





DE SOTO

picked to pace Indianapolis 500 mile race A stock model 255 horsepower De Soto Fireflite convertible has been chosen as official pace car for the famed Indianapolis speed classic. Mr. Tony Hulman, President and General Manager of the Indianapolis Motor Speedway said, "The 1956 De Soto was selected by the track committee for its outstanding performance and superb handling qualities." Why don't you come in soon. Discover for yourself what a wonderful feeling it is to "go" behind the wheel of a new De Soto... pace car of the medium price field.

DE SOTO Dealers present GROUCHO MARX every week on both RADIO and TELEVISION ... NBC networks.

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