

STARTLING YESTERDAY-STYLE LEADER TODAY



Now at a
**NEW LOW
PRICE**

(Left) A NEW AIRFLOW... more beautiful than the Grand Prix winner last year... only \$1015* for all models.

(Below) In the AIRFLOW DE SOTO, passengers ride between the axles, not bumping, bouncing above them.

*Nothing Else on Wheels gives you the Thrill
of this Revolutionary Car!*

MAKES you're one of the people who have wanted to own an Airflow... If it's price that held you back, here's good news! There's a new De Soto Airflow, with new brilliant beauty and performance - at a new low price!

If you have hesitated because the Airflow is such a jump into the future... then we are glad to tell you that 25,000 owners have already put the Airflow to 100,000,000 miles of driving proof. Today they are the happiest motorists in America!

They live in a different world. They sail across country that ordinary cars can't travel... back-seat passengers chatting, reading, writing, utterly unconcerned at the speed they're going. They never know that "fagged-out" feeling from driving five hundred miles a day.

Naturally they feel safe... in this unit all-steel body and frame, built like a bridge, protecting the passengers with its girders of steel... and with perfected hydraulic brakes, the world's safest brakes.

As for economy, many thousands say the Airflow De Soto costs less to run than any car they ever owned!

A year ago you might have hesitated to buy a car so daringly designed and styled. But today, look around you. Notice how many cars are trying to look like the Airflow! It is the accepted style leader, but still years ahead in aerodynamic design.

Don't delay your Airflow ride any longer. At the next possible moment see your De Soto dealer and drive it yourself.



(Below) An all-steel body... one solid piece of glester steel, from bumper to bumper.



(Below) Several large suitcases go into luggage compartment... without crowding.



COMPARE THESE FEATURES WITH ANY OTHER CAR IN THE WORLD

True Aerodynamic Styling and Design • The "Floating Ride" that permits back-seat passengers to read or write at all speeds on all roads • A one-piece All-Steel Body, 6 times more rigid than the conventional type • 100 Horsepower Motor...holder of 25 world speed records and transcontinental economy record • Automatic Overdrive... cuts down engine revolutions one-third, saves fuel at cruising speeds • Perfected Hydraulic Brakes.



Airflow **DE SOTO**

COMPANION TO THE
\$695* AIRSTREAM DESOTO

*All prices f. o. b. factory, Detroit