



1954

DE SOTO AUTOMATIC

WITH

POWERFLITE

TRANSMISSION

PRESENTING THE NEW 1954

DE SOTO AUTOMATIC with the sensational POWERFLITE

Here at last is a car capable of carrying out sudden orders swiftly and safely at all speeds. Here is a car that makes every driving move easier for you . . . automatically!

Full-Time Power Steering does 80% of the work of turning and parking. Power Braking lets you stop safely with 50% less pedal pressure. New No-Sway Ride Control means 35% less sway on turns. And PowerFlite . . . the industry's finest automatic transmission . . . does 100% of the gear shifting!

As for beauty, the 1954 De Soto Automatic has a brilliant new "forward" look! Artistic new bezels on headlights and tail lights . . . gracious new grille and new bumpers . . . lovely fender mouldings . . . all are

designed with exciting new rakish contours.

Interiors are exquisite. Handsome new mouldings repeat the body tones. New instrument panel in two-tone colors blends in beautifully. Rich new nylon fabrics and glistening hardware complete the ensemble.

The 1954 De Soto Automatic comes in the Fire Dome V-8 Series and the Powermaster Six Series . . . with the Fire Dome V-8 Series introducing a new mightier 170 horsepower Fire Dome engine.

All in all, the new 1954 De Soto Automatic brings you driving that is simpler, pleasanter, more fun than you've ever known. Try it yourself!

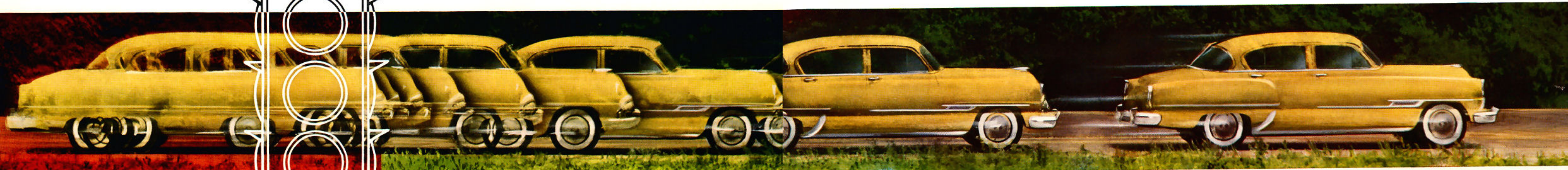
TRANSMISSION



NO CLUTCH!

The clutch pedal is out of the picture! PowerFlite almost works itself! Just set the shift lever and forget it. From standstill to top speed, the shift is fully-automatic. PowerFlite is America's greatest automatic transmission!

THE GETAWAY IS TERRIFIC, THE RESPONSE IS INSTANTANEOUS . . . YOU'RE UP TO CRUISING SPEED IN SECONDS!



T H E P E R F E C T L E I S U R E C A R I S H E R E !

In the new 1954 De Soto Automatic, you can set the new drive selection lever and then never use your hand or foot in shifting for the rest of the day! The PowerFlite transmission does all the gear shifting automatically. You can nudge the accelerator and the new 170 horsepower De Soto

Fire Dome V-8 engine automatically responds with tremendous surge . . . taking you up to legal speed in seconds! You can turn the wheel with the light pressure of one finger with Full-Time Power Steering . . . simply "dial" yourself out of close parking spaces with hydraulic power doing the hard

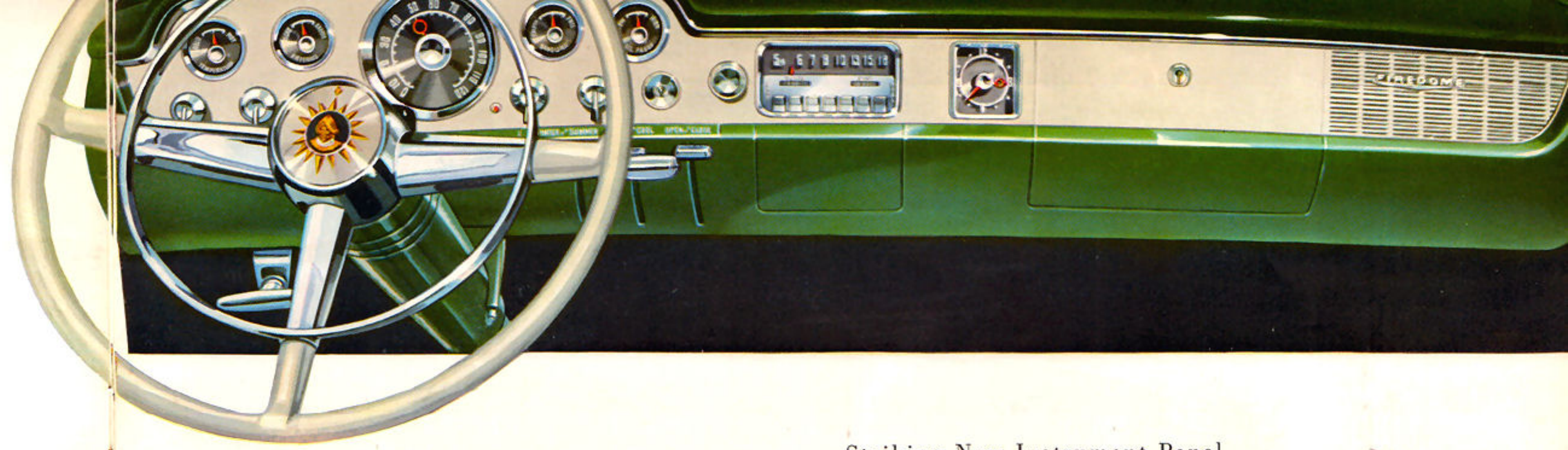
work. You can turn a corner with very little sway or tire squeal . . . because new No-Sway Ride Control automatically keeps the car on more even keel. You can touch the Power Brakes lightly and they bring about a quick effortless stop. In every way, De Soto puts you ahead—automatically!



DE SOTO AUTOMATIC

170 H.P. Fire Dome V-8 Series

The magnificent new De Soto Fire Dome V-8 line sets standards that will pace the entire industry! The new 170 hp Fire Dome engine delivers tremendous power to command any situation... and delivers it all on regular gas! Ensemble styling... combining new body color choices, new rakish chrome design, new rich fabrics, deep-nap wool carpeting, new enameled interior mouldings, and the striking new instrument panel... makes these cars every bit as outstanding in appearance as they are in performance.



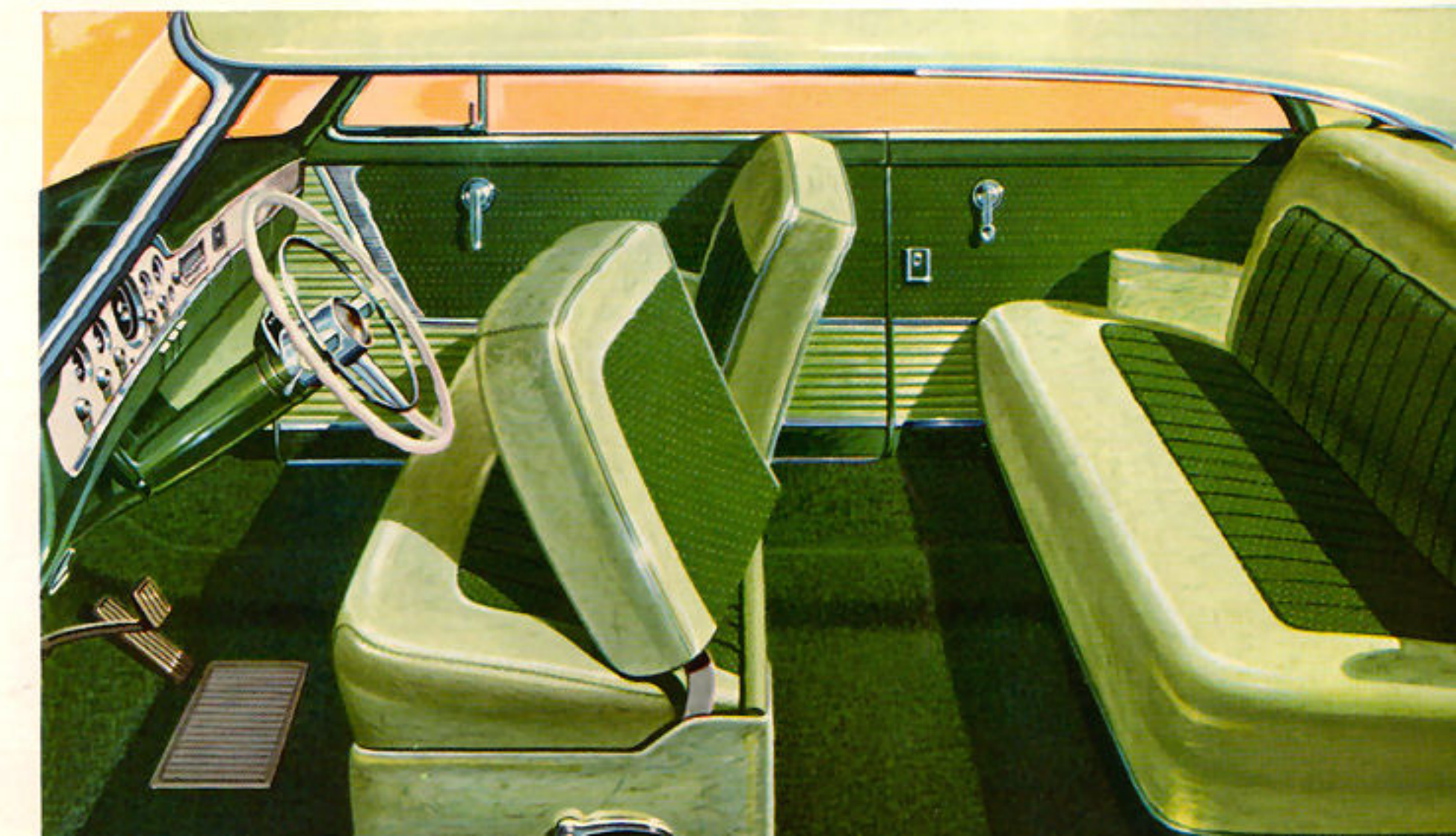
Striking New Instrument Panel

Enameled in new two-tone harmony with the mouldings. Big silhouette-lighted dials are separated to afford quick-glance convenience. Concave lenses and "brow" design prevent reflections in windshield. Integrated heater controls and chrome switches are as lovely as they are practical. New non-glare top provides handy shelf. New glove compartment and ash tray locations are within driver's handy reach.

Fire Dome V-8 Sportsman Interior

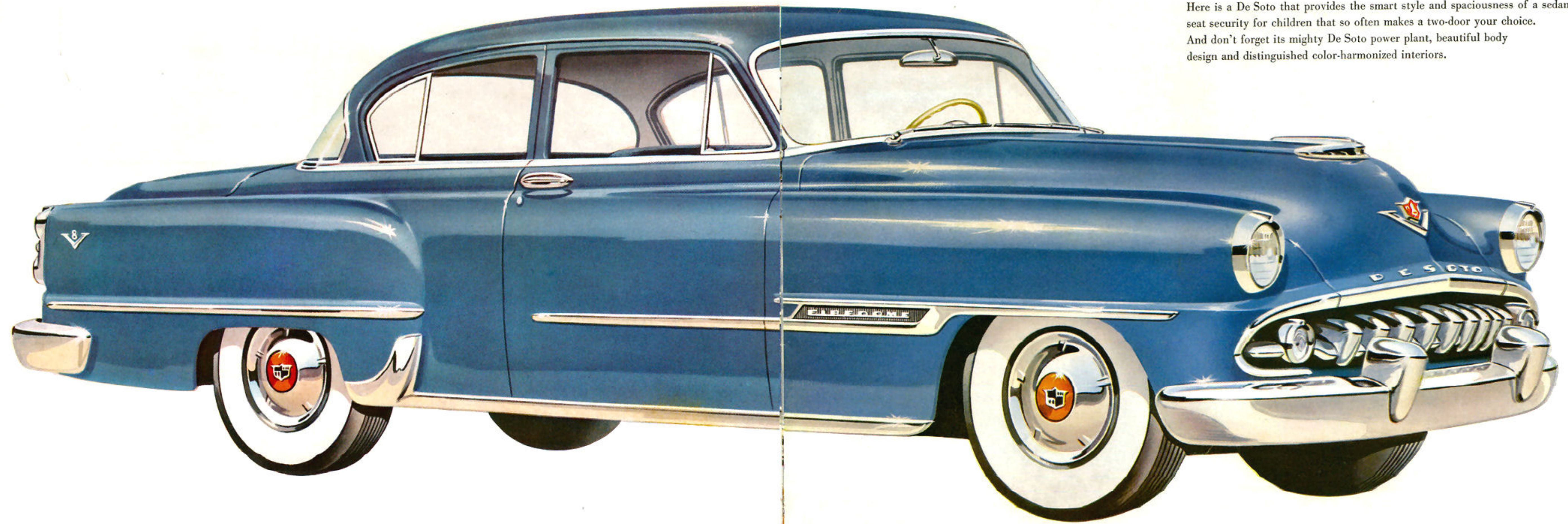
A bright new combination of handsomely pleated nylon luxury fabrics, rich leather bolsters and matching door panels harmonizes with the brilliant solid-color enameled mouldings, and new instrument panel.

The long, low silhouette plus the exquisite new design of its chromework make this Sportsman model as much a thrill to view as it is to drive! It's exhilarating and breezy with windows open, snug as a cozy room with windows closed. You see young-hearted ideas in car design from its new, massive smart looking grille and sleek "hardtop" to its flashing new chrome wheel covers and glamorous all-new bumpers!



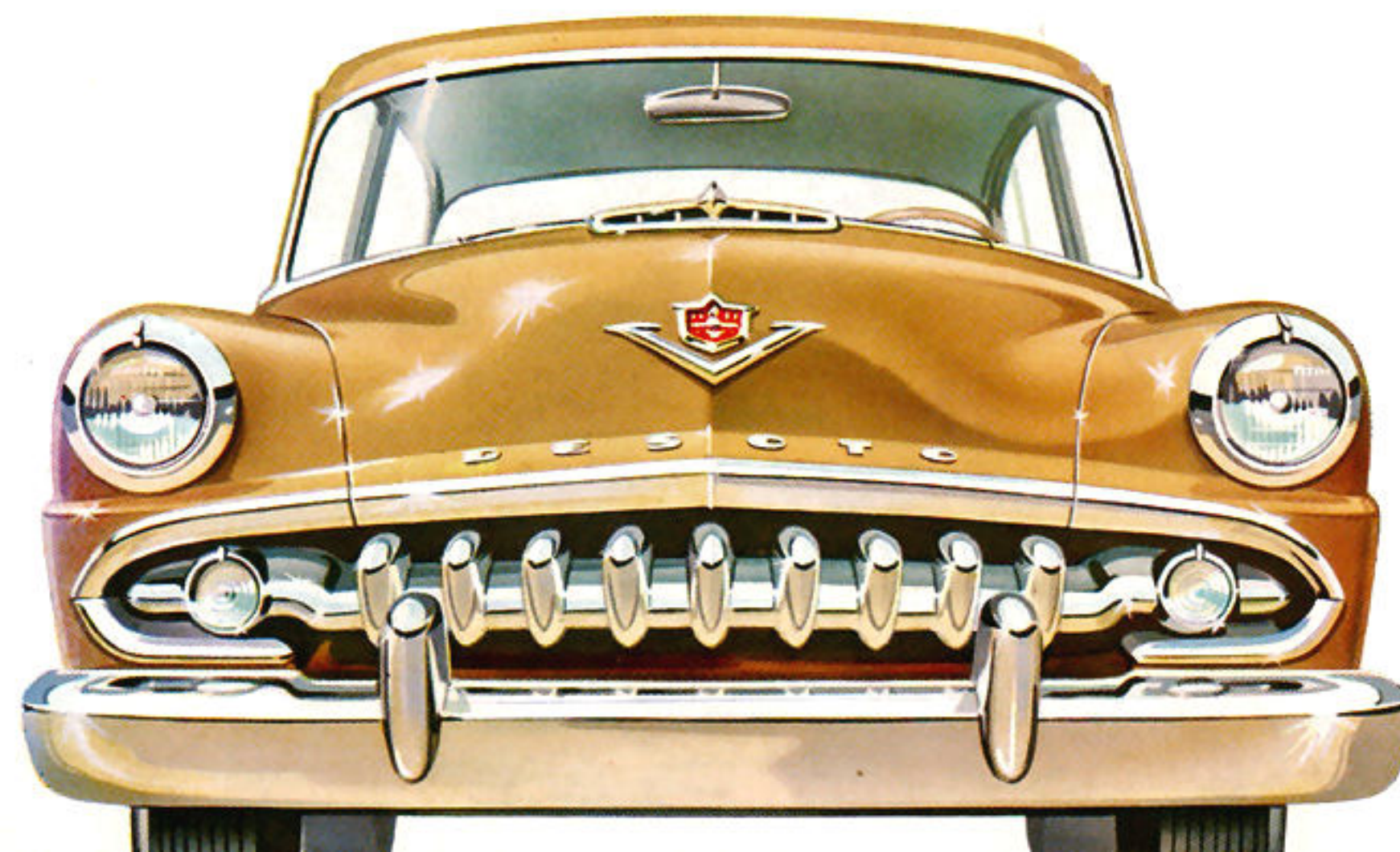
DE SOTO AUTOMATIC Fire Dome V-8 Sportsman

Here is a De Soto that provides the smart style and spaciousness of a sedan with the rear seat security for children that so often makes a two-door your choice. And don't forget its mighty De Soto power plant, beautiful body design and distinguished color-harmonized interiors.



Fresh Vivid Portrait!

Head on, the De Soto Automatic is brilliantly new! The brand new, massive bumper . . . the new chrome treatment of headlights and parking lights . . . and newly-designed grille bars joined to an intriguing new floating horizontal bar . . . all embody new rakish lines and create an exciting new "forward" appearance for the De Soto Automatic.



Elegant New Wheel Covers . . . flashing chrome with smart radial ribs . . . distinctive crest set in gold center.



Handsome New Parking and Turn Signal Lights . . . set deeply in grille . . . designed in same glamorous style as other all-new front end elements.

Fire Dome V-8 Club Coupe Interior

Mouldings gleam in solid enamel keyed to body tones. Big, soft seats are adorned with fine buttons, elegant pleats, and lovely bolster fabric. Door panels combine the seating fabric pattern with a new ribbed vinyl trim that matches front seat backing.



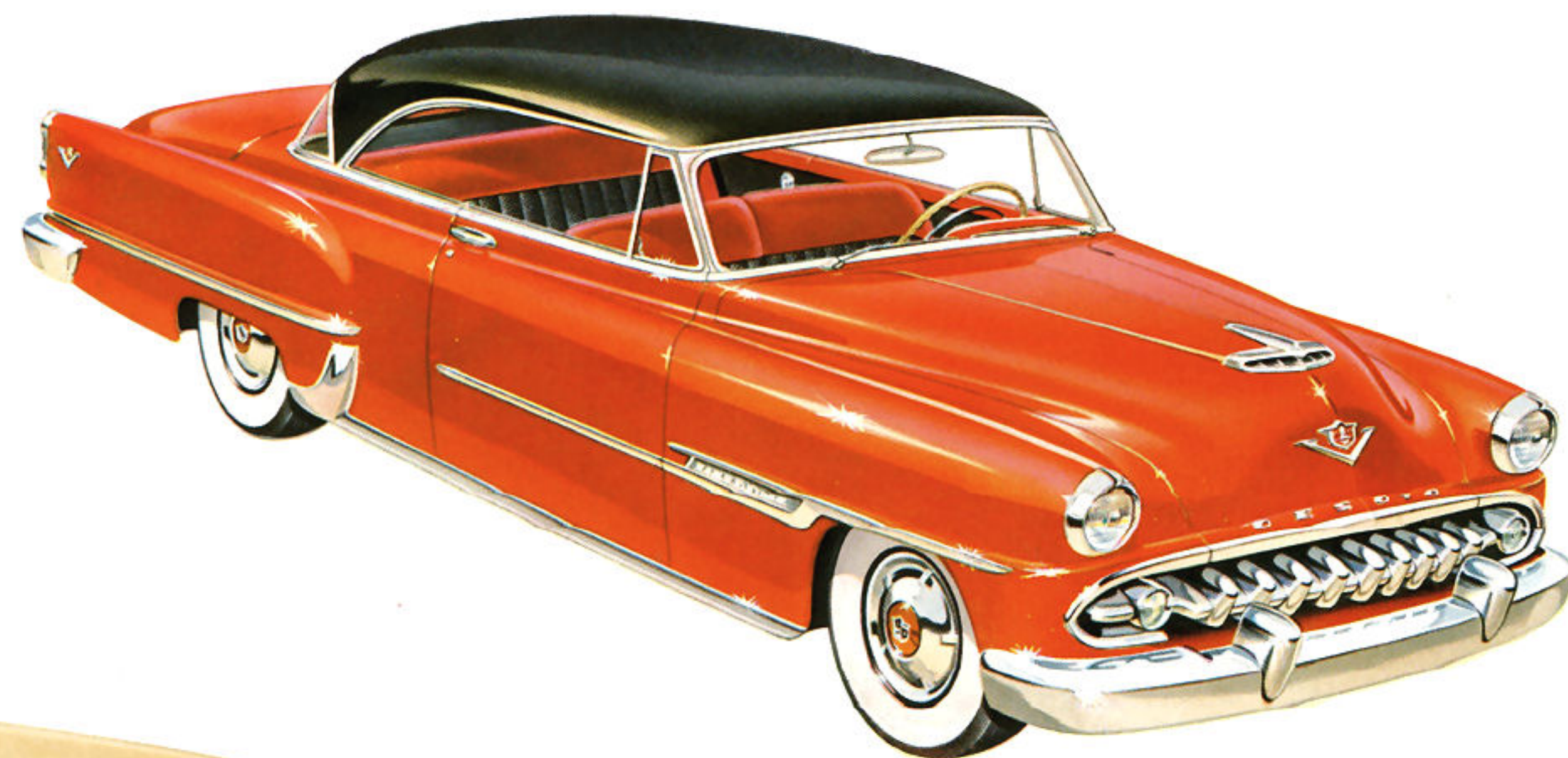
Good Looking New Scuff Plates . . . a brand new, attractive De Soto feature! Sturdy metal plates on the door sills resist wear and add to lovely interior decor.



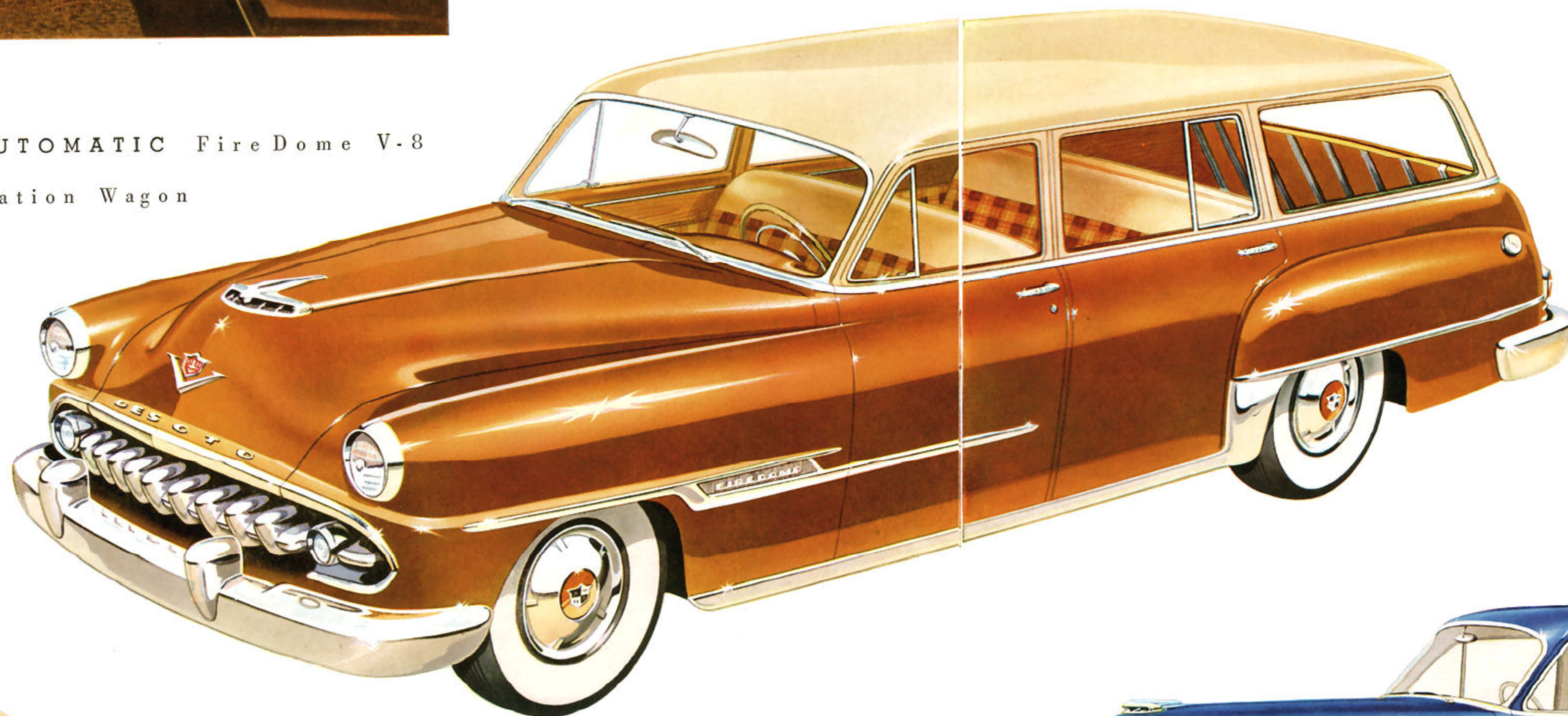


Fire Dome V-8 Station Wagon Interior

Rear end opens wide, rear seat folds forward forming a staunch, spacious steel-ribbed floor . . . haulage space is huge and handy. New, gay plaid fabric and vinyl bolster is emphasized by harmonizing enameled mouldings. This is the smartest thing on the road for carrying people and possessions by the carload!



DE SOTO AUTOMATIC Fire Dome V-8
All-Steel Station Wagon



DE SOTO AUTOMATIC

Fire Dome V-8 Sportsman

This Sportsman blends a striking two-tone body scheme with an equally spirited interior of bright leather and fabric, lovely enameled mouldings, and gemlike chrome fittings.

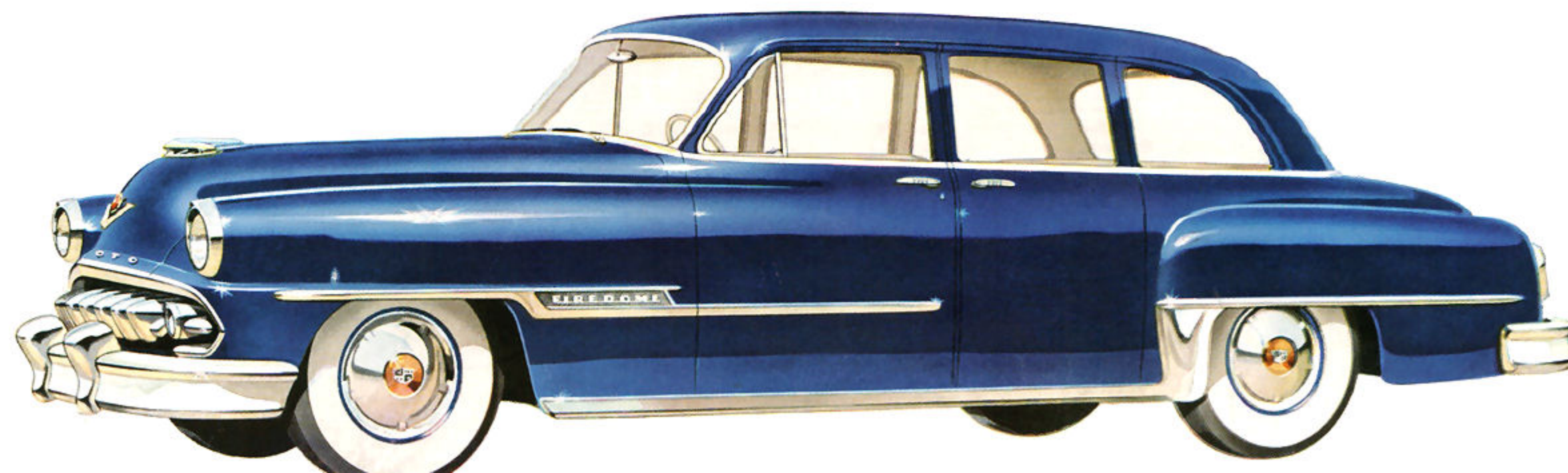
DE SOTO AUTOMATIC

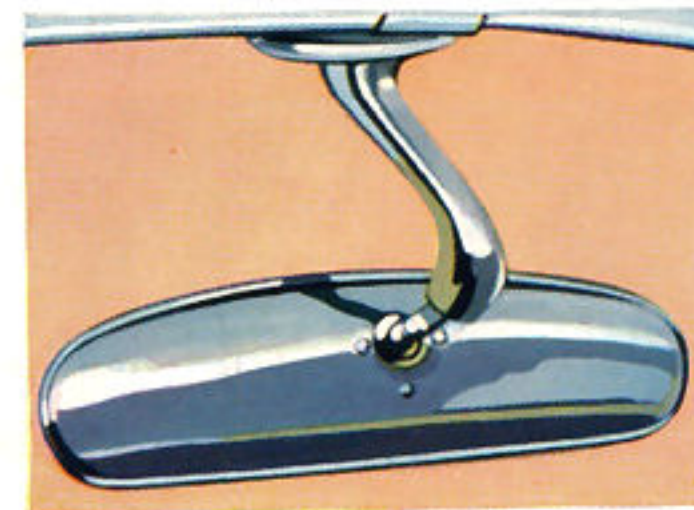
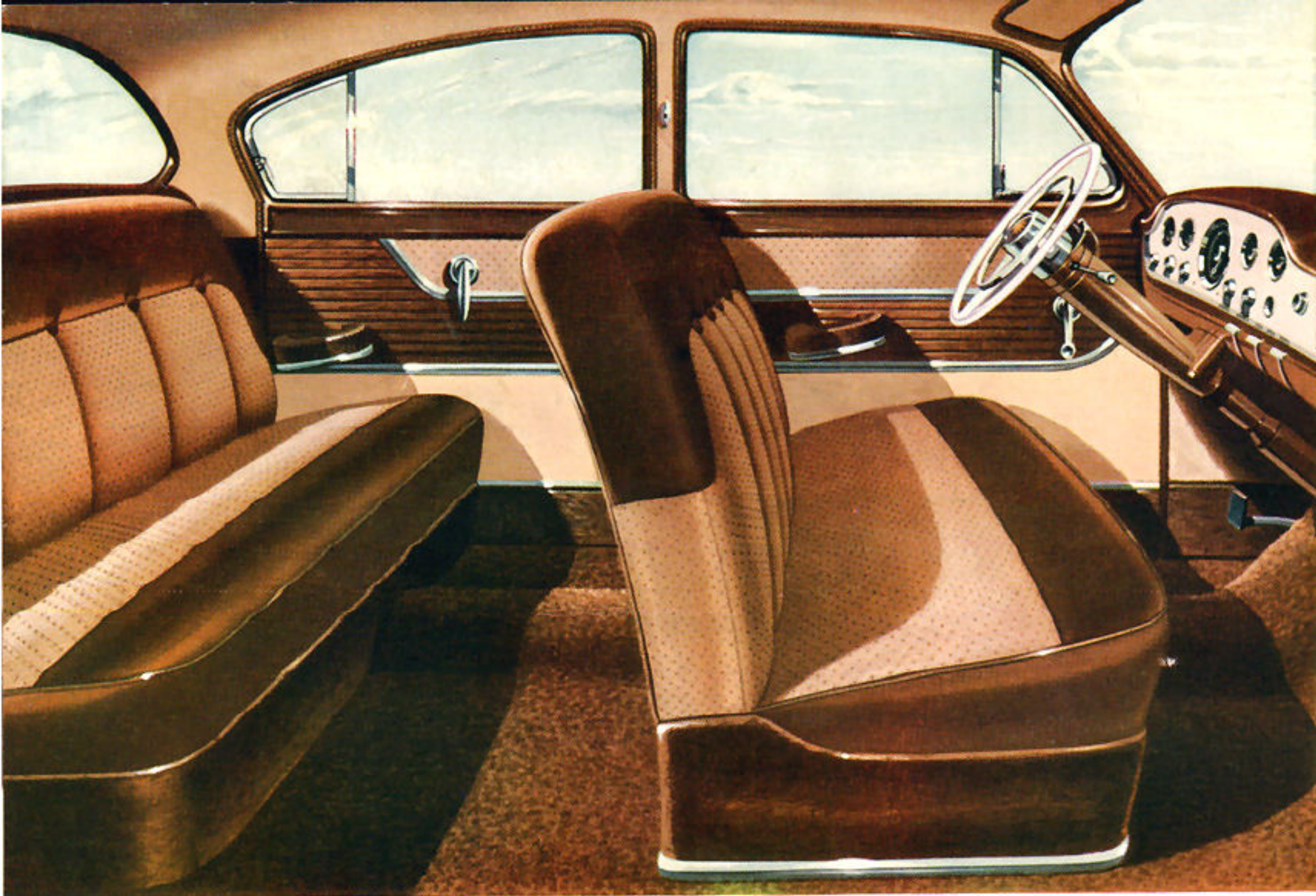
Fire Dome V-8 Eight Passenger Sedan

A favorite with those seeking the distinguished splendor of a limousine-sized car! Its beauty is as great as its dimensions . . . accommodates a large group of people in perfect comfort. Fire Dome V-8 power makes it a lively stepper.

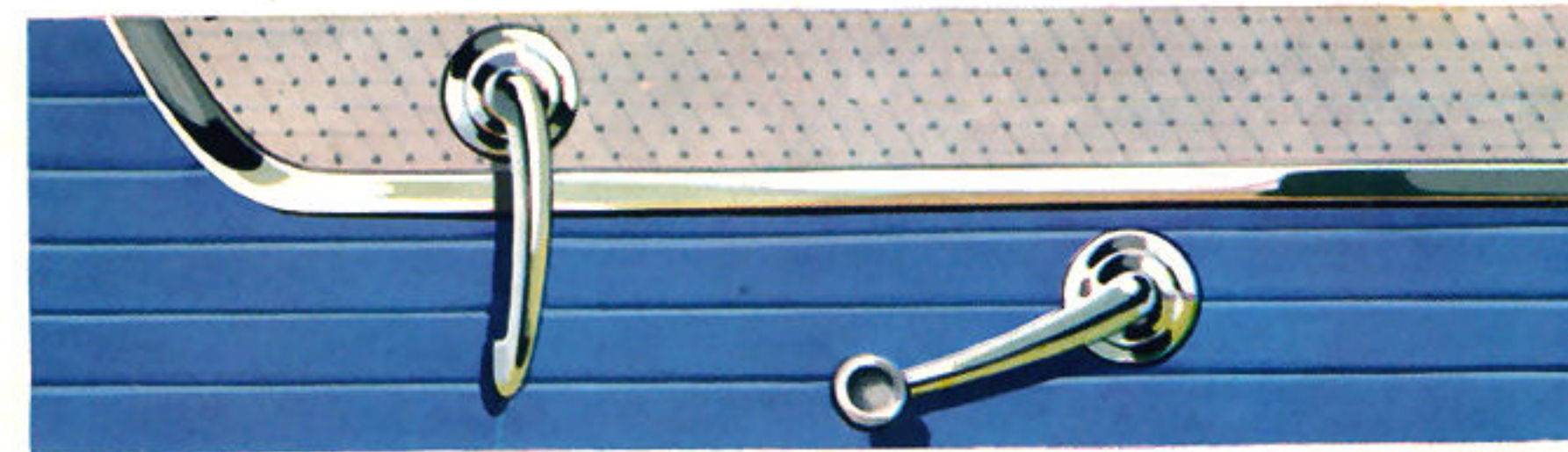


Here's a beauty for work or play . . . a practical combination of suburban styling and rural ruggedness! The mighty Fire Dome engine moves capacity loads at nimble clip. New No-Sway Ride Control and low, road-hugging body design provide stable, easy-to-handle balance. The newly styled grille and bumpers let this De Soto outshine everything in the "station wagon" class!





New Safety-Vision Rear View Mirror . . . positioned within easy reach of driver. Shaped for maximum vision and can be raised or lowered to suit height of driver as well as swiveled to change reflection angle.



Exquisite New Interior Hardware . . . designed in refined, artistic style, yet imparting a strong, solid look to the De Soto interior, the new chrome window and door handles and other fittings provide the last word in fresh, unusual elegance. Set off by stunning vinyl panels, all hardware stands out in unusually bright and modern fashion.

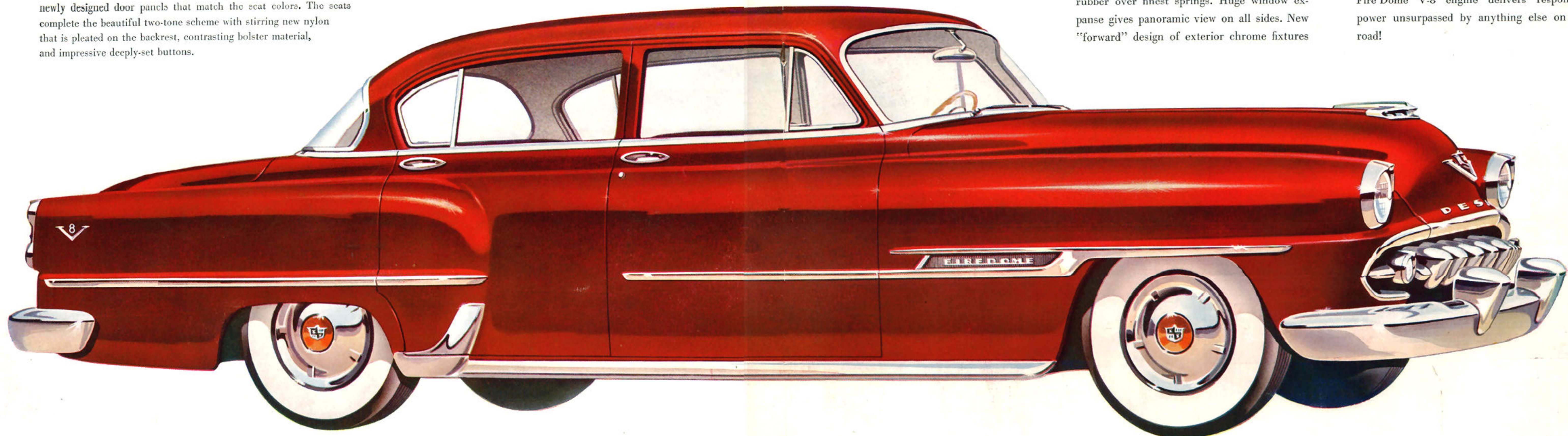
DE SOTO AUTOMATIC Fire Dome V-8 Four-Door Sedan

Fire Dome V-8 Four-Door Interior

Handsome new solid-color mouldings are color-keyed to the body enamel. Chrome hardware is exquisitely patterned and set against newly designed door panels that match the seat colors. The seats complete the beautiful two-tone scheme with stirring new nylon that is pleated on the backrest, contrasting bolster material, and impressive deeply-set buttons.

This favorite De Soto model is one of the smartest, most versatile cars ever built. It gives lots of room for legs, elbows and hats . . . and high, wide doors let people "walk" in and out. Seats are chair-high and shaped of foam rubber over finest springs. Huge window expanse gives panoramic view on all sides. New "forward" design of exterior chrome fixtures

and long, low body design . . . (wheelbase 125½ inches!) . . . make it an ultra-fashionable car while ensemble styling of the interior makes it a delightfully luxurious riding experience! Its new, mighty 170-h.p. De Soto Fire Dome V-8 engine delivers responsive power unsurpassed by anything else on the road!

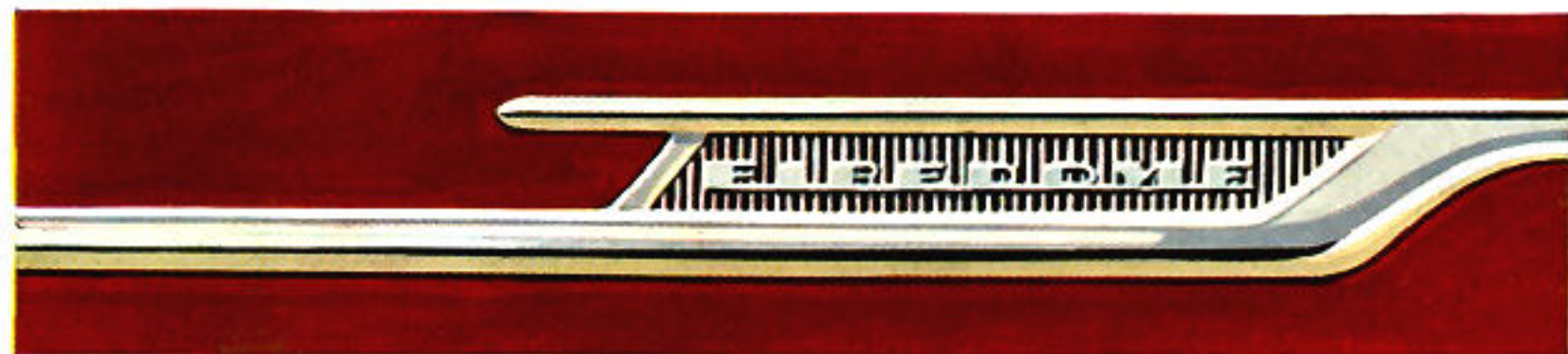




DE SOTO AUTOMATIC

Fire Dome V-8 Convertible

Here is a powerful playmate that blends distinguished design with youthful flair. Long, low-contour body, 125½-inch wheelbase, new advanced chrome design, and a smart long-wearing top add up to the sportiest look on the road! Bright, gay nylon fabric and rich, genuine leather make the interior as brilliant as the exterior!



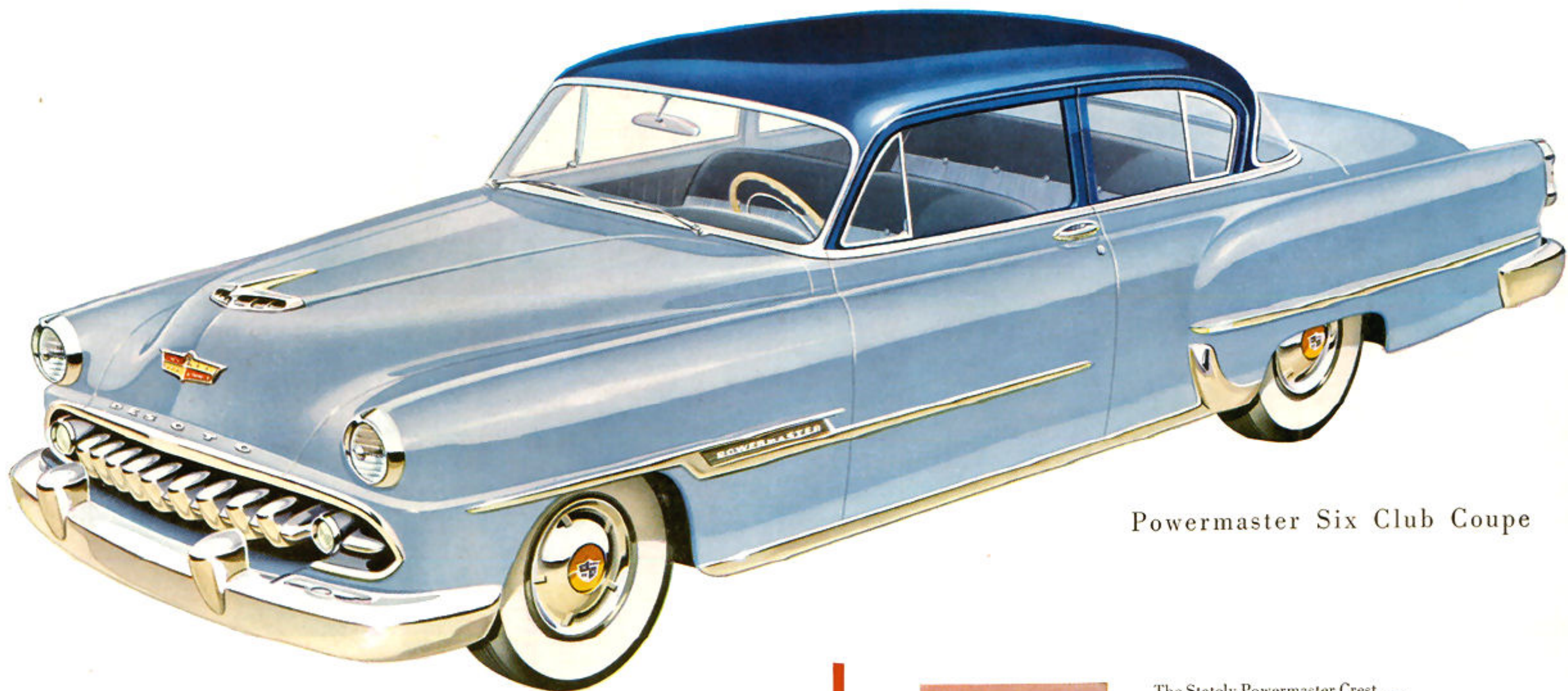
New Distinguished Fire Dome V-8 Fender Mouldings . . . These exquisitely designed, smart looking fender mouldings boldly enhance the long sweeping front fenders of the new De Soto Automatic and excitingly emphasize the long, low De Soto body style and the rakish new scheme of the other chrome trim elements.



New Rear Fender V-8 Insignia stand out impressively on each side of the Fire Dome models.



Stunning Front V-8 Emblem . . . glistens handsomely, imparting added distinction to the lovely Fire Dome models.



Powermaster Six Club Coupe

DE SOTO AUTOMATIC

Powermaster Six Series

Ever-popular, notably dependable, the De Soto Powermaster Six line provides all the famous De Soto big-car advantages. With the long, low De Soto body design, all the gay new body colors, the crisp new style of the chrome, and complete new ensemble styling inside, huge wrap-around windows front and rear, and the famous De Soto Powermaster engine, these De Sotos add up to today's greatest buys in the six cylinder class!



The Stately Powermaster Crest . . . symbol of great De Soto cars through the years, the De Soto crest is mounted impressively on the Powermaster hood front.

The Glamorous Powermaster Fender Moulding . . . lends exceptional beauty to the streamlined fenders and adds to the exciting new "high style" look of the Powermaster models.



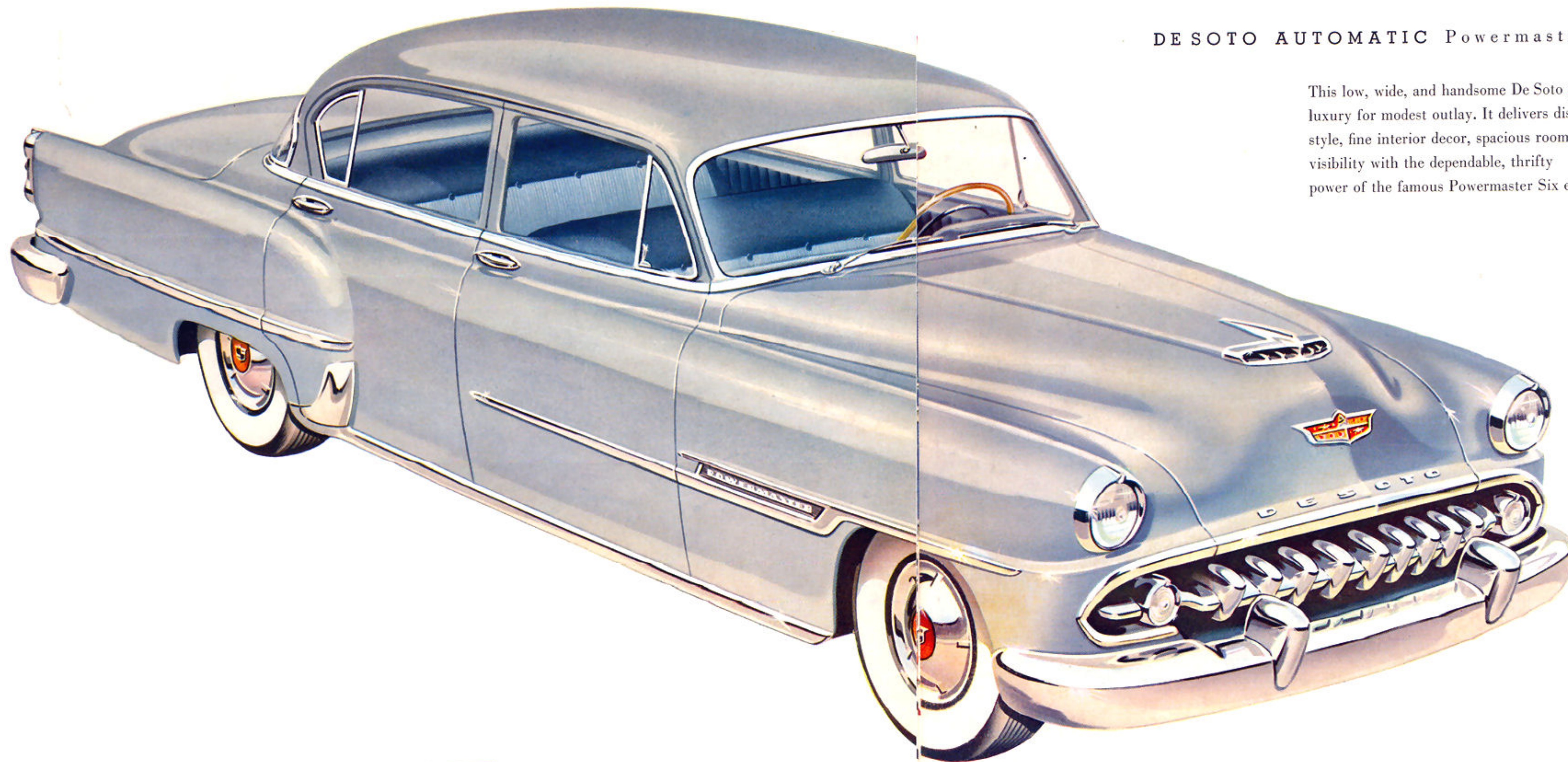
Powermaster Six Club Coupe Interior

New chrome fittings set against beautiful pleated door panels, new solid-color mouldings keyed to body color, elegant new two-tone upholstery smartly trimmed with buttons add up to rare, appealing beauty.



DESOTO AUTOMATIC Powermaster Six Four-Door Sedan

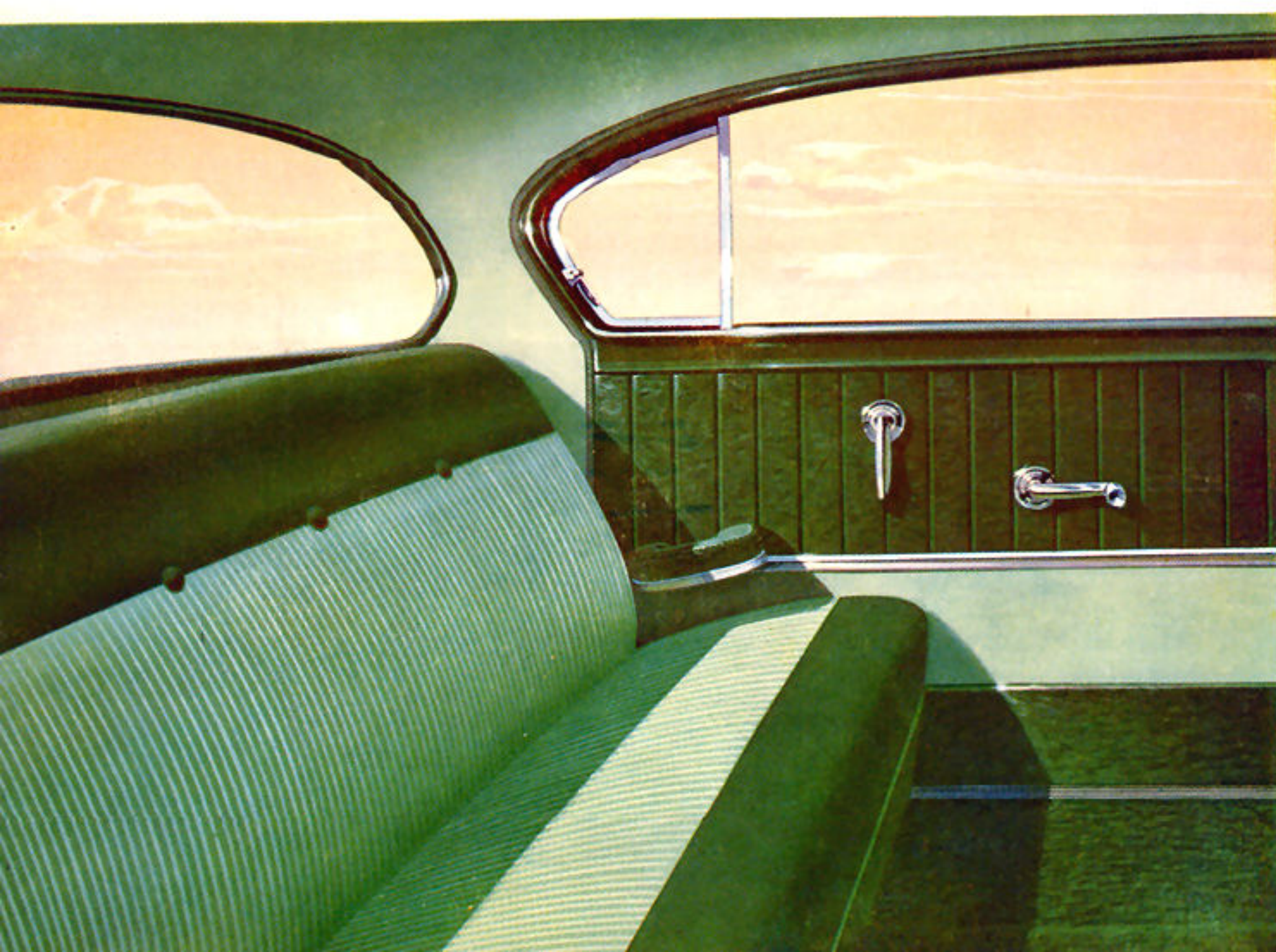
This low, wide, and handsome De Soto gives you renowned luxury for modest outlay. It delivers distinguished style, fine interior decor, spacious room and tremendous visibility with the dependable, thrifty power of the famous Powermaster Six engine.



Powermaster Six

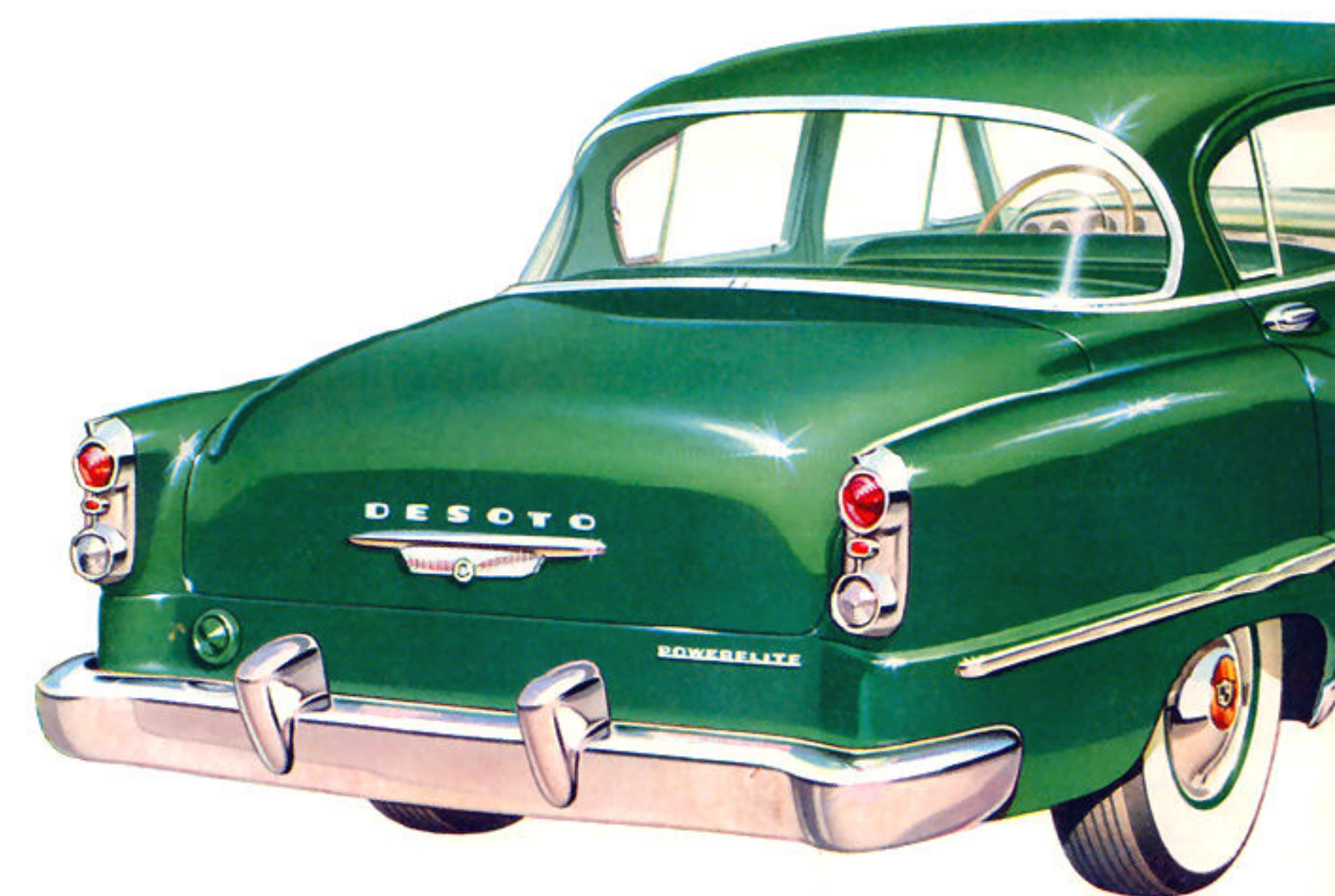
Four-Door Sedan Interior

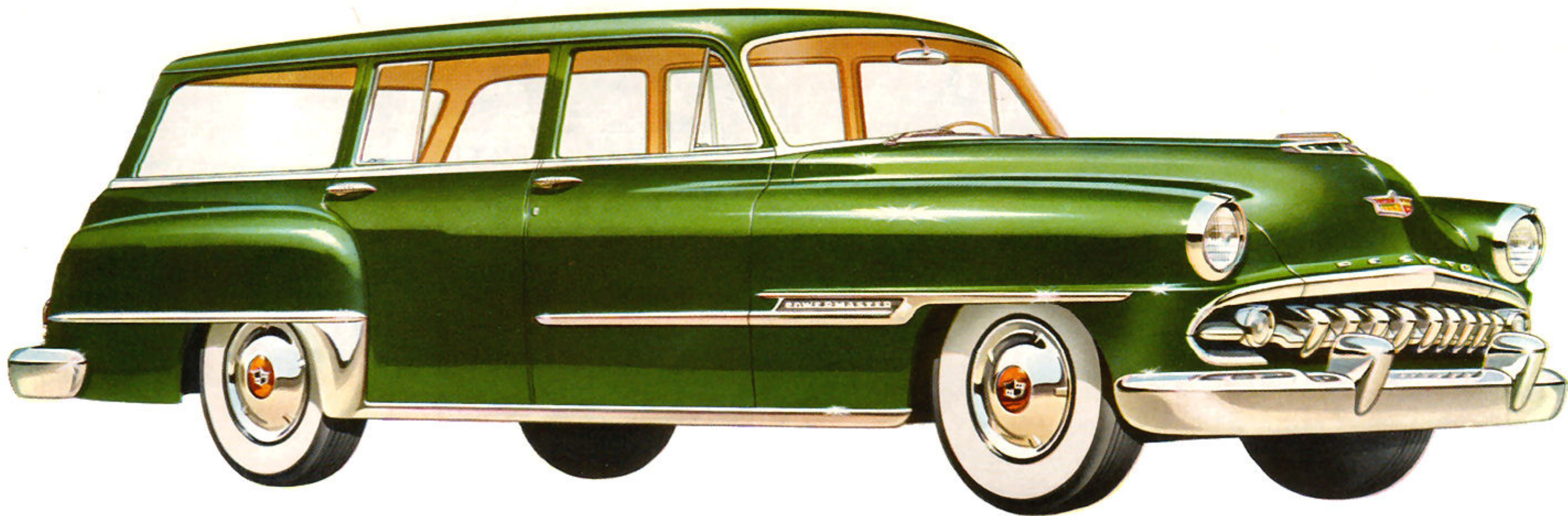
New sofa-soft cushioning of the handsome new two-tone upholstered seat cradles passengers luxuriously. Appealing nylon fabric and fine bolster material harmonizes with the enameled mouldings and rich new door panel design. New chrome fittings gleam smartly on all sides.



Handsome Car Ahead!

This view of the new Powermaster Six emphasizes some of De Soto's new beauty points . . . the massive, newly-designed bumper and guards . . . beautiful swept-back fenders and big, low-slung deck lid . . . slender rear posts and a huge one-piece window . . . and lovely new combination stop light, back-up light, and turn signal clusters.





DE SOTO AUTOMATIC

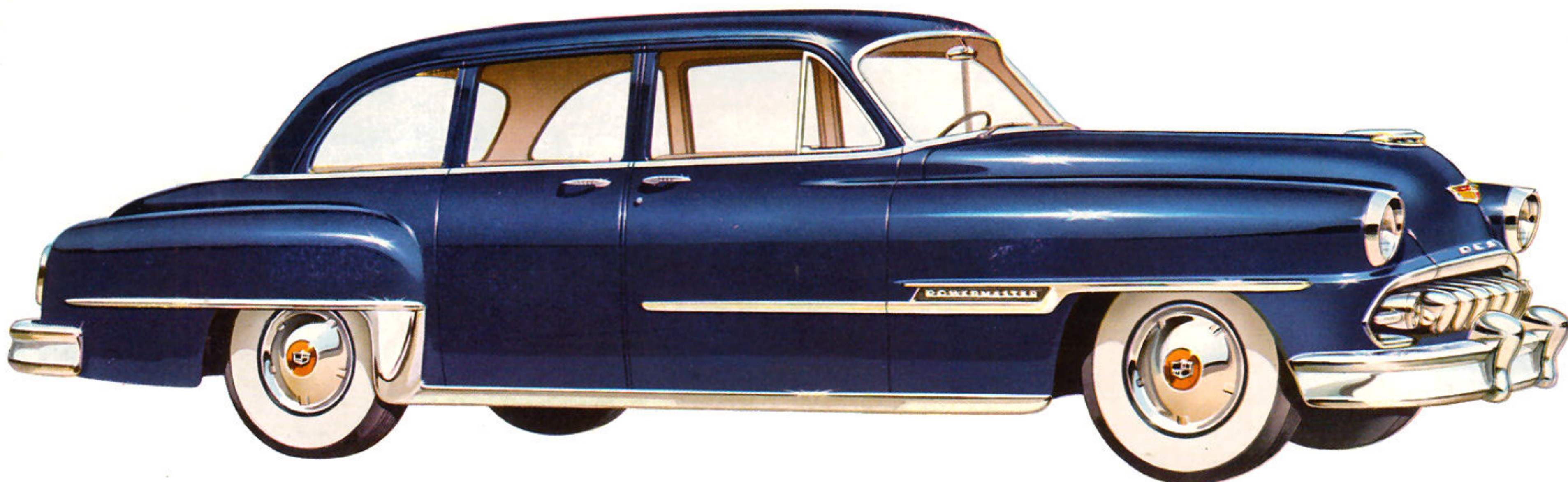
Powermaster Six All-Steel Station Wagon

It's a handsome and hardy car that handles big crowds or big cargoes with equal ease! Distinctive in its styling, with the new "forward" look and sleek, low, spacious body, this De Soto moves proudly in any company. The famous Powermaster engine assures nimble, responsive power.

DE SOTO AUTOMATIC

Powermaster Six Eight-Passenger Sedan

This beauty delivers big-car benefits combined with famous De Soto Powermaster Six styling and economy! It answers the desire for luxurious spaciousness and if need be, accommodates a crowd with its exceptional seating capacity, wonderfully soft and durable cushioning, and wide windows.



DE SOTO FULL-TIME POWER STEERING

Full-Time Power Steering starts when the engine starts, works full time to add to your safety! Over roughest roads or smoothest boulevards, you retain that reassuring feeling of complete control. Driver fatigue is a thing of the past and parking becomes a one-finger proposition! Hydraulic power does 80% of the work. And with the new steering ratio, one-third fewer turns of the steering wheel swing the front wheels full distance. De Soto Full Power Steering is the easiest, safest steering known!



Turning Made Easy as Dialing a Phone!

DE SOTO POWER BRAKES

De Soto Power Brakes put tremendous braking power at your command! Just a slight touch of your toe on the brake pedal brings the big De Soto to a quick, safe, straight stop. Actually, less than half the pedal pressure you would normally apply to conventional brakes does the work. You never have to "jam" down the pedal. Women will find wonderful convenience in this extra feature . . . stopping the car need no longer be a difficult leg-stretching strain. And there's not a man who won't prefer De Soto Power Brakes once he tries them!



Stopping Made Effortless and Safe!

DE SOTO AIRTEMP AIR CONDITIONING

Car Interior Kept Mountain Fresh!



De Soto Airtemp Air Conditioning keeps the interior of your car cool and refreshing regardless of temperature or humidity outside. It draws fresh, outside air into the system through grilles on each side . . . then filters, refrigerates, and circulates that air. Inside temperature is lowered to a cool, pleasant degree in a matter of moments. It's a system as efficient as any room air conditioner you've ever known. The entire, compact unit fits in the rear deck. And it doesn't interfere with the spare tire or take up the room you normally use for luggage.

Exceptional DeSoto Features at No Extra Cost

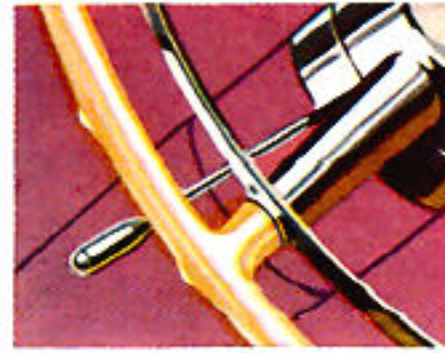


TRUNK LIGHT

Automatically illuminates every corner of the luggage compartment the moment deck lid is raised. Makes it convenient to find things after dark.

DIRECTIONAL SIGNALS

Big indicators flash your intention to turn to other cars at front and rear . . . they shut off automatically when turn is completed.



ELECTRIC WINDSHIELD WIPERS

In the heaviest rain you can be sure of constant power . . . 2 operating speeds . . . and they never slow down when you step on the accelerator.



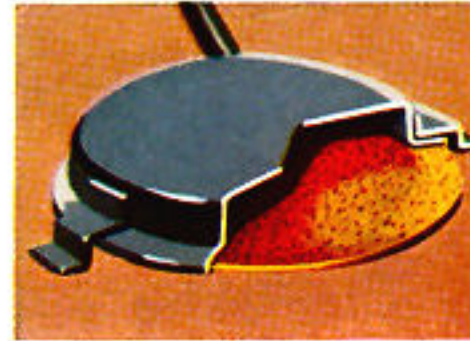
DUAL BACK-UP LIGHTS

These De Soto back-up lights are wonderfully practical and contribute immeasurably to safety. They operate automatically when you shift into reverse . . . brightly illuminating a wide area to the rear.



OIL BATH AIR CLEANER

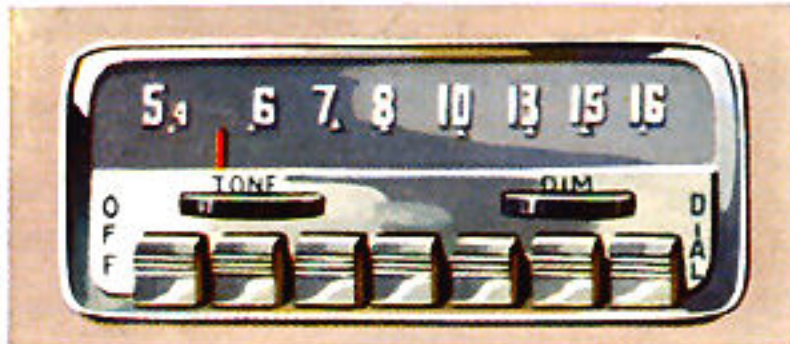
Traps dust particles before they reach the carburetor. Proved 98% efficient in "dust storm" tests, far superior to other types.



OILITE FUEL FILTER

Located in the fuel tank, it prevents water condensation and sediment from entering fuel lines.

De Soto Has The Finest Optional Accessories



SUPERIOR RADIO

It's powerful and excellently built. Has automatic push-buttons, exceptional range, and unusual tone quality. Dial very large and beautifully lighted. Speaker located for superior acoustics. Engineered for static-free operation in car.



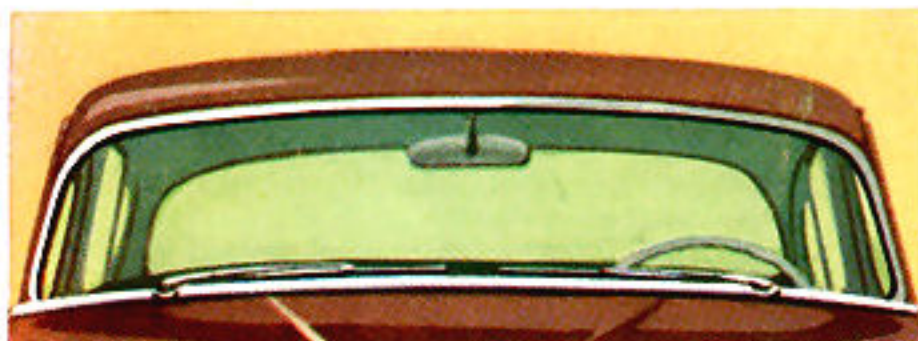
DEPENDABLE ELECTRIC CLOCK

Because it's specially built to withstand stresses and changing temperatures, it's one car clock that keeps correct time! Fully compensated. Beautifully designed and illuminated.



ELECTRIC WINDOW LIFTS

A marvelous convenience and added safety factor! Handy, attractive, automatic controls for all windows are next to driver . . . with individual control at each window.

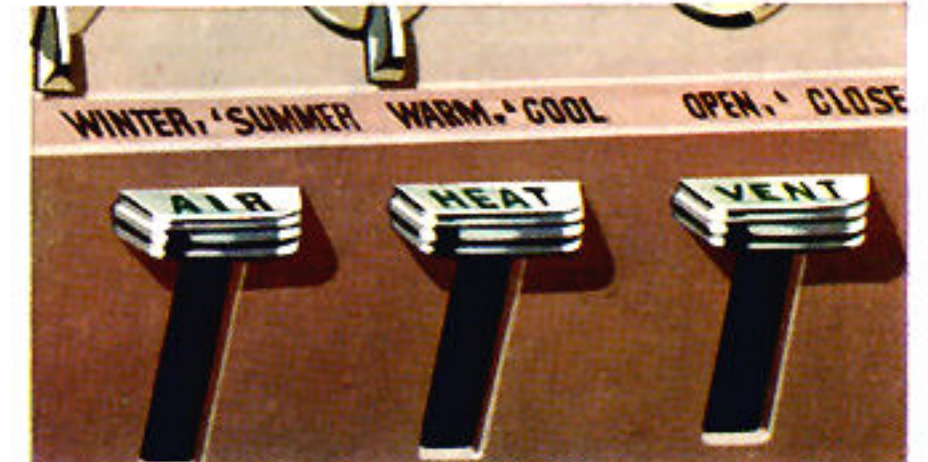


RESTFUL SOLEX GLASS

Considerably reduces heat and sun rays in car . . . lessens driver fatigue usually caused by eye-strain on bright days. Cuts the bad effects of glare. Enables you to drive all day in bright sunlight without the squinting and tiredness you'd usually experience.

EFFICIENT FOG LIGHT

Provides great additional safety in hazardous weather. Has good-looking, lasting chrome finish . . . designed and located to match over-all styling of car. Provides powerful penetrating beam!



ALL WEATHER COMFORT HEATER

Controls attractively integrated into instrument panel. Outlets located for best effectiveness. Utilizes cowl vent for fresh air supply, ventilates as well as heats. Can warm interior in a jiffy.

DE SOTO AUTOMATIC

... built better basically!

1 ORIFLOW SHOCK ABSORBERS:

Cushion out roughest road jolts. Sea-leg mounting resists sudden side-sway, gives safer, smoother ride.

2 SAFETY-RIM WHEELS:

Designed to securely hold tire and tube on rim if blowout occurs, allowing safe, controlled stop.

3 BOX-TYPE FRAME SIDE RAILS:

Provide solid, super-strong body foundation able to withstand tremendous strains.

4 INDEPENDENT PARKING BRAKE:

Independent of foot brake . . . holds securely on steepest grades. An important safety measure.

5 WATERPROOF IGNITION:

Shields entire ignition system from moisture and heavy rain, allows instant starts in foulest weather.

6 SAFE-GUARD HYDRAULIC BRAKES:

Give smoother, more positive stops. Rivetless linings, big 12-inch drums, double cylinders and brake shoes in front for superior efficiency.

7 RUBBER INSULATED BODY MOUNTINGS:

Eliminate metal-to-metal contacts between body and frame at mountings, minimize road shock, give quieter ride.

8 TAPERED LEAF SPLAY MOUNTED REAR SPRINGS:

Give more effective cushioning by reducing spring friction, resist rear-end sway.

9 RUBBER INSULATED REAR SPRING SHACKLES:

Contribute greatly to noise-free ride, remove need for constant lubrication and attention.

10 NO-SWAY RIDE CONTROL:

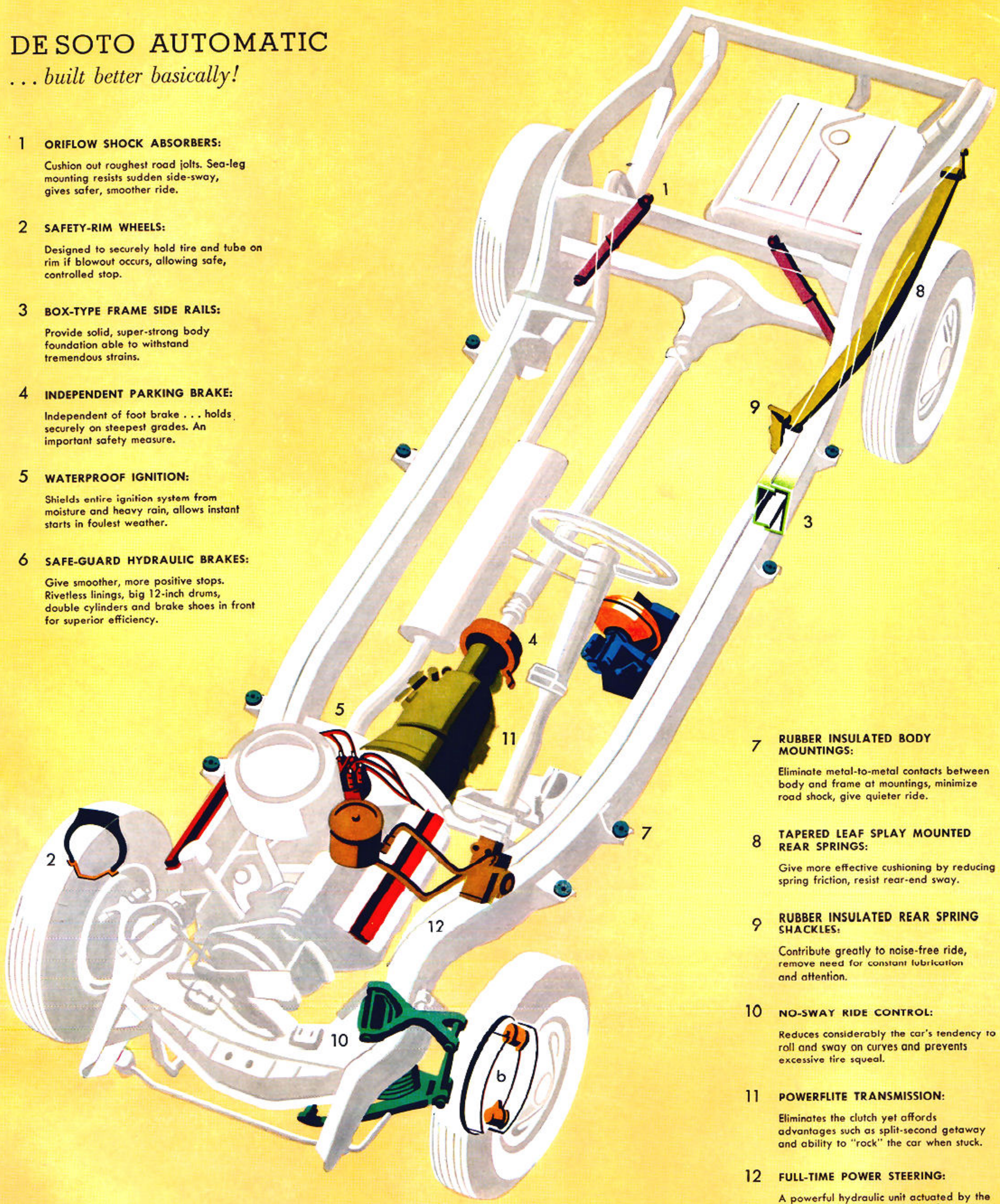
Reduces considerably the car's tendency to roll and sway on curves and prevents excessive tire squeal.

11 POWERFLITE TRANSMISSION:

Eliminates the clutch yet affords advantages such as split-second getaway and ability to "rock" the car when stuck.

12 FULL-TIME POWER STEERING:

A powerful hydraulic unit actuated by the steering wheel reduces by 80% the driver effort required in turning.



1954 DE SOTO



Specifications

FIRE DOME V-8

ENGINE—8 cylinder, 90° V; 170 hp at 4400 rpm; valves, inclined lateral overhead; piston displacement 276.1 cu. in.; bore and stroke, 3 $\frac{1}{8}$ x 3 $\frac{11}{16}$; compression ratio, 7.5 to 1; maximum torque 255 ft. lb. at 2000 rpm; taxable hp 42.05.

TRANSMISSIONS—Standard equipment, 3-speed manual shift. Special equipment, PowerFlite fully-automatic transmission. Also, Overdrive (available with 3-speed manual shift only).

(a) Manual Shift: 3 forward speeds and reverse; synchro-silent all-helical gears; single plate dry-ventilated clutch; ratios: first 2.57, second 1.83, third 1.00, reverse 3.48. Overdrive ratio, 0.7 to 1.

(b) PowerFlite; fully-automatic shift, hydraulically actuated; combines torque converter with planetary gears; ratios: starting 4.17, drive range (low) 1.72, drive range (direct) 1.00, low range 1.72, reverse 2.39. Cooling, by water cooled heat exchanger.

LUBRICATION—Full pressure to main, connecting rod, and camshaft bearings. Floating type oil intake. Fixed-shunt type oil filter.

COOLING—Full length water jackets surround bores; 4-blade 18 in. diameter shrouded fan; water capacity, 22 qts. (23 qts. with heater).

DISTRIBUTOR—Newly matched to requirements of more powerful engine; two sets of breaker points, vacuum-controlled automatic advance.

REAR AXLE—Silent-hypoid, semi-floating. Manual Shift: standard ratio 3.73 (3.54 and 3.91 optional). Manual Shift with Overdrive: standard ratio 4.1 (3.91 and 4.3 optional). PowerFlite 3.54 (3.36 and 3.73 optional).

POWERMASTER 6

ENGINE—6 cylinder I head; 116 hp at 3600 rpm; aluminum alloy pistons, displacement 250.5 cu. in.; bore and stroke 3 $\frac{1}{8}$ x 4 $\frac{1}{2}$; maximum torque 208 ft. lb. at 1600 rpm; taxable hp 28.36.

TRANSMISSIONS—Same as V-8 except PowerFlite uses engine oil for cooling.

LUBRICATION—Full pressure to main, connecting rod, and camshaft bearings. Floating type oil intake. Oil filter. Crankcase holds 5 qts.

COOLING—Full length water jacket; 4-blade 17 in. diameter fan; water capacity 15 qts. (16 qts. with heater).

DISTRIBUTOR—Special, splash-proof, arc-resistant; single-breaker.

REAR AXLE—Manual shift 3.9 (optional 3.73 and 4.1). Manual shift with Overdrive 4.3 (optional 4.1). PowerFlite 3.73 (optional 3.9 and 4.1).

OTHER DE SOTO FEATURES

LONG WHEELBASE—125 $\frac{1}{2}$ inches; overall length 214 $\frac{1}{2}$ inches. Station Wagon 214 $\frac{1}{2}$ inches, 8-passenger model wheelbase 139 $\frac{1}{2}$ inches; overall length 223 $\frac{1}{2}$ inches.

BIG BRAKES—4-wheel hydraulic internal-expanding type, twin-cylinder type in front; big 12-inch diameter drums, heavy section, high rib; long-life rivetless Cyclebond linings, contact area 201 sq. inches. Power Brakes available as special equipment. Parking brake: drum type, fully enclosed internal-expanding, mounted behind PowerFlite transmission, operated independently of service brakes; external-contracting type drum brake mounted behind manual shift transmission, operated independently of service brakes.

BETTER STEERING—3 roller-tooth gear; straddle-mounted cross shaft with needle bearings; symmetrical tie rod. (Larger steering gear, increased ratio, on V-8's). Power Steering, full-time type, hydraulic, available as special equipment.

NO-SWAY RIDE CONTROL—The roll-center of De Soto has been raised by joining the front suspension upper control arm to the frame at a lower point. Front spring is independent Amola steel coil.

ORIFLOW SHOCK ABSORBERS—Vertically mounted front, "sea-leg" mounted in rear.

ELECTRIC WINDOW LIFTS—Special equipment, individual controls, independent high-capacity motors, each door. Master control beside driver's seat. Windows worm and sector driven.

SOLEX SAFETY GLASS—Special equipment. Blue-green tinted, for all window areas; reduces effect of outside glare; keeps interior cooler.

WATERPROOF IGNITION—Insulating covering on all vital electrical connections for sure starting in any weather.

AIRTEMP AIR CONDITIONING—Optional equipment; employs high-efficiency engine-driven four-cylinder compressor with refrigerating capacity 2 times greater than average room air conditioner. Refrigerates, filters, and circulates air inside car, drawing 25% fresh air from outside at all times.

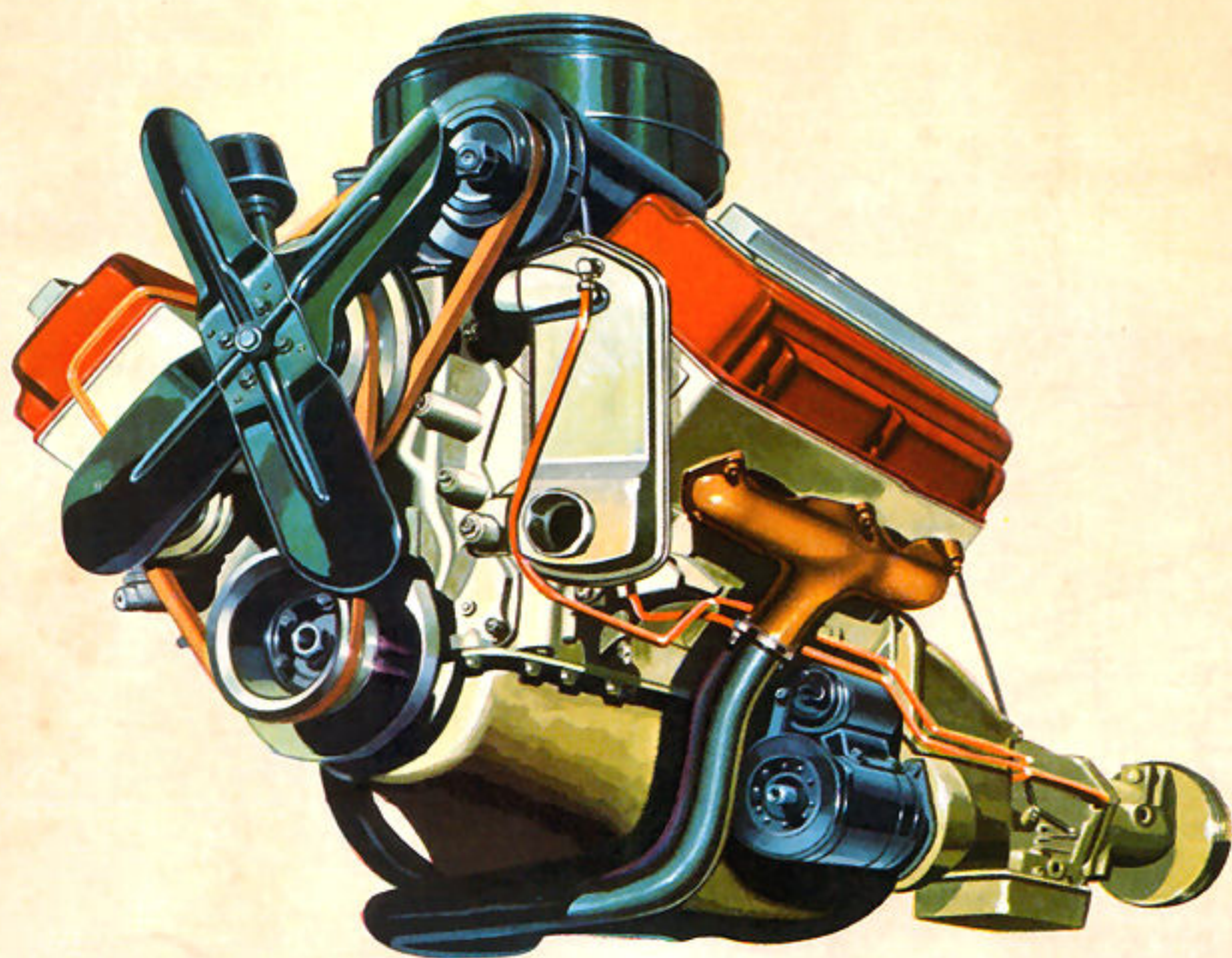
FUEL SYSTEM—17 gallon tank, vented, rear-fill (except 8-Passenger Sedan and Station Wagon). Oilite filter, mechanical-diaphragm type fuel pump, down-draft carburetor, climatic choke control, automatic heat control.

BATTERY—6-volt, 17-plate, 120 amp. hrs. capacity.

GENERATOR—Shunt-wound, with current and voltage regulator. 45-amp. capacity.

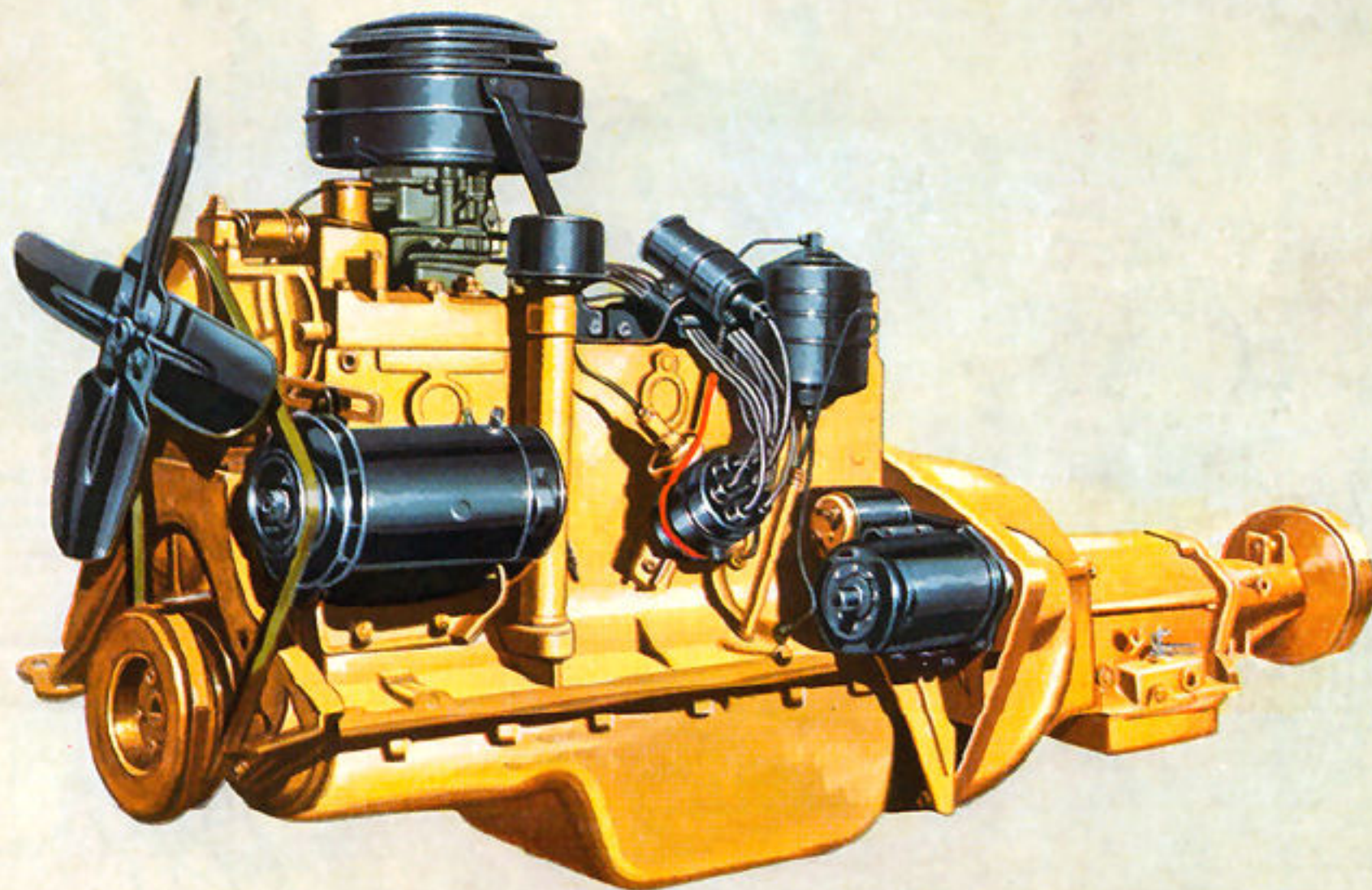
NOTE: Manufacturer reserves right to revise, change, or modify construction of De Soto motor vehicles, or any part thereof as he may see fit without incurring any obligation to make like changes on vehicles previously sold.

DE SOTO DIVISION • CHRYSLER CORPORATION • DETROIT, MICHIGAN



170 H. P. Fire Dome V-8

For 1954, this famous power plant with the ingenious hemispheric combustion chambers and the remarkable economy record has been substantially increased in power! The Fire Dome V-8 now produces 170 horsepower! Its new, higher compression makes possible greater torque. This means tremendous acceleration is possible at traffic speeds and greater power reserve on the road is yours when safety requires!



Powermaster Six

This is the Six that paces them all! Top efficiency and economical performance for billions of miles have brought it noteworthy fame. Its components are precision-engineered to achieve smoothness, quietness, and long life. And many of its standard parts are extra-value items . . . Floating Power mountings, Oilite bearings, heat-resistant exhaust valves and seat inserts, Micronic Oil Filter.