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# Retail Salesman's Service

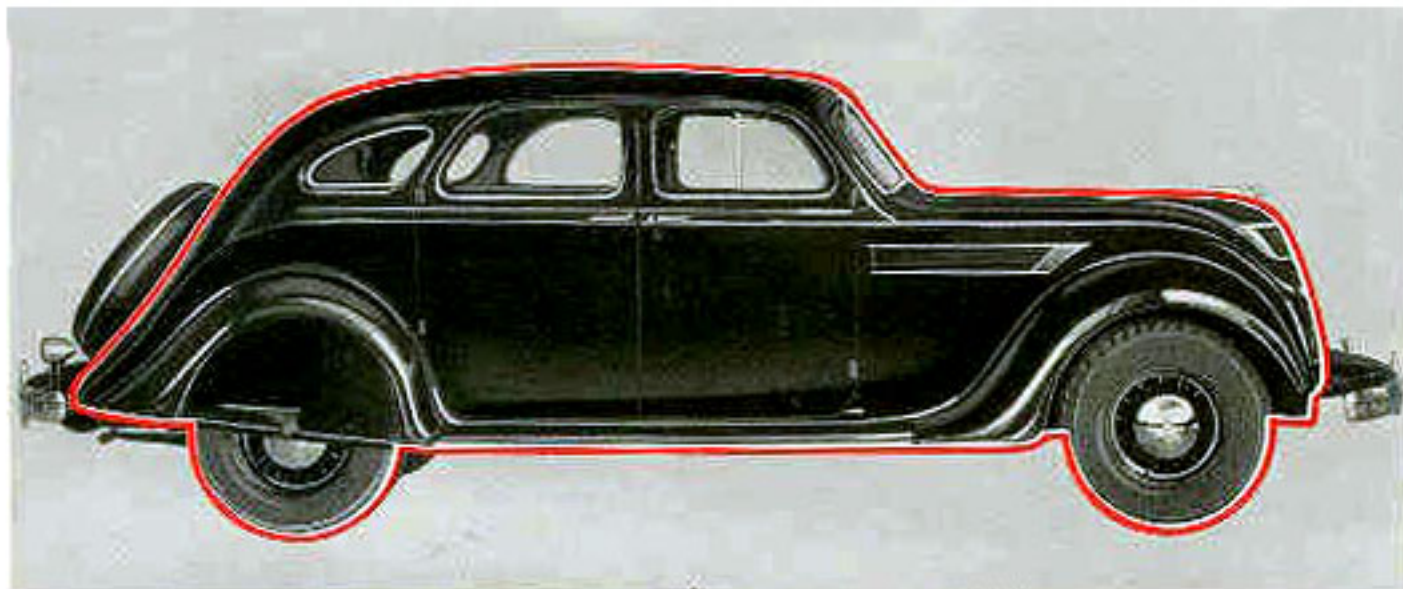
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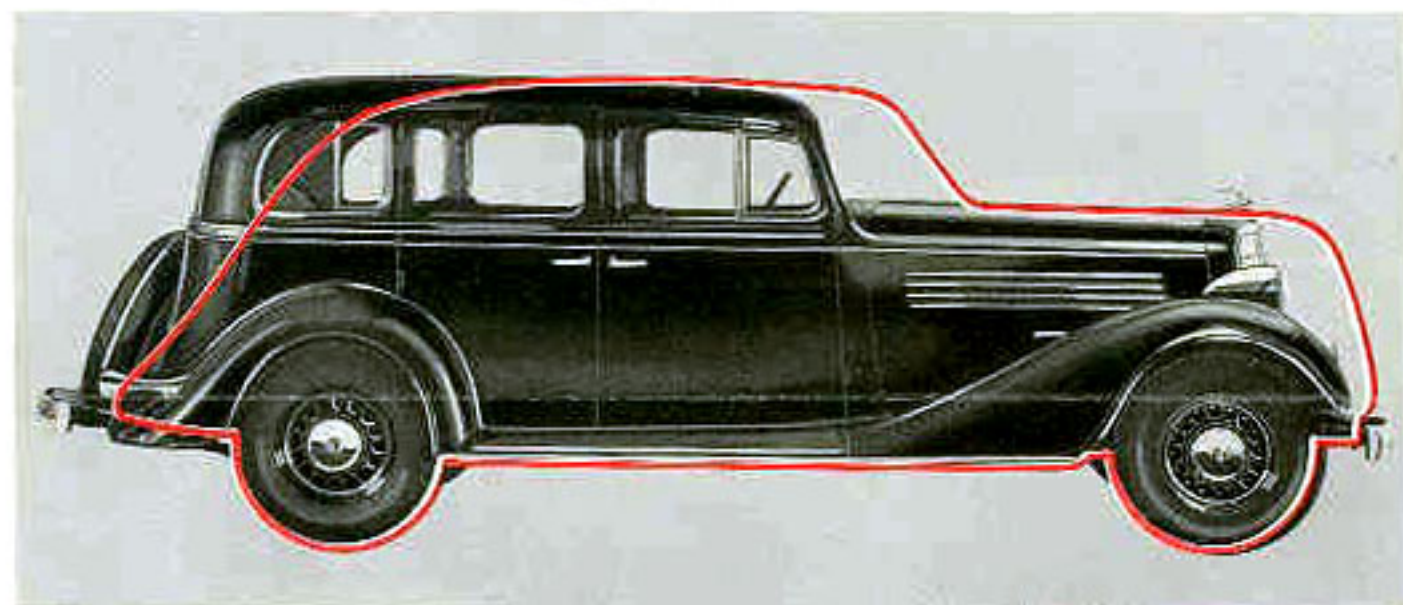
## Airflow Chryslers Compared with Buick

	F. O. B. Price Four-Door Sedan	Wheel- base	Engine Size and Power	COMMENT
Buick 50	\$1190	119"	235.3 Cu. in. 88 Horsepower	<p>Compare the <b>Airflow Eight</b> Only with <b>Buick 60</b></p> <p>In the bulletin previous to this we compared the Airstream Chryslers with Buick 40 and 50 series emphasizing that you should compare the Airstream Chrysler 50 with Buick 40 and the Airstream Chrysler Eight with Buick 50. Likewise the Airflow Chrysler Eight should be compared only with Buick 60 and the Airflow Imperial with the Buick 90.</p> <p>While we have listed the Buick 50 on this chart we have done so merely to call your attention to the fact that it is only \$55.00 lower priced than the Big Airflow Eight — yet it has shorter wheelbase and less power than the Airstream Eight.</p> <p>Likewise the Buick 60 should always be compared with the Airflow Eight before comparing it with the Airflow Imperial. You see in the chart at the left that the Buick 60 has 5 inches longer wheelbase than the Airflow Eight but the Airflow Eight because of its design is actually a much roomier car than Buick and naturally it is a better riding car because of its equalized weight distribution. Therefore Buick has an advantage as far as wheelbase is concerned.</p> <p>Note too that the Airflow Eight has a much larger engine than Buick 60 and develops 115 horsepower as compared to 100 horsepower for Buick. In fact, the Airstream Eight at \$975 has an engine of 273.8 cu. in. displacement, practically as large as Buick 60, and it develops 105 horsepower, more than Buick.</p>
Airflow Eight	<b>\$1245</b>	123"	323.5 Cu. in. 115 Horsepower	
Buick 60	<b>\$1425</b>	128"	278.1 Cu. in. 100 Horsepower	
Airflow Imperial	<b>\$1475</b>	128"	323.5 Cu. in. 130 Horsepower	<p>Compare the <b>Imperial</b> Only with <b>Buick 90 Series</b></p> <p>The magnificent Airflow Imperial should not be compared with the Buick 60 but should be compared only with the Buick 90 series. Here again Buick has longer wheelbase than the Imperial, but this is of no advantage, however, as Airflow design gives the Imperial greater roominess and greater riding comfort. Note, too, that this Buick 90, although it has a slightly larger engine than the Airflow Imperial, develops only 116 horsepower as compared to 130 horsepower for the Imperial.</p> <p>Therefore let us remind you again that if you have a prospect who is interested in a Buick 90 present the Airflow Imperial to him first and show him that he can save \$470 and still get a better and more modern car in Chrysler. Then, with the knowledge that the prospect is willing to pay \$1945 for the Buick 90, you will find it easy to switch him up to the Airflow Custom Imperial, the price of which is \$2245. (See your "Red Letter" comparison for more information on Buick 90 as compared with the Airflow Chrysler Custom Imperial.)</p>
Buick 90	<b>\$1945</b>	136"	344.8 Cu. in. 116 Horsepower	





Actual Photograph of Airflow Chrysler Eight



Outline of Airflow Chrysler Eight Superimposed over Buick 60

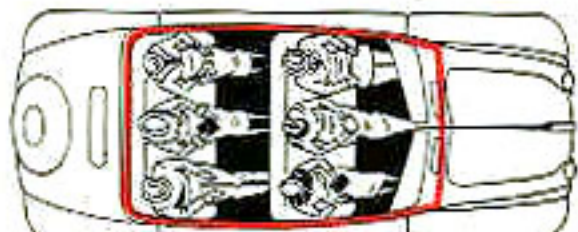
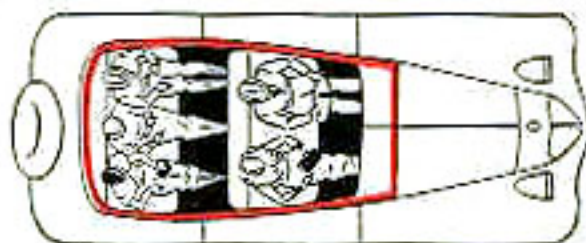
## The Big Advantage of Chrysler Is Airflow Design

One look at the two illustrations above which are reproduced from actual photographs should be sufficient to convince any prospective purchaser of a car in the price group just above \$1000 that Airflow Chrysler Eight is the car to buy. In the first place the Airflow Chrysler Eight is years ahead in appearance while the Buick 60 is at least a year behind and looks more like a last year's model than a 1935 car.

In spite of the fact that Buick 60 has 5 inches longer wheelbase than the Airflow Eight it has no advantage in interior roominess as the accompanying chart shows. This, of course, is made possible by Airflow design in which the engine and body are moved forward to provide not only greater interior roominess but easier riding as well because of the better weight distribution.

### Chrysler Is Roomier

Four-Door Sedan Dimensions	Airflow Chrysler Eight	Buick 60
Over-all length.....	206 1/2"	205 1/2"
Wheelbase.....	125"	128"
Rear door width—bottom.....	28"	16 1/2"
Front seat headroom.....	36"	35 1/2"
Floor to roof—front compartment.....	46 1/2"	43"
Rear seat headroom.....	36"	35 1/4"
Windshield to rear window.....	99"	94"
Front seat cushion width.....	48 1/2"	45"
Rear seat cushion width.....	48 1/2"	44"
Width of windshield.....	2—25" each	43"



Above—Outline in red shows how in ordinary car, passengers are crowded and rear seat passenger sit over rear axle. Below—in Airflow Chrysler passengers have plenty of room and ALL passengers ride AHEAD of the rear axle.

The balanced weight of Airflow design is of course the most important factor contributing to the floating ride which characterizes an Airflow car but in addition to this the Airflow



Eight has other riding comfort advantages over Buick 60, one of which is the opened leaf springs front and rear as compared to coil springs front on Buick and ordinary leaf springs on the rear with only 9 leaves as compared to 11 leaves for Chrysler.

Chrysler has an additional advantage in that the stabilizer is located on the front end of the car instead of on the rear end as on Buick. In 1934 the stabilizer was also located on the rear in the Airflow Chryslers but Chrysler engineers found that by moving it to the front of the car they were able to obtain much greater stability than when mounted on the rear.

Another factor that contributes to easier handling in the Airflow Chrysler is the comfortable angle of the steering wheel which is made possible by locating the steering gear ahead of the axle. Location of the steering gear in this position also gives the Airflow Chrysler real shockless steering.

### Greater Safety and Strength

Without a doubt the Airflow Chrysler Eight is a much safer car than Buick 60. Passengers in the Chrysler ride entirely surrounded by steel girders which are placed diagonally and vertically to obtain maximum strength and safety. For that



Passenger in Airflow Chrysler ride surrounded by steel girders and all steel body.

matter the *Airflow* Chryslers, with their genuine all-steel bodies, are safer cars than Buick, but in the Airflow Chryslers even greater strength is achieved by carrying the steel girders to the extreme front of the car, eliminating the conventional bend and providing much more protection in case of accident.

### Hydraulic Brakes

In addition to the much greater safety provided by Airflow body design Chrysler has the advantage of hydraulic brakes as compared to mechanical brakes on Buick 60. As pointed out in previous bulletins, three General Motors cars now have hydraulic brakes and in our opinion it is only a matter of time before Buick will also have them, perhaps on their next new models. An additional safety advantage of Airflow Chrysler as compared to Buick is the independent driveshaft handbrake as compared to a handbrake which operates the service brakes on Buick.

### For Superior Performance

Let us now consider some of the factors that give the Airflow Chrysler Eight performance that exceeds that of Buick 60. First and most important is the fact that Chrysler has a much larger engine which develops 115 horsepower as compared to 100 for Buick. Because of the fact that Buick is heavier it has 43 pounds selen weight per horsepower as compared to only 34 pounds per horsepower for Chrysler, more than 20% more weight for its power than Chrysler. From this you can see why Chrysler can out-accelerate and out-perform Buick in every respect.

### Overdrive a Great Advantage

But it is not only the powerful engine that gives Chrysler its superior performance—there is also that great feature that was pioneered by Chrysler—the overdrive transmission. In the first place, the Chrysler engine makes fewer engine revolutions per mile in high gear than Buick even when the car is not being operated in overdrive. When equipped with an overdrive the high gear ratio of the Airflow Eight is 4.3 to 1, which gives Chrysler a much slower engine speed than Buick with its 4.7 to 1 ratio, as your "red letter" comparison shows.

When in overdrive the Chrysler engine drops to a speed of only 2040 r.p.m. at 60 miles per hour as compared with 3057 r.p.m. in Buick at the same car speed. Think what this means—the Buick engine is turning over just half again as fast in high gear as the Chrysler engine in overdrive. Naturally this gives Chrysler much greater smoothness in operation, greater economy and longer engine life. Many an Airflow Chrysler has been sold against competition because of this one great advantage alone.

### Other Performance Advantages

Chrysler has many additional advantages over Buick, such as L-head engine as compared to valve-in-head in Buick—Floating Power engine mountings—aluminum alloy pistons as compared to cast iron—exhaust valve seat inserts and an air-cooled generator. It is not necessary to describe all of these advantages at this time. A study of your data book is recommended. We might, however, call your attention to the fact that Buick is the highest priced car in America with cast iron pistons and that the higher priced cars in the General Motors line, LaSalle and Cadillac, have aluminum alloy pistons the same as Chrysler. We might also mention that exhaust valve seat inserts are \$25 extra on one of the G. M. C. truck models and are standard equipment on G.M.C. trucks that sell for over \$2000.

In addition to the greater economy of Chrysler which is provided by lighter weight, the overdrive transmission and Airflow design, there are other important advantages that contribute to economy such as clutch ventilation which lengthens the life of the entire mechanism, 36 anti-friction bearings in the chassis as compared to 25 in Buick, metal spring covers at no extra cost, rust-proofing of the body, and many other advantages.

In addition to the greater safety provided by hydraulic brakes and the one piece steel body, Airflow design also provides better vision with two ventilating windshields placed at a V-angle to eliminate glare and to enable the driver to see out more easily on each side of the car. Buick has a single windshield which cannot be opened.

### Summary

It is indeed difficult to see how anyone would pay the price of the Buick 60 car if he was aware of the greater value that is offered in the Airflow Chrysler Eight at \$180 lower price. Chrysler is smarter looking, is roomier, is better riding, excels in performance, is a much safer car and in addition to lower first cost it is a more economical car to operate and will probably have higher resale value in the future because of its more modern design.

With **305,700** Engine Revolutions —

BUICK 60 goes **100** miles in HIGH gear —

Airflow CHRYSLER Eight goes **110** miles in HIGH gear —

Airflow CHRYSLER Eight, in OVERDRIVE goes **150** mi.

# Compare the Imperial with Buick 90



Airflow Chrysler Imperial \$1475 F.O.B. Factory  
128" Wheelbase • 130 Horsepower



Buick 90 \$1945 F.O.B. Factory  
136" Wheelbase • 116 Horsepower

## Chrysler Is Smarter

A glance at the pictures above tells you that the Airflow Chrysler Imperial is smarter in appearance than the Buick 90. It's long, low and trim looking, whereas Buick has old style "high up in the air" bulky appearance. While Buick has longer wheelbase there is actually more room inside the body of the Airflow Imperial than there is in Buick 90. Therefore Buick has no advantage in this respect. Any way you look at it the modern Chrysler Imperial is the better car to buy—a better investment.

## Chrysler Is Roomier

Four-Door Sedan Dimensions	Airflow Chrysler Imperial	Buick 90
Over-all length	211 1/2"	214 1/2"
Wheelbase	128"	136"
Rear door width—bottom	30 1/4"	20 1/4"
Front seat headroom	36 1/2"	37"
Floor to roof—front compartment	46 1/2"	43 1/4"
Rear seat headroom	36"	35 1/2"
Windshield to rear window	105 1/2"	103"
Front seat cushion width	48 1/2"	44"
Rear seat cushion width	48 1/2"	45 1/2"
Width of windshield	2—15"	43"

Always comparison of steel tops measurements made in identically the same position in the Airflow Chrysler Imperial and Buick 90 gives Chrysler the roomier.

## Chrysler Is Easier Riding

Although Buick has longer wheelbase than the Airflow Imperial, Buick does not have balanced weight distribution and the rear springs of Buick are ordinary leaf springs with only 10 leaves as compared to tapered rear leaf springs with 12 leaves in the Airflow Imperial. Another riding comfort advantage of the Airflow Imperial is the front location of the stabilizer which Chrysler engineers deduced to be the logical location for this device.

## Chrysler Performs Better

L-head engine, Floating Power engine mountings, aluminum alloy pistons, valve seat inserts—all of these are features with which all Chrysler salesmen are familiar—they contribute to better performance in the Airflow Imperial; but most important is the fact that Chrysler has 150 horsepower as compared to 116 for Buick, giving Chrysler only 5 1/2 lbs. sedan weight per brake horsepower as compared to 49 lbs. for Buick. It can readily be seen from this why Chrysler out-accelerates and out-performs the Buick 90.

## Overdrive

One of the greatest advantages of Chrysler over Buick is the overdrive transmission which is standard equipment in the Airflow Imperial. When in overdrive the Chrysler engine makes only 1974 revolutions per mile as compared to 2859 per mile for Buick in conventional high gear. This means that the Buick engine is running over 10% faster than Chrysler

and thus cannot be as smooth or as economical or as long lived as the Chrysler engine. (Study your Data Book for a complete description of the advantages of the great overdrive transmission.)

## Chrysler Is Safer

Space cannot be taken here to describe the advantages of Chrysler hydraulic brakes and Chrysler's one-piece steel body from bumper to bumper. Without a doubt these two features plus the independent driveshaft handbrake make the Airflow Chrysler the safest car that has ever been built. Buick 90 still has the composite type of body—doesn't even have the "curtain top." It has mechanical service brakes with a handbrake that is merely connected with the service brakes.

## Chrysler Is More Economical

Many advanced features contribute to the greater economy of the Airflow Chrysler Imperial as compared to Buick 90. One of the most important is the overdrive transmission which we have just discussed. Other advantages are the ventilated clutch, the use of 45 anti-friction bearings in the chassis as compared to 25 in Buick, metal spring covers standard equipment, and the rustproofing of the body as well as the fenders and sheet metal parts whereas Buick uses the rustproofing process only on fenders and sheet metal parts.

## Custom Imperial Can Be Compared with Buick 90

In all of the things people want in a motor car—modern appearance, outstanding performance and safety—the Airflow Chrysler Imperial leads—and its price is \$470 lower than that of the Buick 90. Surely there is no denying that Chrysler gives greater value.

While we advise you to always compare the Airflow Chrysler Imperial with the Buick 90 you should always remember that you have in the Airflow Chrysler Custom Imperial, at \$2245 F. O. B. the factory, one of the most magnificent and luxurious cars that it is possible to buy. Anyone who is willing to pay the price of \$1945 for a Buick 90 will quickly pay the small additional difference for an Airflow Chrysler Custom Imperial when the difference in the cars is pointed out.

## Summary

In this bulletin and in the bulletin preceding it we have given you a complete unbiased comparison of the entire Chrysler line with the entire Buick line. Every Chrysler car has certain definite advantages over every Buick, such as hydraulic brakes, all-steel body, Floating Power engine mountings, etc., but in addition to these basic advantages, Chrysler cars, when built for wheelbase, and power for power, are lower priced than Buick cars and offer greater value, so say nothing of their more modern appearance.

Let us again caution Chrysler salesmen not to be easily drawn into making comparisons of Chrysler with Buick or with any other car, but if the prospect wants the real facts in a value comparison, do not hesitate to give them to him—they are all on the Chrysler side.