

★ **STYLED TO STAND OUT—BUILT TO STAND UP** ★

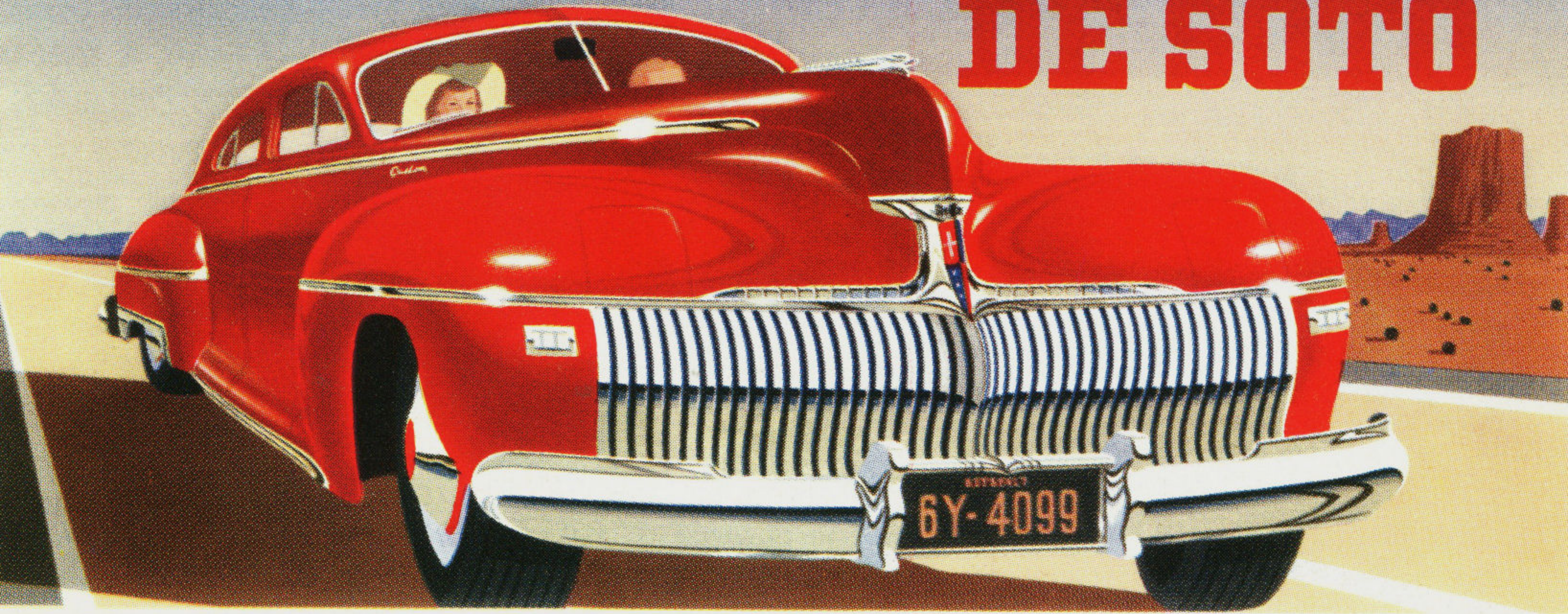
The New De Soto

- Concealed Airfoil Lights
- Concealed Running Boards
- New Personalized Interiors
- De Soto Fluid Drive with Simpli-Matic Transmission
- New 115-Horsepower Powermaster Engine!
- Superfinished Engine Parts, finished to microscopic smoothness for longer engine life!



TOMORROW'S STYLE TODAY.

DE SOTO



**NEW ROCKET BODIES • NEW PERSONALIZED INTERIORS
CONCEALED RUNNING BOARDS • NEW AIRFOIL LIGHTS!**