

THERE'S A NEW AMERICAN STREET SCENE



HISTORY DOESN'T come in books. It happens. It's real. You can see it taking place before your very eyes.

Look around you. Notice the changes everywhere . . . even in the traffic. Notice the new AIRFLOW De Soto speeding past

the old-fashioned cars of yesterday. It's a moving symbol of our air-minded age. A few months ago, the AIRFLOW De Soto was a startling new thought. Today it is accepted, taken for granted. Its logic is so obvious, its superiority so compelling.



Let's take one specific point. In conventional cars (A), half the passengers are doomed to bounce over the back axle. In the AIRFLOW De Soto (B), engine and passengers are moved forward. You ride in the middle where you belong.

A MORE CIVILIZED WAY TO TRAVEL



THERE'S A LOT being said about "improved riding." But when you step through De Soto's extra-wide doors . . . stretch out . . . and glide away without sound or quiver . . . you know that this is no improvement. It's something new.

You can read in comfort at all speeds. Bad roads mean nothing. And you can drop off to sleep secure in the knowledge that you're in the safest kind of car ever built. For the first time, frame and body are one. You're protected on all sides.



Why buy another old-style car when you can be ahead of the procession . . . *this year* . . . in a De Soto. But forget buying. Go and take the first Floating Ride of your life. Because you'll never know what has happened to cars until you do!

THE BIGGEST THRILL SINCE YOUR FIRST FLIGHT



4 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 slight additional cost.

* *Airflow* DE SOTO

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