

IT'S *Smart* TO BUY A CAR WITH A *Future!*



Illustrated above is the AIRFLOW DE SOTO Coupe

DRIVE IT TODAY... *the Car that is Setting the Style for Years to Come!*

IT'S SMART TO OWN A HOME in a neighborhood with a future. It's smart to be in a business that is going places.

And this year, when you buy a new car, it's smart to think of tomorrow as well as of today.

This year is a turning point. Automobile design

has changed its course. The truly aerodynamic car... typified by the AIRFLOW De Soto... has set the style for an industry to follow. Already, ordinary cars begin to look out of date.

Watch the AIRFLOW De Soto go by. Watch it pass other cars... without sound or effort. Better still, spend a few minutes with a De Soto dealer. Let him show you how this *new kind* of car is built.

De Soto's engine "sits" where it never "sat" before... but where scientific distribution of weight says it ought to be. All passengers sit cradled between the wheels where the ride is smoothest.

Your first trial trip will show you what this means. No more bouncing or swaying. Go as fast as you please... you can read, write and



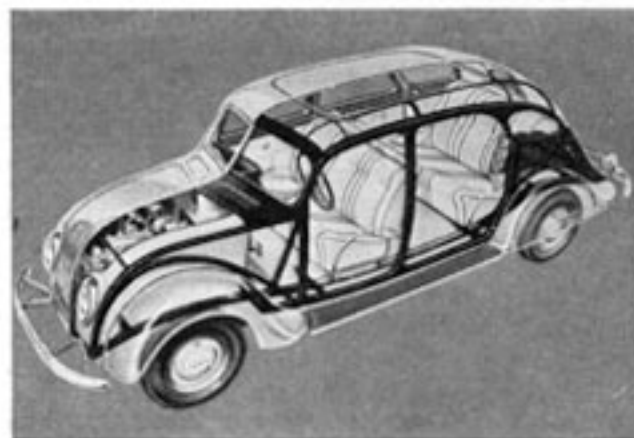
A Back Seat as roomy and comfortable as a Divan... and a Front Seat every bit as wide!

relax. You end your ride *rested*... not restless.

Modern in its beauty. Modern in its ride. Modern in its extra roominess and its thoughtful appointments. It's the car with a future... but smart people are enjoying it *today!*

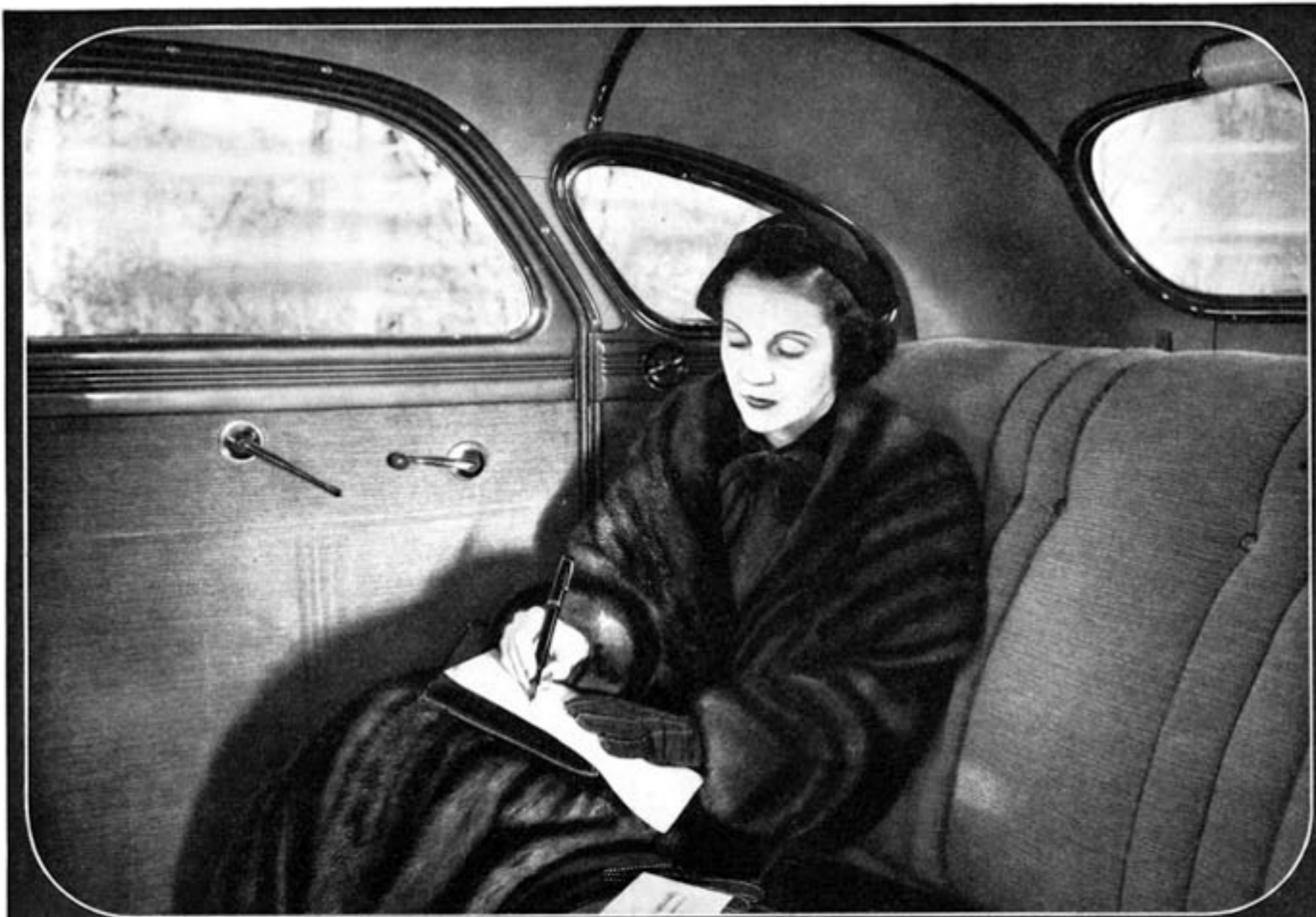
Try it out on the road. Put it through its paces. It's an experience you have never had before and one you will never forget. Your local De Soto dealer will arrange a demonstration to suit your convenience.

YOU CAN MAKE YOUR SELECTION from four AIRFLOW De Soto models: The 4-Door Six Passenger Sedan; The 4-Door Six Passenger Town Sedan; The 2-Door Six Passenger Brougham; The Three Passenger Coupe with enclosed Rumble Seats. Improved Duplate Safety Plate Glass throughout at slight additional cost.



Frame and body of conventional cars are two separate units. Not so with De Soto! Here both frame and body form one all-steel structural unit 40 times more rigid (and therefore safer). You're protected on all sides.

Airflow DE SOTO



Dear Jim —
I'm writing this
at 80 miles an hour!

If you've ever bounced on the back seat of a car... read this story. It's about a *New Kind* of automobile...with a *Floating Ride* that will cause a sensation!

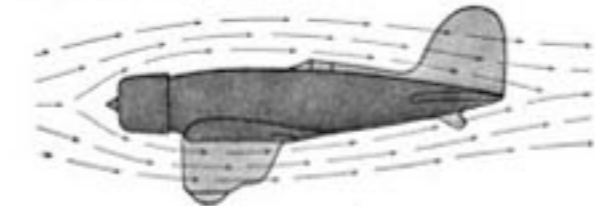
IMAGINE YOURSELF writing a legible letter in a car, travelling at 80 miles an hour... Imagine yourself comfortably asleep in the back seat... speeding over country roads... Imagine a car that literally "bores" its way through the air... silently... like a bird... In other words... imagine the AIRFLOW De Soto! Of course... nobody can imagine what has never existed before. And you cannot see this new kind of motor car until January... But here are some of the reasons why it was built... and how it was built... why it will be the most talked-about car of 1934.

Streamlining—Old Style
When a car goes by that has a sloping radiator... a cowl-less windshield... a rounded stern... people frequently call it "streamlined."
Does it deserve that name? We can soon find out by putting it in a modern wind-tunnel. That's how they test airplanes... and here's what we see:—



It causes a violent disturbance. The air collides with it... presses it back... clutches at it in passing... sucks it backward from the rear. This so-called streamlined car uses 50% of its power at 60 miles an hour to fight the air!

AIRFLOW—The Real Thing
Now see what happens when a *truly* streamlined shape passes through the air. Here is a fast monoplane as it would be seen through the window of a giant wind-tunnel.



Instead of fighting the air... it bores a hole through it. No wonder modern planes can cross the U. S. in ten hours... no wonder racing cars look like bullets... no wonder the newest trains will look like long silver projectiles.

De Soto—A True Aero-Dynamic Car
True aero-dynamic design is the next step in modern travel... by sea... by air... by road. Conventional cars will soon seem slow and clumsy.

De Soto will lead the way... after years of research... with the help of the leading aeronautical engineers in America and Europe. Scores of models like these were tested in wind-tunnels before a single AIRFLOW De Soto car was built:—



"Beauty is Truth... Truth Beauty"
Poetic words... full of wisdom. Anything that is made *right*... in harmony with the fundamentals of natural law... *must* be beautiful, whether it is a piece of sculpture or a motor car.

You will gasp at De Soto's flowing beauty. You may have dreamed of a motor car as distinctive as this... but certainly you have never seen one.

It has the simplicity of the skyscraper... the grace of a modern steamship. If you are a Modern... in tempo with the spirit of our age... De Soto will thrill you as no other car has done before.

Most Amazing Ride You've Ever Had!

Yes... the AIRFLOW De Soto will thrill you to look at. But just wait till you ride in it! It will feel just as *different* as your first airplane ride... just as exciting. You've ridden in a lot of cars that seemed comfortable. But after one AIRFLOW De Soto ride they'll all seem antiquated. That's how sensationally different it is! The diagram below shows how the back seat passengers in a conventional car ride over the back axle:—



No wonder they get bounced about. No wonder that they need "assist-straps" to hold onto!



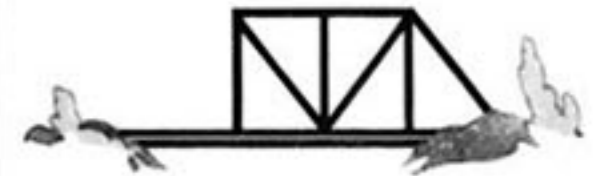
Now see how you ride in the AIRFLOW De Soto (above). Everybody rides "amidships." For the first time in history, the back seats are just as comfortable as the front ones. And the front ones are

twice as comfortable as they ever were before.

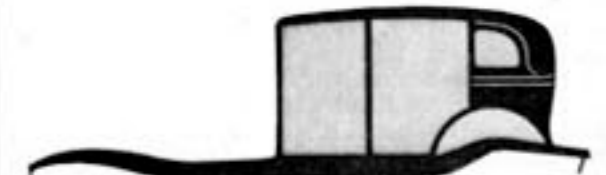
Climb in... take a back seat. We're off! Notice the smooth, silent acceleration! Cruising at 80! Swing onto that side road... wide open. The ground flows by beneath you unfelt. You're as relaxed as in an armchair. You can read your newspaper without effort. You can write a letter. You can actually go to sleep!

Built Like a Bridge

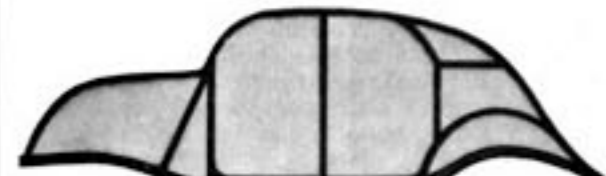
There is nothing safer than a modern girder-trussed bridge. But wouldn't you be surprised to see one that was only *partly* trussed... like this:—



Yet the fact is that conventional cars are built that way. The frame ends stick out in front like the handles of a wheelbarrow... like this:—



All this is changed in the AIRFLOW De Soto. Its frame and body are one safety-steel unit extending from end-to-end of the car... like this:—



The result is the safest low-priced car ever built. You ride surrounded by beams of structural strength. The entire car moves *as a whole* instead of the frame vibrating against the body. Another reason why you can relax so completely.

This feature alone is sufficient to mark the AIRFLOW as the most advanced design for 1934.

It Will Soon Be Here

There are dozens of other astonishing features about this new car that will excite you. We can't describe them *all*. The car itself will soon be here. Be one of the first to take an AIRFLOW De Soto ride. It's an experience you will never forget. Give your De Soto dealer your name and address. He will send you an invitation as soon as the first model arrives.



COMING THE *AIRFLOW* DE SOTO

* © 1933 BY CHRYSLER CORPORATION



**READ A NEWSPAPER
AT 80 MILES AN HOUR
ON A DIRT ROAD!**

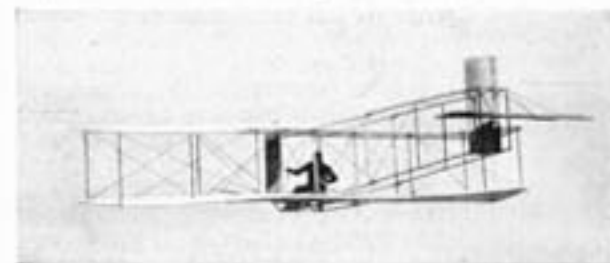
A car that Bores through the air...that Floats over bumps as if they weren't there. Get ready for the most surprising Ride of your Life!

SCENE . . . A DIRT ROAD. Time . . . next month. You're driving along in your old car . . . trying to dodge the bumps.

It's bad enough for you . . . pity the passengers in back . . . you apologize . . . can't be helped.

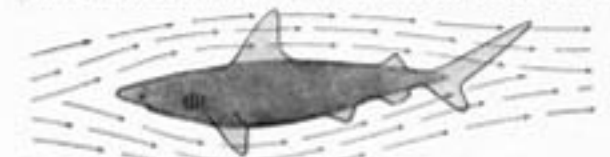
Suddenly a horn . . . you pull over. A strange car flashes by. You catch sight of the man in the back seat. Is it possible . . . he was reading a newspaper!

It was an AIRFLOW De Soto. Today, everyone is wondering what it will be like. We cannot reveal the complete story. But a few of the amazing facts are here made public in advance.

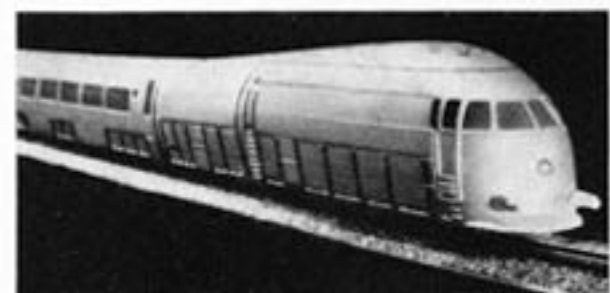


Conquering the Air

One of the first problems that the pioneers of flying had to solve was . . . wind-resistance. The more they could overcome it, the lighter they could build their planes . . . the less power they would need. They studied the shapes of the fastest birds . . . petrels, albatrosses, condors . . . also the fastest fish . . . the Greenland shark . . . the blue whale.



The study of aero-dynamic design became a science. Today, aircraft builders have learned how to "airflow" every inch of a plane's surface. You know the results. Speeds better than 300 miles an hour. Coast to coast in ten hours!



Ships, Trains Follow Suit

Gradually we have awakened to the fact that what we learned about planes applies to other forms of transport. Airflow ships have clipped Trans-Atlantic records. They're building new airflow trains to cross the continent in 50 hours!

The Motor Car must Catch Up

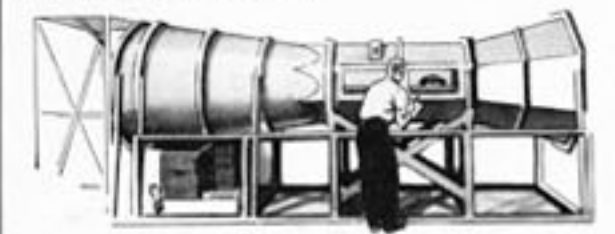
What about an airflow car? Manufacturers have toyed with the idea . . . a radiator here . . . a fender there. But that is not true aero-dynamic design. Look what happens when the typical car of today speeds through the air:—



At 60 miles an hour, it actually uses one half of its engine power fighting wind-resistance!

Why has no company produced a scientifically shaped car? For one thing, it requires a tremendous investment . . . for research and for manufacturing. Moreover . . . it means a complete departure from all the traditional ideas of automobile design.

De Soto has undertaken to pioneer the way because it enjoys the unequalled research and engineering facilities of Chrysler Motors. It believes that the public will not merely accept, but will enthusiastically welcome a car that is more modern, more comfortable . . . and safer than any low-priced car ever built.



Five Years of Research

Work on the new AIRFLOW De Soto began five years ago. Wind-tunnels, similar to those used by the United States Government, were installed.

Scores of models were made . . . thousands of drawings . . . then more than twelve months of gruelling secret tests over the worst roads that could be found. And now it is ready . . . a new kind of motor car . . . that will start a new era in the history of road travel.



Most Sensational Ride in Thirty Years!

The diagram above shows the seating arrangement in the car of today. The back seats are directly

over the back axle . . . the equivalent of travelling "steerage" on a ship. Not a single bump escapes you. No wonder that there are straps on the side for you to hold onto!



The design of the AIRFLOW De Soto (above), allows every passenger to sit "amidships." Add to this a revolutionary new method of weight distribution throughout the car and you have the reason why your first FLOATING RIDE will be a never-forgotten experience.

Sleep . . . at 80 Miles an Hour!

In an ordinary car, whether you know it or not, your nerves and muscles are tensed . . . waiting for the jolts. In the AIRFLOW De Soto you car relax utterly. Close your eyes and you will hardly know that you are moving. At 80 miles an hour . . . you can read the small print of a newspaper . . . write a letter . . . sleep comfortably. That's why there aren't any hand-straps to hold onto in this car. Nobody would ever use them!

No question about it . . . you'll gasp at De Soto's daring new-day beauty. Its luxurious interiors will delight you. But the BIG sensation . . . the most significant motor car news of 1934 . . . will be the breath-taking AIRFLOW De Soto Floating Ride. Its importance is fundamental, not just a matter of new springs. It's a new way to BUILD a car!



Ride Three in Front . . . in Comfort

No more "crowding up" in the front seat. The new De Soto has settled that! Its front seat is eight inches wider. Plenty of room for three. Yet the car itself takes up no more room on the highway!

Make a Date with a Dealer

More people will want to ride in the AIRFLOW De Soto than in any other new car for years. Be one of the first. Ask any De Soto dealer to send you a Preview Invitation as soon as the first model arrives.



COMING THE AIRFLOW DE SOTO

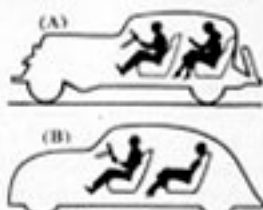
THERE'S A NEW AMERICAN STREET SCENE



HISTORY DOESN'T come in books. It happens. It's real. You can see it taking place before your very eyes.

Look around you. Notice the changes everywhere . . . even in the traffic. Notice the new AIRFLOW De Soto speeding past

the old-fashioned cars of yesterday. It's a moving symbol of our air-minded age. A few months ago, the AIRFLOW De Soto was a startling new thought. Today it is accepted, taken for granted. Its logic is so obvious, its superiority so compelling.



Let's take one specific point. In conventional cars (A), half the passengers are doomed to bounce over the back axle. In the AIRFLOW De Soto (B), engine and passengers are moved forward. You ride in the middle where you belong.

A MORE CIVILIZED WAY TO TRAVEL



THERE'S A LOT being said about "improved riding." But when you step through De Soto's extra-wide doors . . . stretch out . . . and glide away without sound or quiver . . . you know that this is no improvement. It's something new.

You can read in comfort at all speeds. Bad roads mean nothing. And you can drop off to sleep secure in the knowledge that you're in the safest kind of car ever built. For the first time, frame and body are one. You're protected on all sides.



Why buy another old-style car when you can be ahead of the procession . . . *this year* . . . in a De Soto. But forget buying. Go and take the first Floating Ride of your life. Because you'll never know what has happened to cars until you do!

THE BIGGEST THRILL SINCE YOUR FIRST FLIGHT



4 MODELS, 4-Door 6-Passenger Sedan; 4-Door 6-Passenger Town Sedan; 2-Door 6-Passenger Brougham; 3-Passenger Coupe with enclosed rumble seats. Improved Duplate Safety Plate Glass throughout at slight additional cost.

* *Airflow* DE SOTO

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A NEW KIND OF CAR THAT LITERALLY BORES A HOLE THROUGH THE AIR!

DeSoto will soon introduce the first Motor Car in which *Every Trace* of the "Horse and Buggy" Tradition has been Eliminated

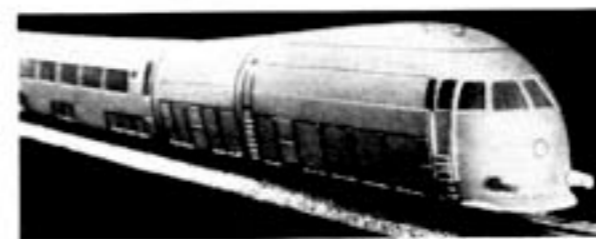
COMING . . . America's first really *modern* automobile! In a few weeks . . . it will be here . . . a new kind of car . . . a new kind of ride . . . a thrilling, new kind of beauty.

Because it will be the sensation of 1934 . . . read these advance details . . . be informed about these revolutionary principles . . . destined to bring about a new era in highway travel.



The Horse-and-Wagon Tradition

The shape of the typical closed car has remained practically the same for 20 years! How did it get that shape? Compare it to its predecessor, the horse and wagon, and the answer is obvious.



We Live in a Different World

It's a fast-moving age . . . an aero-dynamic age! We admire the beauty of the latest ships . . . planes . . . trains. They're faster . . . safer . . . more comfortable, too. . . Express highways are everywhere . . . it's time for a real aero-dynamic car!

The First True Streamlined Car

You have seen the *beginning* of streamlining in many American automobiles . . . sloping radiators and windshields, rounded sterns. These are merely external details. The AIRFLOW De Soto will be the first *true* streamlined automobile, built in accordance with truly aero-dynamic principles . . . the most beautiful car you have ever seen!

Design makes possible Sensational Ride

A modern airplane is exciting to look at . . . but the *real* thrill comes when you fly in it.



So it is with the AIRFLOW De Soto. Its daring appearance is only a foretaste of the sensation you will get when you ride in it!

So long as a motor car follows the milk-wagon tradition, riding comfort will be limited. Springs

and shock-absorbers simply modify a basic fault. They may lessen the bumps and shocks. They cannot eliminate them.

At one stroke, the AIRFLOW De Soto sweeps away that tradition. By adopting basic engineering principles . . . by an utterly new distribution of sprung weight . . . by an entirely new seating arrangement . . . bumping and bouncing are ended.

Does that sound complicated? It really isn't. A glance at these simple comparative diagrams tells the whole story:—

How you ride in a Conventional Car

Notice that the back-seat passengers ride over the back axle. No wonder they get bounced about:—



What happens when you go over a bumpy road in an ordinary car? The front wheels go *up*. If you are on the back seat, you go *down* and bounce up again. Then the back wheels hit the bump. You get a *double* bounce. No wonder you get tired out so quickly. No wonder you can never relax.



You'll never Hit the Roof Again

All that is changed in the AIRFLOW De Soto (*above*). You ride *between* the axles . . . the same comfort as travelling "amidships" on a liner.

Roomiest Front Seat ever Built!

Three people can sit in the front seat of the AIRFLOW De Soto as easily, as comfortably as *two* in the conventional type car. Back-seat accommodation is equally spacious.

Improved Vision for Driver

No more dangerous "blind-spots." The driver's free vision has been increased by 25% . . . a tremendously important safety factor.

You're Safe . . . at any Speed

You can do 80 miles an hour in this car without any sense of hurrying. You can drive 500 miles as comfortably as you now drive 200! Having a lower center of gravity, you can take turns "wide-

open." Greater speed *plus* greater safety. For it has the smoothest and most powerful braking action ever employed by a car of equal power. In fact it is the safest low-priced car ever built.

Write—at 80 Miles an Hour!

In an ordinary car you risk your neck if you lean your head on the back cushions. In the AIRFLOW De Soto you can relax completely. You can



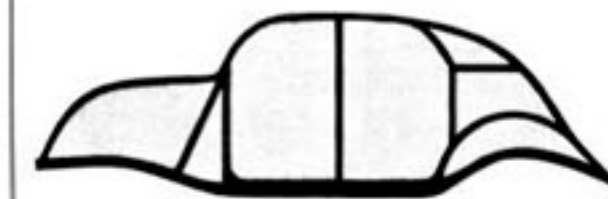
sleep in comfort. You can read the small print of a newspaper. You can write as easily as if you were sitting in a Pullman car.

Automatic Ventilation

By a new type of ventilation—never before employed—the AIRFLOW De Soto can be correctly ventilated in any weather. The temperature is made uniform throughout the car . . . front and back, top and bottom . . . for all passengers.

Built like a Bridge

Not only does it look better . . . not only does it ride better . . . the AIRFLOW De Soto is *built* better. Instead of a separate frame and body, they are one safety-steel unit. Trussed like a modern bridge. Greater safety . . . squeaks and rattles impossible . . . structural vibration ended . . . useless dead-weight eliminated:—



This one feature alone is enough to establish the AIRFLOW De Soto as the most advanced type of car ever made available to the public.

When Will It Be Announced?

Further information concerning the AIRFLOW De Soto will soon be released.

Register your name NOW with your local De Soto dealer. Be among the first in your community to take an AIRFLOW De Soto Ride.

COMING THE *AIRFLOW* DE SOTO

Goodbye "HORSELESS CARRIAGE"



The conventional automobile of today is the direct descendant of the old-time horse and buggy.



The pioneers put a long hood where the horse used to be. Supposedly, the longer the hood, the more power.



Despite vast mechanical improvements, the "outline" of the horse and buggy has persisted for 30 years.



Five years ago De Soto engineers built a wind-tunnel that proved the inefficiency of ordinary car design.



Now De Soto begins a new era with a car in which every trace of the horseless carriage has been eliminated.

It's a New Kind of Motor Car . . . truly Aerodynamic In Design . . . with a Sensational "Floating Ride" . . . a Popular Priced MODERN Car for Modern People

FOR MONTHS, America has been reading amazing stories about a *new kind of automobile* . . . the AIRFLOW De Soto.

And now this car is completed. It is being presented this week at the New York Automobile Show.

You will be interested to know what has been accomplished . . . how this car differs from others . . . and what unique advantages it offers to the motorist.

A New Kind of Beauty

You will immediately notice the close resemblance between the AIRFLOW De Soto and the most modern airflow planes and trains. It has the same thrilling lines . . . because it follows the same *true aerodynamic principles*.

Open the big, wide doors. You'll find the same exciting modern treatment. Deep seats framed in gleaming chromium . . . a new reading lamp to match . . . improved arm rests . . . and the very last word in ultra-smart instrument panels.

A New Kind of Ride

True, the AIRFLOW De Soto looks different. But you will never know why it is the biggest piece of news in the motor industry today until you ride in it. For it is this ride, even more than the appearance, that makes the conventional car you've been driving seem old-fashioned and out-moded.

To begin with, all passengers ride in the *middle* of the car. This fact . . . plus a totally new distribution of sprung weight . . . means that "straphanging" days are over. There are no hand-straps in this car because nobody would ever use them. For the first time in your life you can relax completely at any speed. Except for the passing scenery you will hardly know you are moving. At 80 m.p.h. over a dirt road, you can read a newspaper. You can write a letter more easily than in a Pullman car.

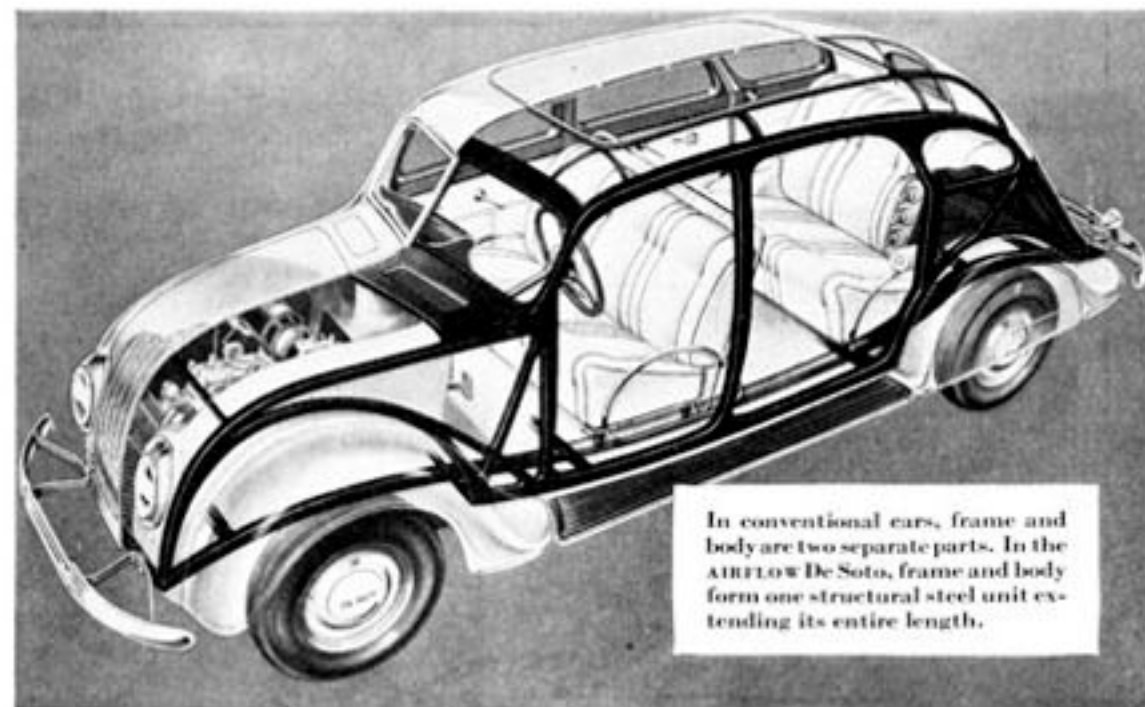
A New Deal in Safety

Without any question whatsoever, this is the safest type of car ever built. Its new all-steel, bridge-trussed frame and body, built as a single unit, is at least 40 times more rigid than frame and body in ordinary cars. The wide angle windshield increases the driver's visibility by 25%.

The hydraulic brakes are bigger, more powerful than ever before. The steering wheel is in a more comfortable position.

Lower center of gravity permits taking curves at high speed without sidesway. But we have only just *begun* to mention the advantages of the AIRFLOW De Soto.

Ask your local dealer for a copy of the book that describes this ideal car in detail. And make a date with him now to take a ride as soon as the first model arrives.



In conventional cars, frame and body are two separate parts. In the AIRFLOW De Soto, frame and body form one structural steel unit extending its entire length.

Here's the NEW* AIRFLOW DESOTO!

* © 1933 BY CHRYSLER CORPORATION



- 1 IT BORES A HOLE THROUGH THE AIR
- 2 IT CRUISES AT 80 MILES AN HOUR

- 3 FLOATING POWER PLUS FLOATING RIDE
- 4 BRIDGE-TYPE STEEL GIRDER-TRUSS BODY

NEW FEATURES

Automatic Ventilation for all passengers in all weather; Enclosed Luggage Compartment; Girder-Truss All Steel Sound-proof Body; Airwheels; Wide-Angle Vision; Longer Springs; 100 Horsepower Aluminum Head Engine; Floating Power Engine Mountings; Automatic Clutch; Free Wheeling; Hydraulic Brakes; All-Silent Transmission; Flexbeam Lighting; Starting Button on dash.

Four AIRFLOW De Soto Models

4-Door 6 Passenger Sedan • 4-Door 6 Passenger Town Sedan • 2-Door 6 Passenger Brougham • 2-Door 5 Passenger Coupe



NO MORE "STRAFHANGING" . . . Here's how you ride in a conventional car . . . and pity the passengers who ride over that axle.



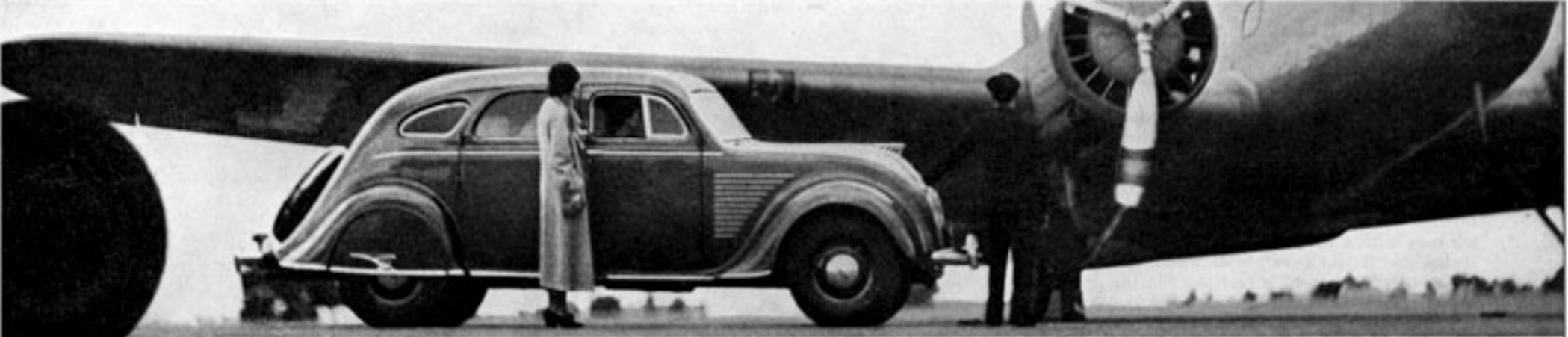
And here's how everybody rides luxuriously "amidships" in the new AIRFLOW De Soto.



Three is no crowd in the front seat of the new AIRFLOW De Soto. It is just as wide as the back seat. It holds three as easily as a conventional front seat holds two!



Did you ever see an automobile with so much room in it, front and back? Easily accessible behind the back cushion is a large enclosed luggage compartment.



Smart as POLO—fleet as a PLANE



● It's FUN to be the first to own.. something really smart.. Like a frock from Chanel.. a Panama by Knox.. or a car that's winning praise.. from Bar Harbor to Santa Barbara.. Like the stunning and sporting.. new AIRFLOW De Soto.. the car of this year—and next!

We stress the place of De Soto.. in next year's style.. as well as in this for a reason.. Motor cars are going *aerodynamic*.. More this year than last.. More next year than this.. And if you want a car that will.. still be smart in 1935 and 1936.. you'll pick the AIRFLOW De Soto!

Why not accept our invitation.. to come in and have a look? Take a thrilling trial trip.. in this exciting new kind of car! Step through De Soto's wide doors.. Sit *three* in front.. as comfortably and companionably.. as most cars seat *two*.. In the rear also there's more room!

Stretch out—relax—off you go! The AIRFLOW De Soto slides away.. so nimbly, so easily, so smoothly.. that you barely know you're moving! Send it sailing over rough roads.. In the back seat you can doze.. or read a newspaper at 80 M.P.H.! Go modern today, be modern tomorrow—Make the AIRFLOW De Soto *your* car!

NEW *Airflow* DE SOTO

FOUR MODELS—\$995.00 at the factory, Detroit. De Soto

Motor Corporation reserves the right to change the price without previous

GO MODERN *this* YEAR— BE MODERN *Next!*

● SMART PEOPLE these Moderns..
Smart enough to enjoy the good things first..
Whether it's the book of the month..
Or the car of the year..
Such as the breath-taking new AIRFLOW De Soto.
Let's be honest about it..
We didn't build this aerodynamic car..
For the estimable Old Lady from Cherry Center..

We built it for the man who prefers a Boeing..
To a Lower in Car 542..
For the woman who can spot a Schiaparelli gown..
Five tables away..
People like these aren't waiting..
They're driving the AIRFLOW now..
Taking aerodynamic travel as a matter of course..
And having the time of their young lives.

Next year (and you can take this from us)..
Most cars will look like DeSoto..
They *must* if they're going to keep pace..
The question for you to decide is this..
Will you ride luxuriously now or later..
Will you buy a car with a Future..
Or one with a Past..
To put the matter briefly..are you a Modern?



● SIT THREE in front or three in back..
Relax all over..stretch out..and you're off..
Graceful as a plane in flight..
DeSoto streaks silently down the avenue..
Over the car tracks and the bumpy cobbles..
It glides like a gull..
Out on the road it travels like a hurricane..
Yet you don't hear or feel a thing.

Only the faint sound of the rushing air..
And the trees and telegraph poles racing by..
Remind you of your speed.
At 80 M. P. H. ...cradled between the wheels..
You can read a paper or slumber undisturbed..
No wonder it's setting a motoring vogue..
This car that upsets all traditions..
This first truly aerodynamic automobile!

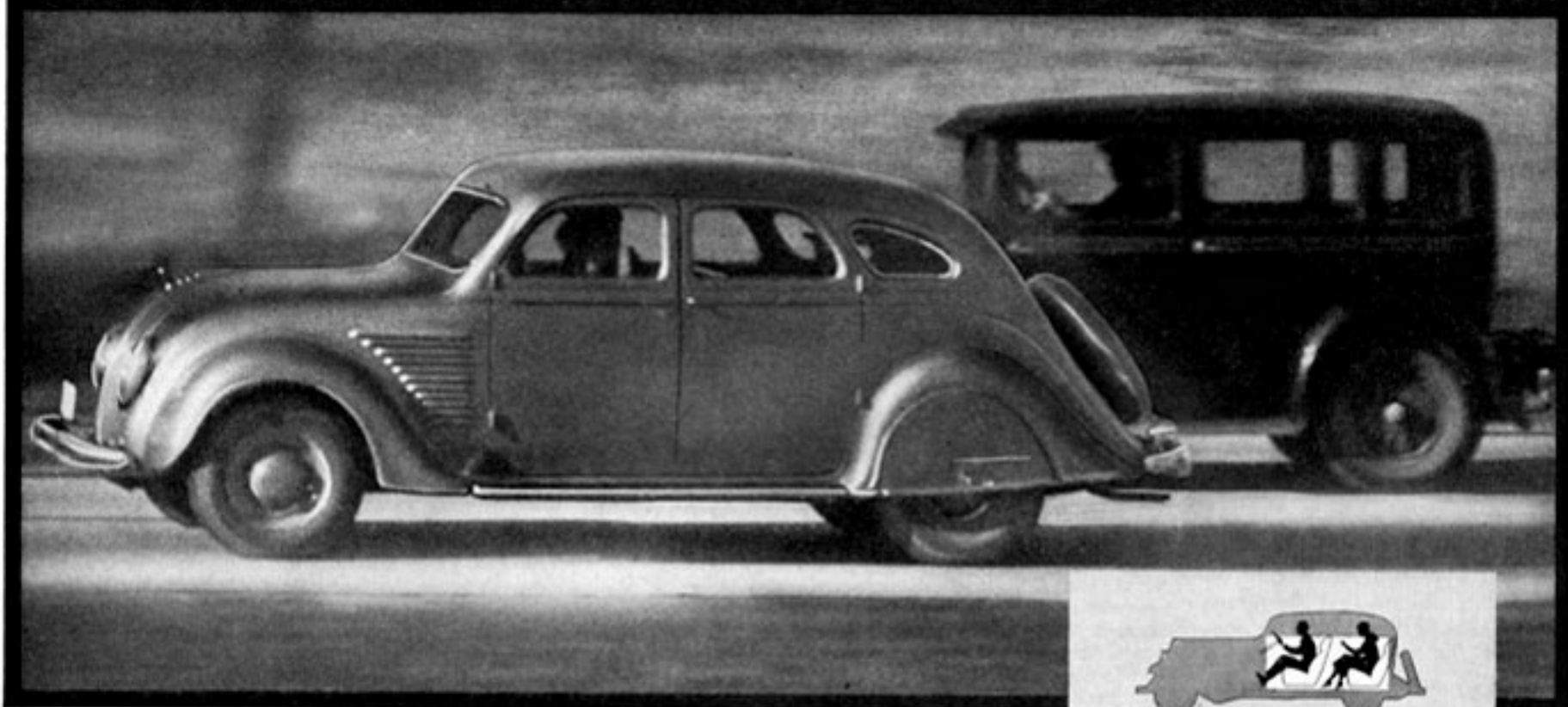
But simply to glimpse it in the showroom..
To watch it speeding down the street..
This is just a hint of the thrill..
That DeSoto has in store for you..
Let it be an invitation..
To come and take your first Floating Ride..
Treat yourself to this new adventure on wheels..
Today..get in a new AIRFLOW De Soto..and GO!

Airflow
DE SOTO

FOUR MODELS—\$995.00 at the factory.
Detroit, De Soto Corporation reserves right
to change the price without previous notice.



"THERE GOES MY NEXT CAR!"



Ordinary Cars look "Out of Date" when a new AIRFLOW De Soto flashes by—It's a Modern Car for Modern People

AN ASTONISHING THING is happening on American highways . . . something that has never happened before. A new kind of car has flashed across the scene. Almost overnight it has made ordinary automobiles seem a little old-fashioned and behind the times.

The first thing you notice about the AIRFLOW De Soto is its aerodynamic shape. Study it carefully. Notice that the valleys between hood and fenders have disappeared . . . that the headlights are now the "eyes" of the car . . . that the doors are wider . . . the tail more

tapered . . . the whole car lower, closer to the road.

It is beautiful . . . as graceful in motion as a modern plane in flight . . . and as efficient. For this is the car that was born in a wind-tunnel and shaped so as to pass through the air with a minimum of resistance and wasted power.

Notice, too, that the 100-H. P. Aluminum Head engine has been moved forward. This permits all passengers to ride *between* the axles. The result is a new distribution of weight, which does more than all the



This diagram (above) shows how you ride in a conventional car. Pity the passengers riding over the back axle!



Now see how you ride in the AIRFLOW De Soto. All the passengers sit comfortably "amid-ships."

new springs in the world could possibly do alone, to increase your comfort.

No more back seat bouncing. No more "strap-hanging" (there aren't any hand straps in this car). You can read a book or write a letter at 80 m. p. h. It's the first Floating Ride in all your life!

Don't buy a new car that will soon be out of date. Go to your local De Soto dealer today. Ask him to let you drive this sensational *new kind* of car.



Now, for the first time, you can safely lean back and relax at any speed . . . over any kind of road!



You'll appreciate De Soto's front seat. It holds three comfortably . . . in fact it's as wide as the back seat!



This is a model of De Soto's all-steel unit-frame-and-body. It is 40 times more rigid than the ordinary type. It means greater safety than ever before.

THE NEW *AIRFLOW DESOTO

© 1939 BY CHRYSLER CORPORATION

HERE'S WHAT WE MEAN BY A NEW KIND OF CAR!

YOU CANNOT CONFUSE THE AIRFLOW De Soto with the so-called "streamlined" automobiles of 1934. It is a totally new kind of car. It marks the passing of the "horseless carriage" tradition . . . the beginning of a new era of modernized speed, comfort and safety.



WHAT—NO HAND-STRAPS!

There are no hand-straps because no one would ever use them! You can relax completely, front seat or back . . . read or write comfortably at virtually any speed!



"WALK RIGHT IN" THESE DOORS

No more squeezing in and stumbling out. Front and rear doors are wider than ever before. And although the car is lower outside, it's higher inside. Plenty of room for six-footers.



THREE IS NEVER A CROWD IN THIS FRONT SEAT

For the first time, the front seat is just as wide as the back! Three can now ride in front . . . and have room to spare. Same thing in the back. In fact, these seats are more like the

comfortable divans in your own home. And behind the back seat is concealed a spacious luggage compartment! It will hold all your bags and keep them safe and weather-protected.



NO MORE BACK SEAT BOUNCING . . . RIDE BETWEEN THE WHEELS

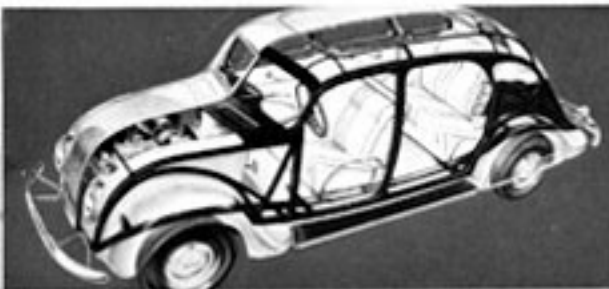
In conventional cars, rear seat passengers must ride over the back axle . . . constantly bumped and bounced. Improved springs may lessen their discomfort but cannot entirely

eliminate it. But in this car, everyone rides between the axles. The result is a new "Floating Ride" . . . so sensationally smooth that you must experience it to believe it.



THE WHEEL IS WHERE YOU WANT IT

With the steering gear forward of its usual position, the wheel "sits in your lap." Effortless forearm steering instead of fatiguing shoulder action.



RIDE INSIDE THE FRAME . . . NOT ON IT

In conventional cars, frame and body are two separate parts. In the AIRFLOW De Soto they are one all-steel unit, 40 times more rigid. You literally ride inside the frame, protected on all sides.

WHETHER you are planning to buy a new car just now or not . . . see and ride in the new AIRFLOW De Soto. It is the most talked-about car in America today. It will thrill you as no other new car can possibly do. And certainly you should buy no other car until you have taken a real "Floating Ride." There's a De Soto dealer near you. Make a date with him today.

FOUR MODELS: 4-Door 6-Passenger Sedan; 4-Door 6-Passenger Town Sedan; 2-Door 6-Passenger Brougham; 2-Door 5-Passenger Coupe.

NOT JUST A "STREAMLINED" CAR
—IT'S A NEW WAY TO TRAVEL!

THE AIRFLOW DE SOTO

© 1933 BY CHRYSLER CORPORATION

Ride between
the wheels
NOT OVER THEM



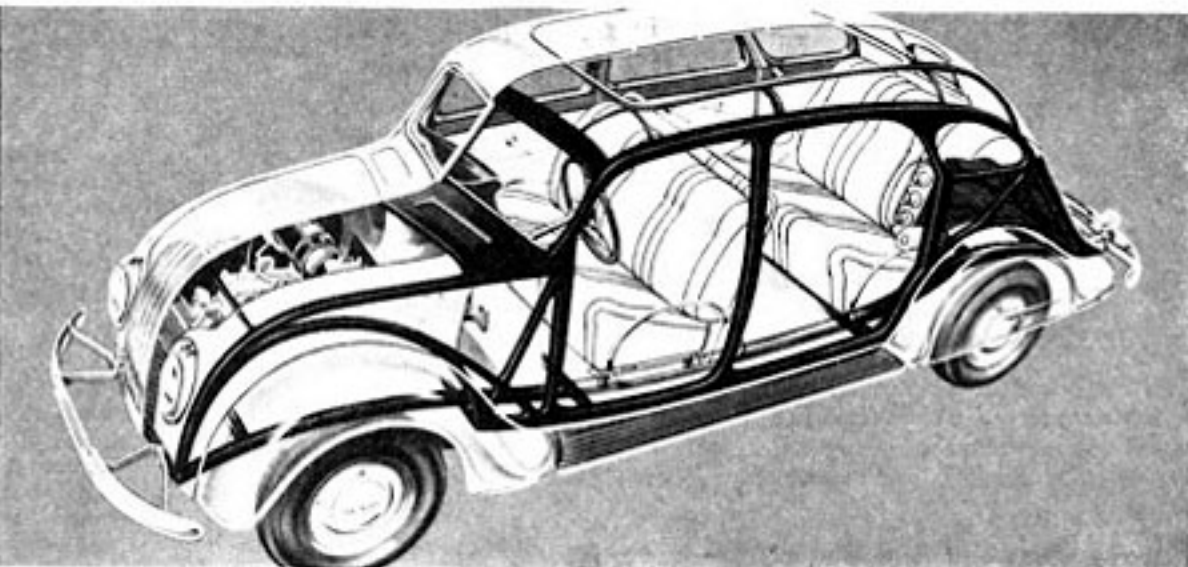
"IT'S THE FIRST BASIC, fundamental change in motor cars in thirty years," says the Press. "It makes ordinary cars seem old-fashioned," says the Public. But you cannot realize how *great* an improvement it is until you have taken your first "Floating Ride" in this sensational new AIRFLOW DeSoto.



In conventional cars, even the so-called streamlined models (A), rear seat passengers are bumped and bounced about over the rear axle. But in the

AIRFLOW DeSoto (B), the engine and passengers are moved forward. Everyone rides smoothly *between* the axles. So you see that DeSoto's "Floating Ride" is not just a matter of new springs. It is more important than that. It's a new distribution of weight. You ride completely *relaxed* for the first time.

Ride inside
the frame
NOT ON TOP OF IT



IN CONVENTIONAL CARS, frame and body are two separate parts. In the AIRFLOW DeSoto they are one all-steel unit... 40 times more rigid... built like a bridge. In this 16-foot car you are actually protected on all sides by 181 feet of girder steel! Without question this is the safest type of car ever built.

There's a DeSoto dealer near you. He will show you dozens of other unique features in this car that put it in a class by itself. See how spacious it is, with room for three in the *front* seat as well as the back. Notice that although the car is lower *outside* it is higher *inside*, giving more headroom. Try the deep, comfortable

seats, cradled in chromium. Open the concealed luggage compartment... big enough to carry three suitcases. Note the rakish tilt of the wheel that permits driving with an effortless forearm motion. Then take your first "Floating Ride." We promise that it will be an exciting, memorable experience.

See how it feels
to ride in a truly
Modern Car



FOUR MODELS: 4-Door 6-Passenger Sedan; 4-Door 6-Passenger Town

Sedan; 2-Door 6-Passenger Brougham; 2-Door 5-Passenger Coupe.

NOT JUST A "STREAMLINED" CAR
—IT'S A NEW WAY TO TRAVEL!

THE *AIRFLOW* DE SOTO

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IT'S *Smart* TO BUY A CAR WITH A *Future!*



DRIVE IT TODAY... *the Car that is Setting the Style for Years to Come!*

IT'S SMART to own a home in a neighborhood with a future. It's smart to be in a business that's going places.

And this year when you buy a new car, it's smart to think of tomorrow as well as of today.

This year, automobile design has changed its course. The AIRFLOW DeSoto... the truly aerodynamic car... is setting the style for an industry.

Watch the AIRFLOW DeSoto go by.

Watch it pass other cars... without sound or effort. Or better still, spend a few minutes with any DeSoto dealer. Let him show you how differently this entirely *new kind* of car is built.

DeSoto's engine now "sits" where scientific distribution of weight says it ought to be. And all passengers now sit cradled between the wheels where the riding is smoothest.

Your first trial trip will show you what this means. No more bouncing or swaying. Travel at any speed you please... over any kind of road...



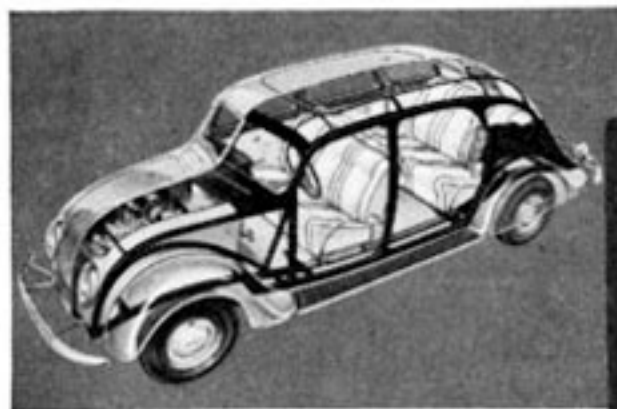
A Back Seat as roomy and comfortable as a Divan... and a Front Seat every bit as wide. You *rest* as you ride!

you can read, write and relax. You end your ride *rested*—not restless.

Modern in its beauty... modern in its ride and its extra roominess. It's the car with a future... but smart people are enjoying it *today!*

Put the AIRFLOW DeSoto through its paces. Your local DeSoto dealer will gladly arrange a demonstration for you... at your convenience.

You can make your selection from four AIRFLOW DeSoto models: the 4-Door Six Passenger Sedan; the 4-Door Six Passenger Town Sedan; the 2-Door Six Passenger Brougham; the Three Passenger Coupe with enclosed Rumble Seats. Time payments to fit your budget. Ask for Official Chrysler Motors Commercial Credit Plan.



Instead of being two separate parts, DeSoto's frame and body form *one* all-steel structural unit... far safer and more rigid.

Airflow DE SOTO