

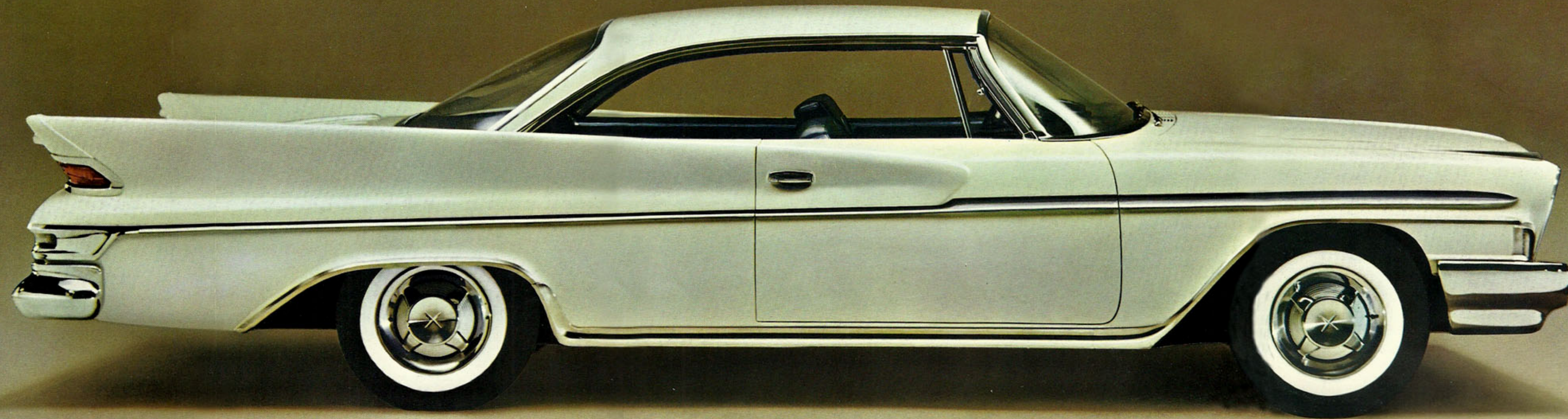
1961 DE SOTO

AUTO SALES CO. Inc.
HIGHWAY #33 AT WESTMOOR
GOSHEN, INDIANA
DESOTO PLYMOUTH



For 1961, DeSoto proudly presents a fine new car. It is a new car rich in traditional DeSoto quality, fresh in the way it looks and performs. It puts into your hands the most all-around value in its price class. The 1961 DeSoto is not a former middle-price car scaled down in any way to attract the great mass of low-price car buyers. Nor is it for those who are willing to pay a premium for a status symbol. Rather, the 1961 DeSoto has been deliberately designed for a particular kind of person who appreciates the

additional roominess, the distinctive refinements and the reassuring "feel" of an automobile in DeSoto's class. It offers all of these things, in superior measure, at a price you will find surprisingly low. Surely, the 1961 DeSoto has much to offer you. In this brochure, you will find some of the reasons you should look into this new car. Your Plymouth-DeSoto dealer will show you many more.



DeSoto 2-Door Hardtop

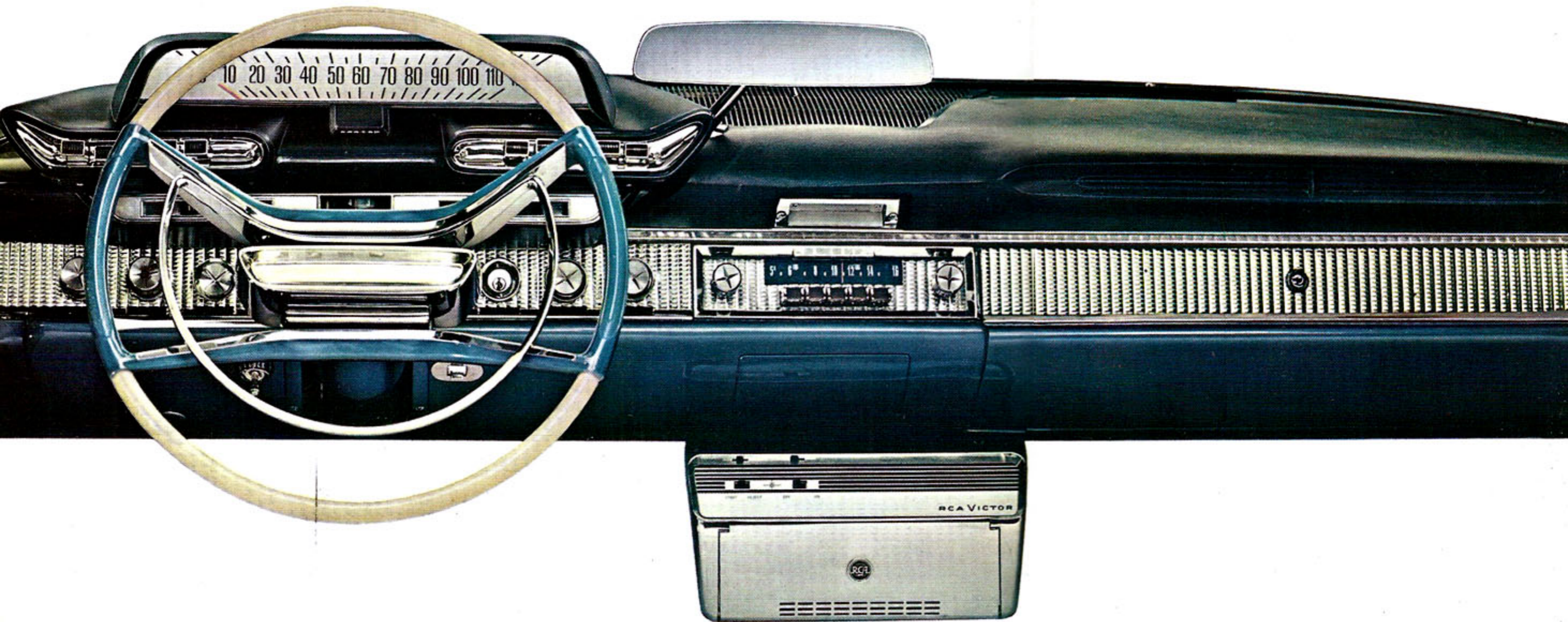


DeSoto 4-Door Hardtop



Every appointment, as you can see at left, reflects the elegance and quality that make the 1961 De Soto a real standout and a superlative value in its price class.

Open the door of the 1961 De Soto and you'll note the distinctive sculptured beauty of the hardtop styling is carried into the interior. Blue, silver or red is the basic interior color to harmonize with whichever combination of thirteen body colors you select. A sculptured motif is evident in the heavily padded metallic vinyl door panels. Metallic vinyl seat bolsters accent the colorful jacquard nylon-viscose seat fabrics. The custom-positioned driver's seat has a comfortable tower back with heavy, ribbed, nylon vulcanized center body cloth. Underfoot, the new wall-to-wall carpeting is tightly woven for long wear.



1961 De Soto quality accessories to increase your driving pleasure.

The same high standards of excellence that go into the 1961 De Soto are embodied in these fine accessories. They can be factory installed at nominal additional cost. An asterisk (*) indicates an accessory is also available in an accessory group. A complete list of accessories is shown on the inside back cover.

AIR CONDITIONER-HEATER-DEFROSTER. Just push a button for relaxed comfort. Heats or cools, removes excess moisture, pollen, dust. Tinted window glass is recommended.

PUSH-BUTTON TRANSAUDIO RADIO. Transistor-powered for clear, bell-like reception. Set push-buttons to your favorite stations. Big 6 x 9-inch speaker.

PUSH-BUTTON HEATER-DEFROSTER.* A simple finger-touch gives custom-comfort in any weather. These easy-to-read buttons control heating, defrosting, air circulation, blower speed. A selector knob regulates temperature of heated air.

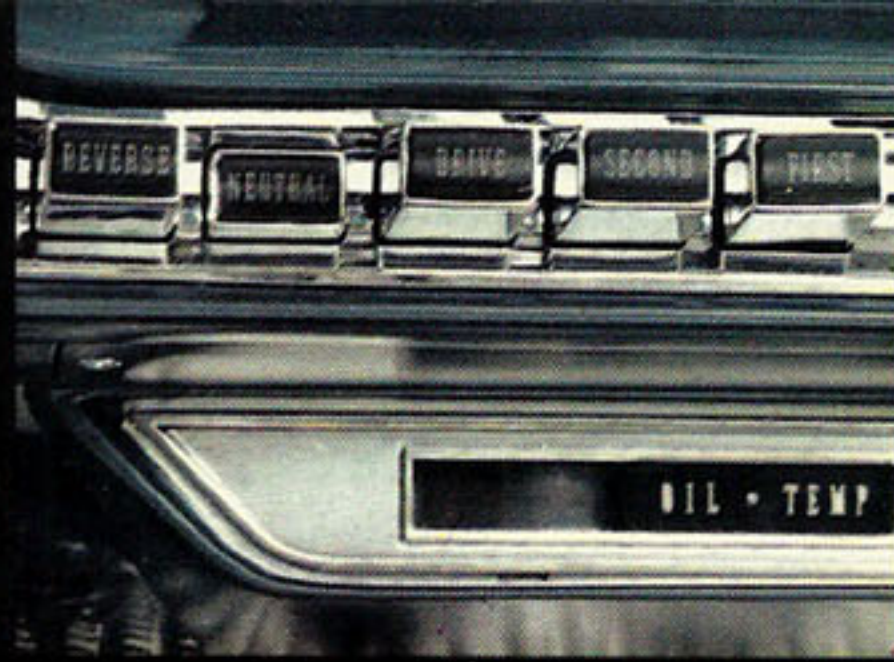
RCA AUTOMATIC RECORD PLAYER. Play your favorite standard 45 rpm records while you drive. Loads with one hand. Plays uninterruptedly through the radio for up to two hours.

DELUXE STEERING WHEEL. Handsome four-spoke design with horn ring. The De Soto name appears in the center.

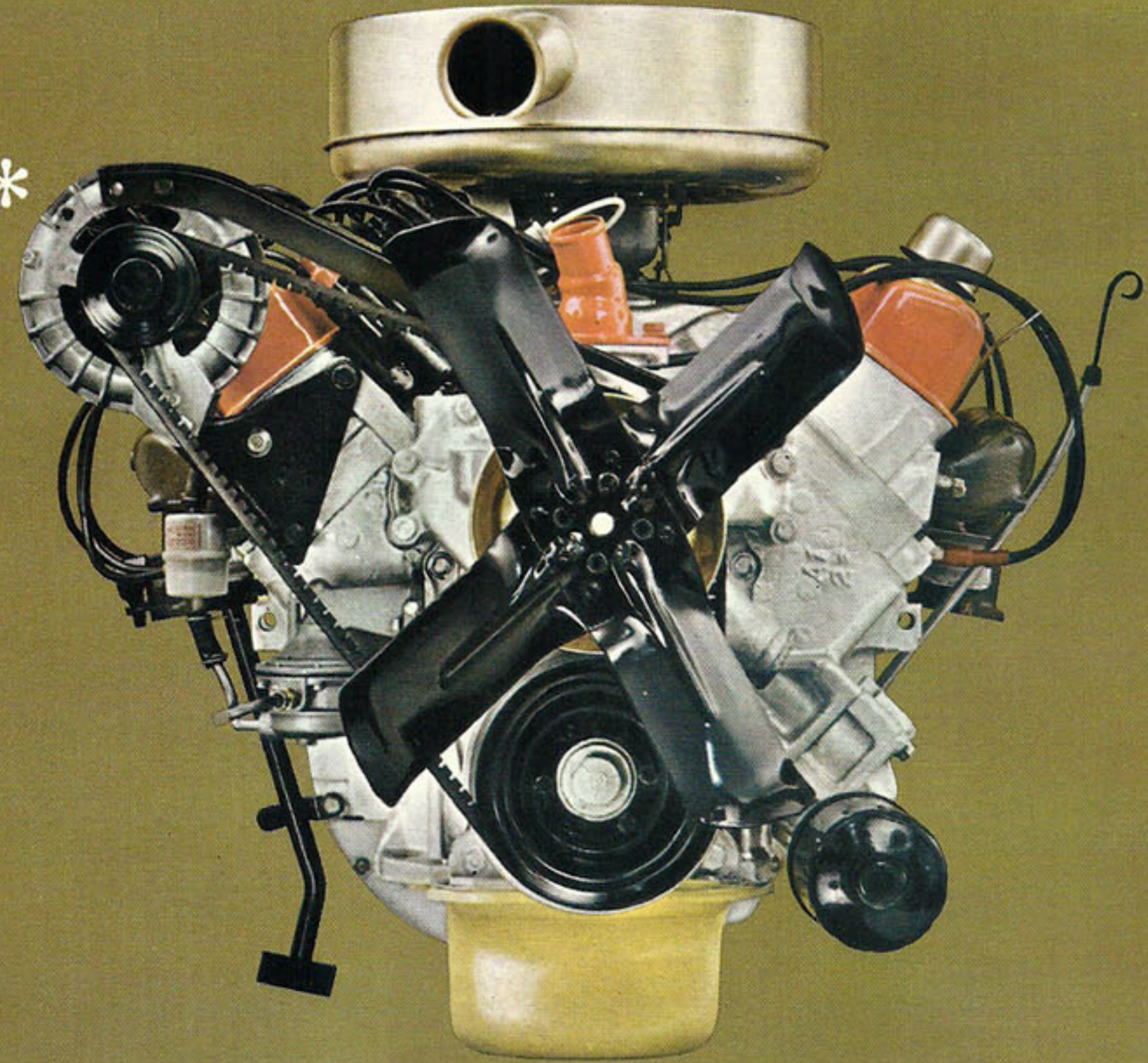
POWER EQUIPMENT. Power Steering* reduces steering effort up to 80%. Touch of a toe activates Total-Contact Power Brakes*. Custom-Positioned 6-way Power Seat adjusts forward, back, up, down or tilts forward or back. Power Windows operate from driver's position or from individual windows.

1961 De Soto Quality Features

PUSH-BUTTON TORQUEFLITE TRANSMISSION. Just push a button—and you're off. Fully automatic, 3-speed transmission is smooth, steady in city traffic, on the highway, on hills—brakes on steep downgrades. Optional at extra cost.



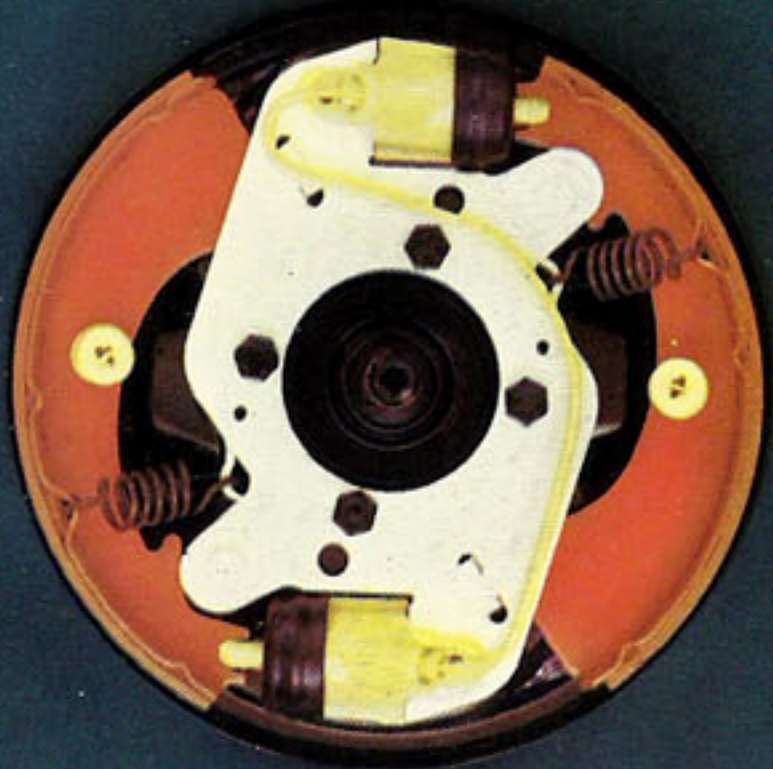
NEW ALTERNATOR ELECTRICAL SYSTEM. New alternator (asterisk) keeps battery charged even in repeated stop and go situations. This means battery is charging at practically all engine speeds, assuring long battery life and good, fast starting power even under adverse weather conditions. It has 35-ampere capacity for ample reserve battery power. Standard equipment at no extra cost.

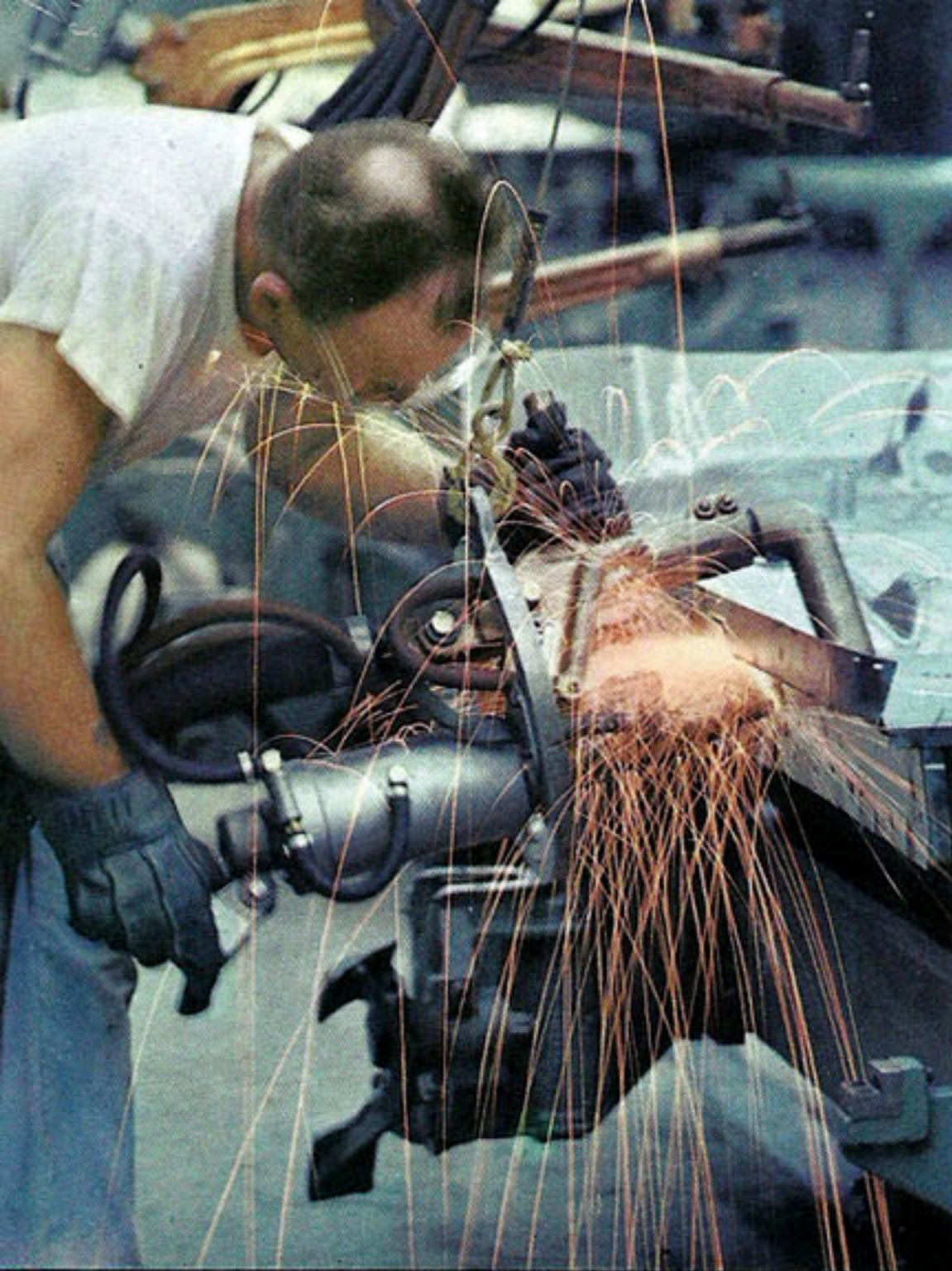


TORSION-AIRE RIDE. Front torsion bars absorb road bumps. You enjoy a smooth, quiet, steady ride virtually without roll or sway on turns, dive or squat when stopping or starting. Torsion-Aire is standard equipment at no extra cost.

TOTAL-CONTACT BRAKES. Three-platform staging assures accurate alignment of brake shoes and virtually eliminates squeal. CycleBonded lining has maximum usable area. Standard equipment at no extra cost.

TURBOFLASH V-8 ENGINE. Big 361-cubic-inch engine has high-torque, high-horsepower output for instant response to meet any driving need. Husky, deep-skirt block is rubber-mounted for quiet, vibration-free operation. Parts electronically balanced for added efficiency. 9 to 1 compression ratio. The Turboflash V-8 thrives on regular gasoline. Standard equipment at no extra cost.





Unibody Construction

The 1961 De Soto's quality sets it apart, and this quality begins with the careful craftsmanship with which this remarkable car is constructed. All automobiles are built on assembly lines in modern factories. But no other cars are built quite the way Chrysler Corporation cars are built. Can you imagine watching expert workmen putting about 6000 precision welds in every single body-frame to make sure each becomes one solid, girder-like shell? Can you visualize this rugged Unibody going through six chemical sprays, seven anti-corrosion dips, four paintings, a wet sanding, and two oven bakings? It is this kind of extra care and attention that should make 1961 De Sotos resist rust and keep their brilliant gleam for years. And all through this meticulous building process, at step after step, inspectors check for quality—making sure every car measures up to their high standards. Drive the 1961 De Soto. Discover firsthand how Chrysler Corporation engineering, Unibody construction, strict quality control all pay off in performance, comfort, long car life, and happy De Soto owners.

Complete Listing of 1961 De Soto Accessories

Factory installed items available at extra cost. Asterisk (*) indicates an accessory that is also available in an accessory group.

Air Conditioner-Heater-Defroster
 Push-Button Radio*
 Push-Button Heater-Defroster*
 RCA "45" Automatic Record Player
 Deluxe Steering Wheel
 Power Steering*
 Power Brakes*
 Custom-Positioned 6-way Power Seat
 Power Windows
 Push-Button TorqueFlite Transmission
 Electric Clock*
 Back-Up Lights*
 Sure-Grip Differential
 Remote Control Outside Mirror* (left)
 Inside-3-way Rear View Mirror
 Roof Moulding Package (2-dr. only)
 Wide Roof Moulding (4-dr. only)
 Safety-Padded Instrument Panel*
 Tinted Glass, all windows
 Wheel Covers*
 Windshield Washer and Variable Speed Wipers*
 8.00 x 14 Rayon Whitewall Tires
 8.50 x 14 Rayon Whitewall Tires
 Undercoating
 Closed Crankcase Vent System

ACCESSORY GROUPS (Factory installed)

For your convenience these related items can be ordered in popular groups.

BASIC GROUP (Code 301)
 Push-Button Radio
 Push-Button Heater-Defroster
 Power Steering
 Power Brakes
 Variable Speed Windshield Wipers
 Windshield Washer
 Electric Clock
 Wheel Covers

DELUXE GROUP (Code 302)
 Remote Control Outside Mirror (left)
 Safety-Padded Instrument Panel
 Foam Rear Cushion**
 Rear Bumper Guards**
 Sill and Wheelhouse Mouldings with Stone Deflectors**

**Available in Deluxe Group only.

LIGHT PACKAGE (Code 371)

Back-Up Lights
 Parking Brake Light***
 Glove Box Light***
 Trunk Light***
 Map Light***

***Available in Light Package only.

The Following MOPAR ITEMS CAN BE INSTALLED BY YOUR DE SOTO DEALER#

Rear Window Defogger
 Safety Seat Belts
 Safety-Padded Visors
 Child-Guard Rear Door Safety Locks
 Outside Right Mirror (matches Left Remote Control Outside Mirror)
 Auto Pilot
 Rear Seat Speaker
 Dual Rear Fender Antennas

#Ask your dealer for a more complete listing.

1961 De Soto Specifications

EXTERIOR DIMENSIONS

	2-Door Hardtop	4-Door Hardtop
Wheelbase.....	122 in.	122 in.
Tread, front.....	61 in.	61 in.
Tread, rear.....	59.7 in.	59.7 in.
Length, overall... (with bumper guards).....	215.6 in.	215.6 in.
Width, overall....	79.4 in.	79.4 in.
Height (5-Pass.)..	54.8 in.	55 in.

INTERIOR DIMENSIONS

Headroom, front..	37.6 in.	37.6 in.
Headroom, rear...	38.6 in.	38.1 in.
Legroom, front...	45.1 in.	45.1 in.
Hiproom, front...	63.8 in.	63.8 in.
Seat height, front.....	11.6 in.	11.6 in.
Seat height, rear.....	11.7 in.	13 in.
Trunk capacity...	34.1 cu. ft.	32.8 cu. ft.

BRAKES

Hydraulic 11 x 2½-in. Total-Contact Brakes with CycleBonded lining. Lining area 230 sq. in. Two cylinders at each front wheel, one at each rear. Independent foot-operated parking brake. Convenient low foot pedal.

SUSPENSION

Front..... torsion bars and ball joints
 Rear..... 57 x 2½-in. outboard mounted tapered leaf springs
 Shock absorbers.... exclusive Oriflow type

8-CYLINDER ENGINE

The Turboflash V-8 engine is standard equipment: no option.
 Horsepower..... 265 at 4400 rpm.
 Torque..... 380 lbs.-ft. at 2400 rpm.
 Compression ratio..... 9 to 1.
 Bore and stroke..... 4.12 in. x 3.38 in.
 Displacement..... 361 cu. in.
 Carburetor type..... 2-bbl.
 Oil capacity..... 5 qts.
 Air cleaner..... dry, replaceable element
 Cooling system capacity..... 16 qts. with heater..... 17 qts.
 Fuel tank capacity..... 23 gals.

TRANSMISSIONS

New Chrysler-produced manual 3-speed transmission standard on both models. 3 speeds forward and 1 reverse. Push-button TorqueFlite (optional at extra cost): 3-speed fully automatic transmission, hydraulically actuated; combines torque converter with planetary gears for smooth, quiet operation.

RATIOS

Manual transmission..... first 2.55:1; second 1.49:1; third 1.00:1; reverse 3.34:1.
 Automatic transmission..... low 2.45:1; second 1.45:1; drive 1.00:1; reverse 2.20:1.
 Manual transmission rear axle ratio..... 3.58:1.
 Automatic transmission rear axle ratio..... 2.93:1 (optional 3.23:1).

ELECTRICAL SYSTEM

Heavy-duty, 12-volt, 60-ampere battery with 66 plates. Air-cooled. 35-ampere Chrysler-made alternator keeps battery charge up even at idle speed. Ignition key start switch.

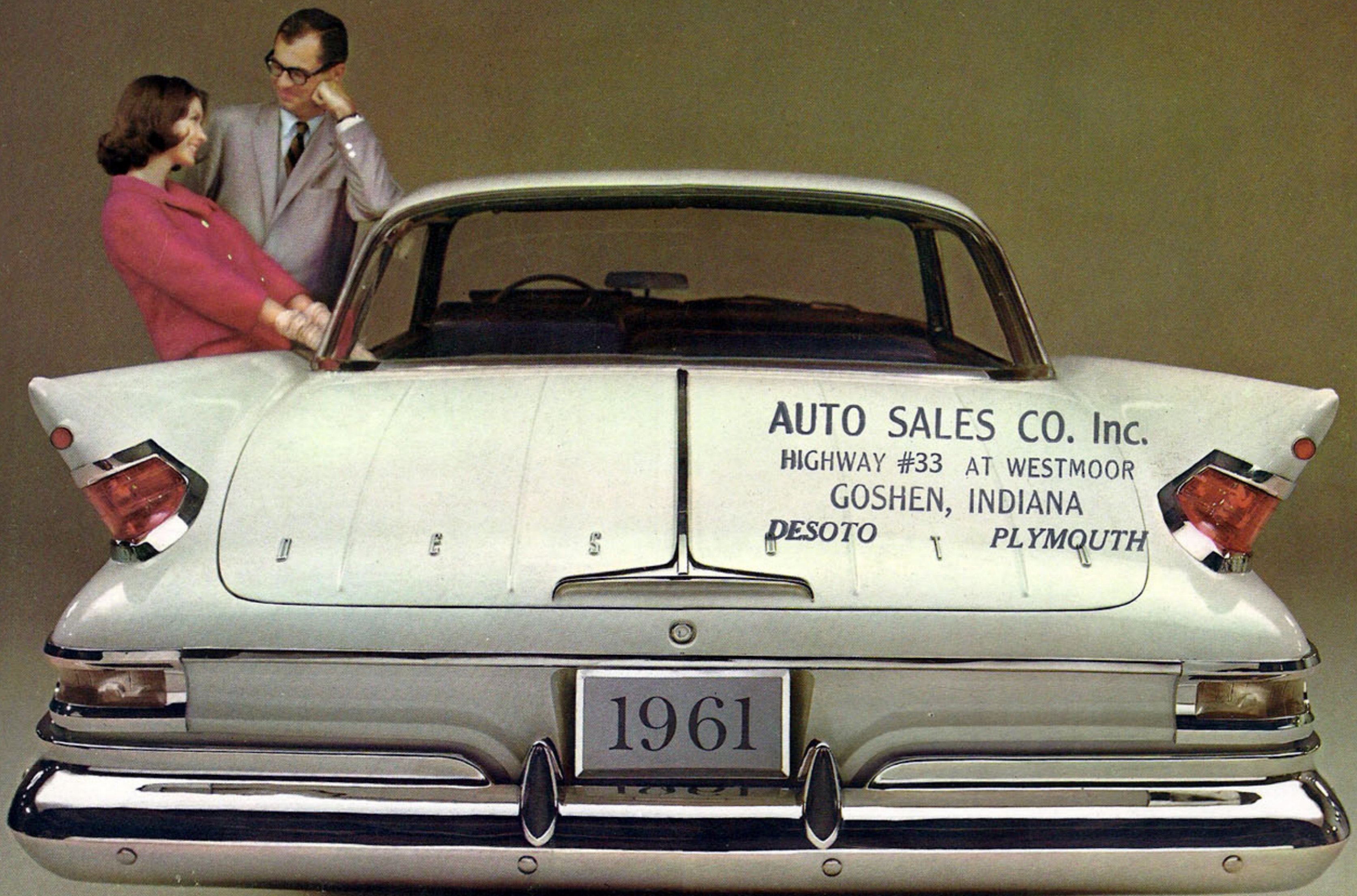
WHEELS AND TIRES

Safety-Rim 14 x 5-in. wheels with 8.00 x 14 four-ply rayon tubeless tires standard on both models. 8.00 x 14-in. and 8.50 x 14 rayon whitewall tires available at extra cost.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, 1961 De Soto specifications, equipment, and prices are subject to change without notice.

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