DESOTO SIX

with FLOATING POWER



DESOTO'S NEW STEEL BODIES ARE SMARTER, ROOMIER, SAFER

De Soto's all-steel bodies have always offered outstanding advantages in low overall height, safety, silence, comfort, roominess and durability. Formed from five basic steel sections which are welded together to form a complete body, there are no joints to rattle or squeak. No wood to warp. Use of sound deadening materials on all body panels insures a quiet ride.

The new De Soto offers still further advancements in increased roominess, beauty and style. Visorless slanting front and a slanting rear panel add to fleet appearance and lessen wind resistance. Belt mouldings are higher and wider, more pleasing to the eye. De Soto steps out in added style and improved design of safety steel bodies.



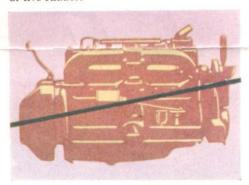
New 75-horsepower Engine, 211.5 cu. in. displacement . . . Silver Dome High Compression Cylinder Head . . . Full pressure Engine Lubrication . . . Iso-therm Pistons . . . Dash Engine Temperature Indicator . . . Spring Shock Eliminator . . . Hydraulic Shock Absorbers . . . Air Cleaner and Carburetor Intake Silencer . . . Thermostatically Controlled Cooling System . . . Positive Fuel Pump . . . Crankcase Ventilator . . . Oil Filter . . . Counterweighted Crankshaft . . . Torsional Impulse Neutralizer . . . Handbrake on Driveshaft . . . Timken Bearings in Wheels, Pinion and Differential . . . Bonderized Rust Proof Enamel Parts . . . Closed Cars Wired for Radio . . . Duplate Safety Plate Glass (optional

at slight extra cost)... New Single Latch Hood Fastener...
New, distinctive headlamps... New Radiator Ornament
... Dual Trumpet Horns (Custom Models)... Dual Windshield Wipers (Custom Models)... Dual Stoplights (Custom Models)... New, distinctive Hardware... "Bandit-proof"
Doorlocks... Adjustable Interior Sun Visor... Parcel
Container opposite Sun Visor (Custom Models)... Adjustable Seats... New Luxurious Upholstery and Fittings...
Double Hood Ventilators... Onyx and Chrome Finish of
Controls and Fittings... Cigar Lighter (Custom Models)
... Smaller wheels, larger tires (Custom Models)...
Choice of Five Demountable Wire or Wood Wheels.

Motoring's Outstanding Advancements ALL combined in the DE SOTO SIX

Floating Power

Walter P. Chrysler triumphs again with another great basic improvement in automobiles that must inevitably affect all design from now on. Floating Power is a fundamentally new principle of engine mounting which eliminates engine vibration. Floating Power permits the engine to rock on its natural axis. The engine actually floats in two thick cushions of live rubber.



With Floating Power the motor is in perfect balanceresulting in vibrationless operation.



Automatic Clutch With Silent Gear Selector

Along with Floating Power, DeSoto makes available the Automatic Clutch with Silent Gear Selector, at slight extra cost. With the Automatic Clutch, your left foot is free. No buttons to press, no pedals to operate. It is completely automatic. Merely lift your foot from the accelerator and the gear shift lever becomes a Silent Selector.

"X" Girder Braced Double Drop Frame

De Soto has always had a sturdy foundation in its deep-channeled double-drop frame — but it has been made even stronger — and De Soto's roomier steel bodies are even lower and safer. Heavy steel cross members join with the side members in a new X girder braced design. The result is greatly added strength, particularly from the front of the body to the front of the car, plus added rigidity for radiator, headlamp, fenders and body.



De Soto Free Wheeling is the Cam and Roller type. The most efficient known to the industry.

Free Wheeling

Of course you want Free Wheeling! But you want it right. And here it is . . . perfected by De Soto. All the benefits of easier handling . . . less work for the engine . . . lower gas consumption. De Soto's Free Wheeling is a perfected Cam and Roller type. In reverse gear, the lock-out becomes automatic. When forward speed is resumed, free wheeling becomes automatically effective again. The combination of Free Wheeling, Automatic Clutch and De Soto's Constant Mesh Transmission with silent helical gears gives you effortless driving and gear shifting.

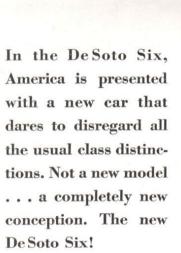


Hudraulic Brakes

Always the most efficient, De Soto's new Hydraulic brakes are larger. But more important, they embody an entirely new development in construction. In De Soto's brake drums, cast iron is spun at intense heat into an outside steel drum. The two metals are fused together by centrifugal force. Thus, by an entirely new process, De Soto's brakes are given the superior properties of both metals.



America's Smartest LOW-PRICED SIX



Beauty that is breath-taking ... even in a day of good-looking cars. Performance that welcomes comparison with de luxe ears more than twice its price. An array of new features—some of them basic in importance—like Floating Power—that begin where other cars stop. All co-ordinated ... for superb performance. Offered at a price that hardly seems believable.

The De Soto strikes you immediately as being unusual. It looks longer...lower... larger. And it is. Every detail . . . from flowing, over-sized one-piece fenders to



the tasteful interior fittings...has the rich and generous proportions of the custombuilt car.

You have never seen such a radiator before ... here or in Europe.

A perfect semi-circle of gleaming metal sweeping back to a cowl-less hood. Harmonious beauty in every detail. And strikingly different.

De Soto has created a new vogue in automobile design and a new standard of values. Others will copy it . . . or try to. But today, De Soto alone offers you the pride of exclusiveness . . . yes, and the thrill of thrift.

If you think a single word of this is an exaggeration, see the car for yourself. Get behind the wheel on the road. Compare it with any other car costing less than \$1000. And then decide.

Motoring's Outstanding Advancements ALL combined in the DE SOTO SIX

Floating Power

Walter P. Chrysler triumphs again with another great basic improvement in automobiles that must inevitably affect all design from now on. Floating Power is a fundamentally new principle of engine mounting which eliminates engine vibration. Floating Power permits the engine to rock on its natural axis. The engine actually floats in two thick cushions



With Floating Power the motor is in perfect balvibrationless



Automatic Clutch With Silent Gear Selector

Along with Floating Power, DeSoto makes available the Automatic Clutch with Silent Gear Selector, at slight extra cost. With the Automatic Clutch. your left foot is free. No buttons to press, no pedals to operate. It is completely automatic. Merely lift your foot from the accelerator and the gear shift lever becomes a Silent Selector.

"X" Girder Braced Double Drop Frame

De Soto has always had a sturdy foundation in its deep-channeled double-drop frame - but it has been made even stronger - and De Soto's roomier steel bodies are even lower and safer. Heavy steel cross members join with the side members in a new X girder braced design. The result is greatly added strength, particularly from the front of the body to the front of the car, plus added rigidity for radiator, headlamp, fenders and body.





De Soto Free Wheeling is the Cam and Roller type. The most efficient known to the

Free Wheeling

Of course you want Free Wheeling! But you want it right. And here it is . . . perfected by De Soto. All the benefits of easier handling . . . less work for the engine . . . lower gas consumption, De Soto's Free Wheeling is a perfected Cam and Roller type. In reverse gear, the lock-out becomes automatic. When forward speed is resumed, free wheeling becomes automatically effective again. The combination of Free Wheeling, Automatic Clutch and De Soto's Constant Mesh Transmission with silent helical gears gives you effortless driving and gear shifting.



cient, De Soto's new Hydraulic brakes are larger. But more important, they embody an entirely new development in contruction. In De Soto's brake drums, cast iron is spun at intense heat into an outside steel drum. The two metals are fused together by centrifugal force. Thus, by an entirely new process, De Soto's brakes are given



DESOTO with FLOATING POWER



De Soto Six!

Beauty that is breath-taking . . . even in

a day of good-looking cars. Performance

that welcomes comparison with de luxe

ears more than twice its price. An array of

new features - some of them basic in im-

portance-like Floating Power-that begin

where other cars stop. All co-ordinated . . .

for superb performance. Offered at a price

The De Soto strikes you immediately as

being unusual. It looks longer...lower...

larger. And it is, Every detail . . . from

flowing, over-sized one-piece fenders to

that hardly seems believable.

DESOTO'S NEW STEEL BODIES ARE SMARTER. ROOMIER. SAFER

De Soto's all-steel bodies have always offered outstanding advantages in low overall height, safety, silence, comfort, roominess and durability, Formed from five basic steel sections which are welded together to form a complete body, there are no joints to rattle or squeak. No wood to warp. Use of sound deadening materials on all body panels insures a quiet ride.

The new De Soto offers still further advancements in increased roominess, beauty and style, Visorless slanting front and a slanting rear panel add to fleet appearance and lessen wind resistance. Belt mouldings are higher and wider, more pleasing to the eye. De Soto steps out in added style and improved design of safety steel bodies.

Choice of Five Demountable Wire or Wood Wheels. . . . Smaller wheels, larger tires (Custom Models) . . . Controls and Fiftings . . . Cigar Lighter (Custom Models) Double Hood Ventilators . . . Onyx and Chrome Finish of able Seats . . . New Luxurious Upholstery and Fittings . . . Container opposite Sun Visor (Custom Models) . . . Adjust-Doorlocks . . . Adjustable Interior Sun Visor . . . Parcel Models) . . . New, distinctive Hardware Bandit-proof" shield Wipers (Custom Models) . . . Dual Stoplights (Custom -buil Trumpet Horns (Custom Models) . . . Dual Wind-New, distinctive headiamps . . . New Madiator Ornament at slight extra cost) . . . New Single Latch Hood Fastener . . .

Wired for Radio . . . Duplate Safety Plate Class (optional honderized hust froot framed Paris . . . Closed Cars Timken bearings in Wheels, Pinion and Differential . . . Impulse Neutralizer . . . Handbrake on Driveshalt . . . Oil Filter . . . Counterweighted Crankshaft . . . Torsional System . . . Positive Fuel Pump . . . Crankease Ventilator . . . retor intake Silencer . . . Thermostatically Controlled Cooling ... Hydraulic Shock Absorbers . . . Air Cleaner and Carbu-Engine Temperature Indicator . . . Spring Shock Eliminator sure Engine Lubrication . . . Iso-therm Pistons . . . Dash Silver Dome High Compression Cylinder Head . . . Full pres-New 75-horsepower Engine, 211.5 cu. in. displacement . . .



America's Smartest LOW-PRICED SIX



the tasteful interior fittings...has the rich and generous proportions of the custom-

You have never seen such a radiator before ... here or in Europe.

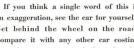
A perfect semi-circle of gleaming metal sweeping back to a cowl-less hood. Harmonious beauty in every detail. And

De Soto has created a new vogue in automobile design and a new standard of values. Others will copy it . . . or try to. But today, De Soto alone offers you the pride of exclusiveness . . . ves, and the thrill of thrift.

If you think a single word of this is an exaggeration, see the car for yourself. Get behind the wheel on the road. Compare it with any other car costing less than \$1000. And then decide.

built car.

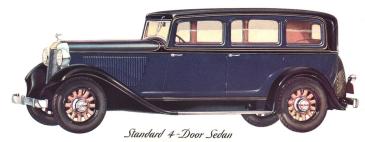
strikingly different.











EIGHT BODY MODELS fully meet buyers' requirements

The New De Soto Six is styled to meet the individual requirements of exacting people. Custom and Standard Sedans, richly appointed, satisfying in every detail. Standard Coupe built to the definite requirements of business use . . . comfort for the long trip . . . practical utility in the generous spacing and easy access of rear deek, Rumble-seat Coupe and Custom Roadster in a new conception of smartness. Custom Convertible Coupe and Custom Convertible Sedan for people who wish to enjoy the sparkle of sunshine and invigorating outdoors in driving. A new conception of comfort and luxury in the highly practical family car—the Two-door Sedan. A car for every purpose and individual need . . . beauty that is breath-taking—and the thrill of thrift.







