

Appendix B: Exterior Trim and Striping

Airflow exterior trim, including grilles, cowl grilles, bright moldings, hood ornaments, paint stripes and pin stripes, and wheel trim varied between makes and from year to year. This appendix explains the basic differences, which are in many cases illustrated by photographs in Appendix D. The drawings are taken from the Airflow Club's *Quick Reference Guide*, which is available for purchase from the Club Store and can be downloaded from airflowclub.com.

Configuration and Hood Ornament

Figure 1 illustrates the primary differences between Airflow makes and models independent of year. The external spare tire with cover were used on all 1934 and 1935 models. For 1936 and later, the "bustle back" body incorporated an exterior trunk on both makes. As indicated in the figure, DeSotos and regular (CU C1, C9) Chryslers are essentially the same car from the firewall back. The Chryslers are longer ahead of the firewall as they all have 8-cylinder engines, whereas the DeSotos have the shorter 6. Chrysler Imperials of all years have about 5 inches more wheelbase. The extra length is visible at a glance in two places on sedans: the trailing edge of the rear doors is straight, rather than inlet to clear the rear fender on the shorter cars. And the rear quarter window has two panes – a fixed glass in front and an opening vent behind. Coupes lack the rear door, but the extra length can be seen in the longer front glass of the rear quarter window.

Also shown in Figure 1 are the hood ornaments by year and make. The 1937 Chrysler has a fixed grille – it does not raise with the hood as the others do. Rotating the hood ornament counterclockwise unlatches the hood, which is then released by depressing the safety catch under the leading edge.

Cowl Grilles and Louvres

Figure 2 shows differences in cowl grilles for the different models, along with a detail drawing of how the fabric tops are installed. Note that the stainless cowl side moldings for SG and C17 are the same part number. The other model cowl trims are unique.

Radiator Grilles and Conversions

Figure 3 illustrates the evolution of radiator grilles over the 4 years of production. For some models, the hoods and grilles could be interchanged with others of a different year. It's easy to check though, that the cowl trim (Figure 2) is for the same year as the radiator grille in this figure.

Headlights and Bumpers

Figures 4 and 5 illustrate the variation in headlight trim and bumpers over the years of Chrysler and Desoto production, respectively.

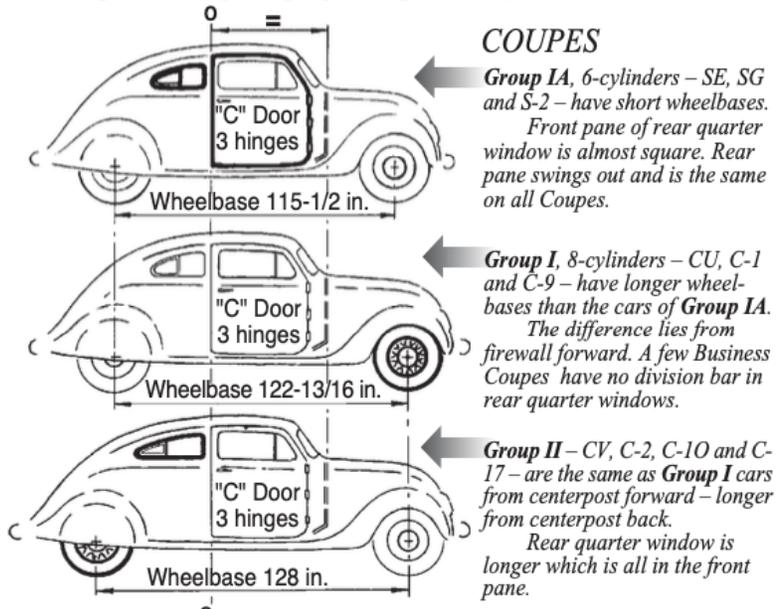
EXTERNAL DIFFERENCES INDEPENDENT OF MANUFACTURING YEAR:

WHEELBASE, DOORS AND REAR QUARTER WINDOWS

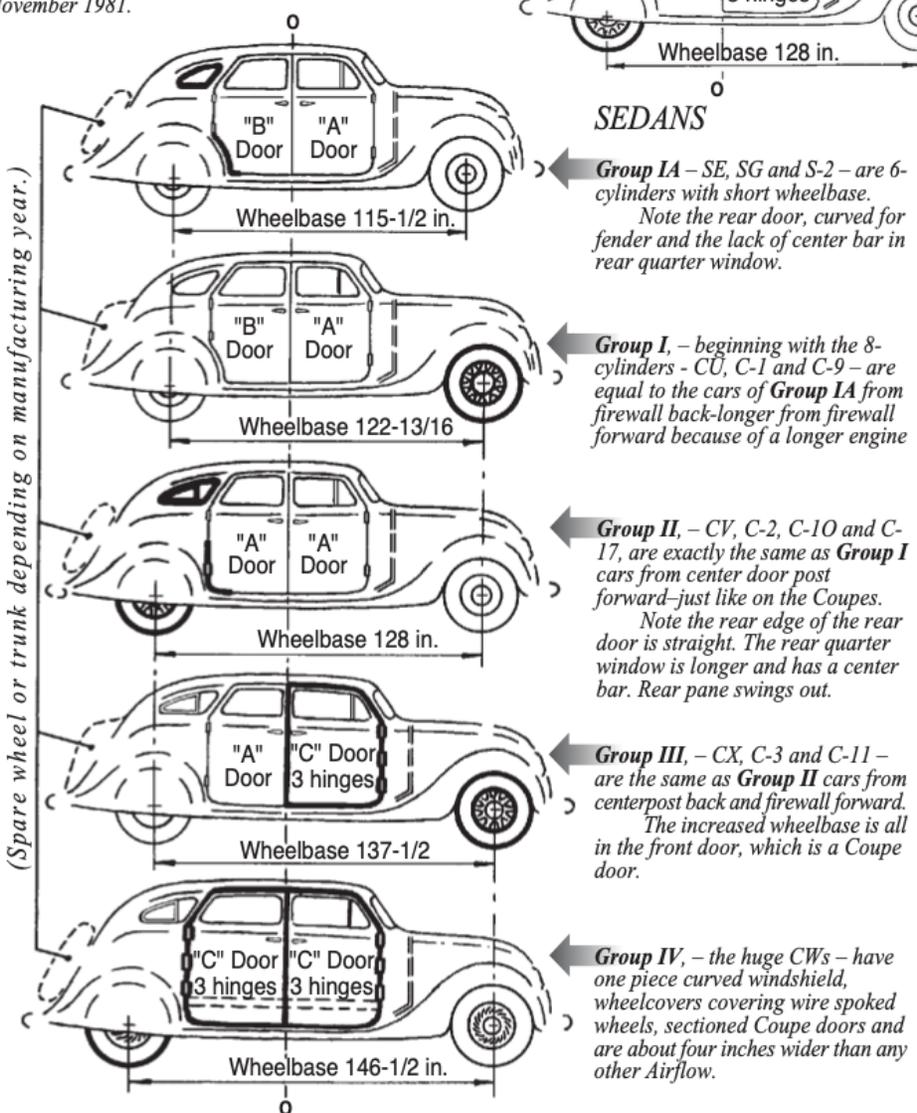
Let's cut 'em up by drawing a line through the center post and see what happens from Group to Group. We will begin with the **COUPES**.

Coupes are only of Group IA, I and II. In dimensions they are all basically the same between the firewall and centerpost.

This timeless series of drawings, submitted by Ed Fogelmark, first appeared in the ACA newsletters of July, August and November 1981.



SEDANS

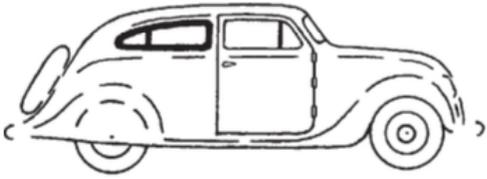


Hood emblems by year

Top: 1934 Chrysler, Second row: 1934 DeSoto, 1935 Chrysler; Third row: 1935 DeSoto, 1936 Chrysler; Fourth row: 1936 DeSoto, 1937 Chrysler

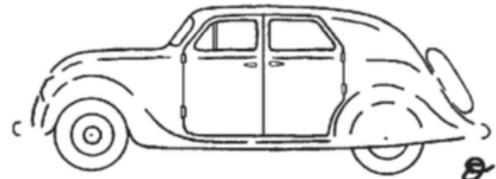
Figure 1: Airflow body differences: how to tell them apart. (Figure continued on next page)

EARLY SPECIAL BODIED SEDANS.



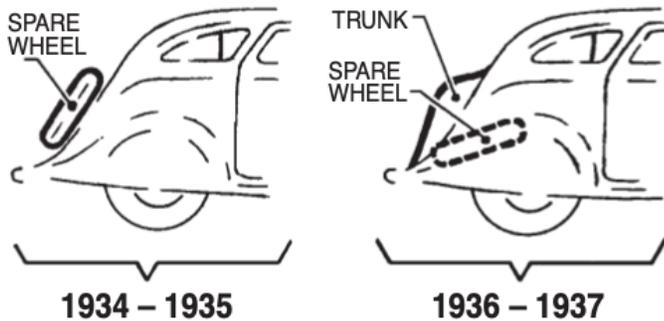
2-Door Brougham

The 2-Door Sedan (Brougham) was available only on **Group IA** and **I** cars in 1934 – SE and CU. The doors are Coupe doors and rear quarter window is longer than on the Coupes of **Group II**.



Town Sedan

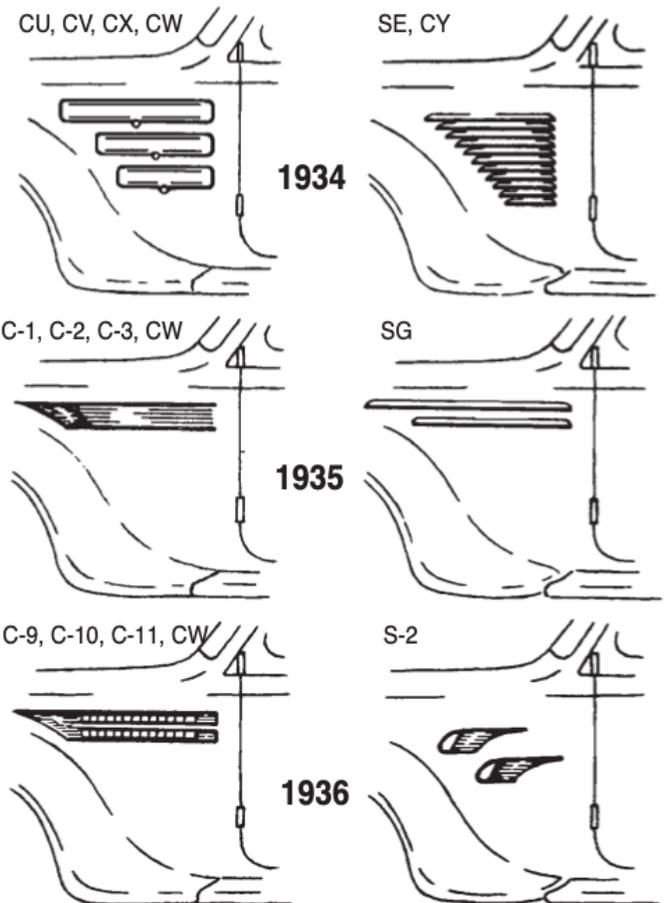
Town Sedan bodied cars appeared on all 1934 models but only on SG in 1935. The difference from others is purely the lack of rear quarter windows. Like the Broughams, very few were made.



EXTERNAL DIFFERENCES DEPENDENT ON MANUFACTURING YEAR

THE MAIN DIFFERENCE between early and late Sedans was the location of the spare wheel and the presence of an outside access trunk on later models.

No coupes carried spare wheels outside. 1934 and 1935 models had only the tire compartment under the deck lid with luggage space accessible from inside the car, similar to sedans. 1936–1937 models had outside access trunk but no change in contour of body panels.



COWL LOUVRES give a quick and easy means of identification – illustrating the differences in die stamping and trim of the model years.

All 1934 Chryslers, except CY, have doors manually operated from the outside.

On some SE-based export models, sold abroad as Chryslers, a chrome strip was added above the cowl louvres giving the illusion of 12 louvres instead of 11.

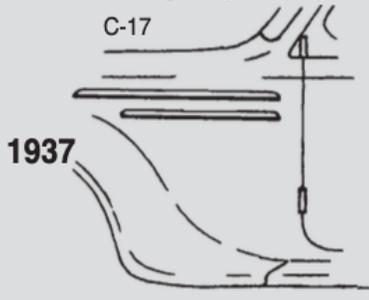
A common belief that some 1935 Chryslers had two "sets" of cowl louvres, and some 1935 DeSotos 3 chrome strips and vents, is entirely incorrect. The ideas were tried in prototype, but never used on production cars.

These illustrations are correct.

In developing the 1936 DeSoto, some prototype cars had three tear-drop louvres. The idea was discarded, however, and production models carried but two. This illustration is correct.

NOTE:

The cowl louvres of the 1937 C-17 and the known 1937 CWs are almost identical to the 1935 SG. The main difference is in spacing and length.



1937 Roof Panel Mounting

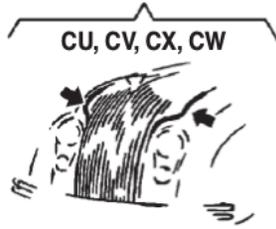


- 1–Roof panel
- 2–Roof panel bolt
- 3–Plain washer
- 4–Lock washer
- 5–Nut
- 6–Body panel
- 7–Roof seal
- 8–Insulating liner
- 9–Insulating washer
- 10–Protector

Figure 1 continued and Figure 2: Cowl trim differences among Airflow models

GRILLES AND HOODS differ from year to year; showing the result of the public's reaction, and marking the development from the first "waterfall" style to the later conventional ones. Interchanges ARE possible, and modernizing or repairing the car with wrecking yard parts was something that did happen. So be careful about identifying an Airflow solely on the strength of its hood and grill, differ from year to year; showing the result of the public's reaction, and marking the development from the first "bullnose" style to the later conventional ones. Interchanges ARE possible, and modernizing or repairing the car with wrecking yard parts was something that did happen. So be careful about identifying an Airflow solely on the strength of its hood and grill.

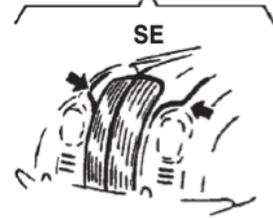
Chrysler



1934

Note the incut hood line on 1934 models!
 The "waterfall" or "bullnose" grill on 1934 Chryslers appeared with different numbers of vertical bars.
 Apart from a few of the very earliest cars produced, early cars have 39 bars and later cars have 21.

DeSoto



C-1, C-2, C-3, CW



1935

Of all the changes, the greatest was between the '34 and '35 models.
 The 1935 Chrysler had additional chrome strips paralleling the grille sides. All 1935 Airflow grilles were lightweight stampings, with stainless steel and plated die-cast trim.

SG



C-9, C-10, C-11, CW



1936

Visually, the changes were less noticeable in 1936, however this year saw the only one piece completely die-cast grilles, which added about 20 lbs. (9kg) weight to the hood.

S-2



C-17, CW



1937

The last of the Airflows changed hood and grille completely, but retained identical front quarters.
 The hood opened at the belt line instead of from bumper level, and the grill followed the styling trend of the rest of the 1937 Chrysler line, being again lightweight stampings with stainless steel trim.

**Airflow
 DeSoto out
 of
 production.**

CONVERSION KIT



EXCEPTIONS :

The conversion kit was supplied for owners who wished to convert 1934 Chryslers to the new and less controversial 1935 style grille. It is easily identified by the incut hood line.

The Canadian built 1936 CY was based on a SE body but marketed as a Chrysler: Note the Chrysler grille in combination with DeSoto headlamp doors.

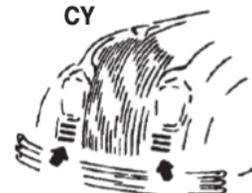


Figure 3: Airflow radiator grille variation by year.

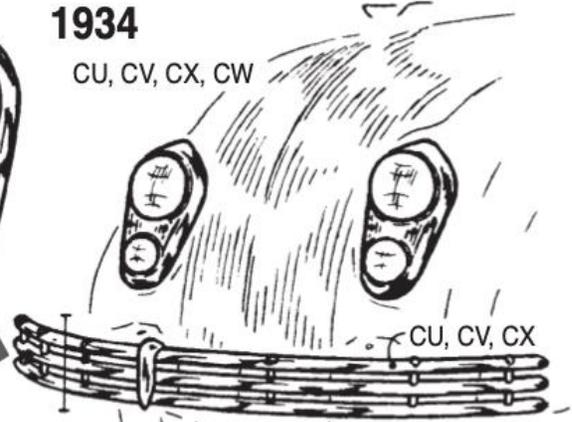
Unlike the DeSoto Airflow headlamp treatment in the **CHRYSLER AIRFLOW** differed from year to year. 1934 models carried a fully chromed door and a large, round parking lamp lens, with no external horn grille.

The 1934 bumper was distinctive and beautiful, but fragile. It was used on some export models as late as 1936.

Note the difference in number of bars and guards on the CW!

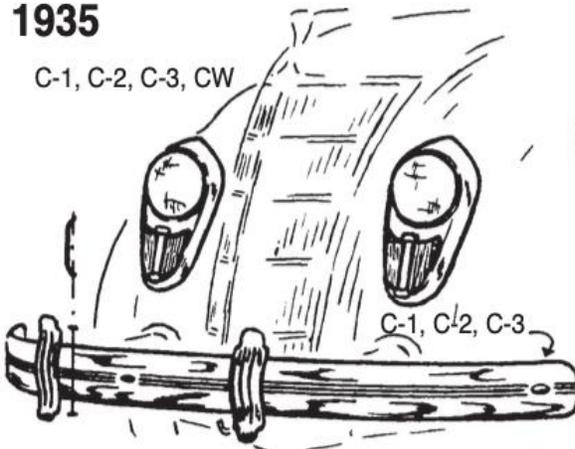
1934

CU, CV, CX, CW



1935

C-1, C-2, C-3, CW



In 1935 the parking lamp lens became a thin, vertical bar centered in the horn grille. The grille motif was repeated in the tail lamps. The headlamp door was completely painted in body color.

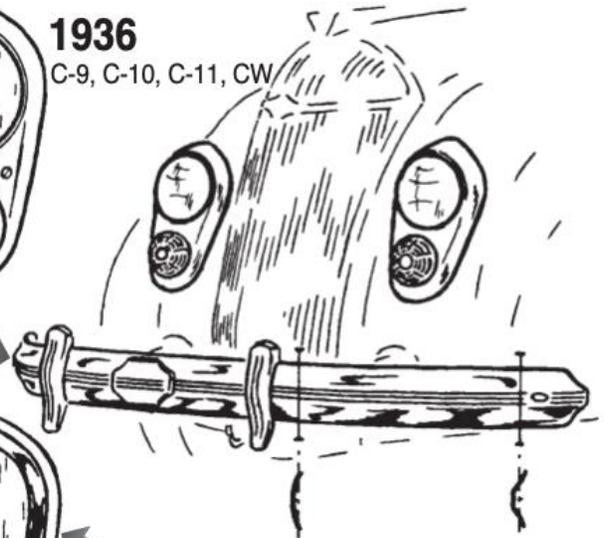
1935 bumpers were sturdier. The three horizontal grooves were enameled. Bumper guards offered more protection than in 1934.

1936

C-9, C-10, C-11, CW

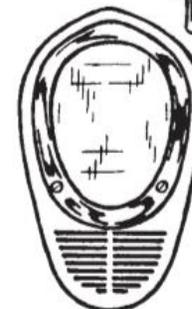
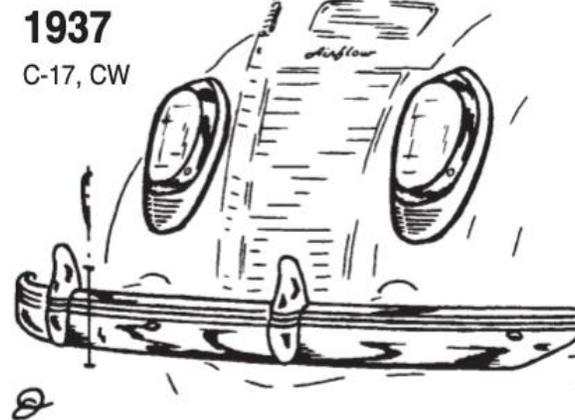
For 1936, the parking lamp lens became a small, round globe, centered in the circular horn grille. The grille motif was repeated in the tail lamps. Headlamp doors again were painted, but the lens was surrounded with a thin stainless steel moulding.

1936 bumpers resembled 1935, but like DeSoto, were of a different cross-section. Unlike DeSoto, Chrysler did not use rubber faced guards. The center medallion repeats the three horizontal grooves.



1937

C-17, CW



The 1937 headlamp door was painted but revealed a wide chrome band surrounding the lens. The parking lamp was a separate bulb in the main reflector. For the first time, the headlamp lens was not dead round.

1937 bumpers gained in aesthetic value without sacrificing durability. Unlike 1935 and 1936, the buffer plates extended only upwards.

Figure 4: Chrysler headlight door and bumper trim by year

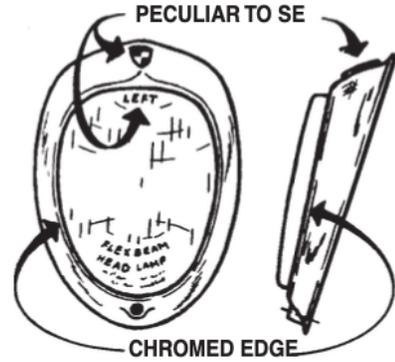
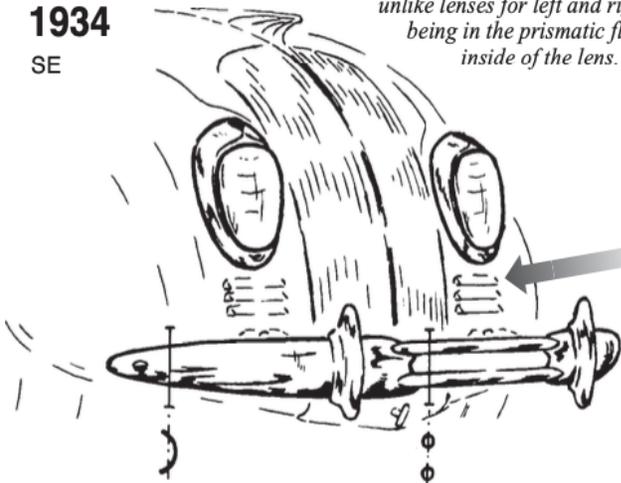
Among the more important trim parts, **HEADLIGHTS** and **BUMPERS** are partially responsible for the "expression" on a car's "face," and therefore, worthy of careful consideration.

Note how the various grills go with the different bumpers, giving a more complete picture of each model's "personality" and a correct reference as to which trim parts go together.

The headlights of the **DE SOTO AIRFLOW** remained generally unchanged through the three model years.

Exceptions: Only the 1934 SE carried the little DeSoto emblem at the top of the frame or "door," and only the SE utilized unlike lenses for left and right, the difference being in the prismatic fluting on the inside of the lens.

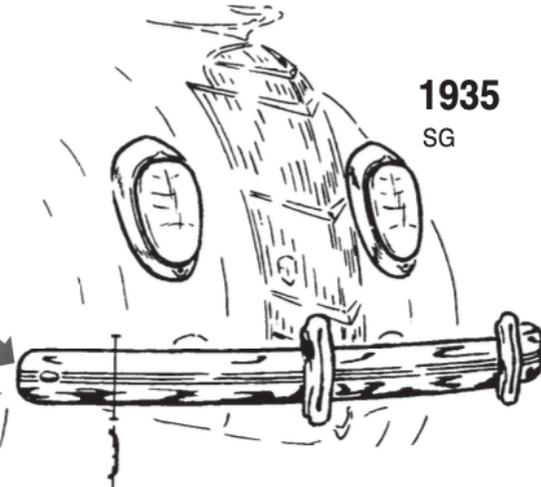
1934
SE



The 1934 SE was the only DeSoto that carried externally visible horn grilles. The three louvres beneath the headlights were discontinued in later production models.

From 1935 and onward the bumpers became more conventional. The SG had three horizontal grooves painted black – typical of the 1935 models. The bumper guards were very similar, but not quite identical, to the 1935 Chrysler.

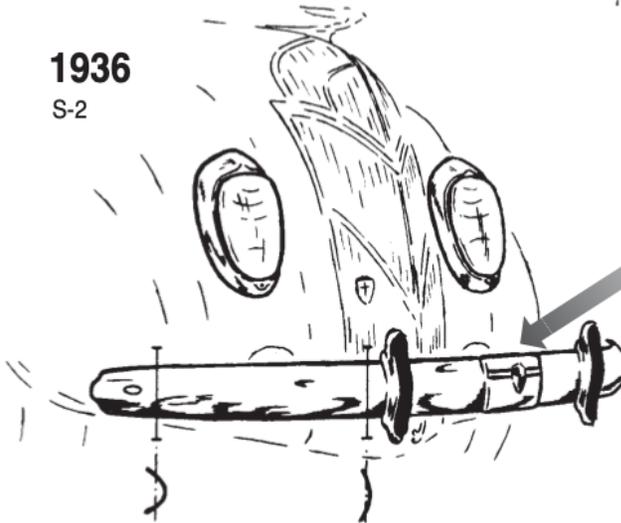
1935
SG



For 1936, the bumper cross-section was altered, it's curvature being narrower and deeper at the ends.

A center medallion was added, and the bumper guards, which the Chrysler Corp. always referred to as "buffer plates" were rubber faced.

1936
S-2



At the introduction of sealed beam headlamps, various replacement kits appeared for most prior car models. Those made for the Airflows altered their appearance considerably.

American European



Figure 5: Desoto headlight and bumper trim

Exterior Side Trim

Original equipment stainless and pinstripe trim varied across makes and years, and in a few cases, within model years.

- 1934 Chrysler belt molding was two, slim, stainless strips extending from just forward of the A pillar toward the rear, curving downward to about a third the way to the rear bumper. Cowl grilles each have two stainless trim strips near the horizontal edges.
- Early 1935 Chryslers used the same belt molding as 1934. In spring, dealers were encouraged to steer customers toward a triple 5/16" paint stripe comprising a 1/8" accent stripe bordered by slightly separated 1/16" stripes above and below, extending the length of the car from front apron to rear. Stainless remained available. Cowl grilles had body color
- 1936 Chryslers had a slim stainless belt molding over a wider, fluted molding. The lower molding had paint in the two fluted grooves. The fluted molding was also used on the running board edge but without paint.
- 1937 Chrysler used a single, simple, wider (about 3/4") stainless belt molding. Early 1937 Chrysler C17s used the same running board moldings as 1936. Midyear a change was made to a simpler design very similar to the belt molding.



- 1934 DeSoto had a single slim stainless trim molding at the level of the door handles, ending just past the rear quarter window.



- 1935 DeSoto had a bisected paint stripe extending from the front splash pan to the lower edge of the body at back. The stripe measured about 3/16" in width with a contrasting pinstripe running down the center. Stainless belt moldings were not used.



- 1936 DeSoto has bisected paint stripe similar to 1935 DeSoto, measuring about 3/16" in width and bisected by a pin stripe of contrasting accent color. It is placed about 1/2" below the crease in the sheet metal. The fluted stainless belt molding is similar to the 1936 Chrysler's but with a single depressed flute, painted with the primary accent color.



Wheel Trim

1934 Chrysler	Blue, black, sand, brown, or gray, depending on body color. No pinstripe.	
1935 Chrysler	Same as body, with black optional for red body paint. Paint stripe in accent color 1/4" wide, bisecting the valve stem hole.	
1936 Chrysler	Accent color sunburst with dual pinstripes intersecting valve stem.	
1937 Chrysler	Single pinstripe at valve with single pinstripe surrounding hubcap	
1934 DeSoto	Black, green, blue, brown, or gray, depending on body color. No stripe.	
1935 DeSoto	Accent color stripe 1/4" wide bisecting the valve-stem hole similar to 1935 Chrysler; wheels painted body color	

<p>1936 DeSoto</p>	<p>Bisected, two-color sunburst around hubcap accenting artillery wheel spokes.</p>	 A close-up photograph of a 1936 DeSoto hubcap. The hubcap is a light, metallic color and features a prominent sunburst design. This design is bisected horizontally, with the upper half being red and the lower half being yellow. The sunburst is centered around a dark, circular hub. The design is accented with thin, parallel lines in the opposite color, creating a sharp, pointed effect. The background of the hubcap shows the spokes of the wheel, which are also accented with the same red and yellow colors.
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