

Dear Jim —  
I'm writing this  
at 80 miles an hour!

If you've ever bounced on the back seat of a car... read this story. It's about a *New Kind* of automobile...with a *Floating Ride* that will cause a sensation!

**I**MAGINE YOURSELF writing a legible letter in a car, travelling at 80 miles an hour... Imagine yourself comfortably asleep in the back seat... speeding over country roads...

Imagine a car that literally "bores" its way through the air... silently... like a bird...

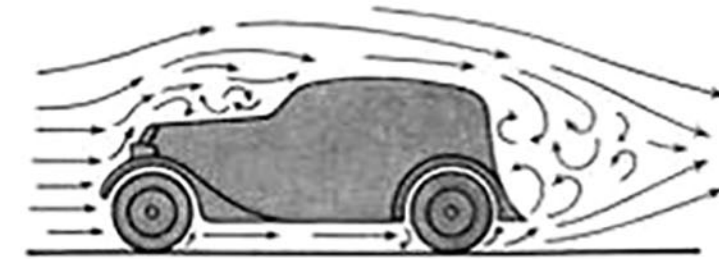
In other words... imagine the AIRFLOW De Soto! Of course... nobody can imagine what has never existed before. And you cannot see this new kind of motor car until January...

But here are some of the reasons *why* it was built... and *how* it was built... why it will be the most talked-about car of 1934.

#### Streamlining—Old Style

When a car goes by that has a sloping radiator... a cowl-less windshield... a rounded stern... people frequently call it "streamlined."

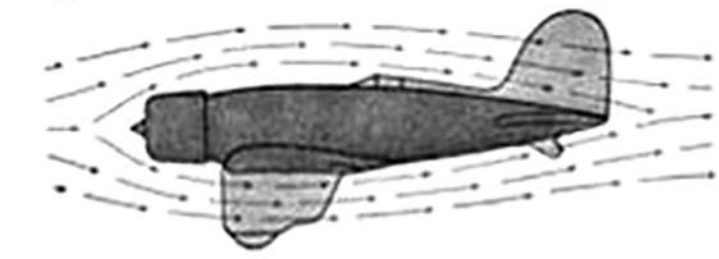
Does it deserve that name? We can soon find out by putting it in a modern wind-tunnel. That's how they test airplanes... and here's what we see:—



It causes a violent disturbance. The air collides with it... presses it back... clutches at it in passing... sucks it backward from the rear. This so-called streamlined car uses 50% of its power at 60 miles an hour to fight the air!

#### AIRFLOW—The Real Thing

Now see what happens when a *truly* streamlined shape passes through the air. Here is a fast monoplane as it would be seen through the window of a giant wind-tunnel.



Instead of fighting the air... it bores a hole through it. No wonder modern planes can cross the U. S. in ten hours... no wonder racing cars look like bullets... no wonder the newest trains will look like long silver projectiles.

#### De Soto—A True Aero-Dynamic Car

True aero-dynamic design is the next step in modern travel... by sea... by air... by road. Conventional cars will soon seem slow and clumsy.

De Soto will lead the way... after years of research... with the help of the leading aeronautical engineers in America and Europe. Scores of models like these were tested in wind-tunnels before a single AIRFLOW De Soto car was built:—



#### "Beauty is Truth... Truth Beauty"

Poetic words... full of wisdom. Anything that is made *right*... in harmony with the fundamentals of natural law... *must* be beautiful, whether it is a piece of sculpture or a motor car.

You will gasp at De Soto's flowing beauty. You may have dreamed of a motor car as distinctive as this... but certainly you have never seen one.

It has the simplicity of the skyscraper... the grace of a modern steamship. If you are a Modern... in tempo with the spirit of our age... De Soto will thrill you as no other car has done before.

#### Most Amazing Ride You've Ever Had!

Yes... the AIRFLOW De Soto will thrill you to look at. But just wait till you ride in it! It will feel just as *different* as your first airplane ride... just as exciting. You've ridden in a lot of cars that seemed comfortable. But after one AIRFLOW De Soto ride they'll all seem antiquated. That's how sensationally different it is! The diagram below shows how the back seat passengers in a conventional car ride over the back axle:—



No wonder they get bounced about. No wonder that they need "assist-straps" to hold onto!



Now see how you ride in the AIRFLOW De Soto (*above*). Everybody rides "amidships." For the first time in history, the back seats are just as comfortable as the front ones. And the front ones are

twice as comfortable as they ever were before.

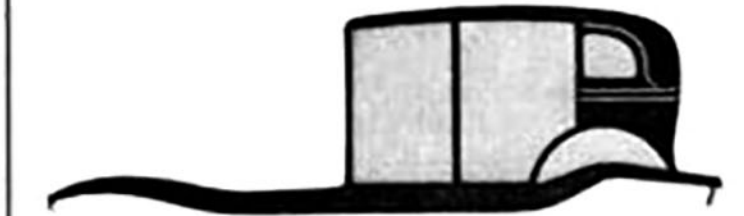
Climb in... take a back seat. We're off! Notice the smooth, silent acceleration! Cruising at 80! Swing onto that side road... wide open. The ground flows by beneath you unfelt. You're as relaxed as in an armchair. You can read your newspaper without effort. You can write a letter. You can actually go to sleep!

#### Built Like a Bridge

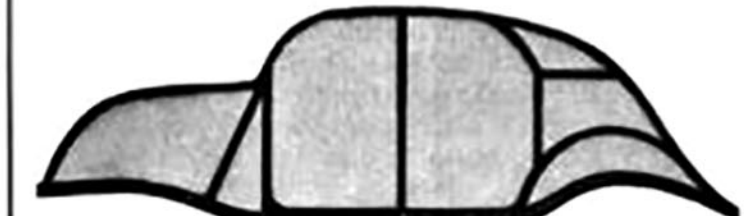
There is nothing safer than a modern girder-trussed bridge. But wouldn't you be surprised to see one that was only *partly* trussed... like this:—



Yet the fact is that conventional cars are built that way. The frame ends stick out in front like the handles of a wheelbarrow... like this:—



All this is changed in the AIRFLOW De Soto. Its frame and body are one safety-steel unit extending from end-to-end of the car... like this:—



The result is the safest low-priced car ever built. You ride surrounded by beams of structural strength. The entire car moves *as a whole* instead of the frame vibrating against the body. Another reason why you can relax so completely.

This feature alone is sufficient to mark the AIRFLOW as the most advanced design for 1934.

#### It Will Soon Be Here

There are dozens of other astonishing features about this new car that will excite you. We can't describe them *all*. The car itself will soon be here. Be one of the first to take an AIRFLOW De Soto ride. It's an experience you will never forget. Give your De Soto dealer your name and address. He will send you an invitation as soon as the first model arrives.



**COMING** THE *AIRFLOW* DE SOTO

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