



You don't need a yacht-size bank account to drive a De Soto. It's the car all kinds of people own—people with lots of money, people with not so much. You just have to love great cars. Cars that are big for a reason—to give plenty of room, comfort, performance. Cars built by men who know the virtues of a rattle-proofed, rust-proofed, unitized body; of an engine that borrows concepts from ramjet-aircraft designs; of conveniences that run the gamut from full-time power steering to an automatic 45 rpm record changer. Cars that look good enough to give other cars ideas. Could be you're a De Soto-type person yourself. If you are, you and your nearest De Soto dealer can look forward to a very pleasant conversation. About the car with a built-in future, new from Chrysler Corporation, the **'60 De Soto**