

OLDSMOBILE

THE CAR THAT HAS EVERYTHING !



THREE STYLEADER OLDSMOBILES

Bigger and Better in Everything - - - Priced for Everybody

BEST-LOOKING CAR ON THE ROAD

New style leader beauty in all three Series—gleaming new front ends—appealing new streamlined curves and contours—set Olds apart from other cars and establish it as the smartest car of the year.

BIGGER, FINER FISHER BODIES

Bodies are impressively bigger to look at—wider and roomier inside—more luxuriously and more expensively furnished and upholstered, with softer, more comfortable seats.

SMOOTHEST RIDING CAR AT ANY PRICE

Oldsmobile's famous Rhythmic Ride has been still further improved. Modern coil springs all around give a smooth, restful ride. They never require lubrication and cannot wear out.

EASIEST HANDLING CAR EVER BUILT

In steering, starting, stopping—in every detail of car operation—Olds is amazingly easy to drive. For holding a steady course on the straightaway, taking curves, maneuvering in city traffic, or parking in limited space, it's the easiest handling car on the road.

POWER, SPEED AND PICK-UP TO SPARE

When it comes to performance, you'll find Olds the grandest of them all to drive. Brilliant acceleration puts you out in front at the light. Cruising speeds are incredibly smooth and silent. And there's power for any need—hill-climbing, tough going, or hard pulling.

SAFEST CAR OF THEM ALL

Oldsmobile has always given you everything in modern safety features. Now it brings you the latest advancements; such features as the new Hi-Test Safety Plate Glass. It's a car you can drive with full confidence that you are thoroughly protected.

ECONOMY THAT CHALLENGES THE BEST

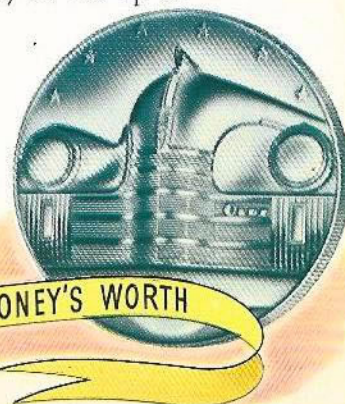
Actual tests show that Oldsmobile gives practically the same gas mileage as smaller, lighter cars that are designed for economy. Oil consumption has been reduced to the absolute minimum. Oldsmobile's long life and freedom from repairs mean superior economy in the long run.

MORE LONG LIFE, EXTRA VALUE FEATURES

Study the engineering advantages, the expensive, fine-car features, the many evidences of quality detailed in this booklet. Then, make comparisons with other cars. Olds stands in a class by itself for long life, extra value features per dollar of investment.

FAMOUS OLDS QUALITY IN EVERY MODEL

Oldsmobile has a long-standing tradition of quality to live up to and protect. Established in 1897, it is the oldest manufacturer of motor cars in business today. When you buy an Oldsmobile, your purchase is backed by the world-wide resources of General Motors and by Oldsmobile's own 43-year record of building only to the highest standards of quality.



SERIES 60

A GREAT BIG CAR AT A REAL ECONOMY PRICE

**Gives You Advantages in Size, Style and Performance
No Other Low-Priced Car Can Match !**

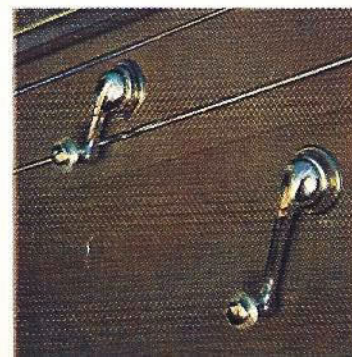
YOUR eyes tell you the Oldsmobile Sixty is big—lots bigger than you'd ever expect a low-priced car to be. It measures 16½ feet from bumper to bumper and it is impressively wider and roomier inside. Head room, leg room and shoulder room have all been increased.



by any means. The Series Sixty Econo-Master Engine has been stepped up in power—now delivers full 95 h. p.—far more than you'd expect to find in any low-priced car. The result is performance so thrilling and so sensational that you'll get more fun out of every mile you drive. Yet, this extra performance doesn't cost you a cent, because Oldsmobile engineers have worked out a way to provide this extra power with

But Oldsmobile's bigness is not confined to appearance

an actual saving in the use of gasoline and oil!
The entire Oldsmobile Sixty chassis is bigger and heavier, assuring extra stability and comfort, longer life and greater dependability. Compare the great big Oldsmobile Sixty, size for size, feature for feature, and price for price, with other leading cars in the low-price field. Considering all factors of style, quality and the big "package" you get for

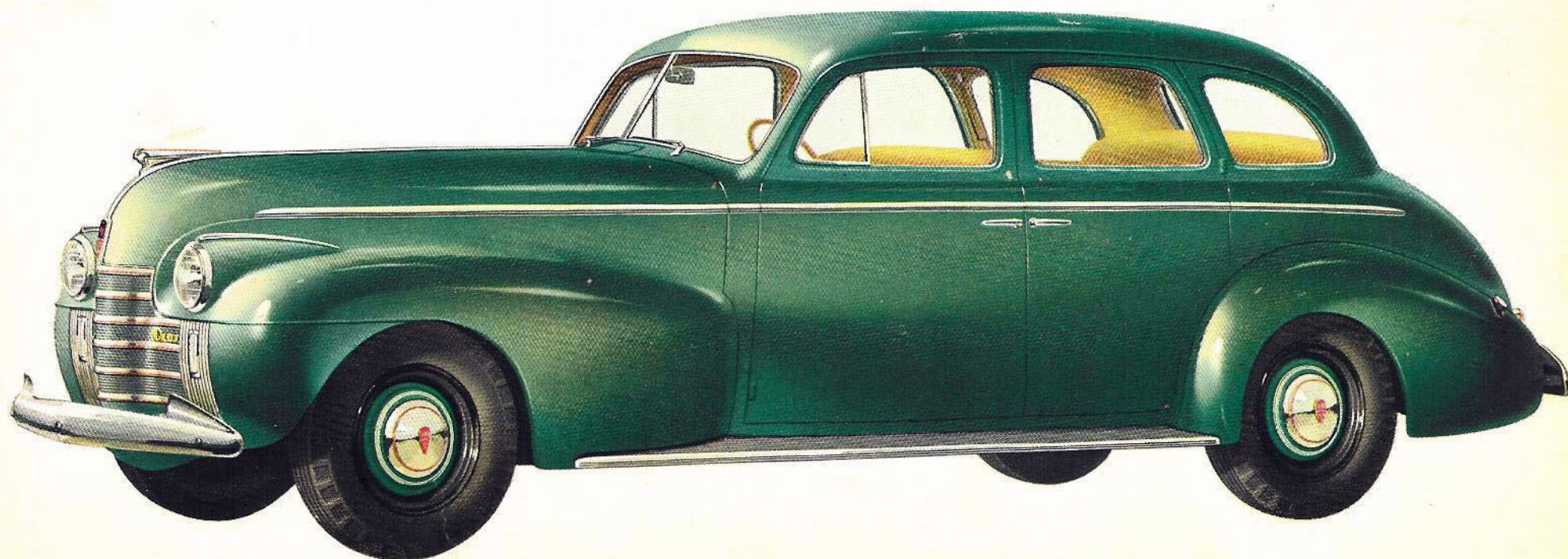


your money, you'll conclude that Oldsmobile gives you America's biggest money's worth!

SERIES SIXTY

FOUR DOOR TOURING SEDAN

A big, roomy, luxurious car for all the family. Beautifully streamlined from tip to tail lamp, it provides ample accommodations for six full-grown persons. The over-size, built-in luggage compartment is weather-sealed and carpeted. Spare wheel and tire are mounted vertically inside the trunk.



BIGGER AND BETTER INTERIORS STYLED IN THE *Luxury Manner*

The minute you step into an Oldsmobile Sixty, you'll be impressed with the luxury that surrounds you and the meticulous attention to detail that is evident in all fittings and appointments. Seat cushions are built with resilient coil springs, which are individually wrapped and securely tied. You have a choice of luxurious Canda cloth upholstery, or the handsome, striped broadcloth shown in the natural color photograph. Most important of all, you have plenty of room—room to stretch your legs—room for three in either seat—the kind of roomy spaciousness you've always associated with cars costing a great deal more. Never before has a low price bought so much in style, in luxury and in downright solid comfort.



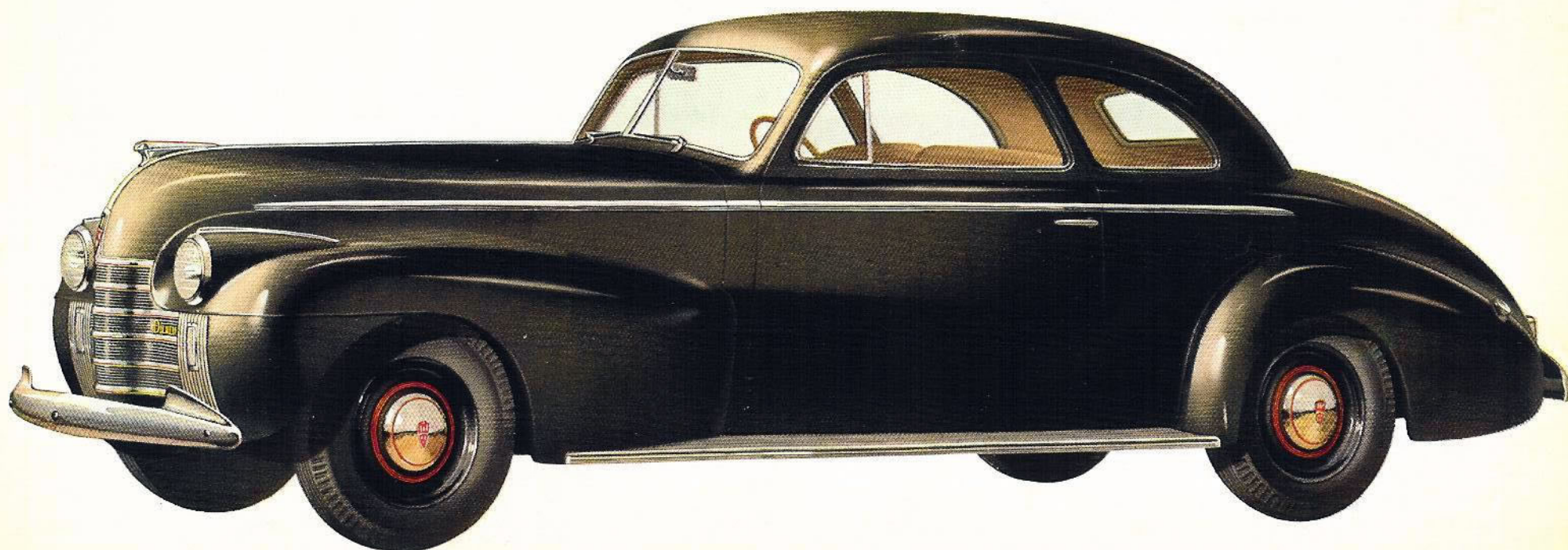
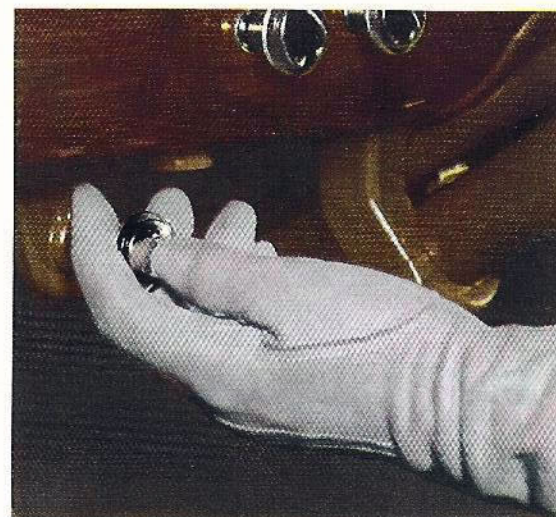
The Instrument Panel is beautifully finished in walnut grain. All instruments are placed for maximum ease of control, visibility and driving safety. There is a spacious parcel compartment on the right.



SERIES SIXTY

BUSINESS COUPE

There is an exceptional amount of luggage space in the rear deck of this smart-looking and very practical Business Coupe. The spare tire and wheel are mounted inside the car, behind the front seat. The hood latch is controlled from the dash, so that it is impossible to raise the hood when the car is locked.



❧ SERIES SIXTY CHASSIS ❧



A BIGGER AND BETTER CHASSIS • DESIGNED AND BUILT FOR RUGGED DEPENDABLE SERVICE

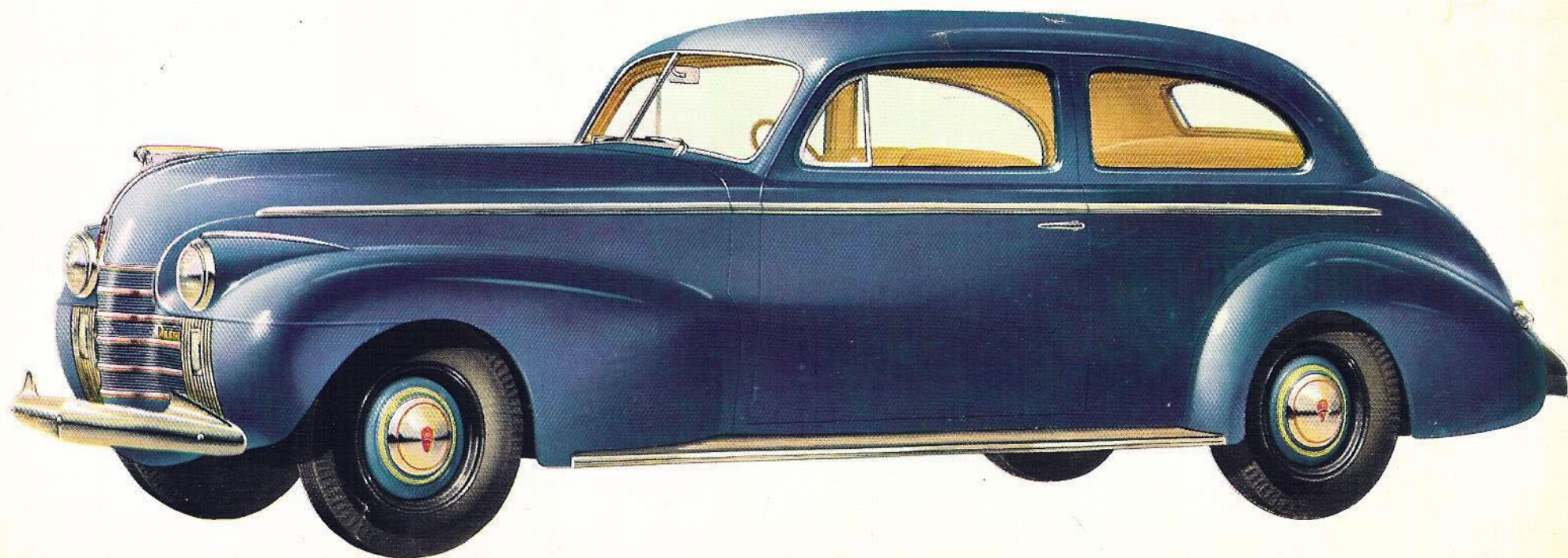
Examine the Oldsmobile Sixty Chassis. You will find it strong and sturdy, built to quality standards in every way. Among the many modern, fine-car features it offers are: 1. Modern Coil Springs all around. 2. Knee-Action Wheels. 3. Dual Stabilizing Arms. 4. Lateral Stabilizer Bar at rear. 5. Front Ride Stabilizer. 6. Double-Action Hydraulic Shock Absorbers. 7. 95 H. P. L-Head Engine. 8. Hypoid Gear Rear Axle. 9. Rigid X-Member 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. The Series Seventy Chassis offers the same quality features, and is four inches longer in wheelbase.

SERIES SIXTY

TWO DOOR TOURING SEDAN

Extra-wide doors and adjustable sedan-type front seat with divided seat-backs which fold forward, permit easy access to both front and rear compartments of this roomy, comfortable family car. Chrome window reveals add to its smart appearance. A built-in trunk provides ample space for luggage when traveling.

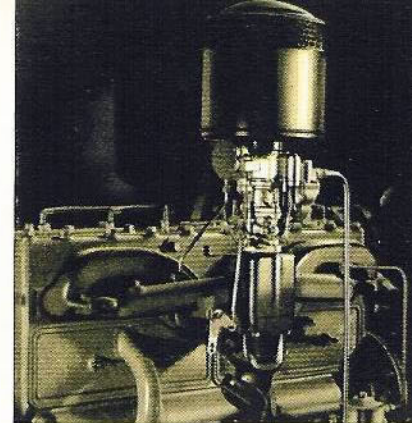
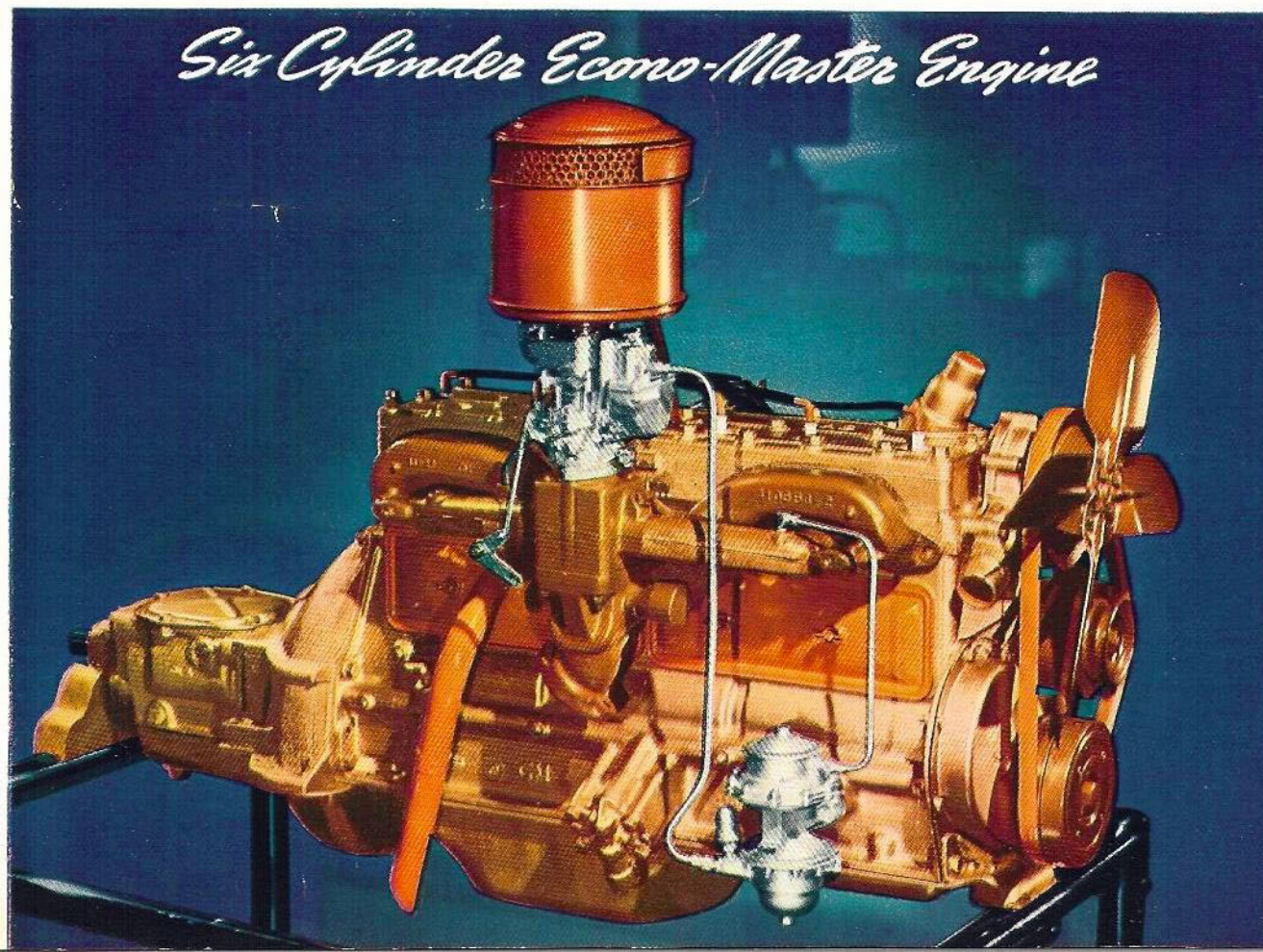


Economy that challenges the best

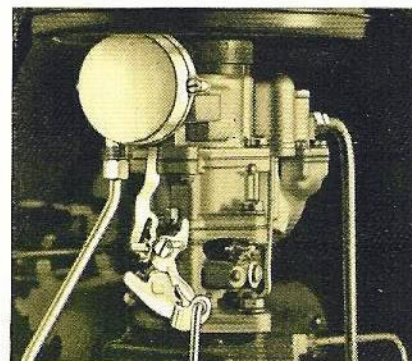
WITH POWER, SPEED AND PICK-UP TO SPARE

Oldsmobile's big, six-cylinder Econo-Master Engine develops full 95 horsepower—resulting in more brilliant performance—more thrilling action than other low-priced cars can offer. Its response to the throttle is amazing. It is free from vibration

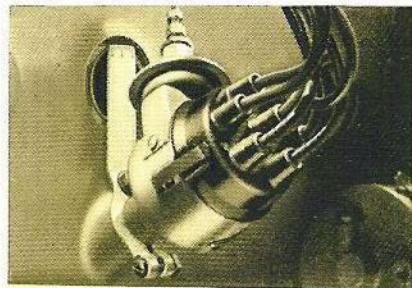
throughout the entire speed range. Yet, this extra power, extra getaway, extra smoothness and quietness cost nothing extra in operating expense. In fact, figures prove that Olds costs less to run than many cars of far less capable performance.



DOWN-DRAFT CARBURETION: Contributes to economical operation and smooth performance. Makes cold-weather starting easy. Oldsmobile's Down-Draft Carburetor is equipped with a vertical type air cleaner and an air intake silencer of latest design.



AUTOMATIC CHOKE CONTROL: Delivers the proper gasoline mixture for maximum smoothness and engine efficiency at all temperatures. Eliminates over-choking and under-choking.

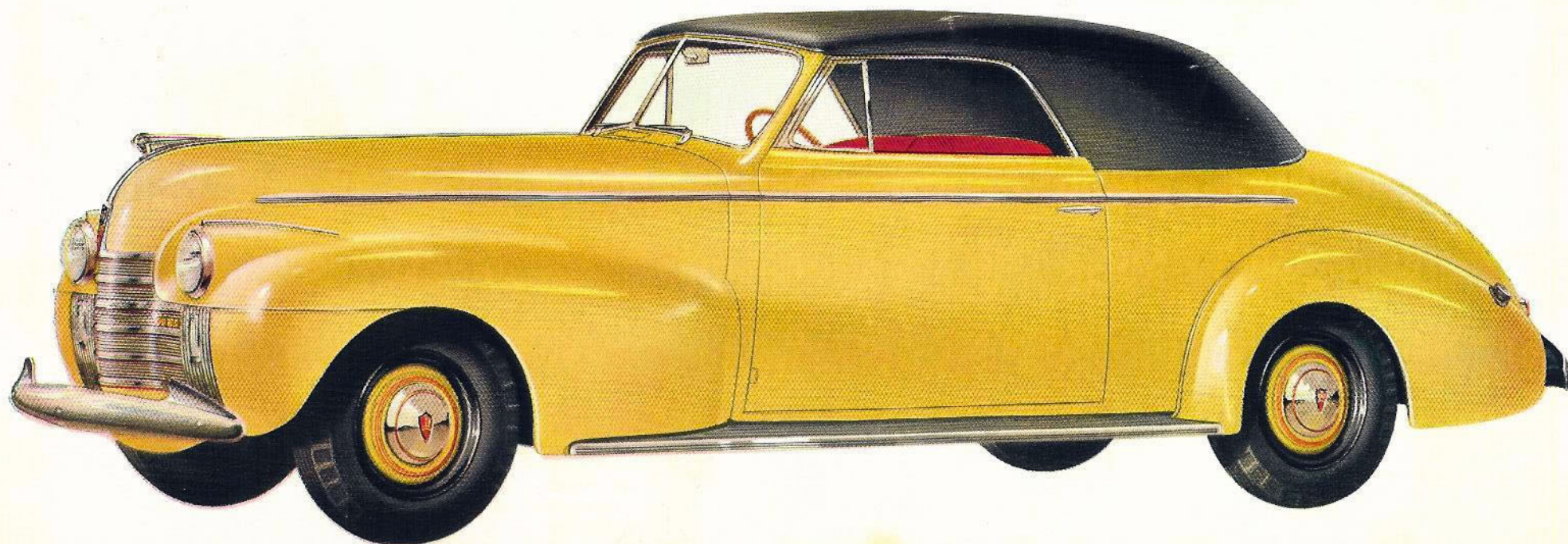


VACUUM FUEL SAVER: Insures maximum gasoline economy throughout the entire speed range by automatically regulating the spark advance in relation to driving speeds. Eliminates spark knock.

SERIES SIXTY

CONVERTIBLE COUPE

This smart, youthful, open sport car may be instantly transformed into a snug, comfortable, enclosed coupe with seats for six. Oldsmobile's long-range, "Sealed-Beam" Headlights give maximum illumination for safe night driving. The lens is sealed to the reflector, preventing dust and water from reaching the reflector surface.



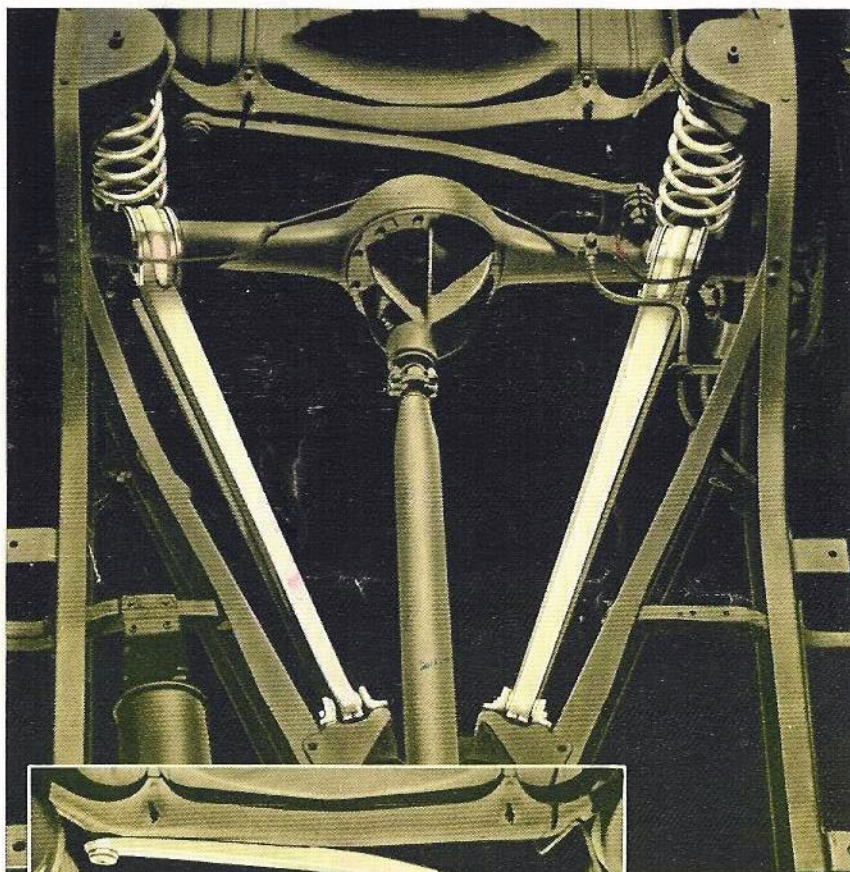
WORLD FAMOUS RHYTHMIC RIDE

*with Modern Coil Springs all around
.. now smoother and better than ever*

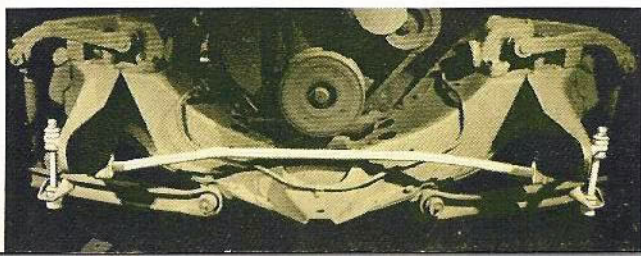
Oldsmobile's Rhythmic Ride—already known from coast to coast as “the finest ride on any road”—has been still further improved. Big, flexible, constant-rate coil springs cushion all four corners of the car. They are not affected by temperature or weather, and since they eliminate friction and do not require lubrication, they continue to give the same fine, gentle ride throughout the life of the car. Two sturdy stabilizing arms, extending from the rear axle to the frame X-member, maintain rear axle alignment and absorb driving and braking forces.



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

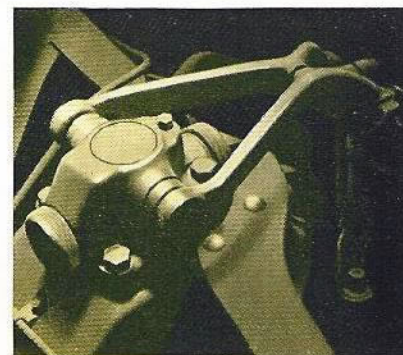


FRONT RIDE STABILIZER—ER, mounted ahead of the front frame cross-member, acts in conjunction with Dual Stabilizing Arms at the rear, to control twisting and rolling motion and helps to steady the car on curves and turns.



◀ **LATERAL STABILIZER BAR**: One end is securely fastened to the frame and the other to the rear axle, thus controlling side-to-side movement and keeping both frame and rear axle in perfect alignment. Both ends are cushioned in rubber.

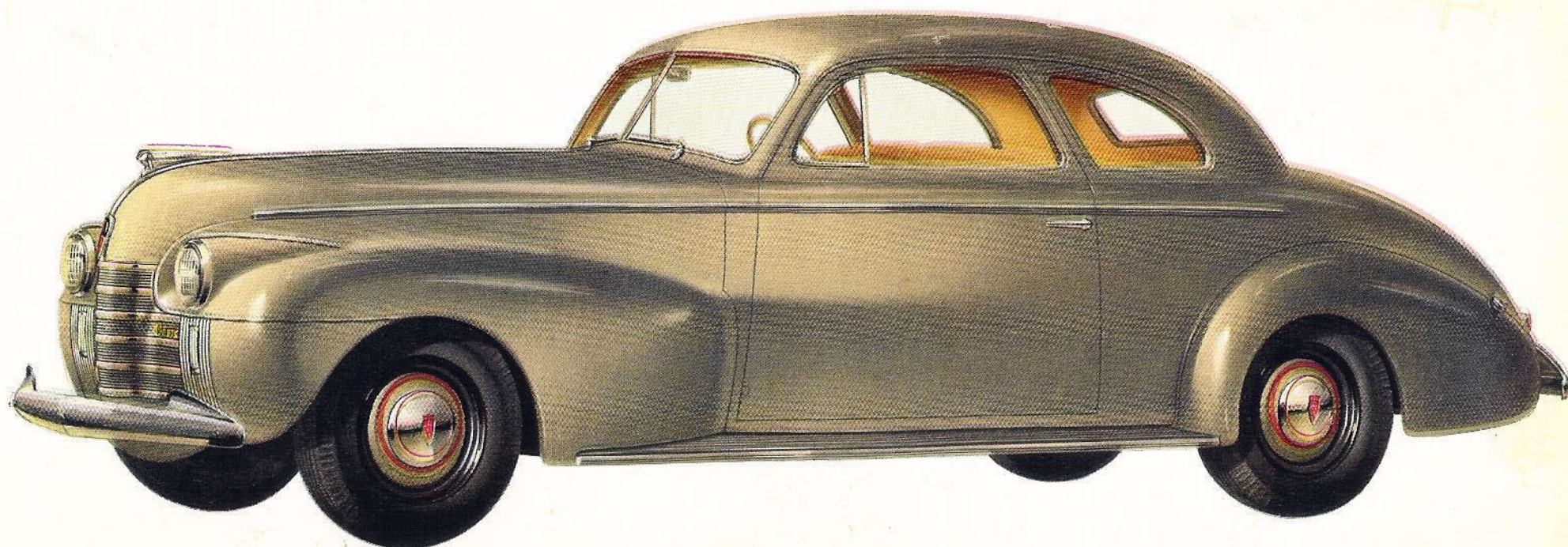
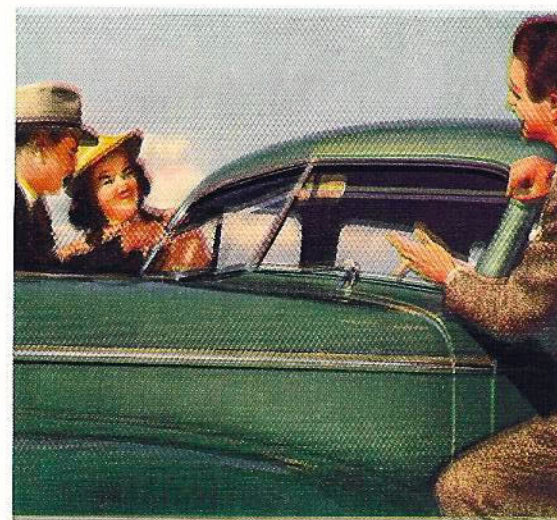
DOUBLE-ACTION HYDRAULIC SHOCK ABSORBERS function instantly with the slightest spring deflection. Their proved cam-and-lever action design insures positive action, maximum durability and freedom from leakage. The rear shock absorbers are mounted outside the coil spring seats.



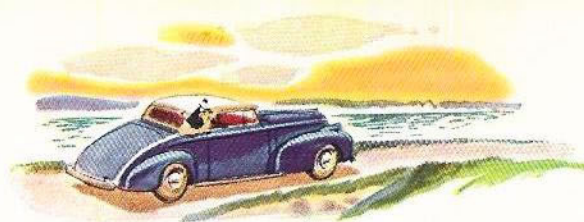
SERIES SIXTY

CLUB COUPE

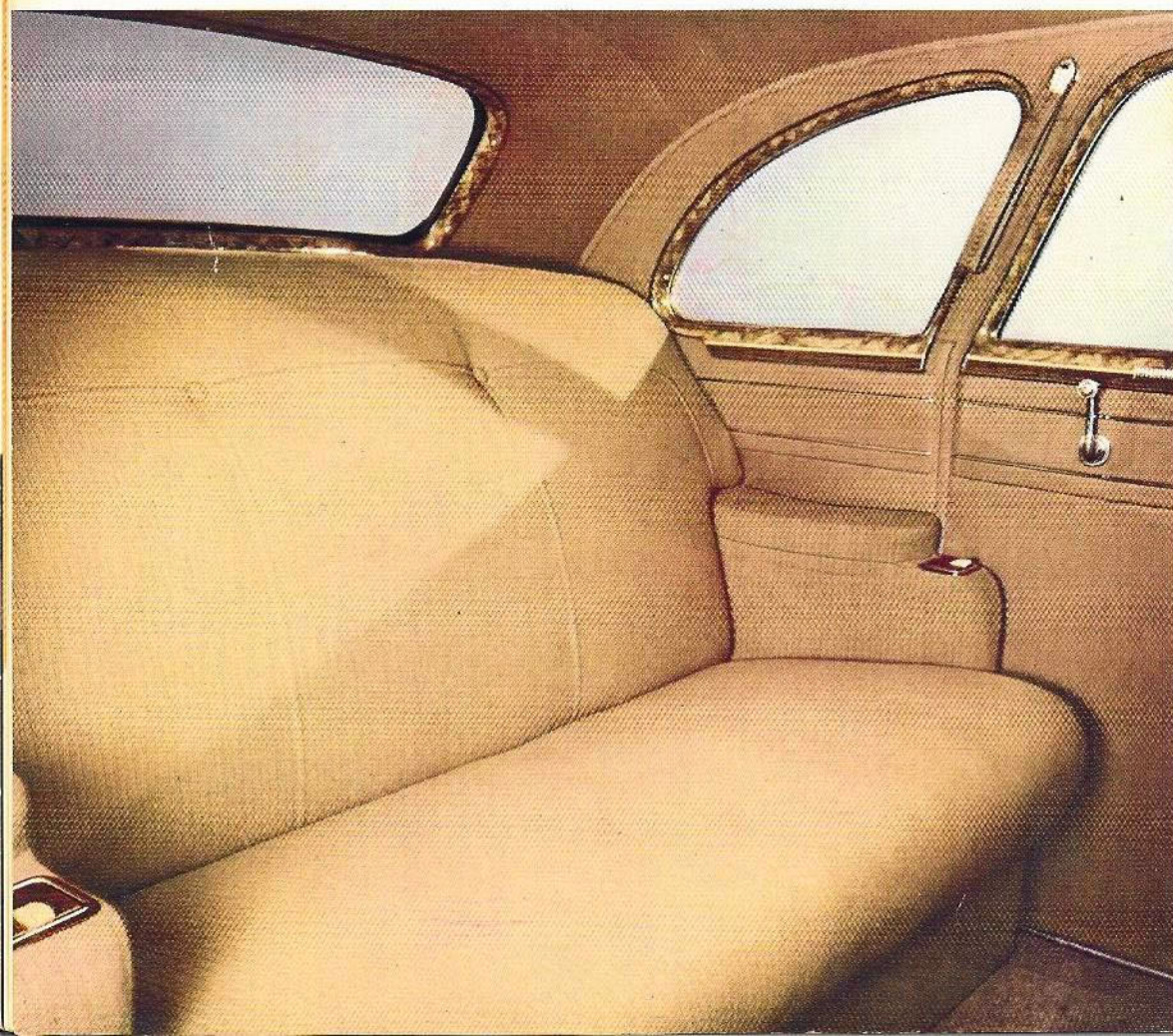
This ultra-smart model has all the distinction of a personal car, yet seats six passengers. A full-width rear seat gives the seating capacity of a close-coupled sedan. Has $3\frac{1}{2}$ inches more seating room in front than the same model last year, $2\frac{1}{4}$ inches more shoulder room, and more glass area in the windshield.



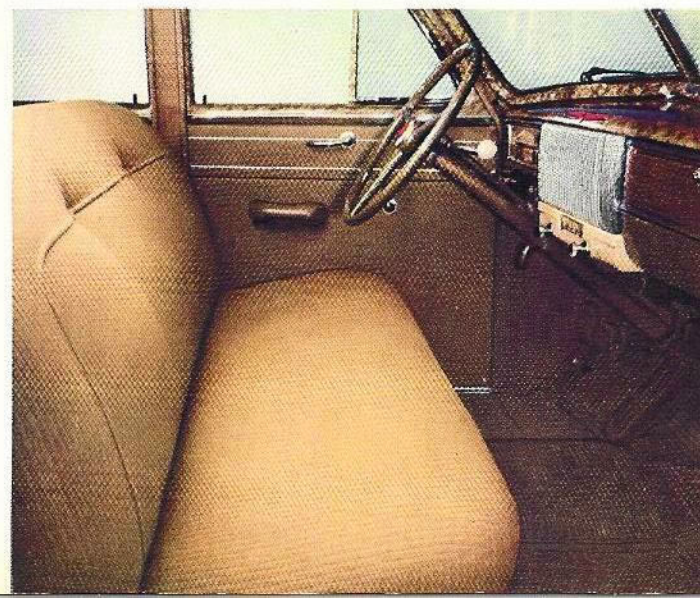
SERIES 70



A bigger and better edition of the fast-selling, popular priced "Seventy" offers everything in modern, fine-car features . .



The Oldsmobile Seventy gives you quality that you'd ordinarily expect would cost a hundred or two hundred dollars more—quality in its engine features—quality in chassis construction—quality in its big, roomy Observation Body by Fisher. And quality is combined with faultless taste in the finish of the interiors. Upholstery fabrics are rich, smooth, lustrous and colorful. Although the Seventy is a big, luxurious car in every way, it is extremely economical to run. The six-cylinder 95 H. P. Econo-Master Engine has demonstrated its ability to deliver brilliant, flashing performance with amazing economy in the use of gas and oil. You know you'll get your money's worth when you decide to buy an Olds!

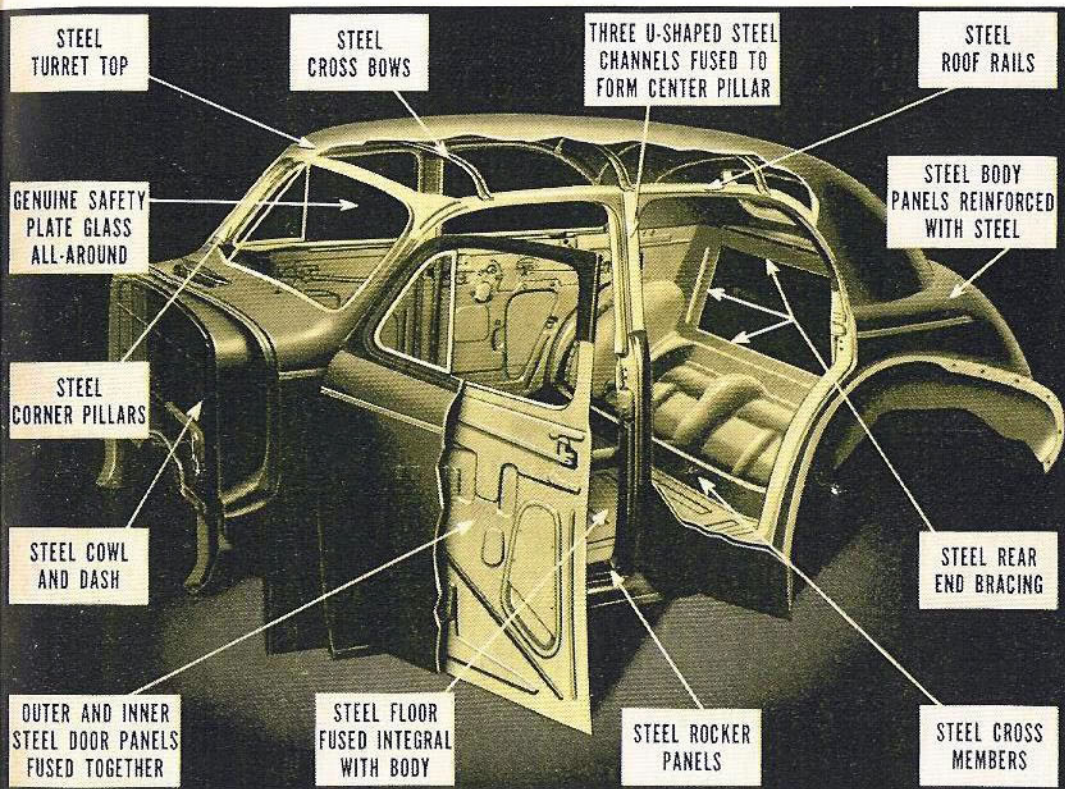




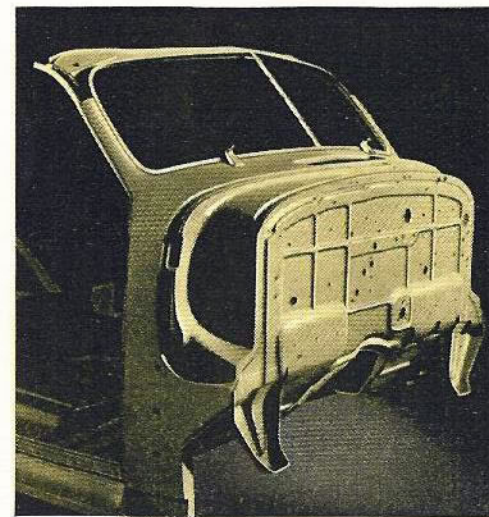
Series 70
CONVERTIBLE COUPE

It's hard to imagine a sportier car than this trim Convertible. Yet, it is thoroughly practical for use in any weather. Precision manufacture and scientific bracing make it snug, tight and free from rattles. A full-width, sedan-type auxiliary seat provides seating room for three additional passengers.

You ride protected by Solid Steel above, below and all around you in Oldsmobile's Bigger and better Bodies by Fisher



The structural frame, or inner steel skeleton of the body, is designed to provide the utmost in strength, rigidity and durability with a minimum of noise amplification. The entire body, both framework and panels, is welded into an integral, box-like structure of solid steel. The body is scientifically insulated against objectionable noise, as well as cold and heat, and is weather-sealed, to keep out rain and drafts.

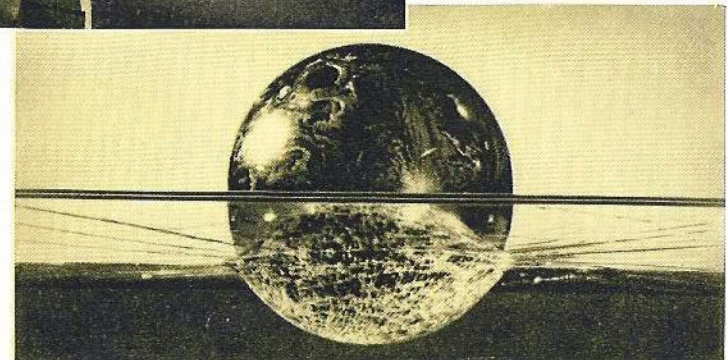


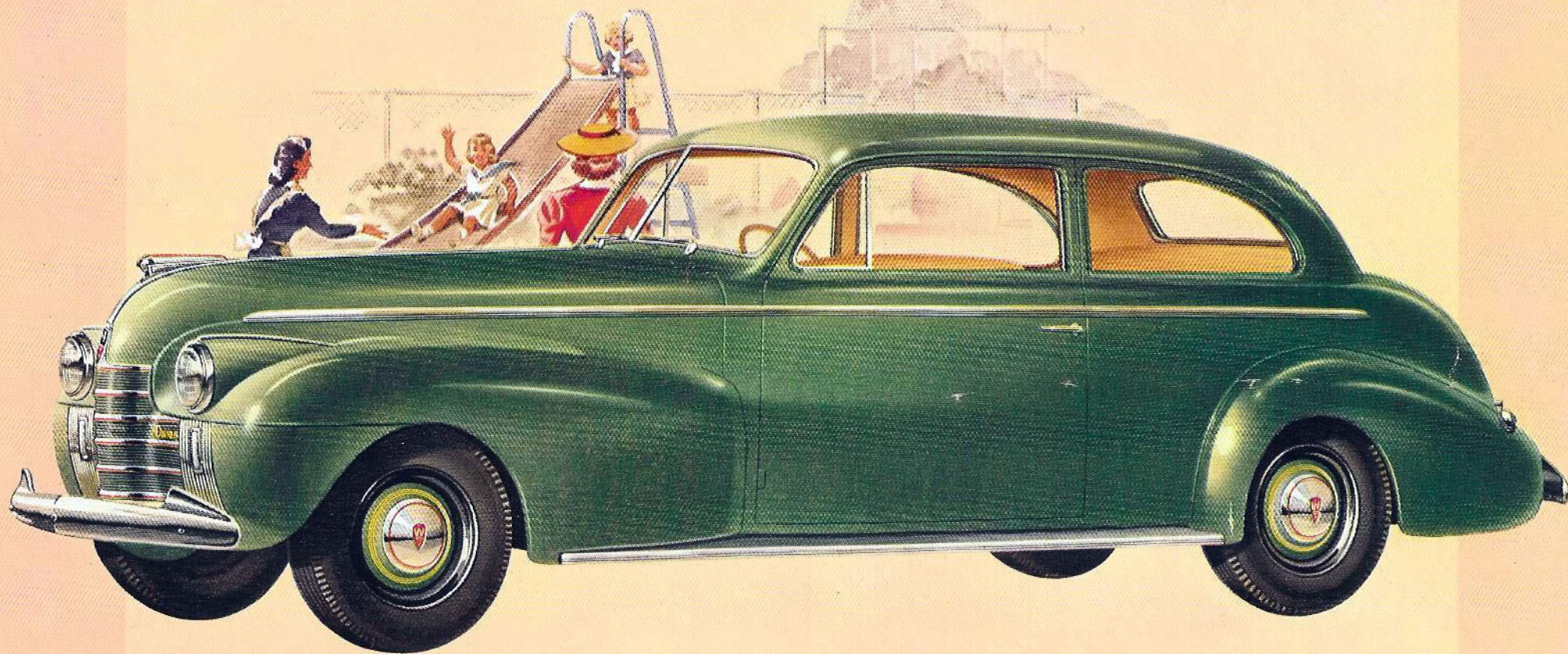
←**ONE-PIECE STEEL COWL ASSEMBLY.** The entire front end of the body is of special construction, reinforced with sturdy steel braces and welded into one solid unit extending from floor to top.

HI-TEST SAFETY PLATE GLASS, strong enough to cushion the impact of a bowling ball, is standard equipment in the windshield, ventipanes, and all sedan side windows. A tougher, more flexible plastic results in better vision with greater safety.



←**SOLID STEEL TURRET TOP.** Made from a single piece of seamless drawn steel, reinforced by steel cross-bows and heavily insulated against weather, noise and vibration, it is welded to the steel body panels and inner framework to form a continuous steel casing. The Turret Top adds to the inherent strength and safety of Oldsmobile's Fisher bodies, and greatly improves their appearance.

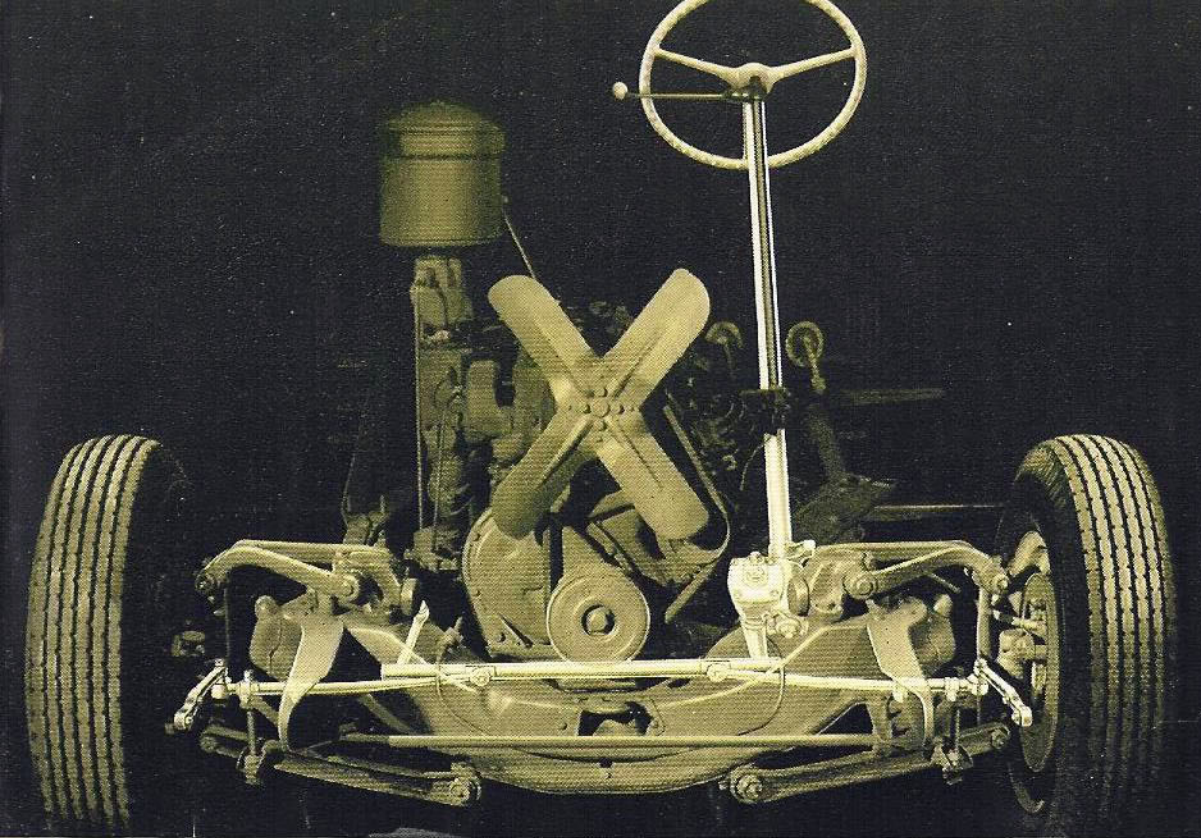




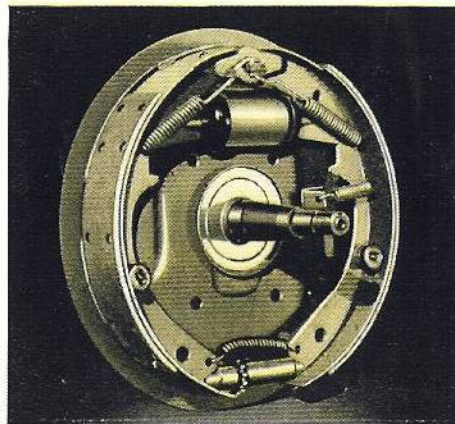
Series 70

TWO DOOR TOURING SEDAN

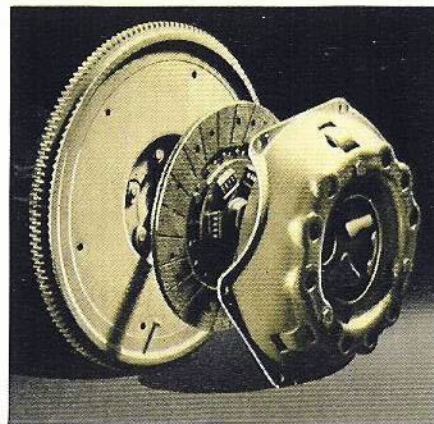
Like all other Olds models, this roomy Sedan is equipped with bumpers, spare tire and wheel, chrome window reveals, two sun visors, two windshield wipers and booster pump as standard equipment. An extra-wide door makes it easy to get in or out of either front or rear seat.



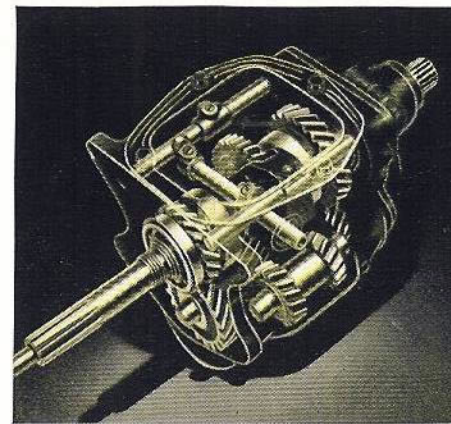
DUAL CENTER-CONTROL STEERING provides perfect steering geometry throughout the entire up-and-down movement of the wheels, insuring true, positive car control on both straightaway and curves and minimizing tire wear. Reduced friction results in effortless steering. Short turning radius simplifies parking.



SUPER-HYDRAULIC BRAKES. Due to their self-energizing action, Oldsmobile's sealed Super-Hydraulic Brakes give smooth, quick, straight-line stops at any speed.



SMOOTH-ACTION CLUTCH is the simple, rugged, single-plate, dry disc type and is notable for its smooth, easy action. Clutch facing is wound in a continuous spiral.



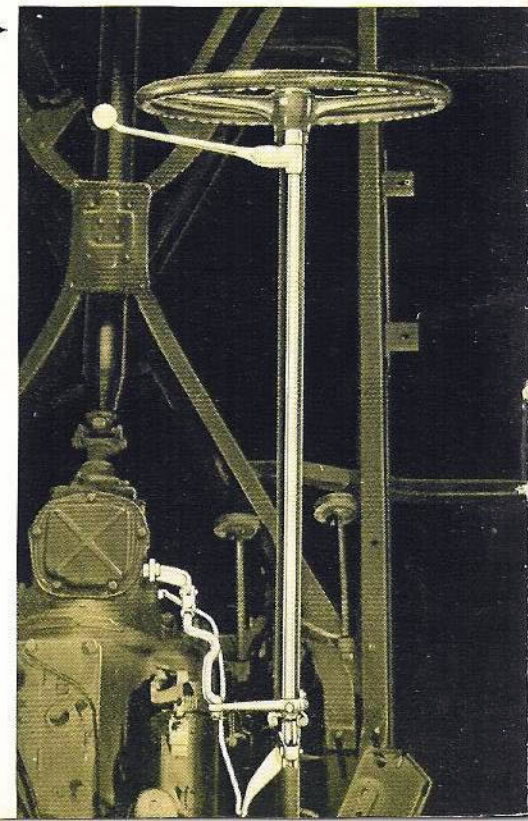
SYNCR0-MESH TRANSMISSION: Silent in all gears. Makes shifting easy, quick and quiet, at all speeds. Gears are brought to the same speed before the shift is completed.

THE EASIEST HANDLING CAR ON THE ROAD • *BAR NONE!*

Now better than ever!

Just wait till you take the wheel of an easy handling Olds! You'll find driving ease—response to wheel and throttle—quick, smooth action of the brakes with light pedal pressure, convenience and ease of operation of controls which completely outclass anything you've ever known before. Oldsmobile has long been famous as an easy handling car. Now, it's finer than ever—the easiest handling car on the road, beyond a shadow of a doubt.

**HANDI-SHIFT GEAR→
CONTROL** greatly simplifies all shifting operations. The small lever just below the steering wheel can be operated by the touch of a finger.



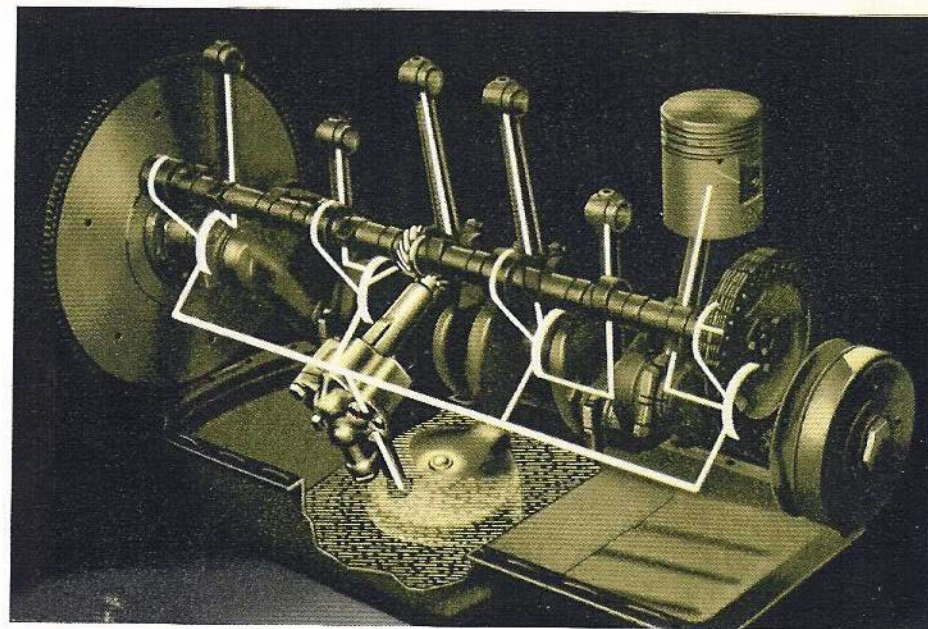


Series 70
BUSINESS COUPE

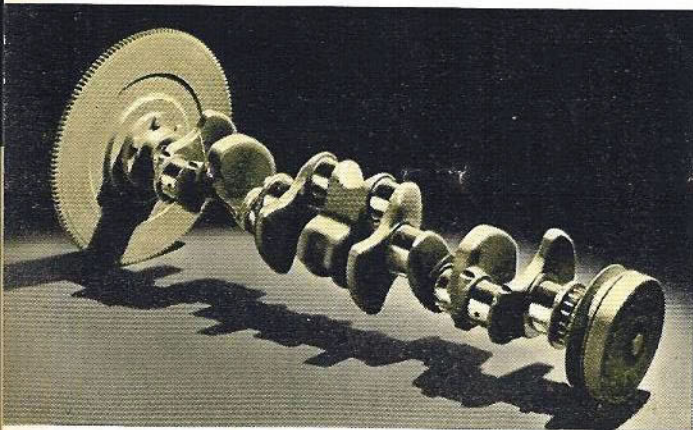
This attractive Coupe carries the spare tire and wheel behind the front seat, providing extra space in the rear deck. There is also a large parcel compartment at the right side of the dash. Running boards are completely covered with rubber and are mounted independently of the rear fenders.

Designed by Performance Minded Engineers to top them all in Action

Through long experience, Oldsmobile engineers know what it takes to deliver outstanding performance—and they've built it into every Oldsmobile car, regardless of trouble or expense. That's why Oldsmobile owners thrill at being first away from the light—at smooth, quiet action throughout the entire speed range—at power that gives them mastery over all road conditions.

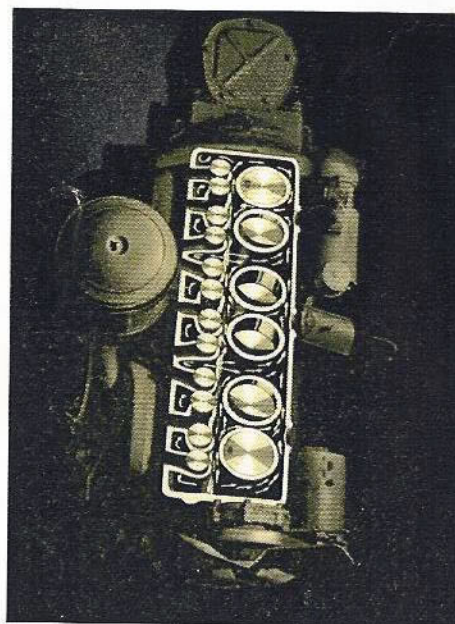
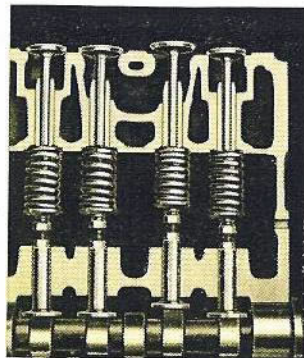


↑ **100% FULL-PRESSURE LUBRICATION:** Oil is supplied under pressure from a large capacity pump through drilled passages to all the crankshaft, camshaft and connecting rod bearings, as well as to the piston pins and cylinder walls. The valve mechanism is also positively lubricated.



↑ **COUNTER-BALANCED CRANKSHAFT:** Counter-weighted and balanced both statically (at rest) and dynamically (in motion). Vibration Damper neutralizes vibration.

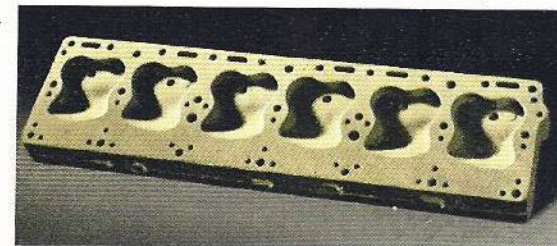
→ **LONG-LIFE VALVES:** Oldsmobile's valve mechanism is unusually quiet and efficient. Valve lifters are of the mushroom type. Valve guides are extra long. Exhaust valves are forged from special heat-resisting steel.



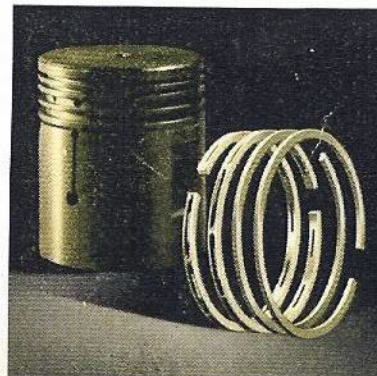
↑ **COMPLETELY COOLED CYLINDERS.** Cylinders are completely surrounded by cooling water throughout the length of the cylinder barrel.

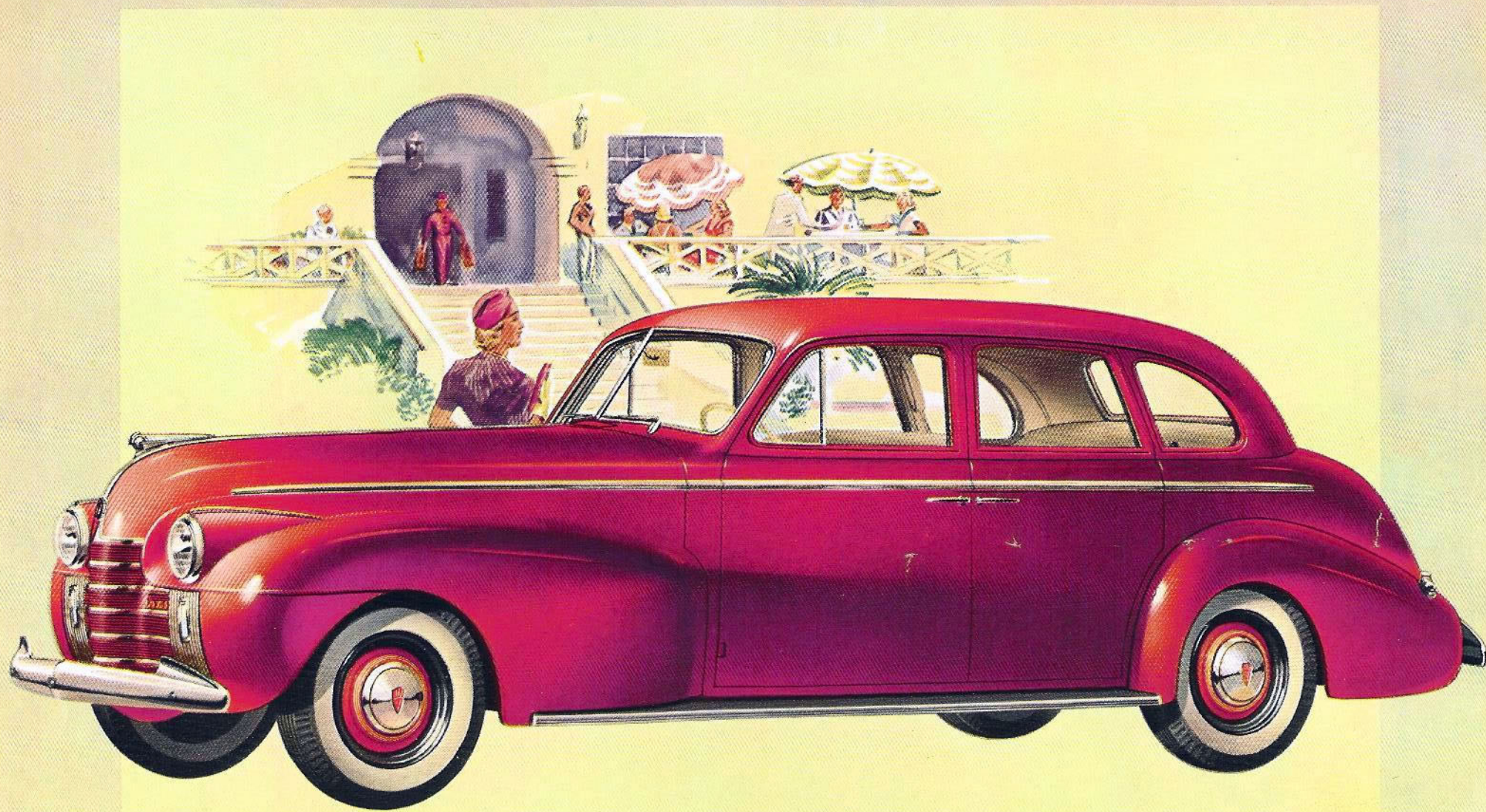
→ **ELECTRO-HARDENED ALUMINUM PISTONS,** with four piston rings, are light in weight and resistant to wear, resulting in long life, flashing performance and extra economy.

→ **HIGH - EFFICIENCY CYLINDER HEAD:** The modern, scientific design of the cylinder head permits the use of high-compression ratios without fuel knock.



→ **CONNECTING RODS ARE RIFLE-DRILLED** throughout their entire length, to carry oil under pressure to the piston pins and to lubricate cylinder walls.





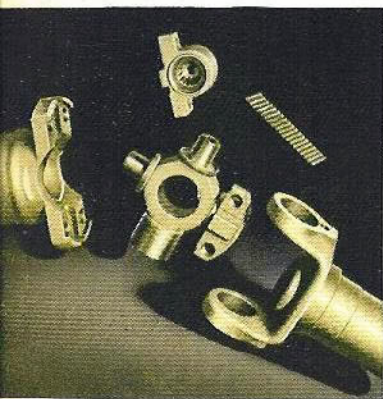
Series 70

FOUR DOOR TOURING SEDAN

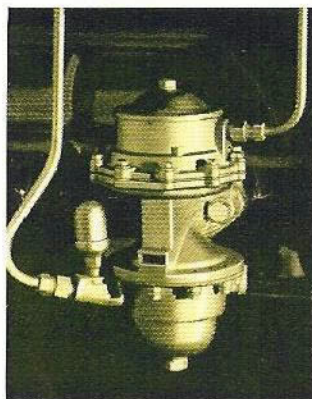
This roomy, luxurious family Sedan is available in ten strikingly beautiful color combinations, as are all Series 60 and 70 models. Built-in foot rests, arm rests and ash trays add to travel comfort. White side-wall tires, as illustrated, are optional equipment at extra cost.

Quality features that reflect the finest standards of Manufacture !

Look deep into Oldsmobile quality! Examine hidden engine parts and the details of chassis construction. You'll find standards of material and manufacture—precision limits and tolerances—extra provisions for safety and durability that would do credit to the most expensive car you could buy. That's why Oldsmobile delivers such astonishing long life and dependability. That's why it commands such high trade-in values year after year.

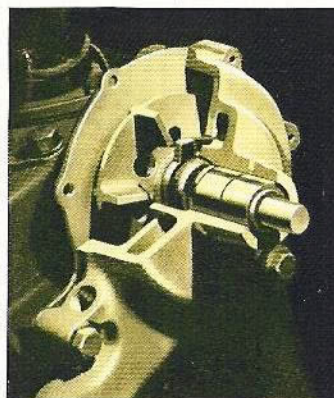


↑ **NEEDLE-BEARING UNIVERSAL JOINTS** are lubricated and permanently sealed. Propeller shaft is rugged and free from vibration.

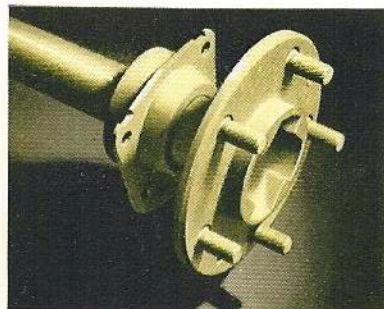


↑ **BOOSTER-TYPE FUEL PUMP.** Mechanically driven and positively sealed against oil leaks. Designed to minimize vapor loss in hot weather.

↓ **LEAK-PROOF, BALL-BEARING WATER PUMP.** This heavy-duty pump circulates water through the cooling system at the rate of 55 gallons per minute.

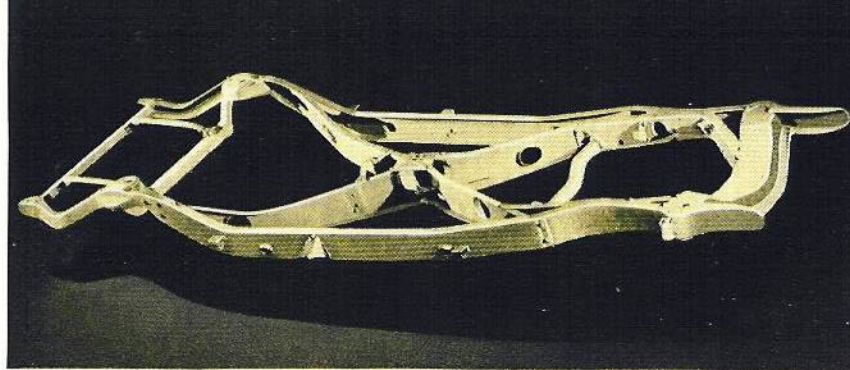
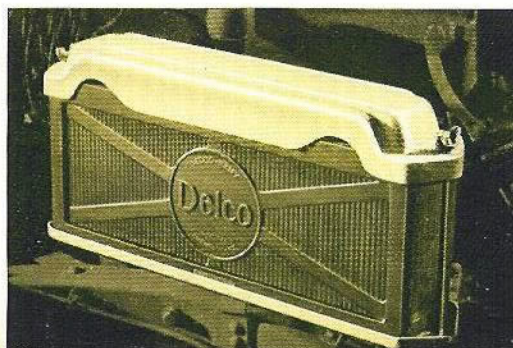


↑ **POSITIVE SHIFT STARTER.** The starter gear meshes positively with the flywheel gear before the starter begins to crank the engine, thus preventing annoying sticking or jamming of the starter. The plunger-type starter control pedal is isolated from the engine under normal driving conditions.

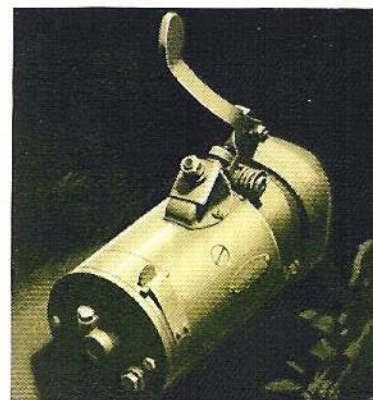


← **FLANGED AXLE SHAFT.** Oldsmobile's rear axle shaft is of the integral flange type to assure maximum strength and safety. The wheels are bolted directly to the axle shaft at five points.

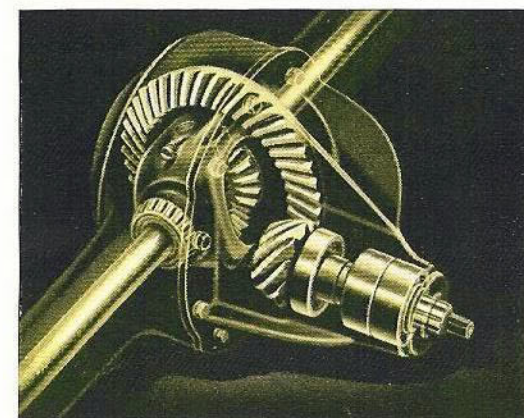
→ **UNDER-HOOD, AIR-COOLED BATTERY.** Locating the battery under the hood makes servicing easier and permits the use of short battery leads. Air cooling lowers battery temperature.



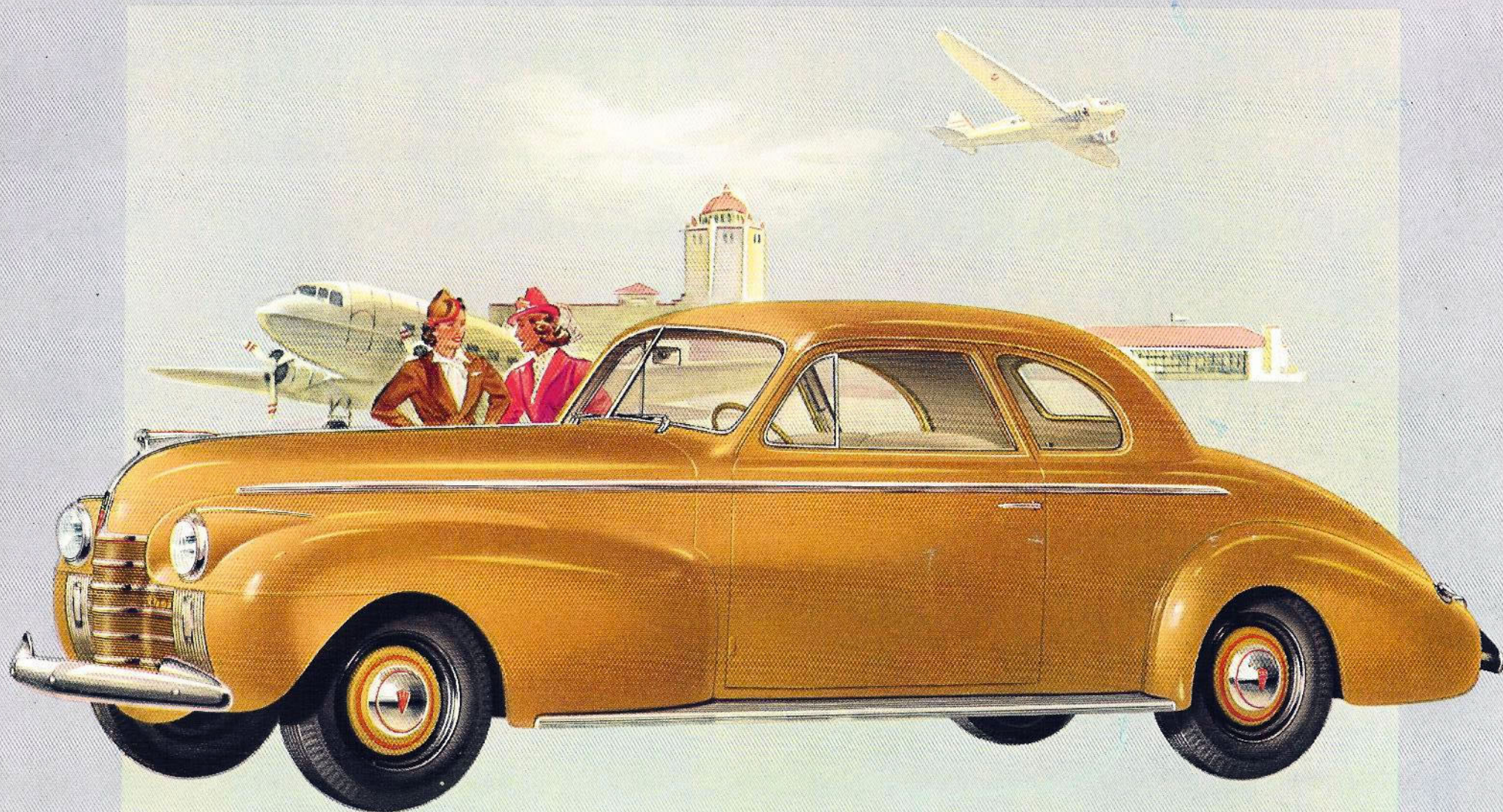
↑ **RIGID X-MEMBER FRAME** insures maximum durability and freedom from squeaks and rattles. The heavy X-member is riveted to the side-rails. The use of box-section construction and diagonal corner braces augments frame strength.



↑ **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.



↑ **7-BEARING HYPOID REAR AXLE.** Seven anti-friction bearings are used in sturdy rear axle. Power is applied through Hypoid Gears.



Series 70
CLUB COUPE

The smart, compactly designed Club Coupe seats six persons inside the car, protected from wind and weather. The floor of the spacious rear-deck luggage compartment is level with the rear bumper to facilitate loading. The luggage compartment top locks in position when open.

SERIES 90

A BIGGER AND BETTER EIGHT

The CUSTOM **8** CRUISER

Sensational in Styling, in Luxury and in Performance

IF it were built to your special order, the Oldsmobile Custom Cruiser could not offer you more modern styling, more luxurious comfort or more brilliant response to every performance situation. This car is long—210 inches from bumper to bumper. It is wide—more than 5 inches wider across the front seat than previous Oldsmobile Eights. It is low—so low that there is no necessity for running boards. The result is perfect symmetry of body lines whether viewed from the front, back, sides or top. The radiator grille is finished in gleaming, burnished chrome. Windows are set off by chrome reveals. The bumpers are of



unique design and include center bumper guards, front and rear, as standard equipment. Custom Cruiser models are offered in your choice of ten strikingly beautiful solid colors, or in a combination of two tones of grey. Never before in the history of motoring has a car of such outstanding character been offered at medium price.



CUSTOM 8 CRUISER TOURING SEDAN

A really luxurious, distinctively styled Sedan with plenty of room for a large family and ample space in the rear deck for all the family luggage. White side-wall tires, illustrated, are available as optional equipment at extra cost.



MOST LUXURIOUS INTERIORS EVER OFFERED IN AN EIGHT OF MEDIUM PRICE

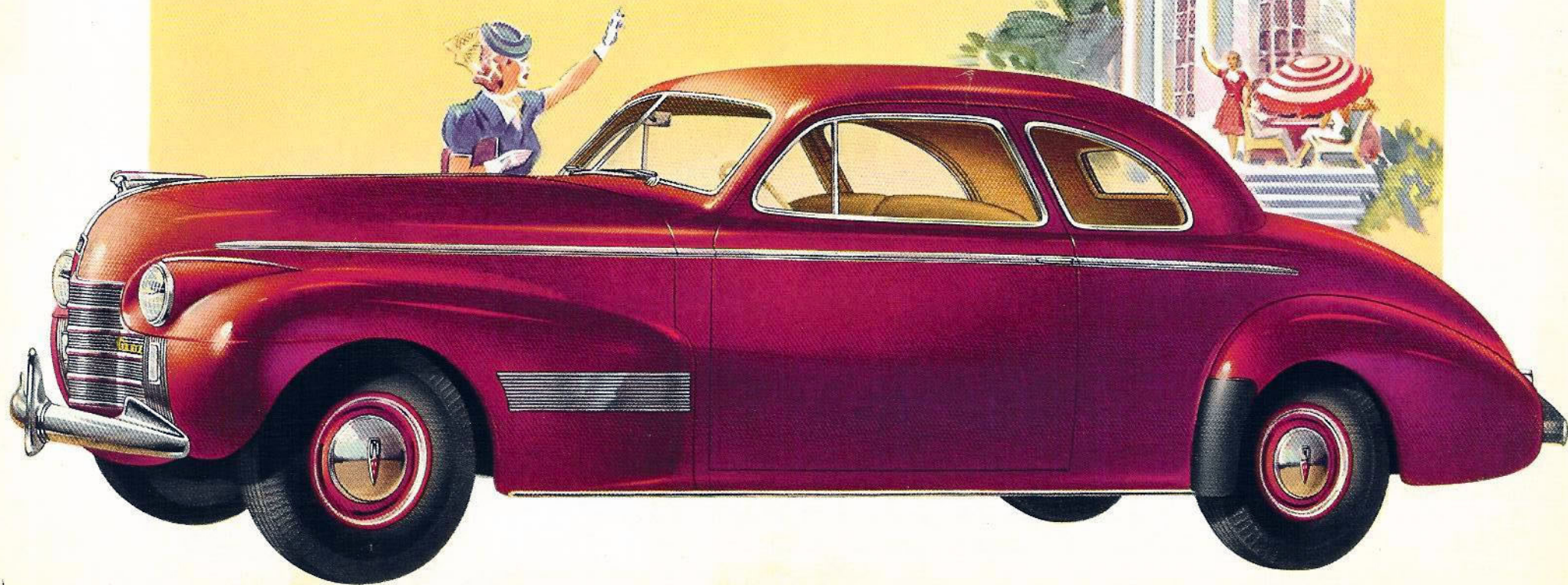
Countless details bear witness to the extra care and expense that have been lavished on Oldsmobile Custom Cruiser interiors. The extra-deep, lounge-type seats are cushioned with the newly developed Foam Rubber. The center arm rest in the rear seat of the Sedan

folds into the seat back when not in use. Colorful two-tone upholstery, attractively piped with leather, harmonizing carpets, and fine appointments add to the impression of richness. In fact, the whole effect is one of custom tailoring and luxury without the slightest compromise.



CUSTOM 8 CRUISER CLUB COUPE

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





A BRAND NEW CHASSIS *BIGGER AND BETTER IN EVERY WAY*

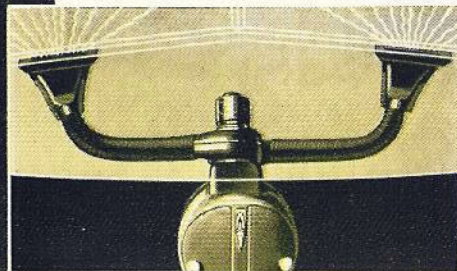
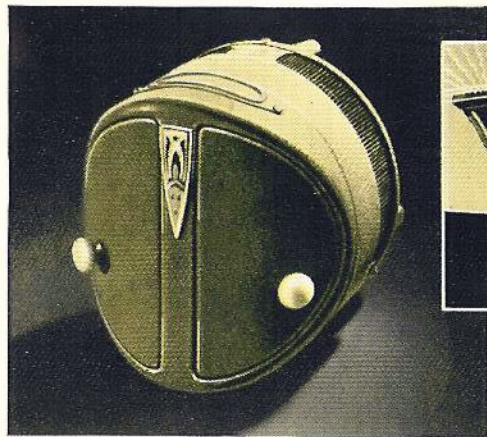
1. Modern Coil Springs all around.
2. Knee-Action Wheels.
3. Dual Stabilizing Arms.
4. Lateral Stabilizer Bar at rear.
5. Front Ride Stabilizer.
6. Double-Action Hydraulic Shock Absorbers.
7. 7-Bearing Hypoid Rear Axle.
8. Rigid X-member Frame.
9. Dual Center-Control Steering.
10. Completely Sealed Super-Hydraulic Brakes.
11. Mechanical Emergency Braking System.
12. Tri-Cushion Engine Suspension.
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. Booster-Type 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.

BIG 110 H.P. STRAIGHT EIGHT ENGINE THE LAST WORD IN FLASHING ACTION

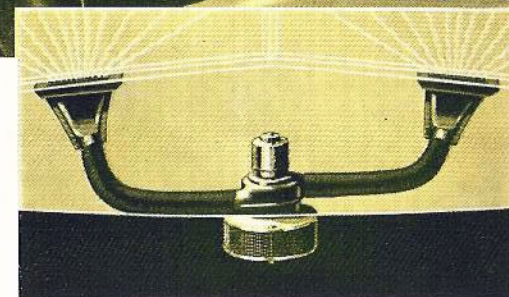
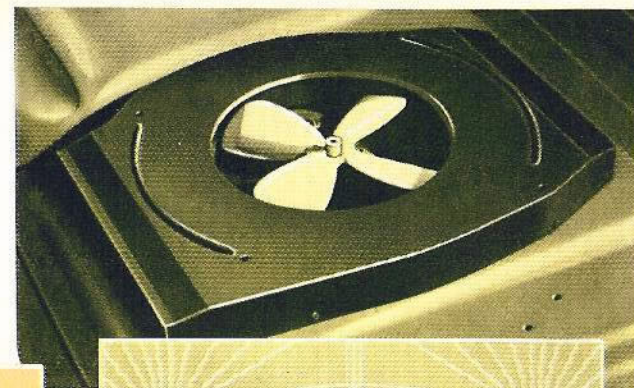
The incredible smoothness of Oldsmobile's big, straight-eight engine becomes even more remarkable when you step on the accelerator and note the instant response to the throttle, the tremendous surge

of power held in reserve. It's the kind of power plant you would expect to find in a custom car. And it delivers performance that is tailored to your measure, regardless of what your driving requirements may be.





← **DASH HEATER** for both Coupe and Sedan models. Has adjustable doors and large underside opening to direct heat to floor. Installs in center of dash. *Dual Defroster* with individual blower forces heat to windshield through wide, concealed vents in garnish molding.



↑ **UNDERSEAT HEATER AND UNIT DEFROSTER.** This compact, efficient heater distributes heat equally to both front and rear seats. Variable speed switch maintains desired temperature. A separate *Dual Defroster*, with its own heater core and blower, keeps windshield clear of mist, snow and ice.

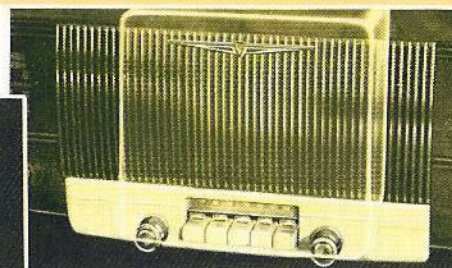
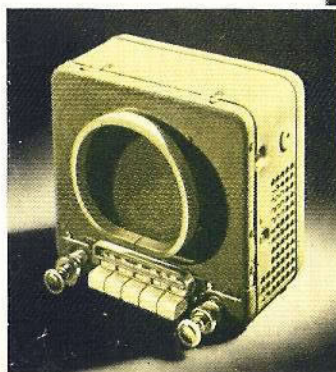
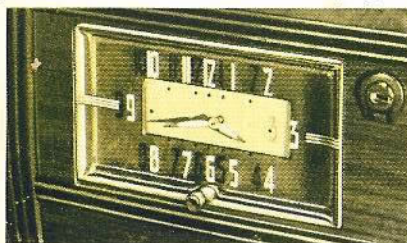


SPECIALLY DESIGNED *ACCESSORIES* THAT ADD TO THE PLEASURE OF DRIVING

Oldsmobile accessories are specially designed to harmonize with Oldsmobile styling and to give the most efficient results in Oldsmobile cars. The accessories shown are only a few of those available. Others include Grille Guards, Hinged Rear Body Guards, Fog Lamps, Back-up Lights, Automatic Cigar Lighter, Visor Vanity Mirror, Chrome Exhaust Deflector and De Luxe License Frames.

DE LUXE STEERING WHEEL. Molded from lustrous tenite which matches other interior fittings, the De Luxe Steering Wheel has widely spaced, flexible spokes and wide spoke grips, for utmost comfort and handling ease. The horn is operated from a semi-circular chrome bar.

ELECTRIC CLOCK and Automatic Parcel Compartment Light installs in compartment door, completing the instrument panel. Clock numerals are indirectly lighted.



DE LUXE ELECTRIC TUNING RADIO. Push-button tuning for five stations; conventional tuning for others. Installs behind instrument panel grille. De Luxe Radio has 7 tubes and 8-in. speaker. Standard model has 6 tubes and 6-in. speaker.



SEAT COVERS are smartly fashioned of soft-textured Sea Breeze material with harmonizing piping. Expert tailoring gives them a neat, snug fit. They are styled to complement the interior beauty of Oldsmobile cars. They may be washed without removing. Seat covers increase driving comfort in summer because they are cooler . . . in winter because they do not cling to heavy clothing.

※ SPECIFICATIONS ※

SERIES

60

ENGINE—Bore 3¼ inches; stroke 4½ 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, 18 quarts.

CLUTCH AND TRANSMISSION—Single plate, 9¼-inch, dry plate clutch. All-Silent Syncro-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, 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 and rear lateral stabilizers and double-action, hydraulic shock absorbers, front and rear.

FRAME—Rigid-girder type, channel X-member construction.

STEERING—Dual Center-Control, providing perfect steering geometry. Worm and roller design. Over-all 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—116 inches. Turning circle, 36 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 Touring Sedan; Four-Door Touring Sedan and Station Wagon.

STANDARD EQUIPMENT—on all models includes Safety Glass, Bumpers, Vacuum Booster Pump, Extra Windshield Wiper, Dual Horns, Right-Hand Sun Visor, Chrome Windshield and Window Reveals, Spare Tire, Wheel and Tube . . . at no extra cost.

SERIES

70

ENGINE—Bore 3½ inches; stroke 4½ 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, 18 quarts.

CLUTCH AND TRANSMISSION—Single plate, 9¼-inch, dry plate clutch. All-Silent Syncro-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, 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 and rear lateral stabilizers and double-action, hydraulic shock absorbers, front and rear.

FRAME—Rigid-girder type, channel X-member construction.

STEERING—Dual Center-Control, providing perfect steering geometry. Worm and roller design. Over-all 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 6.50 inches, mounted on safety steel wheels. Wheelbase—120 inches. Turning circle, 37 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 Touring Sedan and Four-Door Touring Sedan.

STANDARD EQUIPMENT—on all models includes Safety Glass, Bumpers, Vacuum Booster Pump, Extra Windshield Wiper, Dual Horns, Right-Hand Sun Visor, Chrome Windshield and Window Reveals, Spare Tire, Wheel and Tube . . . at no extra cost.

SERIES

90

ENGINE—Bore 3¼ 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—Dual down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof, permanently lubricated water pump. Capacity, 21 quarts.

ELECTRICAL SYSTEM—Under-hood battery, 17-plate, 6-volt, with 115-ampere hour capacity. Air-cooled generator with automatic charging control. Positive shift starter. Unit-type, 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 and rear lateral stabilizers and double-action, hydraulic shock absorbers, front and rear.

FRAME—Rigid-girder type, channel X-member construction.

STEERING—Dual Center-Control, providing perfect steering geometry. Worm and double roller design. Over-all ratio, 21.5 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, 170 square inches.

TIRES—Low-pressure, balloon tires, 15 x 7.00 inches, mounted on safety steel wheels. Wheelbase—124 inches. Turning circle, 38', 8."

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

BODY TYPES—Club Coupe and Four-Door Touring Sedan.

STANDARD EQUIPMENT—on all models includes Safety Glass, Bumpers, Front and Rear Center Bumper Guards, Booster Pump, Extra Windshield Wiper, Dual Horns, Right-Hand Sun Visor, De Luxe Steering Wheel, Chrome Windshield and Window Reveals, Wheel Trim Rings, Spare Tire and Tube . . . at no 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.

OLDSMOBILE AUTHORIZED SERVICE

The Oldsmobile Owner Service Policy has been a source of great satisfaction and usefulness to many thousands of Oldsmobile owners through the years. It is one of the most liberal and comprehensive Service Policies in the entire automobile industry. Every Oldsmobile owner, upon the purchase of a new Oldsmobile, receives a Service Identification Card which entitles him 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, authorized Oldsmobile service is available throughout America. Wherever you see the Oldsmobile Service Sign, illustrated below, you may be certain of real service satisfaction. Owners who present their Service Identification Cards are always sure of a ready welcome with prompt, skilled and courteous attention to their service needs, no matter how small or how important their requirements may be.



LIBERAL G. M. A. C. TERMS

If you wish to finance your car out of current income, Oldsmobile dealers offer you the General Motors Instalment Plan—a service of the General Motors Acceptance Corporation. This 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.

