

# The New **DESOTO**

W. F. McMICHAEL  
BERWICK, PA.



ALEX B. G. WAR

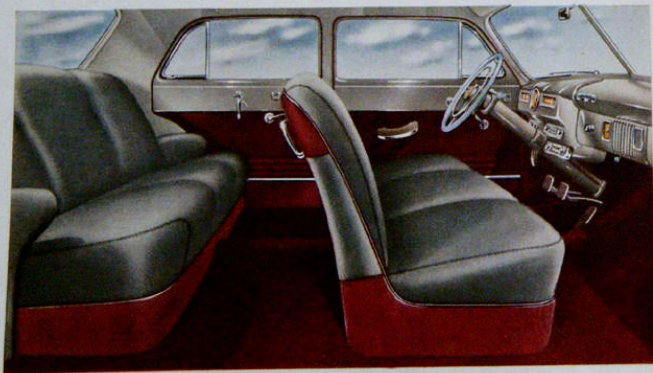


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## Comfort and Convenience in De Soto's Beautiful Interiors

**E**VERYTHING'S been thought of that might contribute to your comfort, convenience, and safety! It starts with room . . . real stretch-out room for legs and el-

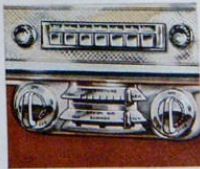
← Brilliant new Custom steering wheel has rich marble beauty. Available in colors to harmonize with distinctive interior trim.



A Custom sedan interior. Roomy luxury is traditional with De Soto. Smartly tailored upholstery in harmonizing colors . . . Durable carpeting, front and rear . . . Handsome chrome trim and metallic garnish mouldings.

bows. Lots of hat room, too! And De Soto's big, wide doors let you walk in . . . not wriggle in!

No starter button . . . simply turn the ignition key to start the engine! De Soto steering is featherlight . . . steering control is steady and shock-free. Sturdy rotary-type switches are less liable to damage or accidental cut-off . . . are located within easy reach of the driver.



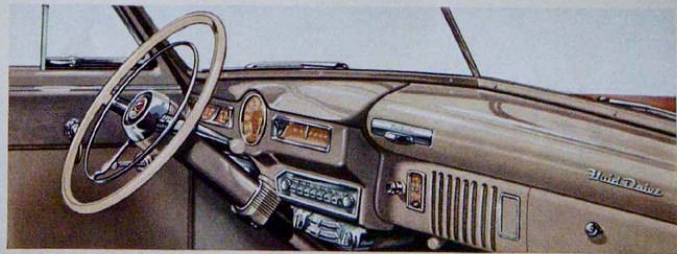
Easy-to-operate radio and heater controls are within instant reach. All instrument faces have smart new metallic gold sheen.



New dwer-type ash tray on instrument panel is centrally located. Quick accessible to everyone in front s-

De Soto's new All-Weather Comfort System keeps you snug and warm in winter with continuous fresh air. Reduces interior humidity and keeps windows from steaming in any weather!

A De Luxe sedan interior. Comfortable chair-high seats give you full benefit of De Soto's larger window area. And seat springs can be tailored to individual needs. →



Recessed instrument panel . . . beautifully finished in new metallic enamel . . . gives front-seat riders extra legroom.



# DE SOTO

A Practical Car . . . and the Smartest By Far!

**H**ERE is breathtaking proof that exciting modern design can be completely practical, for here is by far the most beautiful De Soto ever built . . . an automobile that combines the utmost in luxury with common sense engineering!

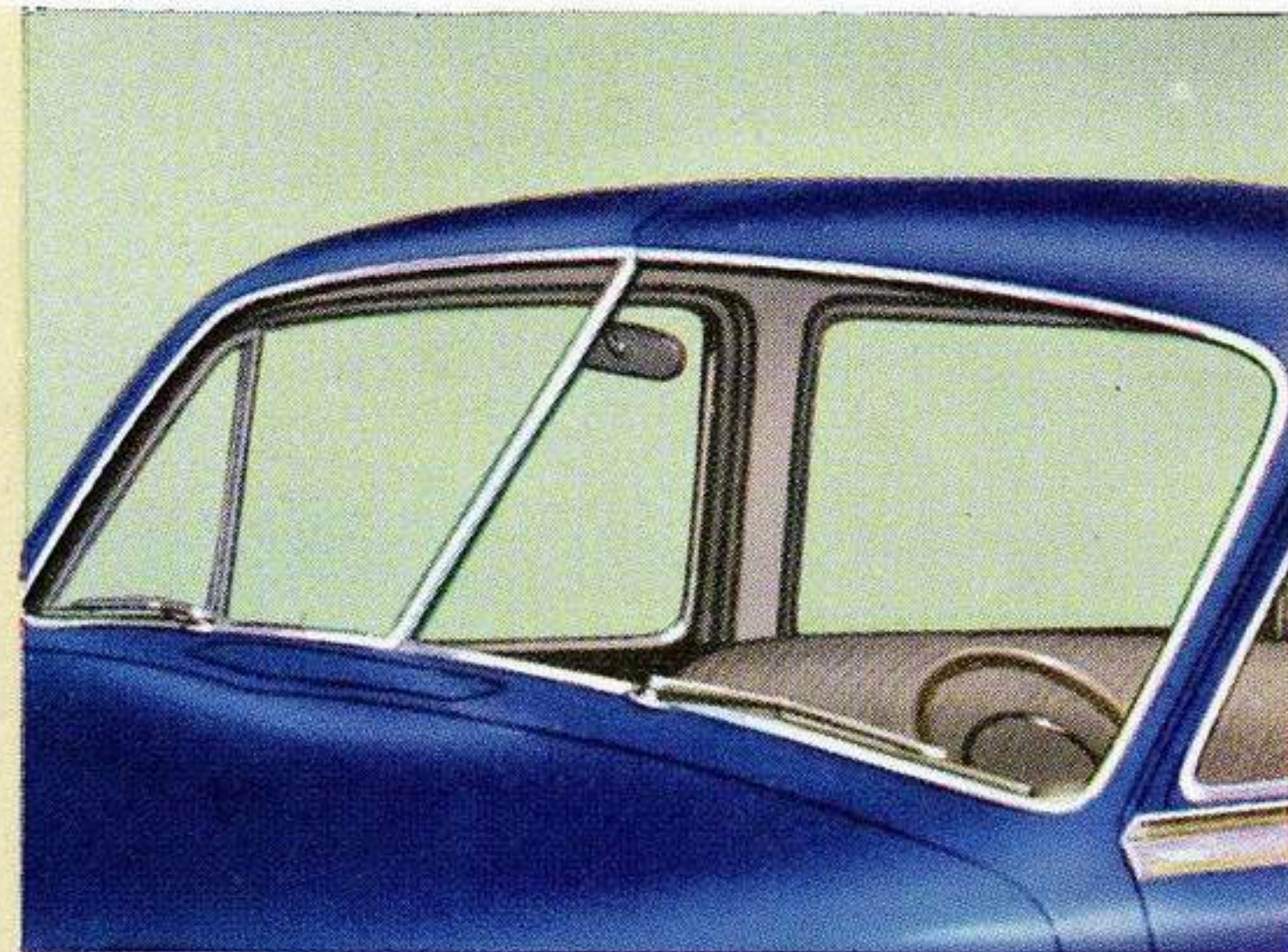
Here is stretch-out room that will really amaze you . . . new, and far greater visibility . . . thrilling, effortless no-shift

driving with famous Tip-Toe Hydraulic Shift and gýrol Fluid Drive. And De Soto's cradled ride is a miracle of smooth, comfortable travel.

If extra value is important to you . . . if you are looking for a car that is genuinely thrifty to own and to operate . . . a car built to last . . . drive the new De Soto before you decide!



**NEW PARKING LIGHTS** harmonize with headlights and with De Soto's new, distinctive grille . . . also act as turn signals.



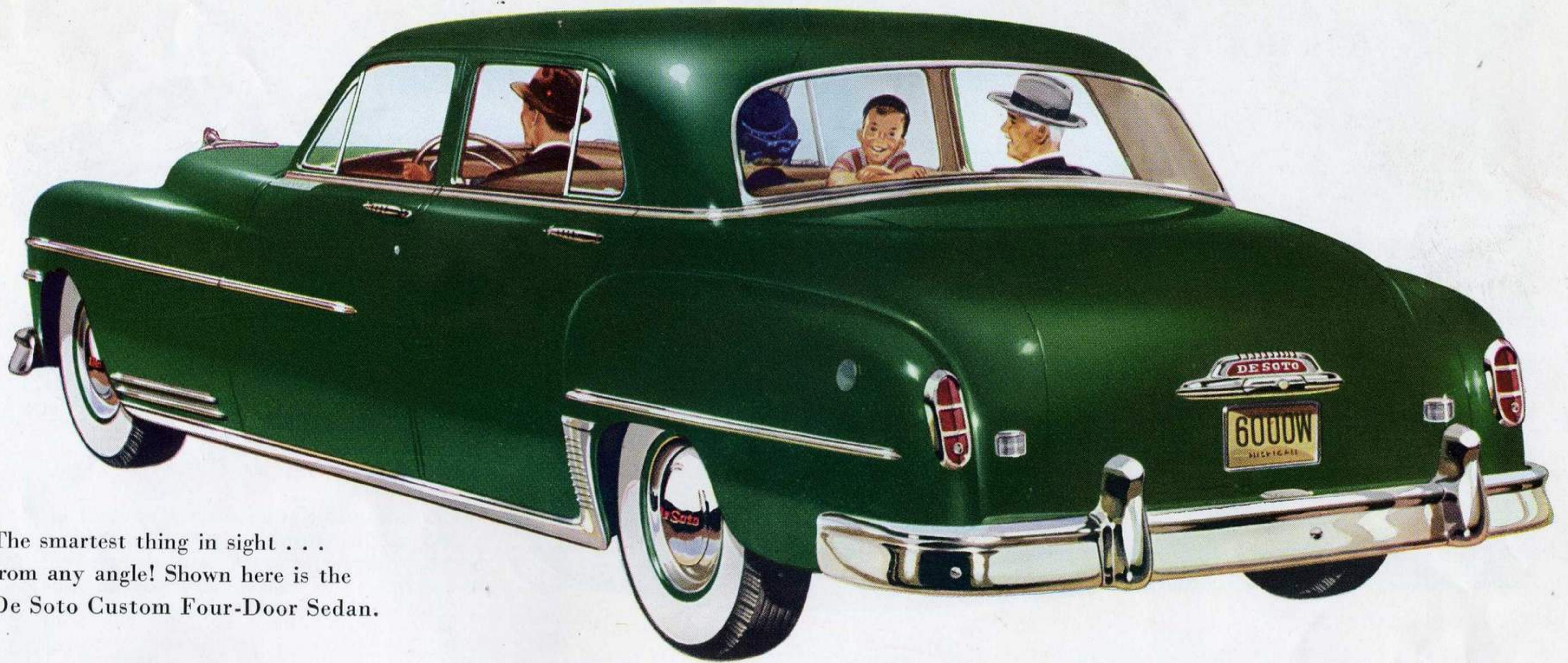
**NEW VISIBILITY** all around! Twin-section windshield is distortion-free . . . economical to replace. Wide-sweep electric wipers have more powerful motor . . . work *noiselessly!*



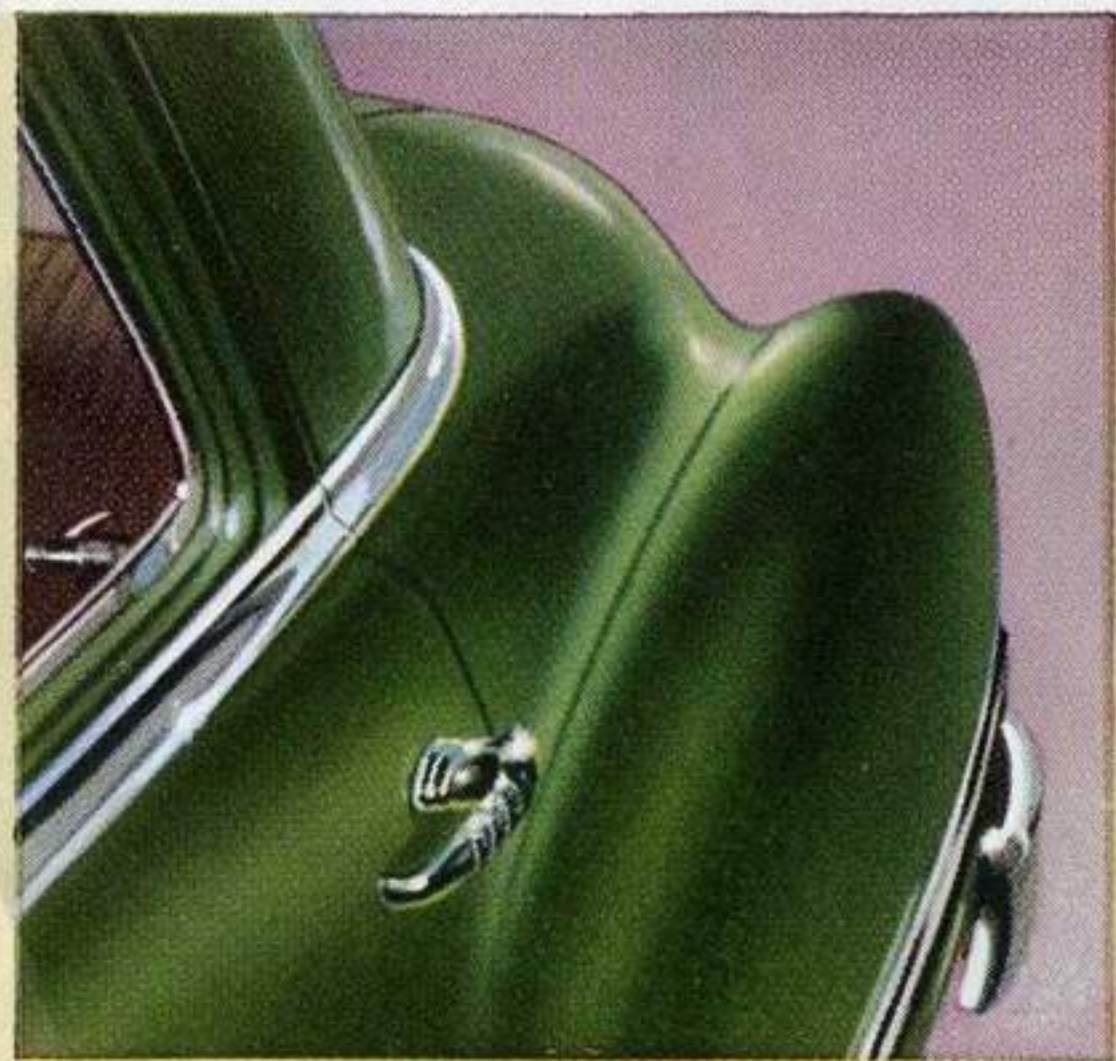
**NEW, HANDSOME NAME PLATES** on front doors "blend" into belt-line mouldings . . . a styling innovation that enhances De Soto's exterior smartness.



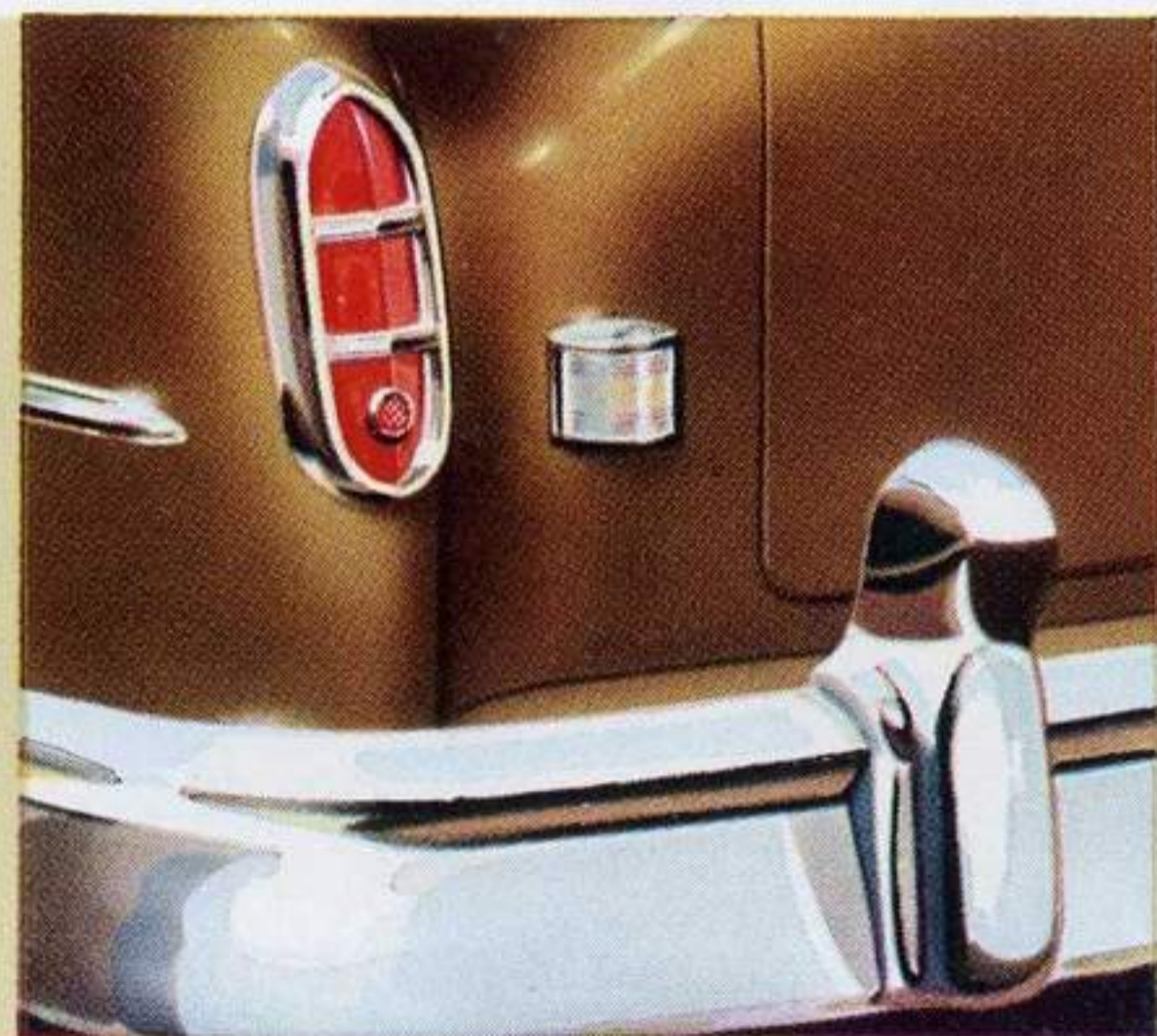
**NEW STONE SHIELDS** on rear fenders (Custom models) are of brilliant chrome . . . flow gracefully into moulding. Protect fenders from scratches.



The smartest thing in sight . . .  
from any angle! Shown here is the  
De Soto Custom Four-Door Sedan.



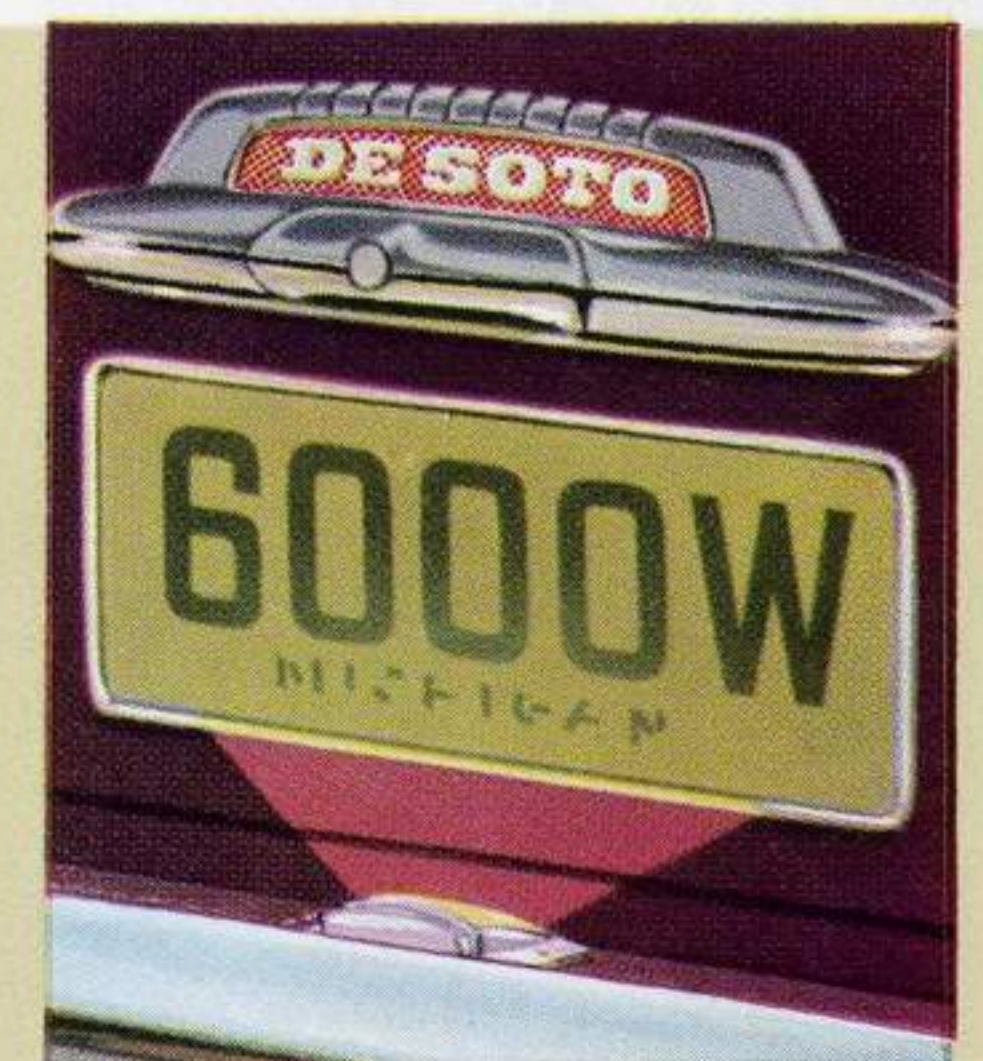
**NEW REAR FENDERS** accentuate De Soto's low, wide look . . . are designed to permit economical replacement, easy tire change.



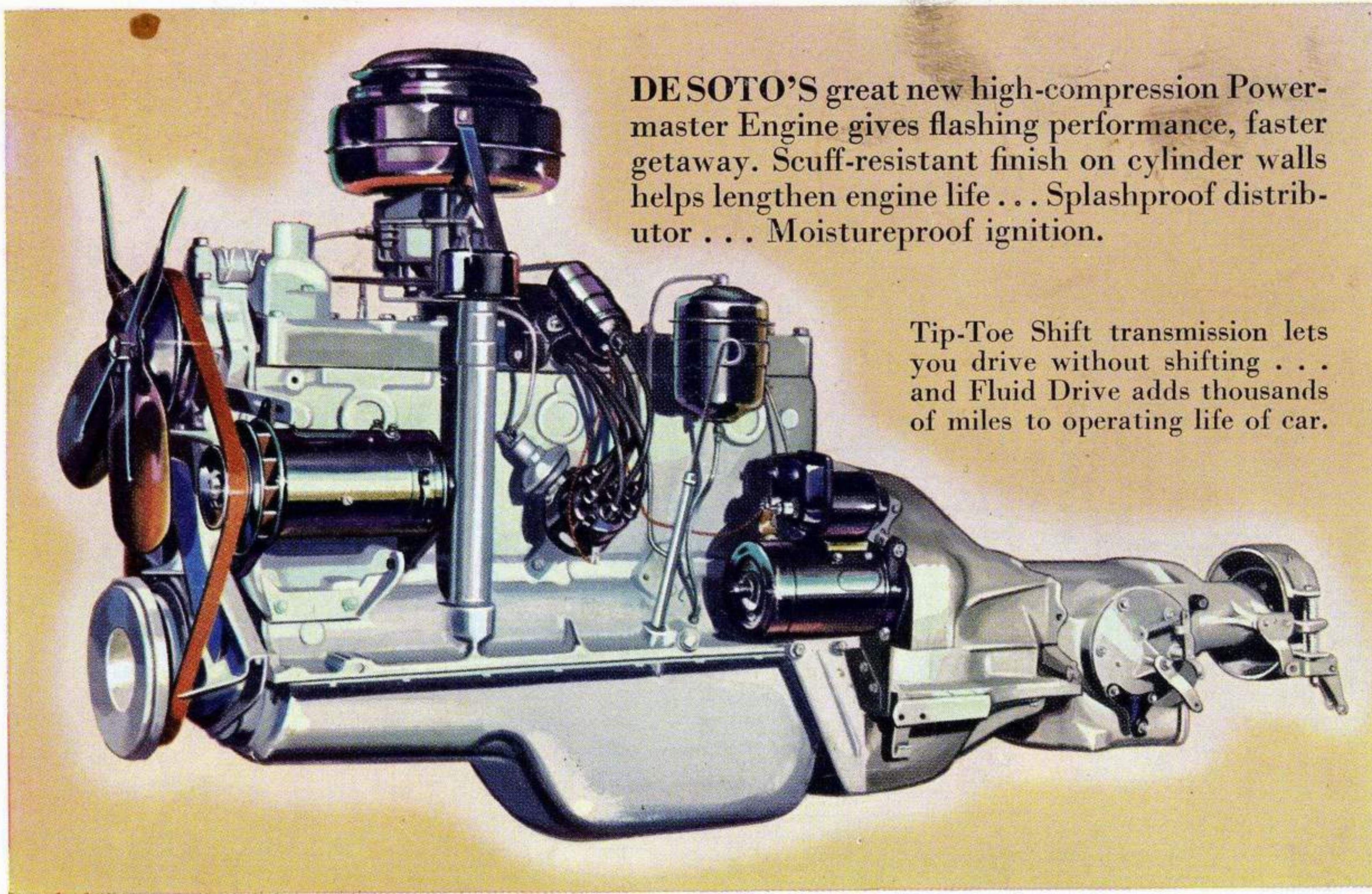
**NEW COMBINATION** tail and stop lights. New, wider range back-up light. Rear bumper is deeper; guards sturdier.



**NEW, HUGE REAR WINDOW** has 33% more glass area for real wide-angle visibility! Window and belt-line mouldings adjoin in a broad band of brilliant decorative chrome.

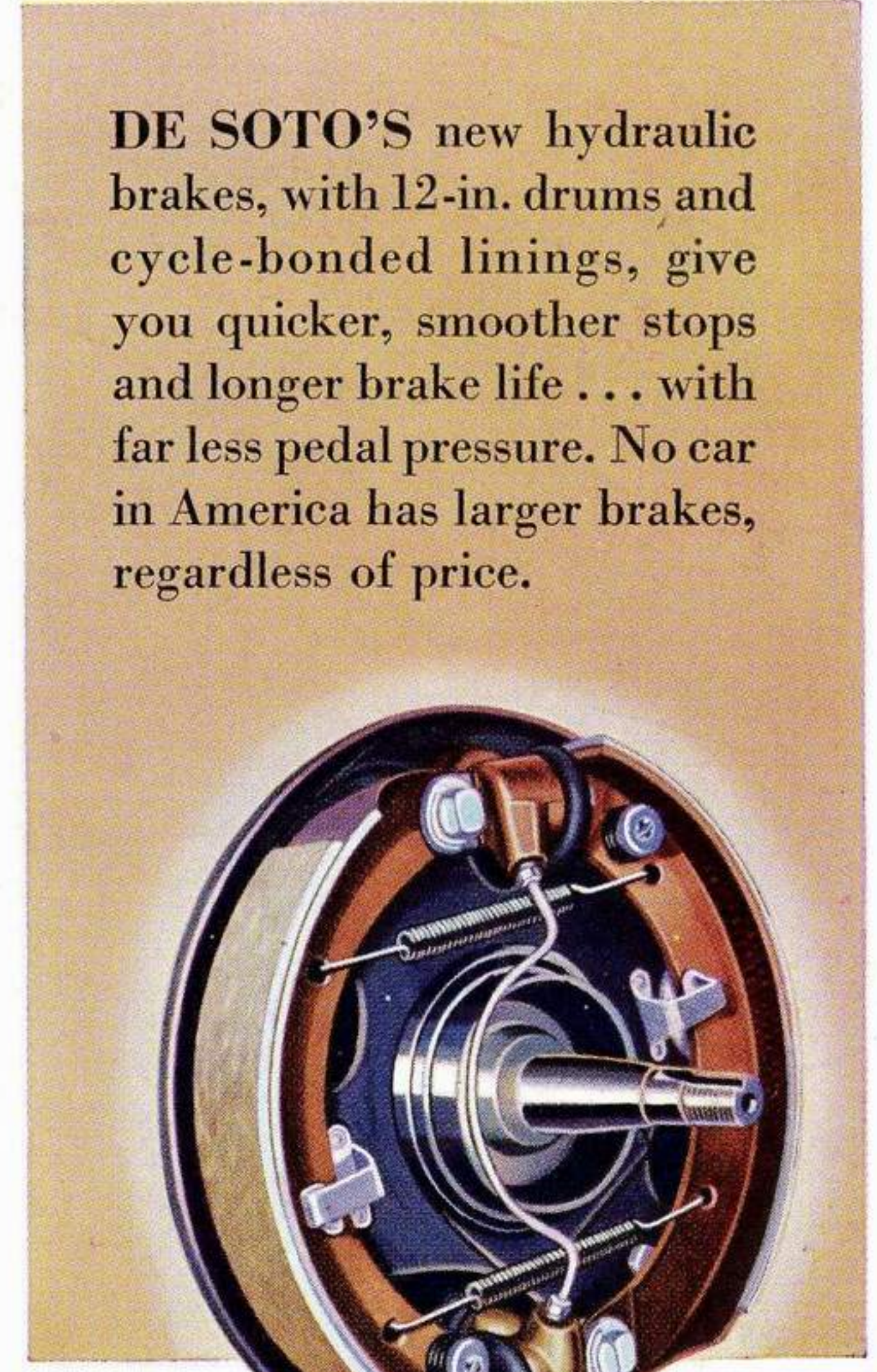


**NEW, REAR STONE DEFLECTOR** has built-in license plate lamp. New deck lid handle on rear name plate combines beauty and simplicity.



DE SOTO'S great new high-compression Powermaster Engine gives flashing performance, faster getaway. Scuff-resistant finish on cylinder walls helps lengthen engine life . . . Splashproof distributor . . . Moistureproof ignition.

Tip-Toe Shift transmission lets you drive without shifting . . . and Fluid Drive adds thousands of miles to operating life of car.



DE SOTO'S new hydraulic brakes, with 12-in. drums and cycle-bonded linings, give you quicker, smoother stops and longer brake life . . . with far less pedal pressure. No car in America has larger brakes, regardless of price.

## SPECIFICATIONS

**POWERMASTER ENGINE**—Six cylinder "L" head; 112 hp at 3600 rpm. Aluminum alloy pistons; piston displacement 236.7 cu. in. Bore and stroke  $3\frac{7}{16} \times 4\frac{1}{4}$  in. Taxable hp. 28.36.

**LONG WHEELBASE**—125½ in. Overall length, 17 ft. 3 in. Eight-passenger models: 139½ in. wheelbase; overall length, 18 ft. 7¾ 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, with hand lever, operates independently of service brakes.

**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.

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

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

**ENGINE BEARINGS**—Removable precision-type crankshaft bearings.

**COOLING**—Water capacity, 17 qts. Full-length water jackets; four-blade,  $17\frac{3}{4}$  in. diameter fan.

**HEAVY-DUTY GENERATOR**—40-ampere capacity.

**TRANSMISSION**—Tip-Toe Hydraulic Shift with gýrol Fluid Drive (standard on Custom models). Accelerator pedal controls speed changes. 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. Synchronizers for second and third gears. Single-plate dry ventilated clutch.

**PROTECTED CYLINDER BORES**—Specially 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

DES 5692 1000M-12-49

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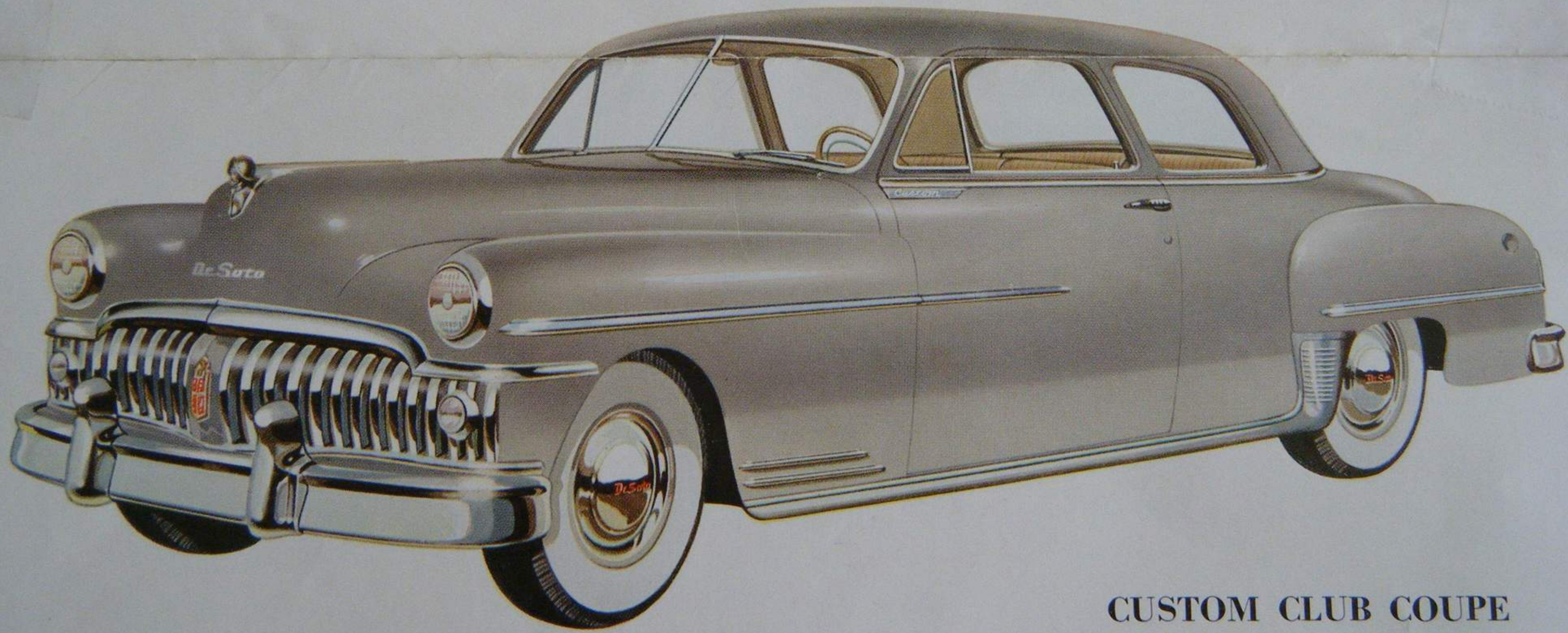
**CUSTOM FOUR-DOOR SEDAN**

Whatever your requirements may be, there's a beautiful New De Soto to fit your needs exactly. The De Soto line includes a total of ten new De Luxe and Custom models . . . with a wide selection of exterior colors and harmo-

nizing interior trim combinations. Whichever De Soto model you decide on you'll be sure of getting the smartest in styling and the very finest engineering . . . in a car built for economical operation!

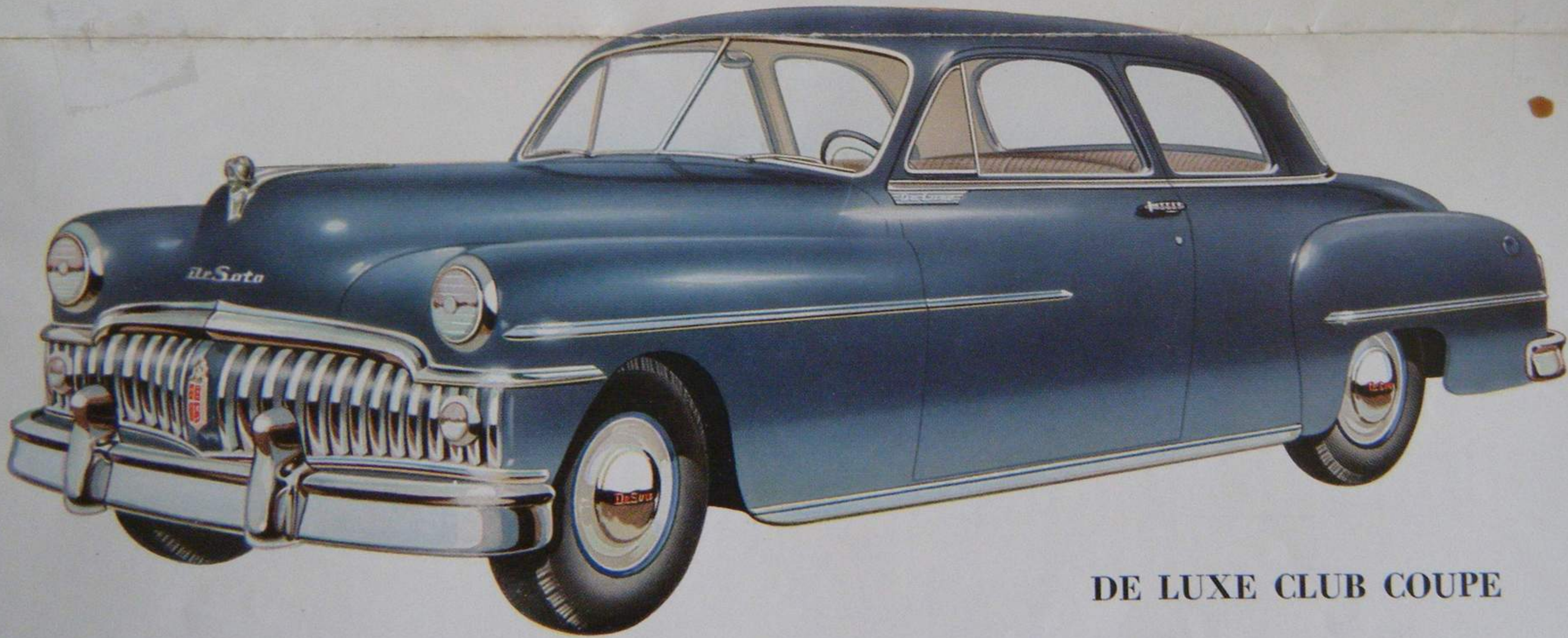


**DE LUXE FOUR-DOOR SEDAN**

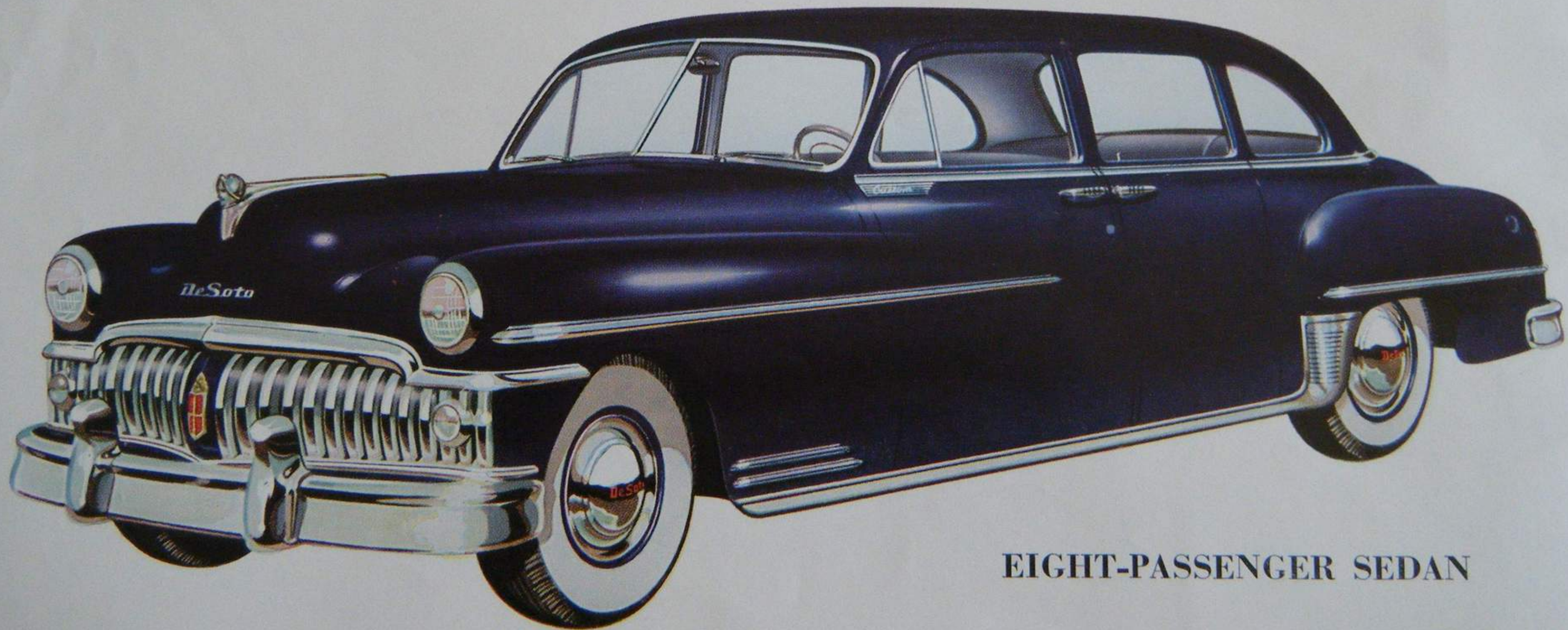


**CUSTOM CLUB COUPE**

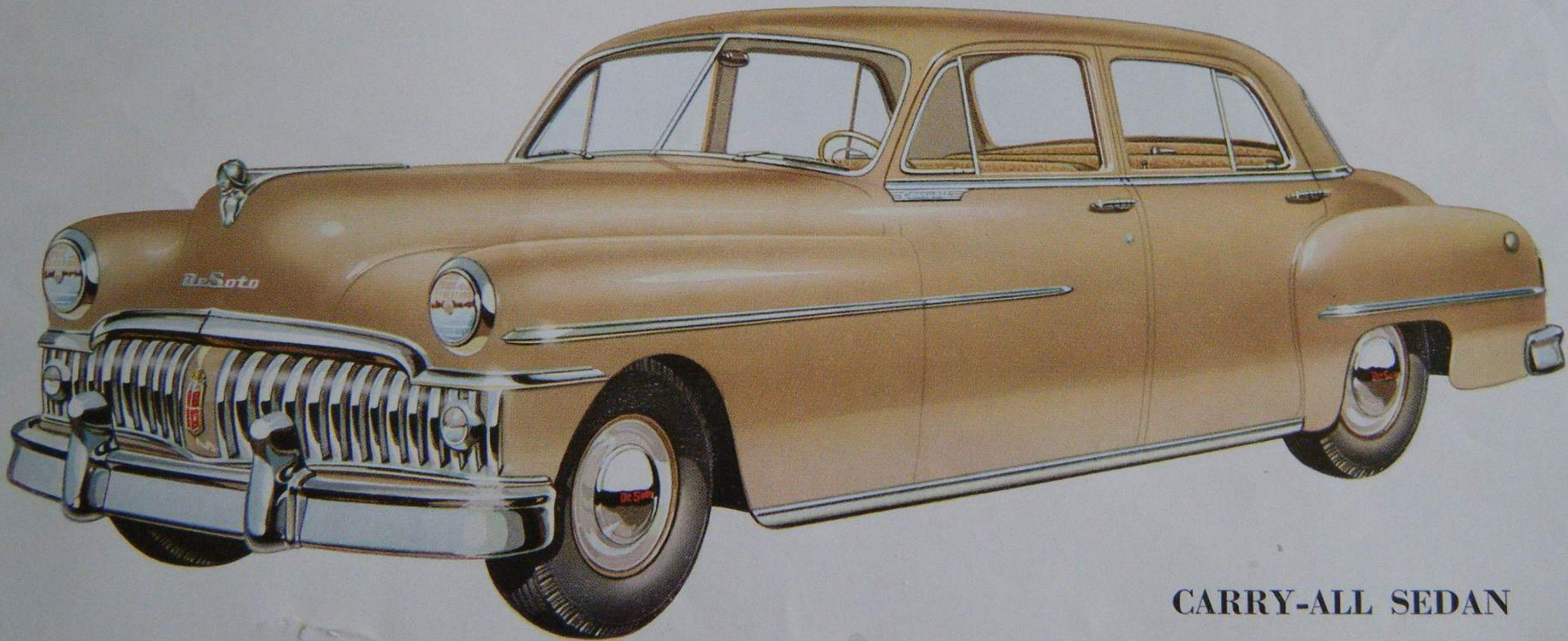




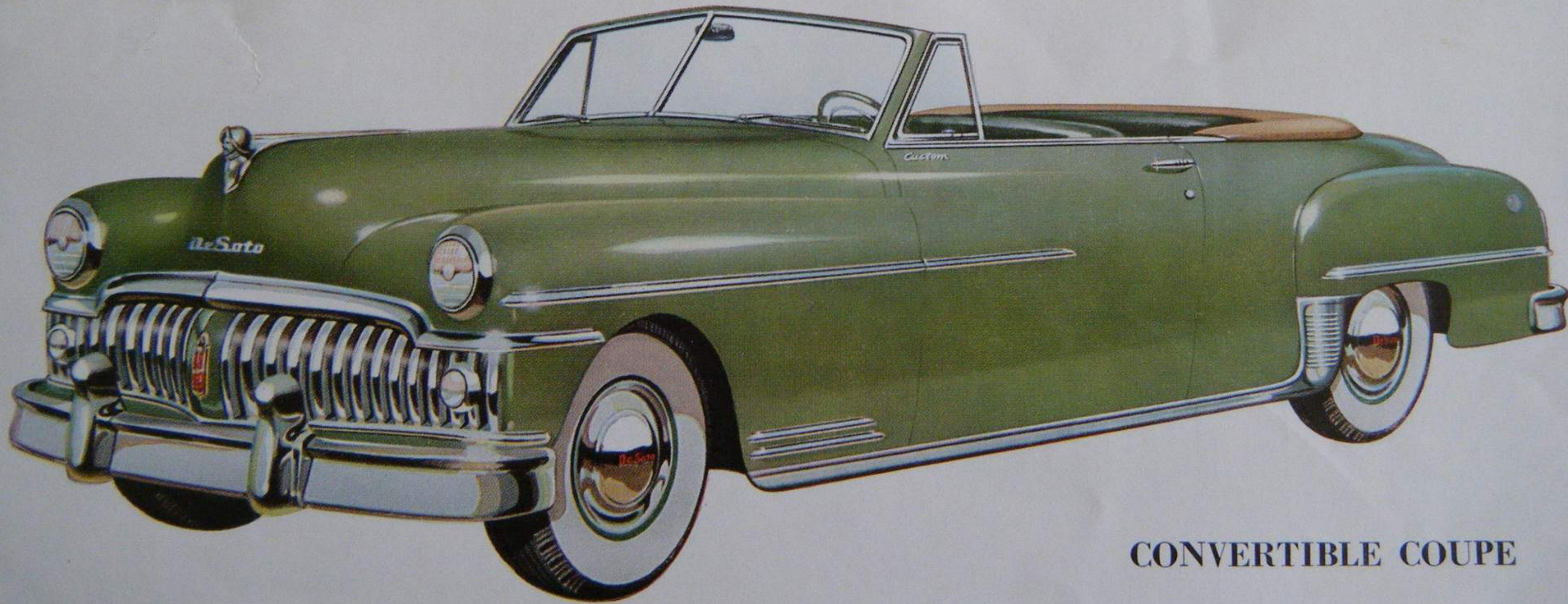
DE LUXE CLUB COUPE



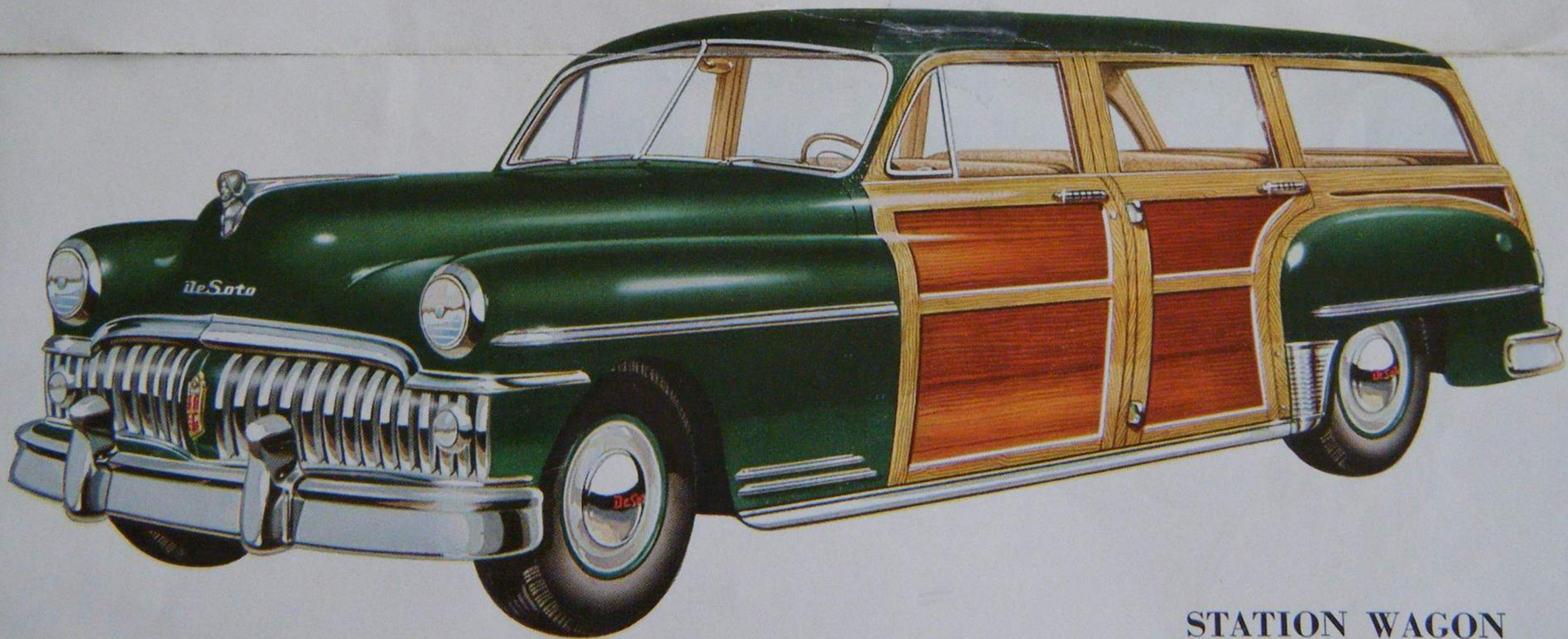
**EIGHT-PASSENGER SEDAN**



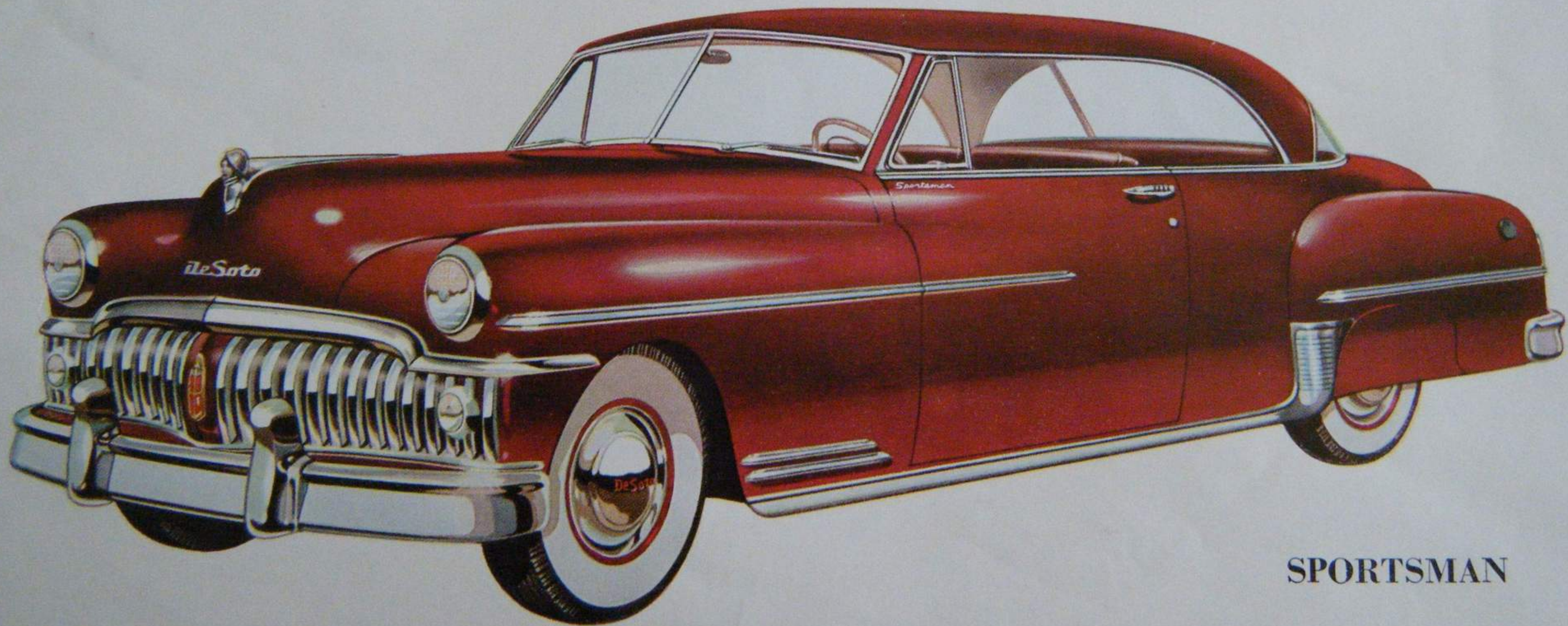
**CARRY-ALL SEDAN**



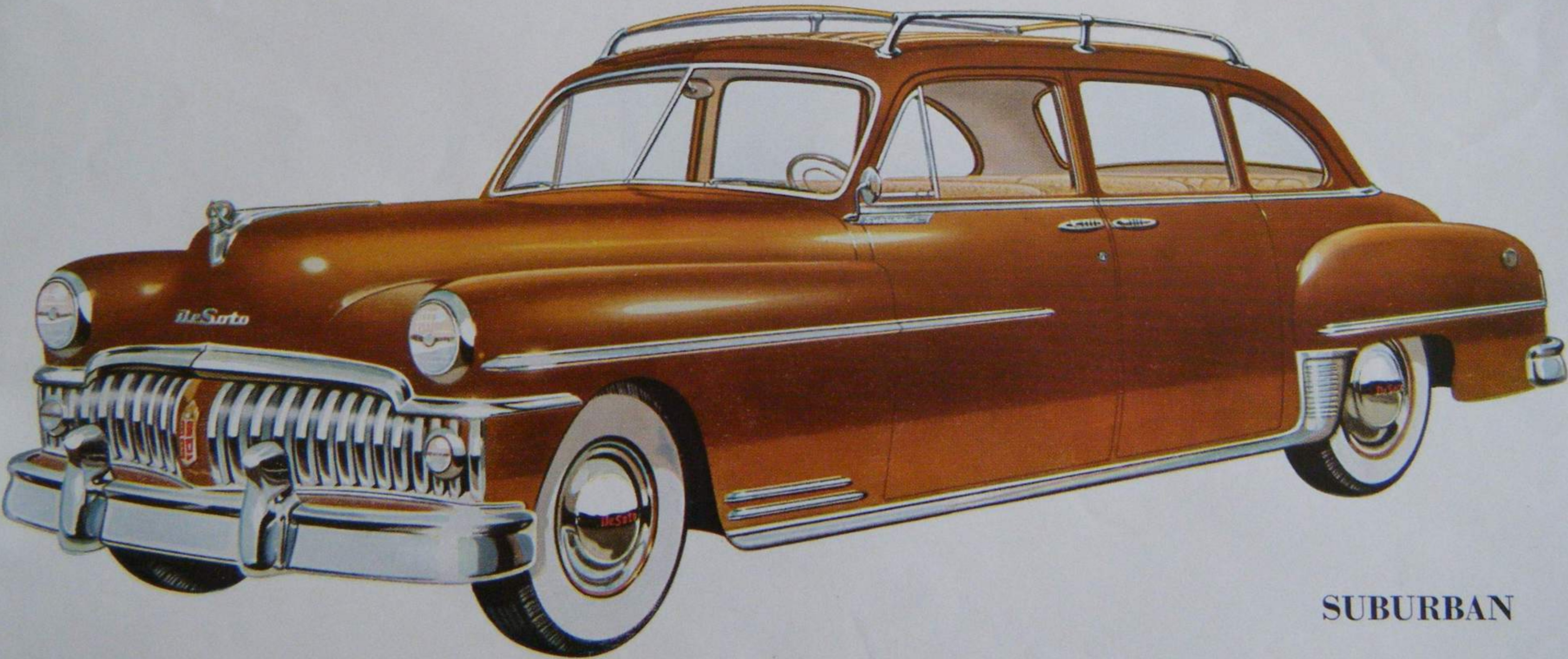
**CONVERTIBLE COUPE**



STATION WAGON



**SPORTSMAN**



**SUBURBAN**





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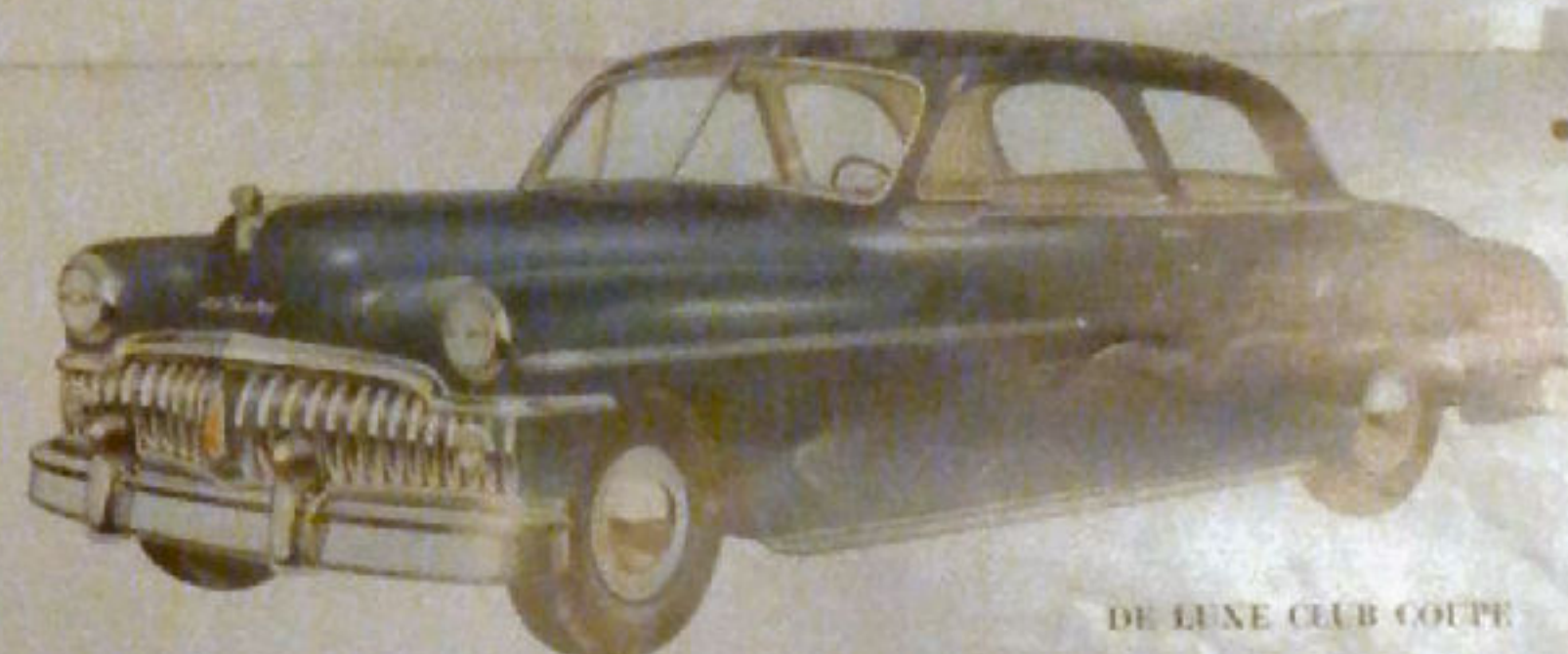
CUSTOM FOUR-DOOR SEDAN



DE LUXE FOUR-DOOR SEDAN



CUSTOM CLUB COUPE



DE LUXE CLUB COUPE



EIGHT-PASSENGER SEDAN



CARRY-ALL SEDAN



CONVERTIBLE COUPE



STATION WAGON



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