

# They're still Staring!



*Even after Ten Months in the Spotlight . . .*

*DeSoto makes them Stop . . . Look . . . and Envy!*

**A**NY CAR can get a hand the first time it rolls down the street. But you'll agree it takes real smartness to keep eyes turning months after January Motor Shows are past and forgotten. DeSoto has done just that!

Nine months ago we said, "Watch DeSoto start a new vogue. Watch it catch the eye and win the heart of smart America." And did it? You know the answer. It has jumped from 14th place in the industry to *eighth* place . . . during a year of careful buying!

DeSoto's different . . . but it "wears well." DeSoto is

daring . . . but it keeps its flair. Just as the smoothness of Floating Power grows on you. And the thrill of Free Wheeling . . . and Automatic Clutch.

Even the budget-book eyes it admiringly. For DeSoto is sparing of gas. Thrifty with oil. Positively parsimonious when it comes to repairs! The first cost? Just as interesting! Standard models begin at \$675; custom models at \$775, F.O.B. factory. All with Hydraulic Brakes and Safety Steel Bodies. DeSoto Motor Corp., Division of Chrysler Motors, Detroit, Michigan.

**DE SOTO SIX - \$675 AND UP**  
**F.O.B. FACTORY**