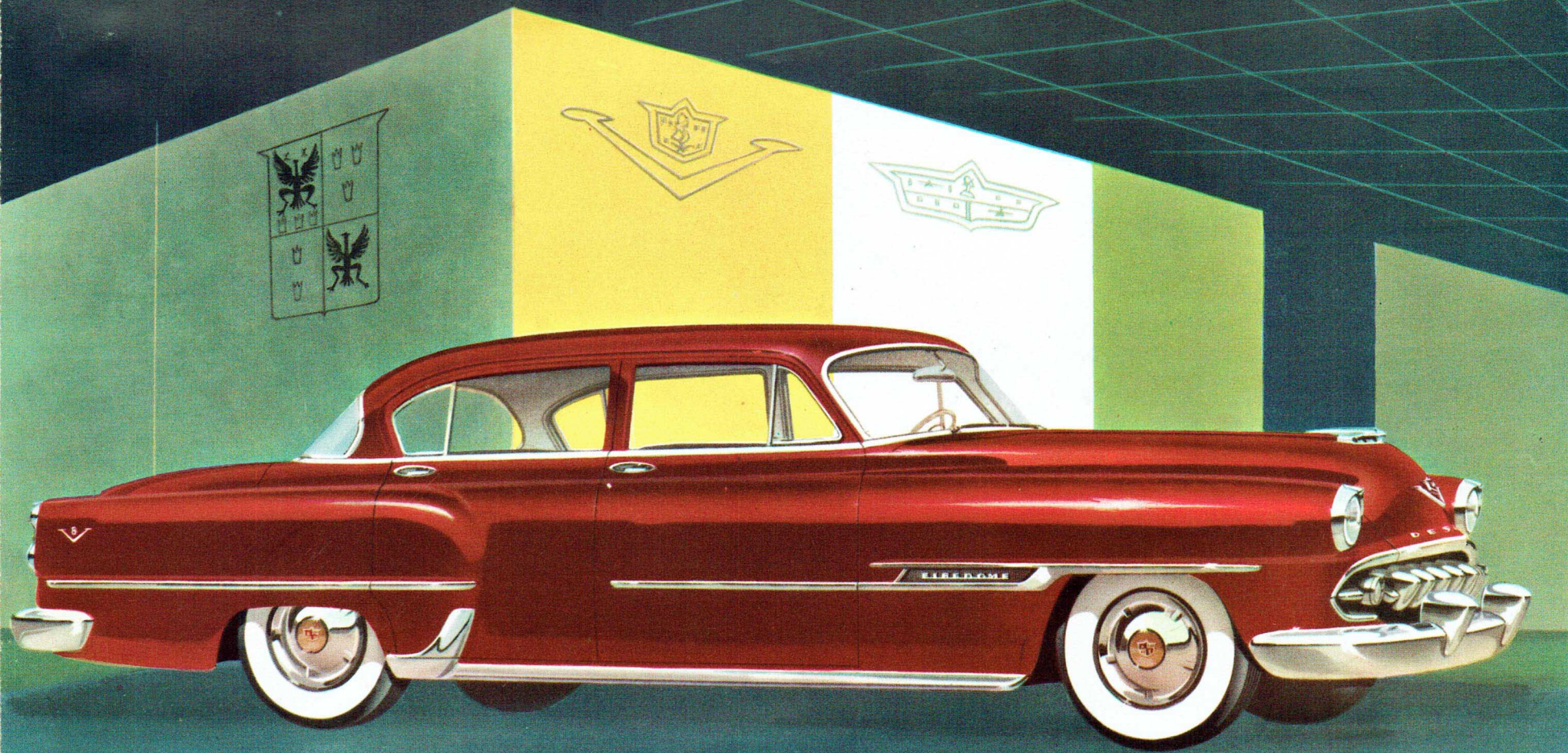
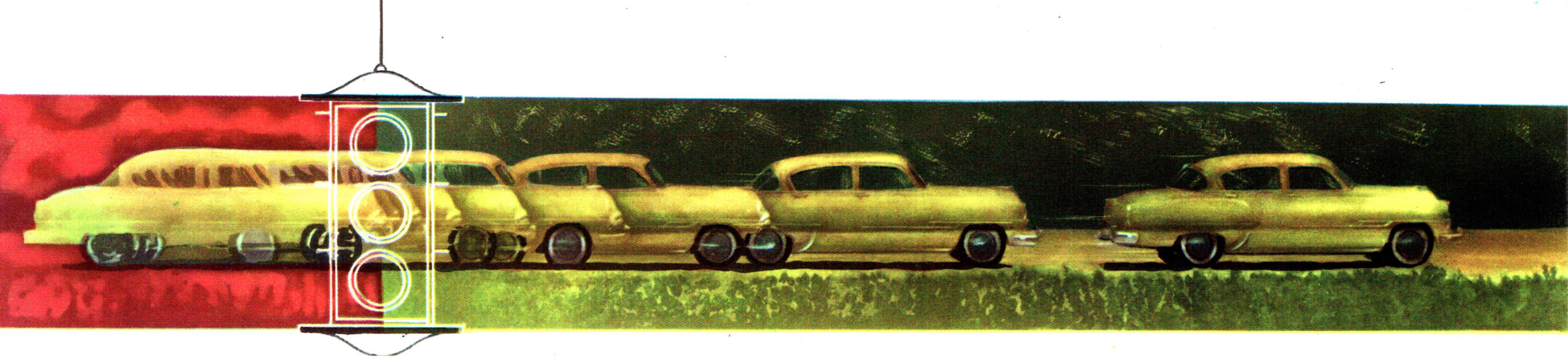




DE SOTO
AUTOMATIC

with POWERFLITE
TRANSMISSION



Presenting the new 1954 **DE SOTO AUTOMATIC** with the sensational **POWERFLITE TRANSMISSION!**

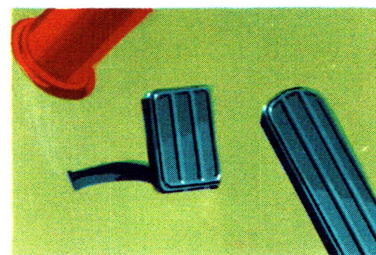
Here at last is a car capable of carrying out sudden orders swiftly and safely at all speeds. Here is a car that makes every driving move easier for you . . . automatically!

Full-Time Power Steering does 80% of the work of turning and parking. Power Braking lets you stop safely with 50% less pedal pressure. And PowerFlite . . . the industry's finest automatic transmission . . . does 100% of the gear shifting!

As for beauty, the 1954 DE SOTO Automatic is brilliant . . . with artistic new bezels on headlights and tail lights . . . gracious new grille and new bumpers . . . lovely new fender mouldings. Inside, handsome new mouldings repeat the body tones. The new instrument panel blends beautifully with rich new nylon fabrics and glistening hardware.

Available in a new, mighty 170 horsepower Fire Dome V-8 Series and the Powermaster Six Series. The industry's finest optional conveniences are offered including De Soto Air Conditioning and Electric Window Lifts.

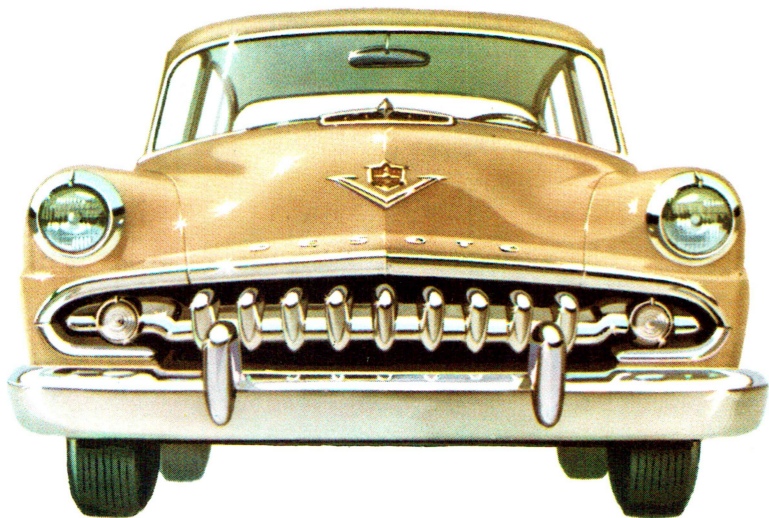
The New 1954 De Soto Automatic brings you driving that is simpler, pleasanter, more fun than you've ever known. Try it!



NO CLUTCH!

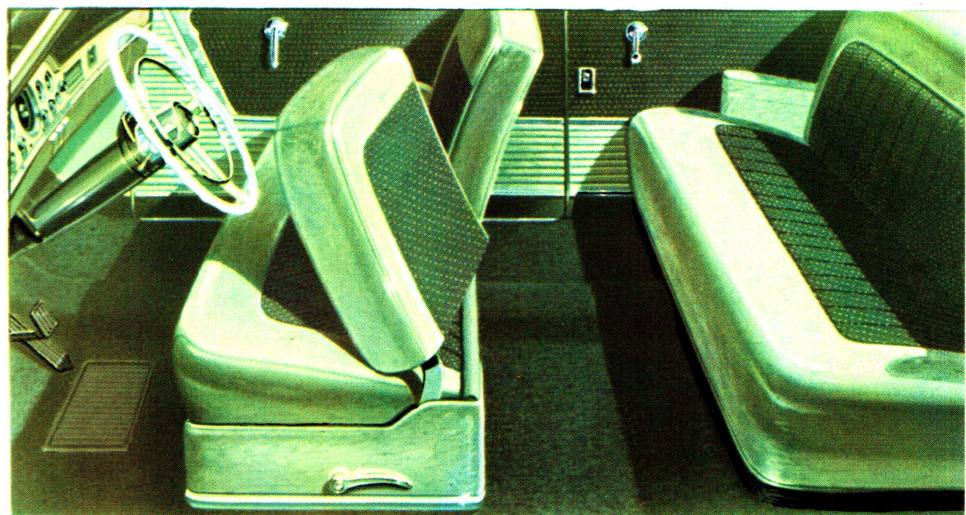
The clutch pedal is out of the picture! PowerFlite is completely automatic! Set shift lever at "Drive" and step on the gas . . . you're up to cruising speed in seconds! De Soto PowerFlite is America's most modern automatic transmission!

A gay, new, youthful spirit keynotes every inch of the De Soto Fire Dome V-8 Sportsman interior. The bright new combination of rich, heavy leather and special luxury fabrics harmonizes with the brilliant color harmonized mouldings and door panels, new instrument panel, and glistening new hardware!



FRESH VIVID PORTRAIT!

Head on, the De Soto Automatic is brilliantly new! Brand new, massive bumper . . . new "forward" design of headlights and parking lights . . . newly-designed grille bars and intriguing new floating horizontal bar . . . everything's new and rakish looking!



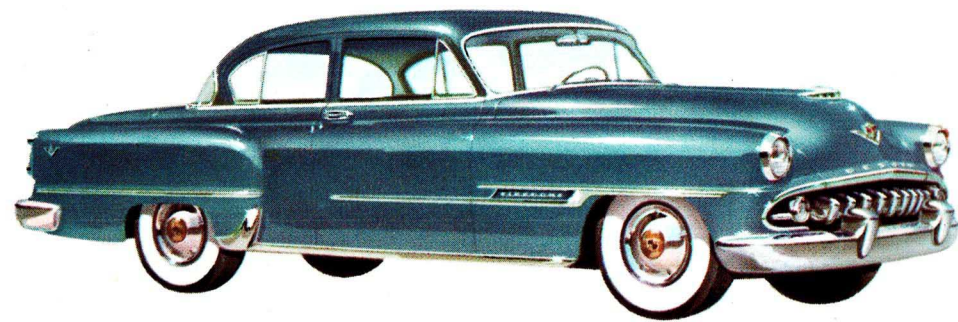
STRIKING NEW INSTRUMENT PANEL

Enameled in a second color to achieve lovely new two-tone harmony with mouldings. Big, bold, silhouette-lighted dials are separated to afford new quick-glance convenience. "Brow" design prevents reflections. Heater controls integrated . . . new design of non-glare top provides handy shelf . . . glove compartment and ash tray within driver's handy reach.

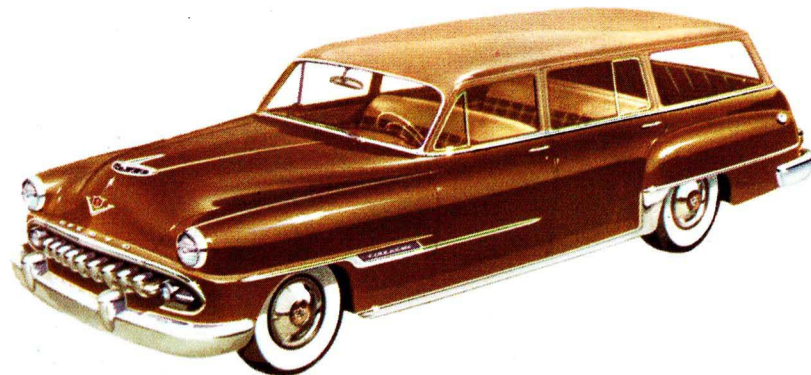


De Soto Automatic Fire Dome

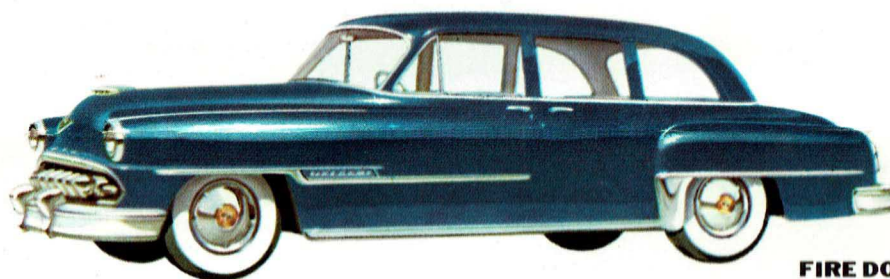
V-8
SERIES



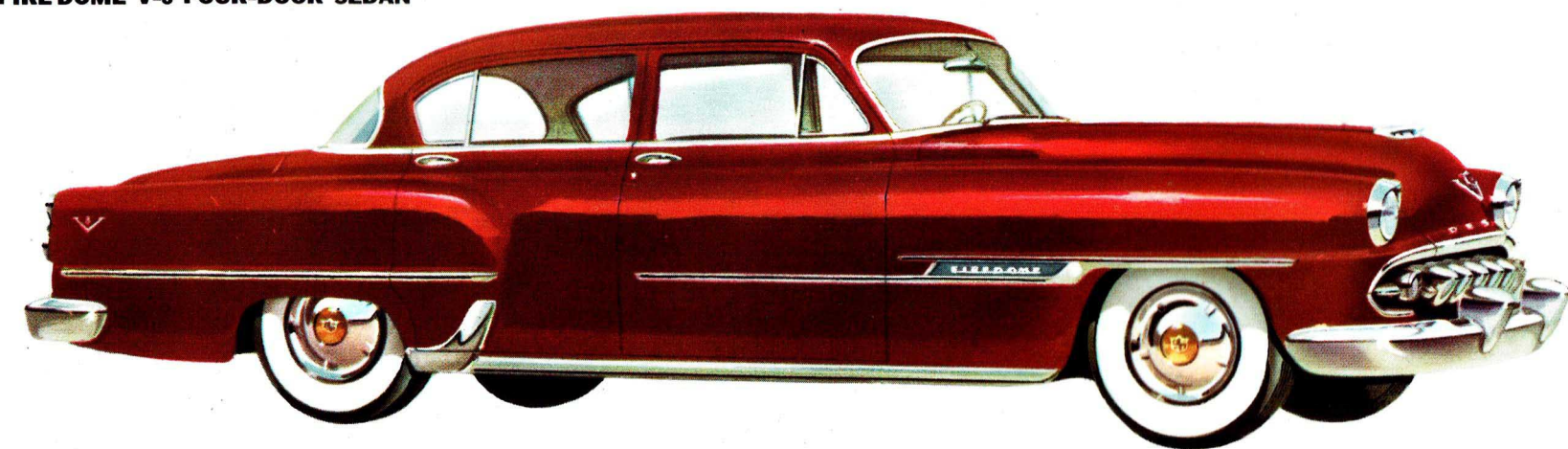
FIRE DOME V-8 CLUB COUPE



FIRE DOME V-8 ALL-STEEL STATION WAGON



FIRE DOME V-8 FOUR-DOOR SEDAN



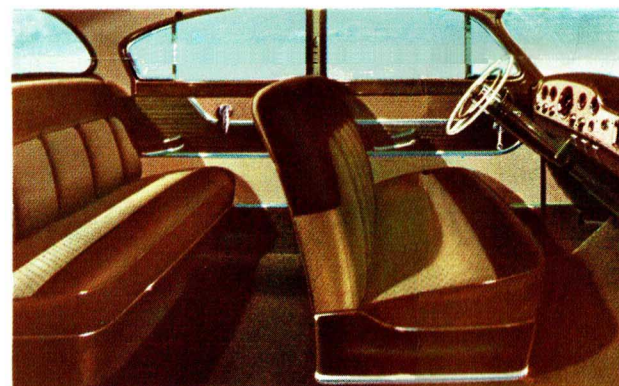
FIRE DOME V-8 EIGHT-PASSENGER SEDAN



FIRE DOME V-8 SPORTSMAN



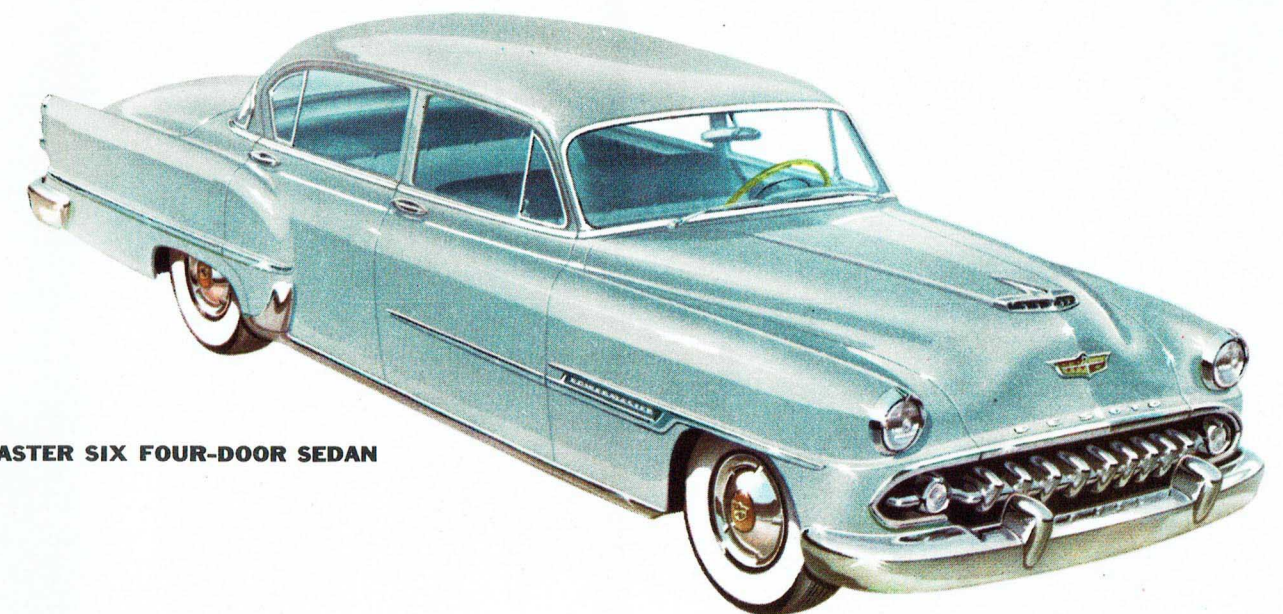
FIRE DOME V-8 CONVERTIBLE



Fire Dome V-8 models give you an exceptional array of new body color choices, new chrome design, new rich fabrics, deep-nap wool rugs, new enameled interior mouldings, and a striking new instrument panel.

De Soto Automatic Powermaster

SIX
SERIES



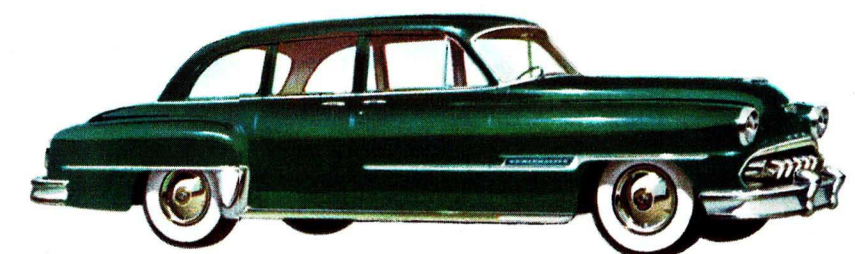
POWERMASTER SIX FOUR-DOOR SEDAN



POWERMASTER SIX CLUB COUPE

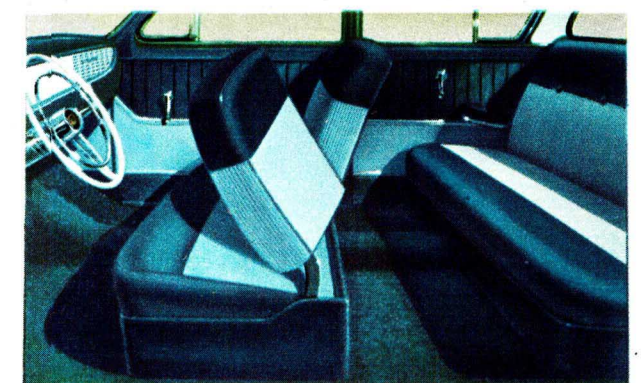


POWERMASTER SIX ALL-STEEL STATION WAGON



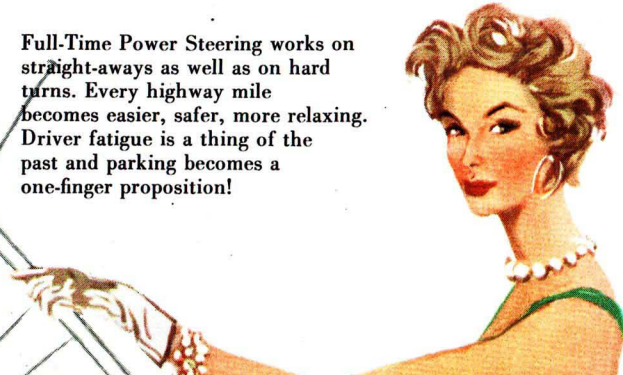
POWERMASTER SIX EIGHT-PASSENGER SEDAN

The Powermaster Six models provide big-car advantages as well as the exciting new De Soto look, all the gay new body colors and complete new ensemble styling inside, huge wrap-around windows front and rear, and the famous De Soto Powermaster engine.



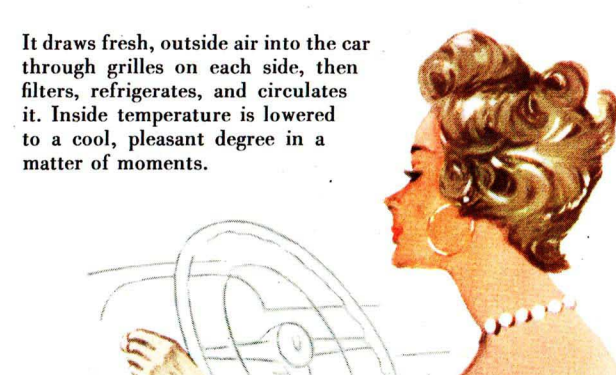
DE SOTO FULL-TIME POWER STEERING

Full-Time Power Steering works on straight-aways as well as on hard turns. Every highway mile becomes easier, safer, more relaxing. Driver fatigue is a thing of the past and parking becomes a one-finger proposition!



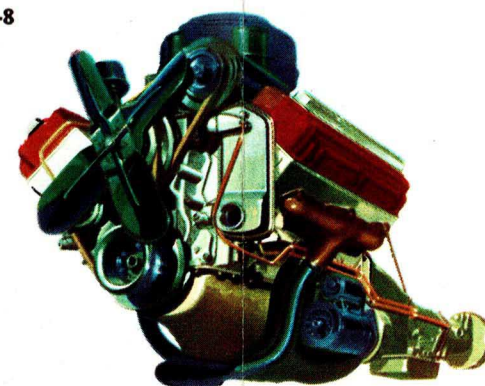
DE SOTO AIRTEMP AIR CONDITIONING

It draws fresh, outside air into the car through grilles on each side, then filters, refrigerates, and circulates it. Inside temperature is lowered to a cool, pleasant degree in a matter of moments.



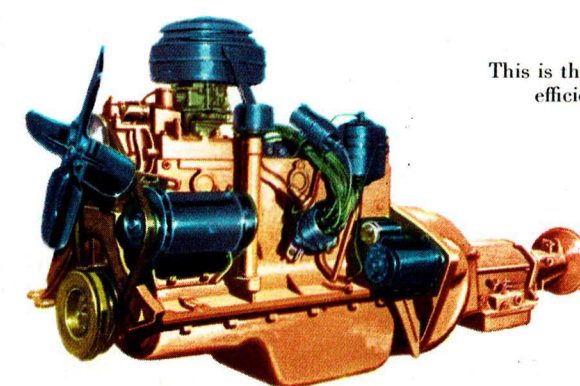
170 H. P. FIRE DOME V-8

For 1954 this famous power plant with the hemispheric combustion chambers and the remarkable economy record has been upped to 170 horsepower! Its new, higher compression means tremendous acceleration is possible at traffic speeds . . . greater power reserve is yours!



POWERMASTER SIX

This is the Six that paces them all. Top efficiency and economical performance for billions of miles have brought it noteworthy fame. Its high compression engine of L-head design, develops 116 horsepower. Its components are precision engineered for smoothness, quietness, and long life.



DE SOTO POWER BRAKES

Actually, much less than half the pedal pressure you would normally apply to conventional brakes stops you safely when you have De Soto Power Brakes. You never have to "jam" down the pedal to stop in time! Women especially appreciate this extra feature!



Specifications

FIRE DOME V-8

ENGINE—8 cylinder, 90° V; 170 hp at 4400 rpm; valves, inclined lateral overhead; piston displacement 276.1 cu. in.; bore and stroke, $3\frac{1}{8}$ x $3\frac{1}{2}$; compression ratio, 7.5 to 1; maximum torque 255 ft. lb. at 2000 rpm; taxable hp 42.05.

TRANSMISSIONS—Standard equipment, 3-speed manual shift. Special equipment, PowerFlite fully-automatic transmission. Also, 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) PowerFlite; fully-automatic shift, hydraulically actuated; combines torque converter with planetary gears; ratios: starting 4.47, drive range (low) 1.72, drive range (direct) 1.00, low range 1.72, reverse 2.39. Cooling, by water cooled heat exchanger.

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—Newly matched to requirements of more powerful engine; 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). PowerFlite 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 $3\frac{1}{8}$ x $4\frac{1}{2}$; maximum torque 208 ft. lb. at 1600 rpm; taxable hp 28.36.

TRANSMISSIONS—Same as V-8 except PowerFlite uses engine oil for cooling.

LUBRICATION—Same as V-8 except oil filter is Micronic.

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—Manual Shift 3.9 (optional 3.73 and 4.1). Manual Shift with Overdrive 4.3 (optional 4.1). PowerFlite 3.73 (optional 3.9 and 4.1).

OTHER DESOTO FEATURES

LONG WHEELBASE—125½ inches; overall length 214½ inches, Station Wagon 214½ inches, 8-pass. model 139½ inches; overall length 223½ inches.

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, optional.

NO-SWAY RIDE CONTROL—The roll-center of De Soto has been raised by joining the front suspension upper control arm to the frame at a lower point. Front spring is independent Amola steel coil.

ELECTRIC WINDOW LIFTS—Special equipment, individual controls, independent high-capacity motors, each door. Master control beside driver.

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

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

AIRTEMP AIR CONDITIONING—Optional equipment; employs high efficiency engine-driven four-cylinder compressor with refrigerating capacity 2 times greater than average room air conditioner. Refrigerates, filters, and circulates air inside car, drawing 25% fresh air from outside.

NOTE: Manufacturer reserves right to revise, change, or modify 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.

DESOTO DIVISION • CHRYSLER CORPORATION • DETROIT, MICHIGAN

DE SOTO AUTOMATIC

... built better basically!

1 ORIFLOW SHOCK ABSORBERS: Cushion out road jolts. Sea-leg mounting resists side-sway.

2 SAFETY-RIM WHEELS: Designed to hold tire and tube on rim if blowout occurs.

3 BOX-TYPE FRAME SIDE RAILS: Provide solid, super-strong body foundations.

4 INDEPENDENT PARKING BRAKE: Independent of foot brake ... holds securely on steepest grades.

5 WATERPROOF IGNITION: Shields entire ignition system from moisture.

6 SAFE-GUARD HYDRAULIC BRAKES: Have rivetless linings, big 12-inch drums, double cylinders and brake shoes in front.

7 RUBBER INSULATED BODY MOUNTINGS: Eliminate metal-to-metal contacts between body and frame at mountings.

8 TAPERED LEAF SPRAY MOUNTED REAR SPRINGS: Reduce spring friction, resist rear-end sway.

9 RUBBER INSULATED REAR SPRING SHACKLES: Contribute to noiseless ride, no need for constant lubrication.

10 NO-SWAY RIDE CONTROL: Reduces roll and sway on curves, prevents excessive tire squeal.

11 POWERFLITE TRANSMISSION: Eliminates the clutch yet affords split-second getaway.

12 FULL-TIME POWER STEERING: Reduces by 80% the driver effort required in turning.

