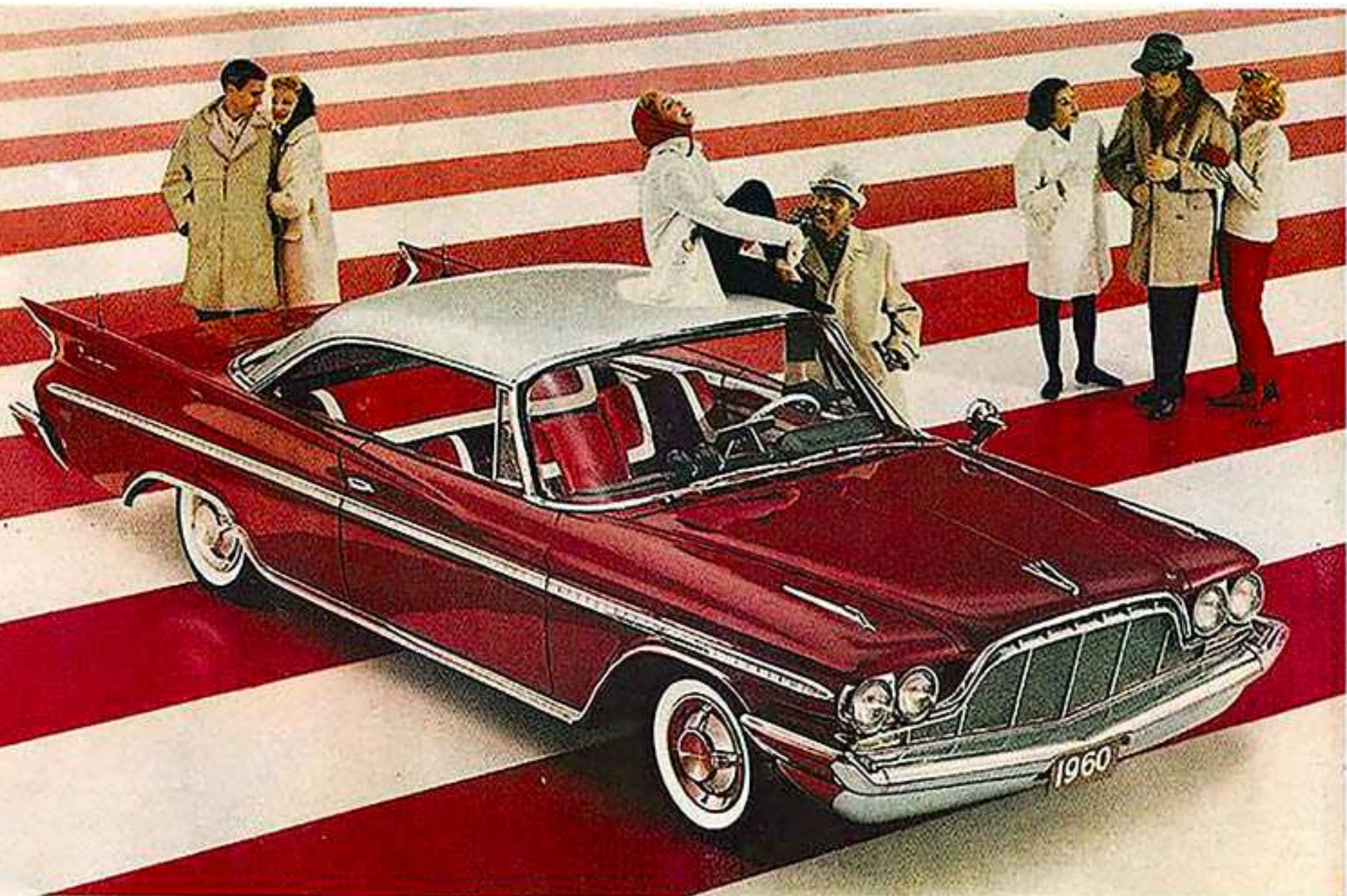


1960 DE SOTO

NEW FROM CHRYSLER CORPORATION



If this picture takes your breath away—imagine what a drive would do. The '60 DeSoto is made expressly for those who want the newest and the best of everything modern.

The new DeSoto makes no bones about being a big, luxurious car, one of the most powerful ever constructed. It has wall-to-wall carpeting, fine tailored upholstery, rich and simple chrome.

Built with Chrysler Corporation's new unit construction, the body is one piece of welded steel—rugged and rattle-proof. Unit construction plus famous Torsion-Aire suspension gives you America's steadiest, quietest ride—bar none!

The 1960 DeSoto offers every kind of luxury option: Thru-way Auto-pilot, automatic swivel seats, Ultra-Fi phonograph—the works!

Best of all, your dealer has a wonderful new price story to tell you. Why not see him today!

Nothing says quality like the '60 DeSoto!