



Small spaces seem bigger, long drives seem shorter with **DE SOTO** Full Power Steering!

THE next time you brace yourself for that tug of war called parking, remember this: In a DeSoto, it's child's play. "Hydraulic muscles" do the work of turning—the very instant you nudge the wheel. That's *Full Power Steering* for you, and it makes parking as easy as dialing a telephone.

And on the road it gives you finger-light control. You take bumps and cross winds

without shock or "wheel fight." And in a DeSoto you have *the world's most powerful engine design*, the 160 h.p. Fire Dome V-8 to dissolve great distances, defy steep hills!

But the greatness of DeSoto isn't measured simply by these features, impressive though they are. DeSoto has been brilliantly engineered *throughout*. From Power Brakes to big, scenic windows, from the huge trunk

(44% bigger) to sofa-wide, chair-high seats, this car is built to be a *great* motoring value.

Every inch, every pound is money's *worth* in a DeSoto. A ride will prove it. Try a Fire Dome V-8 or Powermaster Six and see! DeSoto Division, Chrysler Corporation

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P.S. Ask about DeSoto Airtemp Air Conditioning for your new car!



DE SOTO-PLYMOUTH Dealers present **GROUCHO MARX** every week on both RADIO and TELEVISION—(NBC networks).

THE Distinguished De Soto

for 1953 with Power Steering, Power Braking, No-Shift Driving
and World's Most Powerful Engine Design!



This distinguished De Soto is a dramatic new concept in engineering and design! It's a longer car. It's lower. It's lovelier in every line. And its extraordinary performance is more than a match for its beauty.

Here is Full Power Steering that works all the time, that gives new control on the highway and makes parking as easy as dialing a telephone.

Here is DeSoto Power Braking for safer stops, with half the foot pressure.

Here is No-Shift Driving at its best. Famous chair-high seating. The luxury of huge, sweeping arcs of curved glass that mean a safer, better view.



And here is the revolutionary 160 h.p. Fire Dome V-8 (the world's most powerful engine design!) and the brilliantly responsive and economical Powermaster Six.

This new DeSoto is your car—if you're ready to take a great step forward in motoring. Just put it through its paces. You won't settle for anything less!

DeSoto Division, Chrysler Corporation

See De Soto's new, distinctive styling! New, longer, swept-back fenders! And a big new trunk that holds 43% more.

DESOTO



Famous for Fine Engineering

THE 160 H.P. FIREDOOME V-8 and THE POWERMASTER 6



Here's why it takes
80% less effort to *steer* this new DE SOTO and
50% less effort to *stop* it!



Both the Fire Dome V-8 and the Powermaster Six are now on display.

PROBABLY the first thing that you notice when you drive the new De Soto is that you can turn the wheel with one finger, even with the car at a standstill. "Hydraulic muscles" go into action the instant you turn — do 80% of the work. The gentlest pressure on the wheel masters bad ruts, soft shoulders. This Full Power Steering makes parking easy as dialing a telephone.

The accelerator gives another surprise. Press it, and you feel the surge of the mighty 160 h.p. Fire Dome V-8. It's the world's most powerful, most efficient engine design.

And when you apply the brakes, you sense new safety. "Jamming on" is past history. These Power Brakes take half the foot pressure.

Notice, too, the new "low-contour" styling—so beautiful, so very practical. You get a better view all around. Notice the comfort of chair-high seats—the extra roominess everywhere.

Drive this new De Soto soon! Discover a new kind of motoring. De Soto Division, Chrysler Corporation, Detroit, Michigan



Whether you choose the mighty De Soto 160 h.p. Fire Dome V-8 (world's most powerful engine design), or the popular Powermaster Six, you'll enjoy the satisfaction of having vast reserves of power. With both you have the economy of regular gas.



THE Distinguished De Soto

FOR 1953



World's Most Powerful Engine Design! Full Power Steering! Power Brakes!

Choosing a new car this year is more exciting than it has been for a long time. More important, too. For this year the differences aren't minor ones. They're big, fundamental ones.

Take the new De Soto, for instance. It's *all* new — new longer, lower body, new swept-back fenders, new lower hood for safer, "sit-back-and-relax" road visibility. There's a new immense one-piece curved windshield and a sweep-around rear window. But the differences go a lot deeper.

De Soto performs differently from ordinary cars. With Full Power Steering (it works *all* the time), you don't steer De Soto, you *guide* it. You have safer control for bad ruts, soft shoulders. You park with a twist of a wrist.

De Soto's famous Fluid Drive with Tip-Toe Shift

means driving all day without shifting. De Soto's Power Brakes need far less pedal pressure. And both the 160 h.p. Fire Dome V-8 (*world's most powerful engine design*) and the brilliant Powermaster Six give top performance on regular gas.

Yes, cars are *really* different this year. Compare them. Find how truly noteworthy De Soto is. See it. Drive it. You'll be very glad you did.

De Soto Division, Chrysler Corporation.

See De Soto's new, distinctive styling! New, longer, swept-back fenders! And a big new trunk that holds 44% more.



DE SOTO



Famous for Fine Engineering



As distinguished in performance as in appearance, with Full Power Steering, Power Braking and the World's Most Powerful Engine Design!

THE

Distinguished De Soto

FOR 1953



It's the most beautiful De Soto ever built. Every line, every curve, every detail is new, from air-vent hood to jet tail lights, from one-piece curved windshield to sweep-around rear window.

Sensational Power

Expect incomparable performance, whether you choose the mighty 160 h. p. Fire Dome V-8 or the economical De Soto Powermaster Six.

Full Power Steering

Here's the most wonderful car improvement since the self-starter. Makes

driving safer, easier under all conditions. And it makes parking as easy as dialing a telephone.

No-Shift Driving

This De Soto offers effortless No-Shift Driving — Power Braking — Oriflow Shock Absorbers — Safety-Rim Wheels — Chair-High Seats — dozens of other outstanding features.

Now on Display

This beautiful new De Soto is now on display at your De Soto dealer's. See and drive it soon. It will be an unforgettable experience.

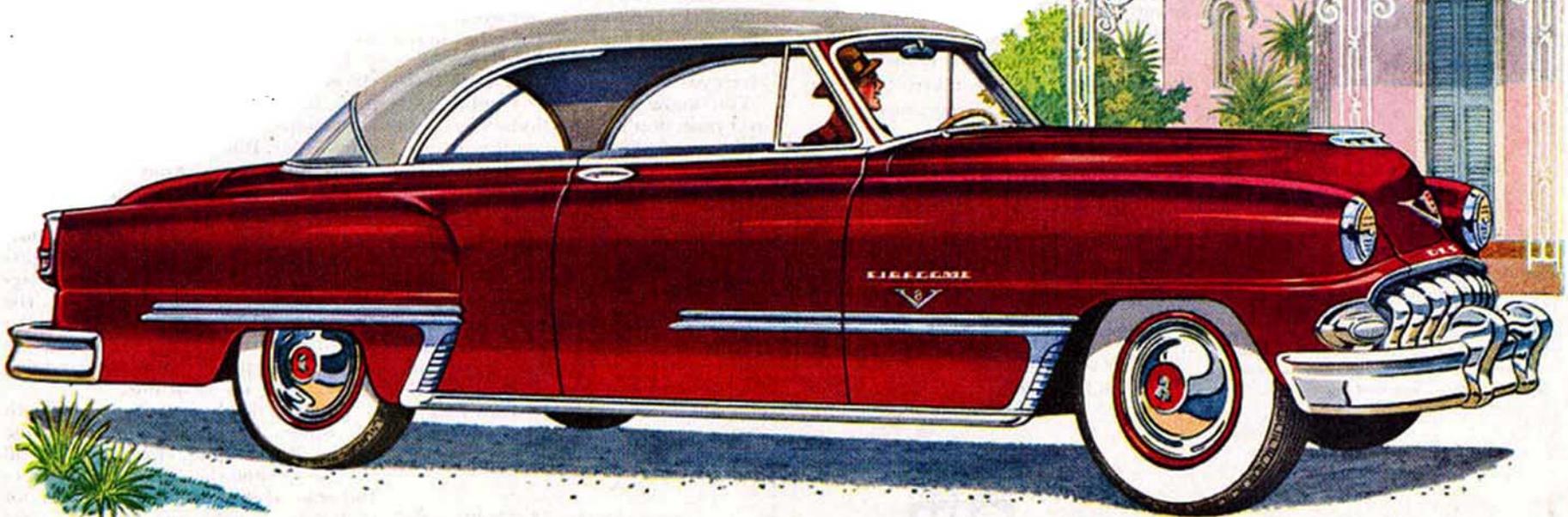
De Soto Division, Chrysler Corp.

DE SOTO



Famous for Fine Engineering

The 160 h.p. FIRE DOME V8 • The POWERMASTER 6



DE SOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TELEVISION... NBC networks