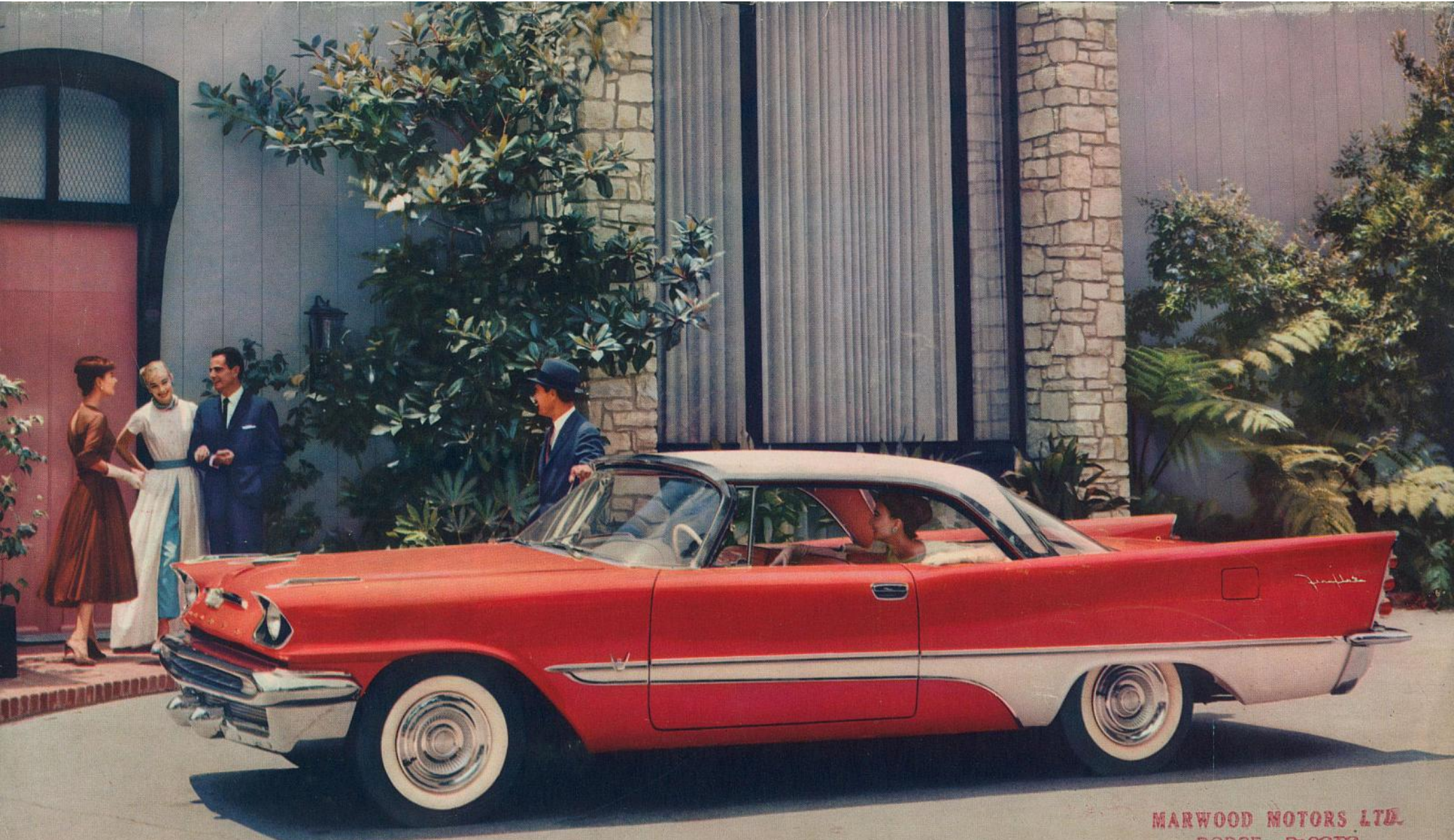




MARWOOD MOTORS LTD.
DODGE - DeSOTO
BAYVIEW AT EGLINTON
MA 1121 - LEASING

1957 DeSoto

FIREFLITE · FIREDOME



The Most Exciting Car in the World Today!



Exciting New Torque-Flite Transmission

A triumph of advanced engineering, Torque-Flite delivers astounding power and performance. Exciting "jump" acceleration from a standstill . . . faster acceleration for safer highway passing in the medium speed range. An instant surge of smooth, quiet power. Lower axle ratios make possible increased fuel economy, too. Complete, effortless control is at your fingertips with new triple speed push-button drive selector. Here is the finest automatic transmission and transmission control in the automobile industry today.



EXCITING NEW LOW SILHOUETTE

Just look at this new glamorous silhouette . . . real ground-hugging lowness . . . the supersonic style of tomorrow . . . that's DeSoto Flight Sweep '57. Here is the new look of motion . . . a brilliant, inspired design destined to set the standard for years to come.



EXCITING NEW TORSION-AIRE RIDE

A remarkable engineering principle inspired DeSoto's new torsion bar front suspension. Combined with wider tires, you get a velvet-soft ride unlike anything you have ever experienced in an automobile . . . with the sure, steady handling and flat cornering of an expensive foreign sports car. Torsion bar suspension comes as standard equipment on every car in both series of the 1957 DeSoto.



EXCITING NEW POWER

Bigger, stronger, more powerful . . . DeSoto for 1957 presents two new V-8 engines—with thrilling new power—unrivalled for performance and economy. Designed and engineered to be years ahead, each is a perfect blending of stark power and velvet smoothness.

2 EXCITING NEW LINES...9 EXCITING NEW MODELS
in the popular Firefly and Firedome series

The Fireflite Series



There is an air of smart luxury inside each Fireflite 4-door sedan. Rich new Ladderstitch Brocade and Nylon Ripple in vibrant complementary colours combine to create an exciting blend of beauty.



FIREFLITE 4-DOOR SEDAN



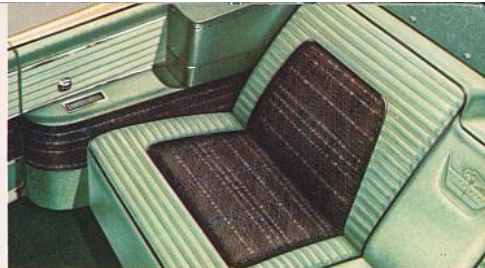
FIREFLITE 2-DOOR SPORTSMAN



Only a truly brilliant new fabric could match the exciting styling of the De Soto 2-door hardtop for 1957. So Westminster Tweed was created. It is expertly matched with Vynhide bolsters.



FIRELITE CONVERTIBLE



Inside the spirited Firelite convertible, De Soto's new Vinylhide is custom tailored by master craftsmen. Here is a magnificent example of exciting interior styling. You may choose from five glamorous colour combinations.



FIRELITE 4-DOOR SPORTSMAN



FIRELITE 4-DOOR STATION WAGON



THE FIRELITE EXPLORER

An exciting new idea! The third seat in the De Soto EXPLORER faces to the rear for an unobstructed view. You also get a safer, more comfortable ride.



TWO DOME LIGHTS

For more convenient passenger seating or cargo loading at night, all EXPLORER station wagons have two new extra-large dome lights.



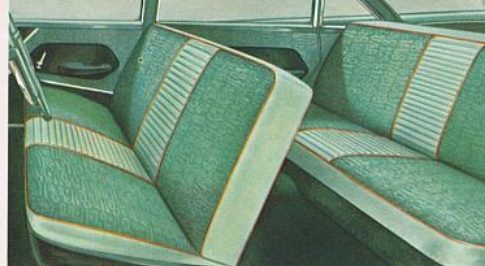
THE FIRELITE SHOPPER

Big cargo space . . . smooth-riding comfort . . . exciting new fabrics that will keep their fresh look and sparkle . . . all in the smart De Soto SHOPPER.

The Firedome Series



FIREDOM 4-DOOR SEDAN



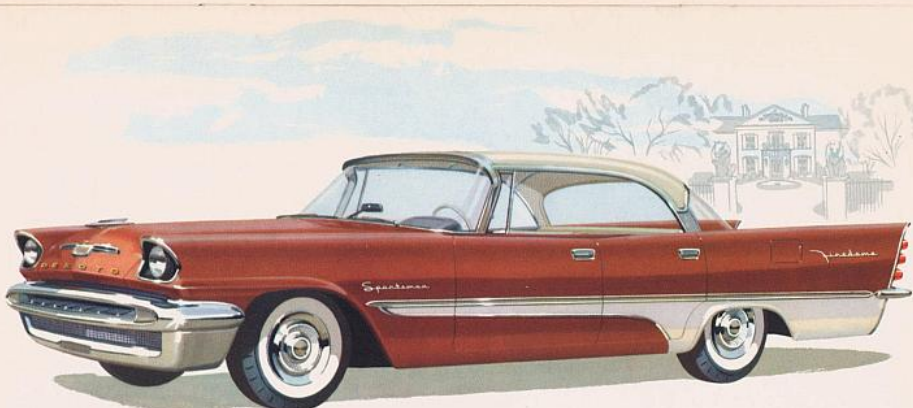
Fabrics of rich weave and tasteful colour grace the Firedome series. Textured Nylon and Silvered Brocade have been chosen to compliment the exciting exterior colour combinations and clean, refreshing new style.



FIREDOM 2-DOOR SPORTSMAN



Here we see the new Silvered Brocade setting the keynote for this Firedome convertible interior. Its companion material is Vinyhide, as sleek and regal as the inspired design of the car itself. Choose an all-Vinyhide interior if you prefer.



FIREDOM 4-DOOR SPORTSMAN



FIREDOM CONVERTIBLE



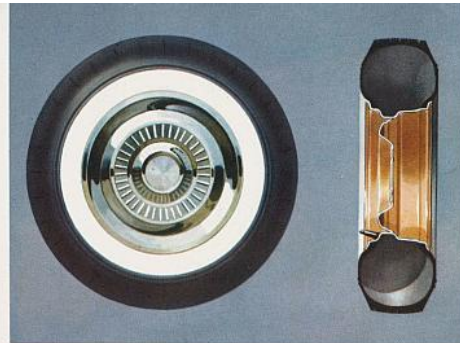
NEW VISTA-VIEW WINDSHIELD

DeSoto windshields are still larger for 1957 . . . larger yet in convertibles . . . for better, safer visibility to the front and sides. And new 16-inch wiper blades clean more glass area. The Vista-View windshield assures a perfect view of the road.



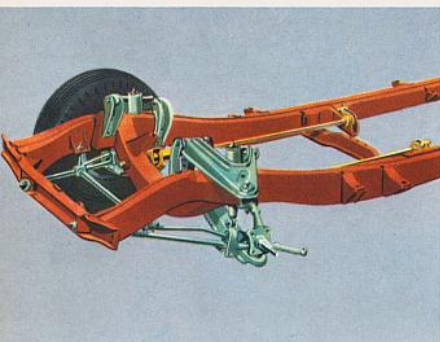
NEW DUAL HEADLIGHTS

The installation of dual headlights is governed by provincial legislation. Your dealer will be pleased to advise you of the regulations of your own province. The smaller "country-beam" headlight comes on when you switch on your bright lights, providing an extra margin of safety for the open road.



NEW WHEELS AND TIRES

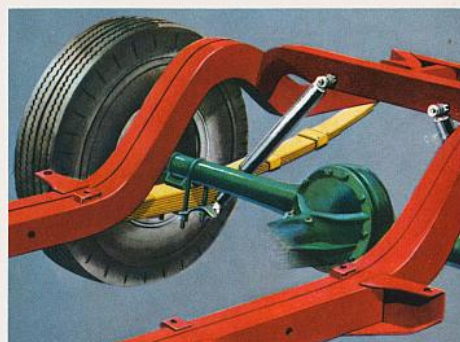
The new safety rim for 1957 is just 14 inches in diameter . . . and a full half inch wider. The newly designed tires ride softer and provide greatly increased traction. A redesigned tread pattern adds to the quiet, silky ride and superb ease of handling.



NEW TORSION BAR FRONT SUSPENSION

DeSoto's new front suspension eliminates old fashioned coil springs. Mounted on a heavier, stronger frame, torsion bars give a better ride, easier handling and longer life . . . contribute to De Soto's sleek low-level styling . . . are the key to Torsion-Aire Ride.

Exciting New Beauty Plus New Performance Features Make De Soto the Unchallenged Leader



NEW REAR SUSPENSION SYSTEM

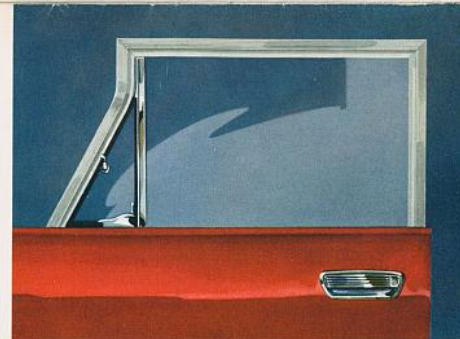
Rear axle mountings are closer to the front of the newly designed rear springs . . . another reason for De Soto's exciting riding qualities. And the rear springs are mounted at a new location . . . outside the frame . . . for greater safety and stability.



NEW SIGNAL TOWER TAILLIGHTS

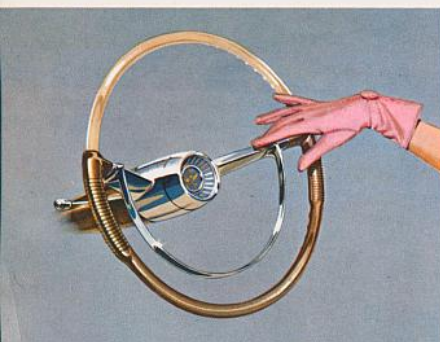
For 1957, De Soto provides separate signal lights that operate only when the brake pedal is depressed or the turn indicators are flashing. Dual taillights and back-up lights are also included. These separate braking lights assure safer, more positive signaling at night.

Here you see 10 of the exciting new features available in the 1957 De Soto. There are dozens more like these illustrated which can only be appreciated behind the wheel of this amazing automobile. Won't you find out for yourself and drive a 1957 De Soto . . . today?



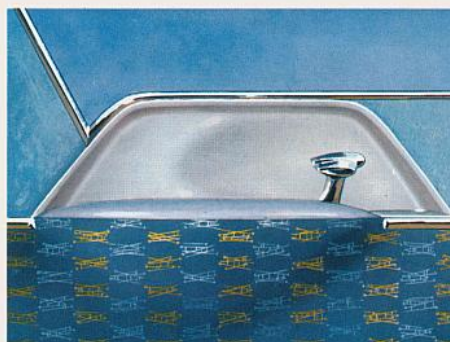
NEW ALUMINUM DOOR FRAMES

All 1957 De Soto Firelite and Firedome 4-door sedans have smart burnished aluminum door frames that add to the sleek style and rugged sturdiness. Here is an example of the detailing found only in De Soto . . . the most exciting car in the world today!



IMPROVED FULL-TIME POWER STEERING

New engineering refinements make De Soto full-time power steering easier, more efficient . . . the finest in the industry. Here is the most effortless turning and parking known . . . power that works full-time . . . all the time . . . for perfect ease and control.



NEW ARM REST DOOR HANDLES

A perfect blending of the designer's style and the engineer's practicality. Your arm rests comfortably on this broad new handle . . . a slight pull opens the door almost automatically. Smart and functional, these big handles add beauty and grace to the Firelite door panel.



NEW SIX-WAY POWER SEAT

A light touch on the power control moves the front seat forward or to the rear, up or down . . . and tilts it up or back to the perfect position and angle for maximum driving comfort. It's adjustable exactly as you want it, regardless of your height or weight.

1957 De Soto SPECIFICATIONS



ENGINES: *Fireflite.* 8-cylinder, 90 degree V; valves inclined, lateral overhead; intake valve diameter, 1.94"; exhaust valve diameter 1.75"; bore and stroke, 3.78" x 3.80"; compression ratio 9.25 to 1; displacement 341 cu. in.; 4-barrel carburetor standard equipment. Taxable hp 45.7. Premium fuel recommended.

Firedome. 8-cylinder, 90 degree V; valves inclined, lateral overhead; intake valve diameter, 1.94"; exhaust valve diameter 1.75"; bore and stroke, 3.78" x 3.80"; compression ratio 9.25 to 1; displacement 341 cu. in.; 2-barrel carburetor standard equipment; taxable hp 45.7. Premium fuel recommended.

TRANSMISSIONS: *Fireflite.* Standard equipment Torque-Flite 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) 2.39. Control by manually operated push-buttons (5) mounted on extreme left side of instrument panel. Air cooled heat exchanger.

Firedome. Standard equipment Torque-Flite fully automatic 3-speed transmission with push-button range selector (see Fireflite specifications).

LUBRICATION: *Fireflite and Firedome.* Full pressure to main connecting rod and camshaft bearings. Oil filter standard equipment.

COOLING: *Fireflite.* Full length water jackets surrounded bores; 6-blade 18" diameter shrouded fan; water capacity 17.4 imp. quarts with hot water recirculating heater.)

Firedome. Full length water jackets surrounded bores; 6-blade 12" diameter shrouded fan; water capacity 17.4 imp. quarts with hot water recirculating heater).

DISTRIBUTOR: *Fireflite and Firedome.* Single breaker type; mechanical and vacuum controlled automatic advance.

REAR AXLES: *Fireflite.* Silent-hypoid, semi-floating; ratio 3.36 (3.54 on Fireflite Station wagons.)

Firedome. Silent-hypoid, semi-floating; ratio 3.36.

NOTE: 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-DESOTO DIVISION
CHRYSLER CORPORATION OF CANADA, LIMITED
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