

JUST LOOK!

Everything about it says tomorrow!



IT'S HERE NOW!

DE SOTO FOR 1958

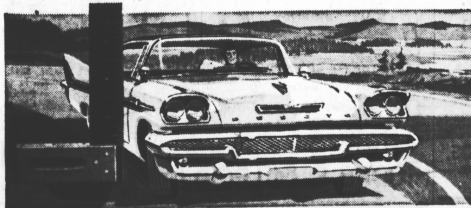
Here's a brand-new kind of motoring magic to excite your imagination—De Soto for 1958! Just look at this new beauty . . . every sleek, trim line of this long, low, challenging De Soto invites you to *try* it!

This new De Soto is the last word in quality craftsmanship and advanced engineering! For 1958, the biggest V-8 engines in De Soto history team up with the modern convenience of advanced push-button Torque-Flite automatic drive. You "tune in" the power with a finger tip, gently nudge the throttle, and smooth, silent Torque-

Flite instantly answers your command! You're all set to enjoy the easiest kind of driving there is!

You'll find De Soto's *ride* just as spectacular as its response, too! It's a satin-smooth, *sure-footed*, road-holding ride, thanks to Torsion-AIRE suspension, the most revolutionary springing system of all. You've always got sports-car control and "feel" of the road in a new De Soto!

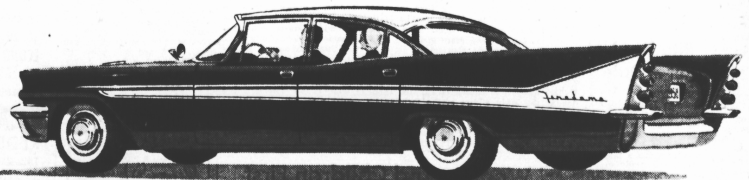
Come try a new De Soto *Freedom* or *Fireflite*—two great new series for 1958 in your choice of ten models!



Torsion-AIRE Ride. The finest ride you can enjoy on any road! De Soto's revolutionary suspension system takes the bounce out of bumps, brings you around turns without sideways, lets you stop without "nose-dive". Only Torsion-AIRE does all three!



Push-button driving. Modern, all-mechanical push-button controls make lever-shifting obsolete! Just press a button with your finger tip and Torque-Flite automatic drive does the rest! Trouble-free, proved in use and standard equipment with every De Soto!



See the 1958 De Soto and drive it! De Soto is designed to stay new, to keep its new-car style and spirit!

- Smart, aerodynamic tail fins increase stability at highway speeds
- New dual headlights spread more light over more road area for safer night driving
- Quiet, smooth V-8 power with a mighty punch

- New optional Sure-Grip differential prevents spinning the rear wheels in sand, mud, snow, or on ice
- New, luxurious interiors are roomier, have more comfortable seating than ever, new fabrics in modern fashion-keyed patterns, textures and colours.

CHRYSLER CORPORATION OF CANADA, LIMITED

YOU'RE ALWAYS A STEP AHEAD IN CARS OF THE FORWARD LOOK



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JOHNSTON MOTORS LTD.

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Murray River

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