

IT'S *Smart* TO BUY A CAR WITH A *Future!*



Illustrated above is the AIRFLOW DE SOTO Coupe

DRIVE IT TODAY... *the Car that is Setting the Style for Years to Come!*

IT'S SMART TO OWN A HOME in a neighborhood with a future. It's smart to be in a business that is going places.

And this year, when you buy a new car, it's smart to think of tomorrow as well as of today.

This year is a turning point. Automobile design

has changed its course. The truly aerodynamic car... typified by the AIRFLOW De Soto... has set the style for an industry to follow. Already, ordinary cars begin to look out of date.

Watch the AIRFLOW De Soto go by. Watch it pass other cars... without sound or effort. Better still, spend a few minutes with a De Soto dealer. Let him show you how this *new kind* of car is built.

De Soto's engine "sits" where it never "sat" before... but where scientific distribution of weight says it ought to be. All passengers sit cradled between the wheels where the ride is smoothest.

Your first trial trip will show you what this means. No more bouncing or swaying. Go as fast as you please... you can read, write and



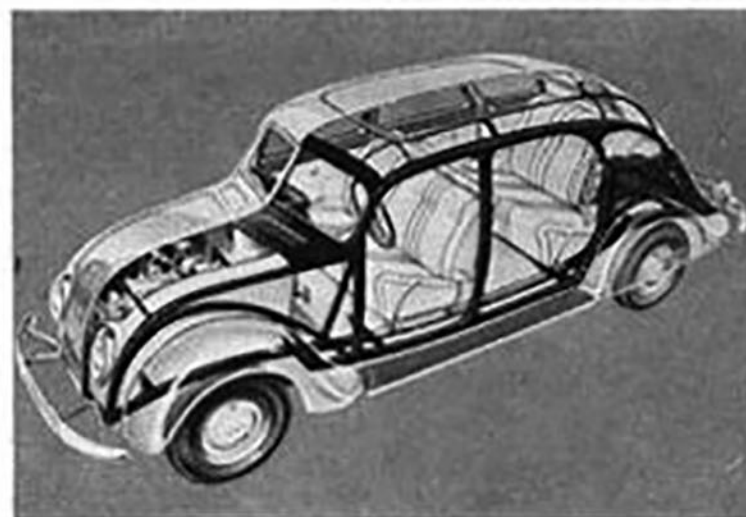
A Back Seat as roomy and comfortable as a Divan... and a Front Seat every bit as wide!

relax. You end your ride *rested*... not restless.

Modern in its beauty. Modern in its ride. Modern in its extra roominess and its thoughtful appointments. It's the car with a future... but smart people are enjoying it *today!*

Try it out on the road. Put it through its paces. It's an experience you have never had before and one you will never forget. Your local De Soto dealer will arrange a demonstration to suit your convenience.

YOU CAN MAKE YOUR SELECTION from four AIRFLOW De Soto models: The 4-Door Six Passenger Sedan; The 4-Door Six Passenger Town Sedan; The 2-Door Six Passenger Brougham; The Three Passenger Coupe with enclosed Rumble Seats. Improved Duplate Safety Plate Glass throughout at slight additional cost.



Frame and body of conventional cars are two separate units. Not so with De Soto! Here both frame and body form one all-steel structural unit 40 times more rigid (and therefore safer). You're protected on all sides.

Airflow DE SOTO