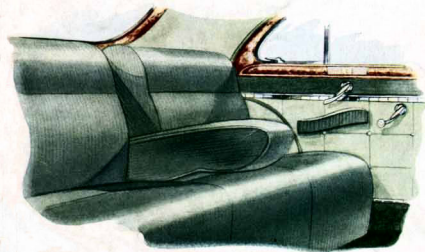


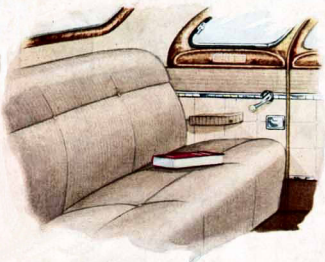
Newest, Smartest Interior Styling

De Soto's

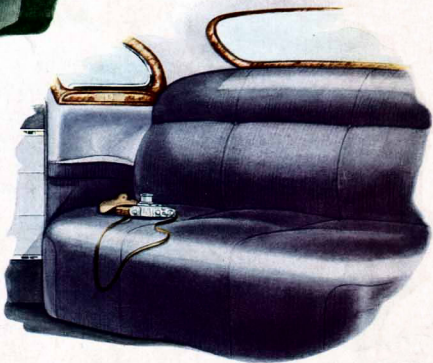
PERSONALIZED INTERIORS



Two-tone green broadcloth, plastic inlaid garnish mouldings and stylish beading form a happy partnership in this Custom Town Sedan. Other Custom broadcloths in blue and tan.



Interior of Custom Club Coupe is pleasant setting for two shades of tan broadcloth—popular semi-neutral tones which may be used in various De Soto Custom models.

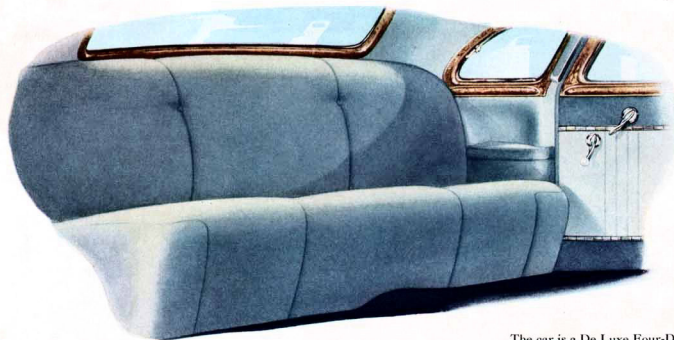
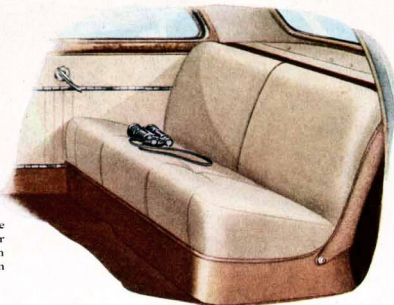


Two-tone blue is another Custom broadcloth that promises to be fashionable for "Personalized Interiors." This scheme "goes" well with many body colors, and sets off De Soto's stunning appointments, as in this Custom 4-door sedan.

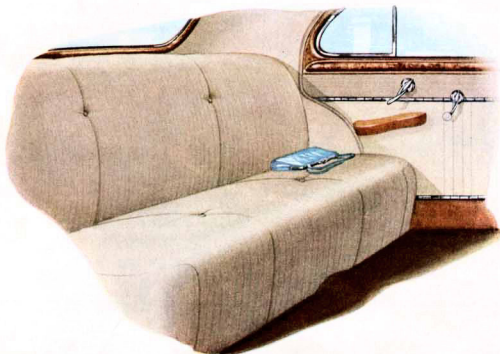
De Soto's PERSONALIZED INTERIORS

(CONTINUED)

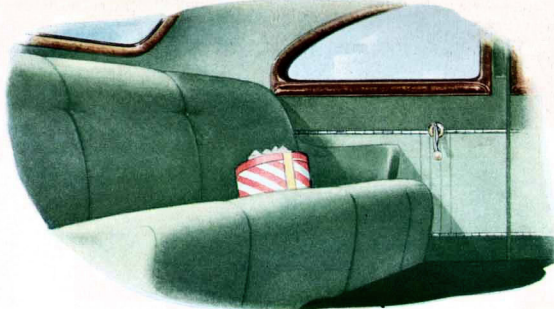
The De Luxe Business Coupe shown above illustrates a smart De Luxe interior color choice—two-tone pile fabrics in soft tan shades set off by sparkling metallic trim and rich new garnish mouldings.



The car is a De Luxe Four-Door Sedan; the upholstery is a velvety two-tone blue De Luxe pile fabric; rich garnish mouldings are dark burl grain; fittings are embellished with ivory plastic; a distinctive ensemble!



Two-tone tan broadcloth is optional for any De Soto De Luxe body type, and harmonizes with practically any solid or two-tone body color. At left you can see how smart it looks in a "Personalized Interior" of the beautiful new De Luxe Town Sedan.

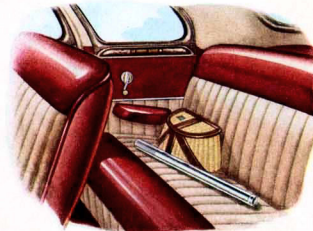
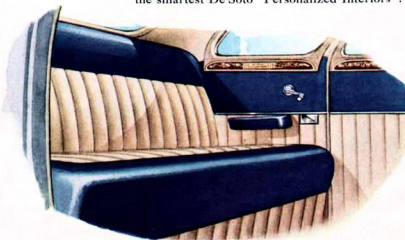


If you like green, this new two-tone effect in De Luxe pile fabric should delight you. A cool, very restful combination to the eyes, it is also flattering to many costumes. Shown here in the smart De Luxe Two-Door Sedan it's just one of many beautiful harmonies you may choose for "Your Next Car." Fine Custom broadcloths may be used in any De Soto De Luxe at moderate extra cost. Prices and specifications subject to change without notice.

New *Leather* and Whipcord Convertible and *Sportsman* INTERIORS



Combine a dash of cool green leather with tawny whipcord and what do you get? One of the smartest De Soto "Personalized Interiors"!



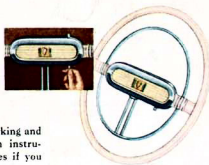
Who could fail to go for whipcord trimmed with rich red leather! Note leather arm rests and plastic inlay mouldings for added luxury.

Blue leather and whipcord are among many schemes that let you "write your own ticket"! Tan leather and whipcord are also available.

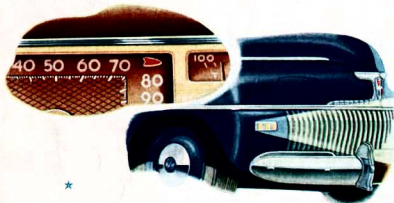
SPECIAL

Fifth Avenue ENSEMBLE

Ladies please note: a cigarette case built in the hub of the chic new Fifth Avenue Steering Wheel "hands" a cigarette to you at the flip of a convenient lever.



Directional signals operate in parking and tail lights. Arrow indicators on instrument panel. Indicator also flashes if you start with emergency brake set.



Specifically engineered and built for the De Soto, this fine 8-tube radio with push-button tuning offers high selectivity, long range, beautiful tone. It's one of the finest automobile radios made.

Newly designed rear wheel shields are a part of this ensemble. Their gleaming chrome trim resembles the bumper and gives the appearance of bumper continuing around sides of car — gives bumper a "built-in" look.



A Special Group of Luxurious Appointments to Make Your De Soto Outstandingly Individual



TO HELP YOU derive the utmost pride and satisfaction from your new car, the new De Soto offers the "Fifth Avenue" Ensemble—a special group of distinguished accessories brought to you at an unusually low price because they are sold as a "package" with no substitutions. This "Fifth Avenue" Ensemble includes:

- Smoother-Than-Ever Fluid Drive with Simpli-Matic Transmission.
- 8-Tube Push-button Radio.
- Electric Antenna (Rises and descends at touch of button).
- Electric Clock.
- Directional Signals and Safety Parking Brake Light.
- Four Bumper Bars, including Car License Mounting Plate.
- Exhaust Pipe Extension.
- Cigar Lighter.
- Radiator Ornament Light.
- Rear Wheel Shields.
- Special Plastic Steering Wheel with "Dispenser" Cigarette Case.
- Push-button Starter Mounted on Instrument Panel.
- Five White Wheel-Trim Rings.