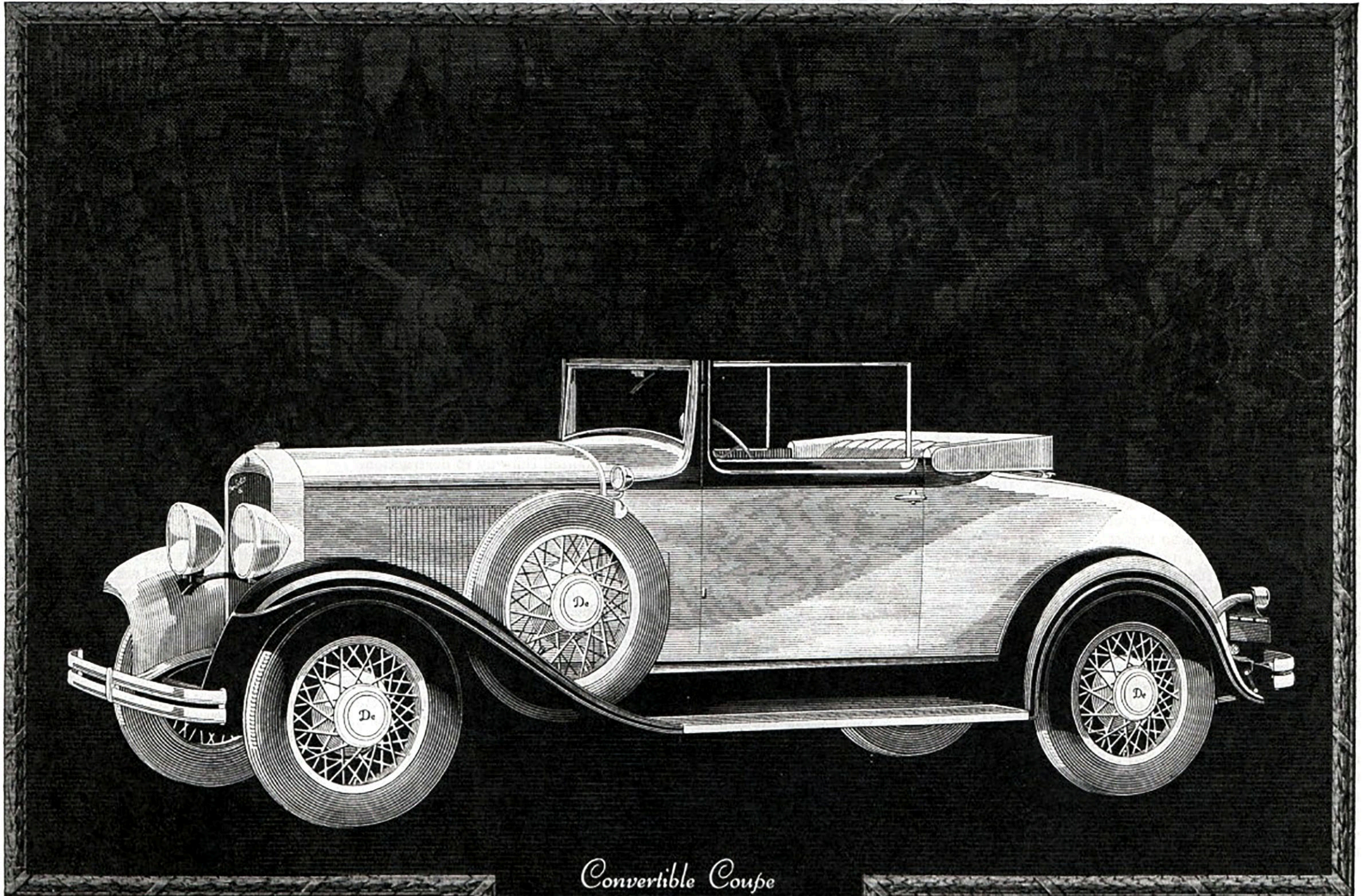



**DE SOTO**

  
**STRAIGHT**  
**~ ~ ~ EIGHT**  
 CHRYSLER MOTORS PRODUCT



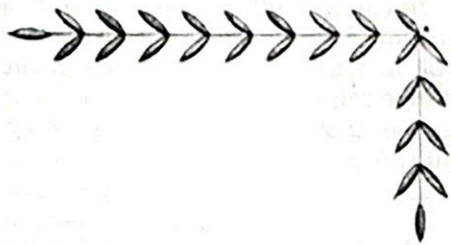
*Convertible Coupe*  
*with top folded and windows raised*



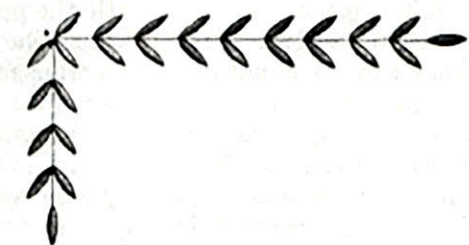
There is something magnetic about genuine quality. Everyone has an instinctive, inborn yearning for fine possessions. It is man's ambition to move in a cultured

environment, to live in a fine home and to own a fine motor car. Thinking people have discovered that it no longer requires wealth or extravagance to enjoy the best in life. Possessions of true qual-

ity are not always expensive. The truth of this is illustrated most forcibly in the motor car realm by the new Chrysler-built De Soto Straight Eight—a car of superb quality and yet at a low price.



**\$965**  
 AND UP, F. O. B. FACTORY



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