

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



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's 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, automobile design has changed its course. The AIRFLOW DeSoto... the truly aerodynamic car... is setting the style for an industry.

Watch the AIRFLOW DeSoto go by.

Watch it pass other cars... without sound or effort. Or better still, spend a few minutes with any DeSoto dealer. Let him show you how differently this entirely *new kind* of car is built.

DeSoto's engine now "sits" where scientific distribution of weight says it ought to be. And all passengers now sit cradled between the wheels where the riding is smoothest.

Your first trial trip will show you what this means. No more bouncing or swaying. Travel at any speed you please... over any kind of road...



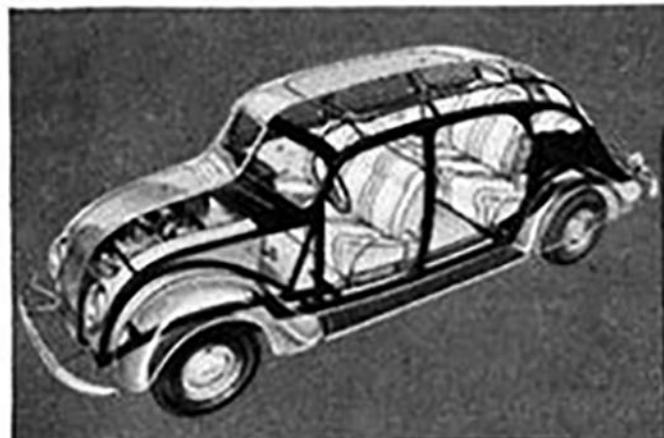
A Back Seat as roomy and comfortable as a Divan... and a Front Seat every bit as wide. You *rest* as you ride!

you can read, write and relax. You end your ride *rested*—not restless.

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

Put the AIRFLOW DeSoto through its paces. Your local DeSoto dealer will gladly arrange a demonstration for you... at your convenience.

You can make your selection from four AIRFLOW DeSoto 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. Time payments to fit your budget. Ask for Official Chrysler Motors Commercial Credit Plan.



Instead of being two separate parts, DeSoto's frame and body form *one* all-steel structural unit... far safer and more rigid.

Airflow DE SOTO