



> > Thinking people realize that it is possible to have and enjoy fine things without paying a penalty in price. One may have good clothes without indulging in extravagance. A home may be beautiful without being a mansion. And a motor car may be fine in quality and delightful in performance and still be economical in

price. ¶ Such a motor car is the new De Soto Straight Eight . . . A car stylishly beautiful without being overly ornate . . .

rich without being ponderous. Brimming with power, it is swift, it is smooth, it is thrilling and it is remarkably economical. ¶ When you can have this kind of an eight-cylinder car—of good name, good quality, good style, good comfort and good performance for so low a price—it does seem so utterly unnecessary to pay more.

DE SOTO
STRAIGHT
EIGHT

CHRYSLER MOTORS PRODUCT



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



W O R L D ' S L O W E S T - P R I C E D E I G H T