

FLORIDA HIGHLIGHTS

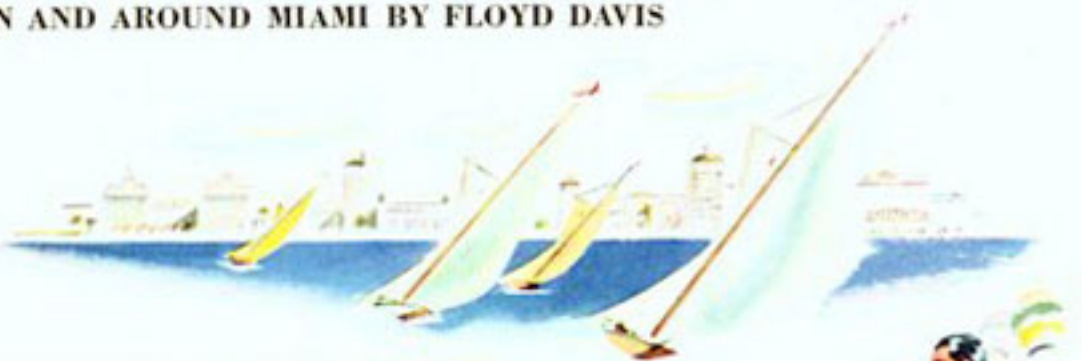
SKETCHED IN AND AROUND MIAMI BY FLOYD DAVIS



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!



LONG ISLAND MALLETT 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.



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.

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.

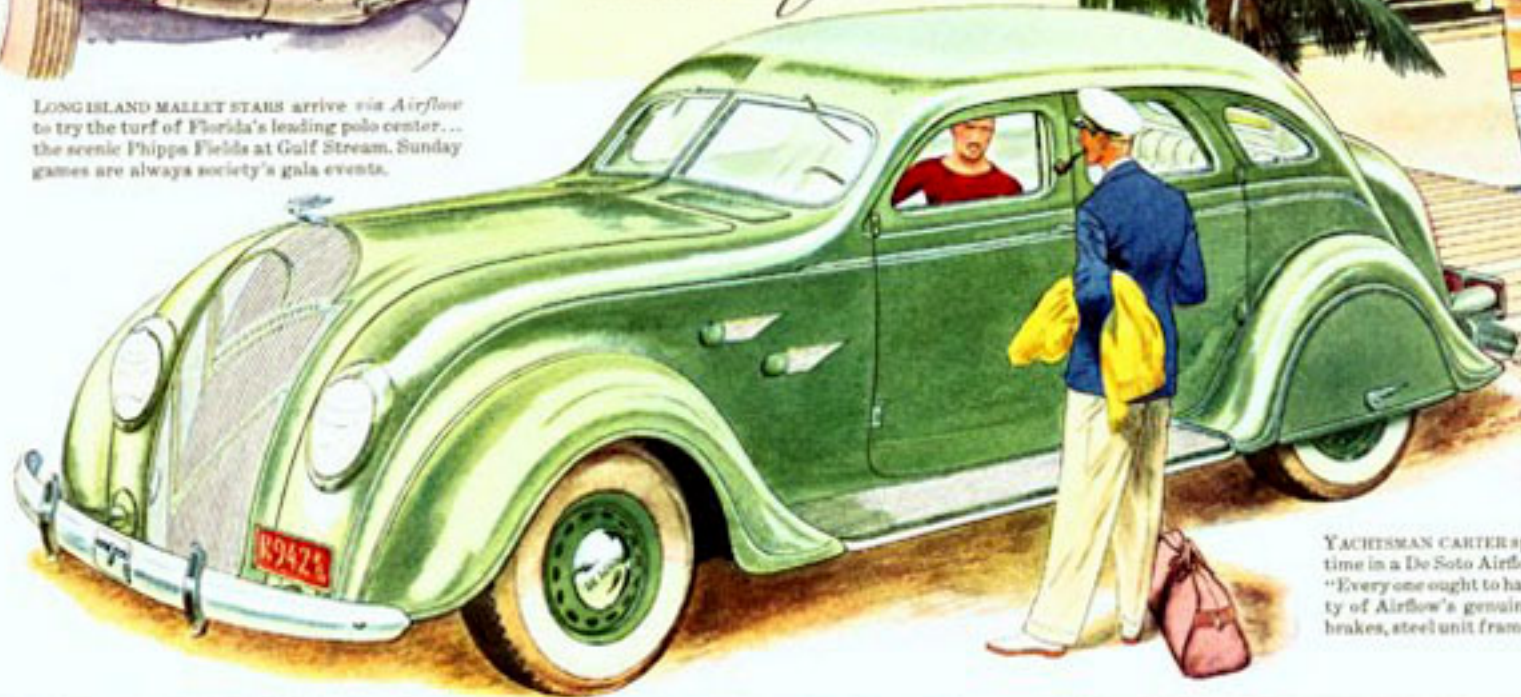
Today, its equalized springing... scientific weight distribution... seating for six are still the most talked-about car features. And many have tried to copy them.

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



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."

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" people realize what a buy De Soto is!

HAVE YOU NOTED the amazing trend toward lines such as Airflow? Seen how even the most conservative elements in the industry are adopting the revolutionary principles pioneered by De Soto?

Soon every car will attempt to offer what Airflow had the courage to introduce two years ago!

Not deviating from its original principle... De Soto's new Airflow III ushers in even greater

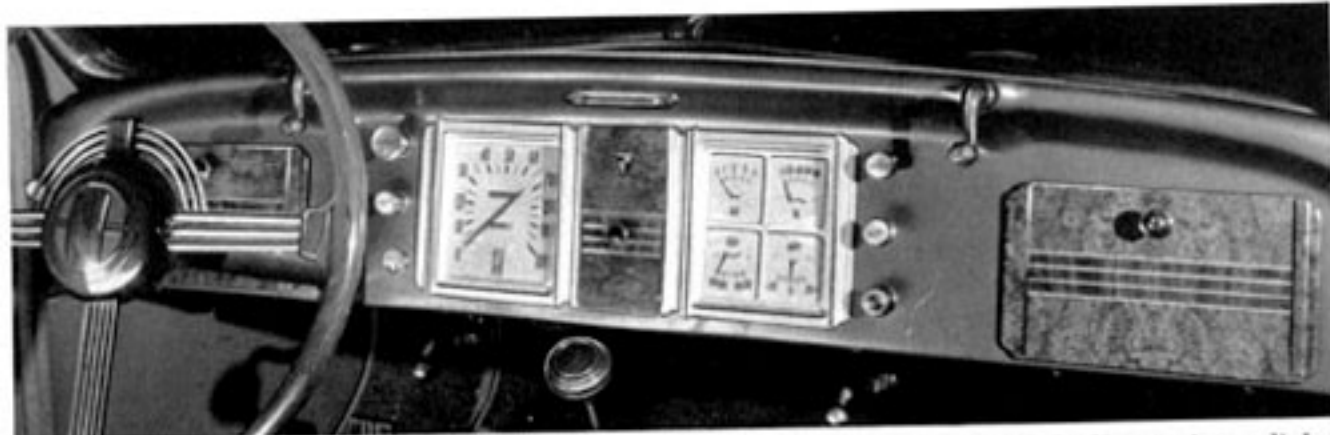
beauty of line. The radiator is extended farther forward...the sleek lines of the rear are enhanced and lengthened by the built-in trunk. The wing-like louvres carry out the spirit of graceful flight.

Until you feel the thrill of its "magic carpet" ride... lounge in its big, wide divans... test its tremendous power... you really can have no conception of how it has changed the history of motoring!

You'll be grateful for its protection... because Airflow's unit frame-and-body is the safest ever built... and its brakes are genuine hydraulics.

No reason now to deprive yourself of motoring's greatest thrill. De Soto is by far America's lowest-priced Airflow car. With its Gas-Saver Transmission, one out of every five miles is free... and the car is actually as fast in second speed as most cars are in high!

See your De Soto dealer for a demonstration. Both sedan and coupe models are \$1095, list at the factory, Detroit. Special equipment is extra.



Keystone of its custom beauty is this jewel-like instrument panel... Circassian walnut finish, 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... at conference rates.
- 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

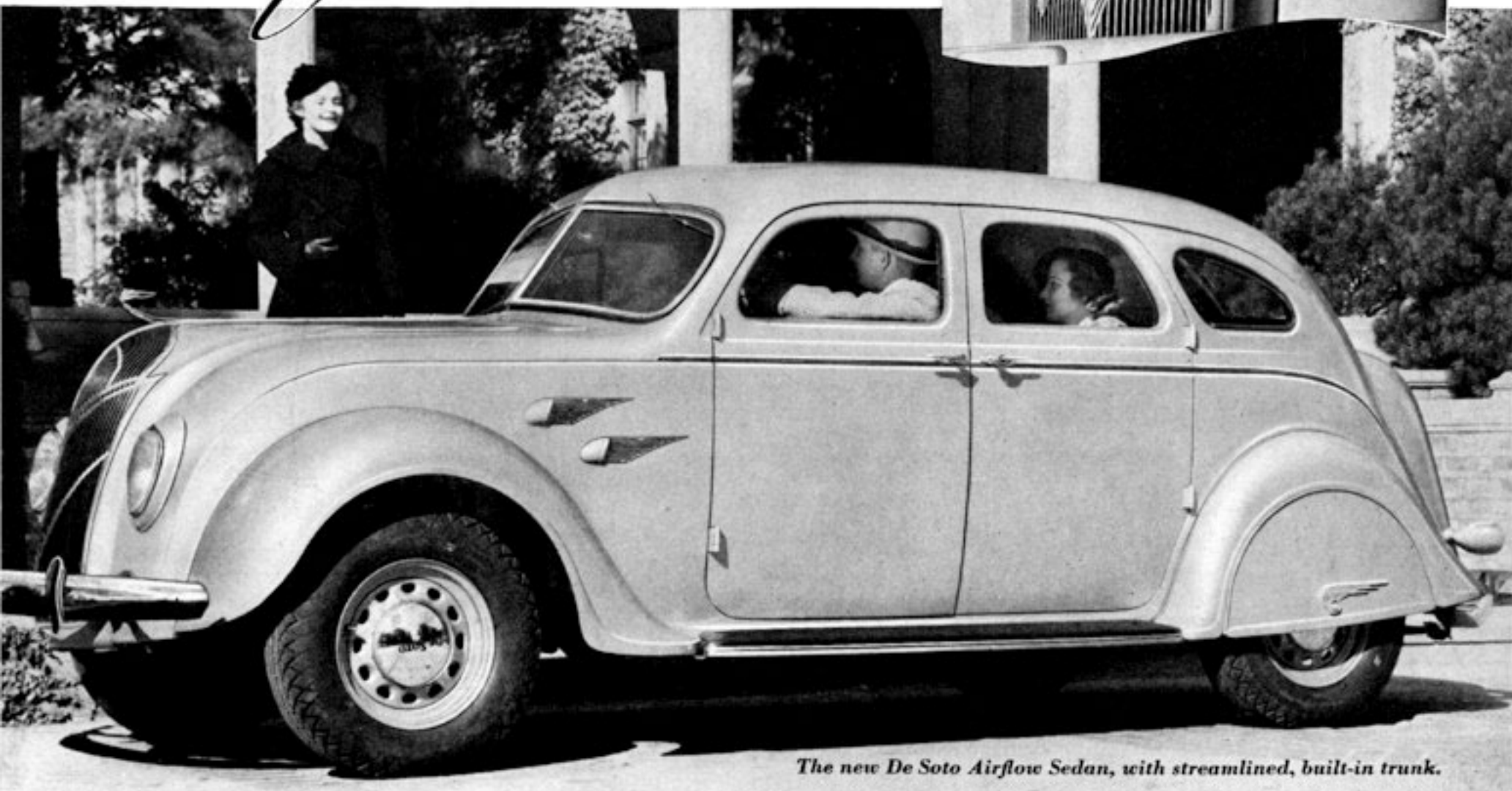
Airflow



COMPANION CAR TO THE
AIRSTREAM DE SOTO

A PRODUCT OF THE CHRYSLER CORPORATION

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

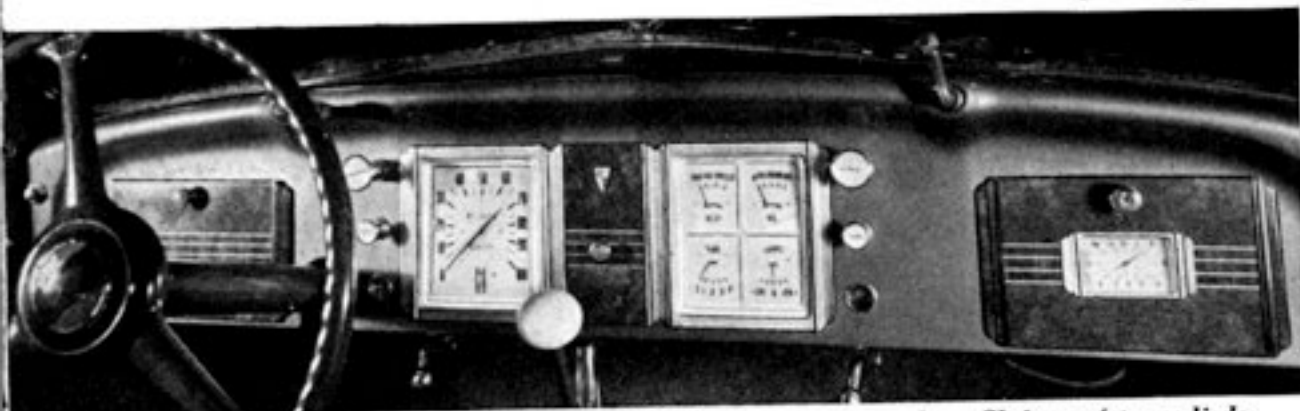
and safer car the closer it is able to approach De Soto's aerodynamic design... its steel unit body-and-frame... complete redistribution of weight... its Floating Ride and genuine hydraulic brakes.

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* **III** COMPANION CAR TO THE AIRSTREAM DE SOTO
A PRODUCT OF THE CHRYSLER CORPORATION

Sketched at Lake Placid

BY ARTIST
FLOYD DAVIS



OLD-FASHIONED SLEIGH-RIDE. The horse "comes back!" Gay flock of Boston debs 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

Product of the
Chrysler Corporation

Airflow III

DE SOTO PRESENTS

Airflow



A Brilliant New Styling...with Airflow's Famous Ride and Performance even further Improved

THERE'S A NEW THRILL in motoring that even Airflow's 40,000 owners know nothing about. For today — Airflow 3rd takes the road!

It's an even smoother model than the Airflow that gave America its first "Floating Ride." It's even a better performer than its predecessor, the car that established both speed and economy records. It has DeSoto's sensational new four-speed Gas-Saver Transmission.

Inside, both front and back, you see custom-car styling...exquisite taste in the smallest detail.

Airflow now offers this beautifully streamlined, built-in trunk. Tire is carried inside.

When you step through the big, inviting door of the new Airflow, you enter the most beautiful interior ever put in a car!

You relax in the luxury of seats like divans, finished in French roll upholstery, pleated and tufted. The driver's seat is adjustable three ways... for perfect comfort. From the instrument panel to the clever, concealed ash-trays in the arm rests... there's *custom* styling wherever you look!

Around you is the safest body ever built... frame and body *one* safety-steel unit. The brakes are genuine De Soto hydraulics.

Airflow... always first in performance... now leads in style... with the new Touring Sedan and Coupe. It's companion car to Airstream De Soto, at De Soto dealers.



DE SOTO

Airflow

A PRODUCT OF THE
CHRYSLER CORPORATION