



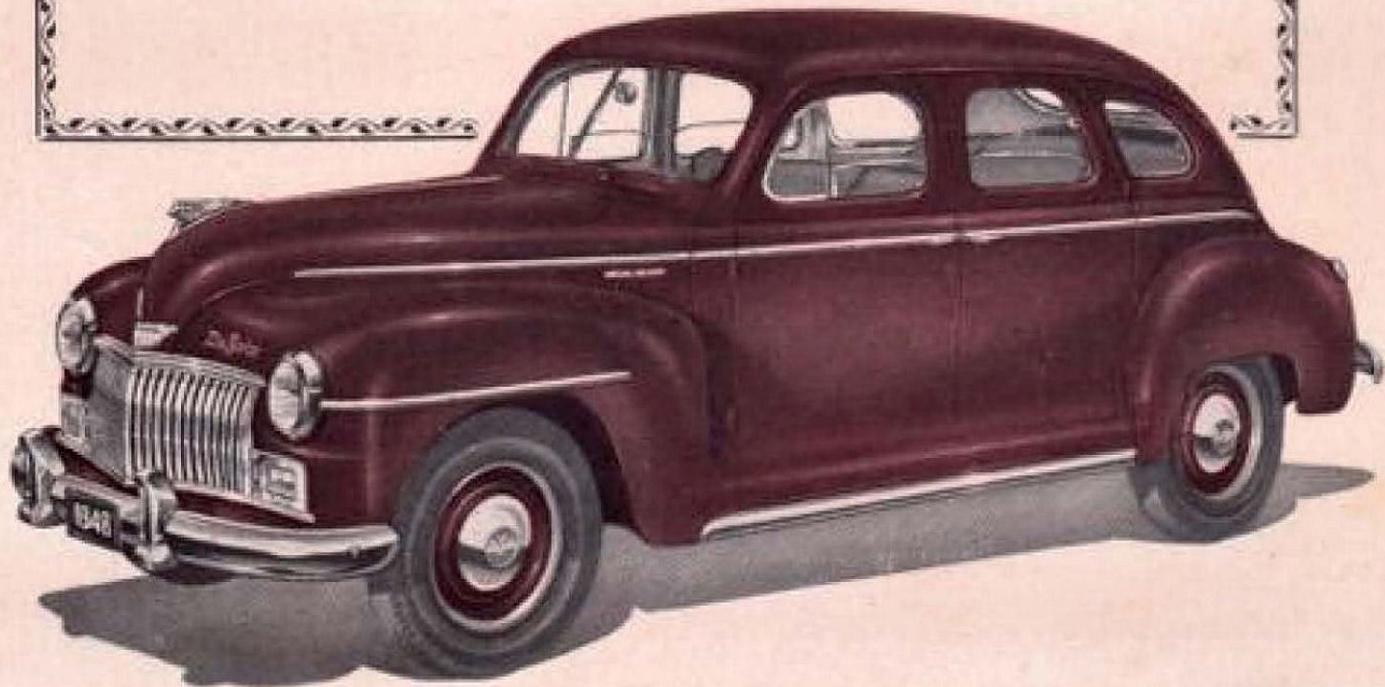
DE SOTO

"Diplomat"

BRIILLIANT STYLING and mechanical perfection lift De Soto above the ordinary. Safety glass and safety steel add extra protection to its superior comfort and performance. The De Soto Diplomat belongs in the best motoring circles—it's a fitting addition to a long line of fine cars.

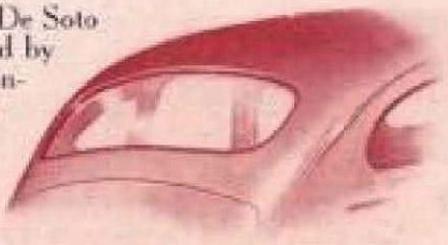
DE SOTO
"DIPLOMAT"

special De-Luxe 6-Cylinder Sedan



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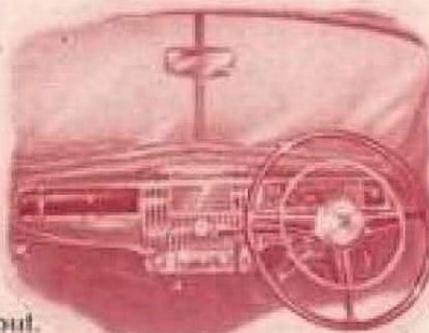


Streamlined Smartness

New, dashing front end design makes the new De Soto the most beautiful car on the road. Massive bumpers, sparkling new grille, deep rear fenders and widely spaced headlights all contribute to the smooth harmony of line from front to rear and the roomy "hug-the-road" appearance of this great new car.

New, Distinctive Instrument Panel

Typical De Soto distinction is provided by the instrument panel and steering wheel. Speedometer numerals are white on a dark, non-glaring background. Heavy chrome trim is used lavishly throughout.



New, Roomier Interior Styling

Passenger comfort is seen at its best in De Soto. Deep, chair-high seats are luxuriously buoyant. Seat-backs are form-fitting and shoulder high. Leg-room is more than ample. Nine point ventilation ensures a free, draughtless circulation of air, and the celebrated De Soto cushioned body suspension banishes vibration.

SPECIFICATIONS

AIR, FRONT—independently sprung front wheels.

AIR, REAR—steering bypass type, semi-floating, with drive gears of "Kroil" and nickel molybdenum steel. Roller bearings. Standard gear ratio, 6.1:1. Lubricant capacity, 12 pints.

ARMOUR—Richards' Safety Armour with chrome steel top. Body reinforced and braced with steel. Armoured plate glass fixed to windshield and all side windows.

BRAKES—After improved type hydraulic, four-wheel internal expanding, utilizing an individual cylinder for each shoe in the front wheel brakes, self-adjusting and non-self-adjusting. Steel backed, cast iron surface brake drums, diameter 10 inches. Wedged action brake lining 2 inches wide. Separate external connecting handbrake for parking, mounted at rear of transmission.

CLUTCH—single plate, dry, fully synchronized, 9½ in. diameter. Ball bearing clutch bearing, lubricant sealed in.

COOLING SYSTEM—auxiliary water pump. By-pass thermostat. Full length water jacket. Fan blades 17 in. dia.

CRANKSHAFT—inlet removable pinion-type main bearings.

CYLINDERS—bullet shape design.

DRIVE—multidisk, driven torque and thrust taken through rear springs. Rubber propeller shaft, 8½ in. diameter. Gear type universal joints front and rear, with self-aligning roller bearings.

ELECTRICAL SYSTEM—bullet type alternator, with full voltage and current regulation, 35 ampere capacity. Hand operated push-button starter on instrument panel. Vacuum controlled distributor. Safety signal speed indicator and instruments. Sealed beam type headlamps. Dual tail lamps. Front parking lights. Signal and reverse lamps. Nickel-Stephens battery, capacity 40 ampere hours. Ammeter free.

GEARBOX—high torque three-cylinder "V" road type. Floating power mounting. Bore, 8½ in. Stroke, 4½ in. Power displacement, 210.00 cu. in. S.A.E. horsepower, 27.54. Developed brake horsepower,

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150 at 3,600 r.p.m. Compression ratio, 6.5:1. Clutch, manganese plated aluminum plates with four coated plates, steel case. Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings. Crankcase oil capacity, 4 quarts. Filtered crankcase ventilation, oil filter.

FRAMES—bulldog double-channel box section type frame. Side member depth, 6 in. Drop-center type side members rigidly braced with front cross members.

FUEL SYSTEM—Plain take down straight carburetor with idle control and adjustable accelerating pump. Automatic venturi heat control. Heavy duty oil bath air cleaner with intake silencer. Fuel filter. Four-gallon supply tank. Electric fuel gauge on instrument panel. Manual choke control.

SPRINGS—independently front wheel sprung with coil springs of alloy manganese steel. Semi-elliptic rear springs, height, 8½ in.; width, 1½ in.; two alloy manganese steel leaves. Front rear stabilizer.

SHOCK ABSORBERS—Front dual-acting hydro-hydraulic type front and rear.

STEERING—bullet-cushioned checkless worm and roller type. Adjustable tapered roller worm thrust bearings. Steering gear ratio, 18.5:1. Wheel diameter, 17 in. Remote control gearshift lever on steering column.

TRANSMISSION—bullet three-shoe epicyclic with helical gear throughout. Three speeds forward and reverse. Lubricant capacity, 12 pints. **WHEELBASE**—117½ in. The overall length, 1982 in. Overall width, 78½ in.

WHEELS AND TIRES—five demountable steel disc wheels with safety rims. 16 x 6.00 Formula low pressure tires. Spare wheel and tire mounted in luggage compartment.

IMPORTANT INFORMATION—Planking is sheet aluminum and non-combustible. Lengthening the life of parts is made possible by the the basic development of Superplastik. When reading these specifications it is important to remember that every vital moving part is "Superplastic." "Superplastic" is basically the greatest protection that can be given your motor car investment.

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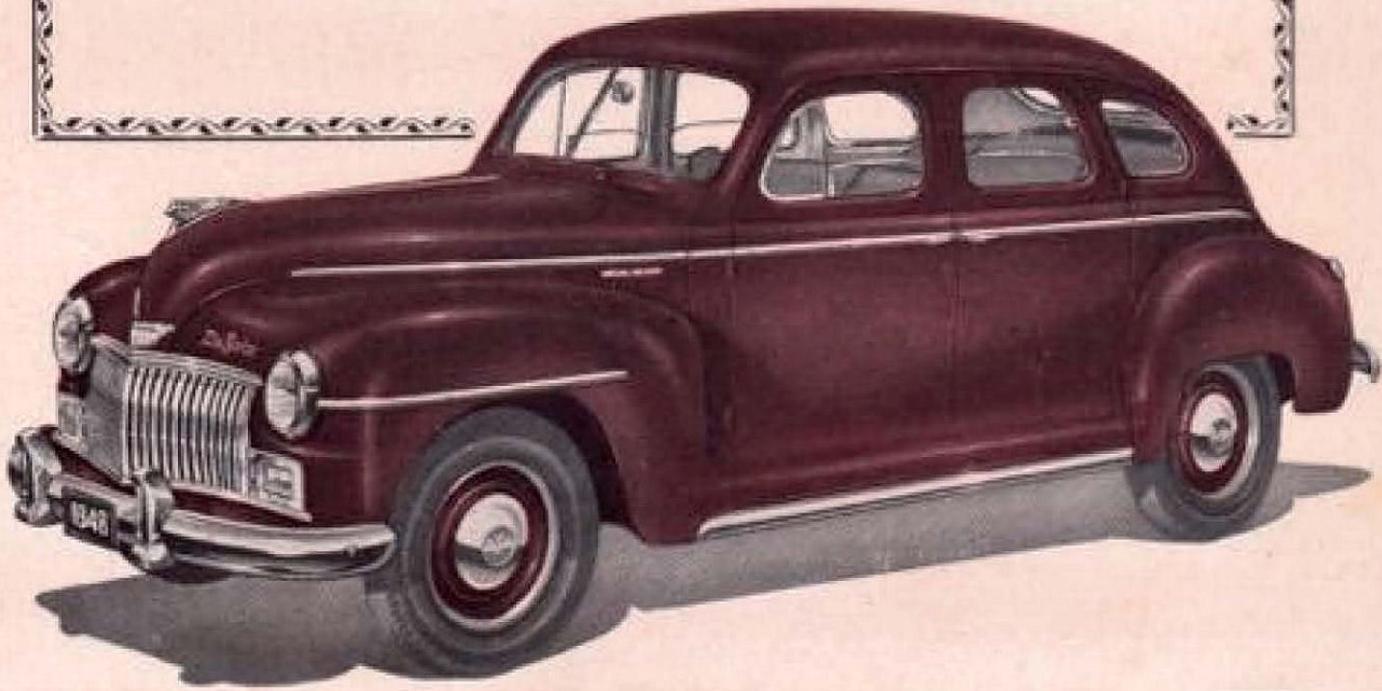
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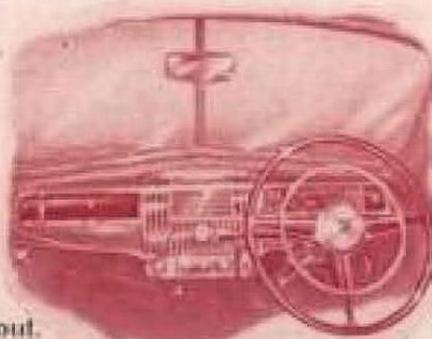


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