

Getting there is much more fun...

in a distinctive 1954 **DESOTO**



you'll thrill to **POWERFLITE** *performance —*
the finest in no-clutch driving

It's really fun to drive a 1954 DeSoto — whether it's the brilliant 170 H.P. FireDome V-8 or the speedy Powermaster 6. One important reason for this is the new PowerFlite transmission — standard on all DeSoto models.

PowerFlite — newest and finest completely automatic transmission combined with a high efficiency torque converter — assures you thrilling new pick-up and performance. This torque converter more than doubles the turning effort of your engine at take-off and helps provide amazingly fast acceleration up to highway speeds. You move forward in one effortless motion without lifting your foot from the gas pedal . . . PowerFlite does the shifting for you at exactly the right time.

In addition, of course, you ride in luxurious comfort surrounded by beautiful appointments. You feel relaxed and at ease, in command of the road. The miles slip by and you're there before you know it.



You can enjoy the driving ease of
DESOTO FULL POWER STEERING

it does 4/5ths of the work of steering
it's in action all of the time

FIREDOME V-8 • POWERMASTER SIX MANUFACTURED IN CANADA BY CHRYSLER CORPORATION OF CANADA, LIMITED

Arrange with your Dodge-DeSoto dealer for a demonstration



A beauty? You don't know the half of it till you drive this

DESOTO AUTOMATIC

- ✓ new selection of rich interiors...new smart instrument panel.
- ✓ new automatic drive. No clutch. Smooth, silent, swift getaway.
- ✓ new power: FireDome V-8 stepped up to a mighty 170 h.p.
- ✓ new level ride: stability on curves... cuts tire squeal on corners.

Want to sample something terrific? Then try a DeSoto. It has the exciting new PowerFlite transmission. It takes you from dead stop to highway speed fast—without the slightest lag or hesitation. *There's no clutch!*

This DeSoto transmission has the highest starting ratio of any automatic transmission. That means, the moment you put your foot down, *you move*—out in front—*automatically!*

And all the while, Full-Time Power Steering is doing 80% of the work of turning, or

holding steady course over rough spots. And for sure, smooth stops, you just *touch* the Power Brakes.

You'll like the luxurious interiors—rich fabrics decorator-matched to body colors. The "continental" instrument panel with silhouette-lighted dials is easy to read—and handsome! Drive the 170 h.p. FireDome V-8 or Powermaster Six, *soon!* They're at DeSoto dealers, now.

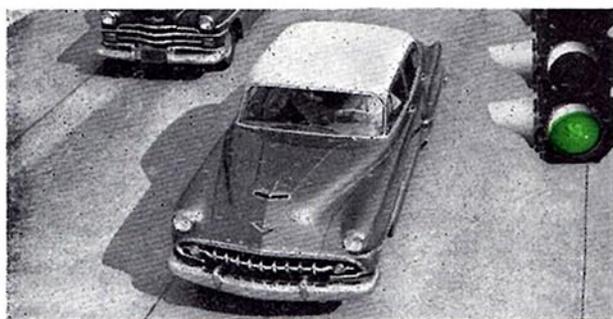
DeSoto Division, Chrysler Corporation



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

Five obvious reasons
why the
DE SOTO
AUTOMATIC

is your best buy for
style, safety, and performance



GREAT GETAWAY! You really take off—with all the power built into the world's most modern engine design—the Fire Dome V-8—partnered with the PowerFlite fully automatic transmission (newest, smoothest, finest of all no-clutch drives!).



FINGER-TIP CONTROL! You just *guide* a DeSoto Automatic. Full Time Power Steering works every second you drive, eliminating 80% of the effort of steering and turning. Snubs out road shocks. Makes parking as easy as dialing a telephone!



UNMATCHED STABILITY! Rugged, bigger-than-ever frame gives you solid, road-hugging heft. Oriflow shock absorbers melt the bumps . . . make the rough spots disappear from any road. And No Sway Ride Control for curves and corners!



STUNNING BEAUTY! From the commanding grille to swept-back fenders, there's a look of graceful elegance that makes people stop and stare . . . a look of harnessed power that makes them want to get in and drive. Interior tones are blended with the body color for over-all harmony.

Put yourself in these pictures, then put yourself behind the wheel. Discover the finest optional power features in the industry. And discover why DeSoto is such a *beautiful* way to go places—with the style-pacing look to its rich fabrics, handsome appointments, deep-pile carpeting.

There's a mighty Fire Dome V-8 or Powermaster Six awaiting your appraisal today. See a DeSoto dealer now! DeSoto Division, Chrysler Corporation.

DE SOTO puts you ahead
...automatically!



Announcing the new
 ...and glamorous
DE SOTO AUTOMATIC
Coronado

Here's the most glamorous DeSoto ever to stop traffic. It's long, low and super-luxurious. From its ravishing new colors—specially created for it—to its leather-trimmed nylon fabrics, it has custom fittings and details you just don't find elsewhere.

Step in, turn the key and see how the De Soto Automatic got its name. PowerFlite transmission—the finest in the industry—takes you from zero

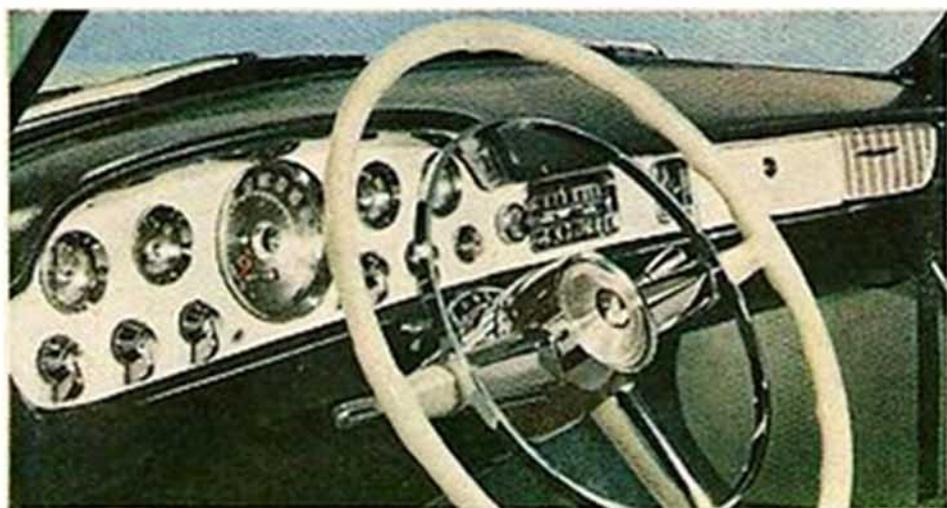
to you-name-it without lag, lurch or even a click. The 170 h. p. Fire Dome V-8 with the world's most powerful engine design puts you ahead fast and keeps you there. And Full-Time Power Steering and Power Brakes make it all effortless.

It's a spring tonic . . . on wheels! There's no time like *right now* to see your dealer about the new Coronado. DeSoto Division, Chrysler Corp.

De Soto-Plymouth dealers present Groucho Marx in "You Bet Your Life" on NBC Radio and TV.



Above: Both rear fenders identify the Coronado with this distinguished chrome ensemble. **Left:** With doors removed for photograph, you see in full view the exclusive fabrics, patterns and top-grain leather comprising Coronado's new luxury.



De Soto's new instrument panel has Continental styling, dials closer to driver.



Luxurious new interiors are decorator-matched to car colors.

The new 1954 **DESOTO** AUTOMATIC

...as easy on the driver as it is on the eyes

NEVER in De Soto's history has a new car been introduced that has caused so much talk as this new 1954 De Soto Automatic.

What kind of talk? Well, for one thing, people are saying that it's the handsomest DeSoto ever built. Its new, forward-looking lines are sleek, exciting, inviting.

They're saying that DeSoto's new type of fully automatic transmission, **POWERFLITE**, takes you from standstill to cruising pace as quickly as... *that!* And does it smoothly, silently, with no momentary pause or hesitation to "catch its breath" between gears.

They say they've never tried anything approaching

the jet-like take-off of the '54 Fire Dome V-8 (now stepped up to a full 170 h.p.), or the famed, lively Powermaster Six.

They say DeSoto takes away handwork and footwork with Full-Time Power Steering and Power Braking—that it stays on an even keel around sharp curves with No Sway Ride Control—that it keeps you cool in summer with real DeSoto Airtemp air conditioning.

They say all this, but *you* be skeptical. See the proof today. Let your DeSoto dealer show you how De Soto *puts you ahead automatically!*

De Soto Division, Chrysler Corporation, Detroit



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

Announcing the new and glamorous

DE SOTO AUTOMATIC

Coronado

Here it is . . . the most glamorous DeSoto that ever stopped traffic. It's long, low and luxurious. Ravishing new colors—Cadiz Blue and Sahara Beige—were especially created for it. Every detail is color-harmonized. Mills designed new corded nylon fabrics to be trimmed with top-grain leather. There are custom fittings and details *you just don't find* elsewhere.

Step In, turn the key and see how the DeSoto Automatic got its name. You go from zero to you-name-it without lag, lurch or even a click,

because you have at your command the newest, finest transmission in the industry.

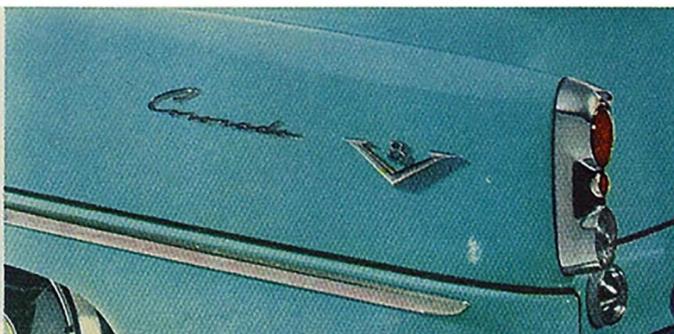
The 170 h.p. Fire Dome V-8 with the world's most powerful engine design puts you ahead and keeps you there. Full-time Power Steering takes all the work out of steering. And a touch on the Power Brakes slows you without effort.

Spring tonic...on wheels!—There's no time like *right now* to talk to your dealer about a new DeSoto. And when you do, be sure to see the new Coronado. *De Soto Division, Chrysler Corp.*

DeSoto-Plymouth Dealers present Groucho Marx in "You Bet Your Life" every week on both Radio and Television...NBC networks.



Instrument panel in De Soto Coronado has recessed dials with silhouette lighting, harmonizing with entire interior.



Distinguished chrome ensemble—set into each of the rear fenders—serves both to beautify and identify the Coronado.

Real grained leather and rich nylon fabrics enhance the luxury of Coronado's interior, seen here with doors removed for the photographer.

