

WE CAME...THEY SAW...



AND ROME FELL...FOR THE NEW DE SOTO

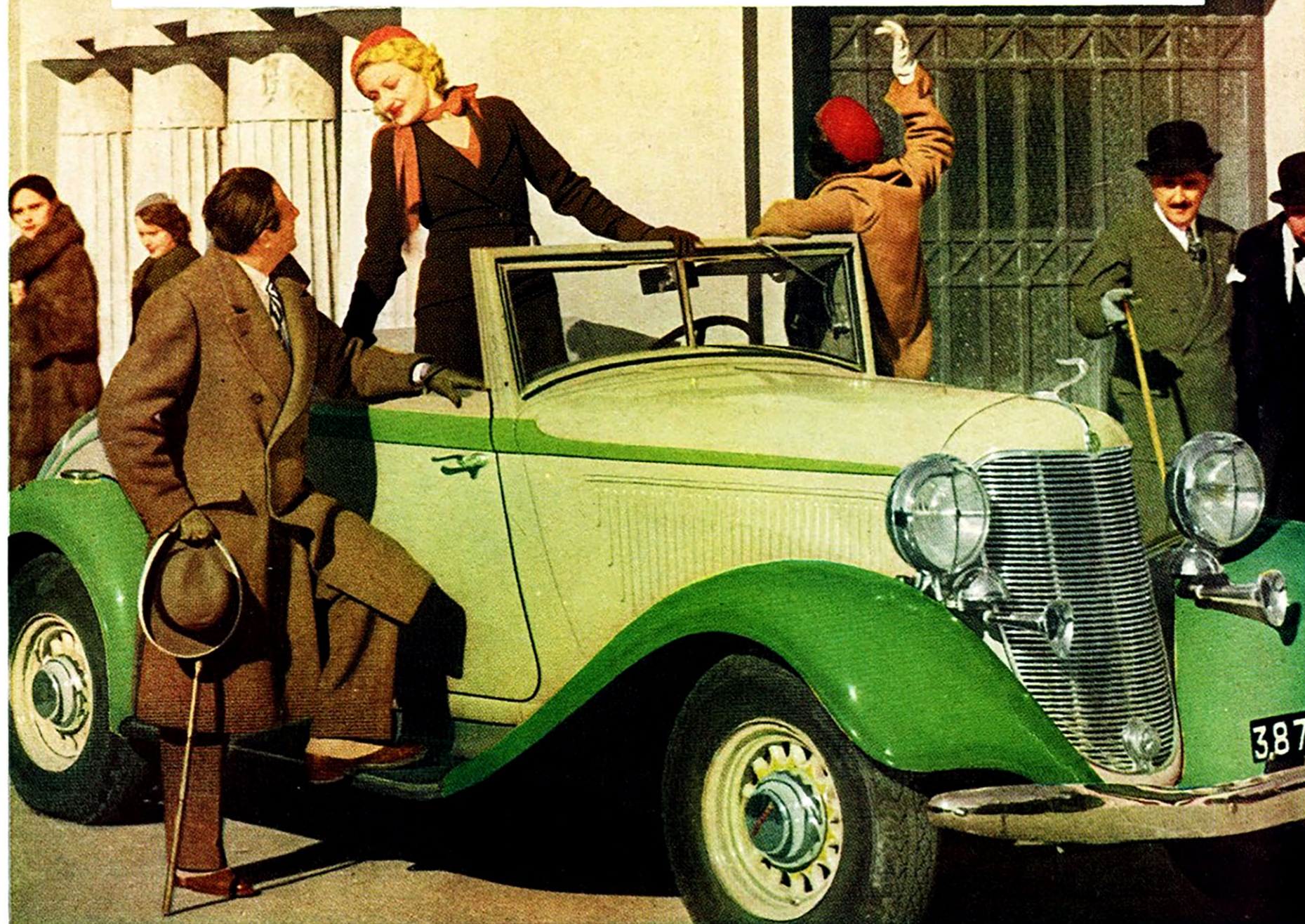
LOOK...kind reader...upon the fall of Rome...modern style. A new DeSoto has just rolled into town...and smart Romans are nearly tumbling off the balcony...just to get a look!

And no wonder! Fifteen feet of DeSoto's kind of smartness demands...and gets...plenty of attention anywhere you go.

It's new. It's big. It's rich-looking. Powered with 79 "horses." Plus Floating Power engine mountings...Free Wheeling...Hydraulic Brakes...Automatic Clutch optional...no end of mechanical luxuries.

Expensive? Well, hardly! Prices begin at \$695 F.O.B. factory...and that's just a trifle more than the lowest-priced cars cost!

PICTURE YOURSELF HERE... *DeSoto photographed at the Casina Valadier, Rome, Italy.*



DE SOTO SIX \$695 AND UP F.O.B. FACTORY