

How to drive and care for your 1959

DESOTO

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That inner feeling of knowing you have made a wise decision is a heart-warming experience. Your wisdom in selecting De Soto will be apparent to you every time you get behind the wheel.

We at De Soto share this satisfying experience with you. For it is our policy to provide the best in motoring pleasure. The unsurpassed know-how of De Soto engineering is carefully channeled toward this goal.

We are sure you'll agree that the tasteful styling and exciting performance of your new De Soto is tangible evidence that we have achieved our purpose. Our success can only come from serving our customers well.

Because we want you to enjoy the smooth performance and beauty of your new De Soto through the years, we have prepared this Driver's Guidebook. It contains instructions on the proper operation, care, and maintenance of your new car.

Naturally—your Dealer is interested in servicing your De Soto in accordance with approved procedure. For he knows there is no substitute for factory trained Master Technicians, the latest methods, and the right tools and equipment. You'll agree your new De Soto deserves the best.

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