



THERE'S
A
GREAT
FUTURE
IN A '60
DE SOTO...
YOURS!

People who still drive 1929 De Sotos would battle regiments of car salesmen before they'd trade, because that first De Soto of ours was quite a car. And so's our latest. The '60 De Soto is big, roomy, luxurious. It has a unitized body that's rattle-proofed by some 6,000 separate welds, Torsion-Aire suspension with chrome-steel torsion-bars that stay strong and resilient almost forever, a precision-built engine as durable as it is powerful. You may not want to drive that '60 De Soto of ours for thirty-one years, but it's built so you could if you wanted to. H-m-m-m. Wonder why we keep calling it *our* '60 De Soto. Because it'll probably be *yours*—as soon as you see **YOUR PLYMOUTH-DE SOTO DEALER.**
WIN A '60 DE SOTO! SEE YOUR PLYMOUTH-DE SOTO DEALER FOR FREE ENTRY BLANK TODAY