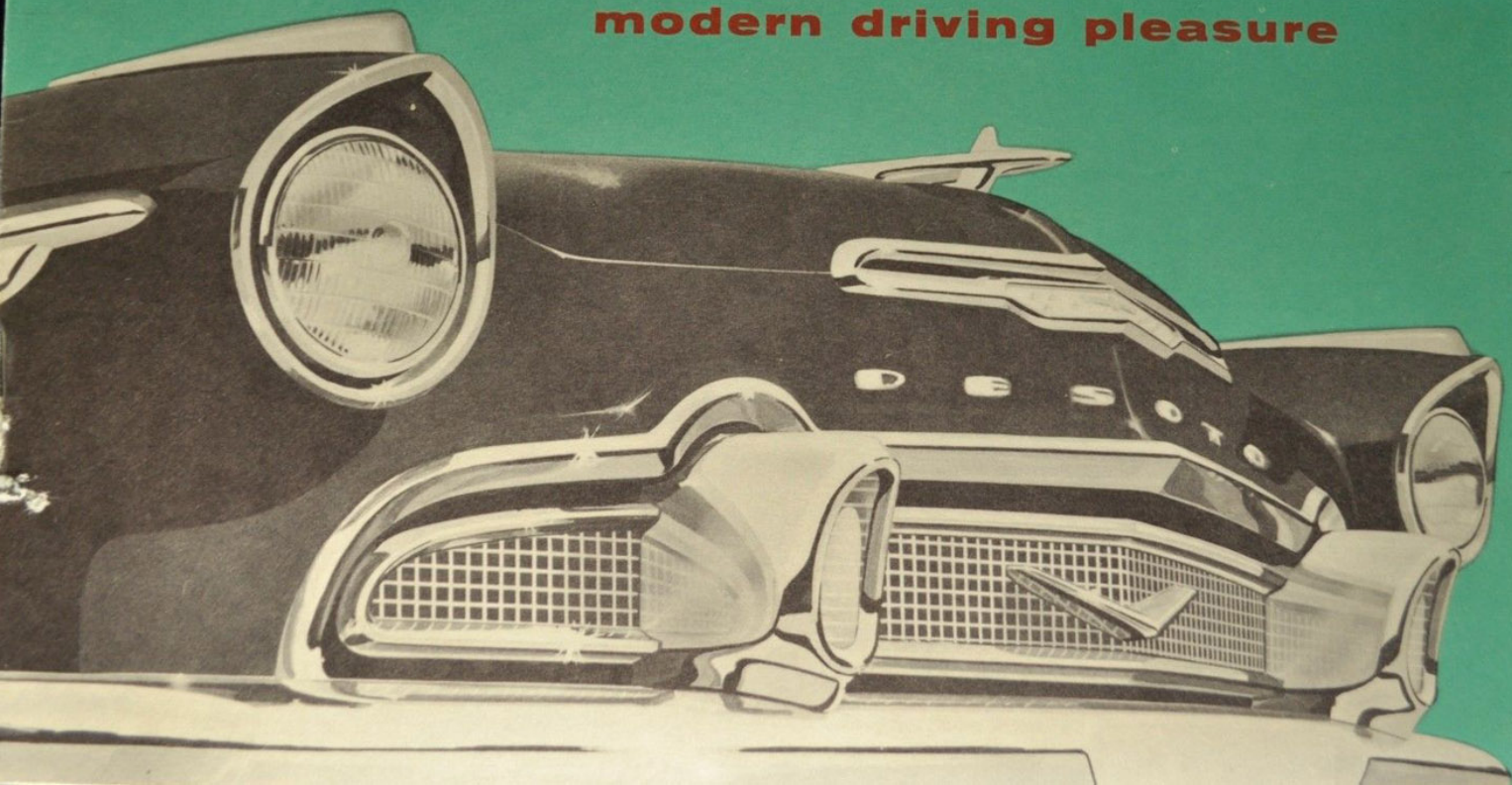


1956

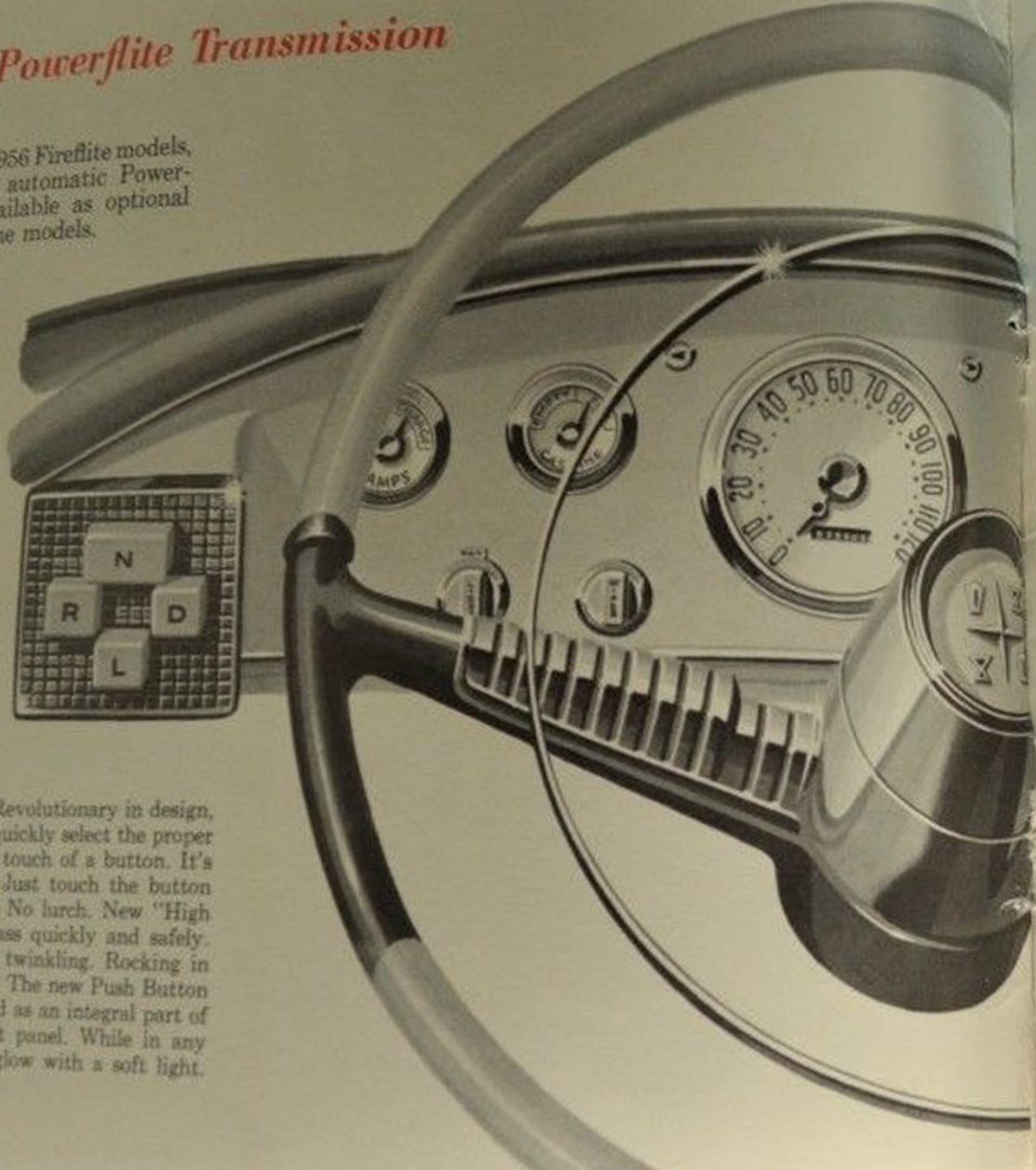
DeSoto

**optional equipment for your
modern driving pleasure**



New Improved Powerflite Transmission

Standard equipment on 1956 Fireflite models, the new improved fully automatic Powerflite Transmission is available as optional equipment on all Firehome models.



Push Button Driving Is Here—Revolutionary in design, superbly simple to operate, you quickly select the proper driving range with the effortless touch of a button. It's as easy as tapping your finger. Just touch the button and—go! No hesitation! No lag! No lurch. New "High Torque Step Down" lets you pass quickly and safely. You're out—by—and back in a twinkling. Rocking in snow or mud is a finger-tip cinch. The new Push Button control is engineered and designed as an integral part of the "air-craft" styled instrument panel. While in any drive position, selector buttons glow with a soft light.



full time power steering

De Soto Power Steering works for you "full time," all of the time. Completely free of that erratic "on-again-off-again" action. You always have a safe, sure feel of the highway. The mighty muscles of hydraulic power do 80% of your work. Parking is superbly simple; with De Soto Full Time Power Steering it's as easy as dialing a phone. You park effortlessly—even in those tight places—with one finger. It takes only $3\frac{1}{4}$ turns of the steering wheel (instead of the conventional five or more) from full left to full right. Steering is quicker, easier, and safer.



feather touch power brakes

The modern miracle of feather touch De Soto Power Brakes makes child's play of all your braking chores. This remarkable work saving power accessory takes the tiring leg work out of driving. Your new De Soto comes to a controlled straight line stop with only half the usual foot pressure. Hydraulic power does most of the work for you. A feather touch of your toe is all that is ever necessary . . . power enough to "stop on a dime." On Powerlite-equipped models the new brake pedal is slimmer and inches wider . . . allows you to brake quickly and safely with either foot.

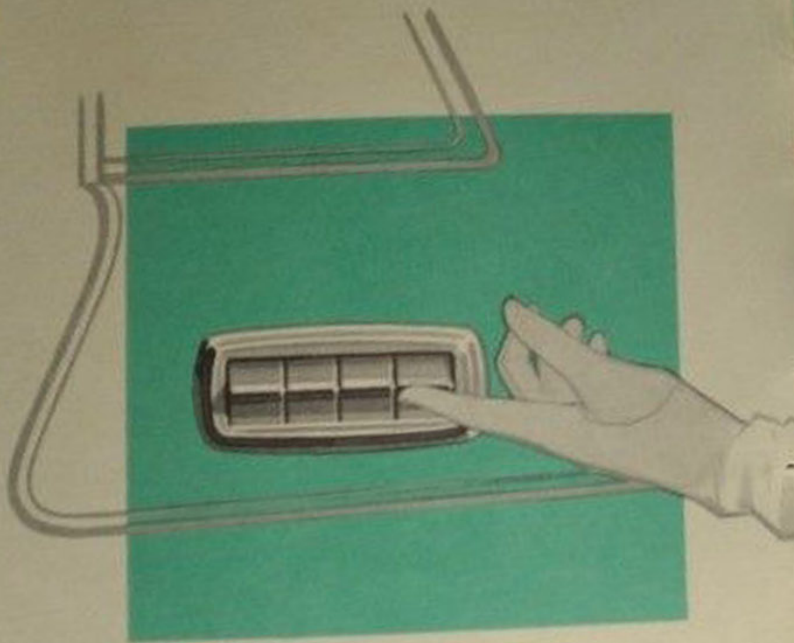
electric lift power windows

How many times have you twisted yourself uncomfortably out of position to open or close a window? At best it's a tiresome chore. With De Soto Electric Lift Power Windows installed, rugged electric motors do all the work for you at the mere touch of a button. No stretching and cranking in tight city traffic when your attention should be riveted to the road. A master control placed on the left front door operates all windows, in addition to individual controls conveniently located at each window.



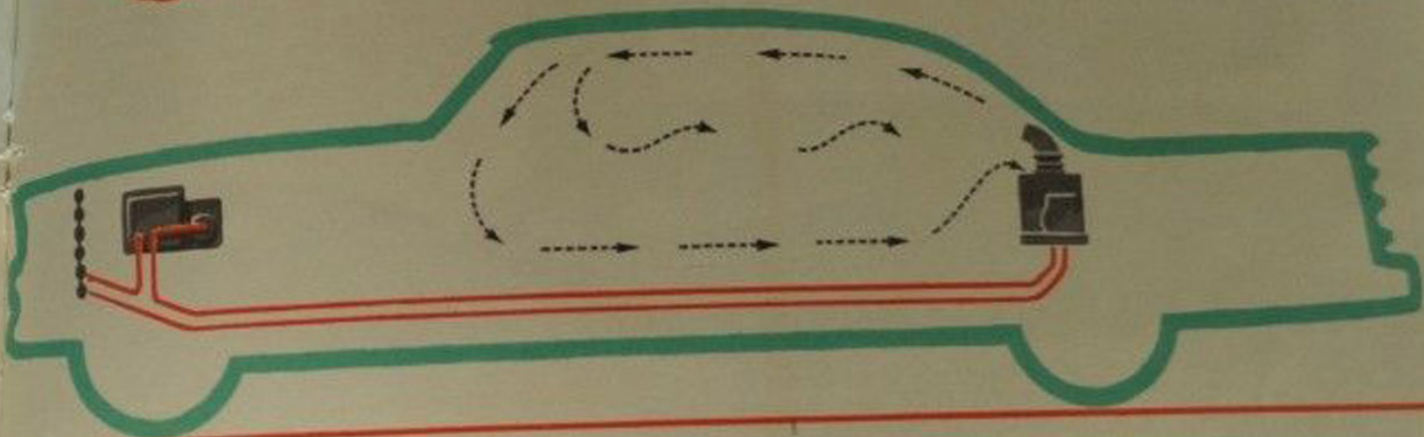
4-way power seat

What's your favorite driving position? The new De Soto 4-Way Power Seat will take you there at the light touch of a button. The attractive control panel is conveniently placed on the left side of the front seat. Two simple controls give you a full range of adjustment: five inches to the front or rear, three inches up and down or any position in between. Whether you're six feet plus or "five foot two," the new De Soto 4-Way Power Seat adjusts effortlessly for your maximum motoring comfort.



De Soto Airtemp Air Conditioning

Relax in cool, clean comfort. De Soto Airtemp automobile air conditioning takes the muggy discomfort out of hot summer driving. You get custom climate at the turn of a switch. The air you breathe is efficiently cleansed of aggravating pollens, dust and dirt stays crisp and fresh as a mountain top. Why it's like driving with your head above the clouds.



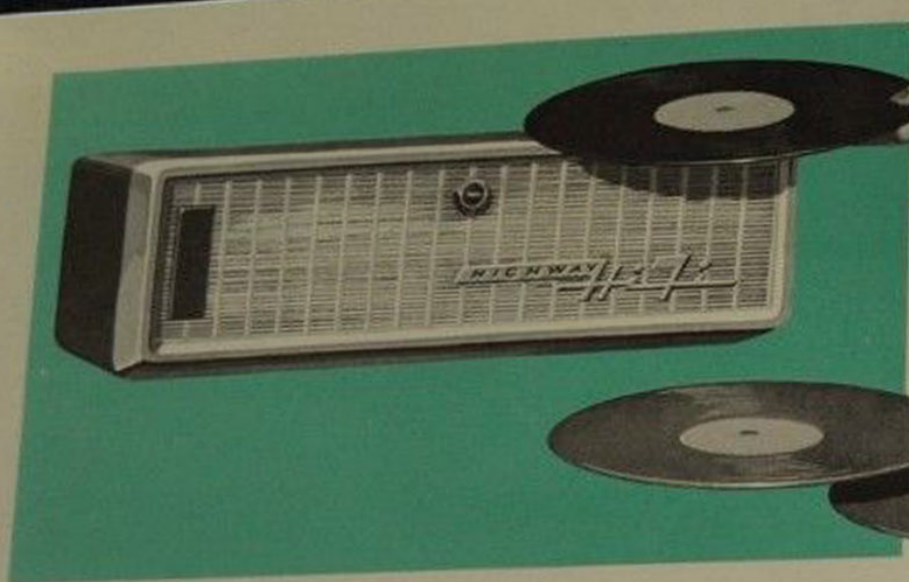
deluxe conditionair

There is no finer car air conditioner available. Adjust the handy dash mounted control switch and the temperature plummets from the scorching 90's to the exhilarating 70's in a matter of seconds. You always drive cool, clean, and wonderfully comfortable.



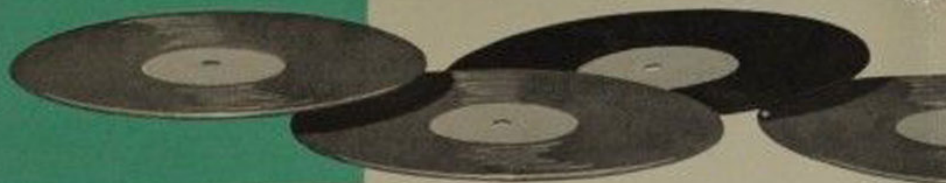
custom conditionair

For crisp, enjoyable summer driving, the new Custom Conditionair is priced far below what you would expect to pay. Cools the air, filters out dust, soot and pollen, eliminates oppressive humidity. Both De Soto Airtemp units are available for factory or field installation.



highway

Now, enjoy the miracle of modern music as you drive with De Soto Highway. In the instrument panel, the range and the new 16 1/2 rpm phonograph is exciting. The arm stays "in the groove" even on the turntable. It is a simple one-hand operation. A variety of recordings are immediately available (12 sides, up to 45 minutes each side).



electro touch tuner radio

Your eyes never leave the road while you tune this radio. Just touch the electro tuner bar and each station within signal range is automatically tuned in sequence.



music master radio

What's your choice in radio entertainment? Music, sports, a dramatic show? "Hear them all, on the go," with a De Soto push-button-tuning, 8 tube Music Master Radio.

ny hi-fi

high fidelity recordings wherever you go. Hi-Fi. Compactly built-in under the hood. Exceptional tonal quality of this revolutionary new design pick-up lets you hear the roughest roads; record loading is a breeze. A wide selection of new 16 $\frac{3}{4}$ rpm records. A starter collection of six records is yours without extra charge.



sun cap visor

Practical as well as beautiful, the smart new Sun Cap Visor forms a gleaming frame of chrome around DeSoto's fully swept back New Horizon windshield. Lends added emphasis to the lithe Forward Look styling and completely eliminates eye level glare from direct overhead sun light.

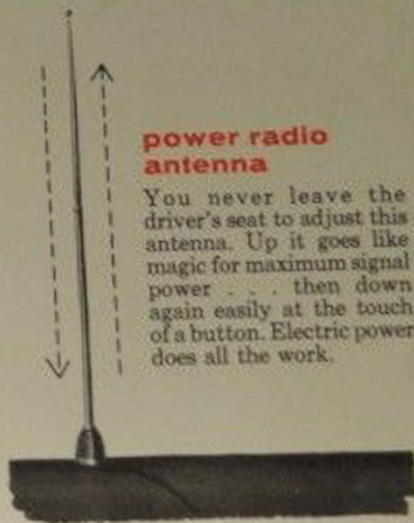


rear seat speaker

Individually adjustable for volume and tone, the new rear seat radio speaker adds rich depths of sound for complete listening pleasure.

power radio antenna

You never leave the driver's seat to adjust this antenna. Up it goes like magic for maximum signal power . . . then down again easily at the touch of a button. Electric power does all the work.



dual radio antennas

Ultra-modern, these new dual antennas add the taut appeal of "air-craft" styling. Emphasize the fleet Forward Look of your 1956 De Soto while providing a distinctive touch.



Heaters



custom heat conditioner

Even on the coldest winter days the new De Soto Heat Conditionair gives you an abundant supply of heated air. Always keeps you warm and snug. Windshield remains ice-free for safer winter driving.



instant heat conditioner

No need to wait for engine warm-up. Your new De Soto is immediately flooded with billows of instant warmth the very second you need it. Mounted out of the way under the hood, rugged and compact the Instant Heat Conditionair delivers heat in less than 5 seconds. An ice-laden windshield is completely defrosted in less than 3 minutes . . . no more ice scraping on frigid winter mornings. Even in bitter cold weather you're warm and comfortable in a matter of seconds.



solex glass

A miracle product of modern research. Solex glass lets the sunlight in but keeps out excessive heat and dangerous glare. The interior of your new Forward Look De Soto remains cooler in summer heat. And Solex is softly tinted for better all-around visibility.



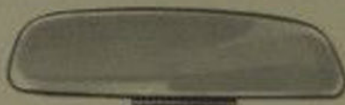
jiffy-jet windshield washer

A simple touch of a convenient foot button and your windshield is automatically cleaned of road spray and caked dirt. A real life saver on those slushy winter days. Dust or dirt, mud or grit—a light touch of the foot button and presto—a sparkling clean windshield.



rear view safety mirror

Gives a clear full view to the left rear. An absolute safety requirement for modern driving in city traffic or on the open road.



prismatic rear view mirror

An inside rear view mirror for safer night driving. A light touch of one finger and headlight glare from cars to the rear is eliminated.



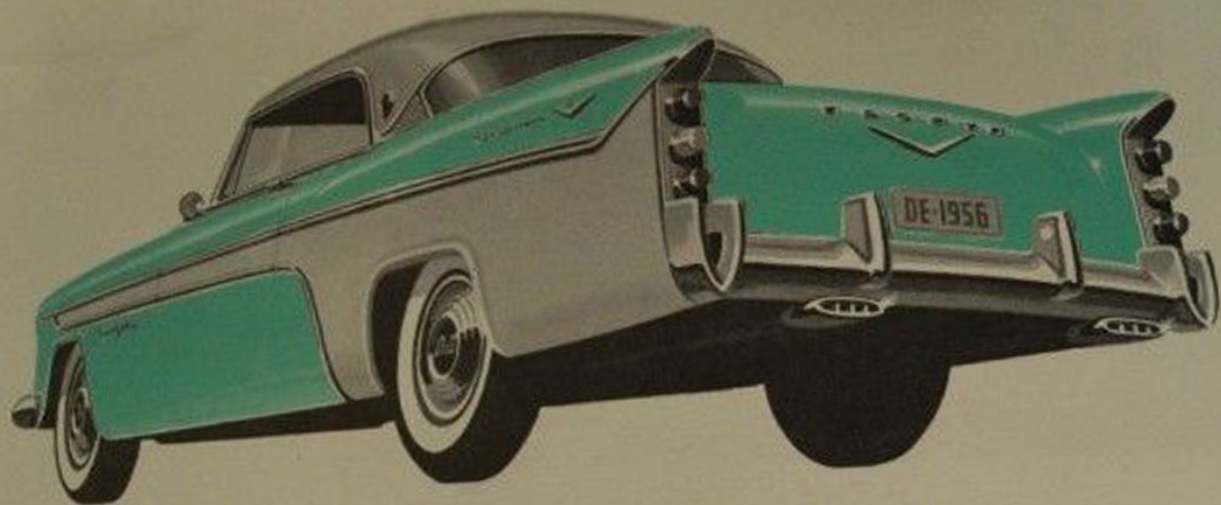
deluxe steering wheel

Included as standard equipment on all Firelite models, the De Soto Deluxe steering wheel is also available as optional equipment on Firedome models, equipped with Powerlite Transmission. Executed in translucent plastic and gleaming chrome, it adds a rich touch of luxury and elegance to the 1956 De Soto.



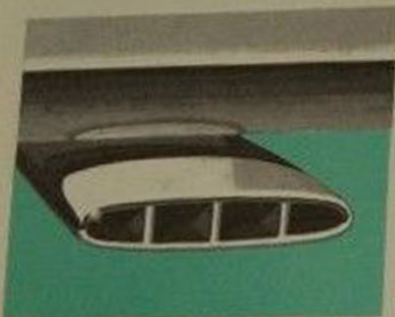
trunk convenience light

Open the trunk of your new De Soto and the interior is automatically flooded with light. You see what you want in a hurry.



dual exhausts

Available as optional equipment on all 1956 DeSotos, the new dual exhaust system provides for a more effective use of power. Specifically designed and engineered to minimize back pressure . . . your horsepower breathes deeper and easier . . . gives you additional reserve especially at super-highway speed ranges.

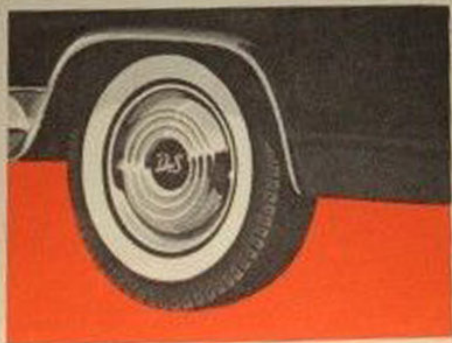


exhaust extensions

Made of sturdy heavy gauge steel, eye-catching and attractive, they add a smart new touch to the stylish rear bumper assembly of the Forward Look 1956 De Soto.

white sidewalls

For a youthful accent on beauty, there is nothing quite like the fresh appeal of white sidewall tires.





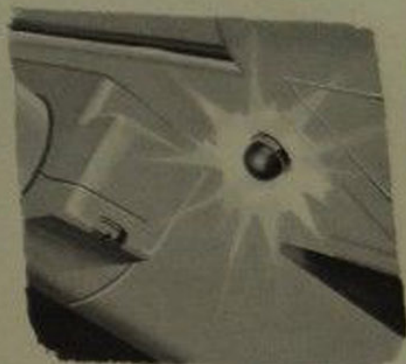
steering wheel watch

A self-winding precision instrument conveniently mounted in the steering wheel hub. An accurate 15 jewel time-keeper.



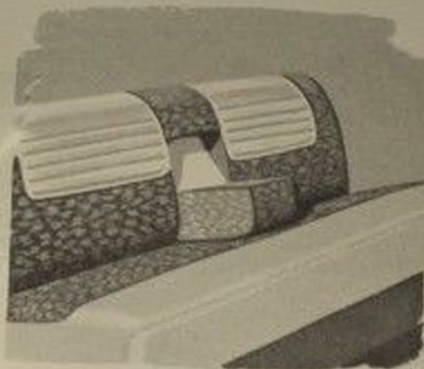
self adjusting dash clock

Simply reset this new dash clock and it automatically adjusts itself to correct for fast or slow running tendencies.



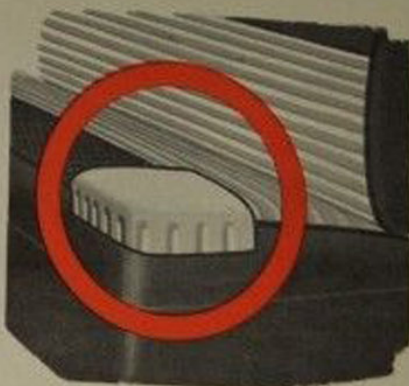
hand brake safety signal

Red warning light blinks on and off should you attempt to drive your new De Soto with hand brake in set position.



rear seat center arm rest

For complete rear seat riding comfort. Folds neatly up and flush with the back cushion when not in use.



foam rubber cushions

Standard equipment on the Firelite series; also available as optional equipment on all 1956 Firedome models.



luxury carpeting

Standard equipment on the Firelite series. Luxury Carpeting is also available for installation in Firedome models.

The New Forward Look 1956 De Soto

designed for the super-highway age

Styled and engineered in a new and daring concept, the 1956 De Soto represents a uniquely different automotive idea. For this fine automobile has been created to meet the advanced motoring needs of today's and tomorrow's driving.

We suggest that you allow the 1956 De Soto to speak for itself: In city traffic—on the rugged hills and curves of a country road—and on the demanding test ground of today's modern super-highway. For your own pleasure why not . . . Drive A De Soto Before You Decide.

