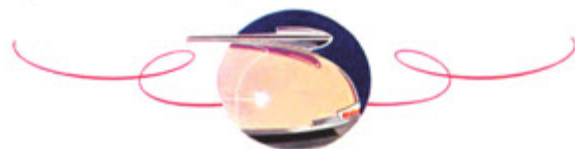




Owner satisfaction with the Oldsmobile Six is a direct result of the high quality built into the car at the factory. Never in Oldsmobile's forty years' history have owners been more enthusiastic.

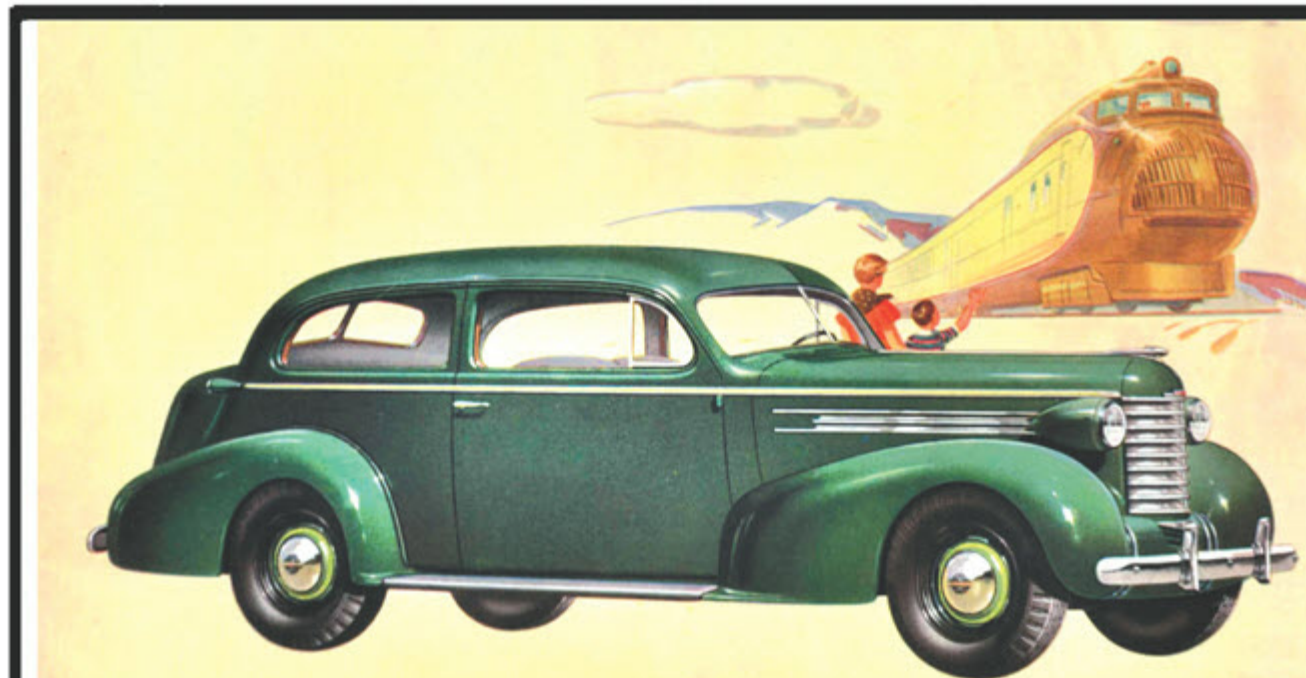
THE OLDSMOBILE SIX

*Roomy...Powerful...Distinctive
Combining Style Leadership with
Quality and Dependability at Low Cost*



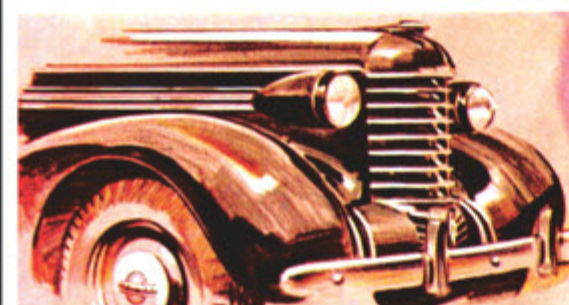
OUT OF OLDSMOBILE'S great fund of manufacturing experience has come this sparkling new Six, with a style distinctly its own. It has been Oldsmobile's purpose to give you a car that is the newest of the new—but a car with every single feature proved time and time again;—through long testing; through engineering knowledge and by long experience in building cars for lasting owner

satisfaction . . . Oldsmobile has bent all its efforts, utilizing greatly increased manufacturing facilities, to create the finest possible value in smart, low cost transportation . . . Here, at modest cost, Oldsmobile has given you an automobile of exceptional individuality in appearance, with an abundance of power, large in every way, spacious and comfortable, alert, responsive, dependable and economical both to buy and to own.



The TWO-DOOR TOURING SEDAN

This big, roomy car with a built-in trunk is universally popular. The very wide rear seat and the divided, sedan-type front seat each provide comfortable, easy-riding space for three passengers. This very attractive, practical model finds especial favor as a car for general family use.



COMFORT

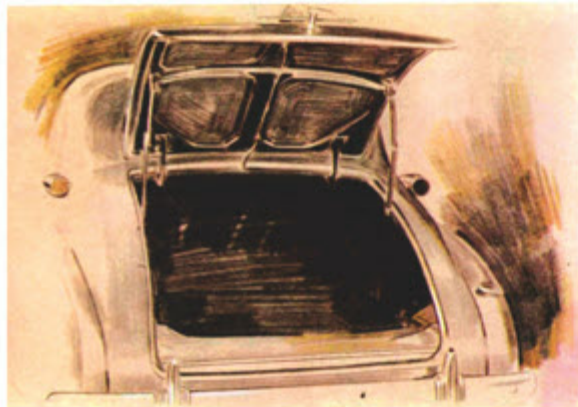
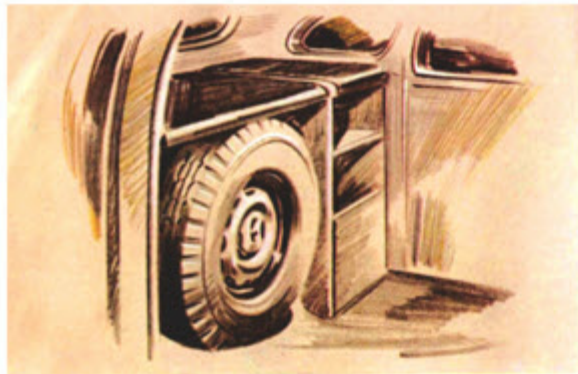
Inviting interiors, with especially generous seating space, extra leg room and comfortable clearance overhead, characterize the Oldsmobile Six. Seats are extraordinarily wide and deep-cushioned and are built with the most restful contours. But the exceptional comfort of Oldsmobile is more than a matter of fine interior design. The very performance of the car itself assures true motoring ease. Knee-Action Wheels glide your Oldsmobile Six over road irregularities without pitch or toss. Dual Ride Stabilizers, front and rear, remove swerve and sway. You ride relaxed, thoroughly at ease, entirely comfortable under all driving conditions.

• ♦ •

(upper left)
Sedan-type folding front seats provide easy access to the rear of two-door sedans. Full-width—they will accommodate three comfortably.

(center left)
The spacious rear trunk compartment provides more than ample room for your luggage as well as for the spare tire and wheel.

(lower left)
This striking front view illustrates the truly individual modern design that characterizes every feature of the 1937 Oldsmobile Six.



ECONOMY

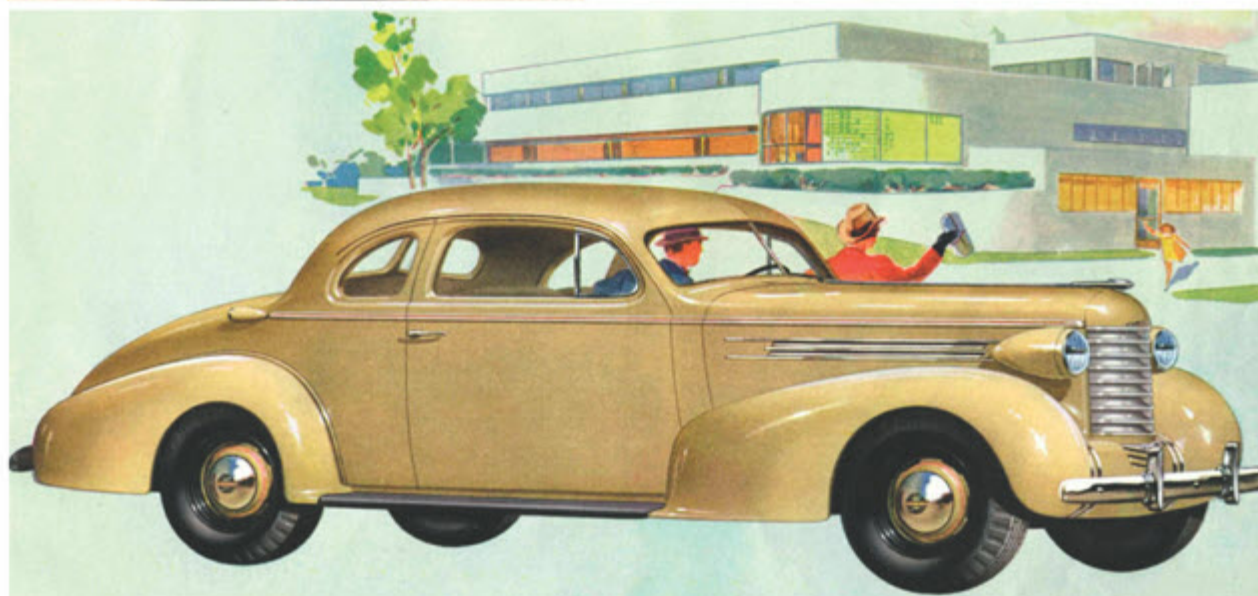
Certainly, one of the most important features of the Oldsmobile Six is economy. Not alone the economy of fuel and oil saving—but the year-in, year-out economy that comes from fine designing and quality manufacture. The Oldsmobile Six gives you unusual mileage per gallon of gasoline. And it is very sparing in its consumption of oil. These economies, with Oldsmobile's low first cost, are the savings you realize at once. However, after you have owned an Oldsmobile Six through miles and months of use, you will know this:—that freedom from repairs and replacements is another lasting Oldsmobile economy, built into your car through care and quality.

♦ ♦ ♦

(upper left)
The Business Coupe carries the spare wheel, tire and tools behind the front seat in order to allow maximum storage space in the rear.

(center left)
The entire rear deck of the Business Coupe is available for storing luggage and samples. It actually has thirty cubic feet capacity.

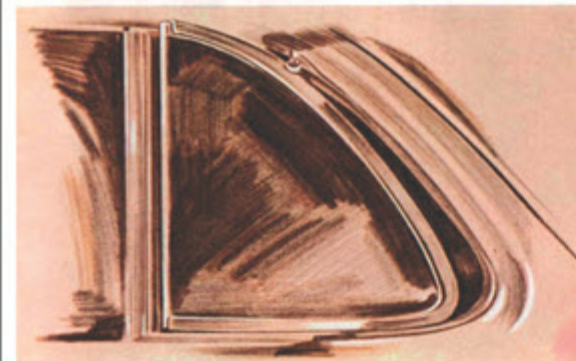
(lower left)
The instrument panel of the Oldsmobile Six is a handsome addition to the car's modern beauty as well as a highly efficient aid to driving.



The BUSINESS COUPE

The thorough dependability and all-round economy of Oldsmobile recommend it as an excellent car for business use. This model, with its unusually

large luggage space, serves business men especially well, and not only does it provide extra room throughout, but it is also a very comfortable car.



ROOMINESS

The Oldsmobile Six is big in every way. There is no skimping of room anywhere. The seats are so wide and comfortable that there is never any feeling of being cramped or crowded. There is ample leg room so that everyone can stretch out leisurely. And while the car is low in appearance and close to the road, there is plenty of head room inside. Seats are wide, luxurious and deep-cushioned. With this new measure of interior roominess, the Oldsmobile Six features unusually wide doors, exceptional visibility from within the car and many interior appointments for added comfort.

♦ ♦ ♦

(upper left)
Note the broad, wide, deep-cushioned seats and the unobstructed floor. Three may ride here for many miles in perfect comfort. Everywhere inside this car there is an unusual amount of space.

(center left)
Genuine Fisher No Draft Ventilation, individually controlled, is another of Oldsmobile's delightful comfort features. Every passenger may enjoy fresh air without disturbing or harmful drafts.

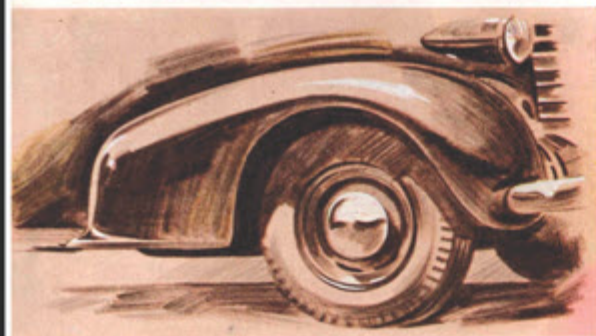
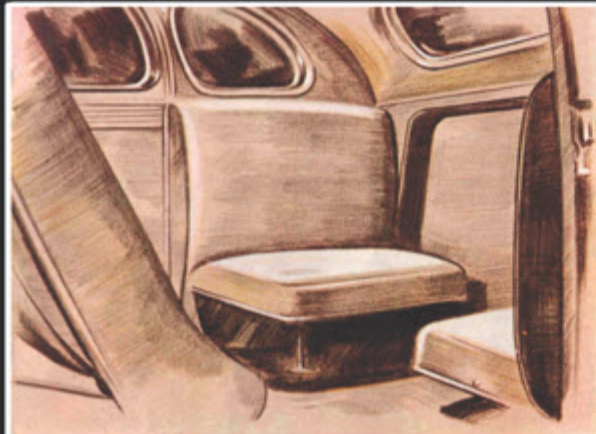
(lower left)
Large, upholstered, handle-shaped arm rests in the front compartment serve also as a handy aid to opening and closing front doors.



The FOUR-DOOR SEDAN

This popular model, with its particularly attractive, modern lines and its handsome appointments, is a splendid example of the exceptional

value which Oldsmobile can offer in fine economical transportation. Here is a car big in every way, with a ninety-five horsepower engine.



POWER

The Oldsmobile Six is an unusually powerful car, developing 95 brake horsepower. The flow of power is smooth and silent at every speed. The engine answers the accelerator with eager, swift response . . . carries the car through the thickest city traffic with agile ease . . . sends it over the steepest grades without faltering. And this power, for all the brilliance it brings to performance, serves you economically — with low gasoline and oil consumption and an absolute minimum of maintenance. This is the kind of automobile which you can *always* depend upon both for what it does and for what it saves.

♦ ♦ ♦

(upper left) Behind the front seats of the Club Coupe is a spacious compartment equipped with two auxiliary, built-in, folding seats for extra passengers.

(center left) Fenders are designed in the most advanced present-day fashion, to set off the smart, new, modern lines of the Oldsmobile Six.

(lower left) The rear contours are a new expression of streamlined design, exemplified by the dual tail and stop lights mounted high on each side.



The CLUB COUPE

This new model, popular for its dashing, fashionable lines, provides two interior auxiliary seats for extra passengers. They fold back in recesses

when not in use, to create a convenient, extra storage space. An ample rear deck compartment holds luggage, spare wheel and tire and tools.



LUXURY

True luxury is found in the Oldsmobile Six — the luxury of fine interior appointments and beautifully finished upholstery — and the luxury of restful riding and silken-smooth performance. Rarely, indeed, do you find a car of such modest price so completely fitted, so smartly tailored, so thoughtfully designed for comfort and so extraordinarily spacious throughout. Seats are form-conforming and are pitched at exactly the right angle. Built-in arm rests are provided, front and rear. Here, in reality, is the all-round luxury and unskimped quality that are found usually only in cars that cost a great deal more.

♦ ♦ ♦

(upper left) The beautiful, flowing rear body contours of the Oldsmobile Six are in every way a fitting complement to its dashing, modern style.

(center left) This front seat is adjustable to any leg-length. As the seat comes forward, the back rises—to provide a position of greater comfort.

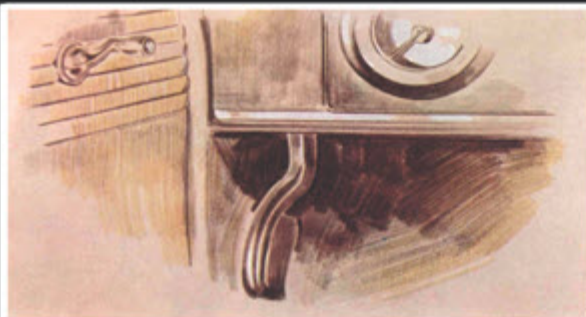
(lower left) The arm rest and handsome interior appointments of the Oldsmobile Six illustrate the care taken to create a thoroughly fine automobile.



The FOUR-DOOR TOURING SEDAN

This large, high-powered, roomy model is especially popular as a family car—both for the finished beauty of its modern lines and

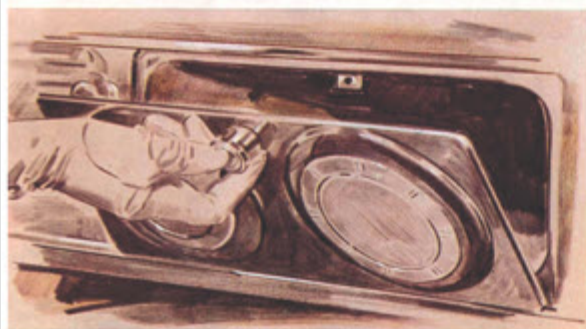
its spacious comfort. There is an unusually large, well-arranged, built-in compartment in the rear for necessary luggage and spare tire.



PERFORMANCE

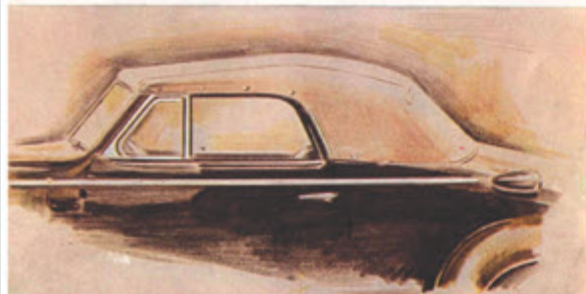
Able is the word that describes the performance of the Oldsmobile Six. This exceptionally capable car, through advanced engineering and quality manufacture, brings you all-round performance rarely experienced in an automobile so moderately priced. Lightning getaway, thrilling speed and remarkably smooth, easy travel are here to please you. Here, too, are unusual oil and gas economy and the final test of any car's performance — *dependability*. Back of this car are forty years of experience in building real reliability into an automobile. The Oldsmobile you buy today will serve you brilliantly, faithfully for a long time to come.

♦ ♦ ♦



(upper left)
The hand brake is conveniently located under the dash at the left of the driver . . . giving more room for all passengers in front.

(center left)
A spacious parcel compartment is located at the right of the instrument panel. It is equipped with a special lock, for safety.



(lower left)
The Convertible Coupe is a very comfortable, snug automobile with its top raised—and a particularly smart sport car with top down.



The CONVERTIBLE COUPE

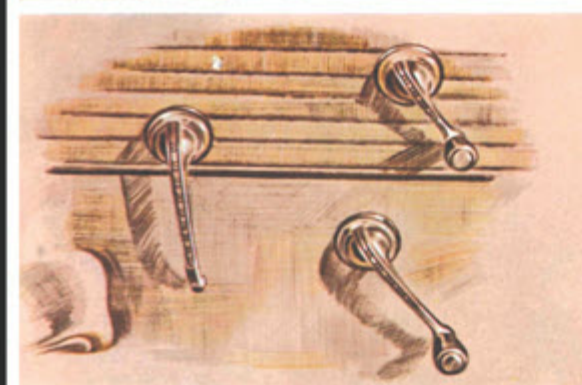
A spirited, youthful car is this smart coupe—a rakish roadster open to the sun and the air, or a weather-tight closed car at will. Both the driver's compartment and the wide rear deck seat provide roomy, easy-riding comfort. Luggage space is located behind the front seat.



SAFETY

Nowadays, no feature is more important than *Safety* . . . That is why Oldsmobile has made safety a first essential of design and construction. Here in this thoroughly modern car, you find the new Unisteel Turret Top Fisher Body; X-type frame with I-beam cross members; self-energizing, completely sealed Super-Hydraulic Brakes; Dual Ride Stabilizers and Center-Control Steering; and Safety Glass standard throughout in all models. Oldsmobile has made every possible provision for your security —has provided every driving aid for your peace of mind. As a matter of fact, you can be assured that there is no safer car on the highways today than the Oldsmobile Six!

♦ ♦ ♦

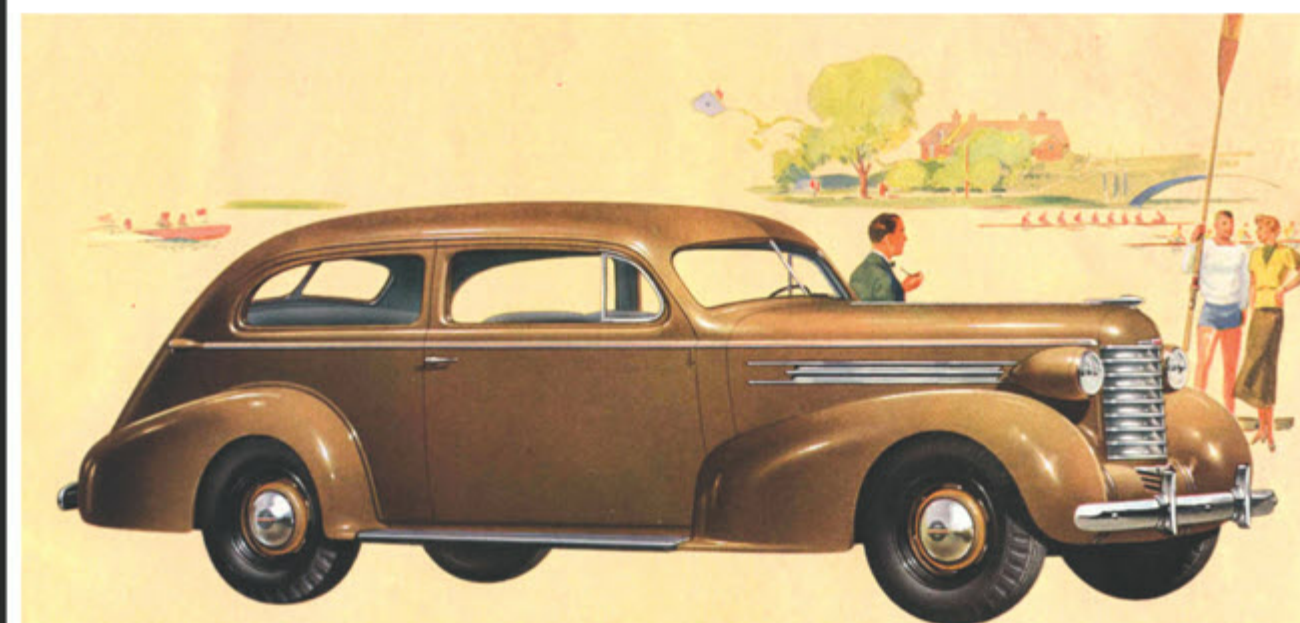


(upper left)
The rear compartment provides a remarkable amount of storage and luggage space and, in addition, carries the spare tire.

(center left)
Distinctive hardware, beautifully wrought in rich chromium, is another fine-car feature that distinguishes the Oldsmobile Six.

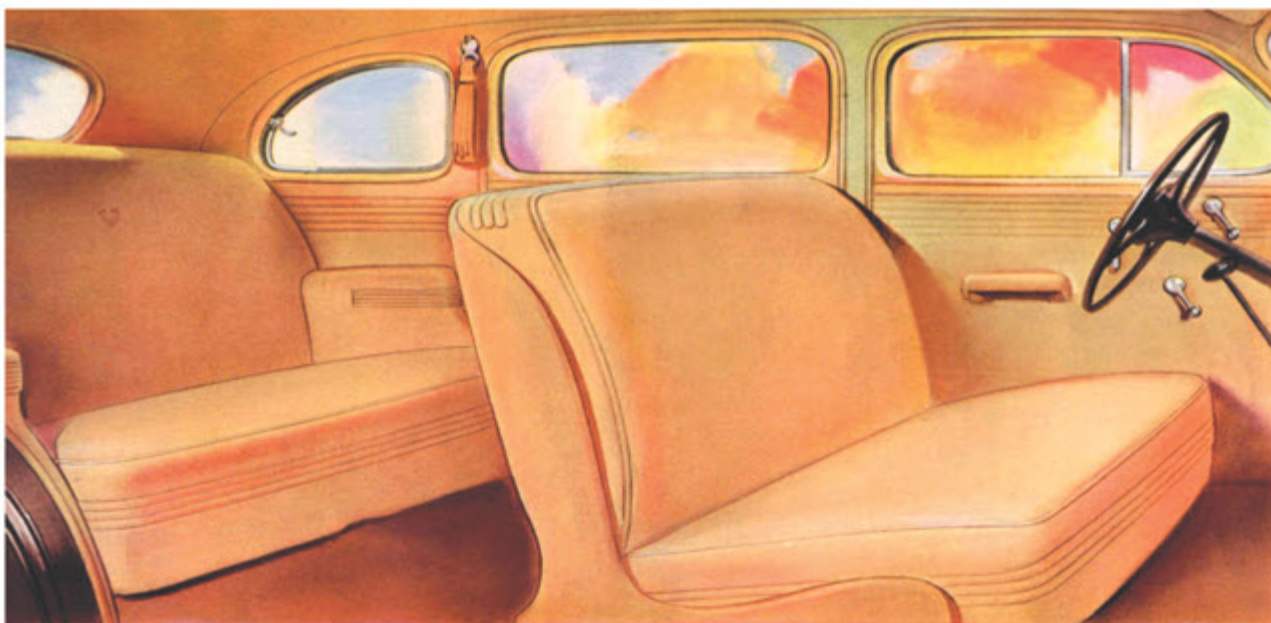


(lower left)
Streamlined rear contours, tail light design, chrome trim and bumper illustrate again the genuinely distinctive styling of the Oldsmobile Six.



The TWO-DOOR SEDAN

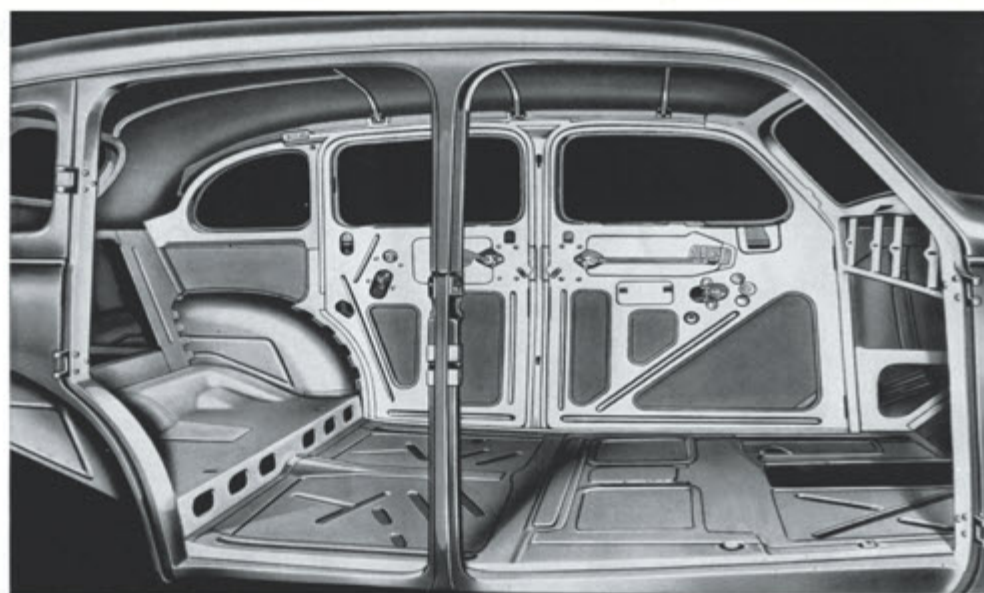
A specially attractive model, as practical as it is good to look at. Roomy, high-powered, with long, fleet lines, this Oldsmobile has found favor everywhere. Divided, sedan-type front seat for easy entrance to the rear compartment. Large space in the rear deck for luggage.



INTERIORS ARE RICHLY APPOINTED

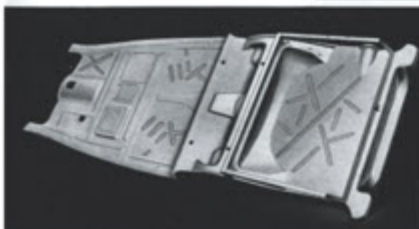
The Oldsmobile Six is luxuriously upholstered and appointed in character. The smartly tailored cushions are of the pillow type . . . found in exclusive custom bodies and used only in the finest of furniture. The high-grade fabrics used in the Oldsmobile Six come in a choice of excellent quality tan cloth or in rich taupe mohair for seat coverings. Cushion construction,

arm rests, every item of hardware—all express the best modern taste—the very broad, deep, form-fitting seats, the wide, unobstructed floors, the distinctive hardware, the many appointments which add immeasurably to convenient motoring—are all here to make your Oldsmobile Six the most restful riding, most thoroughly satisfactory automobile you have ever owned.



UNISTEEL BODY BY FISHER

The entire body, both framework and panels, is welded into an integral unit of solid 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.



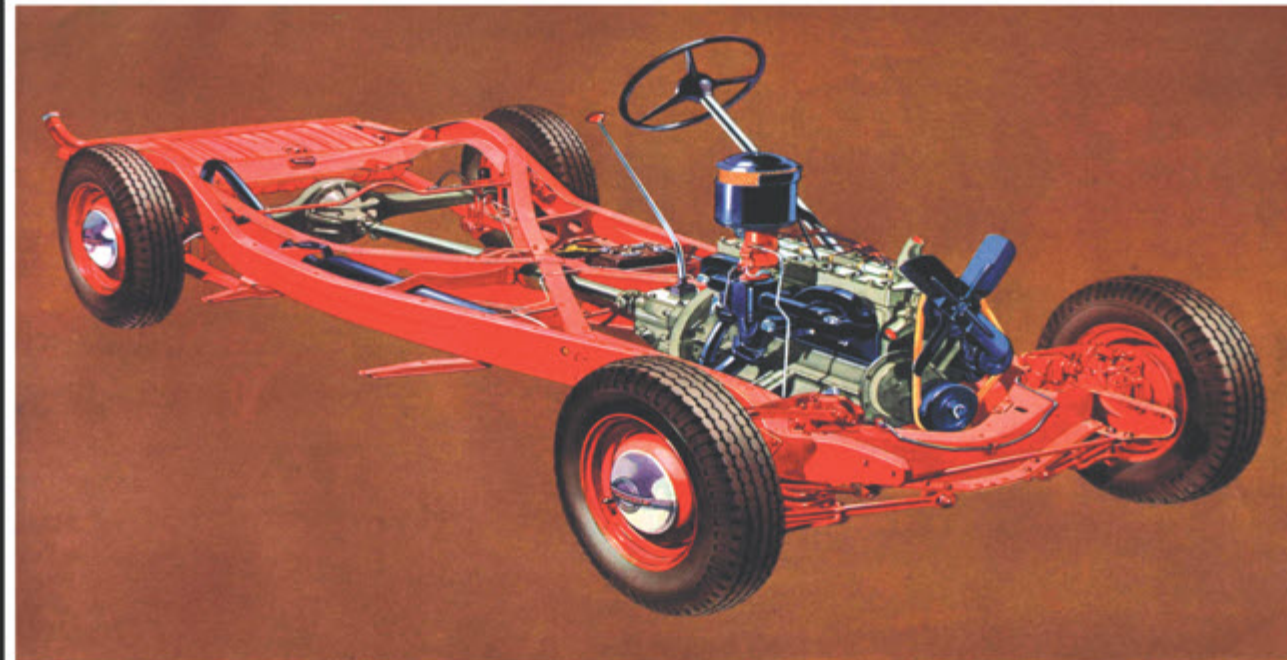
A SOLID STEEL FLOOR BENEATH YOU—The solid steel floor is fabricated from heavy gauge steel welded into one piece. It is ribbed and stamped and reinforced at vital points by U-shaped steel cross bars.



THE FAMOUS FISHER TURRET TOP is made of solid steel and bonded by welding to the big steel body panels to form a continuous, extremely secure steel casing. The roof, itself, is reinforced with rubber-insulated steel cross bows which are welded to the steel inner-body frame.

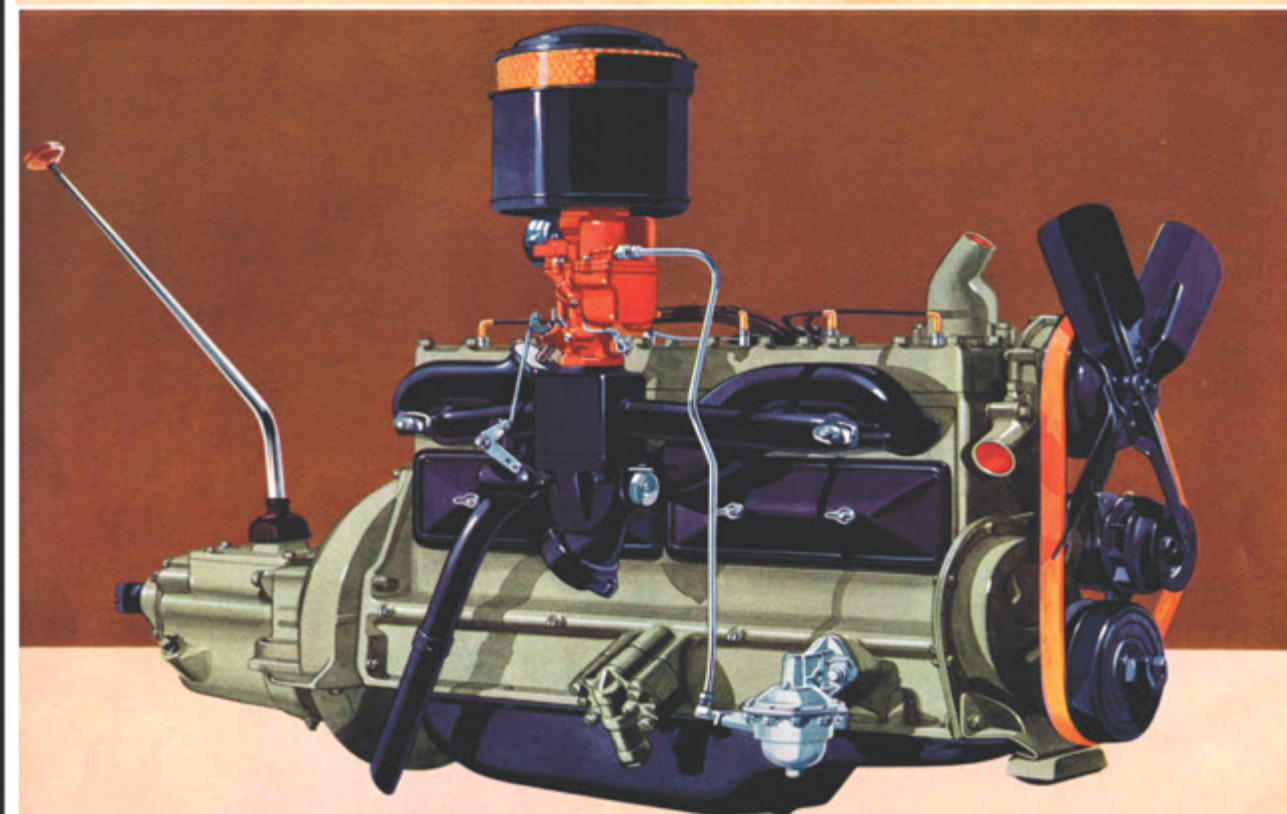


ONE-PIECE COWL ASSEMBLY—An all-steel cowl, welded into one complete unit, gives added strength and rigidity to the entire body structure.



OUTSTANDING CHASSIS FEATURES

1. 95 Horsepower, Six-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. Seven-Bearing Rear Axle. 9. Triple-Sealed, Super-Hydraulic Brakes. 10. Cast-Iron Braking Surfaces. 11. Safety-Steel Wheels. 12. 16 x 6.50 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.



A BIG, POWERFUL 95 H. P. SIX-CYLINDER ENGINE

The superb performance for which Oldsmobiles have always been noted is even more satisfying in this big, 95 h. p. engine. It combines hair-trigger acceleration, speed to meet any emergency and power to pull the

steepest hills. It is free of vibration throughout the entire range of performance and is extremely economical on gasoline and oil. Cooling and lubrication systems are outstanding engineering achievements.

1940

SPECIAL DELUXE
MASTER DELUXE
MASTER 85

CHEVROLET

"Chevrolet's FIRST Again!"

1940 CHEVROLET

• These new Chevrolets for 1940 have been designed and built and priced to be first again . . . first in quality, performance, appearance, and economy . . . first in public favor . . . and first in sales—again in 1940 as they have been in eight of the last nine years.

Chevrolet herewith presents three series of passenger cars—*Special De Luxe*, *Master De Luxe*, and *Master 85*. All three are built to the same high standards of quality, in design, materials, and manufacture, for which Chevrolet has long been famous. All are Chevrolets through

and through, identical in the design and construction of their engines, transmissions, clutches, rear axles, and brakes. All have Chevrolet's exclusive vacuum-power shift as standard equipment at no extra charge. All have genuine Fisher all-steel bodies.

These three series of Chevrolets for 1940—differing in price only as they differ in their equipment and trim—possess in full those superiorities in appearance, performance, safety, comfort, durability, and economy that have won and held for Chevrolet its leadership in national new car sales year after year.

Chevrolet's Three Chassis Models for 1940

Special De Luxe—Sport Sedan, Town Sedan, Four-Passenger Coupe, Business Coupe, Cabriolet, and Station Wagon, on Knee-Action chassis.

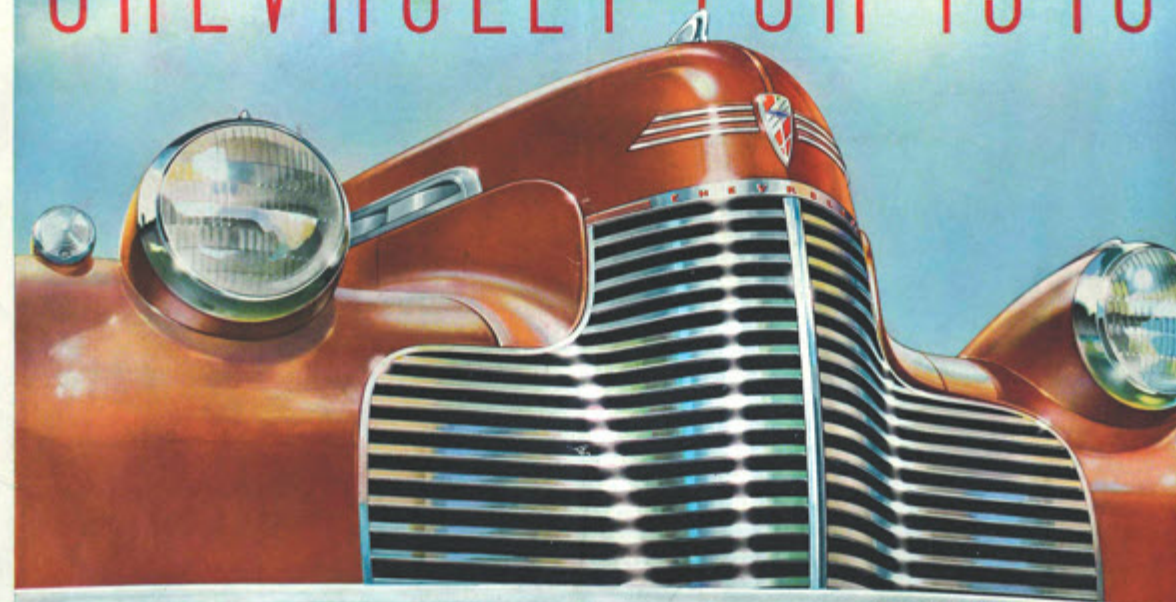
Master De Luxe—Sport Sedan, Town Sedan, Four-Passenger Coupe, and Business Coupe (bodies identical with those of the *Special De Luxe*, except in trim and equipment), on Knee-Action chassis.

Master 85—Sport Sedan, Town Sedan, Business Coupe, and Station Wagon (bodies identical with those of the *Special De Luxe*, except in trim and equipment), on conventional front-spring chassis.

NOTE—In this catalogue all body types (except the Station Wagon) of both the *Special De Luxe* and the *Master 85* series are shown in large illustrations and in many small detail illustrations. The *Master 85* illustrations serve also for the corresponding *Master De Luxe* body types, except that

the latter have bumper guards and running board moldings. Special illustrated folders covering the *Station Wagon*s, which differ in many details and specifications from the cars covered by this catalogue, may be obtained from your Chevrolet dealer.

CHEVROLET FOR 1940



1940 CHEVROLET

Featuring NEW "ROYAL CLIPPER" STYLING • BIGGER INSIDE AND OUTSIDE • NEW FULL-VISION BODIES BY FISHER • NEW EXCLUSIVE VACUUM-POWER SHIFT • "THE RIDE ROYAL"—Chevrolet's Perfected Knee-Action Riding System* • SUPER-SILENT VALVE-IN-HEAD ENGINE • PERFECTED HYDRAULIC BRAKES • ALL-SILENT SYNCRO-MESH TRANSMISSION • LARGER TIPTOE-MATIC CLUTCH • NEW SEALED BEAM HEADLIGHTS WITH SEPARATE PARKING LIGHTS • IMPROVED SHOCKPROOF STEERING* • NEW CRYSTAL-CLEAR HI-TEST SAFETY PLATE GLASS

*On Special De Luxe and Master De Luxe series.

BUSINESS COUPE *Special De Luxe*

1940 CHEVROLET



The new Sealed Beam headlamps, high and far apart, are ideally located to produce highway illumination of the maximum effectiveness.



Sturdy bumper guards, ornamental as well as practical, are used both front and rear.



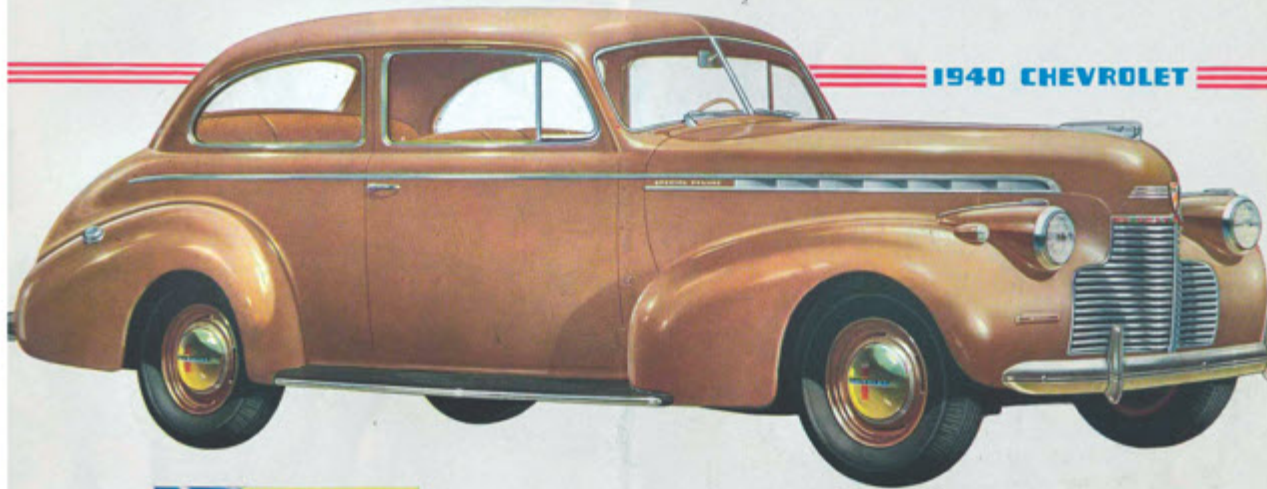
The unusually spacious luggage compartment is illuminated. The spare wheel is readily accessible.



The interior provides full comfort for driver and passengers, plus a large luggage deck supplementing the rear compartment.

Special De Luxe TOWN SEDAN

1940 CHEVROLET



The smoothly contoured rear-end combines beauty with utility, for it encloses a large illuminated compartment for carrying luggage.



Spare wheel and tire are at the front of the compartment, for maximum luggage space.



Beneath the floor of the trunk compartment, easily accessible in time of need, is a special tool box with removable cover.



Unusually spacious, and richly appointed, the rear passenger-compartment offers luxurious comfort.

FOUR PASSENGER COUPE *Special De Luxe*

ALSO AVAILABLE IN MASTER DE LUXE SERIES

1940 CHEVROLET



Safety rubber treads cover the running boards, which end short of the rear fenders and are self-draining.



Door handles are curved inward, to provide a positive grip and to promote safety. Door latches are quiet and easy in action.



The rear compartment has a full-width seat. Above it is a convenient shelf, for small packages.



The unobstructed floor and full-width cushion permit three passengers to ride in comfort in the front seat of the Coupe models.

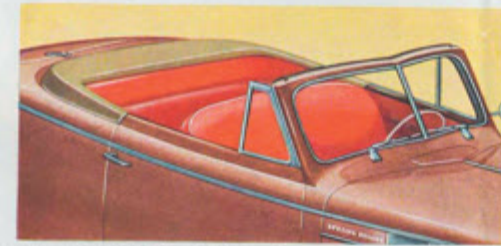
SPORT SEDAN *Special De Luxe*

1940 CHEVROLET



Special De Luxe CABRIOLET
AVAILABLE ONLY IN SPECIAL DE LUXE SERIES

1940 CHEVROLET



This newly-added body model differs from former Cabriolets in that all passengers ride within a single compartment, under cover when the top is up. In place of the rumble seat is a large space for luggage. The Cabriolet is virtually a two-door phaeton, accommodating four to six passengers.



The spare tire is carried under the luggage deck, which is cut away to leave room for bulky pieces at the side.



The full-width seats, front and rear, are covered with real leather. The folding top is of durable fabric.

Master 85 SPORT SEDAN
ALSO AVAILABLE IN MASTER DE LUXE SERIES

1940 CHEVROLET

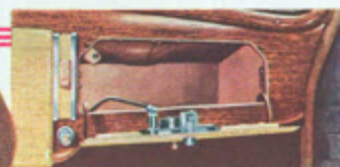
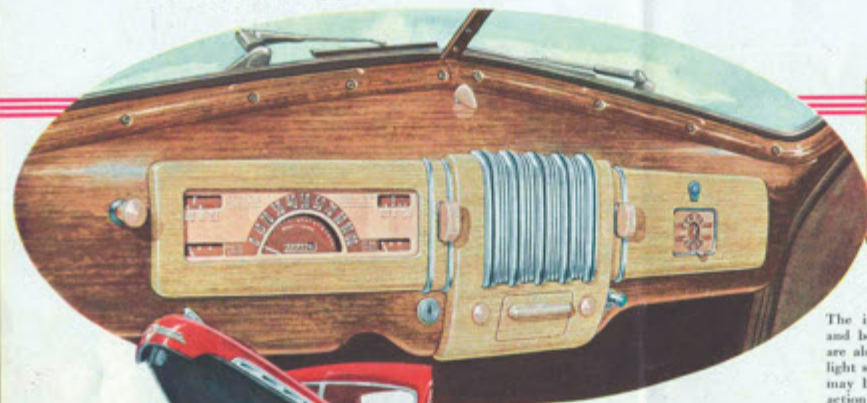


Wide doors make for easy access to both front and rear compartments. Six adult passengers are accommodated in comfort, three in each seat. A foot rest is built into the back of the front seat. At the top of the rear seat back.



No Draft ventilation features all Chevrolet closed bodies. The ventpanes, regulated by crank controls, are adjustable to effect any degree of air circulation desired. Drip guards above the ventpanes keep out rain. Ven-

BODY FEATURES



All passenger car body types have a large, convenient instrument panel compartment. An electric light illuminates the interior on the Special De Luxe series.

The instrument panel combines utility, convenience, and beauty. The dials are directly before the driver, as are also the most frequently used controls. The main light switch regulates the instrument panel lights, which may be dimmed or extinguished. A clock and a snap-action cigarette lighter are standard equipment on the Special De Luxe series which is illustrated.



Battery, radiator, and oil-filler are made easily accessible for checking and filling by the one-piece hood, hinged at the rear. Counter-balance springs make it easy to raise the hood, and hold it in full open position.



Double interlocking hood catches insure that the hood cannot be opened either accidentally or by unauthorized persons. First, the hand lock release knob, under the dash, must be pulled; then a secondary safety catch at the front must be released.



Chevrolet's exclusive stabilized front-end unit supports the radiator core, fenders, and headlights on a massive steel frame, and safeguards them from weaving and twisting. The stabilizer is rubber-mounted on the front cross-member of the chassis.



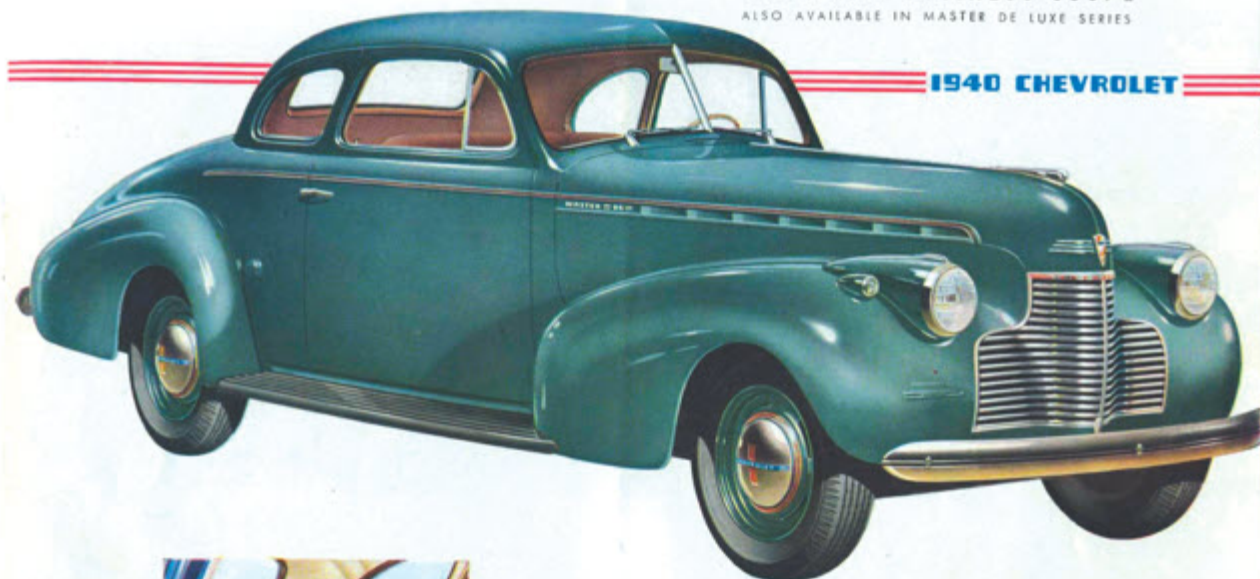
Two sun visors are regular equipment on the Special De Luxe. They may be used as shown when driving into the sun, or turned to shield the driver and passenger from glare from either side of the car.



The Special De Luxe steering wheel has special hand grips and is equipped with a horn-blowing ring. All No Draft ventpanes are equipped with locks and protected by drip guards that prevent rain from entering the car.

Master 85 BUSINESS COUPE
ALSO AVAILABLE IN MASTER DE LUXE SERIES

1940 CHEVROLET



The large interior luggage space is readily accessible upon tilting forward a section of the front seat back. The luggage deck, covered with a ribbed rubber mat, is level. Above the rear panel of the compartment is a ledge convenient for carrying small parcels or articles to be kept separate from the luggage.



The rear luggage compartment is longer and deeper than in previous models. Its capacity is further increased through the use of exterior deck-hinges, instead of interior hinges that interfere with loading. The compartment is illuminated.

TOWN SEDAN Master 85
ALSO AVAILABLE IN MASTER DE LUXE SERIES

1940 CHEVROLET



The conveniently located ventpane and window controls and door handles have plastic fittings in colors harmonizing with the trim.



Added inches of width at the front of the body allow for a front seat in which three passengers may ride in full comfort. The floor is without obstruction—the vacuum-power shift lever being on the steering column, and the hand-brake lever under the cowl. The Hi-Test safety-glass windshield, also increased in width, affords true "observation-car" visibility. Instrument dials are grouped in front of the driver.

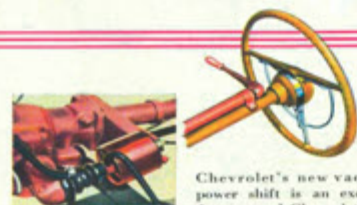


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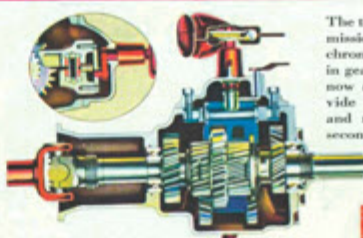
MECHANICAL FEATURES



Chevrolet's new vacuum-power shift is an exclusive feature, and Chevrolet offers it as standard equipment at no extra charge, on all passenger car models. . . . Because the vacuum gearshift mechanism is built into the chassis, it is sturdy, compact, and efficient. Shifting is positive, quick, and easy—for vacuum supplies 80 per cent of the force required. You shift effortlessly, without letting go of the wheel.



In its new location under the locked hood, right side, the battery is so accessible that it may be checked frequently to insure better service.



The time-tried Synchro-Mesh transmission is all-silent. Its sturdy synchronizing device assures silence in gear changing, and helical gears now are used throughout to provide silence in the drive, in low and reverse gears as well as in second and third.



Low pedal-pressure and smooth engagement are features that distinguish the diaphragm-spring clutch. The 1940 clutch has improved disc cushioning.

The 1940 generator is a heavy-duty unit having a higher charging rate, with voltage and current regulator to maintain full output even at low speed (20 m.p.h.).



Chevrolet's hypoid-gear rear axle is silent and trouble-free. The torque tube relieves the rear springs of undue loads. The propeller shaft universal now has needle-bearings.

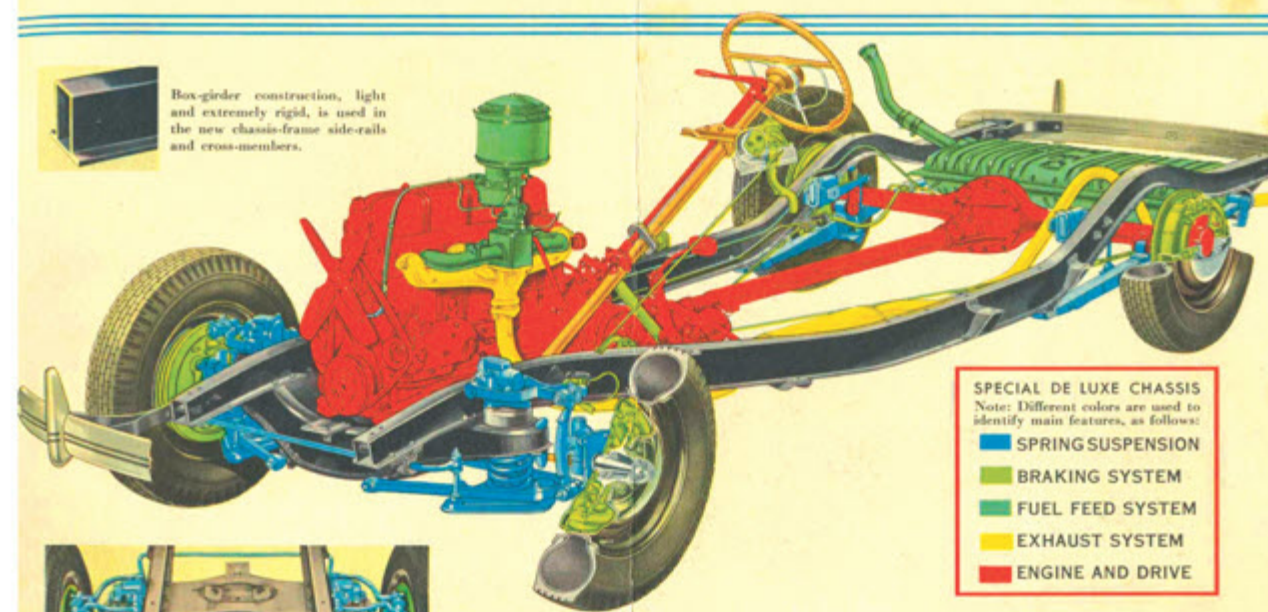


By means of the octane selector, the ignition timing may be set to get the most out of whatever grade of fuel is used.



Double-articulated brake-shoe linkage promotes positive equalized braking and prolongs lining life.

A new high-capacity oil pump forces jets of oil against dipper cups on the connecting rods. High pressure created by the impact causes a flow of oil to flush the bearings.



SPECIAL DE LUXE CHASSIS
Note: Different colors are used to identify main features, as follows:
■ SPRINGS/SUSPENSION
■ BRAKING SYSTEM
■ FUEL FEED SYSTEM
■ EXHAUST SYSTEM
■ ENGINE AND DRIVE



Knee-Action details (linkage, springs, built-in shock absorbers, ride stabilizer) are shown clearly in the large cutaway view of the chassis. Above is shown the entire Knee-Action front-end unit, also the shockproof steering with a separate tie-rod to each wheel.

FEATURES OF THE 1940 CHEVROLET CHASSIS

The *Special De Luxe*, *Master De Luxe*, and *Master 85* Chevrolet chassis for 1940 are identical in the basic design and construction of their frames, engines, transmissions, clutches, rear axles, and brakes. Both the *Special De*

Luxe and the *Master De Luxe* have Knee-Action front springing and shockproof steering; the *Master 85* has a conventional front axle and semi-elliptic leaf springs. The large illustration on this page shows the *Special De Luxe*.

SPECIFICATIONS

ENGINE: Valve-in-head, 84.5 horsepower. Six cylinders, 31½" bore, 3½" stroke.

PISTONS: Lightweight, cast gray iron, with dome head. Electro-plated. Diamond bored bushings.

CRANKSHAFT: Weight 69 pounds. Four main bearings. Counter-balanced. Rubber floated harmonic balancer.

CONNECTING RODS: Diamond bored bearings.

OILING SYSTEM: Specialized system with pressure streams to connecting-rod bearings (instant cold-starting lubrication) and positive pressure to crankshaft, camshaft, and valve rockers. Gear-type pump in crankcase, with screen on intake. Crankcase ventilation. Refill capacity, 5 quarts.

FUEL SYSTEM: Carter single-adjustment balanced down-draft carburetor. Octane selector. AC air cleaner, silencer, flame arrester. Fuel mixture heated (thermostatic control) in manifold heat-chamber. High-reserve fuel pump. 16-gallon tank. (On *Business Coupe*, 18-gallon tank.)

COOLING SYSTEM: Capacity, 14 quarts. Harrison ribbed-cellular all-copper radiator core. Self-adjusting, permanently lubricated ball-bearing water pump. Full-length water jackets. Non-spray valve-seat cooling.

ELECTRICAL: Delco-Remy ignition with automatic and vacuum spark-advance control. High-output heavy-duty ventilated generator with voltage and current regulator, 100 ampere-hour battery, under self-locking hood. Mechanical-shift starter.

CLUTCH: Diaphragm spring type, ventilated. Cushion-mounted disc with radial shotted, braided molded facings riveted on clock-spring-steel cushions. Permanently lubricated ball throwout bearing.

TRANSMISSION: Synchro-Mesh with helical gears throughout. Vacuum-power shift; lever mounted on steering column.

POWER PLANT MOUNTING: Five-point cushion-balanced.

FRAME: Box-girder type; side-rails and all cross-members of Banded box-section.

REAR AXLE: Semi-floating, with hypoid drive gears. One-piece differential case. One-piece banjo-type pressed steel housing. Six ball and roller bearings. Gear ratio 4.111 to 1 on both *De Luxe* models, 3.727 to 1 on *Master 85*.

PROPELLER SHAFT: Needle-bearing universal joint and tubular propeller shaft, both fully enclosed.

FRONT SPRINGS: Knee-Action, with fully-sealed bearings and high-efficiency, built-in double-acting hydraulic shock absorbers and ride stabilizer, on both *De Luxe* models. On *Master 85*, semi-elliptic springs, shackled at front; airplane type double-acting shock absorbers, and ride stabilizer.

REAR SPRINGS: Semi-elliptic springs with tapered leaf-ends; threaded shackles of tension type. Rubber isolated at front eye and spring seat. Metal spring covers and double-acting hydraulic shock absorbers on both *De Luxe* models. Single-acting hydraulic shock absorbers on *Master 85*.

STEERING GEAR: Worm and roller sector, fully adjustable; worm mounted on tapered roller bearings. On both *De Luxe* models, shockproof steering; ball bearing roller sector; ratio, 17½ to 1. *Master 85*, needle bearing roller sector; ratio, 19 to 1.

BRAKES: Four-wheel hydraulic; 11-inch brake drums, with alloy cast-iron braking surfaces and cooling ribs. Self-aligning, full-contact brake shoes. Mechanical hand brakes, with under-wheel trigger-release lever in combination with a high-efficiency rod mechanism.

WHEELS AND TIRES: Five three-spoke steel disc wheels. Five 6.00-16 tires.

WHEELBASE: 113 inches.

OVERALL LENGTH: 192½ inches (including bumpers).

BODY: Fisher Unitized construction, with Turret Top and solid steel underbody. Safety plate glass. Large sloping "V" windshield. No Draft ventilation, screened cool ventilator. Adjustable front seat. (Provision for heater installation under front seat.) Safety-streel all-rubber running boards. Large, illuminated rear luggage compartments, all body types (two in *Business Coupe*). Ventilating rear-quarter windows in *Town Sedan*. Three-passenger front seat with full-width cushion (divided back in *Town Sedan*, *Cabriolet* and all *Coupe*). Full-width interior rear seats in *Four-Passenger Coupes* and *Cabriolet*.

INSTRUMENT PANEL: Safety-guide speedometer, battery charge indicator, oil pressure gauge, gasoline gauge, and engine heat indicator, in a cluster, illuminated by controlled indirect lighting. Headlamp beam indicator. Illuminated ignition lock. Radio grille. Remote lock control for theftproof engine com-

partment. Package compartment with flush lock. Two windshield defroster openings.

APPOINTMENTS AND EQUIPMENT: Breathing-back condensation upholstery. Rear-view mirror. Adjustable sun visor. Two single-control wipers at bottom of windshield. Two coast hooks (except *Cabriolet*). Dual matched horns. Radiator ornament. Front and rear bumpers. Rear seat arm rests and foot rests in *Town Sedan* and *Sport Sedan*.

LIGHTS: Sealed Beam fender blended headlamps. Parking lamps on fenders. Foot-controlled beam switch, dual tail and stop lights. Separate rear license lamp. Dome light, all models, including *Cabriolet*.

ADDITIONAL STANDARD EQUIPMENT

Master De Luxe and Special De Luxe Models

Bumper guards, front and rear. Stainless steel running board moldings. Ash receiver on instrument panel. Two robe cords in *Town Sedan*, one in *Sport Sedan*. Two assist straps in *Sport Sedan* and *Four-Passenger Coupe*. Rear compartment ash receiver in *Sport Sedan* and *Town Sedan*. Front seat arm rest—two in *Special De Luxe Sport Sedan*. Decorative door sill plates.

On Special De Luxe Model Only

Cigarette lighter and clock on instrument panel. Glove compartment light. Two adjustable sun visors. De Luxe T-spoke steering wheel with horn-blowing ring. Carpet inserts in front floor rubber mat. Sliding glass in rear-quarter windows of *Sport Sedan* and *Four-Passenger Coupe*. Chrome decoration on door-window garnish molding. Leather facing on front seat arm rests. Stainless steel hood louver covers, body belt moldings, windshield trim molding, and (except *Cabriolet*) side window reveals. Decorative rear license plate.

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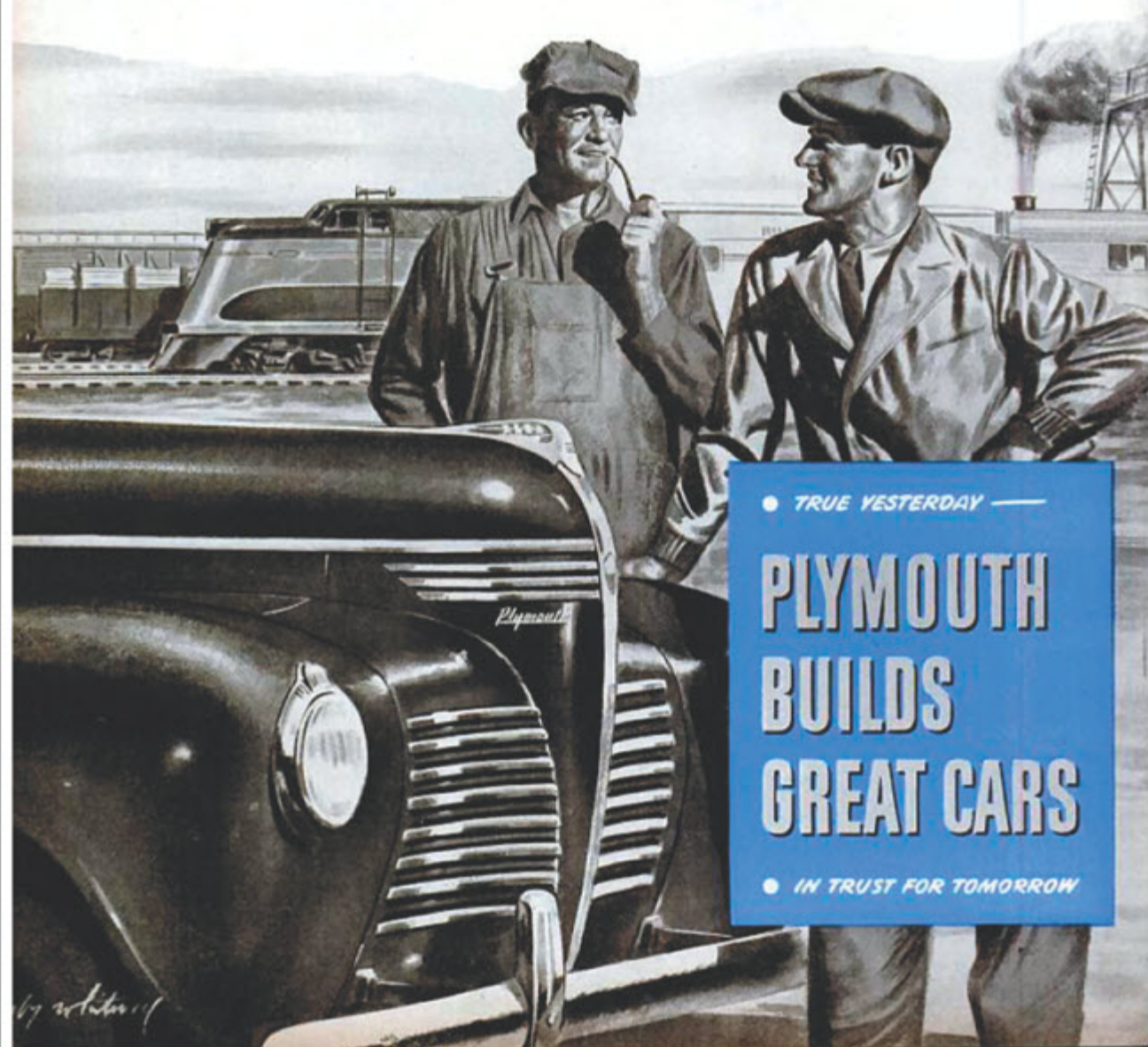
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1953 BUICK EMERGENCY HOOD OPENING ALL SERIES

Fig. 144 illustrates a method of releasing the hood when failure or breakage of the control wire or any of the releasing mechanism is experienced. By sighting through the lower emblem slot, the screwdriver blade can be placed directly on the releasing lever (See Fig. 145). By bumping the screwdriver with the palm of the hand, (Fig. 144) the lock will be released. Fig. 145 illustrates the position of the screwdriver when used as illustrated in Fig. 144.



FIGURE 144



FIGURE 145

It is cautioned, however, that care must be exercised not to mar the chrome grill area with the screwdriver when following this procedure.

If the hood is released and the hood remains closed and in the locked position, it may be that the locking bolt has become fouled under the lower hood latch. This condition, if present, can be observed by looking up between the splash pan and radiator and noting if the locking bolt is aligned properly in the center of the lower hood latch. A large screwdriver or pry bar may be used to align the locking pin if it is off center.

1953 Buick



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