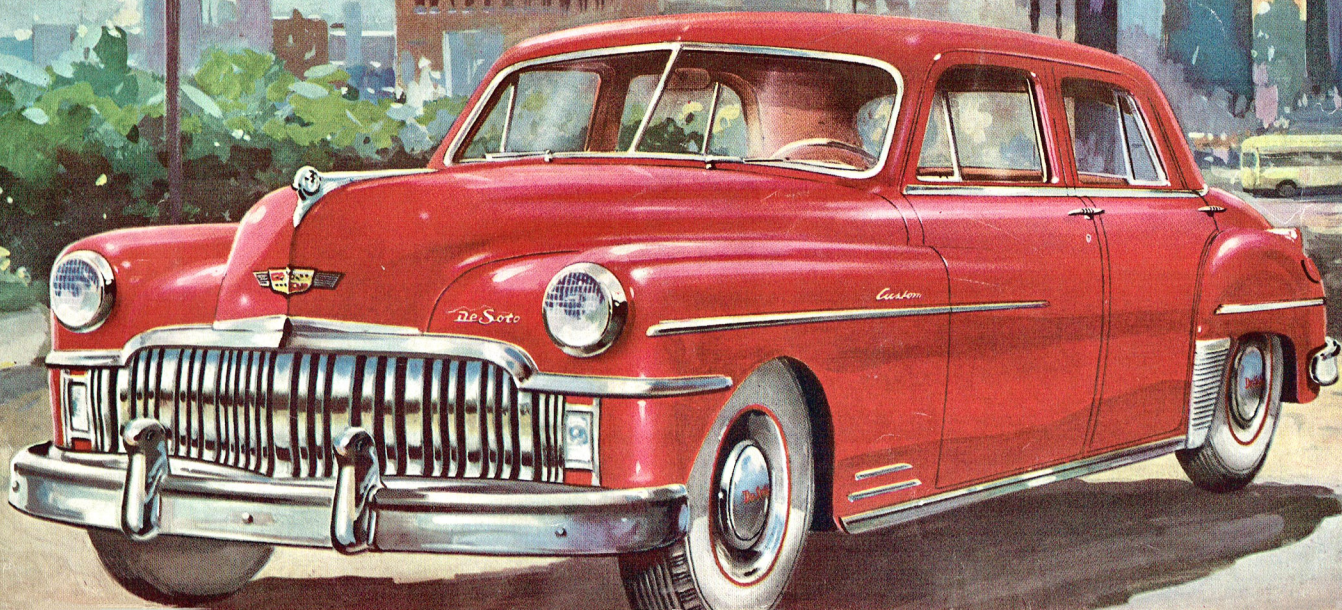
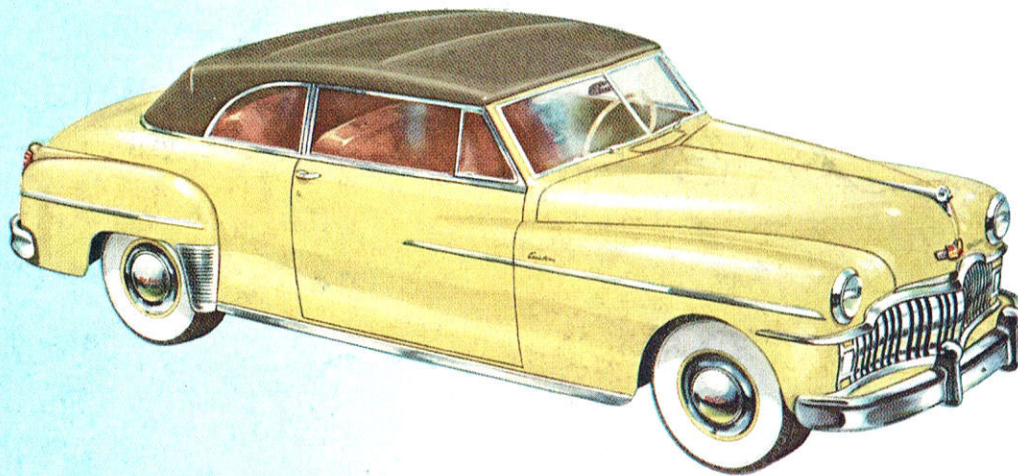
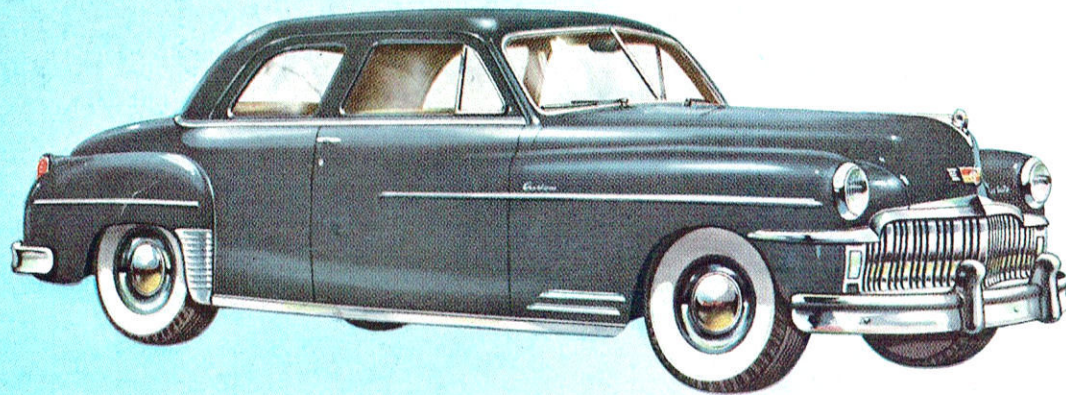


DeSoto

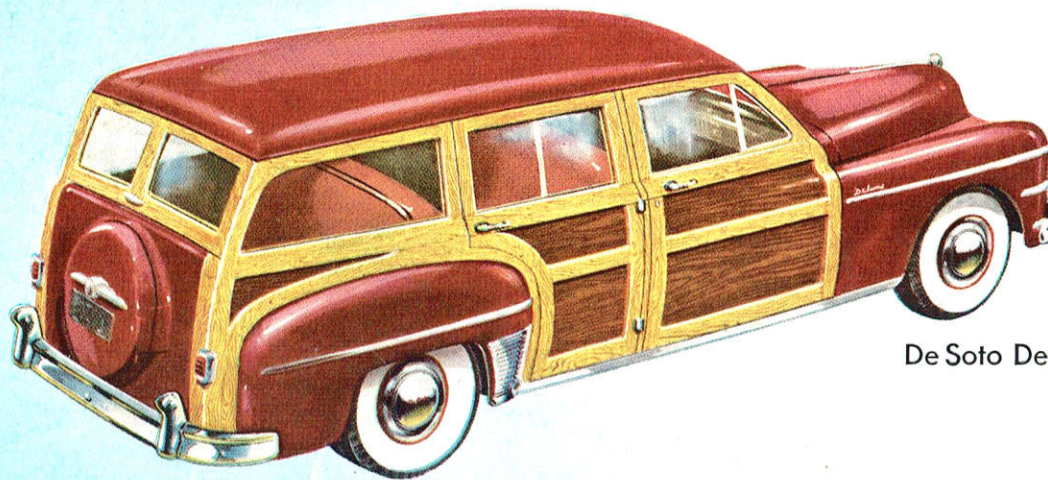




De Soto Custom Convertible Coupe
with automatic top-adjusting mechanism



De Soto Custom Club Coupe



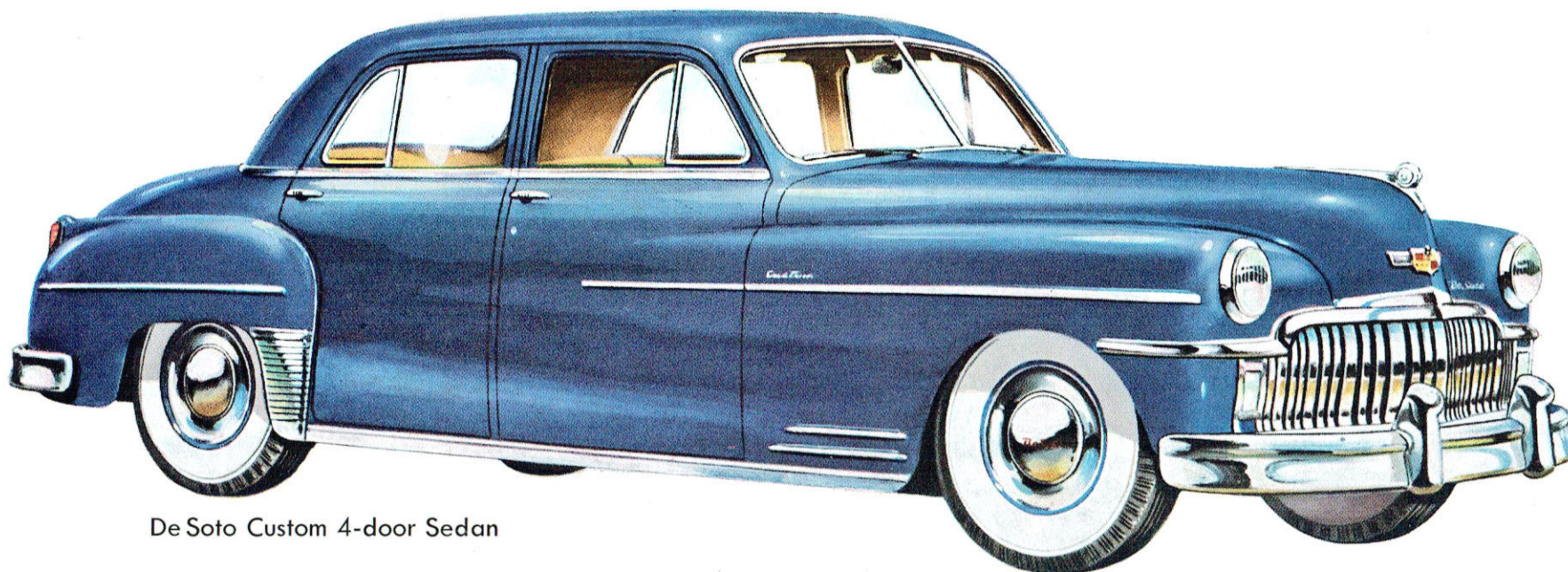
De Soto DeLuxe Station Wagon

● **DESOTO STEERING** is "feather-light!" New symmetrical linkage makes steering control easy . . . steady . . . shock-free!

● **DESOTO'S FLOATING RIDE** results from its longer wheelbase. No matter where you sit, you ride cradled between the axles. Yet De Soto's overall length has not been increased.

● **SAFE-GUARD HYDRAULIC BRAKES** have heavy-section drums . . . improved, cycle-bonded linings. You get quick, smooth stops and lots longer brake life!





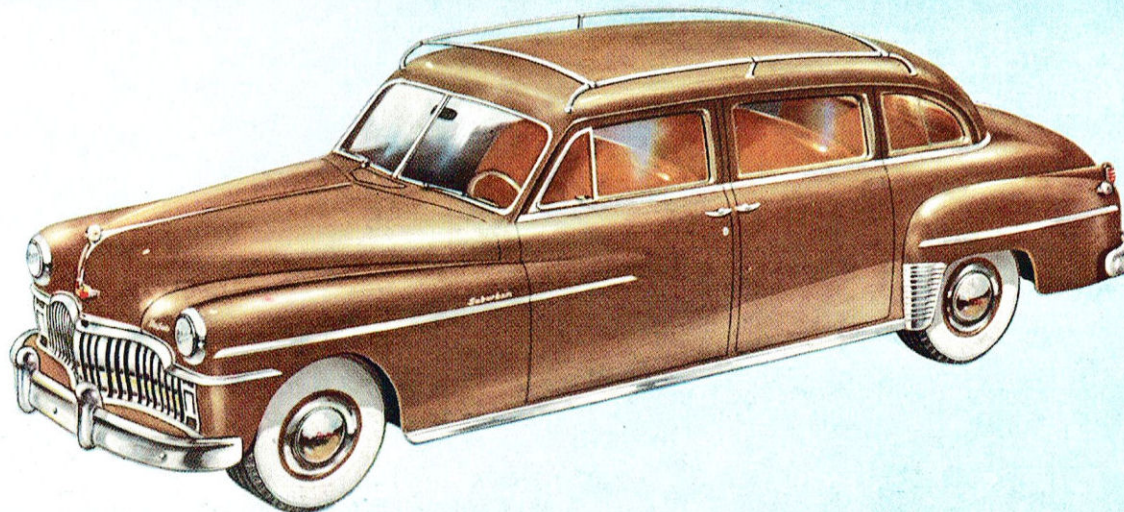
De Soto Custom 4-door Sedan

DE SOTO

The men who designed and built this brilliant new De Soto wanted you to have a car that would be surpassingly beautiful. A joy to look at and a thrill to own. But they wanted to combine this new beauty with more comfort, not less. More safety, not less. More convenience, not less. . . . To do that meant a lower car without stealing your headroom. It meant more usable width. A steering wheel that didn't hit the knees. Not only bigger window area, but chair-high seats to give you more real visibility. It meant a car designed to fit you and your family . . . instead of your having to fit into it! . . . They wanted you to have a handsome car without having to rebuild your garage. They wanted you, if necessary, to be able to change a tire easily. And if someone did dent your fender, they wanted you to be able to have it fixed economically. . . . In short, they wanted you to enjoy every advantage of modern design without a single sacrifice in comfort or convenience. And they succeeded. They built this new De Soto — the car designed with You in mind — a car that looks wonderful . . . feels wonderful . . . is wonderful. It will give you many, many years of greater riding enjoyment than you have ever known before.



THE CAR DESIGNED WITH YOU IN MIND

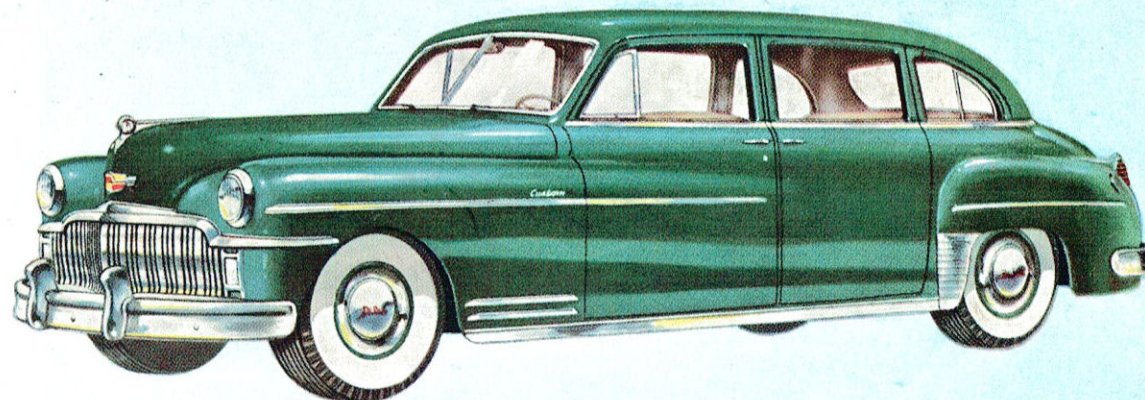


De Soto Custom 7-passenger Suburban

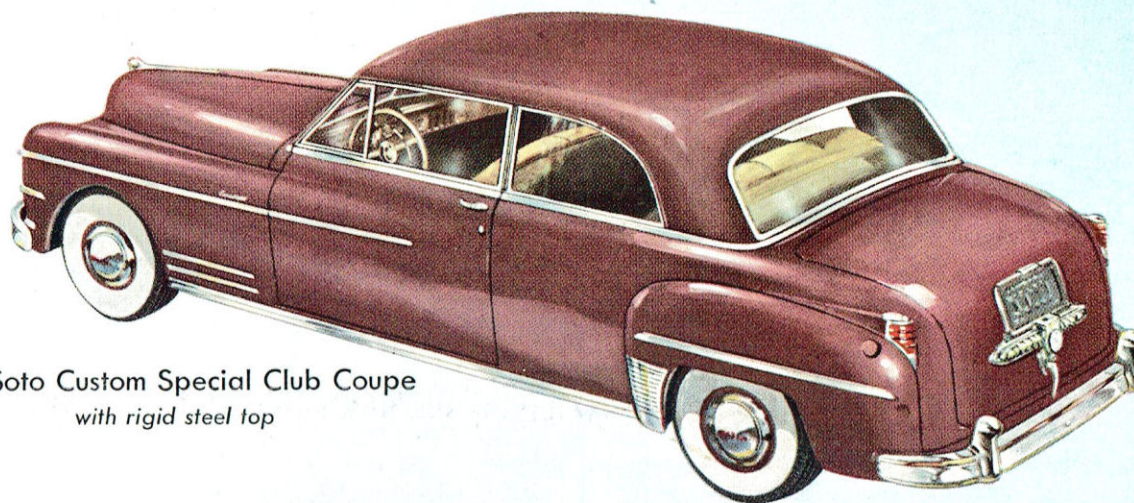
● **IMPROVED POWERMASTER ENGINE** has better acceleration than ever! On hills, in traffic, or when passing, you get the extra power you need . . . when you need it!

● **CYLINDER WALLS** are treated with Parco-Lubrite, a scuff-resistant finish that lengthens engine life . . . lessens danger of damage through abuse during the breaking-in period.

● **SAFETY-RIM WHEELS** hold both tire and tube in place, even in high speed blow-outs! Help you come to a smooth, straight-line stop . . . adding to your safety.

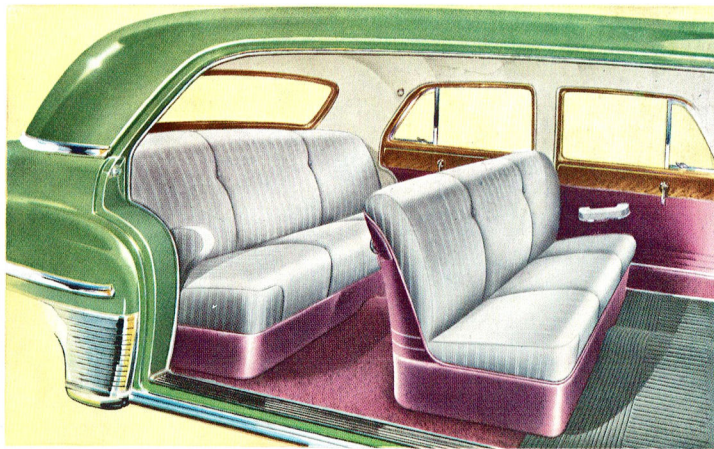


De Soto Custom 7-passenger Sedan



De Soto Custom Special Club Coupe
with rigid steel top

ROOMINESS IS THE KEYNOTE TO DE SOTO COMFORT!



Headroom, legroom, and elbow-room to spare! Wide doors for easy entrance and exit. Broad, deep-seated luxury that is practical. Wide chair-high seats, front and back, afford drawing-room comfort no matter where you sit!

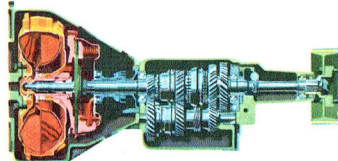


Custom Club Coupe interiors are as practical as they are beautiful. Rear seat passengers will marvel at the space. Fixed foot rest behind front seat remains in place regardless of front seat adjustment.

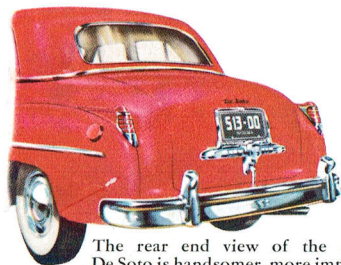
De Soto

LETS YOU DRIVE WITHOUT SHIFTING

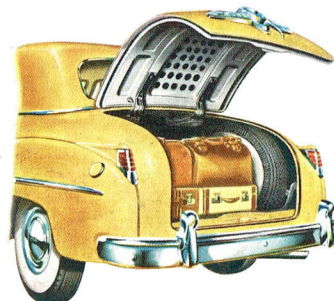
De Soto's famous *gyro*/ Fluid Drive and Tip-Toe Hydraulic Shift make it possible. Power is transmitted through a cushion of oil that absorbs the shocks of sudden starts and stops...



saves wear on tires... makes vital parts last longer. Gears are shifted quickly and quietly by the hydraulic shift which you control with the accelerator pedal. These outstanding De Soto features have already established a record of billions of miles of carefree, effortless driving.



The rear end view of the new De Soto is handsomer, more impressive than ever... with many improvements for your driving safety and convenience! The Custom models have a built-in "backup" light that operates automatically when you go into reverse. Tail-lights placed to show full width of car. Full-width rear window increases vision. Twin stop lights warn drivers behind you.



Easy-to-raise counterbalanced lid opens De Soto's spacious luggage compartment. Spare tire is stowed upright at one side to allow more room; jack is stowed behind tire. With lid opening at floor level, you can slide luggage in and out!

SPECIFICATIONS

DE SOTO CUSTOM 125½" AND 139½" WHEELBASE AND DE SOTO DELUXE STATION WAGON 125½" WHEELBASE

● **ENGINE**—Powermaster, six-cylinder, L-head type, Floating Power mounted. Bore 3⅞" (87.31 mm). Stroke 4¼" (108 mm). Piston displacement 236.6 cu. in. (3.87 liters). Compression Ratio 7.0:1. Low compression cylinder head optional. A.M.A. Horsepower 28.36. Developed brake horsepower 112 at 3600 r.p.m. U-slot, cam-ground, plated aluminum pistons with 4 coated piston rings each. New Lubritized cylinder walls. Four-bearings, counterweighted crankshaft with vibration damper. Precision-type, high-duty crankshaft and connecting rod bearings. Silent chain driven camshaft. Four camshaft bearings.

● **FUEL SYSTEM**—Plain-tube down-draft carburetor with idle adjustment and adjustable accelerating pump. Automatic manifold heat control. Automatic electric 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. By-pass thermostat. Water capacity 4¼ U.S. gallons (16.1 liters). Four-blade 17¾" (45 cm) fan.

● **CLUTCH**—Dry, single-plate 9¼" (23.5 cm) diameter clutch with cushion center. Molded woven asbestos facings. Ball-thrust release bearing with lubricants sealed in.

● **TRANSMISSION**—Hydraulically operated with four speeds forward, one reverse. Built-in control unit.

● **FLUID DRIVE**—Thirteen inch diameter coupling. Ball type coupling hub bearing. Oilite bushings on coupling runner inner bearing.

● **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 3.73:1, except 7-Pass. Sedan, Suburban and Station Wagon which have 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 1¼" (4.5 cm). All leaves with tapered ends. Rubber cored bushings

at front. Rubber cushioned shackles at rear. Heavy-duty 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. Front end sway eliminator.

● **CHASSIS FRAME**—Improved super rigid, double channel frame. Box-section steel side rails, ⅝" (2.38 mm) thick. Maximum depth 6" (15.2 cm). Outside width at maximum depth, 3⅞" (9.92 cm). On 7-Pass. Sedan, Suburban and Station Wagon: ¾" (3.57 mm.); 6⅞" (16.59 cm); 3⅞" (9.96 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 114 ampere hours, located under hood in left fender shield. Sealed-beam headlights with foot control. Parking lights below headlights. Dual air horns. Full-circle horn ring on steering wheel. Dual taillights. Stop light. Rear license plate light. Reading light and map light. Directional signals and hand brake flasher are standard on De Soto Custom and available as special equipment on De Soto Station Wagon. Back-up light is standard equipment on custom models and available at extra cost on Station Wagon.

● **BRAKES**—Improved type 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 11" (27.9 cm). (12" on Station Wagon and 139½" W.B. models.) Molded asbestos brake lining 2" wide (5 cm) Cycle-Bonded to brake shoes, to dispense with rivets and increase lining useful area and life. Separate parking brake at rear of transmission.

● **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 7-Pass. Sedan and Suburban which are 15 x 8.20. Heavy Duty 6-ply and White Sidewall 4-ply and 6-ply are also available at extra cost.

BODY FEATURES

Smartly tailored. Modern lines, lower and wider. Ample head room, leg room, luggage space. Luxuriously comfortable chair-high seats. Large windshield and rear windows.

Front End

New grille of heavy and light vertical chrome bars. New front medallion. New bumper with more massive buffers.

Silhouette

The longer wheelbase results in better cradling of passengers between the axles and in improved riding qualities. The new silhouette shows less overhang in both front and rear. Rear doors in Sedan are hinged from center post.

Rear End

"Flowing-line" treatment of rear end presents better balance with front end. The bumper is slightly recessed in rear fenders. Deck lid lock, stop lights and license light form one distinctive unit. New taillights located higher on fenders.

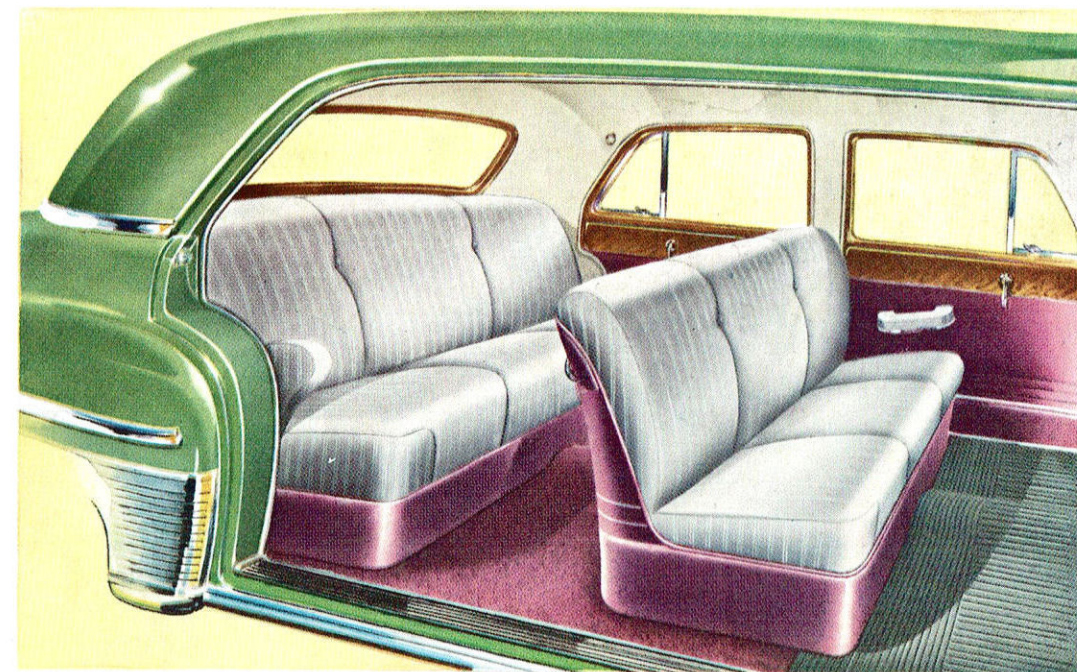
Appointments

Redesigned instrument panel complements new styling. The gauges have been relocated in new chrome frames and are lighted by "black light." New round speedometer located in front of the driver, between the gauges and the new radio control panel. Center panel is slotted to reveal radio grille and also contains cigar lighter, clock and ash receiver. Glove box with lock. Steering wheel of hard rubber finished in metallic enamel. Chrome horn ring. Jewel-like plastic center medallion. Rear doors have vent wings with new tamper-proof lock. Ash receiver in back of front seat has chrome wings and contains a cigar lighter and mirror. Imitation leather kick pads around base of rear seat cushion, doors and front seat.

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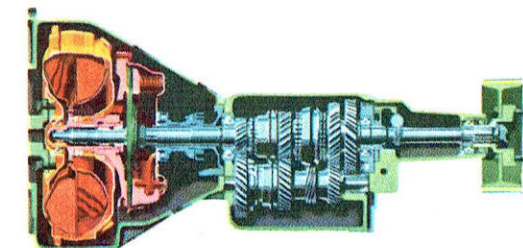


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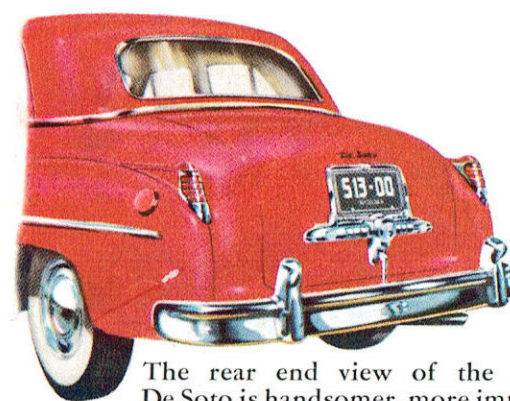
De Soto

LETS YOU DRIVE WITHOUT SHIFTING

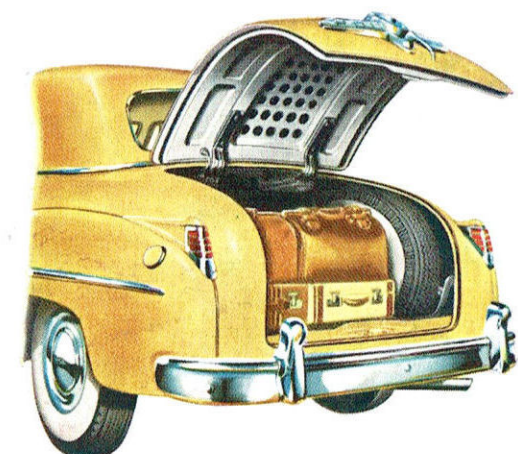
De Soto's famous *gyrol* Fluid Drive and Tip-Toe Hydraulic Shift make it possible. Power is transmitted through a cushion of oil that absorbs the shocks of sudden starts and stops...



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CODE: YMUIC

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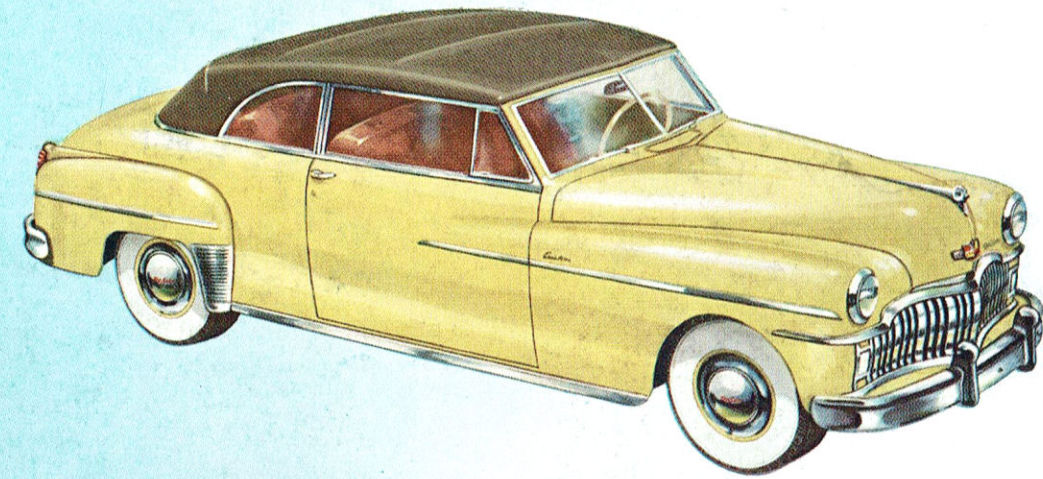
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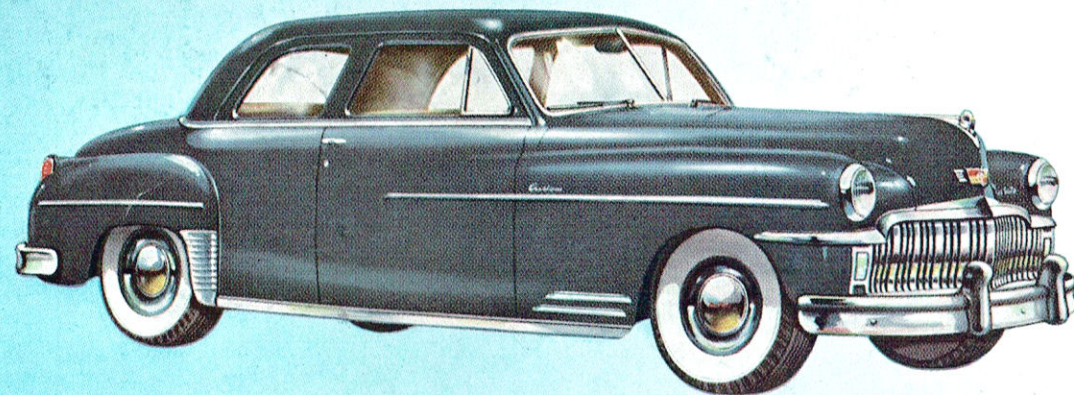
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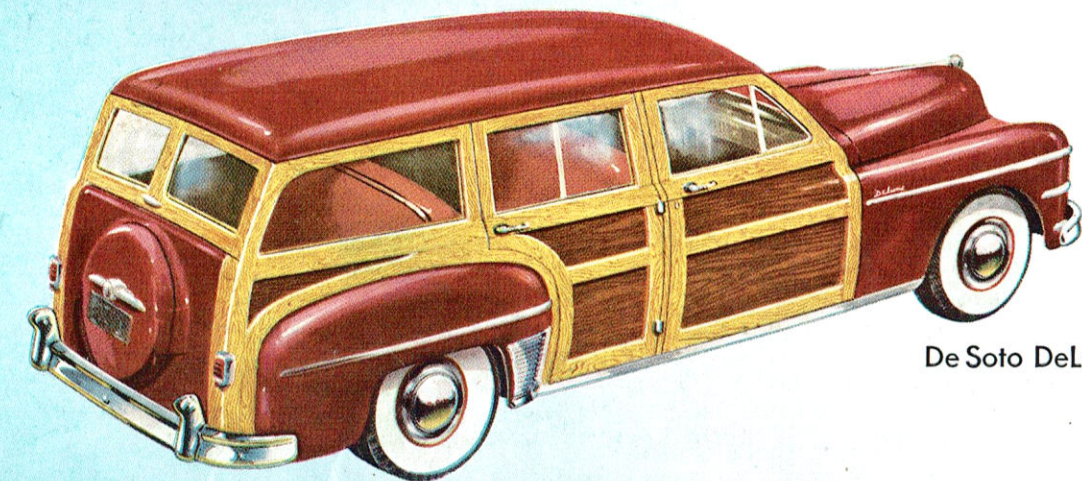
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De Soto Custom Convertible Coupe
with automatic top-adjusting mechanism



De Soto Custom Club Coupe

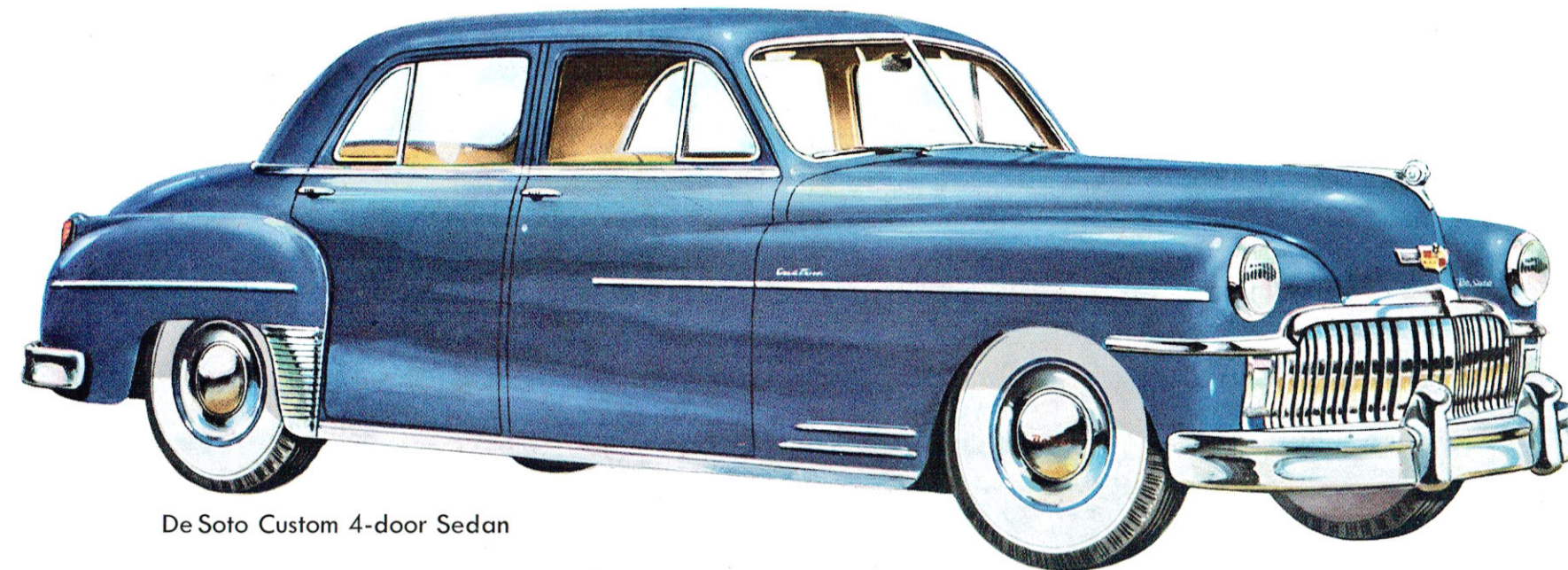


De Soto DeLuxe Station Wagon

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De Soto Custom 4-door Sedan



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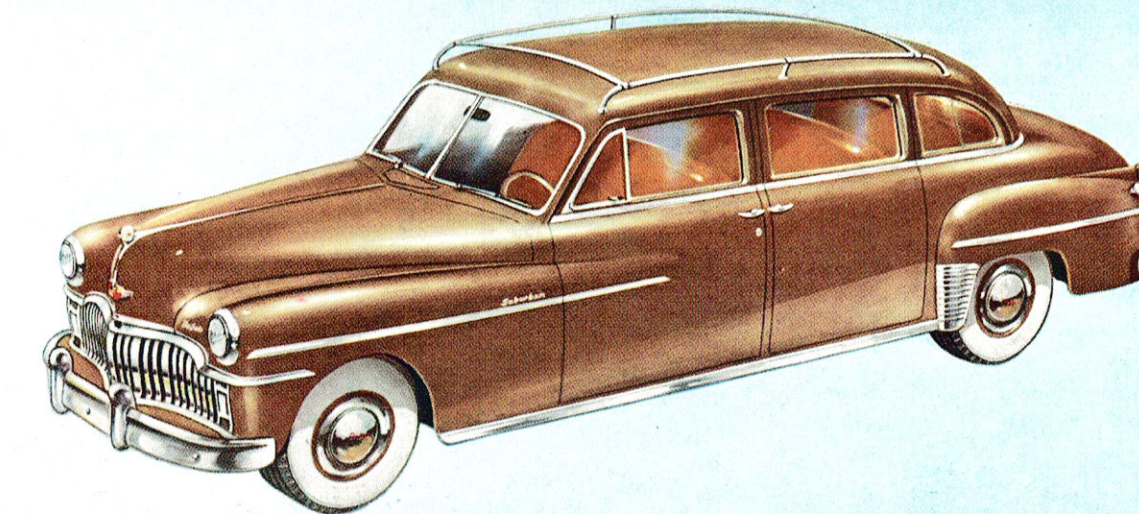


THE CAR DESIGNED WITH YOU IN MIND

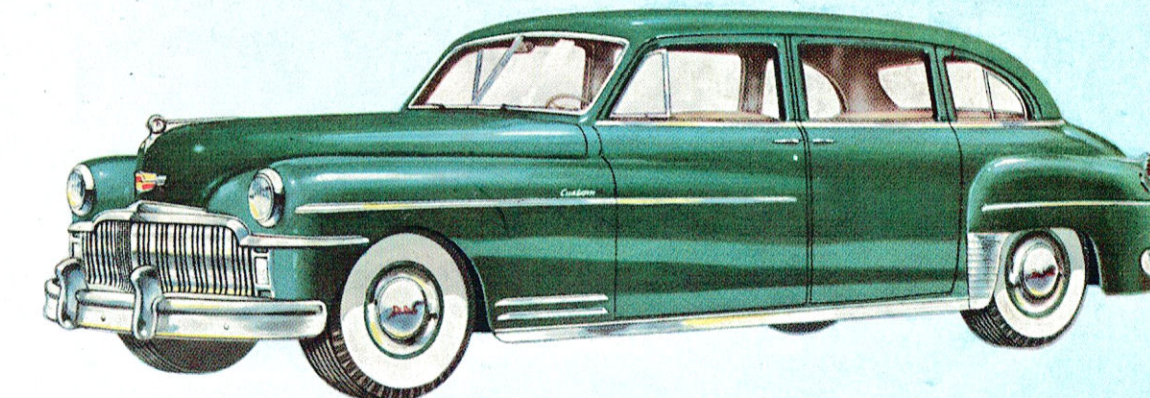
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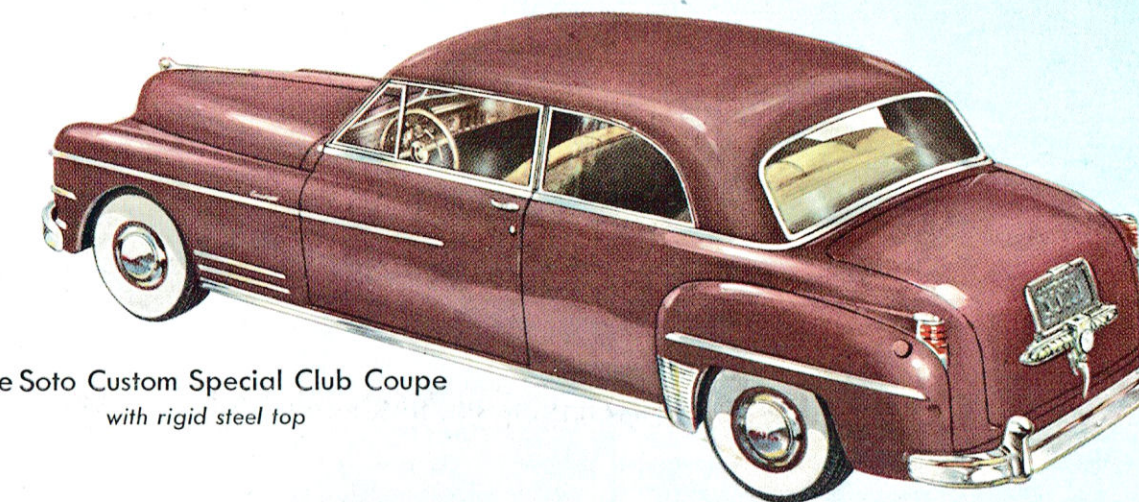
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De Soto Custom 7-passenger Suburban



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