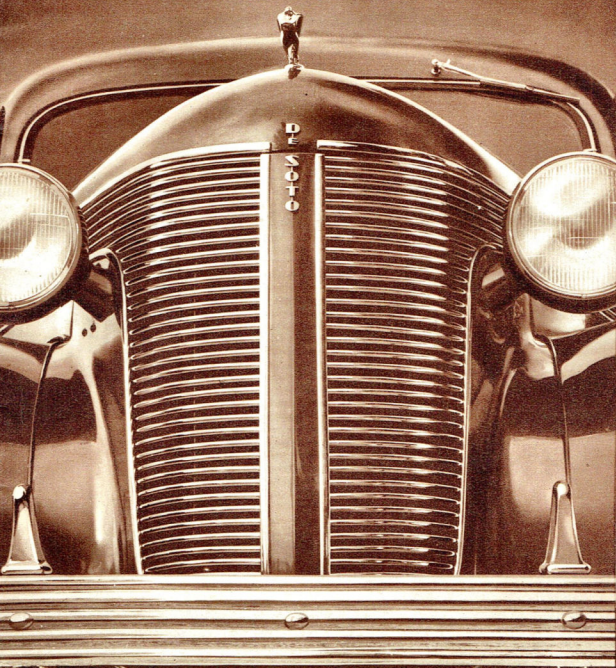


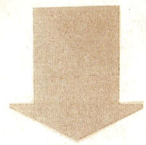
A GREAT NEW CAR AT A NEW

LOW PRICE

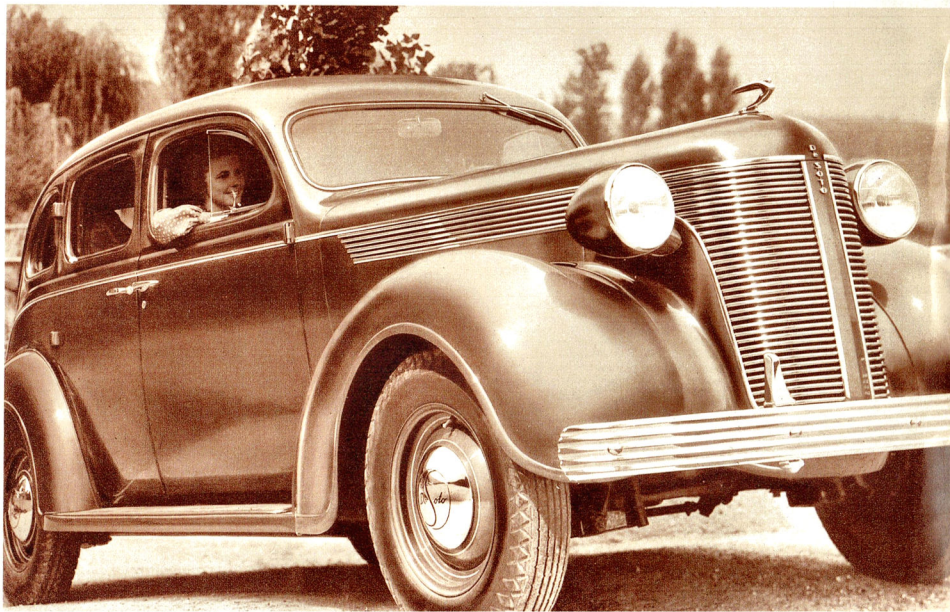
**THE NEW
DESOTO**



DESOTO'S NEW CAR.



**BRAND NEW
FROM
ONE-PIECE
STEEL TOP
TO
SAFETY-RIB
TIRES!**



DESOTO'S NEW PRICE.

Puts a Quality Car Within Reach of Most Everyone

NEW ALL THE WAY THROUGH . . . re-fashioned from bumper to bumper . . . this big, smart De Soto makes history. At its new low price it offers quality and value never before thought possible.

De Soto will change your entire conception of motor car values. You'll be amazed at the roominess, luxury, brilliant performance, and distinctiveness De Soto makes available at so low a price.

An Entirely New Design

The achievement of De Soto designers and engineers in building entirely new degrees of quality into this remarkable car and in

reaching new heights of smart styling is truly notable. It's finer in every respect.

Besides being even roomier and more comfortable, it provides more luxurious conveniences. Both front and rear seats are full three-passenger width . . . and "Chair-Height." Rear compartment floors are low and level. Interior finish—the instrument panel, mouldings—every detail is rich, lustrous. Scientific ventilation with butterfly wings in front and rear windows is easily regulated for maximum comfort. Luggage space is unusually generous. A new, deep drip moulding keeps out rain.

Protruding knobs and controls are banished from the revolutionary Safety Interior. You get a "City Ride" on the roughest country road. You get a hundred things you've always wanted at a price that's just above the very lowest.

Built in the Newest, Most Modern Plant

To put out this great new car, De Soto has built a new plant, where output is stepped up to take care of the demand. This great modern plant, occupying 625,000 square feet, is working at capacity to build these finer, bigger De Sotos.

DE SOTO SAVES YOU MONEY

A "CITY RIDE"

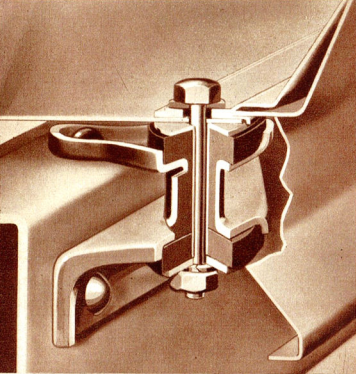
HERE ARE FOUR BIG REASONS:

- 1.** The body is rigidly mounted on 14 revolutionary new Rubber-Float body mountings—completely insulated from all road noises.
- 2.** New aero-hydraulic shock absorbers, like those that cushion the high speed landing of giant air liners, control front and rear spring action.
- 3.** Independent front wheel springing (knee-type) . . . soft coil front springs are synchronized in action with tapered leaf rear springs.
- 4.** Balanced weight distribution . . . engine and seats moved forward, with all passengers cradled between the axles gives a real Floating Ride.

THE COMBINATION OF ALL these great riding comfort features gives De Soto a smoothness on any road that is a real revelation. You're never jolted or jounced or pitched off the rear seat.

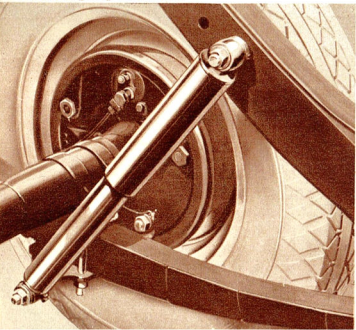
There's no need to brace yourself or remain tensed against the irregularities of the road. You ride completely relaxed, wholly comfortable.

Front and rear springs are synchronized in action and their movement upward and downward so perfectly controlled by the new aero-hydraulic shock absorbers that you get a level, balanced ride—a smooth "City Ride" on the roughest country road. The De Soto Floating Ride is a new, pleasant sensation you must experience yourself to fully appreciate.



Cutaway view showing ingenious construction of Rubber Float body mounting. No metal to metal contact. Even the bolt is thoroughly insulated.

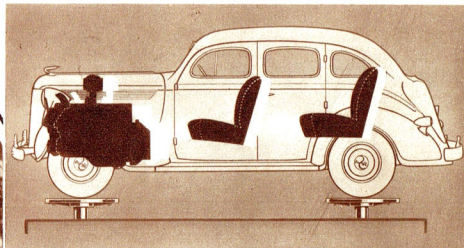
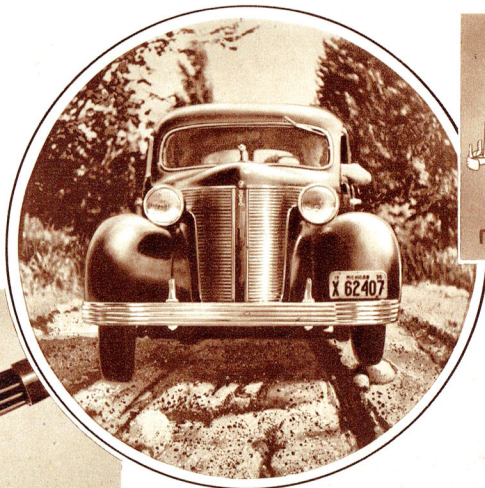
New aero-hydraulic shock absorbers are the low pressure type with exceptional oil capacity to cushion spring movement.



ON COUNTRY ROADS

Right—Independent coil springs allow front wheels to follow the ups and downs of the road without transferring road shocks to De Soto passengers. On the curves a sway bar in front keeps the car on an even keel.

Below—Long rear springs of special Amola steel have thin tapered leaves for longer, easier, softer spring action. Balanced, in action with front springs, they give a level, floating ride—no more uncomfortable pitching and tossing of rear seat passengers.

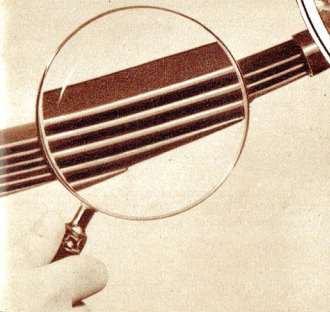


NOW ... A LEVEL RIDE

DE SOTO ENGINEERS developed the principle of balanced weight and synchronized springing that ended forever the "pitching ride" in the rear seat.

In the new De Soto proper weight distribution and balanced springing have produced a level, balanced ride that's smooth and restful. Progressive, matchless engineering has equalized weight over front and rear wheels, slowed up and balanced spring action, done everything possible to provide maximum riding comfort on any road.

In De Soto balanced weight and synchronized springs place the pivot point close to the center . . . give you an even, relaxed ride; no pitching or tossing—no back seat bounce . . . a level Floating Ride . . . a "City Ride" for all passengers, both front and rear . . . even on the roughest country roads.



HERE'S WHY
YOU GET

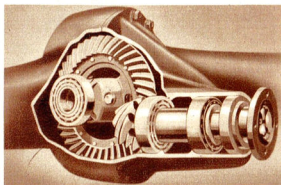
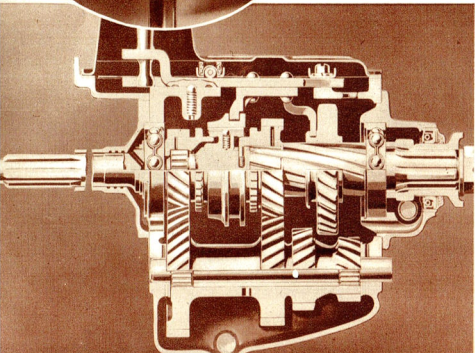
MORE BRILLIANT

for less money in

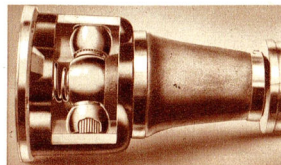


Left—New, longer-lived U-slot pistons . . . aluminum alloy, Anodic-coated, have 4 rings, instead of the usual 3.

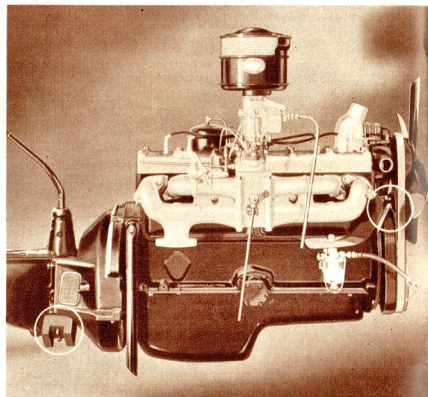
Below—Synco-Silent Transmission . . . for swift, quiet gear shifting at any speed.



Hypoid rear axle, quieter, stronger; greater tooth area, smoother action.



New leather sealed universals with roller bearings. They are lubricated at the factory for 30,000 miles and more.

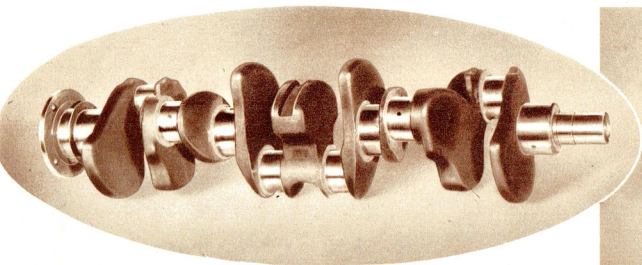


New shorter stroke, high compression 93-horsepower engine. Creates a new standard of economy for engines in the De Soto price class. Saves on gas and oil.

DE SOTO SAVES YOU MONEY!

PERFORMANCE

the new De Soto

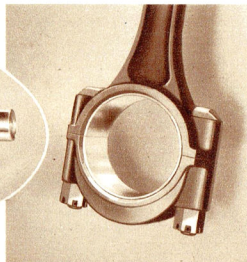


THE BIG NEW 93-horsepower engine . . . with power for a lightning pickup . . . for a fast and easy cruising speed, is a marvel of economy. It's cushioned on Floating Power engine mountings to absorb all traces of engine vibration. It squeezes every ounce of power from each drop of gasoline with its shorter stroke and high compression. It has every modern performance and economy feature—full length water jackets, water distributing tube, full pressure lubrication, new U-slot pistons.

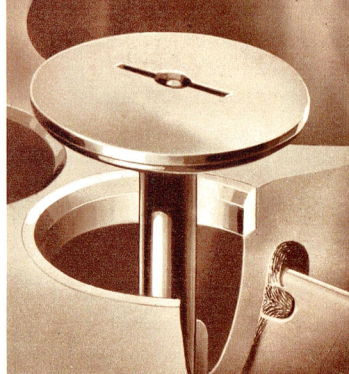
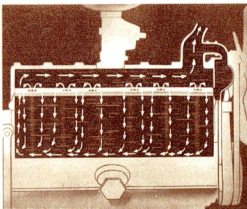
The clutch is new . . . and smoother. Air-cooled and self-lubricating; no oil can enter the clutch housing. Soft, easy operation.

DeSoto's crankshaft, balanced in motion, runs in four big precision type babbitt bearings. They're bigger and tougher—for longer life. Seven counterweights forged integral with the shaft balance the crank throws and reduce bearing loads to a minimum.

Full length water jackets reduce oil temperature 50-75 degrees, saves oil. Expansion is controlled the full length of cylinders. Pistons fit better, increase operating efficiency.

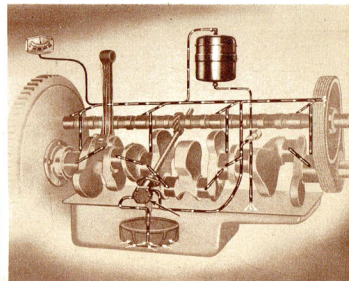


Symmetrical connecting rods distribute bearing loads evenly over a larger bearing surface.



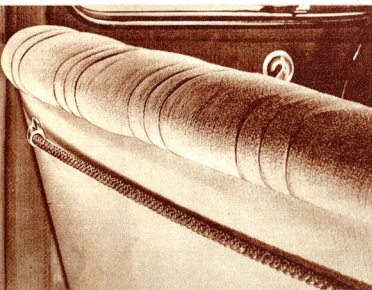
Hardened exhaust valve seat inserts postpone valve grinding for as much as 30,000 miles. Bigger intake valves aid to increase power.

Full pressure lubrication to all main, connecting rod and camshaft bearings and metered oil jets to cylinder walls add thousands of miles to De Soto engine life.



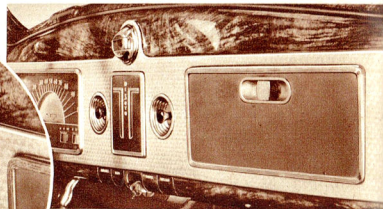
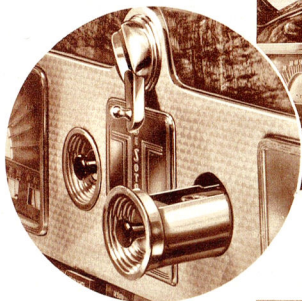
NEW! SAFETY INTERIOR!

Greatest Safety Advance Since the Safety-Steel Body



Left—The back of the front seat is soft and heavily padded. The silk robe cord is another safety feature.

Right—Regulator handle for the ventilating windshield unfolds. The recessed ash tray pulls out when needed. Notice the engine-turned finish of center panel, set off by a bordering panel of rich walnut graining. Once again De Soto pioneers with the safest car interior ever designed—for your greater protection.



The flush-type instrument panel is safer. Every knob or dial is flush with the surface . . . even the ignition lock is recessed. Nothing protrudes.

Below—The windshield is larger and wider. It's flat, too, with no middle seam to obstruct vision.

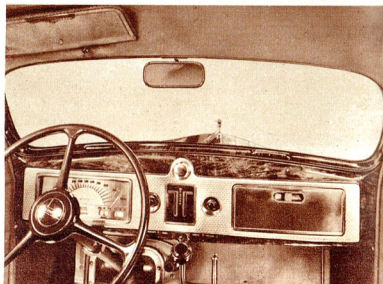
Below—Door handles have been flattened, and curved inward, both inside and out. Smart-looking . . . and far safer, too.

Below—Soft rubber for the windshield wiper knob. Just one more small detail that makes for safety and security.



A SAFETY INTERIOR! Something entirely new. Introduced, as you'd expect, by Chrysler Motors engineers, pioneers of those other great safety features, genuine hydraulic brakes and safety-steel bodies.

Developed after months of studying every possible cause of danger inside a car, as well as out. The first Safety-Interior ever built! An instrument panel that's smooth, flush. Not a knob or control jutting out to catch clothes, to bruise or injure. Door handles, inside and out, curved inward. Rubber knob on the windshield wiper control. Improved vision, improved lighting. Nothing has been overlooked, inside or out, to make this the world's safest car.





New studies in steering geometry have given De Soto a new steadiness on the road, a new ease of handling even when a stiff cross wind is blowing. No longer any need to "fight" the wheel. It's easier to park, too. Experienced, veteran test drivers say De Soto is the easiest handling car they have ever driven.

Right—Separate arms to each independently sprung front wheel prevent shock from the road being felt at the steering wheel. And a sway bar at the front of the frame keeps the car on an even keel, when taking a curve at touring speeds. To balanced weight distribution and balanced springing, De Soto now adds balanced steering.

NO "WIND-WANDER"

De Soto's Ease of Steering and Parking Will Surprise You

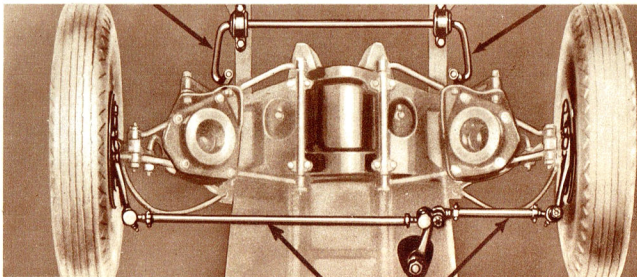
EVER FEEL A CAR PULL off the road in a stiff cross wind? Of course you have. Every driver has. But numerous important improvements have given De Soto a remarkable steadiness, surefootedness that eliminates this "wind wander" entirely. De Soto is an easier car to steer, an easier car to park because advanced design of steering linkage prevents road shocks. Leverage is greater, the steering wheel is larger, new dust seals prevent "binding" of the steering mechanism. You drive relaxed and rested without the tension that is so tiring.

At Any Speed... A Straight-Ahead Ride
Ride over a muddy country road; speed through slush and gravel; swing around a

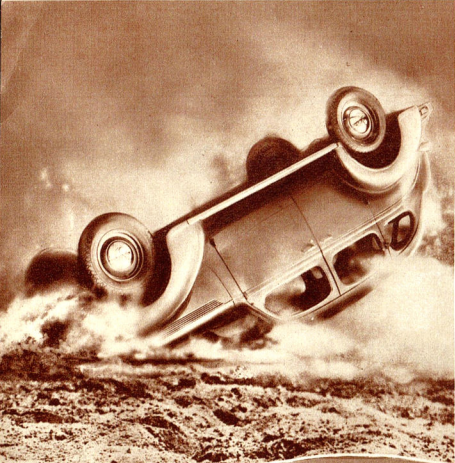
corner on high. The front wheels don't have that tendency to "lead off" or veer to one side or the other. You're always master at De Soto's wheel.

A Fatigue-Free Ride for Greater Safety

Fatigue, so experts say, is responsible for a large percentage of all motor car accidents. Weariness from long travel and difficulty in controlling a car, make you careless. This new De Soto gives you a fatigue-free ride . . . adds to your safety by relieving you of tension and strain; protects you by making driving carefree, easy. Here is another of the many features that makes De Soto the safest car on the road today.

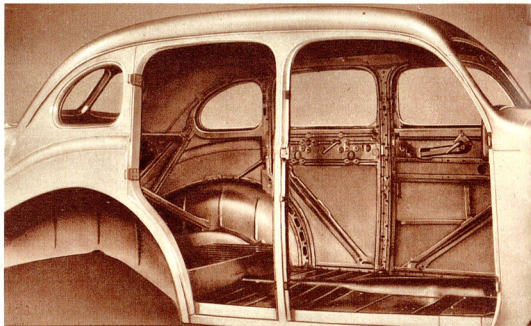


STEEL ON



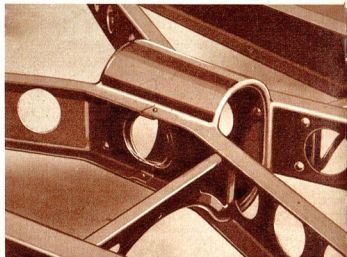
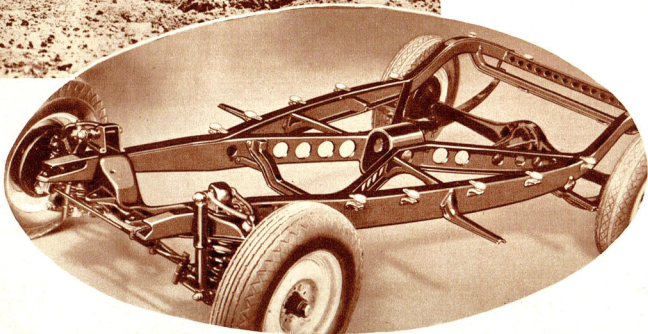
Left—What a test for a car! Crashing down the mountainside! De Soto experimental cars are tested again and again to make sure of the strength in De Soto's Safety-Steel bodies.

Right—De Soto bodies are Steel-on-Steel. The inside steel framework is welded to body panels forming one sturdy fortress of steel. All-steel doors are braced and reinforced for strength.



Left—This new X-Girder type frame has been made more rigid than ever before. It can withstand more shock and twisting strain than you'd give it in a lifetime.

Right—The barrel-type center section of the De Soto frame has rolled edges to increase rigidity and strength. It holds the cross pieces firmly.



STEEL.

BIGGER, STRONGER SAFER THAN EVER!

DE SOTO GUARDS YOUR SAFETY FOUR WAYS:

1. Safety-Steel Body
2. New One-Piece Steel Top
3. Genuine Hydraulic Brakes
4. Bigger, Stronger Frame

DE SOTO OFFERS you the matchless protection of a Safety-Steel body—steel reinforced with steel throughout . . . the strongest, toughest body construction ever built into a car.

Genuine Hydraulic Brakes

Genuine hydraulic brakes eliminate uncontrollable "self-energizing action" in favor of "Equal-Pressure action" . . . brakes are always equalized for a sure, smooth, straight-in-line stop—seldom need adjustment.

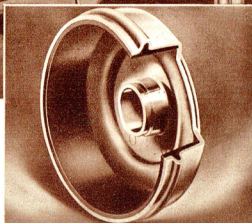
The One-Piece Steel Top

One huge panel of solid steel over the top of this new, stronger De Soto is

welded securely to the tough Safety-Steel body. A powerful, sure protection for those inside . . . a single unit of solid steel, incomparably strong and rigid. You ride surrounded by steel in the world's safest body.

A Stronger Frame

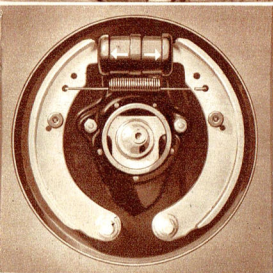
The new, massive frame is vastly strengthened, more rigid, more resistant to strain of any kind. It forms an unyielding "backbone" for the entire car. Buttressed with steel inside and out, top and bottom, this big, new De Soto is the strongest, safest car ever put on the road.



Above—New All-Steel top is one solid unit from windshield to rear trunk line.

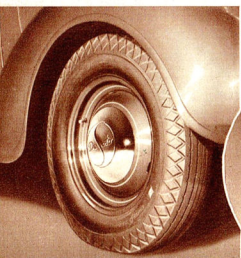
Above—Centrifuse brake drums increase brake lining life and brake efficiency.

Left—Stepped wheel cylinders equalize brake shoe pressure, front and rear.

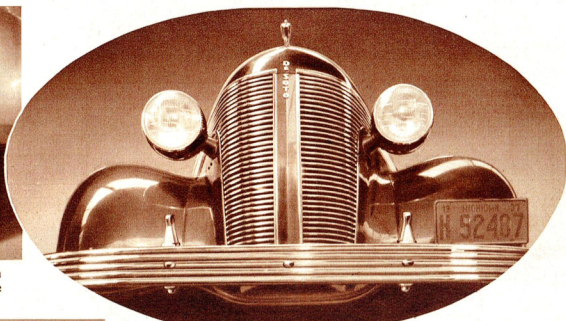


DE SOTO SAVES YOU MONEY!

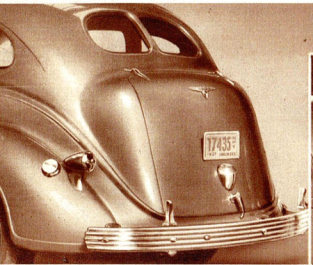
SOMETHING TO SEE! LUXURY THAT SAVES YOU MONEY!



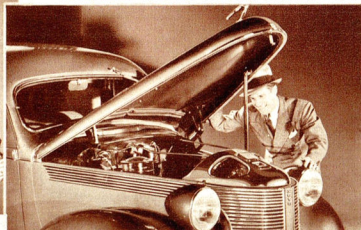
Beautiful new steel wheels, with large chromium hub caps, grace the new De Soto.



Notice how the wide sweep of the massive De Soto fenders harmonizes with the rounded chromium radiator grille.

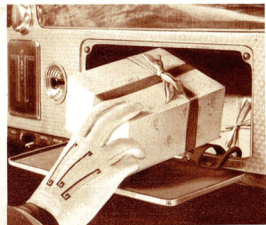


Trunk compartments are roomier than ever before; lined to protect baggage. Spare wheel and tire are stored inside.



The hood lifts from the front, with the radiator ornament serving as a convenient lock control.

The new glove compartment has plenty of room for gloves and small packages.



This new foot rest is cleverly recessed into the rear of the front seat.



Look at the Style, Beauty and Comfort that surround you in this New De Soto

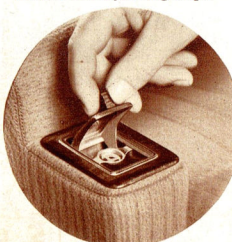
EXAMINE THE NEW De Soto and you'll think it is one of the highest priced cars on the market. It's a big car . . . 199 inches from bumper to bumper. Steering wheel, headlights, trunk compartment, fenders . . . all add to its big-car appearance. *Everything* about it is bigger, smarter, more luxurious.

The long hood conveniently lifts from the front. It meets the smoothly rounded chromium radiator grille in one unbroken line. Under the massive fenders are steel wheels with chromium hub caps. In every detail of design you'll find smartness and beauty.

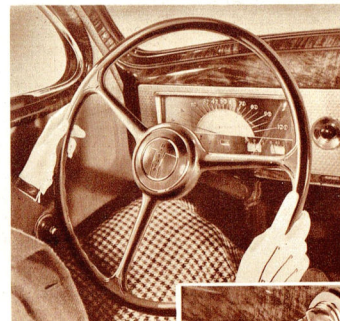
The impressive size of the new De Soto is no illusion. Inside is exceptionally roomy . . . as well as comfortable and convenient. Silk assist cords, an instrument panel of brushed stainless steel contrasting with the walnut-finished panel . . . handsomely pleated upholstery . . . these are but a few of the rich appointments of this new low-cost luxury car.

Your comfort and convenience have been kept uppermost in mind in creating the new De Soto. Its thrilling beauty gives it a distinctiveness all of its own. It's the car you can be justly proud to drive.

Convenient, rear seat arm rest ash receivers are at your finger-tips.



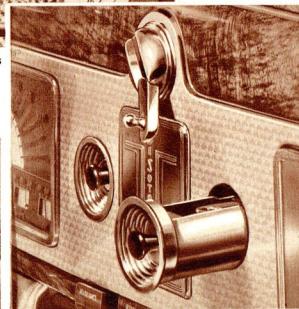
The new drip moulding keeps rain from splattering on you getting in or out of the car.



A large 18-inch wheel gives you that "big car" feel.



The dome light, just above the divided rear window, is a real reading light for rear seat passengers. The switch is on the center door pillar, curb side, for convenience at night.

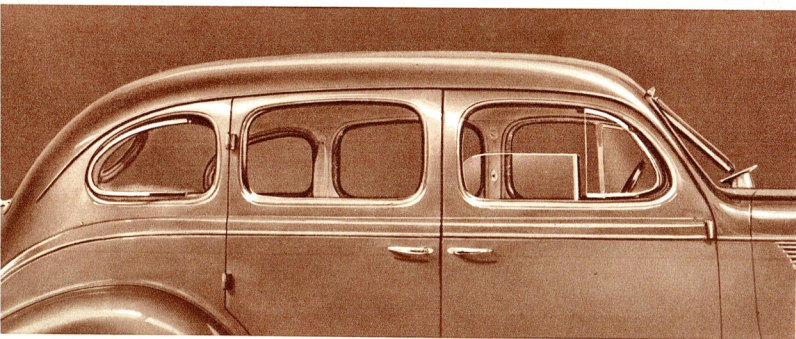


Burnished, engine-turned instrument panel harmonizes with the walnut grain.



A convenient space for the spare tire of coupes is provided behind the seat. Also notice the roomy package shelves.

ALL-WEATHER VENTILATION



Few cars can match De Soto's complete ventilation. You can have as much or as little outside air as you require

... with ventilating wings wide open to every wind that blows, or adjusted for a gentle flow of air without drafts.

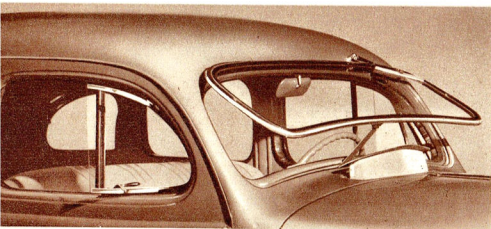
DE SOTO GUARDS the health of owners with improved ventilation—a controlled circulation of fresh air for every occupant of the car.

Easy to Control

With butterfly wings in front door windows and rear quarter windows, you can scoop in all the air you want . . . where and when you want it. For sultry summer days the driver can open the windshield wide, without taking his eyes off the road.

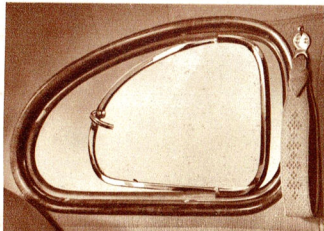
In addition to the ventilating wings, the rear half of front door windows lowers, providing full ventilation when desired—and clear, unobstructed vision. Rear door windows lower completely. And for maximum ventilation in hot weather, a forward opening cowl ventilator with an insect screen may be readily opened.

Here, again, De Soto engineers have anticipated and answered your every need for comfort.



Cowl ventilator and windshield open wide . . . Also note the ventilating wing windows in the front doors for completely controlled ventilation.

Wing type rear quarter windows on friction hinges adjust with a slight push or pull.

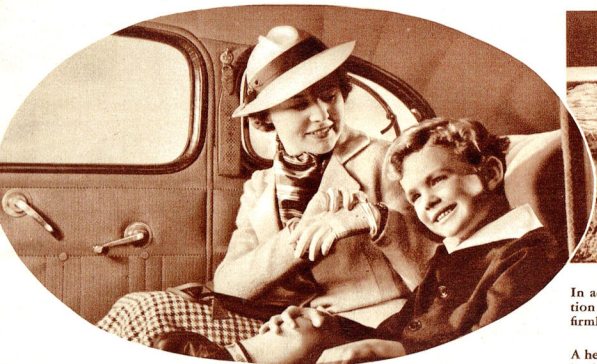


Rear panes in the front door, when lowered, provide clear, unobstructed vision for the driver.



**FIRST
COMPLETELY**

SOUND-PROOFED CAR



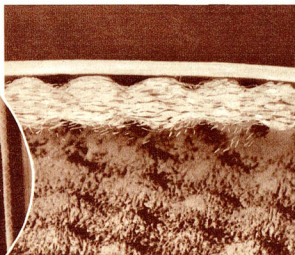
You ride protected from annoying sounds in the new De Soto! All nerve-racking noise has been eliminated. It's a restful ride!

FOURTEEN INGENUOUS new Rubber Float body mountings support the body on the frame in utmost rigidity, yet there is no metal to metal contact between frame and body. Here, indeed, is the greatest stride ever taken toward the elimination of road and chassis noises from automobile bodies.

Effective insulation is used on every body panel . . . on all-steel floor and all-steel top . . . on cowl

and in rear luggage compartments. Never before has a car in the De Soto price group been so efficiently and thoroughly insulated against every possible annoying sound. All offending noises are deadened.

A new silent tread on front tires and a new super-silent hypoid rear axle add to the quietness of the famous De Soto Ride. No distracting road noises—no uncomfortable vibration in this sound-proofed car.



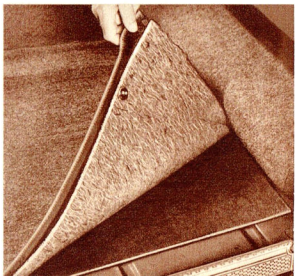
In addition to an effective coating of insulation composition, a huge sheet of felt is firmly cemented to the all-steel top.

A heavy carpet, backed with thick felt, is used in the rear compartment. A sheet of effective insulation is baked to the entire floor.



No expense has been spared to obtain maximum insulation . . . many more pounds of insulation materials are used than ever before.

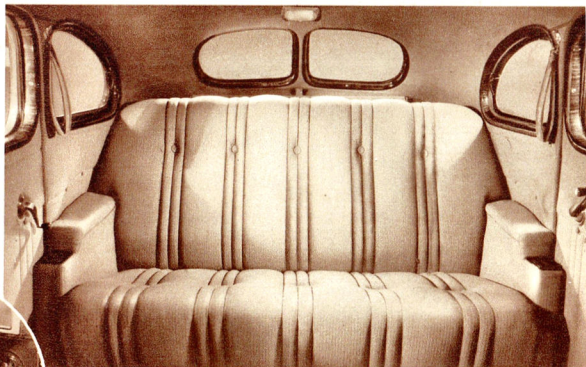
There's real relaxation in this great new car . . . an amazingly comfortable ride, combined with complete freedom from irritating tire noise.



COMFORT FOR SIX PLUS 20% MORE LUGGAGE SPACE

BIG CARS . . . these new De Sotos. They're big outside—199 inches from bumper to bumper. They're big inside, too—both front and rear seats are full three-passenger width. The front seat is a full 47 inches wide, the rear seat 48 inches wide. There's more footroom, headroom, kneeroom, shoulder-room. There's real comfort for six. And it's all riding space. Bigger, outside-opening trunks and luggage compartments are offered on all sedans and broughams.

A recessed footrest for back seat passengers adds extra inches of legroom. Floors are low and level. Both front and rear seats are "Chair-Height" . . . easy to get in and out . . . comfortable for complete relaxation on any road.



"Chair-Height" seats, with wide cushions and high backs, are deeply upholstered for restful comfort. A modern reading light is located above the rear window.



Left—Wide doors, level floors, and "Chair-Height" seats make it easy to get in and out.



Right—The "knee-line" of passengers is well below the instrument panel for greater safety.

Below—Built-in Trunks provide plenty of room for luggage.



Below—Luggage compartments are roomy.



Three is no crowd in De Soto's front seat. With wide cushions, extra footroom, kneeroom and shoulder-room, it's fun to travel three in the front seat!

YOU GET EVERY FIFTH MILE FREE

WITH DE SOTO'S Gas-Saver Transmission—available at slight extra cost, you get five miles for the cost of four on the highway at touring speeds.

At high speeds you use no more gas than at low speeds in most cars. Every tankful goes miles farther. At 35 to 40 just lift your foot from the accelerator—your speed is maintained but your engine actually slows down 30 per cent. It's a new driving thrill.

High speeds are beautifully smooth and effortless. The engine doesn't work so hard. Pistons, rings, and cylinders wear less, last longer. You save two ways with De Soto's Gas-Saver Transmission: both running costs and upkeep are reduced. It pays dividends every mile of the road.



High speeds are so smooth, so quiet, so effortless when your De Soto is equipped with the famous

Gas-Saver Transmission that driving brings you new thrills and enjoyment. It's motoring at its best.

WITH 324 THOUSAND REVOLUTIONS—

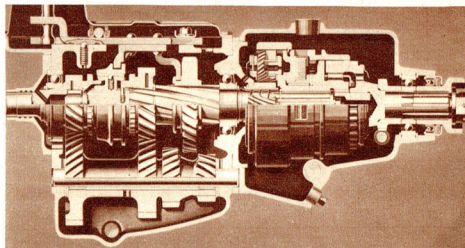
ORDINARY CAR GOES 100 MILES IN HIGH GEAR

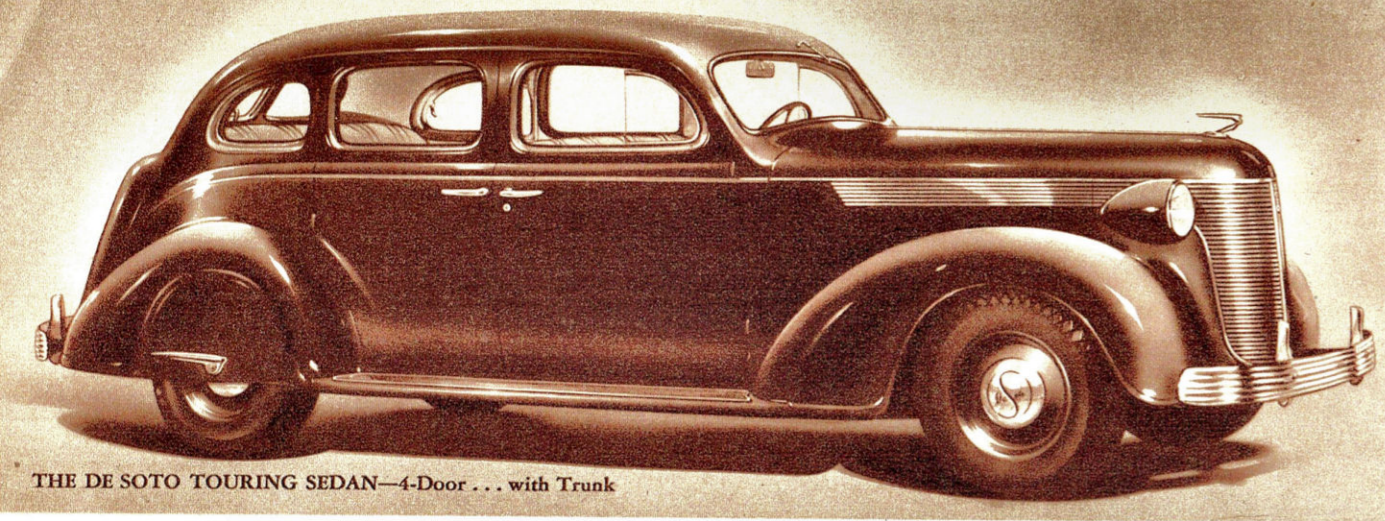
DE SOTO GOES 110 MILES IN CONVENTIONAL HIGH GEAR

DE SOTO WITH GAS SAVER TRANSMISSION GOES 145 MILES

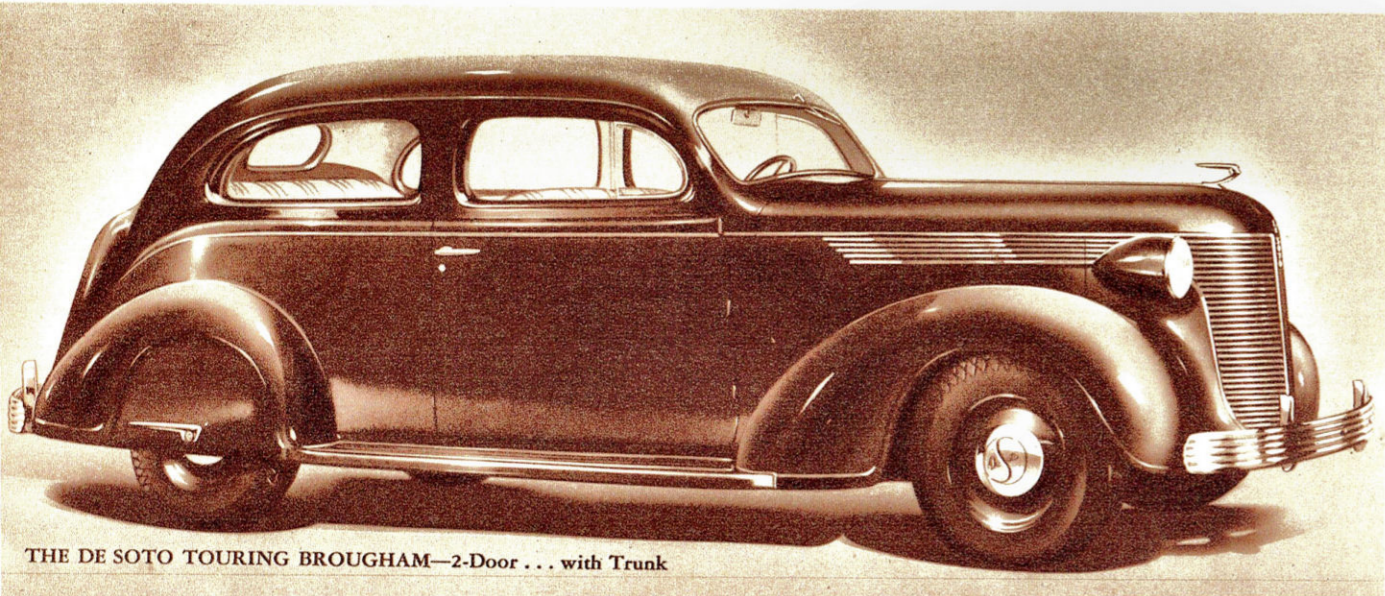
Left—You can't measure De Soto's Gas Saver Transmission economy in gasoline and oil savings alone. Longer car life with lessened wear are extra dividends with every mile you drive.

Right—The gas saver unit is a built-in part of De Soto's syncrosilent transmission. It is built with fine precision for quietness. The liberal use of anti-friction bearings assure enduring, satisfactory performance.





THE DE SOTO TOURING SEDAN—4-Door . . . with Trunk



THE DE SOTO TOURING BROUGHAM—2-Door . . . with Trunk

YOU'LL FIND NEW STYLING —EXTRA ROOM IN THE NEW **DE SOTOS**

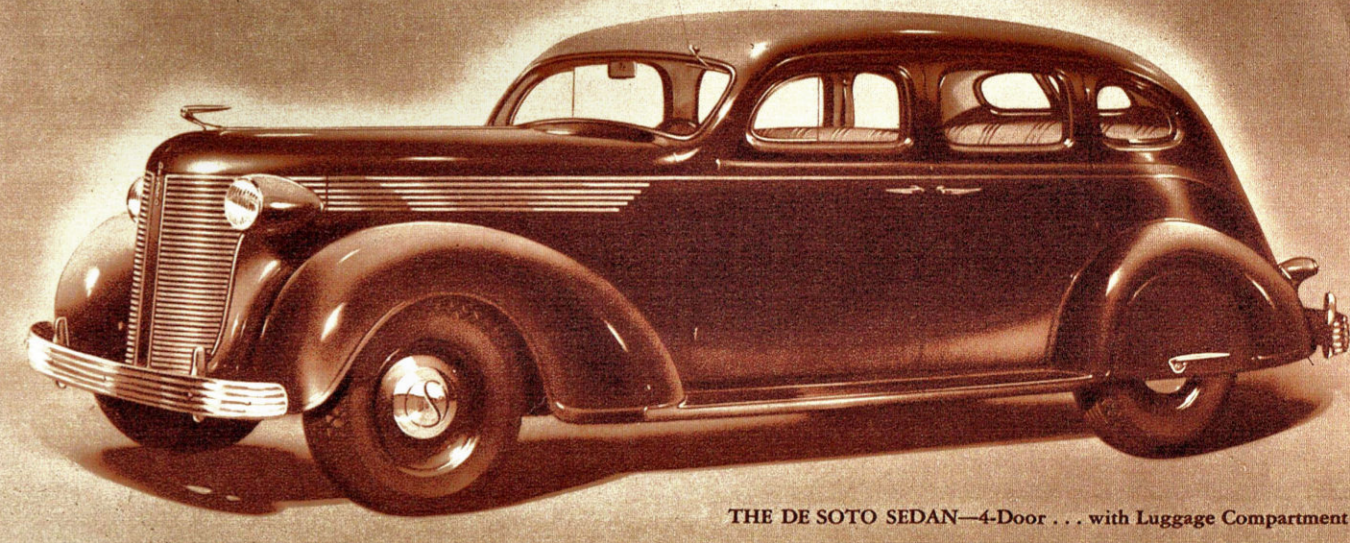
**De Soto Gives
New Luxury,
Comfort, Safety
at New Low Cost**

THESE DE SOTOS look big with their smooth, massive lines and distinctive front ends. You can't help enjoying the swift flow of chrome-accented bars across the radiator and back along the hood. Motion is spelled out in every line and curve. It looks smooth—it is . . . in appearance and performance.

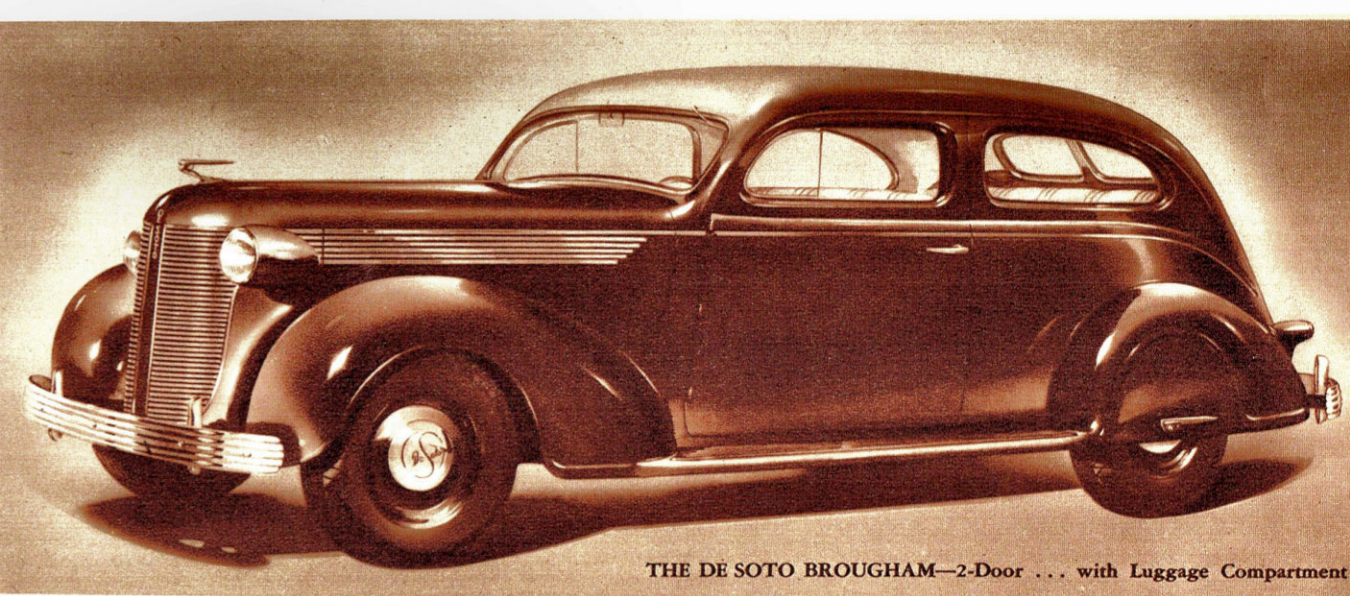
DE SOTO SAVES YOU MONEY!

Inside, you find it as big as it looks. Doors are wide at bottom as well as top. Rear floors are low and level. Seats are just the comfortable height of a good arm chair. Cushions are richly rolled, stitched and pleated. And both front and rear seats are amply wide for three full-sized people. No crowding—ample headroom, footroom, hiproom.

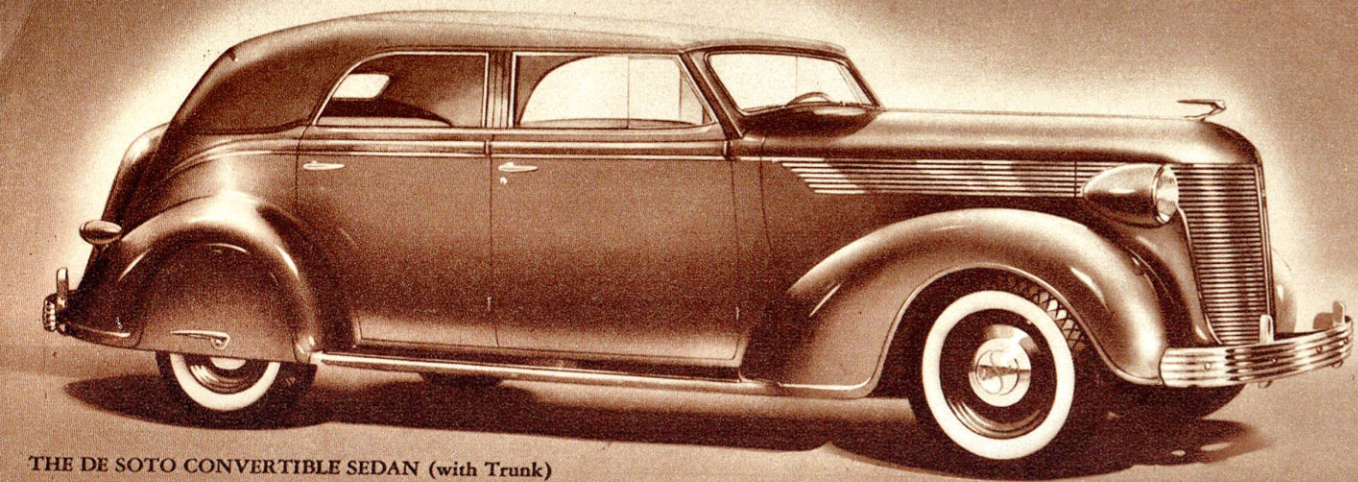
The rear seat foot rest is recessed into the back of the front seat for extra leg room and convenience . . . you can't stumble over it. There's more room inside, too, with plenty of luggage space and room for the spare wheel and tire in trunks and luggage compartments.



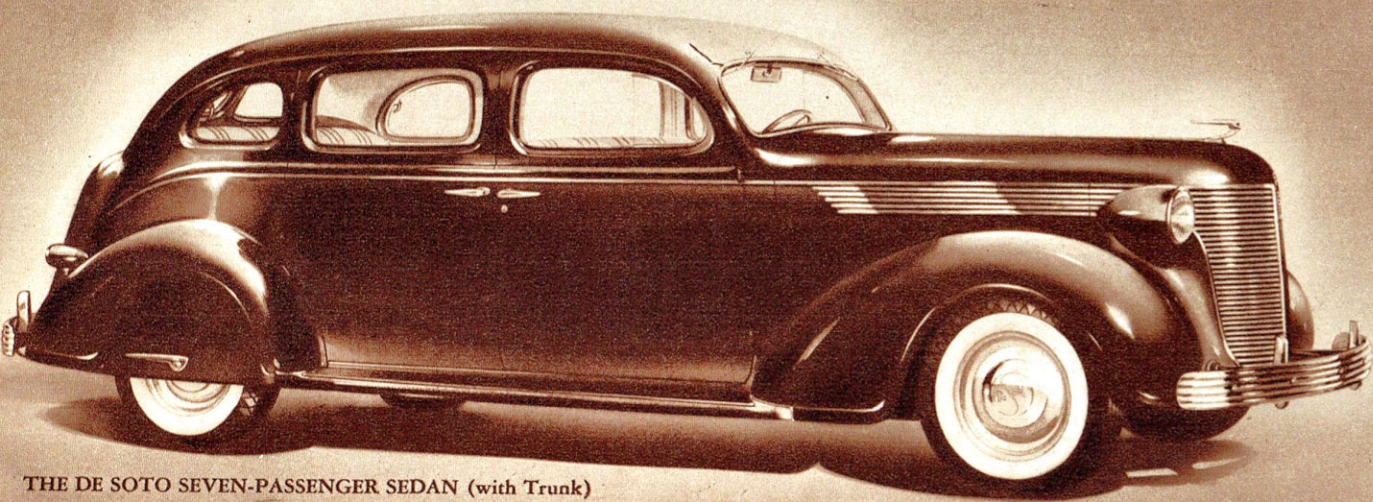
THE DE SOTO SEDAN—4-Door . . . with Luggage Compartment



THE DE SOTO BROUGHAM—2-Door . . . with Luggage Compartment



THE DE SOTO CONVERTIBLE SEDAN (with Trunk)



THE DE SOTO SEVEN-PASSENGER SEDAN (with Trunk)

YOU'LL SEE PLENTY OF THESE SMART DE SOTOS

This New Time- Payment Plan Makes De Soto Easy to Buy

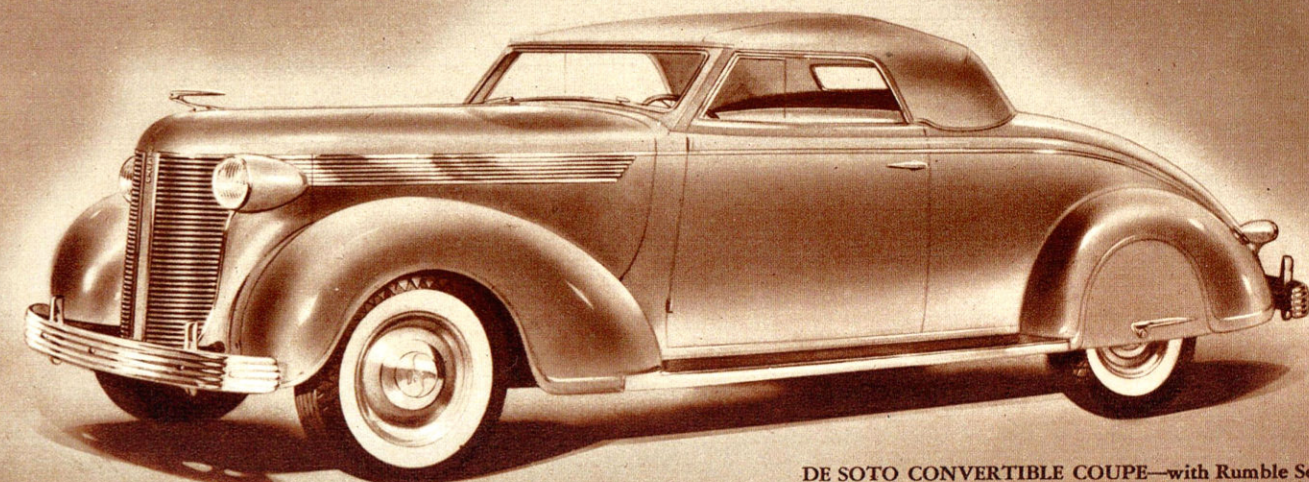
STOP IN at your nearest De Soto dealer to-day. Find out how easy it is to own this big, powerful, new De Soto. Ask him about the Commercial Credit Company's easy finance plan. It spreads your payments out over a convenient period, makes it

easy to own the most distinguished car on the road.

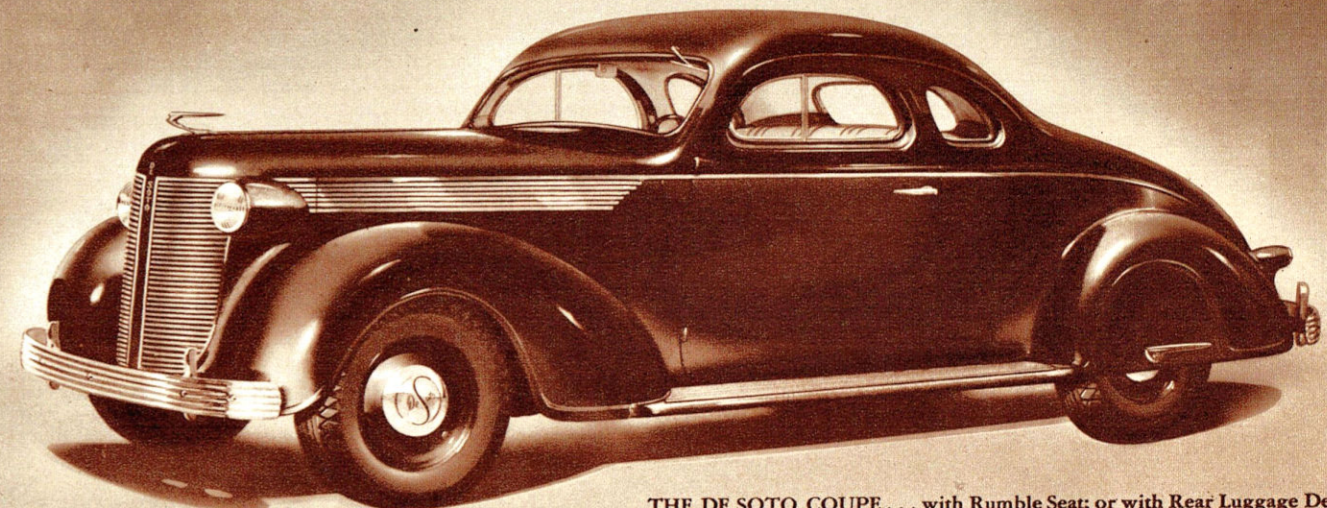
A big car, a safer, more luxurious, more comfortable car, rich in outside appearance and inside appointments, De Soto actually saves you money. Many features of the car add longer life to mechanical units—pistons, bearings, universals, axle,—all are designed to last longer with less attention.

De Soto saves on upkeep. And De Soto's new short stroke, high compression engine, with all its 93 horsepower, actually requires no more gas and oil per mile than lower priced cars.

DE SOTO SAVES YOU MONEY!



DE SOTO CONVERTIBLE COUPE—with Rumble Seat



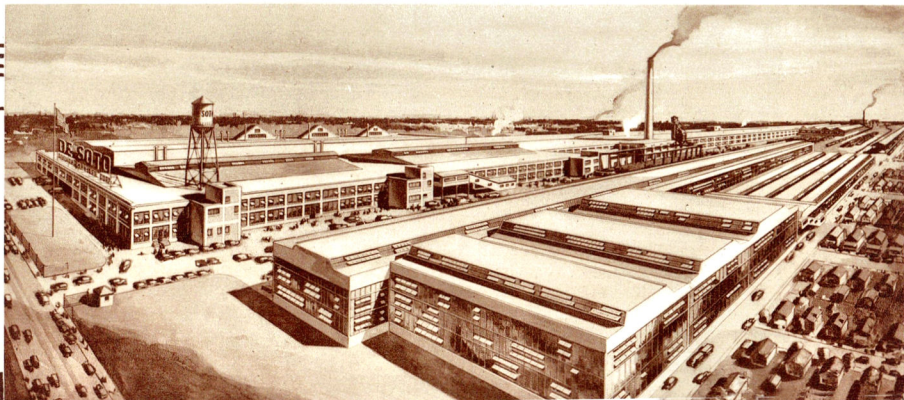
THE DE SOTO COUPE . . . with Rumble Seat; or with Rear Luggage Deck

AMERICA'S MOST MODERN AUTOMOBILE PLANT TO BUILD THIS BRILLIANT NEW DESOTO

THE NEWEST, MOST MODERN automobile plant, covers 40 acres and occupies 625,000 square feet of floor space. With new modern equipment it produces this brilliant De Soto at a new low price.

De Soto's new plant saves you money. Visit it. See how the efficient movement of metals and materials and modern manufacturing methods have made possible a new value in cars priced just above the

lowest. See how this great new car is built—then you'll know the reasons for De Soto quality. Only with such modern efficient methods can so big and luxurious a car be built at such low cost.



SAFETY - A SHARED RESPONSIBILITY

WE WHO DRIVE America's 23,000,000 motor cars have a freedom and independence enjoyed by no other great group of individuals since the world's beginning.

But this freedom to go where we please, when we please, also carries a responsibility. We who drive must accept the obligation to guard not only our own security but the safety of those who ride with us, those with whom we share the highways, as well as pedestrians. Every good driver knows this.

The Builder's Responsibility

Initially, of course, safety must be built into the car you drive. That's the builder's responsibility. The Chrysler Corporation has always recognized this obligation. A Chrysler Motors division first pioneered Safety-Steel bodies. Hydraulic brakes were developed and first used by Chrysler units in 1924. Now, with safety interiors, Chrysler Motors engineers again pioneer in safety for those who use its products by building the world's safest cars.

But Chrysler Corporation's interest does not

cease with its cars. This corporation takes an active part in every worthwhile project to increase safety on the highways. With motion pictures, with special cars for safety education and in supporting the many public-minded groups devoted to the improvements of highways and the education of highway users, it takes a broad interest in the security of all who motor and all who use the streets and highways.

Out of the broad knowledge obtained from these many contacts come two considered suggestions for all who drive . . .

First: Be sure your next car has the safety features described in this book . . .

A SAFETY-STEEL BODY

GENUINE HYDRAULIC BRAKES

A SAFETY INTERIOR

Second: Keep your car in the same safe condition as when you received it new. (No car is safe if neglected or abused.)

Safe-minded drivers, driving safe cars, is the continuing aim of Chrysler Corporation.



DETAILED SPECIFICATIONS

Suspension—Front . . . Individual front wheel suspension on coil springs; front end ride stabilizer. **Rear** . . . Taper leaf semi-elliptic springs, 53 $\frac{3}{8}$ inches long; 1 $\frac{3}{4}$ inches wide, 9 leaves. Front shackles, rubber cored, rear shackles threaded. Metal spring covers. Aero-hydraulic shock absorbers, low pressure double acting, front and rear. Improved weight distribution.

Rear Axle—Semi floating with silent hypoid driving gears. Pinion bearings always in the lubricant.

Body—Safety-steel construction; one-piece steel top. **Ventilation** . . . Complete ventilation control through windshield and cowl ventilator, wing type front door and rear quarter windows. **Insulation** . . . Complete noise and heat insulation of body sides, floor and roof. Special "Rubber Float" body mountings.

Brakes—DeSoto, 4-wheel equal-action hydraulic type, internal expanding; centrifuse brake drums with score-proof cast iron linings. Stepped wheel cylinders to equalize action on front and rear brake shoes. Separate parking brake on propeller shaft—cast iron drum.

Clutch—Ventilated single dry-plate. Clutch disc spring cushioned. Ball bearing clutch release self lubricated.

Engine—Six cylinder L-head type with patented Floating Power engine mountings. Bore 3 $\frac{3}{8}$ inches; stroke, 4 $\frac{1}{4}$ inches. S.A.E. rating, 27.34 H.P. Developed horsepower, 93 at 3600 R.P.M. Compression ratio, 6 $\frac{1}{2}$ to 1. **Crankshaft** . . . Supported on four steel-backed babbitt-lined precision bearings. Balanced and counterweighted. **Camshaft** . . . Silent chain driven. **Cooling** . . . By centrifugal pump through full length water jackets. Engine temperature controlled by water distributing tube and by-pass ther-

mostat. Water capacity—5 gallons. **Engine Lubrication** . . . Full pressure to all main, connecting rod and camshaft bearings. Other moving parts lubricated by pressure spray from metered holes in connecting rod bearings. Direct oil lead to timing chain. Oil capacity—5 quarts. **Pistons** . . . Anodic coated aluminum alloy—U slot type. Four rings per piston—two for oil control and two for compression. **Electrical System** . . . Large air-cooled generator with full voltage and current control. Automatic advance ignition distributor, vacuum controlled. Manual shift starter. 105 ampere-hour battery. **Fuel System** . . . Plain tube, down draft carburetor equipped with accelerator pump, air cleaner and intake silencer. Choke, idling control and heat control all automatic. Gasoline tank capacity—16 gallons.

Frame—Double drop X-girder type with box sections. Frame side members follow body contours.

Driveshaft—Tubular with two roller bearing universal joints. Driving torque through rear springs.

Steering—Shockless, center controlled, designed to eliminate "wind-wander." Worm and roller type; ratio 18.2 to 1. Large 18-inch steering wheel.

Tires—6.00 by 16 Airwheel, low pressure type with silent safety ribbed treads in front. Steel wheels.

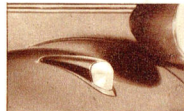
Transmission—Synco-silent type, quiet helical gears and anti-friction bearings throughout. Gas Saver Transmission available at nominal extra cost.

Wheelbase—116 inches (133 inches on seven-passenger sedan). Tread—front 56 $\frac{3}{4}$ inches; rear—60 inches.

Standard Equipment—Includes windshield wiper,

sun visor, glove compartment, horn, ventilating wings, Bedford Cord or mohair upholstery; tools.

SPECIAL EQUIPMENT



Accessories—Bumper Group—All DeSoto cars will be shipped with front and rear bumpers and bumper guards; spare tire and tube; and safety glass in wind-

shield and windows, as standard equipment at extra cost.

(Accessory groups listed below installed at the factory at extra cost upon order.)

Accessory Group "A"—Extra windshield wiper; Extra tail light.

Accessory Group "B"—(Optional on all models except convertibles. Installed at Factory on all convertibles at extra cost.) Extra windshield wiper; Extra tail light; Extra sun visor; Two airtone horns; Two front door arm rests; Cigar lighter.

Accessory Group "C"—Extra windshield wiper; Extra tail light; Extra sun visor; Two airtone horns; Two front door arm rests; Cigar lighter; Two fender lamps; Chrome running board mouldings; Glove compartment door lock.

Available, too, are . . . Radio, special steering wheel, heater, aluminum head, electric clock, booster vacuum pump, rear wheel shields, chromium trim rims for wheels (5).

NOTE: The manufacturer reserves the right to revise, change or modify the construction of DeSoto motor vehicles, or any part thereof as he may see fit, without incurring any obligation to make like changes on vehicles previously sold.