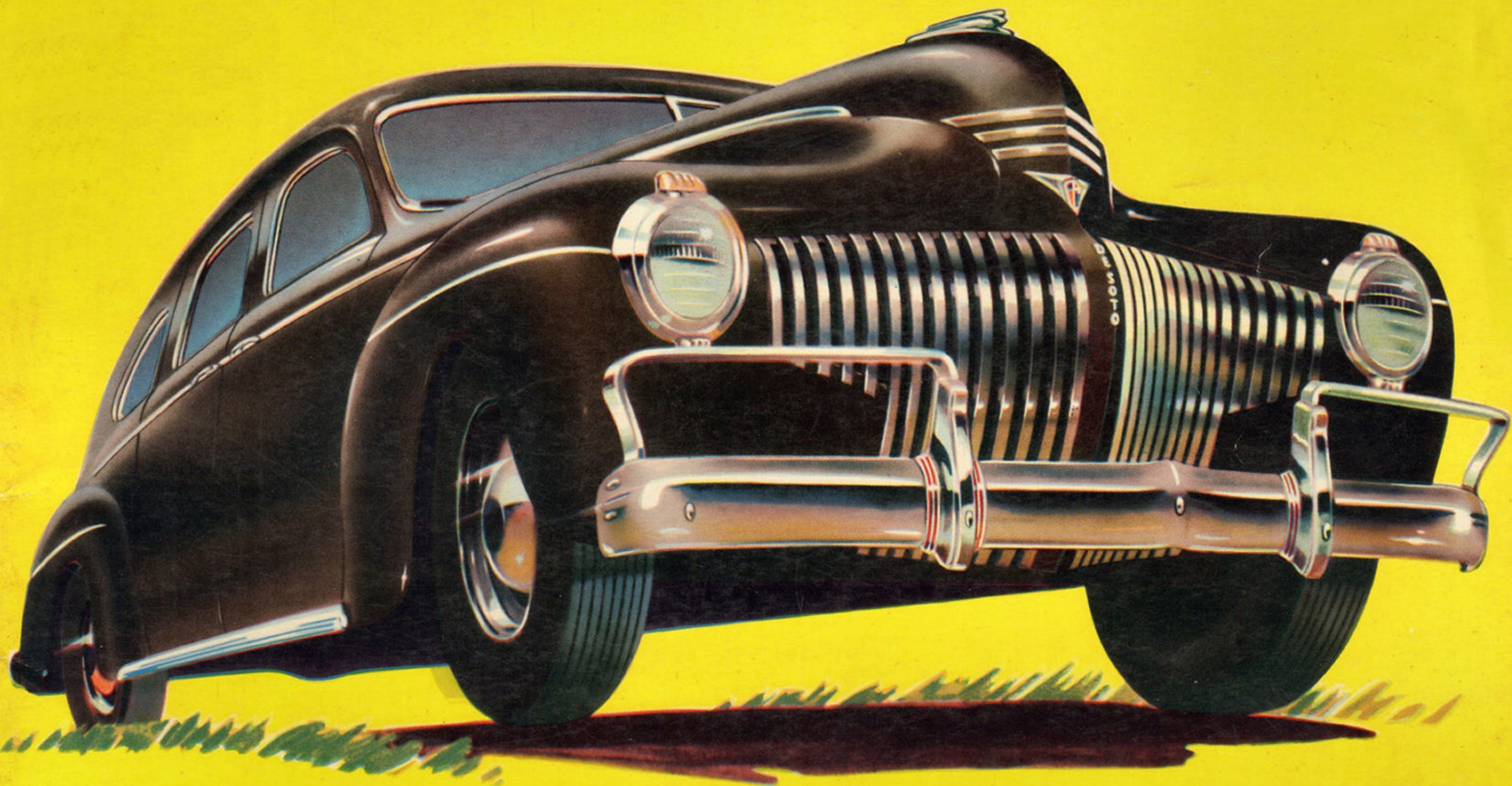
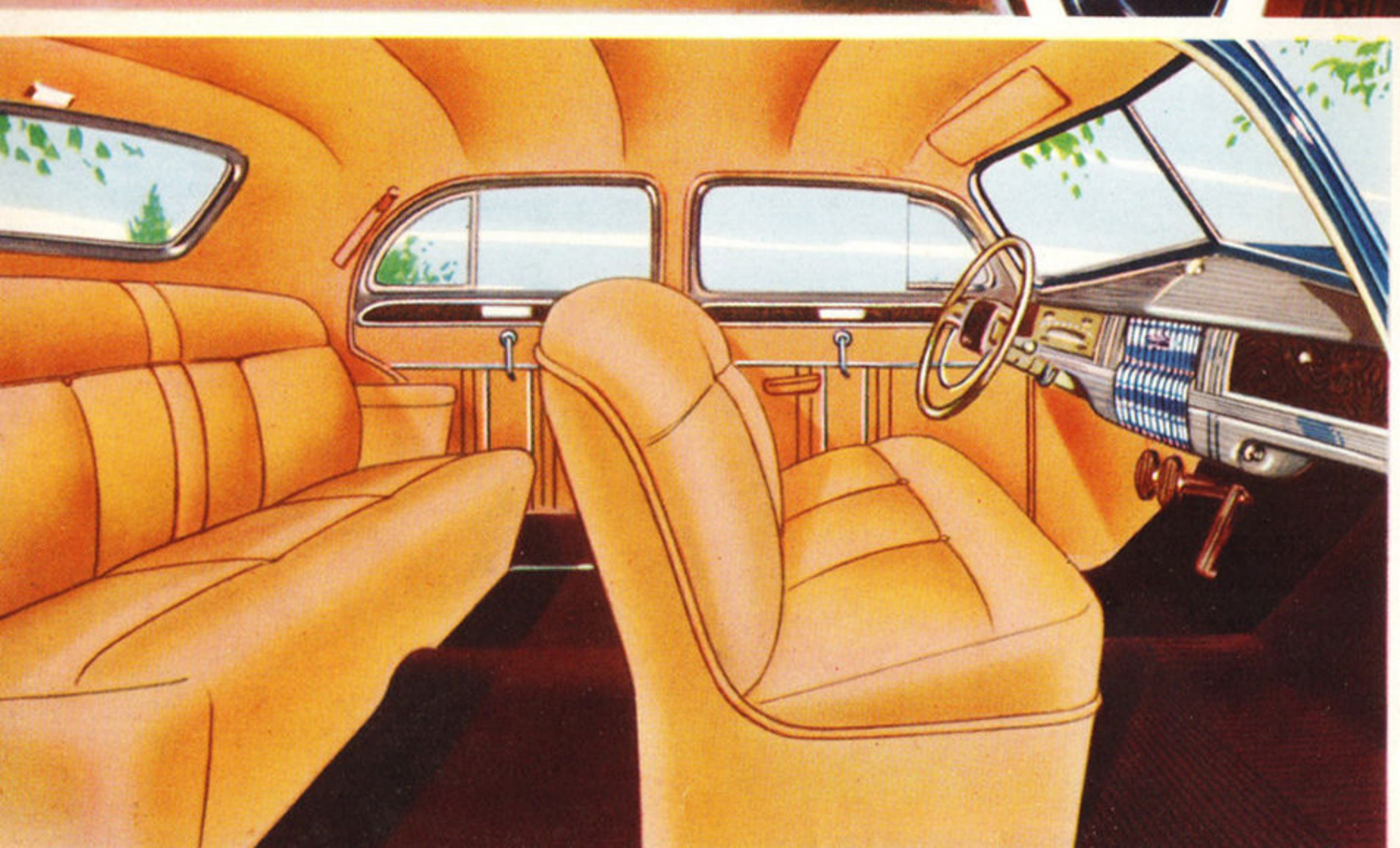
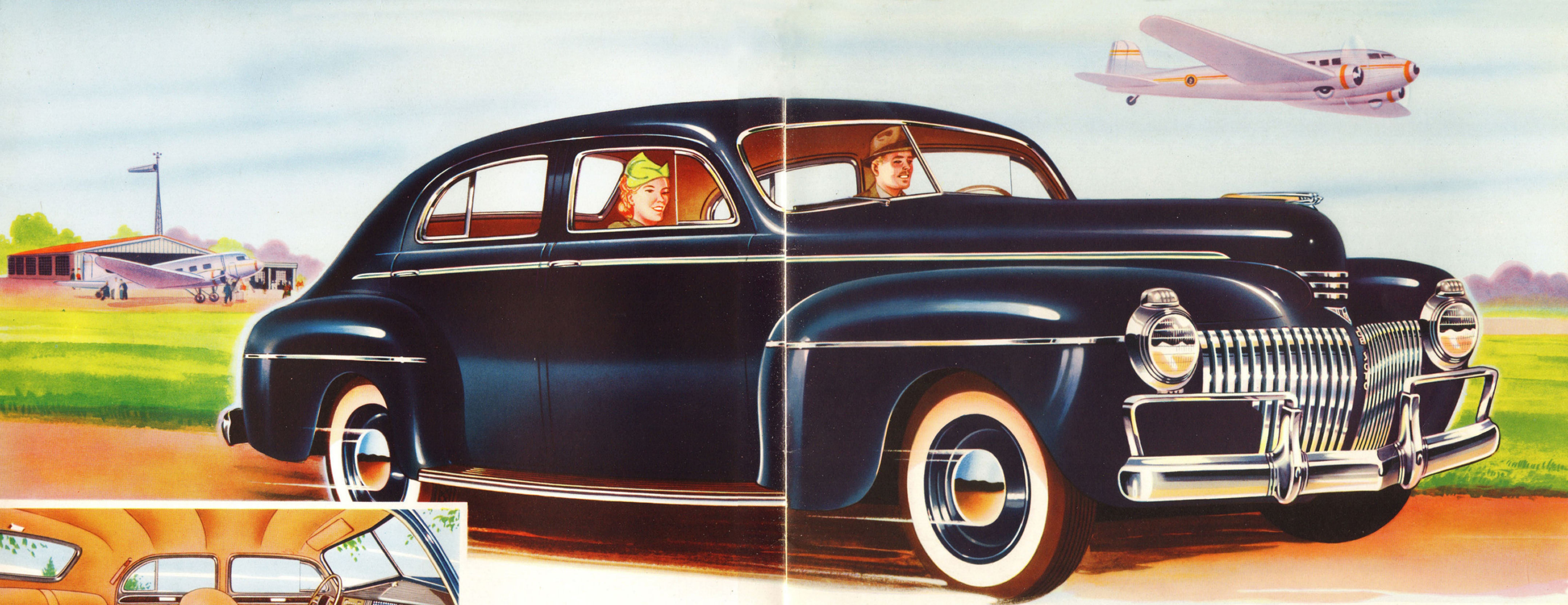


1941

DeSoto



D E L U X E A N D C U S T O M M O D E L S



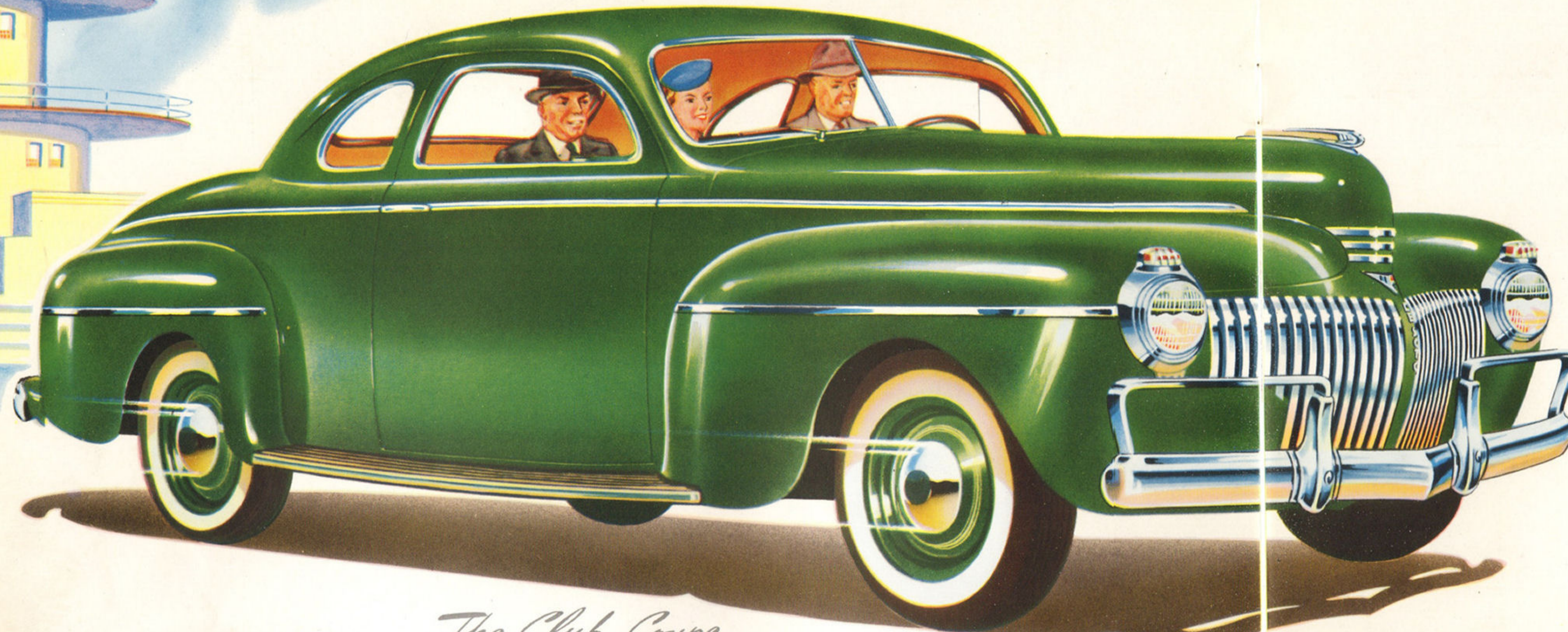
DeSoto Town Sedan

AVAILABLE IN BOTH DE SOTO DE LUXE
AND CUSTOM MODELS

The DeSoto Sedan bodies for 1941 are completely new in design and appearance. They are 2½ inches wider and 5½ inches longer. The rear windows are 47½% larger. Due to the new tubular box-section frame the bodies ride 1½ inches lower without sacrifice of either road clearance or head room. Increased flare at the belt line, make wider seats possible. In the rear seats of 4-door sedans a recess in the sidewall provides still further elbow room.

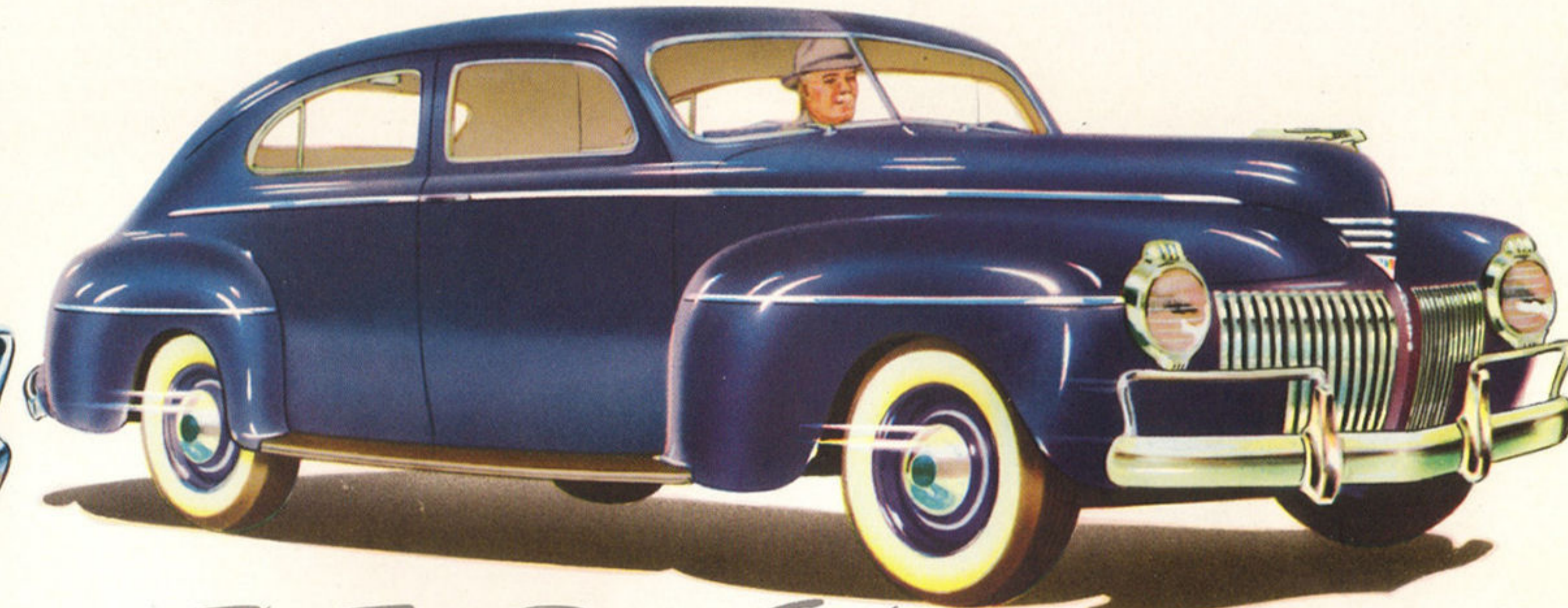
1941

DeSoto



The Club Coupe

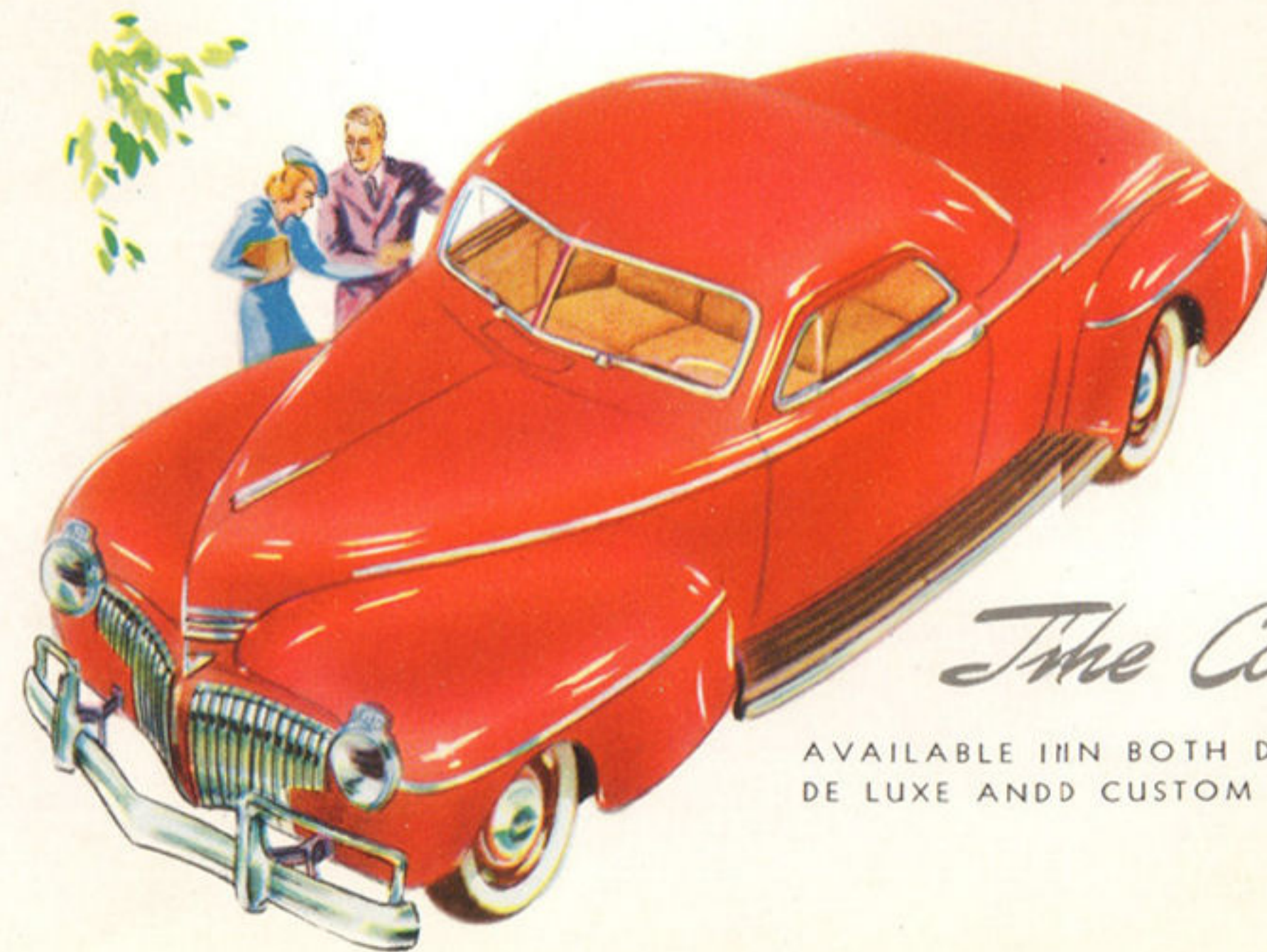
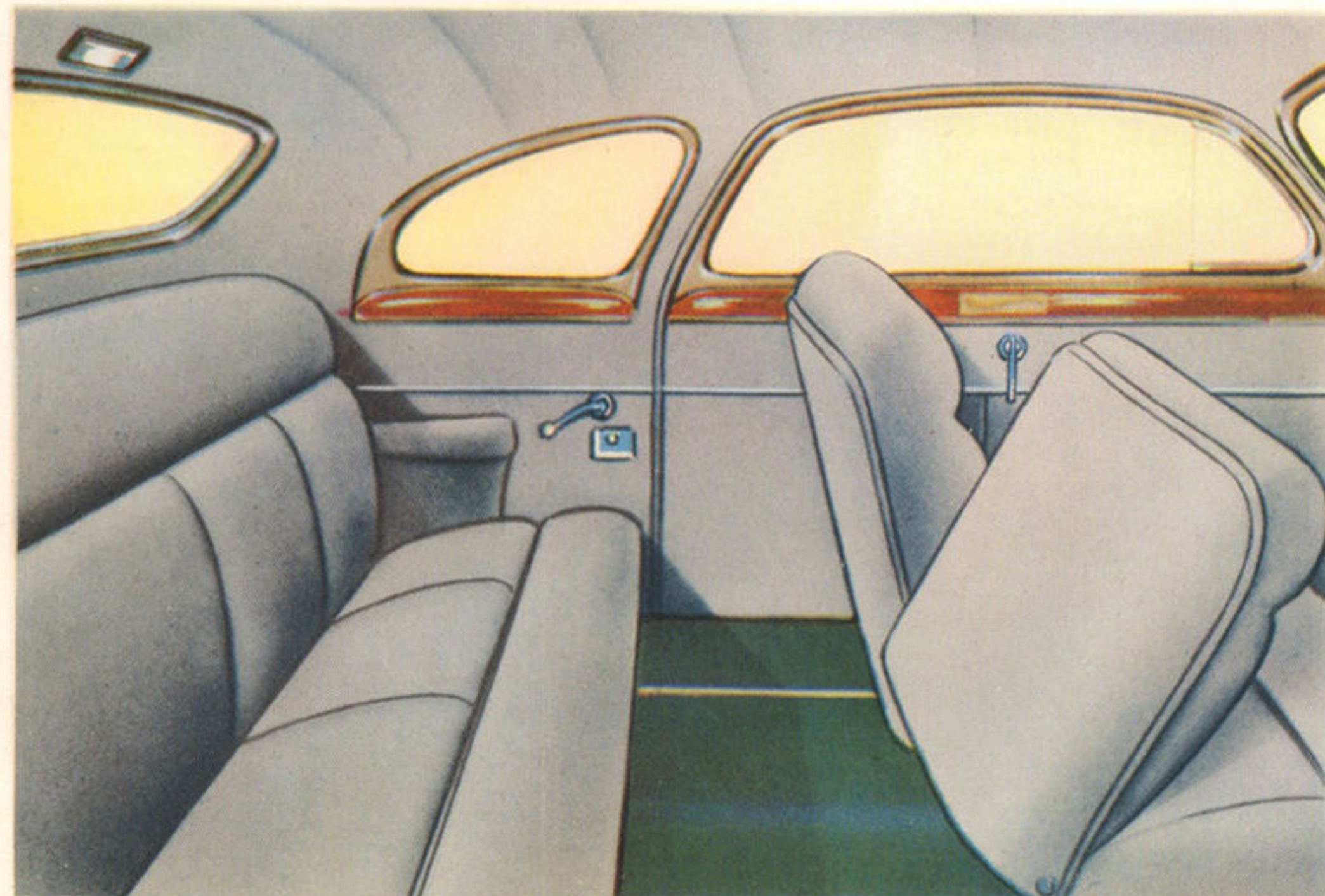
AVAILABLE IN BOTH DE SOTO DE LUXE AND CUSTOM MODELS



The Two Door Sedan

AVAILABLE IN BOTH DE SOTO DE LUXE AND CUSTOM MODELS

Interior of 1941 De Soto Club Coupe

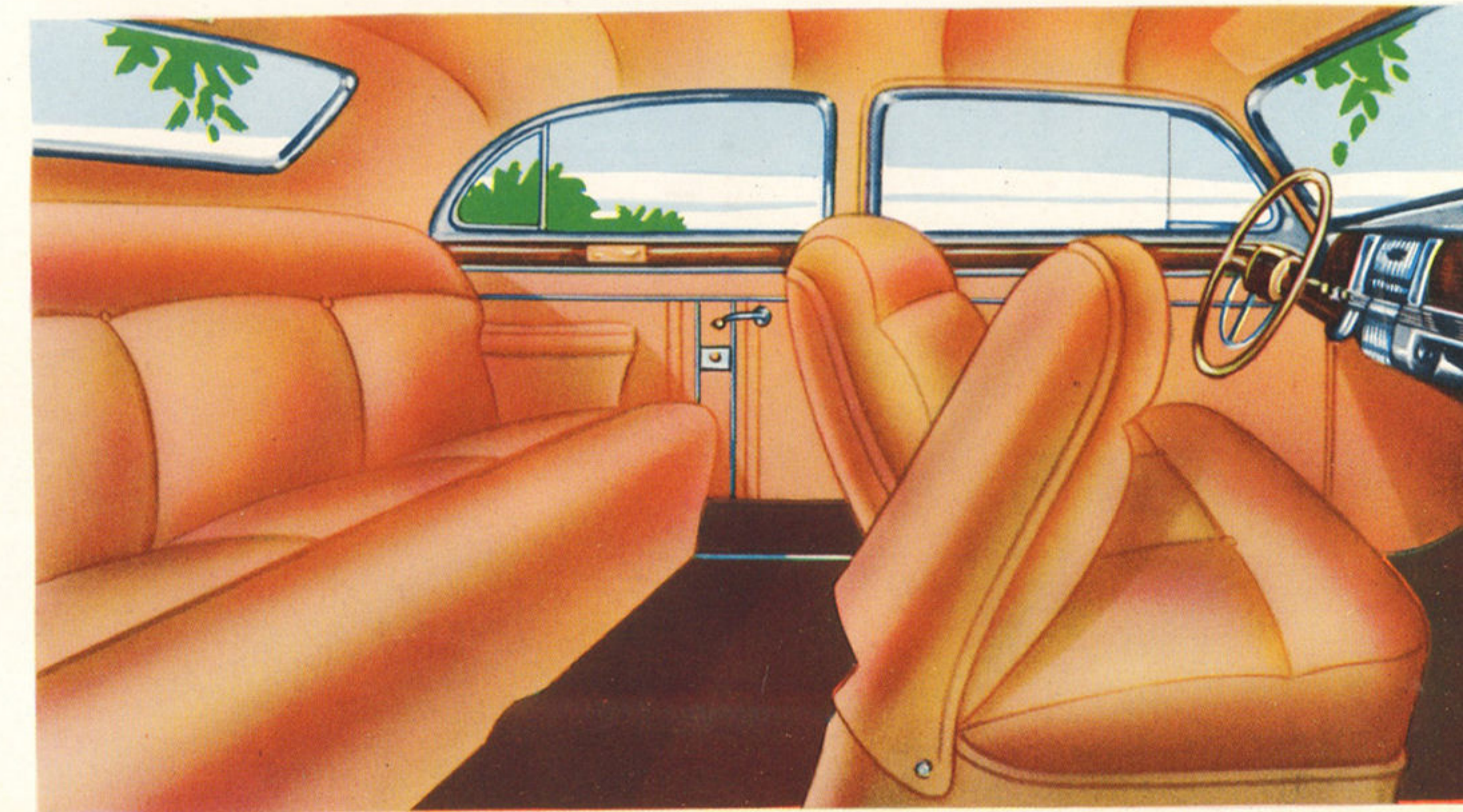


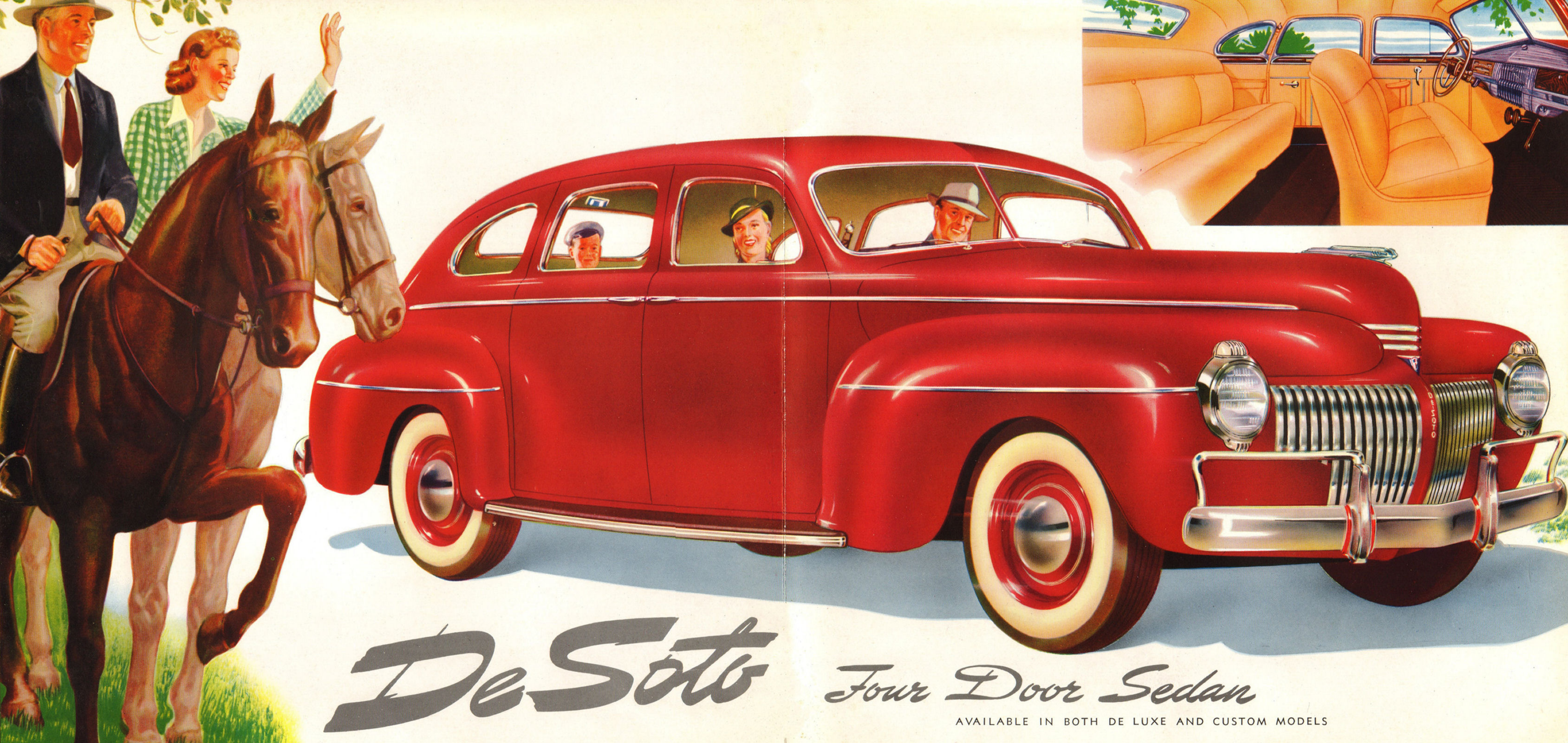
The Coupe

AVAILABLE IN BOTH DE SOTO DE LUXE AND CUSTOM MODELS

DeSoto presents Fluid Drive and Simplomatic Transmission (standard on Custom model) at the head of a long list of new features among which are . . . new rear stabilizer . . . new front door check . . . new 2-spoke steering wheel . . . new counter-balanced trunk lid . . . new front seat adjustment . . . 2 new body types: Town Sedan and Club Coupe . . . Easier steering . . . Easier brake action . . . new long-life engine bearings . . . new $\frac{3}{32}$ " compression rings . . . oil bath air cleaner . . . float-type oil strainer and many other improvements that mean longer life and economy.

Interior of 1941 De Soto Two-Door Sedan





DeSoto

Four Door Sedan

AVAILABLE IN BOTH DE LUXE AND CUSTOM MODELS

Beauty and Comfort

IN A 1941 DE SOTO

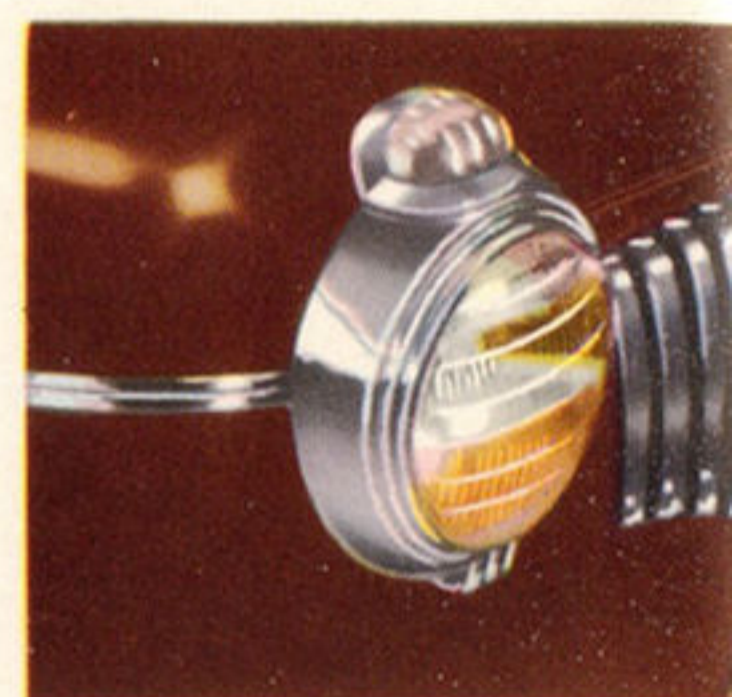
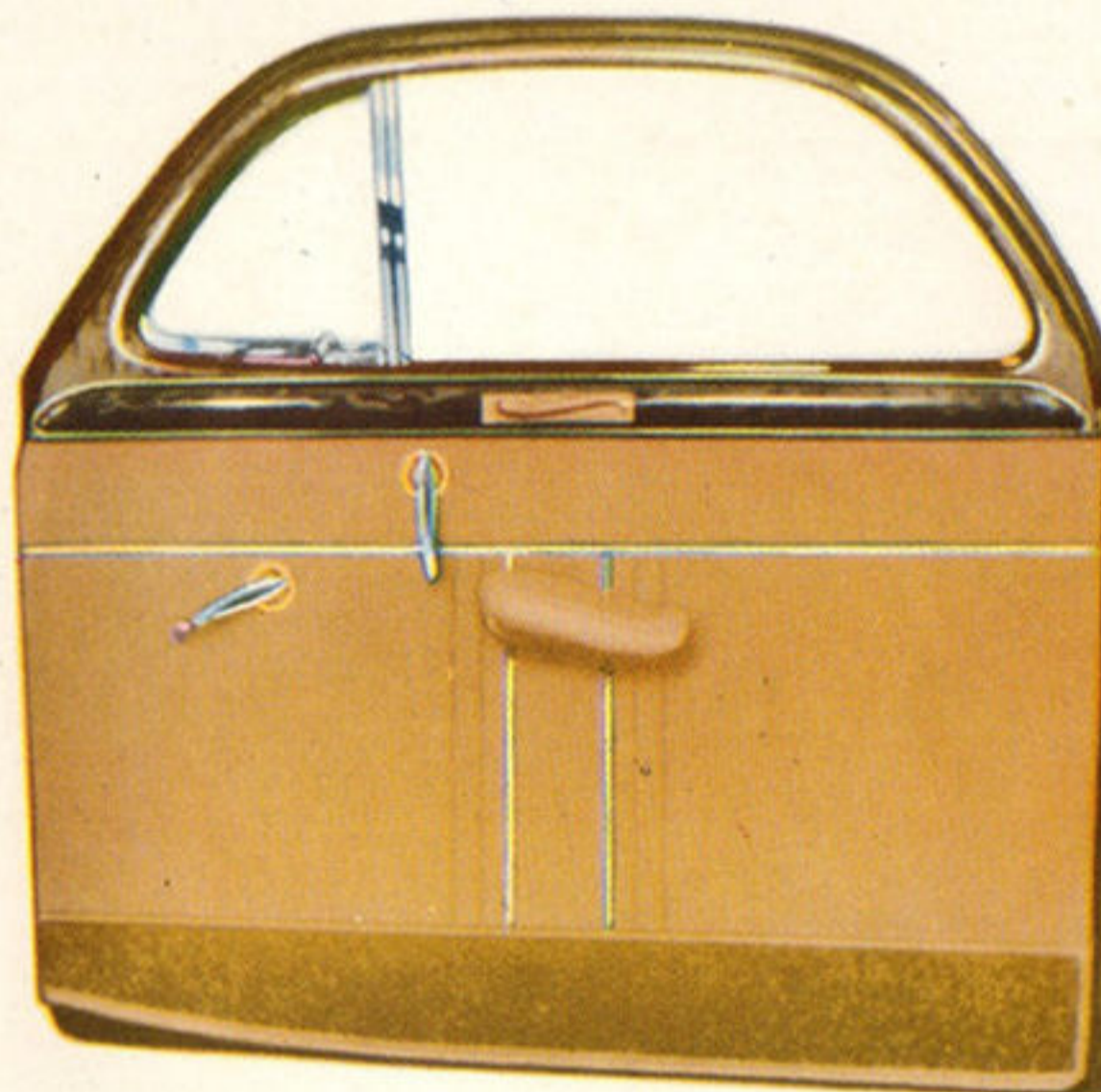


The enormous DeSoto Luggage Compartment has a lid that raises and lowers with the slightest effort and stays open without a catch. When you wish to close the lid just pull it gently down . . . All this because a device the engineers call a "spring counterbalance" is added to the hinge.



DeSoto Chair-height seats enable one to sit in a normal position and ride relaxed. Driving fatigue is reduced.

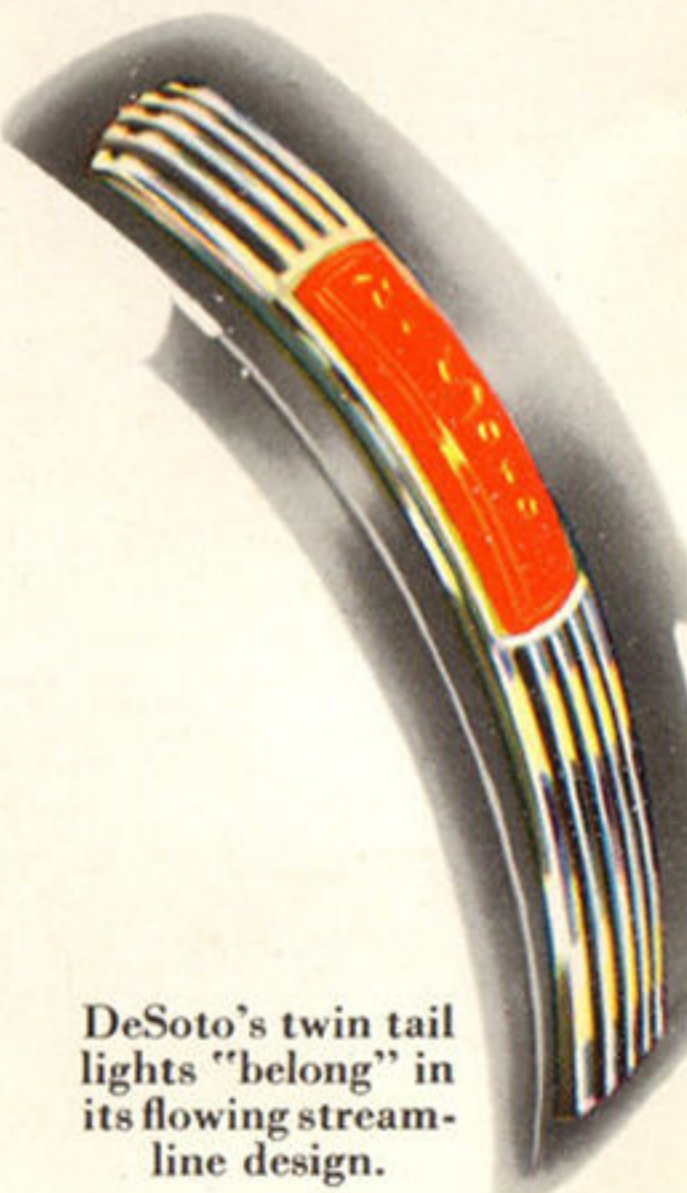
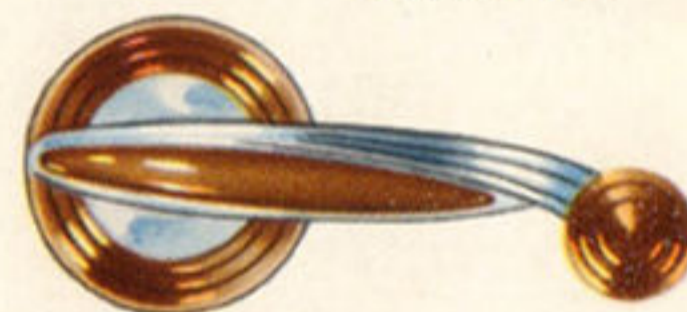
Doors in DeSoto Coupes and Two-Door Sedans are a great deal wider. It is easy to get in and out of these models. DeSoto doors are equipped with a door check that keeps doors open when desired.



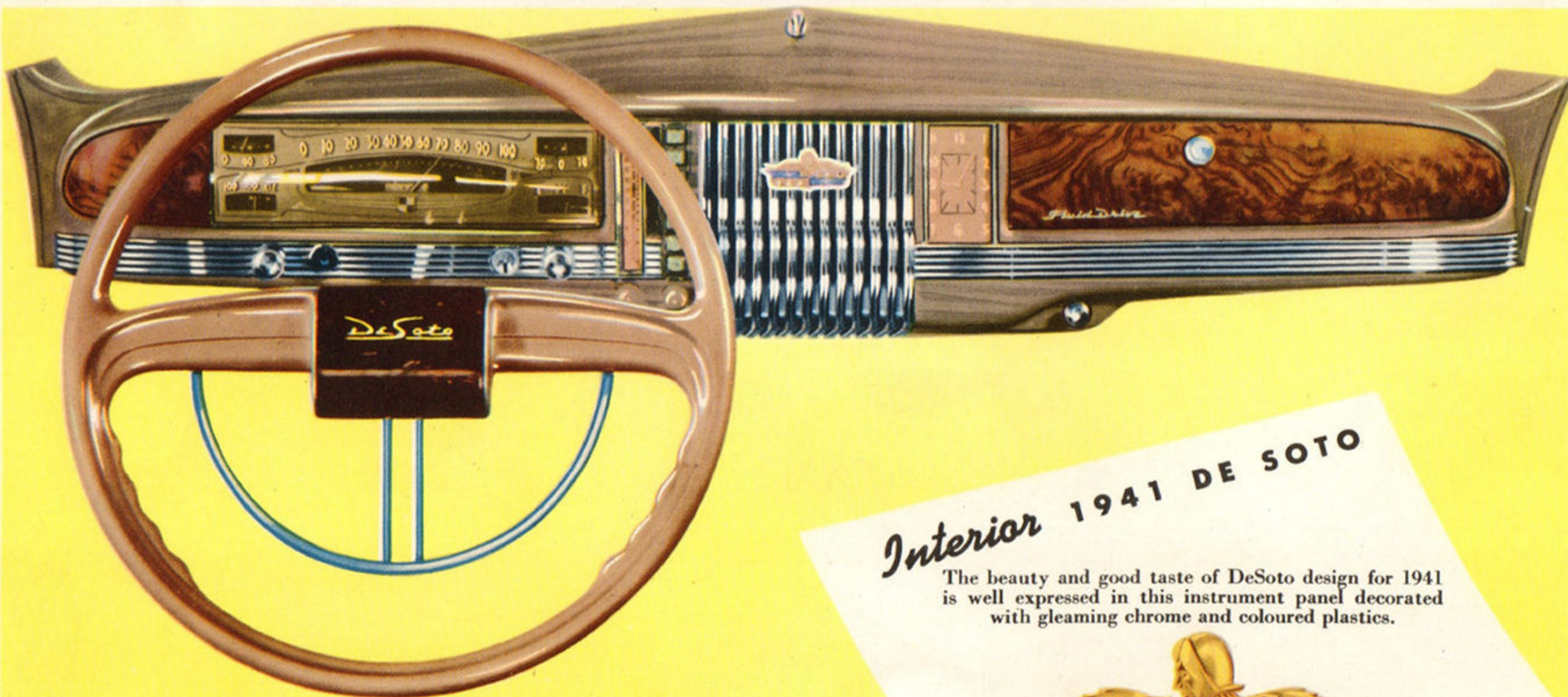
DeSoto "Sealed Beam" head lamps are the last word in road illumination.

DeSoto inside door handles point straight down and must be pulled directly toward the passenger to open the door. This will help to prevent accidental opening.

Coloured plastics are prominent in DeSoto's decorative scheme.



DeSoto's twin tail lights "belong" in its flowing streamline design.

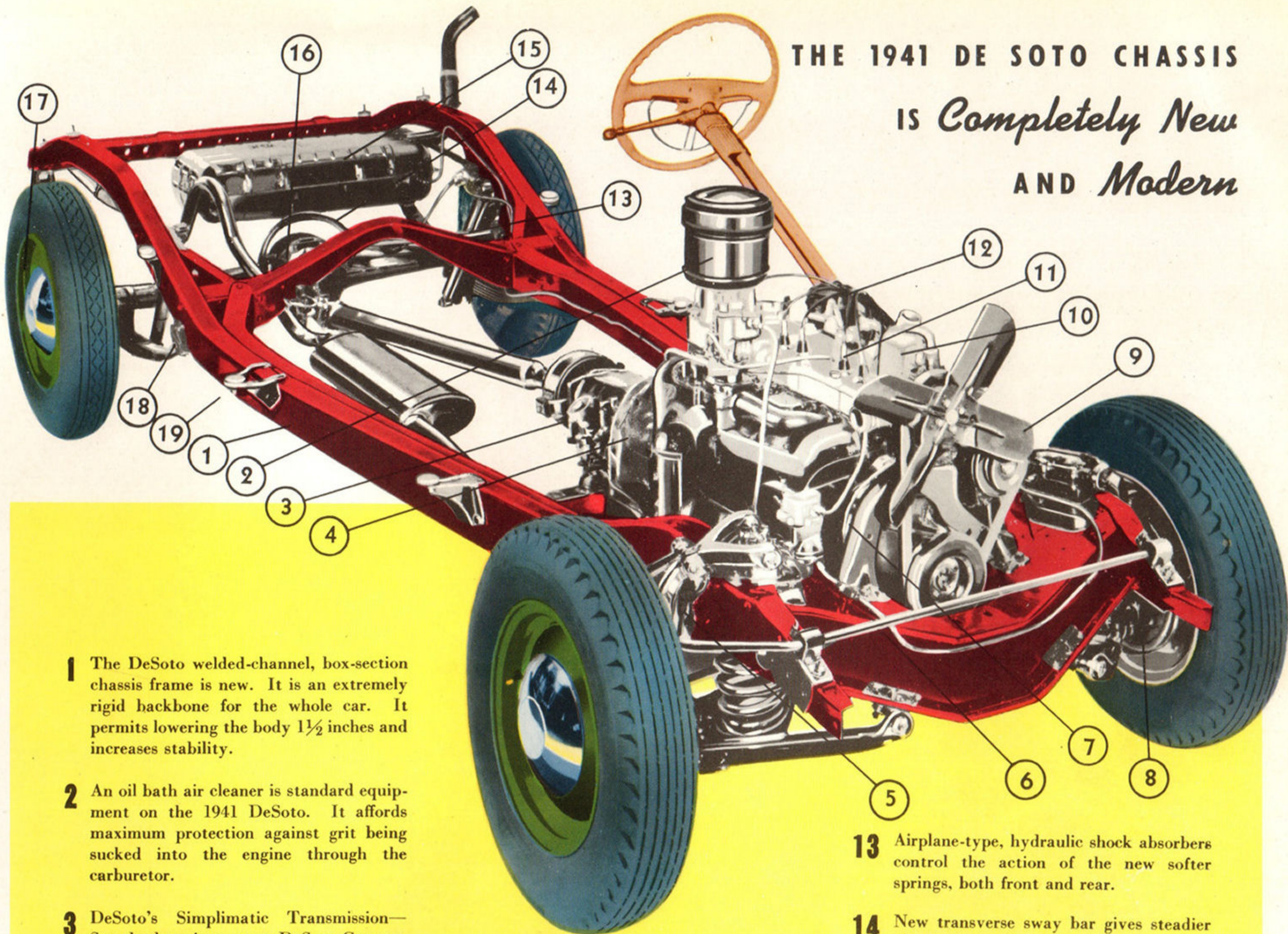


Interior 1941 DE SOTO

The beauty and good taste of DeSoto design for 1941 is well expressed in this instrument panel decorated with gleaming chrome and coloured plastics.



THE 1941 DE SOTO CHASSIS
 IS *Completely New*
 AND *Modern*



1 The DeSoto welded-channel, box-section chassis frame is new. It is an extremely rigid backbone for the whole car. It permits lowering the body 1½ inches and increases stability.

2 An oil bath air cleaner is standard equipment on the 1941 DeSoto. It affords maximum protection against grit being sucked into the engine through the carburetor.

3 DeSoto's Simplimatic Transmission—Standard equipment on DeSoto Custom. It is described on the next page.

4 Fluid Drive—Standard equipment on DeSoto Custom, available at extra cost with power shift on DeSoto DeLuxe. For description see next page.

5 DeSoto's independent front wheel suspension has been made more rigid. The upper arm is a stamping and is straddle mounted at both ends.

6 The front stabilizer reduces the tendency for the car to roll on the turns.

7 The main and connecting rod bearings have three times their former life. See overleaf.

8 DeSoto has the latest and finest in Hydraulic Brakes with equal pressure on all four wheels. Superfinished brake drums are an exclusive advantage.

9 New ¾" piston rings improve compression. See overleaf.

10 New water thermostat elbow prevents air lock in car heater.

11 105 horsepower engine gives flashing performance.

12 Distributor is made more waterproof. Vacuum spark advance is made more accurate in operation.

13 Airplane-type, hydraulic shock absorbers control the action of the new softer springs, both front and rear.

14 New transverse sway bar gives steadier ride in the rear seat.

15 Gas tank is heavier and mountings are stiffer.

16 Hypoid rear axle permits a low body and increased life of differential gears.

17 New safety wheel rim prevents tire coming off wheel when deflated. Reduces risk from blowouts at high speeds. Each car has special tools for removing tires.

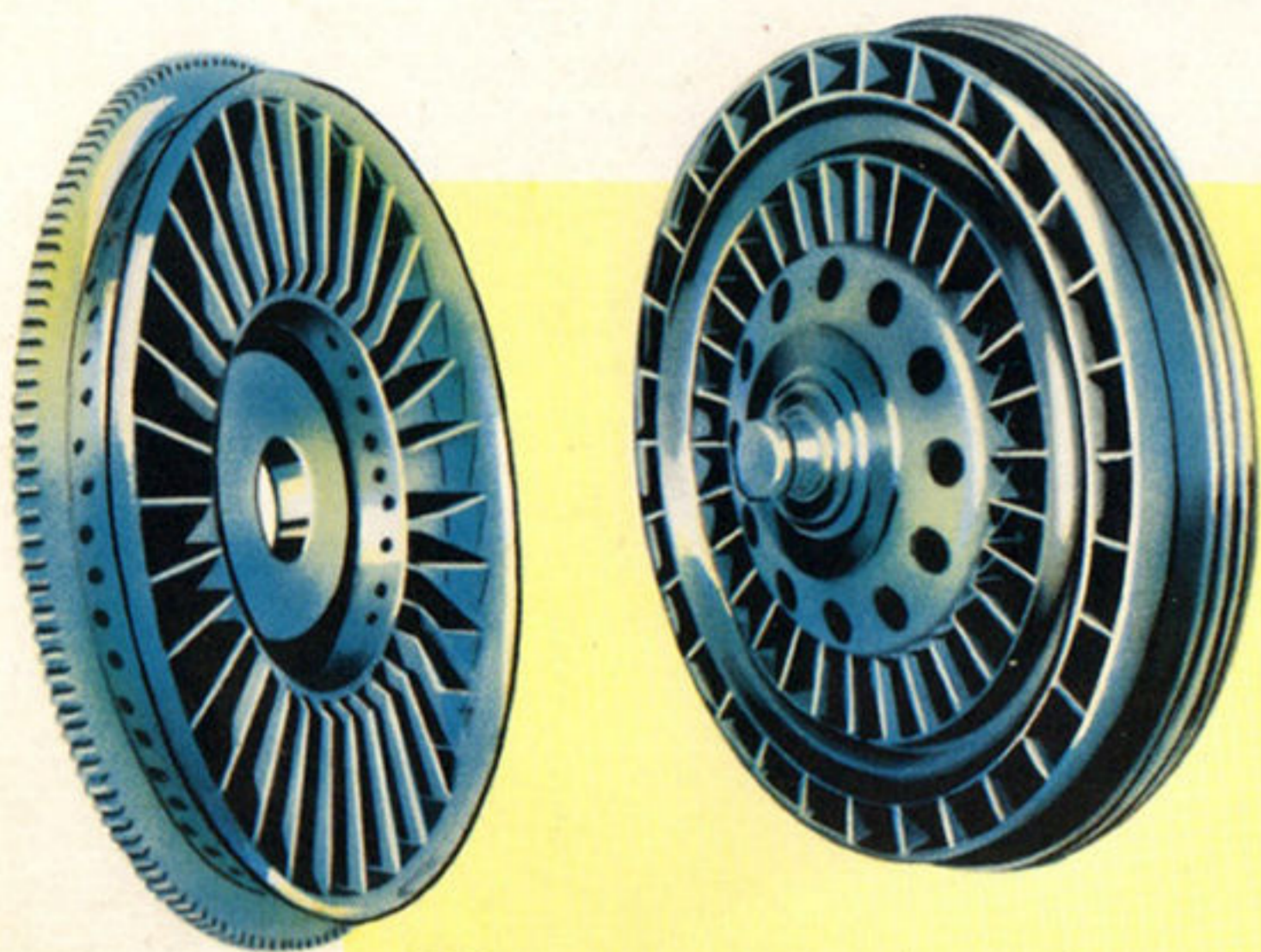
18 New rubber insulated shackles. See overleaf.

19 Rubber spool body mountings absorb road noises and vibration. Reduce driving fatigue.

Fluid Drive

AND SIMPLIMATIC TRANSMISSION

STANDARD EQUIPMENT
ON 1941 DE SOTO CUSTOM



Fluid Drive is one of the great motor car advancements of all time, ranking in fundamental importance with Hydraulic Brakes.

Like many great things, Fluid Drive is simplicity itself, both in design and operation, yet Fluid Driving is so different from ordinary driving that it is difficult to describe. It is a wholly new experience, and the only way to truly know its results is to experience them.

With Fluid Drive—you will seldom have to use the gear shift and the clutch pedal. Only when starting and in the heaviest kind of roads is it necessary to change gears or use the clutch.

Just get into a 1941 DeSoto Custom and shift directly into high gear. Step on the accelerator pedal and the car moves away as smoothly as a swan in still water. When stopping just take the foot from the accelerator pedal and put it on the brake. Leave the car in high gear and don't touch the clutch. It's as simple as that.

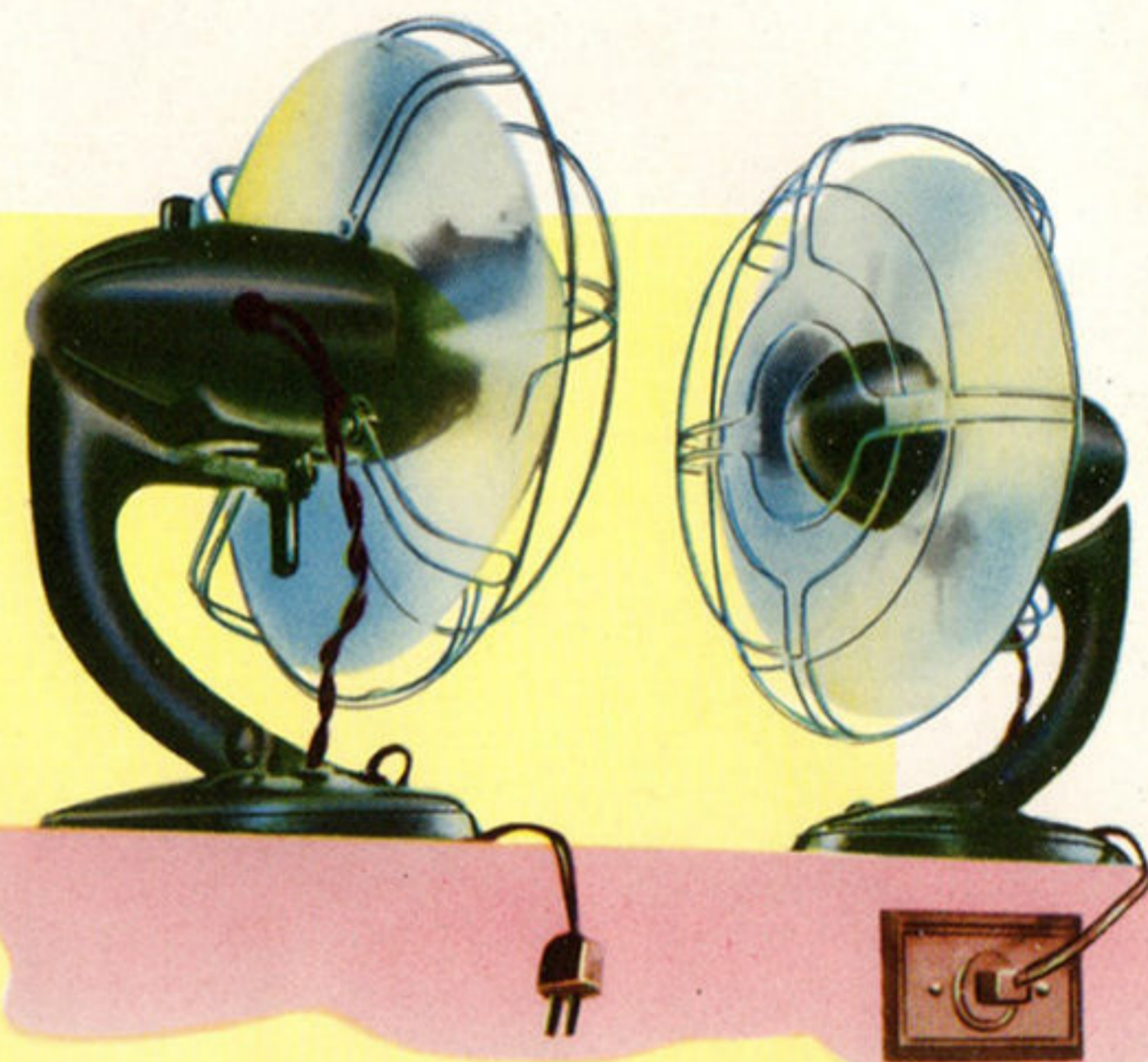
Here is the best way to describe the operation of Fluid Drive: Place two electric fans facing each other. Operate one in the normal way, by electricity. Soon the second fan will be turning at the same speed—operated by the blast of air from the first fan. There is *transmission of power* but *no mechanical connection*. Fluid Drive operates in a similar manner but uses *oil* instead of *air* for the transmission of power. The Fluid Drive unit replaces the flywheel on the engine and has only two moving parts. There is nothing to wear out.

Coupled with Fluid Drive as standard equipment on DeSoto Custom, is the new Simplimatic Transmission. This is a simple, semi-automatic Transmission which with Fluid Drive, eliminates almost all hand gear shifting and almost all clutch pedal action.

The DeSoto Simplimatic Transmission has 4 speeds forward, divided into low and high range. 98% of all driving will be done in the high range. This means that when the car is started, the gear lever is moved into "High" and left there all the time. The low range is used only for heavy going.

The Simplimatic Transmission shifts automatically from first to second speeds in the "Low Range" at about 8 miles per hour when the foot is lifted momentarily from the accelerator pedal.

It shifts automatically from third to fourth speeds in the "High Range" at speeds above seventeen miles per hour when the foot is lifted momentarily from the accelerator pedal.



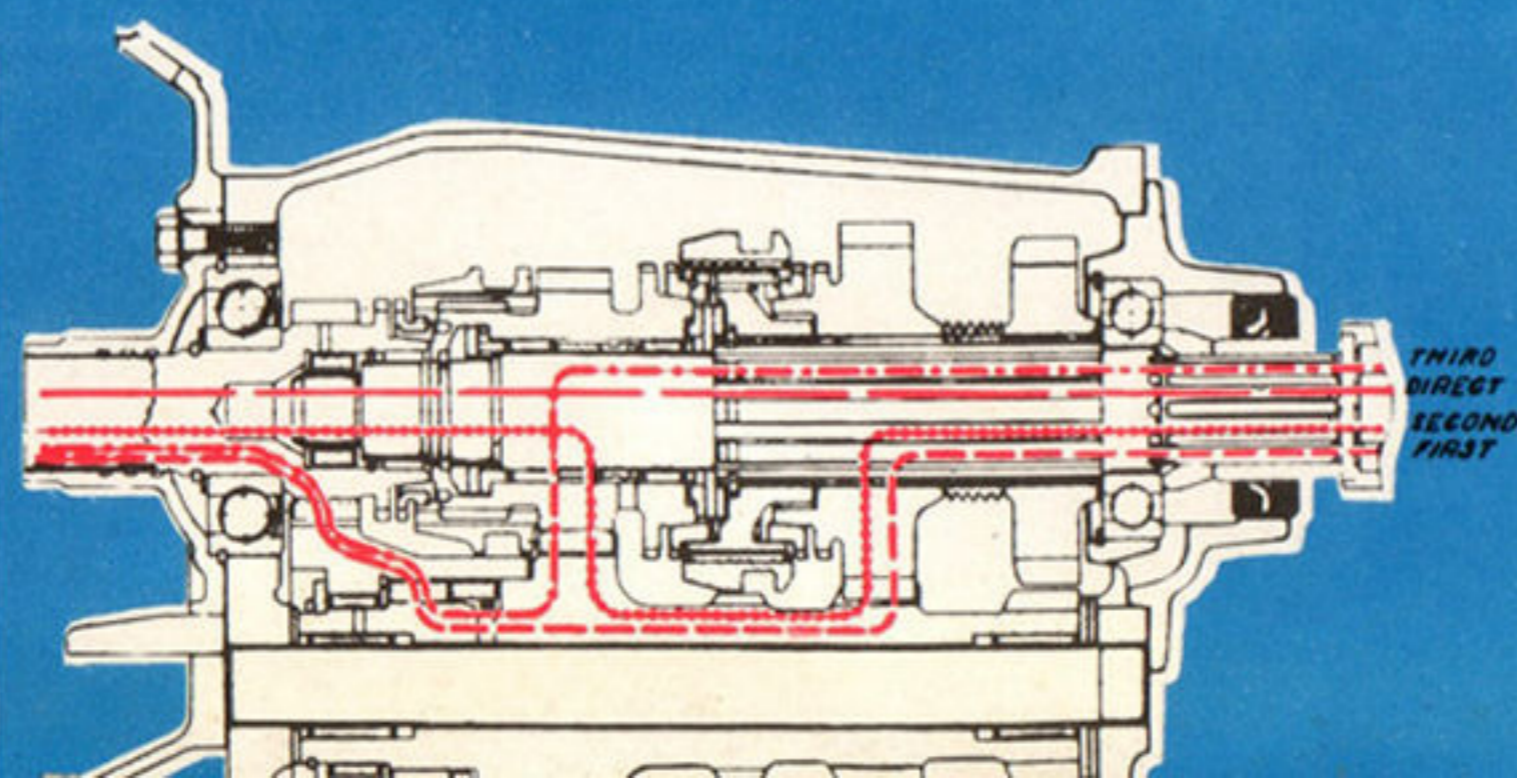
It shifts automatically from second to first speeds in the "Low Range" when speed drops below seven miles per hour.

It shifts automatically from fourth to third speed in the "High Range" when speed drops below thirteen miles per hour.

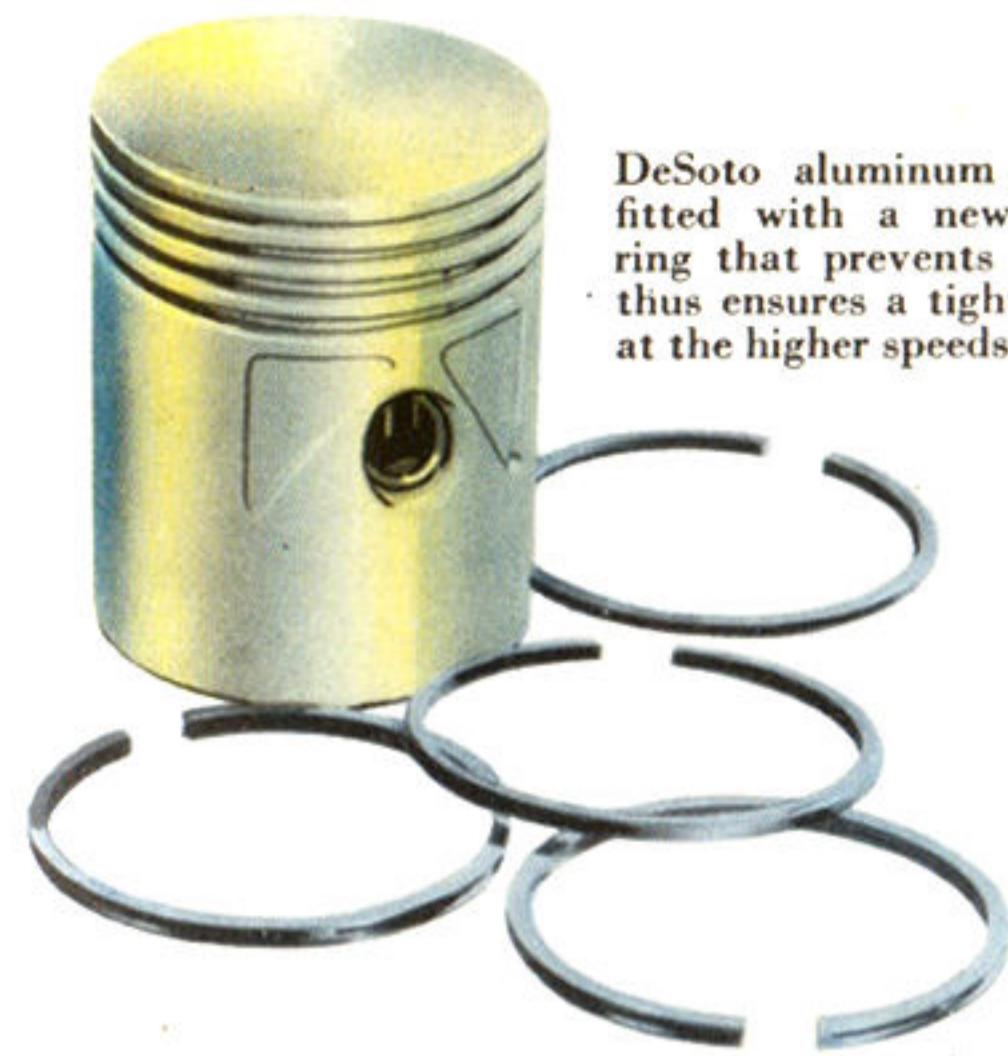
It shifts from fourth to third speed in the "High Range" at any speed below fifty-three miles per hour, when the accelerator pedal is pushed momentarily to the floor. This is an excellent arrangement when the driver needs to pass another car quickly.

The cruising speed, or fourth speed, of the Simplimatic Transmission, is direct drive without the use of gears.

The DeSoto Simplimatic Transmission is not complicated. It can be serviced at any approved Dodge-DeSoto Dealers service department.



DeSoto's Simplimatic Transmission is a conventional transmission with an over-running clutch and a power gear-shift with electrical and vacuum controls added. It is simple in construction, simple to operate and easy to service. Standard equipment on DeSoto Custom models.

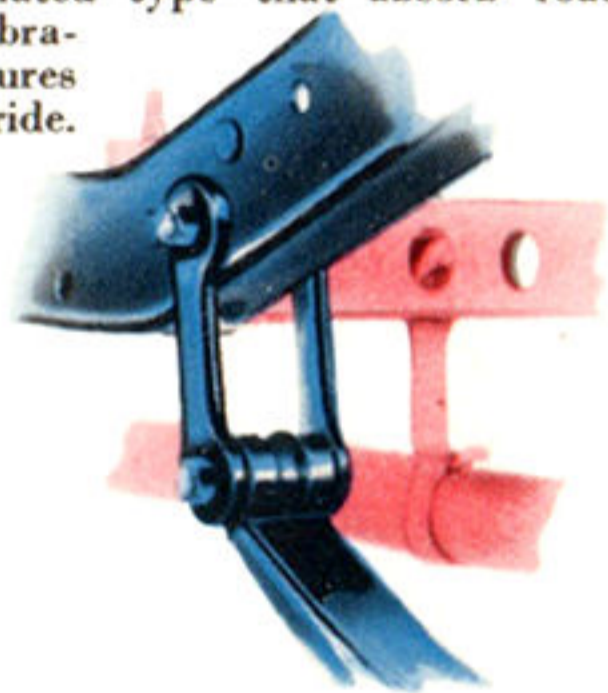


DeSoto aluminum alloy pistons are fitted with a new $\frac{3}{32}$ " compression ring that prevents "ring flutter" and thus ensures a tighter seal—especially at the higher speeds.

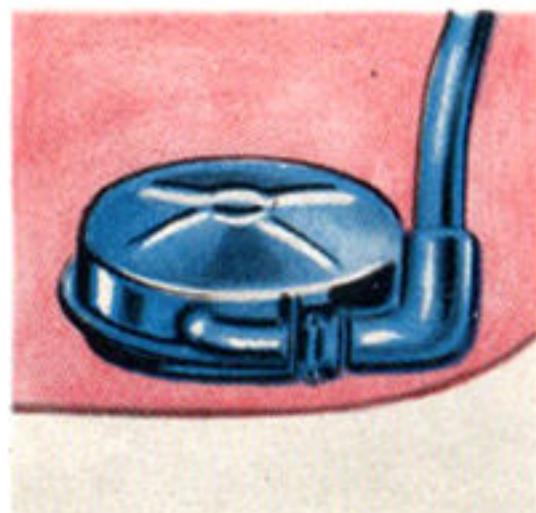
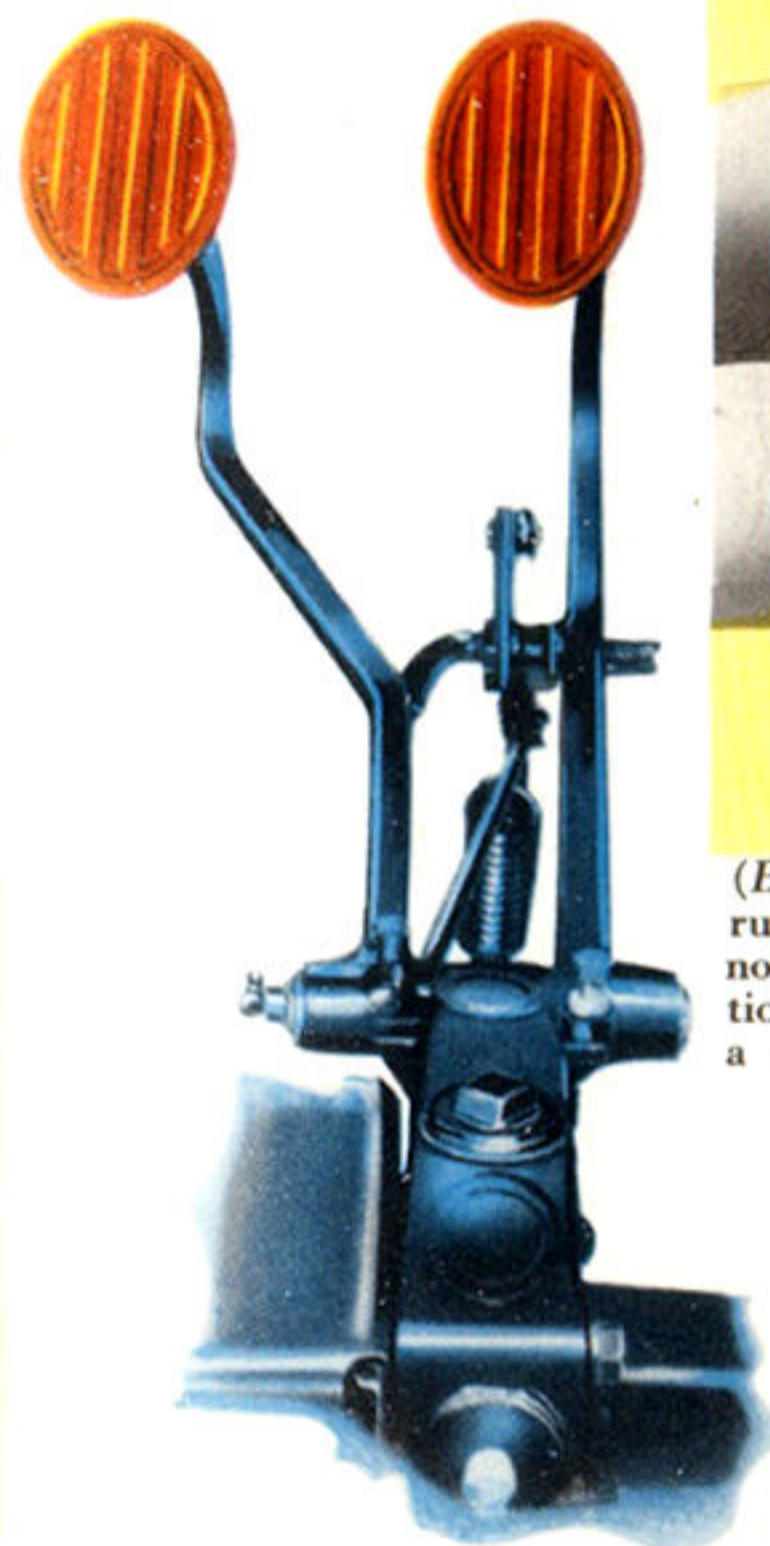
(Below) DeSoto main and connecting rod bearings are of a new steel-backed, thin babbit type that give three times their former life at these vital points.



(Below) Rear spring shackles are of a new rubber insulated type that absorb road noises and vibration. Ensures a quieter ride.



(Below) Pedals have been moved further to the left and a new mounting of the brake pedal on the master brake cylinder gives a more direct brake pedal action.



This is a protection trio that keeps harmful grit from causing excessive wear. The heavy duty oil bath Air Cleaner reduces the dust sucked in through the carburetor; the Floating Oil Strainer takes the clear oil from the top of the reservoir where oil is cleanest; the oil filter catches any grit that passes the other guardians.

1941 DE SOTO Specifications

AXLE, REAR—Semi-floating type with nickel-molybdenum hypoid gears. Ratio, Sedans and Coupes (Custom) 3.54 to 1, (DeLuxe) 4.1 to 1.

BODY—Safety-steel construction with one-piece, seamless top. Safety-Glass standard throughout. Swing type ventilating windows.

BRAKES, SERVICE—DeSoto four-wheel, equal action, hydraulic, internal expanding, with 11" cast-iron, steel-back brake drums. Stepped wheel cylinders to give equalized braking action in front and rear brake shoes.

BRAKES, PARKING—operates on drive shaft. Cast-iron drum.

CAMSHAFT—Supported on four bearings and driven by a silent chain.

CLUTCH—10" ventilated single dry-plate type. Torsion springs in clutch disc cushion the flow of power. Ball-bearing release.

COOLING SYSTEM—Full-length water jackets and water-distributing tube in combination with a special by-pass thermostat and centrifugal pump give a uniform temperature throughout the engine. This contributes to long engine life, greater fuel mileage and greater oil economy. Capacity $3\frac{3}{4}$ Imperial gallons.

CRANKSHAFT—Supported on four babbit-lined steel main bearings. Balanced and counter-weighted. Impulse neutralizer on front end.

ENGINE—Six-cylinder L-head type with Floating Power engine mountings. Maximum brake horsepower, 105 at 3600 R.P.M., piston displacement 228.1. Cast-iron cylinder head standard equipment.

ENGINE LUBRICATION—Full pressure to all crankshaft, connecting-rod and camshaft bearings. All other working parts lubricated by positive spray under pressure from small metered hole in each connecting-rod bearing, also from crankshaft and camshaft. Timing chain lubricated by direct oil leads. Oil capacity, 4 Imperial quarts.

ELECTRICAL SYSTEM—Air-cooled shunt-wound generator with voltage limit control. Distributor, automatic advance with vacuum control. Starter mechanical shift. Battery, six-volt, 105 ampere-hour capacity.

FRAME—Double-drop, X-girder type of tubular box section construction. Side channels follow contour of body.

FUEL SYSTEM—Carburetor, plain tube down-draft type, equipped with accelerator pump, combination-type aircleaner and intake silencer. Automatic choke, automatic idling control and automatic manifold heat control. Fuel pump, driven from camshaft, equipped with visible sediment trap. Fuel tank capacity, 14 Imperial gallons.

PISTONS—Stannic-coated aluminum alloy U-slot type. Four rings per piston, two oil control and two compression. New $\frac{3}{32}$ " compression ring which reduces blow-by.

PROPELLER SHAFT—Tubular with roller bearing metal covered universal joints. Hotchkiss drive, in which rear springs take driving torque.

SHOCK ABSORBERS—Hydraulic, direct, double action front and rear.

SPRINGS—Front, coil. Rear, Amola, tapered leaf semi-elliptic. Rubber-cored shackles on the front ends of the rear springs and silent threaded U-type on the outer ends. Metal covers on rear springs. Ride stabilizer at front and rear.

STEERING—Shockless, center controlled steering. Worm-and-roller steering gear with ratio of 18.2 to 1.

SUSPENSION—Front, individually sprung wheels with coil springs.

TIRES—6.25 x 16 Airwheel, non-skid tread, on steel disc wheels.

TRANSMISSION—Simplimatic on Custom models. Conventional on DeLuxe models.

FLUID DRIVE—Standard on Custom models. Available with power shift as special equipment on DeLuxe models.

VENTILATION—Special draftless ventilation system, front and rear. Cowl ventilator equipped with screen.

WHEELS—Five, steel disc, 4.25 x 16.

WHEELBASE—121 $\frac{1}{2}$ ".

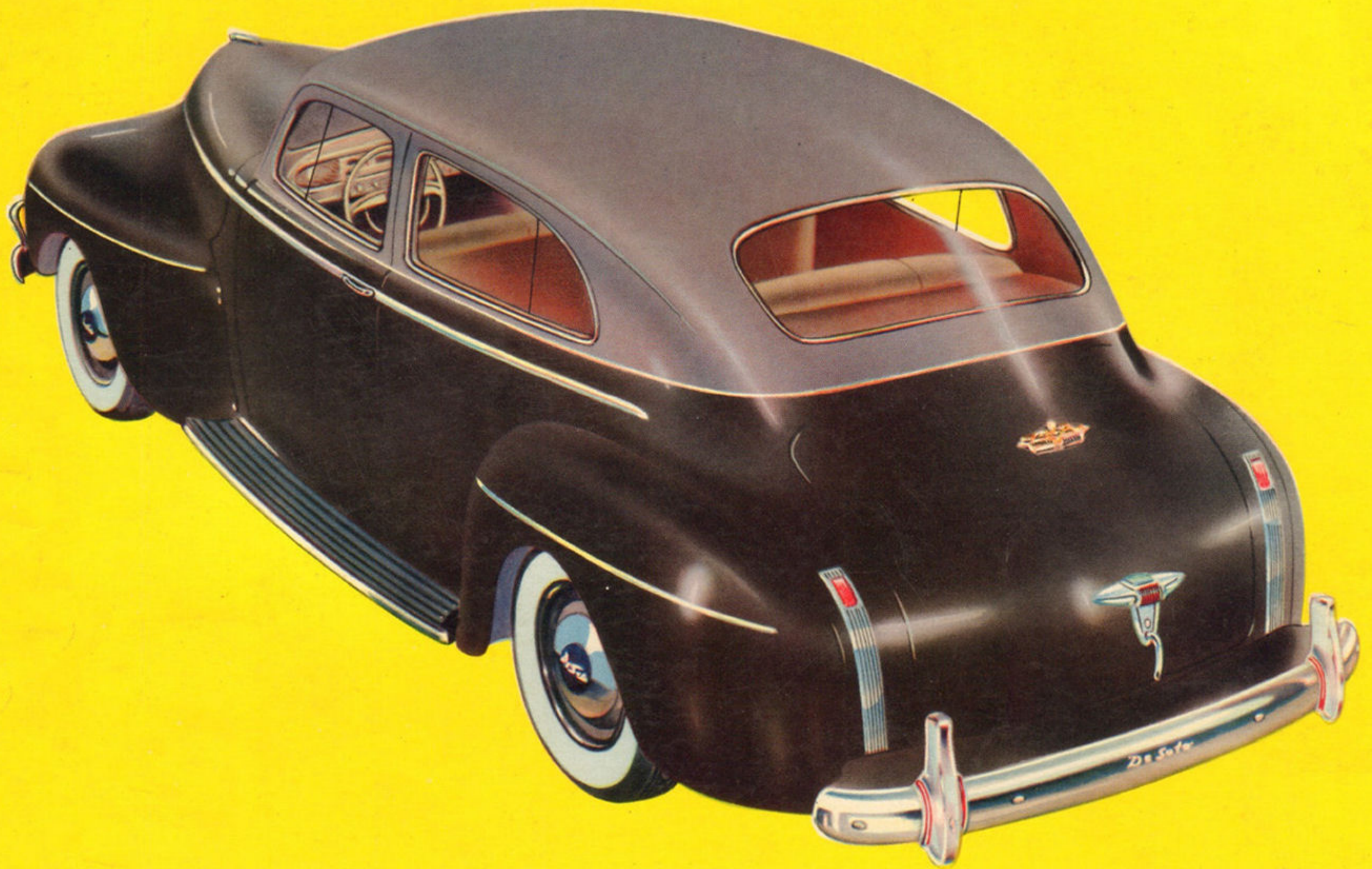
NOTE—ALL SPECIFICATIONS AND INFORMATION SUBJECT TO CHANGE WITHOUT NOTICE AND WITHOUT RESPONSIBILITY TO THE CHRYSLER CORPORATION OF CANADA LIMITED, DE SOTO DIVISION.

Equipment as Shipped

WHEELBASE 121 $\frac{1}{2}$ INCHES

105 horsepower engine.
5 Aero-disc wheels, 16".
5 Tires, 16 x 6.25.
14 Imperial Gallon Fuel Tank.
Safety Glass Throughout.
Metal Spring Covers (rear only).
Dual sun visors.
Dual Tail lights.
Dual Windshield Wipers (electric).
Dual Horns (Airtone).
Remote Control Horn Ring.
Drip Moulding Integral with Body.
Center License Plate Lamp and Bracket.
Extra Wide Front and Rear Seats.
Independent Action Type Front Wheel Suspension.
Automatic choke.
Arm rests both front doors.
Oil bath aircleaner and intake silencer.
Handy Control Gearshift.
Parking Brake on Transmission.
Bumpers, Bumper Guards and Headlamp Guards.
Shock Absorbers.
Sway Eliminator (front).
Rear Stabilizer.

Foot Rest (Sedans Only).
Genuine Safety-Steel One-Piece Roof.
Cigar Lighter.
Special Quality and Design of Upholstery, Garnish Mouldings and appointments.
Auto Jack.
Radio Grille.
Chrome bead around windshield.
Chrome bead around back window.
Rubber weatherstrip around doors.
Luggage compartment floor insulation.
Felt on luggage compartment sides.
Rear Vent windows on two and four-door Sedans and Town Sedan.
Front door vent window, chrome frame, all models.
Chrome bead on fenders.
Airfoam seat pads.
Robe cord.
Assist Straps.
Rear centre arm rest on town sedans.
FLUID DRIVE—Fluid Drive with Simplimatic transmission is standard equipment on the DeSoto Custom. Fluid Drive with Power Shift is available on Deluxe models—which have regular transmission.



IT'S THE 1941

DeSoto

Engineered by Chrysler