

NEW FIRESWEEP MODEL
IS IN LOWER PRICE RANGE.
WAGON HAS NEW-TYPE TIRE.

DeSoto

What's New?

New, smaller, lower-priced DeSoto called Firesweep . . . Torsion-bar front suspension . . . Wrap-over-top windshield on convertibles; wrap-over-top back window on Fireflite hardtop . . . Dramatic new station wagon with third seat facing to rear . . . Glamorous styling, even when compared to other '57 Chrysler products.

Your Choice

With the 122-inch wheelbase Firesweep, DeSoto plunges into a price class that within the Chrysler family has been occupied only by Dodge. The odd part about the whole maneuver is that Firesweeps are built for DeSoto by Dodge. This baby DeSoto offers many advantages besides price. All interior dimensions except two are equal to the "larger" Firedomes and Fireflites. Slight differences in front and rear legroom cancel one another.

All three series offer two- and four-door hardtops and four-door sedans. Convertibles are restricted to the larger 126-inch wheelbase chassis; four-door station wagons with or without the rear-facing third seat are available on both wheelbases.

At one time, it was planned to move the spare tire on these three-seat models into a spot beneath the right rear fender, with access gained through a removable panel in the lower part of the fender as in Plymouth and Dodges. Fortunately, Goodyear came up with their Captive-Air nylon tire, so this expensive alternative became as unnecessary as the spare tire itself. This trouble-proof tire is standard on the wagon. No one, however, has devised a substitute for the gas tank, which had to be moved under the left rear fender.

DeSoto's newly wide range of models, bracketing 93 per cent of cars sold outside the lowest price range, can be taken as another indication that Chrysler Corp.

plans soon to set up separate dealerships for each of its makes. Now, if DeSoto dealers lose the Plymouth, they can still tackle Buick, Oldsmobile, and Mercury competition and be as versatile as at least the latter two.

DeSoto Power

The Firesweep engine, in either 245 or 260 horsepower form (the difference lies in two- and four-barrel carburetors), is basically Dodge. This single-rocker-arm design uses "polyspherical" (better called hemispheroid) combustion chambers, and spark plugs are easily accessible.

The well-proved Firedome and Fireflite V8s have received the usual boost in displacement, compression ratio, and degree of cam lift. They check out at 270 and 295 horsepower, respectively. The potential of this smooth-running, double-rocker-arm, hemispherical combustion chamber design seems limitless. It was first introduced in 1952 and puts out more and more almost effortlessly.

Firesweeps offer a choice of two push-button automatics, the three-speed Torqueflite and two-speed Powerflite, as well as three-speed manual and overdrive. Fireflites are all equipped with the Torqueflite; Firedomes make it an option over the little-sold manual box.

DeSoto on the Road

Front-end torsion bars, called "Torsion-Aire," do wonders for DeSoto ride and handling. During the press preview in Detroit, it was demonstrated by driving a car at speed over simulated railroad ties. This was on a large stage, and any loss of directional control, front or rear, could easily have resulted in injury to chorus girls, standing within inches of the car's path. The DeSoto (as well as all other Chrysler products) swept over this truly

rough surface with level body and complete freedom from skittishness.

Incorporated into the system is ball-joint mounting of the front wheels, giving greater stability while cornering and greatly reduced freedom from dive while braking. A manual adjustment built into the rear mount of each torsion bar permits correction for front-end sag should this condition occur after many miles of use. The full range of DeSoto power boosts is available on any model, and quick-stopping Center-Plane brakes are standard.

Inside Your DeSoto

DeSoto, always noted for one of the best-looking if not most readable instrument panels, does not lose its status by switching to a high-mounted, thermometer-type speed indicator centered over the lesser gauges. "Black light" at night prevents annoying reflections, and the driver really appreciates the flood of illumination thrown out ahead by the optional dual headlight installation. Unfortunately, this is available in larger DeSotos only.

Interiors, throughout the range, seem to offer a little more for the money, and quality of workmanship is excellent. This is one of the hidden benefits of relatively low production. Those with small children will appreciate the left-of-driver location of the transmission control, and the children of parents who own one of the new wagons should be fascinated by the prospect of seeing the world go by in reverse as they cruise down the highway.

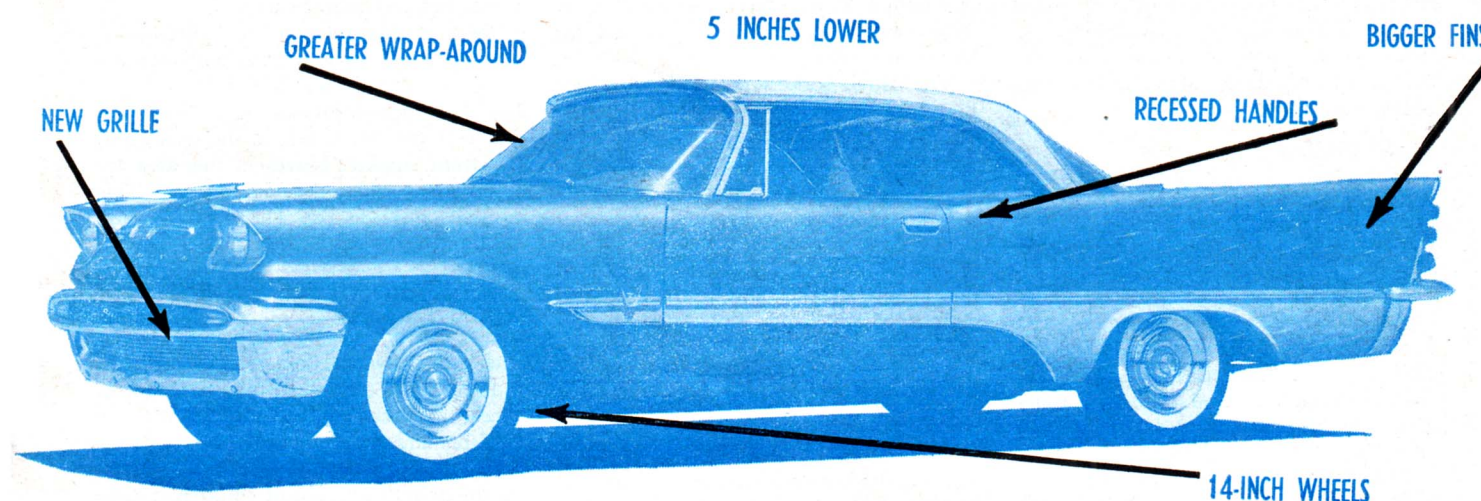
Why Buy?

Styling that stands out, even among its advanced brothers . . . Adequate power, unobtrusively served up . . . Big car luxury in a reasonably sized package . . . Constantly improving depreciation rate.



THE EXPLORER wagons, like this DeSoto Fireflite, feature a rearward-facing third seat, power rear window, and special flat-proof tires.

SPECIAL 1957 SHOW ISSUE!



BALL JOINTS and torsion bars combine to make the '57 DeSoto a much better handling car with an excellent ride.

