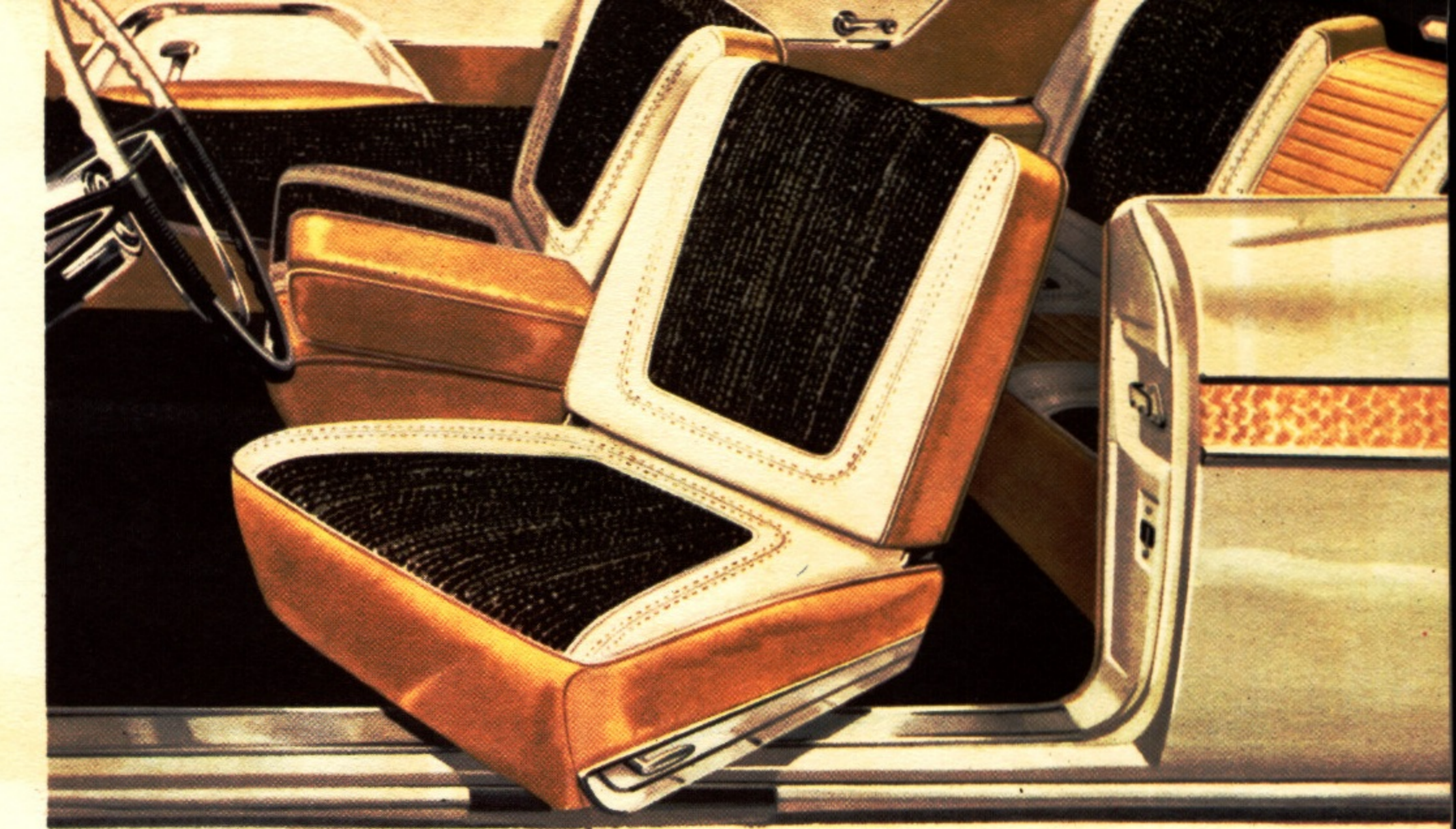


THE SPACIOUS AIR LOUNGE INTERIOR OF THE ALL-NEW ADVENTURER gives you elegance and luxury that last! It is tailored in a beautiful new white and gold combination of textured Nylon Casino Corde and handsome vinyl.



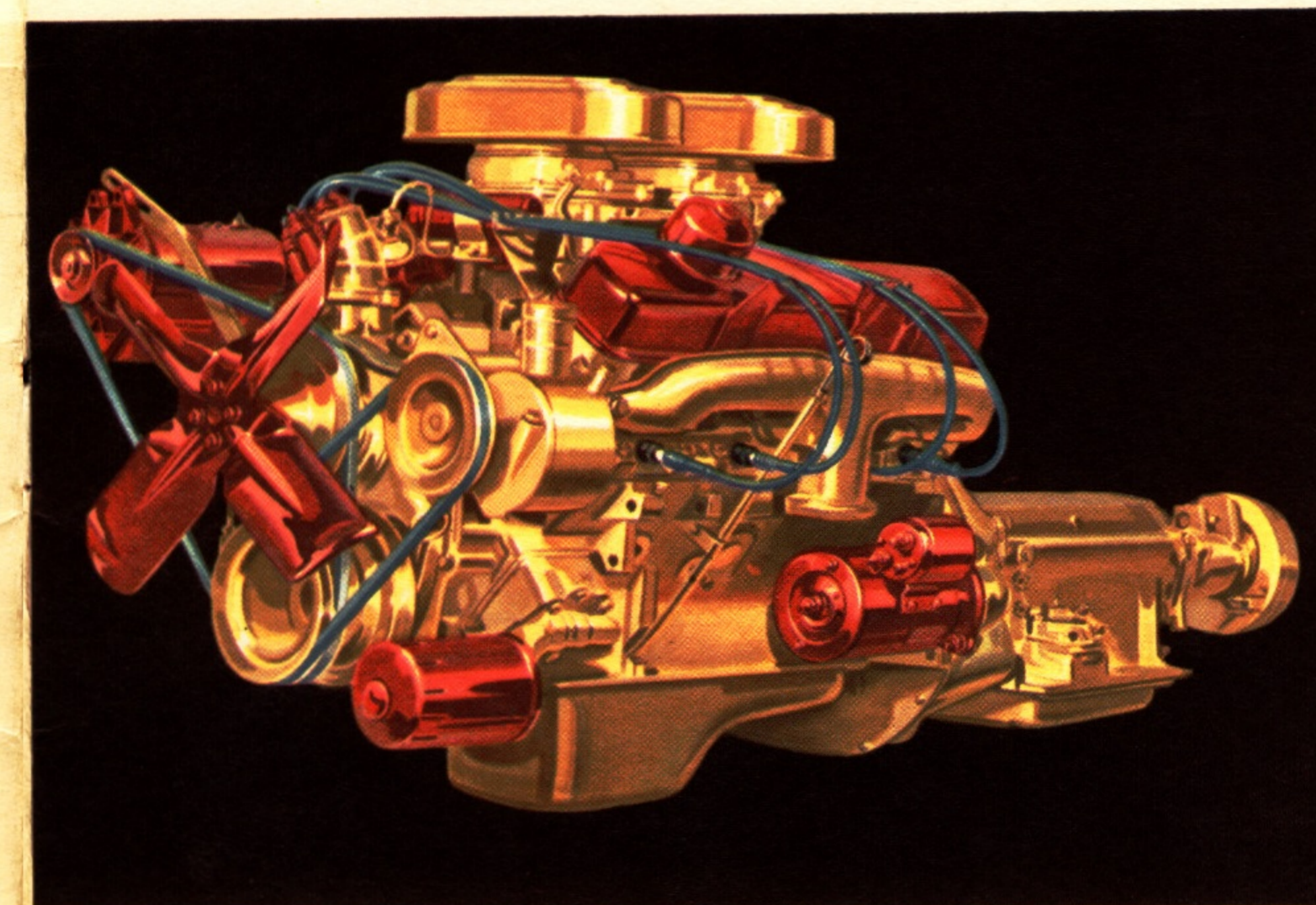
The Adventurer 2-door hardtop . . . entirely distinctive . . . entirely different from any other car.

The De Soto Adventurer

PURE GOLD . . . IN RIDE, PRIDE AND PLEASURE



The Adventurer convertible . . . a thoroughbred in every line and every luxury.



FABULOUS ADVENTURER ENGINE

The De Soto Adventurer makes you the master of an engineering triumph—the exclusive Adventurer engine. Its "velvet gloved" might flows from two 4-barrel carburetors and Hi-Lift cams that open wider and longer. The Adventurer engine responds with split-second precision to push-button control transmission. Can an engine have *glamour*? The Adventurer engine has!

What a thrill De Soto's great luxury car is . . . styled to be stunningly beautiful . . . engineered to handle like the most sensitive of thoroughbreds . . . built to ride as softly as passing summer clouds. Everything in the 1959 Adventurer is new.

The "Golden heart" of this glamorous car is the fabulous Adventurer engine, its superiority over competition now even more decisive.

The Adventurer's graceful, aristocratic body is cradled by a new and improved Torsion-AIRE suspension that pillows your ride with a cloud-soft smoothness beyond compare. Bumps don't seem like bumps any more. You float over the road in a new realm of silent luxury.

Effortless, confident driving is yours with Adventurer's Constant-Control power steering, Safe-Stop power brakes and push-button control transmission. New Sports Swivel Seats make getting in and out easier than ever.

The Adventurer is an exclusive car—made for a discriminating few. In elegant black or gleaming white, with golden anodized colour sweep, and roofs that resemble Scotch-grained leather. For a thrilling, all-new adventure in driving . . . drive the all-new 1959 Adventurer.



FIREFLITE 4-DOOR SPORTSMAN
 ... with more headroom, legroom, shoulder-room!



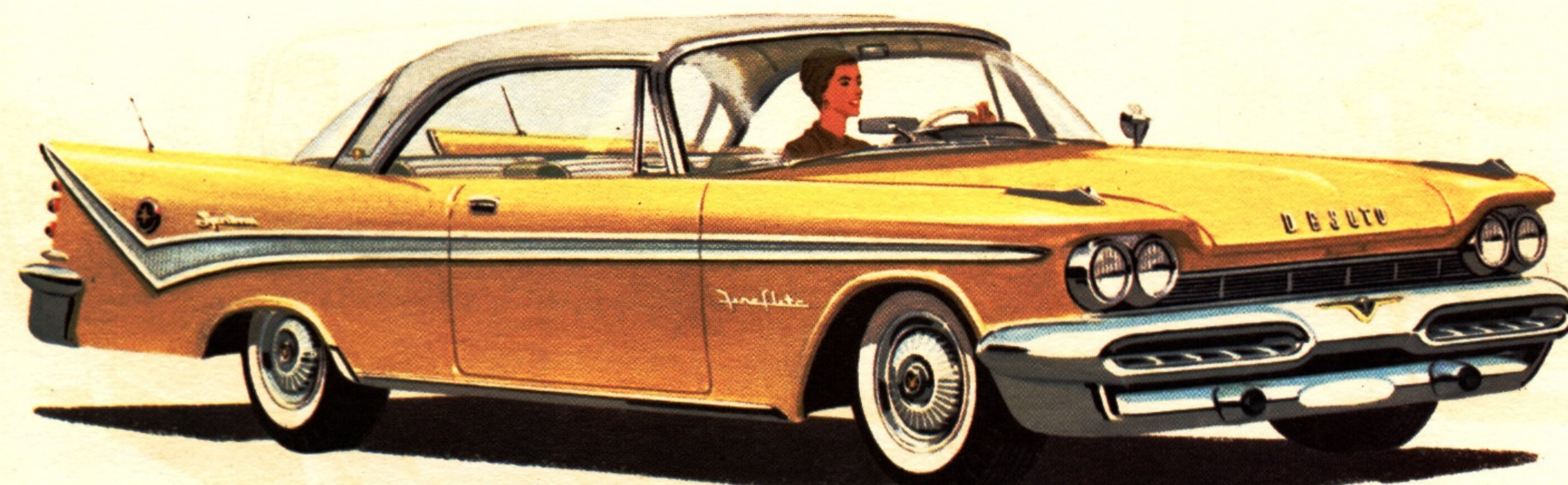
FIREFLITE INTERIORS FOR '59 combine the elegance of "Parisian Tweed" nylon metallic fabrics in blue, green, tan or grey with durable metallic vinyls in harmonizing shades.

De Soto Fireflite

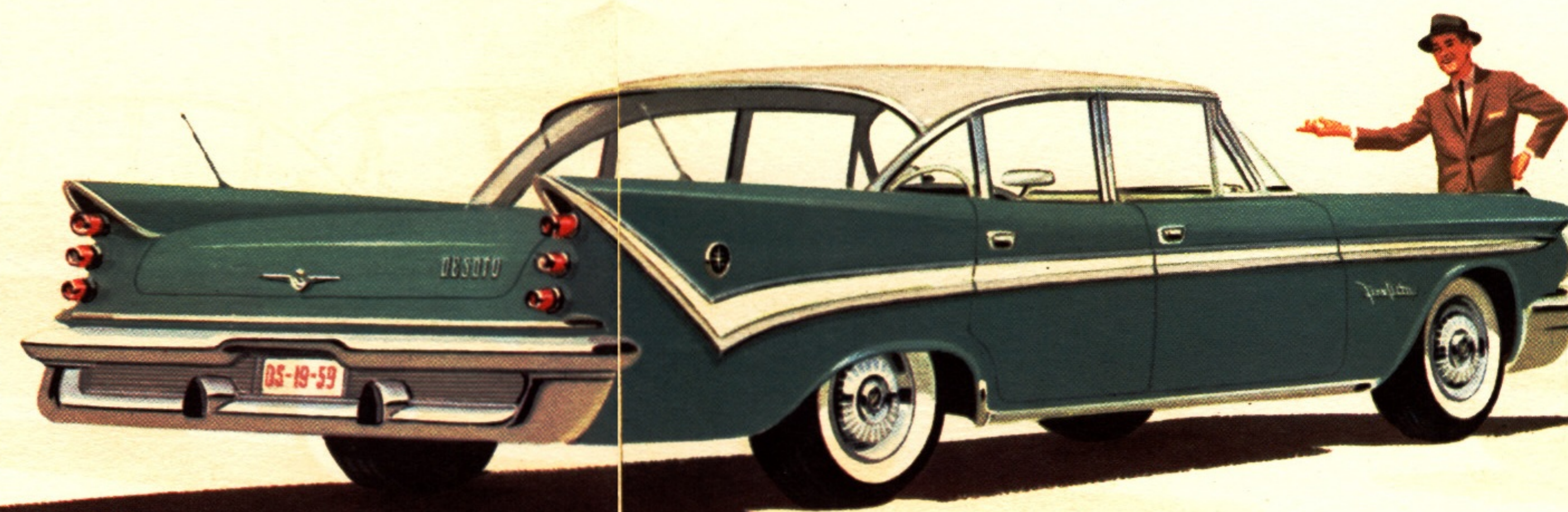
**TOUCH THE BUTTON . . .
 AND FEEL LUXURY COME TO LIFE**

Everything you see, everything you touch, is new and strikingly smart in the 1959 De Soto Fireflite. This magnificent car is outstanding for the bold imagination of its engineering and its fresh, creative styling. Fireflite's renowned Turboflash V-8 engines respond instantly to push-button control transmission. Power steering and power brakes are standard equipment. You ride on the velvety, new, improved Torsion-AIRE all-steel suspension system.

Now available with fabulous Adventurer engine!



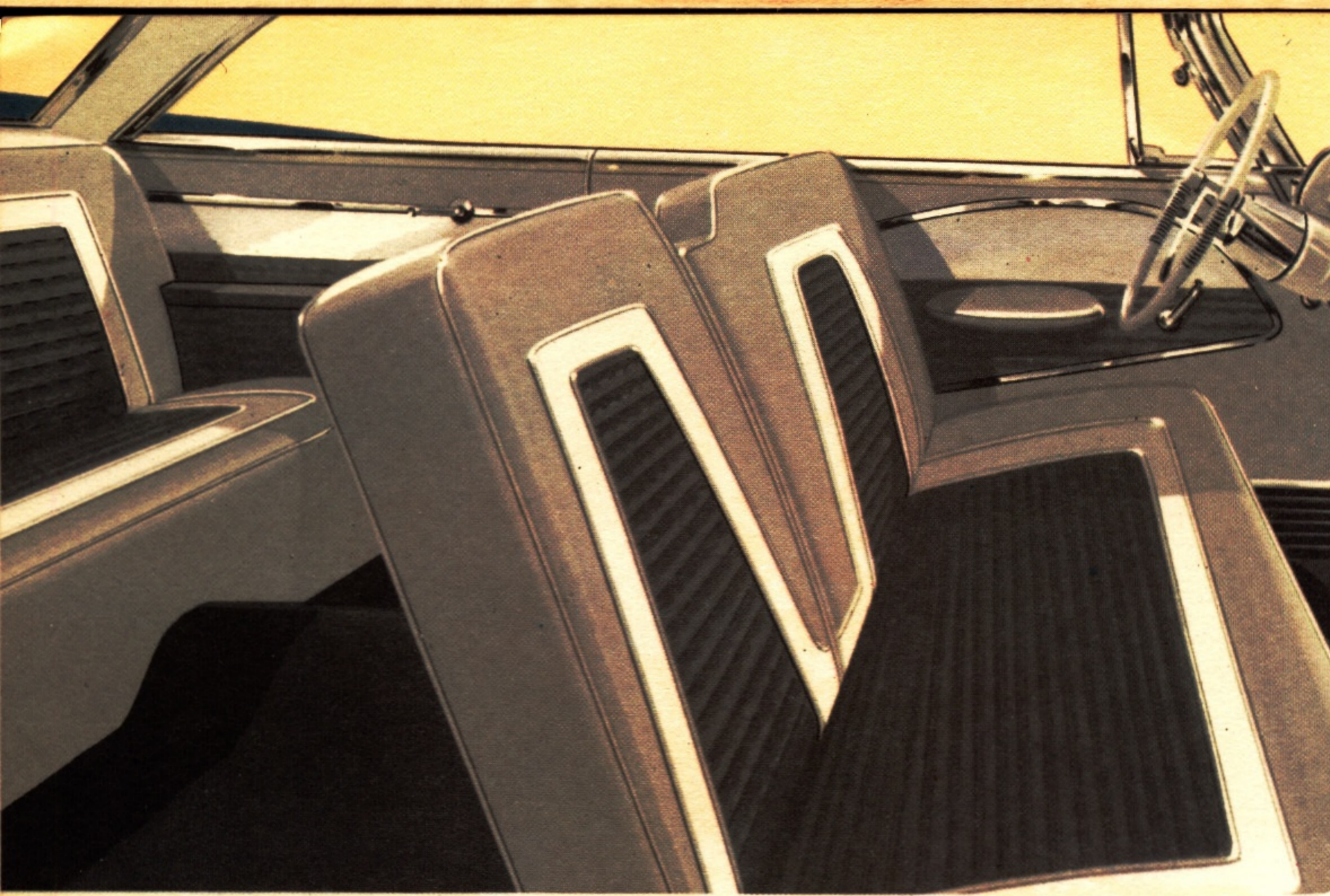
FIREFLITE 2-DOOR SPORTSMAN



FIREFLITE 4-DOOR SEDAN



FIREFLITE CONVERTIBLE



STRIKINGLY DIFFERENT, STRICTLY MODERN Firedome interiors feature softly textured Mayfair "Dobby" weave fabrics with complementary vinyls in rich hues of blue, green, beige or grey.

De Soto Firedome

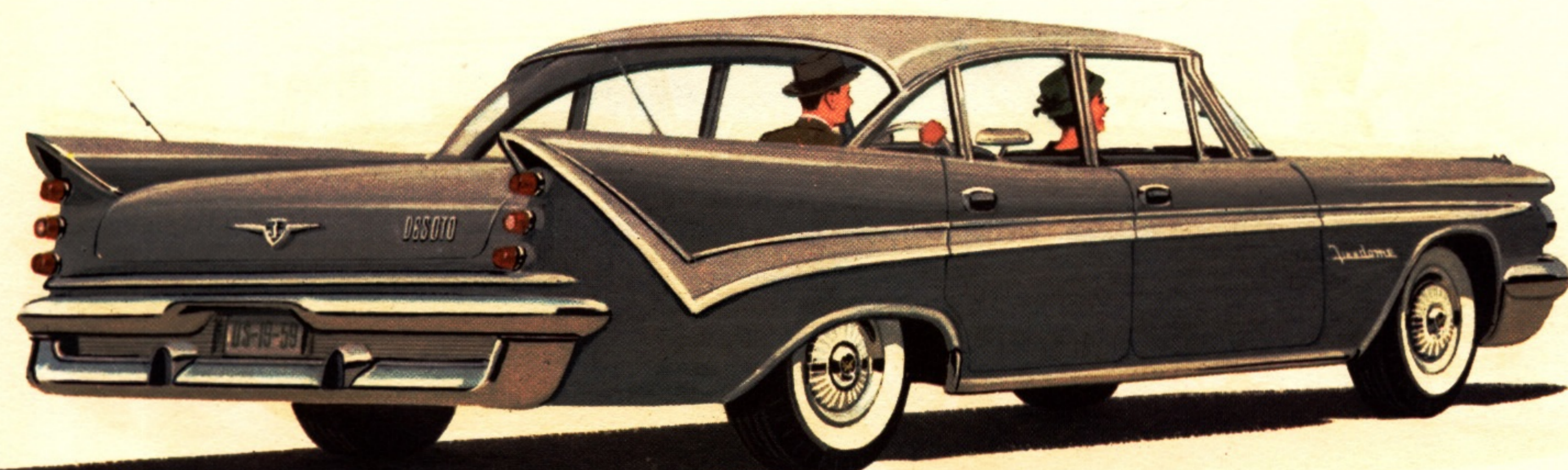
**BRIGHT YOUNG SIGN
OF SUCCESS**

The handsome new De Soto Firedome offers value and prestige that far exceed its price! This car is a triumphant sign of the man on his way up. Powering its beauty are the new and improved De Soto Turboflash V-8 engines... supporting it softly is the famous all-steel Torsion-AIRE suspension system. And the 1959 Firedome has new push-button control TorqueFlite as a standard feature!

Now available with fabulous Adventurer engine!



FIREDOME 2-DOOR SPORTSMAN



FIREDOME 4-DOOR SEDAN



FIREDOME 4-DOOR SPORTSMAN



FIREDOME CONVERTIBLE

De Soto Station Wagons

SURE THEY'RE BIG . . . AND ARE THEY FUN!

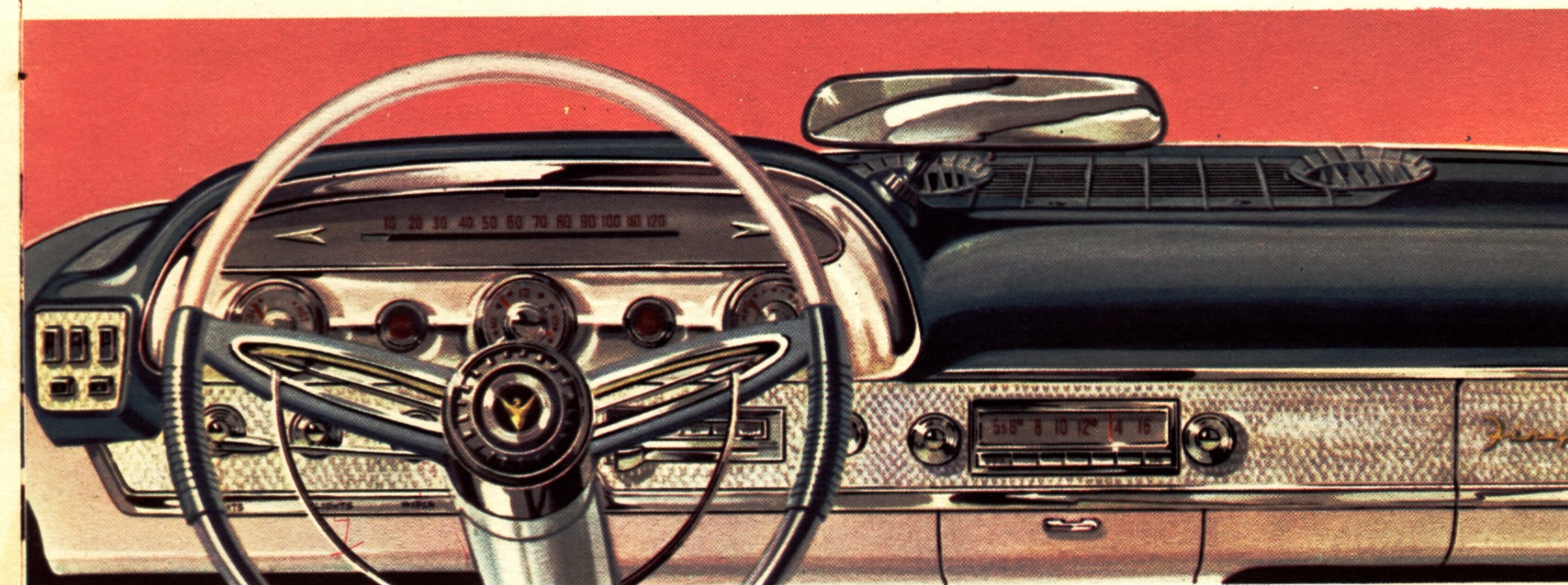
De Soto station wagons give you extra power . . . extra comfort . . . extra wheelbase . . . that lesser wagons simply can't match! They're the roomiest wagons of all. Solid, safe and road-hugging for family vacations . . . rugged for hunting and fishing trips . . . easy-driving for Mother's shopping trips. The Firelite wagons have all the fine features of the Firelite series. Plan a "Futureful of fun" . . . in a new De Soto station wagon!

Now available with fabulous Adventurer engine!

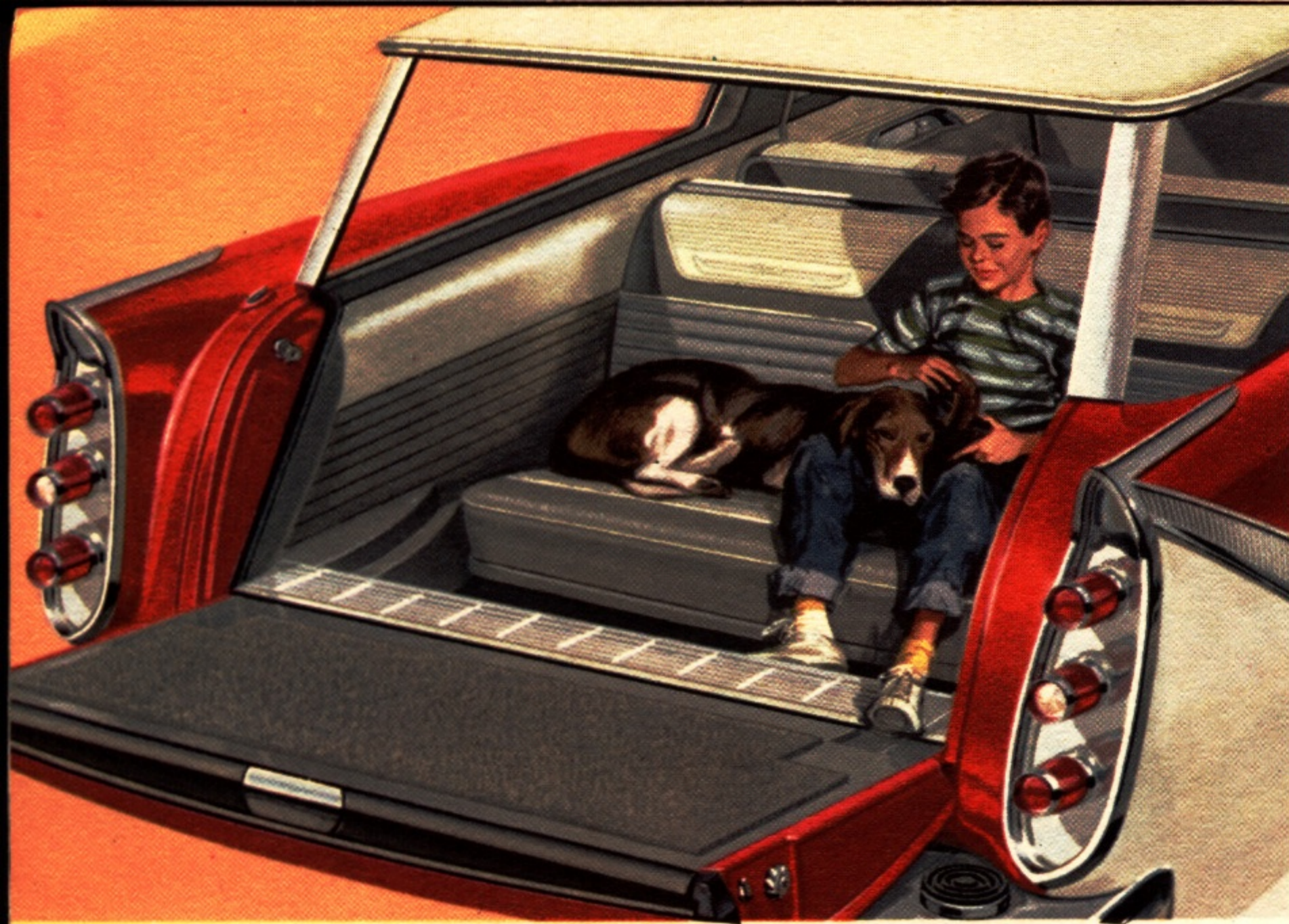


FIRELITE 4-DOOR EXPLORER STATION WAGON

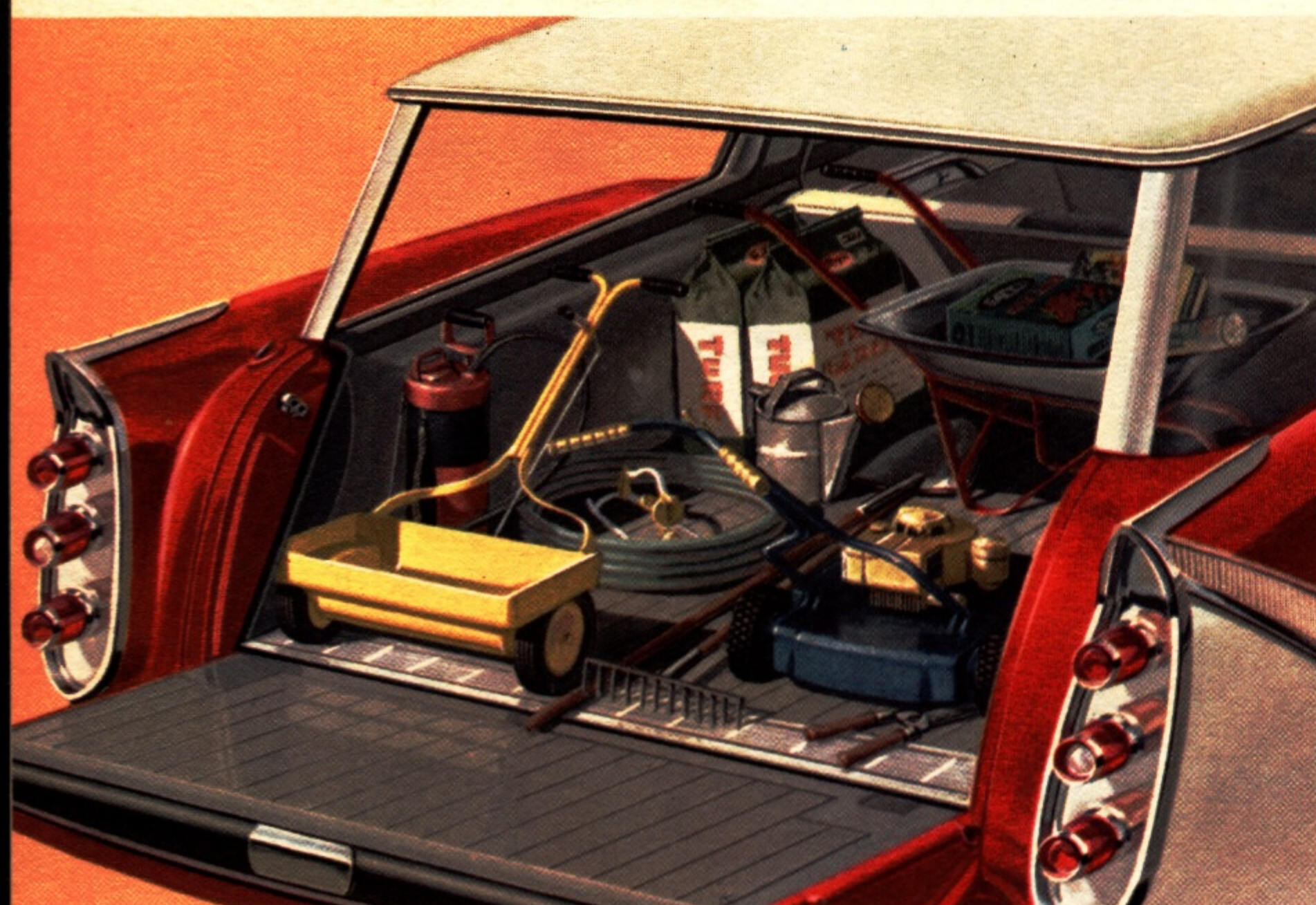
De Soto's new full-view instrument panel and steering wheel make driving easier, safer. The full-width aluminum insert is a standard feature of Adventurer and Firelite models. An instrument panel safety cushion is standard on Firelites, available on Firedomes. The new glove compartment is longer and more accessible to the driver. The new Safety Colour speedometer—standard on Firelites, available on Firedomes—shows a green light when you're driving up to 30 m.p.h., switches to white between 30 and 50 m.p.h., and flashes to red when over 50 m.p.h.



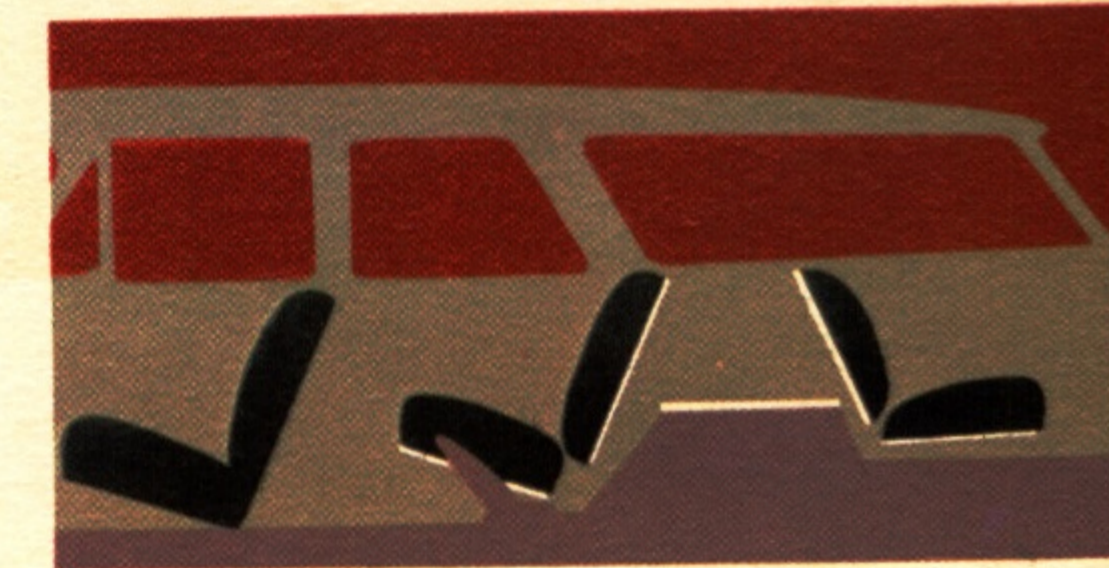
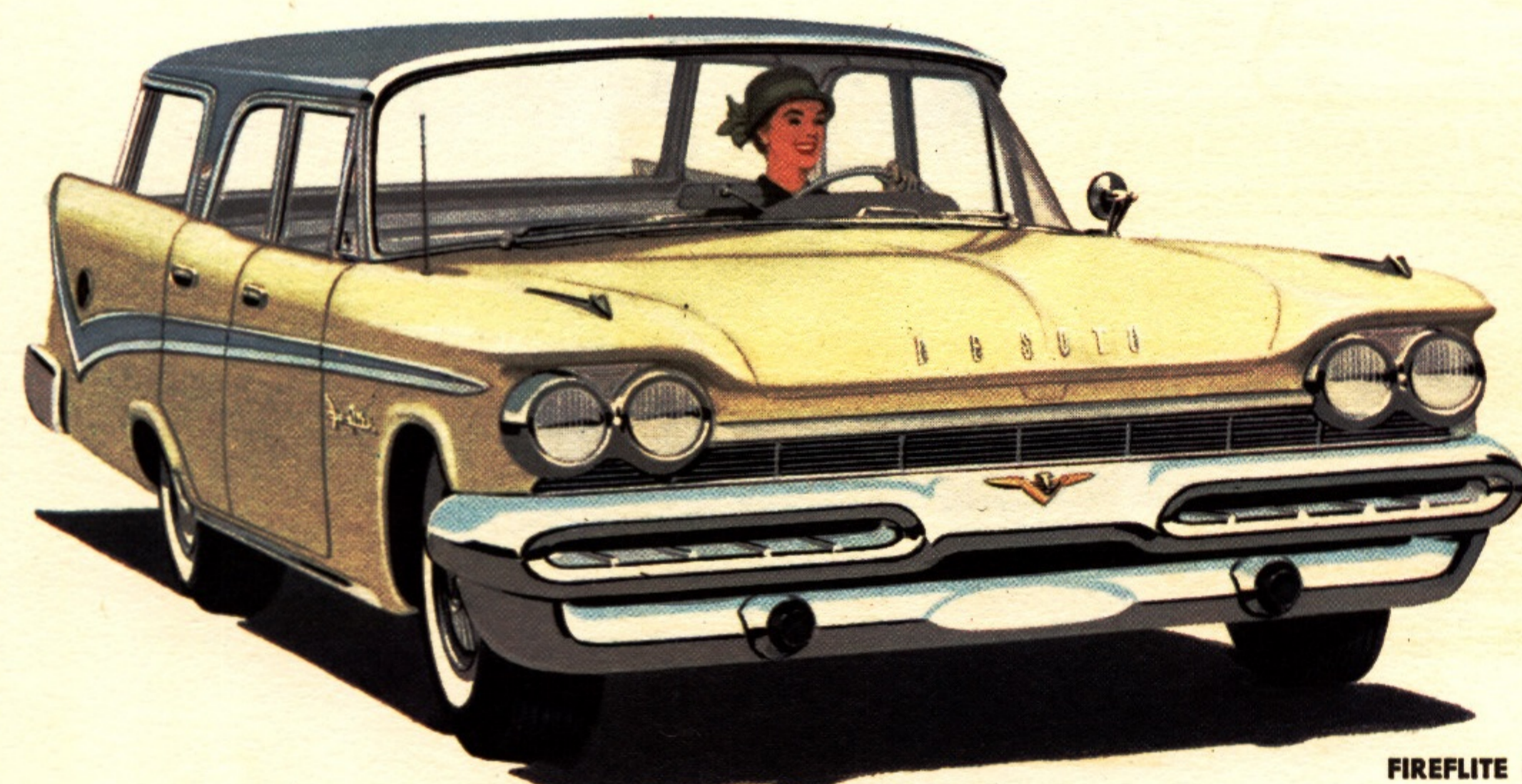
FIRELITE 4-DOOR SHOPPER



Children love the De Soto Explorer's rear-facing Vista-seat. It's fun, helps while away time on long drives, and keeps kids away from doors. This third seat, and the second seat, can be lowered flat to give 92 cubic feet of cargo area in the 9-passenger Explorer. The power-operated, full-width Vista-Vu window rolls into the one-piece tailgate. Handy tailgate steps make it easy to get in and out of the third seat. De Soto was first with it and, with constant improvements, has kept far ahead of imitations.



De Soto's 6-passenger Shopper station wagon is perfect for the family that doesn't need the Explorer's "room for nine." With 92 cubic feet of cargo space, the Shopper gives you plenty of room for "do-it-yourself" hauling projects, camping or fishing. Interiors are handsomely finished in Parisian Tweed, sculptured nylon and durable vinyl. Power-operated roll-down rear window is optional.



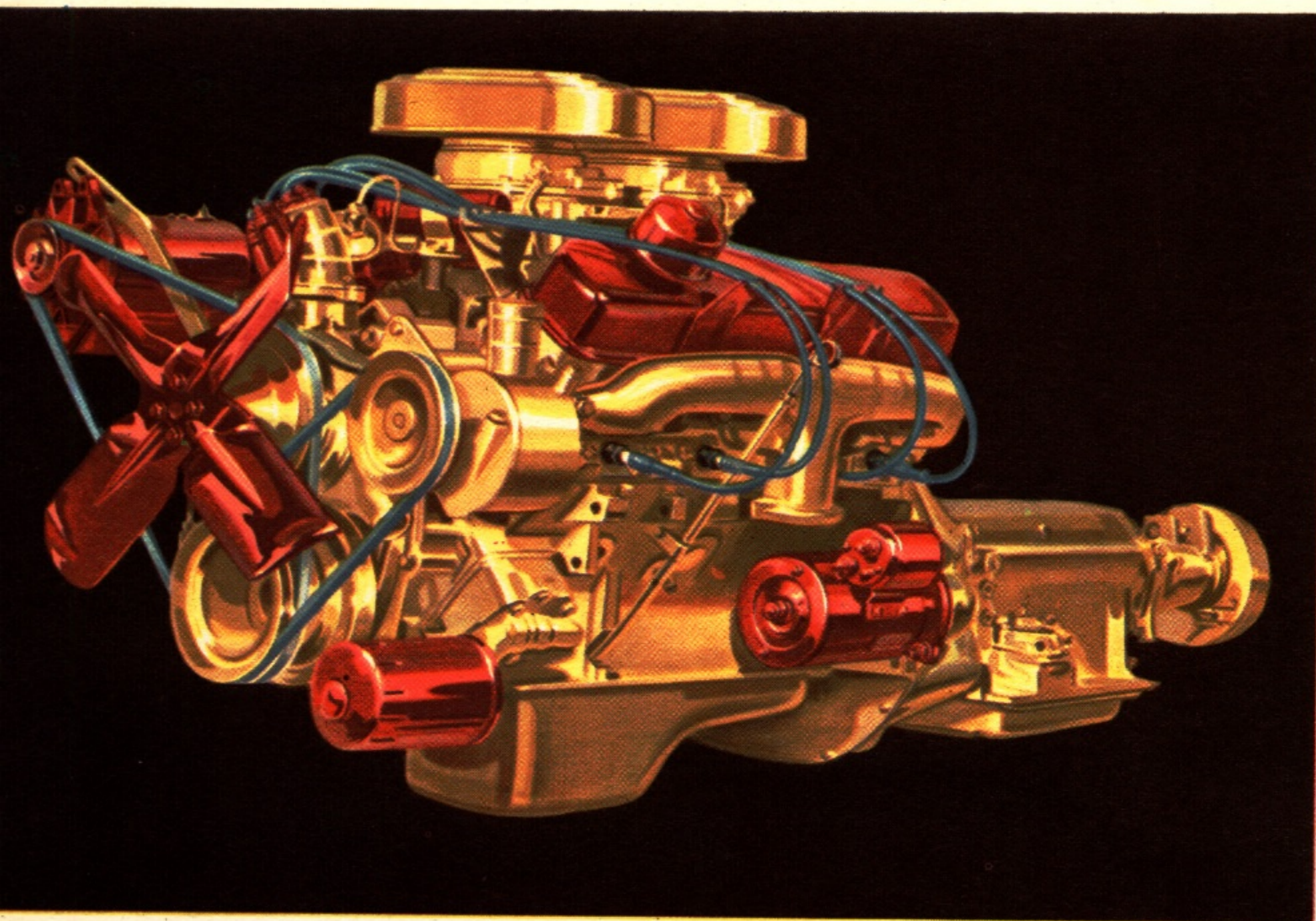
With all three seats up, you'll find the going is fine with room for nine . . . in the De Soto Explorer station wagon.



With Vista-seat lowered, you'll have seating for six up front and loads of room for vacation gear in back.



Put both rear seats down, and you'll have room for three up front, and 92 cubic feet for cargo space in back!



Two great De Soto engines give you power with a velvet touch!

Bigger-than-ever displacement, new carburetion, new intake, new cooling make De Soto's new Turboflash engines the smoothest, sweetest, quietest power performers on the road! You may choose the 383-cubic-inch Turboflash, an engine with the high torque and high horsepower (305 h.p.!) to make any De Soto model snap into action at the touch of a lady's toe. Or you may select the great new Adventurer Turboflash on Firelite models . . . a power plant with 345 horsepower and dual 4-barrel carburetion, higher compression and similar modifications to provide even greater get-away and go!

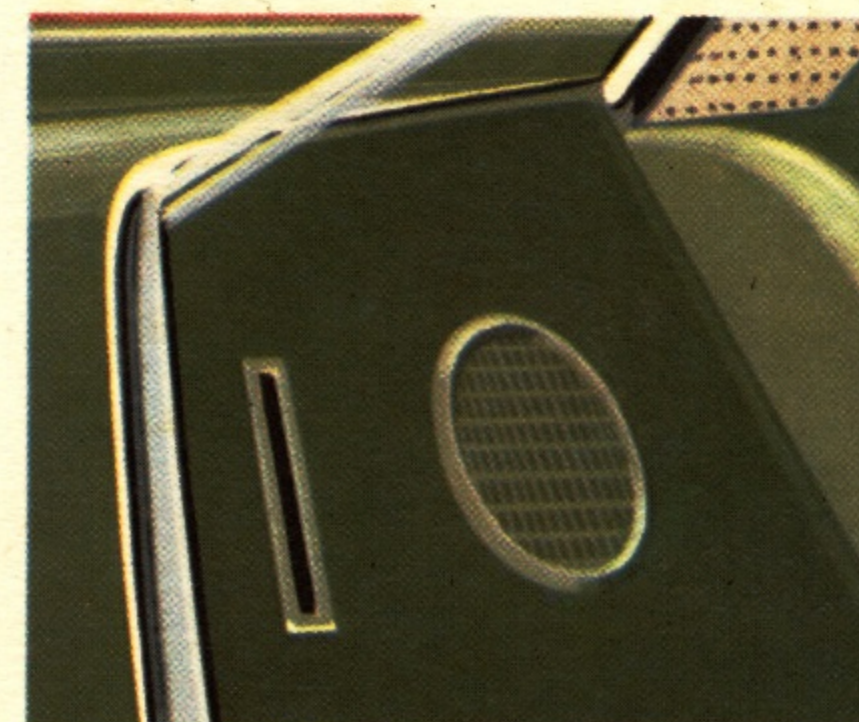


PUSH-BUTTON HEATER

A touch of a button gives you high and low blower speeds, defrost and vent actions, turns heater off. Sliding lever selects temperature level.

REAR-WINDOW DEFROSTER

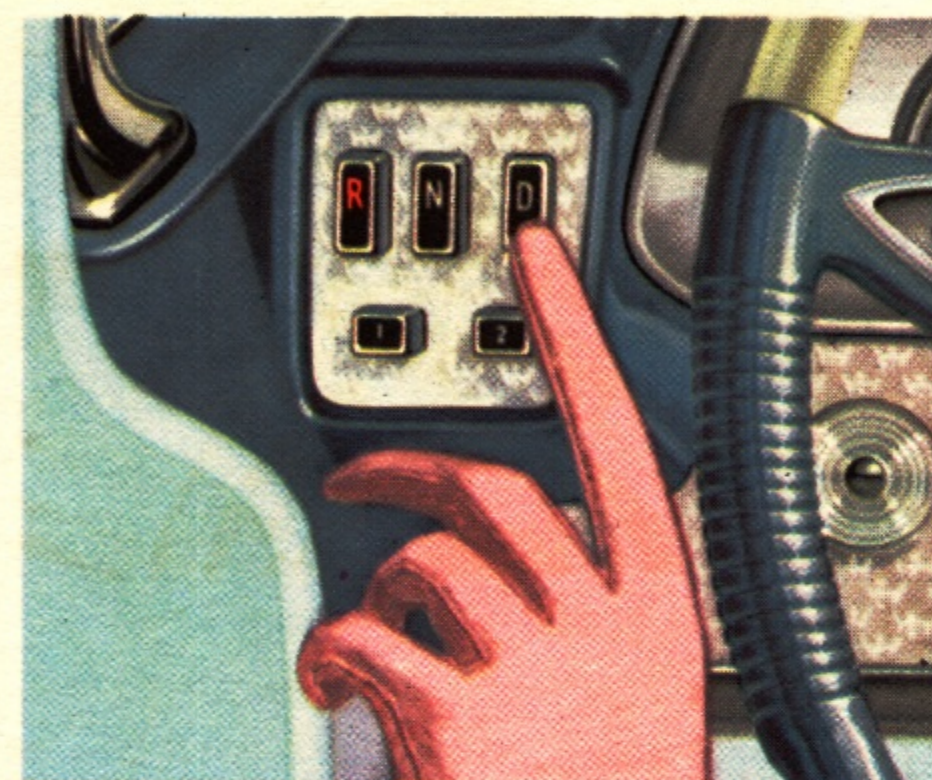
Rear visibility is improved on damp days by this warm-air blower. Cuts window fog fast and also helps keep window free of ice and snow in winter. Available on Firelite models at moderate extra cost.



New Push-Button Heater-Defroster warms, ventilates, defrosts at the touch of a finger!

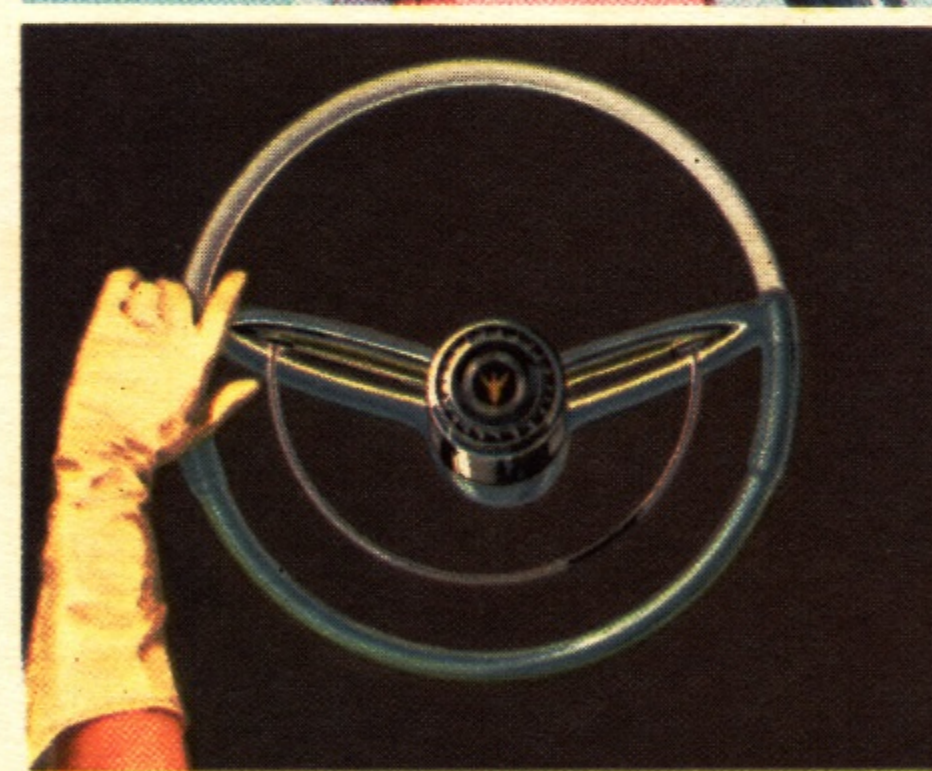
How comfortable can a car be? You'll never know until you experience the comfort and convenience of De Soto's all-new all-weather push-button heating system! Air at the temperature you choose . . . blower at the speed you select . . . efficient eye-level defrosting . . . clean, fresh-air ventilation as you please. And it's all yours—automatically—at the touch of a finger!

Optional Power Assists



TORQUEFLITE TRANSMISSION

Touch a button and discover new and incomparable driving ease. Touch a button and . . . split-second but smooth . . . De Soto's TorqueFlite transmission serves up the exact power you want for every driving need. Standard on all models.



CONSTANT-CONTROL POWER STEERING

De Soto Power Steering . . . the most advanced and efficient on any car . . . gives a steady "feel" of the road and guides your mighty De Soto safely and surely. It works full time . . . even on the slightest of turns. Centres itself. Standard on Adventurer and Firelite models.



POWER BRAKES

De Soto Safe-Stop brakes give you a safe, secure feeling as you drive. They make even sudden stops remarkably smooth and sure, with simply the touch of your toe. And they cut braking effort up to 80%! Standard on Adventurer and Firelite models.

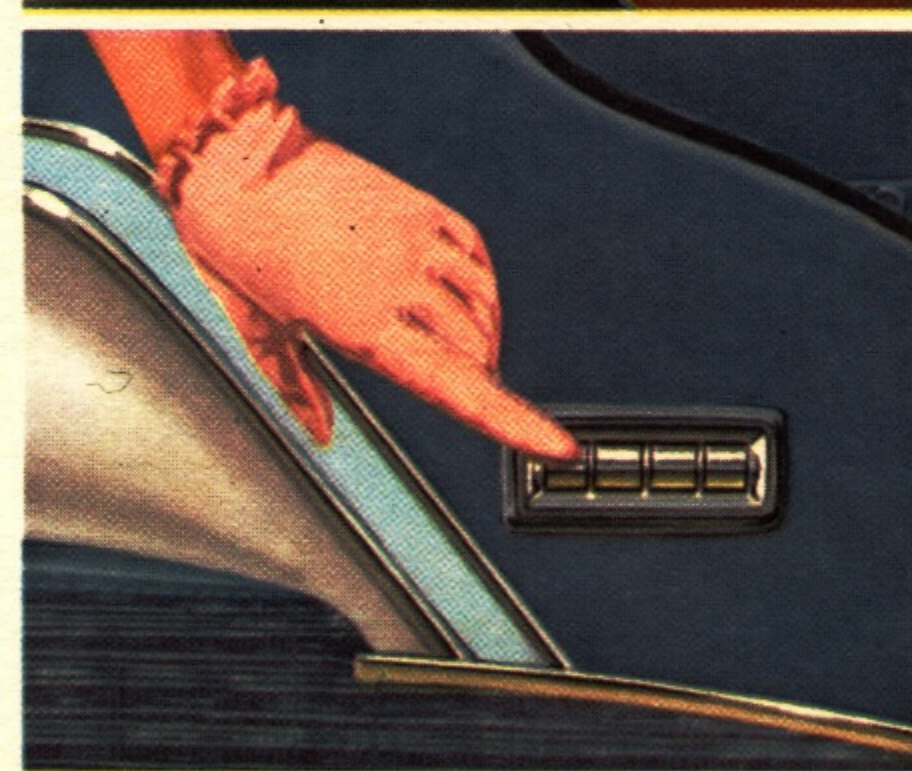
6-WAY POWER SEAT

De Soto's six-position power seat moves forward and back, up and down, and tilts. You can find your most comfortable driving position with the simple touch of a button. You drive relaxed on longest trips.



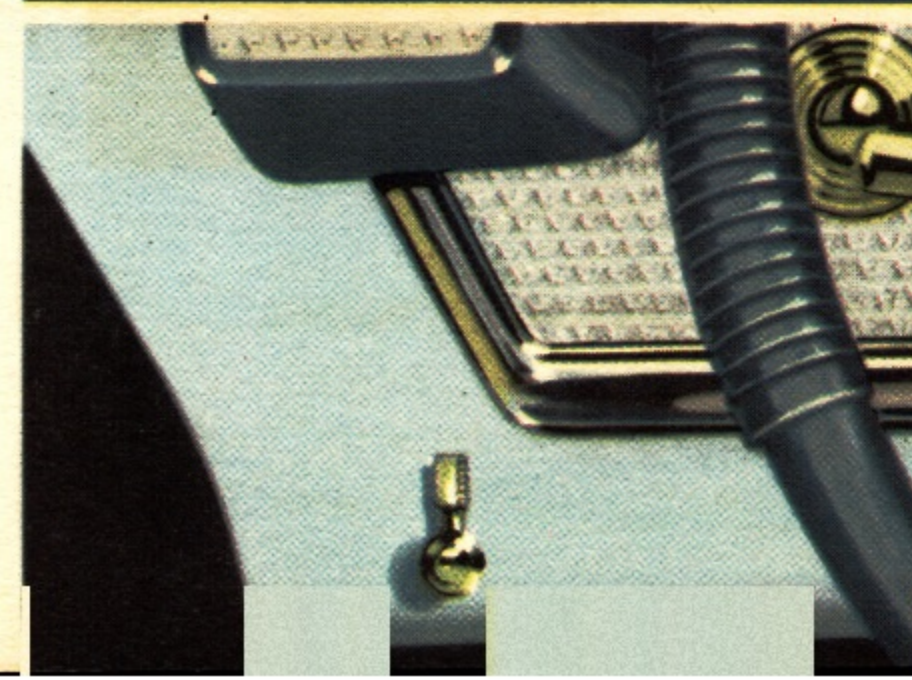
POWER WINDOWS

There's a convenient control panel at the driver's left that permits him to open and close every window in the car, without stretching or leaning. There are also independent controls at each window.



VISTA-VU WINDOW

A De Soto original, it can be opened and closed from inside or out. There's an instrument panel switch and two rear window switches. The window slides into the tailgate. Standard on 3-seat wagons, optional on 2-seat wagons.



New Sports Swivel Seat comfort and convenience

Here's a new concept in seat design that makes it easier than ever to get in and out of a car—De Soto's twin front Swivel Seats! Open the door, swivel the seat outward, and you step out easily and gracefully. When you re-enter and swivel around to the normal, straight-ahead position, the seat locks into place *securely and automatically*. A pull-down armrest between the seats gives you additional comfort. Standard on the Adventurer, available on all Firelite models except station wagons.

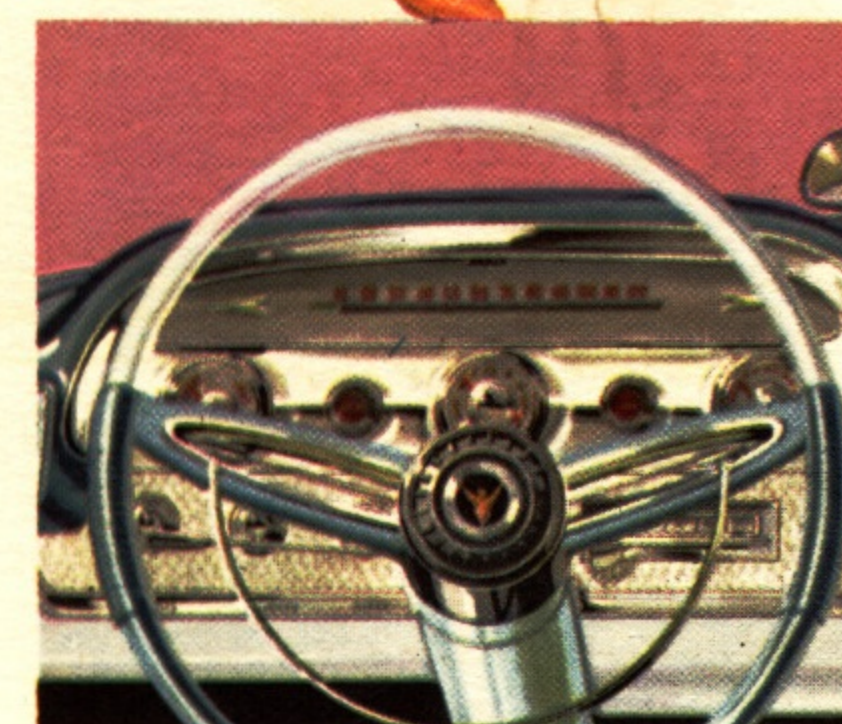
Still more ways

De Soto makes driving a pleasure



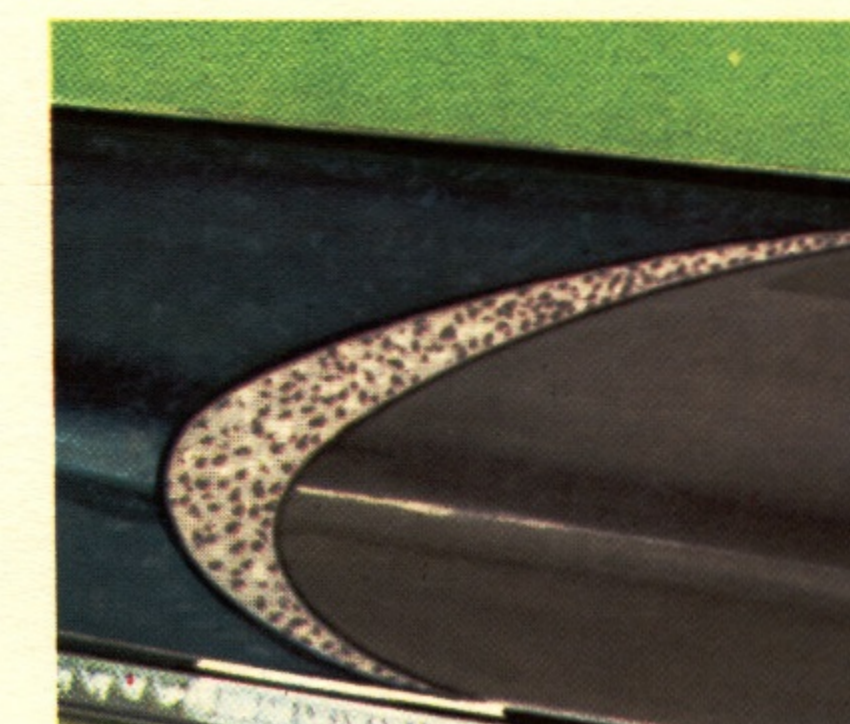
SURE-GRIP DIFFERENTIAL

Sure-Grip minimizes the danger of getting stuck in snow, ice or mud by automatically transferring "lost" power to the wheel with most traction.



EASY-GRIP STEERING WHEEL

Moulded of beautiful, durable two-tone plastic. Features "built-in" hand grips. (Standard on Adventurer, Firelite, Firedome models.)



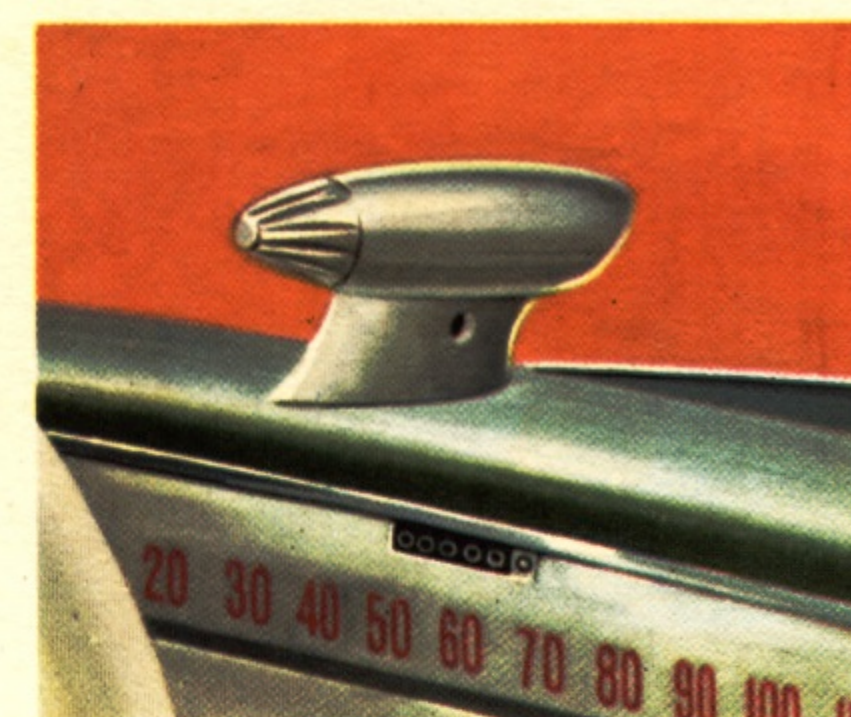
SAFETY PADDED DASH

Padded with polyurethane plastic foam, which can absorb far more impact than foam rubber. (Standard on Adventurer, Firelite models.)



DUAL ANTENNA

These dual rear antennas work together to improve radio reception, tune in distant stations. (Standard on Adventurer.)



AUTOMATIC HEADLIGHT BEAM-CHANGER

An electronic device that lowers your headlights automatically, instantly, when you meet oncoming cars, brings them "up" again after they've passed.



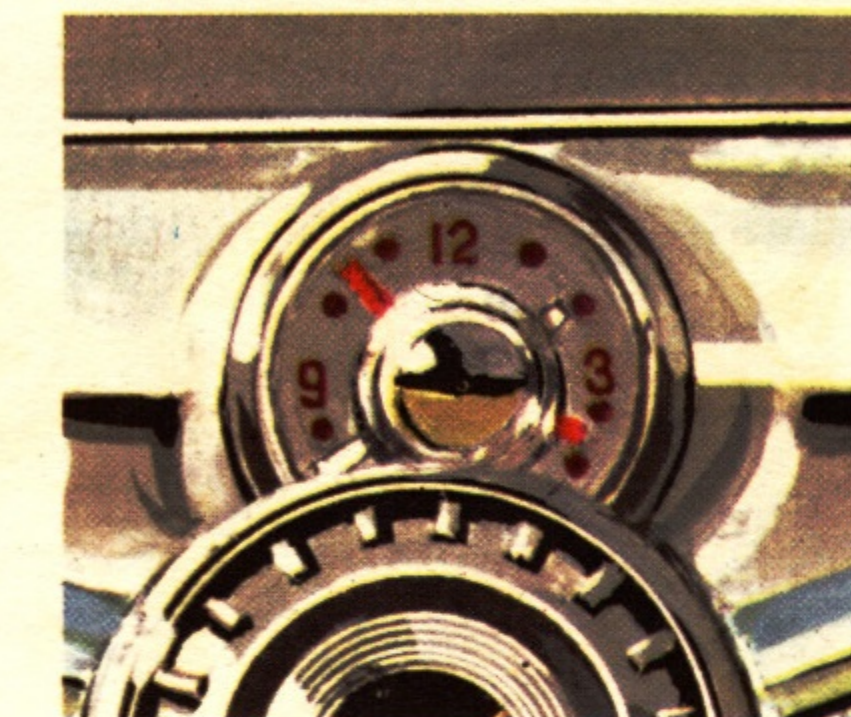
DUAL JET WINDSHIELD WIPERS

Both washers and wipers go into action automatically, washing away dirt and grime, at a touch of your toe. (Standard on Adventurer and Firelite models.)



SOLAR TINT WINDSHIELD

Subtly tinted, it protects your eyes from harsh sunlight, does not affect night visibility. Gives maximum insulation from heat, too.



ELECTRIC CLOCK

This automatically self-adjusting precision clock is centrally located on the instrument panel. (Standard on Adventurer, Firelite, Firedome models.)



MIRRO-MATIC MIRROR

Completely automatic. Headlights of car behind you instantly "set" mirror to reduce glare. When headlights disappear, mirror goes back to "normal." (Available on Adventurer, Firelite.)

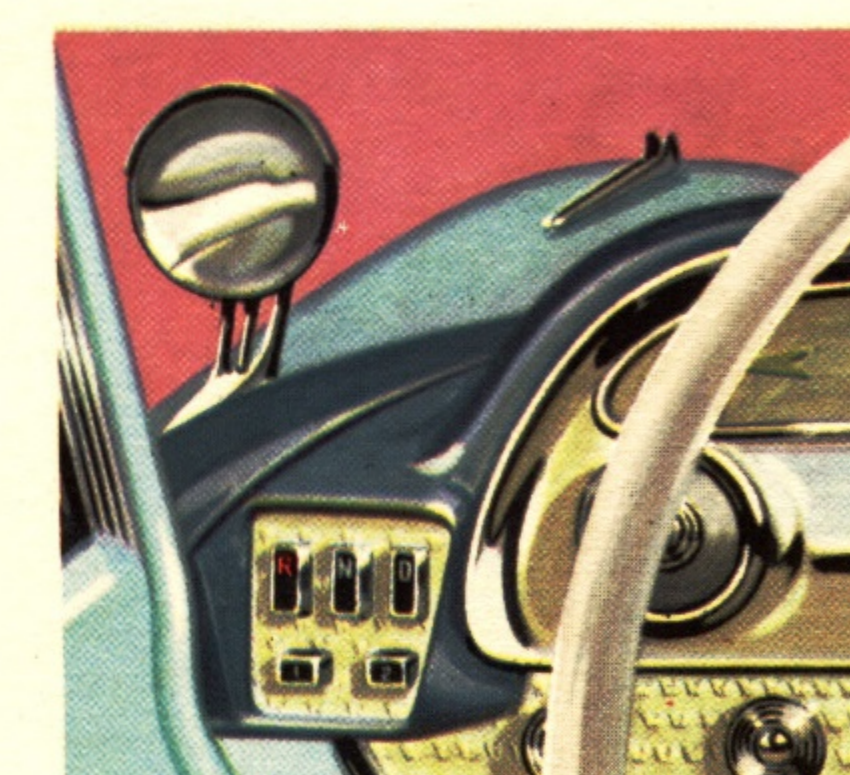


3-WAY PRISMATIC MIRROR

Position #1 is for normal daytime driving; #2 for normal night time driving; #3 protects your eyes under extreme night-time glare conditions. Convenient control knob.

NEW OUTSIDE REMOTE-CONTROL MIRROR

With this new rear-view mirror, you can compensate for changes in eye-level, easily, without leaving the car, just by turning a convenient, dash-located control knob.



TOUCH-TUNER RADIO

Transistor powered. Push-button radio warms up quickly, picks up distant signals easily. Full, clear adjustable tones.

STATION SEEKER RADIO

Has a toe-operated selector switch, lets you change stations without taking your hand off the steering wheel. Transistorized. (Available on Adventurer and Firelite models.)

1959 DE SOTO SPECIFICATIONS

FIREFLITE SERIES

Engine: 8-cylinder, 90 degree V. Valves inclined, in line overhead; intake valve diameter 2.08"; exhaust valve diameter 1.60"; bore and stroke, 4.250" x 3.375"; compression ratio 10 to 1; displacement 383 cu. in.; 4-barrel carburetor. Taxable hp 57.8. Premium fuel recommended.

Transmission: Standard equipment Torqueflite 3-speed fully automatic transmission, hydraulically actuated; combines torque converter with planetary gears; ratios: starting 2.45; drive range (low) 2.45; (second) 1.45; (direct) 1.00; (reverse) 2.20. Control by manually operated pushbuttons (5) mounted on extreme left side of instrument panel.

Lubrication: Full pressure to main, connecting rod and camshaft bearings. Full-flow oil filter standard equipment.

Cooling: Full-length water jacket, surrounds bores; 4-blade 18" diameter fan; water capacity 14.1 Imperial quarts.

Distributor: Single breaker type; mechanical and vacuum controlled automatic advance.

Rear Axle: Silent-hypoid, semi-floating; ratio 3.31 performance (2.93 economy option).

Adventurer Engine: 8-cylinder, 90 degree V. Valves inclined in line overhead; intake valve diameter 2.08"; exhaust valve diameter 1.60"; bore and stroke, 4.250" x 3.375"; compression ratio 10 to 1; displacement 383 cu. in.; dual 4-barrel carburetor. Taxable hp 57.8. Premium fuel recommended.

Distributor: double breaker type; mechanical and vacuum controlled automatic advance.

Camshaft: special performance type.

FIREDOVE SERIES

Engine: 8-cylinder, 90 degree V. Valves inclined, in line overhead; intake valve diameter 2.08"; exhaust valve diameter 1.60"; bore and stroke, 4.250" x 3.375"; compression ratio 10 to 1; displacement 383 cu. in.; 2-barrel carburetor. Taxable hp 57.8. Premium fuel recommended.

Transmission: Standard equipment Torqueflite 3-speed fully automatic transmission, hydraulically actuated; combines torque converter with planetary gears; ratios: starting 2.45; drive range (low) 2.45; (second) 1.45; (direct) 1.00; (reverse) 2.20. Control by manually operated pushbuttons (5) mounted on extreme left side of instrument panel.

Lubrication: Full pressure to main, connecting rod and camshaft bearings. Full-flow oil filter standard equipment.

Cooling: Full-length water jacket, surrounds bores; 4-blade 18" diameter fan; water capacity 14.1 Imperial quarts.

Distributor: Single breaker type; mechanical and vacuum controlled automatic advance.

Rear Axle: Silent-hypoid, semi-floating; ratio 2.93.



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.

DODGE - DE SOTO DIVISION
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