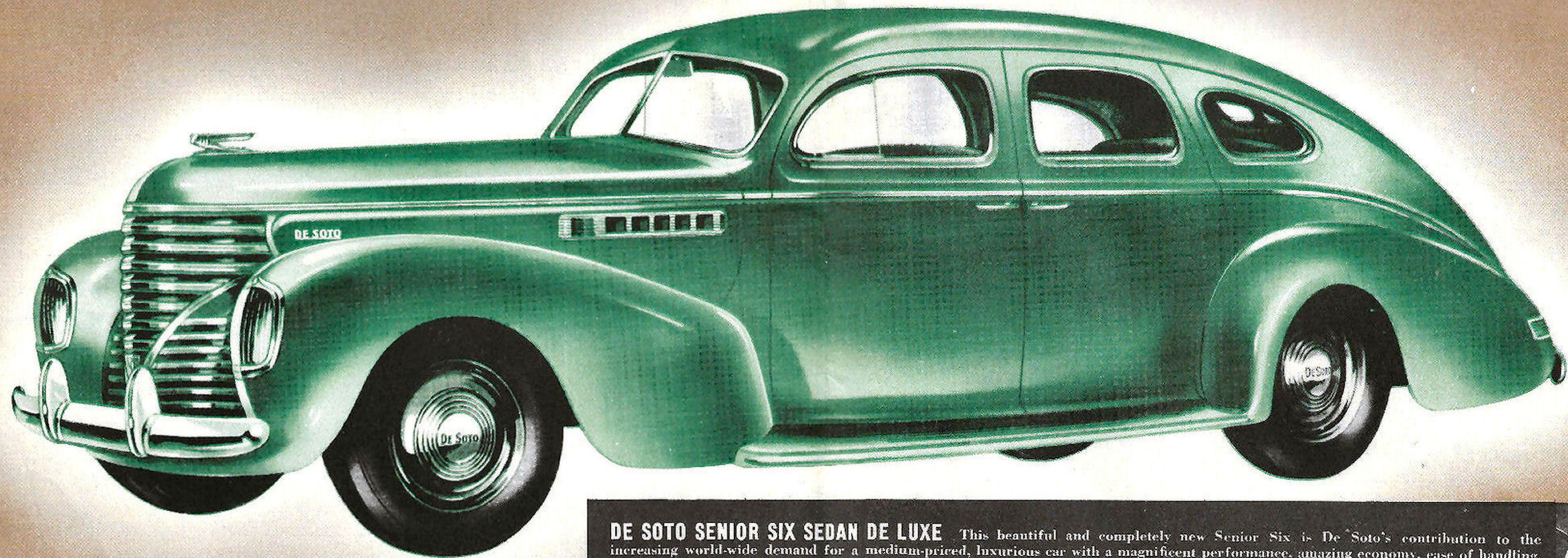




1939

DE SOTO SIX



DE SOTO SENIOR SIX SEDAN DE LUXE

This beautiful and completely new Senior Six is De Soto's contribution to the increasing world-wide demand for a medium-priced, luxurious car with a magnificent performance, amazing economy, ease of handling, and absolute safety. It is powered with the famous De Soto Airflow-type Engine and has Directional Cooling, Pressure Lubrication, Silent Synchro-mesh Gears, Individual Front Wheel Suspension, Dual Ride Stabilisers, Dual Power Transmission (optional equipment) which provides the equivalent of five forward speeds, Remote Gear Control, Double-Acting Genuine Lockheed Hydraulic Safety Brakes, SafeSteel Bodies, Top Hide Soft Chrome Leather Trim, Safety Signal Speedometer, Five Armrests, Assist Cords, Robe Rail, Front and Rear Ash Receivers, Safety Glass Windows and Wide Vision Screen, with greatly increased visibility, Ventilating Front Windows and Rear Quarter Lights, Flush Fitting Hardware with new silent "Easyshut" Rotary Locks, and many other refinements and appointments that contribute to the pleasure of De Soto ownership.



CONCEALED LUGGAGE COMPARTMENT.—Perfectly streamlined, providing 23 cubic feet of luggage space—27% more room than last year's commodious trunk. You'll be amazed at the number of cases it will hold.

Specifications

ENGINE - - DE SOTO SIX

Six Cylinder L-Head type with Patented Floating Power, Full-Length Water Jackets, Steel Exhaust Valve Seat Inserts, Full Pressure Lubrication, Four-Bearing Crankshaft, bore 79.4 m.m., stroke 111.1 m.m., 23.44 h.p. — develops 82 h.p. Seven-passenger : bore 82.55 m.m., stroke 111.1 m.m., 25.35 h.p.—develops 87 h.p.



ENGINE - - DE SOTO SENIOR SIX

Six Cylinder Airflow type with Patented Floating Power, U-slot Cam Ground Alloy Pistons, 4 Piston Rings, connecting rod and piston assembly matched for each individual car. Four-Bearing Crankshaft, Steel Exhaust Valve Seat Inserts, High Efficiency Cylinder Head, Full-Length Water Jackets, bore 85.73 m.m., stroke 107.95 m.m., 27.34 h.p.—develops approximately 100 h.p.

THE FOLLOWING FEATURES ARE STANDARD EQUIPMENT ON ALL DE SOTO CARS (DE LUXE MODELS)

SUSPENSION De Soto Pantograph type Individual Front Wheel Suspension, with Steel-Sheathed Oil-Retaining Rear Springs, Double-Acting Aerotype Hydraulic Shock Absorbers. Proved on the roads of Australia for nearly five years.

BRAKES Genuine Lockheed, Double-Acting, Self-Equalising, Hydraulic Brakes. Independent Hand Brake with pistol grip control, mounted beneath instrument panel. The most reliable and safest braking system in the world.

TRANSMISSION Synchro-Silent, Helical Gears throughout. Simplified Remote Gear Control operating from steering column. Dual Power Transmission (5 forward speeds) available as extra equipment.

REAR AXLE Hypoid Rear Axle Assembly with adjustable roller bearings throughout. Quiet in operation and practically everlasting.

CLUTCH Single Dry Plate, Fully Ventilated Clutch, spring-cushioned and vibrationless. Ball thrust release with lubricant sealed in.

BODIES Richards Safe-Steel Bodies designed expressly for De Soto. 100% all-steel construction, equipped with Safety Glass in screen and all side windows. Built to withstand all weather conditions, water-proof, dust-proof and draftless.

FUEL SUPPLY Down-Draft Carburettor with Automatic Slow Speed Control and Adjustable Accelerator Pump, designed for maximum power and economy. Automatic Heat Control, Oilbath Air Cleaner and Petrol Filter. Fuel capacity: 15 Imperial Gallons.

ELECTRICAL SYSTEM Six-Volt System with Automatic Voltage Control and Air-Cooled Generator. Easily adjusted and absolutely reliable. New powerful headlights with foot-controlled deflector switch ensuring safety under the most difficult night-driving conditions. Automatic High Beam Warning Signal.

SAFETY SIGNAL SPEEDOMETER To add further to the safety of motorists De Soto Speedometers are fitted with a Speed Indicator that shines green up to 30 m.p.h., amber up to 50 m.p.h., and red over 50 m.p.h.

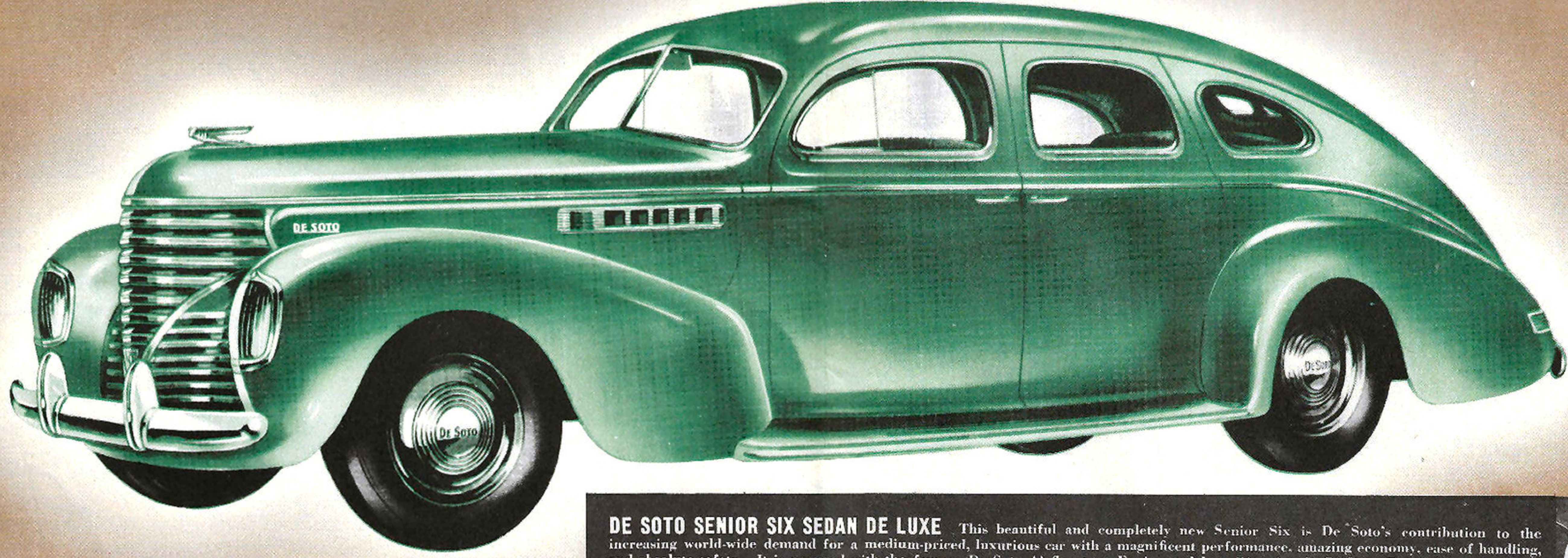
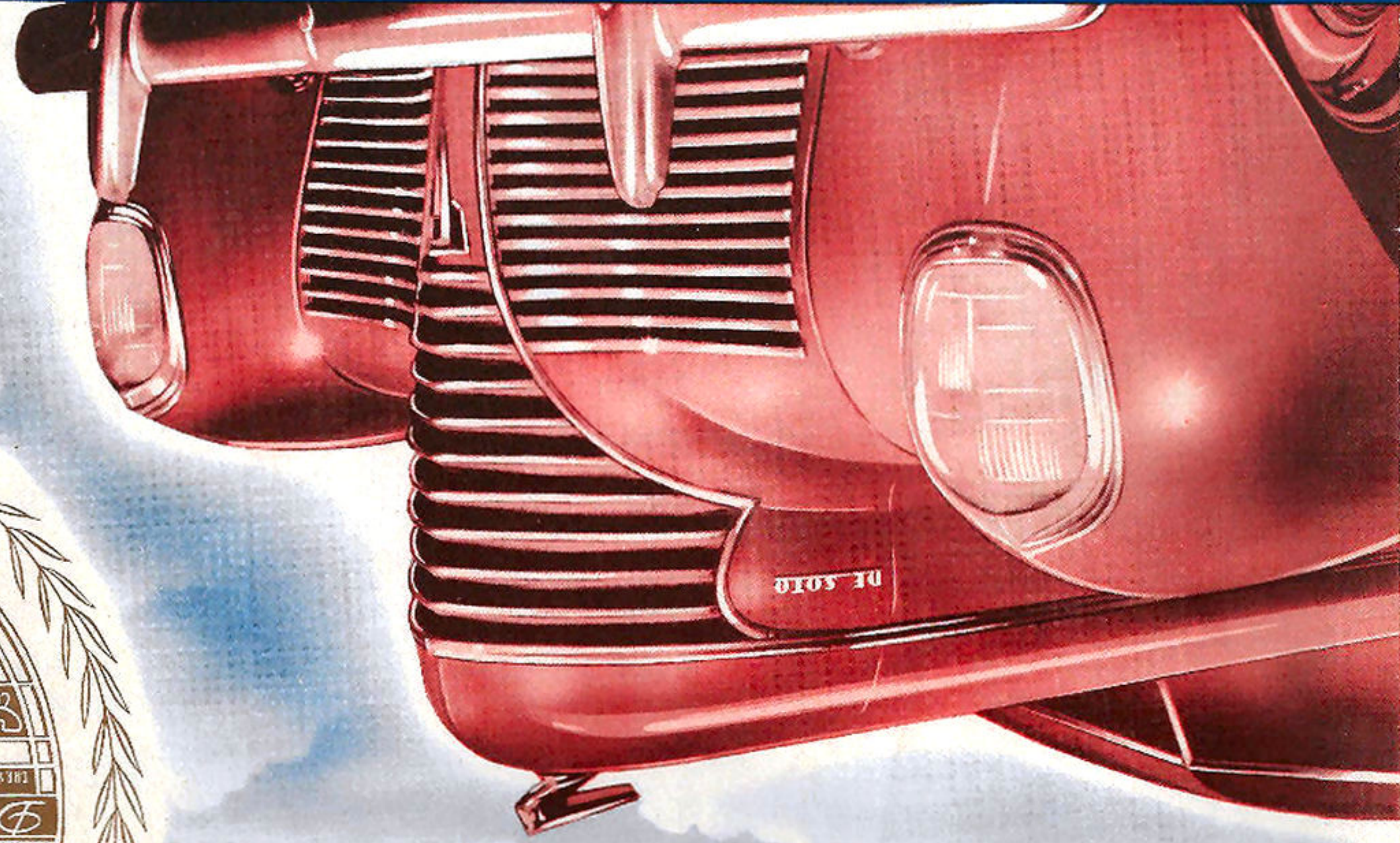
WHEELBASE AND TYRE SIZES

De Soto Six	114 in.	16 x 6.00
De Soto Six De Luxe	114 in.	16 x 6.00
De Soto 7-passenger De Luxe	134 in.	16 x 6.50
De Soto Senior Six De Luxe	119 in.	16 x 6.25

BUCKLE MOTORS (TRADING COMPANY) PTY. LIMITED

119-129 WILLIAM STREET, SYDNEY NEW SOUTH WALES. Phone: FL 2688

DE SOTO SIX 1939



DE SOTO SENIOR SIX SEDAN DE LUXE This beautiful and completely new Senior Six is De Soto's contribution to the increasing world-wide demand for a medium-priced, luxurious car with a magnificent performance, amazing economy, ease of handling, and absolute safety. It is powered with the famous De Soto Airflow-type Engine and has Directional Cooling, Pressure Lubrication, Silent Synchro-mesh Gears, Individual Front Wheel Suspension, Dual Ride Stabilisers, Dual Power Transmission (optional equipment) which provides the equivalent of five forward speeds, Remote Gear Control, Double-Acting Genuine Lockheed Hydraulic Safety Brakes, SafeSteel Bodies, Top Hide Soft Chrome Leather Trim, Safety Signal Speedometer, Five Armrests, Assist Cords, Robe Rail, Front and Rear Ash Receivers, Safety Glass Windows and Wide Vision Screen, with greatly increased visibility, Ventilating Front Windows and Rear Quarter Lights, Flush Fitting Hardware with new silent "Easyslut" Rotary Locks, and many other refinements and appointments that contribute to the pleasure of De Soto ownership.



CONCEALED LUGGAGE COMPARTMENT—Perfectly streamlined, providing 23 cubic feet of luggage space—27% more room than last year's commodious trunk. You'll be amazed at the number of cases it will hold.

Specifications

ENGINE - - DE SOTO SIX

Six Cylinder L-Head type with Patented Floating Valve Seat Inserts, Full Pressure Lubrication, Four Power, Full-Length Water Jacket, Steel Exhaust Cylinder Head, Full-Length Water Jacket, bore 85.73 m.m., stroke 107.95 m.m., 27.34 h.p.—develops approximately 100 h.p.



ENGINE - - DE SOTO SENIOR SIX

Six Cylinder Airflow type with Patented Floating Valve Seat Inserts, Full Pressure Lubrication, Four Power, Full-Length Water Jacket, Steel Exhaust Cylinder Head, Full-Length Water Jacket, bore 85.73 m.m., stroke 107.95 m.m., 27.34 h.p.—develops approximately 100 h.p.

THE FOLLOWING FEATURES ARE STANDARD EQUIPMENT ON ALL DE SOTO CARS (DE LUXE MODELS)

SUSPENSION De Soto Pantograph type Individual Front Wheel Suspension, with Steel-Sheathed Oil-Retaining Rear Springs, Double-Acting Aero-type Hydraulic Shock Absorbers. Proved on the roads of Australia for nearly five years.

BRAKES Genuine Lockheed, Double-Acting, Self-Equilibrating, Hydraulic Brakes. Independent Hand Brake with pistol grip control, mounted beneath instrument panel. The most reliable and safest braking system in the world.

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REAR AXLE Hypoid Rear Axle Assembly with adjustable roller bearings throughout. (Quiet in operation and practically everlasting.)

CLUTCH Single Dry Plate, Fully Ventilated Clutch, spring-cushioned and vibrationless. Ball thrust release with lubricant sealed in.

BODIES Richards SafeSteel Bodies designed expressly for De Soto. 100% all-steel construction, equipped with Safety Glass in screen and proof, dust-proof and draftless.

FUEL SUPPLY Down-Draft Carburettor with Automatic Slow Speed Control and Adjustable Accelerator Pump, designed for maximum power and economy. Automatic Heat Control, Oilbath Air Cleaner and Petrol Filter. Fuel capacity: 15 Imperial Gallons.

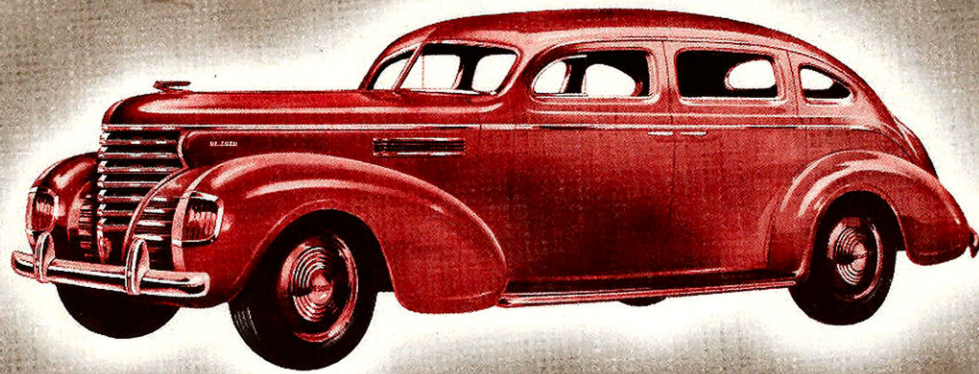
ELECTRICAL SYSTEM Six-Volt System with Automatic Voltage Control and Air-Cooled Generator. Easily adjusted and absolutely reliable. New powerful headlights with foot-controlled deflector switch ensuring safety under the most difficult night-driving conditions. Automatic High Beam Warning Signal.

SAFETY SIGNAL SPEEDOMETER To add further to the safety of motorists De Soto Speedometers are fitted with a Speed Indicator that shines green up to 30 m.p.h., amber up to 50 m.p.h., and red over 50 m.p.h.

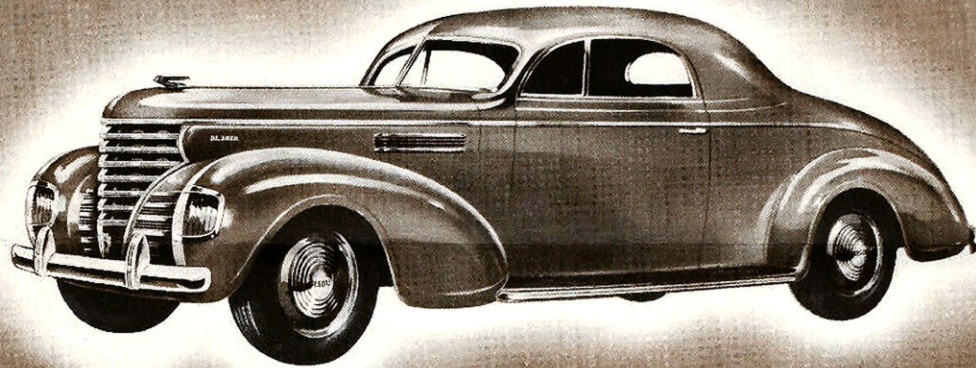
WHEELBASE AND TYRE SIZES

De Soto Six	114 in.	16 x 6.00
De Soto Six De Luxe	114 in.	16 x 6.50
De Soto 2-passenger De Luxe	134 in.	16 x 6.50
De Soto Senior Six De Luxe	119 in.	16 x 6.25

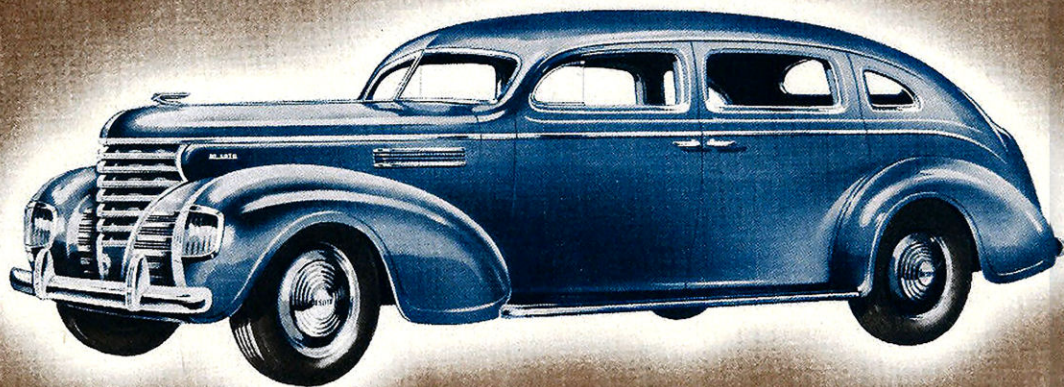
BUCKLE MOTORS (TRADING COMPANY) PTY. LIMITED
119-129 WILLIAM STREET, SYDNEY NEW SOUTH WALES. Phone: FL 2688



DE SOTO SIX TOURING SEDAN DE LUXE True to De Soto traditions, this striking new model possesses the streamlined beauty of aerodynamic design and the thrilling performance of a really fine high-efficiency engine. The Sofa-wide Seats provide ample room for six passengers and cradle them in deep-cushioned comfort. The SafeSteel Body incorporates a V-type Full Vision Screen, Ventilating Front Windows (Screen and all windows are Safety Glass), and soft, wide Armrests. Chassis features include a new High Rigidity Frame, Individual Front Wheel Suspension and Lockheed Hydraulic Brakes. It is the outstanding car in the lower-price class.



DE SOTO SIX COUPE DE LUXE Another completely new and beautifully styled model is this roomy De Soto Coupe that seats three adults in perfect comfort and makes provision for two additional passengers in the snug Rumble Seat. Ideal in every way for Social and Business use, it is smartly and tastefully appointed, has a wide, convenient shelf behind the seat, and has amazing goods-carrying capacity in the boot — a point of great importance to sporting people and business representatives alike. The spare wheel, which is housed behind the seat squab, is easily accessible and leaves the floor clear for a large amount of luggage.



DE SOTO SIX 7-PASSENGER SEDAN DE LUXE With a wheelbase of 134 in., this ultra-smart De Soto is particularly roomy and wonderfully comfortable. Its steel-braced Richards SafeSteel Body is luxuriously upholstered and has seven-passenger capacity in addition to the driver. The two auxiliary seats are wide enough for an additional passenger, thus making it possible to hold nine people without crowding. The powerful De Soto Engine is built to perform effortlessly, even when carrying a full complement of passengers and luggage. Big Self-equalising, Double-acting Lockheed Hydraulic Brakes provide the safety such a load demands.

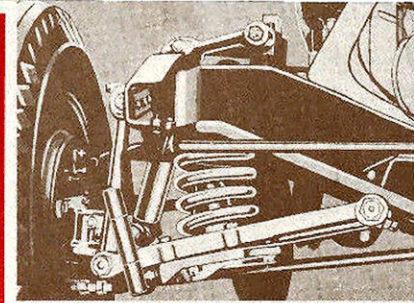
De Soto for 1939

Again De Soto possesses the qualities of distinction that reflect good taste and good judgment in the selection of a motor car.

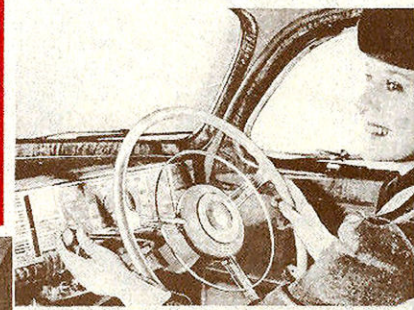
The new bodies feature modern streamlined design in its highest development, permitting great interior roominess in the sleekest, most dashing cars that ever took the road.

The engines are smoother, more economical, and have ample power for every emergency. Acceleration is more sensitive. The Synchromesh Transmission is smoother. There are dozens of other new refinements, which, combined with the well-known, time-proven engineering features of DE SOTO, make it by to-day's standards a perfect motor car. Not the least important of the new features are: Remote Control Gear Shift for greater driving ease and more leg room in the front compartment, Improved Pantograph-type Individual Front Wheel Suspension and more powerful Lockheed Hydraulic Brakes.

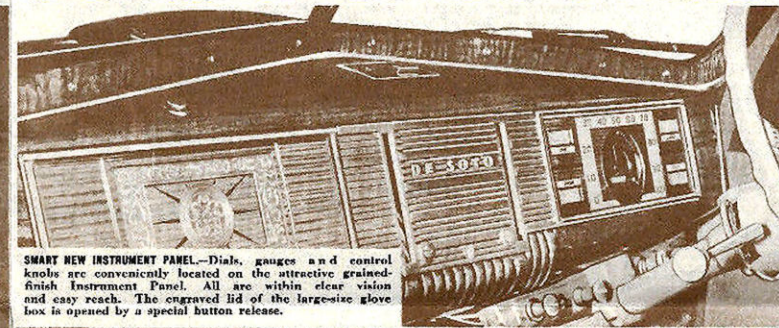
The new Instrument Panels are particularly attractive and incorporate the new Safety Signal Speedometer. Every detail of the Interior is designed with an eye to luxury and beauty.



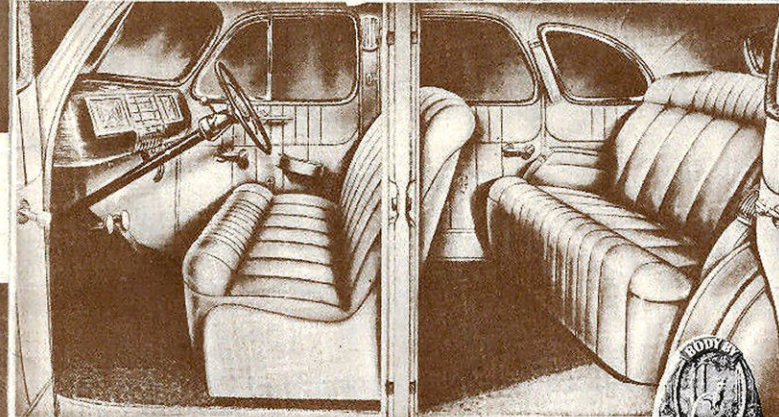
INDIVIDUAL FRONT WHEEL SUSPENSION.—The new 1939 De Soto rides with a smoothness and comfort such as you have never experienced before. This is made possible by the Pantograph-type Suspension that has been used and perfected by De Soto engineers over the past five years.



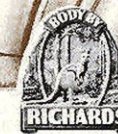
REMOTE GEAR CONTROL.—This important innovation, the placing of the Gear Control on the steering column just under the steering wheel, adds further to the convenience of driving and increases passenger space in the front compartment. It assures quick, safe, easy changes at all speeds.



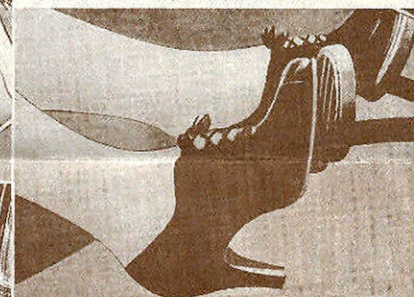
SMART NEW INSTRUMENT PANEL.—Dials, gauges and control knobs are conveniently located on the attractive grained-finish Instrument Panel. All are within clear vision and easy reach. The engraved lid of the large-size glove box is opened by a special button release.



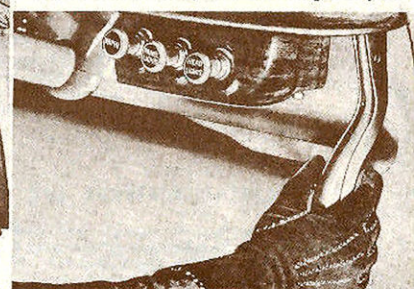
BEAUTIFULLY APPOINTED DE SOTO BODIES Nothing has been spared to make De Soto bodies the last word in luxury. The quality is immediately obvious. The fine finish is quickly detected. There is a depth of comfort in the seats and a certain refinement about the appointments that will satisfy the most exacting taste. The Chrome Leather Upholstered Seats provide maximum relaxation and comfort.



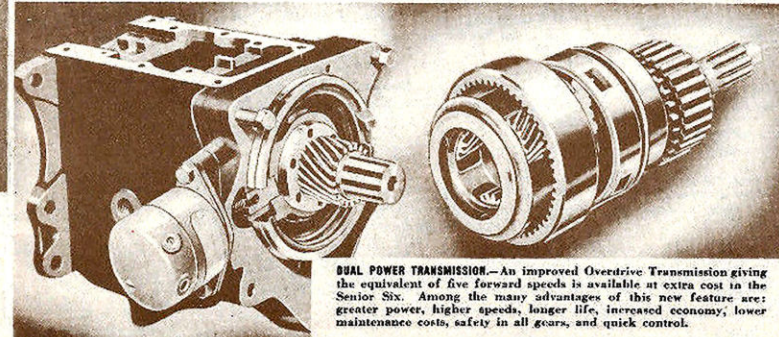
Look for the Richards symbol on the body of the car you buy. It is your guarantee of a genuine SafeSteel Body.



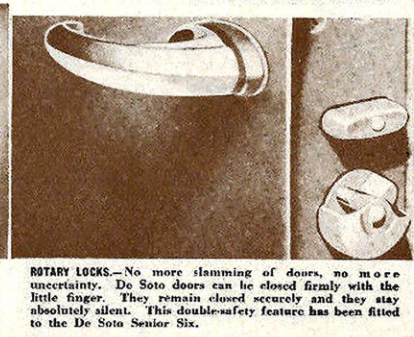
DE SOTO HYDRAULIC BRAKES.—Not just ordinary hydraulic brakes, but special Lockheed Double-Acting, Self-Equalising Hydraulic Brakes that act powerfully yet smoothly on all wheels with equal pressure. The finest type of Hydraulic Brakes have been used by De Soto for the past 10 years.



NEW POSITION HAND BRAKE.—Placed well out of the way in the right-hand corner, under the Instrument Panel, the Hand Brake is nearer at hand, quicker to reach. This improvement results in increased foot and leg room in front.



DUAL POWER TRANSMISSION.—An improved Overdrive Transmission giving the equivalent of five forward speeds is available at extra cost in the Senior Six. Among the many advantages of this new feature are: greater power, higher speeds, longer life, increased economy, lower maintenance costs, safety in all gears, and quick control.



ROTARY LOCKS.—No more slamming of doors, no more uncertainty. De Soto doors can be closed firmly with the little finger. They remain closed securely and they stay absolutely silent. This double-safety feature has been fitted to the De Soto Senior Six.