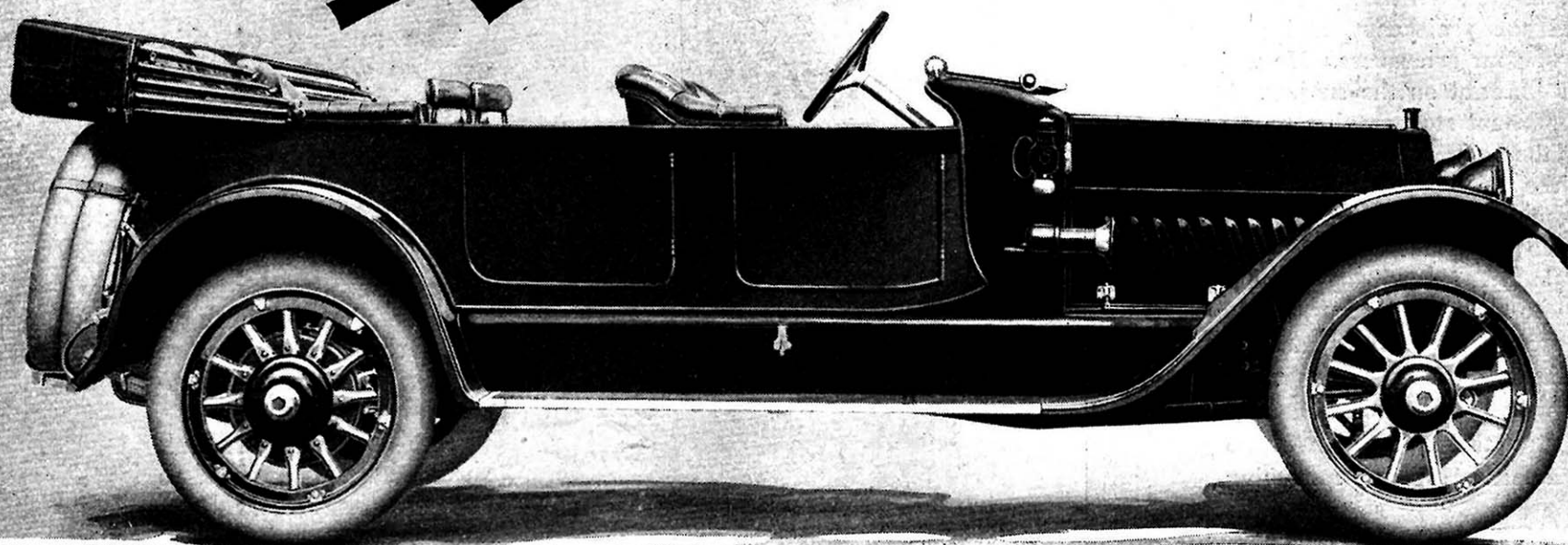


Established ___1880
Incorporated ___1899

Oldsmobile

1914



Here is the Greatest Six-Cylinder Car Ever Produced

OUR entire sales organization, engineering department and factory managers not only endorse the statement that this is the greatest six-cylinder car ever produced, but insist upon advertising it as such—there is no other expression which so adequately and truthfully describes the new 1914 Oldsmobile Model 54.

We have never before in our sixteen years of automobile manufacturing made so strong a statement. Our policy has ever been, and will continue to be, a truthful adherence to facts, and when we commit ourselves we believe we can prove by demonstration or comparison that we have not underestimated the position occupied by Model 54 among sixes.

The motor of this new Oldsmobile is a marvel. To perfect it, the largest corps of engineers, engaged in

the exclusive business of designing and building automobile motors have labored for months. They feel (and we believe you will agree) that this product is the most efficient six-cylinder motor either in this country or abroad. Not too light—not too heavy—perfect in balance and control—it is all that knowing motorists mean by the term “light on its feet.”

The 1914 Oldsmobile is not a triumph for ourselves exclusively, but one in which every American can share. Europe’s most noted car builders have yet to produce a car that will surpass this Oldsmobile in appearance, completeness or performance.

The 1914 Oldsmobile can be seen at any of our factory branches, located in all the principal cities, and dealers from coast to coast. A complete catalogue will be sent on request.

Four or Five-Passenger Phaeton, touring body type, \$2975

Limousine, \$4300

Seven-Passenger Touring Car, \$3150

Equipment 1914 Oldsmobile, Model 54 Combination electric and oil side and tail lamps, special Oldsmobile design. Special design Oldsmobile electric head lamps. Special design three-way adjustable ventilating windshield. Top, boot, and patented adjustable side curtains. 60 miles speedometer. Adjustable stem setting and winding Waltham clock. Rear tire irons, capacity for two tires. Demountable rims, one extra. Imported horse-hair tonneau mat. Motor-driven air pump. Famous Delco starting, lighting and ignition system. Electric light in tonneau. Extension electric trouble lamp. Tools, jack. Patented bow separating top holders. Adjustable disappearing auxiliary seats in seven-passenger. (Extra, at additional cost, wire wheels; special Oldsmobile touring trunks.) Motor, 50 horsepower, six-cylinders, unit power plant, three-point suspension. Bore $4\frac{1}{4}$, stroke $5\frac{1}{4}$. Extreme length of four and five-passenger models, 16 feet. Extreme length of seven-passenger, 17 feet. Springs front, semi-elliptic. Springs rear, $\frac{3}{4}$ elliptic. Tires 36 x 5 both front and rear.

1914 DELIVERIES BEGIN AUGUST FIRST

OLDS MOTOR WORKS, Lansing, Michigan