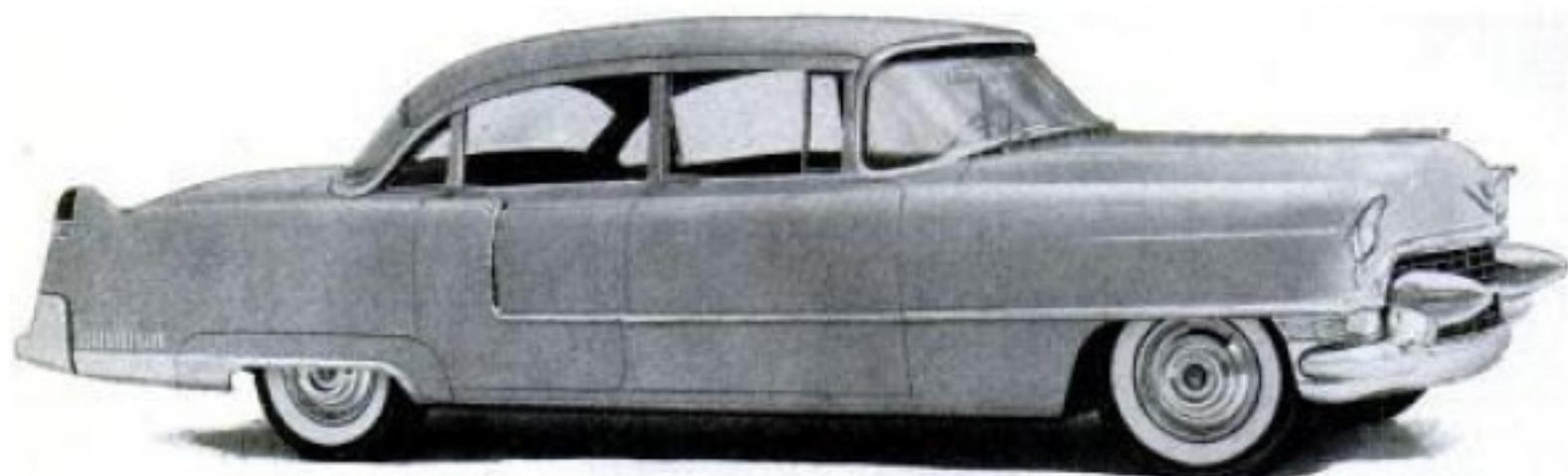


Horsepower 188 and 236  
 Displacement: 264.0 and 322.0  
 Over-all length: 206.6 and 215.9

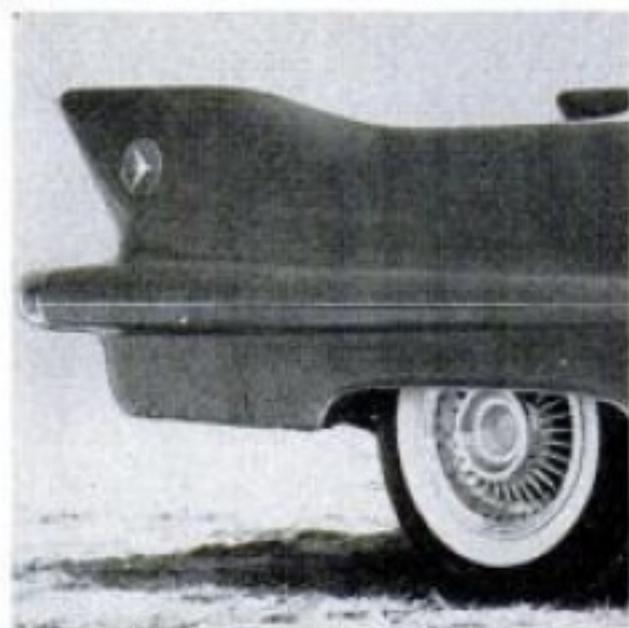
## 1955 Buick

Buick, after an all-new body in 1954, offers a major face lift and considerable mechanical improvements. The front grille is a honeycomb design with huge bumper projections. Rear fenders run straight back without the 1954 step-up styling. Taillights are larger and set in a chrome housing. Horsepower is away up, with all but the Special boasting 236 horsepower. Variable-pitch stator blades on the Dynaflo improve performance about 10 percent. When you floor the accelerator, the blades adjust for top performance; when you release it, they return to an economy setting.



Horsepower: 250 and 270  
 Displacement: 331.0  
 Over-all length: 216.3, 227.3 and 237.1

Cadillac continues its body styling with only minor changes. Most obvious is the shortened vertical stone guard on the rear door. It now runs into a horizontal chrome strip from the front fender. Grille and bumper projections are restyled as are front parking lights. A narrow center post is featured on four-door sedans. Horsepower is up and the new Eldorado sport convertible (which has sharklike tail fins, right, similar to those on the El Camino show car) develops a whopping 270 horsepower. Owners of regular models have to be content with 250 horsepower.





Horsepower: 188 and 250  
 Displacement: 301 and 331  
 Over-all length: 218.6 and 218.8

## 1955 Chrysler

Chrysler has an all-new style for 1955. Its downward-sloping hood and bold grille design emphasize the car's width and lowness. Unusual two-tone paint jobs provide a sporty look. Taillights are slender vertical lines to accent rear-end styling. Other features are wrap-around windshield, dash-mounted shift lever and cockpit-styled instrument panel. The new 188-horsepower Windsor V8 engine uses a modified hemispherical combustion chamber. The New Yorker series develops 250 horsepower.



Horsepower: 185 and 200  
 Displacement: 290.8  
 Over-all length: 217.9 and 218.6

## 1955 DeSoto

DeSoto is also all new for 1955. Both its V8 engines have hemispheric combustion chambers and twin rocker-arm shafts. Both use regular fuel yet develop 185 and 200 horsepower. Also new are flush door handles, "gull wing" dashboard, wrap-around windshield, improved suspension, and a long, sleek hardtop called the Sportsman.

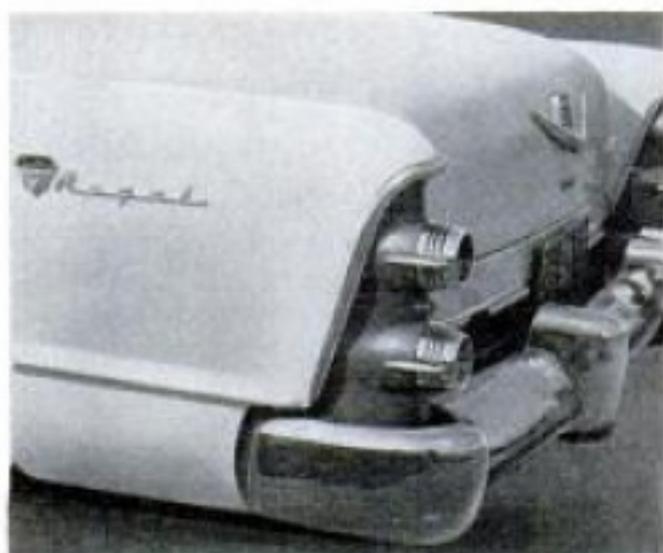




## 1955 Dodge

Horsepower: 123, 175, 183 and 193  
 Displacement: 230.0 and 270.0  
 Over-all length: 212.1

Dodge offers a sleek new styling all its own, unlike previous years when it bore a family resemblance to other Chrysler products. Longer than last year by as much as 16 inches in some models, Dodge has a low, slender look. Power options of up to 193 horsepower are available. There are three engines this year: The six and two V8s (one has a single rocker-arm shaft, the other has two, as did the 1954 engine). The Lancer hardtop sports a three-tone paint job, first in the industry. Other features: Suspended pedals; twin-jet taillights; wrap-around windshield; wider doors.



Horsepower: 120, 162 and 182  
 Displacement: 223.0 and 272.0  
 Over-all length: 198 (approx.)

## 1955 Ford

Ford, too, has a new styling for 1955. Its top line is now the Fairlane (the name of the late Henry Ford's estate). Fairlane models have a sweeping chrome trim from headlight to taillight, dipping abruptly on the front door panel. One hardtop has a chrome arch over the roof from beltline to beltline. Horsepower is now 162 on regular V8 models (last year: 130) and an optional 182 on Fairlane and station wagons at extra cost by addition of dual exhaust, four-barrel carburetors, special intake manifold.





Horsepower: 250  
Displacement: 331.0  
Over-all length: 223.0 and 242.5

## **1955 Imperial**

Chrysler has given the Imperial a distinctive body style for 1955, making it a separate line from Chryslers. A low-production prestige car, the Imperial is immediately identified by twin taillights mounted saucily atop rear fenders. Low and long, the car has full wheel cutouts and no protruding hood ornament. All models have 250 horsepower. Crown Imperials (the top line) feature the industry's only disk brakes.



Horsepower: 225  
Displacement: 341.0  
Over-all length: 215.6

## **1955 Lincoln**

Lincoln has a new torque-converter transmission of its own design (it used Hydra-Matic before). It features a low-gear breakaway start. Horsepower is up, and dual exhausts standard. Push-button lubrication system greases car as you drive. You press a button on dashboard and 11 chassis points are instantly greased.





Horsepower: 188 and 198  
 Displacement: 292.0  
 Over-all length: 206.3

## 1955 Mercury

Mercury has a new top line, the Montclair, 1½ inches lower than other models (which are an inch lower than 1954 bodies). Horsepower is up; four-barrel carburetors standard. Merc-O-Matic is improved for faster starts. Brakes have greater lining area. Like Lincoln, it has push-button lubrication for front end. Touch a button on the dash and grease is forced into 13 chassis points. Reservoir holds a year's supply of grease. It's optional at extra cost.



## 1955 Oldsmobile

Horsepower: 185 and 202  
 Displacement: 324.0  
 Over-all length: 203.4 and 212.4

Oldsmobile has boosted horsepower to 202 by combustion-chamber modifications, high-lift camshaft, increased compression and larger exhaust valves. Two-barrel carburetor is standard on 88 models, four-barrel on others. Front end is restyled with hooded headlights. The word "Oldsmobile" stands upright in block letters on the front grille. A new side molding continues the flashy two-tone combinations so popular on 1954 Oldsmobiles.





## 1955 Plymouth

Horsepower: 117, 157, 167 and 177  
 Displacement: 230.2, 241.6 and 259.3  
 Over-all length: 203.8

Plymouth has the most radical style change in its history. Over 10 inches longer, it features front fenders that slant forward rakishly. The new overhead-valve V8 has 157 and 167 horsepower and an optional power pack to boost it to 177. The inline six is still available. Other features: Wrap-around windshield; dash-mounted shift lever; reverse-angle taillights; and unusual two-tone paint combinations.



Horsepower: 90  
 Displacement: 195.6  
 Over-all length: 178.3 and 186.3

For the first time since it was brought out, the Rambler is not the Nash Rambler. It is now being sold by both Nash and Hudson dealers as the Rambler. Most important improvement in the 1955 models is a drastically reduced turn-circle diameter made possible by cutting the fender skirts away from the front wheels. Front tread is now slightly wider than the rear. Turn-circle diameter is 36 feet on two-door models, the shortest in the industry and six feet less than on the 1954 Ramblers.

