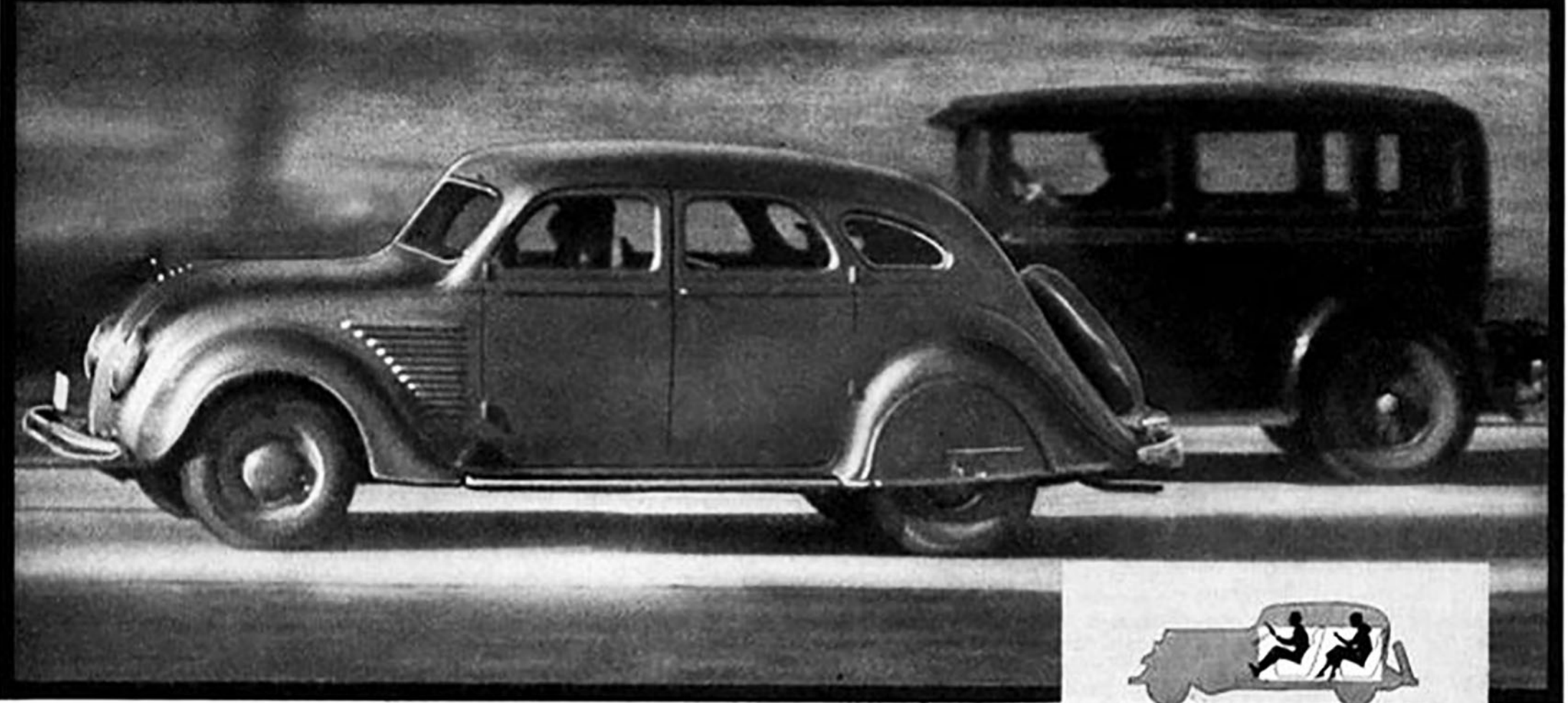


"THERE GOES MY NEXT CAR!"



Ordinary Cars look "Out of Date" when a new AIRFLOW De Soto flashes by—It's a Modern Car for Modern People

AN ASTONISHING THING is happening on American highways . . . something that has never happened before. A new kind of car has flashed across the scene. Almost overnight it has made ordinary automobiles seem a little old-fashioned and behind the times.

The first thing you notice about the AIRFLOW De Soto is its aerodynamic shape. Study it carefully. Notice that the valleys between hood and fenders have disappeared . . . that the headlights are now the "eyes" of the car . . . that the doors are wider . . . the tail more

tapered . . . the whole car lower, closer to the road.

It is beautiful . . . as graceful in motion as a modern plane in flight . . . and as efficient. For this is the car that was born in a wind-tunnel and shaped so as to pass through the air with a minimum of resistance and wasted power.

Notice, too, that the 100-H. P. Aluminum Head engine has been moved forward. This permits all passengers to ride *between* the axles. The result is a new distribution of weight, which does more than all the



This diagram (above) shows how you ride in a conventional car. Pity the passengers riding over the back axle!



Now see how you ride in the AIRFLOW De Soto. All the passengers sit comfortably "amidships."

new springs in the world could possibly do alone, to increase your comfort.

No more back seat bouncing. No more "strap-hanging" (there aren't any hand straps in this car). You can read a book or write a letter at 80 m. p. h. It's the first Floating Ride in all your life!

Don't buy a new car that will soon be out of date. Go to your local De Soto dealer today. Ask him to let you drive this sensational new kind of car.



Now, for the first time, you can safely lean back and relax at any speed . . . over any kind of road!



You'll appreciate De Soto's front seat. It holds three comfortably . . . in fact it's as wide as the back seat!



This is a model of De Soto's all-steel unit-frame-and-body. It is 40 times more rigid than the ordinary type. It means greater safety than ever before.

THE NEW *AIRFLOW DESOTO

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