

# YOU MIGHT BUY A DESOTO FOR LOOKS ALONE



*...but driving it will give you lots more reasons!* Just plain intuition might tell you that a car with De Soto's looks has to be *built* well, too. And you'd be right. Well over half of the cars we've made during the past thirty-one years are still going strong (including quite a few mint-condition '29s). The life expectancy of our '60 De Soto is even longer. For lots of reasons. A rattle-proofed, rust-proofed unitized body. A precision-built, electronically-balanced engine. Chrome-steel torsion-bar suspension. Looks and comfort you'll never get tired of. It's the car with the built-in future—a great future for you and your family that can begin as soon as you see **YOUR PLYMOUTH-DE SOTO DEALER.**