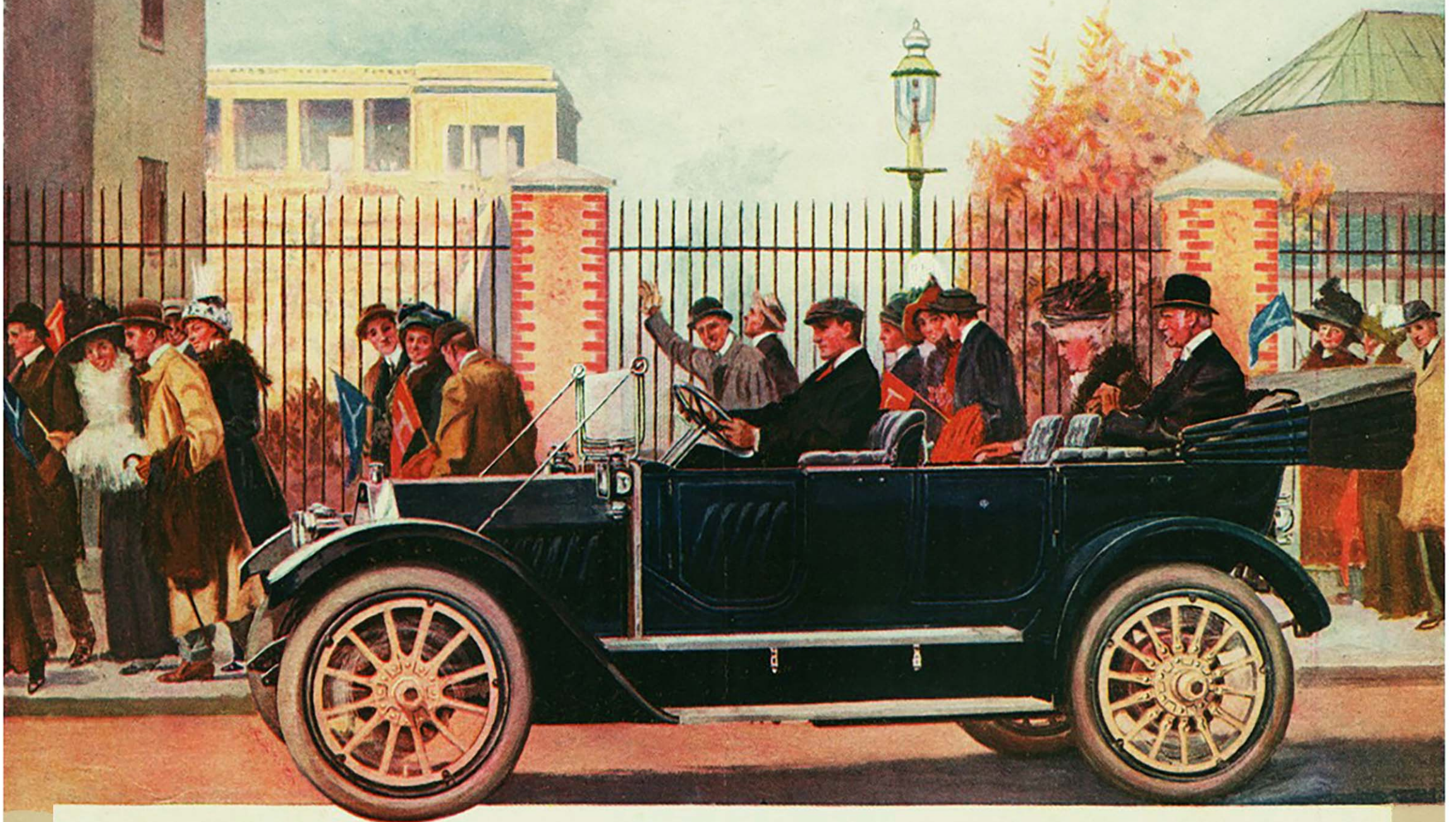


Oldsmobile
14TH Year



The "Autocrat"—A Superb Car Perfected

The Autocrat of 1911 was admittedly—and is to-day—a leader among four-cylinder cars, regardless of price. Its superb riding qualities and long distance touring ability; its beauty of design, strength, speed and absence of vibration made this car the most successful Oldsmobile of recent years and gave a real significance to the phrase, "Autocrat of the Road."

This is the car which the makers have sought to perfect. It goes without saying that changes have not been very radical. The basic principles of a long-stroke, easy running motor, with surplus power; large wheels and tires; comfort-giving body suspension; finest finish and upholstery are all retained. The practised eye will see refinement of detail in the body, such as the hooded dash and fore-door ventilators; increased luxury of equipment and mechanical changes which add to the value and convenience of the chassis and place it still farther ahead of the average types.

The price, including a list of accessories not equalled for completeness and quality, remains the same, \$3500 for a complete car.

Engine and Chassis

Long stroke, T head Motor: 5 in. bore, 6 in. stroke. Compression release for easy starting. 4-speed transmission with unusually quiet gears. 38 by 4½ inch Tires. Demountable Rims. ¾ elliptic rear springs and shock absorber equipment. Improved system of lubrication.

Body and Equipment

Seven passenger touring, Tourabout, Roadster and Limousine bodies. Ventilators in fore-doors, an exclusive Oldsmobile feature. Nickel and black enamel finish on metal parts. Regular equipment includes top and slip cover; windshield, speedometer, electric and oil side and rear lamps of new design; tire irons, etc., all of the finest quality.

The six-cylinder "Limited" is presented with similar improvements and refinements at no increase in price: \$5000 for the seven-passenger touring car completely equipped.

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