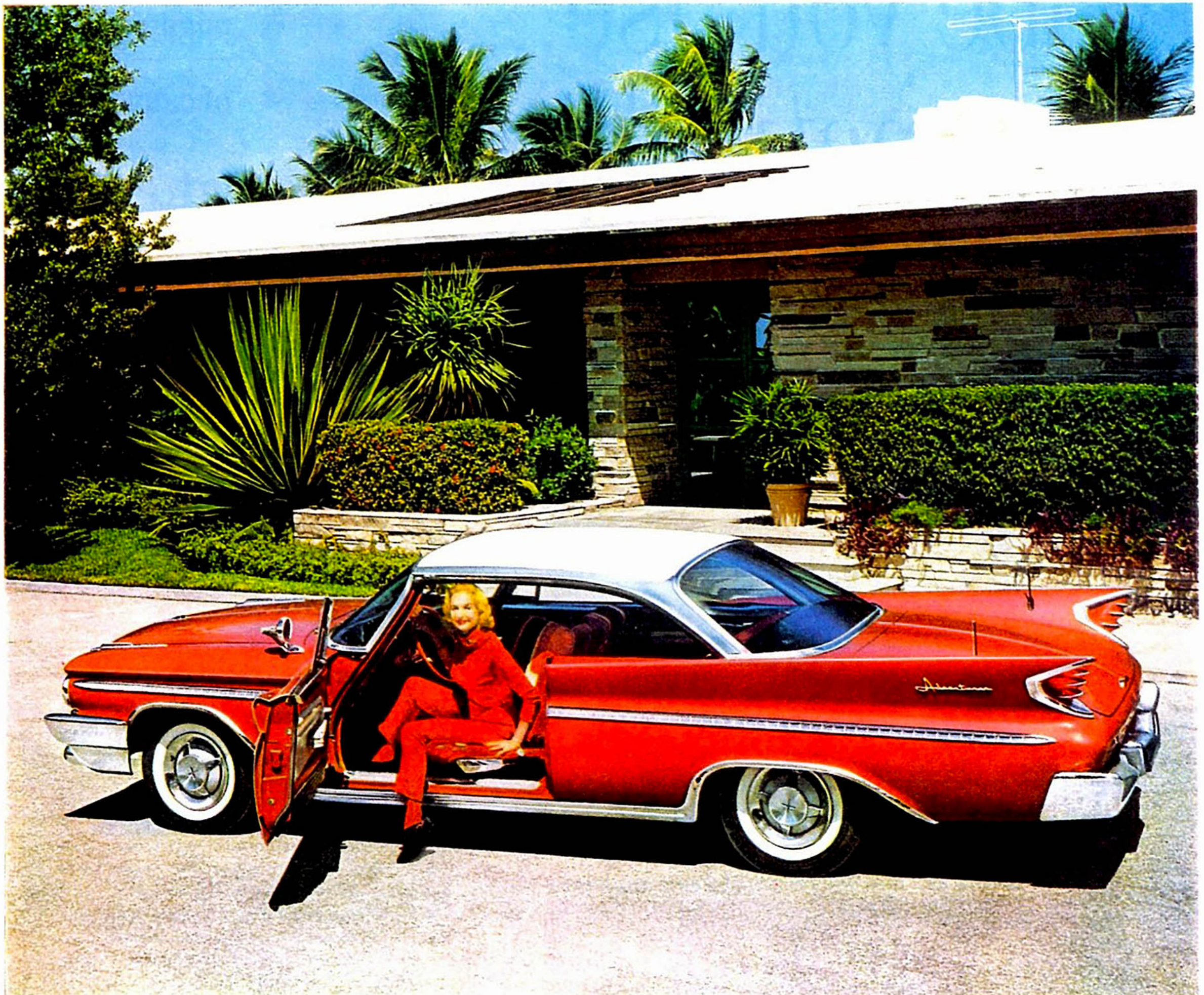


De Soto  
has a way  
of staying  
young

*... like the people who drive it!*

This car doesn't give a hoot for calendars. Neither do its owners. It's how young you *feel* that counts. And De Soto's built to feel young for years. It has a unitized body that won't get rattled or rusty. A torsion-bar suspension that'll never creak with age. A ram-charge engine that will still be hale and hearty long after most other cars have breathed their last. Not to mention good looks that will be fresh and appealing years from now. De Soto's the car with the built-in future—built for people who want a little of themselves in the car they drive. If you're one of them, see your Plymouth-De Soto dealer.



The car with the built-in future... **'60 De Soto** ...product of Chrysler Corporation