



BLESS DE SOTO

for making seats that let you step out like a lady!

What a relief to step out, instead of having to crawl out of your car. No more hiked-up skirts. No more popping runs. The '59 De Soto's new Sports Swivel Seats let anyone—tall or short—slip in or out in one easy motion. Being a woman, you'll appreciate

DeSoto interiors, too. They're as smartly styled as your own living room. And everyone will like De Soto's magnificent ride... roominess... and power. See the fashion leader of the year at your De Soto dealer's today. Try the new Sports Swivel Seats yourself!



The smart way to go places...DE SOTO

DESIGNED FOR DE SOTO: SUIT BY MARQUISE, HAT BY MR. JOHN.

New fashions for spring by DE SOTO

"This spring, color runs through fashion like a blue streak."

Fashion magazines are saying it and De Soto designers are doing it! Newly created is the sophisticated Seville hardtop — shown here in the newest spring blue.

Seville's interior is tailored from subtle Nassau plaid and color-coordinated vinyl.

Seville's exterior is of a new classic blue with contrasting white.

Seville's comfort is the ultimate with newly available Sports Swivel Seats.

See and drive this fashion leader of the year at your dealer's today.

New Seville

HARDTOP



The smart way to go places... DE SOTO

Here comes
the all-new

'59 DE SOTO



with the fabulous Adventurer engine

There's nothing quite like sitting behind the prize-winning Adventurer engine. Performance is truly sensational! And now this engine is optional on any De Soto.

De Soto's standard engines are superb, too. The new Turboflash V8's just pour out smooth, quiet, economical power. And power is only the start of the '59 De Soto story. **NEW SPORTS SWIVEL SEATS.** At last—here's a car seat that lets your wife get in and out like a lady. Simply touch a lever and the front seat turns.

She can swing in or out in one easy motion—even in a tight skirt.

NEW LEVEL-CRUISE RIDE. Famous Torsion-Aire suspension, combined with De Soto's longer wheelbase and steadying weight gives you America's smoothest, safest ride. Automatic load-leveling is optional.

NEW FLAIR-STREAM STYLING makes De Soto the smartest way to go places. Every line says power, quality and

authority. And the roomy fashion-vogue interiors establish a new, practical elegance.

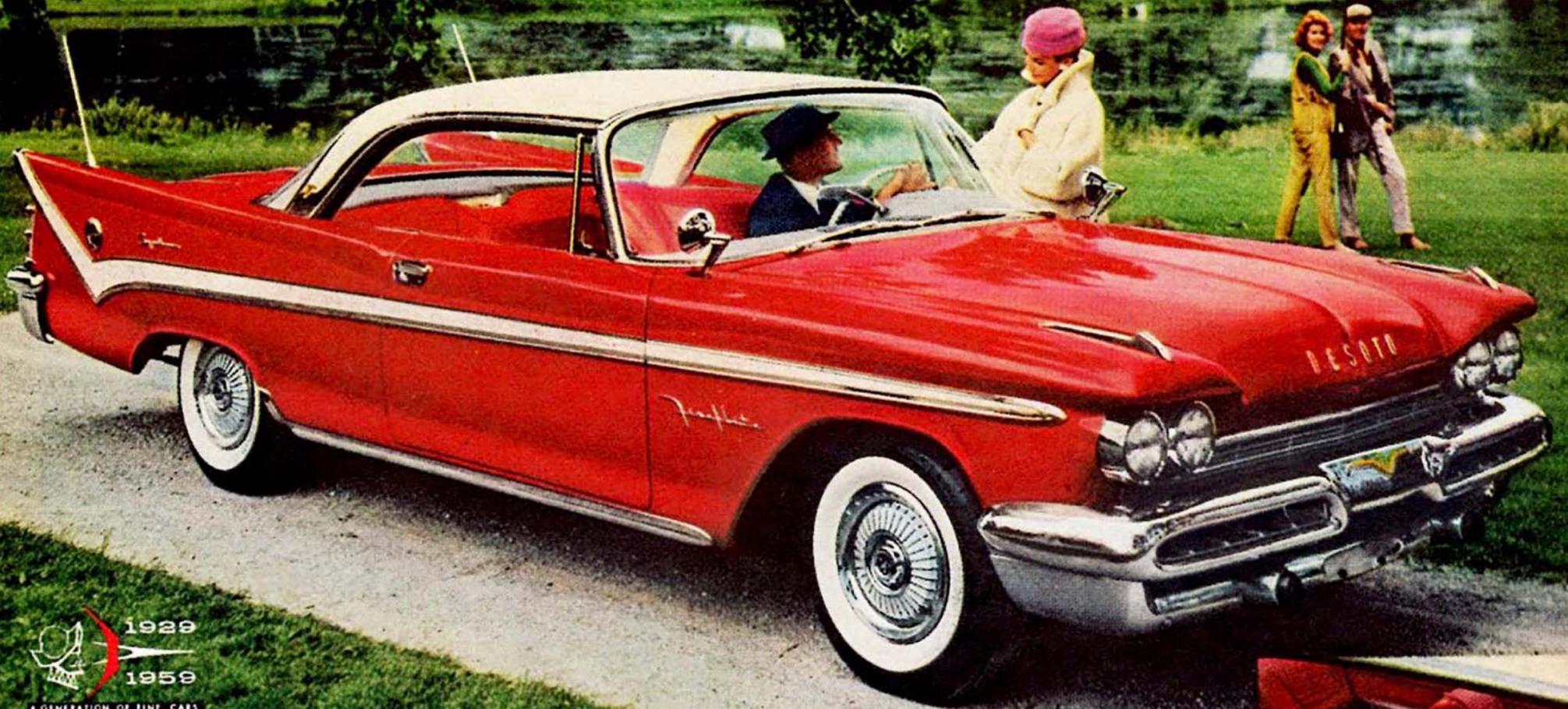
NEW STANDARDS OF QUALITY. New push-button heating, push-button drive. New electric-eye rear-view mirror, other advanced features.

See your De Soto dealer today. Three lines to choose from in a wide range of prices. De Soto Division, Chrysler Corporation.

The smart way to go places... **DE SOTO**

Announcing the new '59 DE SOTO

all new inside and out!



COAT BY I. MAGNIN

NEW SPORTS SWIVEL SEATS



everything you see...

everything you touch...is NEW!

NEW ADVENTURER ENGINE. Now pick the DeSoto engine right for *you*. The new and mighty Turboflash V8 gives you smooth and economical power. The fabulous Adventurer engine, optional on all models, gives you the finest performance on the road.

NEW LEVEL-CRUISE RIDE. Automatic load-leveling now optional with famous *Torsion-Aire* suspension. With DeSoto's steadying weight, you get America's smoothest ride.

NEW SPORTS SWIVEL SEATS. Touch a lever in the new De Soto and your half of the front seat swings out. Enter, and it swings you gently in and locks automatically in place.

NEW FASHION - VOGUE INTERIORS. You get more headroom and leg room . . . coachwork is tailored with smartfabrics. Dozens of advanced features. Visit your De Soto dealer's and see the very newest today. De Soto Division, Chrysler Corporation.

The smart way to go places... DE SOTO

NEW LEVEL-CRUISE RIDE



NEW ADVENTURER ENGINE

