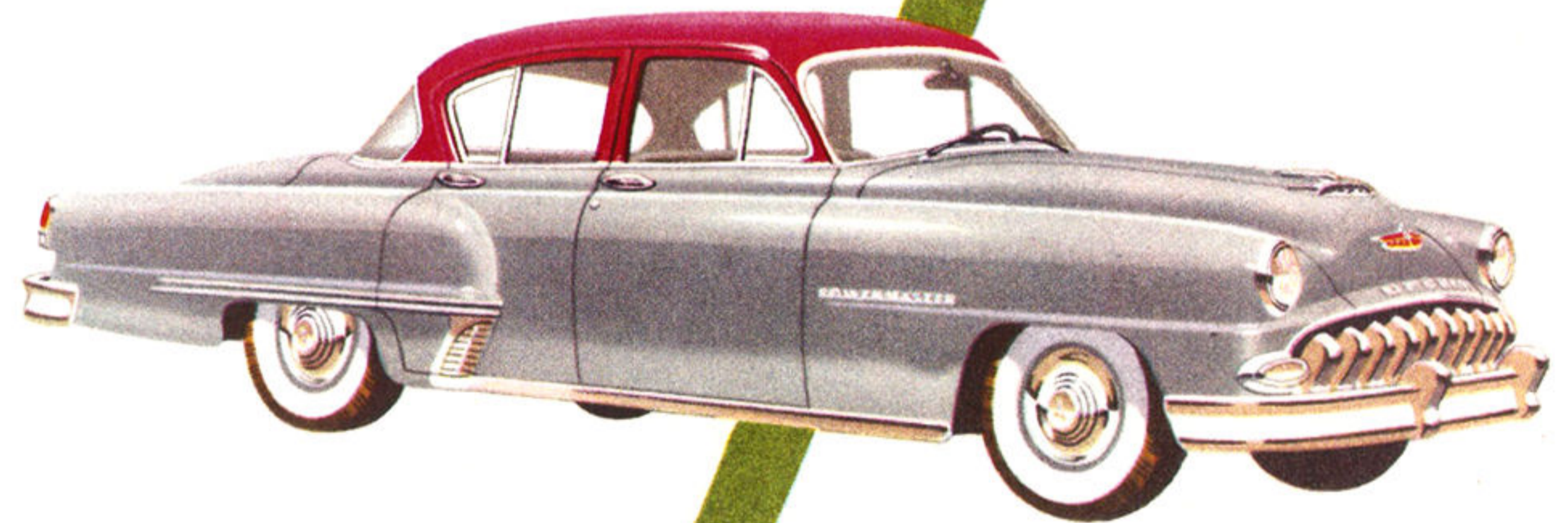


De Soto

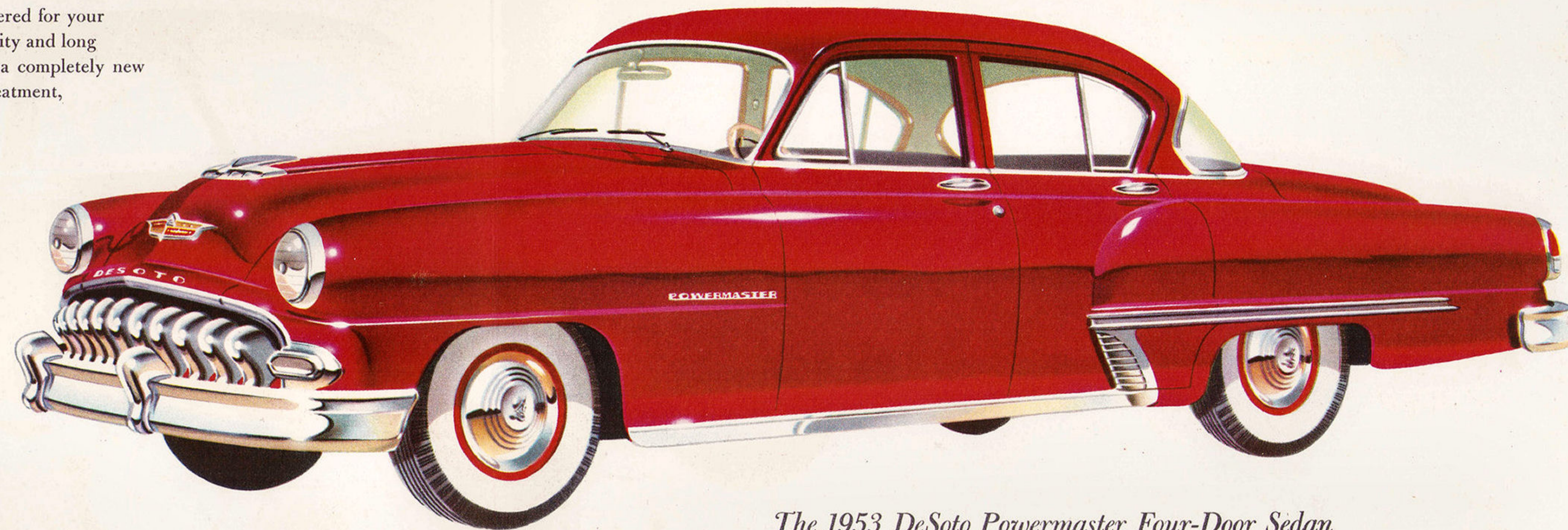


P O W E R M A S T E R

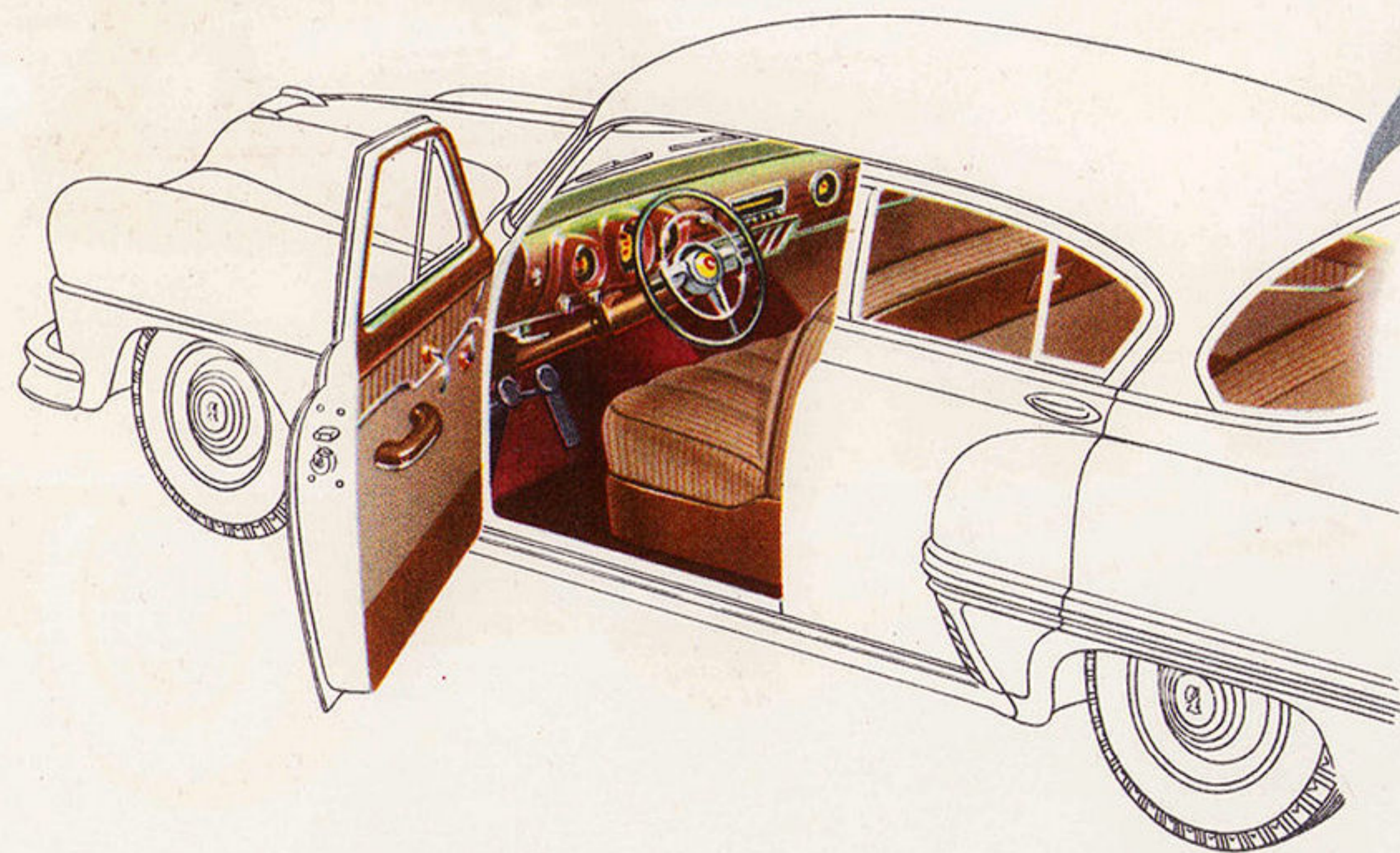
Limousine Comfort with New Distinctive Styling

Distinctively designed for your motoring comfort . . . engineered for your driving ease and safety . . . precision-manufactured for reliability and long life—that's the new 1953 DeSoto Powermaster Six. There's a completely new body—longer, wider and lower. The distinctive front-end treatment, sweeping fender lines and curved one-piece windshield carry your eye to a pleasing conclusion at the new, attractive rear end styling. Its low, lithe lines and rich finish make it an eye-filling picture. The new DeSoto is obviously a big car in every way, in size, style and performance. Its powerful 119 h.p. engine, and "Tip-Toe" shift transmission, make driving effortless and smooth. You can drive along all day without shifting.

If this is *your* year for a finer car, be sure to see and test the great new DeSoto Powermaster.



The 1953 DeSoto Powermaster Four-Door Sedan

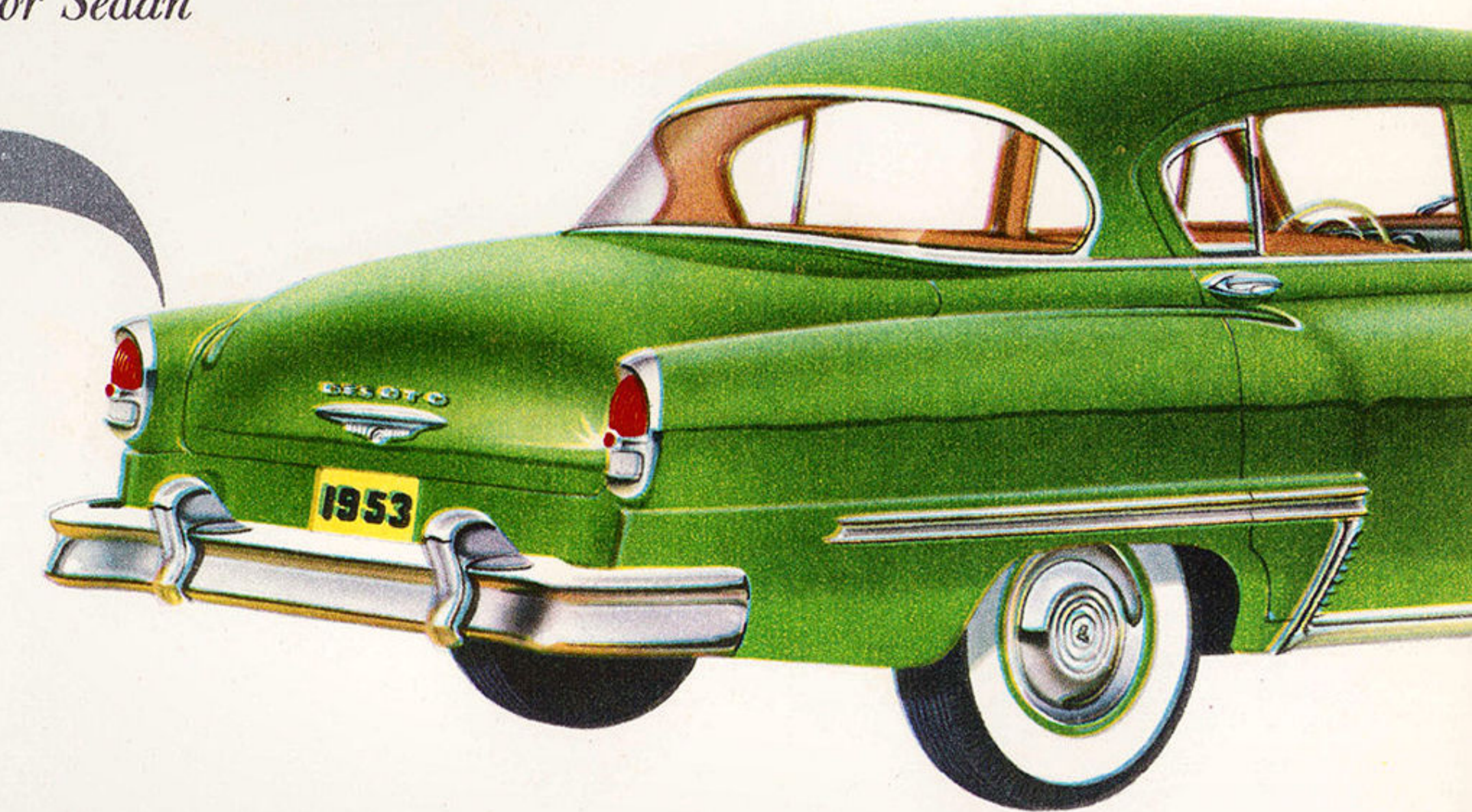


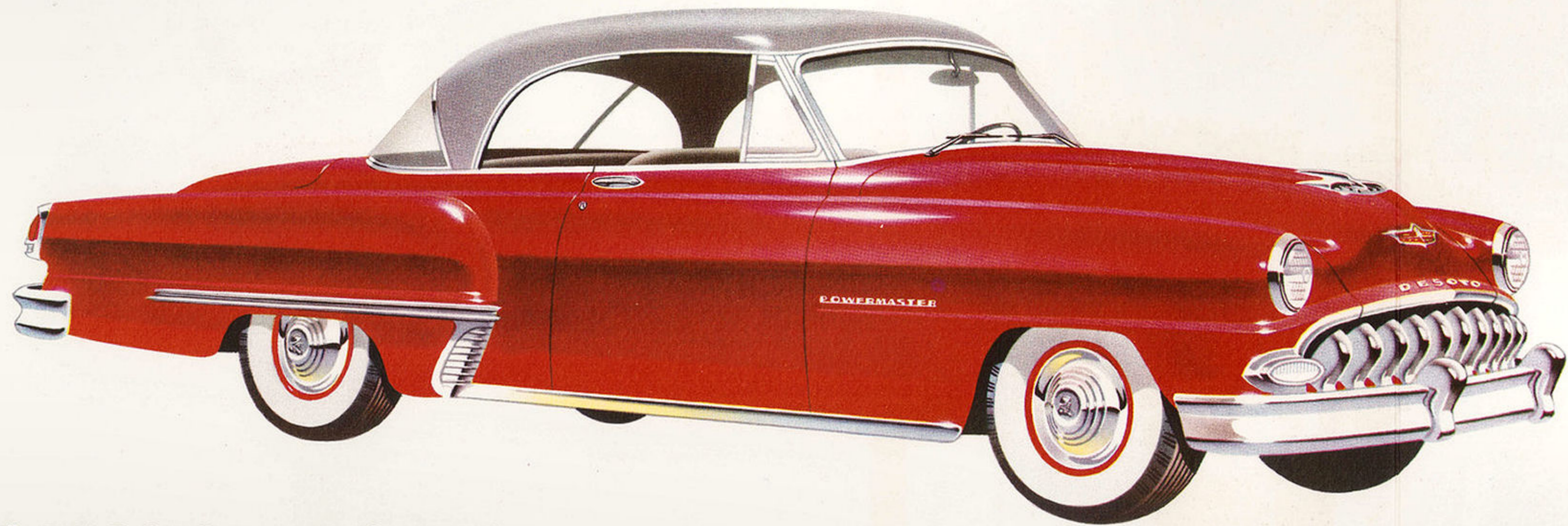
New colourful, comfortable interiors

Interiors of the new DeSoto are roomier than ever, both front and rear seats being wider. New, colourful, two-tone trim harmonizes with the body colour. Seats, front and rear, are covered with foam rubber pads. Instrument panel is walnut grained—instruments form an easily read cluster. The area between the new, curved windshield and the forward edge of the instrument panel is covered with a non-reflecting vinyl material.

Distinctive new rear end treatment

This rear view vividly shows the wider, lower appearance of the rear deck, the extended, sweeping rear fenders and the longer "wrap-around", one-piece rear window. The rear end styling emphasizes horizontal lines which accentuate the new low appearance. The newly designed body not only allows more room inside but results in 44.4% greater trunk space.

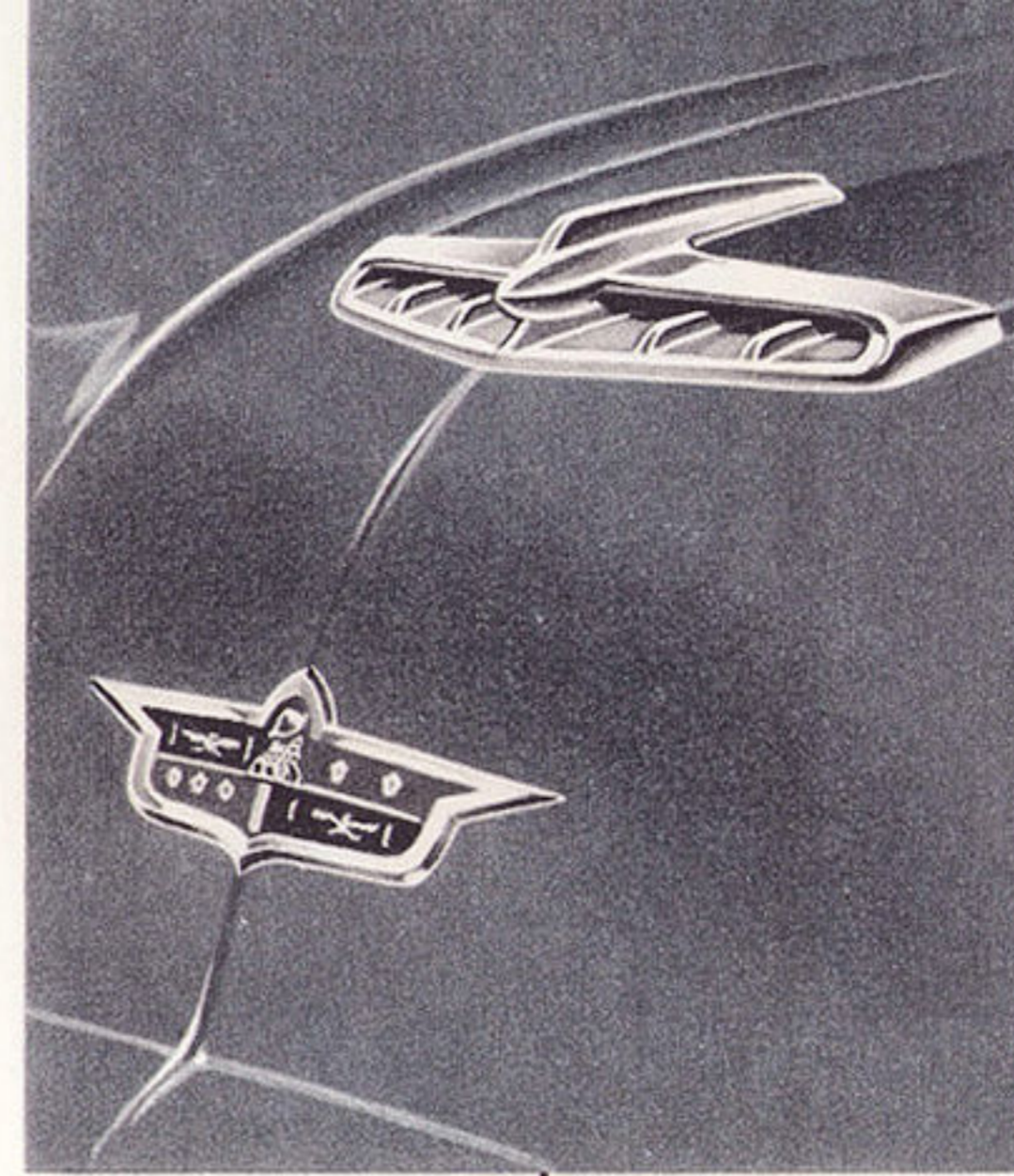




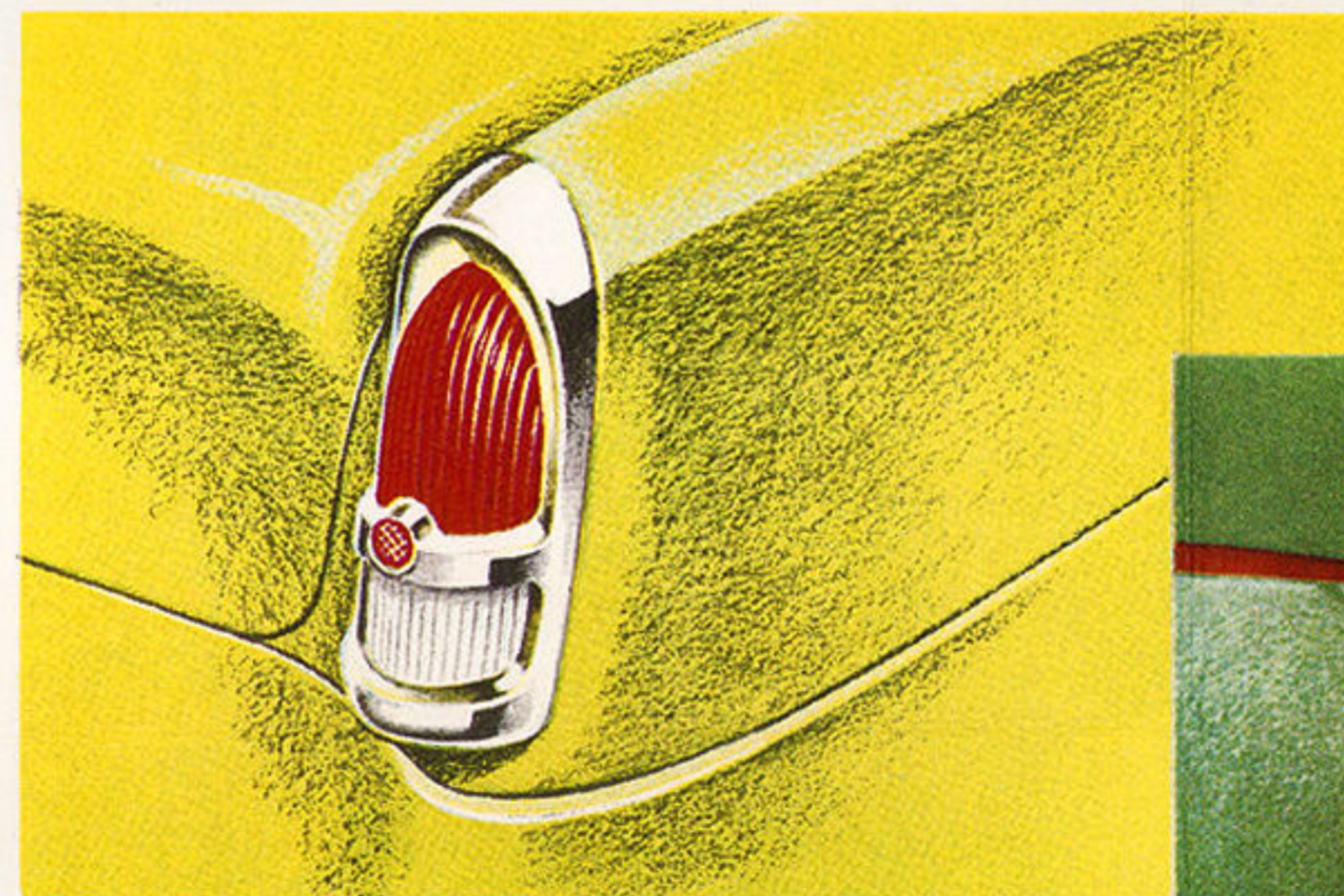
The 1953 DeSoto Powermaster "Sportsman"

New Style . . . New Beauty . . . New Distinction

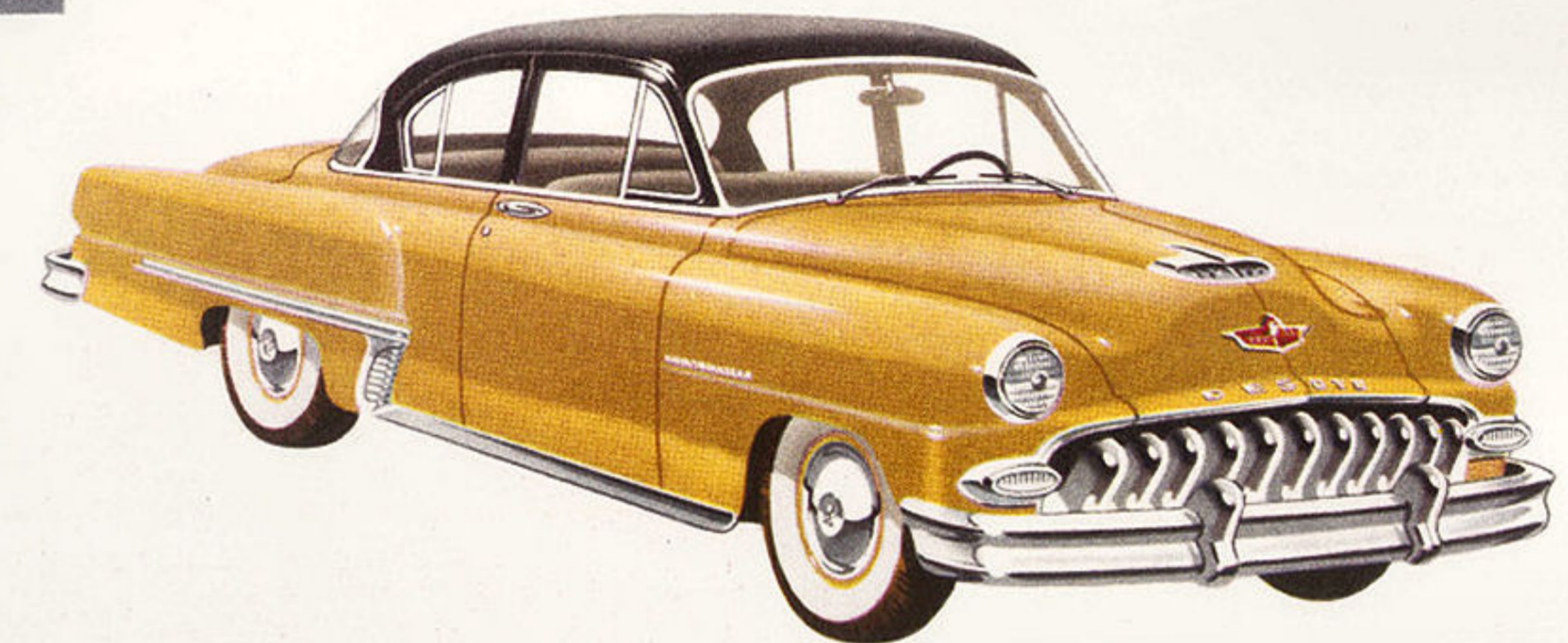
The colourful DeSoto Powermaster "Sportsman" combines all the youthful dash of a convertible with the rugged safety of a DeSoto club coupe. The result is a refreshingly new and beautiful automobile, its distinctive styling giving it all-round visibility. Seats and doors are richly upholstered in two-tone cloth with generous use of harmonizing leather trim which complement the body colours. There's a wide choice of two-tone body colour combinations.



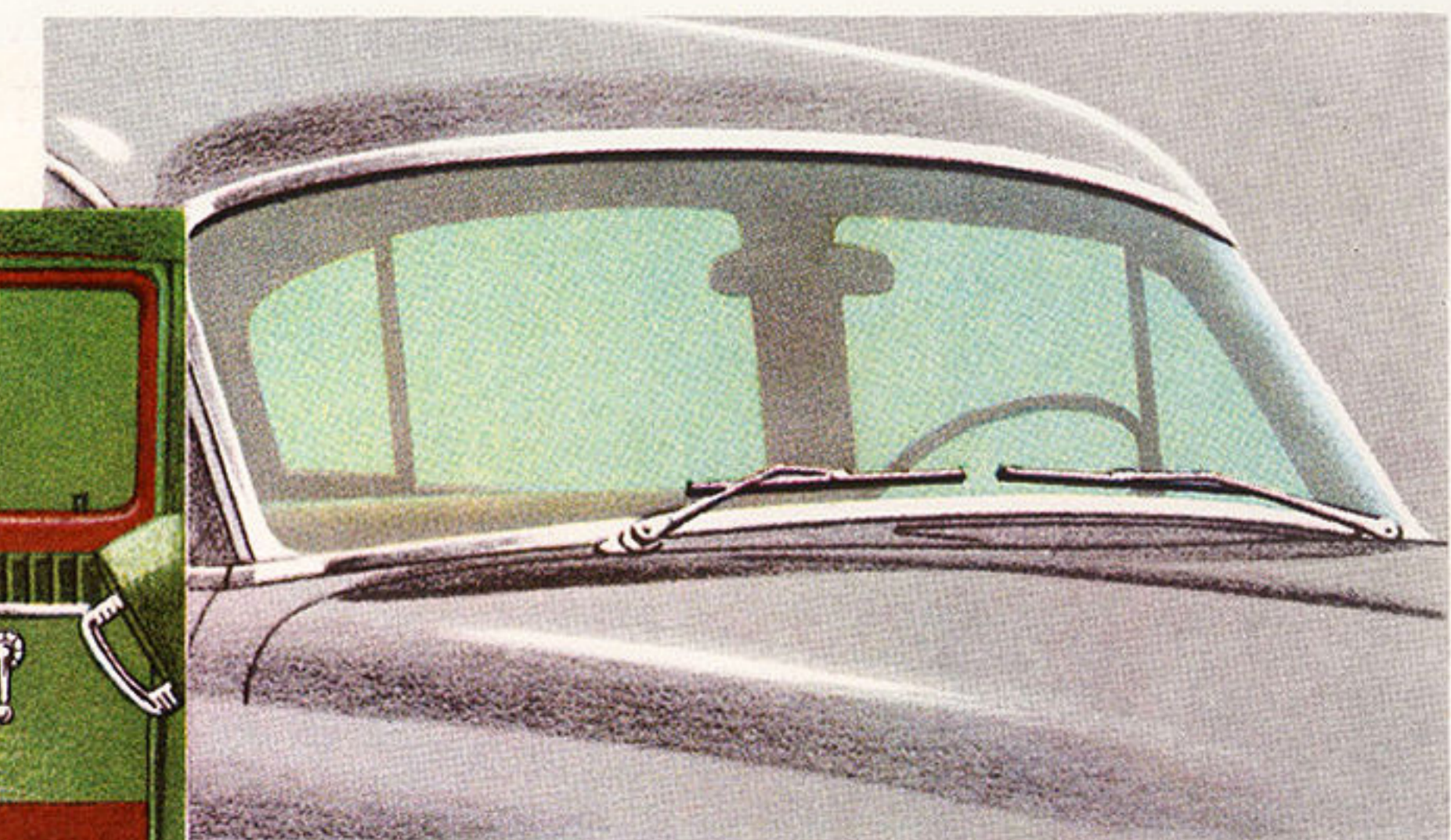
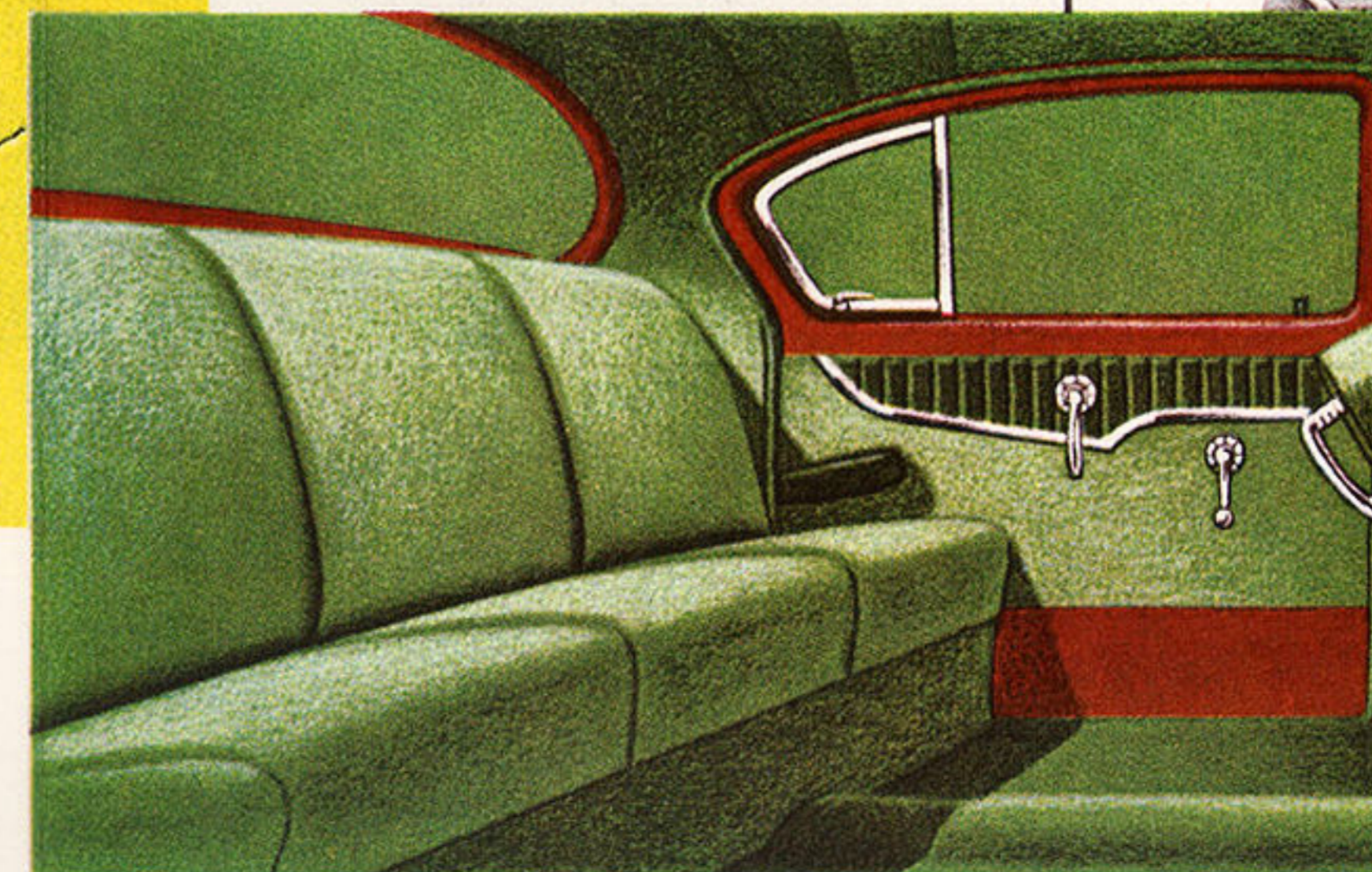
Interior styling is entirely new. Both front and rear seats are styled in three-pillow design. Doors are attractively trimmed in a rich combination of cloth and vinyl.



To carry out the streamlined effect of the new rear end, a new attractive tail-light housing has been designed. The back-up lights occupy the lower portion of the double opening.



**The 1953 DeSoto Powermaster Club Coupe*



The new one-piece windshield is optically curved to reduce reflections. This larger windshield and wider rear and side windows materially improve driver and passenger visibility.

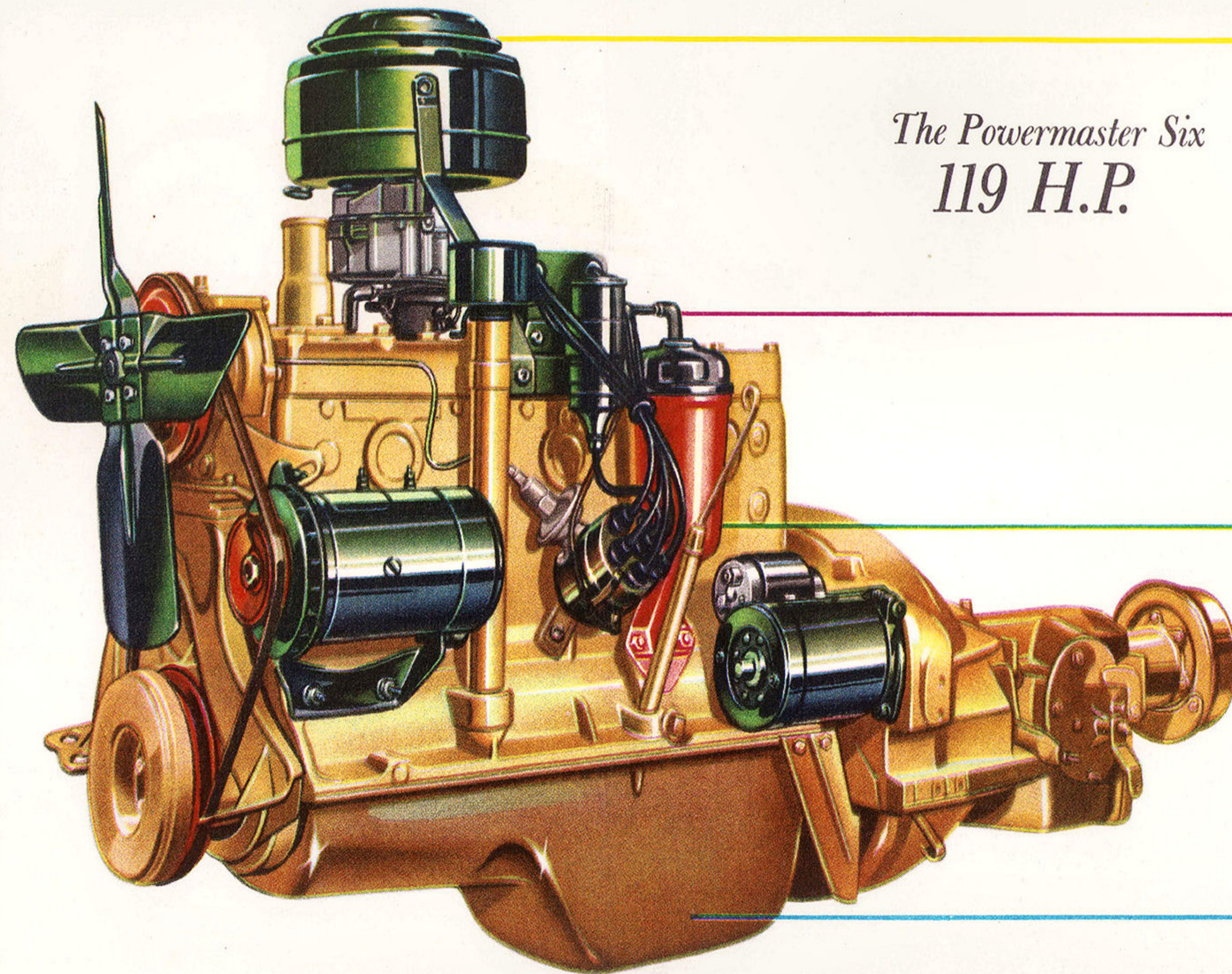
Engineered for finer performance

... WITH ECONOMY

Probably the chief reason for the trouble-free, economical performance of the DeSoto Powermaster is its powerful 119 h.p. 6-cylinder engine—the most powerful 6 in DeSoto's history. It is a simple design, with fewer moving parts to wear out. It receives four-way protection from dirt and dust which might cause wear: 1. oil-bath air cleaner; 2. micronic oil filter which filters out even the most minute particles of carbon or dirt from the oil; 3. floating oil intake which picks up only the cleanest oil from just below the surface in the crankcase; 4. oilite fuel filter in the gas tank which prevents dirt or water from entering the gas lines.

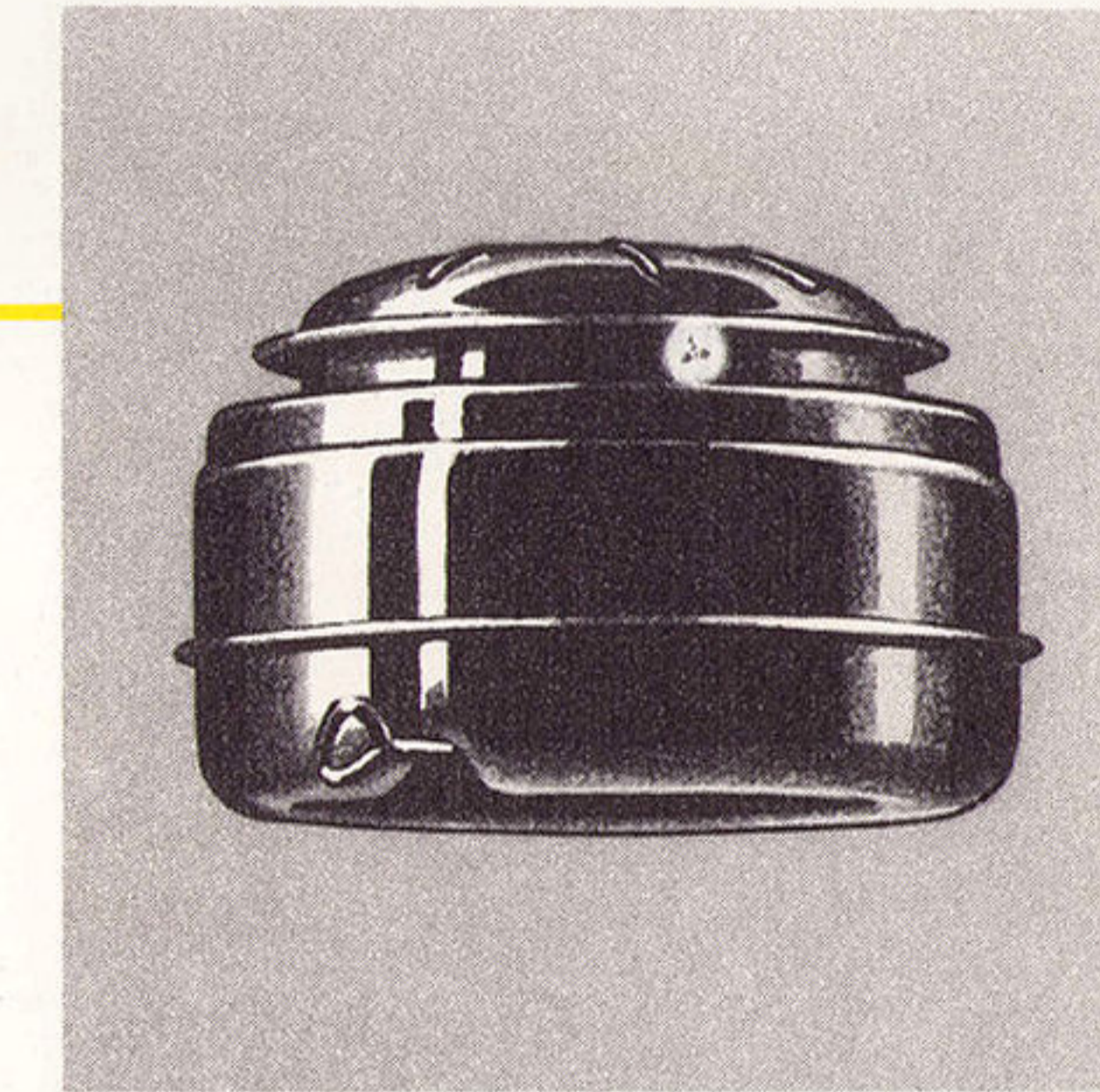
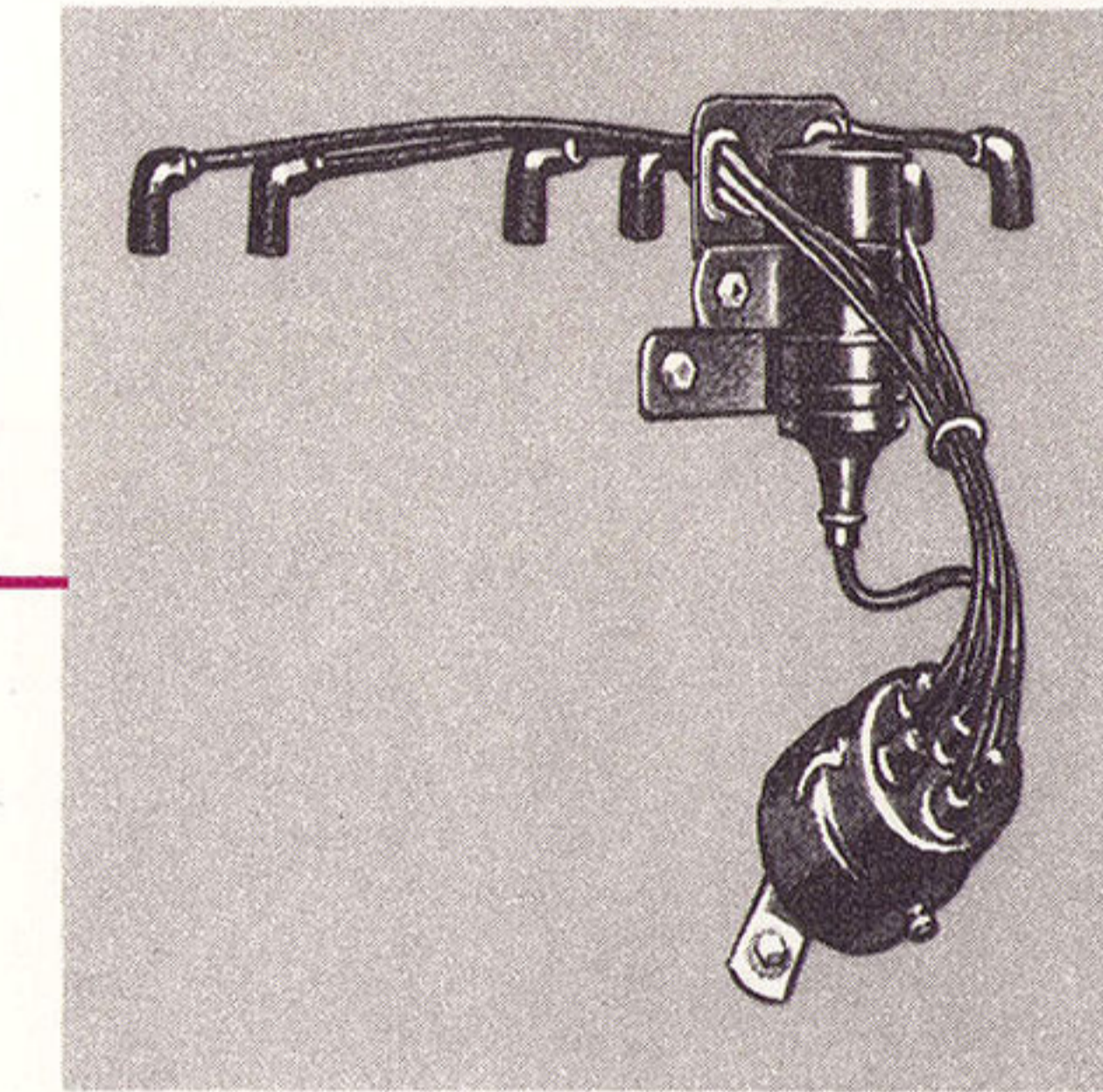
"TIP-TOE" SHIFT TRANSMISSION, standard equipment on all models, lets you drive along all day without shifting, under all normal conditions. With your DeSoto in Driving Range the driver makes the shift to "high" by merely lifting his foot from the accelerator after a speed of 14 m.p.h. or over has been attained. If speed drops below 11 m.p.h. the transmission shifts back to third of its own accord. The Low Range, which operates in a similar manner, need only be used in extremely hilly country or in heavy mud or snow.

FLUID TORQUE DRIVE, available as extra equipment, makes the Powermaster's fine performance even better. It provides exceptionally smooth, fast acceleration from a standing start to cruising speed. It more than doubles effective power of the engine in this speed range.

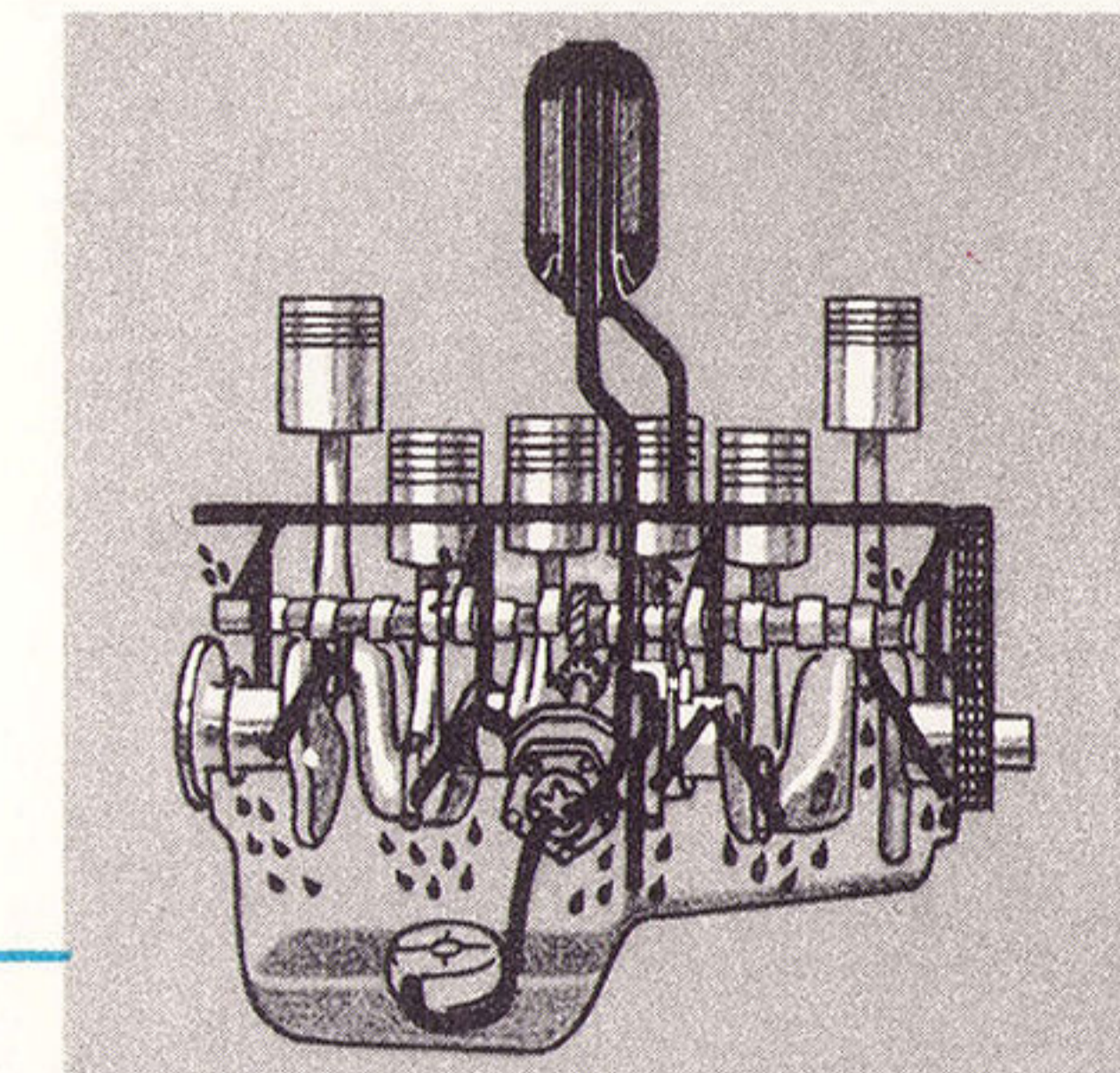


*The Powermaster Six
119 H.P.*

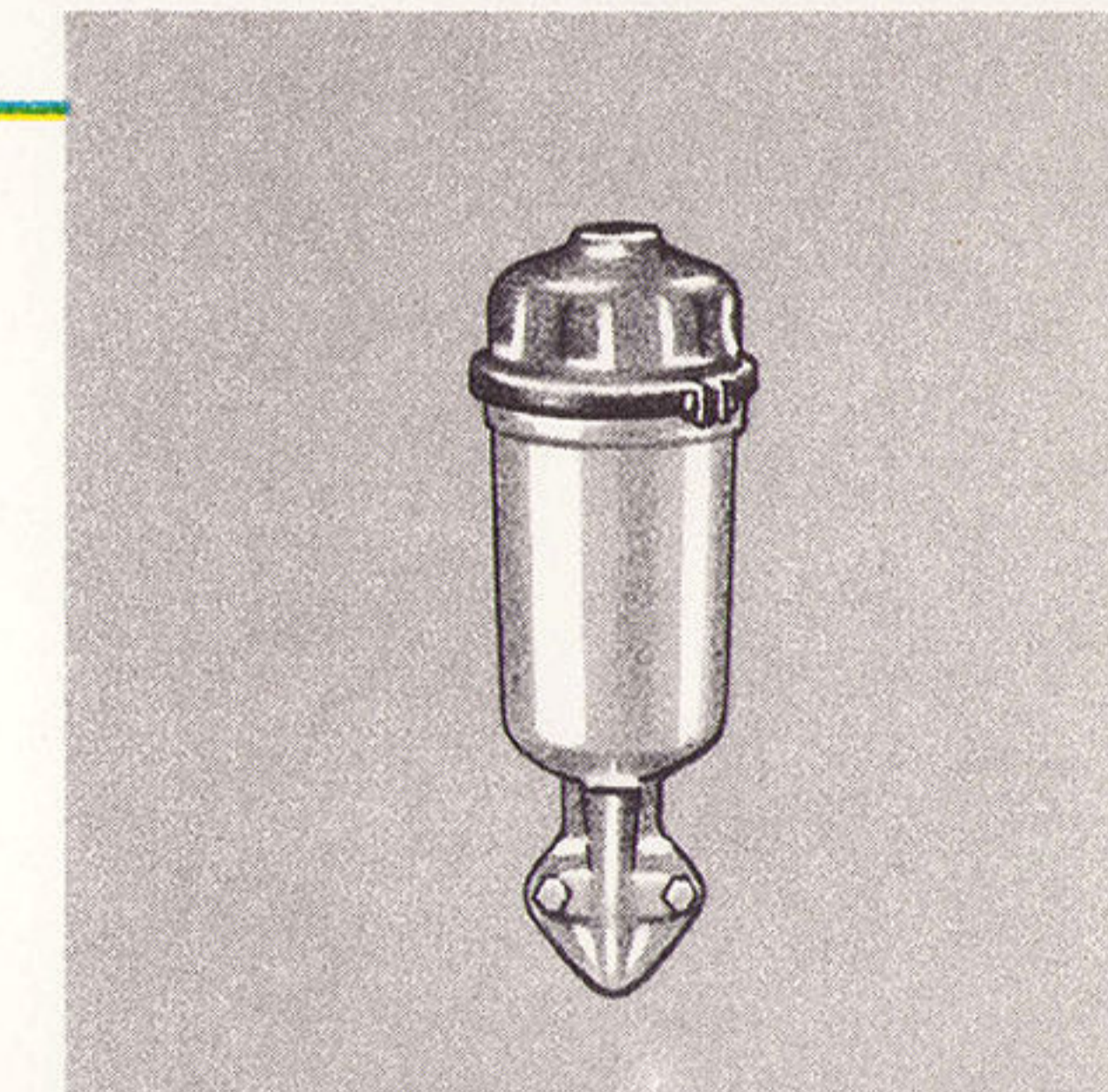
You are protected against dampness shorting the electrical system with the special waterproof shielding of DeSoto's ignition system. The spark plug porcelain is covered by a moulded rubber protector. Distributor cap is constructed to shed water and the inside is designed to prevent arcing.



For engine protection against dust entering through the air intake, the Powermaster 6 is equipped with an efficient oil-bath air cleaner. To reduce air noise this air cleaner incorporates a silencer.



The trouble-free performance and long life of the DeSoto 6-cylinder engine are safeguarded constantly by its positive-pressure lubrication.



A full flow oil filter, with replaceable element, is standard equipment on the DeSoto 6. Oil circulating through the engine passes through this very efficient oil filter which filters out any carbon particles or dirt which might act as abrasives.

Specifications

DIMENSIONS—Wheelbase 125½ in. Overall length 213¾ in. Overall height 62½ in. Overall width 76¾ in.

CHASSIS—Double channel box-section frame. Front suspension—-independent coil springs with sway eliminator, direct acting Oriflow shock absorbers. Rear suspension—semi-elliptical springs with grooved plates and tapered ends, straddle-mounted direct acting Oriflow shock absorbers. Hydraulic, self-equalizing service brakes, 12 in. drums, cyclebond linings. Independent parking brake on propeller shaft. Centre steering, equal length tie rods. "Tip-Toe" shift transmission. Fluid Drive, single dry-disc clutch. Safety Rim wheels. 7.60 x 15 tires. Rear axle ratio 3.9 to 1.

ENGINE—L-Head 6. Bore and stroke 37/8 in. x 4¾ in. 7.0 to 1 compression ratio. Piston displacement 265 cu. in. 119 h.p. at 3600 r.p.m. 218 ft. lbs. at 1600 r.p.m. 4 main bearings.

FUEL SYSTEM—Tank capacity, 14.2 Imp. gals. Oilite self-cleaning fuel filter in the gas tank. Down draft carburetor. Oil bath air cleaner with silencer. Automatic electric choke.

LUBRICATION—Full pressure lubrication. Crankcase capacity 4 Imperial quarts. Full-flow replaceable element oil filter. Floating oil intake.

COOLING SYSTEM—Capacity 3.4 Imperial gallons. Thermostatic by-pass. 4-bladed fan.

ELECTRICAL SYSTEM—6-volt, 17-plate, 120 amp. hr. battery. Bullseye sealed beam headlights. 14 m.m. resistor-type spark plugs. Shunt-wound 45 amp. generator. Automatic spark advance control. Ignition key starting. Positive solenoid shift starter motor. Two-speed electric windshield wipers.

BODY—Seat cushion width, 61½ in. front, 60⅞ in. rear. Seat height, 14⅝ in. front, 14¼ in. rear. Legroom 44½ in. front, 41⅞ in. rear. Headroom, 37 in. front, 36 in. rear. Front seat adjustable 5 in. horizontal, 1⅞ in. vertical. External door locks on both front doors. Two sun visors. Arm rests on both front and rear doors. Glove box with lock.

OPTIONAL EQUIPMENT

(Available in Production)

Heavy duty front and rear springs.

Fluid torque drive.

55 amp. generator—city operation type.

55 amp. generator—country operation and provincial police type.

50 amp. generator—city operation type.

50 amp. generator—country operation and provincial police type.

Solex glass

6-ply Super Cushion tires

4-ply or 6-ply Super Cushion tires—white sidewalls.

The Dodge-DeSoto Divisions of Chrysler Corporation of Canada, Limited, reserve the right to change prices, specifications and standard equipment without notice and without incurring obligations on vehicles previously sold. Many of the models illustrated herein are shown equipped with extra-equipment items. Your local dealer will gladly advise you of those items that are standard equipment. *An import model which differs slightly in specifications.