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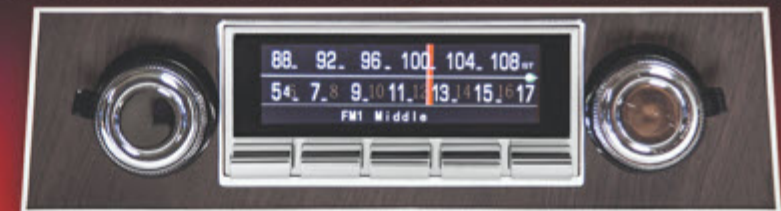


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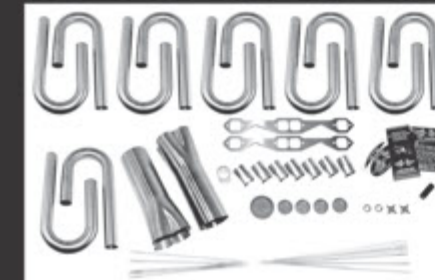
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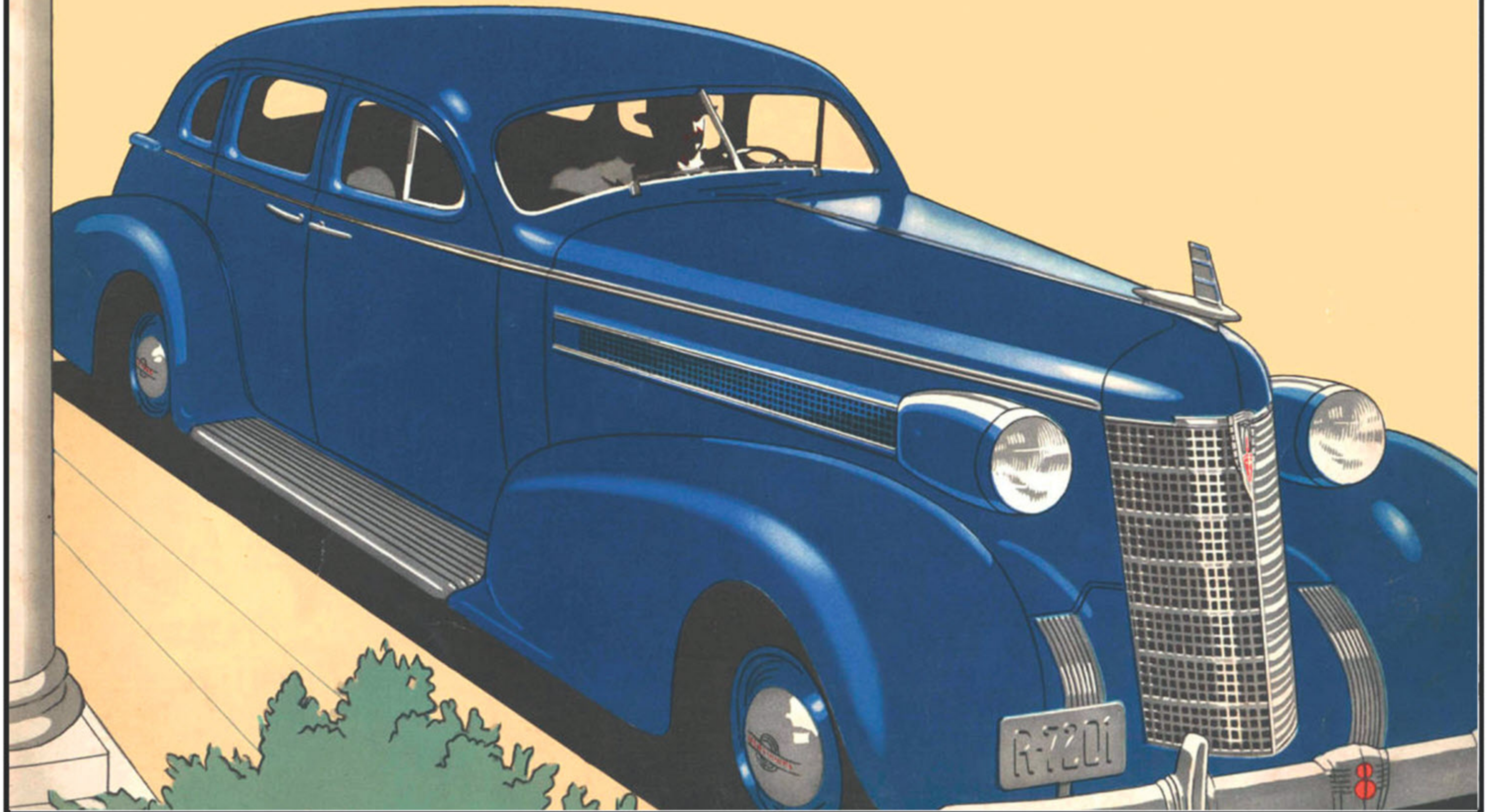
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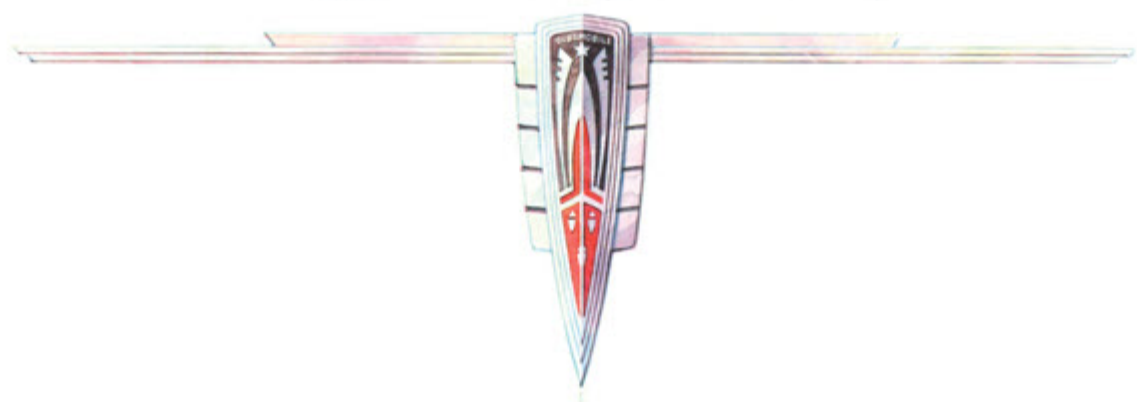
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OLDSMOBILE EIGHT



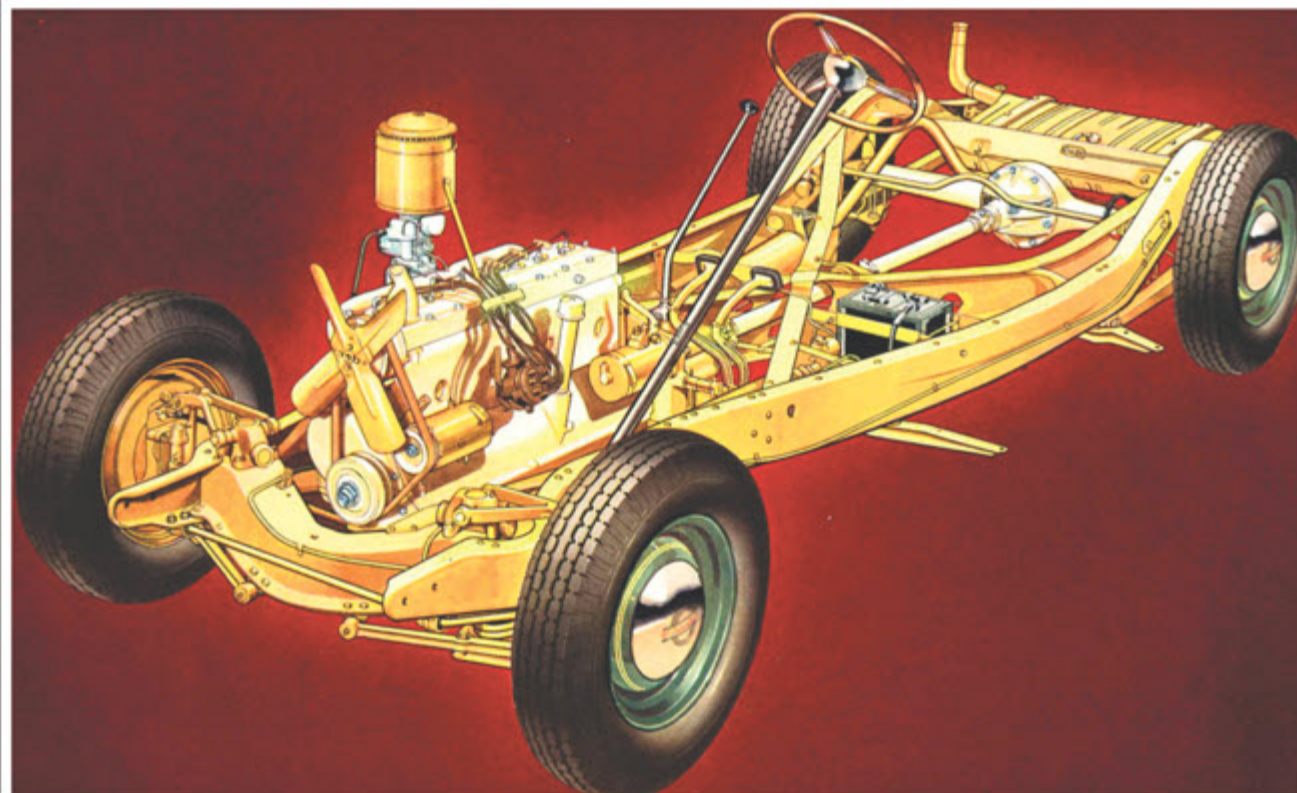
OLDSMOBILE EIGHT

*A Big, Fine, Luxurious Car,
Outstanding for its Comfort and Performance*



QUALITY is the one word that expresses best this newest, finest achievement of Oldsmobile. For the Oldsmobile Eight is a thoroughly fine car, down to the most minute factor of body and chassis construction. Its aristocratic style, with its long, smooth, sleek lines, suggests the ultimate in modern transportation. Its interior luxury, complete to the finest detail, is a supreme accomplishment in artistry and quality appointments. The mighty chassis of the Oldsmobile Eight, the brilliant product of engineering genius and fine workmanship, provides performance that justifies in every way the eminence of the car's unusual styling. Not only is the big 110-horsepower engine

supremely capable, satin-smooth and silent as a whisper—it is an engine remarkable for the advanced engineering that is responsible for its unusual efficiency and its exceptional all-round economy . . . Consequently, here is an altogether superior automobile, with every prized feature of luxury, of comfort, of superior performance—a car that is moderate in what it costs you in initial price and economical to operate and maintain. And that is why the Oldsmobile Eight has so quickly taken so high a place among America's favorite fine cars. That is why this automobile is found so often in the possession of many people who have always been accustomed to paying a great deal more for their motor cars.



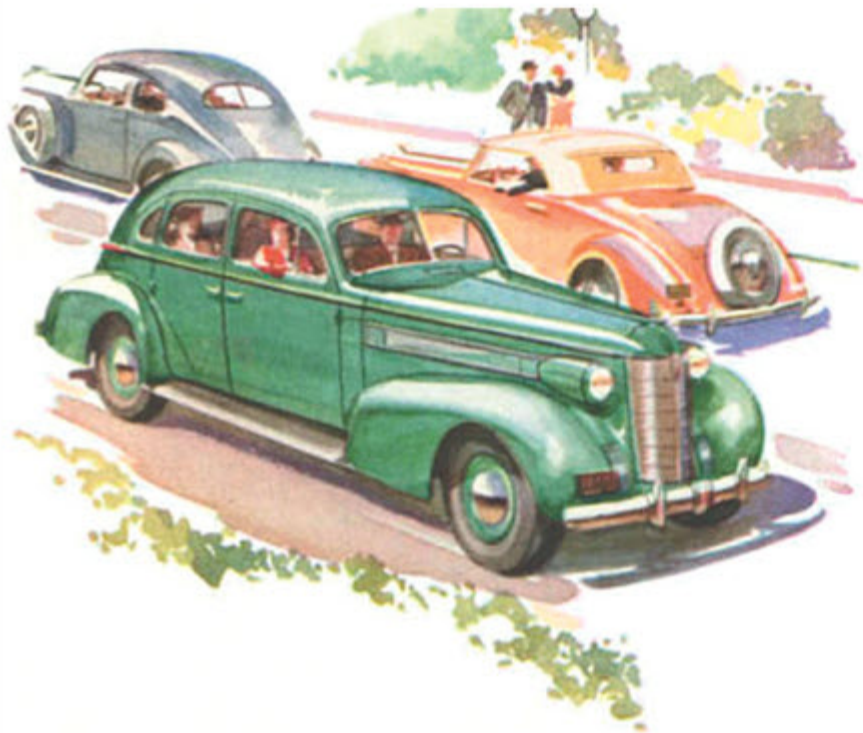
OUTSTANDING CHASSIS FEATURES

1. 110 Horsepower, Eight-Cylinder Engine.
2. I-Beam, X-Type Frame.
3. Knee-Action Wheels.
4. Center-Control Steering.
5. Dual Ride Stabilizers.
6. Stabilized Propeller Shaft.
7. All-Silent, Syncro-Mesh Transmission.
8. 7-Bearing Rear Axle.
9. Triple-Sealed, Super-Hydraulic Brakes.
10. Cast Iron Braking Surfaces.
11. Safety-Steel Wheels.
12. 16 x 7.00 Oversize Tires.
13. Double-Action Shock Absorbers, Front and Rear.
14. Mechanical Emergency Brake.
15. Tri-Cushion Engine Suspension.
16. High Efficiency Cylinder Head.
17. Air-Cooled Generator.
18. Light-Weight, Long-Life Pistons.
19. Built-in Automatic Choke.
20. Vacuum Spark Control and Fuel Saver.
21. Valves and Cylinders completely water-jacketed.
22. Air-Cooled Fuel Pump.
23. Leak-Proof Ball-Bearing Water Pump.
24. Positive Pre-engagement Starter.

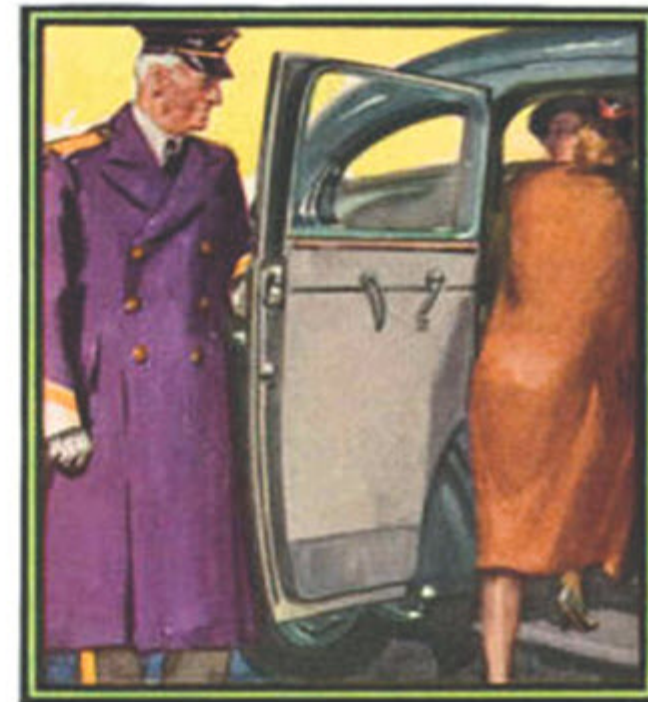
The evident smartness and altogether distinguished styling of the Oldsmobile Eight are the result of definite knowledge of what most fine-car owners prefer in appearance. † Oldsmobile did not arbitrarily choose this handsome design. Before a line was put upon paper, specific data



collected from every section of the country through the vast facilities of the General Motors Customer Research Department. After analyzing thousands of replies to questions on streamline design, Oldsmobile's artists have been able to create a style that not only has the distinction of the unusual, but also exhibits the dictates of lasting good taste. † Consequently, wherever you see smart people gather,



you'll find the Oldsmobile Eight—before the most fashionable shops, on the most exclusive boulevards, before the finest homes. † The Oldsmobile Eight is the natural choice as a fine car, not for its distinction alone but for its comfort, economy and reasonable first cost. It has proved popular with every type of car buyer. Everyone who looks for the latest and newest in all his possessions instinctively chooses the Oldsmobile Eight for its character.





Your initial impression of the Oldsmobile Eight will disclose a massive die-cast radiator grille in sparkling chromium, surmounted by the Oldsmobile emblem—suggesting the streamlined character of its style and its fleet, smooth, swift performance . . . The long, low lines are accentuated by every part of the car—as, for instance,

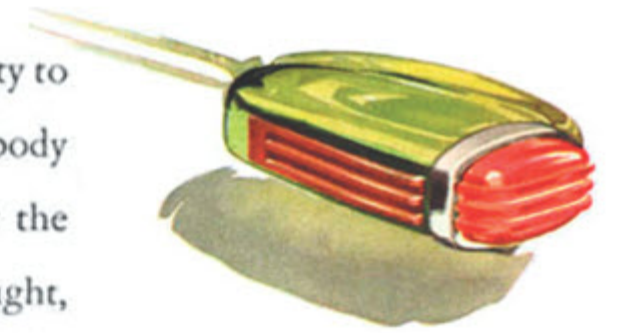
in the skillful way the designers have handled the treatment of the headlamps

which taper in smooth lines toward the rear, flowing into the sweeping contours of the body and adding to the impression of extraordinary car length . . . And as a further example of Oldsmobile's unique modern styling, consider the unusual side tail-and-stop lights.



They are built directly into the body, terminating the side moulding. Carrying out the distinctive fluted design which is every-

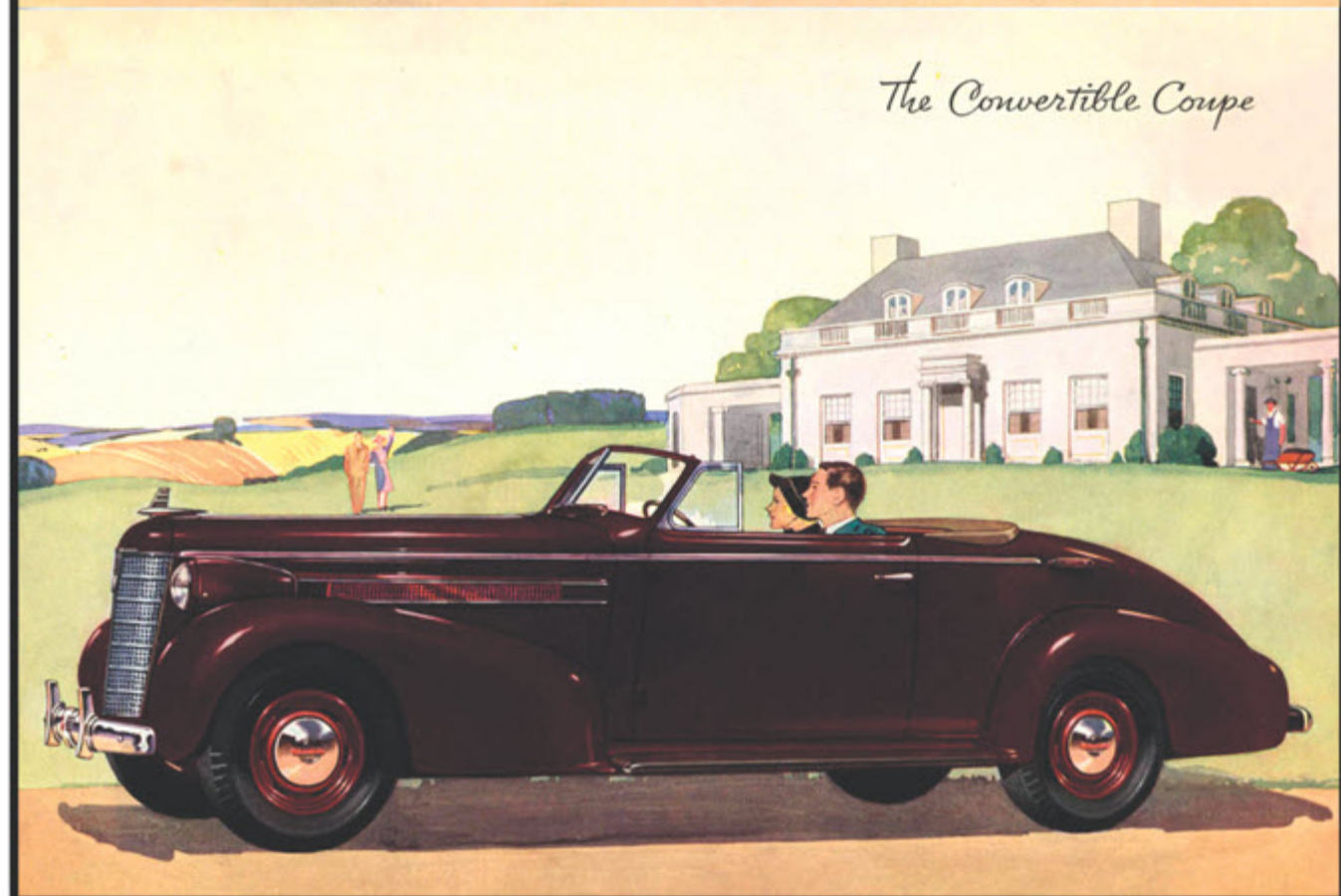
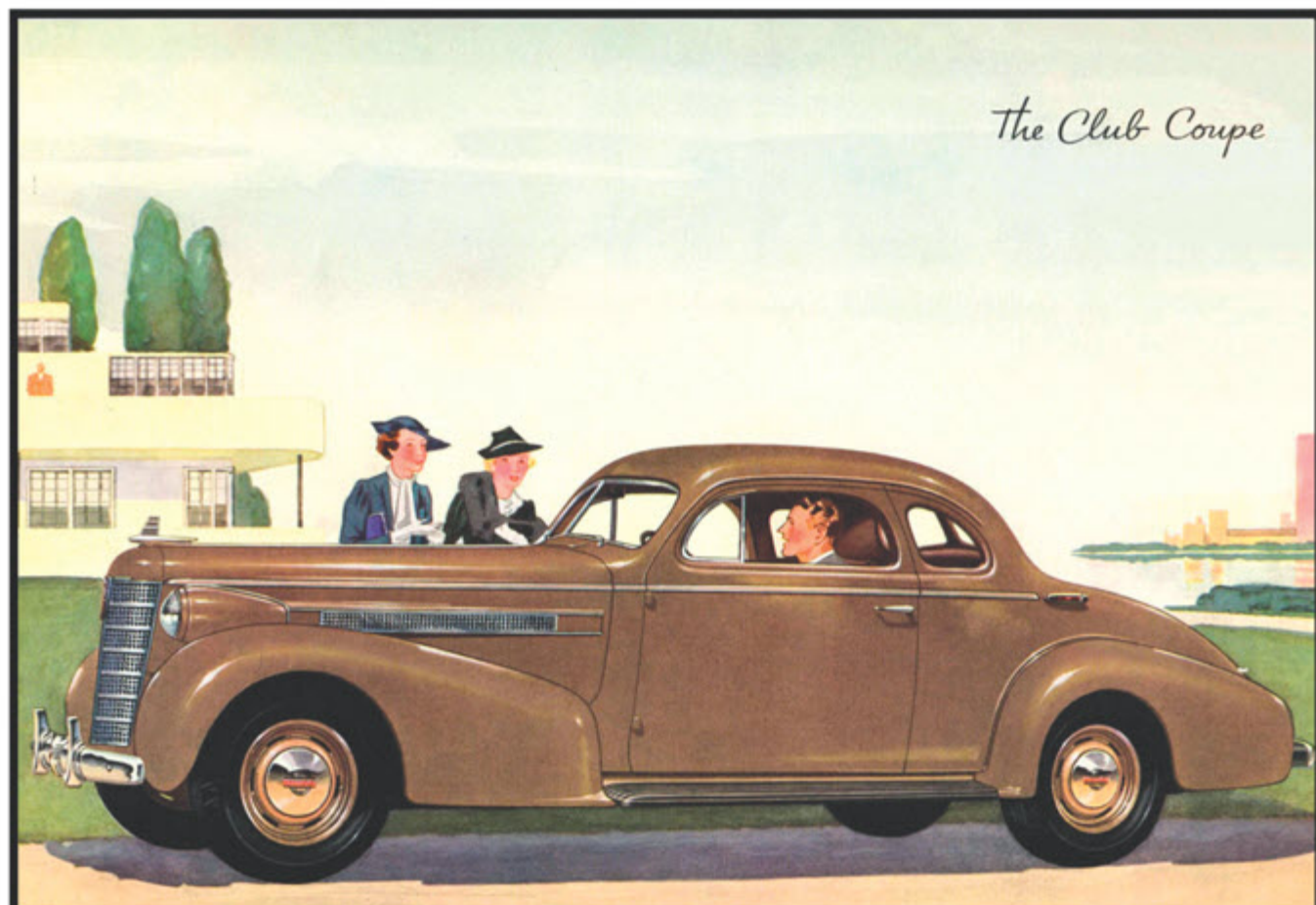
where evident in the car's design, they add an exceptional touch of beauty to the unusually graceful design of rear body contours. † While everything about the Oldsmobile Eight testifies to the thought, the care and skill that lie behind its design, a noteworthy innovation is the addition of interior auxiliary seats in the Club Coupe. These are directly behind the front seat and fold back smoothly into recesses when not in use, to form additional luggage space. † The front seats on the Coupe and 2-Door Sedan models are the full width, deep-cushioned sedan type with individual, divided backs which



fold forward to provide easy access to the rear compartment. The front-door panels on these models carry an attractive, big, upholstered, handle-type arm rest, which is not only decorative but which is also an aid to the opening and closing of the car doors—a feature of great convenience.



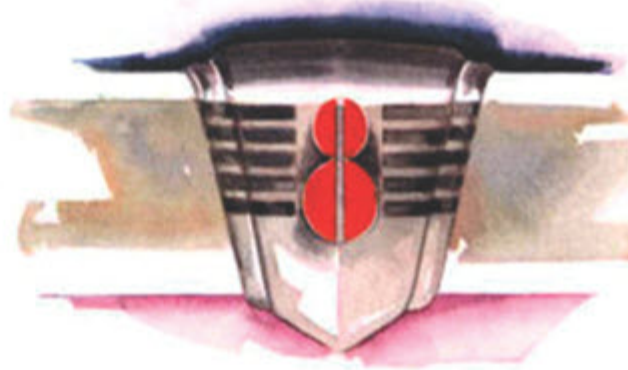
fold forward to provide easy access to the rear compartment. The front-door panels on these models carry an attractive, big, upholstered, handle-type arm rest, which is not only decorative but which is also an aid to the opening and closing of the car doors—a feature of great convenience.



which provides an attractive, colorful means of indirect lighting. On the right-hand side of Oldsmobile's instrument panel is a spacious parcel compartment with individual lock.

✦ In accord with the impressive character of this car and in keeping with such unusual style features as the radiator grille, front-end decorations, instrument panel and radiator ornament, is the striking shield on the massive, single-bar bumper. It indicates, again, the individual styling of the handsome new Oldsmobile Eight which sets it apart from every other car in its price class—distinctive styling which is apparent in so many of the incidental features of this exceptionally attractive automobile, as well as everywhere in the principal elements of design.

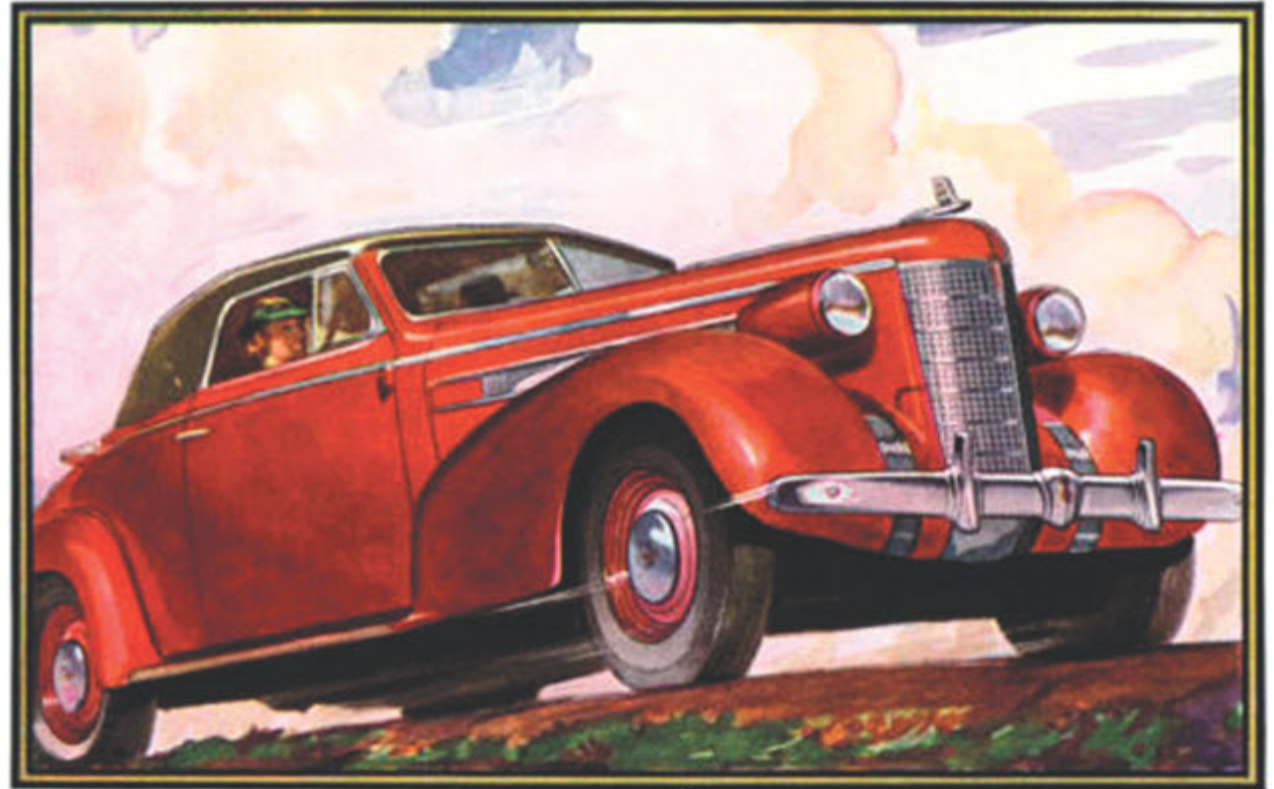
Not the least of Oldsmobile's interior features is a new instrument panel—highly original in design and in complete harmony with the modern appearance of the car. In general, the design consists of four large circular units, mounted in pairs on either side of an attractive,



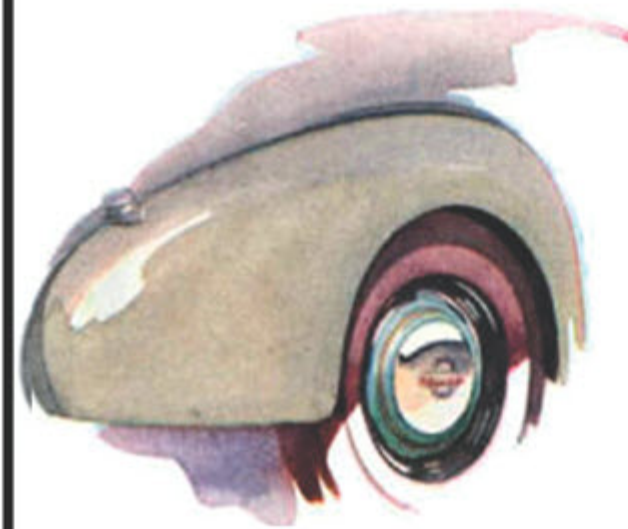
centrally located control panel, designed to accommodate a radio speaker. The instruments are grouped directly in front of the driver and the three-spoke steering wheel provides unobstructed vision from the natural driving position . . . Modern-



type numerals are cut through the circular chrome band which outlines the instruments and are backed by a translucent material



Probably no model exemplifies more aptly the fresh style and dashing spirit of the Eight than the Convertible Coupe. In the verve and vigor of this splendid sport car, you will find the inspiration for Oldsmobile's thrilling, modern design. This styling is carried out with



especial grace in the true, streamline treatment everywhere, as you see here in the rear fender—and again in the remarkably appealing ensemble of front fender and front lamp. Few are the cars

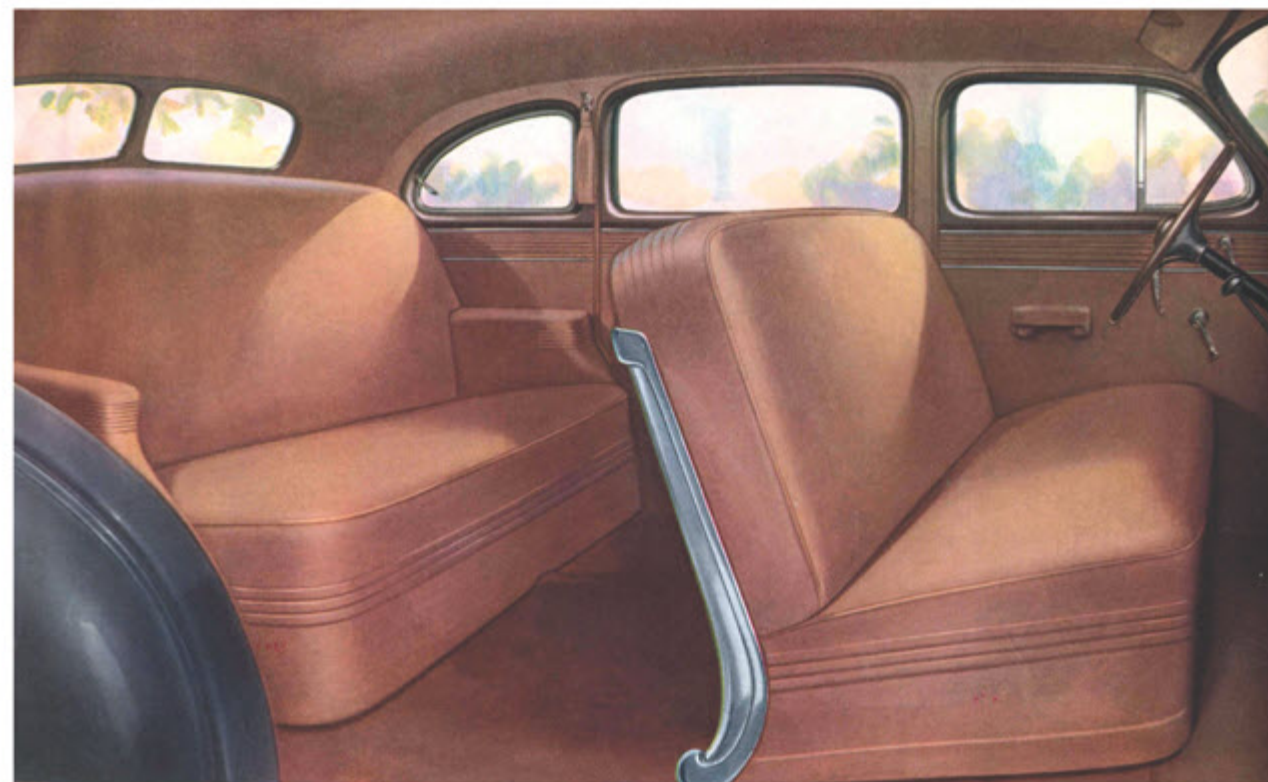
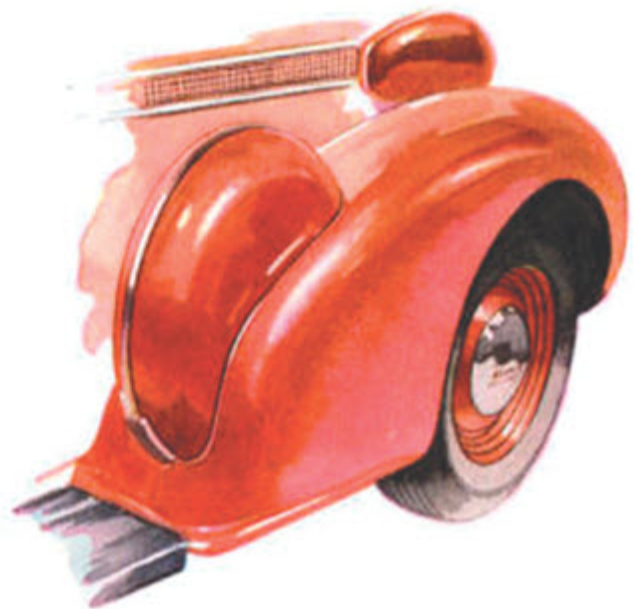
today which exhibit such perfect accord of line, such pleasing harmony of curves and contours.

✦ The rear deck seat of the Convertible Coupe is extra-wide, deep-cushioned, easy-riding, comfortable.

And there is more than enough leg

room... Both the rear deck seat and the main seat are handsomely upholstered in attractive hand-crushed leather—with a choice of fabric for the front seat—in a shade that goes best with the car color you select... Among the very smartest of sport cars, the Oldsmobile Eight Convertible Coupe is admired as

much for its pleasing originality as it is for its equally distinguished performance. Powered with the spectacular, new Oldsmobile Eight engine, it offers more speed than you will ever want, lightning getaway, remarkable agility in traffic and unusual competence in every possible requirement of cross-country travel.



SPACIOUS, RICHLY FURNISHED INTERIORS

The interiors of the Oldsmobile Eight are characterized by luxury in every detail. Upholstery fabrics are specially loomed for Oldsmobile and combine great beauty with long-wearing qualities. Hardware and appointments are handsome and artistic. Both front

and rear seats will accommodate three full-grown people in comfort. Floors are low and unobstructed. There is ample head room and leg room for six-footers in all models. In every way, the interiors of Oldsmobile bodies epitomize all that a fine car should be.

The Fisher No Draft Ventilation System is an outstanding feature of Oldsmobile which contributes to the comfort of motoring. The rear-quarter windows on sedan bodies are the full-swinging, manually controlled type.



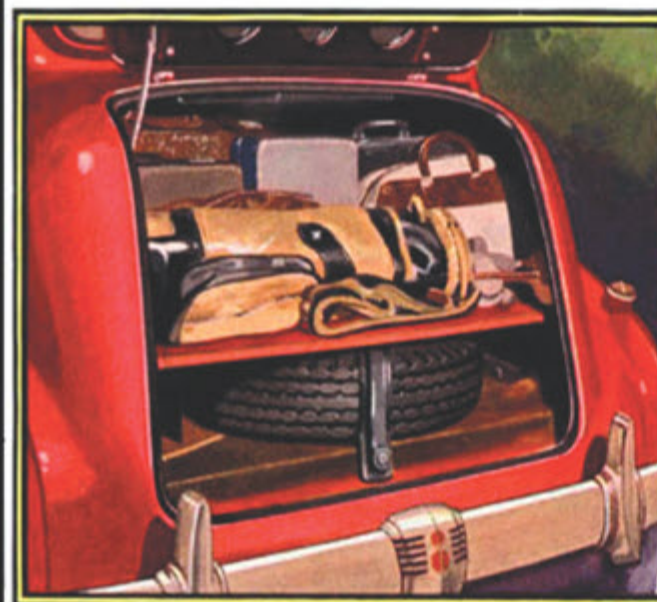
The front ventilators are adjustable panes, forming the front half of the door window. Each ventilator may be adjusted to suit individual desires, eliminating drafts, improving car cooling and allowing a thorough circulation of fresh air without harmful, chilling drafts. † A feature of design that adds much to the distinction of the Oldsmobile Eight is the styling of the hood louvers.



They are of square mesh, outlined with a polished chrome-trim moulding to match the radiator grille. The louvers blend into the wide chrome body moulding which extends from the radiator grille to the streamlined tail lamps. † An item of rear-seat



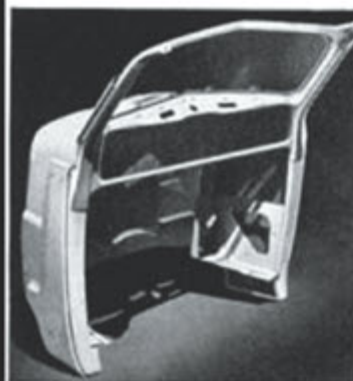
comfort not to be overlooked is the wide arm rest in all sedan models. It is just the correct height and is soft and restful. † The built-in trunk on the touring sedan models is a special convenience. Not only does



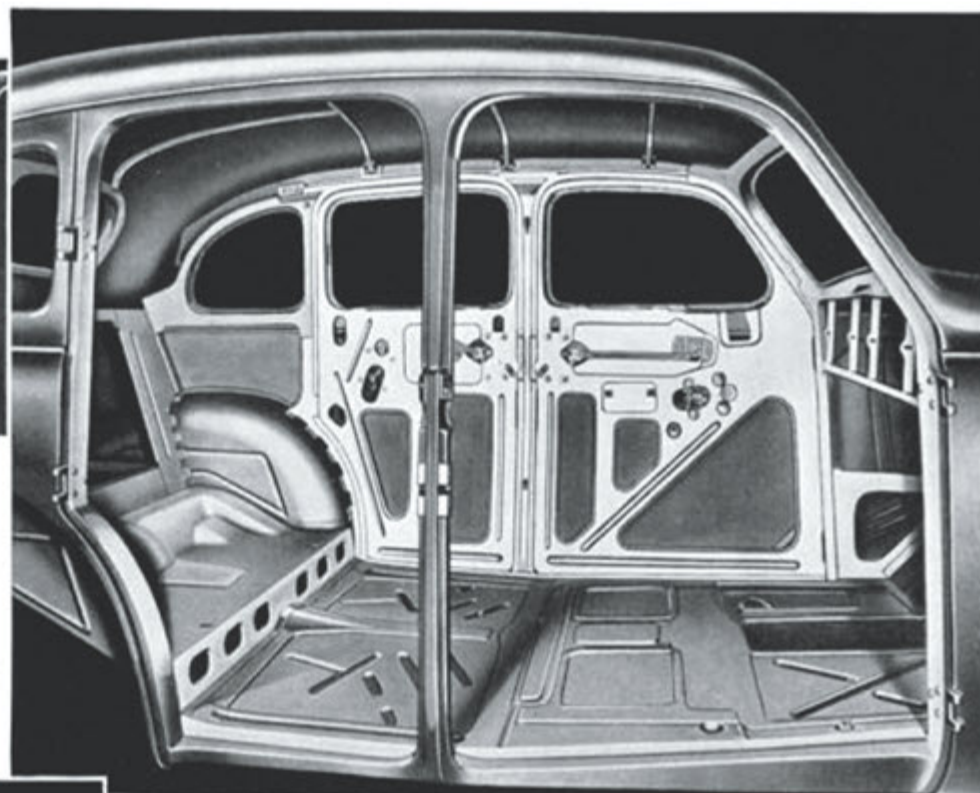
this trunk enhance the appearance of the car but it permits the storage of a remarkable amount of luggage, holds the spare tire and wheel and carries the tools. The extra space in the Oldsmobile Eight's unusually roomy rear compartment is often a much-appreciated convenience, especially on long trips or on summer outings or for other special occasions.

OLDSMOBILE

Unisteel



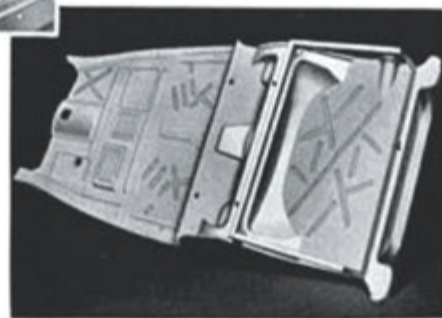
ONE-PIECE STEEL COWL ASSEMBLY—The entire front section of the body is of special steel construction, reinforced with sturdy steel braces and welded into one solid unit.



UNISTEEL BODY BY FISHER—The entire body, both framework and panels, is welded into a solid unit of steel. The structural frame, or inner steel skeleton, is designed to provide the utmost in strength, rigidity and durability. The body panels are formed of heavy-gauge steel. Scientific insulation insures complete freedom from body noises.



A SOLID STEEL TURRET TOP OVERHEAD—Oldsmobile's Turret Top is fabricated from seamless drawn steel. It is reinforced with steel bows and welded to the steel body panels and the strong inner framework.



A SOLID STEEL FLOOR BENEATH YOU—The solid steel floor is fabricated from heavy-gauge steel welded into one piece, reinforced at vital points by U-shaped steel cross-bars. It is ribbed and stamped at various points to provide additional strength and security.

FISHER BODIES ARE EXTRA WIDE AND ROOMY

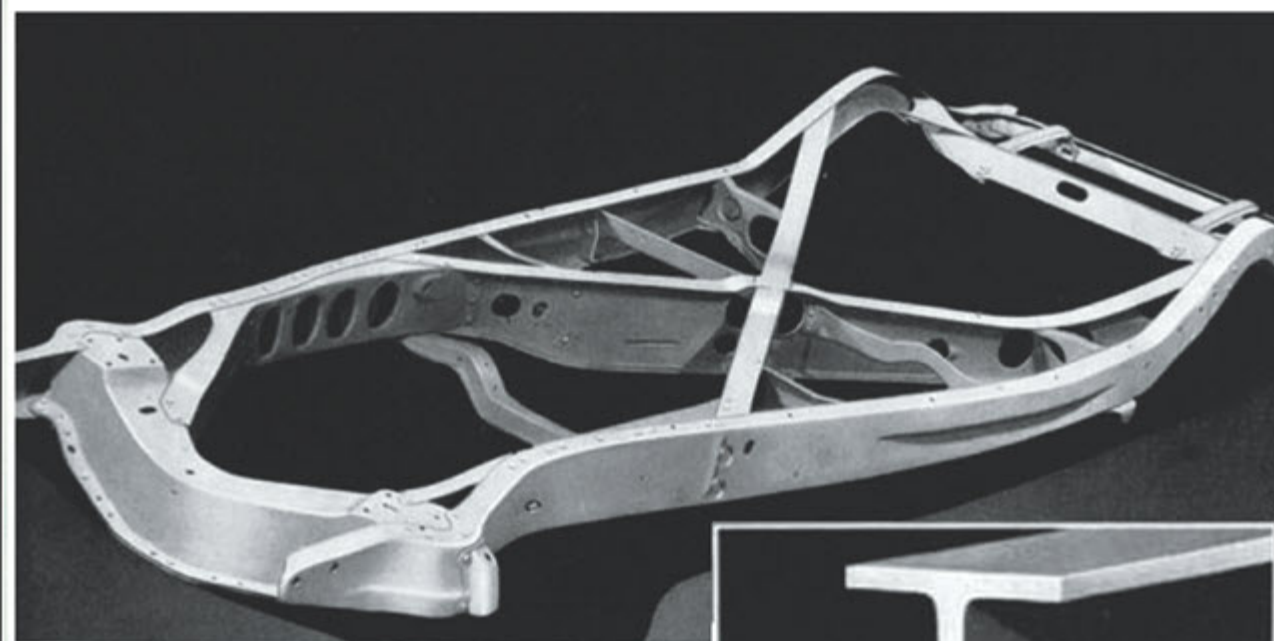
A noteworthy characteristic of the bodies of the new Oldsmobile Eight is their surprising spaciousness. While the cars are very low, there is no restriction of head room. While the cars are very long, sleek and smooth in contour, there is a wealth of room inside. Seats have been made extra wide, very broad and deep, with more than enough leg room to permit a perfectly comfortable, uncramped position for every passenger. By use of a new stabilized propeller shaft, it is not necessary for Oldsmobile to resort to an annoying tunnel in its broad, unobstructed, low-level floors. However you measure interior space, you will find the Oldsmobile Eight a car built without a restriction of comfort anywhere.

SKYSCRAPER I-BEAM FRAME CONSTRUCTION

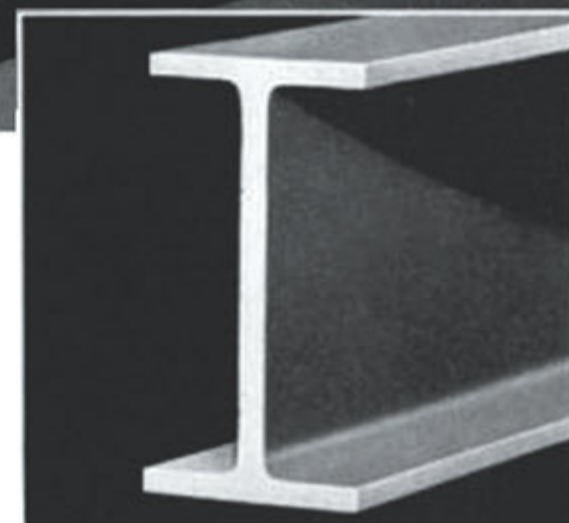
Oldsmobile's I-Beam, X-Type Frame incorporates many new and progressive features. These improvements contribute further to over-all rigidity and car stability. The most outstanding of these structural features is the I-Beam type of X-Member. This design materially increases the torsional rigidity of the frame as a whole. † Additional strength is

embodied in the frame side rails by a unique section which permits a straight span for the lower portion of the side rail between the central

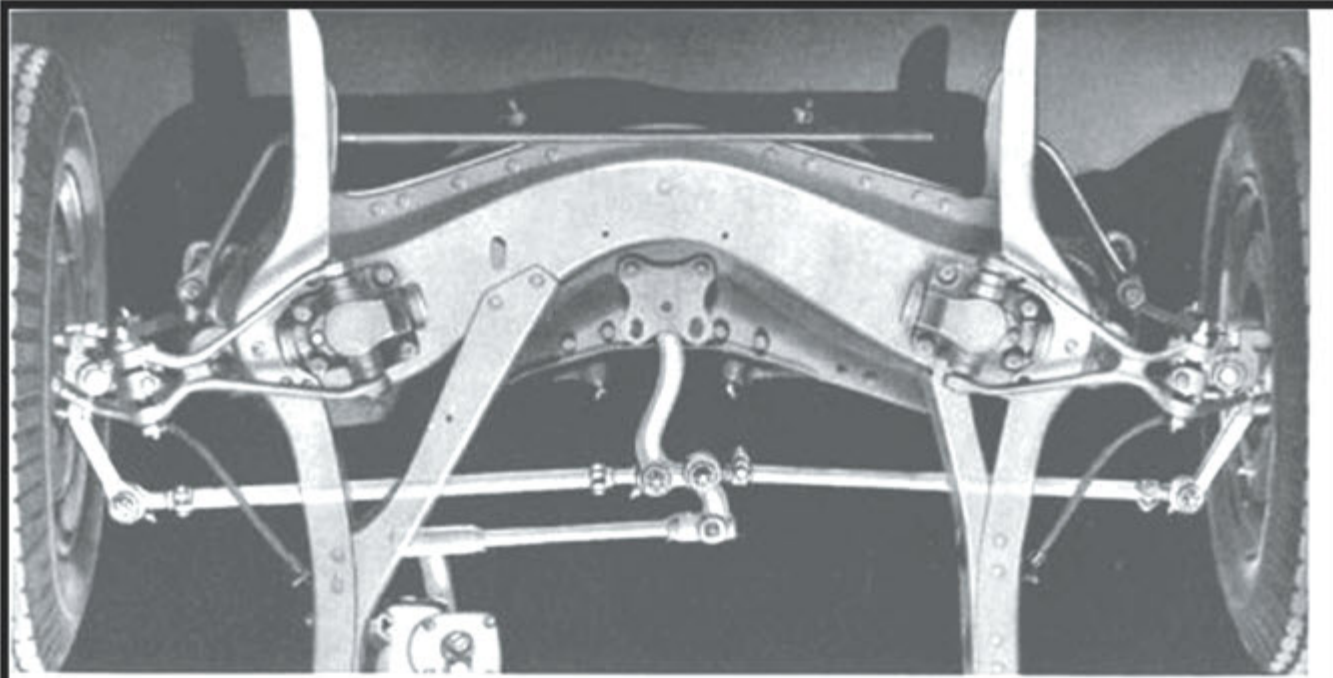
body mountings. The upper parts of the side rails, for approximately the length of the X-Member, are varied in width to conform to the curved body contour, thus increasing rigidity. Three sets of cross-members are incorporated between



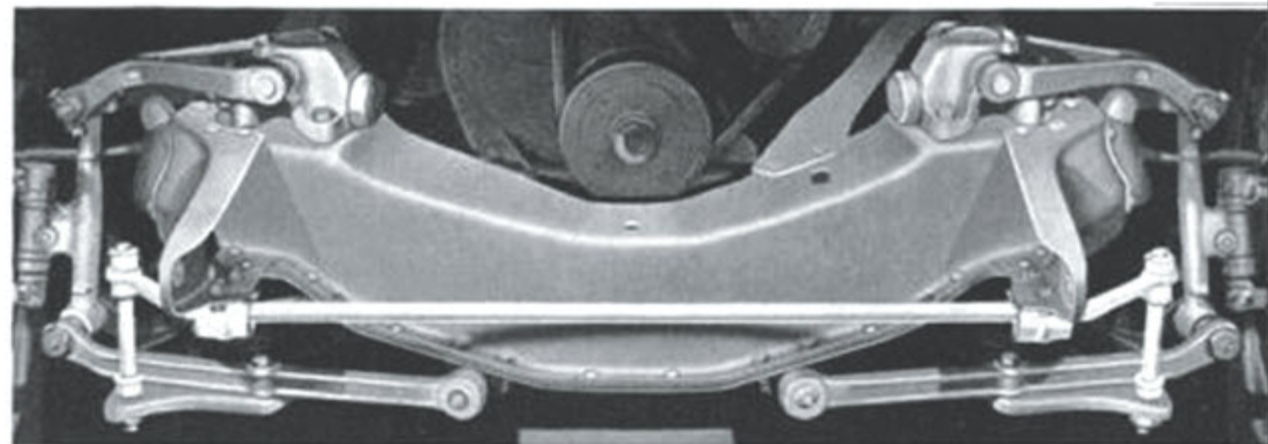
the side rails and the X-Member. Diagonal corner braces add further to rigidity. † Oldsmobile's new and advanced design of I-Beam, X-Type Frame has a remarkable



resistance to any kind of torsional strain. As a matter of fact, this new frame construction shows an increase of one hundred eighty per cent in torsional rigidity over those previously used. Consequently, it forms an exceptionally firm, stable mounting for the new Unisteel Turret Top Body by Fisher—one of the strongest, safest, greatest automobile bodies ever built.



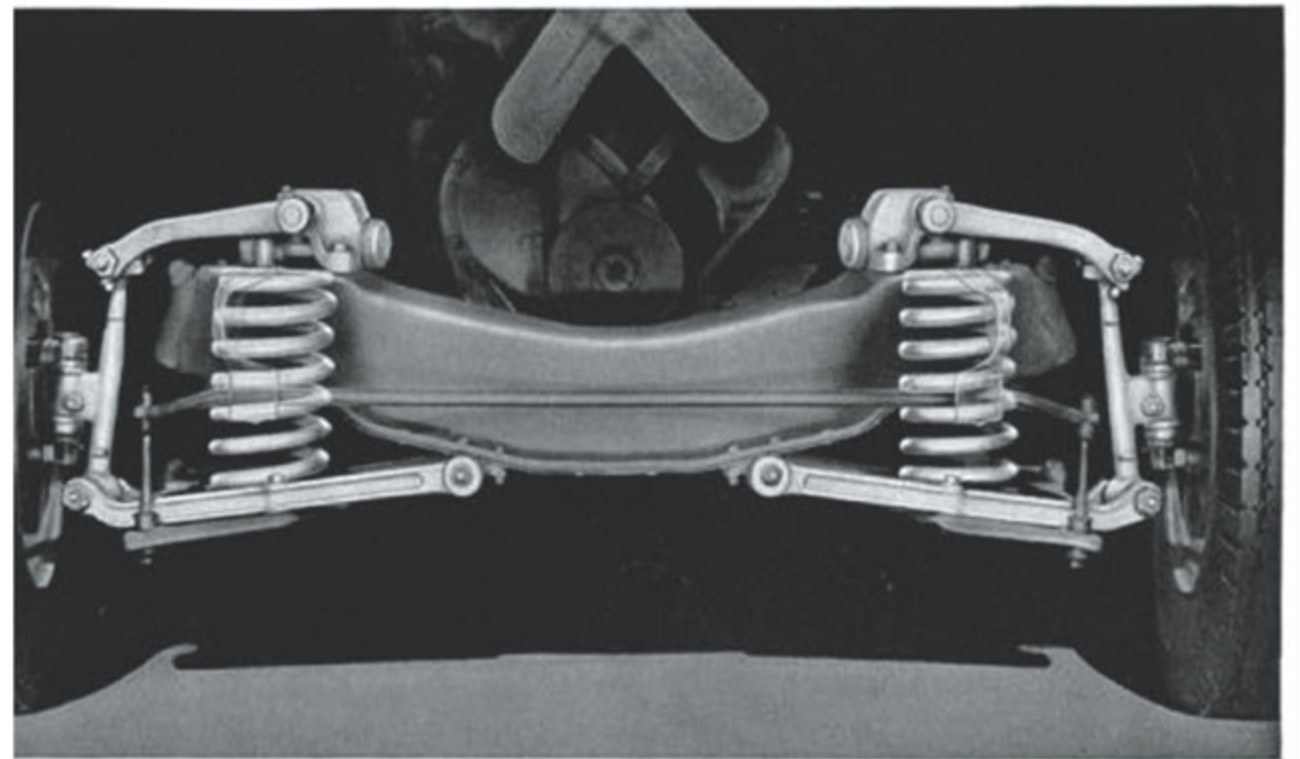
CENTER-CONTROL STEERING—Steering effort is applied from a central point through steering arms of equal length. The worm and double-roller steering gear seldom requires adjustment and results in steering which is both effortless and positive in its action. Parking and city driving are simplified. Oldsmobile steering is very positive at touring speeds and on curves, an important safety factor.



KNEE-ACTION WHEELS AND BALANCED SPRINGING—Oldsmobile's Knee-Action Wheels, with their free-acting, resilient coil springs, provide remarkable riding comfort for both front and rear-seat passengers. They are also an important factor in safety, roadability and handling ease. Wheels literally "step" over bumps.

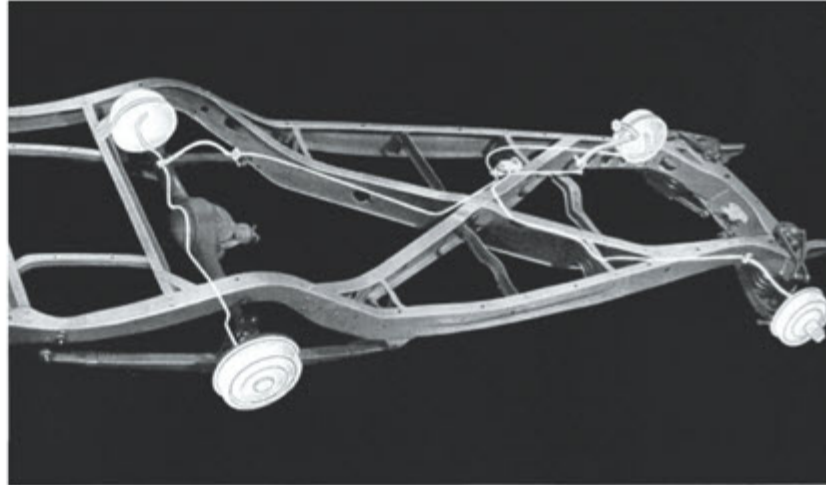


DUAL RIDE STABILIZERS—The Oldsmobile Eight's fine roadability and stability are further improved by two Ride Stabilizers (or sway eliminators), one at the front of the chassis and one at the rear. They eliminate sidesway, lurching, body roll and rear-end wander and result in much better car control at high speeds or when rounding curves. Dual stabilization also gives a steadier ride because its points of application are at both the front and rear ends of the car.





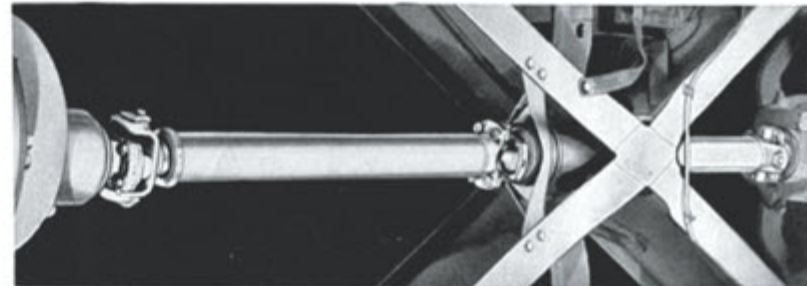
TRIPLE-SEALED BRAKES—Brakes are equipped with three-way seals which prevent dirt, mud and water from reaching the brake mechanism.



TRIPLE-SEALED SUPER-HYDRAULIC BRAKES—Oldsmobile's self-energizing super-hydraulic brakes offer outstanding advantages in safety and ease of operation. Braking action is positively equalized because all brake shoes are brought into contact with the brake drums simultaneously. Brake drum surfaces are of cast iron. The self-energizing action employs car momentum to multiply braking effort.



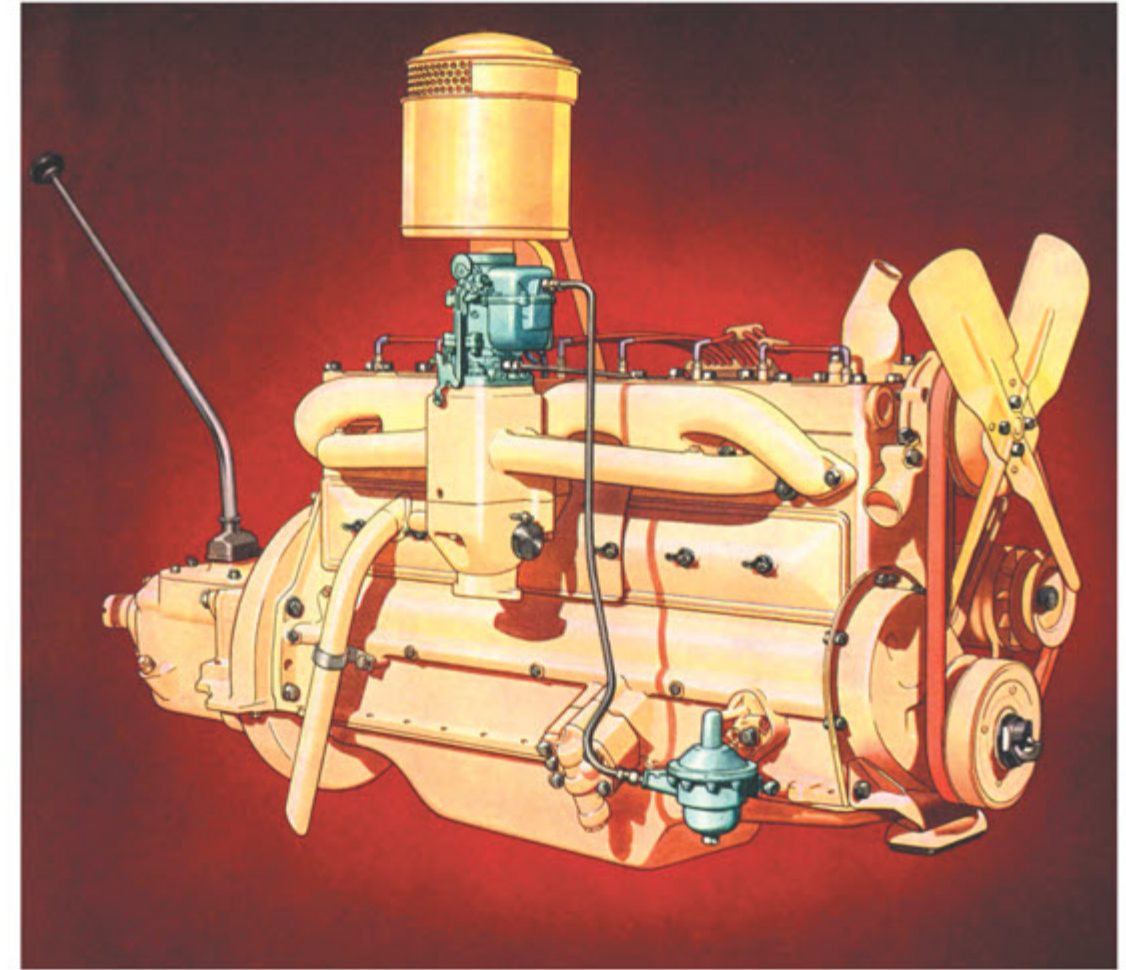
TRIPLE-LIFE BRAKE LINING—Oldsmobile's super-hydraulic brakes give extremely long service because they are lined with the most efficient, wear-resisting material.



STABILIZED PROPELLER SHAFT—One of the outstanding features of the Oldsmobile chassis is the stabilized propeller shaft which is remarkably sturdy and free from vibration. All three universal joints are of the precision, roller-bearing type.



7-BEARING REAR AXLE—Seven anti-friction bearings are used in the construction of this unusually sturdy axle, insuring long life and a minimum of rolling resistance. Long-life design is employed throughout.



QUALITY-BUILT 110 H. P. EIGHT-CYLINDER POWER PLANT

The engine in the Oldsmobile Eight is the ideal combination of tried and true principles with new and modern features. Built in perfect balance with the rest of the car, it gives to every phase of performance a sense of ease and rhythm that makes driving keen, zestful and effortless. It has

ample power for any test you care to make in speed, hill-climbing or acceleration. It is smooth, silent, responsive to the slightest touch of the accelerator. Yet, it is extremely economical to operate. Truly, a great and magnificent power plant...spirited, dependable and thoroughly satisfying to own.