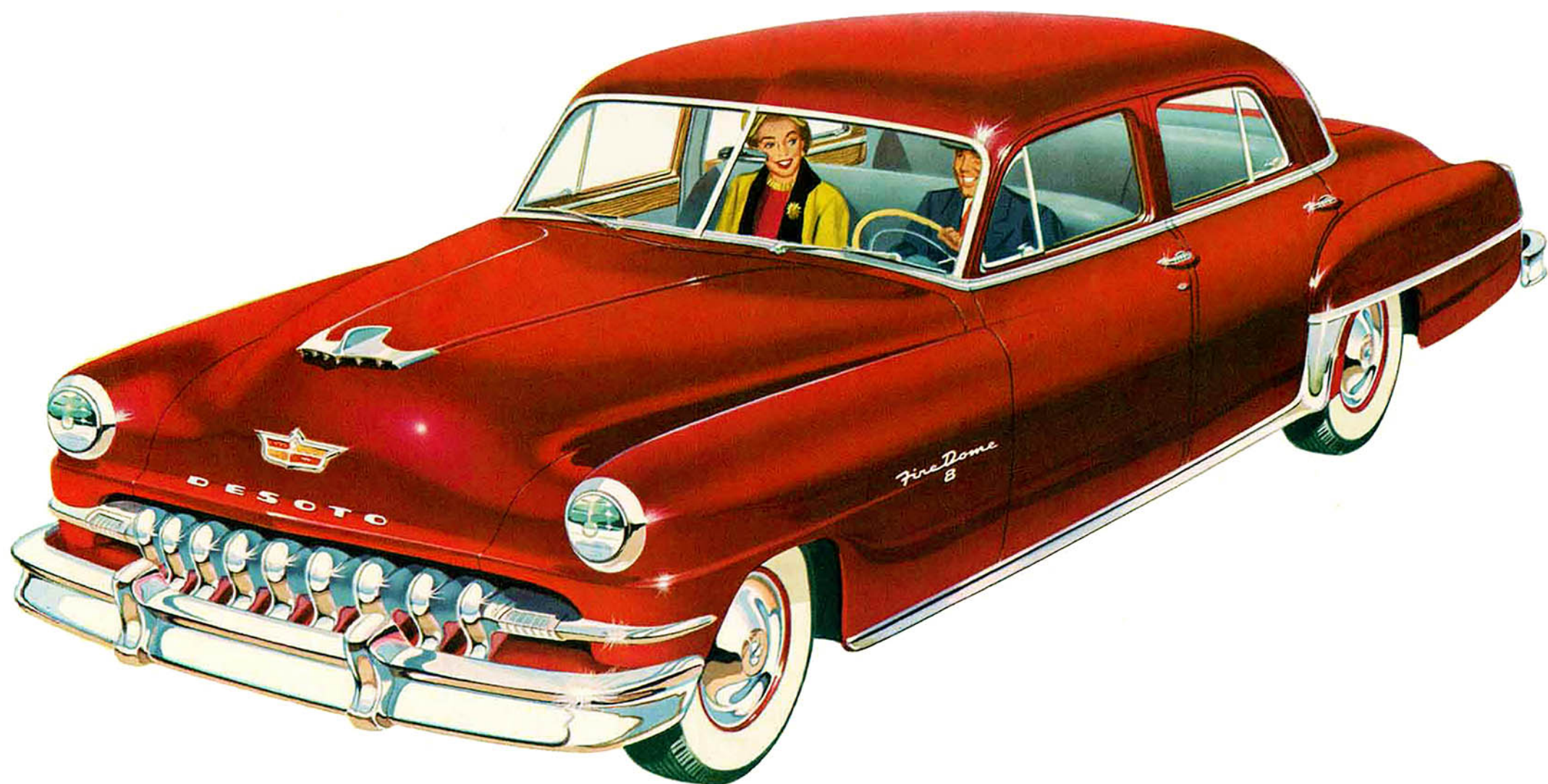
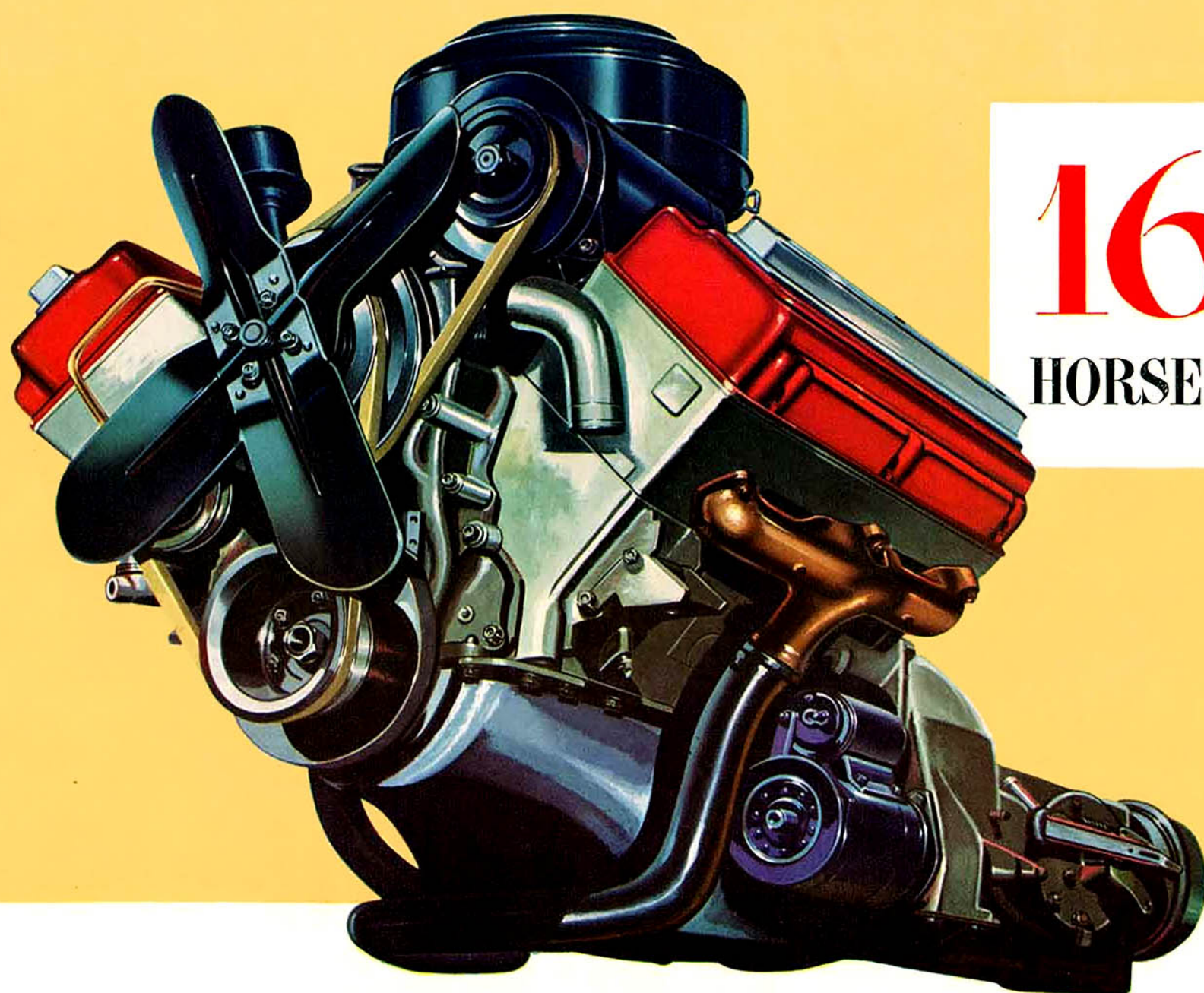


The Brilliant New **DE SOTO**



The Spectacular New **DE SOTO FIRE-DOME EIGHT !**



160
HORSEPOWER

America's Most Powerful Engine Design ! *

(*NEVER BEFORE HAS AN AMERICAN AUTOMOBILE ENGINE DEVELOPED SO MUCH HORSEPOWER PER CUBIC INCH.)

The most powerful type of automobile engine you can have is now available in the brilliant new De Soto . . . the spectacular new DE SOTO FIRE DOME V-EIGHT!

In all De Soto history, no greater pride has been felt in the introduction of an automobile achievement than the pride with which the DE SOTO FIRE DOME engine is announced!

Choose FIRE DOME and you're stepping into

a new world of driving miracles. This is absolute truth . . . in all your driving years, there has never been any other engine design that produced the power, the efficiency, and the economy of FIRE DOME! FIRE DOME design steps ahead of every other type of engine built into cars today!

The miracle of FIRE DOME is its hemispherical (dome shaped) combustion chambers . . .

there you have the secret of the astounding power and efficiency of this engine. Even with today's regular gasolines, it is capable of breathtaking acceleration, providing maximum safety in passing, climbing, and getting ahead in traffic.

With the DE SOTO FIRE DOME V-EIGHT engine, you'll realize the most enjoyable driving of your life . . . in the finest De Soto ever built!

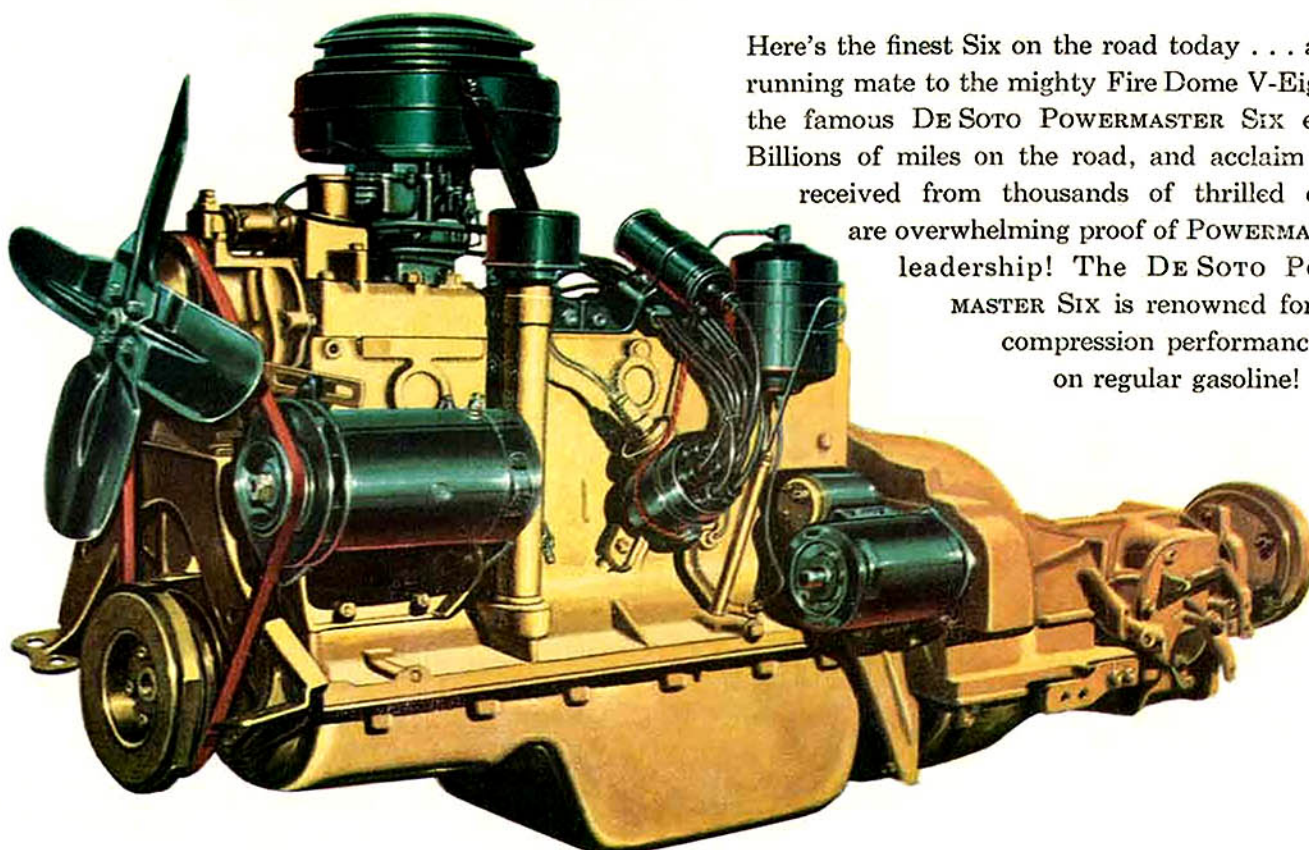


Beautiful New Air-Vent Hood

HELPS INCREASE POWER OUTPUT!

De Soto introduces an inspired styling innovation . . . with a practical engineering purpose . . . the new, distinctive De Soto Air-Vent Hood design! The De Soto Air-Vent Hood provides greater intake of fresh, cool air and delivers it directly to the carburetor, increasing the engine's power output!

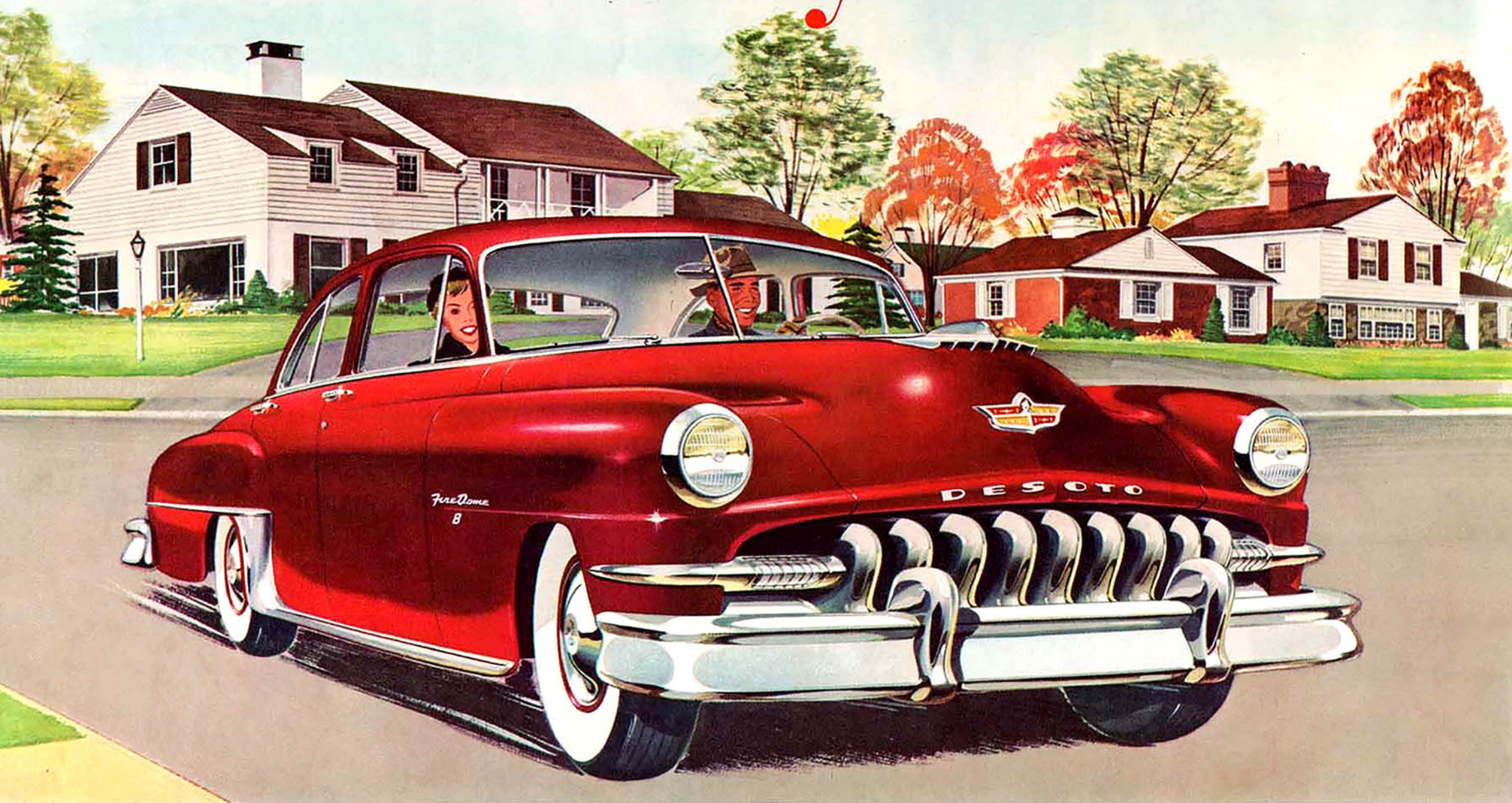
The Famous Powermaster Six !



Here's the finest Six on the road today . . . a great running mate to the mighty Fire Dome V-Eight . . . the famous DE SOTO POWERMASTER SIX engine! Billions of miles on the road, and acclaim it has received from thousands of thrilled owners are overwhelming proof of POWERMASTER's leadership! The DE SOTO POWERMASTER SIX is renowned for high-compression performance even on regular gasoline!

Drive as you never drove before !

POWER STEERING makes turning and parking a cinch . . . even for beginners. And TIP-TOE SHIFT with FLUID DRIVE or with new FLUID-TORQUE DRIVE lets you drive without shifting! DeSoto's the easiest car of all to handle!



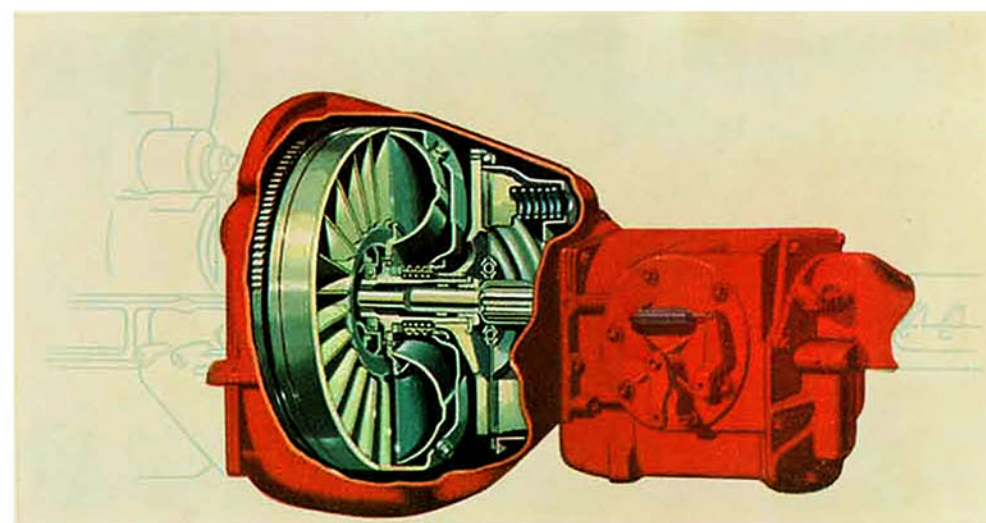
The Best In No-Shift Driving !

Tip-Toe Shift with Fluid Drive !

Behind the wheel of a new DeSoto, you experience the ultimate in driving ease! First, simple ignition-key starting . . . and once underway, you just step on the gas to go and step on the brake to stop. For with the new DeSoto, you get the finest of all no-shift transmissions . . . Tip-Toe Shift and famous Fluid Drive combined! You can drive all day in absolute control of the shifting . . . without shifting gears by hand!

With DeSoto Tip-Toe Shift and Fluid Drive, your foot on the accelerator controls when the shift is made. Instantaneous shifts can be made to meet road conditions . . . you decide when. And for extra convenience that other cars do not provide, DeSoto has a clutch pedal . . . a wonderful aid in inching into close parking spaces or rocking out of mud, sand, or snow.

The renowned working principle of the famous Fluid Drive section of DeSoto's Tip-Toe Shift transmission is shown in the cut-away

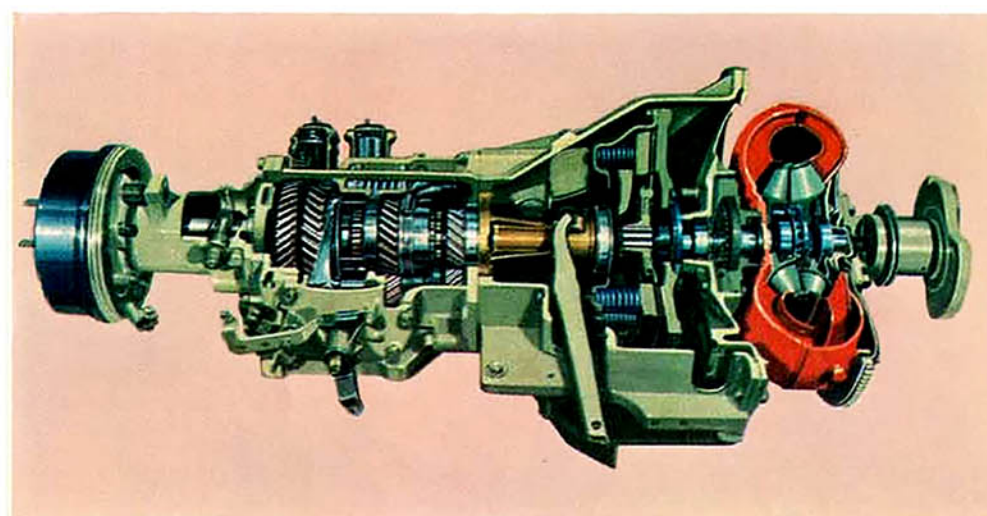


picture you see above. Power from the engine is transmitted to the rear wheels through fluid . . . there can be no shock or excessive wear on vital parts because there is no rigid connection between engine and driveshaft. And that's why your starts in a DeSoto are always *fluid smooth!*

New Fluid Torque Drive !

(AN AMAZING NEW TORQUE CONVERTER)

For those who like terrific getaway, DeSoto now offers an amazing new torque converter with Tip-Toe Shift. It's called Fluid-Torque Drive. From a standstill, it lets you take off like a shot . . . gets you across a busy intersection in an instant . . . puts you ahead of traffic in split seconds! Fluid-Torque Drive will prove an important feature for added safety every day that you drive.



DeSoto Power Steering...easy as dialing a telephone!



On the open road, DeSoto Power Steering gives you safer, surer, easier control on any surface, any turn, or for getting out of ruts!

It's a fact! It's DESOTO POWER STEERING! And it will astound you!

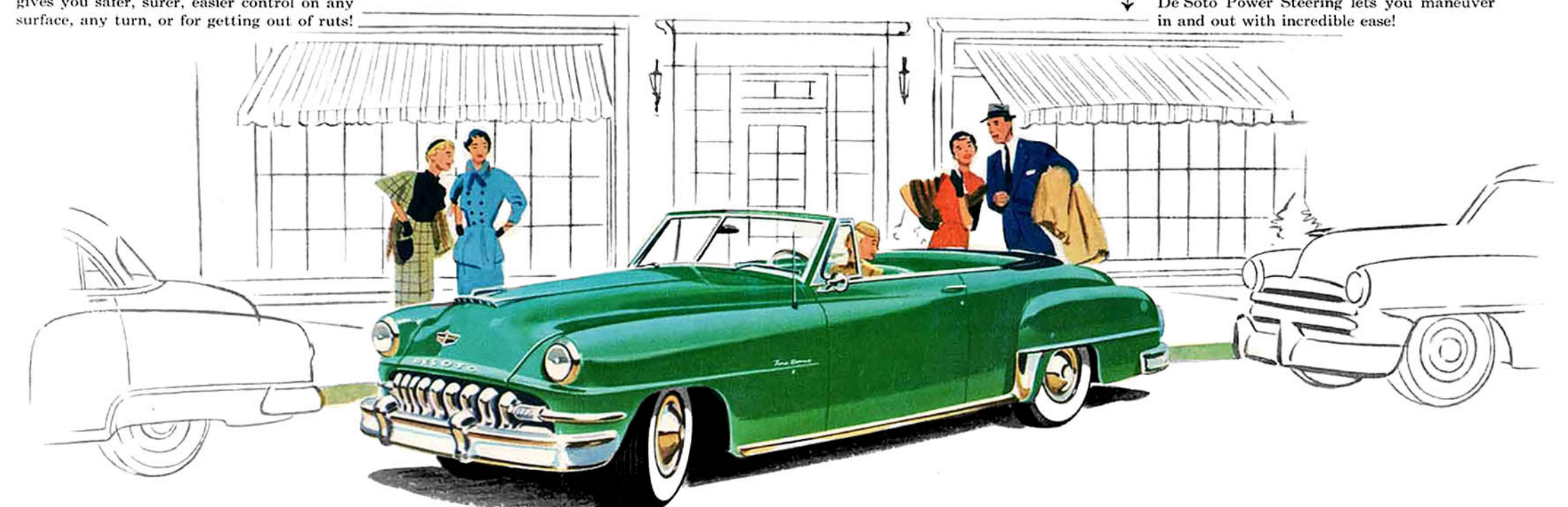
You can turn the steering wheel of a new DeSoto with the pressure of one finger more easily than you can turn the steering wheel of an ordinary car with the strength of both arms. Even when standing still, turning the steering wheel with a fingertip is practically effortless!

With DESOTO POWER STEERING, you're controlling strong, dependable hydraulic power . . . which in turn does the hard work of turning the wheels for you!

DeSoto POWER STEERING is really some-

thing you will never believe until you've tried it yourself. It is one of the milestones in automobile development . . . an advance tremendously significant to all drivers. For it means parking becomes a simple, relaxed task for anyone. Unexpected curves cease to be as hazardous. Sharp corners can be taken with ease.

DeSoto POWER STEERING gives you the most relaxed, carefree driving you have ever known . . . it makes tense, strained steering unnecessary . . . makes every mile you drive a mile full of pleasure!

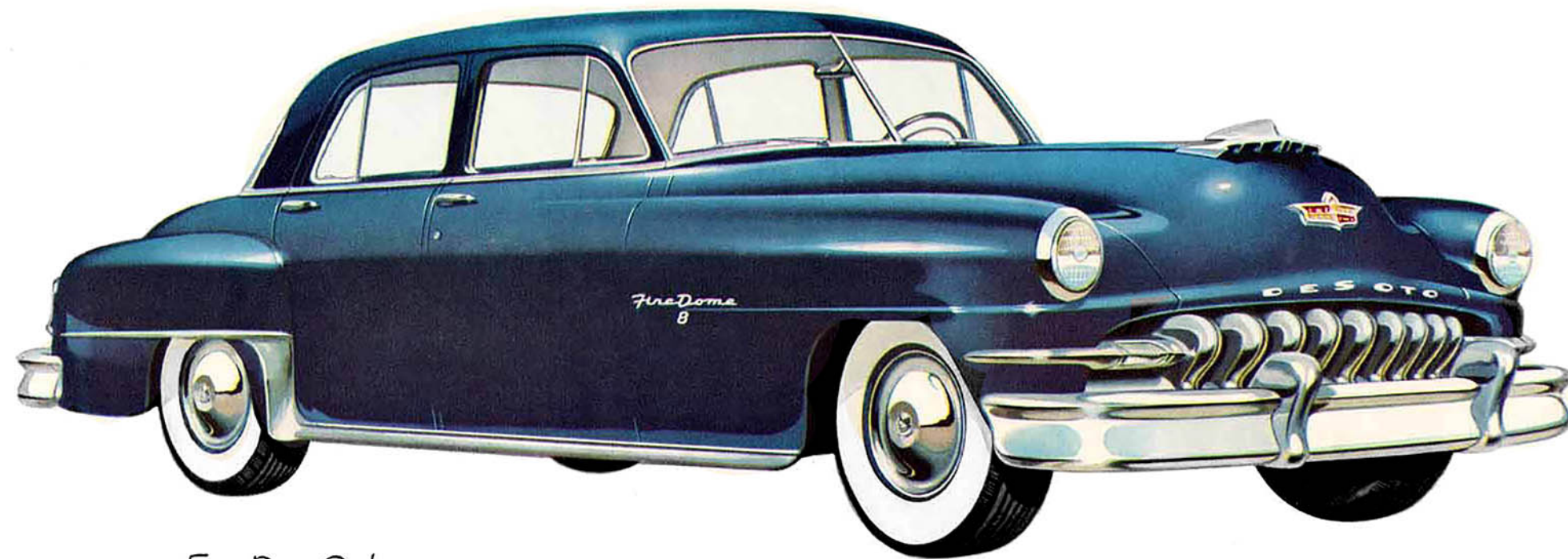


In tight parking spaces or in close quarters, DeSoto Power Steering lets you maneuver in and out with incredible ease!

DE SOTO Offers Many Brilliant Body Styles !

De Soto's new body styling is both distinctive and impressive. A massive, yet graceful chrome grille and front end design. Brand new Air-Vent Hood. A breathtaking overall look, low and wide, with exquisite chrome trim and handsome colors... And inside, De Soto gives you the most sensible room and view

of any car, more than enough legroom and armroom, plenty of headroom (and hatroom, too), huge window areas all around...big, wide doors make getting in and out easy. Beautiful fabrics and harmonizing trim... truly unsurpassed! By any measure, De Soto is the last word in convenience and refinement. See for yourself.



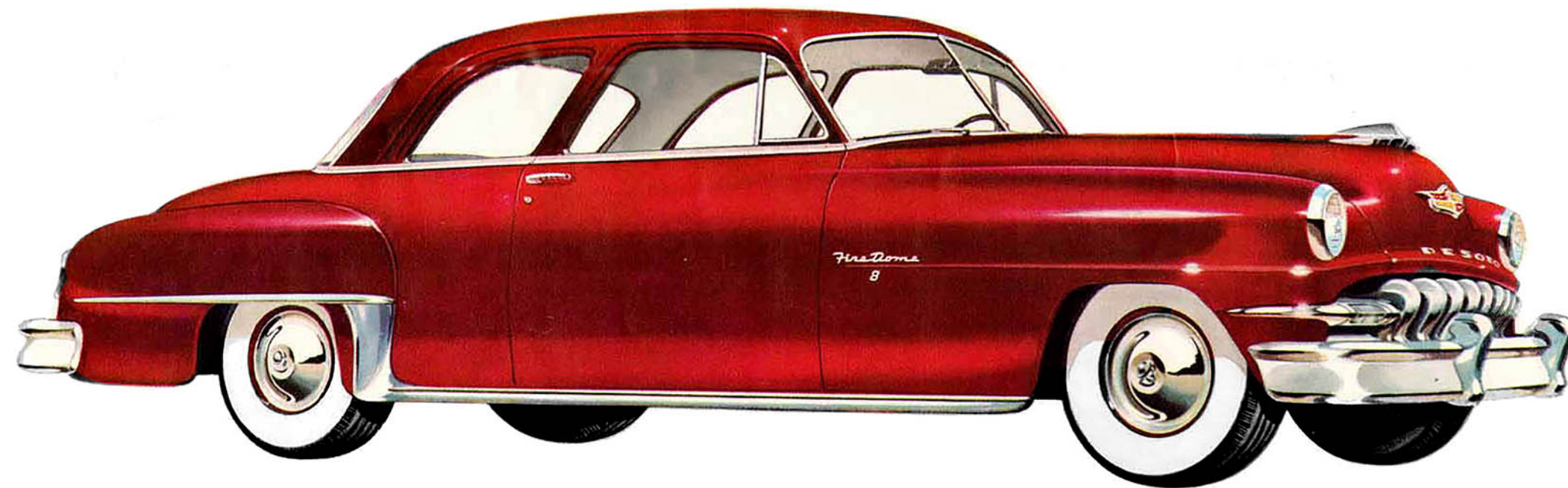
Four Door Sedan

(Available in FireDome 8, Custom and DeLuxe Six)



Sportsman

(Available in FireDome 8 and Custom Six)



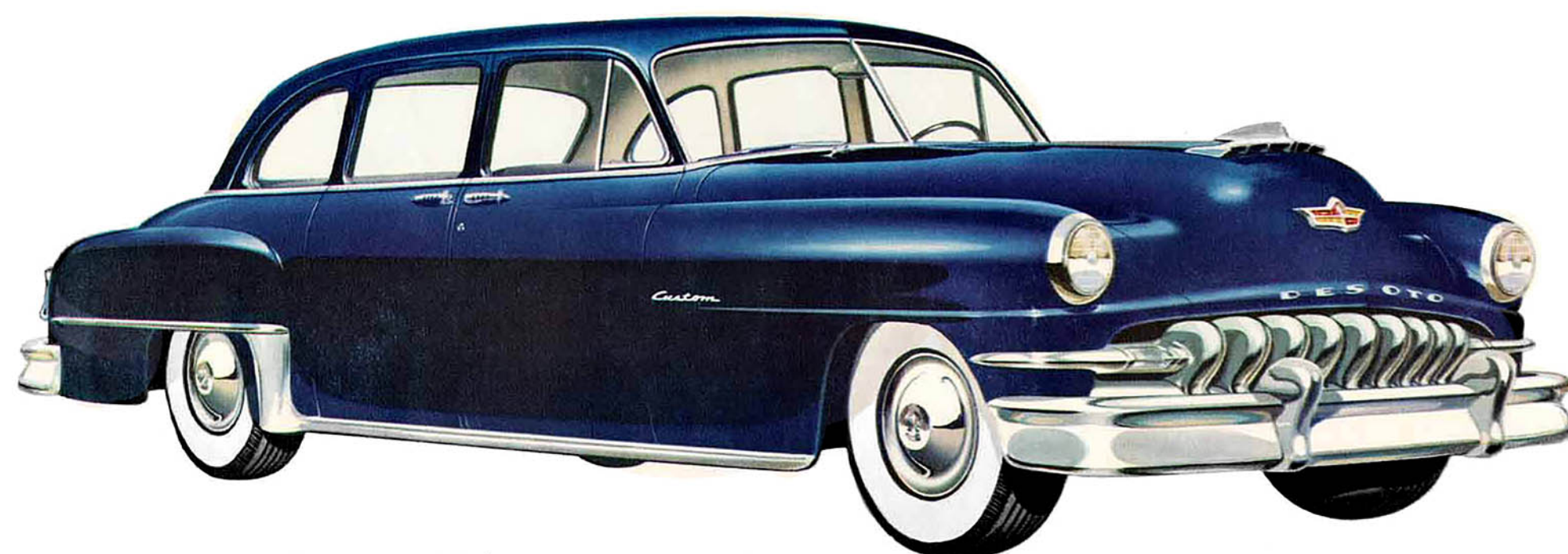
Club Coupe

(Available in FireDome 8, Custom and DeLuxe Six)



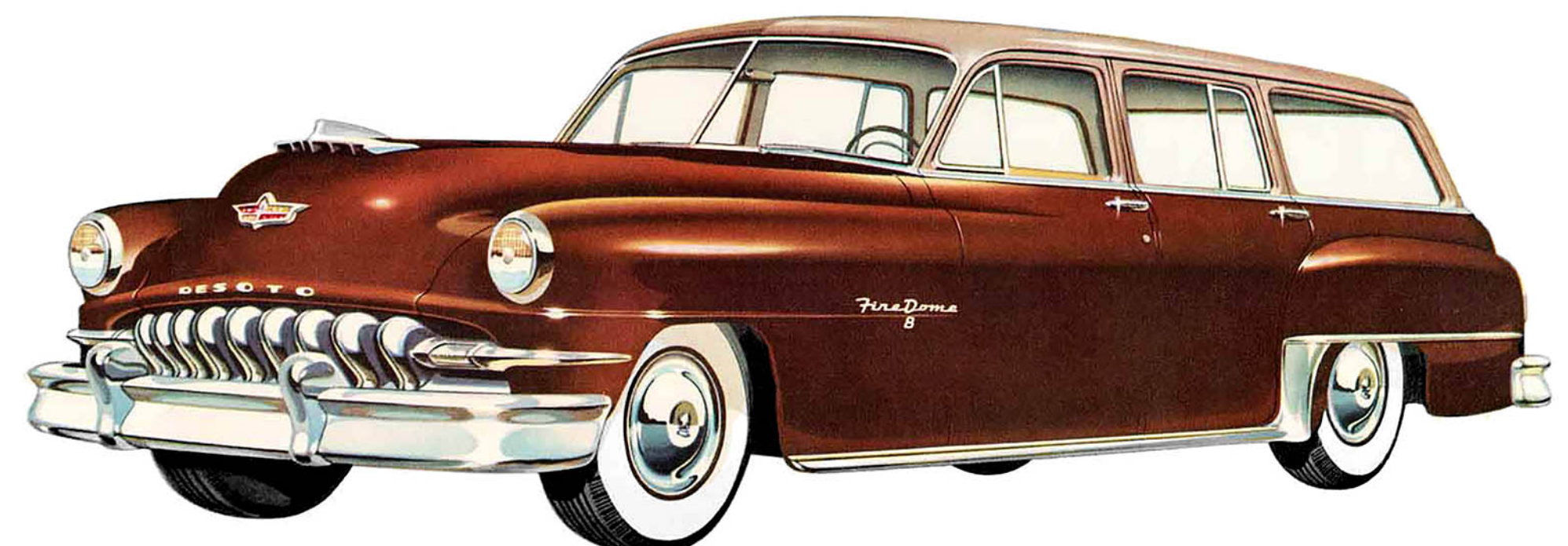
Convertible

(Available in FireDome 8 and Custom Six)



Eight Passenger Sedan

(Available in Custom and DeLuxe Six)



All-Steel Station Wagon

(Available in FireDome 8 and Custom Six)

White Sidewall Tires, when available, are optional.

Refinements that make you proud to own a DE SOTO

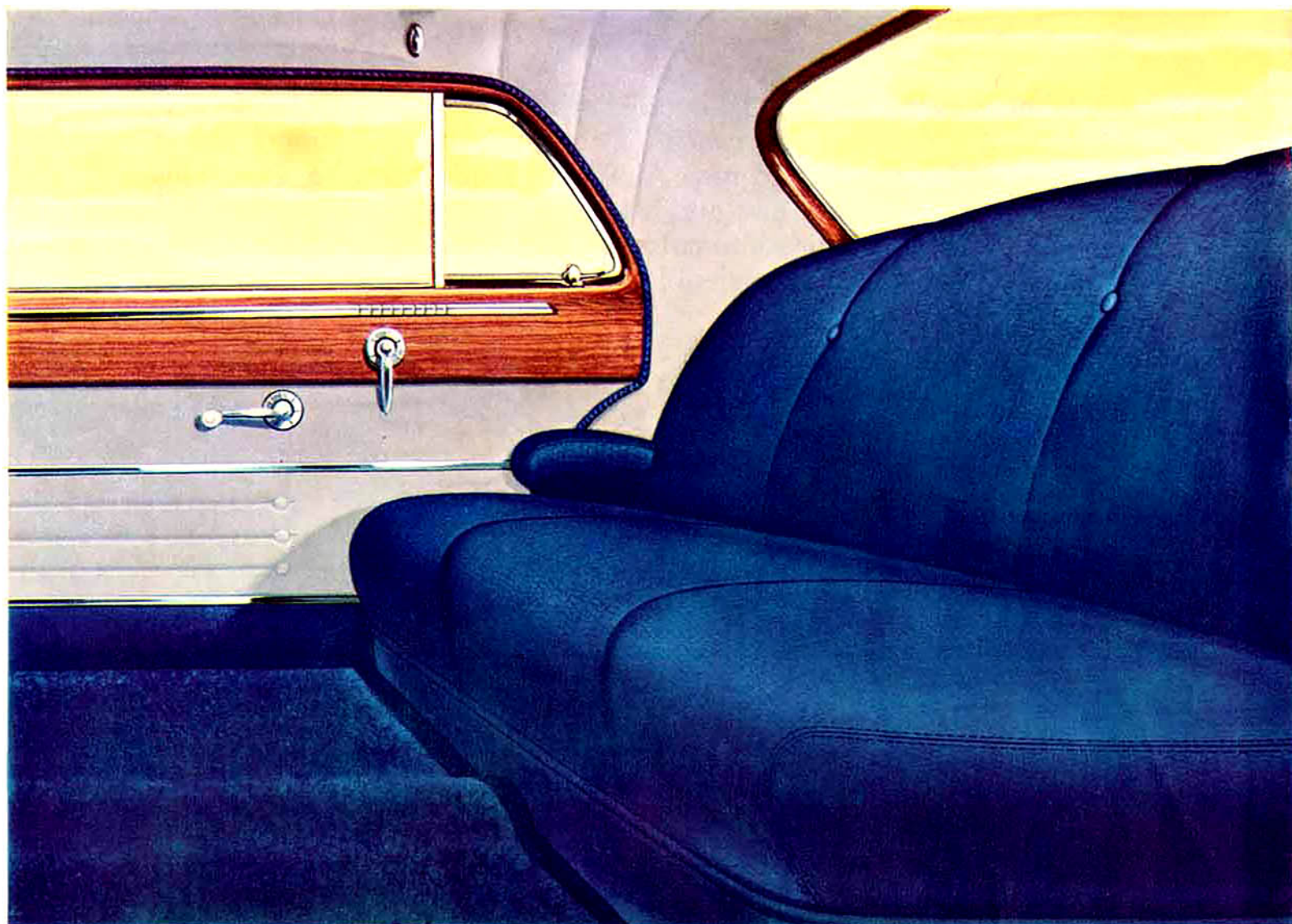
THE DISTINCTIVE DE SOTO INTERIOR

De Soto presents the most stunning interior combinations of the year! New, finely-tailored upholstery; rich, heavy wool carpeting . . . all in complete harmony with exterior colors . . . all water-resistant, color-fast, tough and durable! Also, sparkling chrome trim, new garnish mouldings of Oriental walnut grain, and broad, Airfoam cushioned, Chair-High seats to give you the full benefit of the large window area!



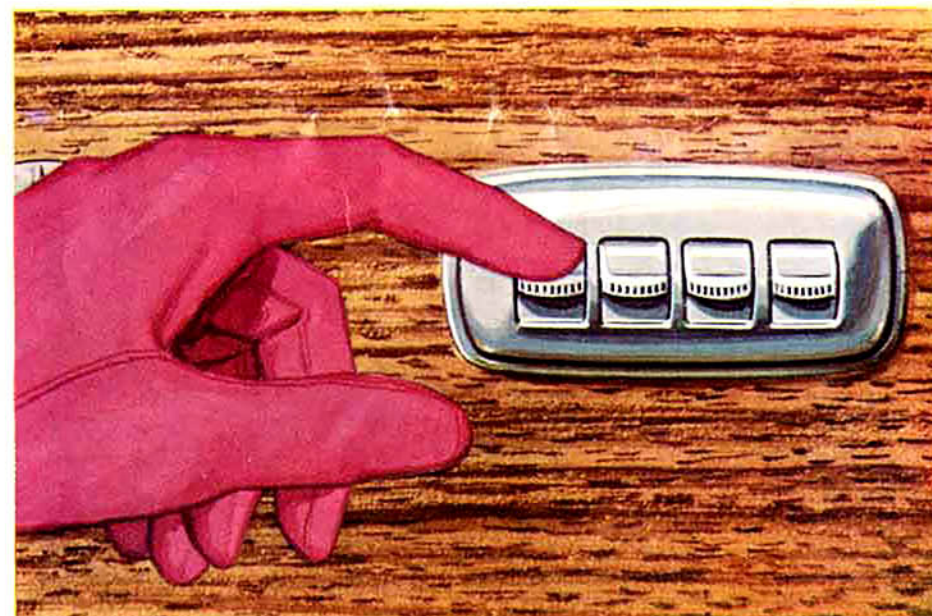
NEW INTERIOR FASHION NOTE!

New, durable nylon fabrics lend a fashionable note to De Soto interiors. Unsurpassed in style . . . and they're lustrous, long-wearing, easy to clean.



NEW AIR-VENT HOOD DESIGN

The design advance of the year! De Soto's Air-Vent Hood sets a new trend! And it serves a practical purpose . . . it feeds more cool, fresh air to the carburetor, making possible increased engine power output!



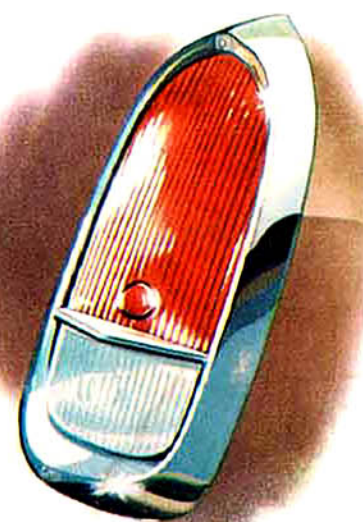
AUTOMATIC WINDOW CONTROLS

Special equipment for added safety and convenience . . . De Soto electric window lifts! Master switch beside driver controls windows on every door. Also individual switches on each door.



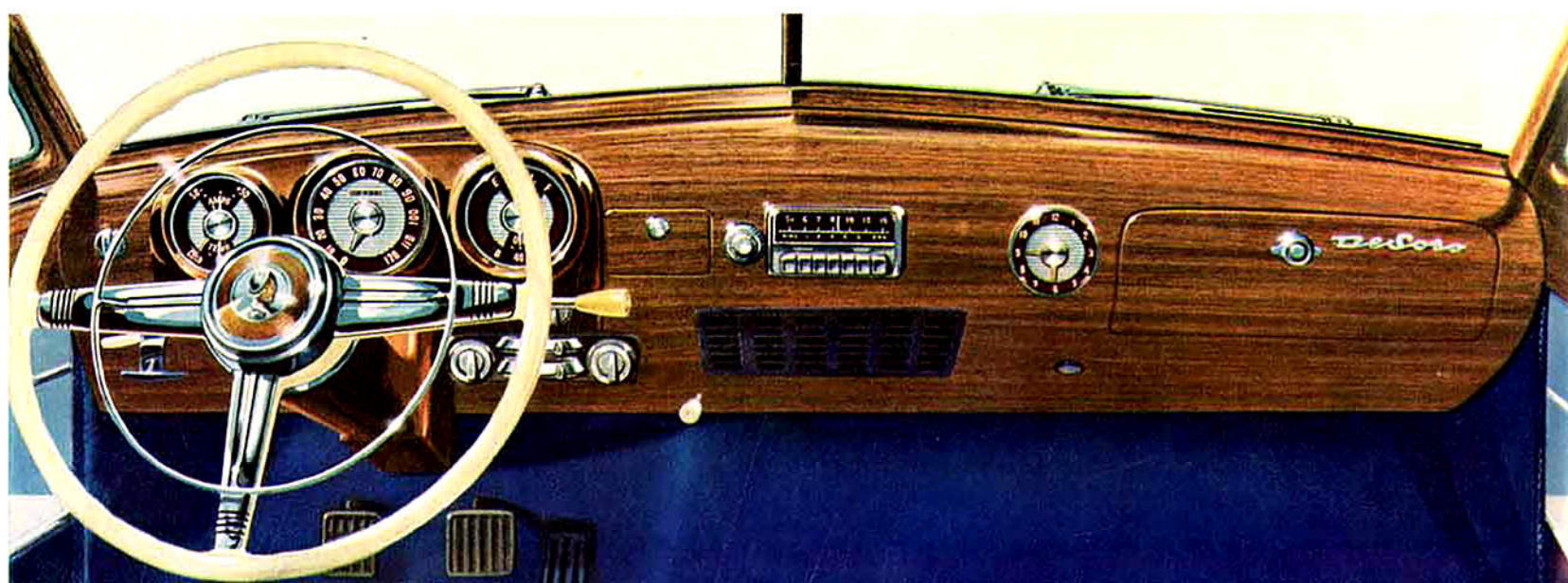
DUAL BACK-UP LIGHTS

Combination back-up, tail, and stop lights standard on every new De Soto! For safety and convenience during night driving, De Soto's two back-up lights switch on automatically when car is in reverse.



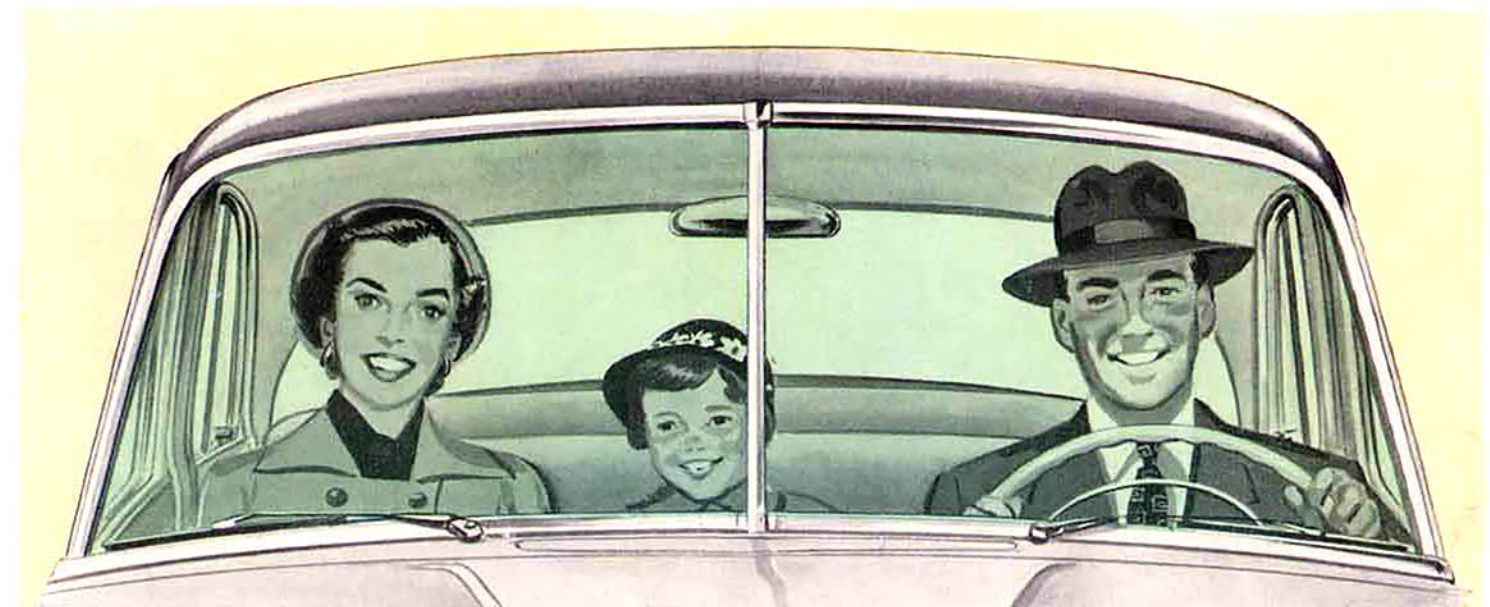
MAGNIFICENT INSTRUMENT PANEL

Smart and attractive, De Soto's new walnut-grained, exclusively designed instrument panel sweeps back almost to the floor. Deep-shrouded dials are indirectly lighted. Big, handy switches are grouped for easy accessibility. Also ignition-key starting, convenient map light, ash receiver, spacious glove compartment!



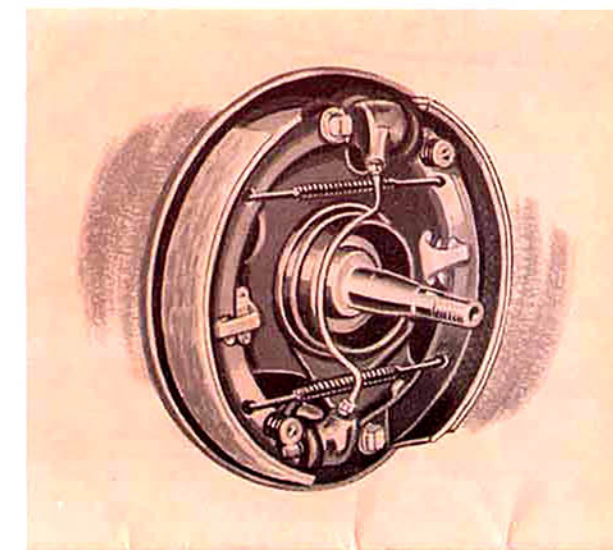
Extra Value Features make DeSoto the Extra Value Car!

The new De Soto is designed to give you extra value throughout! Examine the new De Soto and see for yourself . . . you'll find such features as a large windshield with sturdy, slender corner pillars for maximum visibility . . . and new Solex Glass (special equipment) available on windshield and windows. This is lightly tinted blue-green safety glass that lessens intensity of sun's rays, cuts down heat coming through, makes interior cooler in warm weather, reduces effects of glare.



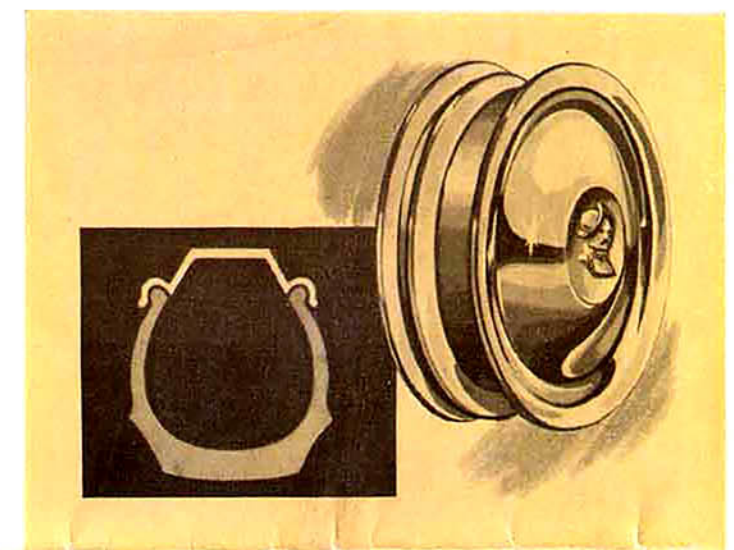
ORIFLOW SHOCK ABSORBERS

Take the new De Soto over rough roads . . . it's remarkably smooth riding. Amazing Oriflow Shock Absorbers cushion out bumps . . . rear sea-leg mounting helps reduce lateral and up-and-down shocks!



BIGGER, SAFER BRAKES

No other car in America has bigger brakes than De Soto! Big 12-inch drums. Smoother, safer stops. De Soto's big brakes require far less pedal pressure. Cyclebond linings outlast ordinary linings and have no rivets to score drums.

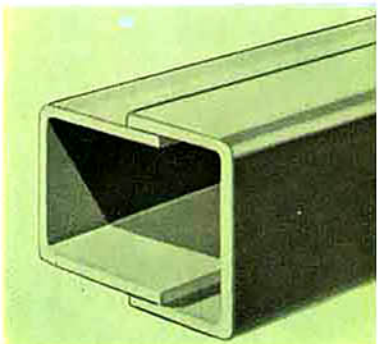


SAFETY-RIM WHEELS

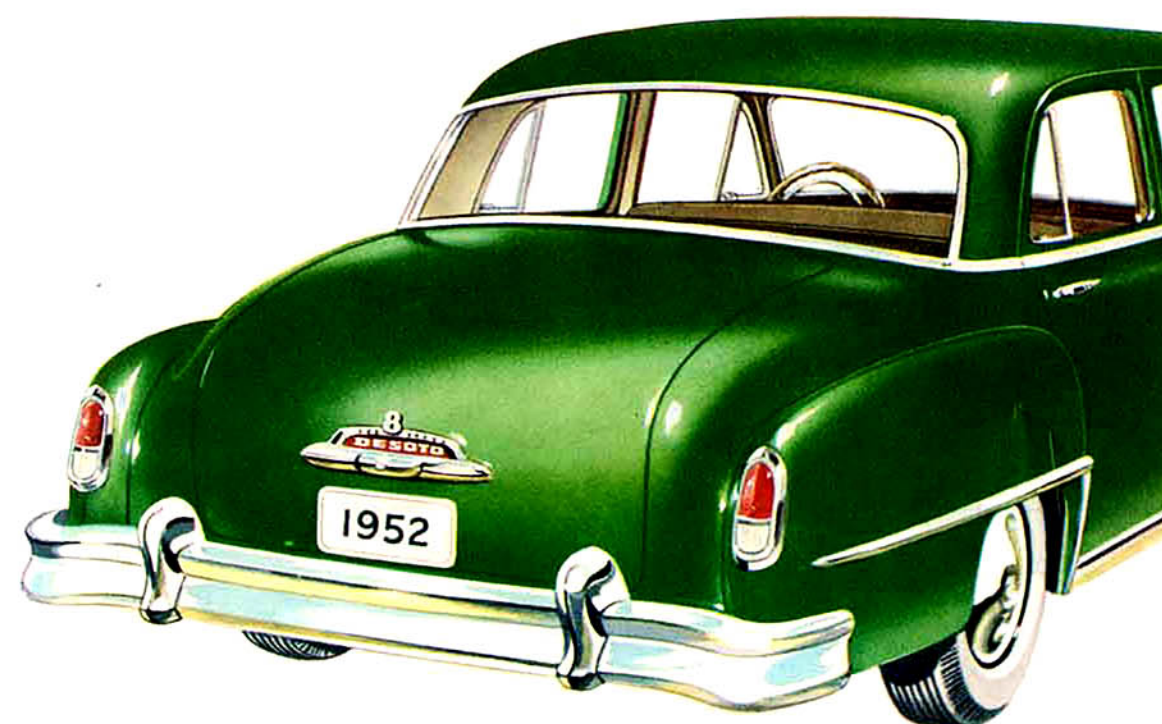
De Soto Safety-Rim wheels materially reduce danger in case of blowouts. They help hold a damaged tire securely on the rim while you steer to a safe, controlled stop. Real peace of mind on the highway!

BIGGER, STRONGER FRAME

The new De Soto frame is stronger to provide the perfect housing for De Soto's mightiest power plant! Thicker box-type side rails are made of two overlapping channel members!

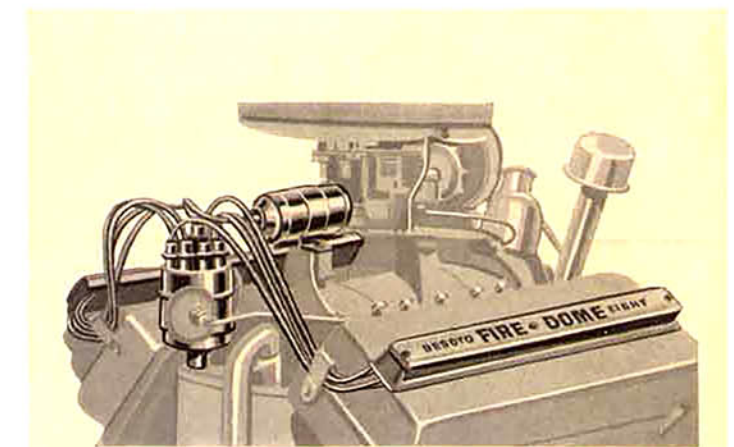


Beautiful . . . and Practical . . . Any Way You Look At It!



The new, sweeping rear-end styling of De Soto features a massive, gleaming chrome bumper with sturdy guards . . . attractive, widely-spaced combination stop and dual back-up lights . . . im-

pressive nameplate. Luggage compartment lid is counter-balanced for easy opening . . . the space inside is huge! Broad rear window for better visibility! Light for license plate.



WATERPROOF IGNITION

Even after hours in a driving rain, the new De Soto gets you going in a hurry . . . it has a completely Waterproofed Ignition system! Ceramic caps protect vital connections. You can drive in wettest weather without fear of stalling . . . through flooded streets, if need be!

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

NEW FIRE DOME 8 ENGINE—8 cylinder, 90° V; 160 hp at 4400 rpm; valves, inclined lateral overhead; piston displacement 276.1 cu. in.; bore and stroke $3\frac{3}{8}$ x $3\frac{1}{2}$; compression ratio 7.1-1; maximum torque 250 lb. ft. at 2000 rpm; taxable hp 42.05.

POWERMASTER ENGINE—6 cylinder L head; 116 hp at 3600 rpm; aluminum alloy pistons, displacement 250.5 cu. in.; bore and stroke $3\frac{1}{8}$ x $4\frac{1}{2}$; maximum torque 208 ft. lb. at 1600 rpm; taxable hp 28.36.

TRANSMISSIONS—8 cylinder models, standard equipment 3-speed manual shift; special equipment Tip-Toe Shift with Fluid Drive or Fluid-Torque Drive. 6 cylinder Custom Models standard equipment Tip-Toe Shift with Fluid Drive. 6 cylinder DeLuxe Models standard equipment 3-speed manual shift; special equipment Tip-Toe Shift with Fluid Drive.

- a. Manual shift: 3 forward speeds and reverse; synchro-silent all-helical gears; single plate dry ventilated clutch; ratios, first 2.57, second 1.83, third 1.00, reverse 3.48.
- b. Tip-Toe Shift with Fluid Drive; accelerator pedal controls speed changes; ratios, first (low range) 3.57, second (low range) 2.04, third (high range) 1.75, fourth (high range) 1.00, reverse 3.99.
- c. Tip-Toe Shift with Fluid-Torque Drive; accelerator pedal controls speed changes, torque converter produces torque multiplication of 2.34 to 1 at break-away; ratios, first (low range) 3.28, second (low range) 2.04, third (high range) 1.61, fourth (high range) 1.00, reverse 3.67.

LUBRICATION—8 cylinder models: full pressure to main, lower connecting rod, and camshaft bearings. Floating type oil intake. Fixed-shunt type oil filter is standard equipment, full-flow filter available as special equipment. Crankcase holds 5 qts.

6 cylinder models: full pressure to main, lower connecting rod and camshaft bearings. Floating type oil intake. Oil filter. Crankcase holds 5 qts.

COOLING—Fire Dome 8: full length water jackets surround bores; four-blade 18 in. diameter shrouded fan; water capacity, 22 qts. (23 qts. with heater).

Powermaster 6: full length water jacket; four-blade 17 in. diameter fan; water capacity, $14\frac{1}{2}$ qts. (15 qts. with heater).

DISTRIBUTOR—Fire Dome 8: new type, more efficient, to meet requirements of added engine power; higher secondary voltage, two sets of breaker points, vacuum-controlled automatic advance.

HEAVY-DUTY GENERATOR—45 ampere capacity.

BATTERY—6 volt, 17 plate, 120 ampere-hour capacity.

REAR AXLE—Silent hypoid, semi-floating. Eight cylinder models with manual shift, standard ratio is 3.73. (3.54 optional). Tip-Toe Shift with Fluid Drive standard ratio is 3.73. (3.91 optional). Tip-Toe Shift with Fluid-Torque Drive standard ratio is 3.54 (3.36 and 3.73 optional).

6 cylinder models: Tip-Toe Shift and manual shift, gear ratios—3.9 to 1 (3.73 to 1 optional).

BRAKES—4-wheel hydraulic internal-expanding type, twin-cylinder type in front; big 12 in. diameter drums,

heavy section, high rib; long-life rivetless Cyclebond linings, contact area 201 sq. in. Power Brakes available as special equipment. Parking brake drum type, fully enclosed internal-expanding, mounted behind Tip-Toe Shift transmission, operated independently of service brakes; external-contracting type drum brake mounted behind manual shift transmission, operated independently of service brakes. Hand lever mounted alongside steering column.

STEERING—Three roller-tooth gear; straddle-mounted cross shaft with needle bearings; symmetrical tie-rod.

POWER STEERING—Hydraulic power steering available on 8 cylinder models as special equipment.

SPRINGING—Front: independent Amola steel-coil. Rear: $53\frac{3}{8}$ x $1\frac{3}{4}$ tapered semi-elliptic Amola steel leaves.

ORIFLOW SHOCK ABSORBERS—Vertically mounted front, "sea leg" mounted in the rear.

ELECTRIC WINDOW LIFTS—Special equipment. Individual controls, independent high-capacity motors, each door. Master control beside driver's seat. Windows worm and sector driven.

SOLEX SAFETY GLASS—Special equipment. Blue-green tinted, for all window areas; reduces effect of outside glare, keeps interior cooler.

SUPER-CUSHION TIRES—Low-pressure, 7.60 x 15, mounted on Safety-Rim wheels, rim width $5\frac{1}{2}$ in. 8-passenger models, 8.20 x 15, rim width 6 in. White sidewall tires, when available, are optional equipment.

NOTE: The manufacturer reserves the right to revise, change, or modify the construction of De Soto motor vehicles, or any part thereof as he may see fit without incurring any obligation to make like changes on vehicles previously sold.

D E S O T O D I V I S I O N O F C H R Y S L E R C O R P O R A T I O N • D E T R O I T , M I C H I G A N

DES-5926-52-800 M

