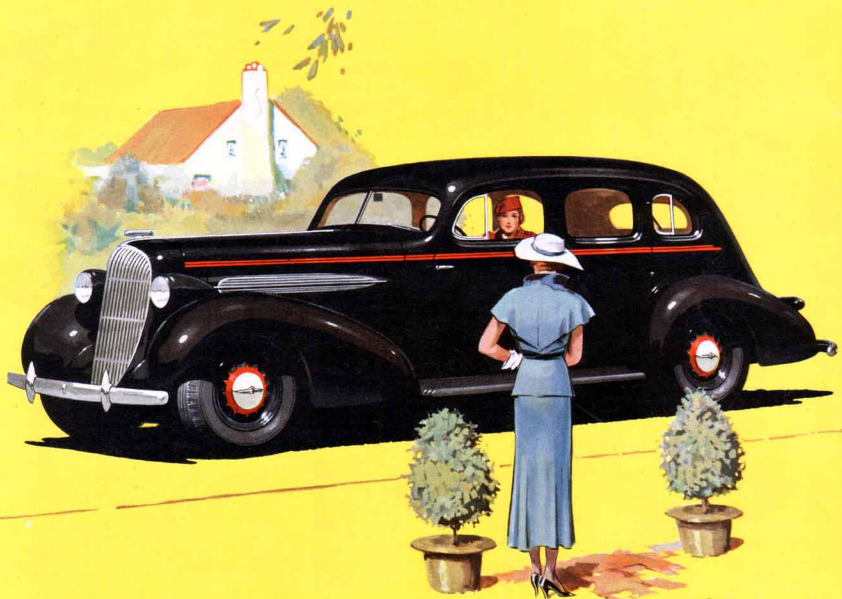
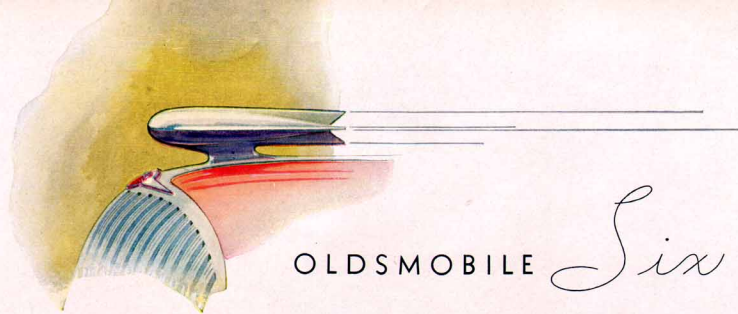
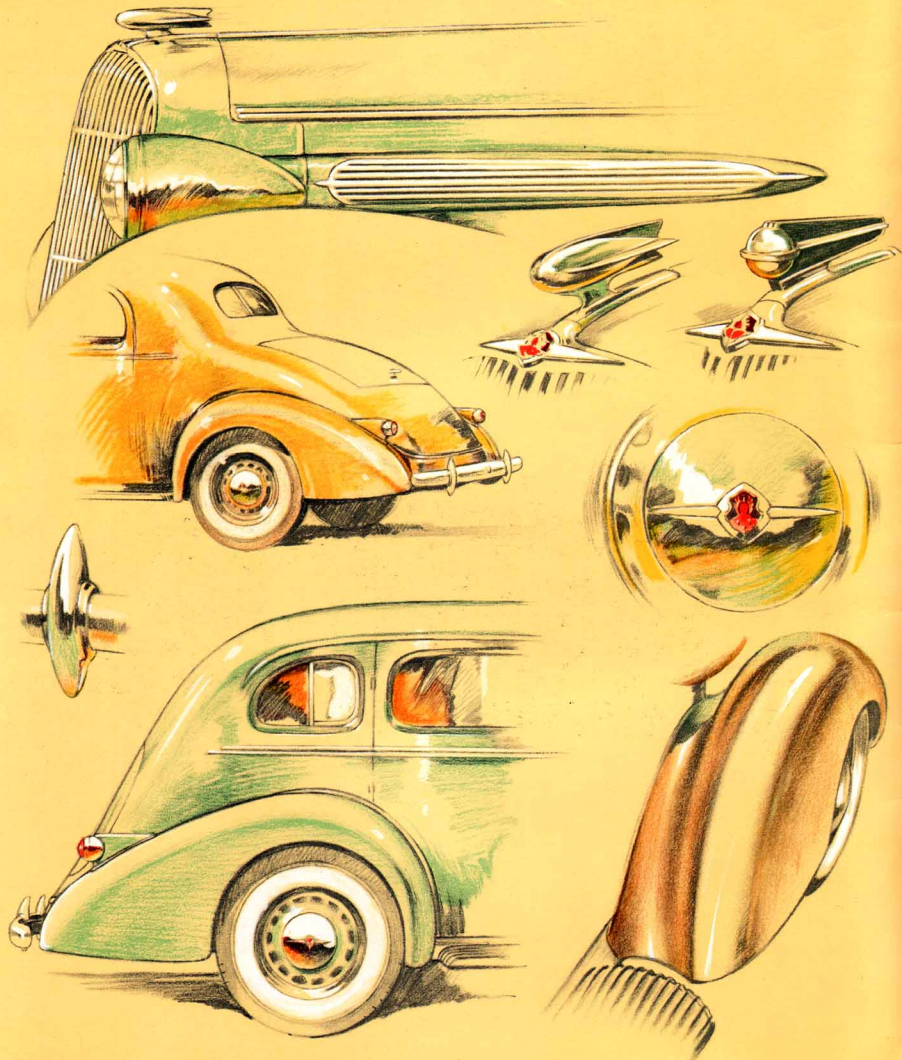


OLDSMOBILE

SIX AND EIGHT





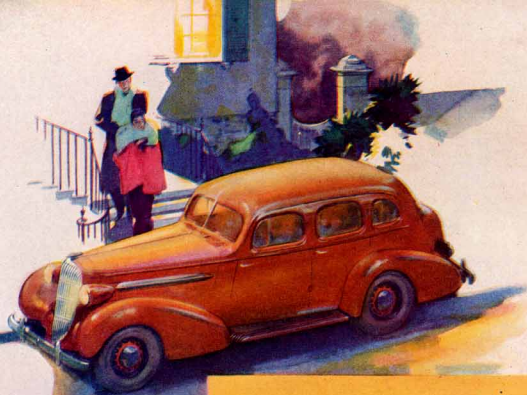
OLDSMOBILE *Six*

· C O N T E N T S ·

THE OLDSMOBILE SIX	SUPER-HYDRAULIC BRAKES
THE OLDSMOBILE EIGHT	CENTER-CONTROL STEERING
THE SIX-CYLINDER ENGINE	FISHER NO DRAFT VENTILATION
THE EIGHT-CYLINDER ENGINE	OPERATING ECONOMY
THE SIX-CYLINDER CHASSIS	OLDSMOBILE ACCESSORIES
THE EIGHT-CYLINDER CHASSIS	OLDSMOBILE SERVICE POLICY
BODIES BY FISHER	G. M. A. C. TIME PAYMENT PLAN
KNEE-ACTION WHEELS	OLDSMOBILE FACTORY

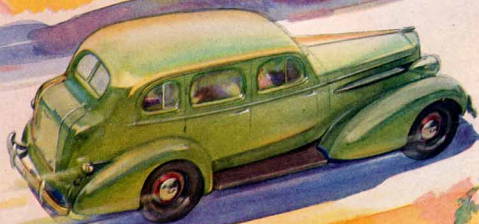


OLDSMOBILE *Eight*



FEATURES

- 1 SOLID-STEEL "TURRET-TOP" BODY BY FISHER.
- 2 KNEE-ACTION WHEELS.
- 3 RIDE STABILIZER.
- 4 SUPER-HYDRAULIC BRAKES.
- 5 CENTER-CONTROL STEERING.
- 6 SYNCRO-MESH ALL-SILENT SHIFTING.
- 7 FISHER NO DRAFT VENTILATION.



PRESENTING

"The car that has everything"

OLDSMOBILE

Six and Eight

Oldsmobile—"The Car That Has Everything." Whether you look at it from the viewpoint of the complete, balanced and beautiful car, or examine it feature by feature, you find it has *everything* that makes a car modern and better.

First to strike the eye, of course, is its size, giving assurance of roominess and comfort, and with this size an advanced styling most aptly described as *streamline beauty*.

A big car and a beautiful car in every respect, Oldsmobile is a true style leader, attracting admiration and inspiring pride of possession.

Its features for greater safety, for smoother and swifter action, for more dependable and more economical performance, and for longer life, make up an impressive list of all that is known to be better.

Safety, for example: Oldsmobile has the world's most advanced type of body construction—solid-steel "Turret-Top" Body by Fisher.

For smoother and better riding, it has built-in Knee-Action, *engineered* into every model to level out your ride over every kind of road.

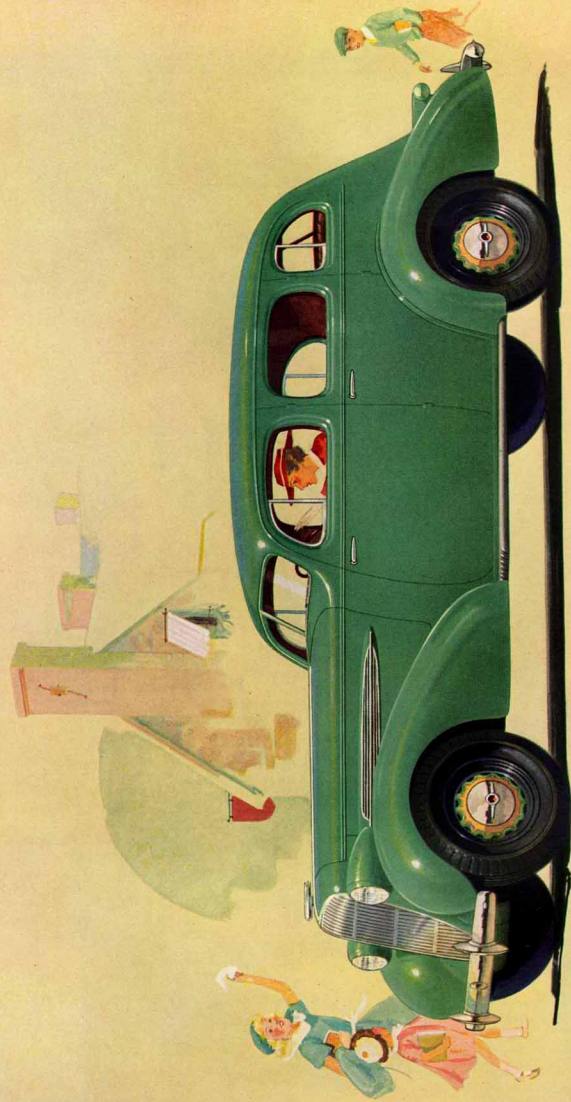
Big Super-Hydraulic Brakes, center-control steering and ride stabilizer, in balanced association with Knee-Action, further contribute to assured safety and handling ease.

Silent Syncro-Mesh gear-shifting, three-point engine cushioning, and a perfected method of roof and body insulation combine to make Oldsmobile the thoroughly *sound-proofed* car.

But over and beyond all these and the scores of other features pictured and discussed on the following pages, stands out the salient fact that Oldsmobile is a genuine *quality* car. This is the finest Oldsmobile ever built—and at its low price the greatest value—in 38 years of quality manufacturing. A General Motors value, it is also the faithful, modern expression of Oldsmobile's firm belief that "you are entitled to all that is new and better."

OLDS MOTOR WORKS

Lansing, Michigan

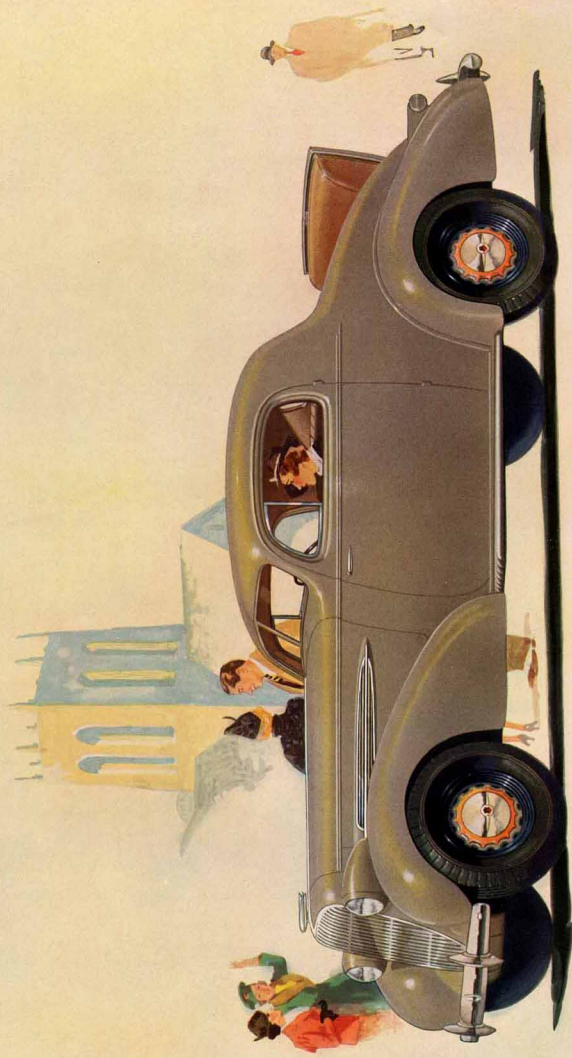


THE OLDSMOBILE SIX 4-DOOR SEDAN . . . Five-Passenger . . . The large size, the surprising roominess, the long, low lines of its streamline beauty suggest at once the many reasons for the wide popularity of this leading quality sedan of the low-price field. High-powered and at the same time economical, with every advanced and tested feature you want in your car, it leads in value as it leads in style.

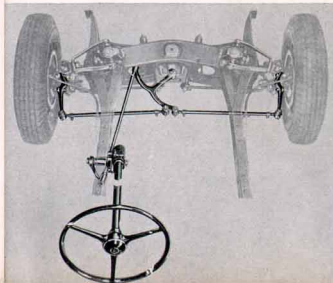


THE BIG, HIGH-QUALITY SIX In the Low-Price Field

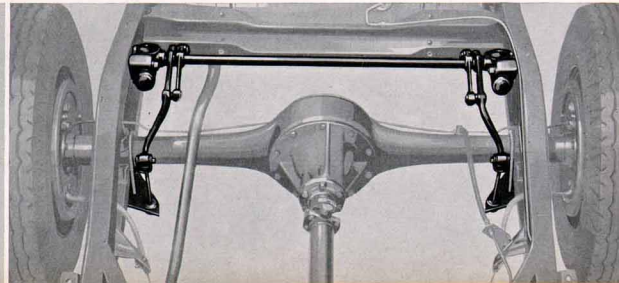
The Oldsmobile Six—"the car that has everything"—is a big car, of fine-car quality, appearance and features, at a low price. It is long, low, and handsomely styled, modeled in sweeping lines and flowing contours of approved streamline beauty. It is offered in seven distinguished body styles and a wide choice of sparkling colors. Its very appearance indicates the 90 horsepower with which it is endowed and the more than 80 miles an hour of which it is capable. Its roominess and luxuriously upholstered interior, tailored and fitted in good taste throughout, invite driver and passengers to enjoy a new standard of completely comfortable and relaxing travel on any road. Joined to its fine-car features and style, its big-car roominess and riding-quality, there is an operating economy which is a real triumph of engineering design and precision manufacture. In the test of day-after-day service, this exceptional Six delivers 18 miles to the gallon of gasoline, at 50 miles per hour. An unusual value at its low first cost, it gives its unusual performance at low operating cost.



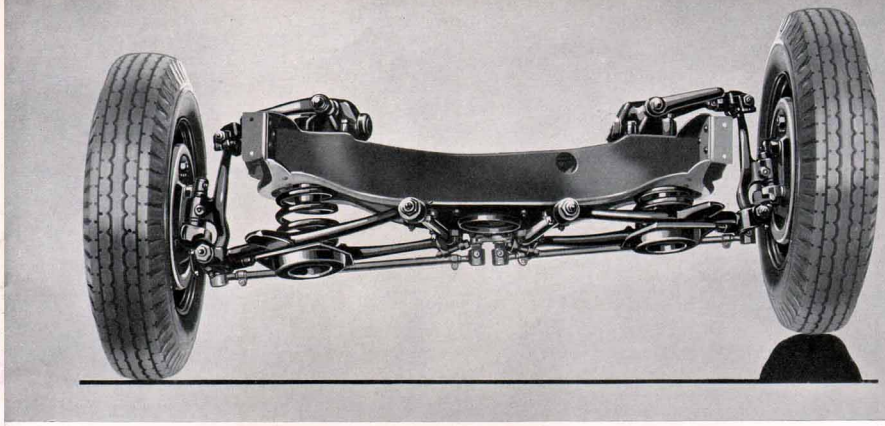
THE OLDSMOBILE SIX SPORT COUPE . . . The last word—and the most attractive, too—in smart style with a touch of youthful daring to it, the sport coupe helps earn Oldsmobile's reputation for "the best-dressed cars in town." Note ample and comfortable rear deck extra seat for second couple. Like all other Oldsmobiles the spare wheel and tire are concealed to accentuate its streamline beauty.



CENTER-CONTROL STEERING . . . In this construction, steering action is exerted on the front wheels from a point exactly midway between them, instead of from one side. Steering is entirely divorced from the road shocks taken by the front wheels.



RIDE STABILIZER . . . Unusual in a car of Oldsmobile's low price is the ride stabilizer. This feature minimizes body roll, effectively resists lurching on curves, and supplies a fine feeling of stability and security at all speeds. Mechanically, the stabilizer consists of a steel bar joining the rear hydraulic shock absorbers. When one side of the frame tends to rise faster than the other, this motion is neutralized by a twisting action in the stabilizer bar. The ride stabilizer, together with Knee-Action wheels, assure a level, "even-keel" ride.



BUILT-IN KNEE-ACTION . . . Engineered into every Oldsmobile model, as a sturdy integral unit of the chassis, is that essential of a modern car: Knee-Action W wheels. Knee-Action, or Independent Springing, is a system of chassis design that makes possible the safe and effective use of coil front springs. These springs are perfectly harmonized with the rear springs for smoother riding and safer roadability. And

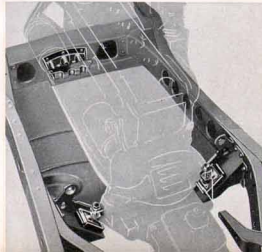
they are mounted in such a way that each front wheel may move up and down, independently of the other, and "step over" bumps, without causing the entire car to "pitch," "lurch" or "tilt." Oldsmobile's Knee-Action is the same high-quality type that costly cars employ—the same rugged, dependable system that hundreds of thousands of owners have already proved on the roads of the world.

The quality of the Oldsmobile Six is apparent in the ruggedness of its construction. It is a solid and stable car, designed to perform with entire safety in every driving situation and at every speed, and built for exceptional long life. An examination of its specifications will reveal with what care the quality materials that go into its manufacture are selected, and to what generous dimensions, particularly in important structural points, it is designed. Engine mounting, frame, wheels, springing, all are designed and built with the extra factors of size and strength that make riding in the Oldsmobile Six not only exceptionally pleasurable but also safe. To build this way is traditional with Oldsmobile. The soundness and quality of Oldsmobile manufacturing is the source of that good reputation which Oldsmobile products have earned in the service of the hundreds of thousands of loyal Oldsmobile owners. This Six is designed and built to protect that reputation and to extend it among new thou-



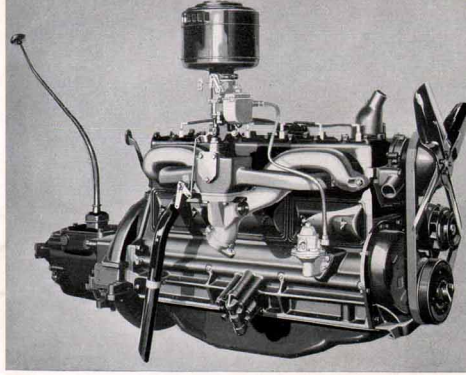
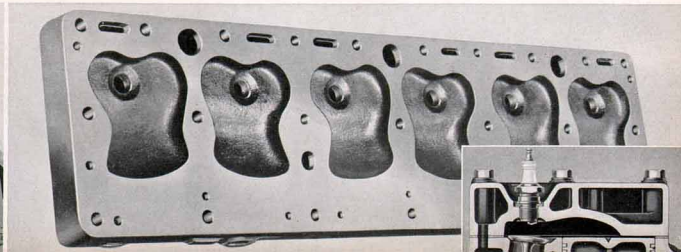
THE OLDSMOBILE SIX 4-DOOR TOURING SEDAN . . .

Five-Passenger . . . When Oldsmobile first brought out the touring sedan with built-in trunk—capacious, integral with the Fisher body—this striking model won instant popularity. Space for everything you want to take—securely locked in, too—together with unusual roominess, high power, and arresting streamline beauty.

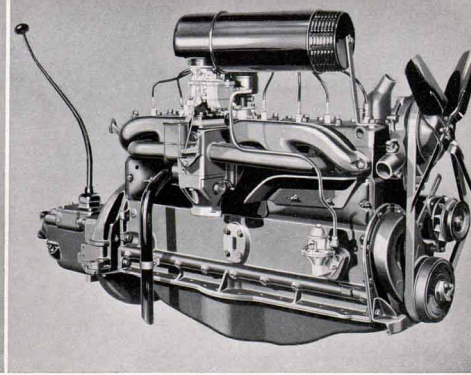


TRI-CUSHION ENGINE SUSPENSION . . . Effectively absorbs any power impulses that might be set up in the engine. The result is a flow of smooth, quiet, steady power, at all speeds.

HIGH-COMPRESSION CYLINDER HEAD . . . Contributing directly to Oldsmobile's splendid power, speed and economy is the high-compression cylinder head. The combustion chamber of this head is shaped in such a way that it is possible to use a 6 to 1 compression ratio on the Six and a 6.2 to 1 on the Eight without getting a "pinging" sound when accelerating or driving with wide open throttle. These ratios produce greater power. Also, the shape of the head improves the "breathing" efficiency of the engine, by providing less restriction for the flow of gas through the passage in the head over to the valves.



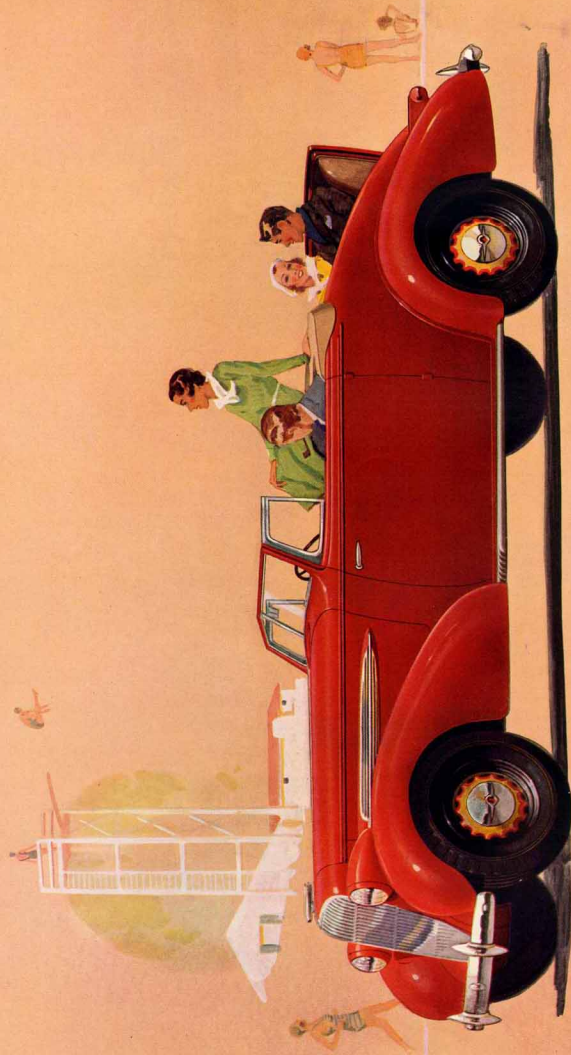
99-HORSEPOWER SIX-CYLINDER ENGINE . . . Despite its remarkable speed, power and pick-up, this engine is capable of unusual gasoline mileage. At 50 miles an hour, it travels 18 miles per gallon. At lower speeds, its record is even better. In addition to gasoline economy, the six-cylinder engine is also a decided money-saver when it comes to oil-consumption, upkeep and repairs.



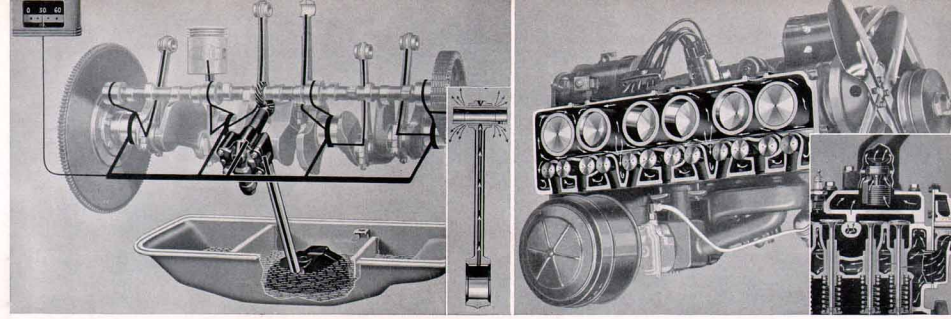
100-HORSEPOWER EIGHT-CYLINDER ENGINE . . . This engine is the simple, highly efficient and economical L-head type. It develops 100 horsepower at 3500 revolutions per minute, and delivers unusual operating economy. Even at a speed of 50 miles per hour, the Oldsmobile 8-cylinder engine achieves a gasoline mileage as high as 15 miles to the gallon. At lower speeds, it does even better.

sands of owners. Featured by the latest improvements for easier riding, for better driving, for greater comfort, it still may be emphasized that every Oldsmobile Six feature is thoroughly tested and known to be *right*, that the car is basically sturdy, strong and safe.

Outstanding among the provisions for greater safety which you will find in the Oldsmobile Six is the solid-steel "Turret-Top" Body by Fisher. This is recognized as the greatest forward step in motor car safety since Fisher first produced closed bodies. Within this body structure you drive and ride encased in steel. The side walls are steel. The body floor is steel. The roof overhead is one solid seamless arch of steel. More steel is used in Oldsmobile's Bodies by Fisher than in any other body of comparable size. The bodies are 40% stronger and more rigid. Effective and ingenious provisions for sound-proofing prevent any drumming or other noises. With a sound-proof body, all-silent Syneco-Mesh gear-shifting, and 3-point cushioning of the engine on rubber mountings, the Oldsmobile is a *silent* car. Besides being made thus sound-proof, the Fisher bodies of the Oldsmobile are insulated and weather-sealed for comfort in all seasons,



THE OLDSMOBILE SIX CONVERTIBLE COUPE . . . Your open runabout for fair weather events, and convertible at a nod into a closed car, snug-tight against rain, snow or cold. A "personal" car of trim style and much usefulness. Has the new aviation-type instrument board, with large size dial gauges indirectly lighted, and always in front of the driver's eyes.



FULL-PRESSURE OILING SYSTEM . . . Positive full-pressure feed is provided to all camshaft, crankshaft, connecting rod bearings and piston pins. A pressure spray keeps the timing chain lubricated, while oiling of the valve mechanism is taken care of by oil drawn from the connecting rods. Connecting rods (inset above) are rille-drilled for pressure-lubrication to the piston pins.

COOLING SYSTEM . . . Because all cylinders are completely surrounded by water, uniform cooling and cylinder expansion are secured, together with a better compression seal and oil economy. 16 valves are cooled by complete water jacketing of valve seats. By recirculating the water during warming up, the engine is quickly brought up to normal operating temperature.

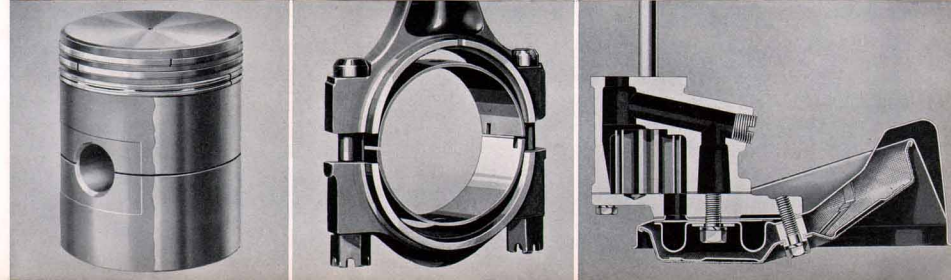
in all climates. It is to be noted also that the same metal top construction which provides this unequalled degree of safety also makes possible a cleaner flowing modeling of roof and rear lines to achieve the striking streamline beauty of the Oldsmobile.

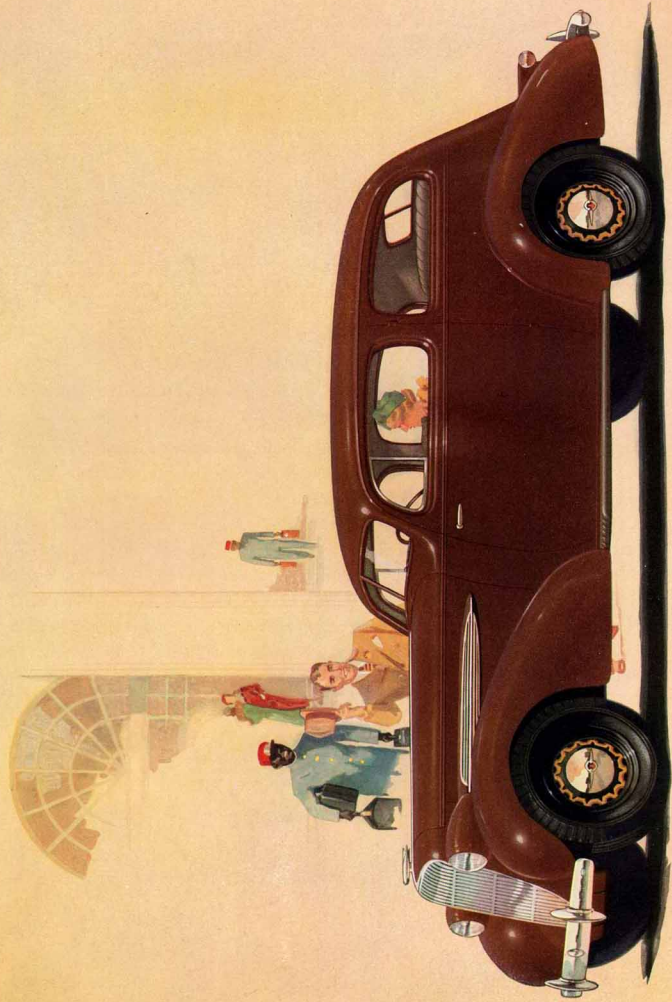
Appreciated also among the Oldsmobile's features that promote comfort, health and safety for all in the car, is the system of Fisher No Draft Ventilation. On its introduction in Oldsmobile cars two years ago it was hailed as the greatest contribution to body construction since the day of the first closed car. Its advantages have made it more and more highly prized, until today those who have experienced its benefits often say they would have no car without it. Fisher No Draft provides individual control of ventilation, so that each occupant of the car may have the measure and degree of fresh air which he prefers in any weather. It eliminates drafts, prevents clouding or frosting of windshields, improves car cooling in hot weather, circulates fresh air in the car, carries off smoke, and because of its rain shields, keeps out rain and snow. Fisher No Draft Ventilation deserves high rank among all Oldsmobile features. Others that properly belong among important body features are the commodious rear compartments in sedan models, with ample space for carrying both luggage and spare tire, easily put

ELECTRO-PLATED PISTONS . . . Oldsmobile uses light-weight cast-iron pistons with an electro-plated finish. The result is not only quieter operation but also greater durability and economy.

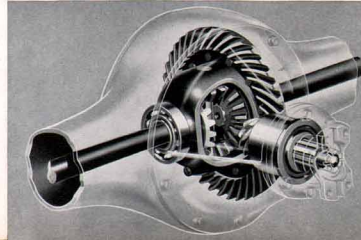
CONNECTING ROD BEARINGS . . . Are of the thin-wall, removable type, exceptionally sturdy and durable. If replacement ever becomes necessary, a new bearing can be quickly and economically installed without removing the connecting rod and piston.

OIL PUMP . . . Has a pumping capacity of 430 gallons per hour on the Six and 465 gallons per hour on the Eight—at 60 miles per hour. Positive lubrication immediately after the engine starts is assured by a freeze-proof, by-pass construction. Even in cold weather, this pump operates effectively.

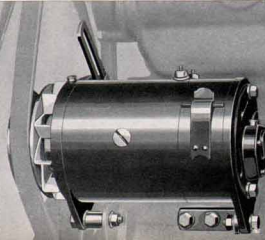




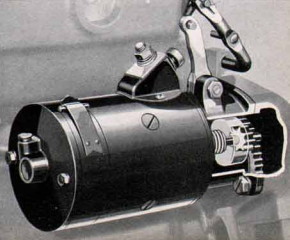
THE OLDSMOBILE SIX 5-PASSENGER COUPE . . . With its roomy interior, form-fitting seats (the left front one slides into easy adjustment for driving), arm rests, full-carpeted foot rest, and individually controlled Fisher No Draft Ventilation, there isn't a better car for all-round purposes anywhere, and certainly none smarter-looking. Doors are extra wide for easy entrance and exit.



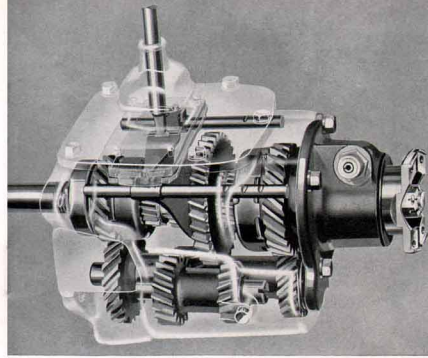
REAR AXLE . . . Notable for its simplicity of design and ruggedness of construction is the Oldsmobile semi-floating rear axle. Ball bearings are used throughout. Driving and braking forces are cushioned by the Hutchkiss type of final drive.



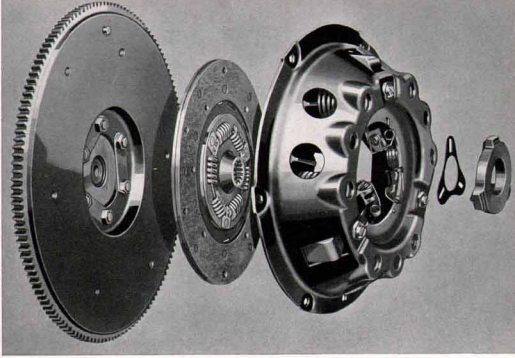
AIR-COOLED GENERATOR . . . A valuable feature of the Oldsmobile is the extra-capacity, air-cooled generator. This device consistently keeps the battery in a charged condition, and effectively meets the demands of starting, lighting and electrical accessories.



POSITIVE-ENGAGEMENT STARTER . . . The Oldsmobile starter is dependable, durable and positive in operation. Important is the fact that the starter gear is meshed with the flywheel before the starter commences to crank the engine.

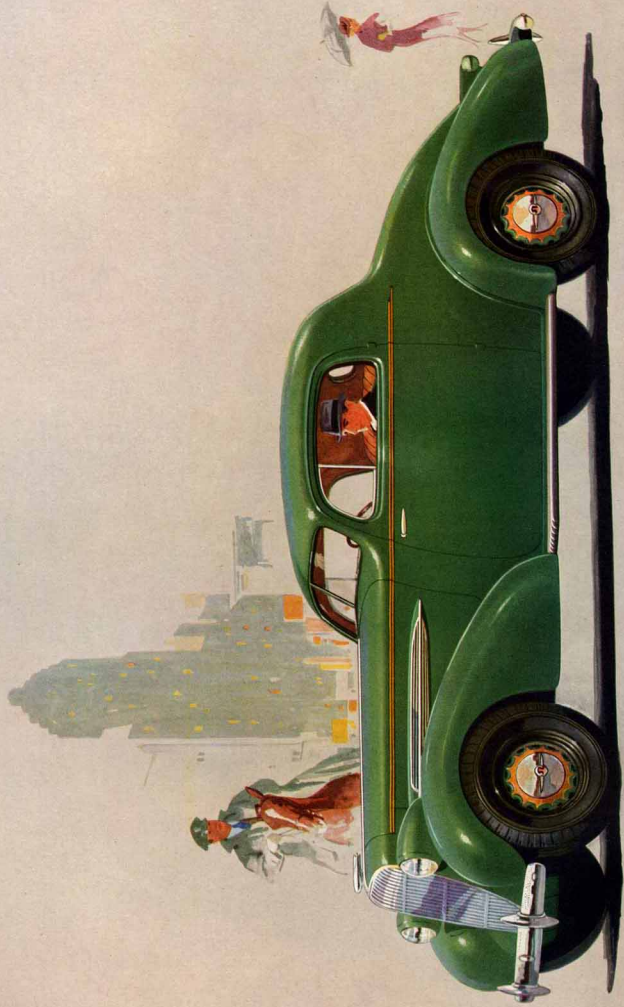


SYNCHRO-MESH ALL-SILENT TRANSMISSION . . . This is the world's finest transmission. It provides incredibly easy, quiet, clash-less shifting, and positive car control. With its helical-cut gears, it is silent in first, silent in second, silent in third, silent in reverse—and exceedingly easy to shift, even from high back into second, at any speed.

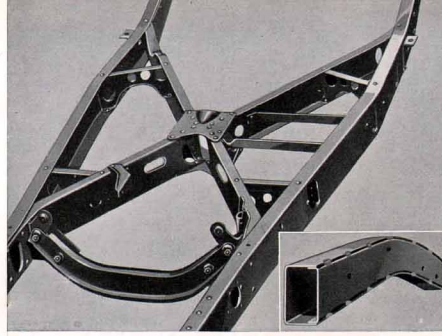


SINGLE DRY DISC CLUTCH . . . Clutch action is smooth and positive, because the clutch has a single dry disc, with knife edge lever, and strut construction. Also because the throw-out equalizer shaft is mounted on bearings. Clutch action is quiet and dependable, because of a self-aligning clutch release bearing, which never requires lubrication. Also because of the cast iron release collar, which contacts the release bearing each time the clutch is disengaged.

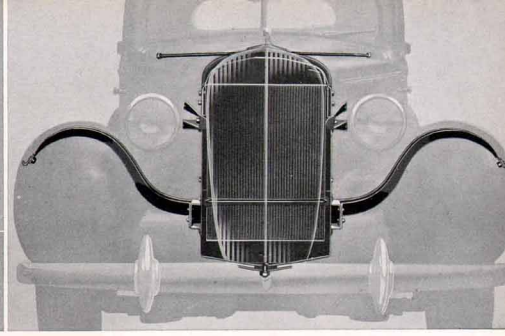
in or taken out at arm level, and the special back-of-the-seat space for the spare tire in the two-passenger coupe models. After all, the primary purpose of the best of motor cars is to take you where you want to go, to do it speedily, without trouble or annoyance, and with a minimum output for fuel, lubrication and attention. That requirement calls for automotive power, and for this reason it may be said that the heart of the Oldsmobile is the Oldsmobile engine. A special pride of engineering design and a long experience with precision workmanship go into Oldsmobile engines. The Oldsmobile Six power plant develops full 90 horsepower at 3400 revolutions per minute. This cleanly-designed and well-built engine accelerates the Oldsmobile Six 10 to 60 miles per hour in 23 seconds; attains a top speed of 80 to 85 miles per hour, and delivers 18 miles per gallon at 50 miles per hour. This performance ability, with such notable economy, is partly due to a newly-designed high-compression cylinder head with improved combustion chamber design. The extraordinary smoothness and quietness of the engine derive from its tri-cushion suspension in rubber, counter-weighted crankshaft, vibration damper, and self-dampening valve springs. Large connecting rod bearings, improved valve timing and valve head shape, and electro-plated pistons contribute importantly both to engine efficiency and long life.



THE OLDSMOBILE SIX BUSINESS COUPE . . . for two passengers . . . Built with special attention to the needs and uses of those who travel on business. Its large rear deck provides generous room for luggage, samples, sales kits and other equipment. Its sturdy construction and 90-horsepower engine give it road mastery in any service. Its smart style is a good recommendation anywhere.



RIGID GIRDER X-TYPE FRAME . . . Tough and rugged enough for any road or driving condition is the rigid girder X-type frame. This frame provides an exceedingly rigid foundation for the body, prevents twisting and warping. A valuable structural feature is the addition of steel channels inside the frame side rails, to form a sturdy box-section structure.



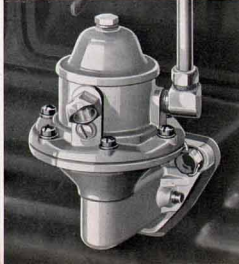
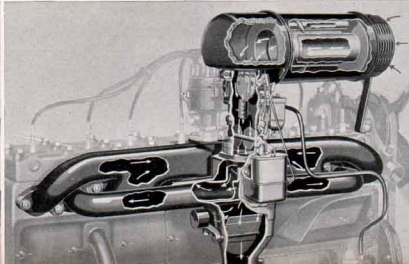
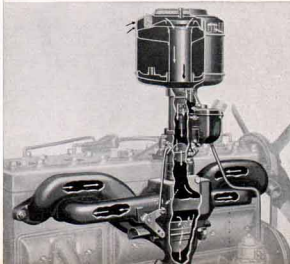
STABILIZED FRONT-END CONSTRUCTION . . . A unique feature is the manner in which front fenders, radiator and headlamps are mounted to the car. To eliminate front-end vibration, all of these parts are mounted as a single structural unit to a sturdy brace, and this brace is cushioned from the rest of the car in a block of toe rubber. Absence of front-end vibration, resulting from this, is especially noticeable at high speeds.

With the increasing speed which modern engines place at the motorist's command, and the improved highways tempting the unleashing of this power, Oldsmobile goes far beyond ordinary lengths to give the driver full control on curves, on hills, on straightaways, at all times. Big and powerful Super-Hydraulic Brakes of self-energizing type increase both driving ease and safety. Light pressure on the brake pedal is multiplied many times and transformed into tremendous stopping power at the wheels. Combined with engineered and built-in Knee-Action front-wheel springing of the finest type is a ride stabilizer that eliminates sway on curves and adds to Oldsmobile's roadability and stability. A third factor in this level-ride system is Oldsmobile's center-control steering. The car follows a set course. Road shock and steering-wheel "fight" are avoided. It is possible to turn the Oldsmobile Six in a circle of only 37 feet. Effortless steering is assured by worm-and-roller steering gears. Steering wheels of hard rubber are moulded over pressed steel to give maximum strength.

Even greater durability is guaranteed to Oldsmobile by the standards set for its basic structure. Oldsmobile frames, for example, are the rigid girder X-type construction so successfully used for the past two years. Pro-

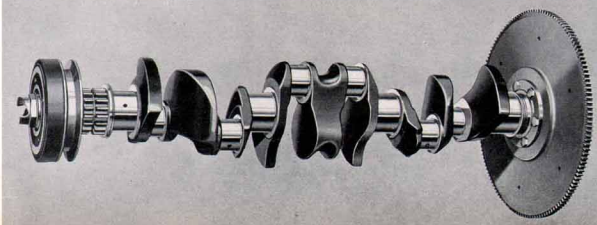
DOWN-DRAFT CARBURETOR . . . A feature of the fuel systems of both the Oldsmobile Six and Eight is the down-draft carburetor. Easy starting is a direct result of this modern feature—fast acceleration is another—and abundant power combined with low operating cost. The Oldsmobile Six has a single-down draft carburetor. (Illustrated at the left), the Eight has a dual carburetor, which really consists of two carburetors and manifolds, built into a single unit. (Illustration below at the right). In the Oldsmobile Eight carburetor, several features make for instant starting in cold weather. These include a fully automatic choke.

FUEL PUMP . . . Draws gasoline from the tank at the rear and forces it to the carburetor under pressure. Has more than sufficient capacity to meet every operating condition.

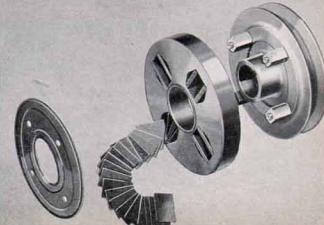




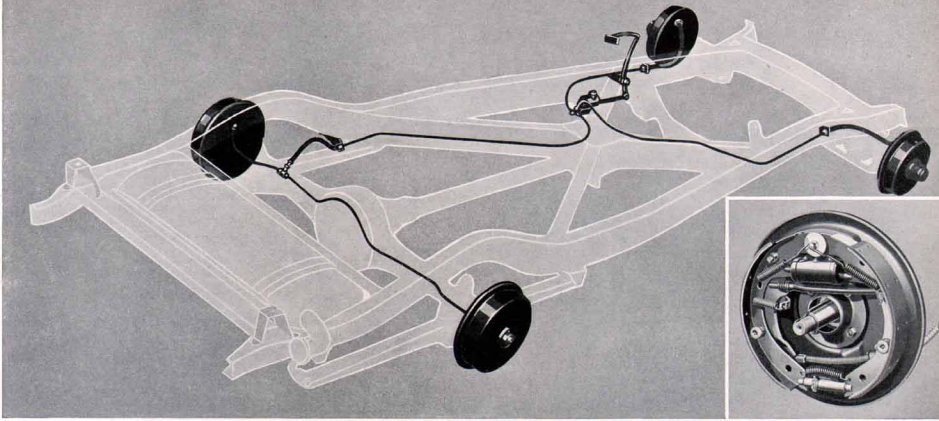
THE OLDSMOBILE SIX 5-PASSENGER TOURING COUPE . . . Ample room for five passengers, and yet modishly compact and smart, its particular style wins special admiration. Trimly upholstered in attractive, long-wearing materials. The non-swe trunk, built integral with the Fisher body, will surprise you with its way of taking luggage and golf clubs and asking for "more!"



CRANKSHAFT . . . The crankshaft is one of the principal reasons why the Oldsmobile engine operates so smoothly. Equipped with heavy counterweights, this shaft is balanced statically (at rest) and dynamically (in motion). The shaft is drilled from each main bearing through the cheeks to each connecting rod for pressure lubrication. The six-cylinder crankshaft is mounted on four thin-walled, steel-backed bearings. The eight has five main bearings of a similar type. The weight of the former is 86 pounds—the latter, 94 pounds.



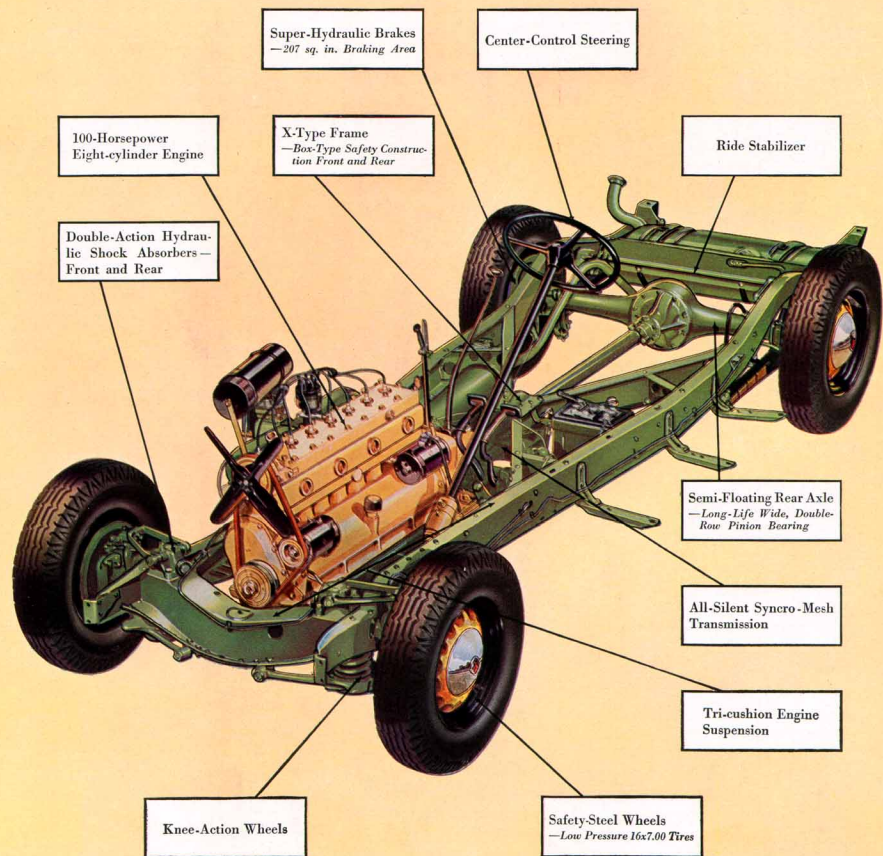
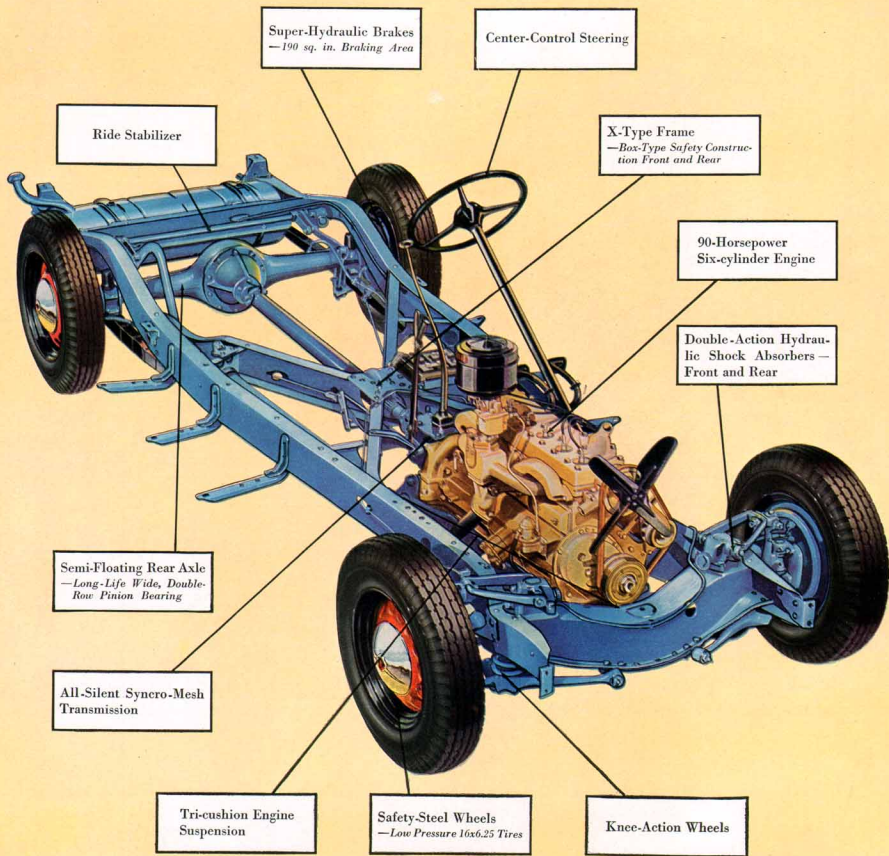
CRANKSHAFT VIBRATION DAMPER . . . An unusually effective vibration damper has been built into the crankshaft. It consists of a small weight, resembling a flywheel, which moves in the opposite direction from the shaft, offsetting any vibration.



BIG SUPER-HYDRAULIC BRAKES . . . Not ordinary hydraulics, but self-energizing super-hydraulics, a tremendous advance in safety, easy-driving and convenient car-control. These Super-Hydraulics have a number of distinct advantages: They take hold with the slightest pedal-pressure. They are always equalized, for safe, "straight-line" stops. They operate smoothly—without jarring pas-

sengers. And they bring the car to a lightning-quick stop in emergencies, even from higher speeds. Referring to the picture above—the master cylinder of the system is mounted just behind the brake pedal. Direct piping leads from the master cylinder to a cylinder within each brake. This system is filled with liquid. Pressure exerted in the master cylinder results in equalized pressure on all four brakes.

pellor shaft and needle-bearing universal joints are built extra strong to match the great power output of the engines. A widespread double-row ball bearing supports the rear axle pinion-gear. Both the Oldsmobile Six and the Oldsmobile Eight are equipped with 16-inch pressed steel wheels, stronger than wood or wire, yet weighing less and therefore favorably affecting riding qualities, and much better looking. Oversize low-pressure balloon tires with silent safety-tread design are standard—6.25 x 16 on the Six—7.00 x 16 on the Eight. Extra comfort is provided by the lower air pressures, while braking efficiency, silence and safety are enhanced by the non-skid tread design . . . From top to tread, from front to rear, the Oldsmobile Six is a car in which you may take full pride and enjoyment, with the satisfaction of knowing that you have all the features that make a car modern, safe and durable, and that you have bought them at the very lowest cost for so much quality.



• THE STURDY CHASSIS of the OLDSMOBILE SIX •

WHEELBASE . . . 115 INCHES

• THE RUGGED CHASSIS of the OLDSMOBILE EIGHT •

WHEELBASE . . . 121 INCHES



THE OLDSMOBILE EIGHT 4-DOOR SEDAN . . . *Five-Passenger . . . A fine car, a luxurious car—a body type that is ideal for family use—121-inch wheelbase, proportionate width and roominess—100-horsepower engine—smoothest riding ability, long, low-lined grace, and the streamline beauty that gives Oldsmobile the acknowledged style leadership of its field.*



A BIG, LUXURIOUS STRAIGHT EIGHT at Moderate Cost

If your desire is for more room, more luxurious comfort, smoother and swifter engine performance, and every de luxe feature of a completely modern car—all at a definitely moderate price—look to the Oldsmobile Straight Eight. What its famous predecessors had in style leadership, in alertness of silent, silken-smooth action, in equipment for genuinely first-class travel, this Oldsmobile Eight betters and improves on in every respect. There is not an eight-cylinder car within many, many dollars of its price that embodies so much in style, in power, in ability, in size and inherent economy as this fine exponent of all that Oldsmobile has designed and produced in "The Car That Has Everything." There is a gracious, final touch of fashion to its styling. There is a manifest stamina to its build. It has length and width, proportion and balance. And when you call on it for your need or pleasure, it will respond as no other car has ever before obeyed or served you.

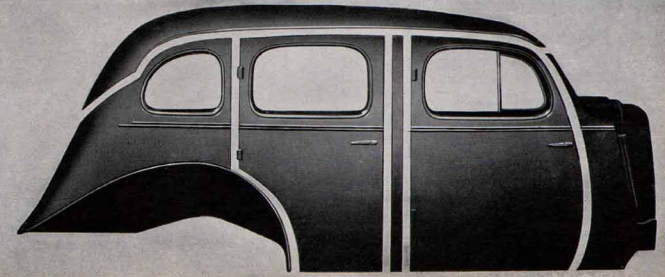
The Oldsmobile Eight not only looks impressive but actually is one of the bigger fine cars. Built on an unusually rugged chassis, its wheelbase is 121 inches.



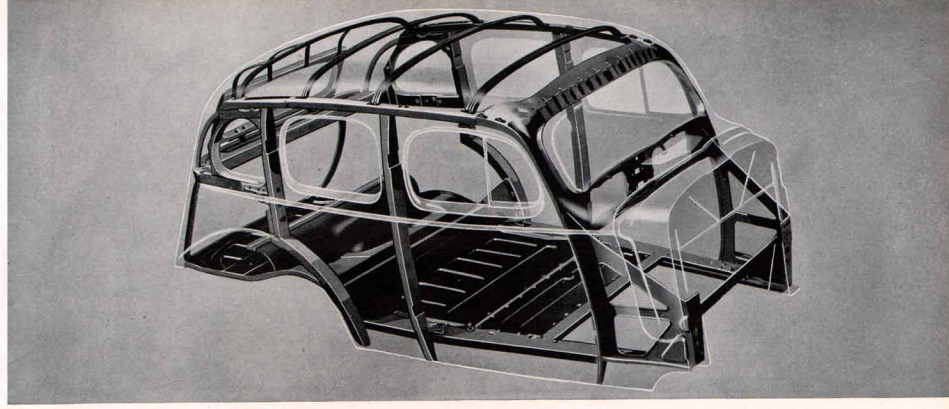
THE OLDSMOBILE EIGHT BUSINESS COUPE . . . Two-Passenger . . . Where business or travel requires that you go at speed, with certainty, and in style, this is your ideal car. A big, locked, rattle-proof and weather-proof rear compartment for luggage. A 100-horsepower engine. Knee-Action, Super-Hydraulic Brakes, and Center-Control Steering—and the extra protection of the solid-steel "Turret-Top" Body by Fisher.



ALL-STEEL BOX SECTION WIND-SHIELD POST . . . The entire section of the front part of the body is given super-strength and super-rigidity by a steel-reinforced-by-steel construction.



SECTION PANELS OF THE BODY . . . All of the steel sections—including the cowl structure, the back, side, and roof panels are joined to form a rigid one-piece unit. The welding process by which these seams are joined, produces a permanent union. In fact, the inside seams that result from the welding are actually stronger than the adjacent steel itself. More square feet of steel are used in this Fisher body than in any other type built to date. Furthermore, to insure complete silence, Fisher has introduced a complete system of scientific sound-proofing throughout.



SOLID-STEEL "TURRET-TOP" BODIES BY FISHER . . . The new solid-steel "Turret-Top" Body by Fisher is recognized as the safest, sturdiest ever built. Besides having steel side panels and a steel floor, it offers the unprecedented advantage of a roof made of one solid sheet of seamless steel built as an integral unit of the body proper. This roof is sturdily reinforced with several U-shaped

channel steel trusses, running across the top of the body. And like all other important parts of the car, it is thoroughly and effectively sound-proofed. This type of construction not only provides complete overhead protection in emergencies—it also "ties together" the entire body assembly in one solid, rigid box-type unit—the last word in safety, strength and rigidity.

The interior furnishings and fittings of this splendid car naturally express the best of taste in materials, tailoring and harmonious design. They include every modern feature for your comfort, health, convenience and safety on the road. Just as its smart exterior lines give Oldsmobile style leadership, these spacious and restful interiors have everything for your extra comfort. With the driver you may look through the modern split-stream windshield, or keep an attentive eye at proper intervals on the clear, well-illuminated instrument panel, or relax in the drawing-room ease of the rear compartment.

And (every sensible person being thrifty-minded on this score) you may have it all at both a first cost and an operating cost which put a negligible premium on having a car so fine.

Always superbly smooth and silent, the Oldsmobile Eight has in its power plant every basic quality and feature



THE OLDSMOBILE EIGHT 4-DOOR TOURING SEDAN . . . Five-Passenger . . . First class travel on any road. All luggage is out of the way—locked in the big built-in trunk. The 100-horsepower engine, Knee-Action Wheels, Center-Control Steering, Ride Stabilizer, Safety Lighting system—all these contribute to taking you wherever you wish to go—speedily, safely, and in comfort.



RUNNING BOARD . . . Typical of the distinctive character of Oldsmobile design is the running board. Instead of being attached to the fenders, the board is mounted independently on three extra-strong brackets. Squeaks are banished—the running board made easier to clean. A heavily-ribbed, moulded-rubber pad completely covers the running board. The mat is carried up to the lower edge of the body to prevent people entering the car from scuffing the painted body surfaces.

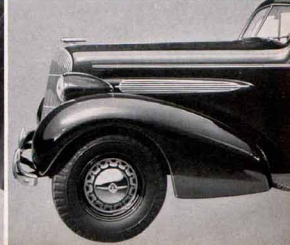


"TURRET-TOP" ROOFS . . . The remarkable new "Turret-Top", which features Oldsmobile's body construction, represents a distinct advance over the conventional type of roof that has a fabric decking. The steel top is much stronger, safer, more rigid. It prevents the occurrence of squeaks and leaks. And in addition, it provides a much neater, and smarter, over-all appearance. Instead

of a moulding breaking up the clean sweep of the roof, the surface is one smooth expanse of gleaming metal. Fisher No Draft Ventilation provides abundant fresh air, without annoying drafts; keeps out rain, snow and sleet; prevents windshield from becoming clouded or misty in cold or rainy weather, and effectively draws out smoke and bad air from the car while driving.

that made the performance of past Oldsmobile Eights so enviable, and adds both higher capacity and greater economy. The engine is a 100-horsepower Eight. It accelerates from 10 to 60 miles in 22 seconds. It registers a top speed of 85 to 90 miles an hour. And it does 15 miles per gallon at 50 miles per hour—*amazingly economical operation* for any big Eight. It is able to achieve these peaks because it has a high compression ratio, new-type combustion chambers, and counter-weighted crankshaft. All connecting rods are fabricated from high quality forging steel, diamond bored to a mirror-like finish and rifle-drilled for pressure lubrication. A substantial extra margin of strength is designed into the connecting rods of the Oldsmobile Eight. As a result of these fine car qualities, Oldsmobile engines operate smoothly throughout the entire speed range—and with gratifying economy!

FRONT WHEEL AND FENDER . . . A sense of smooth rhythmic motion runs throughout the lines of the new Oldsmobile. In the fenders, the contours sweep gracefully back in a true aero-dynamic effect. The rear crosses are narrow and raised to accentuate length and fleetness.

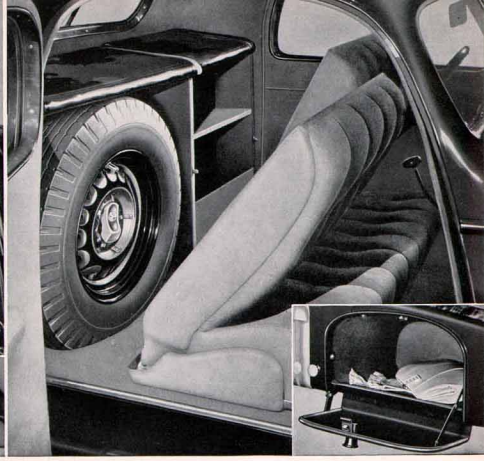




THE OLDSMOBILE EIGHT CONVERTIBLE COUPE . . . Two- or Four-Passenger . . . Some people, affairs and places just naturally belong together—and this spirited Oldsmobile 8 Coupe is at home wherever smart people gather. Note that you can make it a foursome with that wide and comfortable rear deck seat for two. Rakeback as a corsair in its streamline beauty—yet always dependable and safe as a fine car should be.



FRONT COMPARTMENT . . . Oldsmobile gives you abundant room in the interior of its cars—plenty of space to relax in, or to move around in and keep comfortable. Its good looking instrument panel (above right) is styled in keeping with the modern design of the entire car. Aviation-type dial speedometer and other gauges are located directly in front of the driver.



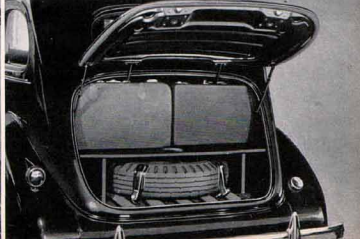
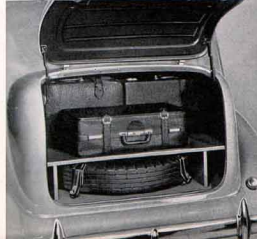
COUPE AND SPARE WHEEL . . . The 5-wheel, 2-passenger coupes and convertible coupes have a unique method of carrying the spare tire. The back of the right front seat tilts forward. Behind it, concealed by a dust-proof cover, stands the spare wheel. The entire rear deck is free for luggage of rumble seat passengers. The small illustration above shows the spacious parcel compartment.

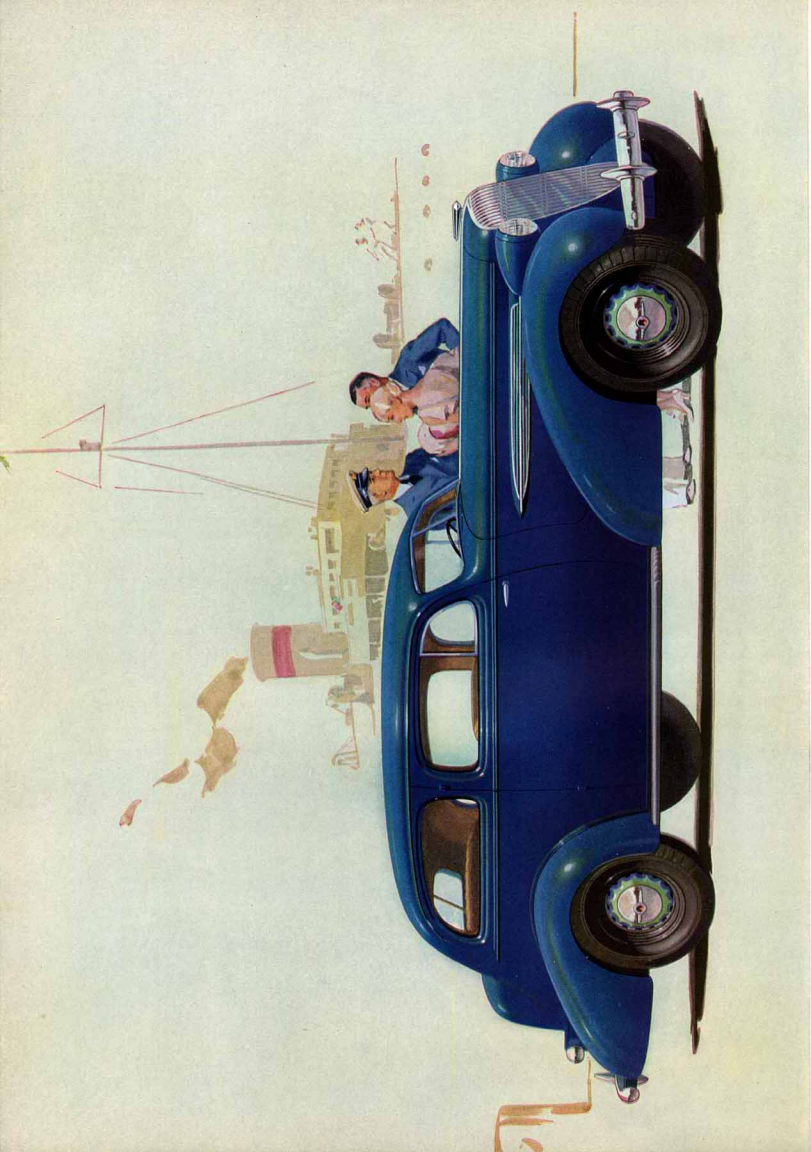
Though its price is kept surprisingly low for a car of its size and quality, there is not a fine-car feature, not a single item of advanced and tested refinement, which is omitted from the Oldsmobile Eight. Its design and its structural character reflect the very best that Oldsmobile experience and ideals, General Motors resources in research and proving, can develop in combination. Let us cite, for example, the attention which is given in all Oldsmobiles to such details as more efficient cooling, contributing to power development, durability and economy; uniform valve cooling, with special systems each for the Eight and the Six, due to their difference in capacity and needs; refined down-draft carburetion to assist easier starting, greater acceleration, improved hill climbing. The Eight has dual carburetion and full automatic choke control. The gasoline line travels down the side of the frame opposite and as far as possible from the heated exhaust line. This means less likelihood of

TOURING SEDAN TRUNK . . . Oldsmobile is notable for its exceptionally large amount of luggage space. Nine and one-half cubic feet are available in this 5-wheel model.

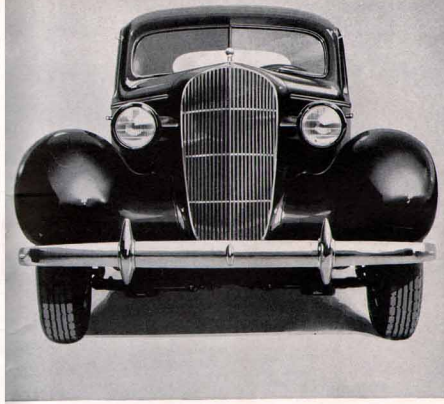
REAR COMPARTMENT, BUSINESS COUPE . . . Unusually generous accommodations for luggage and salesmen's samples are provided in this business coupe. The rear deck of this business coupe is 46 inches long, 45 inches wide, and has a maximum height of 26 inches. Note the number of suit cases it is capable of carrying.

TIRE AND LUGGAGE COMPARTMENT . . . The rear end of all 5-passenger body models, with or without trunks, has a combination tire and luggage compartment. Below is the space for spare tire, wheel and tools. Above are generous accommodations for luggage.

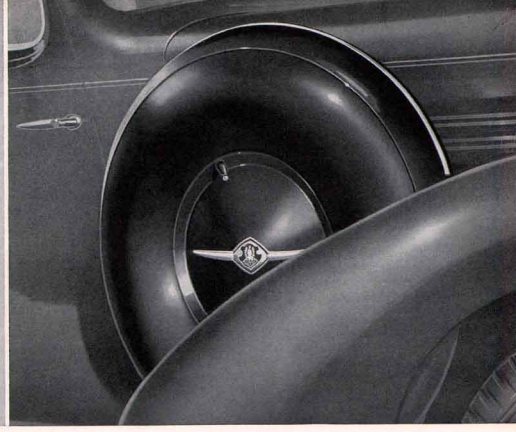




THE OLDSMOBILE EIGHT 5-PASSENGER TOURING COUPE . . . Everything ship-shape for either town or country! Long and roomy, but still compact, easy to handle and park anywhere. The big built-in trunk carries all that you want to take along. And it is more than gratifying, too, when you drive up at smart places in all the style of Oldsmobile's streamline beauty.



OLDSMOBILE SIX FRONT END . . . The Oldsmobile Six greets you, head on, with a most attractive modern appearance. The radiator follows the latest approved fashion of narrow frontal areas and streamlined shells. The Six has single horizontal bars and Zepplin type ornament. The Eight has double horizontal bars and a distinctive speed-line ornament.



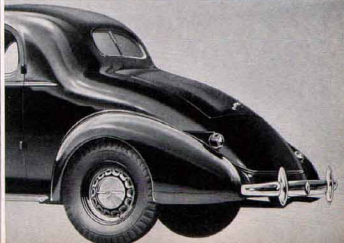
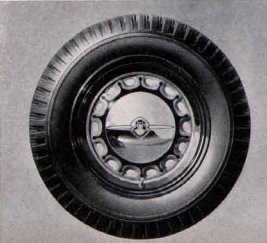
FENDER WELL . . . In all the "six-wheel" models, special "wells" are provided in the front fenders. Into these wells, the spare wheels fit snugly, neatly and harmonize smoothly with the streamline design of the entire car. If the spare tires carried in the fenders, even greater luggage space is made available in the rear compartments or trunks. All Oldsmobile models are available with six-wheel equipment at slight extra cost.

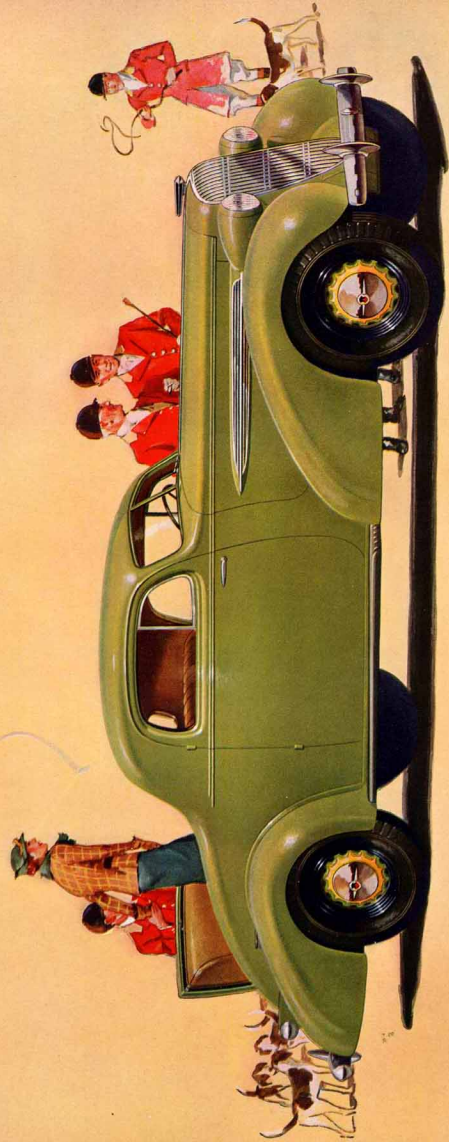
"vapor lock" or "fuel boiling." Better performance and smoother operation under every weather condition are the final desirable results. Seven superlatively styled and fitted models—a wide variety of colors to choose from—streamline beauty in every line and curve, upholstery in low-pile mohair, or luxurious wool fabric, these may be uppermost in mind as you try to decide which type of Oldsmobile—Eight or Six, sedan, touring sedan, coupe, business coupe, or other body type—you should have. But prominent among the values which should by all means decide in favor of Oldsmobile is the *solid-steel* "Turret-Top" Body by Fisher. Give yourself safety! Here, in association with big Super-Hydraulic Brakes, with Center-Control Steering, Ride Stabilizer and Knee-Action, is *body* safety never known before. Steel-panel walls. Steel floor and foundation. And a roof of solid seamless steel overhead! It is the most steel protection ever built into any motor car body. Fittingly, with Oldsmobile's habitual care for safety, the safest body comes to you on Oldsmobile!

RUMBLE SEAT . . . The rumble seat of this sport coupe—like the convertible—has more room than usual—and is especially notable for its ample leg room. The seat itself is smartly tailored and deeply cushioned for comfort.

PRESSED-STEEL WHEELS . . . Exceptionally good-looking pressed-steel wheels, add to the modern beauty of the Oldsmobile, and contribute to its strength and safety. These wheels are equipped with our size, low pressure tires that effectively absorb bumps and add to comfort.

REAR VIEW—BUSINESS COUPE . . . The streamlines of the Oldsmobile business coupe slope gracefully down from the top and taper off at the rear in one long, flowing sweep. Note such details as the divided window in the rear, and the speed-line effect of the tail light.

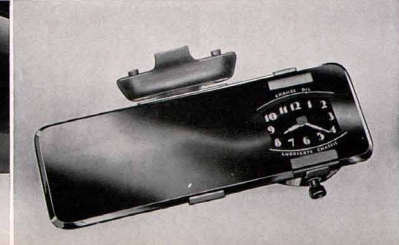




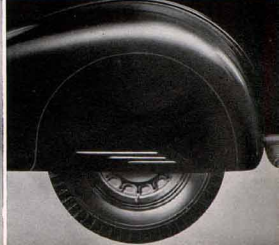
THE OLDSMOBILE EIGHT SPORT COUPE . . . Two- or Four- Passenger . . . The car for yourself and one, and sometimes two more—the alert, all-weather coupe “that has everything!” Interior matches exterior Oldsmobile streamline beauty. Fisher No Draft Ventilation and the solid-stool “Turret-Top” Body by Fisher. The friends who go along? Plenty of room in that wide and deep-upholstered rumble seat!



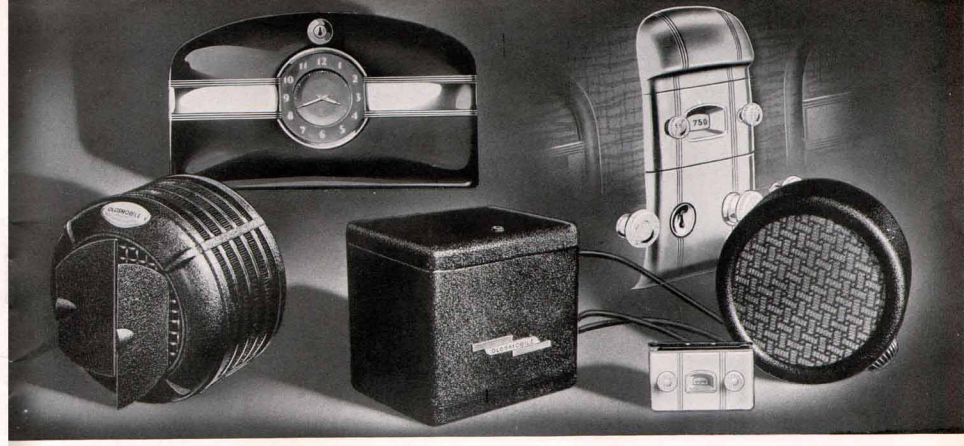
WHEEL TRIM RINGS . . . For the Oldsmobile owner who wishes extra “snap” in the style of his car, Oldsmobile wheel moldings are a smart investment. They add to Oldsmobile’s smart appearance.



REAR-VIEW NON-GLARE MIRROR CLOCK . . . A highly useful, good-looking yet inexpensive Oldsmobile accessory is this combination of a fine clock and up-to-date, non-glare, rear-vision mirror. The clock has an accurate thirty-hour movement and is fully guaranteed for a year. It is easily wound by a few convenient pulls on the little knob, located directly beneath it.



OLDSMOBILE REAR WHEEL SHIELDS . . . make your car appear longer. Finished in colors to match Oldsmobile fenders. Installation or removal is as simple as raising or lowering the hood.



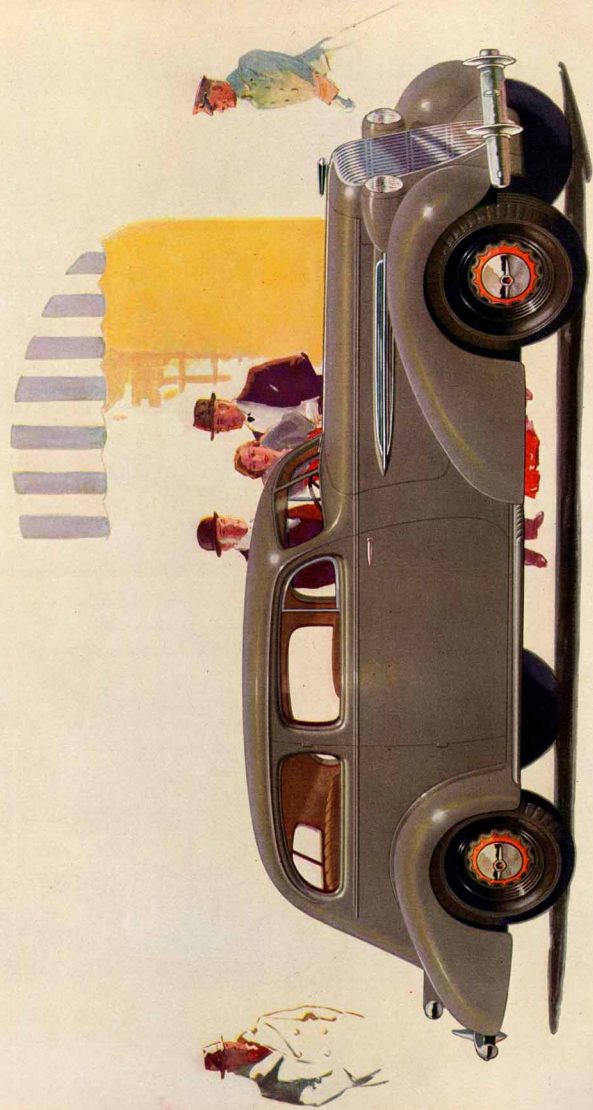
THREE POPULAR OLDSMOBILE ACCESSORIES . . . Illustrated above, and to the left, is the Oldsmobile de luxe hot water heater. Plenty of warmth, even in sub-zero weather, is assured by installing this de luxe heating unit, the two defrosters being adjustable to desired angles. An efficient Oldsmobile standard hot water heater is also available at a lower cost. Pictured above the heater is the Oldsmobile electric panel clock which is offered as an accessory.

Illustrated above to the right are the three units that make up the Oldsmobile de luxe six-tube radio. With its advanced super-heterodyne circuit and eight-inch dynamic speaker, this radio provides splendid tone, fine selectivity and unusual distance-getting ability. The control panel is specially designed to fit artistically into the Oldsmobile instrument panel, as shown above. Oldsmobile also offers a single-unit standard 4-tube radio of excellent quality at lower cost.

A Complete Line of Oldsmobile Factory-Approved Accessories

Available to Oldsmobile owners, at extra cost, is an unusually complete array of factory-approved accessories, designed to harmonize with the style of the car and add to the comfort of the occupants. All of these articles have been carefully tested and *approved* by the Oldsmobile engineering department. Owners may purchase them with full assurance that they will give complete satisfaction.

Limitations of space prevent a complete showing of all accessories in this catalogue. A few of the more popular items are illustrated here, including those rapidly increasing favorites among Oldsmobile owners, the Oldsmobile De Luxe and Standard radios. Special provisions have been made in the center of the Oldsmobile instrument panel for a smart, attractive installation of the controls for these radios.



THE OLDSMOBILE EIGHT 5-PASSENGER COUPE . . . Chances are this car will see much boulevard travel, but you will also want to go touring. So here is ample room . . . leg room, head room, shoulder room . . . Plentiful power . . . thrilling speed . . . luxurious comfort . . . and all of the smartness and brightness that says "Oldsmobile streamline beauty!" . . . ALL at most moderate price!

THE SIGN OF QUALITY SERVICE



It is typical of Oldsmobile that the nationwide service provisions for Oldsmobile cars should be complete, accessible, and in good hands. Every Oldsmobile owner is supplied with a Service Identification card, entitling him to receive full service under the terms of one of the most liberal and comprehensive service policies in the entire industry.



Identified by this card and assured by this policy, you will find a real welcome and prompt, courteous, skilled attention to your needs wherever you see the Oldsmobile Service Sign.

G.M.A.C. OFFERS the Best of Terms



ONE of the valuable advantages which Oldsmobile Dealers are able to offer you is the co-operation of the General Motors Acceptance Corporation.

If you wish to buy, as the great majority do, out of current income, General Motors Acceptance Corporation is prepared to finance your purchase of an Oldsmobile.

You will get the benefit of lowest rates. You will receive prompt and courteous treatment. You will experience the real satisfaction of dealing with experienced and friendly people whose interests are to see that you are shown every consideration and fairness.

S P E C I F I C A T I O N S

Oldsmobile Six

ENGINE—Bore, 3 $\frac{1}{8}$ " stroke, 4 $\frac{1}{4}$ "; displacement, 213.3 cu. in. Taxable horsepower, 26.3. Brake horsepower, 90 at 3400 r.p.m. Engine cushioned in rubber at three points.

MAIN BEARINGS—Four thin-wall, replaceable steel-backed type.

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

CONNECTING RODS—Drop-forged of carbon steel. I-beam type. Rifle-drilled throughout entire length for pressure lubrication to the piston pins. Bearings, thin-wall, interchangeable type.

PISTONS—Light-weight cast-iron, electroplated to permit close fit and reduce break-in period. Fitted with two step-cut compression rings and one slotted oil control ring.

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

COOLING SYSTEM—Harrison radiator with thermostatic control and recirculation system. Capacity, 12 $\frac{3}{4}$ quarts. Forced circulation by centrifugal pump.

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

GENERATOR—Air-cooled type. Charging rate automatically regulated by battery requirements. Maximum charging rate—cold, 22 amps; hot, 19 amps.

TRANSMISSION—Synchro-Mesh, non-clashing type, with all gears helically cut for silence in all three forward speeds and reverse.

BATTERY—Delco-Remy six volt, 15-plate, 100 ampere-hour capacity.

LIGHTING—Multi-beam headlights with toe board button for control of criss-cross passing beam. Headlamp beam indicator in speedometer dial. Parking lights in headlamps. Tail light on left rear fender.

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

BRAKES—Super-Hydraulic. Self-energizing, fully-enclosed, internal-expanding type. Total foot brake area, 190 square inches, 11 $\frac{1}{4}$ -inch drums. Brake linings, 2 inches wide. Cable-controlled hand brake for parking operates on rear wheels with a braking area of 95 square inches.

WHEELBASE—115 inches; diameter of turning circle, 37 feet.

PROPELLER SHAFT—Tubular type, 2 $\frac{1}{2}$ inches in diameter. Universal joints incorporate anti-friction needle bearings, requiring no lubrication.

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

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

STEERING GEAR—Center-Control type. Separate tie rods to each front wheel, linked to T-shaped intermediate steering arm which is mounted on bearing at center of front frame cross member. Other T-arm connects to drag link and thence to Pitman arm of steering gear. Steering gear is of the high efficiency worm and double roller tooth type. Ratio, 17.5 to 1.

FRAME—Rigid girder X-type construction. Steel channels inside the side rails over rear axle kickup form sturdy box section structure. Front legs of X-member extend forward to form box section at front. All-steel parts subject to weather are Parkered as protection against rust.

RIDE STABILIZER—Steel bar joining two rear shock absorbers, counteracts tendency of car to roll and sway on curves and rough roads.

TIRES—Low-pressure, large section, 16 x 6.25 inches. Special tread eliminates squeal on sharp corners. Recommended pressures: front, 25 lbs. minimum; rear, 30 lbs. minimum.

STARTER—Positive shift type with over-running clutch. Foot pedal control. Starter reduction, 16:1 to 1.

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

BODY TYPES—Five-Passenger Coupe; Five-Passenger Sedan; Five-Passenger Touring Coupe with built-in trunk; Two-Passenger Business Coupe; Two- or Four-Passenger Convertible Coupe; Five-Passenger Touring Sedan with built-in trunk; Two- or Four-Passenger Sport Coupe. Safety glass standard in windshields and No Draft Ventilators.

S P E C I F I C A T I O N S

Oldsmobile Eight

ENGINE—Bore, 3 inches; stroke, 4 $\frac{1}{4}$ inches; displacement, 240.3 cubic inches. Taxable horsepower, 25.8. Brake horsepower, 100 at 3400 r.p.m. Engine cushioned in rubber at three points.

MAIN BEARINGS—Five thin-wall, replaceable steel-backed type.

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

CONNECTING RODS—Drop-forged of carbon steel. I-beam type. Rifle-drilled throughout entire length for pressure lubrication to the piston pins. Bearings, thin wall interchangeable type.

PISTONS—Light weight cast iron, electroplated to permit close fit and reduce break-in period. Fitted with two step-cut compression rings and two slotted oil control rings.

LUBRICATION SYSTEM—Pressure feed to all main, connecting rod and camshaft bearings, and to piston pins, with spray to other parts. Gear type pump driven from camshaft. Pressure gauge on instrument panel and quantity gauge on crankcase. Oil capacity, 7 quarts.

COOLING SYSTEM—Harrison radiator with thermostatic control and recirculation system. Capacity 15 quarts. Forced circulation by centrifugal pump.

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

GENERATOR—Air-cooled type. Charging rate automatically regulated by battery requirements. Maximum charging rate—cold, 22 amps; hot, 19 amps.

TRANSMISSION—Synchro-Mesh, non-clashing type, with all gears helically cut for silence in all three forward speeds and reverse.

BATTERY—Delco-Remy six volt, 17-plate, 114 ampere-hour capacity.

LIGHTING—Multi-beam headlights with toe board button for control of criss-cross passing beam. Headlamp beam indicator in speedometer dial. Parking lights in headlamps. Two tail lights on rear fenders.

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

BRAKES—Super-Hydraulic, self-energizing, fully enclosed, internal expanding type. Total foot brake area, 207 square inches, 12-inch drums. Brake linings, 2 inches wide. Cable-controlled hand brake for parking operates on rear wheels with braking area of 103 square inches.

WHEELBASE—121 inches; diameter of turning circle, 38 feet.

PROPELLER SHAFT—Tubular type, 2 $\frac{1}{2}$ inches in diameter. Universal joints incorporate anti-friction needle bearings, requiring no lubrication.

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

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

STEERING GEAR—Center-Control type. Separate tie rods to each front wheel, linked to T-shaped intermediate steering arm which is mounted on bearing at center of front frame cross member. Other T-arm connects to drag link and thence to Pitman arm of steering gear. Steering gear is of the high efficiency worm and double roller tooth type. Ratio, 18.75 to 1.

FRAME—Rigid girder X-type construction. Steel channels inside the side rails over rear axle kickup form sturdy box section structure. Front legs of X-member extend forward to form box section at front. All steel parts subject to weather are Parkered as protection against rust.

RIDE STABILIZER—Steel bar joining two rear shock absorbers, counteracts tendency of car to roll and sway on curves and rough roads.

TIRES—Low-pressure, large section, 16 x 7.00 inches. Special tread eliminates squeal on sharp corners. Recommended pressures: front and rear, 25 lbs. minimum.

STARTER—Positive shift type with over-running clutch. Foot pedal control. Starter reduction, 16:1 to 1.

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

BODY TYPES—Five-Passenger Coupe; Five-Passenger Sedan; Five-Passenger Touring Coupe with built-in trunk; Two-Passenger Business Coupe; Two- or Four-Passenger Convertible Coupe; Five-Passenger Touring Sedan with built-in trunk; Two- or Four-Passenger Sport Coupe. Safety glass standard in windshields and No Draft Ventilators.

S E R V I C E A C C E S S O R I E S

GROUP A—(Installed at the factory on all cars at extra cost): *Five-Wheel Equipment*—Bumpers, bumper guards, spare tire, rear spring covers. *Six-Wheel Equipment*—Bumpers, bumper guards, 2 spare tires, 2 fender wells, 2 side tire carriers, 2 tire covers (metal), 2 spare wheel locks, rear spring covers and sixth wheel.

GROUP B—(Installed at the factory at extra cost unless otherwise ordered): Dual trumpet horns, automatic choke, double windshield wiper and booster pump.

GROUP D—(Installed at the factory at extra cost upon order): Oldsmobile De Luxe Radio.

GROUP S—(Installed at the factory at extra cost upon order): Oldsmobile Standard Radio.

GROUP X—(Installed by the dealer at extra cost): Cigar lighter, gear-shift ball, right-hand sun visor, mirror watch.

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

S E R V I C E A C C E S S O R I E S

GROUP A—(Installed at the factory on all cars at extra cost): *Five-Wheel Equipment*—Bumpers, bumper guards, spare tire, rear spring covers. *Six-Wheel Equipment*—Bumpers, bumper guards, 2 spare tires, 2 fender wells, 2 side tire carriers, 2 tire covers (metal), 2 spare wheel locks, rear spring covers and sixth wheel.

GROUP B—(Installed at the factory at extra cost unless otherwise ordered): Dual trumpet horns, double windshield wiper and booster pump, right-hand sun visor.

GROUP D—(Installed at the factory at extra cost upon order): Oldsmobile De Luxe Radio.

GROUP S—(Installed at the factory at extra cost upon order): Oldsmobile Standard Radio.

GROUP Y—(Installed by the dealer at extra cost): Cigar lighter, gear-shift ball, wheel-trim mouldings, electric clock for dash, license plate frames.

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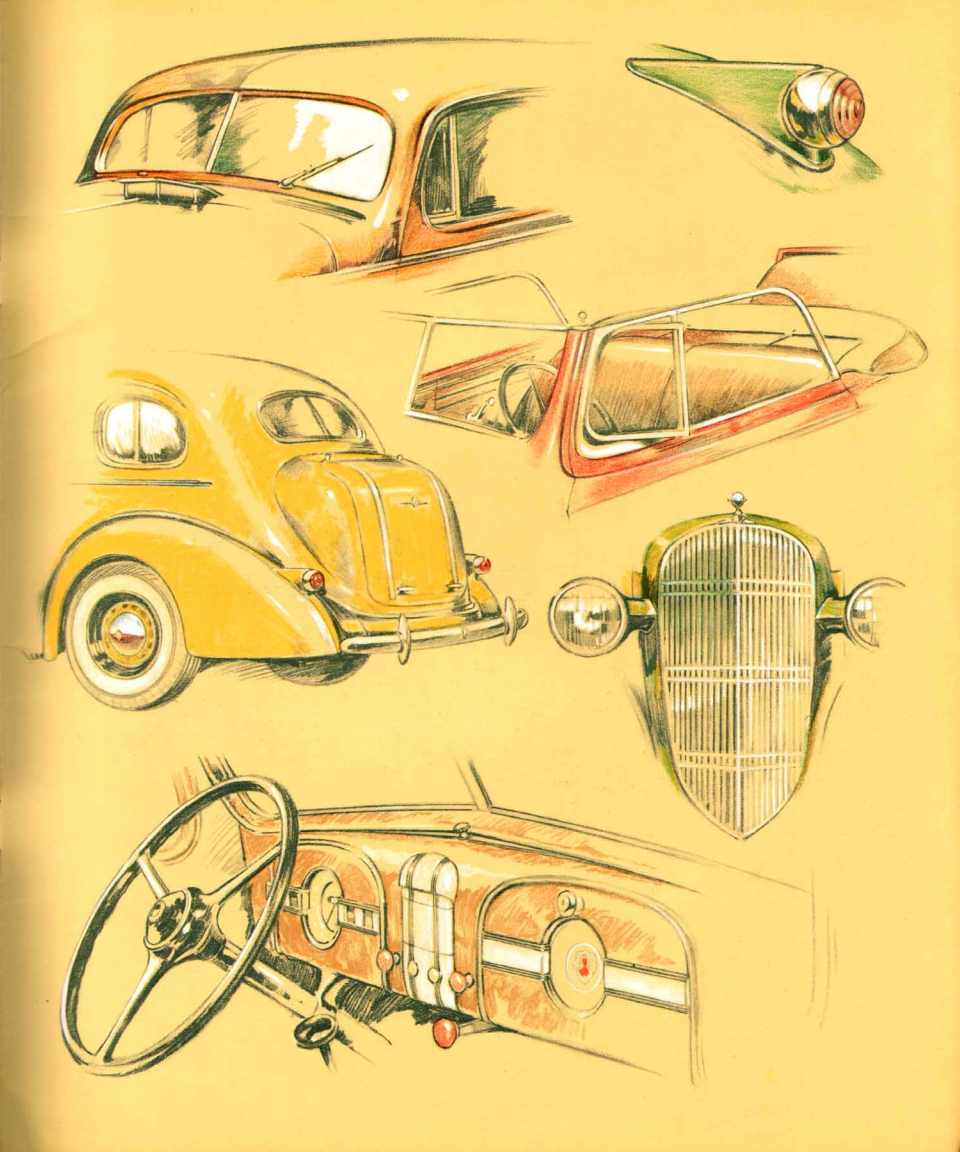


The Factory

WHERE OLDSMOBILES ARE MADE

Here are designed and built the cars which have carried Oldsmobile's name and fame over every road and to every quarter of the globe. Every facility of modern tools and methods for the production of fine quality cars in large number is provided here. The materials are tested, the workmanship is inspected, the result is proved with a thoroughness and to an extent that few manufacturing practices in any industry can duplicate.

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