



**READ A NEWSPAPER
AT 80 MILES AN HOUR
ON A DIRT ROAD!**

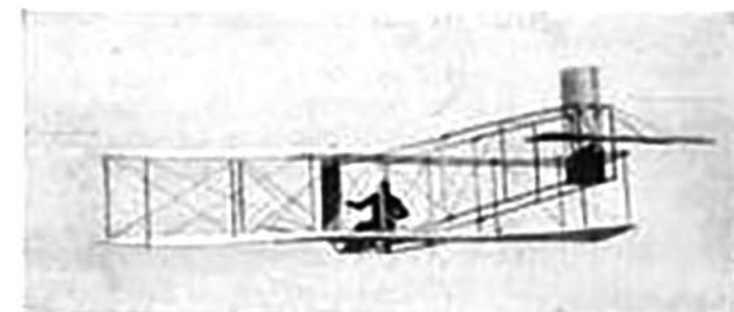
A car that *Bores* through the air...that *Floats* over bumps as if they weren't there. Get ready for the most surprising Ride of your Life!

SCENE . . . A DIRT ROAD. Time . . . next month. You're driving along in your old car . . . trying to dodge the bumps.

It's bad enough for you . . . pity the passengers in back . . . you apologize . . . can't be helped.

Suddenly a horn . . . you pull over. A strange car flashes by. You catch sight of the man in the back seat. Is it possible . . . he was reading a newspaper!

It was an AIRFLOW DeSoto. Today, everyone is wondering what it will be like. We cannot reveal the complete story. But a few of the amazing facts are here made public in advance.

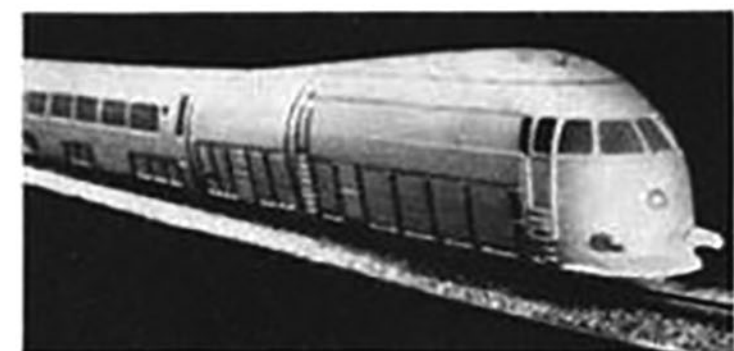


Conquering the Air

One of the first problems that the pioneers of flying had to solve was . . . wind-resistance. The more they could overcome it, the lighter they could build their planes . . . the less power they would need. They studied the shapes of the fastest birds . . . petrels, albatrosses, condors . . . also the fastest fish . . . the Greenland shark . . . the blue whale.



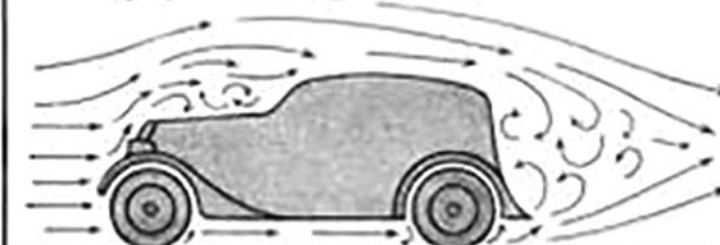
The study of aero-dynamic design became a science. Today, aircraft builders have learned how to "airflow" every inch of a plane's surface. You know the results. Speeds better than 300 miles an hour. Coast to coast in ten hours!



Ships, Trains Follow Suit

Gradually we have awakened to the fact that what we learned about planes applies to other forms of transport. Airflow ships have clipped Trans-Atlantic records. They're building new airflow trains to cross the continent in 50 hours!

The Motor Car must Catch Up
What about an airflow car? Manufacturers have toyed with the idea . . . a radiator here . . . a fender there. But that is not true aero-dynamic design. Look what happens when the typical car of today speeds through the air:—



At 60 miles an hour, it actually uses one half of its engine power fighting wind-resistance!

Why has no company produced a scientifically shaped car? For one thing, it requires a tremendous investment . . . for research and for manufacturing. Moreover . . . it means a complete departure from all the traditional ideas of automobile design.

DeSoto has undertaken to pioneer the way because it enjoys the unequalled research and engineering facilities of Chrysler Motors. It believes that the public will not merely accept, but will enthusiastically welcome a car that is more modern, more comfortable . . . and safer than any low-priced car ever built.



Five Years of Research

Work on the new AIRFLOW DeSoto began five years ago. Wind-tunnels, similar to those used by the United States Government, were installed.

Scores of models were made . . . thousands of drawings . . . then more than twelve months of gruelling secret tests over the worst roads that could be found. And now it is ready . . . a new kind of motor car . . . that will start a new era in the history of road travel.



Most Sensational Ride in Thirty Years!

The diagram above shows the seating arrangement in the car of today. The back seats are directly

over the back axle . . . the equivalent of travelling "steerage" on a ship. Not a single bump escapes you. No wonder that there are straps on the side for you to hold onto!



The design of the AIRFLOW DeSoto (above), allows every passenger to sit "amidships." Add to this a revolutionary new method of weight distribution throughout the car and you have the reason why your first FLOATING RIDE will be a never-forgotten experience.

Sleep . . . at 80 Miles an Hour!

In an ordinary car, whether you know it or not, your nerves and muscles are tensed . . . waiting for the jolts. In the AIRFLOW DeSoto you can relax utterly. Close your eyes and you will hardly know that you are moving. At 80 miles an hour . . . you can read the small print of a newspaper . . . write a letter . . . sleep comfortably. That's why there aren't any hand-straps to hold onto in this car. Nobody would ever use them!

No question about it . . . you'll gasp at DeSoto's daring new-day beauty. Its luxurious interiors will delight you. But the BIG sensation . . . the most significant motor car news of 1934 . . . will be the breath-taking AIRFLOW DeSoto *Floating Ride*. Its importance is fundamental, not just a matter of new springs. It's a new way to BUILD a car!



Ride Three in Front . . . in Comfort

No more "crowding" in the front seat. The new DeSoto has settled that! Its front seat is eight inches wider. Plenty of room for three. Yet the car itself takes up no more room on the highway!

Make a Date with a Dealer

More people will want to ride in the AIRFLOW DeSoto than in any other new car for years. Be one of the first. Ask any DeSoto dealer to send you a Preview Invitation as soon as the first model arrives.



COMING THE *AIRFLOW* DE SOTO

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