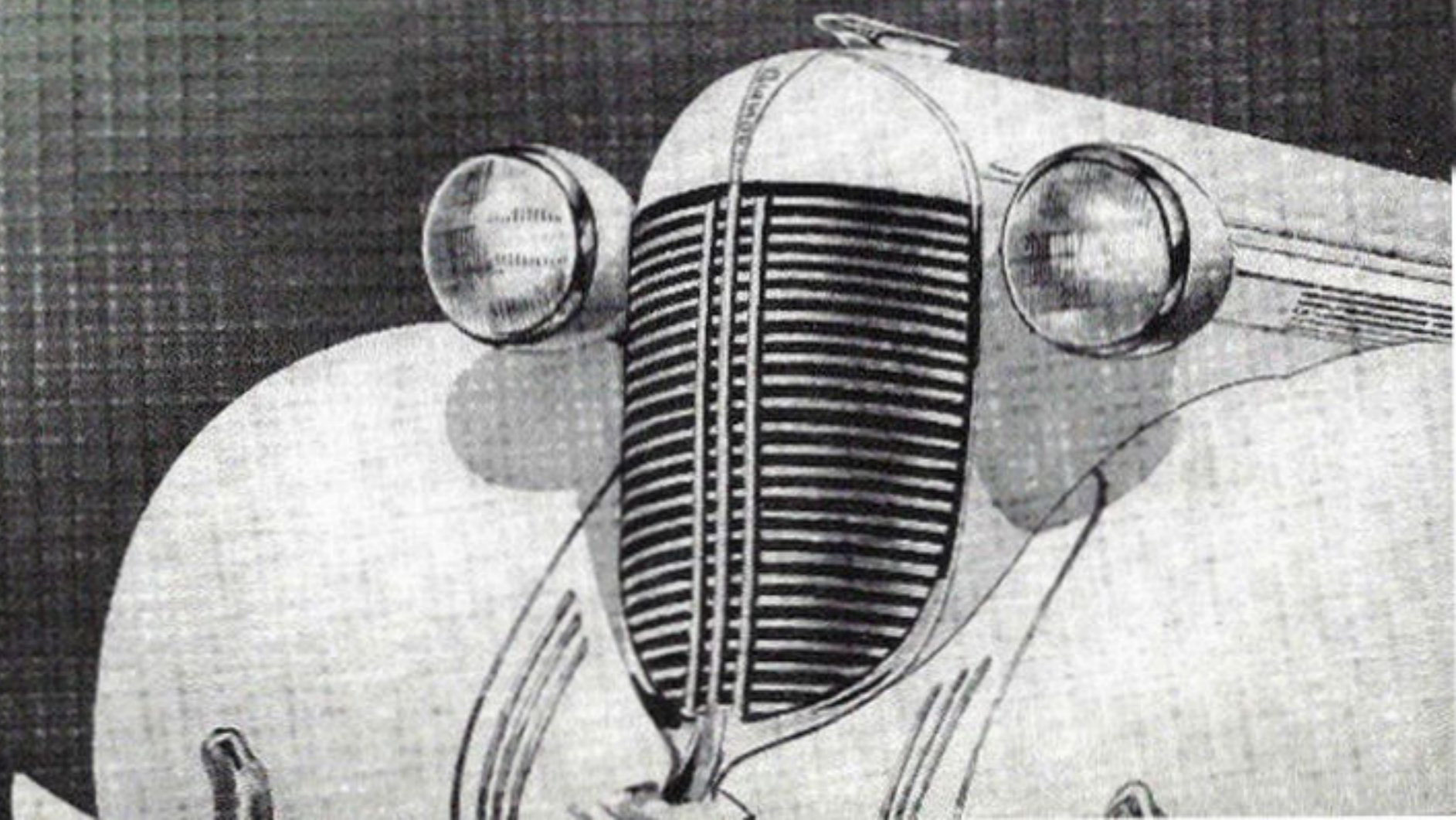




DE SOTO SIX

STANDARD SERIES



ECONOMICAL

With a full realisation of the popularity of De Soto as their inspiration, De Soto executives decided to meet the demand they knew existed, for a car of traditional De Soto quality and character, yet more compact in size and still more economical than their magnificent productions of the past. Thus was born the Standard Series De Soto Six . . . a fitting companion to the Senior Series.

In every detail this new De Soto is a de-luxe car — luxuriously appointed, a car of real De Soto distinction yet withal incredibly economical.

Its 82 h.p. L-head engine with "Floating Power" mountings features: Full-length water Jackets, Directional Cooling, Hardened Exhaust Valve Seat Inserts, Aluminium Alloy Pistons with four piston rings to each piston and Full-pressure Lubrication.

Synchro-silent Transmission, DE SOTO GENUINE HYDRAULIC BRAKES, Front end Ride Stabiliser and a most capacious luggage trunk, are other outstanding De Soto features incorporated in this new series.

The frame is of the sturdy X-type to which the SafeTsteel body is anchored on special brackets insulated with rubber cushions against noise and drumming. Comfortable seating for six passengers is provided.

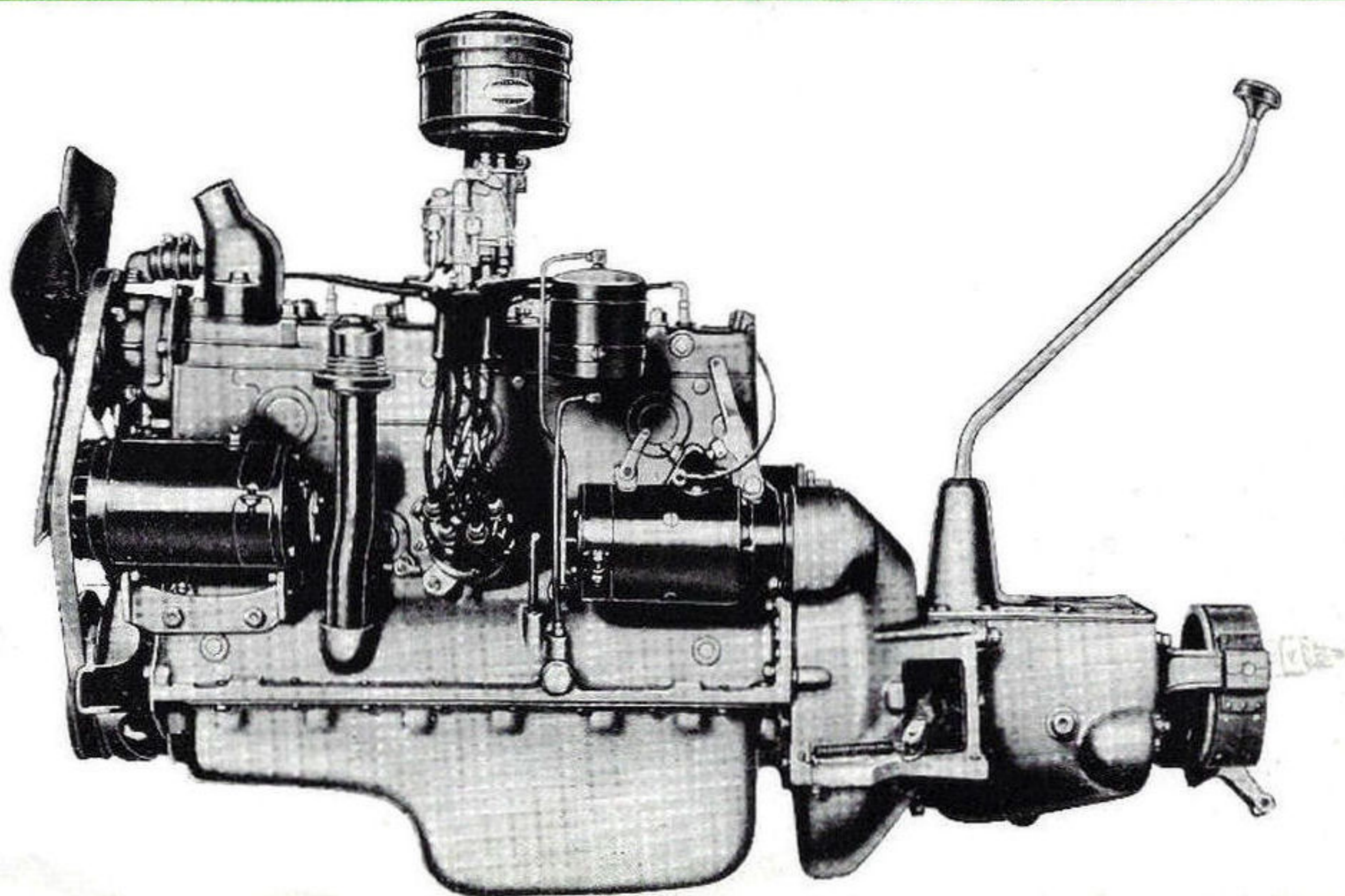
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Priced moderately, just above the low-price field, the distinctive Standard Series De Soto Six worthily upholds the time honoured name of De Soto.



FORWARD MOVES BY DE SOTO

A production increase in 1936 of approximately 60% over the previous year necessitated a brand new £1,250,000 plant for De Soto. Last year, still greater advances were made and phenomenal figures established. The aggregate increase in production in the motor industry of the U.S.A. was 8%, but *DE SOTO INCREASED BY 78.1%*, indicating the tremendous growth in De Soto popularity throughout the world.



SPECIFICATIONS

DE SOTO SIX
STANDARD SERIES

ENGINE: De Soto 6-cylinder L-head type, Floating Power mounted. Bore 79.4 m.m. Stroke 111.1 m.m. Piston displacement 3.3 litres. 23.44 Horsepower. Compression Ratio 6.7:1. Gray iron cylinder block cast en bloc with walls honed to mirror-like finish. Anodic coated aluminium alloy pistons, U-slotted, cam ground. Four piston rings.

Floating type piston pins. Drop-forged connecting rods of high-manganese forging steel, with removable precision bearings. Connecting rod and piston assemblies matched for each individual Engine. Intake valves of chrome nickel steel. Austenitic exhaust valves; exhaust valve seat inserts of hard heat-resisting special alloy. Removable valve guides.

Crankshaft supported on steel-backed, babbitt-lined removable precision bearings; statically and dynamically balanced. Seven counterweights integral with crankshaft. Four-bearing camshaft of special cast iron with cams and distributor drive gear integral, driven by silent chain.

Full-pressure lubrication to all crankshaft, camshaft and connecting rod bearings; timing chain lubricated by direct oil lead. Crankcase ventilation.

Water circulation controlled by Thermostat. Cylinders surrounded by full length water jackets. All exhaust valve seats directly cooled by water distributing tube. Heat indicator on instrument panel. Four-bladed fan.

Plain-tube, down-draft carburettor with idle control and adjustable accelerating pump. Fast idle speed controlled by choke. Automatic manifold heat control. Oil-bath air cleaner and silencer. Fuel pump driven by eccentric on camshaft. Fuel filter integral with pump. 13.7 Imperial gallons fuel tank. Electric fuel gauge on instrument panel.

ELECTRICAL SYSTEM: "Solar Spark" ignition system. Vacuum controlled distributor advances or retards spark automatically, according to engine load. Air-cooled balanced armature generator with third brush regulation and cut-out relay, driven by V-belt. Amp. meter on instrument panel.

CLUTCH: Single-plate, dry, fully ventilated. Engagement cushioned by crimped tongues on disc; vibration dampened by coil springs in disc. Woven and compressed asbestos facings. Ball thrust release bearing with lubricant sealed in.

TRANSMISSION: Synchro-silent transmission with silent helical gears throughout. Four roller and two ball bearings in transmission. Tubular propeller shaft, two ball and trunnion-type Universal joints with roller bearings.

Semi-floating axle with Hypoid drive gears of nickel molybdenum steel. Adjustable tapered roller bearings throughout. Axle shafts of Amola steel. Gear Ratio 4.1:1.

FRAME: Rigid, double-drop X-girder truss frame with full-length box section side members, 5½ in. deep.

STEERING: Worm and roller type. Two adjustable tapered roller worm thrust bearings. Straight roller bearings on roller tooth. Tie rod and drag link with ball and socket joints. Three spoke 17 in. steering wheel. Steering shock eliminator.

BRAKES: De Soto 4-wheel, Hydraulic, Internal expanding, sealed against water and dirt. Moulded asbestos lining, two pieces per brake; stepped wheel cylinders to give equalized braking action in front and rear brake shoes. Independent hand brake, external contracting band type.

SPRINGS: Tapered leaf, semi-elliptic type, encased in metal gaiters. Front springs have double main leaf. Sway eliminator mounted in front. Silent threaded "U"-shackles and rubber bushings; kick-shackle. Hydraulic double-acting telescopic shock absorbers front and rear.

WHEELBASE: 112 in.

INSTRUMENT PANEL: The new instrument panel is appealing, smart and distinctive in design. Its beauty enriches the whole interior of the Car. Capacious glove and parcel compartment. Indirectly lighted instruments include speedometer, ammeter, fuel gauge, oil pressure gauge, engine temperature indicator. Cigar lighter and ash receiver for the convenience of smokers.

WHEELS: Five, steel disc, 16 in.

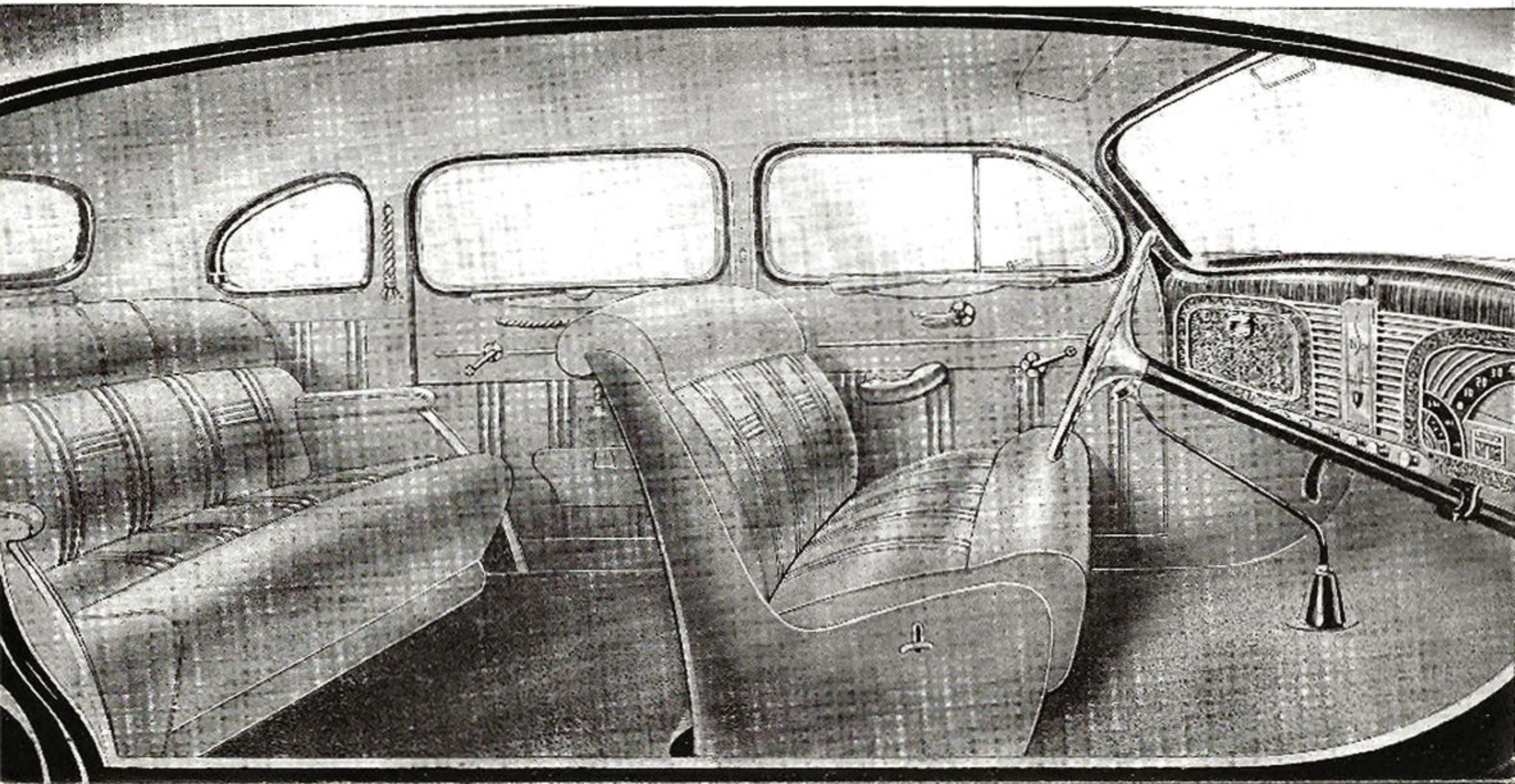
TYRES: 6.00 x 16. Spare and tyre carried inside luggage trunk in a vertical position, thus giving maximum accommodation for luggage.

SPECIFICATIONS AND EQUIPMENT SUBJECT TO CHANGE WITHOUT NOTICE.

BUCKLE MOTORS (TRADING COMPANY) PTY. LIMITED

119-129 WILLIAM STREET, SYDNEY. Phone FL 2633

LUXURIOUS



"Unitop" Safe Tsteel Bodies

Ultra-smart in appearance, the De Soto Six Standard Series bodywork is a revelation of expert craftsmanship. Impressive beauty, exceptional sturdiness, and the ultimate in comfort and safety result from deliberate planning to make De Soto Six THE MOTOR CAR OF THE YEAR.

The seamless steel "Unitop", made in one piece, extends from cowl to rear panel in unbroken contours—the Drip Mouldings extending over all doors and sweeping back well beyond the rear windows.

Extremely comfortable and attractive upholstery of an improved bolster-type has been designed, whilst new cushion springs of high tempered spring wire make for softer and easier riding in both front and rear seats.

The "Safety Styling" of the De Soto includes in addition to the bolster-trim upholstery, door handles, inside and out, that are flattened and curved inwards; also for safety's sake all controls and instruments are either flush or recessed. Special attention has been given to body insulation and silencing. New insulating materials now available for the first time have been used effectively to make riding in a De Soto a pleasure, entirely free from road noises. Considerable development in the design of door locks and dove tails have achieved much

quieter and easier closing and opening of the doors. An all-steel front seat is introduced incorporating an entirely new movement for the comfort of persons of varying stature. The action of this seat is to lower as it is adjusted towards the rear, thereby comfortably seating a large person considerably below the wheel. A reverse action raises the seat cushion and brings the back of the seat further forward. These adjustments are extremely simple, the mechanism being at the right-hand side quite convenient to the driver.

Floors are flat and low set level with running boards—adding greatly to the comfort, which is increased still further by chair-height seats, with ample leg room. Side arm-rests and a folding centre arm-rest in the rear are provided.

in Windscreen and all Side Windows. Body equipment includes Dual Automatic Windscreen Wipers, operating from below the windscreen and giving a maximum amount of clear space with each action of the wipers; Two adjustable inside Sun Visors, Cowl Ventilator, Hinge-type Ventilating Rear Quarter Lights, front windows of an improved two-piece ventilating type, Footrests, Pile Carpets and every other item of luxury and refinement always associated with De Soto productions.

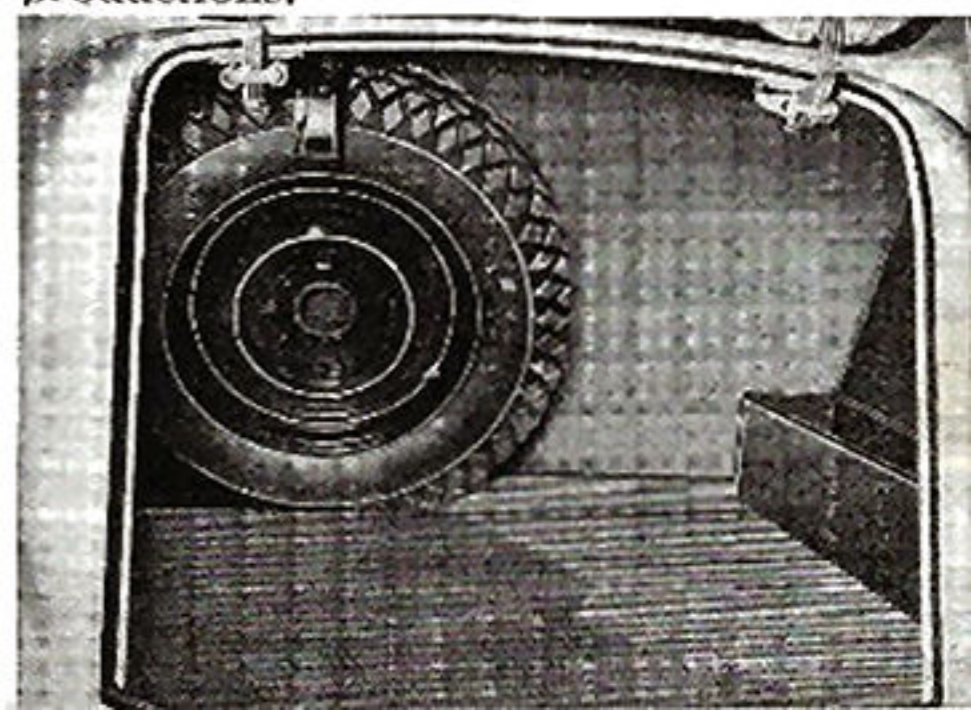
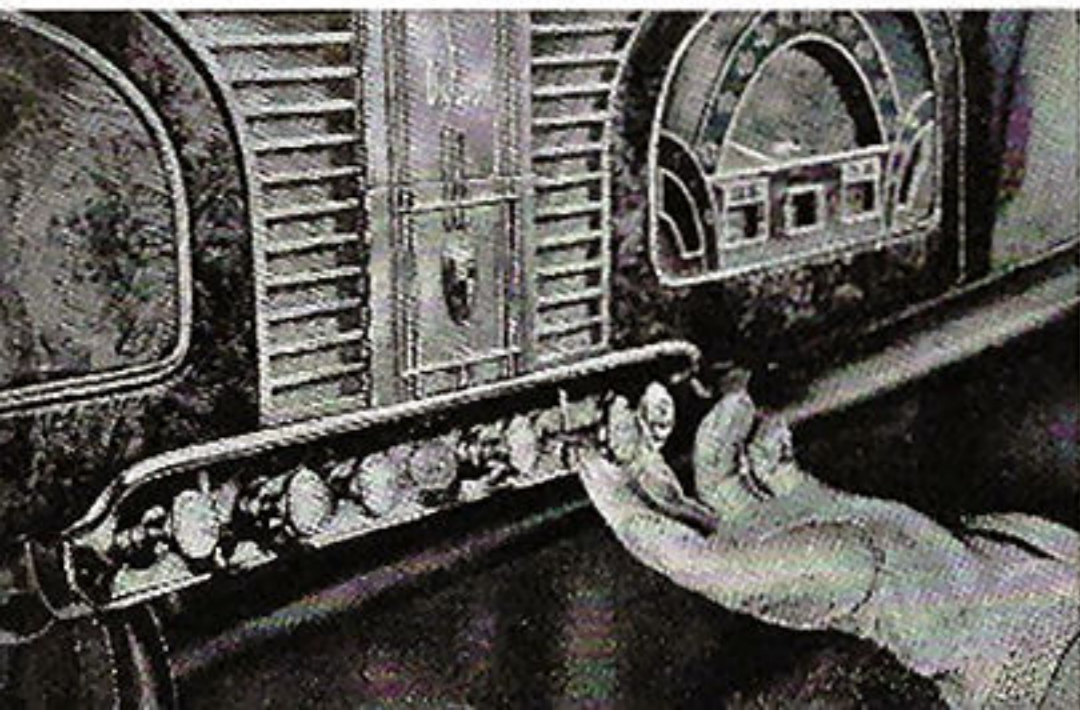
RADIO designed for DE SOTO

Custom-built to give years of trouble-free service and exceptionally long range reception, the De Soto Radio has been specially designed to harmonise perfectly with the instrument panel, where provision is made for installation. The controls conform with the whole interior treatment of the car. Fitted to the radio is an automatic Accoustinator, having four positions:—Voice, Music, Bass, Interference Reducer. This ensures the most efficient reproduction of all programmes.

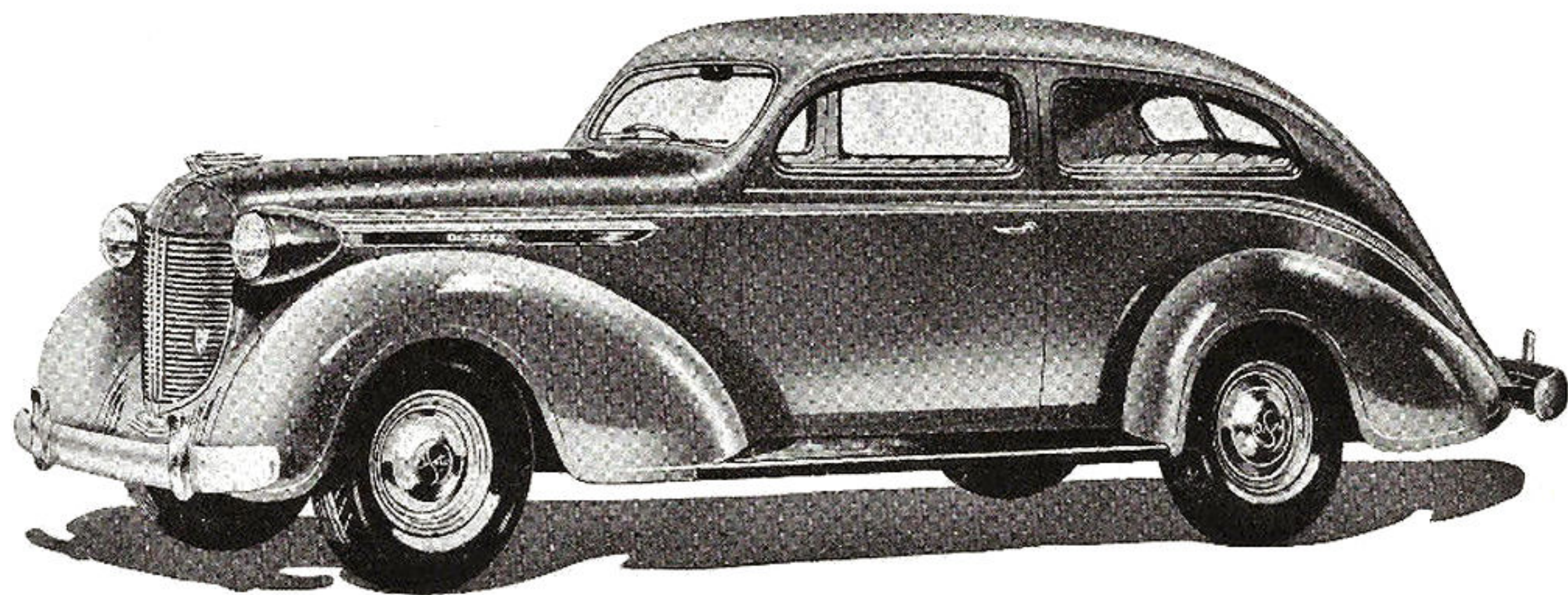
The Comfortone Courtesy Speaker, an accessory to the radio, may be installed in the back of the front seat so that rear seat passengers can enjoy perfect reception regardless of driving conditions. Special provision for installation has been made in manufacturing De Soto Six bodies.

The beautiful walnut-grained Instrument Panel has controls recessed for safety. Speedometer numerals are large and lit from behind. Trip mileage included. Roomy glove compartment.

By a new method of mounting the spare wheel in a vertical position behind the rear squab, very considerable additional luggage space is made available in the Luggage Trunk.

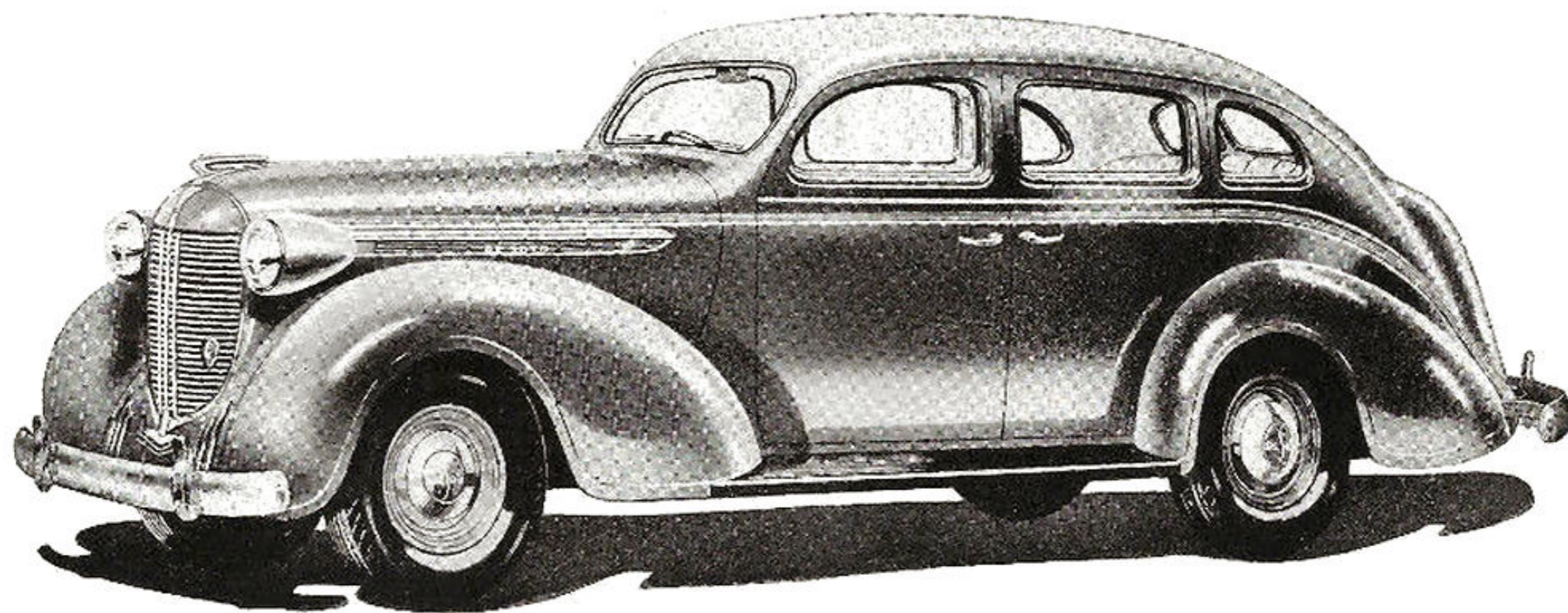


The prestige inevitably linked with the name DE SOTO is more than amply maintained in this new Standard Series. The handsome De Soto Six is the choice of discerning motorists everywhere. It is the one car that receives universal admiration, its owners finding their taste for a car of distinction entirely satisfied — and at a moderate price.

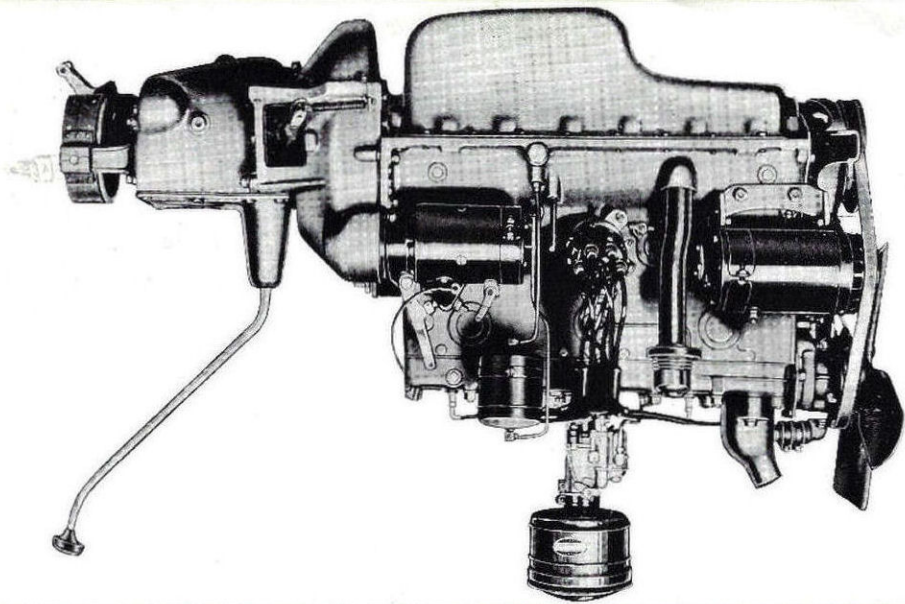


DE SOTO SIX, STANDARD SERIES, UNIVERSAL COUPE

DISTINCTIVE



DE SOTO SIX, STANDARD SERIES, TOURING SEDAN



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ELECTRICAL SYSTEM: "Solar Spark" ignition system. Vacuum controlled distributor advances or retards spark automatically, according to engine load. Air-cooled balanced armature generator with thin brush regulation and cut-out relay, driven by V-belt. Amp. meter on instrument panel.

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TRANSMISSION: Synchro-silent transmission with silent helical gears throughout. Four roller and two ball bearings in transmission. Tubular propeller shaft, two ball and union-type Universal joints with roller bearings. Semi-floating axle with Hypoid drive gears of nickel molybdenum steel. Adjustable tapered roller bearings throughout. Axle shafts of Amols steel. Gear Ratio 4.1:1.

FRAME: Rigid, double-drop X-girder truss frame with full-length box section side members, 5 1/2 in. deep.

STEERING: Worm and roller type. Two adjustable tapered roller worm thrust bearings. Straight roller bearings on roller tooth. Tie rod and drag link with ball and socket joints. Three spoke 17 in. steering wheel. Steering shock eliminator.

BRAKES: De Soto 1-wheel, Hydraulic, Internal expanding, sealed against water and dirt. Moulded asbestos lining, two pieces per brake; stepped wheel cylinders to give equalized braking action in front and rear brake shoes. Independent hand brake, external contracting band type.

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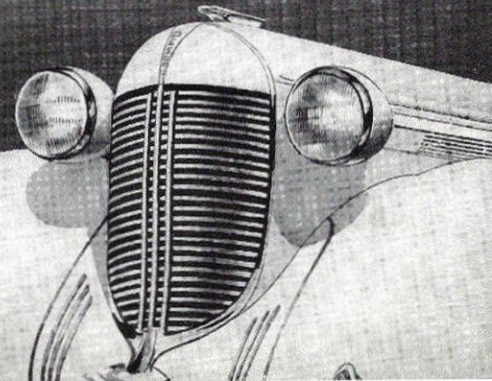
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ECONOMICAL

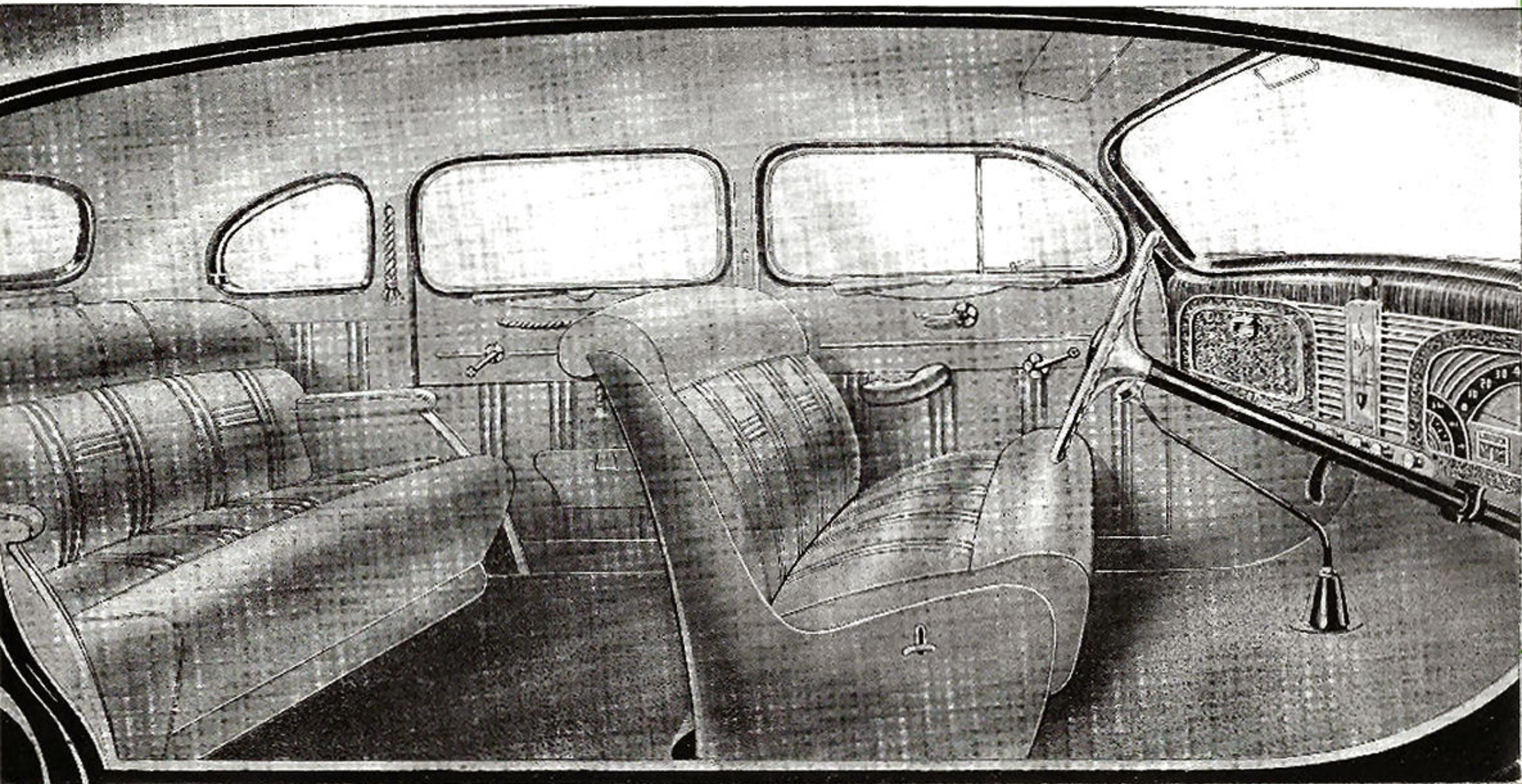


DE SOTO SIX

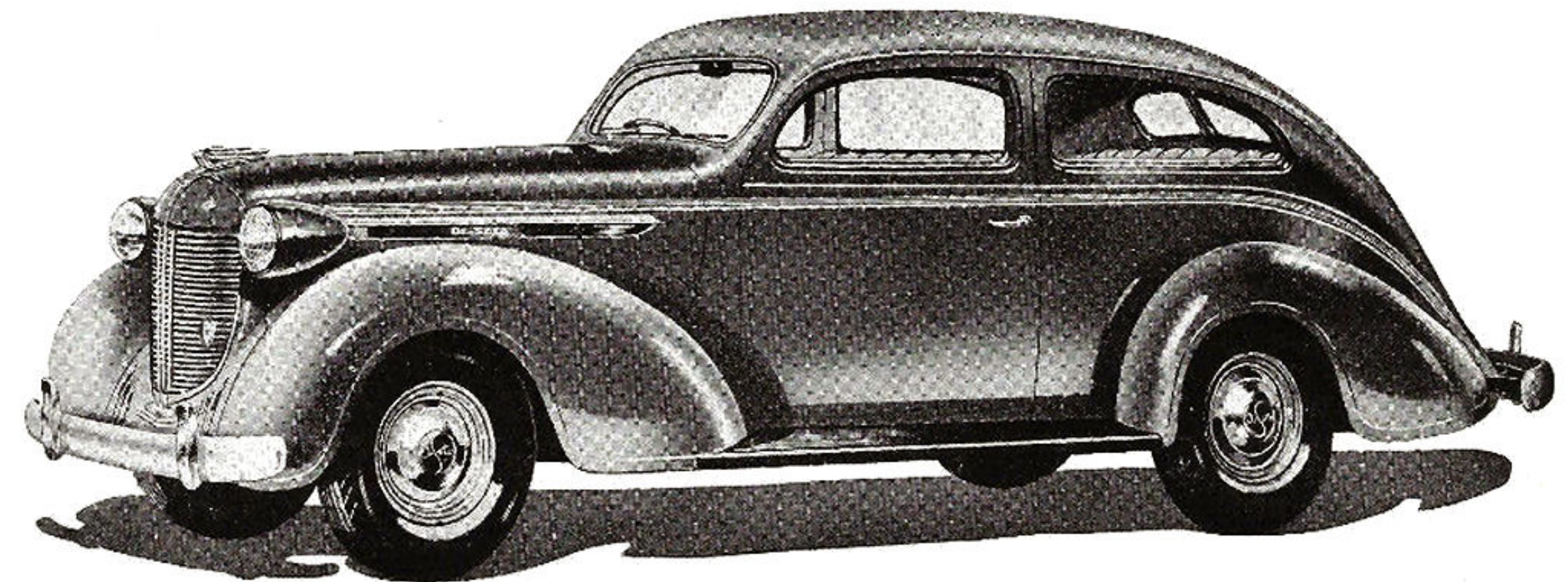
STANDARD SERIES



LUXURIOUS



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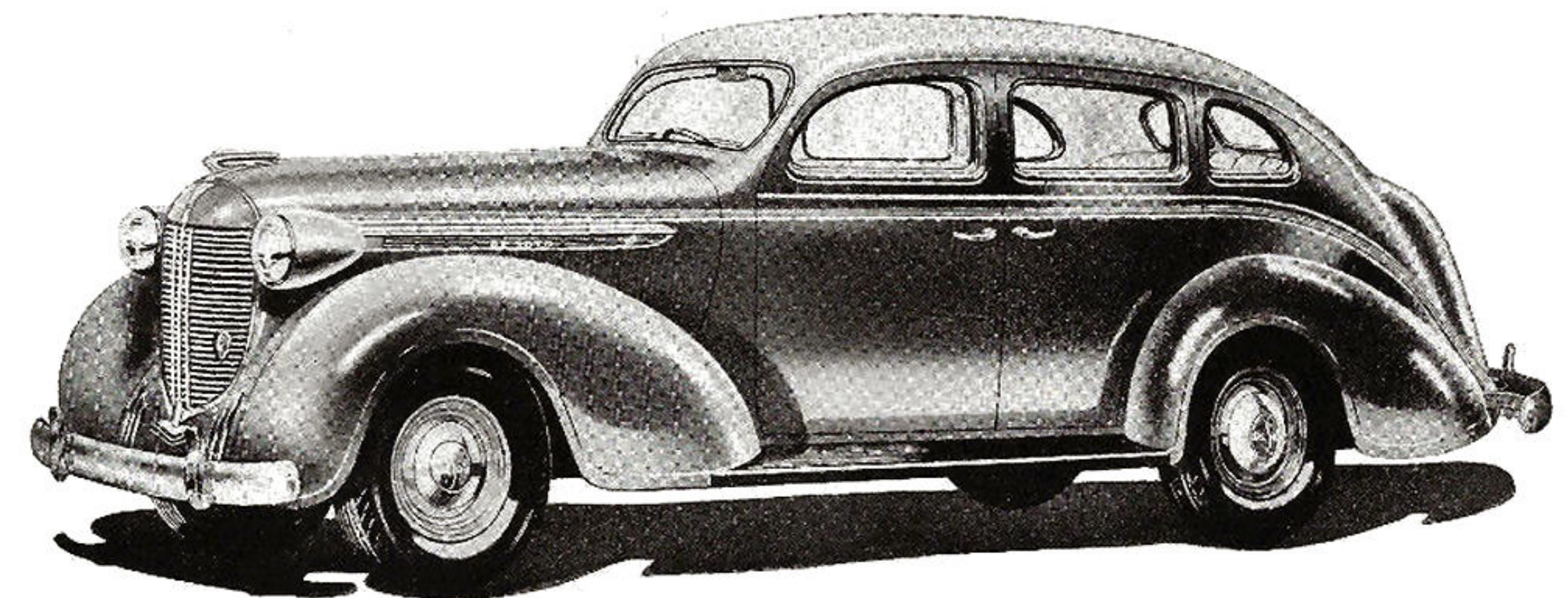
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DISTINCTIVE



DE SOTO SIX, STANDARD SERIES, TOURING SEDAN

