

Some People can't keep a Secret—



Here's how the News Leaked Out about the New DeSoto

IT'S HARD to keep a good thing secret. Somebody talks...and right away it's gossip with almost everybody.

We didn't intend to announce our new DeSoto until January. But the minute our dealers spied the new models...they urged us to start shipping cars. We agreed...but we thought *they* understood that there was to be no peekin'.

DeSoto dealers were just too tickled to keep still. The cars arrived at their showrooms...

and they just had to show someone DeSoto's wonderful smartness...they had to brag a little about its new low prices. And first thing we knew, the news was all over town!

Well, it's too bad. The surprise we had planned for you won't come off. And there's nothing much we can do about it now.

The news is out...your dealer has cars...and that's that! DeSoto Motor Corp., Division of Chrysler Motors, Detroit, Michigan.

IT'S AMERICA'S SMARTEST LOW-PRICED CAR