

D^e Soto

A NEW
STRAIGHT
EIGHT



AT A
NEW LOW
PRICE

A STRAIGHT EIGHT

SENSATIONAL
LOW PRICE

SEVEN BODY MODELS

A FINE STRAIGHT EIGHT
FOR ALL!

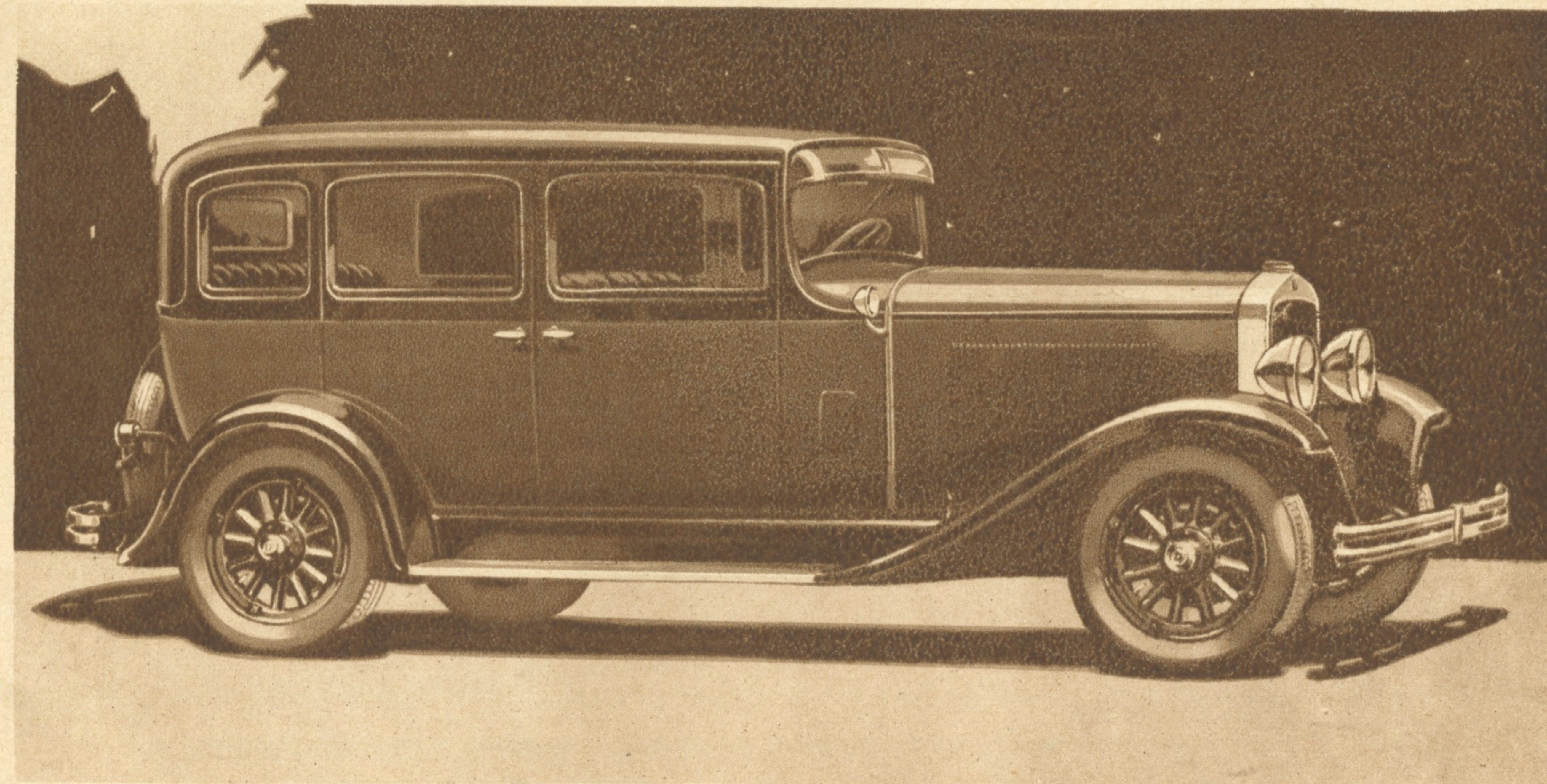
THE De Soto Straight Eight . . . New fine-car smartness . . . new sturdy ruggedness . . . new completeness of equipment . . . new Straight Eight performance. The sensational low price of the new car embodying these features is further convincing evidence of Chrysler Motors' ability always to be a step ahead of the field. The same quality of leadership that has made the De Soto Six a record-breaker in popularity now enables you to own a Straight Eight — with surprisingly small investment.

De Soto



The SEDAN

Mono-piece coachwork, permanently quiet, strong and safe . . . interior tastefully styled for comfort and relaxation . . . vertical-ventilating windshield and rear-view mirror, both glare-proof . . . modernistic trimware . . . rich upholstery. Inexpensive to buy and inexpensive to operate.

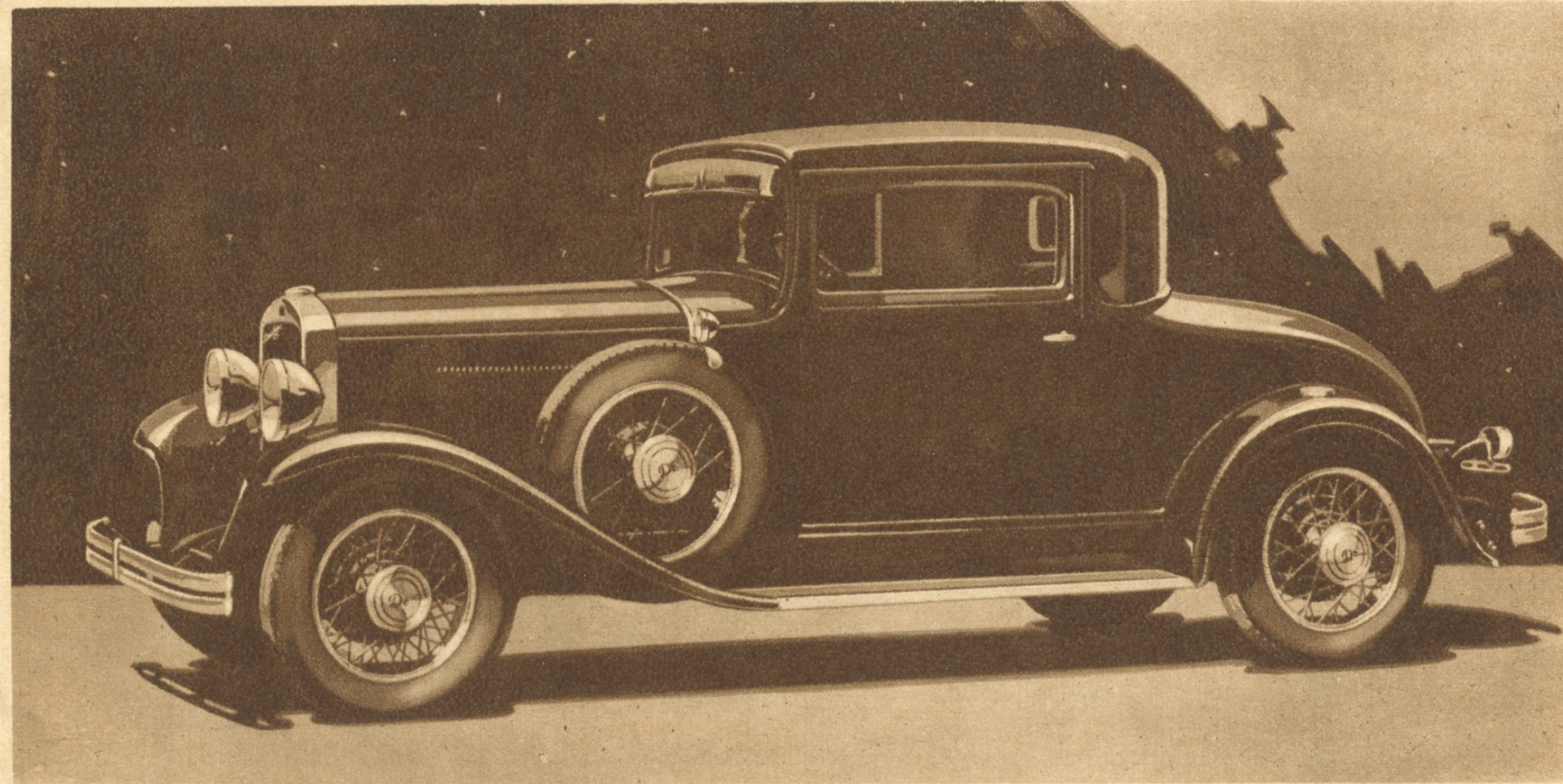


De Soto



The DE LUXE COUPE

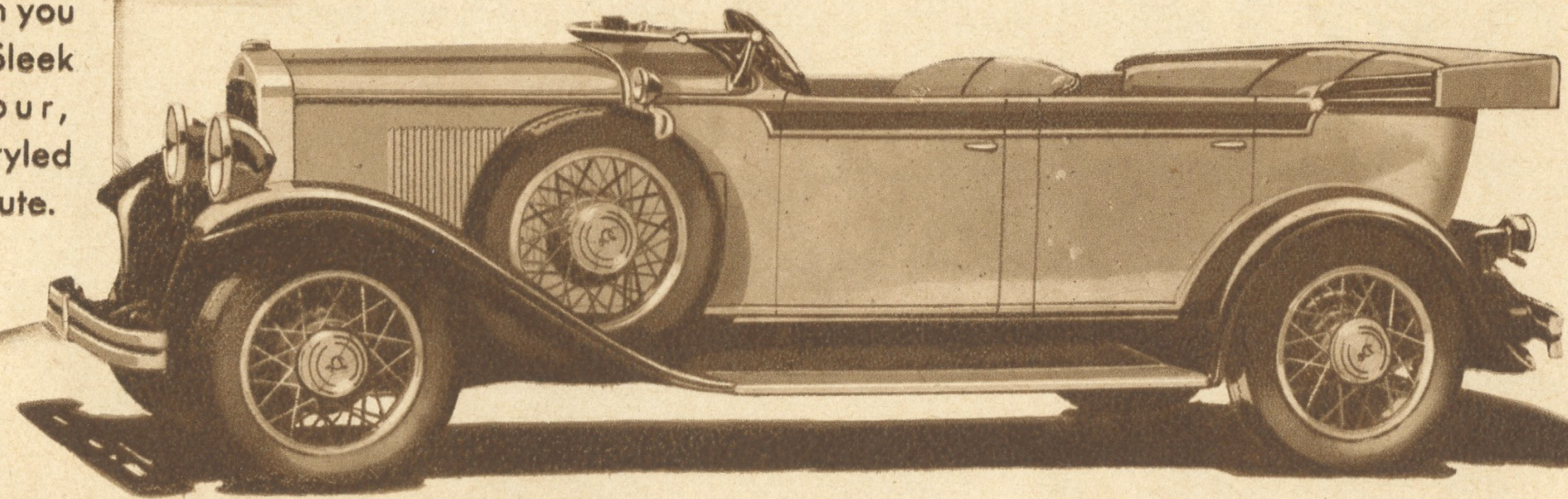
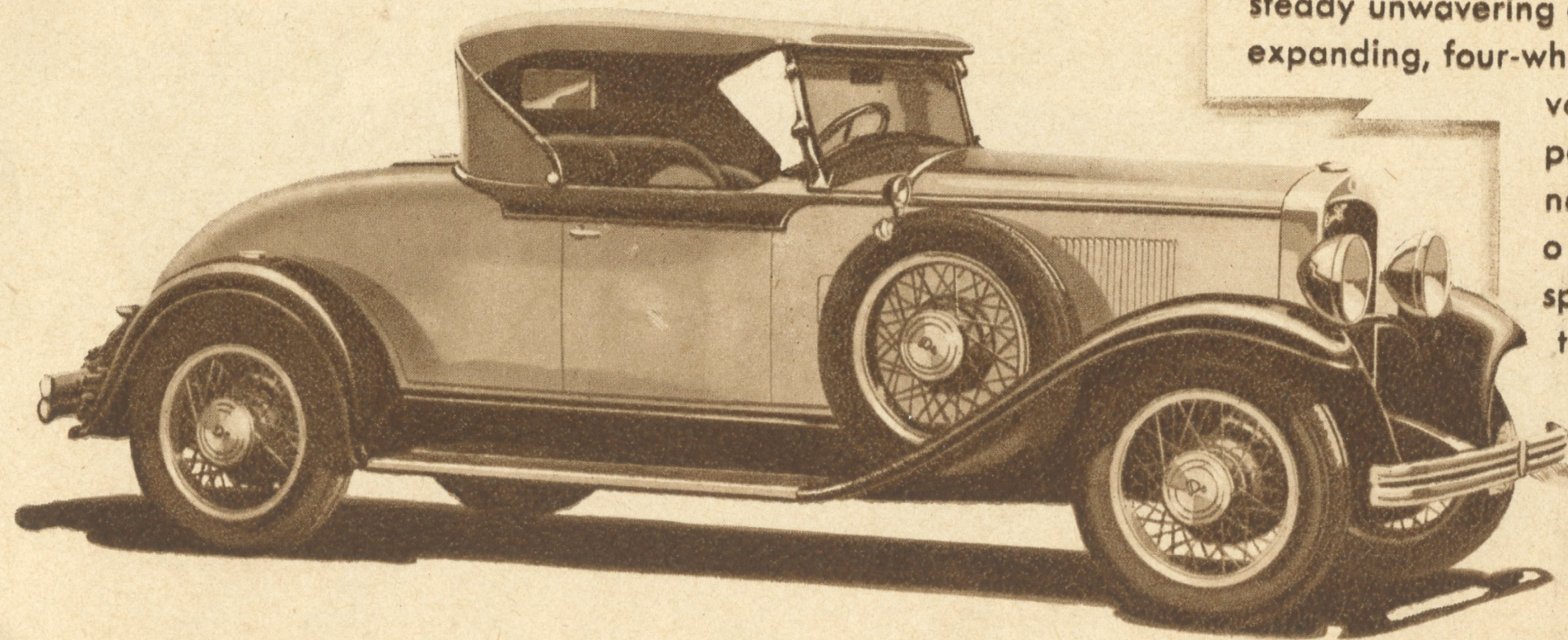
A roomy rumble-seat . . . crank-regulated rear window . . . luxurious silk mohair upholstery . . . three-spoke steering wheel . . . finger-touch gear shift . . . truly phenomenal performance . . . These are but a few of many features that make this Straight Eight model an outstanding value.



The OPEN CARS

In traffic, mighty Straight Eight acceleration and the steady unwavering deceleration of hydraulic internal expanding, four-wheel brakes . . . On the open road, a

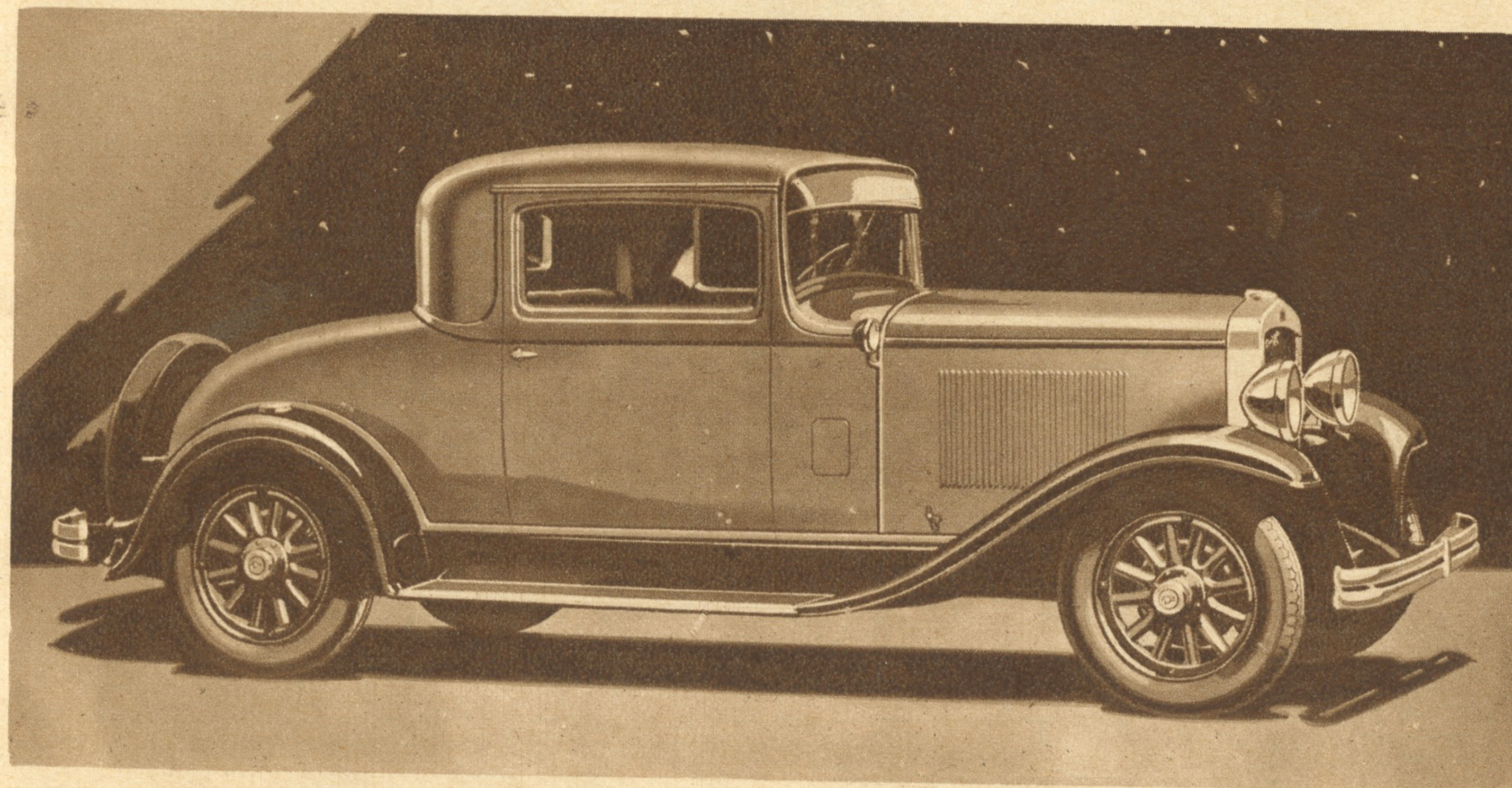
vast reserve of power when you need it. Sleek of contour, spirited, styled to the minute.





The BUSINESS COUPE

An ideal car for business or pleasure. Relaxed driving is afforded by roominess and the smooth roadability made possible by hydraulic shock absorbers. A happy combination of modish smartness and utility. The deck compartment provides ample space for luggage.



TWENTY OUTSTANDING FEATURES

Straight Eight High Compression Engine.
Steel-Strut Light Alloy Ventilated Bridge Type
Pistons.
Torsional Impulse Neutralizer.
Down-Draft Carburetor.
Full Pressure Engine Lubrication, drilled oil
passages in block.
Fuel Filter.
Air Cleaner.
Mechanical Fuel Pump.
Extra Large Cooling System, thermostatic control.

Hydraulic Internal Expanding 4-wheel Brakes.
Hydraulic Shock Absorbers with steel arm.
Special Rubber Insulated Spring Shackles.
Mono-piece All-Steel Body on Closed Cars.
Adjustable Front Seat (All models except
Roadster).
Fedco Numbering System.
Non-glare Vertical-ventilating Windshield.
Flush-type Side Cowl Ventilators.
Three-spoke Steering Wheel.
French-type Roof and Visor.
Rust-proofed Fenders and exposed enamel parts.

NOTE: Wire wheels, fender wells, spare tires, tire covers,
trunk rack and bumpers are extra equipment on all body models

De Soto Motor Corporation reserves the right to make changes in design, or to make additions to
or improvements in its product without imposing any obligation upon itself to
install them upon its product previously manufactured.