



**DRIVE
A DE SOTO
BEFORE
YOU DECIDE**



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Tired of the ordinary? The commonplace? Then take a turn at the wheel of a new De Soto. It's really a new experience. For today's De Soto offers you more than just power. It has power under perfect control . . . power that flows from the mighty V-8 engine to rear wheels without lurch or hesitation.

Steering is precise and effortless. Braking is smooth and sure. Drive a De Soto Firelite or Firedome and see for yourself! De Soto Division, Chrysler Corporation.

Already people are saying it's the
smartest of the smart cars

It's hard to remember when a new car has caused so much comment. But it's easy to see why. Barely five feet high, here's the longest, lowest, widest, most glamorous De Soto ever built. In any one of 55 color combinations it has an eye-catching verve and beauty as modern as tomorrow. All the power you can use and every automatic feature you could want—Powerlite Transmission, Full-Time Power Steering, Feather-Touch Power Brakes, Four-Way-Power Front Seat and Air Conditioning.*

See your De Soto dealer and take a turn at the wheel of "the smartest of the smart cars" today. De Soto Division, Chrysler Corporation.

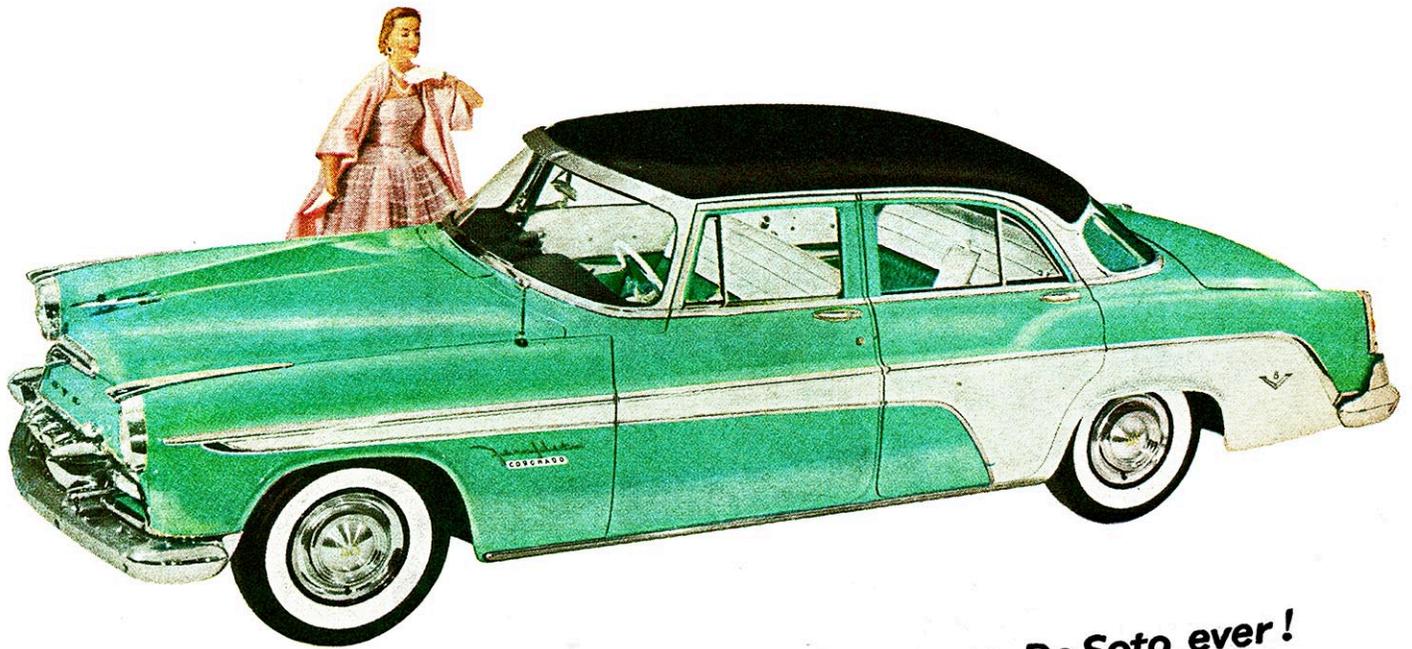
*Optional equipment.



TWO MIGHTY V-8's. The former Firestone increased to 185 hp. at a new low price. Shown here is the fabulous Firelite, a brand-new 200 hp. series.

the NEW DE SOTO with the Forward Look

DESOTO-PLYMOUTH dealers present GROUCHO MARX in "YOU BET YOUR LIFE" on NBC RADIO and TV

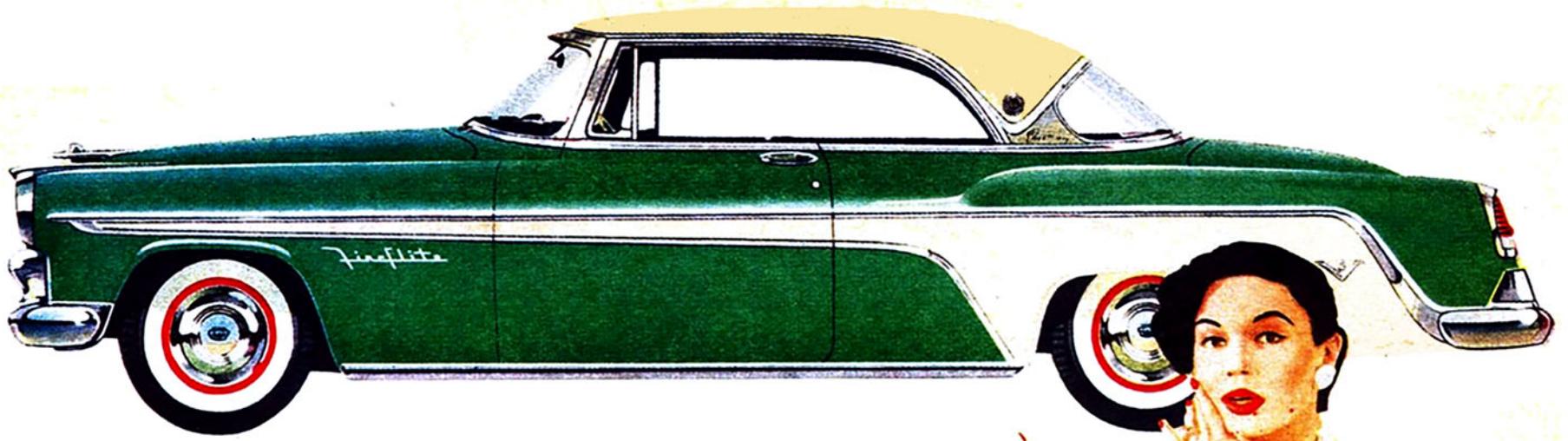


Announcing the new **CORONADO** ...finest De Soto ever!

Have you ever dreamed of a car so handsomely crafted, so distinctive in concept and color that it would stand out like a rare jewel? Then here is the car to fulfill your dream...the superlative, new De Soto Coronado.

A glamorous new three-tone color treatment, exciting and exclusive new fabrics created especially for the Coronado. No detail has been spared to bring you a car that is a distinction to own... a car to turn heads wherever you drive.

Make a date with your De Soto dealer to see and drive the fabulous Coronado today. De Soto Division, Chrysler Corporation.



*Fabulously new!
inside... outside...
under the hood*



the all-new **De Soto** *for 1955*

Bewitchingly beautiful in colour and line . . . faultlessly fashioned in every detail . . . the new DeSoto V-8 provides the most flattering setting in which you can travel!

Picture yourself in its glamorous interior where every superb appointment reflects the sure touch of fashion. Here are fabrics loomed for luxury—the texture magic of smooth nylons, rich broadcloths, tricot-knit rayons. Here are glorious new colours, perfectly mated from carpeting to headlining and in perfect harmony with the exterior hues.

Entirely new to automotive decor are such DeSoto fashion highlights as the curved instrument panel with its two colourful, wing-shaped sections . . . the new deep-centre steering wheel . . . the conveniently located Flite Control lever that operates at the touch of your finger.

Sculptured in long, low, sweeping lines, DeSoto exterior design blends the best in traditional styling with an entirely fresh, modern inspiration. Its magnificently long hood slopes grace-

fully forward to give you a better view of the road ahead.

The DeSoto body widens at the hipline to give you more sitting room . . . slims inward toward the roof line to emphasize the low, road-hugging look of this sure-footed new car. Its New Horizon windshield has corner posts with a modern swept-back slant . . . not straight up like a box . . . to give you extra visibility at eye level, where it really counts.

Yours to command in the new DeSoto models are the most advanced V-8 engines in the industry. Yours to enjoy is the amazing driving ease of PowerFlite, finest of all automatic transmissions, that is standard on all DeSotos.

In every way, the DeSoto Firedome V-8 and Firelite V-8 models for 1955 are so new and different they will fire your imagination! You owe it to yourself to see and drive them soon.

*Manufactured in Canada
by Chrysler Corporation of Canada, Limited*



All DeSoto cars are now powered by V-8 engines—the 200-horsepower Firelite V-8 or the 185-horsepower Firedome V-8. Both have hemispherical combustion chambers that squeeze more power from every drop of fuel . . . short piston stroke to reduce friction . . . large, high-lift valves for better engine "breathing".

See your Dodge-De Soto dealer now—see the cars with new MOTION-DESIGN styling for The Forward Look!

Announcing the new DeSoto for '55



Two mighty V-8's. In the foreground the fabulous **FIREFLITE**, a brand-new De Soto 200 hp. series. At left is the famous **FIREDOME** — now at a new low price—185 hp.

Styled for Tomorrow

Barely five feet high, the De Soto for '55 is longer, wider, and lower than ever before. Note the forward-looking freshness in every line. Styled for tomorrow, the new De Soto creates a "first" in modern cars. Truly a car that will stay in style as long as you drive it.

Have you favorite colors? Choose from fifty-five combinations of vigorous reds, frosty blues, greens, an artist's range of pastels.

Look again! See that curved New Horizon wrap-around windshield with its smart new Sun Cap. It is swept back to give you 20 per cent more glass area for maximum visibility. You see as never before.

New elegance, new interiors

Swing open the door of this superb new car. Exquisite fabrics and glamorous hues are gently contrasted with sparkling metal trims. Silky nylons, new sculptured weaves, genuine leathers, sponge-rubber-backed nylon carpets! Each color combination is harmoniously created to enhance De Soto's fresh new look.

Drive the new De Soto! You'll find every control located for utmost convenience. Moved out of your way to the dash is the new Flite control shift lever. And the new extra-wide pendulum-type brake pedal is suspended from above for fast, easy action.

A new V-8 at a lower price

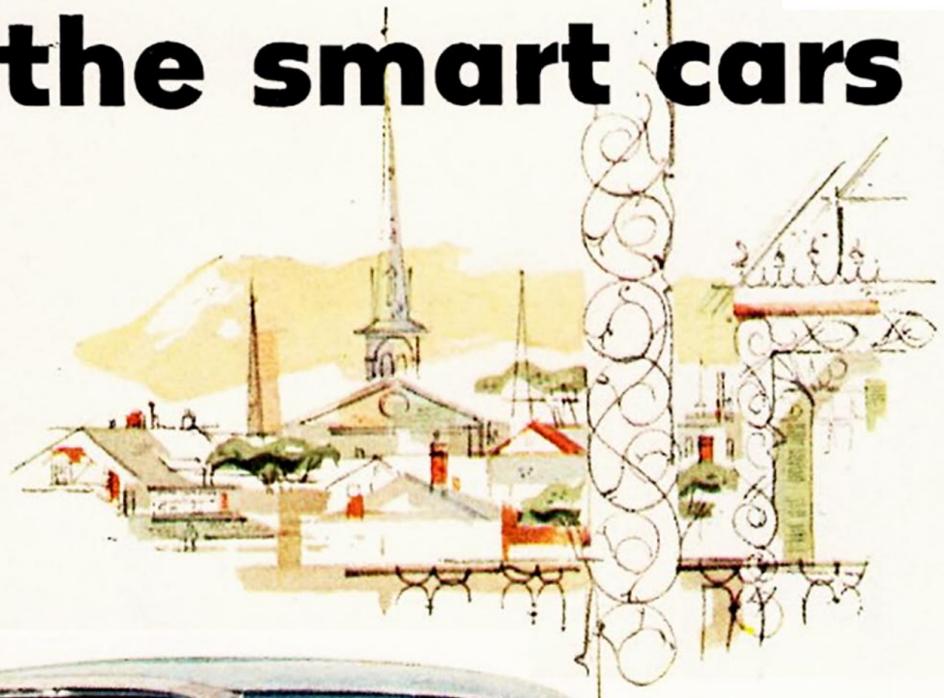
Here's more welcome news! The new Firedome series comes to you at a new, lower price. At the same time, this beauty of a car packs extra horsepower . . . now 185 hp., to be exact. New this year, also, is the fabulous Firelite . . . De Soto's 200 hp. V-8 luxury series.

De Soto leads, too, in automatic features. Optional equipment includes Full-Time Power Steering, Power Brakes, Four-Way-Power Front Seat, and Air Conditioning.

DESOTO

STYLED FOR TOMORROW

Smartest of the smart cars



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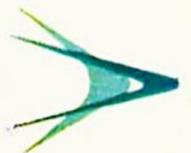
CHOOSE FROM 55 COLOR COMBINATIONS.
Here's a Firedome four-door sedan with Dolphin Blue body and Avon Blue top and color sweep.

This year the famous De Soto Firedome—entirely restyled and more powerful than ever — comes to you at a new lower price. This forward-looking, road-hugging beauty has a smartness that wins admiring glances everywhere. It's so low you can look right over the roof! And note the New Horizon wrap-around windshield that is swept back to give you 20 per cent more glass area.

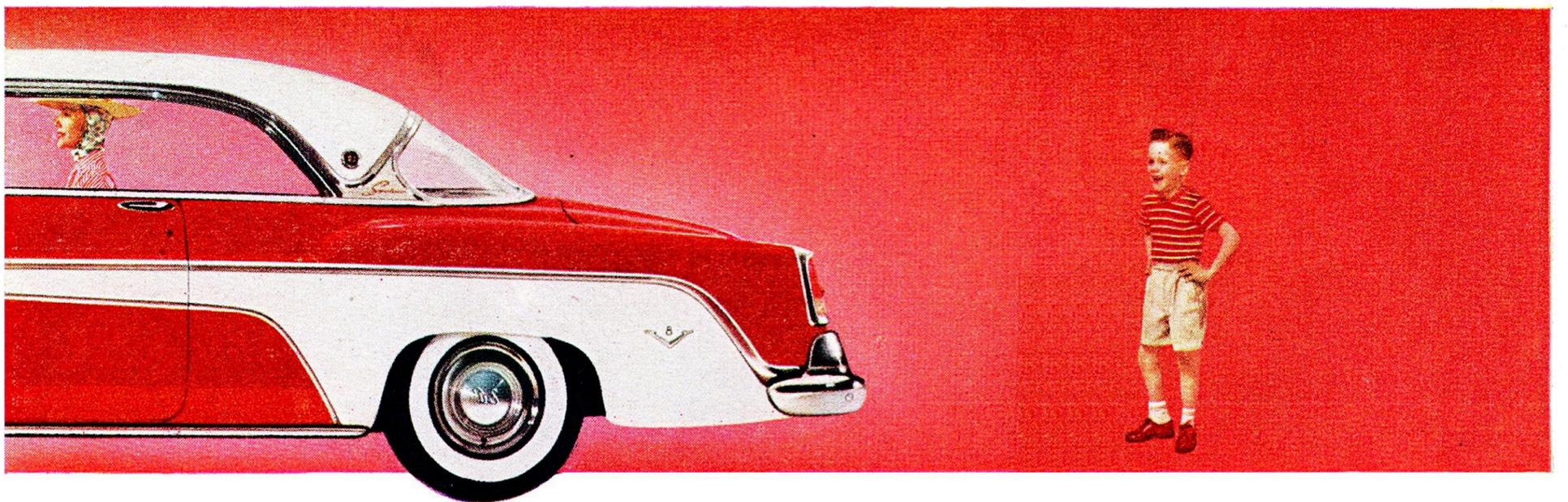
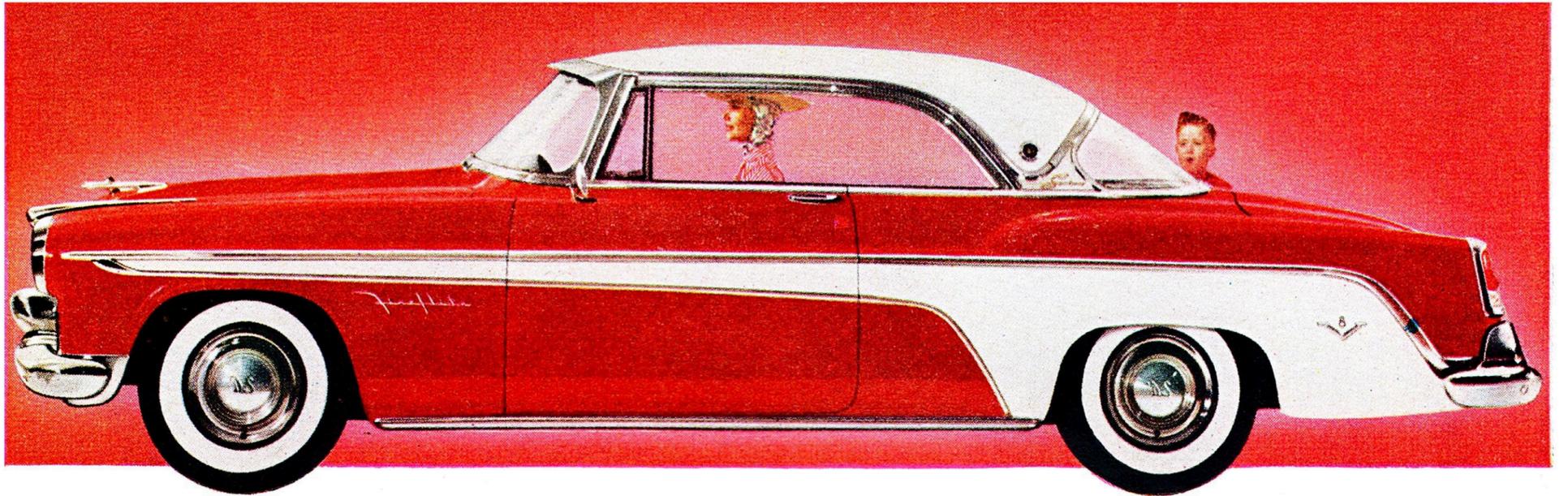
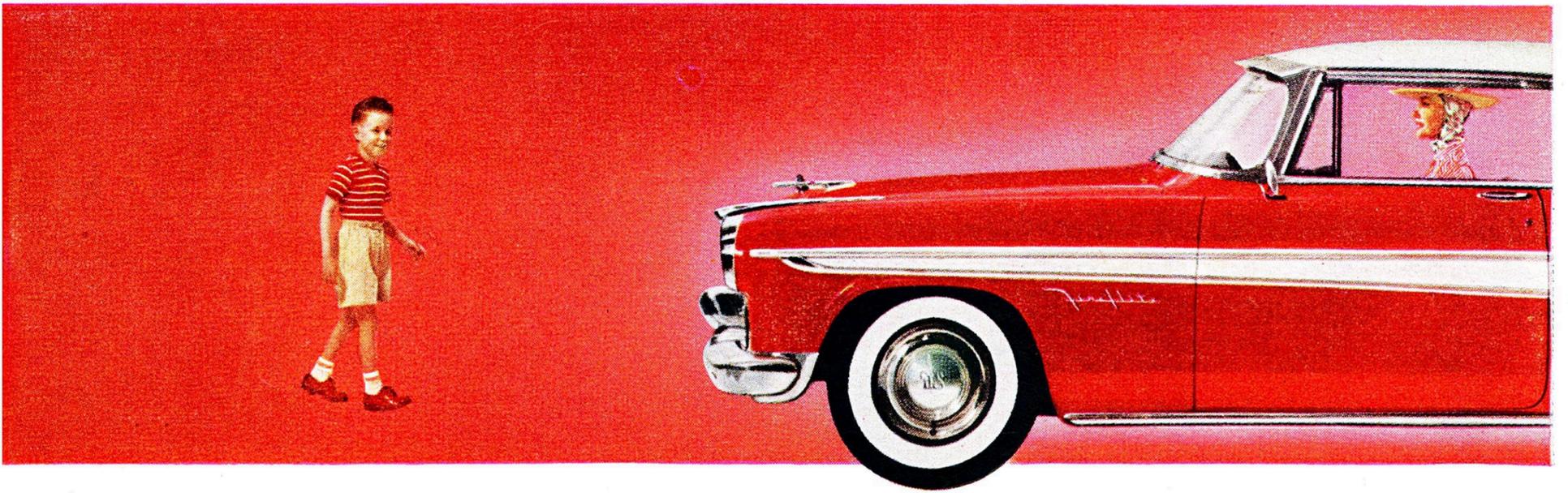
Both Firedome and Firelite models have mighty V-8 engines to give you the thrilling performance De Soto appearance promises. See — and drive — these "smartest of the smart cars" at your De Soto dealer before you buy any car! De Soto Division, Chrysler Corporation.



the NEW DE SOTO with the Forward Look



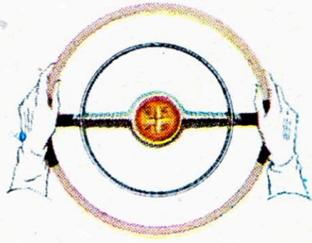
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DRIVE A DE SOTO BEFORE YOU DECIDE

"There's no other car like it!" That's what everyone says when they drive the new De Soto. It's so smooth and comfortable to ride in. It's so easy to drive. And performance of its mighty V-8 en-

gine is simply terrific. Drive a mile in the new De Soto and you'll agree. Before you buy any car, see the De Soto Fire-dome or Firelite. De Soto Division, Chrysler Corporation.



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