

# **A GREAT NEW CAR.**

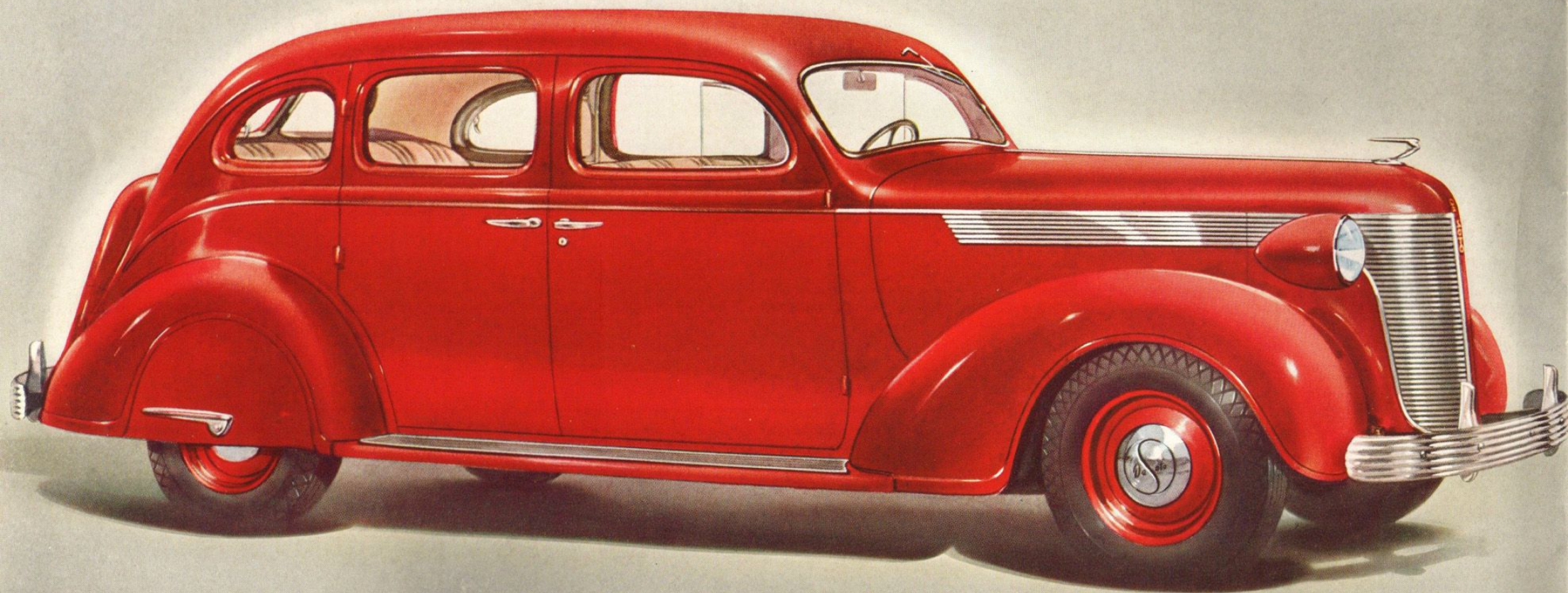


**AT A NEW LOW PRICE**



# **THE NEW DESOTO**





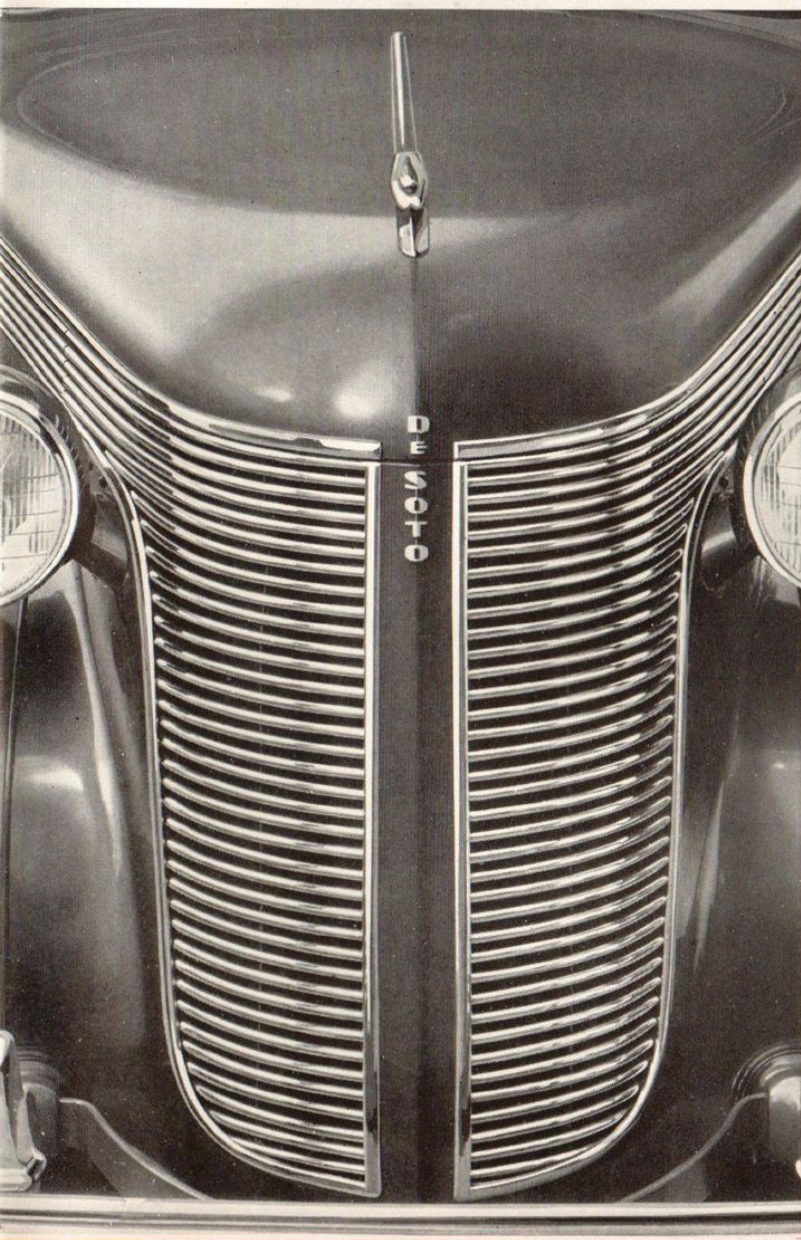
**THE DE SOTO TOURING SEDAN**  
**4-Door . . . with Trunk**

BIGGER . . . 199 INCHES, bumper to bumper. At the front, new hood and sweeping fenders are distinctive. At the rear, trunk lines mould into body lines, yet trunk space is ample for extra bags and the spare tire. Inside, full three-passenger front and rear seats. What you can't see . . . its small-car economy.



# NEW CAR. NEW PRICE. NEW FACTORY

PLANNED TO DOUBLE DE SOTO'S  
BUSINESS AND PASS  
THE SAVING ALONG TO YOU



HERE IN THIS BRILLIANT De Soto you see a car new all the way through from one-piece steel top to safety rib tires; from smooth flowing exterior design to the very vitals of the engine!

#### *New Comfort—Safety—Satisfaction*

Here's a new conception of what a car can be—and do! More comfortable because it's bigger, roomier, quieter. More satisfying because it's safer, easier to handle, more responsive; yet more economical, as thrifty as lowest-priced cars to own and operate.

Wherever improvement could be built into this car it has been done! Done so well that

time-hardened test drivers say: "I've never, in my life, handled a car like it."

#### *America's Newest, Most Modern Automobile Plant*

So that De Soto may benefit from latest manufacturing improvements; so that this brilliant car might be yours at a new low price, we have built a great new plant . . . where we are prepared to produce in larger volume. Result: De Soto costs but little more than the lowest-priced cars.

Now, from this day on, you need be satisfied with nothing short of the best.

## DE SOTO SAVES YOU MONEY



# NEW CAR. NEW STYLE. NEW LUXURY!



*Above:* Notice the smooth, massive design of the new fenders. *Below:* No post obscures the vision when you lower front windows.



## LOOK AT THIS NEW DESIGN— LINES, HOOD, FENDERS, TRUNK, VENTILATION—EVERYTHING NEW

SOMETHING NEW—a car expertly designed to express power, action, motion, speed.

Longer—199 inches, from bumper to bumper. Bigger, too, in every detail. Longer hood, lifts from the front. No horn housings or catwalks to disturb the smooth design. Wide, sweeping fenders; steel wheels; arched one-piece steel top.

Trunks and luggage compartments designed into the car's smooth lines. Luggage space for a coast to coast trip. Ventilation is new, too. Wing type windows in the front doors and rear quarters. And when you lower the front door windows no metal posts remain to obscure the vision. A ventilating windshield, too, and a wide screened cowl ventilator. Scoop up all the air you want, when and where you want it.

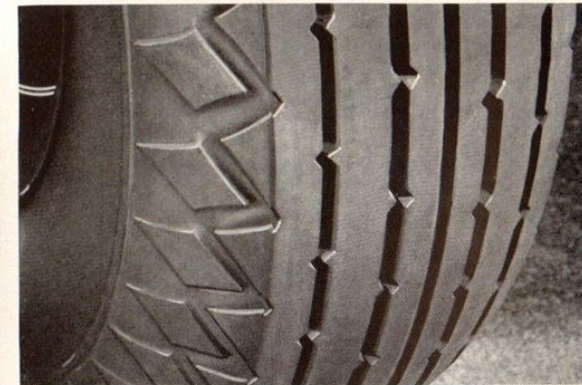
From bumper to bumper (yes, even the bumpers are redesigned) there's more style to the square inch than you ever saw in a car before, whatever its price! More style, comfort, value.



*Above:* A new front opening hood gives easy access to oil and water fillers. *Below:* A new drip moulding protects you from rain.

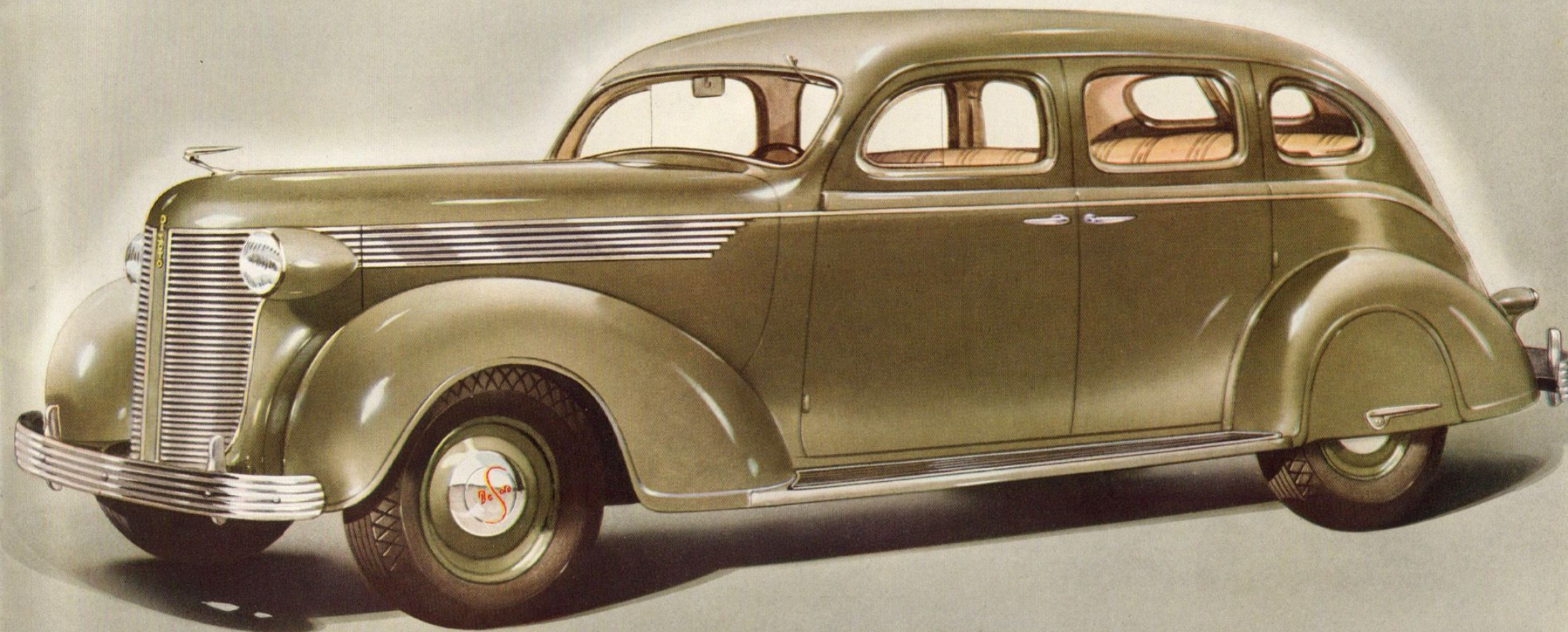


FLOWING RIGHT INTO the lines of the body, trunks and luggage compartments are far more spacious, less conspicuous than ever before.



FRONT TIRES with a ribbed tread are skid-safe and unusually silent on the road at all speeds.



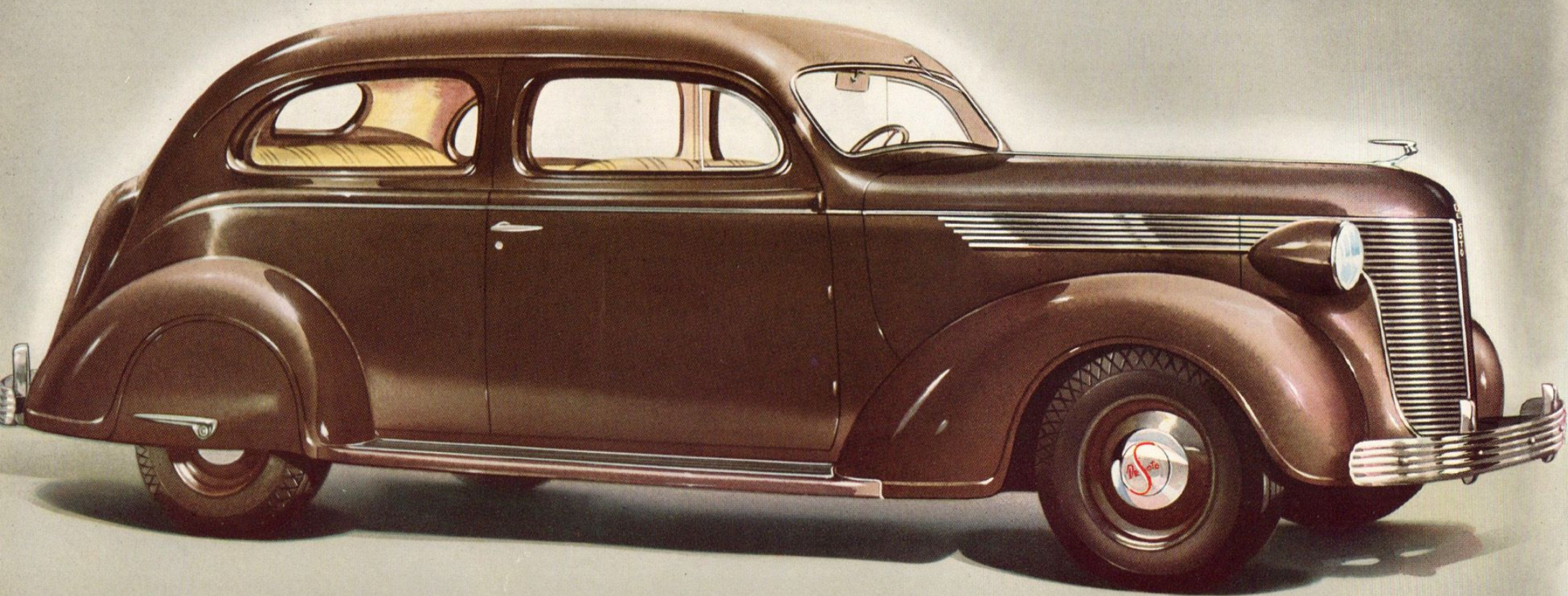


## **THE DE SOTO SEDAN**

### **4-Door . . . with Luggage Compartment**

SMART, in more than beauty of line. Roomy inside, spacious for six passengers, with a luggage compartment big as last year's trunks, convenient to reach through an outside rear door. Economical for all its size—thanks to the thrifty, high compression, 93 horsepower engine.





**THE DE SOTO TOURING BROUGHAM**  
**2-Door . . . with Trunk**

TRADITIONALLY a style leader, De Soto presents a new smart face. The Touring Brougham is an all 'round big car—no bucket seats. Front seat and back are the sedan type, full three-passenger width. Luggage space for a transcontinental trip in the trunk at the rear.

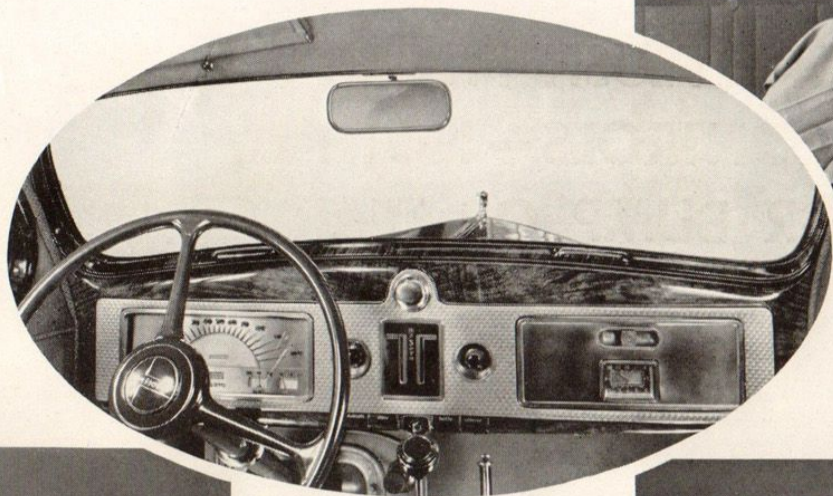


# INSIDE NEWS

**ON A CAR THAT'S GOING TO MAKE HISTORY  
WITH ITS LUXURY AND COMFORT FEATURES**

**R**OOMIER . . . RICHER in every last detail, this De Soto is going to spoil you for anything else. Chair height seats and low, level floors add to the sense of living room comfort, lessen fatigue. Plenty of room for three in the front as well as the rear seat. There's a big glove compartment at the right of the instrument panel. Instruments are indirectly lighted through the edge of the glass panel.

This instrument panel, by the way, has a soft, engine turned finish like the breech of a gun, set off by walnut graining.



JUST LOOKING AT this new De Soto gives you a "lift." Handsome upholstery, exquisitely stitched and pleated; new grained finish garnish mouldings; ash trays at your finger-tips; mohair or Bedford cord upholstery.



**GRIP THAT BIG** oversize 18-inch steering wheel. It's hard rubber, fused over a steel frame. The finger grip on the under side has been improved. Seated behind this wheel you'll get that "big-car" feel.



**NEW! A FOOT REST** that actually conforms to the balls of the feet. Inches more room to stretch out . . . because it's cleverly recessed into the rear of the front seat, and no foot rest to stumble over, getting in or out.

THE INSTRUMENT PANEL is edge lighted through the glass. Better lighting, less glare; and the added beauty of indirect illumination. New beauty, too—the engine turned instrument panel is richer, with encircling panels in a grained walnut finish.

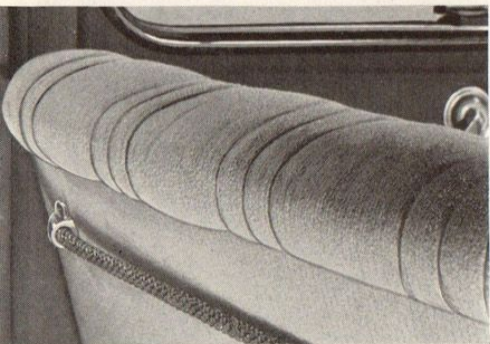
**EXTRA ROOM** at no extra cost. Full three-passenger seats, both front and rear—and more foot-room, knee-room, head-room, too. There's no cramping, no strain to riding in this new De Soto, even when all three are big people. Extra room inside because there's extra space for bags and luggage at the rear.





# GREATEST SAFETY ADVANCE SINCE SAFETY-STEEL BODIES

**A SAFETY INTERIOR — FLUSH TYPE INSTRUMENTS AND CONTROLS — NOTHING TO CATCH OR BUMP OR TEAR**



THIS SOFT SEAT back is double padded for your comfort and protection. The strong robe rail is a braided silken cord.



DOOR HANDLES, inside and out, curve inward for greater safety.



EVEN THE windshield wiper knob is soft rubber, for protection.

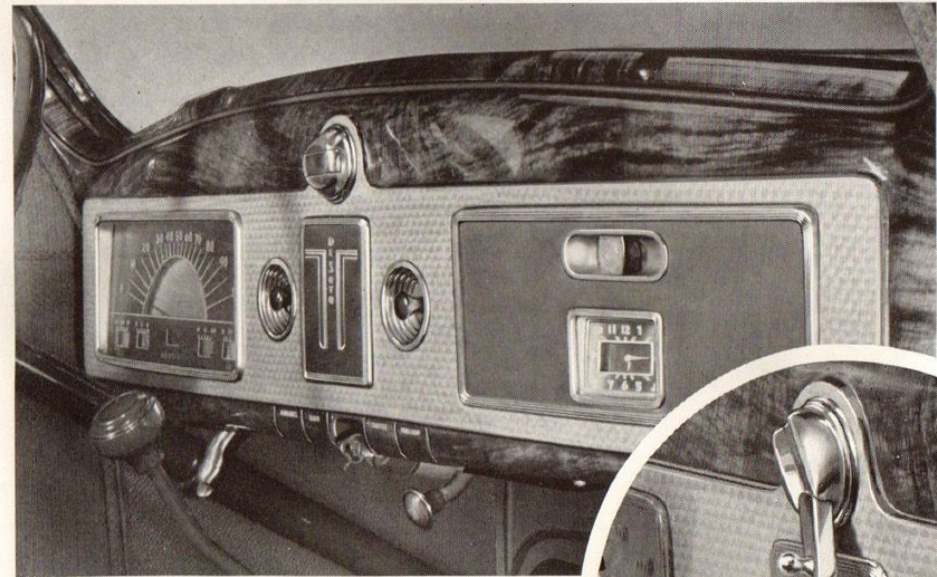
SIXTEEN MONTHS' study. A ceaseless quest to learn the cause of minor motoring injuries! NOW! A way to end them—a Safety Interior.

Knobs, dials, locks that used to jut out—all are recessed. Door handles curved inward, flattened. Even the windshield wiper knob is soft rubber.

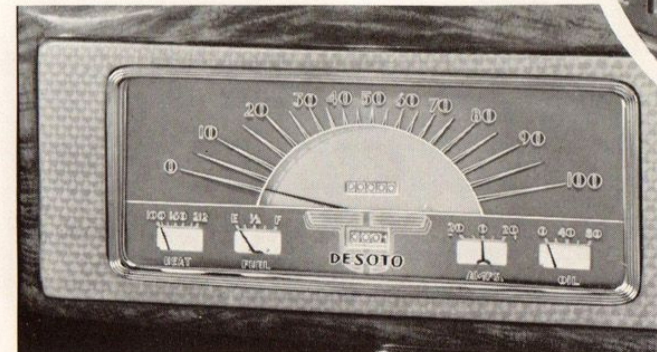
New, too, are anti-fogging vents. Attached to a heater, they force warm air across the windshield—keep vision clear. The large flat windshield gives better vision, too.

The back of the front seat is doubly padded for greater comfort and safety. The robe rail is a braided silken cord.

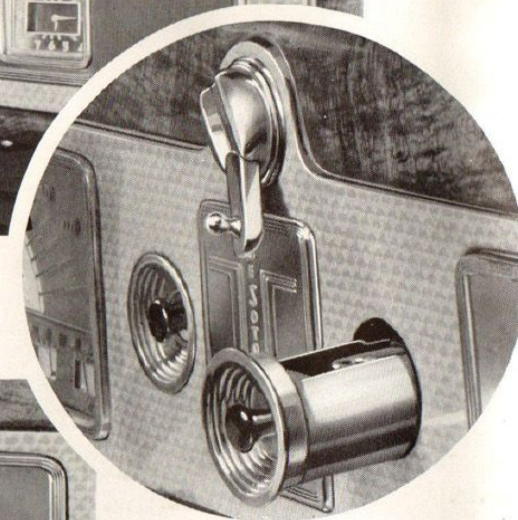
Everything ingenious engineers could think of to make this car safe has been built into it from inside out! You ride relaxed . . . with a new feeling of security. You know you couldn't be safer!



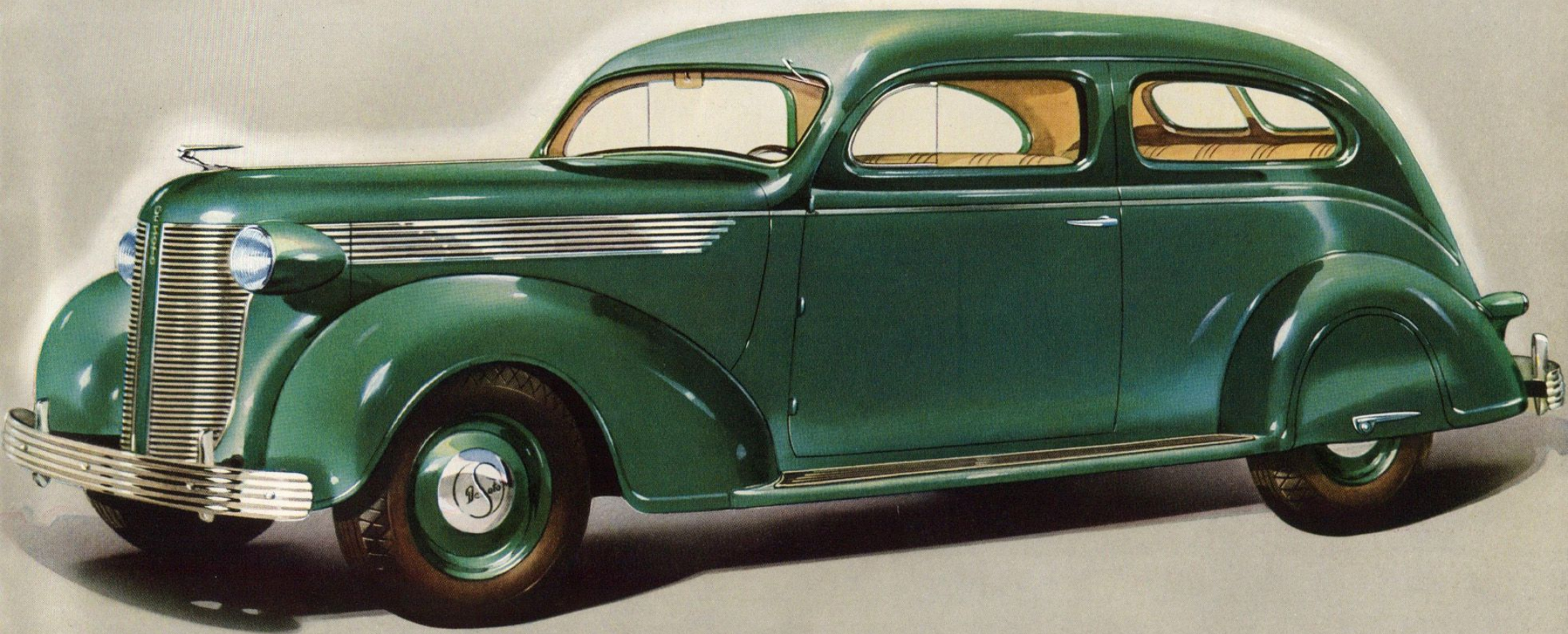
HERE'S THE SAFETY Instrument Panel. Notice that every control is set flush with the surface of the panel. Knobs and protruding handles are banished. Even the key is recessed.



THE WINDSHIELD control handle unfolds for use. Pull the recessed knob at the right for the ash tray. Left: The "sunburst" speedometer face has its speed miles on the glass, and is indirectly lighted.







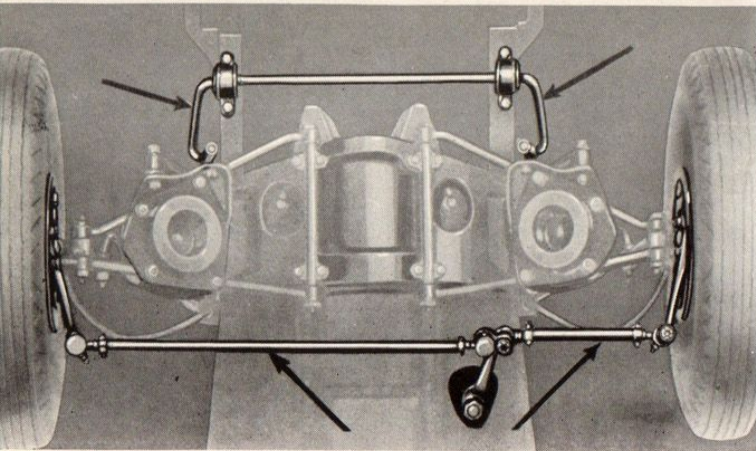
**THE DE SOTO BROUGHAM**  
**2-Door . . . with Luggage Compartment**

"DE SOTO," in raised gold letters on the radiator grille, is today's best guide to car value. Extra value in the size of this brougham, a full three-passenger sedan type front seat and a luggage compartment opening from the rear that's as roomy as were last year's trunks.



# NO "WIND-WANDER"

DE SOTO'S EASE OF STEERING AND PARKING  
WILL SURPRISE YOU



AN EASIER CAR to park—an easier car to steer. If you've sat tensed at the wheel in a cross wind trying to keep your car on the road, (and every driver has) you're going to be doubly enthusiastic about the sureness, the security, the steadiness with which this new De Soto steers.

Ride along in a gale: there's no sway, no tension and uncertainty, no "wind-wander".

## *Ride in Gravel, Slush and Sleet*

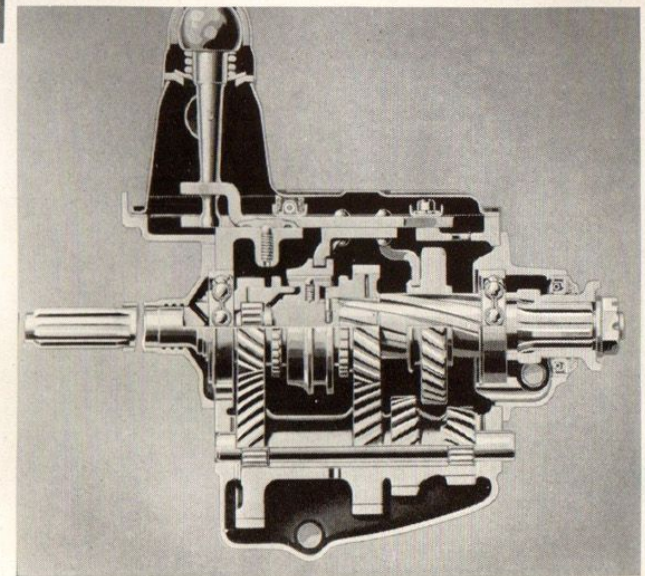
Take corners "on the run". Try it in new gravel, on slushy, sleety roads. The front wheels don't "lead off"; they point like a good bird-dog.

We're not going into the subject of steering geometry, but here are some simple reasons. The large 18-inch wheel increases the leverage, and contributes to driving ease. That "big-car feel" relaxes you and decreases the driving fatigue (which, experts say, is responsible for a great percentage of accidents).

You feel no road shocks when driving. Front wheels are independently sprung and steering linkage so designed that movement

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DE SOTO'S SWAY eliminator keeps the car on an even keel, prevents side-sway on the turns. And shockless steering, with individual arms to each road wheel, prevents road shocks from reaching the steering wheel.



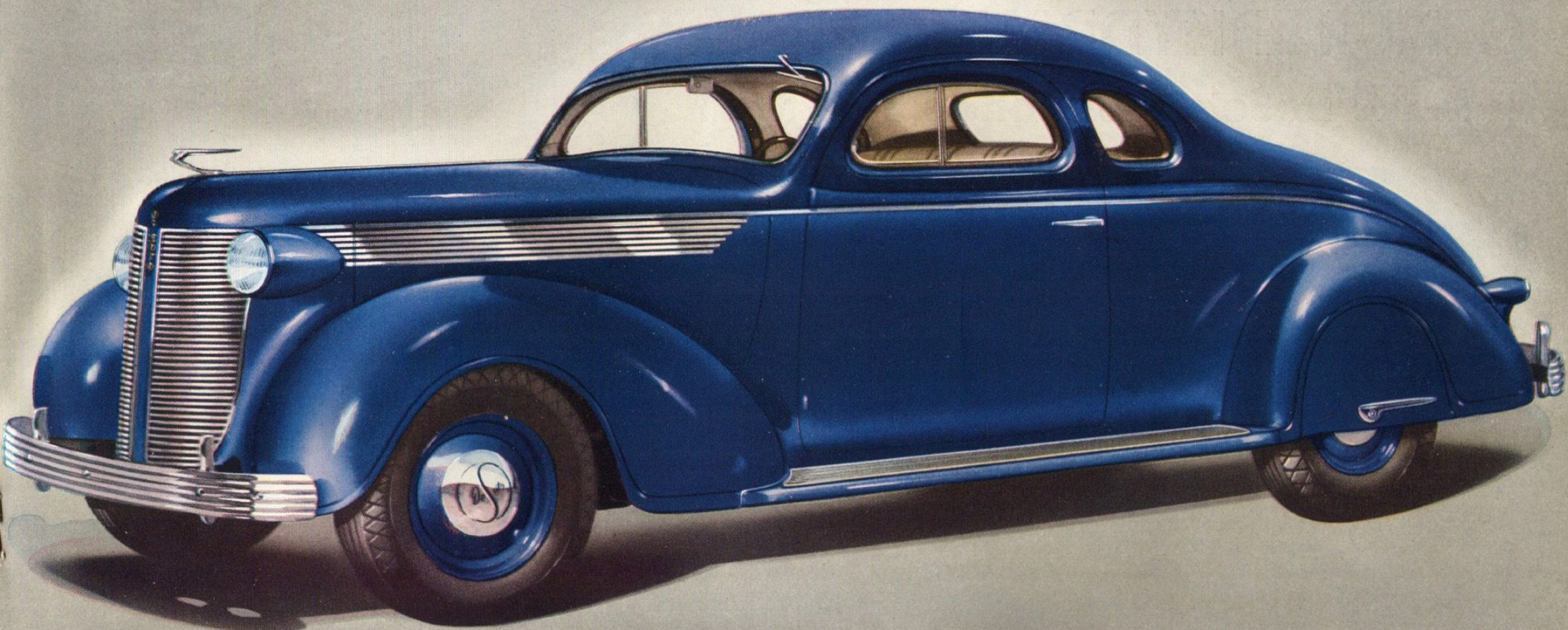
ALL GEARS ARE the silent helical cut in De Soto's syncro-silent transmission. Bearings of the anti-friction type throughout reduce wear and friction.

of wheels on the road can't work back to the steering wheel.

Improved dust sealing and other improvements, keep the wheel steadier—make this giant of a car easier to steer; easier to park.

Now, De Soto engineers have accomplished what others have wished for. Shockless steering has been made a reality for owners of this smooth and brilliant new De Soto.





**THE DE SOTO COUPE . . . with Rumble  
Seat; or with Rear Luggage Deck**

THIS COUPE is in high favor with busy men. Smart and trim, yet extra roomy like all these new De Sotos. The spare tire stows back of the seat at the right; convenient parcel shelves are back of the driver. Carry a trunk under the rear deck; or order your coupe with a rumble seat.



# SAFETY STEEL BODY

With One-Piece Steel Top and  
GENUINE HYDRAULIC BRAKES

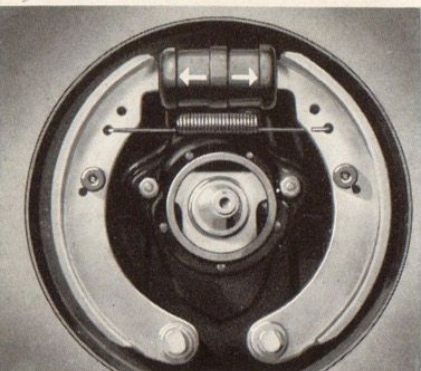
Make DeSoto the World's Safest Car



DE SOTO'S STEEL TOP is formed on a battery of the largest body presses ever built. The sheet of body metal is the largest used in the industry. De Soto riders are enclosed in steel on all sides.



DE SOTO BRAKE linings wear two to five times longer inside their costly centrifuse drums.



STEPPED WHEEL cylinders, larger at the rear, equalize brake shoe pressure and reduce lining wear.

STEEL-ON-STEEL, De Soto encloses you in the safest car ever constructed. The pioneers of the Safety-Steel Body and Genuine Hydraulic Brakes now develop the One-Piece Steel Top. Roof, windshield framing and rear window panel are pressed out from one piece of metal . . . the largest single sheet ever used for this purpose. Actually one huge blanket of steel overhead, from front to rear.

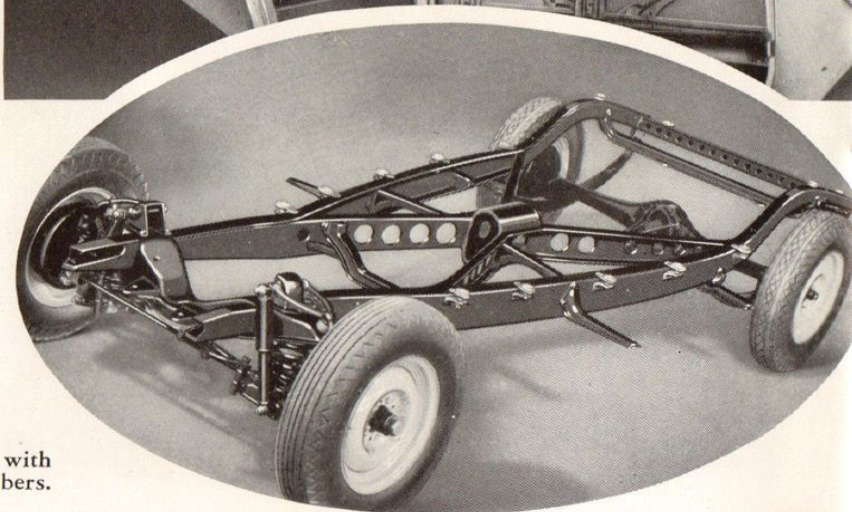
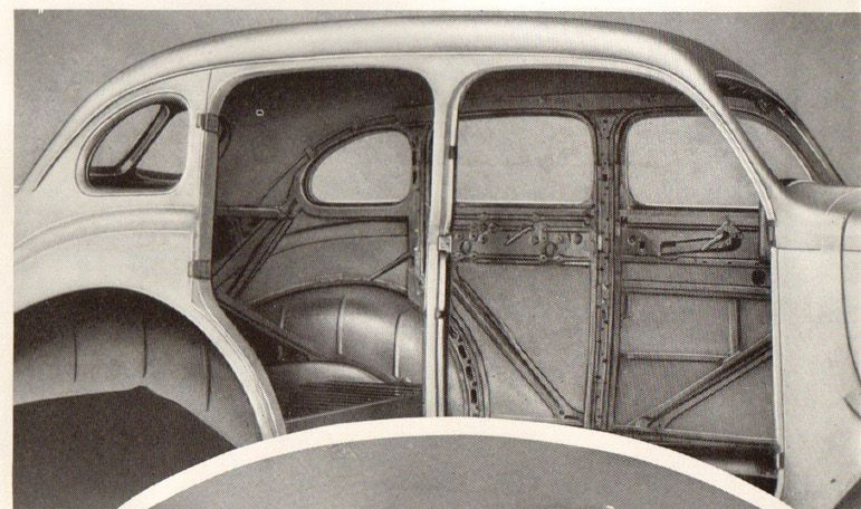
The body is, of course, Safety-Steel construction, steel reinforced with steel, inside and out. Body top, cowl, side panels and steel floor are welded into one stoutly braced unit—sturdier, stronger and safer.

The frame, too, is redesigned for strength. Its box section side members and X cross bracing are made still more resistant to weaving by a new barrel-type center section.

## *Genuine Hydraulic Brakes*

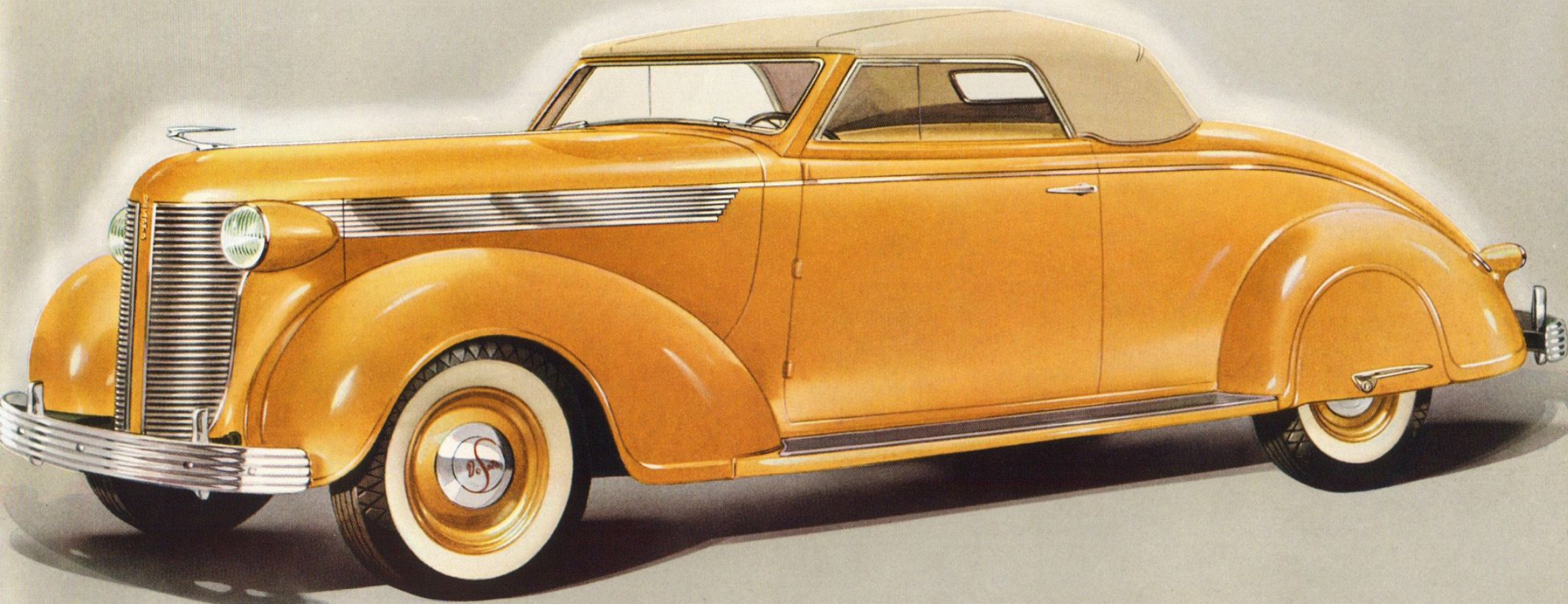
Again De Soto features brakes in which direct controlled hydraulic pressure rather than uncontrolled self-energizing action is used to stop the car. Equal brake effect is achieved on all four wheels to assure a smooth, even stop.

Brake wheel cylinders have two pistons; rear pistons and cylinders are larger so that the rear shoe on each wheel does as much work as the front. No noisy brake linkage. These brakes seldom need adjusting.



DE SOTO'S FRAME, extra strong and stiff with its X center section and boxed side members.

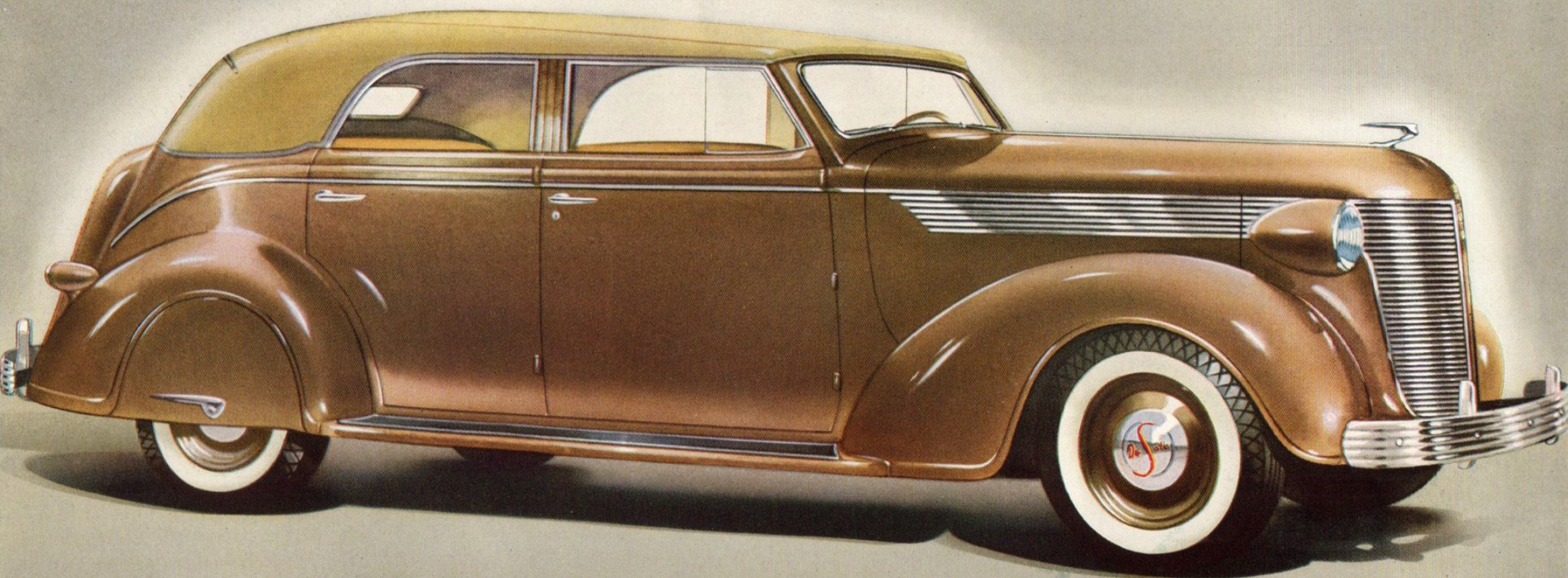




**DE SOTO CONVERTIBLE COUPE**  
**With Rumble Seat**

OPEN ROADSTER in summer, snug coupe in winter—smartest personal transportation the year 'round. It's trimmed richly, in leather toned to match the exterior color. This De Soto is built with a double frame to engineer out the usual convertible squeaks and rattles. As smooth to drive as it is smooth in appearance.

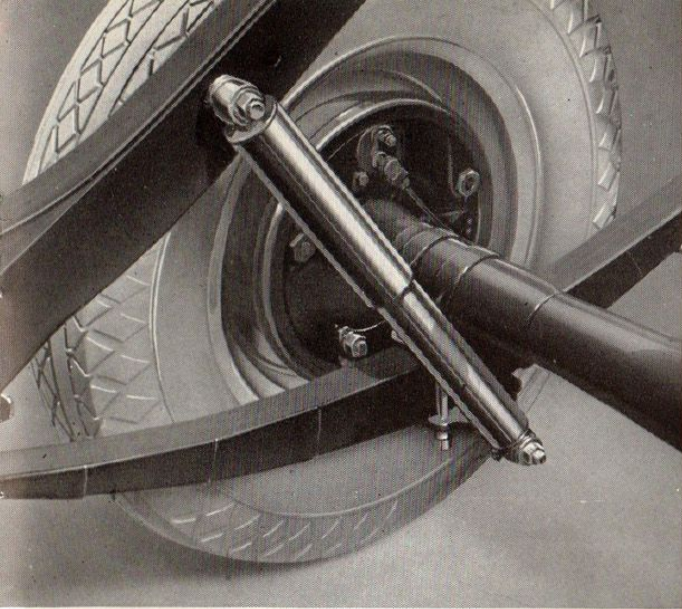




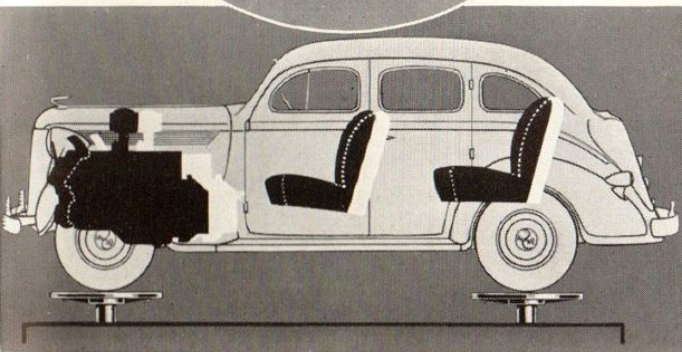
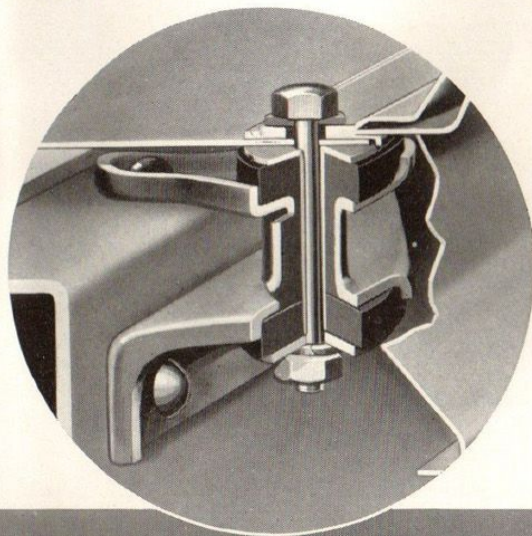
## THE DE SOTO CONVERTIBLE SEDAN

PUT DOWN the top when the sun is high; raise it quickly when weather threatens. This two-cars-in-one has more than style to recommend it. Its dashing lines and fine leather upholstery are for the eye to see. Its soft sitting thoroughbred ride is something you have to experience. When you do, you'll wonder how so brilliant a car can be made at its new low price.





NEW AERO-HYDRAULIC shock absorbers—double acting, low pressure, help smooth out the meanest road.



# CUSHIONED IN RUBBER

# YOU GET A "CITY RIDE"

# ON THE MEANEST COUNTRY ROADS

**G**ONE! COBBLESTONE rumble. Gone! shocks, jolts, jounces! Gone! That feeling of the rear axle moving up into the body. Over the meanest country roads you still have a "city ride."

Countless engineering accomplishments bring it about. Most important are these:

1. New aero-hydraulic shock absorbers are low pressure and double acting—the same type as used on giant air liners that land at 100 miles an hour.
2. Rubber Float body mountings. Flexible, resilient rubber cushions between body and frame, insulate De Soto riders from road rumble, tire hum.
3. Independent front wheel coil springs plus tapered leaf rear springs.
4. Seats and engine are both moved farther forward. Cradled between the axles, more than ever before you enjoy a Floating Ride.

PITCHING AND TOSSING, back seat bounce—De Soto banished them with engine and passengers moved still farther forward in the car. Now you get a level ride, front seat and back. Soft, long easy springing, front and rear let the wheels follow the road unevenness, but the body goes straight through. No dowager in her limousine ever knew the comfort that De Soto offers *every* De Soto passenger.

*Left Center:* New Rubber Float body mountings cushion and insulate body from frame. Road noise can't be telegraphed through to passengers.

WITH BALANCED WEIGHT and balanced springing, with seats and engines moved still farther forward in the frame, De Soto provides a level "Floating Ride" whether you ride in front seat or back. Pitching and tossing are gone. Words can't explain it. You must *ride* in this new De Soto to appreciate it.

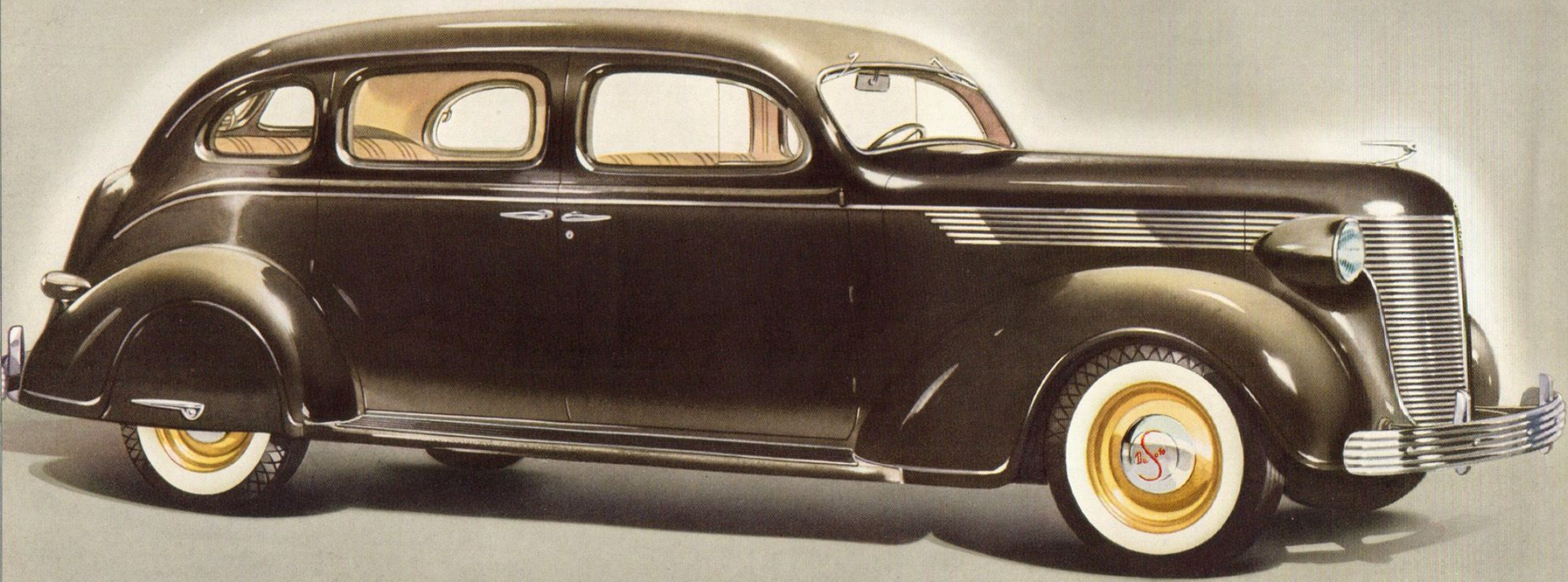


DE SOTO BODIES are completely sound-proofed with many pounds of insulating material.



INDEPENDENT FRONT SPRINGS, permit wheels to follow the road, yet bodies stay level.

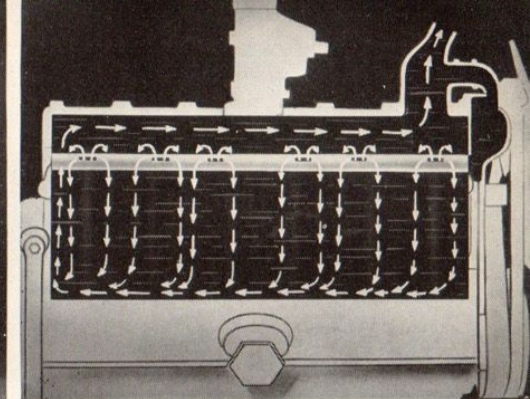
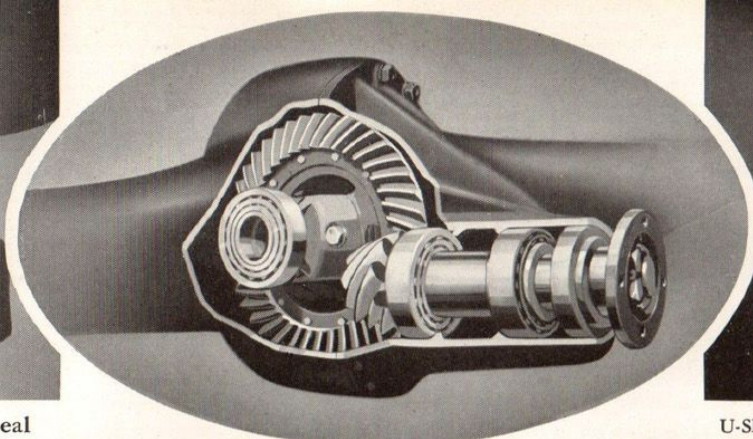
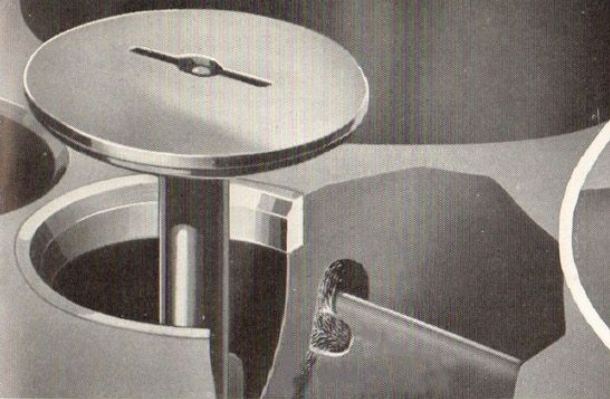




## **THE DE SOTO SEVEN-PASSENGER SEDAN**

LONGER, HEAVIER, more expensive cars are no more spacious and comfortable than this sedan with its 133-inch wheelbase, its big, powerful engine moved farther forward in the frame, and its wide body. Best of all, it is far lower in first cost, far more economical to operate. Forward-facing extra seats and an ample trunk complete this big car picture.





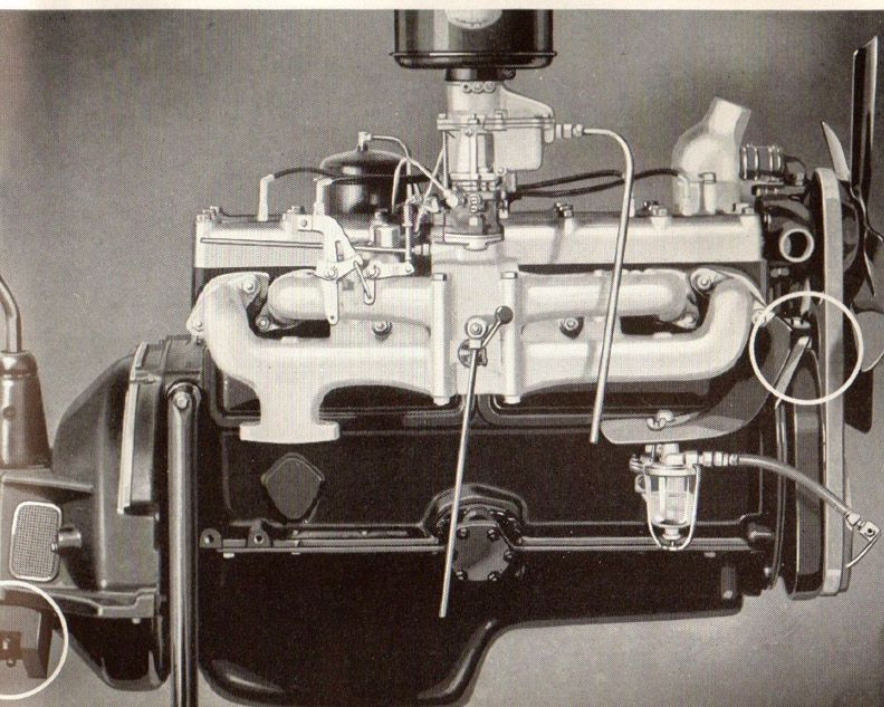
EXHAUST VALVE SEAT inserts preserve a gas-tight seal and delay valve grinding for thousands of miles. You'll save on service; you get more power, too.

HYPOID AXLE—Quieter, stronger. Pinion bearings, always in the lubricant, are long-lived.

U-SLOT ALUMINUM alloy pistons, anodic coated, have 4 rings instead of 3; longer lived.

FULL LENGTH WATER jackets keep your engine 50 to 75° cooler, save engine oil, and add to operating efficiency.

# NEW POWER! NEW SPEED! NEW ECONOMY!



**D**E SOTO SAVES YOU MONEY—first cost and running cost. Saves gas, saves oil, saves need for repairs.

The new shorter stroke, higher compression engine squeezes more power out of every drop of fuel—saves on gas. New U-slot aluminum alloy pistons, with their anodic coating, are longer lived.

The air-cooled clutch is self-lubricating. New sealed universals are dust-free in operation, longer lived. Full pressure circulation of oil to all vital engine parts saves friction and wear.

Throughout this new De Soto, you get more for your dollar, longer life. This is true economy.

FLOATING POWER engine mountings absorb the natural vibrations of De Soto's big 93 horsepower, high compression engine, so they never reach body or passengers. De Soto is thrifty as lowest-priced cars in use of gas and oil, but big in power.

## YOU GET EVERY FIFTH MILE FREE!

**F**IVE MILES at the price of four... at cruising speeds with De Soto's Gas Saver Transmission. Available at a low extra cost, it saves money for you every mile you drive.

At higher road speed you use no more gas than at low speeds in most cars. Every tank of gas goes miles farther. On the open road one out of every five miles is free. At 35 to 40 miles an hour, lift your foot from the accelerator; your speed continues to climb, but your engine actually slows down approximately 30 per cent without affecting speed. And the car is more silent.

Top speeds are beautifully effortless and smooth. The engine does not work so hard; and that means less wear on pistons, rings and cylinders. You save both on running cost and upkeep.



# SAFETY!

## A SHARED RESPONSIBILITY

**W**E WHO DRIVE America's 23,000,000 motor cars have a freedom and independence enjoyed by no other great group of individuals since the world's beginning.

But this freedom to go where we please, when we please, also carries a responsibility. We who drive must accept the obligation to guard not only our own security but the safety of those who ride with us, those with whom we share the highways, as well as pedestrians. Every good driver knows this.

### *The Builder's Responsibility*

Initially, of course, safety must be built into the car you drive. That's the builder's responsibility. The Chrysler Corporation has always recognized this obligation. A Chrysler Motors division first pioneered Safety-Steel bodies. Hydraulic brakes were developed and first used by Chrysler units in 1924. Now, with Safety Interiors, Chrysler Motors engineers again pioneer in safety for those who use its products by building the world's safest cars.

But Chrysler Corporation's interest does not cease with its cars. This corporation takes an

active part in every worthwhile project to increase safety on the highways. With motion pictures, with special cars for safety education and in supporting the many public-minded groups devoted to the improvements of highways and the education of highway users, it takes a broad interest in the security of all who motor and all who use the streets and highways.

Out of the broad knowledge obtained from these many contacts come two considered suggestions for all who drive . . .

**First:** Be sure your next car has the safety features described in this book . . .

A Safety-Steel Body, with One-Piece Steel Top.  
Genuine "equal-pressure" Hydraulic Brakes.

A Safety Interior (with Safety Instrument Panel).

**Second:** Keep your car in the same safe condition as when you received it new. (No car is safe if neglected or abused.)

Safe-minded drivers, driving cars built for safety, is the continuing aim of Chrysler Corporation.

## COMMON SENSE . . . COURTESY . . . CAUTION

## MAKE SAFE ROADS AND DRIVERS





# DETAILED SPECIFICATIONS

**Suspension—Front** . . . Individual front wheel suspension on coil springs; front end ride stabilizer. **Rear** . . . Tapered leaf semielliptic springs,  $53\frac{5}{8}$  inches long;  $1\frac{3}{4}$  inches wide, 9 leaves. Front shackles, rubber cored; rear shackles threaded. Metal spring covers. Aero-hydraulic shock absorbers, low pressure double acting, front and rear. Improved weight distribution.

**Rear Axle**—Semifloating with silent hypoid driving gears. Pinion bearings always in the lubricant.

**Body**—Safety-Steel construction; one-piece steel top. **Ventilation** . . . Complete ventilation control through windshield and cowl ventilator, wing type front door and rear quarter windows. **Insulation** . . . Complete noise and heat insulation of body sides, floor and roof. Special "Rubber Float" body mountings insulate bodies from road noise.

**Brakes**—De Soto, 4-wheel equal-action hydraulic type, internal expanding; centrifuse brake drums with score-proof cast iron linings, add to brake lining life. Stepped wheel cylinders to equalize action on front and rear brake shoes. Separate parking brake on propeller shaft with cast iron drum.

**Clutch**—Ventilated, single, dry-plate. Clutch disc spring-cushioned. Ball-bearing clutch release self lubricated.

**Engine**—Six cylinder L-head type with patented Floating Power engine mountings. Bore,  $3\frac{3}{8}$  inches;

stroke,  $4\frac{1}{4}$  inches. S.A.E. rating, 27.34 H.P. Developed horsepower, 93 at 3600 R.P.M. Compression ratio,  $6\frac{1}{2}$  to 1. **Crankshaft** . . . Supported on four steel-backed babbitt lined precision bearings. Balanced and counterweighted. **Camshaft** . . . Silent chain driven. **Cooling** . . . By centrifugal pump through full length water jackets. Engine temperature controlled by water distributing tube and by-pass thermostat increasing engine life, gasoline mileage and oil economy. Water capacity—5 gallons. **Engine Lubrication** . . . Full pressure to all main, connecting rod and camshaft bearings. Other moving parts lubricated by pressure spray from metered holes in connecting rod bearings. Direct oil lead to timing chain. Oil capacity—5 quarts. **Pistons** . . . Anodic coated aluminum alloy—U-slot type. Four rings per piston—two for oil control and two for compression. **Electrical System** . . . Large air-cooled generator, full voltage and current control. Automatic advance ignition distributor, vacuum controlled. Manual shift starter, 105 ampere-hour battery. **Fuel System** . . . Plain tube, down-draft carburetor equipped with accelerator pump, air cleaner and intake silencer. Choke, idling control and heat control all automatic. Gasoline tank capacity—16 gallons.

**Frame**—Double drop X-girder type with box sections. Frame side members follow body contours.

**Driveshaft**—Tubular with two roller bearing universal joints. Driving torque through rear springs.

**Steering**—Shockless, center controlled, designed to eliminate "wind-wander." Worm and roller type gear; ratio 18.2 to 1. Large 18-inch steering wheel.

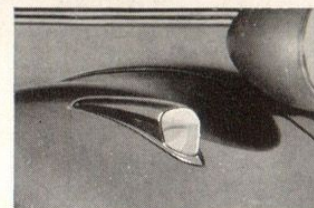
**Tires**—6.00 by 16 Airwheel, low pressure type with silent safety ribbed treads in front. Steel wheels.

**Transmission**—Synchro-silent type, quiet helical gears and anti-friction bearings throughout. Gas Saver transmission available at nominal extra cost for increased fuel economy at touring speeds.

**Wheelbase**—116 inches. (7-passenger sedan, 133 inches.) Tread—front  $56\frac{1}{2}$  inches; rear 60 inches.

**Standard Equipment** . . . includes windshield wiper, sun visor, glove compartment, horn, ventilating wings. Bedford cord or mohair upholstery, tools.

## SPECIAL EQUIPMENT



**Accessories—Bumper Group**—All De Soto cars will be shipped with front and rear bumpers and bumper guards; spare tire and tube; and safety glass in windows and windshield as standard equipment at extra cost. (Accessory groups as listed below installed at the factory at extra cost upon order.)

**Accessory Group "A"**—Extra windshield wiper. Extra tail light.

**Accessory Group "B"**—(Optional on all models except convertibles. Installed at factory on all convertibles at extra cost.) Extra windshield wiper. Extra tail light. Extra sun visor. Two airtone horns. Two front door arm rests. Cigar lighter.

**Accessory Group "C"**—Extra windshield wiper. Extra tail light. Extra sun visor. Two airtone horns. Two front door arm rests. Cigar lighter. Two fender lamps. Chrome running board mouldings. Glove compartment door lock.

**Available, too, are** . . . Radio, special steering wheel, heater, aluminum head, electric clock, booster vacuum pump, rear wheel shields, chromium trim rims for wheels (5).

**NOTE:** The manufacturer reserves the right to revise, change or modify the construction of De Soto motor vehicles, or any part thereof as he may see fit, without incurring any obligation to make like changes on vehicles previously sold.

## EASY TO BUY

**DRIVE DOWN . . . NOW . . . to your nearest De Soto dealer's. Ask him about the new Commercial Credit Finance Plan. See how easy it is to buy this new De Soto.**



# AMERICA'S MOST MODERN AUTOMOBILE PLANT TO BUILD THIS BRILLIANT NEW DESOTO

**N**EW, STRIKING, MODERN. High ceilings, walls of glass for air and light. Covers 40 acres and occupies 625,000 square feet of floor space. Here, with newest tools and machinery, we are able to build so efficiently that you may buy this brilliant new De Soto at a record low price. De Soto's new plant saves you money.

Visit this plant. See how the efficient movement of metals, materials and modern manufacturing methods make it possible to build this finer, bigger, abler car—and still sell it for a record low price. De Soto's new home has made possible a brilliant new De Soto that brings new value to cars priced just above the lowest.

