

Presenting the new **DE SOTO**



THE CAR DESIGNED WITH YOU IN MIND!



DE SOTO

Modern Design that is Brilliant and Practical

The Beautiful New **DE SOTO**

The men who designed and built the great new De Soto knew you wanted a car that would be surpassingly beautiful. A joy to look at and a thrill to own. But they also knew you wanted a car that would give you *More* room, not less. *More* comfort. *More* visibility. *More* safety.

This is it . . . the new De Soto . . . *the car designed with YOU in mind!* In it you'll find headroom, legroom, and trunk room

to spare. Larger windows and windshield . . . with broad chair-high seats that let you really enjoy this greater visibility. You'll find it's the smoothest riding De Soto ever. You'll find you can change a tire easily . . . and it's a car that will *fit* into your garage!

The De Soto line includes both De Luxe and Custom models. Whichever you choose,

you'll be getting a car that will give you years of greater riding pleasure than you have ever known.

De Soto's new instrument panel. All controls within instant reach. Sturdy rotary switches. "Black-lighted" dials are easy to read. You can see over the wheel easily . . . and it won't bang your knees!

Greater glass area all around! The windshield is 24% larger. Chair-high seats give you the full benefit of this greater visibility. Where you sit, you enjoy a real "pilot's seat."



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r that will give you
ng enjoyment than
a before.



Inside De Soto there's unmatched luxury! Smartly tailored upholstery; rich, soft carpeting; tasteful use of chrome trim. And your dealer can add extra springs . . . to "tailor" front or rear seats for heavier passengers.



the new De Soto's
h seats let you get
lity . . . no matter
panoramic" view!

Beautiful ash receiver with vanity mirror and lighter . . . and assist handles on back of front seat . . . on Custom sedans. Even when front seat is pushed back, rear seat riders get plenty of legroom . . . thanks to a fixed footrest!



DE SOTO lets you drive without shifting!

Yes, out on the highway or downtown in traffic, you just step on the brake to stop . . . step on the gas to go! Famous Tip-Toe Hydraulic Shift with gyrol Fluid Drive makes it possible. Gears are shifted hydraulically . . . and *you* control when the shift is made.

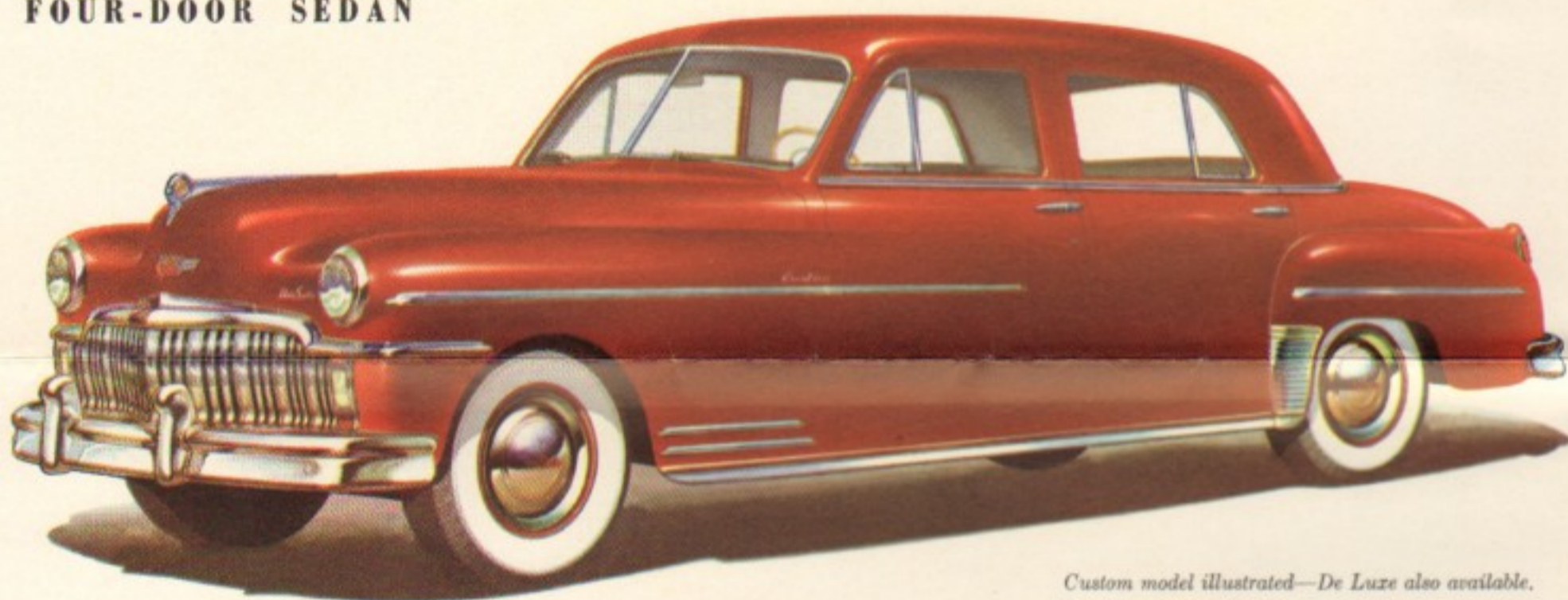
These outstanding De Soto features have already established a record of *billions* of miles of carefree, effortless driving. Drive this way just once . . . and you'll never want to go back to the "old" way of driving again!



The Beautiful New

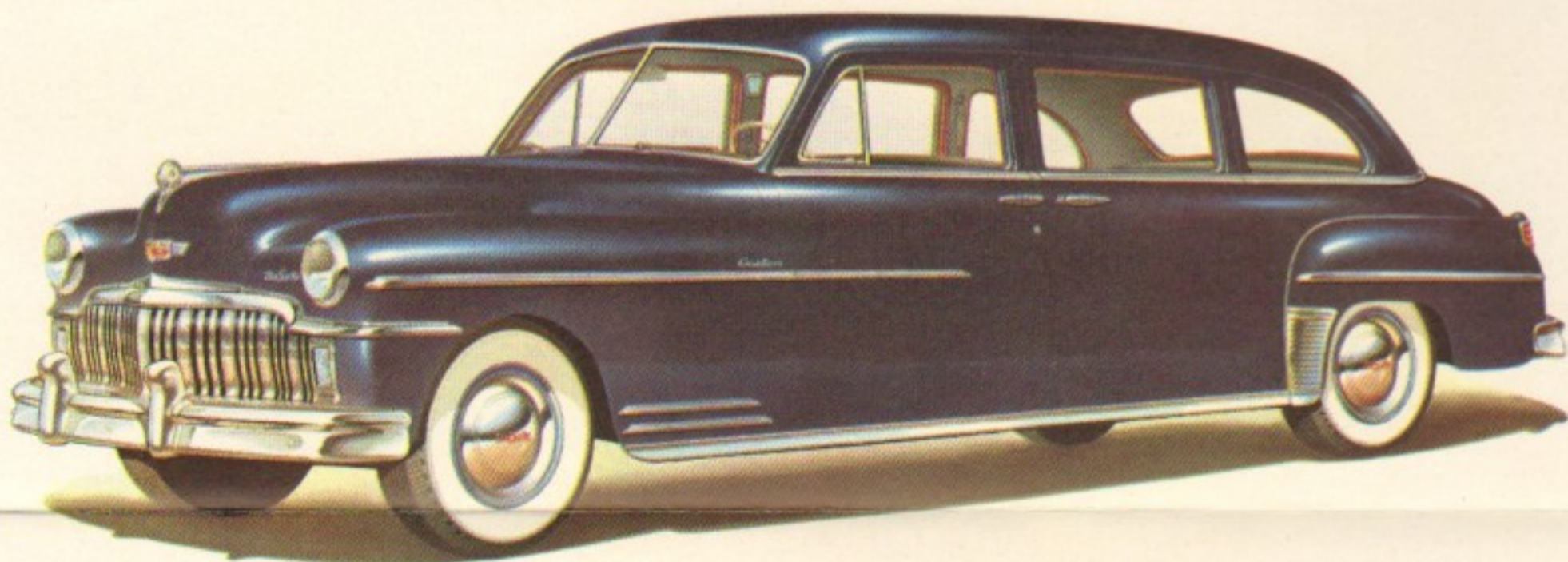
DE SOTO

FOUR-DOOR SEDAN



Custom model illustrated—De Luze also available.

EIGHT-PASSENGER SEDAN

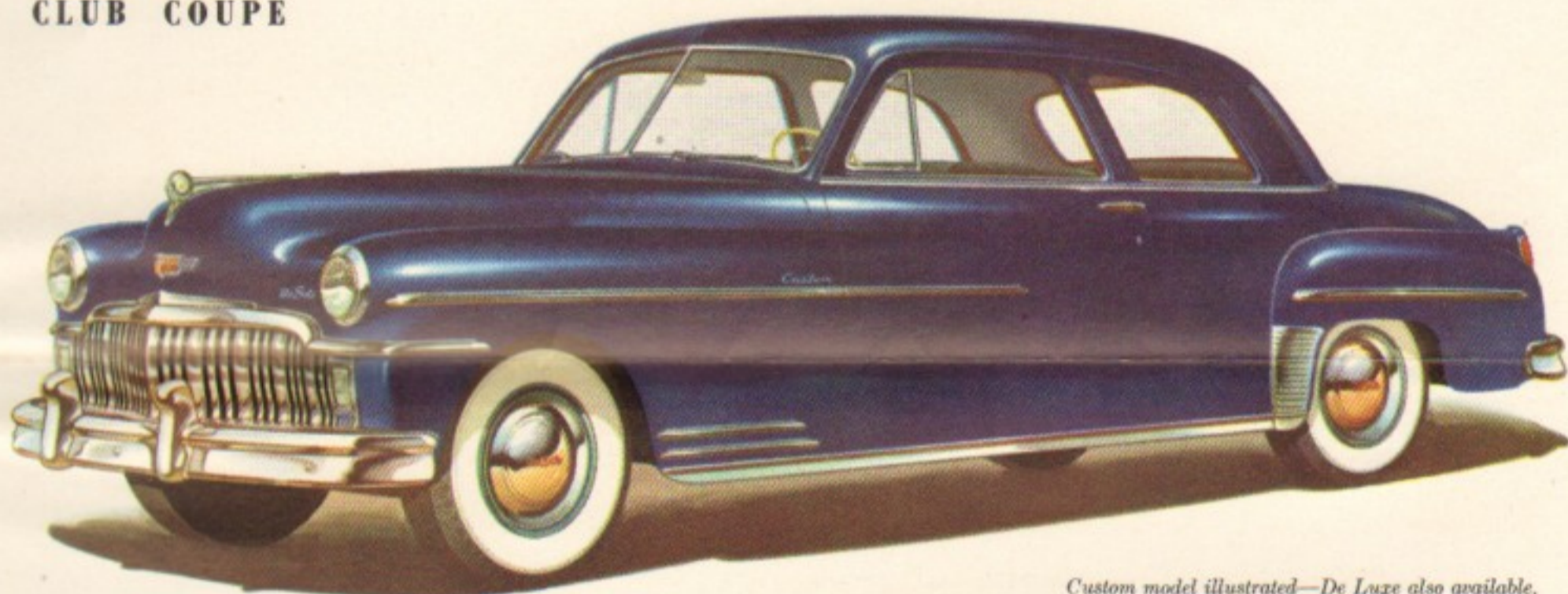


More Real Room...



More Real Comfort... More Real Visibility

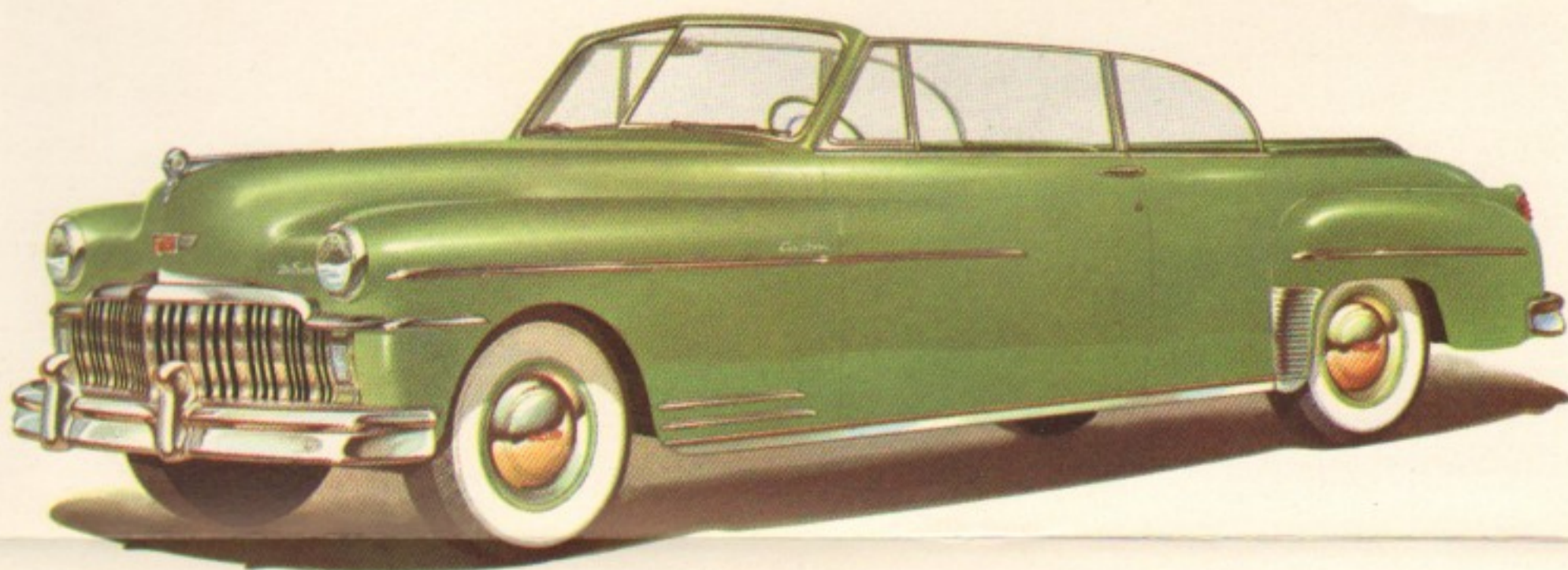
CLUB COUPE

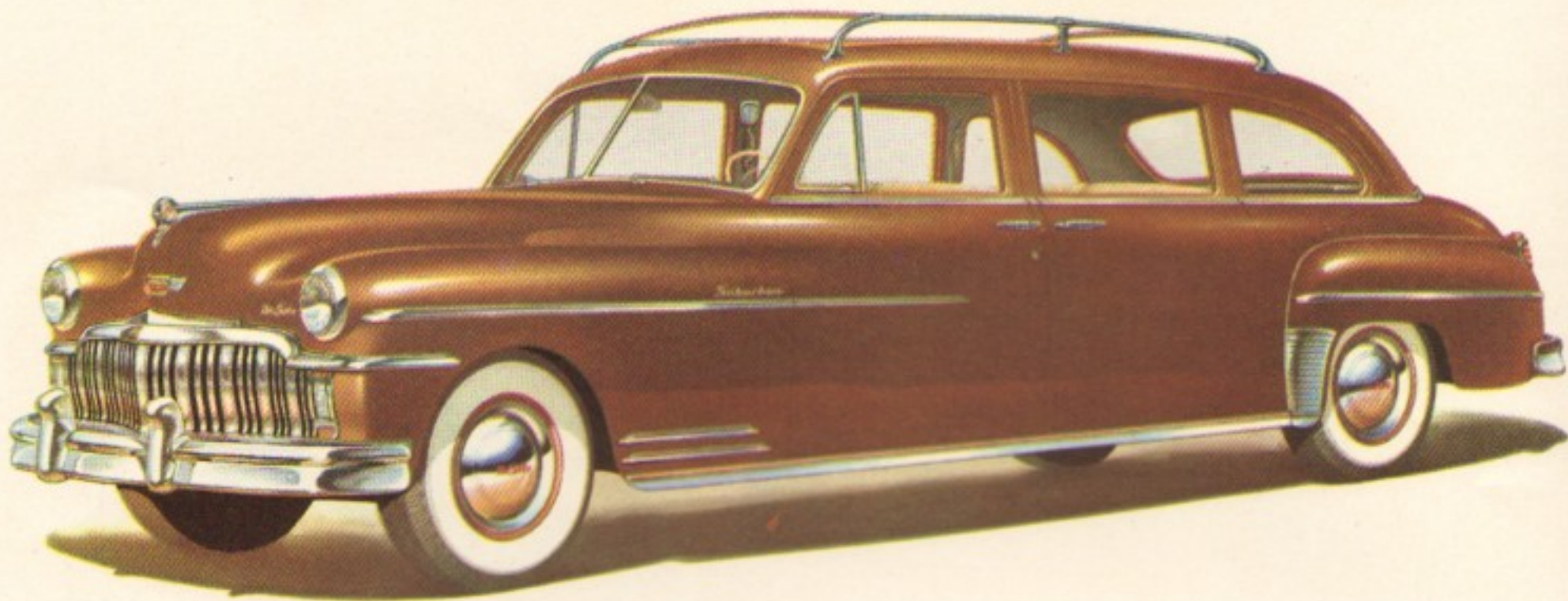


Custom model illustrated—De Luxe also available.



CUSTOM CONVERTIBLE





Here's how the Suburban seats nine, with luggage. Top rack holds still more.



An Exciting All New Model... **THE CAR**

- A CAR designed for salesmen, farmers, sportsmen... and all folk who travel a lot! Fold down rear seat and rear compartment then stretches clear through to deck lid, giving extra room for luggage space. You can load and unload through both rear doors and the floor-level opening at rear!

Rear Seat Up—Sedan Luxury



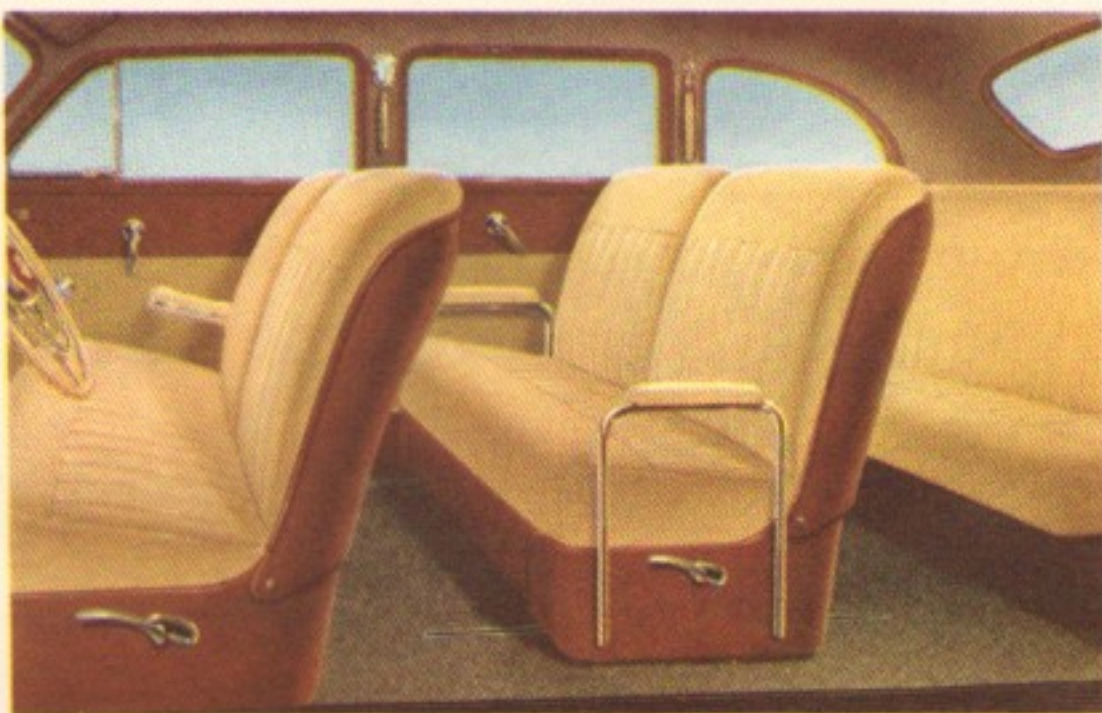
Rear Seat Down—Carry-All Utility



Plastic Fabric Seats Illustrated—De Luze Broadcloth-Plastic Fabric Combination also available.

DE SOTO SUBURBAN

• Carries up to nine passengers, with all their luggage. Or you can add more luggage space inside simply by moving the second seat forward and folding the rear seat down. Seats upholstered in luxurious, durable plastic fabric.

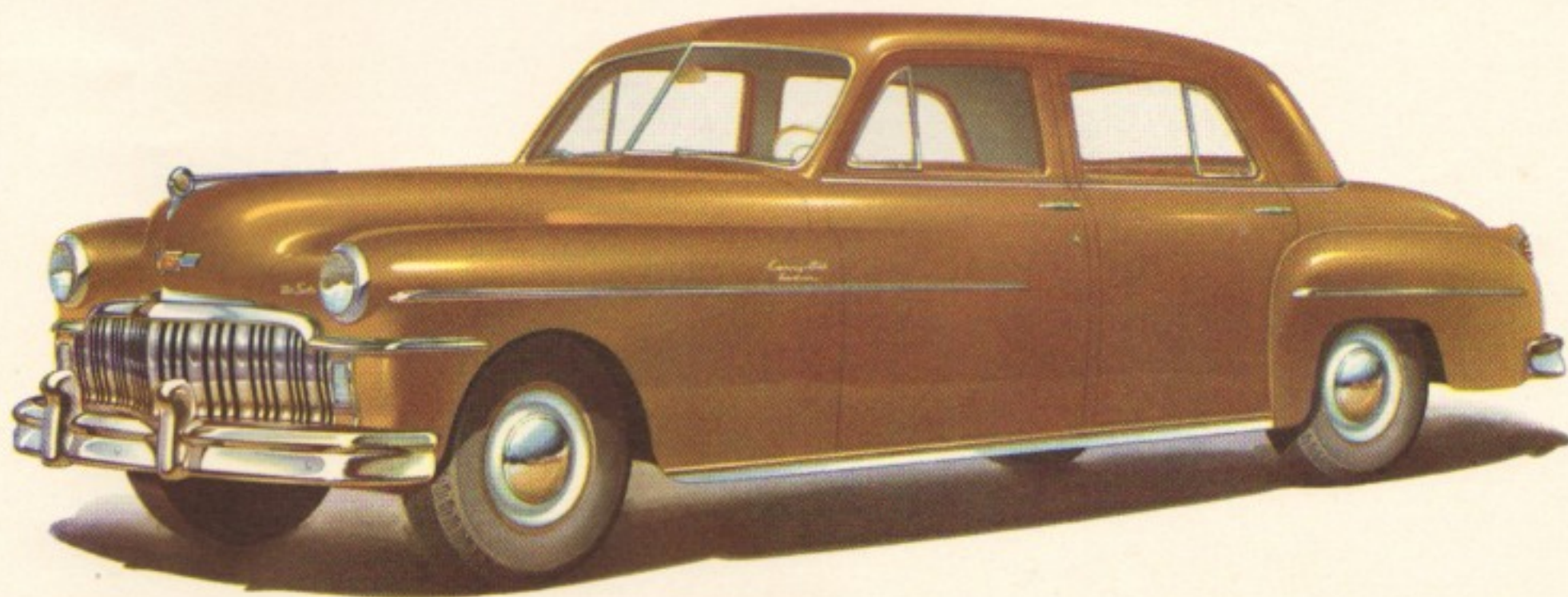


DeSoto Suburban Interior

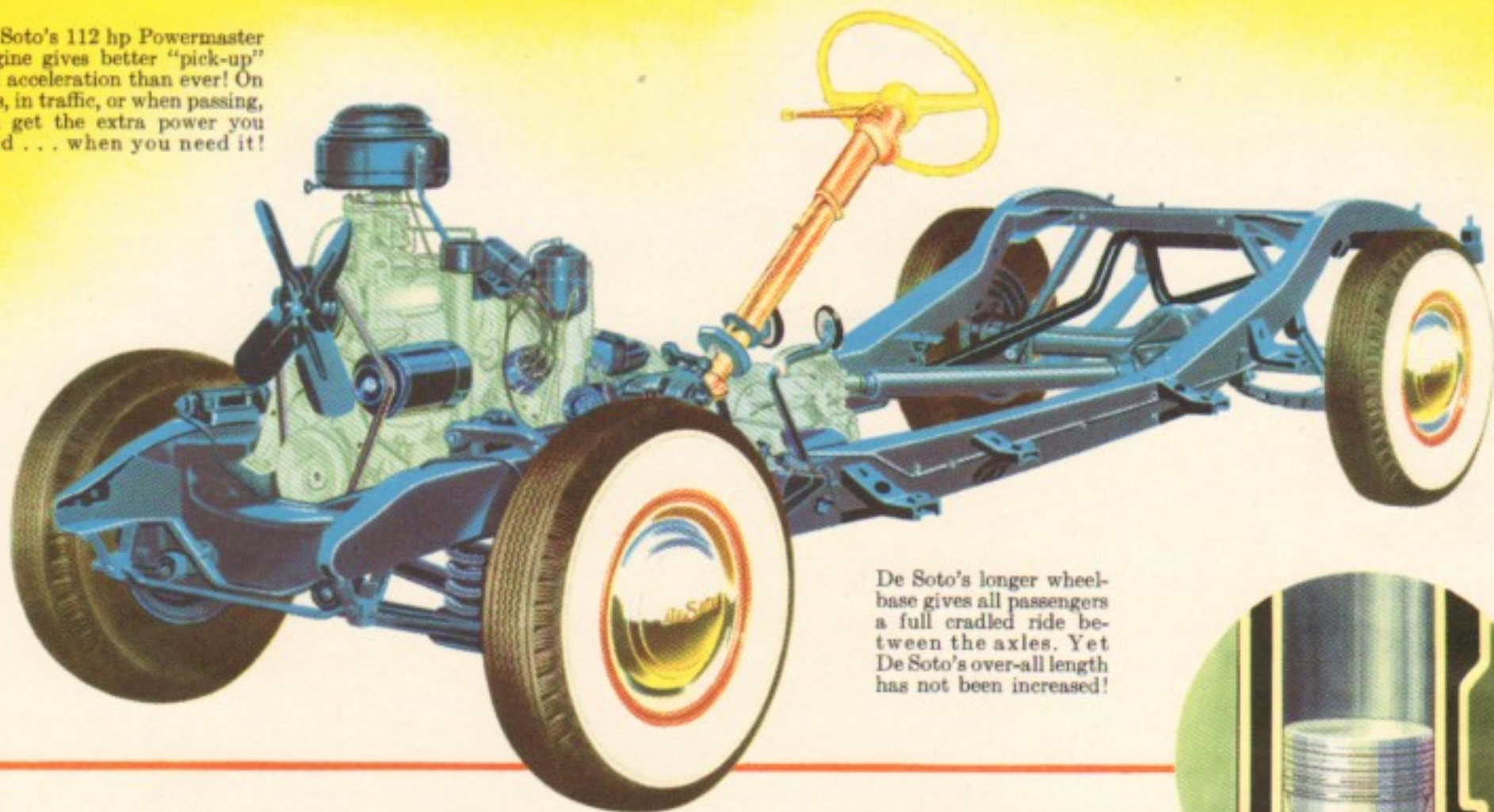


With third seat folded down, three ride comfortably with amazing extra luggage space.

CARRY-ALL SEDAN



De Soto's 112 hp Powermaster Engine gives 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's longer wheelbase gives all passengers a full cradled ride between the axles. Yet De Soto's over-all length has not been increased!

DE SOTO gives you extra value for your money!

See the new De Soto . . . sit in it . . . ride in it! Compare it, feature for feature, with any other car at any price. Then decide!

- ★ Tip-Toe Hydraulic Shift with gýrol Fluid Drive
- ★ New Featherlight Steering
- ★ High Compression Powermaster Engine
- ★ New All-Weather Comfort System

- ★ Faster Getaway
- ★ New Ignition System
- ★ Safeguard Hydraulic Brakes with new Cycle-bonded linings
- ★ Scuff-resistant finish on cylinder walls
- ★ Safety-Rim Wheels and Super Cushion Tires
- ★ "Tailored-to-weight" seat springs

Specifications

ENGINE—Six-cylinder "L" head, aluminum alloy pistons, 112 hp at 3600 rpm. Bore and stroke $3\frac{7}{16} \times 4\frac{1}{4}$ inches. Piston displacement, 236.7 cu. inches. Taxable horsepower, 28.36.

WHEELBASE—125½ inches; overall length, 17 ft. 3 in. Wheelbase 8-passenger models: 130½ 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: 173½ sq. in. 8-passenger models have 12-inch drums with 189½ 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: $53\frac{5}{8} \times 1\frac{3}{4}$ in. semi-elliptic, Amola steel leaves with metal covers.

STEERING—Double roller-tooth gear, symmetrical 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 3.73 to 1. Eight-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, $17\frac{3}{4}$ in. fan. Water capacity, 17 quarts.

GENERATOR—40-ampere capacity.

TRANSMISSION—Tip-Toe Hydraulic Shift with gýrol Fluid Drive (Standard on Custom models). 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—Specially treated for scuff-resistant finish.

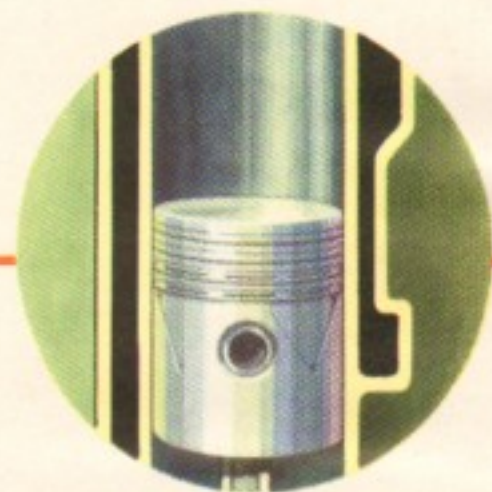
BATTERY—6-volt, 17-plate, 114 ampere-hour capacity.

CAMSHAFT DRIVE—Silent stiff-back chain.

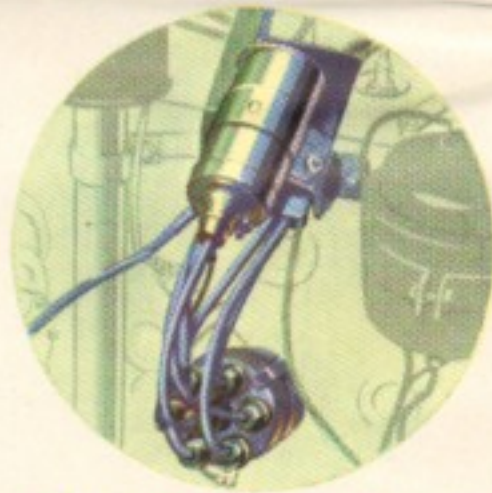
PROPELLER SHAFT—Tubular; dynamically balanced. Two roller bearing universal joints. Eight-passenger: two tubular shafts, three universal joints and one center ball bearing.

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.



CYLINDER WALLS have a special scuff-resistant finish. This treatment lengthens engine life . . . lessens danger of damage through abuse during breaking-in period.



NEW IGNITION SYSTEM has splash-proof distributor, built-in suppressor and suppressor spark plugs. Neoprene-jacketed cables give longer life, keep moisture out. High capacity, heavy-duty coil.



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

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