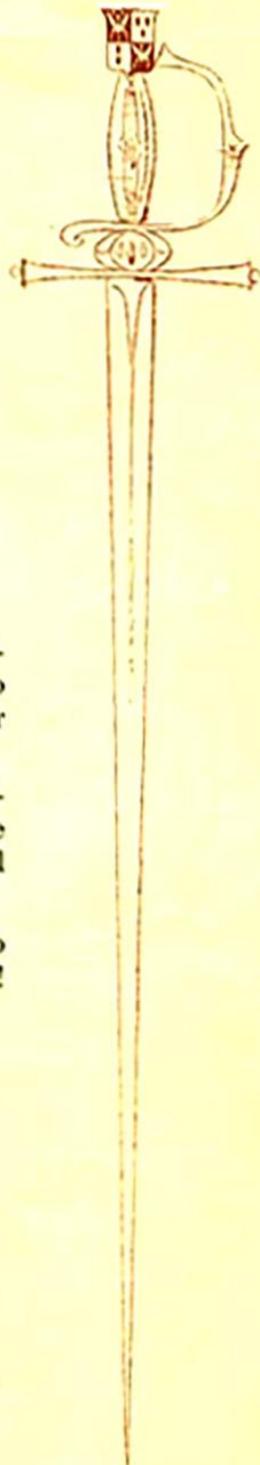


The Distinguished
DeSoto
for 1953



The most superbly styled **DeSoto** ever built



It is fitting that the 1953 De Soto should be the most beautiful ever . . . 1953 is De Soto's Silver Anniversary!

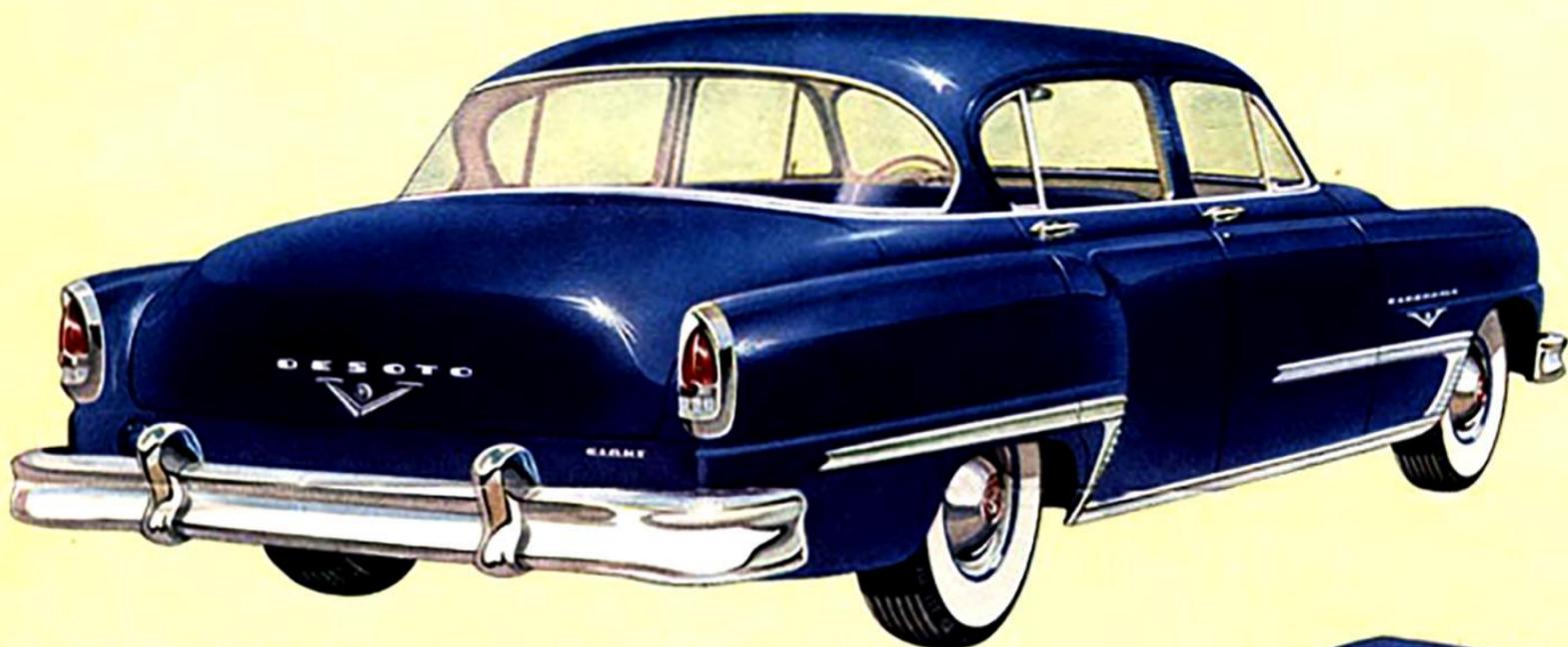
This distinguished new De Soto has an entirely new look . . . beautiful, glamorous, regal . . . with its attractive Air-Vent Hood, its huge one-piece curved windshield, its new low, graceful roof line, and its new, long-flowing rear fenders.

Look inside . . . thrill to its luxurious new nylon fabrics, both stylish and practical . . . and selected to harmonize with body colors, door panels, and new instrument panel.

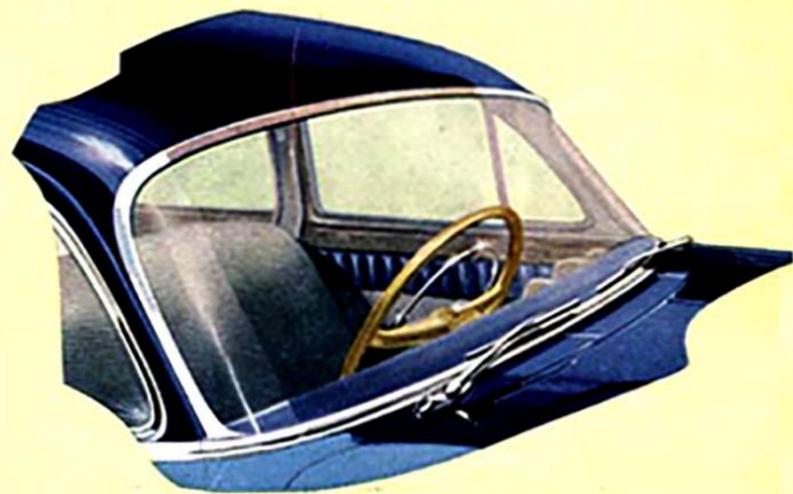
Sample its power . . . exciting, responsive, ever dependable . . . and matched to your needs. De Soto has two full series to choose from . . . the mighty 160 horsepower FIRE DOME V-8 or the famous POWERMASTER SIX.

Full Power Steering, Power Brakes, amazing new Fluid-Torque Drive, and other sensational advances make handling a De Soto so much easier and safer that you'll never want to go back to older ways of driving!

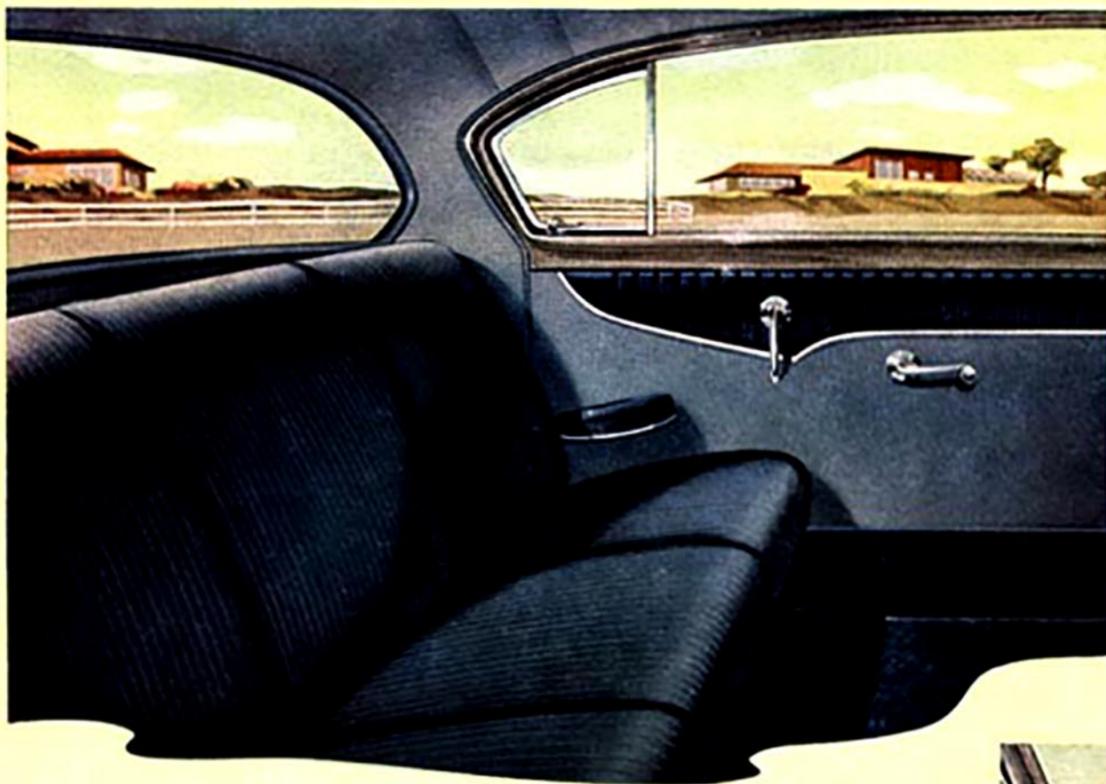
Truly, this new car is the finest ever built by De Soto . . . famous for fine engineering for a quarter century!



New De Soto Rear Styling . . . distinctive, dramatic! Wide one-piece rear window curves all the way around . . . new, lower, wider deck lid . . . new, longer, swept-back fenders . . . and new, large combination tail, stop and back-up lights!

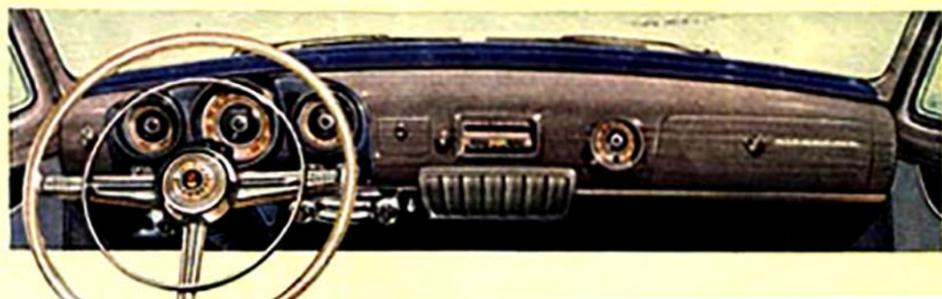


New De Soto Curved One-Piece Windshield . . . has much greater glass area, with curved glass for better, safer visibility! New two-speed electric windshield wipers. New-type cowl vent provides cleaner, fresher air for ventilation and heating! Solex glare-resistant glass is available for windshield and all windows.



New, Glamorous De Soto Interiors . . . come in a variety of handsome upholstery fabrics and grained mouldings, graciously harmonized with each other and with exterior colors. Distinctive door panel with pleated vinyl or fabric and chrome moulding adds to the beauty. Upholstery resists wear, soilage and fading.

New, Richly-Grained De Soto Instrument Panel . . . in handsome, bleached-walnut grey or dark, lovely natural-walnut brown . . . with new, distinctive vinyl top that eliminates reflection glare . . . blended with trim and body colors. Big dials, indirectly lighted. Switches are big, easy to reach.

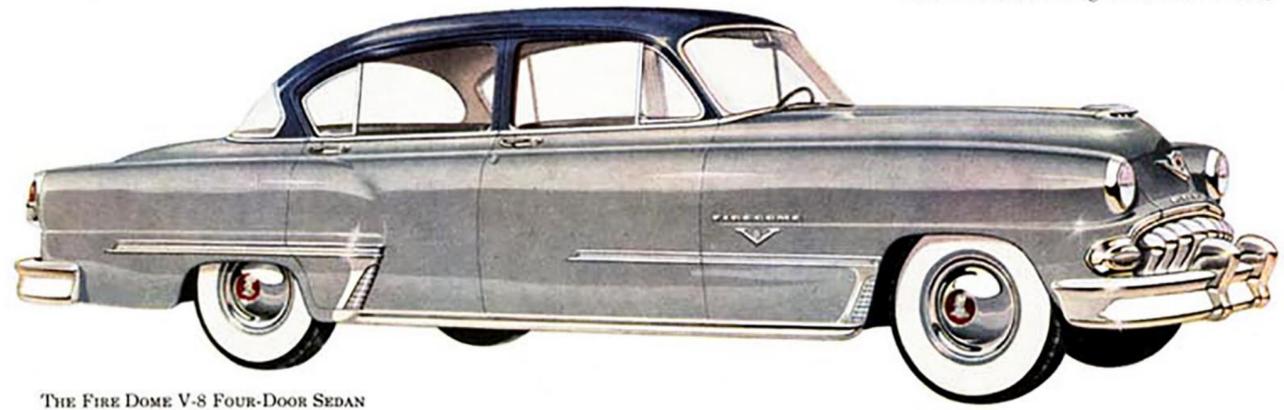




The 1953 **DESOTO FIRE DOME V-8**

Beautiful, graceful . . . powered by the mighty 160 horsepower Fire Dome V-8 engine. Comes in exciting new exterior colors . . . choice of glamorous trim and

harmonizing garnish mouldings. Complete line of handsome body models to suit every discriminating taste and meet every practical need.



THE FIRE DOME V-8 FOUR-DOOR SEDAN



THE FIRE DOME V-8 CLUB COUPE



THE FIRE DOME V-8 SPORTSMAN



THE FIRE DOME V-8 CONVERTIBLE



The Fashionable Fire Dome Sportsman Interior . . . bright, rich nylon and leather upholstery, sweeping new door panel design with distinctive curved chrome moulding and pleated vinyl, and heavy, smart-looking carpeting make this interior an exciting picture!



THE FIRE DOME V-8 ALL-STEEL STATION WAGON



THE FIRE DOME V-8 EIGHT-PASSENGER SEDAN



The 1953 DeSoto Powermaster Six



Beautiful, big-car styling throughout . . . exceptional headroom, legroom . . . great visibility. Attractive selection of interiors harmonized with new exterior colors. This

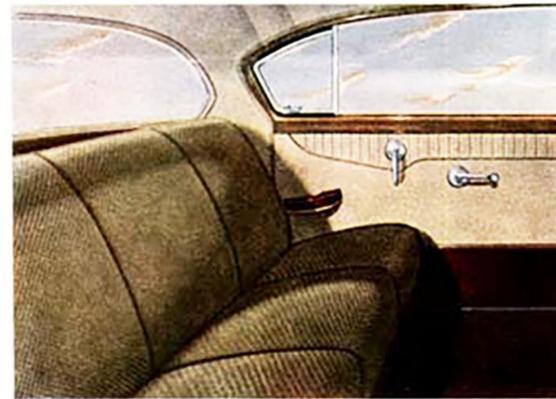
De Soto offers a wide choice of popular body models and its engine is the dependable, economical De Soto Powermaster Six with famous Floating Power mountings.



THE POWERMASTER SIX FOUR-DOOR SEDAN



THE POWERMASTER SIX SPORTSMAN



The Handsome Powermaster Six Interior . . . has lustrous nylon upholstery fabrics and durable heavy-wool carpeting pleasingly set off with sparkling chrome and grained garnish mouldings! It's an appealing interior . . . fabrics are long-wearing, water-resistant, color-fast, easy to clean.



THE POWERMASTER SIX EIGHT-PASSENGER SEDAN



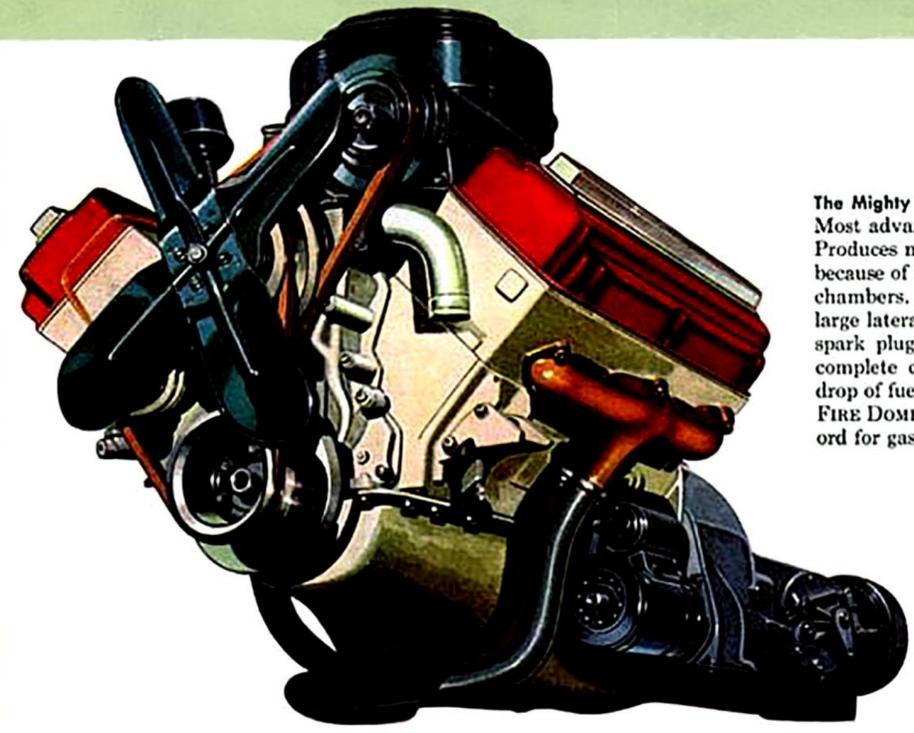
THE POWERMASTER SIX CLUB COUPE



THE POWERMASTER SIX ALL-STEEL STATION WAGON



De Soto Full Power Steering . . . the greatest driving advancement in years! Makes parking child's play . . . all steering easier . . . whether turning corners or on the straightaway. Hydraulic power does all the hard work for you. Strained, tiring grip never necessary, even on roughest roads. You turn the wheel a *third less* than with ordinary steering. That means faster response. De Soto *Full Power Steering* is the best type of power steering available . . . it goes to work for you the instant you start the engine. And your feel of the road is always steady, reassuring.



The Mighty 160 H.P. Fire Dome V-8 Engine! Most advanced engine design in America! Produces more horsepower per cubic inch because of ingenious design of combustion chambers. They're dome-shaped, with large laterally placed valves and centered spark plugs. The result is quicker, more complete combustion, greater power per drop of fuel . . . and with regular gasoline! FIRE DOME has achieved an enviable record for gasoline economy.



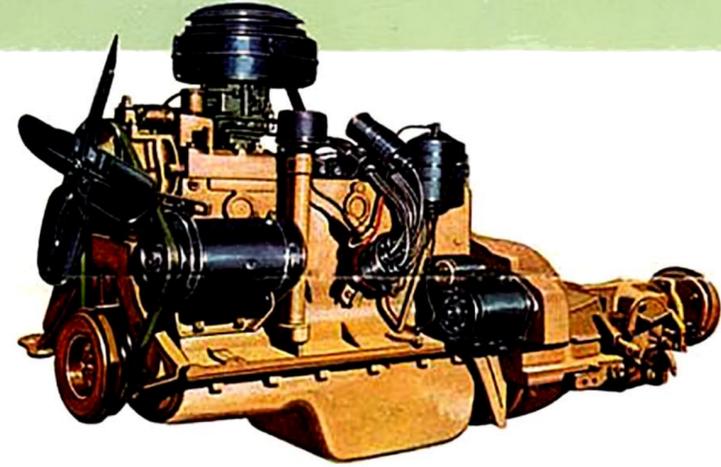
De Soto Air-Vent Hood . . . the attractive styling innovation with a practical purpose. It directs a stream of cool, fresh air to the carburetor. This results in increased engine efficiency!



De Soto 12-inch Brakes . . . give greater stopping force. Rivetless Cyclebond linings last much longer. Powerful, independent parking brake holds car safely on steepest grades.



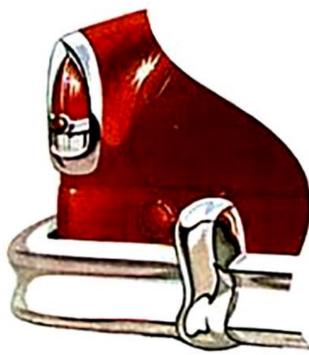
De Soto Power Brakes . . . provide tremendous braking assist that allows you to stop with half the usual pedal pressure! A light touch on the pedal brings the car quickly to a complete stop.



The Popular Powermaster Six Engine! Favorite of many thousands who have enjoyed its smooth running, economical performance over billions of miles. The De Soto POWERMASTER SIX is a husky, high-compression L-head engine with many superior components such as Floating Power mountings, scuff-resistant rings, tough alloy steel valves and inserts, and special Oilite bearings!

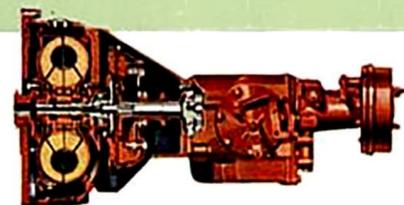
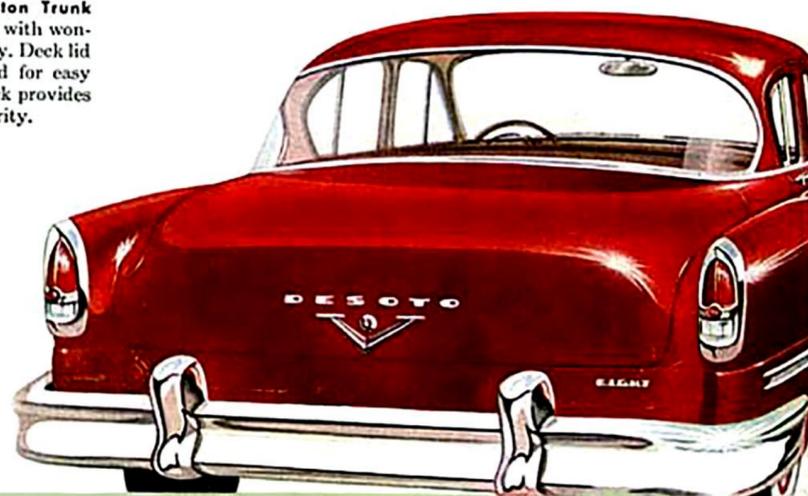


New, Huge Rear Deck . . . luggage compartment can hold 44% more. Wide deck lid permits easier loading. Also note large, combination stop and back-up lights.



New Gas Tank Cap Location . . . easier to reach . . . inconspicuous.

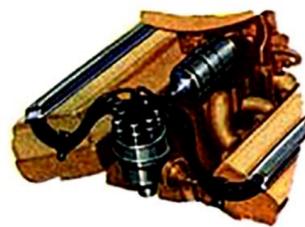
New Push-Button Trunk Lock . . . works with wonderful simplicity. Deck lid counterbalanced for easy opening . . . lock provides maximum security.



Tip-Toe Shift with New Fluid-Torque Drive! An amazing new torque converter . . . the finest in no-shift driving! Delivers power the instant you call for it . . . lets you take off like a shot, cross intersections in split seconds.



Tip-Toe Shift with Famous Fluid Drive! Gears are shifted for you hydraulically but you control when the shift is made. Power is transmitted smoothly through fluid coupling, eliminating shocks and excessive wear on vital parts.



De Soto Waterproof Ignition . . . waterproof shielding protects entire electrical system from moisture, assures quick, certain starting. Eliminates stalling, even in wettest weather!



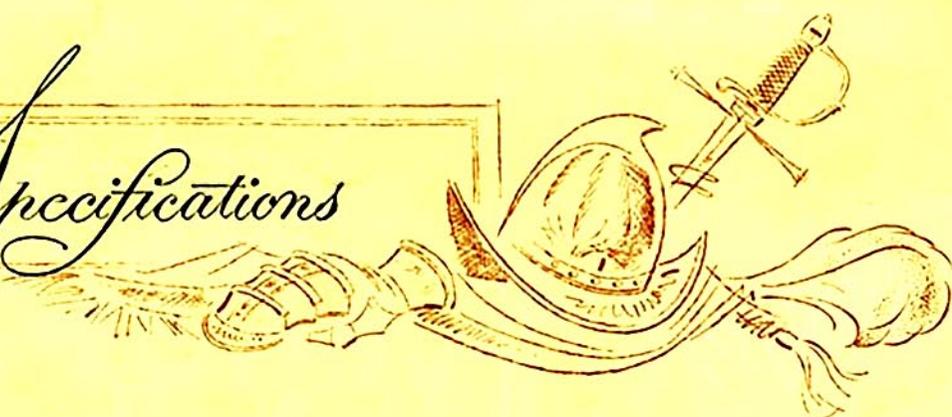
De Soto Oriflow Shock Absorbers . . . "smooth out" the roughest roads. Sea-leg mounting controls lateral shocks, gives you a safer, more comfortable ride.



De Soto Safety-Rim Wheels . . . designed to hold tire and tube on rim in case of blowout, allowing a safer, straighter, controlled stop! Safety Rims give real peace of mind to all drivers!

DE SOTO

Specifications



FIRE DOME V-8

ENGINE—8 cylinder, 90° V; 160 hp at 4400 rpm; valves, inclined lateral overhead; piston displacement 276.1 cu. in.; bore and stroke $3\frac{1}{8}$ x $3\frac{1}{16}$; compression ratio 7.1 to 1; maximum torque 250 lb. ft. at 2000 rpm; taxable hp 42.05.

TRANSMISSIONS—Standard equipment 3-speed manual shift; special equipment, Tip-Toe Shift with Fluid Drive or Fluid-Torque Drive. Overdrive available with 3-speed manual shift only.

- (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. Overdrive ratio, 0.7 to 1.
- (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 2.5 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 3.69.

LUBRICATION—Full pressure to main, connecting rod, and camshaft bearings. Floating type oil intake. Fixed-shunt type oil filter.

COOLING—Full length water jackets surround bores; 4-blade 18 in. diameter shrouded fan; water capacity, 22 qts. (23 qts. with heater).

DISTRIBUTOR—More efficient type to meet requirements of more powerful engine; higher secondary voltage, two sets of breaker points, vacuum-controlled automatic advance.

REAR AXLE—Silent-hypoid, semi-floating. Manual Shift: standard ratio 3.73 (3.54 and 3.91 optional). Manual Shift with Overdrive: standard ratio 4.1 (3.91 and 4.3 optional). Tip-Toe Shift with Fluid Drive: standard ratio 3.73 (3.54 and 3.91 optional). Tip-Toe Shift with Fluid-Torque Drive: standard ratio 3.54 (3.36 and 3.73 optional).

POWERMASTER 6

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

TRANSMISSIONS—Same as V-8 except Fluid-Torque Drive not available.

LUBRICATION—Full pressure to main, connecting rod, and camshaft bearings. Floating type oil intake. Oil filter. Crankcase holds 5 qts.

COOLING—Full length water jacket; 4-blade 17 in. diameter fan; water capacity 15 qts. (16 qts. with heater).

DISTRIBUTOR—Special, splash-proof, arc-resistant; single-breaker.

REAR AXLE—Tip-Toe Shift and manual shift, gear ratios: 3.9 (3.73 and 4.1 optional).

OTHER DESOTO FEATURES

LONG WHEELBASE—125½ inches; overall length 213¾ inches, Station Wagon 212¾ inches. 8-passenger model wheelbase 139¾ inches; overall length 224¾ inches.

BIG BRAKES—4-wheel hydraulic internal-expanding type, twin-cylinder type in front; big 12-inch diameter drums, heavy section, high rib; long-life rivetless Cyclebond linings, contact area 201 sq. inches. 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. Positive action hand brake lever mounted alongside steering column.

BETTER STEERING—3 roller-tooth gear; straddle-mounted cross shaft with needle bearings; symmetrical tie rod. (Larger steering gear, increased ratio, on V-8's). Power Steering, full-time type, hydraulic, available as special equipment except on cars equipped with 3-speed manual shift.

BETTER SPRINGING—Front: independent Amola steel coil. Rear: $53\frac{3}{8}$ x $2\frac{1}{2}$, five tapered semi-elliptic Amola steel leaves (seven leaves on 8-passenger sedan and station wagon). Rear Axle $2\frac{1}{8}$ inches forward off-center (except 8-passenger sedan) giving softer springing, less friction, more depth for rear seating.

ORIFLOW SHOCK ABSORBERS—Vertically mounted front "sea-leg" mounted in 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 5½ in. 8-passenger models, 8.20 x 15, rim width 6 in. White sidewall tires, special equipment.

WATERPROOF IGNITION—Insulating covering on all vital electrical connections for sure starting in any weather.

IMPROVED FRAME—Designed to resist twisting; widened and flattened with deeper kickup in front of rear axle, shorter, more rigid body brackets.

FUEL SYSTEM—17 gallon tank, vented, rear-fill (except 8-Passenger Sedan and Station Wagon). Oilite filter, mechanical-diaphragm type fuel pump, dual down-draft water-jacketed carburetor, climatic choke control, dual-intake manifold with automatic heat control.

BATTERY—6-volt, 17-plate, 120 amp. hrs. capacity.

GENERATOR—Shunt-wound, with current and voltage regulator. 45-amp. capacity.

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.