

IT'S AMERICA'S SMARTEST LOW-PRICED CAR

Now only
\$695
 AND UP F. O. B. FACTORY
 DETROIT



No other Car gives you so many features at such a Low-Price!

PEOPLE WHO DRIVE this big Airstream De Soto must be pardoned for thinking they own the world. That's just human nature... when the car is so big, smart, expensive-looking.

And they can't help feeling wiser than their neighbors. They looked a bit farther than the

low-priced cars... and for only a few dollars more, got *everything* they wanted!

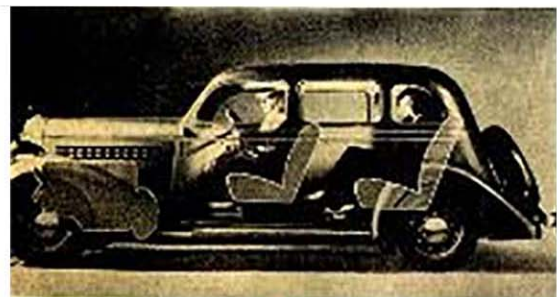
The smooth-as-silk performance of a 93-horsepower engine that holds world speed records... and a Coast-to-Coast economy record.

The scientific weight re-distribution introduced by the Airflow. With Airstream's extra-long wheelbase and individual (knee-type) front wheel springs... all roads are made magically smooth for all passengers.

The safety of an all-steel body and perfected hydraulic brakes.

As for quality and stamina, just name a fine-car feature this big Airstream De Soto hasn't got! See your De Soto dealer *today!*

(Left) Everybody gets a ride between the axles.



DE SOTO hits a new high in motor car value. This big, luxurious four-door sedan costs only \$745 list at Factory, Detroit. Ask about the official Chrysler Motors Commercial Credit Plan.

YOU NEVER SAW such luggage space or such luxurious interiors! Dozens of fine-car features... like the smart individual foot-rests shown below, left.



LOOK AT THESE EXTRA VALUE FEATURES

Ninety-Three Horsepower Engine • Perfected Hydraulic Brakes • Safety-Steel Body • Weight Re-Distribution • Floating Power Engine Mountings • Synchro-Silent Transmission • New Light-Pressure Clutch • Finger-Tip Steering •

Individual (knee-type) Front Wheel Springs • New Tapered-Leaf Rear Springs • Controlled Ventilation • Automatic Choke • Valve-Seat Inserts • Chromium-Plated Headlights • Tufted Upholstery • Individual Foot-Rests in Rear.

Airstream **DE SOTO**

COMPANION TO THE FAMOUS AIRFLOW DE SOTO