

ADVANCE COMPETITIVE *Comparisons*



The 1937
Oldsmobile Six
\$815

. . . list price of the
Four-Door Touring Sedan



THE 1937
CHRYSLER ROYAL
\$825

. . . list price of the
Four-Door Touring Sedan

The 1937 Oldsmobile Six is not only superior to the Chrysler Royal in many features of construction . . . but it is also lower in price.

An unbiased feature by feature comparison of the two cars clearly shows that Oldsmobile provides many engineering advancements that are not incorporated in the Chrysler Royal.

Combined with the difference in price and Oldsmobile's distinctive styling, these features provide more than sufficient reason why Oldsmobile is the outstanding choice.

BODY FEATURES

ADVANCE COMPETITIVE COMPARISONS

CHRYSLER
ROYAL

OLDSMOBILE
SIX

Solid Steel Top.....	Yes	Yes
Solid Steel Body.....	Yes	Yes
Fisher No Draft Ventilation.....	Similar	Yes
Multi-Beam Headlights.....	No	Yes
Unobstructed Floors.....	No	Yes
Dash Mounted Handbrake Lever.....	No	Yes
V-Type Stationary Windshield.....	No	Yes
Independently Mounted Running Boards.....	No	Yes
Die Cast Radiator Grille.....	No	Yes
Fully Adjustable Front Seat.....	No	Yes
Seating Width—Front.....	52"	53½"
Shoulder Room—Front.....	52¾"	53"
Seating Depth—Front.....	18"	18½"
Seating Width—Rear.....	48"	46½"
Shoulder Room—Rear.....	52¾"	55"
Seating Depth—Rear.....	18¼"	20"

Features in color denote Oldsmobile superiority.

- This comparison of Oldsmobile and Chrysler Royal body features shows many definite Oldsmobile advantages.

Oldsmobile's bodies are more roomy, more luxurious and more finely appointed. Every care has been taken to provide Oldsmobile owners with the utmost comfort and convenience. The low unobstructed floors provide greater leg room for passengers without the annoyance of an objectionable tunnel through either the front or rear compartment floors. The new front seat adjusting mechanism makes possible a comfortable driving position for everyone.

The exteriors of the 1937 Oldsmobiles are distinctive in styling and as finely appointed as the interiors. Independently mounted running boards and the stylish V-type windshield complement the modern streamlined design. Compare the smart exterior appearance of the 1937 Oldsmobile Six with that of the Chrysler Royal. Here, again, Oldsmobile's superiority of style and beauty is instantly apparent.

CHASSIS FEATURES

ADVANCE COMPETITIVE COMPARISONS

CHRYSLER
ROYAL

OLDSMOBILE
SIX

Super-Hydraulic Brakes.....	No	Yes
Drum Diameter.....	10"	11"
Rear Wheel Emergency Brakes.....	No	Yes
Dual Ride Stabilizers.....	One at front	Front and rear
Center-Control Steering.....	No	Yes
I-Beam X-Type Frame.....	No	Yes
Frame Dimensions.....	5 $\frac{1}{2}$ x2x1 $\frac{1}{8}$ "	6 $\frac{1}{4}$ x2 $\frac{1}{2}$ x $\frac{1}{4}$ "
Stabilized Propeller Shaft.....	No	Yes
Total No. of Anti-Friction Bearings.....	28	38
Tire Size.....	6:00x16	6:50x16
Wheelbase.....	116"	117"

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● The Oldsmobile Six excels the Chrysler Royal in every one of these eleven important points of chassis design. Each of these features is responsible in some measure for Oldsmobile's outstanding riding comfort and durability . . . each reveals advanced engineering and design. Compared to the Chrysler Royal, the combination of all these chassis improvements provides definite proof of value over and above that offered by the Chrysler car, despite its higher price.

ENGINE FEATURES

ADVANCE COMPETITIVE COMPARISONS

CHRYSLER
ROYAL

OLDSMOBILE
SIX

Bore.....	3 $\frac{3}{8}$ "	3 $\frac{7}{16}$ "
Stroke.....	4 $\frac{1}{4}$ "	4 $\frac{1}{8}$ "
Piston Displacement.....	228.1 cu. in.	229.7 cu. in.
Taxable Horsepower.....	27.3	28.4
Maximum Brake Horsepower.....	93 at 3600	95 at 3400
Completely Cooled Cylinders.....	No	Yes
Full-Pressure Lubrication Including Piston Pins.....	No	Yes
Leak-Proof Ball Bearing Water Pump.....	No	Yes
Air-Cooled Fuel Pump.....	No	Yes

Features in color denote Oldsmobile superiority.

● The above comparison of the Oldsmobile and Chrysler Royal engines is conclusive proof of the superiority of Oldsmobile.

The larger, more powerful Oldsmobile engine develops greater horsepower at a lower engine speed. Full length, completely water-encircled cylinder barrels assure proper engine cooling and elimination of the "hot spots" between cylinders which may result from cylinders cast in pairs as is the case in the Chrysler engine. Pressure lubrication of the piston pins in Oldsmobile's engine insures long life and quiet operation of these highly loaded parts.

Every detail of Oldsmobile's engine is designed and constructed to provide maximum economy, durability and performance.