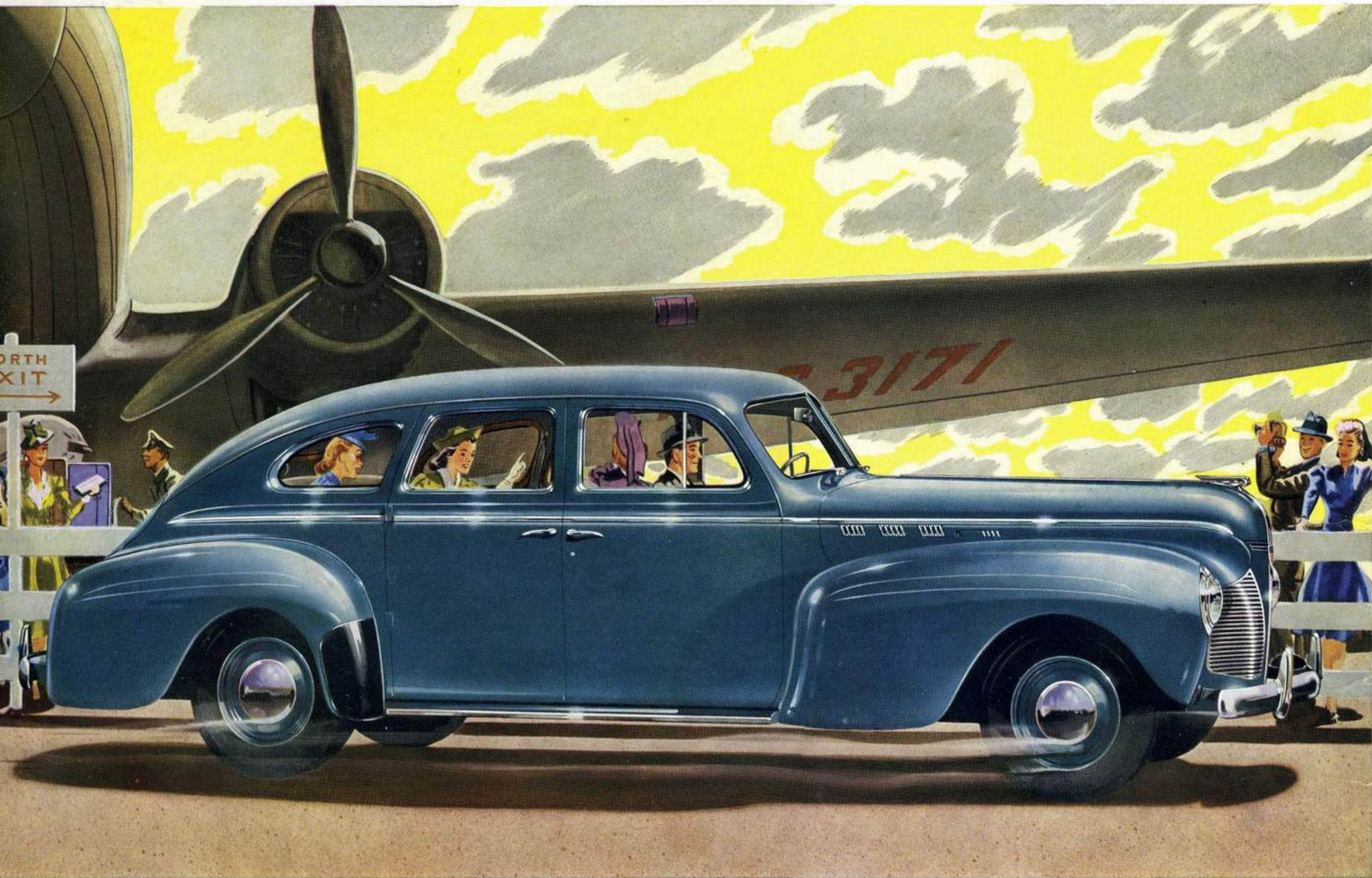


# DE SOTO



★ THE GREAT AMERICAN FAMILY CAR ★

100 Horsepower - 122½ Inch



# Wheelbase—Lower Prices!

## DE SOTO HIGHLIGHTS!

De Soto for 1940 Increases Horsepower and Wheelbase—Completely Restyled . . . New Room . . . New Comfort . . . New Ride . . .

Many Great New Features . . . Yet

**PRICES ARE LOWER!**

### DE SOTO BODY TYPES

## DeLuxe Line

- |                               |                            |
|-------------------------------|----------------------------|
| 1. Coupe                      | 3. Two-Door Touring Sedan  |
| 2. Coupe with Auxiliary Seats | 4. Four-Door Touring Sedan |
| 5. Seven-Passenger Sedan      |                            |

## Custom Line

- |                               |  |
|-------------------------------|--|
| 1. Coupe                      | 5. Convertible Coupe with Power-Operated Top |
| 2. Coupe with Auxiliary Seats | 6. Seven-Passenger Sedan                     |
| 3. Two-Door Touring Sedan     | 7. Seven-Passenger Limousine.                |
| 4. Four-Door Touring Sedan    |  |



**100 Horsepower** Super-Economy engine! Gives brilliant new performance and flashing get-away . . . retains famous super-economy features. Built to give you long years of trouble-free service.



**New Beauty!** Smooth-Flow Styling—latest advance in Streamlining. Fenders styled to blend smoothly into body lines. A modern car that you'll be proud to own.

**New Room—Floating Ride!** De Soto's new 122½" wheelbase provides increased room front and back . . . wider seats! Also makes possible an amazing new "Floating Ride." Rear seat is now actually 11¼" ahead of the rear axle. All passengers ride "cradled" between the axles. No jouncing or jar.





**Streamlined Rear Deck!** De Soto is so perfectly streamlined—the back's as beautiful as the front. Note how beautifully the rear fenders blend with the body lines.



**Beautiful Instrument Panel!** Safety-Lighted to make all controls and gauges clearly visible at night. Everything placed directly in front of the driver for greater safety and convenience.

*Look the Back's as  
Beautiful as the Front!*

**DE SOTO IS REFRESHINGLY NEW FROM BUMPER TO BUMPER . . . FULL-WIDTH REAR DOORS PERMIT EASY ENTRANCE . . . BIGGER WINDOWS GIVE MAXIMUM VISION . . . SEALED BEAM HEADLIGHTS GIVE GREATER ROAD LIGHT . . . IMPROVED SAFETY GLASS**



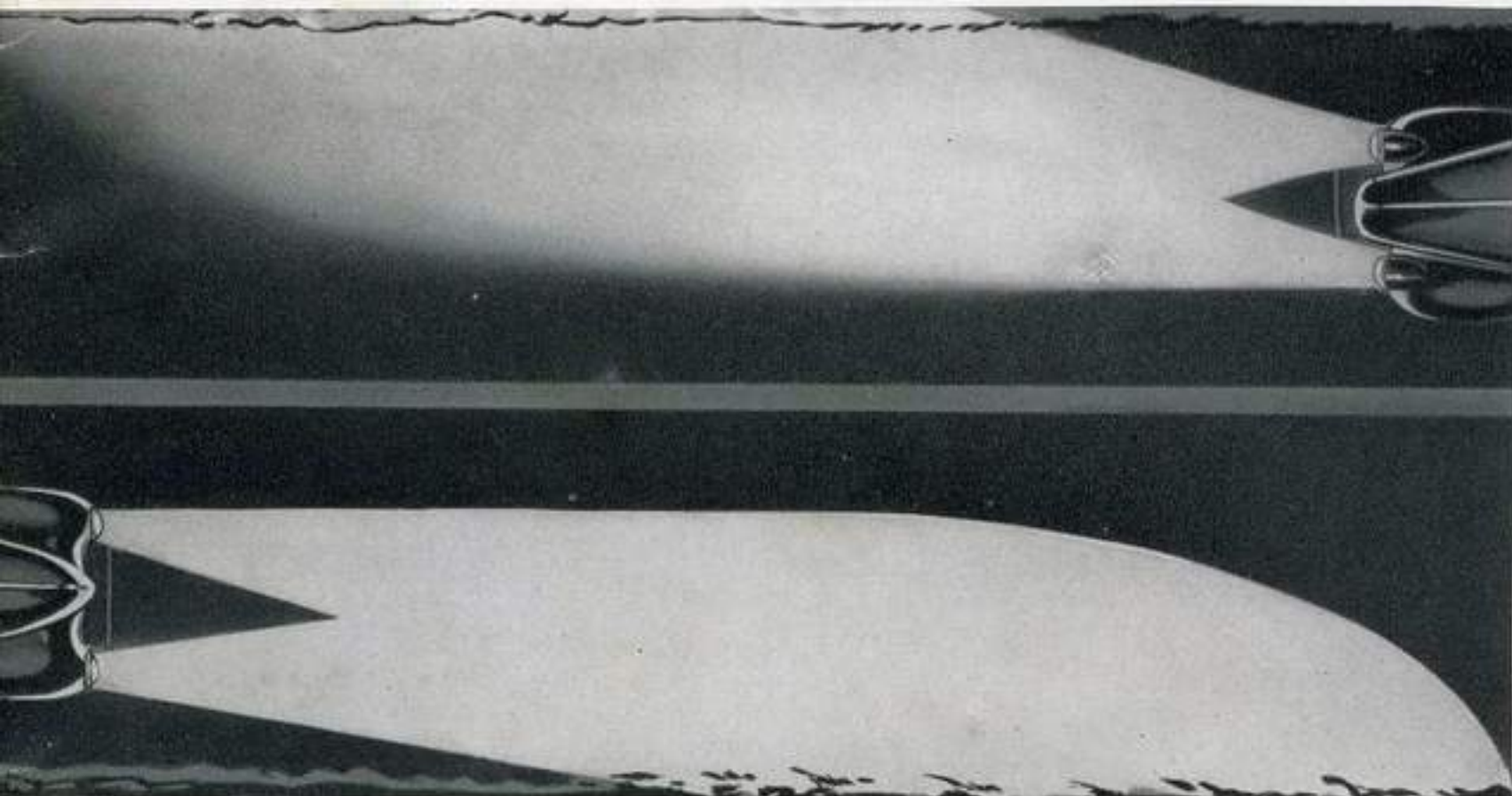
**Greater Vision!** Glass area in side windows increased to provide better visibility.



**Curved Glass** rear window gives driver better rear vision . . . reduces headlight glare.



**Extra-Wide Safety-Vision Windshield!** A full view of the road. You can see overhead traffic lights without craning. Narrow windshield posts reduce "blind-spots", make driving safer.



**Safer Night Driving!** New Sealed Beam headlights give 50 to 65% better illumination . . . last 50% longer. Headlights set flush in fenders for smart, trim appearance.



**Sealed Beam Headlights!** The lamp and reflector are now perfectly sealed into one single unit. Prevents dust and dirt from tarnishing reflecting surface, making replacements infrequent. Better road lighting at night.



**Smart Upholstery!** De Soto's cushions have been upholstered in a beautiful manner in either cloth or new smooth mohair. The color harmonizes with the interior trim of the car.



**Imagine! Doors Like a House!** Rear doors are full width at the bottom providing easy entrance and exit. Also permits lowering the windows flush with the sill. Means better ventilation.

**Rear Bumper-to-Body Gravel Deflector**—combines utility and smartness. Contributes its share to the graceful lines of De Soto's beautiful rear styling. Standard equipment on all models; no extra cost.





**Clear Front Compartment!** Look at all the room! Front seat now 51" wide. Hand-brake and gear shift lever are out of the way. Three big people can ride comfortably relaxed.



**Better Ventilation!** Front ventilating windows open at wider angle.



**Windows Roll All the Way Down!** Here's better ventilation for rear seat passengers, too.

# Isn't it Grand to Have All this Room?

**THE 1940 DE SOTO IS WIDER, MUCH ROOMIER—WHEEL-BASE INCREASED TO 122½" . . . FLOORS ARE LOWER AND WIDER . . . REAR COMPARTMENT IS LONGER . . . SEATS WIDER . . . PLENTY OF LUGGAGE SPACE . . . IT'S AMERICA'S MOST COMFORTABLE LOW-PRICED CAR!**

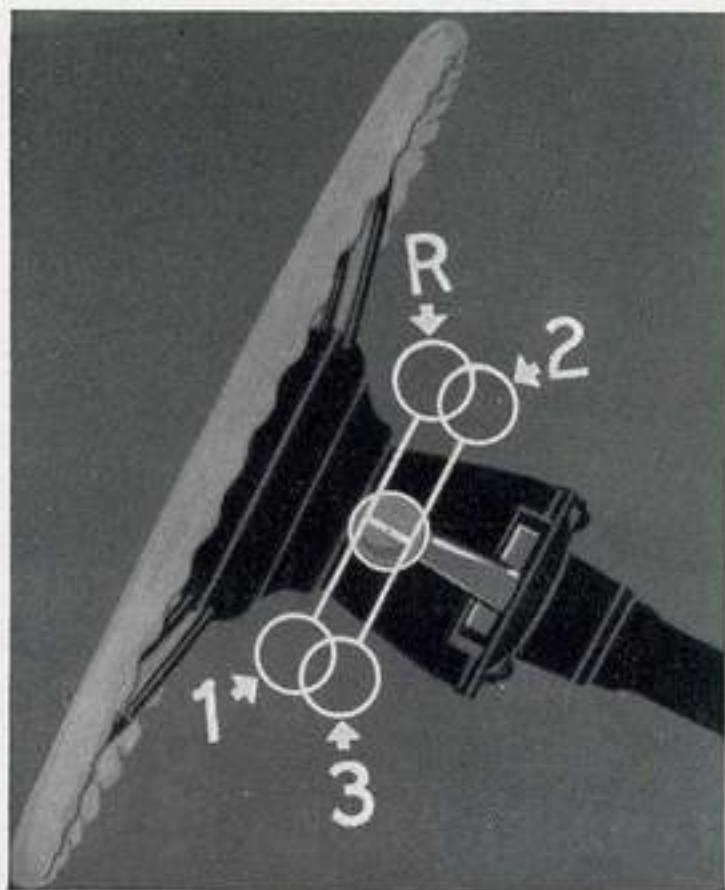


**Chair-High Seats!** Rear seats are just the right height. You get increased headroom, elbow room, leg room. Deep, soft cushions and convenient arm rests add to comfort. Now real living room luxury—passengers can ride relaxed, without crowding.



**Doors Sealed Against Dust, Drafts!** All doors, front and rear, are now provided with rubber insulation. Forms a perfectly tight seal against dirt, dust and drafts.





**Handy-Shift Perfected!**  
 Makes shifting easier, faster.  
 Positive gear positions—no groping.  
 Standard on all models.

**Rear Seat Wider...Rear Compartment is Longer!** Rear seat now 51" wide . . . plenty of room for 3 big people. Floors are lower and wider...shoulder room has been increased. Greater comfort for all passengers.



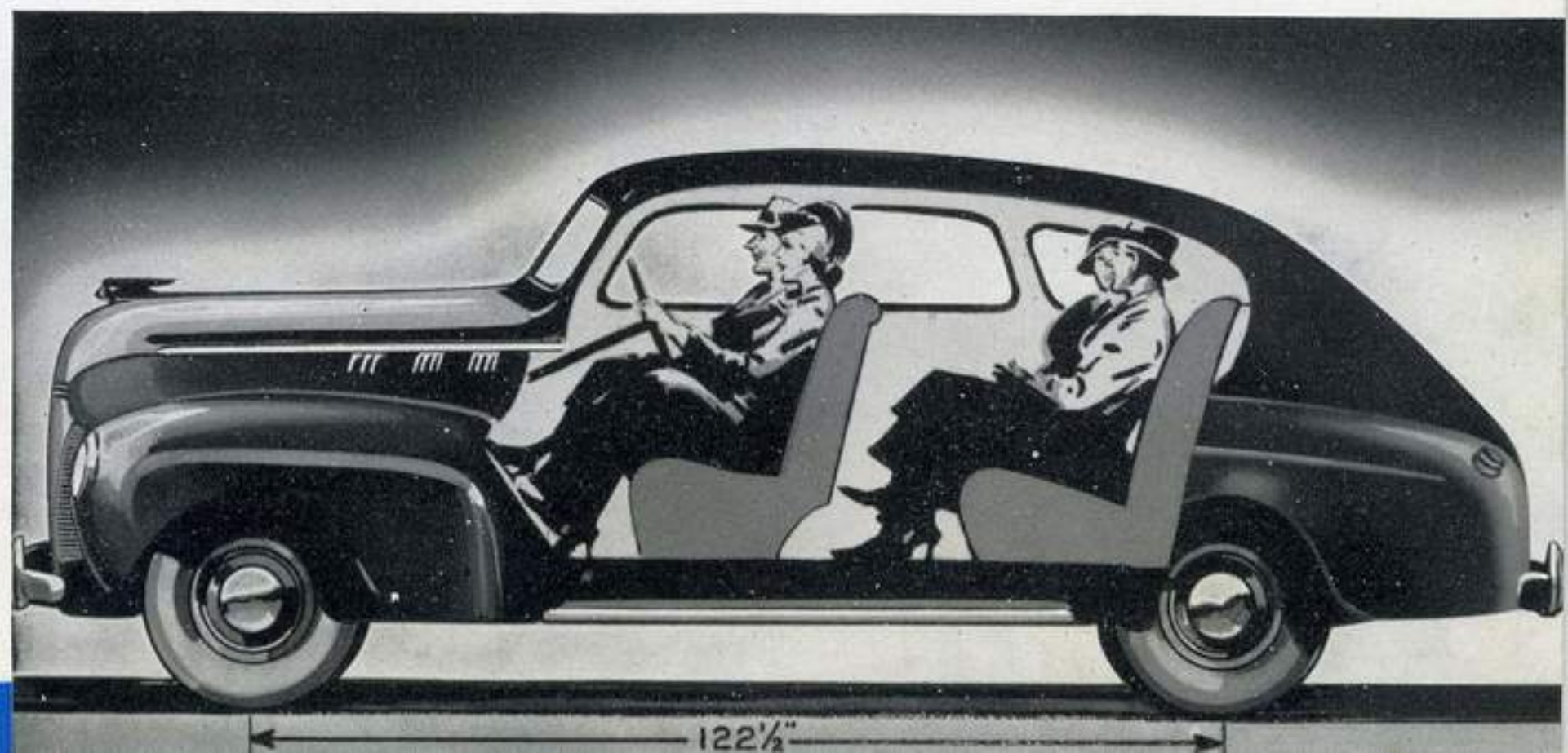
**New Leg Room!** There's a recess in the back of the front seat . . . adds extra inches of leg and toe room. Carpeted floor adds to appearance and luxury. Now you can stretch out . . . ride in style—completely at your ease.



**Luggage Locker Has Large Opening!** Room for all the family's luggage. Floor of trunk flush with trunk opening for easy loading. Spare tire mounted at side for easy removal.

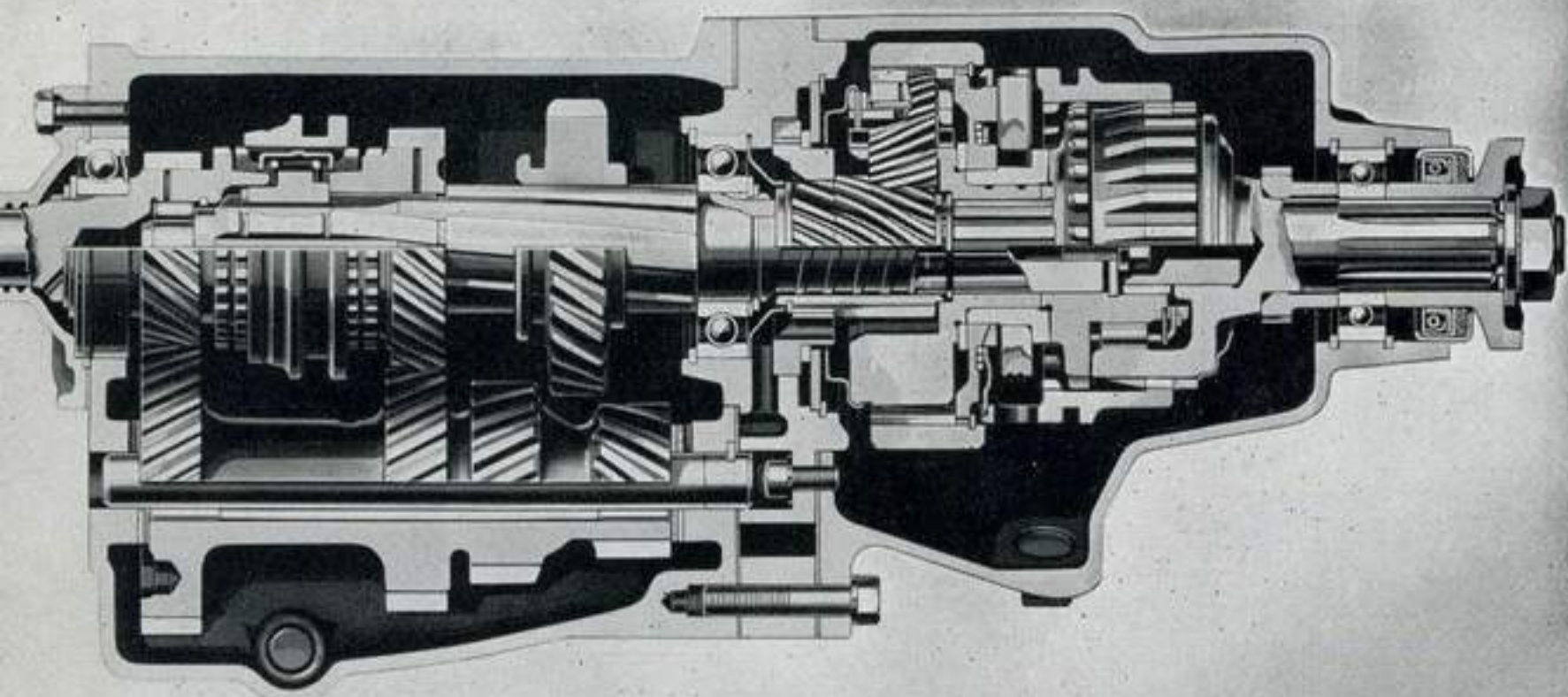


**Amazing New Floating Ride!** Engine moved forward, rear axle moved back 7 1/2". Rear seat now 11 1/4" forward of rear axle. All passengers now ride cradled between the axles.



# Yes—De Soto's Got a 100 Horsepower Engine!

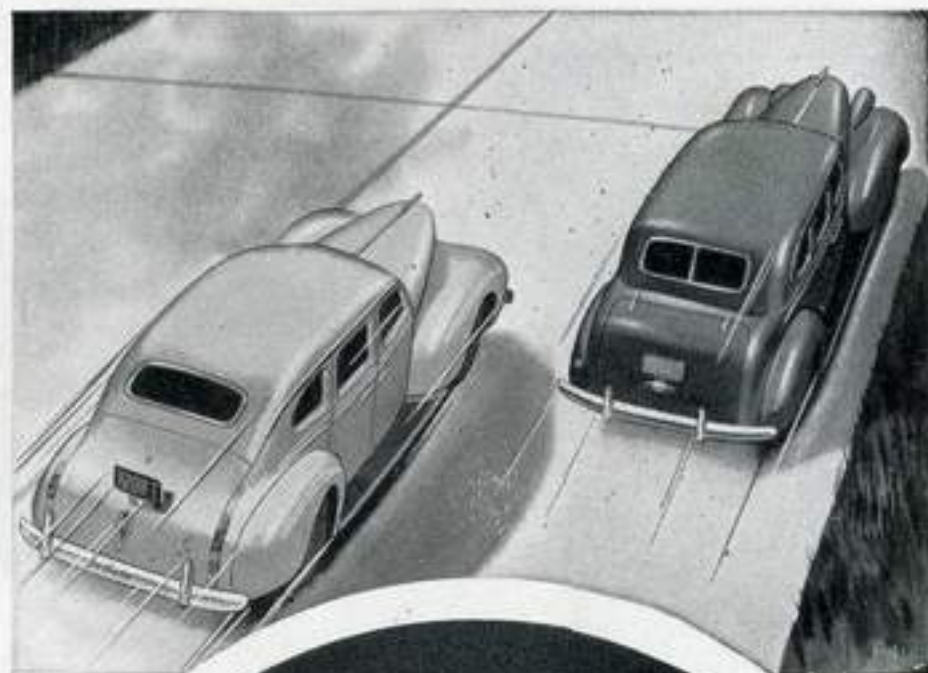
IMAGINE THE THRILL OF DRIVING A 100 HORSE-POWER CAR! ESPECIALLY WHEN THAT CAR IS A PRODUCT OF CHRYSLER CORPORATION, WORLD-FAMOUS FOR BRILLIANCE OF ENGINEERING AND INTEGRITY OF MANUFACTURE!



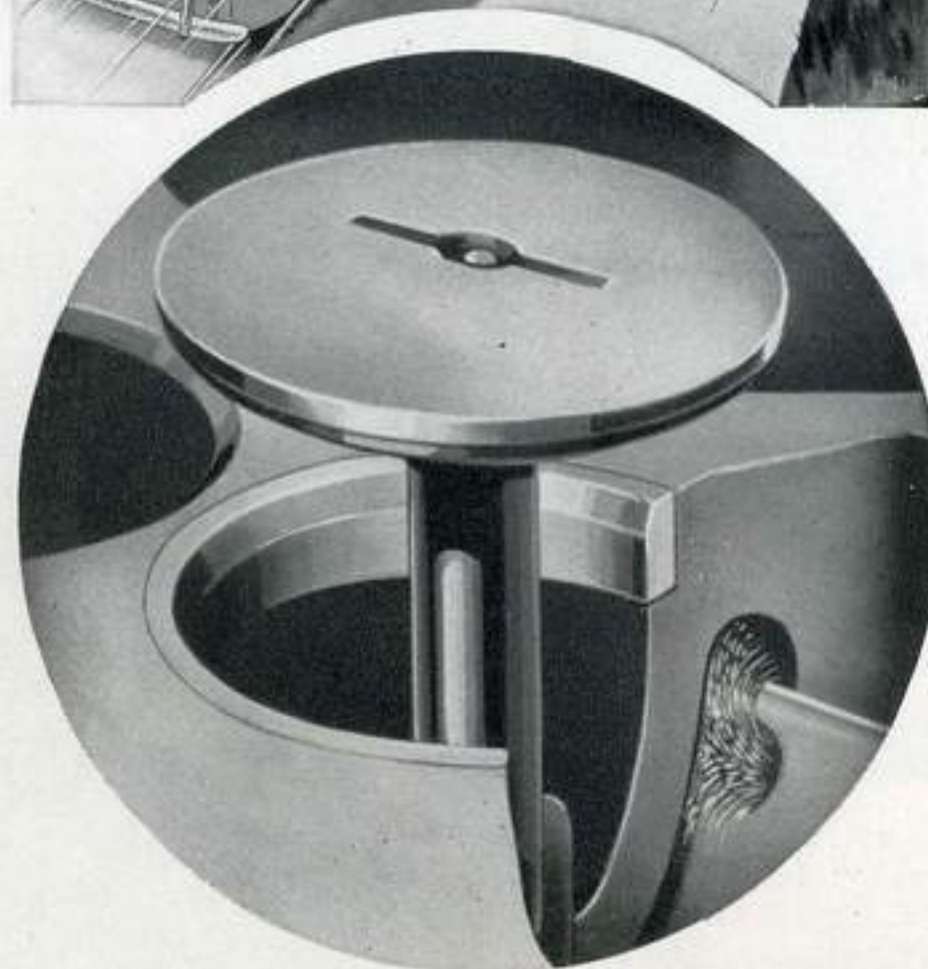
**Perfected Automatic Overdrive!** Mounted behind Syncro-Silent transmission. Cuts in at about 25 miles per hour. Brings overdrive economy to city driving. Available at additional cost.



**Quick Pick-Up!** "Step Down" feature on overdrive gives extra power for passing. Car automatically shifts into direct drive gear when accelerator is "Stepped Down" all the way.



**Step Down** for passing. Then lift foot to return immediately to overdrive.

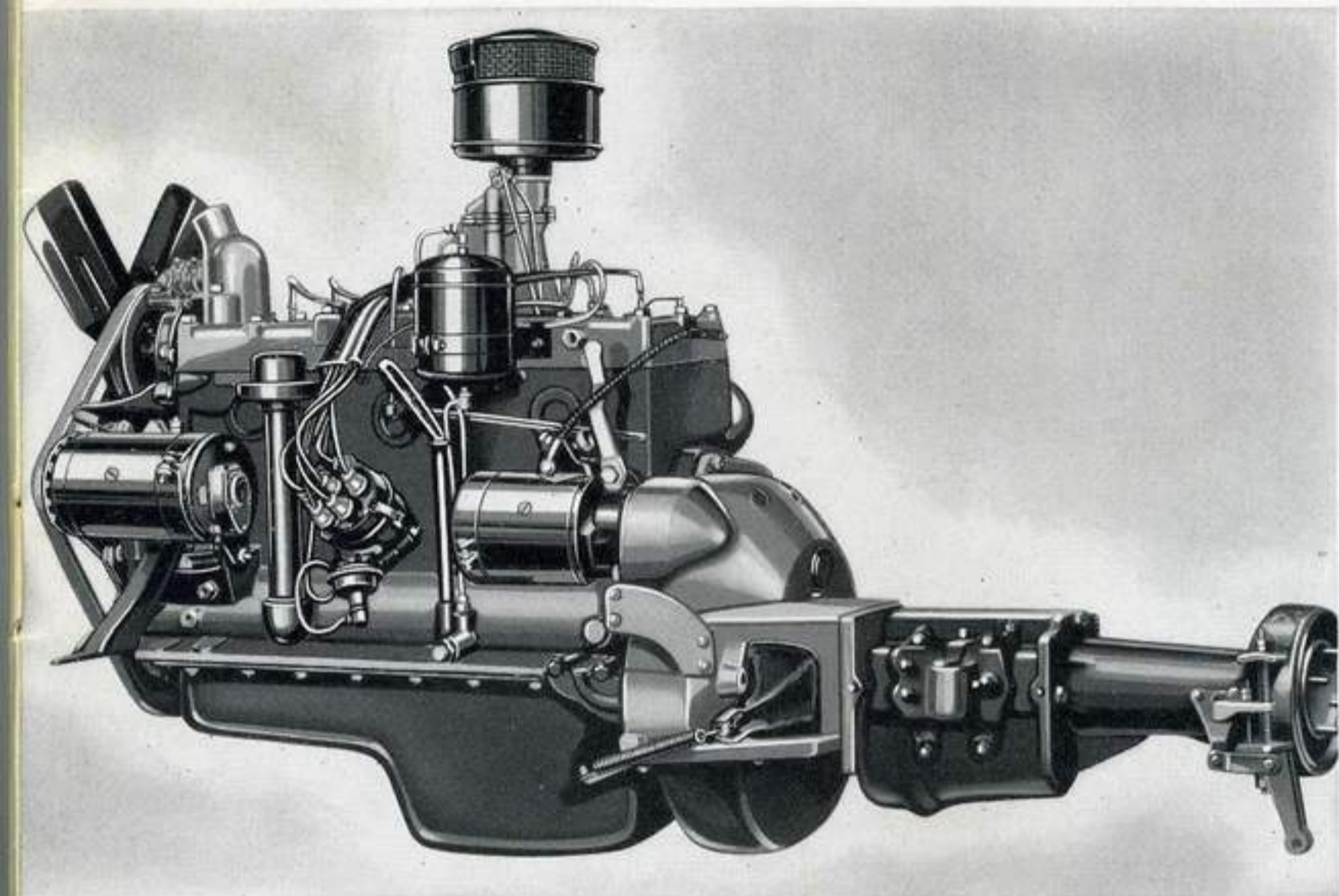


**Valve Seat Inserts!** Hard, Heat-Resisting. Conserve on fuel. Less valve grinding.

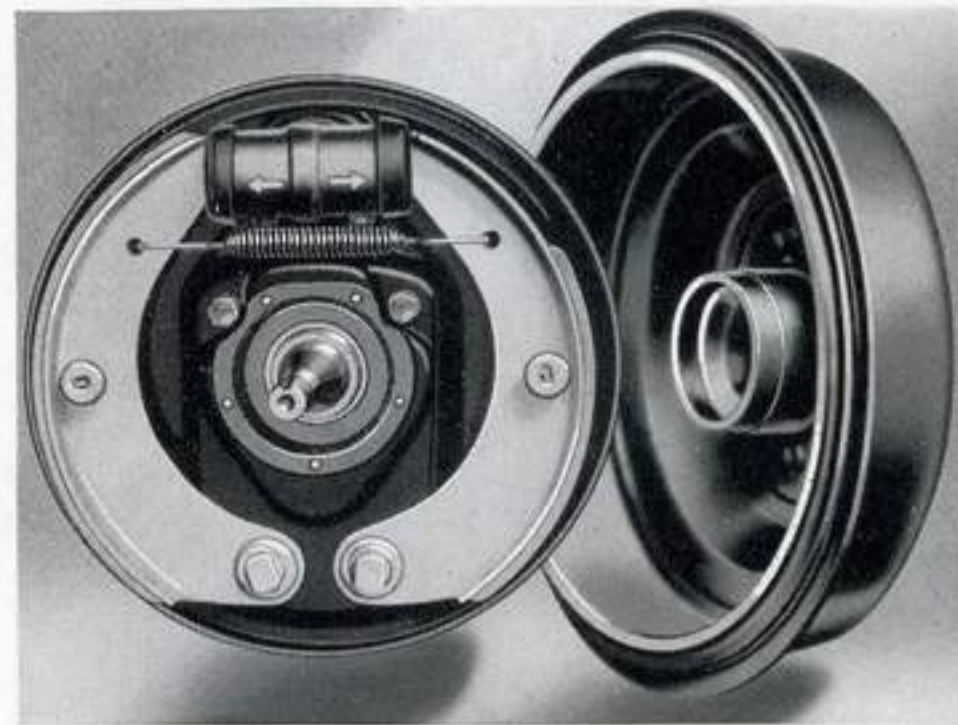


**Superfinishing**—Great New Development—Superfinishing of important engine and chassis parts virtually immunizes them against wear—greatly prolongs car life. It's so good, engineers believe any cannon Superfinished like vital parts of De Soto's engine would last longer firing the heaviest shells, prove how power steps up as friction loss goes down.





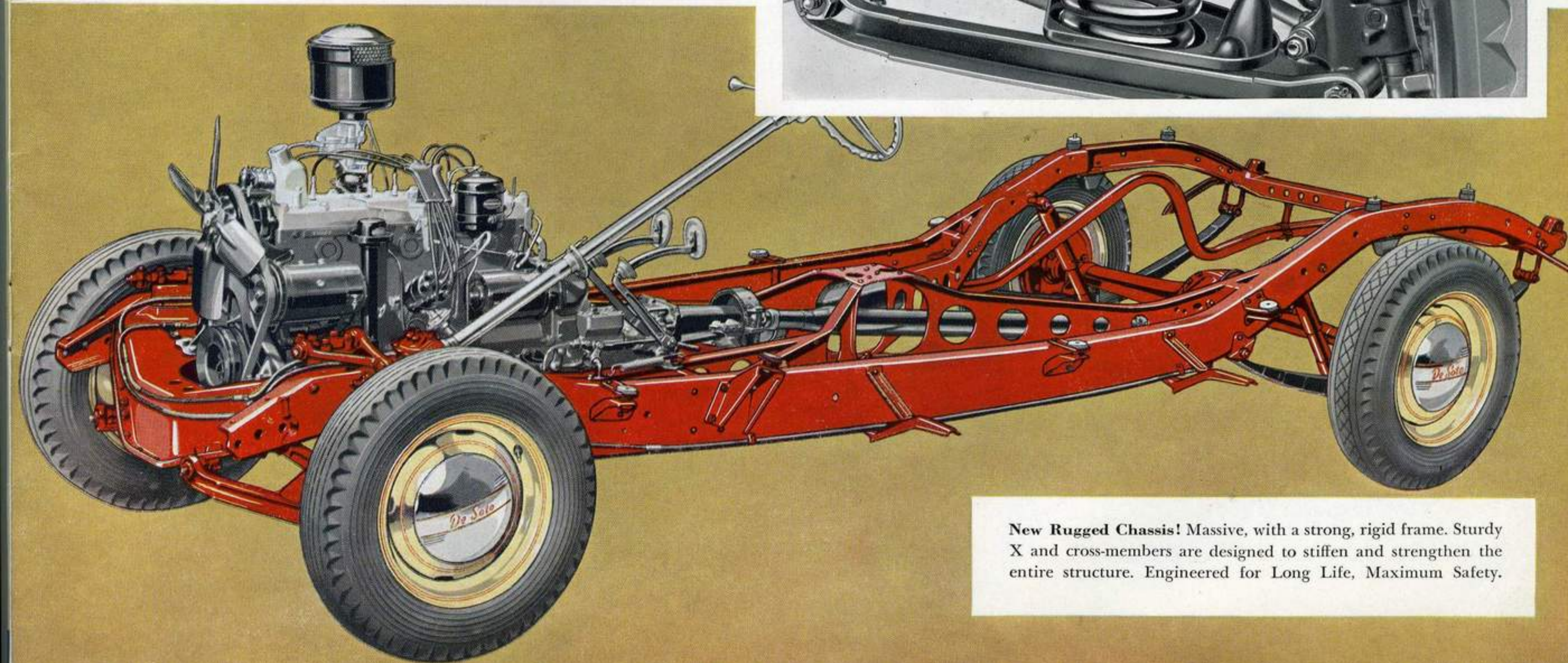
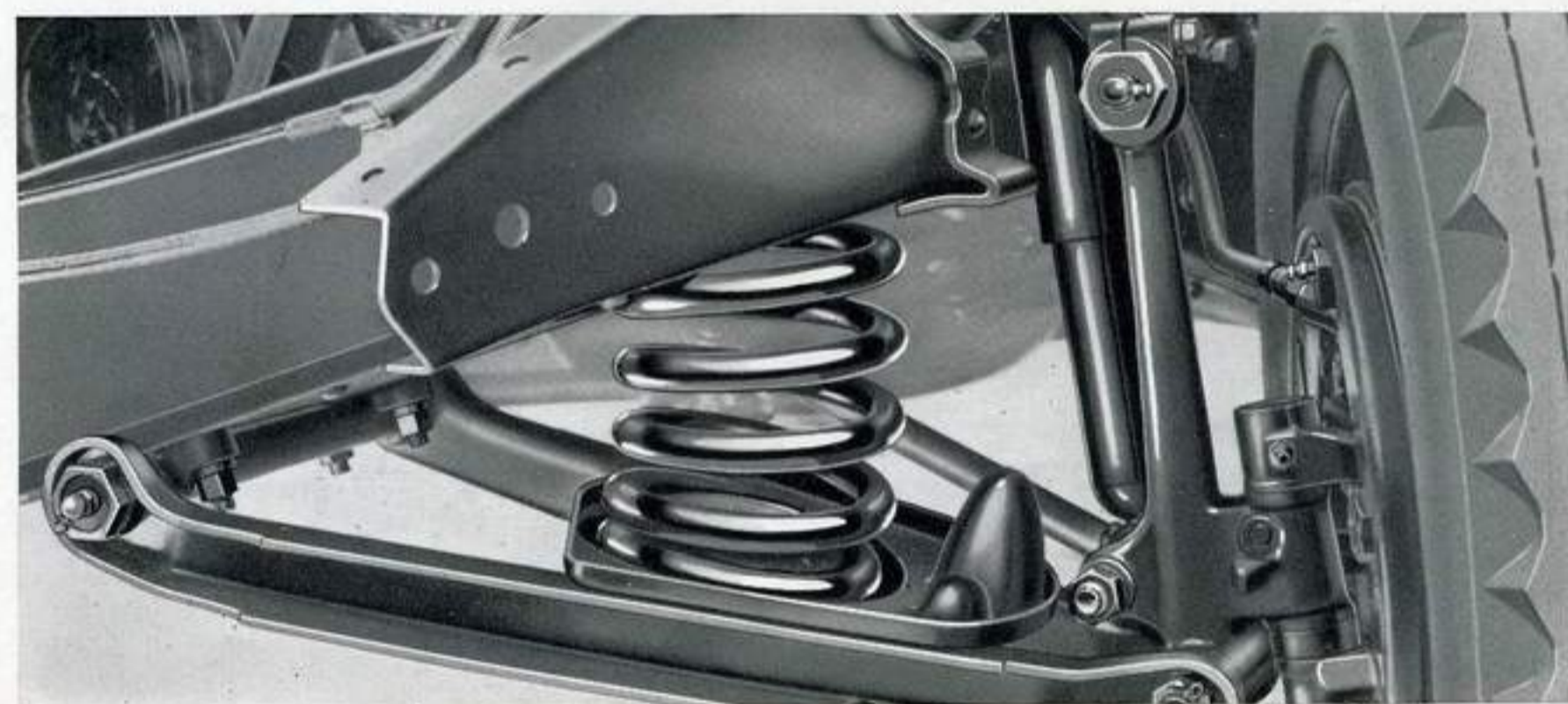
**Super-Economy Engine!** De Soto's engine is now 100 horsepower. It gives brilliant performance, sparkling pick-up with top economy. "Floating Power" engine mountings absorb vibrations. Brilliant engineering gives De Soto's engine rugged durability and long life.



**Equal Pressure Hydraulic Brakes—**Time-tested, represent hydraulic brakes in their finest form. Assure quick, smooth stops at all times. Drums now **SUPERFINISHED** for maximum performance . . . longer life.



**Walks Over Bumps!** Independent Front Wheel Springing levels out the road . . . lets wheels walk right over bumps without jar or shock. Another reason for De Soto's Floating Ride.

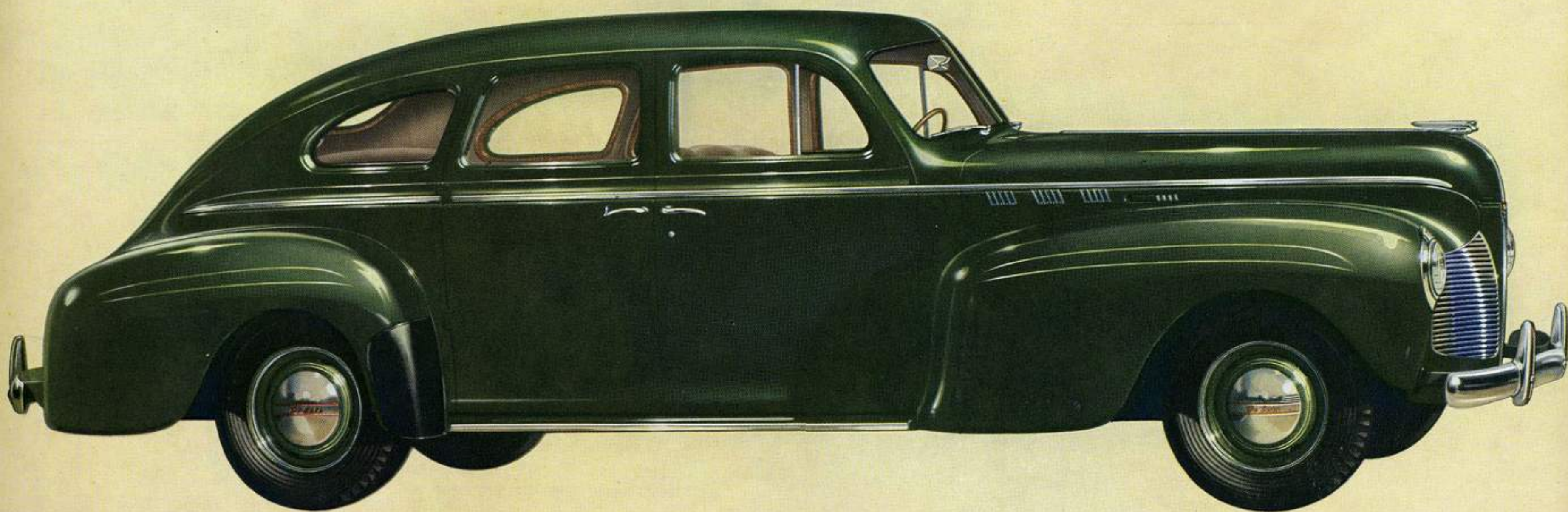


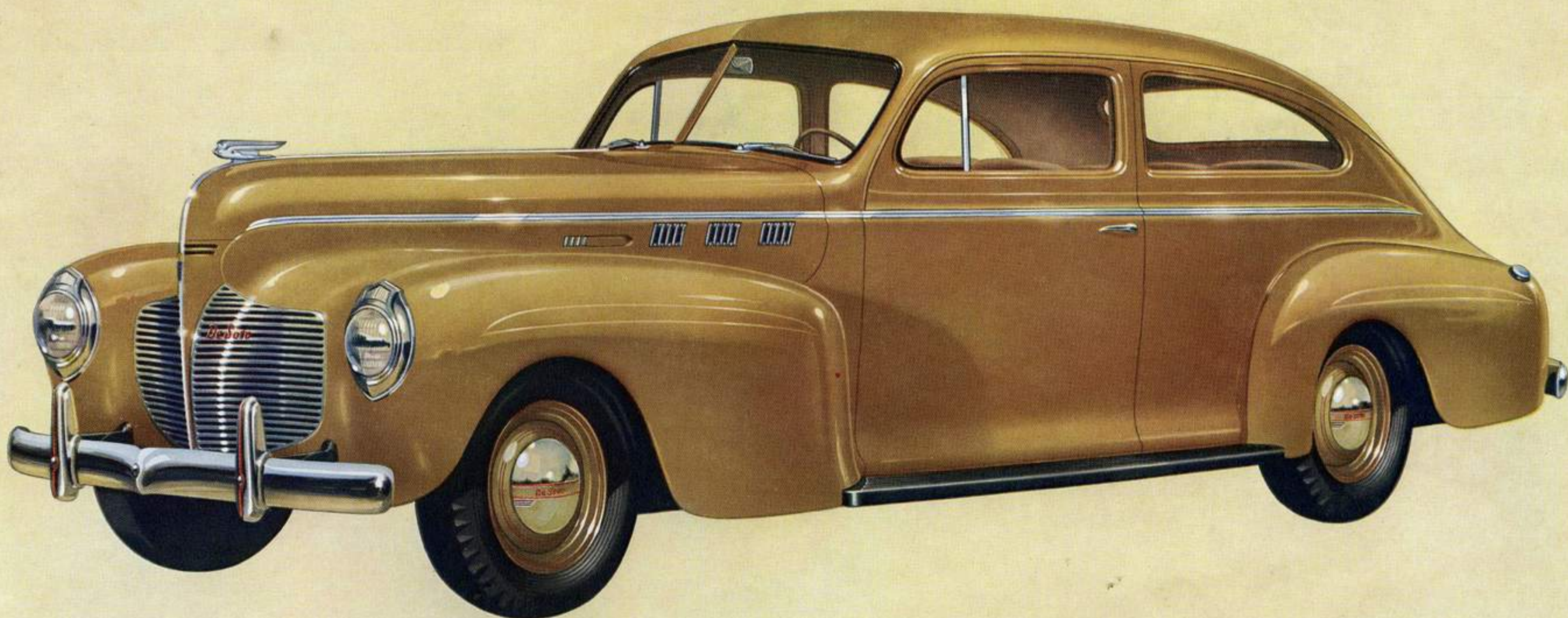
**New Rugged Chassis!** Massive, with a strong, rigid frame. Sturdy X and cross-members are designed to stiffen and strengthen the entire structure. Engineered for Long Life, Maximum Safety.

## DE SOTO DELUXE

# *4-Door Touring Sedan*

A BIGGER, ROOMIER CAR with full-width doors and many other important conveniences. Interiors are available in either Bedford Cord or the luxurious new mohair, a short-pile fabric. The interior of this smartly-styled model is illustrated at the right. Running boards are standard.





## DESOTO DELUXE

# *2-Door Touring Sedan*

DE SOTO'S WIDER SEATS and longer rear compartment provide ample room for all passengers in this two-door model. The sedan-type front seat accommodates three in comfort. The huge Streamlined Luggage Locker has ample space, the opening is level with bumper for easy loading. Note the smartly tailored interior at right, displaying luxury appointments.



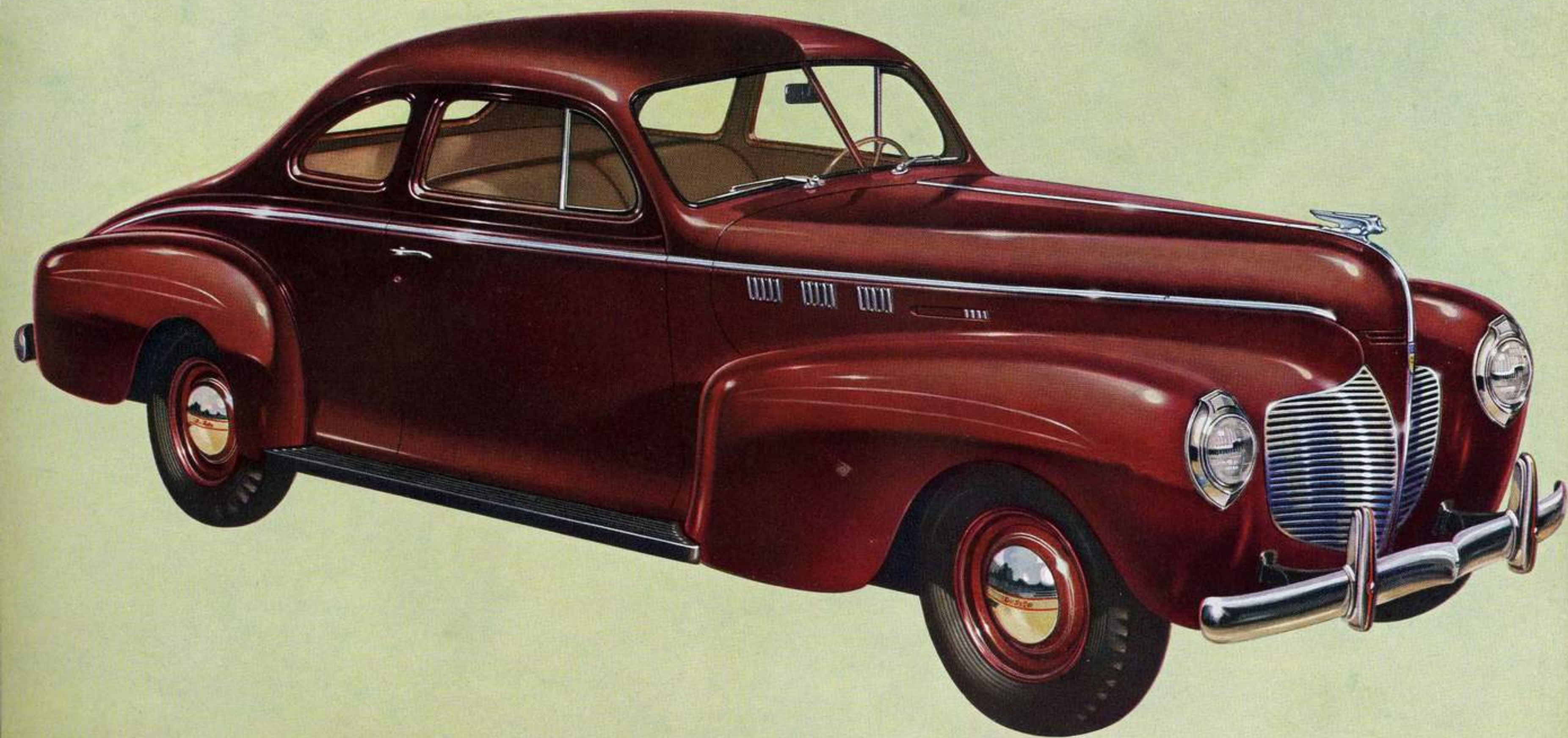
DE SOTO DE LUXE

# Coupe

(Also available with Auxiliary Seats)

HERE IS THE IDEAL model that combines utility with standout performance and smart new beauty. The tremendous rear luggage deck has 43 cubic feet of usable space . . . more than enough room for whatever you wish to carry along with you.

The De Soto Coupe is also available with Auxiliary Seats, as shown in the illustration at the right. With these auxiliary seats in use, the coupe has plenty of room for five persons.

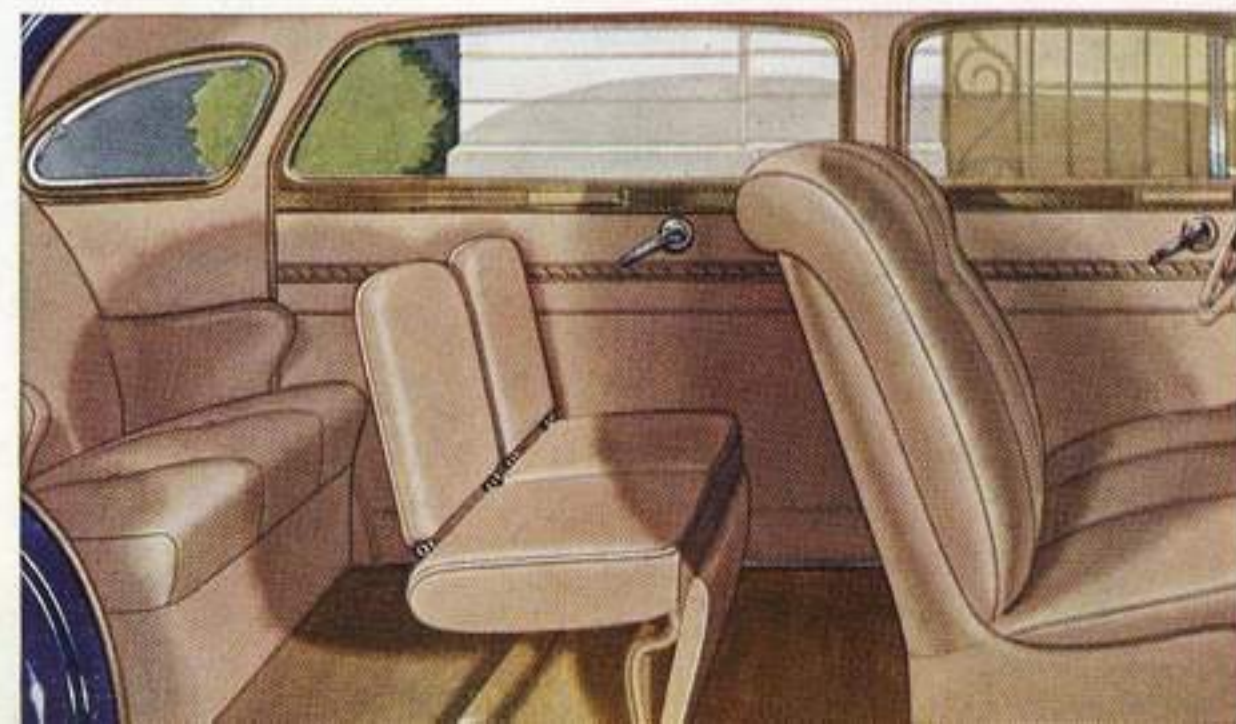




## DE SOTO DE LUXE

# 7-Passenger Sedan

THE DE SOTO SEVEN-PASSENGER SEDAN, ON A longer wheelbase, is a smartly styled car that compares with the most expensive car built—in everything but price. The wheelbase is 139½ inches long. Powerful 105 horsepower motor is used. Note the interior roominess in the illustration at the right. Running boards standard.

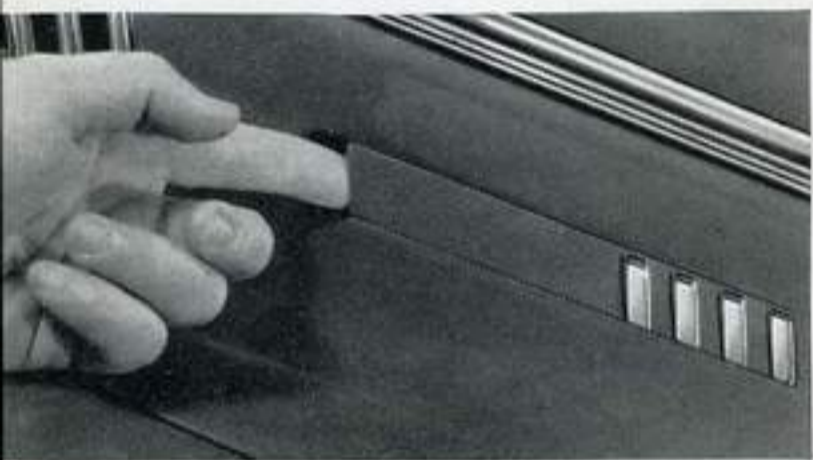


# Extra-Value Features

THAT ADD TO YOUR COMFORT  
AND CONVENIENCE



**Non-Slam Doors**—with Rotary Door locks . . . close with finger-tip pressure.



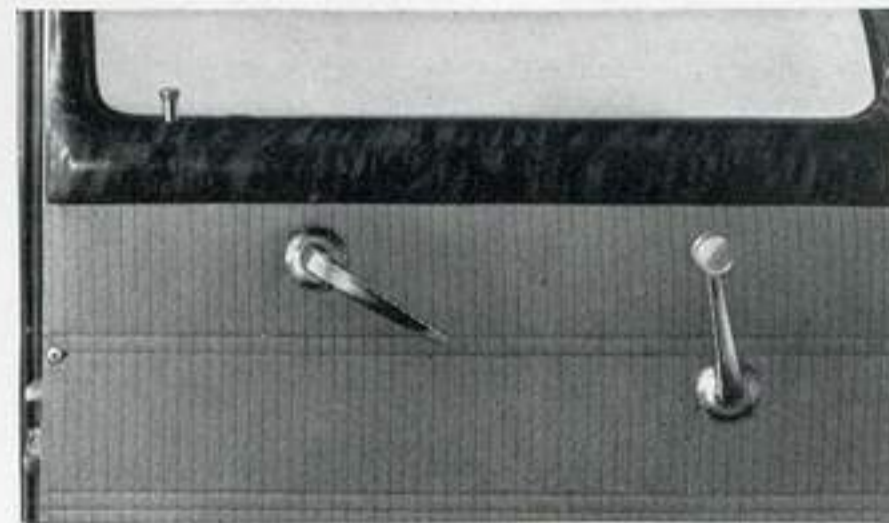
**Hood Latch** is cleverly streamlined. It lies flush with side panel when closed.



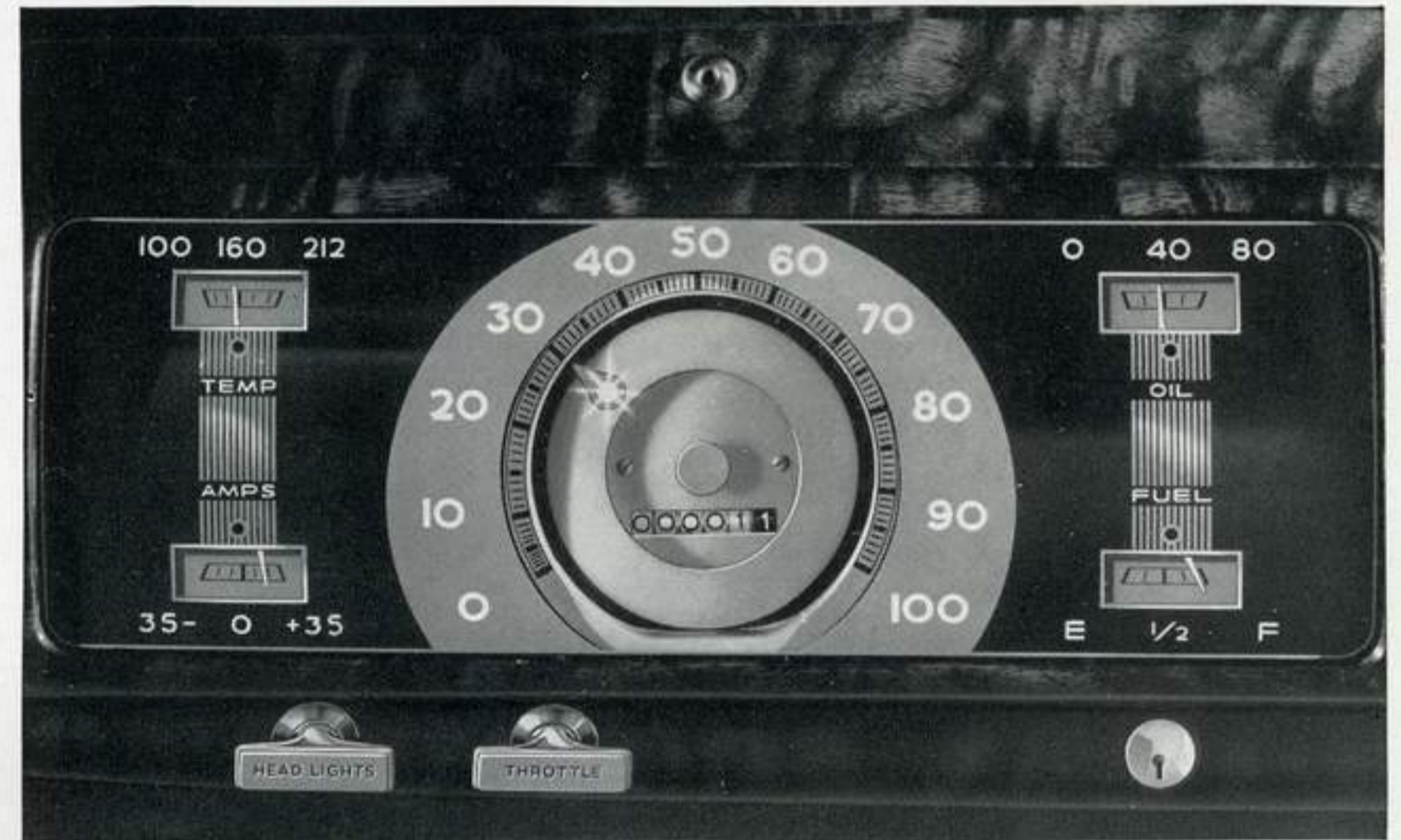
**Safety Catches** on rear doors prevent doors from opening accidentally while car is in motion.



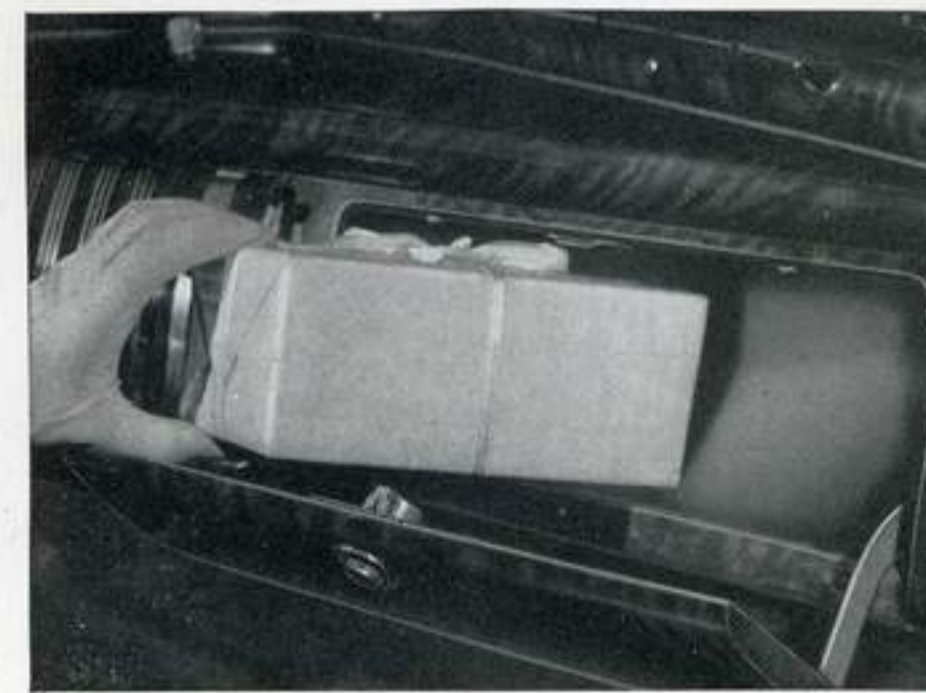
**Beautiful door handles** curve inward . . . eliminate danger of clothes-catching.



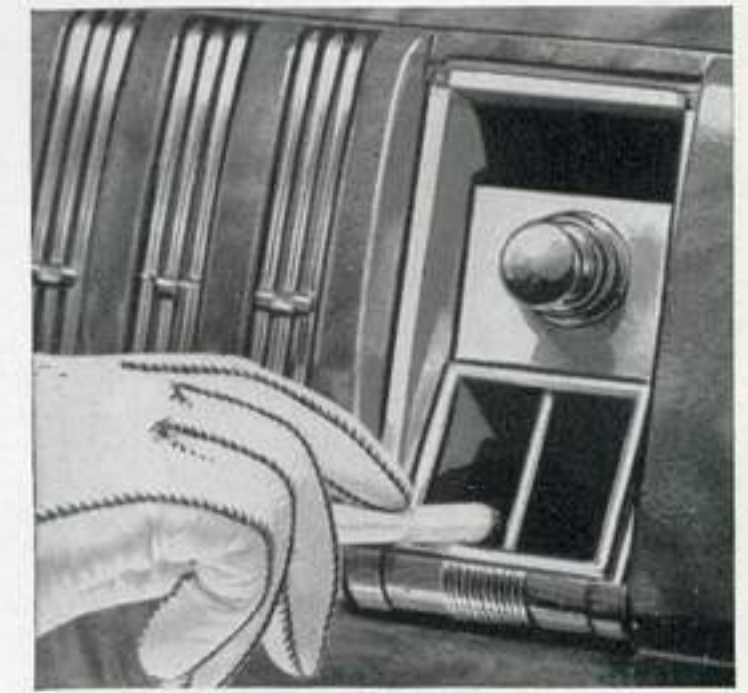
**Satin-Finish** lends an air of distinction and good taste to De Soto's interior hardware.



**Safety-Signal Instruments** —An "eye" in the speed indicator needle acts as a warning signal; changes from green to amber to red as speed increases. Red signals also on other gauges.



**Press a Button** and the glove compartment door opens. Has plenty of space. Always handy to reach.



**Disappearing Ash Tray** on dash is built to conceal cigar lighter.



*De Soto  
Custom Line*

## INSIDE STORY OF LUXURY

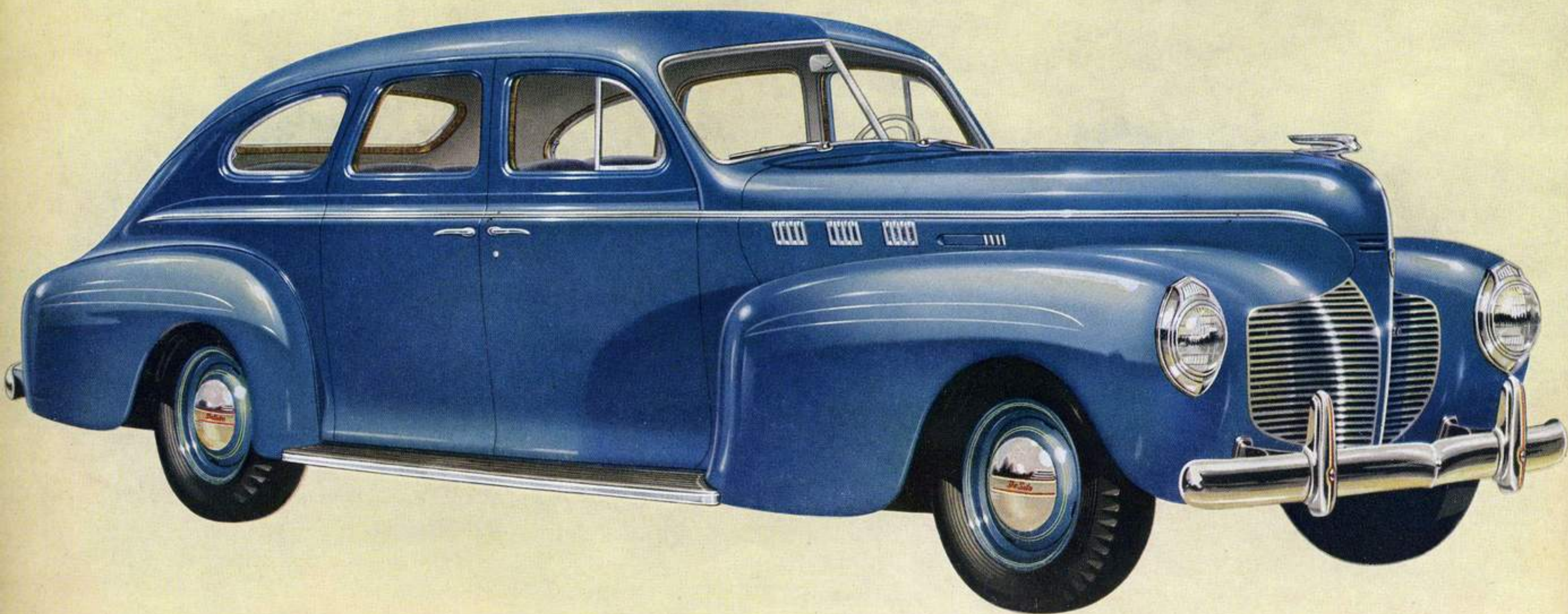
HERE IS THE last word in interior luxury! Finest quality two-tone Bedford Cord and new pile fabric are the upholstery selections available in De Soto's luxurious Custom models. Seats are wide, deep and fitted with Airfoam cushions to give unsurpassed

riding comfort. Quality and good taste are reflected in every detail of the regal interior appointments. Front seat is adjustable to accommodate tall or short people. The insert illustrates an ash tray built into the back of the front seat. Just one of the many style features.

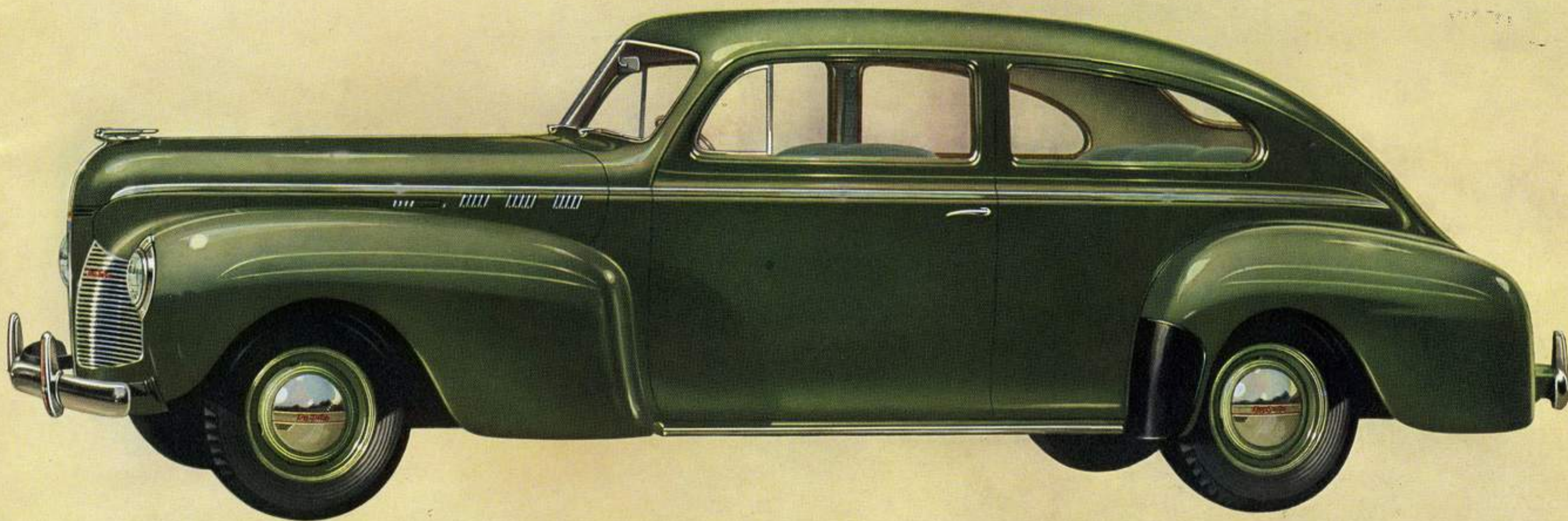
## DE SOTO CUSTOM

# *4-Door Touring Sedan*

De Soto's Custom line is for motorists who want the utmost in driving luxury. Chassis, engine, and body construction are the same as in the De Luxe line . . . upholstery, interior appointments, and refinements of design differ. The luxurious interior of De Soto's 4-door sedan is shown at right.



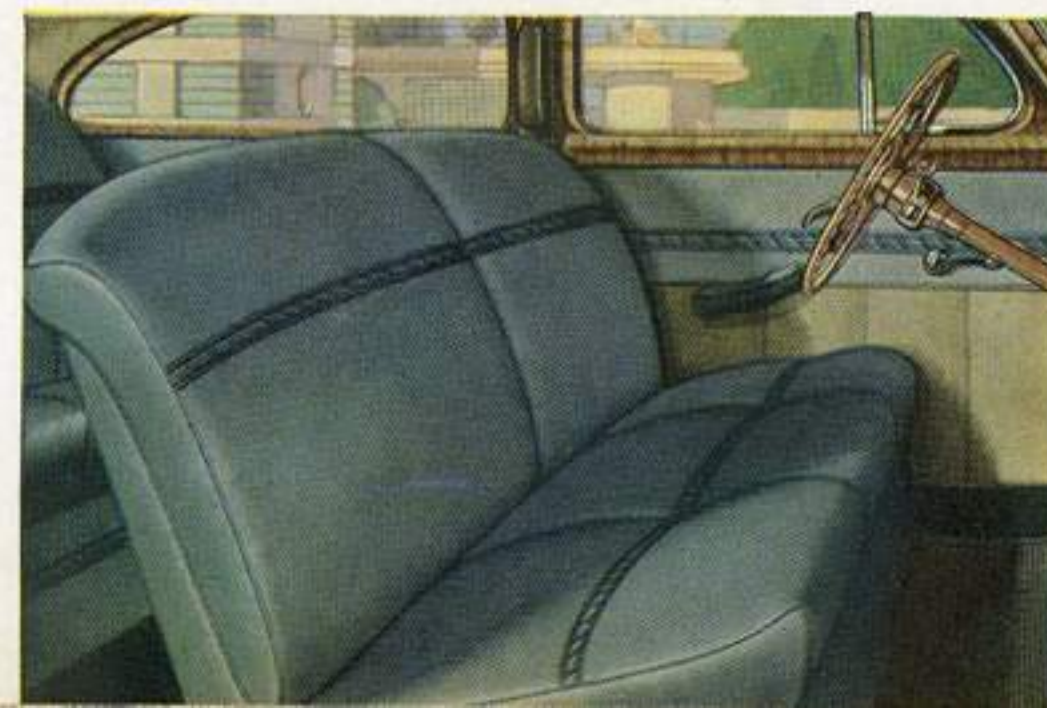




## DE SOTO CUSTOM

# *2-Door Touring Sedan*

AIRFOAM SEAT CUSHIONS (standard equipment on all Custom models) bring an extra measure of comfort to this Custom 2-door touring sedan. Special custom upholstery, 2-speed electric windshield wipers, and extra chromium trim are among other standard Custom features. See illustration at right for full details regarding the new Custom-styled interior.

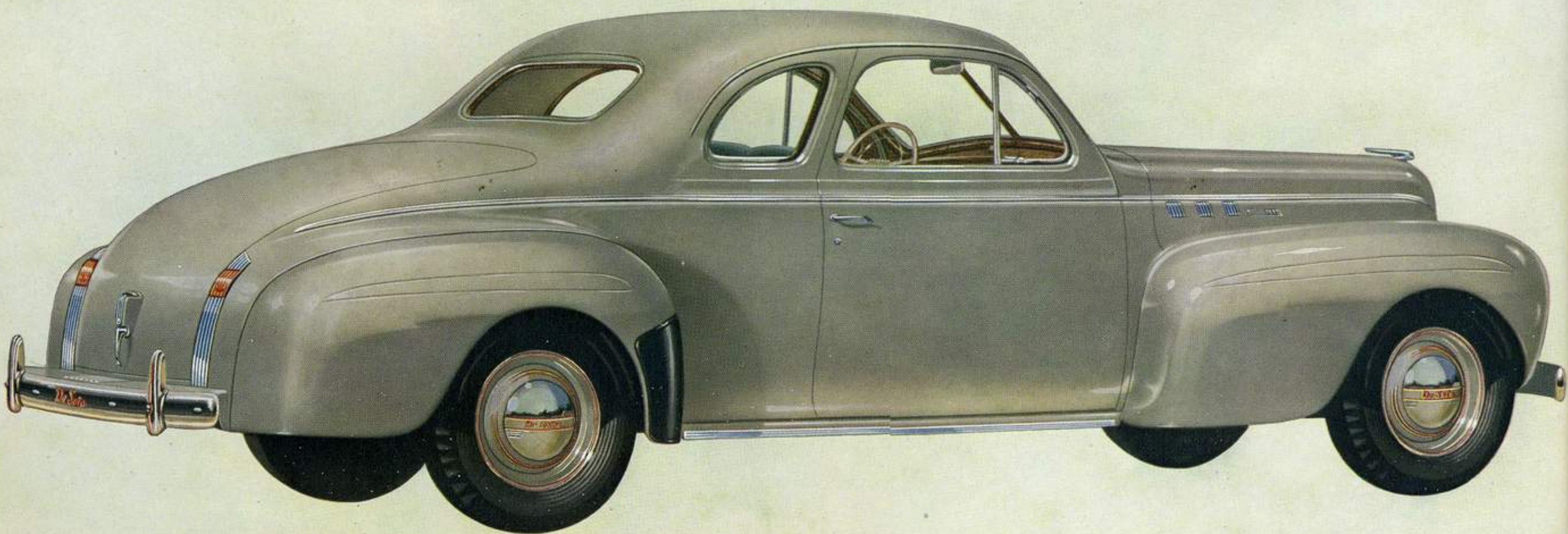
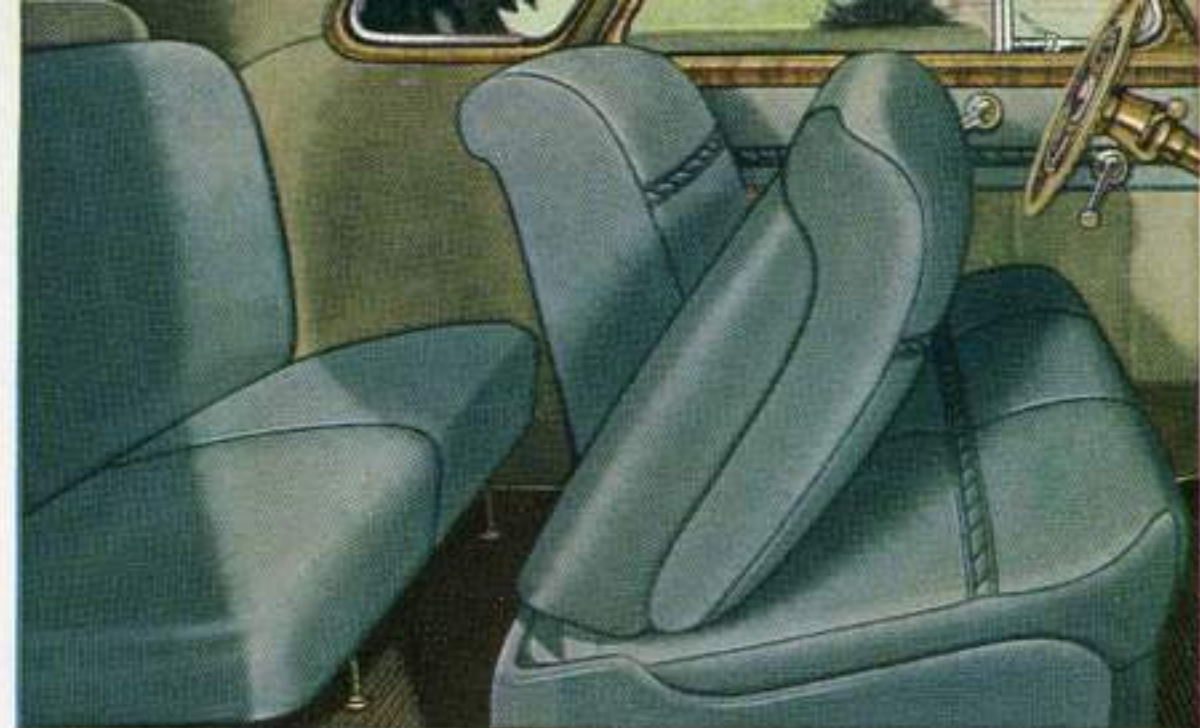


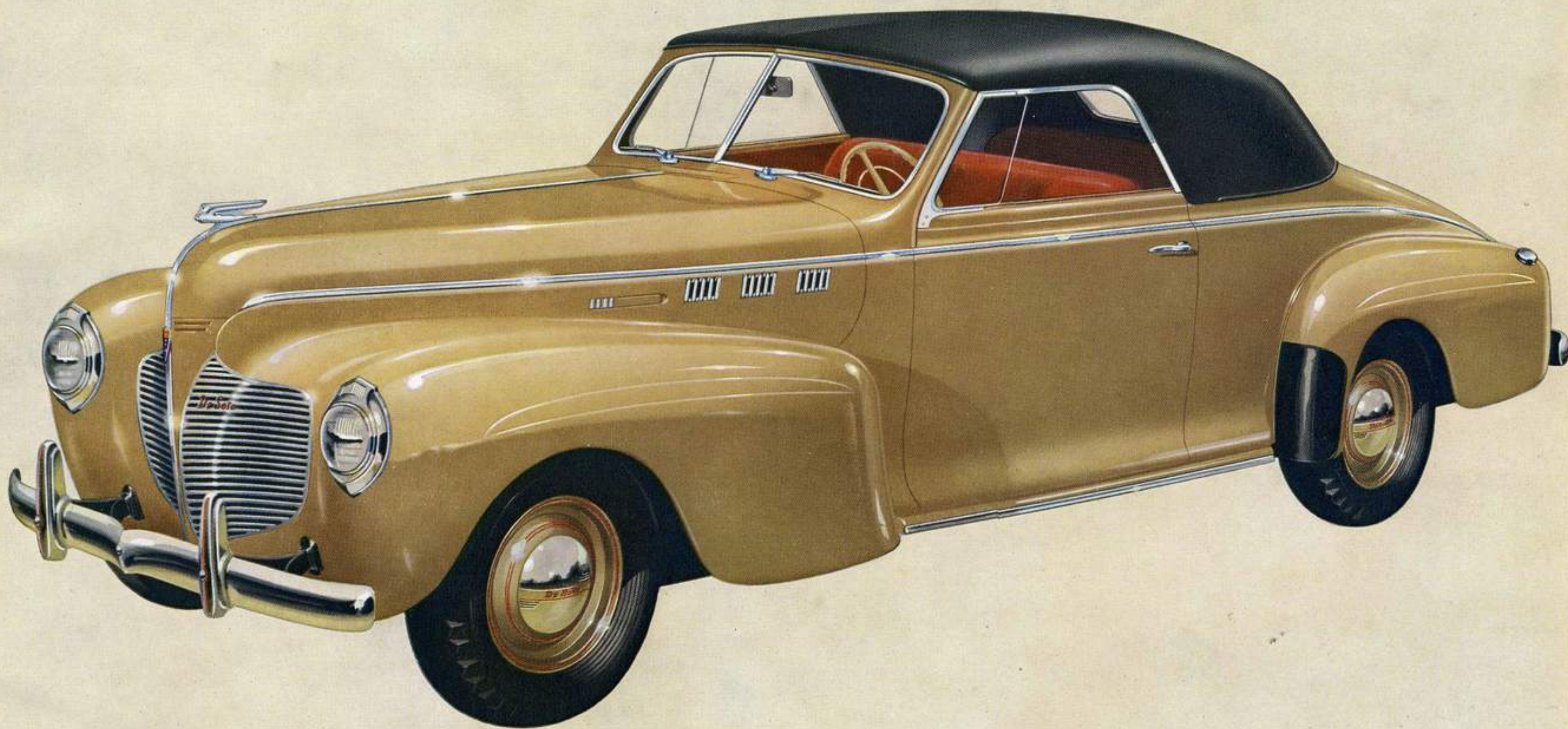
DE SOTO CUSTOM

# Coupe

(Also available with Auxiliary Seats)

DISTINCTIVELY STYLED and appointed, inside and out, this Custom Coupe will hold its own on smartness, performance, and sheer luxury of ride and handling with cars costing far more. Available in a wide range of colors, it also is built as a five-passenger car, with auxiliary seats in back. The illustration at the right shows these sturdy, comfortable seats. The rear luggage deck is big enough to hold two good-sized trunks.





## DE SOTO CUSTOM

# *Convertible Coupe*

(With Power-Operated Top)

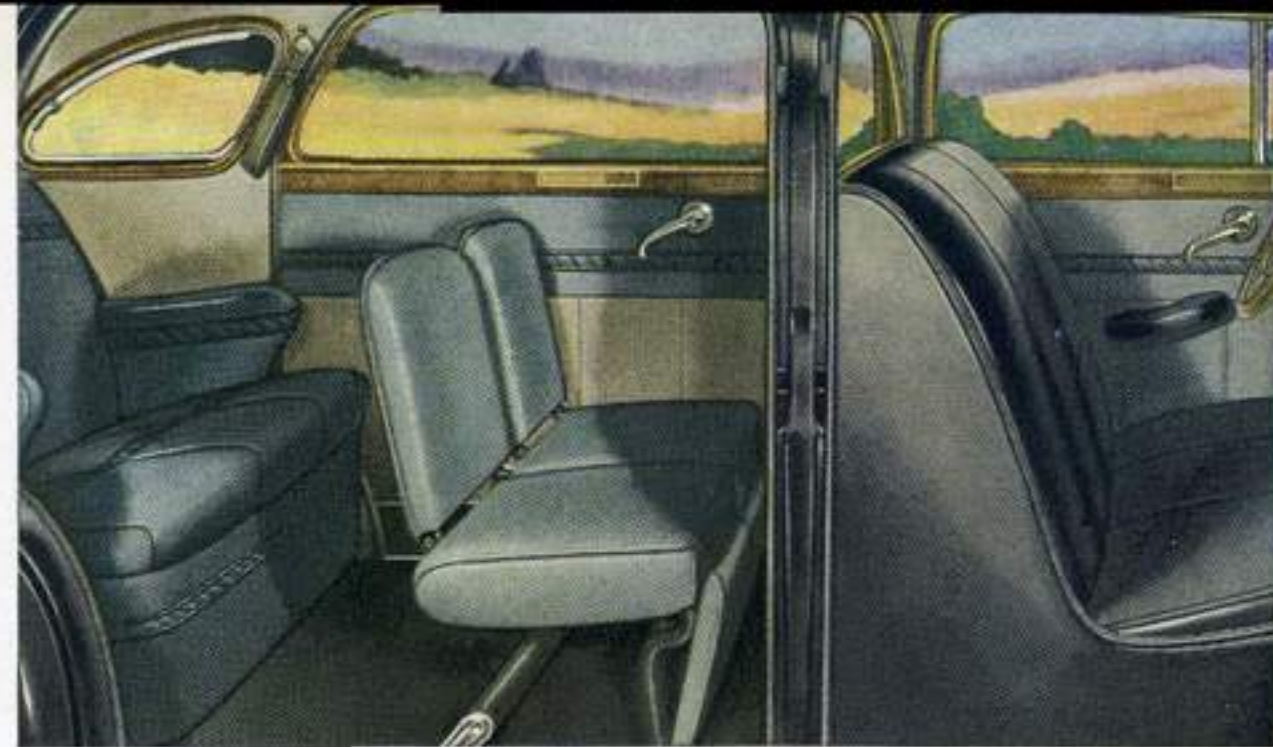
GREAT NEWS for open car lovers is this swanky, extremely practical Custom Convertible Coupe. It can carry five full-grown passengers . . . with rear seats built inside. A POWER-OPERATED TOP! A feature that car buyers have long wanted. Note illustration at right. An easy-to-operate control on the dash makes the top go up or down.



DE SOTO CUSTOM

*7-Passenger  
Sedan*

COMPARABLE IN SIZE, style, and luxury with the most expensive make, this 7-passenger Custom Sedan offers superb comfort at moderate cost. A 139½-inch wheelbase and 105 horsepower engine is standard equipment on this model. A De Soto Limousine, interior of which is shown at right, is also available on this chassis.



# Custom Appointments

YOU GET EXTRA-VALUE FEATURES IN  
THE DE SOTO CUSTOM LINE



**Extra Chrome Trim** on tail lights, chrome fender welts and the lavish use of chrome on the exterior distinguish the custom model . . . add to the distinguished appearance of this brilliant new De Soto.



**Airfoam Seat Cushions** provide De Soto Custom car owners with the last word in riding luxury . . . a cool, feather-soft cushion that permits absolute relaxation.



**Luxurious Upholstery.** Custom models are trimmed in your choice of extra-quality Bedford Cord or Pile Fabric blending beautifully with other smartly-styled appointments.



**Two-Speed Electric Windshield Wipers** run fast or slow as you desire. Clean more than half windshield area. Note that the De Soto windshield is trimmed in chrome.

# New!

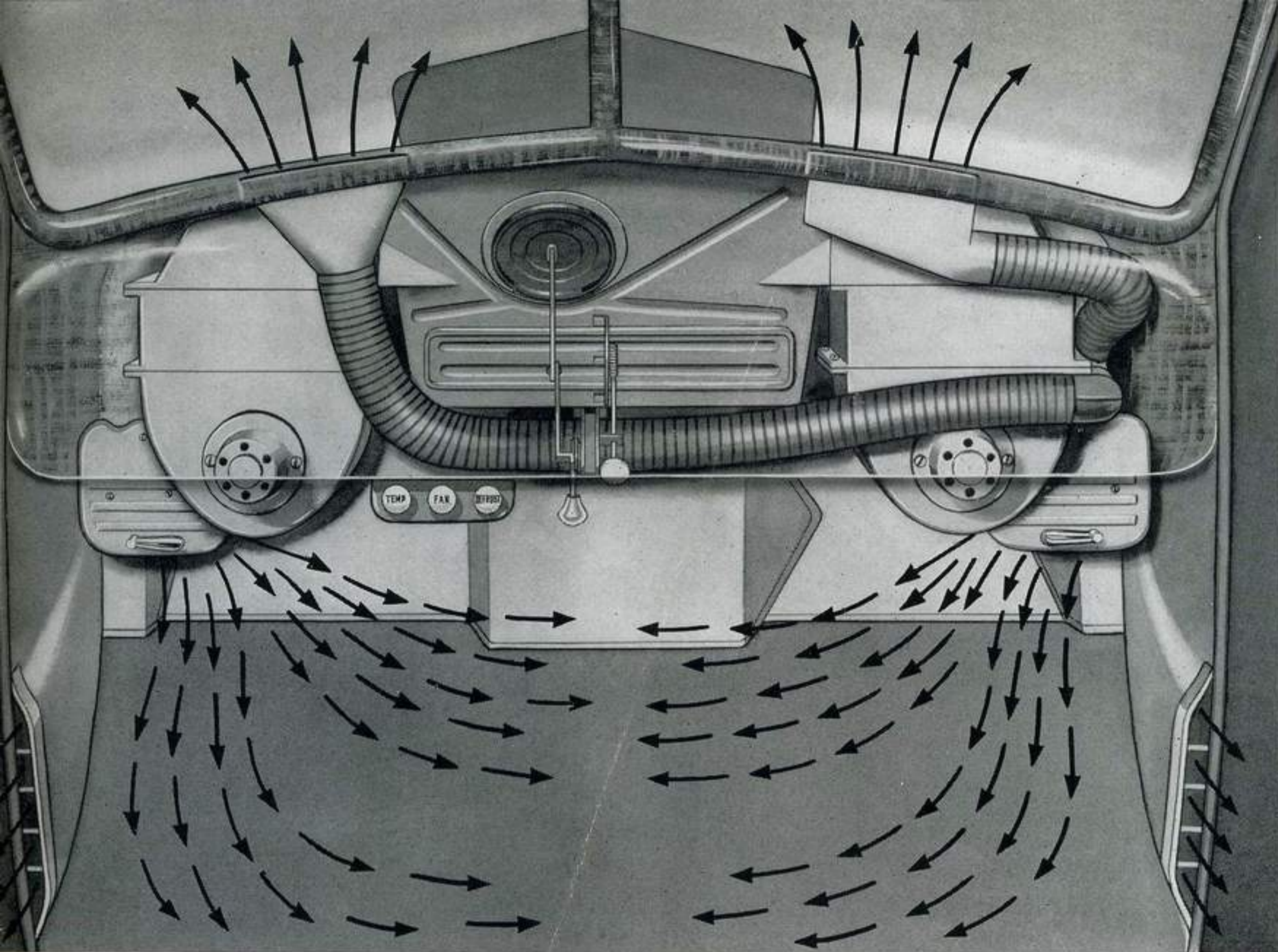
## ALL-WEATHER AIR CONTROL SYSTEM

**N**OW—DE SOTO OFFERS the finest all-weather heating and ventilating unit ever developed for an automobile.

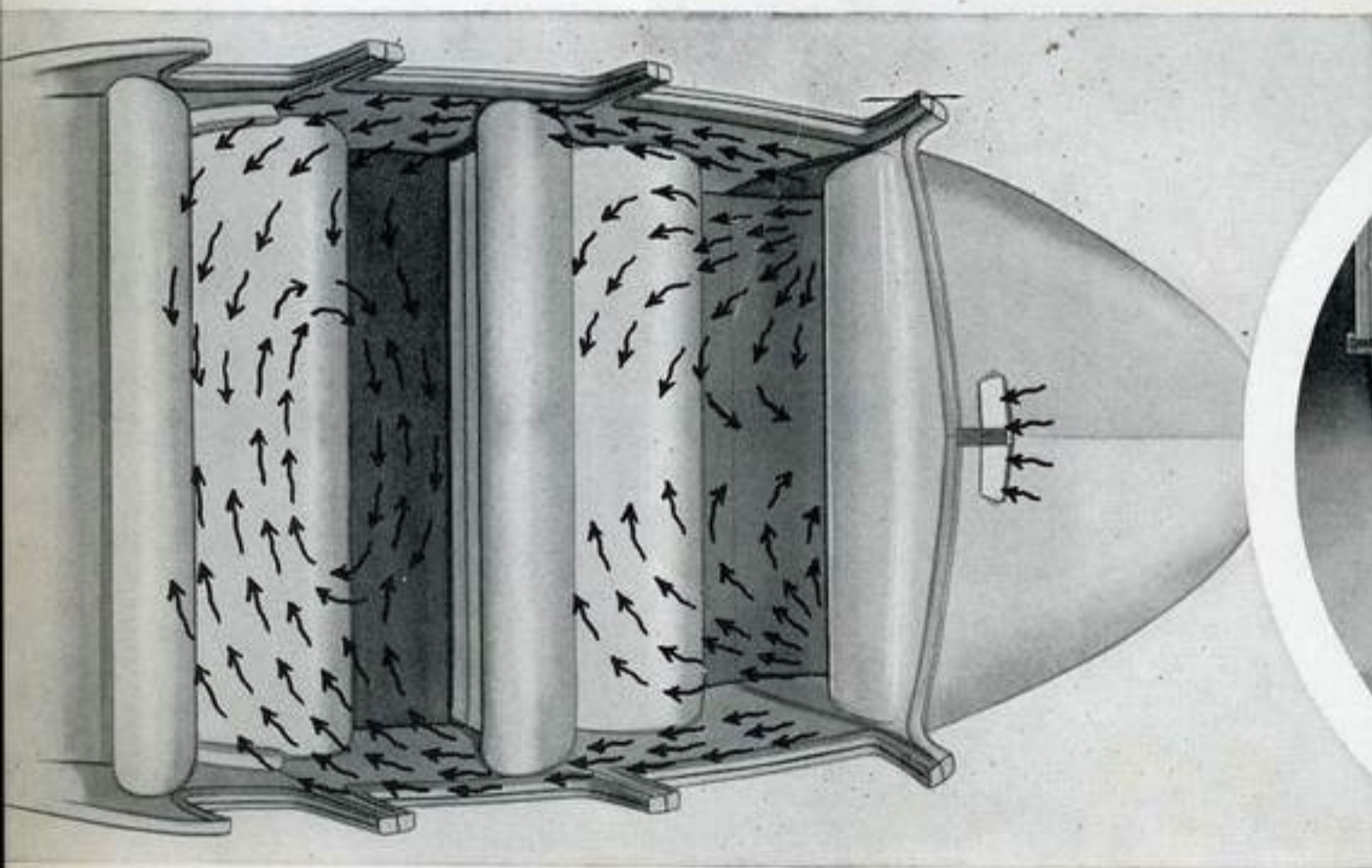
This new All-Weather Air Control System, available at extra cost, gives you adequate circulation of fresh air at all times.

The air is scientifically distributed throughout the car by means of side wall vents, giving uniform control and comfortable temperature for both front and rear seat passengers.

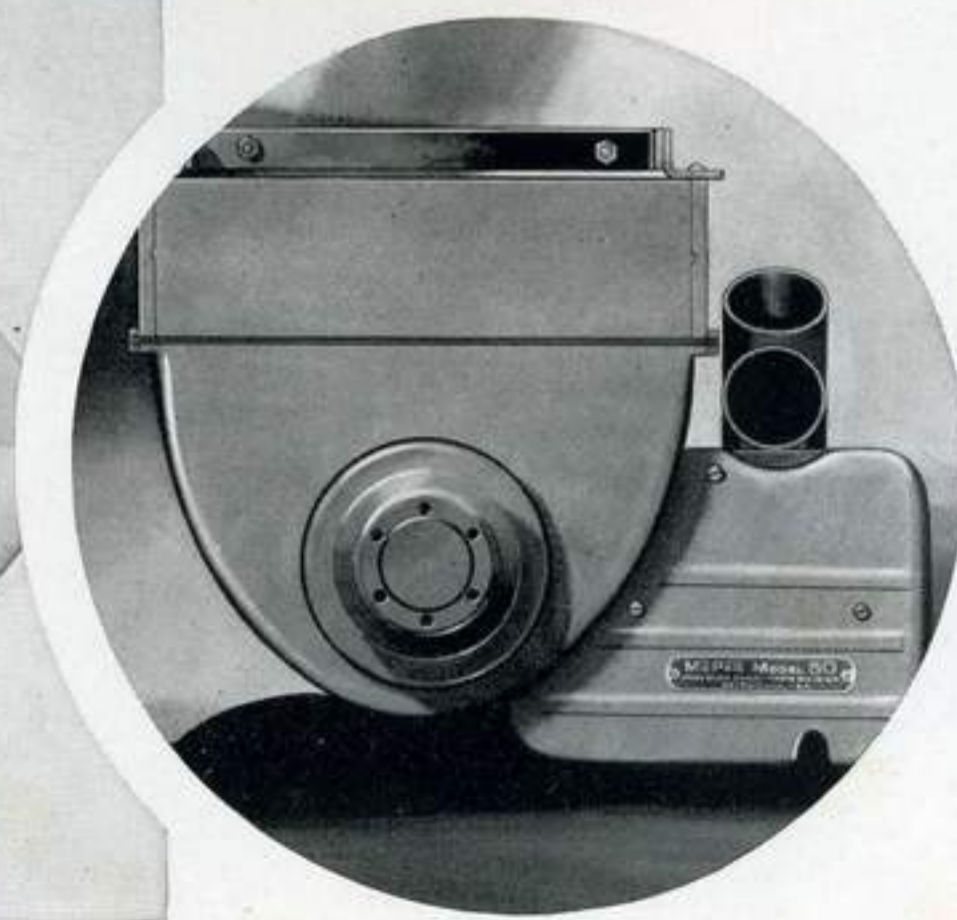
A simple control regulates the amount of warm air in winter and also the circulation of cool air in summer. Fresh air can be circulated in any weather, because the rain trap in the cowl ventilator keeps out rain and snow.



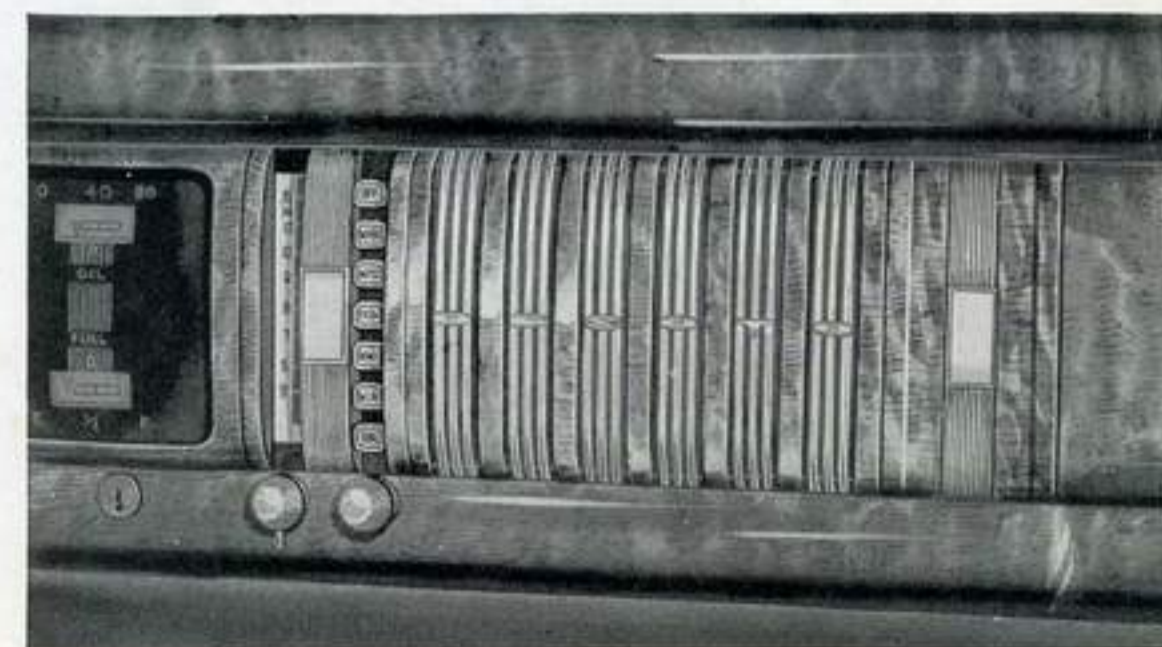
**All-Weather Air Control System**—A diagram of De Soto's new circulating unit, which solves ventilation problems under all weather conditions. Now you can ride in comfort summer or winter. Available at slight extra cost.



**Even Circulation**—De Soto's new All-Weather Air Control System circulates fresh air, heated or unheated, to any degree desired—throughout the car.



**Comfort Master Heater**—A new heater built by the Chrysler Corporation.



**Push-Button Radio**—De Soto's radio features Push-Button tuning. Manual control for universal tuning is also a feature.

# LOOK AT ALL THIS VALUE!

**NEW STYLING**—Back as beautiful as the front. Full-width rear doors. Duplicating-Curve fender design. Running boards standard on De Luxe, optional on Custom Models.

**100 HORSEPOWER ENGINE**—Six-cylinder L-head type. Patented Floating Power Engine Mountings. Bore and stroke,  $3\frac{3}{8}$ " x  $4\frac{1}{4}$ ". Piston displacement, 228.1 cubic inches. Taxable horsepower, 27.34. Developed horsepower, 100 at 3600 R.P.M. with standard head, compression ratio, 6.5 to 1. 105 horsepower at 3600 R.P.M. with special head, compression ratio 7.0 to 1. **SUPERFINISHING** of vital engine parts for longer life, greater economy.

**122½" WHEELBASE**—(7-passenger sedans, 139½" wheelbase)—over-all length 202¼". Tread—front, 57"—rear, 60½".

**INCREASED VISIBILITY**—Full-View, V-type windshield. Bigger side windows. Bigger, one-piece curved glass rear window.

**SEALED BEAM HEADLIGHTS**—Give 50 to 65% greater road light. Long life and infrequent replacement.

**BIGGER SAFETY-STEEL BODY**—Longer, lower, wider. Rear compartment 3" longer, seats wider. Front seat width at cushion, 51", rear seat 51". Huge Streamlined Level-loading Luggage Locker. Front Door Arm Rest. Two Sun Visors.

**SAFETY INTERIOR**—Curved door handles inside and out. Knobs and projections recessed to prevent catching. Safety-Lighted, No-Glare instrument panel. Safety-Signal Speedometer. Safety Signals on *all* gauges. Red signals show when gas, or oil pressure is low . . . water temperature too high, or when ammeter discharge is high. Assist Cords in Sedans. Sedan Robe Cord.

**SOFT-ACTION HYDRAULIC BRAKES**—Soft pedal pressure. 11" Superfinished brake drums . . . stepped wheel cylinders to equalize action on brake shoes. 155 sq. inch contact area. Separate, pistol-grip parking brake under instrument panel at driver's left.

**PERFECTED HANDY-SHIFT**—mounted on steering

post. No floor obstruction. Easier shifting. Handy-Shift standard on all models. Custom Steering Wheel with Horn Ring.

**IMPROVED WEIGHT DISTRIBUTION**—Engine moved forward. Rear axle moved back  $7\frac{1}{2}$ ". Passengers ride cradled between axles.

**INDEPENDENT FRONT WHEEL SUSPENSION**—Amola Steel coil springs. Airplane-type, double-acting hydraulic shock-absorbers front and rear. Suspension—rear, 2 tapered leaf, semi-elliptic springs,  $53\frac{5}{8}$ " long;  $1\frac{3}{4}$ " wide, nine leaves. Spring Covers. Rubber cored front pivots; Rubber cored rear shackles. Sway Eliminator Bar.

**SYNCRO-SILENT TRANSMISSION**—Silent helical gears throughout. Anti-friction bearings. Blocker-type synchronizer makes shifting easier, prevents gear-clashing.

**IMPROVED DRAFT-FREE VENTILATION**—Complete ventilation control through cowl ventilator, new, wide-opening front ventilating wings, one-third larger rear ventilating windows, and rear door windows that roll all the way down. New rubber door sealing blocks out drafts and noise. Entire car insulated and sound-proofed.

**RUBBER-CUSHIONED, SHOCKLESS STEERING**—Directly controlled. Worm and roller type gear, ratio 18.2 to 1. Cushioned from road shock by rubber mounting.

**FULL-PRESSURE ENGINE LUBRICATION**—to all main, connecting rod and camshaft bearings, pressure spray to other moving parts. Direct oil lead to timing chain. Oil filter and crankcase ventilation. Oil capacity, five quarts.

**AIR-COOLED CLUTCH**—10" single, dry plate with grooved facings. Self-lubricated ball-bearing clutch release. Feather-weight action.

**NON-SLAM DOORS**—With rotary door locks; close with finger-tip pressure.

**PERFECTED AUTOMATIC OVERDRIVE**—"Step-Down" feature permits changing from overdrive to conventional gear using accelerator alone. Overdrive can be engaged at 25 M.P.H. Optional at extra cost.

**SILENT HYPOID REAR AXLE**—Semi-floating with silent hypoid rear axle. Tapered roller bearings throughout.

**BIGGER, STRONGER FRAME**—Double-drop X-girder type with box sections. Stronger, lower than last year. Gives greater rigidity, lower center of gravity.

**FOUR-BEARING CRANKSHAFT**—Four, removable, precision-type main bearings, seven counterweights and vibration damper.

**FOUR-BEARING CAMSHAFT**—Four-bearing, chain driven camshaft.

**FULL LENGTH WATER JACKETS**—Water circulation by centrifugal pump, through water jackets, water distributing tube and by-pass thermostat. Temperature gauge on instrument panel.

**PISTONS WITH 4 RINGS**—Stanodized aluminum alloy—U-slot type.

**IMPROVED AIR-COOLED GENERATOR**—20% greater output. Full voltage and current control. Automatic spark advance with vacuum control. 105 ampere-hour battery.

**TUBULAR DRIVESHAFT**—with two roller bearing universal joints. Driving torque taken through rear springs.

**BIG AIRWHEEL TIRES**—6.00 x 16 airwheel tires. Rib on front, all-weather on rear. Special tread reduces road noise. LifeGuard tubes supplied at extra cost.

**FUEL SYSTEM**—Gasoline tank capacity, 17 gallons. Down-draft carburetor equipped with accelerator pump, air cleaner and intake silencer. Automatic choke.

**NOTE:** *The manufacturer reserves the right to revise, change, or modify the construction of De Soto motor vehicles, or any part thereof as he may see fit, without incurring any obligation to make like changes on vehicles previously sold.*

## DE SOTO SERVICE from Coast-to-Coast!

Throughout America almost 3,000 De Soto dealers are at your service, ready to help you select the particular model that will best suit your personal needs, and ready to help you keep your car running smoothly and efficiently. Owners will tell you: There's wisdom in the advice—SEE YOUR DE SOTO DEALER FOR A GREAT CAR, FINE SERVICE, AND A SQUARE DEAL.



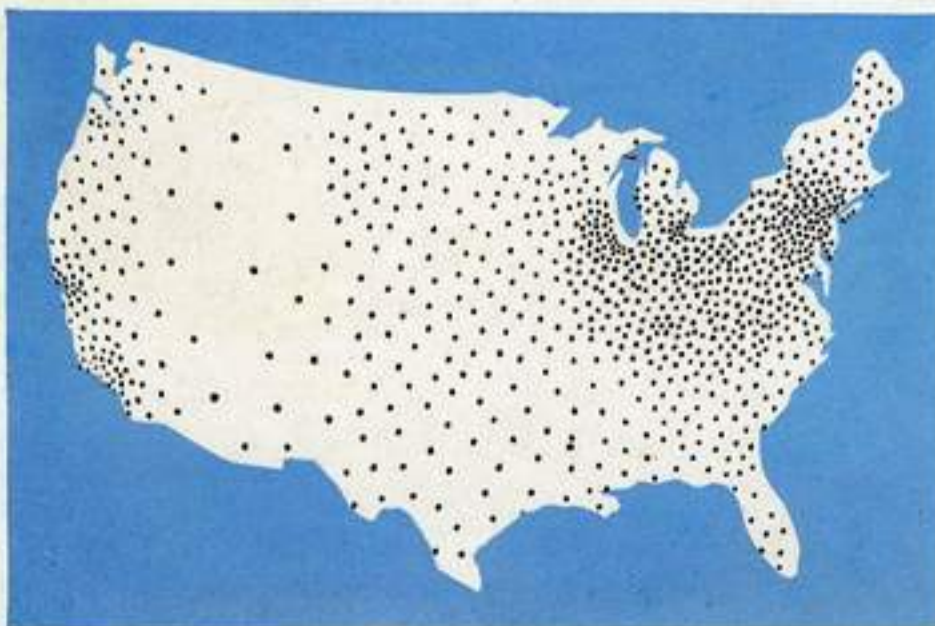
A PRODUCT OF THE  
CHRYSLER CORPORATION

REMEMBER THIS important fact:  
When you buy a De Soto you get  
the brilliant engineering and in-

tegrity of manufacture of the Chrysler Corporation . . . your assurance of great automobile value and mechanical dependability.

### EASY PAYMENT TERMS

Ask your De Soto dealer about convenient time-payment plans on your new De Soto.



A detailed illustration of the rear of a yellow De Soto car. The car features chrome trim, including a bumper with the 'De Soto' name in red script, and decorative chrome strips on the rear fenders. A license plate with the text '19 IRCIHI 40' and 'AR 0677' is mounted in the center. The background shows a scenic landscape with a winding river, green hills, and a tree. The overall style is classic automotive advertising art.

# De Soto

THE BACK'S AS BEAUTIFUL  
AS THE FRONT!