

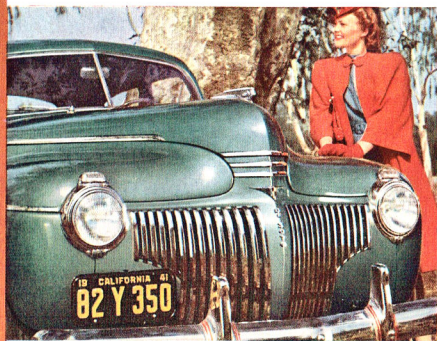
DE SOTO FOR 1941



17 FEET OF SHEER BEAUTY

DE SOTO'S THE CAR WITH

New Rocket Bodies



You Have Thirteen New Body Styles to Choose From—
the Smart De Luxe and the Even More Luxurious Custom.
All Are Long, Low, "Ground-Hugging" Cars!

★

MASSIVE AND SMART in appearance—the beautiful 1941 Rocket Bodied DeSotos feature clean streamlining—solid construction—great interior roominess. They're more than 17 feet long... are lower, without sacrifice of headroom.

DE SOTO'S NEW CUSTOM

Two-Tone Interiors

★

EVERY DETAIL of the new De Soto Custom Two-Tone Interiors reflects quality...fine workmanship.

The distinctive new hardware has beautiful plastic inlays. Smart chrome beading separates the two tones of trim material on all doors. The bolster-type Form-Rest Seats are cushioned with soft, resilient Airfoam...and the superbly-tailored upholstery is of the finest quality. Choice of color combinations.



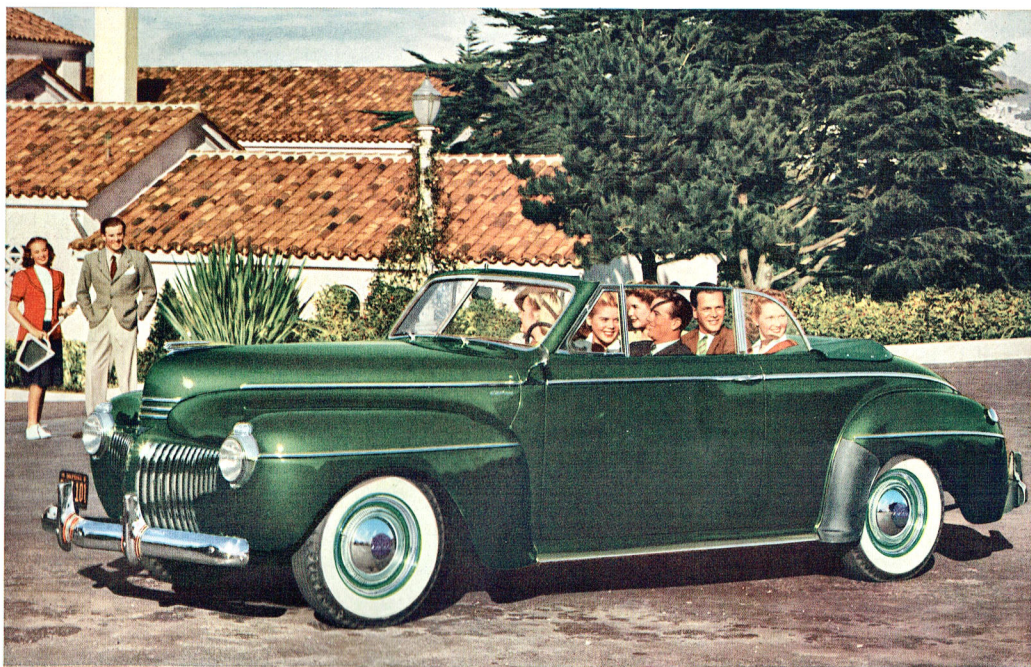
DE SOTO CUSTOM

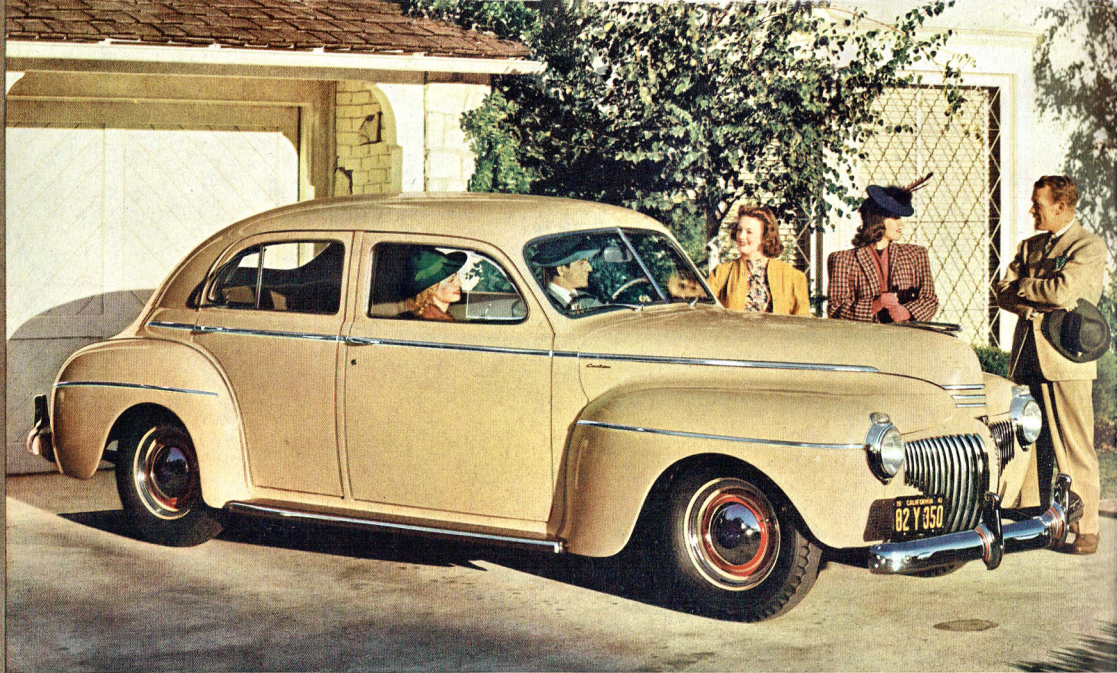
Convertible Club Coupe

A REAL "YEAR-ROUND CAR"...with a full-width rear seat big enough for three people. Plenty of leg room in the rear compartment. Power-operated top goes up or down automatically. The rear wing windows are an important new feature... provide better wind protection, better vision.

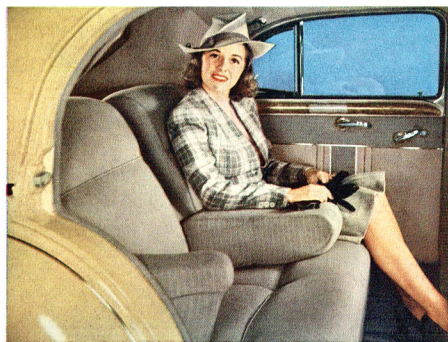


• White sidewall tires are standard equipment. Handsome leather and whipcord upholstery available in choice of colors. A smart, yet practical car...warm and snug in winter.





A STUNNING NEW BODY STYLE—THE DE SOTO CUSTOM



Town Sedan



THE LONG, LOW LINES of the 1941 De Soto's new Rocket Body are particularly pronounced in this Town Sedan, available only in the Custom line.

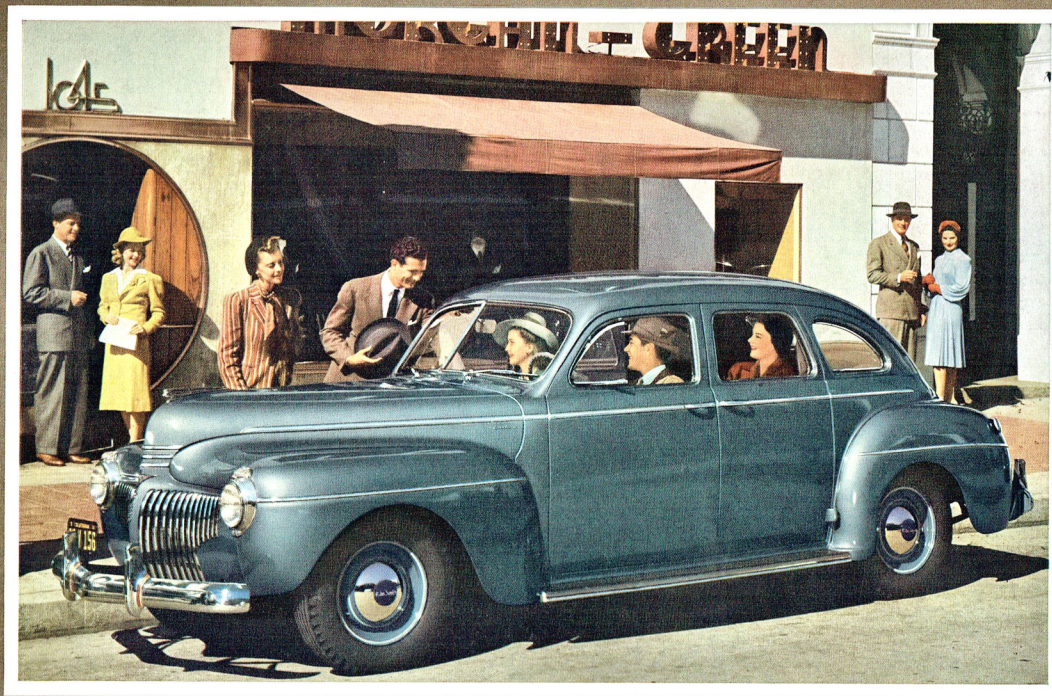
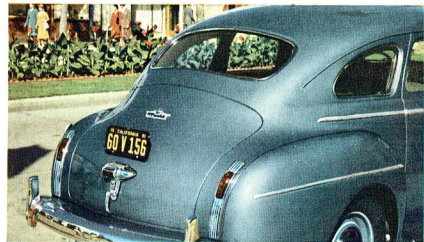
Rear doors open against wind. Ventilating wings are mounted in rear as well as front windows to bring you better ventilation, better visibility. The beautiful Two-Tone Interior features a smart folding center arm rest in the rear seat.

DE SOTO CUSTOM

Four-Door Sedan

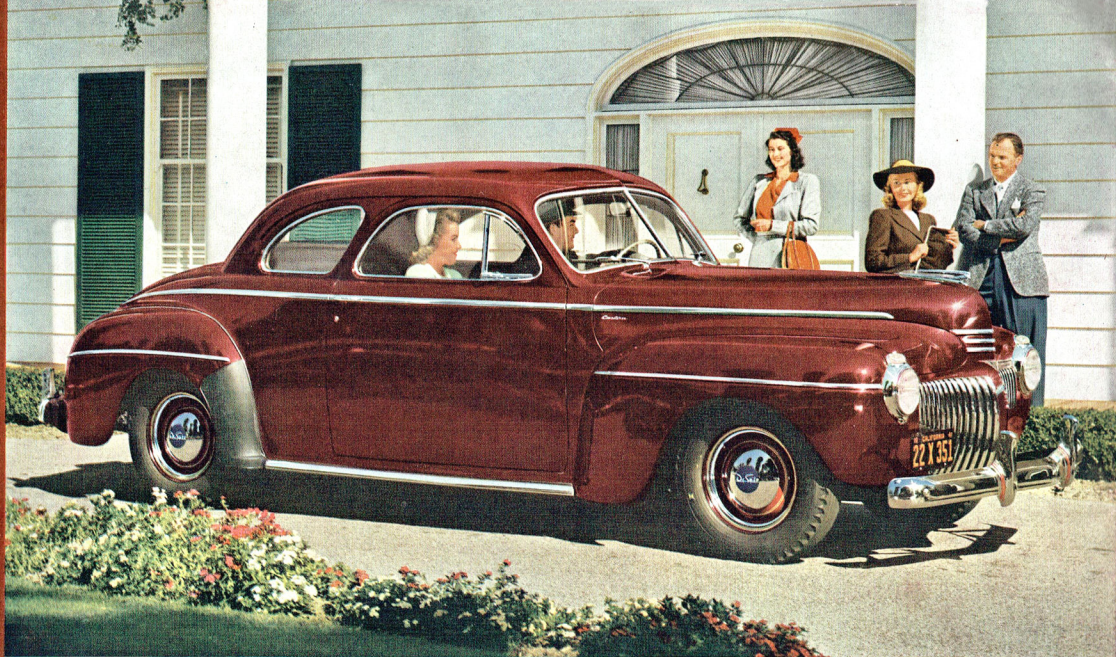


WORLDS OF ROOM for six—ultra-smart styling—are yours in this beautiful Rocket Body model. The wide front and rear doors permit easy entrance and exit. The “back is as beautiful as the front”—and conceals a spacious luggage compartment.



• Coming or going—inside and out—this is an extremely smart car. You have a choice of solid colors or Two-Tone combinations... with Custom Two-Tone Interiors to match.





THERE'S ROOM FOR SIX IN
DE SOTO'S SMART, NEW CUSTOM

Club Coupe



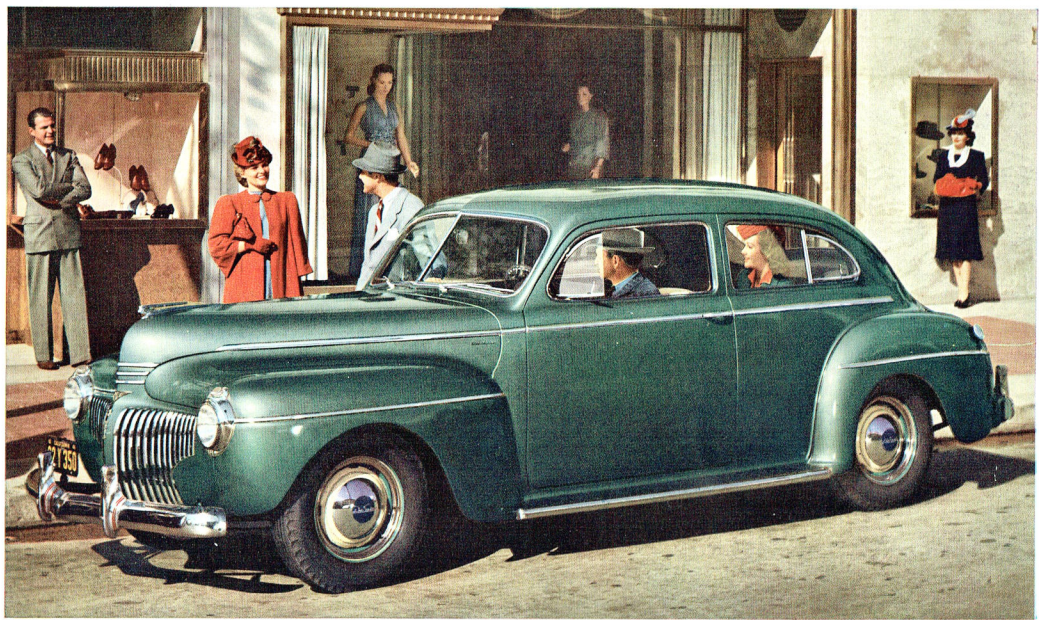
A BEAUTIFUL new Rocket Body model with lots of style and plenty of riding room for six people.

An unusually wide door offers easy access to the full-width Airfoam rear seat . . . There's plenty of head and leg room in the rear compartment, and big ventilating rear windows provide fine visibility and ventilation for rear seat passengers.

DE SOTO CUSTOM

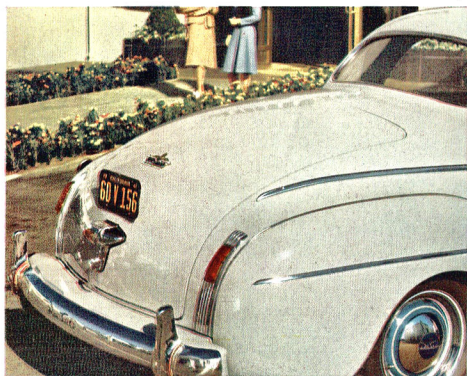
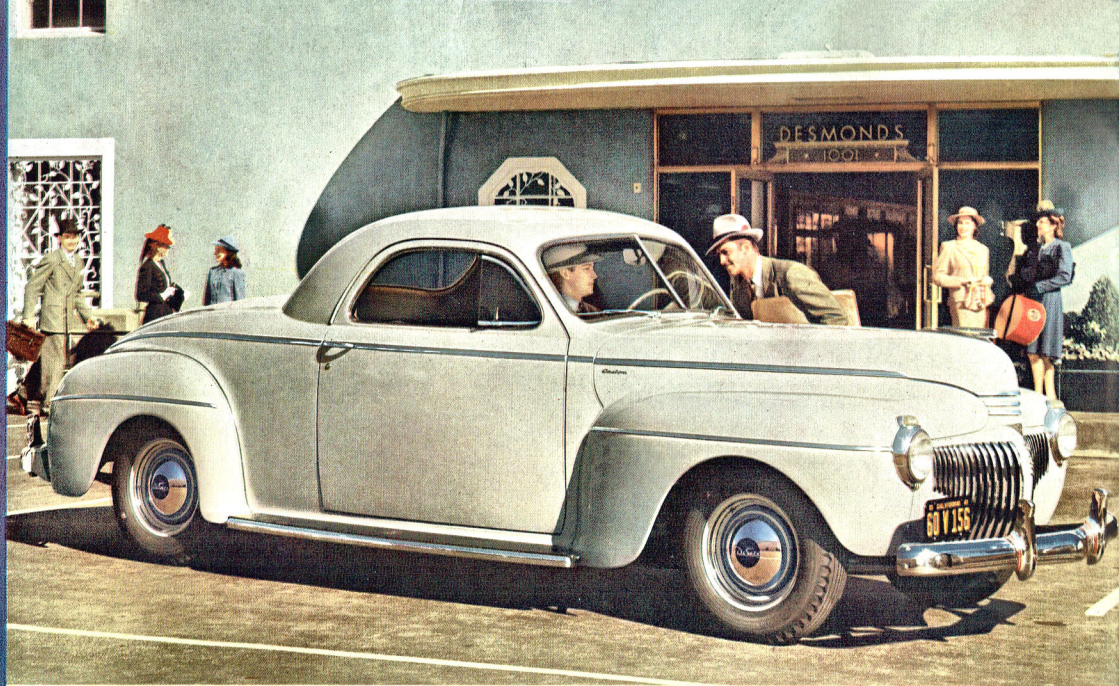
Brougham

A ROOMY, rakish two-door model...with long, low lines. New chrome-framed ventilating windows in rear add to exterior smartness and interior comfort. A new folding arm rest in center of rear seat provides arm-chair comfort—increases the luxury of the beautiful De Soto Custom Two-Tone Interior.



• Two-speed electric windshield wipers—
scuff carpets at bottom of doors—fully-lined
luggage compartments are standard equip-
ment on all DeSoto Custom Sedans.





ANOTHER STYLE LEADER
—DE SOTO'S NEW

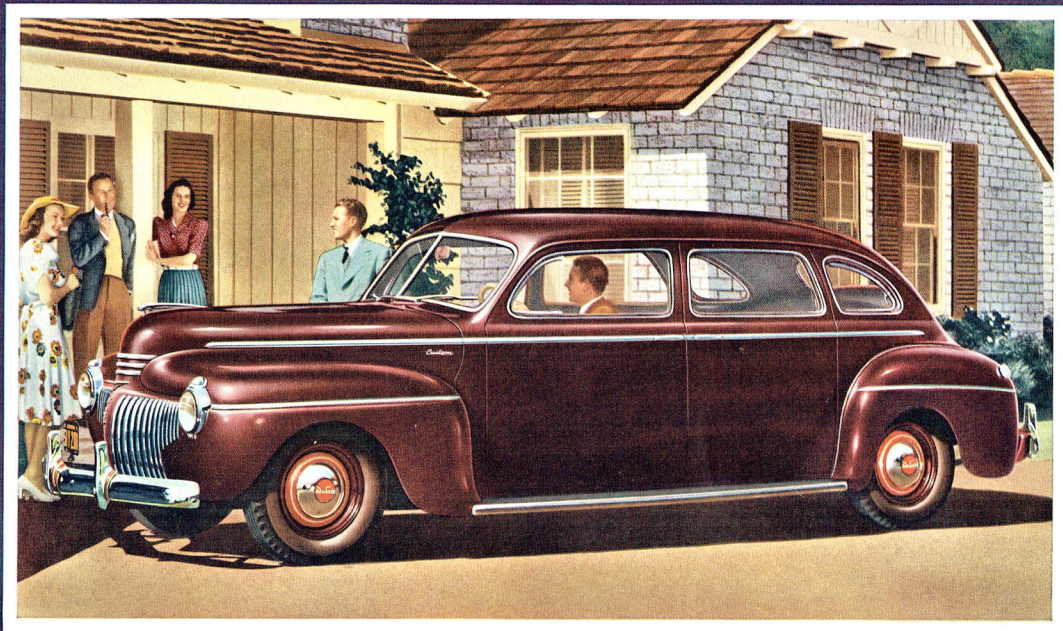
Custom Coupe

★
BUILT ON the big 121½-inch De Soto wheelbase, custom-finished inside and out, this Rocket Body coupe offers unusual size and smartness. All windows are framed in chrome. The interior is in beautiful Two-Tone. And the sweeping rear end conceals a tremendous luggage locker.

DE SOTO CUSTOM
7-Passenger Sedan
AND CUSTOM LIMOUSINE



THESE TWO MODELS are comparable in size and luxury with the most expensive makes. They are built on big 139½-inch wheel-bases—powered by 110-horsepower engines. The glass partition and leather front seat (right) are features of the Limousine.



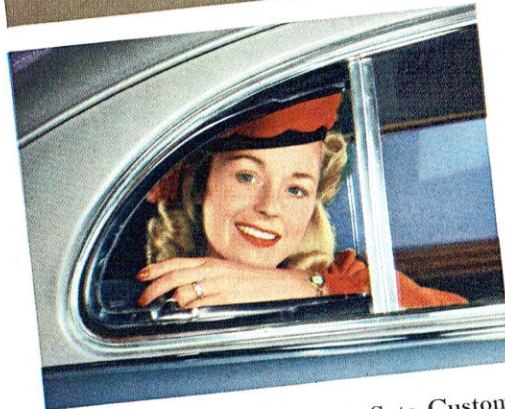
• They're big, luxurious cars in every way—with Airfoam seats, beautiful interior styling! The comfortable auxiliary seats fold completely out of the way when not in use.



Fine Craftsmanship

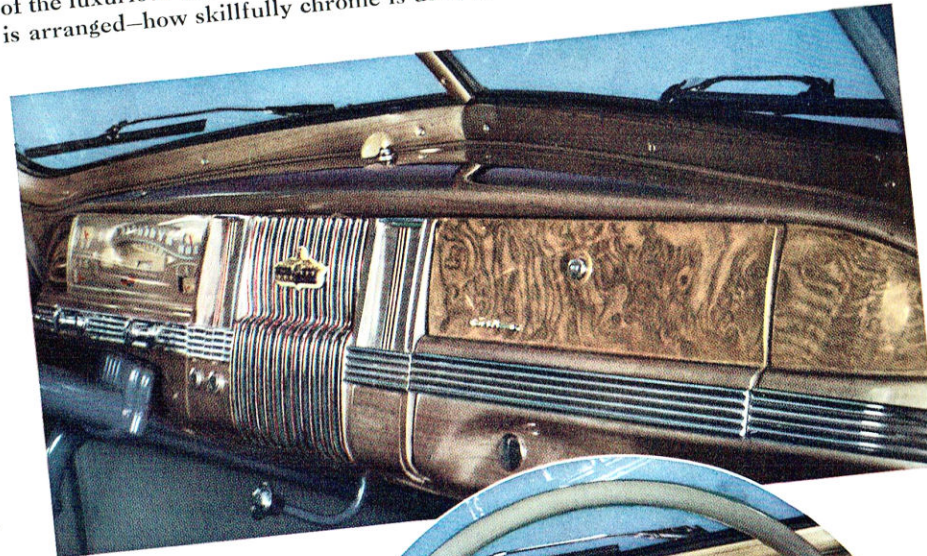
BRILLIANT STYLING. NEW COMFORT AND CONVENIENCE. IN DE SOTO!

YOU'LL FIND QUALITY IN EVERY DETAIL!

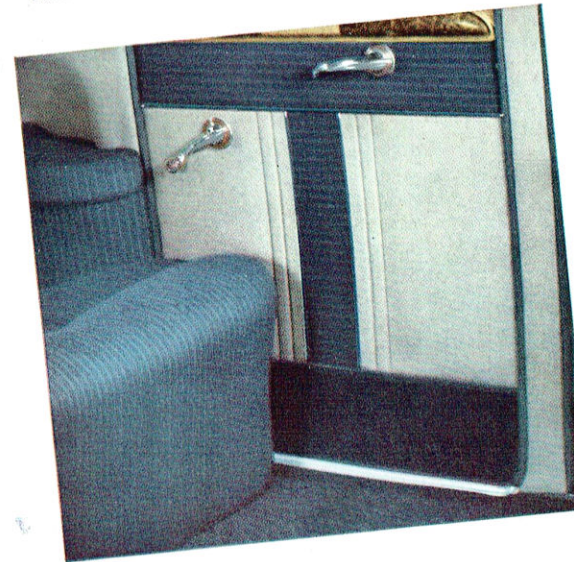


★ A new feature on 1941 DeSoto Custom Town Sedan and Brougham: Smart, chrome-framed ventilating wings in rear windows.

● Even DeSoto's instrument panel (shown below) conforms to the Two-Tone motif of the luxurious interiors. Note the richly grained finish...how perfectly the panel is arranged—how skillfully chrome is used to add to its distinguished appearance.



● DeSoto's Custom Two-Tone Interiors feature richly colored, deep-piled carpeting with protective scuff carpets on bottom of the doors.



● You ride on Airfoam in all of the 1941 DeSoto Custom models. This softer, more resilient rubber cushioning increases riding comfort tremendously!

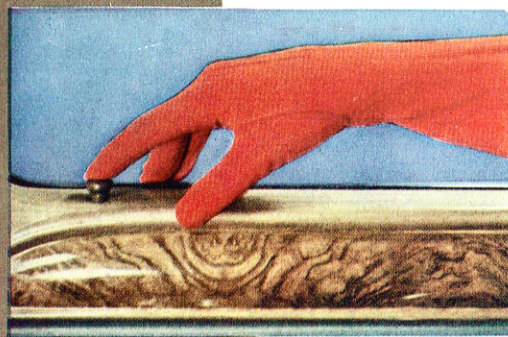


● DeSoto's richly-grained glove compartment door opens at the touch of a finger. Ample room inside for small packages.

● De Soto's new alligator hood (shown below) locks from the inside of the car to protect battery and engine parts from theft. A special catch prevents accidental opening.

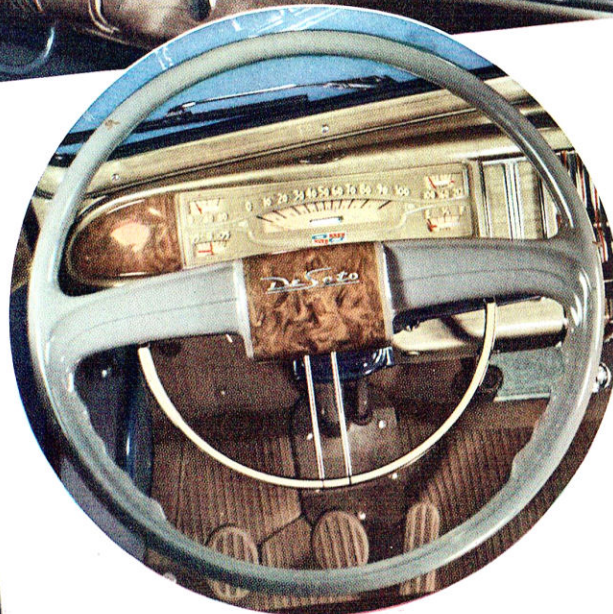


● DeSoto's Safety Glass rear window is curved to follow the graceful contour of the De Soto body. It provides a 47.6% increase in rear window area—better visibility. Its generous size adds to De Soto's luxurious look. ★



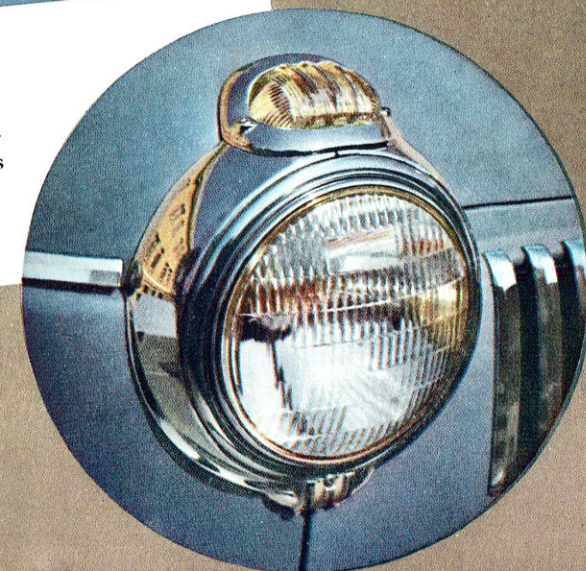
● On 4-door sedans, safety catches on the rear doors prevent accidental opening.

★ Carpeting on the floor of front compartment adds to the interior beauty and luxury of the new 1941 DeSoto Custom models.



● Note the grace and beauty of DeSoto's new steering wheel. It fits your hands—and its construction permits a clear view of all instruments.

● DeSoto's Sealed Beam headlights provide greater safety—50% to 65% better lighting! Parking light at top throws a beam visible from front and side.



NEW COMFORT—NEW SAFETY—NEW BEAUTY EVERYWHERE!

STOP! START!
*Drive All
 Day Without
 Shifting!*



FLUID DRIVE with SIMPLIMATIC TRANSMISSION

Available on All 1941 De Soto Models
 At Moderate Extra Cost!



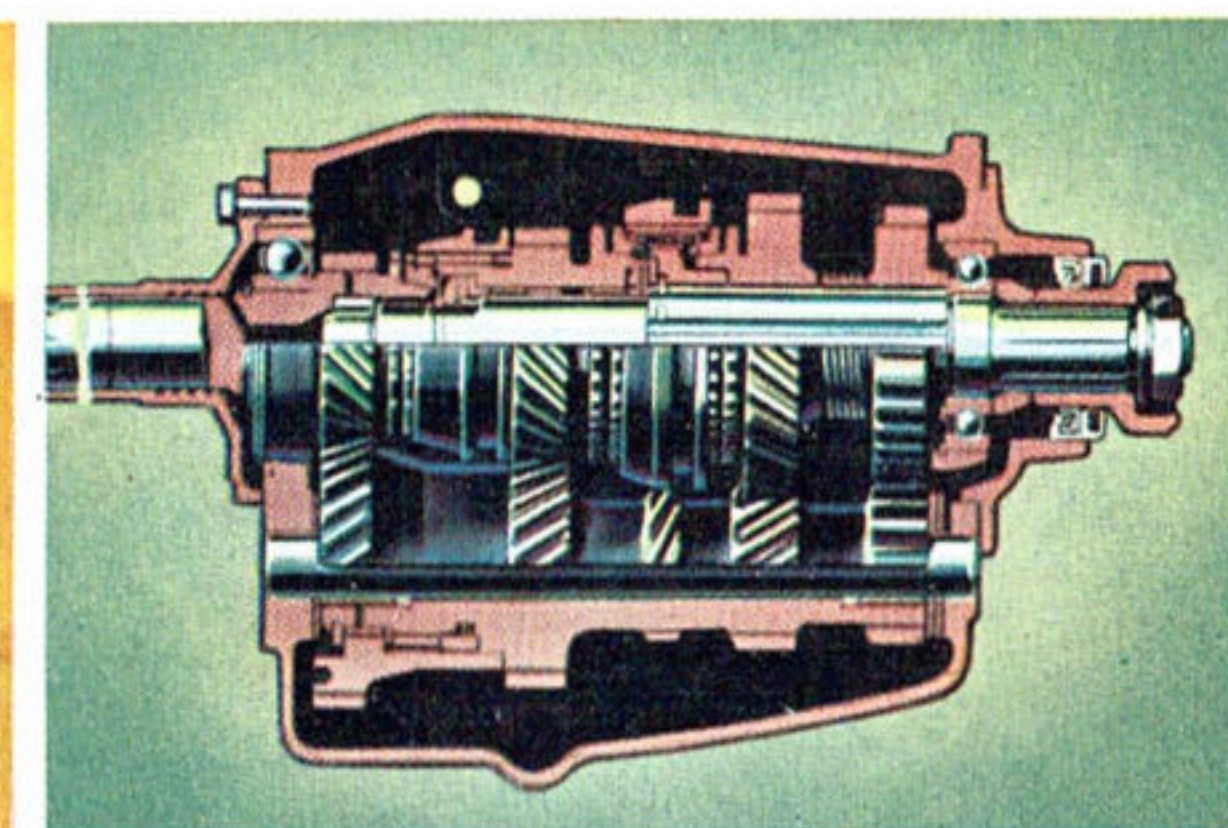
WITH DE SOTO'S FLUID DRIVE and Simplimatic Transmission you can start, stop—drive all day long—*without touching the clutch or gearshift lever!* Fluid Drive transmits power through oil. That's why it's so miraculously smooth, so miraculously silent under all conceivable driving conditions.

And if you need extra power—for pick-up, passing or hills—it's *there!* Simplimatic Transmission enables you to choose the gear you want. For all normal driving, *it actually shifts for you* ... and still you don't have to use gearshift lever or clutch!

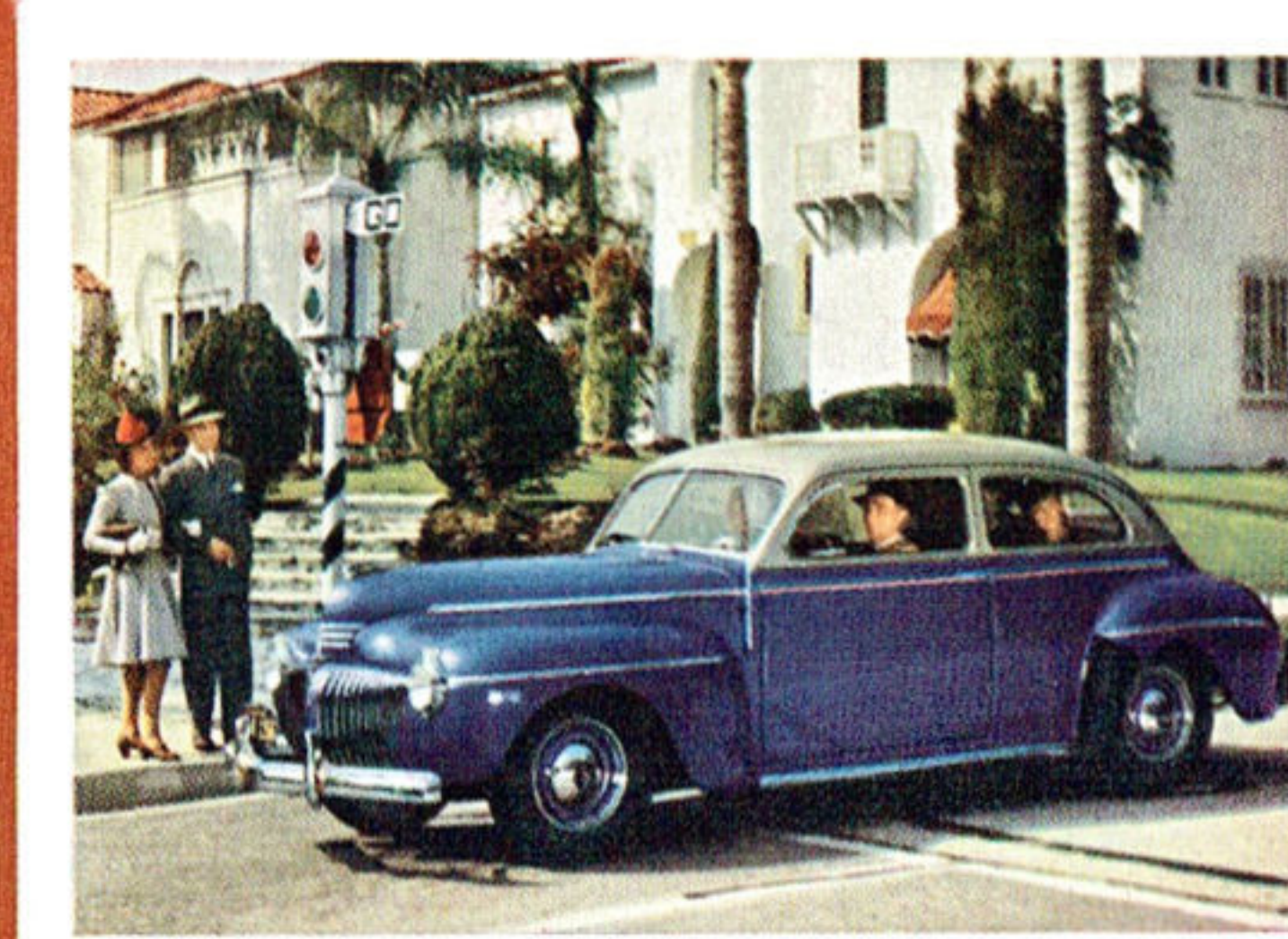
Gearshifting is always under *your* control. Fluid Driving the De Soto Simplimatic Way is simplified driving at its best.



• There is nothing complicated about Fluid Drive and Simplimatic Transmission...you



will find a new thrill in the smooth simplicity of their operation. Try them today.

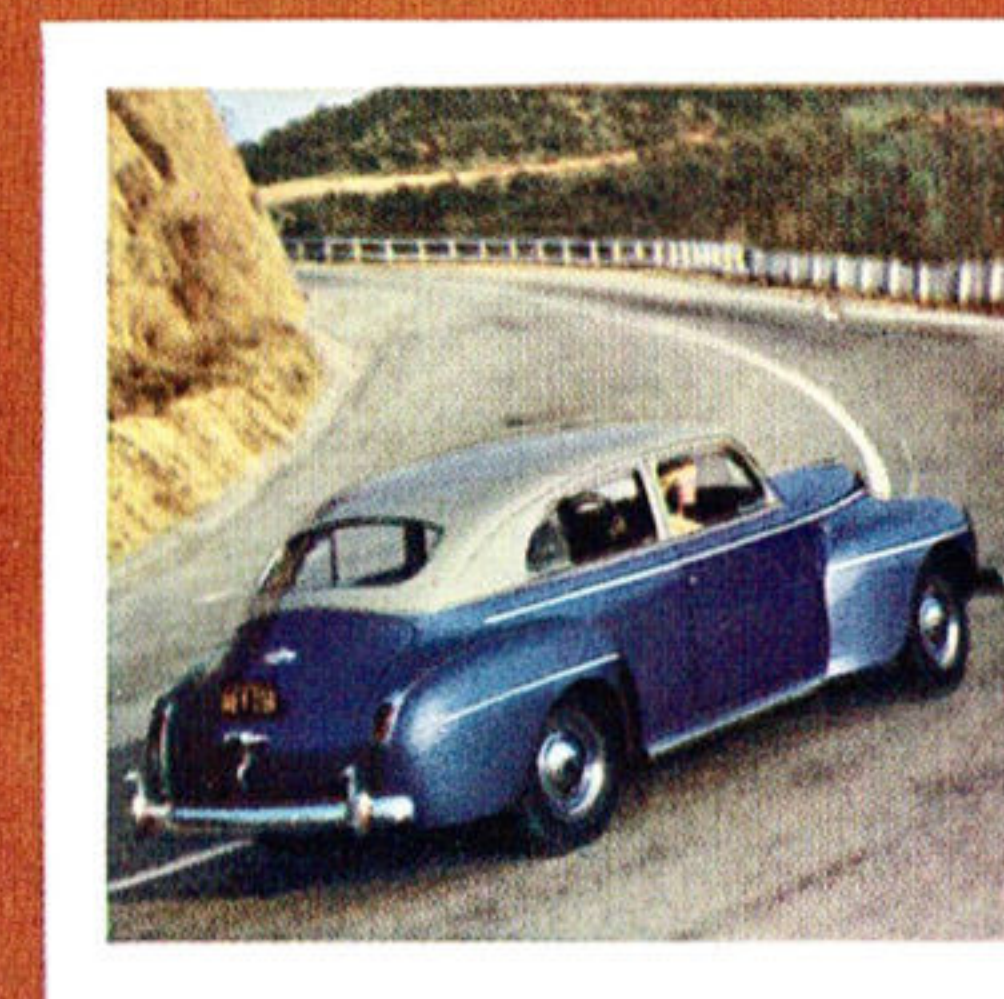


• To stop—you simply step on the brake. To go—simply step on the gas. That's all there is to it!



• Extra power—extra pick-up—are always at your command. You decide when ... and Simplimatic Transmission *shifts for you!*

• Up hill or down—in traffic, on the open highway—Fluid Drive and new Simplimatic Transmission provide quick acceleration, smooth, economical cruising, extra power whenever you need it. You can drive all day without shifting or using the clutch!



1941 De Soto De Luxe



DESOTO FOR 1941 presents a brilliant series of five beautiful new De Luxe body models, so smartly designed and fitted that you would expect them to be much higher-priced cars.

One example of this is the De Luxe Interior below. The seats are deep and comfortable. You'll

find recessed arm rests in all sedans. Upholstery is fine Broadcloth or a beautiful new pile fabric—with a soft, smooth surface that allows you to slide in and out easily. Smartly-grained garnish moldings—finely-tailored door panels and handsome fittings—all reflect quality!

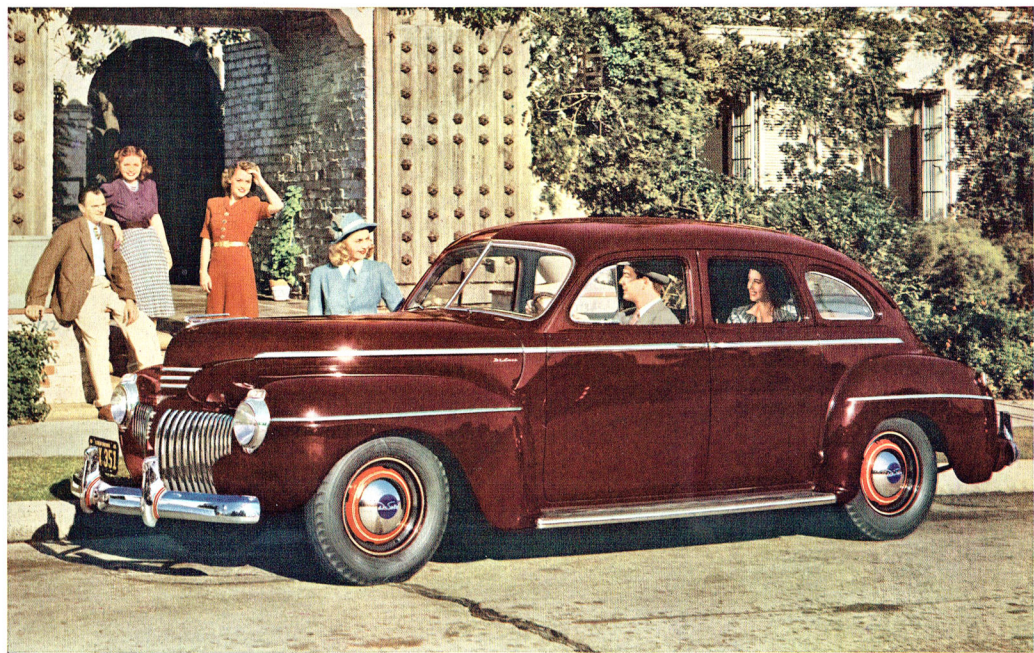
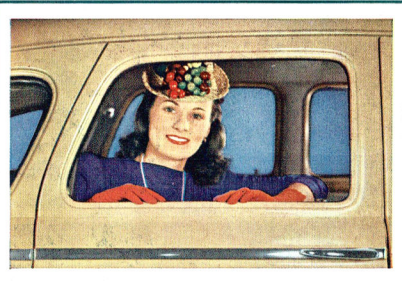


DE SOTO DE LUXE

Four-Door Sedan

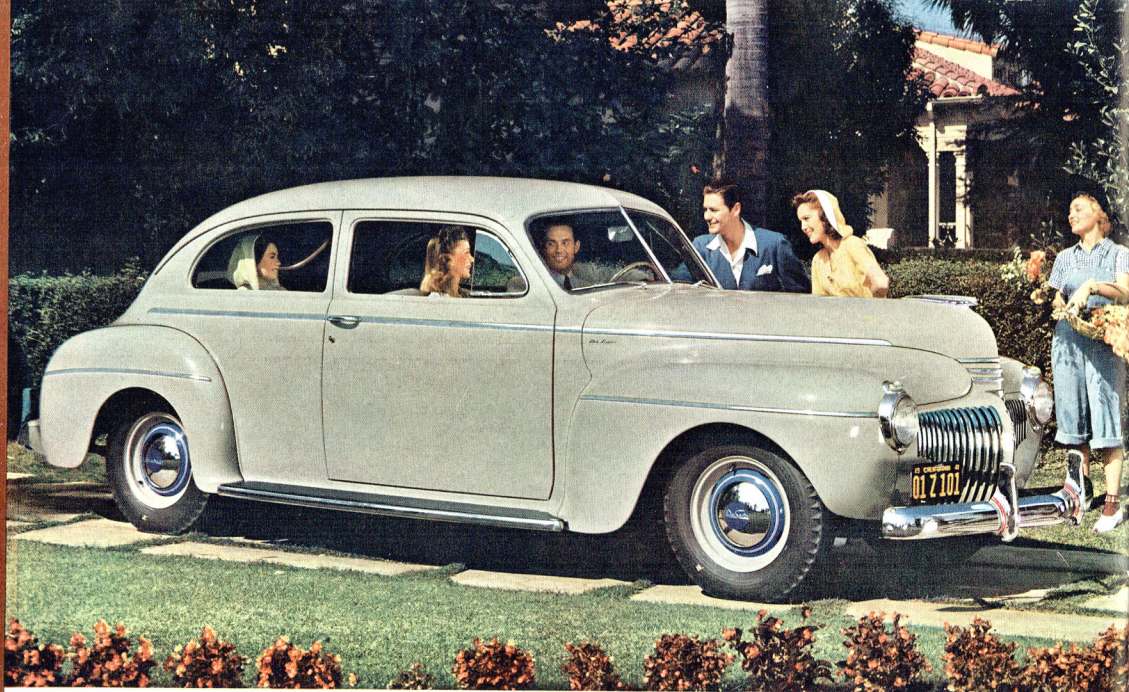
★

SEVENTEEN FEET of fine automobile...with more than enough room for six big people. Rear windows roll all the way down. Doors are full width at bottom, are easy to get in and out of ...and they are rubber-sealed against dust and drafts.



● Note how DeSoto's door handles blend into the chrome strip along side of the car ...and the absence of unsightly joints and valleys between front fender and hood.

★



CLEAN LINES_SMART USE OF CHROME_REAL QUALITY!

DE SOTO DE LUXE

Two-Door Sedan

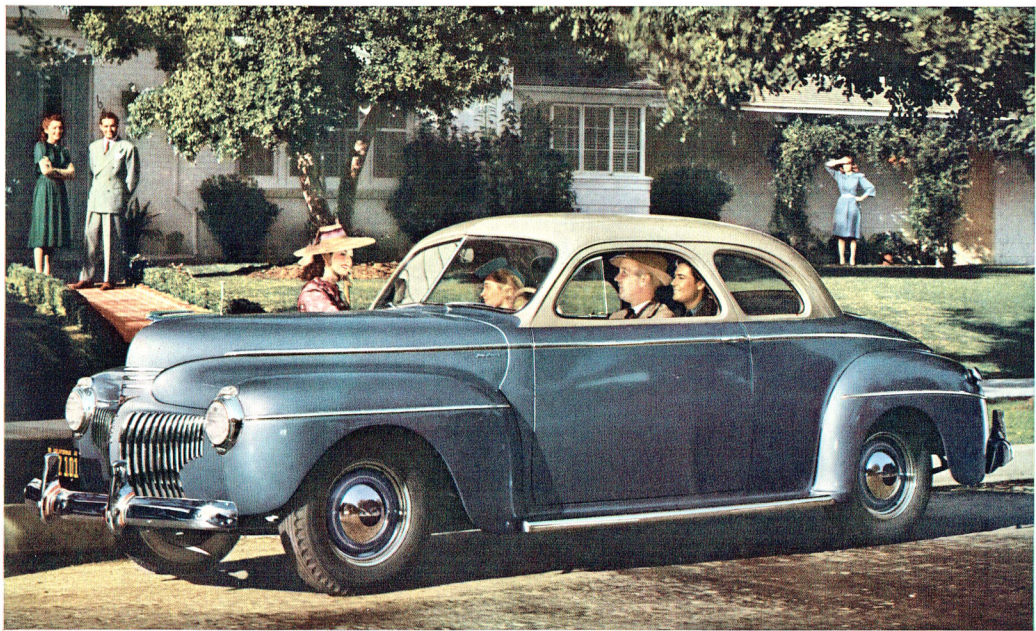


A LONG, LOW, powerful car...with styling and beauty that look dollars above their actual price. An extremely wide door provides easy entrance and exit to rear seat. And the large luggage locker in the rear has a spring counter-balanced lid...a child can lift it easily, and it remains up in position when raised above center.

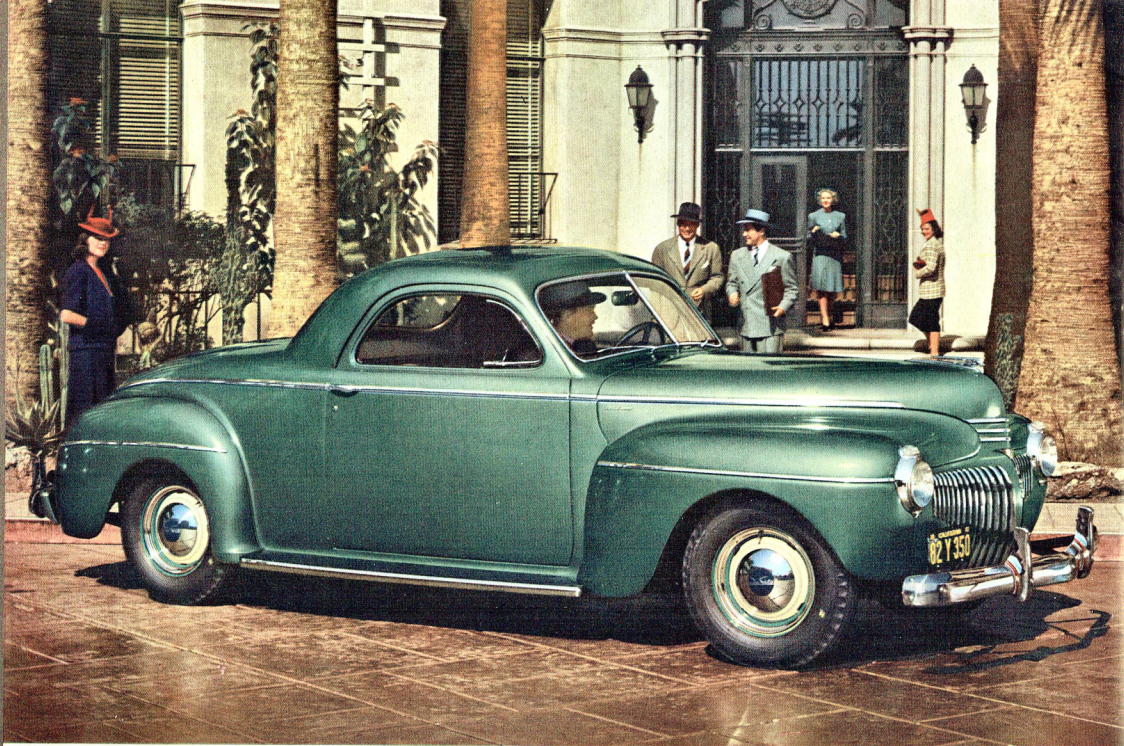
DE SOTO DE LUXE

5-Passenger Coupe

★
ANOTHER GREAT Rocket Body model...with plenty of room for six people. The rear compartment has a full-width seat and it offers almost as much head and leg room as many sedans. A large luggage locker is also provided. All DeSotos are available in both Two-Tone and solid body colors.



★
● All 1941 DeSotos are finished in "Dura-sheen"—a lustrous, baked-on enamel which actually *improves* with use. Under the finish, the entire body is completely rustproofed!



A PERFECT COMBINATION OF BEAUTY
AND UTILITY—DE SOTO'S DE LUXE

Business Coupe

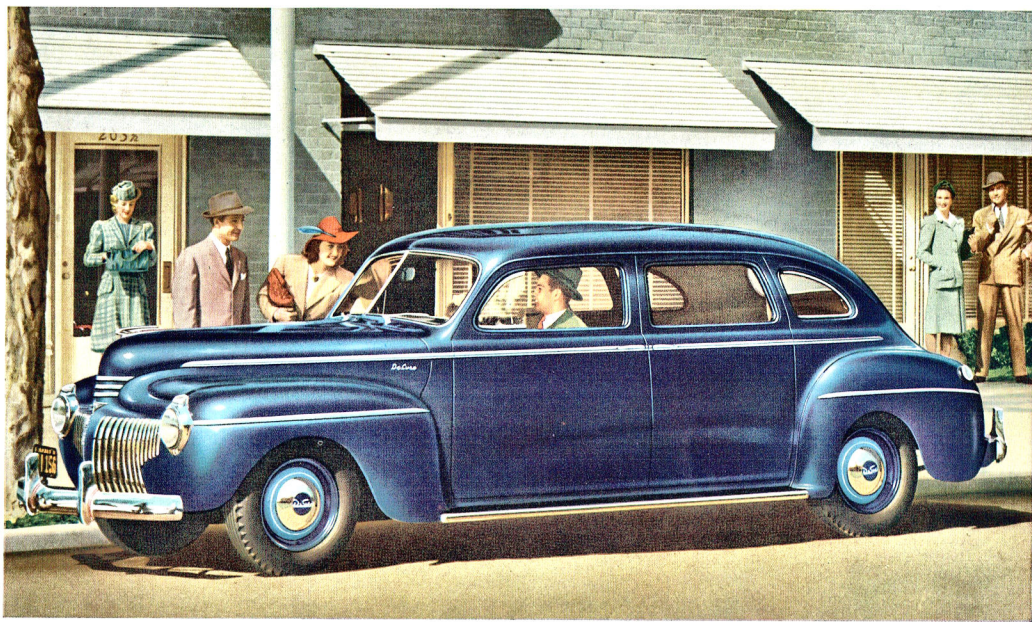
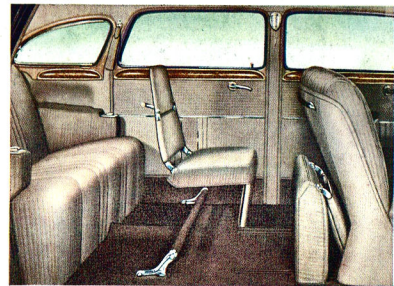


IDEAL FOR BUSINESS or for pleasure. Its size and styling are impressive. And the luggage compartment is large enough to hold two good-sized trunks. The compartment is lighted inside when the tail lights are on.

DE SOTO DE LUXE

7-*Passenger Sedan*

A BIG, SMART CAR—with luxurious room and comfort. The comfortable auxiliary seats fit together snugly when in use...fold clear out of the way when not. The 139½-inch wheelbase and oversized frame mean great stability, wonderful riding quality. A big 110-horsepower engine is standard on this model...gives you tremendous reserve power, great smoothness.



• On all 1941 DeSoto models, rotary locks enable doors to click shut easily, quietly... and special hold-open devices keep the front doors from slamming on your heels.



Built by De Soto MEANS QUALITY—LONG LIFE!

Home of Chrysler Corporation Engineering

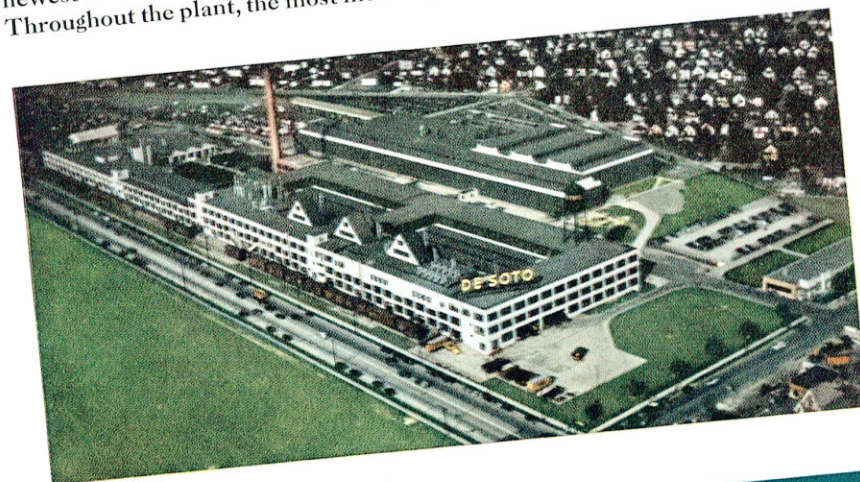
• High-compression engines—All-Steel bodies and hydraulic brakes—these are just a few of the Chrysler Corporation developments from which the entire motoring public has benefited.

Here in Chrysler Corporation's fine modern laboratories, Fluid Drive, Simplomatic Transmission and many other new De Soto features were perfected—here DeSoto parts—big and little—were tested and retested!



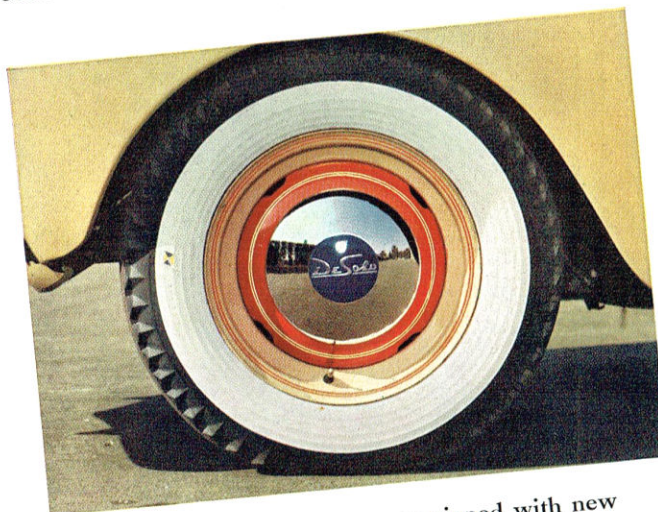
THE DE SOTO PLANT—Most Modern in the Industry

• De Soto's fine plant is one of the newest in the automobile industry. Throughout the plant, the most modern machines are in the hands of men skilled in their jobs. Everything is planned for careful, accurate work!



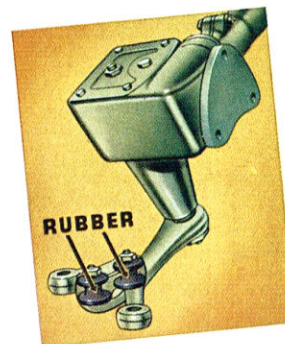
You Get Famous Chrysler Corporation Engineering

To DE SOTO, "smartness" is not just a matter of designing. No car is truly smart unless it has the ruggedness, the solid "feel" and smooth, effortless performance that come only with fine engineering and workmanship.



• The big 1941 DeSoto comes equipped with new Safety Rims on wheels—to prevent flat tires from being thrown off rim. A great safety feature!

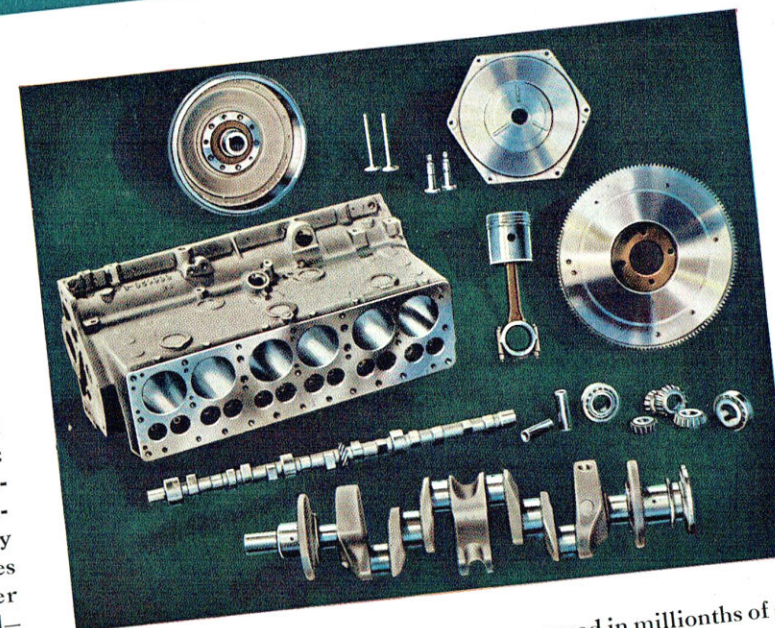
★
• New rubber-cushioned Shockless Steering: Rubber insulators in the pitman arm (right) minimize possibility of road shocks reaching steering wheel...contribute to the smooth, solid "feel" of the 1941 De Soto.
★



That is why, all through this 1941 DeSoto, you'll find painstaking craftsmanship—Chrysler Corporation engineering features that mean smoothness, durability, *long life!* DeSoto is a *smart car* all the way through!

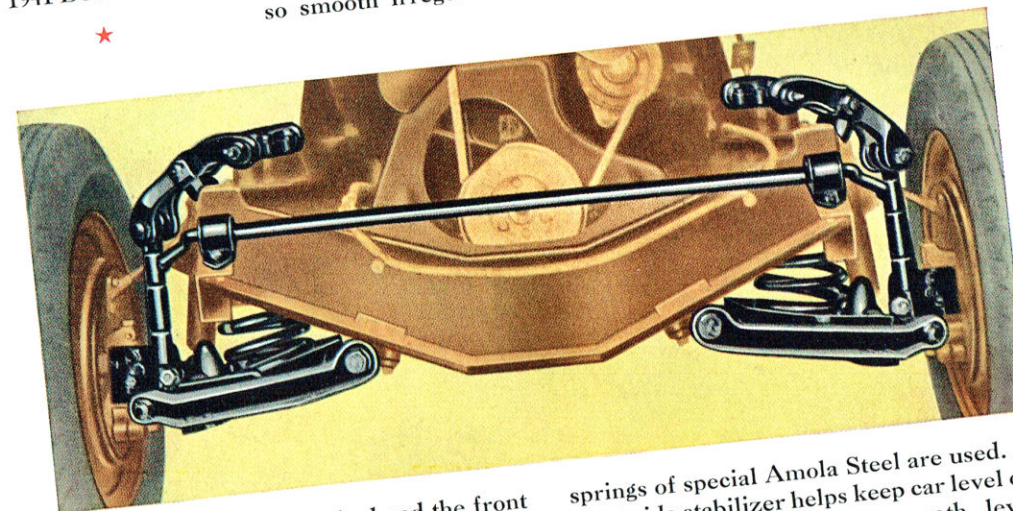
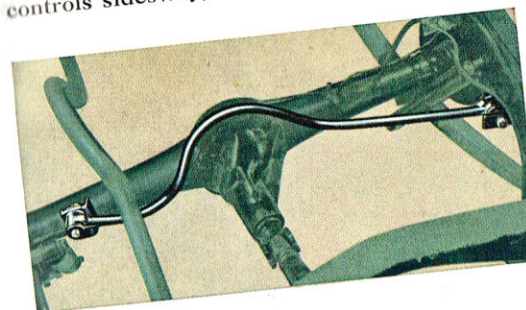


★
• Heavy-Duty Oil Bath Air Cleaner: an important long-life feature. Minimizes possibility of gritty particles scoring cylinder walls. Standard—not extra—equipment on all of the 1941 DeSotos.



• Superfinish—a new finishing method that produces surfaces so smooth irregularities must be measured in millionths of an inch. Used on many parts to reduce wear—*increase economy.*

★
• DeSoto's New Rear Stabilizer—on all 1941 De Sotos a transverse strut mounted in rubber controls sidesway, improves stability.

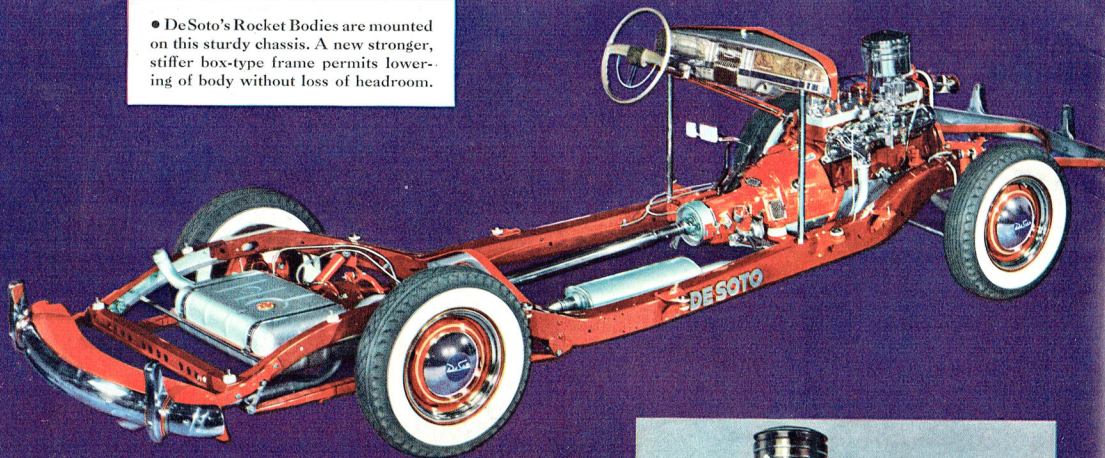


• Road shocks are absorbed and the front wheels literally step over obstructions with DeSoto's independent front wheel springing. Extremely flexible and long-lasting coil

springs of special Amola Steel are used. A front ride stabilizer helps keep car level on curves...contributes to the smooth, level ride of the great 1941 DeSoto!

★
From Rims to Roof—the 1941 DE SOTO is a Quality Car—Engineered and Built to Give You Comfort, Fine Performance, Great Economy!

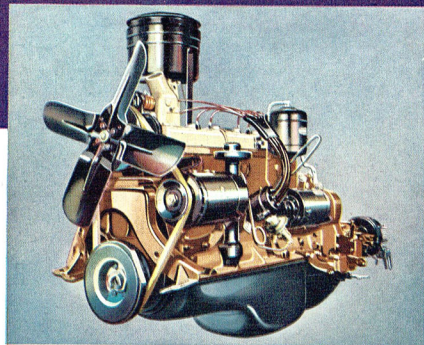
● De Soto's Rocket Bodies are mounted on this sturdy chassis. A new stronger, stiffer box-type frame permits lowering of body without loss of headroom.



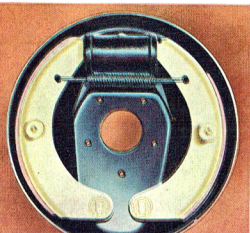
Rugged Strength



FAMOUS CHRYSLER CORPORATION
ENGINEERING GIVES DE SOTO MAXIMUM
SAFETY, ECONOMY, LONG LIFE!



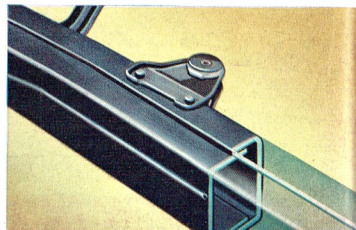
● De Soto's big 105-horsepower Super-Economy Engine is the thrifty L-head type. It provides great power—has fewer parts to wear. Superfinish is used in many places. Floating Power Engine Mountings add to smoothness.



● De Soto's "Equal-Pressure" Hydraulic Brakes—the result of 17 years' experience—assure smooth, positive stops. Note their simplicity and rugged construction. The drums are Superfinished for finer performance, longer brake life.



● (Right) Phantom view of section of De Soto frame shows how two open channel steel girders are welded together to form a box girder possessing tremendous strength and resistance against twisting or bending.

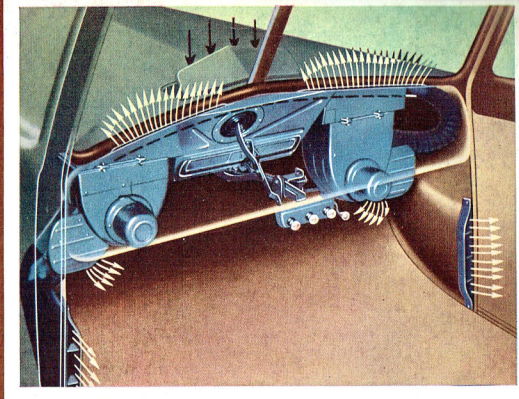


Accessories

CUSTOM-BUILT FOR THE 1941 DE SOTO



ALL-WEATHER AIR CONTROL SYSTEM—designed and manufactured by Chrysler Corporation—provides adequate, uniform heat in all parts of the car with no direct blasts on anyone. It prevents fogging of windshields or windows. Can be used to circulate fresh air during summer rain storms. View at right shows installation with instrument panel removed.

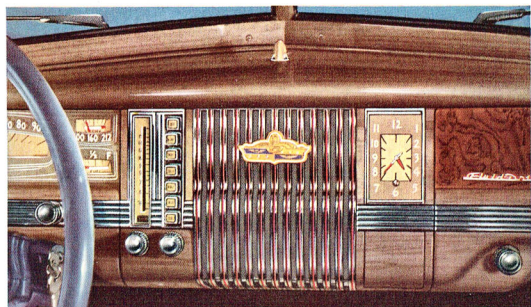


De Soto Service From Coast to Coast!
Throughout America more than 2,500 DeSoto Dealers are at your service... ready to bring you a great car—efficient, economical service and a square deal.

MOPAR CUSTOM PUSH BUTTON RADIO



One of the best car radios ever developed. Eight tubes. Both automatic push-button and easy manual control. A new feature is the Colortone control that lights up dial—red for voice, green for music and a soft violet for mello.



MOPAR DELUXE HEATER



Greater heat output—improved heat distribution—and better defrosting, make this big heater an exceptional value. Three outlets provide flexible heat control. It's compact in design and mounted up out of the way of passengers' legs.

OTHER MOPAR ACCESSORIES AVAILABLE ON 1941 DE SOTO—

Non-Glare Outside Rear View Mirror—Theft-proof when the car is locked • Electric Clock—Styled to match other instruments on the De Soto instrument panel • Front and Rear Directional Signals—for indicating turns. Automatic cut-off • Sun Visor Vanity Mirror • Rear Wheel Shields • Fog Lamps • Spotlight • Back-Up Warning Signal • Grille Covers—All of these fine accessories are custom-built for use on the 1941 De Soto.

THE SIGN OF A FINE CAR!



Engineered and Built the De Soto Quality Way



New Beauty—new Rocket Bodies on all models with clean streamlining that eliminates "joints" and "valleys"—emphasizes length and lowness. All 1941 De Sotos except the 7-passenger sedans and limousine are available with or without running boards. A decorative chrome strip replaces running boards and rubber shields are attached to rear fenders to protect the finish. No extra cost.

New Bigness—Overall length—more than 17 feet. Overall width—74 $\frac{1}{2}$ ". Wheelbase—121 $\frac{1}{4}$ ". Tread, front—57"; rear—60 9/32". The wheelbase of the 7-passenger models is 139 $\frac{1}{4}$ ".

New Power—De Soto offers a 105 horsepower, 6-cylinder, L-head engine with many Superfinished parts. Bore and stroke, 3 $\frac{1}{8}$ "x4 $\frac{1}{2}$ ". Piston displacement, 228.1 cu. in. Compression ratio (Standard Head) 6.8 to 1. Brake horsepower (Standard Head) 105 at 3600 r.p.m. Firing order, 1-5-3-6-2-4. Patented Floating Power Engine Mountings.

New Strength and Safety—The 1941 De Soto's All-Steel Body is built on a new stiffer, stronger box-type frame with reinforced cross members. It's a double-channel, welded frame.

Sealed-Beam Headlights—For safer driving at night, every 1941 De Soto is equipped with the new Sealed-Beam Headlights. They provide 50% to 65% better road light. *Be courteous—dim your lights when passing!*

Increased Visibility—De Soto for 1941 offers a new V-type windshield with narrower front pillars. A new curved glass rear window provides 47.6% greater rear window area. Safety Glass all around.

Safety Interior—The door handles curve inward. No-Glare instrument panel lighting. Safety-Signal speedometer. Assist cords in sedans.

Soft-Action Hydraulic Brakes—Soft pedal pressure—positive action! 11" Superfinished drums. Brake lining width—2". Brake lining area per car 155 $\frac{1}{2}$ sq. in. Separate parking brake system . . . with pistol-grip control under instrument panel at driver's left.

A Miracle Ride—A lower center of gravity, scientific weight distribution, the sturdier box-type frame and a wonderful system of springing combine to make De Soto's ride the smoothest and easiest you've ever tried. *Front Wheel Suspension:* Independent Amola Steel coil springs that step over bumps. *Rear Suspension:*

53 $\frac{1}{2}$ "x1 $\frac{1}{4}$ " semi-elliptic springs with all leaves tapered—rubber-cored spring shackles and metal spring covers. Big Double-Acting Aero-Hydraulic Shock Absorbers and special ride stabilizers both front and rear.

Draft-Free Ventilation—Complete ventilation control through cowl ventilator, front and rear ventilating wings. Rubber door sealing blocks out drafts, noise. Entire car insulated and sound-proofed.

Rubber-Cushioned Shockless Steering—Smoother, easier! Worm and roller type steering gear. Individual tie rods to each wheel permit front wheels to move up and down without creating thrust against the pitman arm. Rubber insulators in pitman arm minimize possibility of road shocks reaching steering wheel. Steering wheel diameter—18".

Full-Pressure Engine Lubrication—Assures longer bearing life. Oil under pressure of pump supplied to all main, connecting rod and camshaft bearings—pressure spray to other moving parts. Direct oil lead to timing chain. Oil filter and crankcase ventilation. Oil capacity—five quarts.

Non-Slam Doors—with rotary locks. Click shut with fingertip pressure. Special hold-open devices prevent front doors from slamming on your heels.

Silent Hypoid Rear Axle—Semi-floating with tapered roller bearings throughout. Gives quiet operation over a long period of time—permits lower rear compartment floor. Gear ratio—with Standard Transmission 4.1 to 1; with Simplimatic Transmission 3.54 or 3.73 to 1. Differential oil capacity—3 $\frac{1}{4}$ pints.

Four-Bearing Crankshaft—Four removable precision-type main bearings reduce crankshaft vibrations. Seven counterweights reduce bearing loads and special vibration damper also contributes to smooth operation.

Full-Length Water Jackets—Water circulation by centrifugal pump, through full-length water jackets and water distributing tube, maintains most effective operating temperature—reduces wear. By-pass thermostat for recirculation facilitates quick warm-up. Radiator core thickness—3". Four-bladed 17 $\frac{1}{2}$ " fan. Cooling system capacity—4 $\frac{1}{2}$ gallons.

Superfinished Aluminum Alloy Pistons with Stanodized coating. Light weight means improved performance and reduced bearing loads. Four piston rings are

used per piston instead of three . . . for better compression, better oil control, greater economy.

Big Air-Cooled Generator—Shunt-Wound type with full voltage and current control. 35 ampere capacity to meet the demands of modern, electrically-operated equipment. Won't over-charge battery or put excessive voltage on ignition system.

Syncho-Silent Transmission (Standard Equipment)—Helically cut gears to insure quiet operation at all speeds—greater strength and longer life. All gear shafts are carried on anti-friction bearings. Blocker-type synchronizers for second and third gears bring them to their proper speeds before engaging, make shifting easier. A numerically higher second gear ratio contributes to faster car acceleration and, under advantageous conditions, permits starting in second gear.

Air-Cooled Clutch—10" single, dry plate clutch with grooved facings. Effective air cooling means longer life, greater efficiency, easier operation. Special "over center" spring on clutch pedal augments foot pressure after pedal has been partially depressed—helps pull pedal down, makes clutch operation easier.

Fluid Drive with Simplimatic Transmission—for all normal driving you don't have to shift or touch the clutch! Available on all models at moderate extra cost.

Battery Under the Hood—for easy servicing, convenience to passengers. Voltage—6. Number of plates—15. Capacity (20 hour rate)—105 ampers.

Four-Bearing Camshaft—Chain driven for quieter operation and longer life.

Tubular Driveshaft—with two roller bearing universal joints. Driving torque taken through rear springs.

Big Airwheel Tires on steel disc wheels. 6.25x16 air-wheel tires. Rib on front—All-weather on rear. Special tread reduces road noise.

Fuel System—Gasoline tank capacity—17 gallons. Down-draft carburetor equipped with an accelerator pump, heavy duty oil bath air cleaner and an intake shield. Automatic choke.

Note: The Manufacturer reserves the right to revise, change or modify the construction of De Soto motor vehicles, or any part thereof as he may see fit, without incurring any obligation to make like changes on vehicles previously sold.