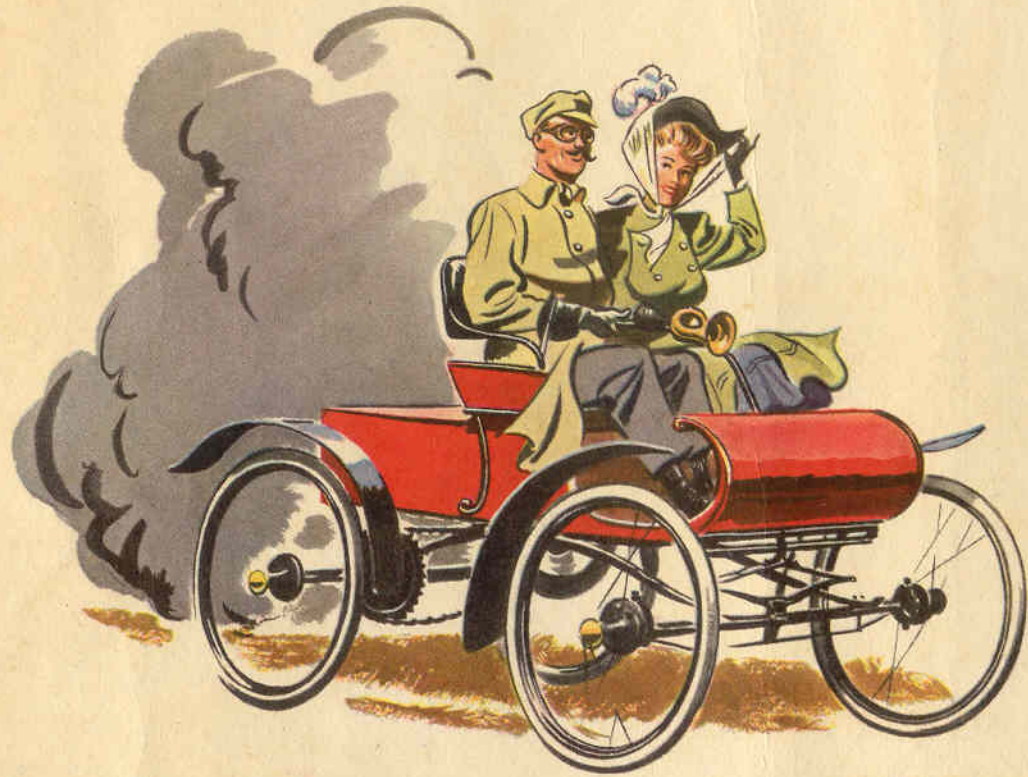


OLDSMOBILE

NEWEST PRODUCT OF AMERICA'S OLDEST MOTOR CAR MANUFACTURER

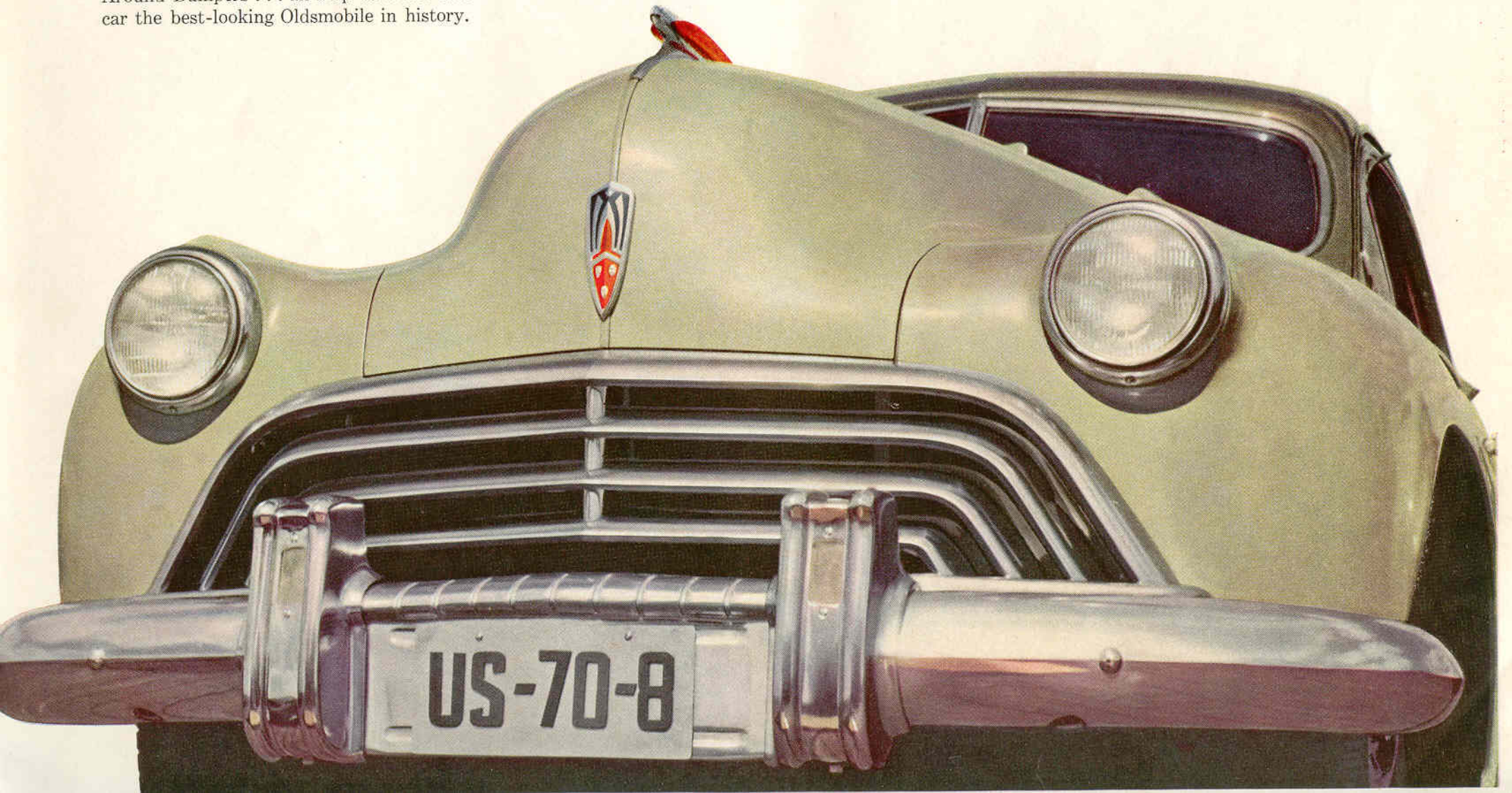


Ever since the days of the "Curved Dash Runabout," Oldsmobile has been famous for combining new ideas with proved features . . . in the right proportion to create a fine automobile. This tradition is carried out in the new 1946 Oldsmobiles presented on the following pages.

The photographs will give you some indication of how *new* these cars really are. The camera reveals in full color the modern distinctiveness of their front end design . . . the graceful beauty of their all-over styling. Yet it takes the experience of actually driving the 1946 Oldsmobile to gain a real appreciation of how it combines many new improvements—in engine and body and chassis—with proved quality features and basic soundness of design. Add to these advantages the New Hydra-Matic Drive—the famous General Motors feature that gives you fully automatic gear-shifting and eliminates the clutch pedal entirely—and you'll understand why we say . . . "Look to OLDS for All That's NEW!"

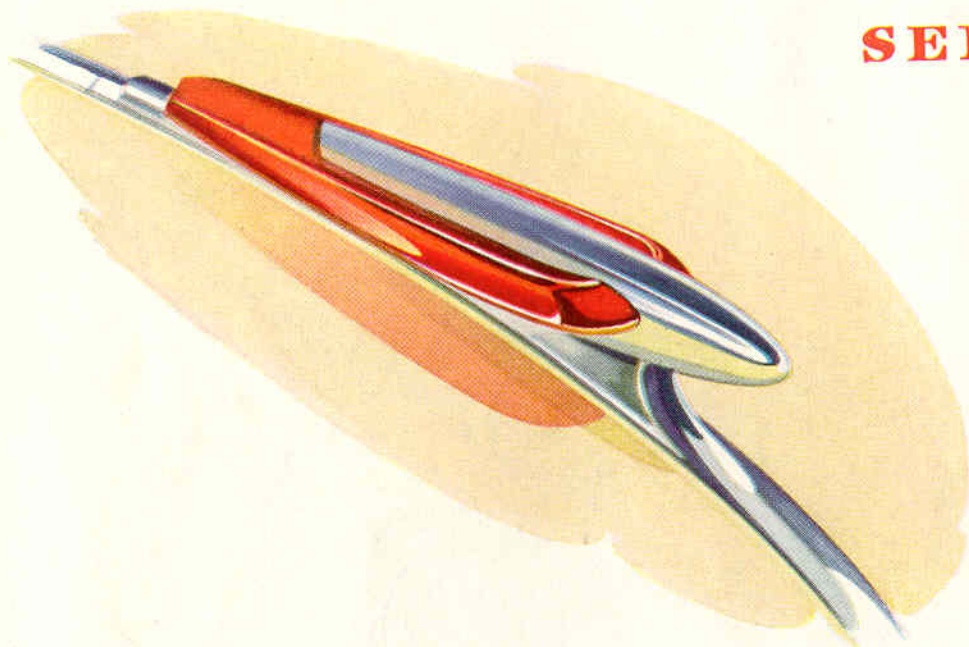
Presenting the New **OLDSMOBILE**

Style leadership has long been an Oldsmobile tradition. And the 1946 model adds new luster to this reputation. Its smart new front-end, tailored grille, and massive Wrap-Around Bumpers . . . all help to make this car the best-looking Oldsmobile in history.



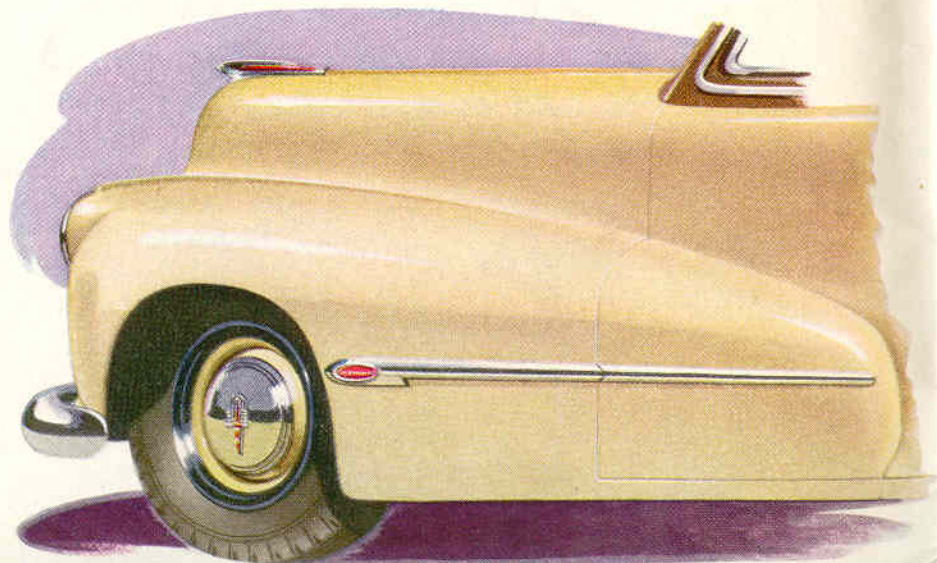
The Oldsmobile Special

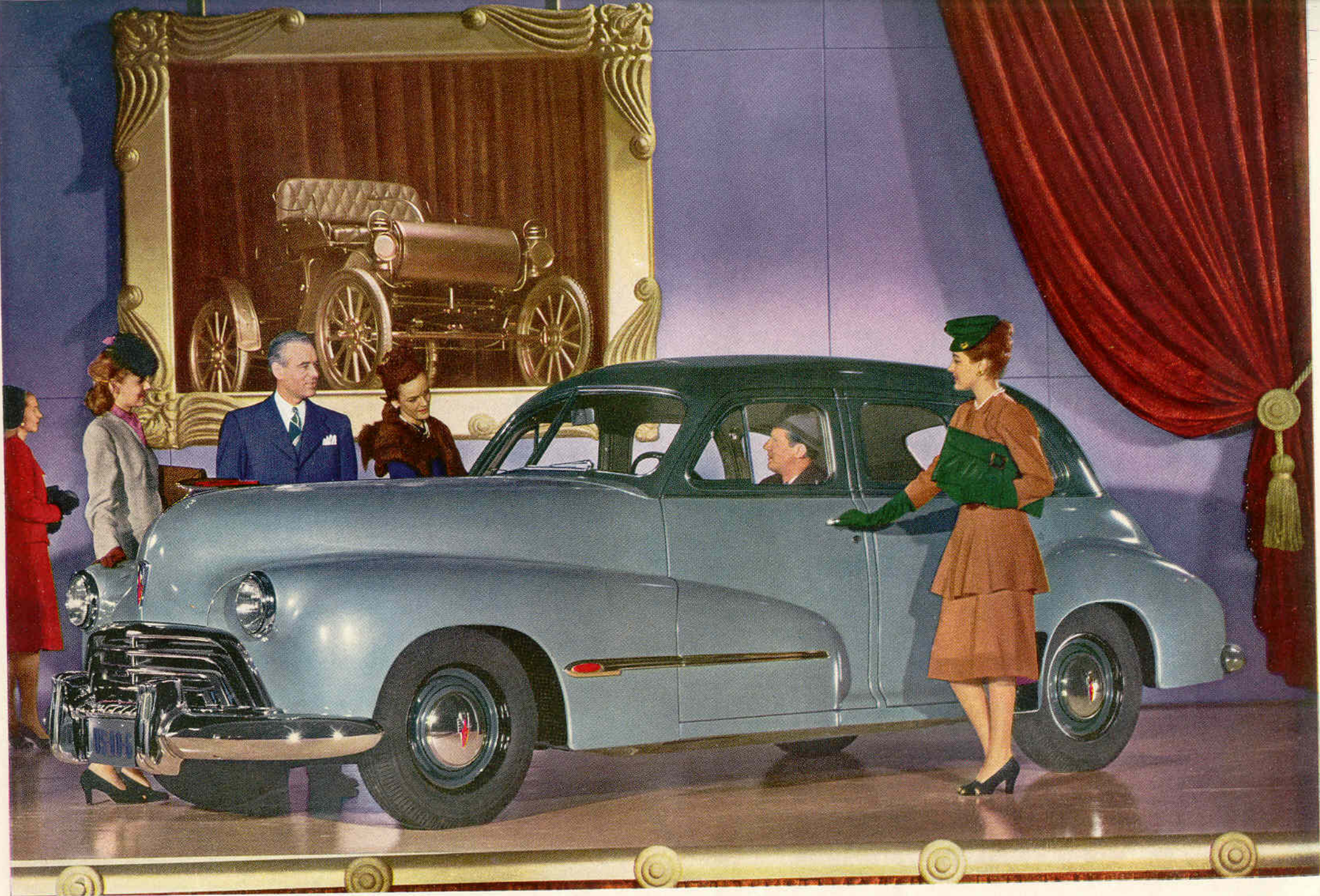
SERIES 66



BUILT for the owner who wants quality construction plus outstanding economy, the Oldsmobile Special is a roomy, road-worthy automobile, offering many unusual extra-value features. The 1946 Oldsmobile Special "66" is 204 inches long overall—a full 17 feet from bumper to bumper. Its wheelbase is 119 inches. Its precision-balanced Fire-Power Engine delivers 100 horsepower. And this fine economy car is a true Oldsmobile through and through—in styling, in engineering, and in every detail of construction. Its roomy Bodies by Fisher are of the latest Unisteel type—welded into

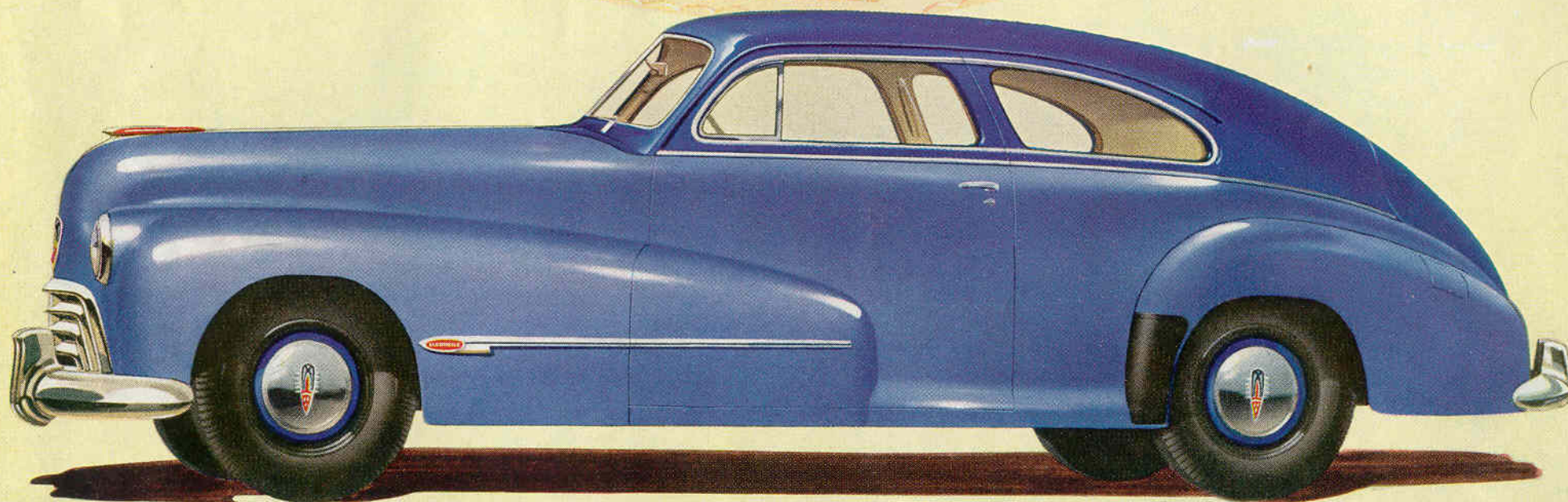
a solid one-piece unit for safety and for lasting freedom from body squeaks and rattles. There are 34 anti-friction bearings at vital points in its chassis, to insure long life and freedom from wear. Its Rigid X-Member Frame has 5 sturdy cross members, securely riveted and welded, forming a solid foundation for the car. Among the many other noteworthy Oldsmobile features incorporated in the Special "66" are Dual Center-Control Steering for shockless handling ease, Knee-Action Front Wheels that "step" right over bumps, Quadri-Coil Springing with a resilient coil spring at each wheel, and 4-Way Stabilization to prevent sidesway and pitching. And every Special "66" model is available, at extra cost, with the new and finer Hydra-Matic Drive—General Motors' supreme contribution to motor car performance and handling ease.





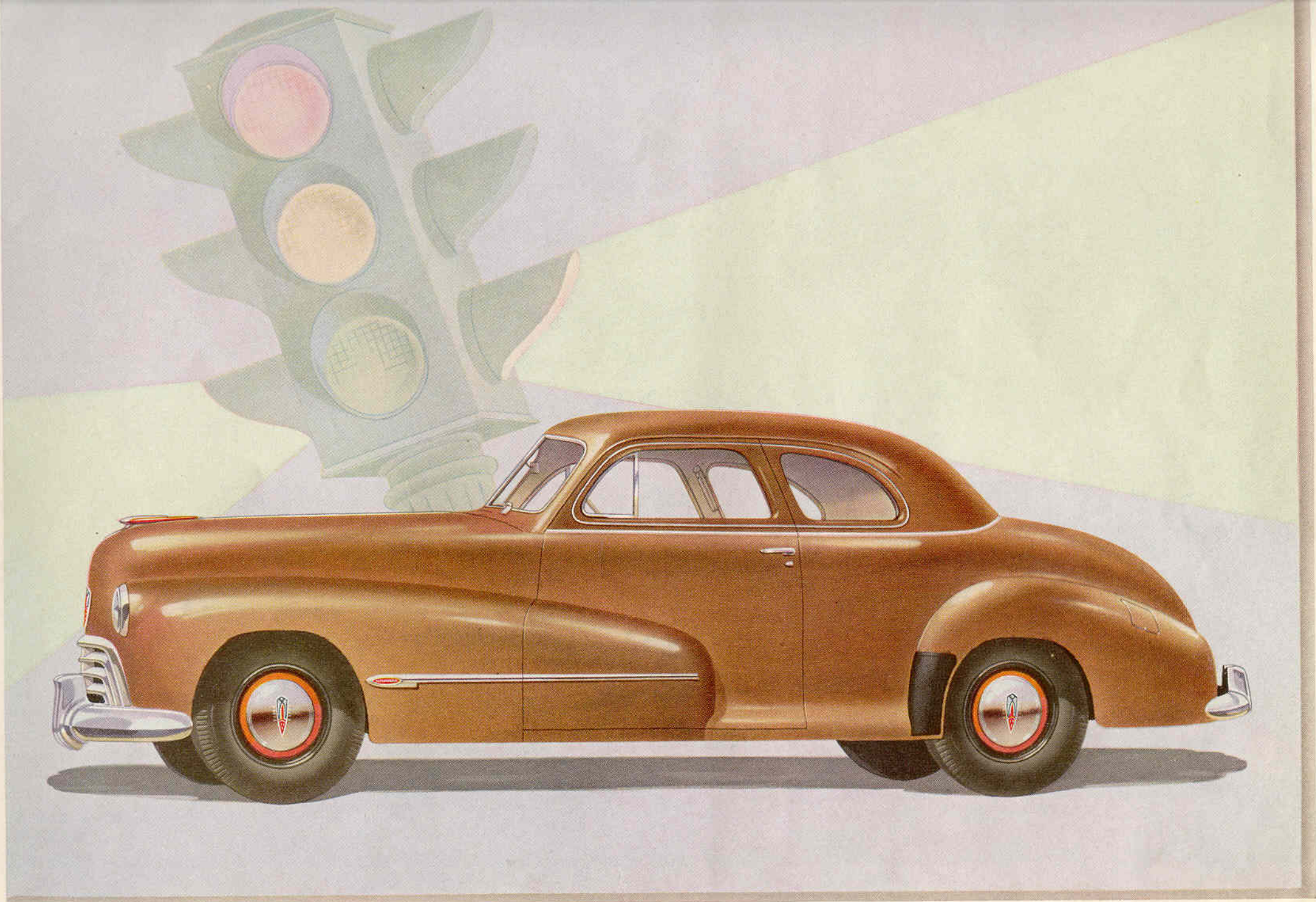
OLDSMOBILE "66" 4-DOOR SEDAN

With a 3-passenger front seat that measures $57\frac{7}{8}$ inches wide, there is generous room for six adults in this impressive 4-Door Sedan. Interior appointments include rear seat assist cords, built-in rear compartment foot rest, arm rests and ash trays. The large luggage compartment at the rear is carpeted and thoroughly weather sealed.



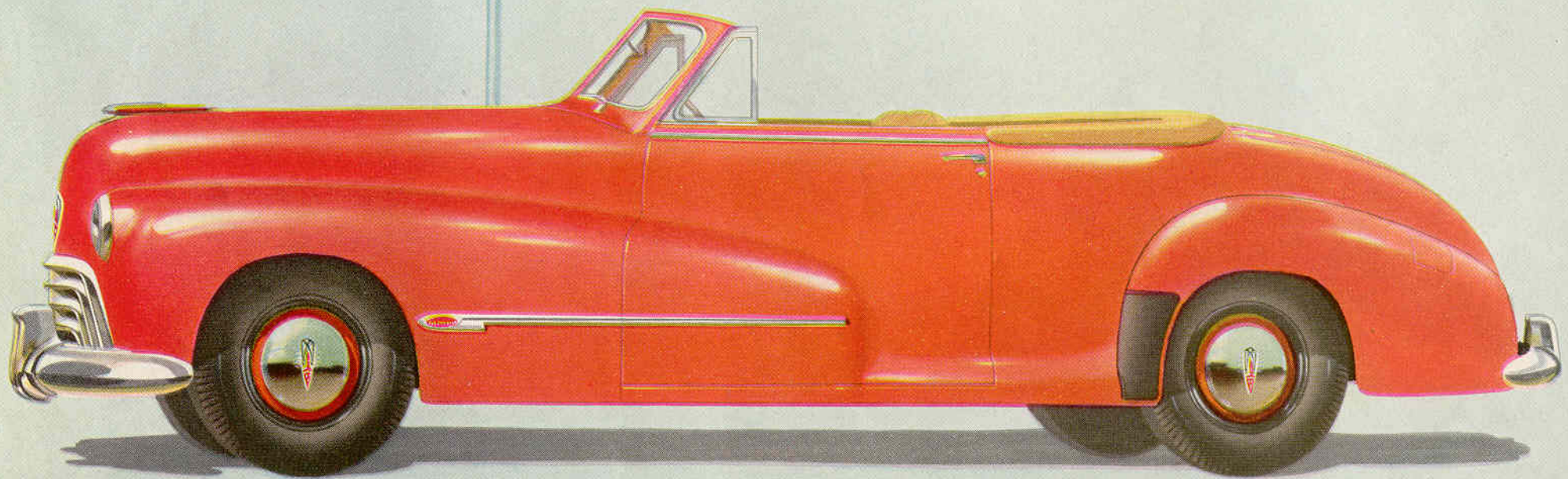
OLDSMOBILE "66" CLUB SEDAN

This smart, streamlined 6-passenger model has a wider rear seat than many 4-door sedans of comparable size, and a front seat that is $57\frac{7}{8}$ inches wide. Its wide doors and divided sedan-type front seat permit easy entrance and exit for rear seat passengers. The sloping rear deck conceals a roomy luggage compartment.



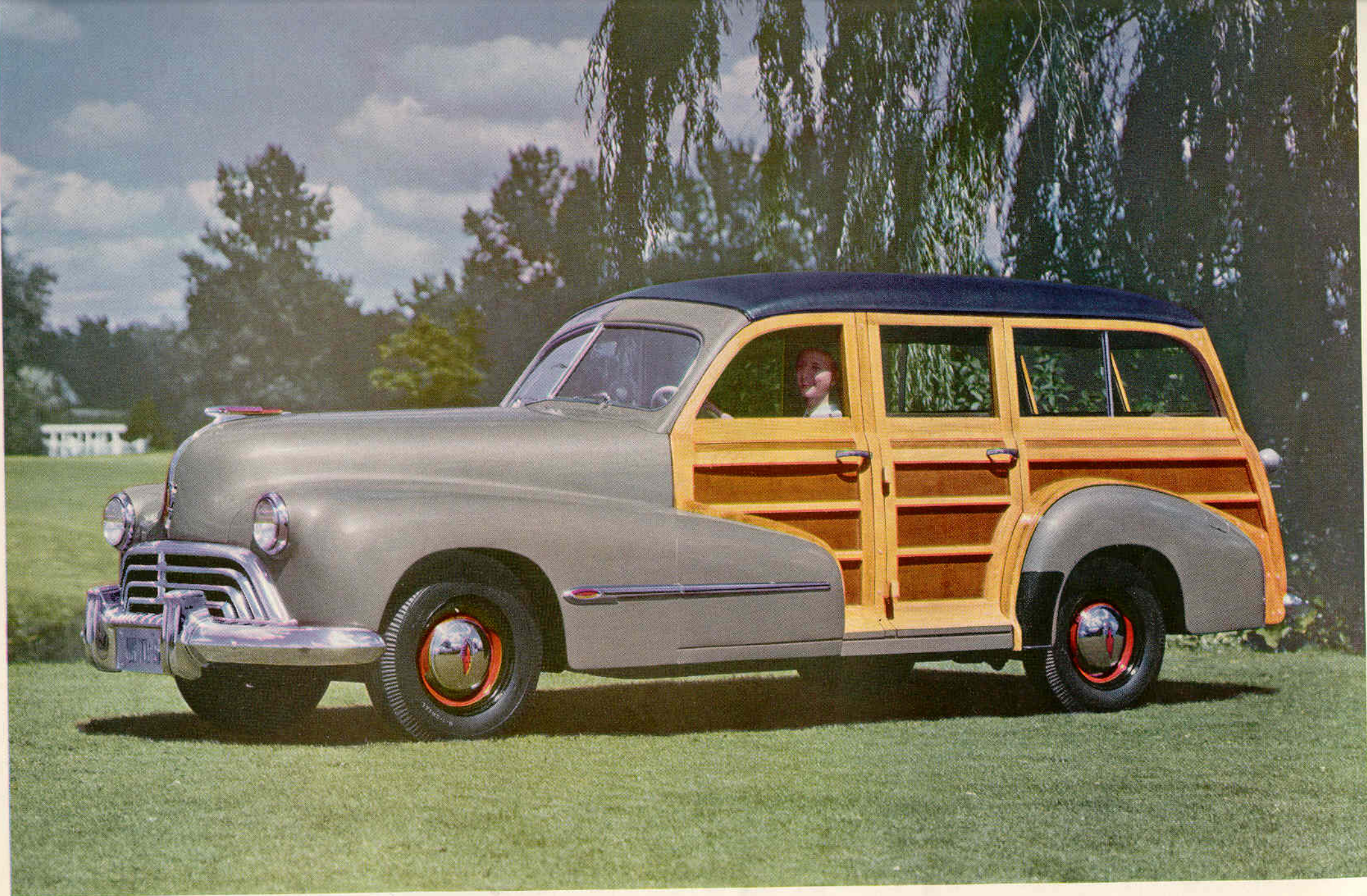
OLDSMOBILE "66" CLUB COUPE

With all the distinctive smartness of a personal car, this impressive coupe has a 3-passenger front seat, and a full-width rear seat that will carry three more. The broad windshield and windows afford exceptional driving vision; the rear quarter windows as well as the door windows may be opened to provide maximum ventilation.



OLDSMOBILE "66" CONVERTIBLE COUPE

This handsome 5-passenger Convertible has a snug-fitting, power-operated top that raises or lowers itself at the touch of a control. Rear quarter windows provide extra visibility for rear seat passengers, and wind protection on brisk days when the top is down. Upholstery is genuine leather in a selection of four different colors.

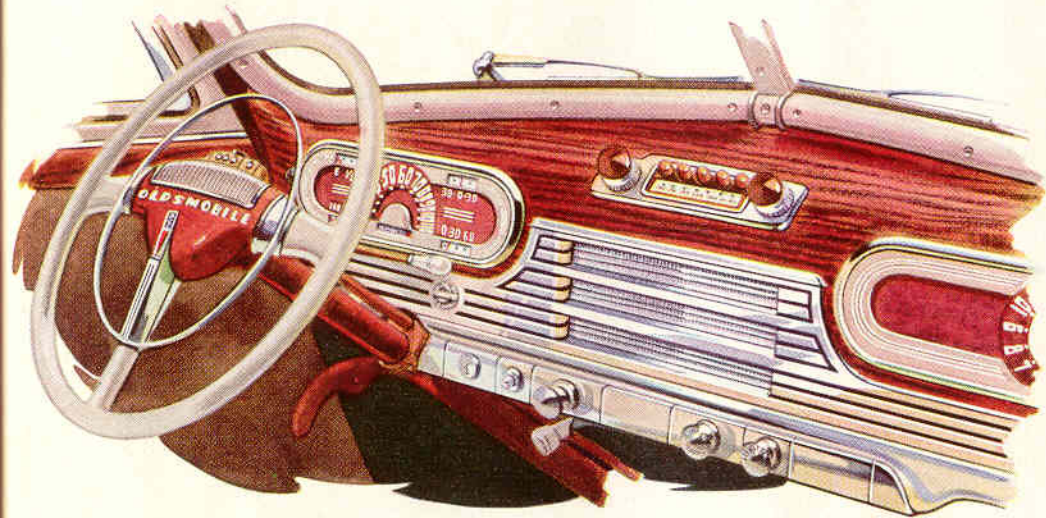


OLDSMOBILE "66" STATION WAGON

The Oldsmobile Station Wagon seats eight passengers and provides space for luggage at the rear. Both rear seats are easily removable to make room for loads up to 1000 lbs. The Station Wagon is available in either a Standard model, or a De Luxe model with many added features including genuine leather upholstery.

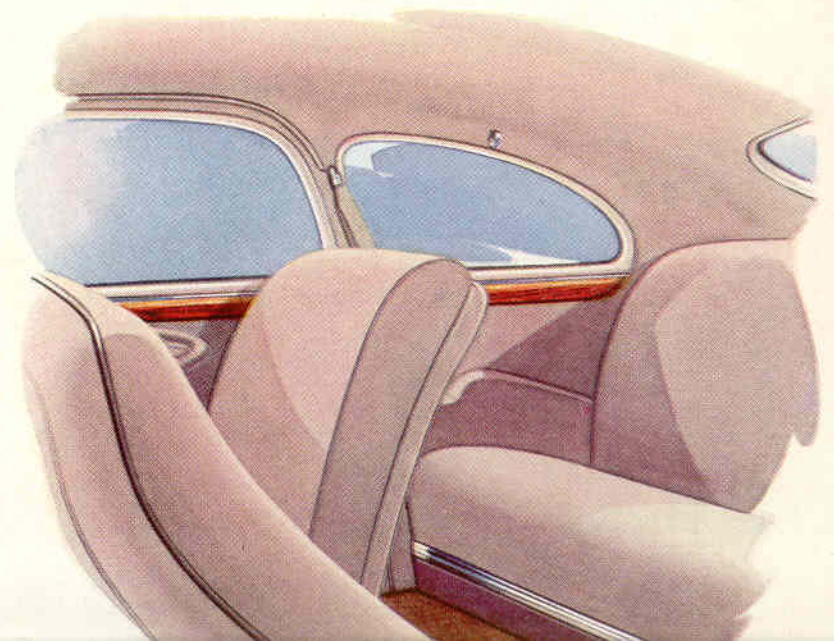
Oldsmobile Dynamic Cruiser

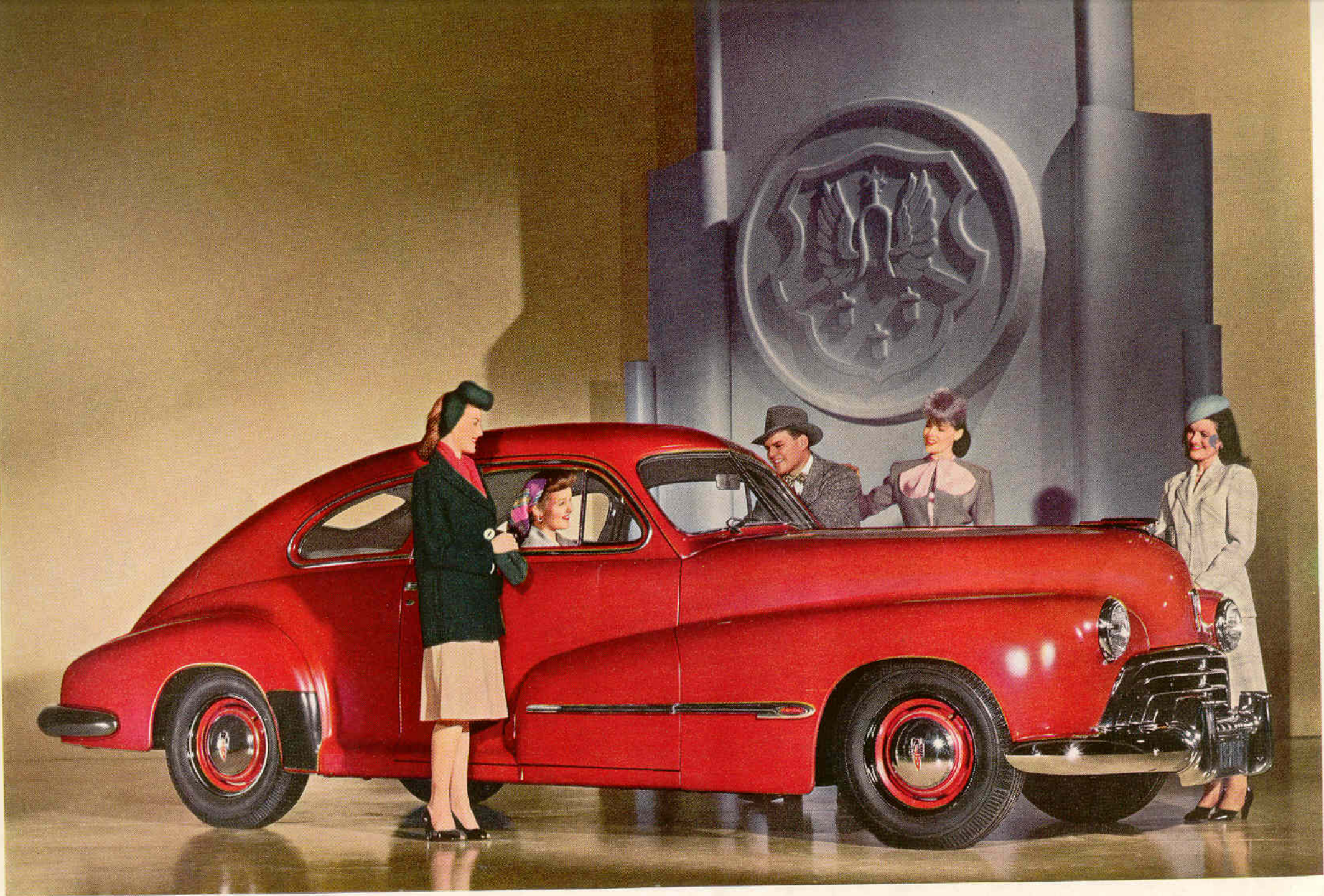
SERIES 76 AND 78



with cars costing several hundred dollars more, and offering many outstanding Oldsmobile advantages not available in any other make of car, the Dynamic Cruiser strikes a happy balance between "big-car" and "economy-car" advantages. Its Unisteel Bodies by Fisher seat six full-size passengers in roomy comfort. Its Knee-Action Front Wheels, Quadri-Coil Springing, and 4-Way Stabilization, coupled with Oldsmobile's scientific weight distribution and low center of gravity, make the Dynamic Cruiser extremely road-worthy and smooth-riding at all speeds. It is notably easy to handle, with Oldsmobile's distinctive Dual Center-Control Steering to eliminate steering shocks. And with the new and finer Hydra-Matic Drive, optional at extra cost, gear shifting is fully automatic through all 4 forward speeds, and there isn't even a clutch pedal to bother with. You just step on the gas to go and step on the brake to stop, in the 1946 Oldsmobile Dynamic Cruiser with Hydra-Matic Drive.

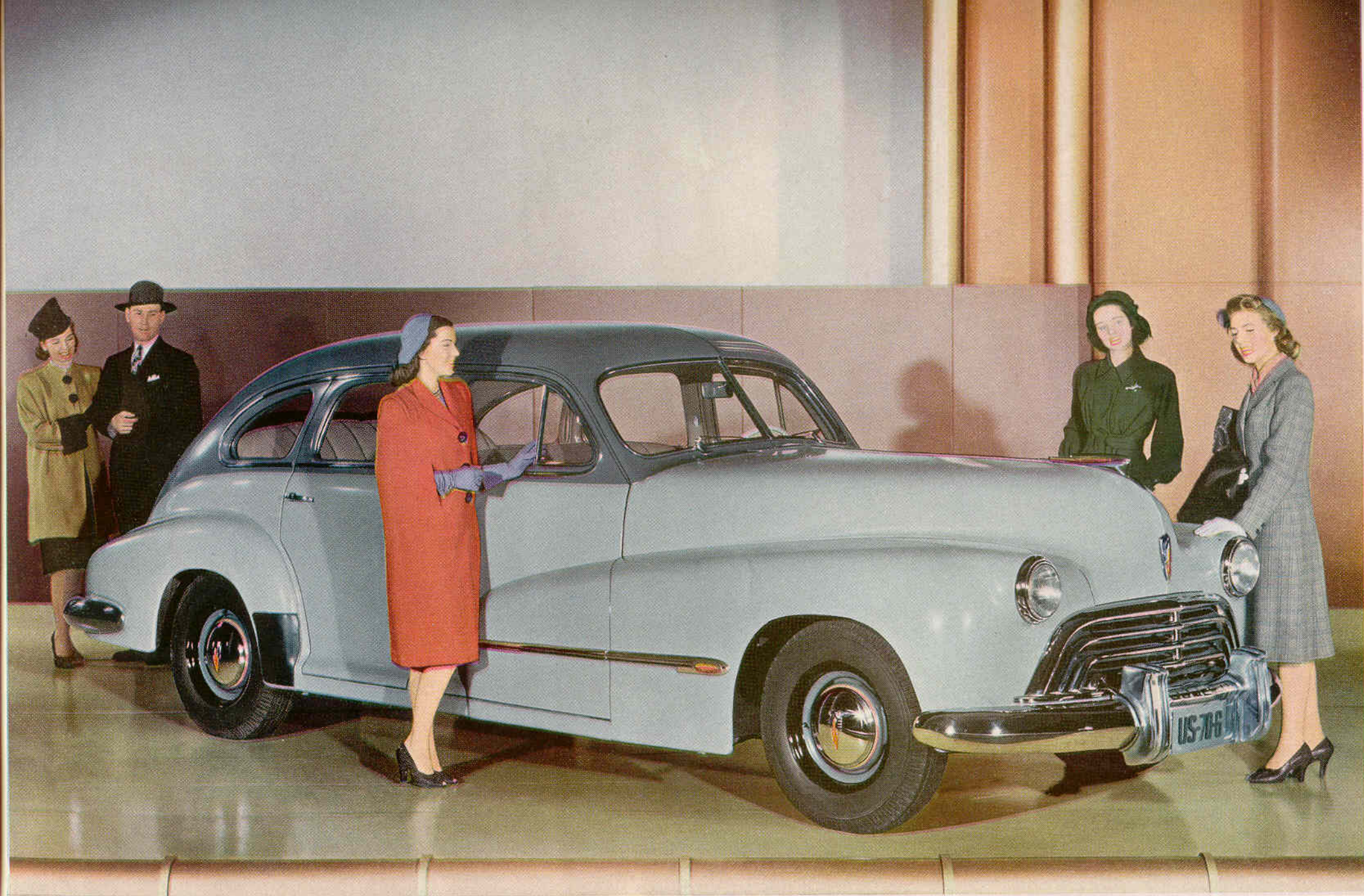
THE impressive Oldsmobile Dynamic Cruiser for 1946 has a wheelbase of 125 inches, and is 212 inches long from bumper to bumper. It is available in both six-cylinder and eight-cylinder models, with smooth Fire-Power Engines that develop 100 H.P. and 110 H.P. respectively. And both "Sixes" and "Eights" in this popular series of Oldsmobiles are offered for 1946 in both Standard and De Luxe models—with a wide range of colors, including many new and striking shades and two-tone combinations. Comparing favorably





OLDSMOBILE "76" CLUB SEDAN

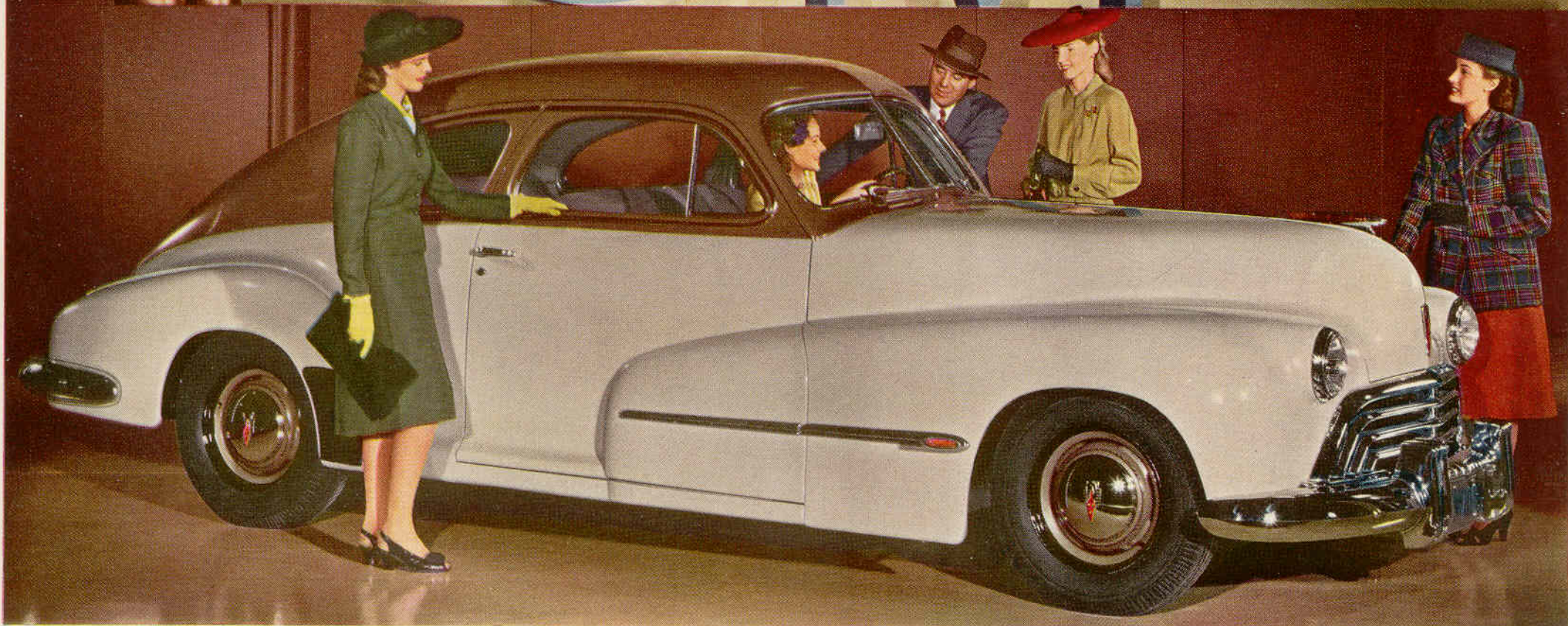
The sedan-type front seat is over 5 feet wide, the rear seat width is 55½ inches in this roomy 6-cylinder, 6-passenger Oldsmobile model. There's an extra-large luggage compartment concealed beneath its sweeping rear deck. And there is ample power to meet every driving need in its thrifty 100-horsepower Oldsmobile Engine.



OLDSMOBILE "76" 4-DOOR SEDAN

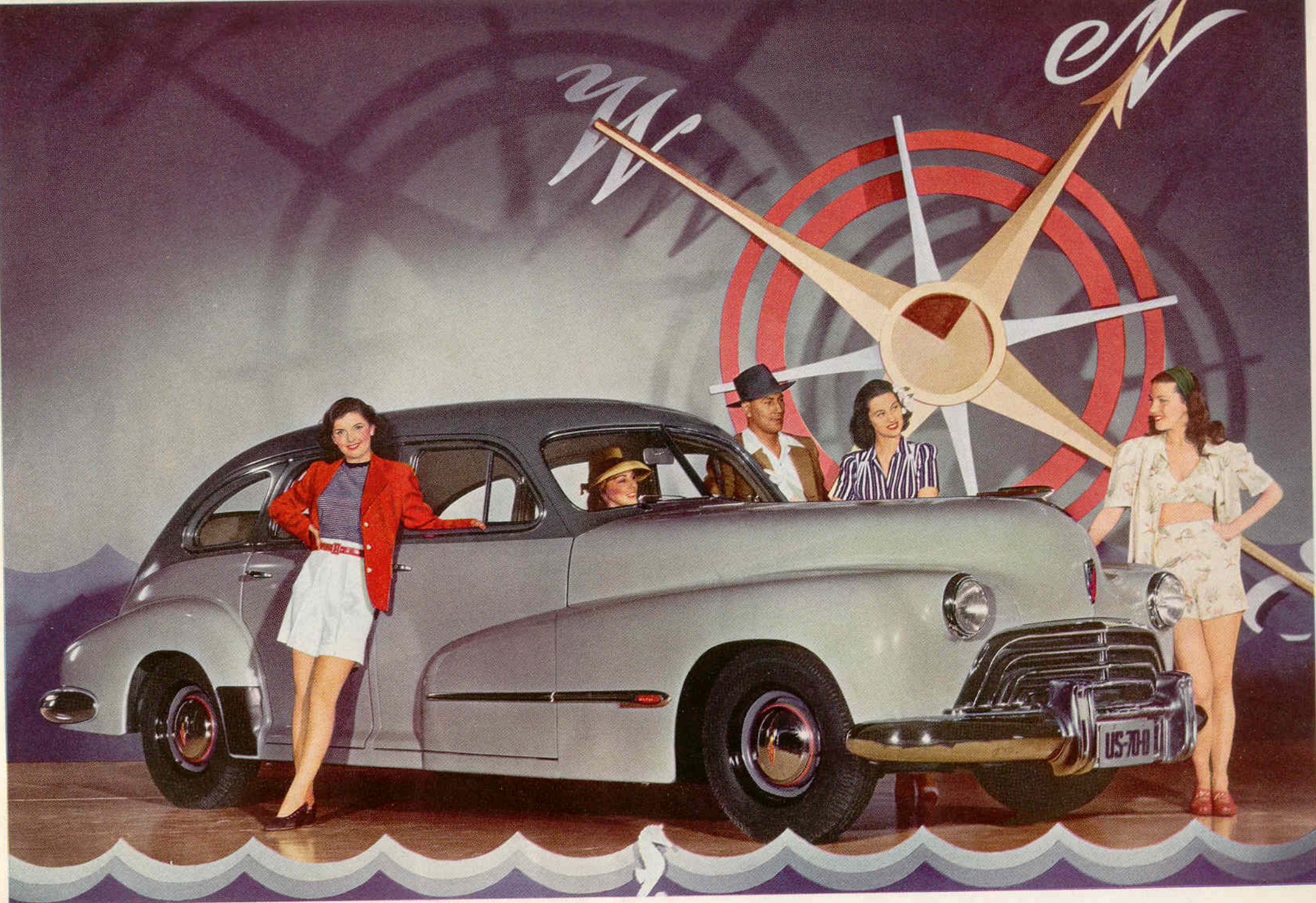
The extra-roomy rear compartment of this 6-cylinder Dynamic Cruiser 4-Door Sedan will appeal to rear seat passengers who like to "stretch out and relax" on long trips. Both seats are broad and deep, and luxuriously cushioned. De Luxe models have folding center arm rests in the rear seat, and foam rubber seat cushions.

GM



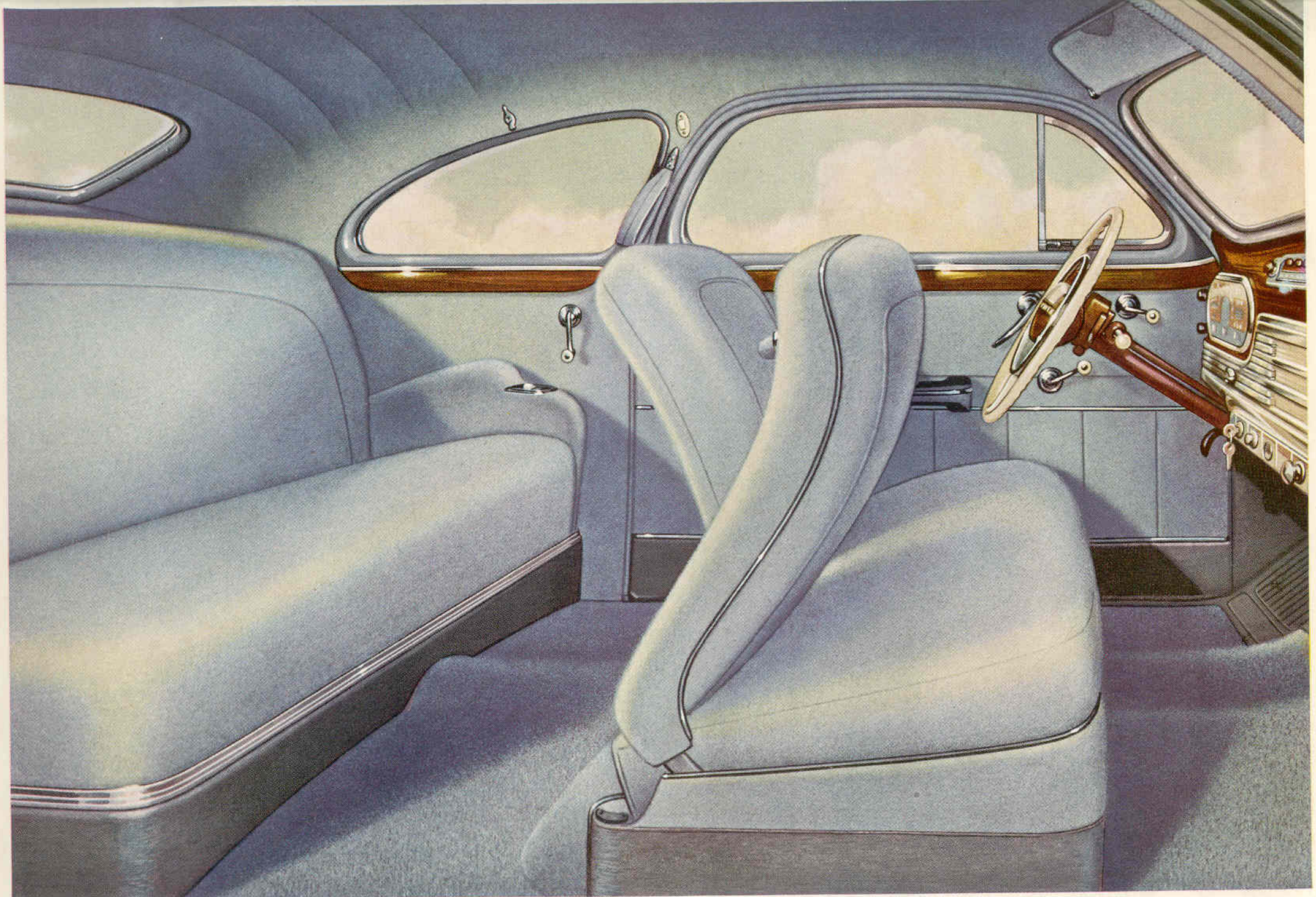
OLDSMOBILE "78" CLUB SEDAN

With its 110-H.P., 8-cylinder Fire-Power Engine, this 6-passenger Dynamic Cruiser Club Sedan offers dashing performance plus the smoothness that is possible only with an "Eight." It is an extremely easy-riding car under all road conditions. And its wide chassis is ruggedly constructed to withstand every strain of hard driving.



OLDSMOBILE "78" 4-DOOR SEDAN

This gracefully streamlined eight-cylinder 4-Door Sedan is luxuriously appointed. Regular equipment includes rear compartment foot rests, arm rests and assist cords and ash trays. De Luxe models also have a pillowed folding center arm rest in the rear seat, foam rubber seat cushions, and "custom" broadcloth upholstery.



OLDSMOBILE SEDAN INTERIORS

This interior view of the Series 70 Club Sedan shows the roomy comfort and the quality appointments that are typical of all 1946 Oldsmobile sedans. Floor carpeting and upholstery are selected to harmonize effectively with the color of the car. The metal window moldings and cowl are finished in rich walnut graining. Door handles and windows regulators are chromium plated.

Oldsmobile Custom 8 Cruiser

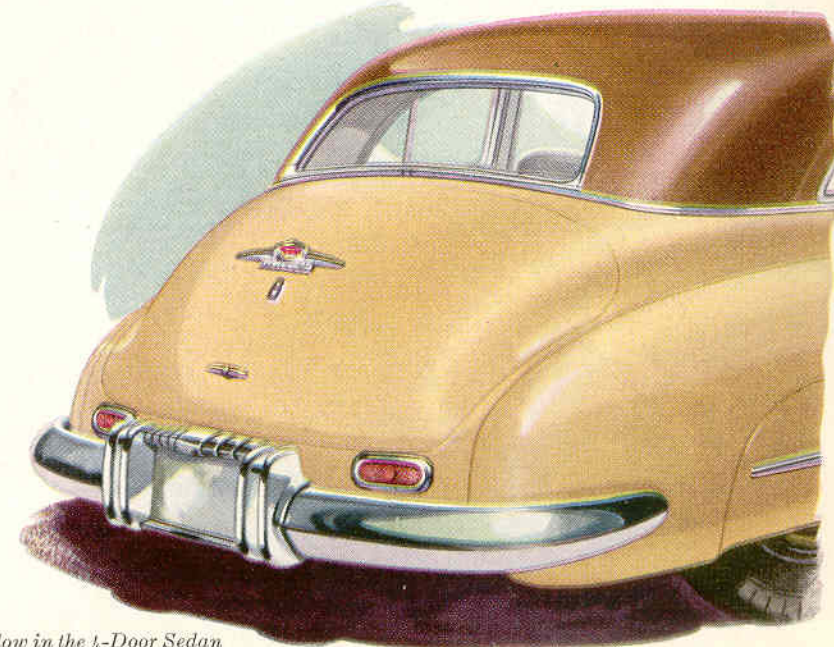
SERIES 98



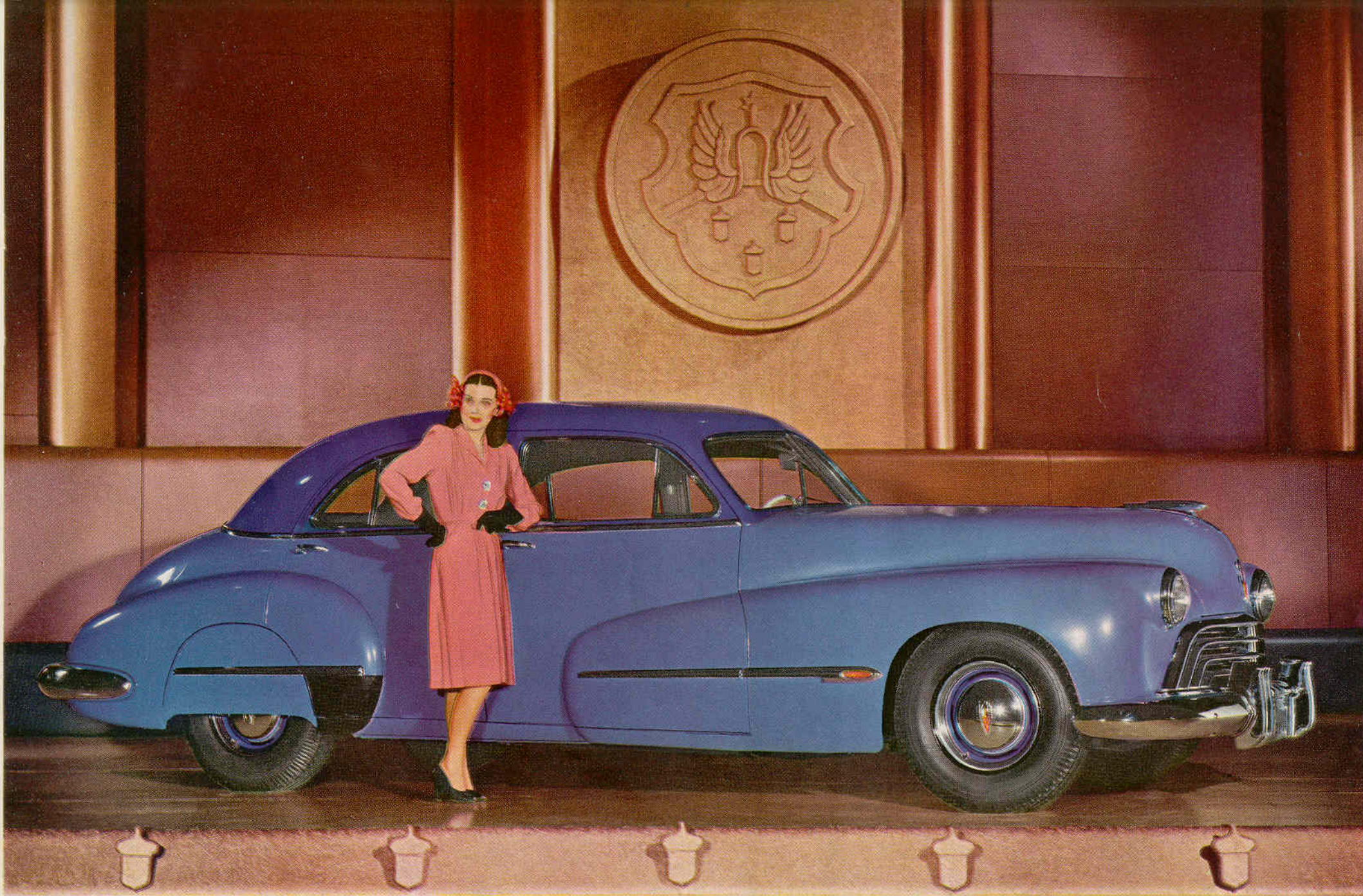
The Custom 8 Cruiser is luxuriously comfortable to ride in. Seats are broad, deeply cushioned and richly upholstered.

it is one of the easiest-handling cars on the road. Beneath its broad hood is a 110-horsepower "Straight 8" Engine, with outstanding new features that contribute to new standards of smoothness and performance. Its chassis is rugged in every detail, with an extra-broad, extra-braced frame for maximum safety and long life. Its "custom-type" bodies are of welded-steel construction, with sound-deadening insulation to insure quietness throughout their life. Regular equipment of the Series 98 Custom 8 Cruiser includes custom-quality broadcloth upholstery, foam rubber seat cushions, custom-quality hardware, De Luxe plastic-rim steering wheel with ring-type horn control, electric clock, solenoid-controlled starter and many other exceptional items. General Motors' new and finer Hydra-Matic Drive is available on all models at extra cost. With this modern *automatic* drive, you get Oldsmobile performance at its best. And there is no gear shifting to do in forward speeds, and no clutch pushing . . . there isn't even a clutch pedal in the car.

THE 1946 Custom 8 Cruiser is truly the finest Oldsmobile ever built, a car for the owner who demands the finest in styling, in comfort, and in performance. It is a big impressive-looking car, 18 feet long from bumper to bumper, with a wheelbase of 127 inches. It is a modern car, with floors so low that running boards are not needed, and with bodies that are wider than they are high. It is a luxurious car, with custom-quality appointments and De Luxe equipment throughout. And this fine big Oldsmobile is so perfectly balanced that

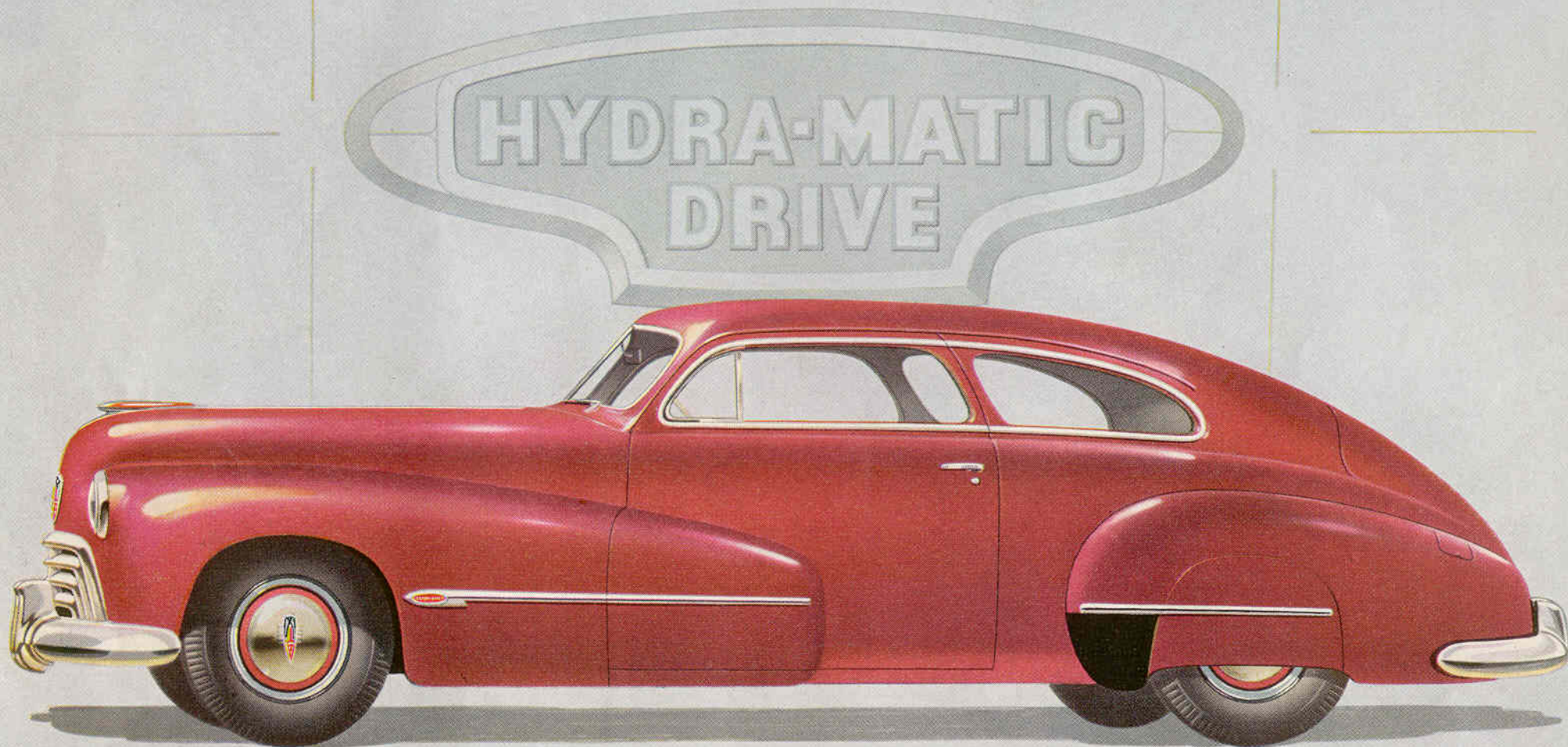


The large curved rear window in the 4-Door Sedan affords exceptional rear-view visibility. The luggage compartment is unusually roomy.



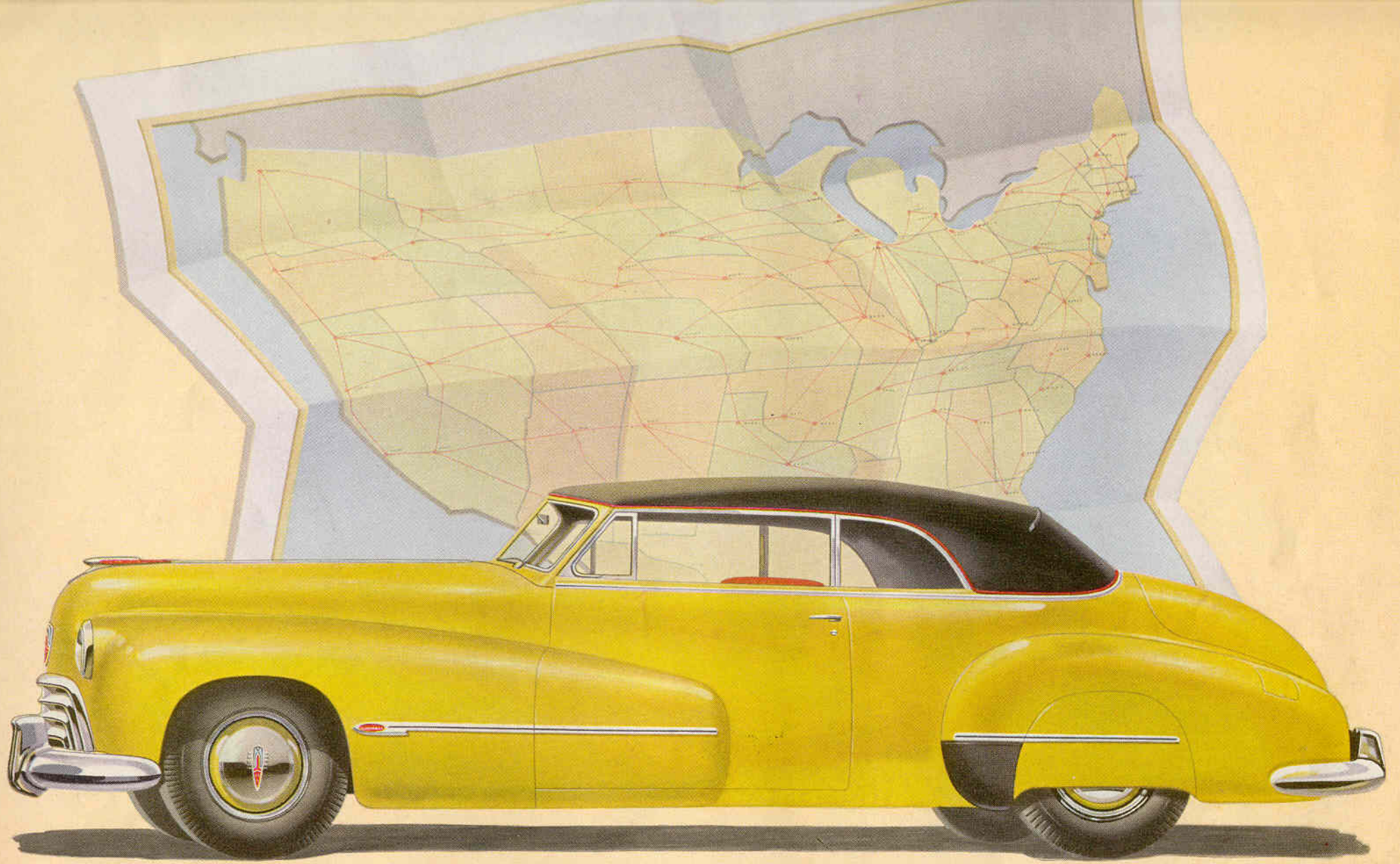
OLDSMOBILE "98" 4-DOOR SEDAN

Six passengers are never a crowd in this big 4-Door, 4-Window Sedan. The luxurious lounge-type seats are almost as wide as divans, $61\frac{3}{4}$ inches wide in the front compartment, $52\frac{1}{4}$ inches in the rear compartment. Both front and rear doors are wide, and the broad windows afford excellent visibility for all passengers.



OLDSMOBILE "98" CLUB SEDAN

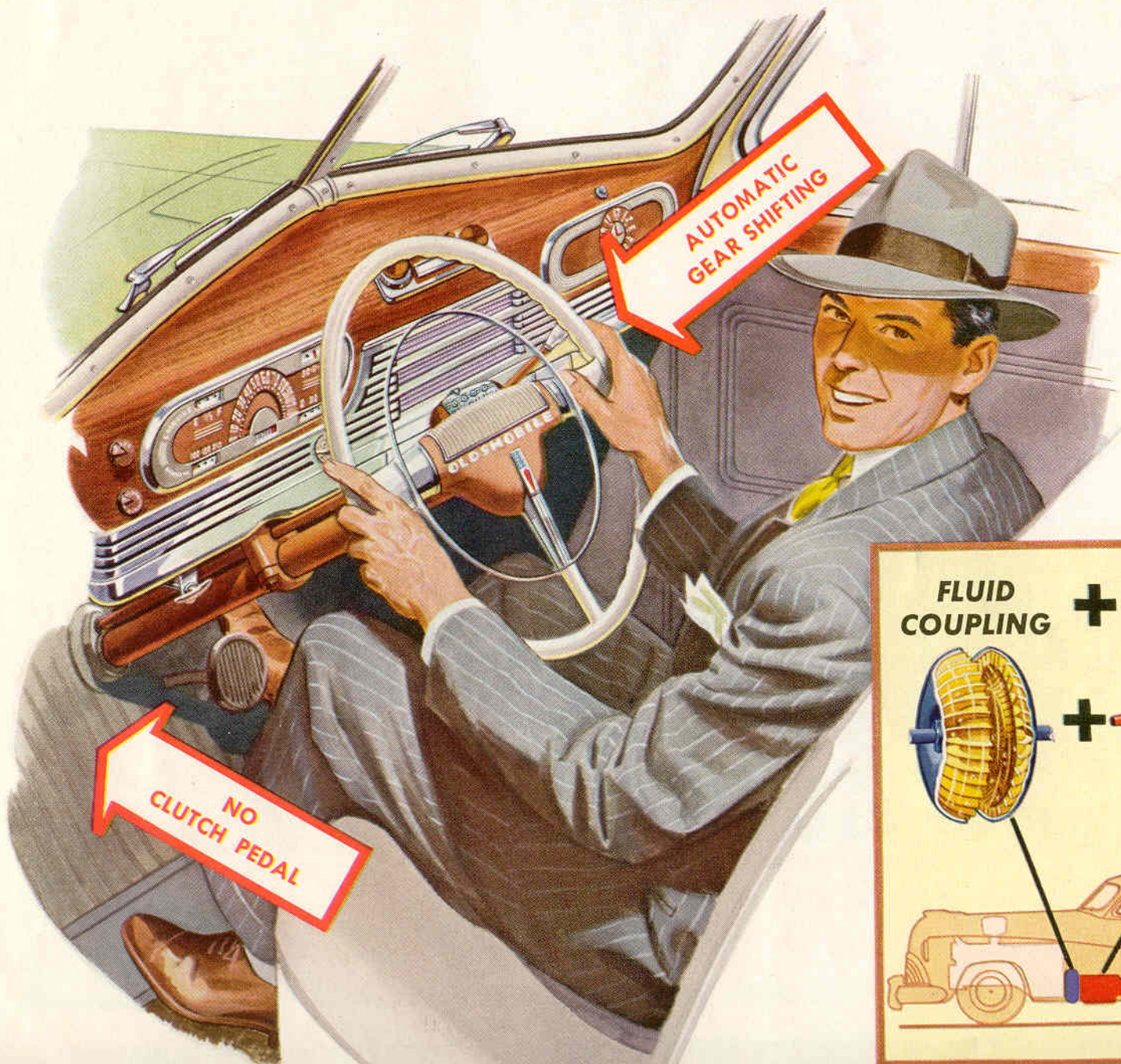
One of the most perfectly proportioned cars ever built, this beautiful Club Sedan combines the intimacy of a coupe with generous seating capacity for six. The extra-broad doors make the rear compartment almost as easy to enter as in a 4-door sedan. The gracefully streamlined rear deck conceals a roomy luggage compartment.



OLDSMOBILE "98" CONVERTIBLE COUPE

Long, low and strikingly beautiful, this Convertible Custom 8 Cruiser is also a practical car for all-weather driving. The snug-fitting, power-operated top can be raised or lowered at the touch of a control. Hydraulic power also operates the door windows and the adjustable front seat. Upholstery is genuine leather.

The new **HYDRA-MATIC DRIVE** does all this for you!

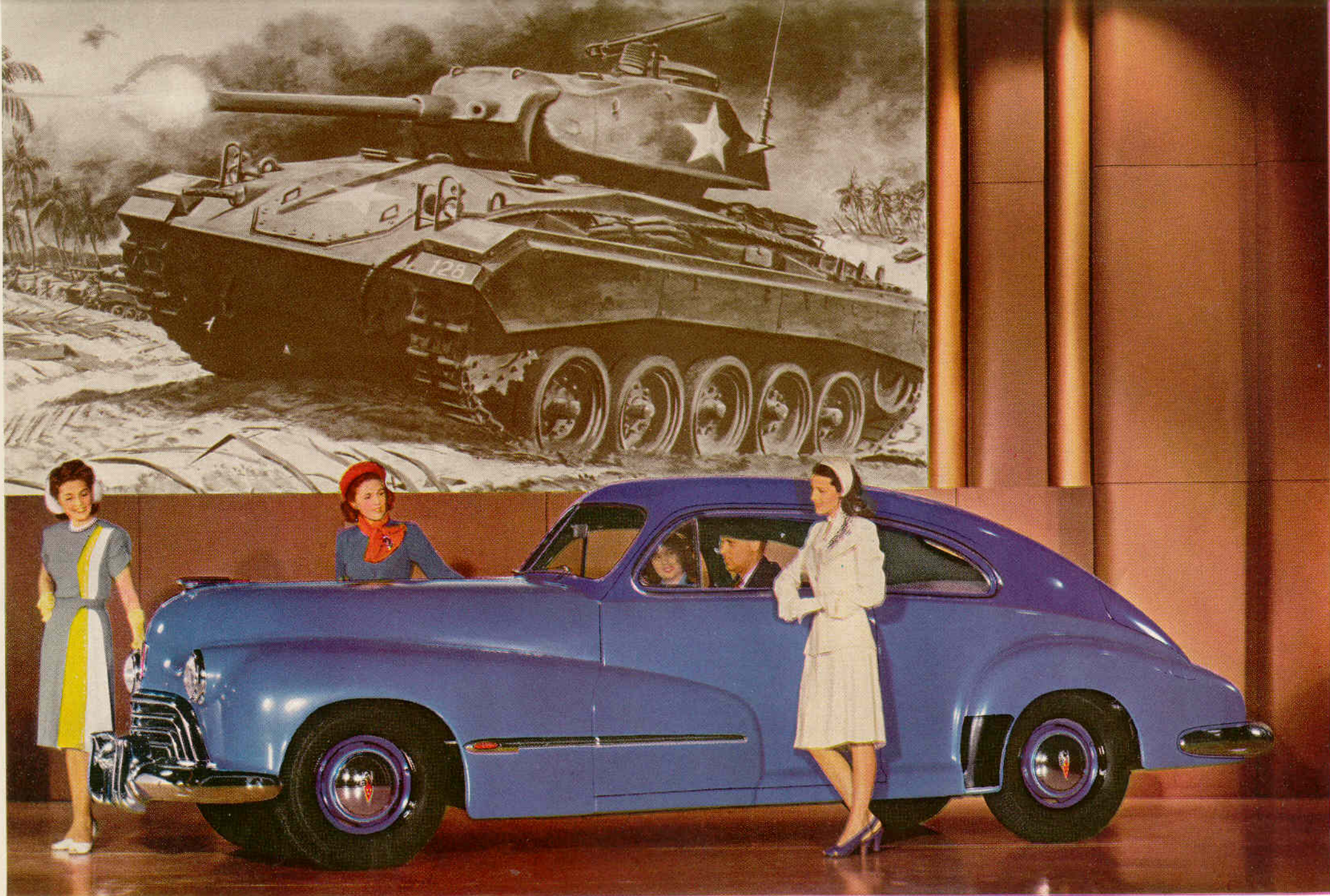


General Motors' new and finer Hydra-Matic Drive, offered at extra cost in all 1946 Oldsmobile models, ends all need for gear shifting in forward speeds, and takes the clutch pedal right out of the car. You simply step on the gas to go, and step on the brake to stop. And you enjoy finer performance than ever, greater gas mileage at cruising speeds, and a smooth, uninterrupted flow of power at all times.

FLUID COUPLING + AUTOMATIC TRANSMISSION = HYDRA-MATIC DRIVE

IT'S THE COMBINATION THAT COUNTS

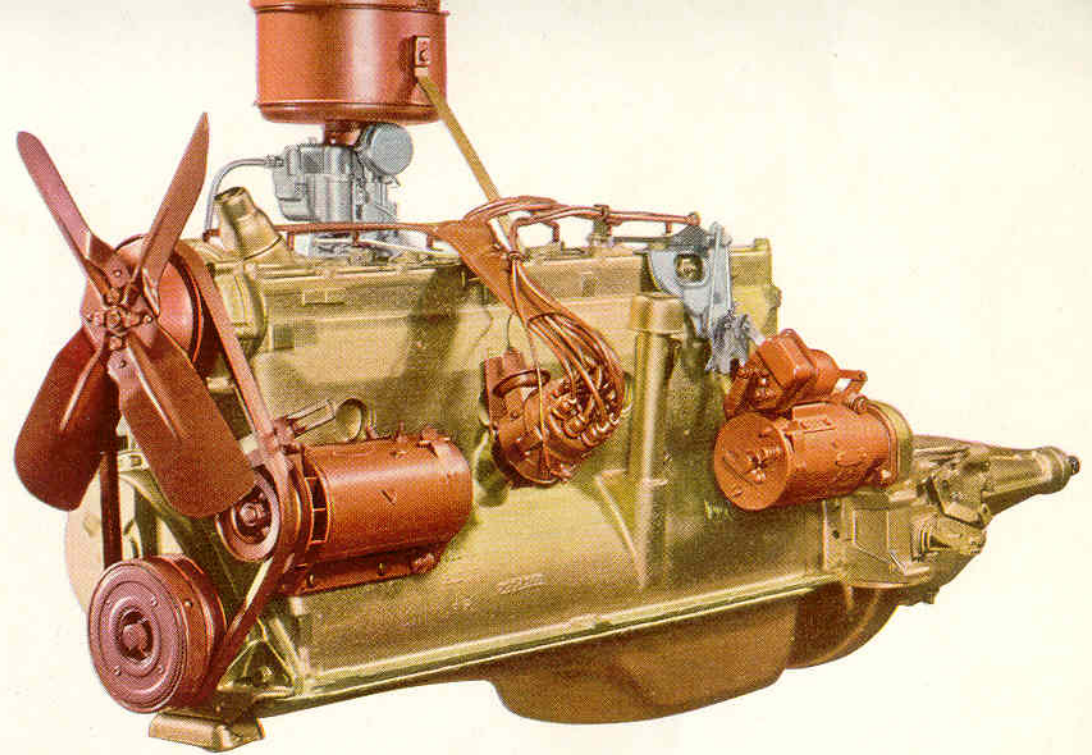
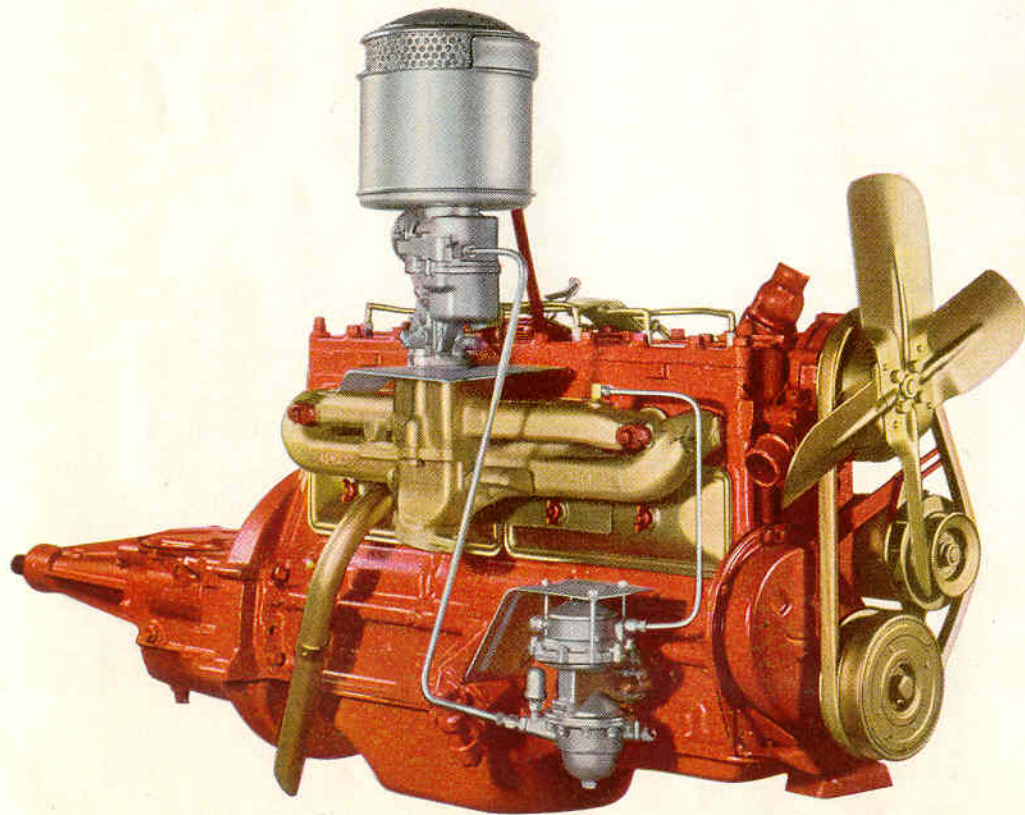
Hydra-Matic Drive is more than just a fluid coupling, even more than a self-shifting transmission — it's a combination of *both*. And it's this *combination*, engineered as a unit, that makes the drive *fully automatic*.



**THE DRIVE THAT WAS
PROVED IN ARMY TANKS**

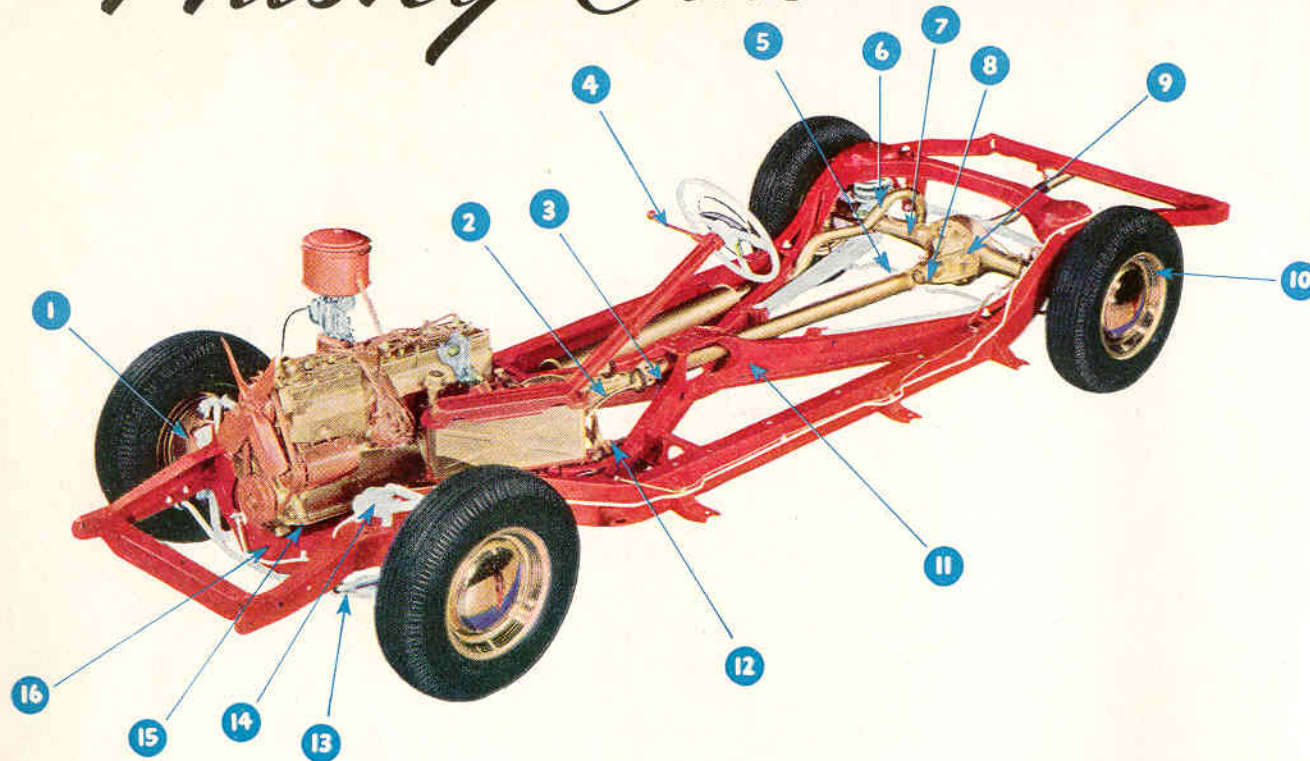
Since its introduction in the 1940 Oldsmobile, Hydra-Matic Drive has been thoroughly owner-proved in billions of miles of driving. And it was thoroughly *battle-proved*, during the war, in thousands of Army tanks. In the application of this automatic drive to Army vehicles, important advancements were made in smoothness and reliability, which are incorporated in the new and finer Hydra-Matic Drive offered in the 1946 Oldsmobile.

Two big.
Economical
"FIRE-POWER"
Engines



OLDSMOBILE CARS have long been noted for their reliability and economy of operation. Much credit for this splendid reputation belongs to the Oldsmobile engines, which incorporate many features ordinarily found only in cars of higher price. One of these features is Oldsmobile's 100% Full-Pressure Lubricating System, which forces oil to *all* bearings including the piston pin bearings. Another important Oldsmobile feature is the Pressure Cooling of valve seats, which saves the valves and insures better compression. Oldsmobile's Completely Cooled Cylinders, with water jackets all around and extending over their entire length, reduce oil consumption and minimize piston wear. Oldsmobile's scientific Crankcase Ventilation lengthens the life of the entire engine. And Oldsmobile's efficient Down-Draft Carburetion contributes to easy starting and top gasoline mileage. To this tried and proved design, Oldsmobile engineers have added important new features in the 1946 Fire-Power Engines. Both the 100-H. P. "Six" and the 110-H. P. "Eight" now have Electro-Hardened Aluminum Alloy Pistons, new heavy-duty Durex Bearings, and new connecting rods designed to team up with the pistons for finer performance and longer life.

Husky Oldsmobile Chassis

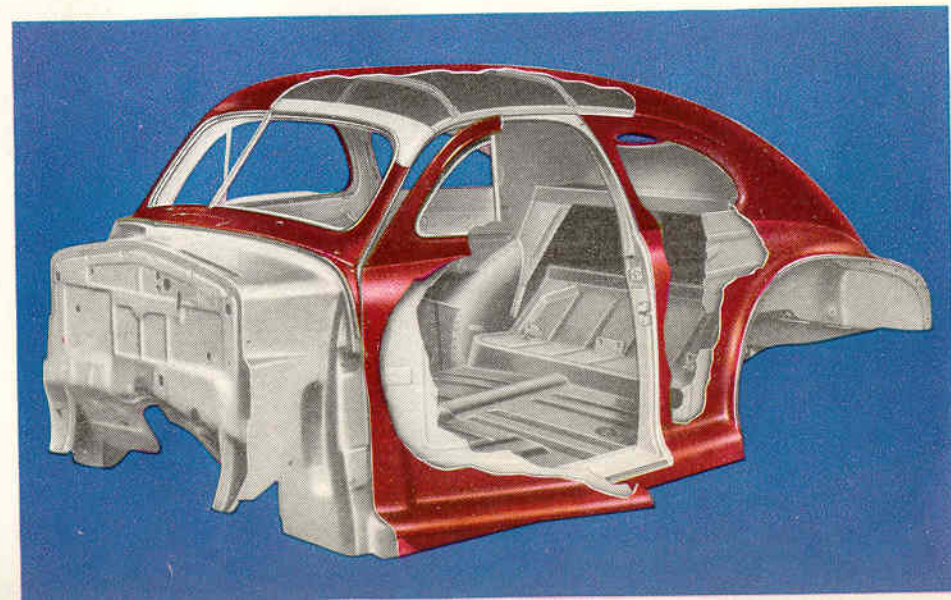


1. Self-Energizing Super-Hydraulic Brakes, with Cast Iron Braking Surfaces and Triple-Sealed Drums. 2. All-Silent Syncro-Mesh Transmission. 3. Needle-Bearing Front Universal Joint. 4. Handi-Shift Gear Control. 5. 4-Way Stabilization. 6. Modern Coil Springs at all four wheels. 7. Flanged Axle Shafts. 8. Needle-Bearing Rear Universal Joint. 9. 7-Bearing Rear Axle with Hypoid Gears. 10. Mechanical Emergency Brakes operating on Rear Wheels. 11. Rigid X-Member Frame with 5 cross members. 12. Single-Plate Smooth-Action Clutch. 13. Knee-Action Front Wheels. 14. Double-Action Hydraulic Shock Absorbers at all four wheels. 15. Center Unit Front-End Mounting. 16. Dual Center-Control Steering.

The foundation of Oldsmobile's durability, riding comfort and performance is to be found in the advanced engineering and sturdy construction of this husky chassis. The low-hung Rigid X-Member Frame, for example, with its sturdy bridge-like construction, provides an extremely low center of gravity for extra road security. The coil springs at each wheel are as resilient with a full load as with a single passenger. Oldsmobile's scientific system of stabilization, shown in light blue in the illustration, minimizes sidesway, pitching and tossing. Oldsmobile's Knee-Action Front Wheels "step" over bumps without transmitting road shock to the steering system or the car. And Oldsmobile's unique Dual Center-Control Steering thoroughly "insulates" the steering mechanism from road shocks, and contributes to greater driving ease and longer tire life. These are just a few of the outstanding features that you will find in the 1946 Oldsmobile chassis.

Sturdy Body by Fisher

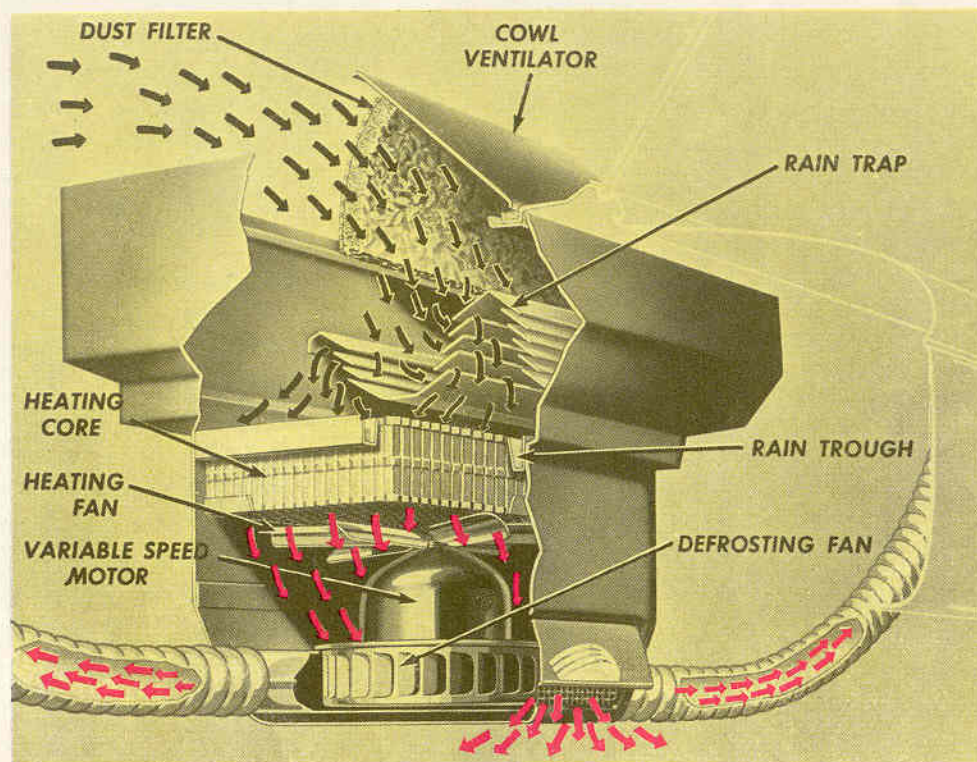
In the development of the new Oldsmobile bodies, Oldsmobile engineers have cooperated closely with General Motors and Fisher Body designers to give you the very latest advancements in comfort, quietness, and safety. Welded steel construction is employed throughout. The rigid, reinforced steel Turret Top, the under-trussed, non-rumbling steel floor and cowl, the steel reinforced side panels, and the inner steel frame all are welded together into a one-piece Unisteel unit to provide maximum safety and to eliminate squeaking joints or rattles. All sheet metal is thoroughly rust-proofed, and generously muffled with sound-deadening material. All glass is Hi-Test Safety Plate. Seat construction and upholstery are the finest obtainable.



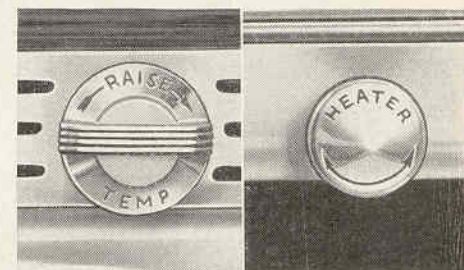
New Accessories for

OLDSMOBILE

"Condition-Air"



This modern ventilating and heating system heats every corner of the car in coldest weather, and also ends the hazards of condensation and frost on the windshield and all windows. As shown in the diagram at the left, the Condition-Air System includes a large-capacity heating unit, a fresh-air intake, a filtering element which even traps and excludes rain water, and a system of vents and ducts for controlled circulation of the filtered, heated air. The controls, shown above, include an adjustable thermostat which automatically regulates the amount of heat, and a blower control for regulating air circulation.



WARM IN WINTER

Condition-Air supplies much more heat than ordinary car heating. Its automatic thermostat enables you to select the exact amount of warmth you want under any weather condition.

COOL IN SUMMER

The speed of your car forces fresh air in through the cowl or grille ventilator. Condition-Air filters this air . . . circulates it throughout the car for greater summer comfort.



DUAL-FLOW HEATER AND DEFROSTER



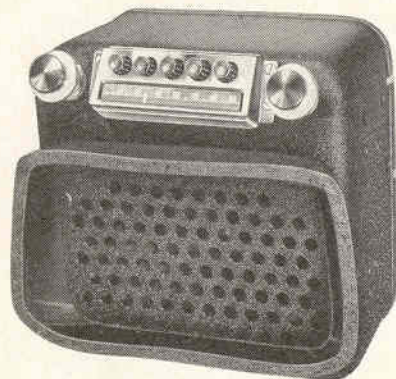
This highly efficient dash heater provides exceptional heating and defrosting capacity. It has a reversible variable-speed motor which permits either "direct" heating (for passenger warmth and normal defrosting) or "indirect" heating (for quick windshield de-icing). A single switch controls both defrosting and heating fans. Three large adjustable doors make it possible to regulate the flow of heat in any direction.

the New Oldsmobile

THE DE LUXE RADIO

This modern new true-tone radio will add greatly to the enjoyment of your Oldsmobile. It is a full-capacity, 7-tube receiver, with a super-sensitive six-by-nine oval speaker. Its balanced "push-pull" output gives clear, even tone right up to maximum volume. The quality of its reception is as faithful as that of fine home receivers, and its range is far greater than that of sets with fewer tubes. Volume control is automatic, and tone control is adjustable. Push buttons enable instant selection of five different broadcasting stations.

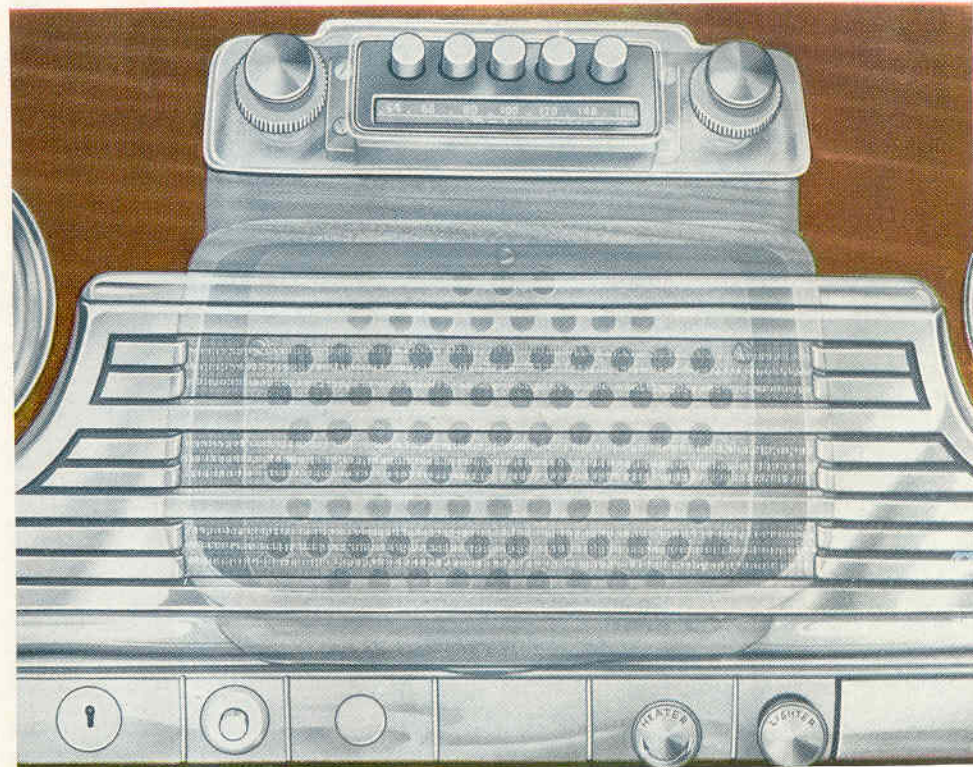
THE STANDARD RADIO



Like the Oldsmobile De Luxe Radio described above, this new 6-tube radio is specially built for installation behind the instrument panel grille on the 1946 Oldsmobile. It offers "big set" quality features, a modern oval speaker, Class A audio system, automatic volume control and variable tone control. Push buttons provide for automatic selection of five broadcasting stations; the tuning knob covers the balance of its wide range.

PLASTIC STEERING WHEEL

This lustrous plastic wheel and horn-control ring, which is regular equipment on all Series 98 Oldsmobiles and Series 76 and 78 De Luxe models, is also available for other models. It harmonizes perfectly with Oldsmobile interior appointments, and adds much to driving convenience and enjoyment.



NEW EASY-TO-REACH CONTROLS

The dial and controls on all 1946 Oldsmobile Radios are *above* the speaker grille on the instrument panel, where they are easy to see and easy to reach. The phantom view above shows the location of the set behind the grille, in a position where tone is not muffled.

OTHER QUALITY ACCESSORIES

White Plastic Wheel Sidewalls • *Chrome Wheel Moldings • *Electric Clock • 30-Hour Clock • Seat Covers • Safety Spotlight • Auxiliary Driving Lights • Back-Up Light • Trunk Light • Under-Hood Light • *Glove Compartment Light • Direction Signals • *Rear Fender Panels • Licence Plate Frames • Gas Tank Lock • Exhaust Deflector • Outside Rear View Mirror • "E-Z-I" Rear View Mirror • Visor Vanity Mirror

ITEMS MARKED WITH ASTERISK * ARE REGULAR EQUIPMENT WITHOUT EXTRA COST ON ALL 1946 SERIES 98 OLDSMOBILES AND SERIES 76 AND 78 DE LUXE MODELS

Specifications

THE SPECIAL

SERIES 66

SIX CYLINDER ENGINE—Bore, 3½ inches; stroke, 4¼ inches; displacement, 238 cubic inches. Taxable horsepower, 29.4. Brake horsepower, 100 at 3400 r.p.m. Electro-Hardened Aluminum Alloy 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, and 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 Syncro-Mesh Transmission with steering-column control.

HYDRA-MATIC DRIVE—Available at extra cost.

ELECTRICAL SYSTEM—Under-hood 15-plate battery with 100-ampere-hour capacity. 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 lining, 11" x 2"; rear, 11" x 1¾".

TIRES—Low-pressure balloon tires, 6:00 x 16. (Convertible Coupe and Station Wagon—6:50 x 15.)

WHEELBASE—119 inches.

TURNING CIRCLE DIAMETER—37 feet.

UNISTEEL TURRET TOP BODIES BY FISHER, completely bonderized and finished with 6 coats of high grade lacquer.

BODY TYPES—Club Coupe, Convertible Coupe, Club Sedan, Four-Door Sedan, Station Wagon.

STANDARD EQUIPMENT—Safety Glass, Bumpers, Vacuum Booster Pump, Two Windshield Wipers, Dual Horns, Two Sun Visors, Instrument Panel Hood Latch, Fisher No-Draft Ventilation, Automatic Choke, Cigarette Lighter, Plastic Radiator Ornament and Spare Wheel.

DYNAMIC CRUISER

SERIES 76-78

SIX CYLINDER ENGINE—Bore, 3½ inches; stroke, 4¼ inches; displacement, 238 cubic inches. Taxable horsepower, 29.4. Brake horsepower, 100 at 3400 r.p.m. Electro-Hardened Aluminum Alloy 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, and camshaft bearings, timing chain, and cylinder walls.

EIGHT CYLINDER ENGINE—Bore, 3¼ inches; stroke, 3¾ 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 Syncro-Mesh Transmission with steering-column control.

HYDRA-MATIC DRIVE—Available at extra cost.

ELECTRICAL SYSTEM—Under-hood battery, (6 Cylinder: 15-plate, 100 ampere-hour; 8 Cylinder: 17-plate, 120 ampere-hour). 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, 6:50 x 16.

WHEELBASE—125 inches.

TURNING CIRCLE DIAMETER—39½ feet.

UNISTEEL TURRET TOP BODIES BY FISHER, completely bonderized and finished with 6 coats of high grade lacquer.

BODY TYPES—Club Sedan and Four-Door Sedan.

STANDARD EQUIPMENT—Safety Glass, Bumpers, Vacuum Booster Pump, Two Windshield Wipers, Dual Horns, Two Sun Visors, Instrument Panel Hood Latch, Fisher No-Draft Ventilation, Automatic Choke, Cigarette Lighter, Two Front-Seat Arm Rests, Cord-Type Robe Rail, Rear-Seat Assist Straps, Plastic Radiator Ornament, Fender and Door-Cap Ornaments and Spare Wheel.

DE LUXE EQUIPMENT—Includes: Plastic Steering Wheel, De Luxe Instrument Cluster, Rear-Seat Center Arm Rest, 7:00 x 15 Tires, Chrome Wheel Trim Rings, De Luxe Glove Box Door, Foam Rubber Seat Cushions and De Luxe Electric Clock.

CUSTOM 8 CRUISER

SERIES 98

EIGHT CYLINDER ENGINE—Bore, 3¼ inches; stroke, 3¾ inches; displacement, 257 cubic inches. Taxable horsepower, 33.8. Brake horsepower, 110 at 3600 r.p.m. Electro-Hardened Aluminum Alloy 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, and camshaft bearings, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Dual 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 Syncro-Mesh Transmission with steering-column control.

HYDRA-MATIC DRIVE—Available at extra cost.

ELECTRICAL SYSTEM—Under-hood battery, 17-plate, 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. Brake lining area, 181.1 square inches. Front lining, 11" x 2¼"; rear, 11" x 2".

TIRES—Low-pressure balloon tires, 7:00 x 15 inches.

WHEELBASE—127 inches.

TURNING CIRCLE DIAMETER—43½ feet.

UNISTEEL TURRET TOP BODIES BY FISHER, completely bonderized and finished with 6 coats of high grade lacquer.

BODY TYPES—Convertible Coupe, Club Sedan, Four-Door Sedan.

STANDARD EQUIPMENT—De Luxe Instrument Cluster, De Luxe Electric Clock and Glove Box Door, Automatic Glove Box Light, De Luxe Steering Wheel, De Luxe Upholstery, Foam Rubber Seat Cushions, Two Front-Seat Arm Rests, Cord-Type Robe Rail, Fender and Door-Cap Ornaments, Push-Button Solenoid Starter, Rear-Seat Center Arm Rest, Wheel Trim Rings, Rear Fender Panels, De Luxe Radiator Ornament, Safety Glass, Bumpers, Vacuum Booster Pump, Two Windshield Wipers, Dual Horns, Two Sun Visors, Instrument Panel Hood Latch, Fisher No-Draft Ventilation, Automatic Choke, Cigarette Lighter and Spare Wheel.

A Quality Car Deserves Quality Care

The New 1946 Oldsmobile is built to the highest standards of craftsmanship. It is designed to give dependable, trouble-free service over a period of many years and many thousands of miles. But even the finest of automobiles needs attention at regular intervals. To protect the basic quality that's built into your new Oldsmobile, its care should be entrusted from the very start to an Authorized Oldsmobile Dealer.

Any Oldsmobile Dealer offers a regular program of maintenance service that's "tailor made" for the Oldsmobile car you drive—designed to keep that car in topflight condition with a minimum of trouble and expense. He has factory-approved tools and equipment for every type of service work. He has mechanics trained in factory-specified service methods. And he has a well rounded stock of authorized parts and accessories. From every standpoint, he's the man who's best equipped to give your Oldsmobile car the quality care it deserves.





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