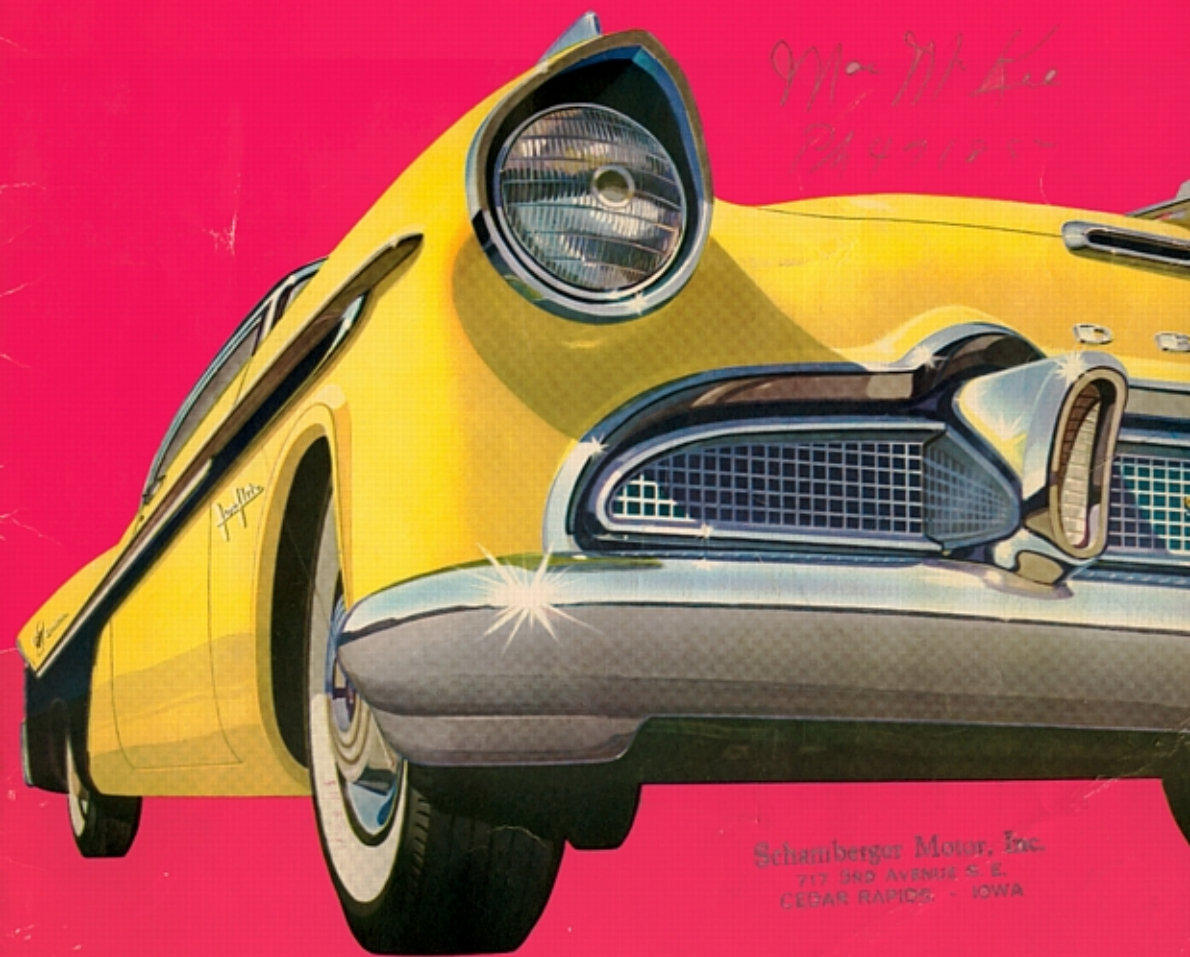


1956

DE SOTO

Designed for the super-highway age



Schamberger Motor, Inc.
717 3RD AVENUE S. E.
CEDAR RAPIDS - IOWA

Stunning new beauty...

the Forward Look DeSoto for 1956

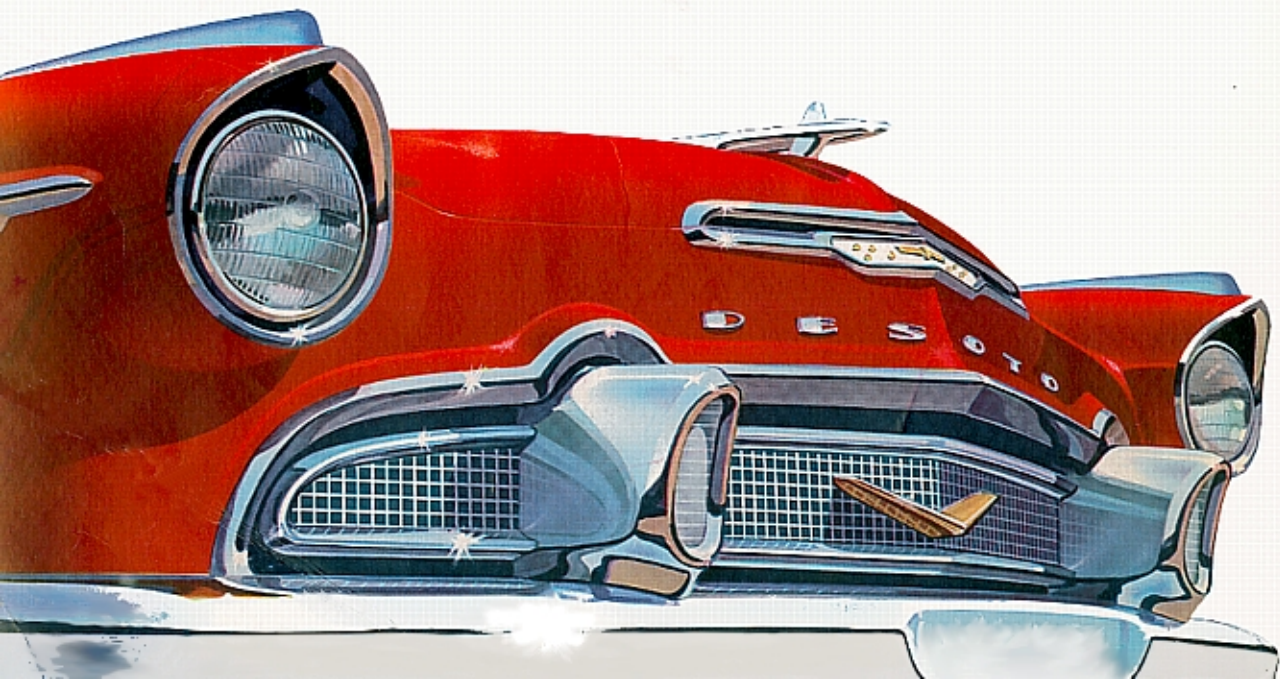
Styled and engineered in a new and daring concept, the 1956 DeSoto represents a uniquely different automotive idea. For this fine automobile has been created to meet the advanced motoring needs of today's and tomorrow's driving; a completely new DeSoto designed for America's super-highway age.

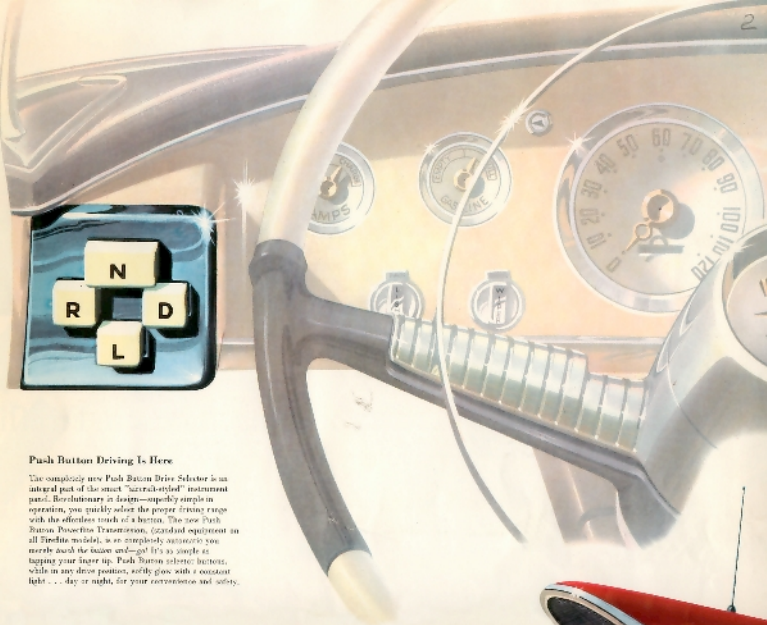
Forget for a moment all past ideas of automotive perfection—all previous standards of judgement. Ask yourself what it is you want most in your next automobile, and then discover how completely the new 1956 DeSoto meets

and surpasses, by far, even your most exacting demands.

Here, we can give you but a suggestion of DeSoto's sensational new V-8 power, exhilarating performance, and lithe beauty. There are few words to impart fully the unsurpassed magnificence of this all-new automobile.

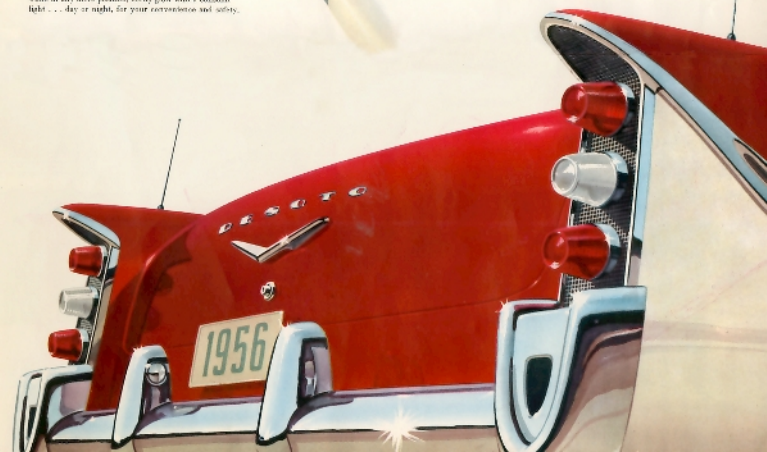
We ask you then to allow the 1956 DeSoto to speak for itself; in city traffic—on the rugged hills and curves of a country road—and on the demanding test ground of today's modern super-highway. For your own pleasure, we ask you to . . . Drive a DeSoto Before You Decide.

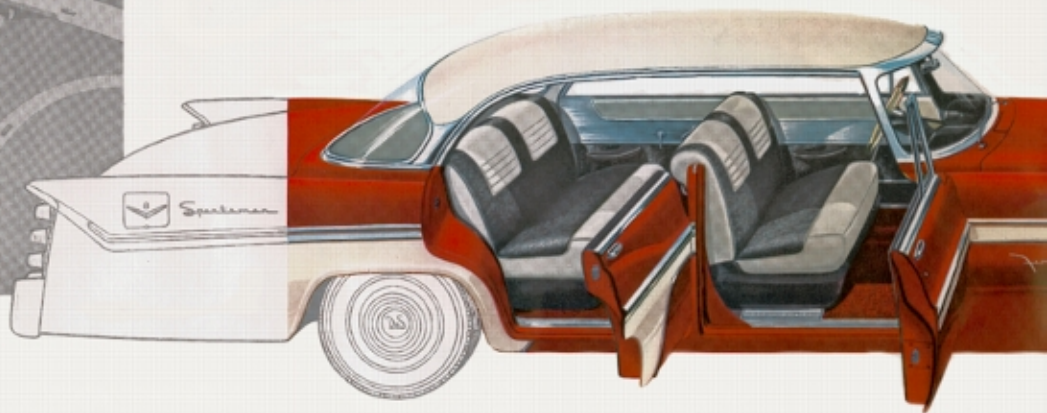




Push Button Driving Is Here

The completely new Push Button Drive Selector is an integral part of the sleek "suzuki-styled" instrument panel. Revolutionary in design—soo-ply simple in operation, you quickly select the proper driving range with the effortless touch of a button. The new Push Button Positive Transmission, standard equipment on all Firefly models, is an amazingly automatic you merely touch the button and—*go!* It's as simple as tapping your finger tip. Push Button select buttons, wide in any drive position, softly glow with a constant light . . . day or night, for your convenience and safety.



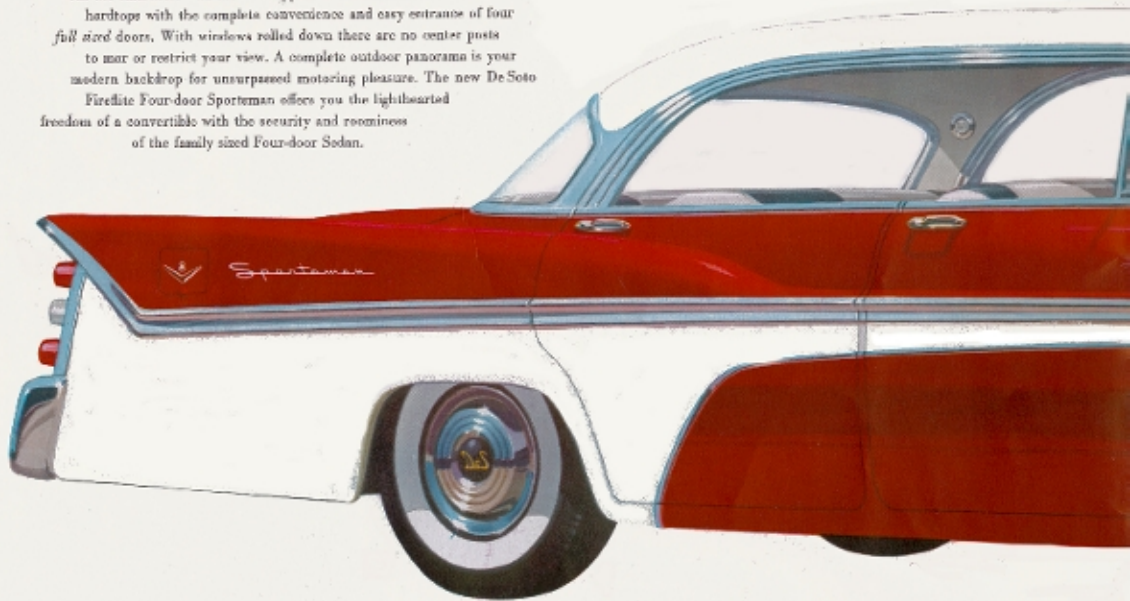


Introducing the new Fireflite

Now — a Hardtop with Four Full Sized Doors

All the smartness—all the lithe appeal of the sensational De Soto hardtops with the complete convenience and easy entrance of four full sized doors. With windows rolled down there are no center posts to mar or restrict your view. A complete outdoor panorama is your modern backdrop for unsurpassed motoring pleasure. The new De Soto

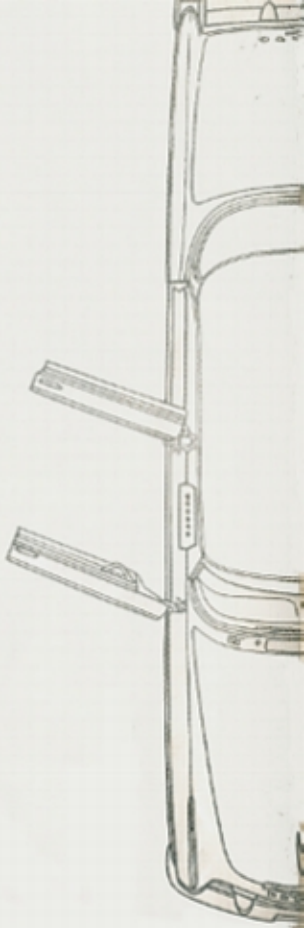
Fireflite Four-door Sportman offers you the lighthearted freedom of a convertible with the security and roominess of the family sized Four-door Sedan.



A smart invitation to pleasure

Luxury calls to you softly in the 1956 DeSoto Fireflite Four-door Sportsman: color-keyed harmonies of exterior and interior hues—vibrant colors with the dash and brightness of youth. Dramatic new fabrics reflect the unmistakable aura of glamour . . . satin-finished brocades etched in gleaming silver . . . glistening door panels of shimmering "miroline" . . . soft curves of genuine white leather.

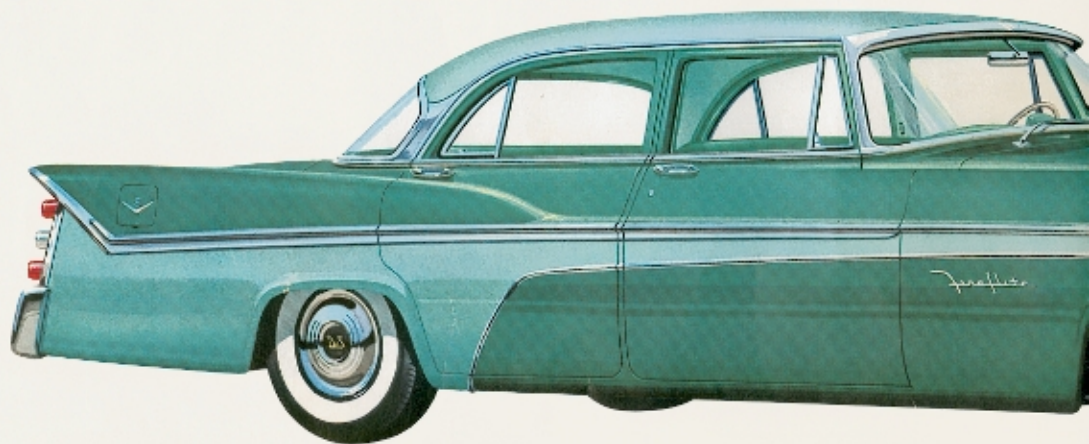
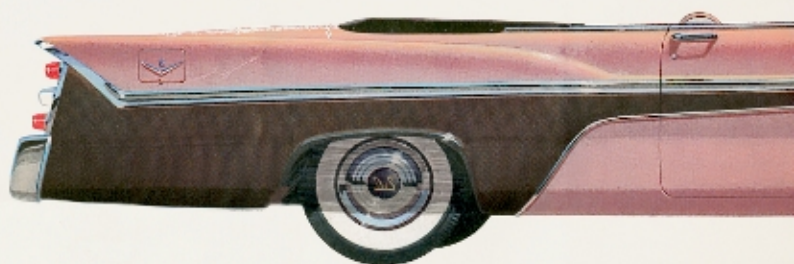
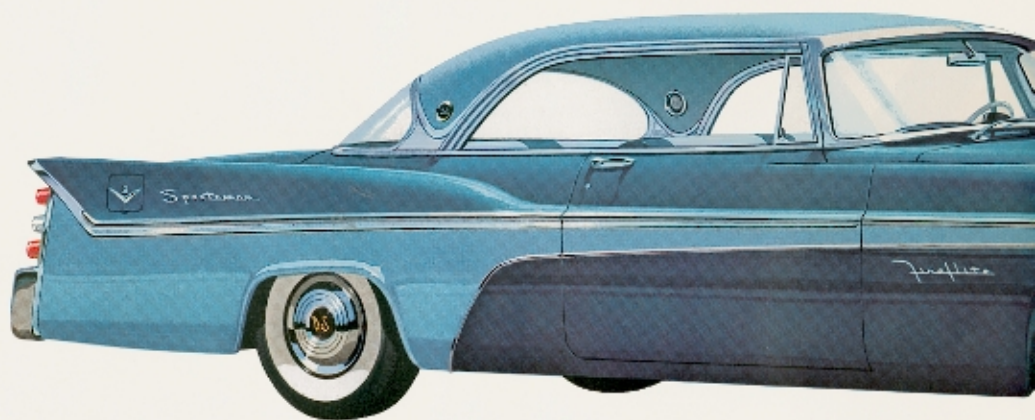
Every new De Soto interior, each new color and fabric combination has been styled with complete decorator-coordination; chosen by color and fabric experts to assure you perfect, tasteful harmony inside and out.



Four-door Sportsman

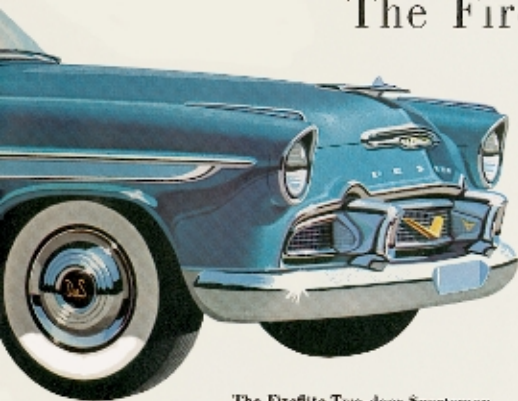
255 HORSEPOWER



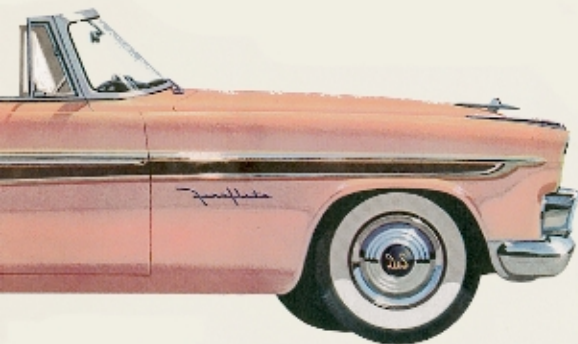


The Fireflite Series

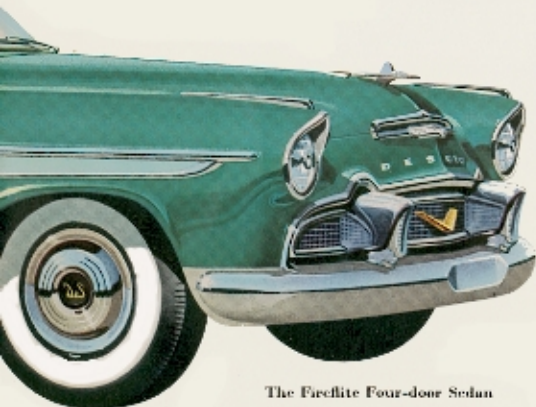
255 HORSEPOWER



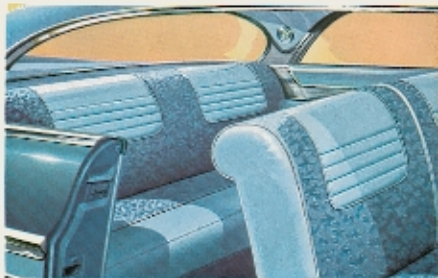
The Fireflite Two-door Sportsman



The Fireflite Convertible



The Fireflite Four-door Sedan



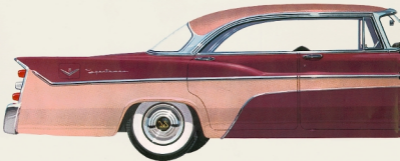
A luxurious combination of dark blue Scarpone Paris and apple leather isolates all eight seats. Waves through this new interior fabric are sparkling silver highlights. Tasteful side-door accent strips of shimmering "woodgrain" add a dash of style.



A Fireflite convertible interior tastefully executed in pink Scarpone Paris, in new satin-finished material, decked with threads of twinkling brightness, nicely highlighted by isolates of soft positive white leather. Tops are available in black or white.



Here is a delightful two-tone, two-colored interior color scheme in Royal RV Duesel. An elegant new fabric with a highly shimmering surface of metallic thread. Bolsters of Red Point complement this luxurious 1956 DeSoto Four-door interior.



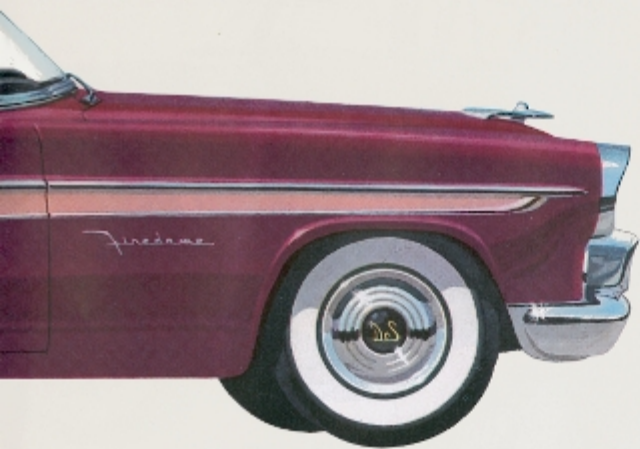
The Firebird Series

230 HORSEPOWER



The Firebird Two-door Sportman

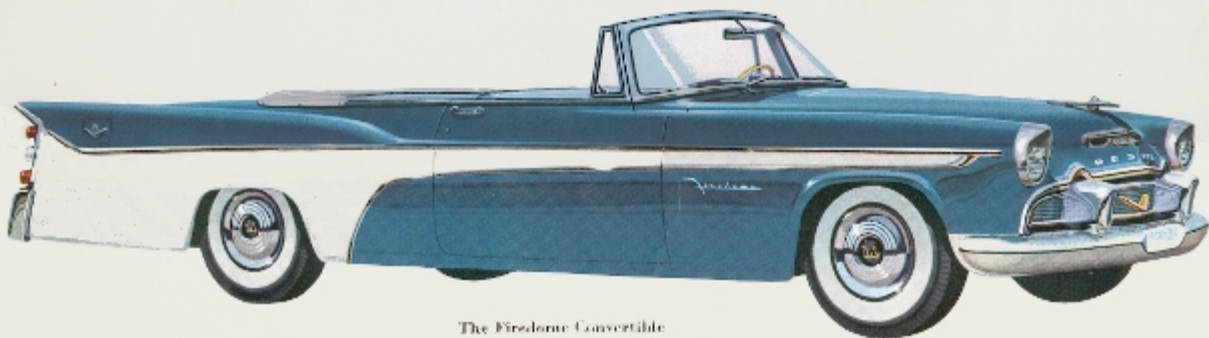




The Firestone Four-door Sportsman

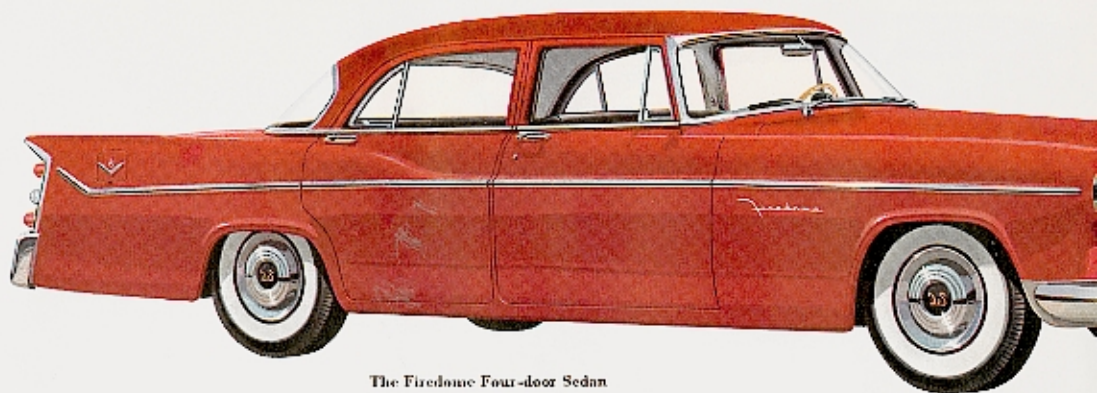


Created for the Firestone Four-door Sportsman a chic new interior triply colored in *Meridian* tones with touches of satiny black vinyl, both fabric and vinyl blended with a glamorous, rousing flair and harmonized in the modern manner.



The Firestone Convertible





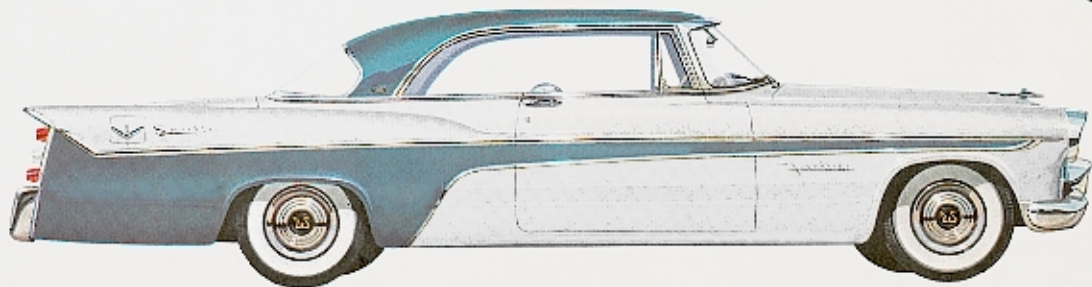
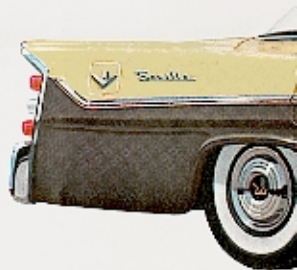
The Firestone Four-door Sedan



Here is another eye-catching example of the latest in Firestone interiors. In Oklahoma Power Division, a freshly designed, long-wearing fabric upholstered with a smart satin finished pattern. Bolsters are specially fashioned of smoothly formed black vinyl.

The Firestone Series

230 HORSEPOWER



The Firestone Two-door Seville



Exclusively Station Wagon—this De Soto interior has the feel of rugged luxury; equally suited to suburban or city living. In two-tone gray *Sculptured Vinyl* (a smart new combination of cloth and "breathable" vinyl) with bolsters of supple smoky gray vinyl.



The Firedome Station Wagon



The Firedome Four-door Seville



This exciting Seville interior in crisp 'n' cooling blue features *Silver Threaded Broadwale*, a sturdy, long wearing heavy ribbed fabric distinguished by sparkling, woven-in metallic thread. Bolsters are of doo-soft blue vinyl.



PEARL GRAY



LIGHT AQUA



SHELL PINK



SUNNY YELLOW



WHITE



DUTCH BLUE



CRIMSON



JET BLACK



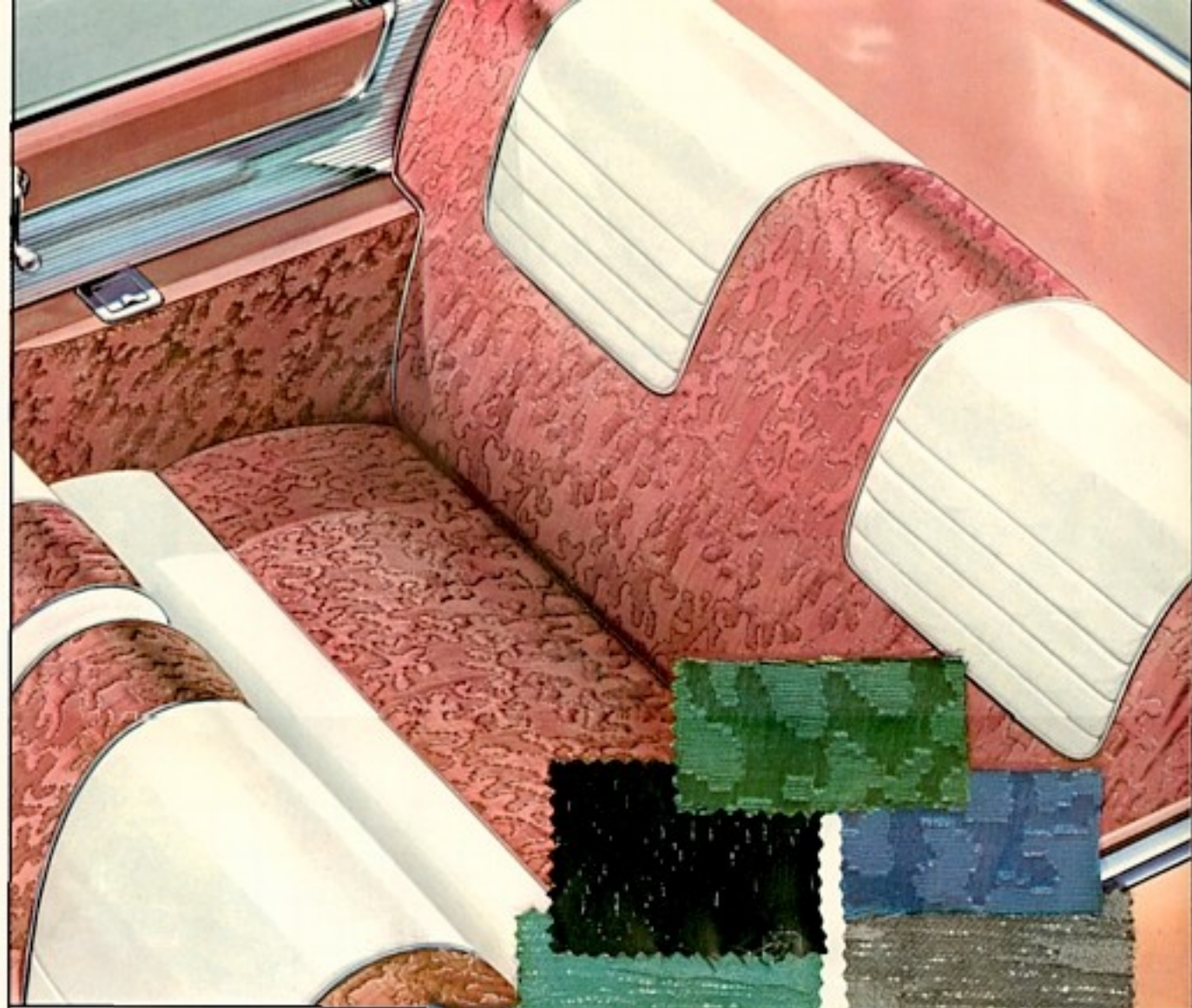
A single smooth motion operates these distinctively styled new door handles. Smartly designed to blend in tastefully with the taut, eager lines of the '56 De Soto.



New Safety Lock door latch—a unique safety feature designed to keep doors safely closed under sudden impacts...now standard equipment on all 1956 De Soto models.



Here, in close-up view is the 1956 De Soto front emblem and glistening grille section; a completely new design that adds the modern sophistication of continental styling.



Above, in dramatic view, is a classic example of luxury coachcraft in the modern manner. Styled by De Soto decorator experts—always in exceptional good taste; superbly executed and richly accented . . . automotive interior styling at its luxurious best.

Myriads of exciting color and fabric combinations to suit your every mood, wonderfully fresh hues in dashing reds, cool blues, crisp greens, and sparkling new iridescent pigments. Fabrics of new luxury: elegant damasks, lush brocades, soft leathers and patterned vinyls color keyed to harmonize perfectly with 85 exciting new exterior color combinations.



Slightly burnished chrome window and door handles add smartly gleaming beauty accents to the lush new interior of the 1956 De Soto.

Designed and powered for the super-highway age



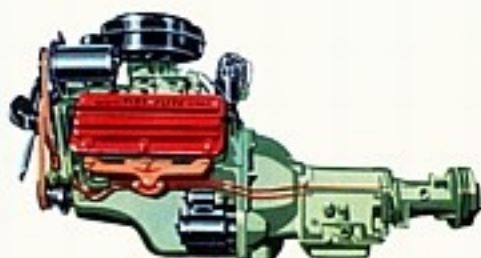
New Super-Highway Safety Lights

De Soto's startling new tail light treatment for 1956 has been designed specifically for safer driving under today's stepped up pace. New "Control Tower" styling allows other motorists to safely anticipate your driving intentions quicker and easier. The top turret is the tail light, stop light and directional signal—visible from both sides as well as to the rear—the center turret is your backup light, and the lower turret an additional safety tail light and reflector.



New Super-Highway Power

Hills flatten magically when challenged by the mighty power surge of De Soto's super performing new V-8 engines. Instantaneous power quietly awaits your command; thundering power to meet any driving condition—for safer high speed passing on the modern super-highway, or the flashing burst of emergency "get-by" so often needed in today's city traffic.



New 255 H.P. Fireflite V-8

The most advanced engine in the entire automotive industry. A cyclone of velvet smooth power harnessed, ready and eager to meet your every driving demand. Advanced new 4-barrel



New 230 H.P. Firesome V-8

An instantly responsive engine, with a new improved 2-barrel outletlet, that delivers a mighty surge of flashing power the split second you need it. New compression ratio upped to



Hemispherical Combustion Chamber

A De Soto exclusive in its field justly famous for delivering longer lasting, maximum power from every drop of gasoline. With unique cen-



New Center-Plane Brake

A vast safety improvement to meet modern driving requirements—you stop with one quarter less effort. Revolutionary new Center-Plane design gives many more miles of actual lining wear. The greatest single advance in brake design since the Chrysler Corporation first introduced rivetless bonded brake lining to the American public.



For Quicker, Safer Stops

Whether on today's modern super-highway or in tedious city driving De Soto's completely new Center-Plane brake brings you quickly and safely to a controlled, straight line stop with one quarter less pedal pressure. Yes, these new brakes are capable of making up to twice as many high speed emergency stops as the conventional anchored-shoe type—without brake fade.



Improved Full Time Power Steering

De Soto's new improved Full Time Power Steering always works "full time" for your safety; no "on-again-off-again" action. You always have a safe, sure "feel of the highway". Guides you effortlessly through slowpoke city traffic, and over dangerous rutty roads. One finger does all your parking jobs; with De Soto Full Time Power Steering—it's as easy as dialing a phone.



New High Torque Take-Off

De Soto's thundering V-8 power combined with the new, improved Powerlite Transmission (standard on Firelite models) gives you flashing performance at any speed. Terrific "High Torque Take-Offs" at the touch of the accelerator . . . split-second emergency pick-up for quicker and safer passing. The new 1956 De Soto delivers lightning-like response to your every driving command; for city traffic maneuvering, or modern high speed cruising.



New Variable Speed Electric Windshield Wipers

De Soto variable speed electric windshield wipers are designed to provide a 10% increase in wiped area, especially around the corners of the full wrap-around New Horizon windshield.



New 12 Volt Ignition System

The new 12 volt ignition system gives a better spark for improved high speed performance, makes for much easier starting in cold weather, and results in increased low speed charge rate.



New All-Weather Headlights

New sealed beam headlights provide better visibility in fog, snow, rain, or dust; for safer driving. Redesigned lower beam pattern cuts down glare, adds 80 feet of additional lighted area.

1956 DE SOTO SPECIFICATIONS

FIREFLITE V-8

ENGINE—8 cylinders, 90° V; 235 hp at 4400 rpm; valves inclined, lateral overhead; intake valve diameter, 1.94"; exhaust valve diameter 1.75"; bore and stroke, 3.72" x 3.80"; compression ratio 8.5 to 1; displacement 330 cu. in.; maximum torque 350 ft. lb. at 2000 rpm; taxable hp, 44.2H.

TRANSMISSION—Standard equipment Powerlite fully automatic transmission, hydraulically actuated; combines torque converter with planetary gears; ratios: starting 4.47, drive range (low) 1.72, drive range (direct) 1.00, low range 1.72, reverse 2.39. Control by manually operated Push Buttons mounted on extreme left side of instrument panel, water cooled heat exchanger. (Air cooled heat exchanger on special equipment Firedome installations.)

LUBRICATION—Full pressure to main connecting rod and camshaft bearings. Floating type oil intake. Oil filter standard equipment.

COOLING—Full length water jackets surrounded bases; 4-blade 18" diameter shrouded fan; water capacity, 23 quarts, (24 quarts with hot water recirculating heater).

DISTRIBUTOR—Single breaker type; mechanical and vacuum-controlled automatic advance.

REAR AXLE—Semi-hypoid, semi-floating; ratio 3.45 (3.26 and 3.73 optional).

FIREDOPE V-8

ENGINE—8 cylinders, 90° V; 230 hp at 4400 rpm; valves inclined, lateral overhead; intake valve diameter, 1.94"; exhaust valve diameter 1.75"; bore and stroke, 3.72" x 3.80"; compression ratio 8.5 to 1; displacement 330 cu. in.; maximum torque 305 ft. lb. at 2000 rpm; taxable hp, 44.2H.

TRANSMISSIONS—Standard equipment 3-speed manual shift. Special equipment Powerlite fully automatic transmission with Push Button gear selector (see Firelite specifications). Also Overdrive—(Available with 3-speed manual shift only). Manual shift: 3 speeds forward and reverse; synchro-silent all helical gears; single plate dry-ventilated clutch; ratios: first 2.57, second 1.63, third 1.00; reverse 3.40. Overdrive ratio 0.7 to 1.

LUBRICATION—Full pressure to main connecting rod and camshaft bearings. Floating type oil intake. Oil filter standard equipment.

COOLING—Full length water jackets surrounded bases; 6-blade 12" diameter shrouded fan; water capacity 22 quarts (23 quarts with hot water recirculating heater).

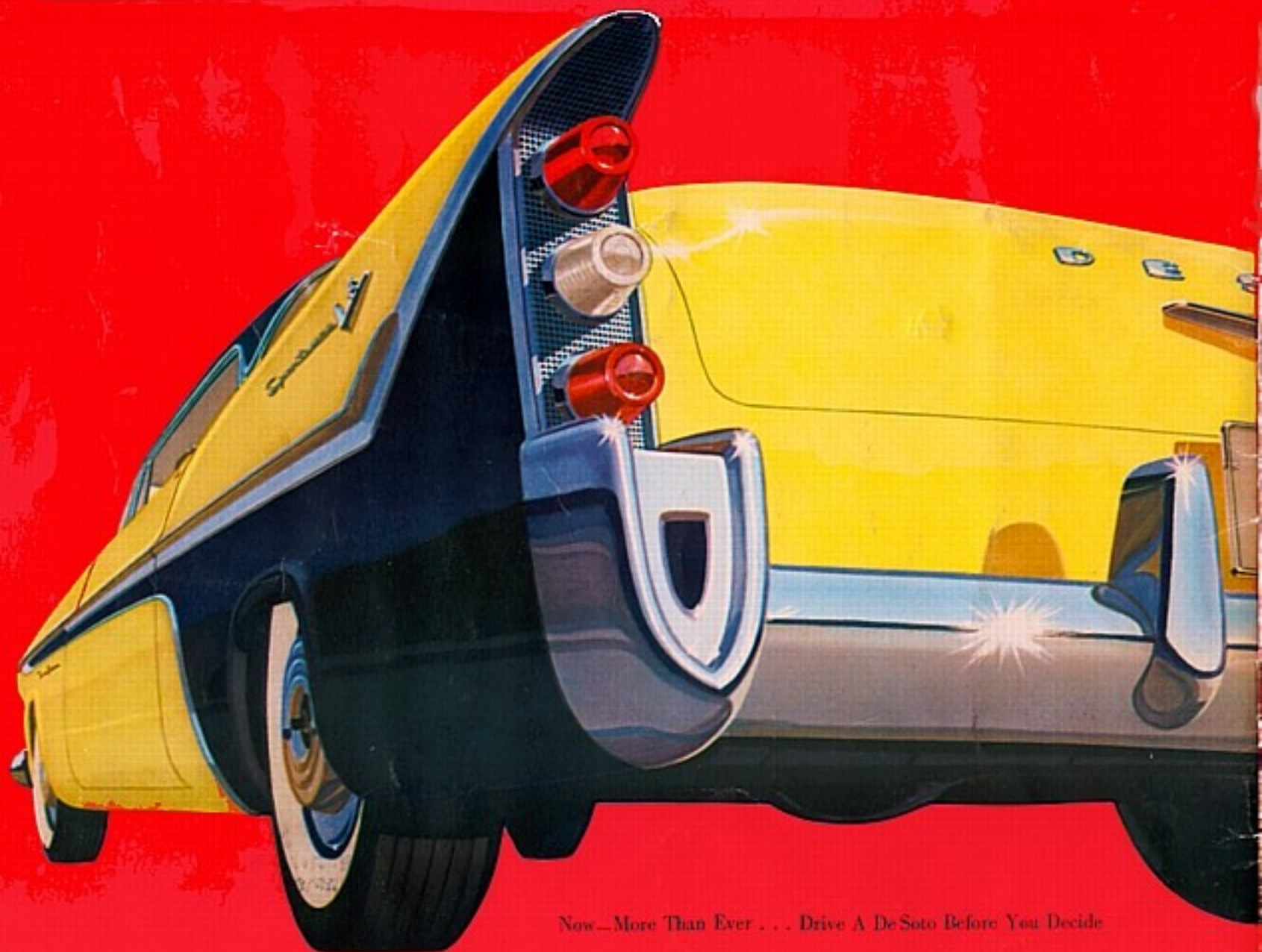
DISTRIBUTOR—Single breaker type; mechanical and vacuum-controlled automatic advance.

REAR AXLE—Semi-hypoid, semi-floating. Manual Shift: standard ratio 3.90 (4.1 and 3.73 optional), with Overdrive: standard ratio 4.3 (4.1 optional). Powerlite 3.73 (4.1 and 3.9 optional).

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

DE SOTO DIVISION • CHRYSLER CORPORATION • DETROIT, MICHIGAN

LITHO IN U.S.A.



Now—More Than Ever . . . Drive A De Soto Before You Decide