

OLDSMOBILE Commercial Cars

All prices quoted herein
are f. o. b. cars factory.

OLDS MOTOR WORKS,
DETROIT, MICH.
U. S. A.



Oldsmobile Delivery Cars operated by the Auto Express Company
Detroit, Michigan

The Business Man and the Automobile

The business man must, of necessity, consider everything from a strictly business point of view. He has no time for experiments, fads or theories, and his consideration of the automobile, as applied to his business, must be along the lines of utility and economy.

That the commercial automobile has come to stay no one doubts.

The development of electric railways has resulted in such a wide distribution of urban and suburban population that the retail merchant finds the delivery of goods more and more difficult each year. The large department stores, with an equipment of from twenty to one hundred wagons, manage in many cases, to give regular deliveries to all parts of the city, but the work is done at great expense. The small stores, which cannot afford the expense of large delivery

equipment, are seriously handicapped, through being unable to offer to their customers as efficient a delivery service as is offered by larger concerns. Many of the medium sized cities of the United States cover an area of over thirty square miles, with hundreds of miles of streets, and as the average horse, year in and year out, will not travel over twenty miles a day under ordinary city conditions, the problem of regular and economical delivery has become a very perplexing one.

What is true in the retail field is equally true in the wholesale trade. The customers of a wholesale house are widely scattered, and the tendency is toward a very rapid increase in the expense of delivering orders.

ECONOMY OF SERVICE.

The automobile, with its ability to cover from seventy-five to a hundred miles a day, has proved of the greatest possible value in commercial work, and this in spite of the fact that many automobile manufacturers have placed on the market machines which were primarily designed for pleasure purposes. The pleasure and commercial fields are distinct. In the former, machines are operated largely on well paved streets and under the most favorable conditions. Allowing for the heavy winter season, rainy days, etc., the pleasure machine does not average over twenty-five miles per day. The commercial vehicle has to run over all kinds of pavement, runs from forty to one hundred miles per day, and must be operated under all sorts of weather conditions. Moreover, it is frequently driven by employes who do not give it the same care that the owner does in the running and handling of a pleasure machine.

The delivery automobile must, therefore, be "fool proof."

CARS THAT WILL LAST.

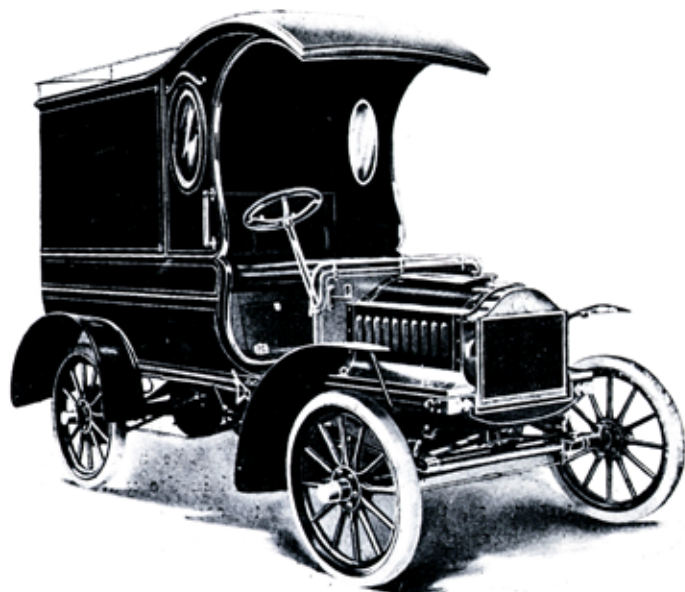
Moreover, the delivery machines we build are not merely season machines, to be discarded or traded off after a few months' use. They are, like the pleasure machines made in our factories, built to run season after season. The delays due to tire troubles have been eliminated by the adoption of solid rubber tires. The economy of gasoline and lubricating oil consumption has been kept in mind. While a score or more makes of delivery cars have appeared in the market in the past two years, there is nothing to compare with the Oldsmobile delivery machines in utility, reliability, durability and economy of operation. In short, our machines are a "commercial proposition."

The Olds Motor Works, before going into the commercial field, made an exhaustive study of conditions and requirements, with the result that its machines have been designed to stand heavy wear and tear. Fully appreciating that the merchant cannot afford to have a load of goods delayed, the working parts of the machine have been made simple, heavy and strong enough to insure regular service.

OLDSMOBILE NOT AN EXPERIMENT.

Any one contemplating the purchase of a commercial machine should keep in mind the fact that we have spent thousands and thousands of dollars in experimental work on commercial lines, and that we have besides the advantage of years of experience in automobile construction.

The Oldsmobile commercial cars are the result of ripe experience. They are not experiments.



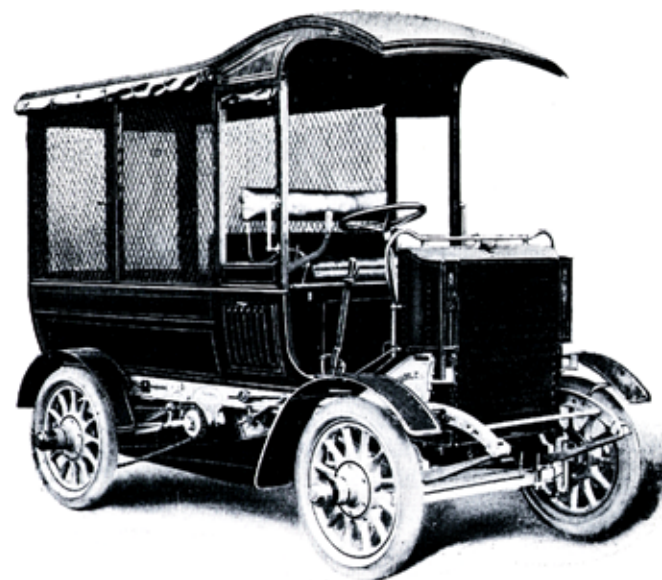
LIGHT DELIVERY CAR.

Price \$1,000.

Planetary transmission; single chain drive; transmission and hub brakes; angle steel frame; gasoline tank capacity, 7 gallons; water tank capacity, 7 gallons; tires solid, 30x3 1-2; engine 5 1-2x6, horizontal single cylinder, 10 H. P.; carrying space 41 inches long, 36 inches wide, 51 inches high; space 41 cubic feet.

The light delivery car is designed for the use of dry goods stores, shoe stores, florists and the retail trade generally. It has a carrying capacity of from five hundred to eight hundred pounds, and will, in the average retail trade, handle from seventy-five to one hundred and fifty packages on the load. The body has a capacity of forty-one cubic feet. Its operation and control are so simple that the time of making stops to deliver packages, is reduced to a minimum. The machine will do the work of two horse-drawn vehicles, and where long distances are involved will do the work of three horse-drawn wagons.

The light delivery car has a single cylinder engine developing over ten horse power. The arrangement of the engine and working parts is such that adjustments can be made without disturbing packages in the body, all parts being readily accessible. The car will be furnished with panel or screen sides, as may be desired.



HEAVY DELIVERY CAR.

Price \$2,000 With Standard Body.

Planetary transmission; double chain drive; transmission and internal hub brakes; pressed steel frame; gasoline tank capacity, 11 gallons; water tank capacity, 10 gallons; tires, solid, 30x4 1-2 inches; engine, two cylinder vertical 5x5, 16 H. P.; carrying space, length 66 inches, width 58 inches, height 43 inches.

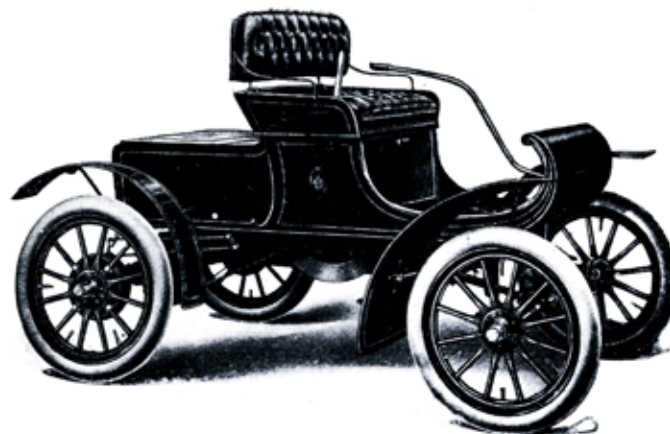
This car handles a load of two thousand pounds, and is suitable for the hardware trade, wholesale trade, expressing and medium weight trade generally. Its construction marks an important advance in the commercial automobile field. Everything entering into it is designed along lines of steady and long service. The momentum of a car carrying a heavy load is so great that there would be some risk in running at a high speed. The outside speed, therefore, has been fixed at sixteen miles, at which rate of speed the car can be easily controlled. The two cylinder vertical engine develops 16 horse power—sufficient to take all grades and run through heavy roads. The standard body, which has screen sides and curtains, has a carrying capacity of 87 cubic feet. Bodies can be furnished to suit customer—screen or panel sides, open express or light truck platform.



OLDSMOBILE TEN PASSENGER COACH.

Price \$2,200.

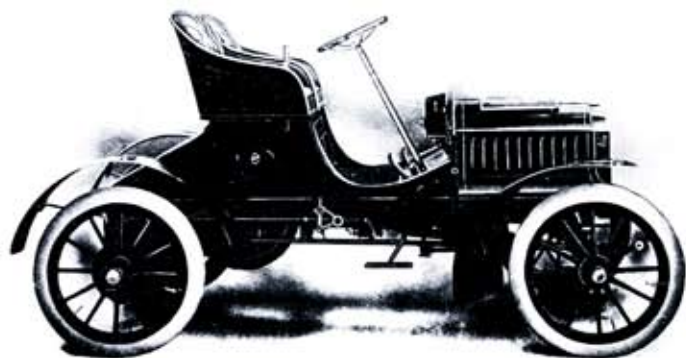
The chassis of this car is built upon the same general plan as our heavy delivery car. This construction insures reliable and economical service. The car will seat ten to twelve passengers, and is particularly well adapted for omnibus work for hotels and depot service, stage coach service to small towns and settlements, sight-seeing for public parks and other livery use. The standard body has a canopy top with leather curtains. The upholstery and finish are of the highest grade.



7 H. P. Standard Runabout—Price \$650.

AUTOMOBILES FOR BUSINESS AND PROFESSIONAL USE.

The Oldsmobile standard runabout, the pioneer of American automobile construction, and the new touring runabout, the most graceful runabout on the market, are ideal cars for business or professional use. The street cars have distributed population; the Oldsmobile runabout brings all the population within a few moments reach, practically solving for the business and professional man the old problem of how to be in two places at the same time. The simplicity of operation, speed, reliability and durability make the Oldsmobile runabout an ideal "Office on wheels." Thousands of these machines are operated by doctors, contractors, superintendents, city salesmen, grain and produce buyers, city foremen, architects, insurance men and others whose duties keep them on the move.



7 H. P. Touring Runabout—Price \$750.

For the business or professional man who has to take long trips in the rural districts, the touring runabout is an ideal car. Hampers for carrying luggage are supplied at prices varying from \$12.00 to \$16.00. This car will make 32 miles an hour on good roads, and will maintain an average of twenty miles an hour on long runs.

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