

“I’ve never had a Ride like this—”



says *Peter De Paolo*

PETER DE PAOLO, HOLDER OF THE WORLD'S SPEED RECORD FOR 500 MILES AT INDIANAPOLIS



FAMOUS RACE DRIVER TELLS THRILLING STORY OF 10-DAY TEST RUN OF NEW DESOTO

● “I’ve driven thousands of cars. Won races. Broken records. But I’ve never had a ride like this. They told me to put the new DeSoto through its paces. Go the limit and get the truth. I did.

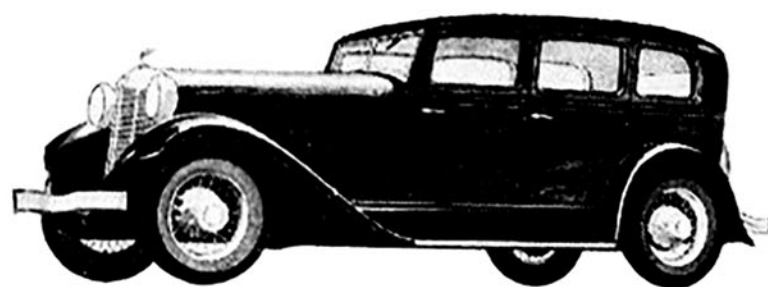
“Ten thrilling days. 3,000 cross-country miles. Over the worst of the Alleghenies. With a final 300-mile sprint on a track hitting well over 70 miles an hour at times.

“What a car! Better writers than I have tried to describe the thrill of Floating Power. But when I say this car has *no vibration* . . . I mean it.

“You sense it instantly . . . right from the get-away. Increase your

speed . . . 20, 30, 40 . . . it’s always the same uncanny smoothness. And wide open you just ‘float’ along. I tell you . . . it’s the easiest car I’ve ever driven.

“And imagine the thrill of driving without touching the clutch. It’s automatic. No buttons to press. No gadgets. Yes, Sir . . . this new DeSoto Six has everything. Go and see it. You’ve got a big thrill coming.”



NEW LOW PRICES. Standard Roadster, \$675; Business Coupe, \$695; Standard 2-door Sedan, \$695; Standard Coupe with Rumble Seat, \$735; Custom Roadster, \$775; Standard 4-door Sedan (Model Illustrated), \$775; Custom 4-door Sedan, \$835; Custom Conv. Coupe, \$845; Custom Conv. Sedan \$975. (All Prices F. O. B. Factory.)

SPECIAL FEATURES. *Floating Power* . . . a basic new principle that ends driving vibration. *Automatic Clutch* . . . with Silent Gear Selector . . . only \$8.00 extra. *Free Wheeling* . . . perfected by DeSoto. *Hydraulic Brakes* . . . the finest in the world. *Safety Steel Body* . . . for security and silence. *Duplicate Safety Glass* . . . throughout, at slight extra cost. DeSoto Motor Corporation, Division of Chrysler Motors.

America's Smartest low-priced Car **DE SOTO SIX \$675** AND UP F.O.B. FACTORY