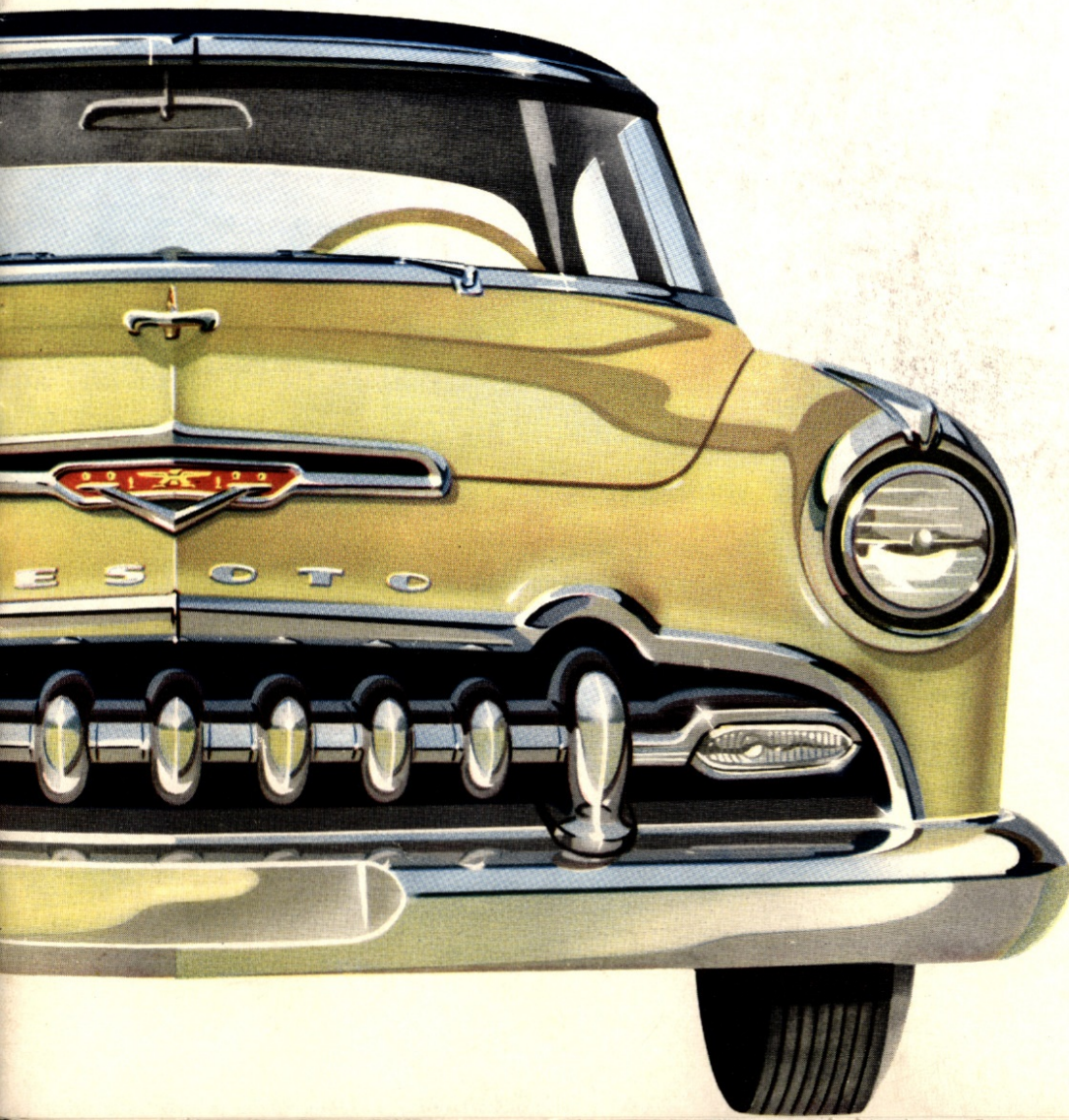


CENTURY MOTORS LTD.

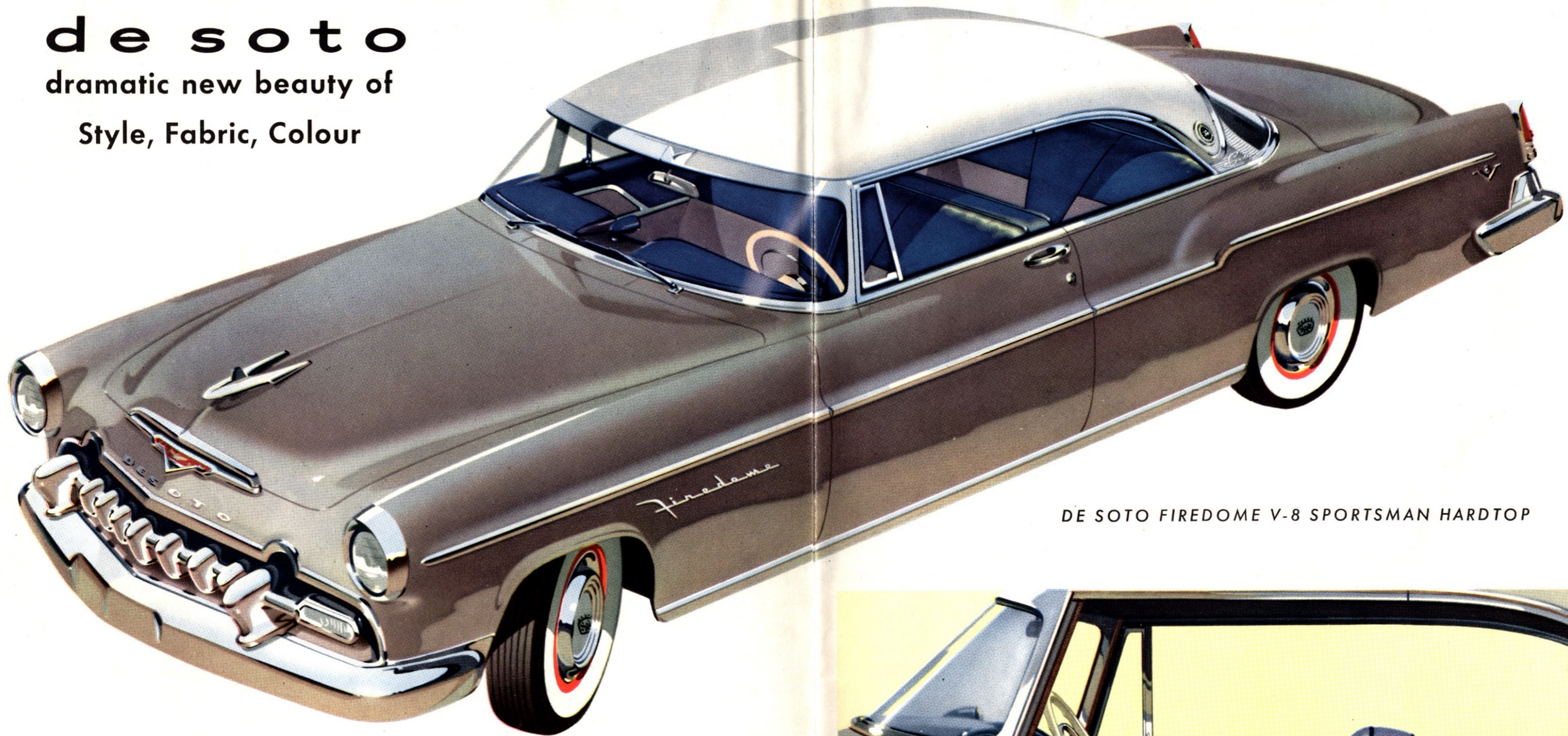
d e s o t o

for 1955

*so new and different
it will fire your imagination!*



de soto
dramatic new beauty of
Style, Fabric, Colour



DE SOTO FIREDOME V-8 SPORTSMAN HARDTOP

Stand beside this blue-blooded beauty . . .
thrill to the sweep of its low, sculptured lines!

Slide into the seat and see how its rich-textured
upholstery, its jewel-bright colours, create the
perfect setting for you! Inside or out,
this is a masterpiece of inspired design!

Take command of your De Soto! Sweep
your eyes across the strikingly beautiful
instrument panel with its two light-
hued inserts . . . its dials grouped before
the driver for easy reading. Grasp the
two-toned steering wheel, touch the sus-
pended brake pedal! Everything in the
front compartment emphasizes your
mastery over this gallant, spirited car!

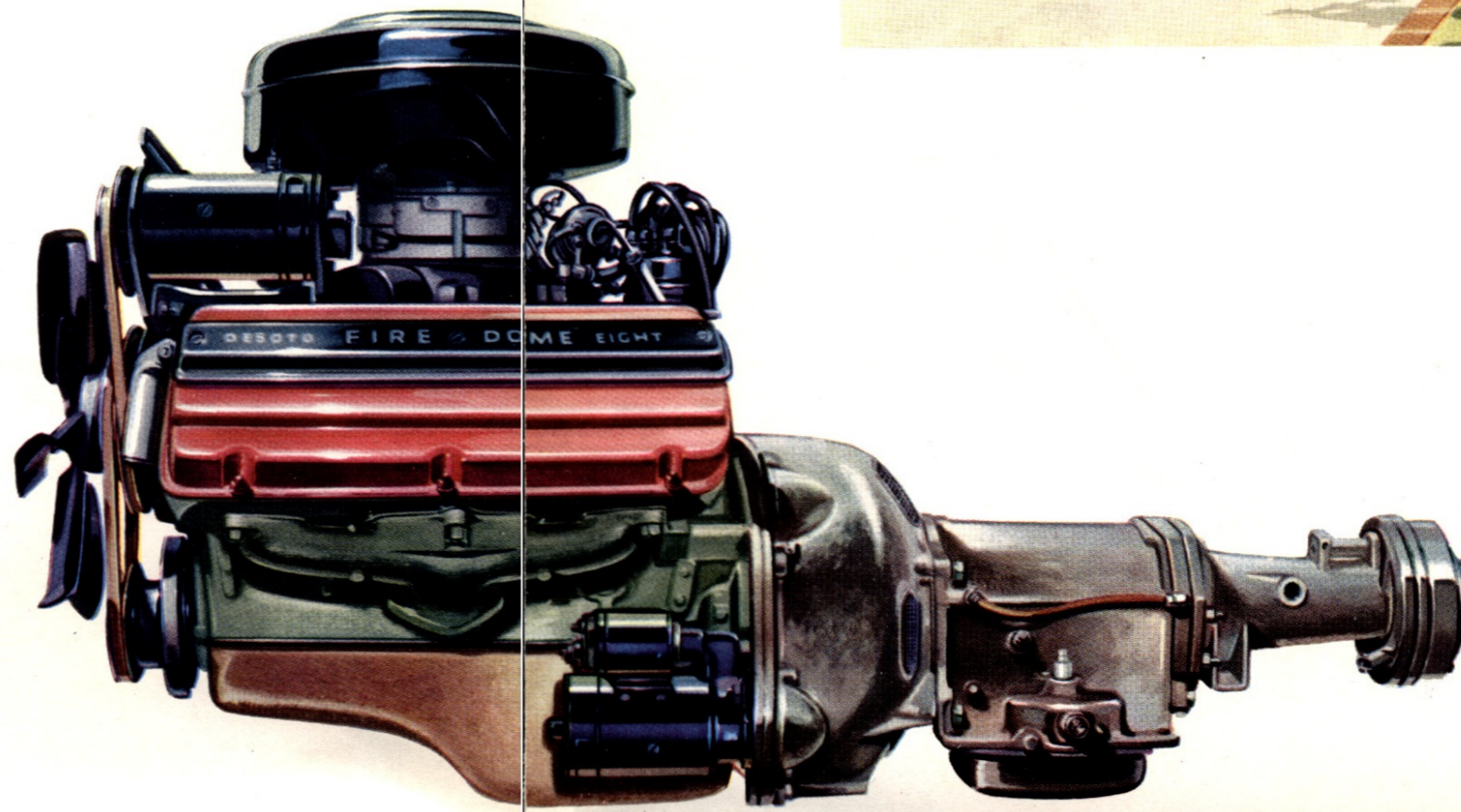


de soto **FIREDOME V-8**

a truly big car with all the roominess,
comfort and flashing performance you want!

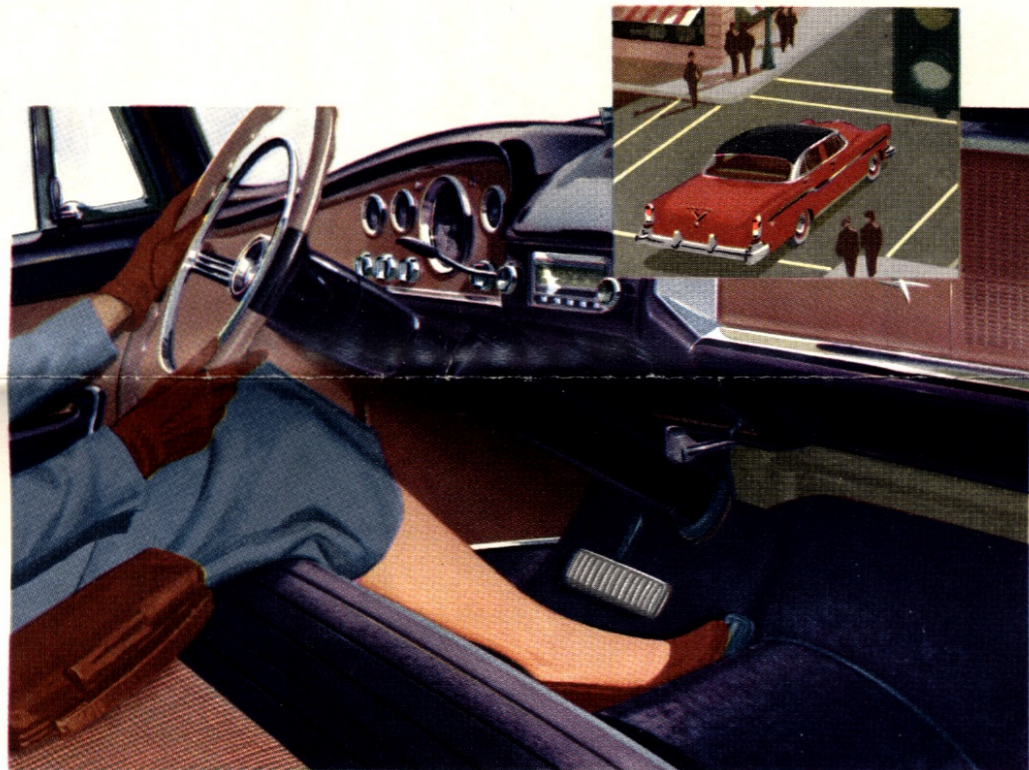
Powered by the famous Firedome V-8 engine

Yes, *all* DeSotos now boast efficient V-8 power! The renowned Firedome V-8 gives you flashing performance . . . plus the outstanding efficiency, economy, and rugged durability which have made this one of Canada's most popular engines. It has many new engineering refinements such as improved two-barrel carburetor and hydraulic valve lifters, redesigned camshaft, and full-pressure lubrication. With the compression ratio retained at 7.5 to 1, you continue to get premium performance on regular grade fuels.



Equipped with PowerFlite, finest automatic transmission

In all motoring there is nothing quite like the effortless ease of driving with PowerFlite automatic transmission, *standard equipment* on all DeSoto models. A flick of your finger, a touch of your toe, and you're on your way! Without lifting your foot from the accelerator, you surge ahead smoothly and automatically. In fact, PowerFlite is so simple in operation that the selector lever is now mounted *on the instrument panel*, along with other controls, like the ignition switch, that you normally touch only at the beginning and end of a trip.

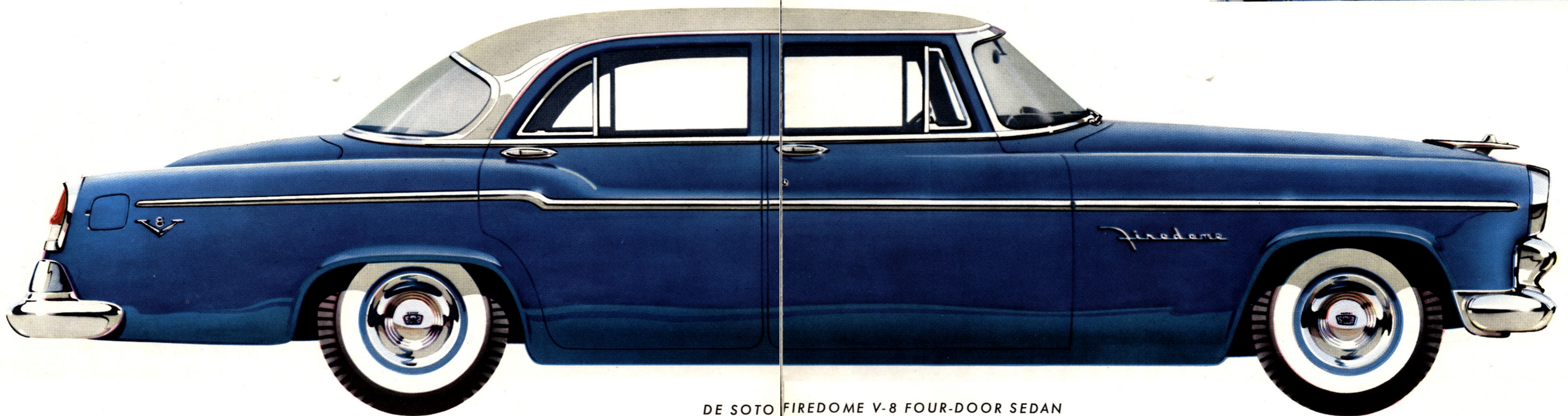


De Soto Firedome V-8 Estate Wagon

You're the smartest traveller on the Canadian road, when you're at the wheel of a De Soto Estate Wagon. Sophisticated styling, automotive artistry give you added poise. And look at the cargo space—enough to carry the vacation luggage of the whole family with room to spare!

De Soto Firedome V-8 Four-door Sedan

The spirit of modern living is captured in the lilt and lift of its styling . . . the vibrant youthfulness of carefully harmonized interiors dressed in radiant nylon-faced fabrics—the dash and go of its tempestuous Firedome V-8 engine. All this, plus the deep-down comfort, the strength and safety that only a truly big car affords . . . the effortless driving ease of PowerFlite automatic transmission.



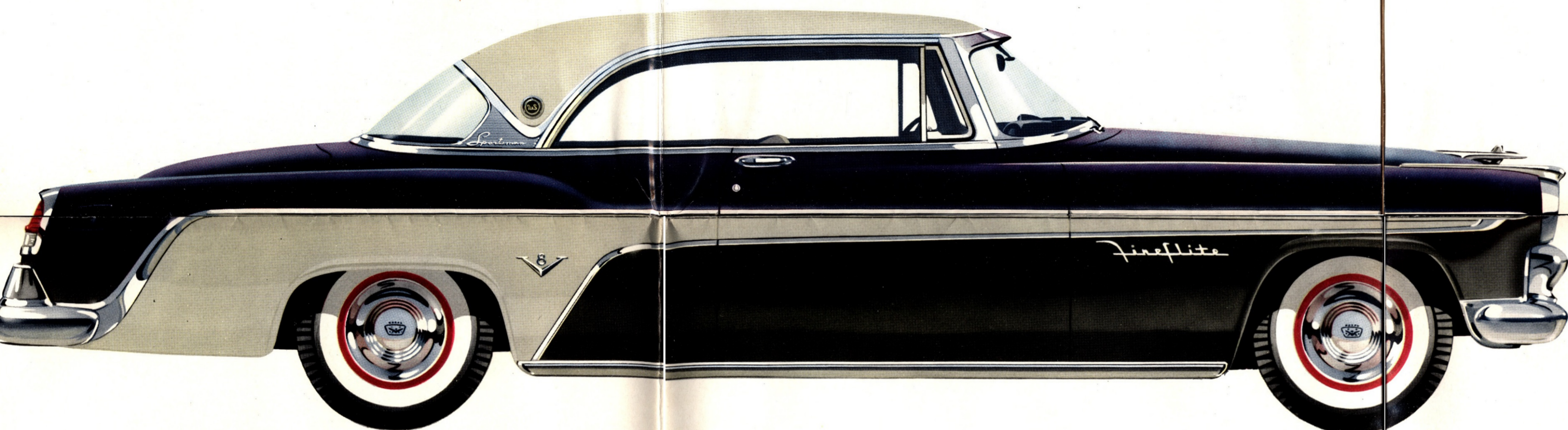
DE SOTO FIREDOME V-8 FOUR-DOOR SEDAN

de soto FIREFLITE V-8... sleek, eye-catching beauty and the responsive, surging power of a great new engine

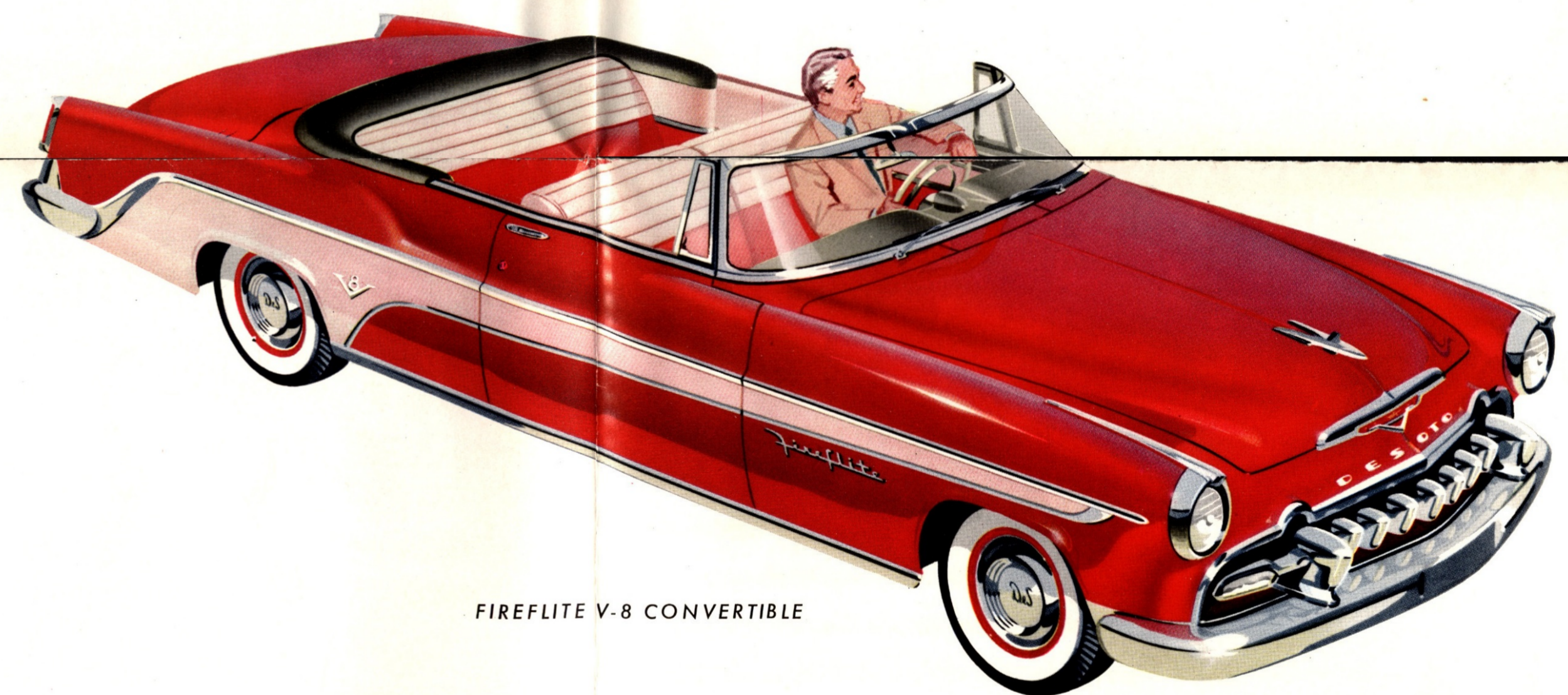
For the discriminating, for those who want a car of character, there can be nothing less than the proud new DeSoto Fireflite.

Here are lines that flow like molten gold . . . here is classic beauty in the continental tradition . . . here is patrician elegance, inside and out!

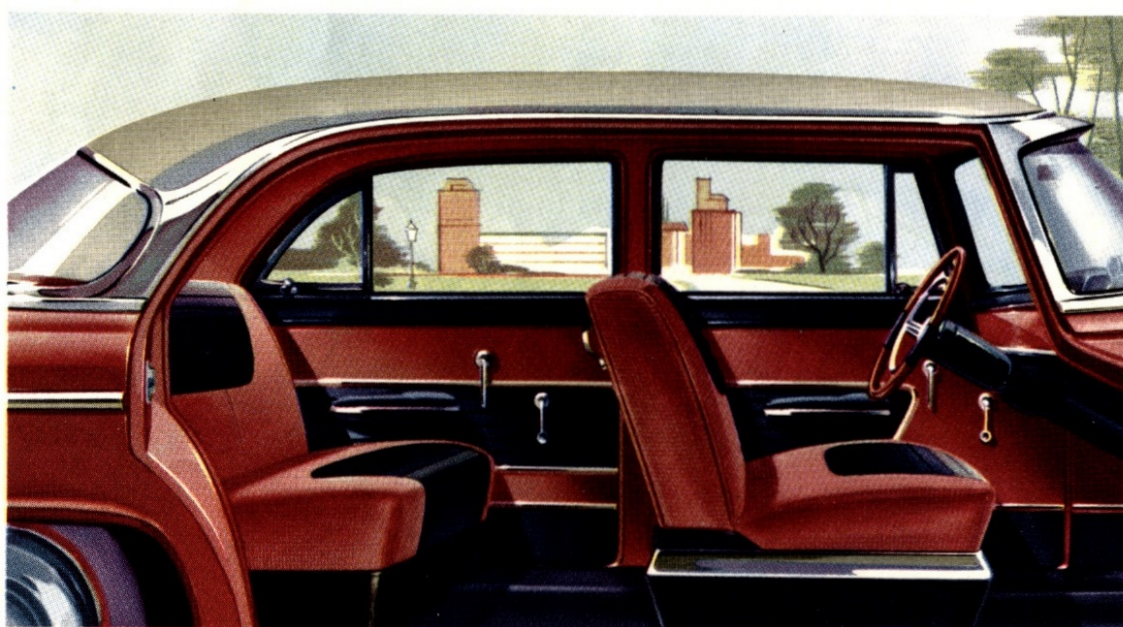
Here, too, is an abundance of power from the new Fireflite V-8, paired for driving perfection with PowerFlite automatic transmission.



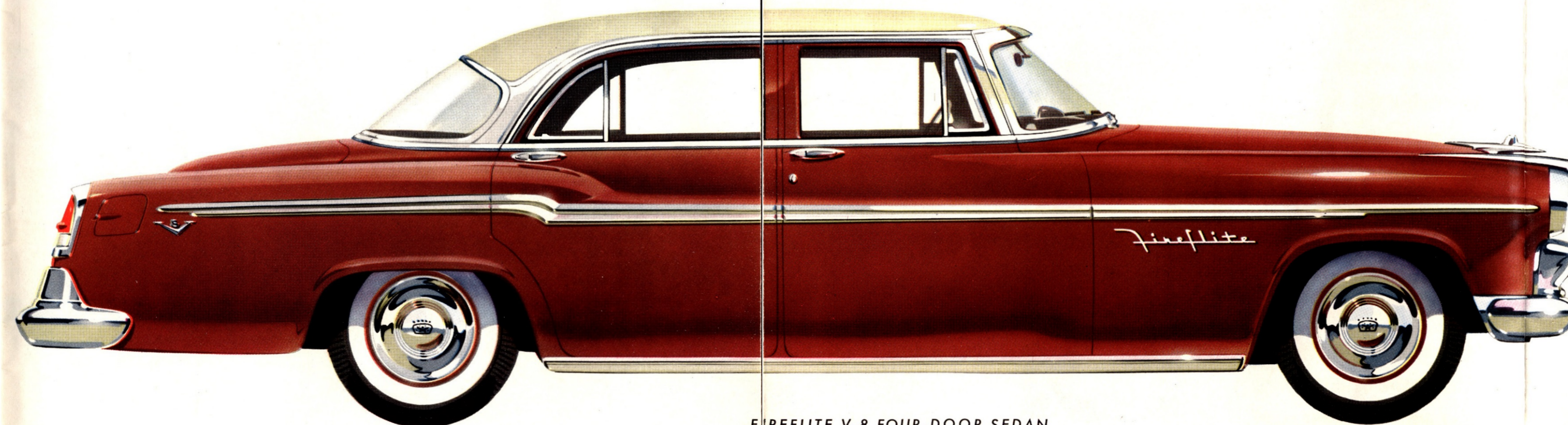
FIREFLITE V-8 SPORTSMAN HARDTOP



FIREFLITE V-8 CONVERTIBLE



Your every ensemble is set off to perfection by these carefully harmonized interiors. Fashion-wise stylists chose these splendid nylon-faced fabrics from thousands of materials and hues to bring you colour magic in impeccable taste.



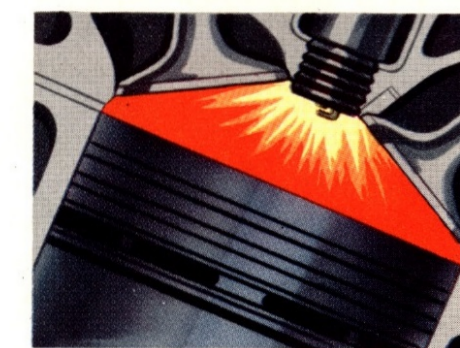
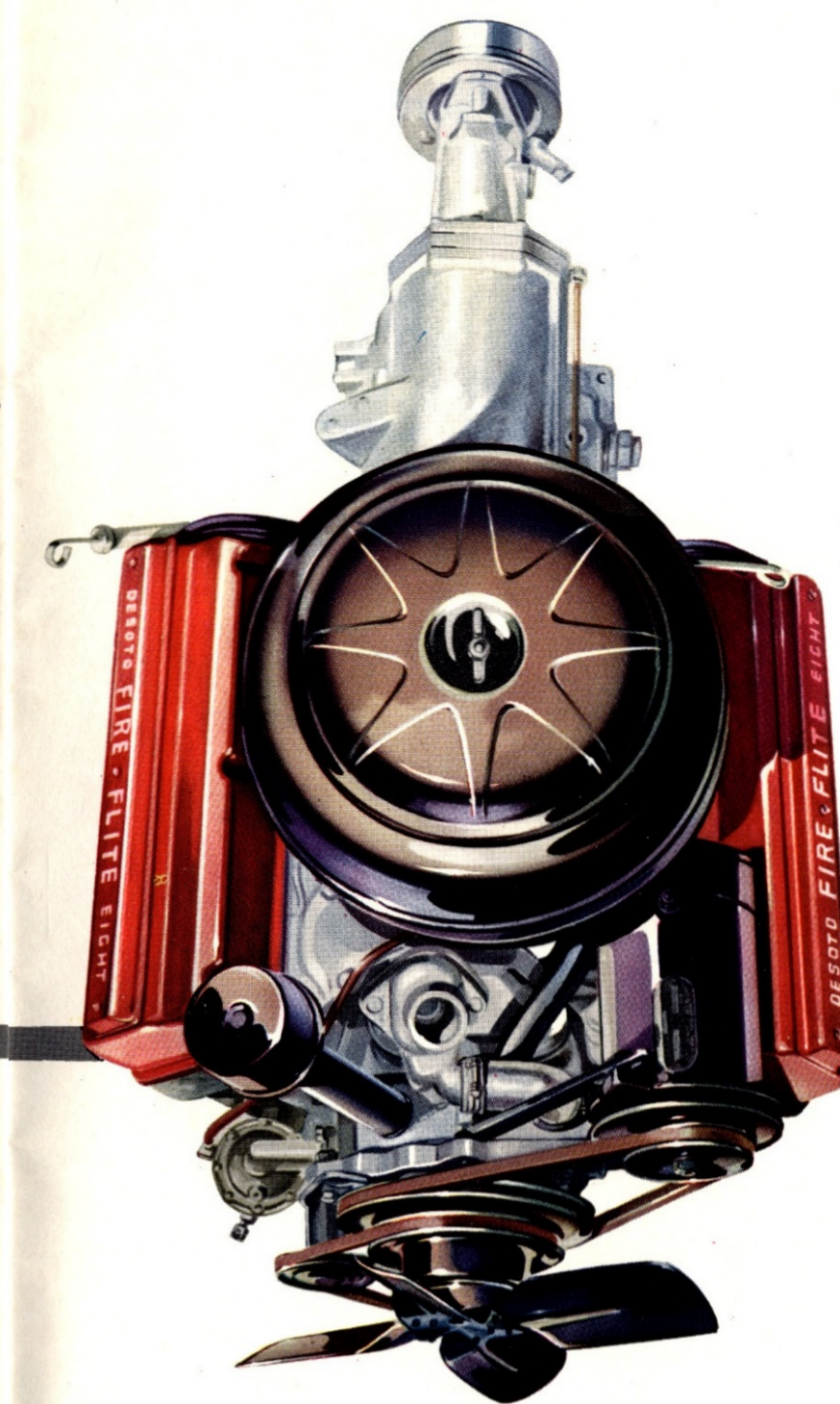
FIREFLITE V-8 FOUR-DOOR SEDAN



A new feel of power!

Fireflite V-8 Engine

Now you can enjoy the tremendous exhilaration of surging power that's eagerly responsive to your slightest command. This mighty DeSoto Fireflite V-8 engine, with advance four-barrel carburetor, gives you satin-smooth speed, breath-taking getaway and a vast power reserve with which to meet any driving situation.



Heart of your De Soto engine is this hemispherical combustion chamber which retains more heat, expands gases more fully, wrings more power from every drop of fuel. And there are no pockets to collect carbon.

S P E C I F I C A T I O N S

Dimensions—Wheelbase, 126 inches. Over-all length, 217.4 inches. Over-all height, 60.6 inches. Over-all width, 78.3 inches.

Chassis—Double-channel box-section frame. Front suspension—*independent coil springs with sway eliminator, direct-acting Oriflow shock absorbers.* Rear suspension—*semi-elliptical springs with grooved plates and tapered ends, straddle-mounted direct-acting Oriflow shock absorbers.* Hydraulic, self-equalizing service brakes, 12-inch drums, Cyclebond linings. Independent parking brake on propeller shaft. Symmetrical idler arm steering linkage, equal-length tie rods. PowerFlite transmission. Safety-Rim wheels. 4-ply 7.60 x 15 blackwall tubeless tires on Firedome, 4-ply 8.00 x 15 tubeless tires on Fireflite. Rear axle ratio, Fireflite models, 3.54 to 1; Firedome models, 3.73 to 1.

Engine—V-8, bore and stroke 3.72 inches x 3.34 inches. 7.5 to 1 compression ratio. Piston displacement, 290.8 cubic inches. Firedome engine, 185 hp. at 4400 r.p.m. Fireflite engine 200 hp. at 4400 r.p.m. 5 main bearings. Fireflite engine has *four-barrel carburetor*, while Firedome engine has a *dual-throated carburetor.* Integral automatic choke. Oil-bath air cleaner with silencer. Fuel tank capacity, 16.7 Imperial gallons. Oilite self-cleaning filter in fuel tank.

Lubrication—Full-pressure lubrication. Crankcase capacity, 4 Imperial quarts. Shunt-type replaceable element oil filter. Floating oil intake.

Cooling System—Capacity, 4.6 Imperial gallons. Thermostatic by-pass control. 4-bladed fan. Pressure-vent radiator cap.

Electrical System—6-volt, 19-plate, 135-amp.-hr. battery on Fireflite models; 120 amp.-hr. battery on Firedome models. Bull's-eye sealed-beam headlights. 14-mm. resistor-type spark plugs. Shunt-wound 50-amp. generator on Fireflite models;

45-amp. generator on Firedome models. Automatic spark advance control. Ignition-key starting. Positive solenoid shift starter motor; variable-speed off glass parking electric windshield wipers.

Body—Hiproom, 64.3 inches front, 64.6 inches rear. Seat height 13.3 inches front, 13.5 inches rear. Legroom, 44.6 inches front, 44.8 inches rear. Headroom, 35 inches front, 34.5 inches rear. Front seat adjustable 5 inches horizontal, 1.1 inches vertical. External door locks on both front doors. Two sun visors. Armrests on both front and rear doors. Glove box with lock. Rear seat centre armrests on Fireflite four-door sedan.

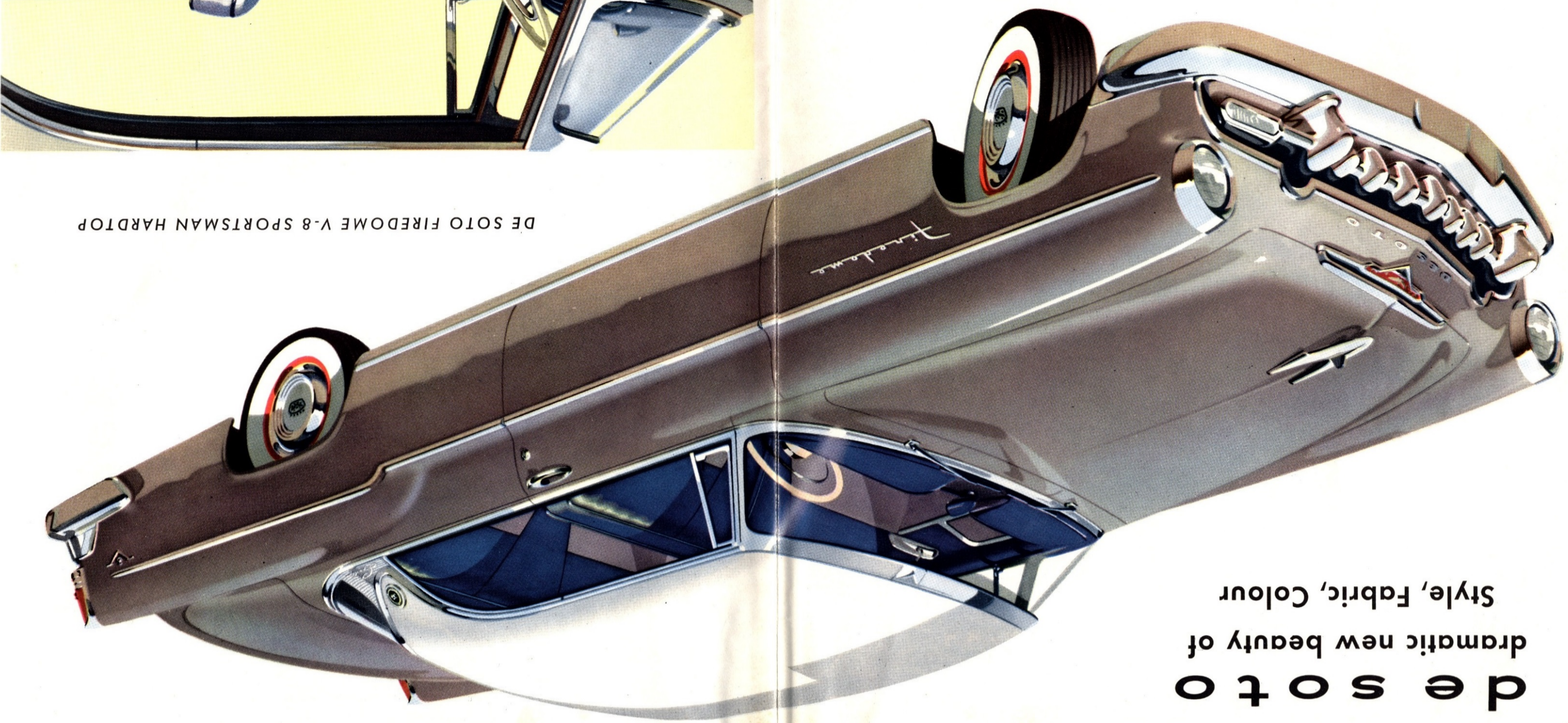
OPTIONAL EQUIPMENT

(Available in Production)

Full-Time Coaxial Power Steering. Heavy-duty front and rear springs and heavy-duty shock absorbers. Solex glass. Cowl vent heater. Rear compartment cigar lighter (Firedome 4-door sedan). 4-ply and 6-ply blackwall tires and tubes. 4-ply and 6-ply white sidewall tires and tubes. 4-ply blackwall and white sidewall tires and tubes—Oversize (on Firedome). 6-ply blackwall tubeless tires. 4-ply and 6-ply white sidewall tubeless tires. 4-ply blackwall and white sidewall tubeless tires—Oversize (on Firedome). Vacuum brake booster. Electric door window lifts.

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desoto
dramatic new beauty of
Style, Fabric, Colour



DE SOTO FIRESTONE V-8 SPORTSMAN HARDTOP

Stand beside this blue-blooded beauty . . . thrill to the sweep of its low, sculptured lines! Slide into the seat and see how its rich-textured upholstery, its jewel-bright colours, create the perfect setting for you! Inside or out.

Take command of your De Soto! Sweep your eyes across the strikingly beautiful instrument panel with its two light-ined inserts . . . its dial gauges before the driver for easy reading. Grip the two-toned steering wheel, touch the suspended brake pedal! Every thing in the front compartment emphasizes your mastery over this gallant, spirited car!

CENTURY MOTORS LTD.

desoto
for 1955

so new and different
it will fire your imagination!



SPECIFICATIONS

Dimensions—Wheelbase, 126 inches. Over-all length, 217.4 inches. Over-all height, 60.6 inches. Over-all width, 78.3 inches.

Chassis—Double-channel box-section frame. Front suspension—*independent* coil springs with sway eliminator, direct-acting Oriflow shock absorbers. Rear suspension—*semi-elliptical* springs with grooved plates and tapered ends, straddle-mounted direct-acting Oriflow shock absorbers. Hydraulic, self-equalizing service brakes, 12-inch drums. Cyclebond linings. Independent parking brake on propeller shaft. Symmetrical idler arm steering linkage, equal-length tie rods. PowerFlite transmission. Safety-Rim wheels. 4-ply 7.60 x 15 blackwall tubeless tires on Firestone, 4-ply 8.00 x 15 tubeless tires on Firelite. Rear axle ratio, Firestone models, 3.54 to 1; Firestone models, 3.73 to 1.

Engine—V-8, bore and stroke 3.72 inches x 3.34 inches. 7.5 to 1 compression ratio. Piston displacement, 290.8 cubic inches. Firestone engine, 135 hp. at 4400 r.p.m. Firelite engine 200 hp. at 4400 r.p.m. 5 main bearings. Firelite engine has *four-barrel* carburetor, while Firestone engine has a *dual-throated* carburetor. Integral automatic choke. Oil-bath air cleaner with silencer. Fuel tank capacity, 16.7 Imperial gallons. Oilite self-cleaning filter in fuel tank.

Lubrication—Full-pressure lubrication. Crankcase capacity, 4 Imperial quarts. Shunt-type replaceable element oil filter. Floating oil intake.

Cooling System—Capacity, 4.6 Imperial gallons. Thermostatic by-pass control. 4-bladed fan. Pressure-vent radiator cap.

Electrical System—6-volt, 19-plate, 135-amp.-hr. battery on Firelite models; 120 amp.-hr. battery on Firestone models. Bull's-eye-sealed-beam headlights. 14-mm. resistor-type spark plugs. Shunt-wound 50-amp. generator on Firelite models;

45-amp. generator on Firestone models. Automatic spark advance control. Ignition-key starting. Positive solenoid shift starter motor; variable-speed off glass parking electric windshield wipers.

Body—Hiproom, 64.3 inches front, 64.6 inches rear. Seat height 13.3 inches front, 13.5 inches rear. Legroom, 44.6 inches front, 44.8 inches rear. Headroom, 35 inches front, 34.5 inches rear. Front seat adjustable 5 inches horizontal, 1.1 inches vertical. External door locks on both front doors. Two sun visors. Armrests on both front and rear doors. Glove box with lock. Rear seat centre armrests on Firelite four-door sedan.

OPTIONAL EQUIPMENT
(Available in Production)

Full-Time Coaxial Power Steering. Heavy-duty front and rear springs and heavy-duty shock absorbers. Solex glass. Cowl vent heater. Rear compartment cigar lighter (Firestone 4-door sedan). 4-ply and 6-ply blackwall tires and tubes. 4-ply and 6-ply white sidewall tires and tubes. 4-ply blackwall and white sidewall tires and tubes—Oversize (on Firestone). 6-ply blackwall tubeless tires. 4-ply and 6-ply white sidewall tubeless tires. 4-ply blackwall and white sidewall tubeless tires—Oversize (on Firestone). Vacuum brake booster. Electric door window lifts.

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PRINTED IN CANADA—D551

de soto FIRESTONE V-8
a truly big car with all the roominess,
comfort and flashing performance you want!

Powered by the famous Firestone V-8 engine

Yes, all DeSotos now boast efficient V-8 power! The renowned Firestone V-8 gives you flashing performance . . . plus the outstanding efficiency, economy, and rugged durability which have made this one of Canada's most popular engines. It has many new engineering refinements such as improved two-barrel carburetor and hydraulic valve lifters, redesigned camshaft, and full-pressure lubrication. With the compression ratio retained at 7.5 to 1, you continue to get premium performance on regular grade fuels.

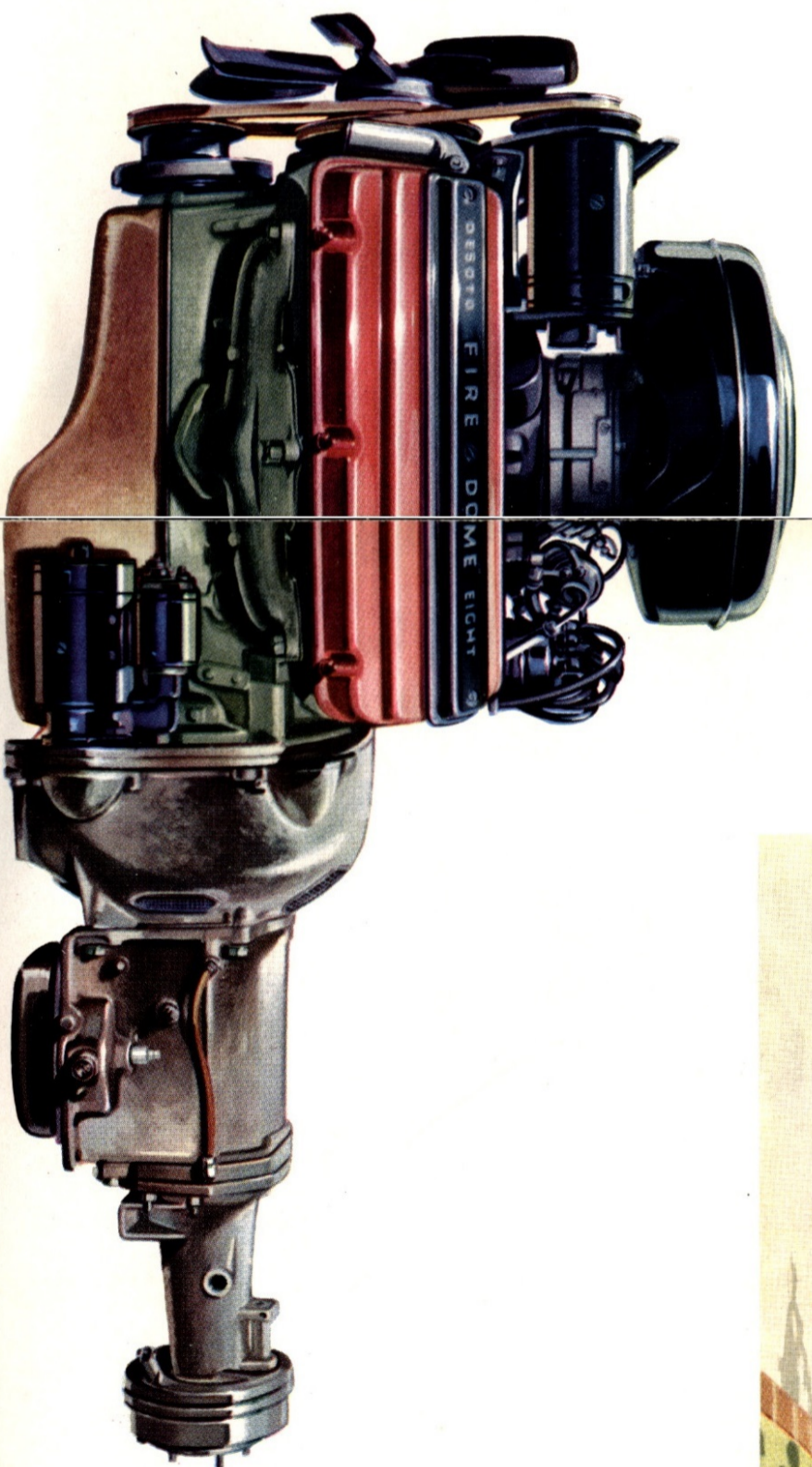


De Soto Firestone V-8
Estate Wagon

You're the smartest traveller on the Canadian road, when you're at the wheel of a De Soto Estate Wagon. Sophisticated styling, automotive artistry give you added poise. And look at the cargo space—enough to carry the vacation luggage of the whole family with room to spare!

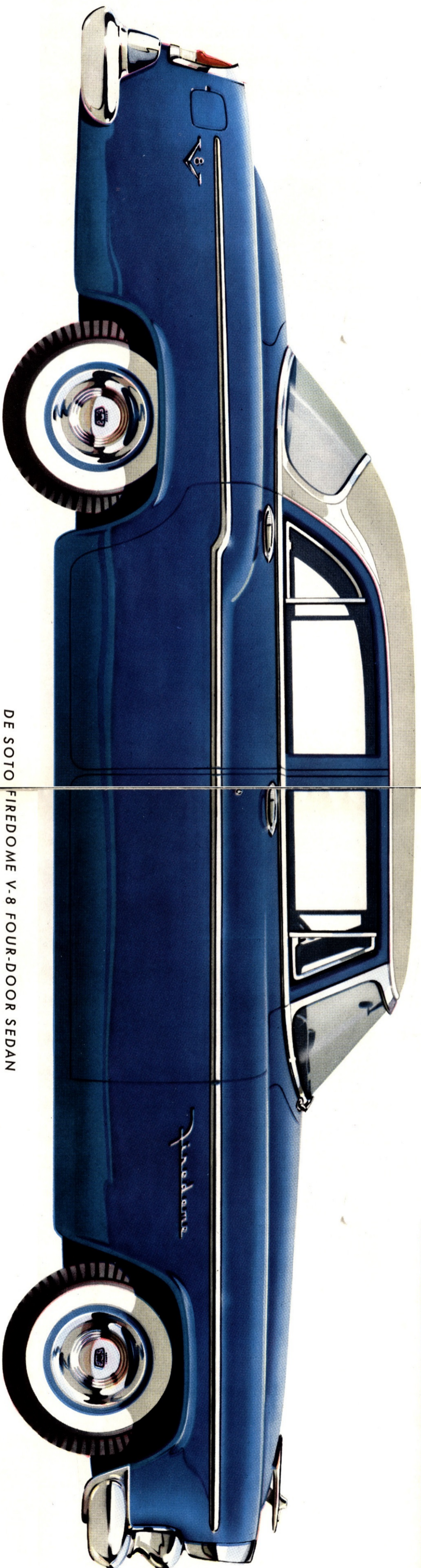
De Soto Firestone V-8
Four-door Sedan

The spirit of modern living is captured in the hill and dale of its styling . . . the vibrant youthfulness of carefully harmonized interiors and the sense of its temperamental Firestone V-8 engine. All this, plus the deep-down comfort, the strength and safety that only a truly big car affords . . . the effortless driving ease of PowerFlite automatic transmission.



Equipped with PowerFlite, finest automatic transmission

In all motoring there is nothing quite like the effortless ease of driving with PowerFlite automatic transmission, standard equipment on all De Soto models. A flick of your finger, a touch of your toe, and you're on your way! Without lifting your foot from the accelerator, you surge ahead smoothly and automatically. In fact, PowerFlite is so simple in operation that the selector lever is now mounted on the instrument panel, along with other controls, like the ignition switch, that you normally touch only at the beginning and end of a trip.



DE SOTO FIRESTONE V-8 FOUR-DOOR SEDAN



de soto for 1955

so new and different
it will fire your imagination!

CENTURY MOTORS LTD.

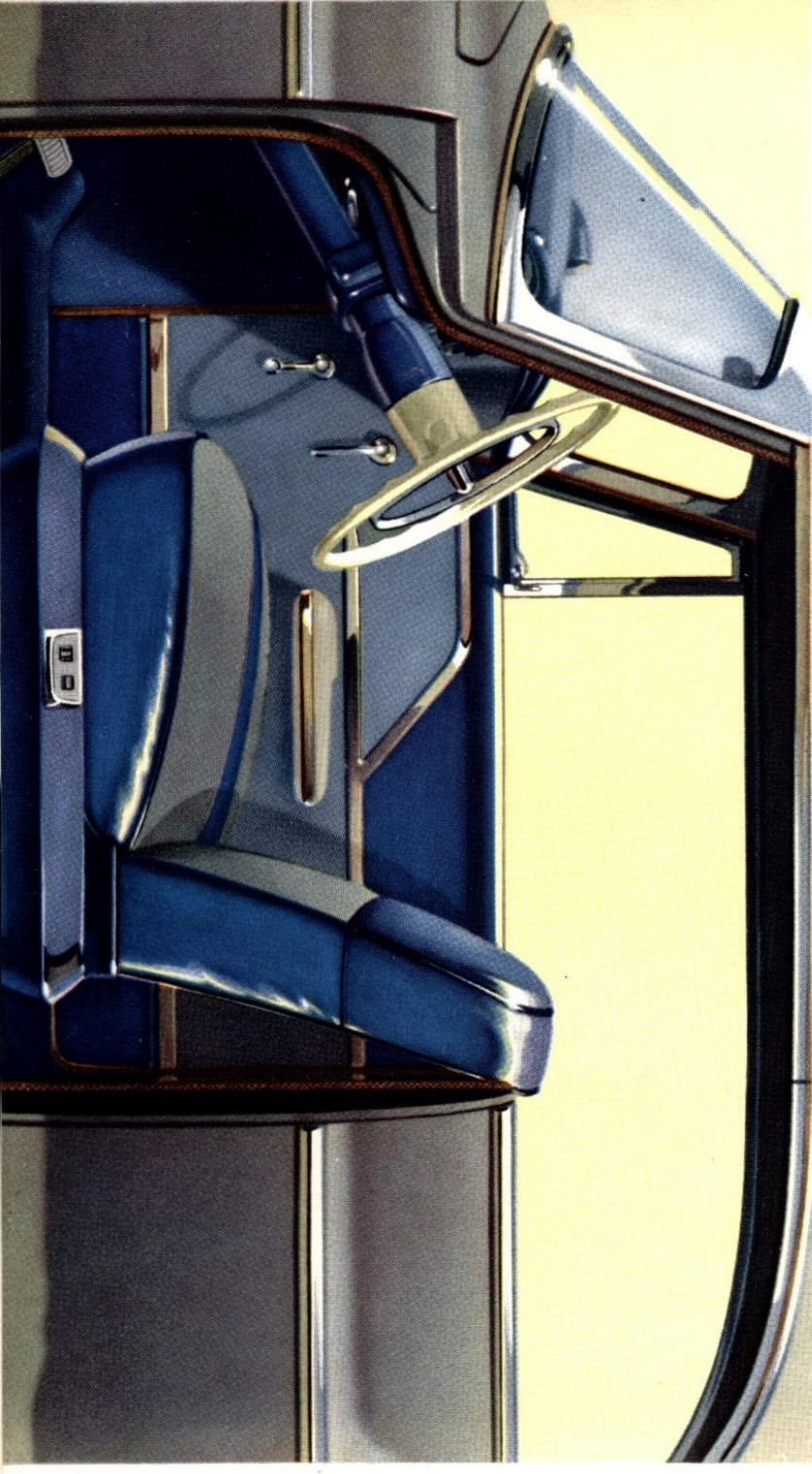
de soto
dramatic new beauty of
Style, Fabric, Colour



DE SOTO FIREDOME V-8 SPORTSMAN HARDTOP

Stand beside this blue-blooded beauty... thrill to the sweep of its low, sculptured lines! Slide into the seat and see how its rich-textured upholstery, its jewel-bright colours, create the perfect setting for you! Inside or out, this is a masterpiece of inspired design!

Take command of your De Soto! Sweep your eyes across the strikingly beautiful instrument panel with its two light-blue inserts... its dual propeller brake... its two-speed steering wheel... its sun-padded brake pedal! Everything in the front compartment emphasizes your mastery over this pattern, spotted car!



SPECIFICATIONS

Dimension—Wheelbase, 126 inches. Overall length, 217.4 inches. Overall height, 60.6 inches. Over-all width, 78.3 inches.

Chassis—Double-channel box-section frame. Front suspension—dependent coil springs with sway eliminator, direct-acting Oriflow shock absorbers. Rear suspension—semi-elliptical springs with grooved plates and tapered ends, shock absorbers. Hydraulic self-equalizing service brakes. 12-spoke drums. Cycloshod linings. Independent parking brake on propeller shaft. Symmetrical idler arm steering linkage, equal-length tie rods. PowerFlite transmission. Safety-kim wheels. 4-ply 7.60 x 15 blackwall tubeless tires on FireDome, 4-ply 8.00 x 15 tubeless tires on Fireflite. Rear axle ratio, Fireflite models, 3.54 to 1; FireDome models, 3.73 to 1.

Engine—V-8, bore and stroke 3.72 inches x 3.34 inches. 7.5 to 1 compression ratio; non displacement, 200 cubic inches. 200 hp. at 4400 r.p.m. 3 main bearings. Fireflite engine has four-barrel carburetor, while FireDome engine has a dual-throat carburetor. Integral automatic choke. Oil-bath air cleaner with silencer. Fuel tank capacity, 16.7 Imperial gallons. Oilite self-cleaning filter in fuel tank.

Lubrication—Full-pressure lubrication. Crankcase capacity, 4 Imperial quarts. Shunt-type replaceable element oil filter. Floating oil intake.

Cooling System—Capacity, 4.6 Imperial gallons. Thermostatic by-pass control. 4-bladed fan. Pressure-vent radiator cap.

Electrical System—6-volt, 19-plate, 135-amp.-hr. battery on Fireflite models; 120 amp.-hr. battery on FireDome models. Built-in wiper motor and headlights. 14-circuit electrical system. Plug, Shunt-wound 60-amp. generator on Fireflite models; 45-amp. generator on FireDome models.

OPTIONAL EQUIPMENT
(Available in Production)

Full-Time Coaxial Power Steering. Heavy-duty front and rear springs and heavy-duty shock absorbers. Solex glass. Cool vent heater. Rear compartment cigarette lighter (FireDome models). 4-ply and 6-ply sidewall tires and tubes. 4-ply blackwall and white sidewall tires and tubes—Oversize (on FireDome), 6-ply blackwall tubeless tires, 4-ply and 6-ply white sidewall tubeless tires. 4-ply blackwall and white sidewall tubeless tires—Oversize (on FireDome). Vacuum brake booster. Electric door window lifts.

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de soto FIREDOME V-8 a truly big car with all the roominess, comfort and flashing performance you want!

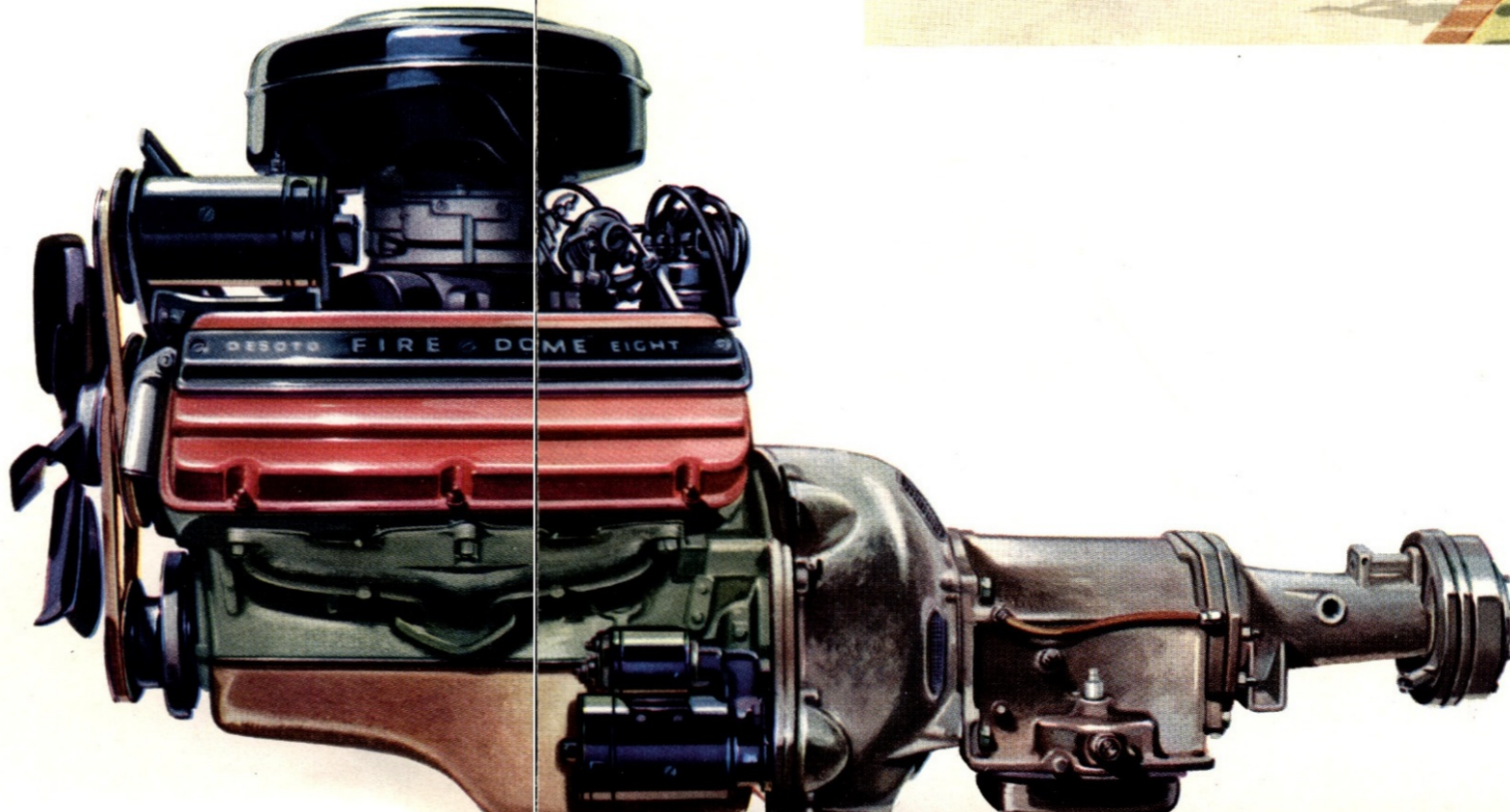
Powered by the famous FireDome V-8 engine

Yes, all De Sotos now boast efficient V-8 power! The renowned FireDome V-8 gives you flashing performance... plus the outstanding efficiency, economy, and rugged durability which have made this one of Canada's most popular engines. It has many new engineering refinements such as improved two-barrel carburetor and hydraulic valve lifters, redesigned camshaft, and full-pressure lubrication. With the compression ratio retained at 7.5 to 1, you continue to get premium performance on regular grade fuels.



De Soto FireDome V-8 Estate Wagon

You're the smartest traveller on the Canadian road, when you're at the wheel of a De Soto Estate Wagon. Sophisticated styling, automotive artistry give you added poise. And look at the cargo space—enough to carry the vacation luggage of the whole family with room to spare!



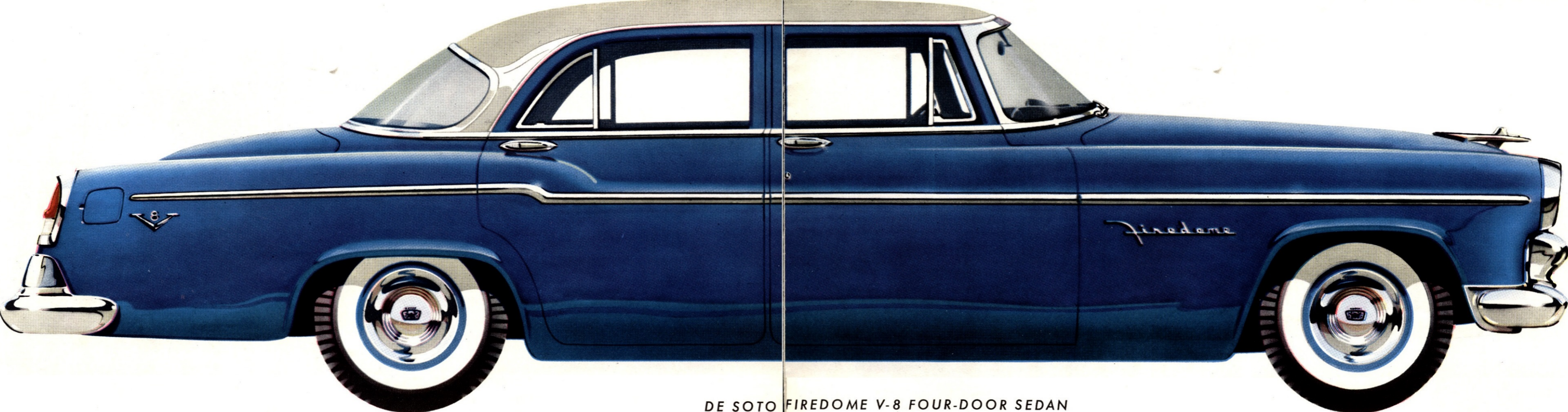
De Soto FireDome V-8 Four-door Sedan

The spirit of modern living is captured in the lilt and lift of its styling... the vibrant youthfulness of carefully harmonized interiors dressed in radiant nylon-faced fabrics—the dash and go of its tempestuous FireDome V-8 engine. All this, plus the deep-down comfort, the strength and safety that only a truly big car affords... the effortless driving ease of PowerFlite automatic transmission.



Equipped with PowerFlite, finest automatic transmission

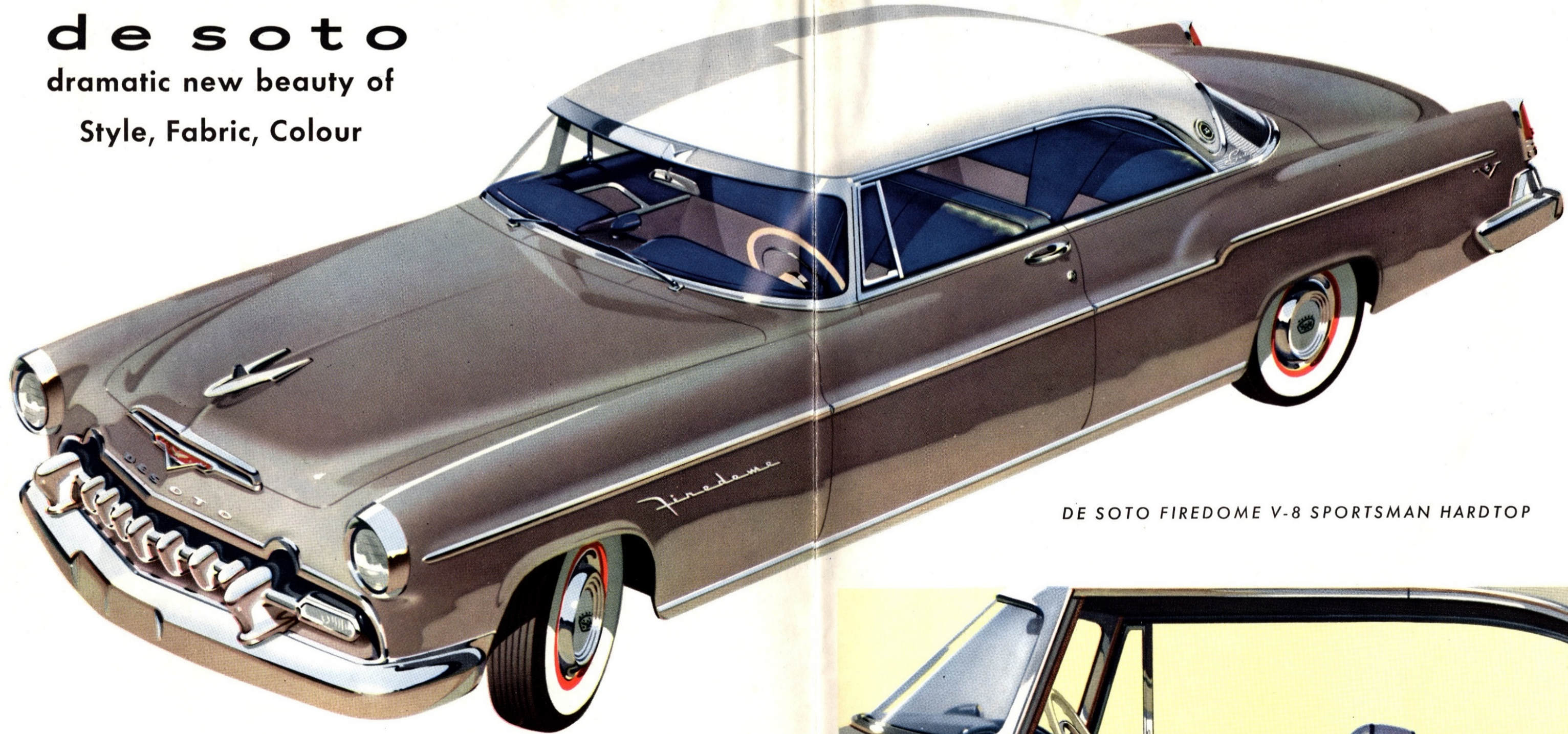
In all motoring there is nothing quite like the effortless ease of driving with PowerFlite automatic transmission, standard equipment on all De Soto models. A flick of your finger, a touch of your toe, and you're on your way! Without lifting your foot from the accelerator, you surge ahead smoothly and automatically. In fact, PowerFlite is so simple in operation that the selector lever is now mounted on the instrument panel, along with other controls, like the ignition switch, that you normally touch only at the beginning and end of a trip.



DE SOTO FIREDOME V-8 FOUR-DOOR SEDAN

PRINTED IN CANADA—25351

de soto
dramatic new beauty of
Style, Fabric, Colour



DE SOTO FIREDOME V-8 SPORTSMAN HARDTOP

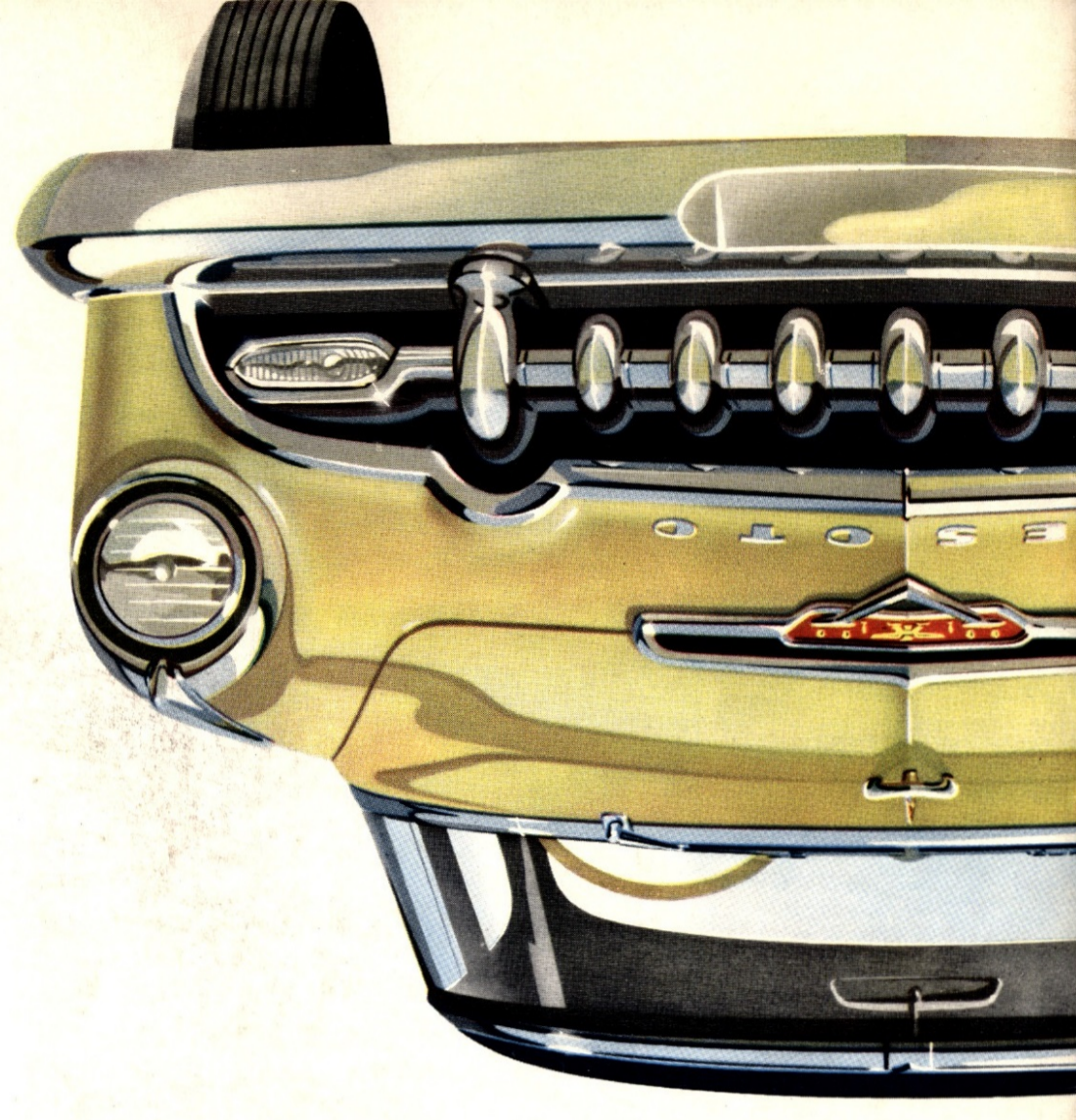
Stand beside this blue-blooded beauty . . . thrill to the sweep of its low, sculptured lines! Slide into the seat and see how its rich-textured upholstery, its jewel-bright colours, create the perfect setting for you! Inside or out, this is a masterpiece of inspired design!

Take command of your De Soto! Sweep your eyes across the strikingly beautiful instrument panel with its two light-hued inserts . . . Its dials grouped before the driver for easy reading. Grasp the two-toned steering wheel, touch the suspended brake pedal! Everything in the front compartment emphasizes your mastery over this gallant, spirited car!



de soto
for 1955
so new and different
it will fire your imagination!

CENTURY MOTORS LTD.



DE SOTO FIREDOME V-8 ESTATE WAGON

SPECIFICATIONS

Dimensions—Wheelbase, 126 inches. Overall height, 56 inches. Overall length, 217.4 inches. Overall width, 78.3 inches.

Chassis—Double-channel box-section frame. Front suspension—Independent coil springs with sway eliminator, direct-acting Ortho shock absorbers. Rear suspension—straddle-mounted direct-acting Ortho shock absorbers. Hydraulic self-equilibrating service brakes, 12-inch drums. Cylindrical hinges. Independent parking brake on propeller shaft. Symmetrical idler arm steering linkage, equal-length tie rods. PowerFlite transmission. Safety-tim wheels, 4-ply 7.60 x 15 blackwall tubeless tires on Firedome, 4-ply 8.00 x 15 tubeless tires on Fireflite. Rear axle ratio, Fireflite models, 8.54 to 1; Firedome models, 3.73 to 1.

Engine—V-8, bore and stroke 3.72 inches x 3.34 inches. 7.5 to 1 compression ratio. Piston displacement, 290.8 cubic inches. Firedome engine, 155 hp. at 4400 r.p.m. Fireflite engine has four-barrel carburetor, while Firedome engine has a dual-throated carburetor. Integral automatic choke. Oil-bath air cleaner with silencer. Fuel tank capacity, 16.7 Imperial gallons. Oil-lube self-cleaning filter in fuel tank.

Lubrication—Full-pressure lubrication. Crankcase capacity, 4 Imperial quarts. Shunt-type replaceable element oil filter. Floating oil intake.

Cooling System—Capacity, 4.6 Imperial gallons. Thermostat by-pass control. 4-bladed fan. Pressure-vent radiator cap.

Electrical System—4-watt, 19-plate, 135-amp-hr. battery on Fireflite models; 120 amp-hr. battery on Firedome models. Bull's-eye-sealed-beam headlights, 14-mm. resistor-type park plugs. Shunt-wound 80-amp. generator on Fireflite models. Constant improvement of its products requires Chrysler Corporation of Canada, Limited, to reserve the right to change prices, specifications and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue but your local dealer will gladly advise you of those items that are standard.

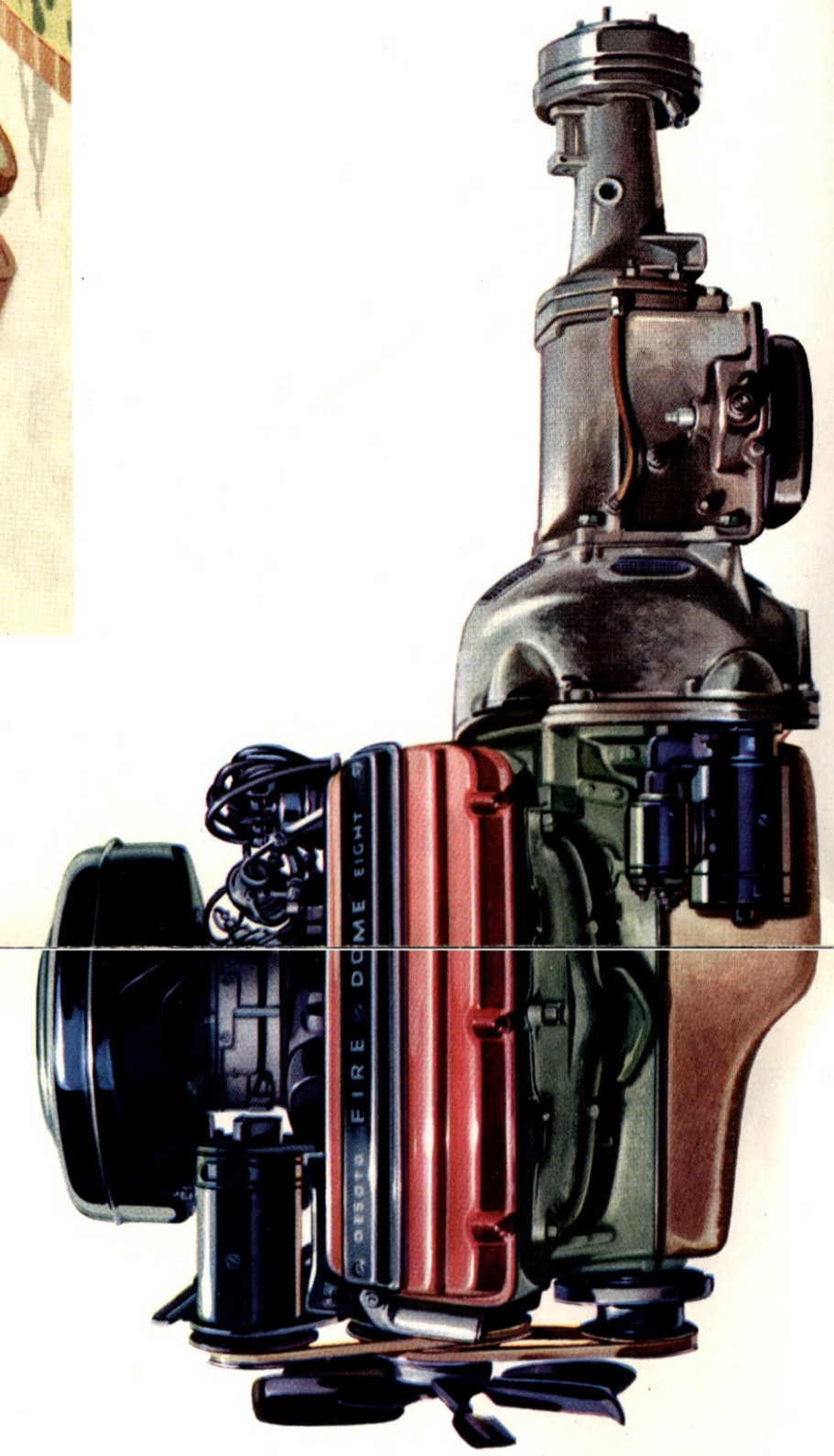
Optional Equipment (Available in Production)
 Pull-Time Coaxial Power Steering. Heavy-duty front and rear springs and heavy-duty shock absorbers. Solox glass. Coat vent heater. Rear compartment cigarette lighter. Firedome 4-door sedan, 4-ply and 6-ply blackwall tires and tubes, 4-ply and 6-ply white sidewall tires and tubes, 4-ply and 6-ply blackwall tires and tubes, 4-ply and 6-ply white sidewall tires and tubes—verse (on Firedome). Oil-bath air cleaner with silencer. Fuel tank capacity, 16.7 Imperial gallons. Oil-lube self-cleaning filter in fuel tank. 4 Imperial quarts. Shunt-type replaceable element oil filter. Floating oil intake.

Body—Hiproom, 64.3 inches front, 64.6 inches rear. Seat height 13.3 inches front, 15.5 inches rear. Legroom, 44.6 inches front, 44.5 inches rear. Headroom, 35 inches front, 34.5 inches rear. Front seat adjustable 5 inches horizontal, 1.1 inches vertical. External door locks on both front doors. Two sun visors. Armrests on both front and rear doors. Glove box with lock. Rear seat centre armrests on Fireflite four-door sedan.

de soto FIREDOME V-8
a truly big car with all the roominess,
comfort and flashing performance you want!

Powered by the famous Firedome V-8 engine

Yes, all De Sotos now boast efficient V-8 power! The renowned Firedome V-8 gives you flashing performance . . . plus the outstanding efficiency, economy, and rugged durability which have made this one of Canada's most popular engines. It has many new engineering refinements such as improved two-barrel carburetor and hydraulic valve lifters, redesigned camshaft, and full-pressure lubrication. With the compression ratio retained at 7.5 to 1, you continue to get premium performance on regular grade fuels.



Equipped with PowerFlite, finest automatic transmission
 In all motoring there is nothing quite like the effortless ease of driving with PowerFlite automatic transmission, standard equipment on all De Soto models. A flick of your finger, a touch of your toe, and you're on your way! Without lifting your foot from the accelerator, you surge ahead smoothly and automatically. In fact, PowerFlite is so simple in operation that the selector lever is now mounted on the instrument panel, along with other controls, like the ignition switch, that you normally touch only at the beginning and end of a trip.

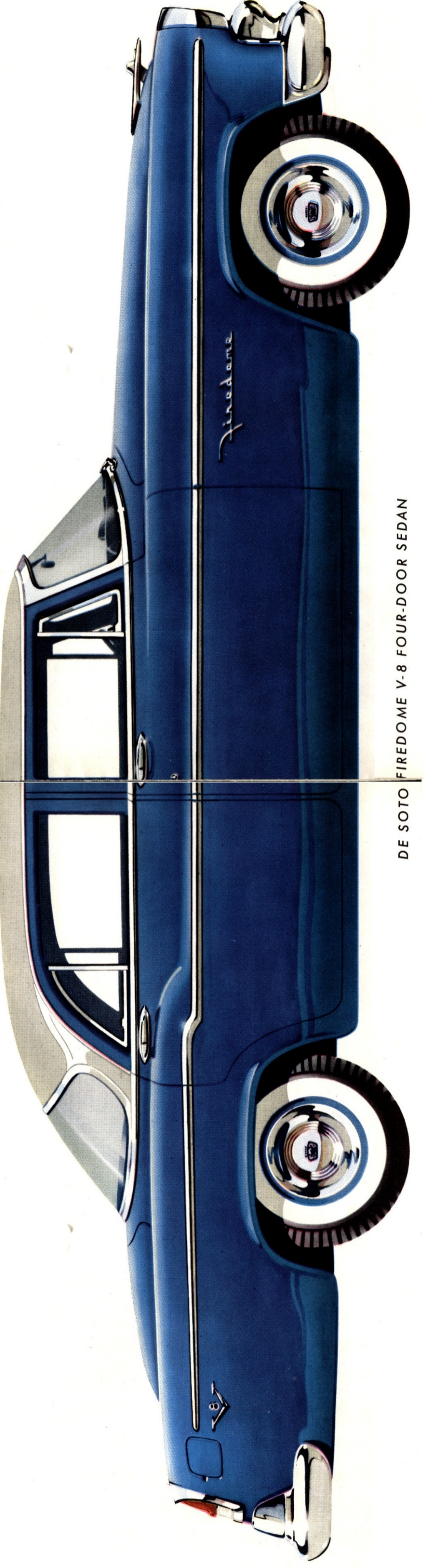
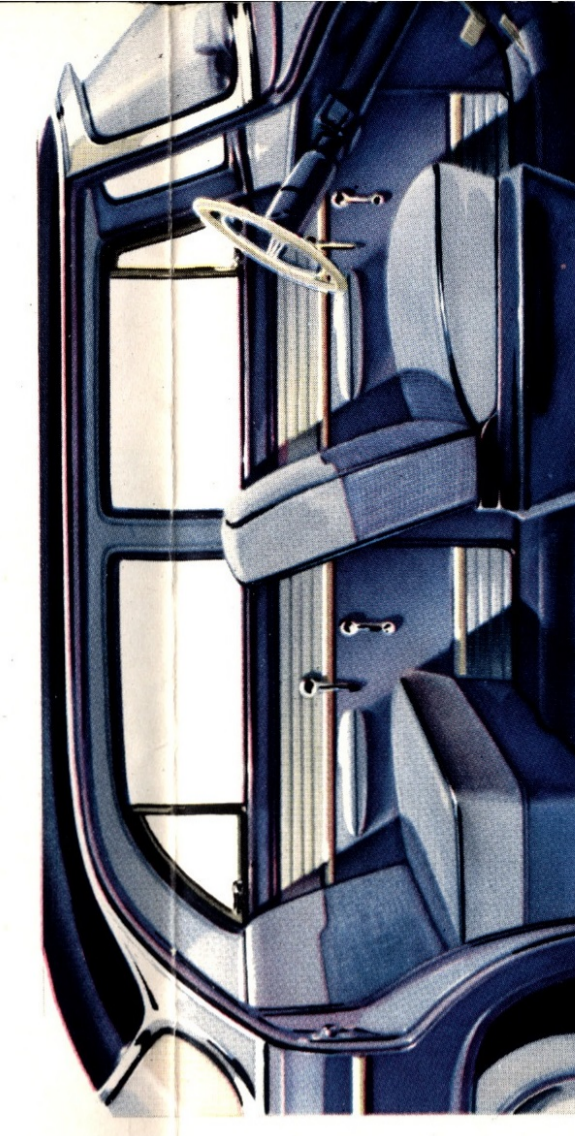


De Soto Firedome V-8
Estate Wagon

You're the smartest traveller on the Canadian road, when you're at the wheel of a De Soto Estate Wagon. Sophisticated styling, automotive artistry give you added poise. And look at the cargo space—enough to carry the vacation luggage of the whole family with room to spare!

De Soto Firedome V-8
Four-door Sedan

The spirit of modern living is captured in the lift and lift of its styling . . . the vibrant spirit of these cars fully expresses the dash and go of its tempo. Firedome V-8 engine. All this, plus the deep-down comfort, the strength and safety that only a truly big car affords . . . the effortless driving ease of PowerFlite automatic transmission.



DE SOTO FIREDOME V-8 FOUR-DOOR SEDAN