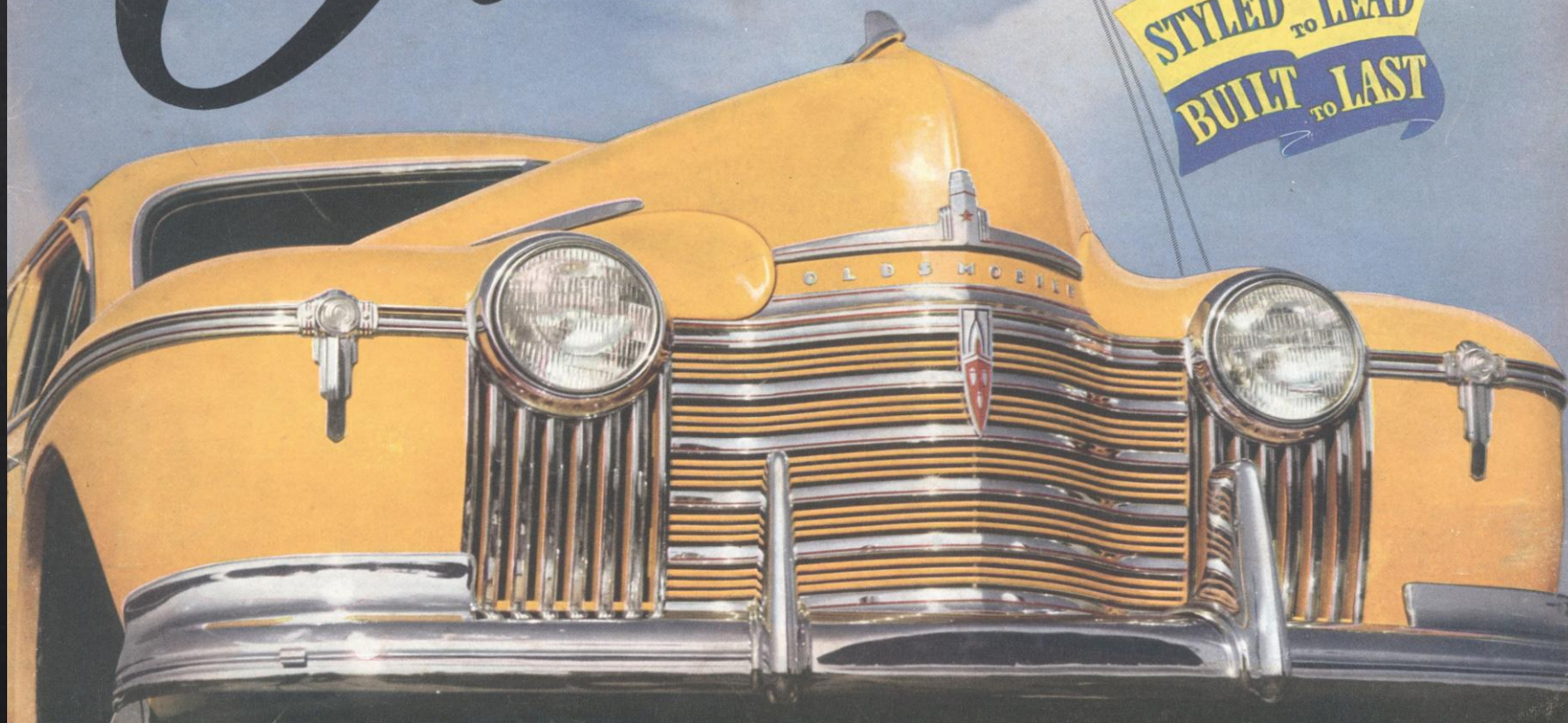
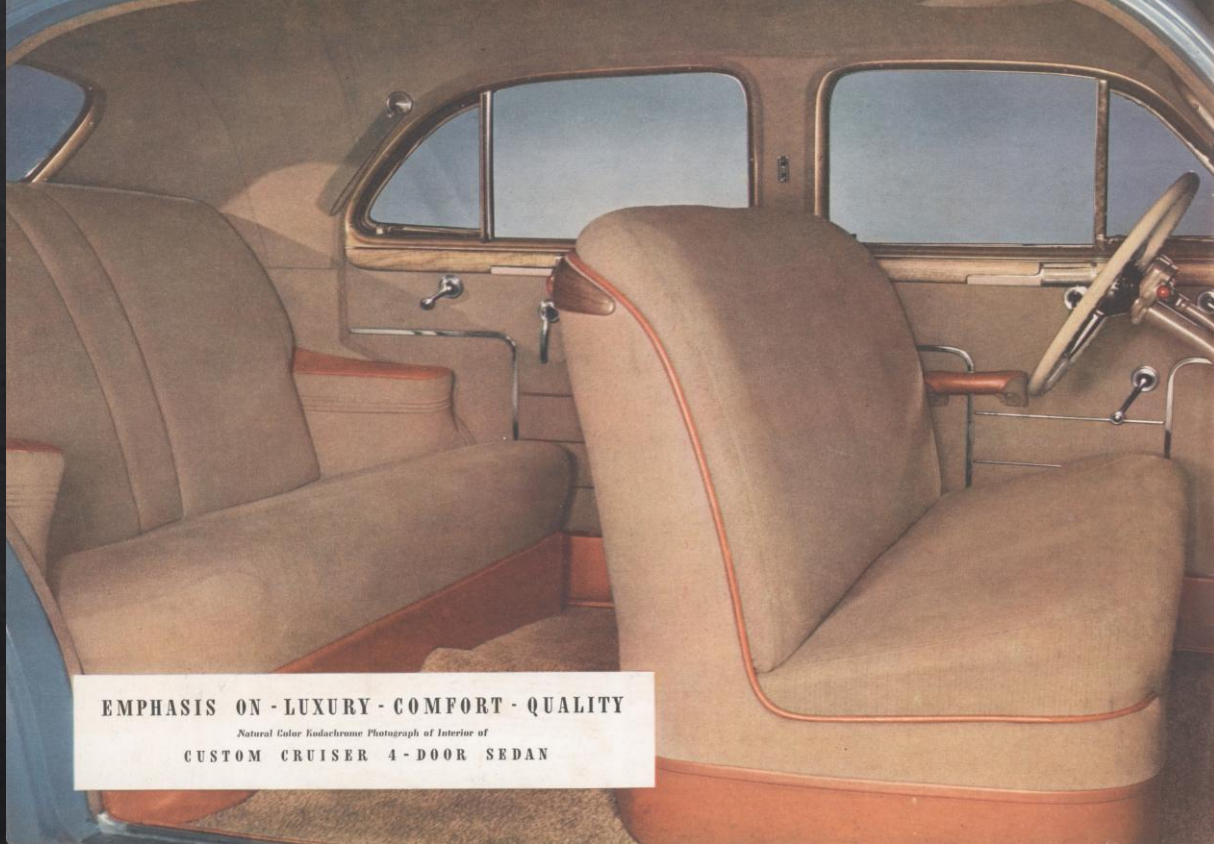


Oldsmobile

STYLED ^{TO} LEAD
BUILT ^{TO} LAST





EMPHASIS ON - LUXURY - COMFORT - QUALITY

Natural Color Kodachrome Photograph of Interior of

CUSTOM CRUISER 4-DOOR SEDAN

SIX LUXURIOUS LINES

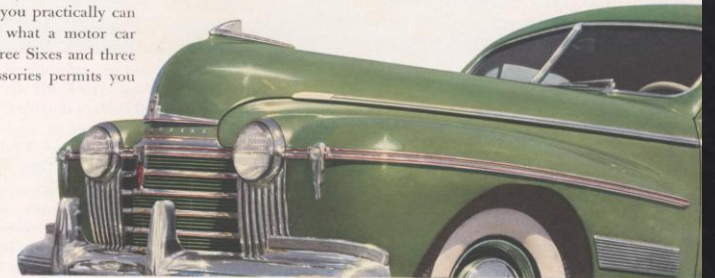
3 SIXES 3 EIGHTS

All Offering Hydra-Matic Drive



LOOK THROUGH the Oldsmobile line! You'll find a buy for every buyer—a price for every purse—a style for every taste. In short, Oldsmobile offers such a variety of combinations that you practically can design your own car to suit your own ideas of what a motor car should be. There are twenty different models—three Sixes and three Eights. A wide range of specially designed accessories permits you to individualize any model even further, to suit your own ideas . . . If you want a big, luxurious car, custom tailored and custom styled, but desire the economy advantages of a Six—Olds builds it for you. Or if you want a car that compares with the lowest in original cost, but would like the sensational performance of a big, straight-eight engine, Olds builds that, too. In fact, you can just about write

your own ticket. Put down the various attributes you consider desirable in a motor car, and leave the rest to Oldsmobile. And remember, Oldsmobile is the most modern car in the world in both styling and engineering. Hydra-Matic Drive, designed, developed, and introduced by Oldsmobile, and optional at extra cost on all models, is considered by experts and public alike, the greatest engineering advancement of the age. Further, Oldsmobile is not only styled and engineered for leadership—Oldsmobile is built to last. Oldsmobile is America's oldest motor car manufacturer, and throughout 43 years it has established a world-wide reputation for quality, endurance, and dependability. Look at Oldsmobile. Drive it. Talk to owners. Then, ask your Oldsmobile dealer to work out an individualized Oldsmobile for you.



THE CAR THAT HAS EVERYTHING *Modern*



THE OLDSMOBILE "SPECIAL"

SERIES 66 AND 68

America's Most Luxurious Low Priced Car

IMAGINE! Oldsmobile offers not only *one* luxurious series of cars in the low-price field, but *two!* You may have your choice of a 100 H.P. six-cylinder Econo-Master engine in the Series 66, or a big 110 H.P. straight-eight engine in the Series 68. Both series offer 119-inch wheelbase . . . wider, roomier Bodies by Fisher . . . increased weight and stability. Both series give you the unexcelled comfort advantages of the famous Rhythmic Ride with modern coil springs all around. Both are superstreamlined in the most modern manner. Both the Special Six and Special Eight are supreme among cars in the low-price field in provisions

The rear tread of all Oldsmobile models has been increased to 61½ inches, providing increased seating room in the rear seat.



Special and Dynamic Cruiser models are built with concealed running boards. The Custom Cruiser has no running board.

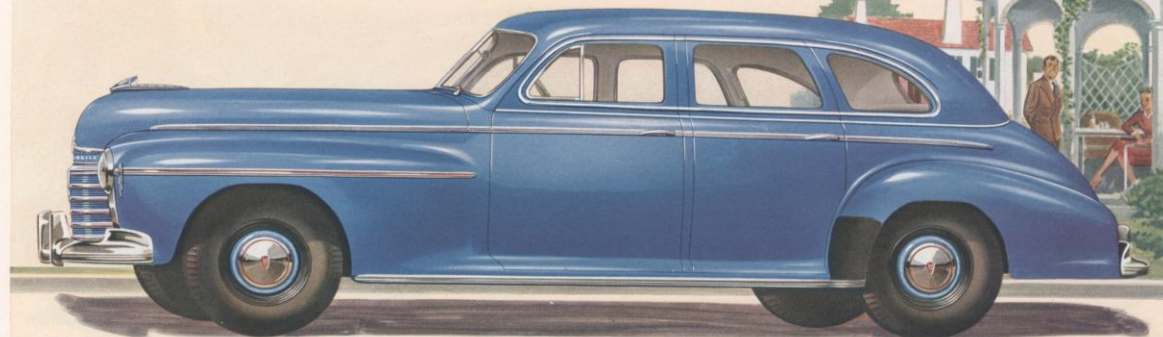
for comfort, in richness of upholstery and appointments, and in perfection of detail, inside and out. You are offered the option of beautiful Bedford cloth or durable Canda cloth upholstery in all Series 66 and Series 68 closed models. The wide range of color options includes Ambassador Red, Oslo Blue, Capri Blue, Miami Sand, Falcon Gray, Dusty Gray, Renfrew Green, Bengal Brown, and Black. Many beautiful two-tone color combinations are also available, including Casino Brown with Seaplane Bronze; Capri Blue with Teal Blue; Falcon Gray with Eddystone Gray; Oslo Blue with Pacific Blue; Renfrew Green with Aspen

Green. Series 66 models are equipped with 6.00 x 16 inch tires; Series 68 models with 6.50 x 16 inch tires. All models in both series, with the exception of the Business Coupe, are also available with special deluxe equipment (see page 12). When you compare the Oldsmobile Special, Six or Eight, with other cars in the low-price field, you will readily see how much more Oldsmobile gives you for your money—not only in styling, performance and comfort, but in ingrained quality, long life, and dependability. Every Oldsmobile, regardless of size or price, conforms to the same high standards that have made Oldsmobile products famous for quality throughout the world for more than 43 years. Every Oldsmobile is styled to lead and built to last!



De Luxe Instrument Panel in Series 66 and 68. Instruments are grouped directly in front of the driver. A light in the glove compartment flashes on automatically when door is opened.

SPECIAL FOUR-DOOR SEDAN

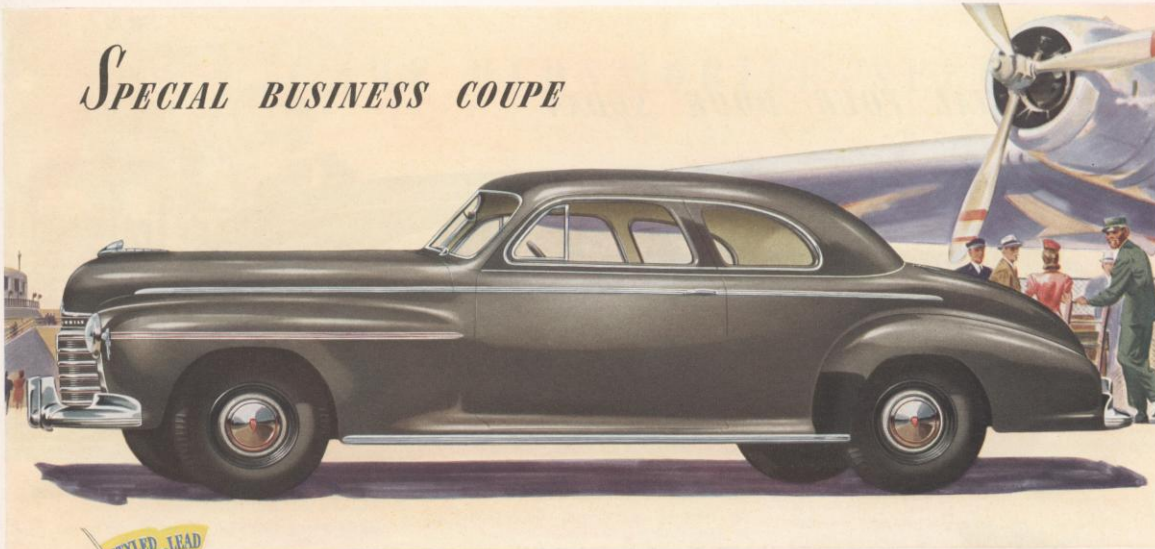


This big, luxurious family car measures 17 feet from bumper to bumper. Extra-wide front and rear seats accommodate a total of six persons without squeezing or crowding. A large built-in trunk provides generous luggage space and also carries the spare tire mounted vertically at the

side. Air for cooling the engine is taken in through both the die-cast radiator grille and the two side grilles illustrated at right. Big, sturdy bumpers add much to the appearance of the car. The front license plate is mounted in the center of the bumper and is protected by vertical guards on either side.



SPECIAL BUSINESS COUPE



STYLED-LEAD
BUILT-TO-LAST

It's better economy to buy quality! The Oldsmobile Business Coupe costs only a few dollars more than lowest priced cars—and it gives you a whale of a lot more value. Its extra size means extra comfort and extra carrying space for luggage. Its extra performance means you can cover more territory

with less effort. Its extra handling ease permits you to drive all day and still be fresh and full of pep when you make the last call in the afternoon. Its extra quality means more miles before you trade it in—less time out for service and repairs. Available with six-cylinder engine only.



SPECIAL CONVERTIBLE COUPE



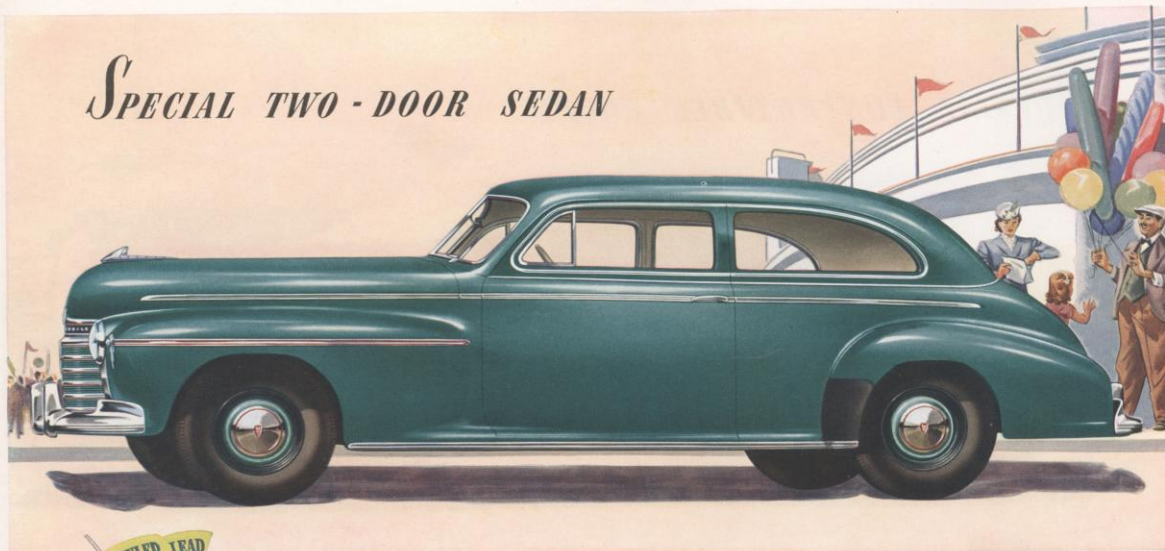
STYLED-LEAD
BUILT-TO-LAST

A cozy, weather-tight coupe one instant—a jaunty, open roadster the next—in either case, the Oldsmobile Special Convertible Coupe is an up-to-the-minute, beautifully styled car that attracts admiring glances wherever you drive. The extra-wide front seat and full-width enclosed

rear seat give seating capacity for six. Ample luggage space is provided in rear deck. Top may be raised or lowered automatically by a vacuum operated mechanism controlled from the dash. (See illustration at right). White side-wall tires, as illustrated, are optional at extra cost.



SPECIAL TWO - DOOR SEDAN



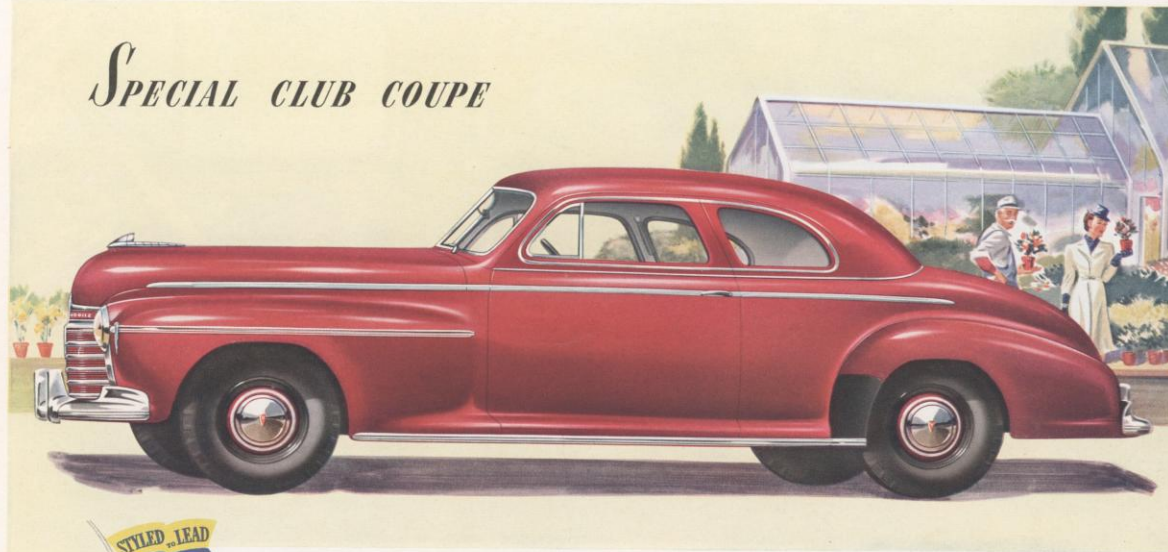
STYLED TO LEAD
BUILT TO LAST

This handsome six-passenger model is particularly adapted to the family with small children. The wide sedan-type front seat is adjustable and has individual seat backs which fold forward to permit easy entrance and exit from the rear compartment. (See illustration at right). Each seat

back is fitted with an individual cord-type robe rail. Chrome windshield and window reveals add to the smartness of exterior appearance. Spare tire is mounted vertically inside the built-in trunk, thus allowing more usable space for luggage. Available only with six-cylinder engine.



SPECIAL CLUB COUPE



STYLED TO LEAD
BUILT TO LAST

The swagger lines of a sport coupe are combined with seating capacity for six in the Oldsmobile 66 and 68 Club Coupes. The full-width rear seat will accommodate three persons, inside the car, protected from wind and weather. Front seat backs fold forward to permit entrance to rear

compartment. Like all other Oldsmobile models, the Club Coupe supplies dual blended tone horns, two sun visors, two windshield wipers, vacuum booster pump, two front seat arm rests, rear seat assist straps, bumpers, spare tire and tube, and extra wheel as standard equipment.

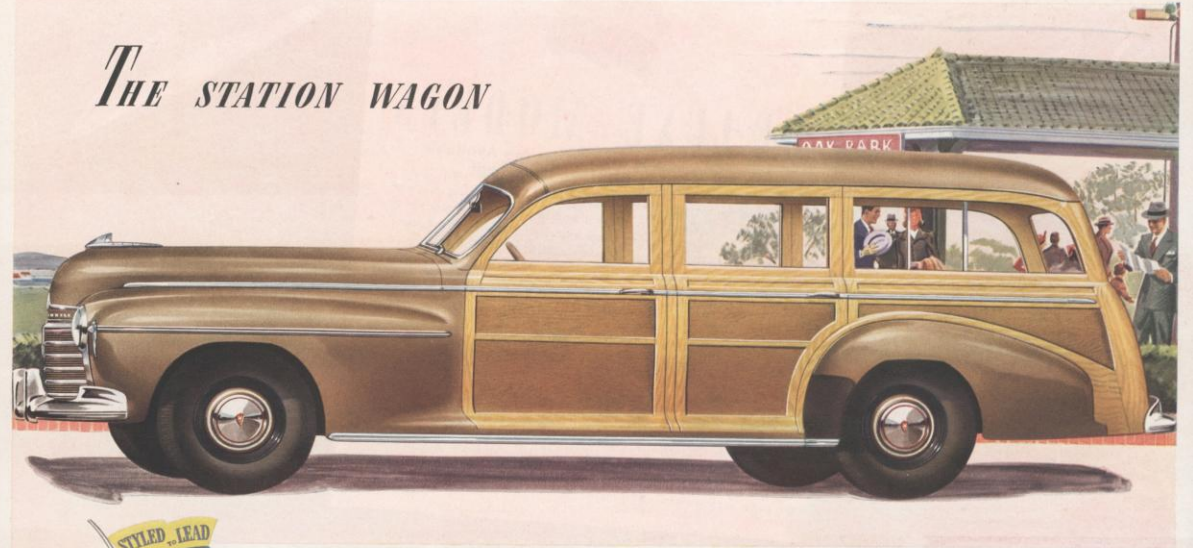




INTERIORS LUXURIOUSLY TAILORED TO THE PINEST TASTE

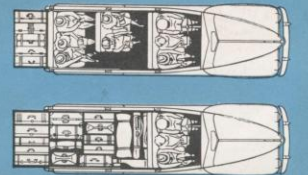
This unretouched Kodachrome photograph of the Special Four-Door Sedan interior shows the luxury, roominess, and tasteful appointments you find even in the lowest priced line of Oldsmobiles. Quality is the keynote of Oldsmobile manufacturing policies. Beauty adds pleasure to every mile you drive.

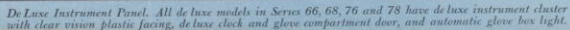
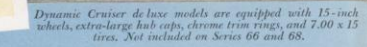
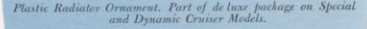
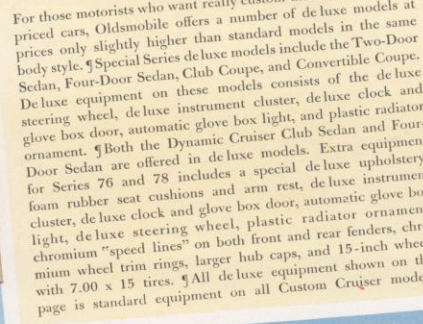
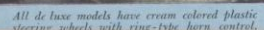
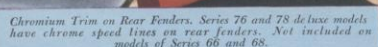
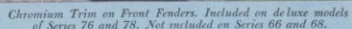
THE STATION WAGON



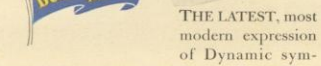
The Oldsmobile Station Wagon is a really deluxe automobile, powered by the big, 100 H.P. six-cylinder Econo-Master engine, and offering the comfort advantages of 119-inch wheelbase, modern coil springs all around, and sedan-type, tubular steel frame seats covered with simulated

tan leather. It has the capacity to carry eight people and baggage. Either or both rear seats may be removed easily and quickly to convert the Olds Station Wagon into a spacious pick-up and delivery car. (Diagram at right). The tail gate opens flat and is flush with floor of interior.



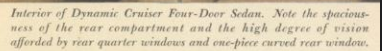
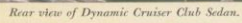


SERIES 76 AND 78
Super-Streamlined...Massively Modern
Styled and Built for Years to Come

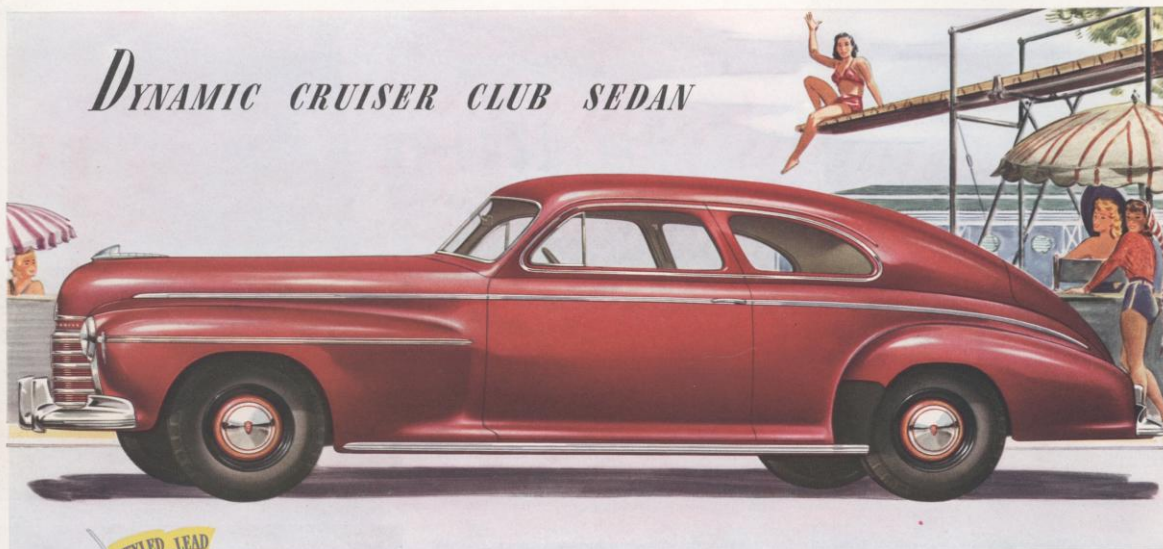


metry characterizes the design of the Oldsmobile Dynamic Cruiser Club Sedan and Four-Door Sedan. Both models are available with either 100 horsepower Six-Cylinder Econo-Master engine or 110 horsepower Straight-Eight power plant. These are big, beautiful cars, measuring 211 inches from bumper to bumper, and smoothly streamlined from tip to tail lamp. The bodies are exceptionally wide to give additional roominess inside. Running boards are en-

closed within the body structure, thus adding to the clipper-like outward appearance and providing a rubber-covered step to facilitate entrance, which remains dry and free from dirt and snow in any weather. Interiors reflect the quality and painstaking attention to detail that is evident throughout the design and manufacture of these fine motor cars. Seats are wide and deep, and are cushioned with individually wrapped and tied coil springs covered with thick padding. Yet with all their luxury and smartness, with all their size and quality, Olds Dynamic Cruiser models are surprisingly low priced.



DYNAMIC CRUISER CLUB SEDAN



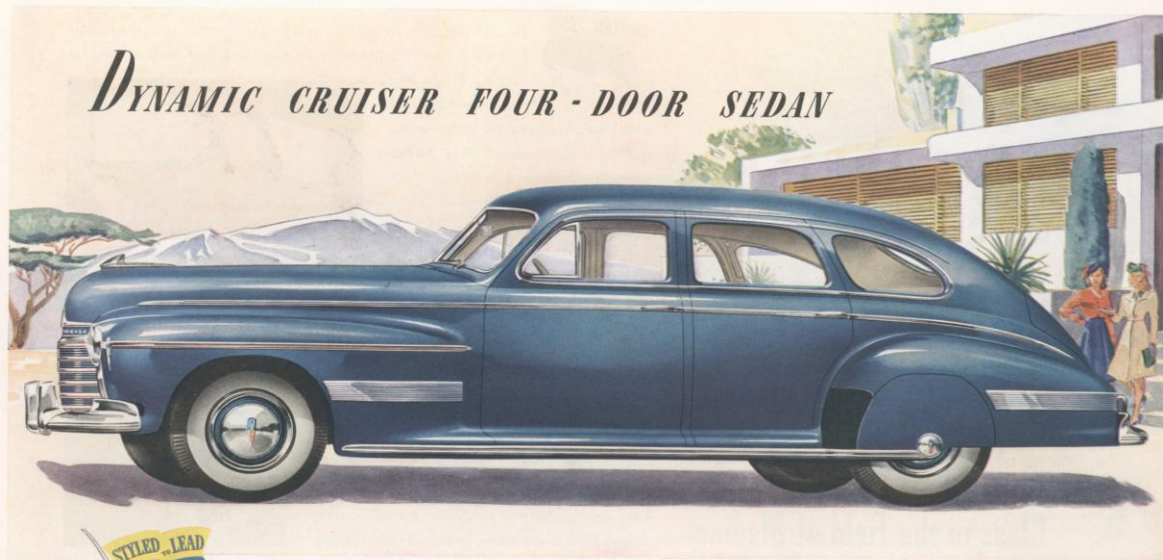
STYLED-LEAD
BUILT-LAST

Here in one smartly streamlined car, you get the intimate seating arrangement and compact exterior appearance of a smart coupe combined with the roominess and comfort of a six-passenger sedan. There is plenty of room in the attractively furnished rear compartment for three

full-grown persons to ride in comfort, as you can see by glancing at the unretouched color photograph at right. A large luggage compartment in rear deck locks with a separate key from ignition system so that the car may be left with garage attendants without giving them access to baggage.



DYNAMIC CRUISER FOUR-DOOR SEDAN



STYLED-LEAD
BUILT-LAST

Car illustrated is the deluxe model, available with either six-cylinder or eight-cylinder engine. In addition to the chrome strips on front and rear fenders, large size hub caps, chrome trim rings, 7.00 x 15 inch tires, and plastic radiator ornament which appear in the picture, regular

deluxe equipment also includes special upholstery, plastic covered deluxe instrument cluster, deluxe clock and glove box door, deluxe steering wheel, foam rubber seat cushions and arm rest and automatic glove box light. White side-wall tires and rear fender panels are optional extras.



OLDSMOBILE CUSTOM CRUISER

SERIES 96 AND 98

A Luxury Car of the Custom
Class in the Field of Medium
Price



IN CHARACTER, in quality, in size and comfort, the Oldsmobile Custom Cruiser compares with cars that cost almost twice as much. It's a big car, with 125-inch wheelbase, front seat 60 inches wide, rear seat leg room of 39¼ inches and rear wheel tread of 61½ inches. It's a comfortable car, with modern coil springs all around, Knee-Action wheels, ride stabilizers front and rear, and double action shock



Hardware and interior fittings are rich, colorful, and tasteful in design.

absorbers. It's a grand car to drive, with your choice of 100 H. P. six-cylinder or 110 H. P. eight-cylinder engine. Both Six and Eight are offered with Hydra-Matic Drive (no gears to shift, no clutch to press) optional at extra cost. The Custom Cruiser is a luxurious car, with rich upholstery, deluxe instrument panel, large hub caps, chrome wheel trim rings, chrome fender detail, plastic radiator ornament, deluxe clock and glove

Foam rubber cushions make seats more comfortable—preserve their shape through thousands of miles of driving.



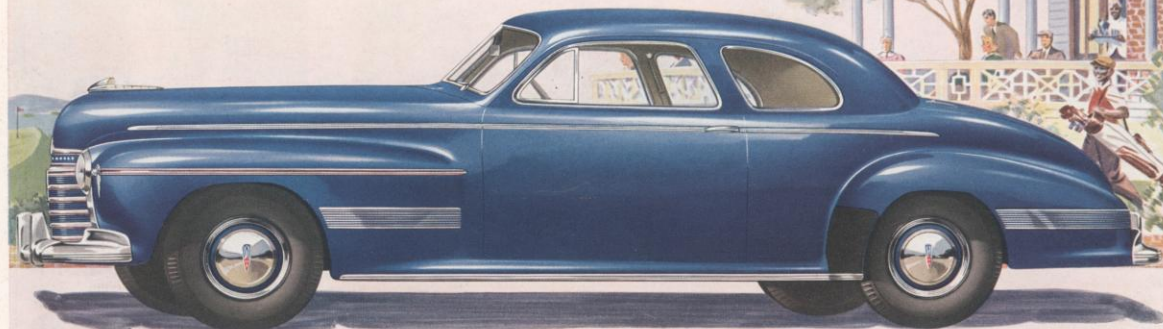
Plenty of room for three to ride comfortably in the Custom Cruiser's five-foot-wide front seat.



7.00 x 15 inch tires with 5.50 inch rims give better traction and longer wear.

compartment door, automatic glove compartment light, and deluxe steering wheel. Yet it's an inexpensive car. Never before has any motor car manufacturer presented a car of such real Custom distinction, such individuality and high quality throughout, at a price so low.

CUSTOM CRUISER CLUB COUPE



Seats six in restful comfort—three in the wide, deeply cushioned front seat and three in the full-width, sedan-type rear seat. The large luggage compartment in the rear deck is carpeted and weather sealed. Photos at right show

convenient ash receiver recessed in back of front seat; and inside door lock. The dome light turns on automatically whenever either front door is opened. In addition, a switch on the left center pillar controls the dome light.



CUSTOM CRUISER CONVERTIBLE COUPE



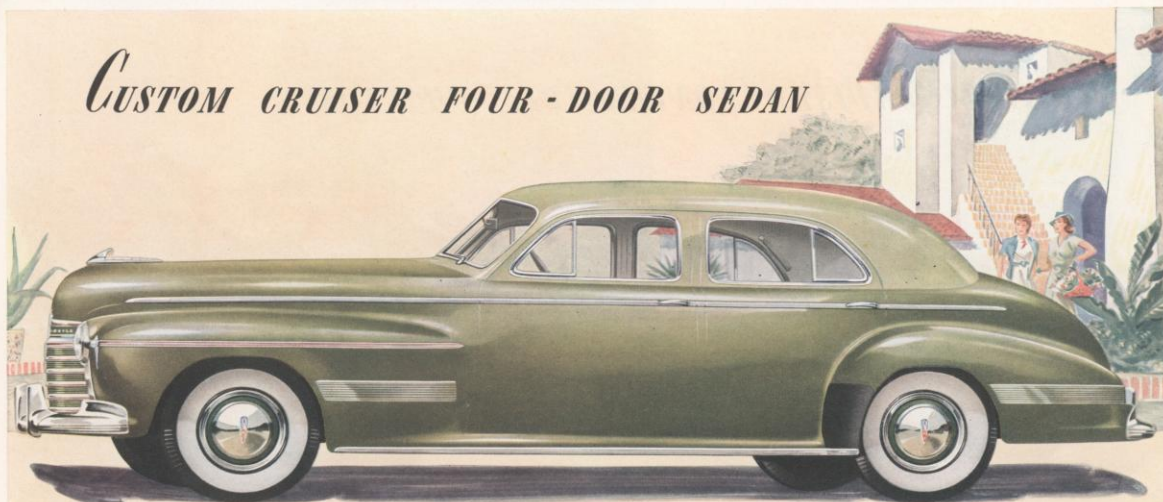
STYLED-LEAD
BUILT-IN LAST

This smart Convertible model has full-width sedan-type seats, both front and rear, giving seating capacity for six inside the tonneau. The weather-tight, rattle-free top may be raised or lowered without leaving the driver's seat, by means of a vacuum mechanism operated by the

engine and controlled from the dash. Like all other Olds Convertibles, it offers a wide choice of upholsteries, including six colors of leather, six combinations of cloth with leather, or full cloth. Tops may be had in tan, gray, or black material. Available with either six or eight-cylinder engine.



CUSTOM CRUISER FOUR-DOOR SEDAN



STYLED-LEAD
BUILT-IN LAST

The most luxurious family car ever offered in the medium-price field. Seats six with ample head room, leg room, and shoulder room. Back seat has center arm rest. Beautiful luxury-type upholstery with leather trim, as illustrated at right, standard equipment. Four two-tone uphol-

stery choices are optional at extra cost, as are white side-wall tires shown on car above. The hood latch is located on the dash (illustrated at right) so that hood cannot be opened when car is locked. Available with either 100 H. P. six-cylinder engine, or 110 H. P. straight-eight engine.



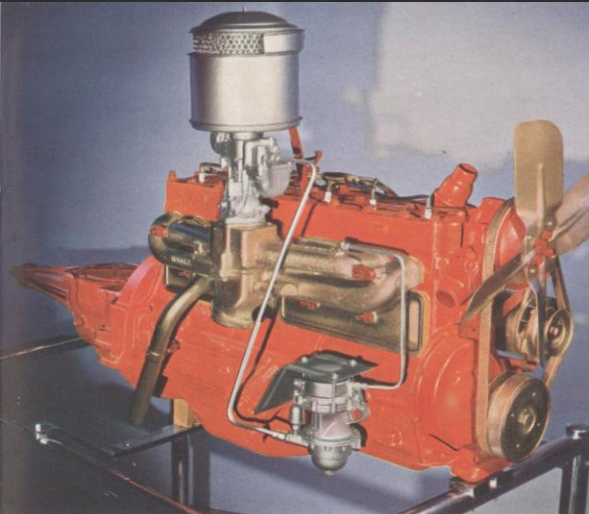
Custom Cruiser Convertible Phaeton



STYLED TO LEAD
BUILT TO LAST

Whether you see it as a sleek, sporty open phaeton or as a snug, enclosed sedan, the Custom Cruiser Convertible Phaeton has no superior for smartness and luxury, even among motor cars costing hundreds of dollars more. Its long wheel-base and wide, roomy seats provide comfort of

the highest order. A wide choice of colors, upholsteries, and deluxe equipment permits you to individualize the car to suit your own personality. Rear fender panels and white side-wall tires shown in illustration are optional at extra cost. Available only with 110 H. P. eight-cylinder engine.



FAMOUS SIX CYLINDER

ECONO-MASTER ENGINE

Now Delivers 100 Horsepower with Economy
that Compares with the Best

Superb engineering and careful craftsmanship make this magnificent power plant one of the most efficient engines ever built. Horsepower has been increased—resulting in a marvelous new measure of performance. You get flashing getaway, brilliant pick-up, and an abundance of power for hills and highway. A bigger, heavier crankshaft adds smoothness throughout the entire performance range. High efficiency makes it possible to deliver performance of this high character without sacrificing gas economy. In operating costs, the Econo-Master engine will compare more than favorably with any other engine which can even approach it in power, flexibility, or performance.

Big 110 Horsepower STRAIGHT-8 ENGINE

Sensational in Performance . . . Vibrationless Beyond Belief

If it's action you're after, you'll find it in full measure in an Oldsmobile Eight. It's almost unbelievable that any automobile engine could be so smooth, silent, and effortless in operation as this 110 H. P. straight-eight power plant. It is free from flat spots and vibration points throughout the entire power range. And results are sensational! Even the slightest pressure on the throttle produces immediate response. There's plenty of pick-up to take you out in front; plenty of power to keep you there; plenty of endurance to take care of difficult assignments. Yet, with all its super-performance, the Oldsmobile straight-eight is economical to operate.



OLDSMOBILE BODIES

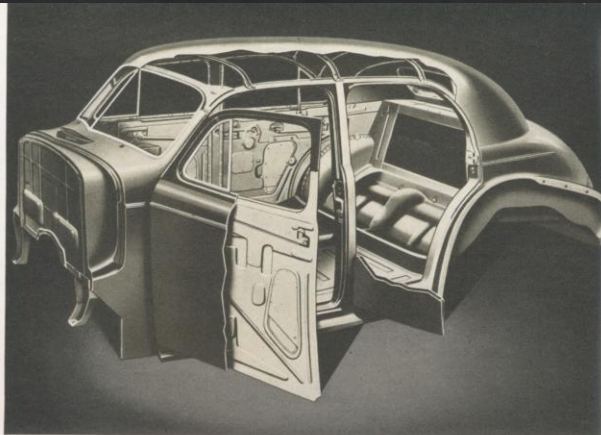
Built Big for Comfort

Built of Steel for Full Protection

Built by Fisher for Highest Quality

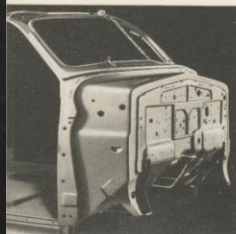


NO MATTER what you consider most important in an automobile body—size, comfort, safety, quality, or long life—Oldsmobile gives it to you. It's easy to see that Oldsmobile Bodies by Fisher are built big, with plenty of head room, leg room, and shoulder room. And close examination will show you that they are built to the highest standard of quality underneath as well as on the surface. Solid steel protects you above, below, and all around. Scientific insulation keeps out noise and weather. The structural steel frame provides the utmost in strength, rigidity, and durability. And thorough, painstaking craftsmanship assures long life and freedom from squeaks and rattles.



▲ **SOLID STEEL CONSTRUCTION.** The entire body, both framework and panels, is welded into an integral, box-like structure of solid steel, scientifically braced and reinforced.

▲ **FISHER NO DRAFT VENTILATION.** Individually controlled ventipanes prevent drafts and permit each passenger to regulate ventilation to suit his own requirements. Each ventipane has a separate lock.



▲ **ONE-PIECE STEEL COWL ASSEMBLY.** The entire front end of the body is of special construction, reinforced with sturdy steel braces and welded into one solid unit extending from floor to top.

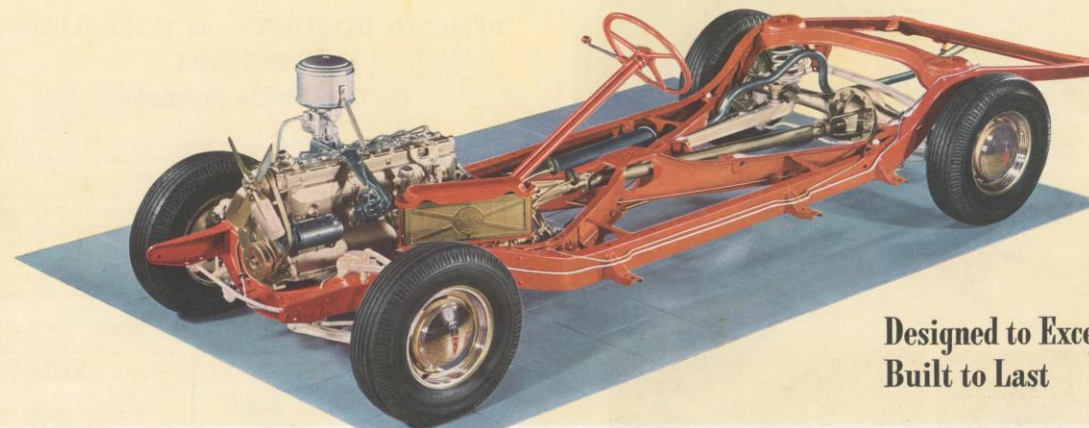


▲ **SOLID STEEL TURRET TOP.** Made from a single piece of seamless drawn steel, reinforced by steel cross-bows. Welded to the steel body panels and inner framework to form a continuous steel casing. Heavily insulated against weather, noise, and vibration.

▲ **HI-TEST SAFETY PLATE GLASS** of the latest type is standard equipment in windshield, side windows, and ventilating wings of all models. Rear windows are fitted with Solid Safety Plate Glass.



A HUSKY, DEPENDABLE CHASSIS



**Designed to Excel
Built to Last**

EVERY Oldsmobile Chassis, regardless of size or wheelbase, is built to the same high standards of quality. In materials, in limits of precision, in engineering design, it pays splendid tribute to Oldsmobile's 43-year reputation for fine-car manufacturing. Among the most important features are: 1. Modern Coil Springs all around. 2. Knee-Action Wheels. 3. Dual Stabilizing Arms. 4. Lateral Stabilizer Bar. 5. Front and Rear Ride Stabilizers. 6. Double-Action Hydraulic Shock Absorbers. 7. Choice of 100 H. P. Six-Cylinder or 110 H. P. Eight-Cylinder Engine. 8. 7-Bearing Hypoid Rear Axle. 9. Rigid X-Member Frame. 10. Dual

Center-Control Steering. 11. Sealed Super-Hydraulic Brakes. 12. Mechanical Emergency Braking System. 13. Valves and Cylinders Completely Water Jacketed. 14. Positive Pre-Engagement Starter. 15. Vacuum Fuel Saver. 16. Electro-Hardened Aluminum Pistons. 17. Automatic Choke Control. 18. Air-Cooled Fuel Pump. 19. Leak-Proof, Ball-Bearing Water Pump. 20. Heavy-Duty, Air-Cooled Generator. 21. Under-Hood, Air-Cooled Battery. 22. Safety Steel Wheels. 23. Needle-Bearing Universal Joints . . . Series 66 and 68 Chassis have 119-inch wheelbase. Series 76, 78, 96 and 98 Chassis have 125-inch wheelbase.





HYDRA-MATIC DRIVE* ... *Greatest Engineering Development since the Self Starter*



DESIGNED, DEVELOPED and INTRODUCED by OLDSMOBILE The Car Ahead in Engineering

PUT ASIDE all your old ideas of driving before you take the wheel of an Oldsmobile with Hydra-Matic Drive, and prepare yourself for a totally new experience. Hydra-Matic Drive is an entirely original development in car control that makes driving so infinitely simple and easy as to be almost unbelievable. Hydra-Matic Drive is completely automatic in operation. There are no gears to shift! There

is no clutch to press! All you do is steer, step on the accelerator, and operate the brake. The car selects first, second, third, or fourth speed automatically—choosing whichever is best for the purpose. The thrilling advantages of Hydra-Matic Drive in performance, economy, and driving ease have been established and proved by millions of miles of driving in the hands of thousands of owners.

ALL YOU DO TO DRIVE IS THIS:



PROVED IN THE HANDS OF THOUSANDS OF OWNERS



"I think this feature is the greatest improvement in the automobile industry in twenty years. To use the phrase of a number of my friends who have driven this car, 'It is too good to be true.' The car has not given me the slightest trouble in any way. I am more than pleased with its gas mileage."

Anderson, S. C.



"In my opinion, and as a member of the engineering profession, I consider the Oldsmobile Hydra-Matic Drive the most outstanding technical improvement since the original invention of the automobile. Even in temperatures as low as 20° below zero, there was no change in the efficiency of the mechanism."

Cambridge, Mass.



"It is a pleasure to drive a car so flexible and so powerful. The automatic changing of gears is done more intelligently by the motor than by the average driver, because the motor knows the exact degree of effort to make."

Beverly Hills, Cal.

DESCRIPTIVE BOOKLET on HYDRA-MATIC DRIVE



Ask your dealer for this 16-page booklet giving detailed information on what it is, and what it does.

*Optional at Extra Cost



STEPS UP PERFORMANCE

Hydra-Matic Drive steps up all performance to a glorious new high. Cruising is infinitely smoother and quieter on boulevard or highway. Flexibility is greatly improved. You have blazing action on instant call—a tremendous power reserve for every need.

IMPROVES GETAWAY

With ordinary transmissions, even the most expert driver loses power while shifting gears. Hydra-Matic Drive is in gear all the time. Changes in gear ratio are made instantaneously, at exactly the right time.



SIMPLIFIES DRIVING IN TRAFFIC

Not only do you save all the thousands of arm and leg motions required in shifting gears or using a clutch, but Hydra-Matic's smooth, oil-cushioned drive permits you to creep along as slowly as you please in crowded traffic without jerking or stalling.

SAVES GAS

Because the number of engine revolutions is reduced approximately 20 per cent at boulevard speeds in the city and at cruising speeds in the country, there is a substantial saving in consumption of gasoline.



SAFER ON ICE AND SNOW

The oil cushion of Hydra-Matic Drive's liquid coupling tempers sudden power shocks to the rear wheels, thus greatly reducing the danger of skidding on slippery pavement. Further, the car is always in gear.

SPECIAL PICK-UP RANGE FOR PASSING

For an extra burst of speed to pass a car or gain pick-up on hills, when traveling under 55 m. p. h., step all the way down on the gas. A special pick-up speed goes into operation automatically. Returns to direct drive automatically at 65 m. p. h. or by letting up on gas.



MORE THAN JUST A FLUID FLYWHEEL

Oldsmobile is the original "clutchless" car! Hydra-Matic Drive was designed, developed, and introduced by Oldsmobile, and differs greatly from so-called fluid couplings, power shifts, and automatic clutches—none of which even approaches Hydra-Matic Drive in what it does for the driver.



MORE THAN JUST AN AUTOMATIC TRANSMISSION If the car has a clutch, it *doesn't* have Hydra-Matic Drive and it *will not* deliver the performance, ease of operation, or economy you get with Hydra-Matic Drive. It takes a combination of *both* fluid coupling and fully automatic transmission to give superlative results.

A COMPLETELY AUTOMATIC SYSTEM OF CONTROL

The Hydra-Matic Drive direction-control lever is conveniently located just below the steering wheel. Only a flick of the finger is required to place it in any of four optional positions—Neutral, Hi, Lo, or Reverse. From then on, everything is automatic. It is not necessary to move the lever for starting, stopping or accelerating. Lo is used only for steep hills or heavy pulling.

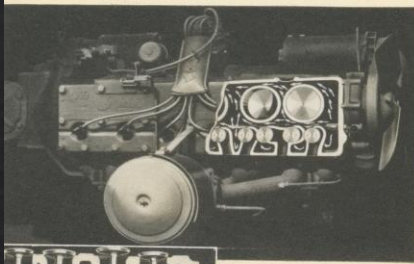


INTERLOCKING STARTER CONTROL

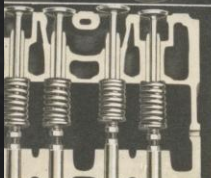
An interlocking connection between starter and control lever automatically shifts the lever to "Neutral," regardless of its previous position, as soon as you step on the starter. This safety feature prevents putting the car in motion accidentally when starting engine.



PROGRESSIVE ENGINEERING Paves the way to Topflight Performance



← **COMPLETELY COOLED CYLINDERS.** Each cylinder in the Oldsmobile engine is completely surrounded by cooling water for the full length of the cylinder barrel. This assures positive, uniform cooling and expansion of cylinders, thus improving engine efficiency and reducing wear. Valves are cooled by pressure circulation of water around the valve seats.

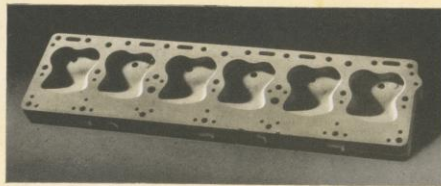


← **LONG-LIFE VALVES.** Mushroom-type valve lifters with rounded camshaft contact surface, extra-long valve guides, and exhaust valves forged from special heat-resisting steel make Oldsmobile's valve mechanism exceptionally quiet and efficient. Because linkage in the valve mechanism is reduced to a minimum, fewer valve adjustments are required.

AUTOMATIC CHOKE CONTROL. Delivers the proper gasoline mixture for maximum smoothness and engine efficiency at all temperatures. Eliminates over-choking and under-choking. Makes starting easier and quicker, and improves engine warm-up in cold weather.



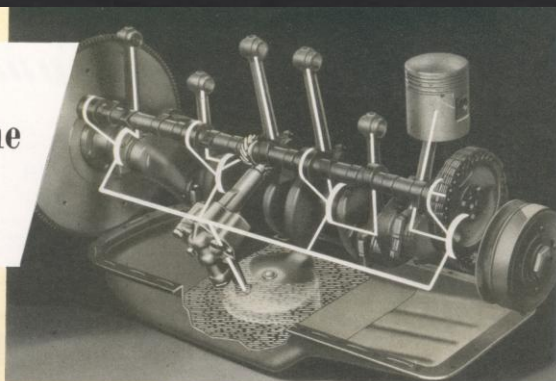
VACUUM FUEL SAVER. Insures maximum gasoline economy throughout the entire speed range by automatically regulating the spark advance in relation to driving speeds, through a vacuum-operated unit connected directly to the distributor spark advance arm. Eliminates spark knock.



← **HIGH-EFFICIENCY CYLINDER HEAD.** Efficient design of the combustion chambers in Oldsmobile's high-compression cylinder head results in brilliant performance and economy from regular gasoline.



← **DOWN-DRAFT CARBURETION.** Contributes to economical operation and smooth performance. Aids in cold weather starting. Carburetor is equipped with a vertical-type air cleaner and air intake silencer. Oldsmobile's carburetor is heat-insulated and includes an anti-percolating device eliminating hot weather starting difficulties and stalling at traffic signals.



← **100% FULL-PRESSURE LUBRICATION.** Oil is supplied under pressure, from the large capacity pump, through drilled passages, to all the crankshaft, camshaft, and connecting rod bearings, as well as to the piston pins and cylinder walls. Valve mechanism is positively lubricated by oil thrown off connecting rod bearings. Timing chain is positively lubricated by pressure spray.



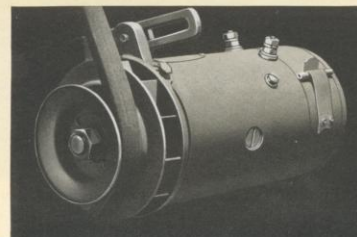
PRECISION METHODS of Manufacture Safeguard Oldsmobile Quality



← **NEEDLE-BEARING UNIVERSAL JOINTS.** The universal joints, located at each end of the propeller shaft, are of the efficient, needle-bearing type. Permanently lubricated and sealed.



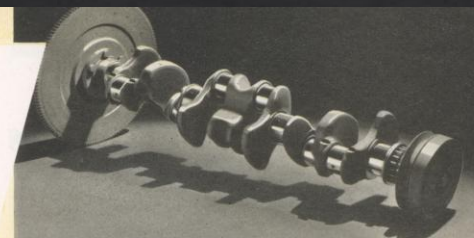
← **BOOSTER TYPE FUEL PUMP.** Mechanically operated. Sealed against oil leaks by special gaskets. Design of pump and air-cooling of fuel lines prevent vapor lock.



← **AUTOMATICALLY CONTROLLED GENERATOR.** Oldsmobile's heavy-duty generator has unusually high capacity, due to shunt-type construction and air-cooling. The charging rate is automatically regulated according to battery requirements.

← **RIFLE-DRILLED CONNECTING RODS.** Connecting rods are rifle-drilled throughout their entire length to carry oil under pressure to the piston pins. They are also drilled to spray cylinder walls, adding to the life of pistons and rings.

← **LEAK-PROOF, BALL-BEARING WATER PUMP.** This heavy-duty pump is capable of circulating water throughout the cooling system at the rate of 55 gallons per minute. The pump packing requires no adjustment. Bearings are sealed and permanently lubricated.



← **COMPLETELY BALANCED CRANKSHAFT.** Oldsmobile crankshafts are balanced both statically (at rest) and dynamically (in motion). The crankshaft in the six-cylinder engine has been increased in weight and stiffness to add to smoothness.



← **POSITIVE SHIFT STARTER.** The starter gear meshes positively with the flywheel gear before the starter begins to crank the engine, thus preventing annoying sticking or jamming of the starter. The plunger-type starter control pedal is isolated from the engine, thus keeping heat, noise, and vibration from reaching the driving compartment.

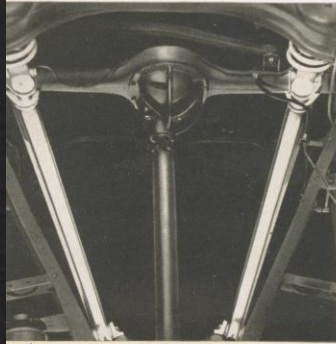


← **ELECTRO-HARDENED ALUMINUM PISTONS.** Pistons are fitted with four piston rings. Light in weight and resistant to wear, they deliver long life, flashing performance, and extra economy.





ADVANCED DESIGN makes Oldsmobile the World's most Comfortable Car to Drive



FRONT AND REAR RIDE STABILIZERS. Control rolling motion and prevent body sway on turns and curves. The results are greater driving ease, riding comfort and safety.



DUAL CENTER-CONTROL STEERING. Perfect steering geometry insures true, positive car control on both straightaway and curves, and minimizes tire wear. Reduced friction and high steering ratio result in exceptionally easy steering. Short turning radius simplifies parking.

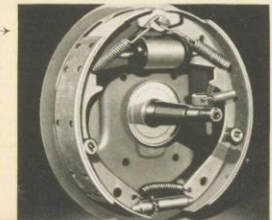


KNEE-ACTION WHEELS move up and down independently of each other. They step over ruts, bumps, and holes without transferring road shock to the car. Their rigid mountings prevent fore-and-aft movement.



DOUBLE-ACTION HYDRAULIC SHOCK ABSORBERS. Proved cam and lever design. They control vertical motion, absorb road shocks, and take up rebound.

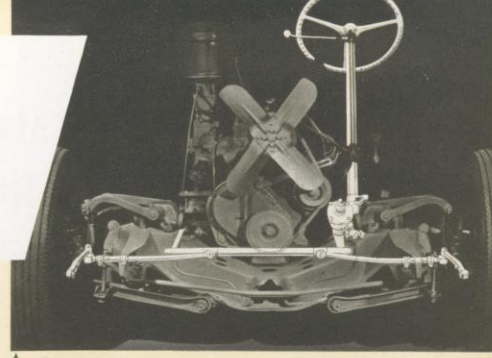
SEALED SUPER-HYDRAULIC BRAKES. Due to their self-energizing action, and cast-iron braking surfaces, Oldsmobile's Super-Hydraulic Brakes give smooth, quick, straight-line stops under all conditions. They are efficiently sealed against dirt, mud, and water.



HANDI-SHIFT GEAR CONTROL greatly simplifies driving. The small lever just below the steering wheel is easy and convenient to operate.



LATERAL STABILIZER BAR. One end anchored to frame and the other to rear axle. Prevents side-to-side movement and keeps frame and rear axle in alignment.



DURABILITY is Built into the very Heart of Oldsmobile



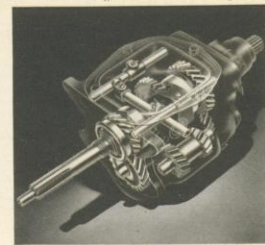
FLANGED AXLE SHAFT. Oldsmobile's rear axle shaft is of the integral flange type with wheels bolted directly to the shaft. Wheels are self-tightening for added safety.



UNDER-HOOD, AIR-COOLED BATTERY. Oldsmobile batteries are of unusually sturdy construction. Locating the battery under the hood makes servicing easier and permits the use of short, more efficient lead wires to starter and generator. Air cooling lowers battery temperature.



SEALED-BEAM HEADLAMPS. Lens is sealed to the reflector, preventing dust and water from reaching reflector surface.

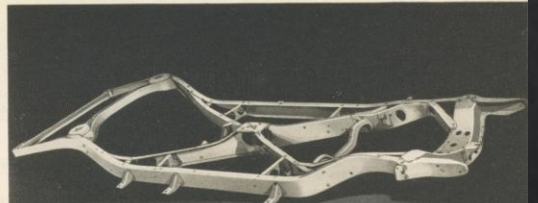


SYNCRO-MESH TRANSMISSION. Silent in all gears. Brings gears to exactly the same rotating speed just before shift is completed.

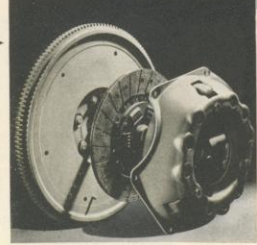
SMOOTH ACTION CLUTCH. The Oldsmobile clutch is the rugged, single-plate dry disc type which makes possible exceptionally smooth starting and easy gear shifting. It is quiet, dependable, and free from chatter and requires very little effort to operate. The long-wearing clutch facing material is wound in a continuous spiral from the inside to the outside edge of the clutch disc.



7-BEARING HYPOID REAR AXLE. Oldsmobile's rear axles are the semi-floating type, with power applied through hypoid gears. The center line of the pinion gear is below the center line of the ring gear, reducing bearing loads and resulting in quieter operation. The ring gear is bolted to the differential case to provide greater strength and rigidity. The use of seven anti-friction bearings cuts down rolling resistance, thus adding to long life.



RIGID, X-MEMBER FRAME. The sturdy, rigid construction of Oldsmobile's full-length frame insures a rugged foundation for the entire car. The use of box-section construction and diagonal corner braces further augments frame strength and rigidity.



MECHANICAL EMERGENCY BRAKES. Hand brake operates independently of hydraulic brakes, providing two separate systems.

OLDSMOBILE
Condition-air

HEATING AND VENTILATING SYSTEM

Headlines Oldsmobile's Accessory Line

Fall, Winter, Spring, and Summer, you ride in supreme comfort with Oldsmobile's Condition-Air. Filtered fresh air, heated when needed, to the temperature you select, floods the car wherever and whenever you drive. There are no drafts. Smoke, stale air, window mist and frost vanish as if by magic.



Fresh air in large volume enters through the cowl ventilator where it is freed from dust, dirt, rain, and snow by a special filter and rain trap. Then it is warmed by the heating core and circulated throughout the car. Temperature is regulated automatically. You set the control and forget it.



De Luxe DUAL FLOW DASH HEATER



The most modern dash heater on the market. Built to provide a new high in heating capacity, defroster performance, and flexibility. Combines both heater and defroster in one compact, efficient unit.

TWO NEW *Touch Tuning* RADIOS ARE OLDSMOBILE'S FINEST

Both Oldsmobile radios are especially designed and custom built for installation in all Oldsmobile models. Both give you everything that is newest and best in motor car radio design, including new "permeability" tuning for high fidelity reception, and a modern whip-type antenna with inside adjustment control (illustrated at right). They are quality built to Oldsmobile standards, yet are moderately priced. If you want the finest in motor car radio, install an Oldsmobile radio in your car.

The De Luxe 7-tube Electric Tuning Radio provides unusual performance and wide tone range.



The Standard Push Button Radio has six "Leakit" tubes, "permeability" tuning, and high fidelity reception.

UNDERSEAT HEATER PROVIDES IMPROVED DISTRIBUTION OF HEAT



Operates efficiently and quietly to give all passengers abundant warmth. Installed in a special compartment under the front seat, it concentrates a flow of heat on the floors, eliminating objectionable drafts. May be installed with or without separate defroster.

Other Accessories DESIGNED AND BUILT TO OLDSMOBILE STANDARDS

SEAT COVERS. Two types—"Sea Breeze" and Rayon Satin • REAR FENDER PANELS. Add distinction to your car • HORIZONTAL GRILLE GUARD. Gives added bumper protection • FOG LAMPS. Installed only in pairs • DE LUXE STEERING WHEEL. For series 66, 68, 76, and 78 models • PANEL CLOCKS. Electric and Thirty-Hour types. Include glove box light • WHEEL TRIM RINGS. A smart finishing touch • VISOR VANITY MIRROR. Installs on back of either sun visor • CHROME LICENSE PLATE FRAMES. For both front and rear licenses • LEFT HAND OUTSIDE REAR VIEW MIRROR. An extra safety factor • CIGAR LIGHTER. Modern pass-around type • CHROME EXHAUST EXTENSION. All accessories listed on this page are optional equipment at extra cost.

SPECIFICATIONS

6 CYLINDER ENGINE

ENGINE—Bore 3½ inches; stroke 4½ inches; displacement 231 cubic inches. Taxable horsepower, 29.4. Brake horsepower, 100 at 3400 r.p.m. Electro-hardened aluminum pistons. Full-pressure lubrication to all main, connecting rod, camshaft bearings, timing chain, and cylinder walls. Oil capacity, 5 quarts.

FUEL AND COOLING SYSTEM—Down-draft carburetion with built-in automatic choke. Gasoline tank capacity, 19 gallons. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof, permanently lubricated

water pump. Capacity of cooling system, 18 quarts.

CLUTCH AND TRANSMISSION—Single plate, 9¼-inch, dry plate clutch. All-Silent Synchro-Mesh transmission with steering column control.

ELECTRICAL SYSTEM—Under-hood battery, 15-plate, 6-volt with 100-ampere hour capacity. Air-cooled generator with automatic charging control. Positive shift starter. Unit type. Sealed-Beam headlights with foot selector switch.

8 CYLINDER ENGINE

ENGINE—Bore 3¾ inches; stroke 3¾ inches; displacement 257 cubic inches. Taxable horsepower, 33.8. Brake horsepower, 110 at 3600 r.p.m. Electro-hardened aluminum pistons. Full-pressure lubrication to all main, connecting rod, camshaft bearings, timing chain, and cylinder walls. Oil capacity, 6 quarts.

FUEL AND COOLING SYSTEM—Down-draft carburetion with built-in automatic choke. Gasoline tank capacity, 19 gallons. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof, permanently lubricated

water pump. Capacity of cooling system, 22 quarts.

CLUTCH AND TRANSMISSION—Single plate, 10-inch, dry plate clutch. All-Silent Synchro-Mesh transmission with steering column control.

ELECTRICAL SYSTEM—Under-hood battery, 17-plate, 6-volt, with 120-ampere hour capacity. Air-cooled generator with automatic charging control. Positive shift starter. Sealed-Beam headlights with foot selector switch.

CHASSIS

CHASSIS—Frames, rigid-girder types, channel X-Member construction.

SUSPENSIONS—Quadri-Coil Springing, with Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers, front and rear.

STEERING—Dual Center-Control, providing perfect steering geometry. Worn and double roller design. Ratios, Special Six, 20 to 1, Special Eight, Dynamic Cruiser Six, Dynamic Cruiser Eight, Custom Cruiser Six, and Custom Cruiser Eight, 21.5 to 1.

BRAKES—Super-Hydraulic, self-energizing type. 11 x 1½-inch brakes for Special Series. 11 x 2-inch brakes for Dynamic Series and 11 x 2-inch brakes for Cruiser Series. Cast iron braking surfaces. Mechanical braking system on rear wheels, all brakes completely sealed. Brake Lining Areas, Special Series, 148 square inches; Dynamic Series, 170 square inches; Cruiser Series, 170 square inches.

TIRES—Low-pressure balloon tires, Special Six, 6.00 x 16 inches. Special Eight, 6.50 x 16 inches, Dynamic Cruiser,

6.50 x 16 inches, Custom Cruiser, 7.00 x 15 inches.

WHEELBASES—Special Series, 119 inches; Dynamic Cruiser, 125 inches; Custom Cruiser, 125 inches.

TURNING CIRCLES—Special 37 feet; Dynamic Cruiser 39 feet, 6 inches; Custom Cruiser 39 feet, 6 inches.

FENDERS—And other chassis metal parts subjected to weather, bonderized for protection from rust.

BODY TYPES—Special Six, Business Coupe, Club Coupe, Convertible Coupe, 2-Door Sedan, 4-Door Sedan, Station Wagon, Special Eight, Club Coupe, Convertible Coupe, 4-Door Sedan, Dynamic Cruiser Six and Eight, Club Sedan, 4-Door Sedan, Custom Cruiser Six, Club Coupe, Convertible Coupe, 4-Door Sedan. Custom Cruiser Eight, Club Coupe, Convertible Coupe, Convertible Phaeton, 4-Door Sedan.

STANDARD EQUIPMENT—Safety Glass, Bumpers, Vacuum Booster Pump, Extra Windshield Wiper, Dual Horns, Right-Hand Sun Visor, Instrument Panel Hood Lock, Fisher No Draft Ventilation, Automatic Choke, Chrome Interior Hardware, Two Front Seat Arm Rests, Spare Tire, Wheel and Tube . . . at no extra cost.

OLDSMOBILE RESERVES THE RIGHT TO MAKE CHANGES IN PRICE, COLOR, AND SPECIFICATIONS WITHOUT INCURRING ANY OBLIGATION TO ADJUST PRICE OR TO MAKE CHANGES ON CARS ALREADY SOLD.



OLDSMOBILE AUTHORIZED SERVICE

WHAT IT IS . . . HOW IT IS DONE . . . WHO DOES IT

Oldsmobile's widespread service facilities reach more than 3,500 localities in the United States. This assures Oldsmobile owners, wherever they may be, of uniformly high quality service at standardized, flat rate prices. The Authorized Oldsmobile Service Emblem displayed at the entrance to a service station is a sure sign that you can expect competent, courteous service by men who are specially trained in working on Oldsmobile cars. It means you can count on a thorough and complete job of servicing in the shortest possible time.

KEEPING IN TOUCH WITH THE PRODUCT



Information on the operation of our products comes into the Factory Service Department every day from all parts of the country. From these reports, service techniques are developed and recommendations sent to all dealers' service organizations. In this way, modern service methods are developed and put into use.

KEEPING SERVICE MEN POSTED

The Oldsmobile Shop Manual, revised every year and sent to dealers and service men the country over, minutely describes and illustrates every part of the car. To supplement this, periodic and special service bulletins keep service men up to the minute. Factory service men in the field hold regular "service clinics" with dealers' service personnel.



TAKING THE GUESSWORK OUT OF SERVICE

Service engineers are constantly designing special equipment for checking the operating parts of the car. Service men now have motor analyzers, electric system testers, headlamp adjusters, and front end alignment machines to check their diagnosis. Specially designed tools speed up and improve the quality of work.



MAKING PARTS AND ACCESSORIES READILY AVAILABLE



Through painstaking study of the number of Oldsmobiles operating in each locality and of service demands, a system of parts supply has been worked out that assures "the right part in the right place at the right time." The factory parts department is supplemented by supply depots in important centers.

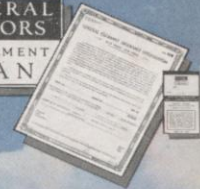
HELPING THE CUSTOMER GET THE MOST OUT OF HIS CAR

When the customer takes delivery of his car, he receives a booklet of carefully prepared information on driving, maintenance, and economy of operation. He is entitled to a complete car check-up at 1,000 miles, and another at 2,000 miles. He is also entitled to a regular inspection service, without charge.



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GENERAL
MOTORS
INSTALMENT
PLAN



LIBERAL G.M.A.C. TERMS

The General Motors Instalment Plan offers many valuable advantages, for the General Motors Acceptance Corporation is in position to finance the purchase of Oldsmobile cars on the most favorable, convenient and economical terms. Through the General Motors Instalment Plan, purchasers receive the benefits of low rates and prompt, courteous treatment. Further, the General Motors Instalment Plan makes it possible to enjoy the pleasure of Oldsmobile ownership with a moderate initial outlay and monthly payments to suit your purse. Insurance coverage is included at reasonable cost.