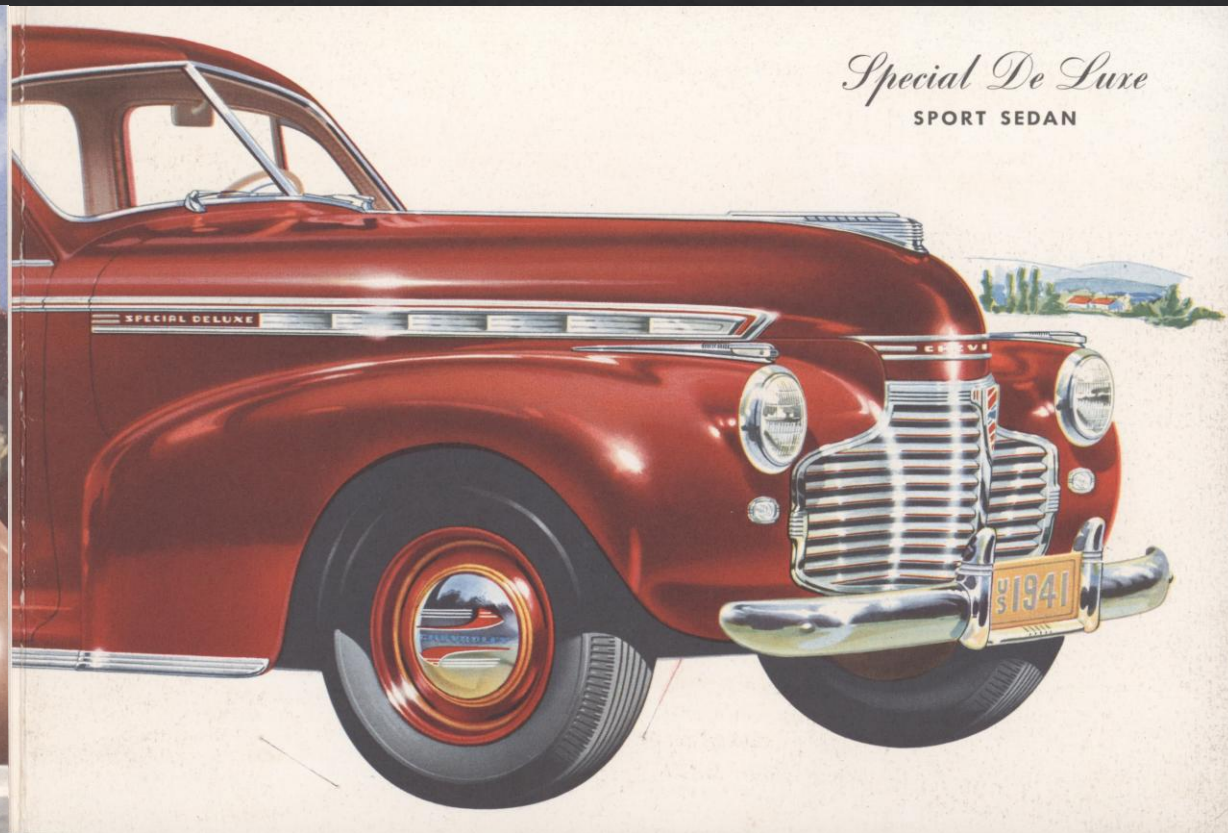


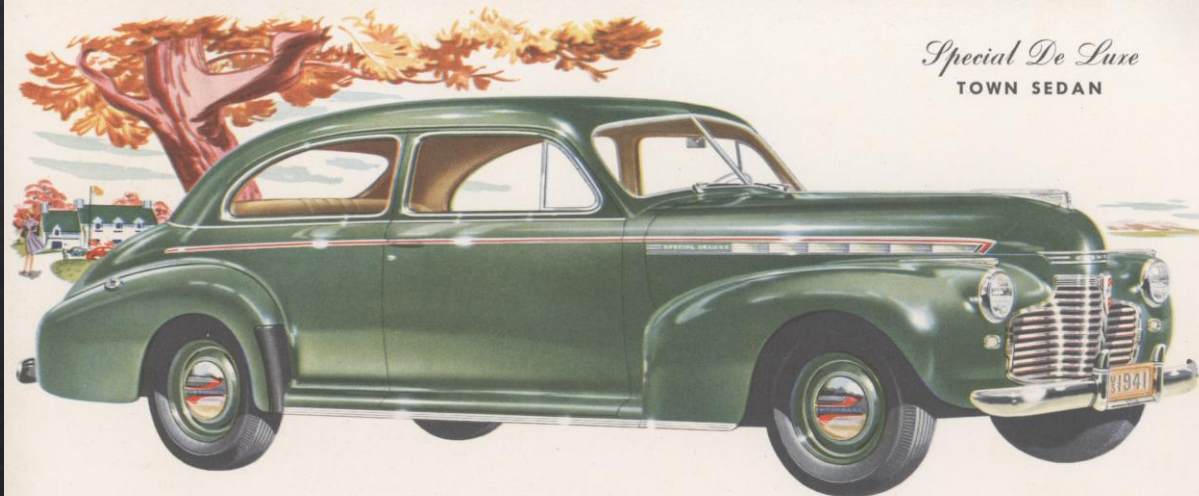
1941

Chevrolet

SPECIAL DELUXE
MASTER DELUXE







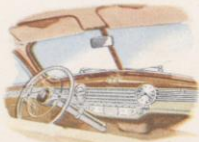
Special De Luxe
TOWN SEDAN

Town Sedan body features, in addition to those listed for all models in specifications, include: Ventilating rear-quarter windows. Full-width front seat cushion with divided back. Two robe cords, two ash receivers, two arm rests, and foot rest, in rear seat compartment. Two coat hooks.

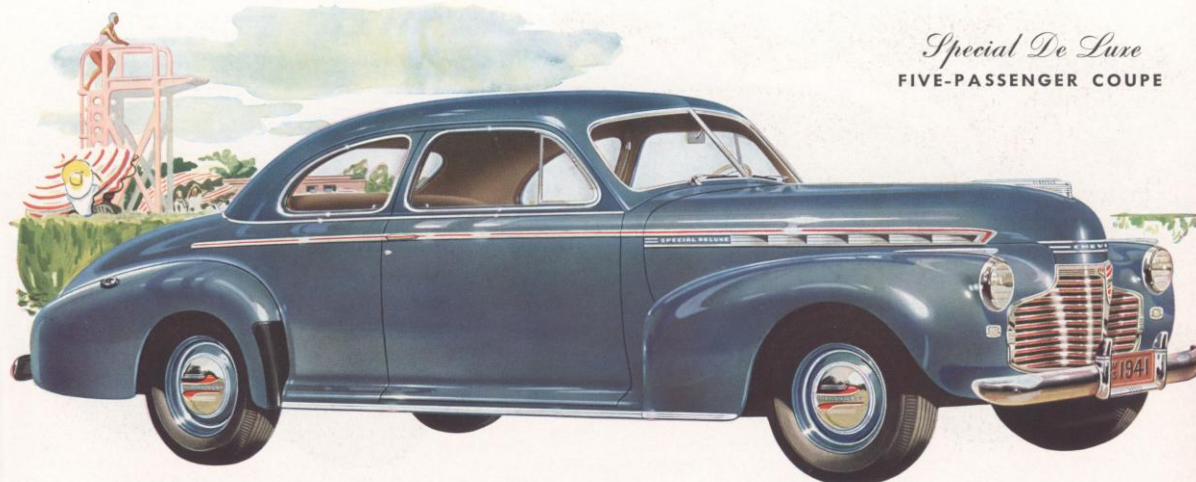
Unusually large doors open wide to give easy access to the most spacious and most comfortable bodies ever mounted on a Chevrolet chassis.



New heights of luxury, beauty, comfort and convenience are reached in the truly de luxe styling and equipment of the interiors.



Passenger comfort is vastly superior, because of added inches in seat width, improved construction and many de luxe appointments.



Special De Luxe
FIVE-PASSENGER COUPE

Five-Passenger Coupe body features, in addition to those listed for all models in specifications, include: Ventilating rear-quarter windows. Full-width front seat cushion with divided back. Full-width interior rear seat. Two rear seat ash receivers. Two assist straps. Two coat hooks.

Your extra passengers ride inside, on a full-width sedan-type rear seat, complete with arm rests. Knee room is four inches greater.



The new rear end includes a flush rear deck, a closely-fitting gravel deflector between bumper and body, and modishly styled tail lights.



The rear deck, doubly supported, gives clear access to the extra-large luggage compartment, illuminated by the two tail light bulbs.





Special De Luxe
CABRIOLET

Cabriolet body features, in addition to those listed for all models in specifications, include: Full-width front seat cushion with divided back. Full-width interior rear seat. Durable fabric folding top, operated by vacuum. Fabric top boot.

The fabric top folds away snugly back of the full-width rear seat. The 4-inch-longer rear passenger compartment gives a marked increase in comfort.



To fold back the top, or raise it, the driver need only operate a valve controlling a vacuum-power linkage, which completes the change in a matter of seconds. In the rear curtain, which is equipped with a zipper fastening to permit its being opened readily, is a large window.



Special De Luxe
STATION WAGON

Passenger car styling marks the Station Wagon. Door pillars and panels have the same contours as the Sedans. The body is 5 inches longer on the floor and 3 inches wider than previously. The contrasting colors of the ash pillars and mahogany panels give distinguished beauty.

The rear closure, divided horizontally, facilitates the loading of the large luggage space back of the rear seat, and extra luggage may be carried on the tail gate.



In keeping with the passenger-car styling of the body exterior, the interior is finished and trimmed to provide the utmost in passenger comfort and convenience.



Ash pillars and mahogany panels are curved and shaped to contours that depart widely from the slab-sided design of conventional Station Wagons as built in the past.





Special De Luxe
BUSINESS COUPE

Business Coupe body features, in addition to those listed for all models in specifications, include: Full-width front seat cushion with divided back. Large illuminated luggage compartment under rear deck. Luggage deck in spacious compartment back of the three-passenger seat. Two coat hooks.

The spare wheel is readily accessible, under the smooth luggage deck of the extra-spacious compartment built into the rear.



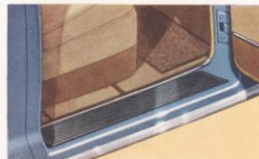
Three adults may ride in comfort on the full-width front seat cushion, with divided back. The front seat is readily adjustable.



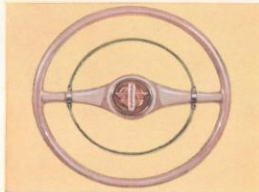
Back of the seat is a large interior luggage deck which may be reached from either side of the car for loading or unloading.



CHEVROLET BODY FEATURES FOR 1941



Concealed entrance steps, totally shielded from snow and ice by the flared bottom edges of the doors, add safety and convenience. (*Special De Luxe* illustrated.)



Special De Luxe steering wheel.



Double interlocking hood catches—with a handy lock release knob under the dash, and a safety catch at the front—insure that the hood cannot be opened accidentally or by unauthorized persons. (All models.)



Beauty and utility are efficiently combined in the instrument panel, handsomely finished in bright metal and plastics. Particularly effective and practical is the large, circular speedometer dial. In the *Special De Luxe* (illustrated), a clock symmetrically balances the speedometer.



No Draft ventipanes are equipped with locks and protected by drip guards that prevent rain from entering the car.

Chevrolet's exclusive stabilized front-end construction supports the radiator core, fenders and headlights on a rigid steel frame. (All models.)



Fully adjustable sun visors (one on the *Master*, two on the *Special*) may be swung to the side or moved lengthwise, to cut off sun glare from any direction.



In the instrument panel is a spacious compartment (all models) for small articles. It is fitted with a lock, operated by the same key as that which is used for the rear luggage compartment. An added convenience in the *Special De Luxe* is an electric light, with automatic switch, to illuminate the interior. (*Special De Luxe* illustrated.)



Master De Luxe
SPORT SEDAN

Sport Sedan body features, in addition to those listed for all models in specifications, include: Full-width front seat cushion and back. Robe cord on back of front seat. Two arm rests, and foot rest, in rear passenger compartment. Two coat hooks.

True comfort, the kind that results from extra roominess, convenient arrangement and harmonious styling, is enjoyed by driver and passengers alike.



Not a detail essential to modern motoring ease is lacking. The No Draft ventipanes are equipped with easy-action locks and positive crank regulators.



The front compartment is noteworthy for its numerous provisions for the driver's ease and comfort. Increased vision is a contribution to safety.



Master De Luxe
TOWN SEDAN

Town Sedan body features, in addition to those listed for all models in specifications, include: Ventilating rear-quarter windows. Full-width front seat cushion with divided back. Two arm rests, and foot rest, in rear seat compartment. Two coat hooks.

The divided seat-back, and the great width of the door opening, assure ease of entrance to the rear passenger compartment, more spacious and more comfortable than ever before.



Mounting the spare wheel in a well within the rear luggage compartment makes the wheel easily accessible, and adds to the effective luggage space.



Instruments are grouped compactly in front of the driver, their clear-vision dials and indicators easily visible through the Y-spoke steering wheel.





Master De Luxe
FIVE-PASSENGER COUPE

Five-Passenger Coupe body features, in addition to those listed for all models in specifications, include: Full-width front seat cushion with divided back for entrance and exit. Full-width seat cushion in rear compartment. Two coat hooks.

Greatly increased roominess in the rear compartment makes the extra-wide seat practical for three passengers. A convenient, spacious package ledge is provided.



The new rear end includes a flush rear deck, a closely-fitting gravel deflector between bumper and body, and modishly styled tail lights. Bumper guards are standard.



The spare wheel is carried under a platform, to permit its easy removal and to provide the maximum space for the loading of luggage. Two deck supports give double security.



Master De Luxe
BUSINESS COUPE

Business Coupe body features, in addition to those listed for all models in specifications, include: Full-width front seat cushion with divided back. Large illuminated luggage compartment under rear deck. Luggage deck in spacious compartment back of the three-passenger seat. Two coat hooks.

To remove the spare wheel, it is not necessary first to unload any of the luggage stowed in the large rear compartment. The deck supports have positive, self-acting catches.



Space for a great quantity of luggage, even oversize sample-cases, is provided inside the car on a rubber-covered deck back of the seat, accessible from either side of the car.



The forward surface of the rear fenders (all models) is equipped with a heavy rubber shield, to protect it from being marred by gravel thrown up by the front wheels.



CHEVROLET MECHANICAL FEATURES FOR 1941



Gearshifting is virtually effortless, because of Chevrolet's exclusive vacuum gear-shift (all models). Eighty per cent of the effort required to change gears is supplied by a vacuum cylinder. Shifting is performed quickly and surely at a touch of the finger.

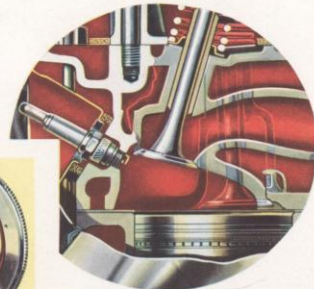


Positive equalized braking and prolonged life of brake lining distinguish Chevrolet's double-articulated brake-shoe linkage.

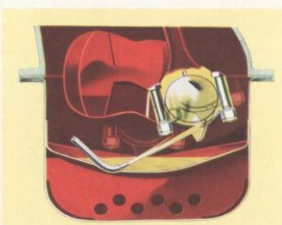
Low pedal pressure and smooth engagement mark the operation of the Chevrolet diaphragm-spring clutch.



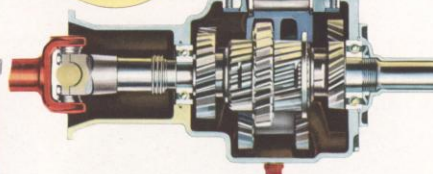
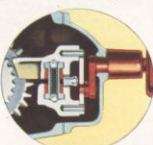
Non-overfill caps, and easy accessibility under the hood, simplify the proper maintenance of the battery.



Redesigned combustion chambers in the famous valve-in-head Six, with flat-top pistons and stepped-up compression ratio, raise Chevrolet's horsepower (all models) from 85 to 90.



Pressure stream oiling of the connecting rods gives instant cold-starting lubrication and supplies oil to suit the engine speed.



The Synchro-Mesh transmission is all-silent — not only in gear-changing, but in all speeds (including reverse). Helical gears are used throughout.



By means of the octane selector, ignition timing may be readily adjusted to get the best performance from whatever grade of gasoline is purchased.



Added strength and silent operation are advantages of the hypoid-gear final drive. The propeller shaft is completely enclosed within a sturdy torque tube.



Knee-Action details (linkage, springs, built-in shock absorbers, ride stabilizer) are shown clearly in the large cut-away view of the chassis. Above is shown the entire Knee-Action front-end unit, also the shock-proof steering with a separate tie-rod to each wheel.

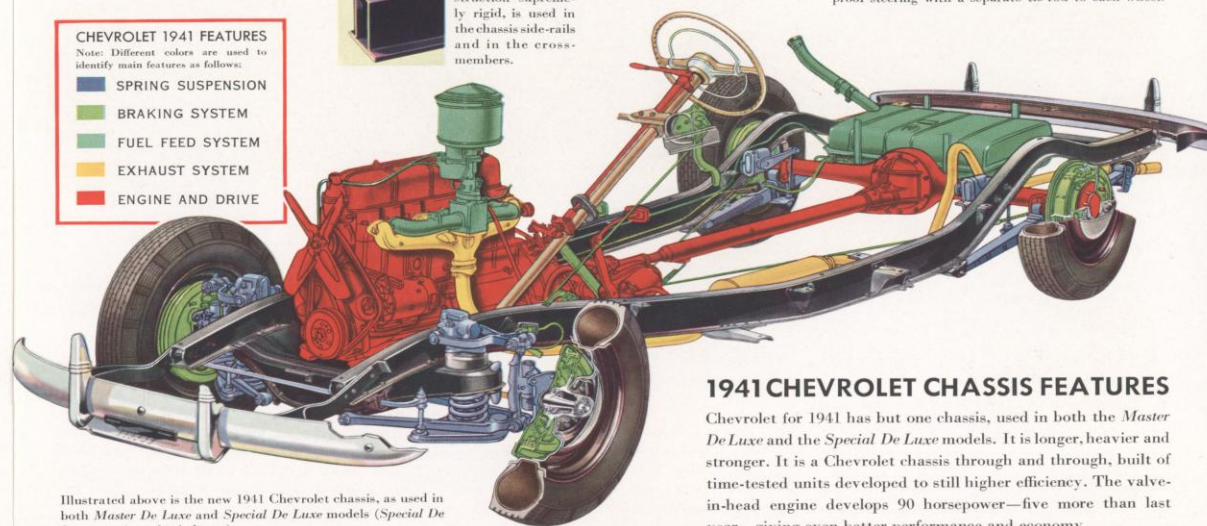
CHEVROLET 1941 FEATURES

Note: Different colors are used to identify main features as follows:

- SPRING SUSPENSION
- BRAKING SYSTEM
- FUEL FEED SYSTEM
- EXHAUST SYSTEM
- ENGINE AND DRIVE



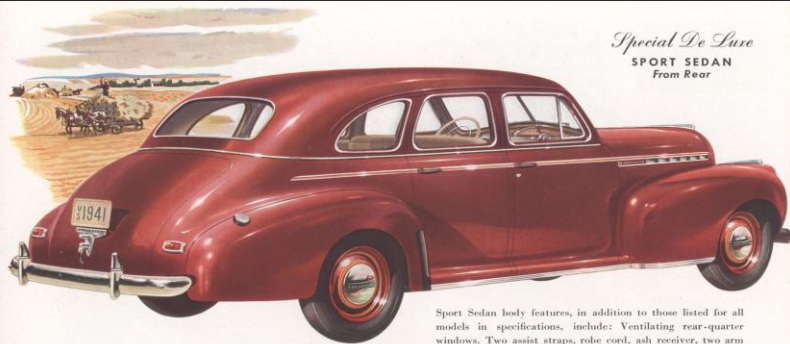
Box-girder construction, supremely rigid, is used in the chassis side-rails and in the cross-members.



1941 CHEVROLET CHASSIS FEATURES

Chevrolet for 1941 has but one chassis, used in both the *Master De Luxe* and the *Special De Luxe* models. It is longer, heavier and stronger. It is a Chevrolet chassis through and through, built of time-tested units developed to still higher efficiency. The valve-in-head engine develops 90 horsepower—five more than last year—giving even better performance and economy.

Illustrated above is the new 1941 Chevrolet chassis, as used in both *Master De Luxe* and *Special De Luxe* models (*Special De Luxe* steering wheel shown).

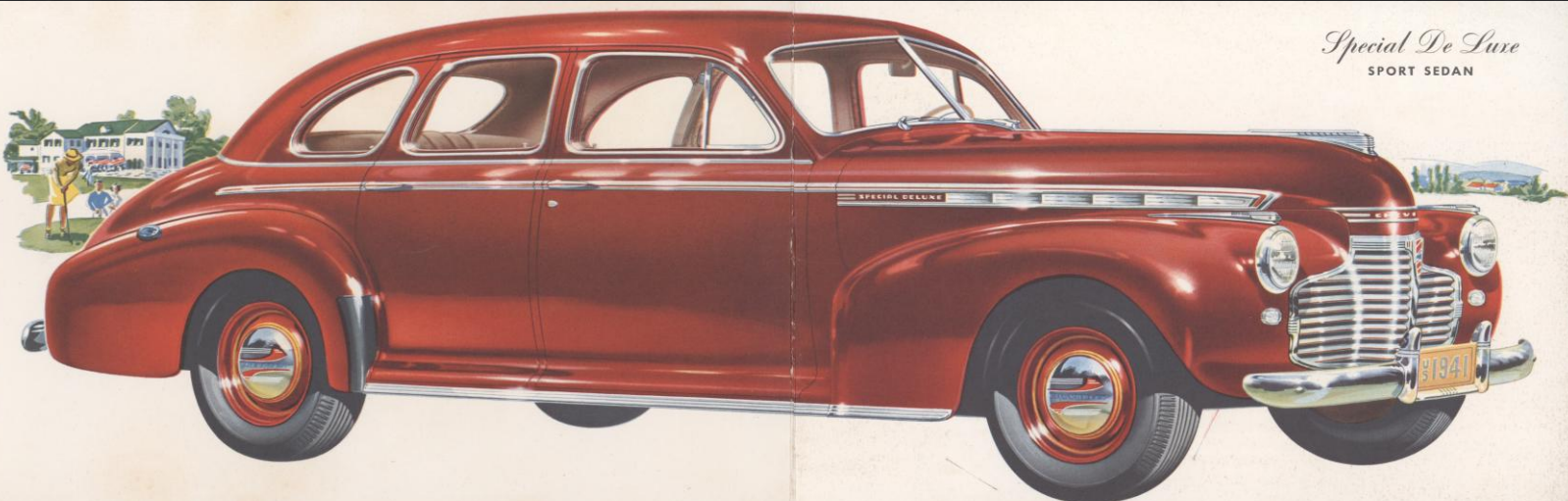


Special De Luxe
SPORT SEDAN
From Rear

**WITH THESE NEW MODELS . . . CHEVROLET,
THE LEADER, BIDS FOR FIRST PLACE
AGAIN IN 1941**

Chevrolet, first in sales in nine of the last ten years, presents for 1941 these greatest of all Chevrolets—*designed* to be first again, *styled* to be first again, *engineered* to be first again, *built* to be first again. These 1941 models offer you thrilling new bigness—longer wheelbase—dashing new "Aristo-Style" design—longer, larger, wider Fisher bodies—de luxe Knees-

Action on all models—the Chevrolet valve-in-head "Victory" engine, stepped up from 85 horsepower to 90—Chevrolet's original and exclusive vacuum-power gearshift—Safe-T-Special hydraulic brakes—crystal-clear Hi-Test safety plate glass—plus many more outstanding comfort, safety and convenience features. . . . Chevrolet's consistent leadership, year after year, has been based on value. For 1941, it seeks to maintain that leadership with motor cars designed to out-value by far all previous Chevrolets and all other low-priced automobiles.



Special De Luxe
SPORT SEDAN



Special De Luxe Sport Sedan
IN TWO-TONE COLOR COMBINATION

Personalize Your 1941 Chevrolet

BY SELECTING ONE OF THESE DISTINGUISHED TWO-TONE COLOR COMBINATIONS

Chevrolet for 1941 offers the purchaser a choice of three two-tone color combinations, in addition to the wide range of standard colors. These color combinations not only add immeasurably to the beauty and style of the car, but also provide another important feature—a “personalized” car,

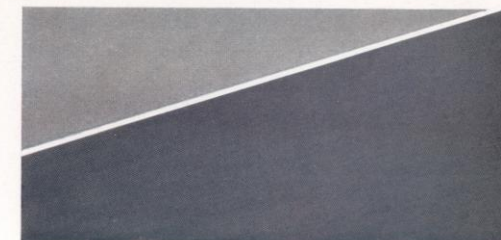
easily distinguished by the owner as his own. . . . Illustrated above is a *Special De Luxe Sport Sedan* finished in two tones of green—upper, *Cimarron Green*; lower, *Ridge Green*. Other combinations offered are *Squadron Gray* (upper) with *Marine Blue* (lower), as represented in the illustration of the

(over)



Special De Luxe Five-Passenger Coupe
IN TWO-TONE COLOR COMBINATION

Special De Luxe Five-Passenger Coupe; and *Nassak Gray* (upper) with *Squadron Gray* (lower), shown in the color panel beneath the Coupe illustration. . . . Chevrolets for 1941, in their new body design, are admirably adapted to two-tone color treatment. The color combinations available have been selected especially for their harmonious effect and to best enhance the sleek beauty of the new body lines. . . . When you select your 1941 Chevrolet, pick one of these three new two-tone combinations, offered at a small additional cost on any *Special De Luxe* body style.



The third combination is shown by this panel: with *Nassak Gray* (upper); and *Squadron Gray* (lower).