

# Gobs and gobs of room



Fore and aft, there's plenty of room in a new De Soto. Leg room, head room, side room. And roominess is only part of the exciting new De Soto story.

**NEW LOOK!** Styled for the future, De Soto is sleek as a newly christened cruiser. A big, new control-tower windshield gives you clear visibility horizon to horizon.

**NEW ENGINE!** Turn the key in a new De Soto. That giant purring under the hood is the new Turboflash V-8 engine—powerful, quiet and thrifty, even on short trips around town.

**NEW RIDE!** Torsion-Aire ride carries you smoothly over superhighways or super-ruts . . . takes you around corners without lean or sway . . . lets you stop without nose-dive. Standard on all models. See the new De Soto at your dealer's today.

Three wonderful ways to go De Soto!

**FIRESWEEP** . . . big-value leader for 1958. **FIREHOME** . . . smart new pacemaker. **FIREFLITE** . . . the ultimate in luxury.

*De Soto dealers present Groucho Marx in "You Bet Your Life" on NBC Television.*

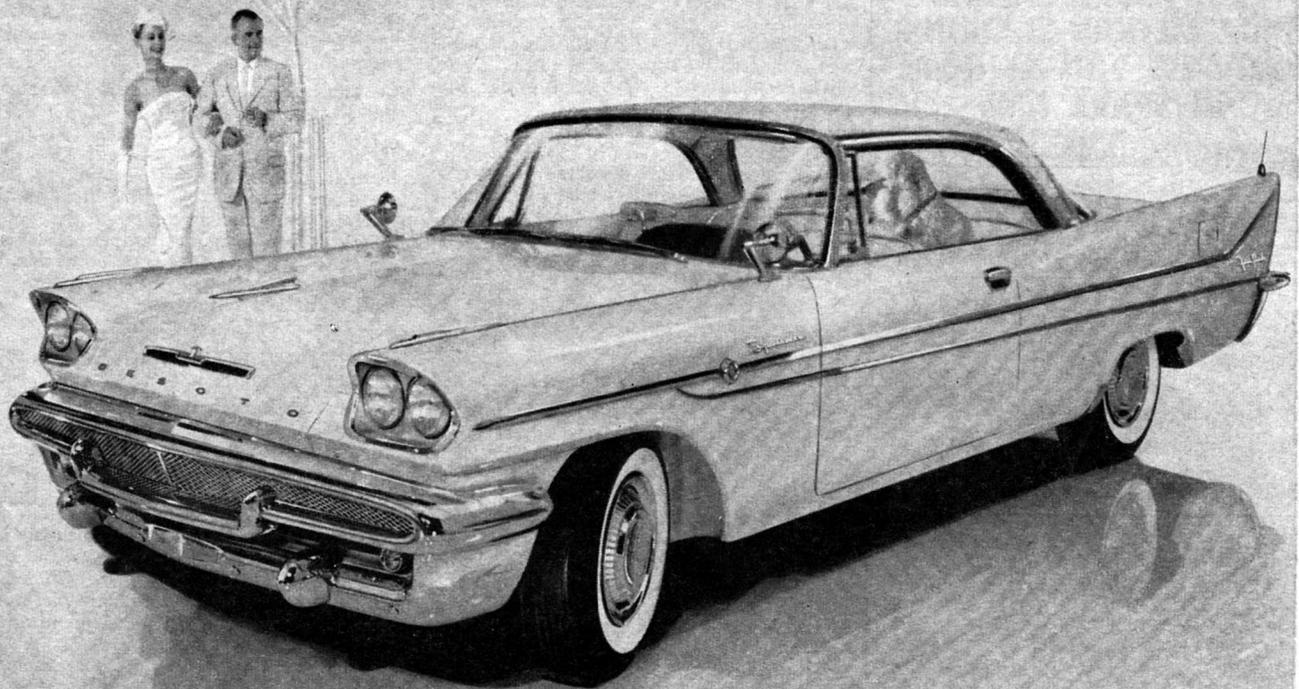


Count 'em yourself—three sailors in front, four shoulder-to-shoulder in back, and two extras along for the ride. Total: nine smart sailors in a smart new De Soto!

the exciting look  
and feel of the future

# DE SOTO

# New 1958 DE SOTO



*-the exciting look and feel of the future!*

Firelite 2-door Sportsman by De Soto. Clothes by I. Magnin



Here is the flight-sweep styling of the future—functional outside, spacious and modern inside.

Here is the power of the future—a new engine of advanced design. Quiet, economical and powerful, it brings a new smoothness to driving.

Here is the ride of the future—new Torsion-Aire is air-borne smooth, with unrivaled roadability. No extra cost!

Here is the convenience of the future—driving is push-button simple; parking is fingertip easy.

Get a glimpse of the future at your De Soto dealer's today.

De Soto Division, Chrysler Corporation

New wide range of prices...starts close to the lowest, **FIRESWEEP**—big-value leader for 1958, **FIREHOME**—medium-priced pacemaker. **FIREFLITE**—the ultimate in luxury.

“Best dressed car  
*of the year!*”

says *Jeanne Crain,*  
lovely film star



De Soto Firelite in one of its new spring color combinations—heather blue and pearl white with matching interiors.



... and so practical, too! Modern De Soto upholstery fabrics and washable vinyl keep their good looks—even when the family includes several active youngsters.

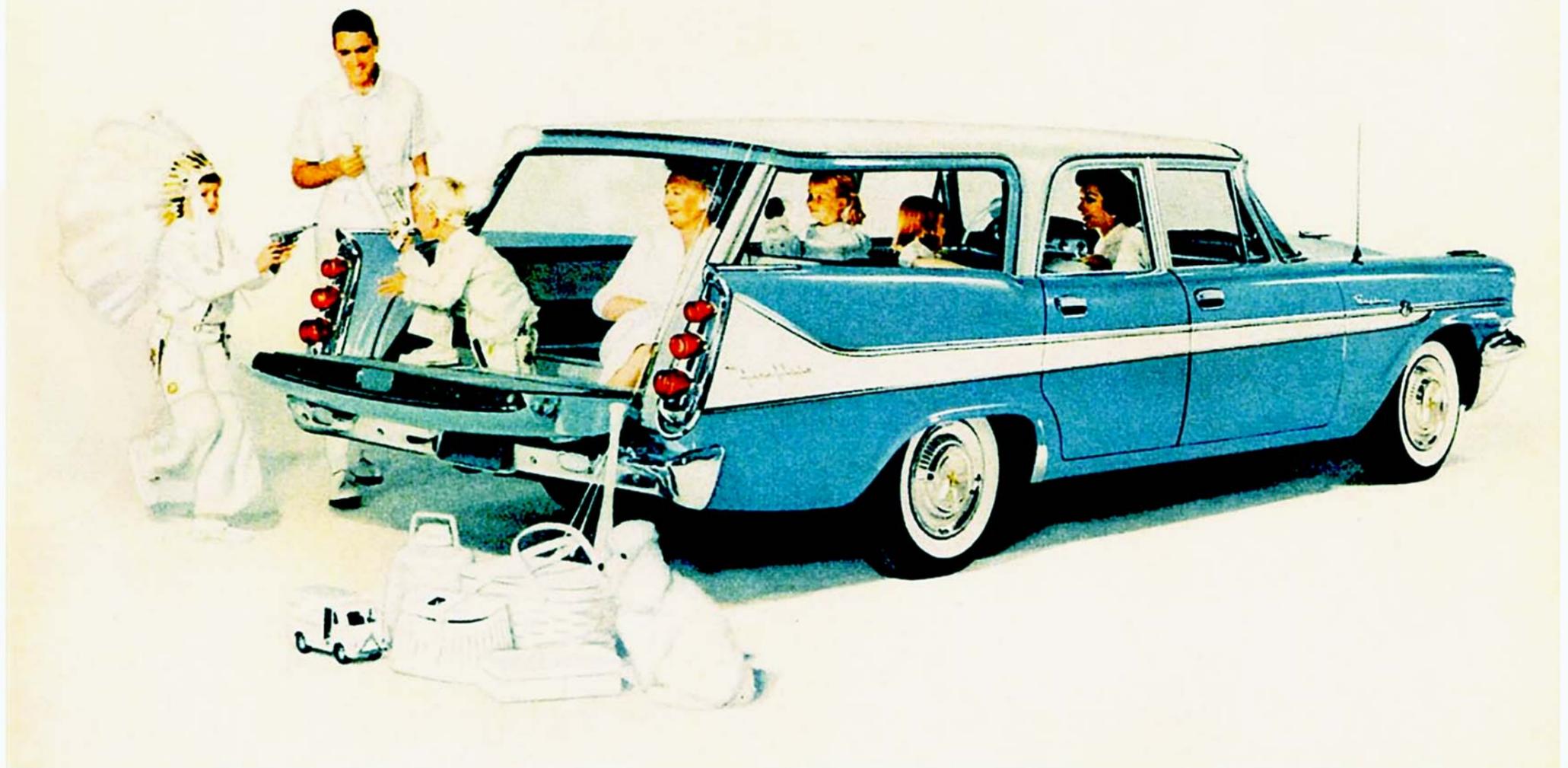
Turboflash V8 engines are designed to give you outstanding performance that is quiet and economical mile after mile. De Soto Torsion-Aire ride—yours at no extra cost—carries you smoothly over superhighways or super-ruts. Driving a De Soto is push-button simple. Parking is fingertip easy.

The cost of a new De Soto is practical, too—a wide range of prices starts just above the lowest. See your De Soto dealer today. You'll be glad you did.

*most car per dollar* — **DE SOTO**

De Soto Division, Chrysler Corporation.

# Room for the whole darn tribe!



De Soto Firelite station wagon in Wedgwood blue and pearl white with matching interior.

There's heap plenty room in a new De Soto wagon—room for a tribe or a tepee! And look how much more of the future De Soto gives you for your wampum!

**NEW LOOK!** De Soto wagons are styled sleek and low for the country club . . . they're built rugged for the ranch!

**NEW ENGINE!** De Soto's new Turboflash V-8 engine is the first in a new breed of power plants! This giant is powerful, quiet and thrifty—even on short trips around town.

**NEW RIDE!** De Soto's Torsion-Aire suspension gives you the smoothest ride on the road . . . takes you around corners without lean or sway . . . lets you stop without nose-dive. And it's standard equipment on all sixteen De Soto models.

Without reservation, a De Soto is your best station wagon buy. See your De Soto dealer today.

**Three wonderful ways to go De Soto!**

**FIRESWEEP** . . . big-value leader for 1958. **FIREDOME** . . . smart new pacemaker. **FIREFLITE** . . . the ultimate in luxury.



Plenty of room for grandmother, two little Indians and friend in De Soto's wide, new, rear-facing Vista-Seat. Convenient steps are on the tail-gate.

*the exciting look and feel of the future* – **DE SOTO**

# Pick your De Soto...pick your price!



This year, De Soto has sixteen models—covering every price range. And look what you get with each one.

**NEW LOOK!** Long sweeping lines . . . low silhouette . . . big wide control-tower windshield . . . and spacious luxurious interiors.

**NEW ENGINE!** DeSoto's new Turboflash V8 is smoother, quieter . . . gives you all the power you need for safe, effortless driving.

**NEW RIDE!** Standard on all models, improved Torsion-Aire Ride takes you around corners without lean or sway. No front-end dive. Before you buy *any* car, drive a new De Soto.

**Three wonderful ways to go De Soto**

**FIRESWEEP** . . . big-value leader for 1958. **FIREDOVE** . . . smart new pacemaker. **FIREFLITE** . . . the ultimate in luxury.

**DE SOTO** — *the exciting look and feel of the future!*