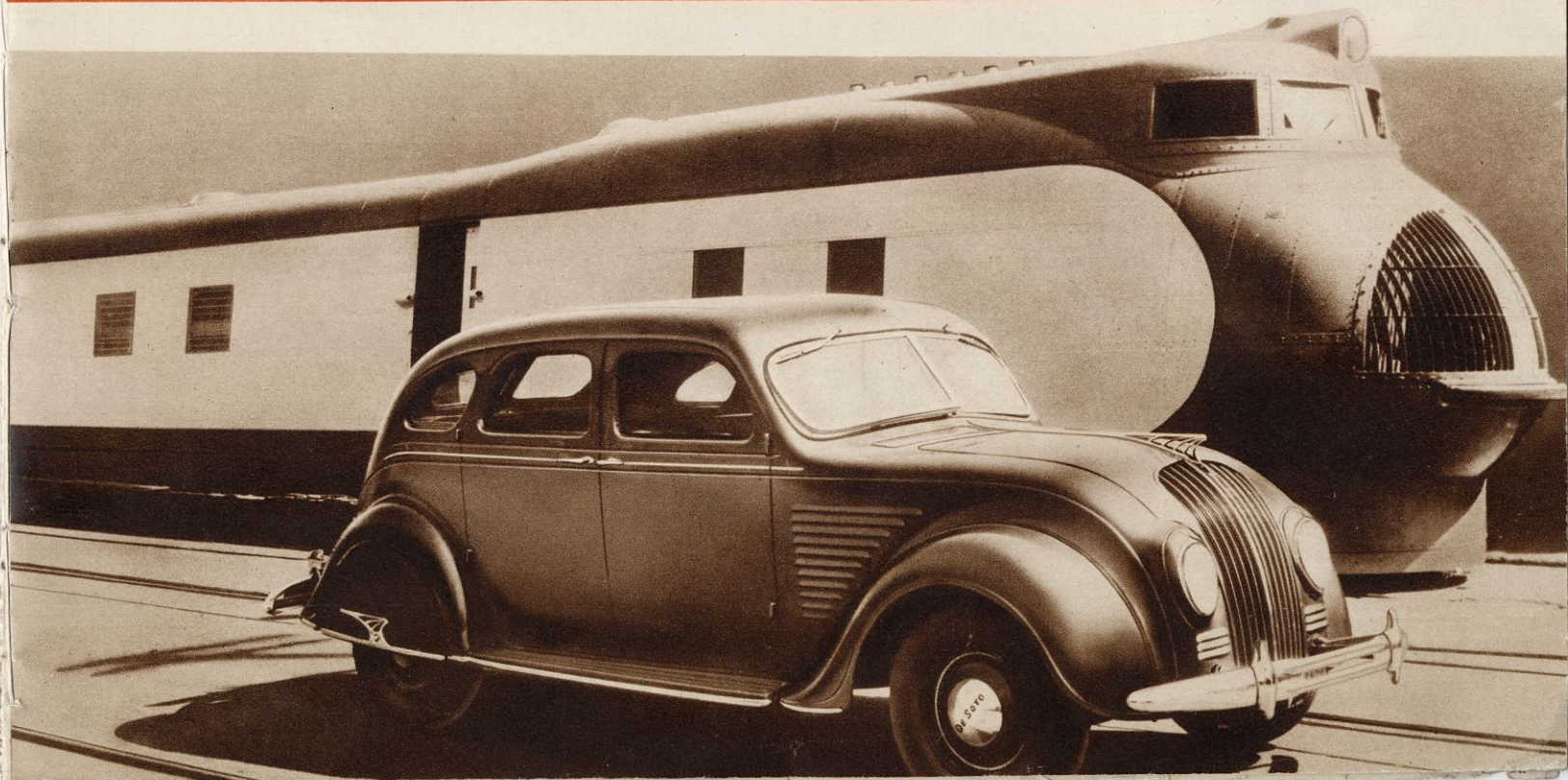
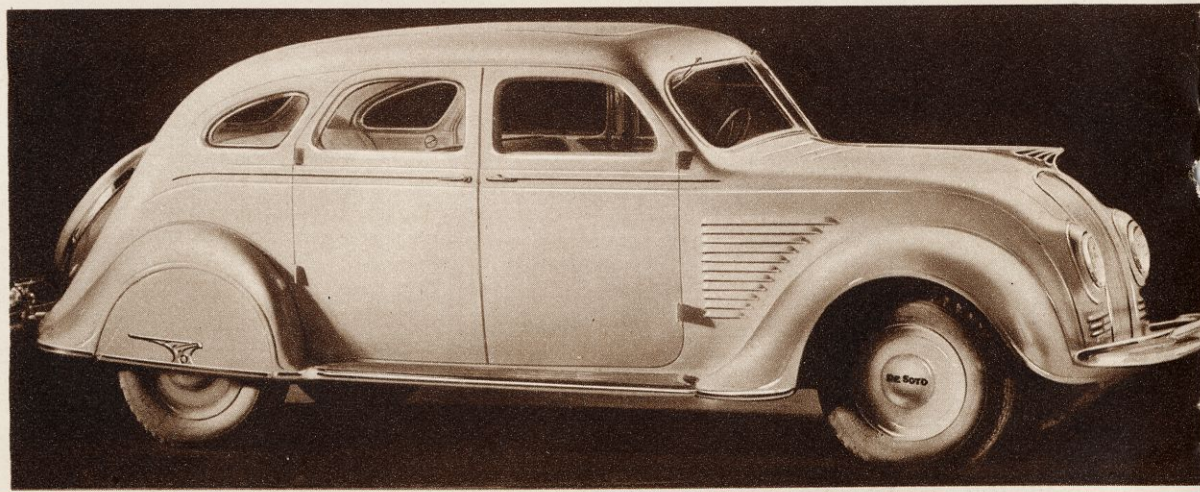
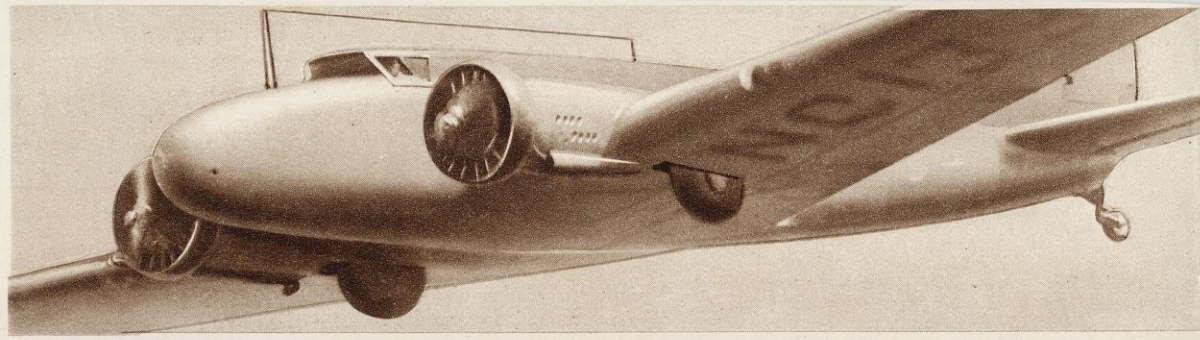
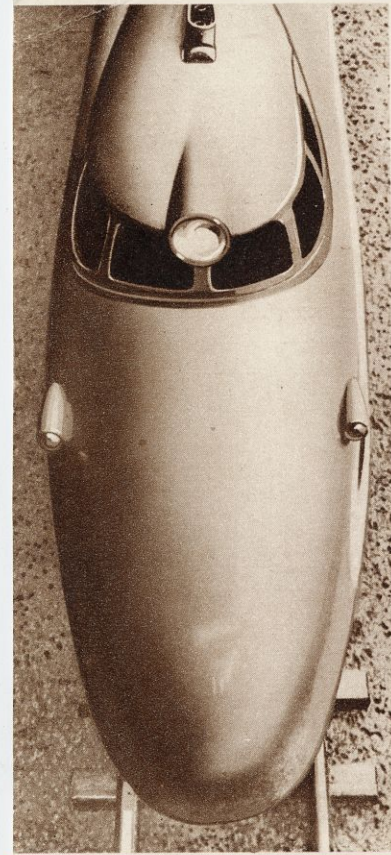


17B

TWENTIETH CENTURY TRAVELOG

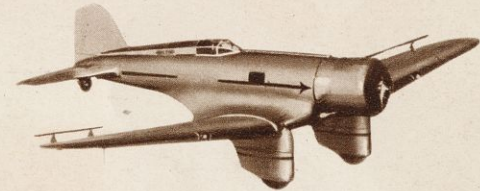




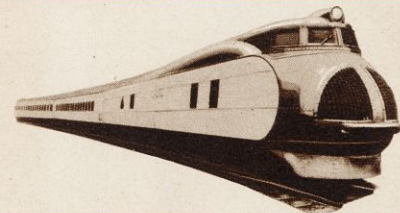
THREE NEW WAYS TO GO PLACES

HOW THEY CAME TO BE...

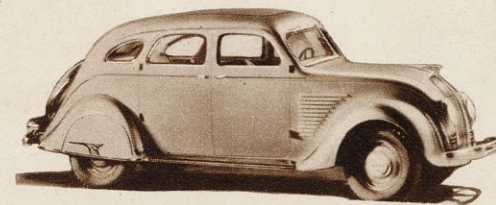
FIRST—THE STREAMLINE PLANE One of the first problems that the pioneers of flying had to solve was . . . wind resistance. Gradually the study of aero-dynamic design became a science. Builders learned how to streamline every inch of a plane's surface. You can now fly from coast to coast in less than a day.



THEN—THE AERO-DYNAMIC TRAIN Trains have looked just about the same for as long as we can remember, but big changes are taking place. Several American railroads already have streamlined trains capable of more than 100 miles per hour in actual operation. The study of aero-dynamics has begun the Revolution on Rails.

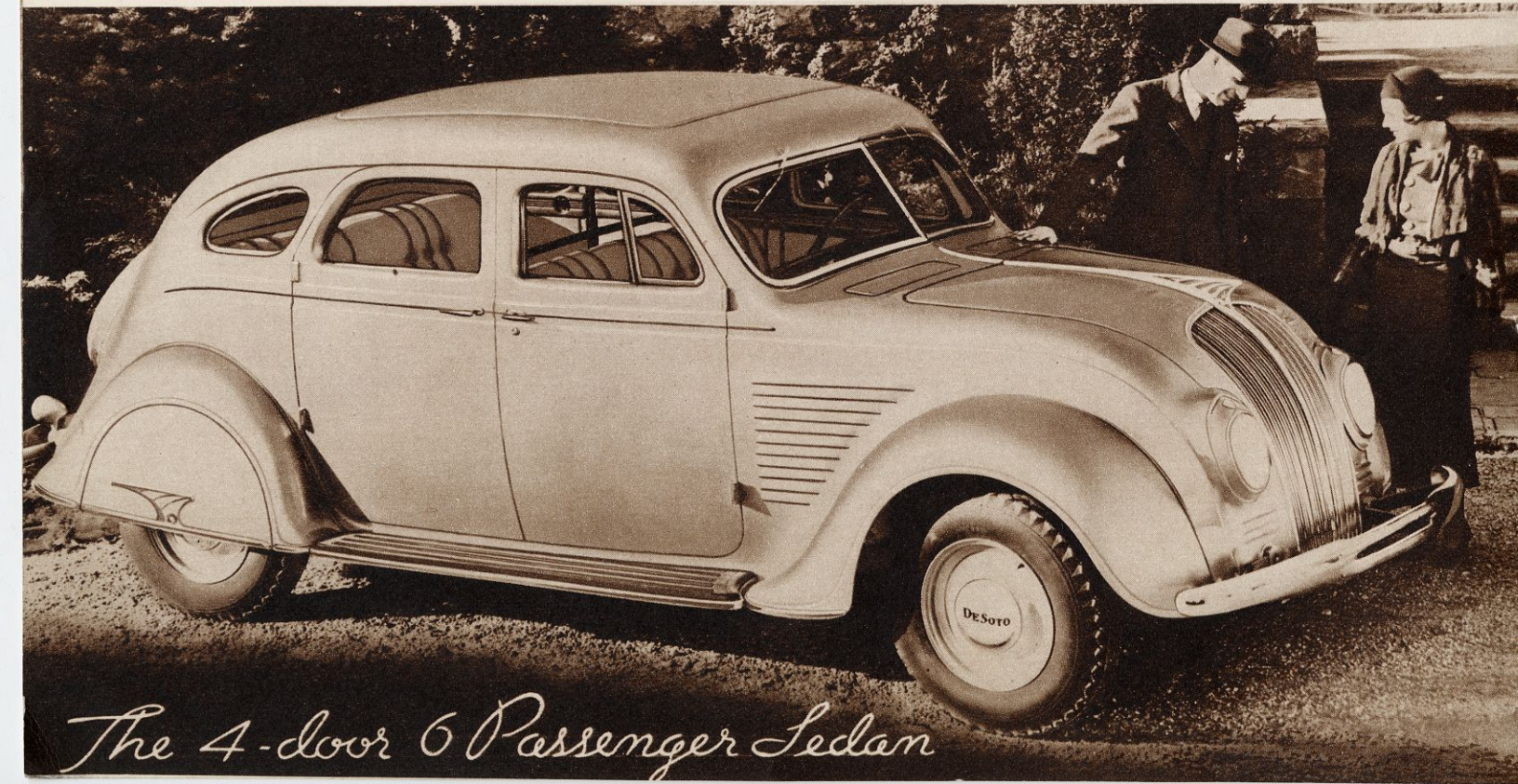


NOW—THE AIRFLOW DE SOTO At last . . . a new way to travel on the highways. Tomorrow's car is here today . . . bringing you more modern beauty, more room and more comfort than you have ever known before. Sound aero-dynamic engineering produced the Airflow De Soto. Its flowing lines and rugged strength are natural results. "Airflow" is not just a word, it is a motoring sensation that you can only appreciate after your first Floating Ride.



A NEW KIND OF CAR

From the racy sweep of its front to the trim taper of its back, the AIRFLOW De Soto lives up to its name. It is a truly aerodynamic car . . . new in comfort and in the way it drives. And this newness is the difference between the old style and the new!



The 4-door 6 Passenger Sedan



The 2-door 6 Passenger Sedan

MODERN IN BEAUTY

Like the new streamlined planes and aero-dynamic trains, the fleet-looking beauty of the AIRFLOW De Soto typifies this modern age. So gracefully do its lines stream and flow that it seems to be moving even while standing still! Correct design has created its own modern beauty.

MODERN IN STYLE

Trim and shapely as a smart craft . . . with lines that suggest all things made to move fast . . . De Soto's distinctive style is winning friends the country over. Inside . . . its appointments are also in the modern manner.



The 3 Passenger Coupe with Enclosed Rumble Seat



RIDE RELAXED AT 80 M. P. H.!

If you hurtle suddenly onto a bumpy road . . . in a conventional car . . . it's just too bad for the back seat passengers! They are jogged up and down . . . flung from side to side.



Here's a car of the traditional type. Notice where the back seat passengers are placed—directly above the rear axle which causes the bumps and jars.



Now see how the seats are placed in De Soto's new arrangement—cradled between the axles for a balanced, "levelized" ride.

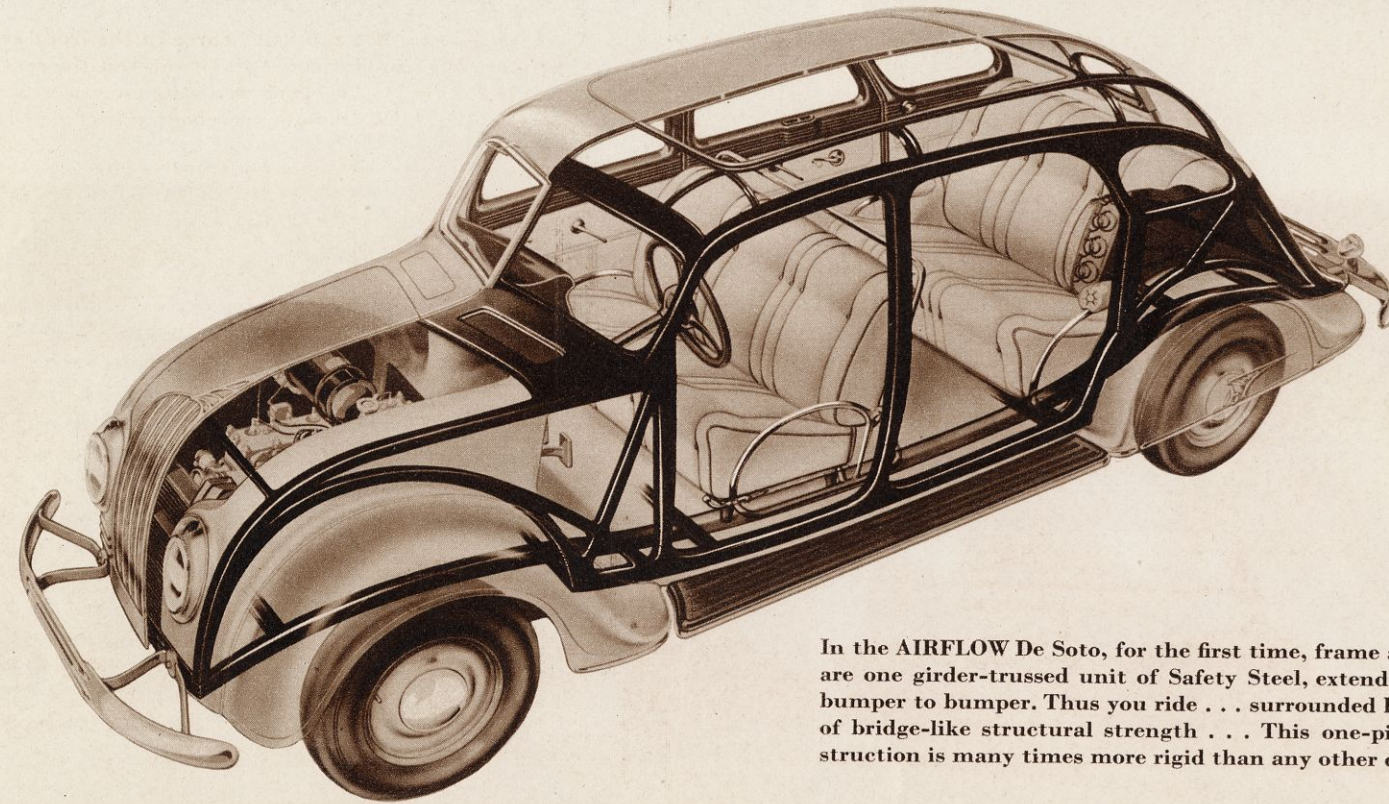
The improvement of De Soto's "Floating Ride" is so remarkable that . . . You can sit in the back seat of a new De Soto . . . recline comfortably . . . relax . . . or actually read or write . . . at 80 miles an hour!



IT BANISHES BUMPY RIDES

ROOMY COMFORT FOR SIX

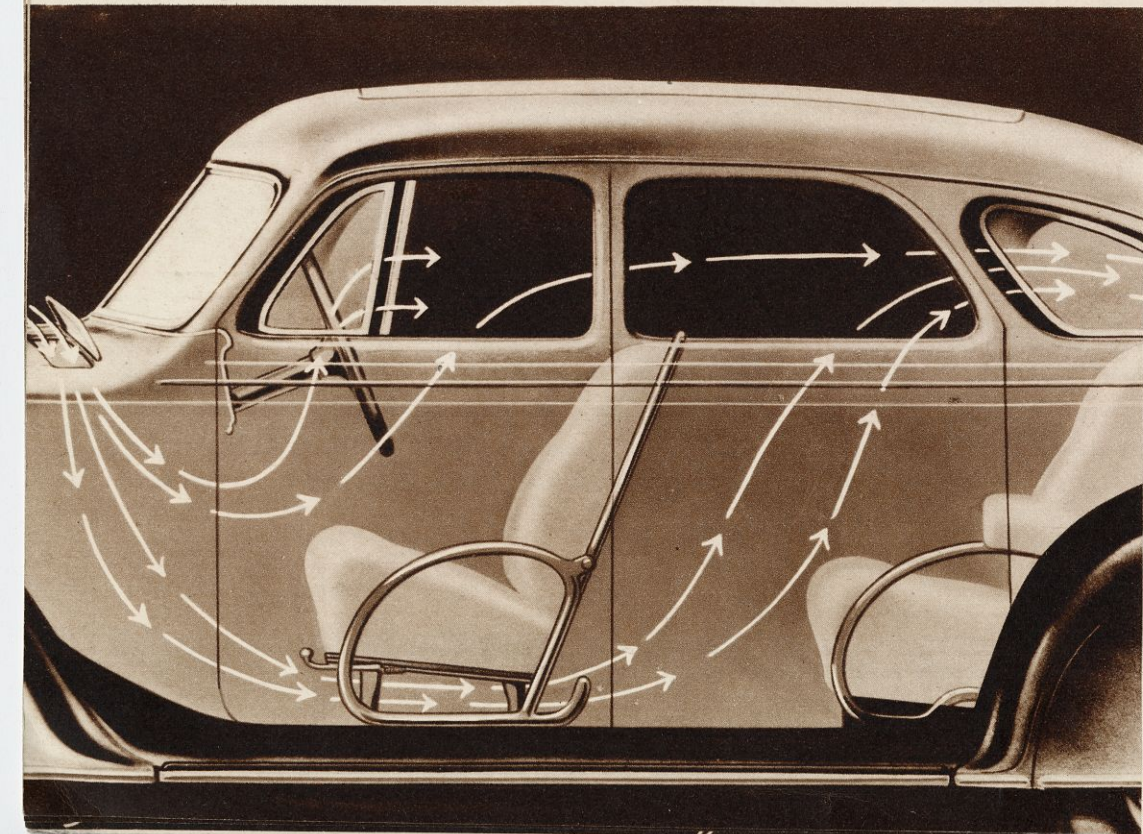
At last—a car that can “sit” three in the front as comfortably as older cars “sit” two! And the seat in the rear is just as spacious as the one in front! In the AIRFLOW De Soto everybody rides relaxed.



In the AIRFLOW De Soto, for the first time, frame and body are one girder-trussed unit of Safety Steel, extending from bumper to bumper. Thus you ride . . . surrounded by beams of bridge-like structural strength . . . This one-piece construction is many times more rigid than any other car built.

BUILT LIKE A BRIDGE

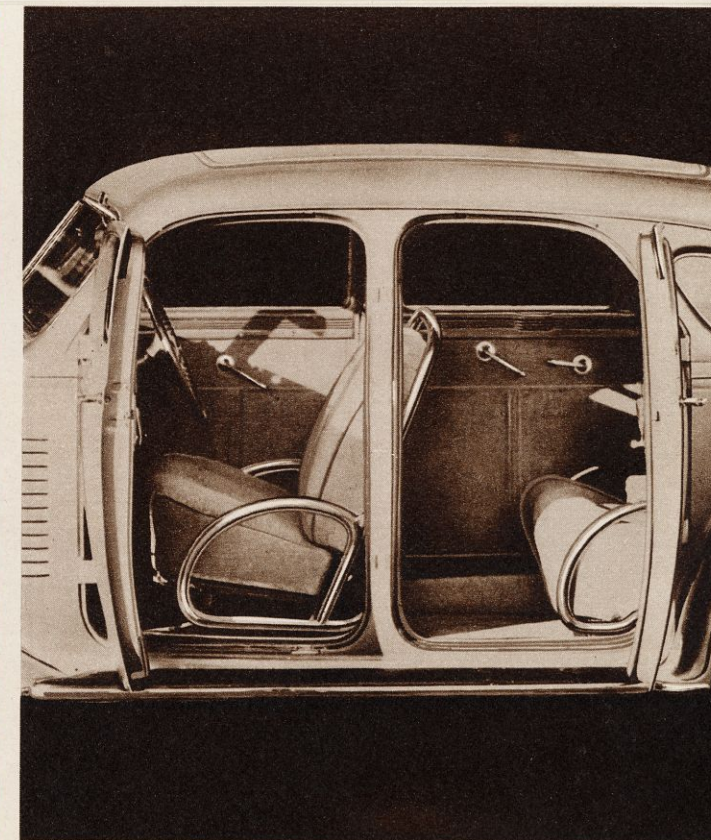
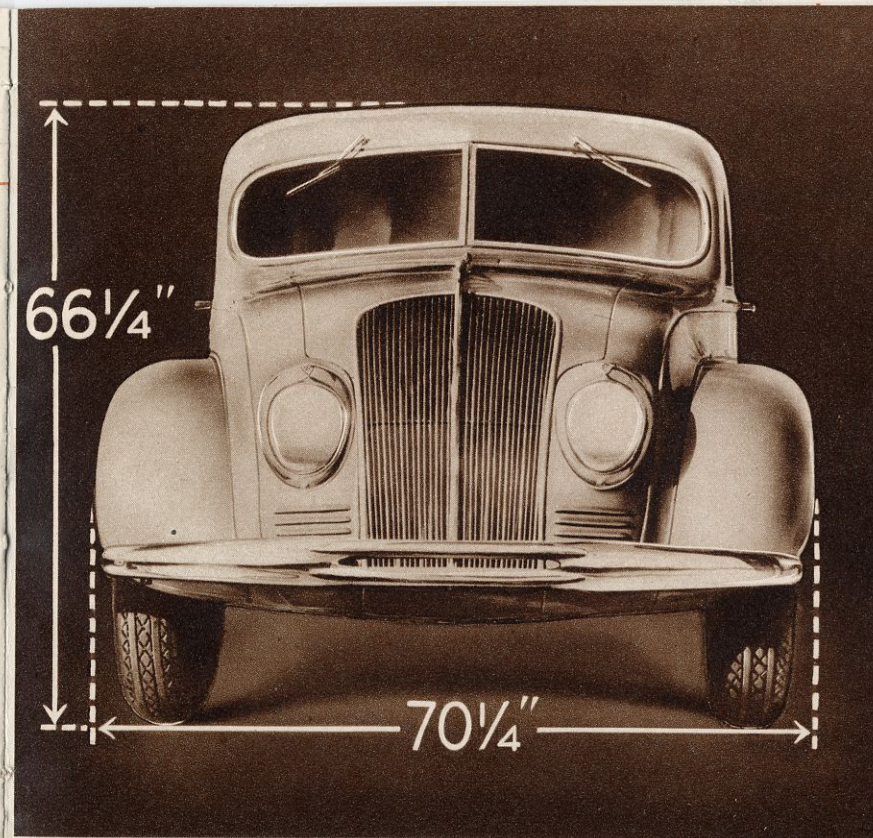
TOP AND BOTTOM VENTILATION



One of the greatest handicaps of cars of conventional design has been inadequate or "drafty" ventilation. From the inside and the outside, De Soto solves this difficulty as it has other problems of old-style cars.

You can open the front window of the AIRFLOW De Soto and feel no draft whatsoever. The back windows are of swivel design, as shown in the picture here. By a turn of the wrist the car can be ventilated at all times exactly as you want it.

And as the picture also shows, notice that the front seat is raised from the floor. With cowl ventilators open, air passes under the seat. There is complete, natural circulation along the floor, as well as overhead.

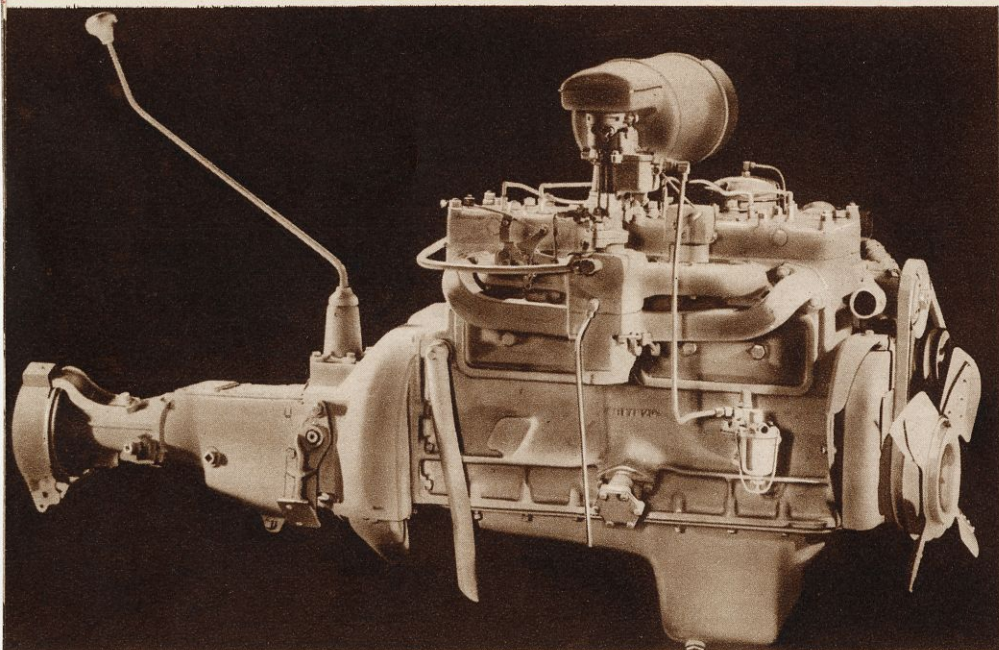


SAFER TO RIDE

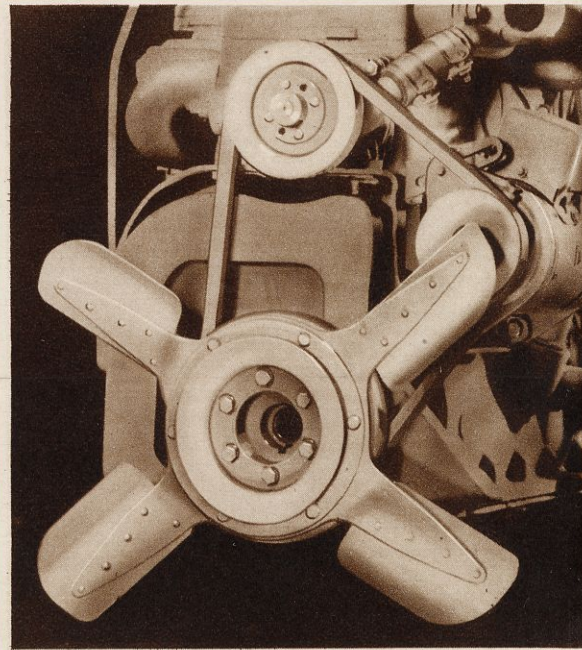
In the picture at the left you notice that the AIRFLOW De Soto is wider than it is high. This prevents side sway and adds to safety on the turns . . . Statistics show that a surprising number of accidents occur while entering or leaving cars. De Soto's wider doors virtually eliminate this hazard. And the rear door is as wide as the front.

MORE POWER...MORE SPEED

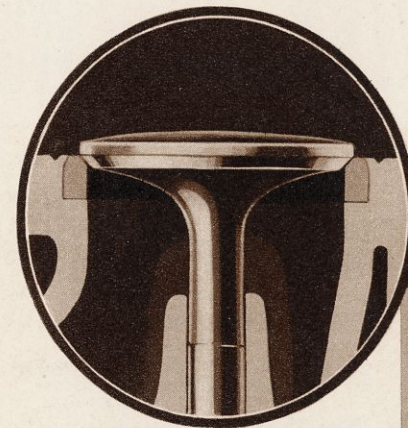
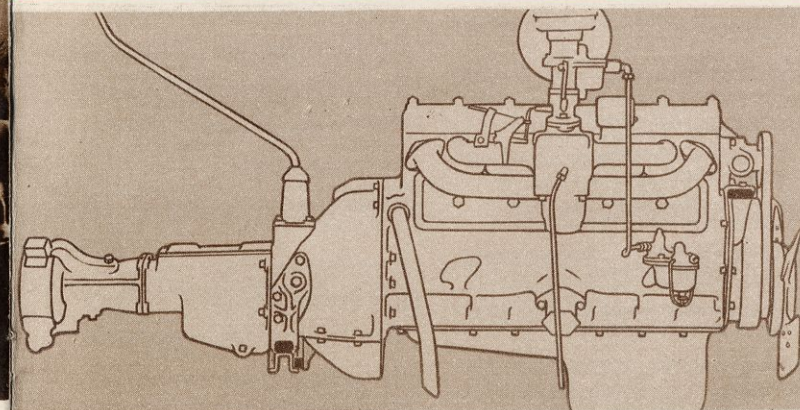
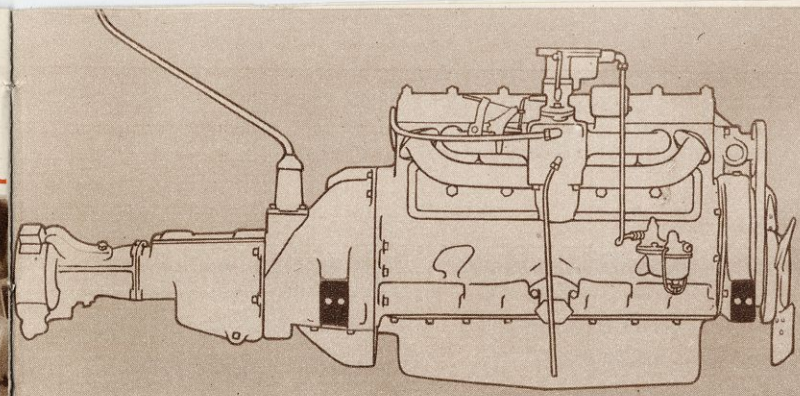
Aero-dynamic design reduces the severe resistance of the wind while travelling at high speeds. Thus the power of the new De Soto is greater than ever . . . to turn the minutes into swift, smooth miles.



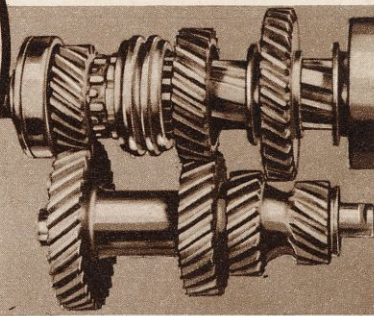
Above—The AIRFLOW De Soto is powered by a 100 Horsepower, high-compression, aluminum cylinder-head engine. It represents the last word in perfected motor design. Bore and stroke $3\frac{3}{8}$ " x $4\frac{1}{2}$ " . . . piston displacement 241.5 cubic inches. In conjunction with the aero-dynamic design of the car itself, it means that De Soto is the speediest, most powerful, most flexible car in its class.



Above—The X-type fan is mounted on the crankshaft and no longer driven by belt. Relieved of this load, the belt will probably last the life of the car.



Left—De Soto's special alloy valve seat inserts reduce valve grinding to a minimum. Below—The Easy-Shift Transmission with helical-cut gears is silent in all speeds.



The diagram at the top to the left shows how a conventional engine is mounted. There is more weight above the "center of mass" than below with the result that the engine is top heavy and the vibration is transmitted to frame and body. De Soto's engine has Floating Power engine mountings as illustrated in the lower diagram which permit it to rock slightly in its natural axis. Because it is permitted to oscillate and is *not* bolted rigidly, no vibrations can possibly reach you. This means a smoother, easier, more comfortable ride that only Floating Power affords.

BETTER PERFORMANCE ALL AROUND

DRIVE THE AIRFLOW DE SOTO

Scientific Airflow Design
Distinctive New Beauty
Floating Ride
All-Steel Unit Body and Frame
Entirely New System of Ventilation
Airwheel Tires (6.50 x 16)
Adjustable Rear Quarter Windows
Wider Doors for easier entrance and exit
Three Passenger Front Seat
Roomier Insulated Steel Bodies
Long, Oilite Squeak-Proof Springs with Covers
Cradled Comfortable Lounge Seats
Duplate Safety Non-Glare Glass in Windshields, Wings and Rear Quarter Windows
Luxurious Frieze Upholstery
Bandit-Proof Door Locks
Dual Cowl Ventilators

Disc or Steel Spoke Artillery Wheels
Glove and Parcel Compartment in Dash
Modern Distinctive Hardware
Rear Fender Shields (optional at slight extra cost)
New Type Floor Covering
Steering Shock Eliminator
Lower Center of Gravity
Additional Head Room
Beautiful Instrument Panel
Bonderized Rustproof Sheet Metal
Wired for Philco Transitone Radio
Fully Adjustable Steering Column
Improved Visibility with Wider Individually Controlled Windshields
Flex-Beam Safety Headlamps

Large Enclosed Luggage Compartment
Dual Windshield Wipers
Twin Safety Stoplights
New Type Front Seat Adjustment
100 h. p. Engine with Aluminum Cylinder Head
Patented Floating Power Engine Mounting
Over-Drive Transmission with Noiseless Planetary Gears (at extra cost)
Selective Type Free Wheeling
Larger Hydraulic Brakes with Centrifuge Drums
Conveniently Located Independent Hand Brake
Automatically Controlled Hydraulic Shock Absorbers
Easy-Shift All-Silent Transmission
Thermostatically Controlled Cooling System
Silent "U" Threaded Shackles

Heat-Resisting Chrome Alloy Steel Valve Seat Inserts
Positive Fuel Pump
Crankcase Ventilating System
Oil Filter
Counterweighted Crankshaft
Torsional Impulse Neutralizer
Dependable Heavy Duty Ignition
Full Pressure Engine Lubrication
Automatic Choke
Aluminum Alloy Pistons with T-slot
Four Piston Rings
Air Cleaner
Carburetor Intake Silencer
Down-Draft Carburetor
Fan operated directly off crankshaft
Manifold Heat Control
Silent Timing Chain
Ride Stabilizer

ENGINE—De Soto 6-cylinder, L-head, with Patented Floating Power engine mountings. Bore, $3\frac{3}{8}$ " ; stroke, $4\frac{1}{2}$ ". Piston displacement, 241.5 cu. in. Taxable horsepower ratio 27.34. 100 horsepower developed at 3400 r.p.m. with aluminum high-compression cylinder head (6.2 to 1 compression ratio).

CRANKSHAFT ASSEMBLY—Crankshaft drop-forged from special high-carbon steel, balanced at rest and in motion. Seven counterweights. Impulse neutralizer. Four steel-backed main bearings. Aluminum alloy T-slot pistons, matched in weight with connecting rods. Four rings on each piston.

CAMSHAFT—Driven by silent chain from the crankshaft. Four camshaft bearings.

ENGINE LUBRICATION—Force feed from gear-type oil pump, through rifle-drilled cylinder block passages to front end drive chain, to main, connecting rod and camshaft bearings. Pressure spray to pistons, piston pins, valve stems, valve cams and valve tappets. Oil filter and crankcase ventilator. Capacity 6 quarts.

CHASSIS LUBRICATION—Pressure grease system.

ENGINE COOLING—Water-cooling by centrifugal pump. $19\frac{1}{2}$ -in. 4-blade fan. Double action thermostatic water control. Complete circulation around all cylinders and valve seats. Cellular type radiator.

FUEL SYSTEM—Plain-tube down-draft carburetor. Air cleaner, double unit type combined with intake silencer. Accelerating pump. Pump feed from 16-gallon supply tank.

ELECTRICAL SYSTEM—Six-volt battery ignition. Fully automatic spark advance. Voltage limit relay. Battery capacity, 15 plates, 115 ampere hours.

CLUTCH—10-in. dry, single plate, with shock-absorbing center. Asbestos linings. Ball-bearing release. Pilot bearing, Oilite bronze bushing.

TRANSMISSION—Constant-mesh, easy-shift type. Three speeds forward and one reverse. All helical gears. Quiet in all speeds, including reverse. Ball and roller bearings.

FREE WHEELING—Selective cam and roller type. Located rear of transmission. Operates in all forward speeds. Automatically locks out in reverse.

OVER-DRIVE—Noiseless helical planetary gears. Automatically controlled through accelerator pedal, reducing engine speed at higher car speeds, providing longer life and smoother engine operation (at extra cost).

FINAL DRIVE—Hotchkiss type. $2\frac{3}{4}$ " tubular propeller shaft statically and dynamically balanced. Two ball and trunnion universal joints with special roller bearings.

REAR AXLE—Semi-floating type enclosed in steel-stamped banjo housing. Spiral bevel gears of chromium nickel alloy steel. Eight roller bearings. Two tapered roller bearings at each rear wheel. Drive ratio 4.37 to 1 in Sedans, 4.11 to 1 in Coupe. Road clearance, $8\frac{1}{2}$ ".

STEERING—Semi-irreversible. Worm and roller type. Steering wheel, 3 spokes; 17" diameter. Steering wheel adjustable.

SPRINGS—Semi-elliptic. Squeak-proof Oilite inserts between leaves. Silent-U shackles. Rubber bushings at front ends of rear springs. Spring covers, standard.

BRAKES—Hydraulic, 4 wheel, internal-expanding self-equalizing and weatherproof. 11" x 2" centrifuge drums. Separate hand brake, 6" cast iron drum, on propeller shaft.

SHOCK ABSORBERS—Hydraulic, front and rear.

WHEELS—Five demountable steel-spoke or disc wheels. Drop center rims, 16" x 4.50".

TIRES—6.50x16, 4-ply, non-skid Air-wheel type.

BODIES—All-steel unit body and frame. Insulated against sound. Bodies wired for radio.

INSTRUMENT PANEL—Indirectly lighted. Includes speedometer, ammeter, fuel gauge, oil pressure gauge, engine temperature indicator, large glove box, windshield control cranks, cowl ventilator controls. Special ash trays in instrument panel. Special medallion in instrument panel removable for replacement by radio control.

VENTILATION—Special draftless ventilation system. Pivoted "butterfly" wings and rising glass panels in front windows. Rising glass panels in rear door windows. "Butterfly" wings in rear quarter windows. "Butterfly" wings and windshields of safety glass. Two cowl ventilators. Front seat raised from floor permitting thorough ventilation front and rear.

De Soto Motor Corporation reserves the right to change prices and make improvements in their cars without incurring obligations on cars sold previously.

PRINTED IN U. S. A.

IT'S BUILT TO STAY IN STYLE!

THE NEW AIRFLOW DE SOTO

AMERICA'S
FIRST REAL
AERODYNAMIC
CAR

