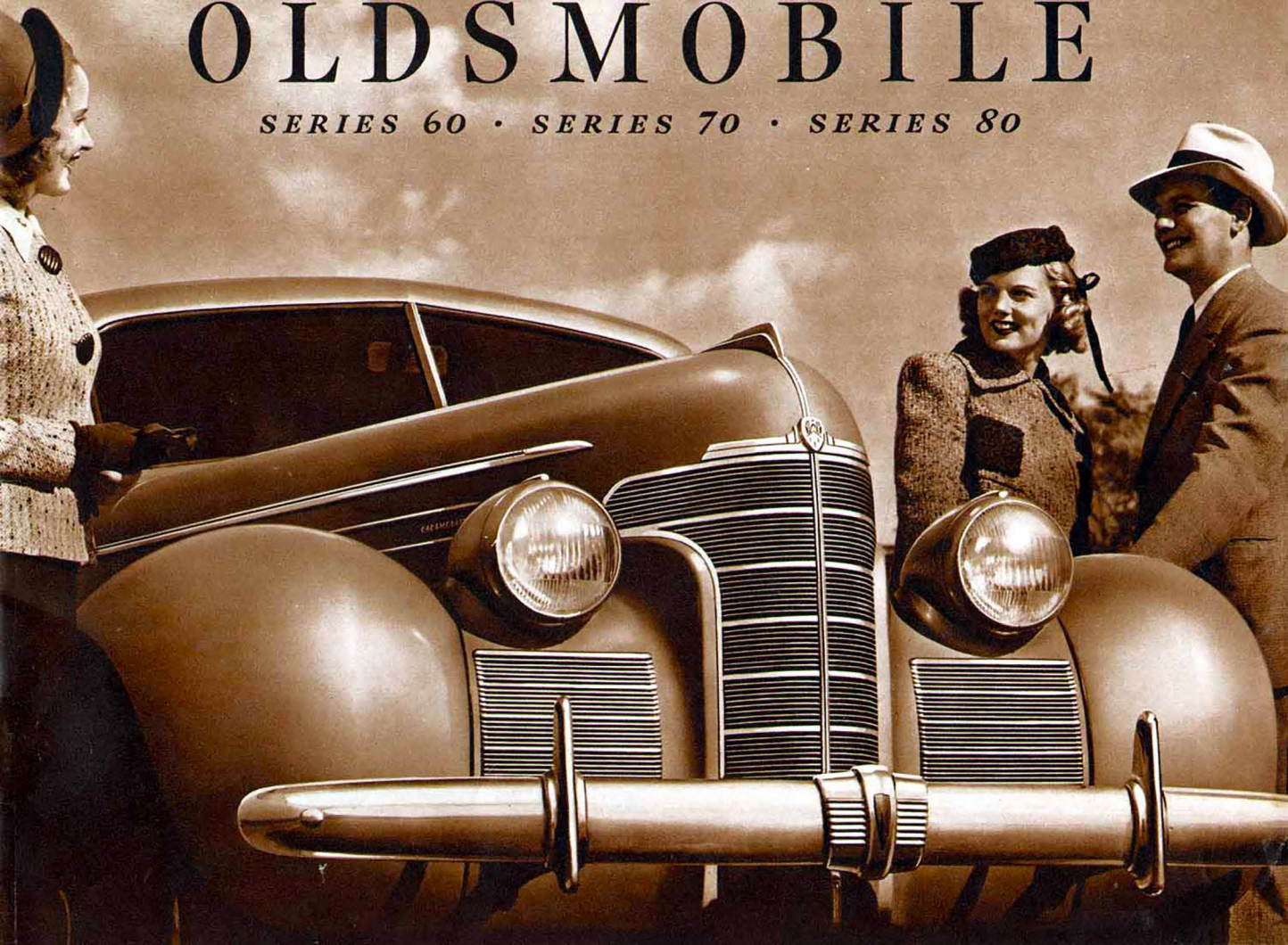


OLDSMOBILE

SERIES 60 • SERIES 70 • SERIES 80



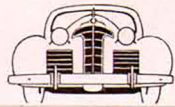
A N
O L D S M O B I L E
F O R
E V E R Y B O D Y

Series 60



LOW
PRICE FIELD

Series 70



POPULAR
PRICE FIELD

Series 80



LOWER MEDIUM
PRICE FIELD

THREE GREAT CARS FROM WHICH TO CHOOSE

OLDSMOBILE

Series Sixty

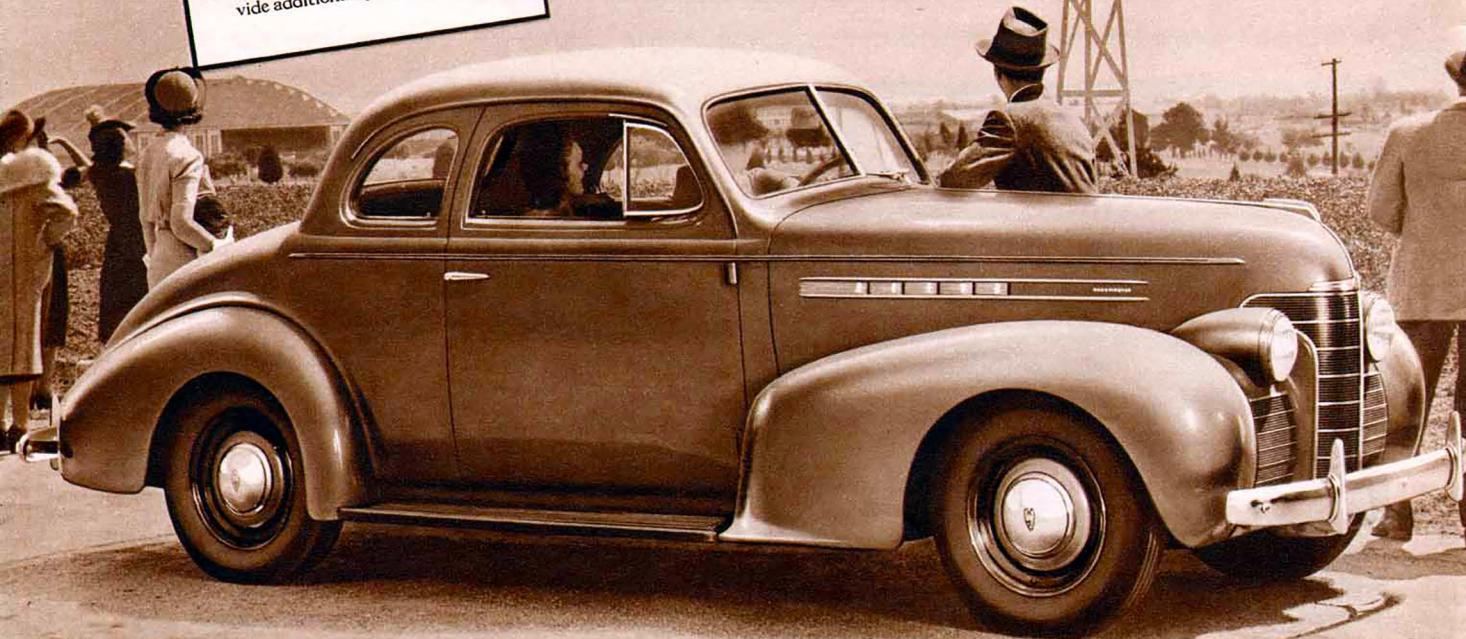
INTRODUCING TO THE LOW-PRICE FIELD TRADITIONAL OLDSMOBILE QUALITY,
PERFORMANCE, FINE-CAR FEATURES AND ACKNOWLEDGED STYLE LEADERSHIP



IN DESIGNING the Series Sixty, Oldsmobile's new third line of motor cars, Oldsmobile engineers worked toward two major objectives. First, that traditional Oldsmobile quality must be maintained throughout. Second, that the car must sell in the low-price field. Critical inspection of the "Sixty," and a turn behind the wheel, will show you how well the engineering staff has succeeded. Here is Style-Leader styling in the modern manner. Here is performance far above anything you ever anticipated in a low-priced car. Here are all the safety, comfort and convenience features you would expect to find in motor cars priced at hundreds more. Whether you put price foremost, or make quality paramount, you will want to consider the Oldsmobile "Sixty." It's the car in which price and quality meet.

OLDSMOBILE
Series 60
CLUB COUPE

An ultra-smart, but very practical model. Has large luggage compartment in the rear deck. Two comfortable auxiliary seats in the rear compartment fold in the rear when not in use, to provide additional space for luggage.



OLDSMOBILE
Series 60
BUSINESS COUPE

Very popular with sales representatives and businessmen because of its roomy comfort and economical operation. There is a large luggage compartment behind the seat and generous space for additional baggage in rear deck.



OLDSMOBILE
Series 60
TWO-DOOR SEDAN

An ideal car for the family with small children. The adjustable, sedan-type, divided front seat folds forward to permit easy entrance to rear compartment. The large, built-in trunk supplies ample storage space for luggage.

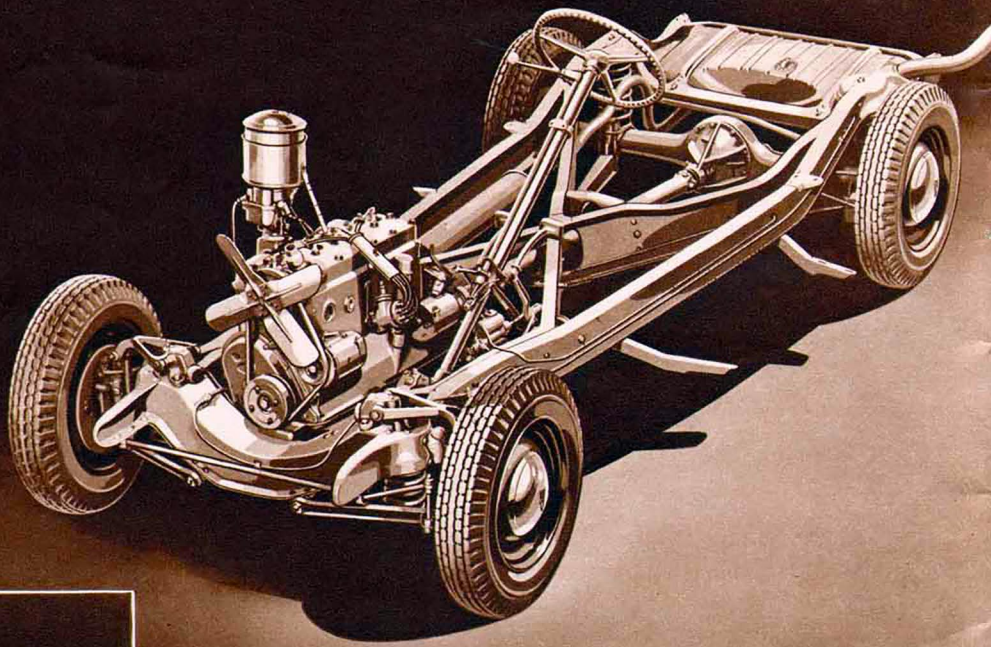
OLDSMOBILE
Series 60
FOUR-DOOR SEDAN

A big, roomy, comfortable model. Full-width seats are built for three, both front and rear. The back of the front seat is rounded and heavily padded, to protect the rear seat passengers. The commodious trunk is built in.



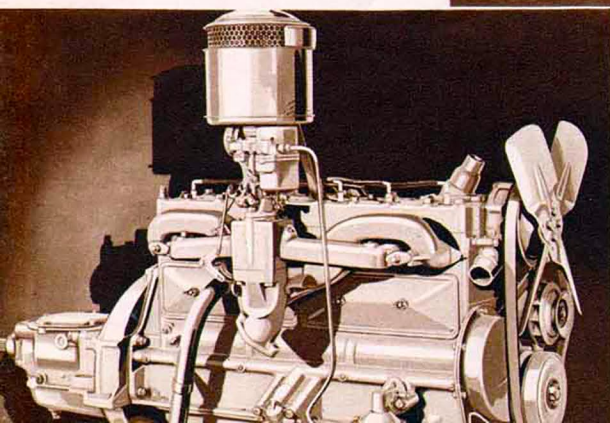
1. Quadri-Coil Springing
2. Knee-Action Wheels
3. Dual Stabilizing Arms
4. Lateral Stabilizer Bar at Rear
5. Front Ride Stabilizer
6. Double-Action Hydraulic Shock Absorbers
7. 90 H. P. L-Head Engine
8. Hypoid Rear Axle
9. I-Beam, X-Type Frame
10. Dual Center-Control Steering
11. Completely Sealed Super-Hydraulic Brakes
12. Mechanical Emergency Braking System
13. Tri-Cushion Engine Suspension
14. Valves and Cylinders Completely Water Jacketed
15. Positive Pre-Engagement Starter
16. Vacuum Fuel Saver
17. Electro-Hardened Aluminum Pistons
18. Automatic Choke Control
19. Air-Cooled Fuel Pump
20. Leak-Proof, Ball-Bearing Water Pump
21. Heavy-Duty, Air-Cooled Generator
22. Under-Hood, Air-Cooled Battery
23. Safety Steel Wheels
24. Needle-Bearing Universal Joints

OLDSMOBILE *Series Sixty* CHASSIS



OLDSMOBILE *"Sixty"* "ECONO-MASTER" ENGINE

The amazing economy of the Oldsmobile "Econo-Master" engine in no way affects its superb performance capabilities. This splendid, six-cylinder power plant turns up a full 90 horsepower—more than ample to provide hair-trigger getaway, easy, effortless cruising and plenty of power for hills and tough going. Its silent smoothness and complete absence of vibration throughout the entire range of performance speak eloquently of the fine limits of precision which govern its manufacture.



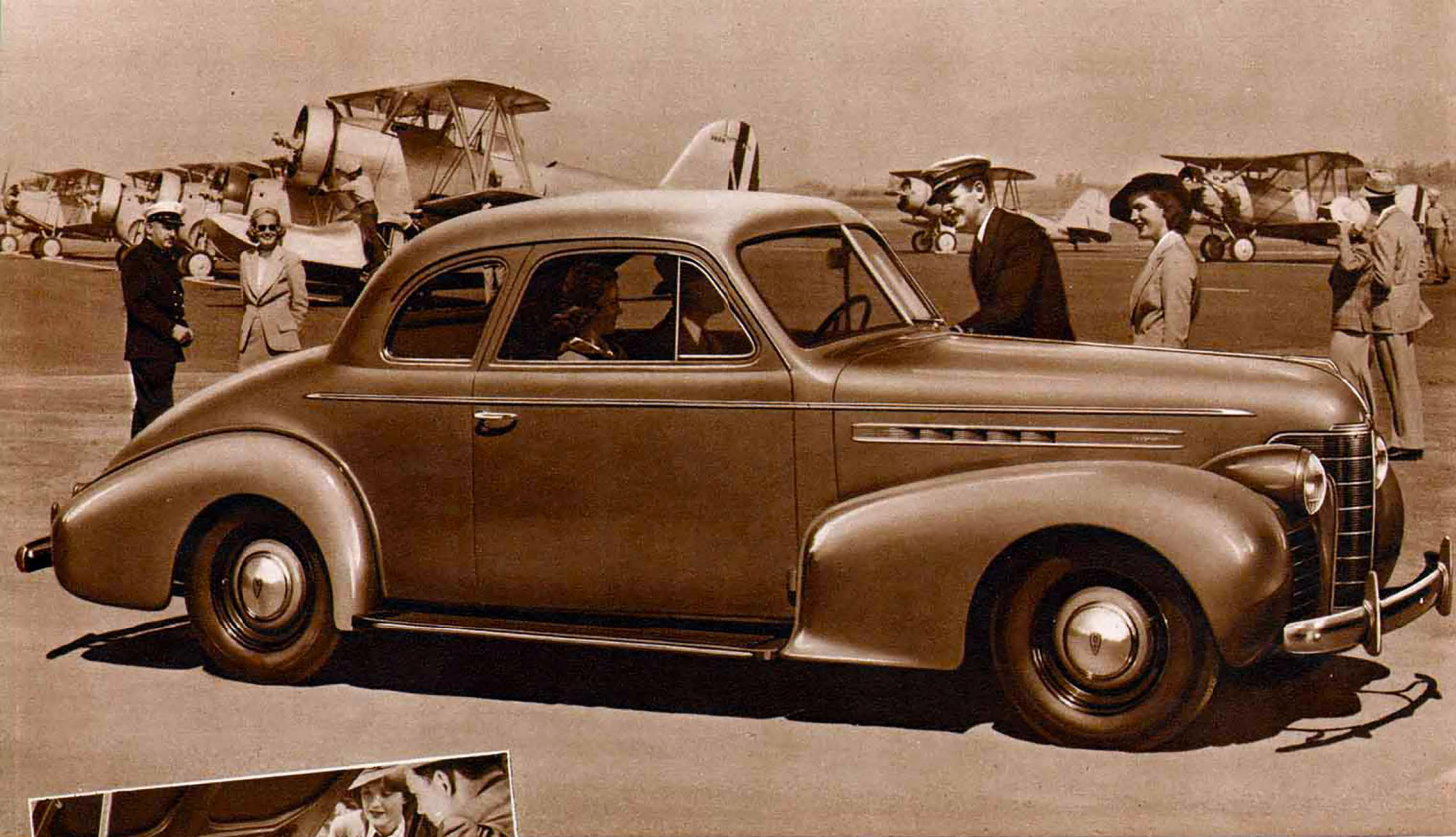
OLDSMOBILE

Series Seventy

**OFFERING, AT POPULAR PRICE,
EXTRA SIZE, LUXURY, ROOMINESS
AND POWER - TOGETHER WITH
UNEQUALED STYLE LEADERSHIP**

A TRUE aristocrat of the highway, the Oldsmobile "Seventy" looks and acts like a car of much higher price. In fact, when you compare the Series Seventy with other cars in the popular-price field, it is immediately evident that Oldsmobile offers a "plus" value in this stunning Six. It has a jaunty air, a flair for style which you simply cannot get elsewhere. It offers the roominess, luxury and tasteful appointments that you have always associated with expensive cars. It provides a smooth, restful, Rhythmic Ride which you cannot match in any other make of car at any price. It delivers brilliant, flexible, economical performance on city street or open road. Above all, the Oldsmobile Series Seventy gives you lasting satisfaction and the certain knowledge that your dollars have bought top value.

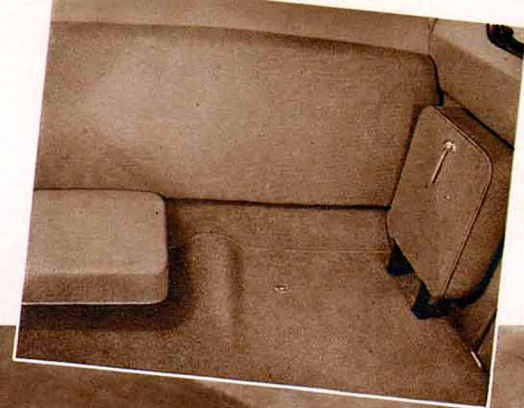




Series 70 CLUB COUPE

A particularly intimate car, especially appropriate for the small family. The divided windshield is set at an angle that decreases wind resistance. The extremely large windshield and windows and narrow body pillars permit an exceptionally wide area of vision.

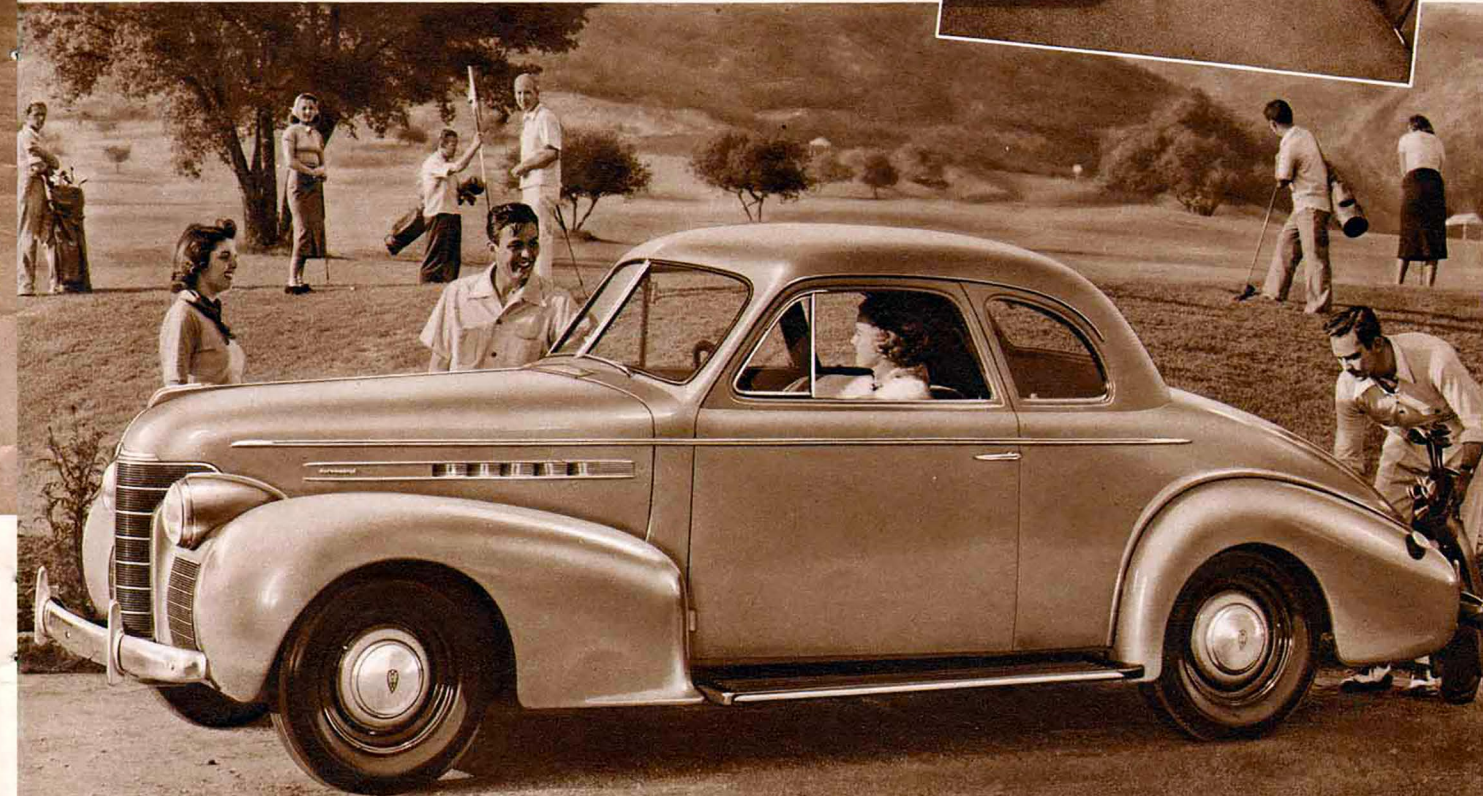
Enclosed auxiliary seats are provided for two extra passengers. Both sides and back of the body are heavily cushioned. When not in use, the seats fold out of the way to provide extra storage space.

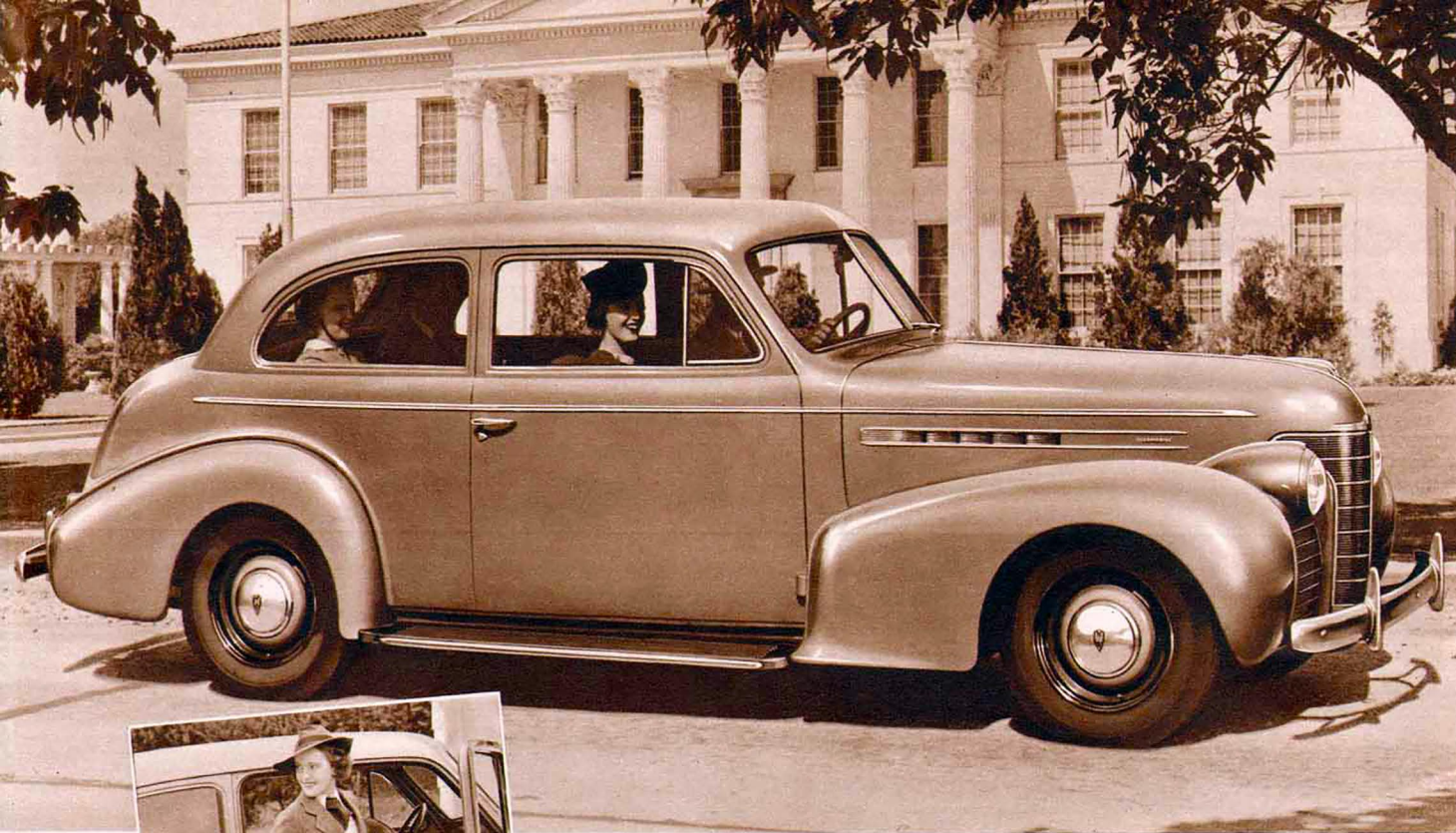


Series 70 BUSINESS COUPE

The rear deck provides 11 cubic feet of storage space. When the compartment is opened, a support automatically snaps into position and keeps the lid raised.

A very smart and practical car for personal use. The wide seat and unobstructed floor permit three to ride in comfort. The extra storage compartment behind the seat is paneled in durable, waterproof material. Your choice of fine-quality Mohair or Bedford Cord upholstery.

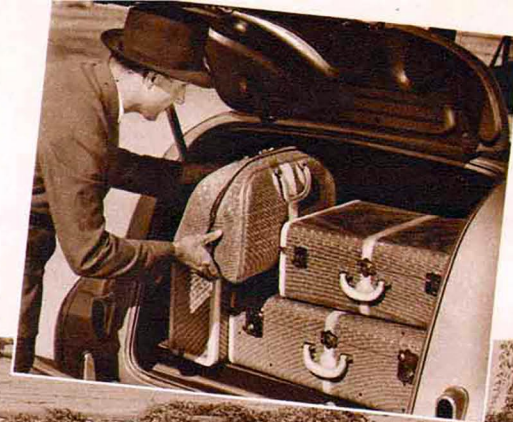




Series 70 FOUR-DOOR SEDAN

The completeness and roominess; the attractive appointments and deeply cushioned seats of this luxurious four-door model make it one of the favorites in the Oldsmobile line. You have a choice of two upholstery fabrics, Bedford Cord cloth, or fine quality Mohair.

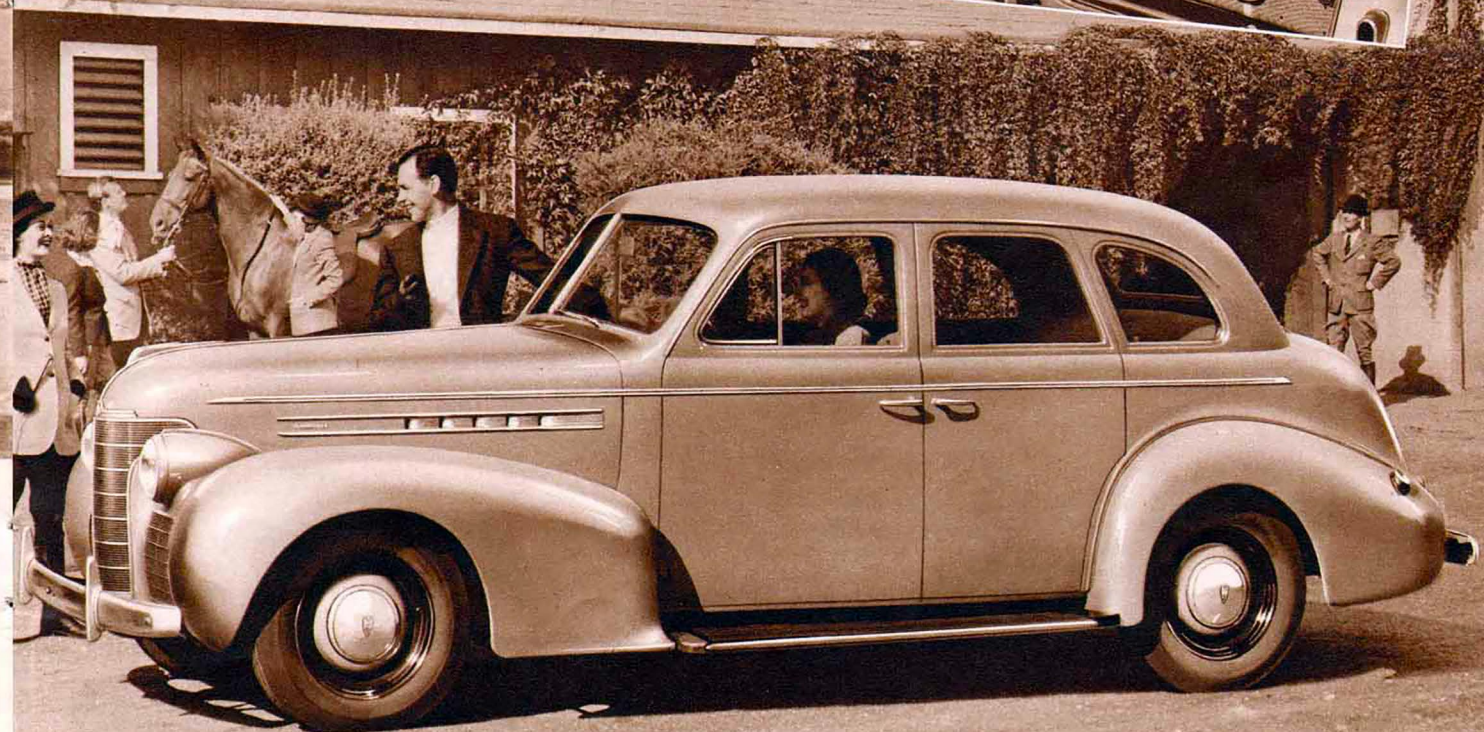
The big, built-in trunk affords ample space for luggage while touring. The trunk opening is level with the top of the bumper to facilitate loading. Spare wheel and tire are mounted vertically in trunk.

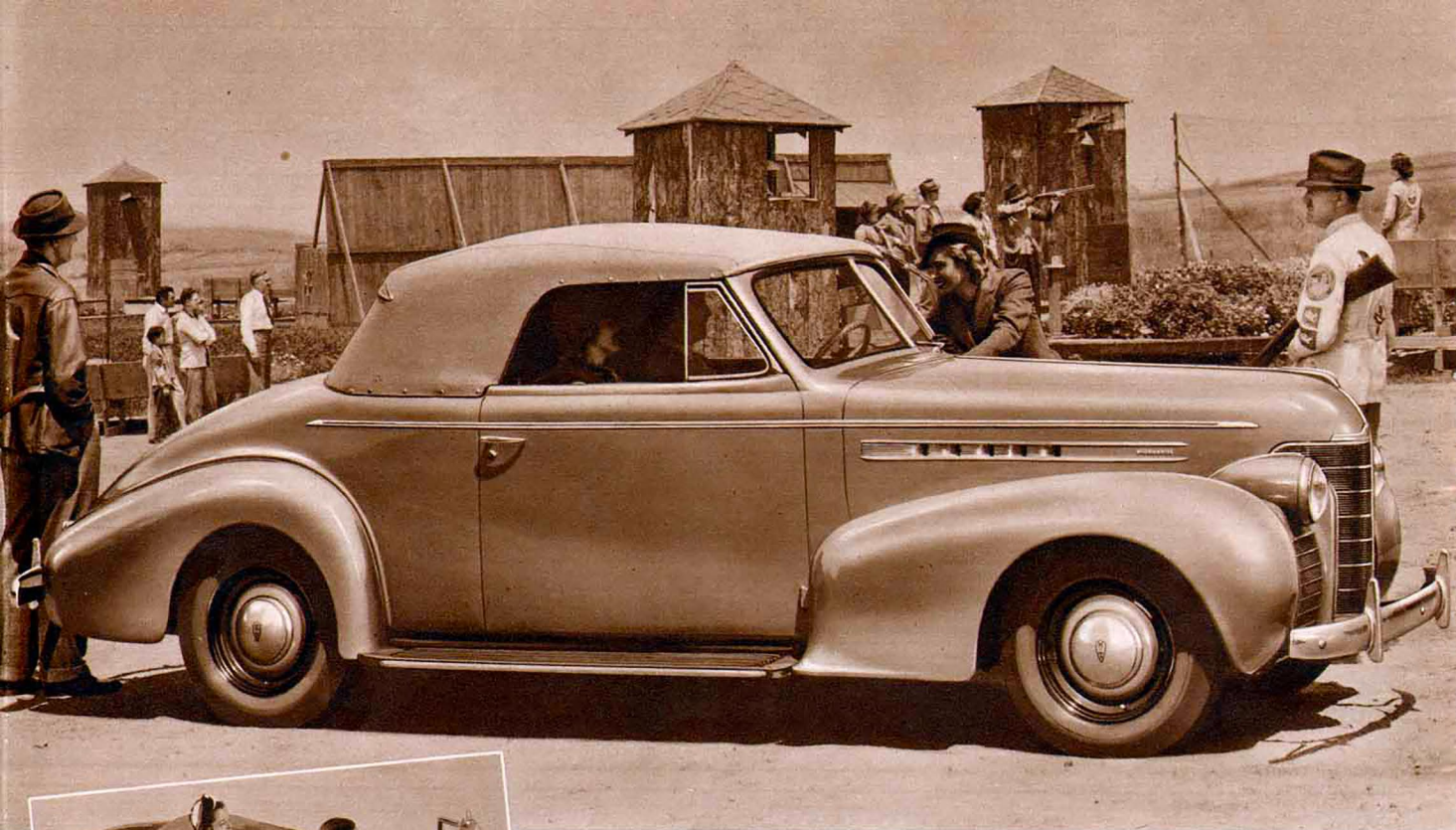


Series 70 TWO-DOOR SEDAN

Extra-wide doors, hinged at the front, and a divided sedan-type front seat which folds forward, make it easy to enter or leave the rear compartment.

There's a world of room for all the family in this popular two-door sedan model with spacious, built-in trunk. Note that the lines of the handsome, bullet-shaped headlamps, mounted low between the fenders and radiator, blend perfectly with the contours of the massive front fenders.





Series 70 CONVERTIBLE COUPE

The unique seating arrangement combines the effect of a phaeton with the chumminess of a coupe. The two rear seats fold away when not in use.

This smart, youthful, sport model may be converted in a jiffy to either an open or enclosed car, simply by lowering or raising the top. Tubular steel top bows assure maximum safety for driver and passengers and provide a sturdy, rigid top structure which is free from noise and rattles.



OLDSMOBILE

Series Eighty

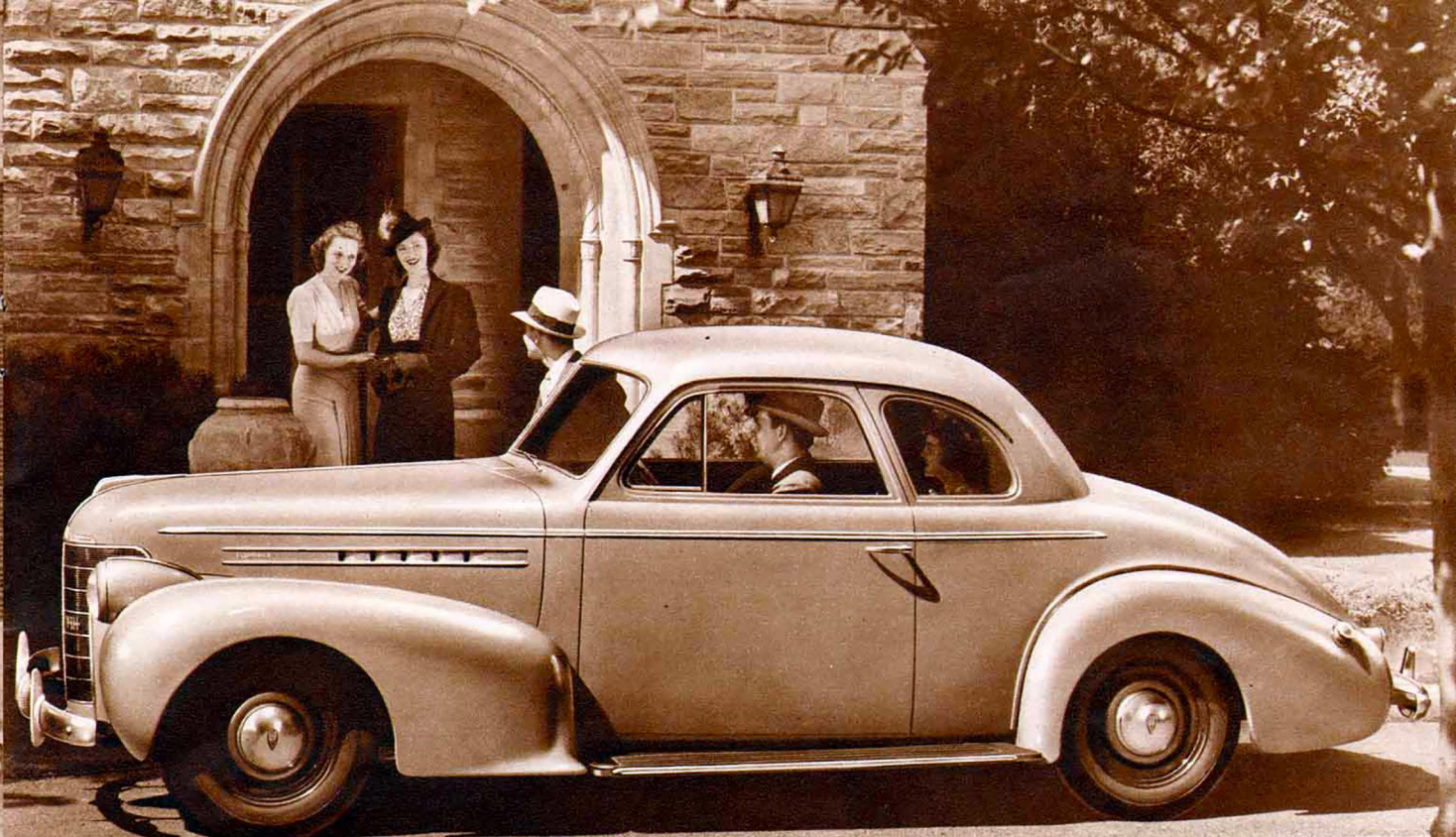
COMBINING, AT MEDIUM
PRICE, THE ADVANTAGES OF
EIGHT-CYLINDER PERFORMANCE
WITH FINE-CAR SIZE AND
ROOMINESS AND STYLING THAT
SET AMERICA'S STANDARDS

THOUGH you were willing to pay hundreds of dollars more, it would be difficult to find a motor car that combines so happily as the Oldsmobile "Eighty," all the characteristics that make up the ideal motor car. Modern to the minute in engineering, in styling and in appointments, the Oldsmobile "Eighty" appeals to motorists who insist upon highest quality and who demand, in addition, fleetness and nimbleness, feather-touch handling ease and the newest vogue in styling. All of these you may have in the Oldsmobile Series Eighty at surprisingly moderate price. And further, your purchase is backed by the reputation of America's oldest manufacturer of motor cars.



Series 80 BUSINESS COUPE

Whether you drive this smart coupe for business or pleasure, you may be sure that you will arrive at your destination refreshed and relaxed, because no car on the market is easier to handle or more comfortable to ride in. There is ample storage space for luggage in the spacious, rear deck and behind the seat.

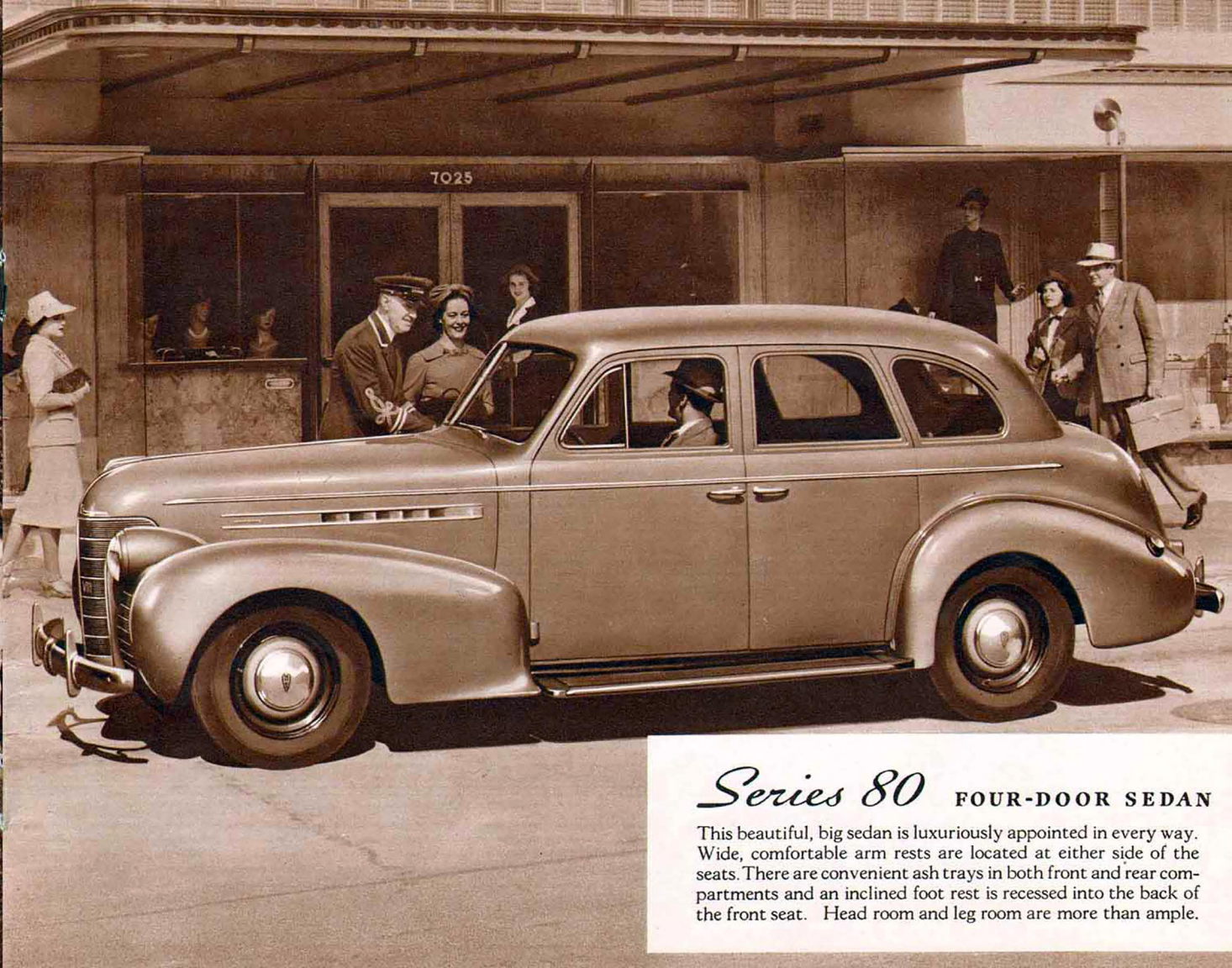
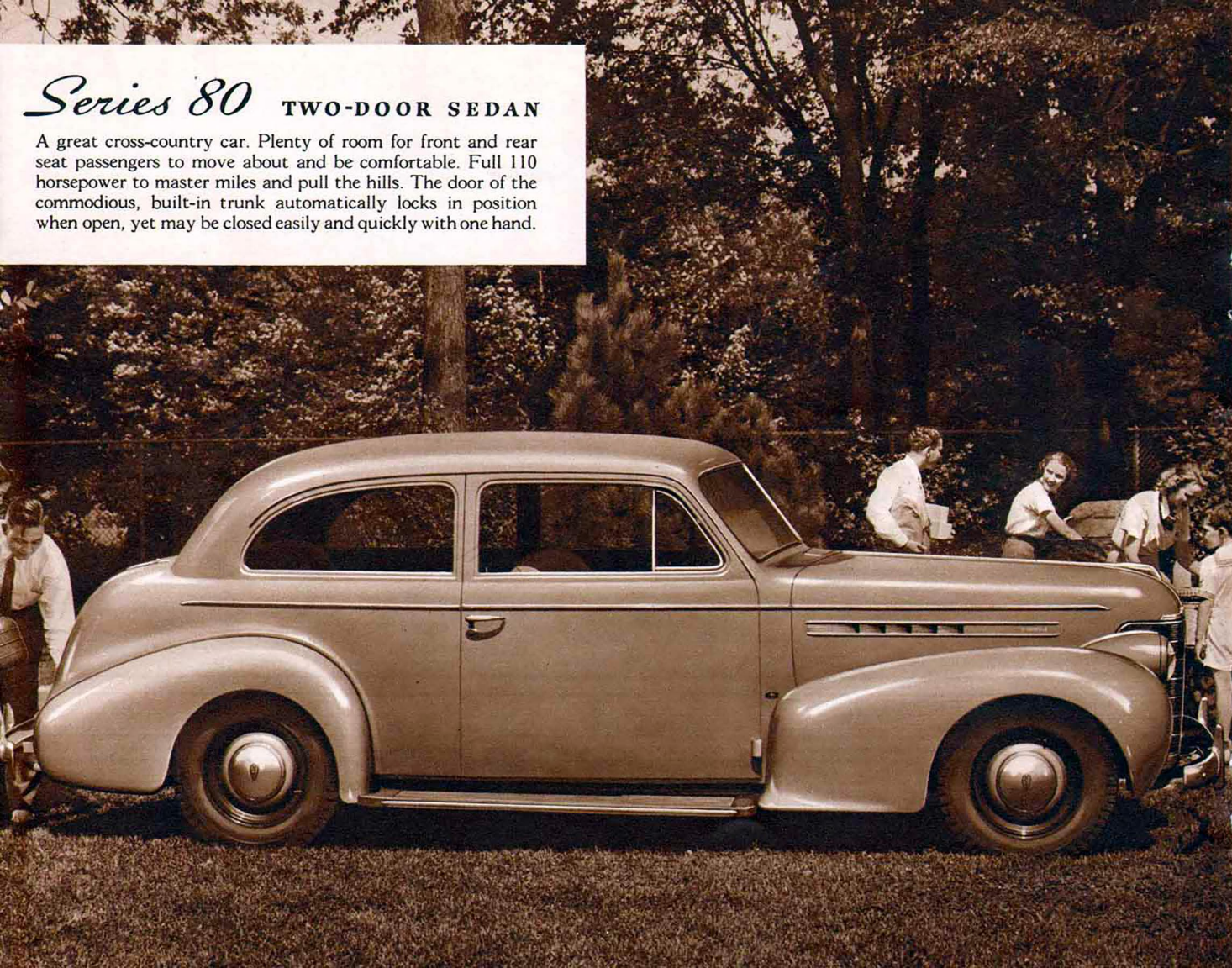


Series 80 CLUB COUPE

With its wide, unobstructed sedan-type front seat and folding rear seats for two extra passengers, this ultra-smart coupe model will accommodate five in comfort—all inside the car, protected from wind and weather. Luggage may be carried in a large compartment behind the front seat or in the spacious rear deck.

Series 80 TWO-DOOR SEDAN

A great cross-country car. Plenty of room for front and rear seat passengers to move about and be comfortable. Full 110 horsepower to master miles and pull the hills. The door of the commodious, built-in trunk automatically locks in position when open, yet may be closed easily and quickly with one hand.



Series 80 FOUR-DOOR SEDAN

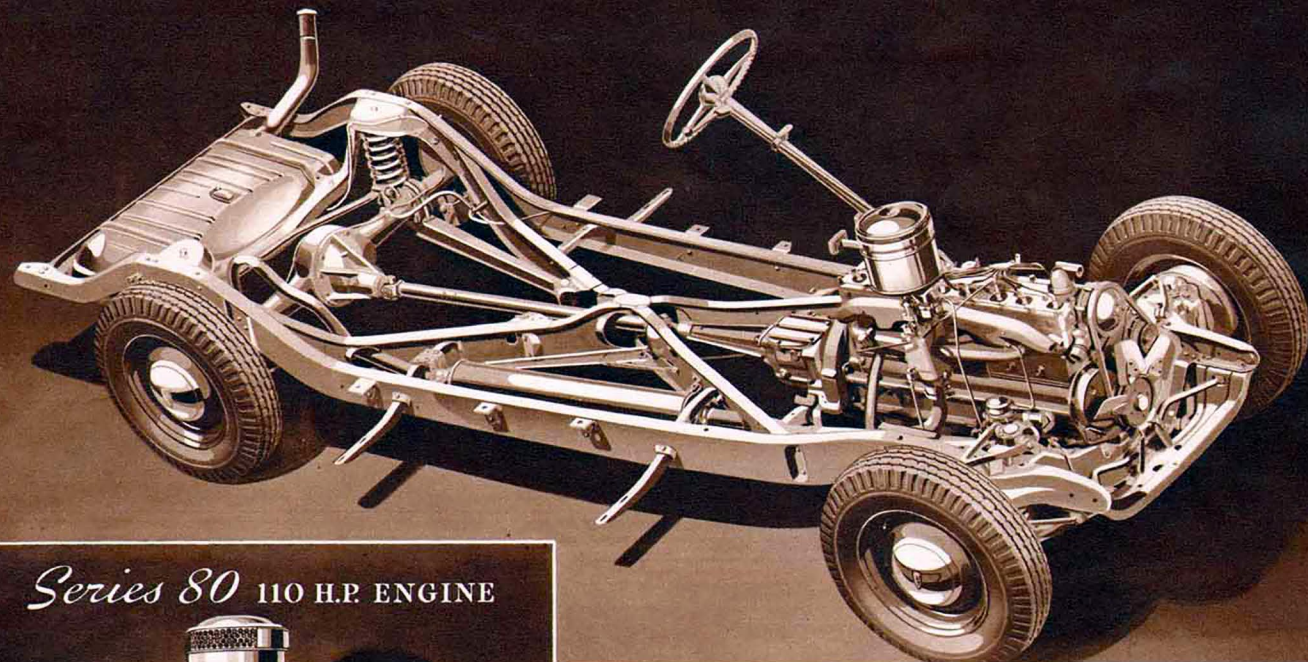
This beautiful, big sedan is luxuriously appointed in every way. Wide, comfortable arm rests are located at either side of the seats. There are convenient ash trays in both front and rear compartments and an inclined foot rest is recessed into the back of the front seat. Head room and leg room are more than ample.

Series 80 CONVERTIBLE COUPE

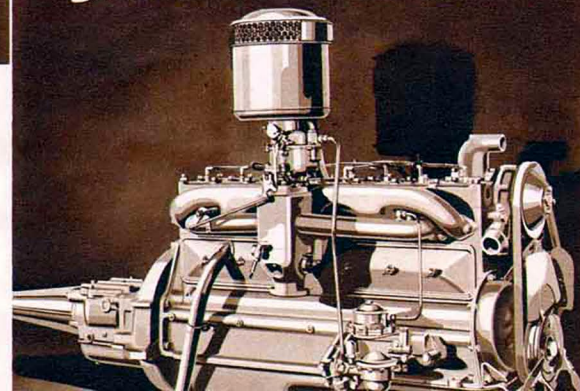
A smart, open sport car one minute—a snug, cozy, enclosed coupe the next. When lowered, the top is recessed flush with the rear deck and covered by a smooth-fitting boot. You may have your choice of hand-crushed genuine leather upholstery or cloth with leather trim. Has two folding seats inside the car.



OLDSMOBILE *Series 80* CHASSIS



Series 80 110 H.P. ENGINE



1. Quadri-Coil Springing. 2. Knee-Action Wheels. 3. Dual Stabilizing Arms. 4. Lateral Stabilizer Bar at Rear. 5. Front Ride Stabilizer. 6. Double-Action Hydraulic Shock Absorbers. 7. 110 H.P. L-Head Engine. 8. Tri-Cushion Engine Suspension. 9. I-Beam, X-Type Frame. 10. Dual Center-Control Steering. 11. Hypoid Rear Axle. 12. Valves and Cylinders Completely Water Jacketed. 13. Air-Cooled Fuel Pump. 14. Automatic Choke Control. 15. Positive Pre-Engagement Starter. 16. Vacuum Fuel Saver. 17. Electro-Hardened Aluminum Pistons. 18. Completely Sealed Super-Hydraulic Brakes. 19. Mechanical Emergency Braking System. 20. Safety Steel Wheels. 21. Needle-Bearing Universal Joints. 22. Under-Hood, Air-Cooled Battery. 23. Heavy-Duty, Air-Cooled Generator. 24. Leak-Proof, Ball-Bearing Water Pump.

The chassis of the Series 70 is the same size as the Series 80 chassis — except that it is powered by a 95 H. P. six-cylinder engine.

A triumph of advanced engineering, the perfectly balanced eight-cylinder, L-Head engine in the Series 80 delivers a full 110 horsepower with matchless ease. Smooth, quiet and responsive throughout the entire speed range, it provides sensational performance in heavy traffic or on the open highway. Its high efficiency makes it economical to operate.

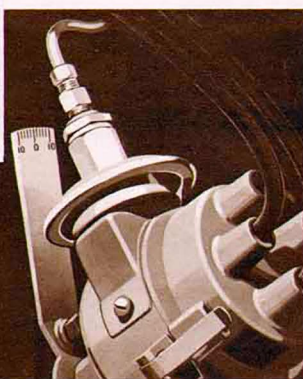
Economy

THAT SAVES YOU MONEY EVERY MILE



➔ **Automatic Choke Control:** Eliminates over-choking or under-choking. It makes starting quicker and easier in cold weather and makes engine operation smoother, especially during the warm-up period.

➔ **Vacuum Fuel Saver:** The ignition distributor is equipped with a vacuum control which automatically regulates the spark advance in proper relation to driving speeds. It insures maximum gasoline economy throughout the entire speed range and eliminates spark knock.

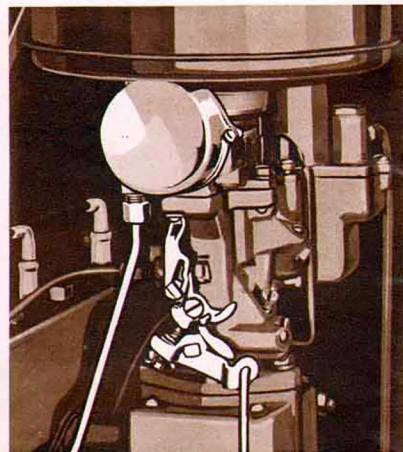
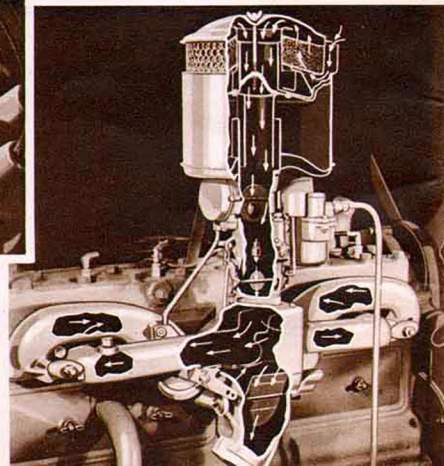


➔ **All Oldsmobile engines** are inherently economical because they are engineered to a high degree of efficiency and built to strict precision standards. In addition, they incorporate every modern feature that contributes to fuel and oil economy. As a result, in cost of operation, Oldsmobile compares favorably with motor cars of smaller size and far less capable performance.

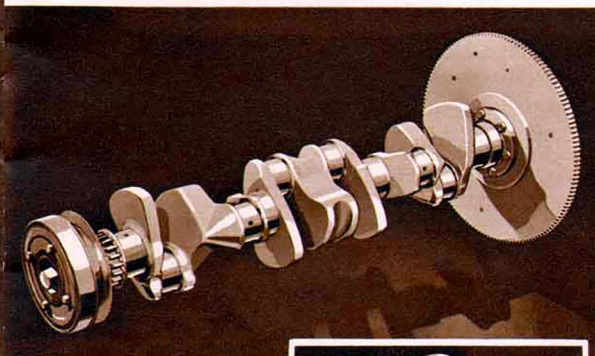
➔ **Piston Rings:** Oldsmobile's Electro-Hardened Aluminum Pistons are fitted with four rings, instead of the customary three, to maintain engine compression, improve performance, and restrict oil loss.



➔ **Down-Draft Carburetion:** Advanced down-draft carburetion contributes to Oldsmobile's quick starting, swift acceleration, spirited performance and exceptional fuel economy. Oldsmobile's down-draft carburetor is equipped with a vertical type air cleaner and an air intake silencer of the latest design.

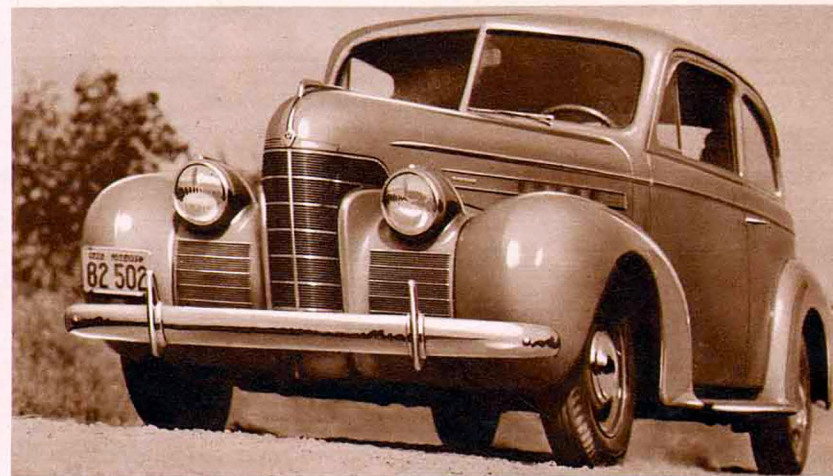


➔ **Fully Counter-Weighted Crankshaft:** Careful counter-weighting of the crankshaft, and precise balancing both statically (at rest) and dynamically (in motion) result in exceptionally smooth operation and maximum bearing life. The Crankshaft Vibration Damper (shown in inset) effectively neutralizes torsional vibration and increases engine life.



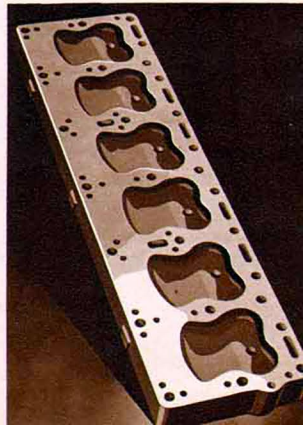
➔ **Electro-Hardened Aluminum Pistons:** Oldsmobile pistons are manufactured from a special aluminum alloy which combines light weight, great strength and long life. Electro-Hardening makes the surface superhard and wear resisting.

➔ **Completely Cooled Cylinders:** Each cylinder in the Oldsmobile engine is completely surrounded by cooling water for the complete length of the cylinder barrel. Intake and exhaust valves are pressure cooled by complete water jacketing of the valve seats.



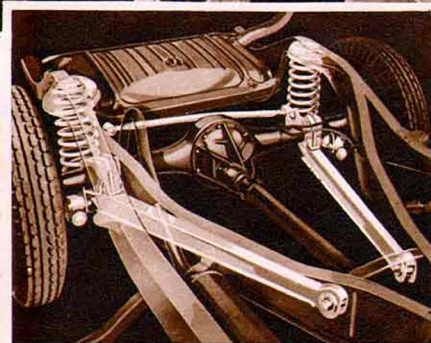
➔ When you drive an Oldsmobile, you know that the road is yours. Every modern advancement that contributes to fine performance has been incorporated in Oldsmobile engines. Compare Oldsmobile, feature for feature, with other cars and you'll see why it stands at the top of the list.

➔ **High-Efficiency Cylinder Head:** Efficient design of the combustion chambers in Oldsmobile's high-compression cylinder head results in brilliant performance and economy with the use of regular gasoline.

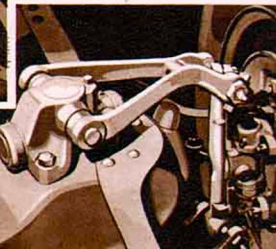


Rhythmic Ride

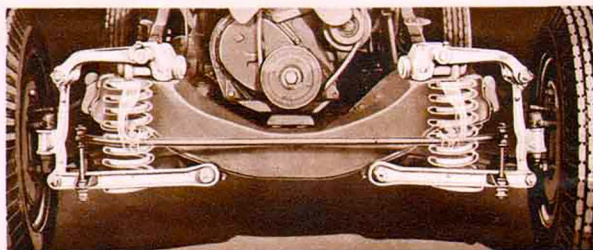
THAT'S THE SMOOTHEST YOU'VE EVER ENJOYED



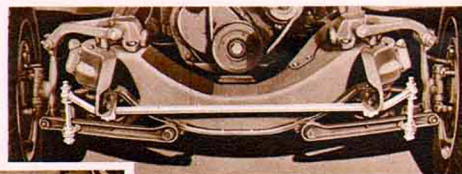
Double-Action Hydraulic Shock Absorbers, of latest, most efficient design, control vertical motion, absorb road shocks and take up rebound. Their proved cam-and-lever design insures instant, positive action and long life.



Lateral Stabilizer Bar, anchored at one end to the frame and at the other end to the rear axle, prevents side-to-side movement and keeps the car frame and axle in alignment.



Knee-Action Front Wheels, acting independently of each other, step over bumps and holes in the road. Rigid mountings help prevent fore-and-aft movement and contribute much to safe driving, as well as to Oldsmobile's smooth, Rhythmic Ride.



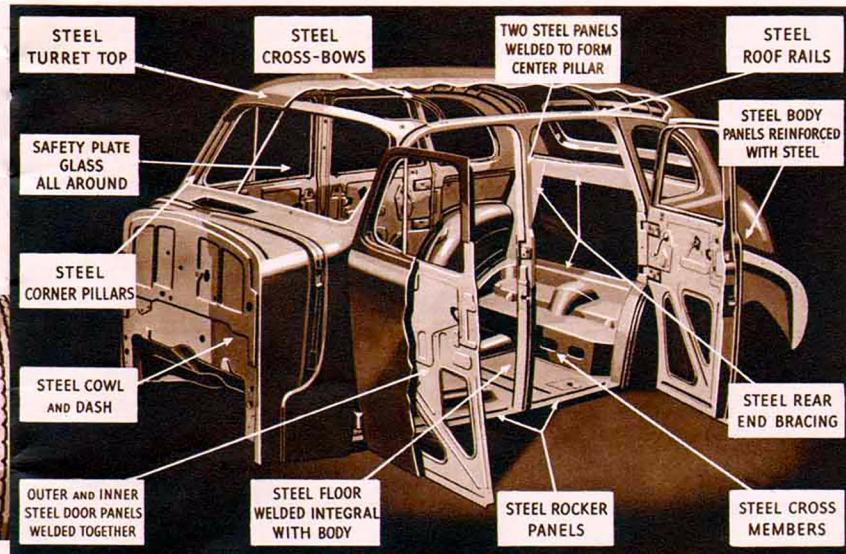
Front Ride Stabilizer, acting in conjunction with Dual Stabilizing Arms at rear, controls rolling motion and prevents body sway on turns and curves.

BASED ON QUADRI-COIL SPRINGING, FOUR-WAY STABILIZATION AND KNEE-ACTION

Oldsmobile's revolutionary new Rhythmic Ride is so named because it removes from motor car riding all pitching, tossing, bumping and sideways—leaving as the only sensation, the gentle rhythm of motion. This marvelous ride is the result of an entirely new system of spring suspension—Quadri-Coil Springing, which includes Knee-Action wheels and is combined with Four-Way Stabilization.

Observation Bodies

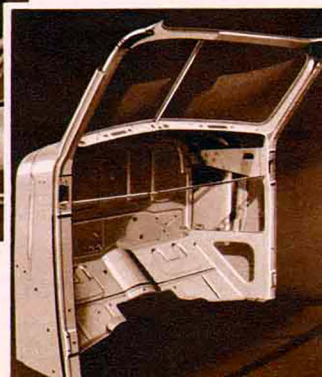
THAT GIVE YOU WORLDS OF ROOM TO RELAX AND LOOK ABOUT YOU



Solid Steel Turret Top: Fabricated from a single piece of seamless drawn steel, Oldsmobile's Turret Top is reinforced with steel bows and welded to the steel body panels and strong inner framework. Windows and windshield in Series 70 and Series 80 models provide up to 412 inches more area than last year's models.



One-Piece Steel Cowl Assembly: The entire front section of the body, from floor to top, is welded into one solid unit, reinforced with sturdy steel braces.



Narrow Steel Body Pillars permit an extremely wide area of vision, particularly in Series 70 and Series 80 bodies. Each of the Fisher No Draft Ventipanes has an individual lock and control.



Unisteel Body by Fisher: Passengers are entirely surrounded by a solid steel, box-like structure which is welded into an integral unit, providing maximum safety, quietness and durability.

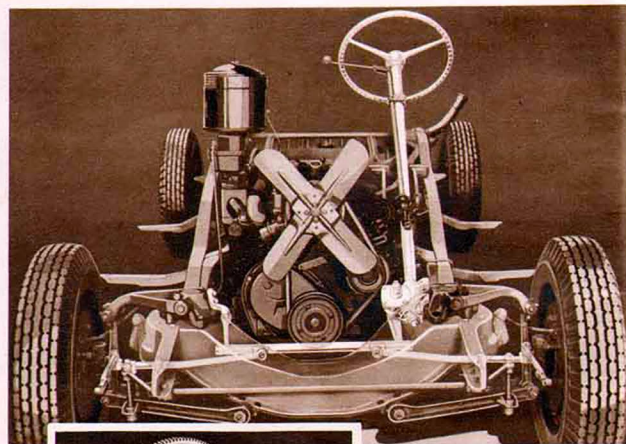
30% Larger Windshield on 70 and 80 models, gives you wider vision for greater safety. Permits you to see all the road before you and makes it easy to watch traffic signals. The windshield is tilted to improve vision and reduce glare. Narrow corner posts improve your view of side roads.

Handling Ease

BEYOND ANYTHING YOU'VE KNOWN

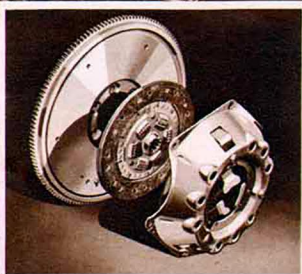
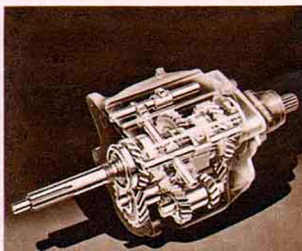


←**Handi-Shift Gear Control:** The old-fashioned gear-shift lever has been replaced by a small handle located on the steering column, just below the steering wheel. The operation of shifting gears is the same as before, except that the "H," through which the control lever moves, has been turned on its side. Reverse and low gears are on the top side of the "H." Second and high gears are reached by depressing the control lever and moving it forward and backward on the bottom of the "H."



All-Silent Syncro-Mesh Transmission: Makes gear-shifting easy, quick and quiet. It provides positive, silent meshing by bringing all gears to exactly the same rotating speed just before the shift is completed. →

←**Handi-Shift Transmission Connection:** Connections between the transmission and the Handi-Shift control lever are very simple, consisting of a rod which operates the shifting mechanism and a cable which controls gear selection. The gear selecting mechanism enters the transmission from the side instead of from the top, as in conventional gear-shifting.



↑**Dual Center - Control Steering** provides perfect steering geometry throughout the entire up-and-down movement of the wheels. Steering is easy, safe and positive. It eliminates road shock and rarely requires adjustment.

←**Smooth Action Clutch:** This rugged, single-plate dry disc clutch is quiet, dependable and free from chatter and requires little effort to operate. The clutch facing material is wound in a continuous spiral from the inside of the disc to the outer edge.

Automatic Safety Transmission

**SAFEST, SIMPLEST,
EASIEST METHOD OF
CAR CONTROL...NOW
PROVED AND PERFECT-
ED...GIVES AMAZING
SUPER-PERFORMANCE**

OVER a period of more than two years, thousands of owners have driven millions of miles in Oldsmobiles equipped with the Automatic Safety Transmission. These owners say that this great engineering development literally revolutionizes motor car performance; that it improves starting, stopping and steering and makes driving easier in traffic and on the road.

Now the Automatic Safety Transmission has been improved still further. Gears change so silently and smoothly that you hardly know when the shift occurs. More than just a gear-shifter, this transmission takes over the ordinary routine of gear changing for you and reduces motor car operation to its simplest, easiest terms.

You need learn nothing new to drive with Oldsmobile's Automatic Safety Transmission. Just put the lever in position, step on the gas and go. It's as easy as that! And it not only saves the effort of gear-shifting, but saves you money on gas and oil and reduces clutch use two-thirds.

Optional on All Models at Extra Cost.



1. Automatic Operation. Gears shift themselves automatically in both forward speed ranges, giving you four-speed flexibility at the touch of a finger.



2. Minimum Use of Clutch. It is unnecessary to use the clutch except to start and stop. Changes from one forward speed to the other require no declutching.



3. Super-Performance. In all speed ranges, performance is improved by the smoothness, flexibility and responsiveness of the Automatic Safety Transmission.



4. Super-Drive. A special fourth gear swings into action at approximately 23 miles per hour and makes cruising smoother, quieter and more enjoyable.



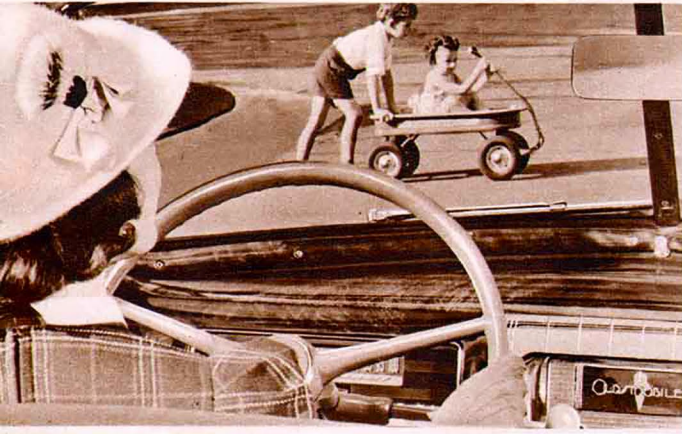
5. Special Pick-Up Gear. Supplies extra acceleration for passing other cars and additional power for hill-climbing. Another definite safety advantage.



6. Saves Money on Gas and Oil. Actual tests as well as owner experience show remarkable savings on gas and oil. Engine wear and upkeep are also reduced.

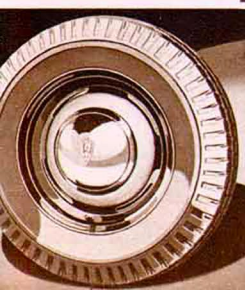
Safety

THAT GIVES YOU REAL PEACE OF MIND

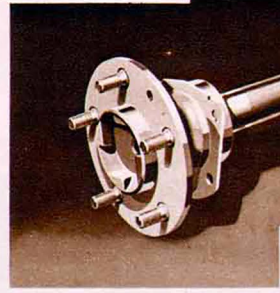


↑ You'll find every modern provision for safety incorporated in Oldsmobile. Of course, all the newest safety features are included, but even more important, Oldsmobile safety starts with engineering and is continued throughout the selection of materials to the final assembly and inspection.

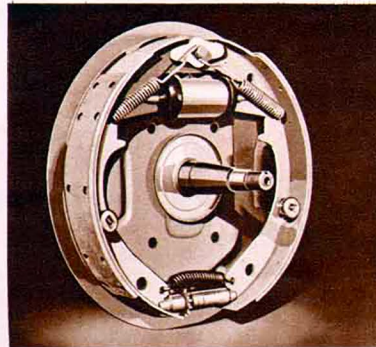
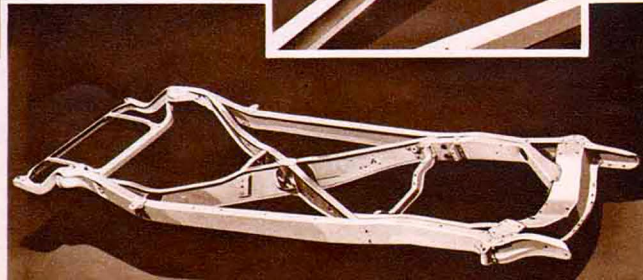
Safety Steel Wheels: Oldsmobile wheels are pressed from heavy-gauge steel and are sturdy, safe and light in weight.



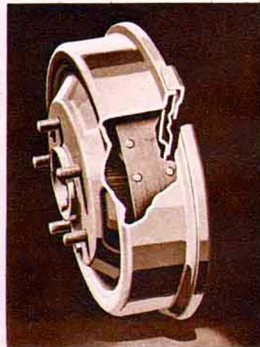
↑ **Mechanical Emergency Brakes:** Operate independently of the hydraulic mechanism, giving two separate braking systems.



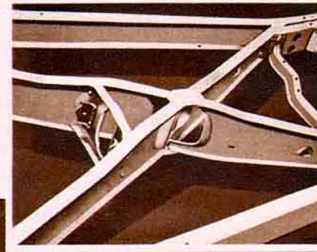
↑ **I-Beam, X-Member Frame:** The sturdy, rigid construction of Oldsmobile's full-length frame insures a rugged foundation for the entire car. Additional strength is provided by diagonal corner braces and the box-section construction which extends from the forward ends of the X-member (inset) to the front cross member.



↑ **Super-Hydraulic Brakes:** Oldsmobile's self-energizing super-hydraulic brakes are completely sealed against mud, dirt and water. Braking action is positively equalized to assure smooth, straight-line stops, with minimum pedal pressure. Brake drum surfaces are of cast iron. Special wear-resisting brake linings assure long service.



↑ **Flanged Axle Shafts:** The rear axle shafts are of the integral flange type to insure maximum strength and safety. Wheels are bolted directly to the axle shaft at five points.

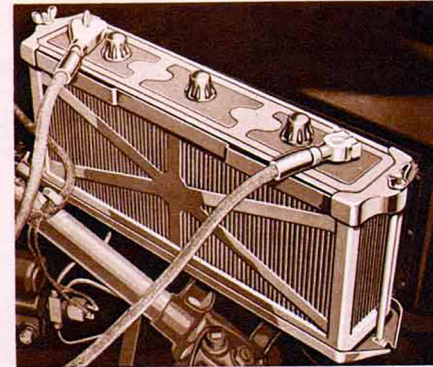


Engineering Advancements

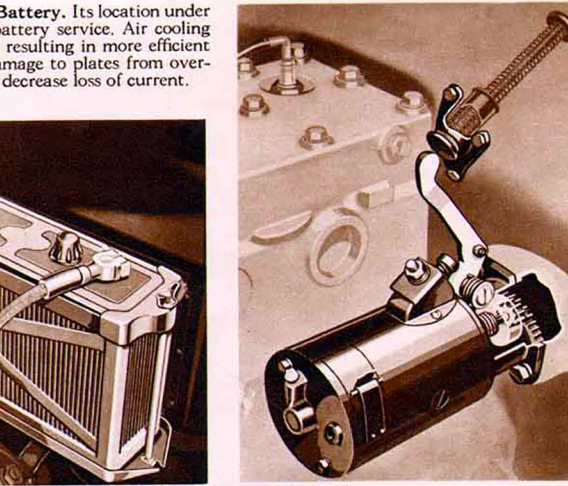
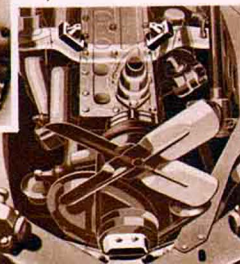
THAT PUT OLDSMOBILE IN A CLASS BY ITSELF



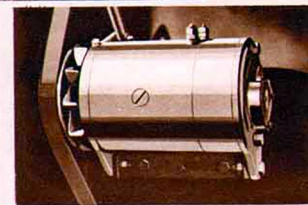
Under-Hood, Air-Cooled Battery. Its location under the engine hood simplifies battery service. Air cooling lowers battery temperature, resulting in more efficient charging, and preventing damage to plates from overheating. Short battery leads decrease loss of current.



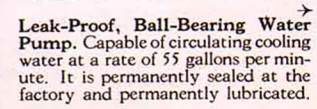
↑ **Tri-Cushion Engine Suspension:** Engines are scientifically mounted at three points on cushions of live, resilient rubber to absorb engine movement and to keep vibration from being transmitted to the body or chassis.



↑ **Positive-Shift Starter.** The starter gear is positively meshed with the flywheel gear before the starter begins to crank the engine. The plunger-type starter pedal is isolated from the engine to prevent vibration.

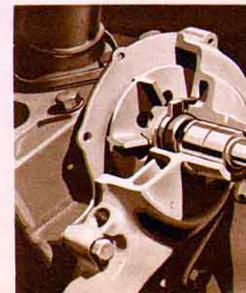


↑ **Heavy-Duty, Air-Cooled Generator.** The Oldsmobile generator has unusually high capacity to meet the demands on the battery of radio, heater and other electrically operated accessories, as well as starting and lighting. Internal parts are air-cooled.



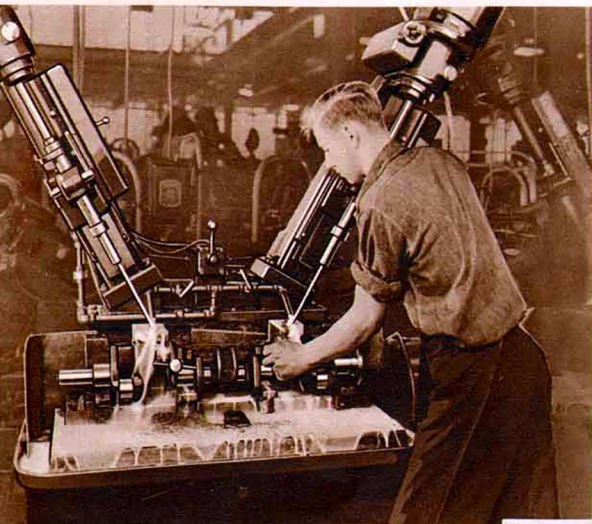
For forty-one years, Oldsmobile has been famous for its advanced engineering. Pioneer of many "firsts" in the industry, Oldsmobile gives you everything that's new in modern, fine-car features.

↑ **Leak-Proof, Ball-Bearing Water Pump.** Capable of circulating cooling water at a rate of 55 gallons per minute. It is permanently sealed at the factory and permanently lubricated.

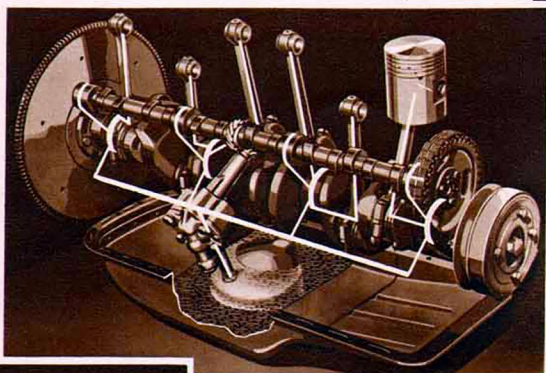


Precision Manufacturing

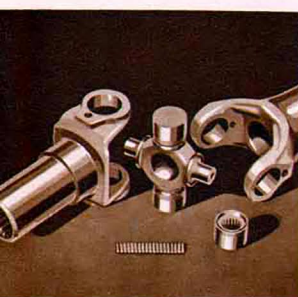
THAT SETS NEW QUALITY STANDARDS FOR THE POPULAR-PRICE FIELD



One of the primary reasons why Oldsmobile cars give their owners such long and satisfactory service, and have such high resale value on the used car market, is the precision manufacturing of important engine and chassis parts—quality throughout that definitely establishes Oldsmobile in the fine-car class.

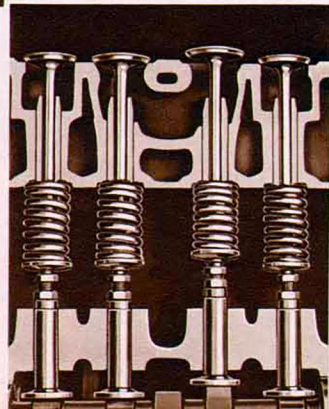


↑ **Rifle-Drilled Connecting Rods** carry oil under pressure to the piston pins. They are also drilled to spray cylinder walls, adding to the life of pistons and rings.



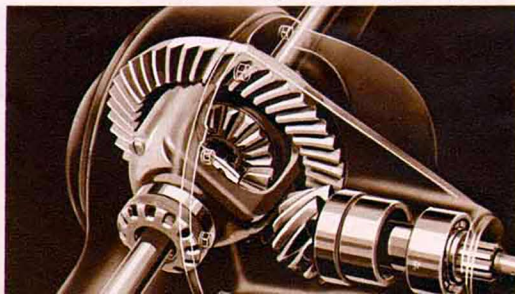
↑ **Propeller Shaft and Universal Joints.** The universal joints, located at either end of the propeller shaft, are of the efficient, needle-bearing type. They are permanently lubricated and sealed at the factory.

↑ **Long-Life Valves.** Mushroom type valve lifters, extra long guides and exhaust valves of specially forged steel make the valve mechanism quiet and efficient.



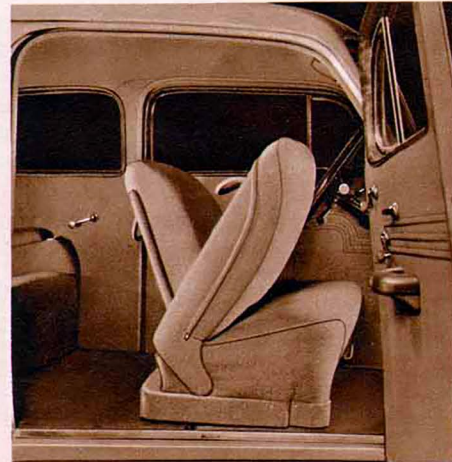
↑ **Full-Pressure Lubrication.** Camshaft, crankshaft and connecting rod bearings, piston pins and the cylinder walls are all lubricated under pressure.

↑ **Hypoid Rear Axle.** Power is applied through hypoid gears. Center line of the pinion gear is below the center line of the ring gear, reducing bearing loads.



Modern Appointments

THAT BRING FINE-CAR LUXURY TO THE POPULAR-PRICE FIELD



↑ The front seats of all Oldsmobile two-door models are the full-width sedan type and will accommodate three in comfort. The seat backs fold forward to afford easy entrance to the rear compartment. Front seats are adjustable.

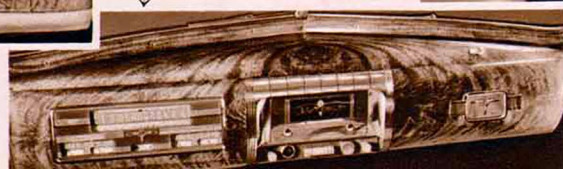
↑ Comfort was the first consideration in the design of Oldsmobile interiors. There is plenty of head room for both front and rear seat passengers. The smartly tailored, pillow-type seats are figure-fitting. Seat backs are rounded and

heavily padded to protect rear seat passengers. Hardware is smart in appearance and conveniently placed. Fine-quality cloth or mohair upholstery is optional. The interior shown is the Series 70 Four-Door Sedan.

↓ The Series 70 and Series 80 Instrument Panels are treated in lustrous burled walnut finish and decorated with handsome chrome bars. Instruments are grouped in front of the driver.



↑ The Series 60 Instrument Panel is finished in Salisbury beige and Walnut grain. There is a large parcel compartment at the right. The center panel insert is removable to provide for radio installation.

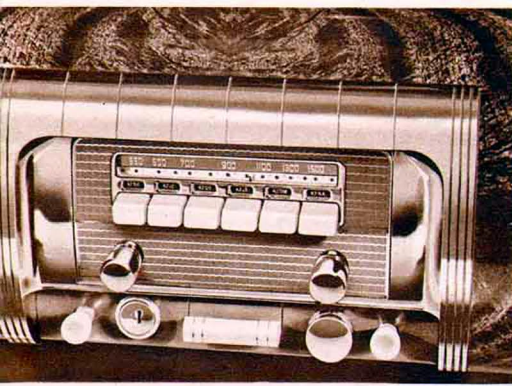


↑ All Series 70 and Series 80 models may be ordered with handsome, chrome-trimmed side panels in place of running boards without extra charge. Cars without running boards are also equipped with rubber scuff pads to protect the rear fenders from gravel.

Accessories

THAT MATCH THE MODERN SPIRIT
OF OLDSMOBILE DESIGN

Optional at Moderate Cost



De Luxe Heater. A high-capacity, center-mounted heater with wide, full-opening doors and variable-speed switch. The *Standard Heater*, with its sturdy, economical self-lubricating motor, is an excellent value from every standpoint. *Dual Defroster* with powerful blower and extra-wide vents, may be installed with either heater.

Seat Covers: These neat, snug-fitting seat covers are smartly fashioned of smooth, soft-textured Sea Breeze material with harmonizing Fabricoid piping. Front cover has convenient pocket for maps, glasses, etc.

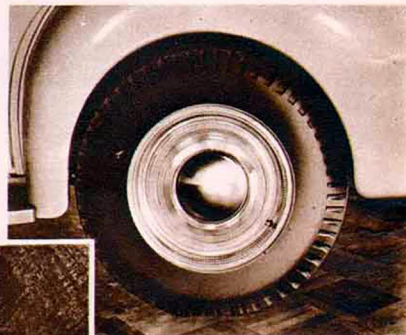
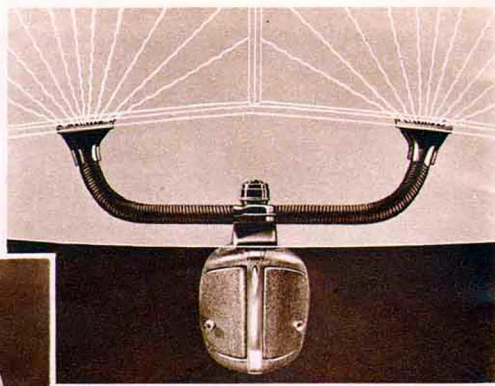


◀ **De Luxe Steering Wheel.** A lustrous, flexible wheel made of gleaming molded plastic, with wide spoke grips and comfortable finger notches. The horn bar permits horn operation without taking hands from the wheel.

Electric Clock: This attractive, indirectly lighted clock installs in a panel in the glove compartment. A neatly designed, spring-driven clock is also available to attach to the header board.



▲ **Combined Wheel Disc and Hub Cap.** of one-piece stainless steel, fits over the standard wheel and replaces the hub cap. A stainless steel Wheel Molding may be used with the Wheel Disc, or may be installed separately.



Specifications

THAT TELL THE STORY OF
QUALITY AND VALUE

SERIES SIXTY

ENGINE—Bore $3\frac{1}{8}$ inches; stroke $3\frac{3}{8}$ inches; displacement 216 cubic inches. Taxable horsepower, 28.4. Brake horsepower, 90 at 3200 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. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof, permanently lubricated water pump. Capacity, 17 quarts.

CLUTCH AND TRANSMISSION—Single plate, 9-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. Tilt-beam headlights with foot selector switch.

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

FRAME—Rigid-girder type, I-beam X-member construction.

STEERING—Dual Center-Control, with inner ends of equal length tie-rods located on center line of front suspension pivot, providing perfect steering geometry. Worm and double roller design. Overall ratio, 20 to 1.

BRAKES—Super-Hydraulic, self-energizing type. 11-inch drums with cast-iron braking surfaces. Completely sealed. Mechanical braking system on rear wheels. Brake lining area, 148 square inches.

TIRES—Low-pressure, balloon tires, 16 x 6.00 inches, mounted on safety steel wheels. Wheelbase—115 inches. Turning circle, $36\frac{3}{4}$ feet.

FENDERS—and other chassis sheet metal parts subjected to weather, bonderized for protection against rust.

BODY TYPES—Business Coupe; Club Coupe; Two-Door Sedan and Four-Door Sedan.

STANDARD EQUIPMENT on all models includes safety glass, bumpers, bumper guards, spare tire and tube . . . at no extra cost.

SERIES SEVENTY

ENGINE—Bore $3\frac{1}{8}$ inches; stroke $4\frac{1}{8}$ inches; displacement 230 cubic inches. Taxable horsepower, 28.4. Brake horsepower 95 at 3300 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. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof, permanently lubricated water pump. Capacity, 17 quarts.

CLUTCH AND TRANSMISSION—Single plate, $9\frac{1}{4}$ -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. Tilt-beam headlights with foot selector switch.

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

FRAME—Rigid-girder type, I-beam X-member construction.

STEERING—Dual Center-Control, with inner ends of equal length tie-rods located on center line of front suspension pivot, providing perfect steering geometry. Worm and double roller design. Overall ratio, 20 to 1.

BRAKES—Super-Hydraulic, self-energizing type. 11-inch drums with cast-iron braking surfaces. Completely sealed. Mechanical braking system on rear wheels. Brake lining area, 148 square inches.

TIRES—Low-pressure, balloon tires, 16 x 6.00 inches, mounted on safety steel wheels. Wheelbase—120 inches. Turning circle, $38\frac{1}{4}$ feet.

FENDERS—and other chassis sheet metal parts subjected to weather, bonderized for protection against rust.

BODY TYPES—Business Coupe; Club Coupe; Convertible Coupe; Two-Door Sedan and Four-Door Sedan.

STANDARD EQUIPMENT on all models includes safety glass, bumpers, bumper guards, spare tire and tube . . . at no extra cost.

SERIES EIGHTY

ENGINE—Bore $3\frac{1}{8}$ inches; stroke $3\frac{3}{8}$ inches; displacement 257 cubic inches. Taxable horsepower, 33.8. Brake horsepower, 110 at 3500 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—Dual down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof, permanently lubricated water pump. Capacity, 24 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 115-ampere hour capacity. Air-cooled generator with automatic charging control. Positive shift starter. Tilt-beam headlights with foot selector switch.

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

FRAME—Rigid-girder type, I-beam X-member construction.

STEERING—Dual Center-Control, with inner ends of equal length tie-rods located on center line of front suspension pivot, providing perfect steering geometry. Worm and double roller design. Overall ratio, 20.5 to 1.

BRAKES—Super-Hydraulic, self-energizing type. 12-inch drums with cast-iron braking surfaces. Completely sealed. Mechanical braking system on rear wheels. Brake lining area, 162 square inches.

TIRES—Low-pressure, balloon tires, 16 x 6.50 inches, mounted on safety steel wheels. Wheelbase—120 inches. Turning circle, $38\frac{1}{4}$ feet.

FENDERS—and other chassis sheet metal parts subjected to weather, bonderized for protection against rust.

BODY TYPES—Business Coupe; Club Coupe; Convertible Coupe; Two-Door Sedan and Four-Door Sedan.

STANDARD EQUIPMENT on all models includes safety glass, bumpers, bumper guards, spare tire and tube . . . at no extra cost.

OLDSMOBILE AUTHORIZED SERVICE

The Oldsmobile Owner Service Policy has been a source of satisfaction and usefulness to many thousands of Oldsmobile owners through the years. It is one of the most liberal and comprehensive policies in the entire automobile industry. Every Oldsmobile owner, upon the purchase of a new Oldsmobile, is entitled to full service under the terms of this policy, at the service



station of any authorized Oldsmobile dealer, whether in his own community or elsewhere. Complete and easily accessible, Oldsmobile service is available throughout America. Wherever you see the Oldsmobile

Service Sign, illustrated above, you may be certain of real service satisfaction and a ready welcome with prompt, skilled and courteous attention to your needs.

LIBERAL G.M.A.C. TERMS

If you wish to finance your car out of current income, as so many people do, Oldsmobile dealers offer you the General Motors Instalment

Plan—a service of the General Motors Acceptance Corporation.

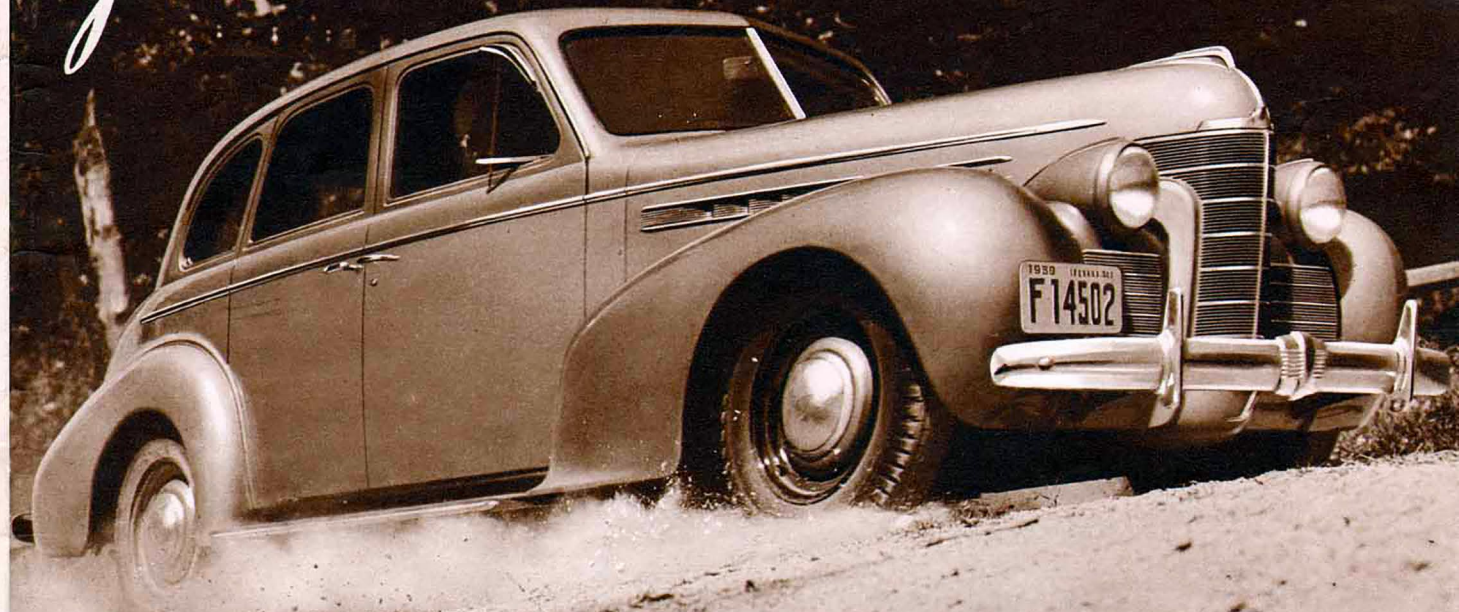
This plan offers many of the most valuable advantages

in buying today, 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 and courteous treatment. Further, the General Motors Instalment Plan makes it possible for you to enjoy the pleasure and satisfaction of immediate Oldsmobile ownership with a moderate initial outlay and monthly payments to suit your purse. Proper insurance coverage is available at very reasonable charges.



**GENERAL
MOTORS
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