

# ADVANCE COMPETITIVE

## *Comparisons*



THE 1937  
OLDSMOBILE SIX  
**\$815**

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



THE 1937  
DE SOTO  
**\$795**

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

Although the Oldsmobile Six is slightly higher in price than the De Soto, the many advantages offered by Oldsmobile more than offset the small difference in price.

An unbiased feature by feature comparison of the two cars clearly shows that Oldsmobile provides many extra value features of design and construction.

These superiorities, combined with Oldsmobile's modern and distinctive styling, should make the Oldsmobile Six the logical choice over De Soto, regardless of the slight price differential.

# BODY FEATURES

## ADVANCE COMPETITIVE COMPARISONS

DE SOTO

OLDSMOBILE  
SIX

Solid Steel Top.....	Yes	Yes
Solid Steel Body.....	Yes	Yes
Fisher No Draft Ventilation.....	Similar	Yes
Die Cast Radiator Grille.....	No	Yes
Multi-Beam Headlights.....	No	Yes
Unobstructed Floors.....	No	Yes
Dash Mounted Handbrake.....	No	Yes
V-Type Stationary Windshield.....	No	Yes
Independently Mounted Running Boards.....	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.....	18½"	20"

Features in color denote Oldsmobile superiority.

● This comparison of Oldsmobile and De Soto body features results in many definite advantages for Oldsmobile.

Every care has been taken to provide Oldsmobile's owners with the utmost comfort and convenience. The new bodies are roomy, luxurious and finely appointed. The low unobstructed floors provide increased leg room for passengers without the annoyance of an objectionable tunnel through either the front or rear compartment floors.

Oldsmobile's exteriors are as distinctive in styling and as finely appointed as the interiors. Independently mounted running boards and the stylish V-Type stationary windshield complement the car's modern design. Compare this smart appearance with that of the De Soto. Here is a superiority of style and beauty that is instantly apparent to the eye.

# CHASSIS FEATURES

## ADVANCE COMPETITIVE COMPARISONS

DE SOTO

OLDSMOBILE  
SIX

Super-Hydraulic Brakes . . . . .	No	Yes . . . . .
Drum Diameter . . . . .	10"	11"
Rear Wheel Emergency Brakes . . . . .	No	Yes
Dual Ride Stabilizers . . . . .	One at front	Yes
Center-Control Steering . . . . .	No	Yes
I-Beam X-Type Frame . . . . .	No	Yes
Frame Dimensions . . . . .	5 <sup>1</sup> / <sub>2</sub> x2x7/64	6 <sup>1</sup> / <sub>4</sub> x2 <sup>1</sup> / <sub>2</sub> x7/64
Stabilized Propeller Shaft . . . . .	No	Yes
Total Number of Anti-Friction Bearings . . . . .	28	38
Tire Size . . . . .	6:00x16	6:50x16
Wheelbase . . . . .	116"	117"

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The Oldsmobile Six excels De Soto in all of these important points of chassis design. Each of these features is responsible in some measure for Oldsmobile's outstanding ease of operation, riding comfort and durability. The combination of all these engineering achievements in Oldsmobile's chassis is definite proof of the extra value that is built into the Oldsmobile Six . . . value which, if translated in terms of dollars, makes the Oldsmobile Six worth many hundreds of dollars more than De Soto.

# ENGINE FEATURES

## ADVANCE COMPETITIVE COMPARISONS

DE SOTO

OLDSMOBILE  
SIX

Bore.....	3 $\frac{3}{8}$ "	3 $\frac{1}{16}$ "
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

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● Oldsmobile's engine provides several advantages over that of the De Soto. Full-length, completely water-encircled cylinder barrels insure uniform engine cooling and prevent distortion of the cylinders due to "hot spots" which may result from cylinders cast in pairs as is the case in the De Soto engine. Pressure lubrication of the piston pins in Oldsmobile's engine insures long life of these highly loaded parts which De Soto lubricates by splash from the crankcase.

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