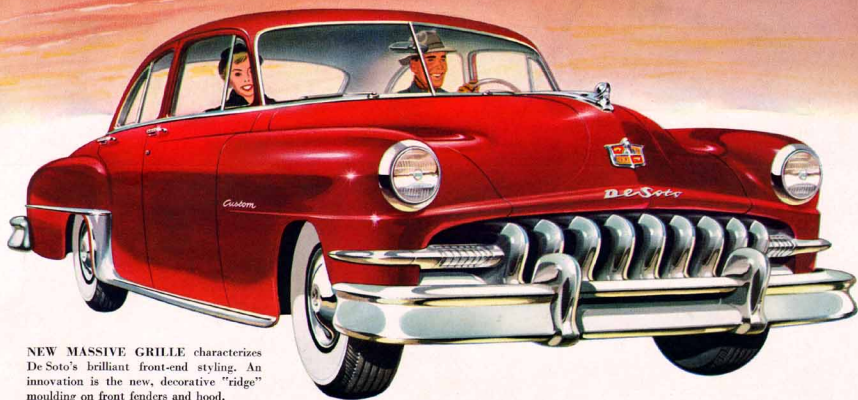


THE 1951 **DE SOTO**

WHALLEY MOTORS, INC.
105 GOFFE ST.
NEW HAVEN, CONN.
PHONE 8-5141





NEW MASSIVE GRILLE characterizes De Soto's brilliant front-end styling. An innovation is the new, decorative "ridge" moulding on front fenders and hood.

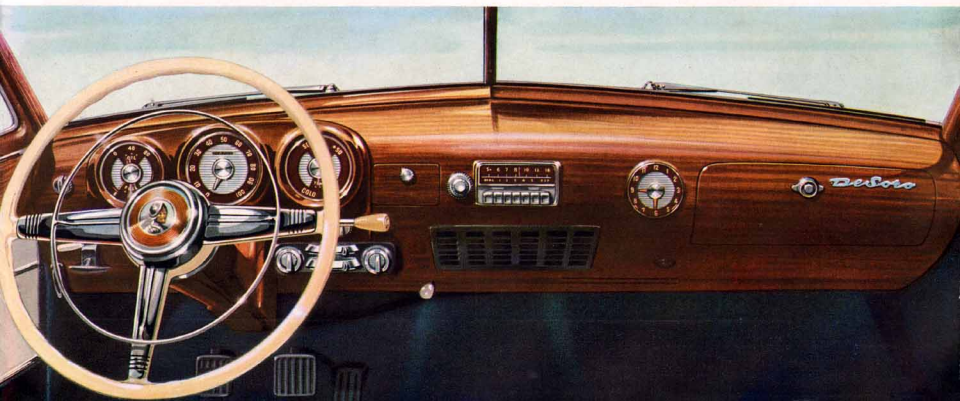


LOWER, WIDER REAR END STYLING . . . with new, huge rear window. Sweeping fenders with lower chrome mouldings. Deeper, thicker contour bumpers. Spacious luggage compartment lets you *slide* bags in and out . . . no sill to lift over!

The 1951 DE SOTO

Again De Soto shows the way! Here, in the beautiful new De Soto . . . now more powerful than ever . . . you will find the greatest single advance ever made in smooth, comfortable automobile travel. De Soto's new ride is a revelation, and once you've tried it you'll say it's by far the smoothest you've ever experienced! Now you can forget road bumps forever; in fact, the rougher the road, the better De Soto takes it. And now you can enjoy even greater luxury, more brilliant engine performance, better-than-ever visibility . . . in the car designed expressly for you: De Soto!

NEW, RICHLIY-GRAINED, DEEP-SKIRTED INSTRUMENT PANEL reaches nearly to the floor! Indirectly lighted dials and rotary switches are grouped for accessibility. Ignition key starting eliminates "both hands" starting operation. New larger glove compartment. New map light and ash receiver.





DE SOTO COAT-OF-ARMS and rich chrome De Soto script are in harmony with De Soto's new front-end beauty. Handsome, sculptured hood ornament available in chrome or with illuminated translucent face.

COMBINATION PARKING LIGHTS and directional turn signals are smartly integrated with De Soto's husky, handsome new chrome grille . . . and lenses are smash-resistant! Widely spaced headlights are equipped with "bull's eye" lenses for better illumination . . . and safer night driving! New, massive bumper and bumper guards.

BRILLIANT STAINLESS STEEL wheel covers with beautiful bas-relief of historic Hernando De Soto are typical of the attention lavished on every style detail of the new De Soto.

NEW TYPE REAR BUMPER is heavier, deeper . . . follows graceful contours of rear fenders. Bumper guards are sturdier, more massive than ever. Combination tail and stop light. Rear stone deflector has built-in license-plate lamp. Handle of counter-balanced deck lid mounted on rear name plate. Wide range back-up lights.

NEW COMFORT AND CONVENIENCE designed for rear seat passengers! Beautiful ash receiver with lighter closes flush with back of front seat. Brilliant chrome assist handles. Fixed footrest provides generous legroom, regardless of front seat adjustment.



NEW, LARGER WINDSHIELD . . . richly framed in chrome . . . and sturdy, slender, corner pillars give even greater wide-angle vision. Twin-section, distortion-free glass allows easier, more economical replacement. Wide-sweep electric wipers won't slow down when you step on the gas; work noiselessly.

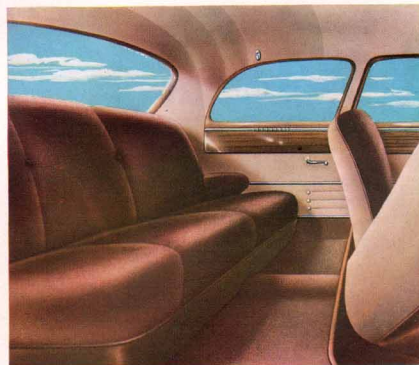
NEW REAR WINDOW IS LOWER . . . wider . . . gives more wide-angle visibility! Comfortable chair-high seats let all passengers get the full benefit of De Soto's increased glass area. Belt-line moulding encircles car completely in a distinctive band of chrome.



A DE LUXE FOUR-DOOR SEDAN INTERIOR



A CUSTOM CLUB COUPE INTERIOR



No matter what model De Soto you drive, your passengers are bound to comment on the practical roominess and comfort of the interior. Generous head-and-hat room. Big, wide-opening doors.

Every beautiful interior detail harmonizes: the finely-tailored upholstery . . . rich, durable carpeting . . . brilliant chrome trim . . . and handsome grained garnish mouldings.

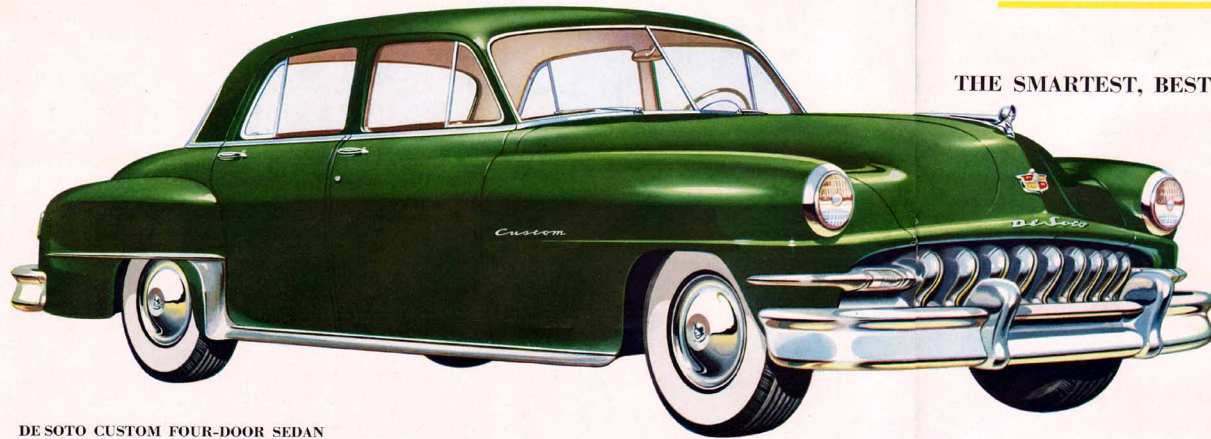
ROOMIER, SMOOTHER, SMARTER, TOO— THIS NEWEST DE SOTO IS DESIGNED FOR YOU!

Just *walk in* through De Soto's big, wide doors. Here's exactly the beauty and spaciousness *you*, yourself, would have specified if *you* had ordered the design of this new De Soto's interior! Stretch-out room, elbow-and-hip room, head-and-hat room

—all designed for your extra comfort and relaxation. De Soto's long wheelbase lets all passengers ride cradled between the axles. New *Oriflow* Shock Absorbers are a vital factor in De Soto's great ride. There's no smoother riding car in America!

CUSTOM FOUR-DOOR SEDAN INTERIOR . . . New, rich upholstery fabrics . . . in a wide range of harmonizing colors . . . give special distinction to De Soto's handsome new interiors. Broad seats with Airfoam cushions contribute to the comfort of De Soto's amazing new ride.





DE SOTO CUSTOM FOUR-DOOR SEDAN

(De Luxe Four-Door Sedan also available)

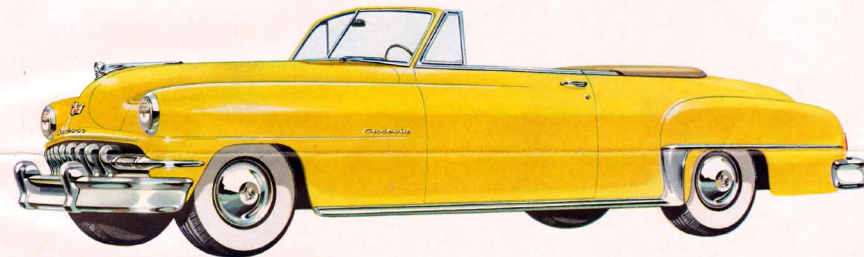
THE SMARTEST, BEST-BUILT MODELS IN **DE SOTO** HISTORY!

Wherever you live, wherever you drive, there's a beautiful New De Soto designed for YOU . . . and to fit your requirements. Both Custom and DeLuxe models are available in a new wide range of handsome exterior colors and rich interior trim combinations. Whichever model you select, you will have a car that's styled right and engineered right . . . a car whose quality you can not only see, but feel!



DE SOTO CUSTOM CLUB COUPE

(De Luxe Club Coupe also available)

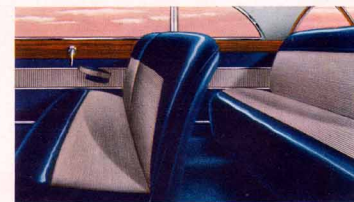


THE DE SOTO CONVERTIBLE

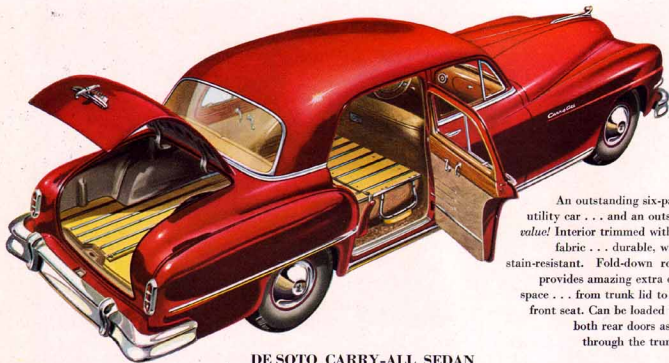
. . . even more wonderful than it looks! Just touch a lever and the top rises or lowers automatically. Beautiful interiors harmonize with body colors. Seats upholstered in luxurious leather and nylon cord combination. Extra large full-vision rear window.

THE DE SOTO SPORTSMAN

A thrill to look at and to own! It's the most excitingly beautiful car on the road today! All the looks, the youthfulness, the sweeping visibility of a convertible . . . plus the solid comfort and security of a closed car.



A DE SOTO SPORTSMAN INTERIOR



DE SOTO CARRY-ALL SEDAN

An outstanding six-passenger utility car . . . and an outstanding value! Interior trimmed with plastic fabric . . . durable, washable, stain-resistant. Fold-down rear seat provides amazing extra carrying space . . . from trunk lid to back of front seat. Can be loaded through both rear doors as well as through the trunk door.



THE DE SOTO SPORTSMAN

DE SOTO SUBURBAN



De Soto Suburban can seat 7... with generous luggage space inside. Top rack holds still more!



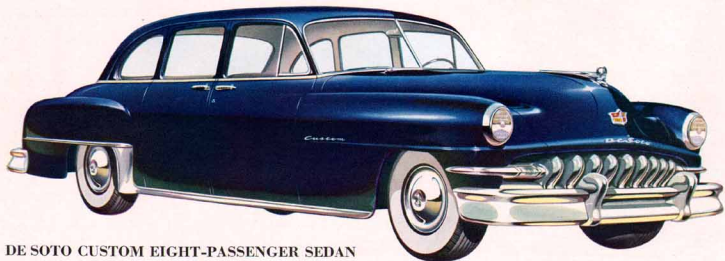
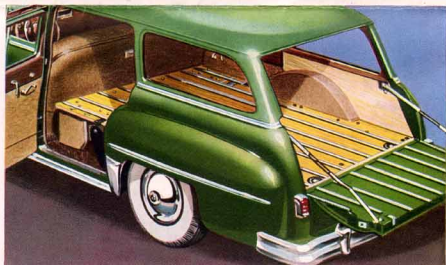
With rear seat down, second row moved forward, 3 ride comfortably. Luggage space over 8 ft. long!

Now, to seat 6, raise rear seat luggage platform, slide second row back. Luggage space over 5 ft. long!



DE SOTO ALL-STEEL STATION WAGON

The beautiful new All-Steel De Soto Station Wagon provides spacious comfort and extra safety for six passengers. Interior is of durable plastic fabric... practical and smart. A wonderful feature... the fold-down rear seat... puts tremendous extra luggage space at your disposal, extending from tailgate to front seat. Counter-balanced tailgate lowers to floor level.

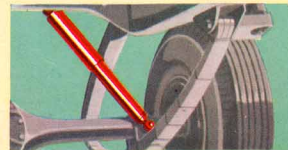


DE SOTO CUSTOM EIGHT-PASSENGER SEDAN

(De Luxe Eight-Passenger Sedan also available)

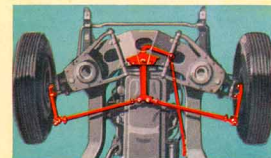
DE SOTO'S RIDE IS A REVELATION - IT COMBINES ALL THESE OUTSTANDING FEATURES

- Oriflow Shock Absorbers
- Tip-Toe Shift with Fluid Drive
- New, Big High-Compression Engine
- Floating Power Engine Mountings
- Featherlight Steering
- Long Wheelbase
- Chair-high Seats
- Hotchkiss Drive for smoother power application
- Safety-Rim Wheels with Super-Cushion Tires
- Big 12-inch Brakes

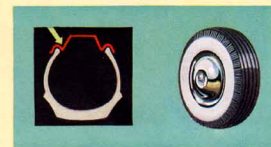


AMAZING NEW ORIFLOW SHOCK ABSORBERS help make De Soto's ride incredibly smooth... practically eliminate bumps and lounces... make a "boulevard" of the roughest road! Sea-leg mounting reduces both up-and-down and lateral shocks.

SMOOTH, FEATHERLIGHT STEERING!... Easy, shock-free Center-Line steering. Steering wheel is placed at the most comfortable angle for driver. Front Sway Eliminator Bar adds stability. Anti-Friction Roller Bearings contribute to turning and parking ease.

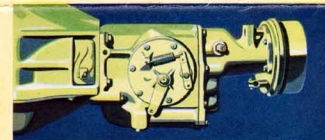
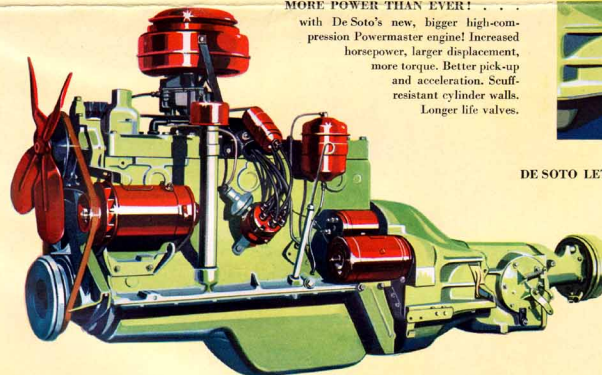


SAFETY RIM WHEELS minimize danger from high-speed "blow-outs"... hold damaged tire and tube safely on rim while car is brought to a safe, controlled stop. Super-Cushion tires add further to the smoothness of De Soto's wonderful new ride.



MORE POWER THAN EVER!

... with De Soto's new, bigger high-compression Powermaster engine! Increased horsepower, larger displacement, more torque. Better pick-up and acceleration. Scuff-resistant cylinder walls. Longer life valves.



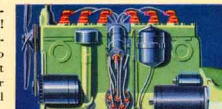
DE SOTO LETS YOU DRIVE WITHOUT SHIFTING

With Tip-Toe Shift, you just step on the gas to go... step on the brake to stop. Your foot on the accelerator controls when the shift is made! "Kickdown" gives you instant surge of extra power when you need it. Fluid Drive cushions shock of sudden starts and stops.

NEW PARKING BRAKE can be operated with one finger! New convenient location. Holding power on steepest grades is three times that of ordinary parking brakes. Gives extra braking protection in emergency. Enclosed against dirt, oil.



NEW WATERPROOF IGNITION on all De Sotos! Quick starts even after standing hours in the rain... no stalling even in wettest weather! You can pour water right on the engine and it still won't miss a beat!



BIG 12-INCH BRAKES

No car in America has larger brakes. Smoother, safer in action... need far less pedal pressure. Cyclobond linings give far more service than ordinary linings. No rivets to score brake drums.

ALL-WEATHER COMFORT SYSTEM (not illustrated)... Stay snug and warm in cold weather—enjoy fresh air circulation in rainy weather—with De Soto's All-Weather Comfort System. No fogging of windows. (Series 500 with thermostat; Series 100 without.)

DE SOTO IS A BETTER BUY BECAUSE IT'S BETTER BUILT!

Home of DE SOTO

The Car of Quality

Shown here is De Soto's mammoth Detroit factory, recently expanded to cover 83 acres and more than 2,000,000 sq. ft. of floor space. As a De Soto owner, you can be sure that back of your car stands the industry's most modern production techniques and finest engineering skill.



SPECIFICATIONS

NEW POWERMASTER ENGINE—Six cylinder "L" head; 116 hp at 3,600 rpm. Aluminum alloy pistons; piston displacement 250.5 cu. in. Bore and stroke $3\frac{1}{2}$ x 4 $\frac{1}{2}$ in. Taxable hp, 28.36.

LONG WHEELBASE—125 $\frac{1}{2}$ in. Overall length, 17 ft. 4 $\frac{3}{4}$ in. Eight-Passenger models; 139 $\frac{1}{2}$ in. wheelbase; overall length, 18 ft. 8 $\frac{3}{4}$ in.

BIG 12" DRUM BRAKES—Four-wheel hydraulic, internal-expanding; twin cylinder type in front. Heavy section high-rib 12 in. drums; brake lining contact area, 201 sq. in. Parking brake: enclosed, internal-expanding type drum, operated independently of service brakes. Hand lever mounted alongside steering column.

FEATHERLIGHT STEERING—Three roller-tooth gear; symmetrical tie-rod center arm linkage.

LUBRICATION—Full pressure to main, lower connecting rod and camshaft bearings. Floating type oil intake. Oil filter. Crankcase holds 5 qts.

SPRINGING—Front: independent Amola steel-coil. Rear: 53 $\frac{3}{4}$ x 1 $\frac{1}{2}$ in. Tapered semi-elliptic Amola steel leaves.

ORIFLOW SHOCK ABSORBERS—Vertically mounted front, "sea leg" position rear.

REAR AXLE—Silent hypoid, semi-floating, Tip-Toe Shift and Standard gear ratios: 3.9 to F (3.73 to 1, optional), Eight-Passenger; Tip-Toe Shift, 4.1 to 1; Manual shift, 4.3 to 1.

ENGINE BEARINGS—Removable precision-type crankshaft bearings.

COOLING—Water capacity, 15 qts. (14 $\frac{3}{4}$ qts. without heater). Full-length water jackets; four blade, 17 $\frac{3}{4}$ in. diameter fan.

HEAVY-DUTY GENERATOR—45 ampere capacity.

TRANSMISSION—Tip-Toe Hydraulic Shift with grol Fluid Drive (standard on Custom, extra equipment on De Luxe). Accelerator pedal controls speed changes. All-helical constant-mesh gears with synchronizing clutches in all forward speeds. Anti-friction shaft bearings. Manual shift transmission (standard on De Luxe) has three forward speeds, and reverse. Synchro-silent, all-helical gears. Anti-friction shaft bearings. Synchronizers for second and third gears. Single-plate dry ventilated clutch.

PROTECTED CYLINDER BORES—Chemically treated for scuff-resistant finish.

BATTERY—6-volt, 17-plate, 114 ampere-hour capacity.

CAMSHAFT DRIVE—Silent stiff-back chain.

PROPELLER SHAFT—Tubular, dynamically balanced. Two roller bearing universal joints. Eight-Passenger; two tubular shafts, with three universal joints and a center bearing.

SUPER-CUSHION TIRES—7.60 x 15 low-pressure tires mounted on Safety Rim wheels. Rim width, 5 $\frac{1}{2}$ in. Eight-Passenger and Suburban; 8.20 x 15; rim width 6 in.

FUEL SYSTEM—17-gallon gasoline tank with Oilite self-cleaning filter in tank. Down-draft carburetor. Heavy-duty oil bath air cleaner. Automatic choke. Camshaft-driven diaphragm type fuel pump.

NOTE: The manufacturer reserves the right to revise, change, or modify the construction of De Soto motor vehicles, or any part thereof as he may see fit without incurring an obligation to make like changes on vehicles previously sold.

DE SOTO DIVISION OF CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

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