



A NEW KIND OF CAR THAT LITERALLY BORES A HOLE THROUGH THE AIR!

DeSoto will soon introduce the first Motor Car in which *Every Trace* of the "Horse and Buggy" Tradition has been Eliminated

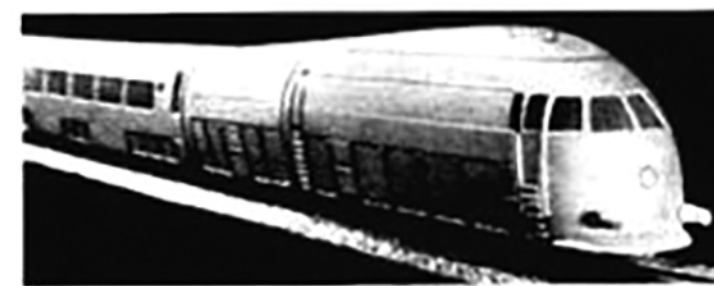
COMING . . . America's first really *modern* automobile! In a few weeks . . . it will be here . . . a new kind of car . . . a new kind of ride . . . a thrilling, new kind of beauty.

Because it will be the sensation of 1934 . . . read these advance details . . . be informed about these revolutionary principles . . . destined to bring about a new era in highway travel.



The Horse-and-Wagon Tradition

The shape of the typical closed car has remained practically the same for 20 years! How did it get that shape? Compare it to its predecessor, the horse and wagon, and the answer is obvious.



We Live in a Different World

It's a fast-moving age . . . an aero-dynamic age! We admire the beauty of the latest ships . . . planes . . . trains. They're faster . . . safer . . . more comfortable, too . . . Express highways are everywhere . . . it's time for a real aero-dynamic car!

The First True Streamlined Car

You have seen the *beginning* of streamlining in many American automobiles . . . sloping radiators and windshields, rounded sterns. These are merely external details. The AIRFLOW De Soto will be the first *true* streamlined automobile, built in accordance with truly aero-dynamic principles . . . the most beautiful car you have ever seen!

Design makes possible Sensational Ride

A modern airplane is exciting to look at . . . but the *real* thrill comes when you fly in it.



So it is with the AIRFLOW De Soto. Its daring appearance is only a foretaste of the sensation you will get when you ride in it!

So long as a motor car follows the milk-wagon tradition, riding comfort will be limited. Springs

and shock-absorbers simply modify a basic fault. They may lessen the bumps and shocks. They cannot eliminate them.

At one stroke, the AIRFLOW De Soto sweeps away that tradition. By adopting basic engineering principles . . . by an utterly new distribution of sprung weight . . . by an entirely new seating arrangement . . . bumping and bouncing are ended.

Does that sound complicated? It really isn't. A glance at these simple comparative diagrams tells the whole story:—

How you ride in a Conventional Car

Notice that the back-seat passengers ride over the back axle. No wonder they get bounced about:—



What happens when you go over a bumpy road in an ordinary car? The front wheels go *up*. If you are on the back seat, you go *down* and bounce up again. Then the back wheels hit the bump. You get a *double* bounce. No wonder you get tired out so quickly. No wonder you can never relax.



You'll never Hit the Roof Again

All that is changed in the AIRFLOW De Soto (*above*). You ride *between* the axles . . . the same comfort as travelling "amidships" on a liner.

Roomiest Front Seat ever Built!

Three people can sit in the front seat of the AIRFLOW De Soto as easily, as comfortably as *two* in the conventional type car. Back-seat accommodation is equally spacious.

Improved Vision for Driver

No more dangerous "blind-spots." The driver's free vision has been increased by 25% . . . a tremendously important safety factor.

You're Safe . . . at any Speed

You can do 80 miles an hour in this car without any sense of hurrying. You can drive 500 miles as comfortably as you now drive 200! Having a lower center of gravity, you can take turns "wide-

open." Greater speed *plus* greater safety. For it has the smoothest and most powerful braking action ever employed by a car of equal power. In fact it is the safest low-priced car ever built.

Write—at 80 Miles an Hour!

In an ordinary car you risk your neck if you lean your head on the back cushions. In the AIRFLOW De Soto you can relax completely. You can



sleep in comfort. You can read the small print of a newspaper. You can write as easily as if you were sitting in a Pullman car.

Automatic Ventilation

By a new type of ventilation—never before employed—the AIRFLOW De Soto can be correctly ventilated in any weather. The temperature is made uniform throughout the car . . . front and back, top and bottom . . . for all passengers.

Built like a Bridge

Not only does it look better . . . not only does it ride better . . . the AIRFLOW De Soto is *built* better. Instead of a separate frame and body, they are one safety-steel unit. Trussed like a modern bridge. Greater safety . . . squeaks and rattles impossible . . . structural vibration ended . . . useless dead-weight eliminated:—



This one feature alone is enough to establish the AIRFLOW De Soto as the most advanced type of car ever made available to the public.

When Will It Be Announced?

Further information concerning the AIRFLOW De Soto will soon be released.

Register your name *NOW* with your local De Soto dealer. Be among the first in your community to take an AIRFLOW De Soto Ride.

COMING THE *AIRFLOW* DE SOTO