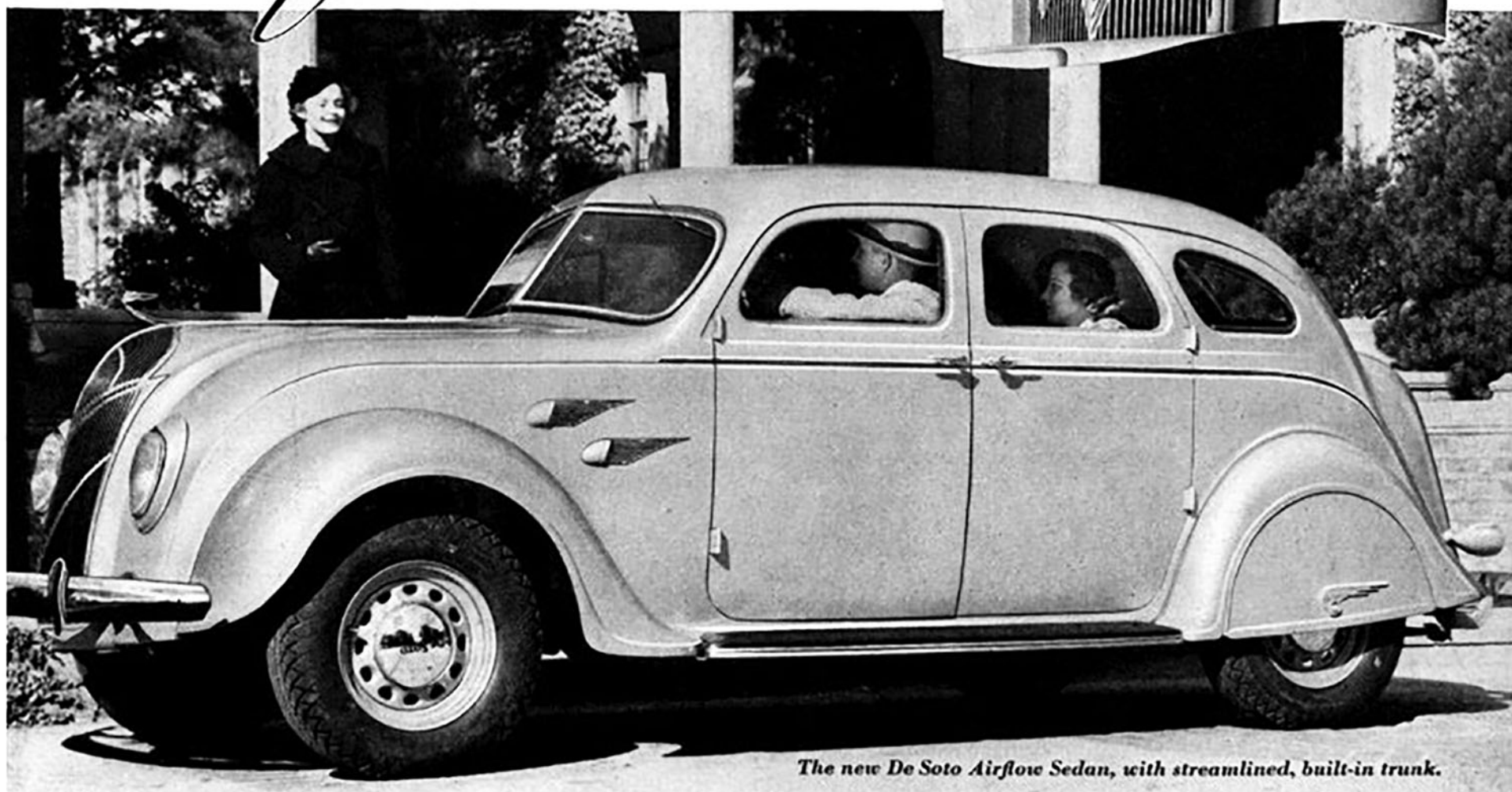


IT'S AMERICA'S LOWEST PRICED *Airflow Car!*



The new De Soto Airflow Sedan, with streamlined, built-in trunk.

As car after car imitates "Airflow" more people realize what a buy De Soto is!

BOTH HERE AND ABROAD, today's big automobile news is the swing toward Airflow—particularly among higher-priced cars.

We are really happy to see this... for it emphasizes the advantages that De Soto, and De Soto alone, offers at so low a price.

We believe any car will become a better

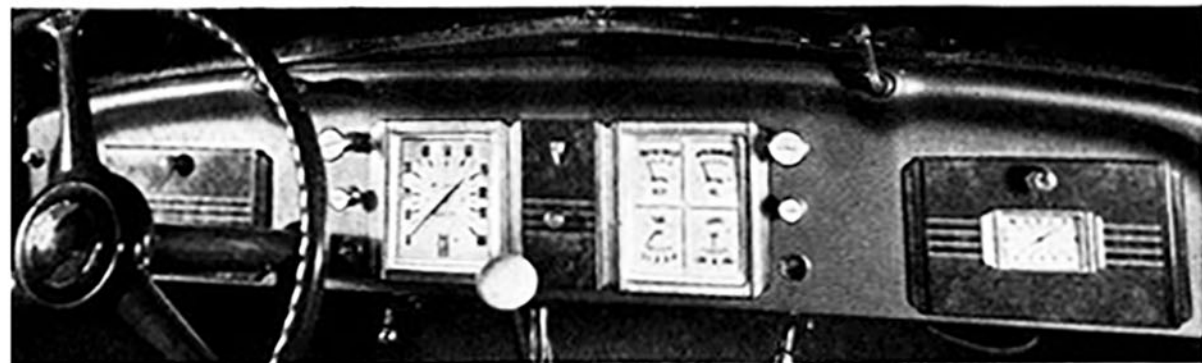
and safer car the closer it is able to approach De Soto's aerodynamic design... its steel unit body-and-frame... complete redistribution of weight... its Floating Ride and genuine hydraulic brakes.

De Soto's new Airflow III gives you the last word in Airflow development, practical

improvements evolved from long experience.

There's no doubt, either, about performance. With its new Gas-Saver Transmission, De Soto is faster in second than some cars in high... every fifth mile is free. It is by far America's lowest-priced Airflow car.

Sedan and coupe are \$1095, list at factory, Detroit. Special equipment extra.



Keystone of its custom beauty is this jewel-like instrument panel... Cloisonné-type dials.

Ask for the New Official Chrysler Motors
Commercial Credit Company

6% TIME PAYMENT
PLAN

You can figure it out for yourself.

- 1 Start with your unpaid balance.
- 2* Then add insurance cost.
- 3 Then multiply by 6%—for a 12 months' plan. One-half of one per cent per month for periods more or less than 12 months.

*In some states a small legal documentary fee is required.

NO OTHER CHARGES

DE SOTO

Airflow

A PRODUCT

OF THE CHRYSLER CORPORATION



COMPANION CAR TO THE
AIRSTREAM DE SOTO