

You'll get a New Thrill

BENEATH THE SPARKLING BEAUTY OF THE \$695* DE SOTO, THERE'S PERFORMANCE WORDS CANNOT DESCRIBE



Save with De Soto's Gas-Saver Transmission, Safety-Steel Body and Genuine Hydraulic Brakes



De Soto is a big car...over 196 inches overall...with far more elbow room, foot room and head room than most cars offer. You'll find new comfort in its chair-high seats. Beneath its beauty is the super-strength of a Safety-Steel body. This streamlined trunk holds enough baggage for long trips and carries the spare tire locked inside.

ONLY IN DE SOTO... ALL THESE FEATURES

- Genuine Hydraulic Brakes... Safety-Steel Body...
- Floating Ride... Custom Styling... Independent (Knee-Floating) Ride...
- Automatic Choke... 93 Horsepower Engine... All-Silent Transmission... Floating Power Engine Mountings... Shockless Steering

Ask for the New

Official Chrysler Motors Commercial Credit Co. 6% TIME PAYMENT PLAN You can figure it out for yourself. 1. Start with your unpaid balance. 2. Then add insurance cost. 3. Then multiply by 6%—for a 12 months plan. One half of one per cent per month for periods more or less than 12 months. *In some states a small legal documentary fee is charged. NO OTHER CHARGES

\$695

*AND UP, LIST AT FACTORY, DETROIT SPECIAL EQUIPMENT EXTRA

PRODUCT OF THE CHRYSLER CORPORATION



De Soto

COMPANION TO THE DE SOTO AIRFLOW III

HAVE CARS CEASED to be a Great Event in your life? Have you begun to take them all for granted? Then it's time you became acquainted with the new De Soto.

You get a hint of something extraordinary the instant you see the flash of its military lines...the sparkle of its chromium-crowned radiator.

Your wonder grows when you step inside. Examine it inch by inch. The jeweled beauty of the instrument panel with its cloisonné-finish dials. The luxurious ease of extra-deep French roll cushions. The exquisite pleating and tufting of the door panels. The infinite care lavished on each tiny detail...every appointment you can possibly think of is here!

Then take the wheel and go exploring. Try to get a "rise" out of the roughest road in town. Bumps and ruts are smothered, in the style of the "Airflow" De Soto.

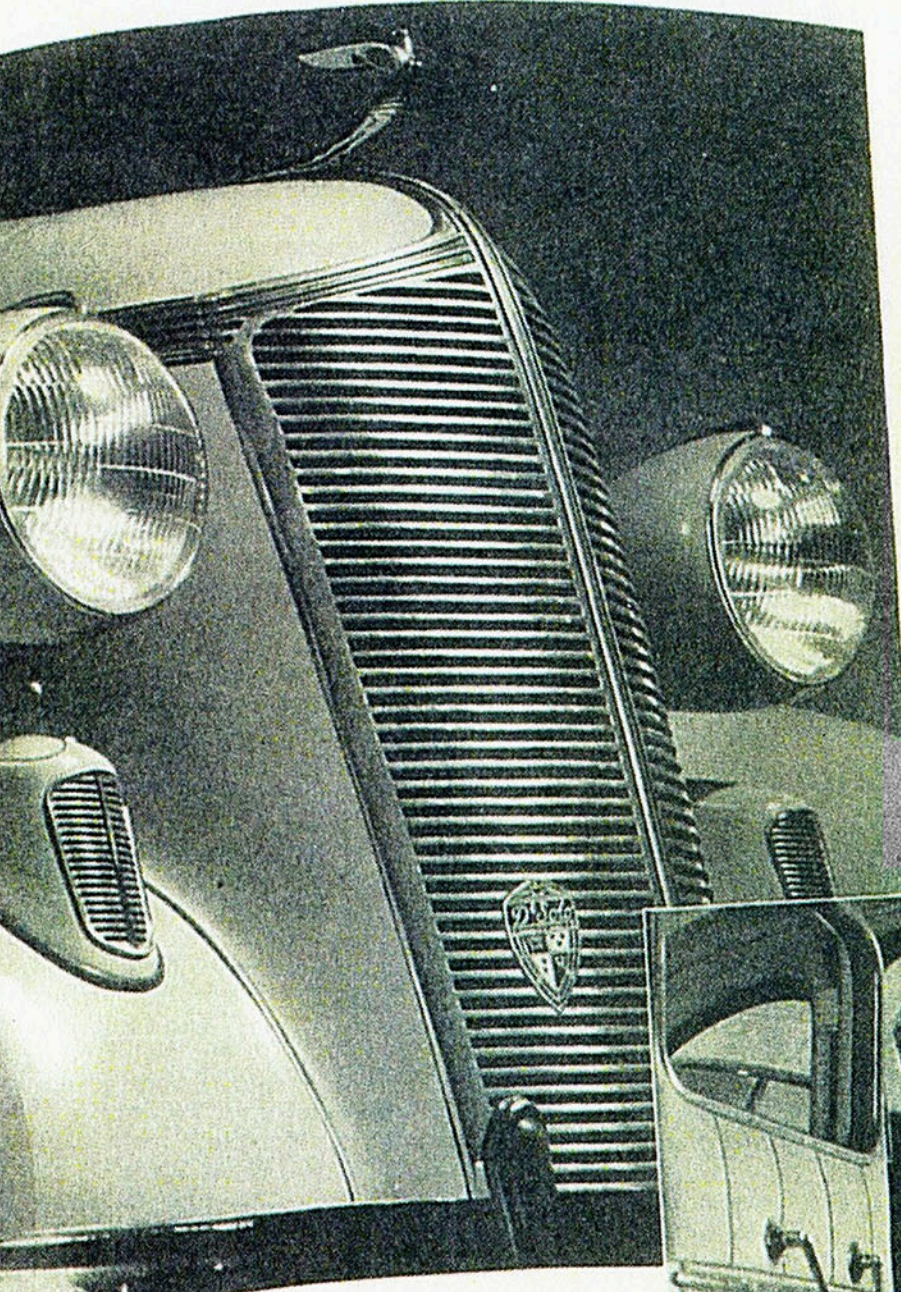
Then give De Soto's 93 horses the gun. Feel arrow swiftness that makes other cars seem slow and cumbersome... power that zooms you over the steepest hills. Try the brakes; they are genuine hydraulics; money can buy no safer.

Now for a final surprise! Usually a penalty is attached

to owning a big, custom car...in heavy gasoline bills. But De Soto is different. Owners are reporting up to 23 miles a gallon with the new Gas-Saver Transmission! Nothing less than sensational for a car so big and powerful!

As for engineering, it's enough to say that De Soto is built by Chrysler Motors.

Nowhere else in the low-price field...nor in any price field...will you find the particular thrill this De Soto gives you. Drive it today! Call your nearest De Soto dealer.



In a year of "look alike" cars, De Soto's dashing styling stamps it as one of the most distinctive cars of 1936. You can identify it 'way down the boulevard.

Custom appointments, once exclusive with the most expensive cars, are part and parcel of this new, lower-priced Airstream De Soto. You never saw such styling!

