



IT'S AMERICA'S SMARTEST LOW-PRICED CAR!

● OF COURSE it's a thrill to drive a car that makes you *belong!* But smartness . . . after all . . . is only a part of the story! What's *underneath* that long, sleek hood?

A big, husky engine . . . with a 79 horsepower rating. Plenty of "lift" when you want it, and enough speed for a Peter DePaolo.

Patented Floating Power . . . and a final

end to vibration. Multi-cylinder smoothness and no more driving fatigue!

There's Co-incidental Starting . . . which does away with the starting button. There's new Flex-beam Lighting . . . light where you need it, not in the other fellow's eyes.

There's Automatic Clutch . . . Free Wheeling . . . all-silent transmission . . . down-draft

carburetion . . . squeak-proof Oilite springs . . . safety-steel bodies . . . Solar-spark heavy duty ignition . . . these are just the high spots.

See the new DeSoto. Get the surprise in its price. Take a good, long ride in America's smartest low-priced car. It's "Demonstration Week" *now* at all DeSoto dealers. DeSoto Motor Corp., Division of Chrysler Motors.