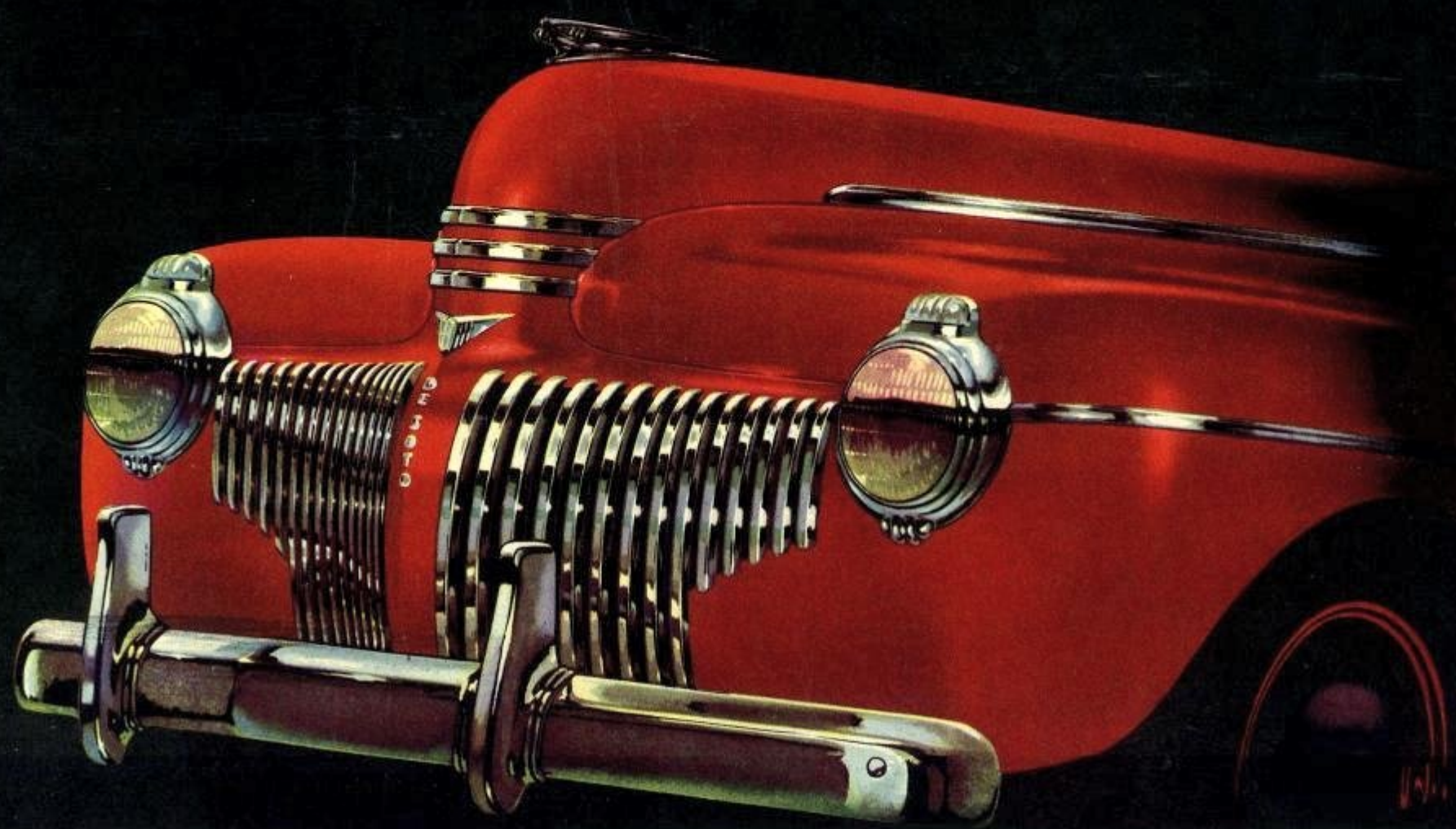


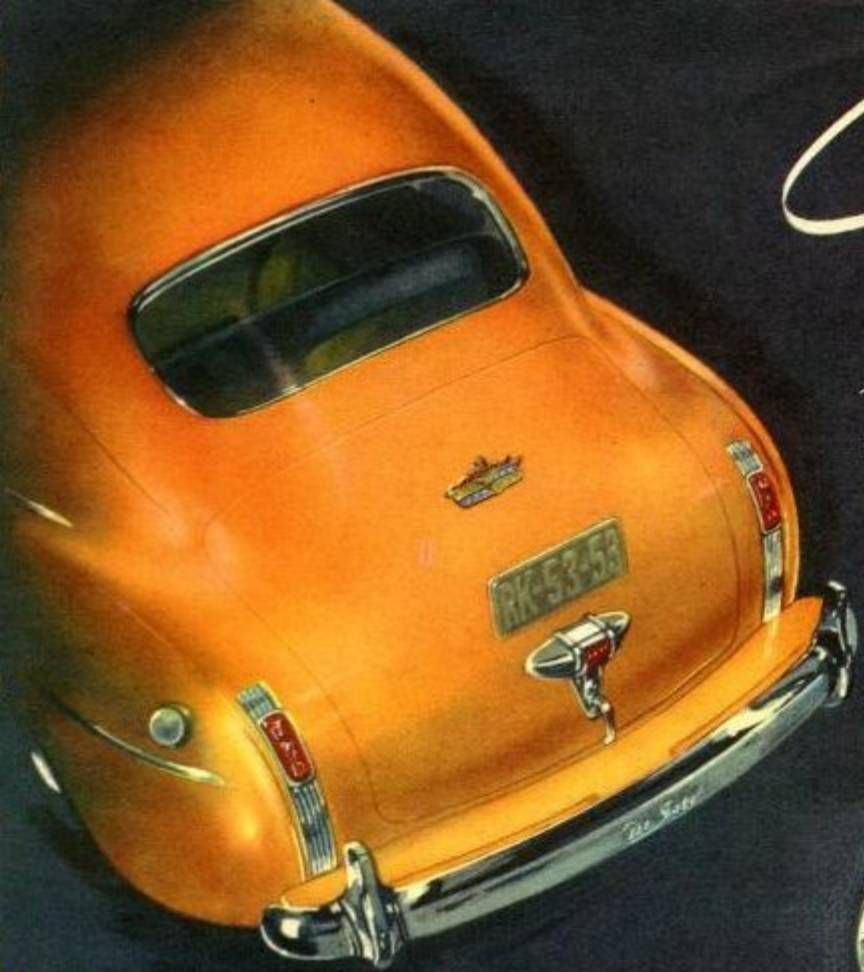
Sketch Book of the 1941 De Soto



Chrysler Corporation Proudly Presents the 1941 De Soto

Introducing Distinguished New "Rocket" Bodies with Two-Tone Interiors and the Year's Most Important Development... Fluid-Drive with Simplimatic Automatic Shifting for all Normal Driving.

Rear View - Note the graceful contours... no bulge mars De Soto's beauty.



Profile of De Soto's distinguished new die cast chrome grill.



New Single Spoke steering wheel with horn ring - upper half is open for full vision of gauges and controls.

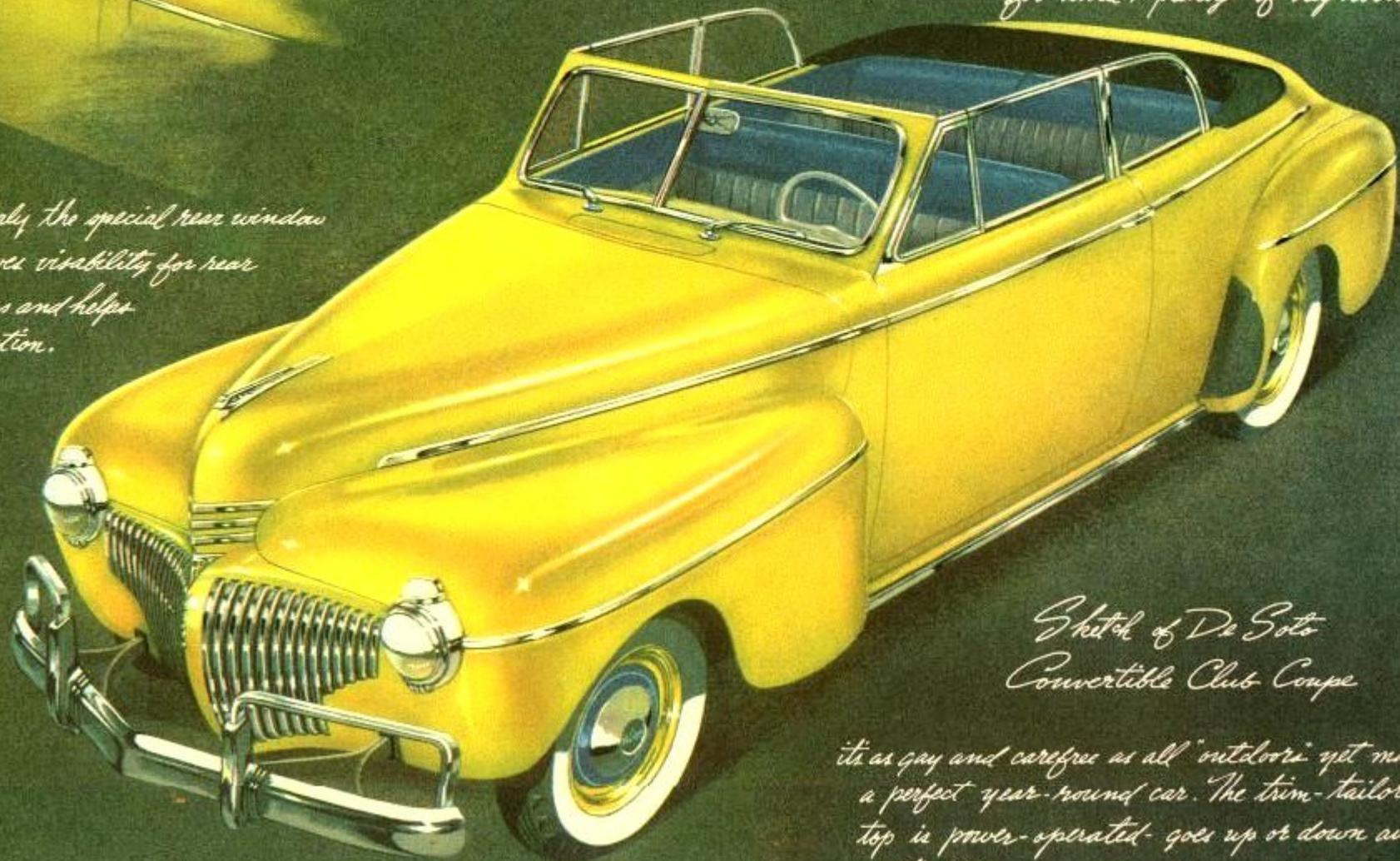
Sketch of De Soto Four Door Sedan - this beautifully proportioned car with "Rocket Body" is years ahead in design. Longer, lower, wider - room for six inside - huge luggage locker in rear.

Front wing windows serve as wind breakers for driver and front seat passengers.



A full-width rear seat. Big enough for three, plenty of leg room.

Note particularly the special rear window which improves visibility for rear seat passengers and helps control ventilation.

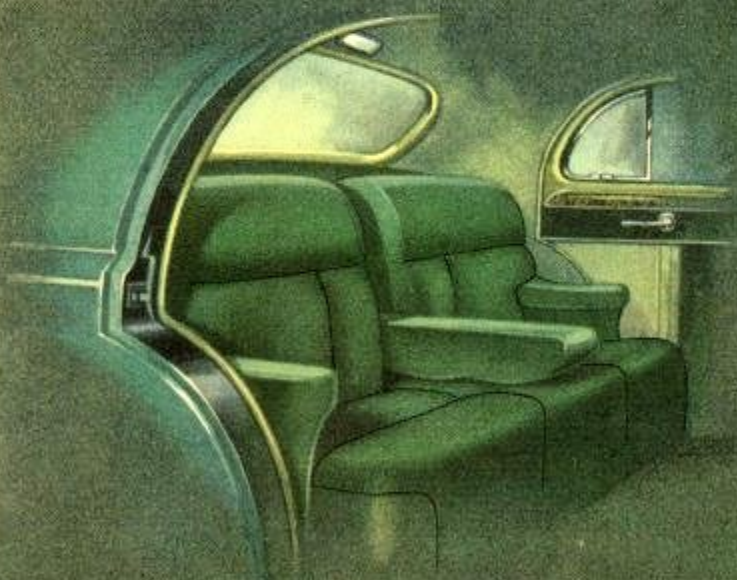


*Sketch of De Soto
Convertible Club Coupe*

It's as gay and carefree as all outdoors yet makes a perfect year-round car. The trim-tailored top is power-operated - goes up or down automatically.

Sketch of DeSoto Tour Sedan

A luxurious new body style with wide doors, front and rear, opening against the wind. Flipper type windows in both doors provide improved ventilation.



New Alligator Hood with special safety locking device is controlled from driver's seat.



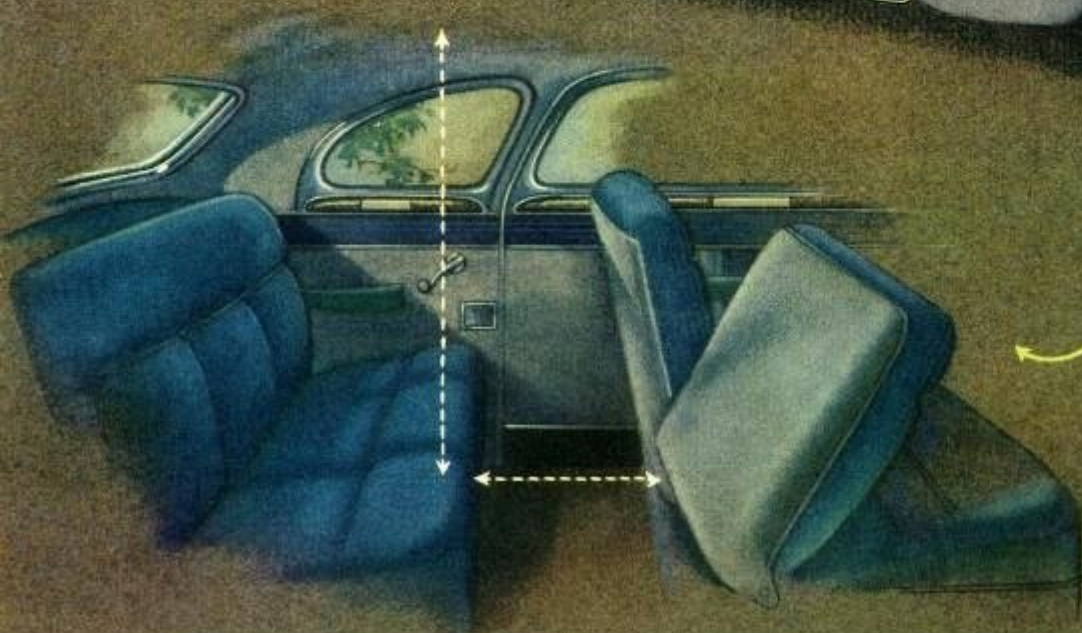
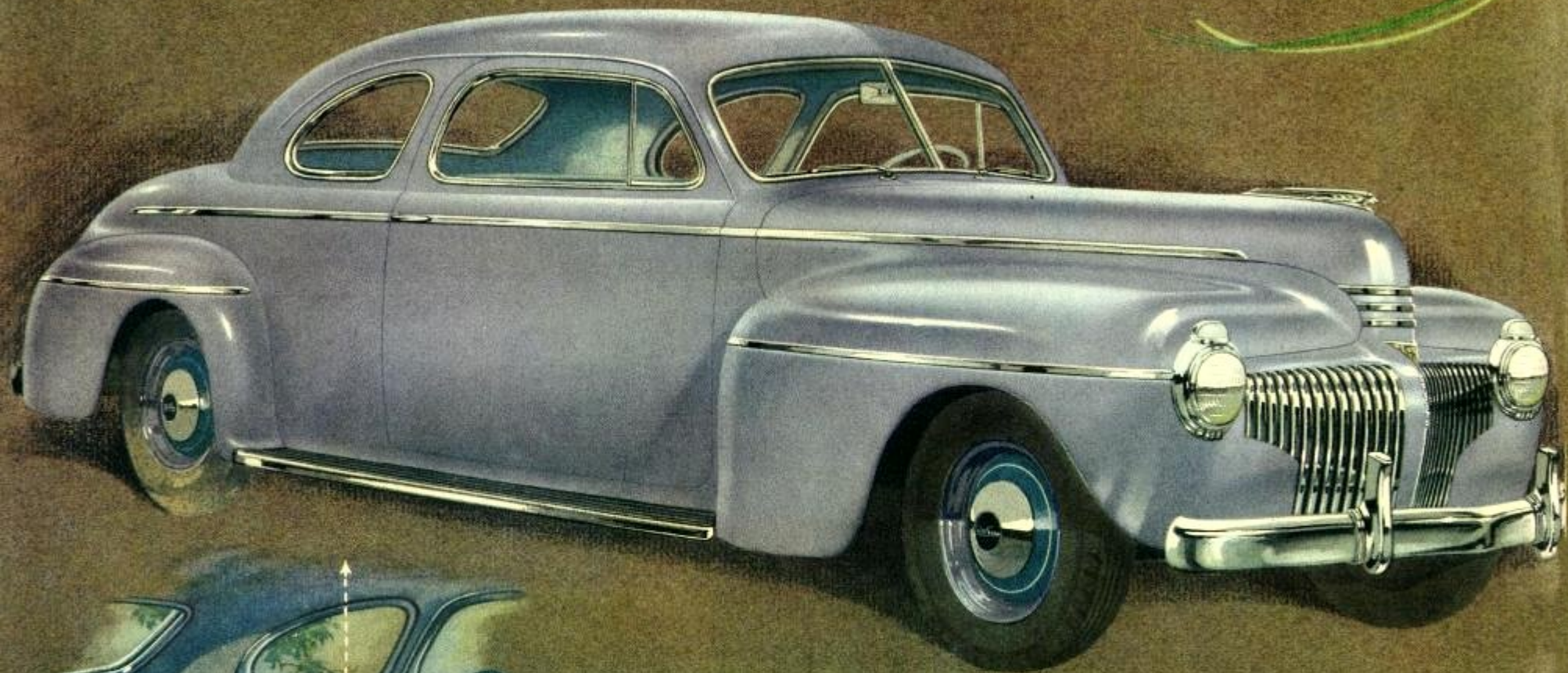
Extra wide rear doors for easier entrance, exit.



A Center Arm Rest in the back seat adds to the comfort of the beautiful Two-Tone interior.

Sketch of the DeSoto Club Coupe

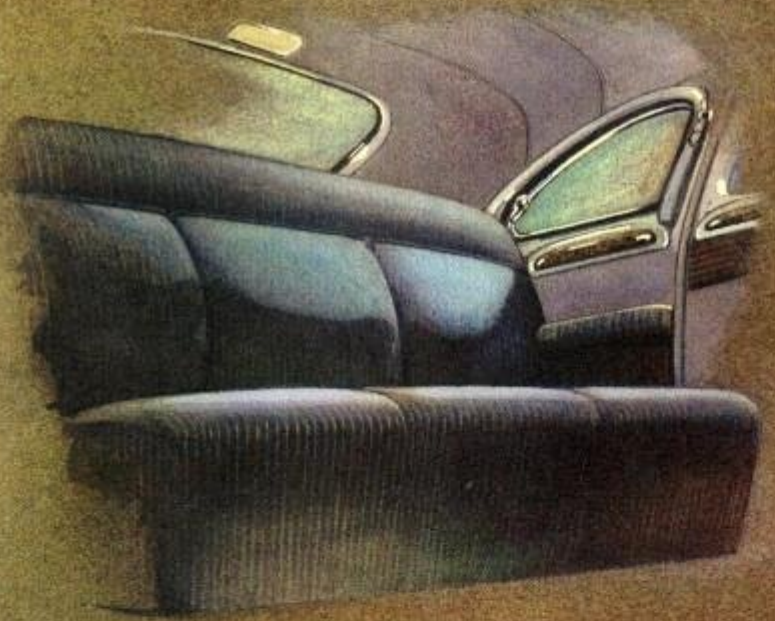
*An entirely new body style with an extremely wide
beautifully upholstered rear seat.*



Note

*generous headroom and legroom in rear.
See how seat back tips forward
and inward.*

From the front, the car looks impressive, is distinctive, low and massive.



Choice of two-tone pile fabric or broadcloth upholstery, harmonizes with exterior.

Individually styled to harmonize with DeSoto's overall beauty, each unit of design blends perfectly to create America's smartest car.

Exclusive! New Safety Rims that prevent flat tires from being thrown off rim.



Instrument panel handomely two-toned... all gauges easily read... control easily reached.



New Finger-Touch release lever allows seat to be adjusted to suit driver's needs.



De Soto for '41 has

With

Fluid Drive

SIMPLIMATIC TRANSMISSION



To Start you just step on the gas and go! To stop take your foot off the accelerator, apply your brake. Don't touch your clutch or gearshift.

Imagine driving all day through city traffic without shifting or declutching. One hour with De Soto's Fluid Drive and you'll never go back to conventional cars.



Use Fluid Drive to hold your car on slight grades. When you're stopped part way up an incline it's unnecessary to use your brake. Simply feed enough gas to keep your car stationary—feed more gas when you wish to move ahead.



You're driving at cruising speed—quickly you need a burst of power. Step all the way down on the accelerator—z-o-o-m... you're safely out in front. Take your foot off the gas, De Soto shifts automatically into Driving Gear again.

Hills don't mean a thing—no need for manual shifting. De Soto provides automatic shifting when power is needed.



Another GREAT CHRYSLER CORPORATION ENGINEERING ACHIEVEMENT BROUGHT TO YOU BY DE SOTO . . .

Fluid Drive

WITH SIMPLIMATIC TRANSMISSION GIVES YOU — FOR ALL NORMAL DRIVING —

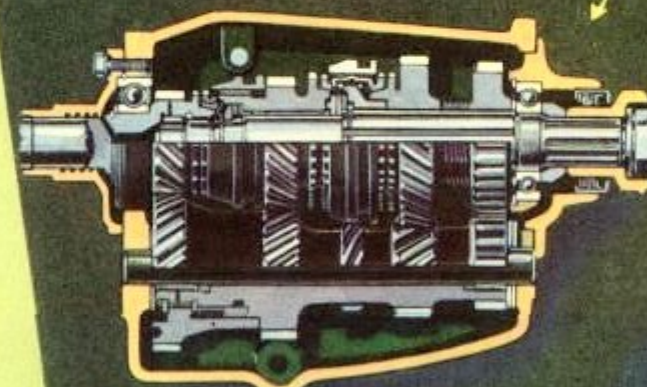
AUTOMATIC SHIFTING

NOW—YOU CAN DRIVE all day without shifting. It's a thrilling new experience! The most important driving development in years!

For all normal driving—you use just your accelerator and brake—De Soto does the rest. You can start, stop . . . travel cross-country or in city traffic without shifting or declutching.

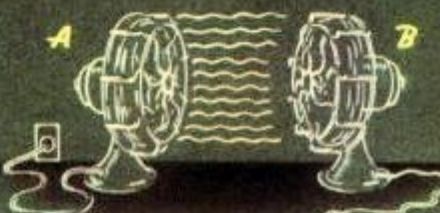
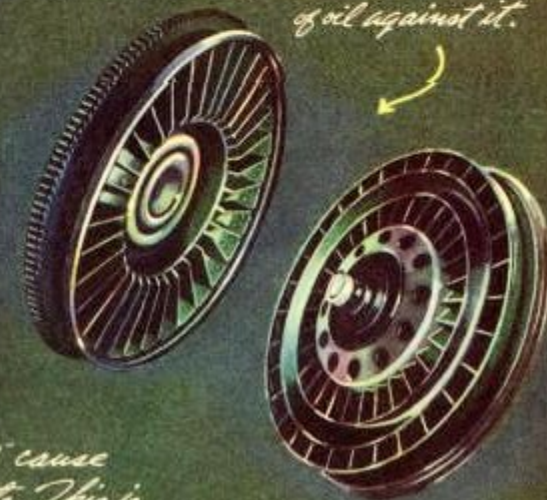
Take a ride in a 1941 De Soto—drive a few blocks—or a few miles without shifting. It's an experience you shouldn't miss. Fluid Drive and Simplimatic Transmission are available on any De Soto at moderate extra cost.

De Soto's Simplimatic Transmission provides two forward ranges. The low range used for heavy pulling and a high range which furnishes acceleration and cruising speeds automatically shifted.

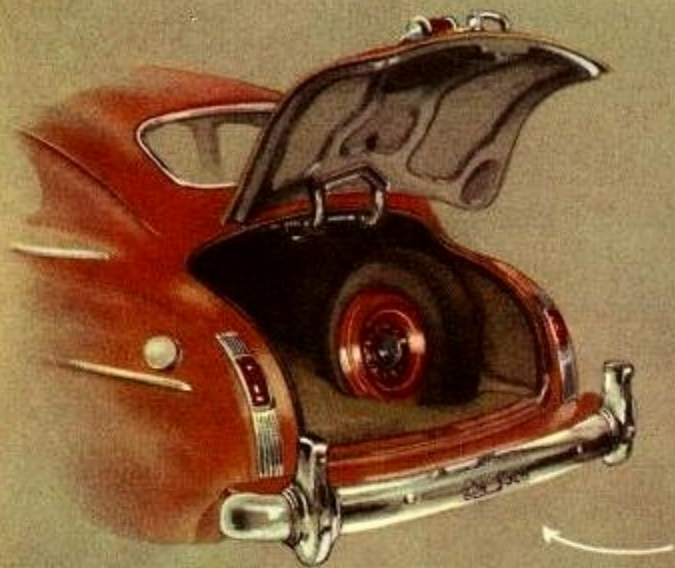


Normal Shifting required only for reverse or to select a forward range.

Only two moving parts. One fan-like wheel drives the other by directing a current of oil against it.



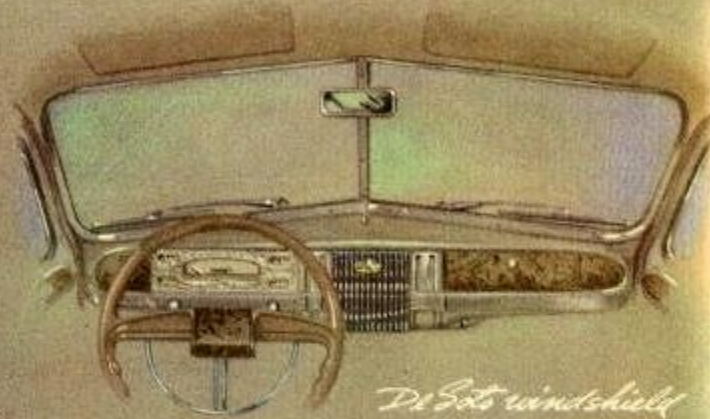
The air currents from Fan A cause the blades of Fan B to rotate. This is a simple explanation of Fluid Drive principle.



DeSoto's new "Easy Lift" has counter-balanced hinges spring. Lid remains open without supporting arms.



Wings in rear window of Two-Door Sedan provide improved ventilation for rear seat passengers.



DeSoto windshield is higher and unusually wide for full view of the road and overhead traffic lights.



Sketch of the DeSoto Two-Door Sedan

This stunning body style will be a favorite with thousands of families. Note width of door and unusually large windows.



*Look at the room for sample cases
and luggage, corners of lid rounded,
hinge spring counterbalanced. Spare
wheel mounted at side for easy removal.*

Sketch of the De Soto Business Coupe

*Combine smart styling with
every day utility. It's longer,
wider and low slung.*



Headlights
are mounted flush
with front fenders.

All De Soto models are equipped with
Sealed Beam Headlights for safer night
driving. Be Courteous, dim your lights
when passing.



A touch of your toe
will dim your lights.

Highlights of the New 1941 De Soto

105 H.P. Super Economy engine.

Overall length 207 $\frac{3}{4}$ ".

Wheelbase 121 $\frac{1}{2}$ ".

Hydraulic Brakes.

Independent Front Wheel Suspension.

Rubber Cushion Shockless Steering.

Fluid Drive with Simplimatic Transmission
(available on all models at extra cost.)

Power Shifter (available at extra cost with
Standard Transmission.)

Non-Slam Door with hold open device.

New Safety Rims on Wheels.

Tire size 6:25 x 16.

Double-acting Hydraulic Shock Absorbers.

Silent Hypoid Rear Axle.

New sturdy Box Section Frame.

New rear Stabilizer Bar.

Heavy Duty Oil Bath Air Cleaner.

Long Life Engine Bearings.

Battery located under Hood.

Gasoline Tank Capacity 17 gallons.

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.

DE SOTO CUSTOM... Coupe • Club Coupe • Convertible Club Coupe • Brougham •
4-Door Sedan • Town Sedan • 7-Passenger Sedan • 7-Passenger Limousine

DE SOTO DE LUXE... Business Coupe • 5-Passenger Coupe • 2-Door Sedan • 4-Door
Sedan • 7-Passenger Sedan

Printed in U.S.A.



Tail Lights
trimly recessed
in fenders.



Interior hardware
is of bright nickel
finish with plastic
inserts.



This
new Medallion adorns
De Soto's locker lid.

Drawer-type
ash tray -
a new convenience.



Streamlined door
handles blend with the chrome bead line.

License
Plate Light
a beautiful
new design.

