NRA WE DO OUR PART

TENTH ANNIVERSARY NUMBER

Chrysler News

AIRFLOW EXTRA

VOL. 1, No. 1 CHRYSLER SALES CORPORATION DETROIT, MICHIGAN

CHRYSLER, ON TENTH ANNIVERSARY, AGAIN STARTLES AUTOMOTIVE INDUSTRY

CHRYSLER S CROWNING ACHIEVEMENT—the tenth anniversary Airflow Chrysler Eight 4-Door Sedan, called by Walter P. Chrysler "the first real motor car since the invention of the automobile." This car has a wheelbase of 123 inches and 122 horsepower.

"Oh! I Like That!" says stylist

CAROLYN EDMUNDSON, leading fashion artist of Harper's Bazaar and one of the country's noted style creators and authorities.

"IT'S A GREAT THING THAT CHRYSLER HAS DONE"

—Carolyn Edmundson

I've seen an astonishing motor car . . . Walter P. Chrysler's newest sensation . . . the new Airflow Chrysler.

It's a breathlessly different-looking motor car . . . so startling, so entirely new in line and contour . . . that you surely are going to gasp when you first see it.

But surprise quickly yields to delight. Then comes profound admiration . . . and the realization that here is an authentic new style . . . one of those sweeping advancements that is going to initiate a whole new school of design.

PRESENTS THE FIRST MOTOR CAR SINCE INVENTION OF AUTOMOBILE

TEN YEARS AGO, the introduction of the first motor car to bear Walter P. Chrysler's name set new standards of value, beauty, comfort and performance in the automotive industry. It was startling—radical in its advance over conventional designs. It placed Chrysler immediately in the lead and Chrysler never has been overtaken. Each year has seen improvements and advances that have enabled Chrysler to retain its place as pacemaker, despite the determined and resourceful challenges of competition.

It is eminently fitting that on the tenth anniversary of this first Chrysler's appearance there should be offered to the public a car so new, so different, so advanced over all predecessors that Mr. Chrysler himself has called it "The first motor car since the invention of the automobile."

The new Airflow Chrysler is not a radical design but a natural design. The car took shape and form as a result of new features and advantages put into it. For the first time a manufacturer built from the ground up. Chrysler engineers studied the things that people really need and want in a motor car and created a car that provided not merely some of them but all of them. Comfort, safety, performance and economy are an inherent part of this great engineering triumph. Its beauty is the beauty of nature herself. It has received the enthusiastic endorsement of the leading authorities on style and design in the world.

The Airflow Chrysler is the first car in which weight is scientifically distributed. From the very beginning, engineers have said that from the standpoint of aerodynamics, our motor cars were being driven backwards. Chrysler engineers were the first to have the courage to correct this inherent fault and put the weight and the mass where it belongs. This change in fundamentals led inevitably to the perfect streamlining that is one of the outstanding features of the new line. Heretofore both foreign and American designers have made some advances in streamlining to the end that motor cars should have a better entrance to and exit from the air through which they travel. Where they merely have groped, however, Chrysler has taken bold strides and the result is the reduction of wind resistance to the very minimum, with an inevitable saving to the owner in fuel and oil and a much improved result from the horsepower developed by the motor.

Interior comfort, as well as performance, has been raised to new heights in the Airflow Chryslers. The cars are so roomy that three large persons can ride comfortably on either the front or rear seats.

(Continued on Page 2, Column 1)

REPERTORY THEATER

An ultra-modern design by Norman Bel Geddes, pioneer in the new art of which the Airflow Chrysler is a striking example. This theater has an auditorium without aisles.

PRESENTS FIRST REAL MOTOR CAR SINCE INVENTION OF AUTOMOBILE

(Continued from Page 1, Column 5)

There is ample leg-room for a six-footer. The doors are as wide as the average house door and the interior of the car has the spaciousness of a room instead of the cramped aspect of the ordinary car. Passengers ride lower to the road than in any other car ever built. Rear seats are placed 20 inches in front of the rear axle instead of directly above it. By this arrangement, passengers ride at the "center of oscillation" as engineers call it. There is no longer any choice between front and rear seats.

Chrysler engineers went exhaustively into the matter of comfort and fatigue of movement. They found the exact periodicity of movement that is most restful to the human nervous system. This being ascertained, they perfected a new type of spring action for these new Chryslers, one that is soothing and restful instead of irritating to the nerves.

In the Airflow Chrysler the frame is like a bridge. Passengers ride inside the frame instead of on it. Part of the frame is actually over their heads. The motor is suspended in the body. Front spring action is entirely independent of rear spring action. The result is the Floating Ride, which eliminates road tremors, just as Chrysler's famous Floating Power eliminates road tremors.

There is no use in trying to describe the Floating Ride, because it is entirely different from anything that any motorist ever has experienced. It permits these cars to go up to 90 miles an hour over any kind of road with the passengers perfectly relaxed. At high speeds over bad roads, it is possible for the passengers to read, write or sleep as easily and comfortably as they would at home.

The Airflow Chrysler takes a turn, even on loose shifting gravel at 65 or 70 miles an hour with the steadiness of a yacht coming into the wind. Of course, there is an entirely new steering position so the driver can guide his car with a simple, easy fore-arm movement instead of fighting the wheel all the time. The driver can forget the bumps in the road ahead; he never has to think about pulling down to avoid a jolt—never has to worry about the comfort of other passengers.

It is impossible to make anyone feel the ride in the new Airflow Chrysler. It is so different that the mind cannot quite grasp it, but when people ride in the car they will know that a new form of transportation has been created.

All of these results were accomplished through the research of Fred M. Zeder and his force of Chrysler engineers, who have achieved one of the industry's greatest engineering feats.

It has been known throughout the engineering world for a long time that the old horse and milk cart type of motor car has called for improvement. For more than five years Chrysler engineers have worked in their laboratories and shops discovering and developing the scientific factors of the new Airflow Chryslers.

They knew weight distribution was all wrong in the old fashioned cars. Their research led them to dynamic balance throughout the car.

In the old design, the motor, the heaviest unit in a car, was back of the front axle. In the Airflow Chrysler this weight mass is over the front axle. This application of Dynamic Balance completely changes the character of the ride because it allows the passengers to ride at the point of the minimum perpendicular movement.

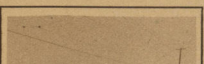
With all these engineering features, and many that have not been mentioned, the result is a "Floating Ride," which eliminates road tremors just as Chrysler Floating Power eliminates engine tremors.

CHRYSLER BRINGS FUN BACK INTO MOTORING

They're riding again just for the fun and joy of motoring on the highways and byways of the country.

This is not a gesture, but a plain statement of fact and it has been brought about by Walter P. Chrysler and his new Airflow car, in which something brand new in locomotion has been created—that of "flying on wheels," but without encountering the bumpy air pockets one is liable to experience in an airplane.

In the early days of the motor car, riding for fun was the main object, simply because motoring was a brand new sensation. Then the car, as developed, was used more and more for business and as a rapid means of transportation, until the automobile became almost



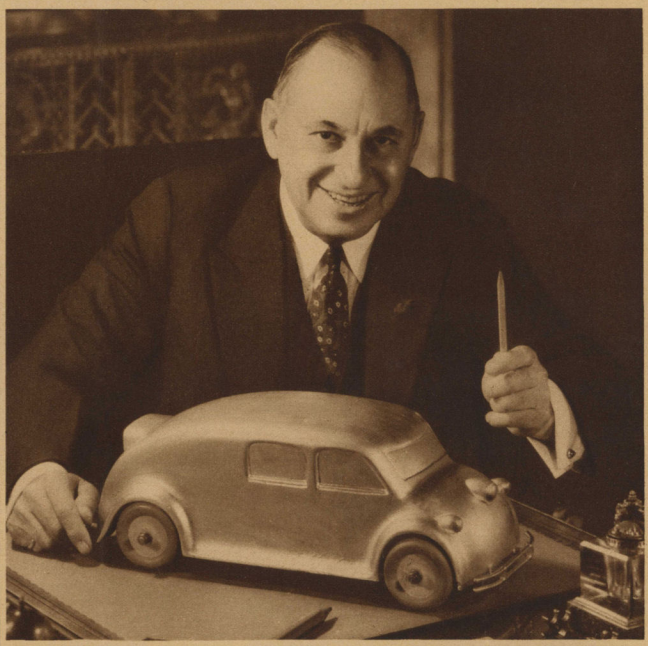
CHRYSLER'S original engineering building on Oakland Avenue, Highland Park, Michigan.

indispensable. However, rides just for fun on evenings and holidays seemed to pass into the discard.

Developments in the automobile have come down through the years and ten years ago Walter P. Chrysler announced a brand-new motor car with low center of gravity, pick-up beyond anything known up to that time and small wheels. It was just what the people wanted, and they started riding again just for fun.

Now, Mr. Chrysler announces a brand new car for 1934—the Airflow Chrysler—not just another development but something entirely new from front to rear bumper. In fact, nothing like it has ever been seen before and nothing has approached it in performance, because in it are incorporated engineering features which have been unknown up to this time by the motoring public.

First comes better riding quality. Then, too, performance of the highest. Also there is safety, comfort, appearance and economy. The increasing demand for speed has been accomplished and there is no consciousness of effort when one is driving the Airflow. That principally is what has brought back motoring just for fun.



WALTER P. CHRYSLER inspects one of the early models from which the Airflow Chrysler line was evolved—not much like the perfected product but a step in the direction of "the first motor car since the invention of the automobile."

DRAFT-FREE VENTILATION IS IMPORTANT CHRYSLER FEATURE

Among the important engineering advances to be found in the Chrysler line for 1934 is a new draft-free ventilation system perfected by the Chrysler engineering staff. The outstanding advantage of this system is that the two sections of the window operate independently and both sections of the chromium frame containing them can be lowered into the door panel, leaving the window completely unobstructed.

In the Chrysler draft-free ventilation system the currents of air set up by the motion of the car are deflected into the car in any quantity desired and the stale air is removed without setting up any eddies or objectionable air currents. When desired, the window may be opened completely.

The front windows are fitted with two sections of plate glass divided vertically. The front section is pivoted at the top and bottom and may be set at any desired angle by means of a regulator. It will remain set in the position selected regardless of the wind pressure from outside.

The rear quarter windows of the sedan and coupe are pivoted like the front section of the front window, thus permitting the rear seat passengers to regulate their own ventilation independently.

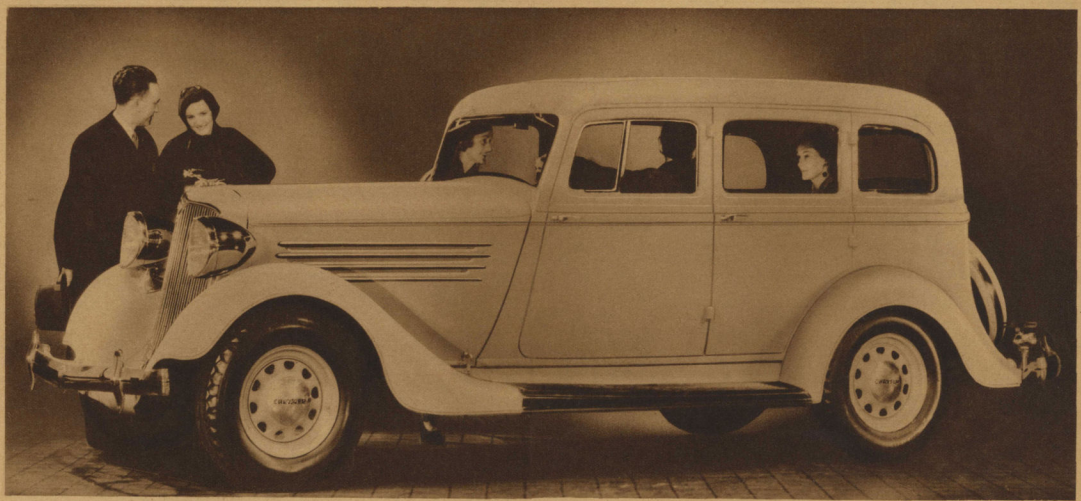
When the window is in the closed position, a turn of the control fixes the ventilating section at any desired angle against the natural air currents or those set up by the motion of the car. These air currents when they strike the glass are then deflected away from the car or into it as desired. At the same time a vacuum is created behind the ventilator setting up a gentle flow of air from the inside of the car to the outside.

In addition to the draft-free window ventilation, Airflow Chrysler Eights are equipped with dual windshields regulated by controls at the top edge of the instrument panel. There also are twin cowl ventilators. Another very important and exclusive feature of the ventilation system is that fresh air circulates freely between front and rear compartments through unobstructed space under the front seat, which is cradled in chromium bars in order to provide for this passage.

WHERE ALL CHRYSLER CARS have their inception—the Chrysler Engineering Building at Highland Park, Michigan. Five stories equipped with the most modern machinery for research, designing and testing. A staff of approximately 1200 men is employed in this building.

DEEP, LUXURIOUS SEATS are a feature of the Airflow Chrysler line. Passengers enjoy the comfort of a drawing room and three large adults can occupy either front or rear seats without the slightest suggestion of crowding.

SCORES OF FEATURES IN THE NEW SIX



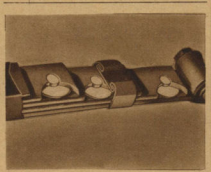
THE NEW CHRYSLER SIX is built on two wheelbases, one of 118 inches and the other 121 inches. The six is a powerful automobile, the power plant developing 93 horsepower. There are seven different body types, five on the 118-inch wheelbase and two on the 121-inch wheelbase.

BIGGER AND MORE BEAUTIFUL SIX IN CHRYSLER LINE

Besides the Airflow eight-cylinder models the Chrysler line for 1934 will contain a six-cylinder car built on two wheelbases; one of 118 inches and the other 121 inches.

This new Chrysler Six is powered by an engine with a bore of 3⅝ inches and a stroke of 4½ inches. This power plant has a standard compression ratio of 5.4 to 1 and develops 93 horsepower at 3400 revolutions per minute.

The Chrysler Six engine has a very sturdy crankshaft with four main bearings and an impulse neutralizer. Pistons are of aluminum alloy with three compression rings and one oil ring. Intake valves are of chrome nickel and exhaust valves are of silcrome steel. Special alloy valve inserts are also used in this engine.



CUTAWAY DRAWING showing the method by which Chrysler's famous Oilite discs are used to give all Chrysler cars squeakless springs.

Carburetion is of the downdraft type, which enhances the flexibility and speed range of this car at the same time that it also contributes to more economical performance. A mechanical fuel pump, driven from the camshaft is used. The gasoline tank has a capacity of 15 gallons.

Force feed type of engine lubrication with full pressure to all bearings is used. The crankcase is ventilated, a feature of Chrysler design and construction that has proved very efficient for many years.

Floating Power type of rubber mountings are standard on this new Six.

VALVE SEAT INSERTS of Tungsten tool steel increase the wear of Chrysler valves. The necessity for valve grinding and adjusting is greatly decreased by these inserts.

Independent Front Wheels

The frame is of the double-drop X-type, with side members 7/64 of an inch thick. The propeller shaft is tubular with roller bearing type universal joints.

The Chrysler Six has independent front wheel coil springs which smooth out the bumps received by its wheel. Each wheel takes its own bumps. There is no rigid front axle to transmit shocks from one wheel to another. All bounce and road fight is eliminated.

Hydraulic double-acting shock absorbers are used with the front springs and single-acting shock absorbers with the semi-elliptic springs in the rear.

Steering gear is of the worm-and-roller type, with a gear ratio of 18.2 to 1. Steering wheel is equipped with three spokes and is 17 inches in diameter. The steering column is adjustable to the driver's convenience.

The transmission is the helical gear type, with three forward speeds. The third speed driving ratio is 4.11 to 1, second speed ratio is 6.37 to 1 and that of first speed is 11.54 to 1. Included in the transmission is a free wheeling unit of the selective cam and roller type, operating in all forward speeds and locking out automatically in reverse.

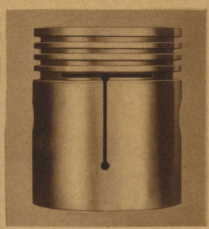
Four-wheel hydraulic internal-expanding brakes are continued as standard equipment on the Chrysler Six. These brakes are mounted on 11-inch centrifuse drums. The total braking contact is 177.3 square inches. The parking brake is located at the rear of the transmission.

Rear axle is semi-floating type with spiral bevel drive gears of nickel alloy steel. Their ratio is 4.11 to 1. Axle shafts are of chrome molybdenum alloy steel.

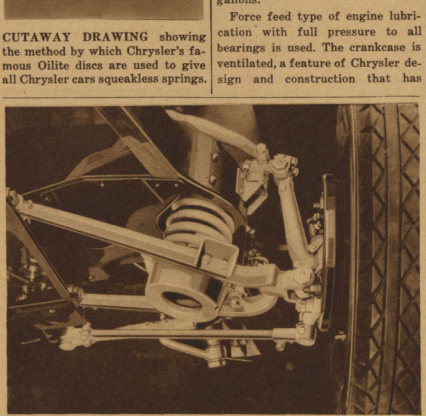
Wheels are standard steel spoke type with drop center rims and with a diameter of 16 inches. Tires are 6.50 x 16 inches with non-skid treads.

The interior trim used in all closed cars is new broadcloth. Walnut type garnish mouldings of a new design are used throughout. The indirectly lighted instrument panel is also newly designed. All the instruments are of the airplane type. A glove box is at the right of the instrument panel.

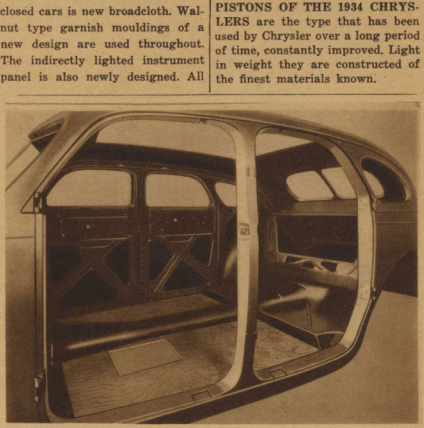
There are seven different body types. The five on the 118-inch wheelbase are: Four-Door Sedan, Brougham, Convertible Coupe, Business Coupe and De Luxe Coupe. The two body models on the 121-inch wheelbase are: Close Coupled Sedan and Convertible Sedan.



PISTONS OF THE 1934 CHRYSLERS are the type that has been used by Chrysler over a long period of time, constantly improved. Light in weight they are constructed of the finest materials known.



CHRYSLER SIX INDIVIDUAL FRONT WHEEL SPRINGING is exceptionally rugged and practical in operation. Two control arms replace the conventional axle and individual spring action is closely controlled by large, efficient double-acting shock absorbers.



BODY, FRAME AND SILL are welded into one unit in the girder bridge type construction used in the Chrysler Airflow cars. Body panels and cross members are electrically welded, trussed and braced with steel at all points of stress.

AIRFLOW STYLING BRINGS NEW BEAUTY

AIRFLOW IS FIRST CAR BUILT AROUND FUNDAMENTAL REQUIREMENTS

By CARL BREER
Executive Engineer
Chrysler Corporation

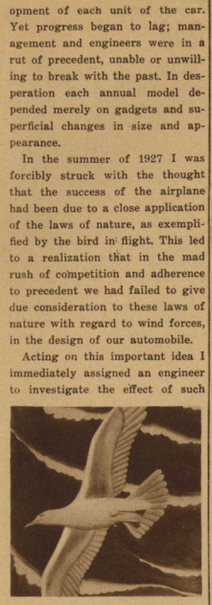
It is a matter of pride to us that Chrysler should be the first manufacturer to start on a production basis with a car specially designed to co-ordinate scientific streamlining with scientifically engineered motoring comfort. In fact, this car is the first in automotive history to be built around the fundamental requirements for the comfort of the passenger.

The pioneers who struggled for commercial success in the early days of the motor car visioned only a car that would run and stay together. It took twenty years for the automobile to live down its buggy heritage and emerge with a definite form and identity of its own. This period of transition established the automobile's utility and at least a reasonable degree of dependability.

Then came the period of refinement, continuing up to the present day. Great strides were made in materials, in mass production manufacture, in specialized development of each unit of the car. Yet progress began to lag; management and engineers were in a rut of precedent, unable or unwilling to break with the past. In desperation each annual model depended merely on gadgets and superficial changes in size and appearance.

In the summer of 1927 I was forcibly struck with the thought that the success of the airplane had been due to a close application of the laws of nature, as exemplified by the bird in flight. This led to a realization that in the mad rush of competition and adherence to precedent we had failed to give due consideration to these laws of nature with regard to wind forces, in the design of our automobile.

Acting on this important idea I immediately assigned an engineer to investigate the effect of such



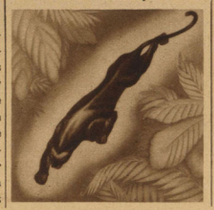
wind forces acting on a convention car when in motion. Following the simple formula "Seeing Is Believing," we made the air flow trace its own record around the model by use of plates coated with linseed oil and lamp black. One startling result of our investigation was the realization that our cars were so poorly designed from an air resistant point of view that they would actually run faster backward than forward.

We found from our investigations that the ideal car shape required a rounded front end, as viewed from the side, the elimination of valleys between fenders and hood and a smooth sweeping contour from the windshield back to the rear end of the car.

Having determined our body contour entirely on the basis of streamlining and ideal passenger comfort considerations, we were now faced with the problem of locating our chassis units. We found that we had space available either at the front or rear to house the engine. Careful studies were made as to relative merits of front and rear engine mounting. Decision to retain front engine mounting was based on every consideration of safety as well as stability. It was found, too, that we could retain our conventional car units. Our production engine could be used because the engine accessibility was even better than in our conventional car.

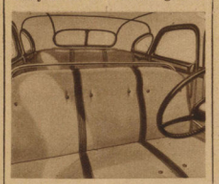
Since our new design dictated engine location over the axle instead of behind it, investigations were made into the effect of this change in weight distribution on the riding quality. This research revealed that not only was weight distribution a controlling factor in ride but that this new design made possible the achievement of the ideal distribution of weight.

The effect of spreading the weight of a car further from its center may be explained by the simple analogy of a long thin bar as compared with a short thick bar of the same weight. Since the weight is the same there will be no difference in the effort required to move either bar straight up and down when grasped in the center. However it will require much more effort to rock the long bar than the short bar. Similarly in a car



on the road the body is subjected to both straight up and down motion and rocking motion as a result of road bumps. The conventional car, like the short bar, having the relatively low resistance to rocking fore and aft, actually brings both springs into play to overcome the rocking tendency even when only one spring is disturbed. With the correct weight distribution, corresponding to the longer bar, there is so much natural resistance to fore and aft rocking that the front and rear springs act independently of each other when disturbed, resulting in greatly reduced movement of both body and passengers. In this way the greater spread of weight in the new car, due to the forward shift of the engine and location of luggage and spare tire and fuel tank to the extreme rear, eliminates the aggravated rocking found in the conventional car.

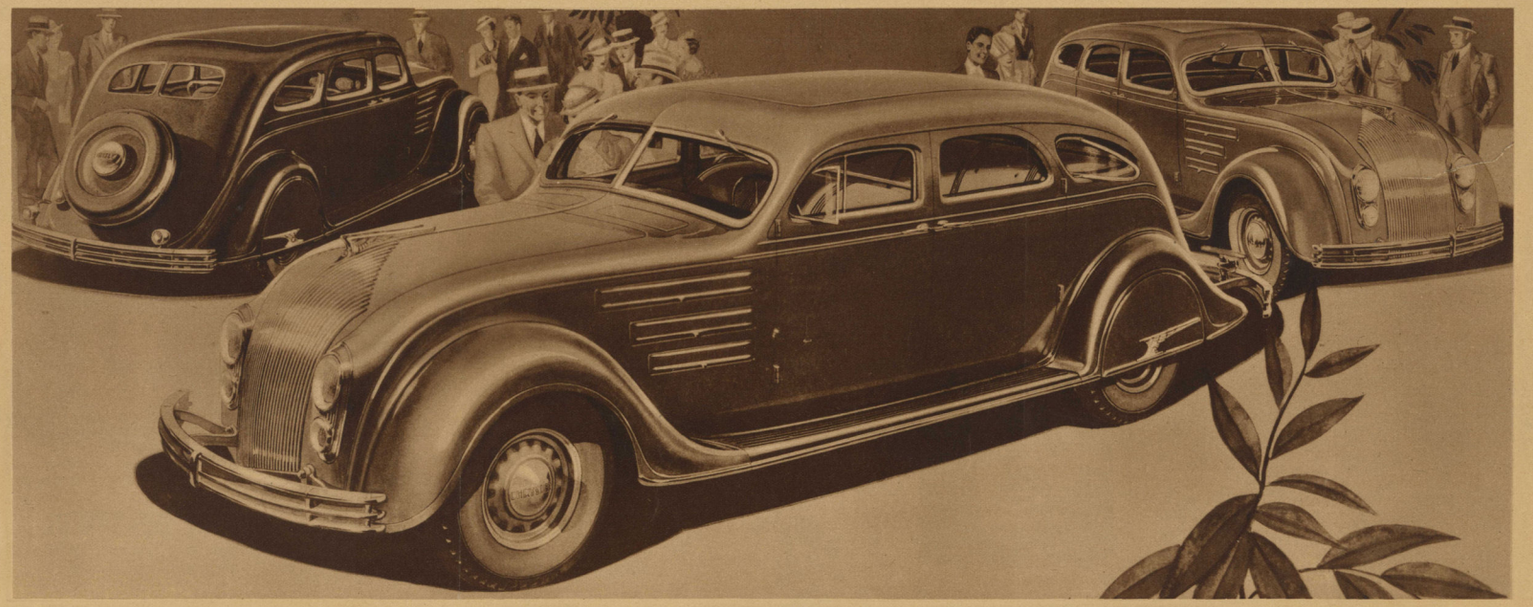
When a loaded spring is disturbed it tends to oscillate at some natural frequency, or at a definite number of cycles per minute. This natural frequency depends upon the extent of deflection of the spring under its load, being lower the greater the deflection. Thus an increase in load on a given spring reduces its natural frequency of oscillation. In the new line of cars the greater load on the front springs, in addition to the greater resistance to oscillation, results in lowering the natural frequency down to 90 to 100 cycles per minute. This has a direct physiological bearing on passenger comfort. Analysis of the natural gait in



INTERIOR ARRANGEMENT AND APPOINTMENTS of the new Airflow Chryslers are an interesting combination of Beauty, Convenience and Comfort.

walking, which is at the rate of 2½ to 3 miles an hour shows that rate corresponds to 90 to 100 steps per minute. The human body is inherently attuned to this rate of movement, as is proven by the fact that this rate of walking is not fatiguing even when continued for a considerable period of time. In the conventional car the natural frequency of oscillation of the front springs ranges from 120 to 130 oscillations per minute which is definitely fatiguing to the human body.

Together, these changes, which resulted from an entirely new weight distribution, achieved a new sensation in smooth riding regardless of speed and road condition.



THE CHRYSLER AIRFLOW IMPERIAL Six-Passenger Sedan. This car has 130 horsepower and a wheelbase of 128 inches. It is made in Town Sedan and Five-Passenger Coupe body styles as well as that shown.

HOW FREE WHEELING ADDS TO DRIVING EASE IN CHRYSLER EIGHTS

Chrysler has had Free Wheeling for 2½ years and in the great Chrysler Airflow Eights it adds to and enhances the gliding motion—the "floating ride" of the Airflow design. Airflow makes forward motion easier—and Free Wheeling adds to this feeling of constant coasting—contributes to relaxed motoring, effortless driving.

Free Wheeling disconnects the transmission from the rear wheels whenever the accelerator is released or whenever car speed is greater than engine speed. Free Wheeling permits a much easier shift than is possible when only the automatic clutch is used. This is because the transmission is entirely disconnected, whereas with an automatic clutch only, the transmission gears revolve whenever the rear wheels revolve. The combination of the separate Free Wheeling unit and the automatic clutch disconnects the transmission. The result is that transmission gears are practically idle and shifting becomes almost effortless.

There are disadvantages to a Free Wheeling unit without an automatic clutch and there are disadvantages to using an automatic clutch without Free Wheeling. When Free Wheeling only is used, the clutch pedal must be used to start the car in low and in reverse. Transmission gears revolve with the engine. When the Automatic Clutch alone is used, shifting gears requires more effort because transmission gears are always revolving when the rear wheels revolve. The combination of both the automatic clutch and a separate Free Wheeling unit in the Airflow Chrysler produces the nearest approach to an effortless gear shifting.

New Over-drive Transmission on Airflow Cars

There is a new over-drive transmission on the new Airflow Chryslers. This engineering advancement, which is virtually noiseless, automatically comes into play when the speed of the car reaches 45 miles. Upon attaining this speed the transmission shifts to the over-drive when the accelerator is released, cutting down the motor speed approximately 30 per cent. This makes possible higher top speeds with less engine effort and definitely contributes to the sensation of smoothness that the Floating Ride gives.

For example, the engine of the Airflow Chrysler, at 75 miles an hour, in conventional gear, turns over at 3780 revolutions a minute. In over-drive, at 75 miles it turns over at 2650 revolutions. A great saving is thereby made in fuel costs and motor wear.

As soon as the over-drive gears are used the free wheeling unit is locked out, automatically giving the driver the benefit of the engine as a braking force if needed. This feature is of great value in driving at higher speeds, particularly on extended trips.

The transmission control button on the Airflow Chryslers equipped with over-drive gears gives the driver three different types of driving. In the first position of this button the driver has available automatic clutch, free wheeling and over-drive gears; in second, he has the use of free wheeling and over-drive, and in third position he has positive gear only, without over-drive.

The new Airflow Chryslers will be equipped with over-drive transmission gears. On the Imperial and Imperial Custom line this feature will be standard and will be available at slight extra cost on the Airflow Eight.

AERODYNAMICS EXPERT CALLS CHRYSLER TRULY STREAMLINED

Viewing for the first time one of the new Chrysler Airflow models, Professor Alexander Klemin, Director of the Daniel Guggenheim School of Aeronautics at New York University, declared the new design was not only truly streamlined but streamlined far in advance of contemporary cars.

"The new 1934 Chrysler is a marvelous car," said Professor Klemin, who for a long period has been urging the need for radical and basic changes in conventional automobile design. "It is streamlined far in advance of contemporary models. I would say that it was splendid just from its appearance. I like the way the headlights are faired in, the way the radiator is carried up. It's wonderful. There will be no difficulty about public acceptance of this car. Artistically and mechanically it is very good indeed and the public will be quick to appreciate it.

"Engineers have long declared," he continued, "that when the streamlined car did come it would be altogether different in shape from anything that the public previously had seen. To be sure, we have had with us all through 1933 what purported to be streamlined cars, or what were so labeled for advertising purposes. But a little more rake to the windshield, a little more length in front, and a little more flare behind no more made a 1932 car streamlined than you could make a horse a deer by putting horns on him.

"It is easy to understand why manufacturers were slow to go into real streamlining. It meant the scrapping of an enormous investment in dies and machinery. They preferred to insinuate the new design into public favor gradually.

"It is evident that Chrysler has had the courage of his convictions, knowing that the complete streamlined design was right. And he obviously has ardent faith in the good judgment of the American people and their eagerness to accept anything that is right. This design has true natural beauty; the kind of beauty that is accepted because it is sound."

In exhaustive laboratory tests Professor Klemin has shown that at an average touring speed of 50 miles an hour in the old conventional automobile, the motorist pays out 70 cents of his gasoline dollar just to overcome wind resistance. Only 30 cents worth of the gasoline is spent for overcoming rolling resistance.

He has also shown that automobile manufacturers have made very slow progress up to the present time in reducing this excessive cost of air drag. Taking an ordinary flat plate as offering 100 per cent resistance to the wind, Professor Klemin's tests show that the typical 1922 motor car offered 56 per cent resistance, the 1930 model 53 per cent, and the so-called "streamlined models," offered in 1933, 44 per cent. In other words, during these last twelve years only 12 per cent of the potential resistance has been taken from the conventional automobile models.

In Professor Klemin's opinion, the new Chryslers are the first truly streamlined cars to be commercially produced, and are designed to reduce the air resistance to only a fraction of that met by automobiles of the older unscientific design.

Improved Brakes on Airflow Chrysler

Improved hydraulic brakes are used on the new Airflow Chryslers. As a car travels almost entirely ahead, it is easy to see that a large percentage of wear takes place on the front surfaces of all brake linings.

With Chrysler's new hydraulic brakes a uniform brake pressure is applied to the front and rear surfaces of all the brake drums and linings.

THE CENTRIFUSE BRAKE DRUMS used on the Chrysler Airflow. These drums are cast-iron lined, with moulded asbestos lining 2 inches wide.

BEAUTY AND COMFORT IN AIRFLOW CHRYSLER BODY

The new Airflow Chrysler body is a particularly interesting combination of beauty, convenience and comfort. Although the exterior with its smartly flowing streamlines is striking and pleasing to the eye, it is the interior design and arrangement that will furnish the real thrill.

One enters the car through a door that is as wide as the average door in his own home—and is full-width from top to bottom. Women, particularly, will appreciate this feature because it provides easy entrance without dragging the clothing over exterior parts of the car.

The general impression as one looks inside is one of spaciousness, beauty and comfort. The seats with their deep cushions upholstered in Bedford cord are so much wider than in the conventional car. The front seat is even wider than the rear seat, though the latter is considerably wider than in ordinary cars. There is so much leg room and head room.

The arm rests of chrome and leather, with the conveniently placed ash-receivers, are smart and clean-cut.

The front seat is supported, clear of the floor, by chrome plated tubular framing. This construction leaves a clear passage for ventilation under the front seat and provides for uniform temperature in the car. It is modern and smart looking, too.

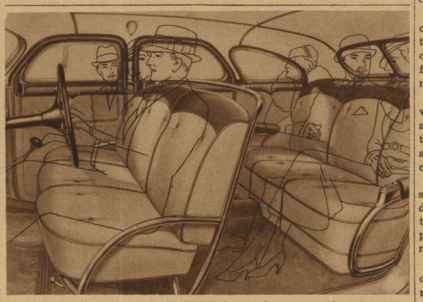
Both the front and back seats have ample room for three large people. This extra width means comfort and relaxation.

Conveniently located ventilator controls make it easy to have just the right air condition inside the car at all times; the car is draft-free and there is no stale smoke nor fog on the windows.

The driver sits behind a steering wheel that has been placed at an angle much different from conventional. It gives a smart, rakish appearance and makes steering a comfortable, effortless thing.

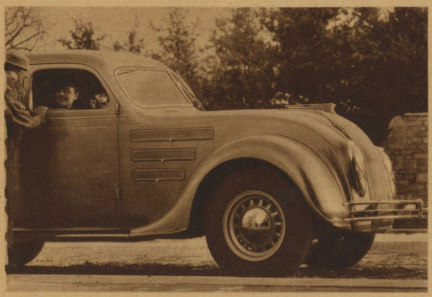
A large, indirectly-lighted instrument panel with airplane-type dials and convenient controls add to driving ease. Hand brake, of pull-type, is out of the way beneath the steering column.

Another interesting and practical feature is the luggage compartment. It is located inside the car directly behind the rear seat. There is room enough for plenty of baggage, and it is safe from dust, rain and theft.



ROOMY AND COMFORTABLE beyond any previous conception of a motor car. Interior view of the new Chrysler Airflow Eight sedan. This car seats six large adults in perfect comfort, three on each seat.

SIX PERSONS CAN RIDE COMFORTABLY

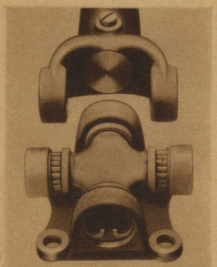


DETAILS OF THE FRONT END DESIGN of the Airflow Chrysler cars are very attractive and they are attracting a great deal of attention wherever they are seen.

DETAILS OF ONE of the rear lights and bumper detail on the new Chrysler Airflow Eights, which show the symmetry of design.

A CONVENIENTLY-LOCATED GLOVE COMPARTMENT near the instrument board is one of the features of the Airflow Chrysler cars. It is large enough to hold a variety of the articles that ordinarily would encumber the passengers.

REAR SEAT PASSENGERS in the Airflow Chrysler Eights control their own ventilation by means of adjustable quarter windows. This is a feature of the new Chrysler Draft-Free ventilation system.



UNIVERSAL JOINT DETAILS. This is one of the exclusive features found in the 1934 Chrysler cars.

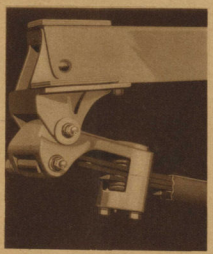
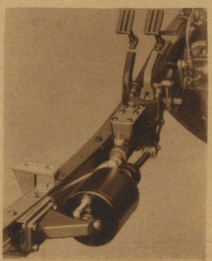
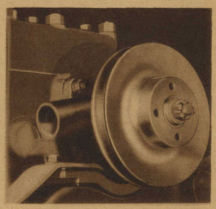


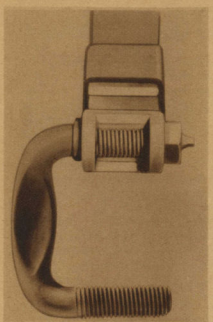
DIAGRAM SHOWING THE CHRYSLER SPRING SHOCK ELIMINATOR at the forward end of the left front spring which eliminates shocks from the steering gear mechanism.



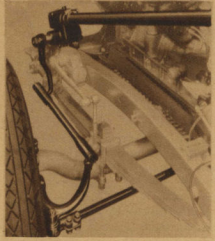
VACUUM POWER BOOSTER used in connection with Chrysler's famous internal expanding hydraulic brakes. This booster makes it possible to apply the brakes with a feather-light touch.



THE FRONT END of Chrysler's famous Floating Power engine mounting, one of the features in the Airflow Chrysler. Floating Power completely banishes engine vibration.



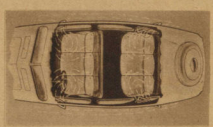
THE "U"-TYPE SPRING SHACKLE is one of the features contributing to the perfection of ride in the new 1934 Chrysler line.



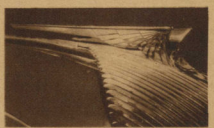
AN ENTIRELY NEW TYPE of steering mechanism mounted forward of the left front axle. This construction makes possible the elimination of all road shocks

MANIFOLD HEAT CONTROL thermostat, one of the features contributing to the efficiency of the 1934 Chrysler power plant.

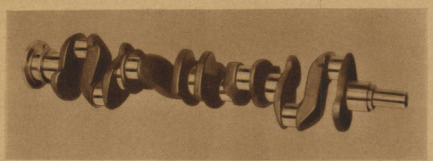
SOMETHING NEW in headlight treatment. The artistic and interesting arrangement of the powerful lights used on the Airflow Chrysler cars.



A GRAPHIC ILLUSTRATION of the circulation of air in the Airflow Chrysler cars with Chrysler new Draft-Free ventilation system. This is one of the important features of the new line.

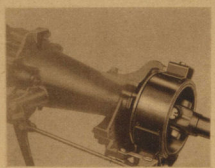


A NEW DEVELOPMENT of the famous Chrysler wings used in the Airflow Chrysler Eights and Imperials.

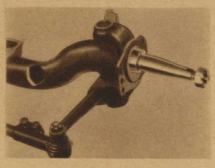


THE STURDY CRANKSHAFT used in the Airflow Chrysler Eights. It is statically and dynamically balanced, with eight counterweights forged integral with the crankshaft. Total bearing area 62.1 square inches.

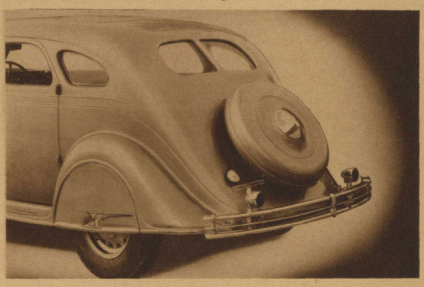
AT LAST—a safe, clean and accessible place to store luggage. This roomy compartment behind the rear seat in the Airflow Chrysler cars solves a problem that long has vexed motorists.



THE CAST-IRON HANDBRAKE in the 1934 Chrysler cars is an efficient adjunct to the internal-expanding hydraulic foot brake.



TUBULAR CONSTRUCTION of the front axle in the Airflow Chrysler cars produces the maximum of strength and at the same time reduces weight.



LINES OF THE AIRFLOW CHRYSLER EIGHTS taper beautifully at the rear, enabling the car to leave the air as easily as it enters and doing away with the usual cloud of dust. Obviously this means a saving in horsepower, as the "drag" in conventional cars is a very considerable factor in the total resistance to be overcome.

MORE SENSATIONAL THAN FIRST CHRYSLER

GREATEST SAFETY IN NEW AIRFLOW CHRYSLER

Beauty of style and the flowing streamline design of the new Airflow Chrysler Eights naturally attract the eye, but these things do not indicate what lies underneath—the most interesting development of structural strength ever built into an automobile—making this new car the leader in safety features.

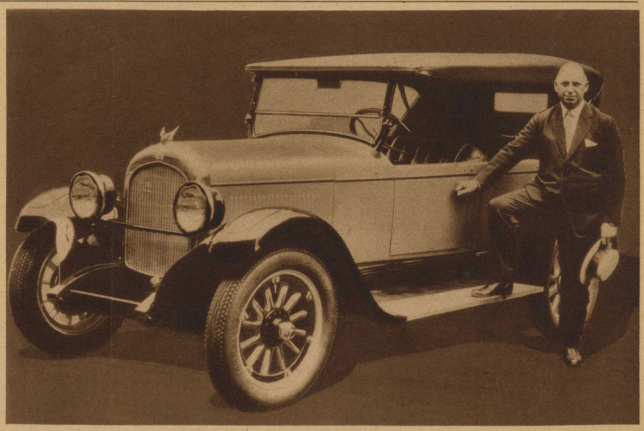
In the conventional design, the frame has been built of steel channels which extended from the front to the rear of the automobile. These channels have been tied together with cross members at certain points to stiffen the constructions and to provide places for the attachment of various parts of the finished car.

Then a body was mounted on the frame—a separate unit. This body gave additional weight to be supported by the frame which, in turn, must be supported by the springs below, which were subjected to constant stress from road shocks.

A certain amount of deflection or bending of the steel beams forming the sides of the frame was unavoidable, due to their shallow depth and the strain produced by the weight of the engine, the body and the weight of passengers. The effects of this strain caused continual wracking of body and frame. Naturally the depth of the beam was the important thing, to prevent bending or springing.

Lending greatly to safety is the new Airflow Chrysler frame structure in which body and frame are one. It is designed very much as a railroad bridge. There are two heavy trusses on each side of the body. The top member of the truss follow the top line of the car from the extreme front to the extreme rear. The bottom member follows the bottom line of the car and joins the top members at the extreme front and rear. Between these top and bottom members are other vertical and diagonal members that tie them together and brace them securely. Thus, the body is supported by a truss work with a depth equal to the entire height of the body, instead of the platform frame of conventional design.

These are added safety features, the result of long study and experiment on the part of Chrysler engineers, and in addition to body and frame strength brings safety factors to the new Airflow Chrysler Eights heretofore unknown in the automobile field. The box-like steel frame structure protects the car and passengers from external damage.



THE MAN AND THE CAR that changed the history of the motor car industry. Walter P. Chrysler and the first Chrysler, introduced in 1924. This car was the most important in its effect on design that the world had seen up to the creation of the Airflow Chrysler line for 1934.

DETROIT PUTS STAMP OF APPROVAL ON CHRYSLERS

Detroit people—hard-boiled, motor-minded people—have put their stamp of approval on the new Airflow Chryslers, in fact they are praising the acumen of Walter P. Chrysler and his corps of engineers for their progressiveness in producing, after five years of experiment and research, a motor car with lines patterned after nature itself.

These people of Detroit usually look askance when something new—especially if it is termed radical—is announced in the automotive field. They have to be shown and it usually is a tough job "showing them."

Such was not the case with the new Airflow Chrysler, when a special exhibition was held in the new Chrysler-De Soto Administration Building and Show Room.

For two days 55,000 Motor City residents thronged the enormous show rooms, putting their stamp of approval on the new creation.

Very few times was the word radical heard among the throngs of people. Instead most of them said it was the logical car, and that Mr. Chrysler had stepped out years ahead of anything in the motor car line that had heretofore been produced.

As a rule, these people seldom declare themselves. The manufacturers have to wait and see what they buy, and the Detroit retail market is always watched very closely following the announcements of new models.

This year, however, it is different. The stamp of approval has been placed on the Airflow Chryslers by the people who know motor cars and who live with them all the time.

NEW AIRFLOW MOTOR EASY TO SERVICE

One of the important things worked out by Chrysler engineers in designing the new Airflow car, is complete accessibility of the motor for all service operations, a feature [illegible] interest to owner-drivers, but also paramount in the eyes of men in Chrysler service stations throughout the world.

As the motor is set directly over the front axle, a casual glance might give the impression that it would be difficult to get at for such a job as valve grinding or setting the valves. Such is not the case, however. On the contrary, the design is such that the motor is more accessible than that in any previous Chrysler model.

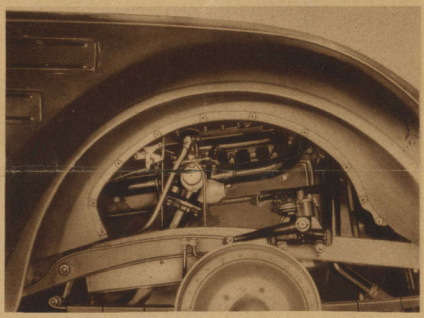
To get at any part of the motor for service of more extensive type remove the front wheel and take off the wheelhouse cover, an operation requiring about five minutes.

In operations of a minor nature, such as adjusting the carburetor, spark plugs, timing, etc., it is not even necessary to do anything to get at the motor but to lift the hood, which is one-piece and lifts up from the front towards the windshield.

Every unit of the Airflow car is accessible which greatly reduces the number of operations necessary in service work by the dealer.

Of course, the unit is more trouble free than any heretofore known, but it has been the endeavor of the engineers to provide for almost any contingency that might arise when the car is in the hands of the owner.

Chrysler has always been known as a motor car that is particularly free of troubles that might cause anxiety in the hands of the driver. Past records show this and the new Airflow will speak for itself in this regard.



SIDE VIEW of the Chrysler Airflow Eight showing the exceptional accessibility of the valves and other parts of the motor for service work.

THE HOOD of the Chrysler Airflow car is hinged in the rear. When raised it gives the motor an accessibility that will prove a boon to those engaged in service operations.

★ IMPROVEMENTS THAT DO MAKE A DIFFERENCE ★

AIRFLOW DESIGN — producing entirely new Floating Ride, greater safety than ever before and truly beautiful appearance.

LONGER WHEELBASE—the 123-inch wheelbase of the new Airflow Chrysler Eight contributes even more to the marvelous Floating Ride that the Airflow design produces.

LARGER ENGINE — bore and stroke of Airflow Eight, 3¾ x 4½ inches, piston displacement 299 cu. in., 122 horsepower.

LARGER MAIN BEARINGS — main bearings 2.701 inches in diameter, give longer bearing life and increased smoothness.

NEW IMPROVED EASIER OPERATING CLUTCH—new knife-edge clutch plate design gives easier operation and lasts longer.

NEW AUTOMATIC CHOKE — choking troubles forever eliminated. No danger of over-choking. Better performance and longer engine life.

IMPROVED AUTOMATIC CLUTCH — new design compensates for wear on clutch facings, eliminating need for adjustment of automatic clutch mechanism after car has been used.

VACUUM BOOSTER BRAKE —this great feature of the 1933 Chrysler Imperial is now made available on the 1934 Chrysler Airflow Eights, standard on the Imperials and at slight extra cost on the Eights. It provides the last word in smooth, easy, effortless braking.

NEW THREADED SPRING SHACKLES—new type shackles, stronger and improved over previous types, contribute to better riding.

IMPROVED HYDRAULIC BRAKES—New type drums give better heat radiation. New wheel cylinders give even wear on both front and rear brake linings.

(ABOVE) — **THE INTERNAL MECHANISM** of the internal expanding hydraulic brakes used in the Airflow Chrysler. Because of the hydraulic principle, these brakes exert equal pressure on all four wheels.

NEW VENTILATING SYSTEM—all faults of previous systems eliminated. Entire window may be lowered including the ventilating section. Individual ventilating windshields are operative by crank.

NEW ALL-STEEL WHEELS — stronger, more beautiful, more modern than any wheels that have ever been used previously.

ALUMINUM CYLINDER HEAD —even greater performance. No need for premium fuel, no knocking, no mis-firing, no carbon deposits.

IMPROVED THERMOSTATIC COOLING CONTROL — permits water to circulate around engine but not through radiator. Cold engine reaches operating efficiency quicker.

NEW VOLTAGE CONTROL GENERATOR—protects electrical system and radio.

LONGER FRONT SPRINGS—springs 44 inches long contribute to the Floating Ride of the Airflow design.

NEW IMPROVED STEERING GEAR—giving easier and more effortless steering than ever before.

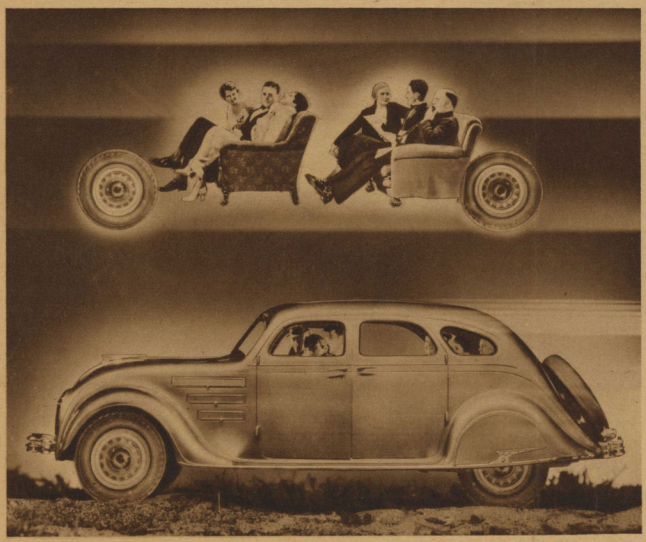
17-GALLON GASOLINE TANK CAPACITY—a convenience feature.

NEW CAST IRON DRUM FOR HANDBRAKE—giving longer lining life and more efficient braking.

NEW TUBULAR FRONT AXLE —giving less unsprung weight and contributing to the Floating Ride of Airflow design.

NEW, LARGER TIRES—7.00 x 16, contributing to easier riding, longer tire life and better appearance.

FLOATING RIDE IS FLYING ON WHEELS



THIS DIAGRAM SHOWS how the seats of the new Airflow Chrysler are cradled between the wheels bringing about a great difference in riding comfort and doing away with any pitching motion.

ONE OF THE ENTIRELY NEW PRINCIPLES found in the new Airflow Chrysler Eights. Figure "A" shows where rear seat is placed in these new Chryslers; figure "B" where it is placed in the conventional car. Putting this seat 20 inches in front of the rear axle makes an indescribable difference in riding comfort.

EVERY FEATURE of the Airflow Chrysler cars has been planned to diminish wind resistance. Note the smooth perfection of the rear-end lines.

THERE IS AMPLE ROOM for a six-footer to stretch out in the new Airflow Chrysler. No more cramped positions for tall men; no more doubling up like a jackknife.

A. B. COUTURE, Chrysler experimental engineer, explains the improvement in steering wheel position in the new Airflow Chrysler to Grantland Rice, well-known sports commentator and sponsor of the official All-America football team. Mr. Rice, after riding in the Airflow Chrysler, pronounced it the "All-America" motor car.

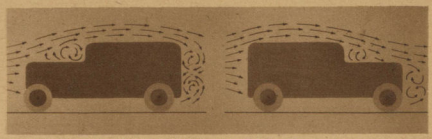


DIAGRAM ILLUSTRATING that the conventional motor car would travel faster if the position of the body were reversed, because of lessened wind resistance.

BOTH FRONT AND REAR SEATS in the new Airflow Chryslers are as spacious as divans. There is leg-room, head-room and seat-width for six great, big adult passengers. Furthermore there is room behind the rear seat for a dust-proof compartment big enough to carry all their luggage.

THIS DIAGRAM illustrates what happens when an Airflow Chrysler car goes over a bump and why the new ride made possible by the Airflow design is superior to all others.

DETAILS OF THE FRONT SEATING arrangement of the new Airflow Chryslers. Note the depth of the seats and details of the upholstery.

ALEXANDER WOOLLCOTT, playwright, author and actor, learns what the Airflow Chrysler design means in lessened wind resistance by watching a model in the air tunnel.

DOOR AND WINDOW REGULATORS on the new Airflow Chrysler cars are of new and symmetrical design, as is all interior hardware.