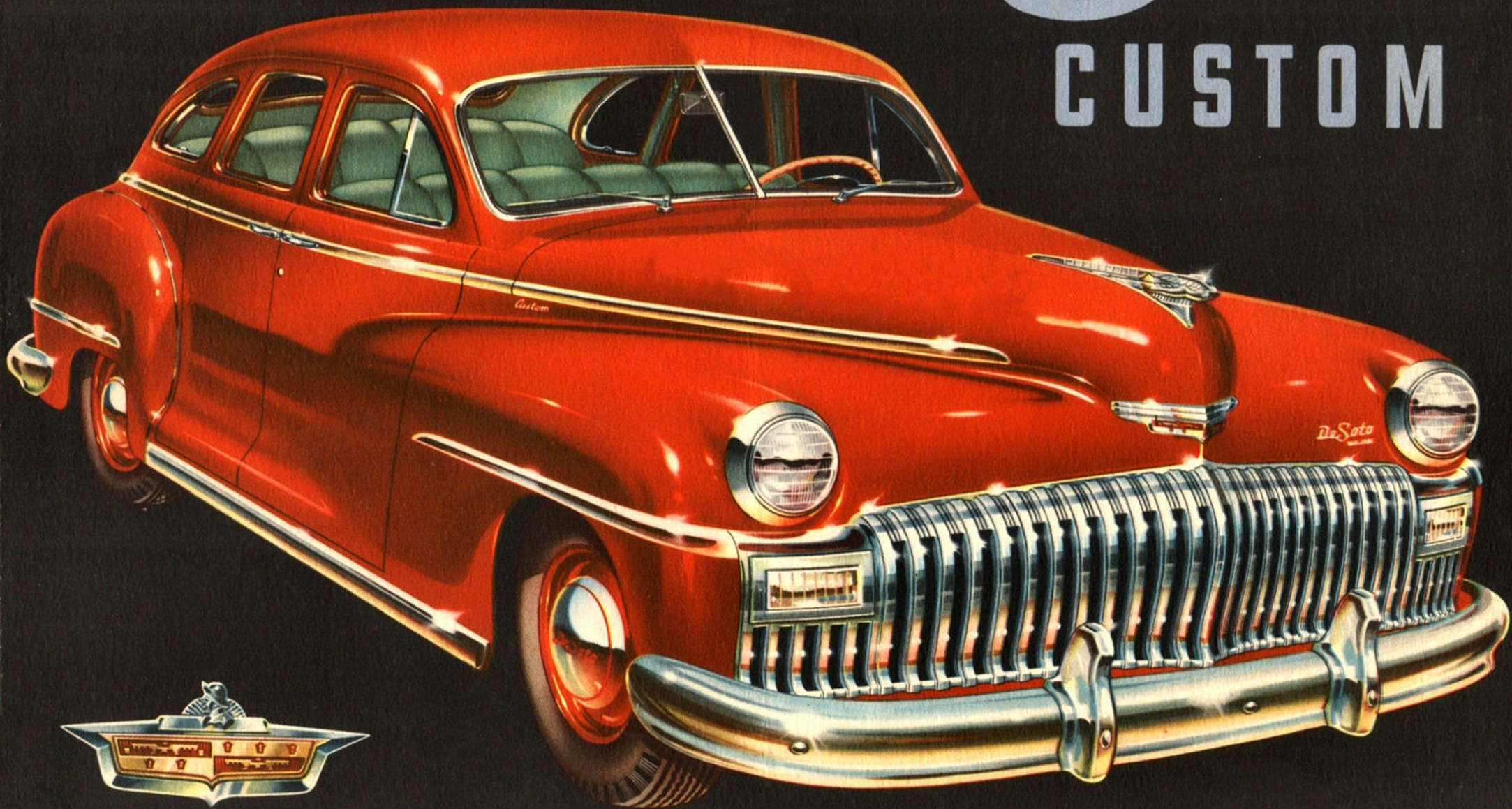
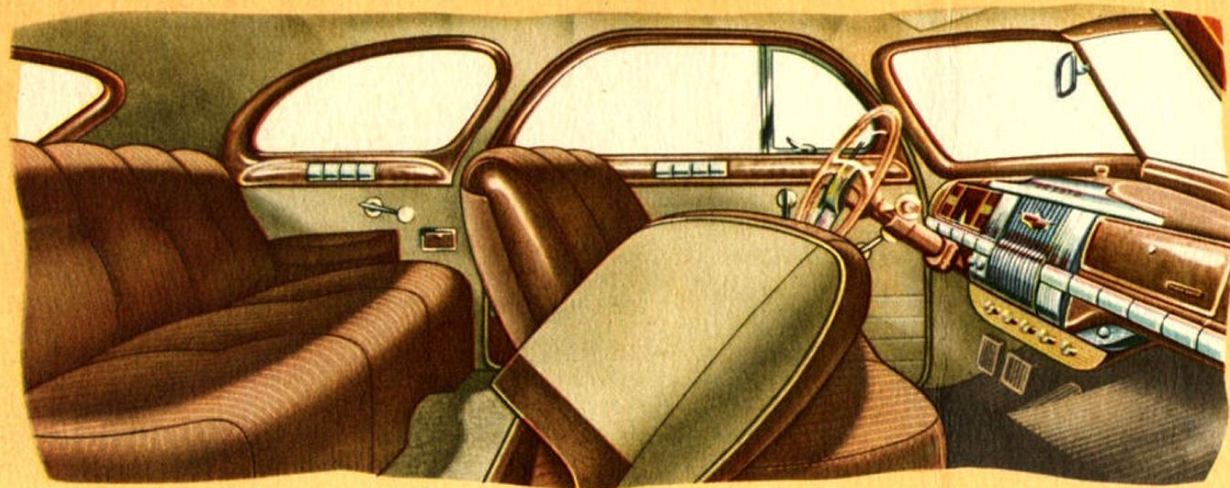
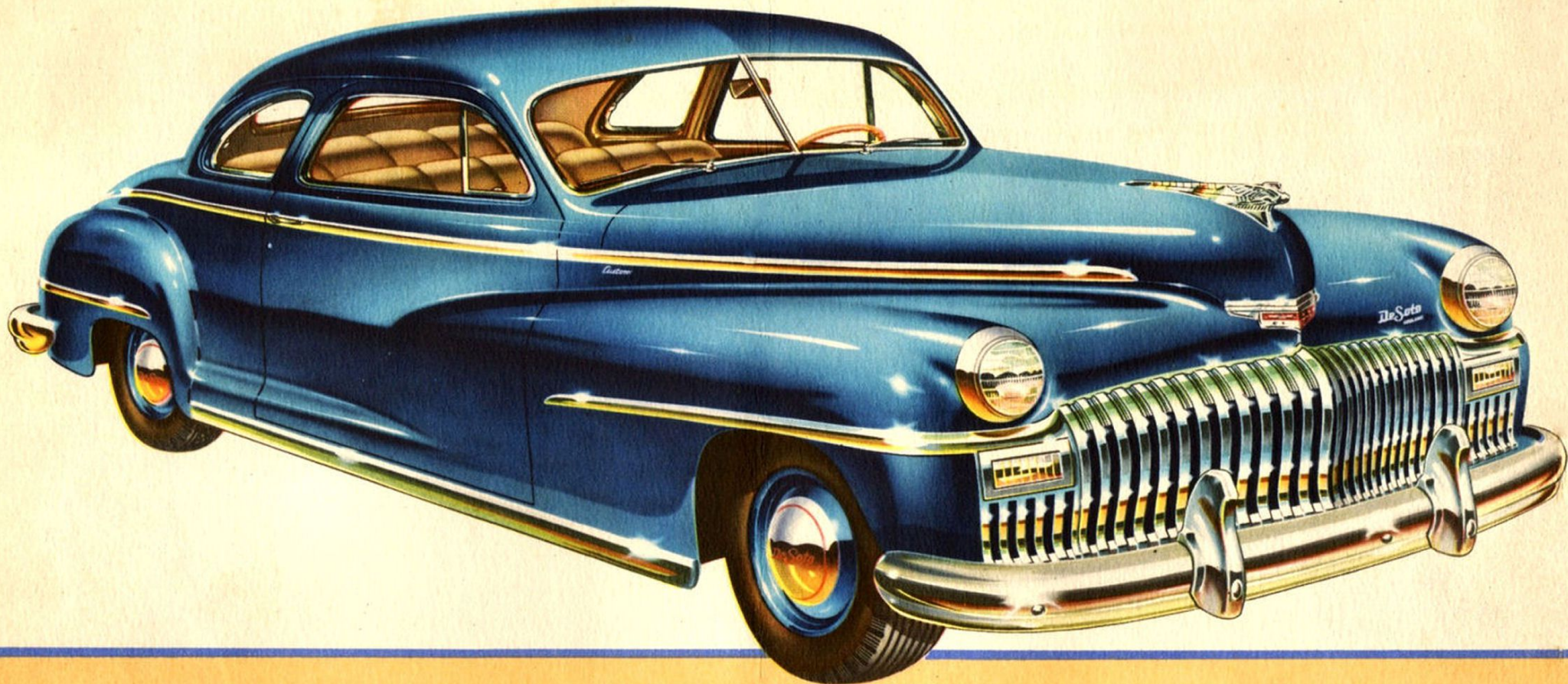


DeSoto

CUSTOM





The Custom Six-Passenger Coupe by DeSoto easily holds six passengers with plenty of head and leg room for all. Wide doors and full-swing front seat-backs give easy access to the rear seats.

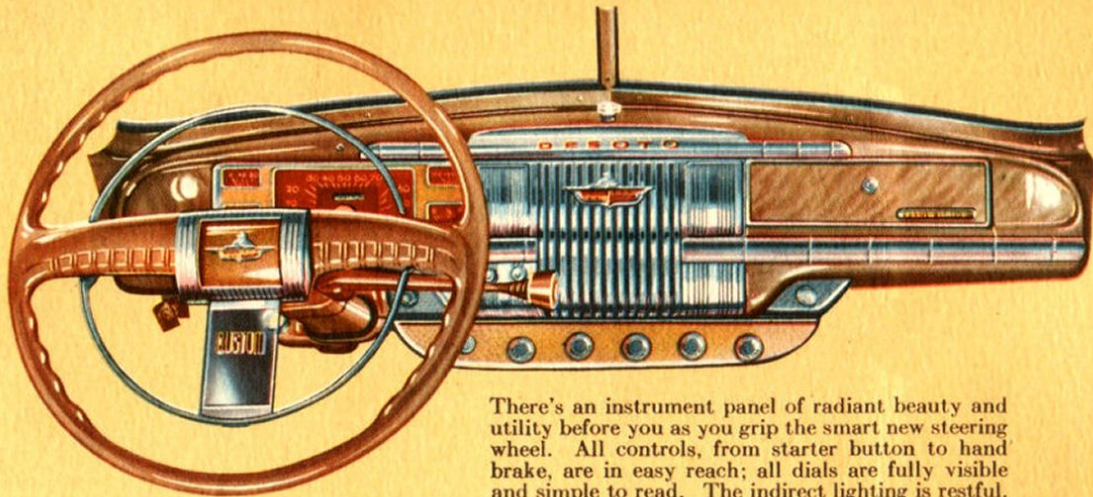
Ladies will particularly appreciate the handy starter button on the instrument panel as it eliminates the scuffed shoes and torn stockings caused by reaching for the old-type foot starter.





If you desire distinctive styling in your new car . . . eye-filling beauty . . . advanced, yet tested, engineering—the new DeSoto Custom will be your first choice. In this distinctive DeSoto you get all that's best in Chrysler Corporation engineering, including silent, gyrol Fluid Drive and "Tip-Toe" gear shift . . . arm-chair comfort of the famous Floating Ride . . . blowout protection with Safety Rim wheels . . . PLUS over thirty other new features and refinements.

Day after day as you drive this new DeSoto you'll know the thrill of proud ownership—you'll appreciate more and more the distinctive qualities of this great new car . . . its smooth, eager performance under all conditions . . . its riding and driving comfort . . . its added safety with the greatly improved new brakes . . . its luxurious tailored interior. In 18 years of progressively better DeSotos, this is the finest—a distinctive automobile that you'll be proud to own.



There's an instrument panel of radiant beauty and utility before you as you grip the smart new steering wheel. All controls, from starter button to hand brake, are in easy reach; all dials are fully visible and simple to read. The indirect lighting is restful.



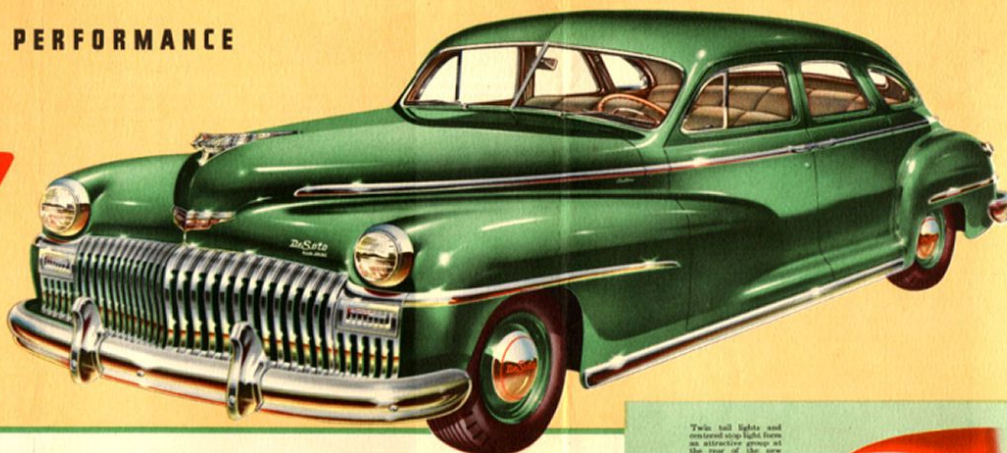
You'll find the sturdy lock on the glove compartment handy—you may leave your car unlocked yet valuables can be safe.

DISTINCTIVE IN STYLE AND PERFORMANCE

DeSoto

CUSTOM

FOUR-DOOR SEDAN
SIX-PASSENGER COUPE

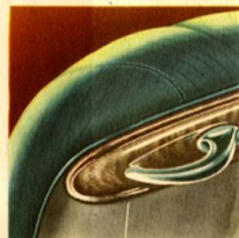


COLORFUL BEAUTY AND LUXURIOUS COMFORT OF THE NEW DESOTO CUSTOM



You'll be enthusiastic about the well-grounded appearance of the interior of the DeSoto Four-Door Sedan. Deep, restful seats provide

real comfort for driver and passengers. Arm rests on both front doors and built-in arm rests for rear seat passengers add to comfort.



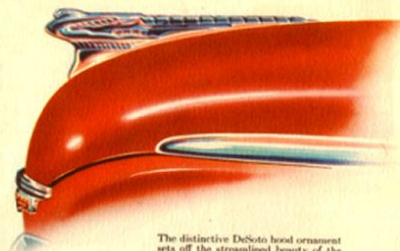
Your rear seat passengers will appreciate the solid, large hand grips, at both ends of the robe red, as aids in entering or leaving your new DeSoto Custom.



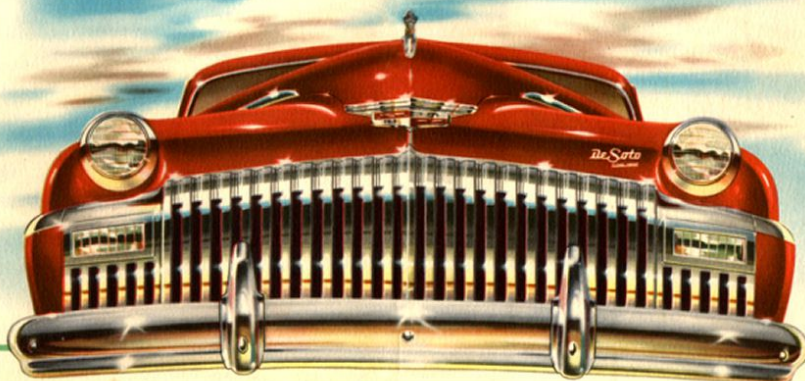
It is easy to adjust the seat to a comfortable driving position—irrespective of your weight or height. The control handle is easily reached and the seat moves upward as it moves forward.



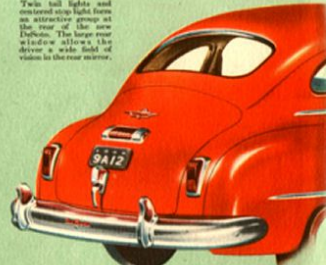
Bright, modern door and window handles of sparkling chrome and clear plastic are in keeping with the smart interior of the new DeSoto.



The distinctive DeSoto hood ornament sets off the streamlined beauty of the front end of this great new car.



Two tail lights and centered stop light form an attractive group at the rear of the new DeSoto. The large rear window allows the driver a wide field of vision to the rear mirror.



The new 13" safety-rim wheels are designed so that in case of a blowout your tire stays on the rim, letting you slow down and stop without swerving. This new safety feature has actually proved itself on speeds of 50 m.p.h.



New, sturdy bumpers, front and rear, wrap well around the fenders, give added protection in parking or traffic.

Wide doors, which make it easy for driver and passengers to enter and leave the car, have always been a feature of DeSoto automobiles. Now, colored trim in chrome leather kick pads at the bottom of the door to prevent swelling.



The generous luggage compartment of the new DeSoto will carry a full family load of vacation luggage with ease. The counterbalanced lid opens and closes with a finger touch, yet stays open without the necessity of setting a catch. The spare wheel is mounted at the side for easy removal in case of tire trouble on the road.

Specifications

AXLE, FRONT—Independent coil spring front wheel suspension, wish-bone type, very flexible, spring action controlled by direct double-acting telescopic shock absorbers. Front sway bar.

AXLE, REAR—Ratio 3.73 to 1. Semi-floating with one-piece, two pinion differential case, mounted on tapered roller bearings. Nickel Molybdenum hypoid gears, one-piece forged drive pinion and shaft mounted on two tapered roller bearings. Amola axle shafts mounted on two tapered roller bearings. All tapered roller bearings are fully adjustable. Rear stabilizer.

BODIES—Safety steel with seamless top braced, ribbed and welded into one complete unit for strength. Thoroughly insulated for quietness, drip mouldings integral, safety glass throughout, running boards concealed. Both front doors may be locked from outside. Swing type ventilating windows.

BRAKES (Service)—Time-tested hydraulic, internal, self-equalizing four-wheel brakes 11" diameter, weatherproof cast iron brake drums with cast-in steel backs, moulded brake shoe facings. Front wheel brake shoes actuated by individual cylinders.

BRAKE (Hand Brake)—Independent in operation, 7" drum at rear of transmission, 2" wide external contracting brake band equalized through differential gears.

CARBURETOR—Down draft equipped with oil-bath air cleaner and intake silencer. Accelerator pump. Fast engine idle controlled by automatic choke. Solenoid controlled antistall feature built into carburetor.

CLUTCH—Fluid coupling with ventilated clutch housing, single 9¼-inch dry disc-type clutch to allow complete disengagement of power flow.

CHASSIS LUBRICATION—Pressure grease system.

COOLING SYSTEM—Cooling capacity (3¼ Imperial gallons). Full length water jacket on engine block, water distributor tube full length of block directs water flow around exhaust valve seats. Circulation control by special by-pass thermostat, an unusual construction which circulates water in cylinder block only, during warming-up periods. This contributes to long engine life, greater fuel mileage and greater oil economy. Cellular radiator core cooled by four-blade fan driven by endless V-Belt.

ENGINE—Horse-power 110. Displacement (236.6 cu. in.). Compression ratio (6.8 to 1). L-Head type. Full length water jackets. Exhaust valve seats cooled by direct circulation from water distributor tube. Automatic manifold heat control.

ENGINE—Alloy steel inserted exhaust valve seats. Crankshaft drop forged from special high carbon steel, balanced statically and dynamically, seven counterweights, crankshaft and connecting rod bearings steel-backed, removable, precision type. Pistons cam ground, U-slot, aluminum alloy, stannic coated with four rings, of which the two compression rings are stannic coated. Equipped with vibration damper.

ENGINE LUBRICATION—Force feed from rotor type Oil Pump to all crankshaft, connecting rod and camshaft bearings. All other working parts lubricated by positive spray under pressure from small metered hole in each connecting rod bearing, also from crankshaft and camshaft. Timing chain lubricated by direct oil lead. Oil capacity 4 Imperial quarts. Oil filter, ventilated crankcase.

ELECTRICAL SYSTEM—17-Plate Battery, 6-volt, 110 ampere hour capacity. Generator belt-driven, ventilated, with automatic current and voltage regulation. Ignition Distributor timing fully automatic controlled by centrifugal weights and manifold vacuum, spark plugs 14 M.M., all cables heat resistant and water-proof. Coil mounted on engine to improve radio suppression. Hand control starting motor with push button on instrument panel, positive solenoid shift.

FINAL DRIVE—Hotchkiss type—Tubular propeller shaft statically and dynamically balanced. Universal joints are of cross-type design with needle bearings fully enclosed.

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump driven by camshaft. Fuel Tank, capacity 14 Imperial gallons, mounted at rear of car with sediment collecting sump. Fuel Filter self-cleaning located in fuel tank.

FRAME—6" side members of box section construction. Very rigid both in beam and torsional strength. Side channels follow contour of body. **SUSPENSION**—Front coil springs, rear spring semi-elliptic grooved plates with tapered ends. Amola steel with metal covers on rear. Double-acting telescopic shock absorbers front and rear, rubber silent block at front ends of rear springs.

STEERING—Worm and roller steering gear with ratio 18.2 to 1 all models—semi-irreversible type.

TRANSMISSION—Simplomatic.

VENTILATION—Perfect clear vision including swing-type vents in front doors and rear quarters. Forward opening cowl ventilator equipped with screen.

WHEELS AND TIRES—Five demountable steel disc 15x4.50 air wheel type with four 15x6.50 tires.

WHEELBASE—121½".

NOTE—All specifications subject to change without notice and without responsibility to the Chrysler Corporation of Canada, Limited, Dodge-DeSoto Division.