

De Soto, winner of the Grand Prix

PRESENTS

TWO GREAT WORKS OF ART IN AERO-DYNAMIC DESIGN



In Europe, as well as in America,
it's De Soto that "Sets the Style."

New Streamlined Cars at Popular Prices

DO YOU REMEMBER how De Soto startled the industry last year... by announcing the famous Airflow model?

The car that won the Grand Prix style award at Monte Carlo... captured the New York to San Francisco economy record, averaging 21.4 miles per gallon... and then shattered 29 A.A.A. Contest Board speed records.

This year... De Soto again makes news introducing not one new car... but two!

FIRST—DE SOTO PRESENTS the new Airstream model. A new car created by the same engineers who made the Airflow. It is thus a scientifically streamlined automobile.

Under the hood is a miracle-working engine of 93 horsepower... with a cruising speed of 85 miles an hour... yet an amazing new gas and oil economy.

You've never had such a ride! Independent wheel suspension gives the front springs a much slower action. Redistribution of weight has eliminated the "double bump." And an amazing new type of tapered leaf springs in the rear give flexibility never before possible.



The new All-Steel Body of this Airstream De Soto (above) is far roomier than the average car. Floors are 3 1/4 inches lower to give a more natural and more comfortable sitting position. Front and rear doors open



Note how the front end of the new Airflow De Soto (below) has been brilliantly restyled

BOTH CARS OFFER THESE FEATURES:

Improved performance... Airflow De Soto, 100 horsepower—Airstream De Soto, 93 H. P. Amazing speed—plus sensational economy in gas and oil.

New-type Tapered Leaf Springs and Redistribution of Weight... give a revolutionary improvement in riding comfort.

Improved Hydraulic Brakes... always equalized, always dependable. Centrifuge brake drums make linings last many times longer.

All-Steel Bodies... for greater safety. De Soto—pioneer in this type of body construction... now makes Frame and Body virtually one unit.

Floating Power Engine Mountings... that banish motor vibration.

New Syncro-Silent Transmission which takes all noise and effort out of gear shifting. It's the easiest shift on any car.

from the center post, a feature unanimously approved by owners of last year's Airflow.

Result: In the Airstream De Soto you have a car, light in weight, which rides easier and gives more comfort than any other car today with the exception of the new Airflow.

And that brings us to the second chapter of the story. This year, De Soto presents a new Airflow that has been brilliantly restyled.

The front end has been beautifully improved... without in any way changing its streamline efficiency. Interiors are more

sparkling than ever... with handsome new fabrics and a beautiful new instrument panel.

If you haven't driven an Airflow... with its 100-horsepower engine... its thrilling performance... its sensational Airflow Ride... you've a great experience coming to you.

Both De Sotos are now on display. Two great works of art in Aero-Dynamic Design.

You want a streamlined car, of course. And now you can afford a De Soto. See them both... drive them both... and then ask yourself this question: "Which De Soto will it be?"



DE SOTO

Airflow & Airstream

AMERICA'S AERO-DYNAMIC STYLE LEADERS