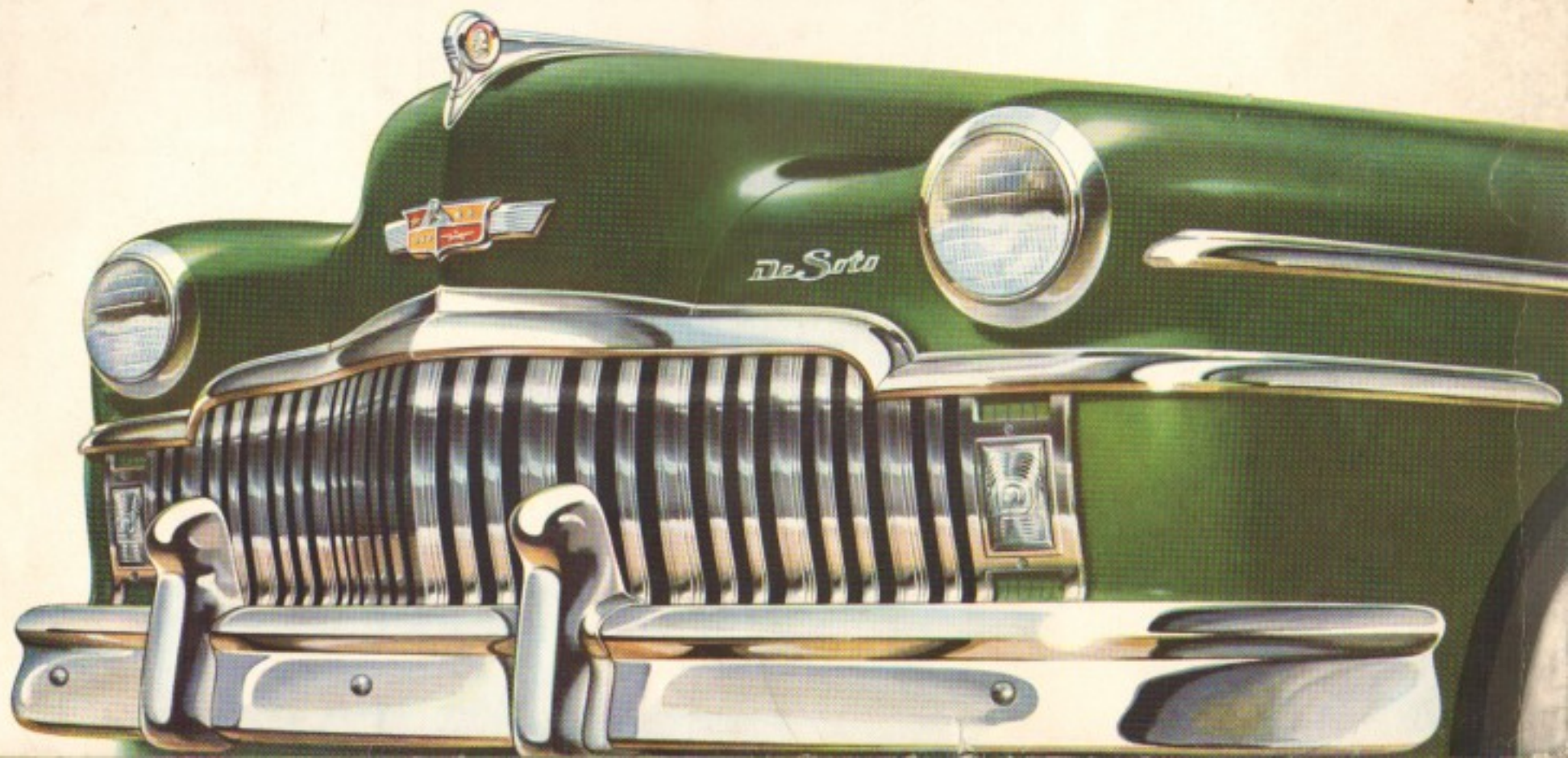
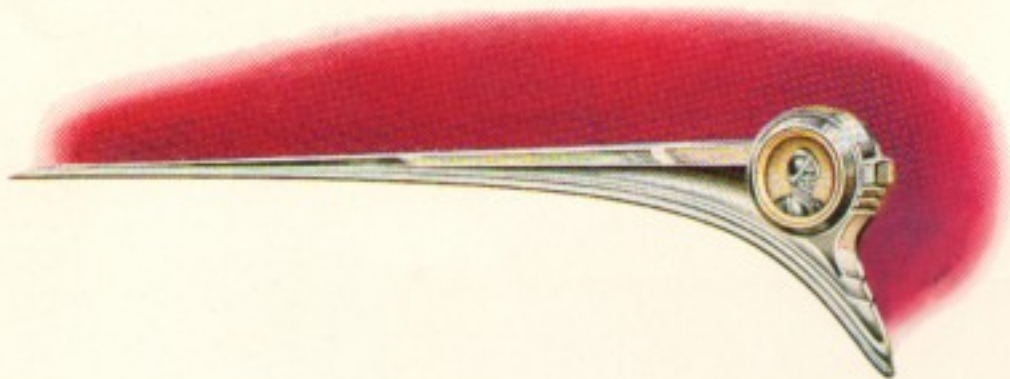




““ *DE SOTO* ””

The Car Designed With You In Mind





THE ACCENT IS ON YOU!

The men who designed and built this brilliant new DeSoto knew what they wanted you to have!

They wanted you to have a car that would be surpassingly beautiful. Graceful in every inch. A joy to look at and a thrill to own. But they wanted to combine this new beauty with *more* comfort, not less. *More* safety, not less. *More* convenience, not less.

To do that meant a lot of things. It meant a lower car without stealing your headroom. It meant more *usable* width. A steering wheel that didn't hit the knees, even of a six-footer. Not only bigger window area, but chair-high seats to give you more *real* visibility. It meant a car designed to fit you and your family . . . instead of your having to fit into it!

They wanted you to have a handsome car without having to rebuild your garage. They wanted you, if necessary, to be able to change a tire easily. And if someone did dent your fender, they wanted you to be able to have it fixed economically.

In short, they wanted you to enjoy every advantage of modern design without a single sacrifice in comfort or convenience. And they succeeded. They built this new DeSoto—the car designed with You in mind.

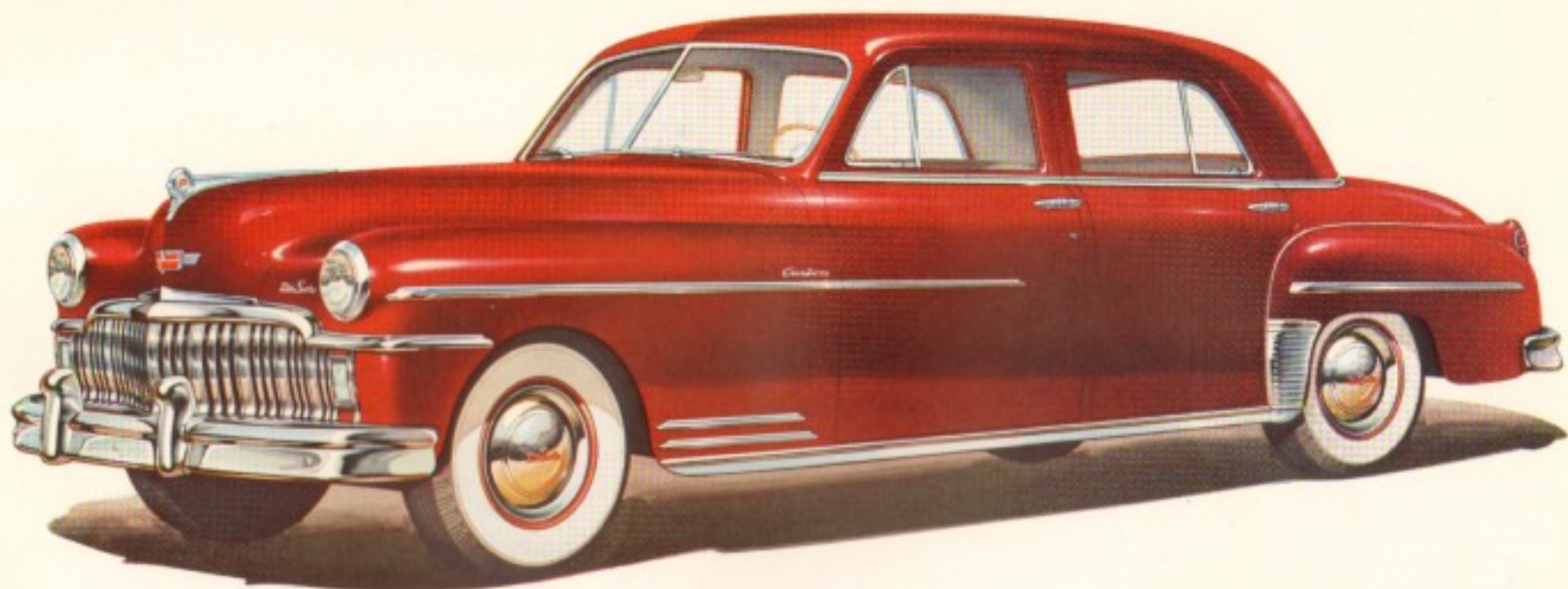
The DeSoto line includes both DeLuxe and Custom models. Whichever you choose, you'll be getting a car that *looks* wonderful . . . *feels* wonderful . . . *is* wonderful. It will give you many, many years of greater riding enjoyment than you have ever known before.

DESOTO LETS YOU DRIVE WITHOUT SHIFTING!

Think of driving all day long . . . just stepping on the brake to stop and on the gas to go! It's as easy as that!

That's exactly the way DeSoto lets you drive . . . whether you're out on the highway or downtown in traffic. DeSoto's famous gyrol Fluid Drive and Tip-Toe Hydraulic Shift make it possible. 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. Gears are shifted quickly and quietly by the hydraulic shift which *you* control with the accelerator pedal.

These outstanding De Soto features have already established a record of *billions* of miles of carefree, effortless driving. And this much is certain: once you've driven the DeSoto way, you'll never want to go back to the "old" way of driving again!



A Custom Four-Door Sedan Interior

LOOK TO DESOTO FOR BRILLIANT STYLING!

Sleek, graceful, powerful... your first glance will tell you the new DeSoto is all of that! Brilliant cascade-type chrome grille and massive "wrap-around" bumpers accent DeSoto's new, impressive broad-nosed appearance. Yet, for all its low, wide, road-hugging beauty, DeSoto hasn't gone bulky or "extreme."



THE CLUB COUPE

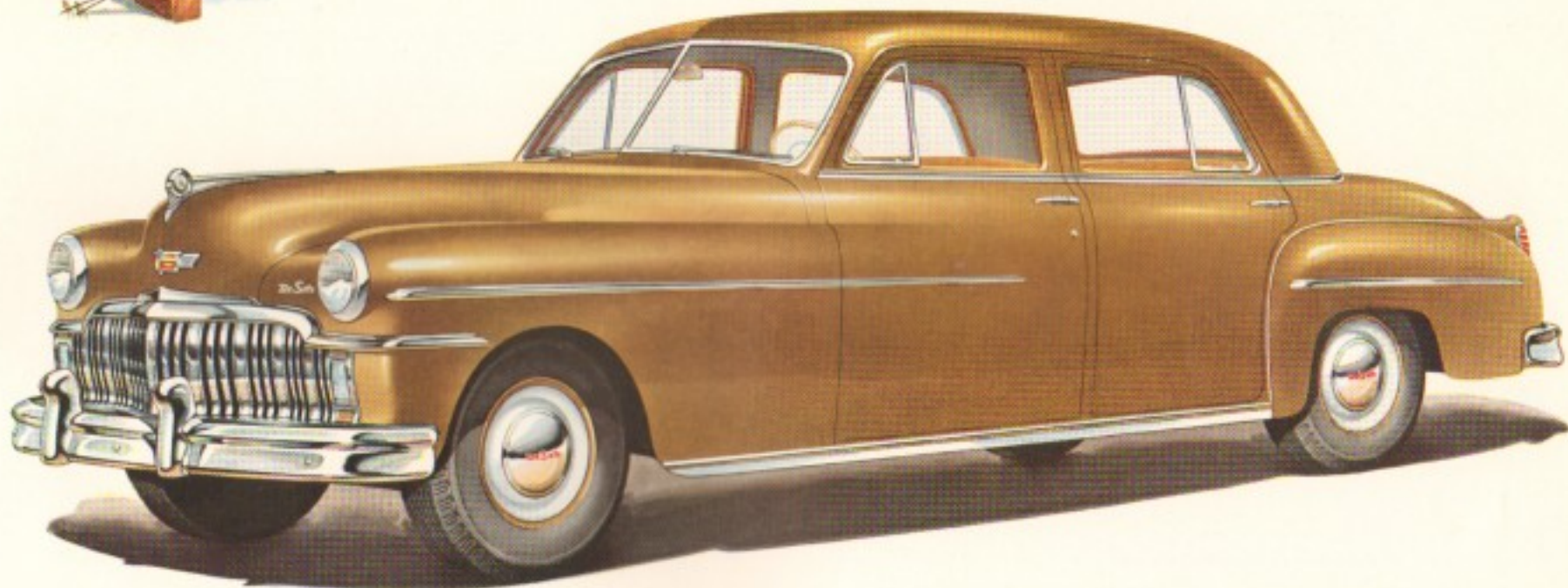
DE SOTO DELIVERS PERFORMANCE PLUS!

It's mile after mile of enjoyment when you're driving a DeSoto! Improved Powermaster Engine puts 112 smooth, responsive horsepower at your command. Hills? Passing? Traffic? Just press down on the accelerator . . . and thrill to DeSoto's new, powerful "pick up!" And, as you cruise along, you'll be delighted too by DeSoto's quiet smoothness and gas-economy!



A Custom Club Coupe Interior





Rear Seat Up—Sedan Luxury

**AN EXCITING,
PRACTICAL, ALL-NEW MODEL!**

It's luxurious . . . versatile . . . a car you will welcome! All the roomy comfort of a sedan. Yet, in an instant, you can have 62 cu. ft. of luggage space. Rear seat folds down easily, flush with the floor! Rear compartment then stretches clear through to deck lid. Salesmen, farmers, vacationers . . . and all folk who travel a lot . . . the new DeSoto Carry-All Sedan was really designed with you in mind!



Rear Seat Down—Carry-All Utility



THE CUSTOM CONVERTIBLE



A Custom Convertible Interior



LUXURY...TO THE LAST DETAIL!

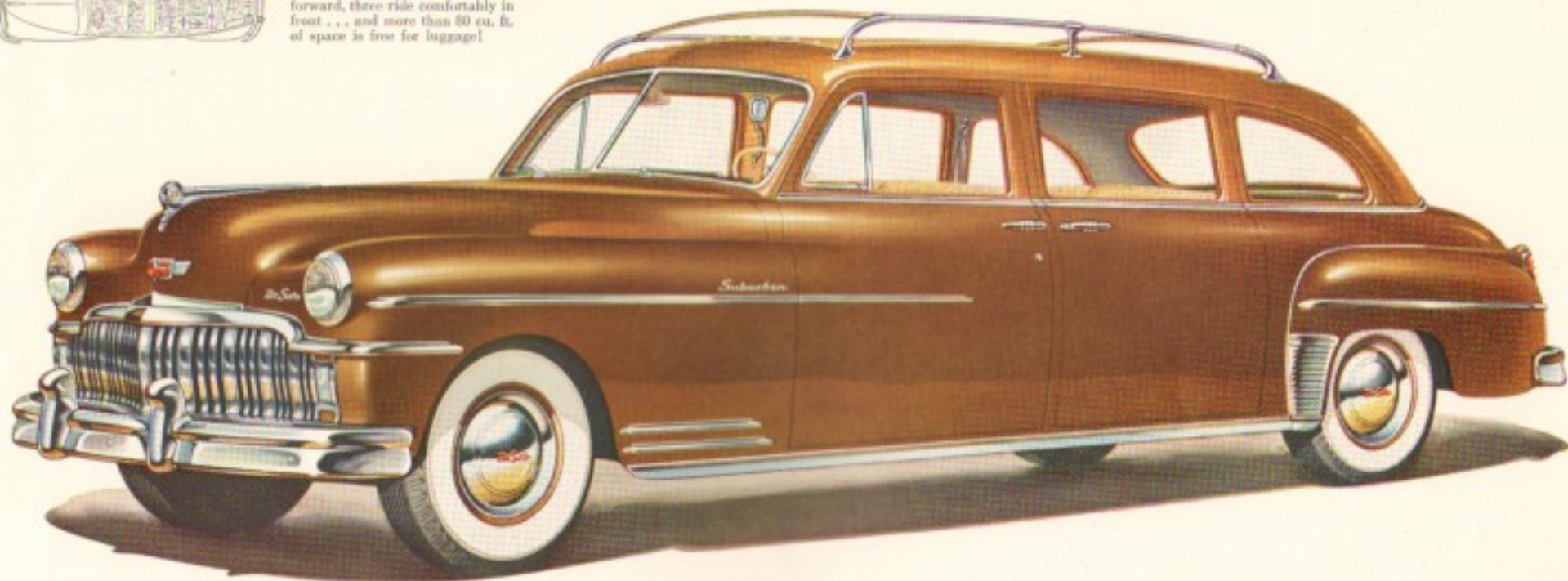
For distinguished, clean-cut beauty and glamor the new DeSoto Convertible is truly unmatched! Interior color schemes harmonize throughout... upholstery, trim, carpet, and steering wheel. Touch a lever, and the top automatically raises or lowers. New, unbreakable *full-vision* rear window is of vinylite clear plastic, framed in chrome.



Here is how the DeSoto Suburban seats nine. There's room inside for lots of luggage and the top rack holds still more.



With the third seat folded into the floor and the second seat moved forward, three ride comfortably in front . . . and more than 80 cu. ft. of space is free for luggage!

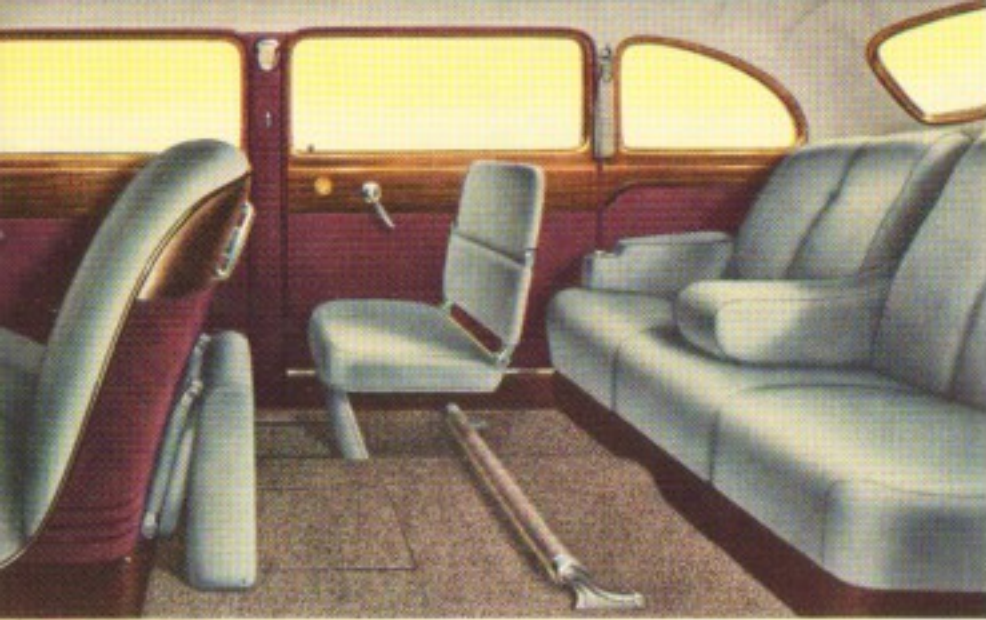


DeSoto Suburban Interior

SEDAN LUXURY... STATION WAGON UTILITY!

There's no other car like the famous multi-purpose Suburban for town and country use! It carries up to nine passengers, plus luggage, in finest DeSoto style and comfort. Or you can add more luggage space inside simply by folding down the rear seat and moving the second seat forward. (See diagram above.) Luxurious interiors feature natural wood-grained paneling . . . set off by a pleasing use of chrome trim. Seats are smartly upholstered in durable plastic fabric.





An Eight Passenger Sedan Interior

THE EIGHT-PASSENGER SEDAN

ROOMINESS...KEYNOTE TO DE SOTO COMFORT!

Headroom, legroom, and elbow-room to spare! You'll get the thrill of your life when you slip inside DeSoto's big, wide doors. You can really s-t-r-e-t-c-h out and relax! And depend on DeSoto to give you broad, deep-seated luxury that is *practical*. Wide chair-high seats, front and back, afford drawing-room comfort no matter where you sit!





BEAUTY AND EFFICIENCY—combine in DeSoto's new, brilliantly conceived instrument panel! All controls are within *instant* reach. Sturdy rotary switches . . . less liable to damage or accidental cut-off. Easy-to-read dials are grouped directly in front of the driver . . . "black lighted" for better visibility and less glare. Ignition switch actuates the starter. And DeSoto's new steering wheel is designed so you can see over it easily, and still not hang your knees! Pictured above is Custom steering wheel.

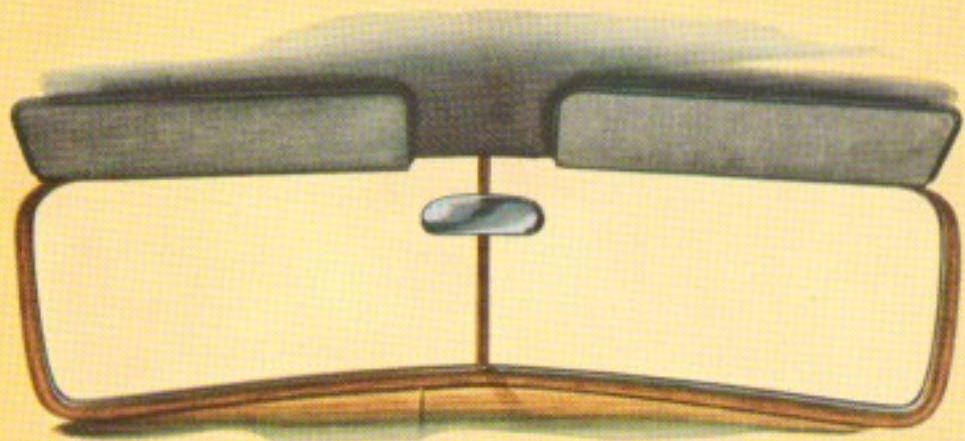
YOU'LL BE THRILLED — at all the room you get "up forward"! The instrument panel is recessed to give front-seat riders a tremendous increase in legroom! (See illustration at left.)

TAILORED SEAT SPRINGS

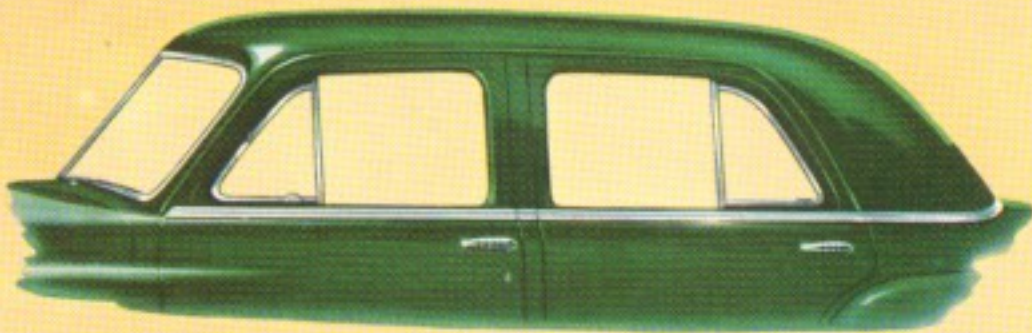
An exciting new comfort feature! Your dealer can insert them in any part of the front or rear seat. Now your heaviest passengers can ride as comfortably as the lightest . . . on seats that are really "tailored to weight"!

Center arm-rests are optional at extra cost on Custom Sedans.





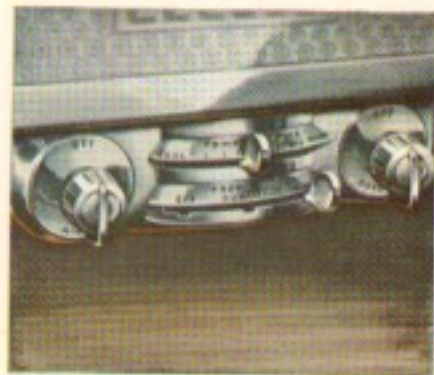
There's 24% more windshield area in the new DeSoto! Two-speed electric wipers now sweep 44% more glass area. They won't "slow down" when you step on the gas... and they're noiseless in action!



Greater glass area all around! Concave belt-line moulding accents DeSoto's low, sweeping lines. Easy-to-operate vent-wing controls have a new theft-proof feature.



You've never seen a more conveniently located car radio! (Optional at extra cost.) Accessible controls.



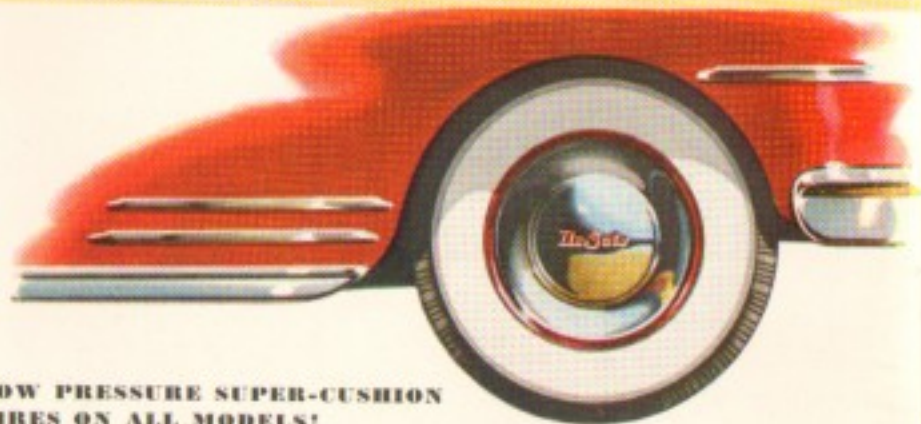
New Heating and Ventilating System is easy to operate! Simple controls are right at hand.

SUMMER OR WINTER— MAKE YOUR OWN WEATHER INSIDE!

Just set the thermostat on DeSoto's new ALL-WEATHER COMFORT SYSTEM*. . . and a carpet of snug warmth spreads throughout the car! No fogging of windshield or windows. You get continuous *fresh* air, which helps keep down interior humidity. Defroster, with separate motor and blower, actually *increases* the amount of heat.

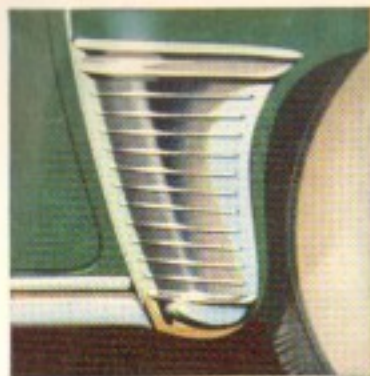
In rainy weather, simply adjust the controls . . . and clean, *fresh* air circulates inside to keep you comfortable and prevent windows from "steaming." Blower and motor are under hood . . . out of way of your feet.

*Series No. 500, optional at extra cost. Series No. 100 and No. 300 fresh air installations without thermostatic control also available at extra cost.

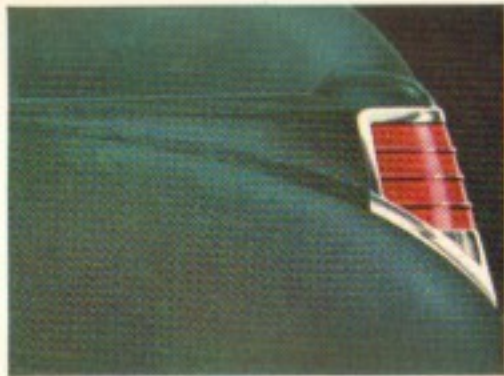


LOW PRESSURE SUPER-CUSHION TIRES ON ALL MODELS!

Larger, softer Super-Cushion tires give smoother, shock-free riding . . . better traction. (White sidewalls available at extra cost.) Fender design permits easy changing of tires. Decorative one-piece hubcap-wheelcover.



Decorative chrome stone shields on Custom models help protect rear fenders from scratches.



Sweeping tail-lights are placed high on rear fenders for maximum visibility... have unbreakable, color-fast plastic lenses.

FROM ANY ANGLE... MODERN IN THE BEST SENSE!

The rear end view of the new DeSoto is handsomer, more impressive than ever... with many improvements for your driving safety and convenience! A notable innovation is the new built-in "back up" light on Custom models. Operates automatically when you go into reverse. Tail-lights placed to show full width of car. Full-width rear window increases vision. Massive bumpers (recessed into fenders) and heavy bumper guards give added protection. Twin stop lights warn drivers behind you. License plate frame is recessed into deck lid.



Fixed foot-rest behind front seat stays in place regardless of front seat adjustment. Gives rear seat riders important extra legroom.

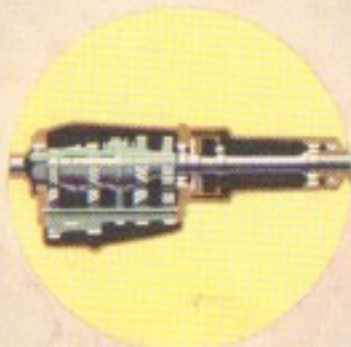
Beautiful ash receiver with vanity mirror and lighter... and assist handles on back of front seat... add to passenger convenience on Custom models.



Easy-to-raise counterbalanced lid opens DeSoto's spacious luggage compartment. Spare tire is stowed upright at one side to allow more room; jack is stowed behind tire. With lid opening at floor level, you can *slide* bags in and out!



SAFETY-RIM WHEELS hold both tire and tube in place, even in high speed blow-outs! Help you come to a smooth, straight-line stop . . . adding to your safety.



TIP-TOE HYDRAULIC SHIFT transmission with g-frol Fluid Drive lets you drive without shifting. Four feet on the accelerator pedal controls when the shift is made!



IMPROVED POWERMASTER ENGINE has better "pick-up" and acceleration than ever! On hills, in traffic, or when passing, you get the extra power you need . . . when you need it!



DE SOTO

The Car Designed With You In Mind

SPECIFICATIONS

ENGINE—Six-cylinder "L" head, aluminum alloy pistons, 112 hp at 3600 rpm. Bore and stroke $3\frac{1}{2}$ x $4\frac{1}{2}$ inches. Piston displacement, 236.6 cu. inches. Taxable horsepower, 20.36.

WHEELBASE—125 $\frac{1}{2}$ inches; overall length, 17 ft. 3 in. Wheelbase 8-passenger models; 139 $\frac{1}{2}$ inches. Overall length, 18 ft. 6 inches.

BRAKES—Four-wheel hydraulic, internal-expanding; twin cylinder type in front. Heavy-section high-rib 11-inch drums, brake lining contact area: 173 $\frac{1}{2}$ sq. in. 8-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 brakes on all models.

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

STEERING—Double roller-tooth gear, asymmetrical tie-rod center idler arm linkage.

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, 3.9 and 3.75 to 1. 8-passenger: Standard 4.3 to 1; Tip-Toe Shift, 4.1 to 1.

ENGINE BEARINGS—Removable precision-type crankshaft bearings.

COOLING—Full-length water jackets. Four blade, 17 $\frac{1}{2}$ in. fan. Water capacity, 17 quarts.

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

GENERATOR—40-ampere capacity.

TRANSMISSION—Tip-Toe Hydraulic Shift (additional equipment) with g-frol Fluid Drive. Accelerator pedal controls four-speed transmission. All-helical constant-mesh gears with synchronizing clutches in all forward speeds. Anti-friction shaft bearings. Standard transmission with manual shift; 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.

CYLINDER BORES—Treated with Pareo-Lubrite scuff-resistant finish.

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

CAMSHAFT DRIVE—Silent stiff-back chain.

PROPELLER SHAFT—Tubular; dynamically balanced. Two roller bearing universal joints. Eight-passenger: two tubular shafts, three universal joints and one center ball bearing.

TIRES—7.60 x 15 low-pressure Super-Cushion tires mounted on Safety-Rim wheels. Rim width, 5 $\frac{1}{2}$ inches. Eight-passenger and Suburban: 8.20 x 15; rim width, 6 inches.

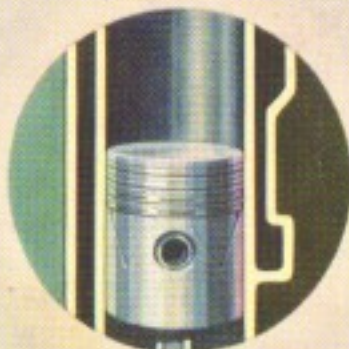
FUEL SYSTEM—16-gallon gasoline tank, with Oilite self-cleaning filter in tank. Down-draft carburetor. Heavy-duty oil bath air cleaner. Automatic choke. Camshaft-driven diaphragm type fuel pump.



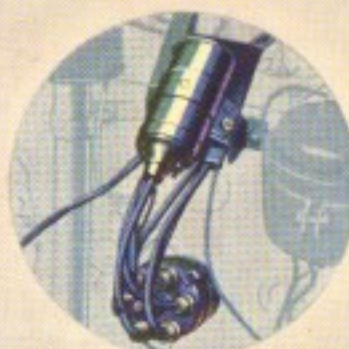
SAFE-GUARD HYDRAULIC BRAKES have heavy-section drums . . . improved, cycle-bonded linings. You get quick, smooth stops and lots longer brake life!



DE SOTO STEERING is "feather-light"! New asymmetrical linkage makes steering control easy . . . steady . . . shock-free!



CYLINDER WALLS are treated with Pareo-Lubrite, a scuff-resistant finish that lengthens engine life . . . lessens danger of damage through abuse during breaking-in.



NEW IGNITION SYSTEM has splash-proof distributor with built-in television suppressor. Ignition cables are neoprene-jacketed for longer life, less moisture damage. High capacity, heavy duty coil.



DE SOTO'S FLOATING RIDE results from its longer wheelbase. No matter where you sit, you ride cradled between the axles. Yet De Soto's overall length has not been increased.