

Sketched at Lake Placid

BY ARTIST
FLOYD DAVIS



OLD-FASHIONED SLEIGH-RIDE. The horse "comes back!" Gay flock of Boston debas sampling the pleasures of Grandmother's day. It's rough, bumpy going... a far cry from DeSoto Airflow's soporific back-seat ride... but smart young moderns evidently enjoy both.



THE DARING YOUNG MAN on the fast flying toboggan is practicing for the "Big Slide," one of the sportiest courses in the world.



TO THE TAKE-OFF in the smart De Soto Airflow. Here's an obliging young Galahad offering Airflow's "room for six" to the weak and weary. With sensational performance, De Soto's amazing Gas-Saver Transmission actually delivers one out of every five miles free!



MRS. DUKE UNLOADS—fresh and lovely after 300 miles at the wheel. She says, "All-day driving has ceased to be tiresome since we became Airflow addicts."

RIGHT AT HOME. The safest car in the world, with its genuine hydraulic brakes, gets a big hand in this hilly country. De Soto Airflow III is companion car to the new Airstream De Soto.



IT CHANGED THE WHOLE HISTORY OF MOTORING

ONLY AIRFLOW OWNERS know motoring's greatest thrills. The cradled comfort of the perfect Floating Ride. The safety of steel unit frame-and-body. The performance of a record-holding engine. Custom-styled interiors like modern living rooms. No other car can give you its advantages. Drive De Soto Airflow III. It's America's lowest-priced Airflow car—\$1095, sedan or coupe, list at factory, Detroit. Special equipment extra. New 6% Time Payment Plan.

DE SOTO

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Airflow III