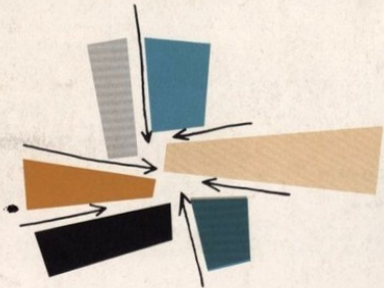


## DESOTO POWER STORY



This year De Soto is all new, smartly styled, and perfectly powered. The 1955 De Soto is the newest proof of the engineering excellence that has always been... De Soto. You will find every new driving convenience to make your motoring safer and more enjoyable. Efficient, economical power is at your command. Power to steer, to turn, and stop your De Soto. Power to raise and lower the windows... to adjust the front seat. In every way the 1955 De Soto is a combination of matchless engineering and unparalleled styling. Truly the car that is... styled for tomorrow.

The

1955

De Soto

BRISTOL & PETERSCO  
CORPORATION

# POWER

Story

Full Time

**POWER STEERING**

Once you've tried new De Soto Full Time Power Steering you won't settle for anything less. Mighty hydraulic muscles do 80% of your work. And only 3 turns of the steering wheel (instead of the conventional 5) from full left to full right. De Soto Power Steering always works "Full Time" for your safety. No "on-again-off-again" action. You always have that safe, sure feel of the road. Full Time Power Steering guides you through slowpoke city traffic, over dangerous rutty roads . . . and you never have to fight the wheel. Parking is yesterday's worry. One finger does the job . . . even in those tight spots. De Soto Full Time Power Steering provides that extra margin of safety when a blowout occurs . . . does the work of holding your new De Soto to a smooth, straightline stop!

