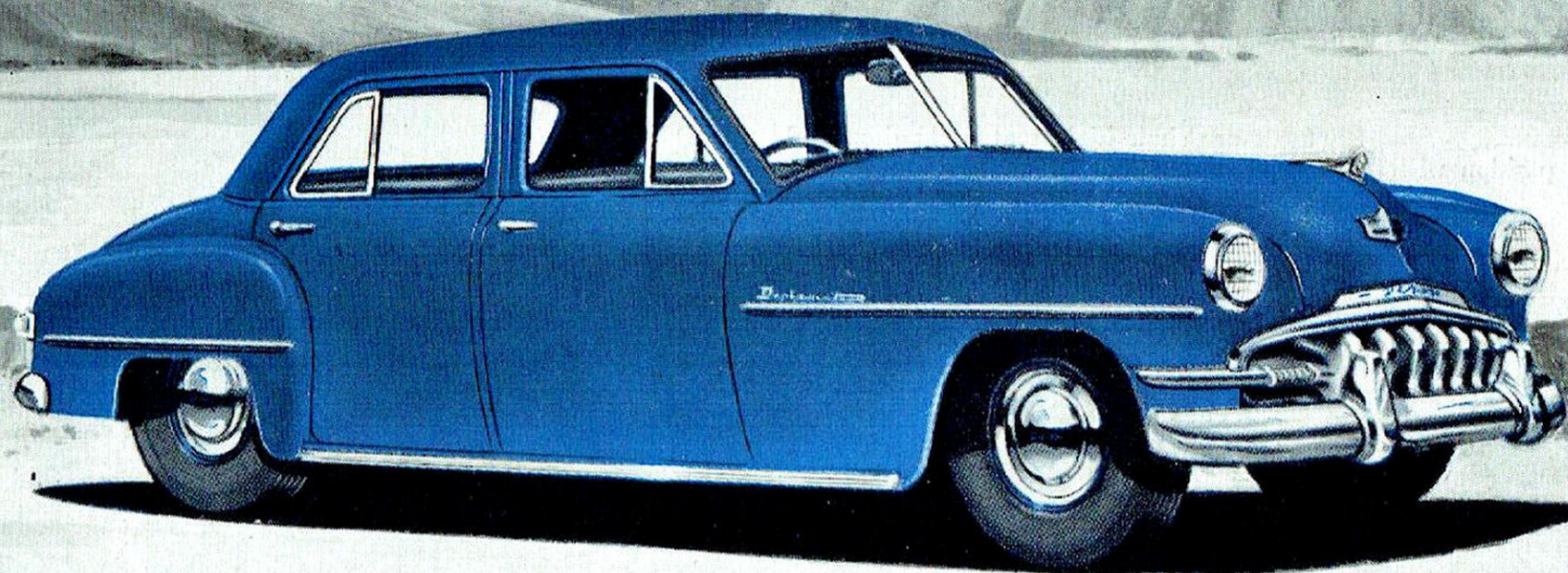


Focal Point in any Picture..

DeSoto



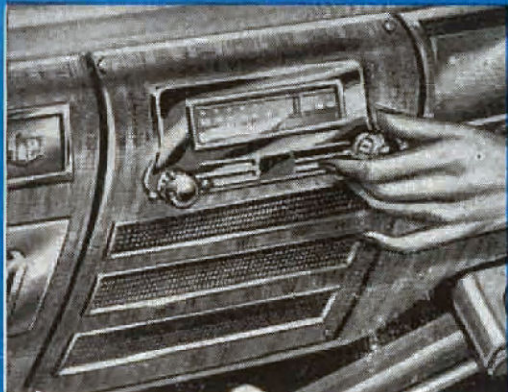
DE SOTO DIPLOMAT DELUXE



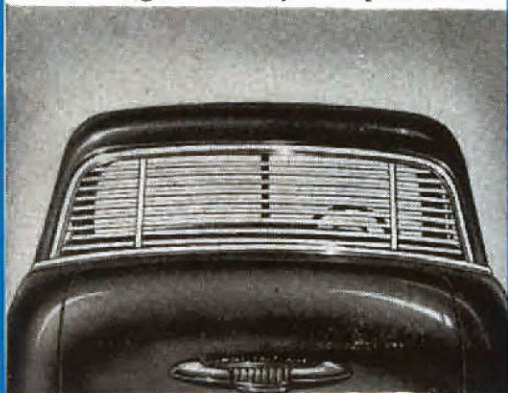
Specifications prove in detail De Soto's advantages

ACCESSORIES THAT ADD INDIVIDUALITY TO YOUR DE SOTO

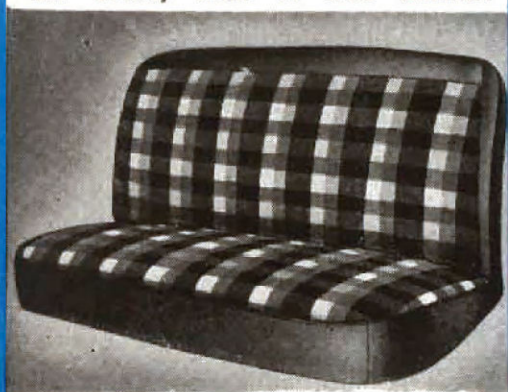
The accessories shown below are typical of the many in the MoPar comprehensive range.



MOPAR SIX VALVE RADIO with the crystal-clear tone of a fine living room set, exceptionally long range reception and high fidelity reproduction.



MOPAR REAR WINDOW SHADES, these smart venetian blinds keep your car cooler, make it look smarter.



MOPAR SEAT COVERS—in plastic, tapestry or woven fibre (fireproof) material. Available in a wide range of attractive patterns and shades.

DIMENSIONS:

Wheelbase, 118½ in. Car overall length, 193¾ in. Overall width, 74¾ in. Height unladen, 64 in.

AXLE, FRONT:

Pantograph type, independently sprung front wheels.

AXLE, REAR:

Semi-floating Amola steel axle shaft, two pinion differential and nickel molybdenum hypoid gears, one-piece forged housing for uniform strength. Fully adjustable tapered roller bearings throughout. Rear Axle Ratio—3.9 to 1. Lubricant capacity 2.4 Imperial pints.

BRAKES:

Safeguard four-wheel hydraulic, self-equalising internal expanding brakes utilising an individual cylinder for each shoe in front wheel brakes; 10-inch brake drums. Lining contact area, 158 square inches. Hand-brake is Tee handle turn release type with multiple pawl ratchet. Operates independent of service brake.

CHASSIS FRAME:

Super rigid, double channel box section frame. Side-member depth, six inches. Drop center type side members braced with four cross-members.

CLUTCH:

Dry, single plate, 9½ in. diameter. Force ventilated with cushion center. Ball thrust release bearing with lubricants seal d in. Total contact area, 77.8 square inches.

COOLING SYSTEM:

Centrifugal water pump. Uniform directional circulation. Thermostat control. Full length water jacket. Water distributing tube cools all valve seats with direct water flow. Four-blade 17 in. fan. Water capacity, three Imperial gallons.

CRANKSHAFT:

Precision high duty four-bearing.

CAMSHAFT:

Silent, chain driven, four-bearing.

DRIVE:

Hotchkiss type. Tubular propeller shaft balanced statically and dynamically to reduce vibration. Universal joints cross-type design with needle bearings protected by full enclosure.

ELECTRICAL SYSTEM:

Six-volt ignition. Full automatic vacuum controlled distributor. 45-amp belt driven generator, with full voltage and current control. Ignition-key operated positive starter. Sealed beam headlamps, dual tail lamps, front parking lights. Stop-light and Licence Lamp. 15-plate battery (De Luxe 13-plate). Airtone dual horns (Custom only).

ENGINE:

High torque, six-cylinder "L" head type. Floating power mountings. Bore, 3¾ in. stroke, 4⅞ in. Piston displacement, 218.06 cubic inches. Rated horsepower 27.34. Developed brake horsepower, 97 at 3,600 r.p.m. Compression ratio, 6.7:1. Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings. Crankcase oil capacity four quarts (Imperial). Filtered crankcase ventilation. Filtered oil system.

FUEL SYSTEM:

Plain tube down-draft carburettor with idle control and adjustable accelerating pump. Automatic manifold heat control. Heavy duty oil bath air cleaner, with intake silencer. Automatic electric choke. Fuel filter. Electric fuel gauge on instrument panel. 13.8 Imperial gallon fuel tank with self-cleaning filter.

SUSPENSION: (a) SPRINGS:

Front—Silico manganese steel independent coil springs, wishbone type action.

Rear—Semi-elliptic, length, 53½ in., width, 1¾ in., silico manganese steel leaf type with metal covers (Custom only). Rubber silent block both ends.

(b) SHOCK ABSORBERS:

Direct double acting aero-hydraulic type, front and rear. Rear in "Sealleg" position, for greater stability.

STEERING:

Rubber cushioned shockless worm and roller type. Adjustable tapered rollerworm thrust bearings. Steering gear ratio, 18.2 : 1. Wheel diameter, 17½ in. Full circle horn ring and remote control gearshift lever.

TRANSMISSION:

Synchro-silent transmission, with helical gears throughout. Three speeds forward and reverse. Lubricant capacity 2⅓ pints (Imperial).

WHEELS AND TYRES:

Five demountable steel disc wheels with safety rims; 6.70 x 15 four-ply low pressure tyres. Spare wheel and tyre mounted on righthand side of luggage compartment. Inflation pressure 24-lb. (cold).

THE BODY:

All steel body, designed, reinforced, and dust-sealed for Australian road conditions. Heat treated safety glass all windows, wrap-round bumpers.

EQUIPMENT AS DELIVERED:

DIPLOMAT CUSTOM

Sealed Beam Headlamps. Dual Airtone horns. 15-plate battery. Cigar lighter. Hydraulic bumper jack. Sway eliminator. Oil Filter. Intake silencer on air cleaner. Full tool kit with tyre pump. Dual tail lights. Remote control horn ring. 17½-in. Steering wheel. Courtesy light. Rear seat armrest. Dual electric windscreen wipers. Stainless steel waistline and rear light finish mouldings. Grained instrument panel. Dual sun visors. Spring loaded assist loops. Robe rail. Cowl ventilator. Stainless steel rear fender stone shields. Jack holding bracket in luggage compartment.

DIPLOMAT DELUXE

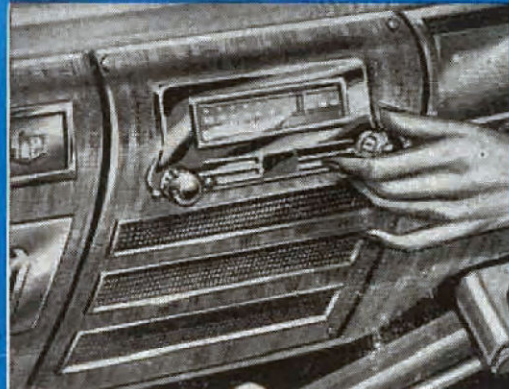
Sealed beam headlamps. Single low note horn. 13-plate battery. Hydraulic bumper jack. Sway eliminator. Intake silencer on air cleaner. Oil filter. Tool Kit with essential tools. Dual tail lights. Remote control horn ring. 17½-in. steering wheel. Dual electric windscreen wipers. Sun visor. Cowl ventilator.

CHRYSLER AUSTRALIA LIMITED
KESWICK, SOUTH AUSTRALIA

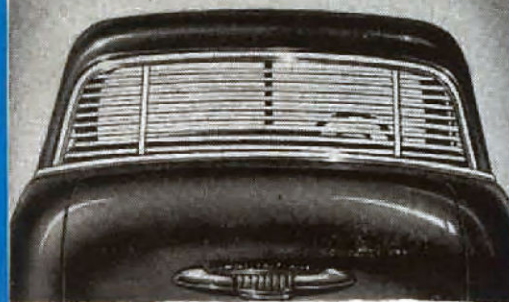


ACCESSORIES THAT ADD INDIVIDUALITY TO YOUR DE SOTO

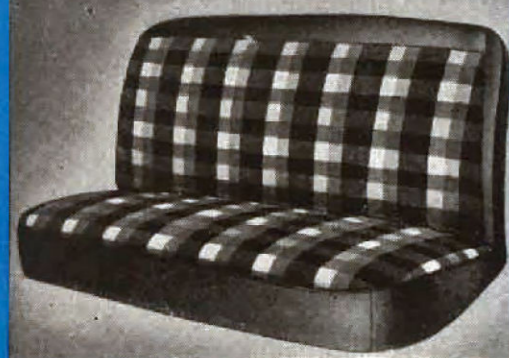
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EQUIPMENT AS DELIVERED:

DIPLOMAT CUSTOM

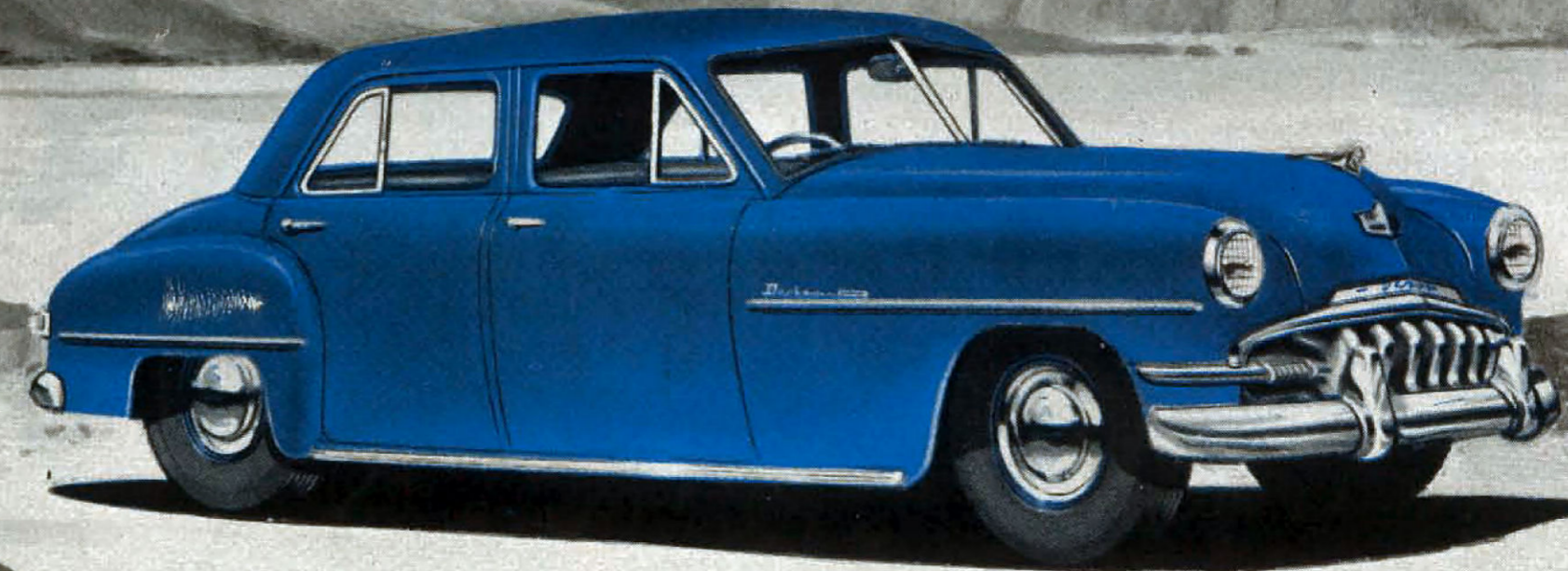
Sealed Beam Headlamps. Dual Airtone horns. 15-plate battery. Cigar lighter. Hydraulic bumper jack. Sway eliminator. Oil Filter. Intake silencer on air cleaner. Full tool kit with tyre pump. Dual tail lights. Remote control horn ring. 17½-in. Steering wheel. Courtesy light. Rear seat armrest. Dual electric windscreen wipers. Stainless steel waistline and rear light finish mouldings. Grained instrument panel. Dual sun visors. Spring loaded assist loops. Robe rail. Cowl ventilator. Stainless steel rear fender stone shields. Jack holding bracket in luggage compartment.

DIPLOMAT DELUXE

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Focal Point in any Picture..

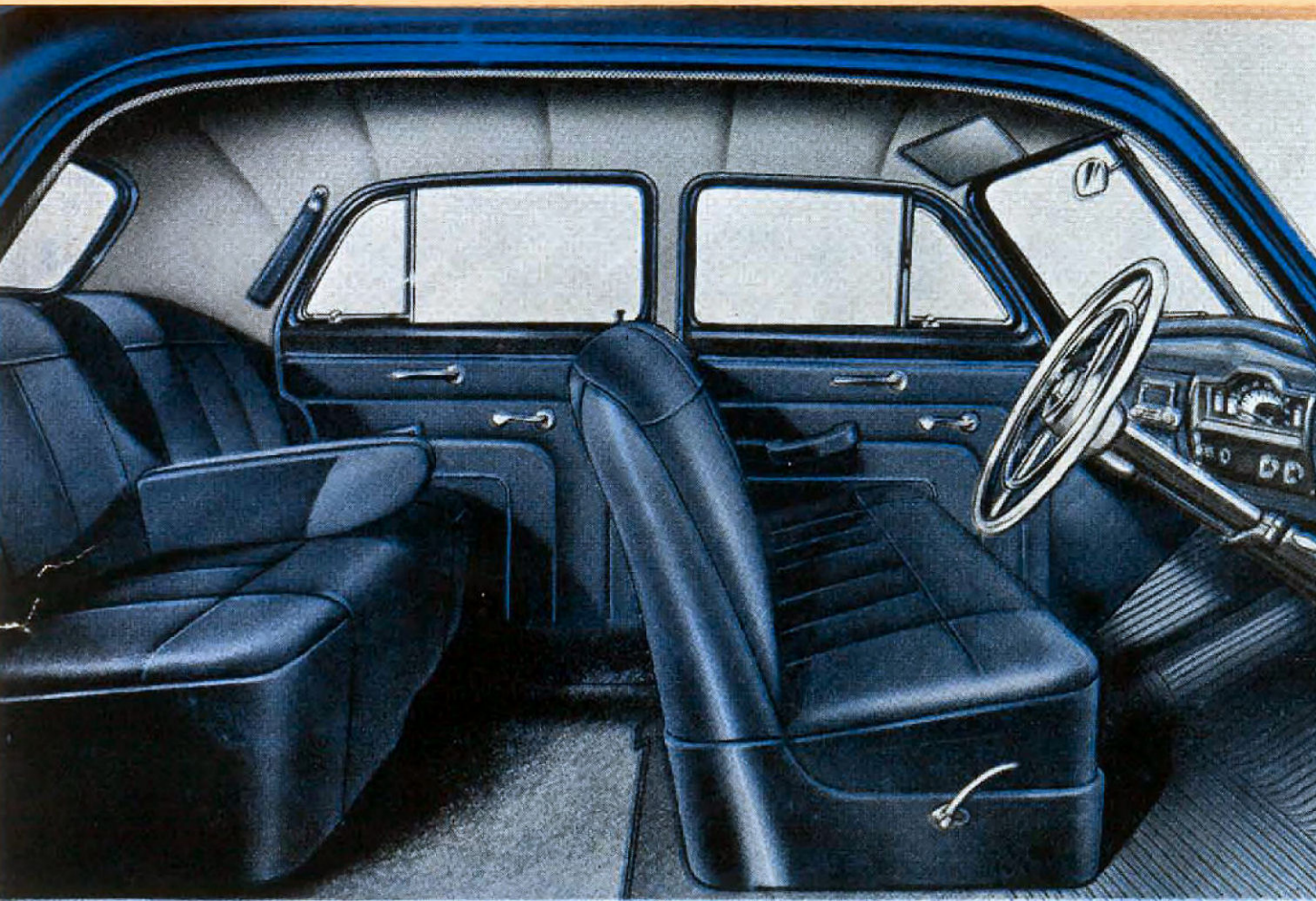
DeSoto



DE SOTO DIPLOMAT DELUXE

CHRYSLER AUSTRALIA LIMITED
KESWICK, SOUTH AUSTRALIA

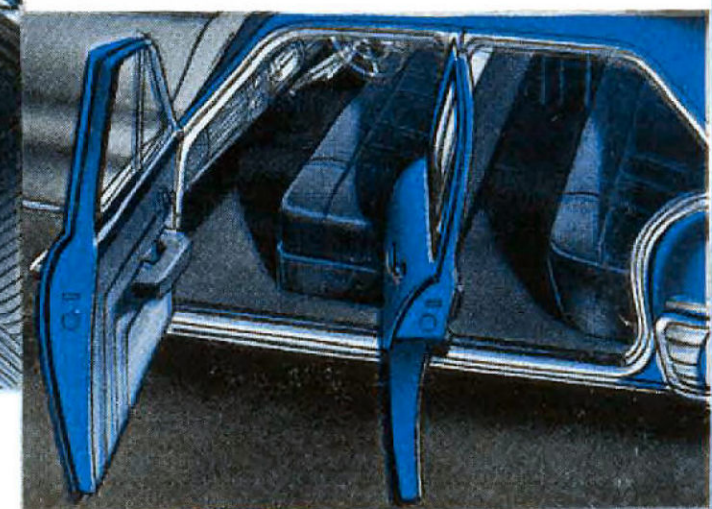
Brilliant Chrysler Engineering puts the seal of quality on **DeSoto**



De Soto's reputation for quality goes further ahead with this "Diplomat." Its every feature reflects the brilliance of Chrysler engineering. The rigid, box-type frame makes a long-lasting "backbone." Independent front suspension, double acting, aero-type shock absorbers and front sway-eliminator add up to superb riding comfort. Big 9½ in. diameter cushion centre clutch, six cylinder 10 in. hydraulic brakes and shockless steering means this exceptionally roomy car is safe and easy to handle. And Chrysler close tolerance "Super Finish" of vital moving parts result in extra miles, extra years of trouble-free performance. Truly, De Soto Diplomat is a car of Quality.

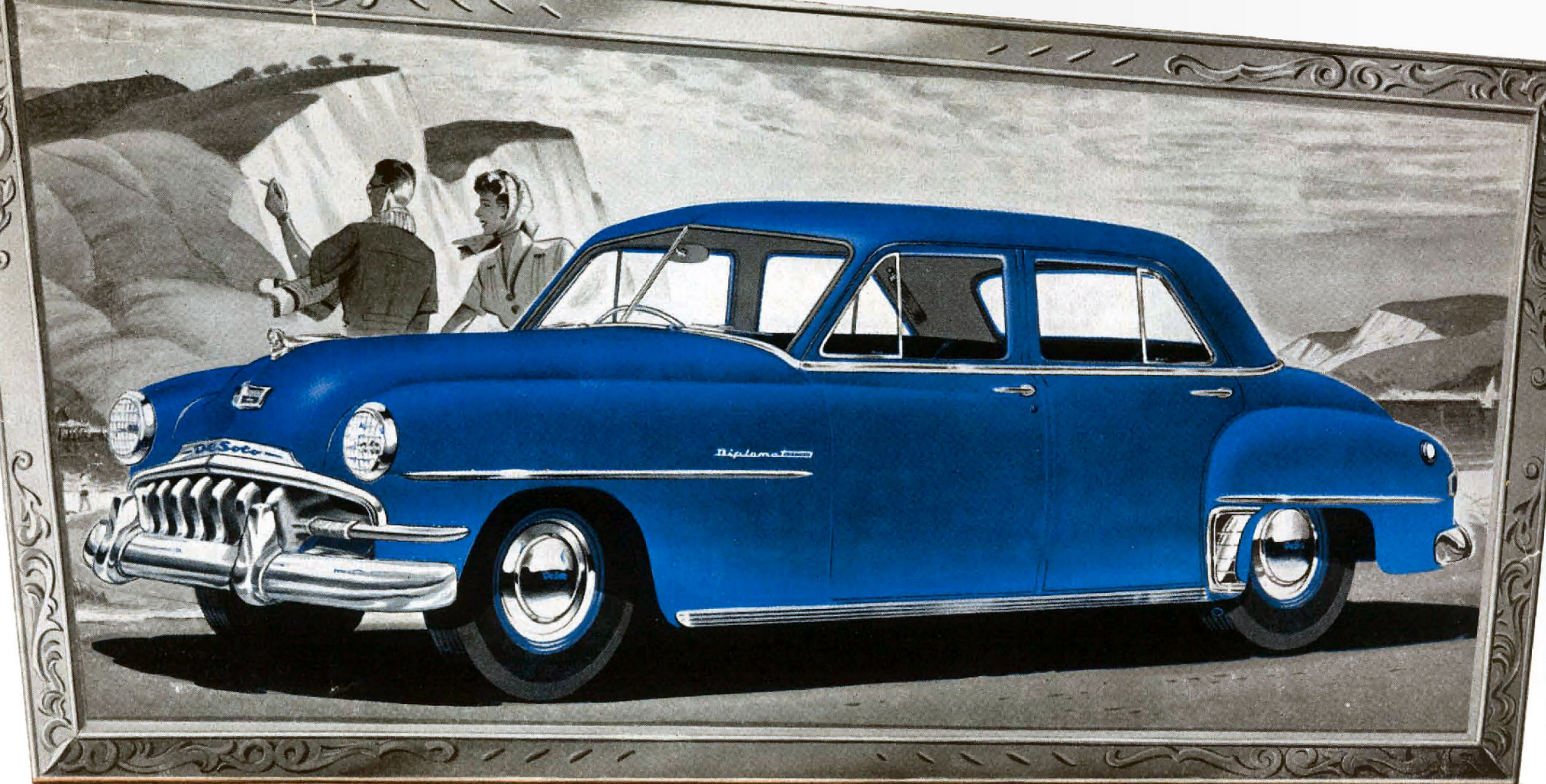
BIG, WIDE-OPENING DOORS

Doors open and stay open at almost right-angles. Being high, wide and with sills at floor-level you can get in and out of your De Soto without crouching or stooping.



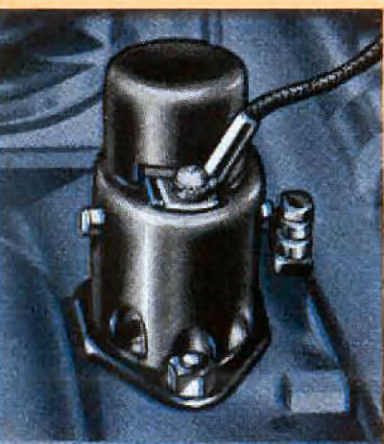
Puts the Seal of Quality on Service that Protects your De Soto.

MoPar is the trade mark for Genuine Chrysler Australia Limited Parts; and MoPar service means that, wherever you are, you can get replacements parts that are engineered to Chrysler specifications—parts that are Made Right, Fit Right, Work Right and Priced Right for your De Soto.

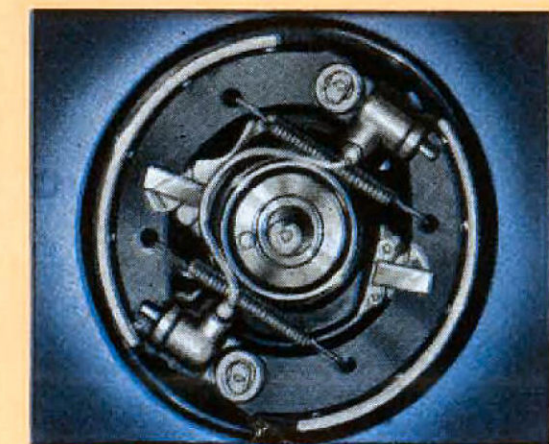


DE SOTO DIPLOMAT CUSTOM

DESOTO DIPLOMAT is the car designed with you in mind. Here is beauty you will appreciate, a car that is low, trim and truly impressive. Here is comfort and convenience you will enjoy, chair high seats, plenty of leg-room and head-room, wide vision all round . . . Here is the safety you will like, an all steel body, reinforced and dust sealed for Australian conditions. Here, too in De Soto Diplomat is the smoothness and quietness of "Floating-Power", Hotchkiss drive, balanced propellor shaft and hypoid rear axle. At the first touch of the accelerator, you will know that here is the power and performance you need for Australian roads and distances. De Soto's high torque, six cylinder engine develops 97 horsepower and with economy of operation that's amazing for such a roomy six-passenger car. Feature by feature, De Soto Diplomat offers more to make your motoring a pleasure, more to make your investment safer. It is a car of **QUALITY** all the way through.



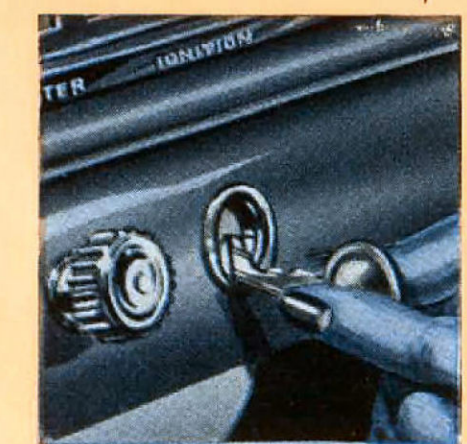
AUTOMATIC ELECTRIC CHOKE takes guesswork out of cold weather starts, avoids "over-choking."



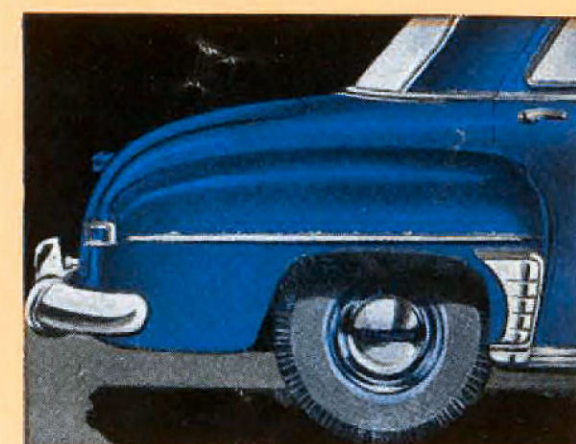
SIX-CYLINDER BRAKES
Front Wheel brakes which do most work have **DUAL** cylinders for better, smoother braking control.



SAFETY-RIM WHEELS
Help stop tyres from twisting off rims in case of blow-outs, allow safe, controlled stops.



KEY-TURN STARTING
One quick, easy operation, a turn of the ignition key starts the engine.



DETACHABLE FENDERS
Fenders are bolted on firmly yet easily removable. A minor scrape does not mean a major repair.