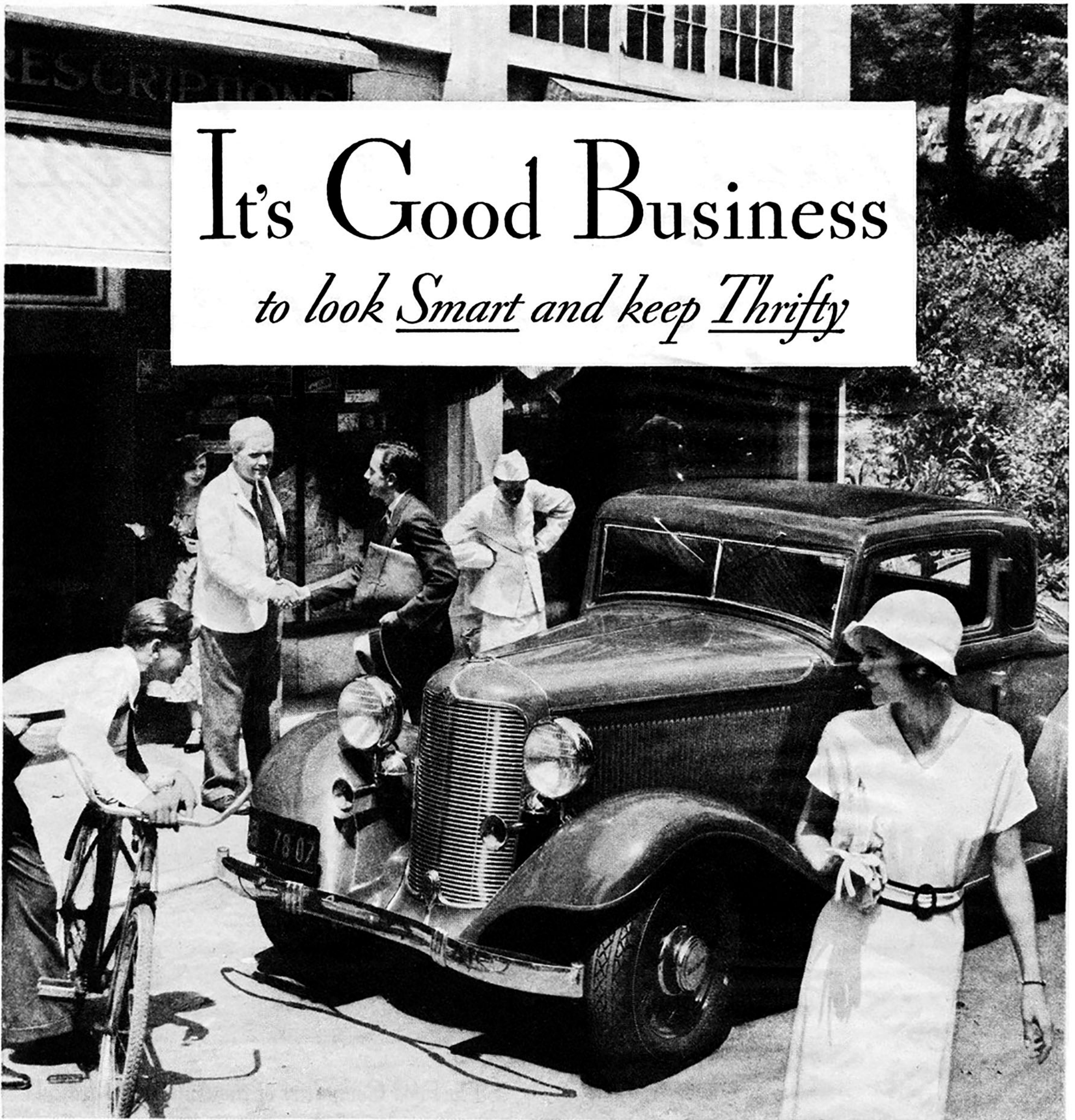


It's Good Business to look *Smart* and keep *Thrifty*



③ We have just been going through our sales records for the year to date. Here's something interesting we discovered. It's food for thought.

So far, more than six-and-a-half million dollars' worth of DeSotos have been purchased by salesmen!

It's not the amount of money that is so important. It's the significance of these figures that interests us. Do you see what they mean?

Next to his personality, a salesman's car is his best advertisement . . . his calling card. His customers notice it. It influences their attitude towards him and his company. Yet it *must* be economical and dependable. It must stand up under any and all conditions.

No wonder thousands of these men traded in their old cars and bought DeSotos. With one stroke . . . DeSoto has made them smart and kept them thrifty. It has raised their prestige and lowered their running costs at the same time.

Doesn't matter whether you use it for business or pleasure, a smart DeSoto's your best investment. More fun, more comfort, greater safety. Your old car will probably make the down payment. A few dollars a week will settle the rest. Ask any DeSoto dealer for trade-in terms and a thrilling ride with Floating Power.

DeSoto Motor Corporation, Division of Chrysler Motors, Detroit, Michigan.

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