

TO THE 550,000 PEOPLE WHO *flew* LAST YEAR!



Your first Floating Ride in the New AIRFLOW DeSoto will bring back the Surprise and Thrill of your First Flight

YOU'VE MINGLED WITH THE CLOUDS! You've flown faster than the wind! Now a new thrill awaits you . . . your first Floating Ride in AIRFLOW DeSoto!

And just as you accept flying as the "only way" to get to far places in a short time, you'll welcome this car as the "only way" to travel on the road.

It's an entirely new *kind* of car. Back seat passengers no longer ride over the rear axle as shown in (A). The engine is



moved forward . . . the passengers too. Everyone gets a bumpless ride between the wheels (B). You can't confuse it with so-called "streamlined" models. It's designed differently throughout. Con-

structed on new, scientific principles . . . its "ride" is as different from that of other cars as flying is from train travel.

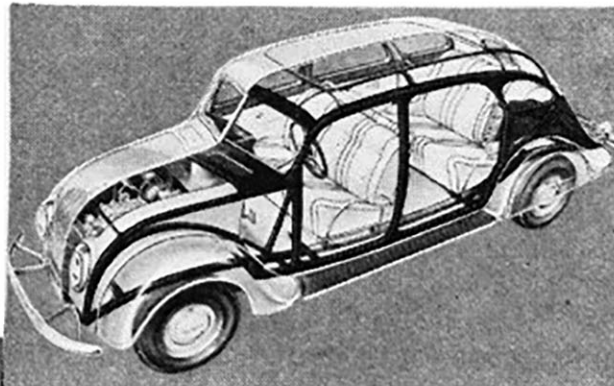
This car is so balanced and its weight so distributed that you sit perfectly relaxed at all speeds . . . barely swaying . . . able to read or write or even sleep peacefully while skimming along the highway at sixty-five or seventy miles an hour.

You'll like its modernity . . . its pure and practical beauty. You'll appreciate

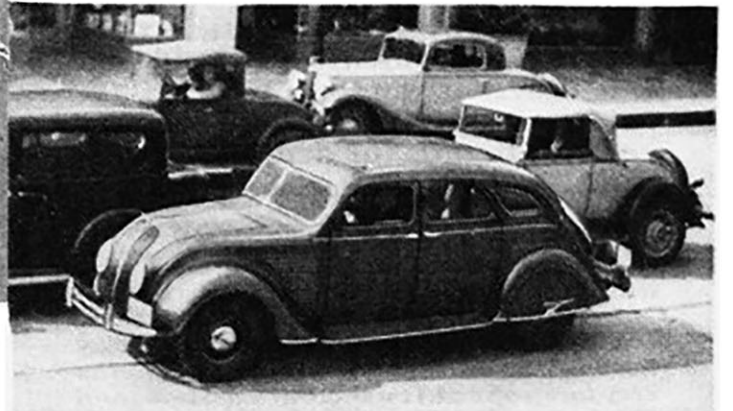
its roominess. For the AIRFLOW DeSoto seats three in front or back seat as comfortably as most cars seat two.

AIRFLOW DeSoto sets the style for an industry to follow. But isn't it fun . . . and good buying judgment . . . to ride the modern way *today* . . . in the car with a future! Talk with a DeSoto dealer. He'll arrange a Floating Ride for you.

FOUR MODELS: 4-Door 6-Passenger Sedan; 4-Door 6-Passenger Town Sedan; 2-Door 6-Passenger Brougham; 3-Passenger Coupe with enclosed rumble seats. Improved Duplate Safety Plate Glass throughout at low extra cost.



(Above) AIRFLOW De Soto's frame and body form *one all-steel unit*, stronger and more rigid than ordinary car construction.



Airflow DE SOTO