



TRANSPORTATION BY AUTOMOBILE
Figure at St. Louis Exposition Holding Oldsmobile as Typical Automobile





The
OLDSMOBILE

MANUFACTURED BY THE

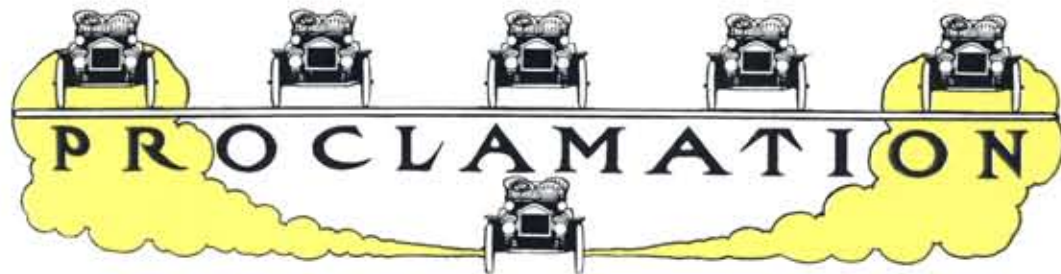
OLDS MOTOR WORKS

DETROIT, MICH. U.S.A.

FACTORIES DETROIT & LANSING

MEMBERS OF THE ASSOCIATION OF LICENSED
AUTOMOBILE MANUFACTURERS

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OLDS MOTOR WORKS



To the automobile public, as well as to ourselves, it has been interesting to watch the evolution of the Oldsmobile—an automobile runabout which, since first placed on the market, has met with double the sale of any machine in the world. This evolution has taken the form of gradual betterments and improvements—not held up until the first of each year, but embodied as rapidly as the change could be put through, regardless of the immediate expense. The runabouts we have manufactured up to the present time have produced an enormous number of satisfied Oldsmobile drivers, since the machines were the best of their type, a standard we expect always to maintain.

Last year our Mechanical and Experimental Departments were given an outline of what we desired in the Oldsmobiles for this season, and were instructed to go



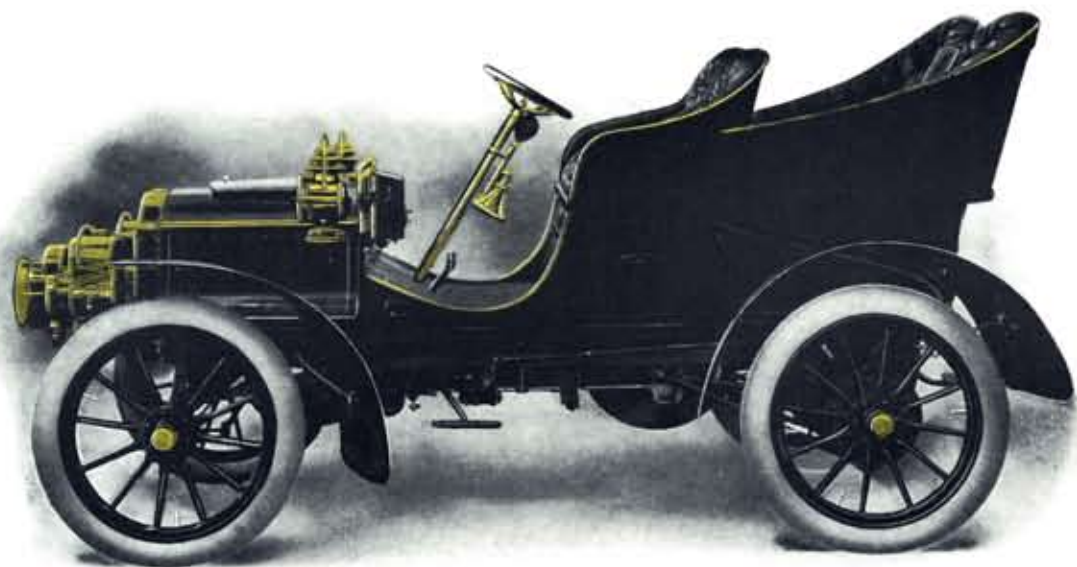
ahead along these lines and build the very best automobiles money could produce. Above all else absolute reliability was demanded in the new cars. Reliability has always been a distinguishing attribute of the Oldsmobile, as our wonderful record in endurance runs and array of medals and certificates won will testify. Next to reliability, comfort and appearance were to be considered; in fact, the only feature to which no attention was paid was the cost of the cars, within the limits of comparatively low-priced machines.

Deviating from the policy of other manufacturers we have constructed the best automobiles our experience has taught us to build and have then set our prices. This is a radical departure in the automobile world, and only our immense capacity, with the finest machinery, skilled workmen and unlimited capital permitted us to go ahead on this basis. We can say frankly that the percentage of manufacturing cost of the Oldsmobiles described herein is higher in proportion to selling price than with any other automobiles made in this country or abroad. Furthermore, we are alone in our ability to make as good machines as these

at the prices they sell for, and you can account for this by our strict adherence to the policy of small profits on a large product. We build by thousands, not hundreds.

In our cars for this season we have obtained reliability by utilizing all the good features of our well-known runabout—and they were legion—and more than ever before have brought to bear our experience with our runabout and all other cars. No automobile to-day is perfect enough to warrant putting it on the market year after year without improvements, and the gradual structural changes in our machines in the past have been a forerunner of the new models we now present. Reliability has been accomplished, and the technical descriptions following will show you how this has been attained. With reliability is found the simplicity inherent in all Oldsmobiles, a comfort attained by more expensive construction, and an appearance which has already won for them the title of the best-looking cars of the year.





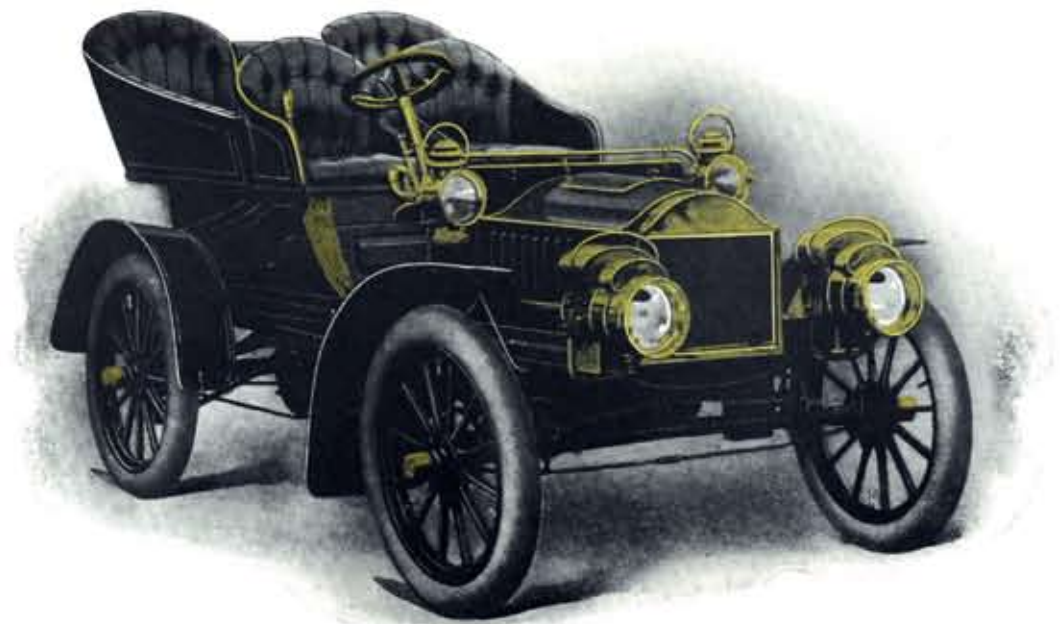
OLDSMOBILE LIGHT TONNEAU

OLDSMOBILE LIGHT TONNEAU

In placing a car before the public which is high in quality and low in price we appeal to all those who have hitherto been debarred from the pleasures of motoring by high prices and low quality. The reasonable price set on our cars—made possible by unequalled facilities for manufacture, our extreme simplicity of construction and our system of absolute interchangeability—remove considerations which heretofore might well have made prospective buyers "wait and see."

The Oldsmobile Tonneau, with its long wheel base, its roomy and luxurious seats and its ample protection from the mud and dust of the road insures the perfect comfort of its occupants. It will be noticed that the novel arrangement of the seats is such that an unobstructed view of the road ahead may be enjoyed by all. A point worthy of attention is the fact that when the rear seats are removed there is plenty of room under the deck to carry a suit case, rain aprons, etc., and this feature will be found very convenient. A rear deck, for use when the tonneau is removed, is furnished with each machine.

We have this year reversed the position of the motor, and so placed it upon the running gear that the cylinder head extends forward beneath the hinged footboard. This location affords easy access to the spark plug, valve mechanism, carburetor and circulating pump. The latter is of the gear type, bolted to the steel angle frame and driven direct from the cam shaft. It can be repacked with ease. The design of the engine is such that the cylinder, piston and connecting rod, or fly wheel,

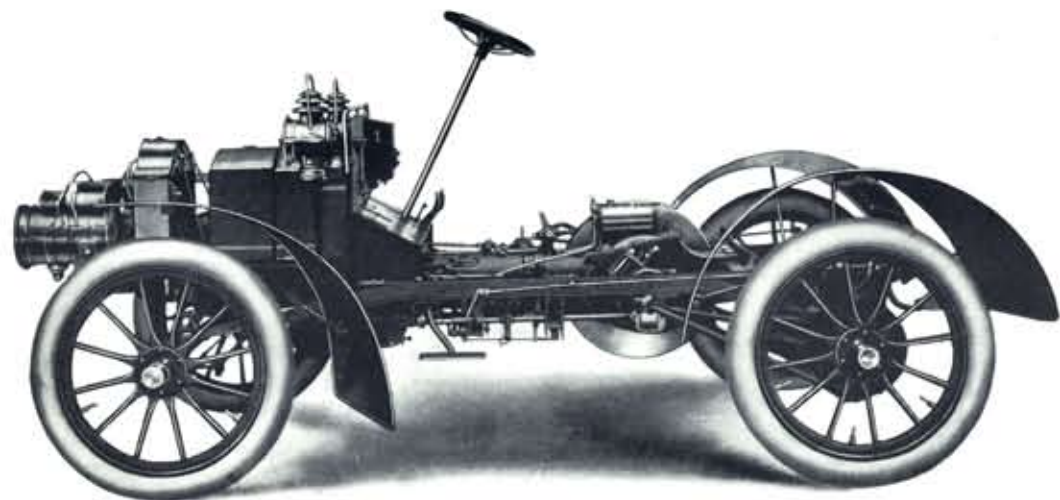


OLDSMOBILE LIGHT TONNEAU

crank shaft and transmission may be readily removed without disturbing the hanging of the crank case. The fixed halves of the main bearings which are integral with this case are set at the angle best suited to receive the strain due to the chain pull and the working thrust. Since this thrust occurs at a time when the crank is describing the lower half of its path, the pressure of the piston against the upper surface of the cylinder tends to balance the weight of the former, thereby reducing to a minimum the wear to be expected in these parts. The worm gears driving the cam shaft are enclosed in a dust-proof case and run continually in an oil bath fed from the crank case.

The steering apparatus is of the worm and gear type, the steering post tilting backward and forward on the axis of the gear, allowing the wheel to be adjusted to the comfort of each individual driver. The spark and throttle levers are most conveniently situated on the steering wheel. To adjust either of them it is not necessary to take the hands from the wheel, a point which will be appreciated many times in a crowded street.

The separation of the body at the dashboard enables one by the loosening of four bolts to remove the entire body. The mechanism is thus exposed, permitting instant and easy examination and adjustment. Induction coil and switch are placed on the dashboard. The removable bonnet is of sheet metal with brass trimmings. Inside are the batteries in a metal box and the water and gasoline tanks. The tanks, holding seven gallons of gasoline and seven of water, are easily filled through the opening disclosed by the small door at the top of the bonnet.



CHASSIS OLDSMOBILE LIGHT TONNEAU

The brakes act upon the front sprocket and the hubs of the rear wheels, so that the machine can be stopped on any grade under any conditions whatsoever.

The well-known Oldsmobile type of side springs make the machine an ideal one for all road conditions, and the same comfort is obtained whether the passengers number one or four.

SPECIFICATIONS

CAPACITY—Two or four passengers.

WHEEL BASE—82 inches.

TREAD—55 inches.

FRAME—Angle steel.

SPRINGS—Oldsmobile side springs with X cross spring in front.

WHEELS—30-inch wood artillery.

TIRES—3½-inch detachable.

MOTOR—5½ x 6-inch 10 H. P. horizontal.

TRANSMISSION—All-spur type, two speeds forward and reverse.

FINISH—Dark green or dark red.

RADIATOR—Honeycomb.

CARBURETOR—Oldsmobile.

IGNITION—Jump spark.

STEERING GEAR—Wheel, tilting post.

DIFFERENTIAL—Bevel gear.

BRAKES—Rear hubs and transmission.

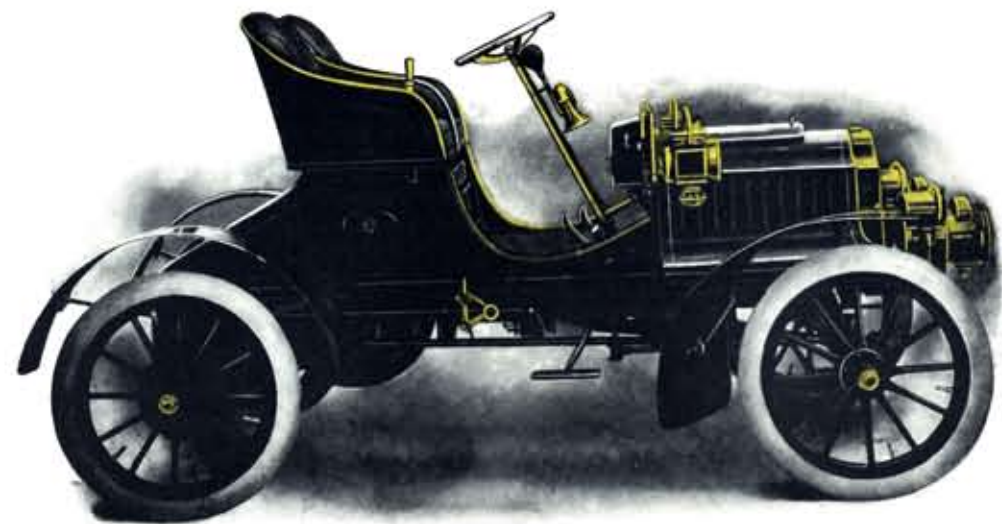
WATER CAPACITY—Seven gallons.

CIRCULATION—Gear pumps.

GASOLINE CAPACITY—Seven gallons.

EQUIPMENT—Complete set of tools and pair of large oil brass side lamps.

PRICE, \$950



OLDSMOBILE TOURING RUNABOUT

OLDSMOBILE TOURING RUNABOUT

In appearance this particularly attractive type of runabout greatly resembles the light tonneau car with the rear seat removed. It differs, however, in that its construction is lighter, its wheel base somewhat shorter and its lines more in keeping with those of a runabout.

All the distinctive features embodied in the light tonneau have been retained in this two-passenger design, and the same general description will apply to its motor, arrangement of machinery and fittings. The finish is the same as the tonneau car and the same choice of colors is allowed.

To those who desire a two-passenger car this runabout has reliability and power for all road conditions and speed enough to satisfy the most critical.

SPECIFICATIONS

WHEEL BASE—76 inches.

TREAD—55 inches.

FRAME—Angle steel.

SPRINGS—Oldsmobile side springs with X cross spring in front.

WHEELS—28-inch wood artillery.

TIRES—3-inch detachable.

MOTOR—5 x 6-inch 7 H. P. horizontal.

TRANSMISSION—All-spur type, two speeds forward and reverse.

FINISH—Dark green or dark red.

RADIATOR—Honeycomb.

CARBURETOR—Oldsmobile.

IGNITION—Jump spark.

STEERING GEAR—Wheel, tilting post.

DIFFERENTIAL—Bevel gear.

BRAKES—Rear hub and transmission.

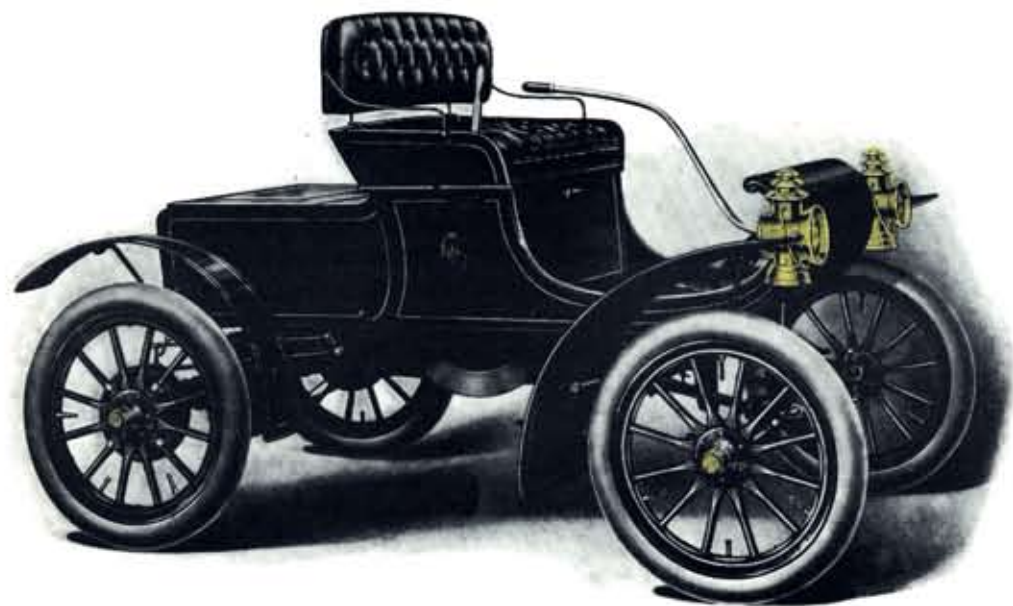
WATER CAPACITY—Six gallons.

CIRCULATION—Gear pumps.

GASOLINE CAPACITY—Five gallons.

EQUIPMENT—Complete set of tools and pair of large brass oil side lamps.

PRICE, \$750



OLDSMOBILE REGULAR RUNABOUT

OLDSMOBILE REGULAR RUNABOUT

The construction of this most popular of motor cars has been brought to a degree of perfection which renders doubly secure the laurels won in the past. In trials of speed and endurance, on track and road, at home and abroad, in competition with the world, the Oldsmobile has always headed the procession. Its drivers number tens of thousands, and its "curved dash" has found its way around the world.

Among the new features embodied in this car, aside from the more powerful motor and heavier running gear, may be mentioned the absence of all packing between the cylinder and cylinder head and the ease of removal of the body and all the parts of the motor itself.

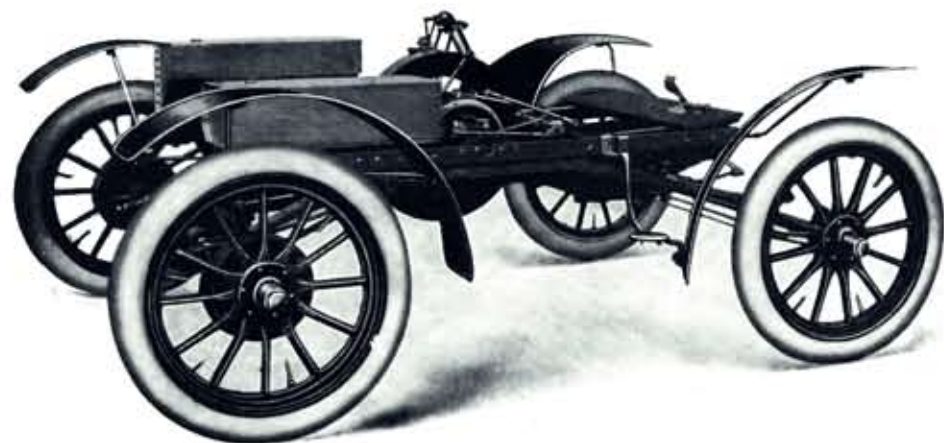
A valuable addition to our new runabout, along the line of greater security, has been the equipment of the rear wheels with hub brakes provided with shoes of the expanding-clutch type.

The radiating surface has been increased and a larger water capacity provided for, thus permitting an almost unlimited radius of travel on one filling.

All trouble with stud bolts and adjustment of main bearings has been overcome by a crank case of new design with bearings set at an angle of 45 degrees.

Large tires, together with the long Oldsmobile side springs, insure exceptionally easy-riding qualities, and a wider seat adds greatly to the comfort of the passengers.

Along general lines our regular runabout of the past has been followed, but a notable increase in strength and power will be found in this machine, and the result



CHASSIS OLDSMOBILE REGULAR RUNABOUT

of our efforts has been the total elimination of those many annoyances which so detract from the pleasures of motoring.

SPECIFICATIONS

CAPACITY—Two passengers.

WHEEL BASE—66 inches.

TREAD—55 inches.

FRAME—Angle steel.

SPRINGS—Oldsmobile side springs.

WHEELS—28-inch wood artillery.

TIRES—3-inch detachable.

MOTOR—5 x 6-inch 7 H. P. horizontal.

TRANSMISSION—All-spur gear, two speeds
forward and reverse.

FINISH—Black with red trimming.

EQUIPMENT—Complete set of tools and
pair of large brass side lamps.

RADIATOR—Copper disk.

CARBURETOR—Oldsmobile.

IGNITION—Jump spark.

STEERING GEAR—Tiller.

DIFFERENTIAL—Bevel-gear type.

BRAKES—Differential and rear wheel.

WATER CAPACITY—Five gallons.

CIRCULATION—Gear pump.

GASOLINE CAPACITY—Five gallons.

PRICE, \$650



OLDSMOBILE LIGHT DELIVERY CAR

OLDSMOBILE LIGHT DELIVERY CAR

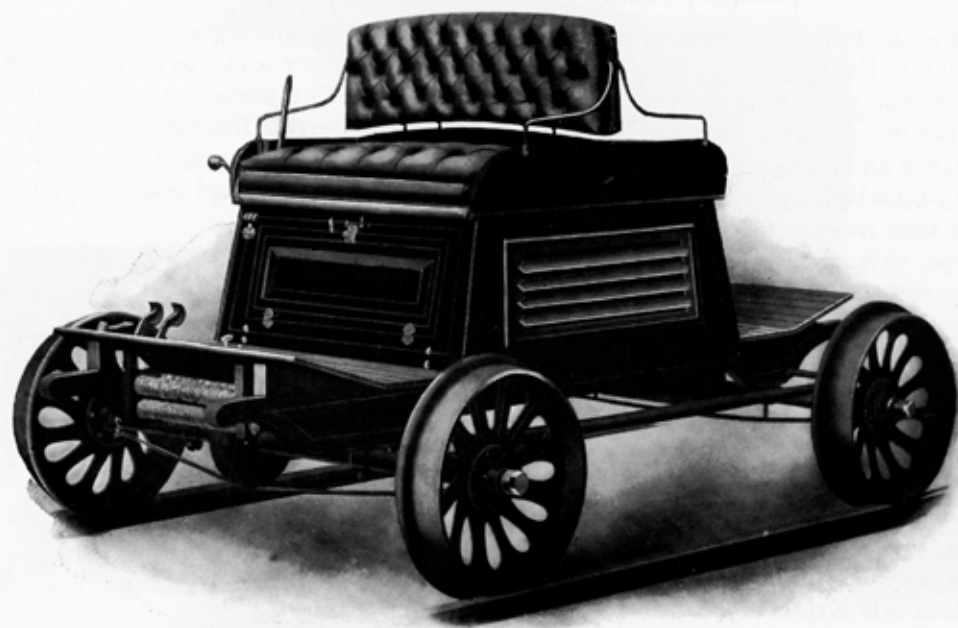
It is the saving of expense that interests the enterprising merchant in the Oldsmobile Express. To him the question of satisfactory and speedy delivery of goods to the purchaser is one of no small moment. The horse-drawn vehicle has until the present time occupied the field, but there are certain limitations as to speed, endurance and radius of operation which render this means of transportation scarcely in keeping with this progressive age. With a strong, well-designed body, and a motor which time has demonstrated to be the best of its type, this wagon has gone into the hands of inexperienced drivers and in their hands has quickly demonstrated its economy as compared with the horse-drawn wagon. It does the work of three men, three horses and three wagons, and the maintenance cost is nominal.

The business man who wants a demonstration of the saving to be effected by a motor wagon, as well as the advertising to be obtained by its use, cannot afford *not* to look into the "Oldsmobile Express" proposition.

PRICE, \$850



"IT DELIVER THE GOODS"



OLDSMOBILE RAILWAY INSPECTION CAR

OLDSMOBILE INSPECTION CAR

To the up-to-date railroad man interested in the maintenance of way the services of a light motor-driven car have become an absolute necessity. By virtue of economy, both of money and time, the Oldsmobile Inspection Car has won its "right of way" and has already taken its place in the regular equipment of almost every modern railroad.

We have profited by our long experience in the construction of automobiles; have moved forward conservatively and have finally embodied in this machine those features of excellence that have characterized all our other products. Letters of commendation received from railroad men show clearly that our Oldsmobile Railway Inspection Car has fulfilled the purpose for which it was designed.

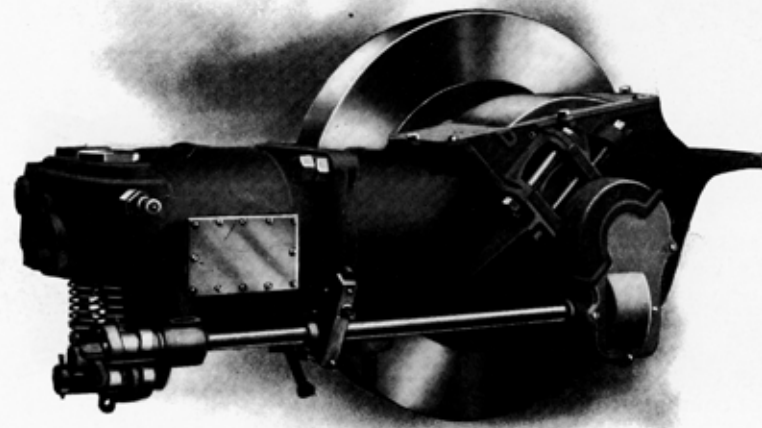
This car is built for standard gauge or any gauge down to 36 inches, has 62-inch wheel base, oak sills, 20-inch pressed steel wheels of M. C. B. standard, cold rolled steel axles, Hyatt roller bearings and powerful brakes of the expanding-clutch type. Ample capacity for water and gasoline is provided for 100 miles run. The body is of comfortable design, highly finished and upholstered.



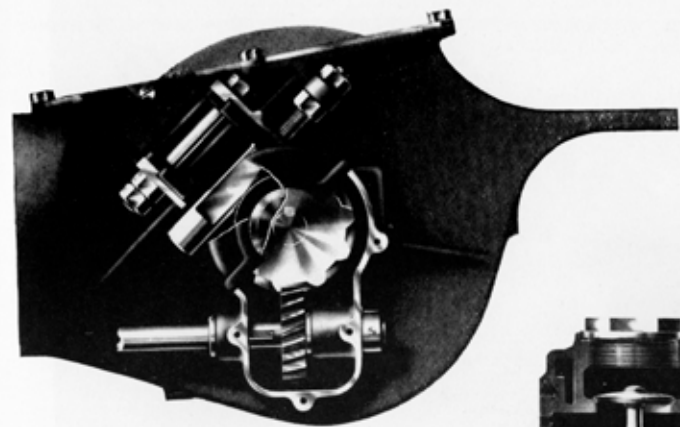
PRICE, \$450

OLDSMOBILE TONNEAU MOTOR

Size of parts and compactness of design are features of this motor. Note the following points :



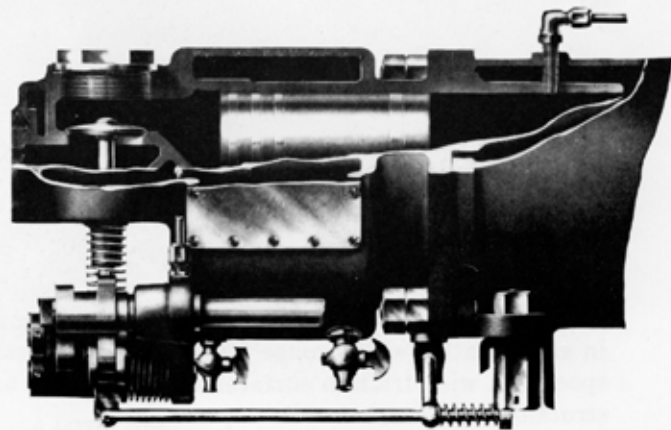
Built strong enough for any speed and simple enough that the novice may quickly learn its principles. Note the absence of gaskets, the enclosed commutator, the adjustment of cylinder to crank case, and the expansion plates on side of cylinder, useful in case the water in the jacket should freeze.

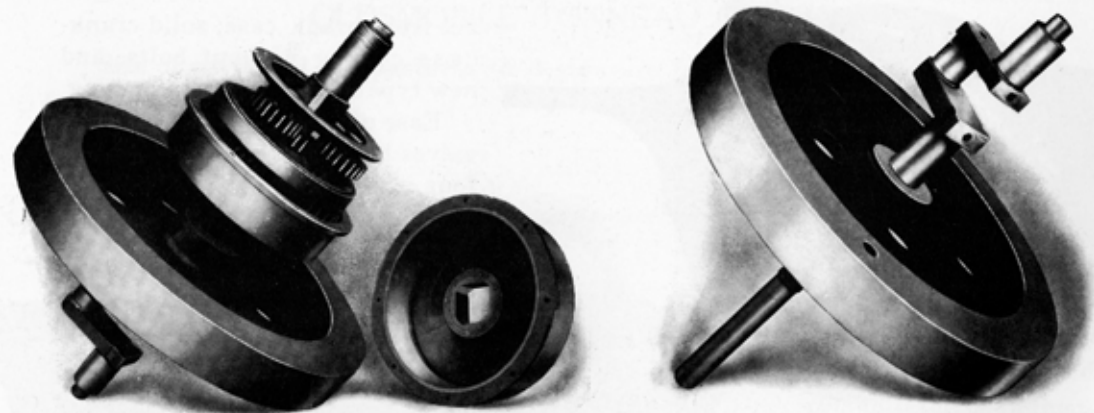


No stud bolts at main bearings, large unbreakable taper bolts taking all the strain; worm gears encased and running in oil; automatic oiling of main bearings by splash lubrication through chan-

nel from crank case; solid crank-case casting without bolts, and new type of angular main bearing.

Ease of removal or grinding of valves by unscrewing valve caps; four piston rings instead of three;



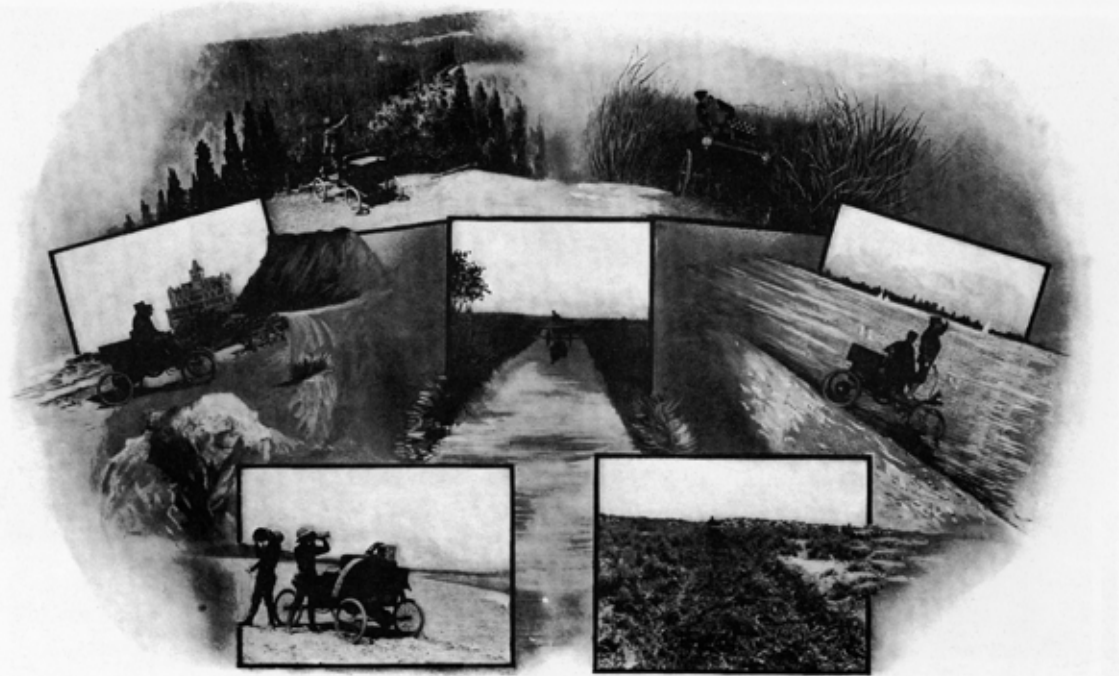


ability to completely remove cylinder without disturbing the rest of the motor, and mechanical inlet and exhaust valves.

Large fly wheel and crank shaft; wide main bearings; transmission running in an oil bath; wide bronze pinions in transmission; metal to metal friction on high speed and wide friction surfaces for slow speed and reverse bands commend this construction to the automobile expert.



A LITTLE SPEED



FROM OCEAN TO OCEAN IN AN OLDSMOBILE

The famous trans-continental trip from San Francisco to Portland, Maine. Over all conditions of roads and sometimes no roads at all, the Oldsmobile was the first and only runabout to make this longest of automobile journeys



OLDSMOBILING IN AUSTRALIA



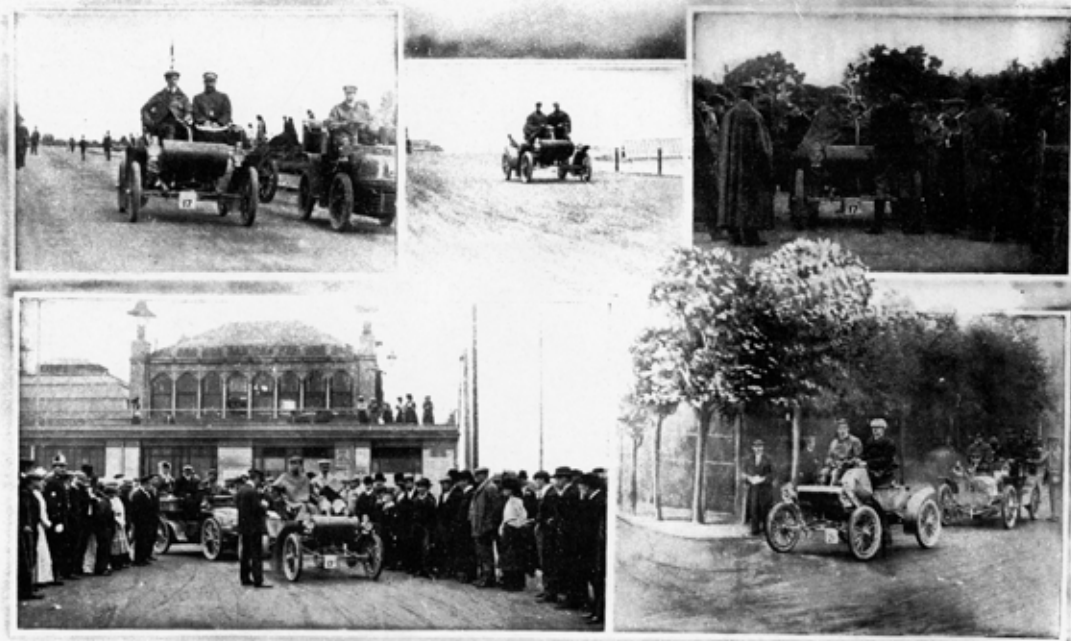
The Bombay Market
Cape Town Reliability Trials

IN FOREIGN LANDS
In Honolulu
Through St. Petersburg Snow

Pumping Water in South Africa
Touring in Mexico

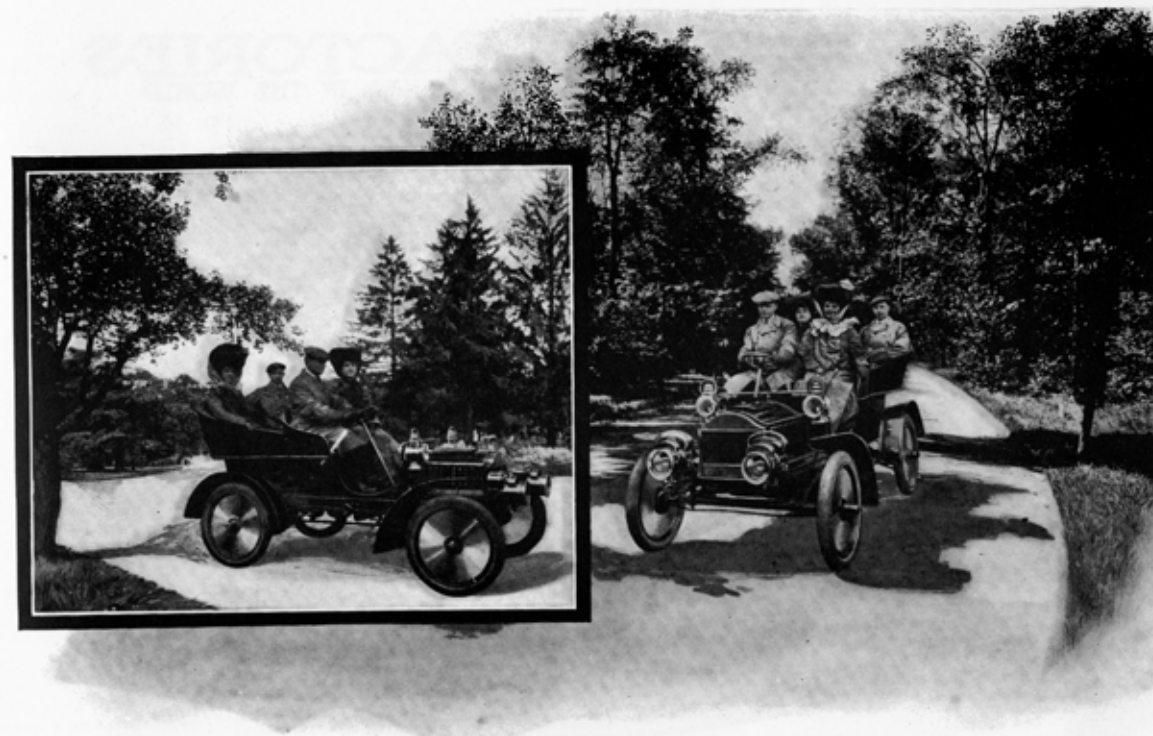


A CROWD OF RUSSIANS WATCHING AN OLDSMOBILE BEFORE THE
KREMLIN IN MOSCOW



BRITISH RELIABILITY TRIALS

Almost unprecedented was the winning of both the gold and silver medals in our class in these trials. English, French, German and American cars competed, but the Oldsmobile won the medals



AN AFTERNOON DRIVE ON BELLE ISLE

OLDSMOBILE FACTORIES

LARGEST PRODUCERS OF AUTOMOBILES IN THE WORLD



THE RICHMOND & BACKUS CO.
DETROIT, MICH.
CATALOGUE MAKERS