



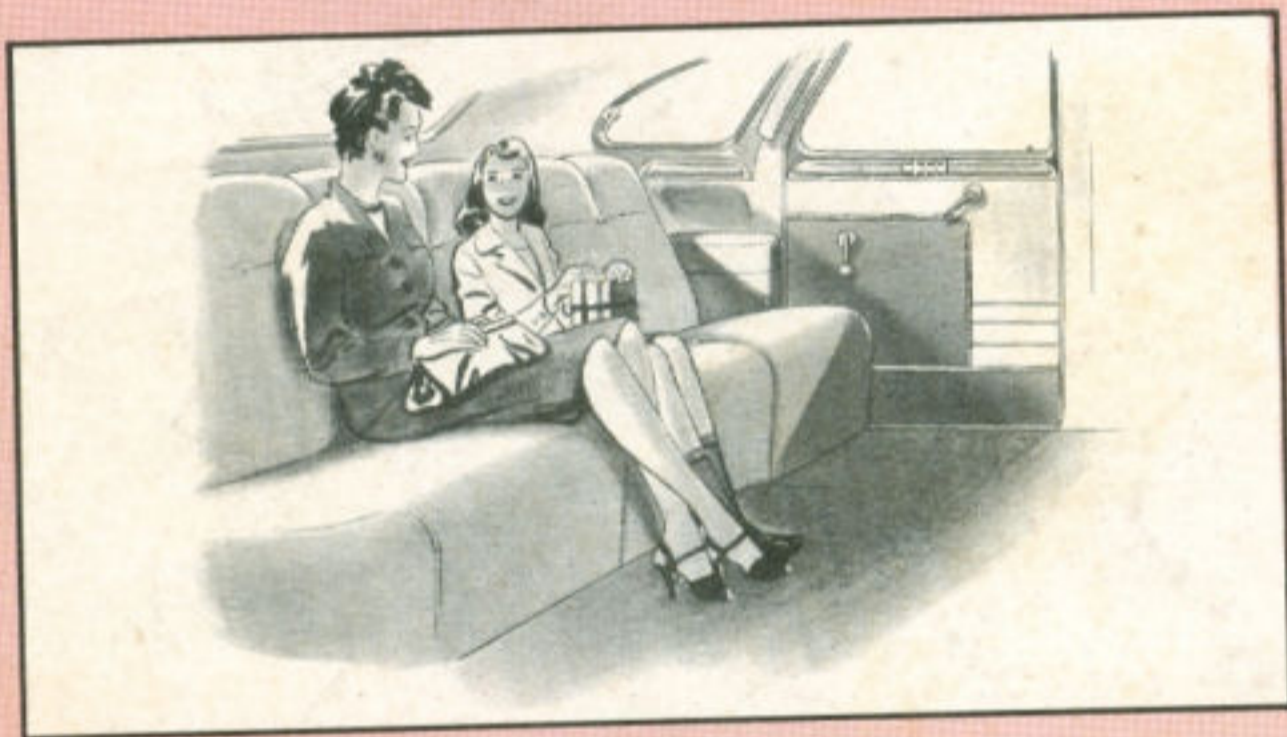
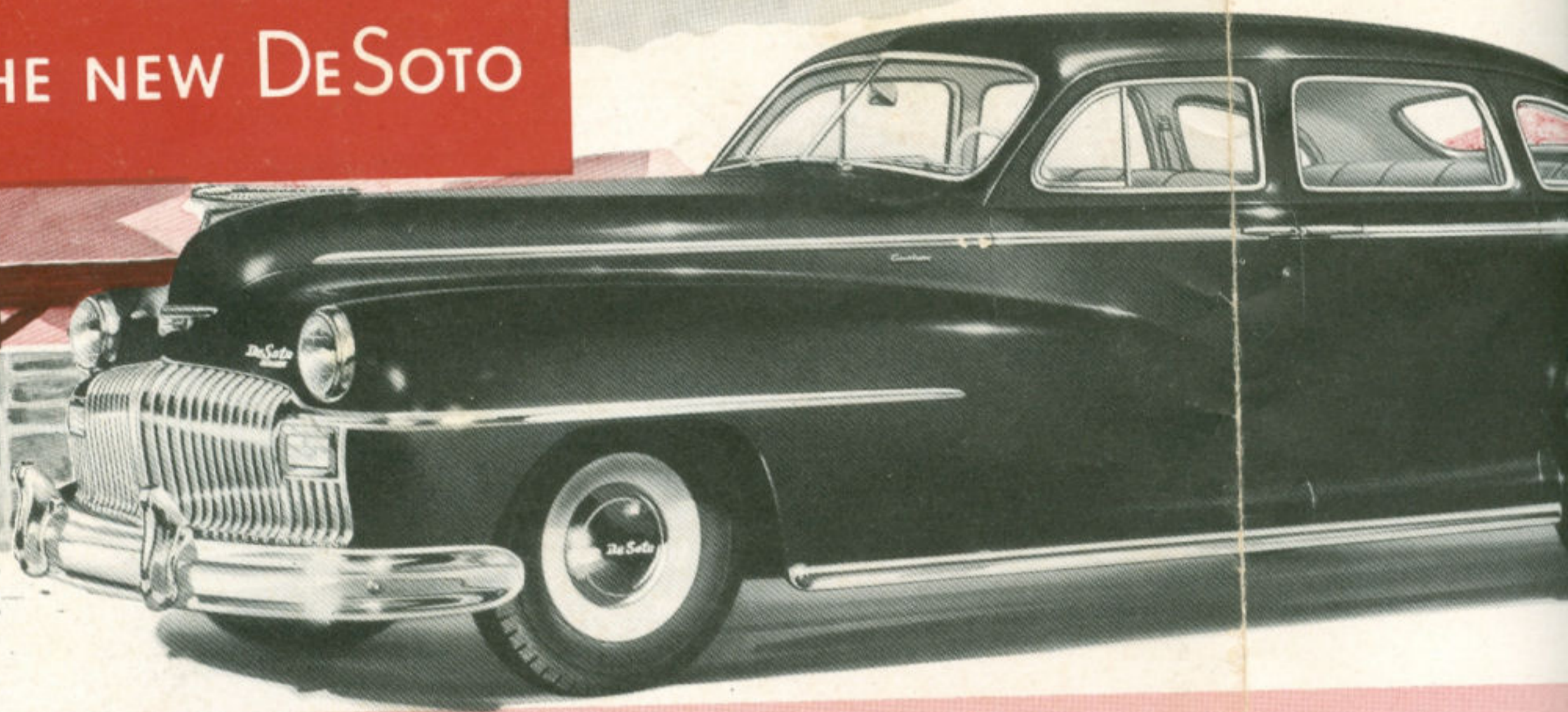
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# THE NEW DE SOTO

America's  
Newest New Car

A PRODUCT OF  
CHRYSLER CORPORATION

# THE NEW DeSOTO



## Distinctive New Interiors

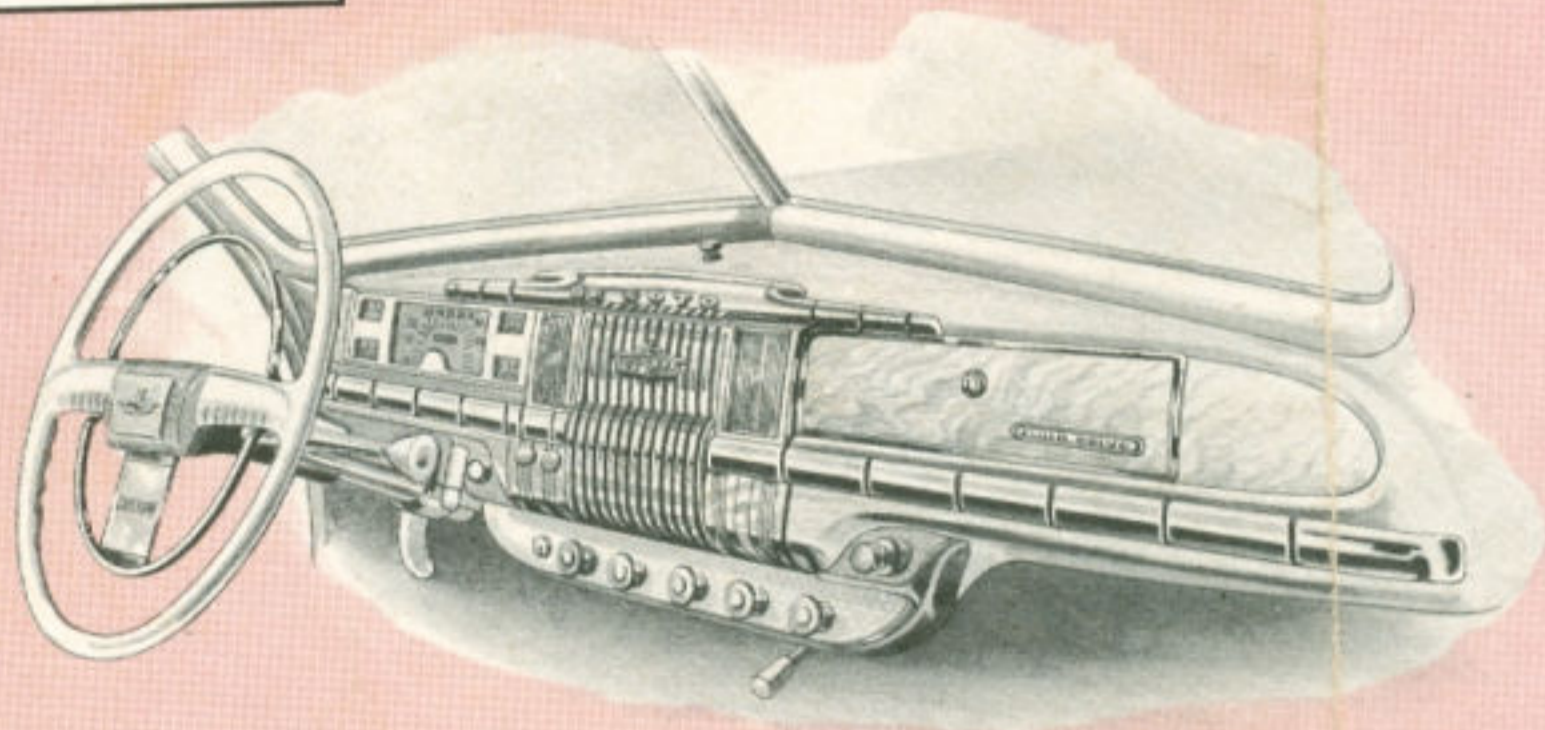
The most beautiful interiors in De Soto history, with roominess and comfort to match. Wide, chair-height seats let you relax in an easy, natural position. Smartly-tailored upholstery comes in rich broadcloth, with choice of three two-tone color combinations in Custom models.

The large, full-vision steering wheel with finger-tip horn ring, combination burl and grain garnish mouldings, chrome hardware and trim, recessed arm rests, leatherette scuff trim, convenient ash receivers and many other features add to the luxury of these smart new in-

## The Most Beautiful De Soto of A

One look—and the fresh, radiant beauty of the smart new De Soto captivates you. The richness of its interior and the quiet luxury of its appointments tell you that here is a car of great comfort. At the wheel, you quickly discover its effortless performance and learn how smooth and easy the new De Soto is to drive.

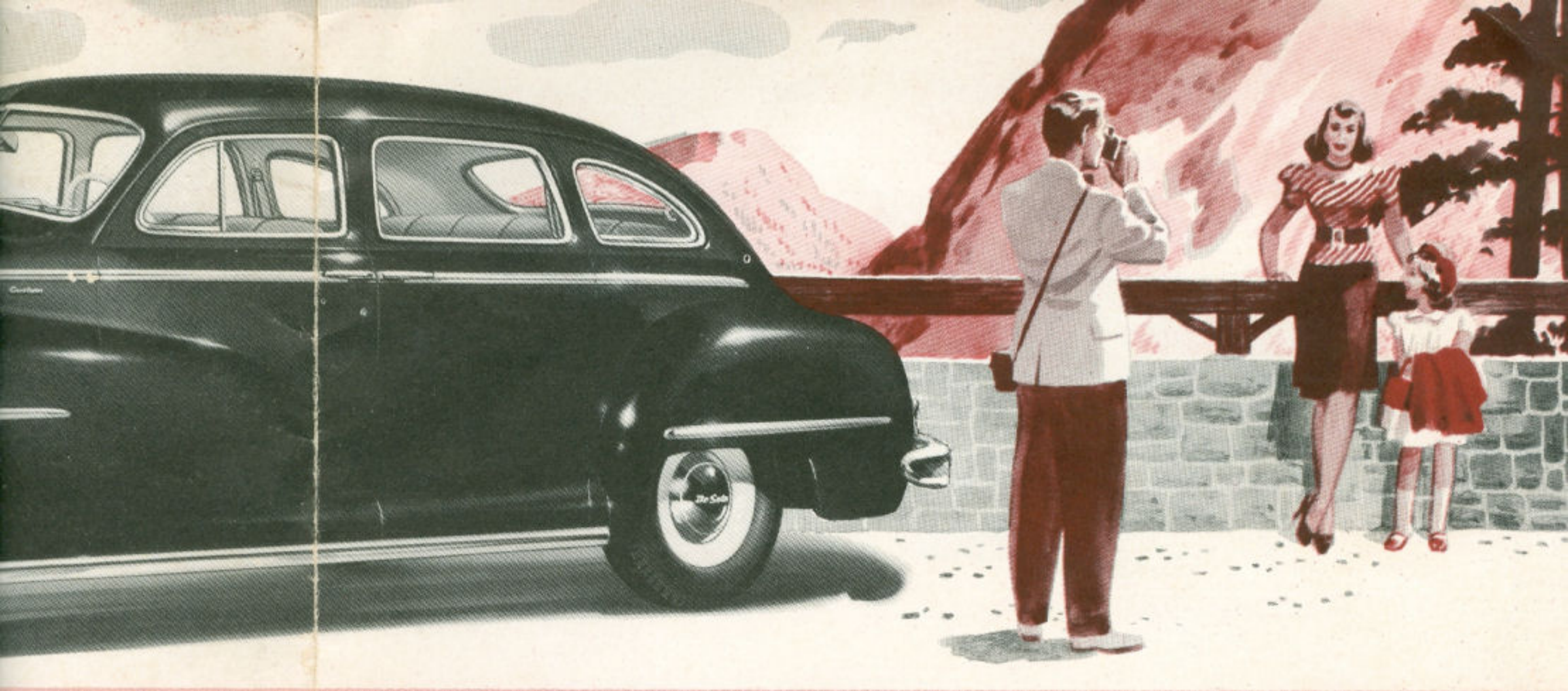
Available in Custom and Custom lines—De Soto is America's new car. New Streamlined New Driving Ease . . . . . New Performance other improvements with a thrilling new driving and change your ideas performance and value



## New Instrument Panel

Beauty and convenience are combined in this distinctive new instrument panel. The crystal plastic control knobs are grouped within easy reach. The big easy-to-read dials have white, raised letters on a black background.

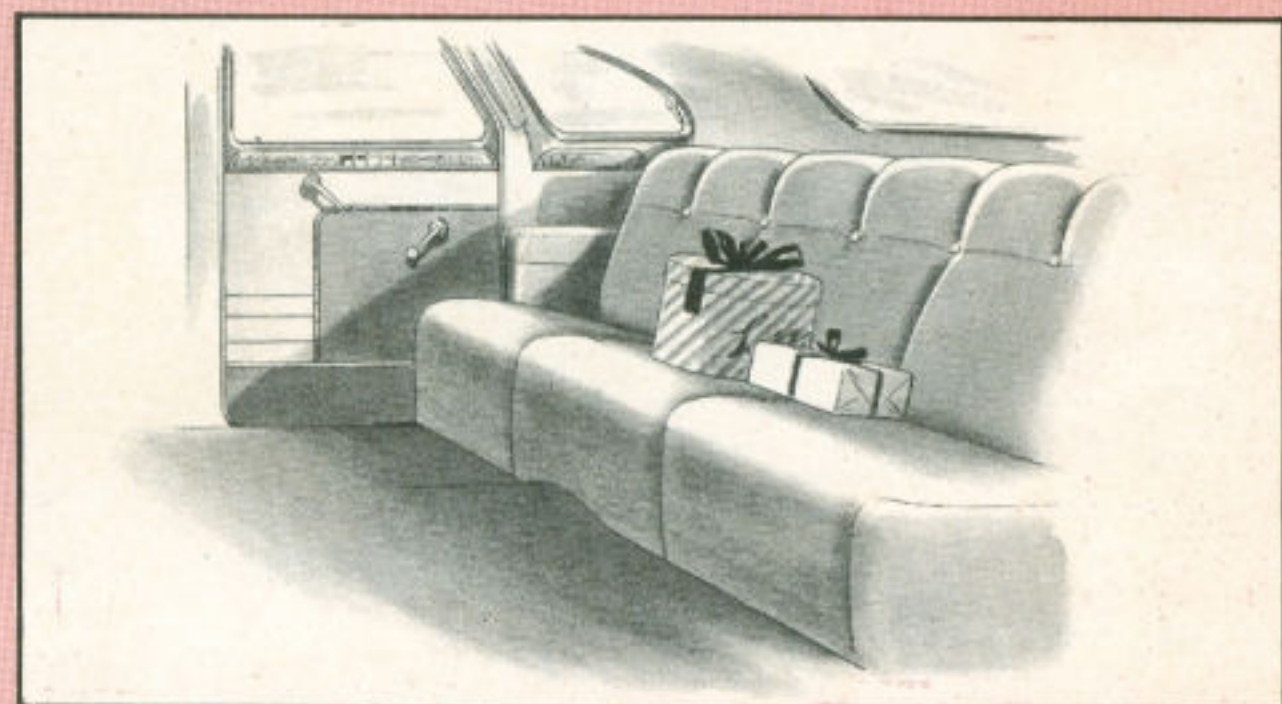
They are edge-lighted to give better visibility and to reduce glare. At night, the indicator on the speedometer shows up in green at speeds below 30 m.p.h.—in amber between 30 and 50—in red above 50 m.p.h.



## The Most Beautiful De Soto of All

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## Brand New Styling

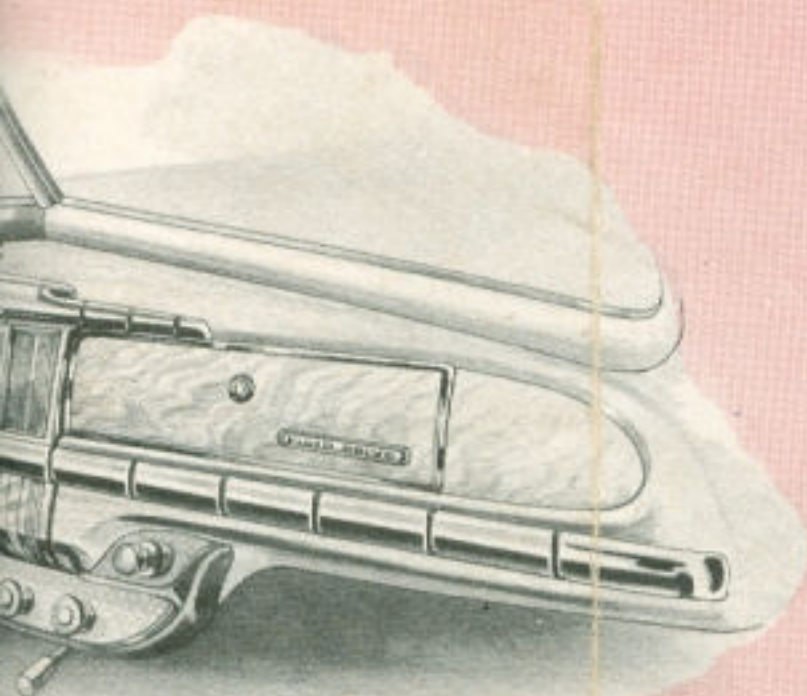
The new De Soto is one of the most  
beautiful cars on the road. Broad,  
sweeping fenders flow smoothly back  
into the front doors and accentuate  
the long, low body lines.

The new grille is heavier, wider, with  
big vertical louvers. Headlights are

widely spaced and with the massive  
wrap-around bumper are distinctive  
features of the beautiful new front end.

Smaller wheels with larger tires, and  
large chrome hub caps (extra large on  
Custom models) together with deeper  
rear fenders, wide chrome body side  
mouldings and smart rear-end styling,  
add to the graceful "hug-the-road"  
appearance and give this car a beauty  
all its own.

Chrome-framed windshield and ven-  
tilating windows are provided in both  
De Luxe and Custom models, and  
all windows in Custom models have  
chrome reveal mouldings.

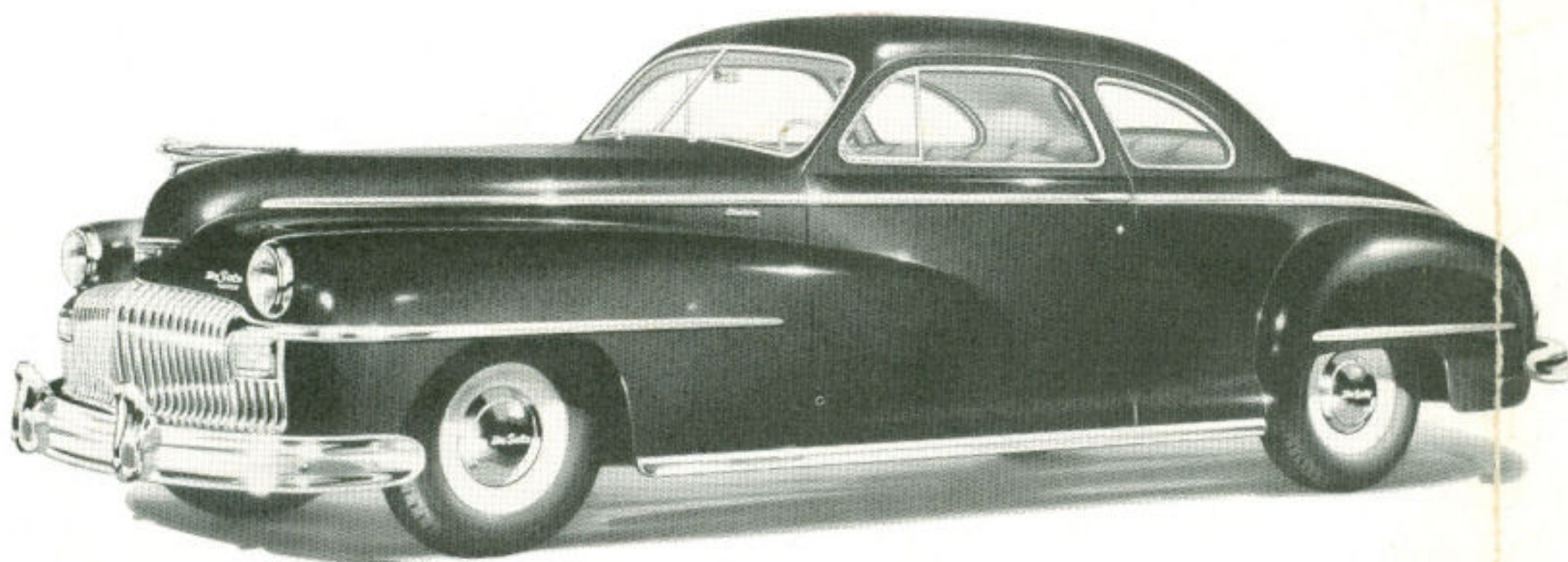


## Instrument Panel

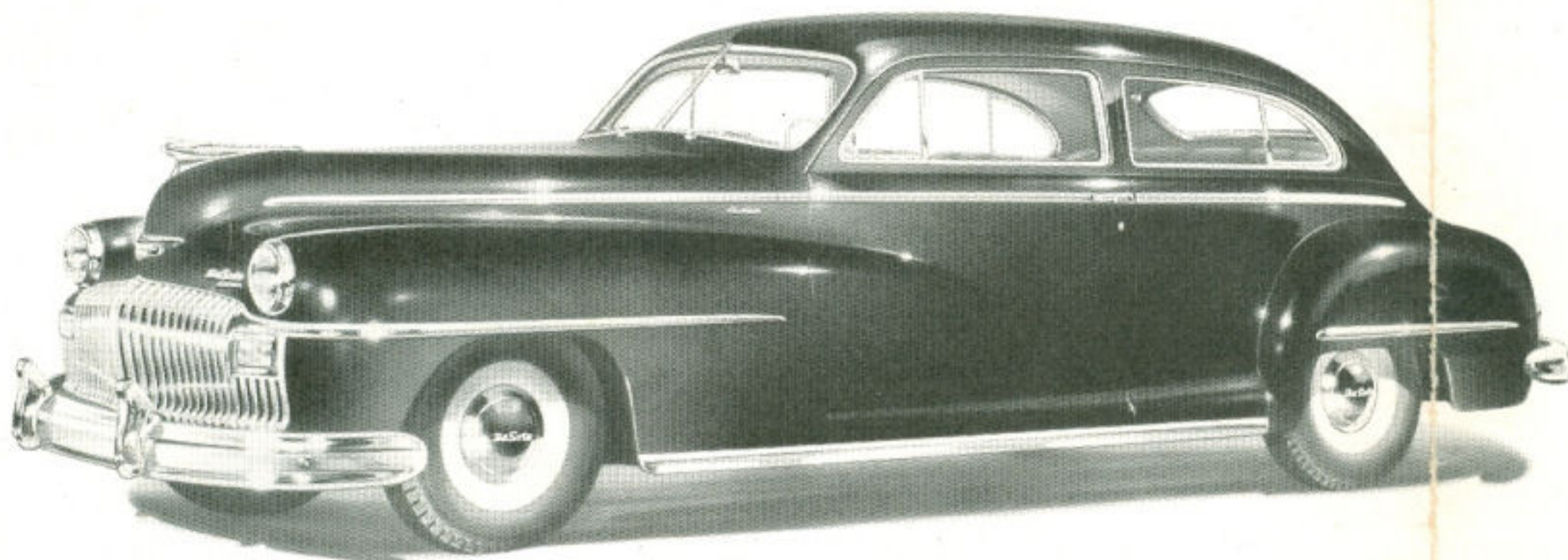
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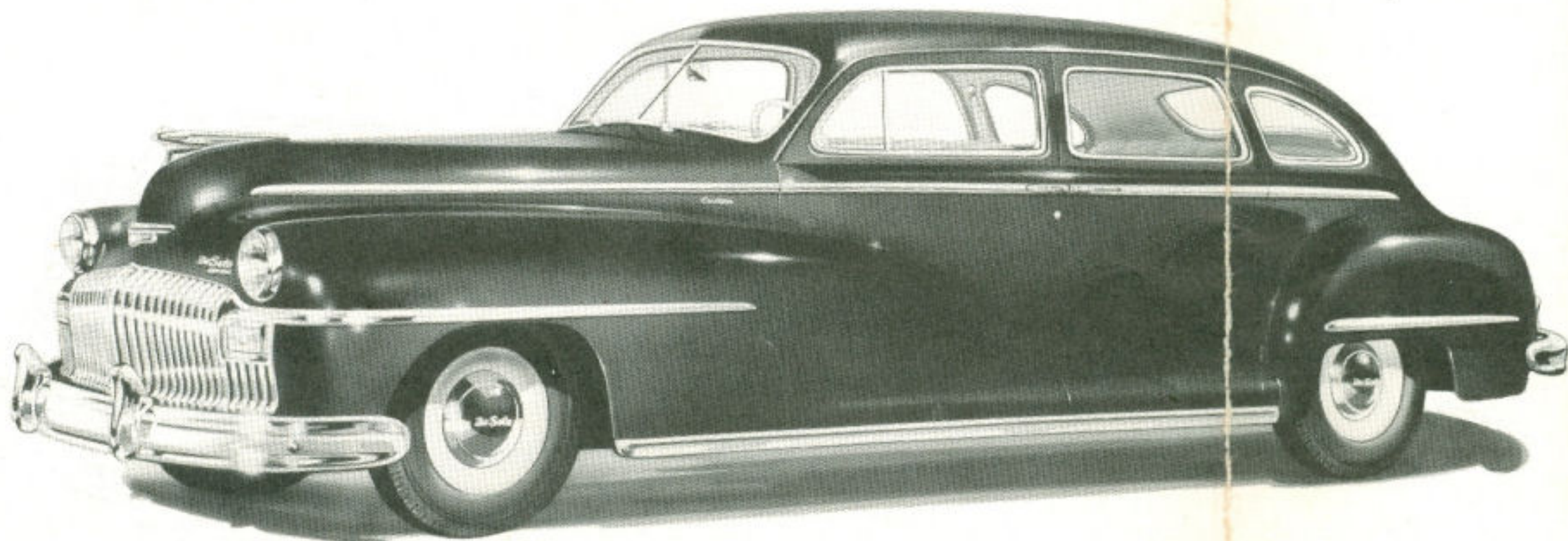
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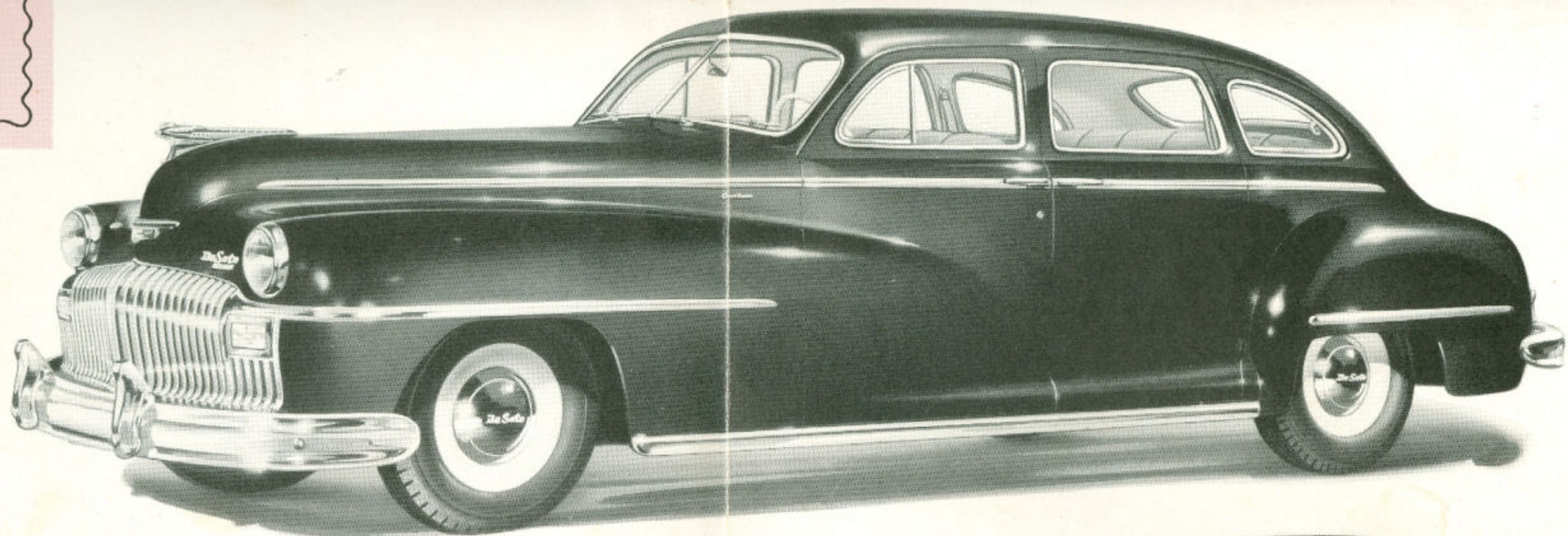
**CUSTOM CLUB COUPE** *(also available in De Luxe Line)*



**CUSTOM BROUGHAM** *(also available as De Luxe 2-door sedan)*



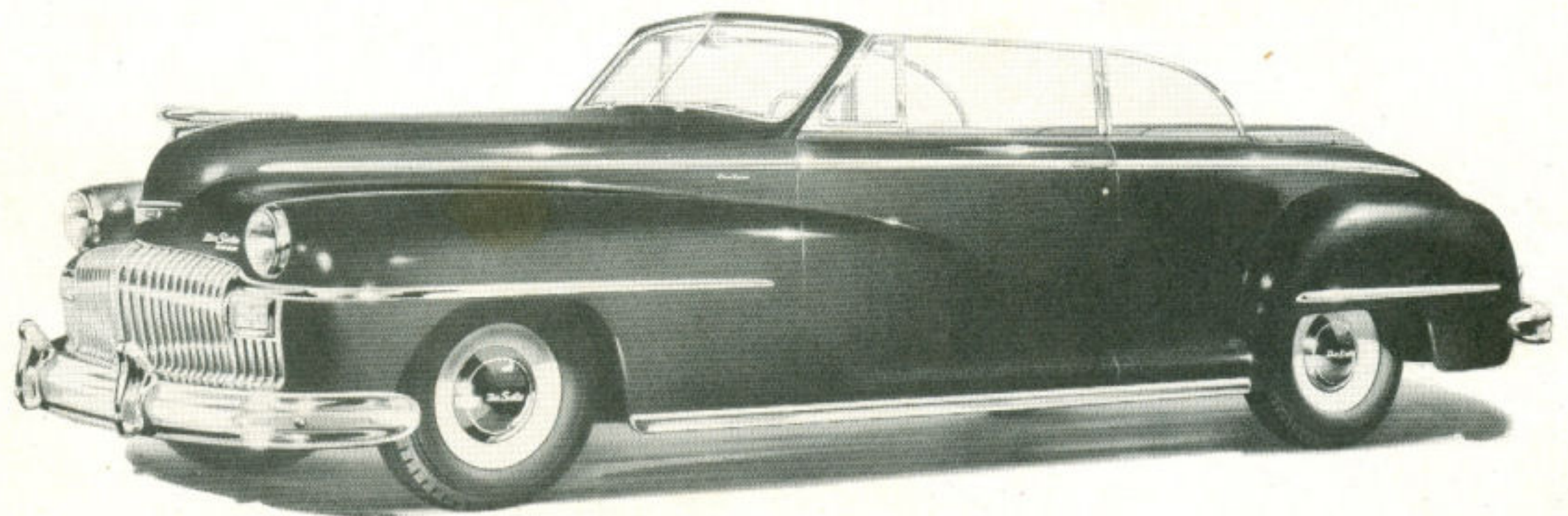
**CUSTOM 7-PASSENGER SEDAN**



**CUSTOM 4-DOOR SEDAN** (also available in De Luxe Line)



**DE LUXE 3-PASSENGER COUPE**



**CUSTOM CONVERTIBLE CLUB COUPE**

## 10 NEW MODELS

### DE LUXE LINE

4-Door Sedan	2-Door Sedan
Club Coupe	3-Passenger Coupe

### CUSTOM LINE

4-Door Sedan	Convertible Club Coupe
Club Coupe	7-Passenger Sedan
Brougham	7-Passenger Limousine

### 10 COLORS

Black • Carmel Blue • Monterey Blue • Gem Green • Zircon Green • Bermuda Beige • Hawaiian Tan • Pearl Grey • Gunmetal • Royal Maroon.

### FOUR TWO-TONE COLOR COMBINATIONS

Carmel Blue and Monterey Blue • Zircon Green and Gem Green • Gunmetal and Pearl Grey • Bermuda Beige and Hawaiian Tan. Wheels match second colors.

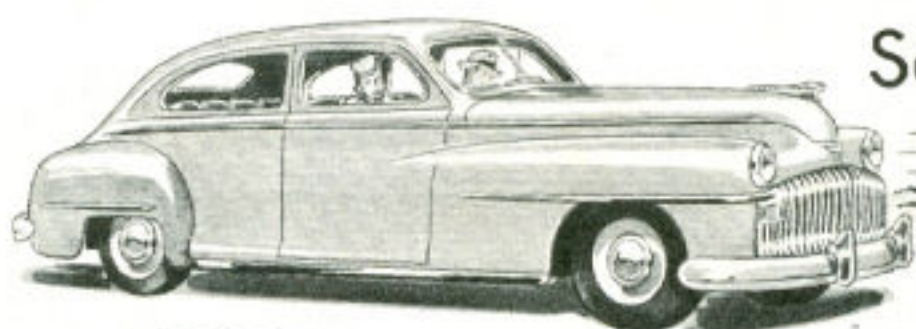
cost - \$1517.80

## gyrol Fluid Drive with Tip-Toe Shift

Here is relaxed, care-free driving. Power is transmitted through a cushion of oil that absorbs the shocks of sudden starts and stops . . . saves wear on tires . . . makes vital parts last longer. You can drive all day without touching clutch pedal or gear-shift lever. You simply step on the gas to go,



step on the brake to stop. Gears are shifted quickly and quietly by the hydraulic shift which you control with the accelerator pedal.



## Safe-Stop Brakes



The greatest improvement in brakes since 1924. You notice the difference the first time you drive with them. They give smooth, easy stops with lighter pedal pressure

—thanks to a new Chrysler Corporation engineering development that increases braking power and reduces required foot pressure. Brake linings last longer than ever!

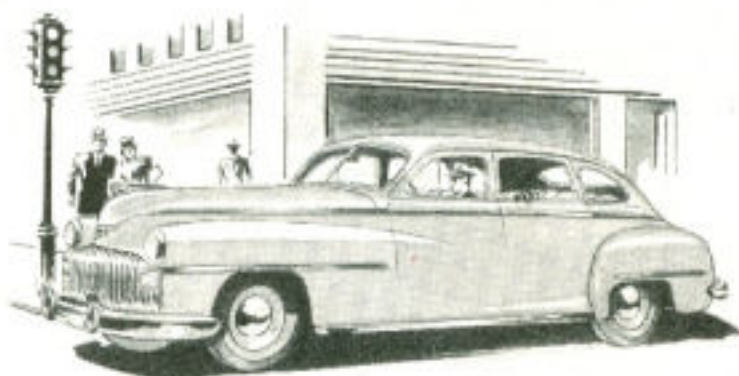
## Faster Getaway

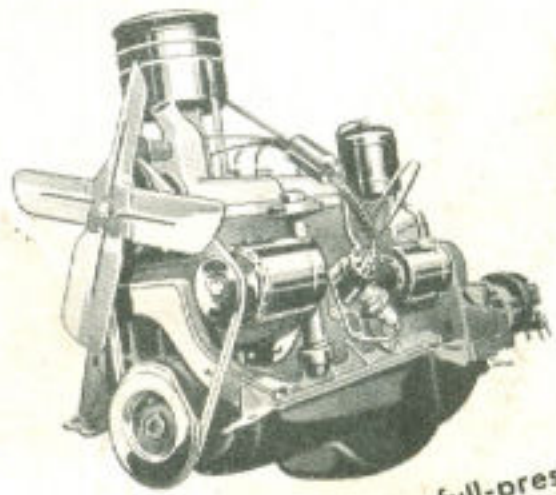
This is the nimblest De Soto ever built. You get quicker pick-up at lights and when passing cars in traffic. Performance is better up the hills, too, and the car accelerates faster in the cruising range—has plenty of power and zip.



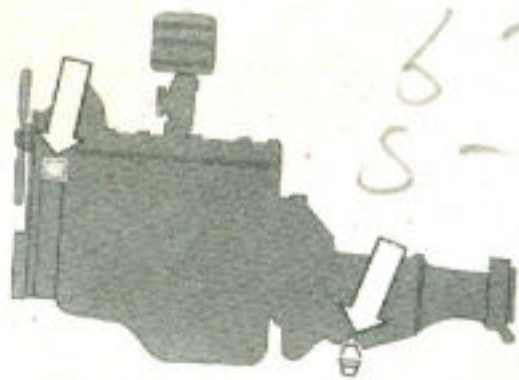
## Safety-Rim Wheels

Safety-Rim Wheels give added protection against accidents due to blow-outs. They make it practically impossible for a flat tire to pull off the rim—even with a blow-out at high speed. Tire and tube are held in place helping you bring the car to a safe, straight stop.





Powermaster Engine has full-pressure lubrication, improved manifold and many other features that assure better performance and longer life.

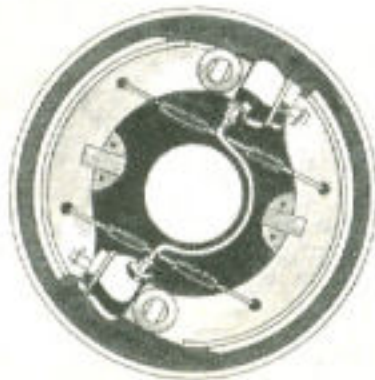


Floating Power Engine Mountings balance the engine on live rubber so that vibration is absorbed and performance made smoother.

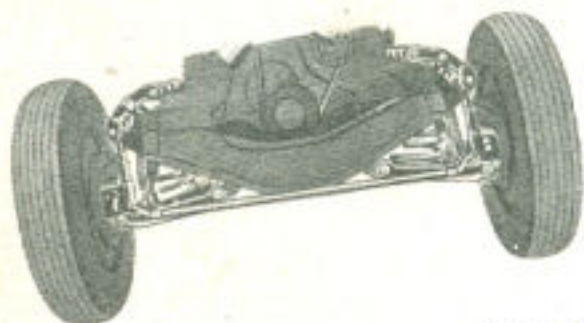
## ADVANCED ENGINEERING FEATURES



Aluminum Alloy Pistons for smoother, flashier performance. Four rings per piston for better compression and improved oil economy.



Safe-Stop Brakes have two hydraulic cylinders in front, for better contact between shoes and drums with less pedal pressure. Uneven lining wear is minimized.



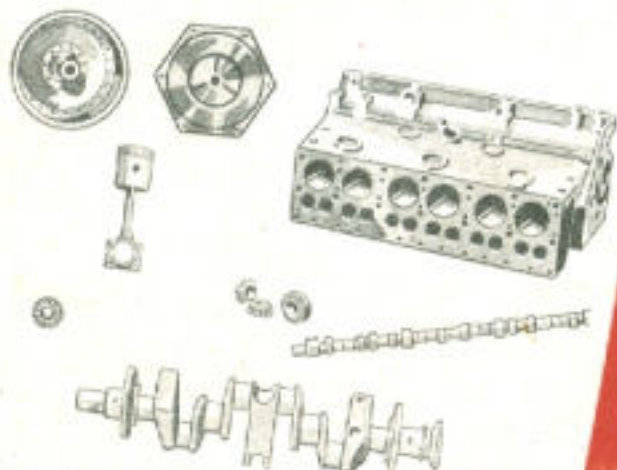
Independently Sprung Front Wheels "step over" bumps on tough, flexible Amola steel coil springs and aero-hydraulic shock absorbers.



Oilite Bearings never require attention. They are 35% oil. Friction, heat or pressure causes this oil to form a lubricating film on the surface.



Rust-proofed Body prolongs that "new car" appearance. Fenders and sheet metal parts, too, are thoroughly rust-proofed.



Superfinished Parts permit closer tolerances, reduce initial wear, shorten the breaking-in period. Performance stays quiet and smooth for many thousands of miles.

## Specifications of THE NEW DE SOTO

**ENGINE**—Six-cylinder, "L" head, aluminum alloy pistons. 109-hp at 3600 rpm. Bore and stroke  $3\frac{7}{16} \times 4\frac{1}{4}$  inches. Piston displacement 236.6 cubic inches. Taxable horsepower, 28.36.

**WHEELBASE**— $121\frac{1}{2}$  inches; over-all length more than 17 feet. Wheelbase, 7-passenger models:  $139\frac{1}{2}$  inches; over-all length more than 18 feet.

**BRAKES**—Four-wheel hydraulic, internal-expanding; twin-cylinder type in front. 11-inch drums, brake lining contact area:  $173\frac{1}{2}$  sq. in. Seven-passenger models have 12-inch drums with  $189\frac{1}{2}$  sq. in. contact area. Parking brake, controlled by hand lever, operates independently of service brake on all models.

**SPRINGING**—Front: independent Amola steel coil. Rear:  $53\frac{5}{8} \times 1\frac{3}{4}$  in. semi-elliptic, Amola steel leaves, with metal covers.

**STEERING**—Rubber-cushioned shockless, worm and roller type. Wheel diameter 18 inches.

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

**REAR AXLE**—Silent hypoid, semi-floating. Standard gear ratio 3.9 to 1; Tip-Toe Shift Transmission, 3.73 and 3.54 to 1. Seven passenger: Standard 4.3 to 1; Tip-Toe Shift, 3.91 to 1.

**CRANKSHAFT**—Four removable precision-type main bearings.

**COOLING**—Full-length water jackets. Four-blade,  $17\frac{3}{4}$  in. fan. Water capacity,  $4\frac{1}{4}$  gallons.

**GENERATOR**—35 amperes capacity.

**TRANSMISSION**—Standard: Three speeds forward and reverse. Synchrosilent with all-helical gears. Anti-friction shaft bearings. Synchronizers for second and third gears. Manual shift.

gylol Fluid Drive with Tip-Toe Shift (additional equipment): Liquid coupling cushions power flow, absorbs shocks and driving strains. Four-speed transmission with hydraulic shift actuated by the accelerator pedal. All helical constant-mesh gears with synchronous meshing in all forward speeds. Anti-friction shaft bearings.

**CLUTCH**—Single-plate, dry, ventilated.

**BATTERY**—6-volt, 17-plate, 110 ampere-hour capacity.

**CAMSHAFT**—Silent-chain driven.

**PROPELLER SHAFT**—Tubular. Two roller bearing universal joints. Seven-passenger: two tubular shafts, three universal joints and one center ball bearing.

**TIRES**—6.50 x 15, mounted on Safety-Rim Wheels. Rim width,  $4\frac{1}{2}$  inches.

**FUEL SYSTEM**—17-gallon gasoline tank, with Oilite self-cleaning filter in tank. Down-draft carburetor. Heavy-duty oil bath air cleaner. Automatic choke.

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