

# FLORIDA HIGHLIGHTS

SKETCHED IN AND AROUND MIAMI BY FLOYD DAVIS



THE NATION'S SOCIAL CAPITAL moves South. And social leaders coming for rest find themselves caught in the gayest season Florida has seen since the Twenties!



## THE MOTORING THRILL THAT'S STILL UNMATCHED

TWO YEARS AGO, DeSoto introduced the famous Airflow car... predicted that *all* cars would eventually follow its lead.

Today, its equalized springing... scientific weight distribution... seating for six are still the most talked-about car features. And many have tried to copy them.

Spend a few minutes with DeSoto's Airflow III. Feel the utter relaxation of travel that's silent, swift and sure. Test the economy of its Gas-Saver Transmission. See its custom-styled interiors, like modern living rooms... the new beauty of its extended front and modern trunk.

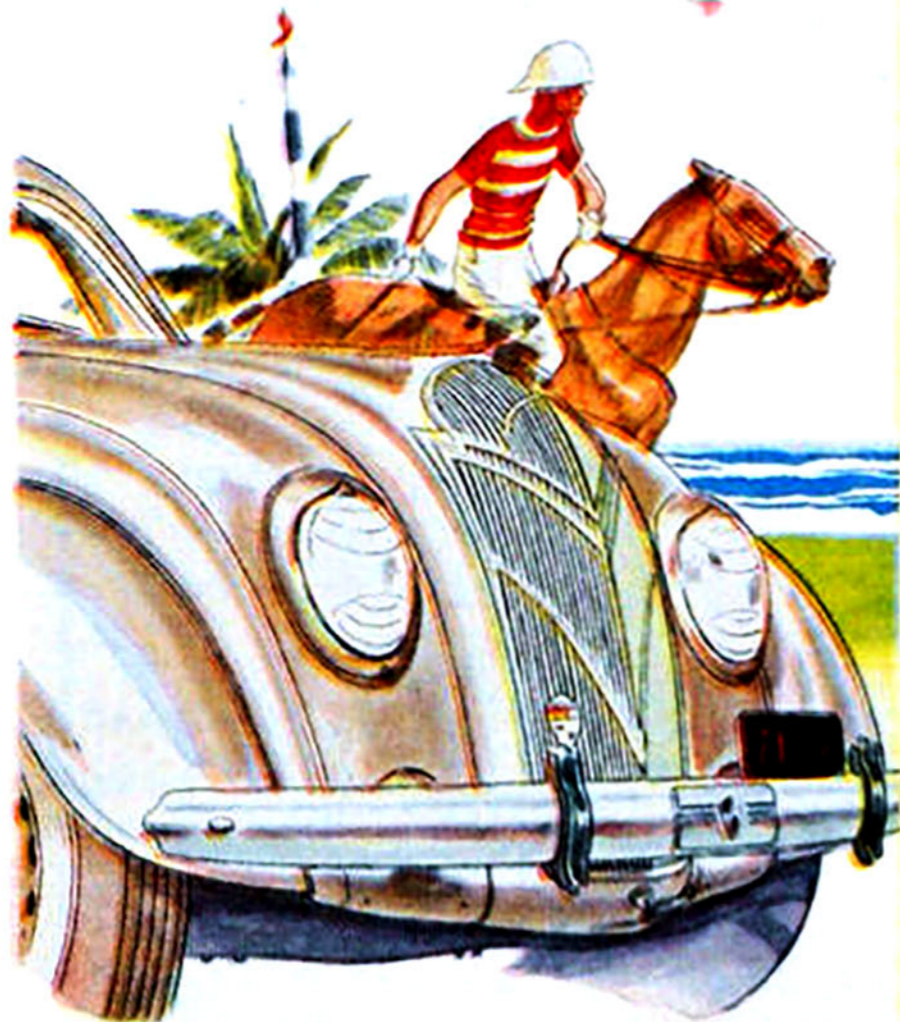
It's obvious—America's lowest-priced Airflow is *years* ahead! Sedan or coupe, \$1095, list at factory, Detroit. Special equipment extra. New 6% Time Payment Plan.

**DE SOTO** A PRODUCT OF THE CHRYSLER CORPORATION

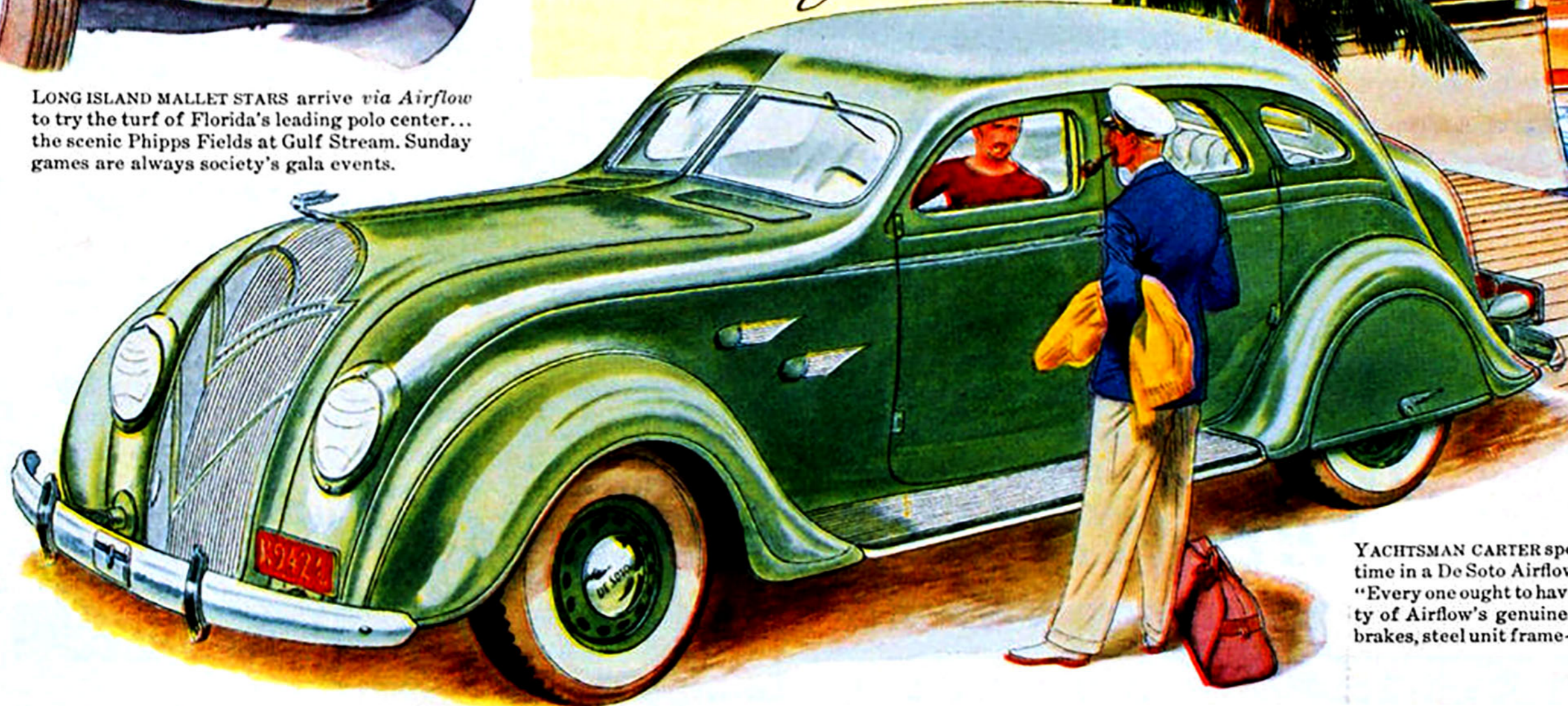
*Airflow* III  
COMPANION CAR TO AIRSTREAM DESOTO

MIAMI'S SPORTING CALENDAR is studded with sailing events, which reach their climax in the St. Petersburg Race.

DANCING AT THE DEAUVILLE... and revealing the mode in wide-cut evening frocks. Slippers in vivid reds, greens, blues.



LONG ISLAND Mallet STARS arrive via *Airflow* to try the turf of Florida's leading polo center... the scenic Phipps Fields at Gulf Stream. Sunday games are always society's gala events.



YACHTSMAN CARTER spends shore time in a De Soto Airflow III; says, "Every one ought to have the safety of Airflow's genuine hydraulic brakes, steel unit frame-and-body."