

You can always
count on
Oldsmobile...



An integral part of its distinctive, clean-cut front end design is Oldsmobile's Double-Duty Bumper—a new type of construction, introduced by Oldsmobile, that gives extra strength, extra protection and extra safety. (For construction details, see mechanical section.)

IT'S QUALITY-BUILT TO LAST

THE nation's oldest motor car manufacturer has been serving the needs of the American public dependably, year after year, since 1897. Now, to help keep working America on the move and to serve an increased need for efficient, dependable, economical transportation, Oldsmobile offers the "B-44." It's a heavy, husky Oldsmobile, geared in design to the tempo of modern living, built to give years and years of dependable service, capable of fine performance, yet economical in its use of gasoline and oil. So advanced in style that it will keep its youth for years, so advanced in engineering that it incorporates everything that is

new and modern, the "B-44" is better looking, better lasting, and better built than any Oldsmobile in 44 years. The Oldsmobile "B-44" is offered in three wheelbase lengths, five series, including two sixes and three eights. The keynote of them all is quality... quality in design, quality in materials, quality in workmanship... quality that promises long-lasting satisfaction under any and all conditions—yet quality that exacts no premium in price. When it comes to value, as well as style, engineering, and workmanship, remember—"You Can Always Count on Oldsmobile!"



THE "B-44"... BETTER LOOKING... BETTER LASTING... BETTER BUILT THAN ANY OLDSMOBILE IN FORTY-FOUR YEARS



TO SERVE THE VITAL NEEDS OF TODAY'S AMERICA

DEFENSE comes first with Oldsmobile! The production of arms and ammunition for the United States Government takes priority over production of cars for civilian service. However, Oldsmobile will continue to build motor cars to keep working America on the move—but the quantity will necessarily be limited by the availability of materials and priority of defense production. Shells for field guns and howitzers started coming off the production line at Oldsmobile in April, 1941. Automatic cannon for fighting planes followed a few months later. And other defense activities are under way. To co-operate further with the defense program, changes in motor car specifications may become necessary in the interest of the national emergency. Therefore, Oldsmobile Division, General Motors Sales Corporation, reserves the right time, without notice, in prices, specifications and models, and also to discontinue models.



Developed. Proved and
Introduced by Oldsmobile... Backed by General Motors

MORE THAN JUST A FLUID COUPLING

Fluid coupling alone, no matter how efficient, is not enough to provide performance or economy comparable to that of Hydra-Matic Drive. Fluid coupling alone will not eliminate clutch, clutch pedal and all manual gear shifting.



MORE THAN JUST AN AUTOMATIC TRANSMISSION

Automatic gear shifting alone could never give the results you get with Hydra-Matic. It takes a combination of fluid coupling and fully automatic transmission to produce a completely automatic system of car control.

SAVES 419 DRIVING MOTIONS PER HOUR

Actual tests made in 36 different cities with the scientific Elfin-Meter demonstrated conclusively that, in city traffic, the average driver saves 419 clutch-pushing and gear-shifting operations per hour of driving.



SAFETY CONTROL ON STARTER

As an extra safety precaution, both the pre-engagement starter and the solenoid starter are fitted with automatic devices which make it impossible to start the engine while the car is in gear. Control lever must be in "neutral" for starter to operate.

HYDRA-MATIC DRIVE OPTIONAL AT EXTRA COST ON ALL MODELS

NOW in its third great year, Hydra-Matic Drive continues to be the most modern, most efficient method of car operation available to the American motorist. For Hydra-Matic is different from any other kind of drive—does more for the driver and contributes to better performance. Before it was ever offered to the public, Oldsmobile and General Motors engineers, working together, spent years of effort and millions of dollars, in experimental and testing work. An instantaneous success when first introduced, Hydra-Matic has gained steadily in popularity ever since, and has proved its manifold advantages under all conditions of car operation. Hydra-Matic is the world's first combination of high-efficiency fluid coupling and four forward-speed, fully automatic transmission. It eliminates the clutch pedal completely, and does away with manual shifting of gears. It improves getaway, makes driving safer, and raises gasoline mileage by 10 to 15 per cent. It serves the vital needs of today's America by increasing efficiency and economy and by conserving energy for productive work.



**HELPS YOU SAVE AMERICA'S
GASOLINE**—Reducing the number of engine revolutions approximately 20 per cent at boulevard speeds in the city, and at cruising speeds in the country, results in a 10 to 15 per cent saving in fuel consumption.



STEPS UP PERFORMANCE



MAKES DRIVING SAFER

Hydra-Matic, because of its liquid-smooth application of power, improves traction on snow and ice, thus greatly reducing the danger of skidding. Further, you can keep both hands on the wheel all the time for safer, surer car control.

Hydra-Matic makes cruising smoother and quieter on boulevard or highway. Flexibility is improved. You have blazing action on instant call—a tremendous power reserve for every need.

PROVED BY MORE THAN 300,000,000 MILES OF DRIVING IN THE HANDS OF OLDSMOBILE OWNERS

"I have driven my Hydra-Matic Olds 20,000 miles—on long, fast drives and hard ones. I consider Oldsmobile the greatest automobile built today, and Hydra-Matic the greatest development in the history of automobile mechanics."
H. G. G.—Tennessee

"I never dreamed there could be so much fun in driving till I stepped on the throttle of an Olds Hydra-Matic. Talk about power and getaway—I never saw anything like it!"
E. A. M.—New Mexico

"Have just returned from a 6,000 mile trip. I could have sold my Hydra-Matic Coupe on the spot for more than I paid for it—had no amount of money could buy it, if I thought I could not get another."
Mrs. M. A. B.—Indiana

"We want to tell you how much we enjoyed the Hydra-Matic Drive, especially in the mountains. We averaged 19 miles to the gallon, and didn't lose any time, either. Our trip covered nearly 9,000 miles."
J. P.—Connecticut

SNAPS UP GETAWAY

With ordinary transmissions, even the most expert driver loses power while shifting gears. Hydra-Matic is in gear all the time. Changes in gear ratio are made instantaneously, at exactly the right time.



SPECIAL PICK-UP GEAR FOR PASSING

For an extra burst of speed to pass a car or gain pick-up on hills, when traveling under 55 m.p.h., step all the way down on the gas. A special pick-up gear goes into operation automatically. Returns to direct drive automatically at 65 m.p.h., or by letting up on the accelerator.



The Oldsmobile Special

SERIES 66 AND 68

QUALITY marches on at Oldsmobile! Take a look at the big, stamina-styled Oldsmobile "B-44" Special—offered in two complete series of eight models each—Series 66, powered by the big, 100 H. P. Econo-Master six-cylinder engine, and Series 68, with the 110 H. P. Straight-Eight power plant. Like all Oldsmobiles, the "B-44" Special is quality-built to last. From the foundation of its rugged Dreadnaught Frame to such exterior features as Double-Duty Bumpers, high-crowned

**STYLED TO STAND OUT
BUILT TO STAND UP
PRICED JUST ABOVE THE LOWEST**

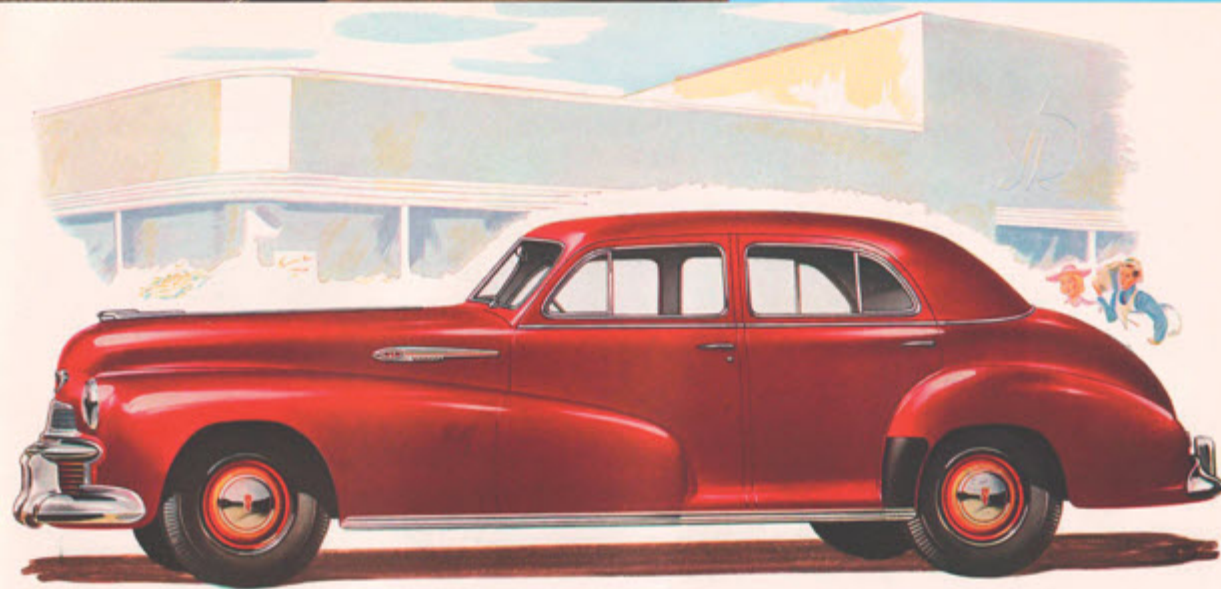
hood, and super-streamlined Fuselage Fenders, the highest standards have been observed in both materials and workmanship. And the Oldsmobile

Special offers size to match its style and stamina—far more length and breadth and roominess than you'd ever expect to find in the low-price field. It's a full 6½ feet wide and 17 feet long, with a wheelbase of 119 inches. It's a car you can count on—a car that will keep its youth for years in both style and performance.

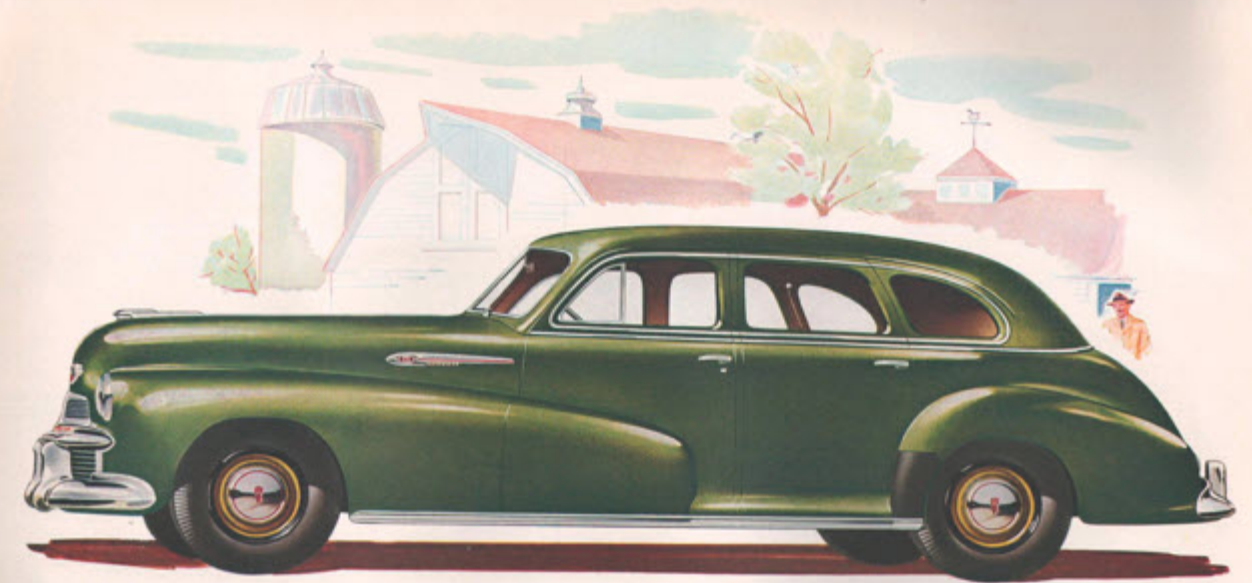


BIG, ROOMY INTERIORS TAILORED TO QUALITY STANDARDS

Interiors of Oldsmobile Special enclosed models are handsomely and durably finished in your choice of Ripple Weave Bedford Cloth or Mohair fabric, with broadcloth sidewalls and headlinings. Instrument panels of butt walnut finish, moldings of dark tone grain, and hardware of brown plastic all harmonize beautifully. A special "semi-deluxe package" consisting of de luxe instrument cluster, clock, and glove box door, automatic glove box light, de luxe radiator ornament, and de luxe ivory rim steering wheel is available on all models at moderate extra cost.



SPECIAL TOWN SEDAN—A comfortable, six-passenger four-door sedan styled along the lines of the Custom Cruiser. Interior appointments include rear seat assist straps, built-in foot rest, and front and rear arm rests and ash trays—appointments usually found only in cars of far greater cost. As in all Special and Dynamic models, the running boards are concealed and protected by the door panels as in the illustration at right.



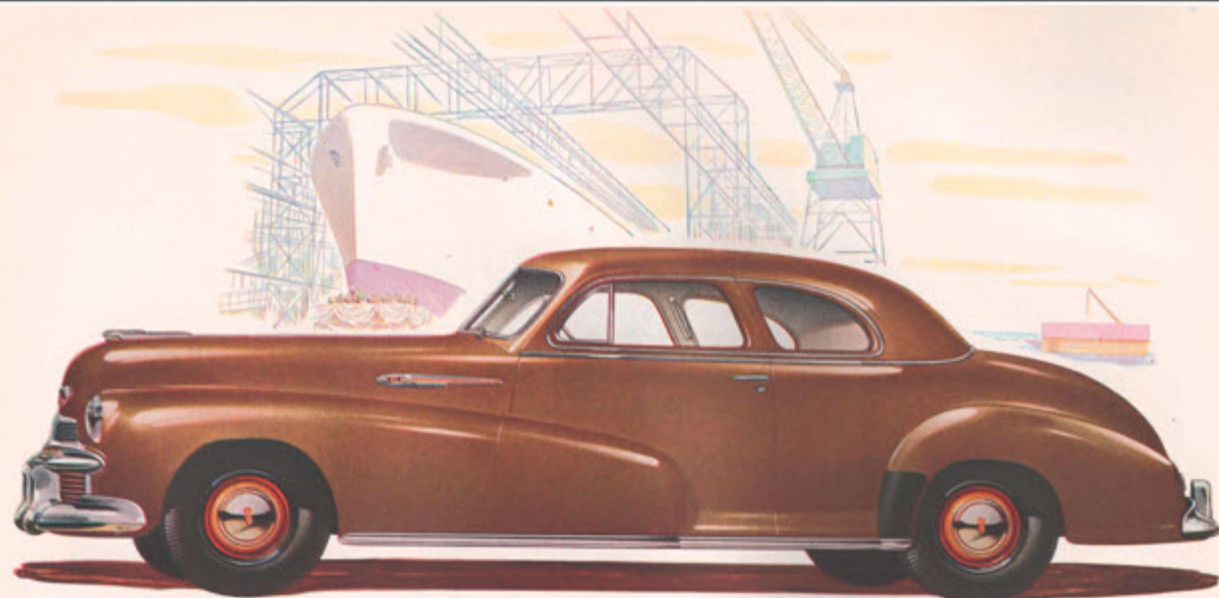
SPECIAL FOUR-DOOR SEDAN

—Both front and rear seats of this popular model are wide and deep, providing ample room for six adult passengers to relax in restful comfort. Wide doors, both front and rear, afford easy entrance and exit. The extra-large luggage compartment (right) is fully carpeted and weather sealed. The spare tire and wheel, mounted vertically at the side, may be removed without disturbing luggage.

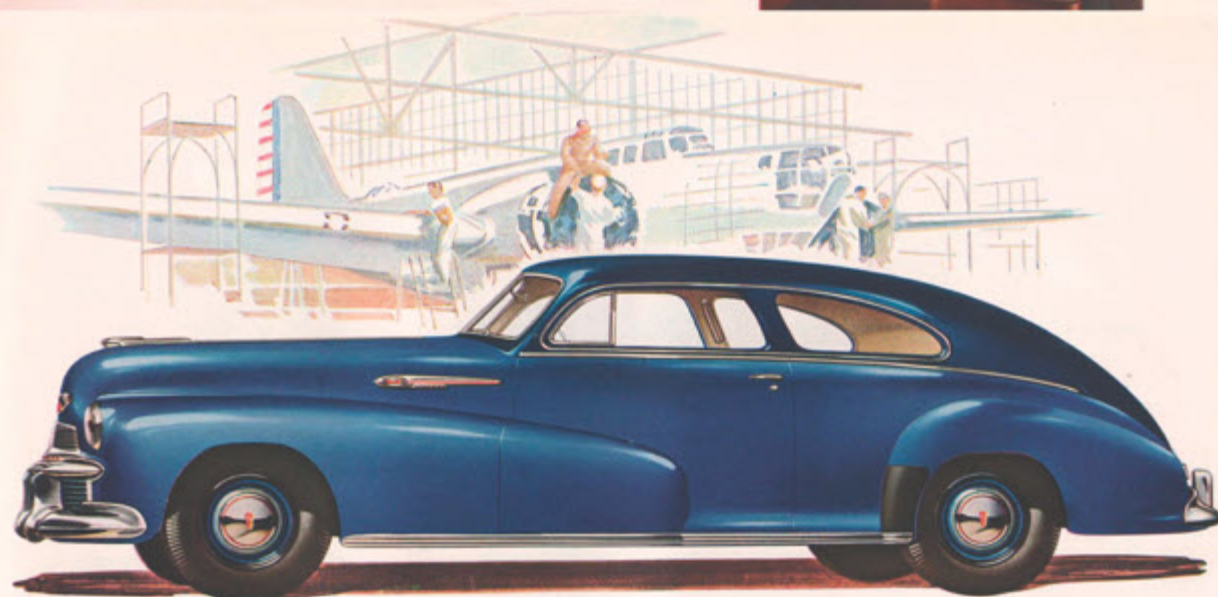


SPECIAL BUSINESS COUPE—An ideal car for salesmen, executives, professional men, or anyone who wants fine personal transportation. In addition to the spacious luggage compartment in the rear deck, there is ample space for several bags or sample cases behind the front seat, where they are easily accessible because of the wide door and folding-back front seat. (See illustration.) Spare tire and wheel are mounted in rear deck.

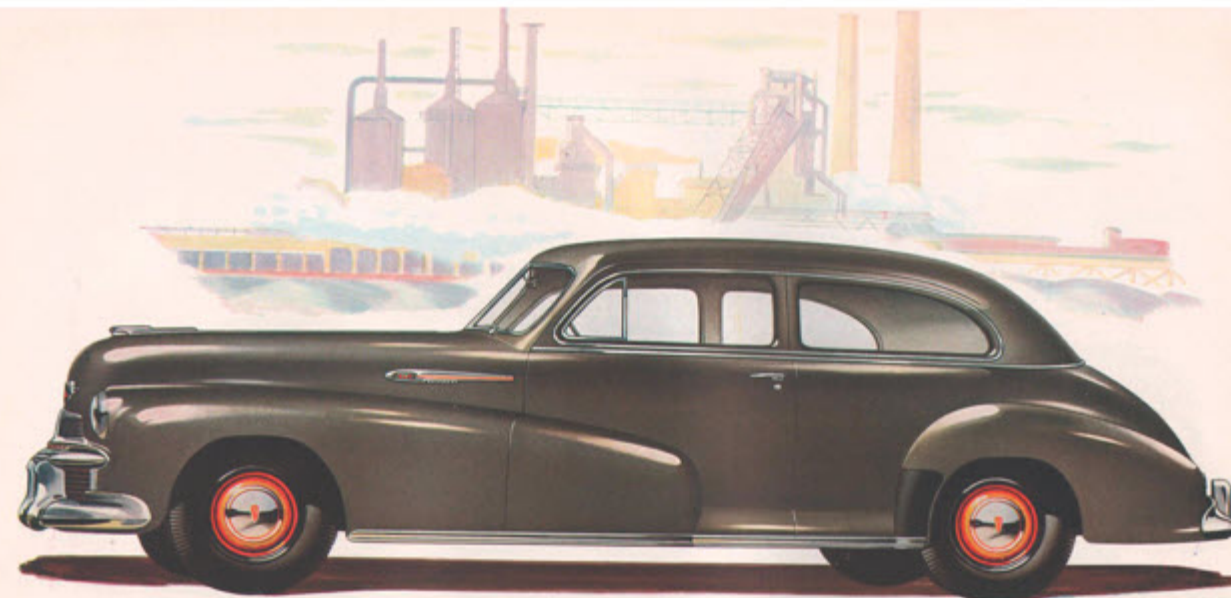




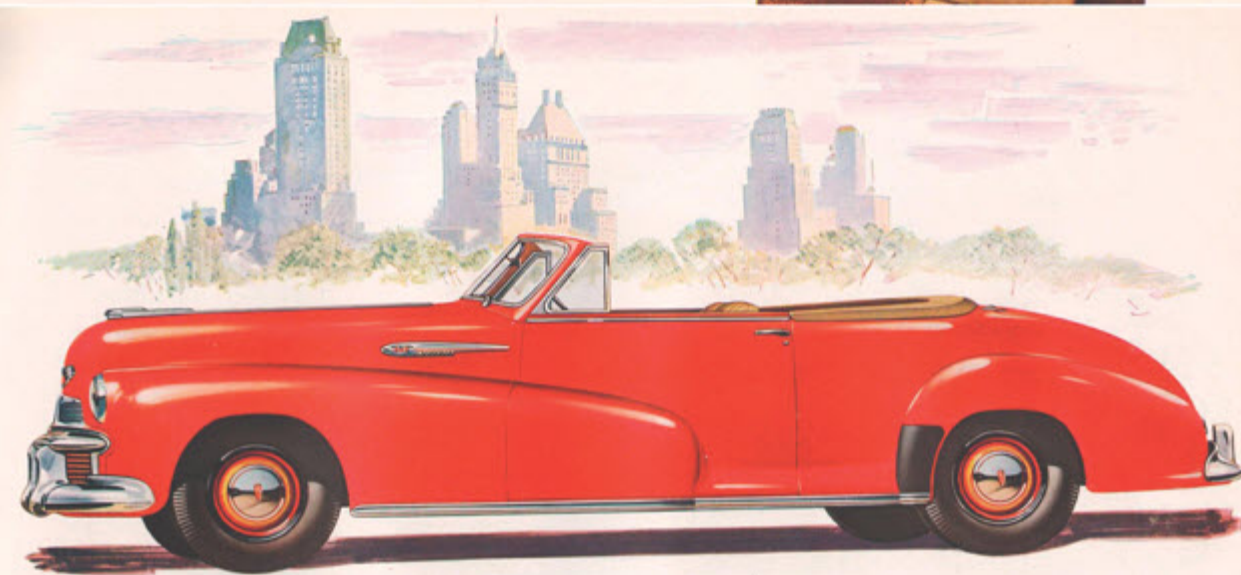
SPECIAL CLUB COUPE—A smart, intimate sport coupe model that provides seating room for six persons. The comfortable rear seat (shown at right) extends the full width of the car. The wide, sedan-type front seat is adjustable and has individual seat-backs which fold forward to provide easy entrance to the rear seat. The spare tire and wheel are mounted flat on the floor under a full-width shelf in the spacious luggage compartment.



SPECIAL CLUB SEDAN—This fully streamlined model combines the smartness and intimacy of a sport coupe with the spacious comfort of a six-passenger sedan. Easy entrance to and exit from the rear compartment are assured by wide doors and folding front seat-backs. Spare tire and wheel are mounted vertically in the large luggage compartment under the rear deck, as illustrated. Two-tone color combinations are optional at extra cost.



SPECIAL TWO-DOOR SEDAN—A large, roomy, six-passenger car that is especially adapted to the family with small children. Available in a wide variety of color combinations, as are all Oldsmobile models. The spare tire is mounted vertically inside the fully carpeted, weather-sealed luggage compartment. Front seat-back folds forward to permit easy access to rear compartment through the unusually wide door. (Shown at right.)



SPECIAL CONVERTIBLE COUPE—A snug, weather-tight, cozy coupe for six—or a smart, open roadster—the decision is yours at a moment's notice! The convertible, power top operates from a switch on the left-hand side of the instrument panel. Two electric motors raise or lower the top smoothly and quickly, and operate independently of the engine. The top may also be operated manually, if desired.

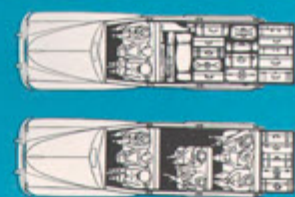




STATION WAGON

A four-door model with all the beauty and comfort of a regular sedan. The body is built of white ash and birch with a high varnish finish. Has seating capacity for eight. Seats are of sturdy, tubular steel construction.

Center and rear seats may be removed to provide additional carrying capacity. (See diagram.) Tail gate opens flat, flush with floor. Spare tire and wheel are carried flat under the floor at rear of body.



Oldsmobile Dynamic Cruiser

SERIES 76 AND 78

**BIG, BROAD-SHOULDERED
ULTRA-MODERN...THE
QUALITY CAR AT
POPULAR PRICE**



De Luxe Steering Wheel of Lustrous Ivory-Colored Plastic with Horn Control Ring

WITHOUT qualification, the "B-44" is better looking, better lasting, better built than any other car in Oldsmobile's 44-year history. And of the five series of "B-44's" now offered to the public, the Dynamic Cruiser Six and Dynamic Cruiser Eight represent American efficiency at its best—high quality, modern streamline styling, rugged underlying worth, and ability to deliver superb performance under any and all conditions. Dynamic Cruiser Sixes and Eights are offered in standard and deluxe models. They stand on 125 inches of wheelbase, have front seats more than five feet



De Luxe Instrument Panel Showing De Luxe Clock and Glove Box Door

wide, and measure nearly 18 feet from bumper to bumper. They offer you a choice of Modern Weave Broadcloth or fine Mohair upholstery in standard models, or Custom Broadcloth in de luxe models. Interior appointments are tasteful and harmonious. Color options, as in all Oldsmobiles, include ten standard colors—Ambassador Red, Warwick Tan, New Ivory, Eagle Gray, Slate Green, Condor Gray, Marine Blue, Darian Blue, Forest Green, and Black—and nine two-tone color combinations at slight extra cost. When it comes to modern design, in styling, engineering, or performance—when it comes to built-in quality that gives you your money's worth and then some—you can always count on Oldsmobile.

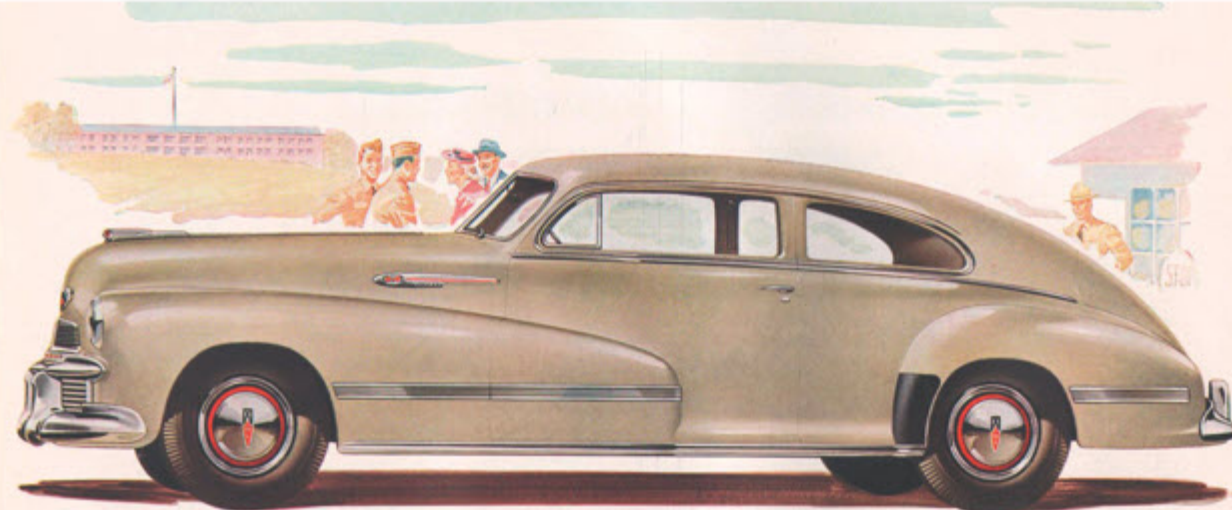


De Luxe Models Feature a Pillowed, Folding, Center Arm Rest

DYNAMIC CRUISER SERIES ALSO AVAILABLE IN DE LUXE MODELS

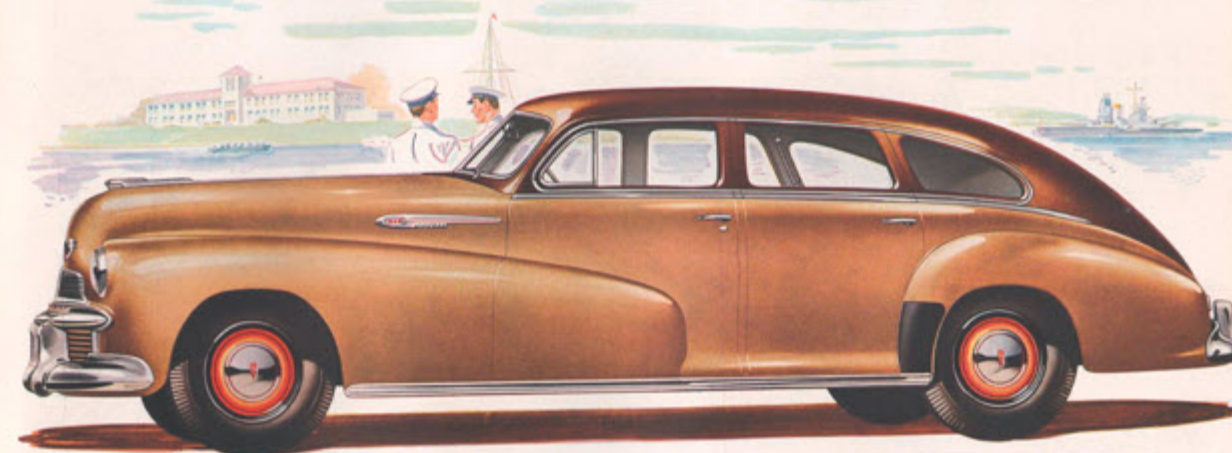
The Oldsmobile Dynamic Cruiser Six and Eight are also available in De Luxe Models, with all those extra niceties that add so much to pride of possession and driving enjoyment over a period of years. The additional cost is very moderate, considering the extra richness and luxury they offer.

Equipment on deluxe models includes: De Luxe Radiator Ornament • De Luxe Instrument Cluster • De Luxe Clock and Glove Box Door • Automatic Glove Box Light • De Luxe Steering Wheel • De Luxe Upholstery • Rear Center Arm Rests • Wheel Trim Rings • 7.00 x 15 Tires • Large Hub Caps • Fender Moldings, front and rear



DYNAMIC CRUISER CLUB SEDAN

A lithe, compact sedan that seats six in intimate comfort. Car shown above is the de luxe model. The same body style is also available as a standard model in both Series 76 and 78. The spacious front compartment, with its handsome instrument panel, seats three full-sized adults without crowding. Spare tire and wheel are located in luggage compartment.



DYNAMIC CRUISER FOUR-DOOR SEDAN

The Dynamic Cruiser four-door sedan is a big, beautiful car with long, sweeping lines that make it the last word in streamline styling. Car illustrated is the standard model. Same body type is also available in the Dynamic Cruiser De Luxe model. Rear seat is exceptionally wide, deep and restful. Two-tone colors on body optional at extra cost.





CUSTOM CAR COMFORT AND LUXURY DISTINGUISH SERIES 98 INTERIORS

This natural color Kodachrome photograph of the interior of the Custom 8 Cruiser four-door sedan shows the superfine quality of its Custom Broadcloth upholstery, furnished in tan or gray to harmonize with the exterior color of the car. Note, too, the handsome, high-grade hardware, and the folding center arm rest which comes as standard equipment.

Oldsmobile Custom 8 Cruiser

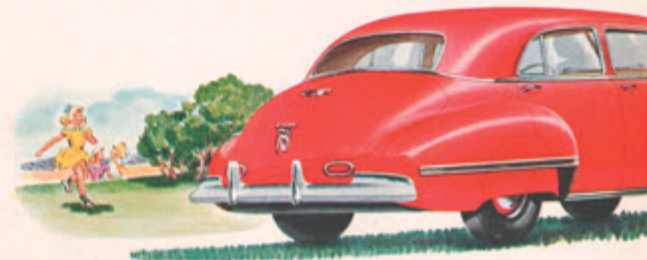
SERIES 98

**A MASSIVE, LONG-WHEELBASE
EIGHT OF CUSTOM QUALITY
IN THE FIELD OF
MEDIUM PRICE**

EVERYTHING about the Oldsmobile Custom Eight Cruiser reflects the luxury, quality, and durability you would expect in the highest priced cars built in America today. Yet, the price tag places it right down in the field of medium cost. Wheelbase of 127 inches, a frame of extra strength with extra cross-bracing, and bodies that are wider than the car is high, assure comfort that only the finest hand-built cars can match. Over-all length of more than 216 inches, and modern simplicity of design that eliminates all non-essentials, produce exceptional beauty and distinction. Floors are so low that no running boards are needed to facilitate entrance or egress. Both front and rear fenders are smoothly streamlined as a part of the body contour,



De Luxe Radiator Ornament



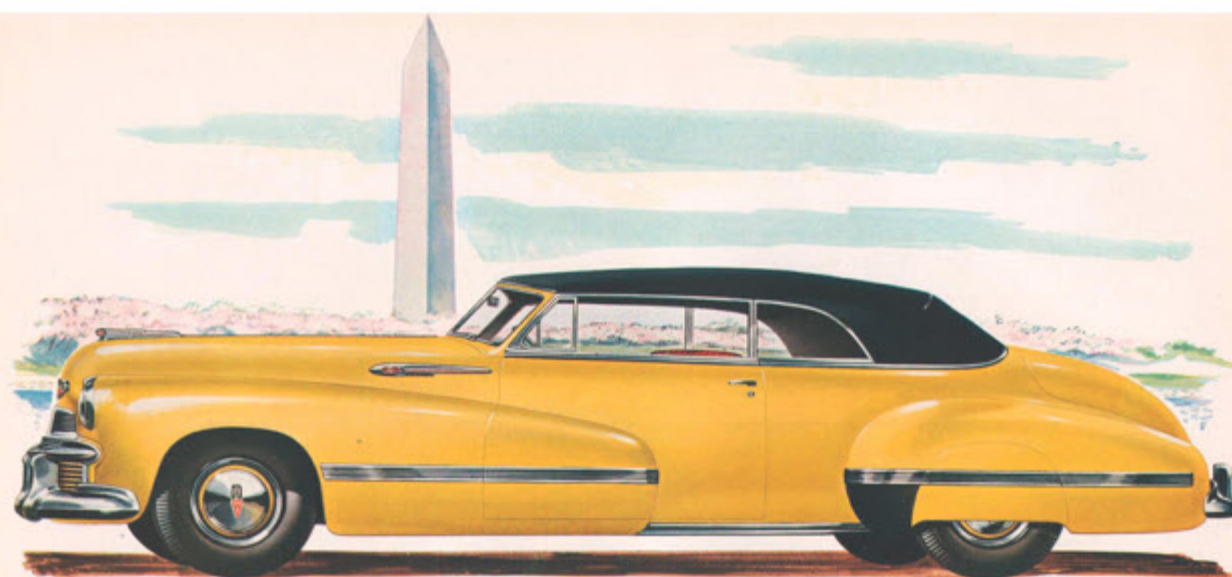
and rear fender panels are standard equipment. Interiors are finished in true custom manner, with luxury-type seat cushions, Custom Broadcloth upholstery and Custom Velvet carpets. Appointments include custom quality hardware, de luxe instrument panel, de luxe plastic-rim steering wheel with ring type horn control, de luxe clock and glove box door, automatic glove box light, arm rests and ash trays, front and rear, all standard equipment without extra cost. The starter is electrically operated by a solenoid, controlled from a button on the dash. A de luxe radiator ornament, fender moldings, front and rear, 7:00 x 15 tires, large hub caps, and wheel trim rings are also included as standard equipment.



Rear Fender Panels are
Standard Equipment



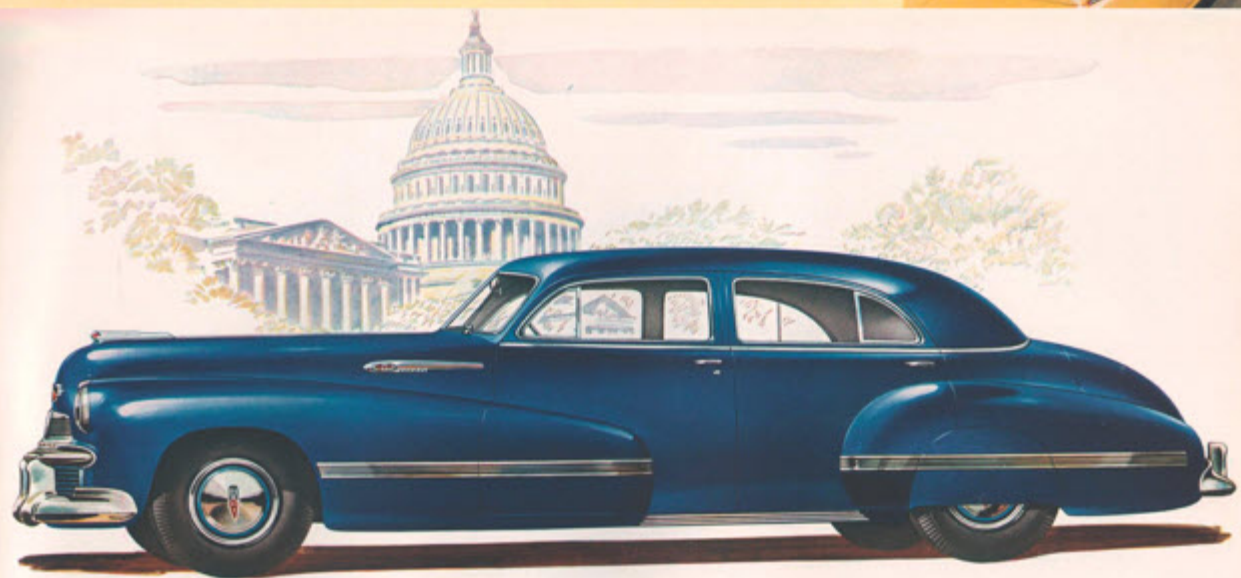
Solenoid Starter Controlled
from Button on Dash



CUSTOM 8 CRUISER CONVERTIBLE COUPE

Four side windows in this beautiful convertible coupe and its 216 inch over-all length give it the appearance and six-passenger roominess of a phaeton, while retaining the smartness, intimacy, and luggage capacity of

a sport coupe. For interior trim, you have your choice of six colors of genuine hand-crushed leather and three combinations of Bedford Cord Cloth with leather trim. The top is power-operated from within the car.

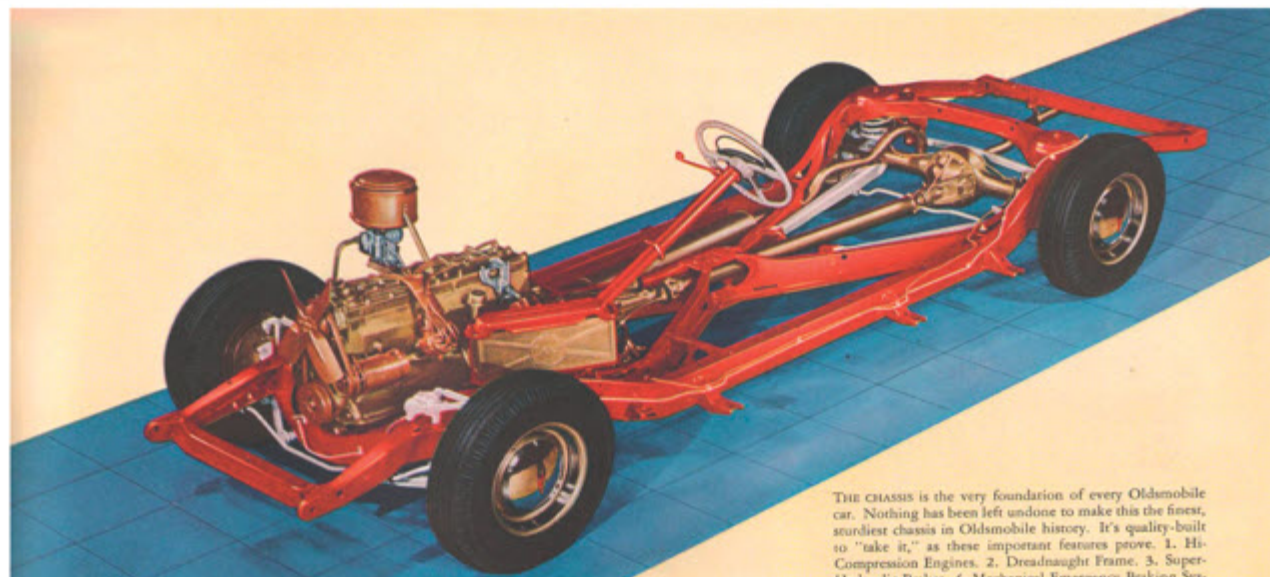


CUSTOM 8 CRUISER FOUR-DOOR SEDAN

The largest, most luxurious car in the entire Oldsmobile line. Wide, deep, lounge-type seats assure six passengers the utmost in roominess and comfort. Interior appointments are luxurious throughout, and include

a pillowed, folding, center arm rest in the rear seat and full de luxe equipment. The commodious luggage compartment is fully weather sealed and carpeted, and carries spare tire and wheel in vertical position at the side.





A HUSKY, QUALITY-BUILT CHASSIS THAT HAS EVERYTHING IT TAKES TO "TAKE IT"

THE CHASSIS is the very foundation of every Oldsmobile car. Nothing has been left undone to make this the finest, sturdiest chassis in Oldsmobile history. It's quality-built to "take it," as these important features prove. 1. Hi-Compression Engines. 2. Dreadnaught Frame. 3. Super-Hydraulic Brakes. 4. Mechanical Emergency Braking System. 5. Modern Coil Springs at all Four Wheels. 6. Knee-Action Wheels. 7. Dual Stabilizing Arms. 8. Lateral Stabilizer Bar. 9. Front and Rear Ride Stabilizers. 10. Double-Action Hydraulic Shock Absorbers. 11. Dual Center-Control Steering. 12. Handi-Shift Gear Control. 13. Syncro-Mesh Transmission. 14. Smooth Action Clutch. 15. Full-Length Water Jackets. 16. Positive Pre-Engagement Starter. 17. 100% Full-Pressure Lubrication. 18. Rifle-Drilled Connecting Rods. 19. Down-Draft Carburetion. 20. Vacuum Fuel Saver. 21. Leak-Proof Ball-Bearing Water Pump. 22. Booster-Type Fuel Pump. 23. Automatic Choke Control. 24. Heavy-Duty Air-Cooled Generator. 25. Under-Hood, Air-Cooled Battery. 26. 7-Bearing Hypoid Rear Axle. 27. Needle-Bearing Universal Joints.

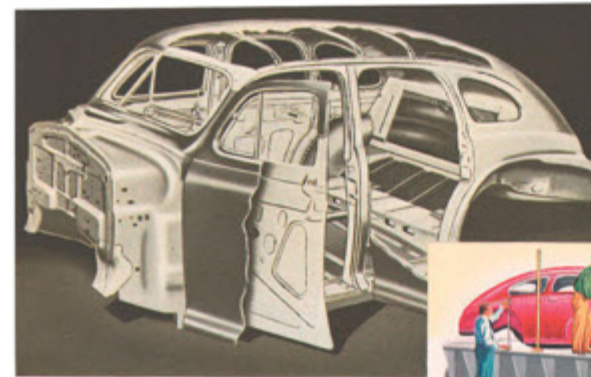
Wheelbase: "Special" Series—119 inches, "Dynamic" Series—125 inches, "Custom Cruiser" Series—127 inches



CUSTOM 8 CRUISER CLUB SEDAN

An ultra-smart two-door model that has all the distinction of a personal car, yet seats six in restful comfort. The rear compartment (shown at right) is wide and deep, with plenty of head room and leg

room. Entrance and exit are easy because of the extra-wide doors and folding seat-backs of the full-width sedan-type front seat. The graceful, sweeping rear deck houses a spacious luggage compartment.



SEAT CONSTRUCTION. Scientifically designed for utmost comfort, seat cushions are sturdily built and heavily padded. Cushions are composed of a resilient bank of coiled springs, securely tied, individually encased in burlap and covered with durable, special padding.

FISHER NO DRAFT VENTILATION. This superior ventilating system permits individual control of air circulation. Passengers enjoy fresh air free from drafts. Rain shields afford proper ventilation in all weather. Ventipanes can be locked separately.

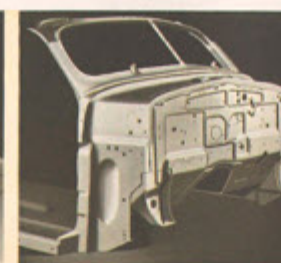
BIG, STURDY FISHER BODIES QUALITY-BUILT TO LAST

YOU CAN rest assured, when you ride in an Oldsmobile "B-44," that there's ample protection front, center and all around you. Oldsmobile Bodies by Fisher are scientifically constructed of the highest quality body steel obtainable. Each vital part of the body structure is welded to the

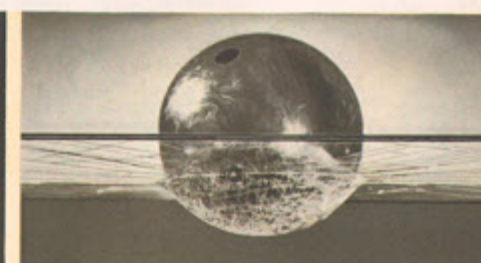
next member to form a rugged, integral unit of solid steel. Oldsmobile bodies are scientifically constructed for comfort, too! They're big and broad with lots of leg room, head room and shoulder room. Passengers never tire of riding in Oldsmobile's big, roomy Bodies by Fisher. They're quality built to last—for lasting comfort!



SOLID STEEL TURRET TOP. Oldsmobile bodies are substantially strengthened by welding the steel top to steel side panels and steel inner framework. The roof is further reinforced with three steel crossbows which extend across the top of the body and are firmly welded to the steel inner frame adding greater safety and support. Rubber insulators fitted to crossbows prevent vibration in roof panel.



STEEL FLOOR AND COWL ASSEMBLY. Front end of body is welded into single, all-steel unit, reinforced from top to bottom, with sturdy steel braces. One-piece metal floors are fabricated from heavy-gauge steel.



HI-TEST SAFETY PLATE GLASS is standard equipment on all Olds models. Hi-Test Safety Plate Glass reduces the possibility of injury from flying glass in case of an accident—a result of using superior transparent plastic material to bond two pieces of plate glass together. Windshields, side windows and ventilating panes are fitted with this latest-type, laminated glass.

ECONO-MASTER ENGINES THE MOST EFFICIENT OLDSMOBILE ENGINES IN 44 YEARS

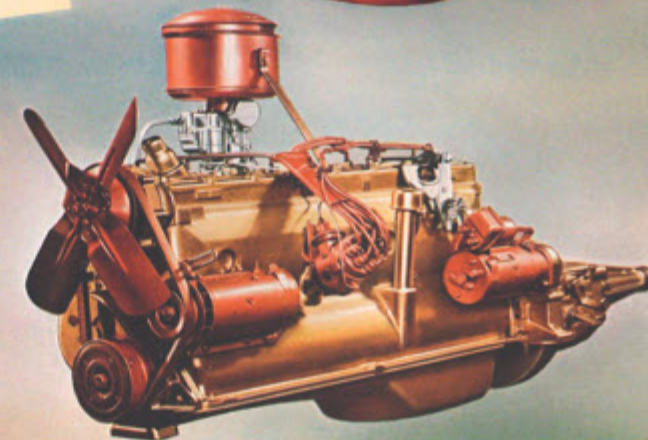
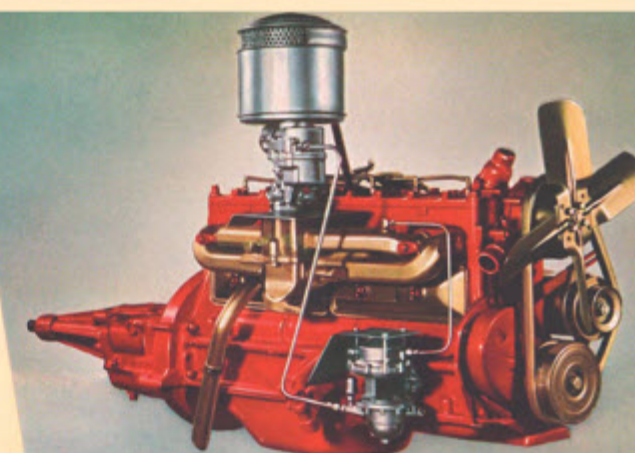
OLDSMOBILE'S reputation as a builder of fine automobile engines is firmly established in the minds of motorists everywhere. These two superb Oldsmobile power plants efficiently demonstrate why! Only the highest quality workmanship and materials have been employed in their manufacture. In both the 100 H. P. Six and the 110 H. P. Eight, the compression ratio has been increased to deliver maximum performance at low operating cost. Brilliant pick-up and a super-abundance of pep are the special features of Oldsmobile's two engines. And, once you feel their power underfoot, you'll agree that they're the most efficient Oldsmobile engines in 44 years!

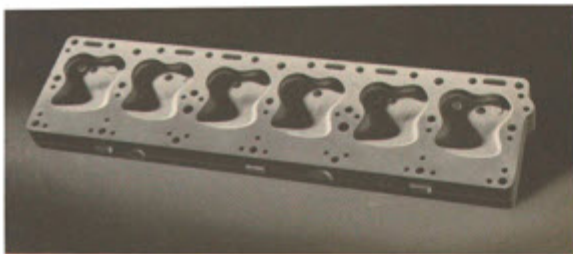
100 H.P. ECONO-MASTER 6

Economy is the keynote of Oldsmobile's big, husky, six-cylinder engine, and quality is evident in its super-smooth performance. A wealth of long-life, extra-value features provides quiet, dependable operation at a minimum of maintenance expense. Oldsmobile's efficient L-head design has proved itself over a period of years in the service of thousands of owners.

110 H.P. ECONO-MASTER 8

Smooth, effortless performance features Oldsmobile's fine Eight. Smooth because it is expertly engineered to eliminate vibration. Effortless because it has plenty of extra power to get up and go. And it's quality built to last! Crankshaft is heavier. Connecting rods are stronger. You get longer life and livelier performance—all in one big, fine Eight!

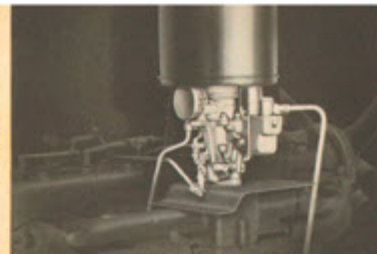




HIGH-EFFICIENCY CYLINDER HEAD. The stepped-up compression ratio of the cylinder head is largely responsible for the new efficiency and sparkling performance of Oldsmobile engines. Combustion chambers are scientifically designed to get maximum power from standard grades of fuel. Water passages surrounding the combustion chambers are likewise scientifically located to eliminate "hot spots" and provide uniform cooling.



LEAK-PROOF WATER PUMP. Mounted on a permanently sealed and lubricated ball-bearing shaft, this heavy-duty water pump requires little or no attention. Makes possible a steady flow of water at the rate of 55 gallons per minute.



DOWN-DRAFT CARBURETION. Gravity forces fuel mixture down into carburetor when intake manifold vacuum is low. This facilitates starting in all kinds of weather. Simplicity of design makes down-draft carburetion superior in operation. Carburetor has vertical type air cleaner and silencer.



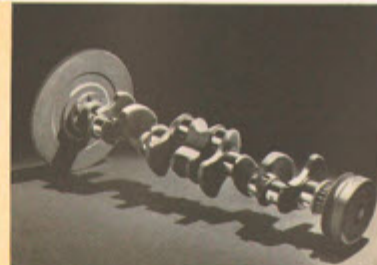
HIGH EFFICIENCY IN DESIGN GIVES FINE PERFORMANCE WITH ECONOMY



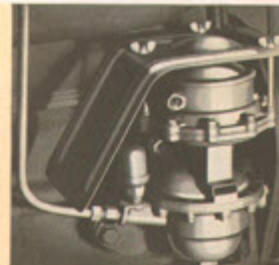
AUTOMATIC CHOKE CONTROL. Quickly adjusts gasoline mixture to any temperature. Prevents gasoline waste caused by over-choking. Makes starting easier under all conditions. Built into carburetor. Has no external linkage.



VACUUM FUEL SAVER. Saves gasoline by automatically regulating amount of spark advance to conform with driving speeds. Vacuum control permits a greater degree of spark advance when needed, without causing spark knock.



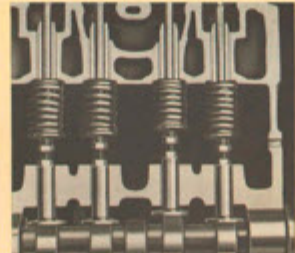
COUNTER-BALANCED CRANKSHAFT. All Oldsmobile crankshafts are carefully balanced, both statically (at rest) and dynamically (in motion) to prevent deflection and resulting vibration. The six-cylinder shaft is mounted on four main bearings and the eight-cylinder shaft on five.



BOOSTER TYPE FUEL PUMP. Draws gasoline from fuel tank, delivers it to carburetor. Pump is driven directly by lobe on camshaft. Pump bowl is located in the air stream to cool gas and help prevent vapor lock.



COMPLETELY COOLED CYLINDERS. The cylinder block in Oldsmobile engines is designed so that each cylinder is completely surrounded by cooling water for its entire length. This construction assures positive, uniform cooling and expansion of the cylinders, insuring maximum engine efficiency and performance, and reducing wear to a minimum. Oil temperature is also greatly reduced.



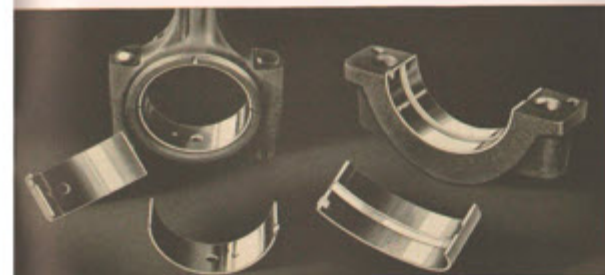
LONG-LIFE VALVES. Inlet valves are forged of high quality steel to withstand rapid-fire action. Exhaust valves are of a special heat-resisting steel capable of operating for thousands of miles at red heat.



100% FULL-PRESSURE LUBRICATION supplies oil to all vital parts of an Oldsmobile engine. Oil is forced under pressure by a high-capacity, gear-driven pump to crankshaft, camshaft, and connecting rod bearings as well as to the cylinder walls and piston pins. In sub-zero weather, a by-pass permits thick oil to pass directly into the pump without going through the screen.



PRECISION-BUILT FEATURES ADD LONG LIFE TO THE OLDSMOBILE ENGINE



BIG, HEAVY-DUTY BEARINGS give you extra protection against friction and wear. Crankshaft main bearings and connecting rod lower bearings are the removable, steel-backed, precision type, with a ball-bolt overlay supported by a matrix of "dures". This type of construction withstands greater pressures and adds to bearing strength and durability. Crankshaft bearings are stepped up in size from front to rear to furnish the greatest support, where the heaviest loads occur.



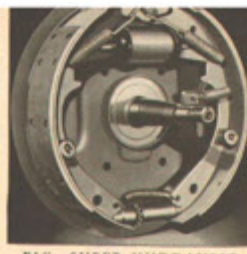
FOUR PISTON RINGS on Oldsmobile's long-life pistons save you gas, oil and power! Two compression rings effectively seal the power in the cylinder. Two oil rings give double "wiping" action on cylinder walls so that a minimum of oil is burned with the gasoline. Piston assemblies are balanced and matched in sets.



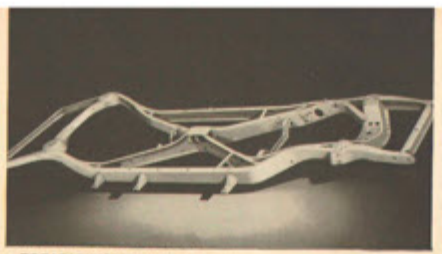
RIFLE-DRILLED CONNECTING RODS. Each Oldsmobile connecting rod is rifle-drilled throughout its entire length to supply oil under pressure to the piston pins and the cylinder walls.



MODERN COIL SPRINGS on all four wheels never need lubrication. This method of chassis springing produces a shock-proof, wear-proof ride.



BIG, SUPER-HYDRAULIC BRAKES. Larger brake linings insure even longer lining life and better braking action. Brakes are self-energizing, reducing pedal pressure.



DREADNAUGHT FRAME. This bulky, heavy X-member frame provides tremendous strength and stability. X-member is heavily reinforced with strong steel gusset plates. Five specially designed cross-members are riveted and bolted to frame for maximum rigidity. Rugged corner braces are also used to withstand stress and strain.



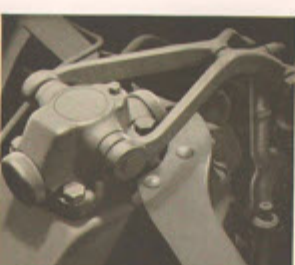
KNEE-ACTION WHEELS. Front axle is eliminated. Each front wheel acts independently of the other, stepping over bumps, ruts, or holes in the road without jerking or tipping the car. Rigid supports prevent wheels and steering knuckles from moving forward or backward.



BUILT-IN COMFORT AND SAFETY THAT STAND UP THROUGH YEARS OF SERVICE



FRONT RIDE STABILIZER makes possible positive control of car on turns and curves. Prevents side-sway and rolling.



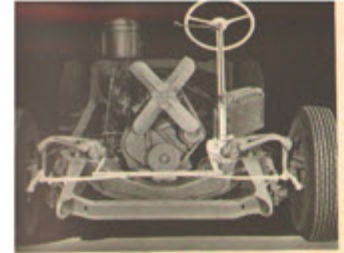
LATERAL STABILIZER BAR controls side-to-side movement of car. Frame and rear axle are always in perfect alignment.



DOUBLE-ACTION SHOCK ABSORBERS cushion road shocks, provide better control and stabilization. Improved cam and lever design functions instantly, completely controlling vertical movement of body and wheels.



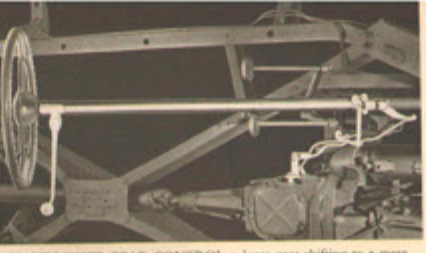
SEALED-BEAM HEADLAMPS insure safe lighting under all driving conditions. Will not deteriorate with use. Lens and reflector are sealed against dirt and water.



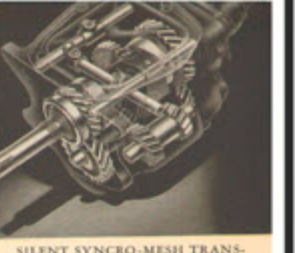
DUAL CENTER-CONTROL STEERING permits finger-touch control. Steering shock, wheel fight and other driving hazards are eliminated by this advanced type of steering mechanism. Wheels retain correct alignment. Steering is easier. Tire wear reduced.



POSITIVE SHIFT STARTER. Flywheel and starter gears engage before motor begins to turn. The plunger-type starter control pedal is isolated from the engine.



HANDI-SHIFT GEAR CONTROL reduces gear shifting to a mere flick of the finger. Location of control lever on steering wheel allows leg room for third passenger in front seat. Connections between the transmission and control lever on the steering column consist of two rods—one to move the gears, and one to control their selection.



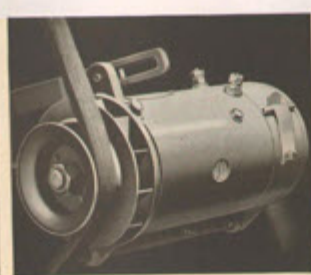
SILENT SYNCHRO-MESH TRANSMISSION allows gears to be shifted from one to the other without clashing and without hesitation. Made possible by synchronization of rotating mesh gears.



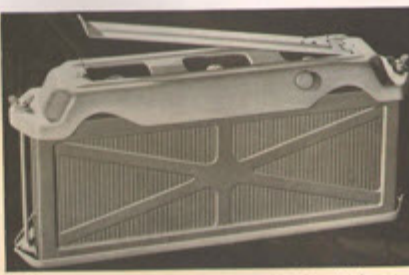
QUALITY CHASSIS FEATURES THAT ARE DESIGNED AND BUILT TO LAST



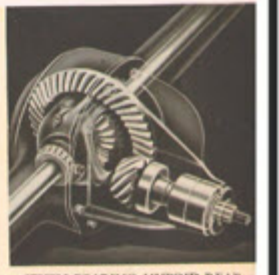
SMOOTH ACTION CLUTCH is easy to operate because clutch pedal spring assists in depressing pedal. Single-plate, dry disc design facilitates gear shifting. The clutch facings are wound in a continuous spiral.



AUTOMATICALLY CONTROLLED GENERATOR. High-capacity, thrust-type. With this construction, control points open and close automatically in accord with battery charging requirements. Generator is completely air cooled.



UNDER-HOOD, AIR-COOLED BATTERY. Oldsmobile batteries are of unusually sturdy construction. Locating the battery under the hood makes it easily accessible for testing and recharging. Power output is more efficient because location of the battery permits shorter lead wires to starter and generator. Air cooling lowers battery temperature.



SEVEN-BEARING HYPOID REAR AXLE. Of the proved, semi-floating design. Reduces bearing load and permits lowering of the car floor. Seven anti-friction bearings add to long life.

OLDSMOBILE
Condition-Air

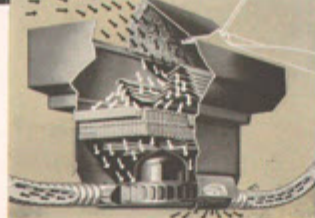
Heating and Ventilating System Pressure Circulates Heated Filtered Air

The last word in motor car heating and ventilation. Fresh, outside air is forced into the Condition-Air unit, where it is filtered, heated to desired temperature, and uniformly distributed throughout the car. At slow speeds, a large auxiliary fan maintains fresh air circulation. Temperature is thermostatically controlled and is maintained by varying the water flow through the heater core, rather than by fan speed. Powerful defrosting fan keeps windshield free from frost and mist.



OTHER QUALITY HEATERS

De Luxe Dual Flow Heater provides exceptional heating capacity and delivers performance. A variable speed, reversible motor permits either direct or indirect heating. **Underseat Heater and Defroster** operates efficiently to give both front and rear seat passengers abundant warmth. Installed under front seat. Defroster is separate installation.



ACCESSORIES... Especially Designed and Built for Oldsmobile



All factory-approved accessories for the Oldsmobile "B-44" are designed in collaboration with Oldsmobile engineers—tested under Oldsmobile supervision in Oldsmobile cars—and built to specifications that assure high quality. Only a few are listed on this page. Your Oldsmobile dealer can show you many others, together with prices and complete detailed information.



STANDARD PUSH-BUTTON RADIO—Offers exceptional tone quality, sensitivity, and high fidelity. Six tubes. 8-inch speaker. Push-button tuning to any of five stations. May also be tuned with conventional knob. Features include class A audio system, automatic volume and variable tone control.



DELUXE ELECTRIC TUNING RADIO—This outstanding radio is packed with quality features. Has seven modern tubes, 8-inch speaker and "permeability" tuning, plus latest type push-pull output, automatic volume control, class A audio system and continuously variable tone control.

Other Quality Accessories

Satin Seat Covers... Seabreeze Seat Covers... Fog Lamps... Direction Signals... Rear Fender Panels for Special and Dynamic Cruiser Models... Rear Horizontal Bumper Guard... Wheel Trim Rings for Special and Dynamic Cruiser models... Left-Hand Outside Rear View Mirror... Visor Utility Kit.

Specifications

THE SPECIAL

SERIES 64-68

SIX CYLINDER ENGINE—Bore 3 1/4 inches; stroke 4 1/4 inches; displacement 238 cubic inches. Taxable horsepower, 29.4. Brake horsepower, 100 at 3400 r.p.m. Pistons fitted with two compression and two oil control rings for better compression and increased oil economy. Full-pressure lubrication to all main, connecting rod, camshaft bearings, timing chain, and cylinder walls.

EIGHT CYLINDER ENGINE—Bore 3 1/4 inches; stroke 5 1/4 inches; displacement 257 cubic inches. Taxable horsepower, 33.8. Brake horsepower, 110 at 3600 r.p.m. Pistons fitted with two compression and two oil control rings for better compression and increased oil economy. Full-pressure lubrication to all main, connecting rod, camshaft bearings, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof permanently lubricated water pump.

CLUTCH AND TRANSMISSION—Single plate, dry disc clutch. All-Silent Synchro-Mesh transmission with steering column control.

ELECTRICAL SYSTEM—Under-hood 6-volt battery. Air-cooled generator with automatic charging control. Positive shift starter. Unit type. Sealed-Beam headlights with foot selector switch.

FRAME—Rigid-girder, channel X-Member construction. **SUSPENSION**—Quadri-Coil Springing, with Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers, front and rear.

STEERING—Dual Center-Control, providing perfect steering geometry. Worm and double roller design. **BRAKES**—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical braking system on rear wheels, all brakes completely sealed. Brake Lining Area 159.8 square inches. Front, 11" x 2", rear, 11" x 1 1/2".

TIRES—Low-pressure balloon tires, Special Six, 600 x 16 inches. Special Eight, 650 x 15 inches. **WHEELBASE**—119 inches. **TURNING CIRCLE DIAMETER**—37 feet.

FENDERS—and other chassis metal parts subjected to weather, bonderized for protection from rust. **BODY TYPES**—Business Coupe, Club Coupe, Convertible Coupe, Club Sedan, 2-Door Sedan, 4-Door Sedan, Town Sedan, Station Wagon.

STANDARD EQUIPMENT—Safety Glass, Bumpers, Vacuum Booster Pump, Extra Windshield Wiper, Dual Trumpet Horns, Right-Hand Sun Visor, Instrument Panel Hood Lock, Fisher No Draft Ventilation, Automatic Choke, Cigar Lighter, Spare Tire, Wheel and Tube.

DYNAMIC CRUISER

SERIES 76-78

SIX CYLINDER ENGINE—Bore 3 1/4 inches; stroke 4 1/4 inches; displacement 238 cubic inches. Taxable horsepower, 29.4. Brake horsepower, 100 at 3400 r.p.m. Pistons fitted with two compression and two oil control rings for better compression and increased oil economy. Full-pressure lubrication to all main, connecting rod, camshaft bearings, timing chain, and cylinder walls.

EIGHT CYLINDER ENGINE—Bore 3 1/4 inches; stroke 5 1/4 inches; displacement 257 cubic inches. Taxable horsepower, 33.8. Brake horsepower, 110 at 3600 r.p.m. Full-pressure lubrication to all main, connecting rod, camshaft bearings, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof permanently lubricated water pump.

CLUTCH AND TRANSMISSION—Single plate, dry disc clutch. All-Silent Synchro-Mesh transmission with steering column control.

ELECTRICAL SYSTEM—Under-hood 6-volt battery. Air-cooled generator with automatic charging control. Positive shift starter. Unit type. Sealed-Beam headlights with foot selector switch.

FRAME—Rigid-girder, channel X-Member construction. **SUSPENSION**—Quadri-Coil Springing, with Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers, front and rear.

STEERING—Dual Center-Control, providing perfect steering geometry. Worm and double roller design. **BRAKES**—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical braking system on rear wheels, all brakes completely sealed. Dynamic Cruiser Six Brake Lining Area, 159.8 square inches. Dynamic Cruiser Eight Brake Lining Area, 181.1 square inches.

TIRES—Low-pressure balloon tires, Dynamic Cruiser Six, 650 x 15 inches. Dynamic Cruiser Eight, 650 x 16 inches. **WHEELBASE**—125 inches. **TURNING CIRCLE DIAMETER**—39 1/4 feet.

FENDERS—and other chassis metal parts subjected to weather, bonderized for protection from rust. **BODY TYPES**—Club Sedan and Four-Door Sedan.

STANDARD EQUIPMENT—Safety Glass, Bumpers, Vacuum Booster Pump, Extra Windshield Wiper, Dual Trumpet Horns, Right-Hand Sun Visor, Instrument Panel Hood Lock, Fisher No Draft Ventilation, Automatic Choke, Cigar Lighter, Spare Tire, Wheel and Tube... at no extra cost.

Equipment on Series 76 and 78 De Luxe models listed on page headed "Oldsmobile Dynamic Cruiser."

CUSTOM 8 CRUISER

SERIES 98

EIGHT CYLINDER ENGINE—Bore 3 1/4 inches; stroke 5 1/4 inches; displacement 257 cubic inches. Taxable horsepower, 33.8. Brake horsepower, 110 at 3600 r.p.m. Pistons fitted with two compression and two oil control rings for better compression and increased oil economy. Full-pressure lubrication to all main, connecting rod, camshaft bearings, timing chain, and cylinder walls. Oil capacity, 6 quarts.

FUEL AND COOLING SYSTEM—Dual down-draft carburetion with built-in automatic choke. Gasoline tank capacity, 19 gallons. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof, permanently lubricated water pump.

CLUTCH AND TRANSMISSION—Single plate, dry disc clutch. All-Silent Synchro-Mesh transmission with steering column control.

ELECTRICAL SYSTEM—Under-hood 6-volt battery, with 120-ampere hour capacity. Air-cooled generator with automatic charging control. Solenoid type starter. Unit type. Sealed-Beam headlights with foot selector switch.

FRAME—Rigid-girder, channel X-Member construction. **SUSPENSION**—Quadri-Coil Springing, with Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers, front and rear.

STEERING—Dual Center-Control, providing perfect steering geometry. Worm and double roller design. **BRAKES**—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical braking system on rear wheels, all brakes completely sealed. Dynamic Cruiser Six Brake Lining Area, 159.8 square inches. Dynamic Cruiser Eight Brake Lining Area, 181.1 square inches.

TIRES—Low-pressure balloon tires, Dynamic Cruiser Six, 650 x 15 inches. Dynamic Cruiser Eight, 650 x 16 inches. **WHEELBASE**—125 inches. **TURNING CIRCLE DIAMETER**—45 feet.

FENDERS—and other chassis metal parts subjected to weather, bonderized for protection from rust. **BODY TYPES**—Convertible Coupe, Club Sedan, Four-Door Sedan.

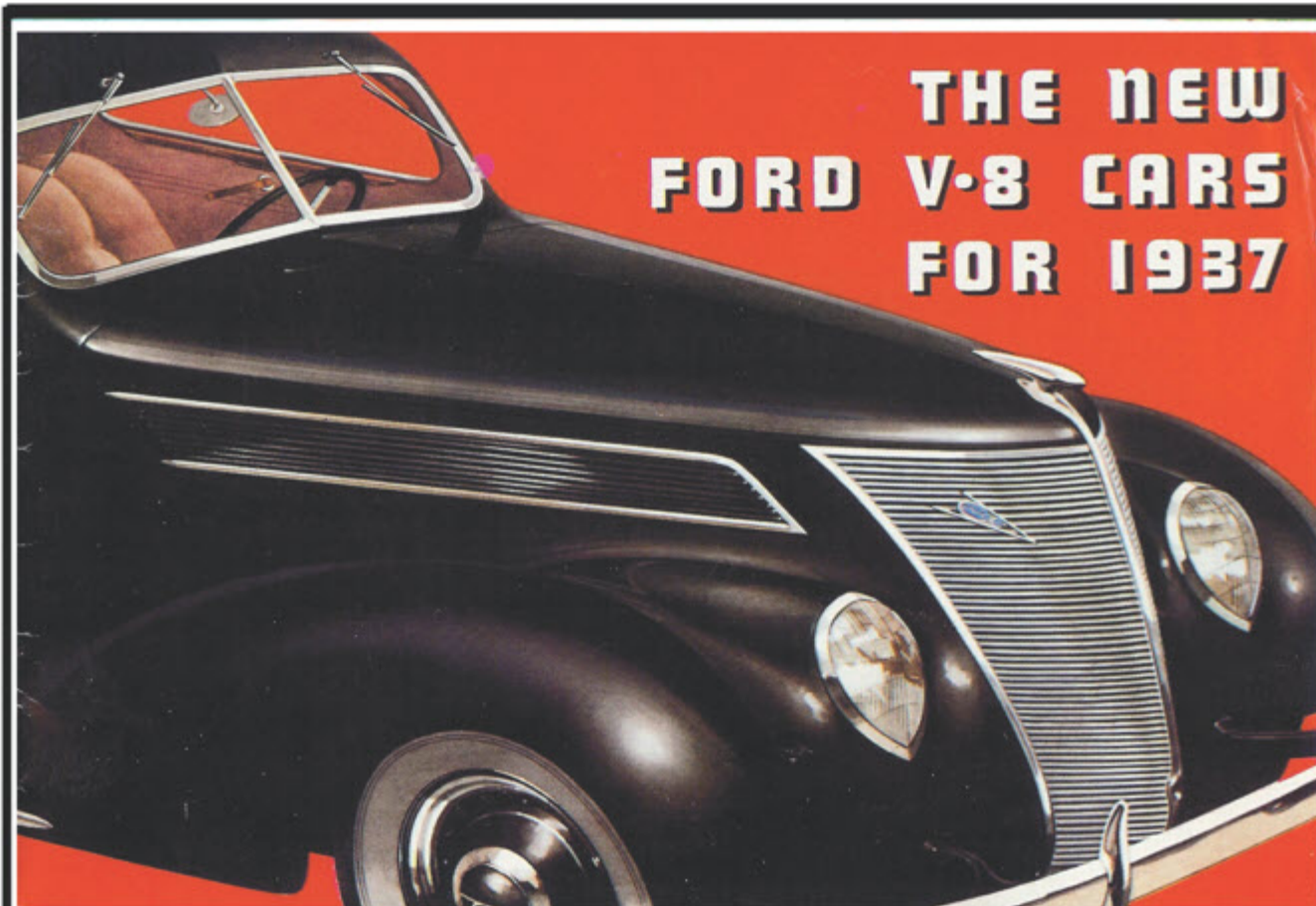
STANDARD EQUIPMENT—De Luxe Instrument Cluster, De Luxe Clock and Glove Box Door, Automatic Drive Box Light, De Luxe Steering Wheel, De Luxe Upholstery, Push-Button Solenoid Starter, Rear Center Arm Rest, Wheel Trim Rings, Front and Rear Fender Moldings, Rear Fender Panels, De Luxe Radiator Ornament, Safety Glass, Bumpers, Vacuum Booster Pump, Extra Windshield Wiper, Dual Trumpet Horns, Right-Hand Sun Visor, Instrument Panel Hood Lock, Fisher No Draft Ventilation, Automatic Choke, Cigar Lighter, Spare Tire, Wheel and Tube... at no extra cost.

Equipment on Series 76 and 78 De Luxe models listed on page headed "Oldsmobile Dynamic Cruiser."



THE BEAUTIFUL

Chrysler



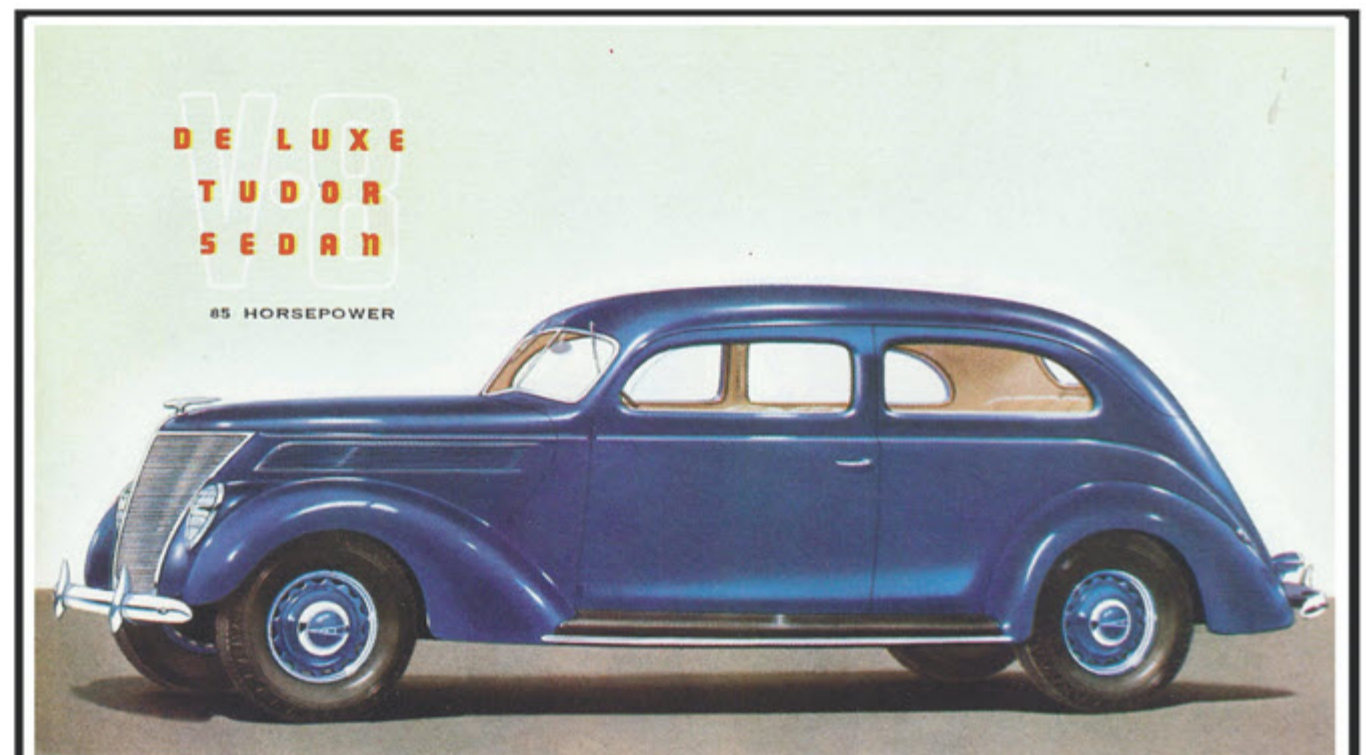
THE NEW FORD V-8 CARS FOR 1937

A BRILLIANT NEW CAR...A CHOICE OF TWO
V-8 ENGINE SIZES...AND A NEW, LOW PRICE!

The Ford V-8 has established itself among fine cars as an outstanding value. It provides the qualities which people desire most—safety, riding comfort, roominess, appearance, power—to a degree uncommon in a car of low price. That is why it has been rightly called "The Quality Car in the Low-Price Field."

To make Ford V-8 ownership possible for still more people, the 1937 car is offered with two engine sizes. 85-horsepower for maximum performance. 60-horsepower for maximum economy. The smaller 60-horsepower V-8 engine brings to the Ford line lower operating costs, and the lowest Ford price in years. It is optional in the 5-window Coupe and in closed sedan types without De Luxe equipment.

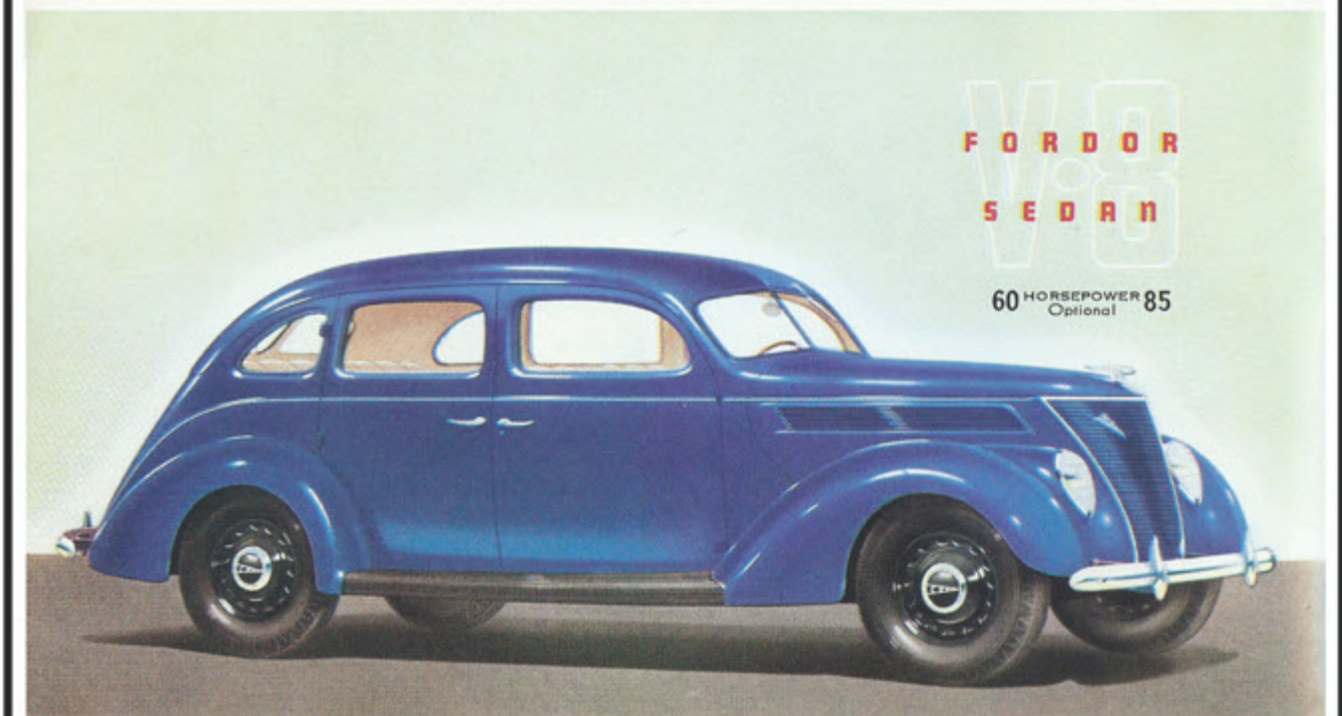
Beyond the choice of power plants, the 1937 Ford V-8 is one car—in size, appearance, comfort, all-steel body, Easy-Action Safety Brakes and mechanical excellence. Its wider range of usefulness makes it more than ever The Universal Car.



DE LUXE
TUDOR
SEDAN

85 HORSEPOWER

An excellent example of the advanced streamline design for 1937. Larger, more accessible luggage space carries spare tire, and is reached from the rear through a large door. Front seat cushion is full-width sedan type, seating three. Seat back is divided, either side tilting forward. Fine upholstery, fashionably tailored, with new wide piping. Pillar lights. Arm rests. Ash tray in rear compartment. This car also available without De Luxe appointments.



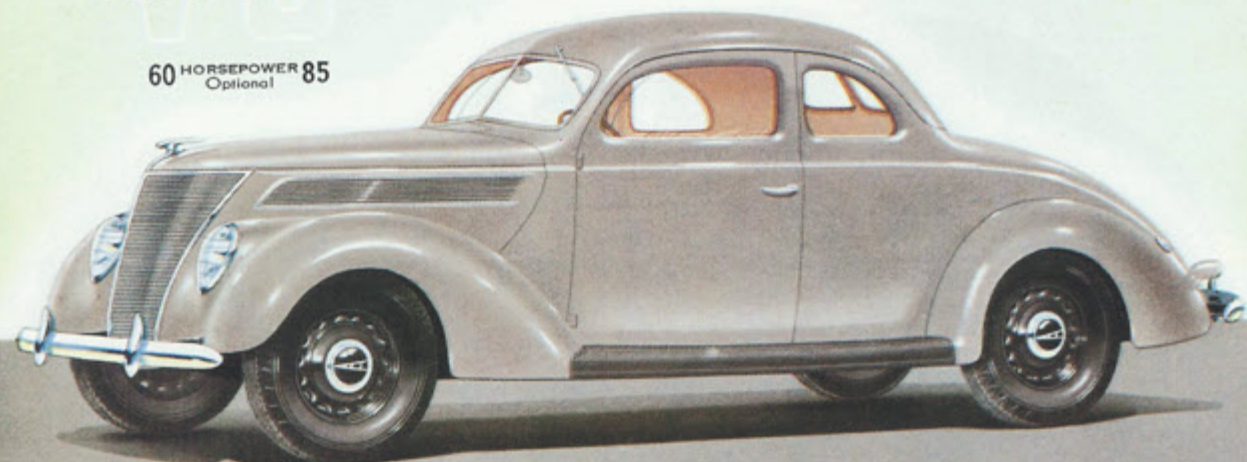
FORD
V-8
SEDAN

60 HORSEPOWER
Optional 85

A roomy car, with every stylish line and inch of space that the De Luxe Fordor Sedan provides . . . but lower in price with the 85-horsepower engine, still lower with the 60-horsepower engine. Brings the pleasure of V-8 motoring within the reach of more people. Pillar lights. Comfortable foot rest and arm rests in rear compartment. A choice of Mohair or Broadcloth upholstery is offered. This car also available with De Luxe appointments.

COUPE Five Windows

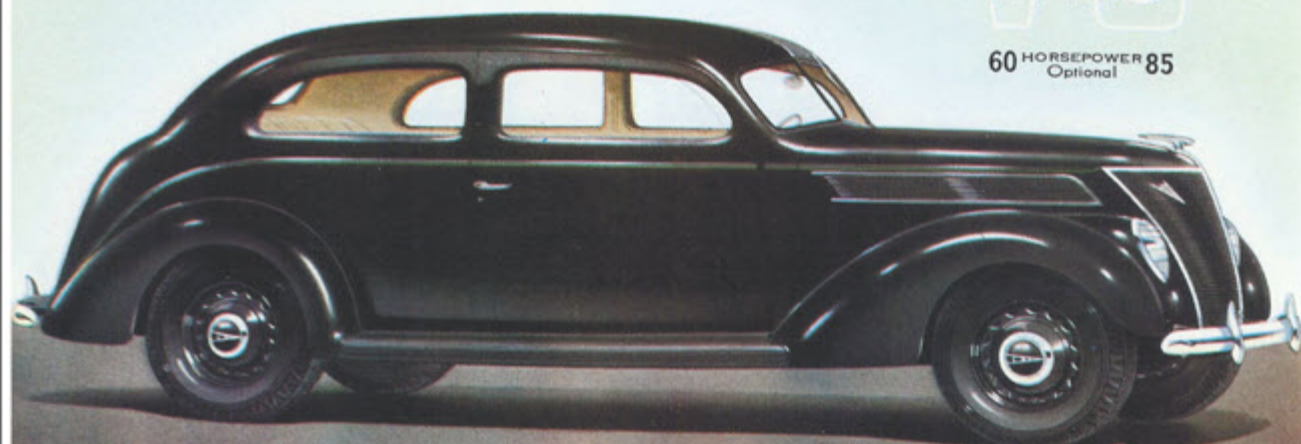
60 HORSEPOWER 85
Optional



An ideal car for salesmen, or for women who use a car in the daily round of family or business duties. Option of 85 or 60-horsepower engine gives opportunity for choice between maximum performance or maximum economy. Generous space for sample kits or luggage, accessible from the rear, or from inside car by tilting forward the right half of seat back. Spare tire behind driver's seat. This car also available with De Luxe appointments.

TUDOR TOURING SEDAN

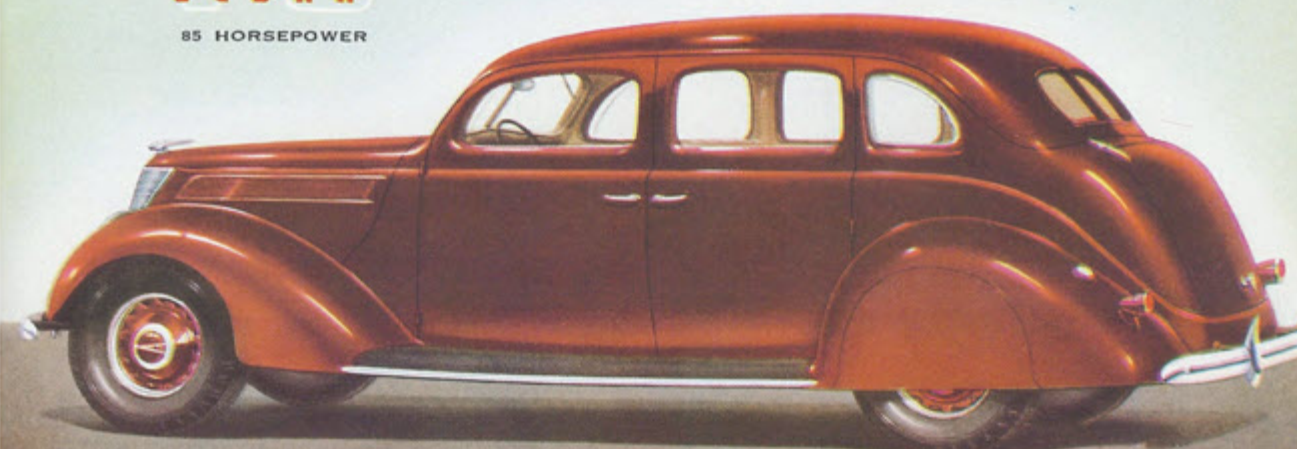
60 HORSEPOWER 85
Optional



In design and dimensions, this car is identical with the De Luxe Tudor Touring Sedan. For economy, it is offered as shown above without De Luxe equipment, and with either the 85 or 60-horsepower engine. A great car for touring. The extra large luggage compartment accents the length of the car. Equipped with pillar lights. Comfortable arm rests in rear compartment. A choice of Mohair or Broadcloth upholstery is offered.

DE LUXE FORDOR TOURING SEDAN

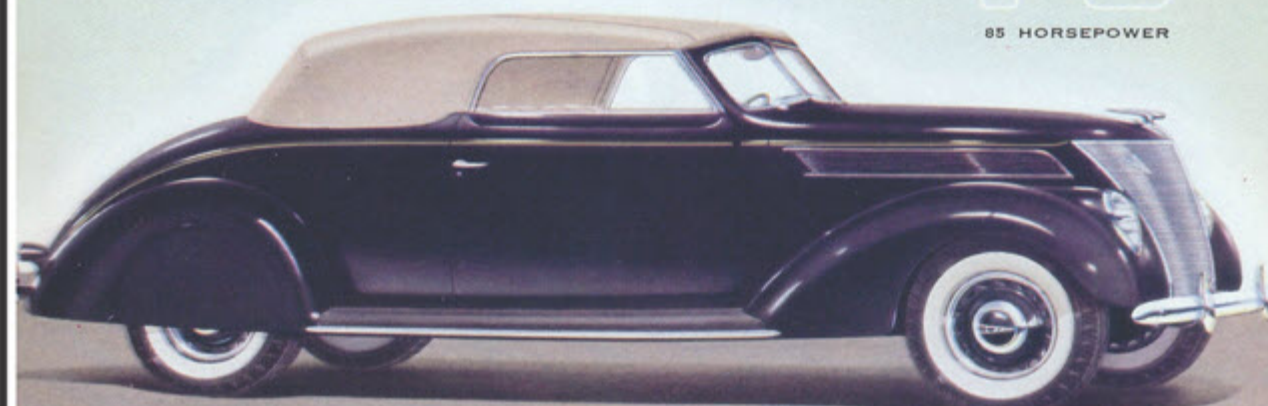
85 HORSEPOWER



A splendid car for long trips. The extra-sized luggage compartment leaves the interior of the car free for passengers. Rear quarter trim is recessed above the arm rests for more room and greater comfort. Carpet on rear compartment floor. Pillar lights. Robe rail and foot rest in rear. Left front and rear seat arm rests. Rear wheel shields are an attractive accessory, at extra cost. This car also available without De Luxe appointments.

CLUB CABRIOLET

85 HORSEPOWER



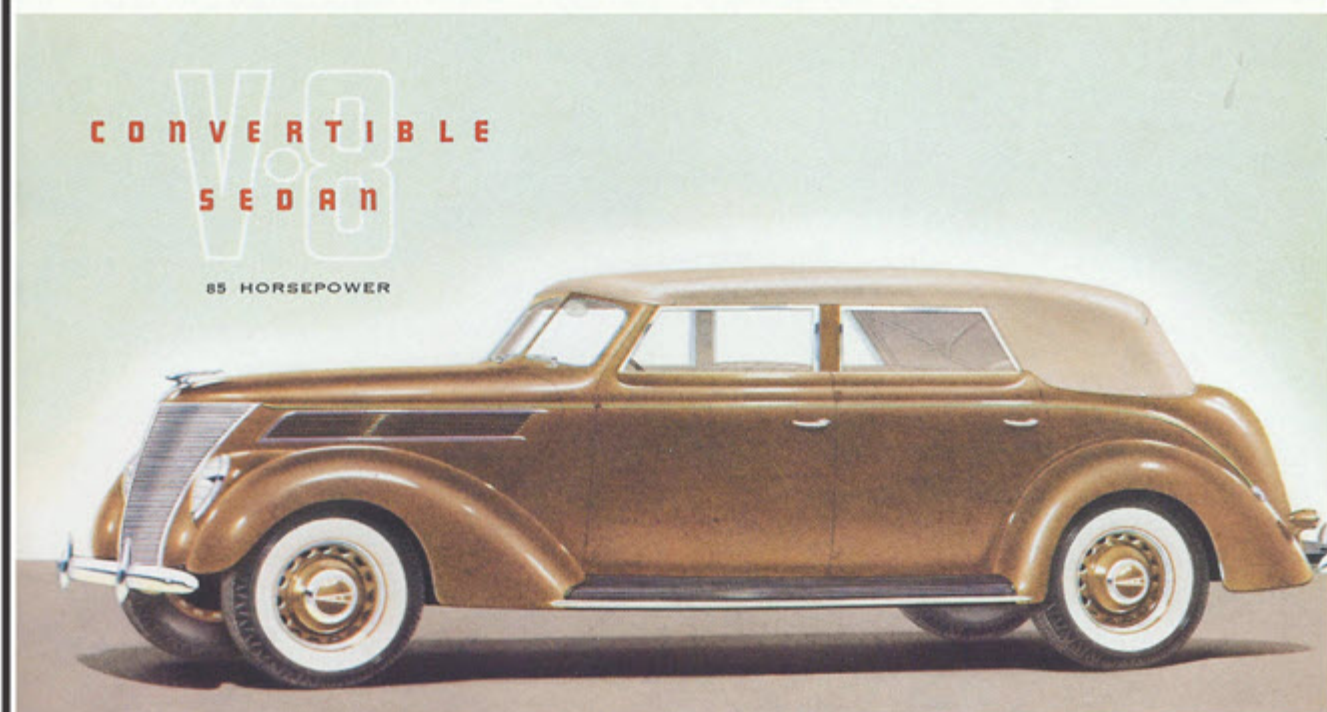
This convertible body type provides comfort for extra passengers by moving them under cover of the top. The movable front seat in 1937 Ford cars provides a range of adjustment for people of different stature. When slid forward it raises from the floor and the back becomes more nearly vertical—a position appreciated by short persons. Genuine Leather or Cord upholstery. White side-wall tires and rear wheel shields at additional cost.



V-8 CONVERTIBLE CABRIOLET

85 HORSEPOWER

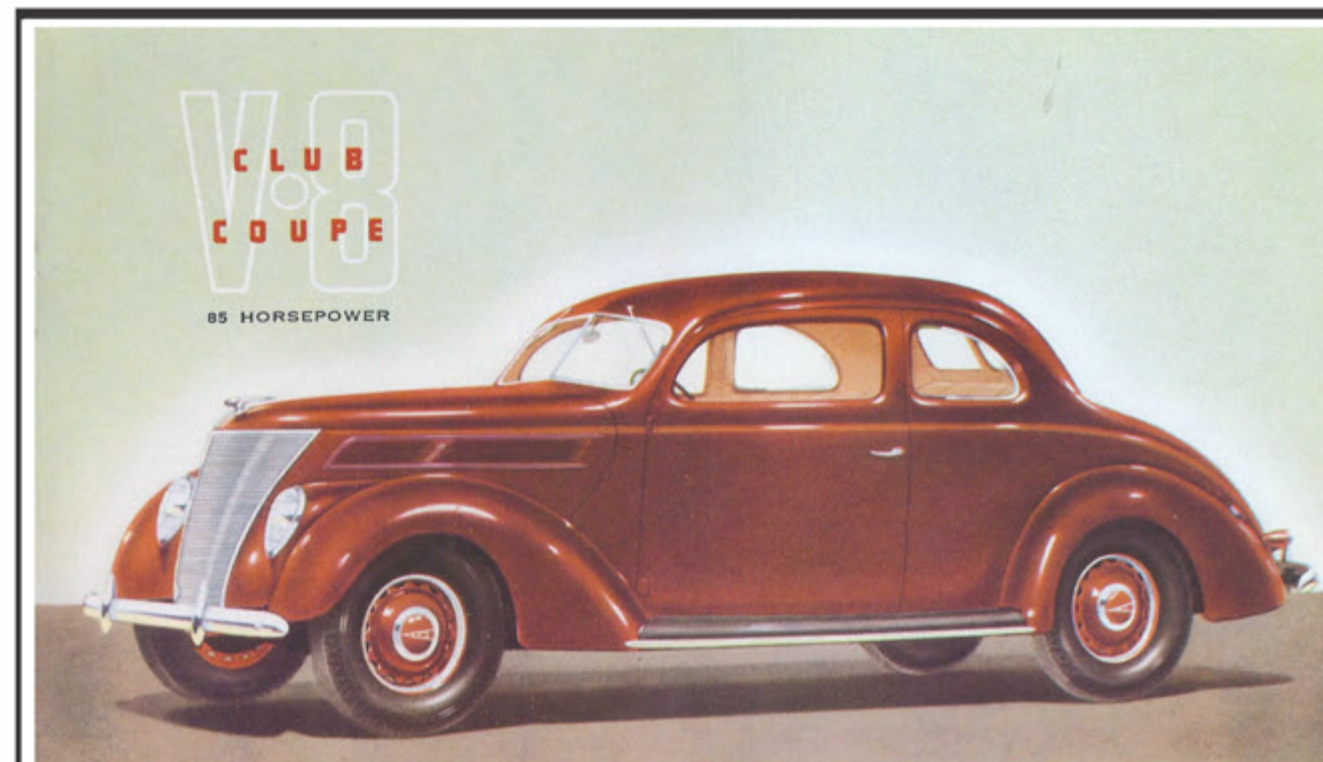
The smartly tailored top of this beautifully designed convertible car is easy to lower—folds neatly into recessed compartment flush with the body. Wide seat holds three. Either side of seat back tilts forward, to reach spare tire behind driver's side, opening to rear deck behind right side. Front seat cushions upholstered in Genuine Leather or Cord. Rumble seat standard. As in all De Luxe models, roomy glove compartment has lock.



V-8 CONVERTIBLE SEDAN

85 HORSEPOWER

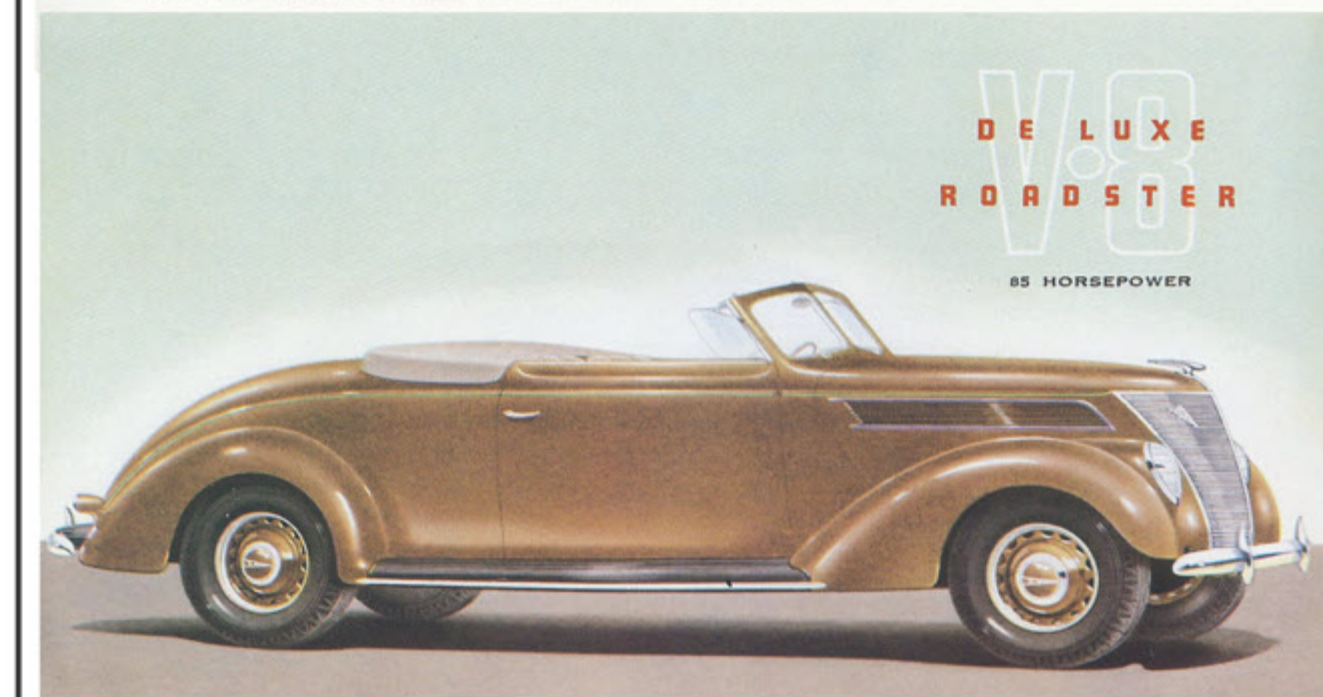
A distinctive body type that suggests a high-priced automobile, offered by the Quality Car in the Low-Price Field. Combines the advantages of an open and closed car. The smart Continental top folds flat and is covered by a neatly fitting boot. Safety Glass windows, in chrome-plated frames, can be lowered inside the doors. Door pillars are easy to remove. Foot rest and robe rail. Windshields of open and convertible models are stationary.



V-8 CLUB COUPE

85 HORSEPOWER

An entirely new body type—a coupe in appearance, with room for five passengers. The wide front seat accommodates three, and there is ample room for two passengers in the rear seat. Front seat cushion is full-width; either side of the split seat back tilts forward for easy access to rear seat. Spare tire carried in luggage compartment, reached from the rear. Arm rests. Interior light over rear window. Rear curtain of semi-transparent material.



V-8 DE LUXE ROADSTER

85 HORSEPOWER

A car for the young person or the person with young ideas. The flashing performance of an 85-horsepower V-type 8-cylinder engine—lines in the spirit of a modern age. Rumble seat and Safety Glass windshield wings are standard equipment. Wide single front seat holds three. Split seat backs tilt forward, for access to spare tire on left behind driver's seat, to rear compartment on right. Windshield wipers operate from bottom of shield.