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 aero-dynamic car — new in concept and in the way it drives. And this newness is the difference between the old style and the new!

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 Coupé with Enclosed Rumble Seat

IT BANISHES BUMPY RIDES

RIDE RELAXED AT 60 M. P. H.!
If you hurdle suddenly over a bumpy road . . . in a De Soto . . . you . . . feel . . . There are jumped up and down . . . thing from side to side.

Here’s a car of the traditional type. Notice where the back seat passengers are not only firmly seated on solid comfortable seat which cushions the bumps and jolt.

Now see how the seats are placed in Dr. Soto’s new arrangement. This is the rear is behind the solid, comfortable seat.

The improvement of Dr. Soto’s “Flaunting” seat is so successful that . . . your passengers will be in a state of almost perfect comfort. They will be able to read, write, and enjoy a delightful ride . . . 60 miles an hour!
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 DeSoto everybody rides relaxed.

BUILT LIKE A BRIDGE

In the AIRFLOW DeSoto, for the first time, frame and body are one girdler-voaned 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.
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 turn. . . 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 3½" x 4½"...piston displacement 243.5 cubic inches. In conjunction with the aero-dynamic design of the car itself, it means that De Soto is in 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.

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 forced 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 SOLO

IT'S BEEN IVIT Tk STAY IN STYLE!

Scientific Airflow Design

Distinctive New Beauty

Floating Ride

All-Steel Unit Body and Frame

Modern New System of Ventilation

Aircooled Tires (5.0 x 16)

Wide Doors for easier entrance and exit

Three Passenger Front Seat

Roaster Insulated Steel Bodies

Long, Oilite Squeak-Proof Springs with Covers

Graded Comfortable Lounge Seats

Depurate Safety Non-Clare Glass Windshield, Wings and Rear Quarter Windows

Luxurious Fringe Upholstery

Bandit-Proof Door Locks

Dual Dow Ventilators

Disc or Steel Spoke Artillery Wheels

Claro and Parcel Comfortment

Modern Distinctive Hardware

Bear Fender Shields (optional at slight extra cost)

New Type Floor Covering

Steering Shock Eliminator

Lower Center of Gravity

Additional Head Room

Beautiful Instrument Panel

Bunderted Roustproof Sheet Metal

Wired for Phonos Transmiton Radio

Dually Adjustable Steering Column

Improved Visibility with Widely Individually Controlled Windscreens

Flex-Beam Safety Headlights

Large Enclosed Luggage Compartment

Dual Windshield Wipers

Two Safety Nipplights

New Front Seat Adjustment

10,000-lb. Engine with Aluminum Cylinder Head

Patented Floating Power Engine Mounting

Over-Drive Transmission with Semi-Variable Gearbox (at extra cost)

Selective Type Free Wheeling

Luminary Hydra-Traction Amortizers

Conveniently Located Independent Brake Shoes

Automatically Controlled Hydraulic Shock Absorbers

Easy-Shift All-Silent Transmission

Thermosyphonally Controlled Cooling System

Silen"U" Th roughed Spark Plugs

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-tail

Four Pistons Rings

Air Cleaner

Carburetor Intake Silencer

Down-Draft Carburetor

Fan directly off crankshaft

Manifold Heat Control

Silent Timing Chain

Ride Stabilizer

ENGINE-Single-Spark, L-head, with Patented Floating Power Engine Muffler. Piston displacement, 162-cu. in. on 6-cylinders. Carcass of dual cylinders. Automotive high-compression cylinder head to 1.5 in one compression ratio.


CARBURETORS-Driven by silent chain from the crankshaft. Four crankcase bearings.

LUBRICATION-Force feed from gear-type oil pump through oil-Filtered cylinder block passages to front and drive chain, to main, connecting and rear crankshaft bearings. Pressure supply to oil-pump, piston liner, valve stems, cylinders, touring transmission and rear axle. Pressure to dry sump, Capacity 4 quarts.

CHASSIS-LUBRICATION-Purpose pressure system.

ENGINE COOLED-Water-cooling by pressurized pump. Bronze-impregnated cast iron radiator entirely around all cylinders and valve seats. Celluloid radiator type.

FUEL SYSTEM-Fuel-supply under low pressure and positive suction. Fuel pump feed from fuel tank supply. Steam pressure, 200 lbs.

STARTING SYSTEM-Starts instantly with either hand without siphon. Fully automatic spark control.

STEERING-Steering wheel is connected to steering shaft by universal joint and worm- and-rod bearings.

REAR WHEEL-Balanced differential unit, hydraulic shock absorbers. Two non-slippery floating roller bearings.

STEERING-Wheels are de-stabilized for easier steering.

INSTRUMENT PANEL-Bidirectionally illuminated, speedometer, fuel gauge, oil pressure gauge, ammeter, and temperature gauge. Includes driving lights and glasses, windshield control knobs, control and instrument lights. Special safety features include: a) illuminated instruments in metal instrument panel in speedometer; b) headlight control; c) self-centering control.

TIRE-Cord and Steel Radial, percussion proof, wire belted, 17" diameter, 750 lbs. maximum.

BRakes-Hydraulic, L-leaf, wheel, self-expanding extending and expanding. 2" or 3" expansion. Automatic adjustment. Fully automatic brake dials, drum bearings and rear axle bearings.

FREE WHEELING-Selectable main and non-fulcrum. Automatically locked off in reverse.

OVER-DRIVE-Suitable for hillclimbing purposes. Automatically controlled by governor to keep engine speed at higher safe speeds, depending on the load. Available at extra cost.

REAR END-Complete with universal joint propeller shaft and strategically balanced. Two ball and roller bearings.

WHICH One!-Demonstratable on our showroom grounds.

THREE-One, Two, Three-All Wheel types.

Quality, beauty, utility and frame, fashioned against sound, bodily aided for safety.

Be sure Motor Corporation reserves the right to change prices and models of their cars without notice, subject to error or extension.
THE NEW AIRFLOW
DE SOTO

AMERICA'S FIRST REAL AERODYNAMIC CAR