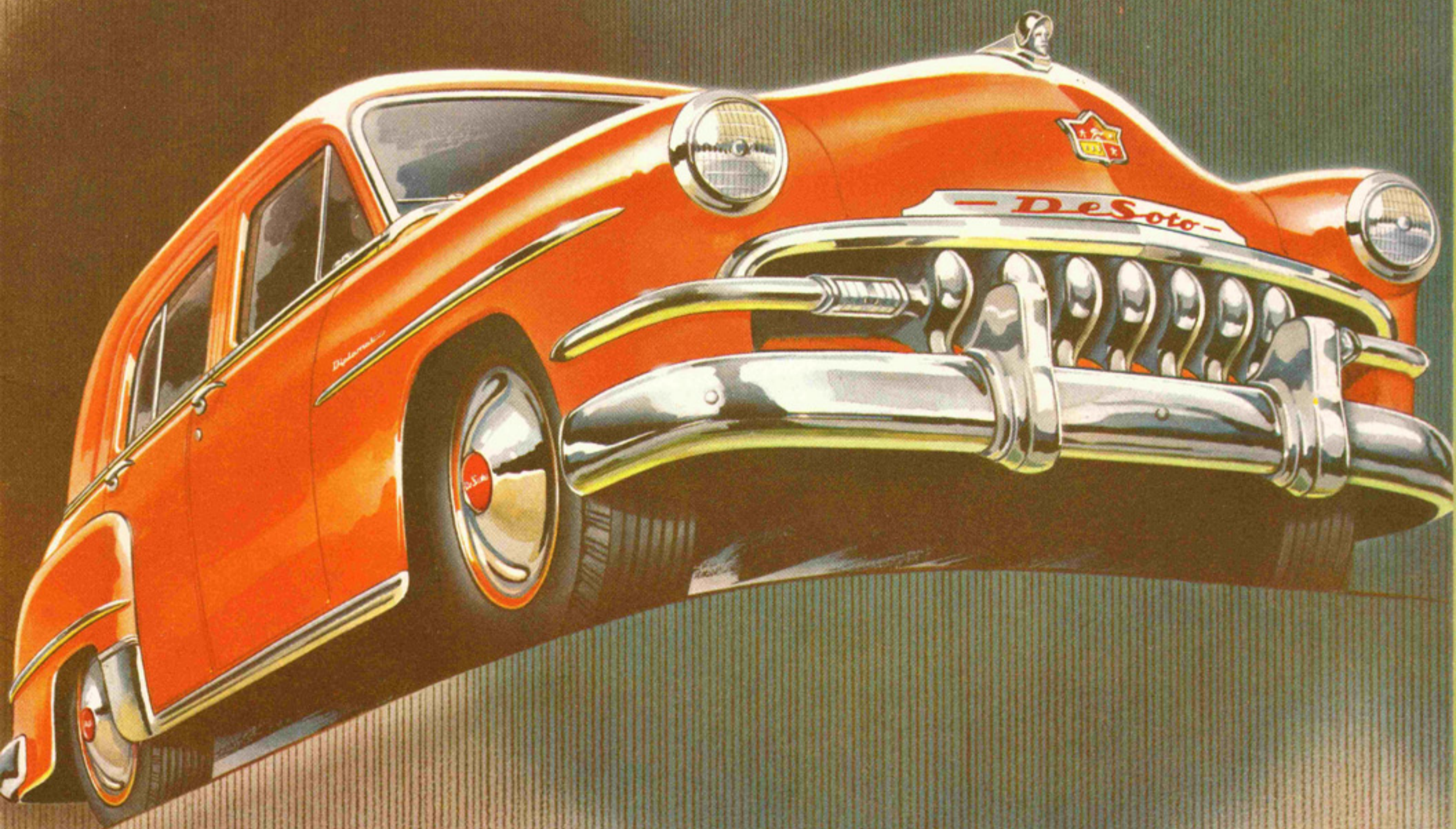
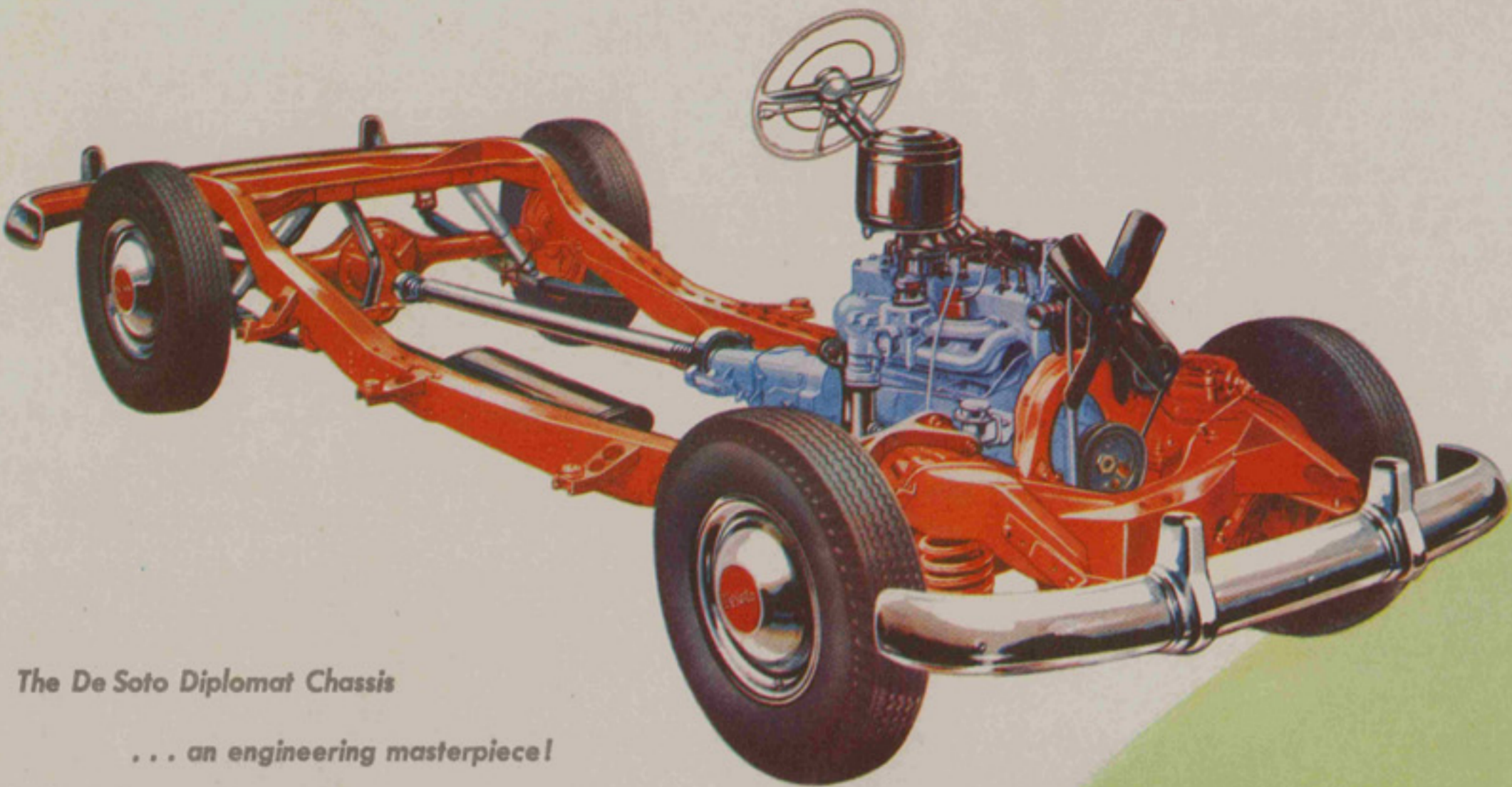


De Soto

Diplomat



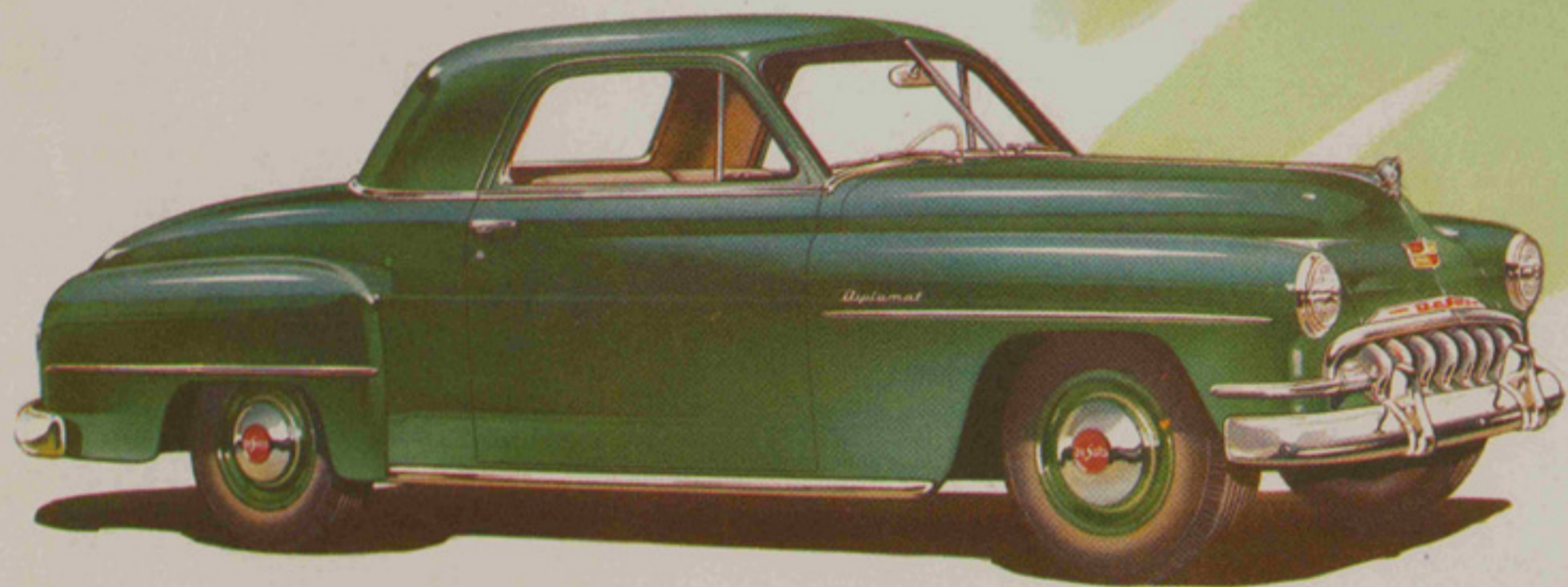
1 9 5 2



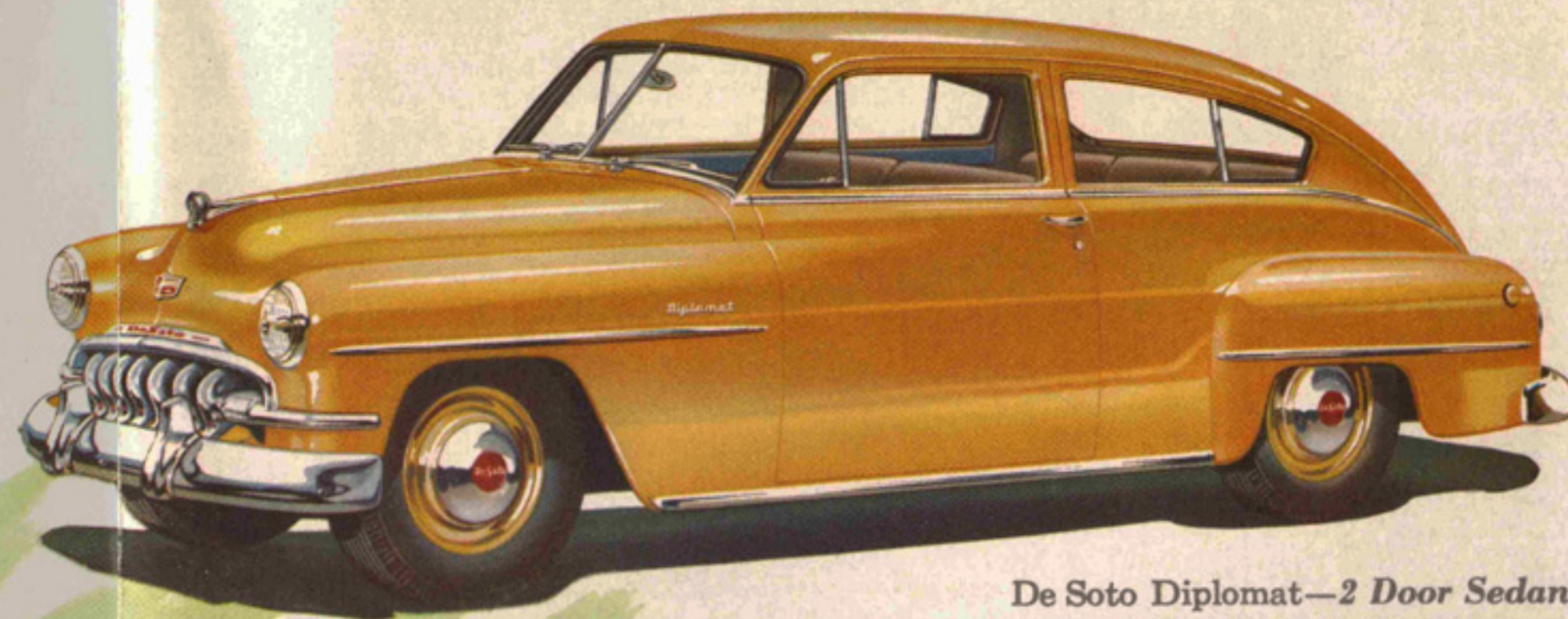
The De Soto Diplomat Chassis

... an engineering masterpiece!

De Soto Diplomat's reputation for good engineering is maintained in this great chassis. Actually, it is the *result* of many years of steady improvement in design and construction. The Diplomat *frame*, for instance, is of the double-channel type, with box-type side rails, that assure the strongest, safest car frame known. You can be sure that springs, brakes, clutch, shock absorbers—in fact, *all* chassis components—are of the finest quality that modern automotive science can provide. Only on high-priced cars will you find comparable engineering features.



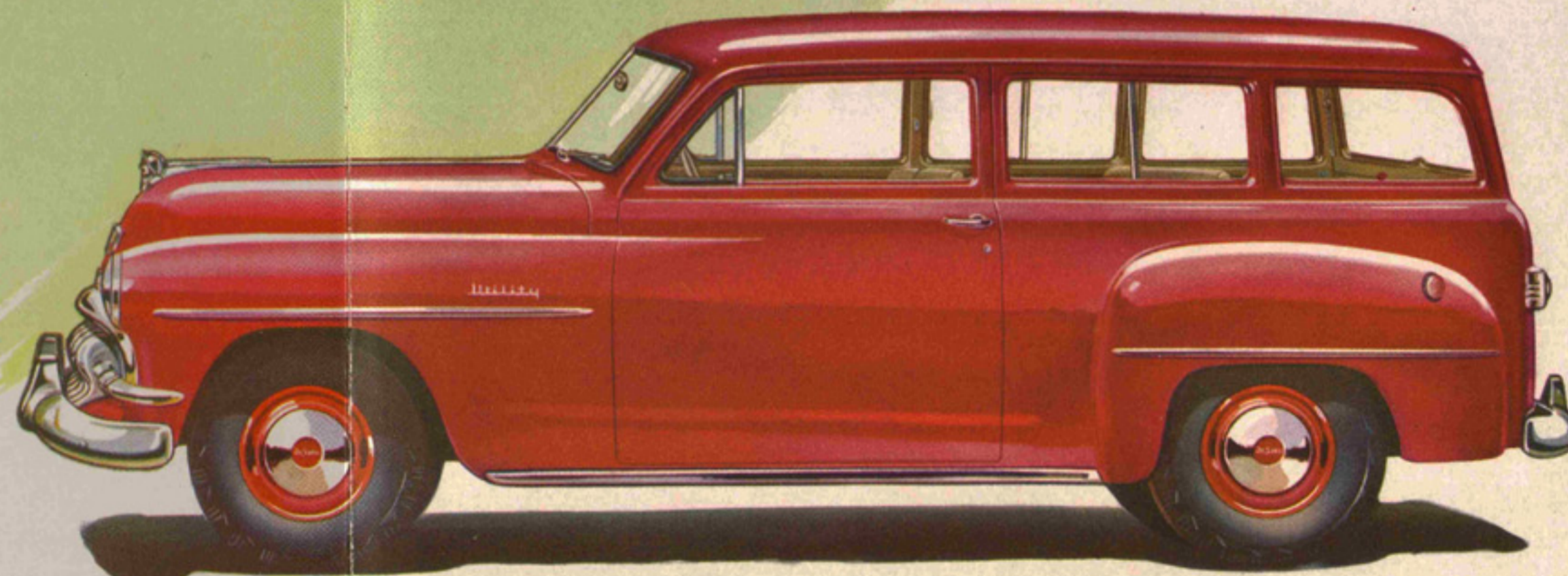
De Soto Diplomat—3 Passenger Coupe



De Soto Diplomat—2 Door Sedan

THE DE SOTO DIPLOMAT... exactly the value you want

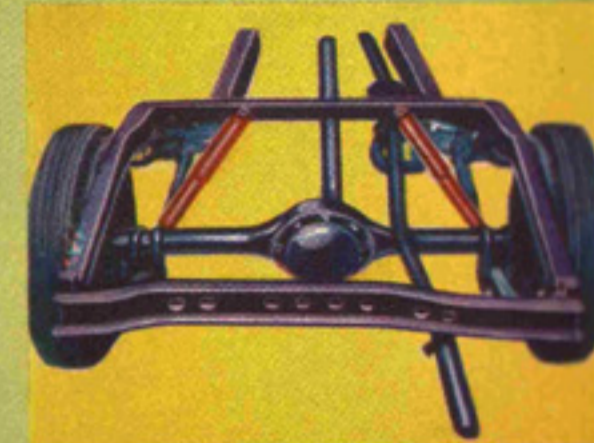
The New De Soto Diplomat has been designed to give you the things you want most in a car. You will agree that the appearance of this fine car is *distinctive*... low, trim, truly impressive. This new car offers exceptional comfort and convenience, too. You will enjoy the luxury of "chair-height" seats... plenty of leg-room and head-room... and high, wide doors for easy entrance and exit. And, you can depend on the new De Soto Diplomat for *smooth, reliable* performance!



De Soto Diplomat—Commercial Utility



Exhaust Valve Seat Inserts



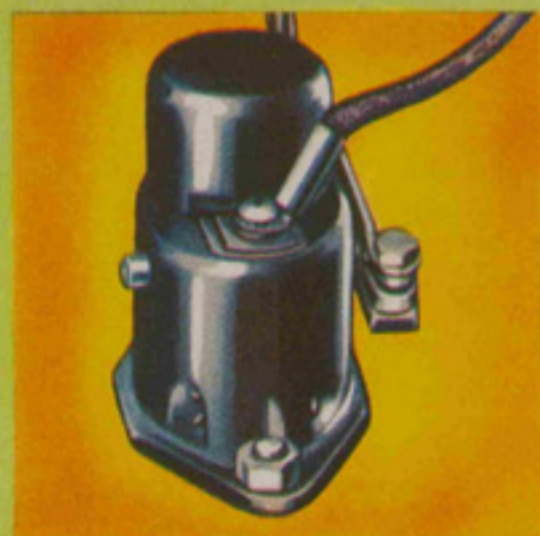
Telescopic Shock Absorbers



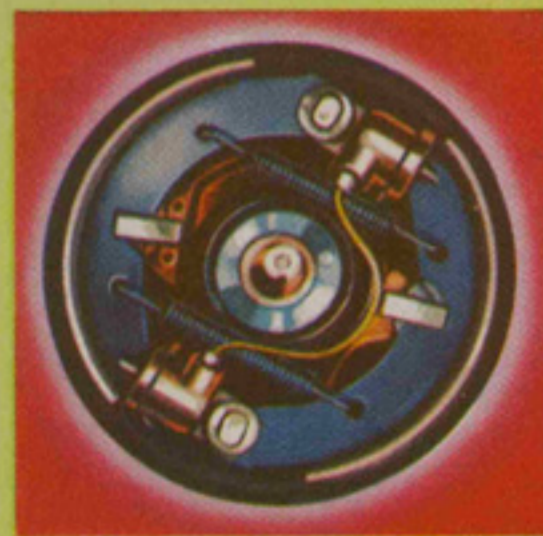
Splash-proof Distributor



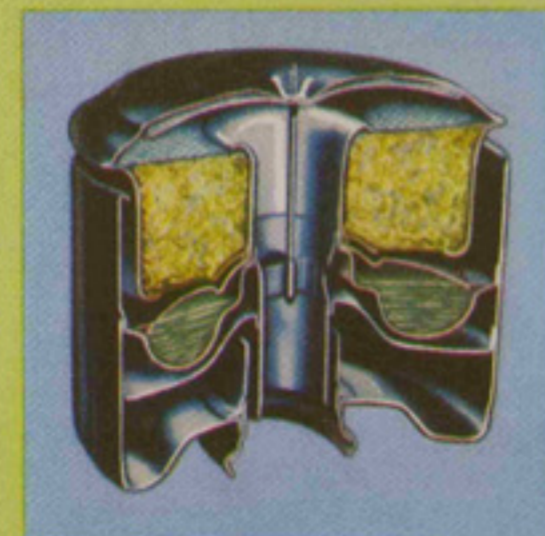
Floating Power Engine Mountings



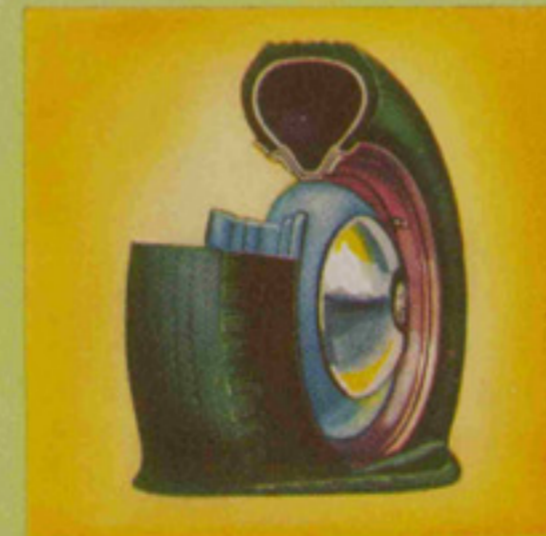
Electric Automatic Choke



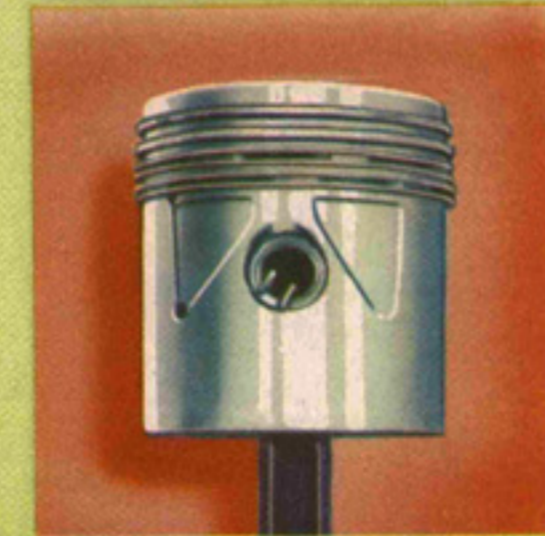
Safe-Guard Hydraulic Brakes



Heavy-Duty Oil Bath Air Cleaner



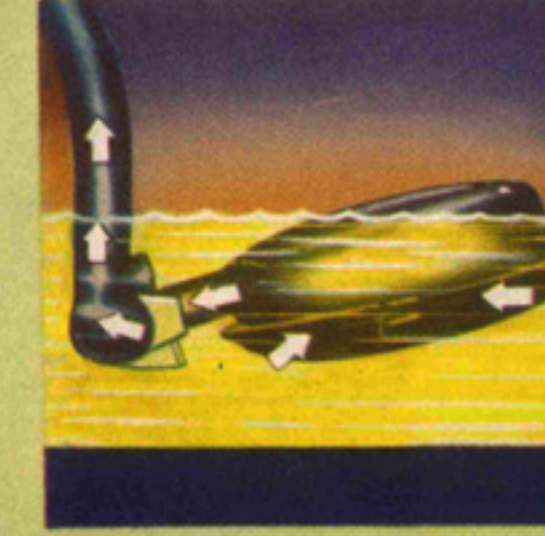
Safety-Rim Wheels



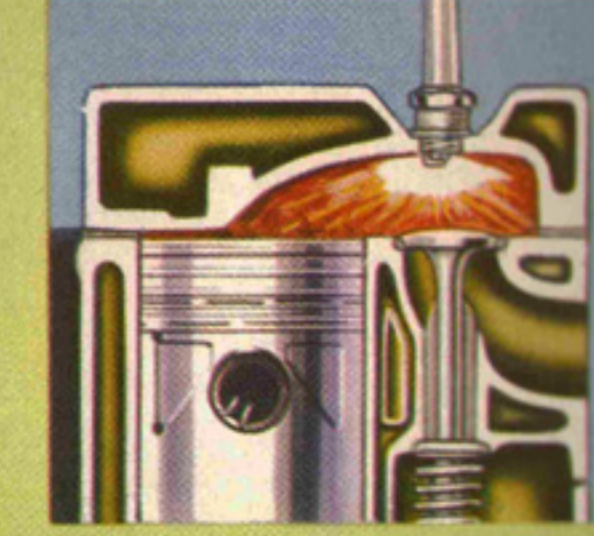
Lightweight Aluminum-Alloy Pistons



Chain-driven camshaft



Floating Oil Intake



High compression ratio

THE DE SOTO DIPLOMAT OFFERS MORE... TO MAKE YOUR MOTORING A PLEASURE



De Soto Diplomat-Custom—4 Door Sedan

DE SOTO *Diplomat*

De Soto Diplomat provides features normally found only on big, expensive cars. Compare Diplomat with any other car in its class. You will find that De Soto Diplomat offers advanced engineering features, comfort and convenience, safety, reliability! See your distributor for a demonstration ride and an explanation of De Soto Diplomat features. Convince yourself that De Soto Diplomat challenges all for value.



De Soto Diplomat-Custom—Convertible Coupe

Styled for enjoyment of living, the Diplomat-Custom Convertible can be open to the sky and sun one minute, closed tight and weatherproof the next, for a push of the button brings the top up automatically. A double-size rear window provides ample vision to the rear. Rear quarter windows also aid all-around vision.

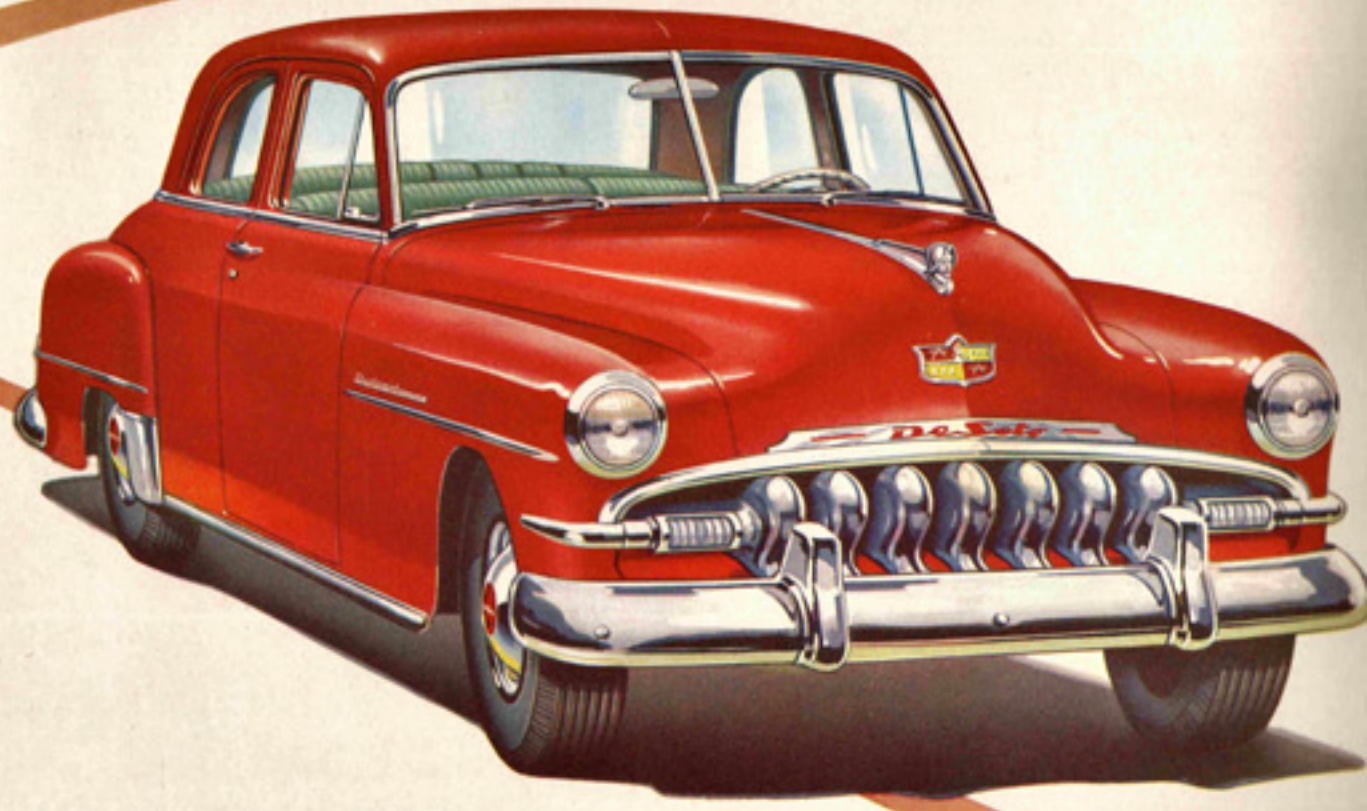


De Soto Diplomat-Custom—Special Club Coupe

The De Soto Diplomat—Custom Special Club Coupe is a perfect blend of smart styling and unusual gracefulness. Whatever your motoring wants—closed car or semi-sport enclosed car—you will find here the answer to your personal needs. As a sport car the sides are completely open when the windows are down—no post is used between the side windows. With windows up it is weather tight.



De Soto Diplomat-De Luxe—4 Door Sedan



De Soto Diplomat-Custom—Club Coupe

S P E C I F I C A T I O N S

DE SOTO DIPLOMAT-CUSTOM 118½" WHEELBASE; DE SOTO DIPLOMAT-DE LUXE 118½" WHEELBASE AND DE SOTO DIPLOMAT 111" WHEELBASE

● **ENGINE**—Six-cylinder, L-head type, Floating Power mounted. Bore 3¼" (82.55 mm). Stroke 4⅜" (111.1 mm). Piston displacement 217.8 cu. in. (3.57 liters). Compression Ratio 7.0:1. Low compression cylinder head optional. A.M.A. horsepower 25.35. Developed brake horsepower 97 at 3600 r.p.m. with 7.0:1 cylinder head. Rib-reinforced, cam-ground, lightweight "U" slot, plated aluminum pistons with 4 piston rings each. Top ring chrome-plated. Four-bearing crankshaft. Precision-type, high-duty crankshaft and connecting rod bearings. Silent chain driven camshaft. Four camshaft bearings.

● **ENGINE LUBRICATION**—Force-feed from high capacity Roto-Pressure oil pump, through rifle-drilled cylinder block passages to main, connecting rod and camshaft bearings. Floating type oil intake. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Timing chain drive lubricated by oil stream from camshaft. Crankcase ventilation. "Micronic Filtration" sealed-unit oil filter. Crankcase capacity five quarts (4.75 liters). Oil pressure gauge on instrument panel.

● **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. Intake silencer*. Mechanical diaphragm fuel pump driven from camshaft. Fuel tank capacity, 17 U. S. gals. (64 liters). Electric fuel gauge on instrument panel. Self-cleaning Oilite filter in tank outlet.

● **COOLING SYSTEM**—Centrifugal water pump. Directional circulation, uniform to all cylinders and valve assemblies. Full length water jackets. Thermostat control. Water capacity 3¼ U. S. gallons (12.30 liters). Four-blade 17-inch fan (43 cm).

● **CLUTCH AND TRANSMISSION**—Dry, single-plate with cushion center. 9¼" diameter, molded woven asbestos facings, on 118½" W.B. models. 9⅛" diameter, molded facings, on 111" W.B. models. Ball-thrust release bearing with lubricant sealed in. Oilite pilot bearing. Trunnion-type shifting mechanism. Forced ventilation. All-Silent Auto-Mesh transmission with helical gears of carburized Amola steel. Blocker-type synchronizer. Seven antifriction bearings.

● **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. 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). With tapered-end leaves. Rubber cored bushings at front. Rubber cushioned shackles at rear. Metal spring covers*. Hydraulic, telescopic type shock absorbers front and rear. Rear shock absorbers in "sea leg" position for greater 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, 31⅞" (8.97 cm).

● **ELECTRICAL SYSTEM**—6-volt ignition. Resistor type spark plugs. Full automatic spark advance, speed and vacuum control. Shunt-type generator with voltage and current control. Generator ventilated by centrifugal fan. Ignition-key operated positive starter. Special high tension coil. 15-plate battery, capacity 100 ampere hours, at 20 ampere discharge rate, located under hood in left fender shield. Sealed-beam headlights with foot control. Dual Airtone horns*. Full-circle horn ring on steering wheel on Diplomat-Custom models. Horn button in center of steering wheel on Diplomat-DeLuxe and Diplomat models. Dual taillights, dual stop lights. Rear license plate light. Front parking lights. Directional signals available as special equipment. Electrically-operated windshield wipers.

● **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. Steel backed, cast iron brake drums with Superfinished braking surface. Drum diameter 10" (25.4 cm). Molded asbestos brake lining 2" wide (5 cm). Separate, external contracting hand brake for parking, mounted at rear of transmission.

● **WHEELS AND TIRES**—Demountable steel disc wheels with Safety rims. Goodyear Super Cushion tires, black, 4-ply, are standard. Sizes: 111" W.B., 15x6.40; 118½" W.B., 15x6.70. Heavy Duty 6-ply are also available at extra cost.

*On 118½" W. B. models.

**On Utility and 118½" W. B. models.

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

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