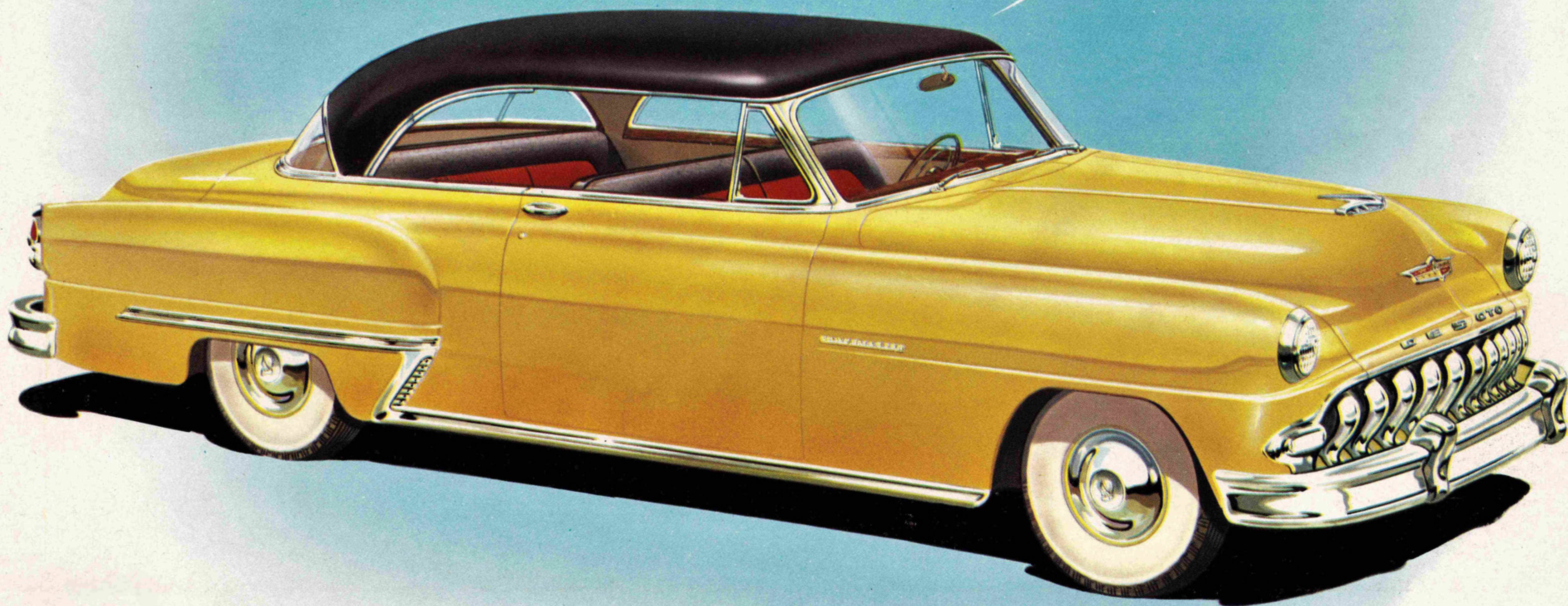


DeSoto

POWERMASTER

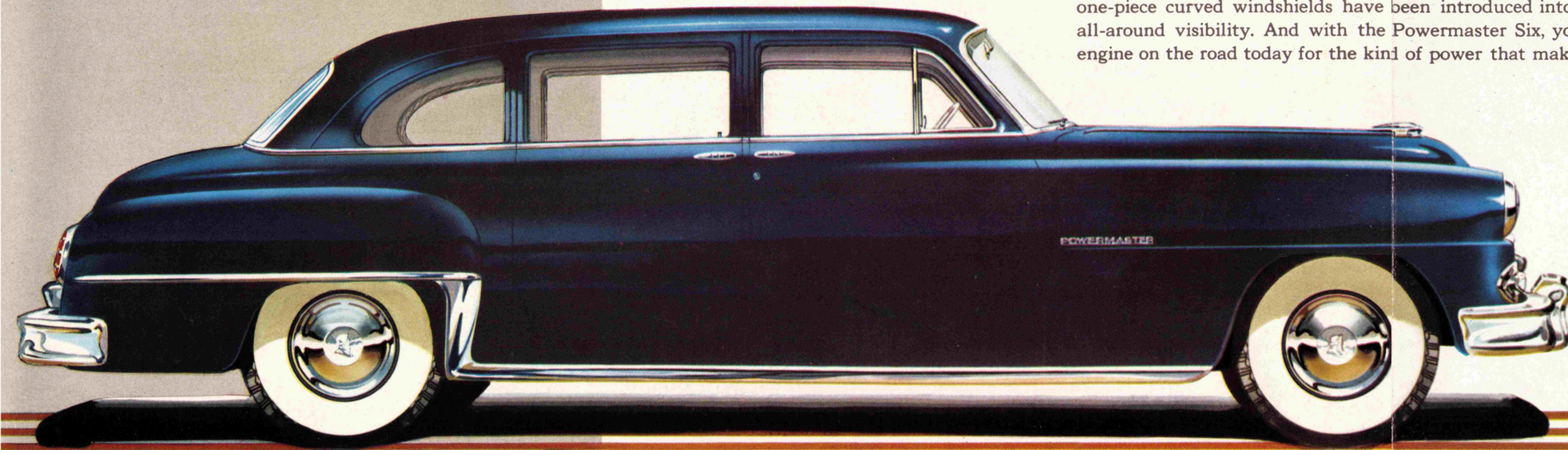
6



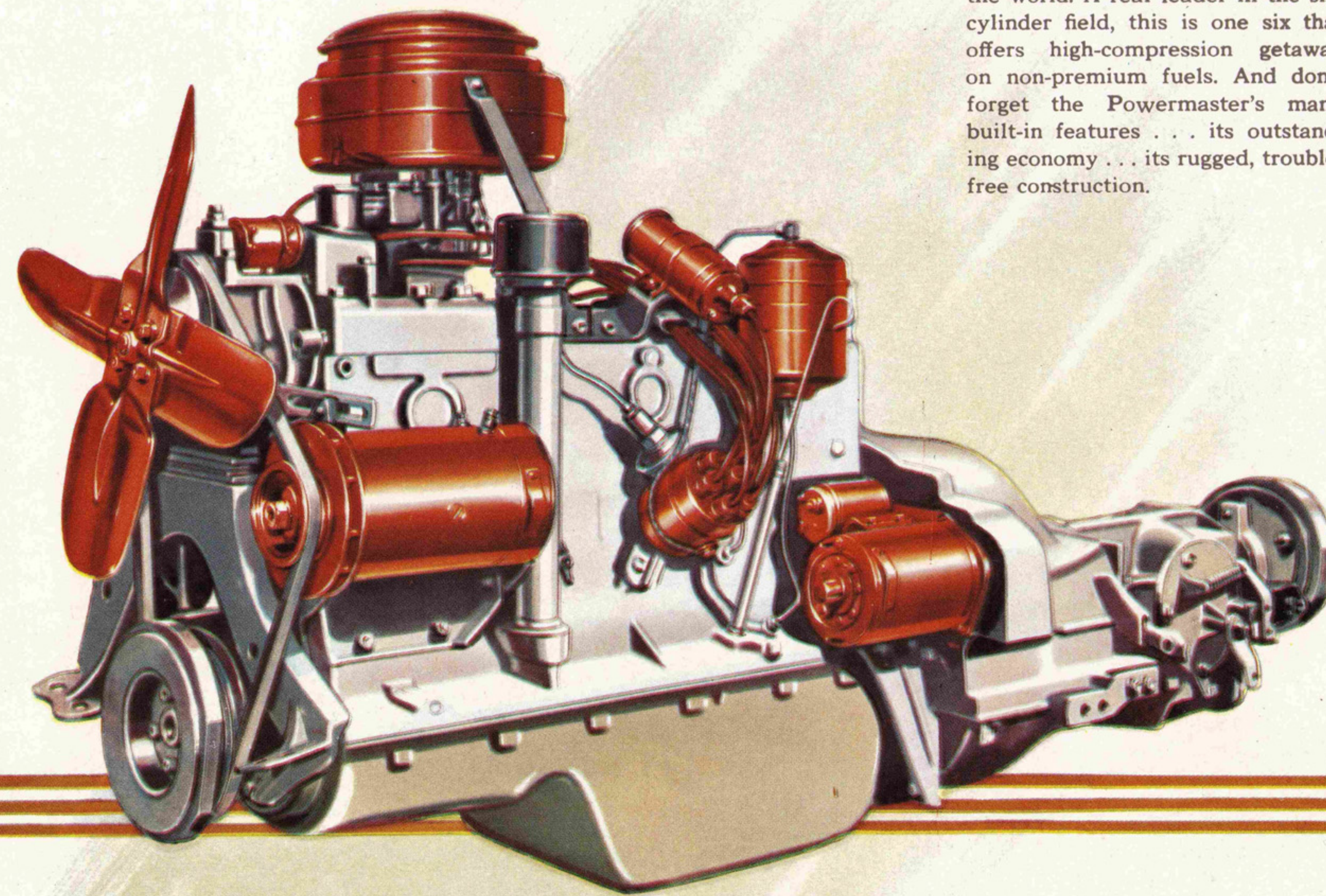
1953

DE SOTO *Powermaster 6-*

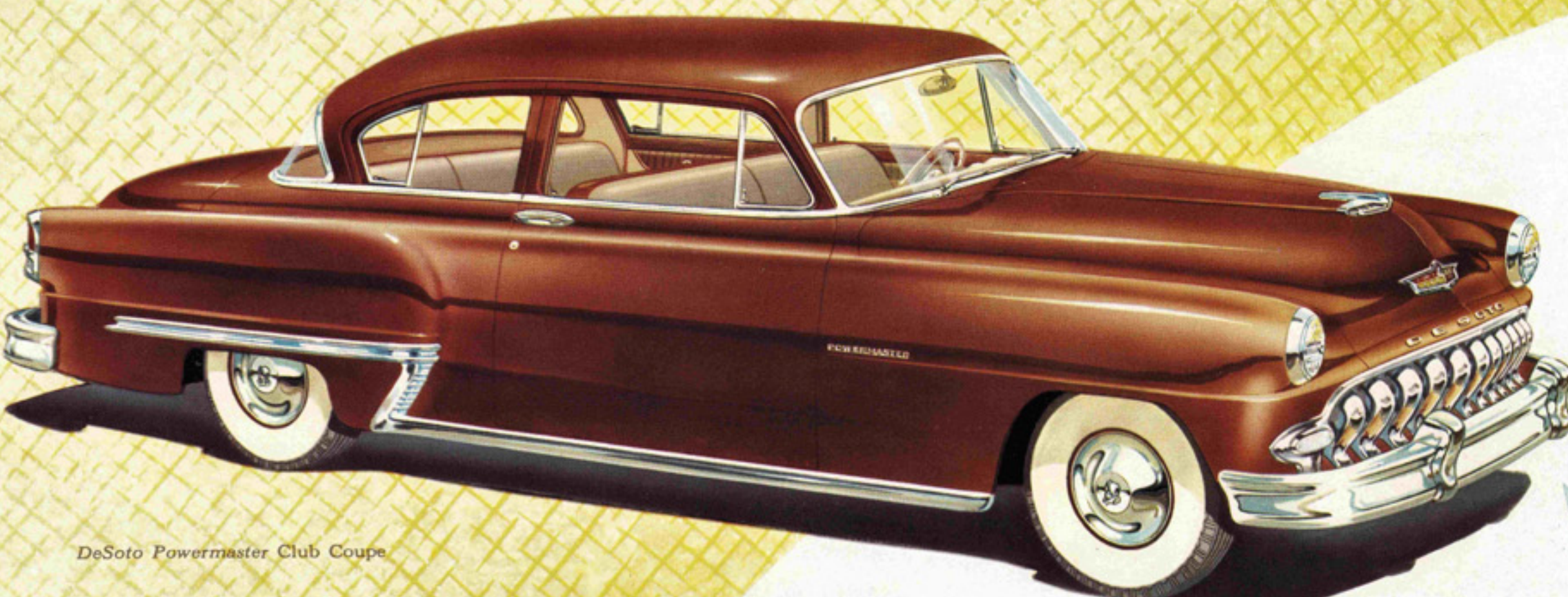
Every completely new, flowing line in these distinctive 1953 DeSoto cars reveals good taste, outstanding quality and useful beauty. Yet, DeSoto's traditional interior spaciousness has not been sacrificed in the new lower, wider body treatment. Careful design has left the same satisfying dimensions . . . the comfort and safety every motorist desires. New, distortion-proof, one-piece curved windshields have been introduced into a body styling which allows greater all-around visibility. And with the Powermaster Six, you can still depend on the smoothest engine on the road today for the kind of power that makes high performance seem easy.



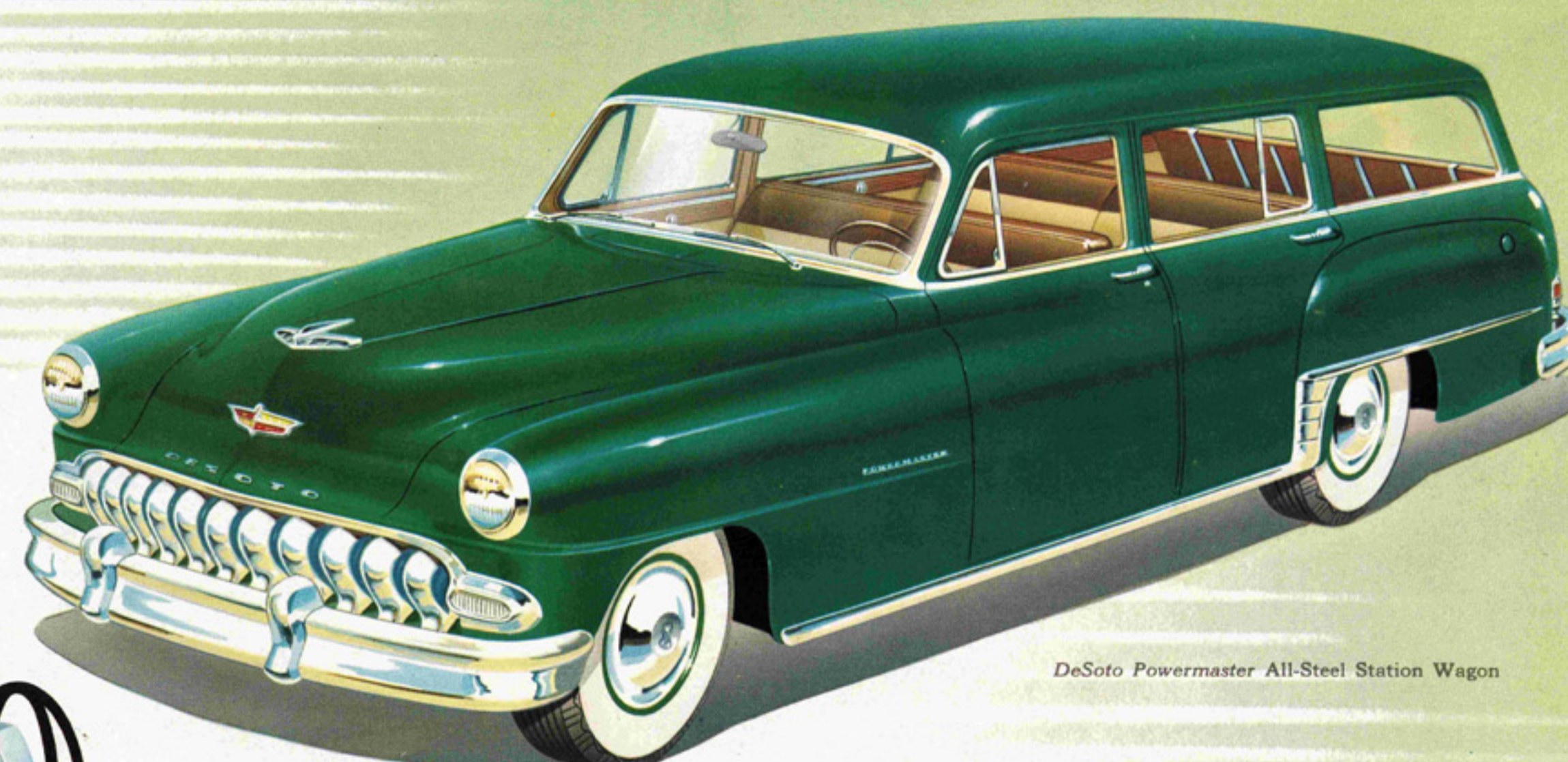
DeSoto Powermaster 8-passenger Sedan



Here's the ever-reliable Powermaster Six engine . . . proved over and over again on highways throughout the world. A real leader in the six-cylinder field, this is one six that offers high-compression getaway on non-premium fuels. And don't forget the Powermaster's many built-in features . . . its outstanding economy . . . its rugged, trouble-free construction.



DeSoto Powermaster Club Coupe



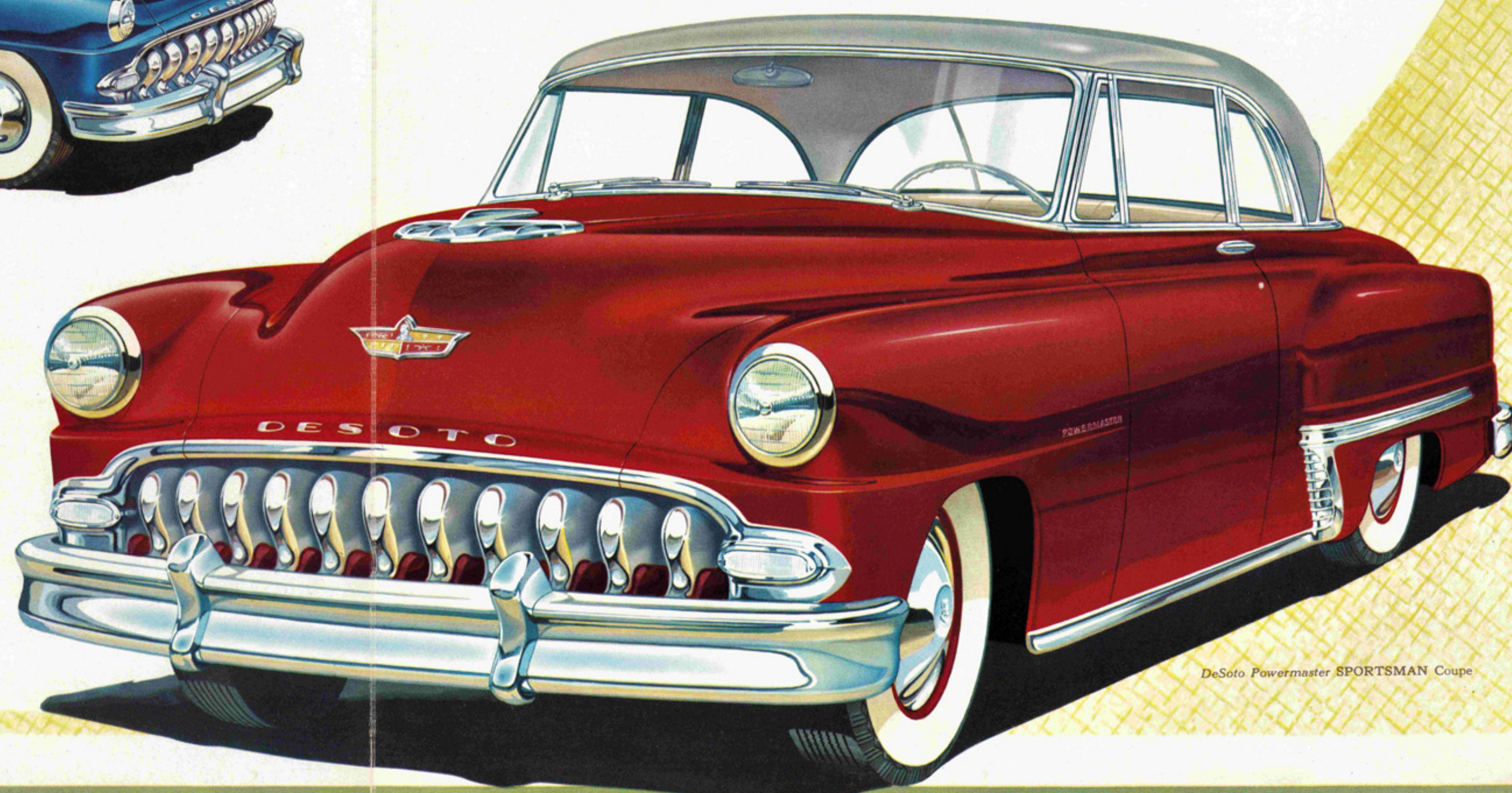
DeSoto Powermaster All-Steel Station Wagon

DESOTO

Powermaster 6



DeSoto Powermaster 4-door Sedan

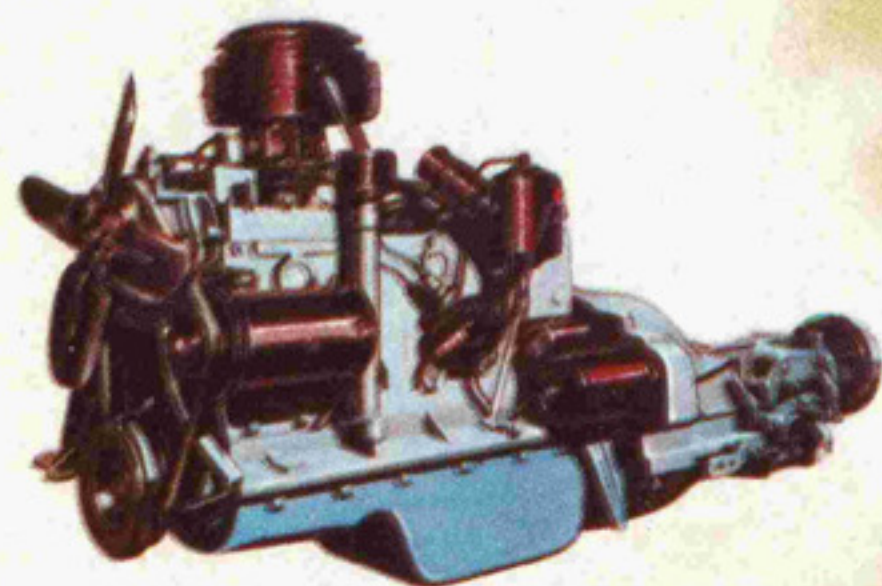


DeSoto Powermaster SPORTSMAN Coupe

You will want to take a closer look at the thrilling new DeSoto Powermaster Six models. Because, after forming that first, important impression of beauty and functional bigness, you will want to learn about the many other DeSoto advantages, too. First, you will note how long and low these cars appear . . . and be agreeably surprised at their greater interior capacity. You will see the tasteful though massive DeSoto grille and the new Air-Vent hood which rams cool, fresh air to the carburetors thereby boosting engine performance. You will be delighted with the deep, luxurious feel of the new DeSoto interiors and you will notice how conveniently all interior components have been placed at your disposal. And for relaxed driving . . . you will have your choice of a variety of transmissions . . . and DeSoto's amazing extra equipment Power Steering . . . and the robust smoothness of the Powermaster Six.

Specifications

DE SOTO POWERMASTER 6—125 1/2" AND 139 1/2" WHEELBASE



De Soto

Powermaster

● **ENGINE** — Powermaster, six-cylinder, L-head type, Floating Power mounted. Bore 3 7/16" (87.31 mm). Stroke 4 1/2" (114.3 mm). Piston displacement 250.6 cu. in. (4.1 liters). Compression Ratio 7.0:1. Low compression cylinder head optional. A.M.A. Horsepower 28.36. Developed brake horsepower 116 at 3600 r.p.m. with 7.0:1 cylinder head. U-slot, cam-ground, plated aluminum pistons with 4 piston rings each. Four-bearings, counter-weighted crankshaft with vibration damper. Precision-type heavy-duty crankshaft and connecting rod bearings. Silent chain driven camshaft. Four camshaft bearings.

● **ENGINE LUBRICATION** — Pressure oiling from rotor-type oil pump through rifle-drilled cylinder block passages to main, connecting rod and camshaft bearings. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Timing chain lubricated by oil stream from camshaft. Crankcase ventilation and oil filter. Crankcase capacity 5 quarts (4 3/4 liters). Oil pressure gauge on instrument panel.

● **FUEL SYSTEM** — A new, lower, plain-tube down-draft carburetor with idle adjustment and adjustable accelerating pump. Automatic manifold heat control. Automatic integral 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. Thermostat control. Water capacity 3 3/4 U. S. gallons (14.1 liters). Four-blade 17 3/4" (45 cm) fan.

● **CLUTCH** — Dry, single-plate 9 1/2" (24.13 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.

● **TRANSMISSION** — Silent, constant-mesh, easy-shift, 3-speed transmission with helical gears of carburized steel. Steering column control. **OVERDRIVE** — Available as special equipment on left hand drive only, in combination with 3-speed manual shift transmission.

● **TIP-TOE SHIFT TRANSMISSION** — Hydraulically operated with four speeds forward, one reverse; built-in control unit. Fluid Drive—Thirteen inch (33 cm) diameter coupling. Ball-type coupling hub bearing, Oilite bushings on coupling inner runner. Available as special equipment.

● **DE SOTO POWER STEERING** — Hydraulic-mechanical, power steering, for more restful driving and parking ease, is available as extra equipment with Tip-Toe Shift Transmission only.

● **REAR AXLE** — Semi-floating, Hypoid rear axle. Pressed-steel, banjo-type housing. Hypoid gears. 16-spline axle shafts. Tapered roller bearings. Standard ratio: 3.9:1; 8-Pass. Sedan, 4.3:1; All-Steel Station Wagon, 4.1:1. With Overdrive: 4.1:1; 8-Pass. Sedan, 4.3:1. Tip-Toe Shift Transmission with Fluid Drive: 3.9:1; 8-Pass. Sedan, 4.1:1.

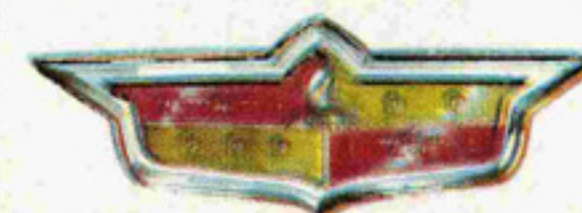
● **SUSPENSION** — Independent front wheel springing with coil springs. Grooved, soft acting, semi-elliptic rear springs; length 53 5/8" (1.362 m), width 2 1/2" (6.35 cm). Splay mounted on chassis. Tapered-end leaves. Rubber cored bushings at front. Rubber cushioned shackles at rear. Hydraulic, telescopic-type 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, 3/32" (2.38 mm) thick. Maximum depth 6 9/32" (15.96 cm). Outside width at maximum depth, 5 1/2" (13.97 cm). 8-Pass. Sedan: 3/64" (3.57 mm); 6 13/16" (16.27 cm); 4 25/32" (12.15 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 120 ampere hours, located under hood in left fender shield. Sealed beam headlights with foot control. Parking lights below headlights. Dual Air-tone horns. Full-circle horn ring on steering wheel.

● **BRAKES** — 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. Drum diameter 12" (30.5 cm). "Cyclebond" molded asbestos brake linings 2" wide (5 cm) dispense with rivets and increase lining useful area and life. Separate external contracting parking brake at rear of standard transmission. Internal expanding, self-energizing parking brake supplied with Tip-Toe Shift Transmission. Vacuum brake booster on 8-Pass. Sedan.

● **WHEELS AND TIRES** — Demountable steel disc wheels with Safety Rims. Goodyear Super-Cushion tires, black, 4-ply, are standard on all except Sportsman Coupe which is equipped with 4-ply, white sidewall tires. Sizes: 15 x 7.60, except 8-Pass. Sedan which has 15 x 8.20. 4 and 6-ply white sidewall tires and 6-ply black tires are available at extra cost on models not so equipped.



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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