

OLD SM MOBILE

- 74-HORSEPOWER
SIX-CYLINDER ENGINE

- 87-HORSEPOWER
EIGHT-CYLINDER ENGINE

- DISTINCTIVE NEW
STREAMLINE STYLING

- LARGER, ROOMIER FISHER
BODIES—LONGER WHEELBASE

- FREE WHEELING
WITH DASH CONTROL

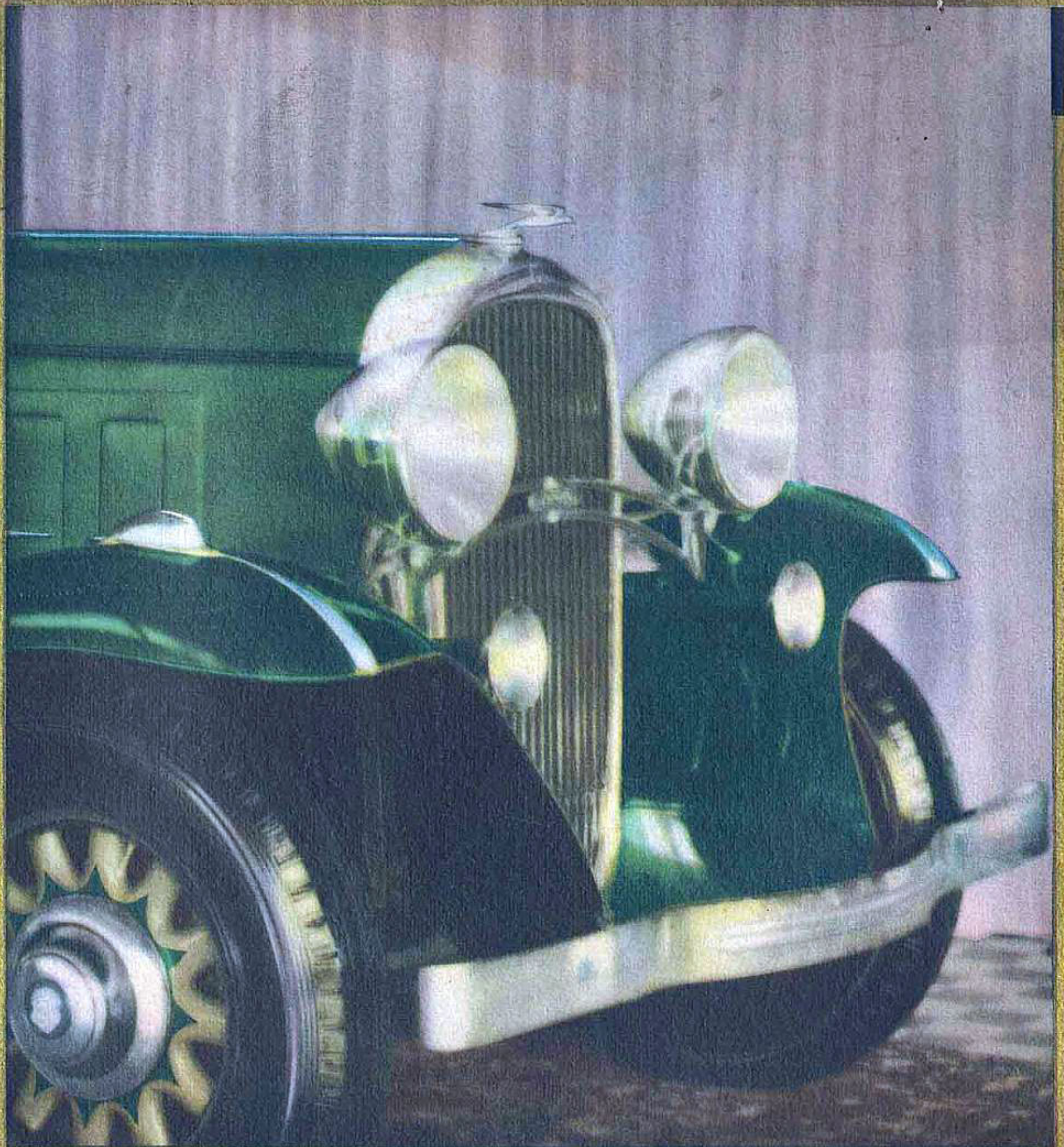
- SYNCRO-MESH
SILENT-SHIFT TRANSMISSION

- SILENT SECOND GEAR

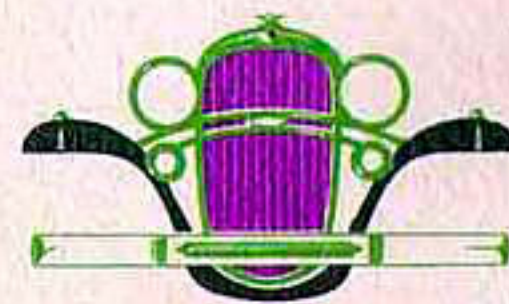
- RIDE REGULATOR AND DOUBLE-ACTION
HYDRAULIC SHOCK ABSORBERS

- SOUND-PROOFED
FISHER BODY CONSTRUCTION

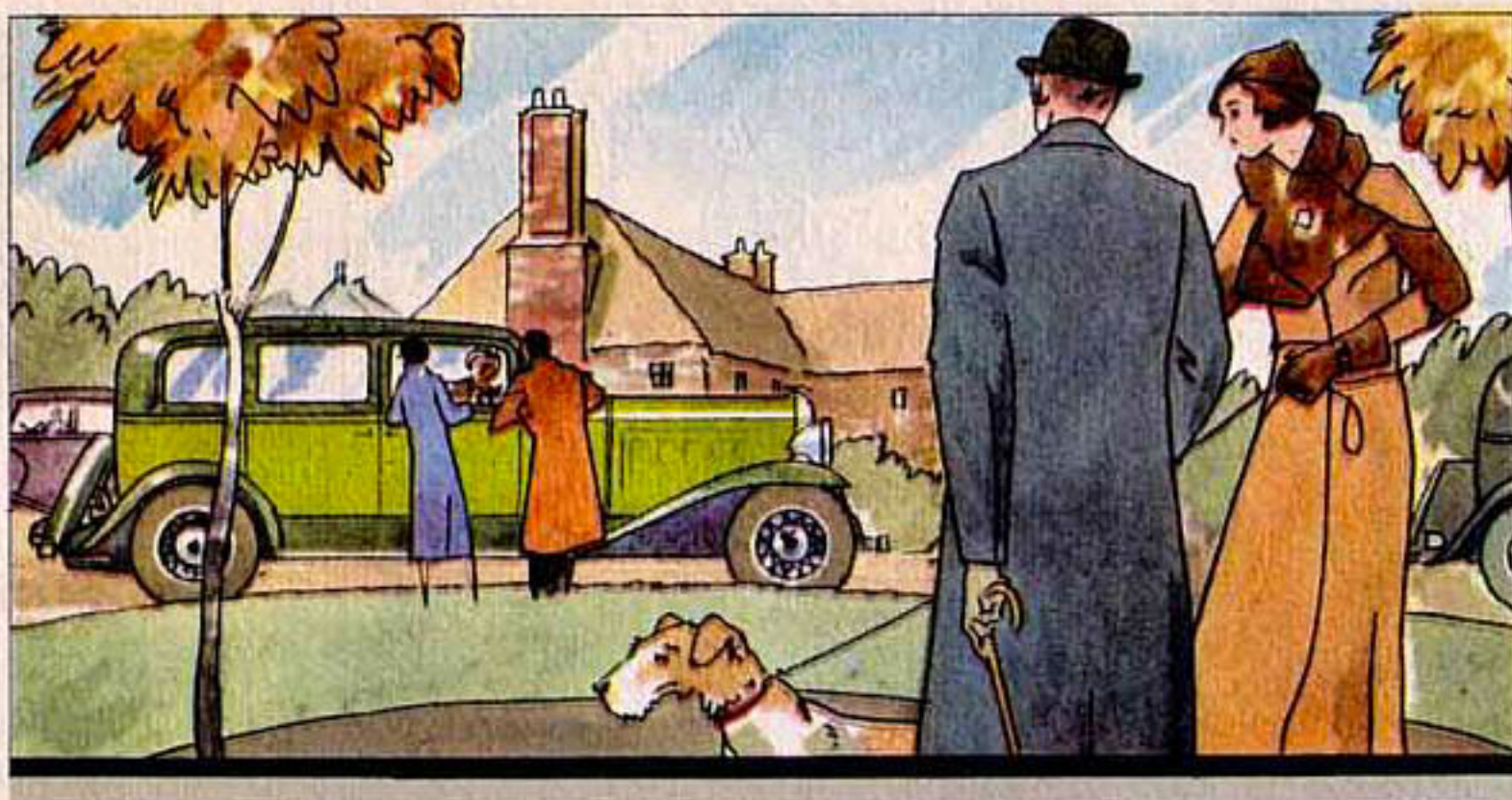
- OPTIONAL MOHAIR
OR WHIPCORD UPHOLSTERY



New **SIX** and **EIGHT**



THE GREATEST VALUES EVER OFFERED BY AMERICA'S OLDEST MOTOR CAR MANUFACTURER



TWO NEW OLDSMOBILES

*A Larger, Finer, Faster Six
and a
Brilliant New Straight Eight*

NEW STYLE, new comfort, new excellence of performance are now brought to you in two new moderately priced Oldsmobiles for 1932. The new Six, larger and finer in every respect, represents a distinct all-round advancement, in style as well as performance abilities, over its widely popular predecessors. The new Straight Eight is a brand new Oldsmobile product—brought out in response to a substantial public demand for a moderately priced eight-cylinder car of typical Oldsmobile quality and dependability. Both cars are replete with features designed to further pleasure and comfort in motoring. Both are large, roomy, and pleasingly individual in style and appointment. On the following pages of this catalogue you will find illustrations of Oldsmobile's various new body types by Fisher, together with the many options in equipment and appointment which lend added emphasis to Oldsmobile's greater value for 1932.



• FIVE YEARS OF OLDSMOBILE PROGRESS •

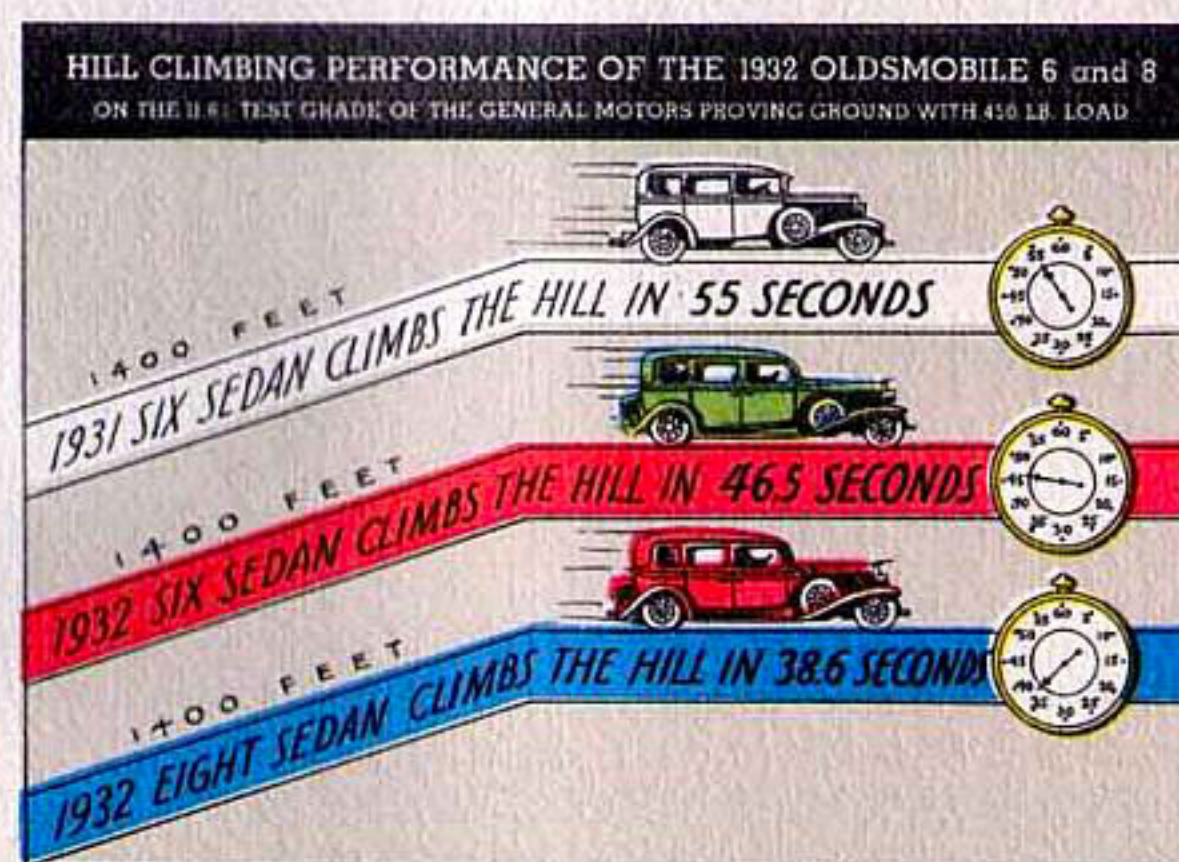
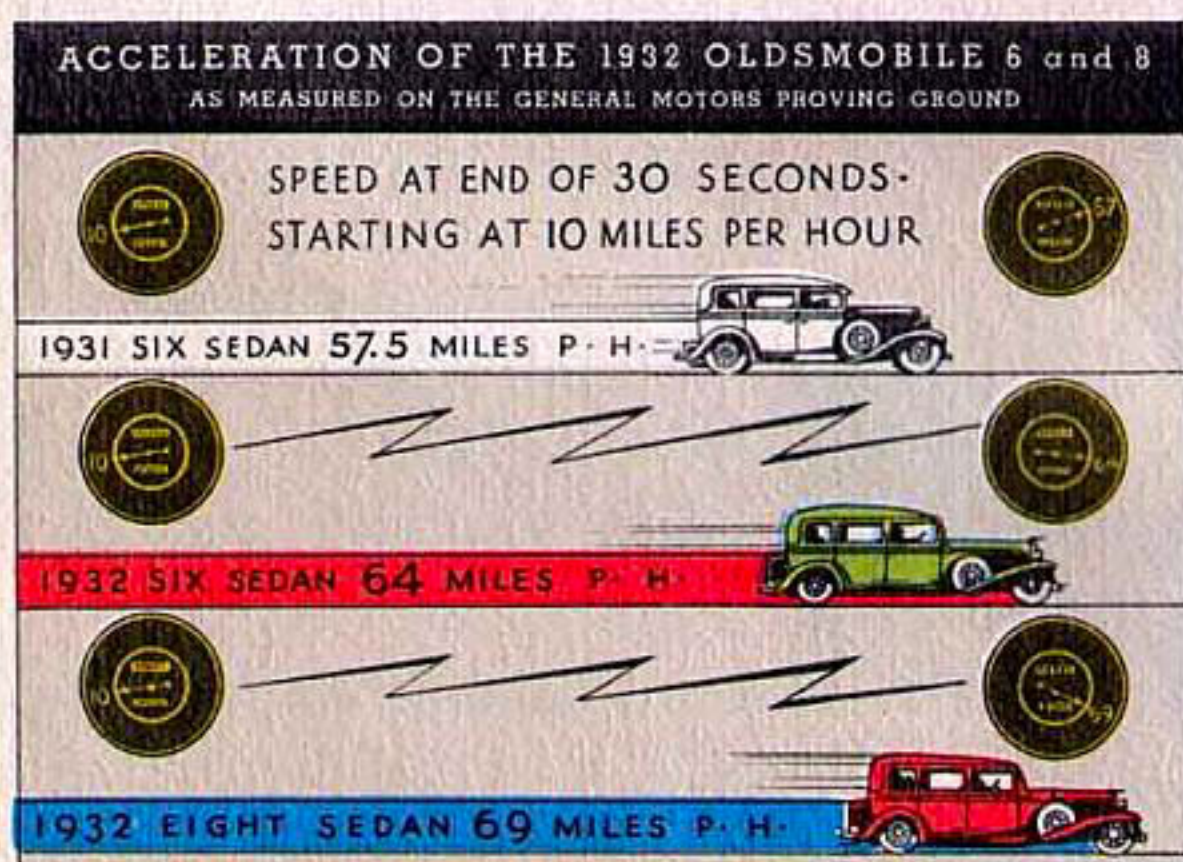
This chart illustrates at a glance how Oldsmobile has been refined and improved over a five-year period . . . without departure from the tried and proved fundamentals of design which have won the enthusiastic praise of owners everywhere. This constant improvement is a basic reason for Oldsmobile's remarkable dependability. » » The features listed in this chart are not a complete list of Oldsmobile's fine-car features. There are many others . . . such as the following . . . which contribute to the car's all-round goodness and desirability: pre-engaging starter gear . . . rubber engine mountings . . . double-ribbed, monobloc crankcase . . . deep, sturdy chassis frame . . . silent timing chain . . . distinctive interior appointments . . . Marshall-type springs in seat cushions . . . electric gasoline gauge . . . temperature indicator on dash . . . and twin trumpet-type horns mounted externally.

	1932	1931	1930	1929	1928
Larger Six-Cylinder Engine	74 H.P.	65 H.P.	62 H.P.	62 H.P.	55 H.P.
New Eight-Cylinder Engine	87 H.P.				
Distinctive New Streamline Styling	Yes				
Larger, Roomier Bodies Longer Wheelbase	Yes				
Free Wheeling with Dash Control	Yes				
Ride Regulator and Double Action Shock Absorbers	Yes				
Sound-Proofed Fisher Body Construction	Yes				
Engine Oil Temperature Regulator	Yes				
Full Automatic Choke	Yes				
Engine Decarbonizer	Yes				
Syncro-Mesh Silent-Shift Transmission	Yes	Yes			
Silent Second Gear	Yes	Yes			
Down-Draft Carburetion	Yes	Yes			
Carburetor Silencer	Yes	Yes			
Automatic Manifold Heat Control	Yes	Yes			
Vibration Damper on Crankshaft	Yes	Yes			
5 Wire or 5 Demountable Wood Wheels, Standard	Yes	Yes			
Chrome-Plated Headlamps, All Models	Yes	Yes			
Upholstery Option Mohair or Whipcord	Yes	Yes			
Foot-Controlled Headlight Dimmer	Yes	Yes			
Fully-Enclosed Brakes	Yes	Yes	Semi		
Roller-Bearing, Worm-Type Steering	Yes	Yes	Yes		
Non-Glare Windshield	Yes	Yes	Yes		
Counter-Weighted Crankshaft	Yes	Yes	Yes	Yes	
Piston Pins Pressure Lubricated	Yes	Yes	Yes	Yes	
Front Seat Adjustable	Yes	Yes	Yes	Yes	
Radiator Shutters	Yes	Yes	Yes	Yes	Yes
Crankcase Ventilation	Yes	Yes	Yes	Yes	Yes
Oil Filter—Air Cleaner—Gasoline Filter	Yes	Yes	Yes	Yes	Yes
Engine-Driven Fuel Pump	Yes	Yes	Yes	Yes	Yes
Self-Adjusting Spring Shackles	Yes	Yes	Yes	Yes	Yes
Tilting-Beam Headlamps	Yes	Yes	Yes	Yes	Yes
Steering Wheel Position Adjustable	Yes	Yes	Yes	Yes	Yes



OLDSMOBILE'S conception of the motor car which will most satisfactorily serve its owner over a long period of time calls for a balance of all good qualities. This means that the car must be comfortable to ride in—easy to handle—economical to operate. It must be pleasingly styled. It must be durable and dependable. Yet with all these qualities of fundamental importance it must combine speed, power, flexibility . . . to give brilliant all-round performance. » » The performance of the 1932 Six, as well as that of the new Straight Eight, demonstrates how well Oldsmobile engineers have succeeded. The Six, with a larger, more powerful engine, has a most convincing way of doing whatever you require of it. Its speed is unusually high. Acceleration is fast enough to please the most critical driver. In all truth, there is an alertness, a definite "aliveness", about this splendid Six's performance that is as exhilarating as it is out of the ordinary. » » The new Oldsmobile Straight Eight offers the same performance thrills as the Six—with differences which only comparison at the wheel can explain. This much, however, can be added here . . . that in this brilliant new Straight Eight, all the advantages of eight-cylinder performance have been developed to an unusually high degree.

To remove all factors of uncertainty from the performance of the 1932 Oldsmobile cars, Oldsmobile engineers have made full use of the testing facilities provided by General Motors in its great research laboratories and at the famous General Motors Proving Ground. Both materials and parts designs have been thoroughly tested by research experts. Stamina and durability, as well as all-round performance abilities, have been determined and approved by Oldsmobile and Proving Ground engineers. And in accomplishing these results the most accurate and infallible testing equipment known to the industry has been employed. Nothing has been left to chance. Nothing has been considered proved without proof. Nothing has been left undone to make the new Oldsmobile cars as scientifically correct as it is possible for modern science to make them.



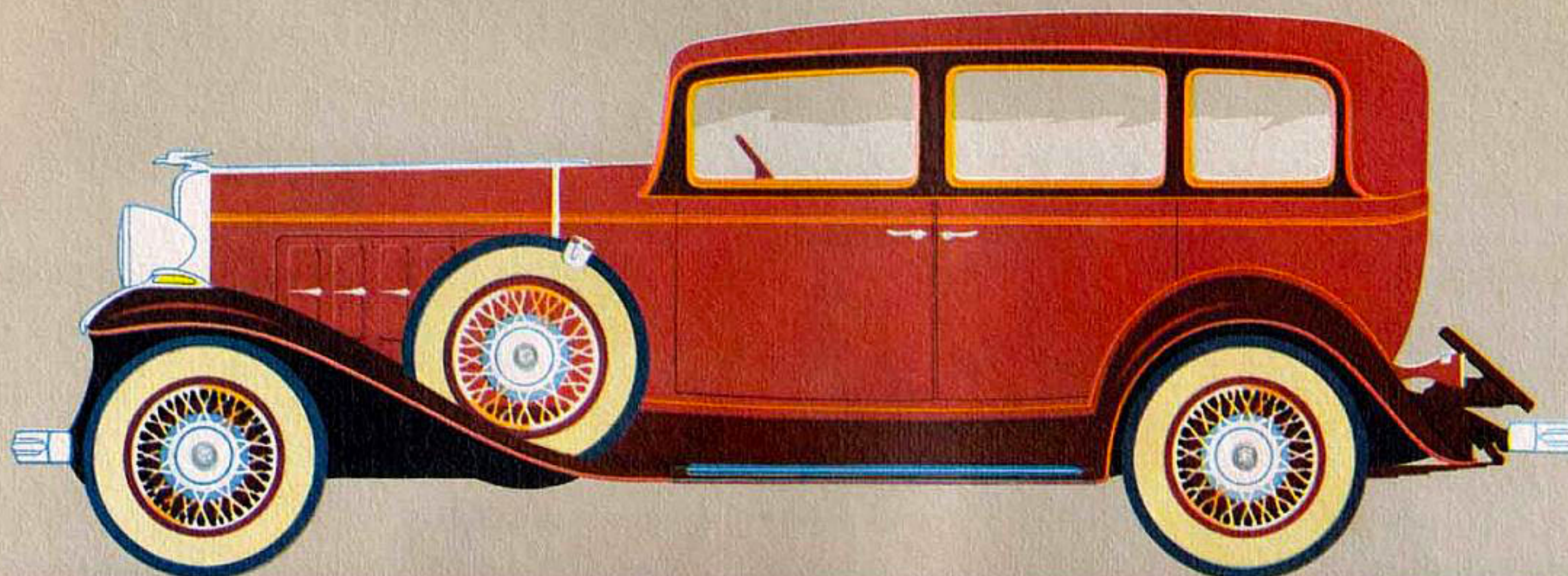
*The
Patrician
Sedan*



Standard with five wire or painted wood wheels

N E W • O L D S M O B I L E • S I X • A N D • E I G H T

• • T H E O L D S M O B I L E P A T R I C I A N S E D A N • •



OLDSMOBILE

Six wire wheel equipment shown on model above

A NATURAL preference for a fine motor car need not be an expensive taste to satisfy. In confirmation of this fact, you will find the new Oldsmobiles surprisingly economical to own and operate. And this in spite of the fact that they are large, roomy, and luxuriously comfortable to ride in. Oldsmobile economy is not left to chance. Extensive tests, conducted with scientific accuracy at the General Motors Proving Ground, have thoroughly established the ability of these cars to operate at a minimum expense, both for fuel and upkeep. Economy always has been, and will continue to be, a strong force in making satisfied Oldsmobile owners.

SIX and EIGHT



P R O D U C T S • O F • G E N E R A L • M O T O R S

The new stream-lined windshield adds a fresh touch of grace and beauty.

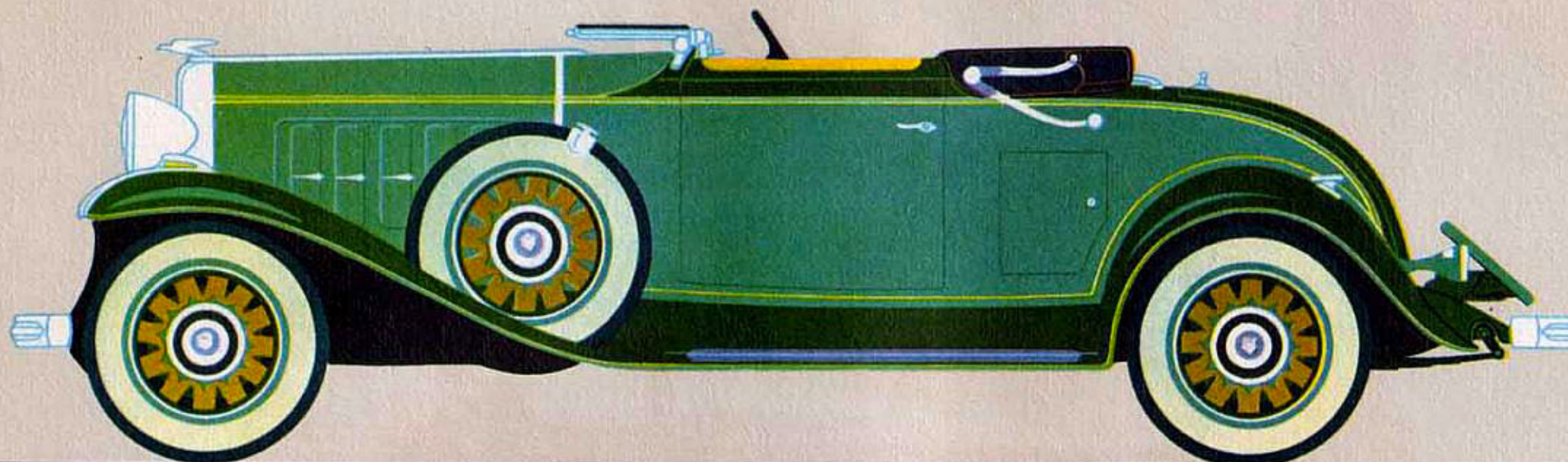
*The
Convertible
Roadster*



Standard with five wire or painted wood wheels

N E W • O L D S M O B I L E • S I X • A N D • E I G H T

• • THE OLDSMOBILE CONVERTIBLE ROADSTER • •

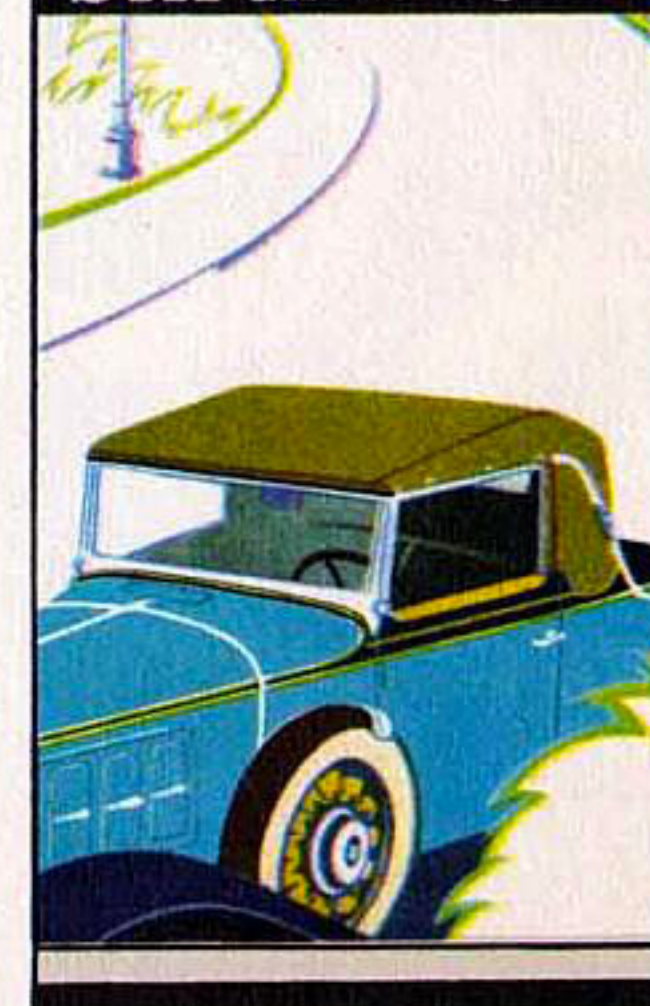


OLDSMOBILE

Six natural wood wheel equipment shown on model above

IF CONSIDERED solely on the basis of what you get for what you pay, the Oldsmobiles for 1932 hold an unusually powerful appeal. For the completeness of these cars, both as to features and equipment, stands out as one of their most important characteristics. Many features, obtainable elsewhere only at extra cost, are provided as standard equipment in the new Oldsmobiles. These extras, to a large extent, represent the difference between an excellent and an average investment. Equally important, they have a definite bearing on your satisfaction as an owner over the months and miles. Careful comparison with other cars is strongly urged.

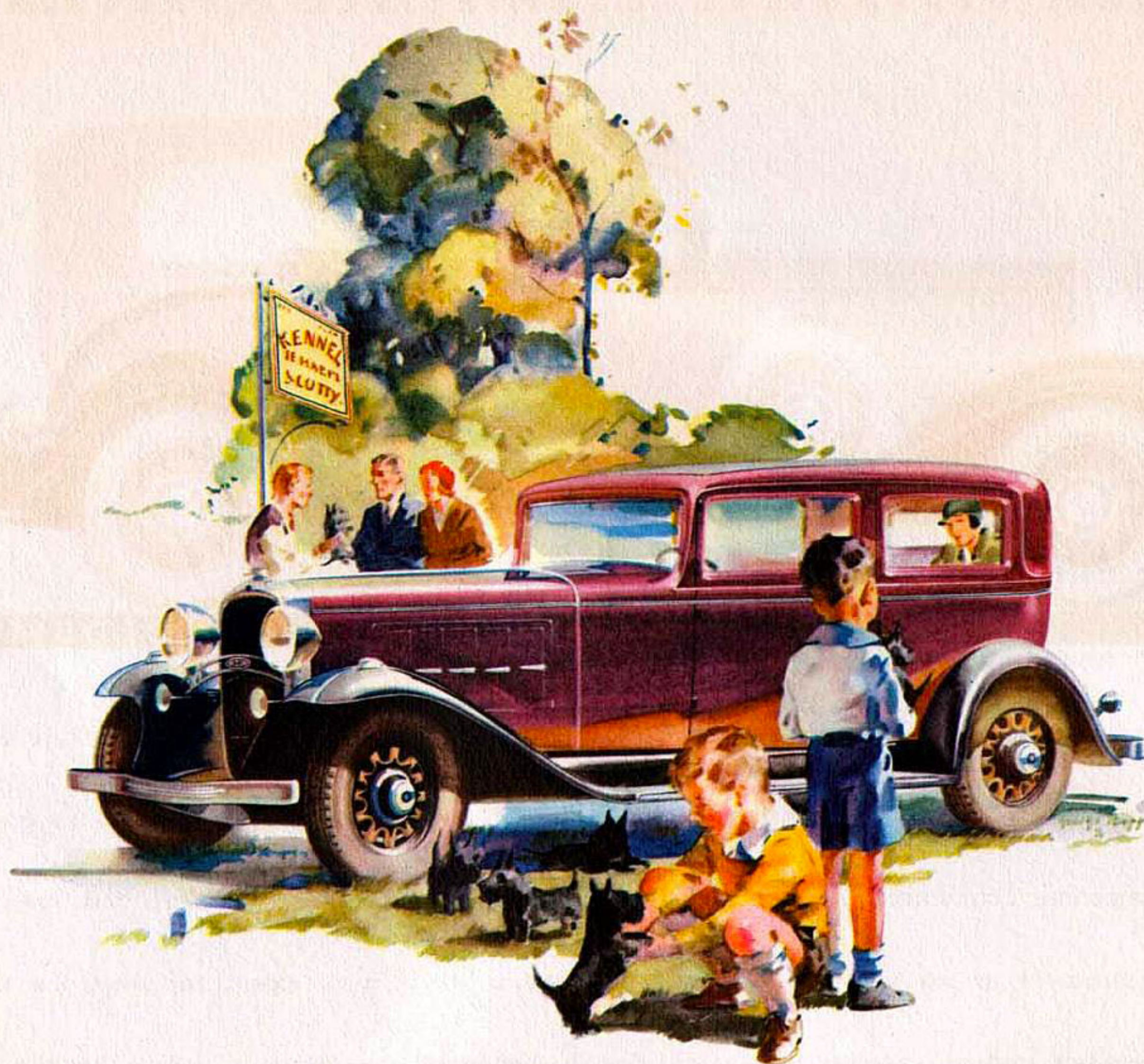
SIX and EIGHT



P R O D U C T S • O F • G E N E R A L • M O T O R S

With top raised the Convertible Roadster becomes a comfortable coupe.

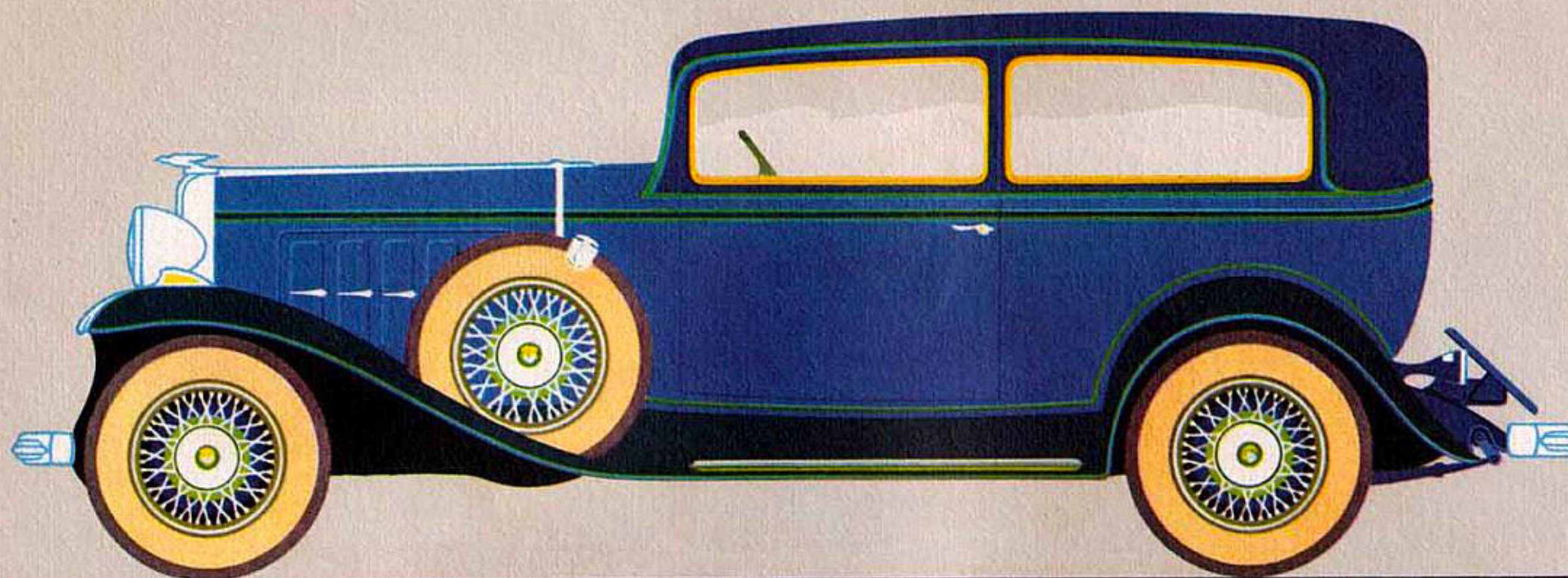
*The
Two Door
Sedan*



Standard with five wire or painted wood wheels

N E W • O L D S M O B I L E • S I X • A N D • E I G H T

• • T H E O L D S M O B I L E T W O D O O R S E D A N • •



OLDSMOBILE

Six wire wheel equipment shown on model above

OF OLDSMOBILE'S many commendable performance qualities none has been more highly praised by owners than quietness of operation. And the 1932 cars are smoother and quieter than ever. Such features as counter-balanced crankshaft, vibration damper, pressure lubricated piston pins, and a resonance-type carburetor silencer are contributing factors. But unless you happen to be mechanically inclined, a test drive, covering the entire speed range, will give you a much more satisfactory understanding of this pleasing performance. Bear in mind, too, that quietness is not alone desirable in itself. It is the most conclusive proof you can obtain of high quality and sound manufacture.

SIX and EIGHT



P R O D U C T S • O F • G E N E R A L • M O T O R S

*F*ive wire or five demountable wood wheels are standard equipment.

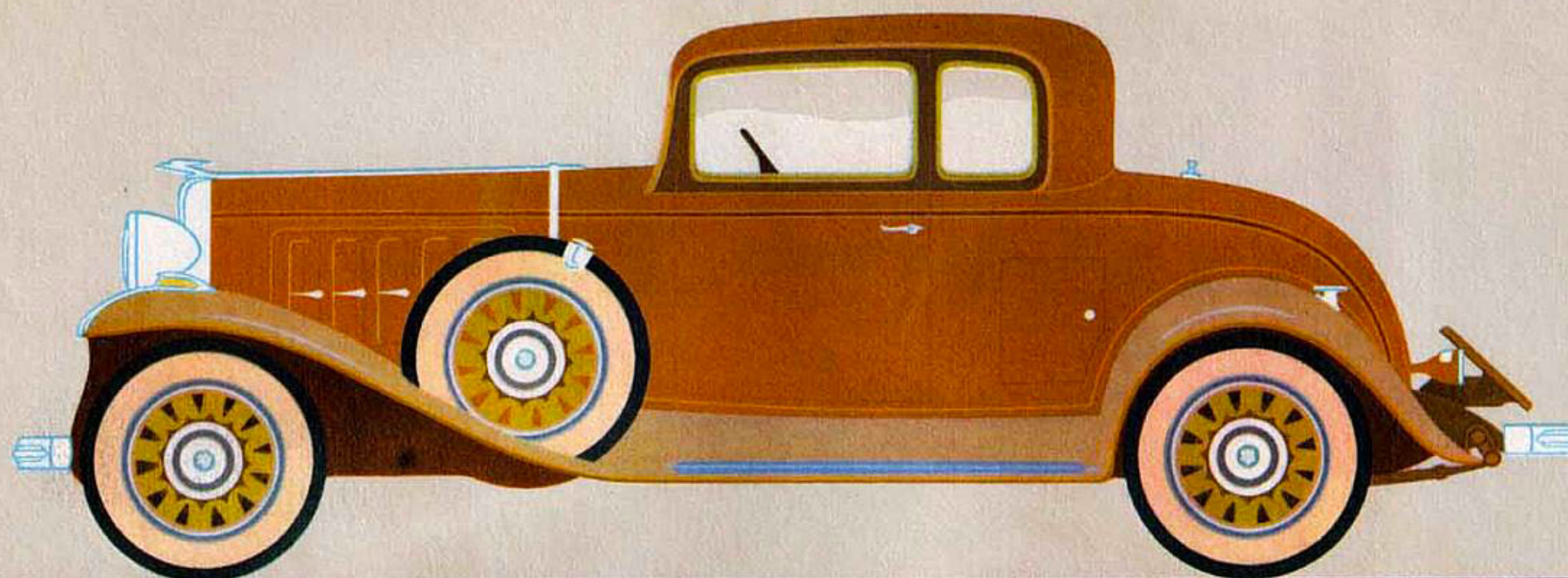
*The
Sport Coupe*



Standard with five wire or painted wood wheels

N E W • O L D S M O B I L E • S I X • A N D • E I G H T

• • T H E O L D S M O B I L E S P O R T C O U P E • •



OLDSMOBILE

Six natural wood wheel equipment shown on model above

PLEASINGLY different in style, as in performance, the new Oldsmobile Six and Eight combine smart design with that careful attention to detail so highly prized by buyers today. Lines are long and low, sweeping backward, in beautifully modeled curves, from the distinctive Oldsmobile radiator to the smartly tailored rear quarters. » » Both the Six and the Eight are available in six standard body types by Fisher. In addition, all body types are available with de luxe equipment. This range of body types, together with a wide variety of colors, optional upholstery and wheels, enables you to extend your choice beyond average limits, thus satisfying your personal preferences as well as your personal needs.

SIX and EIGHT



P R O D U C T S • O F • G E N E R A L • M O T O R S

The Sport Coupe provides a very roomy and comfortable rumble seat.

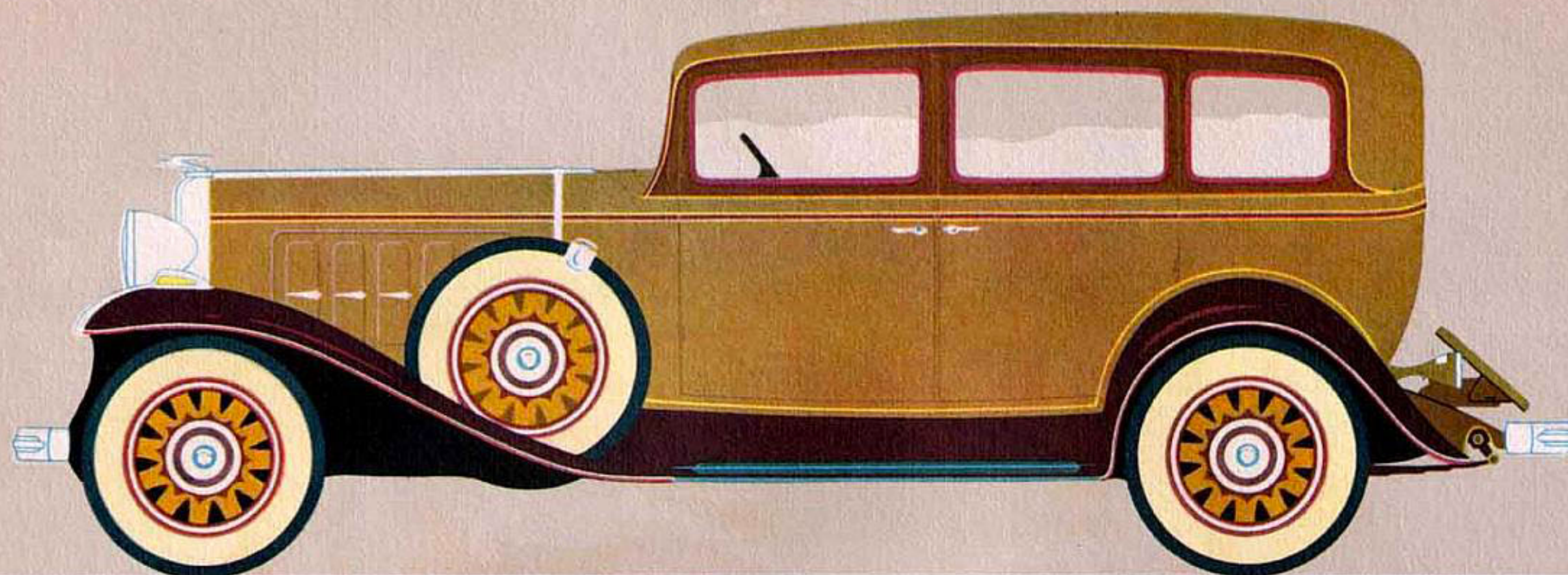
*The
Four Door
Sedan*



Standard with five wire or painted wood wheels

N E W • O L D S M O B I L E • S I X • A N D • E I G H T

• • T H E O L D S M O B I L E F O U R D O O R S E D A N • •



OLDSMOBILE

Six natural wood wheel equipment shown on model above

EASE of operation, a characteristic for which Oldsmobile cars have long been famous, is a pronounced virtue of the new Six and Eight. Former hand operations, such as setting the choke and throttle before starting the engine, are now completely automatic. And, in keeping with this new ease of starting, driving operations are almost effortless. Gears can be shifted swiftly and quietly on every occasion. When free wheeling, the clutch pedal need not be employed in shifting from gear to gear at any speed. Light pressure on the brake pedal is sufficient to assure smooth, positive braking. In brief, driving the new Oldsmobiles offers pleasant relief and relaxation from the usual activities of the day.

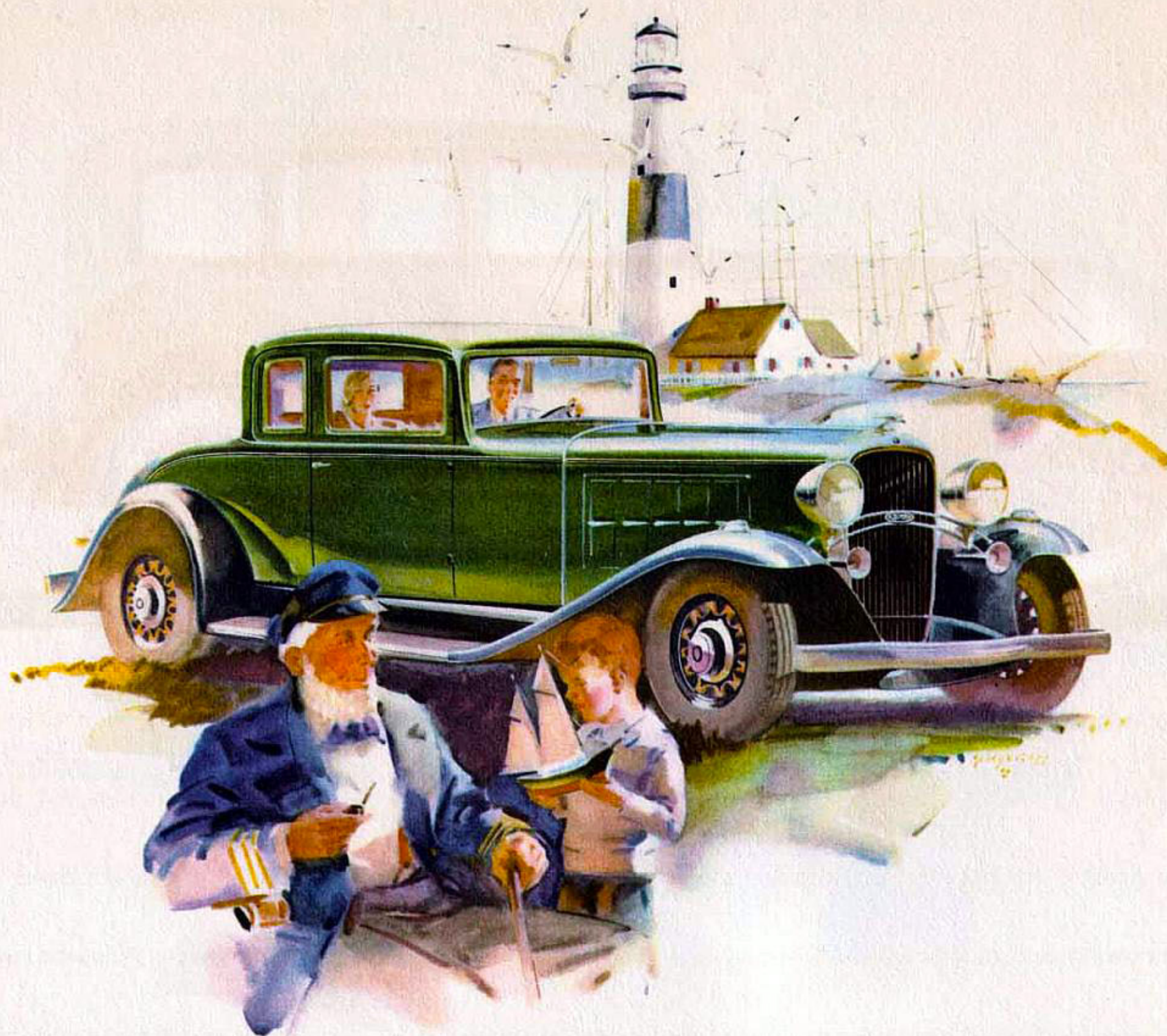
SIX and EIGHT



P R O D U C T S • O F • G E N E R A L • M O T O R S

The graceful modeling of Oldsmobile bodies is apparent from every angle.

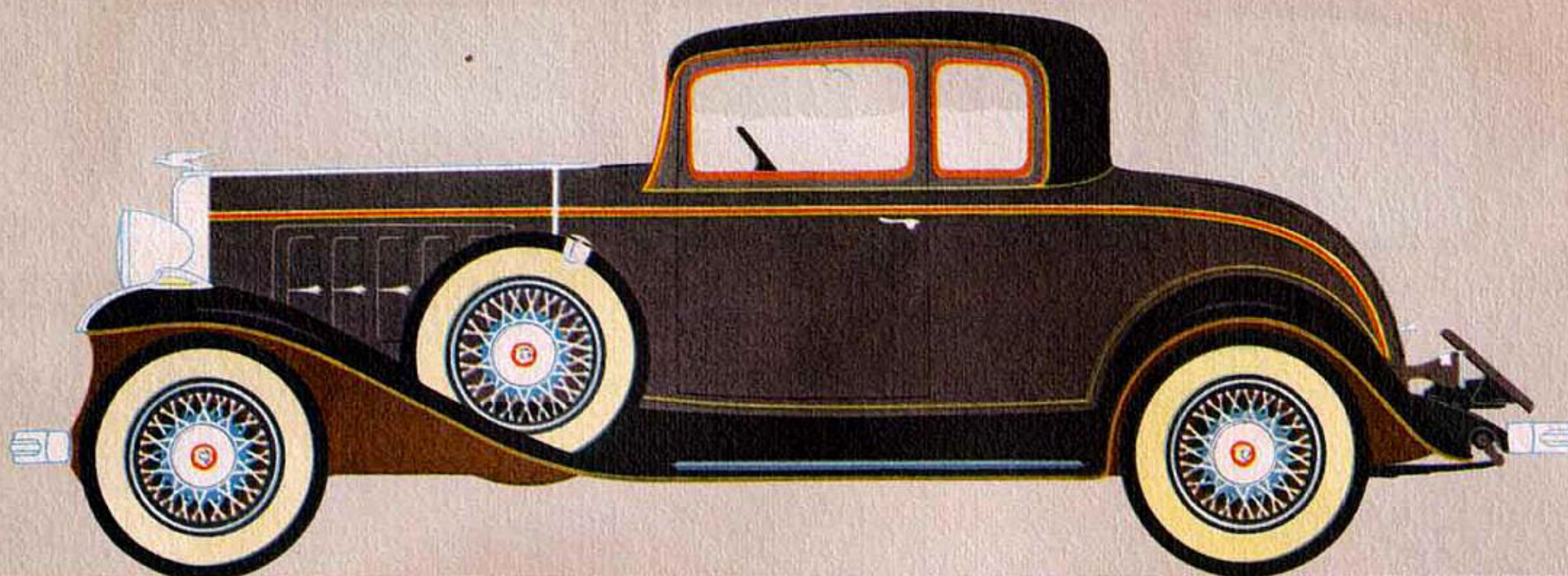
*The
Business
Coupe*



Standard with five wire or painted wood wheels

N E W • O L D S M O B I L E • S I X • A N D • E I G H T

• • T H E O L D S M O B I L E B U S I N E S S C O U P E • •

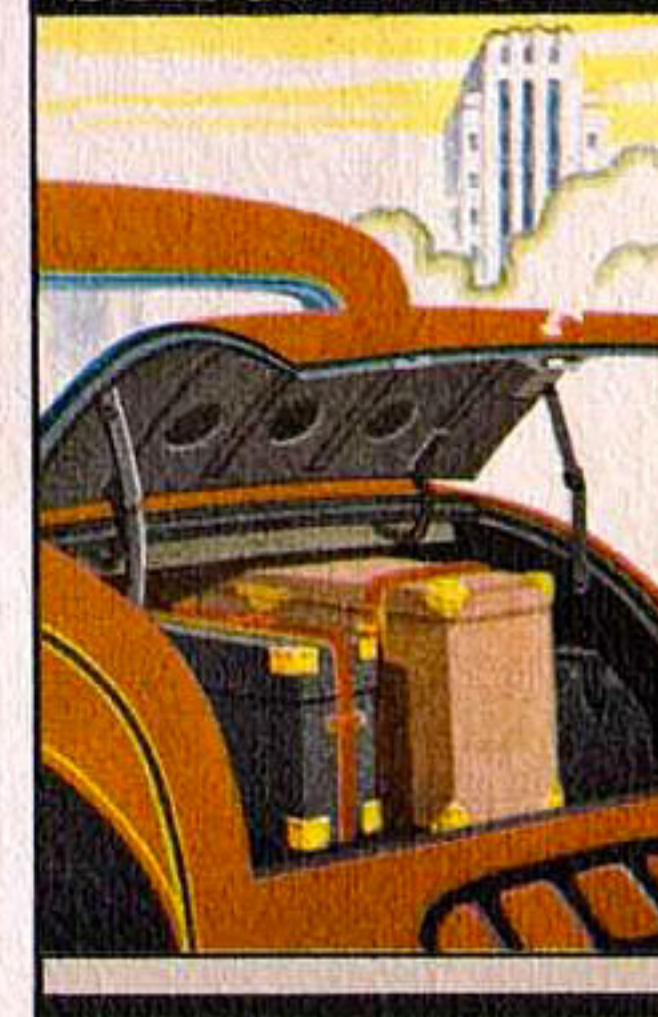


OLDSMOBILE

Six wire wheel equipment shown on model above

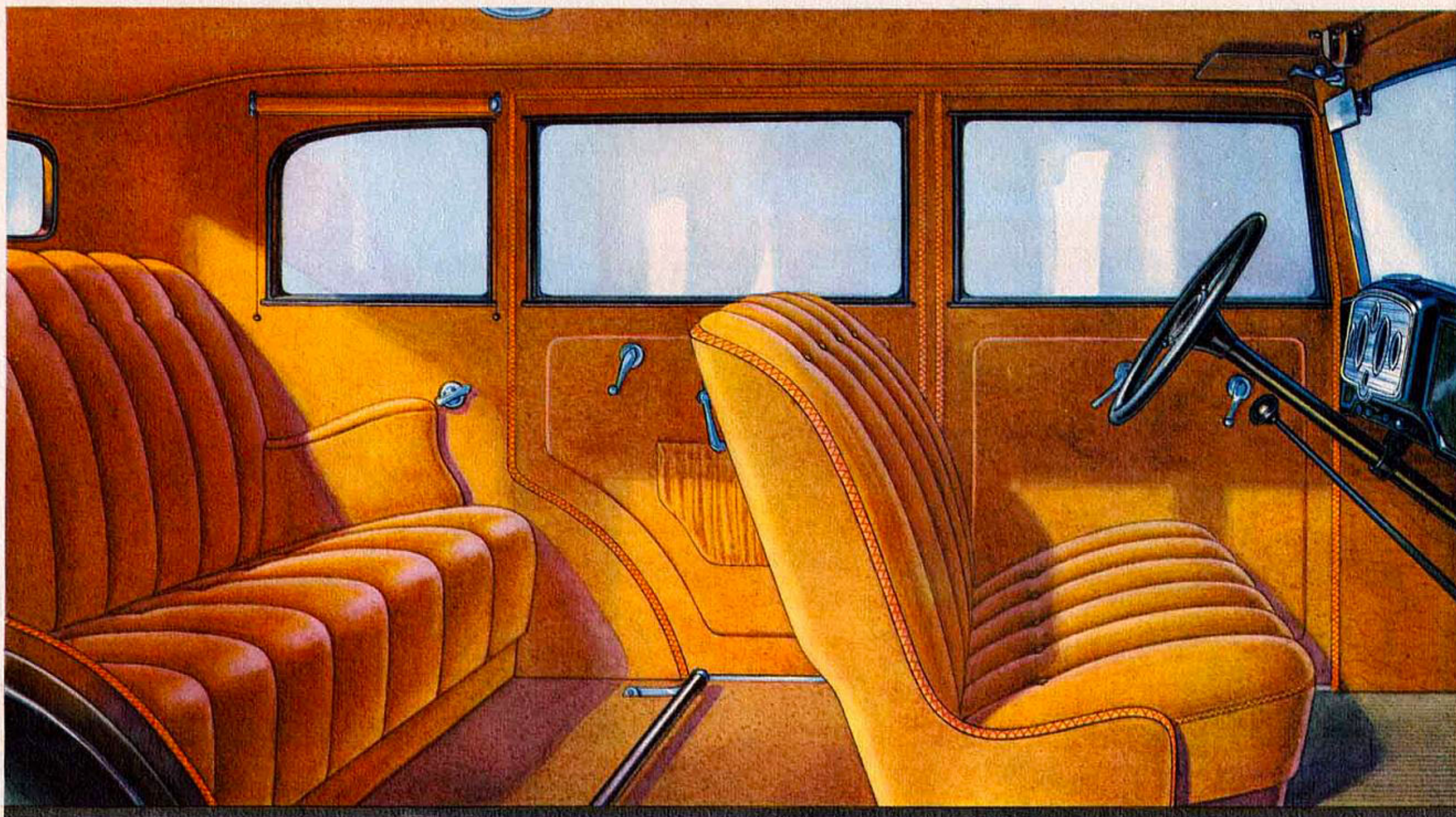
WHETHER you employ free wheeling or conventional drive, gear-shifting is smooth and silent in the Oldsmobile Six and Eight. This advantage is provided by the famous Syncro-Mesh Silent-Shift transmission, introduced by Oldsmobile to the moderate price field in 1931. Combined as it now is with free wheeling, it becomes a feature of even greater desirability. When you elect to employ free wheeling, you can shift silently through all forward speeds, and back into second from high, without touching the clutch. When using conventional drive, you can shift with equal swiftness through the same range of gears, with the same absolute silence, employing the clutch in your accustomed manner.

SIX and EIGHT



P R O D U C T S • O F • G E N E R A L • M O T O R S

Easy access characterizes this roomy rear deck in the Business Coupe.

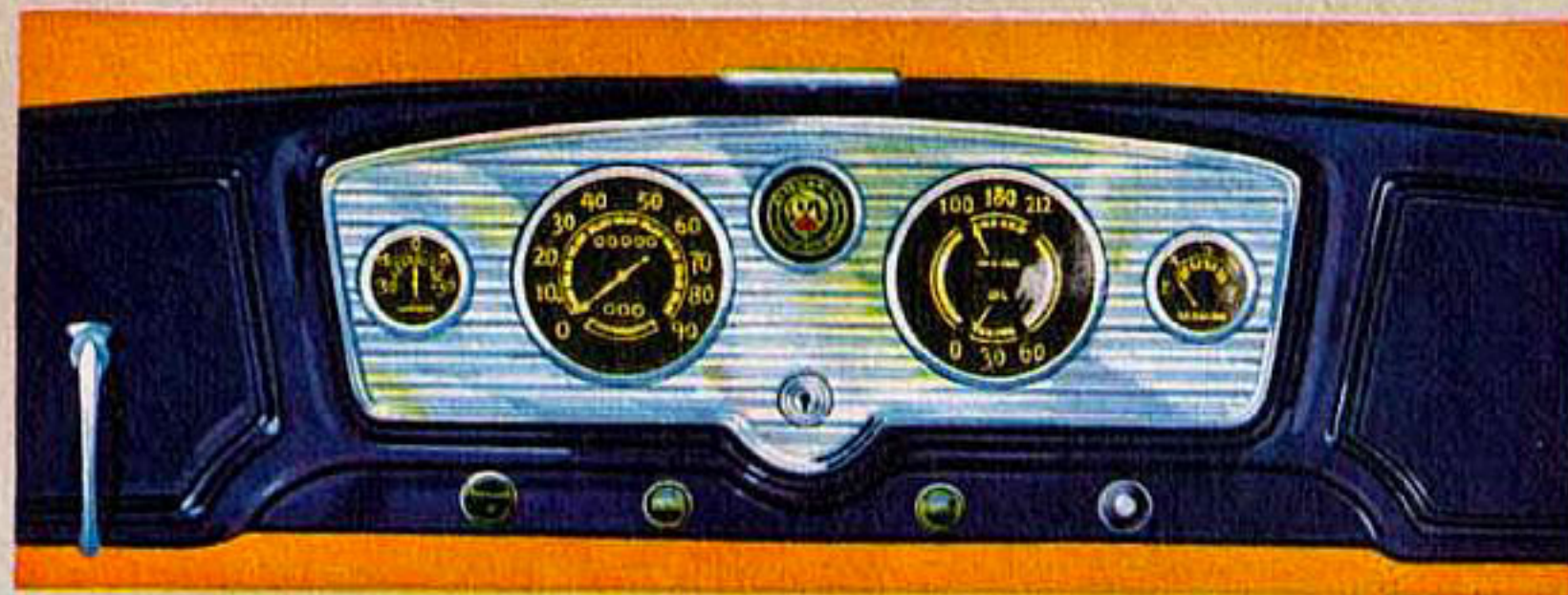


Fisher Body

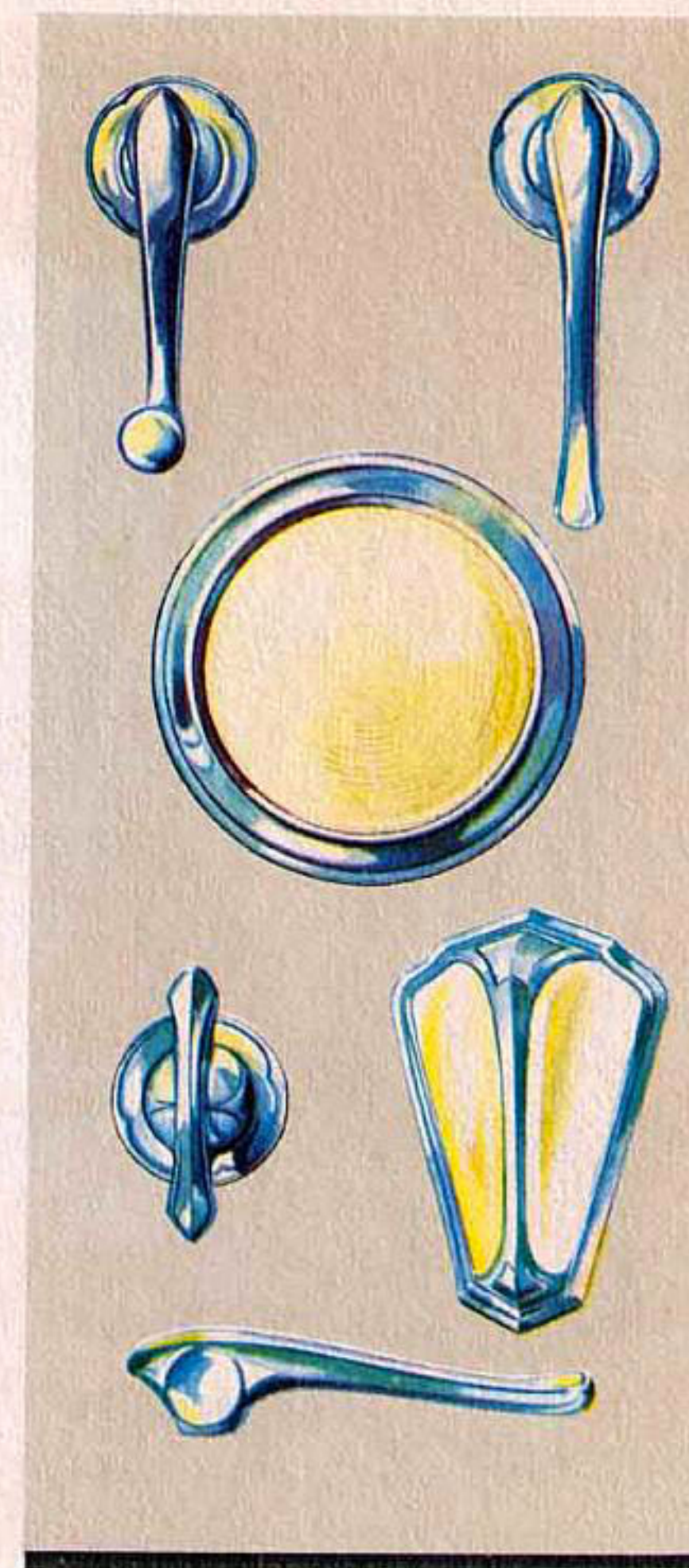
"Body by Fisher" has so long been associated with style, comfort, value and durability in motor car coachwork that most people today express a definite preference for cars with Fisher bodies. The superior strength and sturdiness of their wood-and-steel type of construction have been proved by both test and experience. Other points of excellence, such as beauty of finish and qual-

ity of appointments, are apparent upon examination. Oldsmobile body interiors are generously proportioned. The seat cushions are wide, deep and comfortable. In addition, bodies are skillfully insulated to exclude heat in the summer and cold in the winter. And a new sound-proofing process, developed by Fisher, assures that permanent quietness so essential to satisfied ownership.

T H E • N E W • O L D S M O B I L E • S I X • A N D • E I G H T



Oldsmobile dial instruments, conforming to latest custom-car practice, are of the full-view "pointer" type, indirectly illuminated. All instruments are clearly visible to the driver.



Finished craftsmanship and artistry are clearly apparent in the appointments of the new Oldsmobile interiors. Here, as on the exterior of the cars, careful attention to detail has resulted in a pleasing effect of tasteful smartness. Upholstery materials are tailored with exacting care. Hardware is designed especially for the style requirements of Oldsmobile interiors. The instrument

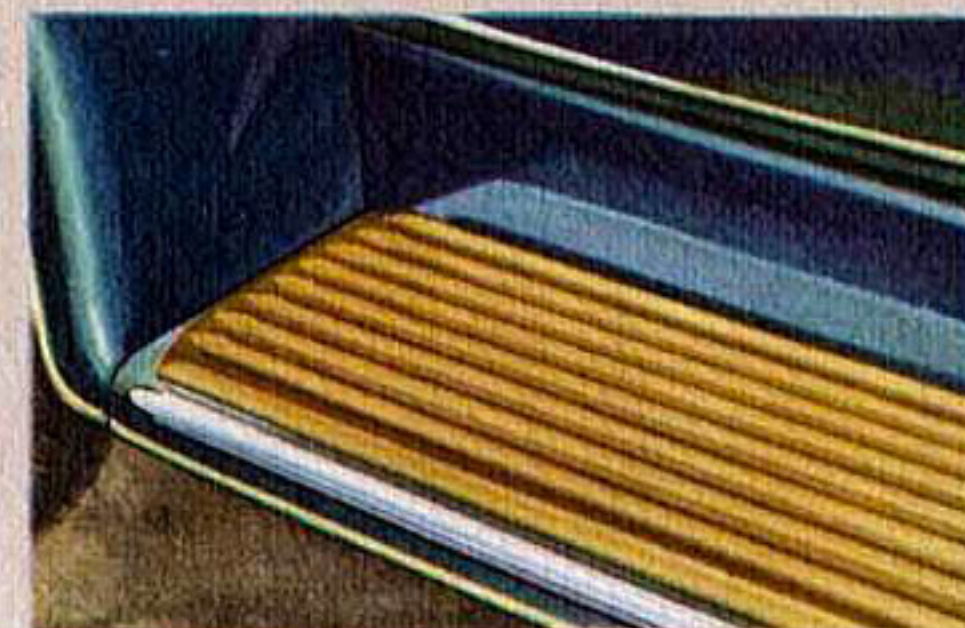
board, with its practical purpose cleverly subordinated to an attractive pattern, follows modern aeronautical design. Exterior features, such as the new hood doors, the two combination stop and tail lamps, and the cowl ventilator which has been added to supplement the Fisher "Vision-Ventilation" windshield, have been designed with equal consideration to all-over harmony of design.

Features and Appointments

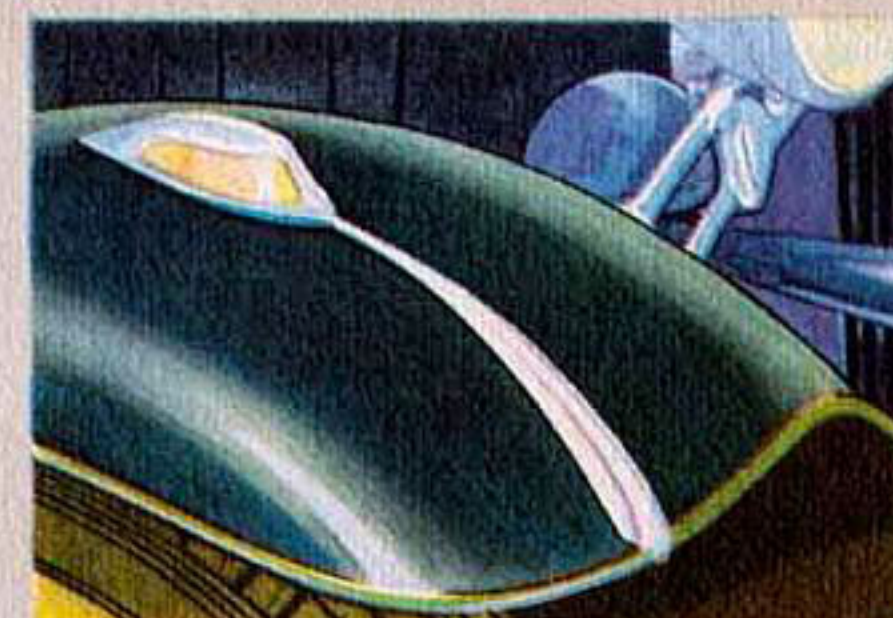
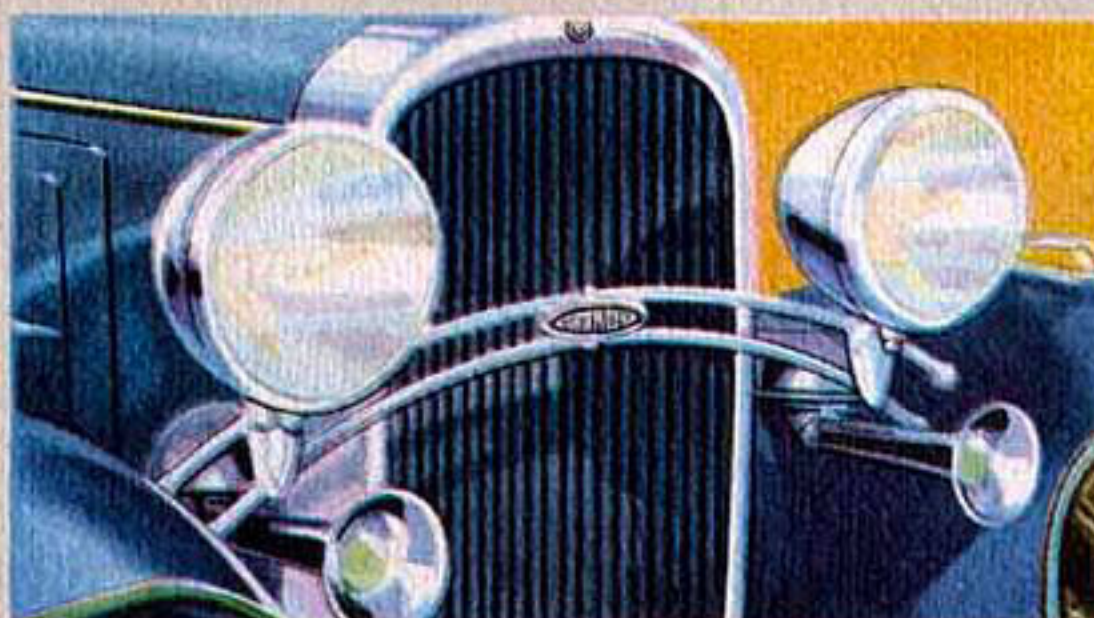
P R O D U C T S • O F • G E N E R A L • M O T O R S



A new instantly adjustable front seat rolls backward or forward to give you your most comfortable driving position.



Features such as twin trumpet-type horns, chrome plated headlamps, and parking lamps in fenders are standard equipment.



Features and Appointments

Oldsmobile offers options in upholstery and wheel equipment which allow you to satisfy your personal preferences in these important respects. Closed bodies are upholstered in either lustrous mohair or smart whipcord—at your option. You may take your choice, too, of either five wire or five painted wood wheels of the demountable type—no extra charge. Extra equipment which may be

obtained at additional cost includes natural wood wheels . . . either six wire or six demountable wood wheels, with fender wells, special tire locks, and folding trunk rack . . . chrome-plated "snap-on" type spokes . . . chrome-plated trim rings . . . and white sidewall tires. For further details, and prices, see the Oldsmobile "Price and Equipment Folder," in which complete information is supplied.

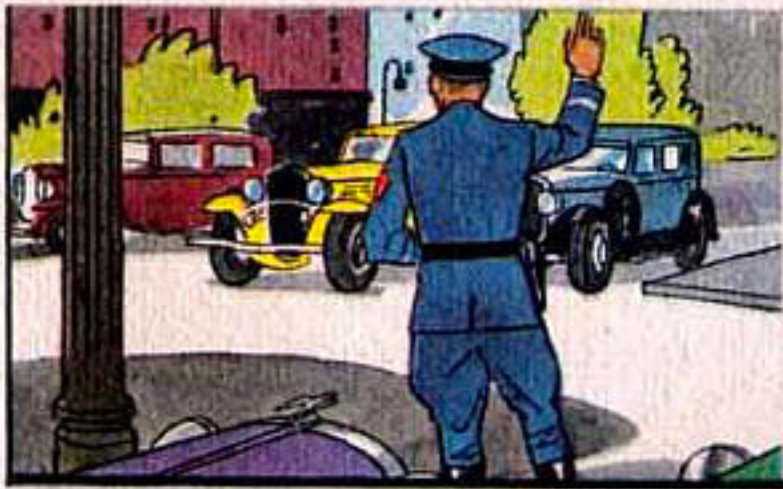
T H E • N E W • O L D S M O B I L E • S I X • A N D • E I G H T



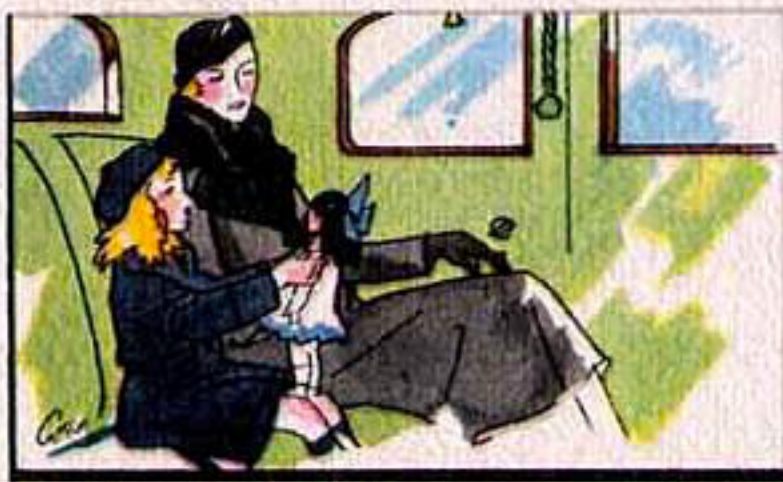
STYLE and APPEARANCE — Although decisions as to appearance will rest entirely on your personal interpretation, several facts about Oldsmobile are worthy of your careful consideration. One is Oldsmobile's style source — the artist-engineers of Fisher Body, world famous for their creative leadership as well as their proficiency in craftsmanship. Another is the actual finish of the cars. All lacquering and chrome plating operations are so performed as to assure enduring beauty through all seasons. You can rest assured that Oldsmobile style will remain in good taste.



PERFORMANCE — It is reasonable to assume that your choice of a new motor car will be governed largely by performance abilities. Judging either the Oldsmobile Six or the Straight Eight on this basis, you are certain to be strongly influenced in their favor. Both are powerful and versatile performers — equally at home on the hills or on the straightaway. And in both speed and acceleration, the new Oldsmobiles compare favorably with cars far higher in price. Try them — in competition with other cars. Let actual experience tell you the story.



SAFETY — In the design and manufacture of the 1932 cars, Oldsmobile engineers have considered your personal welfare as well as your personal comfort. Greatly improved handling ease has been achieved. All parts have been designed with a margin of strength well in excess of reasonable requirements. The most painstaking inspection insures against possible flaws, in either materials or workmanship. Every Oldsmobile feature has been proved safe and dependable by exhaustive tests. These should be matters of paramount importance in guiding your decision to buy.



COMFORT — Since the pleasure of motoring is so largely dependent on how comfortably you ride, this factor merits more than passing consideration. It is an actual fact that practically no modern fine-car feature, intended to enhance your riding comfort, has been omitted from the new Oldsmobiles. Most prominent among these is the new Ride Regulator, employed in conjunction with double-action hydraulic shock absorbers. This feature permits you to adjust spring resistance for any load, road, or speed of travel, and thus enjoy maximum riding comfort.

P R O D U C T S • O F • G E N E R A L • M O T O R S



EASE OF HANDLING—It is a matter of record that Oldsmobile has won widespread popularity with women who drive. The reason can be told in two words — easy handling. Quick to start, summer or winter, the Oldsmobile engines rapidly attain their highest operating efficiency. Shifting is smooth, swift and silent, through the Syncro-Mesh non-clashing transmission . . . and when free-wheeling, the clutch need not be employed, except in starting. Steering may actually be done with fingertips on the wheel. And braking is always rapid, with little pressure on the pedal required.



SMOOTHNESS and QUIETNESS — There are few better ways to judge the quality of an automobile than through the smoothness and quietness of its performance. Drive either the new Six or the Straight Eight at idling speed — and listen. Then press on the accelerator. Run right on through the whole wide range of the car's abilities. You will find Oldsmobile performance at once astonishingly smooth and delightfully quiet. Precision manufacture—supplemented by such features as rubber cushioning between engine and chassis frame—is the reason.



LONG LIFE and ECONOMY—Any car which has proved itself durable and economical in operation is well worth consideration on these points alone. Oldsmobile's enviable record in these respects, a record established in the hands of commercial "fleet" owners as well as individuals, further stamps the Six and the Eight as sound investments. No car today enjoys a better reputation for dependability and long-time economy. Owners who have reached high mileage totals in their cars are enthusiastic in their praise of Oldsmobile stamina.



QUALITY and VALUE—How well a car will serve you depends on how well that car is built. Even the finest of materials offer little advantage unless they are shaped to painstaking standards in manufacture. The precision limits to which the Oldsmobile Six and Eight are built compare with those of the most expensive cars. Workmanship is of the highest character—as suggested by the slogan of the workmen themselves, "Anything short of my best is not acceptable." Therein lies your greatest assurance of quality, value and satisfaction in your Oldsmobile investment.

Bumpers, Spare Tire, and Tire Covers are extra on all standard models. Shatterproof Glass on all models, and Top Boot for Convertible Roadster, available at slight additional cost. See price list . . . Olds Motor Works reserves the right to make changes in prices, colors and specifications without incurring any obligation to install same on cars already sold.

O L D S M O T O R W O R K S , L A N S I N G , M I C H I G A N



THE GREATEST VALUES EVER OFFERED BY AMERICA'S OLDEST MOTOR CAR MANUFACTURER



ENGINE OIL
TEMPERATURE REGULATOR

FULL PRESSURE LUBRICATION
INCLUDING PISTON PINS

COUNTER-WEIGHTED
CRANKSHAFT WITH BALANCER

DOWN-DRAFT CARBURETION

FULL AUTOMATIC CHOKE

RESONANCE-TYPE
CARBURETOR SILENCER

ENGINE DECARBONIZER

CO-ORDINATED STARTER
AND THROTTLE

5 WIRE OR 5 DEMOUNTABLE
WOOD WHEELS

MARSHALL-TYPE SPRINGS
IN SEAT CUSHIONS

OLD
SM
MOBILE