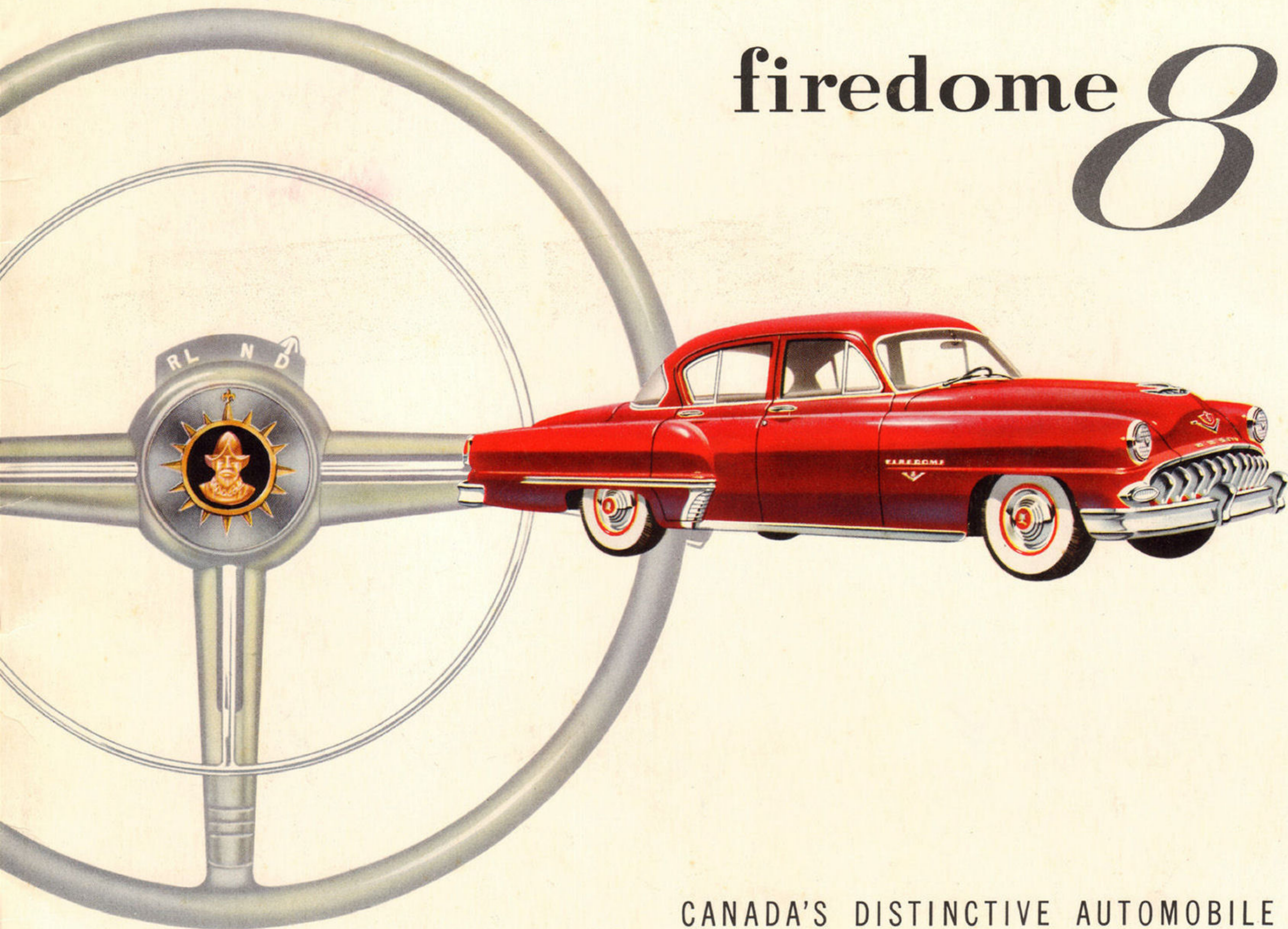


DeSoto

fire dome 8



CANADA'S DISTINCTIVE AUTOMOBILE

POWERED FOR SUPERB PERFORMANCE WITH ECONOMY

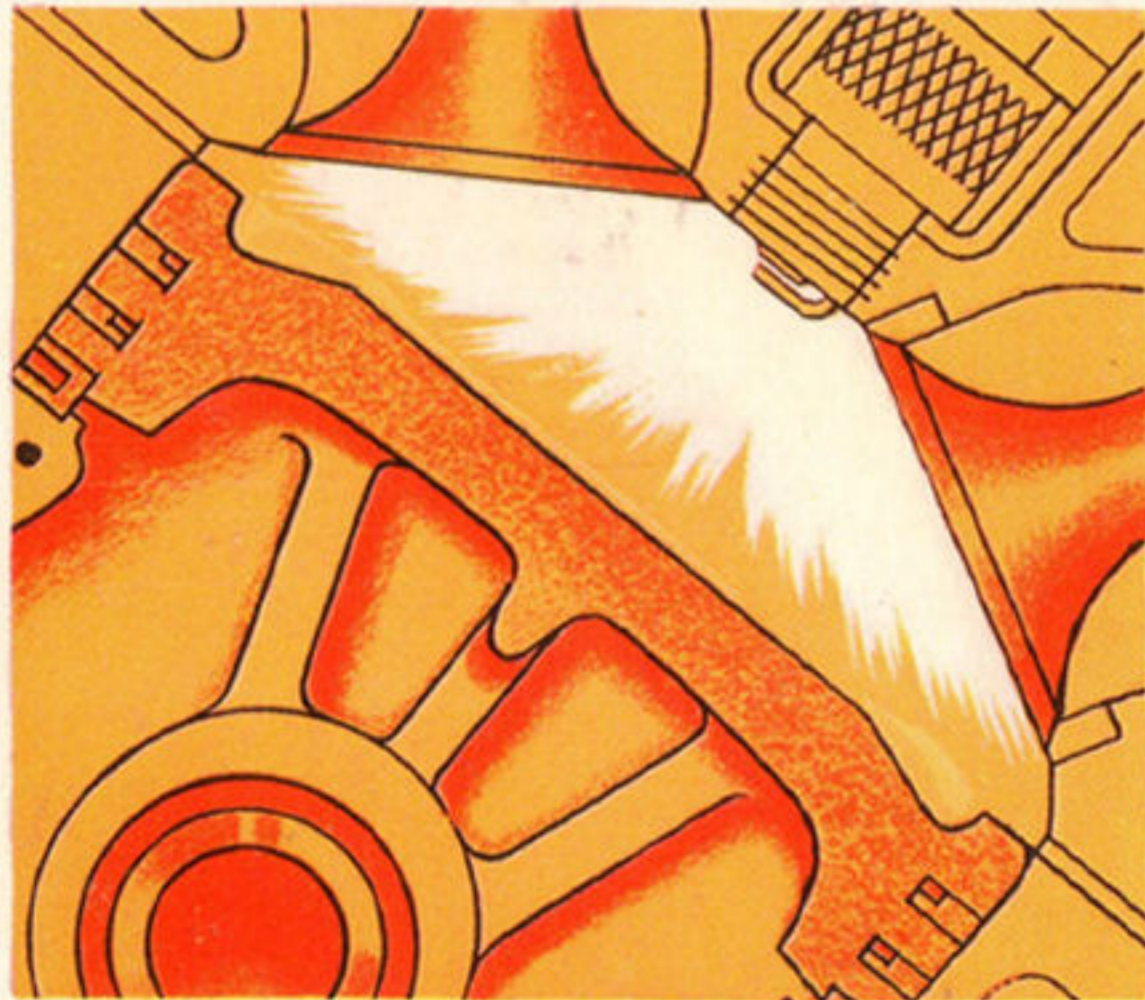
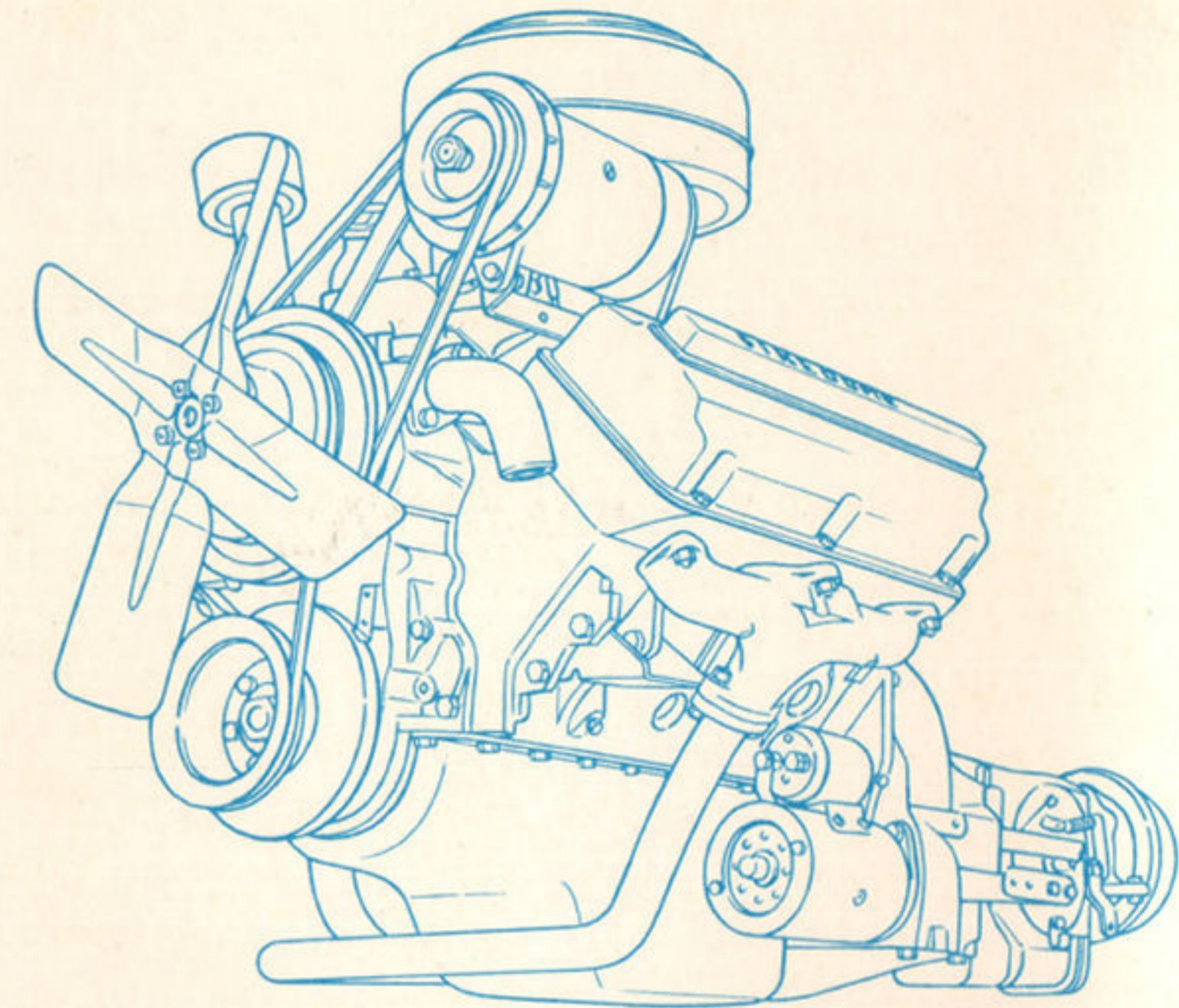
The new DeSoto FireDome V-8 brings you the most powerful engine design yet produced . . . with greater efficiency and economy in operation . . . acceleration that is breathtaking—no matter what speed you're travelling—power that is mighty important in the pinches.

This unexcelled engine performance results from the combination of the "dome-shaped" combustion chamber design and the inclined lateral valve arrangement. With FireDome every drop of fuel produces greater power. The ingenious valve arrangement permits use of large valves with very high valve lift and assures more efficient valve operation.

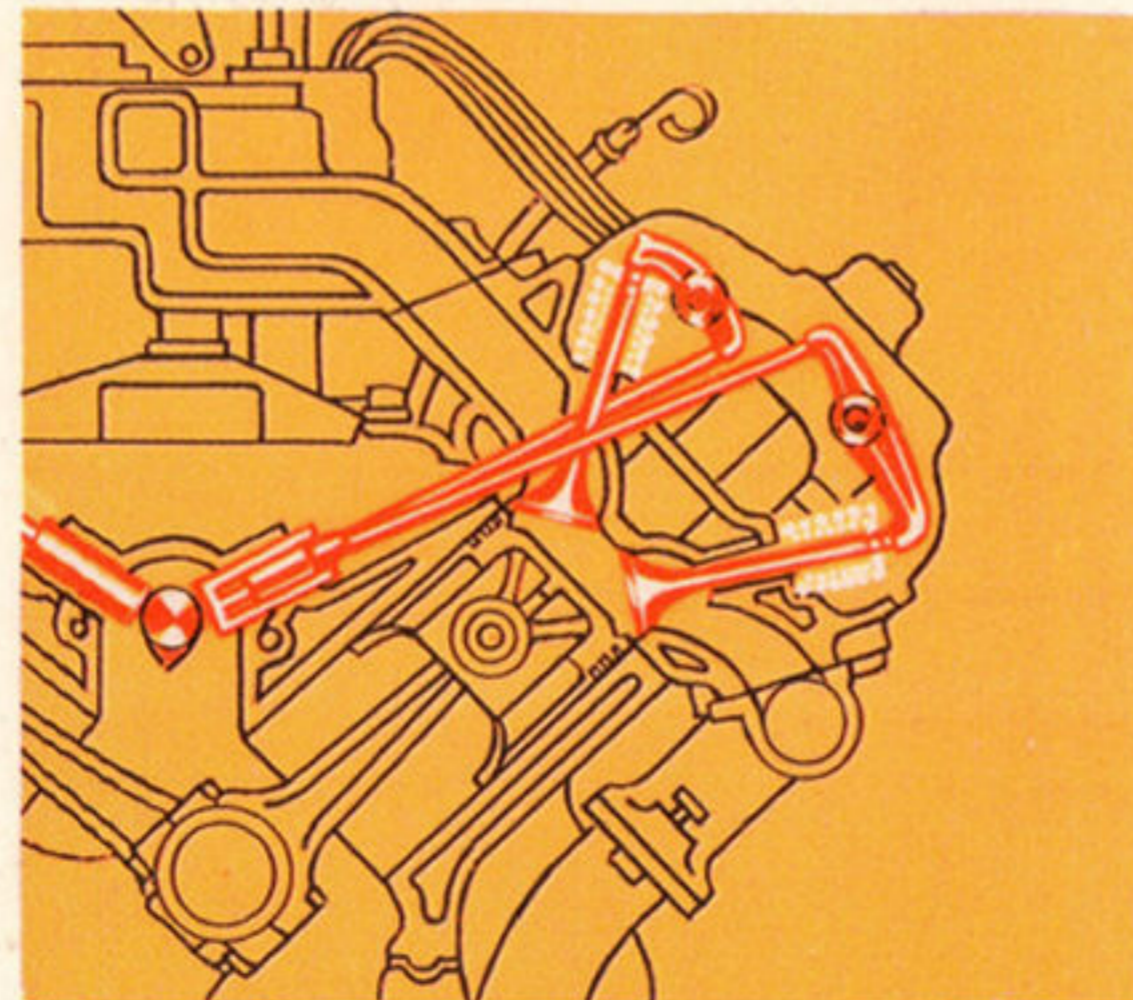
In addition, unique manifolding helps make FireDome the smoothest, quietest engine you ever drove. Fuel-air mixture travels "downhill" . . . and after combustion there is unrestricted flow of exhaust gases. Cylinder design combines large bore, short stroke and low piston speed, which reduces friction, lessens wear.

The dual-throated, down-draft carburetor assures each cylinder the right mixture of fuel and air at all engine speeds—giving peak performance when needed and maximum economy when cruising.

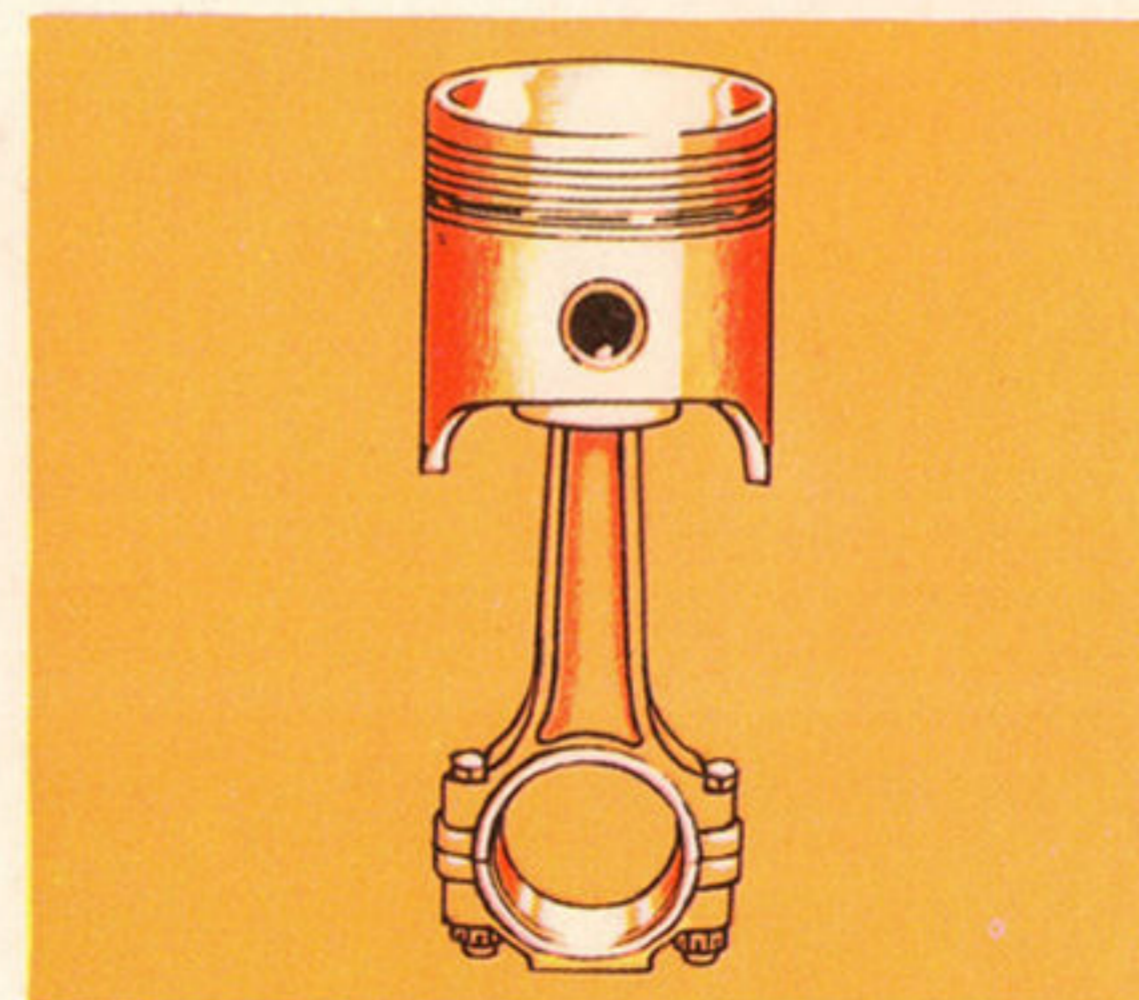
Your Dodge-DeSoto dealer will be happy to give you full information about this amazing new engine . . . and arrange for a demonstration ride.



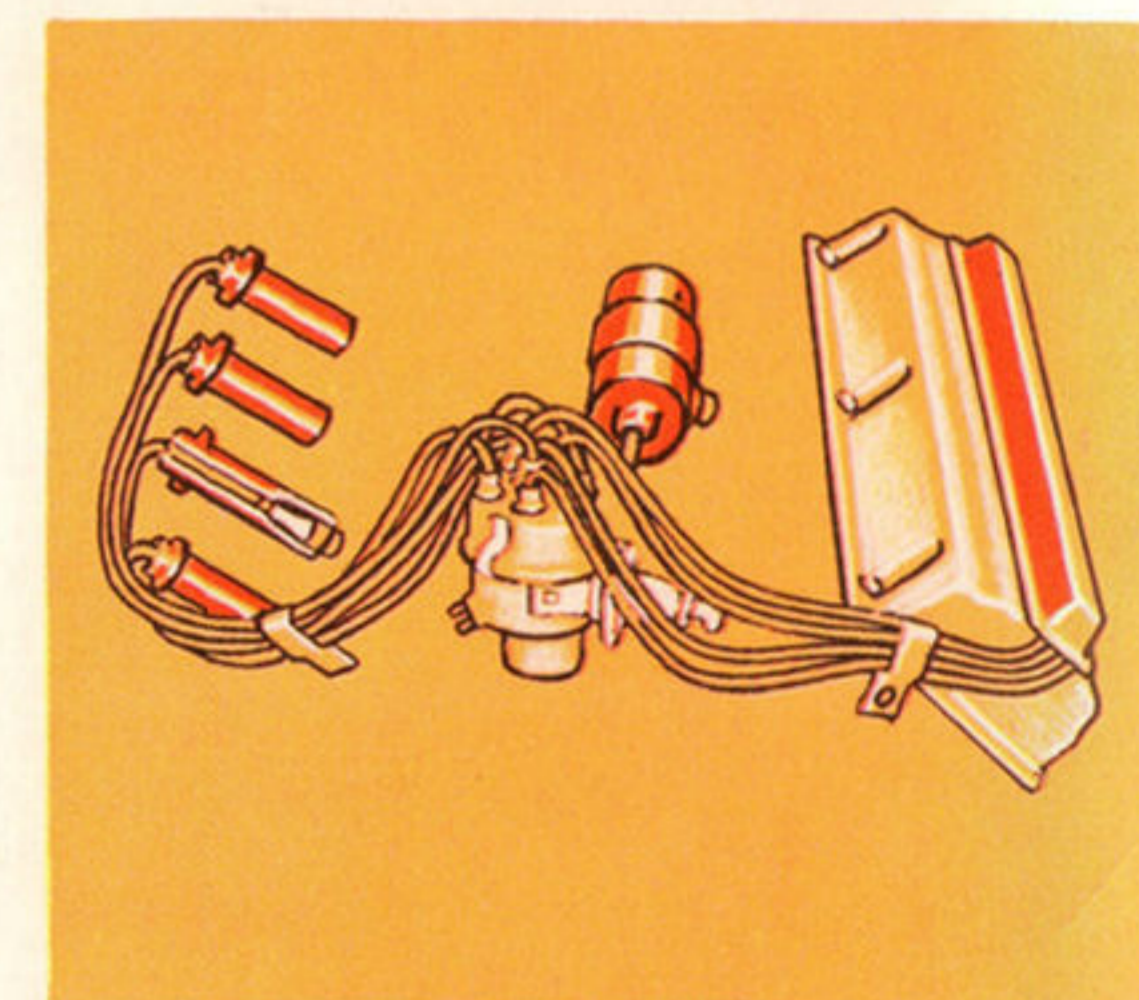
"Heart" of the great FireDome V-8 engine is the hemispherical, or "dome-shaped" combustion chamber. This has been proved the most efficient shape for complete combustion. There is less surface through which heat can be lost . . . more is converted into power. As fuel is burned more completely, there is less carbon deposit to reduce engine efficiency.



This is the finest, most efficient valve train that has ever been designed for any V-8 engine. Valves are operated by twin parallel rocker shafts. It gives quieter, smoother operation during the warm-up period, at low speeds and at high speeds.

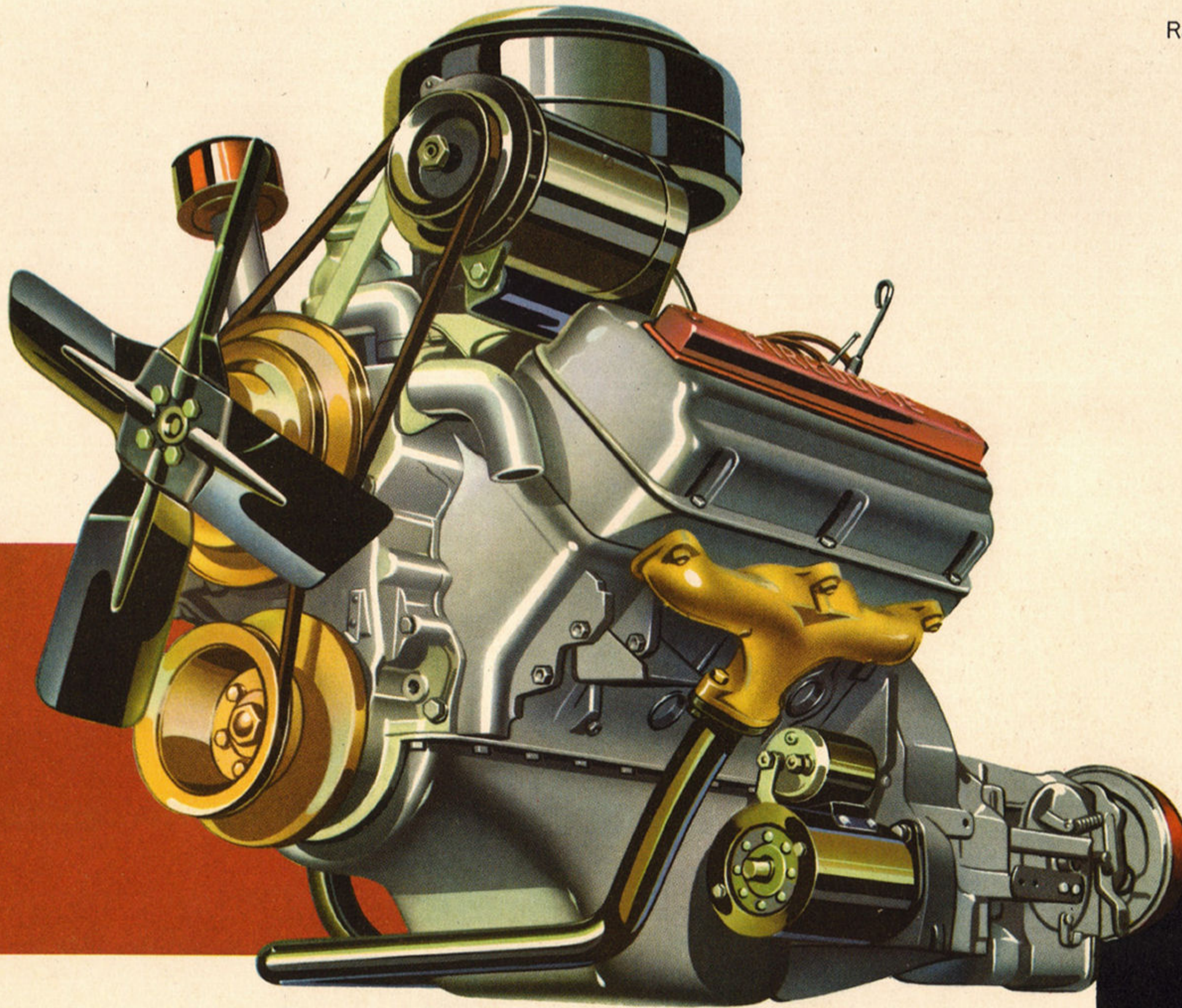


One of the reasons for the exceptionally fine performance, economy and long life of the FireDome engine is its large bore, short stroke construction. The short stroke means low piston speed and less friction, giving greater efficiency and longer life.



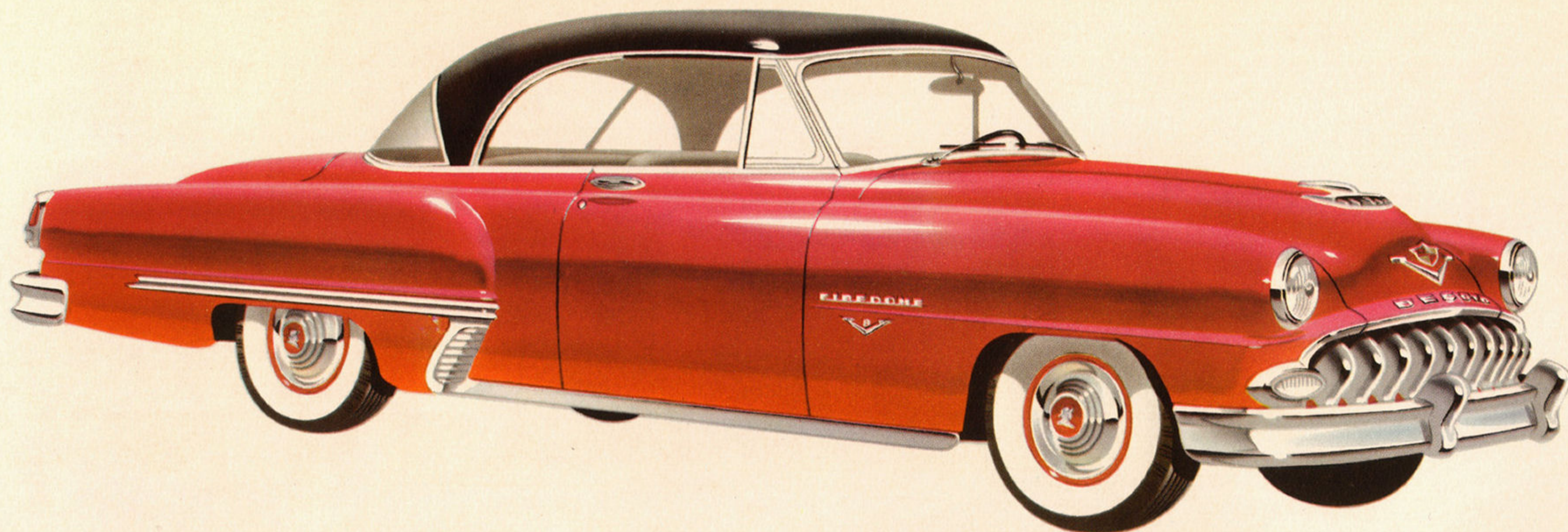
Every part of the FireDome V-8 ignition system is protected against moisture and water splash. Spark plugs are set deep in the cylinder head, are covered by a long porcelain jacket, which in turn is covered by a tubular metal shield.

DeSoto's "Tip-Toe" Shift Transmission lets you drive all day without shifting gears, under all normal conditions. With the car in Driving Range the driver makes the shift to "high" gear by merely lifting his foot from the accelerator after a speed of 14 m.p.h. or over has been attained. If speed drops below 11 m.p.h. the transmission shifts back to third of its own accord. The Low Range, which operates in a similar manner, need only be used in extremely hilly country or in heavy mud or snow.



the
FIREDOME
8

DESIGNED FOR MODERN OUTDOOR LIVING

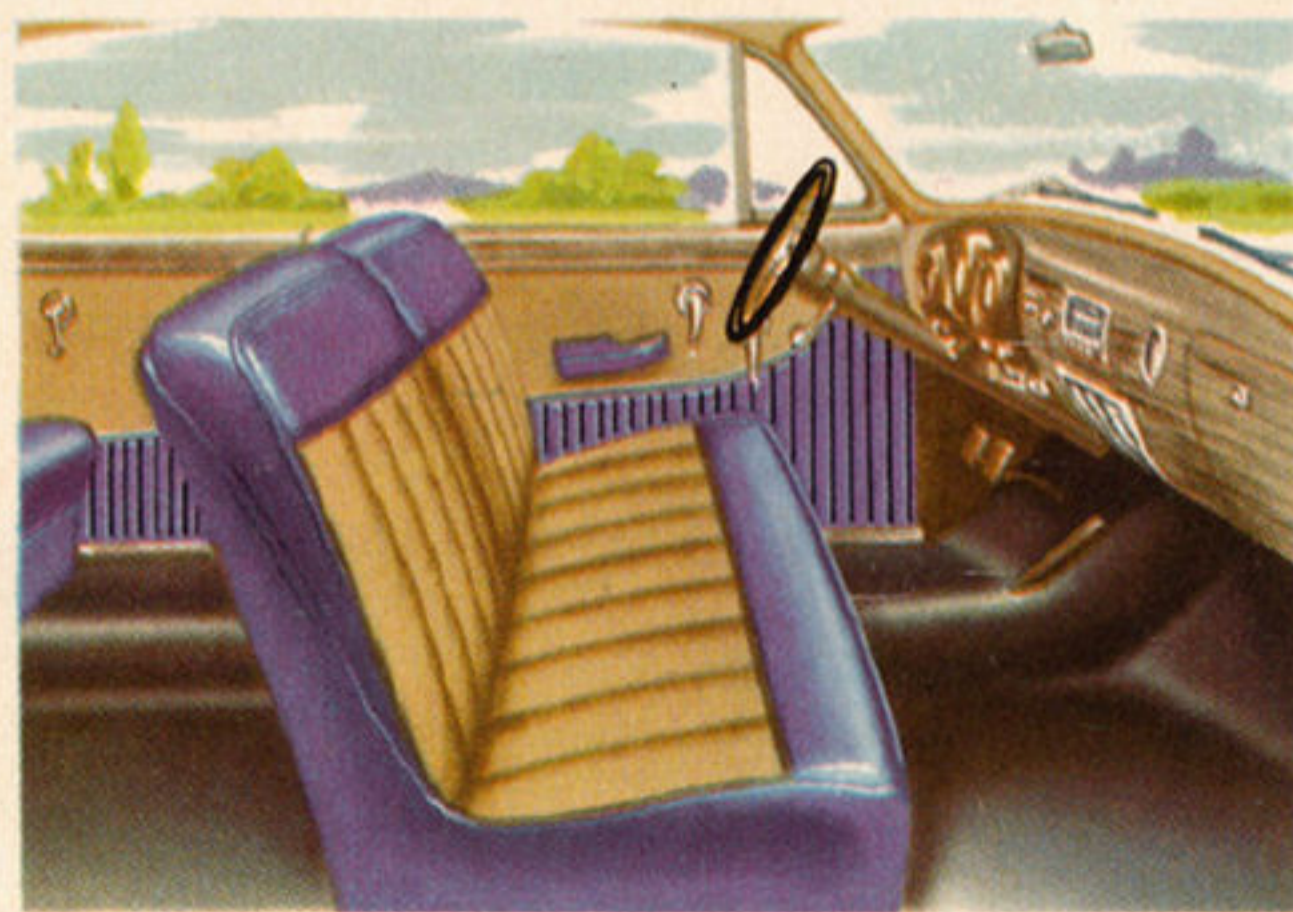


THE DESOTO FIREDOME V-8 SPORTSMAN

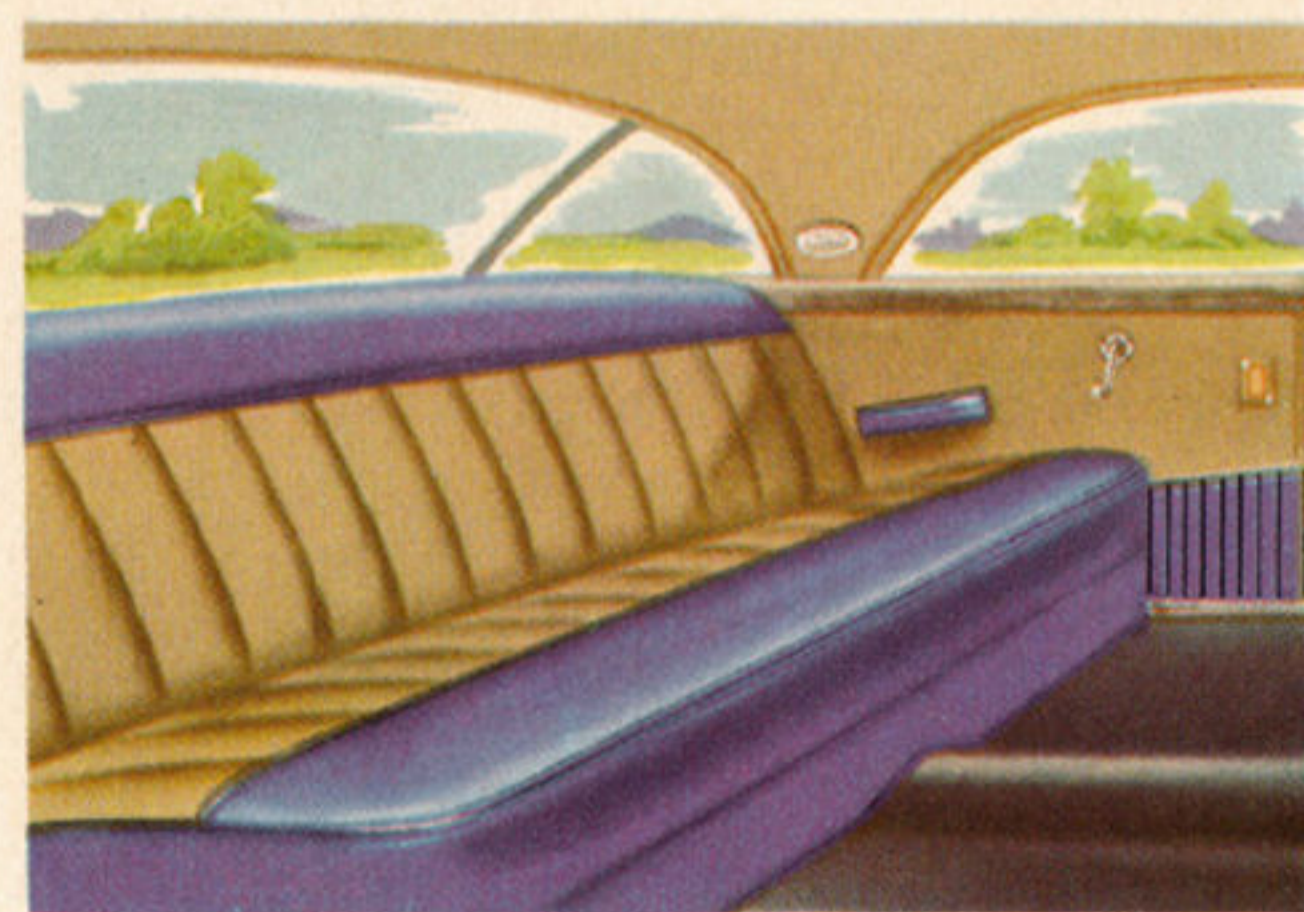
This youthful model will have a particular appeal to those who want the sleek, distinctive styling of a convertible combined with the convenience and security of a durable steel top. The sports car accent is incorporated throughout . . . from the dashing decorative trim of its roomy, six-passenger interior to the fleet, sweeping lines of the body and fenders.



DeSoto Sportsman doors and rear quarter windows can be completely lowered—leaving unbroken sides from the curved windshield to the rear corner of the sloping top.

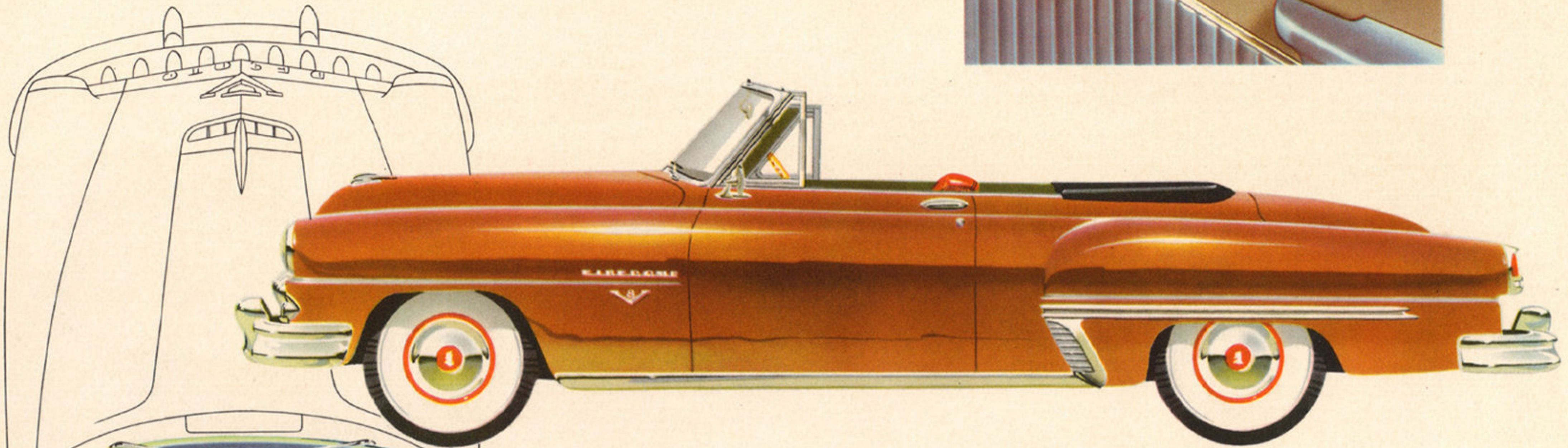
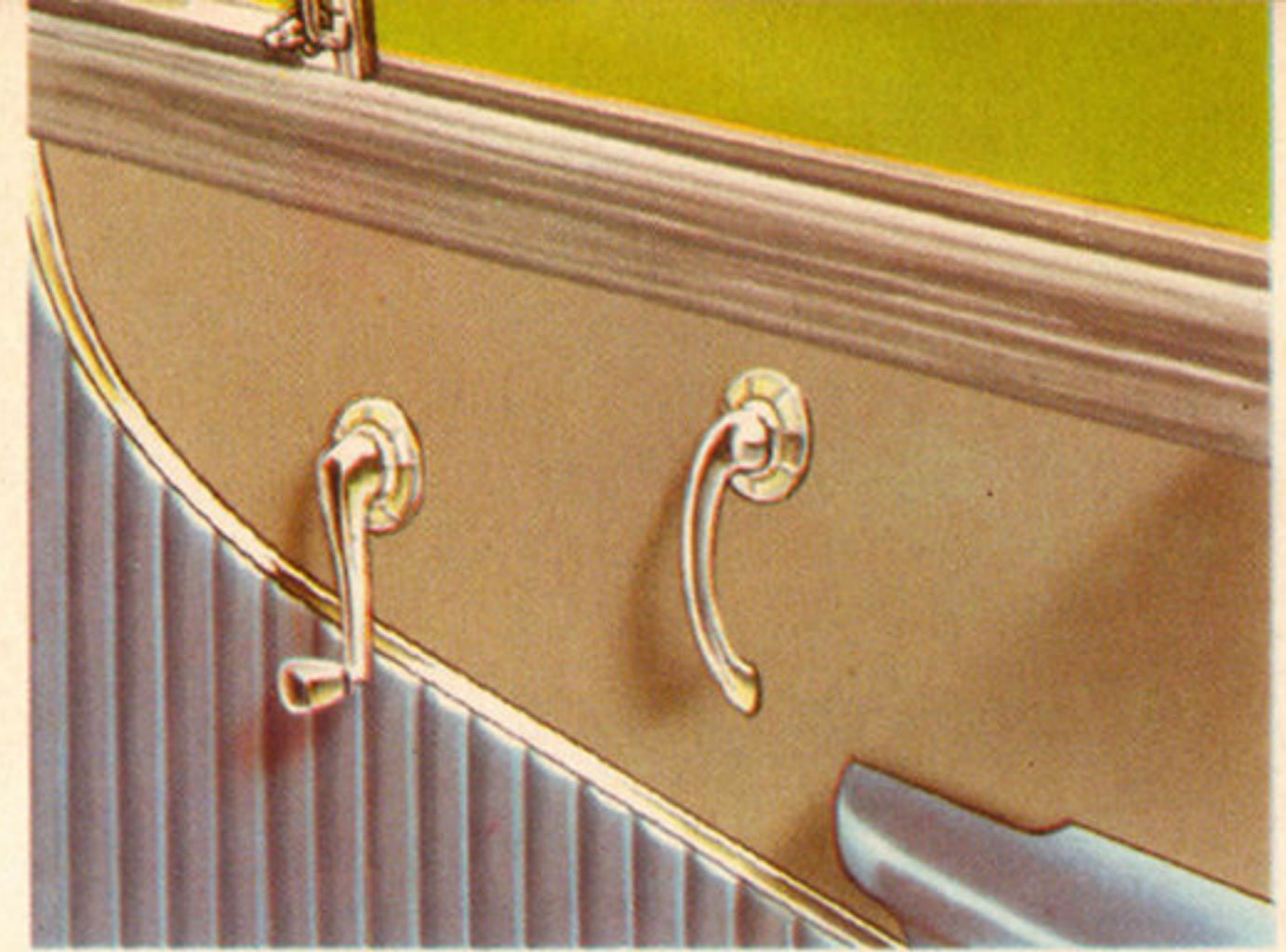


Matching two-tone interiors and generous use of leather trim help make the interior of the Sportsman luxurious and colourful. Knee level seats are equipped



with foam-rubber seat cushions to provide maximum riding comfort. There's plenty of room in both front and rear seats for three passengers.

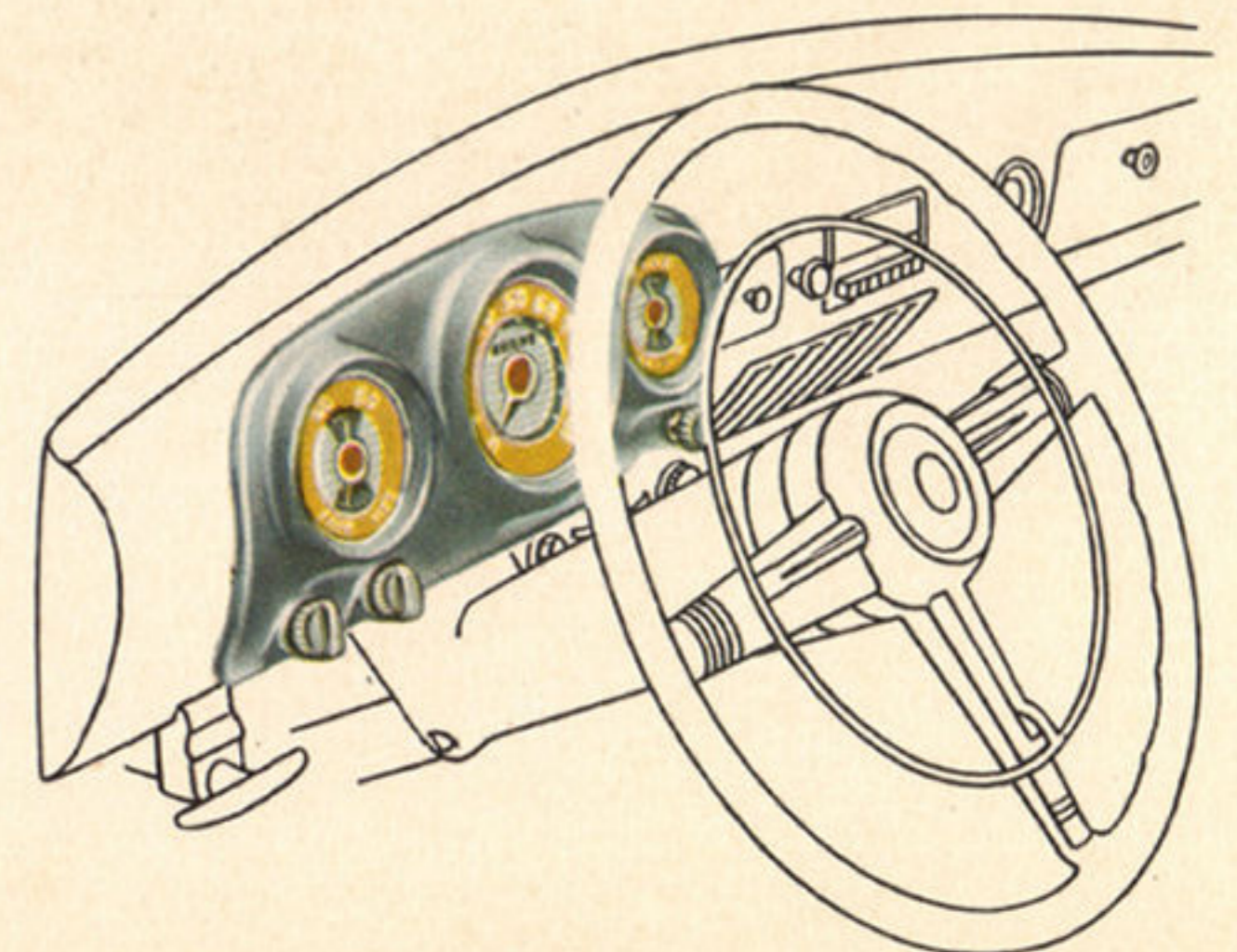
Hardware and trim of the convertible is in keeping with its style and beauty. Less than three turns raises or lowers all windows.



DESOTO CONVERTIBLE CLUB COUPE*

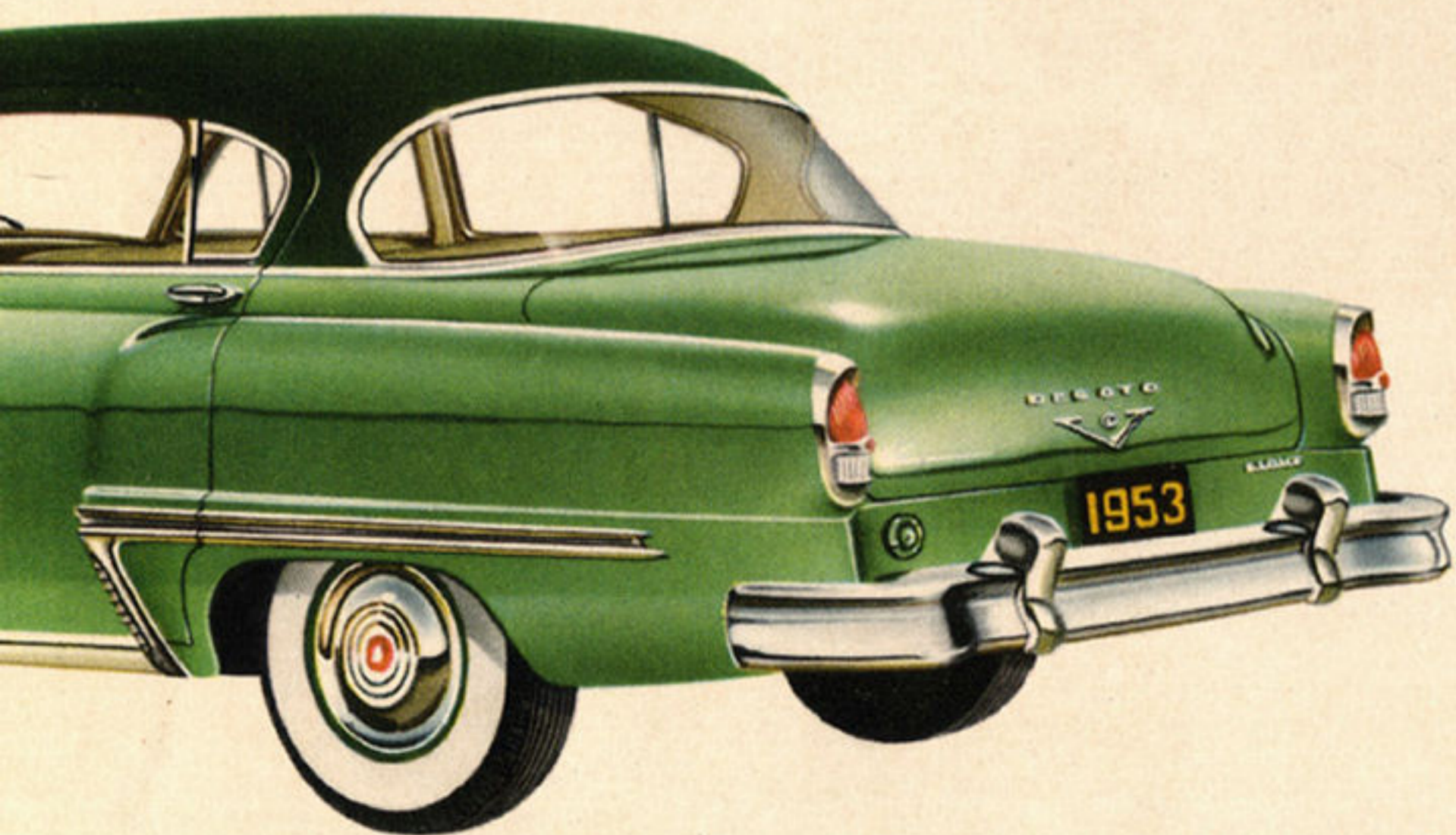
Driving takes on a new zest . . . and all outdoors is yours . . . in this low, glamorous beauty. A touch of the finger raises or lowers the hydraulically operated, tailored top. It's richly upholstered in colourful fabrics and leather-trim effect. See what adventurous, top-down driving can do to keep the spirits up!

The two-tone motif which lends distinction to DeSoto interiors is keynoted in the smartly styled instrument panel. The panel is finished in walnut graining, brown or grey, depending on upholstery colours. Instrument dials form a compact, easily read group.

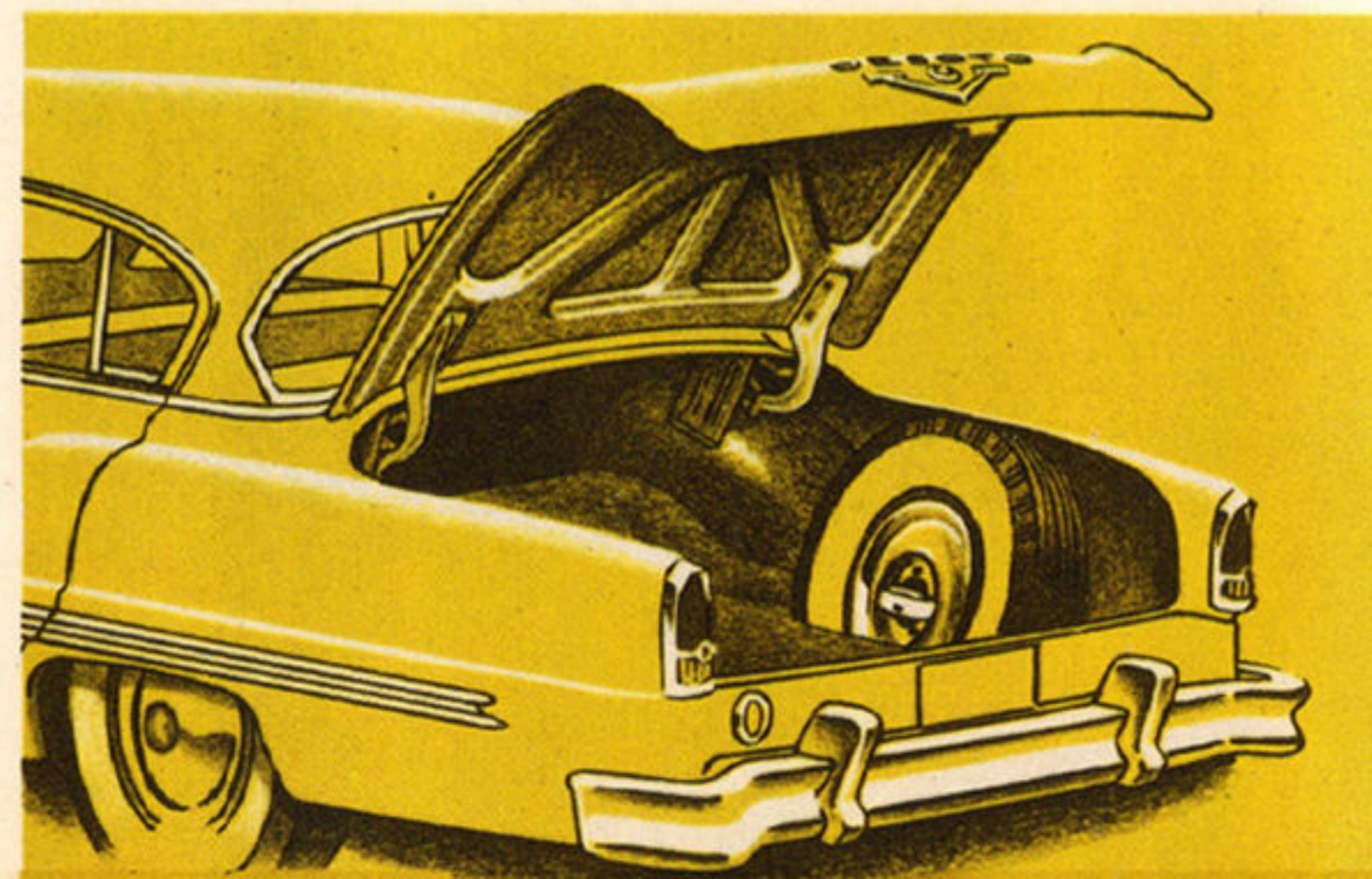
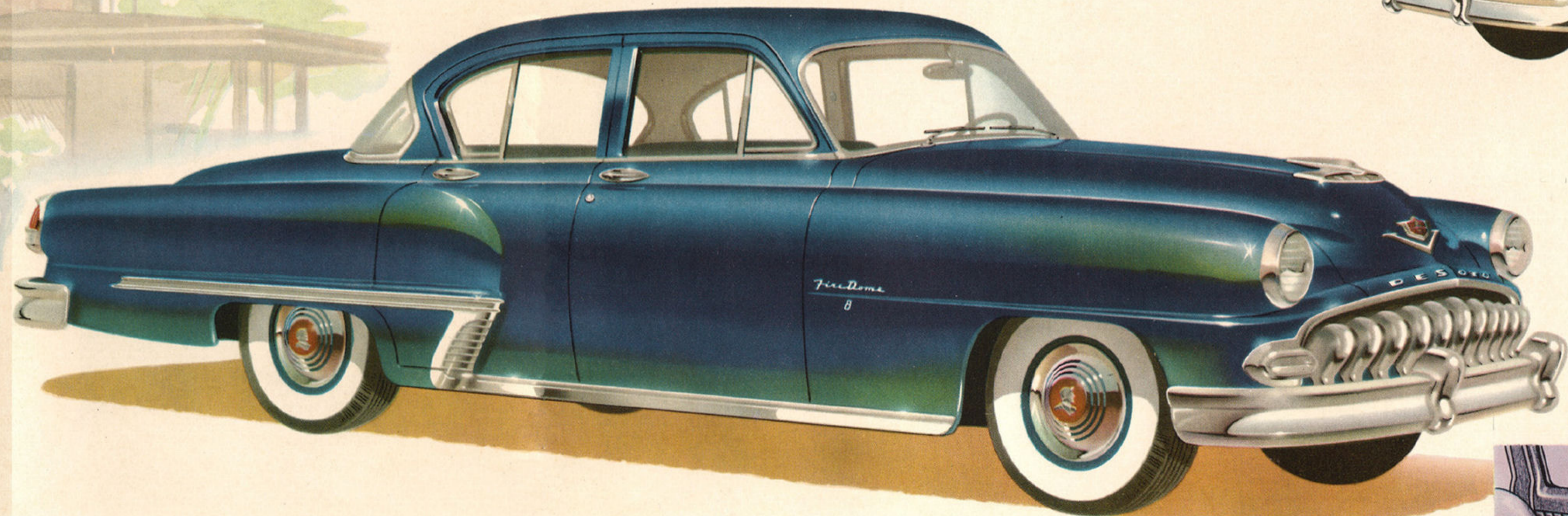


DISTINCTIVELY STYLED IN EVERY DETAIL

The beautiful 1953 DeSoto FireDome is thrillingly new in every way, incorporating all the many mechanical and design achievements of Chrysler Corporation engineers. It is longer, lower, wider . . . has more glass area for better vision . . . more passenger space inside and actually 44.4% greater trunk capacity. Seats are wider and are richly upholstered in harmonizing two-tone fabrics. There's a new, wider frame and new, improved suspension that help create an unexcelled ride.

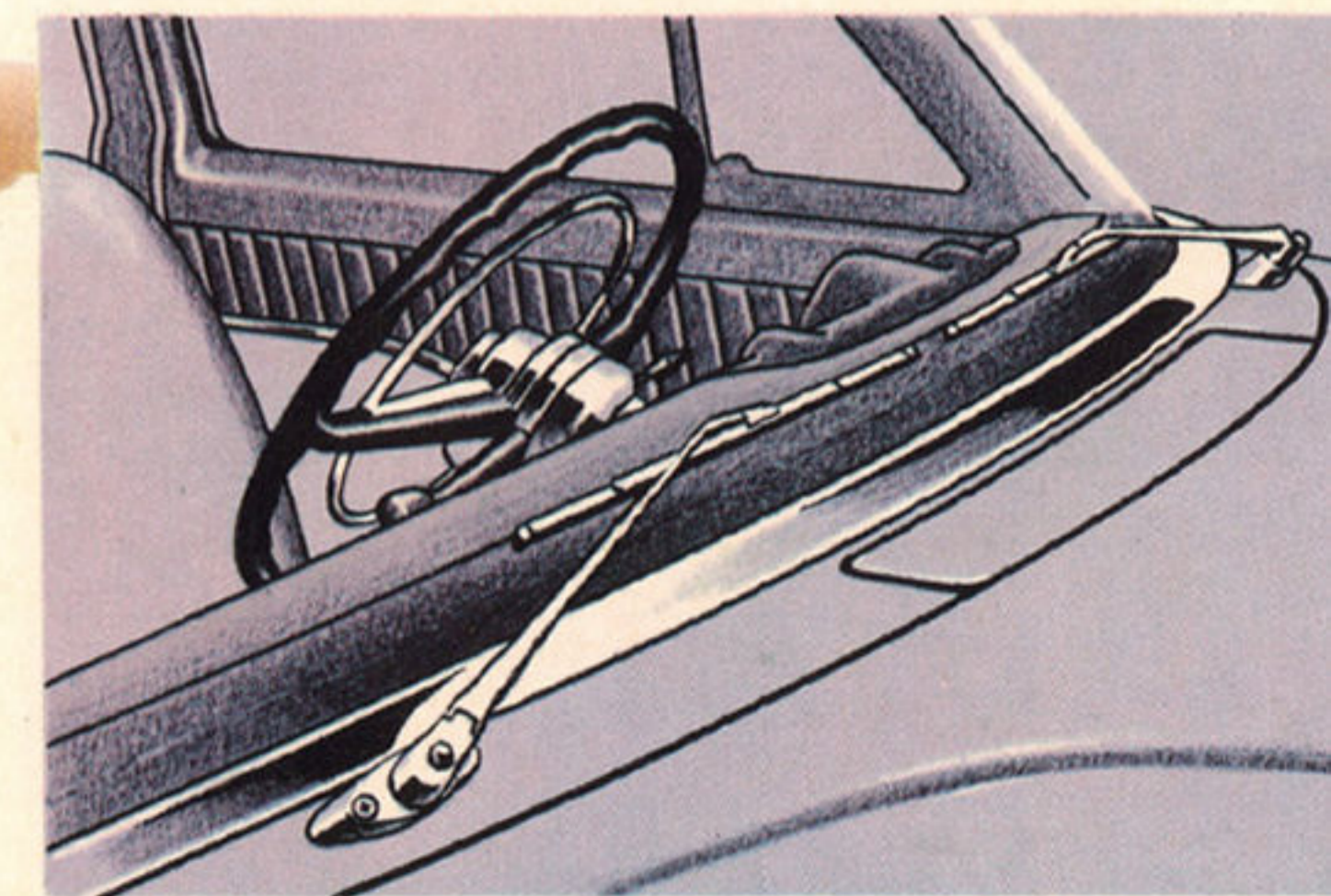
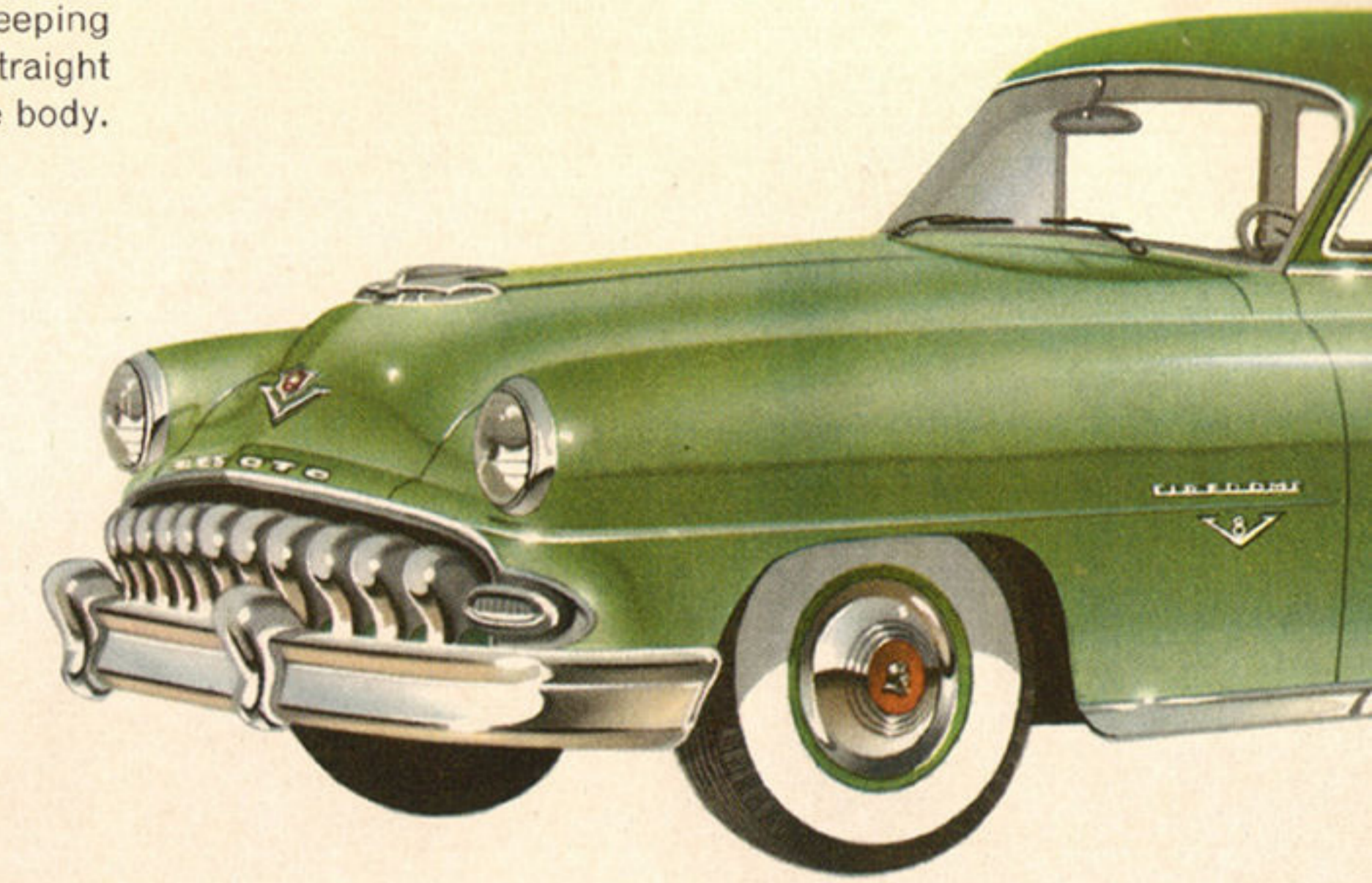


Sweeping lines of the rear fenders and the wide, lower, rear deck are apparent in this view. Trunk capacity is 38.7 cubic feet.

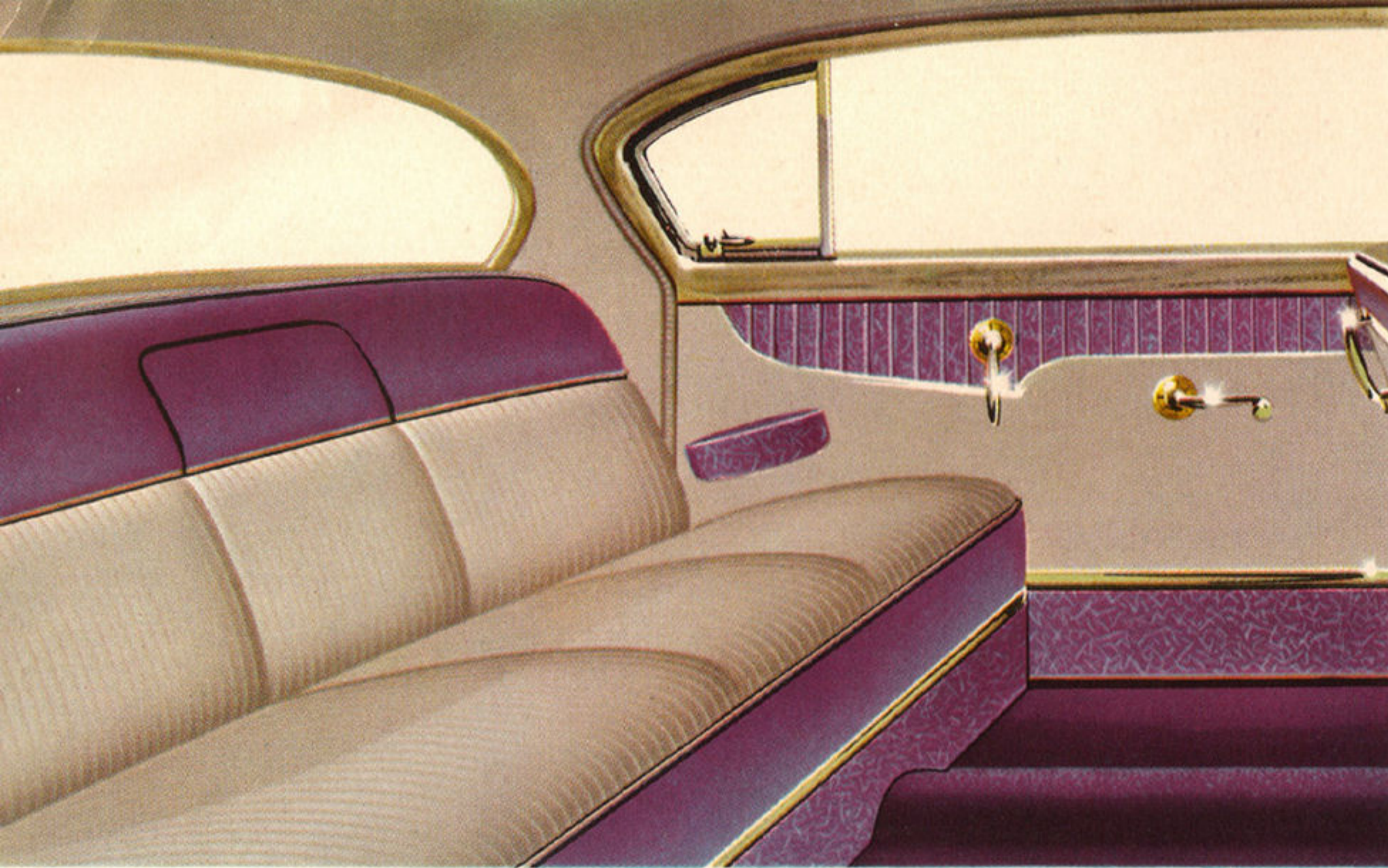


Back-up lights are included in the tail-light housing, occupying the lower portion of the double opening.

Distinctive appearance of the new DeSoto FireDome Eight is exemplified in the front end with the sweeping fender line carrying straight along the body.

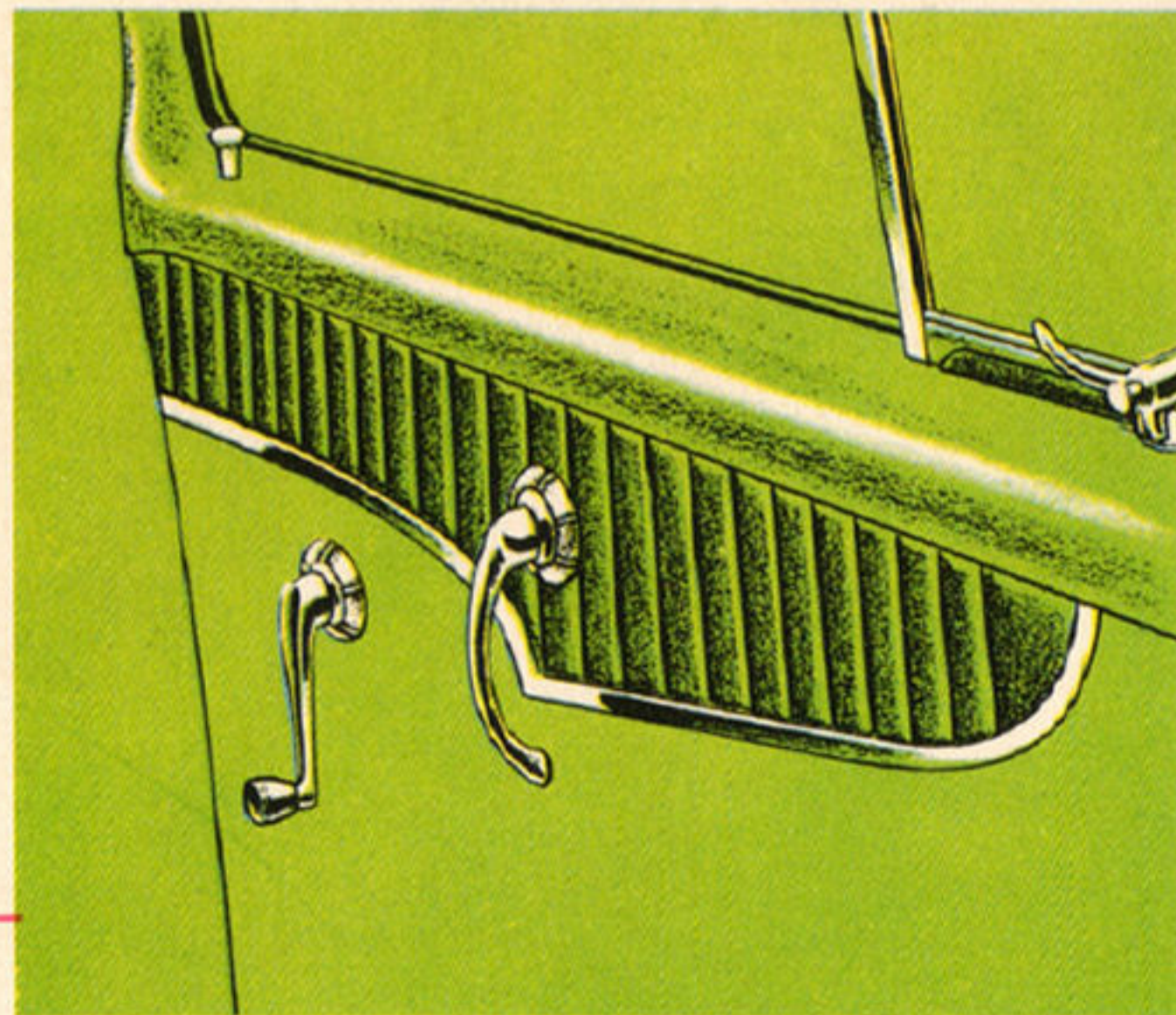
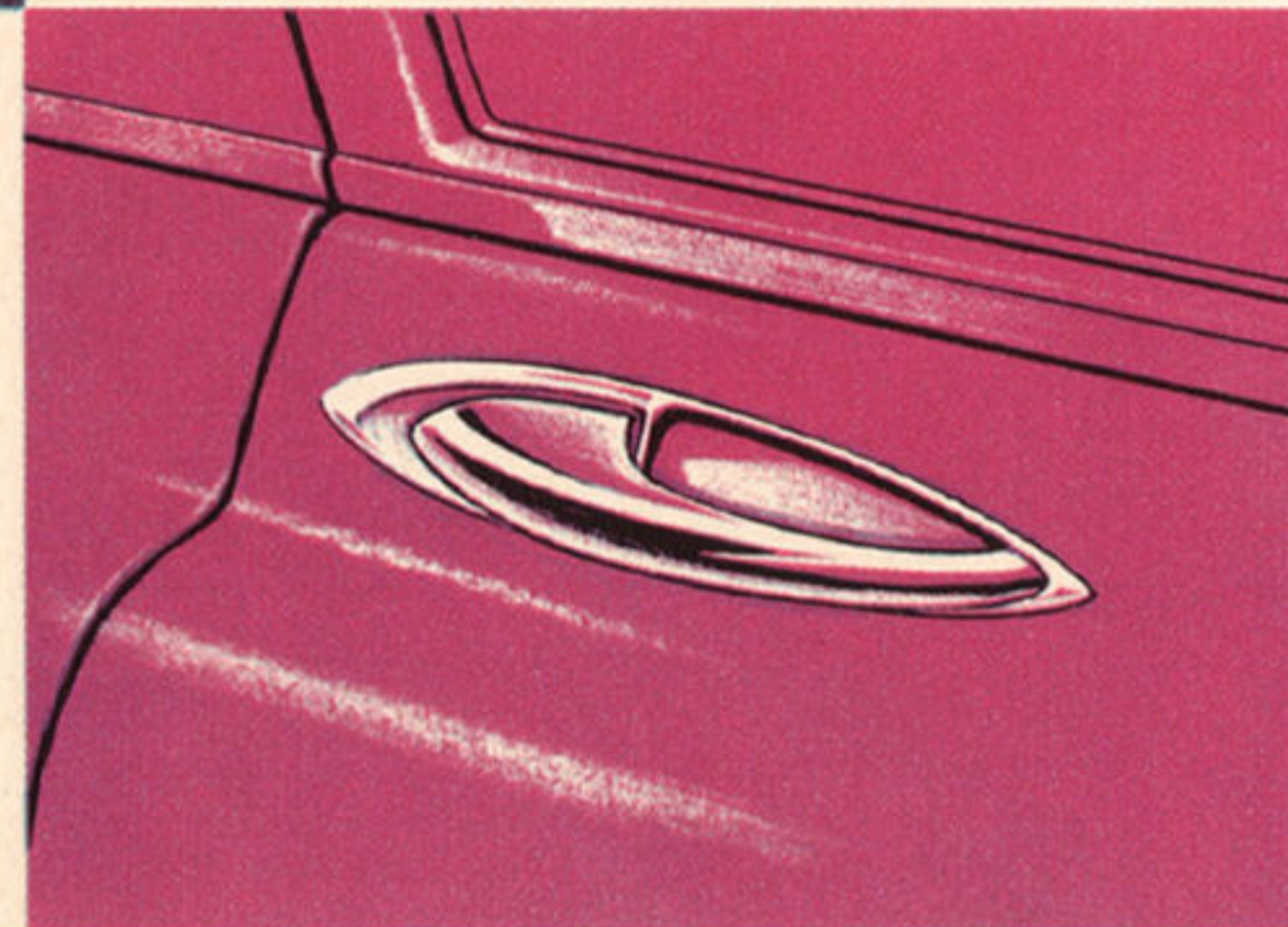


The new DeSoto features a one-piece windshield, optically curved for minimum reflection. It gives the driver an unbroken, wide view of the road.



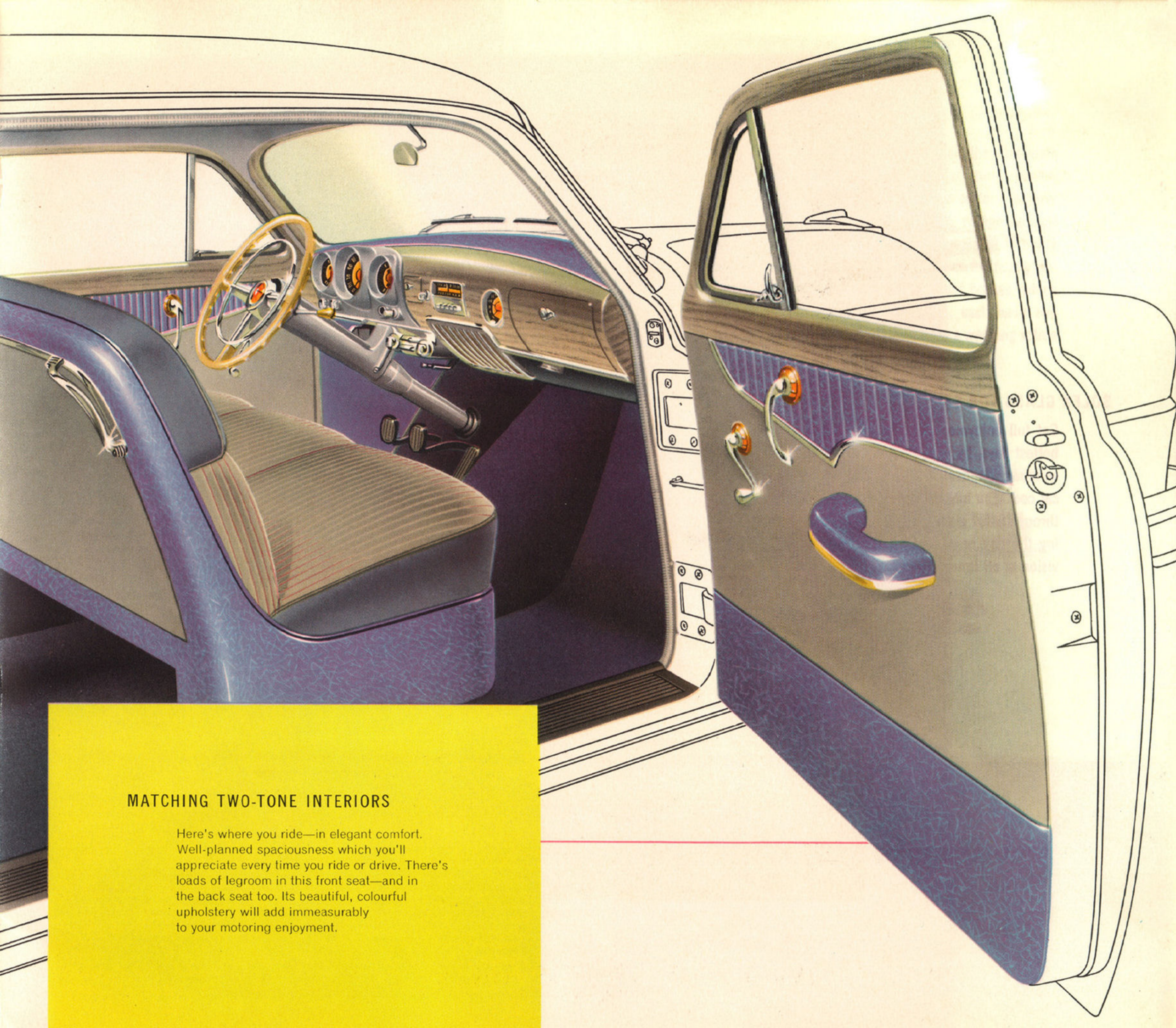
You'll be proud of the harmonizing two-tone interior trim and smartly tailored upholstery of your new DeSoto. You'll thrill to the sparkling contrast of exquisitely designed appointments and rich, durable fabrics. And your passengers will appreciate the comfortable, chair-high seating.

If your arms are full of parcels you'll particularly appreciate the new pull-type door handles of the 1953 DeSoto. The time-tested rotor-type latches with the automatic take-up feature are retained.



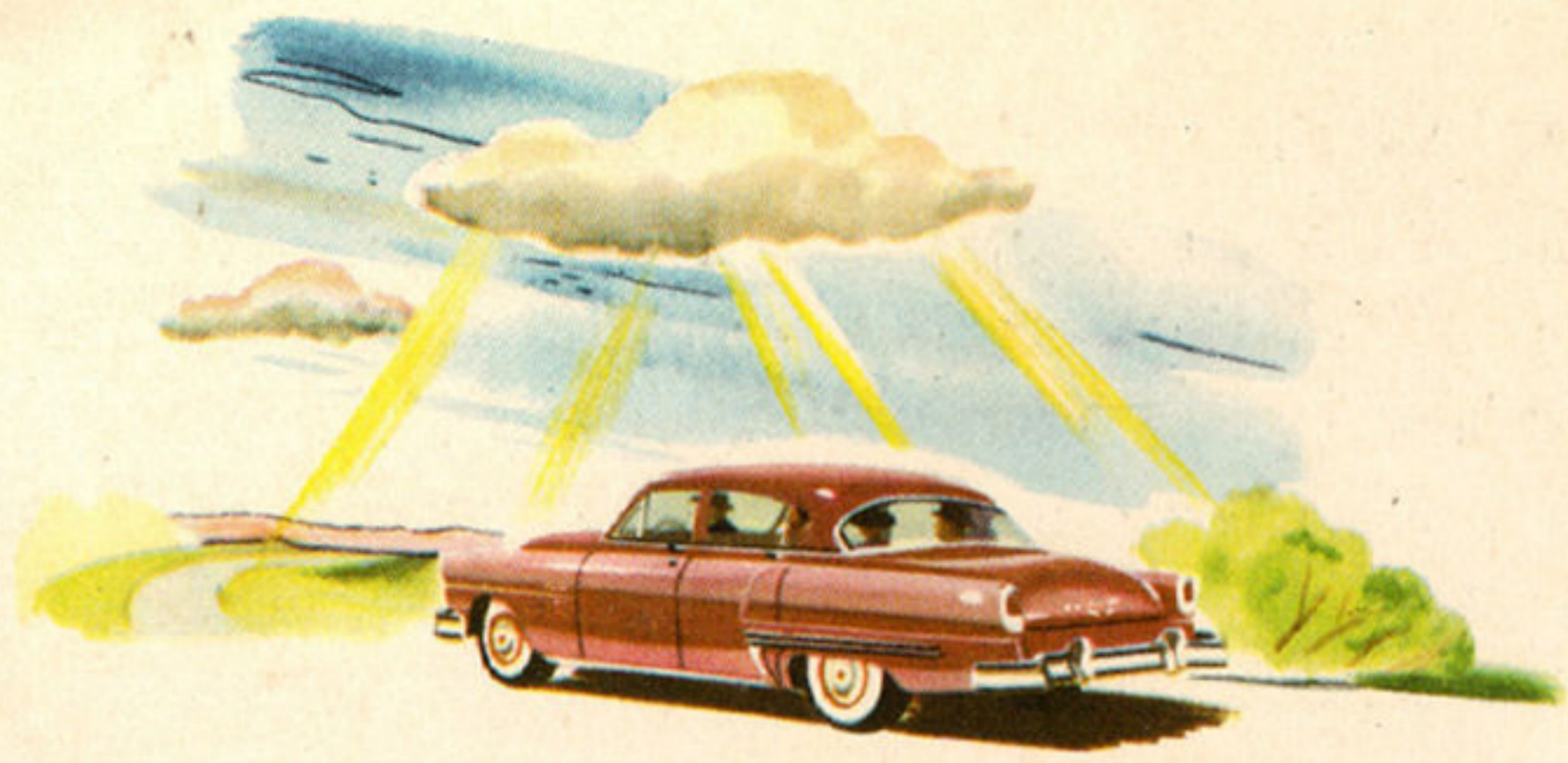
The interior hardware of the DeSoto sedan helps add sparkle and colour to the beautifully upholstered seats. Long-wearing trim is colourful and practical.

COLOUR HARMONY THAT DELIGHTS THE EYE



MATCHING TWO-TONE INTERIORS

Here's where you ride—in elegant comfort. Well-planned spaciousness which you'll appreciate every time you ride or drive. There's loads of legroom in this front seat—and in the back seat too. Its beautiful, colourful upholstery will add immeasurably to your motoring enjoyment.

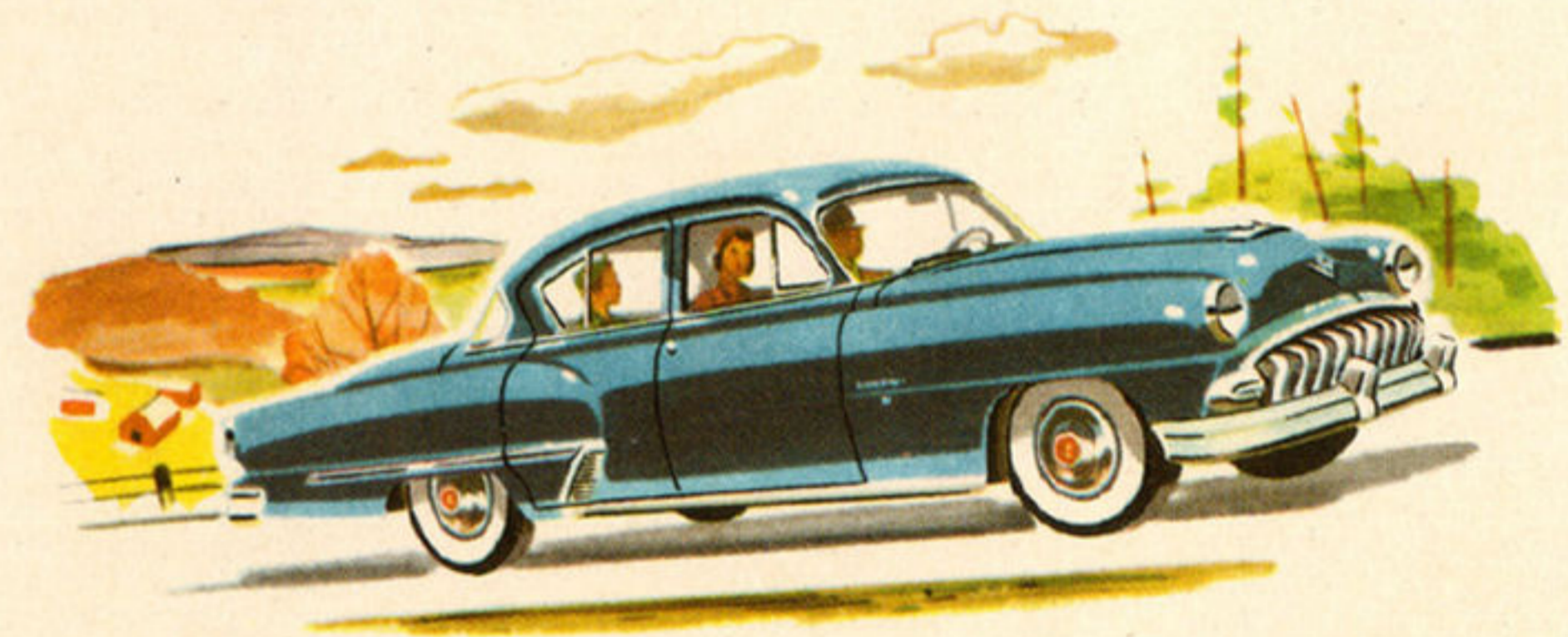


SOLEX GLASS FOR EXTRA COMFORT AND SAFETY

Get full enjoyment from summer driving, even on the hottest days, by installing Solex glass in windshield and windows. Its insulation qualities keep the inside of your car cool. You have greater safety because light screened through Solex glass is "eye-easy," whether sunshine during the day or headlights at night—yet you have clear vision at all times. Available in production at extra cost.

FLUID TORQUE CONVERTER FOR SENSATIONAL PICK-UP

The outstanding performance of the DeSoto FireDome Eight is made even more remarkable by the combination of Fluid Torque (available as extra equipment) with "Tip-Toe" shift transmission. This torque converter provides exceptionally smooth, fast acceleration from a standing start to cruising speed. It more than doubles the effective power of the engine for the getaway. Increased acceleration continues to speeds up to approximately 45 m.p.h. Ask your dealer for a demonstration.



DESOTO

DESOTO ENGINEERING

"EXTRA" FEATURES

DIMENSIONS—Wheelbase 125½ in. Overall length 213¾ in. Overall height 62¾ in. Overall width 76¾ in.

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 in. drums, cyclebond linings. Independent parking brake on propeller shaft. Centre steering, equal length tie rods. "Tip-Toe" shift transmission. Fluid Drive, single dry-disc clutch. Safety Rim wheels. 8.00 x 15 tires. Rear axle ratio 3.73 to 1.

ENGINE—V-8. Bore and stroke 3⅝ in.—3¼ in. 7.1 to 1 compression ratio. Piston displacement 276.1 cu. in. 160 h.p. at 4400 r.p.m. 250 ft. lbs. torque at 2000 r.p.m. 5 main bearings.

FUEL SYSTEM—Tank capacity, 14.2 Imperial gallons. Oilite self-cleaning fuel filter in the gas

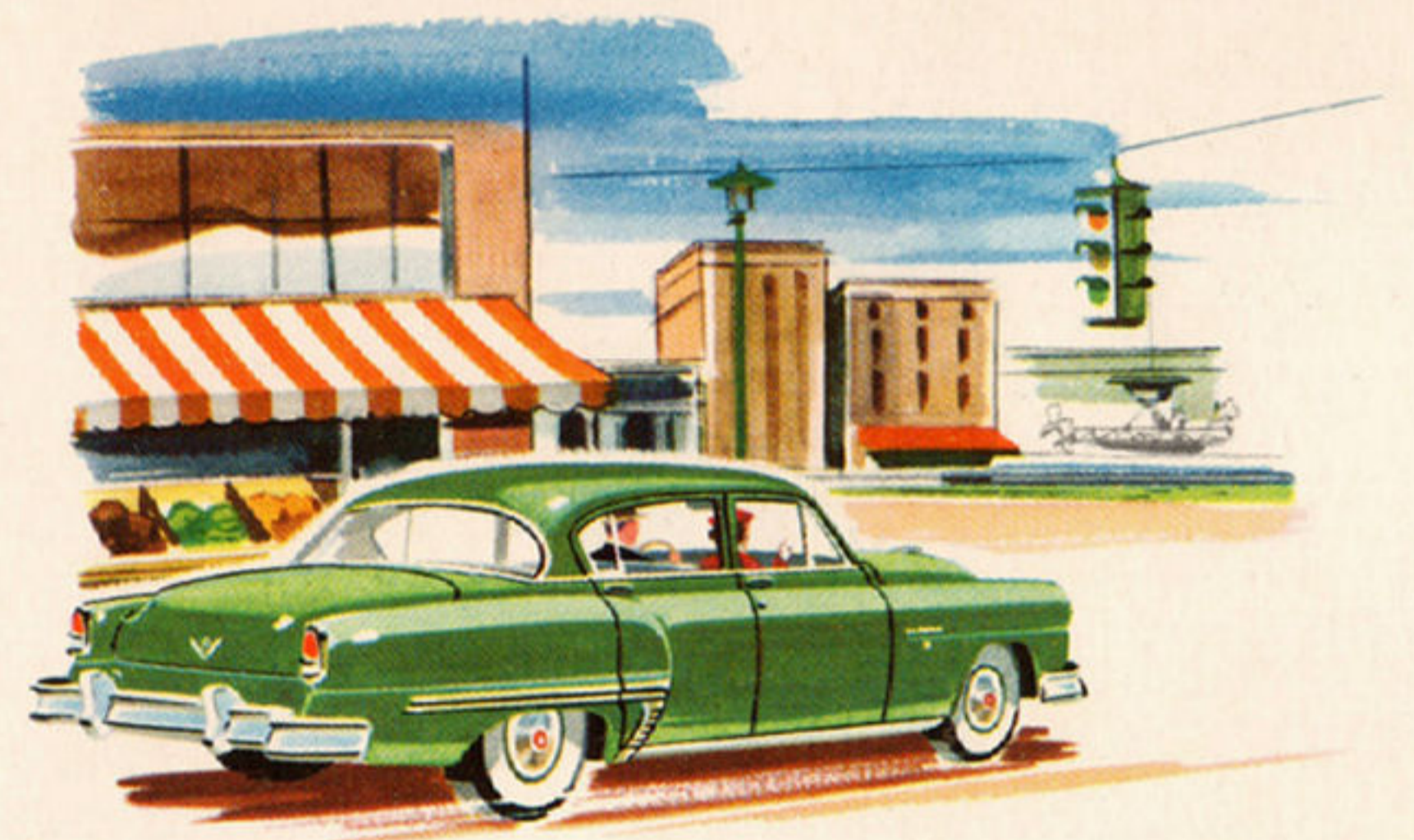


FULL POWER STEERING DOES 4/5THS OF THE WORK

Steering the new DeSoto FireDome Eight equipped with Full Power Steering takes no more effort than dialing a telephone. You can turn the wheel with one finger—even when the car's at a standstill. Full Power Steering does the work for you, hydraulically. Now, for the first time, parking is child's play . . . even in the tight spots. And all driving is easier because Full Power Steering resists wheel deflection caused by bumps and ruts . . . no strained grip on the wheel is necessary.

POWER BRAKES FOR ADDED SAFETY

DeSoto Power Brakes, now available on the FireDome Eight as optional equipment, give better, surer, easier, safer braking . . . with considerably less pedal pressure. As soon as the brake pedal is depressed, engine vacuum pressure from a special booster cylinder helps to apply the brakes. The brakes themselves are scientifically designed to give balanced application. Front brakes, which must carry 60% of the braking effort, each have two braking pistons and shoes, both applying a wedging action against the forward motion of the car.



SPECIFICATIONS

tank. Dual-throated down draft carburetor. Oil-bath air cleaner with silencer. Automatic choke.

LUBRICATION—Full pressure lubrication. Crankcase capacity, 4 Imperial quarts. Full-flow replaceable element oil filter. Floating oil intake.

COOLING SYSTEM—Capacity, 4.6 Imperial gallons. Thermostatic by-pass. 4-bladed fan.

ELECTRICAL SYSTEM—6 volt, 19-plate, 135 amp. hr. battery. Bullseye sealed beam headlights. 14 m.m. resistor-type spark plugs. Shunt wound 50 amp. generator. Automatic spark advance control. Ignition key starting. Positive solenoid shift starter motor; two-speed electric windshield wipers.

BODY—Seat cushion width, 61½ in. front, 60¼ in. rear. Seat height, 14¾ in. front, 14¼ in. rear. Legroom, 44½ in. front, 41⅞ in. rear. Headroom, 37 in. front, 36 in. rear. Front seat

adjustable 5 in. horizontal, 1¼ in. vertical. External door locks on both front doors. Two sun visors. Arm rests on both front and rear doors. Glove box with lock.

OPTIONAL EQUIPMENT (Available in Production)

HydraGuide full power steering. Heavy duty front and rear springs. Fluid torque drive. Solex glass. 6-ply Super Cushion tires. 4-ply or 6-ply Super Cushion tires—white sidewalls. Vacuum brake booster. Electric door window lifts.

The Dodge-DeSoto Divisions of Chrysler Corporation of Canada, Limited, reserve the right to change prices, specifications and standard equipment without notice and without incurring obligations on vehicles previously sold. Many of the models illustrated herein are equipped with extra-equipment items. Your local dealer will gladly advise you of those items that are standard equipment.

* An import model which differs slightly in specifications.

CANADA'S DISTINCTIVE AUTOMOBILE

