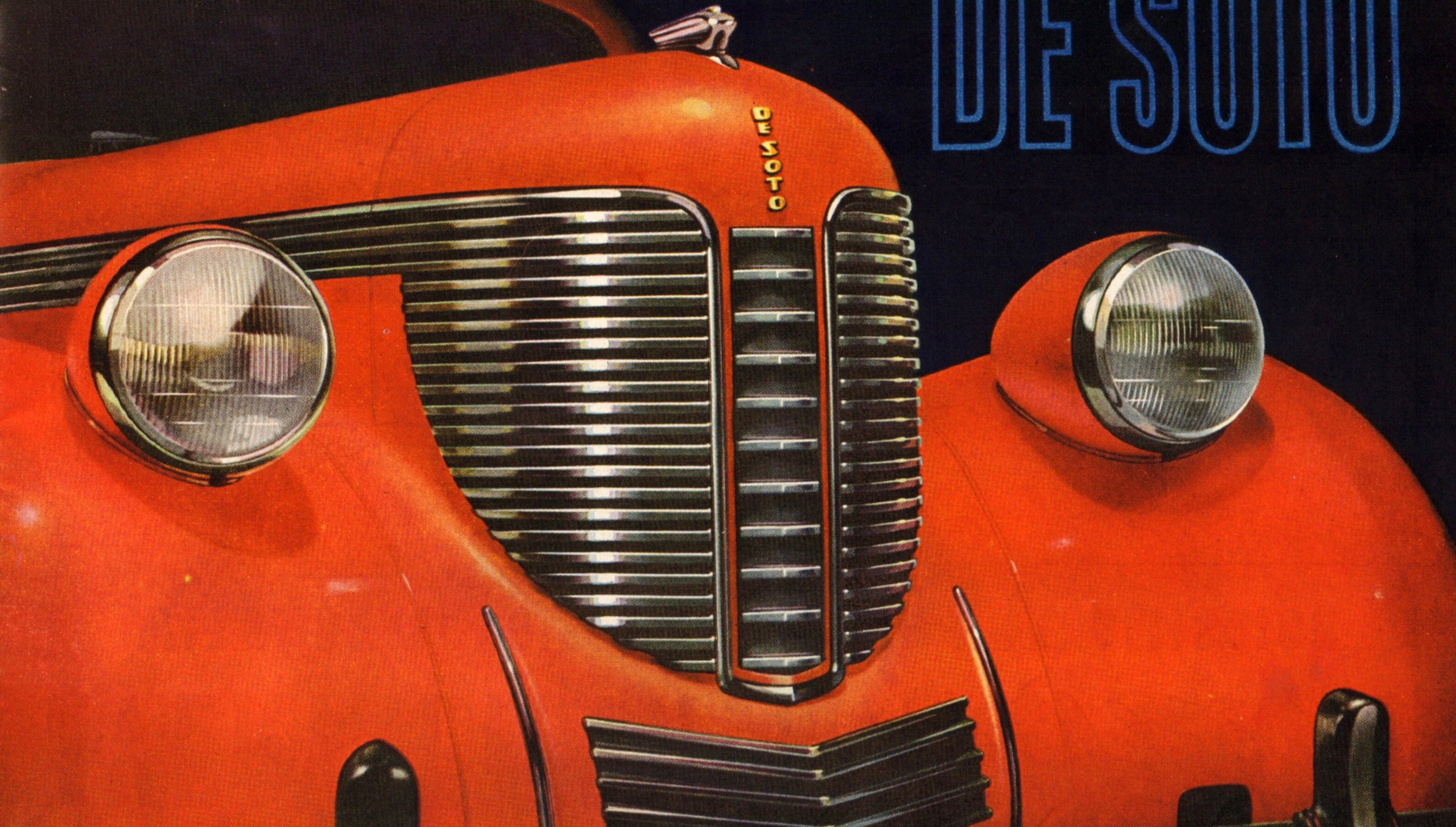


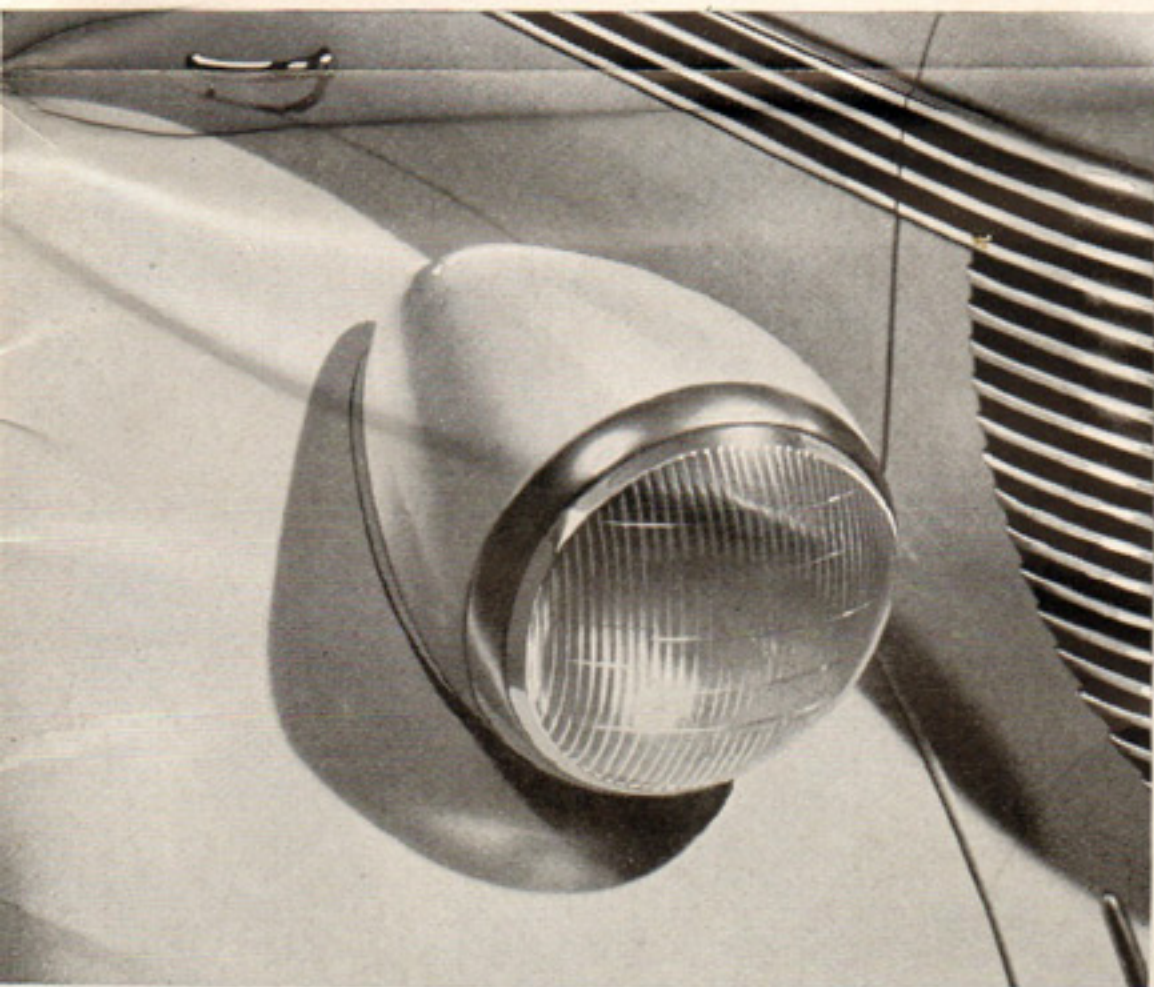
DE SOTO



IT'S AMERICA'S SMARTEST *Low-Priced* CAR



THIS CHROMIUM, die-cast radiator grille symbolizes the smart, modern styling of this great new De Soto. Notice how all contours are smoothly streamlined.



SMARTLY NESTED in the fenders, De Soto's head lamps are set wider apart to provide ideal road lighting. New design makes these lamps easily adjusted.

EVEN IN THE smallest details, the convenience and beauty of De Soto are apparent. New door handles are smarter looking . . . the new lock works easily.



ADVANCED STYLING PUTS DE SOTO FAR AHEAD OF THE FIELD

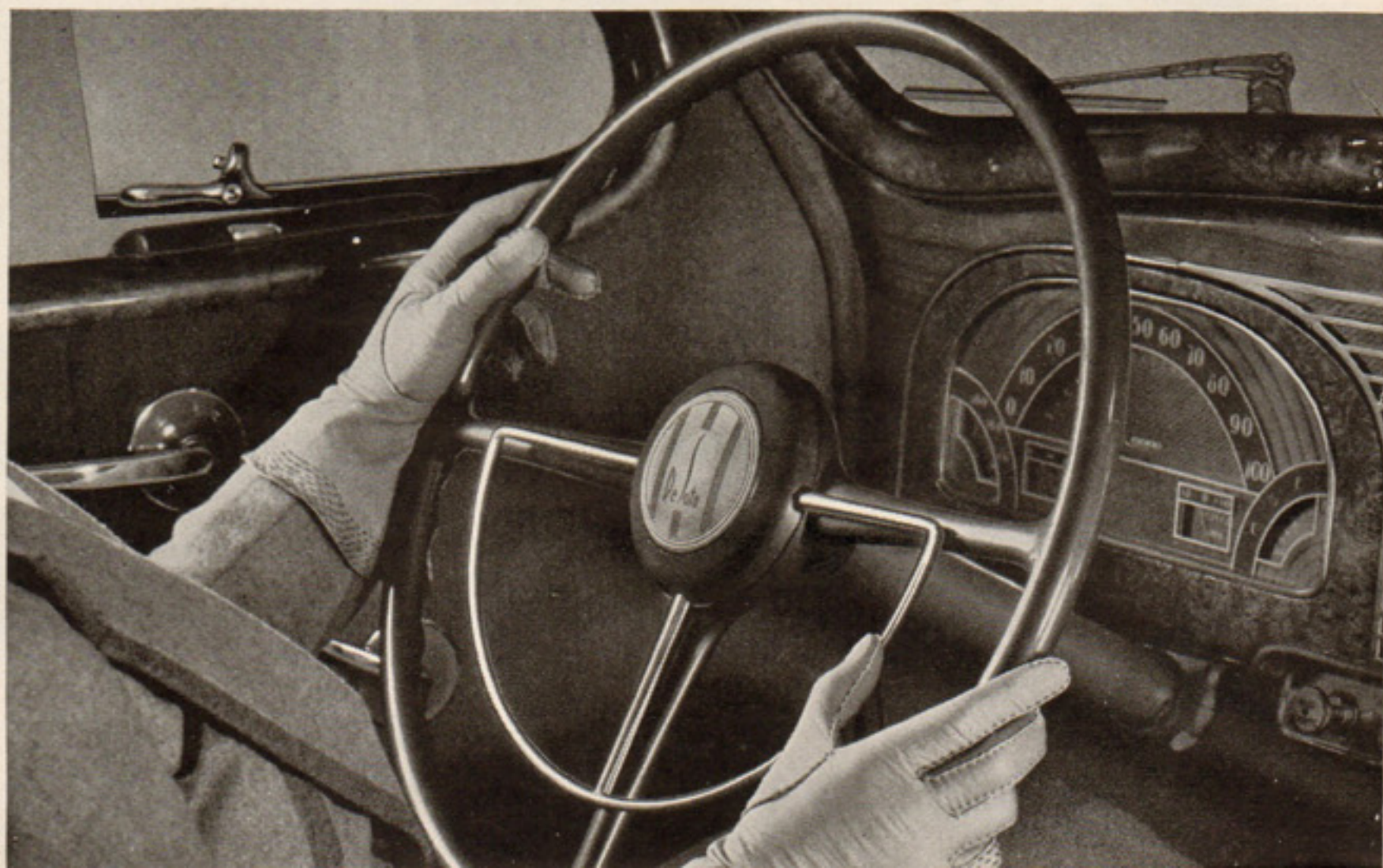
ONE LOOK at this great new De Soto—and you'll understand what we mean by "America's Smartest Low-Priced Car".

For in De Soto, engineer and artist have worked together to give America a new conception of motor car value, to provide every fine-car feature at small-car cost. De Soto's style and beauty are evident in its smooth, unbroken lines, from chromium, die-cast radiator grille to stream-lined tail lamp. It has new "lightning-fast" pick-up and easier steering . . . bigger, genuine hydraulic brakes . . . the security of De Soto's Safety Steel body and famous Safety Interior. And this great car gives you a new "Cushioned Ride" that smooths even the roughest roads!

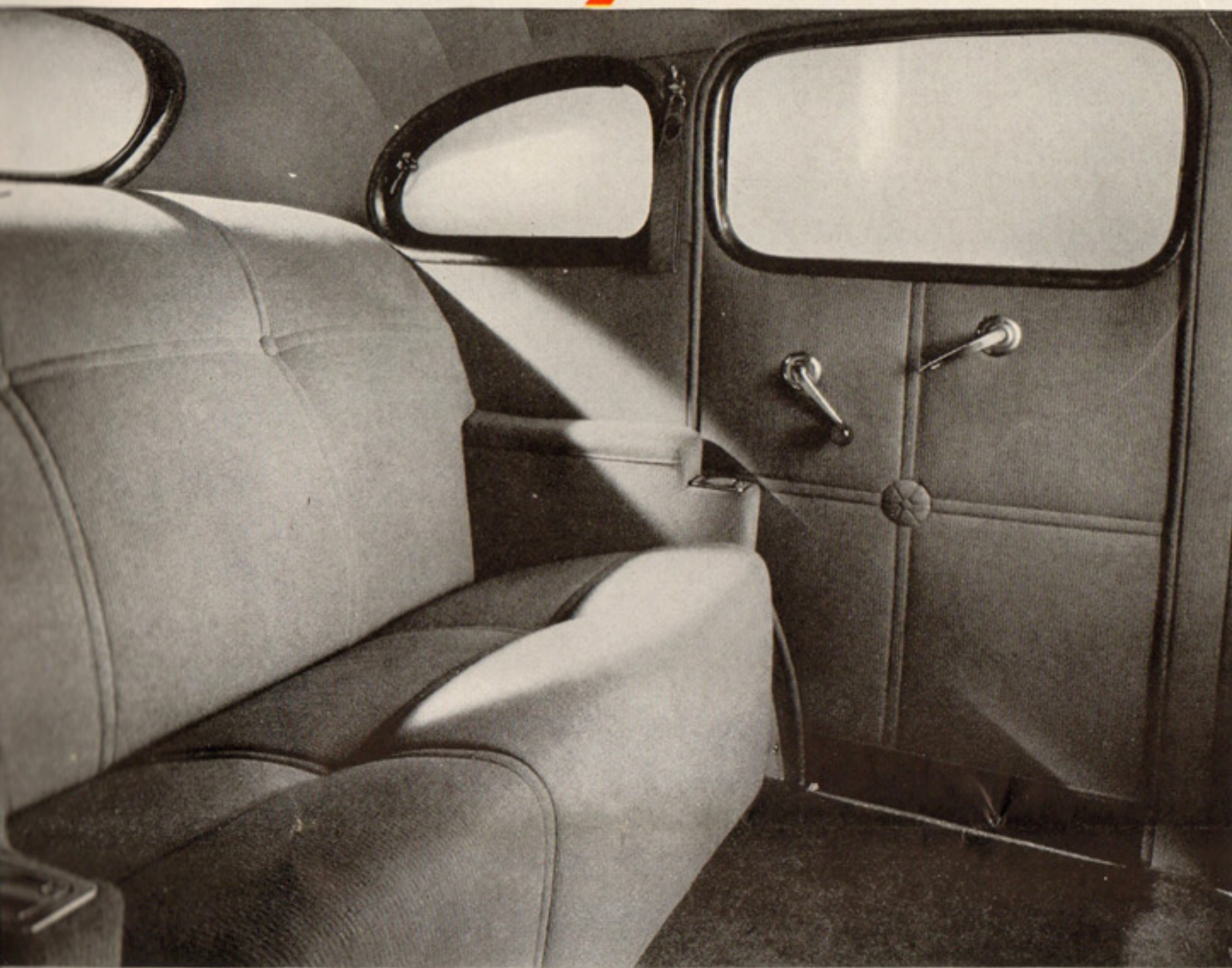
Inspect the new De Soto carefully. Notice the rich luxury of its smartly styled interior . . . with plenty of room for six people. Open the hood and look at its compact, 93 h.p. "Economy Engine". Get behind that big, 18-inch wheel yourself, and see how much fun driving can be.

Then look at the price-tag and get the surprise of your life. De Soto is in the low-price field . . . actually only a few dollars above the lowest. And this great big De Soto costs no more to run than most small cars!

YOU GET the feel of this really big car when you sit behind the 18-inch steering wheel. No spoke obstructs your view of instruments or the road ahead. (Remote control horn ring extra.) Notice that the controls are recessed flush with the instrument panel, nothing projects to bump or catch or tear!



Beauty IN EVERY FINE DETAIL—*Bigness* THAT GIVES YOU REAL COMFORT



RAMP MOUNTING allows the front seat to be moved up or down, forward or back to provide driving comfort.

SAFETY, SMARTNESS, UTILITY, KEYNOTE OF DE SOTO'S INTERIOR

WHEN YOU LOOK at the picture above, remember this: that deep, comfortable rear seat is four feet wide! Three big people can sit in it without crowding! It is full chair-height, too . . . over 15 inches from the top of the cushion to the level floor. All springs are soft, long-lasting, and each comfortable arm rest is fitted with an ash receiver.

You'll like the rose-beige hardware

fittings, and you may choose either rich Bedford cord or Mohair velvet upholstery. And this luxurious interior is designed for your safety, no projections to catch your clothes, or to bump against!

The new built-in trunk is bigger, too, with a level floor for easy access. The spare tire and wheel are mounted vertically, and the new trunk lock, just above the smart handle, is easy to work.

FOR CONVENIENCE, the tamper-proof trunk lock is placed just above the handle.

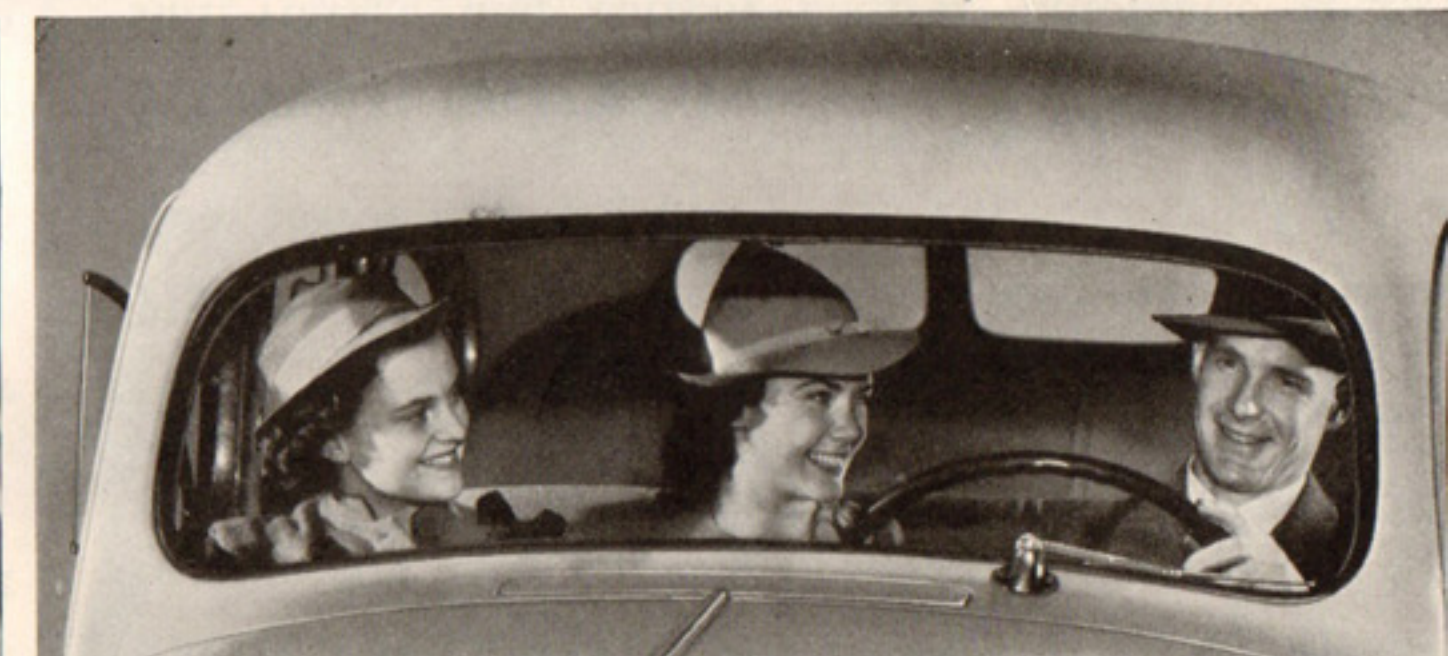
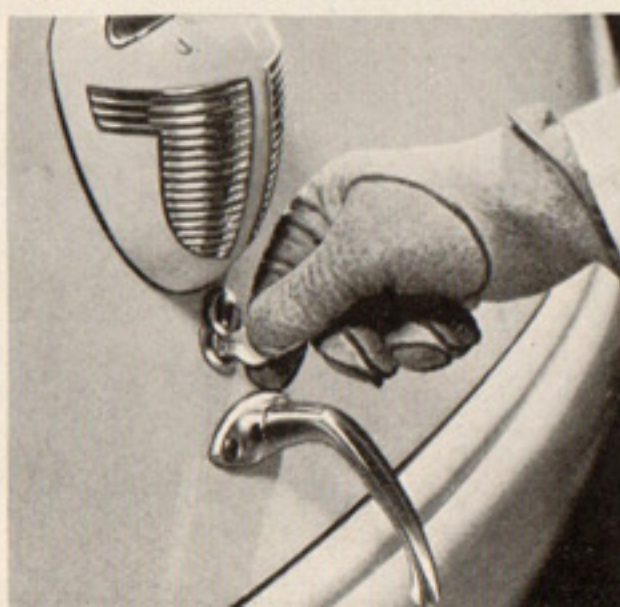
A RECESSED foot rest adds four inches of leg room. Floors are level.

THERE'S MUCH more room for gloves and small packages in this glove compartment. It opens very easily.



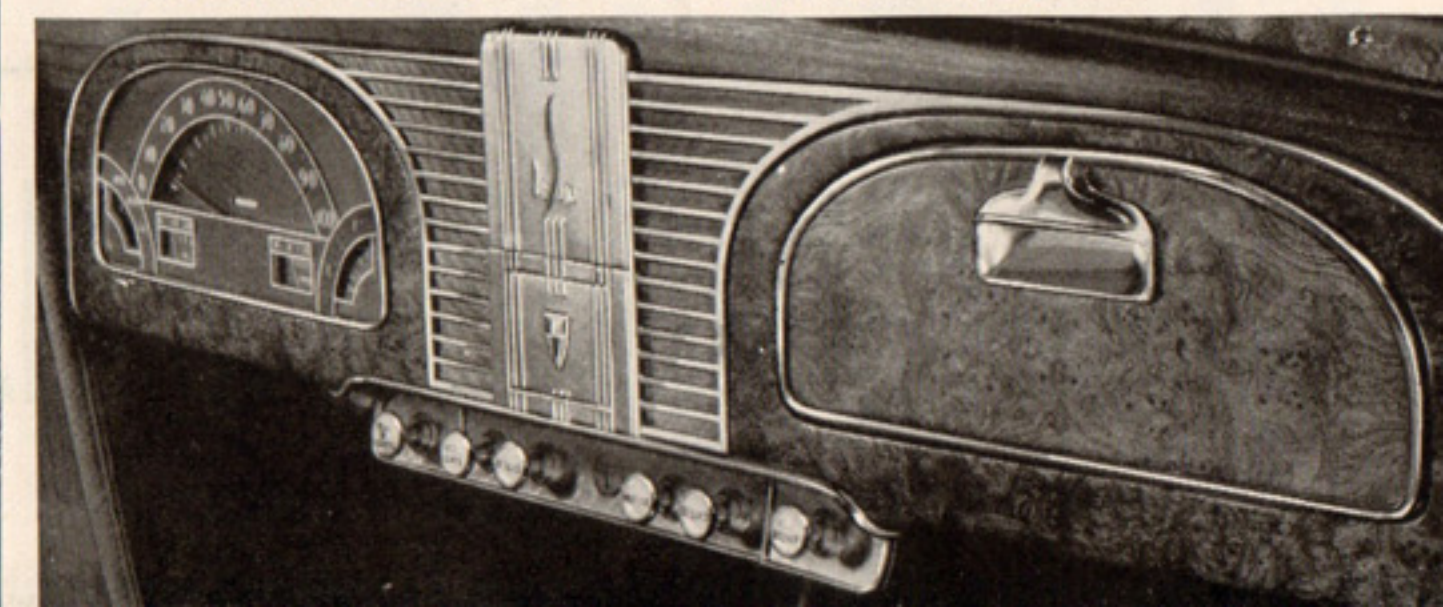
YOU CAN CARRY extra luggage in this roomy trunk. It is lined to protect your bags.

FULL-OUT" ash receiver is conveniently placed for driver and passenger.



YOU CAN WATCH overhead traffic lights without twisting because De Soto's windshield is deeper. Notice, too, that the windshield wiper is mounted at the bottom for clearer vision.

SMART, MODERN STYLING makes De Soto's new instrument panel a thing of beauty, with every dial lighted indirectly. The panel is of walnut finish, and the large speedometer numerals are outlined in vermilion. Dials are large, and easily read.



HIGH . . . WIDE . . . AND HANDSOME—those words describe the luxurious, roomy Safety Interior of your new De Soto.

Look it over carefully. Sink into the deep, comfortable chair-high seats. Run your hand over the rich upholstery. Notice the low, level floor and recessed foot rest.

You'll find extra space over your head and also plenty of room to stretch your legs. Both front and rear seats are wide enough for three people—without crowding.

This new De Soto will spoil you for ordinary cars. Every detail has been planned for your motoring comfort and convenience. Perfected draft-proof ventilation makes you your

own weatherman. Sound-proofing on the roof, the floor, on every body panel, seals out the nerve-wracking road noises that tire you so quickly. Even the steering mechanism has been mounted in rubber to protect you from "road-shock," to save your arms from annoying vibration.

Look at the handsome fittings . . . the rich silk robe-cord . . . the easy-to-work door handles . . . the smartly-styled upholstery . . . the conveniently located ash receivers . . . the modern styling of the instrument panel. Every dial is instantly visible through the full-vision steering wheel.

Packages and gloves? There's plenty of room for them in the deep compartment at the right side of the panel.

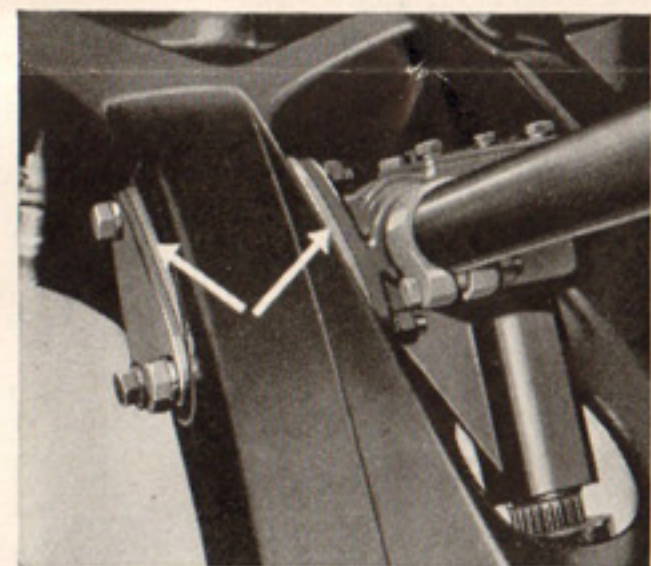
This big De Soto has everything to make you ride easily and comfortably. Drive it—you'll never again be satisfied with a small car, when you can own a big De Soto for so little!

Quiet Please! NO NOISE ALLOWED IN THIS GREAT NEW DE SOTO

SCIENTIFIC SOUND-PROOFING SHUTS OUT FATIGUING ROAD RUMBLE

THERE'S NO annoying rumble or road-hum to distract and bother you when you drive this big new De Soto. For De Soto is sound-proofed . . . insulated from vibration and road noises which irritate and fatigue you!

Thick pads of felt—scientifically placed on every body panel and on the Safety Steel floor and roof—deadens every sound. Fourteen Rubber Float body mountings insulate the Safety Steel body from the new, heavy steel frame and absorb road and chassis vibration. Silent hypoid rear axle and rubber-mounted steering mechanism make De Soto's "hushed ride" motoring at its very best . . . quiet, relaxed, comfortable.



MOUNTED-IN-RUBBER, the new steering mechanism absorbs "road-shocks."



LAUGH AT RAIN and dampness! Drip moldings above doors catch rain, keep you dry.

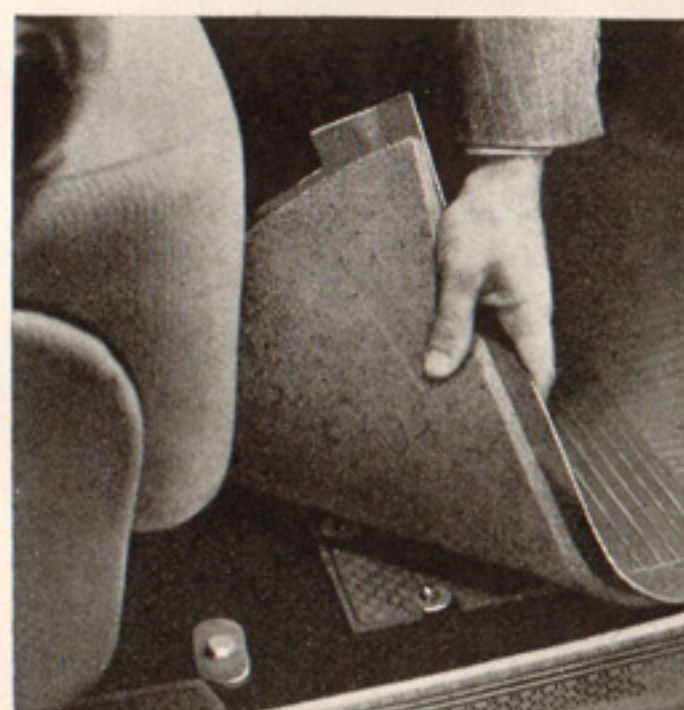
ALL-WEATHER VENTILATION SEALS OUT DRAFTS

DE SOTO'S DRAFT-FREE ventilating system gives you complete control of your "motoring weather." Front and rear "butterfly wings" scoop in the air or vacuum it out!

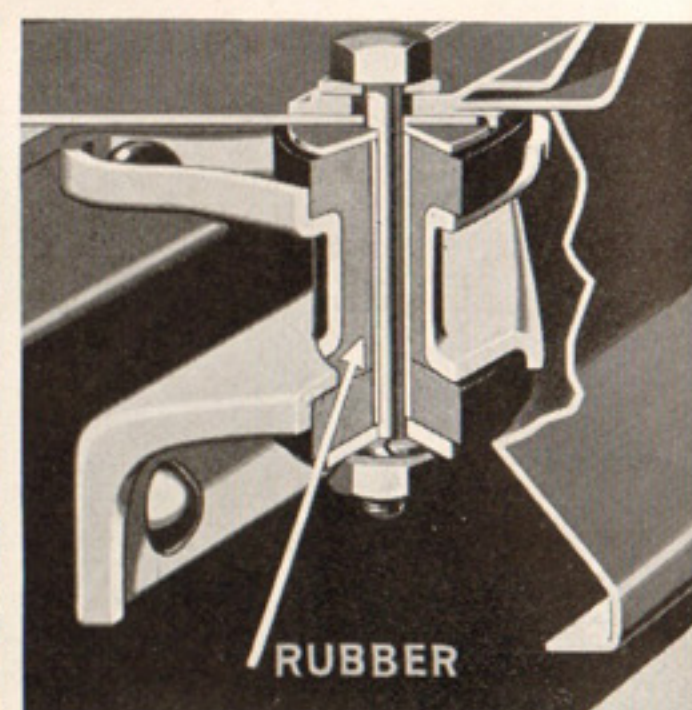
Rear door windows lower completely. And with the rear half of the front door windows lowered, there is no "post" to obstruct vision. For maximum ventilation in sultry weather, the forward opening cowl ventilator (with insect screen) is easily adjusted.



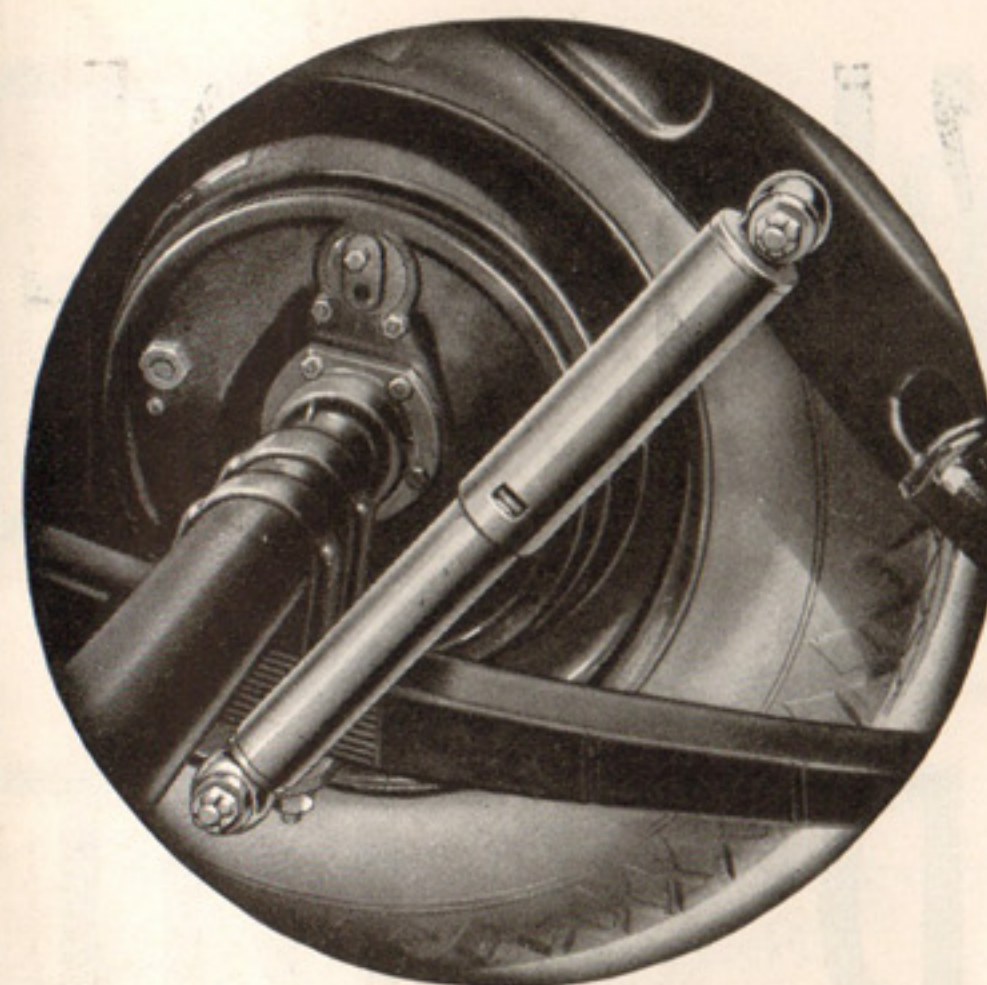
RIDE OVER ANY ROAD, protected from irritating sounds and vibrations, thanks to De Soto's scientific sound-proofing. No road-hum . . . no outside noise . . . you get a really restful ride!



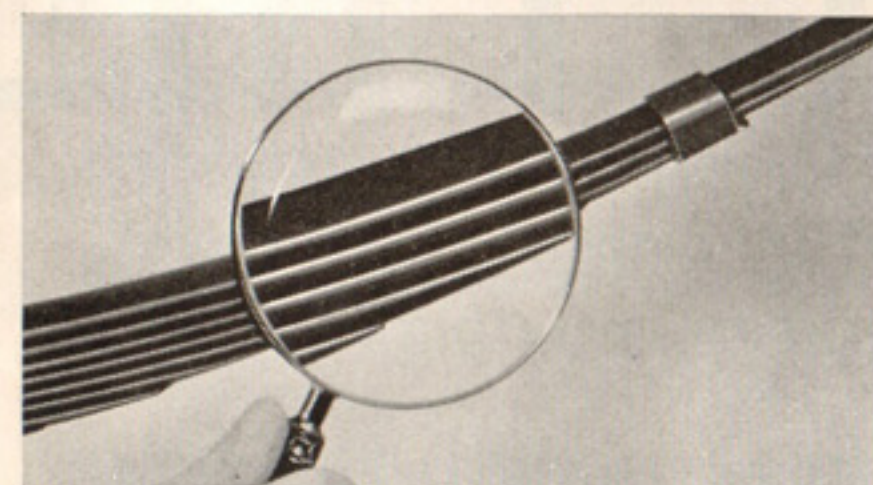
THIS CARPET is backed with thick felt to shut out road noise and smother tire-hum.



THERE'S NO metal-to-metal contact with these fourteen Rubber Float body mountings.

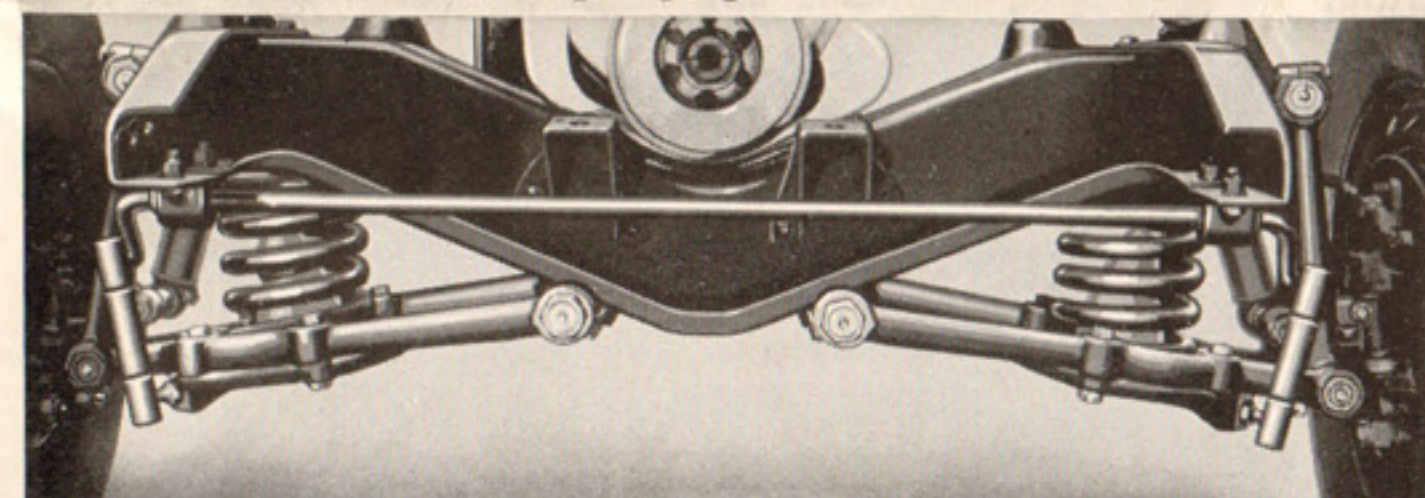


THESE AIRPLANE-TYPE hydraulic shock-absorbers "swallow" every bump, help to smooth even the roughest roads.



REAR SPRINGS are of special tapered leaf construction . . . longer, "softer."

BUMPS VANISH with De Soto's perfected independent front wheel springing.



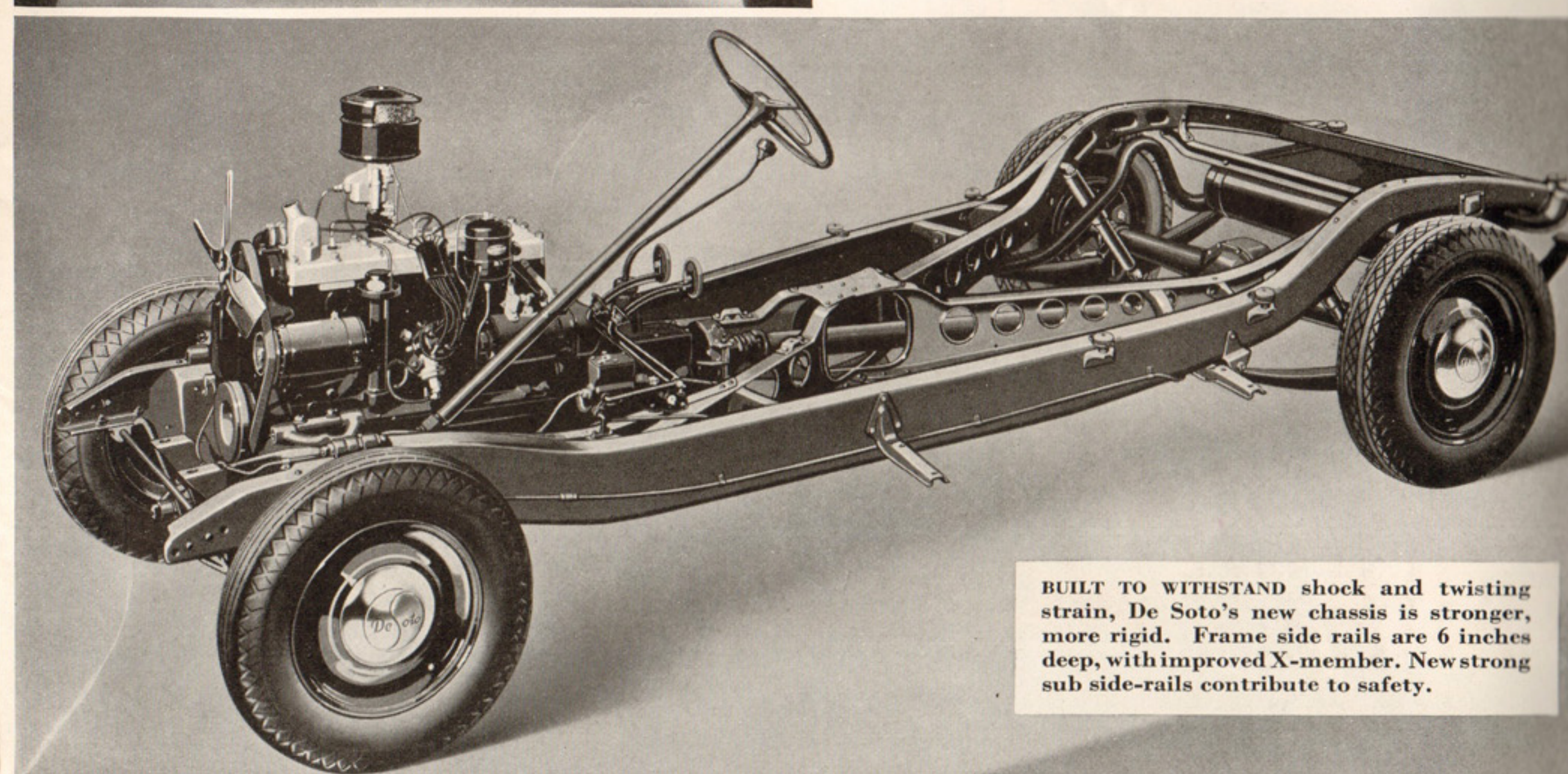
YOU'LL GET A NEW THRILL WITH DE SOTO'S *"Cushioned Ride"*

BOULEVARD SMOOTHNESS . . . EFFORTLESS STEERING
PROVIDE NEW KIND OF RIDING COMFORT

IS THERE A ROUGH "washboard road" in your neighborhood? Ride over it in a new De Soto . . . and you'll think it's become a boulevard! De Soto's "Cushioned Ride" gives you city-pavement comfort on even the roughest country roads.

Here are seven reasons why: (1) De Soto's new, heavier, deeper frame. (2) De Soto's airplane-type shock-absorbers. (3) De Soto's independent front wheel springing. (4) De Soto's scientifically re-distributed weight. (5) De Soto's 14 Rubber Float body mountings. (6) De Soto's rubber-insulated steering mechanism. (7) De Soto's longer wheelbase . . . full 119 inches.

There's no pitching or jolting—you ride relaxed, free from tenseness. Sit in either rear or front seats—with De Soto's scientific redistribution of weight, both seats are cradled between the axles! If you drive, you'll be amazed by De Soto's new steering ease, and the utter absence of "wheel-fight" or "road-shock," thanks again to De Soto's new steering mechanism mounted in rubber.



BUILT TO WITHSTAND shock and twisting strain, De Soto's new chassis is stronger, more rigid. Frame side rails are 6 inches deep, with improved X-member. New strong sub side-rails contribute to safety.



YOU'RE SECURE IN A CAR *Built for Safety*

**SAFETY STEEL BODY, GENUINE HYDRAULIC BRAKES,
PLUS PROTECTIVE SAFETY STYLING**

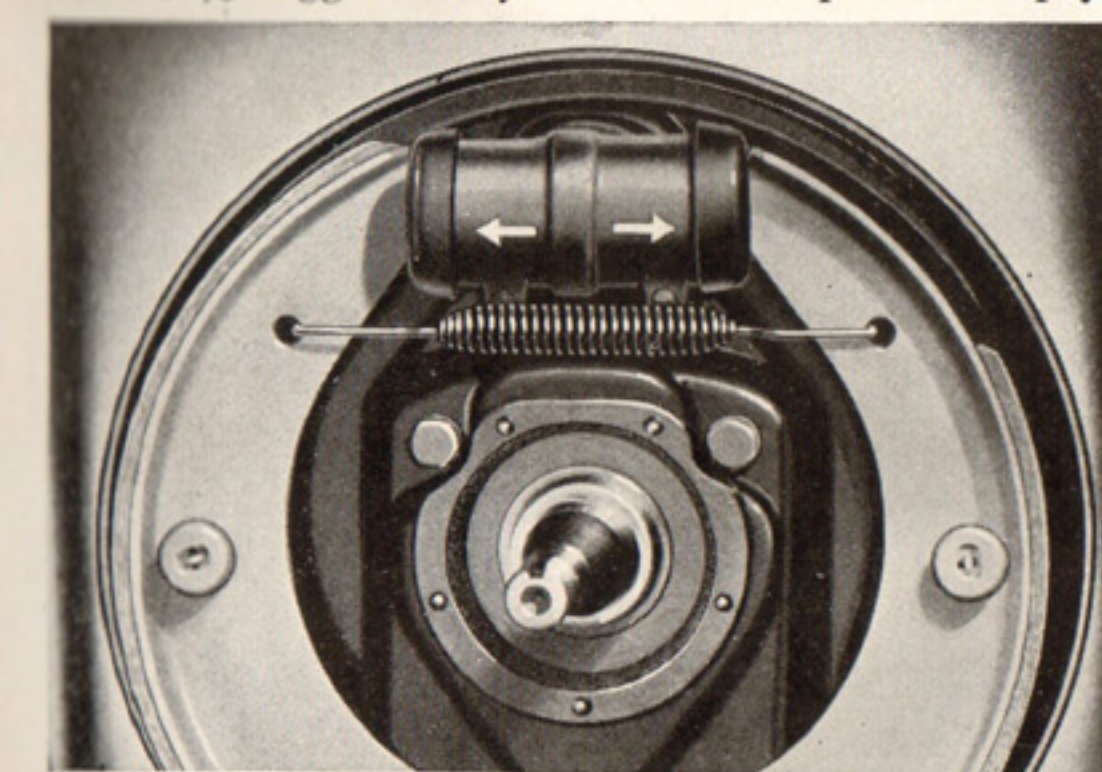
A CAR BUILT FOR SAFETY? Yes....
Proved by thousands of tests and
millions of miles of driving. You ride
secure in De Soto's Safety Steel body...
protected by De Soto's famous Safety
Interior... and you stop under full
control with De Soto's new, bigger,
genuine hydraulic brakes!

De Soto's instrument panel is flush—
all controls are recessed. Door handles

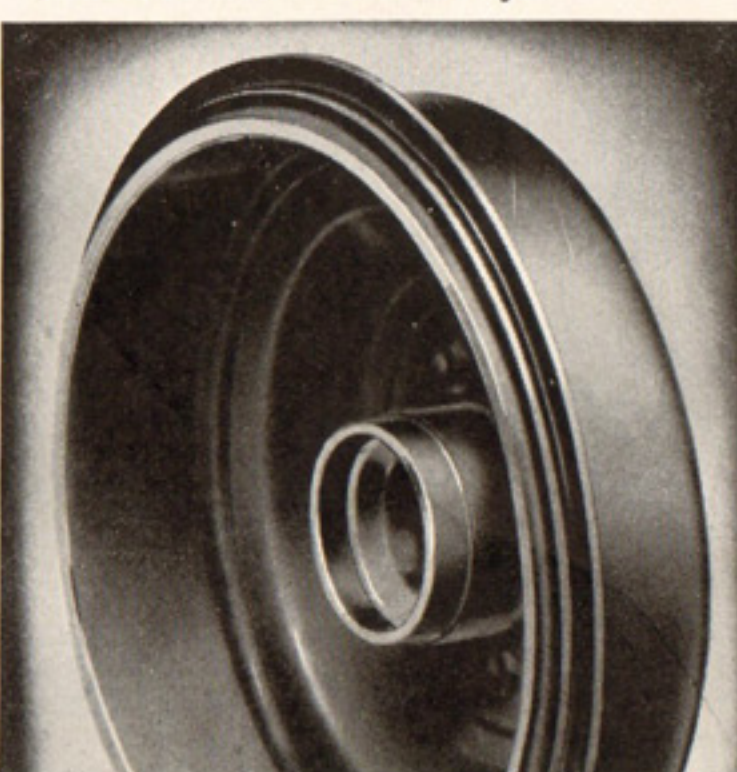
curve inward. The new, deeper wind-
shield adds 12 per cent to your angle
of vision—the new, wider-apart head
lamps make night driving safer.

The "pistol-grip" parking brake is
located within reach of both driver and
passenger. And the new, full-vision
steering wheel, with its full 180-degree
opening, does not obstruct your view
of instruments or the road ahead.

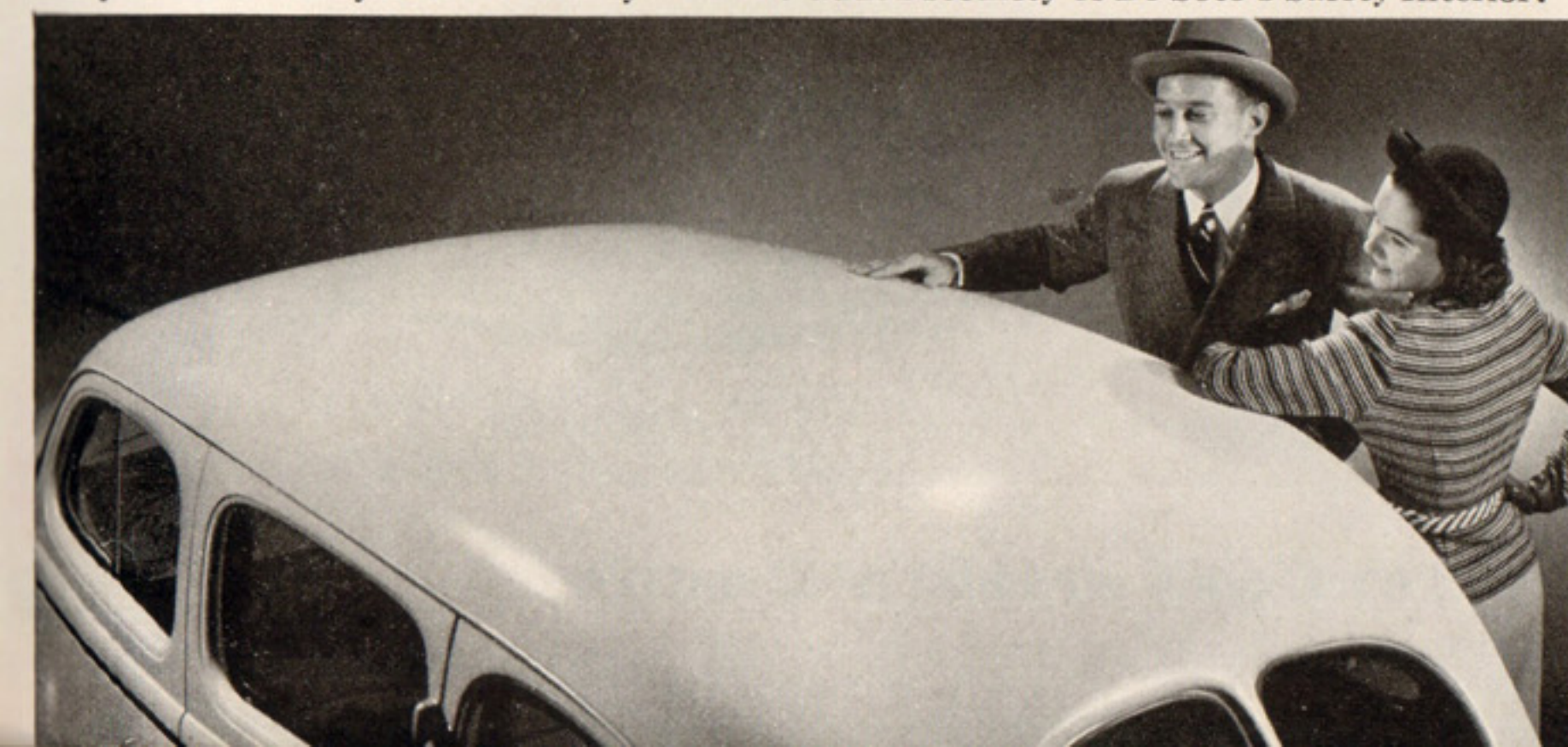
BRAKE-SHOE PRESSURE is equalized in De Soto's
bigger, genuine hydraulic brakes. These brakes
are 10% bigger this year to insure quicker stops.



NEWLY DESIGNED brake drums in-
crease brake lining life and greatly
increase brake efficiency.



DE SOTO'S TOP is one solid piece of seamless steel from cowl to trunk, welded securely to
the tough, Safety Steel body for the sure protection of those inside. You ride surrounded
by steel in a body built for safety with the added security of De Soto's Safety Interior!



THIS "PISTOL-GRIP" parking brake is off the
floor—providing more leg room.

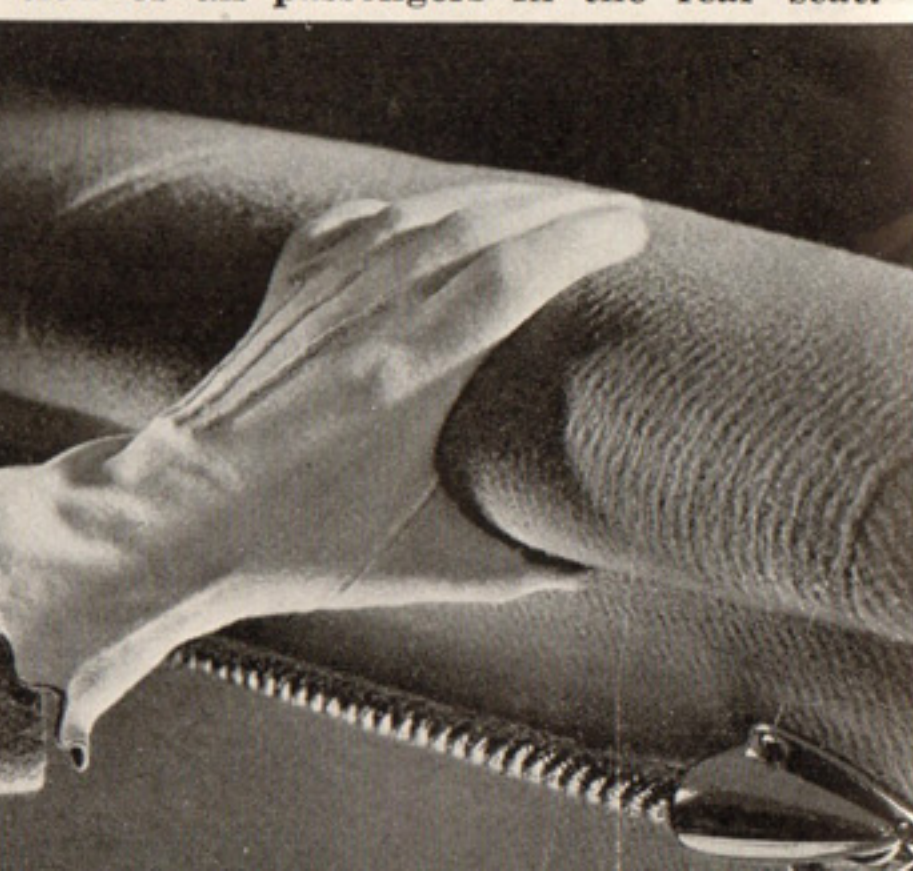


BIGGER DEFROSTER VENTS are built in at
either end of the instrument panel and,
when attached to a car heater, keep the
windshield clear in stormy weather.



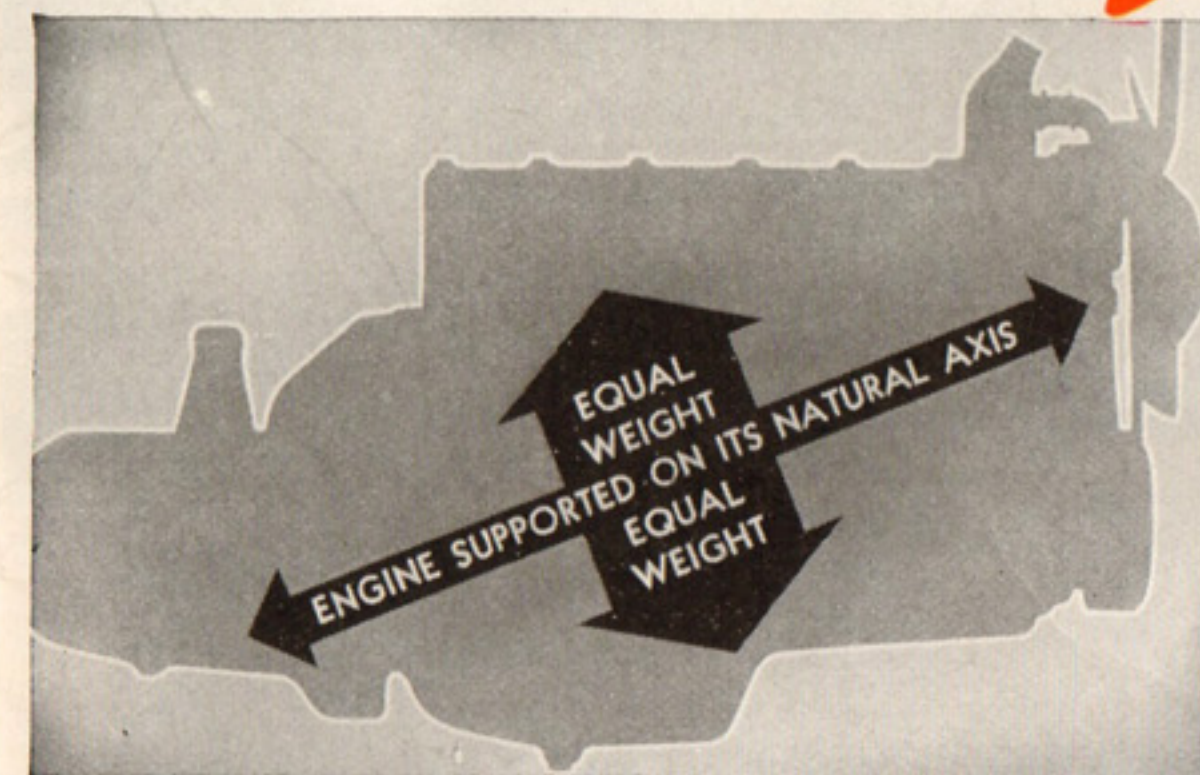
SMARTLY STYLED! These door handles are
safer, too. They curve inward... no
"hooks" to catch or tear clothing.

THE SOFT, PADDED back of the front seat has
a generously "rolled" edge for the protec-
tion of all passengers in the rear seat.

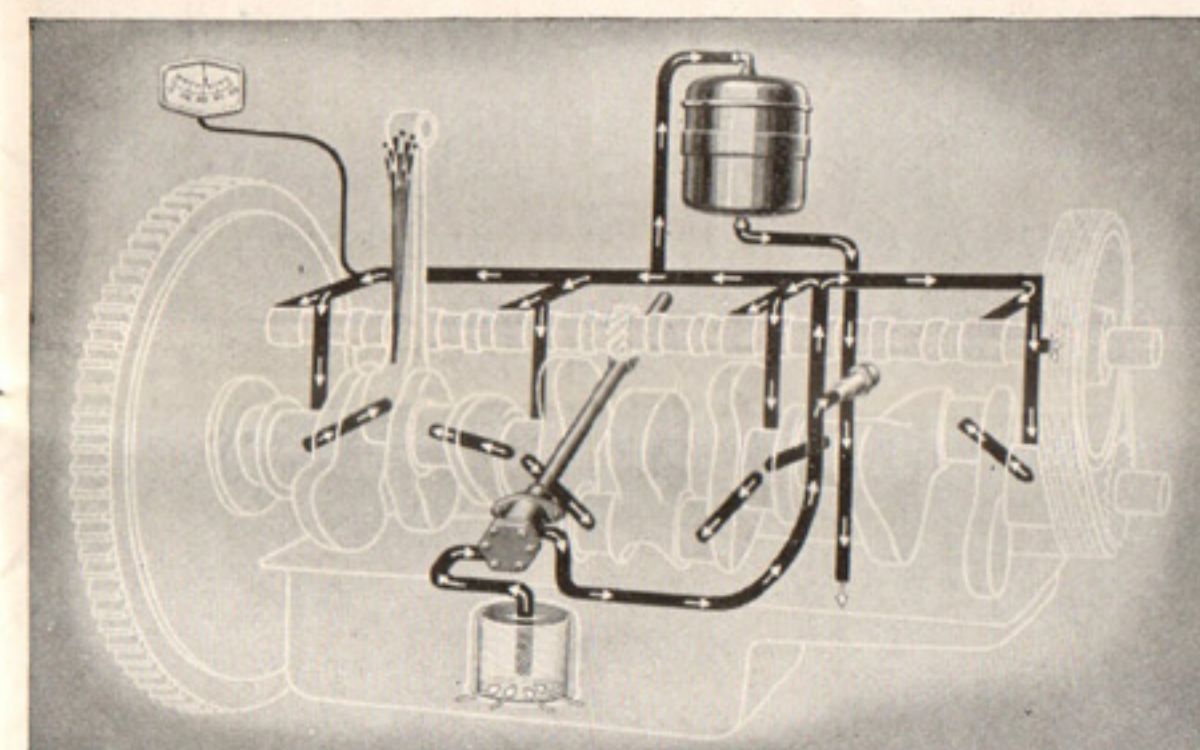


BIG-CAR *Performance* SMALL- CAR *Economy*

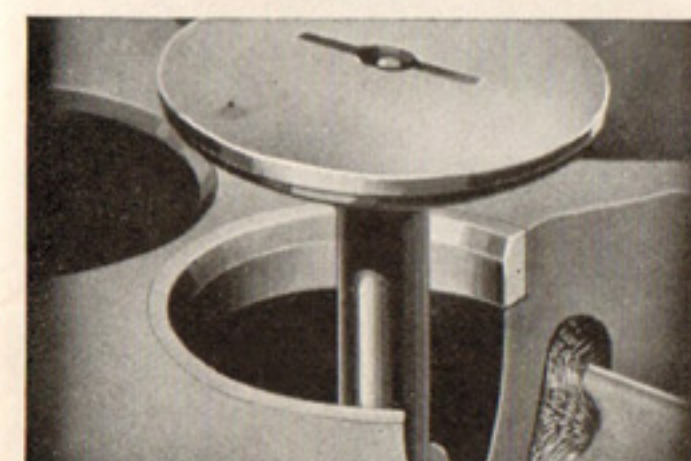
**ADVANCED ENGINEERING SAVES YOU
MONEY EVERY MILE YOU DRIVE**



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.

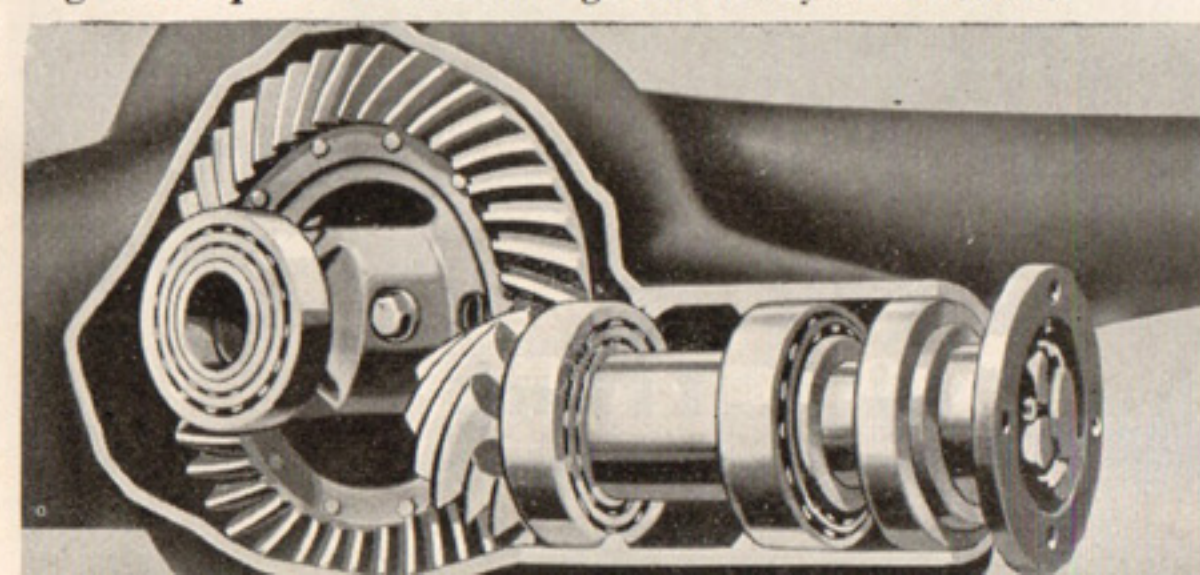


EXHAUST VALVE SEAT inserts
are heat-resisting, and seldom
require grinding. They give
30,000 or more miles of service.



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

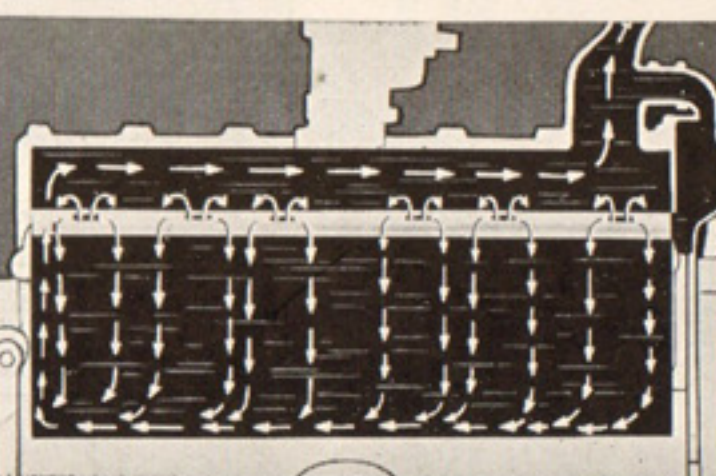
DE SOTO'S HYPOID rear axle provides great strength with
greater quietness. Bearings are always lubricated.



GET BEHIND THE WHEEL of this big new De Soto. Take it through
heavy traffic and experience the thrill of new "lightning-fast"
pick-up. Drive it over a winding, rough country lane, and understand
what effortless handling means. The powerful, 93 h.p. "Economy
Engine" answers every demand, gives you really big-car performance.

Yet this big car actually costs no more to own than most small
cars. Why? Its engine was designed to save you money! Chrysler
Corporation engineers put in it every advanced improvement to cut
driving costs. It is a marvel of economy, built to get every bit of
power from every drop of gasoline!

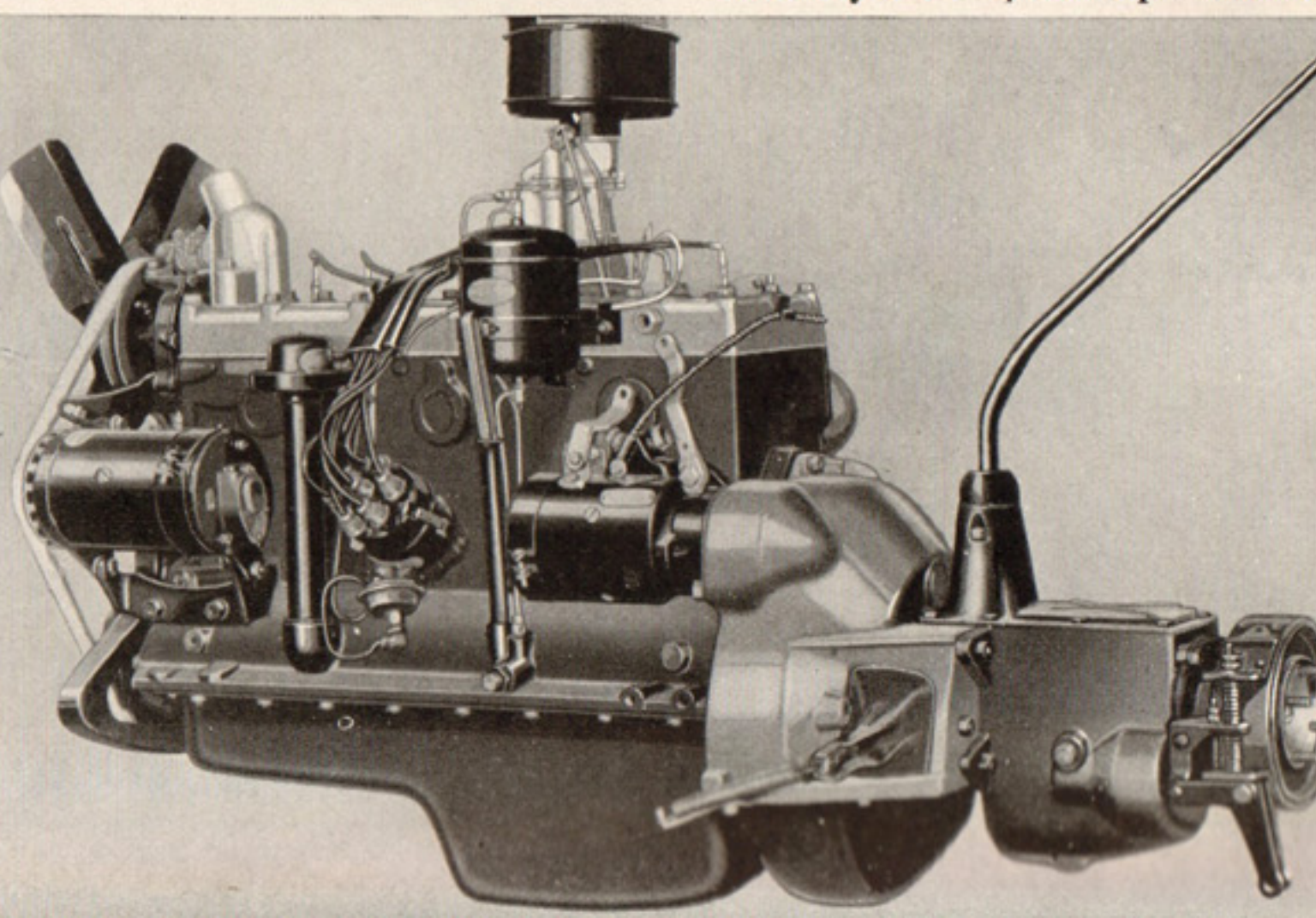
Look at its many features! The big oil-filter keeps oil cleaner,
makes it last longer. De Soto's full-length water jackets, with

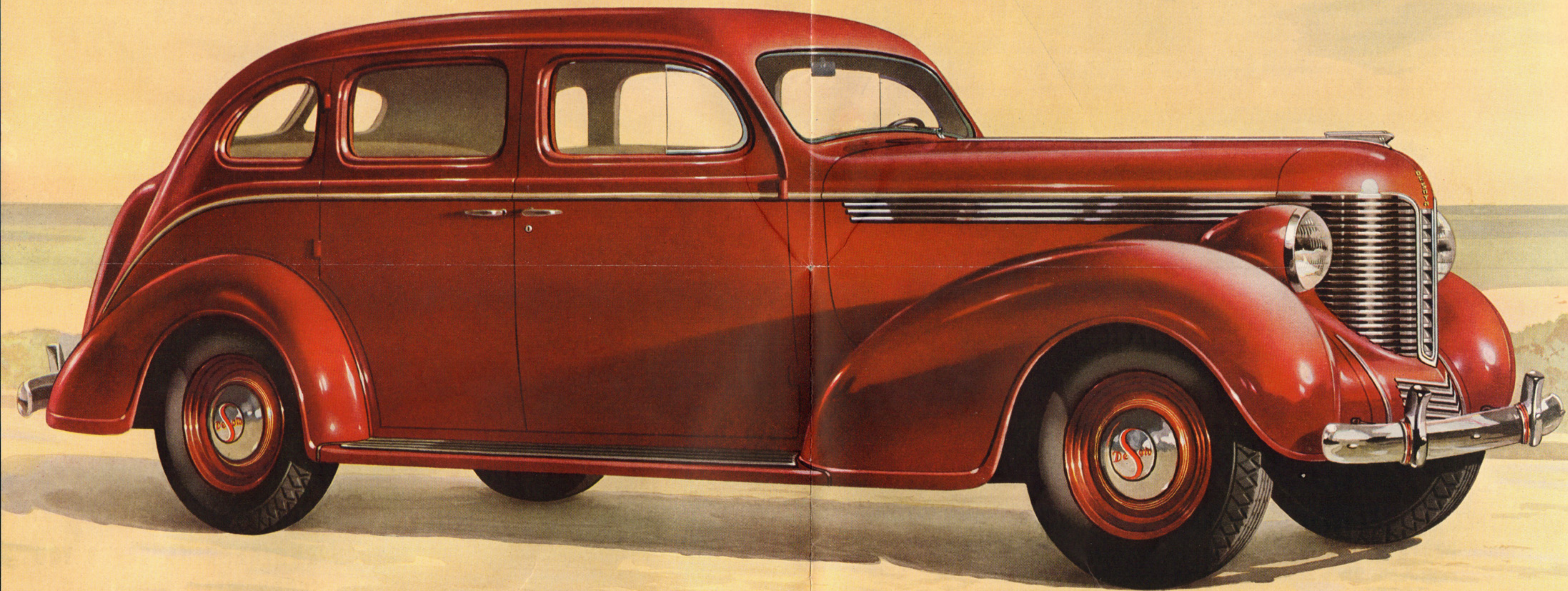


OIL TEMPERATURE is greatly reduced
by full-length water jackets, de-
signed for better cooling.

water distributing tube, insure
uniform cooling of each cylin-
der. The clutch is easier-acting
and air-cooled. U-slot pistons
are Anodic-coated. And, of course,
De Soto's "Floating Power"
engine mountings banish annoy-
ing vibration!

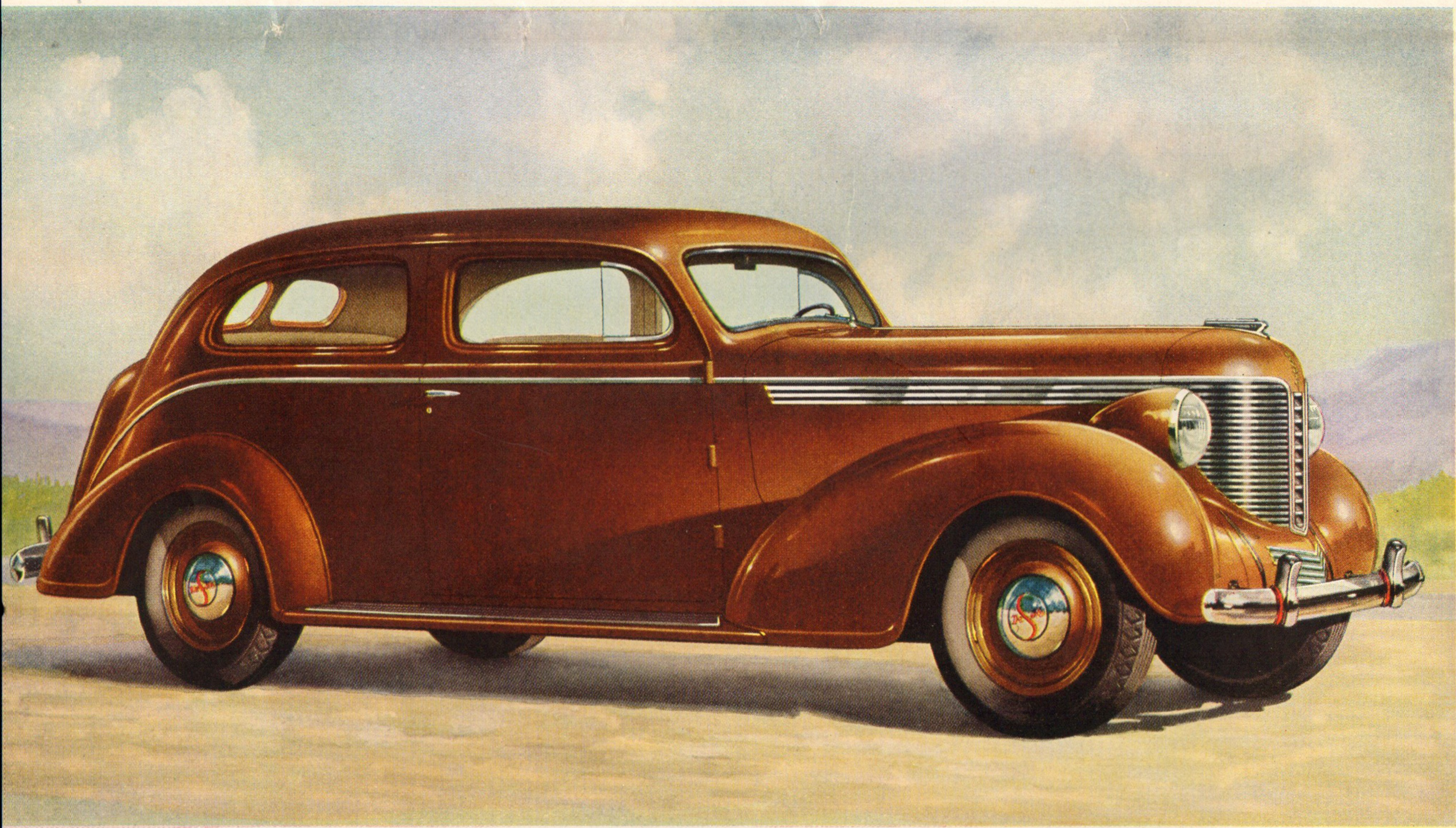
COMPACT AND POWERFUL, De Soto's
93 h.p. engine is a marvel of
economy... "picks up" faster.



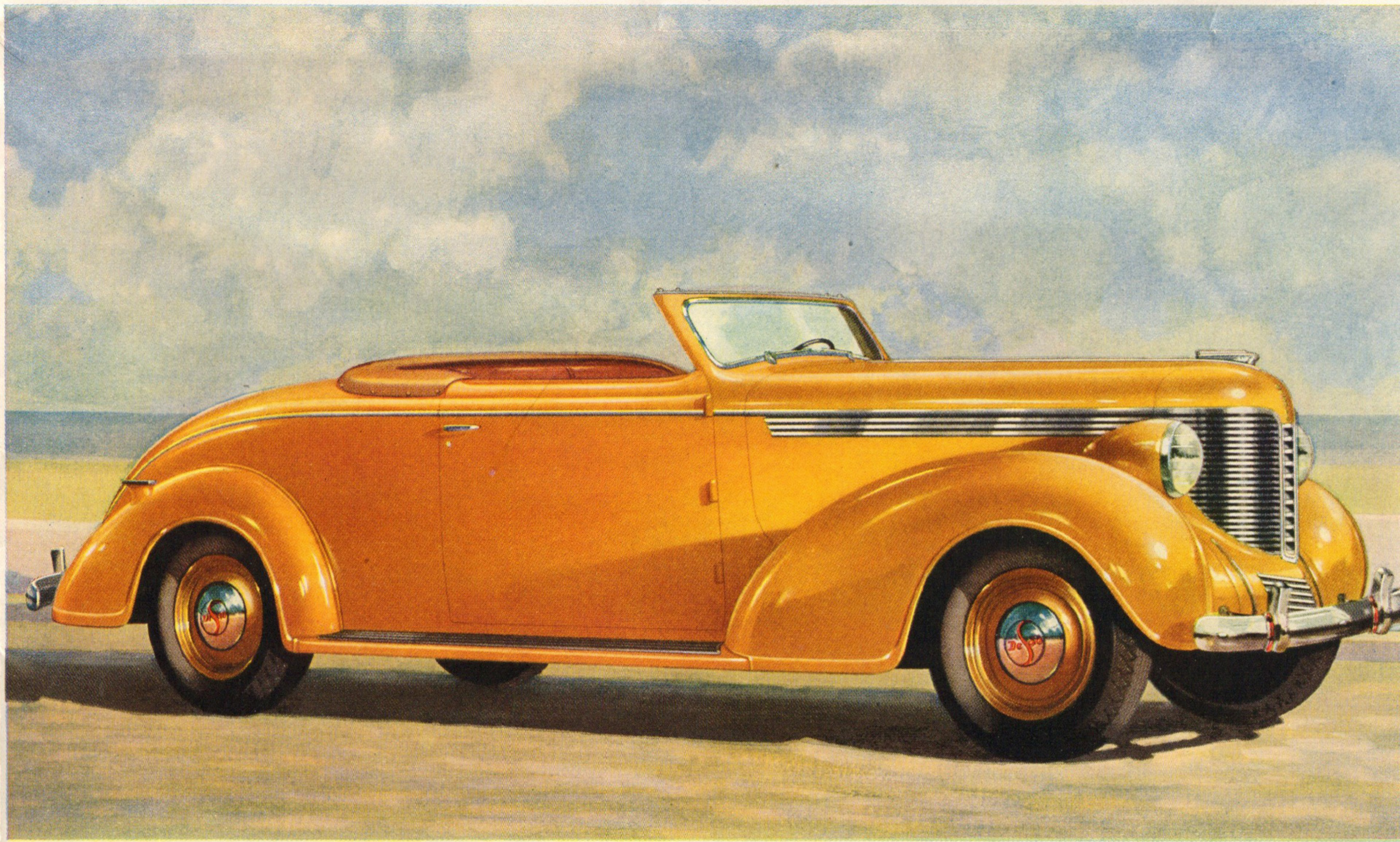


DE SOTO 4-DOOR SEDAN

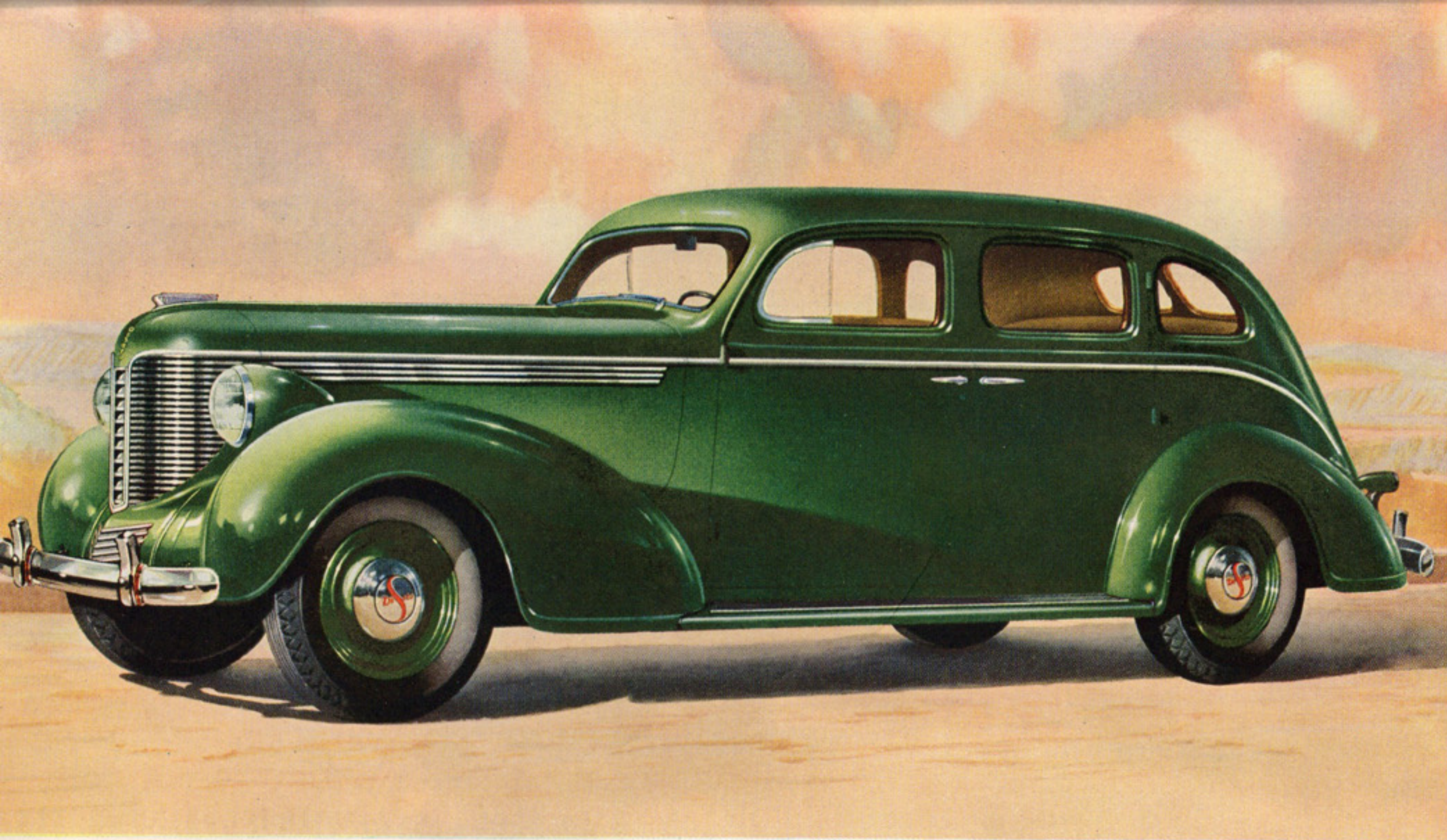
YOU'VE NEVER SEEN an automobile more carefully planned for motoring convenience than this touring sedan! Look at the tremendous size of it—plenty of room for six big people! They'll ride in safety, too, in the big Safety Steel body with its famous Safety Interior. Big, wide, chair-high seats—low, level floors—and a bigger, built-in trunk to hold the luggage of the entire family! No wonder this is the most popular model of the great new De Soto line!



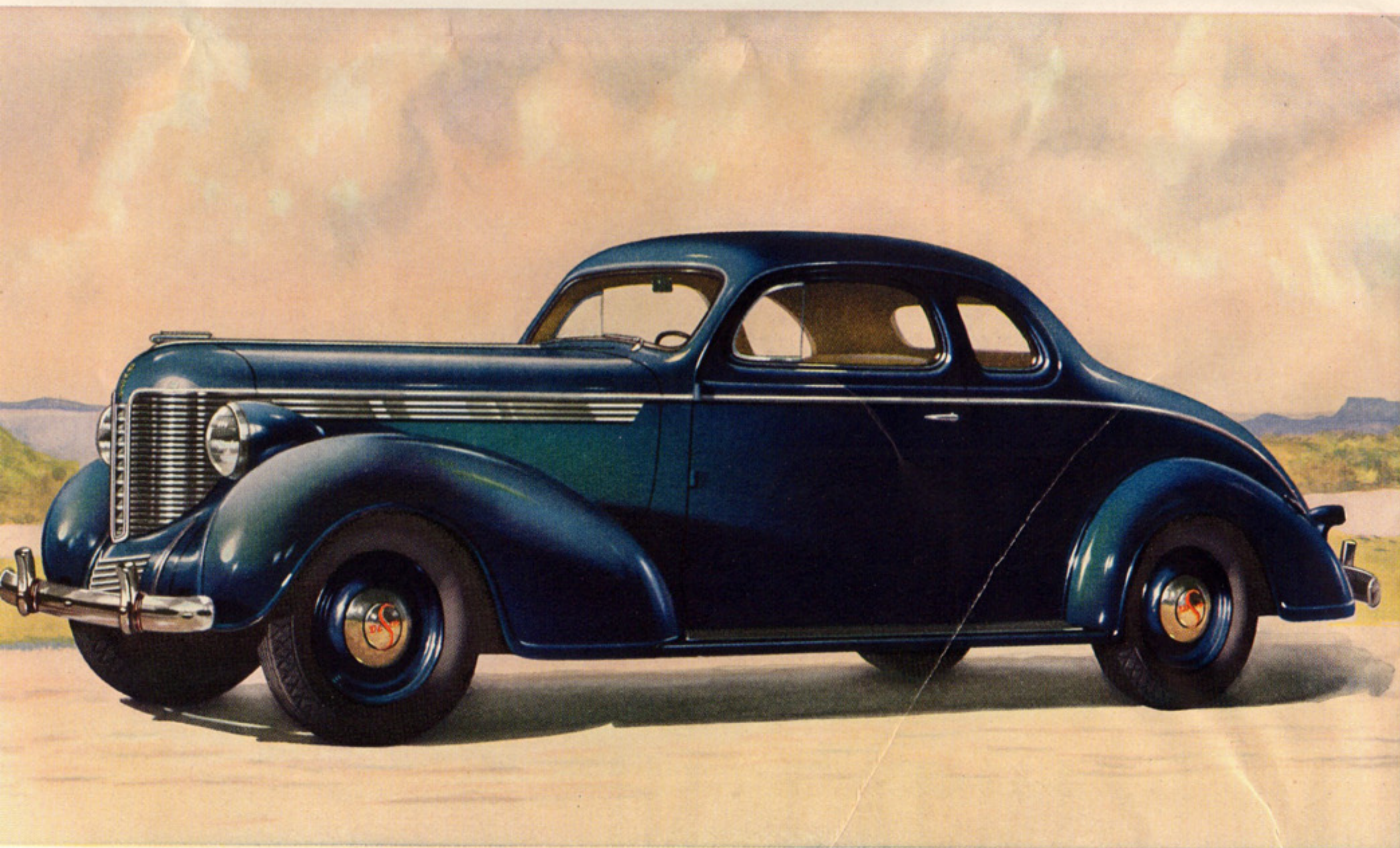
The De Soto Touring Brougham with Trunk



The De Soto Convertible Coupe



The De Soto Sedan with Luggage Compartment



The De Soto Coupe with Rear Luggage Deck

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 covers. Aero-hydraulic, double-acting, shock-absorbers, front and rear. Improved weight distribution.

REAR AXLE—Semi-floating 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—De Soto, 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. in. 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. Developed 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 counterweights and impulse neutralizer.

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

COOLING—Water circulation by centrifugal pumps 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 $\frac{7}{8}$ ".

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

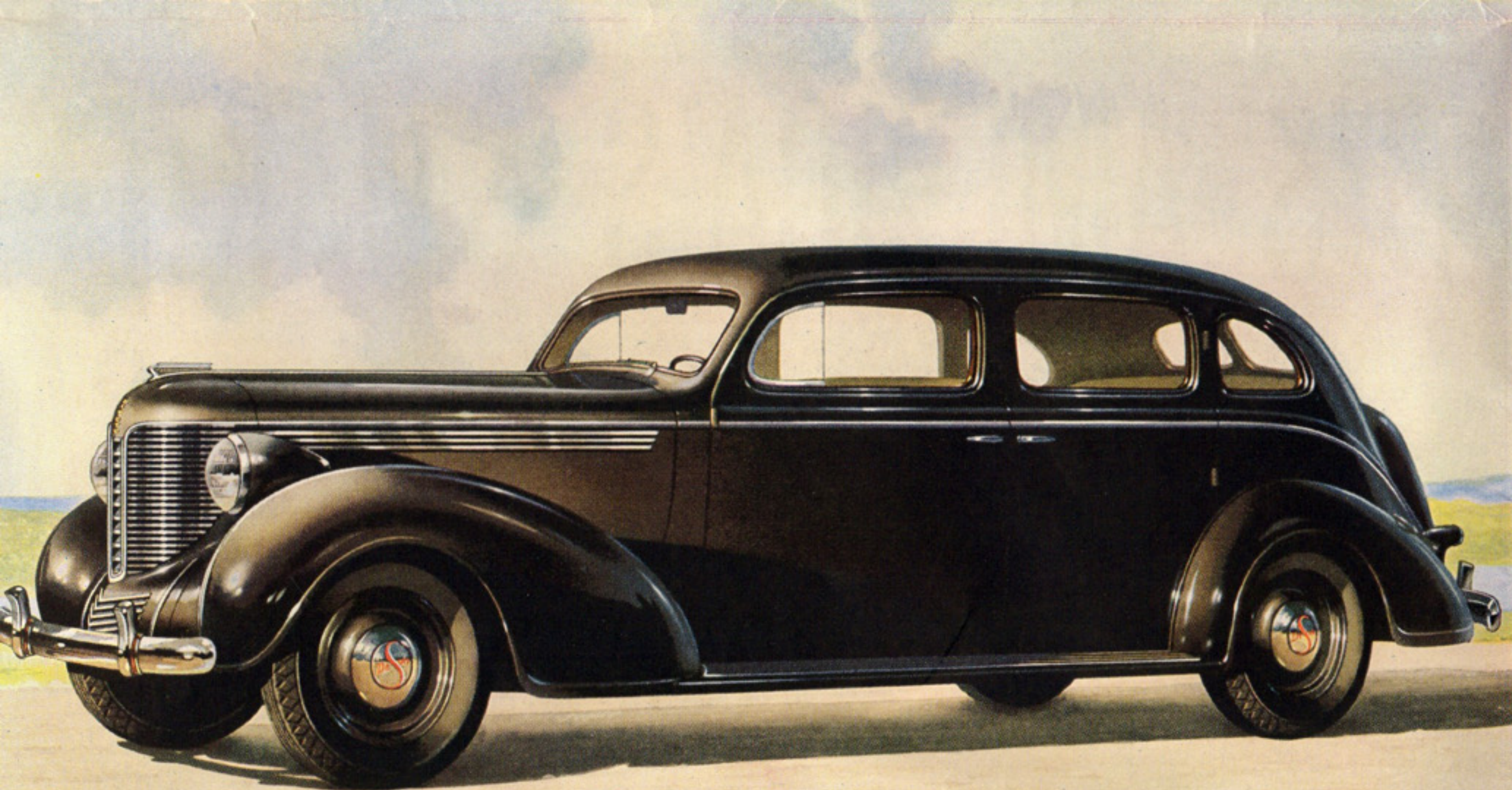
STEERING—Rubber-mounted, shockless and directly controlled. Worm and roller type gear, ratio 18.2 to 1.

TIRES—6.00x16 Airwheel tires—rib on front, all-weather on rear. Life Guard tubes supplied at extra cost.

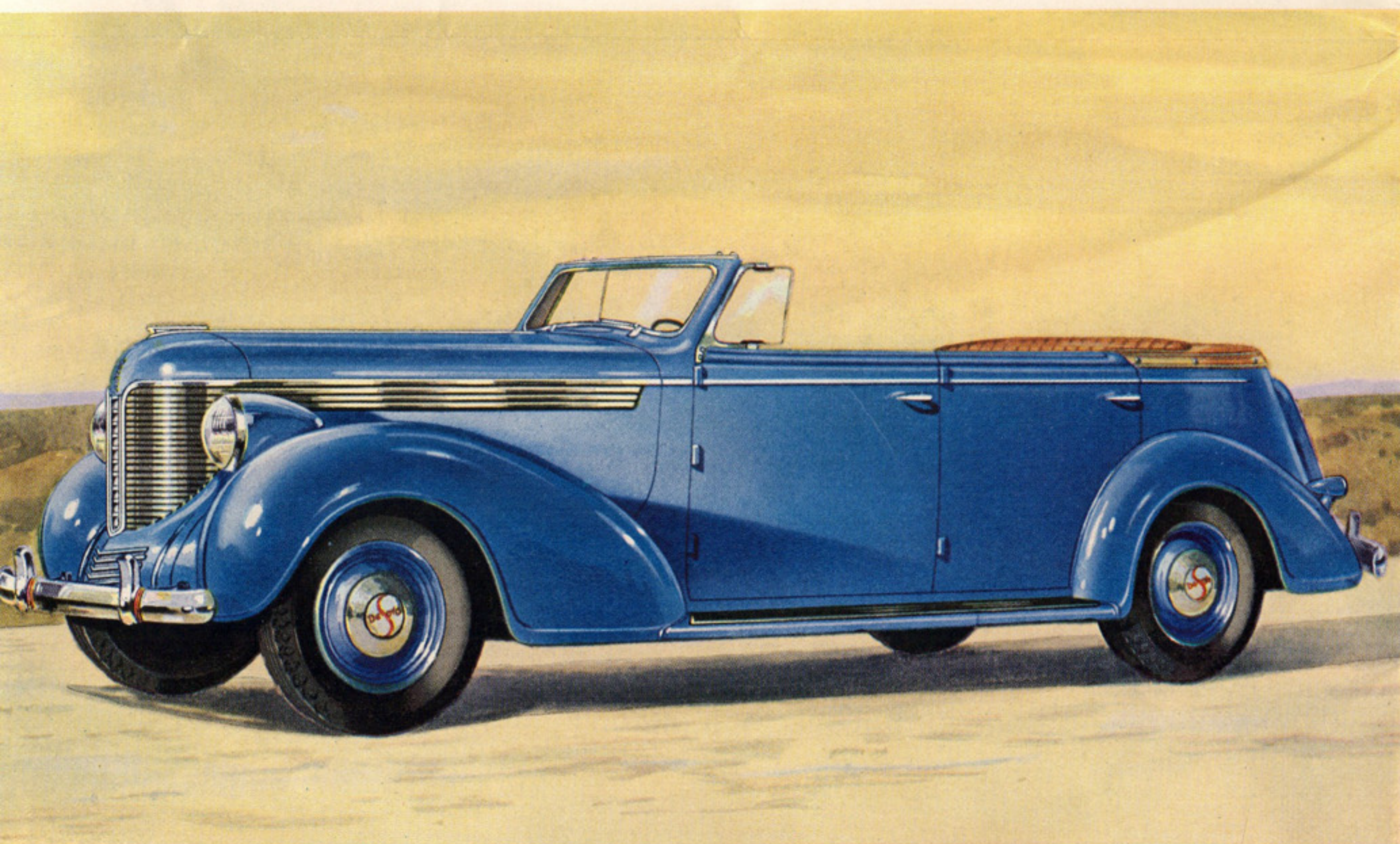
TRANSMISSION—Easy-shifting syncro-silent type, quiet helical gears throughout. Liberal use of anti-friction bearings. Gas-Saver transmission available at slight extra cost for increased fuel economy at touring speeds.

WHEELBASE—119 inches (7-passenger sedan, 136 inches), over-all, $199\frac{5}{16}$ inches. Tread: front, $56\frac{5}{8}$ "; rear, $60\frac{3}{32}$ ".

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.



The De Soto Seven-Passenger Sedan (Limousine bodies also available)



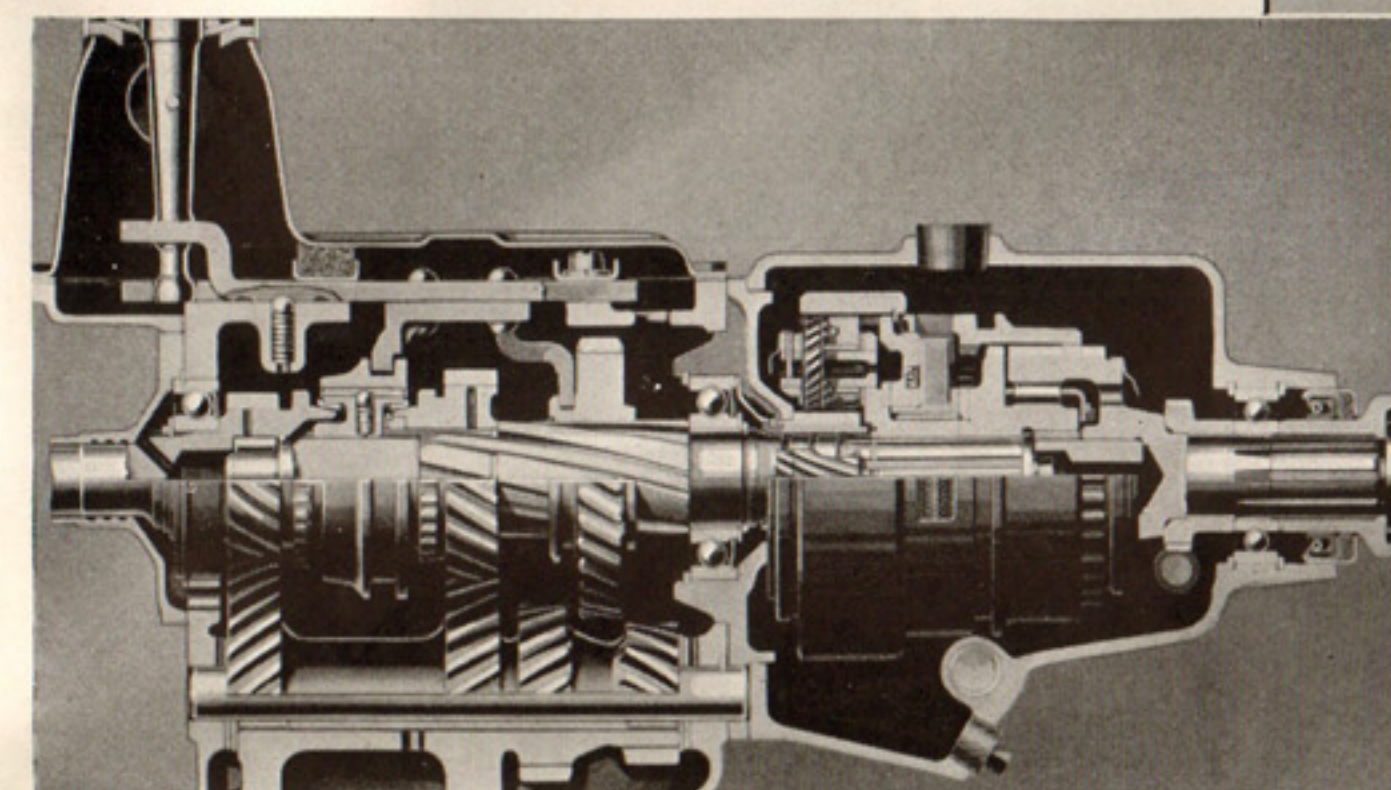
The De Soto Convertible Sedan

EVERY FIFTH MILE *Free*

WITH DE SOTO'S GAS-SAVER TRANSMISSION

FIVE MILES for the price of four? Certainly, with the magic of De Soto's Gas-Saver Transmission (available at slight extra cost).

Drive at touring speed (35 to 40 miles an hour). Now, ease up on the accelerator a second—presto! Engine revolutions slow up one-third, but you're driving just as fast . . . and saving on gas and oil!



WITH 324 THOUSAND REVOLUTIONS—

ORDINARY CAR GOES 100 MILES IN HIGH GEAR

DE SOTO GOES 110 MILES IN CONVENTIONAL HIGH GEAR

DE SOTO WITH GAS SAVER TRANSMISSION GOES 145 MILES

IT'S EASY TO SEE how De Soto's Gas-Saver Transmission saves gasoline and oil—but there's extra savings, too, in the lessened wear of engine bearings, valves and pistons.

AVAILABLE at slight extra cost, De Soto's Gas-Saver Transmission is a built-in part of the syncro-silent transmission, engineered to assure enduring performance.

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 cooperation 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.

DE SOTO DIVISION OF CHRYSLER CORPORATION

A GOOD MAN TO DO BUSINESS WITH

HE'S A NEIGHBOR . . . your De Soto dealer . . . and you'll find he's a great man to know. You'll like the way he does business, too. The things you want—a great car, fine service, and a square deal—are his stock-in-trade.

Call on him today, and have him explain in detail the entire story of this great new De Soto. Ask him about the official Commercial Credit Company Finance Plan. He'll be glad to demonstrate this new car, prove to you how easy it is to own America's Smartest Low-Priced Car!

SEE YOUR
DE SOTO DEALER
FOR A GREAT CAR, FINE SERVICE
AND A SQUARE DEAL

