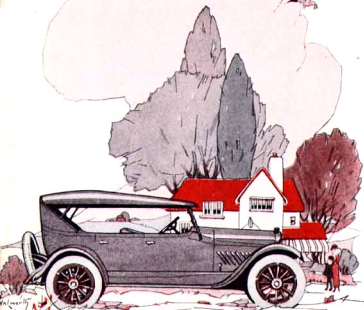
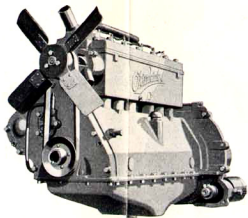


a new ~  
GENERAL MOTORS  
achievement

a SIX at  
\$ 750



**OLDSMOBILE SIX**



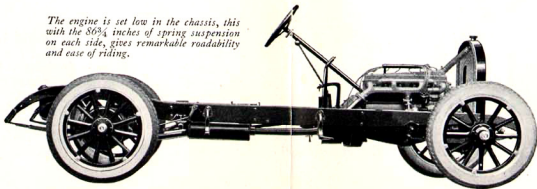
## SETS A NEW STANDARD OF VALUE

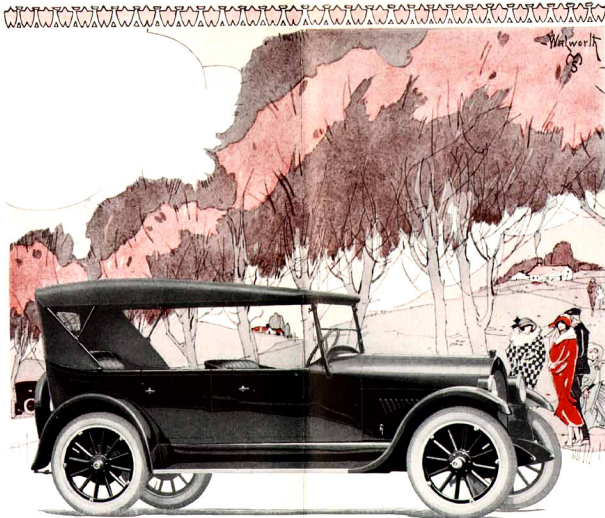
**W**HEN General Motors set about to meet the insistent demand of the public for a six-cylinder automobile at a low price, it was recognized by its unmatched engineering talent that this car must be *entirely new*—an aggregate of the latest developments of American and European engineering practices.

The immense facilities and vast resources of General Motors made it possible for them, only, to attempt such a gigantic job. The findings of years of research were incorporated in a six-cylinder car with a 42-h. p. L-head engine and a strong, dependable chassis. This car was given long, gruelling tests of the most severe nature and refinements were made until the ultimate ambition of the industry was realized,—A "SIX" AT A LOW PRICE.

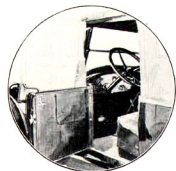
In order to produce this car, in volume, the huge plant of the Olds Motor Works, one of the oldest divisions of General Motors, was revamped for the construction of this ideal car in its entirety. Most modern precision manufacturing methods and knowledge of skilled workmen of long experience made it possible to offer to the public smoothness of operation, flexibility, economy, comfort, endurance and low upkeep cost in a good-looking, big, six-cylinder car at a startling low price never before approached in value by any maker.

*The engine is set low in the chassis, this with the 86% inches of spring suspension on each side, gives remarkable roadability and ease of riding.*



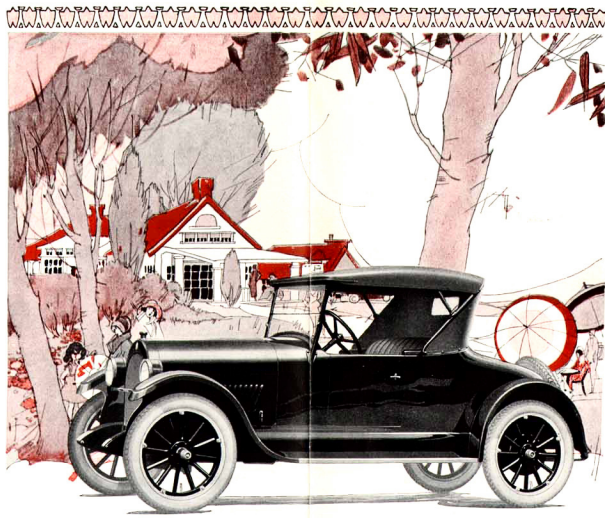


FIVE-PASSENGER TOURING c-o c-o \$750

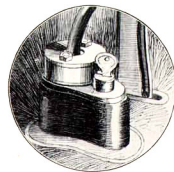


*Snugly tailored, clear-vision curtains open with all doors.*

THE Oldsmobile "Six" embodies the smoothness and flexibility of multiple-cylinder performance—at a cost lower than most four-cylinder cars. The roominess and beauty of the Touring Car leave lasting impressions. In designing this new low-priced car none of the individuality of Oldsmobile coachwork was sacrificed. The Touring Car and Roadster bodies are finished in lustrous, well-baked, black enamel. The spacious seats, front 42 inches wide and rear 45 inches wide, are deeply upholstered. The wide doors swing on strong hinges and give easy access to the comfortable seats that the passengers sit "in" rather than "on." The open bodies, built by experts of Olds Motor Works, have mortise-wedged, glued and screwed hardwood frames. This Touring Car is the newest achievement in comfortable transportation at a low cost.

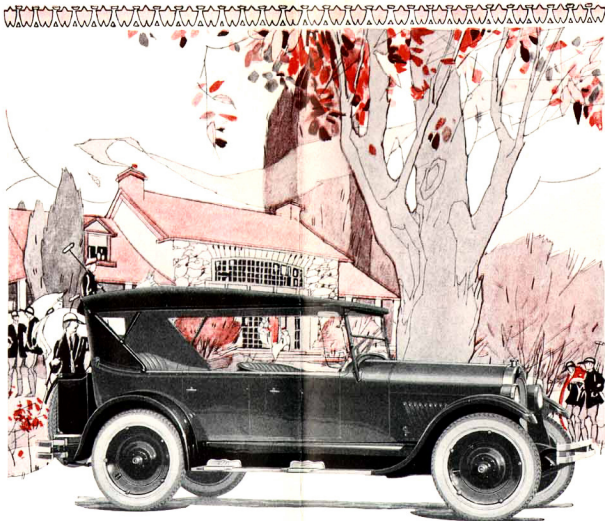


TWO-PASSENGER ROADSTER c-o c-o \$750

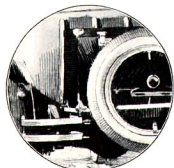


*A transmission lock on all models reduces their insurance rates twenty per cent.*

INSPECTION of this new "Six" proves Oldsmobile goodness throughout. The manufacture of the entire car within the Olds Motor Works' own plant effects many economies that are passed on to the owner. The few units that are built outside are excellent testimonials of the high quality of the car,—such as Delco starting, lighting and ignition; Harrison honeycomb radiators; and Chadwick interchangeable main bearings. The Roadster is a fine example of the beauty of the entire 1924 line. Clear vision tops, being individually tailored over strong bows, hold their shape indefinitely. The windshields are of the two-piece, ventilating type, fitted with a rubber weather strip. Three persons can sit abreast in the Roadster seat. A compartment back of the seat and one in the rear deck are generous carrying spaces.

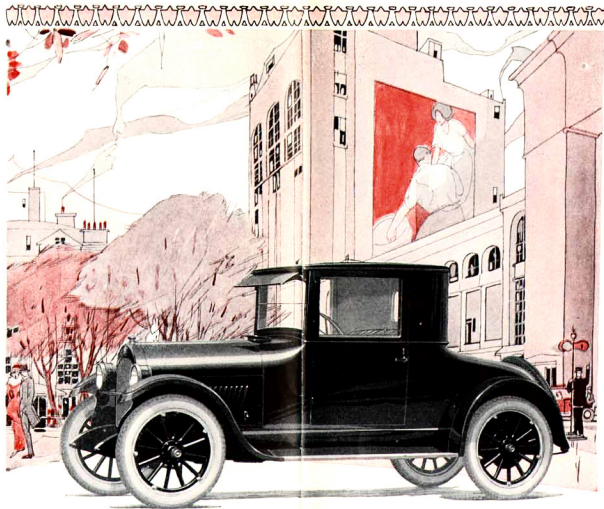


FIVE-PASSENGER SPORT TOURING \$885



*Nickel bumper, body rails, and enameled trunk on rear of sport car.*

OLDSMOBILE sport cars have always been acknowledged as the last word in beauty but this new five-passenger Sport Touring surpasses all others. The gold and black striped, weathered bronze finish, a new color developed by Olds Motor Works, is a durable shade of olive green, full of life, yet soft and pleasing to the eye. The equipment is ultra-complete, including: nicked bumpers on front and rear, drab duck tailored top with boot to match, four special monogrammed Oldsmobile step plates, brown Spanish upholstery, Boyce Moto-Meter, four aluminum body guard rails, black enameled trunk mounted on rigid rack, Tuarc steel wheels finished same as body, nicked radiator, spot light on left front fender apron, windshield wings, rear view mirror, and windshield wiper.



TWO-PASSENGER CAB \$955



*Easy access to large space for luggage and parcels in cab rear deck.*

BUSINESS people will find the first real answer to their desire for a roomy closed car, performance that must be depended on for uninterrupted transportation, and genuine comfort,—all combined with economy, in the new Model 30 Cab for two or three passengers. To withstand the strain of constant driving in all seasons and over all kinds of roads the body is built by Fisher,—a true guarantee of strength and quality. There are two very accessible compartments,—one of nearly five-cubic feet capacity just back of the seat and a larger one in the rear deck for bulky packages and baggage. The short turning radius of 18 feet and ease of handling make the Cab an ideal car for driving in city traffic. The Cab is comfortable in bad weather, or can be made virtually an open car for warm weather by opening the large windows by easily operated handles.

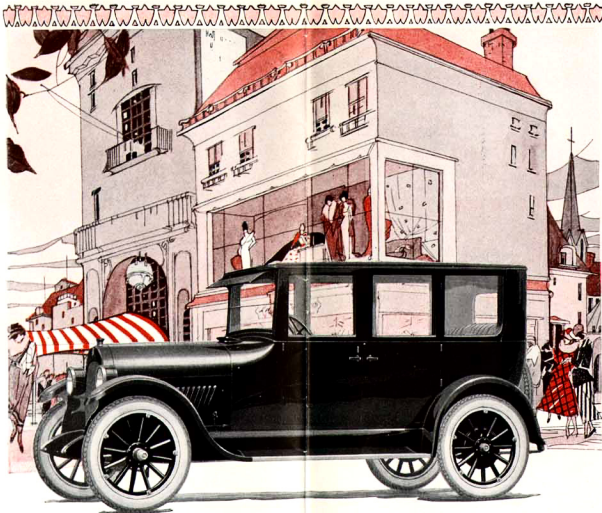


FOUR-PASSENGER COUPE C-43 C-43 \$1035



*Convenient driving controls respond instantly to touch of driver.*

AMPLE room for four passengers to ride with comfort is provided in this new Coupe. Every fine detail of Fisher closed bodies is combined in this attractive car, finished, like the Cab and Sedan, in a rich maroon below the center line and black above. The appointments of the Coupe and Sedan are complete in every detail, including heater, dome light, windshield visor, windshield wiper, cowl ventilator, door locks, window curtains and windows easily operated to suit varied weather conditions. In the rear deck of the Coupe is a large compartment for parcels when shopping or baggage when traveling. The strong frame with four big cross members eliminates the body strains caused by driving on uneven roads and the large cord tires are another factor that contributes to the ease of riding that is characteristic of both the closed and open models.



FIVE-PASSENGER SEDAN C-43 C-43 C-43 \$1095



*Every practical convenience is afforded in Fisher-built closed bodies.*

"It has Comfort and Dignity," a phrase formerly reserved for cars of much higher price, may in truth be applied to this fine Oldsmobile "Six" Sedan. Again the fine craftsmanship of Fisher, together with modern manufacturing facilities, offers you real high quality in a remarkably roomy closed car,—a big Sedan for five grown persons at a price formerly asked for a touring car. Like in the Cab and Coupe, many sets of coil springs are used in the deep cushions. Smartly striped velure and complete detail of body appointments indicate good taste and assure pride of ownership and durability of interior finish. A wide range of driving flexibility is at the command of the owner of this Sedan. The 42-h. p. engine, in itself a masterpiece of simplicity, is as economic in operation as in first cost. From 20 to 25 miles on each gallon of fuel is common.

# Specifications

**WHEEL BASE**—110 inches, standard tread; road clearance, front 11 $\frac{1}{4}$  inches, rear 10 inches.

**WEIGHT**—Touring Car, fully road equipped, 2300 pounds.

**ENGINE**—Six cylinders; 3 point suspension; detachable L-head type; bore, 2 $\frac{3}{4}$  inches; stroke, 4 $\frac{3}{4}$  inches; S. A. E. horsepower rating, 18.15. 42-horsepower developed on block test. Displacement, 169.3 cubic inches. Crankshaft, high carbon, drop forged steel, heat treated; three large babbitt-lined, bronzed-backed Chadwick interchangeable main bearings; front, 2 $\frac{1}{8}$  inches wide by 2 inches diameter; center, 1 $\frac{5}{8}$  inches wide by 2 $\frac{1}{8}$  inches diameter; rear, 2 $\frac{1}{8}$  inches wide by 2 $\frac{1}{4}$  inches diameter. Camshaft gear driven by crankshaft gears. Connecting rods, high carbon drop forged steel, heat treated, I-beam type; piston pin bearing, phosphor bronze; lower bearing, die cast into rod and bearing cap. Pistons specially designed, cast iron; three compression rings,  $\frac{1}{8}$  inch wide, placed above piston pin; piston pin is floating type, retained by snap rings. Lubrication—automatic force feed to main, connecting rod and camshaft bearings and to timing gears; oil vapor to other parts; oil capacity, 5 quarts. Cooling—centrifugal pump built into front wall of cylinder block; Harrison radiator; water capacity, 13 quarts. Electrical system—Delco 2-unit; Bendix drive starter; single wire ignition and lighting, 6-volt, 80-ampere Willard Storage battery; Zenith carburetor; intake cast integral with exhaust manifold.

**CLUTCH**—Borg & Beck single plate dry disc, 9 inches diameter.

**TRANSMISSION**—Unit with engine; selective sliding gear; New Departure ball bearings on mainshaft and phosphor bronze bearings on countershaft.

**UNIVERSAL JOINTS**—Approved fabric type.

**REAR AXLE**—Semi-floating; one-piece housing, absolutely oil and dust tight; New Departure, annular ball bearings used throughout; spiral bevel driving pinion and ring gear, Brown-Lipe-Chapin differential. Gear ratio, 4.7 to 1.

**FRONT AXLE**—Drop forged, heat treated I-beam; Reversed-Elliott type steering spindles.

**STEERING GEAR**—Semi-irreversible, worm and gear—17-inch steering wheel.

**FRAME**—Channel carbon steel, 5 $\frac{1}{2}$  inches maximum depth; 1 $\frac{3}{4}$  inches wide,  $\frac{1}{2}$ -inch stock, four cross members.

**SPRINGS**—Semi-elliptic; front, 6 leaves, 36 inches; rear, 7 leaves, 50 $\frac{1}{2}$  inches; all 2 inches wide; all eyes bronze bushed; spring shackle bolts  $\frac{3}{8}$ -inch diameter, hardened and ground; Alemite oiling.

**BRAKES**—Two sets; service brake on rear wheels, emergency brake at rear of transmission.

**WHEELS**—Artillery type. Tread steel wheels standard on Sport Touring. Rims, Jaxon demountable, straight side.

**TIRES**—31 x 4-inch cord; Non-skid on rear. Spare tire not included in regular equipment.

**BODY**—Stream line, unbroken sweep of lines from radiator to tail lamp. Closed bodies Fisher-built.

**UPHOLSTERY**—Box plaited trimming of best quality, long grained, glossy finish DuPont Fabrikoid. Closed models trimmed in velour.

**FLOOR AND RUNNING BOARDS**—These boards are laid with heavy covering material, bound with aluminum moulding. Running boards each made up of three mortised sections. Warp proof. Heavy fugs used in closed cars.

**INSTRUMENT BOARD**—Beautifully enameled steel, integral with body. Nickel-faced instruments mounted flush and illuminated.

**CONTROL**—Center control, left drive, gear change lever and hand brake in center. Service brake—foot pedal. Clutch—foot pedal. Gas accelerator—foot pedal. Spark and throttle controls on steering column.

**WINDSHIELD**—Inclined two-piece. Plate glass, fitted with rubber weather strip. Closed models equipped with opaque visor.

**TOP**—Best grade, weatherproof Fabrikoid. Clear vision type. Beautifully tailored. Four strong bows retain shape indefinitely. Rear curtain fitted with long, rectangular glass window. Curtains open with doors.

**FENDERS**—Crown type, affording maximum stiffness. Extra heavy fender supports. Fender skirts and dust shields insure excellent protection from dirt and mud.

**FINISH**—Beautiful glossy-finished, thoroughly baked, black enamel. Closed bodies painted maroon below center line and black above.

**LAMPS**—Black enamel, drum type with Flat-Lite reflectors, bright nickel trimmed; lighting switch carries dimming coil.

**WARNING SIGNAL**—Klaxon horn, under hood. Operated by push button on top of steering wheel.

**EQUIPMENT**—Outside door handles. Door curtain rods. Full rim type carrier. Transmission lock.

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## OLDS MOTOR WORKS

*Division of General Motors Corporation*

LANSING, MICHIGAN