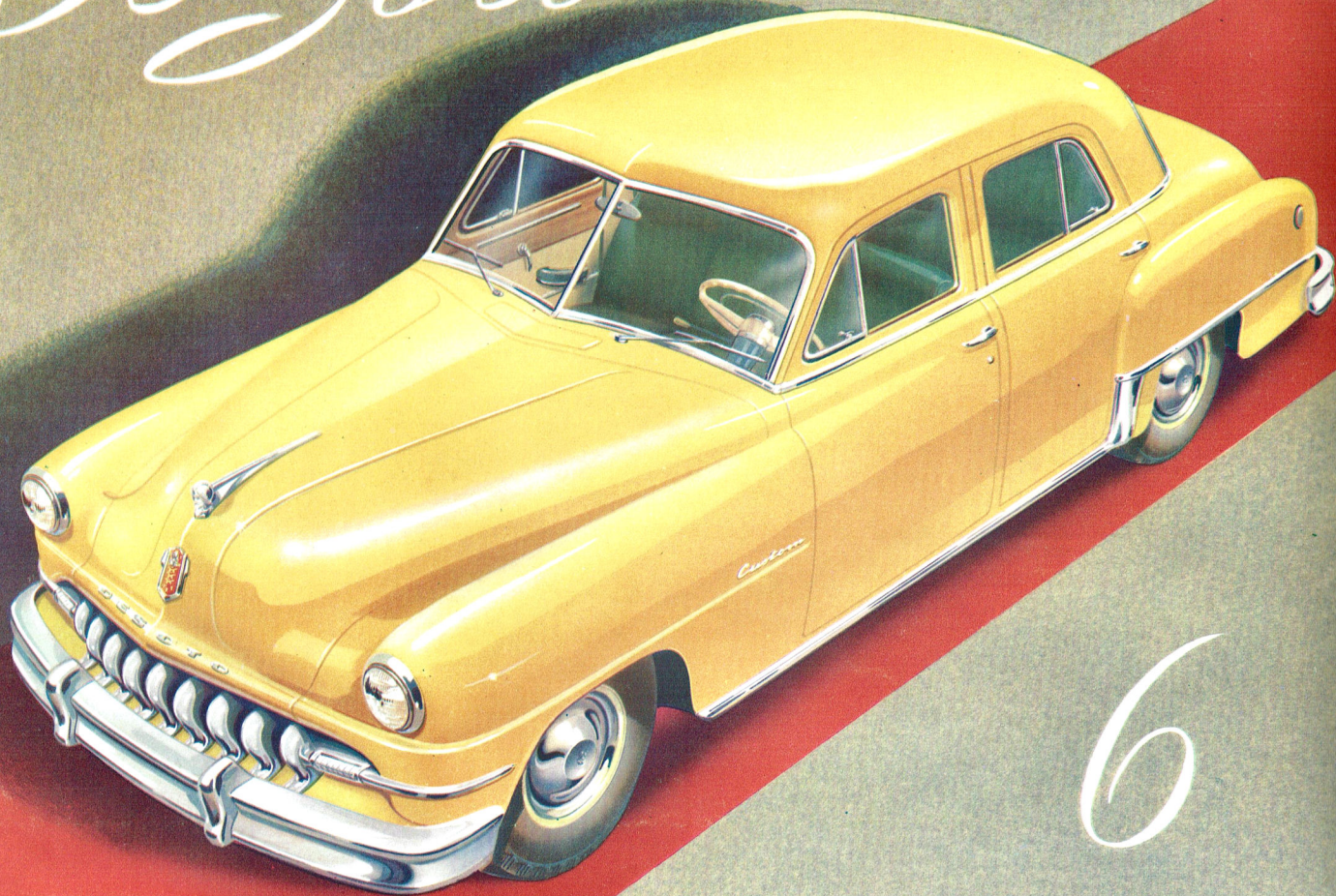
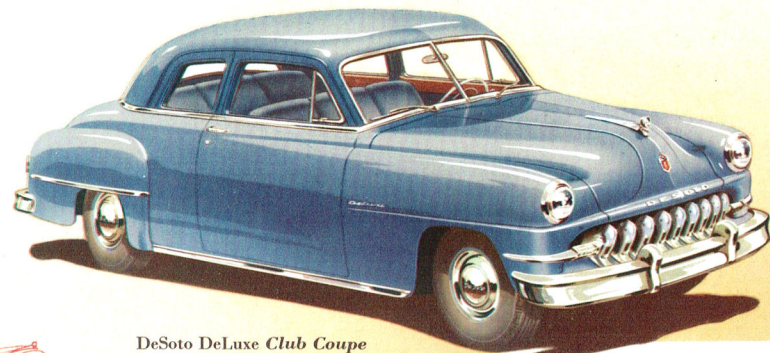


DeSoto



6

Each DeSoto has a large windshield, large low windows all around. You just walk in through DeSoto's big, wide doors. Inside you find exactly the beauty and spaciousness you have wanted. Each interior has space to stretch out, space for elbows and hips, space for heads and hats. Seats are chair-height. Seat backs high and well contoured. The instrument panel and trim moldings radiate high quality. Outside, the lines and modeling of each DeSoto body have been controlled to combine modern design with good taste. The new DeSoto is designed for you!



DeSoto DeLuxe Club Coupe

De SOTO

De Luxe

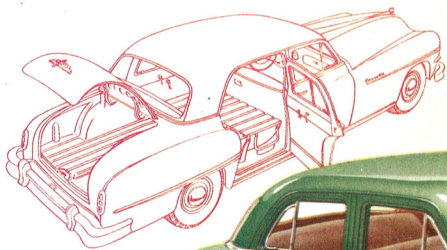
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DeSoto DeLuxe 4-Door Sedan

Both the DeLuxe and Custom DeSoto models have these outstanding features:

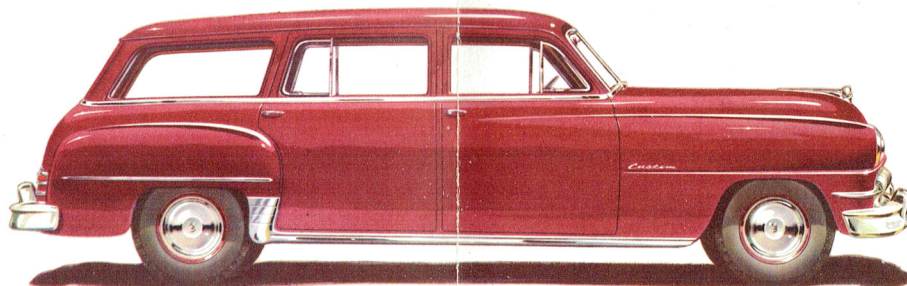
- Big, High-Compression Engine
- Waterproof Ignition
- Floating Power Engine Mountings
- Featherlight Steering
- Long Cradle-Ride Wheelbase
- Chair-High Seats
- Smooth, Hotchkiss Drive
- Safety-Rim Wheels
- Super-Cushion Tires
- Hydraulic, Telescopic Shock Absorbers
- Big 12-inch Hydraulic Brakes
- Finger-light Parking Brake
- Dual Electric Windshield Wipers



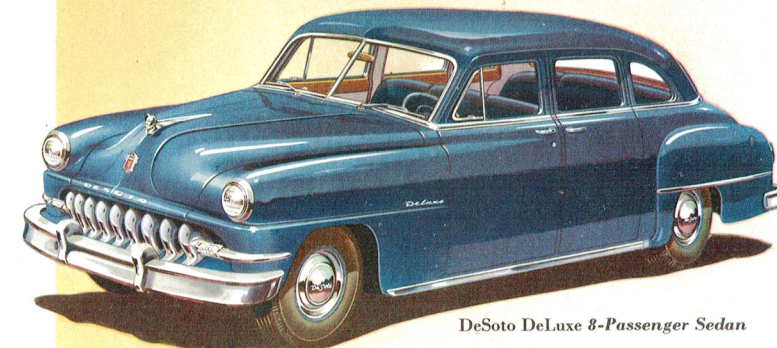
DeSoto DeLuxe Carry-All Sedan

Wherever you live, wherever you drive, there is a beautiful new DeSoto designed for you. Both DeLuxe and Custom models are available in handsome exterior colors and interior

trim combinations. Whichever DeSoto you select, you will have a car that reflects high style and skillful engineering . . . a car whose quality you can not only see, but which you can feel!



DeSoto Custom All-Steel Station Wagon



DeSoto DeLuxe 8-Passenger Sedan

S P E C I F I C A T I O N S . . .

DE SOTO CUSTOM 125½" AND 139½" WHEELBASE and DE SOTO DELUXE 125½" AND 139½" WHEELBASE

• **ENGINE**—Powermaster, six-cylinder, L-head type, Floating Power mounted. Bore 3⅞" (87.31 mm). Stroke 4½" (114.3 mm). Piston displacement 250.6 cu. in. (4.1 liters). Compression Ratio 7.0:1. Low compression cylinder head optional. A.M.A. Horsepower 28.36. Developed brake horsepower 116 at 3600 r.p.m. with 7.0:1 cylinder head. U-slot, cam-ground, plated aluminum pistons with 4 piston rings each. Lubrited cylinder walls. Four-bearings, counter-weighted crankshaft with vibration damper. Precision-type, high-duty crankshaft and connecting rod bearings. Silent chain driven camshaft. Four camshaft bearings.

• **ENGINE LUBRICATION**—Pressure oiling from rotor-type oil pump through rifle-drilled cylinder block passages to main, connecting rod and camshaft bearings. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Timing chain drive lubricated by oil stream from camshaft. Crankcase ventilation and oil filter. Crankcase capacity 5 quarts (4¾ liters). Oil pressure gauge on instrument panel.

• **FUEL SYSTEM**—Plain-tube down-draft carburetor with idle adjustment and adjustable accelerating pump. Automatic manifold heat control. Automatic integral choke control. Oil bath air cleaner and silencer. Mechanical diaphragm fuel pump driven from camshaft. Fuel tank capacity, 17 U.S. gallons (64 liters). Electric fuel gauge on instrument panel. Self-cleaning Oilite filter in fuel tank at outlet.

• **COOLING SYSTEM**—Centrifugal water pump. Directional circulation, uniform to all cylinders and valve ports. Full-length water jackets. Thermostat control. Water capacity 3¾ U. S. gallons (14.1 liters). Four-blade 17¾" (45 cm) fan.

• **CLUTCH**—Dry, single-plate 9¼" (23.5 cm) diameter with Fluid Drive and 10" (25.4 cm) without Fluid Drive. Cushion center. Molded woven asbestos facings. Ball-thrust release bearing with lubricant sealed in.

• **TIP-TOE SHIFT TRANSMISSION**—Standard equipment on Custom models. Hydraulically operated with four speeds forward, one reverse. Built-in control unit.

• **TRANSMISSION (DELUXE MODELS)**—Silent, constant-mesh, easy-shift, 3 speed transmission with helical gears of carburized Amola steel. Steering column control.

• **FLUID DRIVE**—Thirteen inch diameter coupling. Ball type coupling hub bearing. Oilite bushings on coupling runner inner bearing. Available in combination with Tip-Toe Shift Transmission only.

• **REAR AXLE**—Semi-floating Hypoid rear axle. Pressed-steel, banjo-type housing. Hypoid gears and axle shafts of Amola steel. Tapered roller bearings. Standard ratio 3.9:1, except 8-Pass. Sedan and Suburban which have 4.1:1, and All-Steel Station Wagon which has 3.91:1. Hotchkiss drive through springs.

• **SUSPENSION**—Independent front wheel springing with coil springs of Amola steel. Grooved, Amola, soft acting, semi-elliptic rear springs, length 53⅝" (1.362 m), width 1¾" (4.5 cm). All leaves with tapered ends. Rubber cored bushings at front. Rubber cushioned shackles at rear. Hydraulic, telescopic type shock absorbers front and rear. Rear shock absorbers inclined toward center of car to give "sea leg" support and stability. Steering gear ratio 18.2:1 on 125½" W.B. and 20.4:1 on 139½" W.B. Models. Front end sway eliminator.

• **CHASSIS FRAME**—Improved super rigid, double channel frame. Box-section steel side rails, ⅜" (2.38 mm) thick. Maximum depth 6" (15.2 cm). Outside width at maximum depth, 4" (10.16 cm.). On 8-Pass. Sedan, Suburban and All-Steel Station Wagon: ⅝" (3.57 mm.); 6⅞" (16.59 cm); 4½" (11.43 cm.).

• **ELECTRICAL SYSTEM**—6-volt ignition. Wet-weather-proof distributor incorporates suppressor of interference to radio reception. Wide gap, suppressor spark plugs for better idling and low speed. Fully automatic spark advance, speed and vacuum control. Shunt-type generator with voltage and current control. Generator ventilated by centrifugal fan. Solenoid positive-shift starter actuated by ignition key on instrument panel. 17-plate battery, capacity 120 ampere hours, located under hood in left fender shield. Sealed beam headlights with foot control. Parking lights below headlights. Dual Airtone horns. Full-circle horn ring on steering wheel.

• **BRAKES**—Hydraulic, 4-wheel internal expanding, utilizing an individual cylinder for each shoe in the front wheel brakes, self-equalized and weather-proofed. Cast iron brake drums with Superfinished braking surface. Drum diameter 12" (30.5 cm). "Cyclebond" molded asbestos brake linings 2" wide (5 cm) dispense with rivets and increase lining useful area and life. Separate external contracting parking brake at rear of standard transmission. Internal expanding self-energizing parking brake supplied with Tip-Toe Shift Transmission. Vacuum brake booster on 8-Pass. Sedan and Suburban.

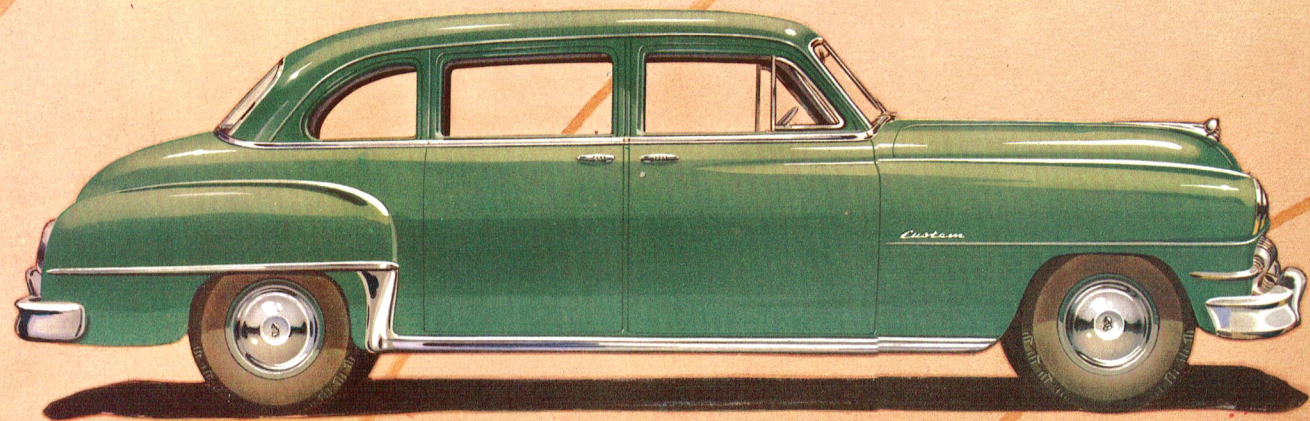
• **WHEELS AND TIRES**—Demountable steel disc wheels with safety rims. Goodyear Super Cushion tires, black, 4-ply, are standard. Sizes All models, 15 x 7.60 except 8-Pass. Sedan and Suburban which are 15 x 8.20. Heavy Duty 6-ply are also available at extra cost.

All specifications, equipment, models, body types, ornamentation and design subject to change without notice and without responsibility to the Chrysler Corporation, Export Division.

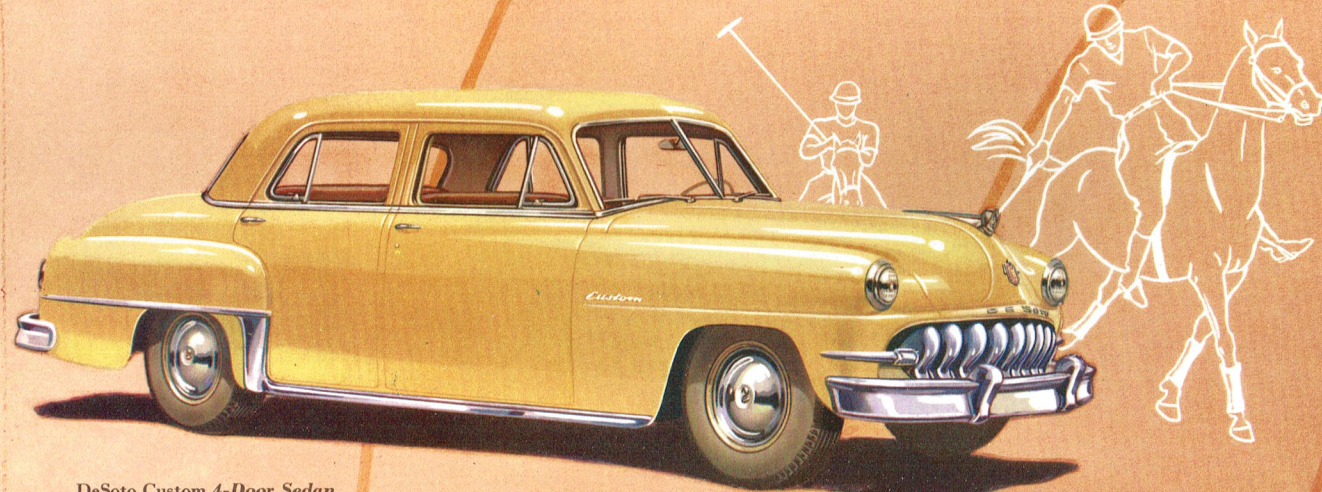


CHRYSLER CORPORATION—EXPORT DIVISION

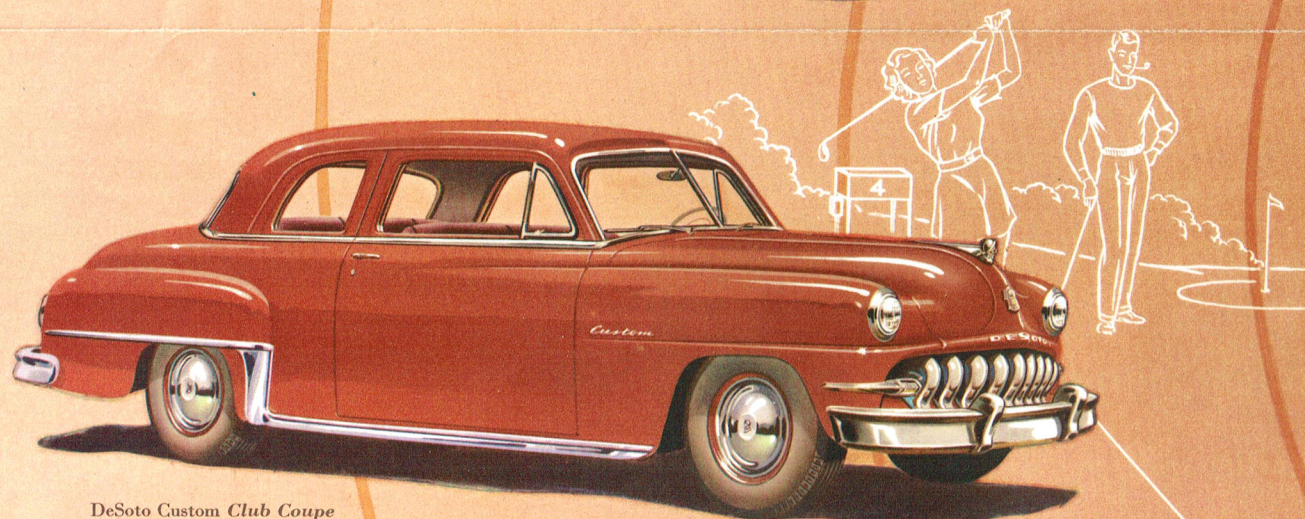
• DETROIT 31, MICHIGAN, U. S. A.



DeSoto Custom 8-Passenger Sedan



DeSoto Custom 4-Door Sedan



DeSoto Custom Club Coupe



DeSoto Custom 9-Passenger Suburban

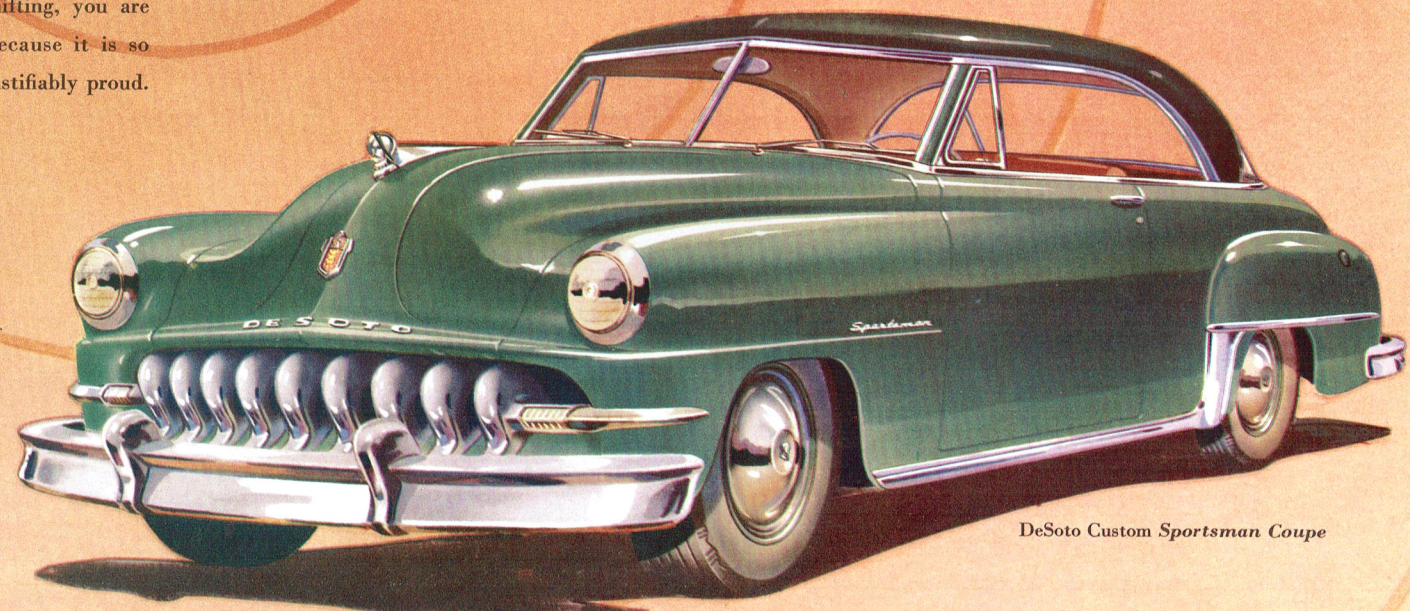


DeSoto Custom Convertible Coupe

DE SOTO

Custom

In the DeSoto Custom, because it travels so smoothly, you are relaxed, not tense. Because it lets you drive without shifting, you are refreshed, not tired. And because it is so very good looking, you are justifiably proud.



DeSoto Custom Sportsman Coupe