

The
Airflow De Soto

**AIRFLOW DE SOTO FEATURES
DESCRIBED IN THIS SECTION**

Refined appearance.
New built-in trunk.
Roomy, luxurious interior.
Body ventilation.
Airflow design.
The Floating Ride.
Balanced weight distribution.
Correct spring action.
Easy, shockless steering.
Airflow unit frame and body.
New steel top.
Belgian Roll.

In this section of the Data Book you will find complete illustrated descriptions of the features exclusive to the Airflow De Soto. These special features are, of course, in addition to the features common to both the Airflow De Soto and the Airstream De Soto which are described in the General Features Section of this book.

1936
DE SOTO
AIRFLOW

AIRFLOW DE SOTO

In 1934 De Soto announced the first new Airflow models. Today, after the passage of only two short years, the trend in the automotive field is so decidedly toward Airflow principles and Airflow lines that there can no longer be any doubt as to the final and complete acceptance of the design by all manufacturers.

In ordinary cars the valleys between the fenders and the hood are rapidly disappearing, radiators are being rounded at the brow to simulate the sweeping curves of Airflow design, windshields are slanting backward and outward, and, finally, the rear panels are assuming the graceful streamlines which so distinguished De Soto two years ago.

De Soto salesmen are in the most advantageous position today of any time in the history of the company. They still have to offer the most advanced and scientifically correct aerodynamic car in its price class, and at the same time they have the advantage of riding the crest of the wave of public acceptance of the Airflow principles. There can be no question about it, Airflow De Soto sales in 1936 will be limited only by the amount of enthusiasm and selling energy put into the sales drive by De Soto salesmen.

But this enthusiasm and selling energy must be intelligent and backed by a thorough knowledge of the sound engineering principles involved in Airflow design and the many extra advantages which this design makes possible. Before discussing these advantages, however, let us first tell you of the many changes that have been made to enhance the smart, modern appearance of the Airflow De Soto for 1936.

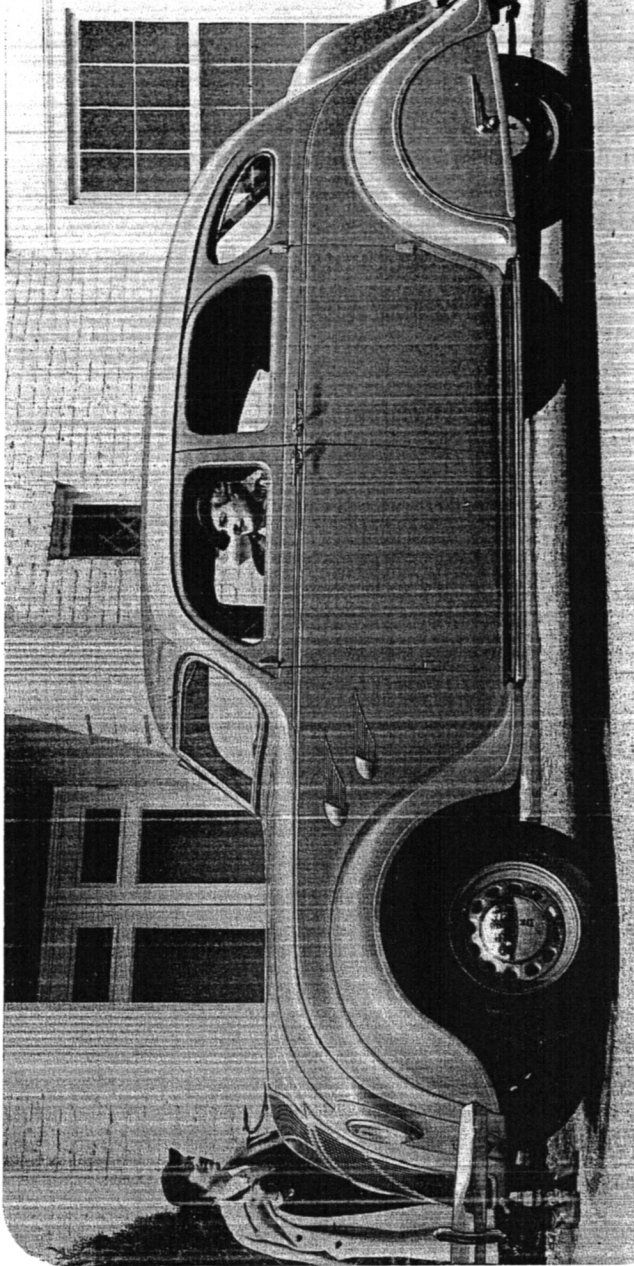
New Refined Appearance

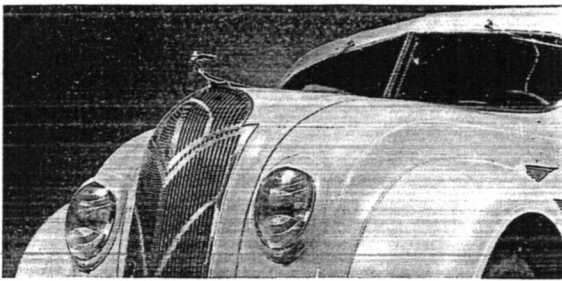
Skillfully refined with the facile touch, the unmistakably fine strokes that mark the work of master stylists and designers, the new Airflow De Sotos for 1936 are the embodiment of true aerodynamic design with a predominating new artistic note that greatly enhances their distinctive individuality and smart, modern Airflow style.

New Radiator Grille Strikes Popular Fancy

The new die-cast radiator grille, far more attractive in form, size and pattern than any that has ever graced an Airflow De Soto front end, changes and improves frontal appearance tremendously without in any way affecting true streamlined design.

Oct. 1935—Airflow Features—3





New design die-cast radiator grille of Airflow De Soto greatly enhances front appearance.

The grille is fashioned from a trellis-like arrangement of bright chromium vertical bars in a solid convex section. The bars are gracefully curved at the top to blend into the flowing lines of the hood, and the whole section is so smoothly cast that the effect is most striking.

Tri-secting the vertical bars are three sets of semi-horizontal bars sloping gradually downward from the sides of the grille and meeting in the center in a modified V-shape.

A new note in front end decoration is introduced by working in between the gleaming chrome lines of these V-shaped bars, strips of color that match or harmonize with the body finish.

Artistic Hood Louvres

Hood louvres of a decidedly new and attractive design contribute in a large measure to the refined smartness of Airflow De Soto front end appearance. Instead of the conventional horizontal panel extending in a straight line nearly the entire length of the hood, the louvres now consist of two highly decorative wing-shaped sections. This treatment adds a very noticeable finesse and is appropriately suggestive of how every detail of Airflow De Soto design facilitates resistless passage of the car through the air at great speeds.

New Steel Top Enhances Airflow Beauty

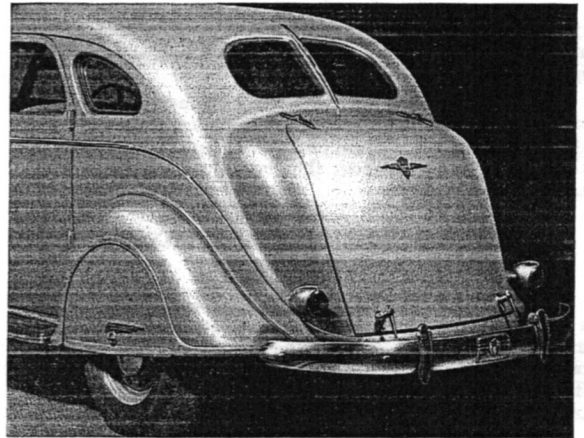
The decidedly new and impressive beauty note which is so strikingly apparent at the front of the 1936 Airflow De Sotos is heightened and carried back over the entire structure through the new "inset" steel top. Flowing smoothly from the arch of the gracefully inclined windshield, and blending perfectly into the downward sweep of the rear panel, the new steel top, finished to match

the body, gives the whole upper portion of the car an admirable new sleek and smooth lustrousness.

It is instantly apparent that in the major characteristics of frontal design, De Soto stylists have achieved decided individuality in both the Airflow De Soto and the new Airstream De Soto, yet at the same time preserving a strong family resemblance between the two.

Built-in Trunk Integral Part of Rear Body Panel

The rear panel of the four-door sedan has been redesigned and now includes a trunk which is developed skillfully into the advanced Airflow rear end streamlining in strict accordance with aerodynamic principles. It is well inside the flow of air that sweeps downward from the smoothly contoured roof so that there are no eddies or other interruptions of the air stream over the



Built-in trunk actually improves the rear appearance of the Airflow De Soto sedan.

rear end of the car to set up a vacuum or create air currents which might tend in any way to retard forward movement of the car.

The attractive, gracefully rounded form of the trunk actually beautifies the rear end appearance of Airflow sedans, particularly since it permits removal of the spare wheel and tire from the outside of the body to a compact special compartment within the trunk. Space sufficient to accommodate and permit easy handling of the spare wheel and tire has been provided in the lower



Airflow design provides much greater trunk capacity than is found in the ordinary car.

right-hand portion of the trunk. This arrangement makes available a generous amount of extra luggage-carrying space.

The trunk is fitted with a durable, cam-type lock that cannot be pried open, providing maximum protection for all trunk contents. Luggage may be much more easily placed and removed from the trunk without disturbing rear seat passengers.

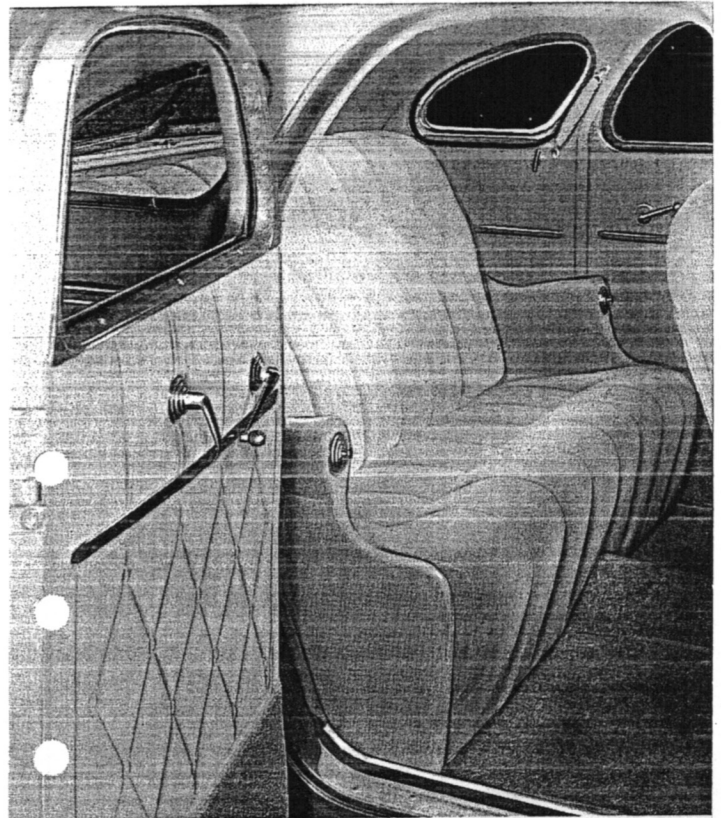
Airflow Coupes Also Perfectly Streamlined

The spare wheel and tire of the Airflow De Soto coupe is also enclosed within the body. Rear panels slope gracefully and attractively in an unbroken sweep, conforming strictly with scientifically correct streamlining. There is also an abundance of room for luggage in the compartment where the spare wheel is carried.

INTERIOR MORE BEAUTIFUL THAN EVER

Amazing improvements, adding to comfort and roominess within the body, together with notable refinements that provide luxury, smartness and modern style overtopping any previous standards, combine to make the interiors of the new Airflow De Sotos really triumphant achievements, in which all that is artistic and beautiful is joined in perfect union with the practical and useful.

Upholstery and trim materials are of the finest quality, tailored in the latest and most intriguing pattern. In



Roomy, luxurious rear compartment Airflow Sedan.

seats, cushions and every detail of interior trim, even to the inside door panels, the hand of the master interior decorator is evident.

Driver Has Better Vision

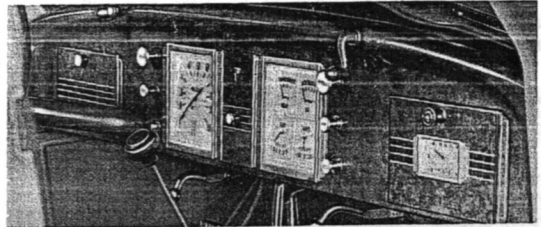
Another important improvement which gives the driver a much better range of vision forward and upward from the driver's seat is the redesigned top line of the



Three people ride comfortably in the wide front seat of the new Airflow De Soto and the unusually wide windshield provides clear, safe vision.

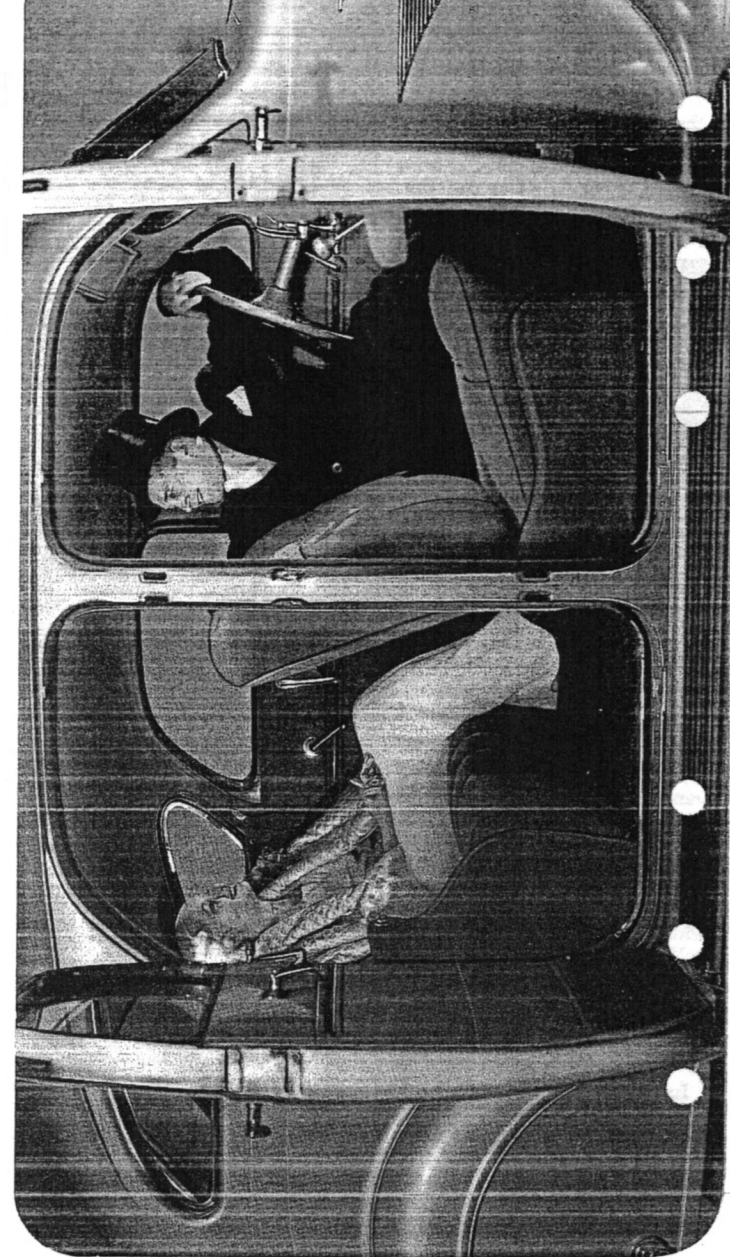
windshields, raising the moulding approximately two inches. This will be particularly appreciated by tall people and by everyone when traffic lights of unusual height are encountered.

New Instrument Panel

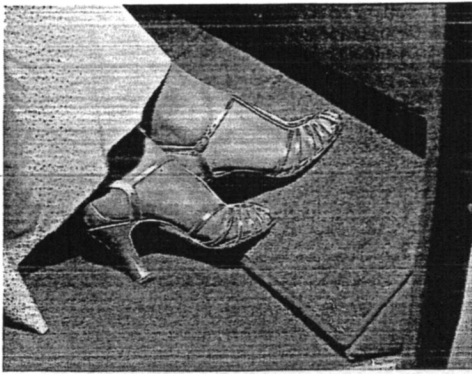


The new and smartly styled instrument panel has a complete array of instruments beautifully arranged and set off in colors to harmonize with the interior trim. Two compartments, one located in each end, provide ample space for gloves, maps, small packages, etc. The right-hand compartment door has a lock. An ash receiver is conveniently located in the center of the panel and an attractive medallion, located above the ash receiver, can be removed for the installation of radio dials.

April 1936—Airflow Features—9



New Style Foot Rest



Foot rest is incorporated in back of front seat, contributing to greater roominess—better appearance.

In the rear compartment of the sedan models a new foot rest, built into the back end of the front seat, actually provides several inches more leg room.

The new drop-type robe rail in the sedan is more convenient and adds a distinctive touch to the back of the front seat.

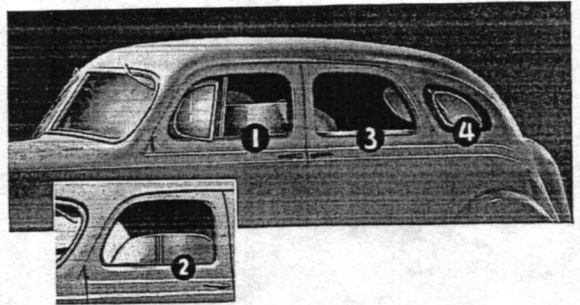
Arm rests in all sedan models have been redesigned, providing a much more comfortable position for the elbow. Ash receivers are now located in the front of the rear seat arm rests and more easily accessible.



Ash receivers are located just below the natural position of your hand.

Most Complete Body Ventilation

Ventilation in the Airflow De Soto is more adequate than that provided in most cars and is noted principally because the entire system is so simple and easily operated, and because circulation within the body may be so precisely regulated to suit the individual wishes of each passenger.



Airflow De Soto ventilation:

1. Ventilating wing in front door window is easily adjustable.
2. The entire front door window may be lowered for clear, unobstructed vision.
3. Rear door window may be completely lowered.
4. Ventilating rear quarter window is of the pivoting type.

The two windshields are easily opened by the convenient cranks above the instrument board. The two large, screened cowl ventilators are also easily operated by handles below the instrument board.

Ventilating wings in the front door glass may be opened slightly to draw out the air, or swung fully outward through a wide arc to scoop air into the car. In addition, the wings may be lowered along with the rear half of the door window, or left in position when the rear half of the window is lowered.

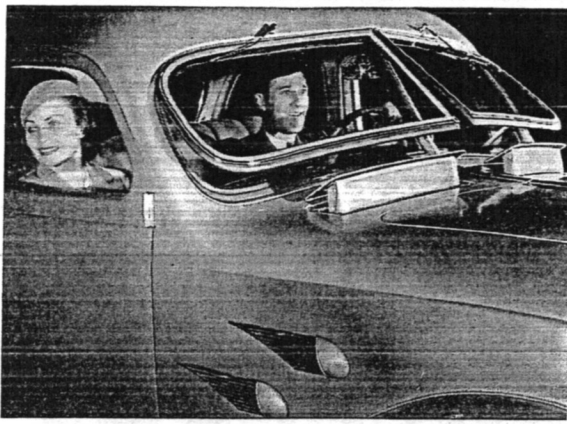
Pivoted rear quarter windows allow rear seat passengers to adjust ventilation individually without affecting other occupants of the car. The window in the rear door of the four-door sedan may be completely lowered.

In extremely hot weather a full rush of air throughout this car can be effected by opening both windshields and cowl ventilators, completely lowering both front and rear door windows and swinging rear quarter windows fully outward. In unusually cold weather, proper adjustment

AIRFLOW DESIGN

There are definite reasons for every feature of Airflow design and construction. There are no compromises to satisfy tradition. There is logic—cold, hard engineering facts—back of every change from the conventional. The distribution of weight is scientifically sound. The sweeping airflow lines are correct from an aerodynamic point of view. The construction of the frame and body as a single unit is approved by structural engineering practice.

On the following pages we will show how function has decided construction. We will explain how every detail of every feature has been carefully worked out, not according to previous rule and practice, but to perform efficiently and practically the exact duty for which it was designed. And we will also show how the whole design and construction of the Airflow De Soto combine to produce a car that excels all others in safety, comfort, performance, economy and beauty.



TWO cowl ventilators and TWO ventilating windshields provide ventilation to suit either the driver or other occupants of the front seat.

of the wings in the front door and rear quarter windows will provide the correct volume and circulation of fresh air for maximum comfort and to prevent windshields or windows becoming frosted or clouded.



Mr. F. M. Zeder, vice-chairman of the board, in charge of engineering, center, examining experimental clay models of Airflow De Soto which are about to be placed in wind tunnel for air resistance tests.

Air Resistance—A Tremendous Force

Nine or ten years ago the average car had a top speed of approximately sixty-five miles an hour and it re-

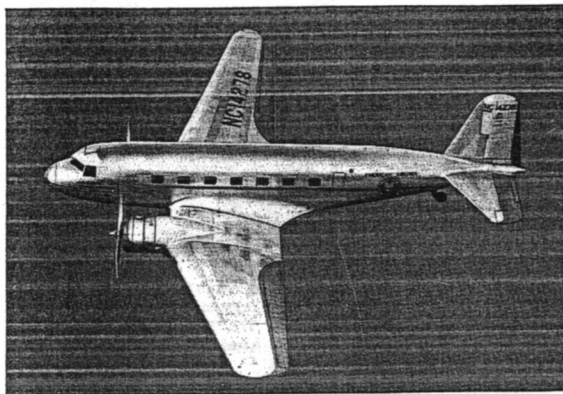
quired an engine of fifty horsepower to drive it at that speed. Today the average conventional car will attain a speed of about eighty miles an hour but an engine of one hundred horsepower is required.

Here's the point: If it takes twice as many horsepower to increase speed only twenty per cent, some other factors besides weight and inertia must be holding back the car from higher speeds. That's exactly the situation. And, if you will hold your hand out of the window of your own car when traveling at 55 or 60 miles an hour, you will find out for yourself that that resisting factor is Air Resistance and also that it is extremely powerful.

Air and Water Have Similar Properties

Air is a fluid and it has weight and inertia just as water has. Of course, it's not as dense as water and resists movement less. But it has weight enough to support a huge dirigible and inertia enough to support a ten-ton airplane just as water supports a pebble that skims across its surface. The only difference, therefore, between air and water is their density. The resistance they oppose to objects passing through them varies in proportion to density, but it is the same kind of resistance.

Air not only resists the passage of an object through it, but the resistance increases faster than the increase



There is a striking resemblance between the aerodynamic streamlining of a transport plane and that of the Airflow De Soto.

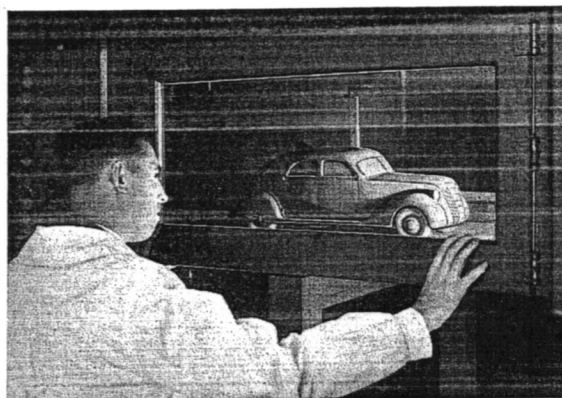
in speed of the object passing through it. For example, actual wind tunnel tests have proved that the resistance against a body passing through air at forty miles an hour is not simply double that of twenty miles an hour. It is four times as great. And, at eighty miles an hour, the same law holds true. The resistance is four times as powerful as at forty and sixteen times as great as at twenty miles an hour!

The Problem in a Nutshell

After all, there are only two ways to solve this wind resistance problem—increase engine power to overcome it, or redesign the car to decrease it. Obviously, the former method has serious drawbacks. Every increase in engine power not only increases the cost of operation—gas and oil—very materially, but all other units and assemblies of the car must be enlarged and strengthened to handle the increased power of the larger engine. This means increased load on the engine, as well as higher production costs and higher selling price.

A Background of Research and Experiment

With the streamlining of Nature in mind—fish and birds particularly—De Soto engineers built wind tunnels and experimented for over five years with every con-



Above is illustrated one of the experimental wind tunnels in the Chrysler Motors Engineering Laboratories. A De Soto engineer is noting the wind resistance created by an experimental Airflow model.

ceivable shape of object to determine the form that produced the least disturbance in passing through air. It soon became evident to those in charge of these tests that perfect streamlining was going to mean radical changes from the conventional in the shape and lines of the new car.

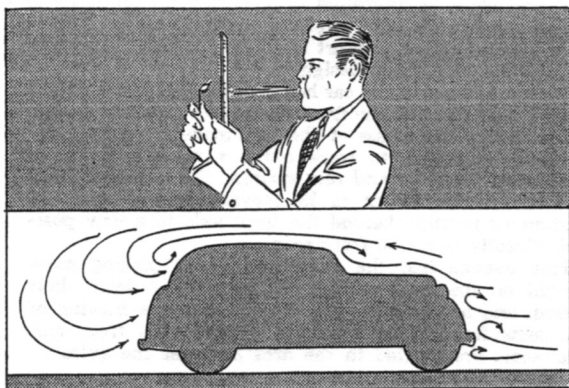
From these years of research and experiment—of building, discarding and rebuilding again—finally evolved the Airflow De Soto—a car with more passenger space than any car of comparable size—yet with less wind resistance at high speeds than any conventional car ever built.

The shape of the front end of the Airflow De Soto is based on sound aerodynamic principles. It is large and so rounded as to give an easy entrance into the air while the curves of the body and the sweep at the rear are scientifically designed to allow the air to flow around the body and reform again behind the car with the minimum of disturbance.

Instead of increasing roominess a little and power a lot, De Soto has increased roominess to the point where few but the very largest cars can equal it, has completely streamlined the whole car and, with an economical sized motor, produced a substantial improvement in performance.

Greater Economy—A Logical Consequence

Most motorists are more interested today in greater economy of operation than they are in increased speed.



Hold lighted match behind ruler—blow—flame does not go out, is pulled toward ruler. Ordinary car is like flat surface of ruler—wind hits at front, pulls at it from the rear.

Present-day top speeds of practically all automobiles are higher than anyone wants to drive. Therefore, the matter of speed is frequently taken for granted and economy is accorded the greatest importance.

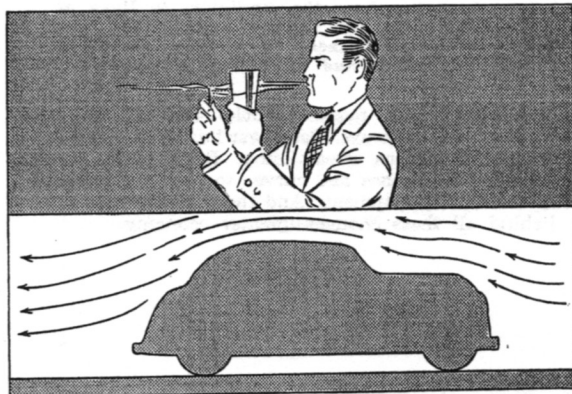
The Airflow De Soto is fast—faster than other comparable cars—but, in economy, it is head and shoulders over competition. This statement is based not only on tests made with a mileage tester on the Airflow De Soto, but on a score of other makes of cars.

Actual reports from hundreds of owners located in various parts of the country state that the Airflow De Soto actually uses less gas and oil in ordinary day by day driving than even the lowest priced smallest cars. And it's a known fact that on trips where the gas saver transmission is used, the Airflow De Soto will, in most instances, use less gas and oil than lowest priced cars.

No story of the Airflow De Soto is complete without a description of the gas saver transmission. This description will be found on pages 19 to 22 in the General Features Section of this book.

All Forms of Modern Transportation Adopt Streamlining

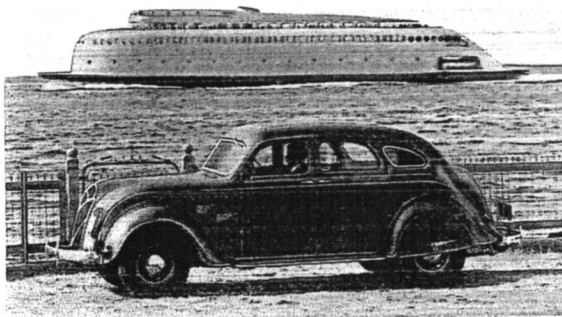
Other forms of transportation, serving different fields, are rapidly swinging over to the same principles of aerodynamic streamlining that have made De Soto the leader



Hold lighted match behind glass—blow—match goes out at first puff. Rounded form of Airflow is like waterglass—permits car to travel through air with least wind resistance.

in advanced styling, brilliant performance and unprecedented economy.

As you know, the railroads have taken the most important step in years and now have fully streamlined trains in operation on several different roads and in various parts of the country. The savings already shown bid fair to place the railroads back on a profit-paying basis as soon as sufficient of the new style equipment can be put in operation.

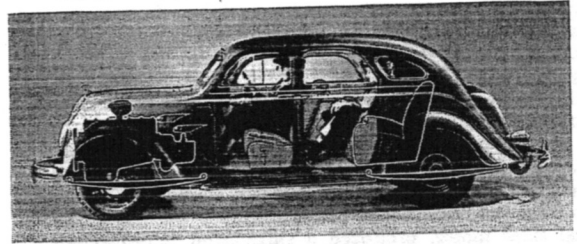


Note the striking resemblance in the lines of this modern streamlined ferry and the lines of the Airflow De Soto. Note the similarity in lines of the rounded front and tapered rear. This new ferry was recently placed in service, operating between Seattle and Puget Sound points.

Streamlined freight haulers—trucks and trailers—are appearing on the highways. Passenger buses are going the full length in modern streamlining. Even ocean liners are changing their lines and curves to reap the benefits of this modern development. And there is only one reason behind all these changes—greater economy.

THE LUXURIOUS FLOATING RIDE

As De Soto engineers, collaborating with the great Chrysler Motors Engineering Department, worked on the development of Airflow styling, they found other fundamental changes possible in the design of the car. Airflow design not only permitted these desirable changes, but seemed especially designed for them. And it is more than merely interesting to know that some of these fundamental changes are of as great importance as the streamlining of the car itself.



Balanced weight distribution of the Airflow De Soto is accomplished by moving engine and seats farther forward in the car.

Correct Weight Distribution

Every owner is interested in procuring for himself and his passengers the most comfortable ride possible. Therefore, greater riding comfort is one of the most important advantages of Airflow design.

Before Airflow, every car had considerably more weight on the rear than on the front of the car. Airflow design, by changing the shape of the car, made it possible for De Soto engineers to work out a new distribution of weight on the front and rear springs. The rounded front end allows the motor to be moved forward from its customary position behind the front axle to a new position directly over the front axle.

This change had the double result of placing more weight on the front springs and so slowing down their action, and at the same time it permitted the moving of the seats forward in the body so that both front and rear seats are located in the area between the axles.

Pivoting Point Influences Ride

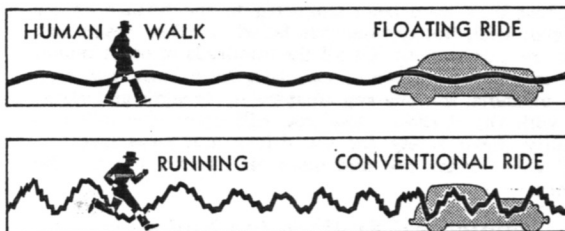
In the ordinary car without balanced weight distribution the pivoting point of the mass of weight is con-

siderably ahead of the center of the car. The result is that the rear of the car acts as a pendulum and rear seat passengers are subjected to constant movement. With Airflow design, the pivot point is in the approximate center of the car.

Thus the passengers are cradled, as it were, in the center of the car instead of moving violently up and down with the ends. The familiar teeter-totter serves as the best illustration of this. Obviously, the center of the teeter-totter has the least motion. The same holds true with a car. Only with the distribution of weight practical in Airflow design is it possible to place all occupants in the center or "cradled area" between the axles.

Spring Action Attuned to Normal Human Motions

Another exclusive Airflow feature, equally as important as the correct distribution of weight and center location of the seats, is the new longer springs and new rate of spring action. The springs of the Airflow De Soto are so designed and so built that their motions are at the rate of 90 to 100 per minute, instead of 125 to 140 per minute as in the average car.



Above—the Floating Ride of the Airflow De Soto corresponds to the natural gait of a human being when walking. Below—a ride in a conventional car corresponds with unnatural or accelerated movements of a human being when running.

Down through the centuries for thousands of years men have walked and their bodies have become accustomed or attuned to a certain regular rate of movement. Any variation from this rate is quickly tiring.

The natural pace of the average man is from 90 to 100 steps per minute, and you have probably noticed that at this rate you can keep walking for long distances,

but that even a slight increase in speed quickly causes fatigue.

This rate, then—90 to 100 paces per minute—is natural and is called the "normal human periodicity."

The Airflow De Soto is so designed and built that the spring motions coincide with the "normal human periodicity." Thus the passenger in the Airflow De Soto is not consciously or unconsciously, tensing his muscles to adjust himself to the unnatural movements of a car with spring motions of 125 to 140 per minute. Consequently, riding in the Airflow De Soto is no more tiring than sitting in an easy chair at home.

Longer Front Springs

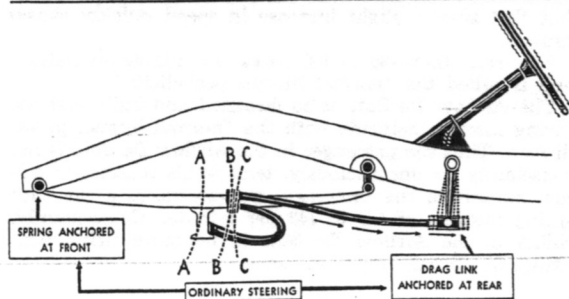
The springs are largely responsible for this Floating Ride of the Airflow De Soto. In the first place, they are much longer than is possible in a conventional car, particularly the front springs. Lengthening the front springs has always in the past involved serious steering difficulties because of the fact that the steering gear was mounted behind the front axle.

When mounted behind the front axle, and with springs shackled at the rear, the axle, in following road irregularities up and down, describes the arc of a circle with a radius the length of the front half of the spring. (See illustration.) The drag link, however, which connects the Pitman arm on the end of the steering column with the steering arm on the axle spindle, also describes an arc in following the up and down movement of the axle. But the arc described by the drag link is in exactly the opposite direction to that of the axle, as you can see from the second illustration. The ever-widening space between these two arcs causes wheel "fight" and any increase in front spring length would only increase this difficulty.

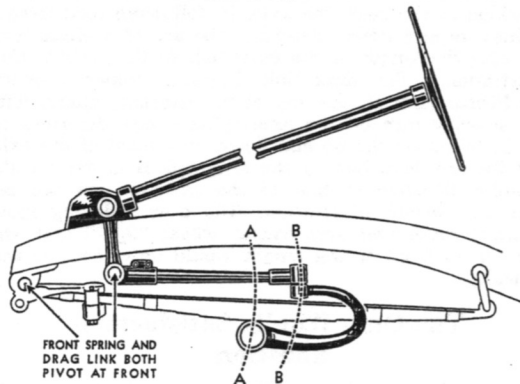
The Only Wholly Satisfactory Solution

Airflow design makes possible a satisfactory answer to the problem. By mounting the steering gear ahead of the front axle, and by having the Pitman arm trailing instead of pushing the drag link, both the axle and the drag link describe exactly the same arc in their up and down movements.

This method of mounting the steering gear is, of course, impractical in conventional cars with narrow hoods because of the unsightly appearance. In Airflow design, however, the customary valley between the fenders and the hood is eliminated by the wide, round front, and plenty of room is provided under the hood to place the



With spring anchored at front, line of travel of axle is along line AA. With drag link anchored at rear, natural movement of front end of the drag link is along line CC. However, because spring is anchored at front, front end of drag link tends to follow the line BB. Thus there are opposing movements in the drag link which are transferred to the steering wheel in the form of what is familiarly known as "road shock" or "wheel fight."



Airflow De Soto steering corrects all ordinary steering faults by anchoring both spring and drag link at front, thus line of travel of axle as shown by line AA corresponds with line of travel of drag link as shown by line BB, with the result that road shocks do not affect the drag link, and thus have no effect upon steering wheel.

steering gear in any desired position. The Airflow steering gear is, therefore, in front of the axle, the steering "geometry" is perfect and there is no wheel "fight" under any road conditions.

AIRFLOW STRENGTH MEANS SAFETY

The fact that Airflow design is the strongest and most rigid and, therefore, the safest ever embodied in any motor car ever built, was perfectly well known to both De Soto and Chrysler Motors engineers before the very first Airflow De Soto was delivered to an owner. These engineers were fully aware of the unprecedented strength and safety they had designed and built into the car.

Nor was this assurance of new and greater strength a matter of pencil figures and engineering theory. Neither was it the result of a few hundred, or even a few thousands of miles, of road tests. De Soto engineers have a way of testing a new car that is so much more severe than the most strenuous proving ground tests that no comparison is possible. We refer again to the "Belgian Roll" described in the Airstream De Soto Features Section of this Data Book.

Here, on this grueling machine, the original Airflow De Sotos were tested and pounded hour after hour, day in and day out, for thousands and thousands of miles. Every kind of effort was made to break down these new style cars.

Airflow Cars Longest Lived

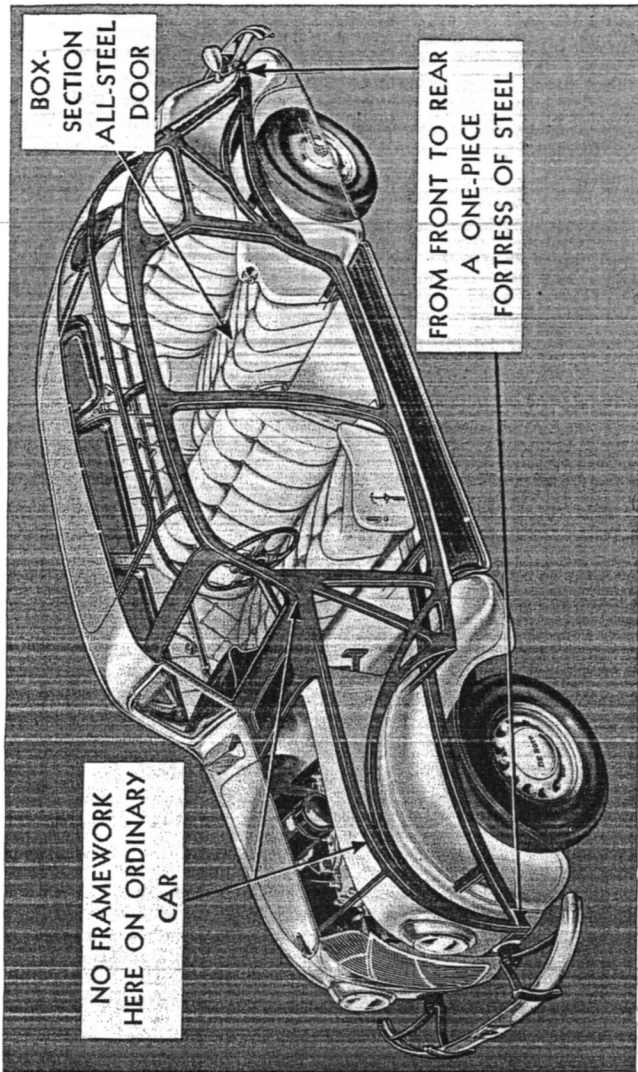
From the first Airflow produced to the present, dozens of these cars have been subjected to the torture of the Belgian Roll, but not one has failed. Airflow design can take the punishment. Of all the hundreds of other makes and models and types of cars that have been tested on this machine, not one can compare in strength and rigidity with the Airflow. And you will agree, strength and rigidity mean safety for the driver and passengers, as well as a longer life and more satisfactory car for the owner.

Structural Engineering Endorses Airflow Design

Prospects will be impressed with this story of the Airflow De Soto's strength and safety, and it is an easy matter for you to go further and show them why the Airflow design is so rigid and strong.

Engineering in other fields makes use of the same principles in spanning the space between two points as is used in the Airflow De Soto. The modern cantilever bridge is probably as good an illustration as there is of Airflow construction.

Scientific designing of the various members used in the De Soto Unit, Frame and Body has accomplished the same result as that of the bridge girders and trusses.

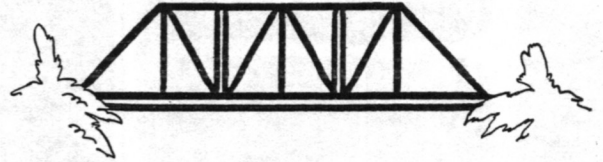


Each part is so shaped and so constructed as to provide ample strength to meet strains and stresses from every angle and at the same time to eliminate every ounce of surplus weight.

Note in the two illustrations the striking similarity in the angles and the locations of the vertical and horizontal members, and that the weight of both structures has been reduced to the minimum consistent with the service each has been designed to perform.

The Secret of Airflow Strength and Rigidity

Now let us examine the De Soto framework. First, it is solidly welded into one piece of rigid steel from bumper to bumper. Second, passengers sit inside the solid steel framework, surrounded fore and aft, top and bottom, and on both sides by steel girders of great structural strength, instead of riding on top of the frame as in the case of conventional cars. Airflow design does not depend for strength and rigidity upon a frame five or six inches in depth—the Airflow frame is of solid, one-piece, welded steel, five feet deep, and the passengers ride inside it. Is greater safety possible?



The Airflow De Soto is built like a steel bridge—with vertical and diagonal bracing throughout for maximum safety.



Only in Airflow design is it possible to use the massive strength and rigidity of steel body construction to the full extent. The Airflow body extends in unbroken

girders of steel from the very front of the car to the extreme rear. In conventional design the body rests on the rear two-thirds of the frame, stiffening and strengthening this portion, but adding nothing whatever to the other third which extends in front like the handles of a wheelbarrow. Only the Airflow design can take full advantage of the tremendous structural strength inherent in the steel body.

Steel Top Adds to Beauty

The body of the 1936 Airflow De Soto has been made even more handsome and more rugged by the inclusion of a steel top. Let us impress upon you, however, that the Airflow body, even without this top—or with no top at all—would be a safer, more rigid body than that of any ordinary car—in fact, many times safer, in our opinion, than a so-called “turret top” body in which the steel top is supported by a framework of wood in the sides of the body.

An inset type of steel top is used on the Airflow De Soto, flanged and bolted to the flanges of the French-type steel roof. It is common knowledge among engineers that these flanges greatly increase strength and rigidity and that this construction gives a more rigid top than if the flanges were not used.

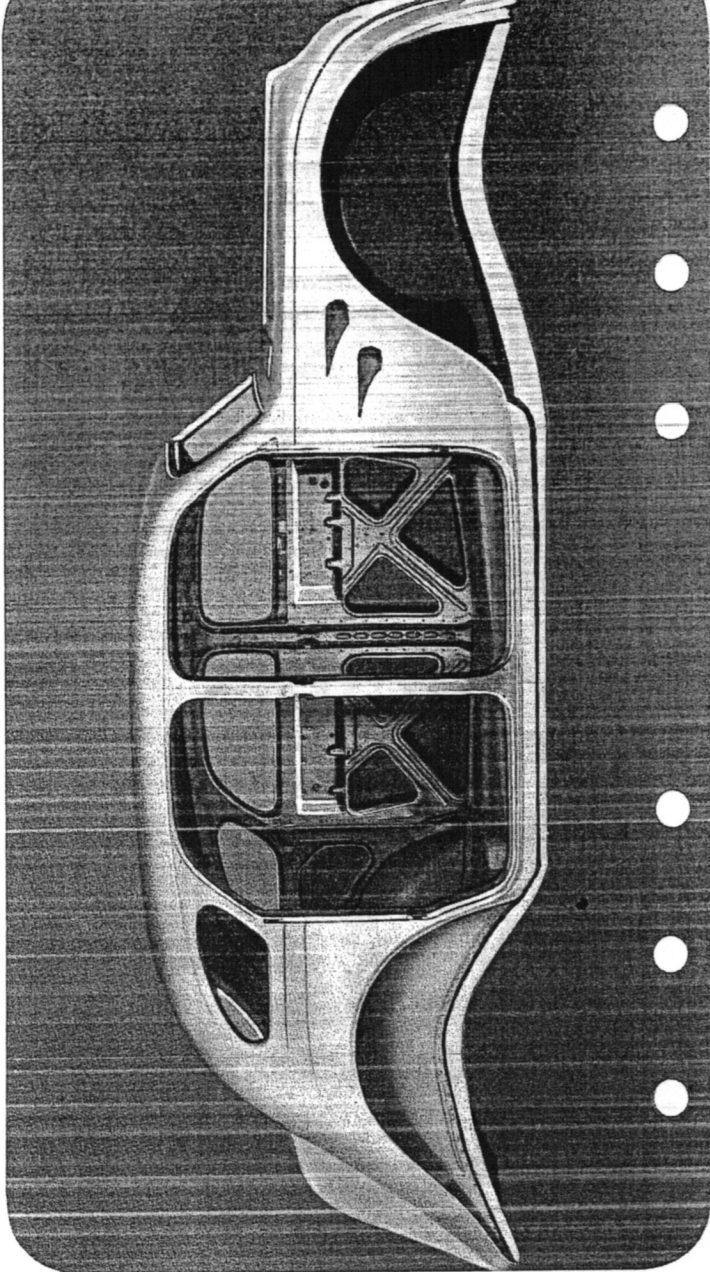
With the insulated “inset” type of steel top, the top also serves as a radio aerial. This is a distinct advantage over some other types of steel tops in which it is not practical to put a radio aerial in the top of the car. In such construction the aerial is often mounted under the running board, where it does not provide as good reception, and there is always the danger that it will be torn off when the car is driven over rutted roads.

Steel Top Thoroughly Insulated

The scientific acoustic treatment developed by Chrysler Motors engineers to “deaden” body noises at their sources, and used for the first time in the 1935 Airflow De Soto, is applied to the steel top as well as the entire body.

This treatment applies to automobile bodies the principles used in sound-proofing radio studios and theaters. It consists of sound-dissipating pads placed between all metal panels and the interior trim. With this insulation body noises and drumming are completely eliminated and heat and cold are effectively kept out throughout the life of the car.

In addition, all carpets and floor mats are backed with thick felt pads, rubber draft eliminators are used around the pedals and gear shift levers, rubber air seals are used at the top of the doors, and decorative piping is



used on the sides and tops of all door openings to prevent the entry of drafts, cold, heat and dust.

Further Safety Features

Other distinct and exclusive advantages contributing both to the strength of the car and to the safety and comfort of its passengers have been incorporated in Airflow design.



The high sides of the Airflow De Soto offer maximum protection to occupants of the car, yet vision is actually better than in an ordinary car.

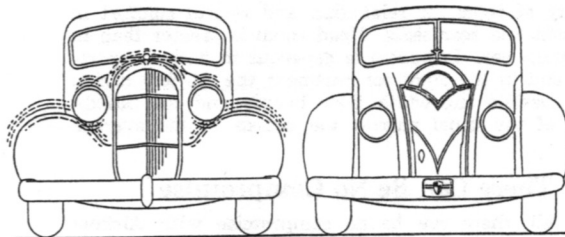
It is immediately noticeable that the side panels of the Airflow are higher and the windows less deep than on ordinary cars. De Soto worked out the height of the windows of the Airflow models very carefully so that the window moulding is just shoulder high. Thus vision from both front and rear seats is not restricted in the least, yet the girders of the frame and steel side panels of the body form a still higher wall of "armor plate" around the occupants. The windshield is much wider—an important safety factor—made possible by the unusual width of the car.

Improved Type of Door Wedge

By means of a special type of door wedge developed by De Soto engineers, the doors are held so securely in position within their frames that they become in reality important braces and contribute materially to the rigidity of the whole body. Powerful springs hold the wedges tightly against the door, effectively preventing any movement or rattles. The wedge is located on top of the door, where it is out of the way and where it cannot soil the clothing of passengers as they enter or leave the car.

Bumpers Are Really Unnecessary

Bumpers are attached directly to the ends of the body girders so that shocks are distributed through and dissipated by all the structure instead of being localized in the ends of the frame. As a matter of fact, so far as actual safety is concerned, the bumpers are unnecessary.

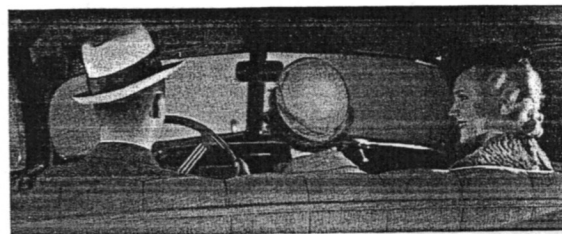


At left—in an ordinary car the fenders, headlamps and radiator are inclined to shake and vibrate on rough roads. At right—in an Airflow De Soto, fenders, headlamps and radiator are part of the car structure. Result is no "front end shake."

Still another point! Because the fenders, hood and headlamps are to all intents and purposes integral parts of the body, fender shake or "front end shake" is entirely eliminated. Headlamps cannot shake and beam adjustment is maintained more perfectly, resulting in greater safety.

Greater Roominess

It is only natural that in a car with a narrow hood it is difficult to obtain a roomy front seat without a sharper break in hood and body lines. Here, again, is one of



The front seat of the Airflow De Soto is wider than the rear seat of the average car. There is ample room for three people.

the important advantages of Airflow design. The wide aerodynamic front of the Airflow De Soto permits the use of a full-width front seat; in fact, all of the interior dimensions are more generous than on any type of car of anywhere near comparable wheelbase.

Not only is the front seat much wider than that of ordinary cars, but the rear seat is also wider and there is plenty of room for relaxation and restful comfort in both front and rear seats. Head room is greater than in the average car. Leg room is generous in both compartments, and in the front compartment the Airflow design makes possible full-width floor boards and toe boards, instead of the usual narrow toe boards in the average car.

There Can Be No Compromise

After all, there can be no compromise with Airflow design—a car is either an Airflow car or it isn't. While it is true that many other cars have appropriated certain of the exterior lines of the Airflow design, not one, in our opinion, has effected true aerodynamic design, nor have any of the competitive cars achieved the strength of Airflow Unit Frame and Body Construction, with rigid steel girders from the front to the rear of the car.

Just as surely as progress means change, all cars must eventually follow Airflow design, and, in the meantime, De Soto salesmen have a tremendous advantage over competitive salesmen in that they are years ahead of the parade with the Airflow De Soto. De Soto is indeed fortunate in its Chrysler Motors heritage.

Airflow De Soto appearance is gaining in popularity by leaps and bounds. Airflow superior riding comfort and superior performance is easily demonstrated. Airflow De Soto economy can also be easily demonstrated and it is one of the strongest selling advantages that you have. The greater safety of the Airflow Unit Frame and Body and consequent longer car life are unquestioned. Surely, the De Soto salesman who knows this great product thoroughly will now find it easier to sell the Airflow De Soto than ever before.

Note: In the previous pages we have given you a discussion of the features that are exclusive to the **Airflow De Soto**. For a complete story of this car you should also study the features discussed in the General Features Section of this book, immediately following.

BODY DATA

In this section of the Data Book you will find dimensions and complete information on appointments and fittings on all Airstream and Airflow De Soto models.

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APPOINTMENTS AND FITTINGS ON ALL AIRSTREAM DE SOTO BODY MODELS

Arm Rests: Front door arm rests in all models. Rear seat side arm rests in all sedan models.

Ash Receivers: One in center of instrument panel on all models. In all sedan models there is also a covered ash receiver in the forward end of each rear compartment arm rest.

Assist Cards: In the rear compartment of all sedan models.

Chrome Plating: On headlamp rims, outside door handles and bead around windshield.

Cowl Ventilator: Large, forward opening, screened cowl ventilator.

Cigar Lighter: A cigar lighter is included in the bumper group on all Custom models and in accessory group "A" available at extra cost on De Luxe models.

Curtain: Rear window curtain on all closed models.

Cushions: Deeply stuffed, soft form fitting cushions with silent springs.

Domelight: All closed models have a domelight. In Custom models the switch is on the right hand pillar post and in De Luxe models it is integral with the light.

Draft Eliminators: Moulded rubber draft eliminators around pedals and hand controls.

Floor Covering: Front compartment, rubber with attached felt insulating pad. Sedan rear compartment, carpet, with attached felt insulating pad.

Foot Rest: Built into the back of the front seat in all four-door sedan models.

Front Seat: Adjustable front seats in all closed models and the convertible coupe. On the two-door sedan and two-door touring sedan the front seat back is of the split type that folds forward to allow easy entrance and exit into the rear compartment. In the convertible sedan the left half of the front seat back is adjustable.

Glove Compartment: Custom models have two glove compartments, one in each end of the instrument panel with a lock and separate key on the door of the right hand compartment. De Luxe models have one compartment in the right hand side of the instrument panel with a lock and separate key on the door.

Hardware—Interior: Bright nickel finish, tenite knobs on window controls and in the center of the instrument panel controls in all models, also on the windshield control in De Luxe models.

Instrument Panel: Includes: Speedometer, oil pressure gauge, gasoline gauge, engine temperature indicator, ammeter, throttle control, instrument panel light switch, headlamp switch (dimmer control on toe board), ignition switch, ash receiver and two glove compart-

ments in custom models; one glove compartment in De Luxe models.

Insulation: The entire body is completely insulated to deaden sound and to insulate against heat and cold.

Key: The same key is used for the ignition lock, door lock and either the trunk lid or rear deck lid.

Package Shelf: In back of front seat on coupe models.

Radio Aerial: The steel top on all closed models serves as a radio aerial.

Rear View Mirror: Mounted on the windshield header bar; glareproof.

Robe Cord: Robe cord on the back of the front seat on the four-door sedan models.

Rumble Seat: Upholstered in heavy moleskin imitation leather. Rubber mat floor covering.

Safety Glass: Safety glass is standard equipment in the windshields of all models, in the front door ventilating wings of all Custom closed models, in the swing-type rear quarter ventilating windows in four-door sedan models and throughout in the convertible coupe and convertible sedan. It is in all other windows and included in the price of the bumper accessory group.

Sun Visor: One left hand sun visor is standard equipment in all models. On Custom models a right hand sun visor is included in the bumper accessory group and in De Luxe models it is included in accessory group "A" which is optional at extra cost.

Scuff Carpet: On the bottom of all doors and on the lower part of the back of the front seat in the touring sedan.

Tools: Stored in a compartment under the front seat cushion in all models except the Convertible Coupe and the Touring Brougham. In the Touring Brougham model the compartment is in back of the rear seat cushion. In the Convertible Coupe tools are stored in a pocket in the rumble seat compartment.

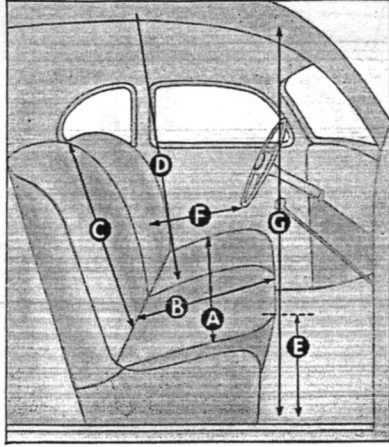
Trunk: Large, built-in trunk on the Touring Sedans, Touring Broughams, Convertible Sedan, Traveler Sedan and 7-Passenger Sedan. Spare wheel is carried in compartment at bottom of trunk on cars equipped with five wheels. (On cars equipped with six wheels, the wheels are carried in fender wells and the trunk has the additional luggage space.)

Upholstery: Fine quality Cloth or Mohair is optional.

Windows: (See pages 18 to 21, Airstream Features Section.)

Windshield: V-type fixed windshield on Custom closed models. Straight type ventilating windshield in the De Luxe models. Duplate safety plate glass standard equipment.

Windshield Wiper: Two windshield wipers on Custom models and one on De Luxe models standard equipment.



**Custom and De Luxe Airstream De Soto
Business Coupe—No rumble seat**

Overall Dimensions:

Wheelbase	117"
Overall length	189-5/32"
Overall height (loaded).....	66 ³ / ₈ "
Overall width (maximum).....	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	17 ¹ / ₂ "
C—Height of seat back.....	25 ¹ / ₄ "
D—Head room	35 ³ / ₈ "
E—Height of seat (top of cushion to floor).....	15 ¹ / ₄ "
Seat back to pedals*.....	31 ¹ / ₂ " to 35 ¹ / ₂ "
F—Seat back to steering wheel*.....	9 ¹ / ₈ " to 13 ¹ / ₈ "
G—Floor to roof.....	47"

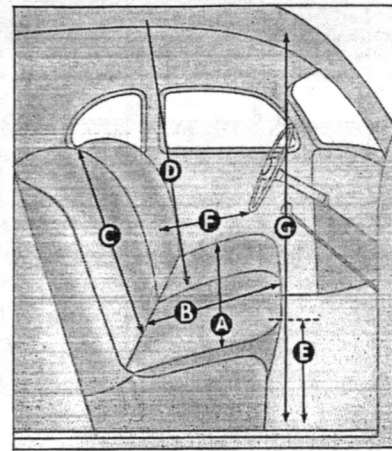
Interior Dimensions—Luggage Compartment:

Width at center.....	46 ¹ / ₂ "
Depth at center.....	40"
Height at center.....	20"

Door Dimensions:

Door width—center.....	34 ¹ / ₂ "	bottom.....	36"
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*Dimensions vary according to location of adjustable front seat.



**Custom Airstream De Soto
Coupe with Rumble Seat**

Overall Dimensions:

Wheelbase	117"
Overall length	189-5/32"
Overall height (loaded).....	66 ³ / ₈ "
Overall width (maximum).....	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	17 ¹ / ₂ "
C—Height of seat back.....	25 ¹ / ₄ "
D—Head room	35 ³ / ₈ "
E—Height of seat (top of cushion to floor).....	15 ¹ / ₄ "
Seat back to pedals*.....	31 ¹ / ₂ " to 35 ¹ / ₂ "
F—Seat back to steering wheel*.....	9 ¹ / ₈ " to 13 ¹ / ₈ "
G—Floor to roof.....	47"

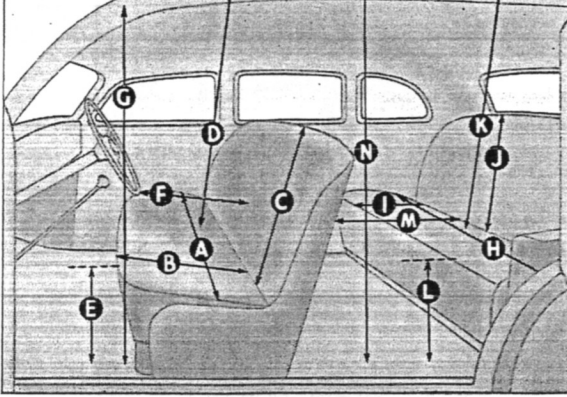
Interior Dimensions—Rumble Seat:

Cushion width	38"
Cushion depth	18 ¹ / ₂ "
Height of seat back.....	28 ¹ / ₈ "
Height of seat (top of cushion to floor).....	13"
Seat back to back of front seat.....	40"

Door Dimensions:

Door width—center.....	34 ¹ / ₂ "	bottom.....	36"
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*Dimensions vary according to location of adjustable front seat.



**Custom and De Luxe Airstream De Soto
Four-Door Touring Sedan
with Built-in Trunk**

Overall Dimensions:

Wheelbase	117"
Overall length	196½"
Overall height (loaded).....	66⅞"
Overall width (maximum).....	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	18"
C—Height of seat back.....	22½"
D—Head room	36¾"
E—Height of seat (top of cushion to floor).....	14¾"
Seat back to pedals*.....	32" to 36"
F—Seat back to steering wheel*.....	10" to 14"
G—Floor to roof.....	47½"

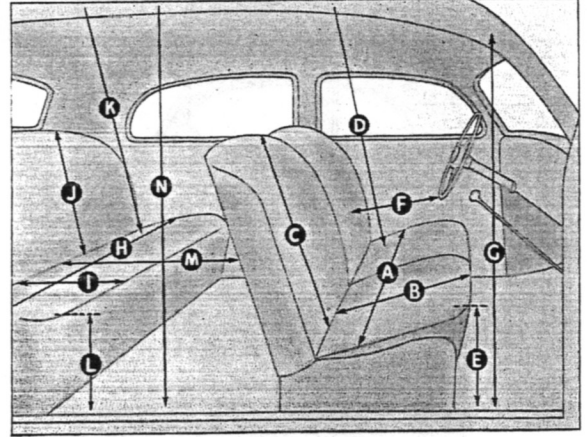
Interior Dimensions—Rear Compartment:

H—Cushion width	46"
I—Cushion depth	19"
J—Height of seat back.....	24"
K—Head room	36½"
L—Height of seat (top of cushion to floor).....	15¼"
M—Seat back to back of front seat*.....	37" to 41"
N—Floor to roof	49½"

Door Dimensions:

Front door width—center.....	34½"	bottom.....	36"
Rear door width—center.....	28½"	bottom.....	19½"

*Dimensions vary according to location of adjustable front seat.



**Custom and De Luxe Airstream De Soto
Two-Door Touring Brougham
with Built-in Trunk**

Overall Dimensions:

Wheelbase	117"
Overall length	189-7/32"
Overall height (loaded).....	67¼"
Overall width (maximum).....	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	18"
C—Height of seat back.....	22½"
D—Head room	36¾"
E—Height of seat (top of cushion to floor).....	14¾"
Seat back to pedals*.....	32" to 36"
F—Seat back to steering wheel*.....	10" to 14"
G—Floor to roof.....	47½"

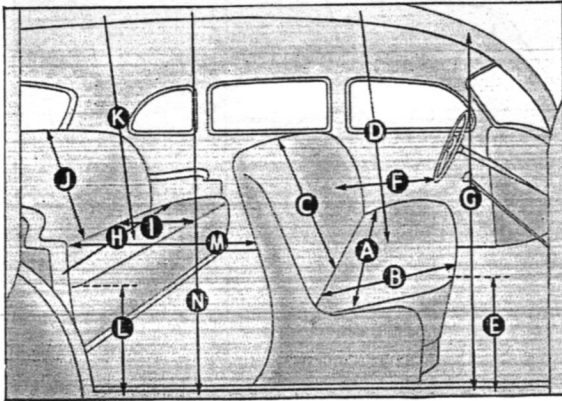
Interior Dimensions—Rear Compartment:

H—Cushion width	46"
I—Cushion depth	19"
J—Height of seat back.....	24"
K—Head room	36½"
L—Height of seat (top of cushion to floor).....	15¼"
M—Seat back to back of front seat*.....	31-9/16" to 35"
N—Floor to roof	49½"

Door Dimensions:

Door width—center.....	40"	bottom.....	41½"
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*Dimensions vary according to location of adjustable front seat.



Custom Airstream De Soto Traveler Sedan with Built-in Trunk

Overall Dimensions:

Wheelbase	130"
Overall length	208½"
Overall height (loaded).....	67"
Overall width (maximum).....	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	18"
C—Height of seat back.....	22½"
D—Head room	36¾"
E—Height of seat (top of cushion to floor).....	14¾"
Seat back to pedals*.....	32" to 36"
F—Seat back to steering wheel*.....	9¾" to 13¾"
G—Floor to roof.....	47½"

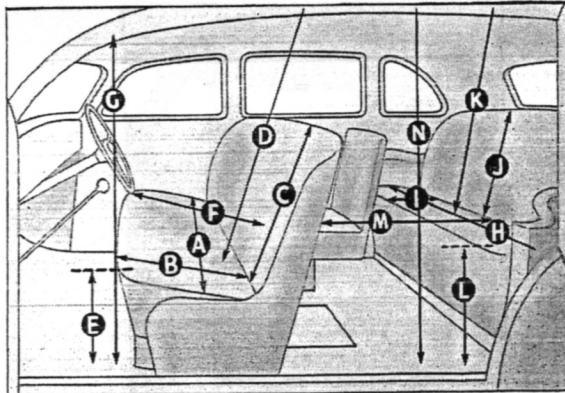
Interior Dimensions—Rear Compartment:

H—Cushion width	46"
I—Cushion depth	19"
J—Height of seat back.....	24"
K—Head room	36½"
L—Height of seat (top of cushion to floor).....	15¼"
M—Seat back to back of front seat*.....	45" to 49"
N—Floor to roof.....	50"

Door Dimensions:

Front door width—center.....	40½"	bottom.....	42"
Rear door width—center...	34-13/16"	bottom.....	26"

*Dimensions vary according to location of adjustable front seat.



Custom Airstream De Soto Seven Passenger Sedan with Built-in Trunk

Overall Dimensions:

Wheelbase	130"
Overall length	208½"
Overall height (loaded).....	67"
Overall width (maximum).....	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	18"
C—Height of seat back.....	22½"
D—Head room	36¾"
E—Height of seat (top of cushion to floor).....	14¾"
Seat back to pedals*.....	32" to 36"
F—Seat back to steering wheel*.....	9¾" to 13¾"
G—Floor to roof.....	47½"

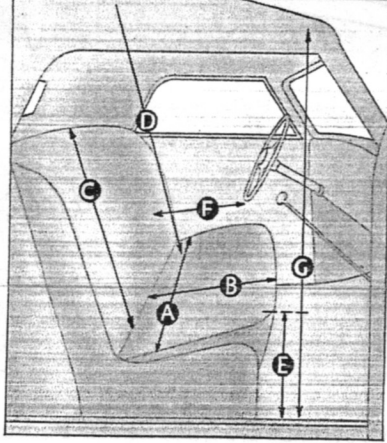
Interior Dimensions—Rear Compartment:

H—Cushion width	46"		
I—Cushion depth	19"		
J—Height of seat back.....	24"		
K—Head room	36½"		
L—Height of seat (top of cushion to floor).....	15¼"		
M—Seat back to back of front seat*..	49-3/16" to 53-3/16"		
N—Floor to roof.....	50"		
Bucket seats—width.....	19½"	depth.....	14"
Rear seat back to back of bucket seats.....	26"		

Door Dimensions:

Front door width—center.....	40½"	bottom.....	42"
Rear door width—center...	34-13/16"	bottom.....	26"

*Dimensions vary according to location of adjustable front seat.



Custom Airstream De Soto Convertible Coupe with Rumble Seat

Overall Dimensions:

Wheelbase	117"
Overall length	195-5/32"
Overall height (loaded)	66 3/8"
Overall width (maximum)	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	17 1/2"
C—Height of seat back	23"
D—Head room	35 5/8"
E—Height of seat (top of cushion to floor)	12"
Seat back to pedals*	31 1/2" to 35 1/2"
E—Height of seat (top of cushion to floor)	12"
G—Floor to roof	47"

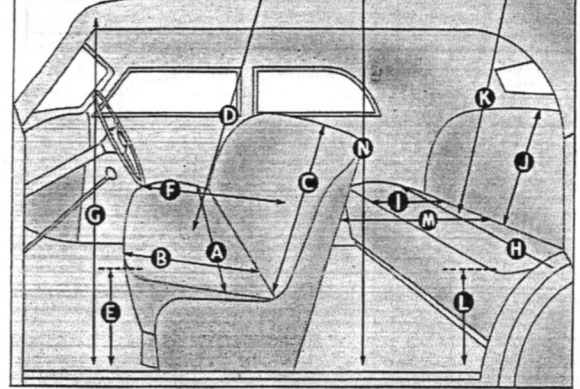
Interior Dimensions—Rumble Seat:

Cushion width	36"
Cushion depth	19 1/2"
Height of seat back	26"
Height of seat (top of cushion to floor)	14"
Seat back to back of front seat	41 1/2"

Door Dimensions:

Door width—center	40"	bottom	41"
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*Dimensions vary according to location of adjustable front seat.



Custom Airstream De Soto Convertible Sedan with Built-in Trunk

Overall Dimensions:

Wheelbase	117"
Overall length	196 1/2"
Overall height (loaded)	65"
Overall width (maximum)	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	41 1/2"
B—Cushion depth	18 1/2"
C—Height of seat back	26"
D—Head room	37"
E—Height of seat (top of cushion to floor)	10 1/4"
Seat back to pedals	34"
F—Seat back to steering wheel	12"
G—Floor to roof	47"

Interior Dimensions—Rear Compartment:

H—Cushion width	45 1/4"
I—Cushion depth	19"
J—Height of seat back	24"
K—Head room	36 1/2"
L—Height of seat (top of cushion to floor)	12 3/4"
M—Seat back to back of front seat	36 1/4"
N—Floor to roof	48"

Door Dimensions:

Front door width—center	34 3/4"	bottom	35"
Rear door width—center	29 1/4"	bottom	20"

APPOINTMENTS AND FITTINGS ON ALL AIRFLOW DE SOTO BODY MODELS

Arm Rests: Arm rests on both front doors of all models and also rear seat side arm rests in all models.

Ash Receivers: One in the instrument panel on all models. There is also an ash receiver in the forward end of each rear compartment arm rest.

Assist Cords: In the rear compartment of all models.

Chrome Plating: On outside door handles, cowl ventilator handles and outside windshield frames.

Cigar Lighter: On the instrument panel of all models.

Cowl Panels: Lined to match upholstery.

Cowl Ventilator: Two forward opening, screened cowl ventilators.

Curtain: On rear window of all models.

Cushions: Deeply stuffed, soft form fitting cushions with silent springs.

Domelight: In rear compartment above rear window, switch in right hand center body pillar.

Draft Eliminators: Moulded rubber draft eliminators around pedals and gear shift lever.

Finish: Grained finish on all mouldings and instrument panel assembly.

Floor Covering: Carpet with attached felt insulating pad in the front and rear compartments.

Foot Rest: Carpet covered foot rest integral with the front seat on the Sedan.

Glove Compartments: One in each end of the instrument panel; right hand compartment door has a lock and separate key.

Instrument Panel: Includes: speedometer, gasoline gauge, oil pressure gauge, engine temperature indicator, ammeter, ignition switch, instrument panel light switch, head lamp switch, (dimmer control on the board), throttle control, two glove compartments, ash receiver, starter button, cigar lighter, and gas saver transmission control.

Insulation: Bodies are completely insulated against rumble, heat and cold. Special rubber airtight door sealing.

Key: The same key is used for the ignition lock, side door lock and either the trunk lid or rear deck lid.

Radio Aerial: The steel top serves as a radio aerial.

Rear View Mirror: Non-glare with chrome plated bracket mounted integral with windshield center garnish moulding.

Robe Rail: On the back of the front seat in sedan models.

Safety Glass: Duplate safety plate glass standard equipment in the windshields, front door ventilating wings and rear quarter ventilating wings. Safety glass is used in all other windows and included in the bumper accessory group price.

Sun Visor: Two adjustable interior visors.

Scuff Carpet: On the bottom of all doors.

Scuff Plates: Metal door sill cuff plates.

Tools: Tools are carried in a special compartment in the luggage compartment.

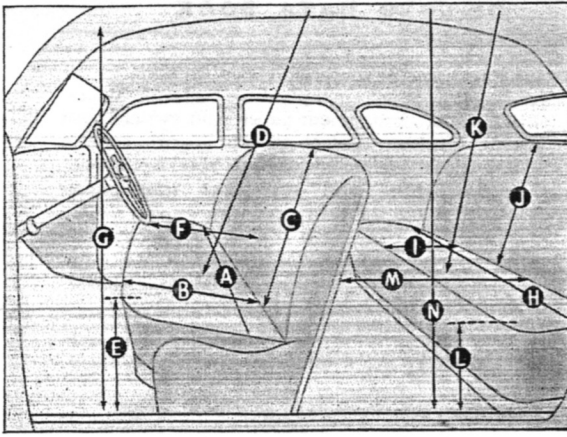
Trunk: Large built-in trunk on the sedan.

Upholstery: Fine quality Broadcloth or Mohair optional.

Windows: (See page 11, Airflow Features Section.)

Windshield: Two windshields that can be opened independently, operated with cranks.

Windshield Wiper: Two automatic windshield wipers with operating mechanism concealed in header bar.



Airflow De Soto Four-Door Six Passenger Sedan with Built-in Trunk

Overall Dimensions:

Overall length200"
Overall height (loaded)66"
Overall width (maximum)70 $\frac{1}{4}$ "

Interior Dimensions—Front Compartment:

A—Cushion width50"
B—Cushion depth18 $\frac{1}{2}$ "
C—Height of seat back23"
D—Head room40"
E—Height of seat (top of cushion to floor)15 $\frac{1}{4}$ "
Seat back to pedals*32" to 35"
F—Seat back to steering wheel*11" to 14"
G—Floor to roof47 $\frac{1}{2}$ "

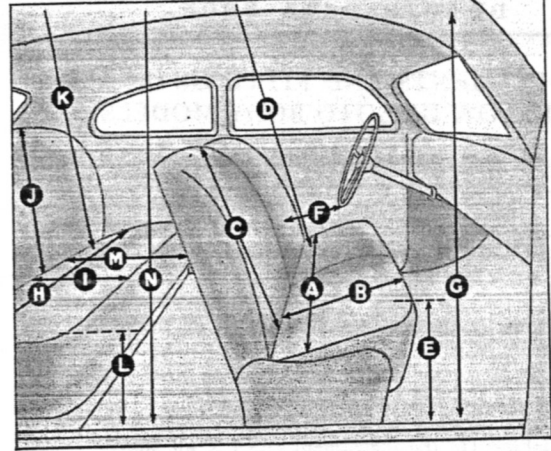
Interior Dimensions—Rear Compartment:

H—Cushion width49 $\frac{1}{2}$ "
I—Cushion depth19 $\frac{1}{2}$ "
J—Height of seat back25 $\frac{1}{2}$ "
K—Head room36 $\frac{1}{4}$ "
L—Height of seat (top of cushion to floor)14 $\frac{1}{4}$ "
M—Seat back to back of front seat*35" to 38 $\frac{1}{2}$ "
N—Floor to roof48 $\frac{1}{2}$ "

Door Dimensions:

Front door width—center30 $\frac{3}{4}$ "	bottom30 $\frac{3}{4}$ "
Rear door width—center30 $\frac{3}{4}$ "	bottom28"

*Dimensions vary according to location of adjustable front seat.



Airflow De Soto Coupe with Extra Auxiliary Rear Seat

Overall Dimensions:

Overall length200"
Overall height (loaded)66"
Overall width (maximum)70 $\frac{1}{4}$ "

Interior Dimensions—Front Compartment:

A—Cushion width50"
B—Cushion depth18 $\frac{1}{2}$ "
C—Height of seat back23"
D—Head room40"
E—Height of seat (top of cushion to floor)15 $\frac{1}{4}$ "
Seat back to pedals*32" to 35"
F—Seat back to steering wheel*11" to 14"
G—Floor to roof47 $\frac{1}{2}$ "

Interior Dimensions—Rear Compartment:

H—Cushion width49 $\frac{1}{2}$ "
I—Cushion depth17"
J—Height of seat back25 $\frac{1}{2}$ "
K—Head room35 $\frac{1}{2}$ "
L—Height of seat (top of cushion to floor)14 $\frac{1}{4}$ "
M—Seat back to back of front seat*22" to 25 $\frac{1}{2}$ "
N—Floor to roof48 $\frac{1}{2}$ "

Door Dimensions:

Door width—center40"	bottom40"
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*Dimensions vary according to location of adjustable front seat.

AIRFLOW DE SOTO PRICE SCHEDULE—November, 1935

Model	F. O. B. Price	Delivered Equipped	Down Payment	Balance	Monthly Payment
Four-Door Sedan	\$1095				
Coupe	1095				

LIST PRICES ON ACCESSORIES AND SPECIAL EQUIPMENT

Standard Accessories

De Soto cars will be equipped at the Factory with the following: De Luxe Airstream De Soto—Bumper Group No. 1:

Custom Airstream De Soto—Bumper Group No. 2 and Accessory Group B:

Airflow De Soto—Bumper Group No. 3. All Airflow De Soto cars will be shipped with the Gas Saver Transmission as standard equipment at extra cost unless otherwise ordered on a special order basis. All 1936 Airflow De Soto cars will carry painted sheet metal at no extra cost.

All 1936 De Soto cars will be shipped with safety glass in all windows at extra cost.

All De Luxe and Custom Airstream De Sotos will be shipped with painted sheet metal at extra cost unless otherwise ordered on a special order basis.

All De Soto cars will be equipped at the factory with spare tire and tube and will not be supplied otherwise.

Radio

Philco Transitone All Electric Radio is available as special equipment on all 1936 De Soto models and all closed cars are wired for radio installation. When radios are ordered for Convertible models installed at the factory the antenna will be supplied at a price to be determined later.

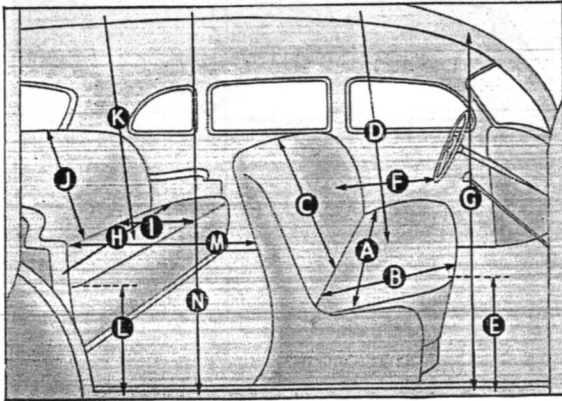
Fenderwells

Fenderwell equipment is available on the De Luxe and Custom Airstream De Sotos. Fenderwell equipment for 1936 models will not include trunk rack. This equipment will be shipped only when ordered by the Direct Dealer.

Fenderwell equipment is not available on the Airflow line.

Upholstery

Cloth upholstery is standard equipment on the De Luxe Airstream De Soto, Custom Airstream De Soto and the Airflow De Soto. Mohair (pile fabric) upholstery is optional on the De Luxe and Custom Airstream De Sotos and on the Airflow De Sotos.



Custom Airstream De Soto Traveler Sedan with Built-in Trunk

Overall Dimensions:

Wheelbase	130"
Overall length	208½"
Overall height (loaded).....	67"
Overall width (maximum).....	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	18"
C—Height of seat back.....	22½"
D—Head room	36¾"
E—Height of seat (top of cushion to floor).....	14¾"
Seat back to pedals*.....	32" to 36"
F—Seat back to steering wheel*.....	9¾" to 13¾"
G—Floor to roof.....	47½"

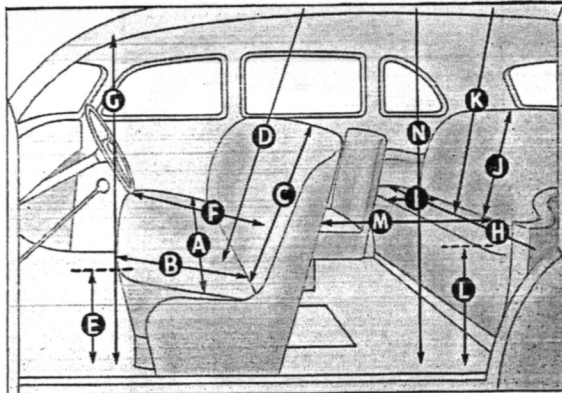
Interior Dimensions—Rear Compartment:

H—Cushion width	46"
I—Cushion depth	19"
J—Height of seat back.....	24"
K—Head room	36½"
L—Height of seat (top of cushion to floor).....	15¼"
M—Seat back to back of front seat*.....	45" to 49"
N—Floor to roof.....	50"

Door Dimensions:

Front door width—center.....	40½"	bottom.....	42"
Rear door width—center...	34-13/16"	bottom.....	26"

*Dimensions vary according to location of adjustable front seat.



Custom Airstream De Soto Seven Passenger Sedan with Built-in Trunk

Overall Dimensions:

Wheelbase	130"
Overall length	208½"
Overall height (loaded).....	67"
Overall width (maximum).....	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	18"
C—Height of seat back.....	22½"
D—Head room	36¾"
E—Height of seat (top of cushion to floor).....	14¾"
Seat back to pedals*.....	32" to 36"
F—Seat back to steering wheel*.....	9¾" to 13¾"
G—Floor to roof.....	47½"

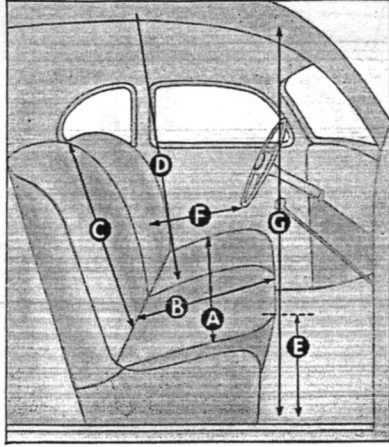
Interior Dimensions—Rear Compartment:

H—Cushion width	46"		
I—Cushion depth	19"		
J—Height of seat back.....	24"		
K—Head room	36½"		
L—Height of seat (top of cushion to floor).....	15¼"		
M—Seat back to back of front seat*..	49-3/16" to 53-3/16"		
N—Floor to roof.....	50"		
Bucket seats—width.....	19½"	depth.....	14"
Rear seat back to back of bucket seats.....	26"		

Door Dimensions:

Front door width—center.....	40½"	bottom.....	42"
Rear door width—center...	34-13/16"	bottom.....	26"

*Dimensions vary according to location of adjustable front seat.



**Custom and De Luxe Airstream De Soto
Business Coupe—No rumble seat**

Overall Dimensions:

Wheelbase	117"
Overall length	189-5/32"
Overall height (loaded).....	66 ³ / ₈ "
Overall width (maximum).....	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	17 ¹ / ₂ "
C—Height of seat back.....	25 ¹ / ₄ "
D—Head room	35 ³ / ₈ "
E—Height of seat (top of cushion to floor).....	15 ¹ / ₄ "
Seat back to pedals*.....	31 ¹ / ₂ " to 35 ¹ / ₂ "
F—Seat back to steering wheel*.....	9 ¹ / ₈ " to 13 ¹ / ₈ "
G—Floor to roof.....	47"

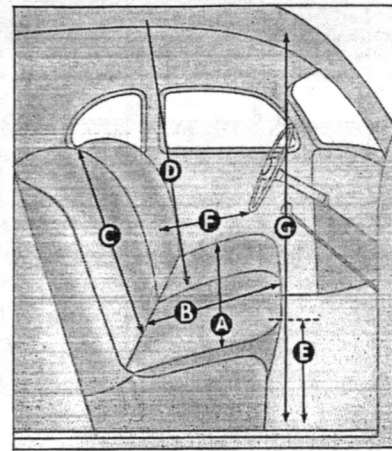
Interior Dimensions—Luggage Compartment:

Width at center.....	46 ¹ / ₂ "
Depth at center.....	40"
Height at center.....	20"

Door Dimensions:

Door width—center.....	34 ¹ / ₂ "	bottom.....	36"
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*Dimensions vary according to location of adjustable front seat.



**Custom Airstream De Soto
Coupe with Rumble Seat**

Overall Dimensions:

Wheelbase	117"
Overall length	189-5/32"
Overall height (loaded).....	66 ³ / ₈ "
Overall width (maximum).....	68-7/16"

Interior Dimensions—Front Compartment:

A—Cushion width	44"
B—Cushion depth	17 ¹ / ₂ "
C—Height of seat back.....	25 ¹ / ₄ "
D—Head room	35 ³ / ₈ "
E—Height of seat (top of cushion to floor).....	15 ¹ / ₄ "
Seat back to pedals*.....	31 ¹ / ₂ " to 35 ¹ / ₂ "
F—Seat back to steering wheel*.....	9 ¹ / ₈ " to 13 ¹ / ₈ "
G—Floor to roof.....	47"

Interior Dimensions—Rumble Seat:

Cushion width	38"
Cushion depth	18 ¹ / ₂ "
Height of seat back.....	28 ¹ / ₈ "
Height of seat (top of cushion to floor).....	13"
Seat back to back of front seat.....	40"

Door Dimensions:

Door width—center.....	34 ¹ / ₂ "	bottom.....	36"
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*Dimensions vary according to location of adjustable front seat.

LICENSE DATA

CAR SERIAL NUMBER:

Located in a plate which is fastened to the front door panel post.

ENGINE SERIAL NUMBER:

Stamped on top left side of cylinder block.

Cylinder bore—3 $\frac{3}{8}$ ".

Stroke—4 $\frac{1}{2}$ ".

Number of cylinders—6.

S. A. E. horsepower rating—27.34.

Piston displacement—241.5 cubic inches.

SHIPPING WEIGHTS:

	De Luxe Airstream De Soto	Custom Airstream De Soto without Gas Saver Trans- mission	Custom Airstream De Soto with Gas Saver Trans- mission	Airflow De Soto
Four-Door Touring Sedan.	3111 lbs.	3126 lbs.	3186 lbs.	3595 lbs.
Two-Door Touring Brougham . . .	3051 lbs.	3031 lbs.	3116 lbs.	*
Business Coupe.	2941 lbs.	N. A.	2981 lbs.	*
Coupe with Rumble Seat . .	*	N. A.	3076 lbs.	*
Convertible Coupe	*	3031 lbs.	3098 lbs.	*
Convertible Sedan	*	N. A.	3226 lbs.	*
Coupe with Extra Auxiliary Rear Seat	*	*	*	3535 lbs.
Traveler Sedan . .	*	N. A.	3276 lbs.	*
7-Passenger Sedan	*	N. A.		*

N. A.—Weight not available.

2—General Information

Printed in U. S. A.

AIRSTREAM DE SOTO PRICE SCHEDULE—November, 1935

Model	F. O. B. Price	Delivered Equipped	Down Payment	Balance	Monthly Payment
De Luxe Four-Door Touring Sedan	\$810				
De Luxe Two-Door Tour. Brougham	770				
De Luxe Business Coupe	695				
Custom Four-Door Touring Sedan	865				
Custom Two-Door Tour. Brougham	825				
Custom Coupe with Rumble Seat	795				
Custom Business Coupe	745				
Custom Convertible Coupe	895				
Custom Convertible Sedan	1095				
Custom Traveler Sedan	1075				
Custom Seven-Passenger Sedan	1075				

AIRFLOW DE SOTO PRICE SCHEDULE—November, 1935

Model	F. O. B. Price	Delivered Equipped	Down Payment	Balance	Monthly Payment
Four-Door Sedan	\$1095				
Coupe	1095				

LIST PRICES ON ACCESSORIES AND SPECIAL EQUIPMENT

Standard Accessories

De Soto cars will be equipped at the Factory with the following: De Luxe Airstream De Soto—Bumper Group No. 1:

Custom Airstream De Soto—Bumper Group No. 2 and Accessory Group B:

Airflow De Soto—Bumper Group No. 3. All Airflow De Soto cars will be shipped with the Gas Saver Transmission as standard equipment at extra cost unless otherwise ordered on a special order basis. All 1936 Airflow De Soto cars will carry painted sheet metal at no extra cost.

All 1936 De Soto cars will be shipped with safety glass in all windows at extra cost.

All De Luxe and Custom Airstream De Sotos will be shipped with painted sheet metal at extra cost unless otherwise ordered on a special order basis.

All De Soto cars will be equipped at the factory with spare tire and tube and will not be supplied otherwise.

Radio

Philco Transitone All Electric Radio is available as special equipment on all 1936 De Soto models and all closed cars are wired for radio installation. When radios are ordered for Convertible models installed at the factory the antenna will be supplied at a price to be determined later.

Fenderwells

Fenderwell equipment is available on the De Luxe and Custom Airstream De Sotos. Fenderwell equipment for 1936 models will not include trunk rack. This equipment will be shipped only when ordered by the Direct Dealer.

Fenderwell equipment is not available on the Airflow line.

Upholstery

Cloth upholstery is standard equipment on the De Luxe Airstream De Soto, Custom Airstream De Soto and the Airflow De Soto. Mohair (pile fabric) upholstery is optional on the De Luxe and Custom Airstream De Sotos and on the Airflow De Sotos.

LIST PRICES ON ACCESSORIES AND SPECIAL EQUIPMENT

	De Luxe Airstream De Soto	Custom Airstream De Soto	Airflow De Soto
BUMPER GROUP NO. 1 (for De Luxe Airstream De Soto only)—including front and rear bumpers, bumper guards, spare tire and tube, extra horn and safety glass.....	\$50.00	Not Available	Not Available
BUMPER GROUP NO. 2 (for Custom Airstream De Soto only)—including front and rear bumpers, bumper guards, spare tire and tube, extra sun visor, extra tail light, cigar lighter and safety glass.....	Not Available	\$51.00	Not Available
BUMPER GROUP NO. 3 (for Airflow De Soto only)—including front and rear bumpers, bumper guards, spare tire and tube, electric clock and safety glass.....	Not Available	Not Available	\$62.50
NOTE: —When Convertible Coupes and all body types with fenderwell equipment are shipped, Bumper Group No. 1 and Bumper Group No. 2 will include the price of the metal tire cover and tire lock, in addition to the prices listed for Bumper Groups No. 1 and No. 2. These prices are listed later.			
FENDERWELL GROUP NO. 1 Including two fenderwells, sixth wheel, extra metal tire cover, extra tire, tube and lock.....	\$45.00	\$45.00	Not Available
FENDERWELL GROUP NO. 2 Including one right fenderwell mounting.....	\$8.25	\$8.25	Not Available
ACCESSORY GROUP "A" (for De Luxe Airstream De Soto only)—including extra sun visor, extra windshield wiper, extra tail light and cigar lighter.....	\$7.50	Not Available	Not Available
ACCESSORY GROUP "B" (for Custom Airstream De Soto only)—including rear wheel shields and electric clock. This group will be shipped with all Custom Airstream De Sotos.....	Not Available	\$16.00	Not Available
Trunk Rack.....	\$15.00	\$15.00	Not Available
Gas Saver Transmission.....	\$7.50	\$7.50	Prices Later
Heavy Duty Air Cleaner.....	2.50	2.50	5.00
Radio.....	49.50	49.50	55.00

LIST PRICES ON ACCESSORIES AND SPECIAL EQUIPMENT—Continued

	De Luxe Airstream De Soto	Custom Airstream De Soto	Airflow De Soto
Rear Wheel Shields.....	\$10.00	Group "B" only	\$10.00
Aluminum Head.....	6.00	\$ 6.00	Standard
6-Ply Tires.....	Prices in Effect at Time of Shipment	Prices in Effect at Time of Shipment	Not Available
White Side-Wall Tires.....	11.50	11.50	11.50
Chrome Plated Wheel Discs.....	3.00	Standard	Not Available
Chrome Strips on Trunk.....	7.50	7.50	Not Available
Fender Lamps.....	3.95	Not Available	Not Available
Mirror Clock 30-Hour.....	11.00	Not Available	Not Available
Mirror Clock 8-Day.....	11.50	Group "B" only	Not Available
Electric Clock.....			Bumper Group No. 3 only
Standard Heater.....	12.95	12.95	12.95
De Luxe Heater.....	16.45	16.45	16.45
Duo Airstream Heater.....	19.95	19.95	19.95
Special Running Board.....	1.80	1.80	Not Available
Lock for Left Glove Compartment.....	7.50	7.50	7.50
Special Steering Wheel.....	Not Available	Not Available	Not Available
Travel Deflector.....	6.50	6.50	6.50
Tachometer.....	1.50	1.50	1.50
Metal Tire Cover.....	35.00	35.00	35.00
Spare Tire Lock.....	10.00	10.00	10.00
Life Guard Tubes.....	16.00	16.00	16.00
Leather Trim—Coupe.....			Prices Later
Leather Trim—Sedan.....			Prices Later
SPECIAL PAINT	\$30.00	\$30.00	\$30.00
Body Overall (Less Pearllescence).....	10.00	10.00	Standard
Painted Sheet Metal.....			

OWNER'S SERVICE POLICY

Conditioning the Car Before Delivery

Before delivery to you we gave your car the Standard New Car Inspection and Adjustment and made sure that all equipment and tools, listed as standard equipment, are with the car.

Inspection and Adjustment Policy

Gratis inspections and adjustments will be rendered to the owner by the dealer from whom the car was purchased at the following periods of operation:

500 miles within the warranty period—1,500 miles within the warranty period—2,500 miles within the warranty period, or 90 days, whichever event shall occur first.

The items of inspection and adjustment are listed on the attached inspection coupons.

These gratis inspections and adjustments include changing the engine oil and lubricating chassis, the owner paying only for the oil and lubricants used. It is recommended that chassis and engine lubrication be performed at all times according to De Soto procedure as specified in the De Soto Motor Corporation instruction books, and that subsequent lubrication of the car be performed in De Soto Service Stations. Owners may obtain this service at standard prices.

Warranty Period on Parts and Labor

During the first 90 days or 4,000-mile period, whichever event shall occur first, there will be no charge for De Soto parts required because of defective material or workmanship, and no charge for labor necessary to install these parts. This applies to all original parts of the car with the exception of tires. When parts and labor are required, due to accident, abuse or negligence, the parts and labor will be charged for at standard prices.

To define this clearly, the warranty shall apply during the first 90 days after delivery to the car owner, or 4,000 miles of operation, whichever shall occur first. In other words, if the 90 days have elapsed and the car has not been operated 4,000 miles, the warranty will end. Likewise, if the car is operated 4,000 miles before 90 days have elapsed, the warranty is at an end.

This warranty will not apply to any De Soto car which shall have been repaired by other than an Authorized De Soto Service Station.

It is understood and agreed that the Uniform Warranty and the provisions of this Owner's Service Policy will be null and void on any De Soto car where parts are not made by, sold by, or having the written approval of the De Soto Motor Corporation are used.

Transient Service or Change of Residence During Warranty Period

During the warranty period, should an owner be traveling through or become permanently located in some territory other than that of the dealer from whom the car was purchased, and should it become necessary to have adjustments made that involve labor only, the car owner is expected to pay for such labor at the standard prices.

Where parts are required, due to defective material or workmanship, both parts and labor will be furnished no charge by any De Soto dealer, in accordance with the Owner's Service Policy.

The car owner will, in all cases, be expected to furnish proof that the car is within the warranty period by presenting the owner's identification card.

The inspections and adjustments during the warranty period will be performed no charge only by the dealer from whom the car was purchased; however, these inspections and adjustments can be performed by any De Soto dealer or authorized service station at regular established prices.

THE ROSS ROY SERVICE INC.

403 West Baltimore Avenue
DETROIT, MICHIGAN

Gentlemen:

Please enter our subscription for.....
units of the Combined Ross Roy Comparative Service and De Soto Data Book which includes comparative pages and data book pages kept up-to-date for one year; a bulletin every two weeks for a year from date of subscription. Price \$3.00.

Also send.....Bulletin Binders at 35 cents each.

DEALER.....

STREET.....

CITY.....

STATE.....

- Charge to Parts Account.
- Please send C. O. D.
- We enclose check.

Associate Dealers requesting "Charge to Parts Account" will please have order signed by their Direct Dealer.