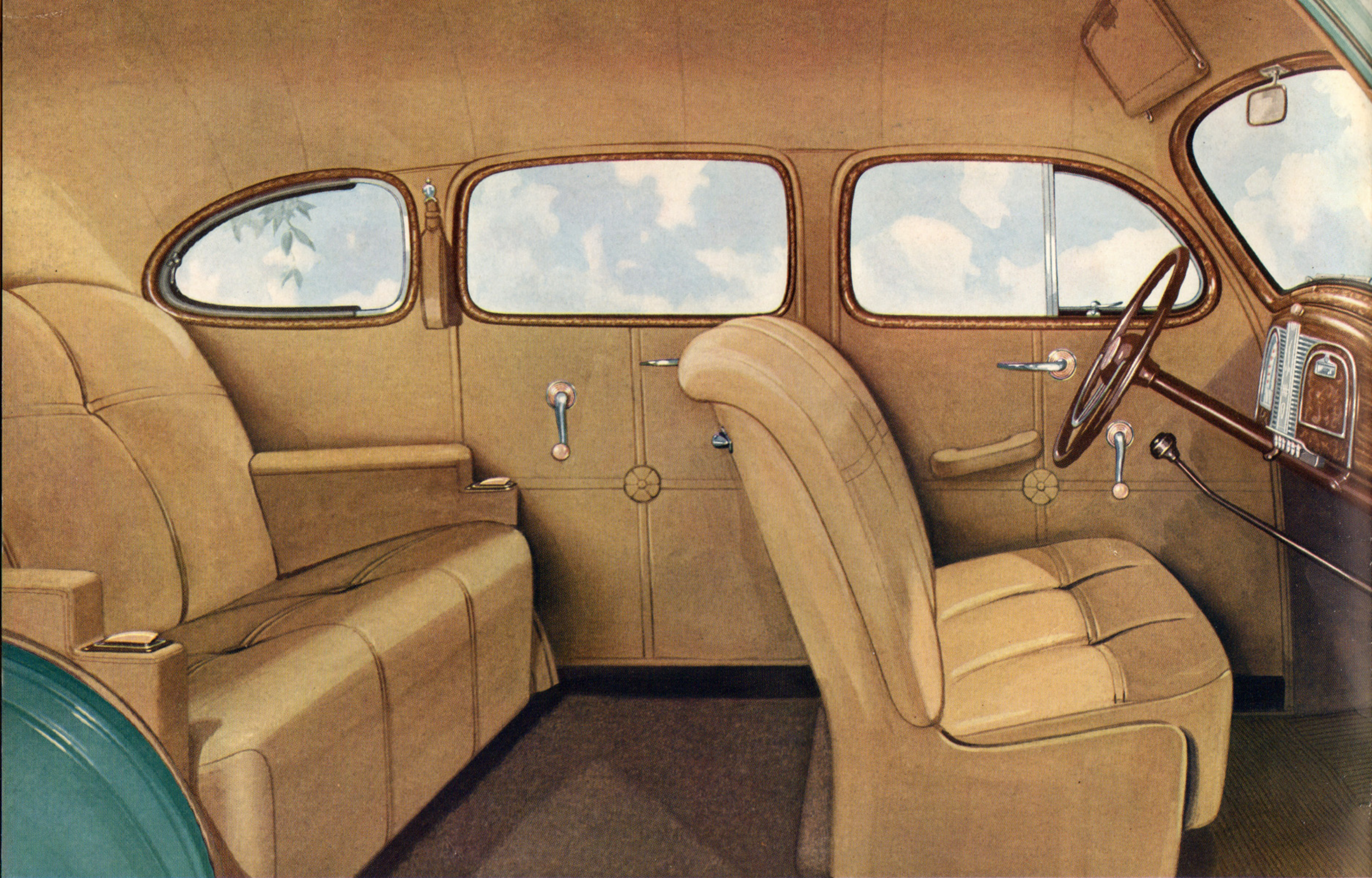


A close-up, front-facing view of a red DeSoto car. The car features a prominent chrome grille with horizontal slats and a central vertical section. Two round headlights are positioned on either side of the grille. The hood is smooth and curves down towards the grille. A black bumper is visible at the bottom. The background is a solid dark blue.

DESOTO

America's Smartest Low-priced Car



Never Before Has Luxury Cost So Little

Note the beautiful custom-styled appointments of the interior . . . front door arm rests and remote control horn ring are available at slight extra cost.

● EXPECT THE BEST

...and get it in the New De Soto!

FORGET your good disposition while you look over this year's great new De Soto. Be critical and cranky. Hard-to-please folks like this car best!

When we tell you this new De Soto is more beautiful, more luxurious, better performing—ask *why*, and demand *proof*.

See for yourself what we mean when we say: If you drive at all, you deserve a De Soto!

In this brilliant new car, engineer and artist have worked together to give America a new conception of motor car value. Today, De Soto in actual fact provides *fine-car* features at *small-car* cost!

Down to the smallest detail it is as beautiful as an expensive custom-built automobile. Its luxurious interior establishes new standards for comfort. There is plenty of room for six passengers, without crowding.

You'll appreciate, too, this new De Soto's "relaxed ride"—faster pick-up of the improved 93 h.p. "Economy Engine" . . . complete sound-proofing that seals out nerve-racking road noises . . . airplane-type shock-absorbers

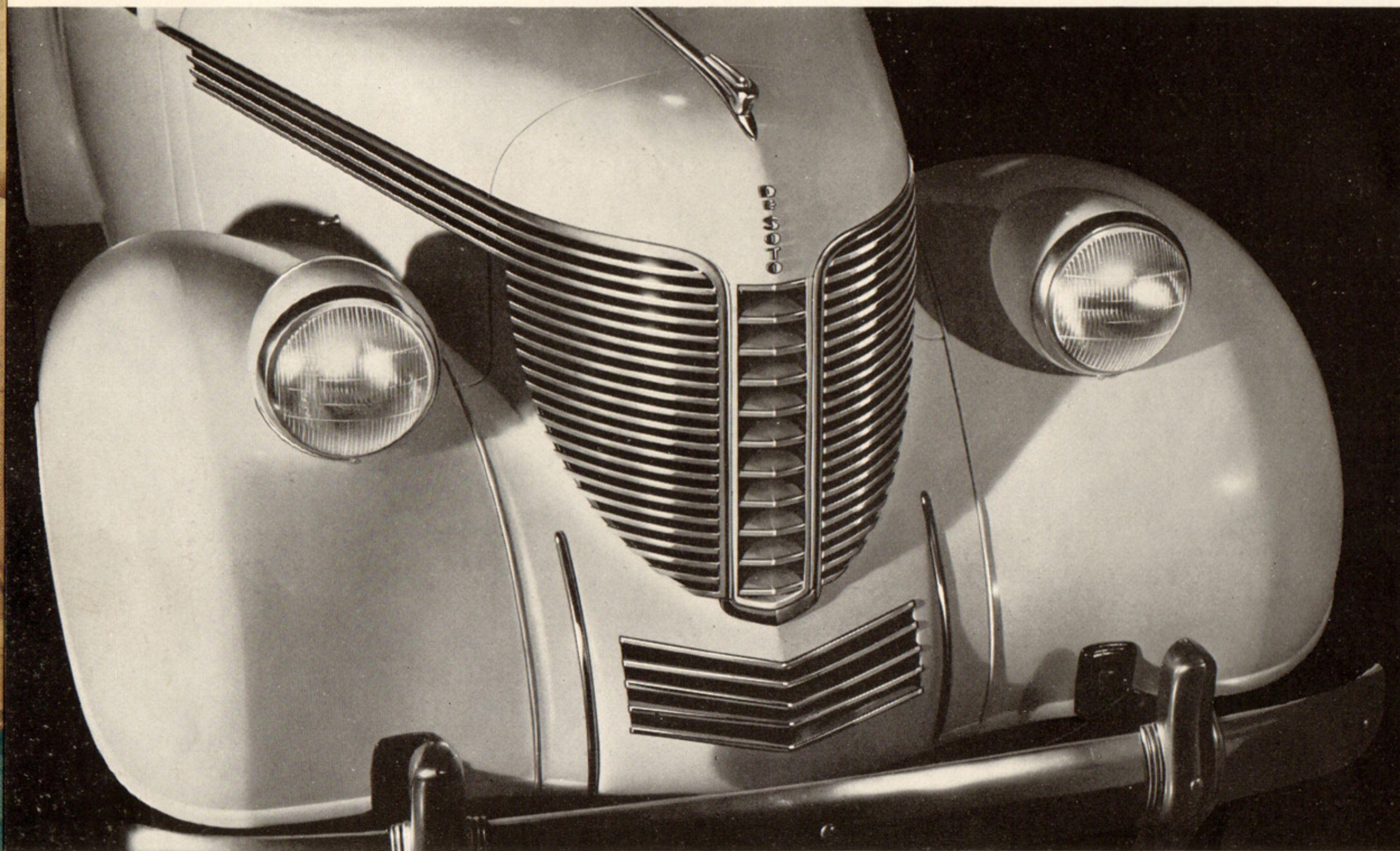
which "swallow" the bumps . . . rubber body mountings which erase vibration, giving you a "cushioned ride." Get behind the wheel and see what *fun* it is to drive! The front seat is easily adjustable up or down, forward or back, to suit your individual preference. Every control is at your finger tips . . . every instrument immediately visible through the full 180-degree opening at the top of the wheel.

Easier to handle? Right—and you're driving a car built for safety! Up-to-date safety devices protect you and your family. Bigger, *genuine* hydraulic brakes . . . safety steel body with one-piece steel top . . . a larger windshield that gives you 12 per cent deeper angle of vision.

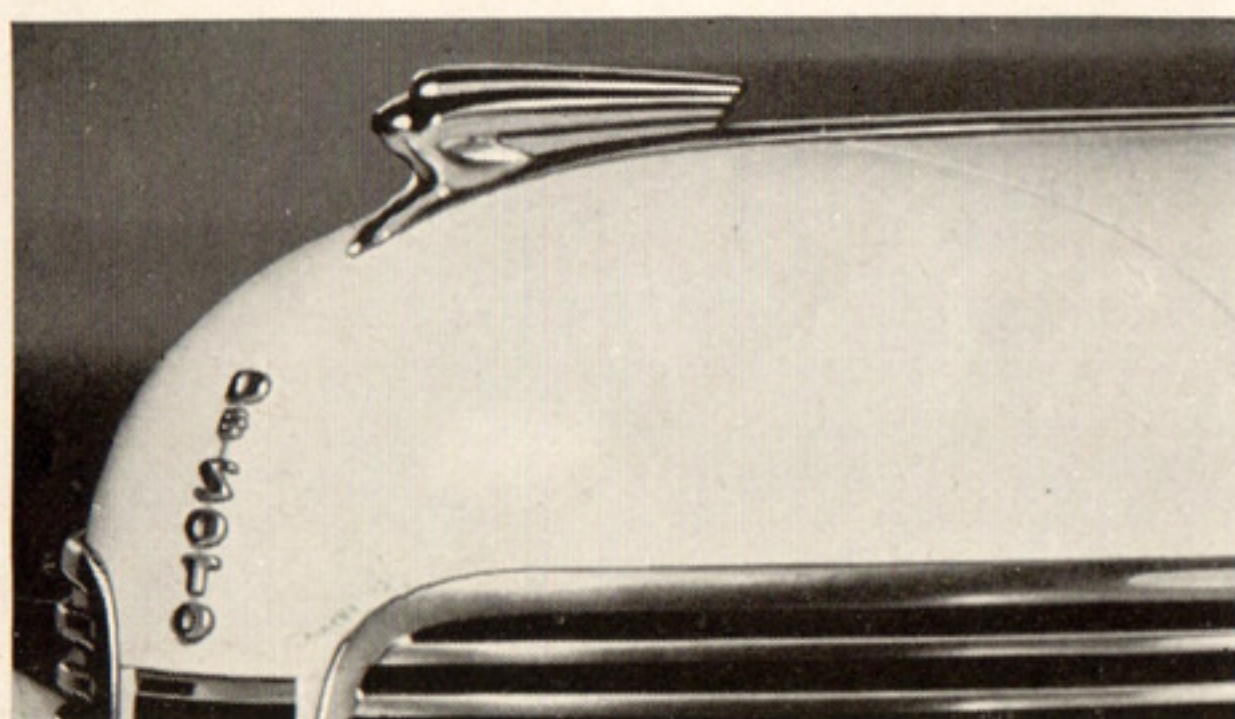
Go see this brilliant De Soto today—and when you do, you will look in vain for things that have annoyed you in other cars. Rattles, squeaks, hard-to-open windows, drafts on the back of the neck, crowding . . . all are missing, every one. Chrysler Corporation engineering ironed them out long before the first car ever rolled off the line.

This year, you can own the greatest De Soto ever built . . . a really *big* car that you'll be proud to drive. The difference in cost is very little. The difference in *value* is everything!

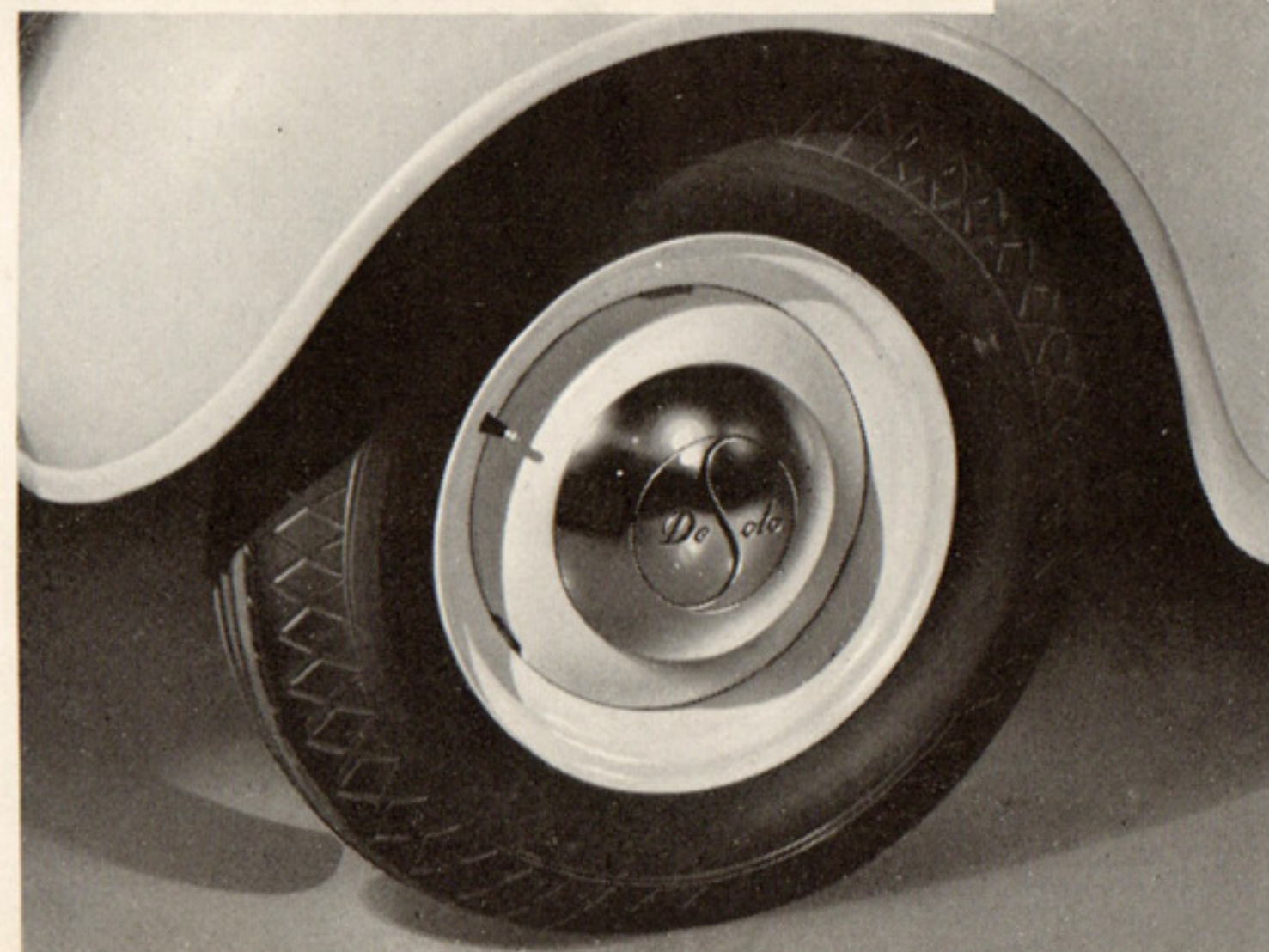
● ITS BEAUTY REFLECTS YOUR OWN GOOD TASTE



YEARS AHEAD in design! Notice the clean, unbroken lines, with headlights nested in the fenders. The modern chromium grille is die-cast for strength.

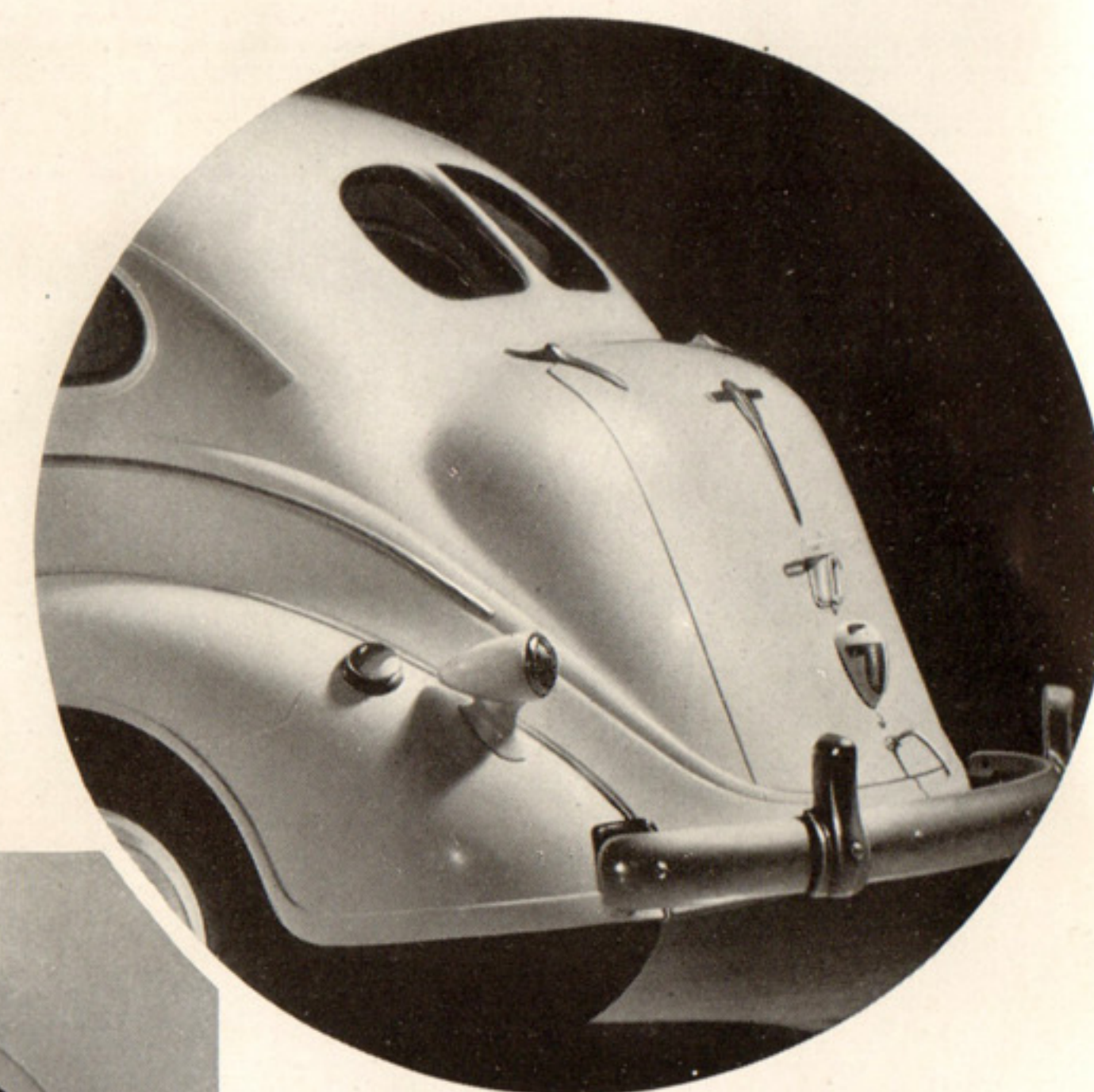


Left: "DE SOTO" in raised gold letters and a smart chromium ornament embellish the curved "nose" of the hood.

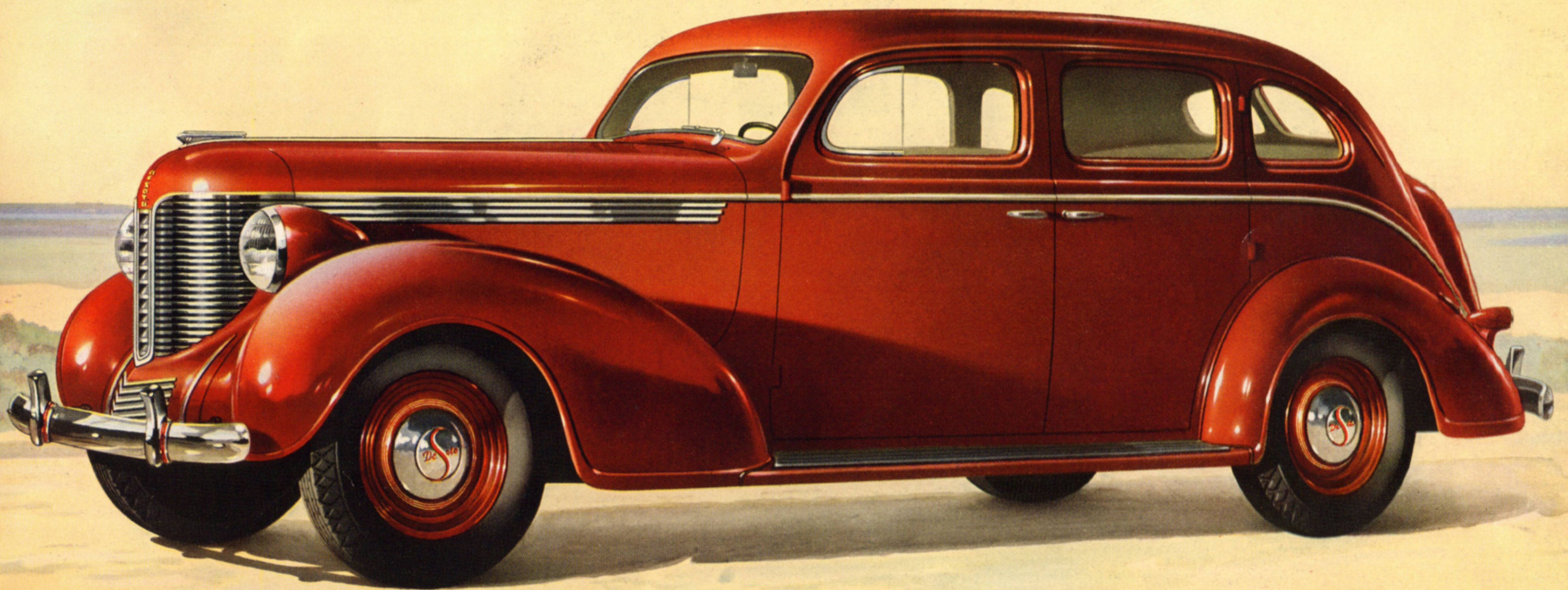


Above: NOT EVEN the built-in trunk, with its staunch bumper guard, disturbs the superb flow of De Soto's design. A license holder is centered.

Left: SLEEK, massive front fenders cover the steel wheels, on which are big, ribbed airwheel tires.



ONE GLANCE—and you'll understand the immense pride of possession felt by every De Soto owner. From handsome die-cast grille to sweeping rear fenders, this grand new car looks like an expensive automobile—yet this big new De Soto is so easy to own! Room for six passengers inside. Look at it today. Down to the last small detail it is absolutely *right*. Choose the model you like best. Then drive a car that is a compliment to your own good taste!

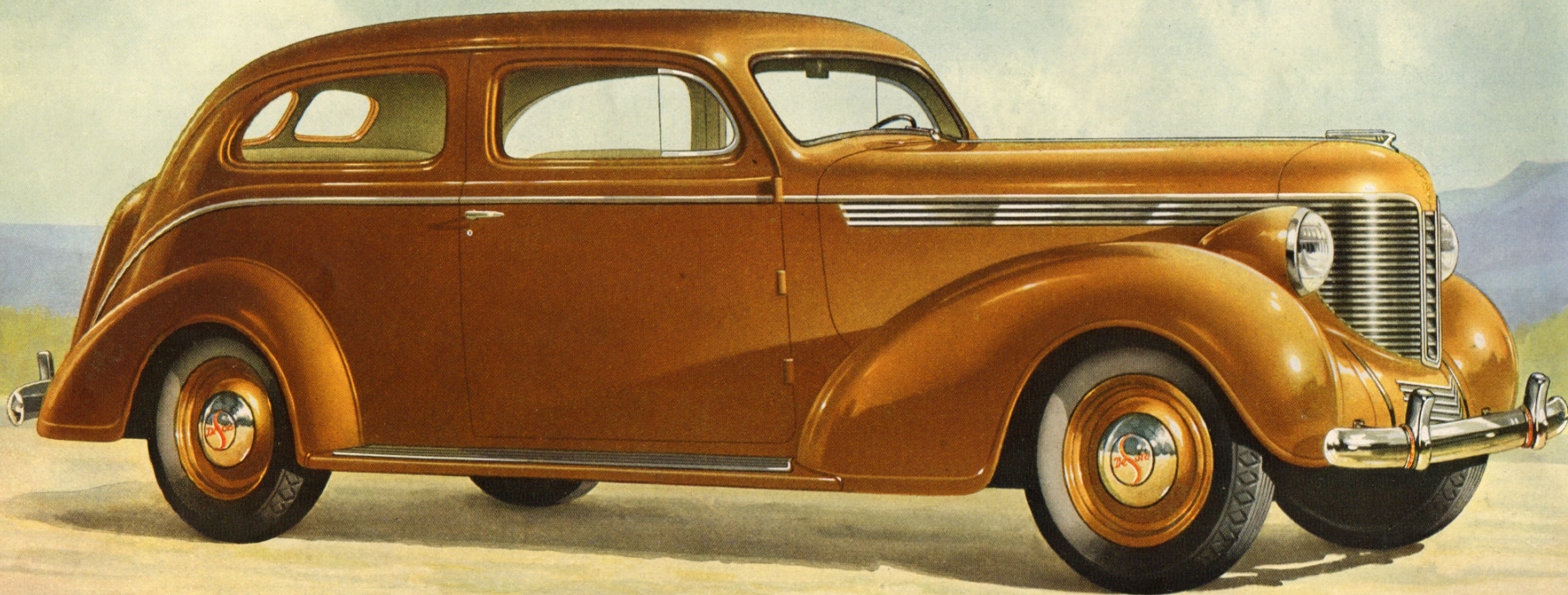


De Soto Touring Sedan

FOUR-DOOR WITH TRUNK

OF COURSE IT'S LOVELY to look at—you'd expect that from De Soto's famous designers. But this great De Soto is more than just beautiful. Here is a really *big* car in everything but *cost*! Smart construction and engineering genius make it *truly* economical. There is plenty of room for six passengers . . . and more luggage space than ever, in the over-sized, built-in trunk.





De Soto Touring Brougham

TWO-DOOR WITH TRUNK

A SMART CAR—AND A SMART BUY! This handsome touring brougham is the first choice of many motorists. Its well-planned conveniences make it an ideal family car. Both front and rear seats are of the sedan type, each full three-passenger width, and the extra-wide doors provide easy access. The trunk is guarded by a new, safer lock.



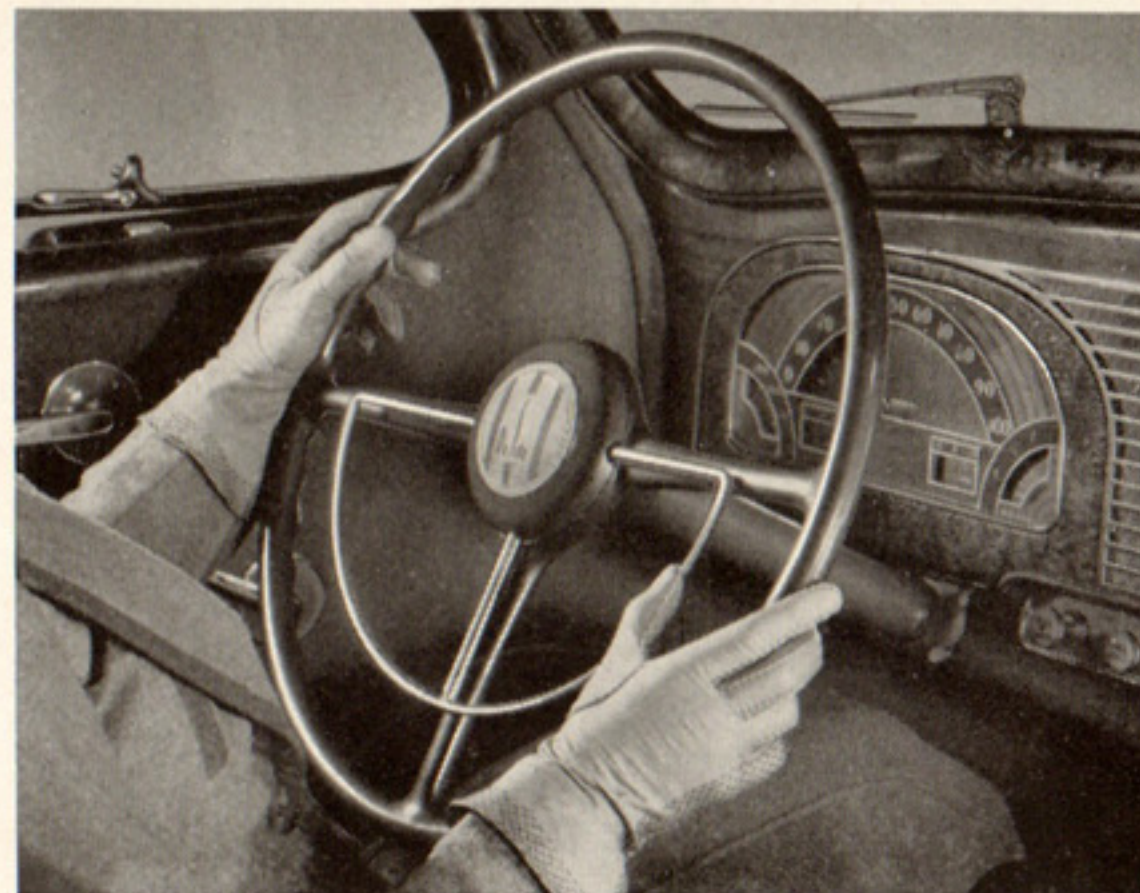
● *A Relaxed Ride . . .* NO "DRIVING FATIGUE"



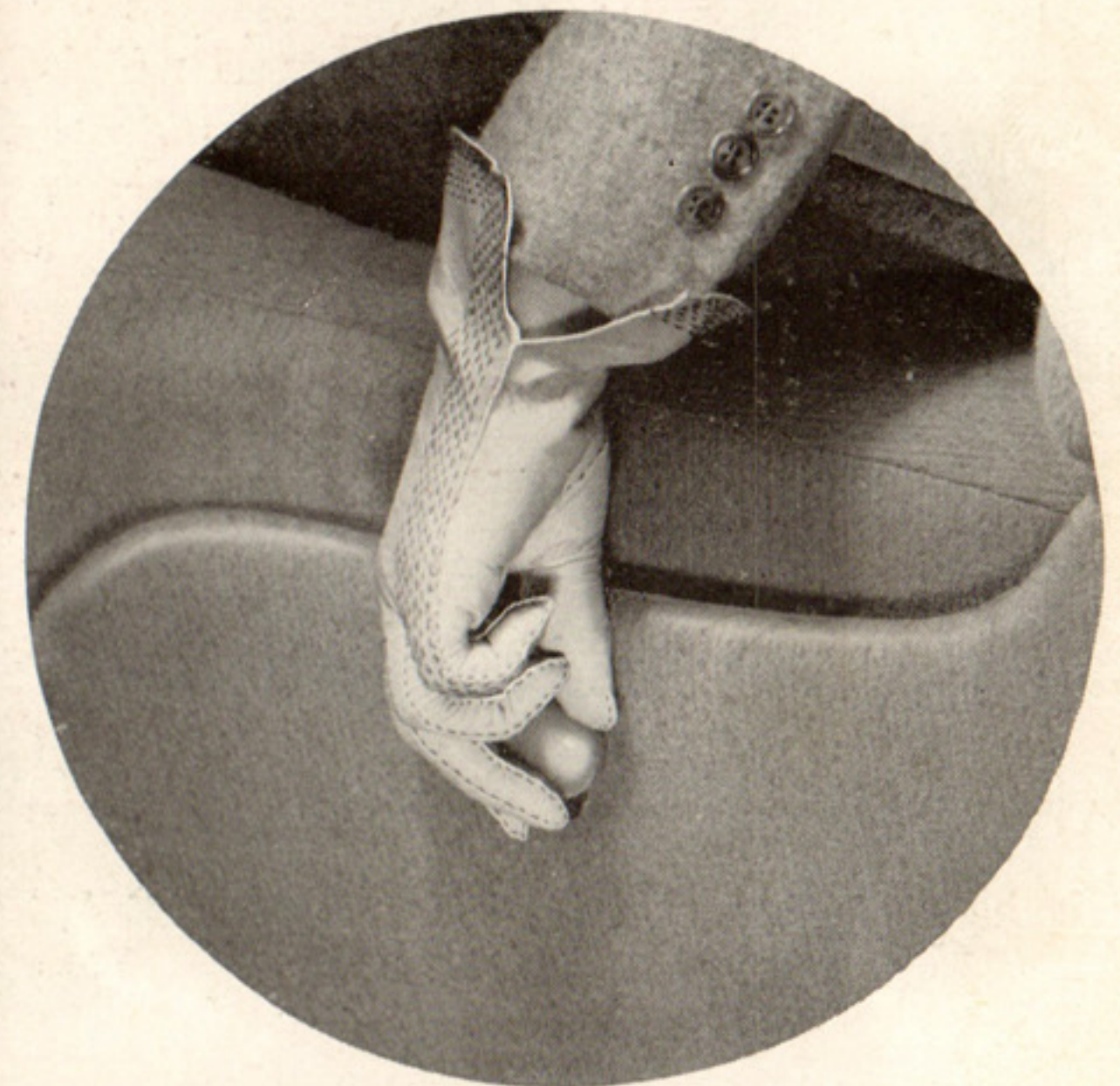
RELAX AS YOU RIDE . . . arrive feeling as fresh as the moment you started! De Soto's balanced weight distribution lets you enjoy a real Floating Ride.

Right: INSTRUMENTS are instantly visible through the full 180-degree opening at the top of the steering wheel. Remote control horn ring is available at slight extra cost.

Left: YOU'LL APPRECIATE De Soto's easier, quieter shifting. A new type synchronizer avoids the possibility of clashing gears.



DRIVE THIS big new De Soto over any road . . . and *relax completely!* Air-plane-type shock-absorbers "swallow" the bumps. De Soto's famous improved "Cushioned Ride" eliminates vibrations. Even the steering wheel is now rubber-mounted. Forget yesterday's weary muscles. There's no "driving fatigue" today in your new De Soto!

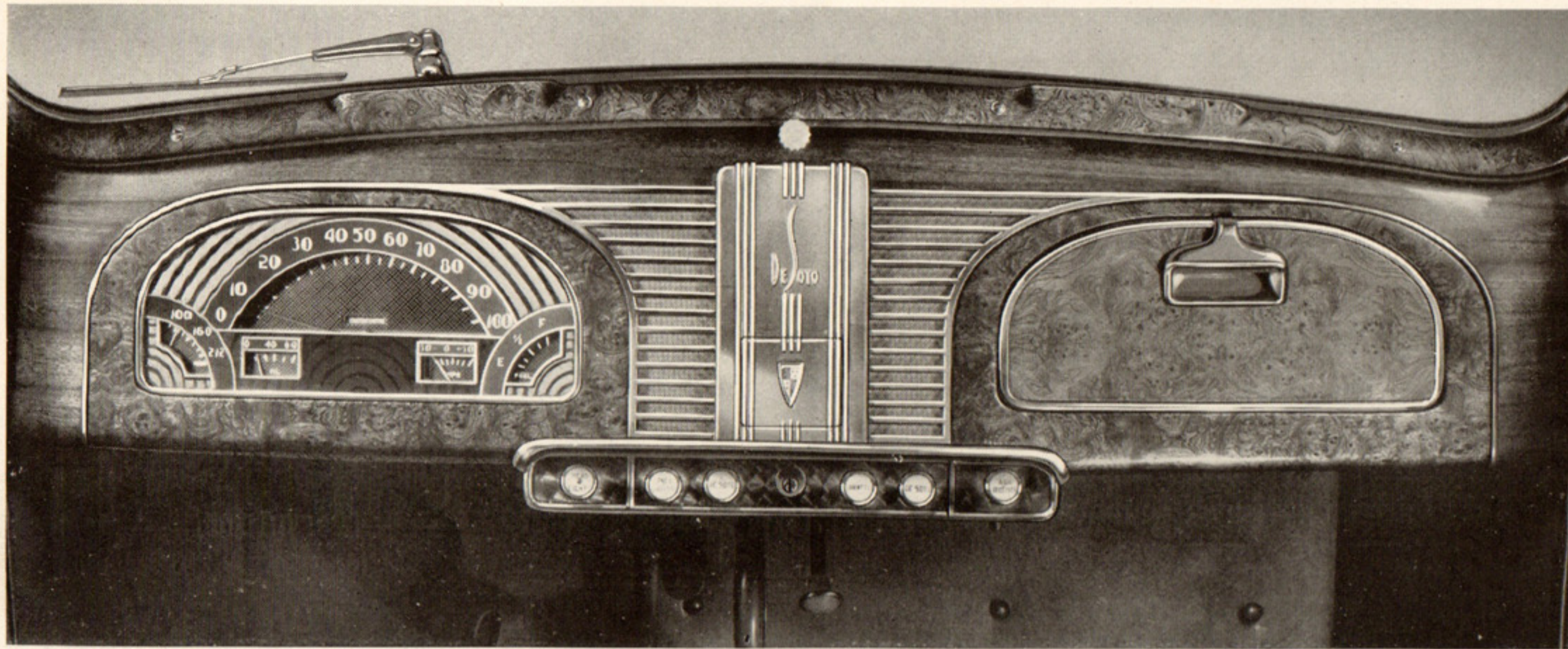


Above: THE FRONT SEAT moves up or down, forward or back, to suit you.



Above: A RECESSED foot-rest for back-seat passengers gives ample leg room.

● You're Secure... IN A CAR BUILT FOR SAFETY!



THIS NEW instrument panel is flush, with no knobs or controls jutting out to catch or tear.



LIKE A COAT OF ARMOR! De Soto's Safety Steel body and one-piece steel top add extra protection.



Above: NEW "PISTOL-GRIP" hand brake—always easy to reach.

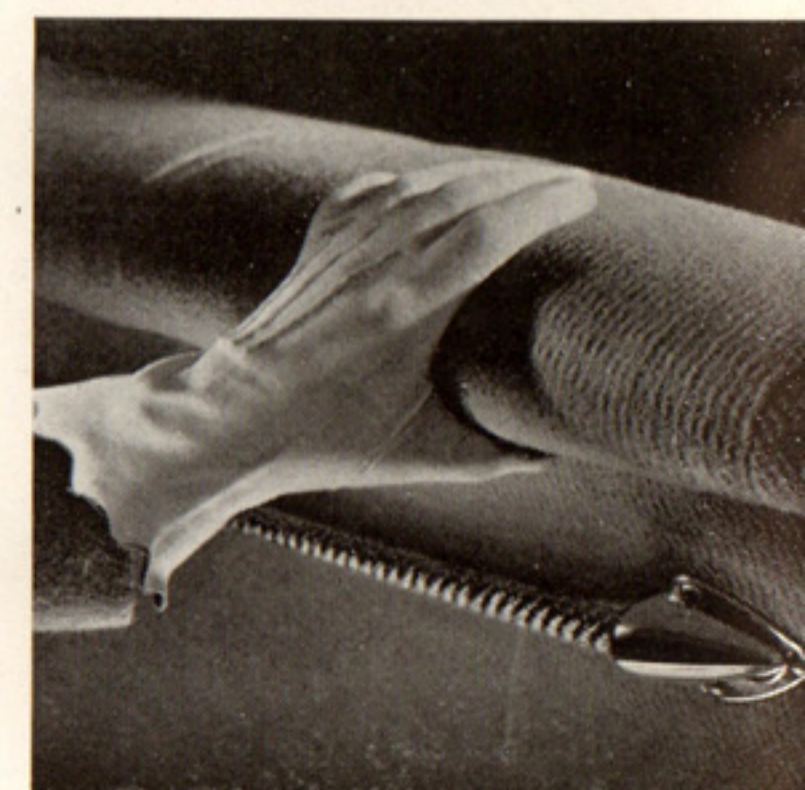
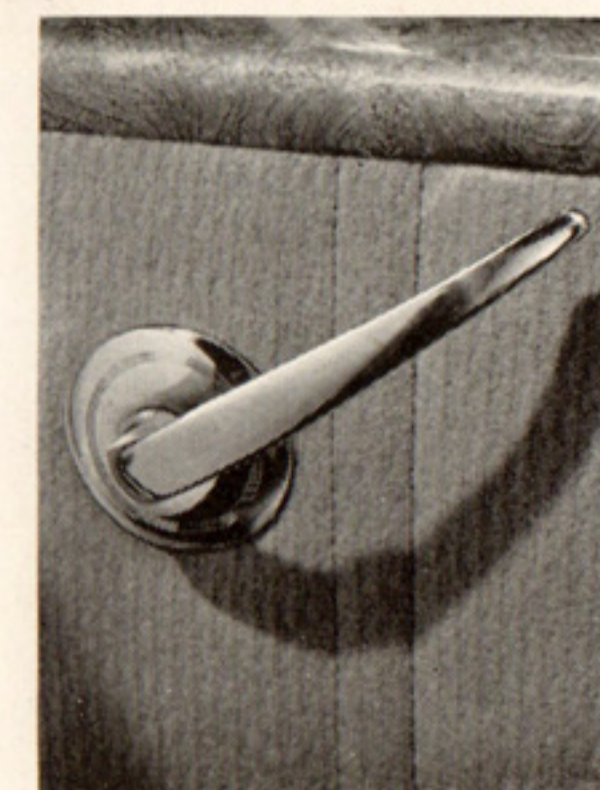
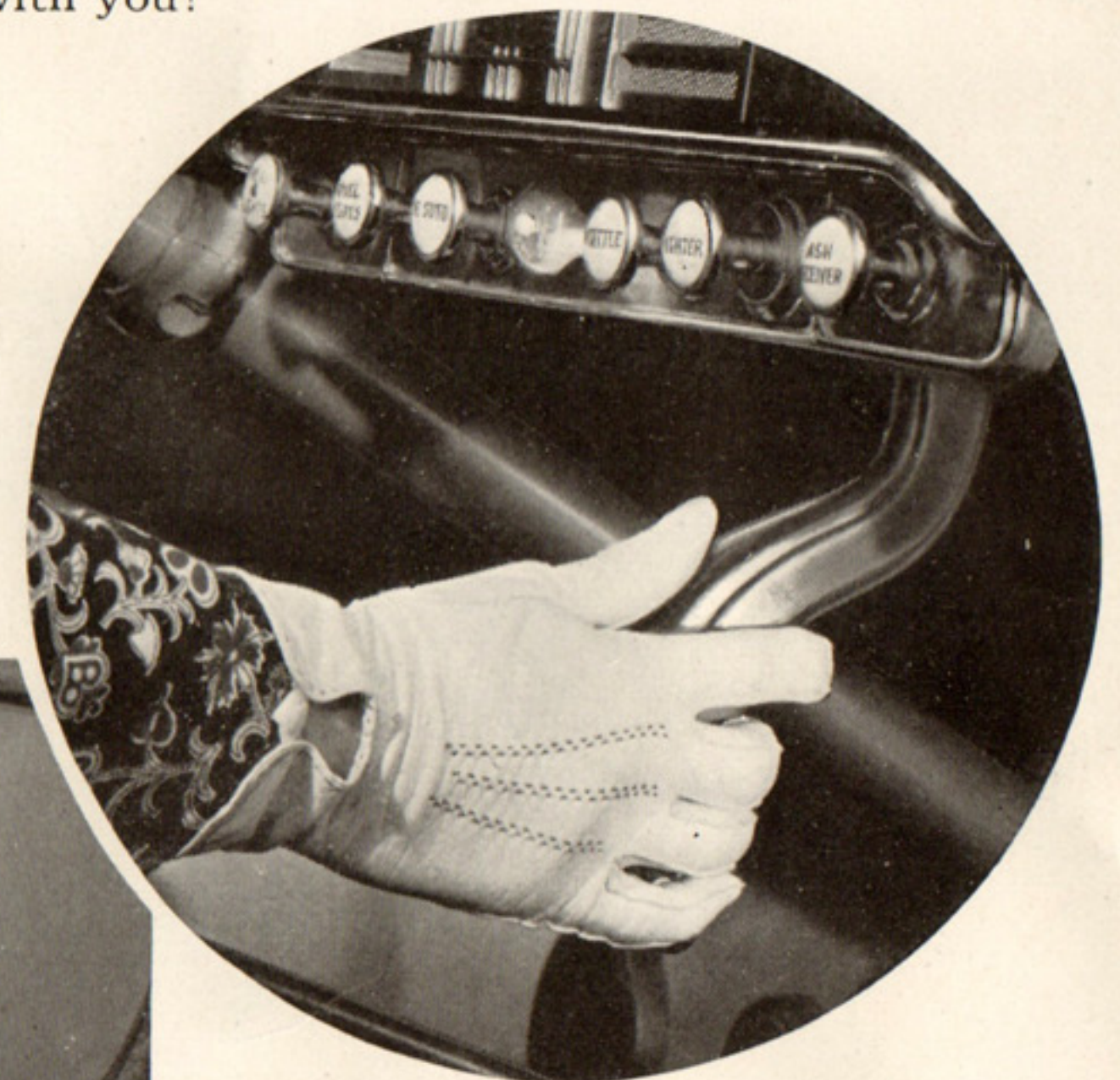
Below: INSIDE and out, door handles are flat, curve inward for safety.

Below: BACK OF front seat is double-padded for the protection of rear-seat passengers. The robe rail is a silken cord.



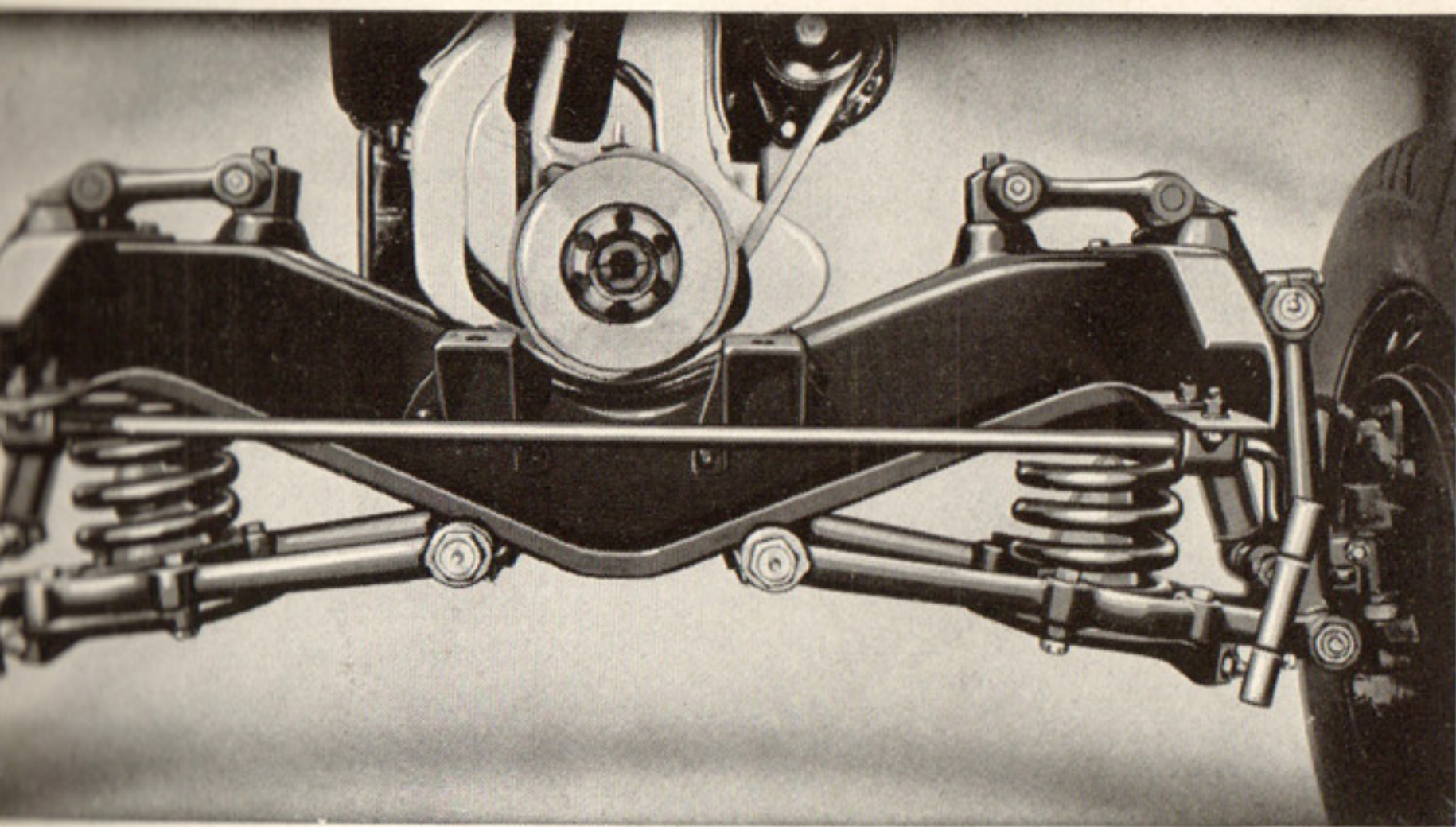
Above: LARGER De-froster vents, when attached to De Soto heater, keep windshield clear.

Left: BIGGER, SAFER, hydraulic brakes are touch-controlled.

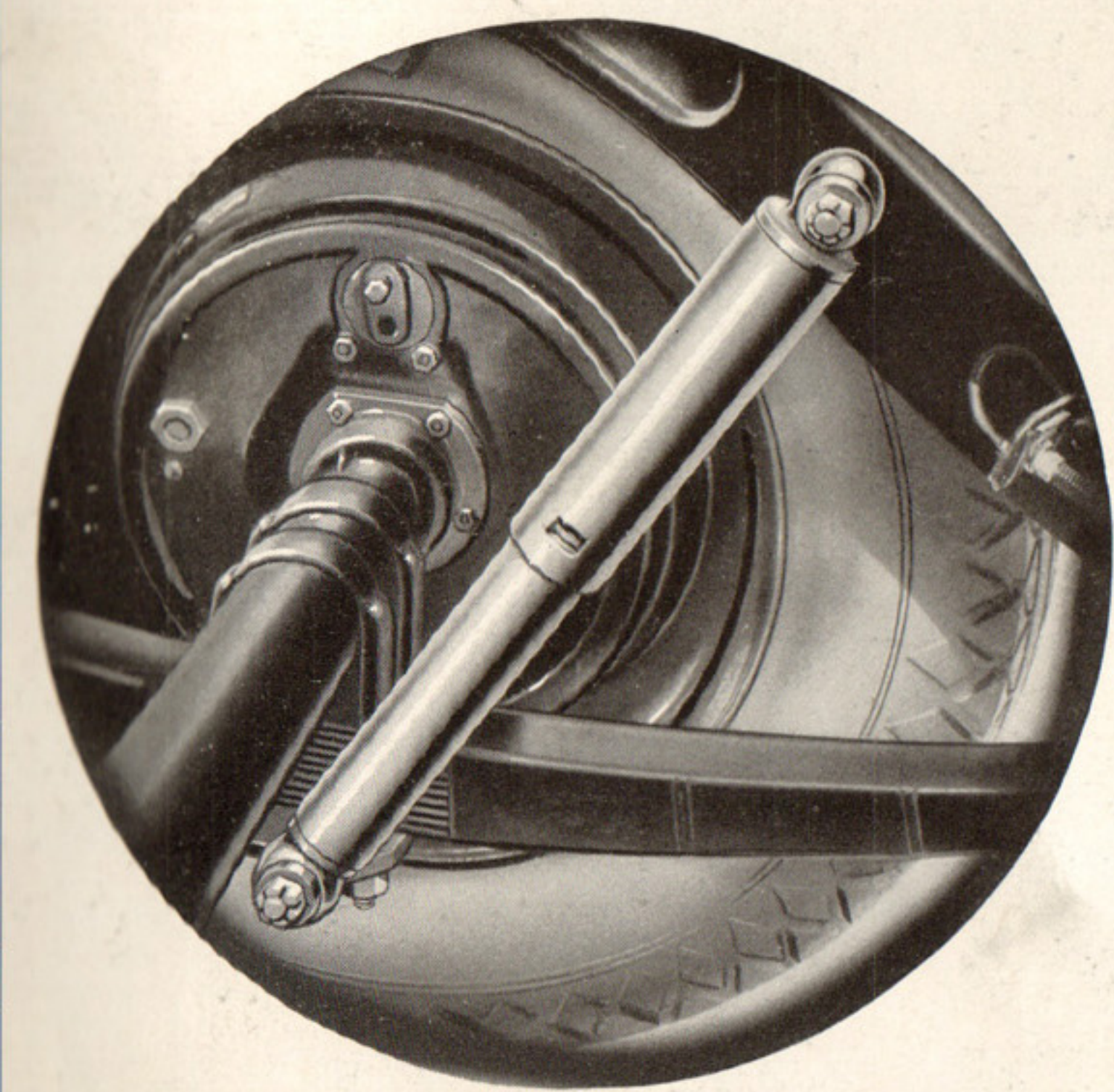


BUILT FOR SAFETY? Yes—time-proved by millions of miles of driving! This new De Soto protects you and your family with up-to-date safety features. Safety steel body with one-piece steel top. Bigger, *genuine* hydraulic brakes, front and rear. A stronger, heavier frame. De Soto's famous Safety Interior. When you drive this car, peace of mind goes with you!

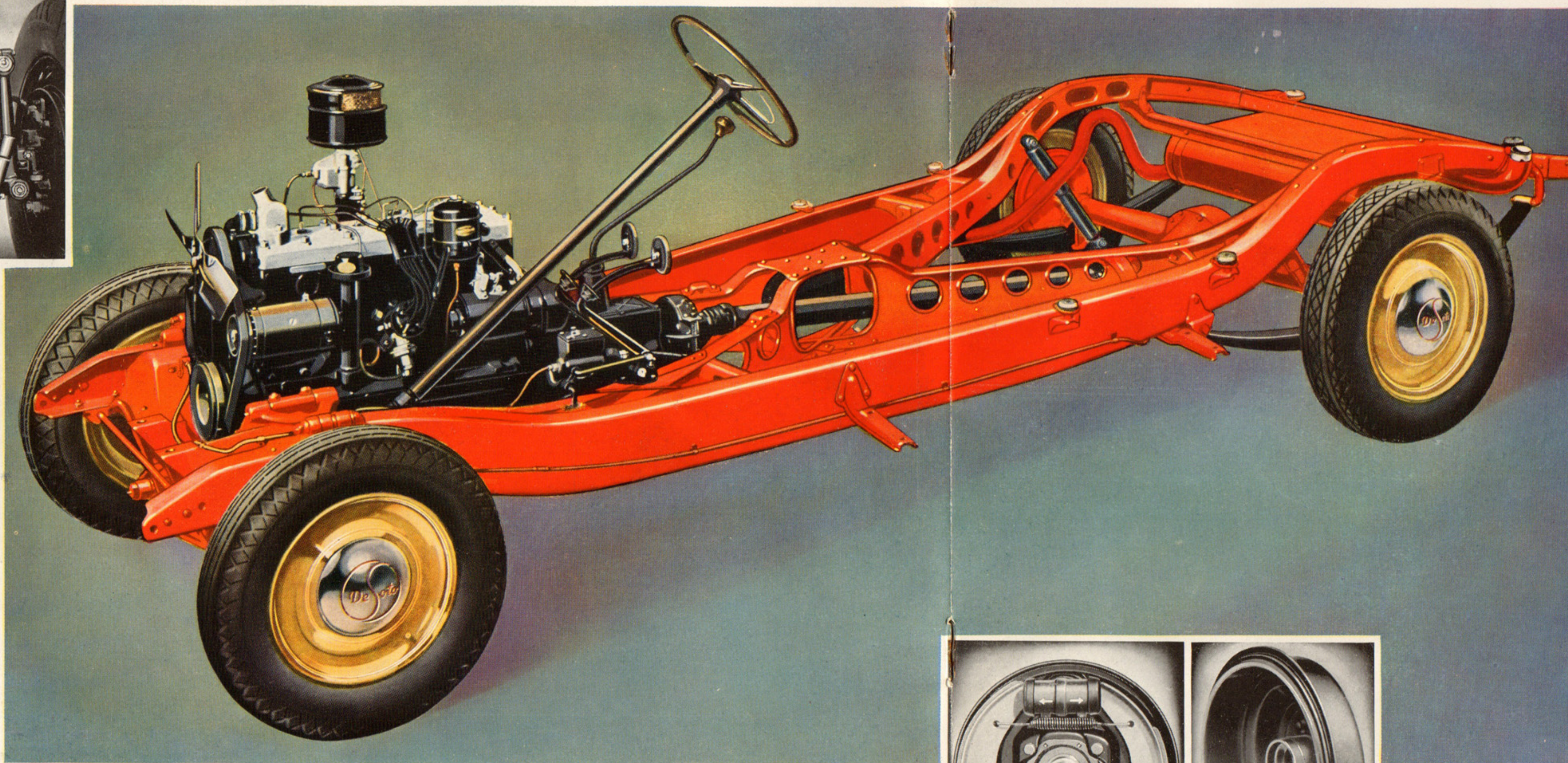
● *Your New De Soto is* **ENGINEERED FOR THE YEARS TO COME!**



INDEPENDENT FRONT WHEEL springing isolates shock, enabling your new De Soto to glide smoothly over rutty roads. Jolts are cushioned by large, soft rubber bumpers.

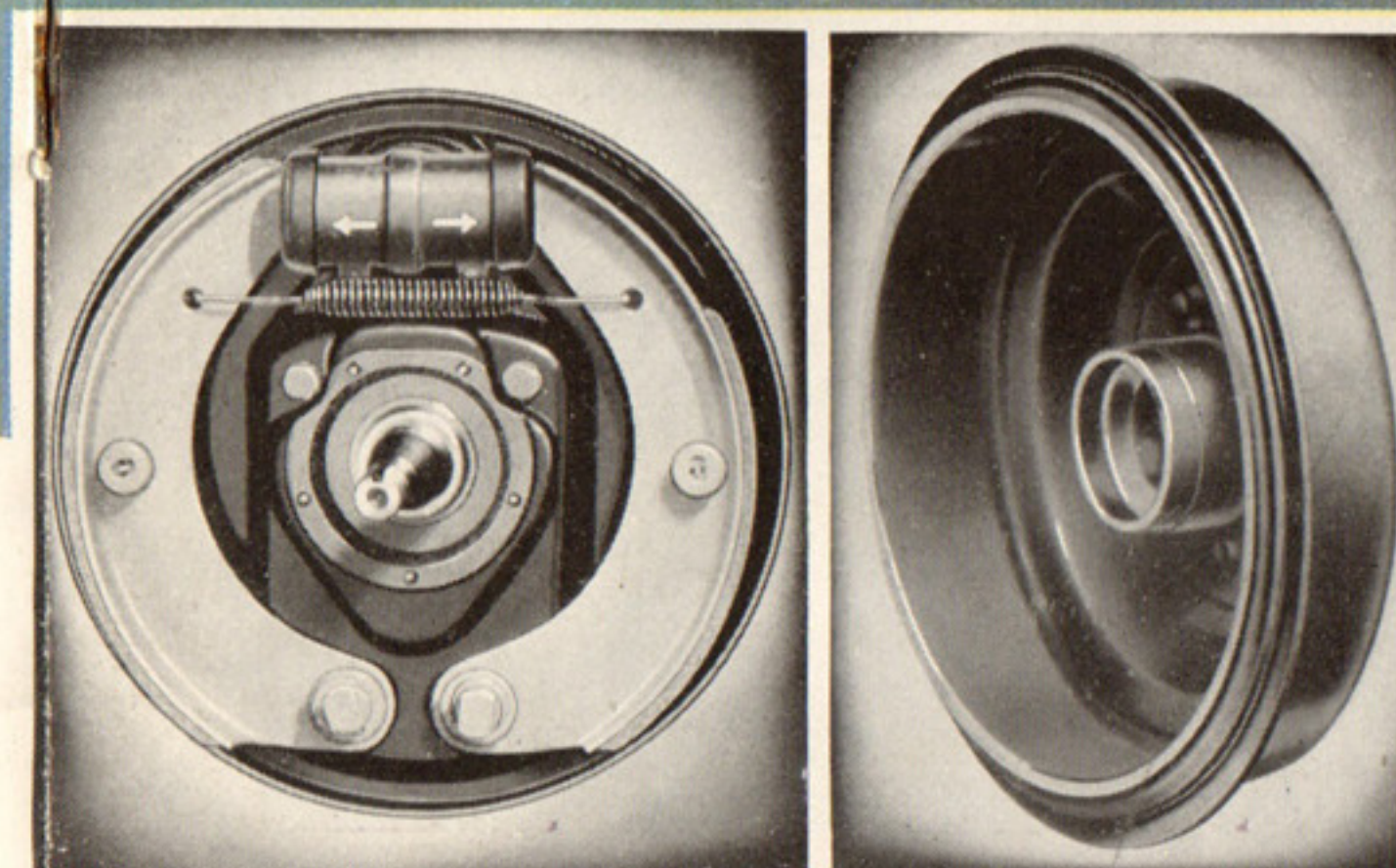


AIRPLANE-TYPE, double-acting hydraulic shock-absorbers automatically adjust themselves to any type of road, load or climatic condition; "cushion" the ride.



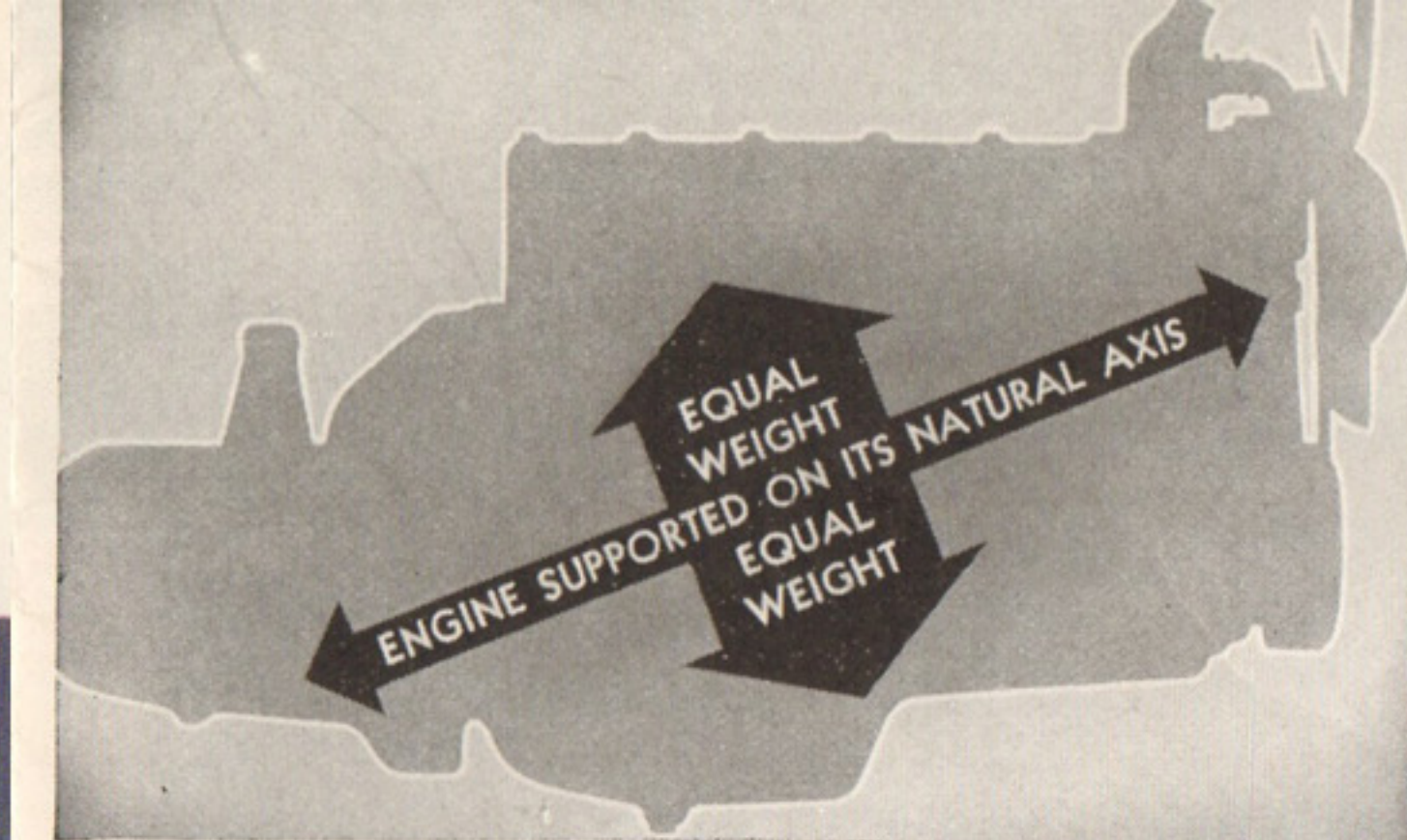
NO WONDER the greatest engineers in the automotive industry call it their masterpiece! Measured by dependable performance, economical operation, increased efficiency and longer life, this spectacular De Soto is years ahead of any car you've

ever seen at anywhere near the price! Every single part is dedicated to Service that Saves you Money . . . you get **EXTRA VALUE**, all the way! Your new De Soto is a great car today . . . It will prove to be a wise investment for years to come!

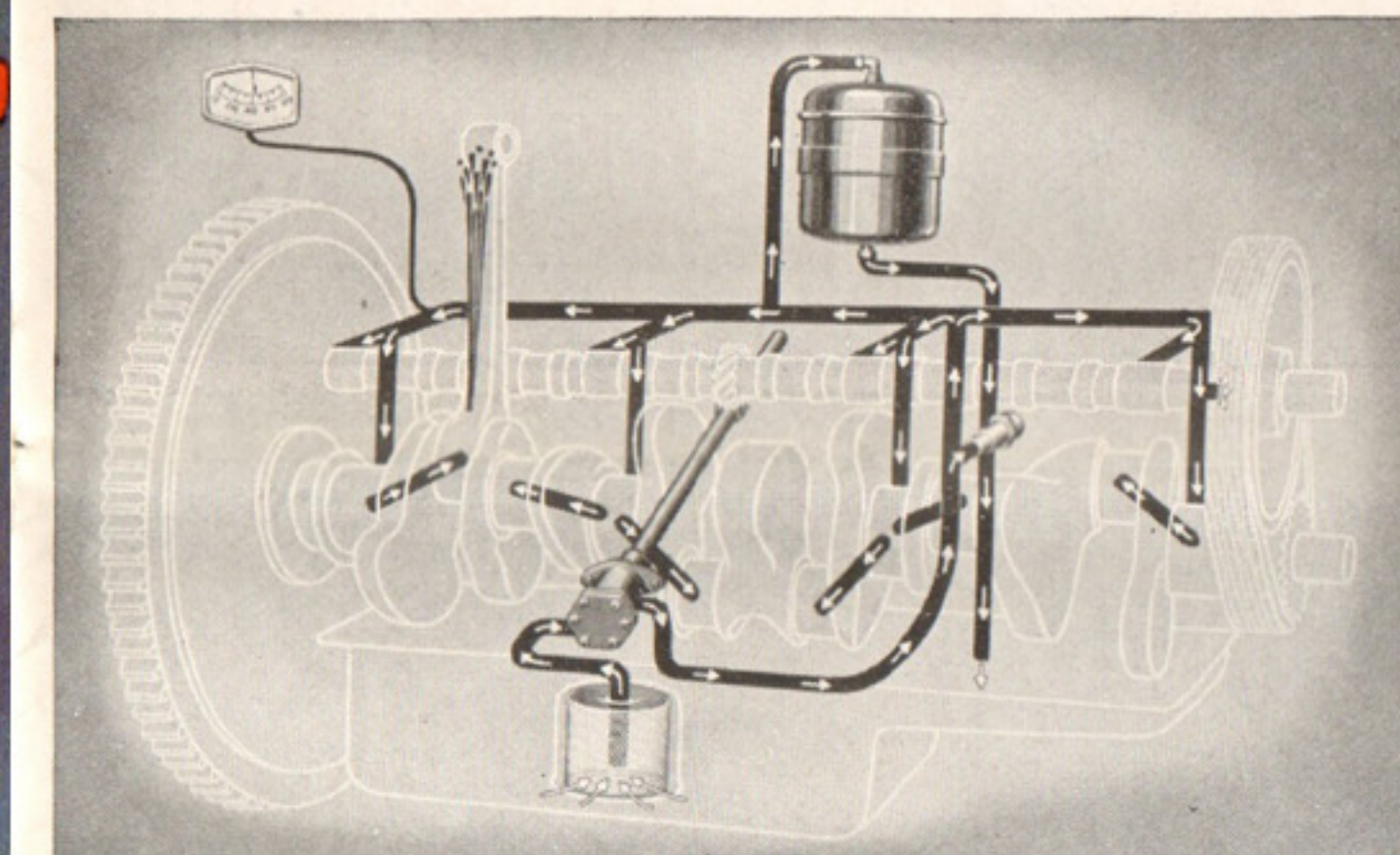


Far left: DE SOTO'S genuine hydraulic brakes are big and powerful.

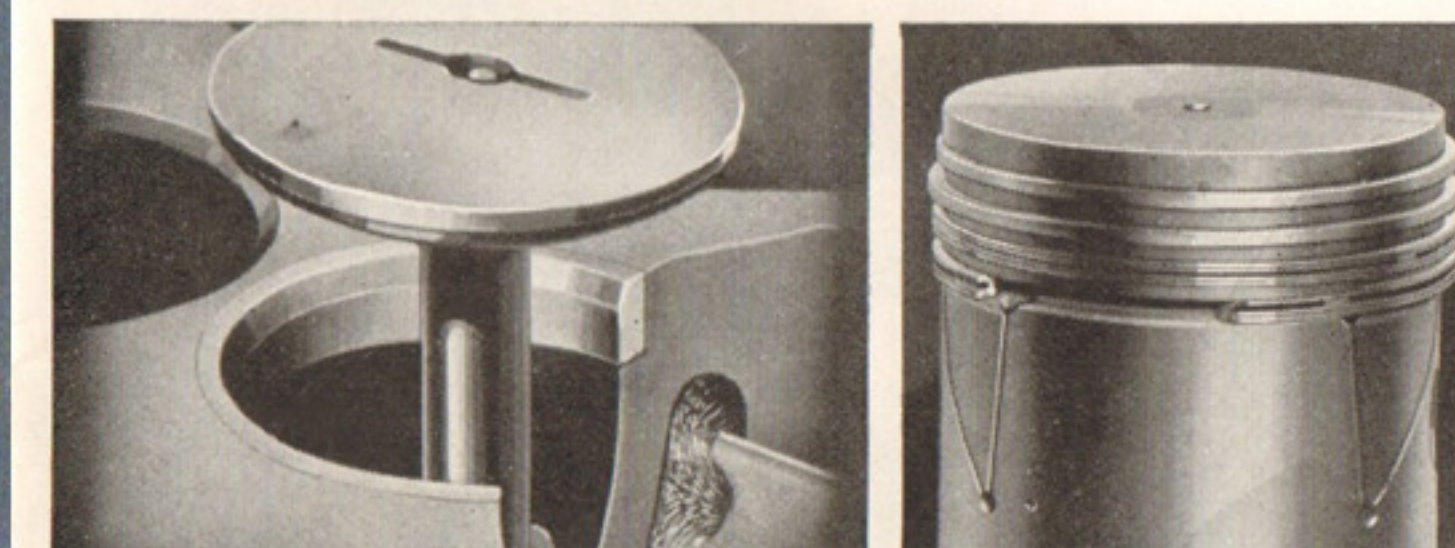
Near left: RIGID BRAKE DRUMS prevent excessive heat distortion.



PATENTED Floating Power engine mountings cushion the car from natural motor vibrations. The high-compression 93 h.p. engine is suspended in balance.



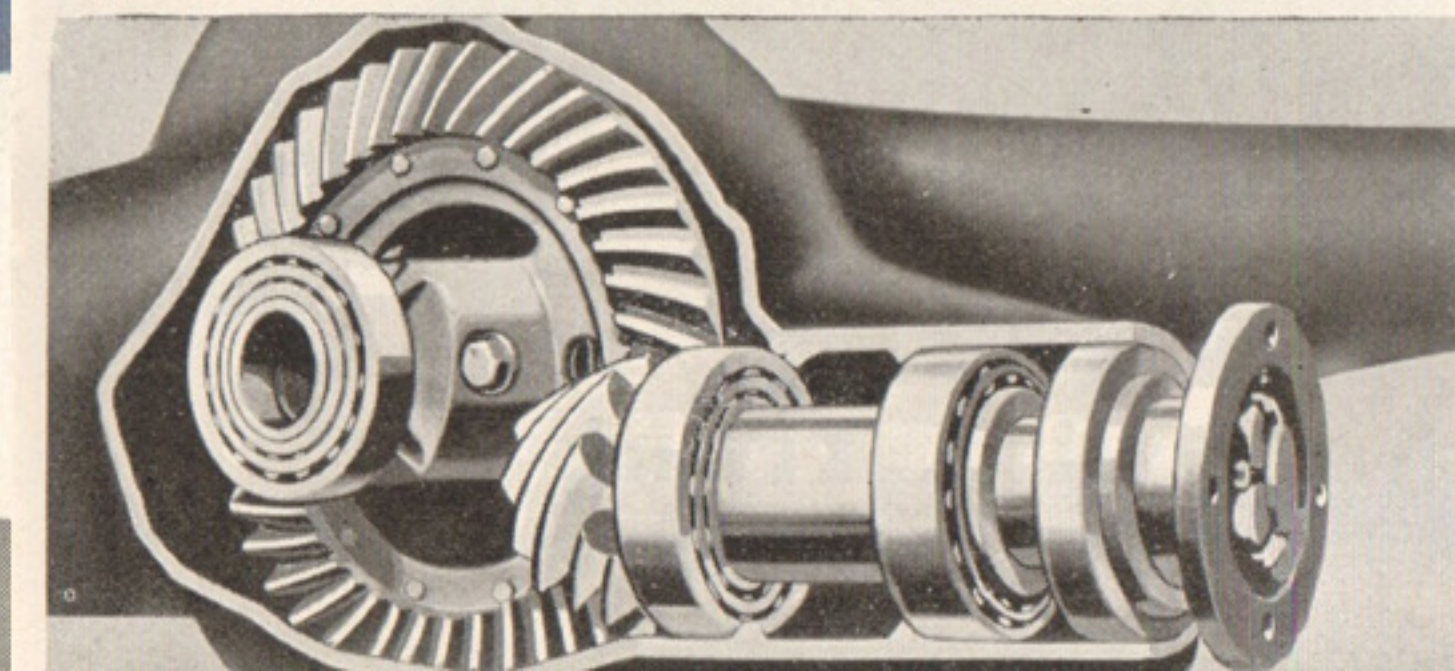
FULL PRESSURE lubrication to all main bearings, camshaft and connecting rods adds thousands of miles of life to De Soto's powerful engine by lessening wear.

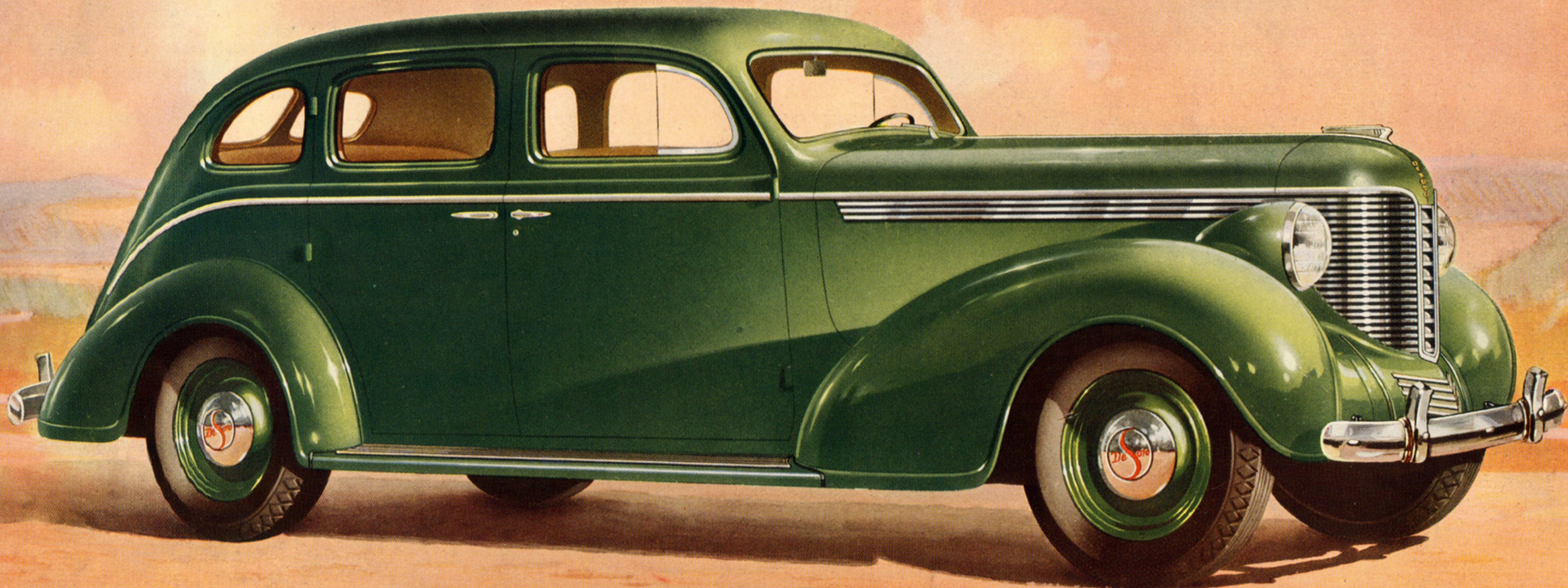


EXHAUST VALVE SEAT inserts are heat-resisting, and seldom require grinding. They give 30,000 or more miles of service.

U-SLOT, ANODIC-COATED pistons have longer life. They are of special aluminum alloy.

DE SOTO'S HYPOID rear axle provides great strength with greater quietness. Bearings are always lubricated.

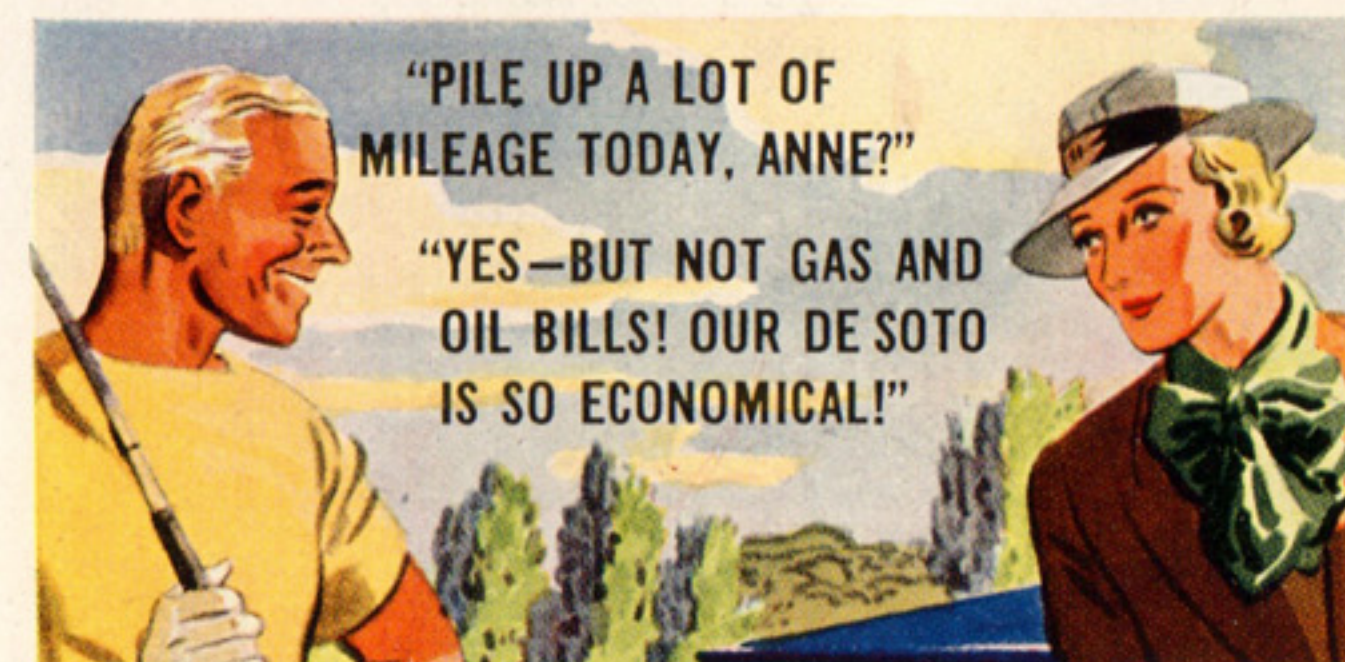




De Soto Sedan

**FOUR-DOOR
WITH LUGGAGE COMPARTMENT**

THIS FINE DE SOTO SEDAN is available in any one of eight lovely colors—Black, Winchester Gunmetal, Chinchilla Gray, Chinese Gold, Gem Green, Surf Blue, Everglades Red or Cinnabar. It provides a generous, easily accessible luggage compartment, with room for baggage as well as the extra wheel and tire. Notice how the lines of the back blend with the rest of the car.



"PILE UP A LOT OF
MILEAGE TODAY, ANNE?"

"YES—BUT NOT GAS AND
OIL BILLS! OUR DE SOTO
IS SO ECONOMICAL!"

● Room for Three... IN THE FRONT SEAT, TOO!



DE SOTO'S WIDE three-pillow seat holds three persons comfortably, and the driver is never crowded. New windshield increases vision 12 per cent.

HOW TALL ARE YOU? What's your weight? It doesn't matter—if you drive this new De Soto! Here is one car *built* to carry six big people comfortably—you don't just manage to "squeeze them in." You'll discover inches more head room, elbow room, room to stretch your legs . . . the whole interior is surprisingly spacious. And the new improved adjustable front seat means maximum driving comfort for both long and short members of the family.



Right: NO BARKED shins here! The instrument panel is several inches above your knees.



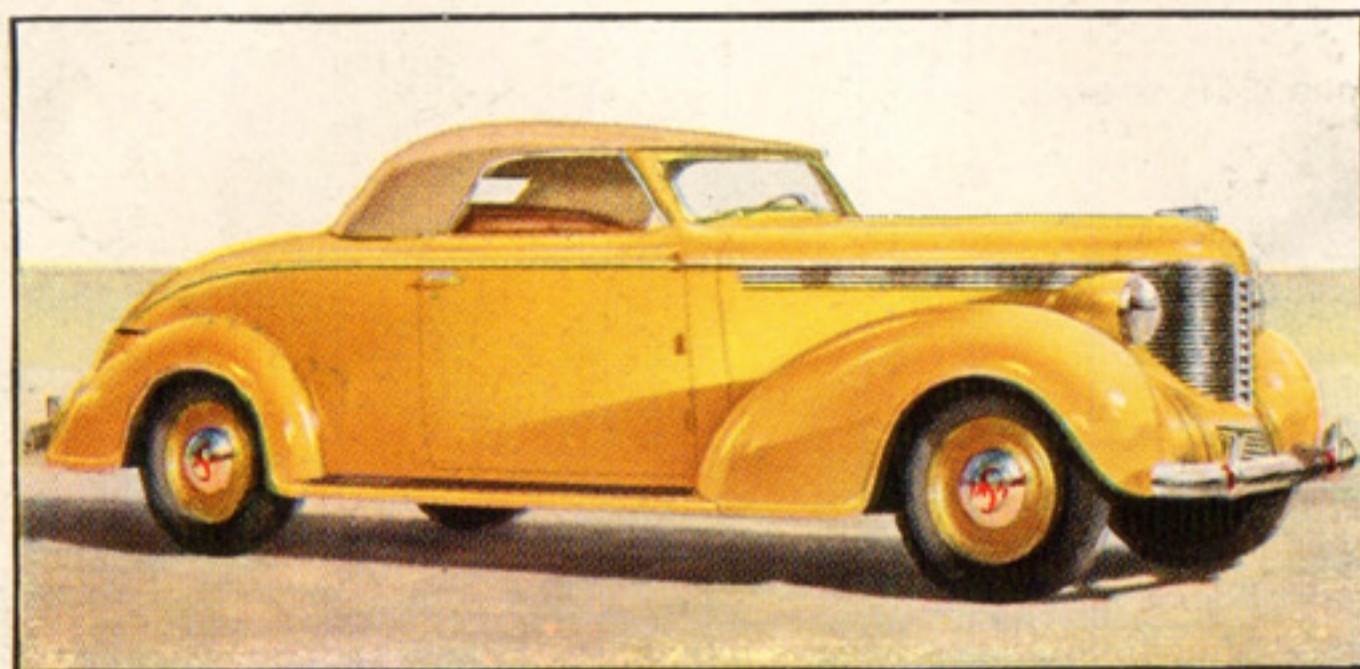
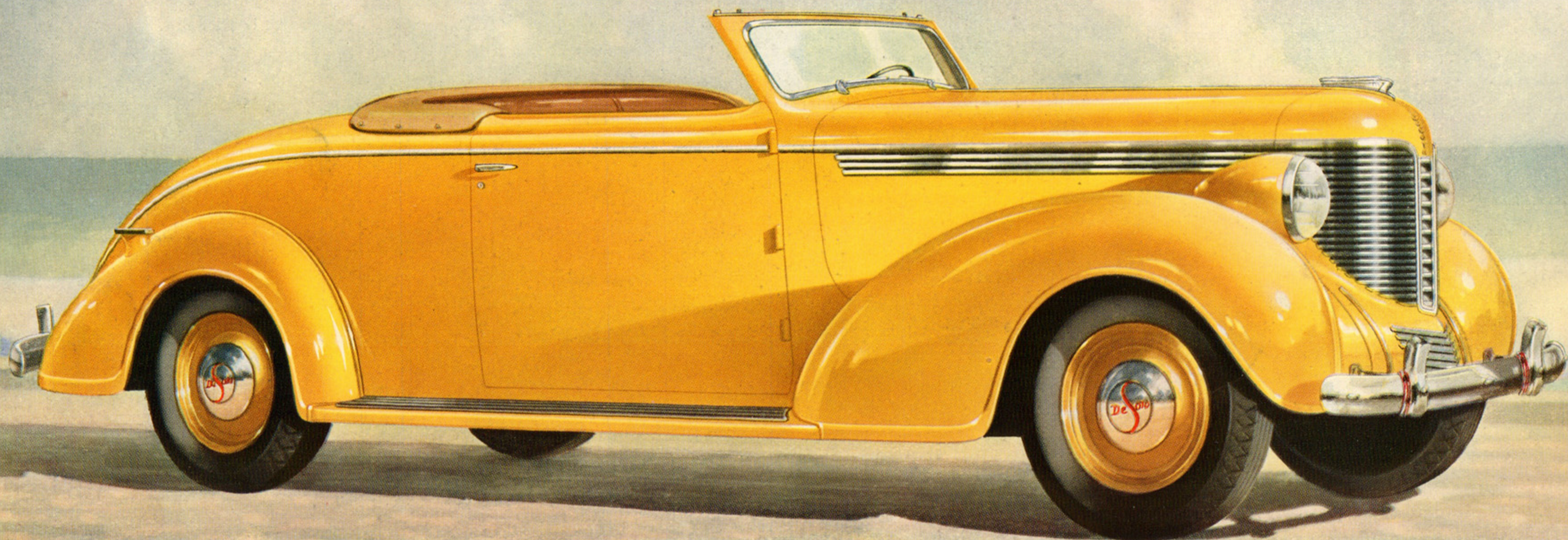
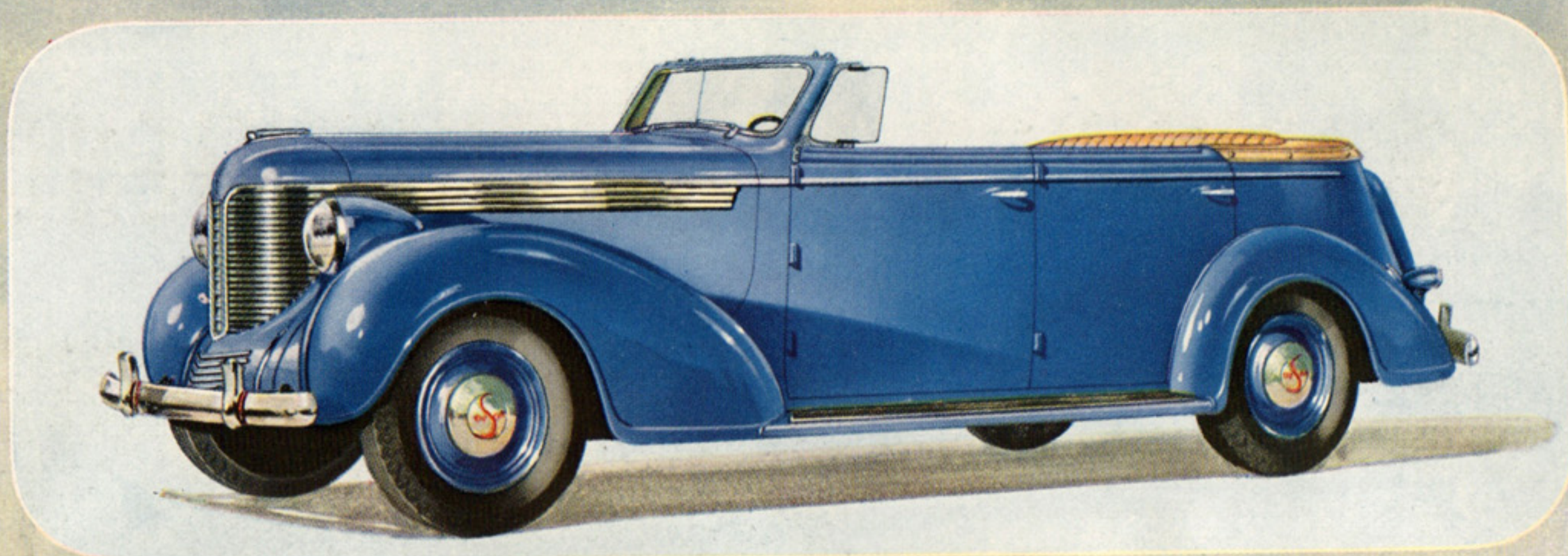
Right: INSIDE. EXTRA inches of head room . . . low, level floors . . . chair-high seats! Conveniences that make your ride more pleasant.



HIGHER, WIDER doors make it easy to get in and out of your De Soto.



Left: YOU GET EXTRA space in the huge rear trunk and the high lifting lid saves back-bending.



LET IT RAIN—LET IT SHINE! You're snug and comfortable in any kind of weather when you drive a De Soto Convertible. These handsome "two-in-one" cars have massive double frames to prevent the annoying squeaks and rattles of ordinary convertibles. The strong canvas tops were designed with an eye to effortless raising and lowering, especially treated for longer life, and are available in either black or natural tan.

De Soto Convertibles

SEDAN AND COUPE

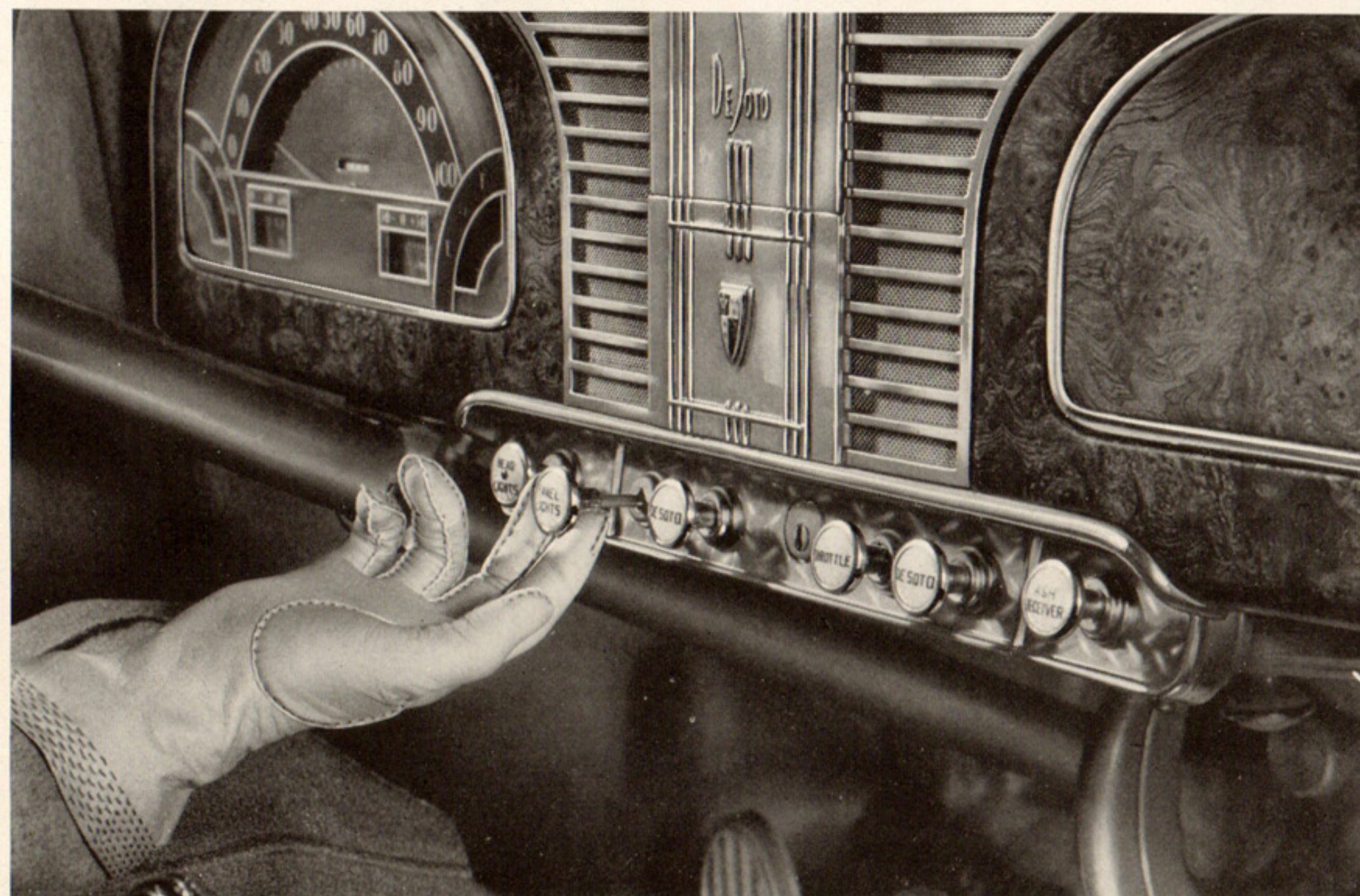
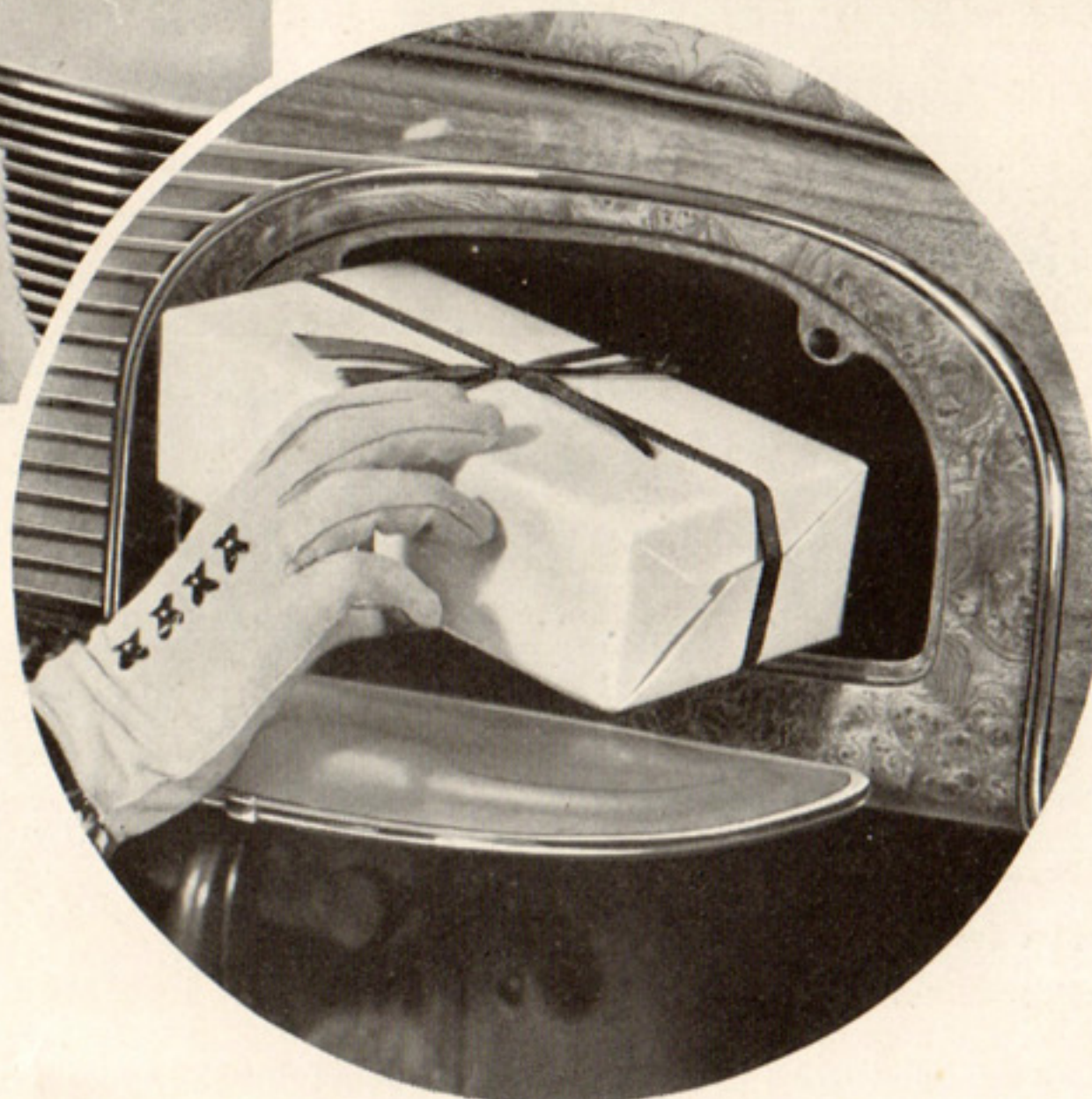
● LUXURY AND CONVENIENCE YOU'LL ENJOY

THIS DISTINGUISHED new De Soto will spoil you for ordinary cars! Just sink into that deep, cushiony seat. Run your hand over the rich upholstery. Notice the low, level floor and better lighting. And the conveniences! Ash trays at your finger tips . . . wide comfortable arm rests . . . assist cords within easy reach . . . a roomy package compartment conveniently placed in the instrument panel. And here's the most thrilling part of all; while you're enjoying luxury, your budget is realizing economy.

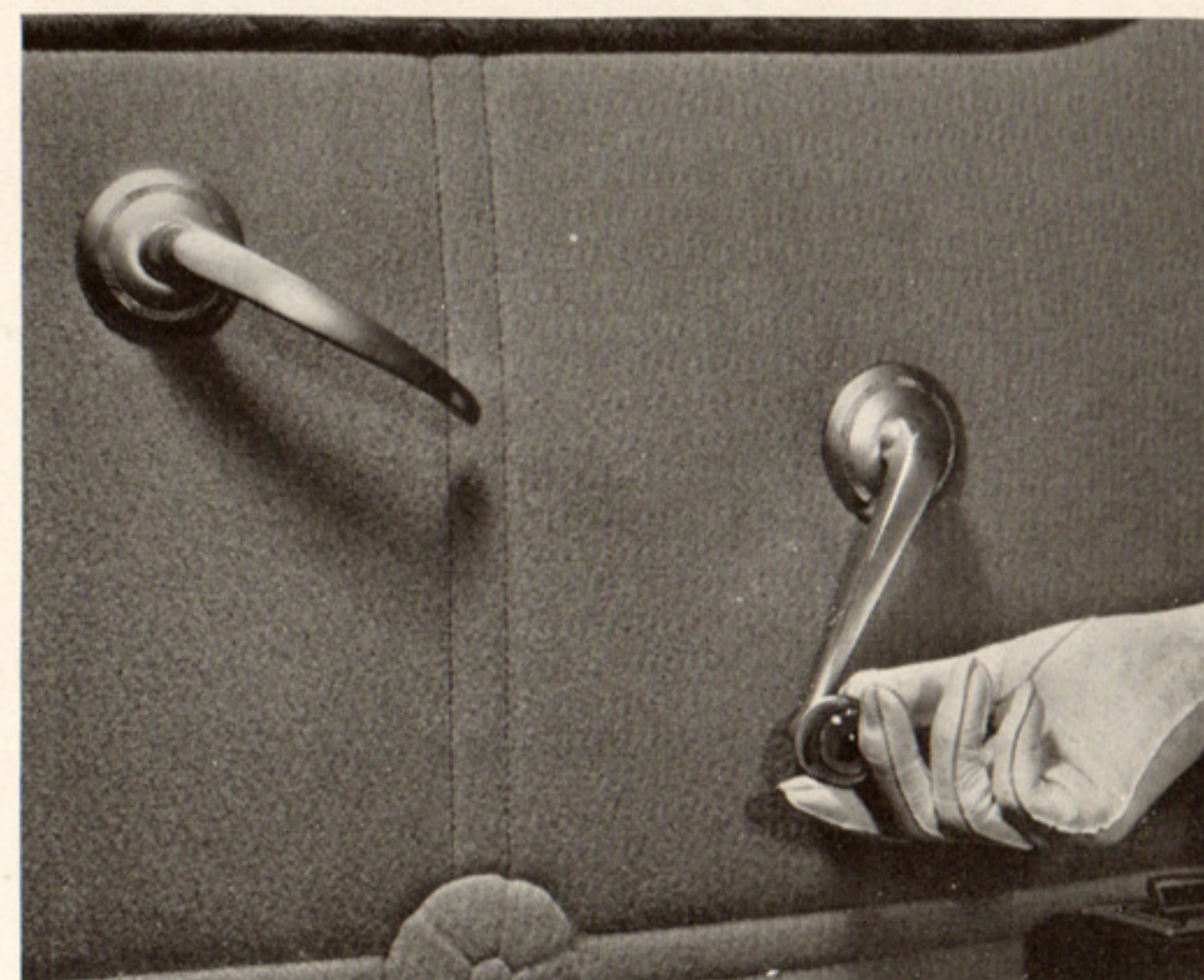


HERE IS THE easiest-to-operate hood lock you've ever seen. Hoods open from the side, lift easily for quick access at service stations.

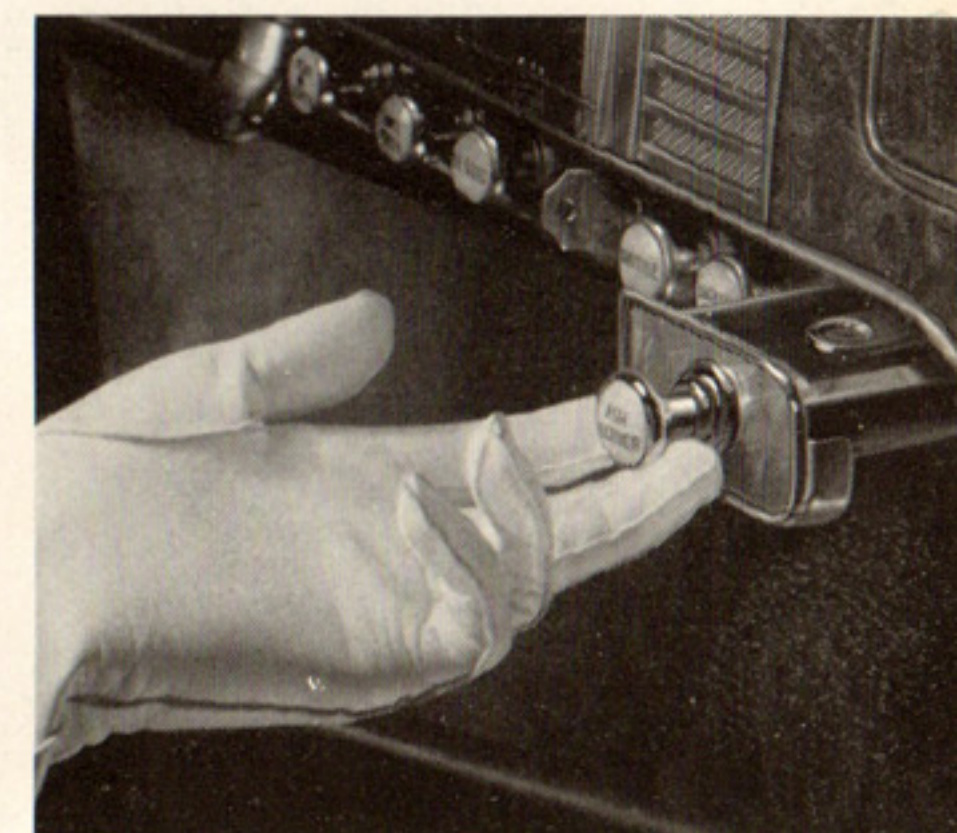
Right: A GENEROUS compartment holds gloves, packages and highway maps.



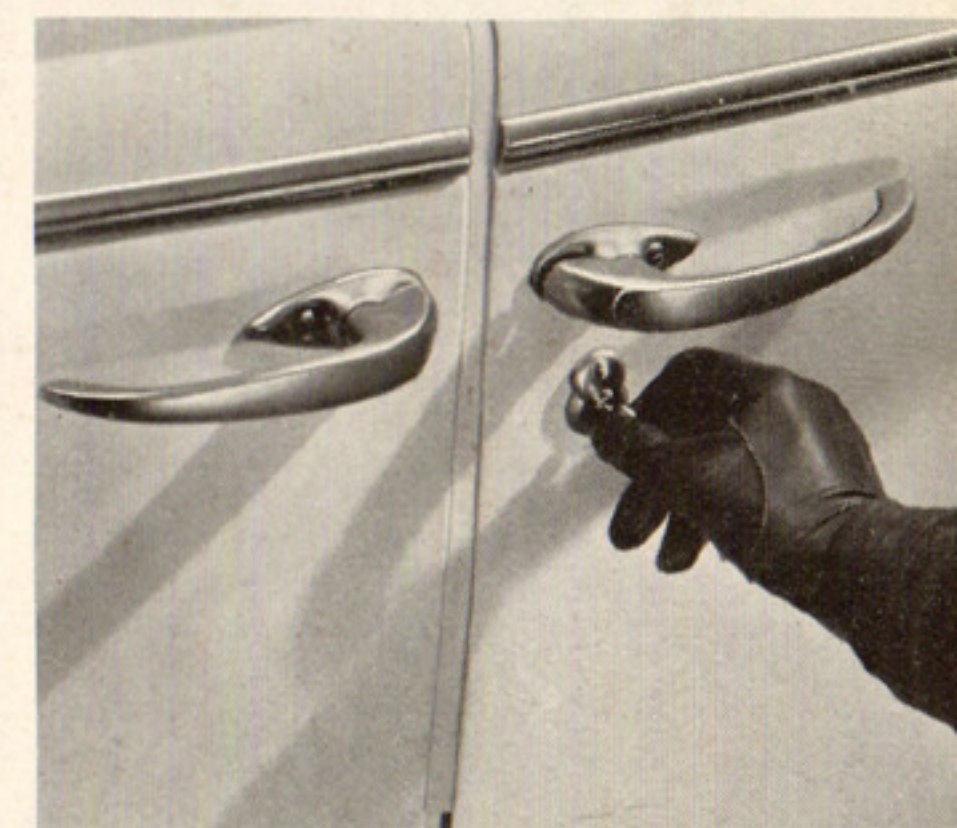
COLOR IS INTRODUCED for the first time on the handsome instrument panel. The larger, easy-to-read numerals are edged in vermillion. The horn button is silver and vermillion.



DOORS AND WINDOWS open effortlessly. Handles have big, easy-to-grasp knobs of rose beige tint.



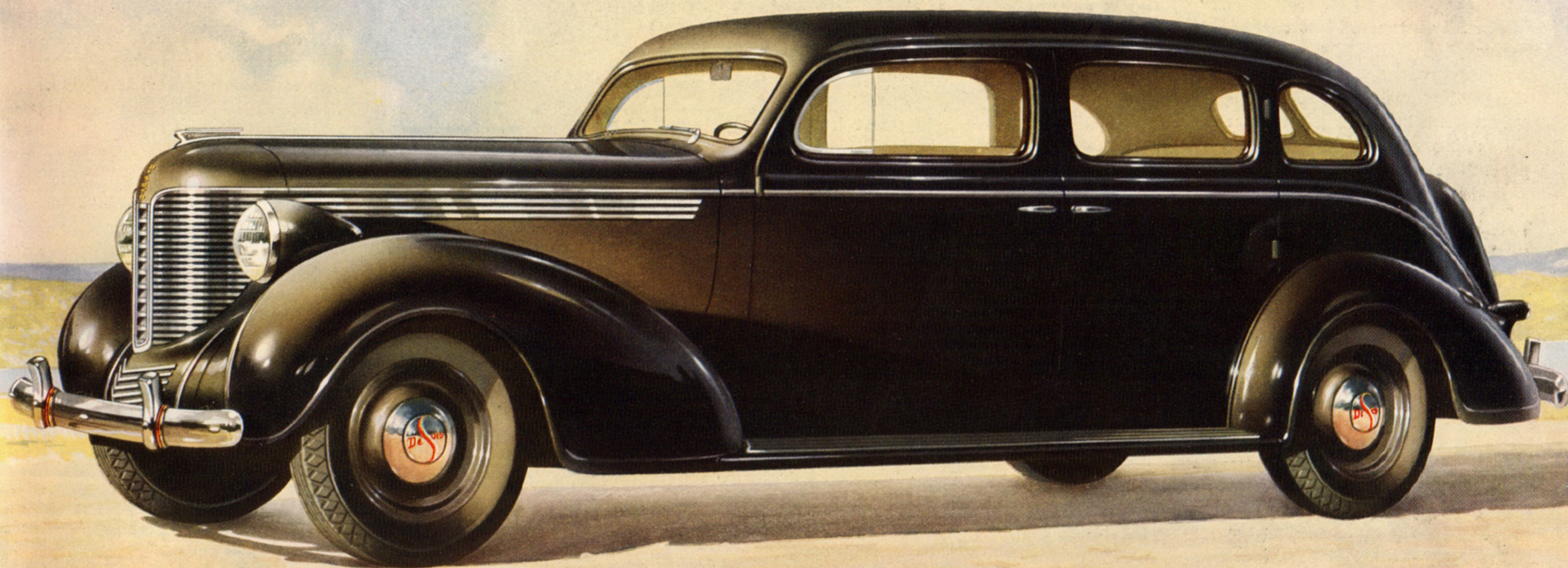
SMART ASH TRAYS are within reach of every passenger.



EVERY PIECE of hardware is strikingly simple in design.



A TAMPER-PROOF lock protects De Soto's roomy built-in trunk.



*De Soto
Seven Passenger
Sedan*

IN EVERY WAY, this great seven-passenger sedan surpasses longer, heavier, more expensive cars. You've never seen a more beautiful automobile at anywhere near its low price! Its wheelbase is 136 inches. Its powerful motor gives you 100 horsepower using an aluminum cylinder head. It embodies every De Soto super-feature, plus two extra forward-facing seats . . . Limousine bodies are also available on this chassis.



"THAT'S A BIG NEW
CAR OF YOURS,
COLONEL."

"BIG IN EVERYTHING
BUT COST, MRS. SMITH!"

● QUIET, PLEASE! *No Noise Allowed!*



THICK PADDING on floor, doors and all panels for restful quiet.



THIS NEW DE SOTO gives you a real "hushed ride." Complete sound-proofing shuts out unpleasant road noises, eases nerve tension.

GET IN AND DRIVE . . . you're in for still another pleasant surprise! Take this new De Soto into the thick of down-town traffic . . . and *listen*. Isn't it quieter . . . more restful than any car you've ever driven? Of course—and here's the reason. This year's De Soto is *completely* sound-proofed. Road noises stay outside! Rubber mountings between body and frame prevent metal from touching metal. The floor, the roof, and every body panel are insulated to seal out sound. And De Soto's individual touch-control ventilation in front and rear assures every passenger absolute comfort—without drafts.

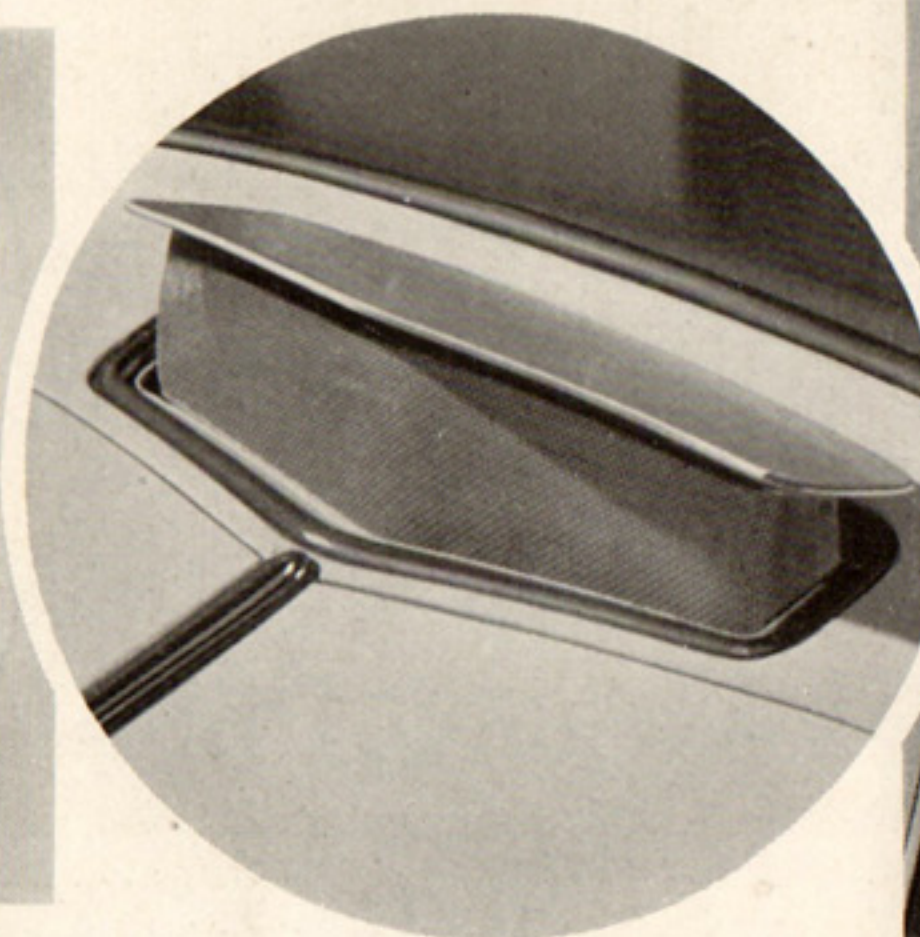
Below: A DEEP DRIP molding above the doors catches rain, keeps you dry.



DRAFT-PROOF VENTILATION insures comfort for every passenger front and rear. Scoop in as much or as little fresh air as you like.



"WINGS" ON THE rear quarter windows swing wide to aid back seat ventilation.



THE BIG cowl ventilator is equipped with a screen.



● QUICK FACTS ABOUT THE NEW DE SOTO

SUSPENSION — FRONT . . Independent front wheel suspension on coil springs; front end ride stabilizer.

REAR . . Two tapered leaf semi-elliptic springs, $53\frac{5}{8}$ " long; $1\frac{3}{4}$ " wide, 9 leaves. Rubber cored front shackles; Silent-U, threaded rear shackles. Metal spring cover. Aero-hydraulic, double-acting, shock-absorbers, front and rear. Improved weight distribution.

REAR AXLE . . Semifloating with silent hypoid rear axle. Tapered roller bearings throughout.

BODY . . Safety All-Steel construction; one-piece steel top. Mounted on special "Rubber Float" mountings.

VENTILATION . . Complete, draft-free, ventilation control through screened cowl ventilator, wing type front door windows, with "Burglar Proof" locks, and full wing type rear quarter windows.

BRAKES . . DeSoto, 4-wheel "equal-pressure" hydraulic brakes, 11" steel brake drums with cast iron braking surfaces. Stepped wheel cylinders to equalize action on brake shoes, 150 sq. inch contact area. Separate parking brake on driveshaft with control mounted under the instrument panel.

CLUTCH . . Air-cooled 10" single, dry-plate with grooved facings. Self-lubricated, ball-bearing clutch release.

ENGINE . . Six cylinder L-head engine with patented Floating power engine mountings, bore and stroke $3\frac{3}{8}$ " x $4\frac{1}{4}$ ", S.A.E. rating 27.34 H.P.; horsepower,

with standard head, 93 at 3600 R.P.M., compression ratio 6.5 to 1; with special head, 100 at 3600 R.P.M., compression ratio 7.0 to 1.

CRANKSHAFT . . Four, removable, precision type, main bearings, seven counter weights and impulse neutralizer.

CAMSHAFT . . Four bearing, cast iron, chain driven camshaft.

COOLING . . Water circulation by centrifugal pump through full-length water jackets, water distributing tube and by-pass thermostat. Temperature gauge on instrument panel.

ENGINE LUBRICATION . . Full pressure to all main, connecting rod and camshaft bearings, pressure spray to other moving parts. Direct oil lead to timing chain. Oil filter and crankcase ventilation. Oil capacity—5 quarts.

PISTONS . . Anodic-coated aluminum alloy—U-slot type. Four piston rings per piston.

ELECTRICAL SYSTEM . . Large air-cooled generator with full voltage and current control—automatic spark advance with vacuum control. 105 ampere-hour battery.

FUEL SYSTEM . . Down-draft carburetor equipped with accelerator pump, air cleaner and intake silencer. Automatic choke. Fuel tank capacity—16 gallons.

FRAME . . Double drop X-girder type with box sections—size 6" x 2" x $\frac{7}{16}$ ".

DRIVESHAFT . . Tubular with two roller bearing universal joints. Driving torque taken through rear springs.

STEERING . . Rubber mounted, shockless and directly controlled. Worm and roller type gear, ratio 18.2 to 1.

TIRES . . 6.00 x 16 airwheel tires—rib on front, all weather on rear. Life Guard tubes supplied at extra cost.

TRANSMISSION . . Easy shifting Syncrosilent type, quiet Helical gears throughout. Liberal use of anti-friction bearings. Gas-Saver transmission available

at slight extra cost for increased fuel economy at touring speeds.

WHEELBASE . . 119 inches (7-Passenger Sedan, 136 inches), overall— $199\frac{5}{16}$ " Tread—front $56\frac{5}{8}$ "—rear $60\frac{9}{32}$ ".

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.

SAFETY— a Shared Responsibility

☆☆☆

SAFETY FIRST! Each year, the Chrysler Corporation has answered that plea with the safest cars it knows how to build . . . incorporating into them up-to-date safety factors, and pioneering the development of such revolutionary features as the Safety Steel Body, the Safety Interior . . . strong, steel X-member frames . . . and, most important, *genuine* hydraulic brakes.

Moreover, this Corporation has taken an active part in every worth while movement to increase safety on the highways. With motion pictures on safe driving,

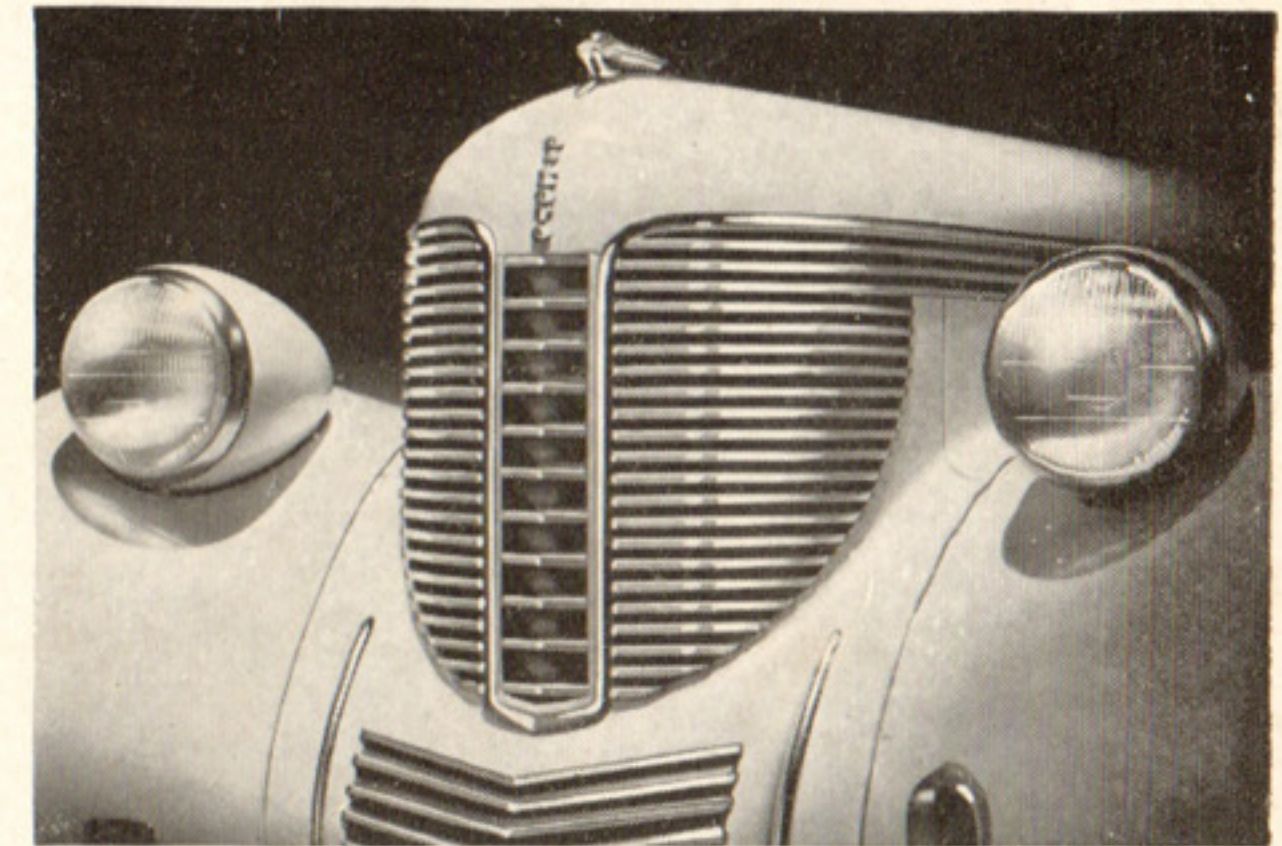
special cars for safety education, and by supporting School Safety Patrols and public-minded safety councils, it takes broad interest in the protection of every motorist and every pedestrian.

But safety is a shared responsibility. The co-operation of safety-minded drivers is a vital part of America's safety program.

To this end, be sure your next car has these safety features: Safety Steel body with one piece seamless steel top . . . *genuine* hydraulic brakes . . . Safety Interior. And be sure that your car is always in safe driving condition, regularly serviced and tested.

Safe cars . . . driven by safety-minded men and women . . . have always been and will always be the aim of the Chrysler Corporation.

● A GOOD MAN TO DO BUSINESS WITH . . . YOUR DE SOTO DEALER



A GREAT CAR. Your De Soto Dealer offers you a car which is engineered straight through to give you more for your automobile dollar.



FINE SERVICE. Your De Soto Dealer is equipped and qualified in every way to service your car and keep it in perfect condition.



A SQUARE DEAL. Your De Soto Dealer offers generous trade-in allowances and will arrange payments to suit your pocketbook.



DESOTO DIVISION OF CHRYSLER CORPORATION