

CHRYSLER CORPORATION
Detroit - Michigan

Immediate Release.

CHRYSLER MOTORS TO HAVE LARGEST
PRIVATE EXHIBIT AT CHICAGO FAIR

Mammoth Structure Housing World's Most
Complete Automotive Show Nears Completion

Quarter-Mile Track in Exhibit

Chrysler Motors' exhibit -- the largest private exhibit, in area, at A Century of Progress international exhibition -- the most complete exhibit of automotive engineering ever assembled.

Both floors of the Chrysler Motors' exhibit being constructed with glass side walls and due to the nature of its interior displays, the Chrysler Motors building has become known as "The World's Largest Showcase."

The entire Chrysler Motors' exhibit covers approximately seven acres of ground and is in four main parts.

Described by the sequence by which it is viewed by millions of visitors to the World's Fair, the main parts of the exhibit consist of a "Revolving Cyclorama", - depicting an airplane trip from coast to coast - a 360-foot long promenade leading to the main building; the building itself housing an exhibit of more than 25,000 different and distinct automotive articles; a quarter-mile hard surface oval track and a beautiful sunken garden with a reflecting pool 325 feet in length.

The Chrysler Motors' exhibit plot is located at the junction of 31st Street and Lief Erickson drive - - just inside the 31st entrance to the exhibition - - and is easily accessible from the three main arteries of the fair.

Designed by Holabird and Root, internationally known architects, the exhibit is the center of the Transportation Group, immediately north of the Travel and Transport Building. The Chrysler Motors' exhibit building itself

belongs to the moderne idyllistic school of architecture. Constructed on piling - 184 in number - sunk more than 40 feet into the earth, the motif of the main building is one of progress and motion in motive engineering, in keeping with the spirit of the entire Century of Progress exhibition.

The Chrysler Motors' exhibit building is considered the most unique ever constructed in that, although the exhibit spaces inside are fully housed, the entire building is open to receive the refreshing breezes from nearby Lake Michigan.

The four 125-foot high pylons form a Greek Cross. The east and west pylons have diagonal continuous flutes, the entire width of the pylon, and at night are illuminated by more than 1,000,000 candlepower of high intensity lights. The white circular portion of the pylons have built-up flutes with similar illumination at night. The flutes add to the already impressive height and magnitude of the building.

The complete exhibition, most modern and startling in the field of automotive design, engineering, production and performance, is housed in eight spacious niches throughout 68,000 square feet of space in the building, four on each floor. The evolution of the most important phases of automotive progress is cleverly shown by these exhibits.

Great interest centers around the quarter-mile track on which visitors ride free with Barney Oldfield and his staff of skilled drivers.

The track is oval in shape, 18 feet wide at its narrowest point and 40 feet wide at the turns which are banked for high speed driving. On the west straightaway there is a by-pass leading to a 100-foot long, 25-foot high ramp with an average grade of 25 percent permitting hill-climbing tests.

The eastern side of the Chrysler Motors' exhibit has been made into a beautiful sunken garden. Benches, metal rocking chairs and a wealth of room

in which to gather and rest has been provided in this garden, the center of which is the Chrysler reflecting pool. Standing in front of the pool, the visitor may see the Chrysler exhibit building reflected in the pool of clear, sky-blue water. Artistic lighting effects and modernistic aluminum "trees" are placed at regular intervals throughout this garden.

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From CHRYSLER MOTORS at
A Century of Progress.
Varley P. Young, Publicity Director.