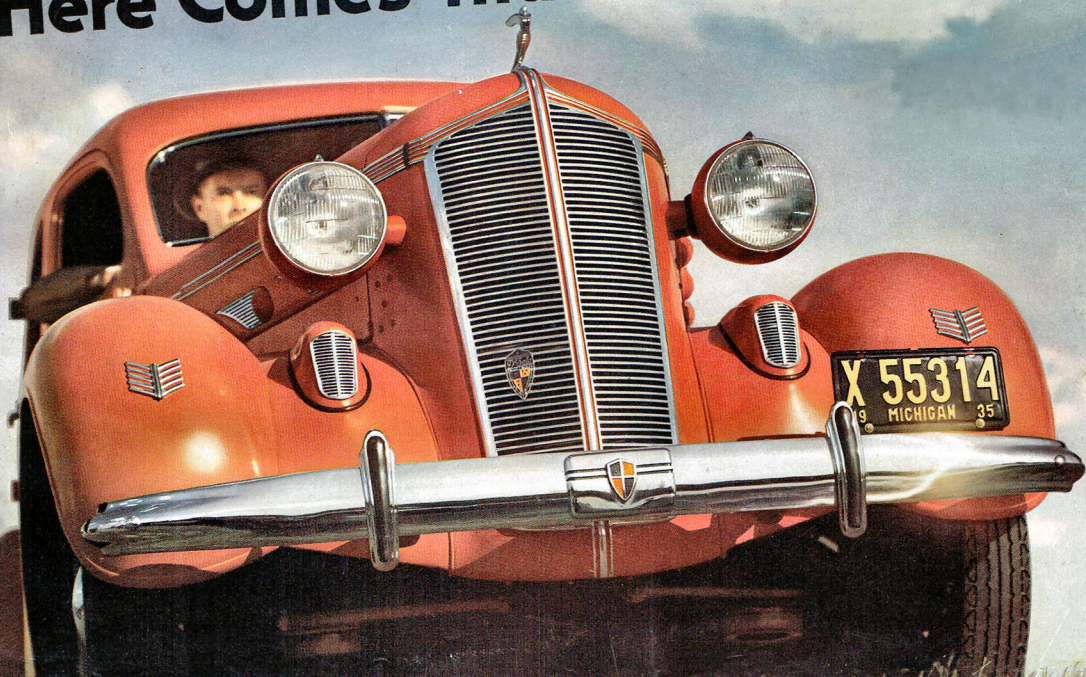


**Here Comes that New De Soto!**





# The Chrysler Corporation's Answer to America's Plea for Safety

**T**HE CHRYSLER CORPORATION'S contributions to safe driving do not stop with the production of cars offering every known safety feature. Having produced the safest cars to operate, Chrysler Corporation seeks to encourage owners and drivers to operate them safely—for the human element is the most important safety feature.

Safety in driving is "Everybody's Business." Since June, 1935, millions of motorists have seen the motion picture with that title produced by the Plymouth division of the Chrysler Corporation to impress drivers with the importance of the one at the wheel in the safe and courteous operation of cars.

Steel bodies were pioneered by a division of the Chrysler Corporation. In the development and construction of steel bodies for the safety of motorists, the Chrysler Corporation has consistently led the automobile industry.

Hydraulic brakes were originally used on the Chrysler Corporation's products in 1924 and have been used on all of the Corporation's products since that time. An army greater in number than that engaged in our national defense is constantly on duty to handle the nation's motor traffic, enabling you to get where you want to go in safety.

The Chrysler Corporation has equipped "safety education" cars for police departments. You have

them in Detroit, San Francisco and elsewhere. This work led to cooperation with the School Safety patrols, an idea that originated in Detroit where accidents at school intersections have been practically eliminated. Five thousand boys direct traffic while their schoolmates cross in safety.

Be sure your next car has the safety features covered in this catalog . . . safety-steel body . . . genuine hydraulic brakes . . . the new De Soto X-type frame . . . Safety Vision lights for night driving. Be sure that you keep your car in safe driving condition and as you drive think of the other persons' rights on the road.

A safety-minded driver operating a car engineered for safety is the Chrysler Corporation's aim.

## Who Said "Expensive?"

### THIS YEAR...THE SMARTEST CAR IS IN THE LOW-PRICE FIELD!

**W**HAT'S this flashing down the street? The swank imported car of some society playboy? The palatial limousine of a millionaire banker? . . . a steel magnate?

No—it's a new De Soto. And *you're* at the wheel! Go ahead—hold your chin way up. Throw out the old chest. High-hat the crowds. They don't blame you. That's your privilege when you're driving the smartest car of the year.

And if anyone envies you, that's just his hard luck. For anyone can afford a De Soto. It's one of the lowest-priced cars built today.

. . .

Most people are content to follow the crowd. And that goes for cars, clothes and anything else.

But in every town there's always a certain clique that lives at a faster pace. They shun mediocrity as they would a plague.

They are the first-nighters at the latest shows . . . the first with the latest styles. They're always going places, doing things, and getting a lot of fun out of life.

They're the *interesting* people . . . the natural leaders, looked up to and admired by everyone. They know it *pays* to be smart.

If you belong to that crowd, then we have built the car for you! This greatest of all De Sotos.





## We Admit the Appointments Are Sinfully Extravagant

**H**OLD YOUR BREATH! Did you ever see anything so beautiful? De Soto has that certain something . . . glamour. Gaiety . . . that makes you yearn to take the wheel and go places. No wonder De Soto owners always seem to be having such a good time! De Soto expresses every youthful thought.

Note De Soto's sleek, long, low-slung lines. Over 196 inches of smartness and beauty, from bumper to bumper. How'd you like to see it parked in *your* driveway? How'd you like to go to town in it . . . and watch the crowds turn to envy and admire you?

Because you drive a lot, and are usually in a hurry, we have made this De Soto one of the best performing cars on the road. Powered with its mighty 95-horsepower engine and the new De Soto Gas Saver Transmission, that gives it such amazingly smooth top speed, it is actually as fast in second as many cars are in high . . . and one of the world's best hill climbers.

And to cap the climax . . . with all this smartness and luxury, this richness of appearance, this speed and power . . . we have deliberately made De Soto an economy car. Its gasoline and oil mileage, the savings in wear and upkeep, are phenomenal!

But remember as you read this book . . . *De Soto is a low-priced car* . . . for you're sure to forget it as feature piles upon feature . . . and *anyone who drives a car can afford a De Soto!*



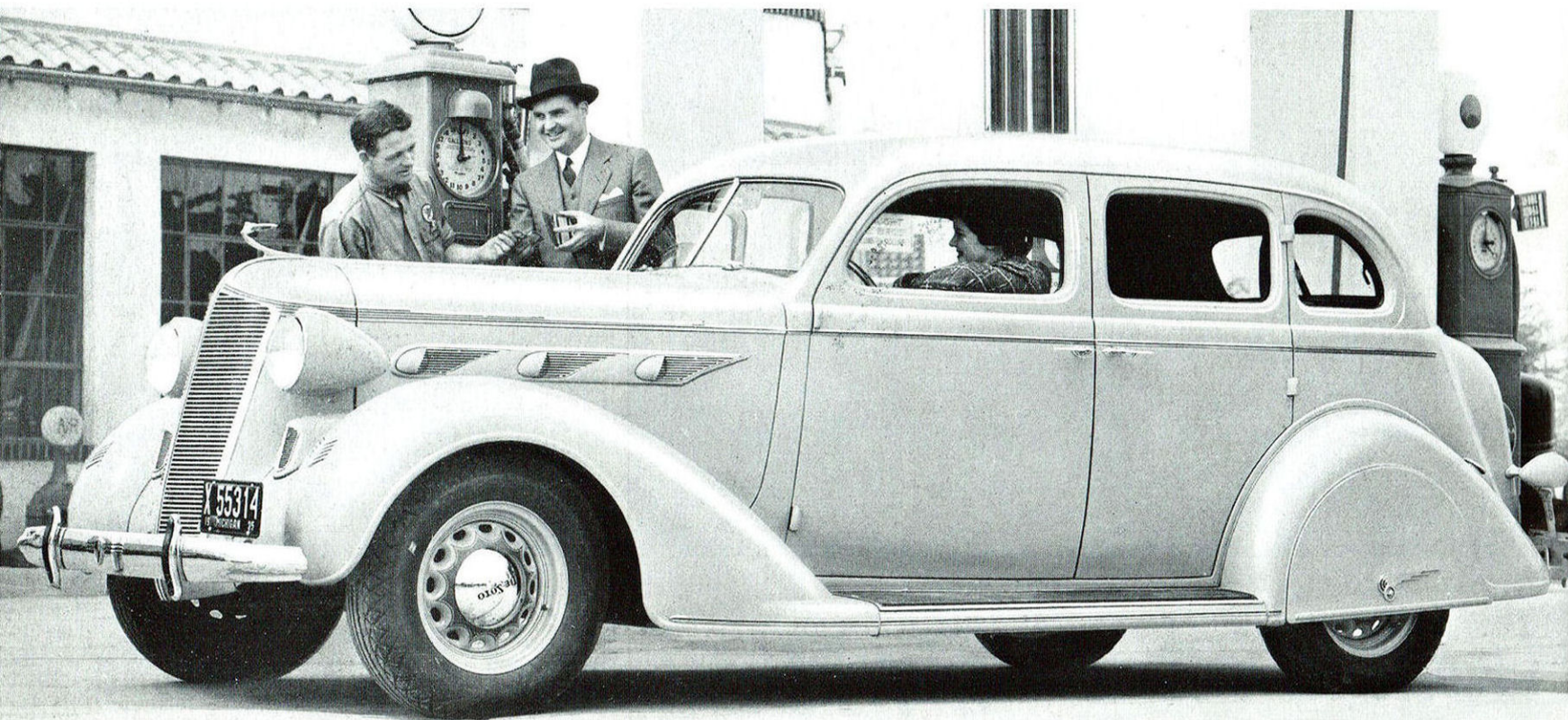
# Smartness with a New Thrill . . . Daringly New and Different



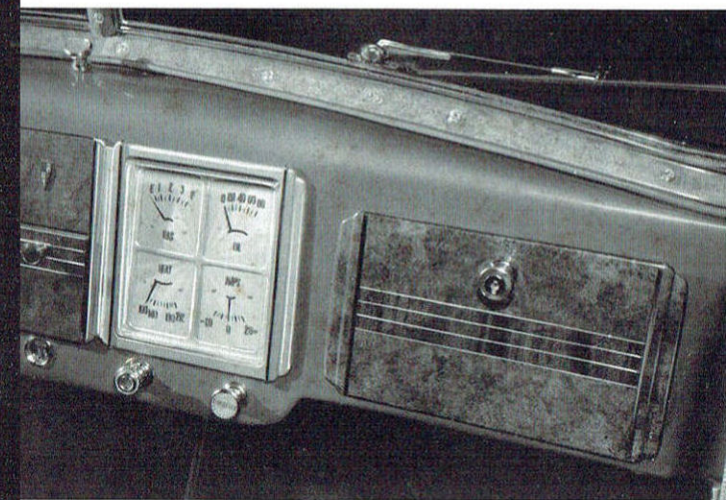
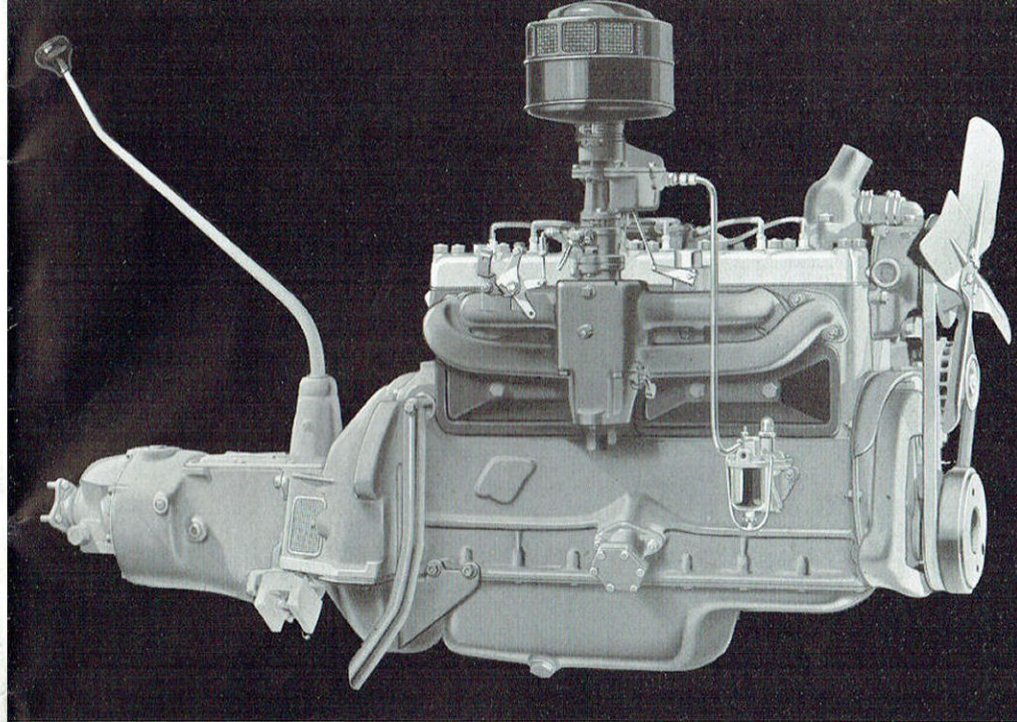
# .. Economy that becomes a Sensation!

TAKE A GOOD, long look at this picture. A De Soto in a filling station is a rare sight! Phenomenal mileage has been obtained with a new full-length water jacket, a higher compression ratio and a new automatic spark control. Actual driving tests, conducted over 100,000 miles of driving, prove that De Soto is far

more economical than most of the smaller, lighter, low-priced cars. There's simply no doubt that this new De Soto is cheaper to operate than your present car. Just ask any De Soto dealer to make a gasoline mileage test. And think! Your savings in fuel and repairs will cover the down payment in a very few months.



# and Beauty



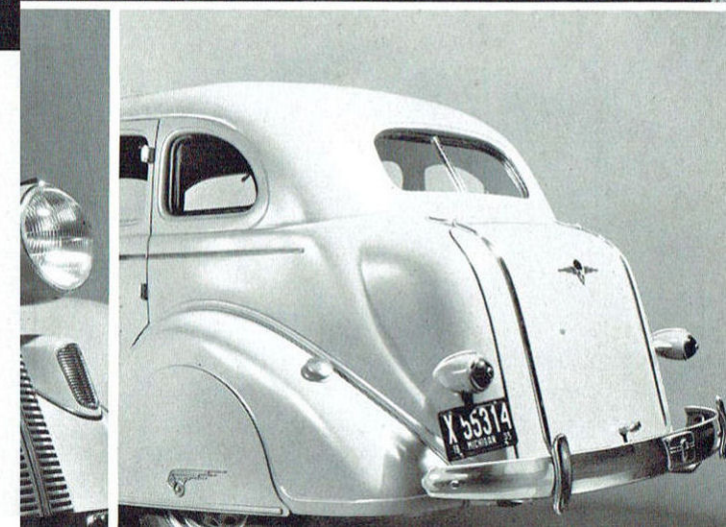
## Portrait of a Penny-Pincher

**I**F YOU'D LIKE to know what gives you these sensational savings, look at the picture above. That's the great De Soto Engine . . . adding new glory this year to its already enviable reputation.

Many features that have won it the admiration of engineers are discussed in the back of this book. But here's common sense anyone can understand: *The best engine is the one that has to work the least to give you the best performance.*

De Soto's engine develops 93 actual brake horsepower . . . which is tremendous power to pull a car of De Soto's size and weight. You can therefore readily see that De Soto's engine does its work with far less effort per mile.

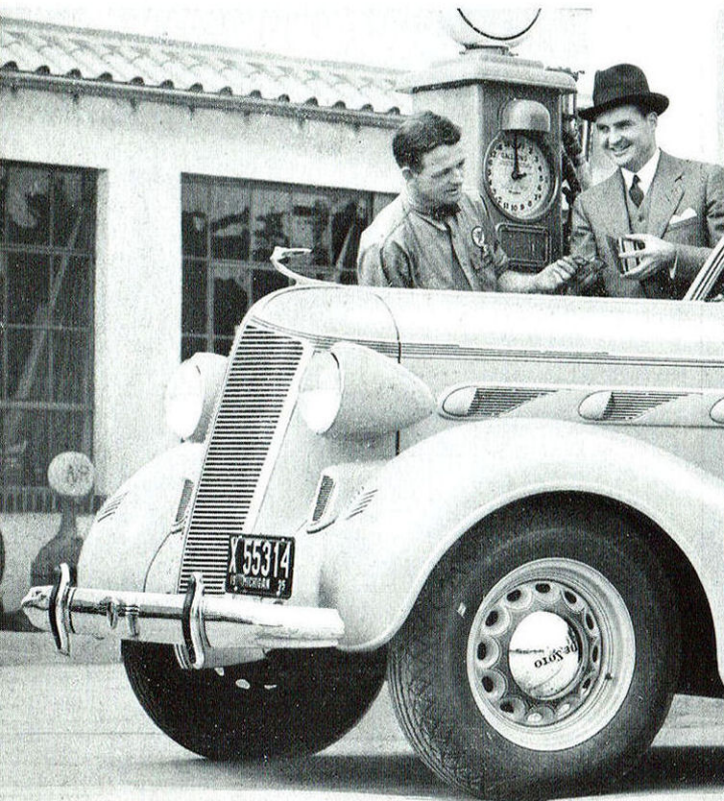
Naturally, it consumes less gas, saves you money. Factory drivers have actually reported 18 to 22 miles to the gallon . . . and even more at cruising speeds with the new De Soto Gas Saver Transmission.





## ..Economy that

TAKE A GOOD, long look at this picture. A De Soto in station is a rare sight! Phenomenal mileage has been with a new full-length water jacket, a higher compression and a new automatic spark control. Actual driving tested over 100,000 miles of driving, prove that De Soto



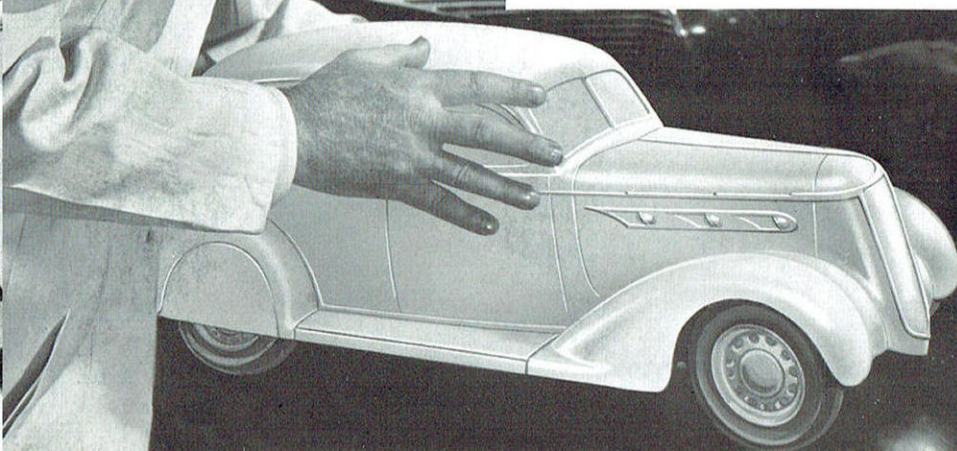
## ..No Other Car Offers Such Luxury and Beauty

**P**ARDON our pride in the fitments that place this Custom De Soto upon a new plane. With all its exterior grace and loveliness, anything short of perfection within would have been a sacrilege. It's as exquisitely finished as the most expensive cars.

For months our chief designers made model after model . . . checking and rechecking tiny details that would escape the ordinary eye.

You'll never know the hours that went into finding the perfect windshield angle . . . or designing the exquisite door handles.

But take De Soto on any ride, on any street. Envious eyes will tell—you are driving the *smartest car of the year!*



**IS THIS THE WORLD'S** most beautiful instrument panel? Style experts say so. But we prefer to let *you* decide.

You don't have to be an artist to admire the warm symphony of beige gray, Circassian walnut paneling.

Being practical, you'll approve of the ingenious arrangement of the dual dials and matched controls . . . dial faces inspired by a rare piece of cloisonné.

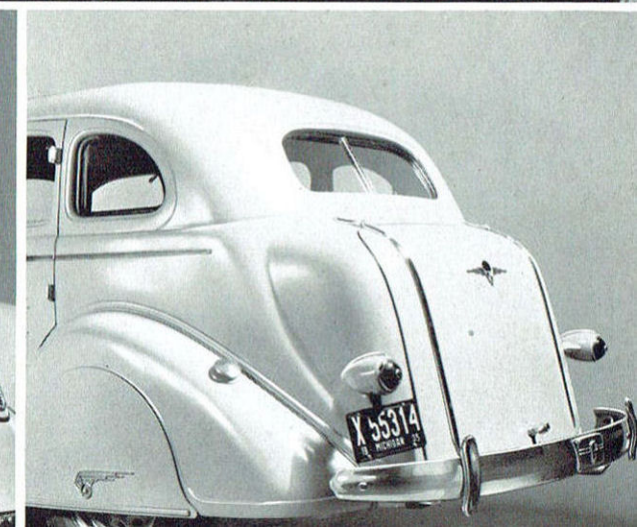
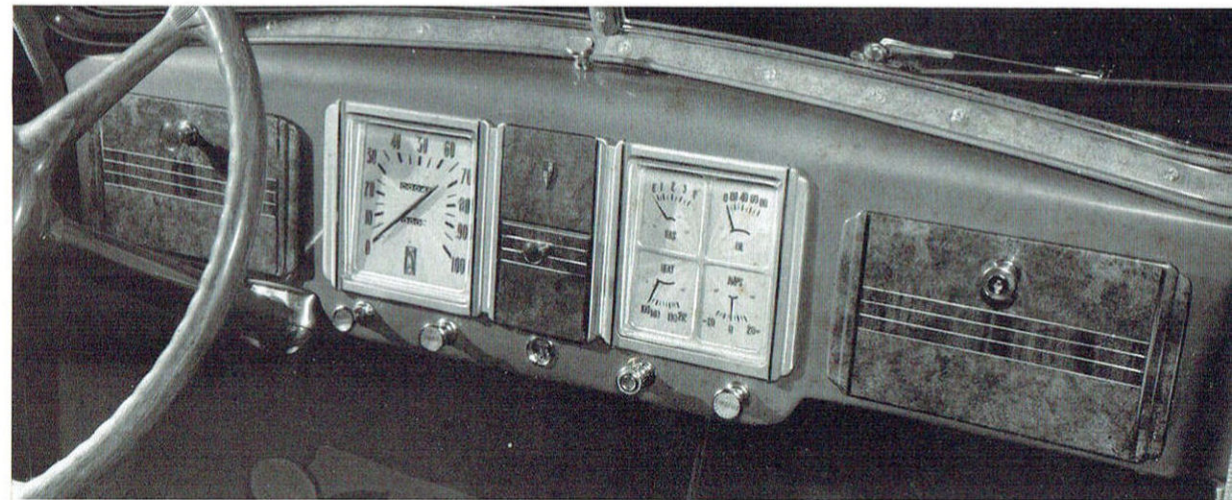
There are two glove compartments, and an ash-tray convenient to everyone.

See how the wide windshield is divided to keep out headlight reflections at night. That button you see on the ledge above controls the double windshield wipers.

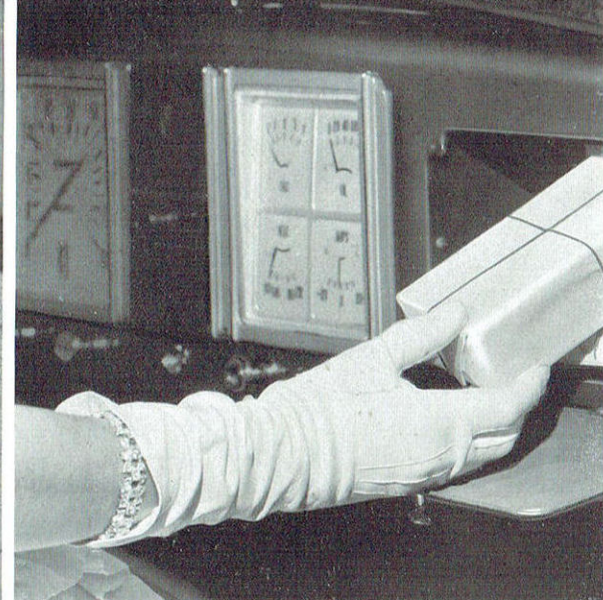
**HERE'S A CAR FRONT** that sends tingles up and down your spine. Big, massive, bold . . . in solid, gleaming chromium. Horns tucked away in the twin grilles beneath the bullet lights.

That striping from the radiator sweeps gloriously back, all the way to the rear of the car! And note the chevrons on the fenders . . . another touch of genius that identifies the Custom Airstream De Soto wherever you go.

**IT'S NEWS** when people talk about the rear of a car! But look at the speed and excitement in this back view of this new De Soto. It looks like it's going places even when it's standing still!







## De Soto Makes Little Things Count!

### **New type foot rest gives roomier effect!**

Cleverly recessed in the back of the front seat, in the Custom touring sedan, it actually seems to add three inches to the already roomy body interior.

### **New strong lock on glove compartment.**

A place to put your personal belongings . . . books, cigarettes, vanities . . . where you know they'll be safe!

### **Elbow rests tailored to conform to your arm.**

Comfortably padded, and so shaped that they add still more inches to De Soto's exceptionally wide rear seat.

### **Double sun visors do many new tricks.**

One for the driver; its twin for the front seat passenger. Each swings a full ninety degrees horizontally. Also vertically up and down. Complete protection for your eyes whether sun comes through windshield or either window.

### **Ash trays just where they ought to be!**

Right at the front end of each of the tailored rear-seat elbow rests—just below your hand's natural position. Note on the page opposite how richly tufted is the paneling on the door . . . the drawing room spaciousness of the rear compartment. The door sill is practically level with the running board for easy entrance and exit.







## "We'll be in Chicago in 10 Minutes"

**S**ORRY, young lady, to click the picture when you're off your guard . . . but you illustrate perfectly something that's hard to explain with words.

You're flying through space at some six thousand feet a minute. The road is none too smooth. But you're lying there totally unconcerned . . . peacefully day-dreaming . . . and without a hair out of place!

Remember the way you used to sit . . . bolt-upright, clinging to the assist cord, bracing yourself for the bumps, holding your hair? Remember, too, how long this trip used to be?

Somewhat, since the arrival of the new De Soto distances seem to have shrunk. The ride into town is no longer a chore. You seem to have more fun when you get there . . . maybe because you feel so fresh and rested.

. . .

How different from most cars! Most cars set up disturbing vibration which increases the faster you travel. When they reach a certain point your body telegraphs your mind, "Stop! I can't

stand going this fast!" The fatigue limit of your body has been reached.

You can put your foot down on the gas and make your body stand it. But the nerve-wearing rumble and tremor soon begin to tire you out. After an hour or so, you feel all in.

In the De Soto . . . regardless of your speed or road . . . your muscles and nerves are relaxed. You can drive all day and not feel tired.

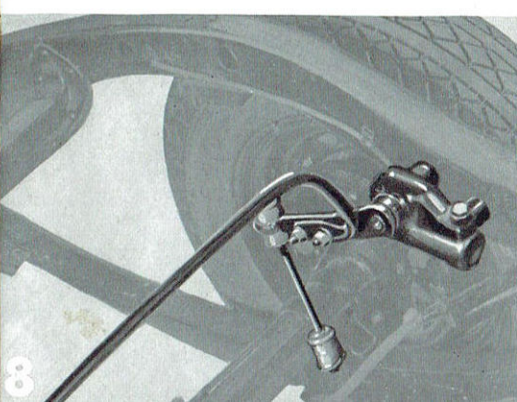
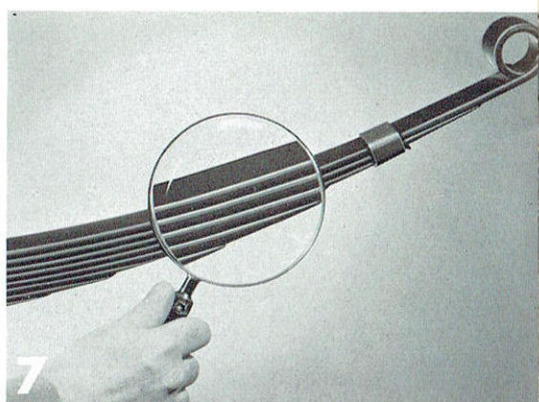
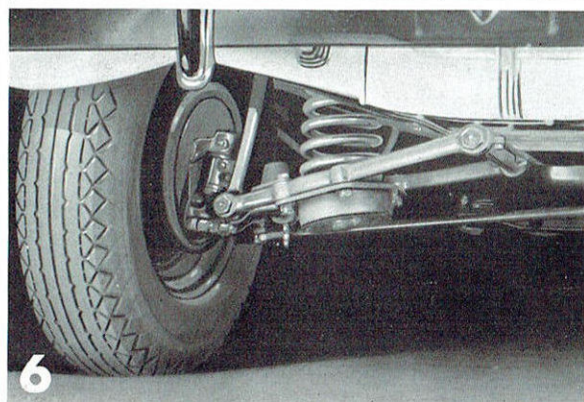
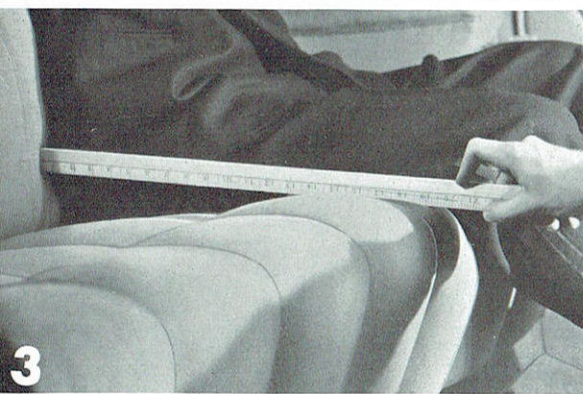
For one thing, De Soto's unique combination . . . Individual (knee-type) Front Wheel Springing, and extra-long tapered rear springs . . . work together to smother the bumps in the road.

A second cause of car weariness is lack of rigidity of the car body itself. De Soto engineers solved this with a heavier frame, 50% more rigid than the old type. And between this frame and body they placed rubber shims to eliminate even the tiniest squeak.

To all this . . . add Floating Power Engine Mountings! These patented rubber cushions upon which the whole engine rests, dissipate all vibration without carrying it through the frame to occupants of the car. Briefly . . . that explains De Soto's marvelous ride!







# Thanks to Mr. Zeder FOR THESE RIDE IMPROVEMENTS!

1. New adjustable, butterfly-type front ventilating wings can also be lowered completely with the whole front window!
2. Instead of lowering into the body, the rear-quarter windows now swing outward, giving far better and more scientific air circulation.
3. Greater depth has been added to De Soto's already exceptionally wide rear seat. And all seats are higher . . . "chair height" . . . coming up under and supporting the knees for easier riding.
4. Front-seat adjustment amazingly easy, from the driver's position.
5. Larger, handsomer trunk, gracefully curved into the lines of the body . . .

- more room now than ever . . . fitted with an improved theft-proof lock.
6. Individual (knee-type) front wheel springs, as developed by Chrysler Corporation engineers . . . proved soundest by millions of miles in actual use.
7. More and thinner leaves in the rear springs, made possible by a new spring material called "Amola" steel . . . made still more resilient by *tapering* at the ends of the leaves.
8. Shock absorbers of a new, improved type make riding smoother than ever. And the Ride Stabilizer prevents lurching and sidesway when the car is rounding a curve or passing another car.



THIS IS FRED ZEDER, Vice-chairman of the Board, in charge of engineering of the Chrysler Corporation . . . whose mission in life is to take the bumps out of the lives of others . . . particularly De Soto owners.

## One Out of Every 5 miles is FREE!

FIVE MILES FOR the price of 4 . . . at cruising speeds, with the new De Soto Gas Saver Transmission. As soon as it goes into effect, you begin to save money.

It's like this . . . At 60 miles an hour, your engine is operating at 40 miles an hour in fuel consumption . . . you can drive many miles farther on the same gasoline.

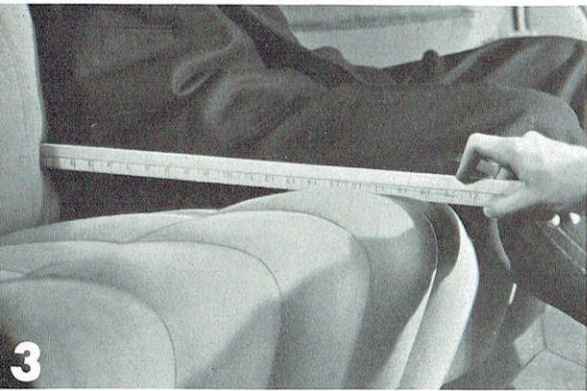
At 45 miles an hour, the engine uses less gas than other cars doing 30. One out of every 5 miles is free!

These figures mean big daily savings, of course, for those who do any amount of straight-away driving. But it's when you take a long trip that you'll appreciate it most.

Figure the number of miles you travel at speeds of 45 an hour or over. For those miles, you will buy less gasoline.

And besides fuel savings, the engine does not work so hard. Therefore, there is less engine wear and a tremendous gain in piston, piston ring, and cylinder bore life.





# At 45 Miles Per Hour a Miracle Happens

**Y**OU'RE sailing along at 40 . . . 42 . . . 45 . . . and suddenly a miracle happens! The engine's hum subsides, yet you seem to go faster. You're pulled along as if by magic!

If you could watch what is going on under the hood, you'd be amazed to see De Soto's engine lazing along at speeds which cause other engines to labor.

And it all happens without your doing anything about it, *automatically* . . . without buttons to push, or levers to pull. Hence the magic effect.

Who did it? . . . What did it? . . . Just the new De Soto Gas Saver Transmission\* going into operation.

Engine speed is reduced approximately 30% . . . without affecting the speed of the car . . . Top speed is lifted, beautifully effortless and smooth.

De Soto's new Gas Saver Transmission applies to second gear, too . . . and makes De Soto one of the best hill climbing cars in the world.

With this new Gas Saver Transmission, De Soto is actually as fast in second speed as many cars are in *high*!

\*Optional at slight extra cost.



## One Out of Every 5 miles is FREE!

FIVE MILES FOR the price of 4 . . . at cruising speeds, with the new De Soto Gas Saver Transmission. As soon as it goes into effect, you begin to save money.

It's like this . . . At 60 miles an hour, your engine is operating at 40 miles an hour in fuel consumption . . . you can drive many miles farther on the same gasoline.

At 45 miles an hour, the engine uses less gas than other cars doing 30. One out of every 5 miles is free!

These figures mean big daily savings, of course, for those who do any amount of straight-away driving. But it's when you take a long trip that you'll appreciate it most.

Figure the number of miles you travel at speeds of 45 an hour or over. For those miles, you will buy less gasoline.

And besides fuel savings, the engine does not work so hard. Therefore, there is less engine wear and a tremendous gain in piston, piston ring, and cylinder bore life.



# DeSoto takes no chances with your Safety!

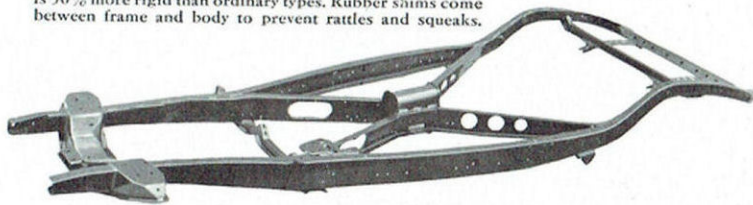
**F**IRST and foremost, De Soto is built for safety. Whereas even today some cars do not have safety-steel bodies and hydraulic brakes . . . every De Soto built has had these two necessary safety features.

The only way De Soto could build safer cars this year was to improve on these already established features. They more than meet all requirements.

**Safety-Steel Body.** This year's De Soto body is safety-steel throughout . . . mounted directly to the rigid frame, with insulation between.

An entirely new type of construction in the steel pillar posts makes the safety-steel body fifty per cent more rigid.

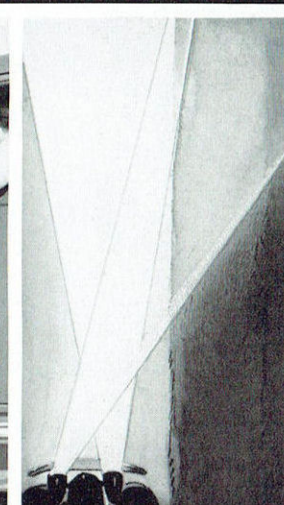
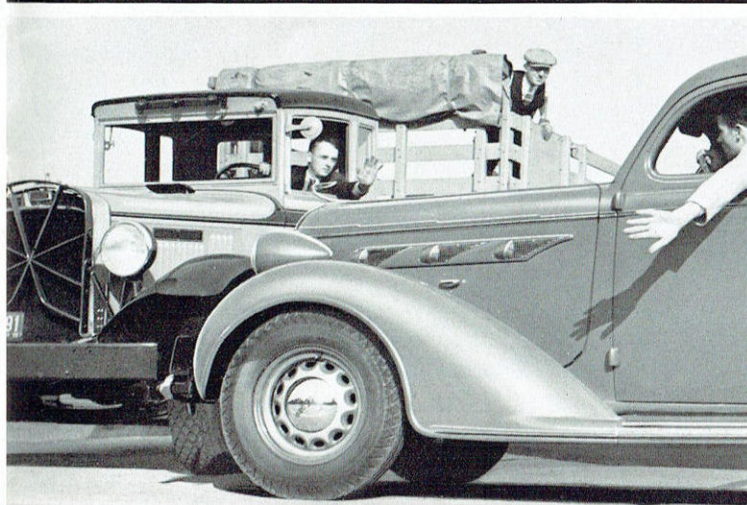
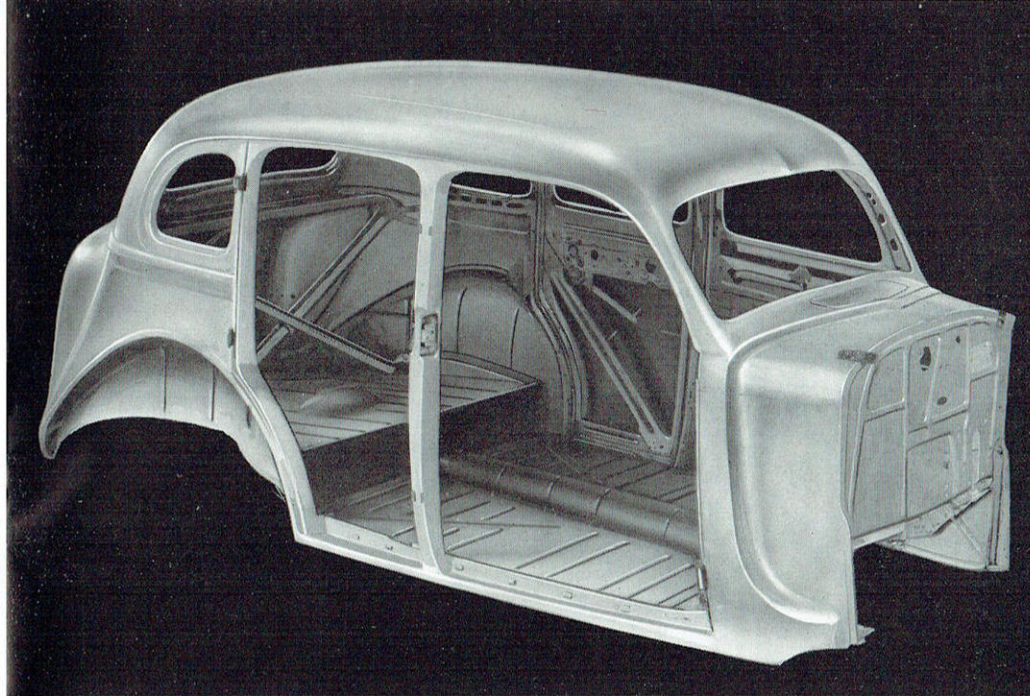
Even huskier and stronger, De Soto's new X-type box frame is 50% more rigid than ordinary types. Rubber shims come between frame and body to prevent rattles and squeaks.



The top is insulated so that it serves also as an antenna for the car radio . . . improving reception immeasurably.

**De Soto Hydraulic Brakes** are genuine hydraulics. Your stopping power is in exact proportion to the pressure of the foot on the pedal. Centrifuse brake drum linings wear two to five times longer . . . saving you many dollars in renewal expense each year.

**Safety Vision Lights** for night driving. Controlled by the foot, they direct light from the center of the road toward the right edge, when passing cars. They ease your eyes . . . prevent the common cause of accidents in night driving.







# They call it "Hell's Half-Acre"



"Bust-'em-up Toby" . . . that's what they call him over at the Engineering Laboratory . . . But to the rest of the world, if you please, this is Mr. Couture, Chief Experimental Driver for

the Chrysler Corporation. His job is to wreck the beautiful cars we build so carefully at the laboratory . . . to ferret out the weak points . . . so we can offer a better-built De Soto to you.

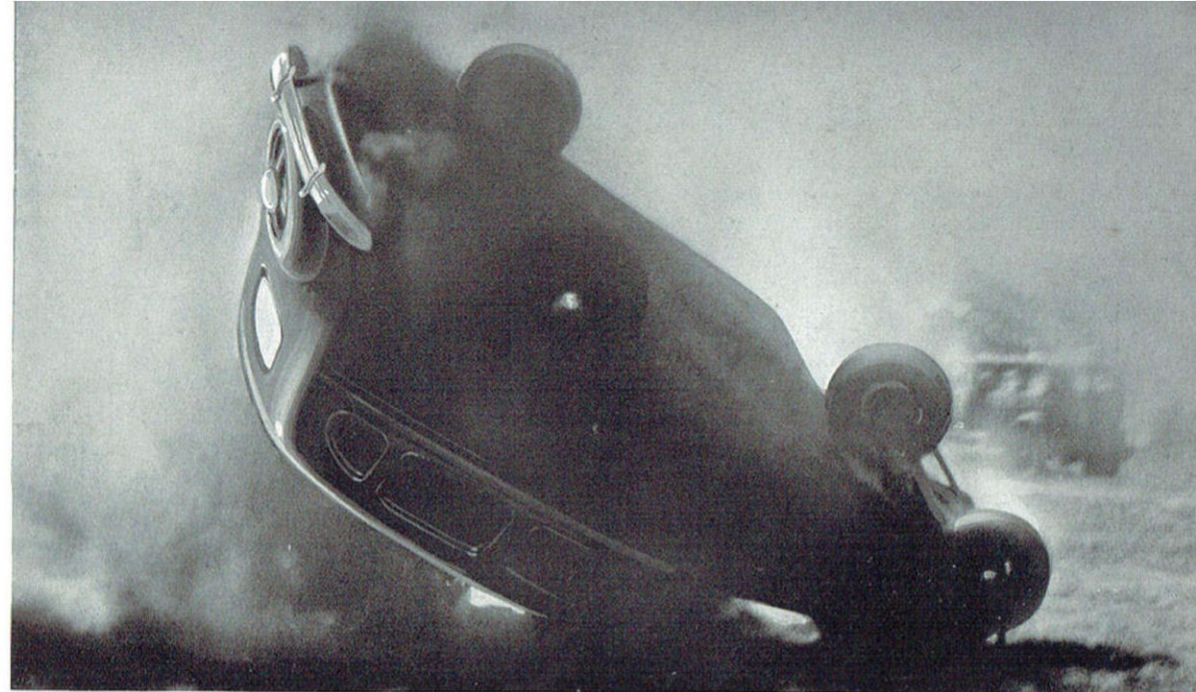
IT'S a desolate sea of soft sand, full of ruts, railroad ties, mud-holes two feet deep. You'd think the only thing that could stand being driven over that would be an army tank. Certainly, no motor car! Yet . . .

You hear a shout and down the ramp comes a brand new De Soto. At break-neck speed it plunges into "Hell's Half-Acre"—burying its nose into mud—then is tossed into the air by obstacles. Wham! What's that? The driver has deliberately locked the wheels! With a sickening thud the car rolls over—and over—and over. You wonder how any man can live through such neck-breaking jolts and blows.

Anybody hurt? No—the testers right the car and calmly drive it away. That's nothing in their lives . . . or in the life of a De Soto.

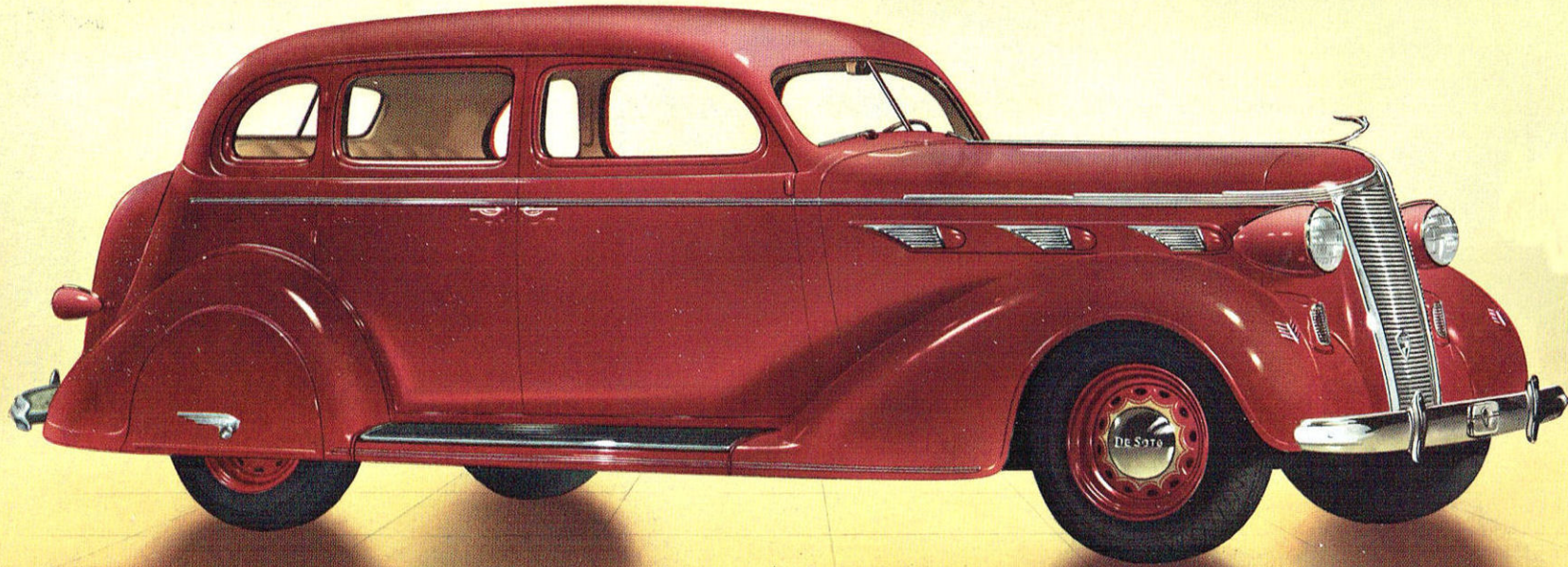
You'll never punish your De Soto like that in a million years. You'll never find a detour half as rough and tough as the testing ground we use. To equal driving conditions like these, they would have to be made to order.

But . . . no matter what the driving conditions may be . . . there's nothing in all the world more comforting than to know that you're driving a car that can take it . . . and come up smiling.





# Put Yourself in This Picture

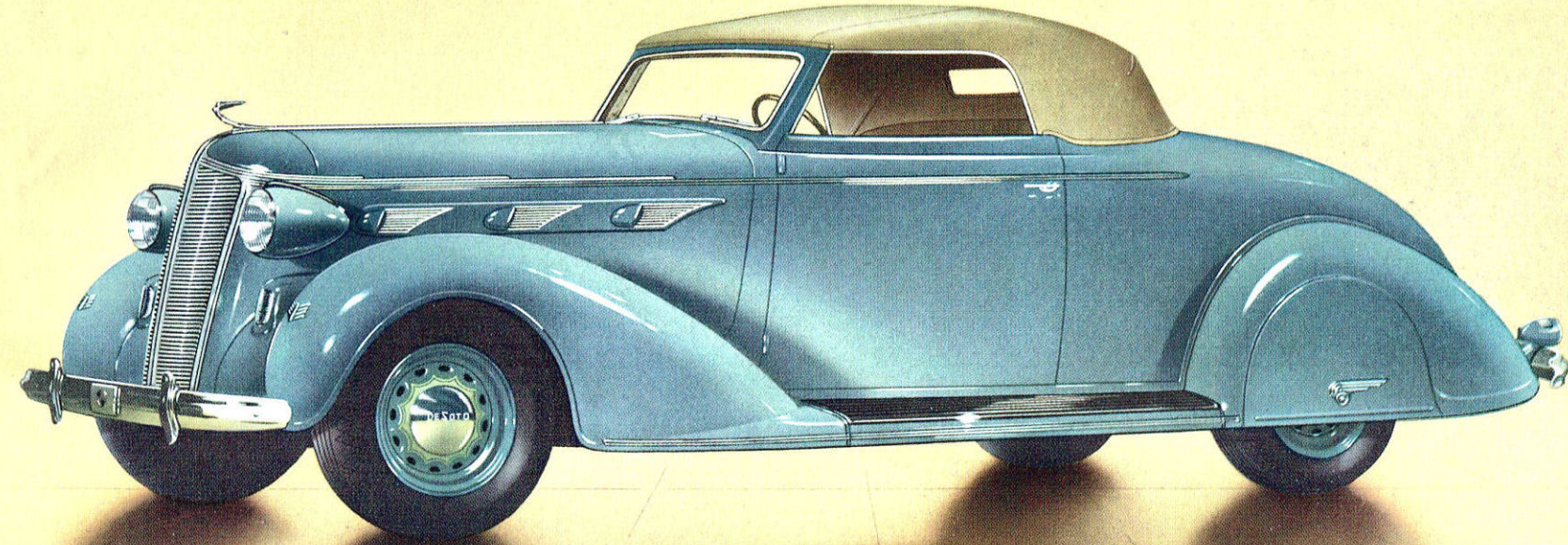


CUSTOM AIRSTREAM DE SOTO TOURING SEDAN

De Soto looks "big money" . . . but smart designing, brainy engineering and the vast manufacturing resources of the Chrysler Corporation make it a miracle of economy. Who wants a common-

place car when you can get this longer, lovelier, bigger De Soto? Especially when the cost is but a trifle more than the lowest-priced cars. Same body style available in the De Luxe series.

# Don't say you can't Afford It!



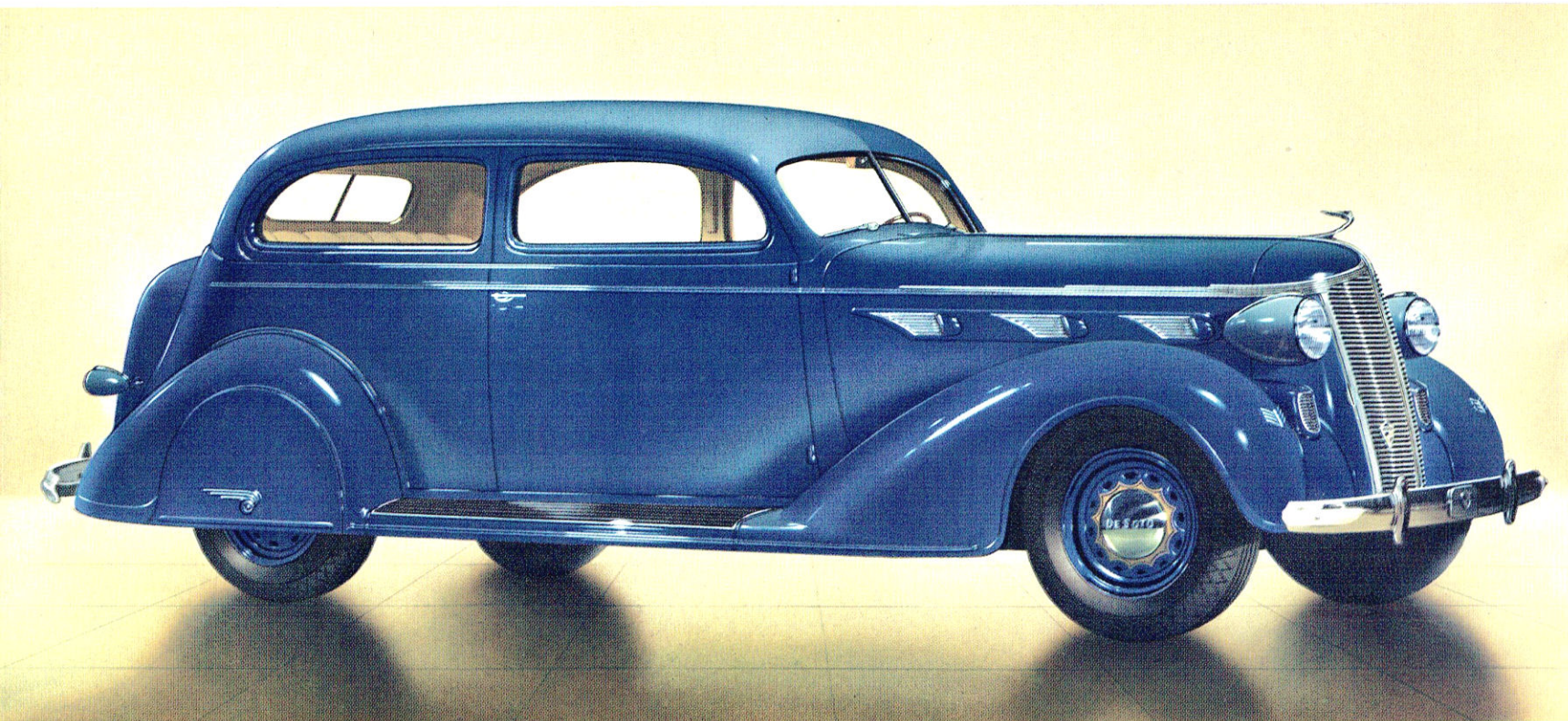
CUSTOM AIRSTREAM DE SOTO CONVERTIBLE COUPE

We admit it. We made this fast and "sporty" . . . for young people who don't mind admiring glances. Do you like to race with the wind? Do you object to another car's dust? Just touch that throttle,

few cars built today can stand the challenge of a De Soto! Its extra frame that holds the body like a vise prevents all squeaks and rattles. A choice of color combinations and genuine leather upholstery.



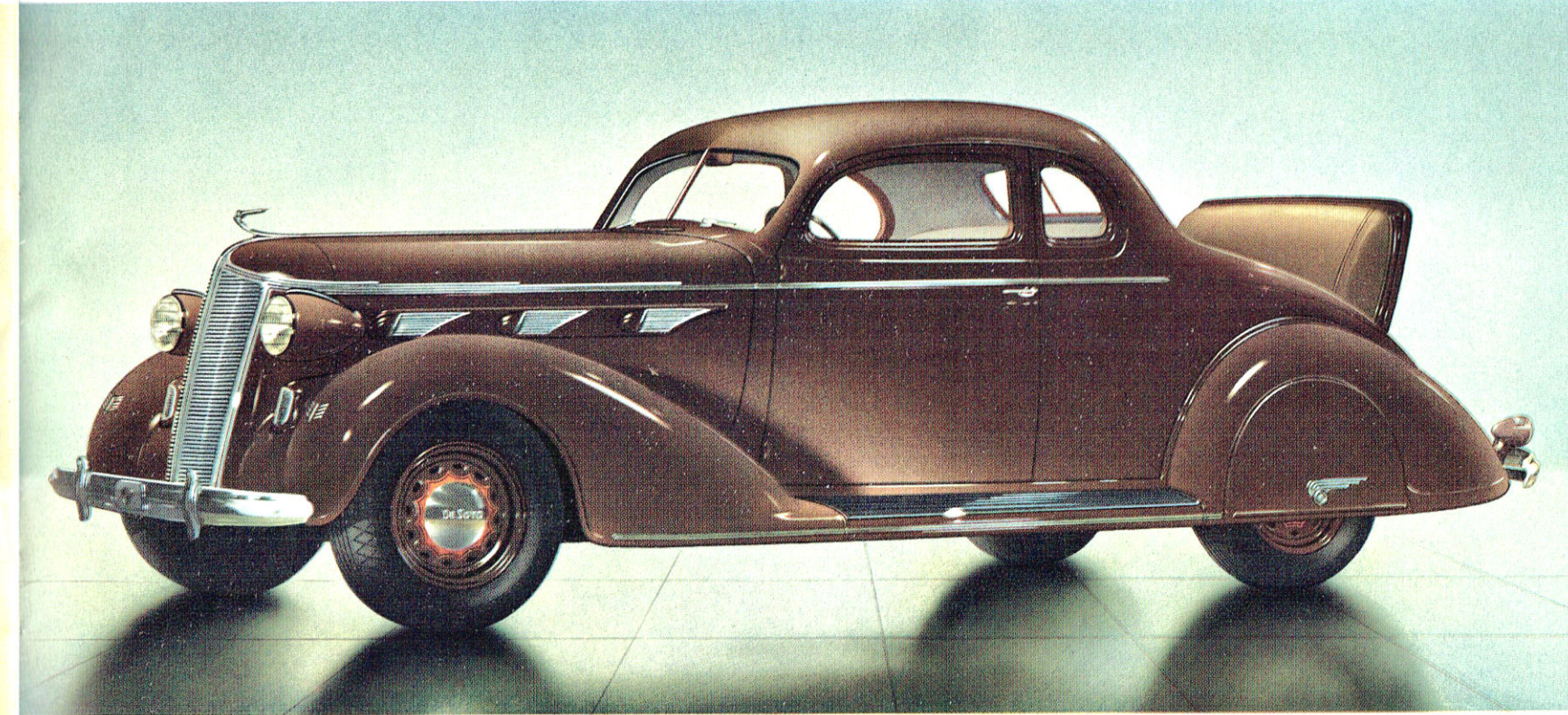
# It's EASY to set the Pace . . . in America's Smartest Low-Price Car!



CUSTOM AIRSTREAM DE SOTO TOURING BROUGHAM

Ever realize how little more a De Soto costs than the lowest-price cars? Merely a matter of a few dollars more a month. And money can't measure the extra value you get . . . the added thrill of

driving a car that asks no odds on style or beauty. This Brougham is the ideal family car. It has a flair that will bring joy to the heart of any woman who loves nice things. Also available in the De Luxe series.



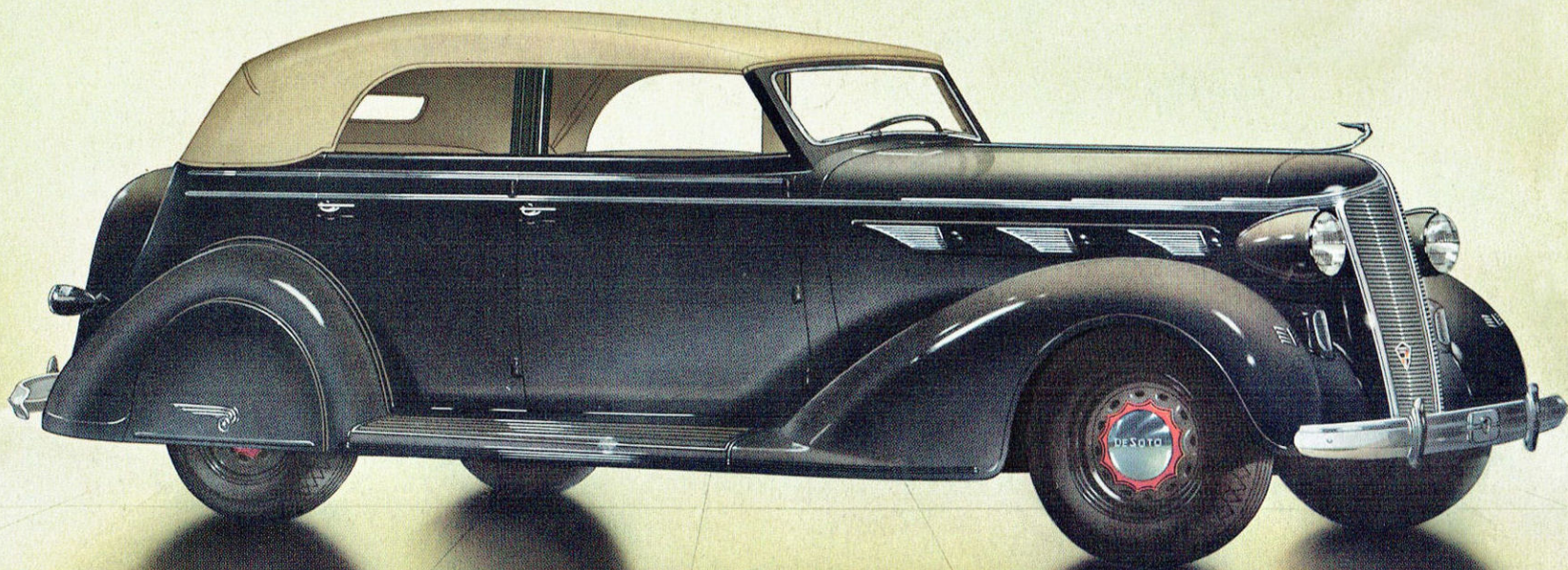
CUSTOM AIRSTREAM DE SOTO RUMBLE SEAT COUPE

Salesmen and professional people favor this model . . . for they know it pays to be smart. Look at the trimness of its lines . . . the military-like briskness of its top. The big, roomy rumble seat

takes care of the extra couple. Available in the De Luxe series with no rumble seat . . . the entire rear deck being available for storage space. It's surprising how much luggage can be accommodated.



# It's the New Performance Leader



CUSTOM AIRSTREAM DE SOTO CONVERTIBLE SEDAN

It makes you feel years younger just to look at this dashing model! But wait 'til you see it with the top down! Up or down . . . it's just a matter of seconds. And in rainy or cold weather, it's just as

snug and warm as you could wish. You know what dash a convertible sedan has . . . that certain swank everybody envies. Available in many different color combinations. Upholstered in genuine leather.

## Under its Smart Lines there's Amazing Thrift!

**W**E'RE purposely saving the best for the last . . . a story you'll appreciate more and more as your years of De Soto ownership roll by.

To say that cars built by the Chrysler Corporation are better built means nothing . . . until you've talked with a De Soto owner. He'll tell you what that means in his own language, and yours . . . in dollars and cents . . . in lower repair bills and higher resale values.

But *why* De Soto saves you money . . . that's a story which any De Soto dealer can tell you without becoming the least bit technical.

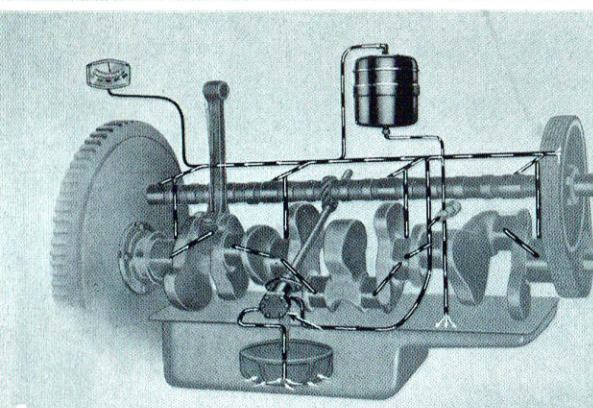
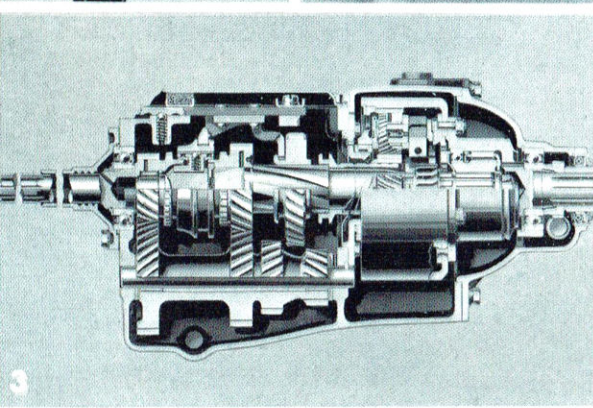
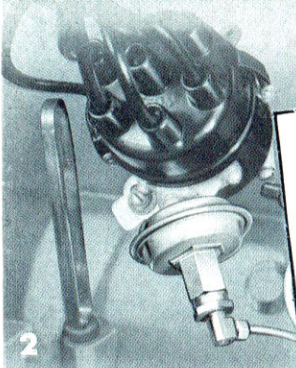
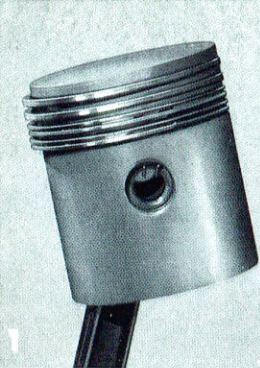
How exhaust valve-seat inserts postpone valve grinding up to 30,000 miles. How aluminum pistons, weighing one-third less save gas, increase power . . . anodic-coated to double their life, too . . . and with 4 rings instead of 3, for further fuel savings.

How the air cleaner, oil filter and ventilated crank-case save engine wear. How the Automatic Choke stops waste. Why genuine Hydraulic Brakes need less attention. How Centrifuge brake drums make brake linings wear two to five times longer. All about air-cooling that greatly increases generator life . . . over-size battery and clutch . . . more anti-friction bearings. How the common cause of repair and replacement expenses is *engineered out*.

On the following pages are the outstanding engineering features. Go over them carefully . . . and because they mean so much in future operating economy . . . insist on having them in the car you buy.

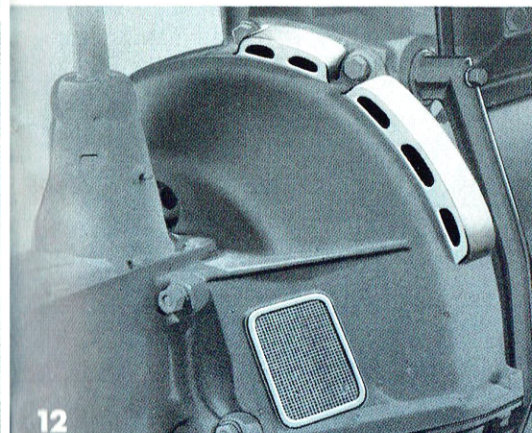
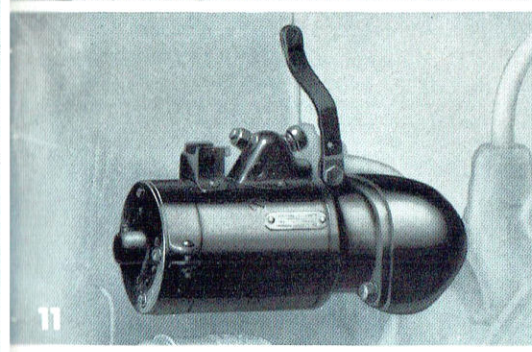
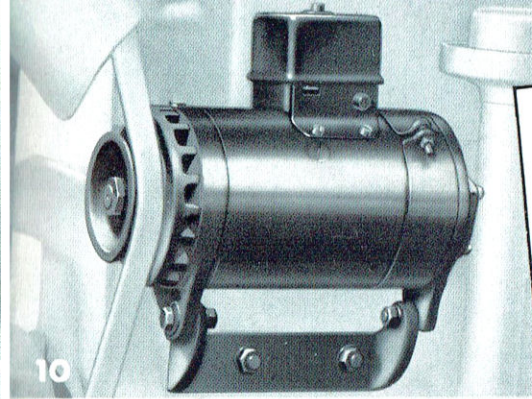
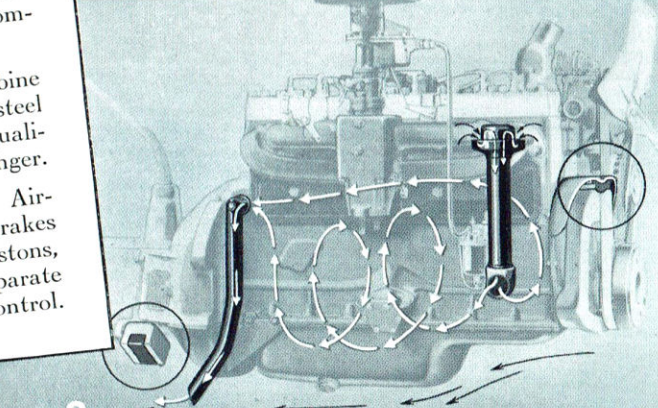
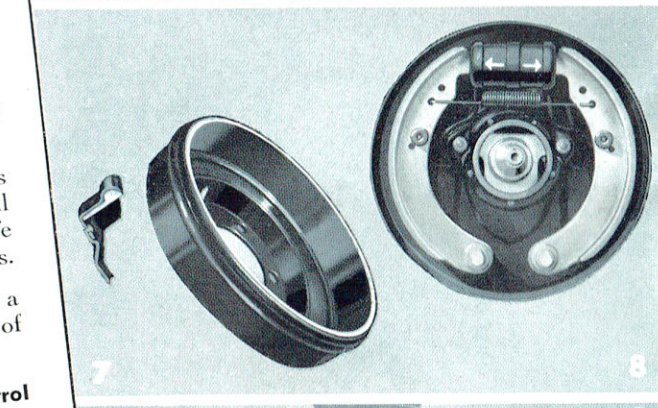
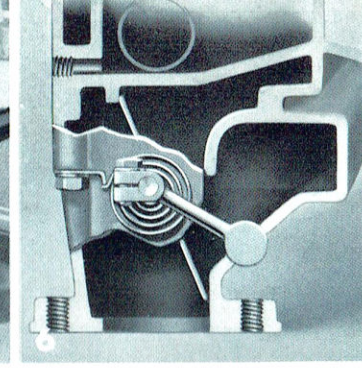
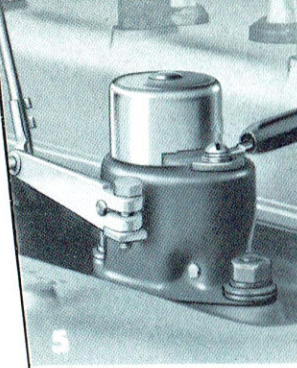






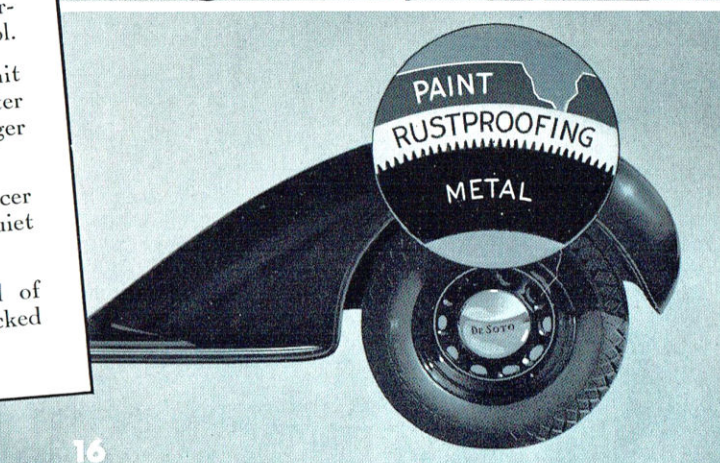
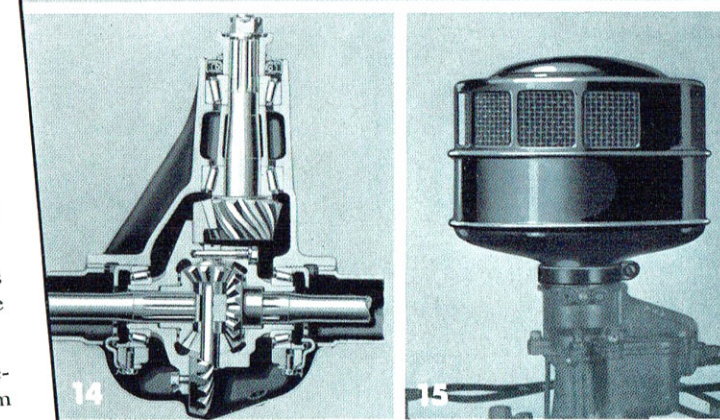
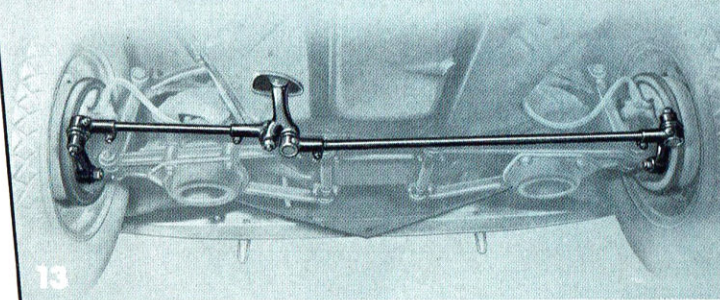
## Engineered for the Years Ahead

1. **Anodic Coated Aluminum Pistons**, lighter weight, means less strain on the bearings resulting in longer engine life. The anodic coating makes them practically immune from wear.
2. **Automatic Spark Advance** with Vacuum Control permits high compression without knock.
3. **Syncro-Silent Transmission** makes possible quick, easy, silent shifting at all speeds and in all gears.
4. **Full Pressure Lubrication** provides for positive circulation of oil to all vital engine parts assuring long life to the precision fittings and bearings.
5. **Automatic Choke** makes possible a perfect start every time, regardless of temperature.
6. **Automatic Manifold Heat Control** insures proper heating of the incoming fuel mixture.
7. **Centrifuge Brake Drums** combine the light weight and strength of steel with the rapid heat dissipating qualities of cast iron . . . linings last longer.
8. The wheel cylinders of the Air-stream's genuine hydraulic brakes are equipped with double pistons, each piston actuating a separate brake shoe—resulting in safer control.



## These Features Save You Money

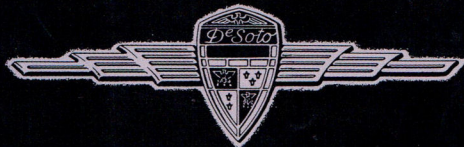
9. **Floating Power** engine mountings—a patented feature for which there is no substitute—insulates occupants of the car from all vibration. Crankcase ventilation eliminates harmful gases which cause oil dilution and corrosion.
10. **Air-Cooled Generator** gives greater output at all speeds—keeps the battery fully charged for operating electrical accessories.
11. **Positive-Shift Type Starter** prevents sticking and chipping of gears.
12. **Air-Cooled Clutch** gives facings much longer life. Pedal pressure greatly reduced.
13. **Shockless Steering** effectively prevents front wheel road shocks from reaching the driver through the steering wheel, resulting in better control.
14. **Hypoid Rear Axle Gears** permit greater tooth area, provide greater strength and smoother action. Larger pinion bearing gives longer life.
15. **Air Cleaner** and Intake Silencer insures longer engine life and quiet operation.
16. **Rustproofing** prevents spread of rust if paint is accidentally nicked . . . preserves metal and finish.











# DE SOTO

**A PRODUCT OF CHRYSLER CORPORATION**