

ONE DE SOTO LEADS TO ANOTHER

...the car with the built-in future! Take care. If you don't cotton to buying the same brand of car time after time, don't ever buy a De Soto. Because your first De Soto will sell you your next De Soto. That's the kind of a car it is. This automobile makes no bones about its luxury and its size. It looks big. It moves out big. It rides big. And once you've been pampered by De Soto's wide choice of conveniences—everything from full-time power steering to an automatic 45 rpm record player—you may feel a little bit cheated by other cars you've owned. And one thing more. Model for model, De Soto costs less than last year. For more good news, see **YOUR PLYMOUTH-DE SOTO DEALER.**

