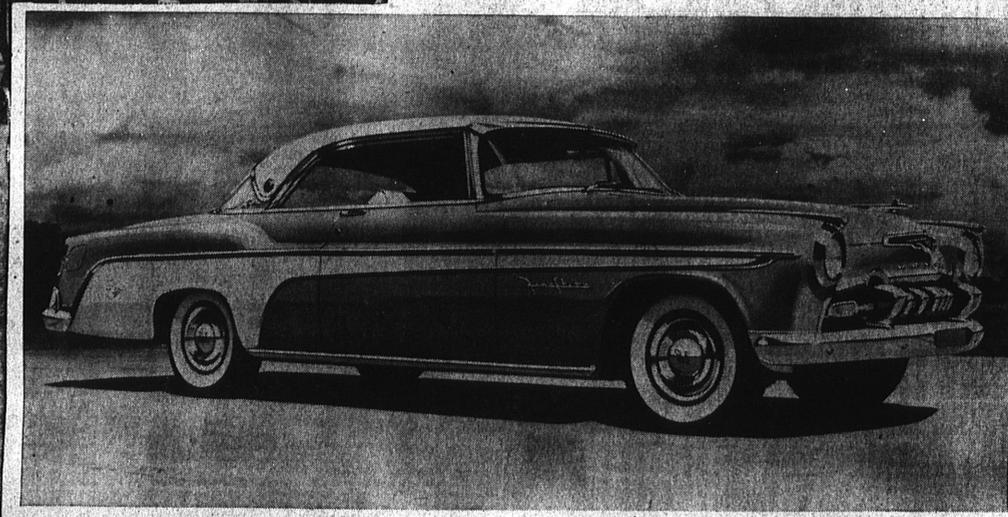


NOW ON DISPLAY... The Completely New 1955

# DESOTO

The "All-New"  
Car That  
All-America  
Is Talking About

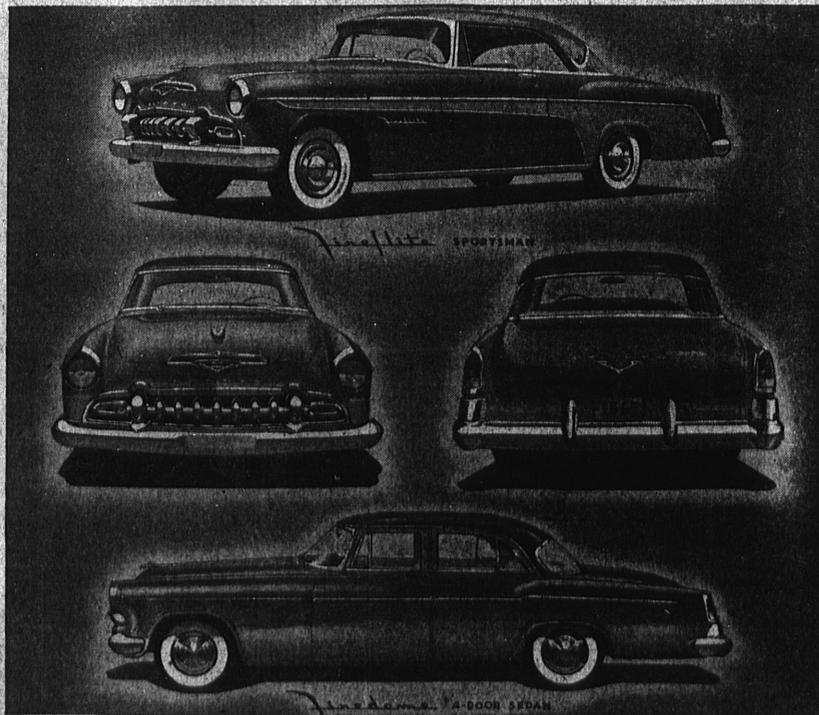


THE DE SOTO LINE FOR '55  
AS NEW AS TOMORROW

### DeSoto Fireflite Sportsman

Shown above is the 1955 De Soto Fireflite Sportsman hardtop, all new in every detail and powered by the new Fireflite 200-horsepower Fireflight hemispherical combustion V8, the most powerful De Soto engine ever built.

- Exterior design and interior styling are entirely new, including a buyer's choice of almost unlimited color, fabric and trim combinations.
- The Sportsman is lower, longer, roomier and offers such De Soto exclusives as Powerflite automatic transmission, Full-Time, coaxial-type power steering, Power Brakes, electric window lifts, electric four-way front seat adjustment, and Airtemp air conditioning.
- The Fireflite line also includes a four-door sedan and a convertible coupe.
- The companion Firedome line for '55 includes a four-door, special coupe, Sportsman hardtop, convertible coupe and station wagon.



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