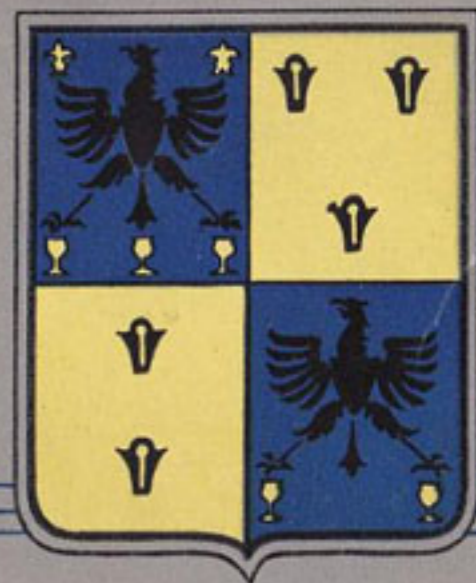
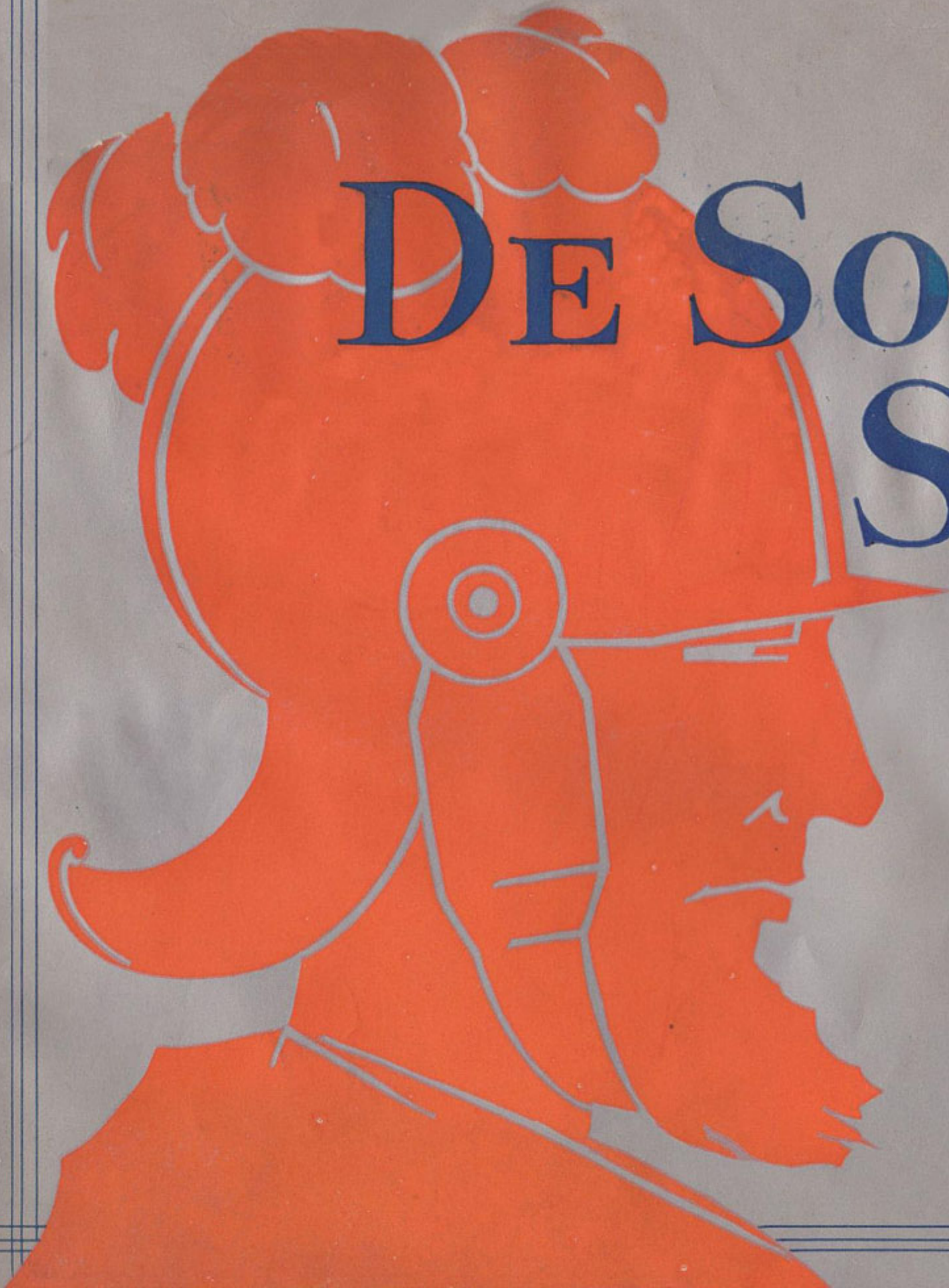
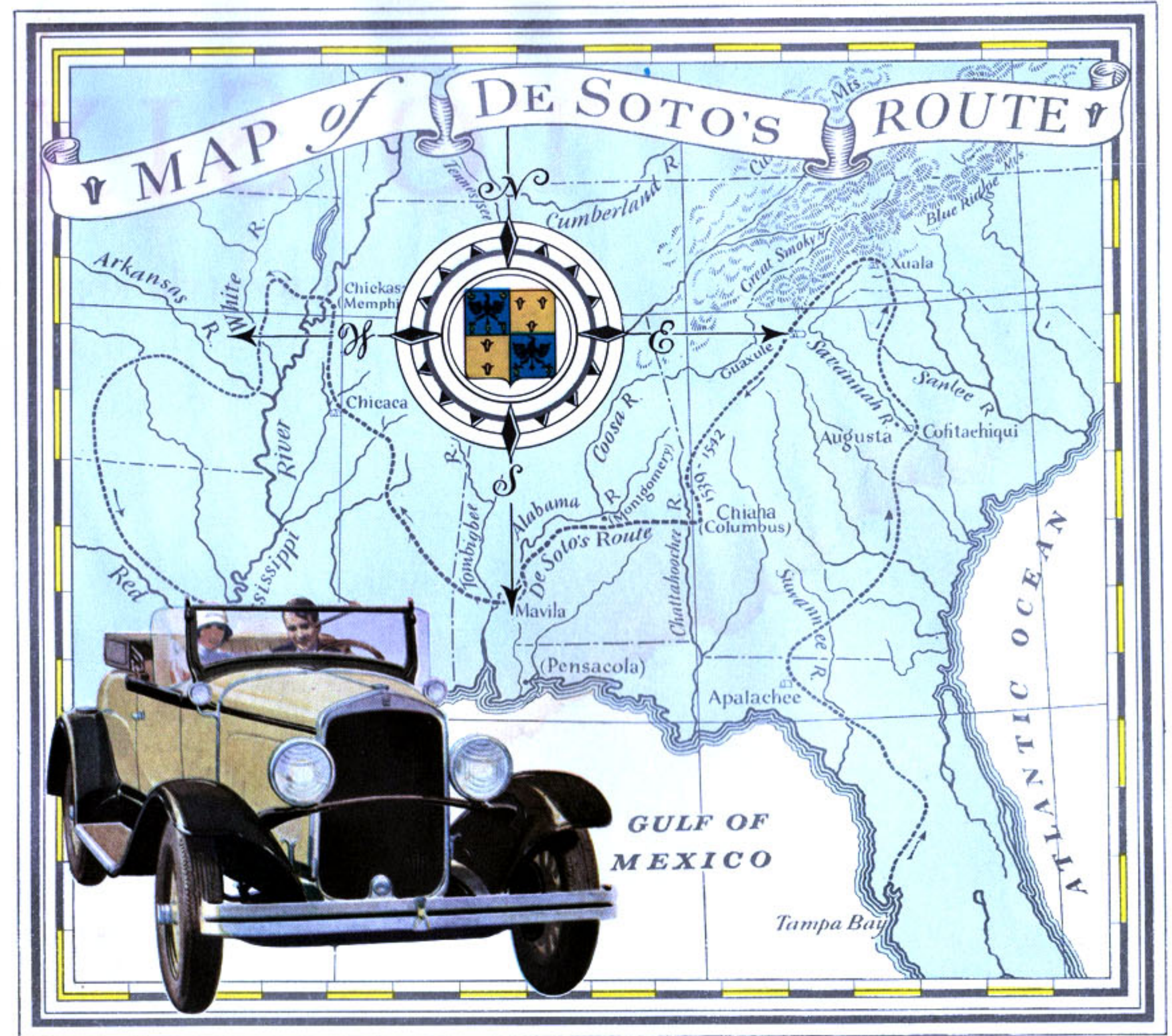


DE SOTO SIX



HERNANDO De Soto, Spanish captain and explorer, discoverer of the Mississippi River, beneath whose waters his body was buried at last, takes leading rank among that band of romantic adventurers who won America for the white man. Coming first to the New World in 1519, he explored the coasts of Guatemala and Yucatan in 1528, led a band of volunteers to Peru to the aid of Pizarro in 1532, and there played a prominent part in the conquest of the Inca's kingdom. But it is upon the vast extent of his explorations in "Florida," the entire southeastern quarter of the United States, that his fame rests. Returning from Spain in 1538, as Royal Governor of Cuba, he sailed in May, 1539, to Florida with an elaborate expedition and entered upon four years of arduous wanderings through the wilderness. Northward, westward, southward, and again northward he led his band in a vain search for golden cities. In 1541, he came upon the Mississippi River, crossed it and pushed farther toward the West. In 1542, he returned to the river and was following its course downward to the sea when he was stricken by fever and died. To him, the De Soto Six, pioneer of Chrysler values in a new field, is dedicated





DE SOTO SIX

*An Incomparable
Low Priced Six* ~
PRODUCT OF CHRYSLER

CAPTIVATING in its style appeal, spectacular in its performance abilities, the new DeSoto Six instantly and abundantly justifies

the eagerness with which the public awaited it.

It is, in a few words, a new six-cylinder car produced by the Chrysler organization to highest Chrysler standards, and priced lower than was ever before possible for equal quality.

In those few words is recorded an epochal automotive achievement which is of profound interest everywhere. For here is genuine Chrysler six-cylinder smartness and performance in a price and size class where they have not heretofore been available. In every detail, the DeSoto Six is precisely

the kind of car the whole world expects Walter P. Chrysler to produce. Smartness, beauty such as this come from no other source in the industry.

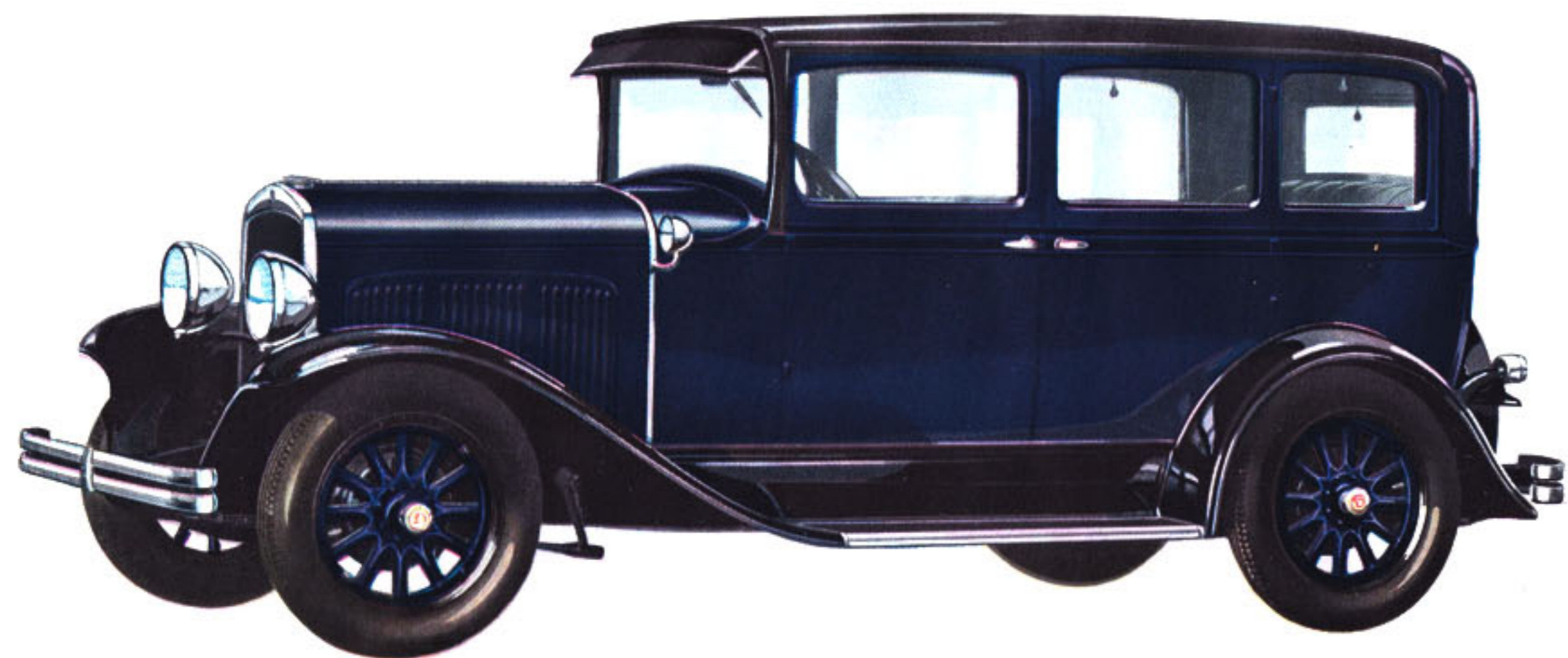
Its engineering features reveal everywhere the unmistakable Chrysler impress.

Its performance is characterized by the virility, the snap, the tireless energy which motorists associate with Chrysler built motor cars.

And all this is to be had, in the DeSoto Six, at the lowest price for which a Chrysler built Six has ever been sold.

Examine the DeSoto Six in these pages or on the sales-room floor. Compare it point by point with cars of similar size and price. Best of all, drive it. Know for yourself the spirit, the capabilities, the buoyant ease of this newest interpretation of the Chrysler idea in motoring.





SEDAN

MERELY to enumerate the mechanical and equipment features of the De Soto Six Sedan is sufficient to prove this car a distinct advance beyond everything that the industry has yet produced in this price class.

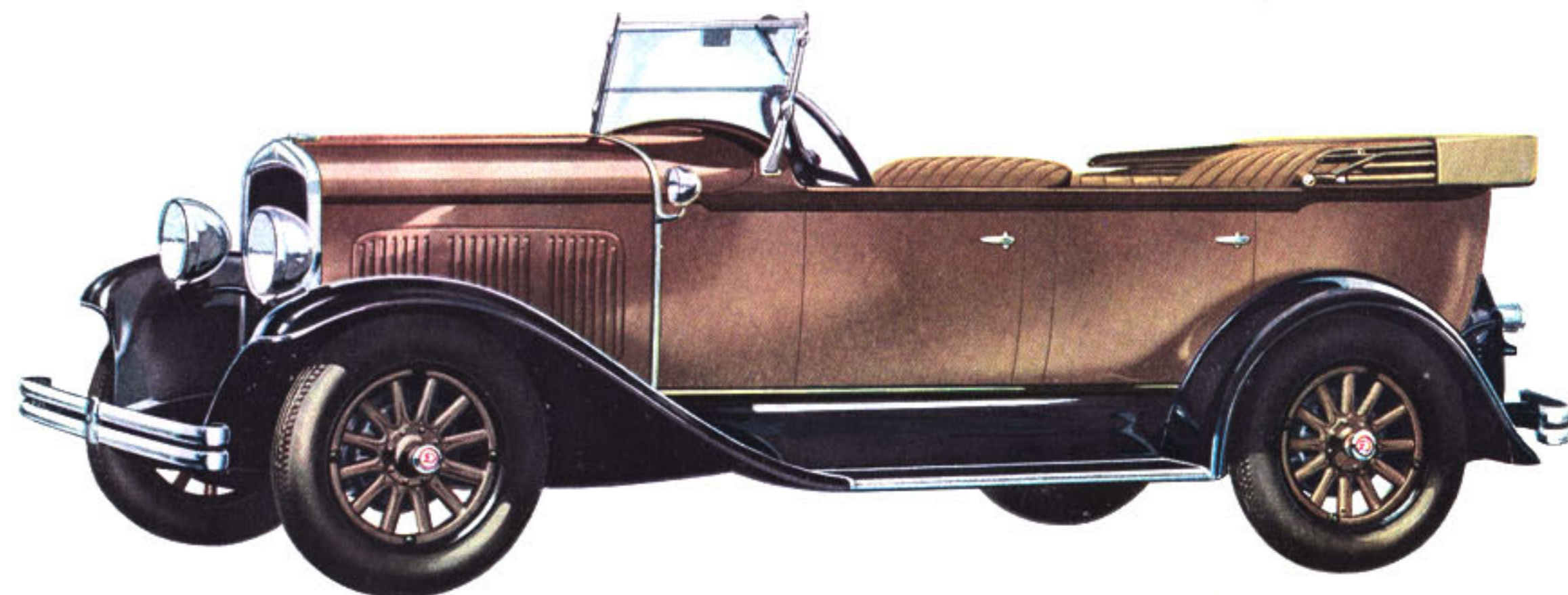
Silver Dome, high compression, six-cylinder engine—De Soto-Lockheed hydraulic four-wheel brakes—chromium plating—shock absorbers—saddle spring cushions—fine plush upholstery—arm rests, carpeted foot rest, robe rail with integral hand grips—walnut finished window frame mouldings—dome light—smart steering wheel, large of diameter, slender of rim—auto-

matic windshield cleaner—non-glare rear vision mirror.

It is an imposing array, demonstrating, in itself, the fine car merit of the De Soto Six.

And when to it is added Chrysler genius in styling, Chrysler insistence upon sound engineering and honest craftsmanship, De Soto value becomes extraordinary in every respect.

For here is a car of dashing personality in every element of beauty, performance, and mechanical merit, available to you at the lowest price ever set for a Chrysler built six-cylinder car.



FAETON

IN open car design, too, the De Soto Six brings a fresh and vigorous note, predominately Chrysler in total effect, but revealing its own forceful personality.

Slender profile radiator with its wide, low filler cap, long hood, with louvres grouped in panels upon an embossed field, air-wing fenders, slanting two-panel windshield, trimly tailored top are pleasing items in its charming style.

Upholstery is tan grained leather. The front seat is fully adjustable in a moment to suit every driver.

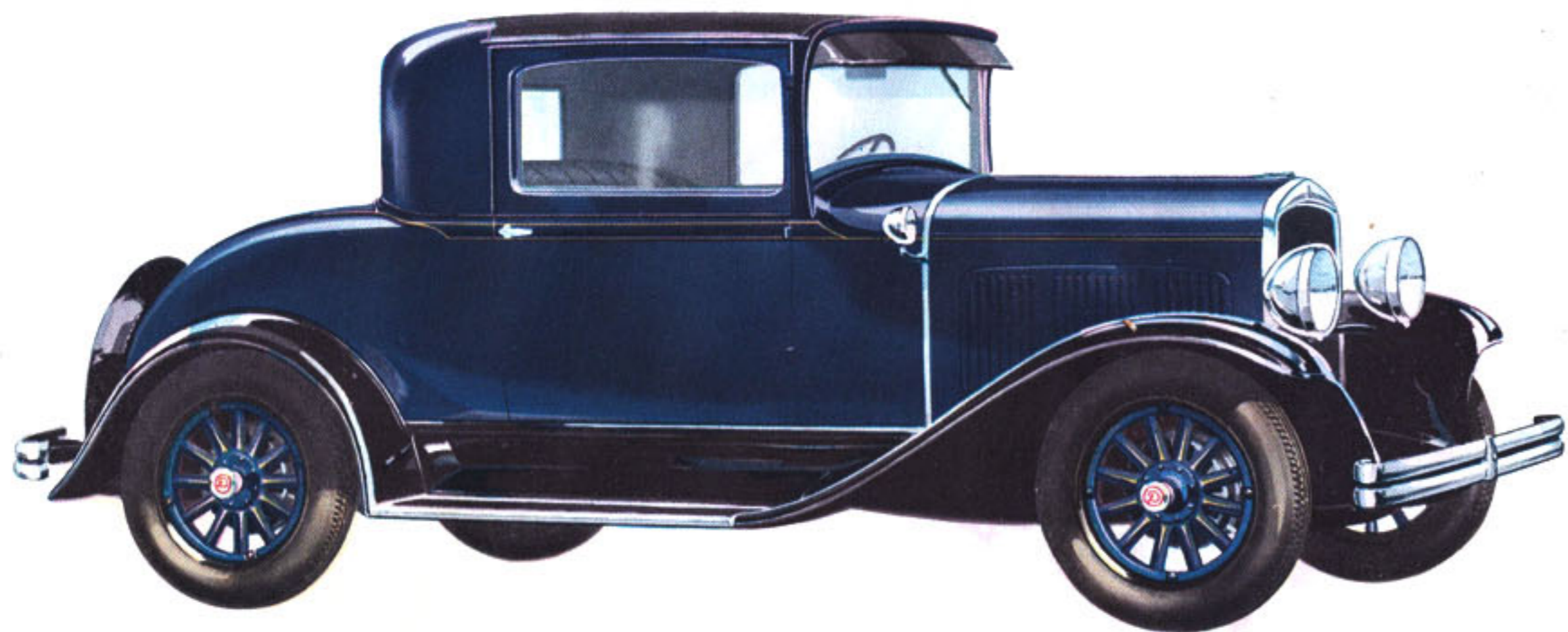
The rear compartment has robe rail and foot rail.

Top bows are exposed, have natural wood finish and are mounted in nickel-plated sockets.

Brilliant performance, an essential attribute of the modern open car, is assured by a chassis which outdistances all that has been offered in this price class.

The Silver Dome, high compression, six-cylinder engine imparts Chrysler qualities to every phase of performance.

Driving ease is developed to highest terms, and comfort promoted by a full equipment of shock absorbers. Positive control is assured by the system of De Soto-Lockheed hydraulic four-wheel brakes.



CUPE BUSINESS

HE who uses his car in business insists upon dependable performance, handling ease, operating economy. He wants a car which he can handle through traffic all day without tiring.

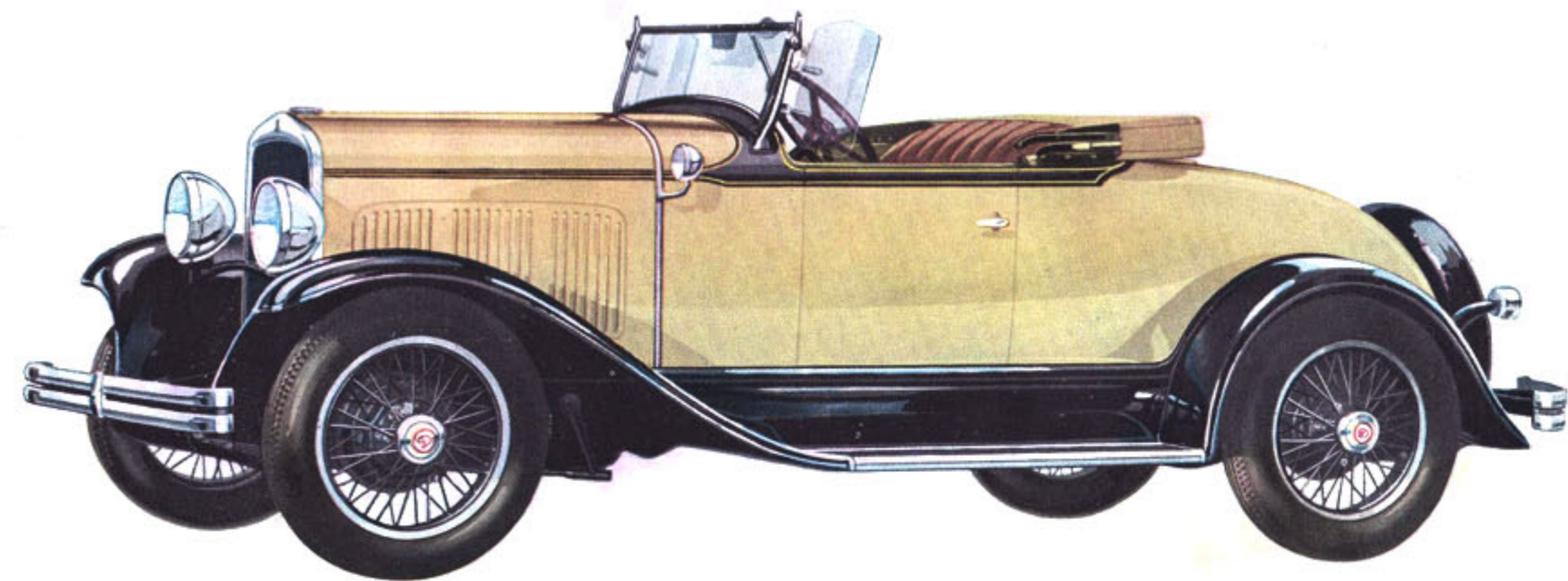
And he also wants style and smartness to accord with his pride in his business.

The De Soto Six here supplies all this in terms of Chrysler engineering and styling at a price lower than ever before asked for a Chrysler built six-cylinder car. Its performance is assured by its finely engineered chassis with Silver Dome, high compression, six-cylinder engine.

Restful handling ease and riding comfort result from its easy pivotal steering, saddle spring cushions, full equipment of shock absorbers.

Its smart styling extends to every detail—upholstery in tan leather—walnut finished window frame mouldings—narrow rimmed, large diameter steering wheel—slender profile radiator—panel grouping of hood louvres—air-wing fenders—cadet visor.

Especially businesslike is the abundance of luggage space under the rear deck, where bulky chests, sample cases, or trunks can be accommodated if need be. This locker has a heavy, rubber floor mat.



ROADSTER ESPANOL

TO the users of a roadster the brilliance of De Soto performance and the virility of De Soto styling are most splendidly adapted. In this dashing model, both are developed to ultimate degree.

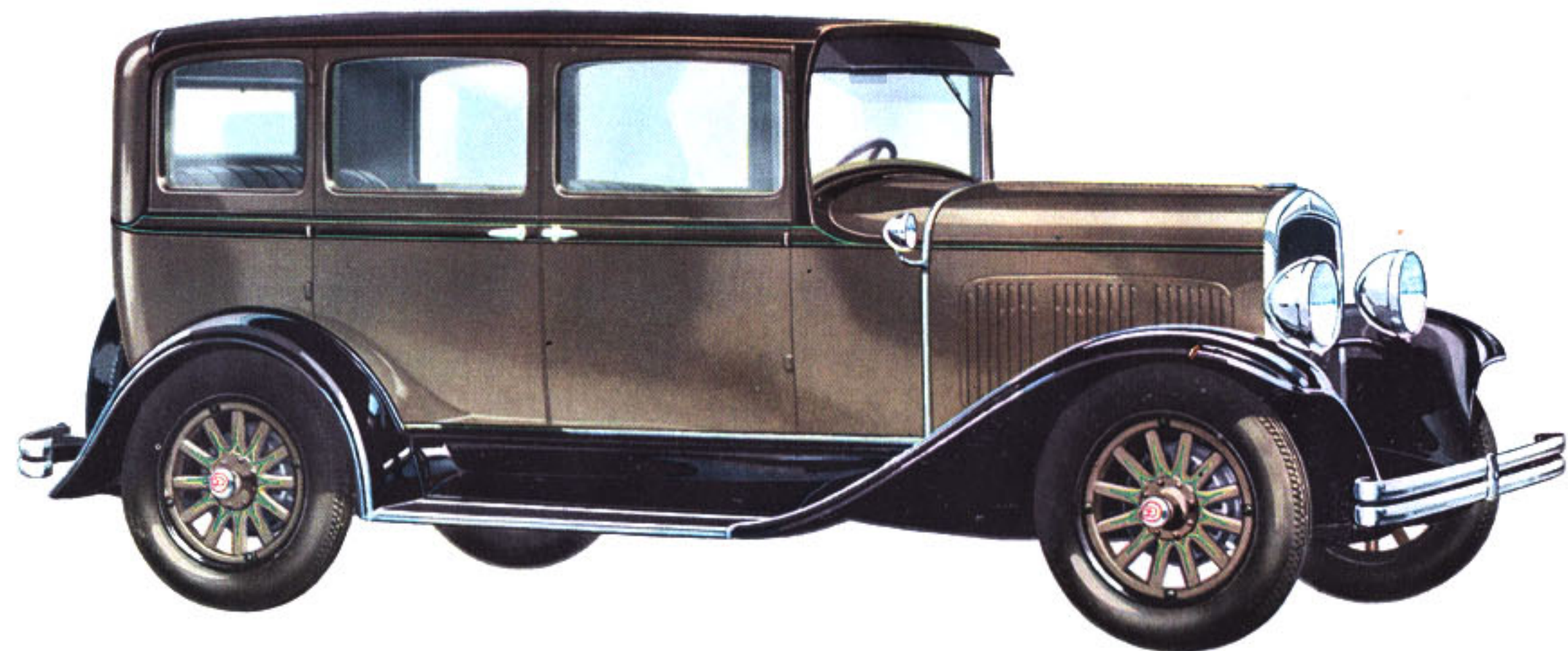
The De Soto "Red-Head" engine is installed as standard equipment, fitting the car to use high compression gases and delivering their full volume of power and speed.

In harmony with the vigorous, youthful performance thus assured, the car's whole personality is boldly emphasized. Such items as the slanting, one-panel windshield, smartly flanked by shapely wing panels,

upholstery in leather with pigskin grain; trim, close folding top with exposed natural wood bows in nickel-plated sockets; slender profile radiator; and air-wing fenders all contribute to its spirited charm.

There is an inviting rumble seat, fully upholstered, and with ample room for two passengers.

Every spring is fitted with shock absorber for easy travel at any desired speed over every road. Positive control is assured by the system of De Soto-Lockheed hydraulic four-wheel brakes. Wire wheels are available as extra equipment.



SEDAN DE LUJO

WHAT the advent of the De Soto Six means in terms of sprightly grace, sound construction, fine car fashioning, a glance at this modish model instantly reveals.

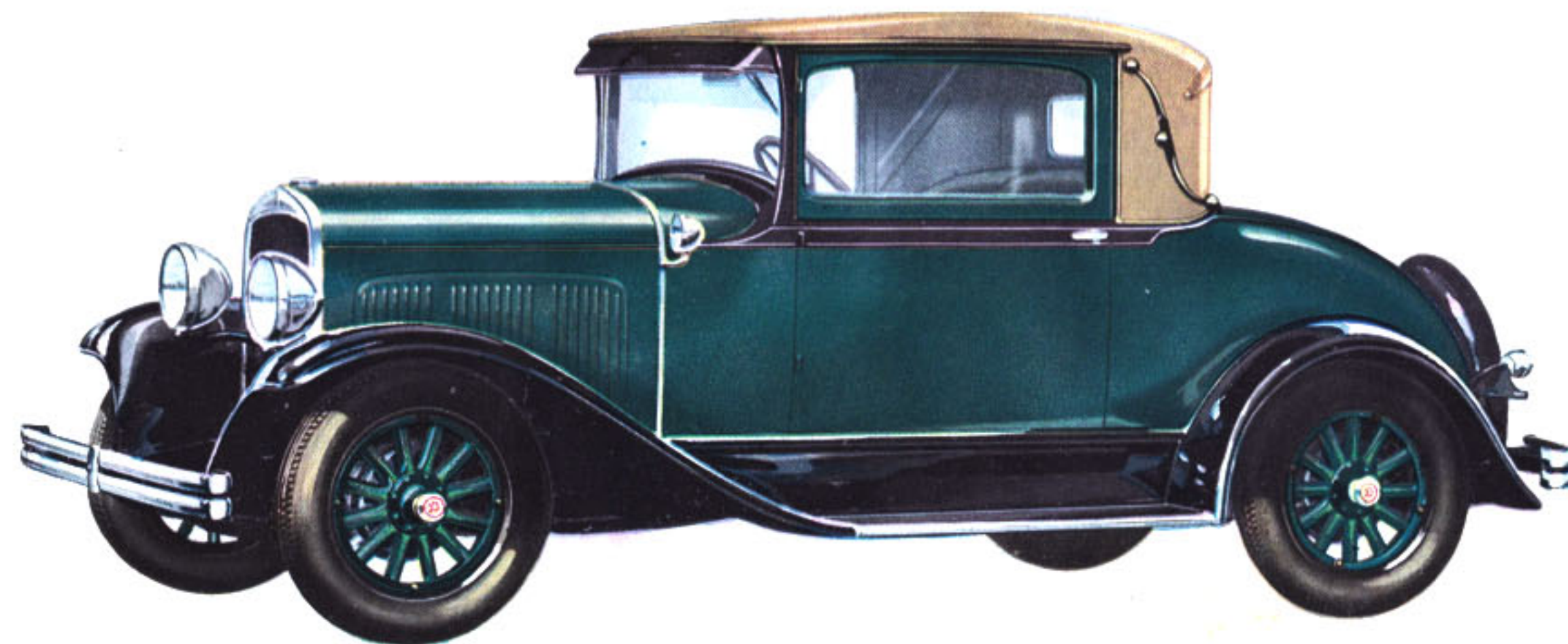
The slender profile radiator; the arched window silhouette; full crown air-wing fenders; the small sturdy wheels; all declare it a Chrysler built car. But it has individuality of its own in the rich two-tone color treatment, its pleasing panel grouping of hood louvres, its trim blending of radiator, filler cap, and hood hinge.

The doors open upon a spacious interior whose fine car character is apparent at a glance.

Upholstery is luxurious plush. Comfort features include saddle cushions seats, assist cords, and padded arm rests.

Doors have rich walnut finished garnish mouldings. Morocco leather covered vanity case and smoking set. There are carpeted foot rest, robe rail with integral hand grips, corner lights controlled from the back of the front seat. Chromium-plated headlamp tie bar.

Superb riding qualities are perfected by a full equipment of shock absorbers. Safety and handling ease are assured by the DeSoto-Lockheed hydraulic four-wheel brakes.



CUPE DE LUJO

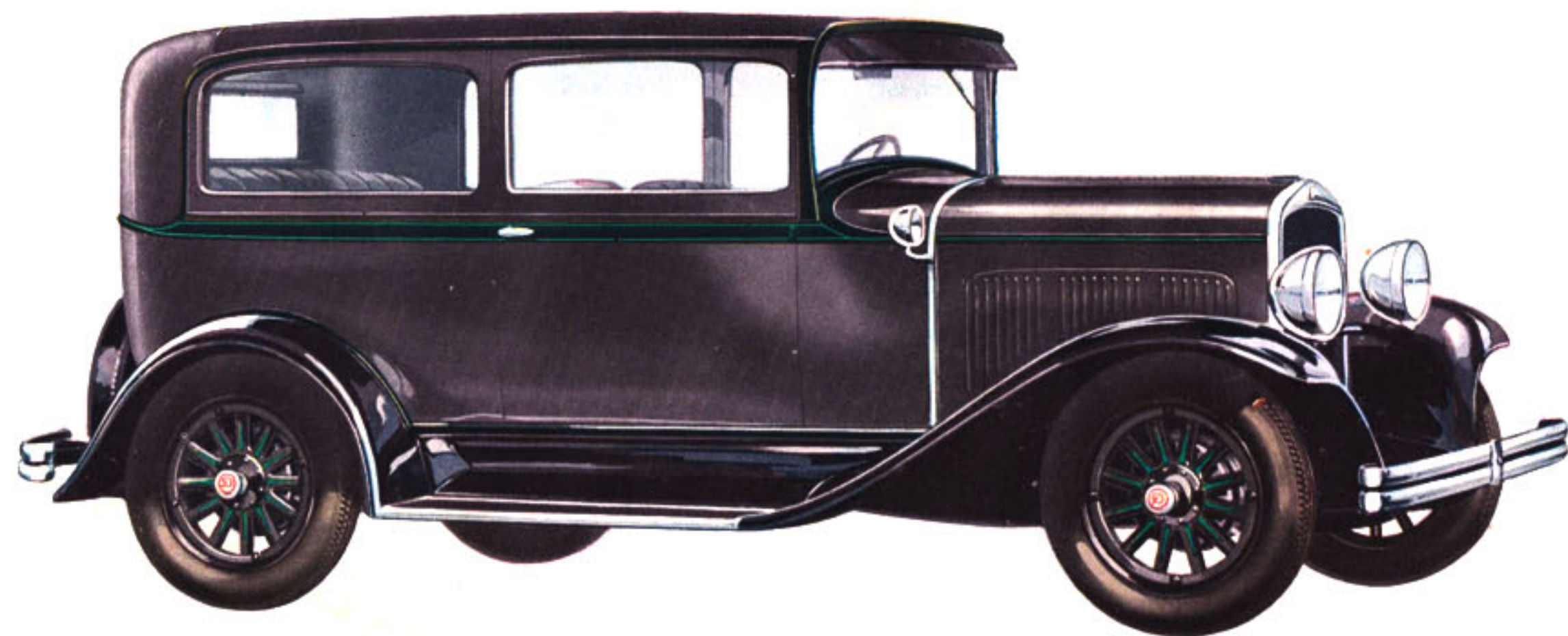
FINELY fashioned as to every detail is this shapely and spirited two-passenger model—a genuine achievement in the De Soto price class.

Outer appearance is smart, with the full array of typical De Soto style features, enriched by a handsome, two-tone color treatment. Rear and quarter panels are in the top material and embellished with an enameled landau bow.

A rear deck of singular grace, arched window silhouette, hood louvres in panel grouping upon an embossed field, air-wing fenders and the new slender profile radiator complete a smart ensemble of most vigorous appeal.

The interior is richly handled. Upholstery is fine plush in plain pillow style. Chromium-plated headlamp tie bar. Doors have rich walnut finished garnish mouldings. Cushions are a resilient saddle spring type, especially designed to support passengers in normal, restful riding position. There is a rumble seat for occasional passengers.

Performance factors are on a par with the style treatment. Silver Dome, high compression engine—De Soto-Lockheed hydraulic four-wheel brakes—shock absorbers on every spring—these assure every element of spirited performance, positive control, consummate riding ease.



SEDAN COCHE

ALL the characteristic De Soto style features contribute to the charm and grace of this two-door model. The slender profile radiator with low, wide, crested cap; the panel grouping of hood louvres upon an embossed field; the graceful arch of roof line and window silhouette; the cowl band with trim cowl lamps; air-wing fenders; all are pleasing items in its impressive styling.

The comfort and convenience inherent in this body type are fully developed. Doors are wide and both front seats are double hinged, to fold forward out of the way for easy entrance and egress. The interior

is surprisingly roomy, with an abundance of head room and leg room.

Appointments are in fine car manner. Windows are framed in walnut finished mouldings. Upholstery is plush. Hardware is in Butler finish, chased in scroll designs. There are smoking and vanity cases in leather and a carpeted foot rest. And seat cushions are saddle spring type, for maximum travel comfort.

In performance, the Coche reveals the power and smoothness of a Silver Dome, high compression, six-cylinder engine, the safety of De Soto-Lockheed hydraulic four-wheel brakes, and the roadworthiness of a balanced chassis, fully equipped with shock absorbers.

Extraordinary merit in style, performance and construction features

A few of many details of design and construction which make the De Soto Six permanently satisfying

Individuality—modish charm—Easily supreme in its class is the De Soto Six upon this primary factor of value. Its slender profile radiator, an authentic style note in the newest motor car design, is topped by a low, wide filler cap.

A ridge along the crest of this cap blends into the line of the prominent hood hinge, which is chromium-plated.

Hood louvres are pleasingly grouped in panels upon an embossed field. A pleasing note in design is the uniform arch of window silhouettes, roof line, the embossed field upon the hood.

Frame ends front and rear, and the entire gasoline tank are neatly sheathed by steel panels, giving a fully tailored appearance.

Silver Dome, high compression engine—High compression performance from any standard grade of fuel. It develops 55 horsepower, delivers a smooth, flexible power stream. Four-bearing crankshaft fully balanced and counter-weighted; four-bearing camshaft; Isotherm Invar light alloy pistons; pressure lubrication with oil filter; crankcase ventilation—in every

regard, a modern, fine car power plant fully developed, highly refined.

De Soto-Lockheed hydraulic four-wheel brakes—Surety of positive control in modern traffic. Internal expanding, inherently equalized, with special provision for automatically maintaining a constant supply of liquid in the operating system at all times.

Iso-therm Invar light alloy pistons—With tongue and groove piston rings. Smooth, spirited performance, flashing get-away. Rapid dissipation of heat, high performance efficiency, long engine life.

Crankcase ventilation—A draught automatically induced by the forward motion of the car serves to draw injurious gases from the crankcase. The air inlet through the oil filler cap is fitted with vanes to give an air cleaner effect.

Smoothest riding ease—Semi-elliptic springs are mounted in special shackles, which insure automatic shackle adjustment, and are fitted with a full installation of shock absorbers precisely adjusted to De Soto spring reactions.



AXLES—Rear—Semi-floating, pressed steel housing. Drive gear and pinion, nickel chrome-vanadium steel, spiral bevel type. Gear ratio 4.7 to 1.

Axle Shaft—Forging of high alloy chrome-nickel steel, heat-treated; 1 $\frac{3}{8}$ " diameter at outer bearing end.

Front—Heat-treated, I-section drop forging. Adjustable tapered roller wheel bearings. Steering arms chrome-nickel steel forging.

BRAKES—Service—De Soto-Lockheed hydraulic, internal expanding. Drum 11" diameter, brake facing 1 $\frac{1}{2}$ " wide.

CARBURETOR—Plain tube type with adjustment for idle speed. Equipped with air cleaner. Vacuum fuel feed.

CLUTCH—Single dry plate type. Driven disc 8 $\frac{7}{8}$ " in diameter with asbestos composition facing riveted to it on each side.

COOLING SYSTEM—Water (capacity 2 gallons) circulated by centrifugal pump. Extra large passages completely surround each cylinder and each valve. Cellular radiator with detachable shell. Four-blade 14 $\frac{3}{4}$ " fan driven by V-belt, adjustable.

ENGINE—Silver Dome, high compression, L-head type, water cooled, six cylinders. Bore, 3"; stroke, 4 $\frac{1}{8}$ "; S.A.E. horsepower, 21.6; developed horsepower, 55. Full force feed lubrication to all crankshaft, camshaft, and connecting rod bearings. Positive spray from metered hole in connecting rod bearings lubricates cylinders and valve mechanism. Four-bearing crankshaft. Four-bearing camshaft. Iso-therm Invar light alloy pistons. Vacuum fuel system. Rubber mountings. Crankcase ventilation. Oil filter. The Roadster has the "Red-Head" engine as standard equipment.

ELECTRICAL SYSTEM—Single wire system.

Generator—Third brush regulation, six-volt type.

Starting Motor—Six-volt type with Bendix drive.

Battery—Six volts, ninety-three ampere hour capacity.

Ignition—Top outlet waterproof distributor and coil. Semi-automatic advance.

FRAME—Pressed steel, wide flange. Channel 5" deep Flanges, 1 $\frac{3}{4}$ " wide at center section. Four cross members.

OVERALL LENGTH (with bumpers)—169 inches.

SPRINGS—Semi-elliptic. Front—Length, 35 $\frac{1}{2}$ "; width, 1 $\frac{3}{4}$ ". Rear—Length, 53 $\frac{1}{2}$ "; width, 1 $\frac{3}{4}$ ".

STEERING GEAR—Semi-irreversible, worm and sector type. Adjustable for wear. Steering arm drop forging heat-treated.

TRANSMISSION—Three-speed, selective sliding-gear type Unit with engine. All gears are chrome steel.

WHEELS—Wood, artillery type. Demountable rims. Non-skid tires, 5.00 x 19.

INSTRUMENTS AND EQUIPMENT—Shock absorbers on all models. Automatic windshield wiper. Ignition lock; stop light; speedometer; ammeter; oil gauge; electric fuel gauge on dash; throttle, and headlight control levers on steering wheel; tools; grease gun; etc.

RED-HEAD—If you prefer the use of high compression fuels with their still greater power producing qualities, you can assure yourself of getting their maximum benefits by installing the famous Chrysler "Red-Head" on any De Soto body model, at a moderate price.

SPECIAL NOTICE—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 install same on motor vehicles previously purchased.

NOTE: Wire wheels, fender wells, spare tire, trunk rack and bumpers are available as extra equipment

DE SOTO MOTOR CORPORATION OF CANADA, LIMITED - WINDSOR, ONTARIO

Division of Chrysler Corporation of Canada, Limited

