

the distinctive new

DE SOTO



*firedome V8
powermaster 6*

Distinctive in every way

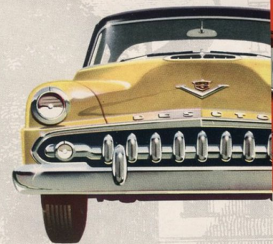
the exciting new

DE SOTO *firedome* V8



desoto firedome V-8 four-door sedan

The 4-Door FireDome V-8, like all FireDome models, incorporates all the many mechanical and design achievements of Chrysler Corporation engineers—your assurance of all-round performance that's years ahead.



new beauty, new power
and "powerflite"
newest and finest
in "no-shift" driving

DE SOTO

Here's beauty that keeps its promise!
One glance at this excitingly new
DeSoto FireDome V-8 and you can
imagine yourself behind the wheel—
in luxurious comfort—
proudly in command of the road.
And that's what you'll be when you
drive the new 1954 FireDome V-8.

Here is a car that is distinctive in
every way . . . in beauty of line and
design . . . in rich, new interior styling
. . . in the instant response of its
mighty V-8 engine . . . in the
smoothness and silence of PowerFlite—
the newest and finest in
no-shift driving.

So why not try it soon!

And when you do, be sure to test the
ease and comfort of DeSoto's Full
Power Steering and the safety and
confidence that Power Brakes give you
—both available in production
at extra cost.

DE SOTO *firedome V-8*

FOUR-DOOR SEDAN

SPECIAL "HARDTOP" CLUB COUPE

CLUB COUPE

CONVERTIBLE

ESTATE WAGON

EIGHT-PASSENGER SEDAN

firedome 8
the engine that's
"years ahead"



You'll find loads of usable trunk space
in this new DeSoto. Lid hinges are so
placed that they do not interfere
with luggage.



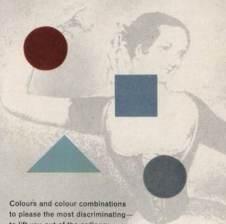
The wide, optically curved windshield
provides unbroken vision. Two-speed,
electric windshield wipers clean a
wide windshield area.



You'll particularly appreciate the
attractive pull-type door handles when
your arms are full of parcels.
The rotary type lock is strong and safe.

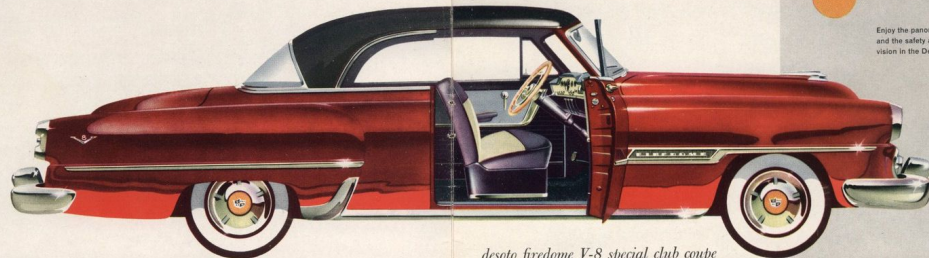


Hardware and door trim of the
"Hardtop" are in keeping with its
style and beauty. Less than three
turns to raise or lower all windows.



Colours and colour combinations
to please the most discriminating—
to lift you out of the ordinary.

Colourfully styled for ALL-SEASON COMFORT



Enjoy the panorama of the changing seasons
and the safety and confidence of "full view"
vision in the DeSoto FireDome "Hardtop".

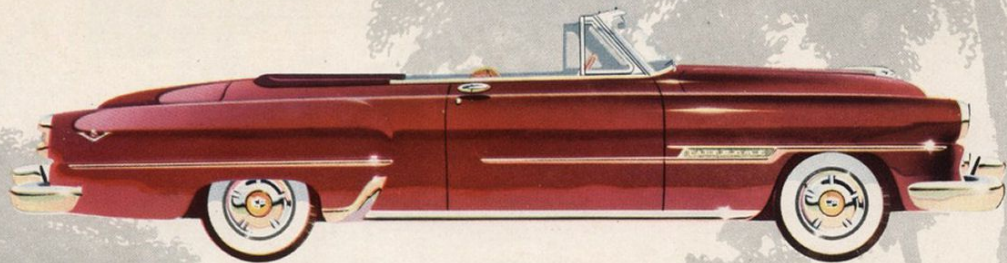
desoto firedome V-8 special club coupe

Door glass and rear quarter windows of the DeSoto Special
Club Coupe can be completely lowered—leaving unbroken vision
from the curved windshield to the rear corner of the sloping top.
Matching two-tone interiors and generous use of vinyl trim
help make the interior of the DeSoto "Hardtop" 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 for three passengers.

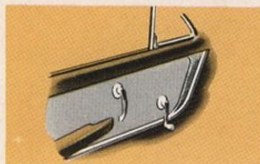
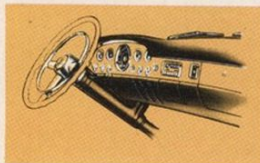


**desoto firedome V-8 club coupe*

Two-door design of this beautiful model satisfies
every need of the busy man . . . and eases the mind of
the father who wants 2-Door protection for his family.



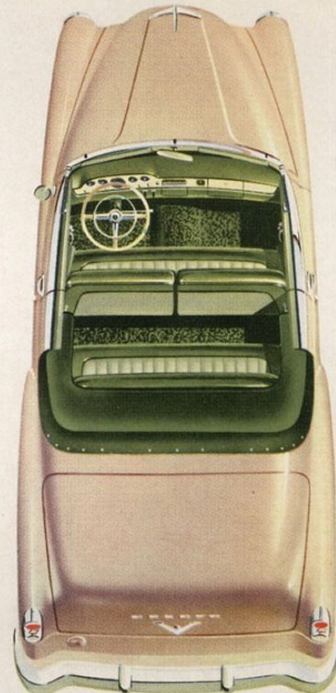
**the desoto
firedome 8
convertible
coupe*



Get behind the wheel of this low, lively, glamorous beauty and see what adventurous, top-down driving can do to raise your spirits. In this exciting new convertible—you'll be the centre of admiring glances. And it's always fair-weather sailing because a touch of the finger instantly closes the hydraulically-operated top.

Everything about this sporty convertible is in keeping with its distinctive lines. The colourful two-tone treatment and bright chrome trim of the instrument panel have a blending richness.

The newest, long-wearing nylon and rayon upholstery fabrics are generously trimmed with fine soft leather to provide enduring beauty. Brilliant styling of door panels and hardware complete the picture.



for new adventures in driving

designed for suburban living...

**the desoto firedome 8
estate wagon*



Here is a great combination for work or play. With rear seats folded forward you have immense carrying space, a huge flat floor surface which is over 6 feet long when the tailgate is lowered. With the seats in position, you have all the passenger room and comfort of a fine sedan with generous baggage space. The four doors provide sedan convenience for entering the rear seat or for loading the rear compartment when the seat is folded.

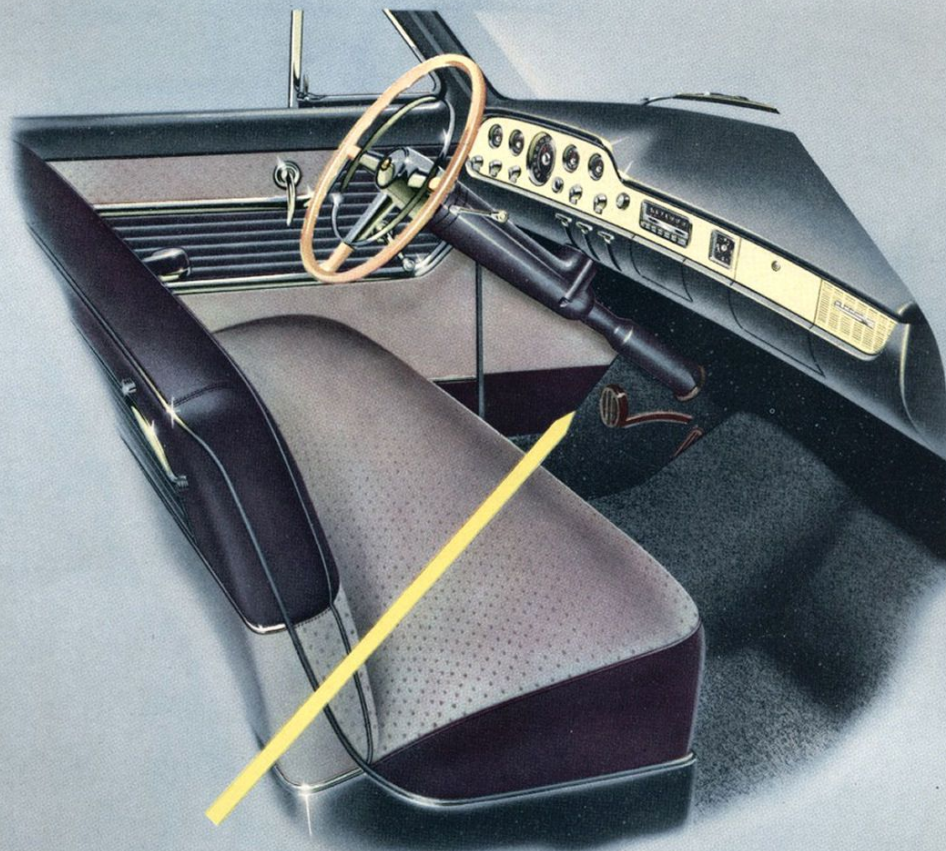
**the desoto firedome 8
eight-passenger sedan*



This extra roomy 8-Passenger Sedan is available on special order. It is *the* prestige car for businesses catering to select clientele . . . is ideal for airport, funeral home and limousine taxi uses. Deep, wide-opening doors make entry and exit speedy and simple.

DE SOTO'S *new* POWERFLITE

transmission is completely Automatic



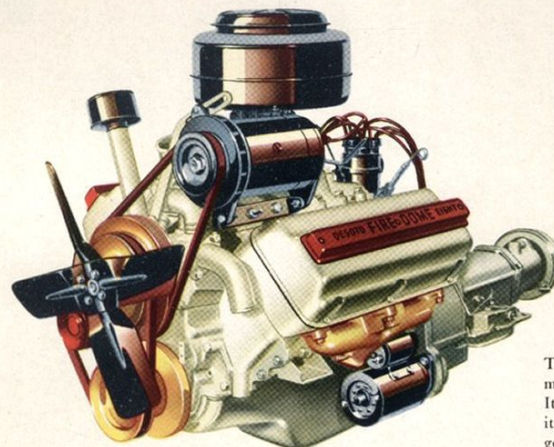
Now you can enjoy the driving ease and comfort of completely automatic PowerFlite—the industry's newest and finest no-shift driving—standard equipment on all 1954 DeSoto models. It is a combination of a torque converter and a simple, automatic two-speed gear box which provides exceptional acceleration and smooth silent operation throughout the entire speed range—you can barely feel or hear the up or down shift. Here is all you do: Start

in Neutral, move the selector lever to Drive and you are set for all normal driving—the "up" shift is automatic, its timing depending on the degree of acceleration you desire. If an extra burst of speed is required when cruising, simply depress the accelerator pedal to the floor—you automatically downshift to Low. For extra engine braking downhill, lift the selector lever and move to Low—the car will remain in that gear. Arrange for a demonstration today.

new
more powerful

firedome V8 engine

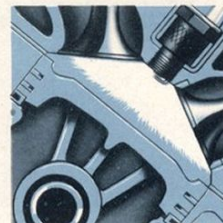
the world's most modern engine design
now 170 h.p.



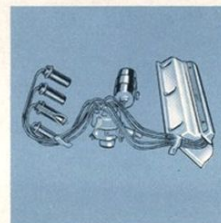
The DeSoto FireDome V-8 engine design is the most powerful and efficient yet produced in America. It is an entirely different *type* of V-8 engine, its "dome-shaped" combustion chamber design being generally considered "the ideal". For 1954 this mighty engine has a rating of 170 h.p., its compression ratio being increased to 7.5 to 1 to take advantage of today's finer gasolines. The four major advantages of this unique engine design are shown below.



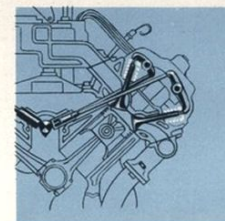
An important reason for the exceptionally fine performance, economy and long life of the FireDome engine is its large bore, short stroke construction. The short stroke means low piston speed and less friction, giving greater efficiency and longer life.



Heart of the engine is the "dome-shaped" combustion chamber—proved the most efficient shape for complete combustion. There is less surface through which heat can be lost; more is converted to power. There is less carbon deposit because fuel is burned more completely.



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

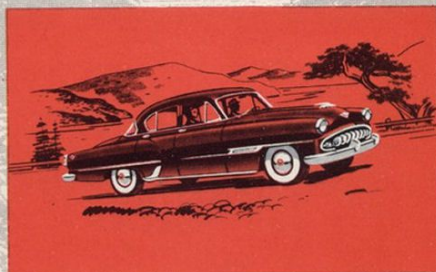


The "dome-shaped" design permits the use of large valves with very high lift, which results in better "breathing" and rapid passage of exhaust gases from the combustion chamber. Valves are wide-spaced for better cooling while super-hard alloy steel exhaust valve seat inserts give extra protection against burning and pitting.



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 4/5ths of the work for you, hydraulically. Now, for the first time, parking is child's play . . . even in 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.

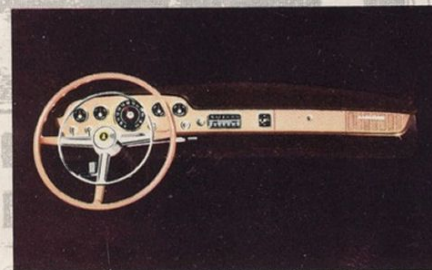


power brakes for added safety

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.

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.



fine accessories for your pleasure

A new cowl ventilator heater of outstanding performance and simplicity is available for installation in all DeSoto models at extra cost. It draws air through the cowl ventilator, to avoid the intake of annoying traffic fumes and road dust. A "summer door" allows the cowl ventilator to operate normally in warm weather. A brilliant-toned, 8-tube radio to fit the instrument panel is also available.

DE SOTO

firedome 8 specifications

DIMENSIONS—Wheelbase 125½ inches. Overall length 214½ inches. Overall height 62½ inches. Overall width 77½ 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, cyclobond linings. Independent parking brake on propeller shaft. Centre steering, equal length tie rods. PowerFlite transmission. Safety Rim wheels, 8.00 x 15 tires. Rear axle ratio 3.54 to 1.

ENGINE—V-8, bore and stroke 3½ inches x 3½ inches. 7.5 to 1 compression ratio. Piston displacement 276.1 cubic inches. 170 h.p. at 4400 r.p.m. 255 ft. lbs. torque at 2400 r.p.m., 5 main bearings.

FUEL SYSTEM—Tank capacity, 14.2 Imperial gallons. Oilite self-cleaning fuel filter in the gas tank. Dual-throated down draft carburetor with integral automatic choke. Oil-bath air cleaner with silencer.

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. 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 inches front 60½ inches rear. Seat height, 14½ inches front, 14½ inches rear. Leg room, 44½ inches front, 41½ inches rear. Head room, 37 inches front, 36 inches rear. Front seat adjustable 5 inches horizontal, 1½ inches vertical. External door locks on both front doors. Two sun visors. Arm rests on both front and rear doors. Glove box with lock. Front and rear seat back centre arm rests.

OPTIONAL EQUIPMENT

(Available in Production)

HydraGuide full power steering. Heavy duty front and rear springs and heavy duty shock absorbers. 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.

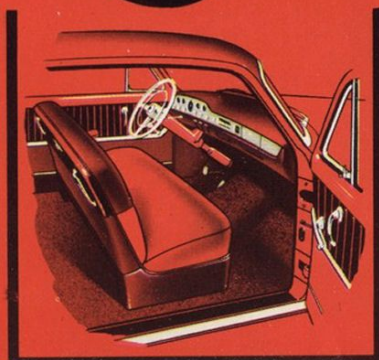
brilliant new performance for 1954



DESOTO POWERMASTER

with "PowerFlite"

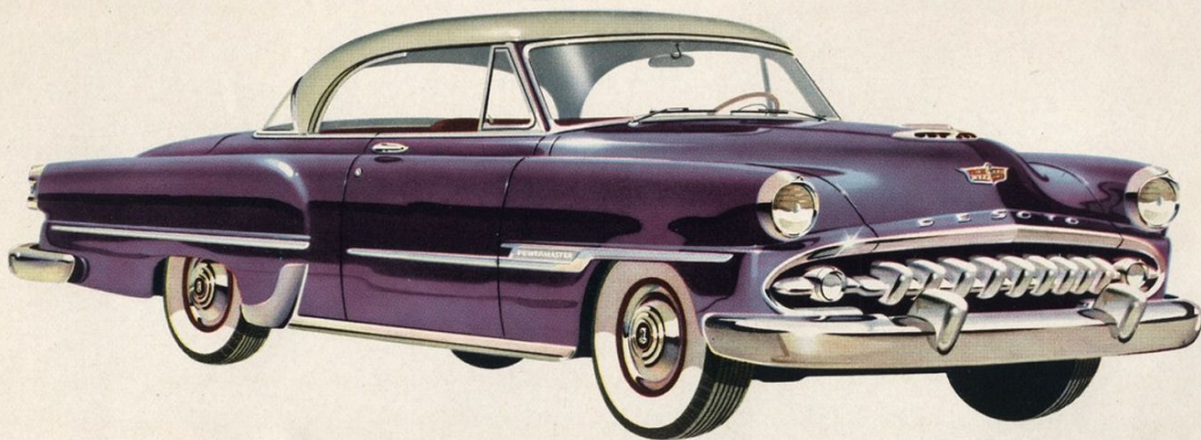
desoto powermaster 6, four-door sedan



The wide, roomy interior of the 4-door sedan is upholstered in new, colourful, two-tone fabrics and lustrous long-wearing vinyl.

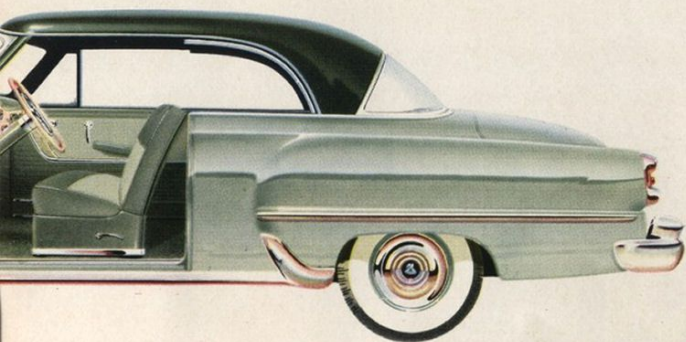
The low, lithe lines and generous chrome trim of the DeSoto Powermaster make it an eye-filling picture and it gives you performance to match. Its powerful 119 h.p. engine combined with a 2.6 to 1 torque converter gives you flashing acceleration, and eager response, at all speeds. And a two-speed fully-automatic gearbox gives you effortless "no-shift" driving at all times. This combination of extra power and driving ease is "PowerFlite"—standard equipment on all Powermaster models.

desoto powermaster 6 special club coupe



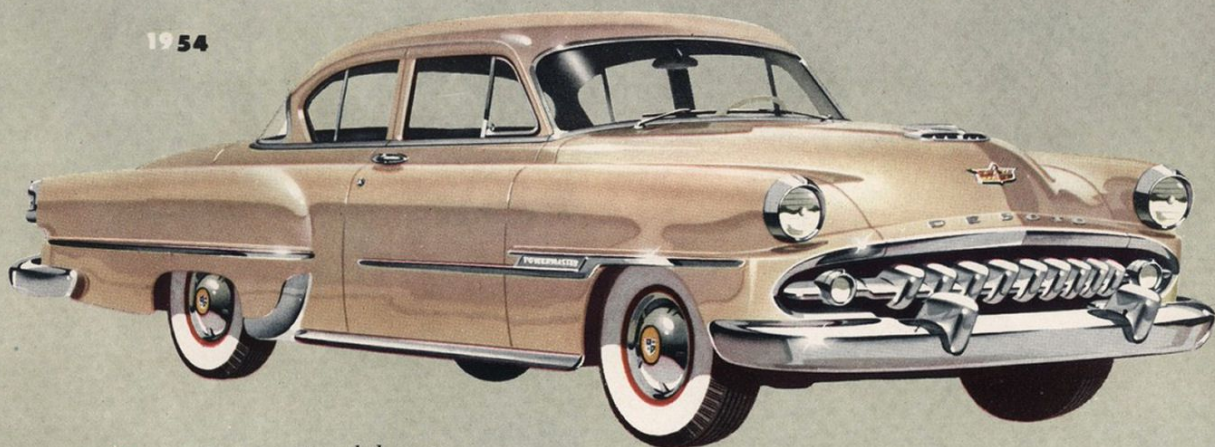
You get the youthful dash of a Convertible, combined with the all-steel safety and comfort of a Club Coupe in the colourful new DeSoto Powermaster "Hardtop."

You'll like this refreshingly new and beautiful automobile and drive it proudly.



Seats and doors are richly upholstered in finest quality two-tone fabric with generous use of harmonizing vinyl trim which complement the body colours. There's a wide choice of new and sparkling two-tone body colour combinations.

1954



**desoto powermaster club coupe*

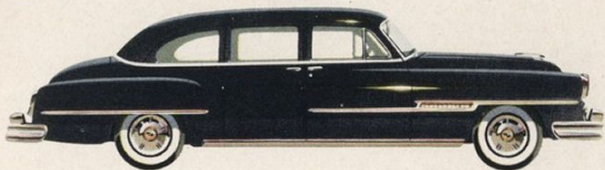
A two-door Club Coupe is available. It is often preferred by the family man with small children because door handles cannot be reached from the rear compartment.

**desoto powermaster estate wagon*

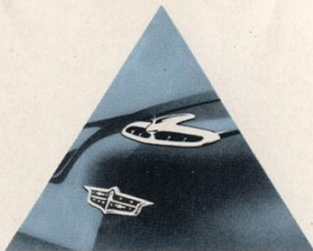
Here is a great combination for work or play. With rear seats folded forward you have immense carrying space, a huge, flat floor surface which is over 6 feet long when the tailgate is lowered. With the seats in position you have all the passenger room and comfort of a fine sedan with generous baggage space. Whether entering the rear seat or loading the rear compartment when the seat is folded, the sedan convenience of the 4-door design will be appreciated.



**desoto powermaster 6 eight-passenger sedan*



This extra-roomy 8-passenger Sedan is the prestige car for businesses catering to select clientele. Many are in use as airport sedans, as limousine taxis and by funeral homes. It is available on special order.



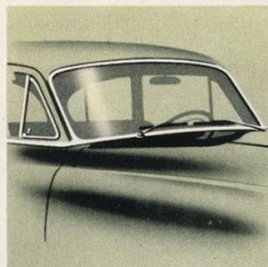
Beauty and utility are combined in the DeSoto airflow hood. The air scoop forces outside air direct to the engine so that the engine "breathes" better for higher efficiency.



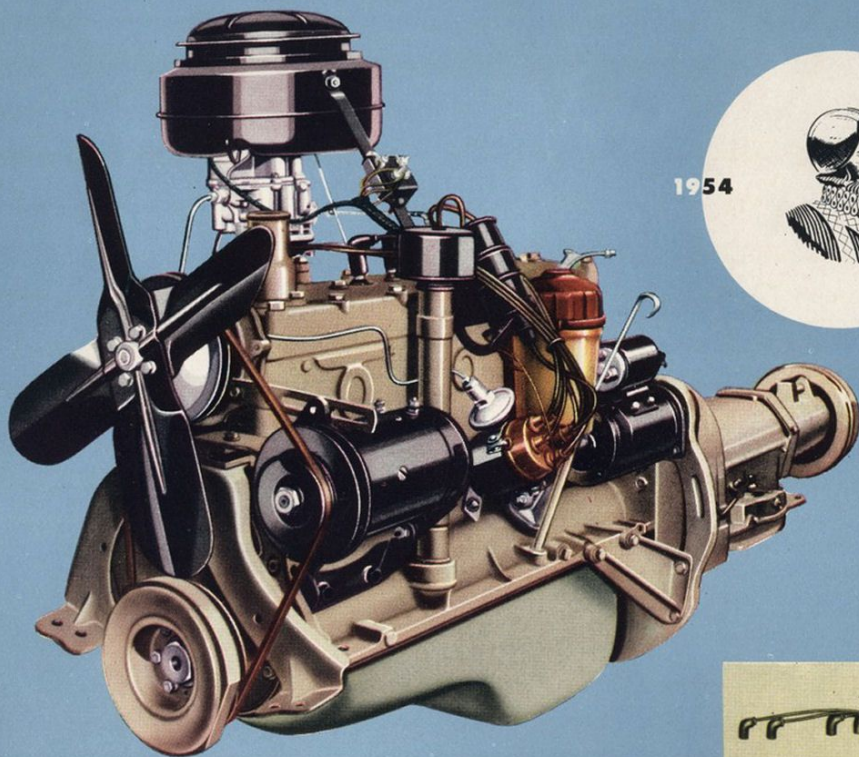
To accentuate the overall streamlined effect of the new DeSoto, a new combination tail and back-up light gracefully extends the rear fender line. Turn signals are standard.



Front seats of the "Hardtop" and Club Coupe, split in the centre, are wide enough to accommodate two persons on the driver's side and allow rear-seat passengers to enter and leave in comfort.



The immense, one-piece curved windshield is so designed that it minimizes reflections. A more powerful motor drives the wide-sweeping two-speed windshield wipers.



1954



Probably the chief reason for the trouble-free, economical performance of the DeSoto Powermaster 6 is its powerful 119 h.p., 265 cubic inch displacement engine—the most powerful 6 in DeSoto history. It is of simple design, with fewer moving parts to wear out. It is protected by a full-pressure, positive lubrication system. Oil is screened by a full flow micronic filter and a floating oil intake to eliminate dirt and dust which might cause wear. In addition, the engine is further protected from dirt and dust by an oil bath air cleaner and the oilite fuel filter in the gas tank.



You are protected against dampness shorting the electrical system with the special waterproof shielding of DeSoto's ignition system. The spark plug porcelain is covered by a moulded rubber protector. Distributor cap is constructed to shed water and the inside is designed to prevent arcing.

the powermaster too, has **POWERFLITE** *fully-automatic transmission*

Now you can enjoy the driving ease and comfort of completely automatic PowerFlite—the industry's newest and finest no-shift driving—standard equipment on all 1954 DeSoto models. It is a combination of a torque converter and a simple, automatic two-speed gearbox which provides exceptional acceleration and smooth silent operation throughout the entire speed range—you can barely feel or hear the up or down shift.

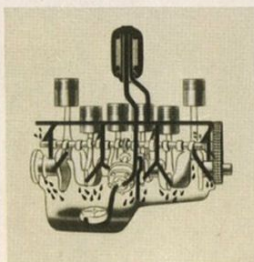
Here is all the shifting you do: Start in Neutral, move the selector lever to Drive and you are all set for all normal driving—the "up" shift is automatic, its timing depending on the degree of acceleration you desire. If an extra burst of speed is required when cruising, simply depress the accelerator pedal to the floor—you automatically downshift to Low. For extra engine braking downhill, lift the selector lever and move to Low—the car will remain in that gear. Arrange for a demonstration today.



A full flow oil filter, with replaceable element, is standard equipment on the DeSoto 6. Oil circulating through the engine passes through this very efficient oil filter which filters out any carbon particles or dirt which might act as abrasives.



For engine protection against dust entering through the air intake, the Powermaster 6 is equipped with an efficient oil-bath air cleaner. To reduce air noise this air cleaner incorporates a silencer.



The trouble-free performance and long life of the DeSoto 6-cylinder engine are safeguarded constantly by its positive-pressure lubrication.



desoto

powermaster 6

specifications



DIMENSIONS—Wheelbase 125½ inches. Overall length 214½ inches. Overall height 62½ inches. Overall width 77½ 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. Centre steering, equal length tie rods. PowerFlite transmission. Safety Rim Wheels, 7.60 x 15 tires. Rear axle ratio 3.73 to 1.

ENGINE—L-Head 6. Bore and stroke 3¾ inches x 4¾ inches. 7.0 to 1 compression ratio. Piston displacement 265 cubic inches. 119 h.p. at 3600 r.p.m. 218 ft. lbs. at 1600 r.p.m. 4 main bearings.

FUEL SYSTEM—Tank capacity, 14.2 Imperial gallons. Oilite self-cleaning fuel filter in the gas tank. Down draft carburetor. Oil-bath air cleaner with silencer. Automatic electric choke.

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

COOLING SYSTEM—Capacity 3.4 Imperial gallons. Thermostatic permanent by-pass temperature control. 4-bladed fan.

ELECTRICAL SYSTEM—6-volt, 17-plate, 120 amp. hr. battery. Bullseye sealed beam headlights. 14 m.m. resistor-type spark plugs. Shunt-wound 45 amp. generator. Automatic spark advance control. Ignition key starting. Positive solenoid shift starter motor. Two-speed electric windshield wipers.

BODY—Seat cushion width, 61½ inches front, 60¾ inches rear. Seat height, 14¾ inches front, 14¾ inches rear. Leg room 44½ inches front, 41½ inches rear. Head room 37 inches front, 36 inches rear. Front seat adjustable 5 inches horizontal, 1½ inches 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)

Heavy duty front and rear springs and heavy duty shock absorbers. HYDRAGUIDE full power steering. 55 amp. generator-city operation type. 55 amp. generator-country operation and provincial police type. 50 amp. generator-city operation type. 50 amp. generator-country operation and provincial police type. Solex glass. 6-ply Super Cushion tires. 4-ply or 6-ply Super Cushion tires—white sidewalls. Front seat back centre arm rest (4-door sedan).

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*An import model which differs slightly in specifications.



engineered for
fine performance
with
economy

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