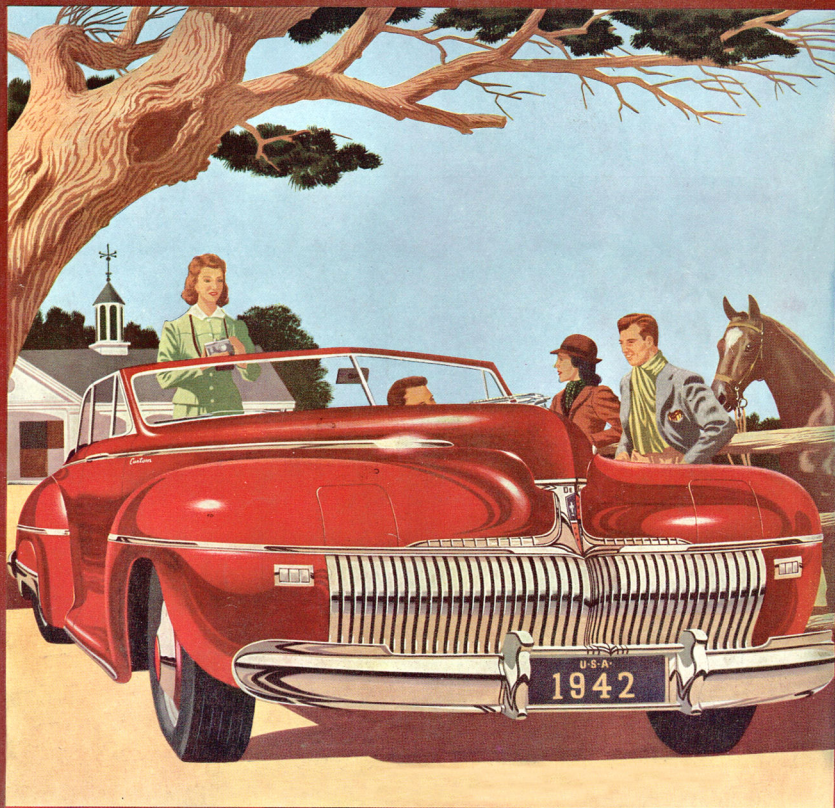


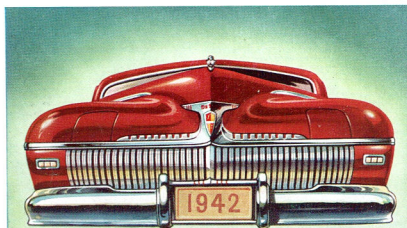
*Your Next Car—*  
**DE SOTO**



**CHRYSLER CORPORATION'S** *Style Leader*

# Your Next Car...DE SOTO

WITH BIG 115-HORSEPOWER POWERMASTER ENGINE  
—STYLED AND ENGINEERED TO BE THE LEADER THIS YEAR AND FOR YEARS TO COME!



NEW MATERIALS—NEW  
WAYS OF DOING THINGS  
HAVE BEEN DISCOVERED

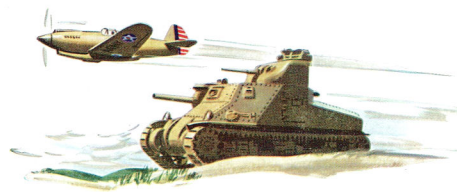


As you read this, De Soto is already rolling on a three-point production program.

- Parts for one of the world's finest anti-aircraft guns.
  - Vital parts for an already world-famous bomber.
  - A line of cars that are the finest De Soto has ever built.
- Here at De Soto we look upon each phase of this three-point production program as vital.

Defense comes first. The production of tanks, guns and airplane parts is the motor industry's—and Chrysler Corporation's—No. 1 Job. The primary need for these articles of National Defense is self-evident.

But, as everybody knows, the motor car has come a long way in our scheme of life since its early days as a strictly luxury product. Today, it is a true necessity, contributing in incalculable ways to the day-by-day business life and transportation facilities of our country. More than half the total motor car mileage registered.



DIES AND TOOLS FOR THE NEW DE SOTO  
WERE FINISHED AND READY BEFORE THE  
NATIONAL DEFENSE JOB GOT UNDER WAY

and three-fourths of all trips made, are contingent to someone's earning a livelihood. In business activities alone, this country uses up more than 2,000,000 motor vehicles annually.

That, primarily, is why the new De Soto is being built: to meet its share of the country's civilian needs for modern transportation, and to keep men and machines busy at the essential task of filling these needs.

## Finest Cars in De Soto History!

Frankly, we do not know just how many of these great new De Soto cars will be produced during the current model year—for De Soto's direct contribution to the implements of our country's defense must always come first and, if need be, to the exclusion of all other things. But of this you can be sure: *The cars De Soto does produce will be the most outstanding in De Soto's history!*

They will be more beautiful, with fresh styling and new luxury throughout. They will offer finer performance—a great 115-horsepower engine—with increased power and smoothness. And they will be built to far outlast the ordinary car—in years as well as miles!

In planning this new De Soto, Chrysler Corporation engineers anticipated the rush of Defense work. Dies

and tools for building these cars came out of the shops long before Defense jobs came in. Defense requirements found De Soto ready to do its part!

## New Materials Developed

New materials to do the jobs of those pre-empted by defense priorities—and *do them every bit as well*—were developed, tested, proved.

New features—which ordinarily might not have appeared so soon—were perfected and put into the new De Soto way ahead of their time.

And famous Chrysler Corporation engineering features have been brought to new heights of perfection—to make this the sturdiest, easiest-handling, smoothest-running De Soto of All Time.

## Built for the Years Ahead

This car has been produced without the slightest sacrifice of De Soto quality. Instead, it may be truly said that the added stimulus of Defense work and the fruits of Defense research have given you a new De Soto that is much finer and sturdier than any of its predecessors—a De Soto designed and built to lead in style and value not only now—but *years from now!*



STYLISTS PUT EVERYTHING THEY  
HAD INTO THIS ONE GREAT CAR



THE CONVENIENCES OF TOMORROW WERE  
DEVELOPED IN ADVANCE OF THEIR TIME

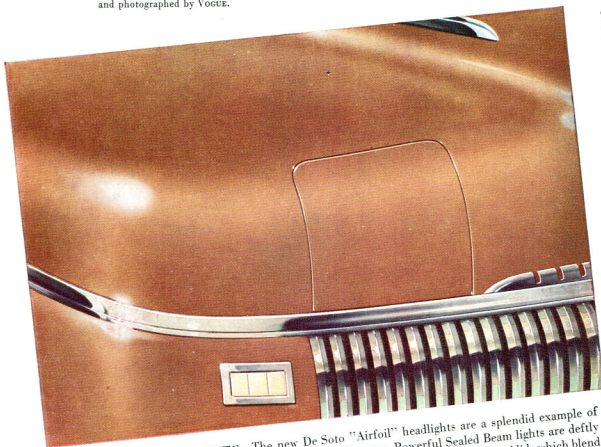




"Fashion Forecasts" Selected and photographed by Vogue.

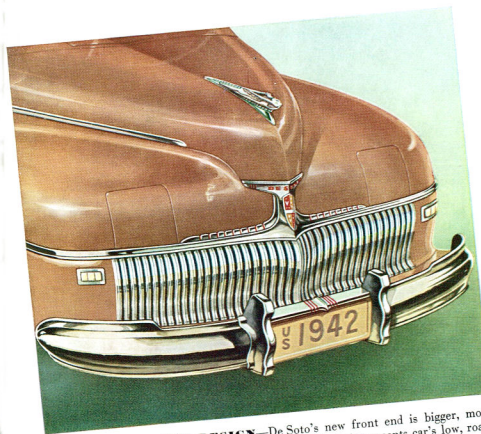
YOUR NEXT CAR - DE SOTO

# TOMORROW'S STYLE TODAY!

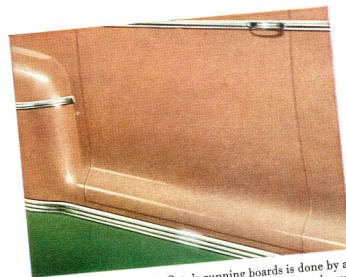


**NEW "AIRFOIL" LIGHTS**—The new De Soto "Airfoil" headlights are a splendid example of this car's advanced streamlined styling from bumper to bumper. Powerful Sealed Beam lights are deftly recessed into fenders where they are concealed and protected during day time behind steel lids which blend beautifully into fender surfaces when closed. Notice smooth, unbroken contour of fender lines created by flush-fitting "Airfoil" lids. These new lights are standard on all De Soto models.

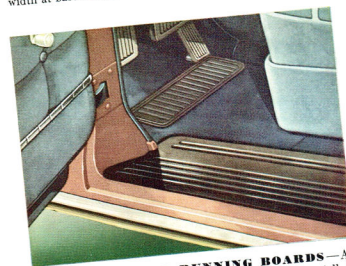
• "Airfoil" lids and Sealed Beam lights are both controlled by a lever on instrument panel. Pulling lever opens lids and switches on lights; pushing lever closes lids and turns off the lights.



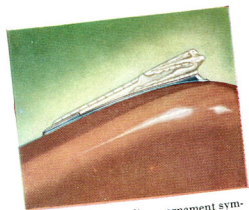
**NEW FRONT-END DESIGN**—De Soto's new front end is bigger, more impressive looking than ever! Handsome new grille design accents car's low, road-hugging appearance. Wider bumper that extends further around sides of car accents this husky appearance. Gravel shields also give bumpers a "built-in" look. Rugged new bumper guards are designed to also frame the license plates.



• Concealing the new De Soto's running boards is done by a flare at bottom of each door, which completely covers board and forms beautiful contour at lower edge. Doors are full width at base for easiest entrance and exit.

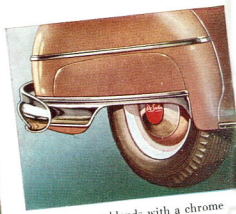
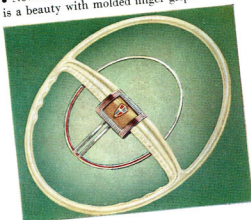


**NEW CONCEALED RUNNING BOARDS**—A new De Soto feature that will appeal to women especially: De Soto has full running boards to aid your getting in and out and to minimize the danger of tripping or stumbling, but they are completely concealed when doors are closed!



• De Soto's new radiator ornament symbolizes the car's streamlined smartness.

• New De Soto Full-Vision steering wheel is a beauty with molded finger grips.



• Rear bumper blends with a chrome strip on smart rear wheel shields.

This new De Soto brings you a brilliant forecast of the beauty and performance that other cars will feature in the years to come. In every superb detail of design and engineering—in body beauty, interior styling and in the way it performs on the road—this great De Soto has been planned to let you enjoy all the fine features of the future right now. For this new De Soto is a car that has been definitely planned to be well ahead of its time—a car thoughtfully styled to give you tomorrow's vigorous beauty today and built to keep on giving you today's brilliant performance and all-around economy tomorrow!

\*\*\* STYLE LEADER OF CHRYSLER CORPORATION

*New Personalized  
Interior Styling  
on Center Pages—*



## YOUR NEXT CAR— DE SOTO



### ROOM—

Your first look at the new De Soto will tell you it is a beautiful car with the most advanced styling. Your first ride will tell you why it should be your next car!

For one thing, you'll find that De Soto's big appearance is outward evidence of unusual roominess inside. Broad doors practically let you "walk" in and out of any model. Wide, deep-cushioned seats prevent cramped legs and keep elbows out of ribs—

let you stretch out without crowding fellow passengers. Headroom is so bountiful that a six-footer can lounge in comfort with no risk of squashing his hat against the roof. And with all this extra riding room, the new De Soto gives you more usable storage room

for luggage! In all sedans, the spare wheel is mounted at the side of luggage locker where it is out of the way,

yet easier to reach, instead of at the back.

The luggage locker has a spring counter-balanced lid which even a child can lift easily and which stays up without props when raised above center. Floor-level loading makes it easier to get luggage in and out of car.

### RIDE—"Miracle" is just the word for

De Soto's shadow-smooth ride. For it's almost miraculous the way this car glides over the roughest going without bobbing or pitching, takes car-tracks and cobblestones in its smooth level stride and hugs the road on the sharpest curves. De Soto's

independent Amola Steel coil springs enable front wheels to "step over" bumps; Ride Stabilizers—both front and rear—keep sidesway under steady control; Low center of gravity and scientific weight distribution keep De Soto on an even keel on sharp turns while airplane-type hydraulic shock absorbers "smother" the road shocks!

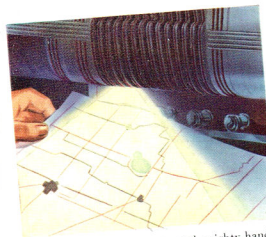
**STEERING**—The moment you take the wheel of this De Soto you'll agree it's one of the easiest steering big cars you ever handled! Individual tie rods to front wheels permit each wheel to move up and down independently of each other without causing thrust against pitman arm.

And ingenious rubber insulation of the pitman arm protects the entire steering system and driver against arm-tiring road shocks! Worm and roller-type gearing gives finger-pressure turning, and big 18-inch diameter steering wheel is molded to fit your hand like a glove.

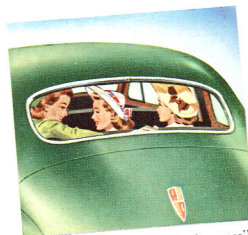
**VISIBILITY**—Although its beautiful lines are low and sweeping, De Soto gives all passengers panoramic visibility for greatest safety and pleasure.

Windshield and windows are not only wide, but deep—and made of highest quality safety glass for clear, undistorted vision all around. Extra-long windshield wiper blades give increased clear-glass area in the rain. Even the broad rear window is curved to reduce hazardous glare. You get more "seeing-space," better ventilation, in every new De Soto!

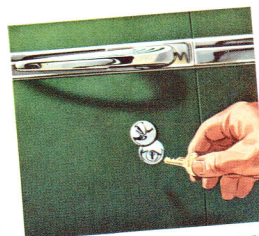
# New Comfort and Convenience!



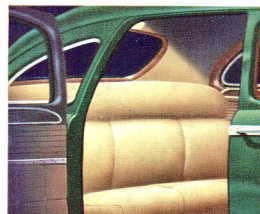
A map light on instrument panel, mighty handy for reading directions at night, is typical of the new De Soto's many convenient features. Light also aids entrance and exit at night.



All new De Sotos have huge "seeing space" for widest visibility from any seat through true-vision safety glass all around. Big rear window curved to reduce glare from behind.

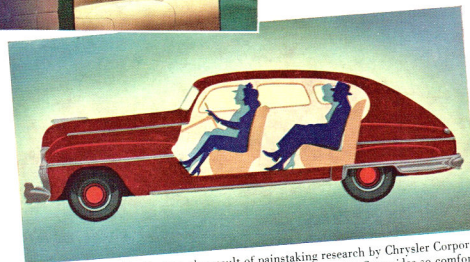
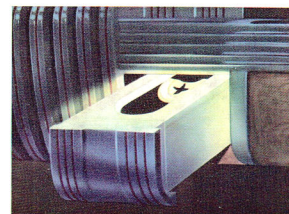


Exterior locks on both front doors are a new feature of all new De Sotos. You can lock car from either side but you can't lock yourself out! Ignition key fits both locks.

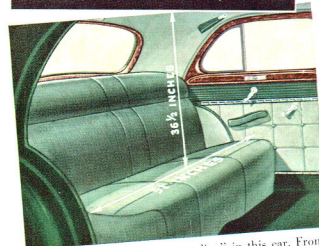


Left: When the right hand doors are opened, the interior is automatically illuminated for easier entrance at night. Rear door operates dome light. Front door operates new map light.

Right: No fumbling in the dark when you want to put out a cigarette! The ash tray on the instrument panel is illuminated by a light that also shows up interior of glove compartment.



Scientific weight distribution, the result of painstaking research by Chrysler Corporation "ride engineers," is an important reason why the new De Soto rides so comfortably, handles so easily under all driving conditions. Notice how all passengers ride between the axles in all models—in the zone of greatest comfort.



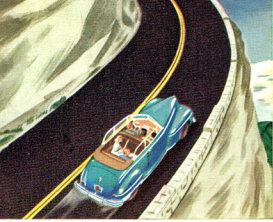
There's no such thing as "crowding" in this car. Front seats are 52 inches wide; rear seats—51 inches. In the Town Sedan, there's 36½ inches from rear seat cushion to roof—more than enough for a tall person and his hat!



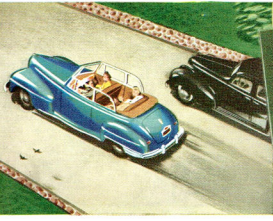
YOUR NEXT CAR... DE SOTO

YOURS IN THIS DE SOTO—A BRILLIANT NEW

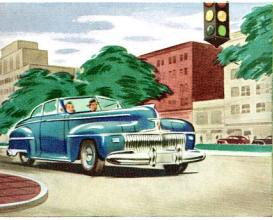
# Powermaster



CLIMBING—The Powermaster sweeps you up and over...with plenty in reserve!



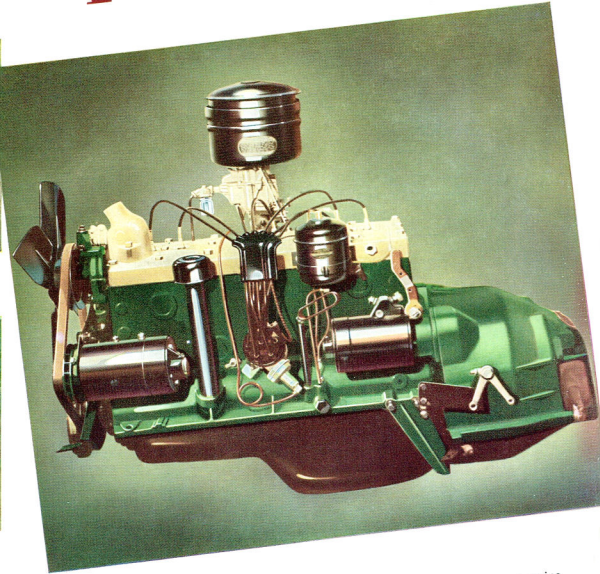
PASSING is swifter, safer when you have De Soto's extra power at your command!



GETAWAY—115 horsepower gives you smoother getaway when lights say "go!"



CRUISING—The Powermaster eats up the miles effortlessly...without eating up gas!



**DE SOTO'S NEW POWERMASTER**, the greatest engine ever built into a De Soto car, puts 115 thrilling, eager horsepower at your command! The Powermaster's extra horsepower means greater responsiveness and increased flexibility under all driving conditions. With Floating Power engine mountings, Superfinished Parts, Precision-type bearings, four piston rings and other great Chrysler Corporation engineering features, it's the smoothest, nimblest performer that ever powered any De Soto car. And thanks to improvements in carburetor and manifold design, it's one of the most economical. A little gasoline goes a long, long way in this car!

\* \* \* STYLE LEADER OF CHRYSLER CORPORATION



## PROVED in Battleships and Factories—

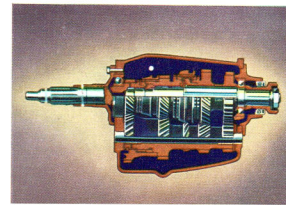
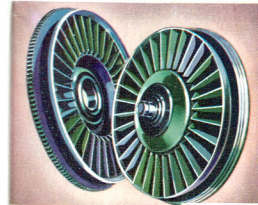
The principle of Fluid Drive has been used for many years to elevate big guns—to control steering in battleships—to turn giant machines in the nation's industrial plants!

# Fluid Drive with Simpli-Matic Transmission!

**BRINGS YOU THE SMOOTHEST, MOST THRILLING NO-SHIFT DRIVING!**

The easiest, quietest no-shift driving you ever dreamed of is yours in the new De Soto! Proved by thousands of owners, De Soto's Fluid Drive with Simpli-Matic Transmission has been improved for the future. Fluid Drive provides

the smoothest power known. Simpli-Matic Transmission lets you start, stop, cruise all day without touching clutch or shift-lever for all normal driving. To start, you simply press the accelerator; to stop, you merely step on the brake.



## NO SHIFTING... THRILLING PICK-UP!

In Fluid Driving, the De Soto's tremendous power is harnessed to rear wheels through oil with liquid smoothness—without a trace of bucking or jerking. There's no strain, no hum, no harsh grating of gears. And when you need extra pick-up, Simpli-Matic Transmission gives special acceleration—lets you start up or pass without manual shifting.

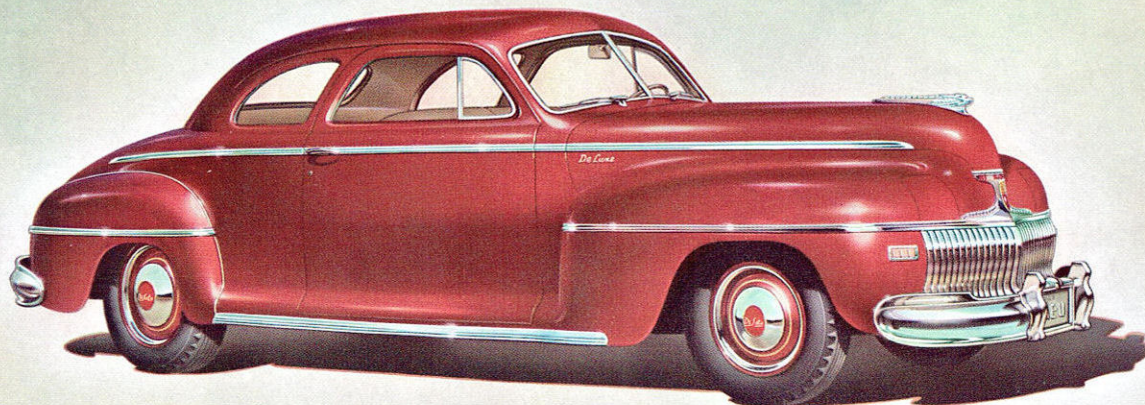


# Presenting the **DE SOTO DE LUXE**

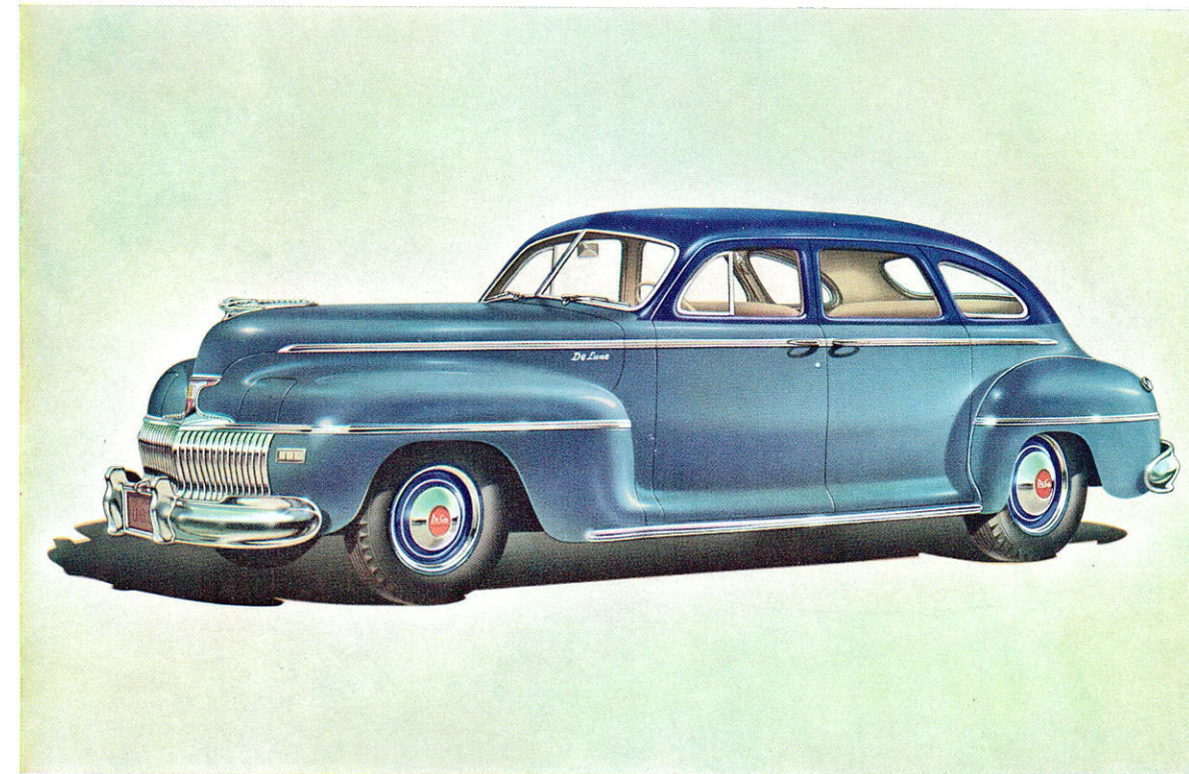


A more distinguished parade of De Luxe cars never came off the drawing boards of our designers than the models which De Soto is proud to present for your approval this year.

Pictured here—together with "Fashion Forecasts" selected and photographed by *Vogue*—are six De Soto De Luxe body types that will set the style for years to come! Six low, rakish Rocket Body types in a choice of nine solid and four sparkling two-tone color schemes—with a big selection of Personalized Interiors to delight every eye as surely as they will appeal to every taste!



YOUR NEXT CAR—DE SOTO ★ ★ ★ STYLE LEADER OF CHRYSLER CORPORATION

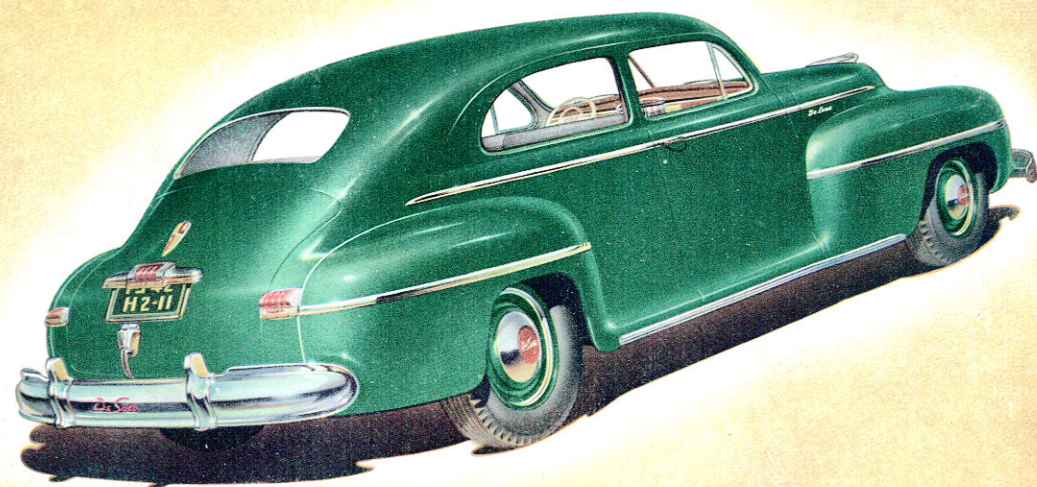


★  
**DE LUXE 4-DOOR SEDAN**—Brilliant style outside; luxurious roominess inside. Chair-height seats give ample headroom and cradle six in perfect comfort. Full-width doors provide easy access and exit. Chrome-framed rear quarter-windows afford controlled ventilation. Choice of De Luxe Personalized Interiors in broad-cloth or rich pile fabrics. Large, easy-access, dust-proof luggage locker in rear.

**DE LUXE 6-PASSENGER COUPE**—A man's car that women love to drive! Sedan-like roominess with coupe styling that's as smart as *Vogue's* newest outfit. Big wide seats hold six passengers in comfort. Doors are extra large—yet balanced to swing open easily. Sweeping rear deck covers commodious luggage locker with spring counter-balanced lid that stays open without props.







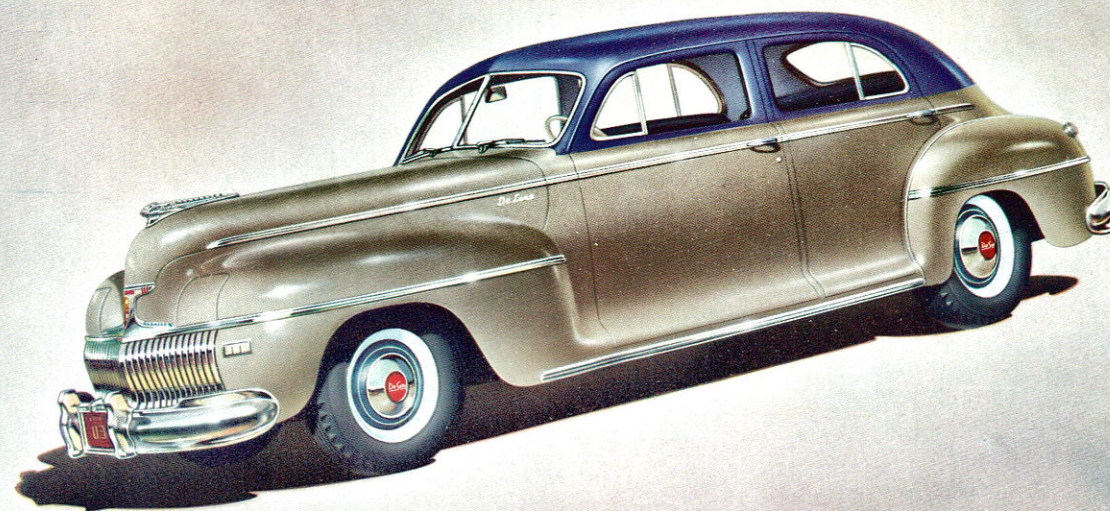
## DE LUXE *Town Sedan*

- Brilliant newcomer in the De Luxe line this year, the Town Sedan is a model that will be welcomed by people who want "something different." The long, rakish lines of this four-door model are accented by the sweeping two-window design and rear doors that follow fender contours. Both front and rear compartment windows are fitted with swivelled wings for full ventilation and visibility. Choice of luxurious two-tone upholstery fabrics that "go" beautifully with body colors. Interior beautifully trimmed with burl grain garnish moulding.



## *Two-Door* DE LUXE SEDAN

- This year's version of one of the most popular body types in the De Luxe line, in one of the year's most popular colors—Zircon Green. A smartly styled car, lithe and low, with extra-wide doors plus pillow-type seats that hold six with room to spare. Note handsome detailing, including horizontal door handles that blend with chrome striping at side, concealed running boards, large luggage locker in rear. Self-locking alligator hood controlled by lever under instrument panel. Choice of body colors and De Luxe Personalized Interiors.



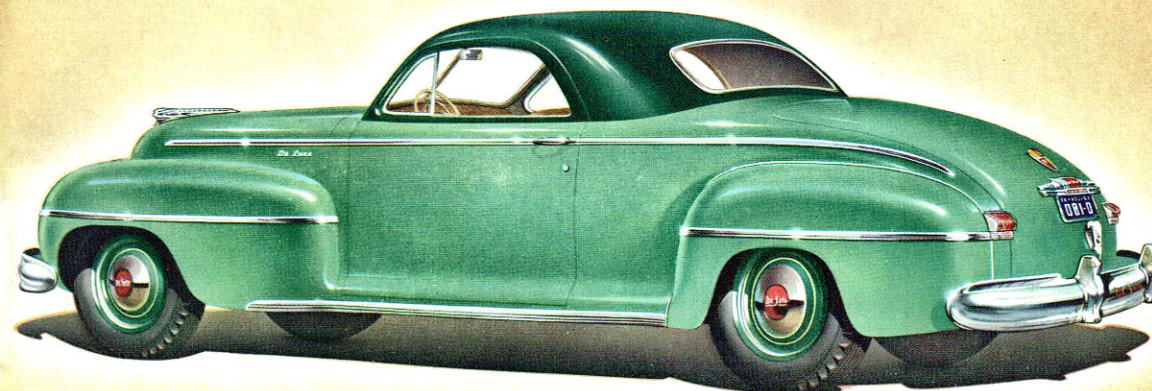
YOUR NEXT CAR—DE SOTO ★ ★ ★ STYLE LEADER OF CHRYSLER CORPORATION



## DE LUXE *Business Coupe*



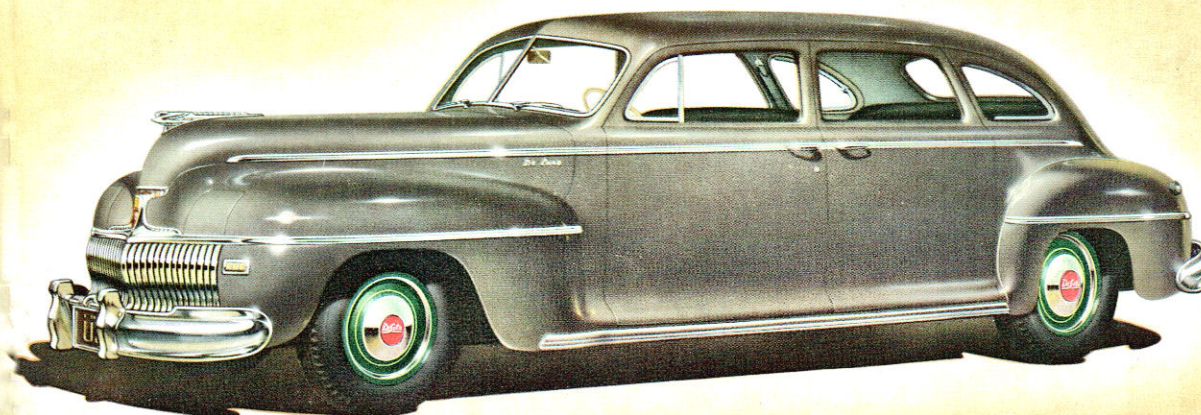
• Here's a smart car for both business and pleasure! A perfect balance of beauty and competent utility, this De Luxe Business Coupe is equally at home at country club or on the commercial trail. Wide seat gives three passengers more than enough room. Broad shelf at back of seat holds many small packages. Map light, lighted ash tray and the many other new De Soto convenience features are particularly useful on long trips. And under the sweeping, spring counter-balanced lid of the rear deck there's an enormous luggage compartment with space for trunks and travelling bags! This smart coupe is available in full selection of De Soto body colors and new De Luxe "Personalized Interiors"!



## DE LUXE *7-Passenger Sedan*



• If your tastes—and needs—run to a larger car, but if your budget says "be careful"—here's the perfect answer to your problem! The long, sleek body is mounted on the special De Soto 139½-inch wheelbase chassis. An oversize frame gives extra strength and rigidity. Riding quality is wonderful. Deeply-upholstered auxiliary seats fit snugly together when in use; fold clear out of the way when they're not. Body color and "Personalized Interior" options are the same as for all De Luxe types—and like *all* De Sotos, this car has "Airfoil" headlights, concealed running boards, Safeguard Wheels, longer-lasting baked-enamel finish. Extra power that's equal to this big car's size is at your command in its 115-H. P. Powermaster Engine!



YOUR NEXT CAR—DE SOTO \* \* \* STYLE LEADER OF CHRYSLER CORPORATION

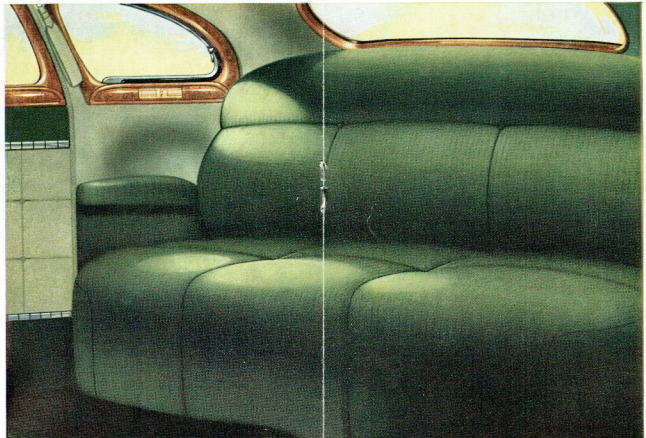


**YOUR NEXT CAR—DE SOTO...PRESENTS**

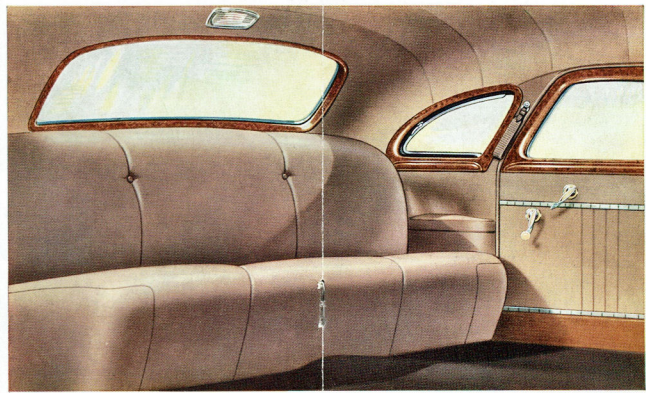
# Personalized Interior Styling



**YOUR CHOICE of fine fabrics,  
beautiful colors, in a series of  
striking new interior designs!**



All Custom models have bolster type seats, and two-tone green broadcloth makes them truly inviting as in this Custom 4-door Sedan. Floors of all Custom models are luxuriously carpeted front and rear. All custom two-tone broadcloths are also available on De Luxe models at moderate extra cost.

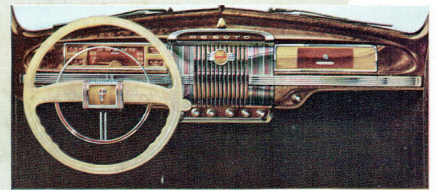


The "Personalized Interior" shown in this De Luxe 4-door Sedan sets new standards of luxury for its field! Every detail reflects fine craftsmanship—from beautiful garnish mouldings to leather effect scuff trim. This tan fabric goes with any of the thirteen striking De Soto body colors—is subtly flattering to any costume you wear!

**YOUR NEXT CAR—DE SOTO...INDIVIDUALLY**

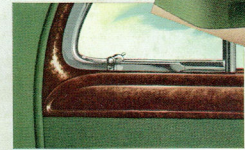
# Styled for You!

**EVERY DETAIL REFLECTS QUALITY— SHOWS  
NEW IDEAS IN COLOR AND DESIGN**



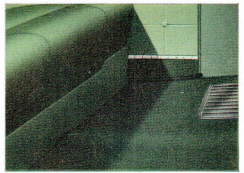
Above: Rich burl grain and chrome give new instrument panel jewel-like beauty. Notice convenient placement of gauges and controls.

Robe cords on back of front seats in Custom Brougham and Club Coupe reveal the new De Soto's fine detailing.



Garnish mouldings in warm wood-grain effects again show that luxury styling is standard equipment on this new De Soto! All custom mouldings have smart plastic inlays.

Front floor in each of the new Custom De Sotos has durable pile carpeting. Door bottoms protected by carpet scuff trim.





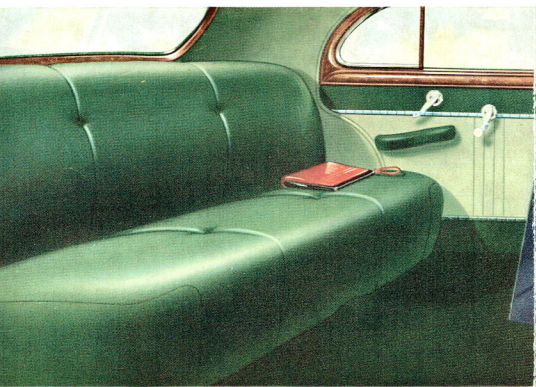


Just as the *Vogue* staff brings you the last word from the world of fashion, the new De Soto now presents the newest idea in motor car styles: your own selection of fabric and color combinations in a variety of brilliantly beautiful "Personalized Interiors!"

★

## PERSONALIZE YOUR DESOTO

BY SELECTING  
YOUR OWN INTERIOR!



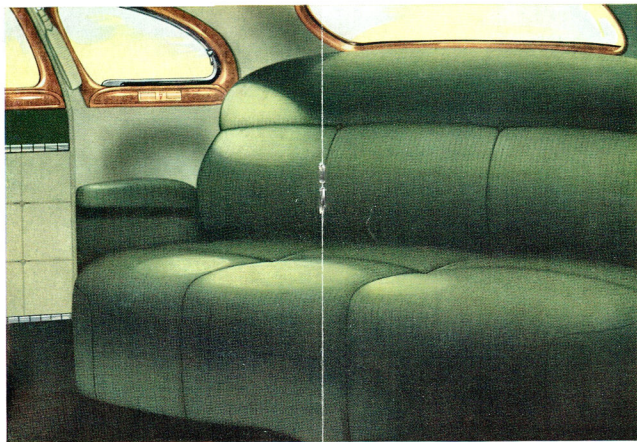
There's a sweeping choice of colors and materials in the De Luxe "Personalized Interiors"—both broadcloth and smooth pile fabrics. Interior of the De Luxe Town Sedan above reveals refreshing beauty of two-tone green pile fabric.



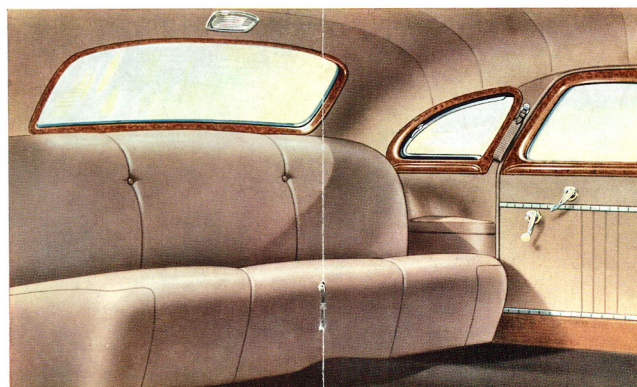
Fine broadcloth in two tones of tan key the scheme of this new Custom Town Sedan interior. Details include a folding armrest, embossed door panels and plastic inlaid garnish mouldings. The ensemble is a striking example of "Personalized Interior" luxury.



Two-tone blue broadcloth is a stunning new "Personalized Interior" fabric for this Custom Club Coupe. Side ash trays and roll-down rear quarter windows are other notable features of this beautifully styled and appointed De Soto Custom model.



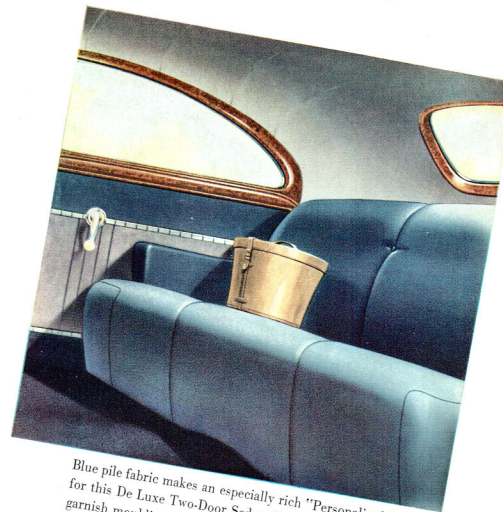
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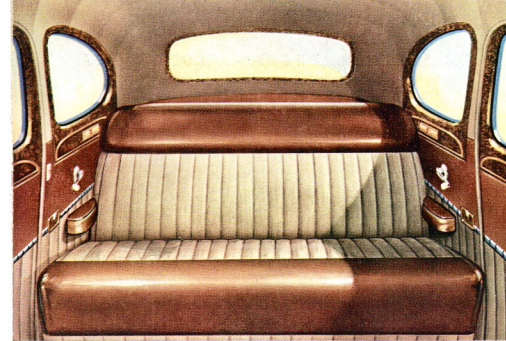
The "Personalized Interior" shown in this De Luxe 4-door Sedan sets new standards of luxury for its field! Every detail reflects fine craftsmanship—from beautiful garnish mouldings to leather effect scuff trim. This tan fabric goes with any of the thirteen striking De Soto body colors—is subtly flattering to any costume you wear!



De Luxe Business Coupe—lowest priced De Soto offers full choice of De Luxe "Personalized Interiors!" You're not tied down to any single color and fabric combination in the new De Luxe line!

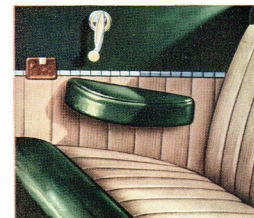


Blue pile fabric makes an especially rich "Personalized Interior" for this De Luxe Two-Door Sedan. Bright chrome trim and burl garnish mouldings show to high advantage!



The De Soto Sportsman "Personalized Interiors" are all their name implies—dashing ensembles of tawny whipcord and colorful leathers! They are stunning combinations of beauty and utility, in full Custom dress for every occasion.

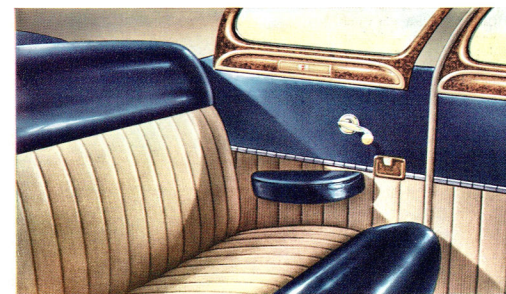
## NEW SPORTSMAN INTERIORS



Close-up of new Sportsman interior showing leather-sheathed arm rest, ashtray and other fine details. Back and sides of Sportsman front seat are covered with leather.

★

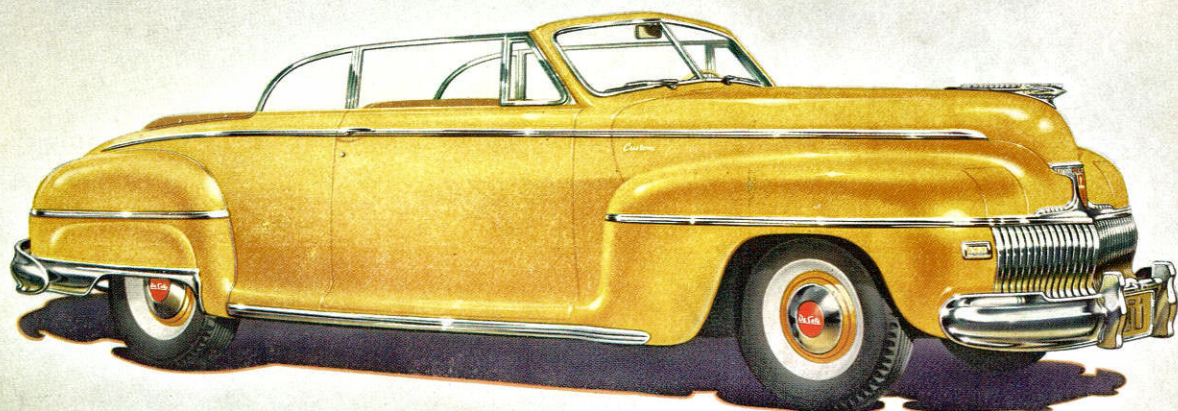
Below: Handsome new Sportsman interiors are available in your choice of red, blue, green or tan leather trim at moderate extra cost. Smart and practical...extremely durable.





*Introducing* **THE FINEST CAR IN DESOTO'S ENTIRE HISTORY**

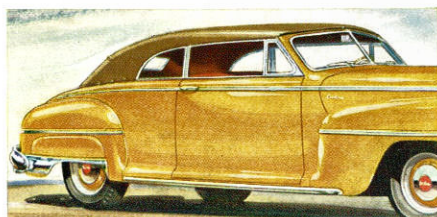
# DESOTO CUSTOM



This Custom Series is the finest, most glamorous group of cars De Soto has ever been privileged to offer. Inspired by future fashion trends that strike entirely new notes of smartness and originality, De Soto designers have surpassed themselves in creating a line of cars that stand alone in style leadership. Every detail of their Rocket Bodies and their rugged chassis reflects fine quality. Nowhere in the field will you find beauty so fresh, or performance features so far ahead, as Chrysler Corporation now offers in this new Custom De Soto!



**YOUR NEXT CAR—DESOTO ★ ★ ★ STYLE LEADER OF CHRYSLER CORPORATION**

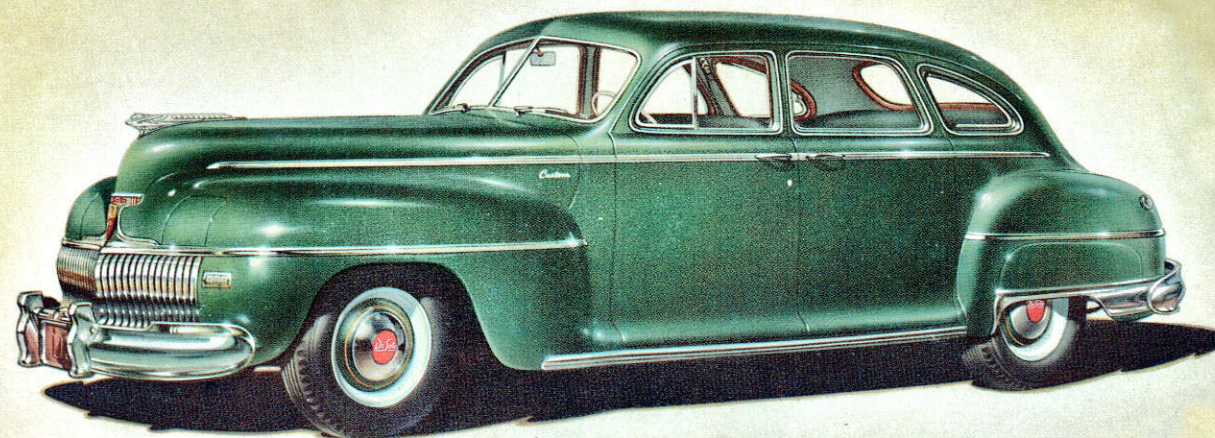


**CONVERTIBLE CLUB COUPE**

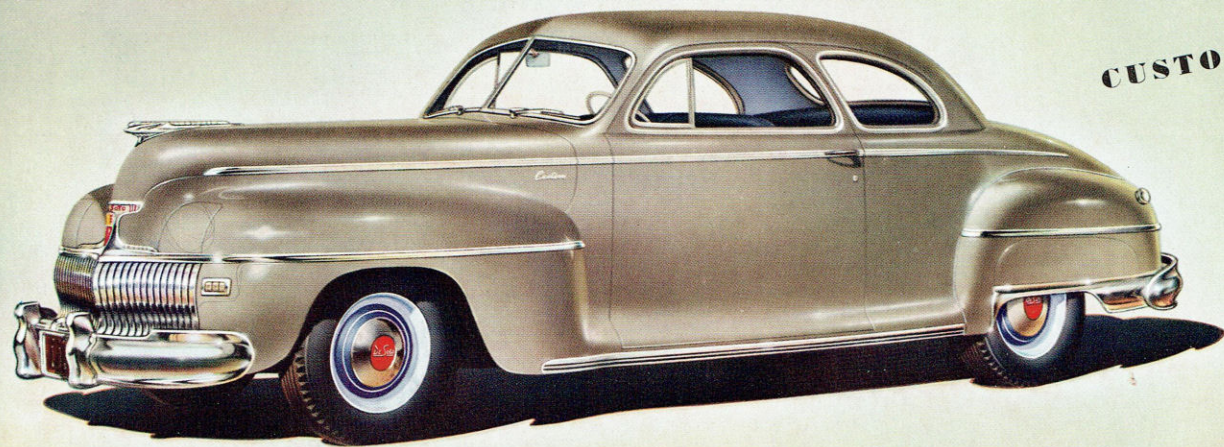
Here's the smartest, most practical convertible of them all! Snug-fitting top goes up and down at the touch of a button. Broad seats hold six comfortably and are trimmed in rich-toned leather and whipcord.

**CUSTOM FOUR-DOOR SEDAN**

Spacious comfort for six with lavish luxury. Choice of two-tone broadcloth fabrics helps you plan interior as you would assemble a new spring outfit. Handy assist grips on back of front seat indicate thorough detailing.







**CUSTOM CLUB COUPE**

• Costume by *Vogue*; Custom Club Coupe by DeSoto in a beautiful shade of gray—one of the smartest of the De Soto colors. This brilliantly styled coupe easily holds six passengers and a huge load of luggage. Three of its great features are: ample headroom for rear seat passengers, rear quarter windows that *open* and unusually wide doors, both equipped with outside locks. Another is its unusual scope in interior styling. In addition to all Custom two-tone broadcloth options, you may have your pick of handsome leather-trimmed Sportsman Interiors, at moderate extra cost. A great car for dashing about town—or taking long trips with lots of baggage aboard, with plenty of comfort for all!



**Smooth—Modern Styling!**

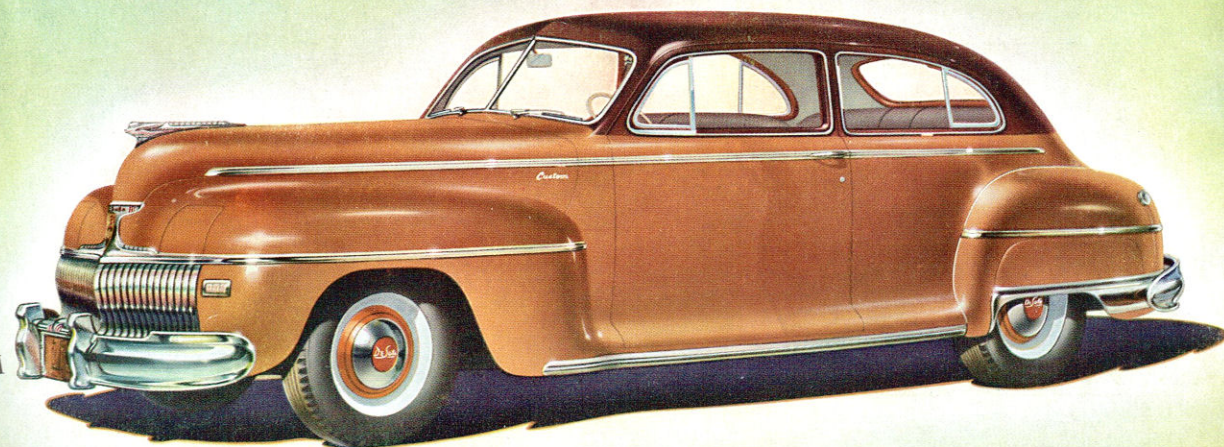
**YOUR NEXT CAR—DE SOTO \* \* \* STYLE LEADER OF CHRYSLER CORPORATION**

**The Ultimate in Smart—**



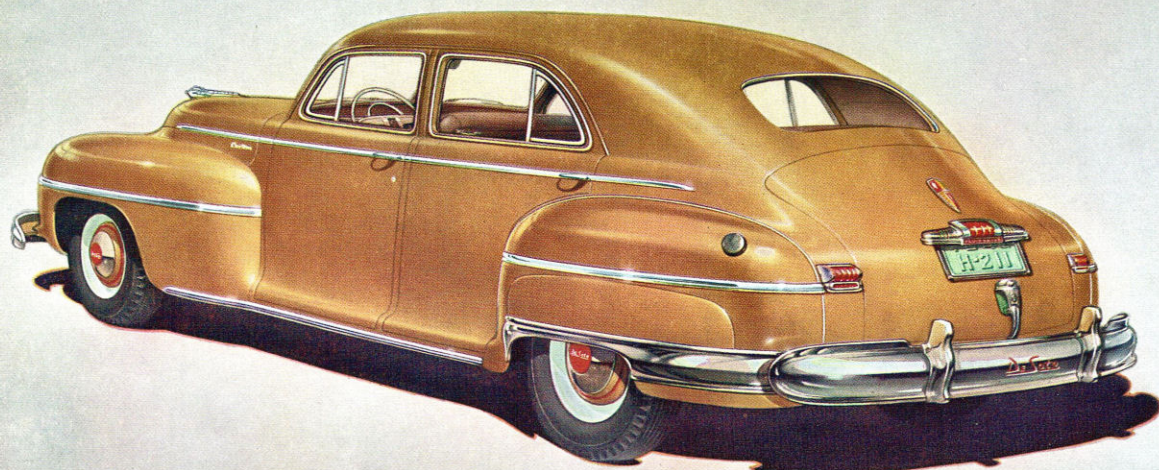
• A Rocket Body that emphasizes De Soto's low, road-hugging streamlines and advanced Custom styling inside and out. Observe the continuous flow of lines from front to rear—the total absence of ungainly bulges and protruding fixtures ...even headlights and running boards are concealed. Note also the large safety glass area for widest visibility; the ventilating wings in rear compartment windows. Palamino Beige and Navajo Brown is the color combination—but any of the twelve other De Soto color schemes are just as becoming to this model. Bolster seats feature a folding armrest in rear. Both doors have key locks, and Safeguard Wheels are standard. Your choice of Custom "Personalized Interiors."

**CUSTOM 2-DOOR BROUGHTON**





☆☆ **BUILT FOR THOSE WHO EXPECT THE FINEST** ☆☆



### CUSTOM TOWN SEDAN

• Smart and challenging as *Vogue's* *tailleur* at the right is De Soto's Custom Town Sedan at the left with its suave, low lines, its beautifully crafted interior. One of the most dashing Rocket-bodied models, its advanced styling includes many notable features such as wings in rear windows for better ventilation and visibility, bolster-type upholstery in finest broadcloth and a folding center armrest in rear seat. Note the large window area of this four-door model.

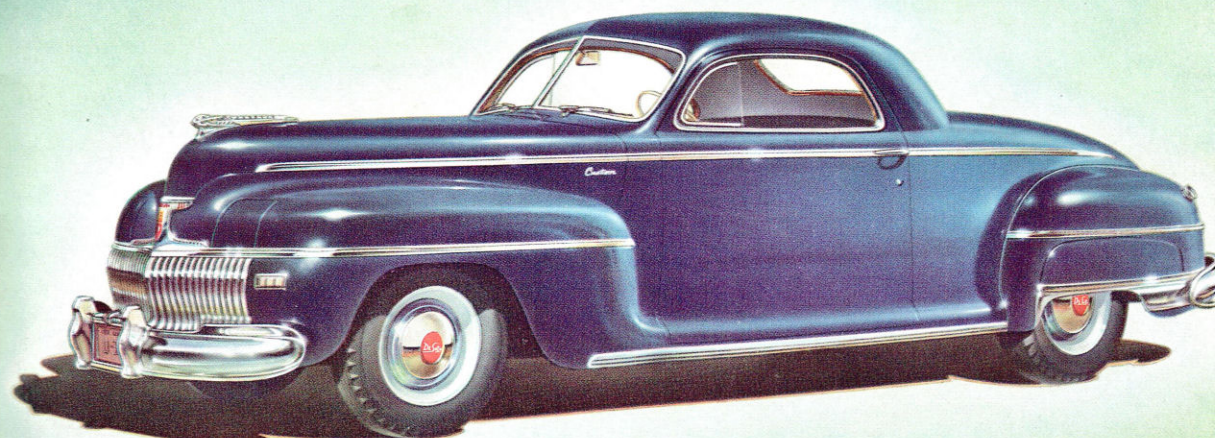


YOUR NEXT CAR—DE SOTO ★ ★ ★ STYLE LEADER OF CHRYSLER CORPORATION

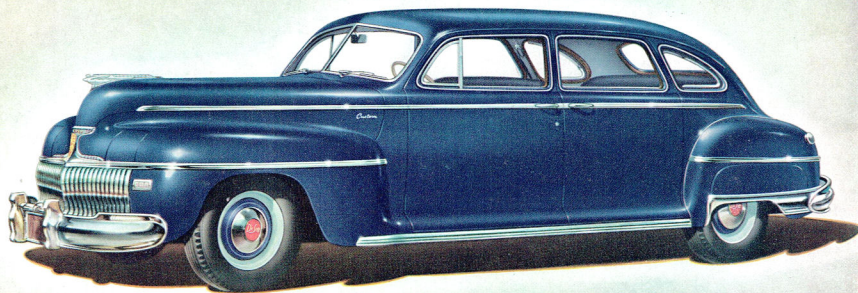


### THE CUSTOM COUPE

• The new De Soto Custom Coupe has a "car about town" manner—neither formal nor casual, but at home in any setting. Its fresh, lively lines and huge luggage capacity are a promise of going places and getting things done. You can combine the body color you like best with a matching "Personalized Interior." The custom styling in this model affords the distinction and luxury you'd expect to find only in a much higher priced car of this extremely popular body type.

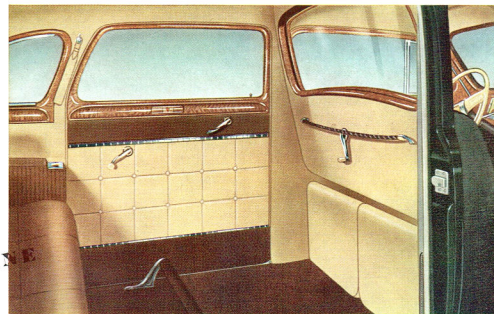






## CUSTOM 7-PASSENGER SEDAN

Here's luxury fit for a king—size, style, roominess, richness—everything you get in the most expensive cars, except high price. The special 7-passenger body is mounted on big 139 $\frac{1}{4}$ -inch De Soto wheelbase, giving incomparable riding ease and roadability. Bigness is matched by power from the 115-horsepower De Soto Powermaster Engine. Auxiliary seats fit together so snugly three can ride on them in comfort. Interior reflects Custom styling in each elegant detail.



## CUSTOM LIMOUSINE

The ultimate in chauffeur-driven luxury and roominess. Custom crafted body and oversize chassis are the same as in the 7-passenger sedan, except for safety-glass partition separating front and rear compartments. Front seat upholstered in fine grain leather. Comfortable auxiliary seats fold out of the way.

# You'll be Proud of Your Next Car!



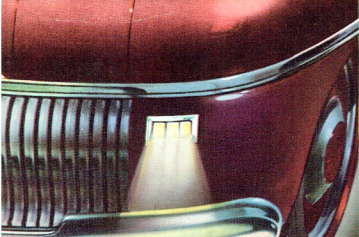
Whether you choose a brilliant new De Luxe De Soto, or a superb Custom model, you'll be happy in your choice and proud of your own good taste. For whatever body type, or color, or interior you order, you can be sure of being *right*! Chrysler Corporation designers have made it a simple matter to bring together in every one of these new De Sotos all the elements of correct advanced style.

They have presented you a veritable rainbow of enchanting body colors, and a galaxy of stunning two-tone color schemes all expertly chosen and harmonized for your selection.

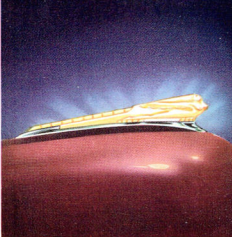
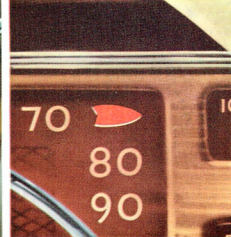
But beauty is not the only reason you'll be proud of your next car. You'll also revel in De Soto's exciting performance, its "Miracle Ride," the way it handles in and out of traffic, the surging smoothness of its new Powermaster Engine.

You will discover a thrilling new motoring experience in Fluid Driving the De Soto Way—a *new kind* of no-shift control for all normal driving. And you'll be surprised at this De Soto's economy! No matter what kind of driving you do—fast or slow—in traffic or cross country—you'll marvel that a car so big and comfortable, so solid in its feel on the road, can cost so little to operate mile after mile and month after month.

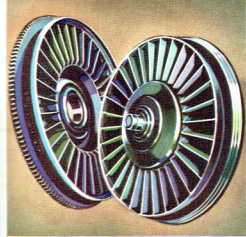




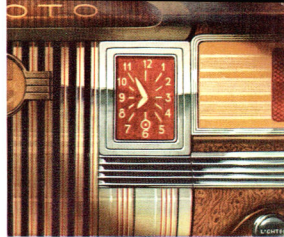
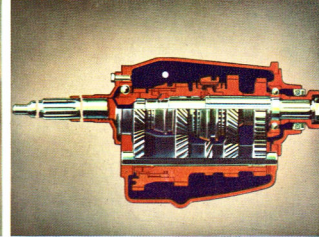
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## SPECIAL



# Fifth Avenue

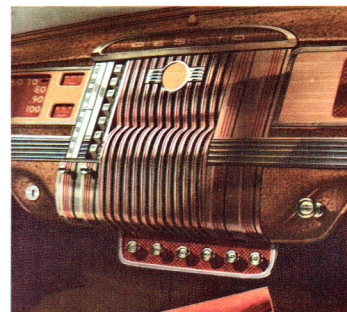
## ENSEMBLE!

This year, De Soto introduces a style innovation that is a unique event in the world of motor car fashion—the "Fifth Avenue" Ensemble! This ensemble is a distinguished group of features, fittings and accessories, specifically created for use and enjoyment with the new De Soto cars, and presented at an attractive special price—as a "package!"

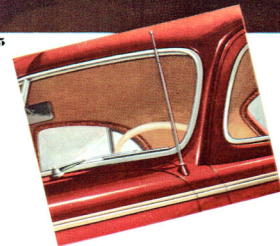
The "Fifth Avenue" Ensemble is comprised of the

features illustrated here and listed below. It may be purchased for most Custom De Soto models, and its availability as a "package" offers a twofold advantage! It enables you to enjoy the benefits of almost every important luxury and comfort feature at a special "group" price. All of these items are engineered for your De Soto, so there's no guesswork in making a selection that is

correct in every detail of form and function. In purpose and scope, the "Fifth Avenue" Ensemble may be aptly compared to choosing the right accessories to go with any well planned wardrobe—with this exception: In these smart "extras" for your De Soto, your selection is *simpler*. The things you desire to round out the ensemble for "your next car" now are all ready for you in a complete package!

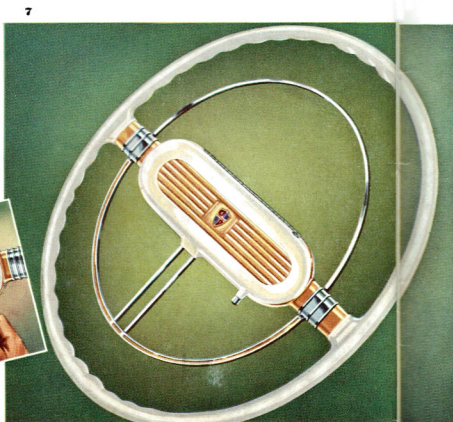
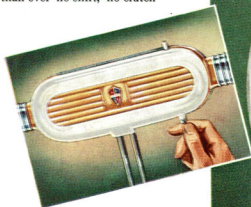


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## Personalized Appointments Attractively Priced As An Ensemble

1. Special Directional Signals with built-in indicators on the instrument panel. Signals operate in parking lights on front—in tail lights in rear. Special Feature: One of the instrument panel indicators flashes continually when you start with emergency brake partly on. 2. New Radiator Ornament Light. The entire plastic figure lights up when parking lights are on. 3. Fluid Drive with Simpli-Matic Transmission. Better-than-ever no-shift, no-clutch operation for all normal driving—power through oil with special acceleration whenever you need it. Smooth, responsive under all conditions!



4. Electric Clock. Specially designed for the De Soto instrument panel. A perfect timekeeper. 5. Eight-tube, high fidelity radio—with Electric Antenna that rises and lowers at the touch of a button. 6. Streamlined Rear Wheel Shields. The smartest ever offered the public. Broad chrome strip blends into rear bumper. 7. A Special Molded Plastic Steering Wheel, with a new "dispenser" cigarette case built into the hub. Just push the plunger and it "hands" you a cigarette. **ALSO** (Not illustrated): Four White Wheel-Trim Rings. Smart effect of white sidewall tires! Pushbutton Starter on instrument panel. Cigar Lighter. Exhaust Extension. • Any item in the "Fifth Avenue" Ensemble may be purchased separately at regular list price, if desired.







# DE SOTO—STYLE LEADER OF CHRYSLER CORPORATION—ENJOYS THE BEST OF Famous Chrysler Corporation Engineering!

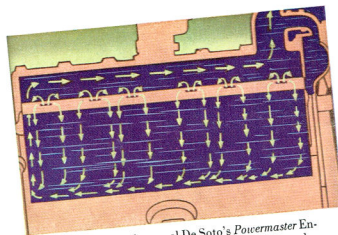
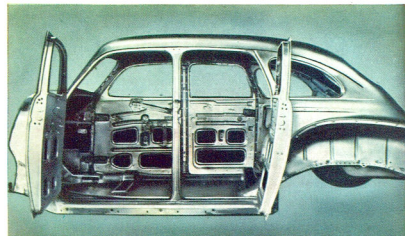
You'll find the cream of famous Chrysler Corporation quality and craftsmanship in every detail of the new De Soto.

This car is the culmination of long years of hard work and painstaking research which have given the automobile industry Floating Power, Superfinished Parts and many other great Chrysler Corporation "firsts."

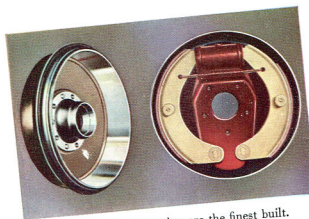
Nor is that all. Over and above these proved qualities which make the new De Soto such a standout value are included important gains gathered from the accelerated pace of all Chrysler Corporation engineering effort during the last year or more. As a result, "Your Next Car" not only represents the best of the past—but the finest features of the future as well.

It is truly a modern car—a product of today's times—built to meet tomorrow's needs as well.

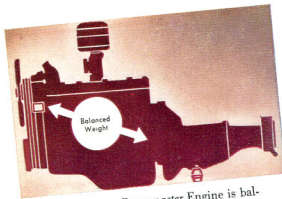
**DE SOTO'S ALL-STEEL BODY** is reinforced for greatest strength. One piece steel top is welded into a single steel unit with top, sides, floor.



Full-length water jackets cool De Soto's **Powermaster** Engine cylinders over their *entire* length. Engine runs cooler with less wear on moving parts. By-pass thermostat for recirculation facilitates quick warm-up in starting.

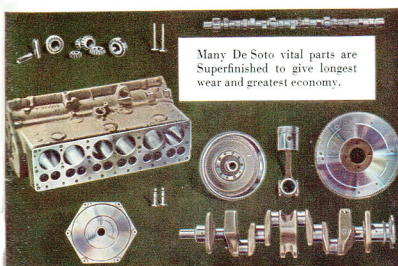
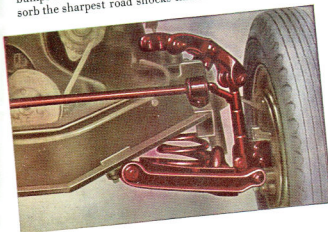


New De Soto hydraulic brakes are the finest built. Pedal pressure entirely controls braking.—Drums Superfinished for longer brake lining wear.



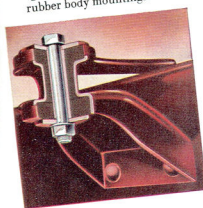
De Soto's brawny **Powermaster** Engine is balanced on live rubber Floating Power engine mountings located high in front, low in rear for greatest smoothness, least vibration.

De Soto's independently sprung front wheels "step over" bumps on tough, flexible Amola steel coil springs that absorb the sharpest road shocks like a soft cushion.

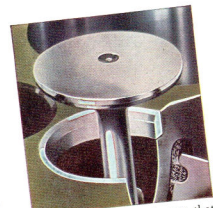
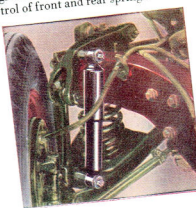


Many De Soto vital parts are Superfinished to give longest wear and greatest economy.

The De Soto body is insulated against shock and noise by live rubber body mountings.



Big aero-hydraulic shock absorbers give soft, silent up-and-down control of front and rear springs.

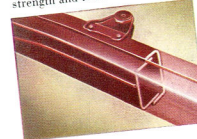


Special alloy valve seat inserts, that resist pitting and wear, materially increase De Soto's economy. Valve grinding is rarely necessary.



Grit and dust don't sift into the new De Soto carburetor—thanks to heavy duty Oil Bath Air Cleaner that is standard equipment on every car!

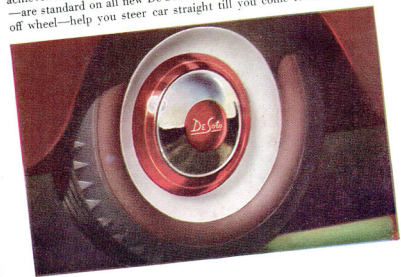
Rugged frame is constructed from open channel steel girders welded into a box section of tremendous strength and twist-resistance!



Oilite (self-lubricating) bearings are used in many vital De Soto points. Permanent—never require attention.

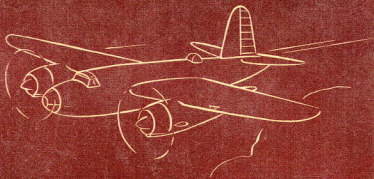


Safeguard Wheels—another Chrysler Corporation engineering achievement and one of the greatest safety inventions in many years—are standard on all new De Soto. They keep a flat tire from rolling off wheel—help you steer car straight till you come to a safe stop!



\*\*\* YOUR NEXT CAR—DE SOTO





# Home of DeSoto

## DEDICATED TO DEFENSE

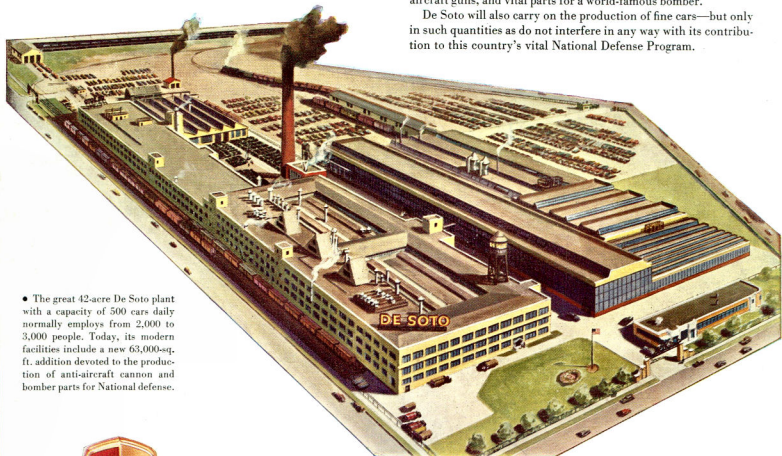
This is the home of "your next car"—one of the best equipped and most modern motor car factories in America.

Normally, the primary function of this plant is the manufacture of fine automobiles. To this end it is equipped with the newest

tools and machines, manned by thousands of skilled craftsmen.

Today, however, De Soto's chief concern is the manufacture of armaments imperative to National Defense. This factory is now turning out great quantities of parts for one of the finest anti-aircraft guns, and vital parts for a world-famous bomber.

De Soto will also carry on the production of fine cars—but only in such quantities as do not interfere in any way with its contribution to this country's vital National Defense Program.



- The great 42-acre De Soto plant with a capacity of 500 cars daily normally employs from 2,000 to 3,000 people. Today, its modern facilities include a new 63,000-sq.-ft. addition devoted to the production of anti-aircraft cannon and bomber parts for National defense.

