



DE SOTO SIXES
for **1940**

ENHANCING GREATLY the distinguished appearance for which De Soto is noted, the full range of De Soto Sixes for 1940 approach complete streamlining with graceful contours from the impressive looking radiator grille and headlights recessed in high, horizontal mudguards, back over the "V" type windshield and seamless steel "Unitop" to the smooth sloping rear panel which is entirely free from any luggage trunk "hip". A glance at these magnificent cars reveals their superb new beauty.

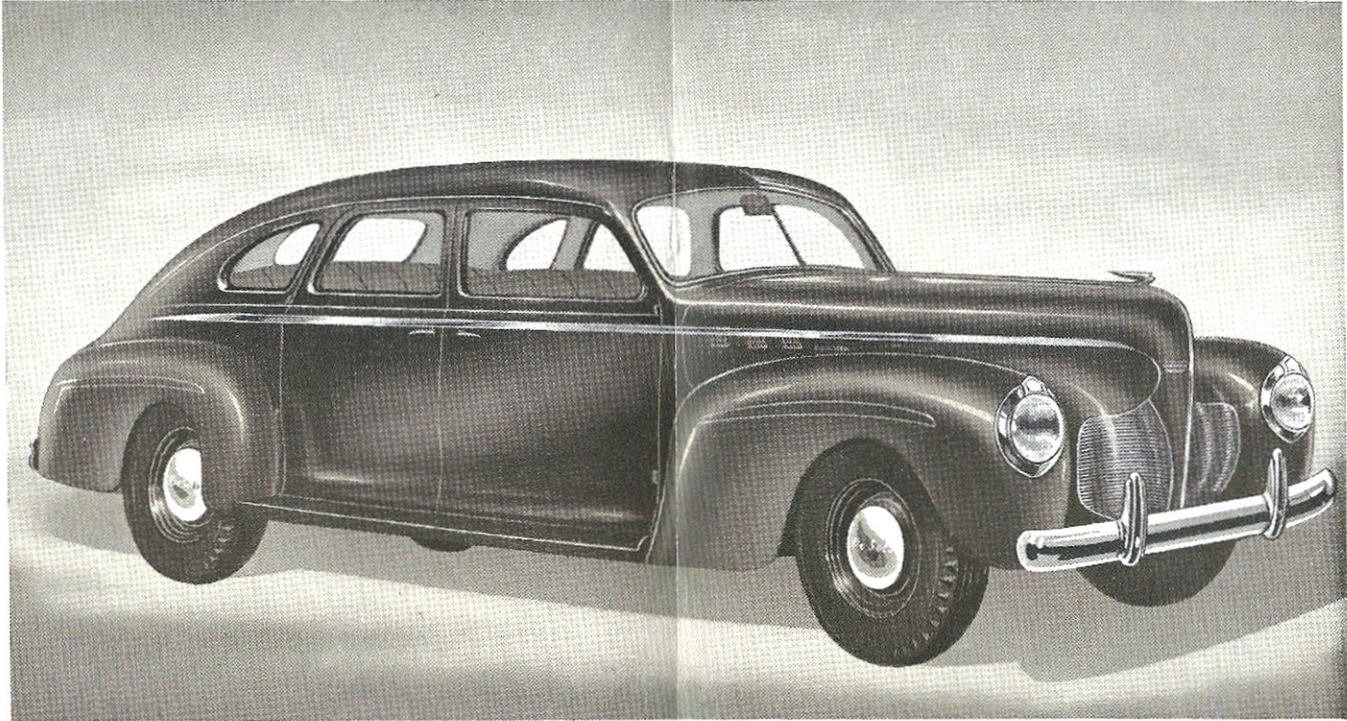
As might be expected in cars that add so much distinction to the advanced style De Soto Sixes possessed last year, De Soto engineers have added new marvels to the wizardry of 1939 engineering. Chief among these improvements are: the use of Superfinish on a dozen vital moving parts, a new all-mechanical Remote Gear Control as standard equipment on all models, new body suspension providing a Cradled Ride with all passengers suspended completely between front and rear springs; De Soto is still one of the few cars offering Dual Power Transmission.

The wheelbases of all models in both the De Soto Six and De Soto Senior Six range have been increased by three inches, making possible greater comfort and increased beauty of appearance. Discerning motorists will recognise that De Soto Sixes for 1940 are the most impressive and finest engineered De Sotos ever produced.

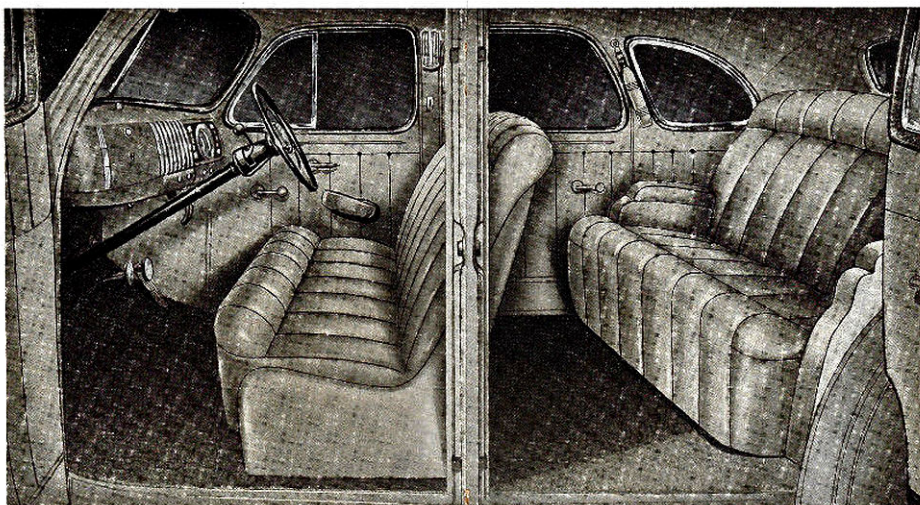
SUPERFINISH

Superfinish, as used extensively by De Soto for 1940, is a new engineering miracle. Briefly stated, it is a high-polish, mirror-like finish for important moving parts of a motor car — a finish so nearly perfect that variations in Superfinish surfaces can be measured only in a few millionths of an inch.

The values of Superfinish to motoring are numerous. Superfinish permits moving parts to retain their perfect fit over longer periods of time. There is no excess or "dead" metal left on the surface of a metal part after it has been Superfinished. Consequently when Superfinished parts operate in a motor car, no "dead" metal is scraped off the surfaces by friction; the parts retain their original perfect fit longer; the operation continues as smooth as when the car is new for many additional thousands of miles; wear is less; the oil films last longer without rupture; and lubrication remains better — the length of smooth operating car life, in fact, is greatly increased. In addition, Superfinishing of such parts as brake drums and clutch faces provides surfaces that disperse friction heat almost perfectly. This reduces friction wear to a minimum, and gives much longer life to those parts and more satisfactory, more trouble-free performance.



DE SOTO SENIOR SIX DE LUXE SEDAN, a superlative example of present day engineering precision, streamlined beauty and luxurious comfort, with De Soto "Airflow" type engine developing approximately 100 h.p. In addition to Superfinish on crankshaft, camshaft, pistons, valve tappet heads and valve stems as well as at several other points, there are further mechanical improvements that increase engine performance. Remote Gear Control is mounted inside the steering column, which is rubber mounted. An impressive steering wheel with full horn-ring has the spokes so arranged to give the best view of the instrument cluster.



HERE DWELLS *Comfort*

Entering either the front or rear compartments of a De Soto sedan, three people are more than ordinarily provided for with roomy, comfortable, chair-height seats upholstered in soft chrome leather. The whole of the interiors are richly appointed and incorporate an entirely new, scientifically designed button trim expressing the most luxurious styling known to upholstery craftsmen. Floors are flat and level with running boards and the leg-room is ample for all passengers, those in the front seat enjoying equal comfort in this respect because of the gear shift having been removed to the steering column.

The moving of the rear axle seven inches back, enabling re-distribution of weight and providing the Cradled Ride, results in almost unbelievable comfort even over the roughest roads.

The Richards SafeSteel Bodies are of all-steel construction with Armour-plate Safety Glass in windscreen and all side windows. They are proof against water, dust and draughts and are insulated

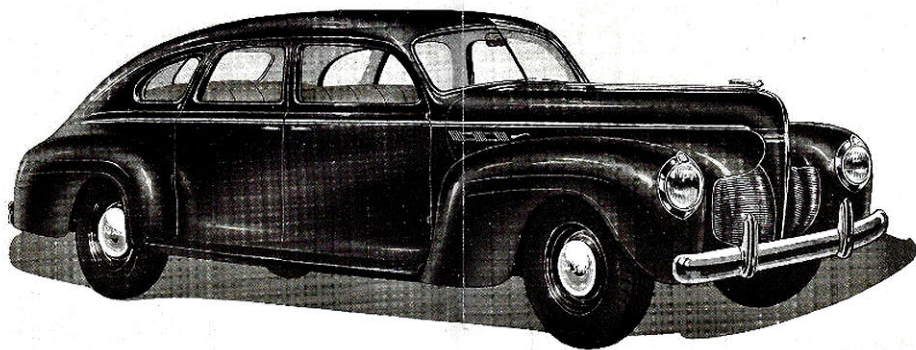
against heat, cold and noise. Ventilation is controllable to any degree, for comfort under all weather conditions, by the two-piece front windows, hinged rear quarter windows and a new improved cowl ventilator that supplies three times the volume of fresh air supplied by last year's cowl ventilator.

The windshield is still wider and deeper than on last year's De Sotos and, as windshield posts are narrower, driving vision is better and safer — kept so in wet weather by Dual Automatic Screen wipers operating from beneath the windscreen and clearing an amazing area.

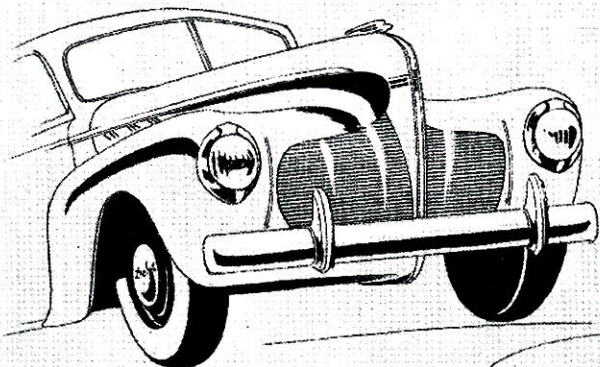
Improved Easy-shut door locks that close with a gentle push are on all models.

Other safety features are to be found on the new design Instrument Panel where all control buttons and indicators are grouped directly in front of the driver. In addition to the Safety Signal Speedometer with its speed indicator changing colour from green to amber at 30 m.p.h. and to red at 50 m.p.h., there are warning signals that show red on fuel, oil, water and battery gauges to reveal conditions requiring attention.

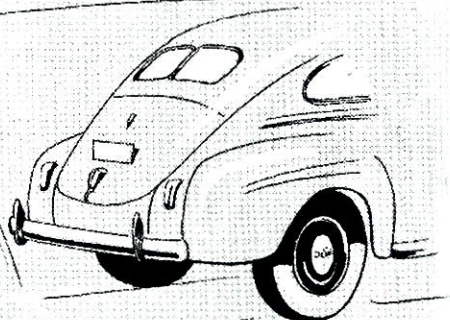
Despite the removal of the projecting hip type trunk from all models the luggage space is greater than ever before.



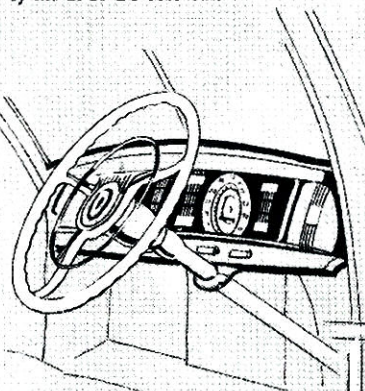
DE SOTO SIX SEDAN complete with every outstanding feature of its larger companion car, the Senior Six, including: Remote Gear Control, Cradled Ride, Smooth rear panel with full-size luggage compartment, Individual Front Wheel Suspension, Lockheed Hydraulic Brakes, Fully-equipped luxuriously appointed SafeSteel body with Safety Glass screen and side Windows and controlled Ventilation. Powered by a De Soto L-head Engine with Floating Power. Develops 85 h.p. Wheelbase 117 inches. The whole of the body specifications and appointments conform to the very highest standards of luxury and refinement.



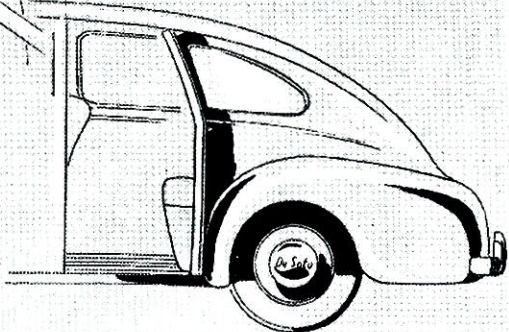
Distinguished frontal design of the 1940 De Soto Six.



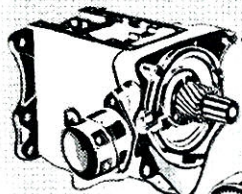
Rear panels are smooth—no luggage trunk "hump."



All De Soto models incorporate de luxe steering wheels.



All four doors open wide to 90 degrees. This is a practical innovation of supreme importance.



Dual Power Transmission (Overdrive) again available for 1940, gives equivalent of five forward speeds.

SPECIFICATIONS

ENGINE—

DE SOTO SIX

Six Cylinder I-head type with Patented Floating Power, U-Slot Cam Ground Alloy Pistons, 4 Piston Rings, 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 35 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:

Syncho-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.

SPECIFICATIONS

(CONTINUED)

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 all side windows. Built to withstand all weather conditions, water-proof, dust-proof and draughtless.

FUEL SUPPLY:

Down-Draught 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: 14.16 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.

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 | | | | 117 in. | 16 x 6.00 |
| De Soto Six De Luxe | | | | 117 in. | 16 x 6.00 |
| De Soto Six 7-Passenger De Luxe | | | | 137 in. | 16 x 6.50 |
| De Soto Senior Six De Luxe | | | | 122 in. | 16 x 6.50 |

Specifications and Equipment subject to change without notice.

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