

# OLDSMOBILE ANNOUNCES-

## A NEW SIX . . . A NEW EIGHT



*Each with a Style Distinctly its Own!*

THE DISTINCTIVE NEW OLDSMOBILE SIX for 1937 is different from anything else on the road . . . A striking new Style . . . A smashing new Value . . . The greatest new buy in the lower-price field . . . See it and you will see new and freshly original Style-Leader Styling—new and impressively bigger size and roominess—new safety with fleetness and smoothness—a new all-time value-high, even for Oldsmobile! . . . Outstanding among its newest advantages is the new Unisteel Turret Top Body by Fisher . . . A bigger new Oldsmobile six-cylinder engine gives it new power-brilliance with newly increased economy . . . Look at its superlative quality—look at its low price—and your choice is sure to be this great new Oldsmobile Six.

FRESH, NEW STYLE-LEADER STYLING  
LONGER WHEELBASE • LARGER SIZE  
ROOMIER BODIES • LOWER FLOORS  
WIDER CHASSIS • HEAVIER FRAMES  
BIGGER ENGINES • HIGHER POWER  
EXTRA SAFETY • GREATER ECON-  
OMY • AND OLDSMOBILE'S  
TRADITIONALLY FINE QUALITY

NEW UNISTEEL TURRET TOP BODIES  
BY FISHER • NEW COMPLETELY  
SEALED SUPER-HYDRAULIC BRAKES  
CENTER-CONTROL STEERING • NEW  
DUAL RIDE STABILIZERS, FRONT  
AND REAR • PROVED KNEE-ACTION  
WHEELS • SMOOTH UNOBSTRUCTED  
FLOORS • AND MANY OTHERS

*The Cars that have Everything for 1937*

THE DISTINGUISHED NEW OLDSMOBILE EIGHT for 1937 marks a thrilling new fine-car achievement . . . A new conception of fine-car Luxury . . . A definite new standard of fine-car Value . . . The truly fine car of popular price . . . See it and you will see a bigger and more commanding car—a roomier and more luxurious car—the real Style Leader of the fine-car field! . . . With its new Unisteel Turret Top Body by Fisher, it is safer, more convenient and more comfortable than ever . . . With its bigger, smoother, eight-cylinder engine it is more powerful, more flexible, more responsive . . . For those accustomed to the finest, the 1937 Oldsmobile Eight—at its moderate price—is the year's smartest buy.

**TWO BIG NEW CARS . . . TWO FRESH NEW STYLES . . . TWO GREAT NEW VALUES**