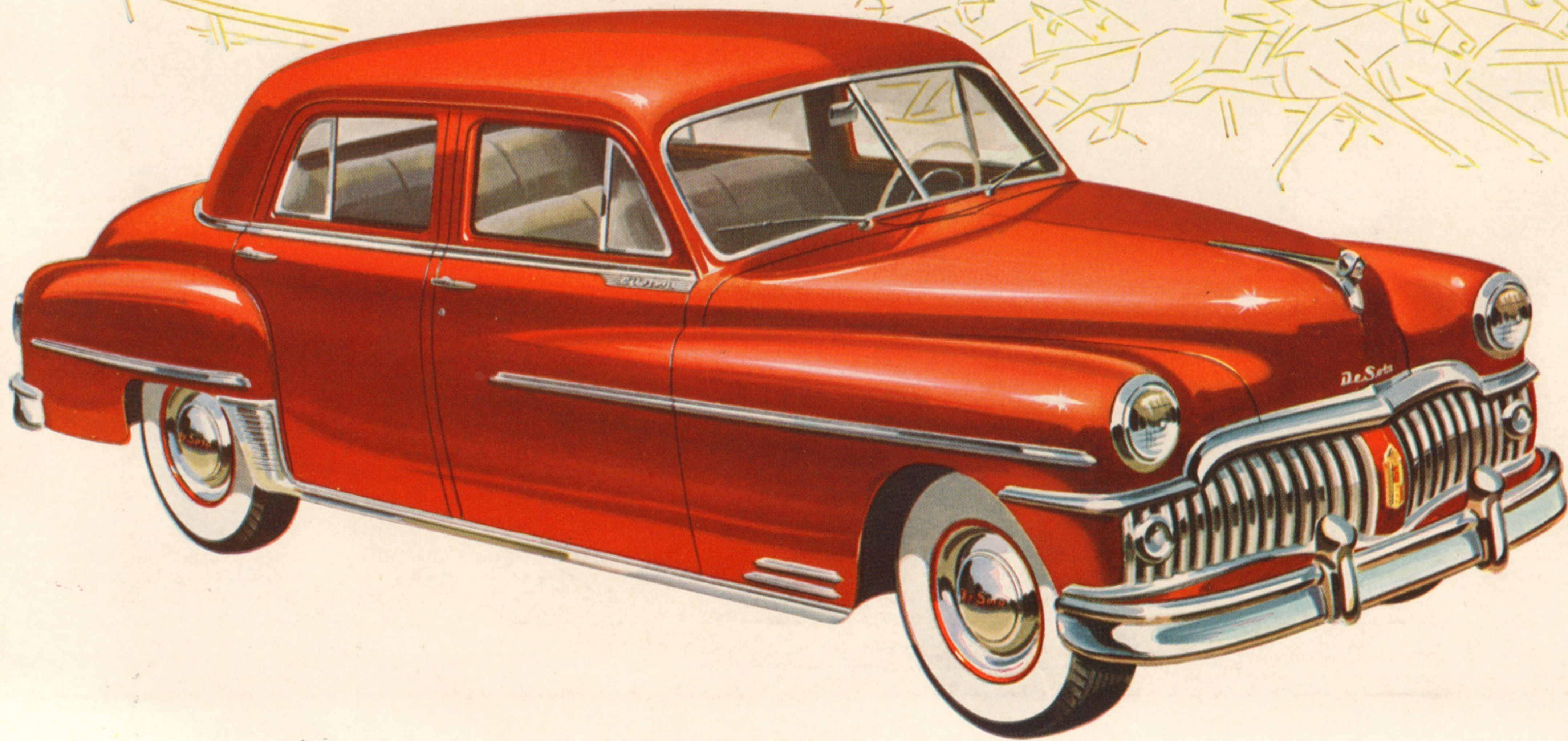
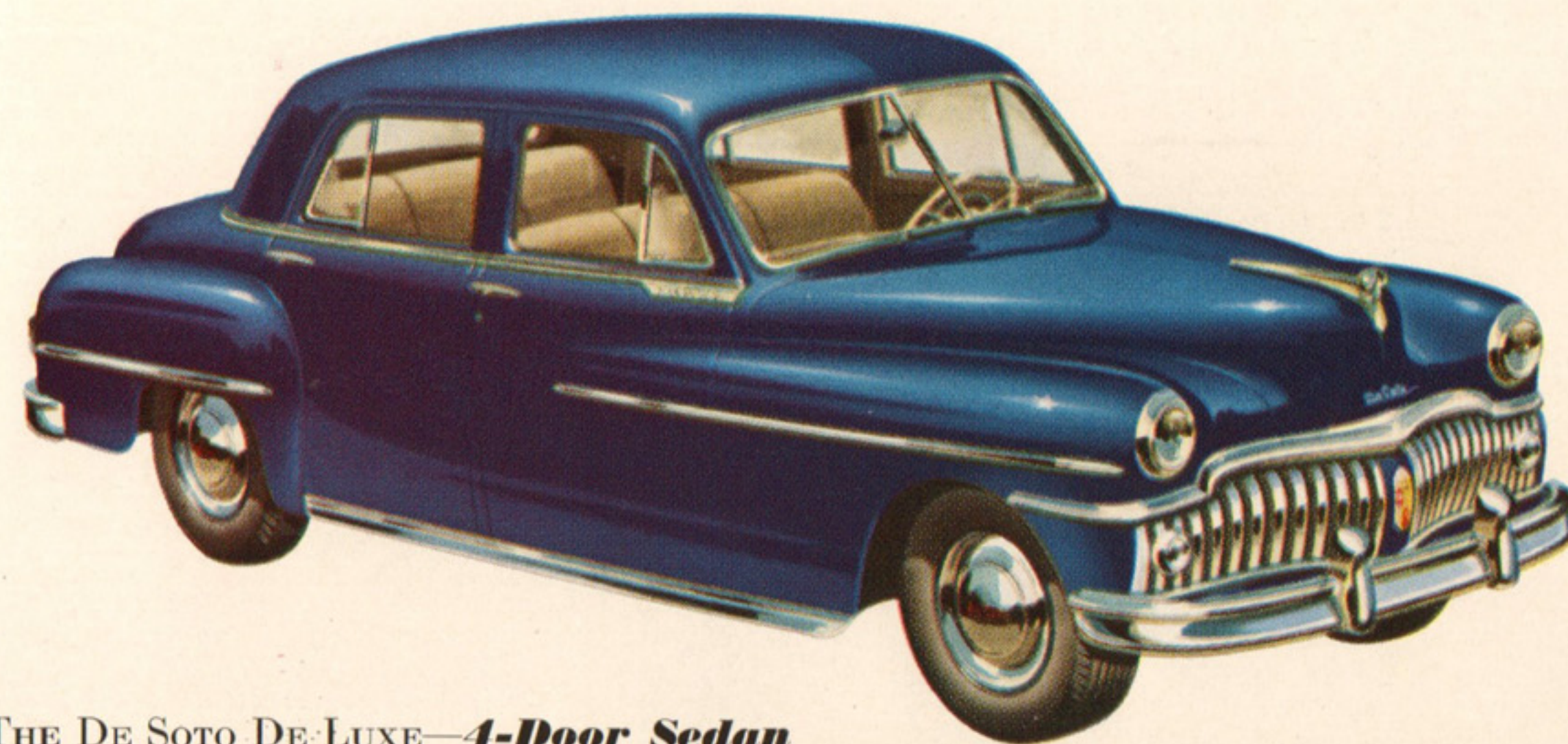


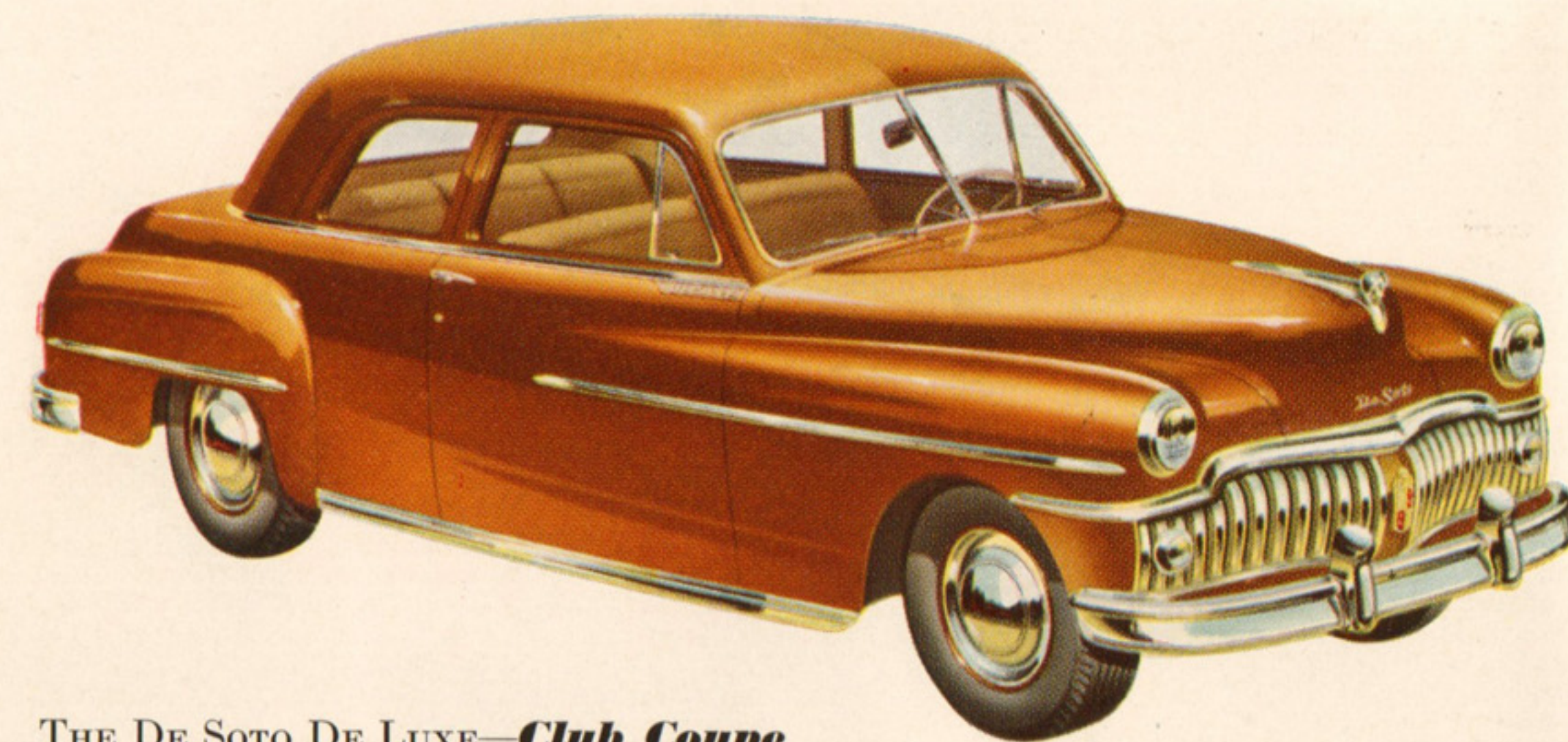
# DE SOTO





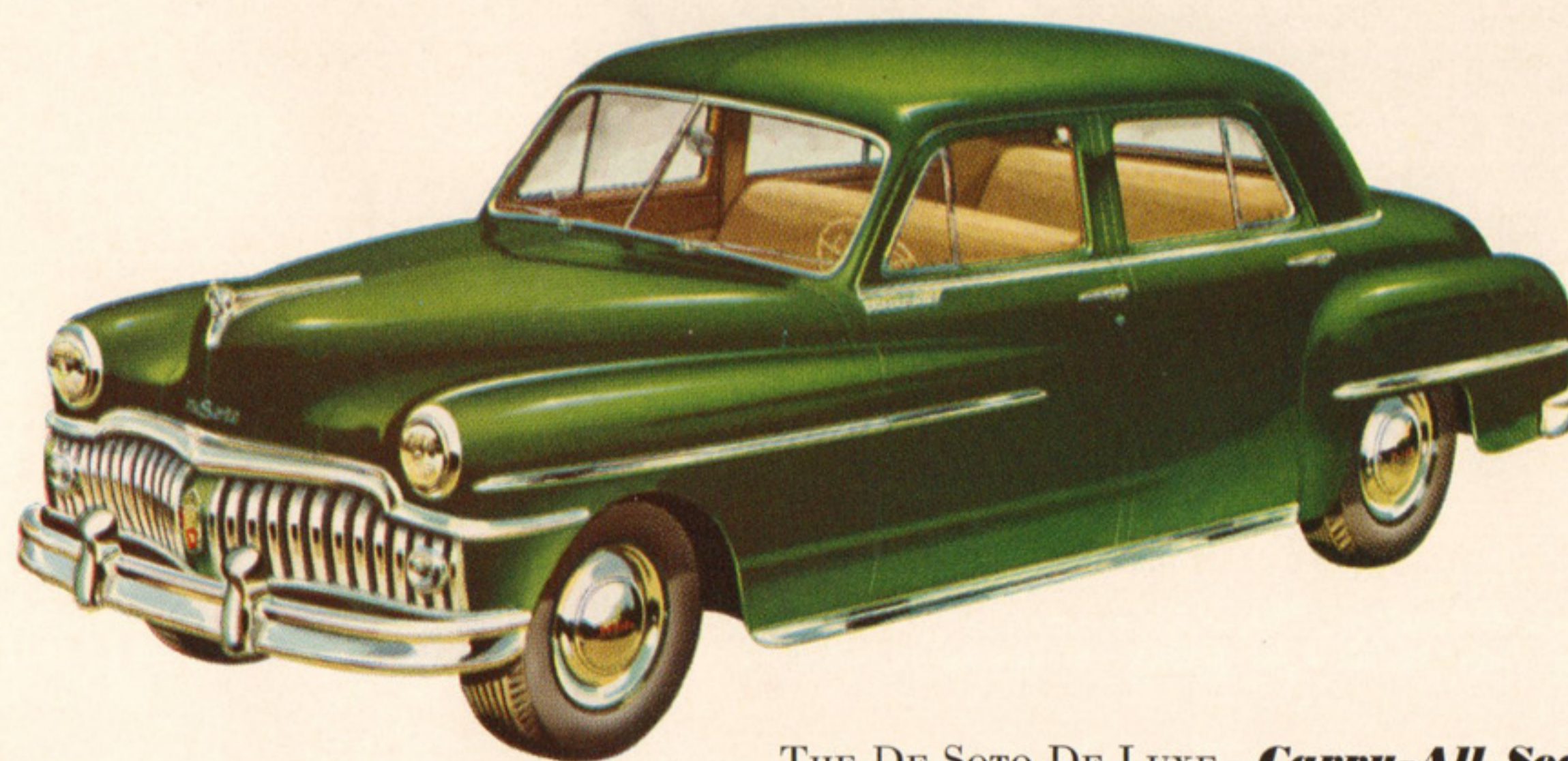


THE DE SOTO DE LUXE—**4-Door Sedan**

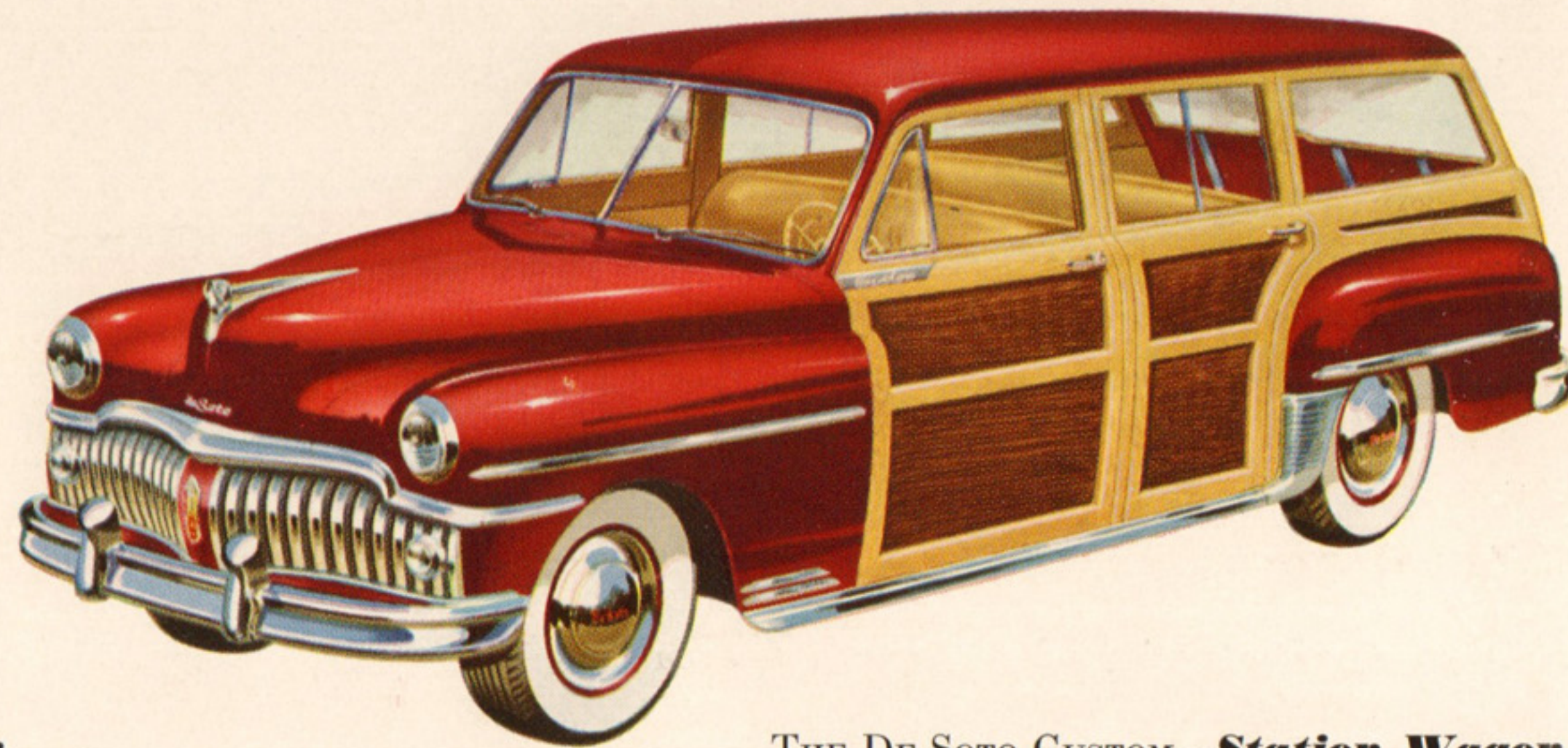


THE DE SOTO DE LUXE—**Club Coupe**

## Modern Design that is Brilliant and Practical . . .



THE DE SOTO DE LUXE—**Carry-All Sedan**



THE DE SOTO CUSTOM—**Station Wagon**

THE MEN who designed and built this great new De Soto knew you wanted a car that would be surpassingly beautiful. But they also knew you wanted a car that would give you *more* room than in ordinary cars, not less. *More* comfort. *More* visibility. *More* safety.

This is it . . . the new De Soto . . . *the car designed with YOU in mind*, with added sleek new beauty. In it you'll find the headroom, legroom, and trunk room for which De Soto is noted. Larger rear windows and its wide windshield . . . with broad chair-high seats that let you really enjoy this greater visibility. You'll find its ride is marvelously smooth. You'll find you can change a tire easily . . . and it's a car that will *fit* into your garage!

The De Soto line includes both De Luxe and Custom models. Whichever you choose, you'll be getting a car that will give you years of greater riding enjoyment than you have ever known before.



*A De Soto 4-Door Sedan interior. Headroom, legroom and elbow-room is here to spare. De Soto gives you broad, deep-seated luxury that is beautiful and practical. Wide, chair-high seats, front and rear, afford drawing-room comfort no matter where you sit.*

Presenting the new

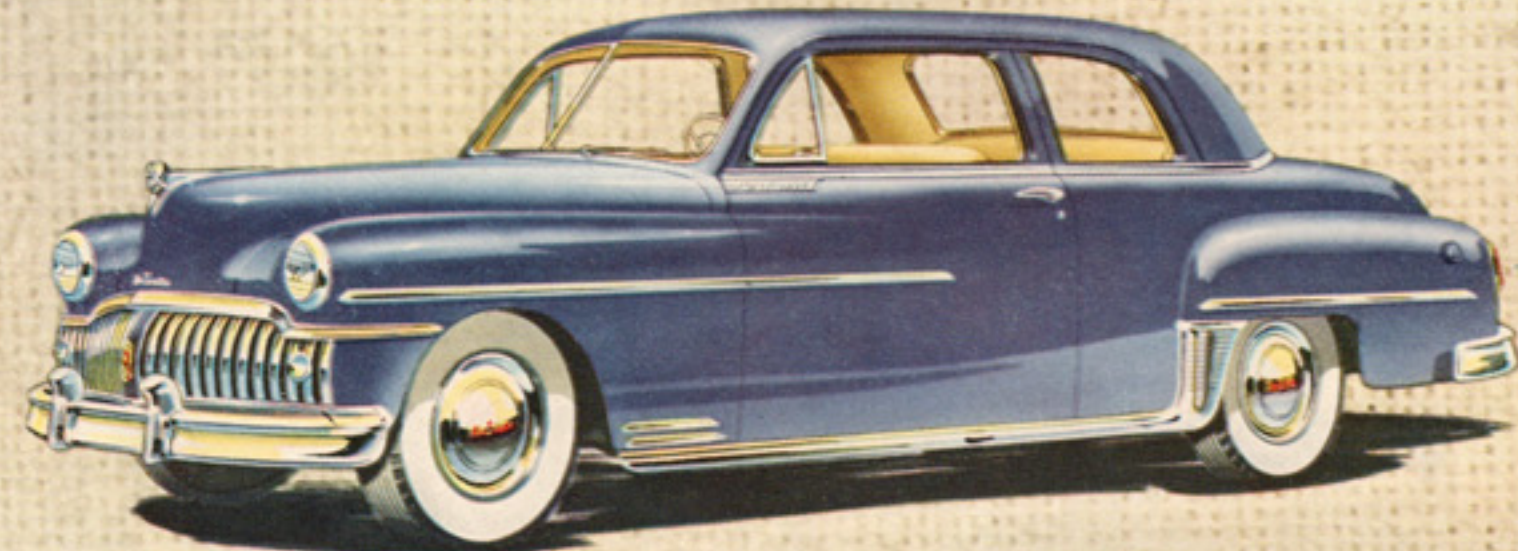
# DE SOTO

LOOK TO DE SOTO FOR BRILLIANT STYLING . . . FOR ROOMINESS AND COMFORT THAT IS REAL . . . FOR PERFORMANCE THAT IS EFFORTLESS AND THRILLING

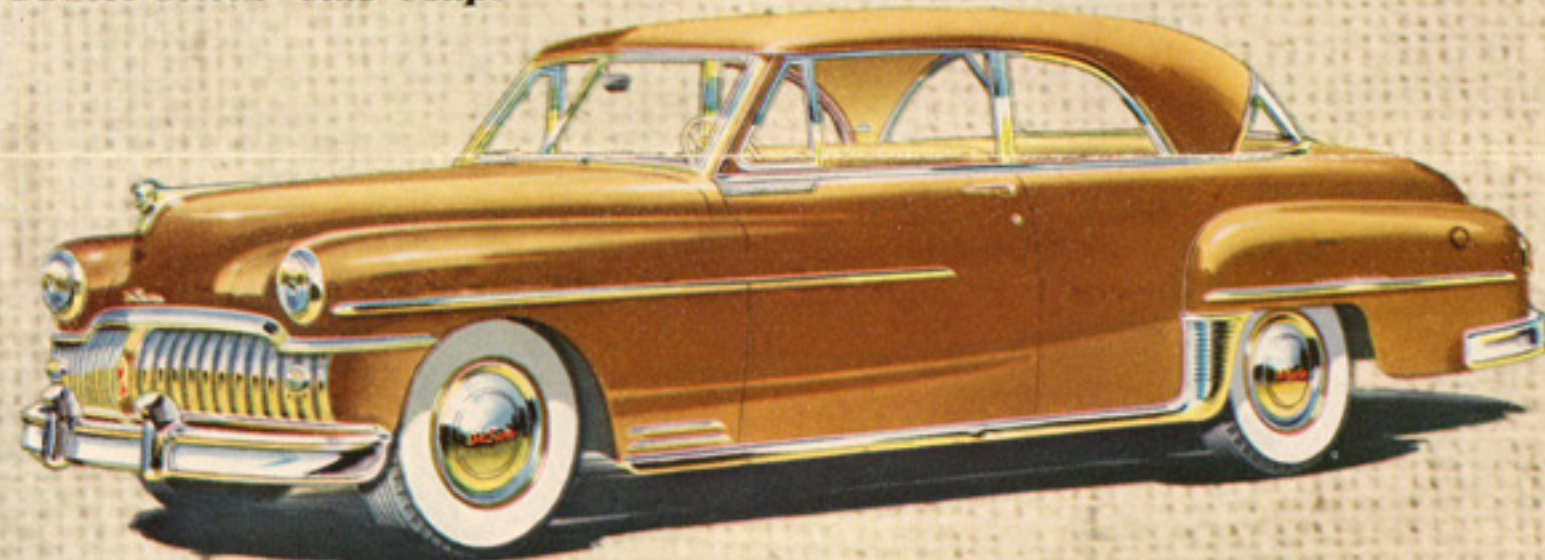


Beautiful from any angle . . . graceful  
in every line . . . a joy to look at and  
a thrill to own.

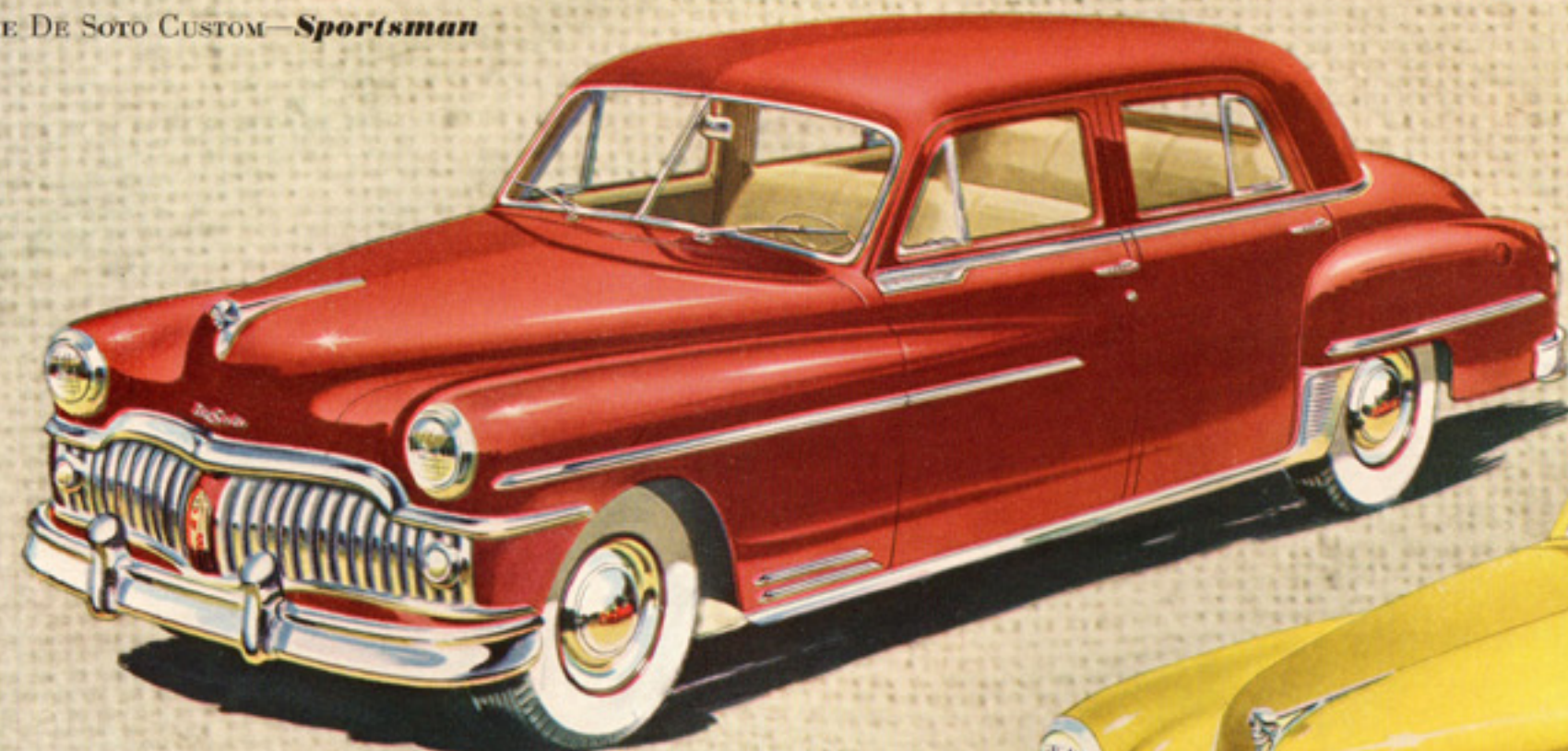
*The New* **DE SOTO**



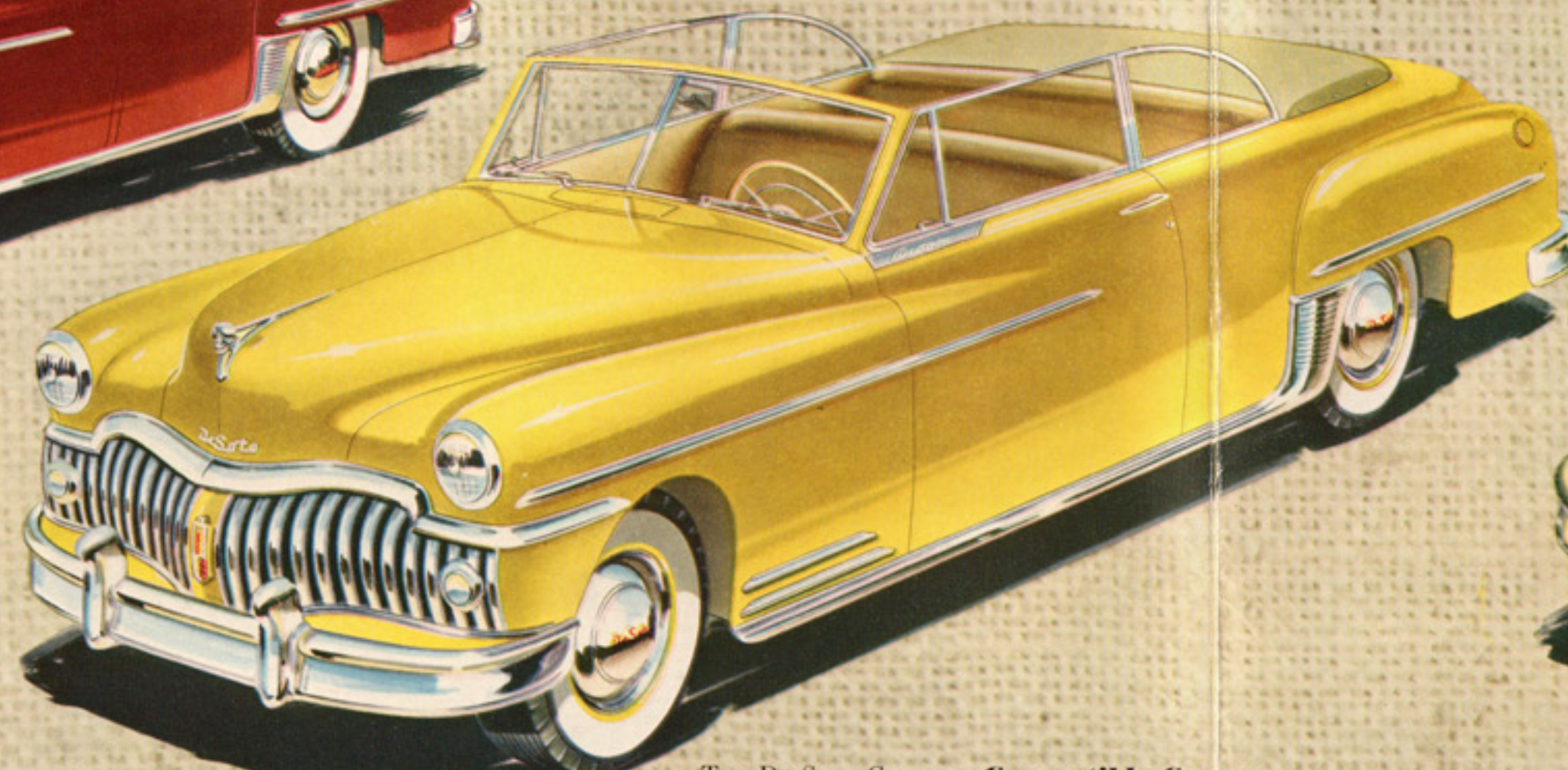
THE DE SOTO CUSTOM—*Club Coupe*



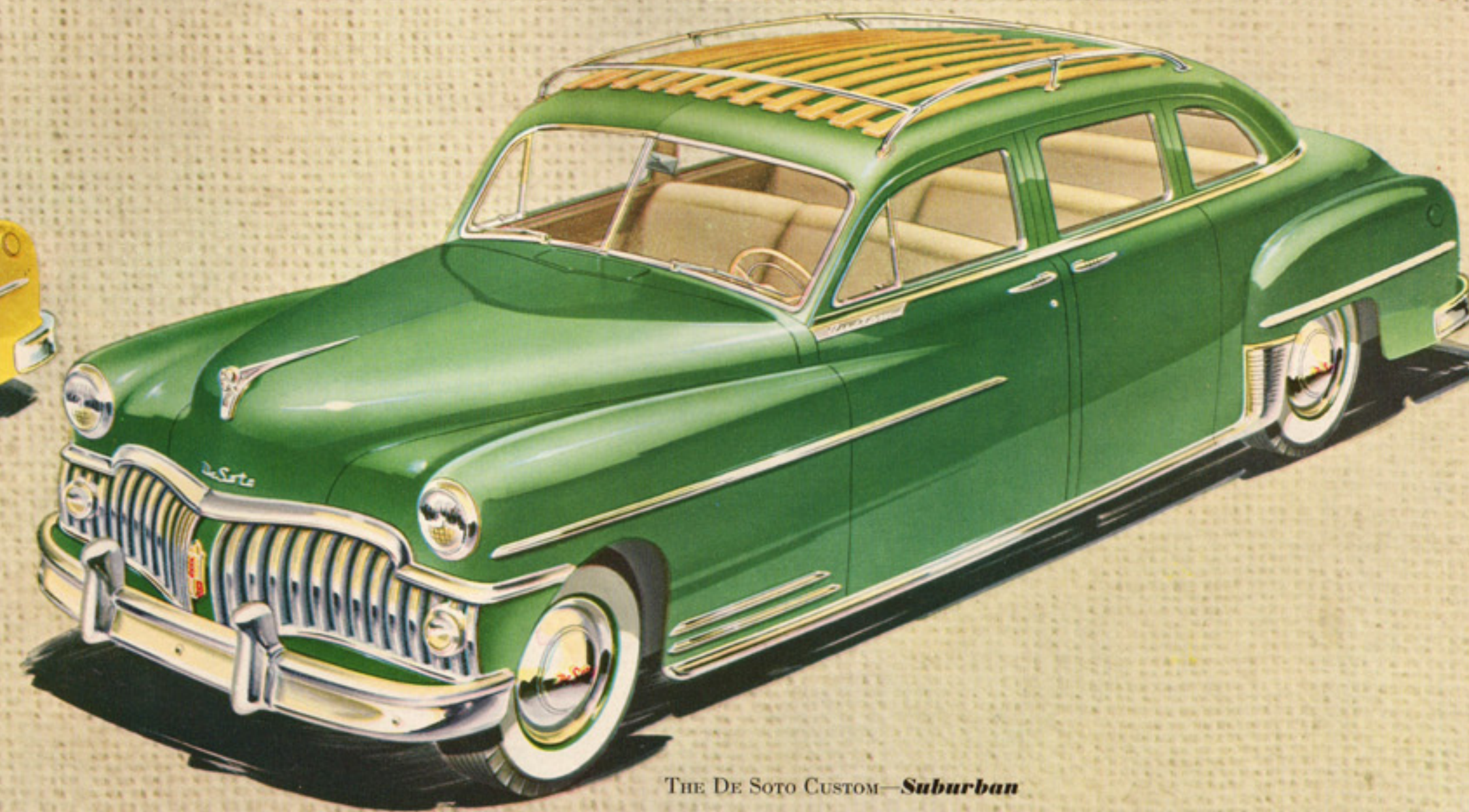
THE DE SOTO CUSTOM—*Sportsman*



THE DE SOTO CUSTOM—*4-Door Sedan*



THE DE SOTO CUSTOM—*Convertible Coupe*



THE DE SOTO CUSTOM—*Suburban*



THE DE SOTO CUSTOM—*8-Passenger Sedan*

LOOK TO DE SOTO FOR BRILLIANT STYLING . . . FOR ROOMINESS AND COMFORT THAT IS REAL . . . FOR PERFORMANCE THAT IS EFFORTLESS AND THRILLING



# ... SPECIFICATIONS ...

## DE SOTO CUSTOM 125½" AND 139½" WHEELBASE AND DE SOTO DELUXE 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 6.6:1. Low compression cylinder head optional. A.M.A. Horsepower 28.36. Developed brake horsepower 112 at 3600 r.p.m. with 7.0:1 cylinder head. U-slot, cam-ground, plated aluminum pistons with 4 coated piston rings each. Lubricated 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 with Fluid Drive and 10" (25.4 cm) without Fluid Drive. Cushion center. Molded woven asbestos facings. Ball-thrust release bearing with lubricant sealed in.
- **TIP-TOE SHIFT TRANSMISSION**—Standard equipment on Custom models and Carry-All Sedan De Luxe model. Hydraulically operated with four speeds forward, one reverse. Built-in control unit.
- **TRANSMISSION (DELUXE MODELS)**—Silent, constant-mesh, easy-shift, 3 speed transmission with helical gears of carburized Amola steel. Steering column control.
- **FLUID DRIVE**—Thirteen inch diameter coupling. Ball type coupling hub bearing. Oilite bushings on coupling runner inner bearing. Available in combination with Tip-Toe Shift Transmission only.
- **REAR AXLE**—Semi-floating Hypoid rear axle. Pressed-steel, banjo-type housing. Hypoid gears and axle shafts of Amola steel. Tapered roller bearings. Standard ratio

3.9:1, except 8-Pass. Sedan and Suburban which have 4.1:1, and Station Wagon which has 3.91:1. Hotchkiss drive through springs.

- **SUSPENSION**—Independent front wheel springing with coil springs of Amola steel. Grooved, Amola, soft acting, semi-elliptic rear springs, length 53⅝" (1.362 m), width 1¾" (4.5 cm). All leaves with tapered ends. Rubber cored bushings at front. Rubber cushioned shackles at rear. 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, ⅜" (2.38 mm) thick. Maximum depth 6" (15.2 cm). Outside width at maximum depth, 32⅞" (9.92 cm). On 8-Pass. Sedan, Suburban and Station Wagon: ⅝" (3.57 mm.); 617/32" (16.59 cm); 359/64" (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.
- **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 12" (30.5 cm). 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 8-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.

Smartly tailored. Modern lines and new exterior ornamentation create a lower and wider appearance. Unusual head room, leg room, luggage space. Luxuriously comfortable chair-high seats. Large windshield and wider rear windows.

### Front End

New lower grille of equal-thickness vertical chrome bars. New front medallion located in vertical plate in the center of the grille.

### Silhouette

The long wheelbase results in better cradling of passengers between the axles and in improved riding qualities. New high

## Body Features

contour, bolted-on rear fenders maintain their full height almost to the rear of the car.

### Rear End

"Flowing-line" treatment of rear end presents better balance with front end. New combination tail light, stop light and turn signal unit located on each rear fender has large vertical oval housing with two horizontal chrome plated division bars. New license light mounted in horizontal stone shield.

### Appointments

Instrument panel complements new styling. Round speedometer dial located in front of the driver, between the gauges and the radio control panel. Center panel is slotted to reveal radio grille and also contains cigar lighter, clock and ash receiver. Glove box with lock. 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.

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

CHRYSLER CORPORATION—EXPORT DIVISION • DETROIT 31, MICHIGAN, U. S. A.