



A Finer

DE SOTO SIX

AT LOWER PRICES

INCREASED POWER

GREAT PERFORMANCE

STEELWELD* BODY

*A new type of fine-car body construction—steel welded to steel—no joints—utmost solidity—a distinct advance in body silence, strength and safety.

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This improved De Soto Six immediately sets a new record in six-cylinder value. ¶ At a lower price, it is even better than the original De Soto Six—the car which broke all sales records for a first-year car, and proved so eminently good that it continued its huge success for twenty-two months without a single change in design, engineering or price. ¶ For your own best interests, plain common sense dictates that you should let no one persuade you to buy *any* new car before you have examined the value and sensed the thrill of this improved, lower-priced De Soto Six.

WORTHY COMPANION CAR TO THE WORLD'S LOWEST-PRICED EIGHT