



The Oldsmobile
Brougham
*a new triumph in
fine body building*

OLDS MOTOR WORKS
Division-General Motors Corporation
LANSING MICHIGAN

"Oldsmobile Wins by Comparison"

THE Oldsmobile Brougham was designed to fill a definite motoring requirement which has resulted in a demand for a closed car combining the advantages of both the closed and open body types, with the smart appearance of the coupe, and the seating capacity of a larger car, at a price but slightly more than that of the ordinary open model.

The Brougham is a real closed car in design, construction, and finish. Yet, with its windows wide open, it affords all of the freedom of the touring car or roadster. Perfect protection from wind, dust, and rain is provided, yet the large windows give unobstructed vision and may be raised or lowered instantly.

In finish, the Brougham is of highest quality, and every appointment is provided for the convenience of driver and passengers. Cradled midway between front and rear springs, maximum riding comfort is always assured, no matter how rough the road may be.

The mechanical perfection of the chassis upon which the Brougham is mounted is already known and recognized by the thousands of owners who have found in the Model 43-A engine and chassis those qualities of economy, power, dependability, and long life which are essential to genuine pleasure and satisfaction.

And because of its genuine merit and honest quality, the Brougham is likewise a source of pride and satisfaction to the men who designed it and who now produce it, who can see in their handiwork the embodiment of those things which motorists most desire—comfort, convenience, economy, and dependability.

The Brougham~A Real Closed



BETTER combination of beauty and utility than that afforded by the new Oldsmobile Brougham would be difficult to find, or even to imagine. Here is beauty in design, finish, and appointments, made useful and practical through sound construction.

The frame work of the Brougham body is built of sturdy timbers, rigidly braced, with all joints carefully mortised and glued and then screwed or bolted together. No finer frame work was ever designed for a closed body regardless of the price.

The door posts, which are one and three-quarter inches wide and two and three-quarter inches thick, extend in one piece from sills to roof, making both upper and lower halves a single unit. Corner pieces and window posts are likewise of large dimensions and are carefully braced to prevent torsion or weaving which would result in body noises and cause doors and windows to fit imperfectly.

Three-quarter front view of frame showing how the upright pieces are rigidly braced to prevent torsion or twisting.



Front view of frame showing dash and sturdy door posts.

The body sills are one and three-quarter inches thick and six inches wide. They serve as a rugged foundation for the body structure and as an additional reinforcement for the deep frame of the chassis beneath. The top, also, is rigidly braced, heavy pieces being used on all four sides, with lighter strips

Car of Genuine Quality

forming a net work to support the high grade top material and to permit the placing of a dome light in the most convenient position. Sound-proof construction prevents rumbling and other noises when the car is in motion.

The frame of the Brougham body is constructed of thoroughly seasoned, carefully selected woods, especially adapted to body construction because of their strength and toughness. This exceptionally strong frame is sheathed with smooth panels of steel completely covering the outside surface of the body. No outside covering of fabric is used. For this reason, an unusually fine and durable exterior finish is made possible on the smooth metal surface.



Left: The heavy body sills and floor boards.



Center: The carefully braced roof.

Below: The details of the heavy door and window posts are clearly shown here.

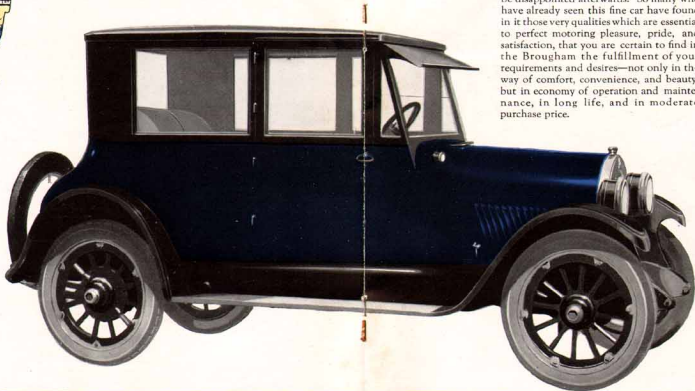
Few cars, regardless of price, are more carefully finished than the Oldsmobile Brougham. The very highest grades of paints, pigments, and varnishes are used, each coat being thoroughly rubbed down by hand. As a result, the finish is both beautiful and durable. Oldsmobile models are noted for their fine appearance.



The Magnificent Five Passenger Brougham

On the Model 43-A
Four-Cylinder Chassis

YOU may set your expectations high as you go to see the Brougham, and not be disappointed afterwards. So many who have already seen this fine car have found in it those very qualities which are essential to perfect motoring pleasure, pride, and satisfaction, that you are certain to find in the Brougham the fulfillment of your requirements and desires—not only in the way of comfort, convenience, and beauty, but in economy of operation and maintenance, in long life, and in moderate purchase price.



A Beautiful Interior With



Above: The wide door with convenient window lift and handy pocket.



Circle: A view of the door handle and lock.

Below: The wide, deep rear seat which seats three so comfortably. Note the large windows, the heater, and the dome light.



FEW cars of any type are so convenient for entrance or exit as the Oldsmobile Brougham. The large door on either side of the car is twenty-nine inches wide and forty-eight and one-quarter inches high. Both front seats move forward out of the way, leaving the doorway unobstructed.

Four sturdy hinges support each door and prevent sagging. A Yale lock is provided in the right hand door, while the opposite door locks from the inside.

The large windows in the doors and side panels afford a wide range of vision and may be raised or lowered instantly. The rear window is unusually generous in size and, like the side windows, is provided with spring roller curtains of fine fabric.

The front seats are heavily upholstered, with deep springs, and high



Both front seats tilt forward, making entrance and exit through the wide doors extremely easy and convenient.

Every Comfort and Convenience

rounded backs, tilted at the correct angle for maximum riding and driving comfort. The backs of the front seats are thirty-four inches from the instrument board, and the distance from clutch and brake pedals to the back of the driver's seat is thirty-eight inches, making driving most convenient for the majority of motorists.

The rear seat accommodates three passengers and is forty-eight and one-half inches wide and twenty-two inches deep. Its luxuriously comfortable cushions are eight inches thick. With a distance of thirty-one inches between the back of rear seat and the back of front seat, complete comfort without crowding is always assured rear seat passengers.

A dome light, with conveniently located switch and a dash lamp furnish ample interior illumination. A heater provides warmth and comfort in the coldest weather. A completely equipped instrument board, windshield visor and wiper, cowl ventilator, transmission lock, and cowl lights are other pleasing appointments of this handsome car.



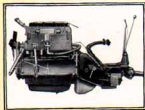
Above: The completely equipped instrument board and the conveniently located brake and gear levers.

Oval: The handy tool compartment in the door of the rear compartment.

Below: A rear view showing its attractive lines and the position of the rear compartment.



The Famous Four-Cylinder Chassis

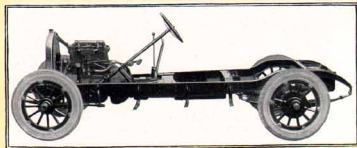


Left side of engine.

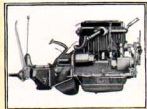
THE Oldsmobile Model 43-A, four-cylinder chassis is ideally fitted to carry a closed car body such as the Brougham. To support the extra weight of the closed body there is the frame with a maximum depth of seven inches, rigidly braced by four sturdy cross members. This strong frame absorbs road shocks and vibration and prevents twisting strains from passing into the body itself.

The four-cylinder engine, which develops over forty horse power, is capable of carrying the Brougham with ease over the steepest hill or through the heaviest going. This engine's economy of gasoline and oil is remarkable, and its upkeep cost is so low as to be practically negligible.

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The powerful Model 43-A chassis is a compact unit in itself.



Right side of engine.

Specifications

CHASSIS

WHEELBASE—115 inches, standard tread; road clearance, front, 10 $\frac{3}{4}$ inches and rear, 9 $\frac{3}{4}$ inches.

ROAD WEIGHT—3180 pounds.

ENGINE—Unit power plant, 3 point suspension; four cylinders cast on bloc, 13 $\frac{1}{2}$ x 5 $\frac{1}{4}$ inches; valve-in-head type; S. A. E. rating 21.7 H. P. Block test develops over 40 H. P. Piston displacement, 224 cubic inches.

CRANK SHAFT—High carbon drop-forged, heat-treated steel with three large bearings; front, 23 $\frac{3}{8}$ inches long x 1 $\frac{1}{2}$ inches diameter; center, 2 inches x 2 inches; rear, 3 $\frac{1}{2}$ inches long x 2 inches diameter. Lubricated by filtered oil under pressure.

ENGINE LUBRICATION—Force feed and splash with pressure gauge on instrument board. All oil filtered. System acts as both lubricating and cooling agent. Lubricating felts on push rods.

REAR AXLE—Floating type. Spiral bevel gears. Differential housing and wheels mounted on Hyatt roller bearings. Pinion shaft mounted on New Departure ball bearings.

TORQUE TUBE—Torsional load taken through heavy tube, enclosing propeller shaft. Built as integral part of rear axle housing. Supported at forward end in a spherical housing on transmission, containing large universal joint. Maintains proper alignment between axle and power plant.

SPRINGS—Front, semi-elliptic, 2 inches wide, 36 inches long. Rear, semi-elliptic, underslung, 2 $\frac{1}{2}$ inches wide, 54 inches long.

STEERING GEAR—Semi-irreversible split nut type with easy positive adjustment. Turning radius 20 feet.

FRAME—Cold pressed steel channel section of 7 inches maximum depth. $\frac{3}{8}$ -inch thickness of frame. Four very heavy cross members.

ELECTRIC SYSTEM—Delco starting and lighting. Bendix-type starter cranks engine through teeth cut in fly wheel rim.

TIRES—Cord tires standard equipment. Size 12 x 4 inches. Ribbed tread front and all weather tread rear.

BODY

BODY—Five-passenger, stream line, built according to standard closed car methods on a mortised-welded, screwed, bolted and glued, heavy hardwood frame; and all metal sheeted, with two large doors and large full vision windows.

COLOR—Beautiful deep Oldsmobile blue on lower part of body, top panels of black, divided by fine gold striping.

UPHOLSTERY—Pillow type seat cushions and backs of high grade fabrics.

INSTRUMENT BOARD—Beautiful Circussian walnut-grained, metal-faced. Oil pressure gauge, ammeter, and speedometer mounted flush; carburetor air choke, independently controlled shroud dash light, and control for cowl ventilator.

FLOOR COVERING—High grade rugs, covering entire floor and toe board. Ribbed-rubber heel rest for driver. Rugs leather bound on edges and around floor openings.

DOORS—Two large doors 29 inches wide and 48 $\frac{3}{4}$ inches high, hung on four heavy hinges. Right hand door equipped with Yale lock operating from exterior. Left hand door locks from inside. Large flap pocket in each door. Drip moulding over each door.

WINDOWS—Side windows 27 inches wide and 19 inches high. Windows in doors 24 inches wide and 19 inches high. Rear window 33 $\frac{1}{2}$ inches wide and 15 inches high. Side and rear windows have spring roller curtains of fine fabric.

TOOL COMPARTMENT—Tools in spacious, dust-proof compartment in rear deck. Each tool in individual pocket held by clamps and snap fasteners. Storage compartment also in rear deck 46 inches wide, 16 $\frac{3}{4}$ inches high and 10 $\frac{3}{4}$ inches deep.

LIGHTS—Attractive large non-glare headlights equipped with bright and dim adjustments operated from dash; tail light attached to license plate holder. Side lights on cowl.

APPOINTMENTS—All hardware of satin silver finish. Exterior hardware of tested nickel finish. Black garnish rails around interior of windows. Special Oldsmobile design door check allows ample swing.



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