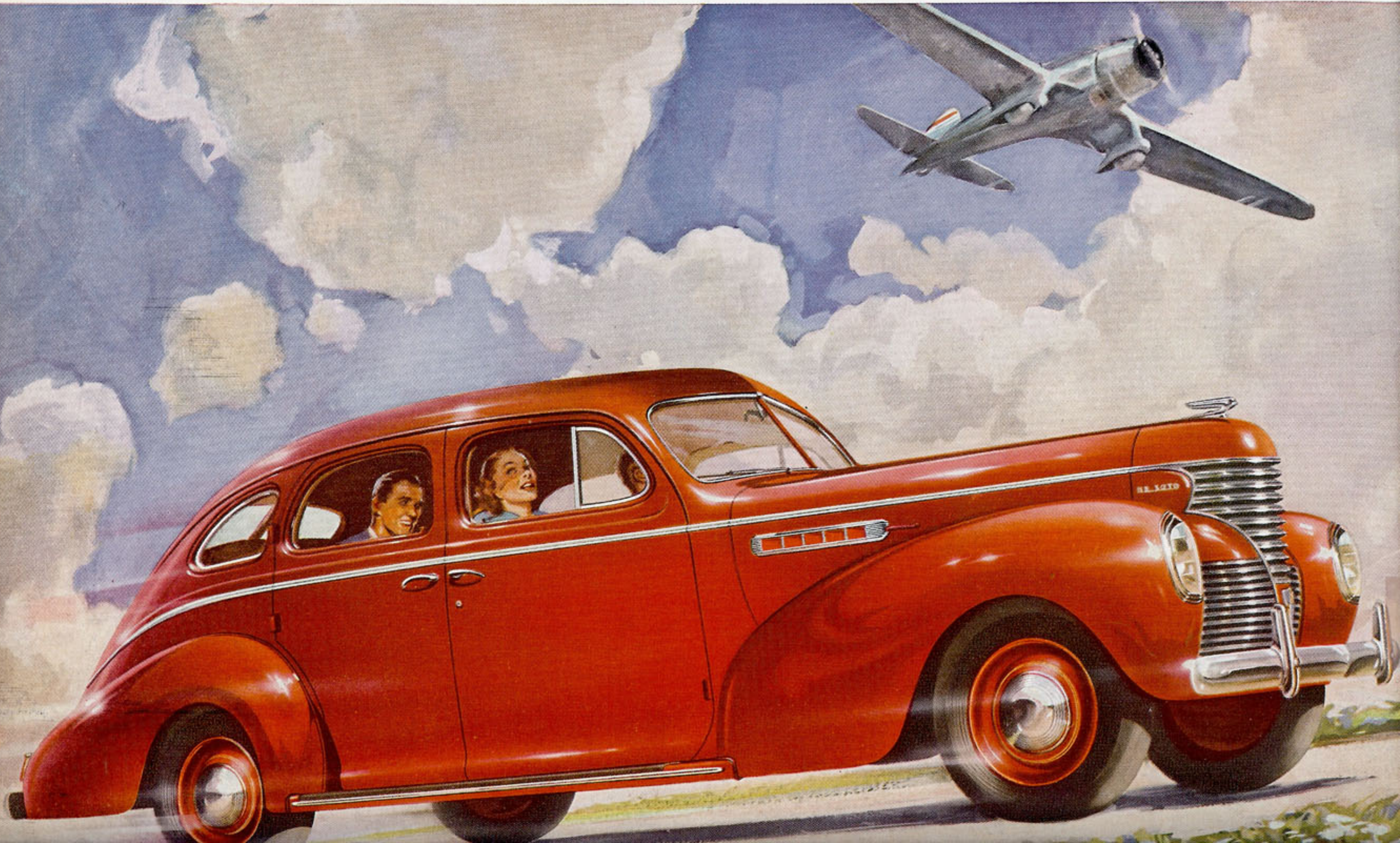




DE SOTO

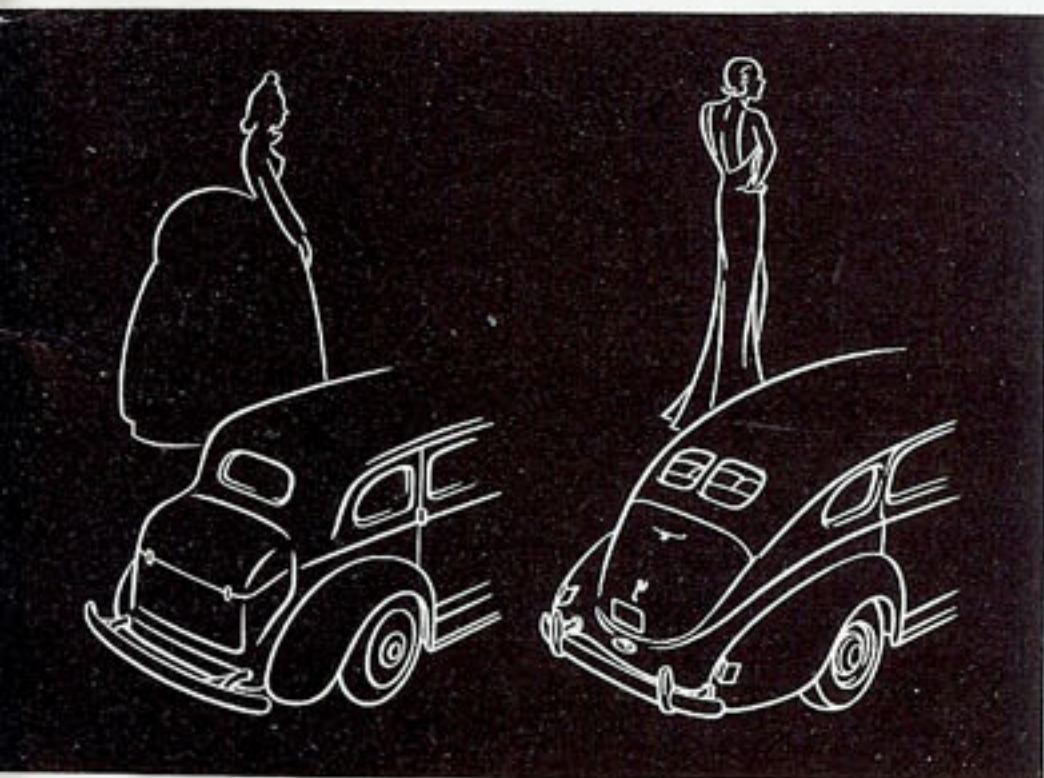
DE SOTO

DE SOTO BRINGS YOU



Streamline Styling!

MODERN AS THE LATEST AIRLINER... NEW WIDE-RANGE SAFETY HEADLAMPS SET FLUSH IN FENDERS... NEW STREAMLINED REAR END CONCEALS HUGE LUGGAGE LOCKER... MORE ROOM FOR PASSENGERS AND LUGGAGE!



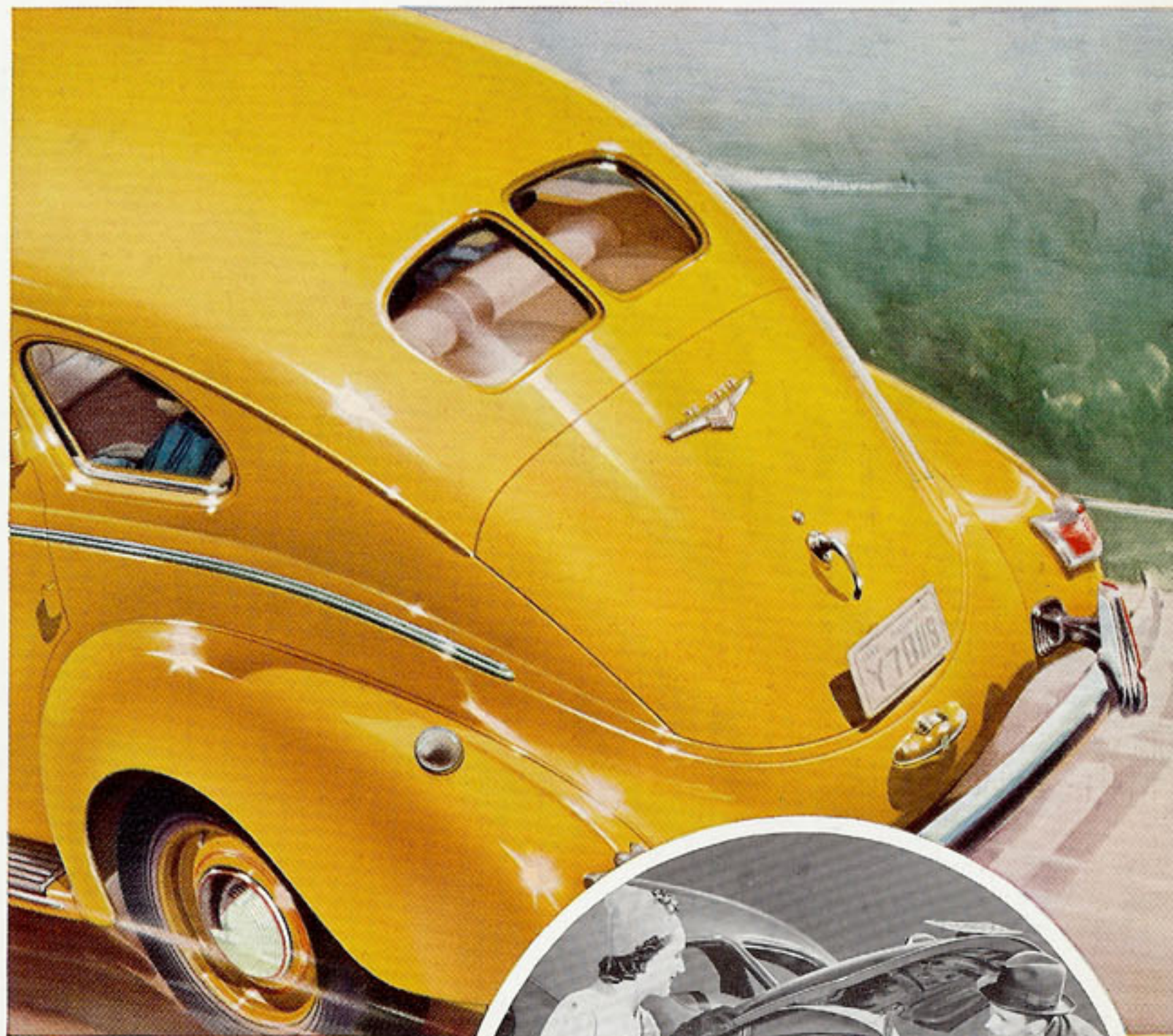
FASHIONS CHANGE in car styling as well as Milady's dresses. The old-fashioned trunk "bustle" is as out of date as the bustle, illustrated above. De Soto's rear-end styling for 1939 is the latest word—smart, beautifully styled.

WIDE-RANGE SAFETY HEADLIGHTS set flush in fenders, add to De Soto's powerful, racy appearance. Identify full width of car for safer night driving... give added protection.



STYLED for beauty? Yes! But that's only half the story. De Soto's Streamlined Styling provides more room for passengers *and* luggage. More comfort... with ingenious new controls at your finger tips. Greater safety... headlamps set wide apart for safe night driving... higher, wider full-view windshield for better visibility.

But find out for yourself. Ride in this great new De Soto! You'll discover it has more of *everything* you have wanted to make driving an exciting new pleasure instead of a chore.

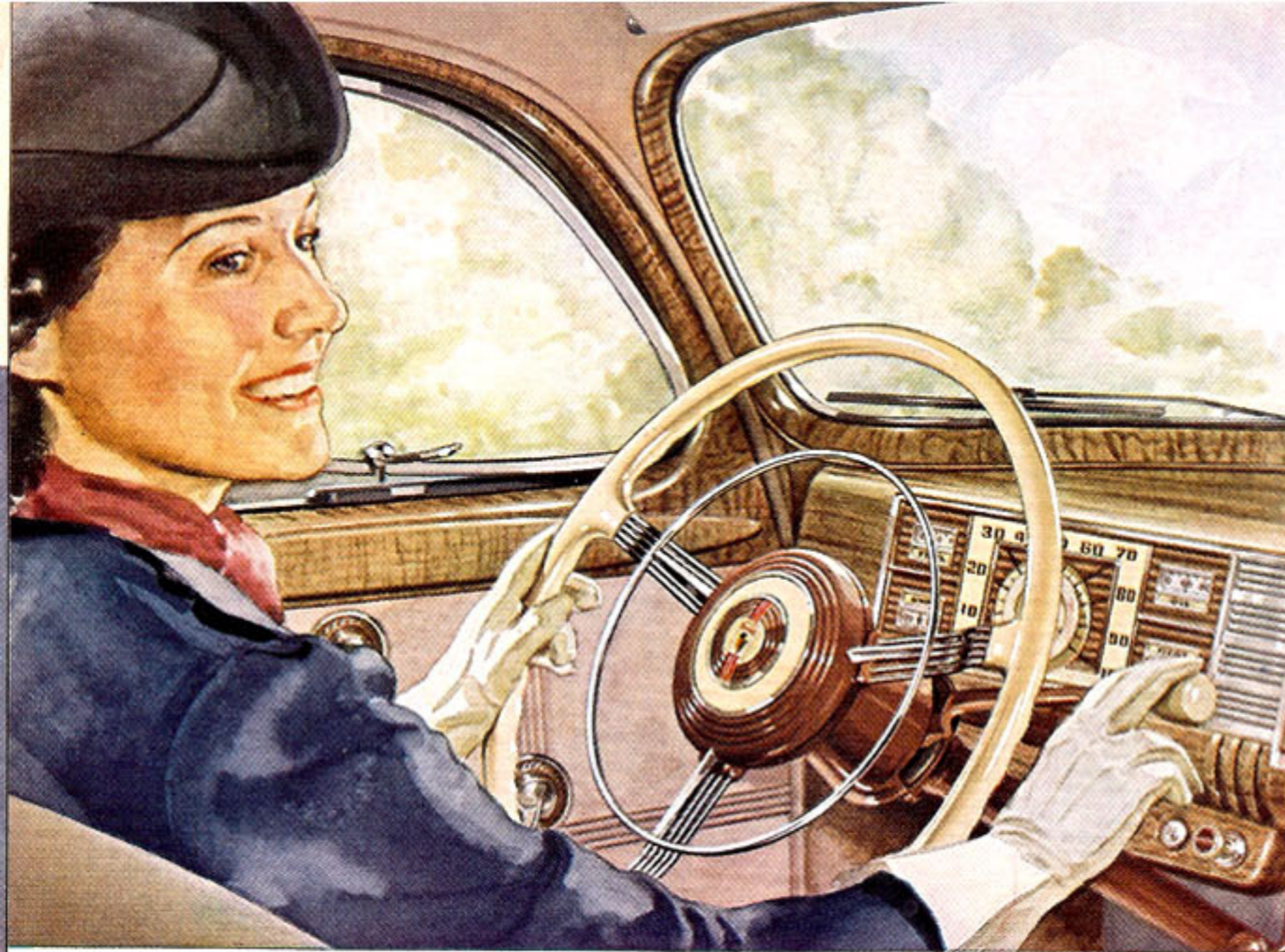


Above... NO OLD-FASHIONED "bustle" mars the clean, unbroken lines of De Soto's body. Tapered rear end conceals huge Streamlined Luggage Locker.

Right... LOOK AT THAT LUGGAGE! Actually, there are 11 big bags stored snugly away. 23 cubic feet of usable space.

Left... MASSIVE NEW FENDERS have a restless forward motion... styled to harmonize with the dynamic lines of De Soto's body.





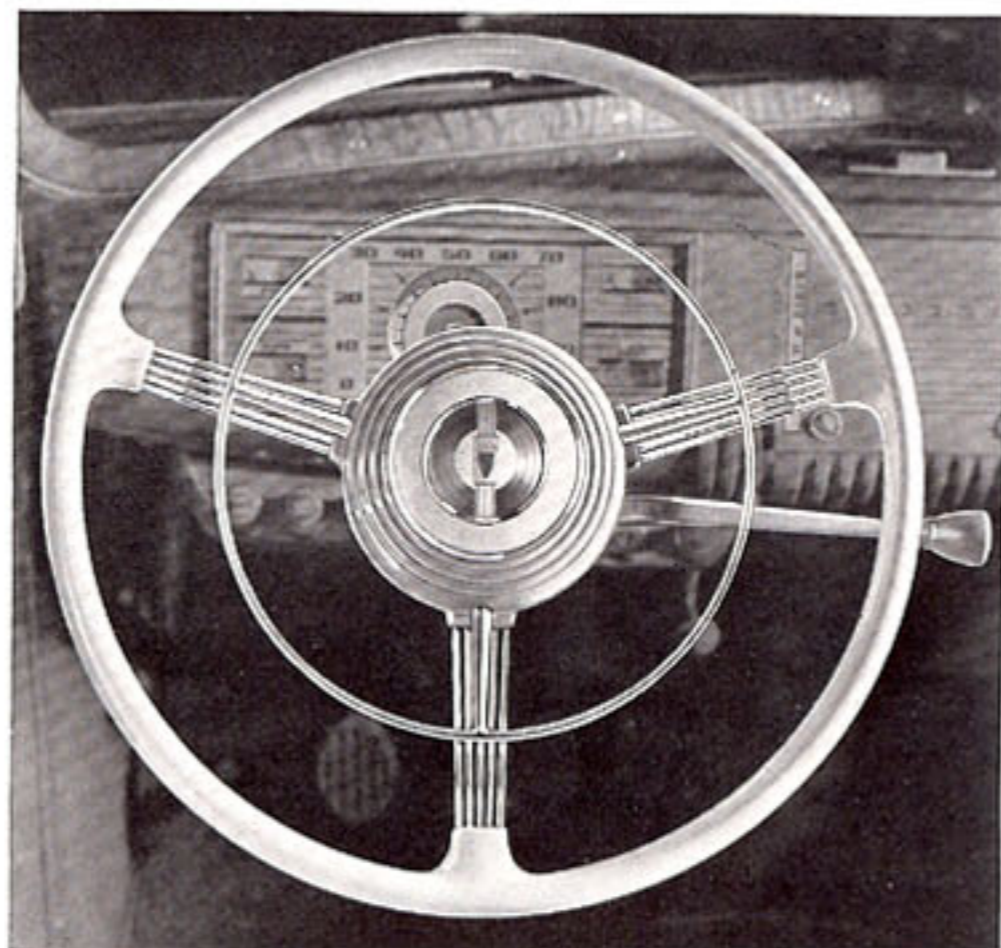
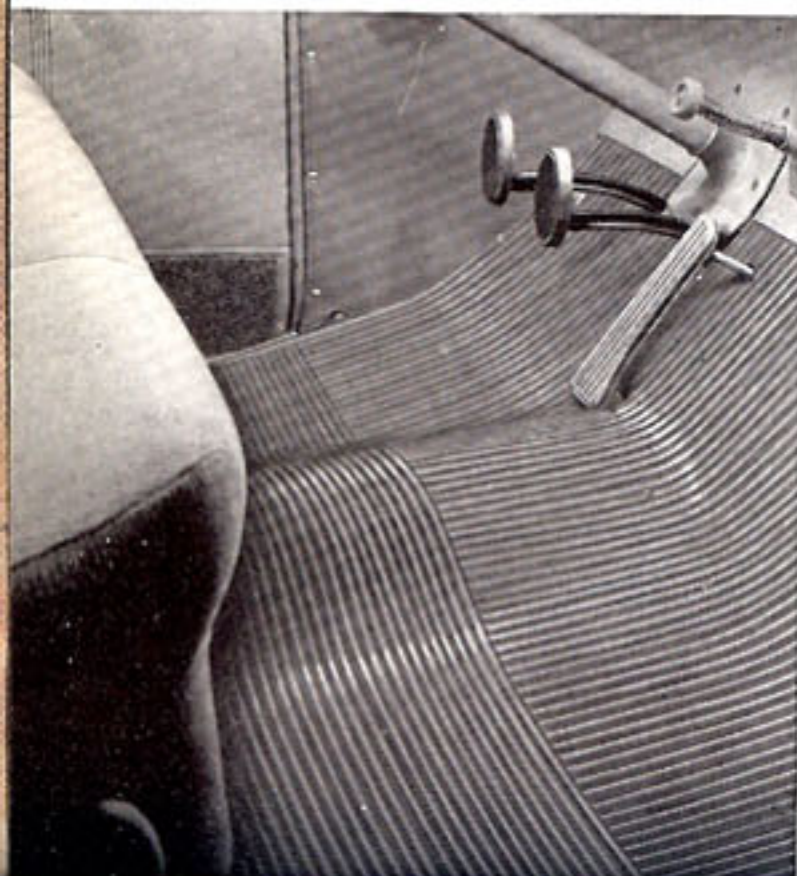
Good-bye "Wobble-Stick"

HANDY-SHIFT IS HERE

GEAR-SHIFTING'S EASY NOW! De Soto's new Handy-Shift is mounted right on the steering post. You hardly take your hand off the wheel. *There's nothing new to learn!* No change in driving habits necessary. De Soto's new Handy-

Shift also employs a new blocker-type synchronizer which keeps gears apart until they are turning at same speed. There is never any clashing. There's no extra charge for De Soto's Handy-Shift—standard on all models!

THE "WOBBLE-STICK" IS GONE! We've eliminated the old-fashioned gear-shift lever which jutted out of the floor, interfering with passenger comfort. There's plenty of leg room now.



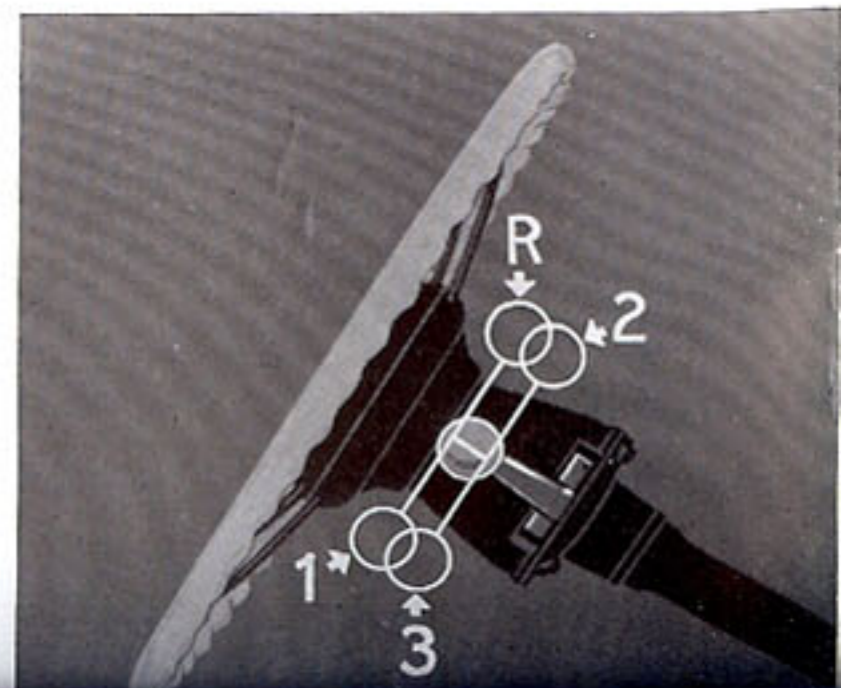
TAKE THE WHEEL of this new De Soto. It's big, beautiful, luxuriously styled. Recessed horn ring prevents accidental blowing. All instruments are directly before you... all controls at your finger tips.

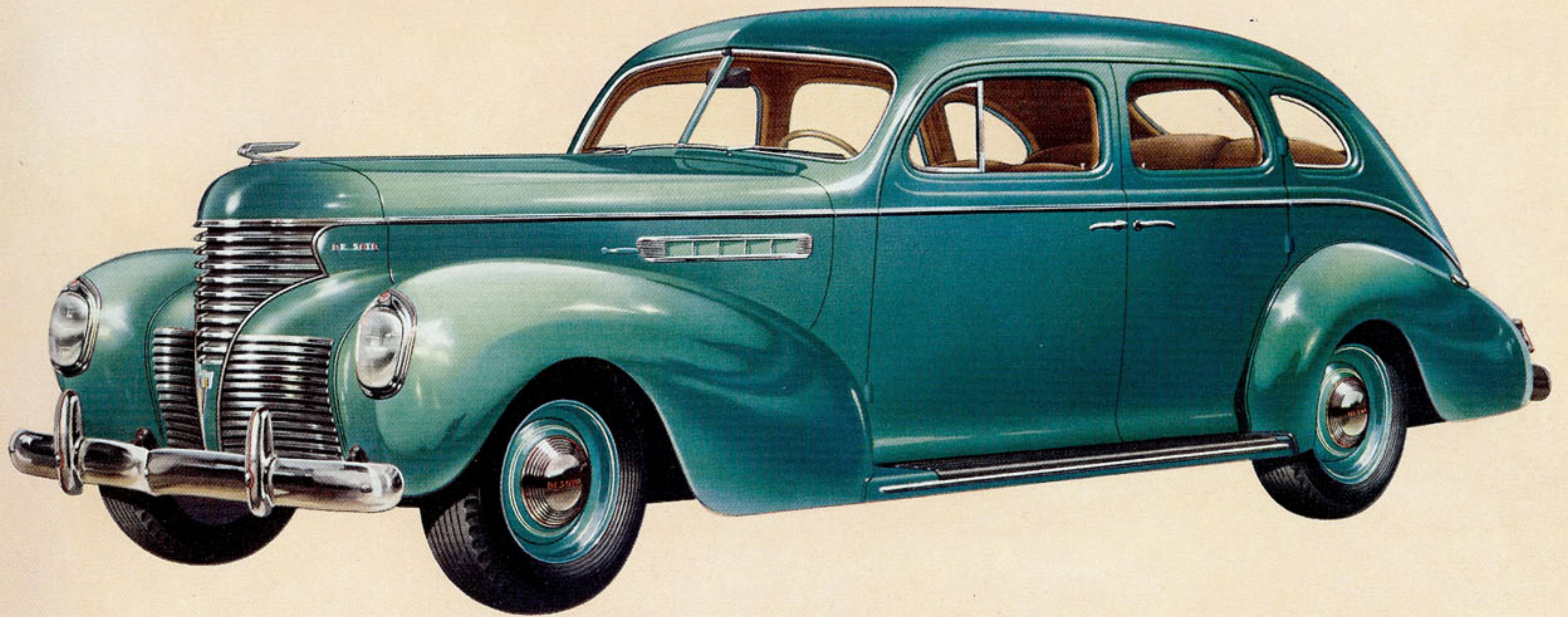
REMEMBER THAT NAME—HANDY-SHIFT! It means the beginning of a new kind of driving experience... a kind of driving that's easier, safer, far more comfortable than ever before.

It means, too, that the old type "Wobble-Stick" gear shift is gone forever. In the new De Soto there are no annoying rods or levers jutting out of the floor... nothing to interfere with the comfort of front seat passengers.

Instead, you will find a clear, roomy front compartment, with De Soto's new HANDY-SHIFT... just below the steering wheel, attached to the steering column. That's where you will shift gears on your new De Soto! Handy-Shift brings new joy to driving.

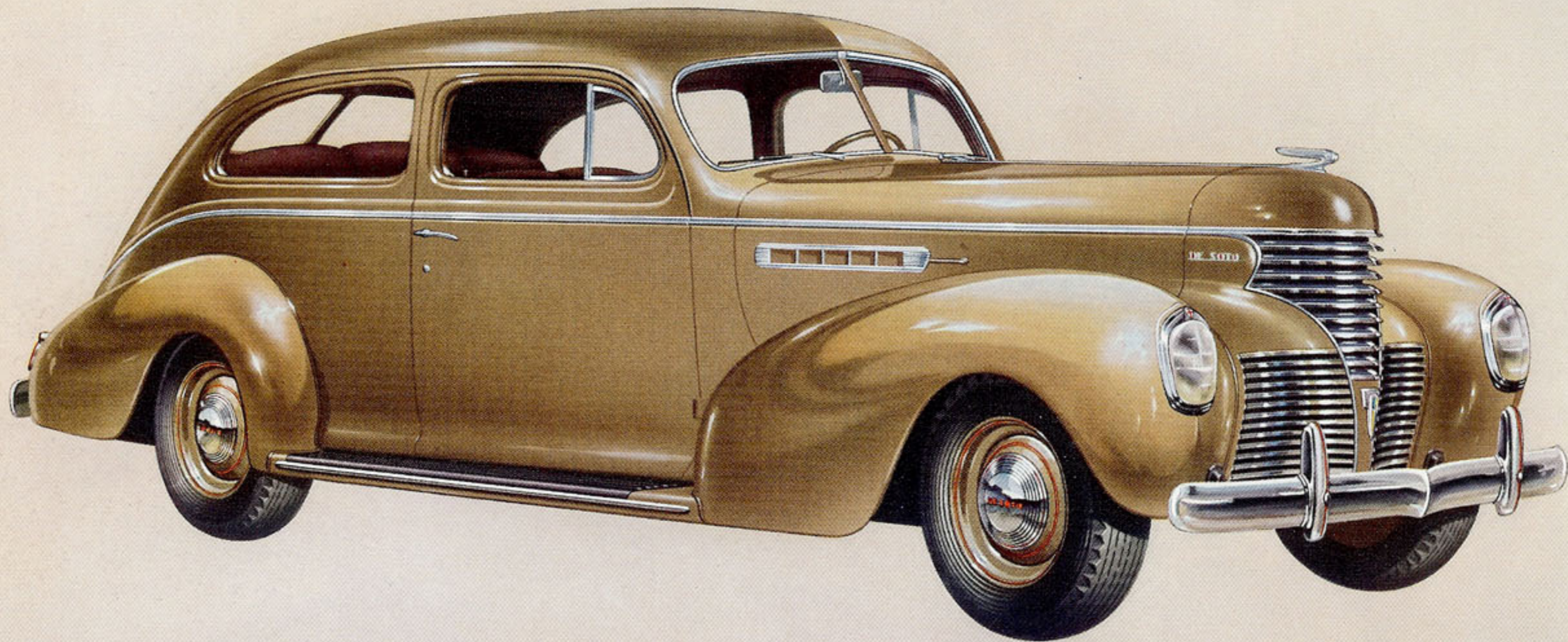
DIAGRAM AT RIGHT shows the gear positions... same as before... nothing new to learn. Gear-shifting's easier!





DE SOTO
Touring Sedan
FOUR-DOOR

DESOTO PRESENTS TWO GREAT LINES of cars for 1939—the Custom and the DeLuxe. Never before has such luxury been offered at such a low price. Everything about the new De Soto is different. Look at that exciting new radiator grille of gleaming chromium . . . the wide-range safety headlamps set flush in fenders . . . the smooth flowing contours that sweep back to the concealed, streamlined luggage locker. The De Soto Touring Sedan is available in both Custom and DeLuxe models.



DE SOTO
Touring Sedan
TWO-DOOR

MANY PEOPLE WILL PREFER this stunning De Soto Two-Door Touring. Its interior is luxurious. Both front and back seat are of the sedan type—plenty of room for six *big* people. We've made the door extra wide—the rear compartment is easily entered. Note the absence of the old-fashioned "bustle"—thanks to De Soto's Streamlined Luggage Locker which has 23 cu. ft. of usable space. The De Soto Two-Door Touring Sedan is available in both DeLuxe and Custom models. All De Soto models have "Durasheen" finish.

"Sofa-Wide" Seats - ROOM FOR SIX



HEAD ROOM TO SPARE! The man in the photograph is five feet ten inches tall . . . and just look at the extra room above his head. This new De Soto not only *looks* big . . . it is big, all over.

FRONT COMPARTMENT 4½" WIDER . . . CLEAR OF ALL OBSTRUCTIONS . . . MORE LEG ROOM . . . MORE HEAD ROOM . . . LUXURIOUS LIVING-ROOM COMFORT FRONT AND REAR . . . CHAIR-HIGH SEATS . . . FINE-CAR UPHOLSTERY AND APPOINTMENTS . . . BIGGEST, ROOMIEST DE SOTO EVER BUILT!



LOOK AT THE ROOM in that big front seat. It's as wide as a sofa. Three can ride comfortably. Note the full-view windshield—you've never looked through one so high and wide.

SOFA-WIDE SEATS! Here's real living-room comfort on the open road. Seats are wider, deeply-cushioned. They're chair-high, too, providing normal, relaxed sitting posture for three big people!



YOU WON'T HAVE TO lean forward or crane your neck when sitting in the back seat of this new De Soto. Windows are where they should be . . . permitting full visibility from natural resting position. Rear window swings open for controlled ventilation.

Right—MORE LEG ROOM in the front compartment. Not just for one person, but for three. The gear shift lever is eliminated . . . the compartment is 4½ inches wider! High instrument panel provides knee-room for tall people . . . nothing to bump against.

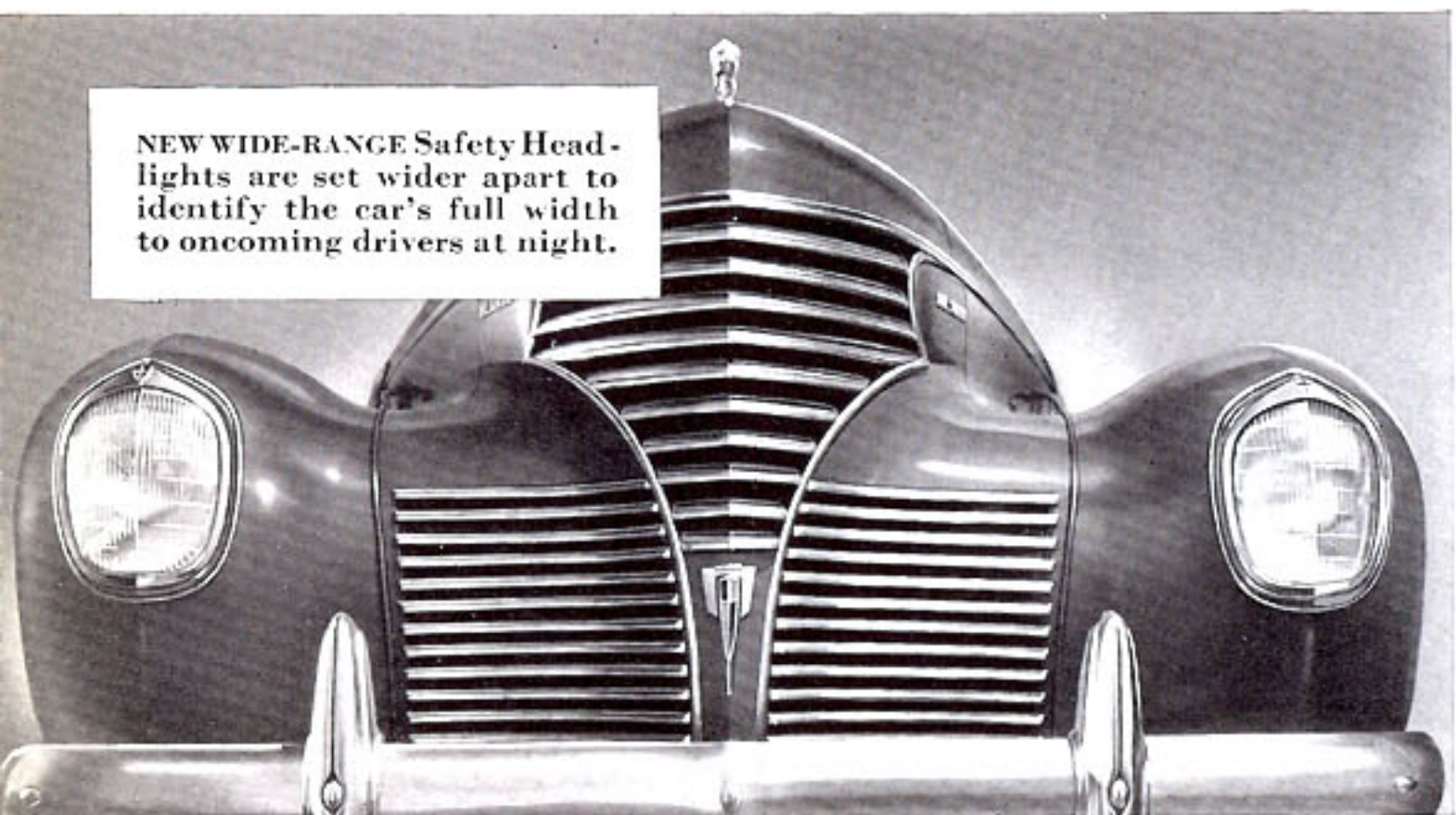
EASY TO ENTER! Wide doors make it easy to get in or out of this new De Soto. New Rotary Door Locks allow doors to close with finger tip pressure, no slamming.



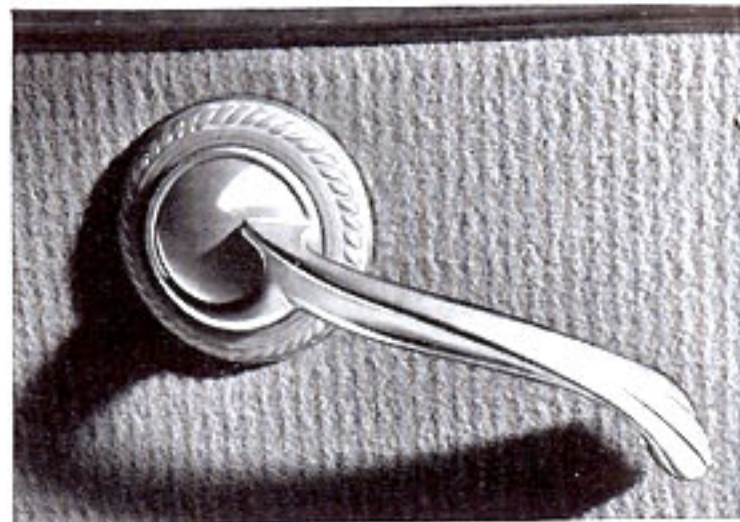
NEW

Wide-Range Safety Headlights

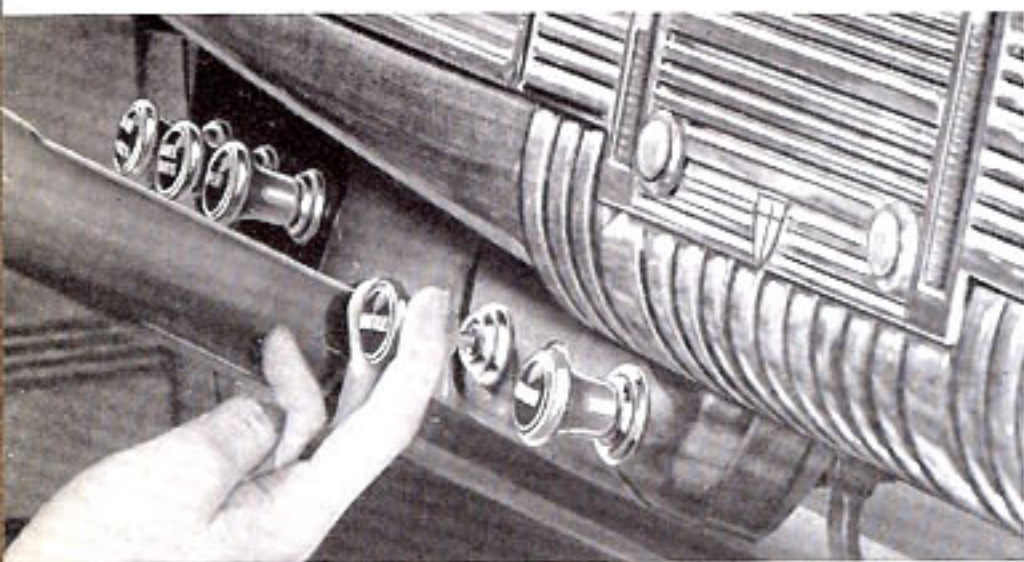
NEW WIDE-RANGE Safety Headlights are set wider apart to identify the car's full width to oncoming drivers at night.



SOFTER, MORE POWERFUL, GENUINE HYDRAULIC BRAKES . . . NEW CONSTANT-SPEED ELECTRIC WINDSHIELD WIPERS . . . NEW SAFETY-STYLED INSTRUMENT PANEL . . . SAFETY-STYLED INTERIORS . . . SAFETY STEEL BODY . . . NO OTHER CAR GIVES YOU ALL THESE FEATURES.



ALL HARDWARE is curved inward. Can't catch or tear clothing. It's beautifully designed in keeping with De Soto's smart new styling.



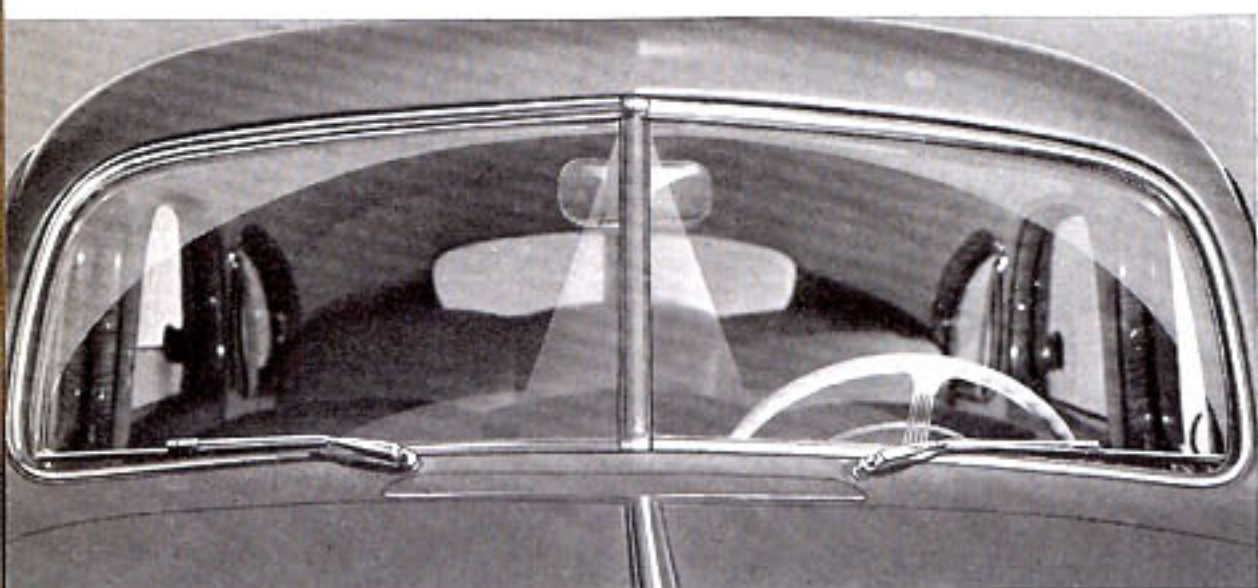
ALL CONTROLS are grouped directly in front of the driver. They are recessed on a sub-panel beneath the dash. No buttons or knobs project to catch or tear.



DE SOTO'S GENUINE HYDRAULIC brakes are time-tested through 15 years of Chrysler Corporation hydraulic brake experience. This year they're improved, less pedal pressure being required to effect quick, smooth stops at all times.

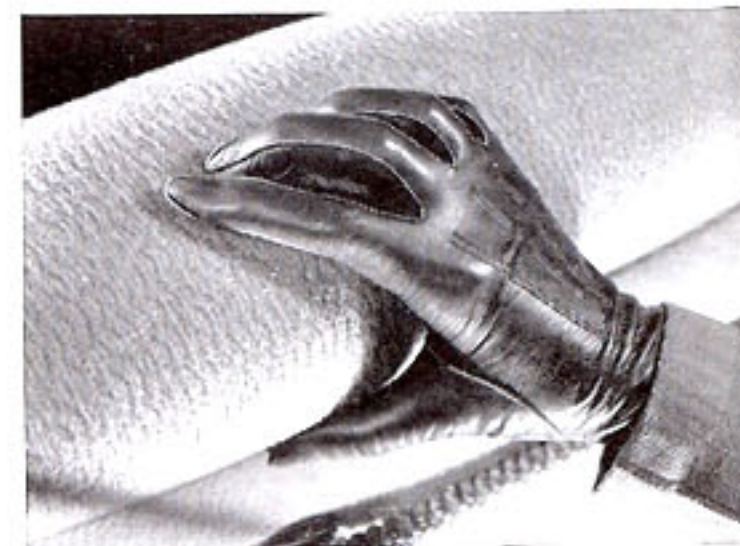


PISTOL GRIP hand brake is mounted just below instrument panel to driver's left . . . off the floor, out of the way of passengers.

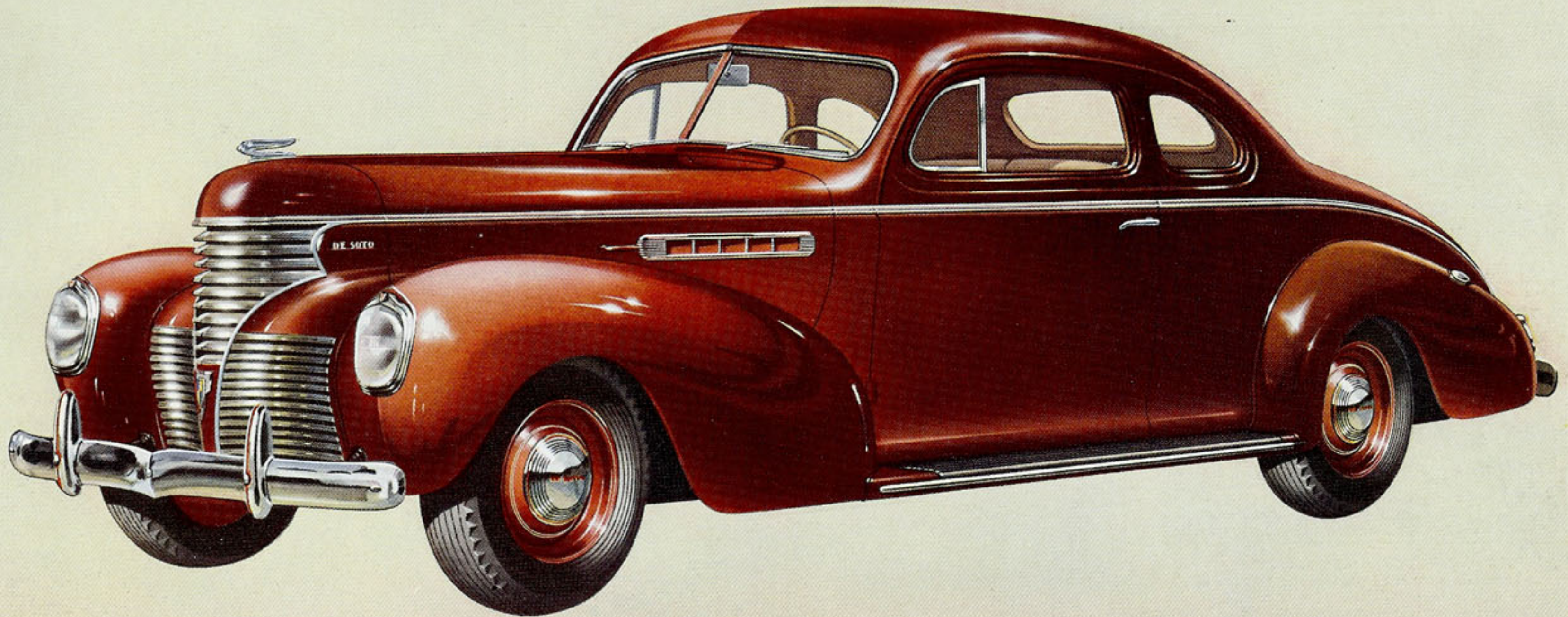


DE SOTO'S EQUIPPED with Constant-Speed Electric Windshield Wipers. Blades are long — they wipe almost two-thirds of

A FORTRESS OF STEEL protects you! Safety Steel body, one-piece steel top.



SAFETY! NO SHARP CORNERS . . . back of front seat is double-padded for your protection, another of De Soto's many Safety features.



DE SOTO

Coupe

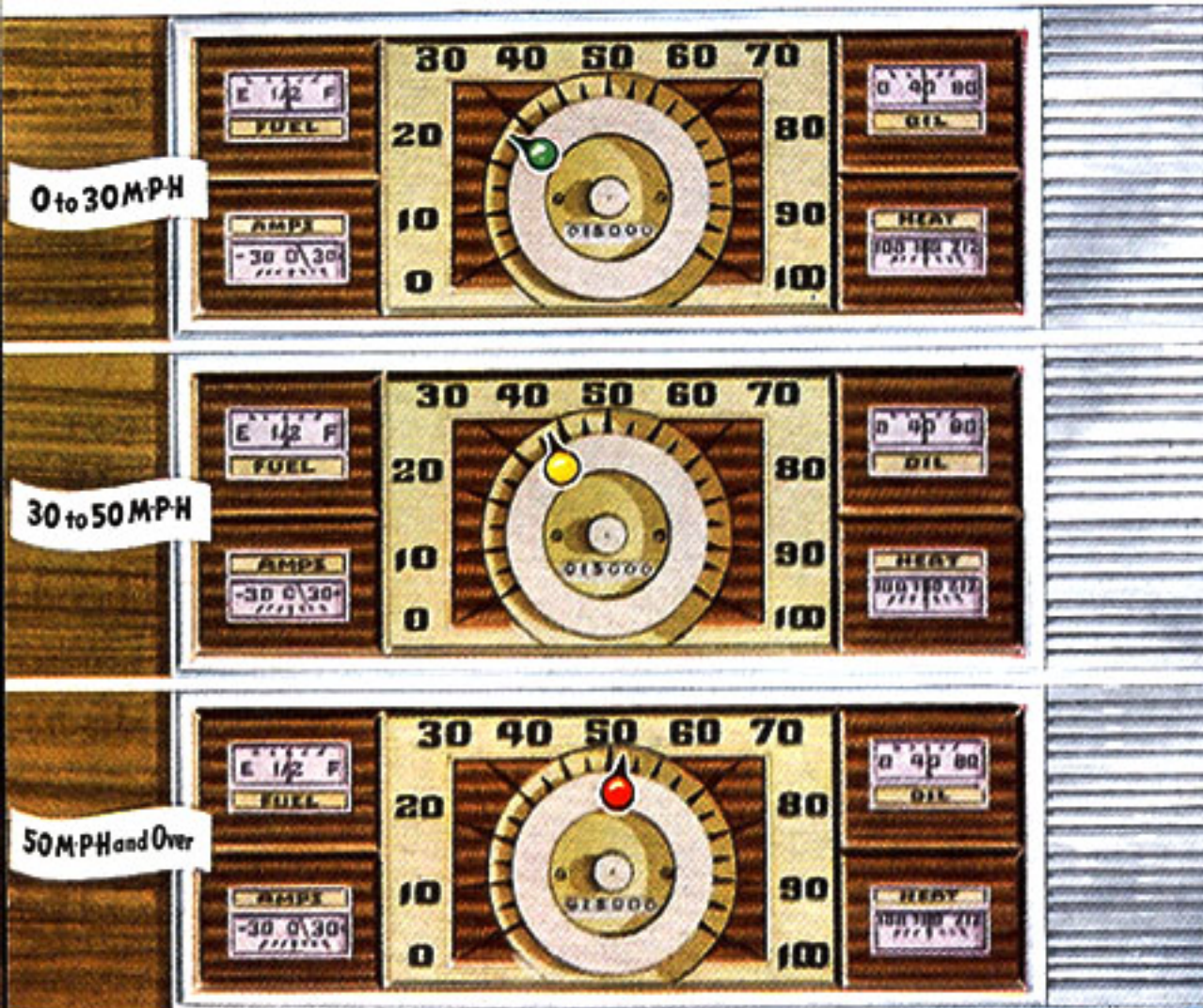
HERE'S A CAR THAT COMBINES sparkling new beauty with ideal utility . . . the luggage deck has 48 cubic feet of usable space!—almost 6 feet long and over five feet wide! . . . this model is smartly styled to appear at home in any kind of company. The roomy front compartment seats three big people. Available in DeLuxe and Custom models.

The De Soto coupe is also available with two

auxiliary seats inside the car. They fold out of the way when not in use. Plenty of room for five people when necessary.

The smooth flowing contours of the Coupe, sweeping back in one unbroken line from the long, sleek hood make this model one of the most beautifully streamlined automobiles in the world, regardless of cost.

NEW "Safety-Signal" Speedometer



ACTS LIKE A "SILENT POLICEMAN"... WATCHES YOUR DRIVING SPEED FOR YOU...NEW LUXURIES...NEW CONVENIENCES MAKE YOUR DRIVING EASIER, MORE ENJOYABLE!



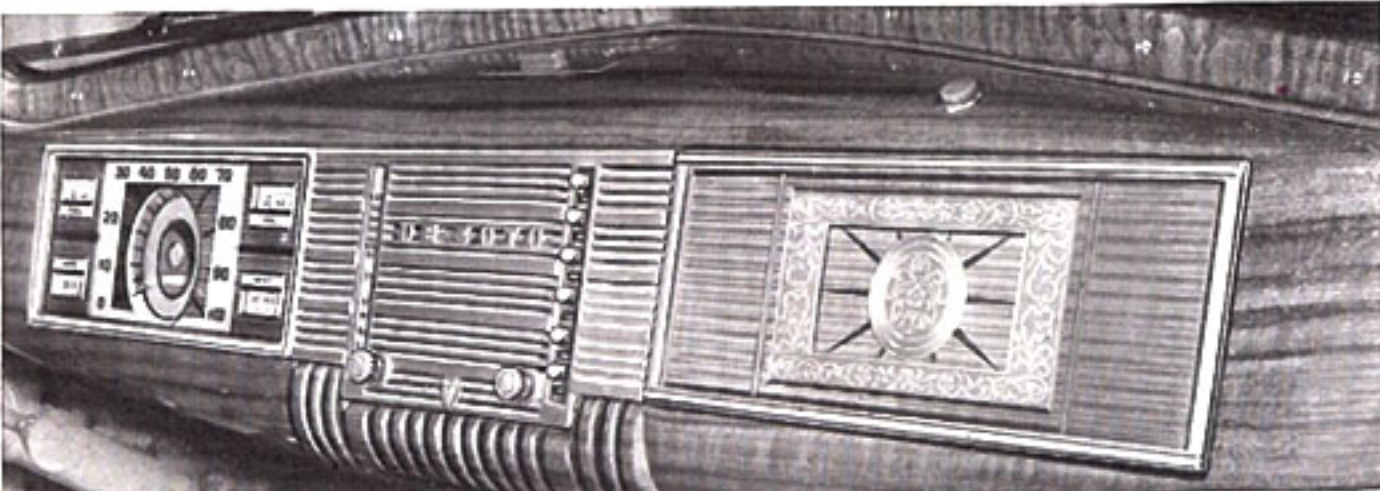
NON-SLAM DOORS equipped with new Rotary Door Locks may be closed with finger tip pressure. Door slamming is completely eliminated.

HERE'S THE MOST INGENUOUS speedometer ever put on a car... the Safety-Signal Speedometer. From 0 to 30 m.p.h. it shows GREEN; from 30 to 50, it shows AMBER; at 50 m.p.h. and above, it shows RED. Acts like a "silent policeman" to warn you of your driving speed range. You'll find it an aid to safer driving.

NEW SAFETY-CATCH on doors. By pressing a button, door handles are made inoperative...can't open accidentally.



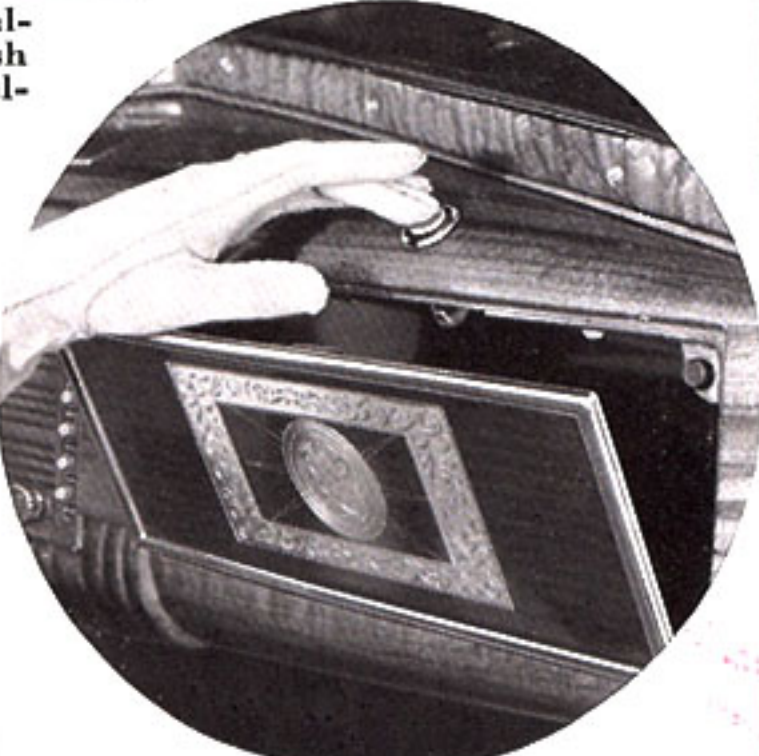
A COMFORTABLE FOOT REST is recessed in the back of the front seat. Permits proper resting posture... adds inches of leg room.



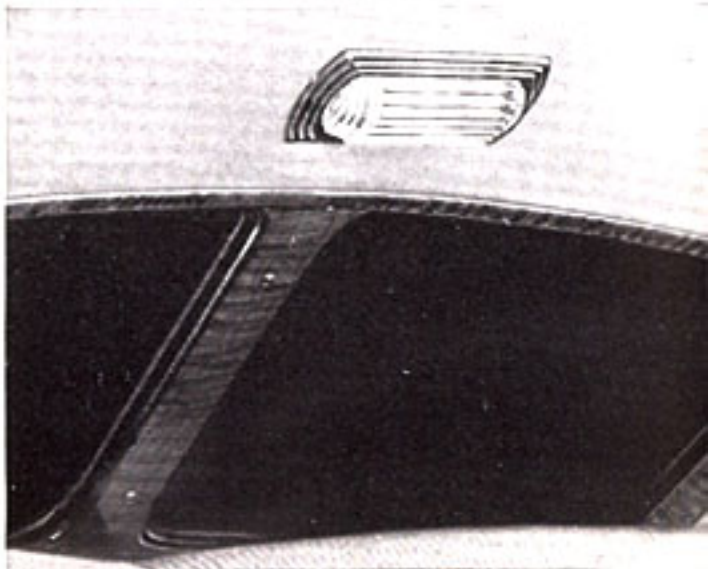
INSTRUMENT PANEL is Oriental Walnut finish. A Custom-built "push button" radio is available for installation behind chrome grille.



ASH TRAY conveniently located on shelf above instrument panel. Lid of tray disappears beneath shelf.



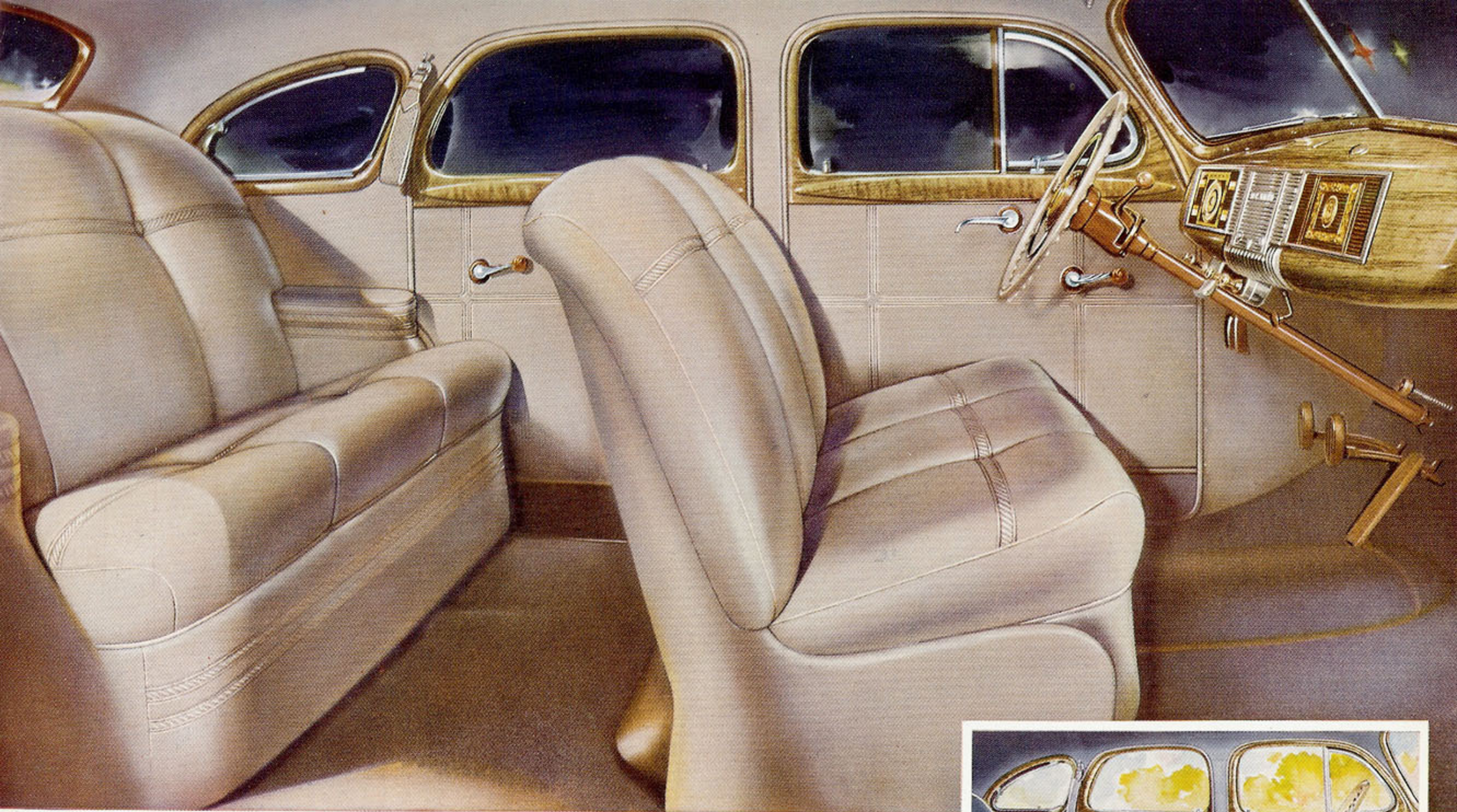
NOTE THAT GLOVE BOX door is beautifully ornamented with a perfectly smooth surface. No knob projects.



INTERIOR ILLUMINATION is provided by a lamp over the rear window. Prismatic glass gives more light.

SPONGE RUBBER ARM RESTS give real arm-chair comfort to back seat passengers. Made softer for safety.





HERE'S THE "INSIDE STORY" of a great new car. In every detail the inside appointments of this new De Soto live up to the smartness of its Streamline-Styled exterior.

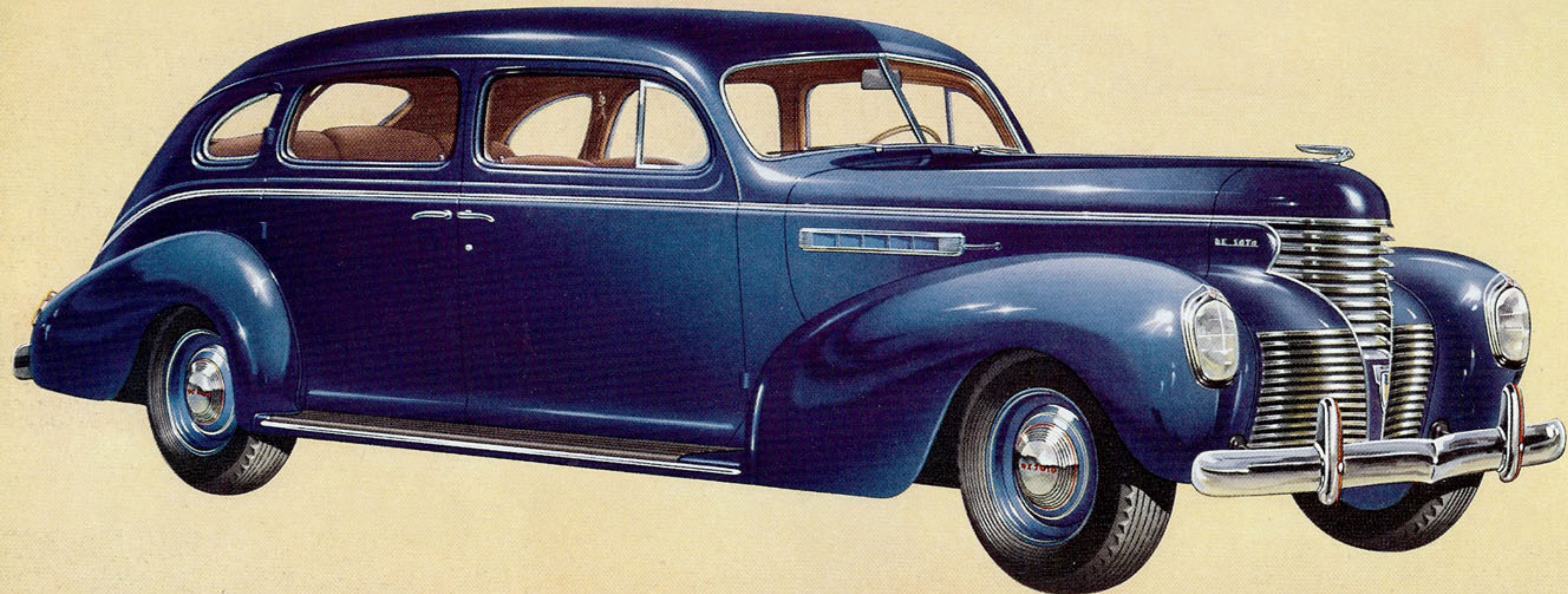
Both front and rear seats are "sofa-wide" . . . luxuriously cushioned. Upholstery selection includes Blue-Gray Pile fabric or Taupe Bedford Cord . . . available on all

DeLuxe models at no extra cost. A Broad-lace pattern adds a smart decorative touch to the rear arm rest and trim.

All window and door controls are finished in Rose-Beige Tenite.

Right—The De Soto Custom models are upholstered in luxurious Blue or Tan Broadcloth. Front compartment is carpeted.





DE SOTO
Sedan
SEVEN-PASSENGER

THE DE SOTO SEVEN-PASSENGER SEDAN is a car any family can be proud to own. It compares with the most expensive cars built—in everything but price. It has a long, 136-inch wheelbase. Inside, you'll find every fitting you could possibly want. Extra-wide seats front and rear, plus two forward-facing seats in the rear compartment. You get a powerful 100 horse-

power motor with aluminum cylinder head. Safety-steel body. Hydraulic Brakes. Airplane-type shock-absorbers. Long-lasting "Durasheen" finish. Many other famous DeSoto features *impossible* to get on some more expensive cars. Limousine bodies are also available on this chassis. Seven-Passenger Sedans and Limousines are available in DeLuxe or Custom models.

NOW... *Five Speeds Forward!*

DE SOTO'S PERFECTED AUTOMATIC OVERDRIVE HAS NEW "STEP-DOWN" FEATURE... GETS CAR IN CONVENTIONAL GEAR INSTANTLY... EXTRA POWER FOR PASSING... BRINGS OVERDRIVE ECONOMY TO CITY DRIVING... AVAILABLE AT EXTRA COST



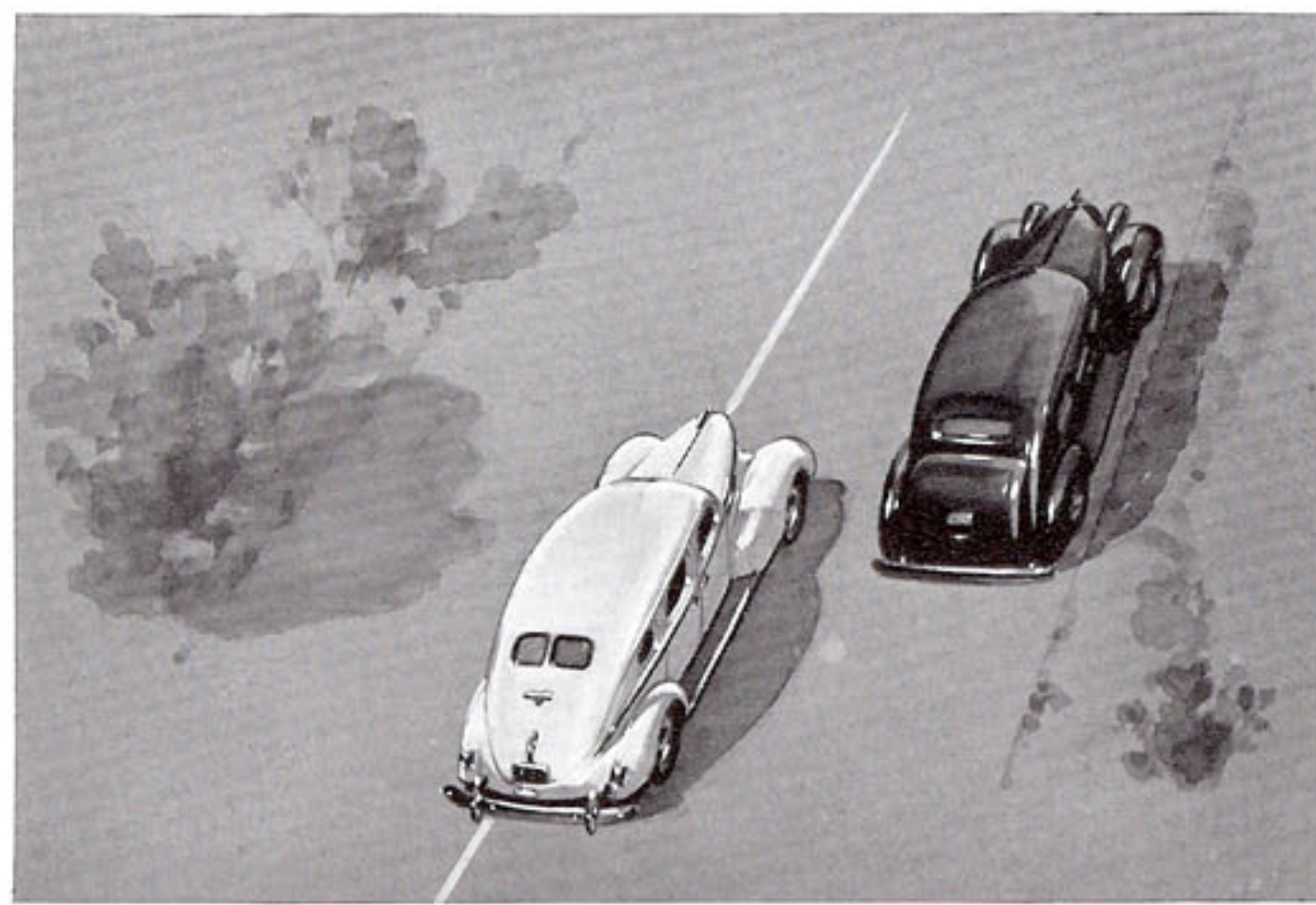
1 AVAILABLE AT MODERATE extra cost on all De Soto models is Perfected Automatic Overdrive... the equivalent of Five Speeds Forward! The Powerful low gear gets you away from stoplights quickly.



2 FAST PICK-UP IN SECOND GEAR... a smooth, lightning-fast conventional second gear may be used for continued acceleration to get you out of heavy traffic snarls. The New 1939 De Soto's second gear gives sparkling performance.



3 SECOND OVERDRIVE—gives greater performance ability than conventional high gear—gives greater flexibility in mountain driving or in heavy going where you want to combine power with continued acceleration.



4 NEW "STEP-DOWN" FEATURE—you can go from high overdrive to conventional instantly... Cruising along in high overdrive... you want extra power... press accelerator to the floor... you're in conventional with plenty of pick-up... ease up, you're in overdrive!



5 OVERDRIVE IN HIGH... the cruising speed, cuts engine revolutions one third—saves on gas, oil, engine wear. Comes in sooner this year, bringing economy to city driving.

Introducing—A NEW RIDE FORMULA!

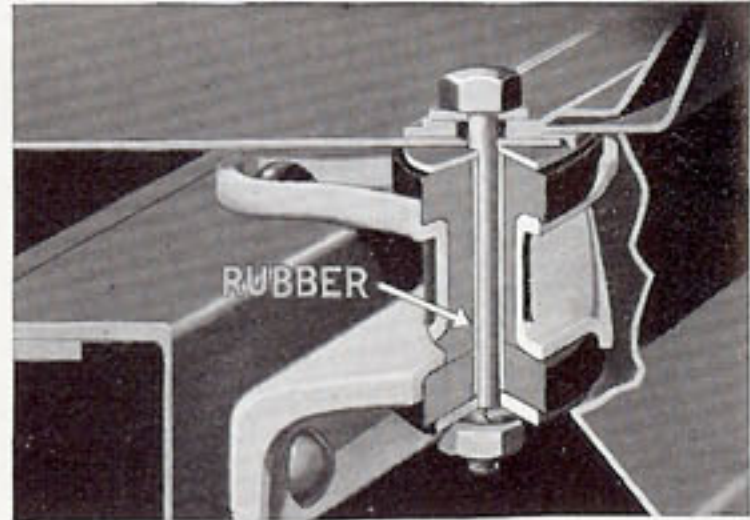


DE SOTO HAS AMAZING Ease of Control—You ride so relaxed! Bumps, vibration, and “wheel fight” are gone! It’s easy to steer . . . all controls are at your finger tips . . . seat adjustable for tall or short people.



HERE'S HOW YOUR DE SOTO walks right over bumps in the road. Independent Front Wheel Springing permits you to glide smoothly along. A Sway Eliminator prevents

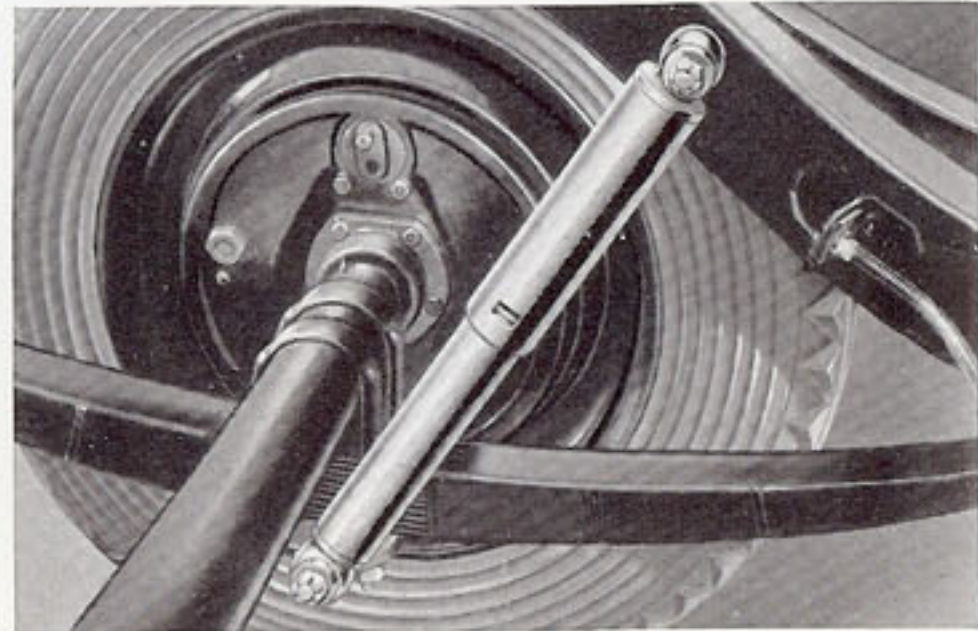
SCIENTIFIC WEIGHT DISTRIBUTION BANISHES FATIGUE . . . AIRPLANE-TYPE SHOCK-ABSORBERS SMOTHER THE BUMPS . . . INDEPENDENT FRONT WHEEL SPRINGING ISOLATES SHOCK . . . RUBBER FLOAT BODY MOUNTINGS MINIMIZE VIBRATION . . . YOU GET A “CUSHIONED” RIDE.



RUBBER FLOAT BODY MOUNTINGS cushion and insulate body from frame. Cut out road rumble and hum. You enjoy a floating ride.

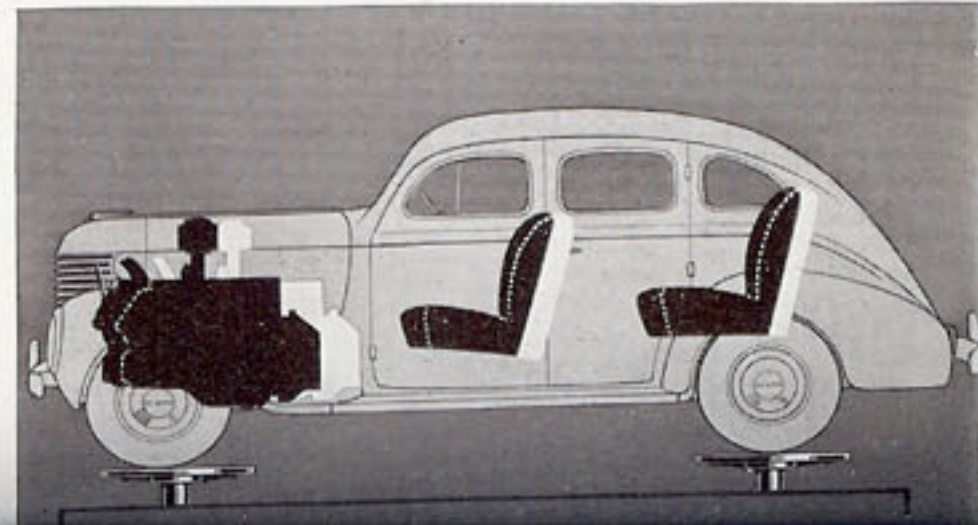


NURSERY RHYMES . . . AT FIFTY MILES AN HOUR! You can read a book, write a letter, take a nap. De Soto's balanced weight distribution has banished vibration. Long trips never tire you. You get a “cushioned” ride that



AIRPLANE-TYPE HYDRAULIC SHOCK-ABSORBERS smother the bumps. Double-acting. Low pressure. Automatically adjust themselves to load and road conditions. A cushioned ride!

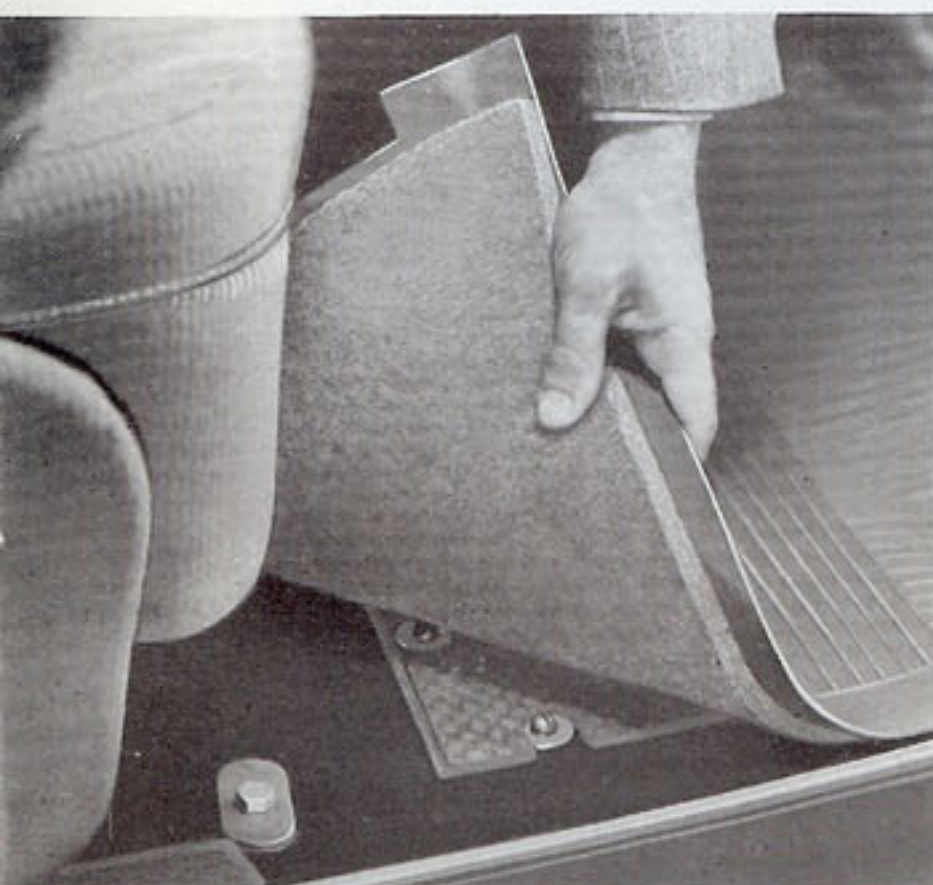
SCIENTIFIC WEIGHT DISTRIBUTION keeps the engine well forward . . . “cradles” both seats between axles. Ride is smooth, even . . . no more “bucking” or bracing. You ride relaxed.



DIRT-NOISE-DRAFTS *Sealed Out!*



SCIENTIFIC WEATHER-STRIPPING keeps dirt and drafts out. De Soto's new heavy rubber door strips, like the one shown above, form a close-fitting seal with the door when it is closed.



HEAVY FELT MATS under the floor carpets deaden sound . . . completely block out underfoot drafts . . . provide insulation against excessive road noise . . . keep driving fatigue to a minimum.

INGENIOUS NEW RAIN TRAP IN COWL VENT . . . FRESH AIR AT ALL TIMES . . . NO RAIN LEAKS . . . CONTROLLED INDIVIDUAL VENTILATION FOR ALL PASSENGERS . . . ALL DOORS SEALED AGAINST DRAFTS AND DIRT . . . ENTIRE BODY INSULATED TO SEAL OUT HEAT AND COLD.



NEW RAIN TRAP COWL VENTILATOR—when it's hot and muggy outside during a heavy rain you really need fresh air. De Soto gives it to you with an ingenious rain trap built into the cowl ventilator. No more stuffy cars . . . no more foggy windshields. Leave the ventilator open in rainy weather. Fresh air comes in . . . rain is drained out!

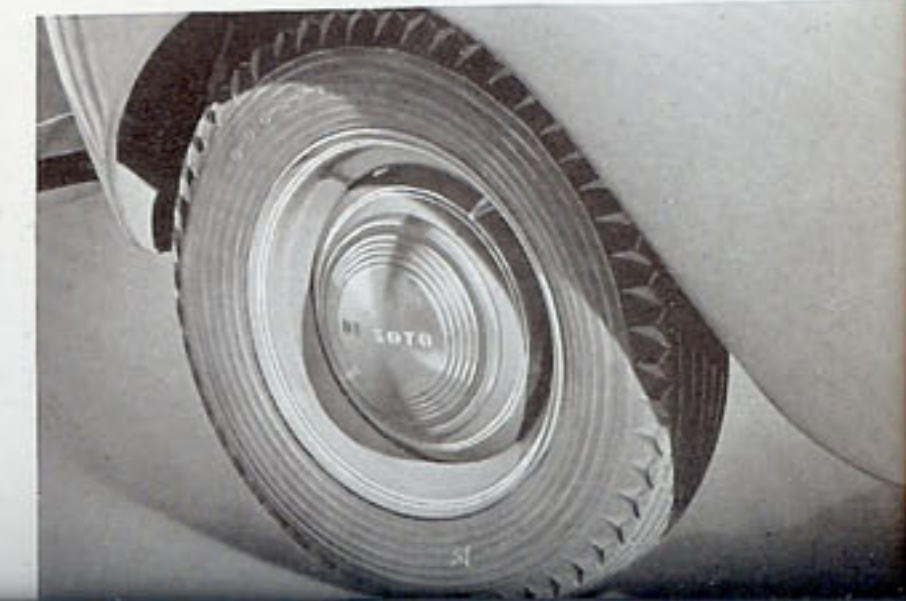


INDIVIDUAL VENTILATION is provided for front and back seat passengers. Air currents are controlled by these chrome-trimmed swing-type wings, front and rear.

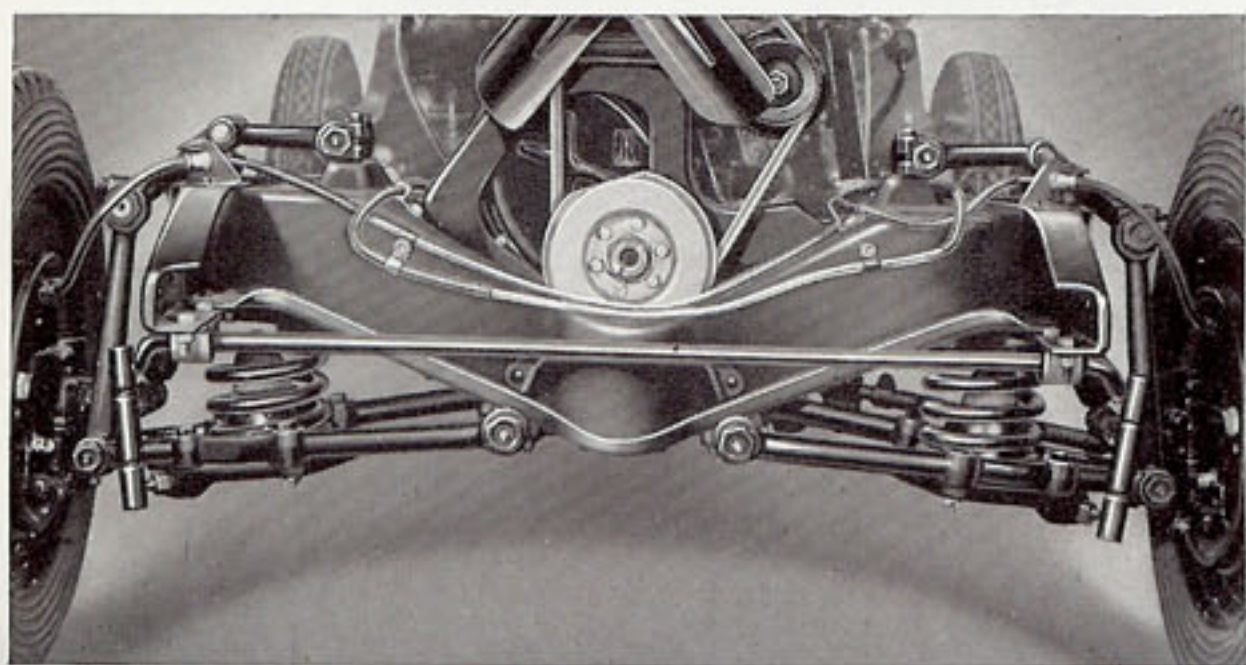
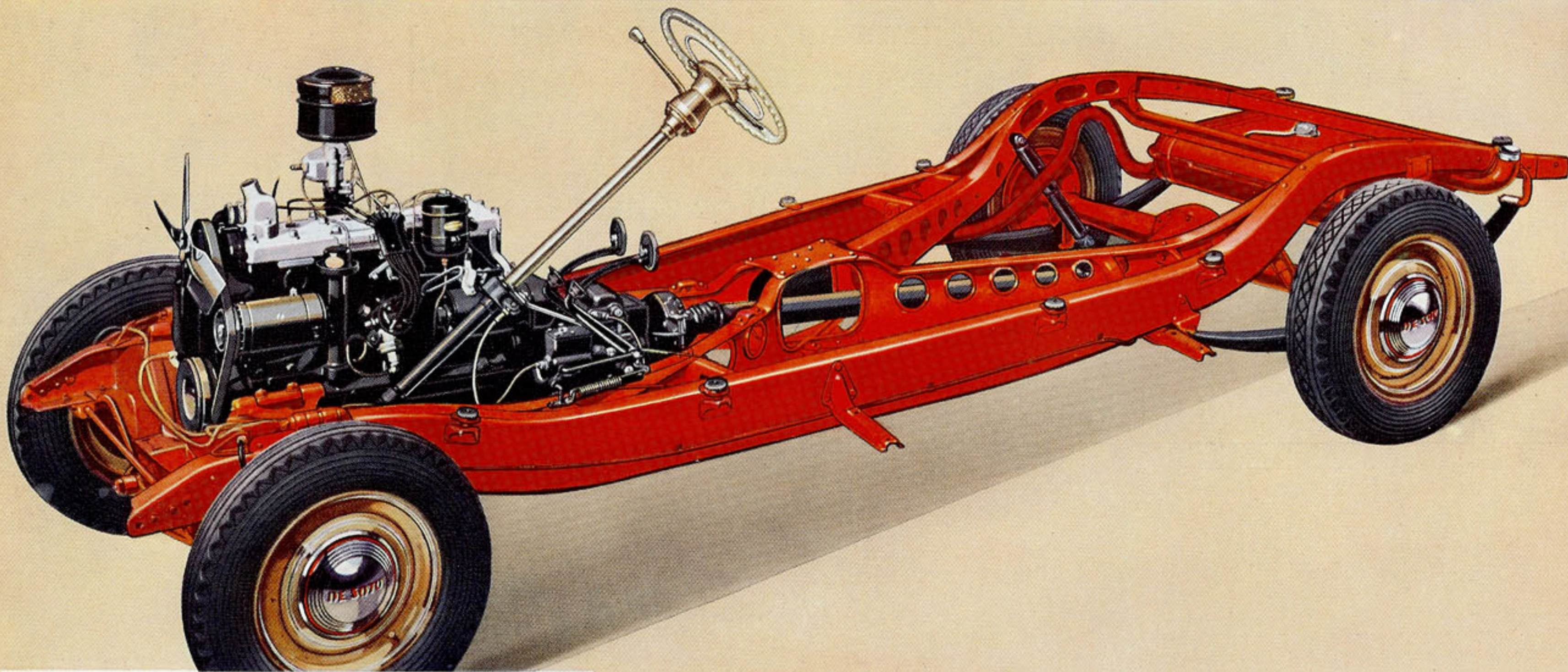


MANY POUNDS OF INSULATING material, used wherever noise, drafts or cold might seep into the car, are used to make De Soto as Sound-Proofed as a modern radio studio!

EVEN THE TIRES have a special tread to reduce objectionable road "hum." A new design gives longer, more even wear.



Engineered to Save You Money



EASIER RIDING is provided by De Soto's improved independent front-wheel springing. Wheels are free to "walk" over bumps

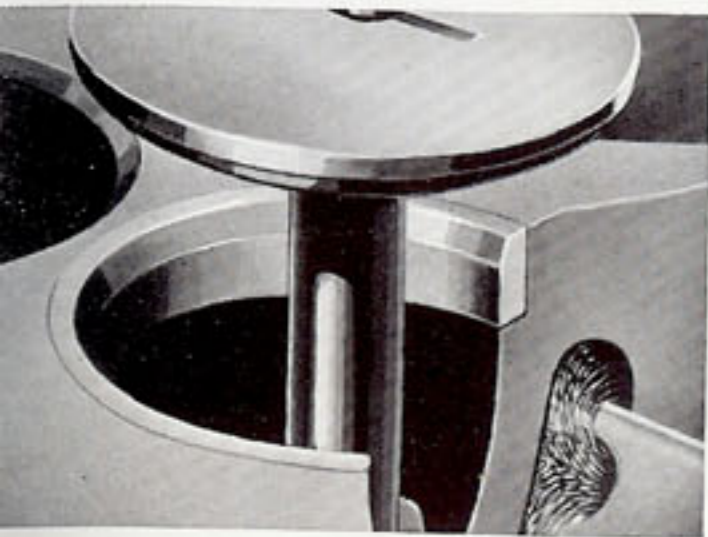
DE SOTO'S MASSIVE CHASSIS with its strong, rigid frame contributes much to the stability and ruggedness of the car. Frame side members with a maximum depth of six inches are joined together with a sturdy X-member and rugged cross members.

De Soto's 93 H. P. "Super-Economy" engine is built for years of trouble-free service.

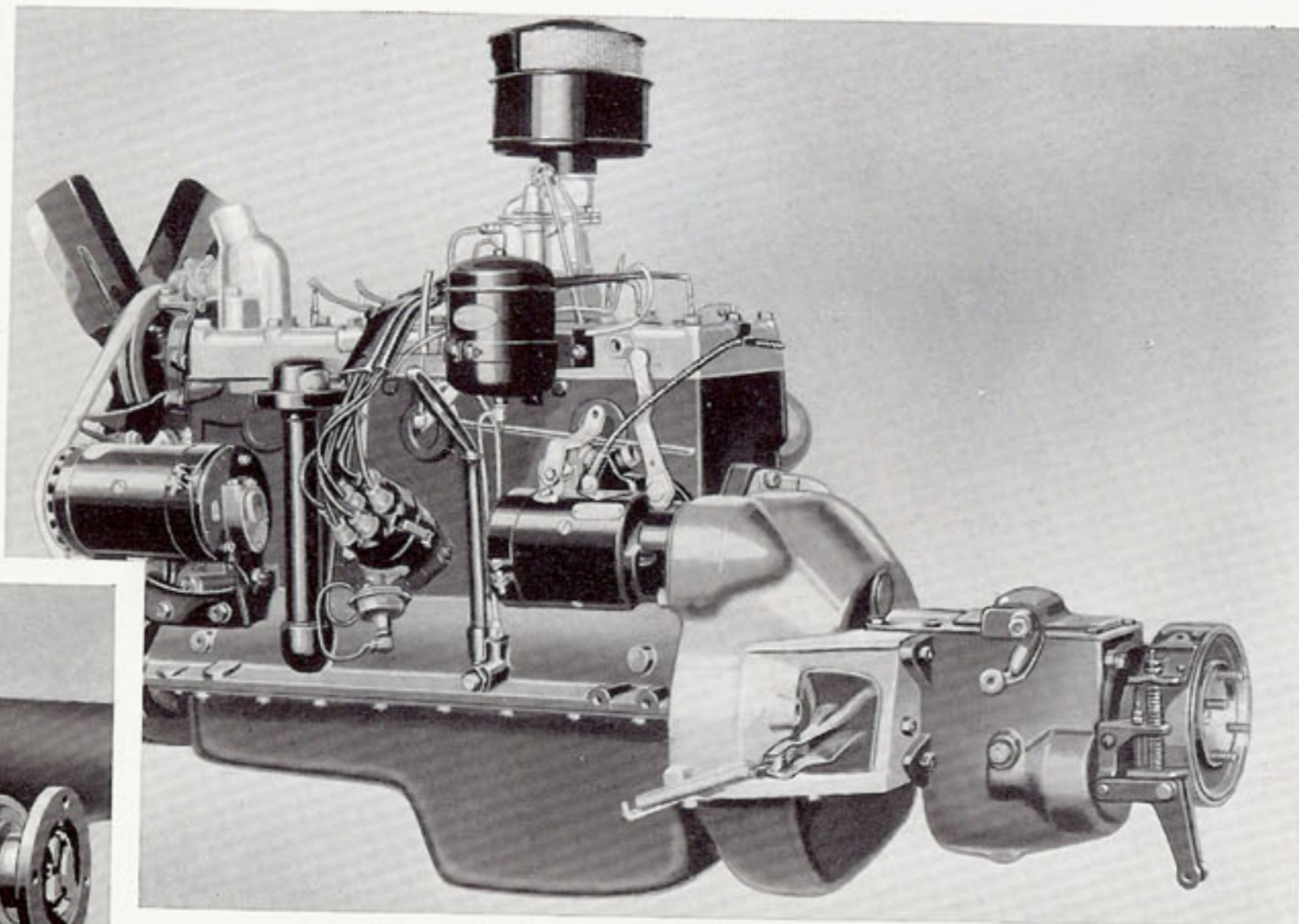
This year the Chrysler Corporation adds another triumph to their long list of firsts—it's called SUPERFINISHING—a new and revolutionary method of finishing metal parts.

SUPERFINISHING prolongs the life of the car. Engine parts are finished much smoother than before. This new process contributes to the Super-Economy of De Soto's engine.

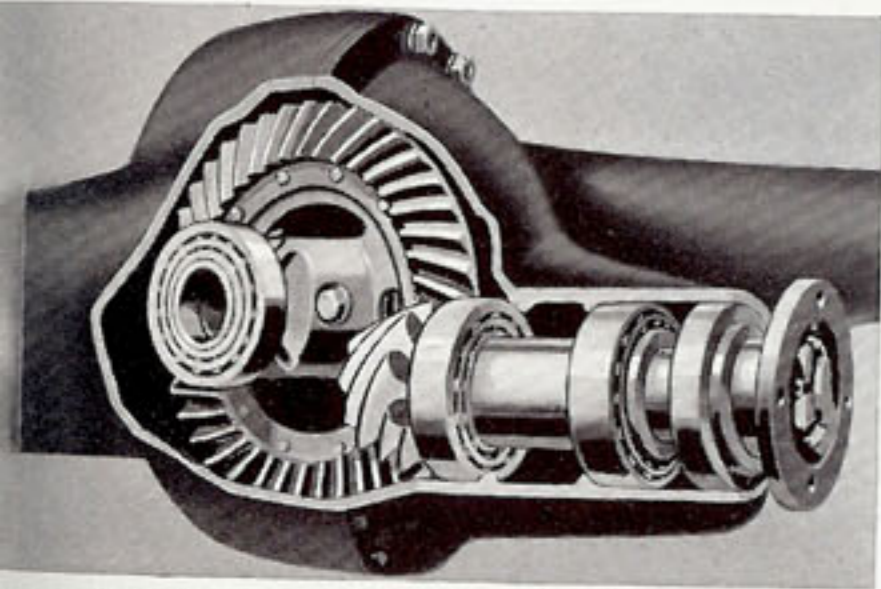
EVERY MILE YOU DRIVE!



HARDENED HEAT-RESISTING valve seats of steel, used on DeSoto, postpone valve grinding for thousands of extra miles—saves you money.

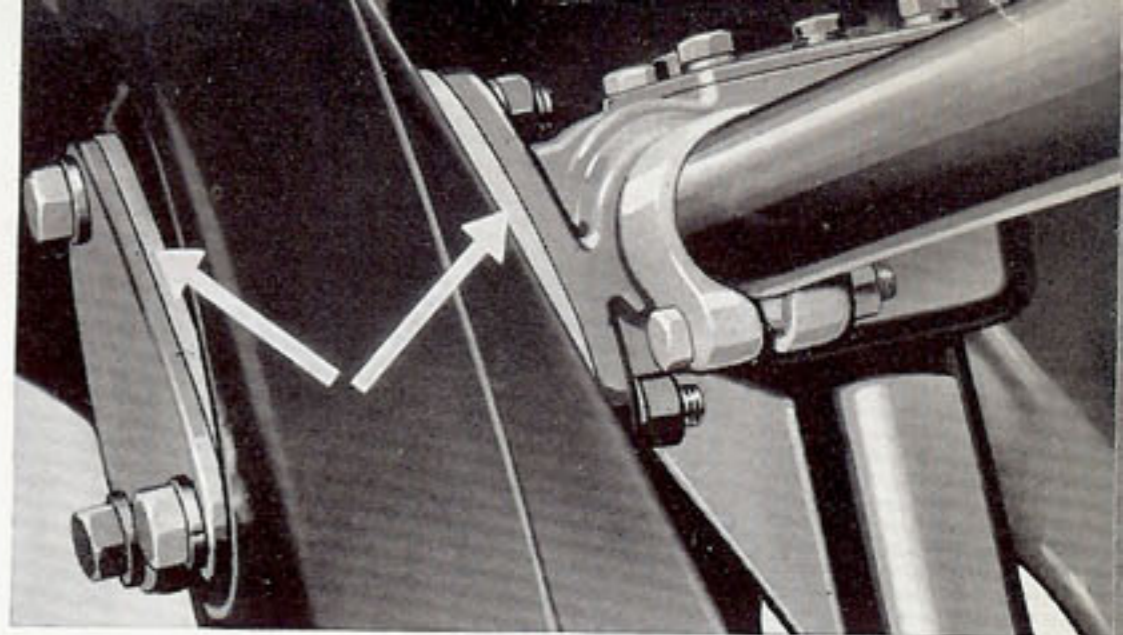
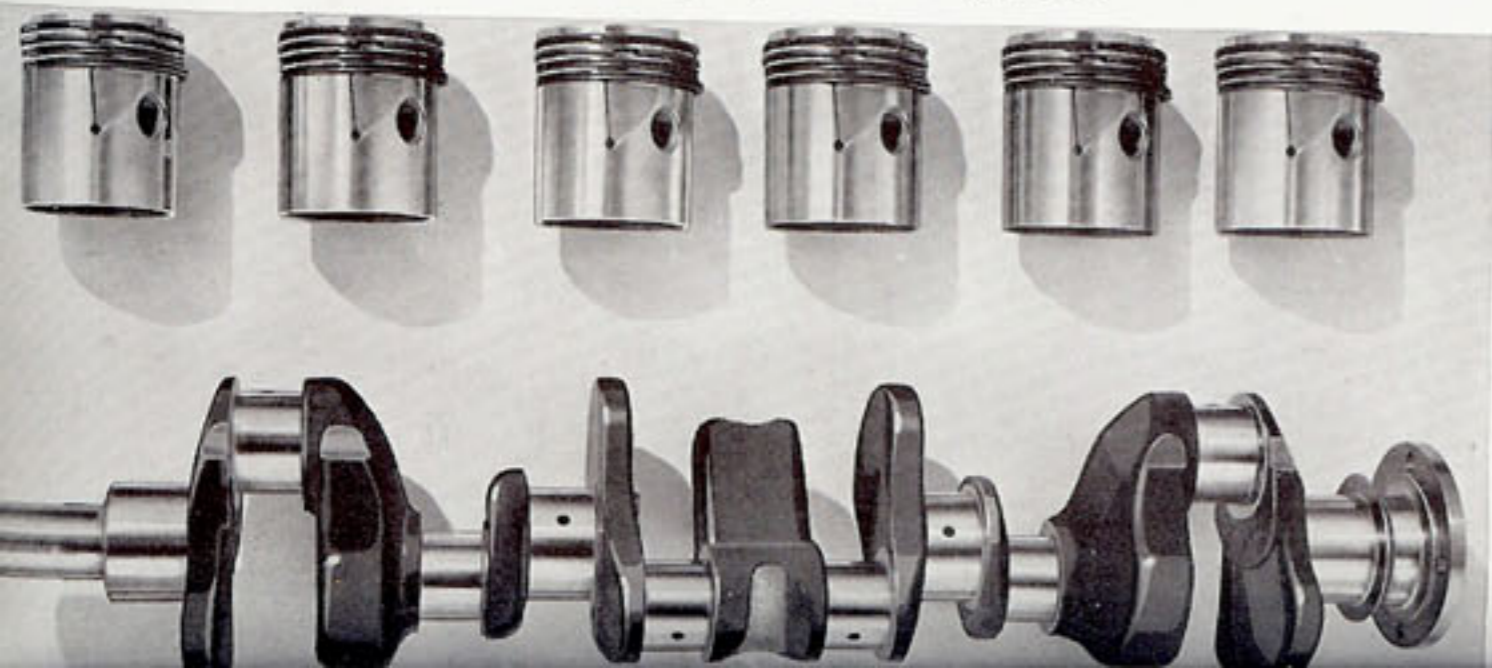


DE SOTO'S 93 H.P. "Super-Economy Engine" gives you the thrifty performance of a six with more power and pick-up than you'll ever need. Built for long years of trouble-free service.

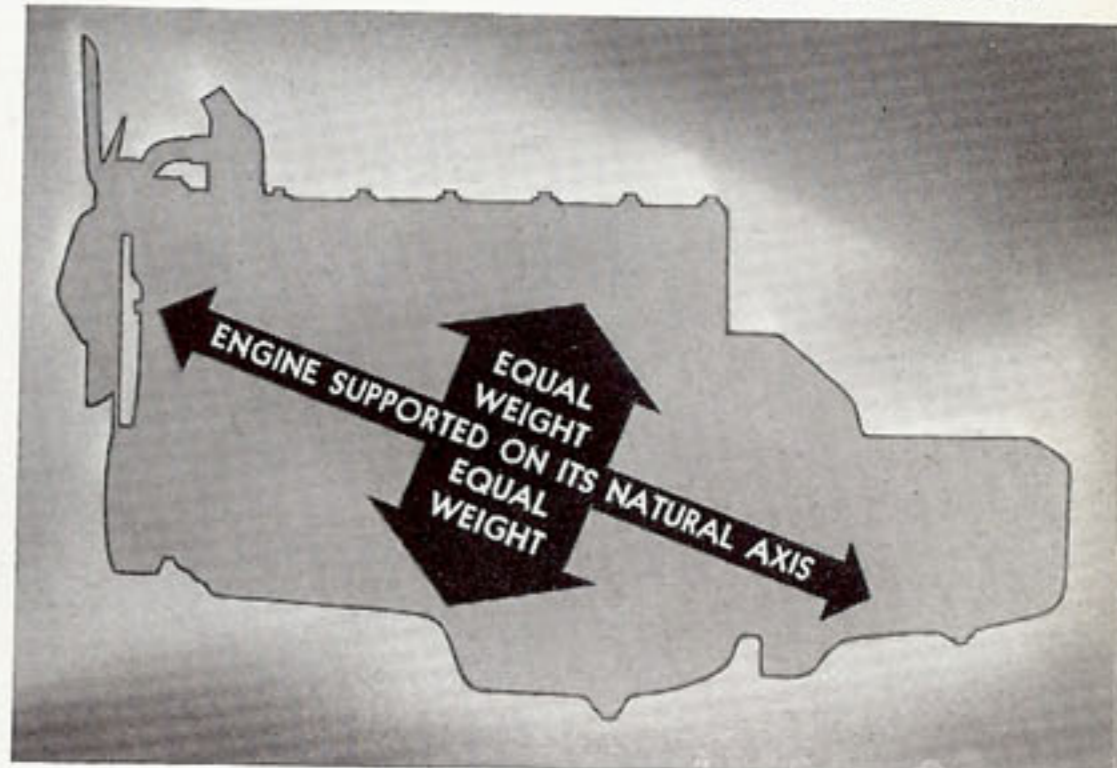


QUIET HYPOID REAR AXLE, with its use of a larger pinion gear and greater area of gear tooth contact, gives greater strength.

Below—**SUPERFINISHING** smooths parts to within 3 to 10 millionths of an inch. Shown below are superfinished pistons and a crankshaft, two of the many parts superfinished in the new De Soto to give your car longer life.

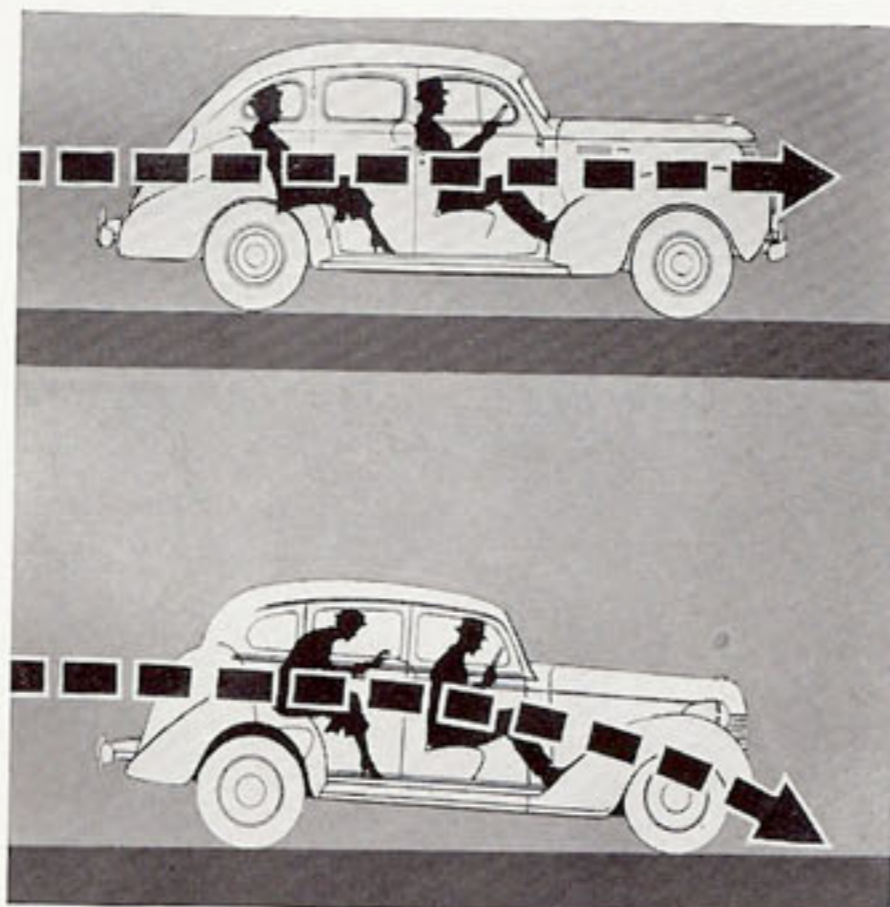


SHOCKLESS STEERING is provided by "cushioning" the steering column mounting in live rubber pads. Road shocks transmitted through the frame are absorbed by the "cushions" . . . "Wheel fight" eliminated.

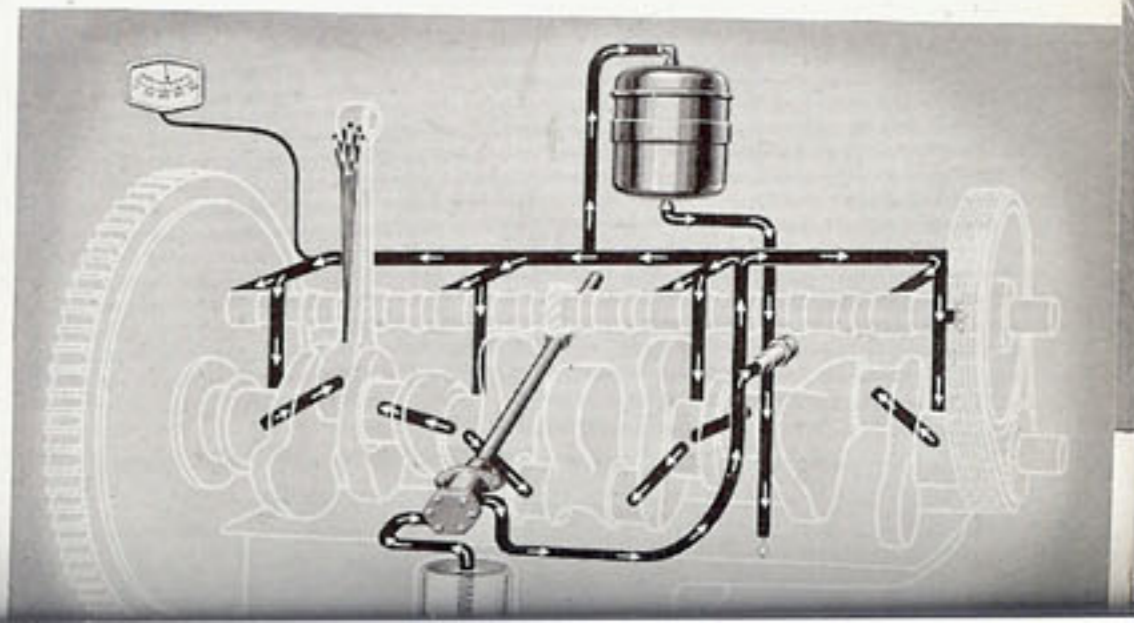


FLOATING POWER ENGINE MOUNTINGS—an exclusive Chrysler Corporation feature. This feature suspends the engine in proper balance . . . dissipates the natural vibrations . . . adds many extra miles to motor life.

FULL-PRESSURE LUBRICATION on all main, connecting rod, and camshaft bearings, and jet sprays on cylinder walls supply a continuous stream of oil to all moving parts. Engine life is greatly increased, oil economy improved. Another dependability feature!



THE ABOVE ILLUSTRATION shows how DeSoto's "equal pressure" genuine hydraulic brakes gives smooth, even stops. With "self-energizing" brakes, however, the driver may experience diving, uncomfortable stops.



NO OTHER LOW-PRICED CAR GIVES YOU ALL THESE VALUE FEATURES

1. NEW STREAMLINE STYLING—more room for passengers. Huge Streamlined Luggage Locker—no old-fashioned "bustle." Wide-Range Safety Headlights set flush in fenders for safer night driving.

2. NEW HANDY-SHIFT—mounted right on the steering post. No gear shift lever in floor.

3. FIVE SPEEDS FORWARD—New "Step-Down" feature on Perfected Automatic Over-drive gets car in conventional gear instantly. Optional—at extra cost.

4. NEW SAFETY-SIGNAL SPEEDOMETER acts like a "silent policeman" . . . a light shows green, amber, red to warn you of your driving speed.

5. NEW CONSTANT-SPEED WINDSHIELD WIPERS—electrically operated. Long blades wipe almost two-thirds of windshield area.

6. NEW NON-SLAM DOORS—Rotary Door Locks permit closing of doors with finger tip pressure . . . eliminates slamming.

7. NEW RAIN TRAP in cowl ventilator. Keep cowl vent open in wet weather for fresh air . . . rain can't get in.

8. 93 HORSEPOWER SUPER-ECONOMY ENGINE—Six cylinder L-head engine. Patented Floating Power engine mountings. Bore and stroke $3\frac{3}{8}'' \times 4\frac{1}{4}''$. S.A.E. rating 27.34 H.P. 93 H.P. at 3600 R.P.M. with standard head, compression ratio 6.5 to 1. 100 H.P. at 3600 R.P.M. with special head, compression ratio 7.0 to 1. Improved carburetion. New SUPERFINISHING of parts means longer life, greater economy.

9. NEW SOFT-ACTION HYDRAULIC BRAKES—less pedal pressure required, Surest, safest stopping known. 11" brake drums . . . stepped wheel cylinders to equalize action on brake shoes . . . 155 sq. inch contact area. Separate parking brake mounted under instrument panel at driver's left.

10. NEW SAFETY-STEEL BODY—with one piece steel top. Cushioned on special rubber float mountings. New body design includes higher, wider FULL-VIEW WINDSHIELD for safer vision.

11. NEW AIR-COOLED CLUTCH—10" single, dry-plate with grooved facings. Self-lubricated ball-bearing clutch release. New feather-weight pedal action . . . pressure reduced materially.

12. NEW SYNCRO-SILENT TRANSMISSION—quiet helical gears throughout . . . anti-friction bearings. New blocker type synchronizer makes shifting easier, prevents gear-clashing.

13. INDEPENDENT FRONT WHEEL SUSPENSION on coil springs; front end Ride Stabilizer, Airplane-type, double-acting hydraulic shock-absorbers front and rear.

14. IMPROVED WEIGHT DISTRIBUTION—Suspension—Rear . . . 2 tapered leaf, semi-elliptic springs, $53\frac{5}{8}''$ long; $1\frac{3}{4}''$ wide, nine leaves. Rubber cored front pivots; Silent-U, threaded rear shackles. Metal spring cover.

15. SILENT HYPOID REAR AXLE—Semi-floating with silent hypoid rear axle. Tapered roller bearings throughout.

16. DRAFT-FREE VENTILATION—Complete ventilation control through Rain Trap cowl ventilator, chrome trimmed swing-type wings in front door, full chrome trimmed wing-type rear quarter windows.

17. FOUR-BEARING CRANKSHAFT—Four, removable, precision type, main bearings, seven counter weights and vibration damper.

18. FOUR-BEARING CAMSHAFT—Four-bearing, chain driven camshaft.

19. FULL LENGTH WATER JACKETS—Water circulation by centrifugal pump, through water jackets, water distributing tube and by-pass thermostat. Temperature gauge on instrument panel.

20. FULL-PRESSURE ENGINE LUBRICATION—to all main, connecting rod and camshaft bearings, pressure spray to other moving parts. Direct oil lead to timing chain. Oil filter and crank case ventilation. Oil capacity, five quarts.

21. PISTONS WITH 4 RINGS—Anodic-coated aluminum alloy—U-slot type.

22. LARGE AIR-COOLED GENERATOR with full voltage and current control—automatic spark advance with vacuum control. 105 ampere-hour battery.

23. BIGGER FUEL TANK—Capacity 18 gallons. Down-draft carburetor equipped with accelerator pump, air cleaner and intake silencer. Automatic choke.

24. STRONG FRAME—Double-drop X-girder type with box sections—size side rail $6'' \times 2'' \times \frac{7}{8}''$.

25. TUBULAR DRIVESHAFT—with two roller bearing universal joints. Driving torque taken through rear springs.

26. RUBBER MOUNTED, SHOCKLESS STEERING—Directly controlled. Steering wheel, outside diameter, 18", worm and roller type gear, ratio 18.2 to 1.

27. BIG AIRWHEEL TIRES—6.00 x 16 air-wheel tires—rib on front, all weather on rear. Special tread reduces road noise. Life Guard tubes supplied at extra cost.

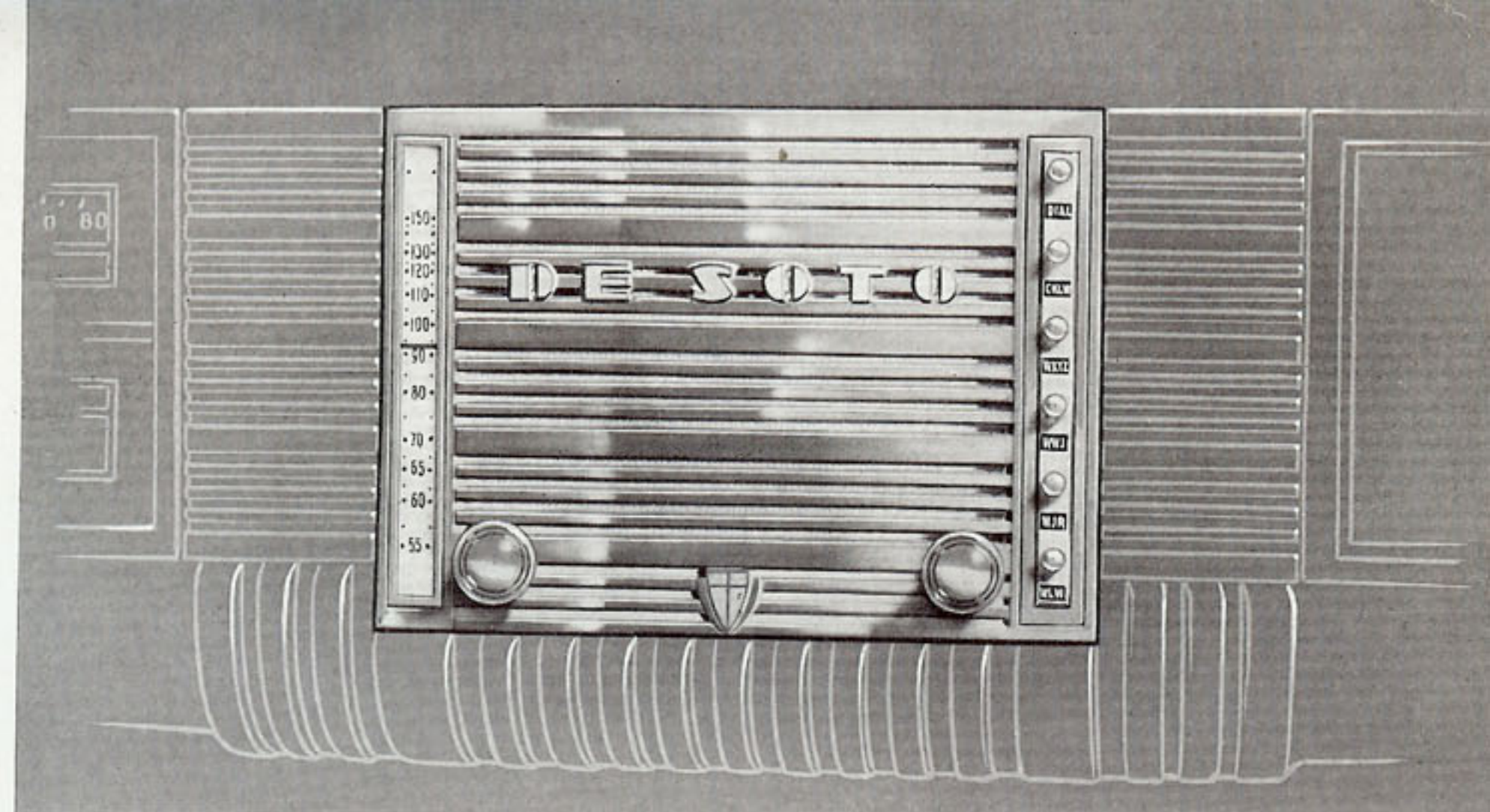
28. LONG WHEELBASE—119 inches. (7-Passenger sedan, 136 inches)—overall length. $202\frac{5}{16}''$. Tread—front, $56\frac{5}{8}''$ —rear, $60\frac{3}{4}''$.

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.

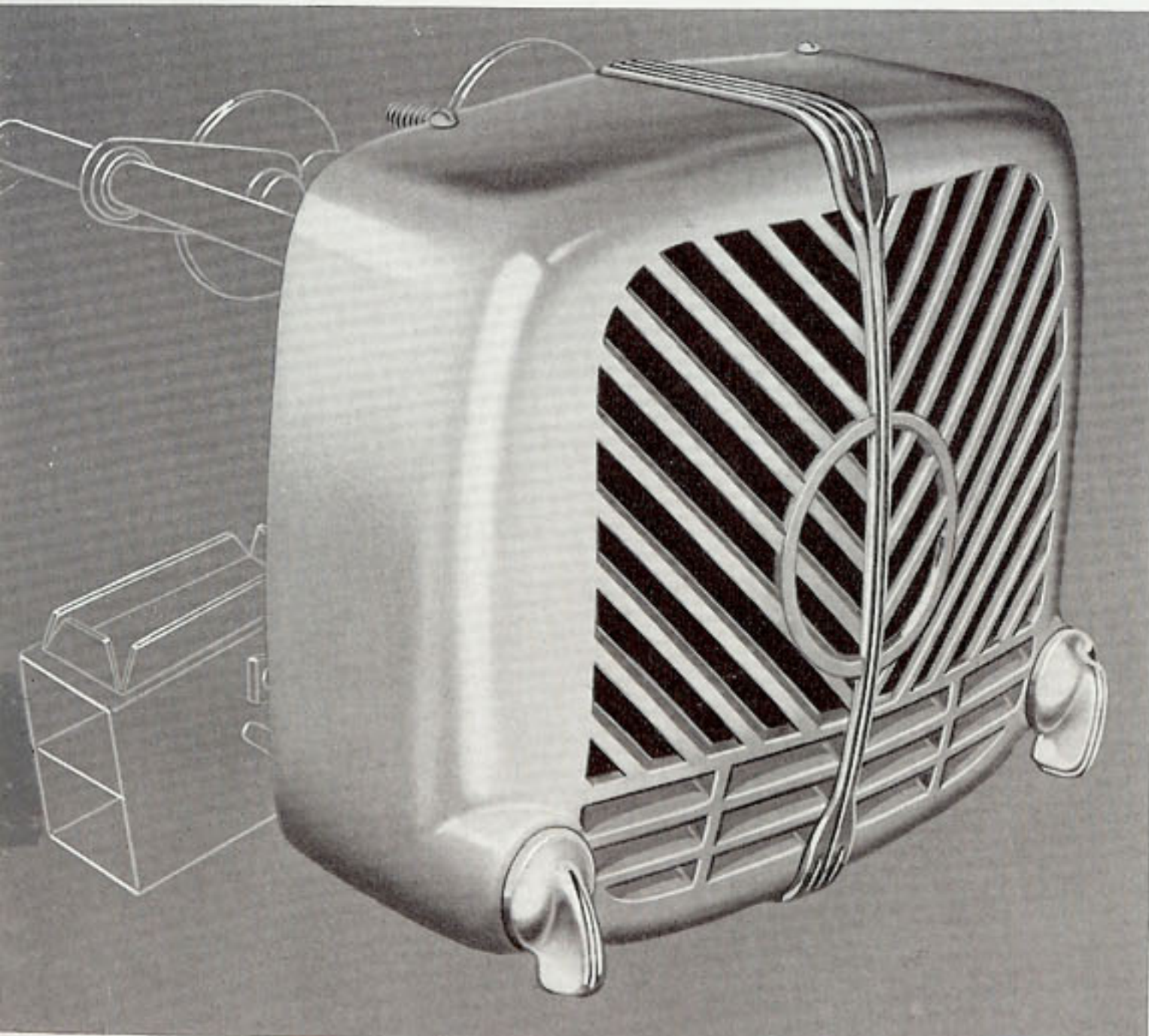
THE 1939 DE SOTO IS EASY TO BUY

SEE YOUR DE SOTO DEALER, let him explain how easy De Soto is to buy on convenient time payments. If your present car is of average value, it will probably cover a large portion of De Soto's low delivered price. The balance may be paid in easy time payments that fit your budget.

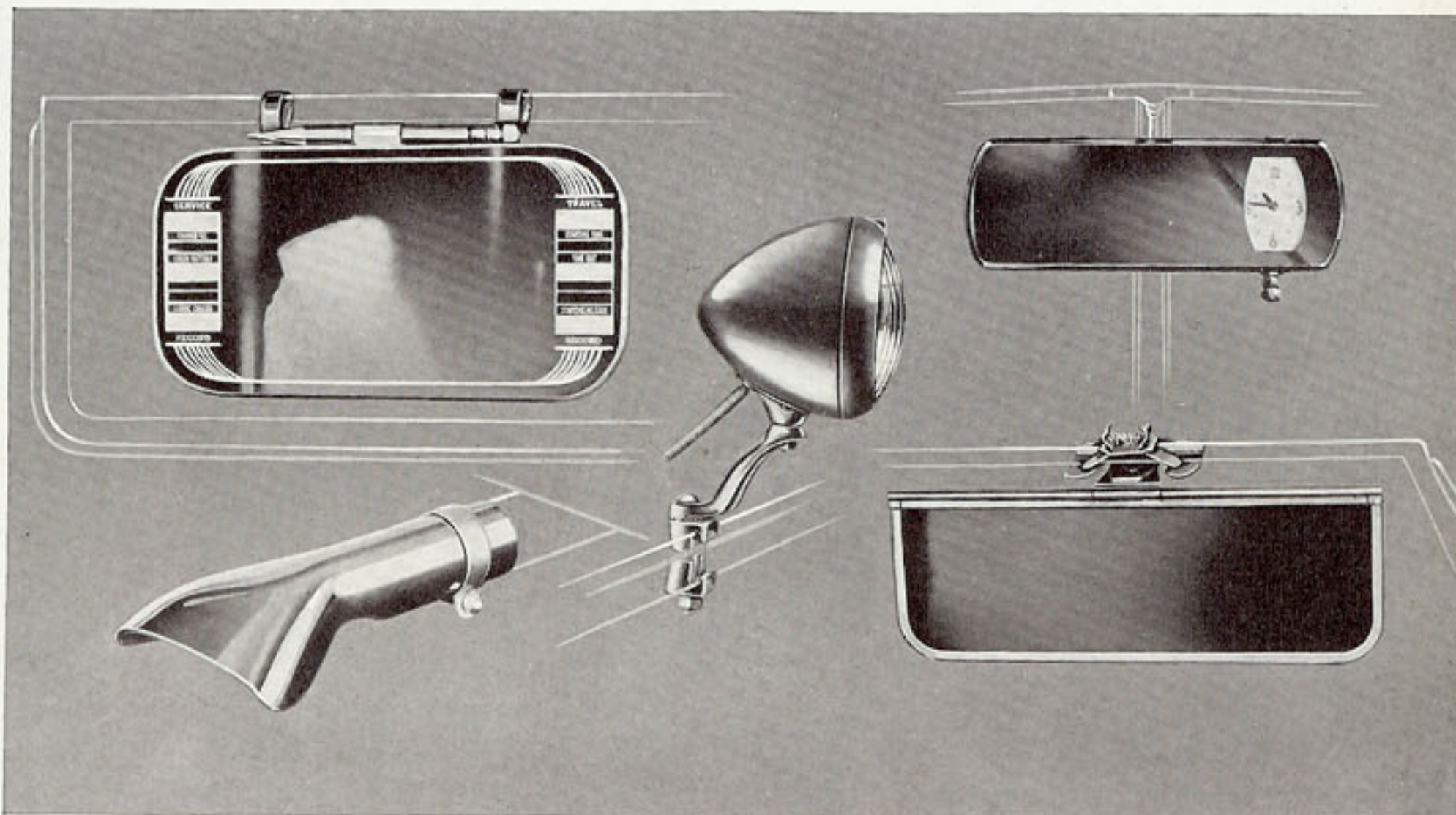
Custom Built ACCESSORIES FOR YOUR DE SOTO



DE SOTO OFFERS PUSH-BUTTON-TUNING—De Soto's radio, available for installation, is designed to blend in with the beauty of De Soto's safety-styled instrument panel. It features "Push-Button-tuning," allows you to get your favorite stations without taking your eyes from the road. Manual control for universal tuning is also a feature. The speaker and set are concealed behind the center of the panel.



HEATERS WITH FRESH-AIR ATTACHMENT—De Soto offers heaters for your car in price ranges to fit your purse. Heaters distribute hot air evenly. A controlled fresh-air attachment, distributing pure, fresh, heated air in your car, is available for De Luxe Airstream, Regular Tri-Airstream and Super Tri-Airstream.



CONVENIENCE ACCESSORIES AT LOW COST—Other accessory items that add individuality to your car, are available at slight extra cost. Ask your De Soto dealer to show you his accessory line. A few of the items available are illustrated above. They include glare shields, sun-visor vanity mirrors, exhaust pipe extensions, rear-view mirror clocks and fog lamps.

DE SOTO



Again America's Smartest Low-Priced Car