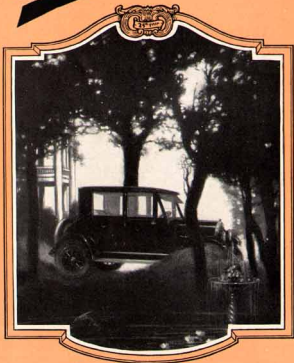


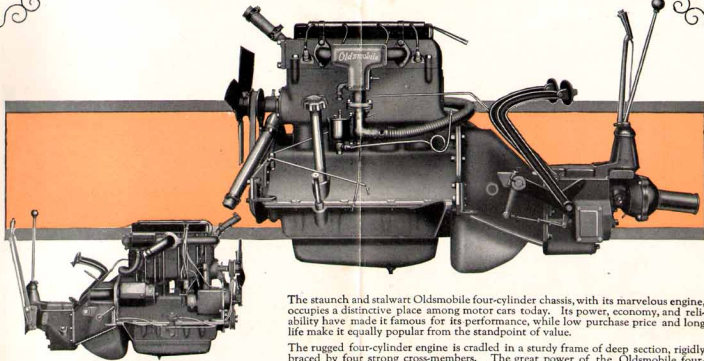
Oldsmobile



MODEL 43A
FOUR CYLINDER
BODY TYPES



OLDS MOTOR WORKS
LANSING MICHIGAN
DIVISION OF GENERAL MOTORS CORPORATION

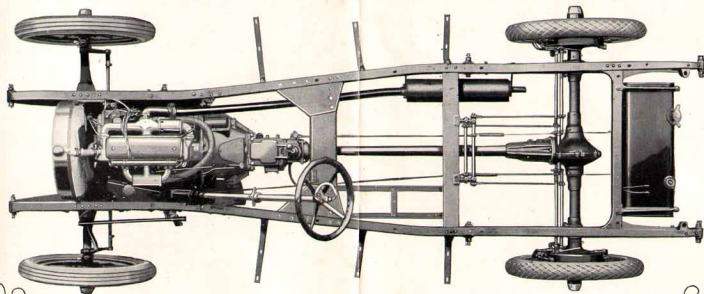


The Oldsmobile four-cylinder engine delivers over 40 horse power. Its heavy crankshaft is carried on three large bearings and all other parts are proportionately sturdy. The rigid frame has a maximum depth of seven inches, and is made of cold pressed steel, 5-32 inch thick. Clutch, transmission, and axle are ruggedly built to render years of dependable, trouble-free service.

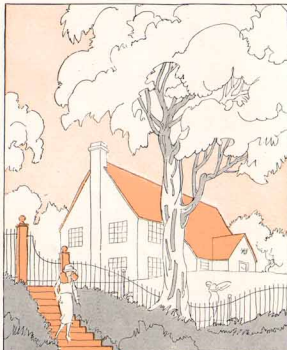
The staunch and stalwart Oldsmobile four-cylinder chassis, with its marvelous engine, occupies a distinctive place among motor cars today. Its power, economy, and reliability have made it famous for its performance, while low purchase price and long life make it equally popular from the standpoint of value.

The rugged four-cylinder engine is cradled in a sturdy frame of deep section, rigidly braced by four strong cross-members. The great power of the Oldsmobile four-cylinder engine is a by-word among motorists who have become acquainted with its working qualities. Other units of this splendid chassis are fit companions to the powerful engine fully capable of answering every demand for pulling power and speed.

There is not a single weak spot in the entire mechanism—every unit has been tried and proved in the hands of the thousands of owners who have already found a full measure of pleasure, pride, and satisfaction in the Oldsmobile four-cylinder models which are described and pictured in this booklet.



The Brougham



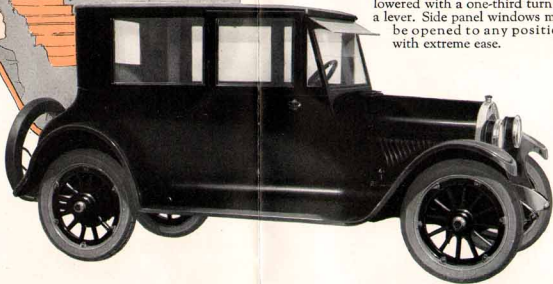
THE Brougham is, first of all, a *real* closed car. In its design and construction have been employed all of the arts of fine body building. From floor to roof, it is built of heavy, solid timbers, rigidly braced, and covered with smooth panels of steel.

Its interior finish and appointments are designed to provide every comfort and convenience for the five passengers which it accommodates. The deep, wide, rear seat affords luxurious comfort for three, with generous room behind the front seats.

The front seats, which may be folded forward, are provided with thick, heavily upholstered cushions and backs, and are tilted at just the proper angle for maximum riding and driving comfort.

With body suspended midway between the springs, the Brougham is an exceptionally easy riding car and, for this reason, is an ideal car for touring, providing complete protection from wind and weather, yet giving all of the advantages and freedom of the open car.

Large doors make entrance and exit easy and convenient. The window area is exceptionally large. Those in the doors may be raised or lowered with a one-third turn of a lever. Side panel windows may be opened to any position with extreme ease.



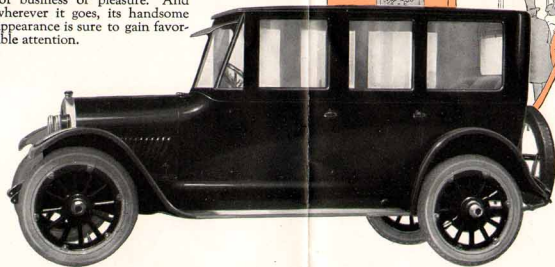
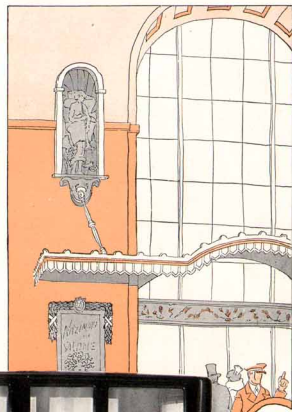
The Sedan

IN CONSTRUCTION, finish, and appointments, the Model 43-A five-passenger Sedan bears comparison with the finest of closed cars, regardless of price. From latest type drum style head lights to tail lamp, the Sedan is truly a fine car—a car which arouses pride of ownership because of its distinctive appearance, and which creates a high degree of respect for the quality and dependability of its performance.

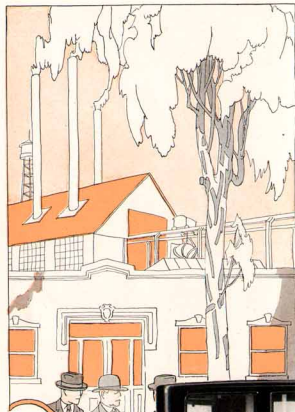
The interior is finished in beautiful all-wool fabric of pleasing shade and of unusual wearing quality. Inside door handles and other interior fixtures have a satin silver finish. A dome light with convenient switch and an independently operated instrument board lamp provide ample illumination when required.

A cowl ventilator and windows which open and close with a minimum of effort provide excellent ventilation at all times. A windshield visor of pleasing design protects driver and passengers from sun glare and serves to prevent the excessive accumulation of rain or snow on the windshield while driving. A convenient, easily operated windshield wiper affords clear vision.

The Sedan is an ideal car for year 'round family use. Regardless of the season, it is always ready for business or pleasure. And wherever it goes, its handsome appearance is sure to gain favorable attention.



The Coupe



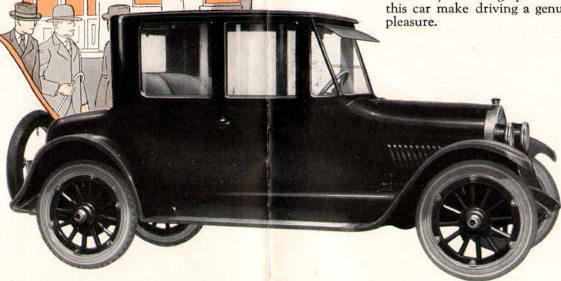
THE practical, utilitarian features of the Model 43-A Coupe make it the logical choice of the business or professional man. On the other hand, its informal seating arrangement, its attractive appearance and its pleasing interior meet ideally the social and personal requirements of the woman who drives her own car.

Convenient carrying spaces for parcels and luggage permit these articles to be stowed out of the way, leaving a commodious interior for the seating of four.

The driver's seat is permanent and is placed in just the right position for greatest comfort. A wide, deeply cushioned seat slightly to the rear of the driver's seat provides generous room for two passengers, while a folding seat accommodates a fourth in perfect comfort.

Door windows open and close at a touch of the operating lever, while the side windows may be raised or lowered to any point quickly and easily to afford shelter from wind or storm. A wind and water-tight windshield is protected by a metal visor and is provided with a convenient wiper. Regardless of outside weather or temperature conditions, passengers in the Coupe are always assured comfort and protection.

The easy handling qualities of this car make driving a genuine pleasure.

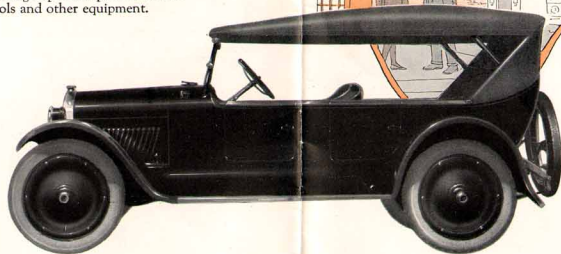


The Semi-Sport

THERE is a dashing air of fleetness and reserve power about the Model 43-A Semi-Sport which appeals to the red-blooded out-door man or woman. There is the charm that comes from the long low sweep of the lines, and from the well-groomed appearance provided by steel disc wheels, latest style drum type head and cowl lamps, walnut body rails, and other refinements. Here is a car with the spirit and endurance of a thoroughbred, equally at home on city boulevard or mountain road—a staunch companion for a long cross-country tour or an afternoon's pleasure jaunt.

Wide, deep seats are covered with long grain, genuine leather over deep springs heavily upholstered. In the rear compartment, there is ample room for luggage, still allowing plenty of room for comfortable riding. The front seat, like the rear, is set low and is unusually comfortable for long driving, the foot pedals and control levers being conveniently placed.

The steel disc wheels have demountable rims, and their graceful curves lend beauty and distinction. The top is of the newest type, and storm proof curtains are provided which are carried in handy compartments in the doors when not in use. Convenient, easily accessible storage space is provided for tools and other equipment.



The Cab

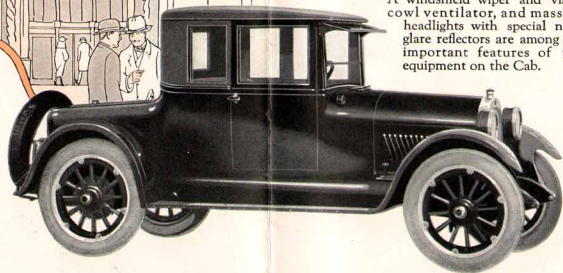


THE Cab was designed purposely to meet the requirements of those whose business, professional, or personal needs call for a car of moderate seating capacity combined with more than the usual amount of carrying space for luggage, parcels, sample cases, instruments, etc. The Cab, therefore, is primarily a utility car, built for many thousands of miles of hard driving, yet its lines, its finish, and its equipment are equal in quality to those found in the more expensive cars.

The principles of fine closed car building are carefully followed in the construction of the Cab body. Heavy upright pillars extend from floor to roof, and are rigidly braced, the upper and lower sections being one single unit. This sturdy framework is covered with smooth panels of steel, which are beautifully and durably finished. The Cab is upholstered with fine hand-buffed Spanish leather in a rich shade of gray, which harmonizes with the interior finish.

The rear luggage compartment contains twelve cubic feet of storage room, while an interior compartment, with individual lock just behind the seat, gives an additional three cubic feet of space.

A windshield wiper and visor, cowl ventilator, and massive headlights with special non-glare reflectors are among the important features of the equipment on the Cab.



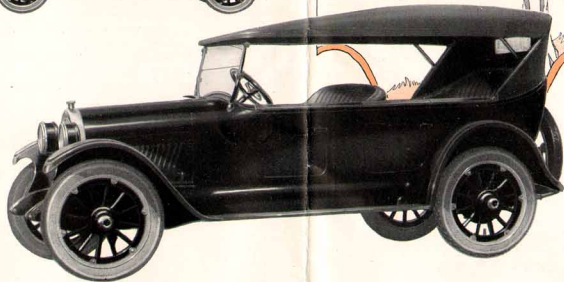
The Touring Car and Roadster

IN THE Model 43-A five-passenger Touring Car and the three-passenger Roadster you will find two open cars of quality and distinction.

The Roadster is especially adapted to the business man, the farmer, or to the requirements of the small family. The generous luggage compartment beneath the rear deck is an added convenience for tourists or salesmen.

The Touring Car is the ideal family car, combining the utmost in appearance, comfort, convenience, and performance at an exceptionally moderate price.

The instrument board is of walnut finish and is completely equipped. The large steering wheel and convenient, easily operated foot pedals and control levers make driving a genuine pleasure.



Specifications

- WHEEL BASE**—115 inches, standard tread; road clearance, front 10 $\frac{1}{4}$ inches and rear 9 $\frac{1}{2}$ inches.
- SHIPPING WEIGHT**—2900 pounds. (Touring Car)
- ENGINE**—Unit power plant, 3 point suspension, four cylinders cast en bloc, 3 11-16 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. Equipped with patented Oldsmobile oval-skirted pistons. Piston displacement 224 cubic inches.
- CRANK SHAFT**—High carbon drop-forged, heat-treated steel with three large bearings; front 3 inches long x 1 $\frac{1}{2}$ inches diameter; center, 2 inches x 1 31-32 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.
- COOLING SYSTEM**—Water-cooled by centrifugal pump and four-blade fan, driven from crank shaft.
- RADIATOR**—Harrison, honeycomb with nicked jacket, special Oldsmobile design.
- CHASSIS LUBRICATION**—Pressure system with easily accessible connections. Lubricating gun standard equipment.
- CARBURETOR**—Air heated before entering carburetor. Mixture on leaving carburetor passes over "hot spot" in manifold creating a high quality gas.
- GASOLINE FEED**—Vacuum feed type, 14-gallon tank suspended at rear of frame. Level gauge on tank.
- REAR AXLE**—Floating type. Spiral bevel gears. Differential housing and wheels mounted on Hyatt roller bearings. Pinion shaft mounted on New Departure ball bearings. Gear ratio 4.7 to 1. High pressure lubrication.
- 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, under-slung, 2 $\frac{1}{4}$ inches wide, 54 inches long. Both front and rear springs give very smooth action and maximum flexibility. All spring bolts, $\frac{3}{4}$ inch diameter, high pressure lubrication.
- FRONT AXLE**—Drop-forged, heat-treated "I" beam with integral spring perches. Two large size, New Departure ball bearings in each front wheel.
- 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. 5-32 inch thickness of frame. Four very heavy cross members.
- ELECTRIC SYSTEM**—Oldsmobile Delco starting and lighting with Delco coil and distributor. Bendix-drive starter cranks engine through teeth cut in fly wheel rim.
- CLUTCH**—Borg and Beck single plate dry disc, allowing easy engagement.
- TRANSMISSION**—Selective type sliding gear, three speeds forward, and reverse. Drop-forged, heat-treated gears and shafts.
- BRAKES**—External contracting service operated by foot pedal, internal expanding operated by hand lever. Actual braking pressure equal to 40 H. P.
- WHEELS**—Artillery type of selected hickory. Tuarc steel wheels standard on Sport job.
- RIMS**—Jaxon demountable, bolted-on type. Straight side. Rim size 32 x 4 inches.
- TIRES**—Cord tires standard equipment. Size 32 x 4 inches. Ribbed tread front and all weather tread rear.
- TIRE CARRIER**—With rim for one extra tire.

OLDS MOTOR WORKS

Division General Motors Corporation

LANSING, MICHIGAN