

OWNERS REPORT UP TO
23 MILES A GALLON
with New Gas-Saver Transmission



Another "First" for De Soto!

STARTLING ECONOMY NOW TEAMED UP
TO CUSTOM LUXURY.. IN THE NEW 1936 DE SOTO!



Smooth, even stops that only De Soto's genuine, time-tested hydraulic brakes always deliver.

New luxury touches! See the cloisonné-finish dials, smart Circassian walnut grain paneling.



FIRST IN ITS FIELD with genuine hydraulic brakes, scientific weight distribution . . . pioneer of all-silent transmission, Safety-Steel body . . . De Soto is again "first" with a new type of low-priced car for 1936!

Never before has a car as big and luxurious as this new De Soto...cost so little to run! Owners report up to 23 miles a gallon with the new Gas-Saver Transmission.

You can see De Soto's difference, inside and out. You simply don't find

such roominess . . . such distinction . . . such beautiful interiors . . . such fastidious workmanship . . . outside the custom-car field.

All this luxury . . . just a few dollars above the lowest-priced cars!

Go for a ride. De Soto's flashing pick-up . . . its floating glide over rough roads . . . its effortless operation . . . show you why thousands are today "graduating to De Soto." Consult your Classified Telephone Directory for name of your De Soto dealer.



Ask for the New Official Chrysler Motors Commercial Credit Company 6% Time Payment Plan. Easier and more economical way for time payments.

DE SOTO \$695

AND UP. LIST AT
FACTORY, DETROIT
Special Equipment
is extra

COMPANION CAR TO DE SOTO AIRFLOW III
PRODUCTS OF THE CHRYSLER CORPORATION