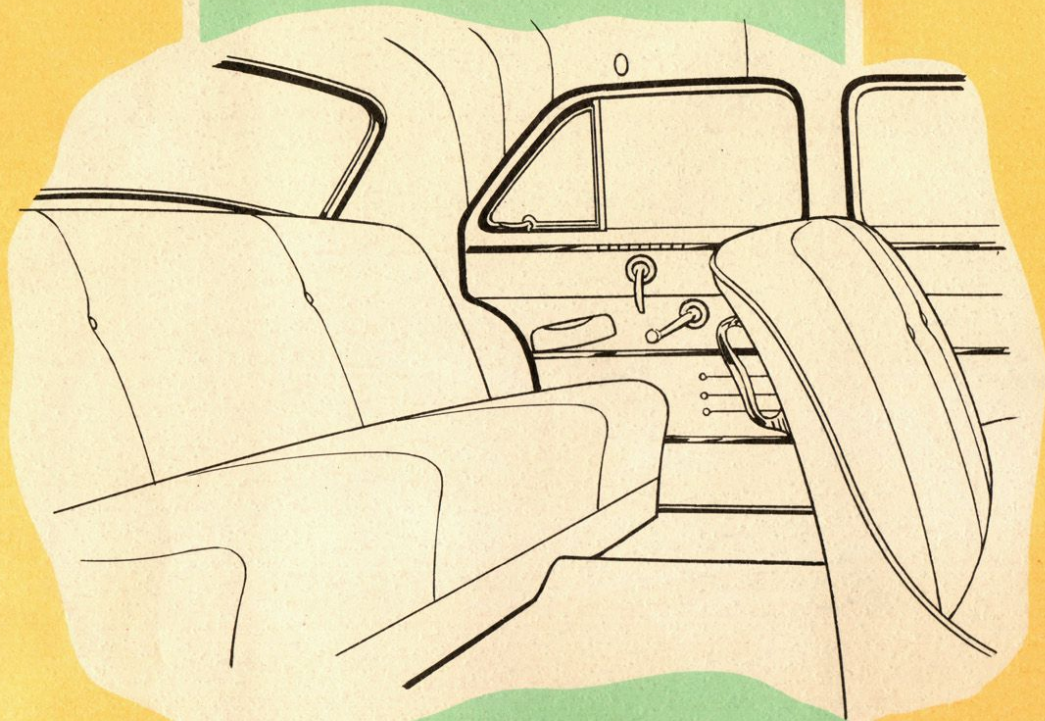


DeSoto



**CANADA'S
DISTINCTIVE
AUTOMOBILE**





THE LUXURIOUS NEW

Once again DeSoto presents *Canada's Distinctive Automobile*, designed to delight the most critical eye and meet your ideal of luxurious transportation.

But you'll find more than fine car styling in this magnificent new DeSoto. There's new smoothness of operation. There's a new, bigger, finer engine, unexcelled seating and riding comfort. Add to all this, the ease and convenience of the tested and proved "Tip-Toe" shift — that "lets you drive all day without shifting".

Accept this invitation to new motoring pleasure. See your Dodge-DeSoto dealer today for your introduction to the "Ride That's a Revelation".

DeSoto

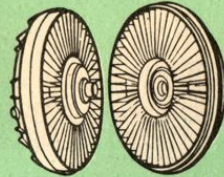
F O U R - D O O R S E D A N



Whitewall Tires Extra

DeSoto

"TIP-TOE" SHIFT TRANSMISSION LETS



You've never imagined such relaxed, easy driving . . . such smoothness . . . such positive control as you have with DeSoto Gyrol Fluid Drive and "Tip-Toe" shift. You are relieved of the strain of driving for DeSoto has done away with clutch pressing and gear changing—gears are changed at the touch of your toe on the accelerator pedal.

With the shift lever in cruising range, you start by pressing on the accelerator. When you've reached 14 miles per hour or more, you merely raise your toe and you automatically shift into high. To move swiftly past slower-moving vehicles, press the accelerator to the floor and you immediately shift into a "sprint-away" gear.



For extreme road conditions there's a low range of two gears which operate in the same manner as the cruising range. On bad roads, or on ice or snow, the cushioning effect of Fluid Drive comes into play—the oil-cushioning gives you gradual, steady application of power, so gently that wheel traction is vastly improved, the chance of skidding greatly reduced.

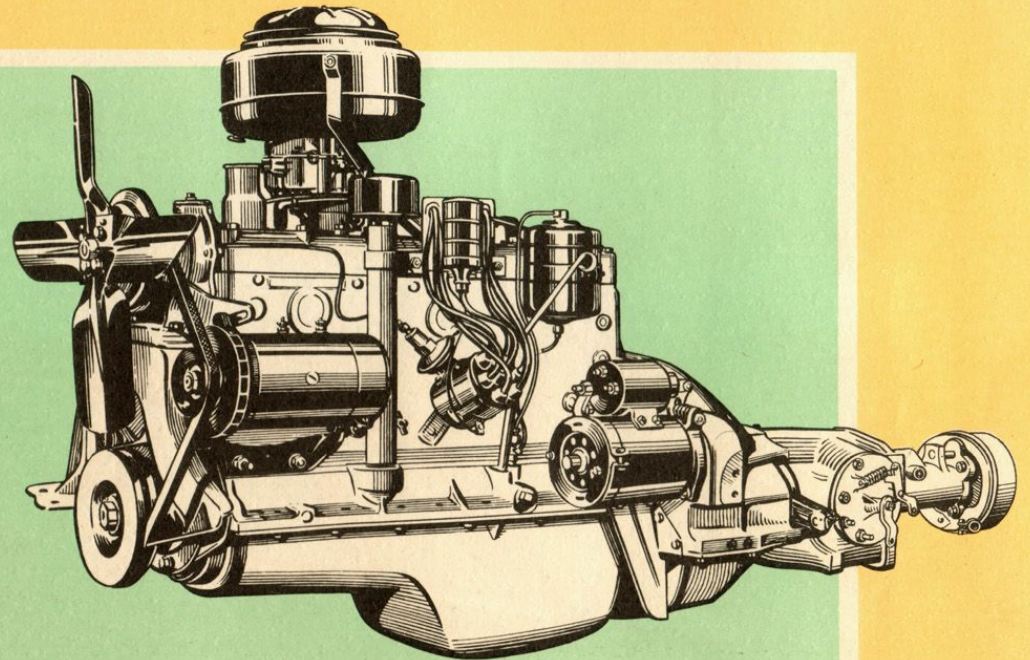


Another great advantage of Fluid Drive "Tip-Toe" shift is the ease with which you can stop and pull away again on hills. You don't even need brake pressure. Just run the engine fast enough to hold your DeSoto from slipping back — then, when you want to go, increase your accelerator pressure and move off smoothly, without jerking.



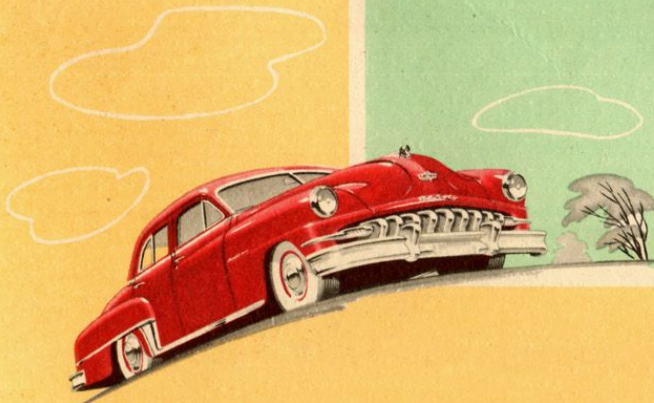
YOU DRIVE WITHOUT SHIFTING

**...WITH EXTRA
POWER IN THE
NEW, IMPROVED
116 HORSEPOWER
DE SOTO ENGINE**

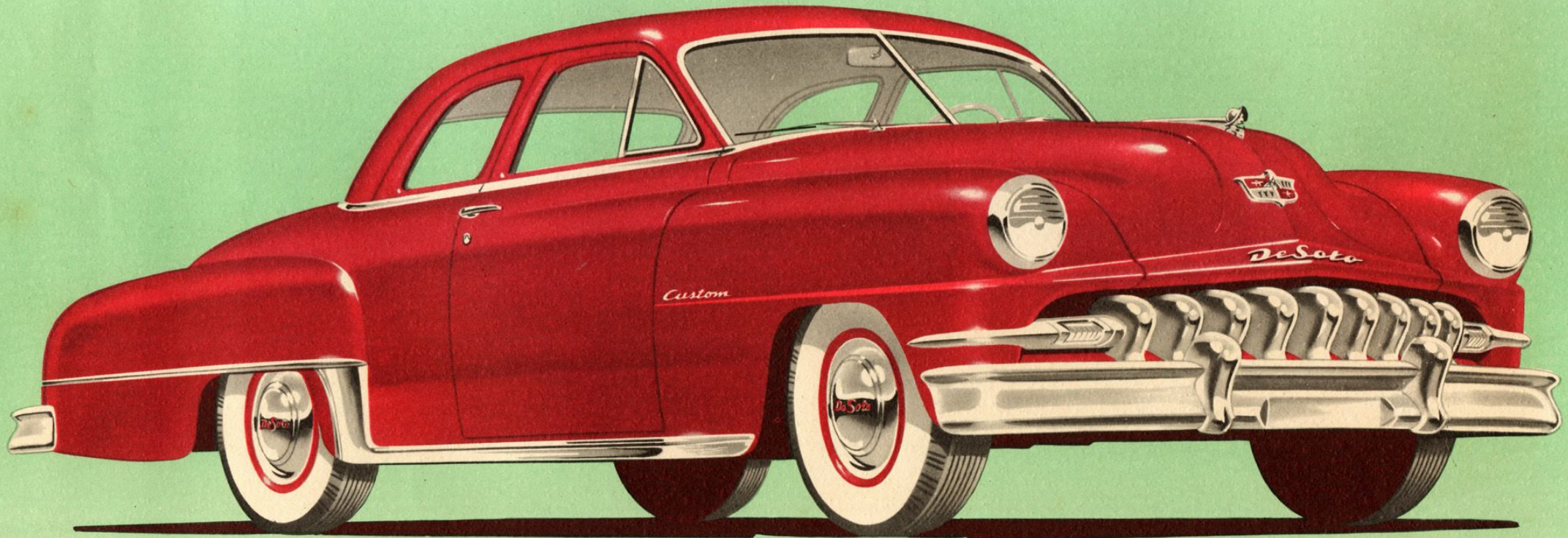
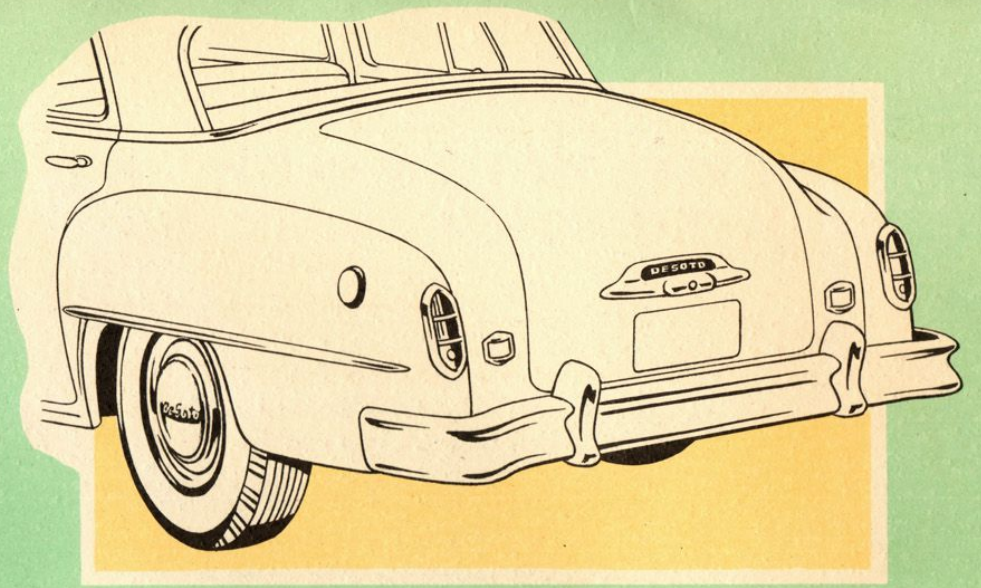


● Extra power for finer performance is provided in the 1951 DeSoto with its new 116 h.p. engine. This bigger, more powerful engine gives the new DeSoto more flashing pick-up and the needed power for top performance in hilly country or heavy going ● Despite its extra power, however, the new

DeSoto engine remains smooth and quiet at all speeds. It is scientifically mounted on rubber to reduce vibration to a minimum and so increase your driving pleasure. It incorporates all the fine performance, economy and long life features, pioneered and proved by the Chrysler Corporation.



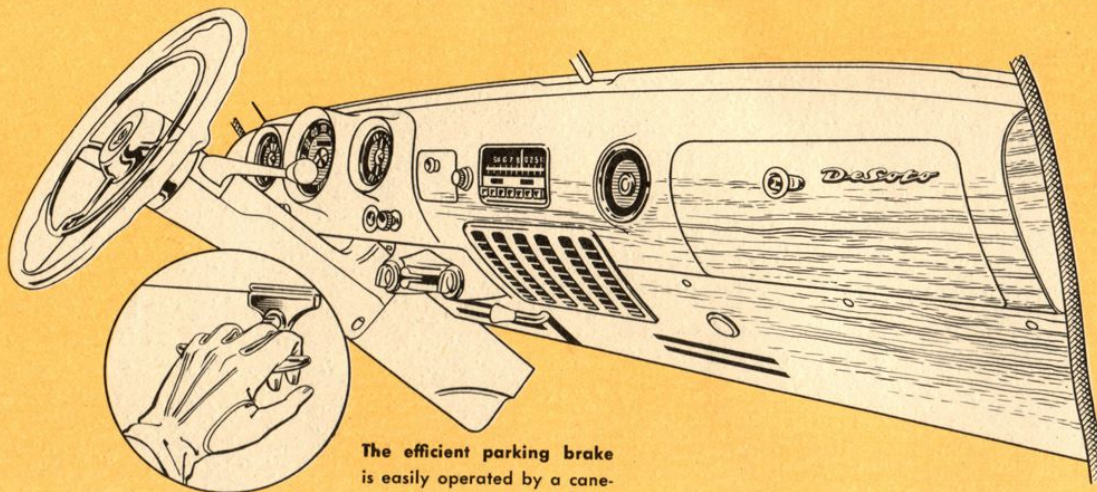
T H E *DeSoto*
C L U B C O U P E



Whitewall Tires Extra

DISTINCTIVE DESIGN FEATURES COMFORT AND BEAUTY

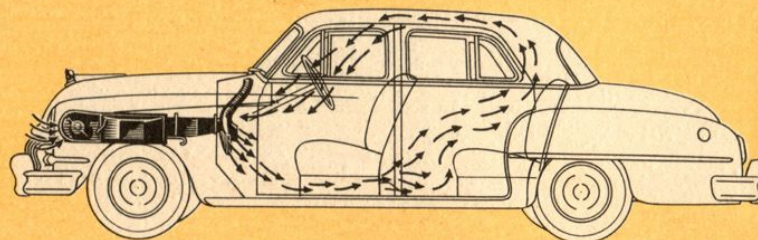
A sparkling, colourful instrument panel sets off the beautifully upholstered and finished DeSoto interior. Instruments are grouped for easy reading and have a top moulding to prevent light reflection on the windshield in night driving. There's a good-sized ash receiver easily accessible to driver and passenger. The easy combination starter and ignition key switch is located at the right of steering post for easier operation.



The efficient parking brake is easily operated by a cane-type lever and it's so easy to reach. To apply, grasp and pull; to release, rotate to left or right and let go.



DeSoto's longer 125½ inch wheelbase, its "cradled-between-the-axles" seating, help make the ride smooth and steady. Knee-level seats and ample head, leg and elbow room help reduce fatigue on long trips — make any trip restful and comfortable. Wide, high doors make it easy to get in and out.



The DeSoto heating and cooling system which is under the hood (can be installed in production at extra cost or be obtained from your DeSoto dealer) gives you driving comfort in any weather. The front compartment is freed of all bulky units. Fresh air heat or cooling ventilation flows from outlets entirely concealed behind the instrument panel, passing under the seat to circulate uniformly throughout the whole car. By the simple use of a few convenient controls, mounted



below the instrument panel, you can bring in fresh outside air during the heaviest downpour — keep windshield from fogging; or heat the entire car, front and back, during the severest cold.

DE SOTO ENGINEERING FACTS

DIMENSIONS

Overall Length — 208 $\frac{3}{4}$ ".
Overall Width — 74 $\frac{1}{8}$ ".
Height without load — 65 $\frac{3}{8}$ ".
Wheelbase — 125 $\frac{1}{2}$ ".
Wheels and Tires — 5 per unit.
Wheels demountable steel disc.
Air-wheel type with Safety Rim.
Wheel Size — 15" x 5 $\frac{1}{2}$ " K.
Tire Size — 7.60" x 15".

SPRINGS and SUSPENSION

Front — Independent coil springs, wishbone-type action.
Rear — Tough Amola steel, semi-elliptical with grooved plates and tapered ends. Protected by metal covers for improved lubrication.
Rubber silent block at front ends of rear springs.
Shock Absorbers — Direct, double-acting, telescopic. Rear shock absorbers set in ride-stabilizing "sea-leg" mounting.

STEERING

Worm and roller, semi-irreversible type gear.
Ratio — 18.2 to 1.

LUBRICATION

Chassis — Pressure grease system.
Engine — Camshaft connecting rod and camshaft bearings force fed from Rotor-type oil pump.
Positive spray under pressure from metered holes in each connecting rod bearing lubricates all other working parts.
Direct oil lead lubricates timing chain.
Oil filter.
Crankcase fully ventilated.
Oil capacity, 4 Imperial quarts.

ELECTRICAL SYSTEM

Battery — 17 plate, 6 volt, 120 ampere hour capacity.
Generator — 45 ampere, belt-driven, ventilated — automatic current and voltage regulation.
Ignition and distributor timing fully automatic, controlled by centrifugal weights and manifold vacuum.

Spark Plugs — Resistor-type.

Cables — All heat-resistant and waterproof.
Coil — Mounted on engine to reduce radio interference.

Starting Motor — Simple hand control with switch on instrument panel and positive solenoid shaft.

FUEL SYSTEM

Fuel Pump — Positive camshaft drive.

Fuel Tank — Located at rear of car, fitted with sediment-collecting sump and self-cleaning filter in fuel tank.

Capacity — 12.95 Imperial gallons.

Carburetor — Down-draft with oil-bath cleaner, intake silencer and accelerator pump; automatic choke to simplify cold weather starting; built-in anti-stall control in carburetor.

COOLING SYSTEM

Capacity — 3.4 Imperial gallons.

Water jacket full length of block, water distributing tube cools all valve seats with direct water flow. By-pass cooling system speeds engine warm-up by closing off radiator circulation in warm-up period; means longer engine life, more fuel mileage and oil economy. Radiator core, tubular-cellular construction; fan, four-blade, driven by endless V belt.

CLUTCH, TRANSMISSION and FINAL DRIVE

Fluid Drive with ventilated clutch housing.

Single dry-disc clutch for simple, complete control of power flow.

Transmission Type — Tip-toe shift.

Final Drive — Hotchkiss-type; tubular propeller shaft balanced statically and dynamically to reduce vibration. Universal joints cross-type design with needle bearings protected by full enclosure.

Rear Axle — Semi-floating, with one-piece, two-pinion differential case, tough Amola steel axle shaft, and long-lasting Nickel Molybdenum hypoid gears, one-piece forged for uniform strength. Fully-adjustable, tapered roller bearings throughout.

Rear Axle Ratio — 3.9 to 1.

BODY and CHASSIS

Body Construction — Safety steel, rigidly braced, ribbed and welded in single unit design with seamless top and integral drip mouldings. Thoroughly weather and sound insulated safety glass throughout; front door locks, both sides; deep foam rubber seat pads, front and rear; clear vision ventilating system with swing-type vents on all front and rear doors; effective forward opening cowl ventilator with protective screen on all models. Frame features sturdy box section construction with 6" side members following body contour. Design offers high rigidity in both beam and torsional strength.

BRAKES

Service Brakes — High efficiency, self-equalizing hydraulic, on all four wheels; weatherproof cast-iron drums with cast-in steel backs and moulded brake shoe facings; six-cylinder arrangement provides dual cylinders on each front wheel for full braking efficiency; aluminum anodized wheel-cylinder pistons and improved tight-fitting wheel-cylinder boots throughout.

Drum diameter — 12".

Hand Brake — Independent in operation; external contracting type equalized through differential gears. Located at rear of transmission.

Size — 7" x 2".

ENGINE

Horsepower Rating — 116, Displacement 250.6 cu. in.

Compression Ratio — 7 to 1.

Type — L-head.

Manifold heat control automatic for fuel efficiency.

Alloy — Steel exhaust valve seat inserts for longer engine life.

Rugged crankshaft drop-forged from special high-carbon steel; seven-counterweight design balanced statically and dynamically for extra smoothness. Durable aluminum alloy, cam-ground pistons of U-slot, 4-ring design, with protective stannic coat. Top compression ring chrome plated for long resistance to wear. Other rings protected by stannic coating. Vibration damper, front of crankshaft.

DE SOTO EQUIPMENT AS SHIPPED

Electric clock.
Instrument panel cigar lighter, all models, and lighter in rear of sedan front seat ash receiver.
Directional signal.
Automatic back-up lights.
Two sun visors.
Dual tail lamps.
Dual chrome electric windshield wipers.
Dual air tone horns.
Remote control horn ring.
Locks, both front doors.
Arm rests, both front doors, and two in rear compartment.
Foot rest in sedans.

Radio grille integral part of instrument panel.
Chrome frame front door vent window, rear vent window on sedans.
Foam rubber seat pads, front and rear.
Two chrome coat hooks.
Glove compartment with lock.
Glove compartment light.
Instrument panel ash receiver.
Rear ash receivers — 1 on sedans.
2 on club coupes.
Dome light.
Centre rear license plate bracket and lamp.
Bumpers and buffer plates, front and rear.
Chrome bead around windshield and rear window.

Rubber weatherstrip around doors.
Luggage compartment floor insulation.
Automatic door switches, all doors.
Rear fender stone shields.
Sway eliminator.
Starting switch on instrument panel.
Auto jack.
Stainless steel wheel covers — set of four.

The Dodge-De Soto Divisions of Chrysler Corporation of Canada, Limited, reserve the right to change prices without notice and make changes in specifications without incurring obligations on vehicles previously sold. Certain models illustrated are shown with extra equipment.