
don't let your "economy" come too high


The man who feels that he cannot afford to buy the Chryslerbuilt De Soto Six is perhaps the ery man who cannot affiord not to buy it. Obviously, if he buys a cheaper six he will do so entirely on the strength of its purchase price.
But purchase price is only one of the three major items entering into the expense of keep and of maintenance to be considered. The sum of these three actually represents what it costs you to drive. De Soto Six is economical of fuel and oil. It will keep on running almost indefinitely with a negligible maintenance

expense-records of De Sotos that have gone over 40,000 miles prove this. Consequently, in the course of a few months your De Soto Six will aealy save the dif erence between its price and that of a car inferior in engineering, design and materials.

This purely dollars-and-cents reason for preferring De Soto Six can be supplemented by the self-evident fact that all the time you are getting more comfort, pleasure, safety and pride of ownership from this Chrysler-built ix rom this Chrysler-built six than a cheaper car could possibly
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