

the all-new '55 **DE SOTO** *Diplomat*

*Setting New Standards of
Style, Comfort, Power
and Performance!*





[White wall tires are special equipment.]



*The Diplomat-Custom four-door Sedan...
styled in luxury... longer, lower and wider*



[White wall tires, exterior windshield visor
and drip moldings are special equipment.]

Everywhere you look are striking new notes of luxury in color and texture.
DeSoto Diplomat sets a new standard for beauty in two-tone styling.



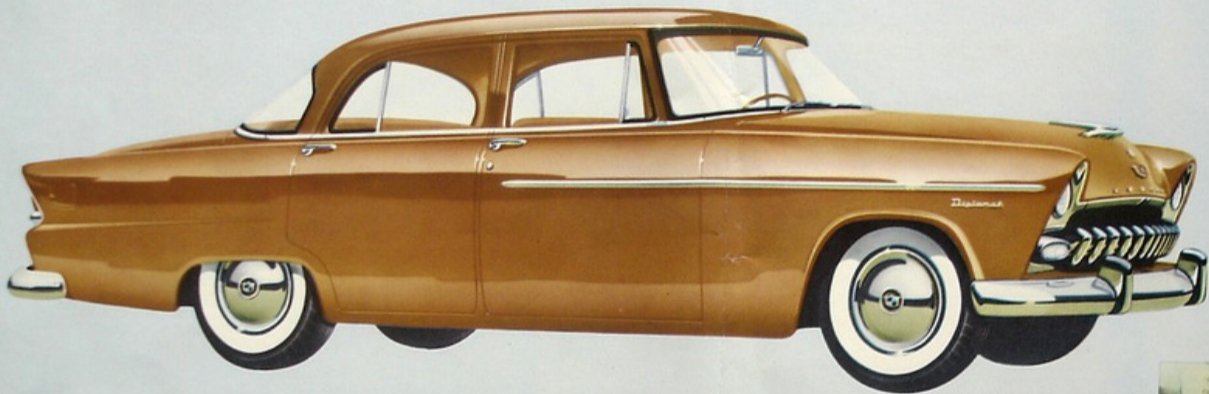
Every bit of color—from the deep-pile Nylon-Rayon carpet on the floor, through the seats, bolsters, door panels and instrument-panel deck—may be selected to satisfy each individual's taste.



The Diplomat-Custom Sport Coupe is available with either the new DeSoto Hi-Fire V-8 engine or the new PowerFlow 6... as differentiated over the grille by these distinctive new ornaments.



*The DeSoto Diplomat-
Custom Sport Coupe*



[White wall tires and wheel covers are special equipment.]

The new DeSoto Diplomat trunk has a full 33.8 cubic feet to hold more luggage than ever before. The gas filler pipe is behind the spare tire to afford maximum loading space. The lid is counter-balanced for easy and safe opening.



The Diplomat four-door Sedan

No other car in the class of the Diplomat four-door Sedan has ever offered so much room and style both inside and out. Its clean, flow-

ing, low appearance accentuates the beauty of the Diplomat's lines. Its built-in value is reflected in even the smallest detail.





Easy to load. The fold-down back seat gives easy, instant access to the longer, flat deck space. Spare tire is out of sight under the floor. Tailgate folds flat.

[White wall tires and wheel covers are special equipment.]

The Diplomat 6 two-door Utility

DeSoto—first in all-metal "Utility Wagons" in its field—now offers the longest, roomiest two-door Diplomat Utility ever built. Smart, washable interiors in rich shades are matched with new exterior colors.

The DeSoto Utility is as rugged as it is spacious, with a new stronger chassis and reinforced Double-Channel Box-Section Girder Frame . . . built for dual service transportation.

