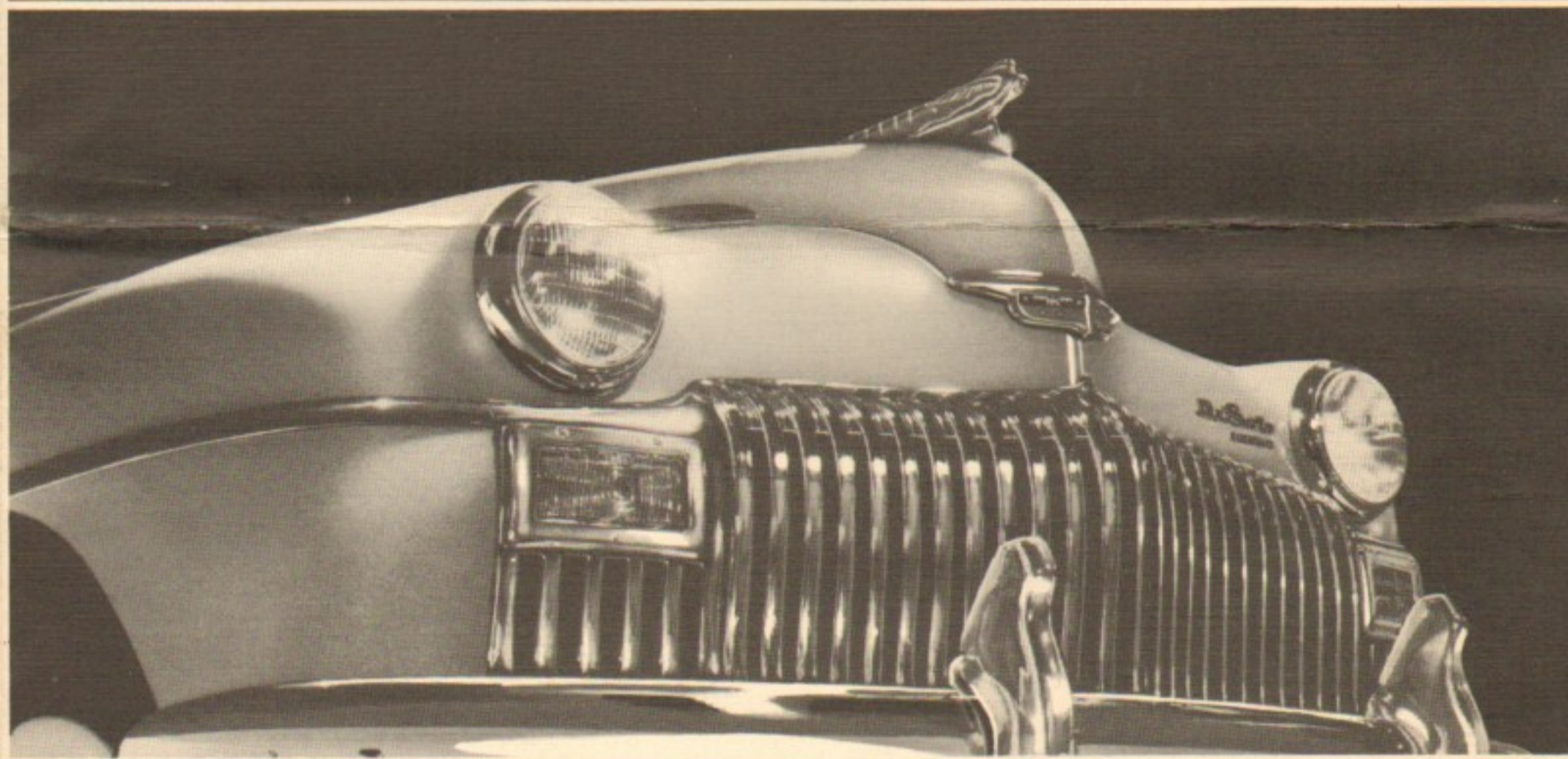


*The Great New*

# DE SOTO



*Lets you drive without shifting!*

# DE SOTO

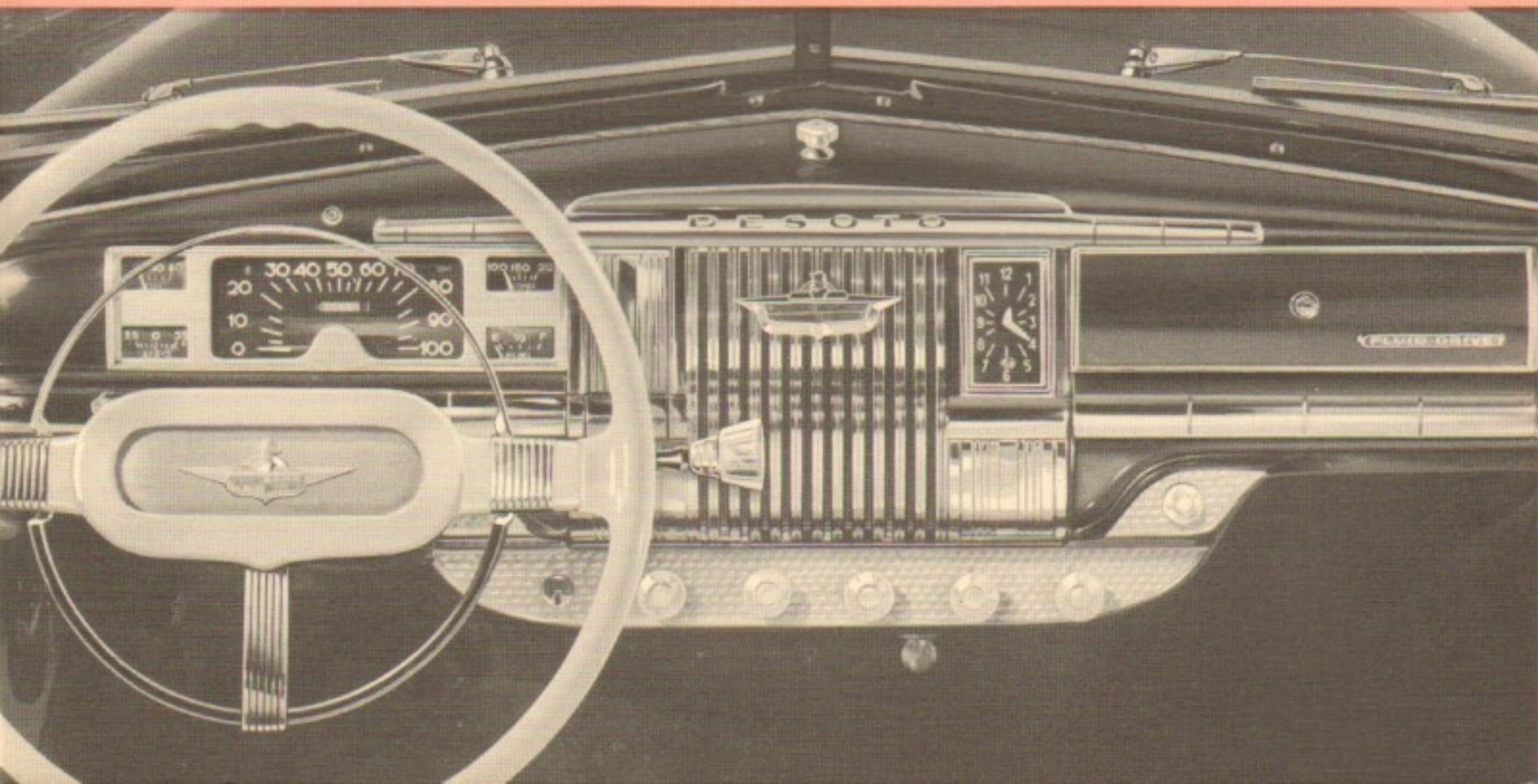


## *The Car With gyrol Fluid Drive and Tip-Toe Hydraulic Shift*

The dynamic new De Soto takes the drudgery out of driving as no ordinary car can do. In a nationwide poll of new De Soto owners, the overwhelming majority declared, "De Soto is the best car I ever owned, *regardless of price!*" Among the multitude of outstanding features that won this unique tribute for De Soto are gyrol Fluid Drive and Tip-Toe Hydraulic Shift—the two sensational developments that *let you drive without shifting!*

In the new De Soto, you need only step on the brake to stop

... step on the gas to go! Gears are shifted quickly and automatically by the Tip-Toe Hydraulic Shift, which you control at all times through the accelerator pedal. Besides easy, effortless driving, you'll find other extra advantages such as smooth, easy starts, less wheel spin on slippery roads and a special "kickdown" feature that gives you a quick burst of speed for passing. These are but a few of the plus values that make the new De Soto one of America's most wanted cars.



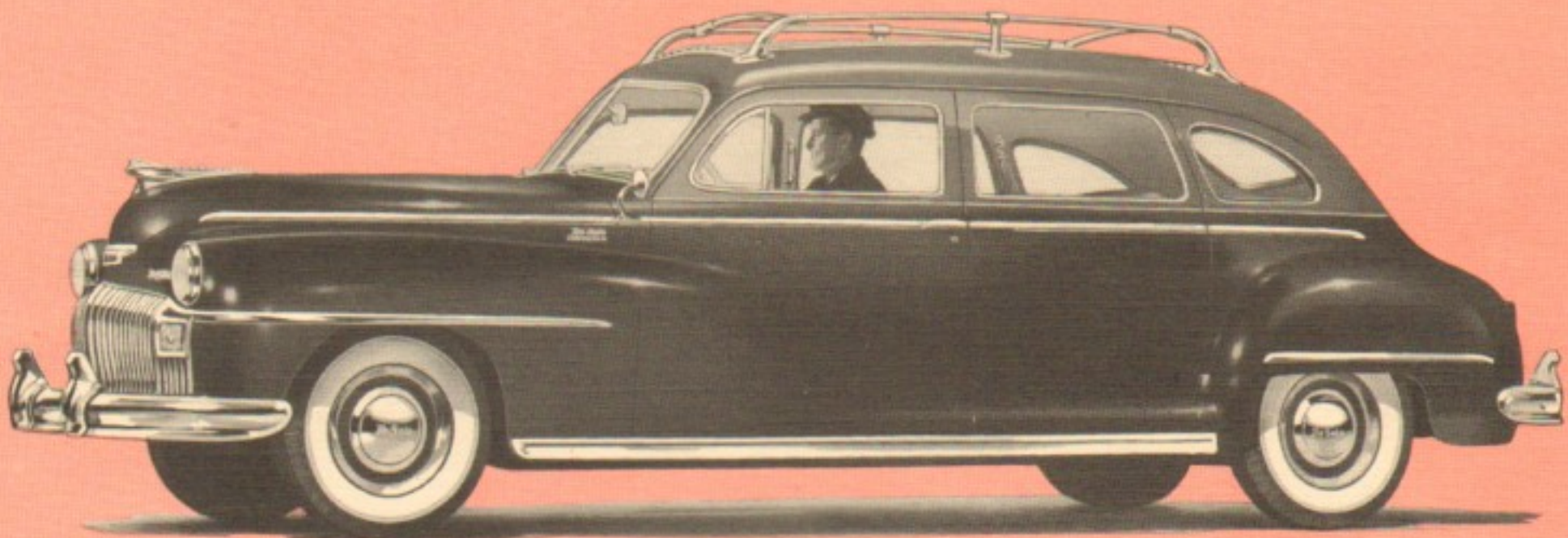


*Luxury* is the keynote of De Soto's beautiful new interiors. And there is practicality, too, in the wide, chair-height seats that lend themselves perfectly to comfort and complete relaxation. Ultra-smart upholstery comes in rich broadcloth, with a selection of three two-tone color combinations in Custom models.

*Distinction* marks every phase in the designing of DeSoto interior appointments. Combination burl and grain garnish mouldings, chrome hardware and trim, recessed arm rests and convenient ash receivers are all in harmony with the rich appearance of this fine car.

*Beauty and Convenience* are combined in the modern De Soto instrument panel. Crystal plastic knobs are grouped within easy reach and large dials are edge-lighted for easy reading and reduction of glare. The smart, two-spoke steering wheel affords maximum vision at all times and the horn ring is always accessible without releasing the wheel.



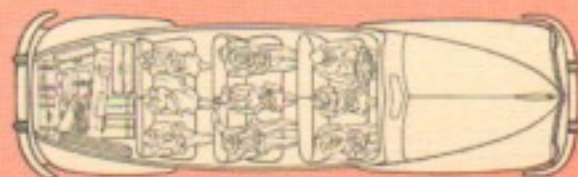


# DE SOTO SUBURBAN

*Station Wagon Utility... Sedan Luxury*

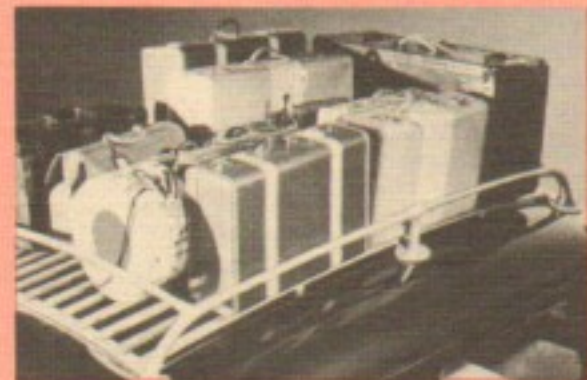
There has never been another car like the new De Soto Suburban for town and country use. It will carry up to nine passengers, along with all of their luggage, in style and comfort. Or, if you choose, you can have more than six feet of interior luggage space, simply by moving the rear seats. In any case, you will discover a

combination of practicality and smart styling that can't be matched in this handsomest of all multi-purpose cars. Like every new De Soto, the Suburban lets you drive without shifting, too. That's why you see more and more of these fine cars wherever you go.

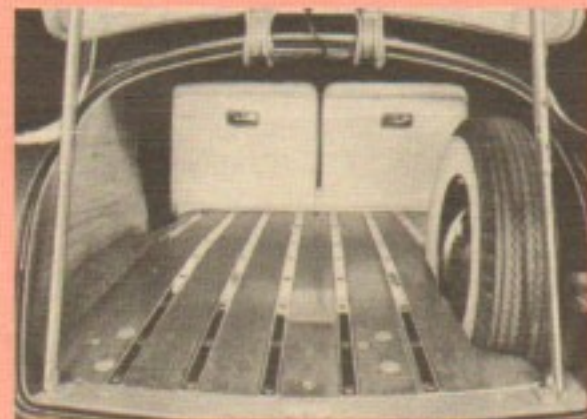


Here is how the De Soto Suburban seats nine passengers in complete comfort and still provides substantially more luggage space than is found in conventional sedans.

The top rack, supplementing interior luggage space, features chrome railings and polished hardwood skid strips and is reinforced to hold many large pieces.



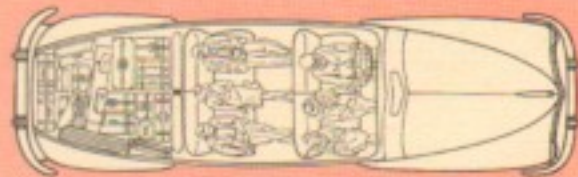
The back compartment, shown with the third seat folded into the floor and the empty second seat pushed forward, provides six feet of space for luggage or for a double bed.



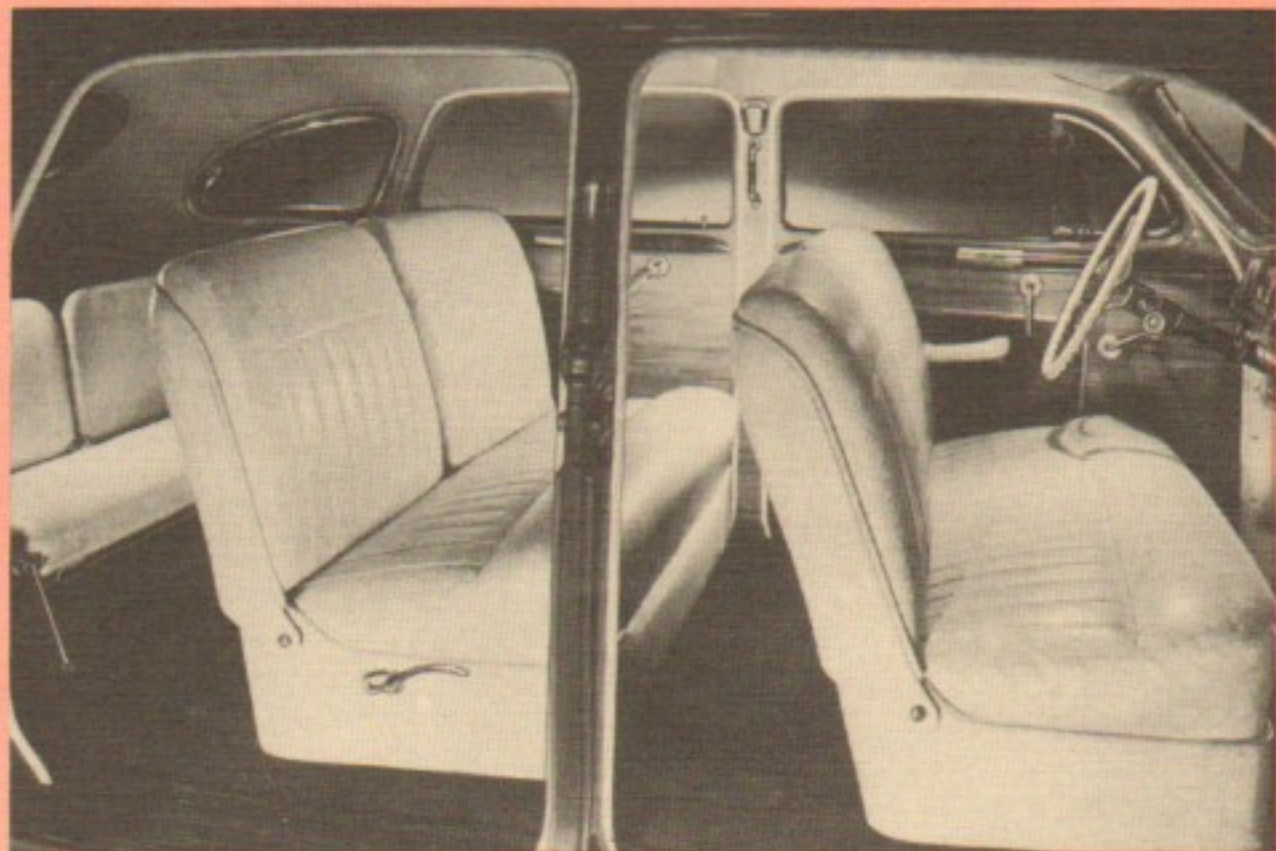
Luxurious Suburban interiors include smartly tailored seats upholstered in remarkably durable plastic fabric and natural wood-grained panelling with extreme resistance to flame and scuffing.



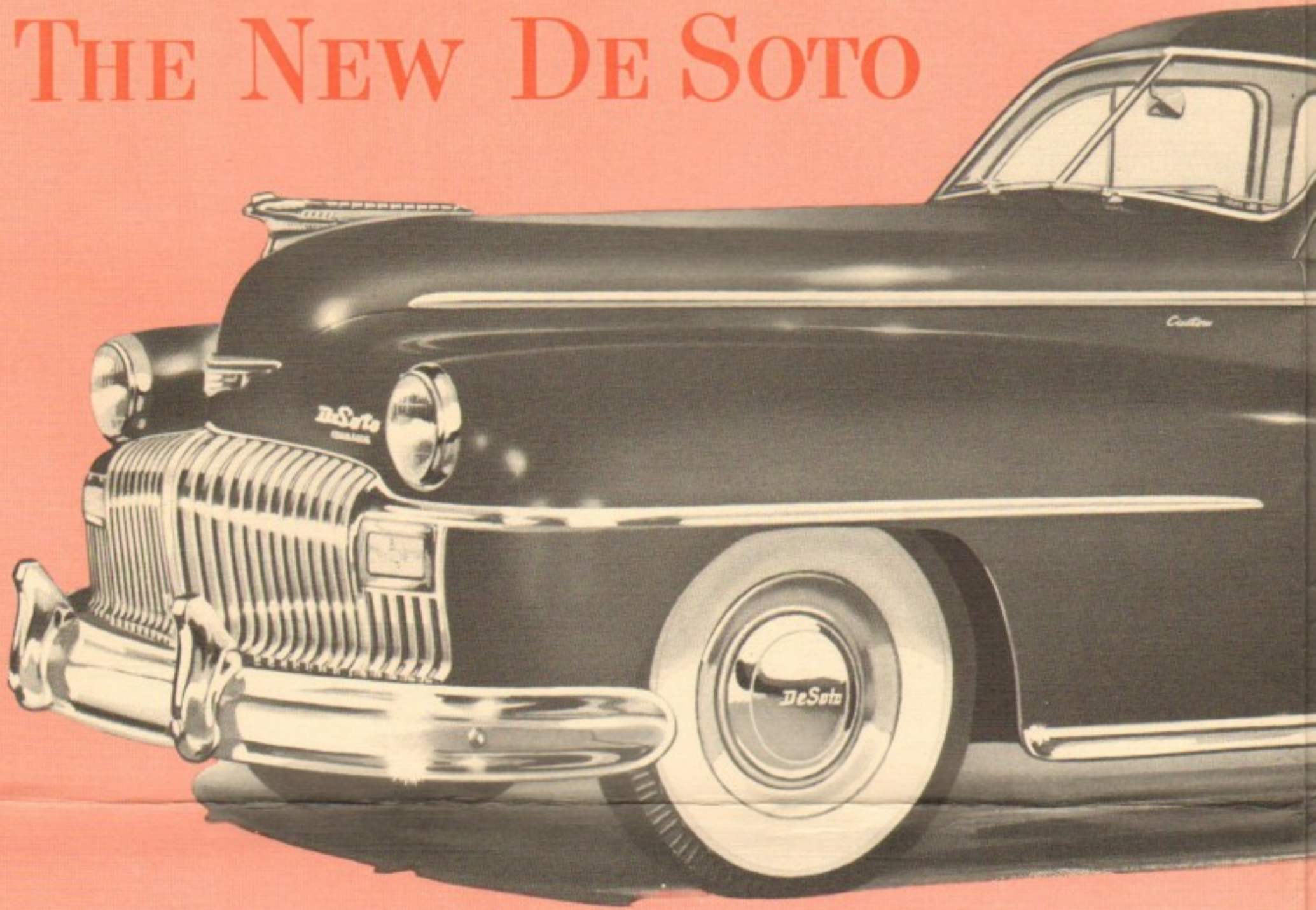
Or, with the third seat folded into the floor, and the second seat moved forward, three ride comfortably in front and more than six feet of space is free for luggage.



When the need is for less passenger space and more room for luggage, the third seat can be shifted in an instant, still leaving accommodations for six passengers.



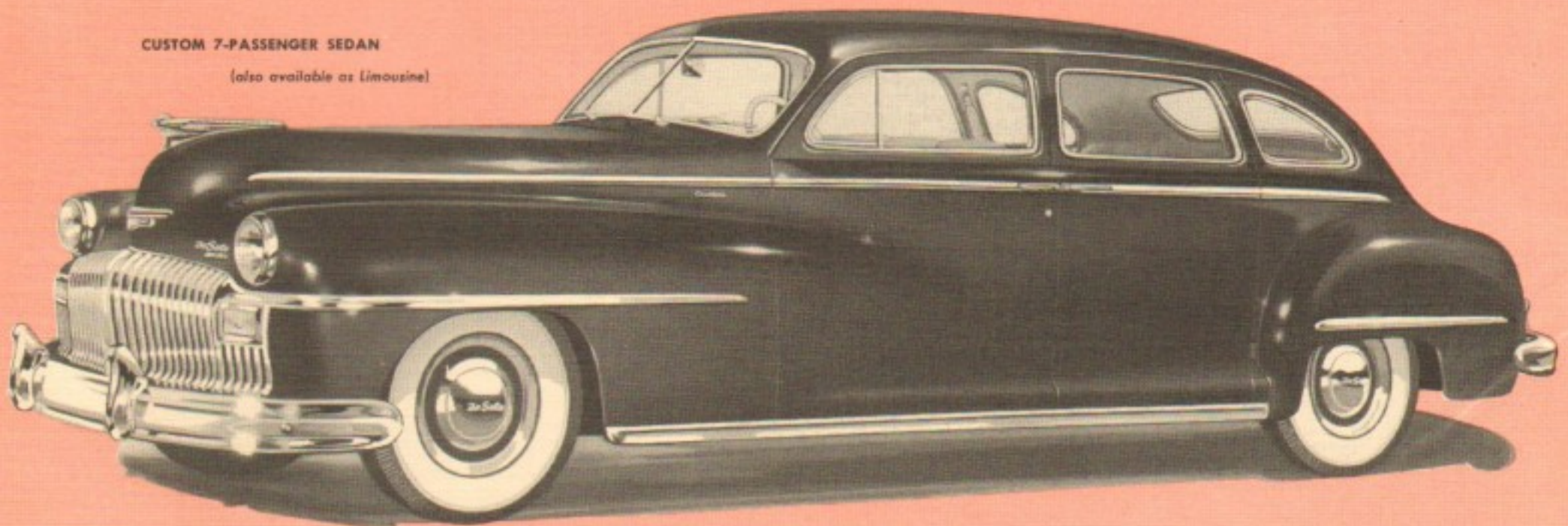
# THE NEW DE SOTO

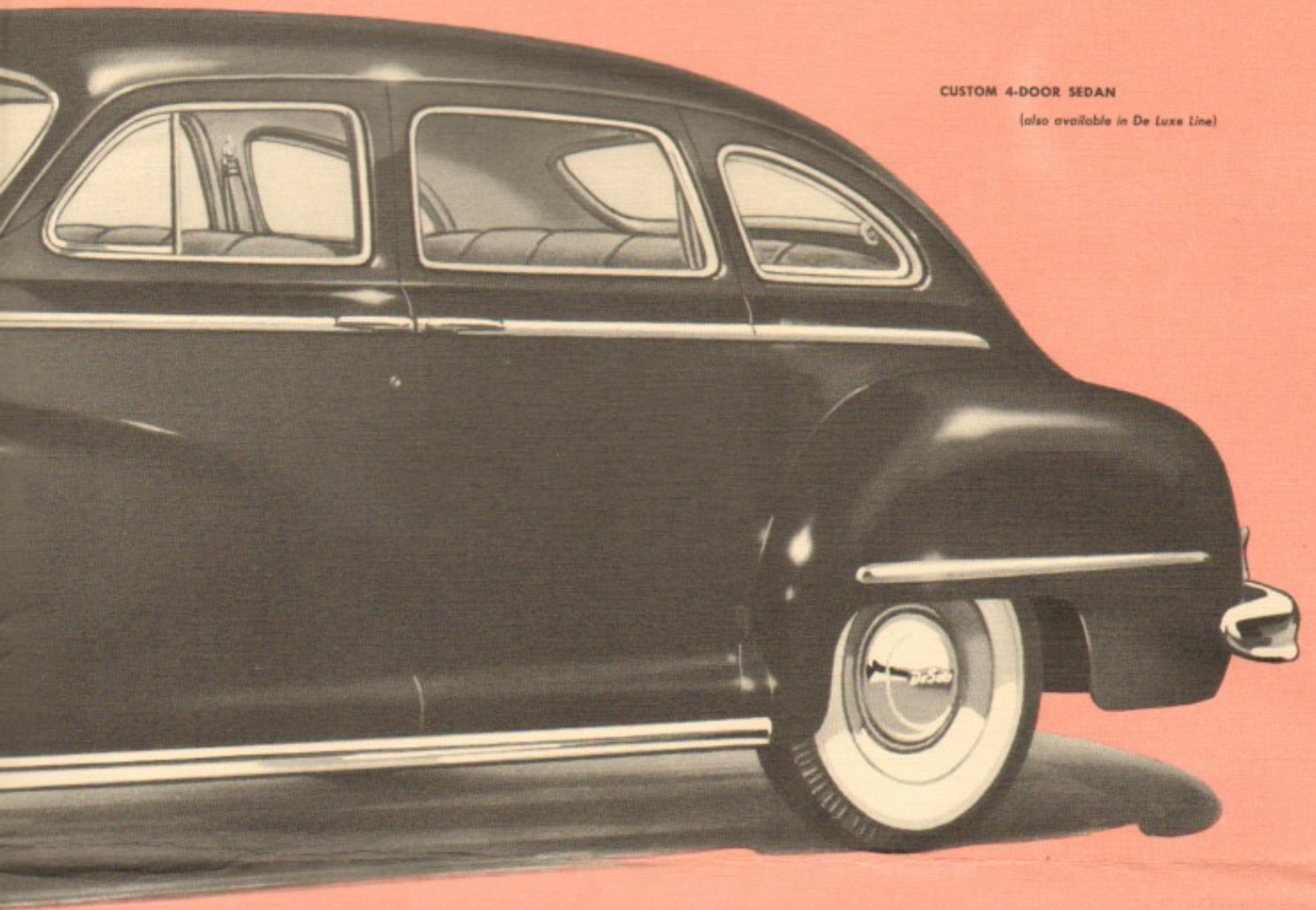


*Eleven Models... DeLuxe and Custom*

CUSTOM 7-PASSENGER SEDAN

(also available as limousine)





CUSTOM 4-DOOR SEDAN

(also available in De Luxe Line)

*n Lines*

4-DOOR SEDAN

2-DOOR SEDAN

DE LUXE LINE

CLUB COUPE

3-PASSENGER COUPE

CUSTOM LINE

4-DOOR SEDAN

BROUGHAM

7-PASSENGER SEDAN

CLUB COUPE

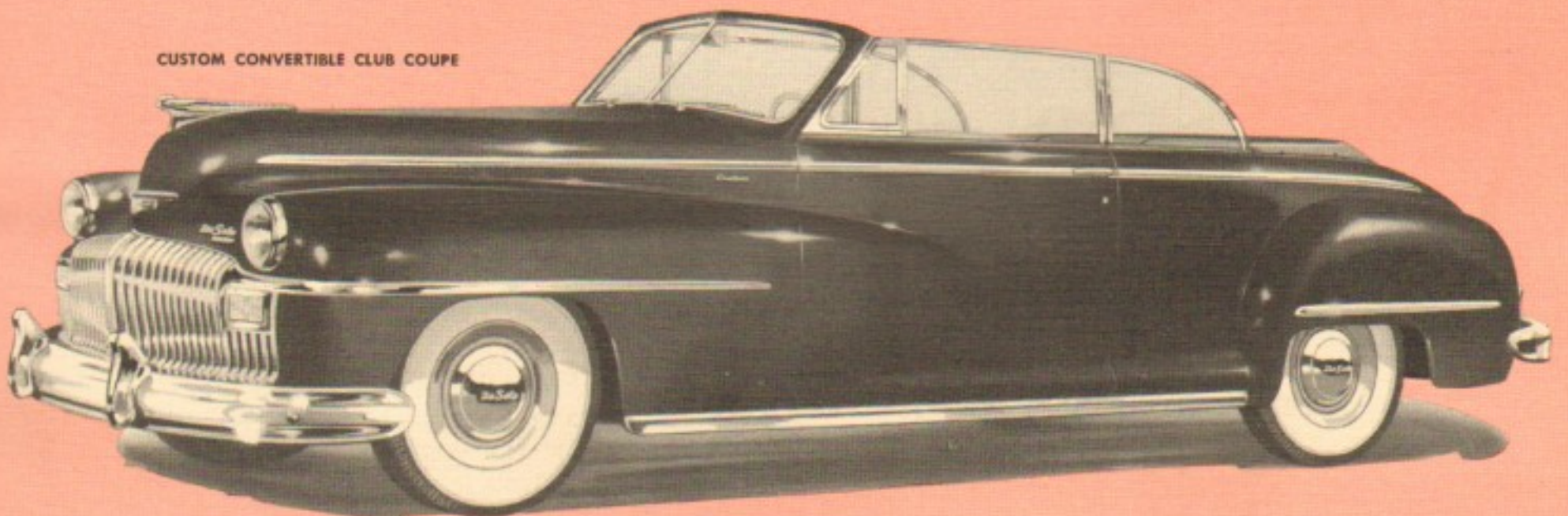
CONVERTIBLE CLUB COUPE

7-PASSENGER LIMOUSINE

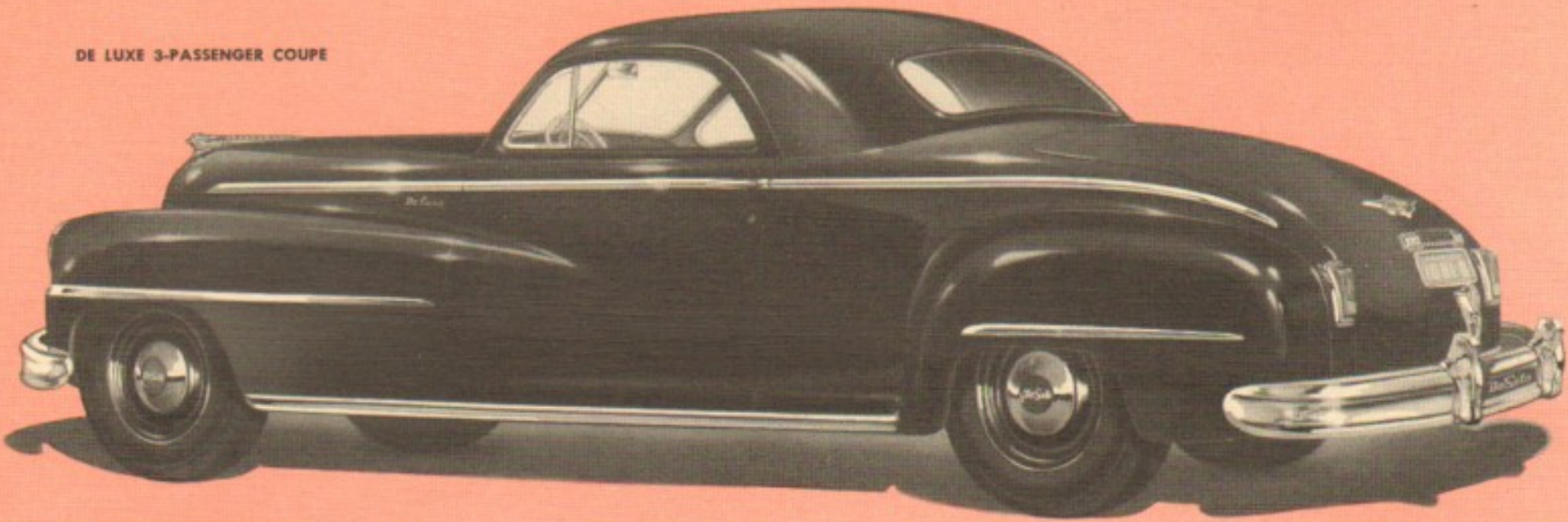
SUBURBAN

*Ten*

CUSTOM CONVERTIBLE CLUB COUPE

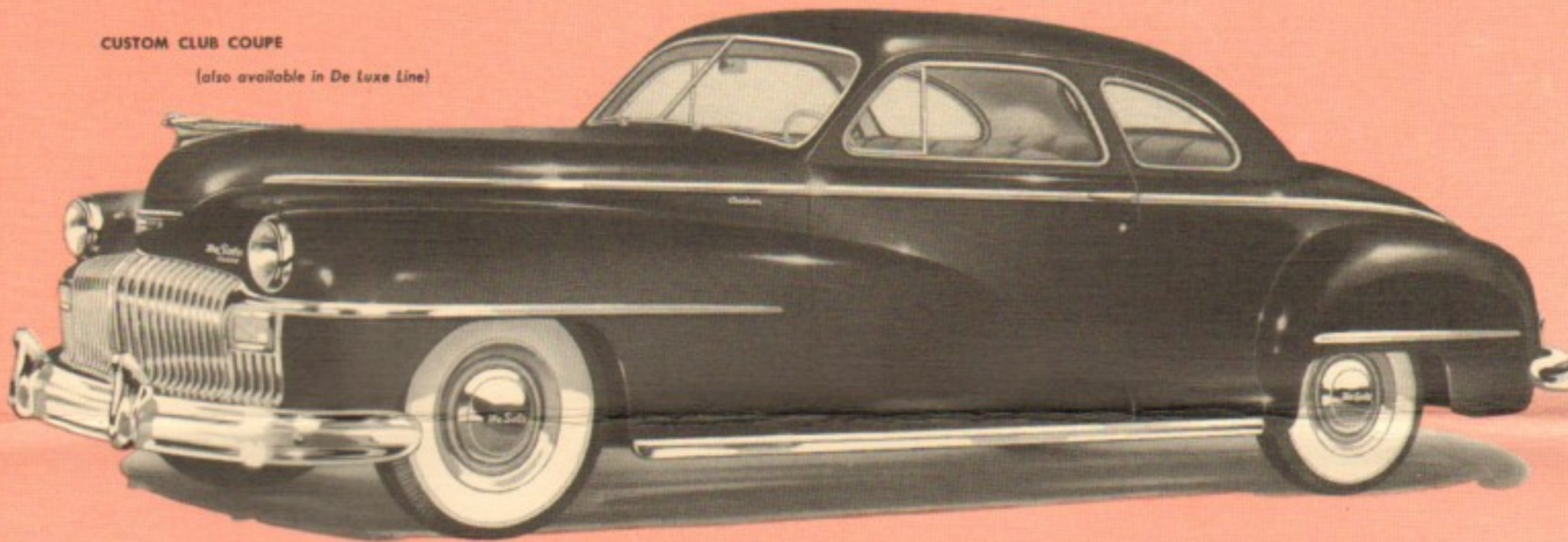


DE LUXE 3-PASSENGER COUPE



CUSTOM CLUB COUPE

(also available in De Luxe Line)



- Black • Regal Blue \* • Monterey Blue • Surf Green • Andante Green \*
- Trinidad Brown • Hawaiian Tan • Pearl Grey • Gunmetal • Royal Maroon

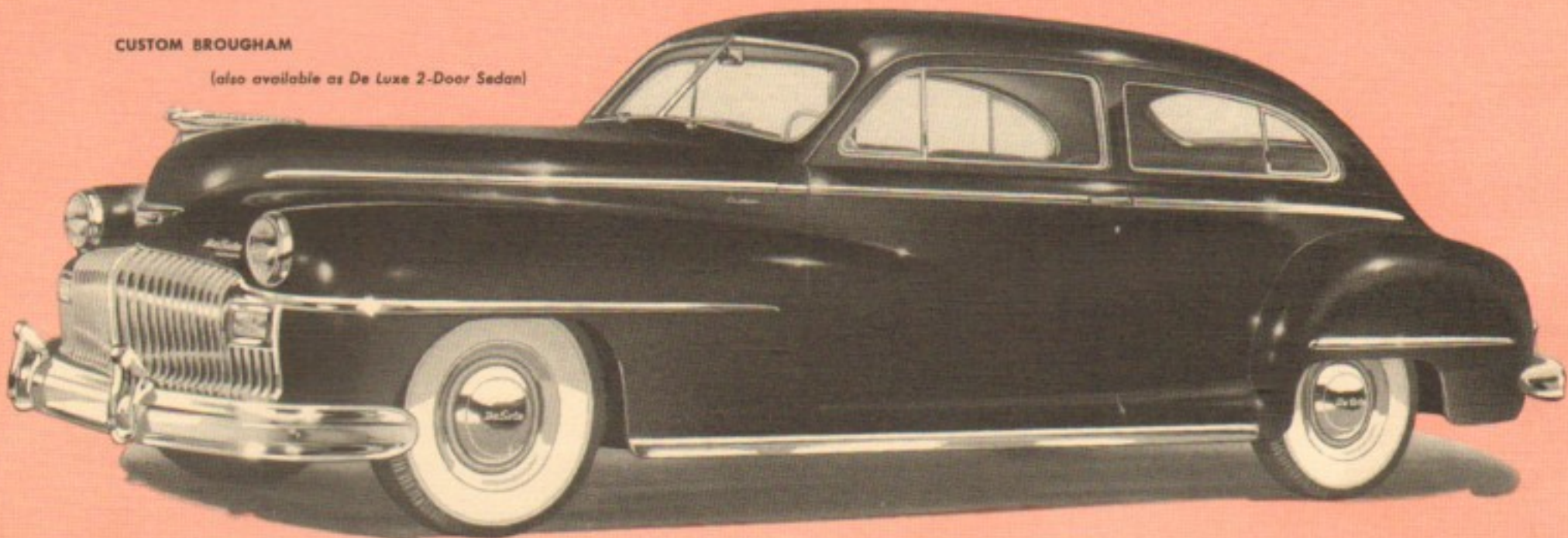
\* POLYCHROMATIC ENAMEL

- SPECIAL SUBURBAN COLORS • Emperor Gold and Temple Brown combination • Noel Green and Andante Green combination

White Sidewall Tires Available at Extra Cost.

CUSTOM BROUGHAM

(also available as De Luxe 2-Door Sedan)



# Colors

# DE SOTO

*Gives you these features for greater performance, comfort and safety*

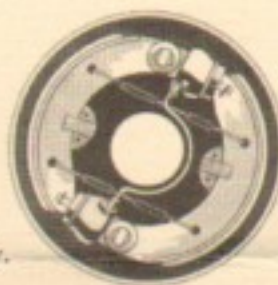
## PLENTY OF GET-UP-AND-GO!

De Soto's Powermaster Engine means ready response to every demand. Floating Power rubber engine mountings are scientifically placed for perfect balance and unbelievably smooth performance, mile after mile.



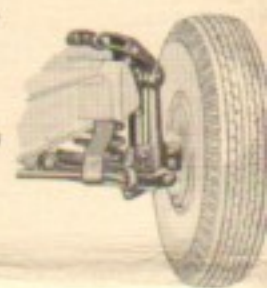
## SURE, SAFE STOPS!

Improved Safe-Guard Hydraulic Brakes give you quicker, smoother, controlled stops. Best of all, they give you this advantage with far less pedal pressure, and so provide a wider margin of safety.



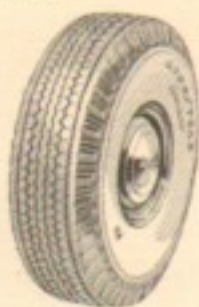
## LEVEL FLOATING RIDE!

Front wheels are independently sprung on Amola steel coil springs, which combine with Aero-Hydraulic shock absorbers to "iron out" the roughest roads and give you a smooth, level, shock-free ride.



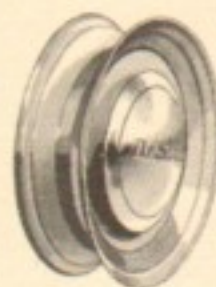
## SUPER-CUSHION TIRES!

Super-Cushion Tires, called the greatest tire development in 20 years, hold 26% more air volume with only 24 pounds of inflation pressure. This larger, softer tire gives you easier riding, improved traction, and better mileage.



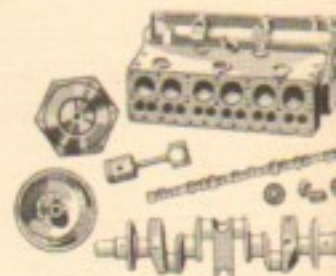
## NO FEAR FROM BLOW-OUTS!

Safety-Rim Wheels hold both tire and tube firmly in place in case of a blow-out, even if it occurs at high speed. They help you to come to a smooth, straight-line stop, adding immeasurably to safety.



## SMOOTH, ECONOMICAL PERFORMANCE

Superfinished parts permit closer tolerances and reduce initial wear, besides shortening the break-in period. Performance stays at new-car levels for many thousands of miles.



## Specifications

**ENGINE**—Six-cylinder, "L" head, aluminum alloy pistons. 109-hp at 3600 rpm. Bore and stroke  $3\frac{1}{8} \times 4\frac{1}{4}$  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 brakes on all models.

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

**STEERING**—Rubber-cushioned shock-less worm and roller type. Wheel diameter 18 inches.

**LUBRICATION**—Full pressure to main, lower connecting rod and cam-shaft 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, 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 $\frac{1}{2}$  in. fan. Water capacity, 4 $\frac{1}{4}$  gallons.

**GENERATOR**—35 ampere capacity.

**TRANSMISSION**—Standard: Three speeds forward and reverse. Synchronizer with all-helical gears. Anti-friction shaft bearings. Synchronizers for second and third gears. Manual shift. glyrol 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**—7.60 x 15, mounted on Safety-Rim Wheels. Rim width 5 $\frac{1}{4}$  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