



LET'S GO PLACES



THE NEW DESOTO STANDARD 4-DOOR SEDAN

Anyone could be proud of this car. It's a style leader anywhere anytime. We learned last year how many, how very many of America's smartest families bought DeSotos. Picture *yourself*

and *your* family in this smart Standard 4-Door Sedan. Picture this car on *your* street in front of *your* house. You'll be proud . . . who wouldn't be? . . . and more, *you'll be thrifty, too!*



But half the fun in going is going

SMARTLY

IT'S fun to go places just to go . . . but it's a thrill to go *smartly*. A stylish car that's excitingly different and daring . . . that's what today's American motorists want . . . and they're not satisfied with anything less.

When we designed DeSoto we kept in mind the thrifty motorists who like to ride in style. We built DeSoto expressly for them. It's got that thing called smartness. It has swank, glamour . . . a richness, distinction and charm all its own.

Step into a new DeSoto. Sit behind the wheel of this exciting style-sensation. You'll get a new thrill! Then go to gay places, stylish places . . . knowing that your car is one you can be proud of in any surroundings . . . in any kind of company.



THE NEW DESOTO STANDARD COUPE WITH RUMBLE SEAT

The DeSoto Standard Coupe comfortably accommodates four passengers. What a vision of smartness! A symphony of color and symmetry from its rakish, rounded radiator to its stream-

lined rear deck. This model has a big, roomy "cushy" rumble seat. You'll never have to apologize to extra passengers . . . They'll like it! Five wire or wood wheels are standard equipment.



THE NEW DESOTO CUSTOM CONVERTIBLE SEDAN

Look at this new DeSoto Custom Convertible Sedan. Isn't it a beauty! We made this one for folks full of zest. It looks beautiful with the top up or down! Enjoy riding in the open air on summery days. Ride in smart style and comfort the year around. This model comes in several different color combinations. Six Airwheels and a smart trunk are standard equipment.

STYLE is always a matter of details



A Refined, Rounded Radiator Sweeping Air-Flow Fenders



The Whole Interior is Richly Finished!



DeSoto's Interior is Refined and Comfortable



Beautiful New Instrument Panel!

IN styling an automobile, it's the little things that count. Each detail must be in keeping with the whole. If one thing lacks sparkle, the whole car loses something in smartness and flair.

DeSoto stylists carefully considered every inch of each new DeSoto model. The fenders, the radiator, the hub-caps, even so small a detail as the spokes in the wire-wheels were checked and re-checked for line, proportion, balance!

Look at the DeSoto from any angle. Note the full air-flow sweep of its lines, the richness and sparkle of its beauty. DeSoto has *chic*, smartness, flair! It has STYLE from front bumper to back . . . nothing overlooked, nothing slighted, nothing missing.

FACTS AND FIGURES

Distinctive New Beauty
Patented Floating Power Engine Mountings
Oilite Squeak-Proof Springs
Spring Boots
Larger, Improved Automatic Clutch (optional at slight extra cost)
Free Wheeling
All-Silent Transmission
Hydraulic Brakes with Centrifuge Drums
Longer Wheelbase
Roomier Insulated Safety-Steel Bodies
Coincidental Starter
Automatic Choke
Automatic Manifold Heat Control
Steering Shock Eliminator
Double-Drop X-Girder-Braced Frame
Hydraulic Shock Absorbers
Duplate Safety Plate Glass Windshield (Duplate Windows optional at slight extra cost)

New 79 horsepower Engine with Silver Dome Cylinder Head, 217.77 cu. in. Displacement
High Compression Red Head giving 86 H. P. (optional at slight extra cost)
Full-Pressure Engine Lubrication
Iso-therm Pistons
Air Cleaner and Carburetor Intake Silencer
Down-Draft Carburetor
Thermostatically Controlled Cooling System
Silent "U" Shackles
Rubber Insulated Forward Spring Shackles
Heat Resisting Exhaust Valve Inserts
Positive Fuel Pump
Crankcase Ventilator
Oil Filter
Counterweighted Crankshaft
Heavy Duty Ignition
Larger Battery
Torsional Impulse Neutralizer

Independent Hand Brake on Drive Shaft
Needle Bearing Steering Gear
Tapered Roller Bearings in Wheels, Pinion and Differential
Needle Roller Bearings in Universal Joints
Bonderized Rustproof Enamel Parts
Closed Cars Wired for Radio
New, Low, Fleet Body Lines
Visorless Sloping Windshield
Rounded, Rakish Radiator
Flex-Beam Safety Headlamps
Dual Trumpet Horns (Custom Models)
Dust Windshield Wipers (Custom Models)
Dual Stoplights (Custom Models)
New, Distinctive Hardware
"Bandit Proof" Door Controls
"Pick-Proof" Door Locks
Dual Adjustable Interior Sun Visors

Trigger Type Driver's Seat Adjustment (all models)
Distinctive New Instrument Panel
Luxurious Upholstery and Fittings
Improved Single Ventilators
Four Ash Receivers (Sedans)
Cigar Lighter (Custom Models)
Smaller Wheels, Larger Tires (5.50 x 17")
15½ Gallon Gas Tank
Choice of Five Demountable Wire or Wood Wheels
Air Wheel Tires (7.00 x 15") (Standard on Custom Models)
New Bumpers of Distinctive Design
Nonflaring Rear-View Mirror
Arm Rests (Sedan and Breakdown)
Remote Control Type Rear Window Curtain (Custom Sedan)
Vanity Mirrors on Body Pillars (Custom Sedan)
Glove and Parcel Compartment in Dash
Dash Engine Temperature Indicator

AMERICA'S SMARTEST LOW-PRICED CAR



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