

*The  
Refined*

# **OLDSMOBILE SIX**



**PRODUCT OF  
GENERAL MOTORS**

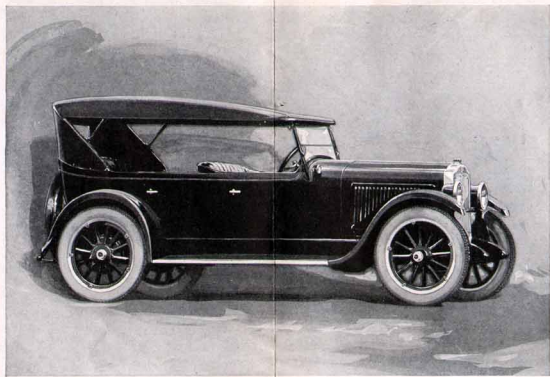
# Why Oldsmobile can build so good a "Six" at such a low price

**D**ELIBERATELY setting out to create a new conception in motor car values, one year ago Oldsmobile inaugurated a six-cylinder car that created unusual comment. Though not built to fit a price, it fell to the lot of this Oldsmobile to be the world's lowest priced six-cylinder car. Statements that once seemed extravagant have become realities and now this Oldsmobile stands a *proved car*. Everywhere it has been winning leadership and thousands of owners praise it. With a determination to give owners what best meets their needs Oldsmobile has refined this car throughout for 1925, making it a still greater value,—new power, new beauty and new comfort.

No miracle has been performed in creating the Oldsmobile "Six,"—it is a natural result of co-operation between Oldsmobile and the great General Motors in engineering talent, purchasing power and manufacturing resources. Oldsmobile "Six" is a car built for you that *you should see at once*.



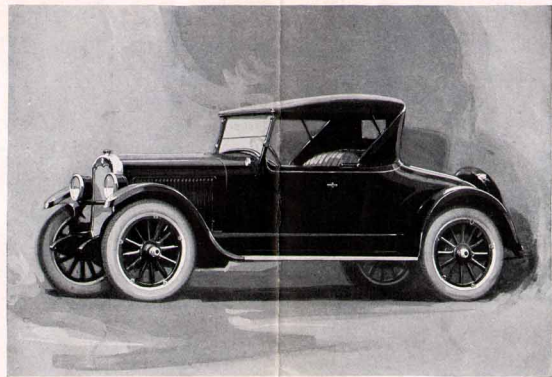
OLDS MOTOR WORKS, LANSING, MICHIGAN  
DIVISION OF GENERAL MOTORS CORPORATION



*The Touring Car ~ ~ ~ \$875*

STYLE and advanced design, embodying beauty and grace, have been blended in the refined Oldsmobile "Six" to such an extent that its appearance makes it a car that will stay modern for a number of years. The forty horse power of its six-cylinder engine is sufficient to allow a constant reserve of energy. The Touring Car, with its permanent and indestructible genuine Duco finish in Oldsmobile blue, is a splendid example of the lasting beauty that is yours in a multiple-cylindered car at an unusually low price. The equipment is complete, even to the attractive cowl lamps and serviceable rug in the rear compartment.

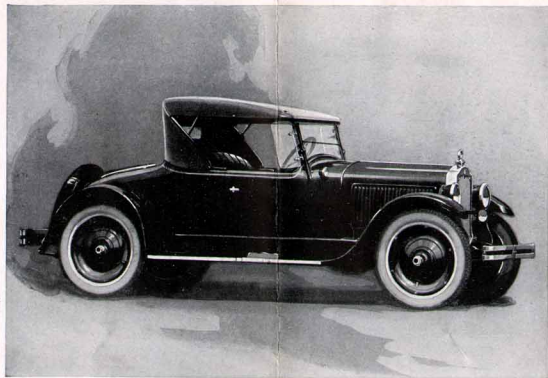
The mechanical features are sound, as exemplified by the Delco ignition system,—renowned the world over for its dependability. The Touring Car is large,—being 152 inches of car length, and five passengers will find comfort in its deep, wide seats and comfortable cushions. In inclement or colder weather the snug-fitting, clear vision curtains afford pleasing protection and comfort. It is possible for you to drive this, or any other Oldsmobile "Six," and pay for it from your income as you enjoy its convenience and pleasures,—through General Motors' deferred payment plan.



*The Roadster ~ ~ ~ \$875*

TWO or three passengers can enjoy the Oldsmobile Roadster,—all the good features found in the Touring Car are present here. The high radiator with its nickeled shell and the sweeping lines of the hood and body, enhanced by the rich lustre of Duco finish, make the roadster an outstanding car of comeliness and dignified beauty. There is a convenient locking compartment of 13 cubic feet capacity in the rear deck of the Roadster and another space of five cubic feet just back of the seat.

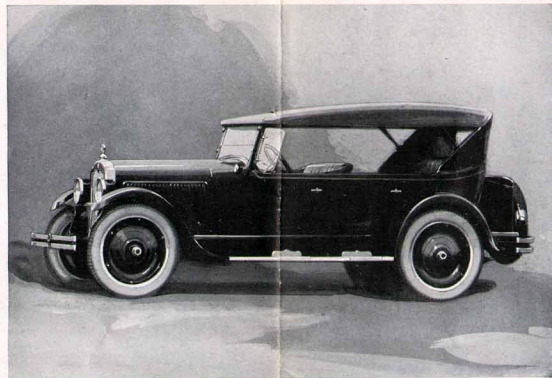
A new sensation is yours when you first ride in an Oldsmobile "Six,"—the well distributed weight being cradled on 86¾ inches of resilient and responsive springs that are more than three-quarters the length of the wheel base. This excellence in design gives Oldsmobile "Six" a characteristic ability to hold the road,—irrespective of its nature,—that is simply uncanny. Foremost among the mechanical merits of the splendid chassis are simplicity and accessibility,—both attributes that are paramount in the consideration of economy. Tire mileage as well as fuel and oil consumption are elements that have been extremely satisfactory to thousands of owners who have driven Oldsmobile "Six."



*The Sport Roadster ~ \$985*

**S**PARKLING life and dashing contour mark the Sport Roadster. Built for the ease of two or three passengers, the wide seat is upholstered in durable and alluring brown, Spanish-style Fabrikoid. Identical in appointments with the Sport Touring (with exception of the large steel trunk) the Sport Roadster in the biege Duco finish is a car of striking individuality. The Sport Roadster has two readily accessible compartments for parcels and luggage,—one of five cubic feet capacity just behind the seat and a locked carrying space of 13 cubic feet in the rear deck.

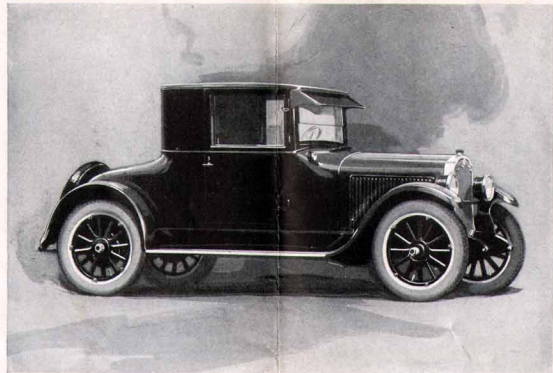
Performance,—fleetness in acceleration when in traffic, or starting from a standstill—and power that takes the hills out of highways,—is in such abundance in Oldsmobile "Six" that a new thrill comes with your first time at the wheel. Smooth and quiet operation, resulting from the success of engineers in striking so perfect a balance that vibration is imperceptible, accounts for the masterful performance of Oldsmobile "Six." The dome shaped combustion chambers, the large valves, the preheating of gases and efficient carburetion stimulate a smooth flow of power and surprising flexibility. Yet economy of fuel is properly accounted for by the small bore and long stroke design,—the latest proven developments of talented engineers.



*The Sport Touring ~ \$1015*

**M**ATCH the Oldsmobile "Six" Sport Touring with cars that cost a good deal more and it will be difficult to find a car more complete in appointments and equipment. Still,—good taste predominates in the beauty of the Oldsmobile Sport Touring, for none of the equipment has been added for the sake of decoration alone—all of it is useful.

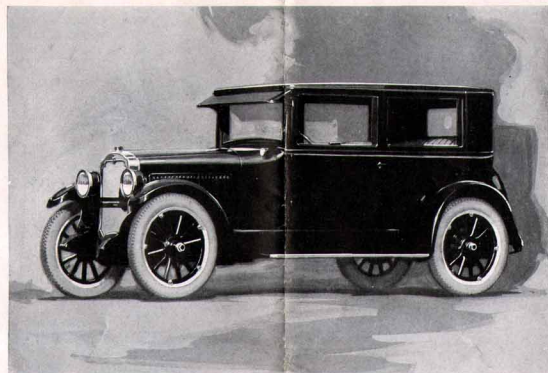
Though the price is that of the average touring car of only four cylinders, the Oldsmobile "Six" Sport Touring brings you nicked steel double-bar bumpers, both front and rear; windshield wings; rear vision mirror; road spot light; genuine motor-meter with bar cap; large black enameled trunk mounted at the rear on a rigid platform; attractive aluminum body guard rails; Tuarc steel disc wheels of the body color; four aluminum step plates; a fuel gauge on the beautiful satin lacquer-finish instrument board on which the controls are unit-grouped in an oval-shaped panel; serviceable rug in the rear compartment and beautiful brown, Spanish-style Fabrikoid upholstery. Lustrous Duco finish in biege, a light chocolate Oldsmobile color, a finish that will look like new after years of service, distinguishes the Oldsmobile "Six" Sport Touring as a car of quality.



*The Business Coupe -- \$1045*

**A**TTRACTIVENESS—linked with good taste and dependability, are the features of the Business Coupe that ideally suit it for its intended purpose. For constant service the Oldsmobile blue, ivory striped, Duco finish is unexcelled. The conservatism that must belong to a business car is obtained without sacrifice of individuality in this Business Coupe. Either quality velour or gray, Spanish-style Fabrikoid trimming is at the owner's option. The dependabilities of Oldsmobile "Six" allow the driver of a Business Coupe to make his own schedule of appointments.

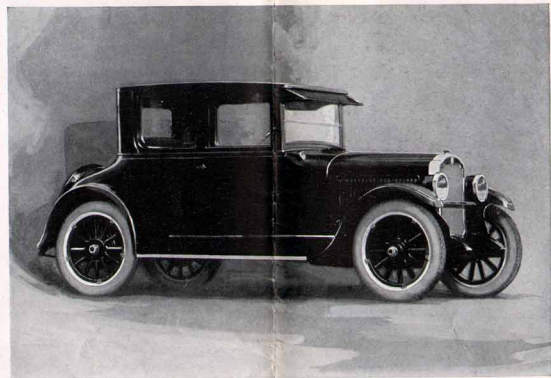
There is the important consideration, too, that the ease of riding and operation of the Business Coupe afford the operator the privilege of always arriving on time, refreshed and at ease to devote his undivided attention to business. Size and flexibility of Oldsmobile "Six" make traffic congestion of secondary consideration to the man who drives the Business Coupe in the city. While men engaged in all natures of business have testified to their faith and satisfaction in the Oldsmobile Business Coupe, yet women see more than these solid virtues in this beautiful car. To them its fine Fisher body and smooth performance mark the difference between mere transportation and a smart personal motor car for two or three passengers.



*The Coach -- \$1065*

**A**COACH that's a genuine closed car is what Oldsmobile offers. Fisher has but one standard of quality and Oldsmobile offers it in this Fisher-built Coach. A staunch hardwood frame with joints that are mortise-wedged, glued, screwed and bolted is the nucleus around which the symmetrical all-metal body is built,—to uphold the standard of the Fisher insignia it bears. Comfortable capacity for five grown folks with lots of leg room for all,—the Oldsmobile Coach is a roomy closed car.

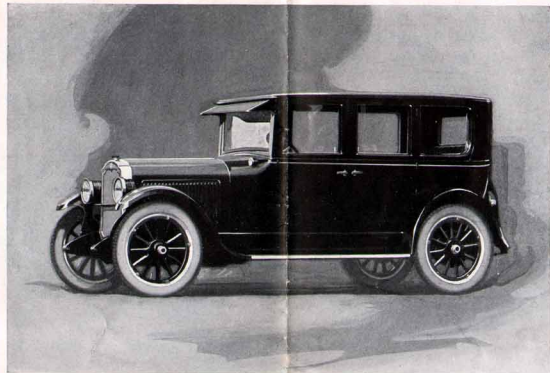
Compare the Oldsmobile Coach with any other six-cylindered closed car at anywhere near the same price,—keeping in mind Oldsmobile's genuine plate glass in the extremely large windows, the sedan-quality upholstery, the Fisher ventilating one-piece windshield, the genuine Duco finish, the automatic windshield cleaner, the heavy rugs,—and Oldsmobile's Coach value is astounding. Step through the 33-inch doors that are hung on three strong hinges and examine the splendid workmanship in the well proportioned body, then, add to all this the fact that this refined body is offered you on the proven Oldsmobile "Six" chassis. When you buy a Coach buy a *complete* closed car. That's what Oldsmobile offers at a startling low price.



*The Coupe ~ ~ ~ \$1175*

**W**ELL arranged seating for four distinguishes the Coupe. Sociability is provided in this car. It is ideally designed for women who drive and desire the companionship of their friends. "Body by Fisher" is the symbol of the Coupe's beauty and refinement,—yet it stands also for strong construction and years of service. In appointments the Coupe rivals all the other Oldsmobile "Six" closed cars for completeness. Large plate glass windows provide maximum driving vision and in an instant they may be raised or lowered to suit conditions. For shopping the Coupe is a car any woman would choose if for no other reasons than the appealing interior carrying space and the larger locking space in the rear deck. Parking is no hardship to the driver of the Coupe,—its short turning radius and easily operated controls make driving a pleasure.

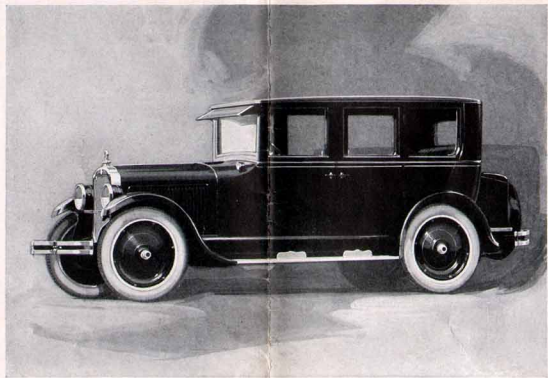
All of Oldsmobile's vast facilities are concentrated on making Oldsmobile "Six" alone and making it good. The Coupe and all the other body styles reflect this centralized talent. From this close study of how to build the best low priced "Six" all the models profit in such qualities as the large, bronze-backed, Chadwick interchangeable main bearings, full pressure lubrication, high cooling efficiency, fuel and oil economy and many others.



*The Sedan ~ ~ ~ \$1275*

**T**RADITIONS of Fisher craftsmanship in fine coach work are staunchly upheld in the commodious Oldsmobile "Six" Sedan for five passengers. Here is the ideal family car. Trimmed in fine quality mohair,—individually tailored to each body; hardware of rich design, all heavily nickeled, every detail is provided even to automatic windshield cleaner, rear vision mirror and specially designed visor. All-year-round comforts belong to the passengers of the Oldsmobile "Six" Sedan. In winter there are the weather-proof comforts of Fisher workmanship supplemented by a floor type heater. In warmer weather the new Fisher one-piece, ventilating windshield and spacious windows may be regulated to suit conditions. The four large doors, all hung on three strong hinges and regulated by invisible door checks, are equipped with locks that grant protection when parked.

The Sedan, like all the models of Oldsmobile "Six," is a sensible car. Ownership of an Oldsmobile "Six" means a permanent investment in satisfactory and uninterrupted transportation. Still,—Oldsmobile offers more than bare transportation as is proved by a perusal of the comforts and conveniences afforded by the complete equipment.

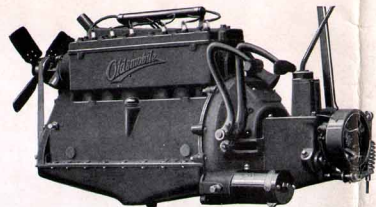


## The De Luxe Sedan ~ \$1375

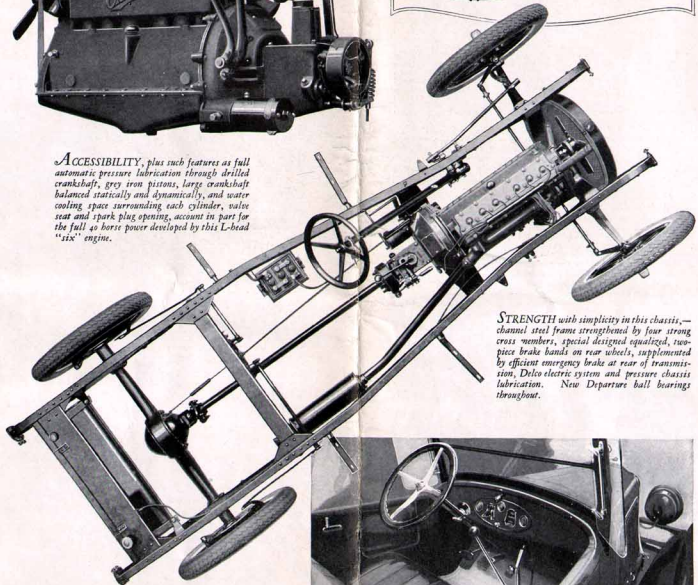
LUXURY that commonly can be had only for a greater sum of money comes at a very low price in the Oldsmobile "Six" De Luxe Sedan. In construction this car has the same fine qualities as the standard Sedan. In added refinements the De Luxe Sedan is richly appointed. Some things that account for pride of ownership of this model are the new Fisher one-piece, ventilating windshield; nickeled steel double-bar bumpers, both front and rear; rear vision mirror; road spot light; genuine motometer with bar cap; large black enameled trunk mounted at the rear on a rigid platform; attractive aluminum body guard rails; Tuarc steel disc wheels of the body color; four aluminum step plates; a fuel gauge on the instrument board; serviceable rugs; floor type heater; dome lights; automatic windshield cleaner; striped mohair upholstery; beautiful, enduring Oldsmobile blue Duco satin finish; and ignition, transmission and door locks.

Real personality is reflected in this five-passenger De Luxe Sedan by the splendid craftsmanship and materials that are self-evident on first examination. Best of all,—this Oldsmobile is one that you can depend upon to serve you well for many years.

[All prices listed in this book are f.o.b. Lansing, Michigan, tax and spare tire extra]



ACCESSIBILITY, plus such features as full automatic pressure lubrication through drilled crankshaft, grey iron pistons, large crankshaft balanced statically and dynamically, and water cooling space surrounding each cylinder, valve seat and spark plug opening, account in part for the full 40 horse power developed by this L-head "six" engine.



STRENGTH with simplicity in this chassis,—channel steel frame strengthened by four strong cross members, special designed equalized, two-piece brake bands on rear wheels, supplemented by efficient emergency brake at rear of transmission, Delco electric system and pressure chassis lubrication. New Departure ball bearings throughout.



CONVENIENCE to the driver of every control. The seats are roomy and comfortable. Distinctiveness and beauty distinguish the bodies of all models. Note the new unified panel instrument board.

NEW national parts policy assures operating economy to Oldsmobile owners everywhere. Genuine Oldsmobile parts may now be purchased from any Oldsmobile dealer in the United States at a standard list price without addition of war tax, freight, or handling charges. Ask to see the standardized parts price list.

# DETAILED SPECIFICATIONS

**WHEEL BASE:** 110 inches, standard tread; road clearance, front 10 inches, rear 10 inches.

**WEIGHT:** Touring Car, fully road equipped, 1300 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. horse power rating, 18.15. 41 horse power developed on block test. Displacement, 160.3 cubic inches. Crankshaft, high carbon, drop-forged steel, heat-treated, three large babbit-lined, bronzed-backed Chadwick interchangeable main bearings; front, 2 11/16 inches wide by 2 inches diameter; center, 1 5/8 inches wide by 2 1/16 inches diameter; rear, 2 3/16 inches wide by 2 1/8 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 especially designed, cast iron; three compression rings, 3/16 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, 6 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; specially designed carburetor.

**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, 5.1:1.

**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 1/2 inches maximum depth; 1 3/4 inches wide, 1/8-inch stock, four cross members.

**SPRINGS:** Semi-elliptic; front, 6 leaves, 36 inches; rear, 7 leaves, 50 $\frac{3}{4}$  inches; all 1/2 inches wide; all eyes bronze bushed; spring shackle bolts 5/8 inch diameter, hardened and ground; Alemite oiling.

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

**WHEELS:** Artillery type. Tuarc steel wheels standard on Sport Touring, Sport Roadster and DeLuxe Sedan. Rims, Jaxon demountable, straight side.

**TIRES:** 31 x 4-inch cord; Non-skid on rear. Spare tire not included in regular equipment. 31x4.95 Balloon tires with small diameter disc wheels \$50 extra list price on standard models and \$25 extra on sport models.

**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 with high quality fabrics.

**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 rugs used in closed cars.)

**INSTRUMENT BOARD:** Beautifully DUCOED 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:** Plate glass. Closed models equipped with visor and vacuum operated automatic windshield cleaner.

**TOP:** Best grade, weatherproof Fabrikoid. Clear vision type. Beautifully tailored. Four strong bows rectangular 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 DUCO satin-finish. Closed bodies finished in blue.

**LAMPS:** Black enamel, drum type with diffusing reflectors, bright nickel trimmed; lighting switch carries dimming coil. Cowl lamps on all models.

**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. Vacuum operated automatic cleaners on closed cars. Cowl lamps on all models.

*Prices and specifications subject to change at any time without notice.—  
Olds Motor Works, Lansing, Michigan.*