



Man's ambition for self-improvement is the root of all human progress; it is the cornerstone of civilization itself. The desire to live in a better environment is met by beautiful suburbs. The desire for universal, inexpensive entertainment is answered by the



radio and motion pictures. The desire for greater ease and convenience in the home is solved by all the latest appliances of housekeeping. And—in the realm of motoring—the new

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

Chrysler-built De Soto Straight Eight eminently fulfills the long-expressed public desire for something finer in an automobile of low cost; for something smarter and richer and more thrilling—for luxury, eight-cylinder performance and economy combined.



DE SOTO
STRAIGHT EIGHT . . .

C H R Y S L E R M O T O R S P R O D U C T