

Our thanks to Rodney Norton for his contribution. We will try to fit the silicon article in the near future. The luggage rack also has different tail light stands that give more width between the



# CONFIDENTIAL BULLETIN

DE SOTO MOTOR CORPORATION

DIVISION OF CHRYSLER CORPORATION

August 30, 1934

No. 442

TO ALL DE SOTO DIRECT DEALERS (EXCEPT TEXAS):

During the past few months we have received a number of requests from our dealers for a luggage carrier which could be used on the Airflow De Soto to accommodate additional baggage, such as a trunk or other items of equipment which cannot conveniently be carried in the luggage compartment which is built into the car.

We have accordingly developed a luggage carrier which we believe is both desirable and practical in every respect.

In order to more accurately determine the demand for this equipment, we have had a limited number of luggage carriers built up by hand, which, of course, has necessarily made the price slightly higher than would be the case should the demand warrant building the tools to produce this equipment on a production basis.

The Direct Dealer's net wholesale price for this luggage carrier is \$37.50, installed at the factory.

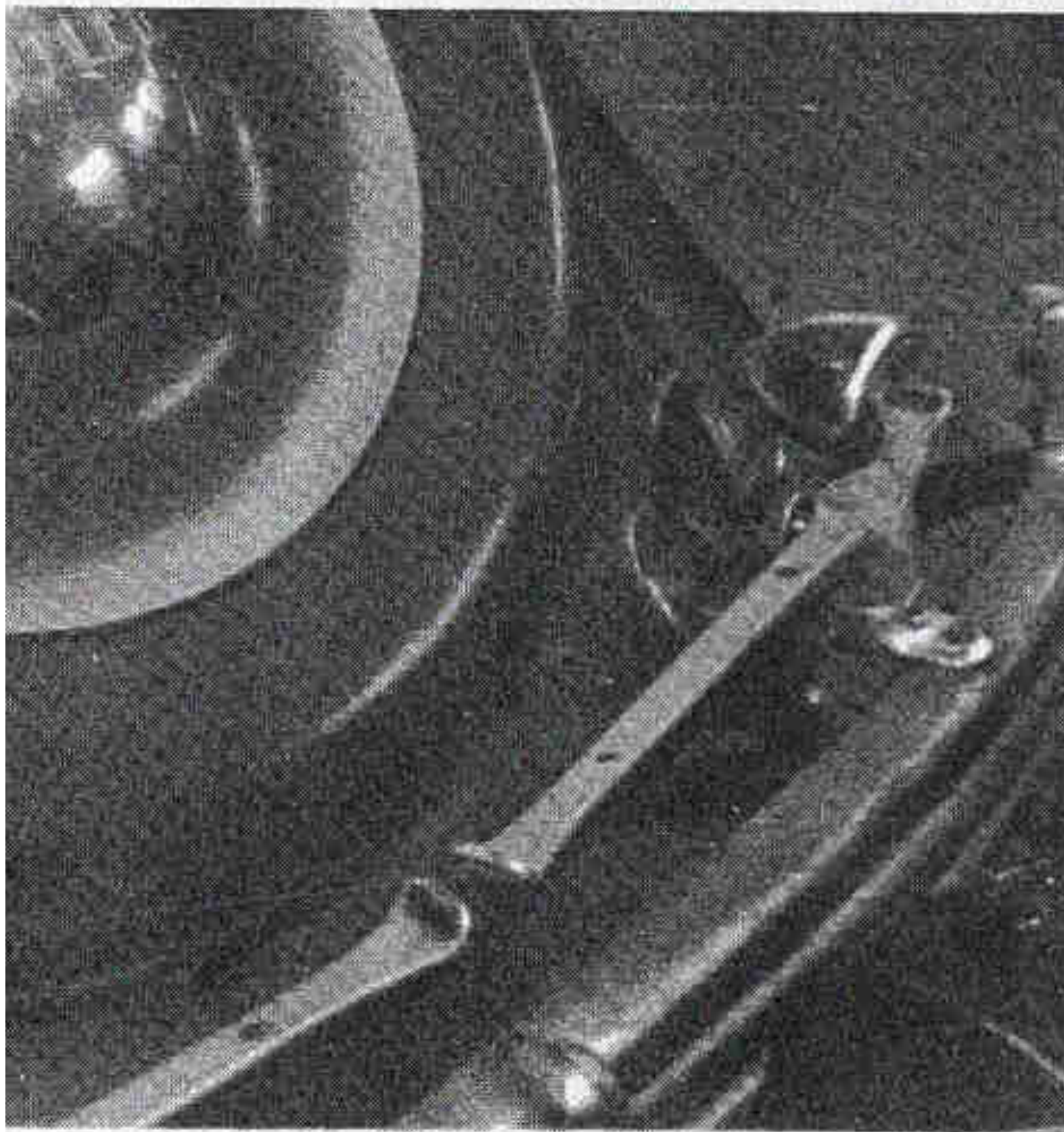
It is suggested that, in view of the limited supply available, you advise us immediately in the event you desire a car with this equipment.

L. G. Peed  
General Sales Manager

Dear Jim and Paula-

I think the information in this DeSoto "Confidential Bulletin" of August 30, 1934, will answer Rodney Norton's questions about the luggage rack in your December issue. There is at least one more car extant with such a rack; a 1934 Chrysler Sedan in a museum in Europe. Bill and Barbara Young brought back pictures of it from a European trip several years ago. While it's probable that not very many of them were sold, it was popular enough to become a standard accessory item and is listed in Group 1-AM of the 1935 DeSoto Parts List as being applicable to SG DeSoto. It was offered in different forms, some with and some without the special bumper brackets; hence the difference between Rodney's specimen and the one in the museum. The item does not appear in the 1935 Chrysler Parts List, but obviously could be used on Chrysler as well.

LUGGAGE  
CARRIER  
FOR  
AIRFLOW  
DE SOTO



Thanks to Ross for the copy of the  
Confidential Bulletin and to the  
Youngs for the photo. Ed.