

Goodbye "HORSELESS CARRIAGE"



The conventional automobile of today is the direct descendant of the old-time horse and buggy.



The pioneers put a long hood where the horse used to be. Supposedly, the longer the hood, the more power.



Despite vast mechanical improvements, the "outline" of the horse and buggy has persisted for 30 years.



Five years ago De Soto engineers built a wind-tunnel that proved the inefficiency of ordinary car design.



Now De Soto begins a new era with a car in which every trace of the horseless carriage has been eliminated.

It's a New Kind of Motor Car . . . truly Aerodynamic In Design . . . with a Sensational "Floating Ride" . . . a Popular Priced MODERN Car for Modern People

FOR MONTHS, America has been reading amazing stories about a new kind of automobile . . . the AIRFLOW De Soto.

And now this car is completed. It is being presented this week at the New York Automobile Show.

You will be interested to know what has been accomplished . . . how this car differs from others . . . and what unique advantages it offers to the motorist.

A New Kind of Beauty

You will immediately notice the close resemblance between the AIRFLOW De Soto and the most modern airflow planes and trains. It has the same thrilling lines . . . because it follows the same true aerodynamic principles.

Open the big, wide doors. You'll find the same exciting modern treatment. Deep seats framed in gleaming chromium . . . a new reading lamp to match . . . improved arm rests . . . and the very last word in ultra-smart instrument panels.

A New Kind of Ride

True, the AIRFLOW De Soto looks different. But you will never know why it is the biggest piece of news in the motor industry today until you ride in it. For it is this ride, even more than the appearance, that makes the conventional car you've been driving seem old-fashioned and out-moded.

To begin with, all passengers ride in the middle of the car. This fact . . . plus a totally new distribution of sprung weight . . . means that "straphanging" days are over. There are no hand-straps in this car because nobody would ever use them. For the first time in your life you can relax completely at any speed. Except for the passing scenery you will hardly know you are moving. At 80 m.p.h. over a dirt road, you can read a newspaper. You can write a letter more easily than in a Pullman car.

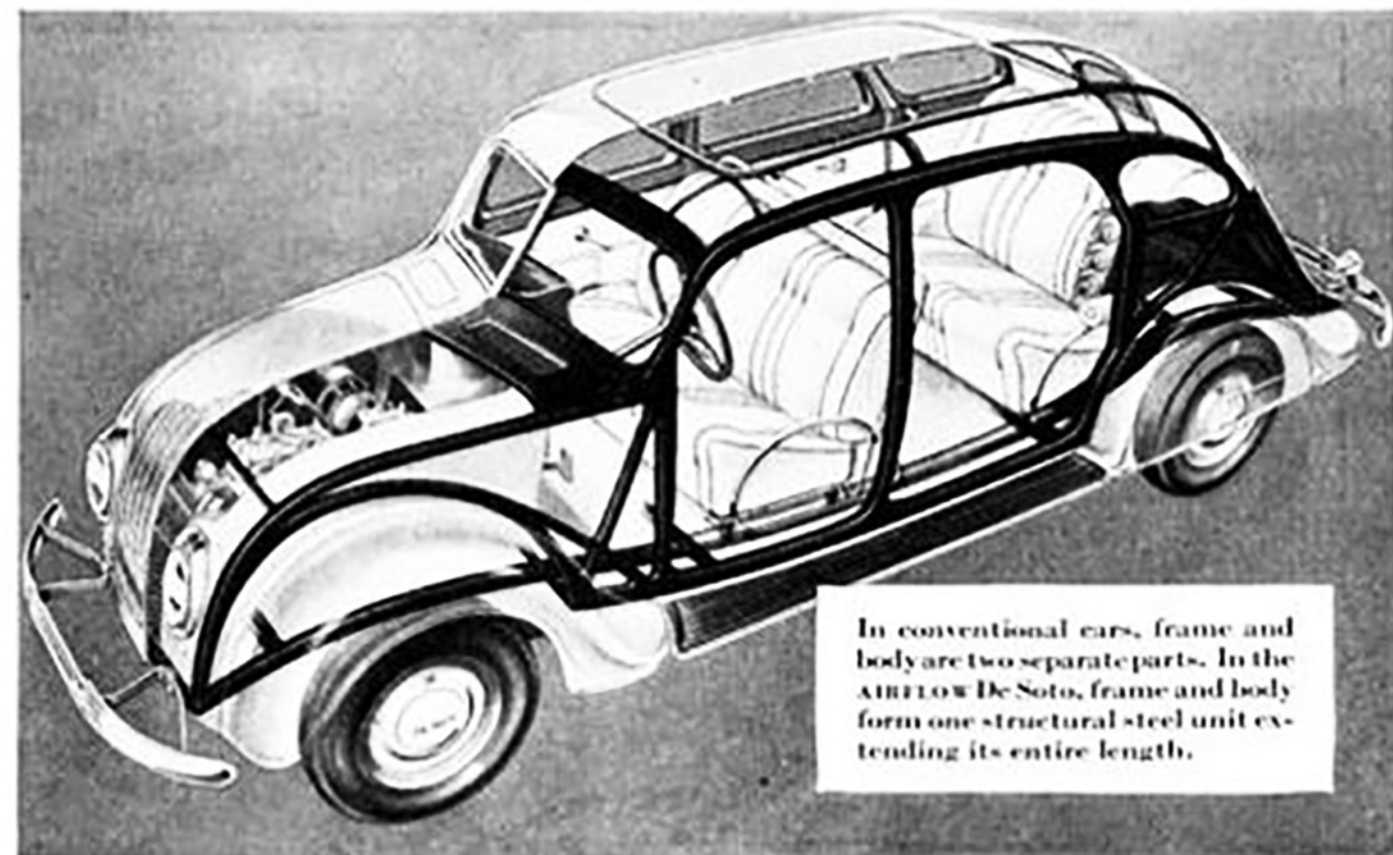
A New Deal in Safety

Without any question whatsoever, this is the safest type of car ever built. Its new all-steel, bridge-trussed frame and body, built as a single unit, is at least 40 times more rigid than frame and body in ordinary cars. The wide angle windshield increases the driver's visibility by 25%.

The hydraulic brakes are bigger, more powerful than ever before. The steering wheel is in a more comfortable position.

Lower center of gravity permits taking curves at high speed without sidesway. But we have only just begun to mention the advantages of the AIRFLOW De Soto.

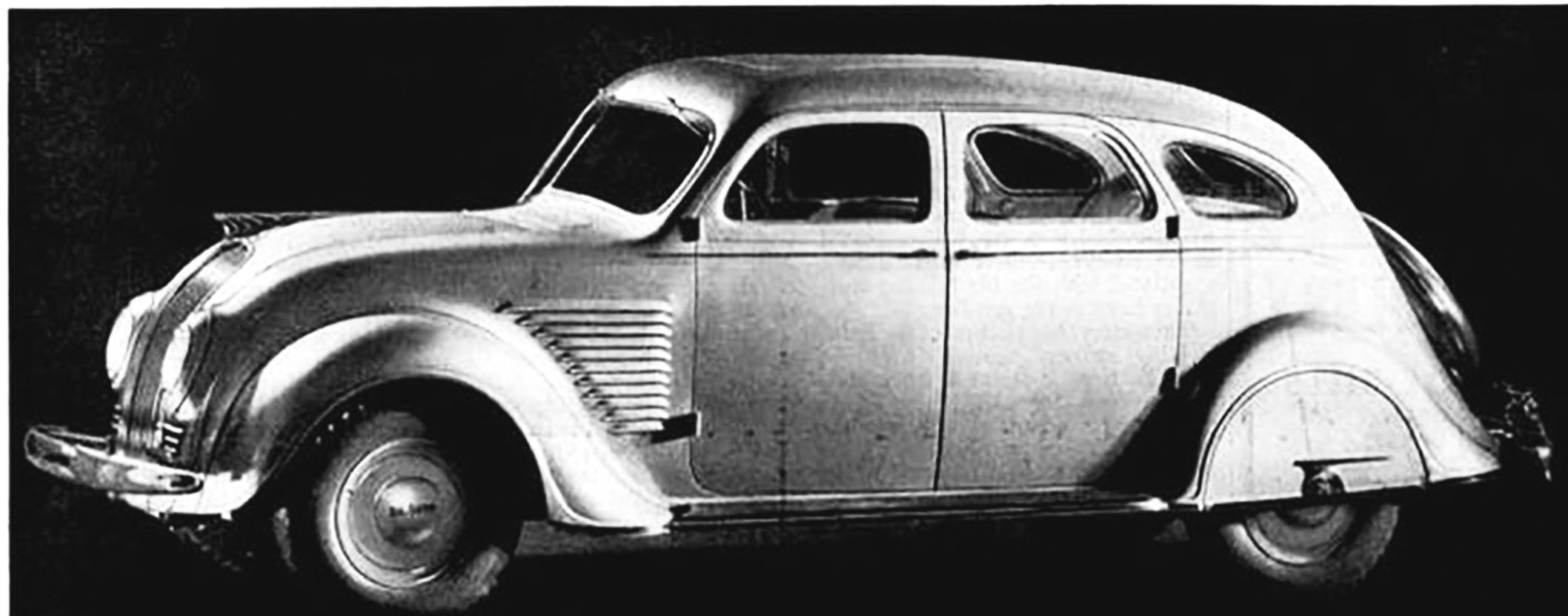
Ask your local dealer for a copy of the book that describes this ideal car in detail. And make a date with him now to take a ride as soon as the first model arrives.



In conventional cars, frame and body are two separate parts. In the AIRFLOW De Soto, frame and body form one structural steel unit extending its entire length.

Here's the NEW AIRFLOW DESOTO!

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1 IT BORES A HOLE THROUGH THE AIR

2 IT CRUISES AT 80 MILES AN HOUR

3 FLOATING POWER PLUS FLOATING RIDE

4 BRIDGE-TYPE STEEL GIRDER-TRUSS BODY

NEW FEATURES

Automatic Ventilation for all passengers in all weather; Enclosed Luggage Compartment; Girder-Truss All Steel Sound-proof Body; Airwheels; Wide-Angle Vision; Longer Springs; 100 Horsepower Aluminum Head Engine; Floating Power Engine Mountings; Automatic Clutch; Free Wheeling; Hydraulic Brakes; All-Silent Transmission; Flexbeam Lighting; Starting Button on dash.

Four AIRFLOW De Soto Models

4-Door 6 Passenger Sedan • 4-Door 6 Passenger Town Sedan • 2-Door 6 Passenger Brougham • 2-Door 5 Passenger Coupe



NO MORE "STRAFHANGING" . . . Here's how you ride in a conventional car . . . and pity the passengers who ride over that axle.



And here's how everybody rides luxuriously "amidships" in the new AIRFLOW De Soto.



Three is no crowd in the front seat of the new AIRFLOW De Soto. It is just as wide as the back seat. It holds three as easily as a conventional front seat holds two!

Did you ever see an automobile with so much room in it, front and back? Easily accessible behind the back cushion is a large enclosed luggage compartment.