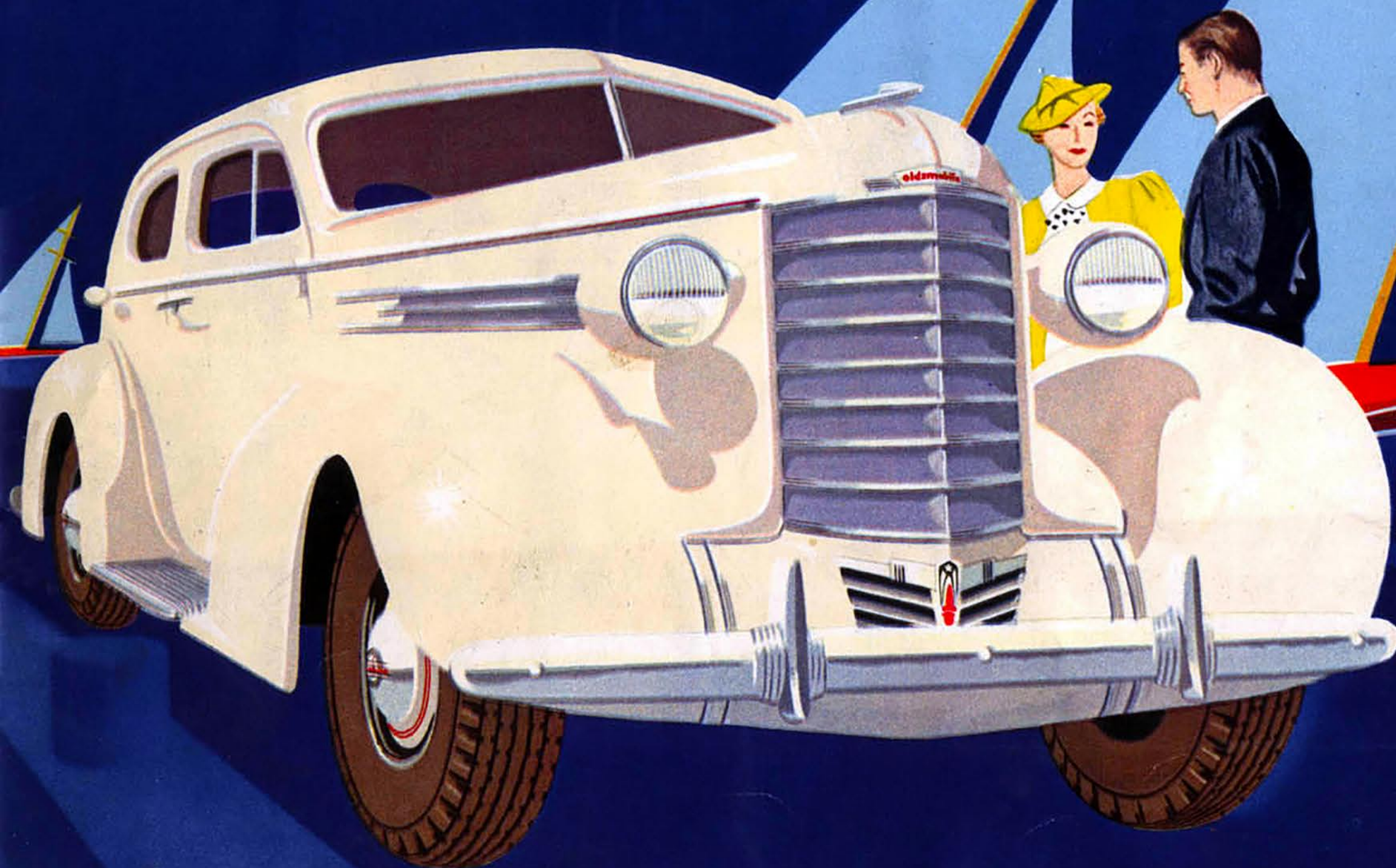


OLDSMOBILE SIX

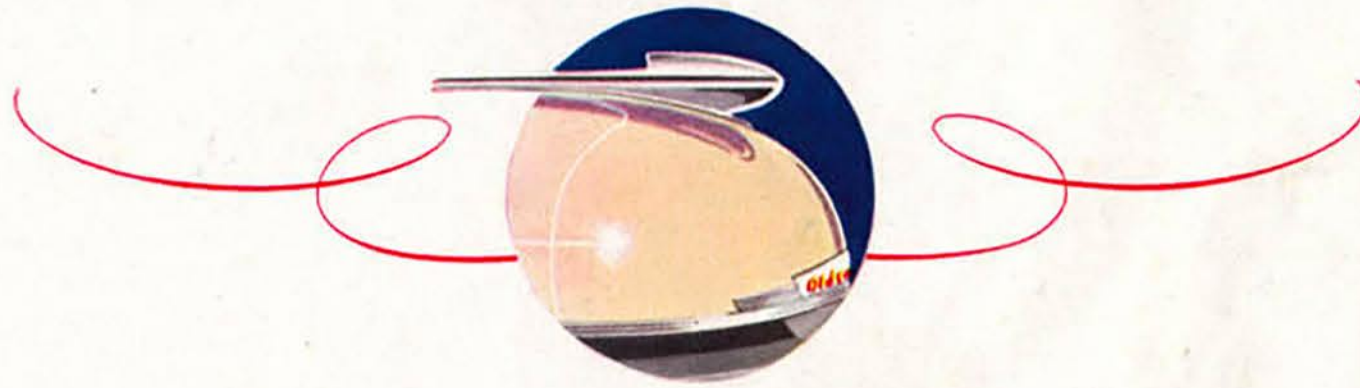




Owner satisfaction with the Oldsmobile Six is a direct result of the high quality built into the car at the factory. Never in Oldsmobile's forty years' history have owners been more enthusiastic.

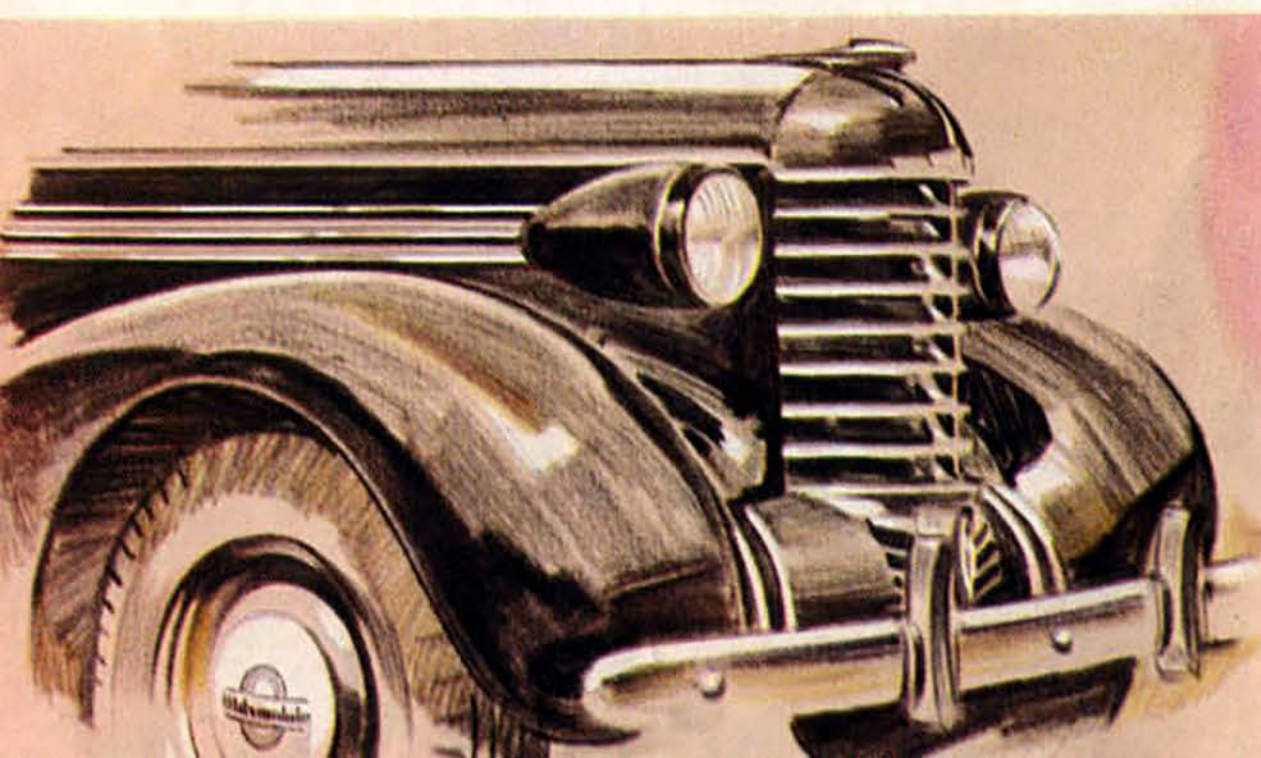
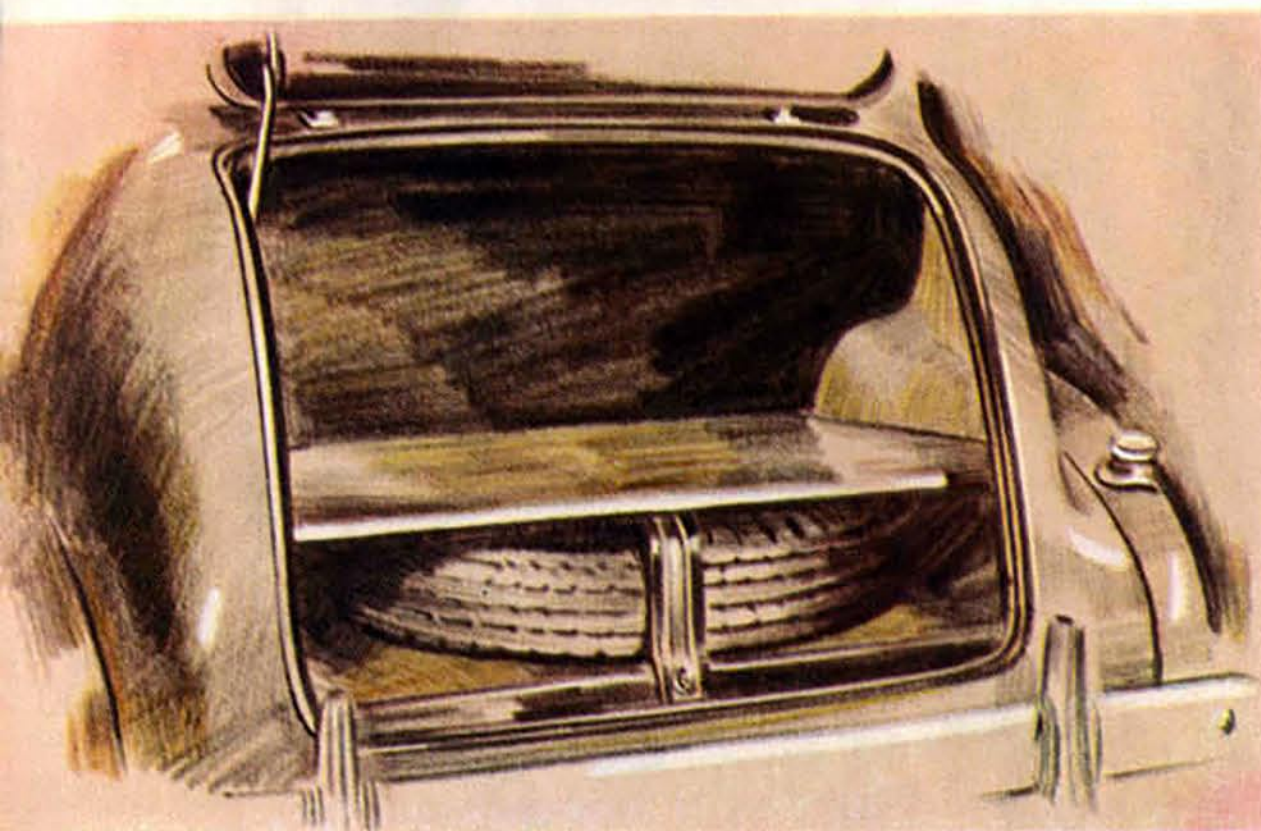
THE OLDSMOBILE SIX

*Roomy... Powerful... Distinctive
Combining Style Leadership with
Quality and Dependability at Low Cost*



OUT OF OLDSMOBILE'S great fund of manufacturing experience has come this sparkling new Six, with a style distinctly its own. It has been Oldsmobile's purpose to give you a car that is the newest of the new—but a car with every single feature proved time and time again;—through long testing; through engineering knowledge and by long experience in building cars for lasting owner

satisfaction . . . Oldsmobile has bent all its efforts, utilizing greatly increased manufacturing facilities, to create the finest possible value in smart, low cost transportation . . . Here, at modest cost, Oldsmobile has given you an automobile of exceptional individuality in appearance, with an abundance of power, large in every way, spacious and comfortable, alert, responsive, dependable and economical both to buy and to own.



COMFORT

Inviting interiors, with especially generous seating space, extra leg room and comfortable clearance overhead, characterize the Oldsmobile Six. Seats are extraordinarily wide and deep-cushioned and are built with the most restful contours. But the exceptional comfort of Oldsmobile is more than a matter of fine interior design. The very performance of the car itself assures true motoring ease. Knee-Action Wheels glide your Oldsmobile Six over road irregularities without pitch or toss. Dual Ride Stabilizers, front and rear, remove swerve and sway. You ride relaxed, thoroughly at ease, entirely comfortable under all driving conditions.



(upper left)

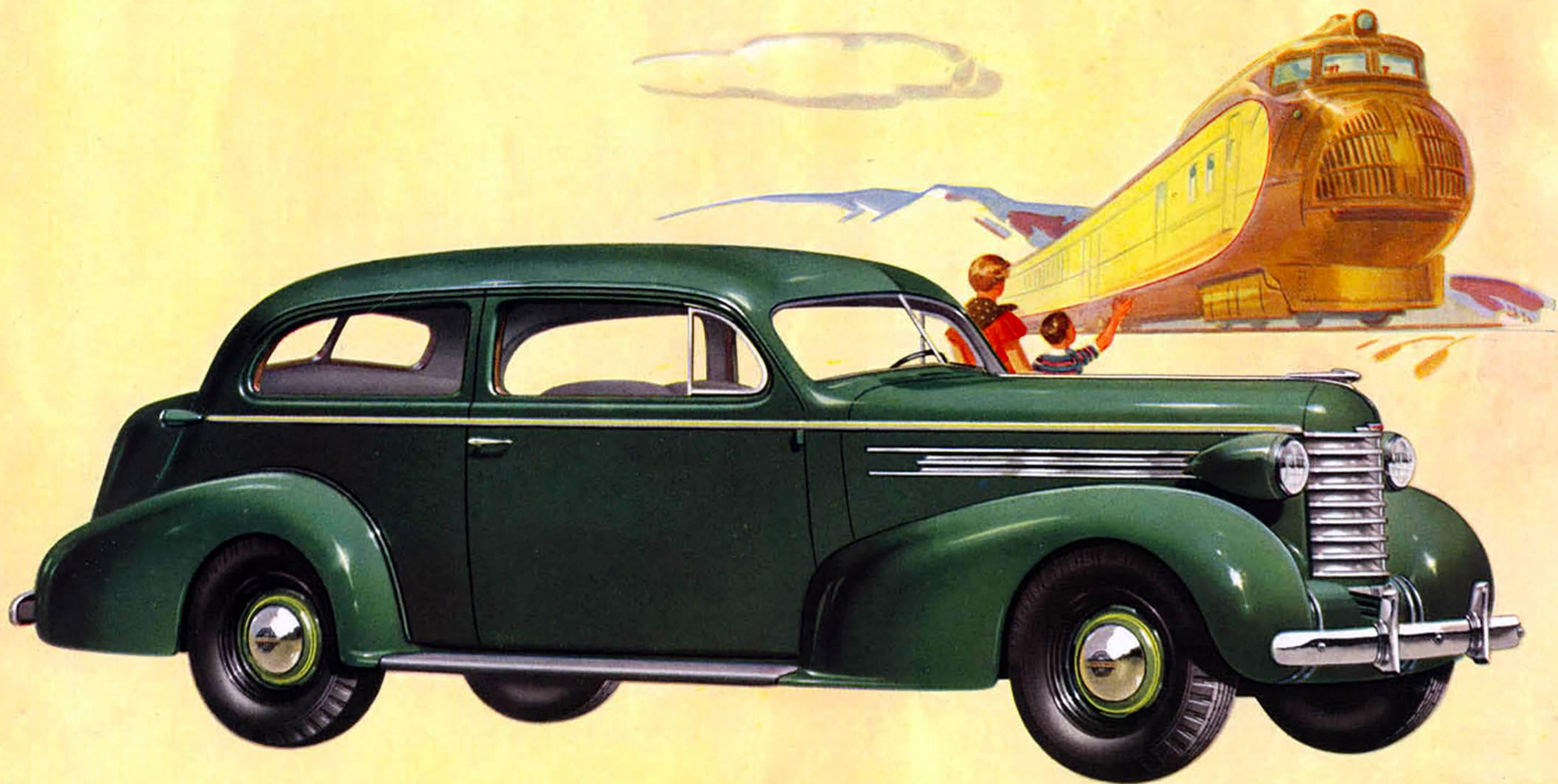
Sedan-type folding front seats provide easy access to the rear of two-door sedans. Full-width—they will accommodate three comfortably.

(center left)

The spacious rear trunk compartment provides more than ample room for your luggage as well as for the spare tire and wheel.

(lower left)

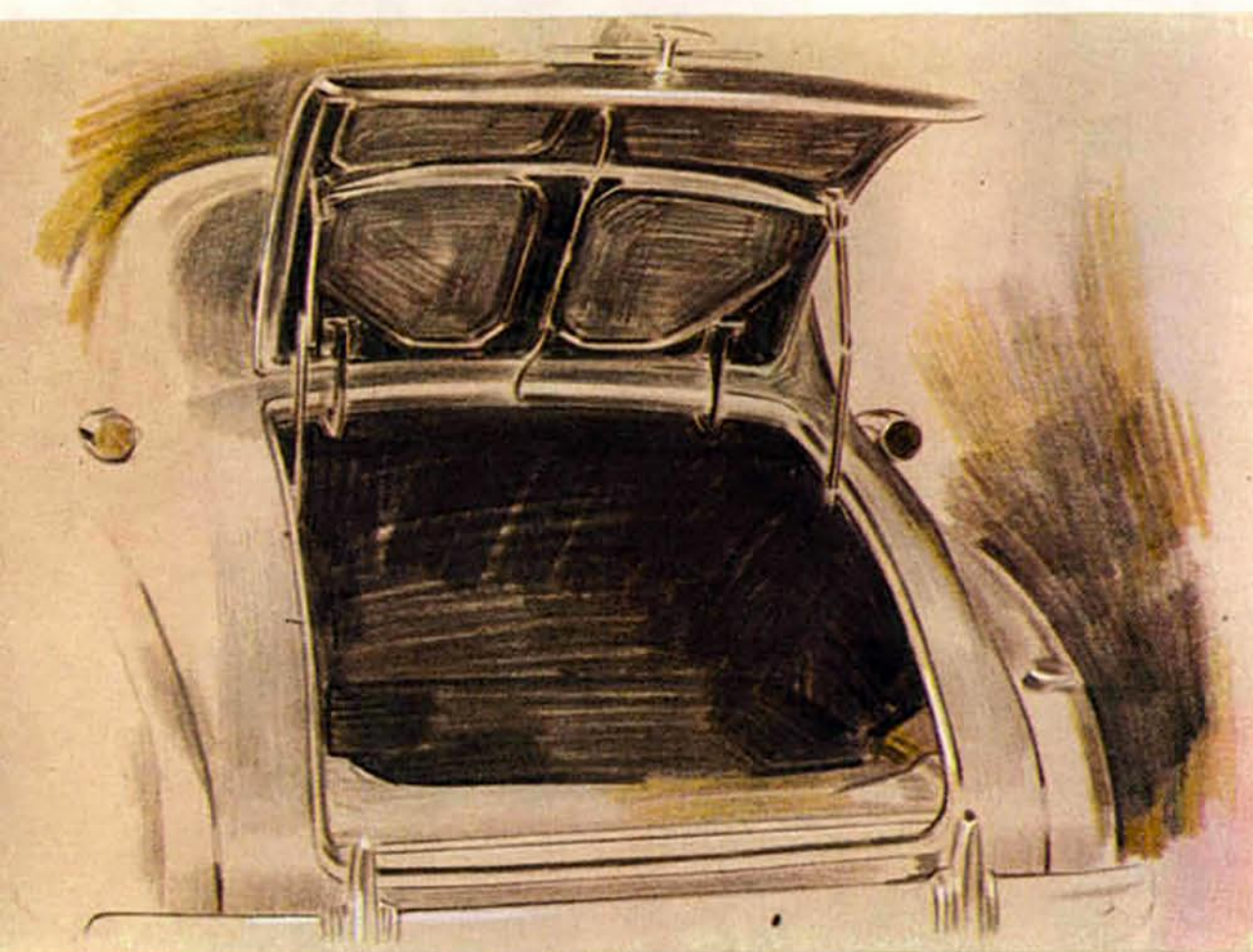
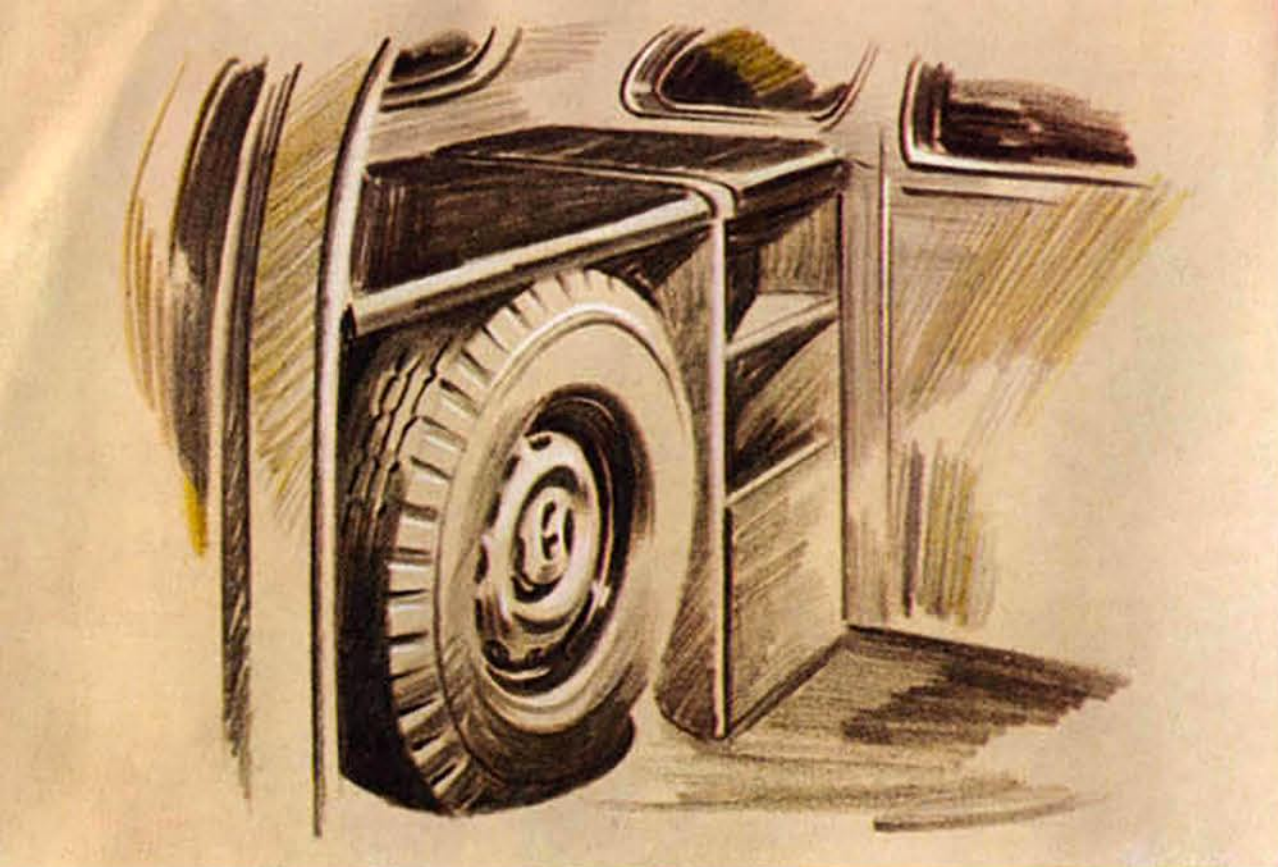
This striking front view illustrates the truly individual modern design that characterizes every feature of the 1937 Oldsmobile Six.



The TWO-DOOR TOURING SEDAN

This big, roomy car with a built-in trunk is universally popular. The very wide rear seat and the divided, sedan-type front seat each provide

comfortable, easy-riding space for three passengers. This very attractive, practical model finds especial favor as a car for general family use.



ECONOMY

Certainly, one of the most important features of the Oldsmobile Six is economy. Not alone the economy of fuel and oil saving—but the year-in, year-out economy that comes from fine designing and quality manufacture. The Oldsmobile Six gives you unusual mileage per gallon of gasoline. And it is very sparing in its consumption of oil. These economies, with Oldsmobile's low first cost, are the savings you realize at once. However, after you have owned an Oldsmobile Six through miles and months of use, you will know this:—that freedom from repairs and replacements is another lasting Oldsmobile economy, built into your car through care and quality.



(upper left)

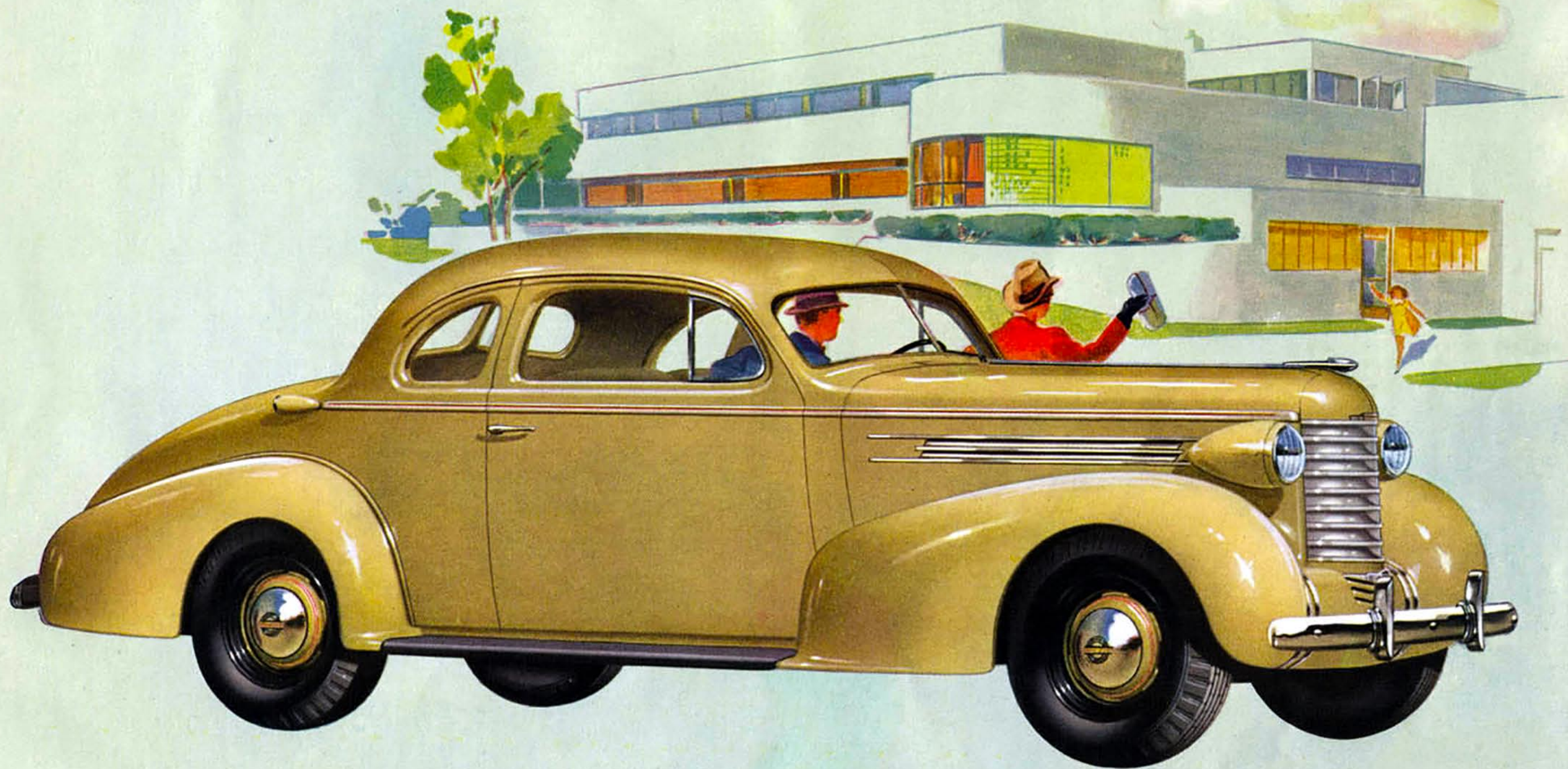
The Business Coupe carries the spare wheel, tire and tools behind the front seat in order to allow maximum storage space in the rear.

(center left)

The entire rear deck of the Business Coupe is available for storing luggage and samples. It actually has thirty cubic feet capacity.

(lower left)

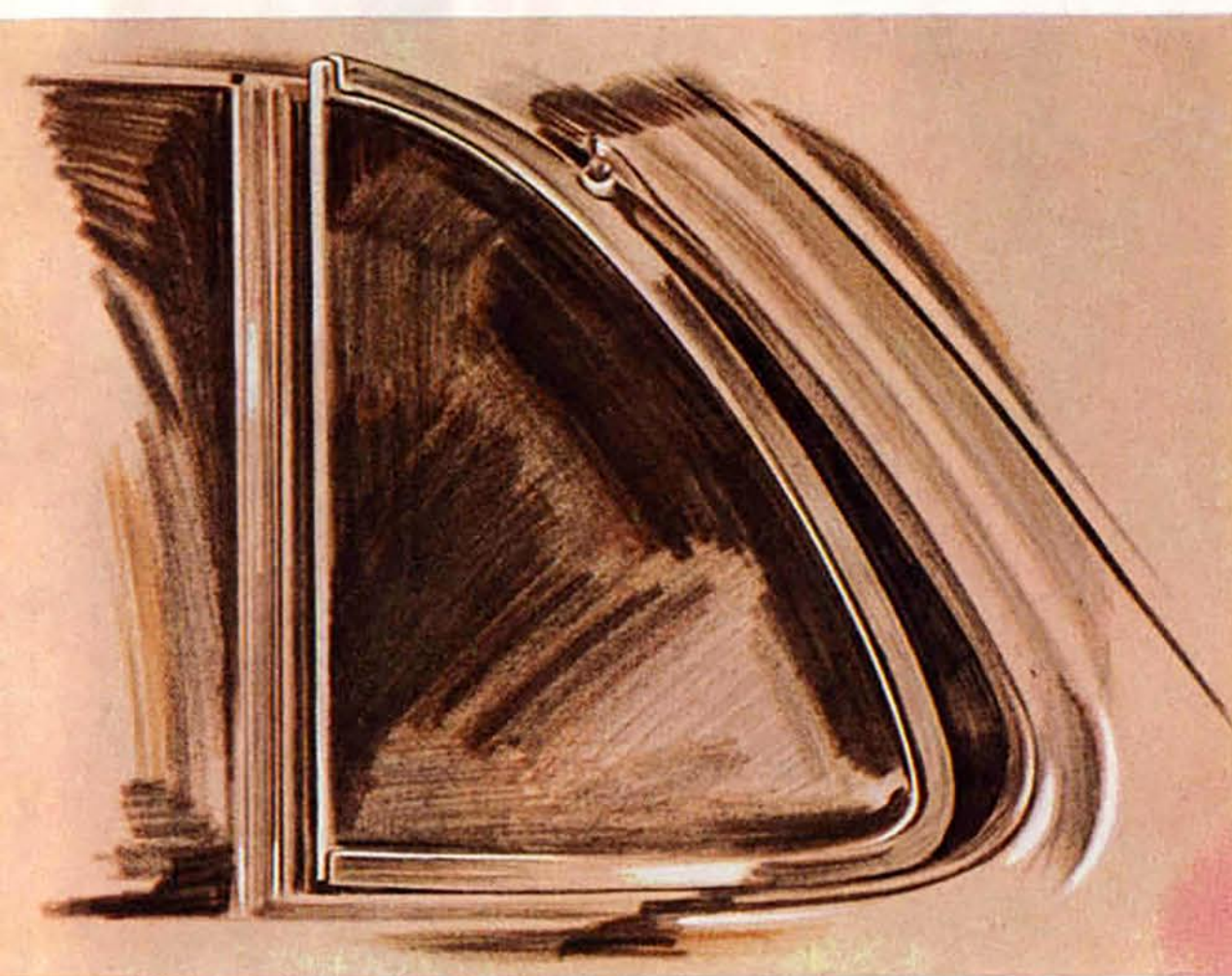
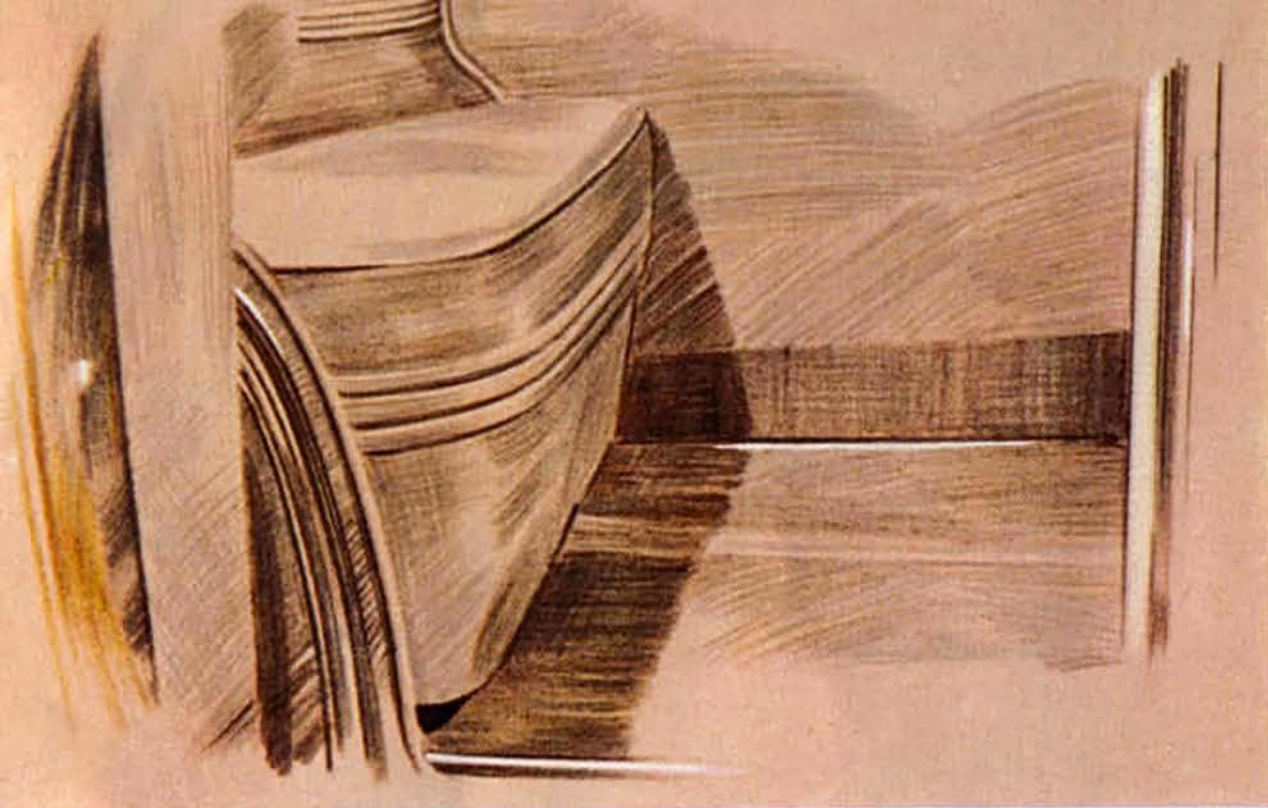
The instrument panel of the Oldsmobile Six is a handsome addition to the car's modern beauty as well as a highly efficient aid to driving.



The BUSINESS COUPE

The thorough dependability and all-round economy of Oldsmobile recommend it as an excellent car for business use. This model, with its unusually

large luggage space, serves business men especially well, and not only does it provide extra room throughout, but it is also a very comfortable car.



ROOMINESS

The Oldsmobile Six is big in every way. There is no skimping of room anywhere. The seats are so wide and comfortable that there is never any feeling of being cramped or crowded. There is ample leg room so that everyone can stretch out leisurely. And while the car is low in appearance and close to the road, there is plenty of head room inside. Seats are wide, luxurious and deep-cushioned. With this new measure of interior roominess, the Oldsmobile Six features unusually wide doors, exceptional visibility from within the car and many interior appointments for added comfort.



(upper left)

Note the broad, wide, deep-cushioned seats and the unobstructed floor. Three may ride here for many miles in perfect comfort. *Everywhere* inside this car there is an unusual amount of space.

(center left)

Genuine Fisher No Draft Ventilation, individually controlled, is another of Oldsmobile's delightful comfort features. Every passenger may enjoy fresh air without disturbing or harmful drafts.

(lower left)

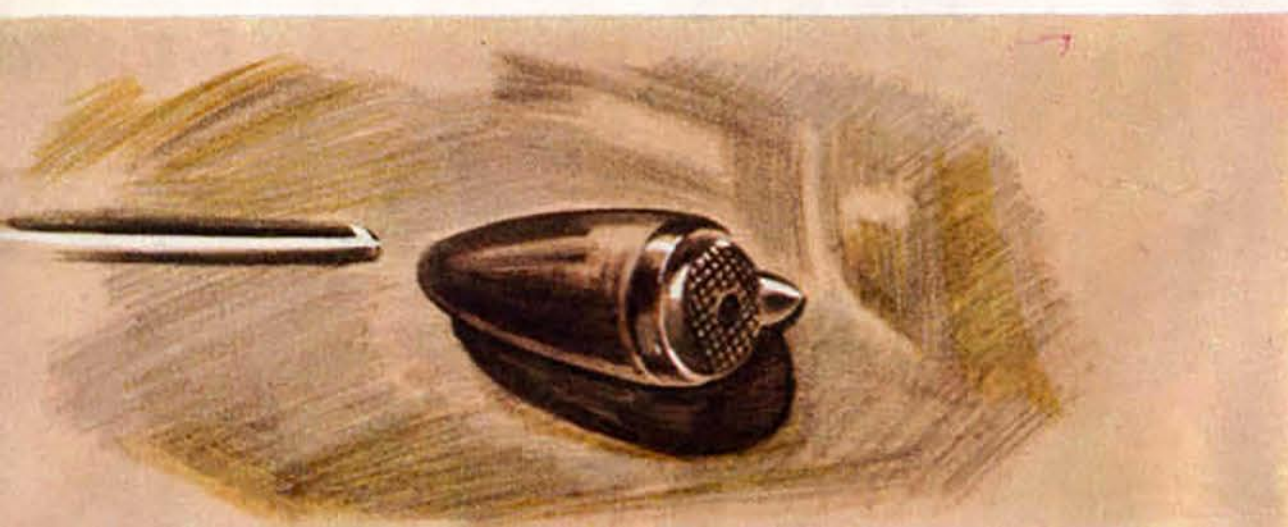
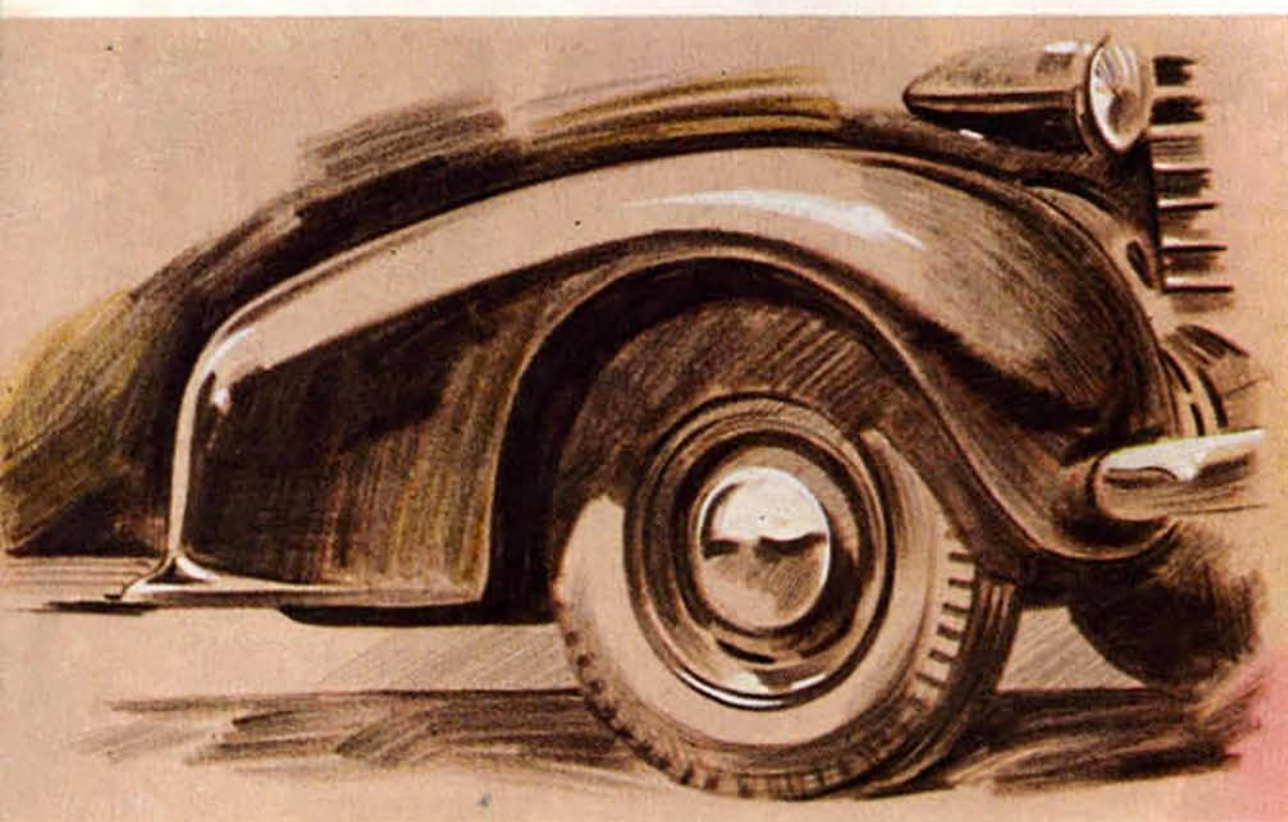
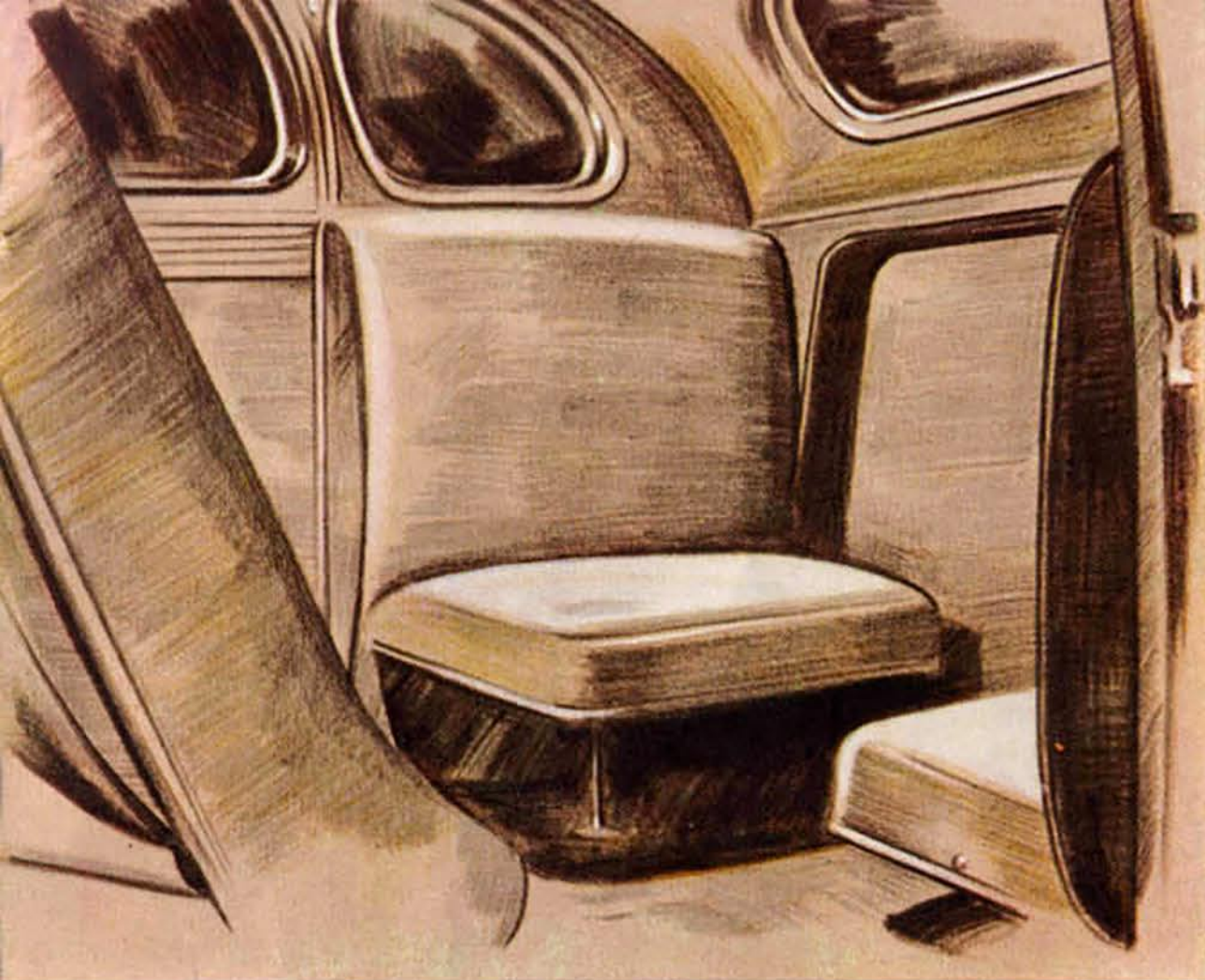
Large, upholstered, handle-shaped arm rests in the front compartment serve also as a handy aid to opening and closing front doors.



The FOUR-DOOR SEDAN

This popular model, with its particularly attractive, modern lines and its handsome appointments, is a splendid example of the exceptional

value which Oldsmobile can offer in fine economical transportation. Here is a car big in every way, with a ninety-five horsepower engine.



POWER

The Oldsmobile Six is an unusually powerful car, developing 95 brake horsepower. The flow of power is smooth and silent at every speed. The engine answers the accelerator with eager, swift response . . . carries the car through the thickest city traffic with agile ease . . . sends it over the steepest grades without faltering. And this power, for all the brilliance it brings to performance, serves you economically — with low gasoline and oil consumption and an absolute minimum of maintenance. This is the kind of automobile which you can *always* depend upon both for what it does and for what it saves.



(upper left)

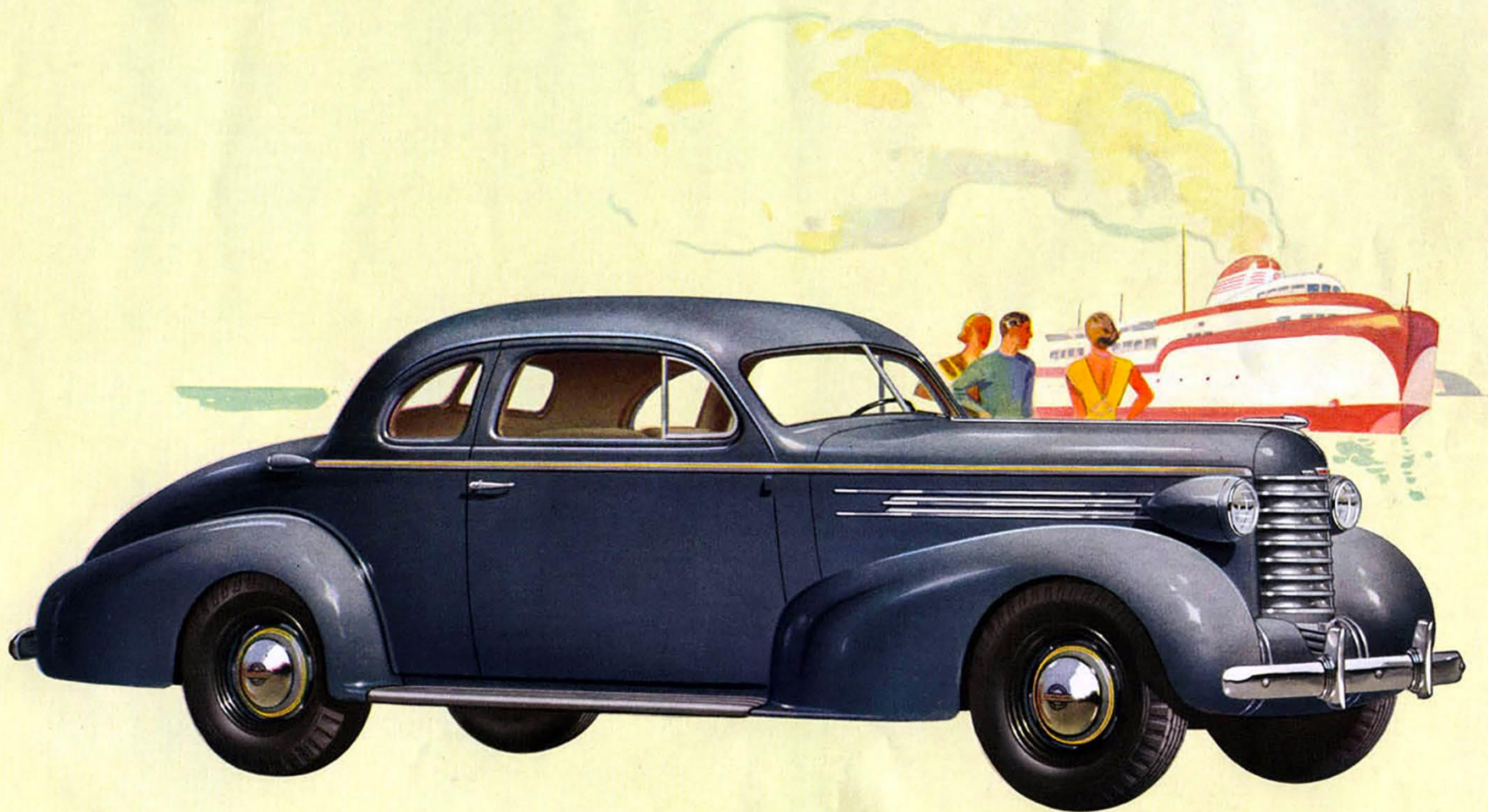
Behind the front seats of the Club Coupe is a spacious compartment equipped with two auxiliary, built-in, folding seats for extra passengers.

(center left)

Fenders are designed in the most advanced present-day fashion, to set off the smart, new, modern lines of the Oldsmobile Six.

(lower left)

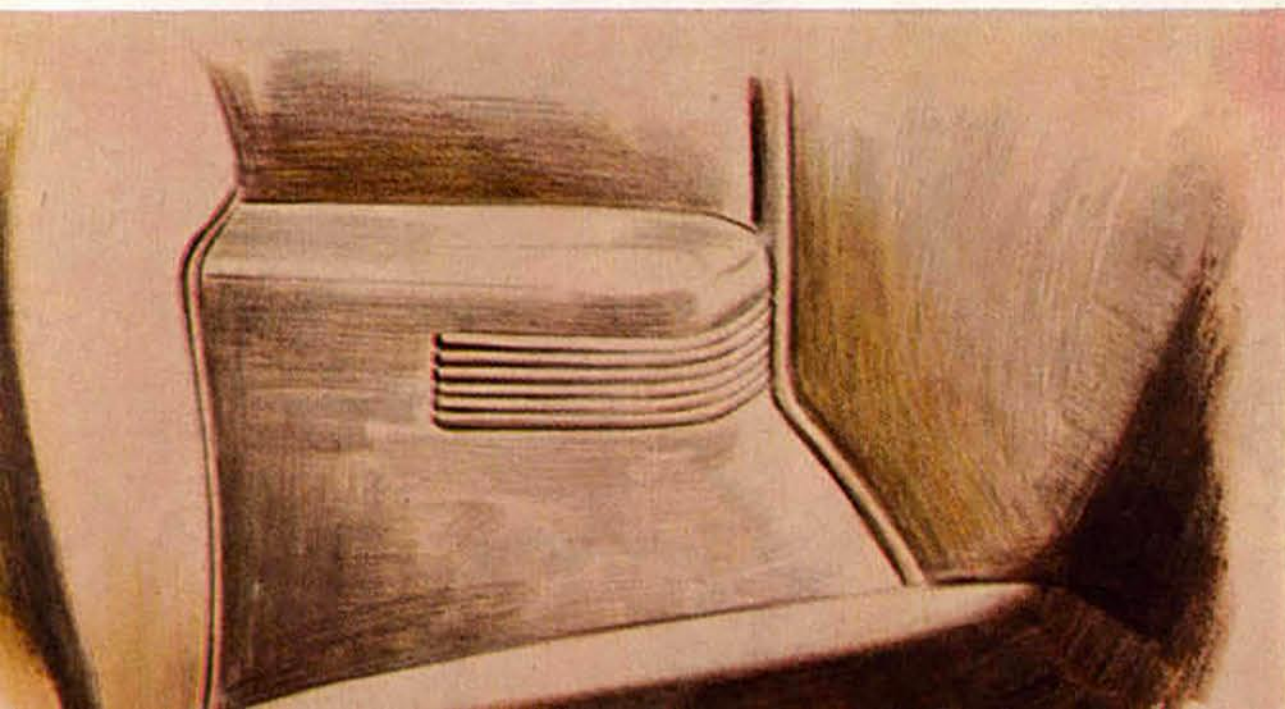
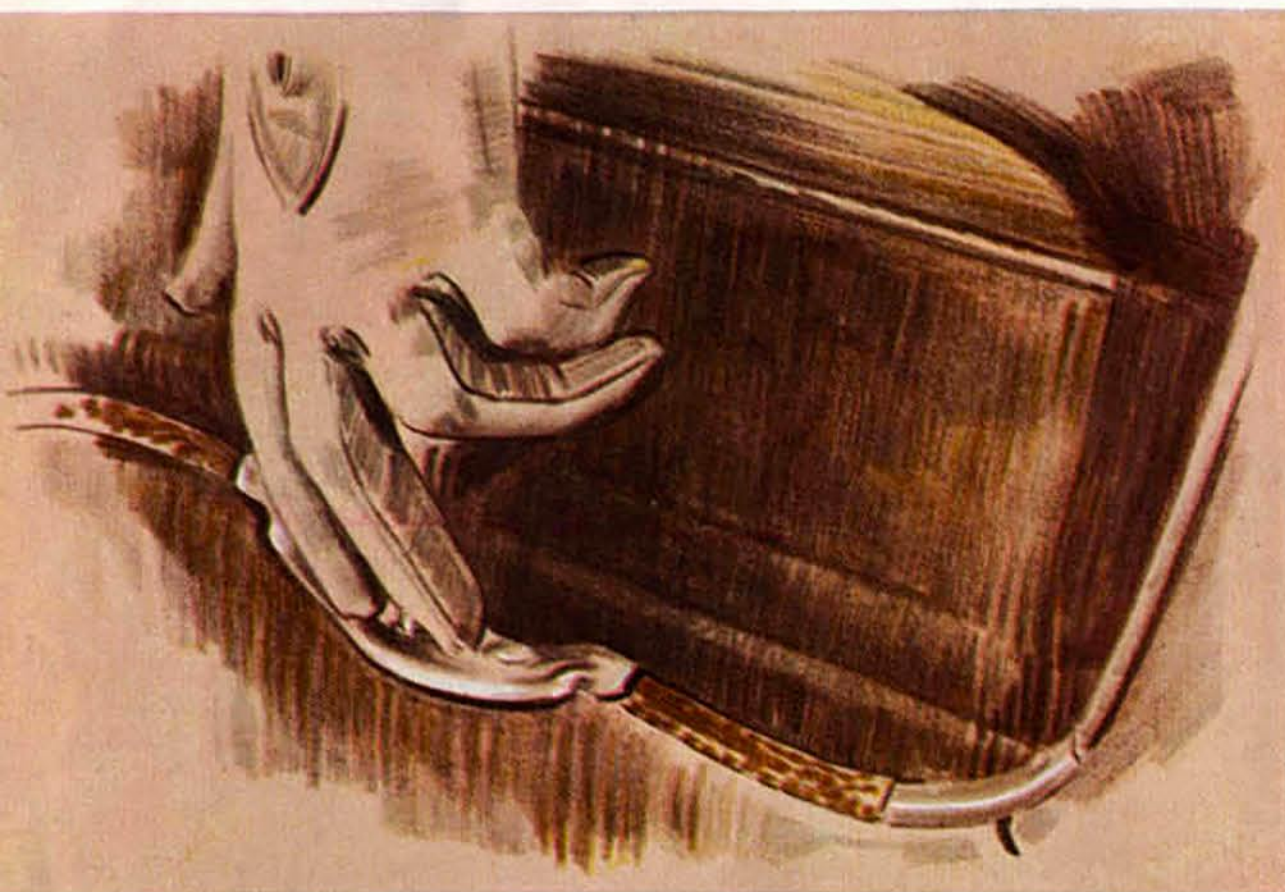
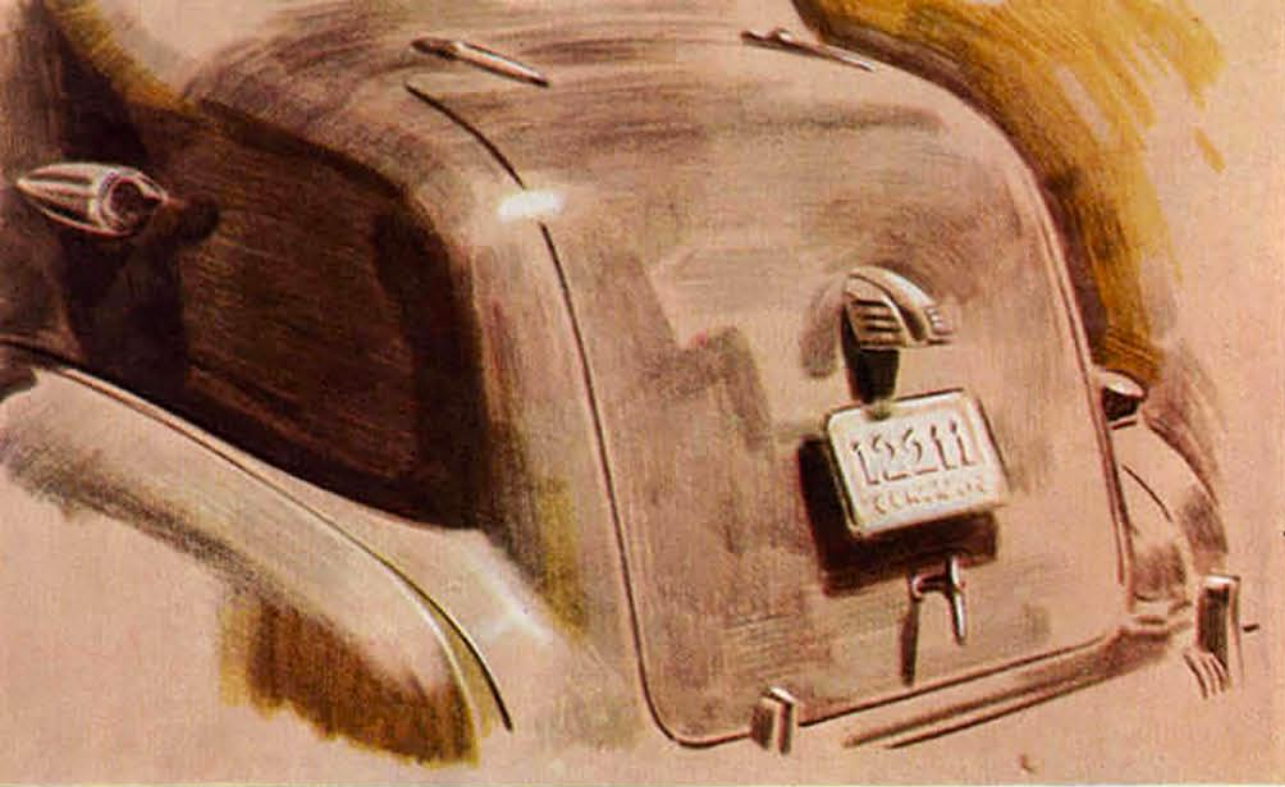
The rear contours are a new expression of streamlined design, exemplified by the dual tail and stop lights mounted high on each side.



The CLUB COUPE

This new model, popular for its dashing, fashionable lines, provides two interior auxiliary seats for extra passengers. They fold back in recesses

when not in use, to create a convenient, extra storage space. An ample rear deck compartment holds luggage, spare wheel and tire and tools.



LUXURY

True luxury is found in the Oldsmobile Six—the luxury of fine interior appointments and beautifully finished upholstery—and the luxury of restful riding and silken-smooth performance. Rarely, indeed, do you find a car of such modest price so completely fitted, so smartly tailored, so thoughtfully designed for comfort and so extraordinarily spacious throughout. Seats are form-conforming and are pitched at exactly the right angle. Built-in arm rests are provided, front and rear. Here, in reality, is the all-round luxury and unskimped quality that are found usually only in cars that cost a great deal more.



(upper left)

The beautiful, flowing rear body contours of the Oldsmobile Six are in every way a fitting complement to its dashing, modern style.

(center left)

This front seat is adjustable to any leg-length. As the seat comes forward, the back rises—to provide a position of greater comfort.

(lower left)

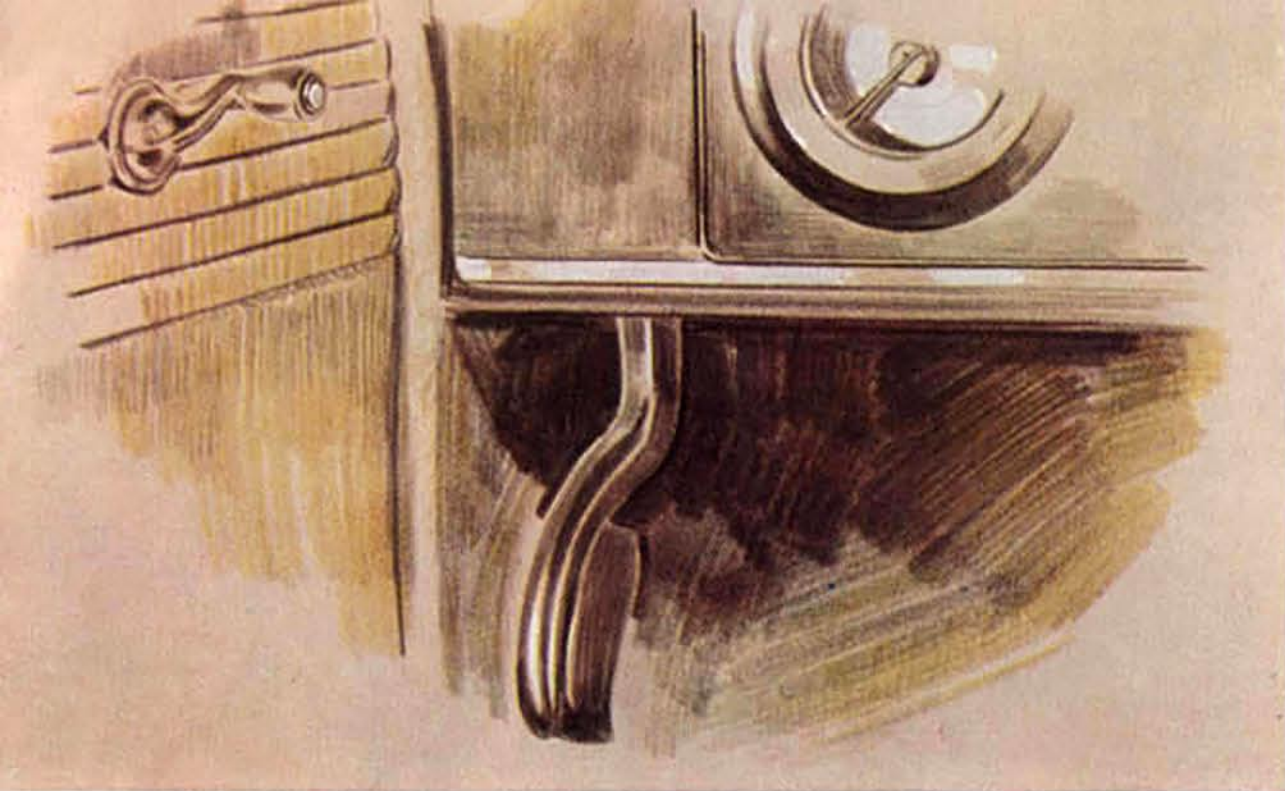
The arm rest and handsome interior appointments of the Oldsmobile Six illustrate the care taken to create a thoroughly fine automobile.



The FOUR-DOOR TOURING SEDAN

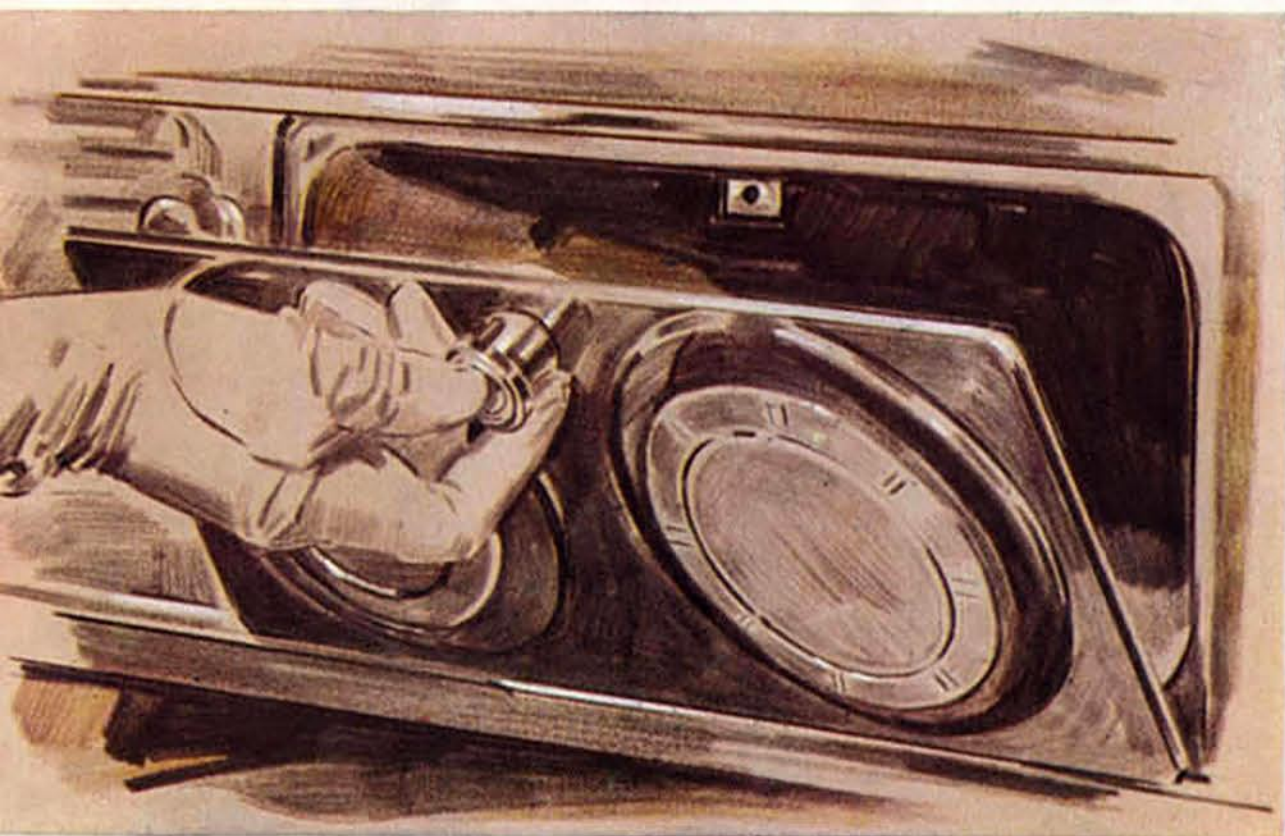
This large, high-powered, roomy model is especially popular as a family car—both for the finished beauty of its modern lines and

its spacious comfort. There is an unusually large, well-arranged, built-in compartment in the rear for necessary luggage and spare tire.



PERFORMANCE

Able is the word that describes the performance of the Oldsmobile Six. This exceptionally capable car, through advanced engineering and quality manufacture, brings you all-round performance rarely experienced in an automobile so moderately priced. Lightning getaway, thrilling speed and remarkably smooth, easy travel are here to please you. Here, too, are unusual oil and gas economy and the final test of any car's performance — *dependability*. Back of this car are forty years of experience in building real reliability into an automobile. The Oldsmobile you buy today will serve you brilliantly, faithfully for a long time to come.

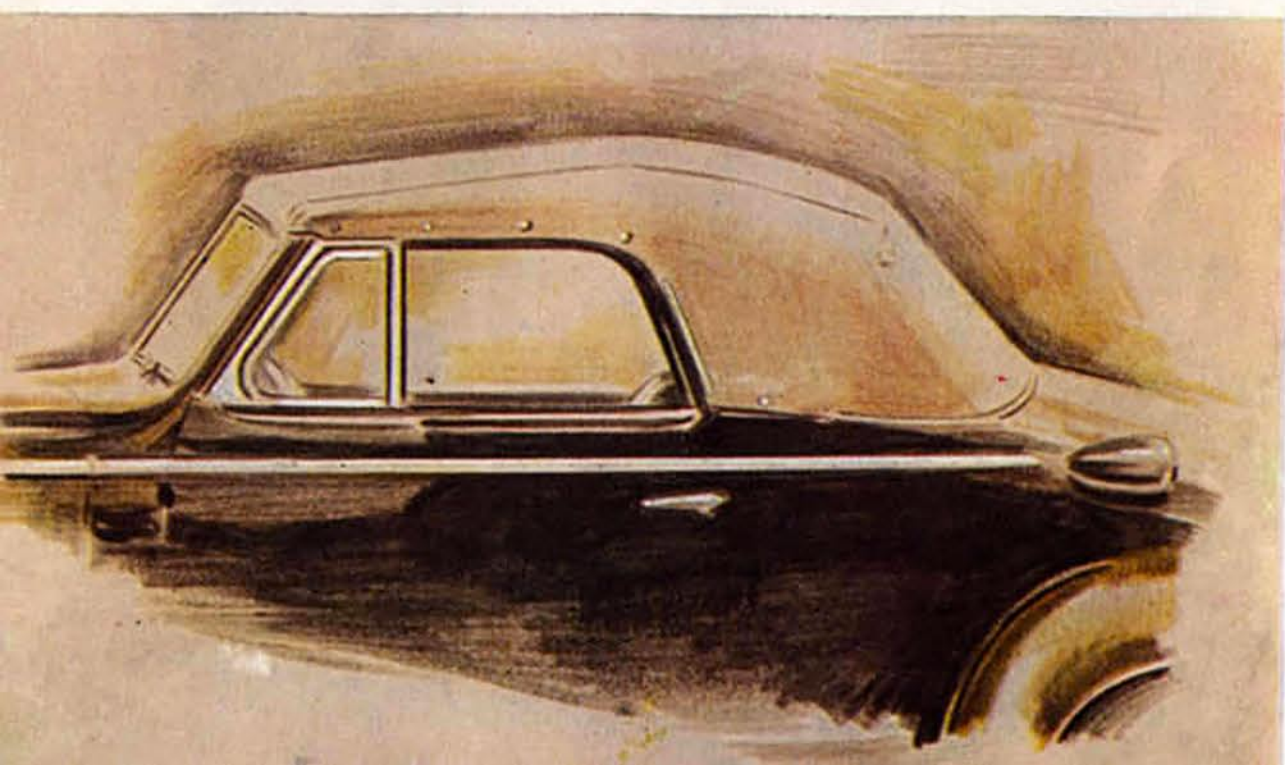


(upper left)

The hand brake is conveniently located under the dash at the left of the driver . . . giving more room for all passengers in front.

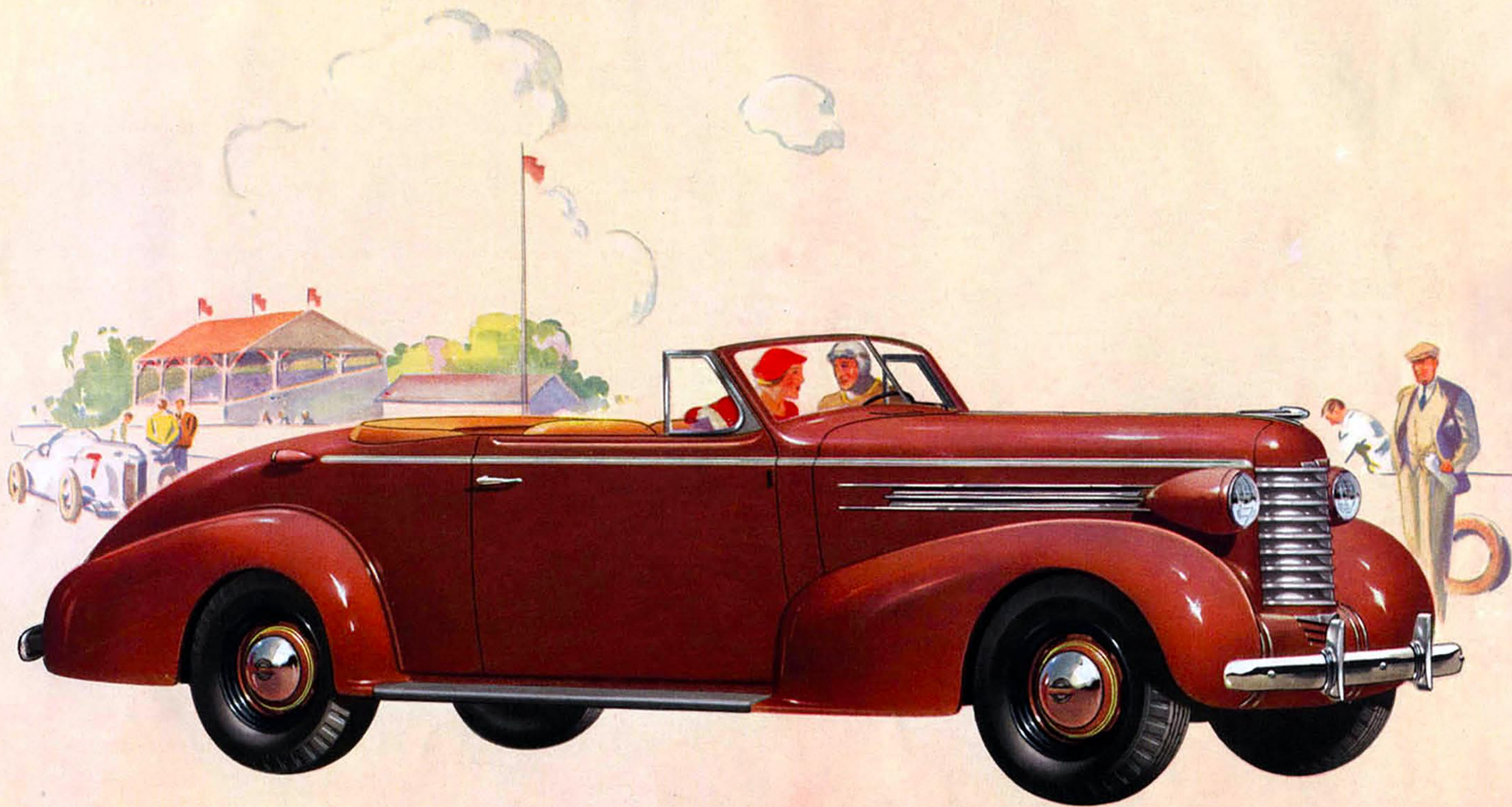
(center left)

A spacious parcel compartment is located at the right of the instrument panel. It is equipped with a special lock, for safety.



(lower left)

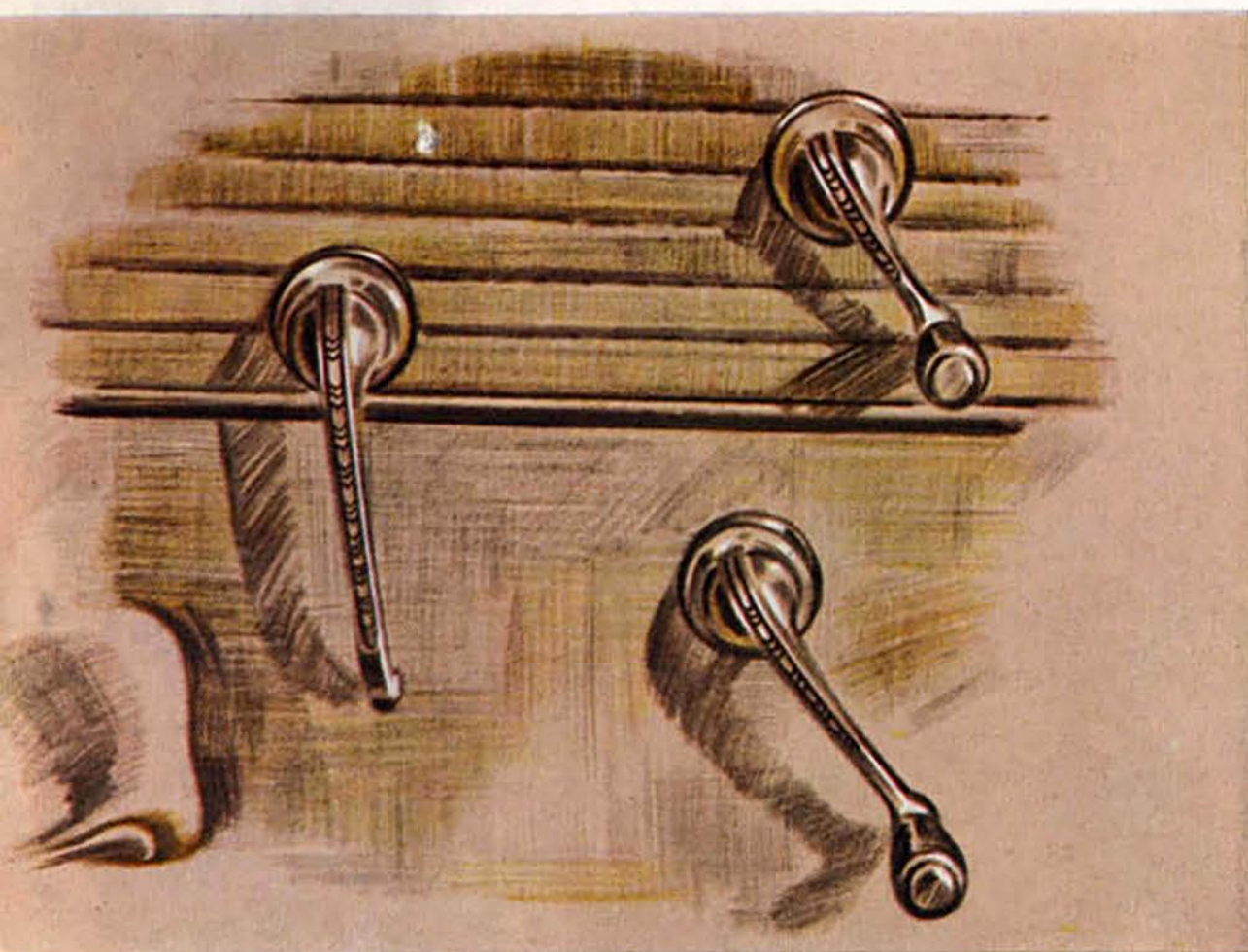
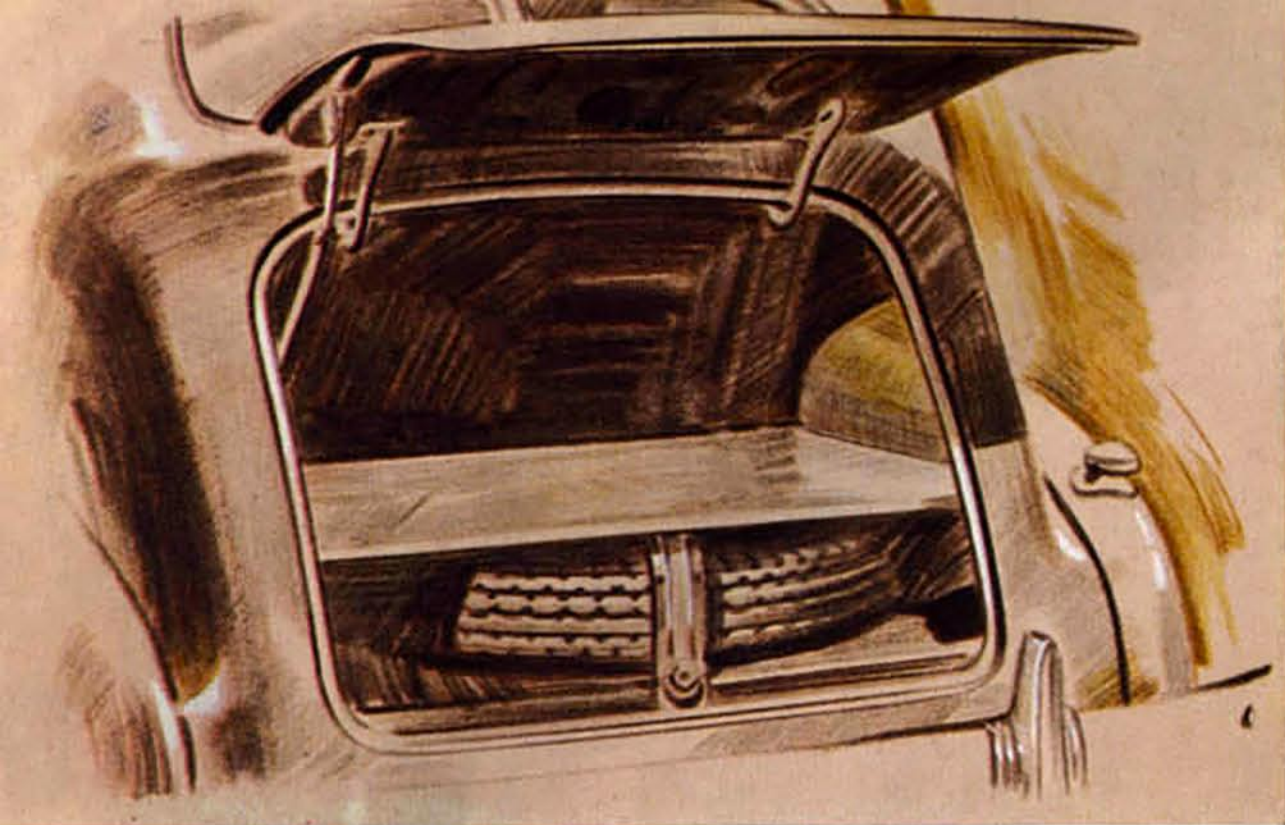
The Convertible Coupe is a very comfortable, snug automobile with its top raised—and a particularly smart sport car with top down.



The CONVERTIBLE COUPE

A spirited, youthful car is this smart coupe—a rakish roadster open to the sun and the air, or a weather-tight closed car at will. Both the

driver's compartment and the wide rear deck seat provide roomy, easy-riding comfort. Luggage space is located behind the front seat.



SAFETY

Nowadays, no feature is more important than *Safety*... That is why Oldsmobile has made safety a first essential of design and construction. Here in this thoroughly modern car, you find the new Unisteel Turret Top Fisher Body; X-type frame with I-beam cross members; self-energizing, completely sealed Super-Hydraulic Brakes; Dual Ride Stabilizers and Center-Control Steering; and Safety Glass standard throughout in all models. Oldsmobile has made every possible provision for your security —has provided every driving aid for your peace of mind. As a matter of fact, you can be assured that there is no safer car on the highways today than the Oldsmobile Six!



(upper left)

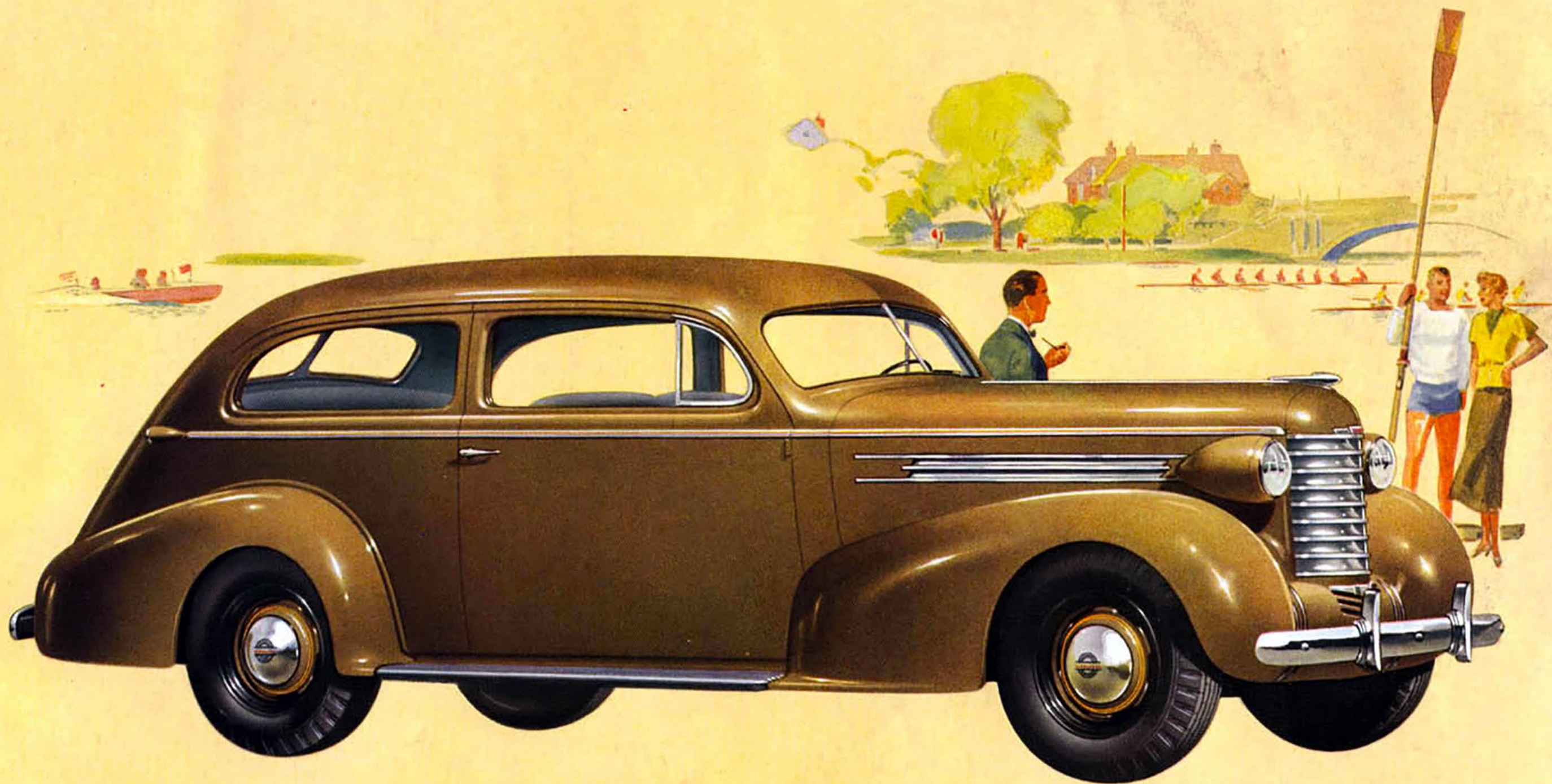
The rear compartment provides a remarkable amount of storage and luggage space and, in addition, carries the spare tire.

(center left)

Distinctive hardware, beautifully wrought in rich chromium, is another fine-car feature that distinguishes the Oldsmobile Six.

(lower left)

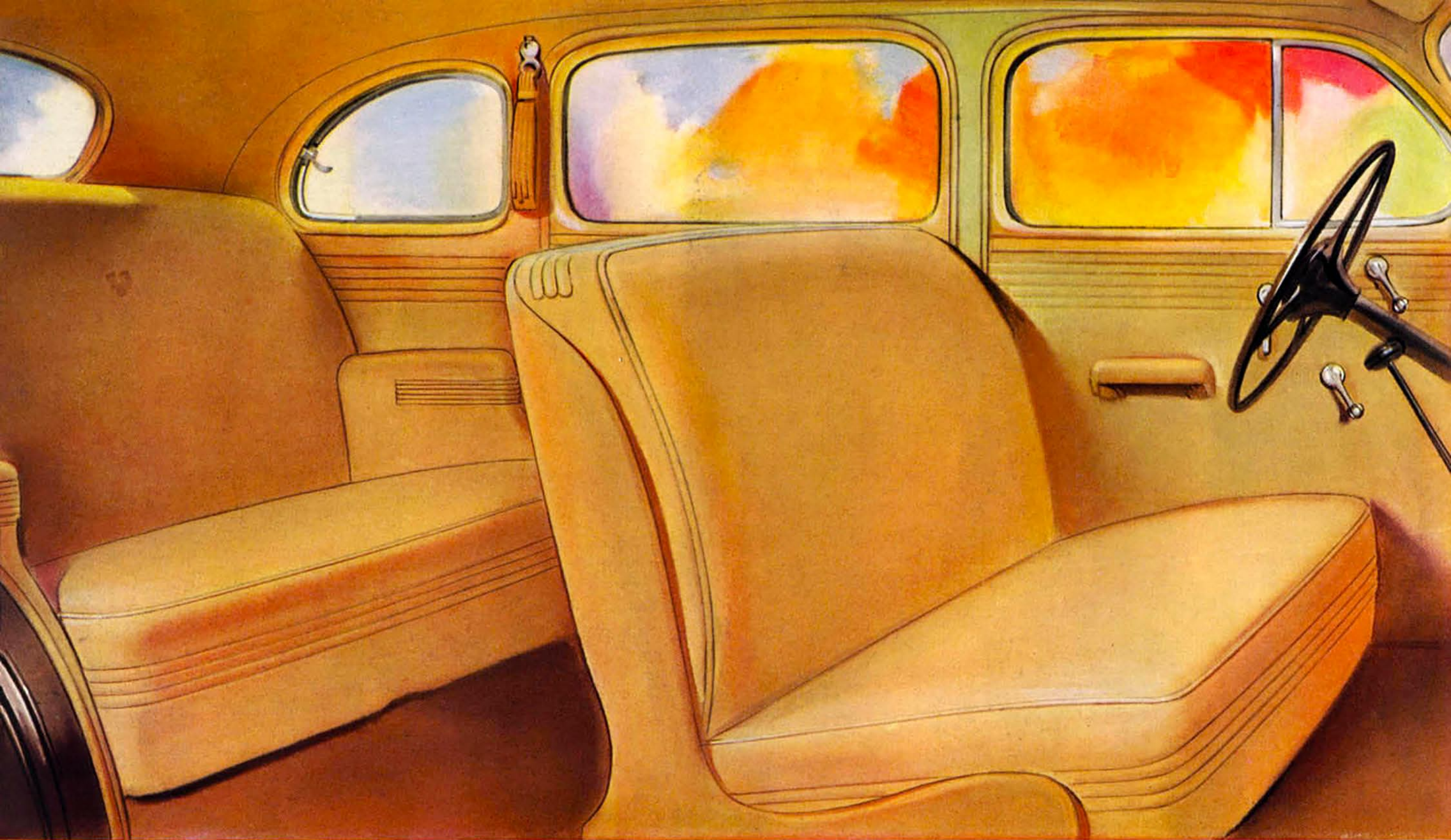
Streamlined rear contours, tail light design, chrome trim and bumper illustrate again the genuinely distinctive styling of the Oldsmobile Six.



The TWO-DOOR SEDAN

A specially attractive model, as practical as it is good to look at. Roomy, high-powered, with long, fleet lines, this Oldsmobile has found favor

everywhere. Divided, sedan-type front seat for easy entrance to the rear compartment. Large space in the rear deck for luggage.



INTERIORS ARE RICHLY APPOINTED

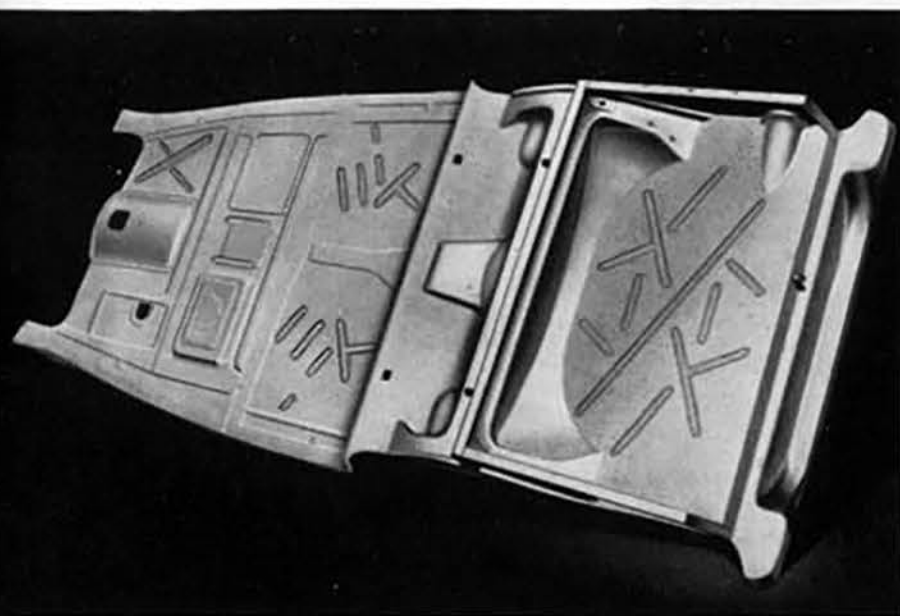
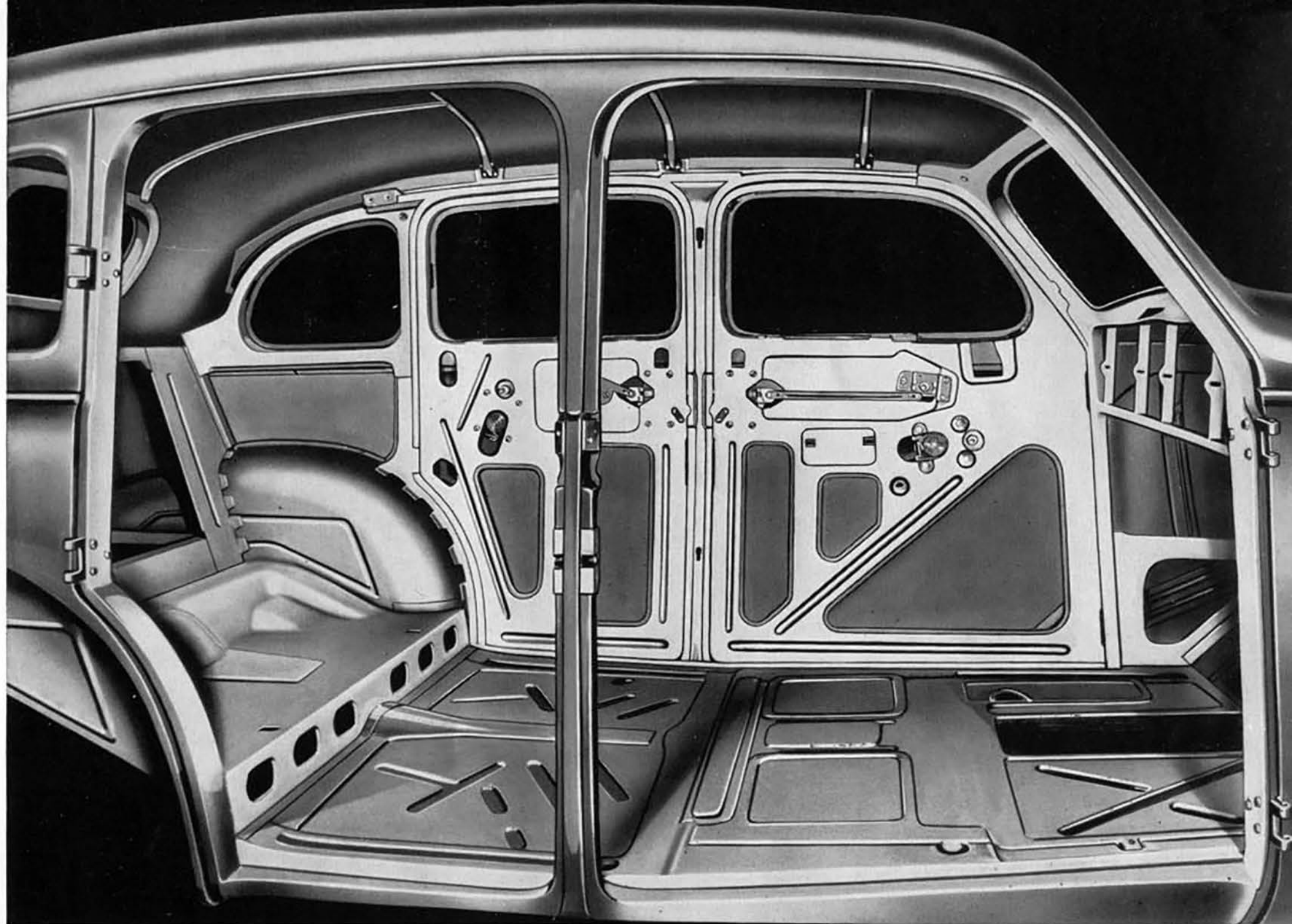


The Oldsmobile Six is luxuriously upholstered and appointed in character. The smartly tailored cushions are of the pillow type . . . found in exclusive custom bodies and used only in the finest of furniture. The high-grade fabrics used in the Oldsmobile Six come in a choice of excellent quality tan cloth or in rich taupe mohair for seat coverings. Cushion construction,

arm rests, every item of hardware—all express the best modern taste—the very broad, deep, form-fitting seats, the wide, unobstructed floors, the distinctive hardware, the many appointments which add immeasurably to convenient motoring—are all here to make your Oldsmobile Six the most restful riding, most thoroughly satisfactory automobile you have ever owned.

UNISTEEL BODY BY FISHER

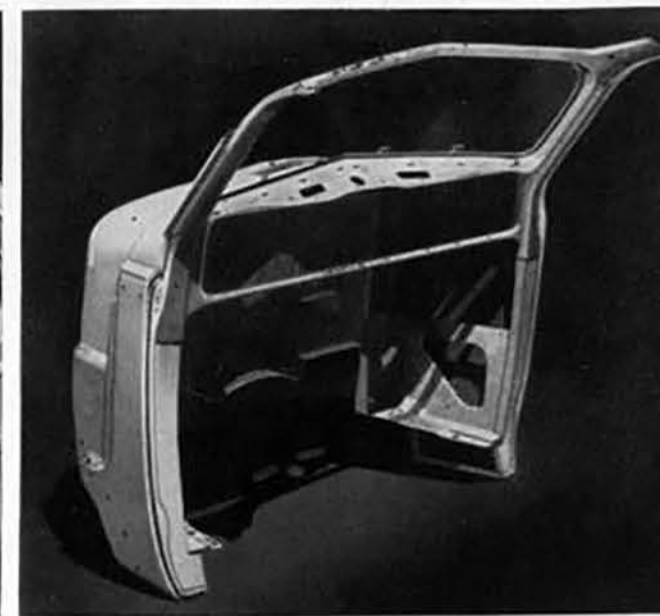
The entire body, both framework and panels, is welded into an integral unit of solid steel. The structural frame, or inner steel skeleton, is designed to provide the utmost in strength, rigidity and durability. The body panels are formed of heavy gauge steel. Scientific insulation insures complete freedom from body noises.



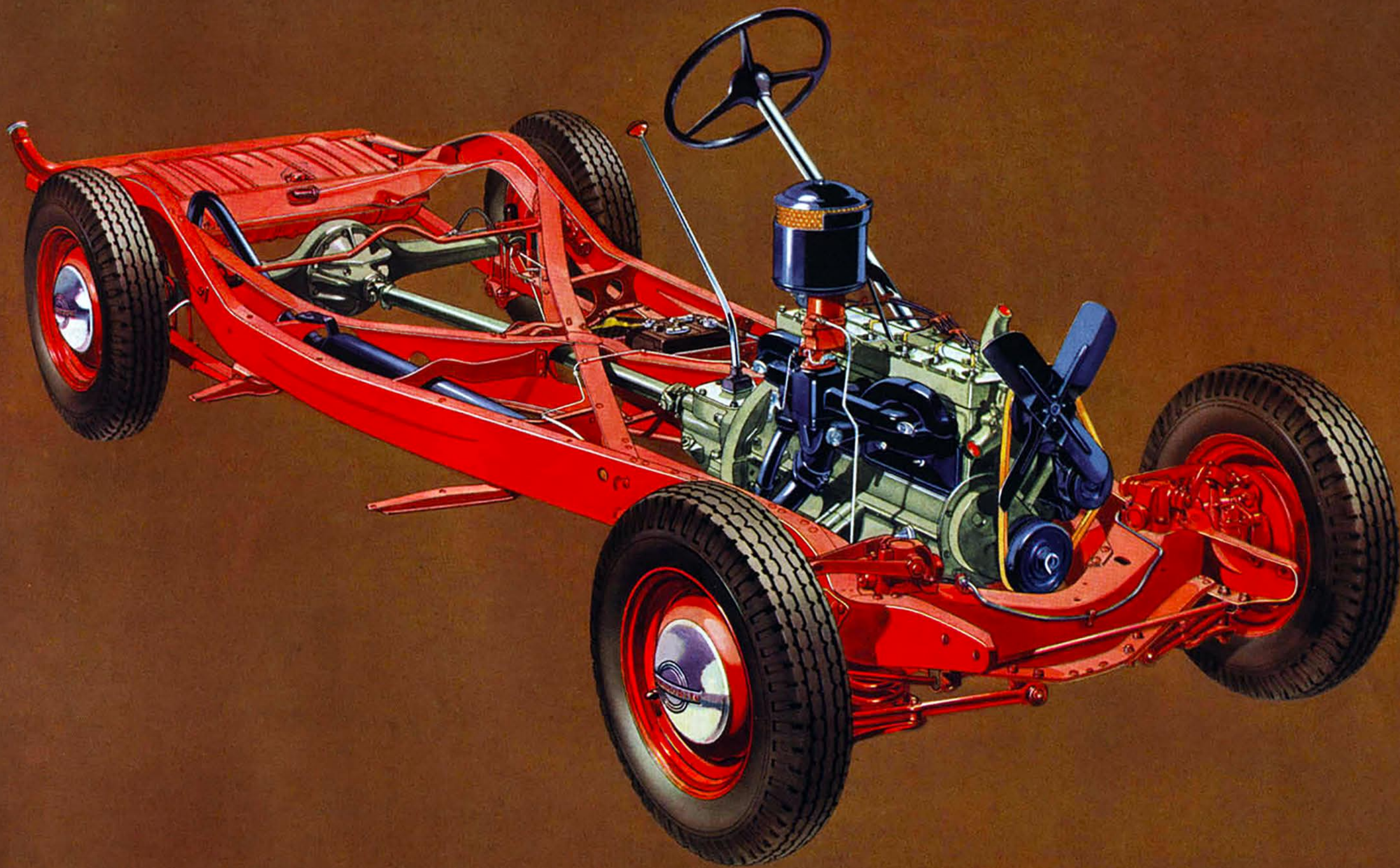
A SOLID STEEL FLOOR BENEATH YOU—The solid steel floor is fabricated from heavy gauge steel welded into one piece. It is ribbed and stamped and reinforced at vital points by U-shaped steel cross bars.



THE FAMOUS FISHER TURRET TOP is made of solid steel and bonded by welding to the big steel body panels to form a continuous, extremely secure steel casing. The roof, itself, is reinforced with rubber-insulated steel cross bows which are welded to the steel inner-body frame.



ONE-PIECE COWL ASSEMBLY—An all-steel cowl, welded into one complete unit, gives added strength and rigidity to the entire body structure.



OUTSTANDING CHASSIS FEATURES

1. 95 Horsepower, Six-Cylinder Engine. 2. I-Beam, X-Type Frame. 3. Knee-Action Wheels. 4. Center-Control Steering. 5. Dual Ride Stabilizers. 6. Stabilized Propeller Shaft. 7. All-Silent, Syncro-Mesh Transmission. 8. Seven-Bearing Rear Axle. 9. Triple-Sealed, Super-Hydraulic Brakes. 10. Cast-Iron Braking Surfaces. 11. Safety-Steel Wheels. 12. 16 x 6.50 Oversize Tires. 13. Double-Action Shock Absorbers, Front and Rear.

14. Mechanical Emergency Brake. 15. Tri-Cushion Engine Suspension. 16. High Efficiency Cylinder Head. 17. Air-Cooled Generator. 18. Light Weight, Long Life Pistons. 19. Built-in Automatic Choke. 20. Vacuum Spark Control and Fuel Saver. 21. Valves and Cylinders completely water-jacketed. 22. Air-Cooled Fuel Pump. 23. Leak-Proof, Ball-Bearing Water Pump. 24. Positive Pre-engagement Starter.

KNEE-ACTION WHEELS AND BALANCED SPRINGING—Oldsmobile's famous Knee-Action Wheels, with their free-acting, resilient coil springs, result in remarkable riding comfort for both front and rear-seat passengers. They are also an important factor in safety, roadability and handling ease.



DUAL RIDE STABILIZERS—Oldsmobile's fine roadability and stability are further improved by two Ride Stabilizers (or sway eliminators), one at the front of the chassis and one at the rear. They eliminate sidesway, body roll and result in better car control at high speeds or when rounding curves.



BIG LOW-PRESSURE TIRES—To assure maximum riding comfort, Oldsmobile is equipped with 16 x 6.50 oversize balloon tires, carrying 24 pounds air pressure in front and 28 pounds in rear tires. These low air pressures provide an additional cushioning effect, absorbing minor shocks and road vibrations. Increased traction gives greater roadability and adds to safety in wet weather.



DOUBLE-ACTION HYDRAULIC SHOCK ABSORBERS—Double-action hydraulic shock absorbers, front and rear, are standard equipment on the Oldsmobile Six. They control spring action and the resultant frame movement in both directions, providing a smooth, comfortable ride, even on rough roads.



SCIENTIFIC WEIGHT DISTRIBUTION—The seats are placed well forward in the Oldsmobile Six so that all passengers are cradled between the front and rear wheels. Weight is evenly distributed to provide uniform spring action.

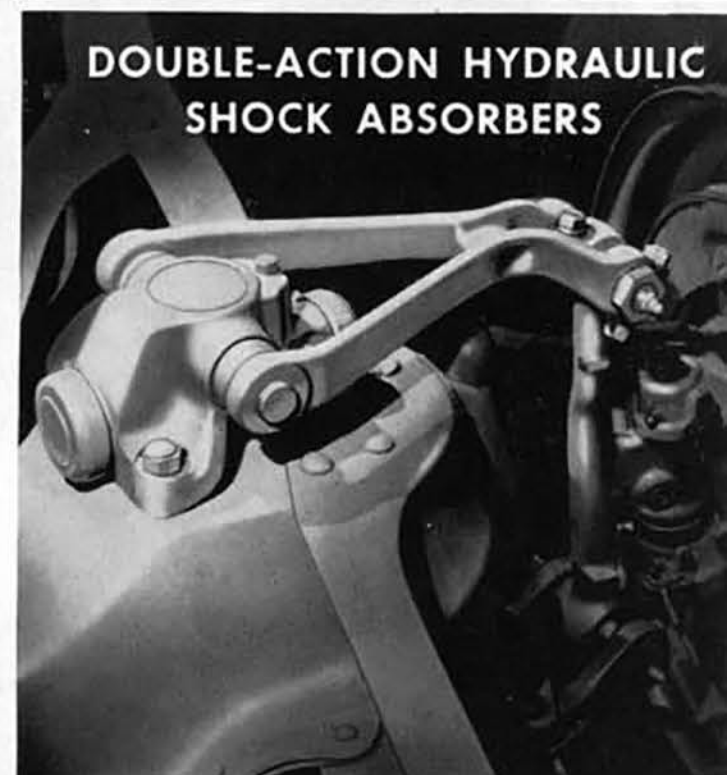
(See specifications on page 27)



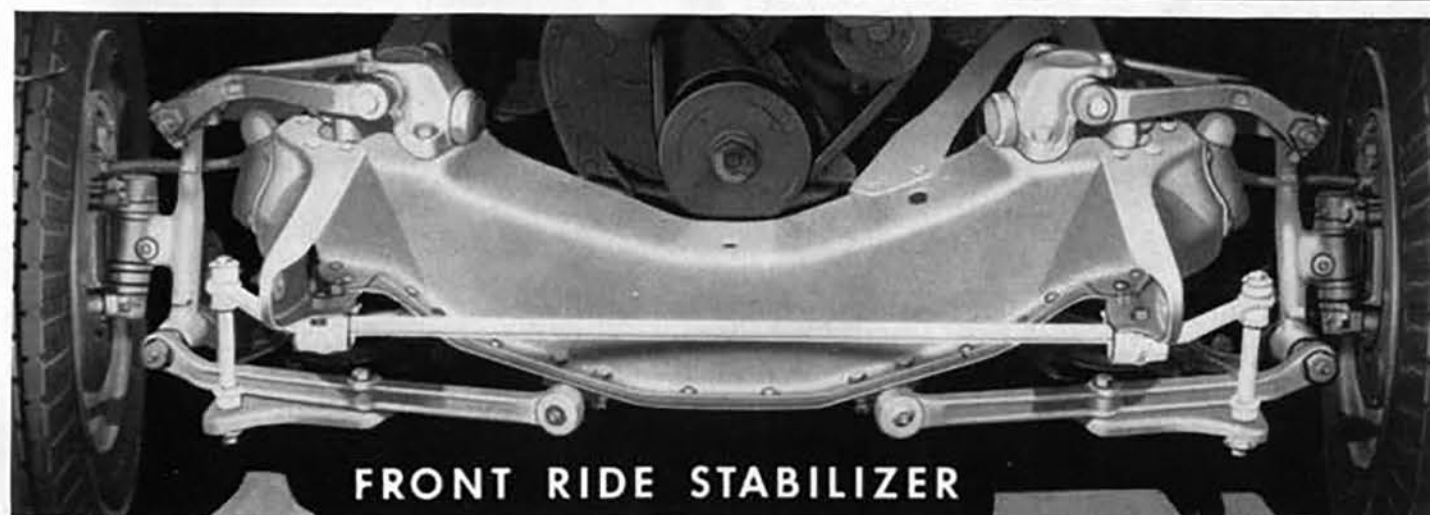
SCIENTIFIC WEIGHT DISTRIBUTION



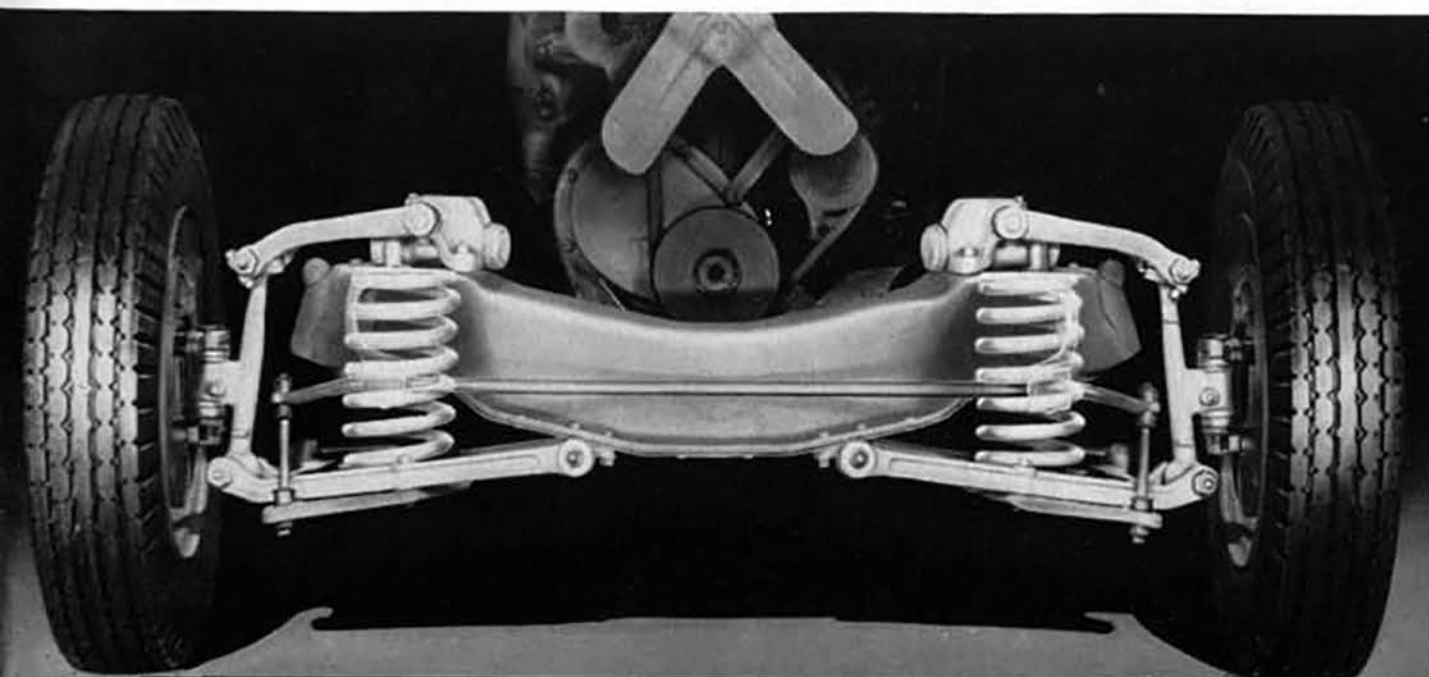
BIG LOW-PRESSURE TIRES



DOUBLE-ACTION HYDRAULIC SHOCK ABSORBERS



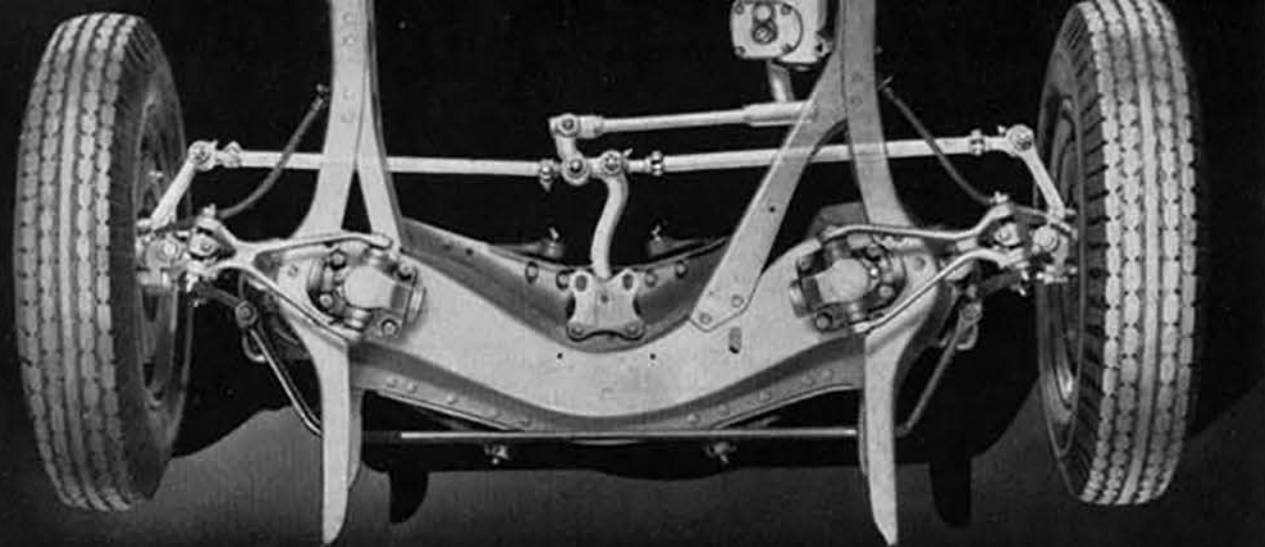
FRONT RIDE STABILIZER



KNEE-ACTION WHEELS AND BALANCED SPRINGING



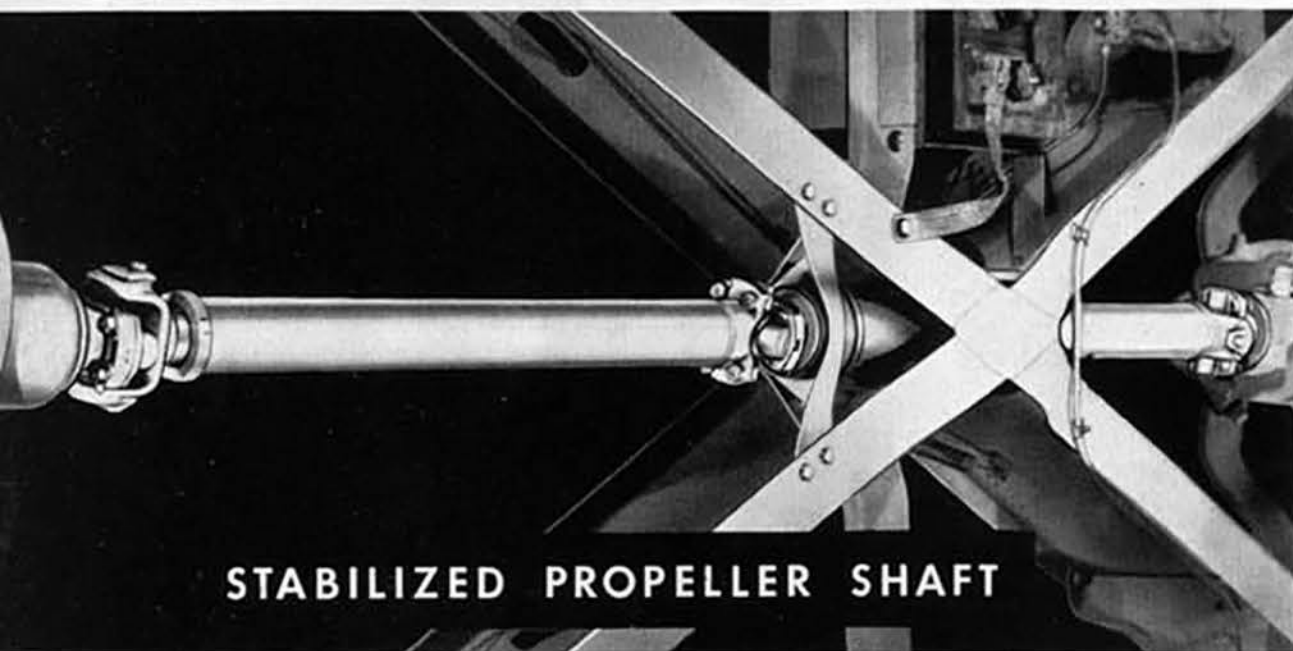
REAR RIDE STABILIZER



CENTER-CONTROL STEERING

CENTER-CONTROL STEERING—Steering effort is applied from a central point through steering arms of equal length. The worm and double-roller steering gear seldom requires adjustment and steering is both effortless and positive. Parking is simplified. Oldsmobile steering is certain, easy and accurate at touring speeds and on curves.

♦ ♦ ♦



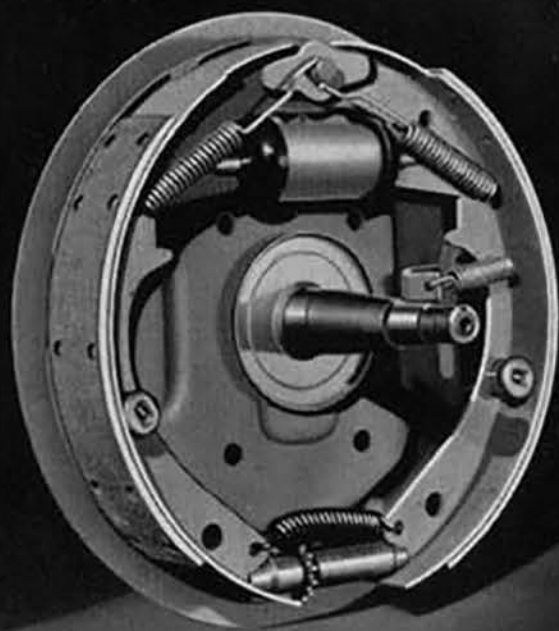
STABILIZED PROPELLER SHAFT

STABILIZED PROPELLER SHAFT—One of the outstanding features of the Oldsmobile Six chassis is the stabilized propeller shaft which is remarkably sturdy and free from vibration. The three universal joints are of the roller-bearing type. They are lubricated and permanently sealed at the time of manufacture to forestall need of maintenance.

♦ ♦ ♦

TRIPLE-SEALED SUPER-HYDRAULIC BRAKES—Oldsmobile's self-energizing hydraulic brakes offer outstanding advantages in safety and ease of operation. Braking action is positively equalized because all brake shoes are brought into contact with the brake drums simultaneously. Drum braking surfaces are of cast iron. Linings are of superior quality and have extremely long life. The brakes are equipped with three-way seals which prevent dirt, mud or water from reaching the mechanism.

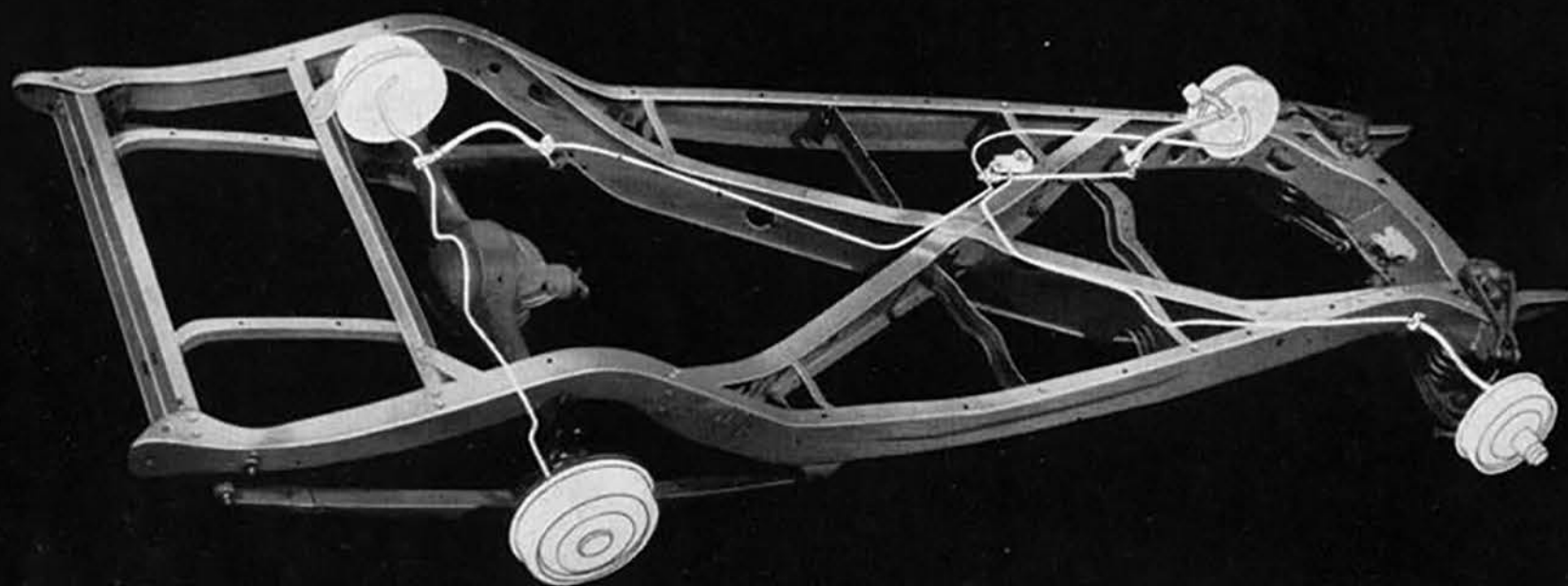
(See specifications on page 27)



SELF-ENERGIZING BRAKES



TRIPLE SEALED



SUPER-HYDRAULIC BRAKES

I-BEAM X-TYPE FRAME—Great torsional rigidity is imparted to the frame of the Oldsmobile Six by the use of sturdy "skyscraper" type I-Beams in its X-type construction. Additional strength is gained by incorporating three sets of cross-members between the side rails and the X-member. Diagonal corner braces add further to the frame's exceptional rigidity. The side rails are varied in width to conform to the curved body contours.



7-BEARING REAR AXLE—7 anti-friction bearings are used in the construction of this unusually sturdy axle, insuring long life and a minimum of rolling resistance. The oversize axle shaft is of integral flange-type construction. Wheel bearings are larger and are permanently lubricated.

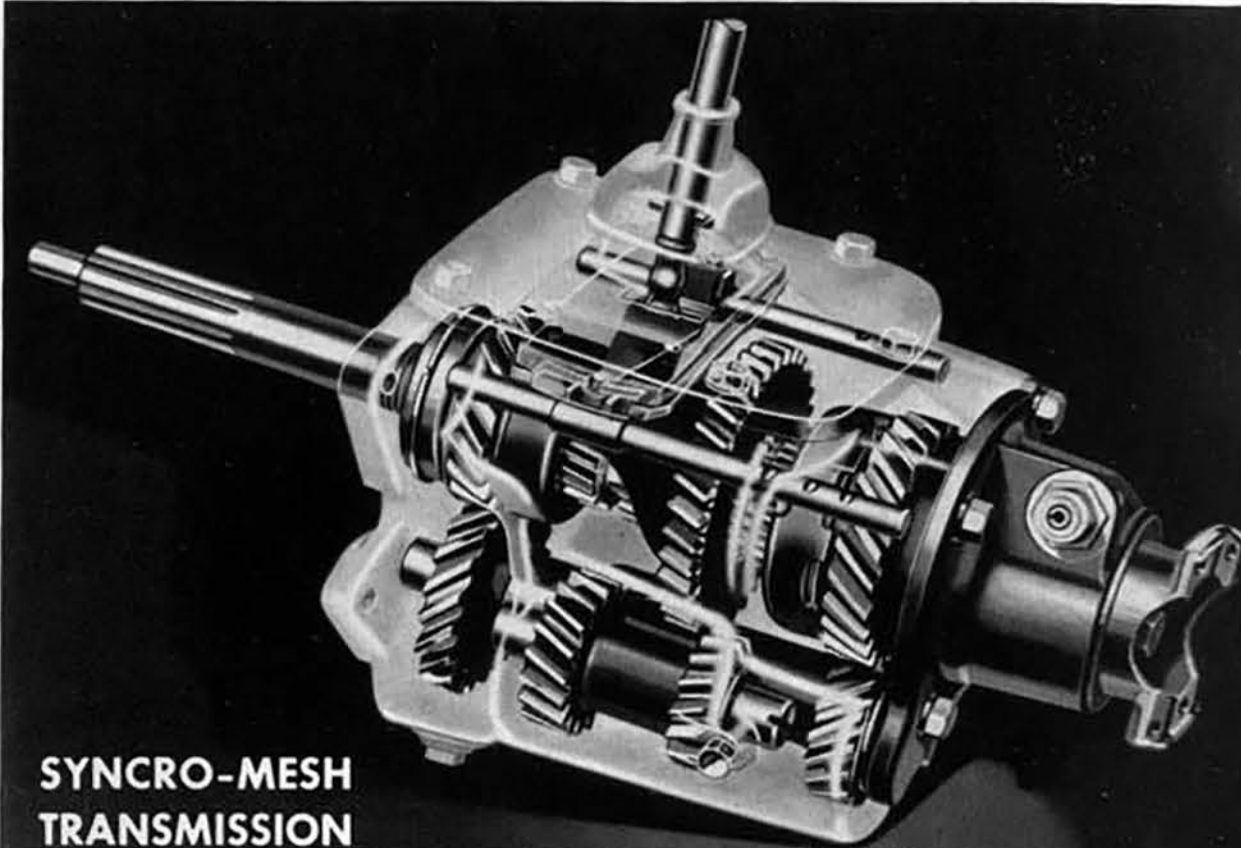


ALL-SILENT SYNCRO-MESH TRANSMISSION—Oldsmobile's Syncro-Mesh Transmission makes gear shifting easy, quick and quiet in all gears and at all speeds—a definite contribution to safety and driving ease. It is possible to shift instantly even from high to second without noise or clashing of gears. This silent transmission is a proven feature, used for years on Oldsmobile cars. It provides positive, quiet meshing by bringing all gears to exactly the same rotating speed just before the shift is completed.

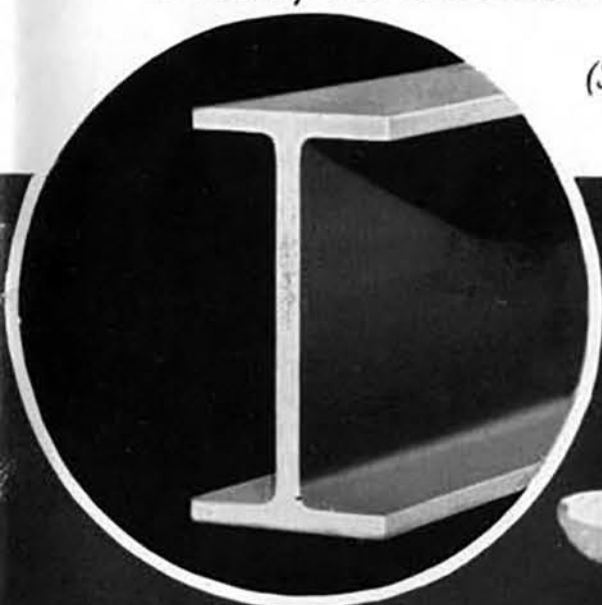
(See specifications on page 27)



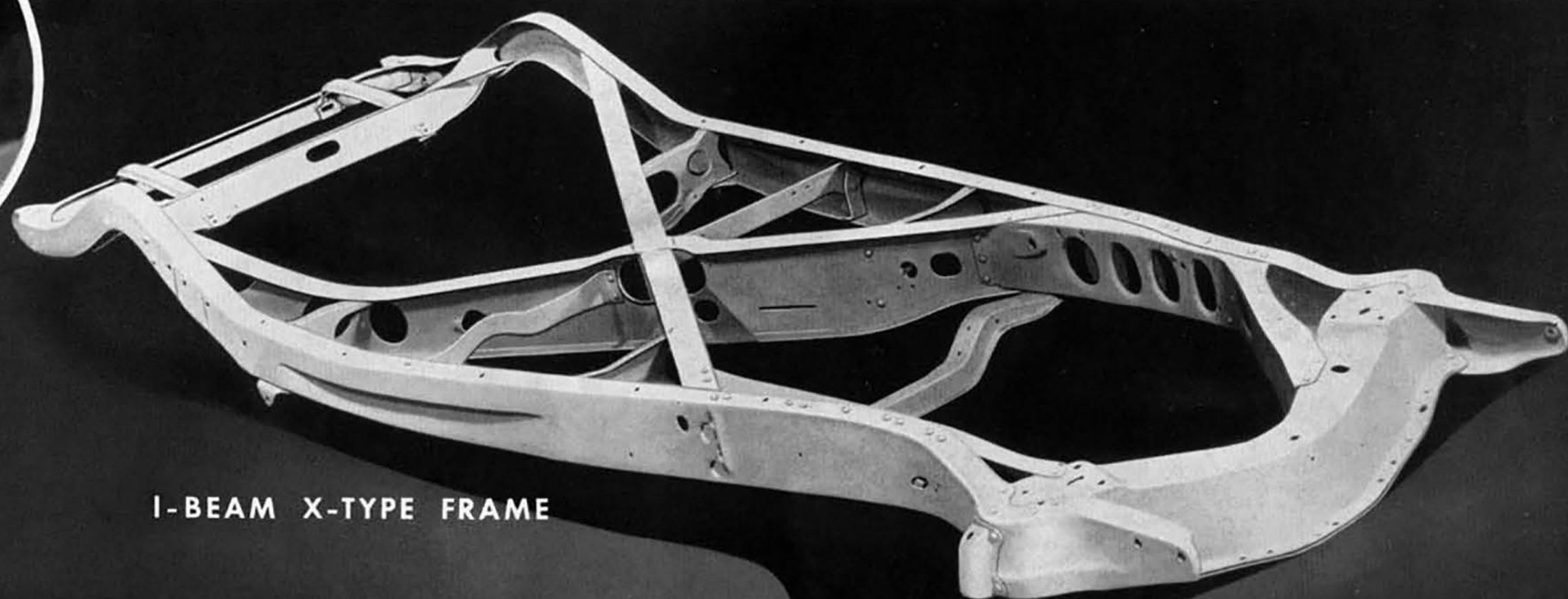
7-BEARING REAR AXLE



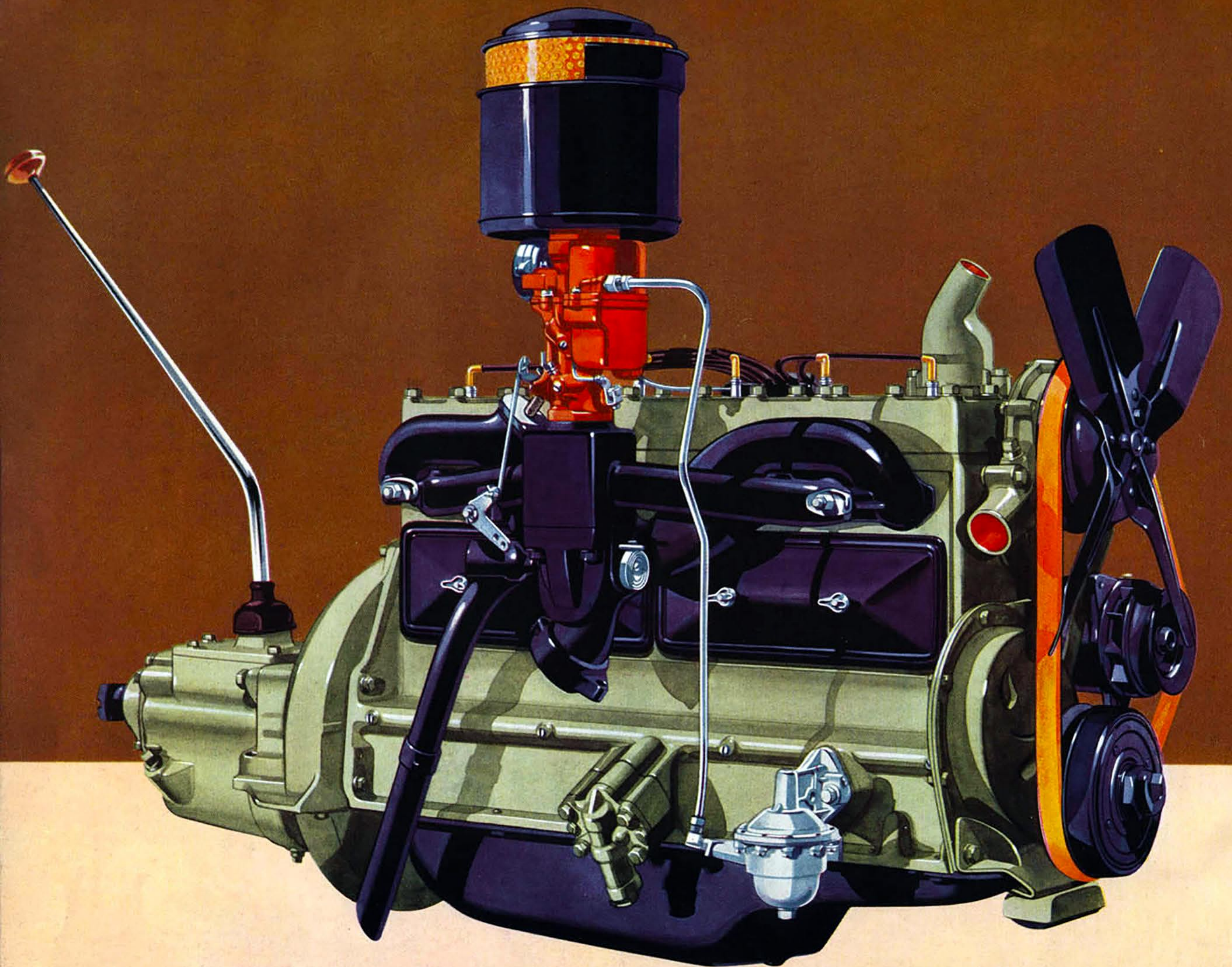
**SYNCRO-MESH
TRANSMISSION**



**CROSS SECTION
OF I-BEAM**



I-BEAM X-TYPE FRAME



A BIG, POWERFUL
95 H. P. SIX-CYLINDER
ENGINE

The superb performance for which Oldsmobiles have always been noted is even more satisfying in this big, 95 h. p. engine. It combines hair-trigger acceleration, speed to meet any emergency and power to pull the

steepest hills. It is free of vibration throughout the entire range of performance and is extremely economical on gasoline and oil. Cooling and lubrication systems are outstanding engineering achievements.

COMPLETELY COOLED CYLINDERS WITH FULL-LENGTH WATER JACKETS—The Oldsmobile cooling system is exceptionally efficient. The cylinder block is designed so that the cylinders are completely surrounded by water the full length of the cylinder barrel. The water is distributed through manifold passages, thus providing uniform cooling. Valves are positively cooled by complete water-jacketing of the valve seats. A re-circulation system operates automatically, by thermostatic control, hastening the warm-up period. Capacity of the cooling system is 16 quarts.

♦ ♦ ♦

PERMANENTLY LUBRICATED WATER PUMP—The shaft mounting in Oldsmobile's leak-proof, ball-bearing Water Pump is permanently lubricated and sealed. Packing is permanent and non-adjustable. The pump is capable of supplying 55 gallons of water per minute when the car is running at high cruising speeds.

♦ ♦ ♦

FULL PRESSURE LUBRICATION—Oil under pressure is supplied to all crankshaft, camshaft, connecting rod bearings, piston pins and cylinder walls in the Oldsmobile six-cylinder engine. Connecting rods are rifle-drilled to afford 100 per cent pressure lubrication. The timing chain is lubricated by pressure spray. The valve mechanism is positively lubricated by oil thrown off the connecting rod bearings.

♦ ♦ ♦

POSITIVE SHIFT STARTER—In the Oldsmobile starter, the starter gear is meshed with the flywheel before the starter begins to crank the engine. The starting motor is sturdy and dependable. The plunger-type control pedal is isolated from the engine.

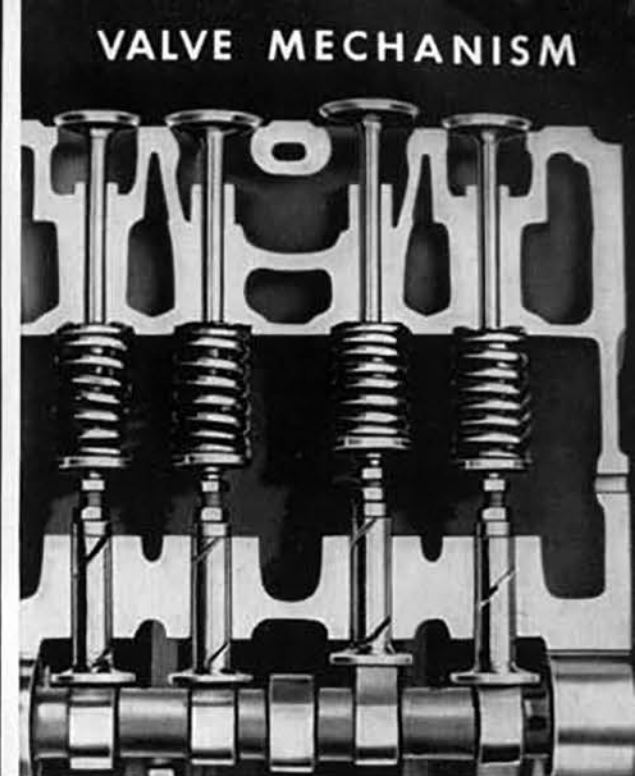
♦ ♦ ♦

VALVE MECHANISM—Oldsmobile's L-head engine is extremely simple. Valves are unusually quiet and efficient. Valve lifters are of the mushroom type. Valve guides are extra long. The exhaust valves are forged from special heat-resisting steel.

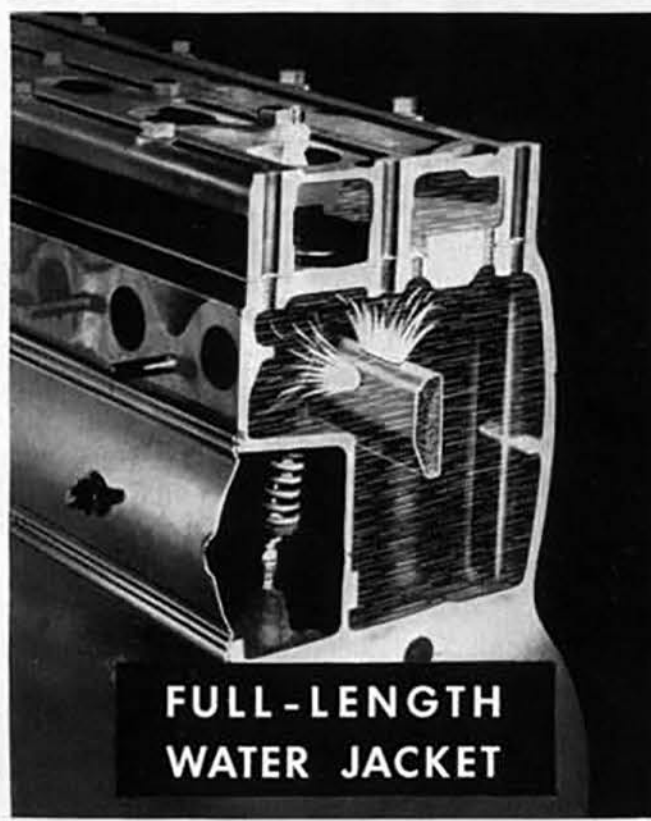
(See specifications on page 27)



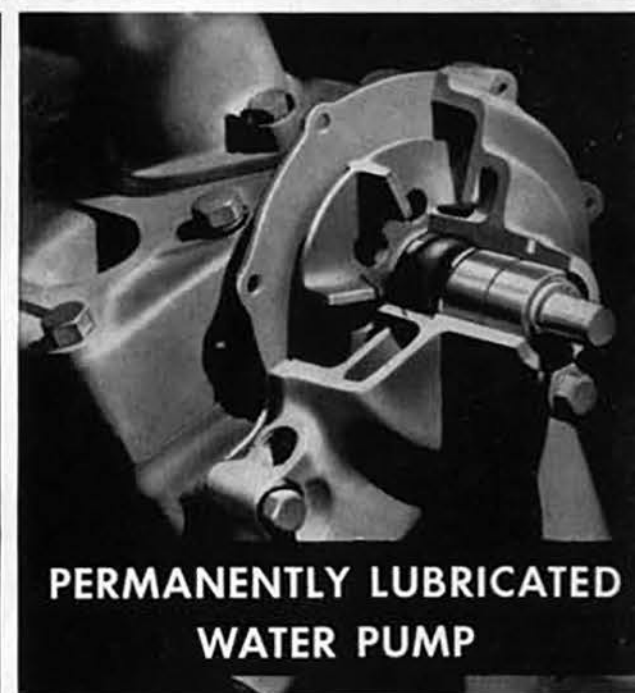
POSITIVE SHIFT STARTER



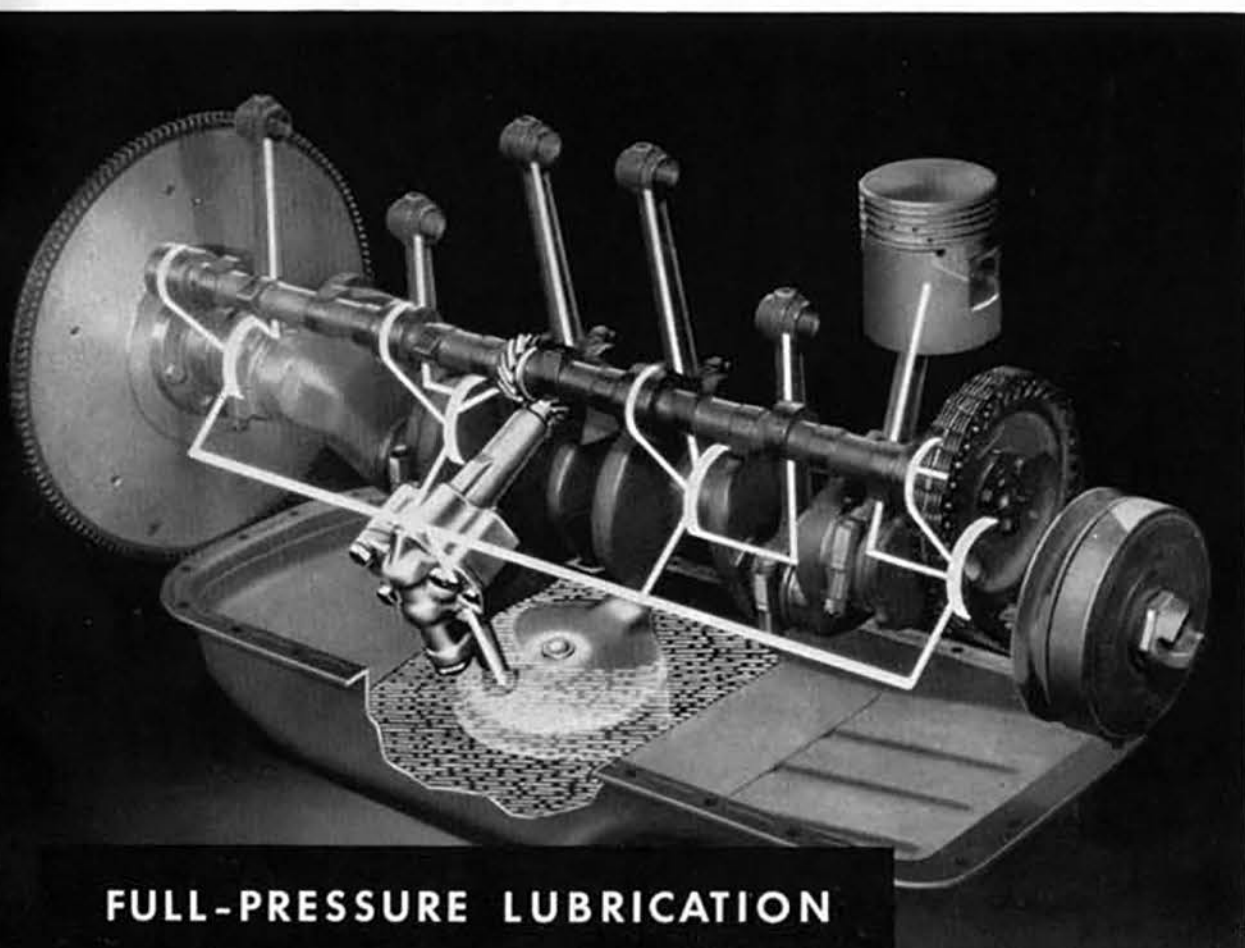
VALVE MECHANISM



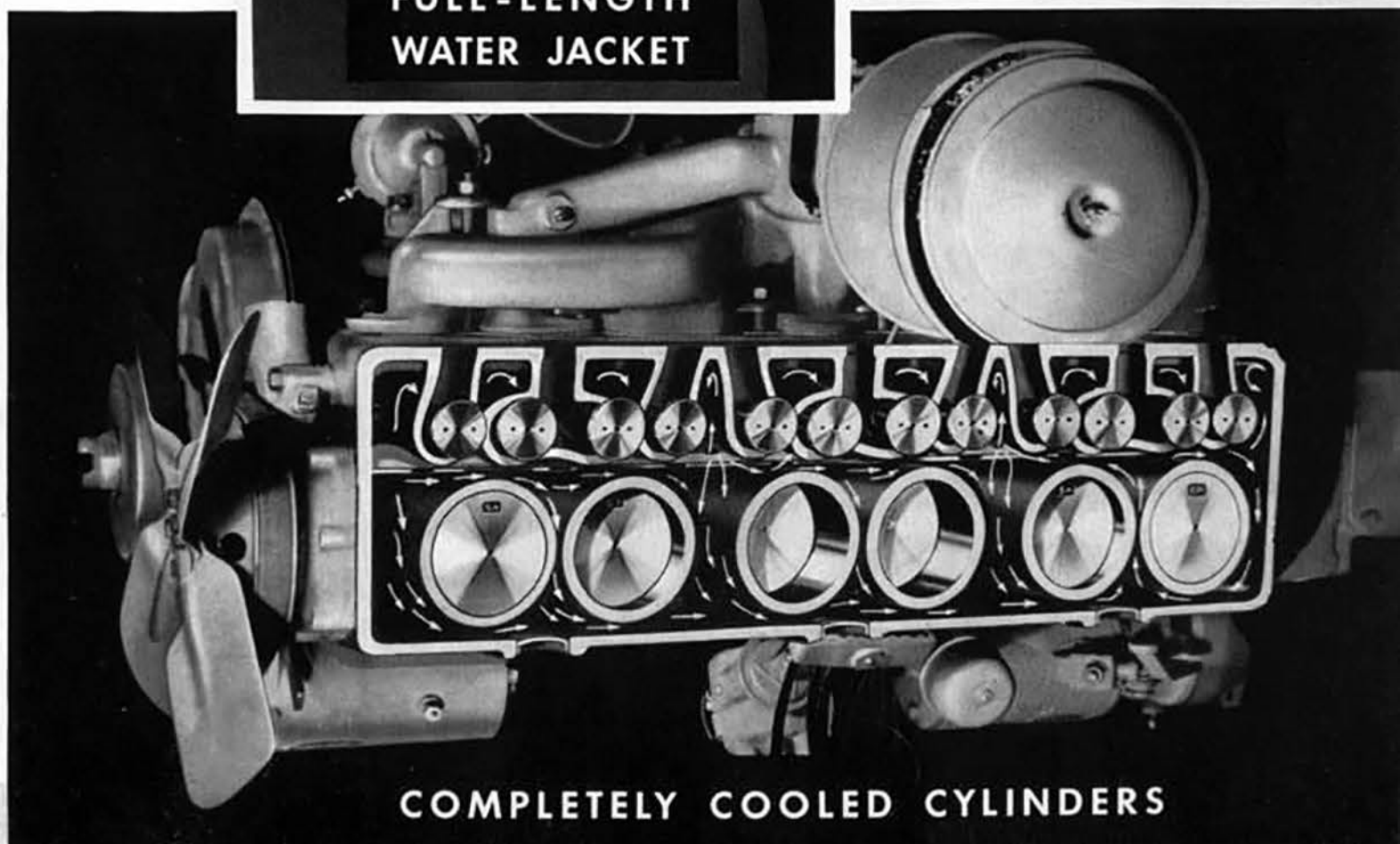
**FULL-LENGTH
WATER JACKET**



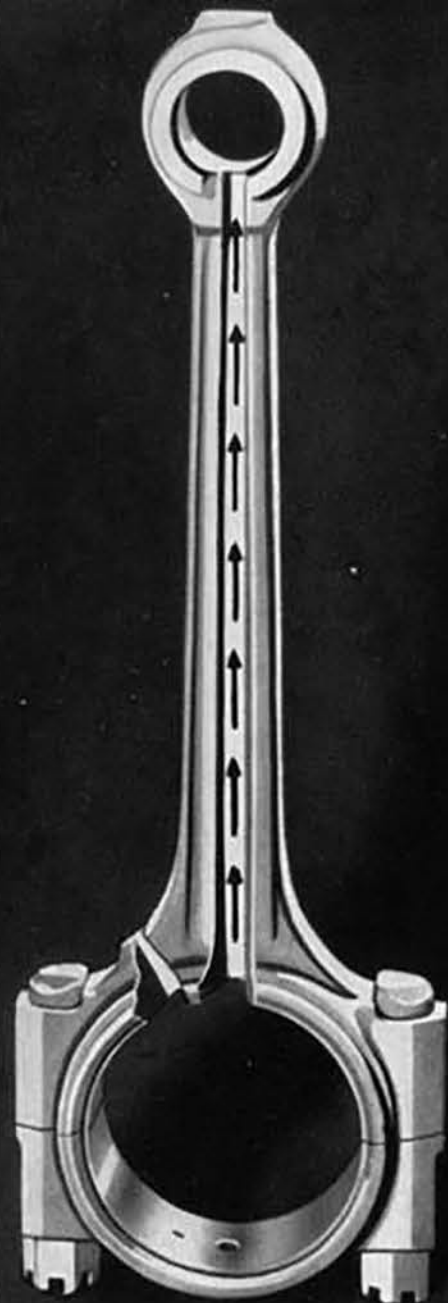
**PERMANENTLY LUBRICATED
WATER PUMP**



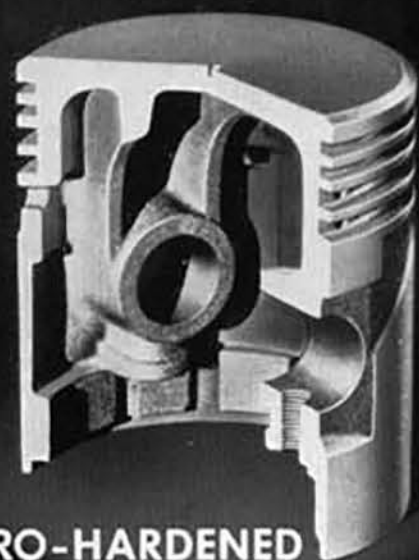
FULL-PRESSURE LUBRICATION



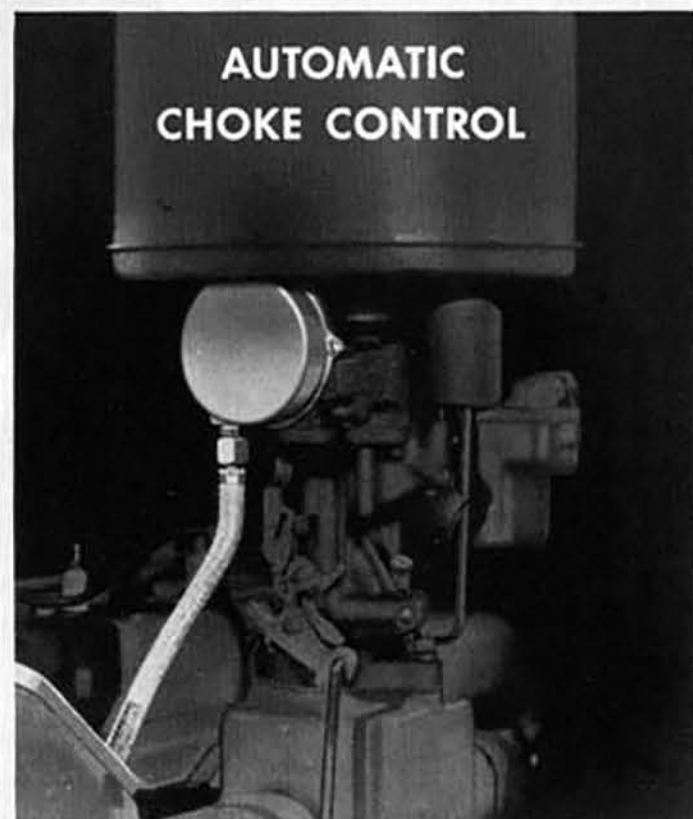
COMPLETELY COOLED CYLINDERS



**RIFLE-DRILLED
CONNECTING RODS**



**ELECTRO-HARDENED
ALUMINUM PISTONS**



**AUTOMATIC
CHOKE CONTROL**

ELECTRO-HARDENED ALUMINUM PISTONS—The use of this type of piston materially reduces the weight of reciprocating parts and lengthens the life of main and connecting rod bearings. Proper skirt reinforcement and top deck ribbing assure maintenance of piston shape.

♦ ♦ ♦

RIFLE-DRILLED CONNECTING RODS—Connecting rods are rifle-drilled throughout their entire length to carry oil under pressure to the piston pins and are also drilled to spray oil on the cylinder walls. This adds greatly to the life of pistons, rings and cylinders.

♦ ♦ ♦

AUTOMATIC CHOKE CONTROL—The choke control is built into the carburetor with no external linkage. The automatic choke makes engine operation during the warm-up period smoother and quieter and contributes to easy starting in cold weather.

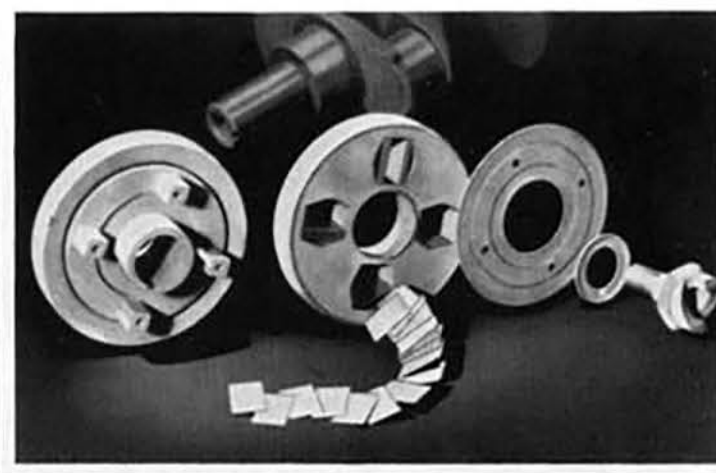
♦ ♦ ♦

SINGLE DRY DISC CLUTCH—The facing material in Oldsmobile's large 9¼-inch clutch is wound in a continuous spiral from the inside of the disc to the outer edge, providing a smooth, uniform, long-wearing surface. Adequate lubrication of the clutch release bearing and positive guiding of the clutch release fingers result in quiet, dependable operation.

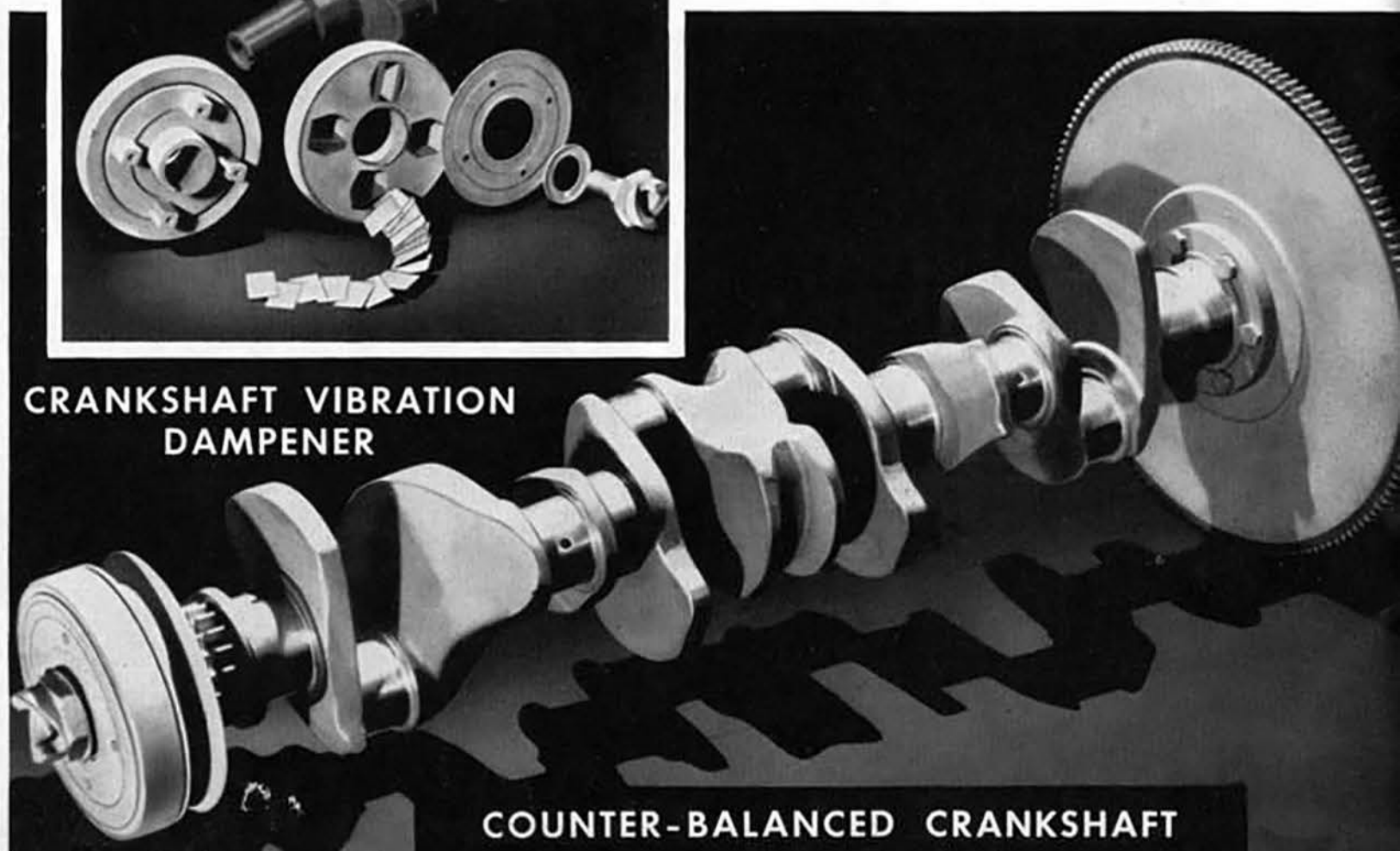
♦ ♦ ♦

COUNTER-BALANCED CRANKSHAFT—The combination of a high degree of counter-weighting of the crankshaft, with careful balancing both statically (at rest) and dynamically (in motion), provides exceptionally smooth operation and maximum bearing life. The *Crankshaft Vibration Dampener* effectively neutralizes torsional vibration.

(See specifications on page 27)



**CRANKSHAFT VIBRATION
DAMPENER**



COUNTER-BALANCED CRANKSHAFT



SINGLE DRY DISC CLUTCH

AIR-COOLED GENERATOR—The big, dependable Oldsmobile generator is cooled internally by a constant stream of air. It possesses unusually high capacity to assure adequate battery charge to meet the demands of starting, lighting and such additional requirements as radio, heater and other electrically operated accessories. The charging rate is automatically regulated according to current requirements.

♦ ♦ ♦

TRI-CUSHION ENGINE SUSPENSION—The Oldsmobile Six engine is scientifically mounted at three points on cushions of live, resilient rubber to absorb engine movement and prevent vibration from being transmitted to the body or chassis. The design permits slight radial movement for absorption of torque reaction with close control of end movement of the engine for smooth clutch action.

♦ ♦ ♦

DOWN-DRAFT CARBURETION—Advanced down-draft carburetion contributes to Oldsmobile's quick starting, swift acceleration, spirited performance and exceptional economy. The carburetor is fitted with an efficient air cleaner to eliminate dust particles and has an air intake silencer.

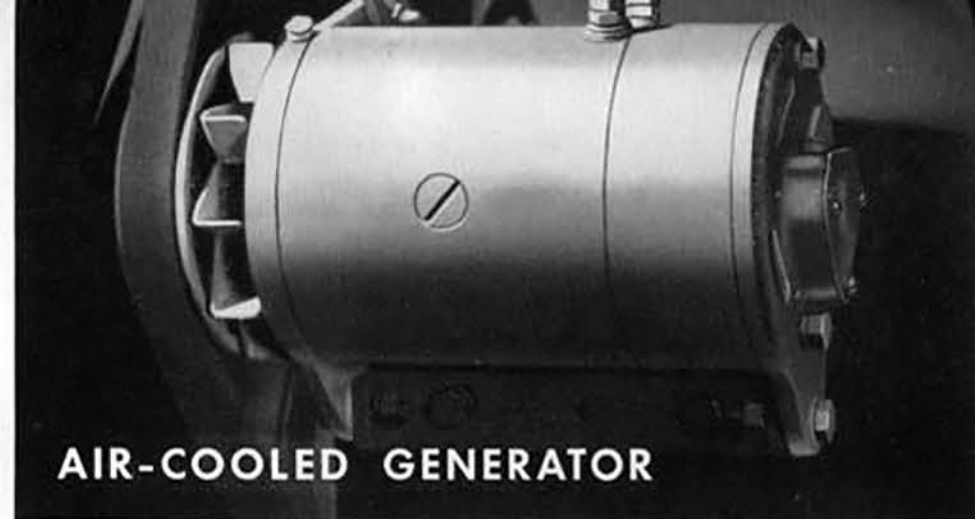
♦ ♦ ♦

VACUUM FUEL SAVER—The ignition distributor of the Oldsmobile Six incorporates a Vacuum Fuel Saver which automatically controls the spark advance in proper relation to driving speeds and permits the most efficient engine operation with maximum fuel economy. It also eliminates spark knock.

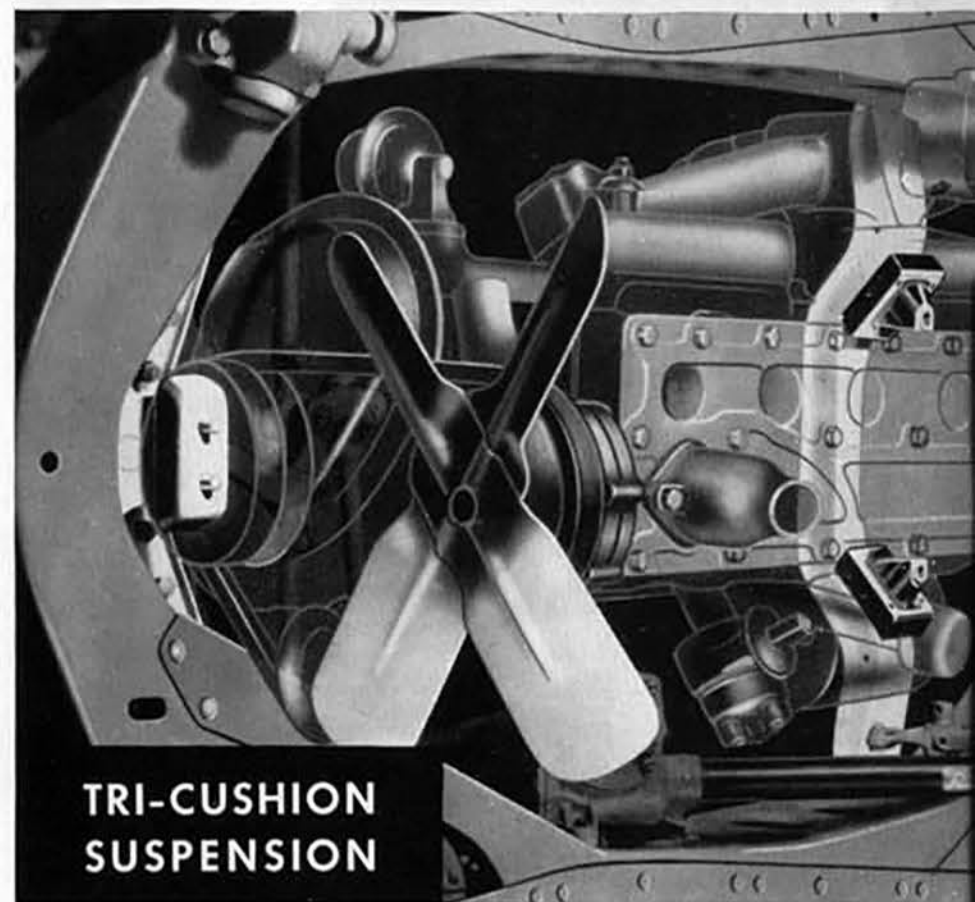
♦ ♦ ♦

HIGH-COMPRESSION CYLINDER HEAD—The design of the combustion chamber in Oldsmobile's high-efficiency engine cylinder head permits the use of a combustion ratio of 6.1 to 1, a very important contributing factor to Oldsmobile's flexible power, flashing all-round performance and great economy.

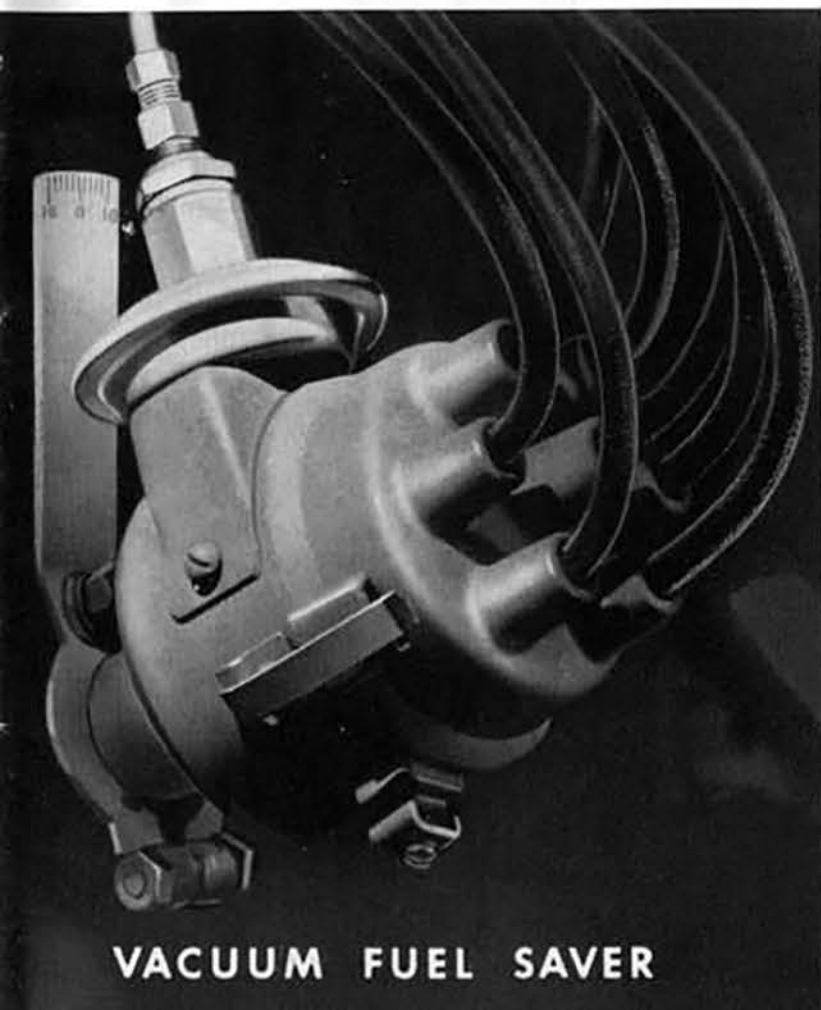
(See specifications on page 27)



AIR-COOLED GENERATOR



**TRI-CUSHION
SUSPENSION**



VACUUM FUEL SAVER



**HIGH-COMPRESSION
CYLINDER HEAD**

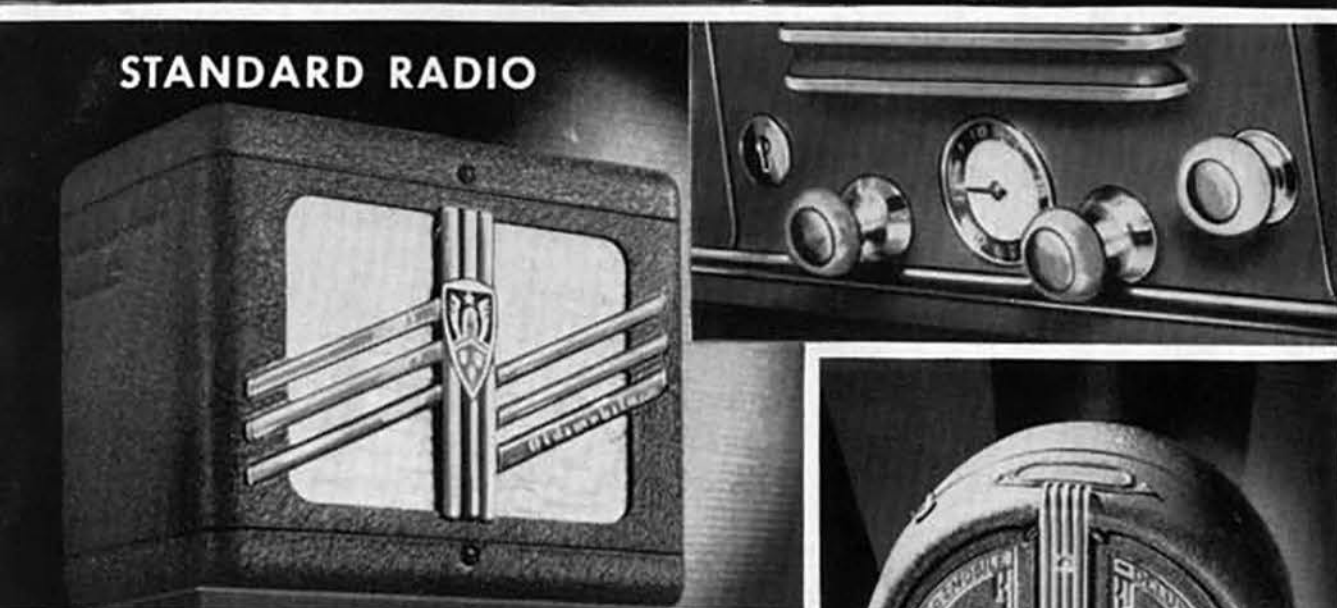


**DOWN-DRAFT
CARBURETION**

DE LUXE RADIO



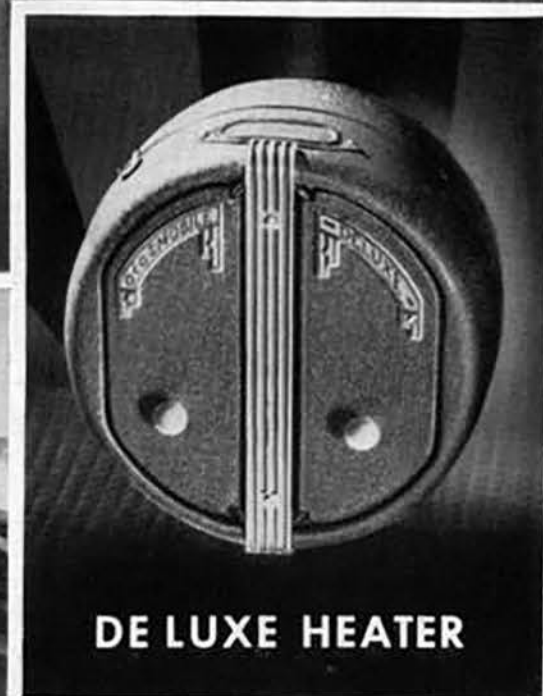
STANDARD RADIO



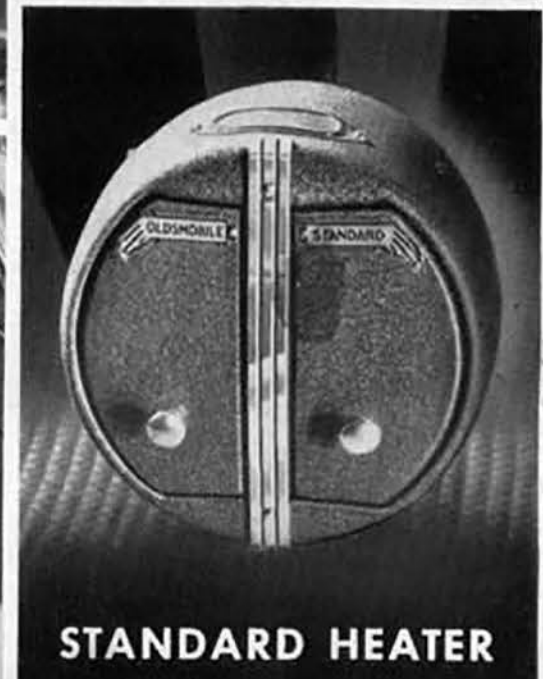
DUAL WINDSHIELD DEFROSTER



SEAT COVERS



DE LUXE HEATER



STANDARD HEATER

FACTORY-APPROVED ACCESSORIES ESPECIALLY DESIGNED FOR THE OLDSMOBILE SIX

The accessories shown on this page may be purchased for the Oldsmobile Six through any Authorized Oldsmobile dealer. They have been especially designed by Oldsmobile engineers for use in Oldsmobile cars.



DeLuxe TWIN-SPEAKER RADIO—Finest quality. 8 tubes. Local and distance reception. Dual speakers for fidelity of tone and effective distribution of sound.



STANDARD RADIO—A big, 6-tube, single-unit radio with built-in 8-in. speaker. Combines clear reception with fine tone. Aerial is built into running board.



DUAL WINDSHIELD DEFROSTER—A built-in windshield defroster which acts in conjunction with the Oldsmobile heater to throw dual streams of warm air against the inside of the windshield to provide clear vision in any weather.



SEAT COVERS—Finely tailored, long-wearing seat covers to protect upholstery from soiling and spotting. Especially made to fit Oldsmobile seats.



WHEEL TRIM RINGS AND DISCS—These chromium-plated trim mouldings and discs are a smart addition. May be purchased separately if desired.



ELECTRIC PANEL CLOCK—A particularly good time-keeper. Never requires winding, as it is operated from the battery. Fits into door of package compartment.



STANDARD HEATER—A good, reliable automobile heater of the hot-water type. Has been tested for volume and circulation in Oldsmobile bodies.



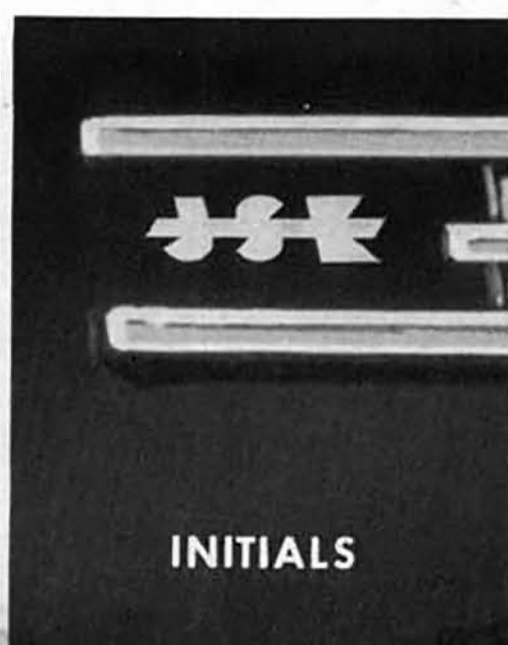
DeLuxe HEATER—An oversize hot-water heater with variable-speed switch. Will make your Oldsmobile warm and cozy even in the most severe winter weather.



INITIALS—Your initials in smart chrome-plated letters of modern design will add a touch of individuality to your Oldsmobile. Mounted on hood sides.



ELECTRIC PANEL CLOCK



INITIALS



WHEEL TRIM RINGS AND DISCS

OLDSMOBILE SIX SPECIFICATIONS

ENGINE—Bore, $3\frac{7}{16}$ " ; stroke, $4\frac{1}{8}$ " ; displacement, 229.7 cu. in. Taxable horsepower, 28.4. Brake horsepower, 95 at 3400 r.p.m. Engine cushioned in rubber at three points.

MAIN BEARINGS—Four, removable steel-backed type.

CRANKSHAFT—Fully counterweighted and fitted with vibration damper. Drop-forged of high-carbon steel and balanced at rest and in motion. Drilled passages provide oil to connecting rod bearings.

CONNECTING RODS—Drop-forged of alloy steel. I-beam type. Rifle-drilled throughout entire length for pressure lubrication to the piston pins. Built-in cylinder wall lubricators. Interchangeable type bearings.

PISTONS—Electro-hardened aluminum, providing improved operating smoothness, greater acceleration, longer bearing life. Fitted with two step-cut compression rings and two oil-regulating rings.

LUBRICATION SYSTEM—Pressure feed to all main, connecting rod and camshaft bearings and to piston pins, with spray to other parts. Gear-type pump driven from camshaft. Pressure gauge on instrument panel and quantity gauge on crankcase. Oil capacity, 6 quarts.

COOLING SYSTEM—Harrison Radiator with thermostatic control and recirculation system. Capacity, 16 quarts. Forced circulation by ball-bearing, leak-proof, centrifugal-type pump.

CARBURETION—Single down-draft with built-in, automatic choke and automatic throttle advance, automatic heat control, combination air cleaner and intake silencer.

GENERATOR—Air-cooled type. Charging

rate automatically regulated by battery requirements.

TRANSMISSION—Syncro-Mesh, non-clashing type, with all gears helically cut for silent operation in all forward speeds and reverse.

BATTERY—Delco-Remy, six-volt, 15-plate, 94 ampere-hour capacity.

LIGHTING—Multi-beam headlights with toe-button control for passing; clear-road and curved-road beams.

FRONT WHEELS—Knee-Action Wheels; independent front wheel suspension. Each front wheel has own large, resilient-coil spring. I-beam front axle is eliminated; greater stability obtained by increased strength of front cross-member.

BRAKES—Triple-sealed, super-hydraulic, self-energizing, fully enclosed, internal-expanding type. Total foot brake area, 148 square inches. 11-inch drums with cast iron braking surfaces. Brake linings, $1\frac{3}{4}$ inches wide. Cable-controlled mechanical hand brake for parking operates on rear wheels with a braking area of 74 square inches.

WHEELBASE—117 inches; diameter of turning circle, 37 feet.

STABILIZED PROPELLER SHAFT—Tubular type, 2 inches in diameter, with three universal joints incorporating anti-friction, permanently lubricated roller bearings.

REAR SPRINGS—Semi-elliptic of silicon manganese steel. Length, $54\frac{1}{2}$ inches; width, 2 inches. Equipped at the factory with metal spring covers.

SHOCK ABSORBERS—Double-action, hydraulic, front and rear.

STEERING GEAR—Center-Control type. Equal length tie rods to each front wheel, linked

to intermediate steering arm mounted on bearing at center of front frame cross-member. Crosswise Pitman arm movement provides more direct force transfer between Pitman arm and tie rods. Steering gear is high-efficiency worm and double roller tooth type. Ratio, 19 to 1.

FRAME—Rigid girder, with I-beam X-member construction. Front legs of I-beam X-member extend forward to form box-section at front. Three sets of cross-members between side rails and I-beam X-member and diagonal corner brace-bars provide additional rigidity. All exposed steel parts are rust-proofed.

DUAL RIDE STABILIZERS—Stabilizer bar at front is mounted on frame in rubber and linked to lower control arm of Knee-Action unit. At rear, stabilizer bar unites two rear shock absorbers. Dual design gives better control of body roll; counteracts car sway on curves and rough roads.

TIRES—Low-pressure, large section, 16 x 6.50 inches. Recommended pressure: 24 lbs. minimum, front, and 28 lbs. minimum, rear.

STARTER—Positive shift type with over-running clutch. Foot pedal control. Starter reduction, 16.1 to 1.

FENDERS—All fenders, splash aprons and other chassis sheet-metal parts subjected to weather are bonderized before finishing for protection against rust.

BODY TYPES—Two-Door Sedan; Four-Door Sedan; Two-Door Touring Sedan with built-in trunk; Business Coupe; Convertible Coupe; Club Coupe; Four-Door Touring Sedan with built-in trunk. Safety Glass standard throughout.

OLDSMOBILE SIX APPROVED ACCESSORIES

GROUP A—(Installed at the factory on all cars at extra cost): Bumpers, bumper guards, spare tire, rear spring covers.

GROUP B—(Installed on all cars at the factory at extra cost unless specific instructions to contrary): Dual trumpet horns, double windshield wiper and booster pump, oil-bath air cleaner.

GROUP D—Sheet metal lacquered in body color. (Installed at the factory at extra cost on all "Sixes" other than those lacquered in black.)

GROUP E—Flexible Steering Wheel.

GROUP G—(*) Standard Heater.

GROUP H—(*) De Luxe Heater.

GROUP J—Dual Windshield Defroster.

GROUP K—Winter Radiator Shutter, manually controlled from instrument panel.

GROUP R—(*) Standard Radio.

GROUP S—(*) De Luxe Twin Speaker Radio.

GROUP X—(*) Cigar lighter; gear-shift ball; right-hand sun visor, mirror clock.

GROUP Z—(*) Cigar lighter; gear-shift ball; right-hand sun visor; electric panel clock; chrome license plate frames.

(*) Installed by the dealer at extra cost.

Oldsmobile reserves the right to make changes in prices, colors and specifications without incurring any obligation to adjust price or to make changes on cars already sold.

RELIABLE, ECONOMICAL SERVICE



Everywhere

For many years, Oldsmobile has been recognized as the leader in providing an Owner Service Policy that has met with the unqualified approval of many thousands of Oldsmobile buyers.

Oldsmobile's Owner Service Policy, now in force, is one of the most liberal and comprehensive in the entire motor car industry. Every Oldsmobile owner is provided with a Service Identification card which entitles him to receive full service under the terms of this policy at any authorized Oldsmobile dealer.

Oldsmobile Service is available throughout the nation, for Oldsmobile believes that its service facilities should be both complete and easily accessible. Wherever you see the Oldsmobile Service Sign, you may be certain of real service satisfaction.

Owners who present their Service Identification cards may be sure of a ready welcome and prompt, courteous and skilled attention to their every need, no matter how small or how important their requirements of attention may be.

A LIBERAL G.M.A.C. PAYMENT PLAN

TO *Suit your Purse*



To those who wish to purchase their Oldsmobile cars from current income, as so many do, Oldsmobile dealers offer the services of the General Motors Acceptance Corporation.

This is one of the most valuable advantages of buying today, for G.M.A.C. is in a position to finance the purchase of an Oldsmobile car under convenient and economical terms. Dealing with G.M.A.C., purchasers receive the benefit of lowest financing rates and enjoy the satisfaction of prompt and courteous treatment. Inquiry will prove to you the economy of this plan.

G.M.A.C. is an experienced and friendly organization with established policies of consideration and fairness to all. The simple G.M.A.C. instalment plan makes it possible for the purchaser to enjoy the pleasure and satisfaction of immediate Oldsmobile ownership with moderate initial outlay and monthly payments extended on a dignified and businesslike basis. Exceptionally liberal terms are available with both proper and adequate insurance coverage and at a most reasonable financing charge.

© 1936 OLDS MOTOR WORKS
PRINTED IN U. S. A.
KOLB PRINTING CO.

OLDSMOBILE SIX DELIVERED PRICES

4-DOOR SEDAN		2-DOOR TOURING SEDAN		CONVERTIBLE COUPE	
4-DOOR TOURING SEDAN		CLUB COUPE			
2-DOOR SEDAN		BUSINESS COUPE			



The dependability for which Oldsmobile is internationally famous is the result of never-ceasing tests on the great General Motors Proving Ground—tests which cover all phases of performance.