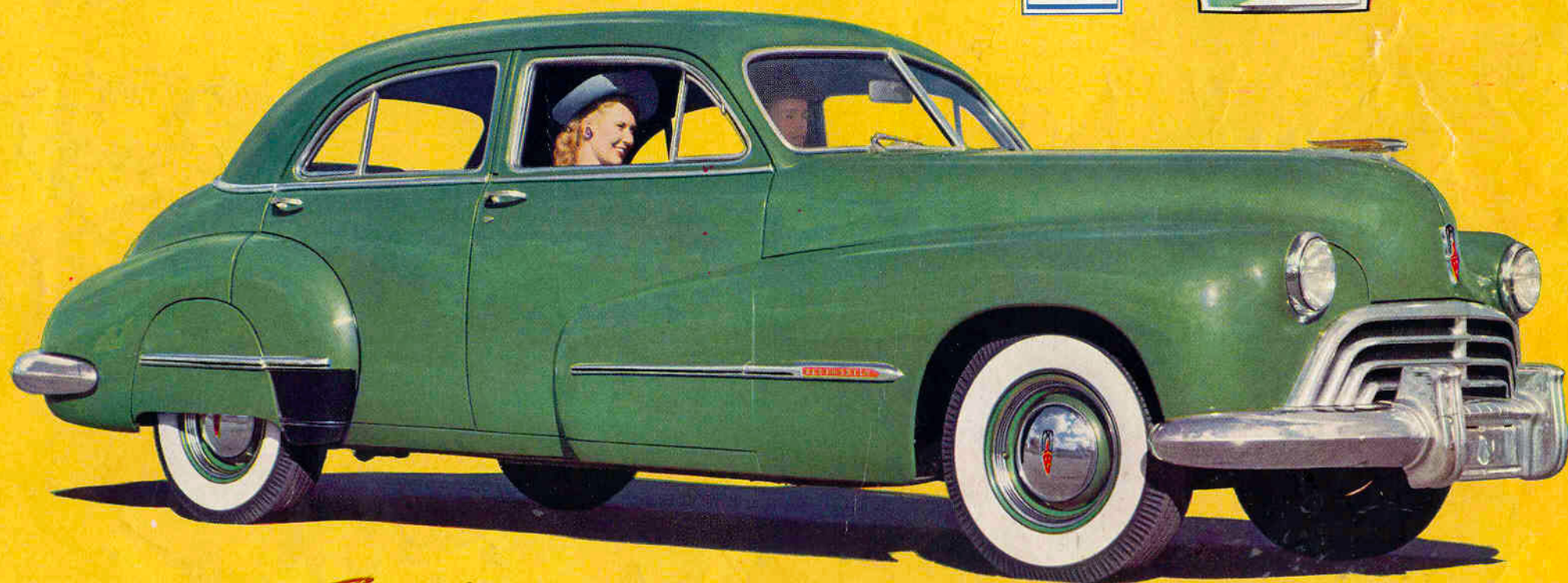


# 1947 Oldsmobile

OFFERING



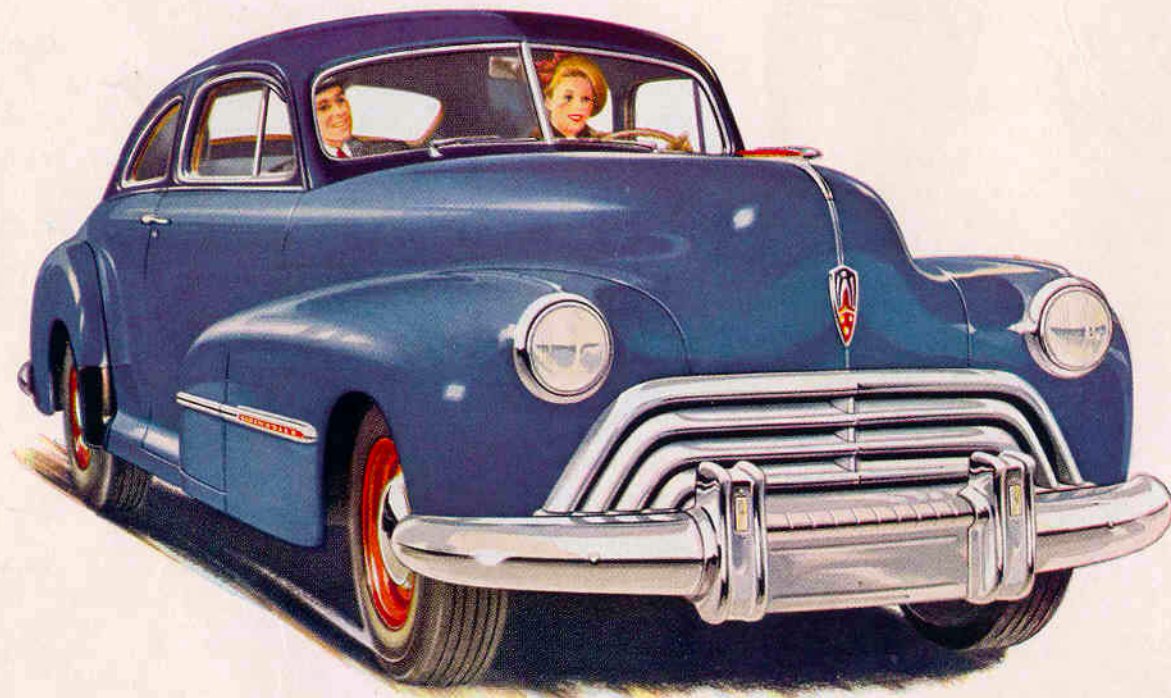
IT'S *Smart* TO OWN AN OLDS !



# Three Colorful Lines of

## STYLE - LEADING OLDSMOBILES

---



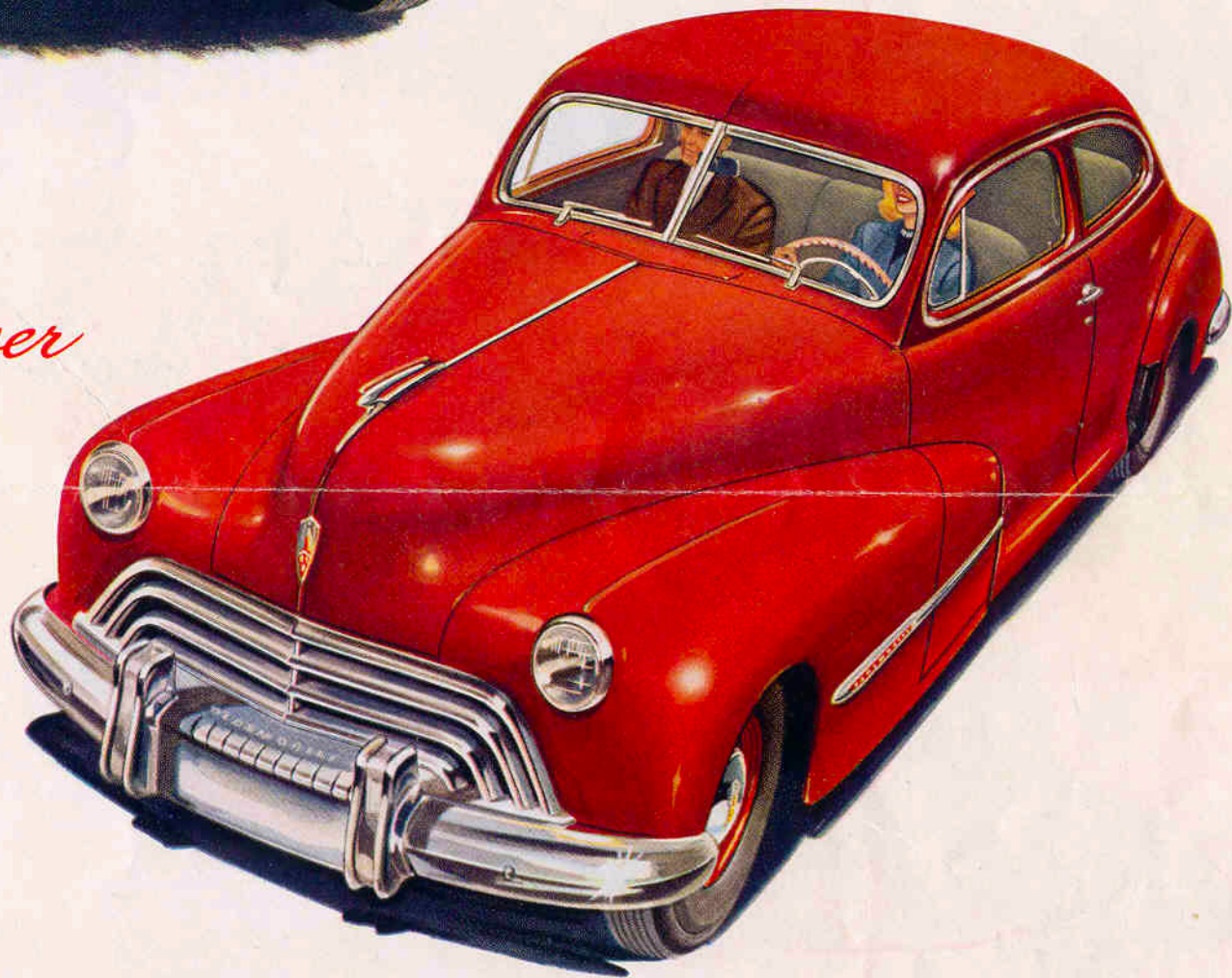
### SERIES 66

## *Special*

The "Special" is a true Oldsmobile in every way—offering the same advanced Style-leader styling and the same engineering perfection as the larger, more luxurious Oldsmobiles. Its brilliant 100 h.p. six-cylinder Fire-Power engine is extremely economical.

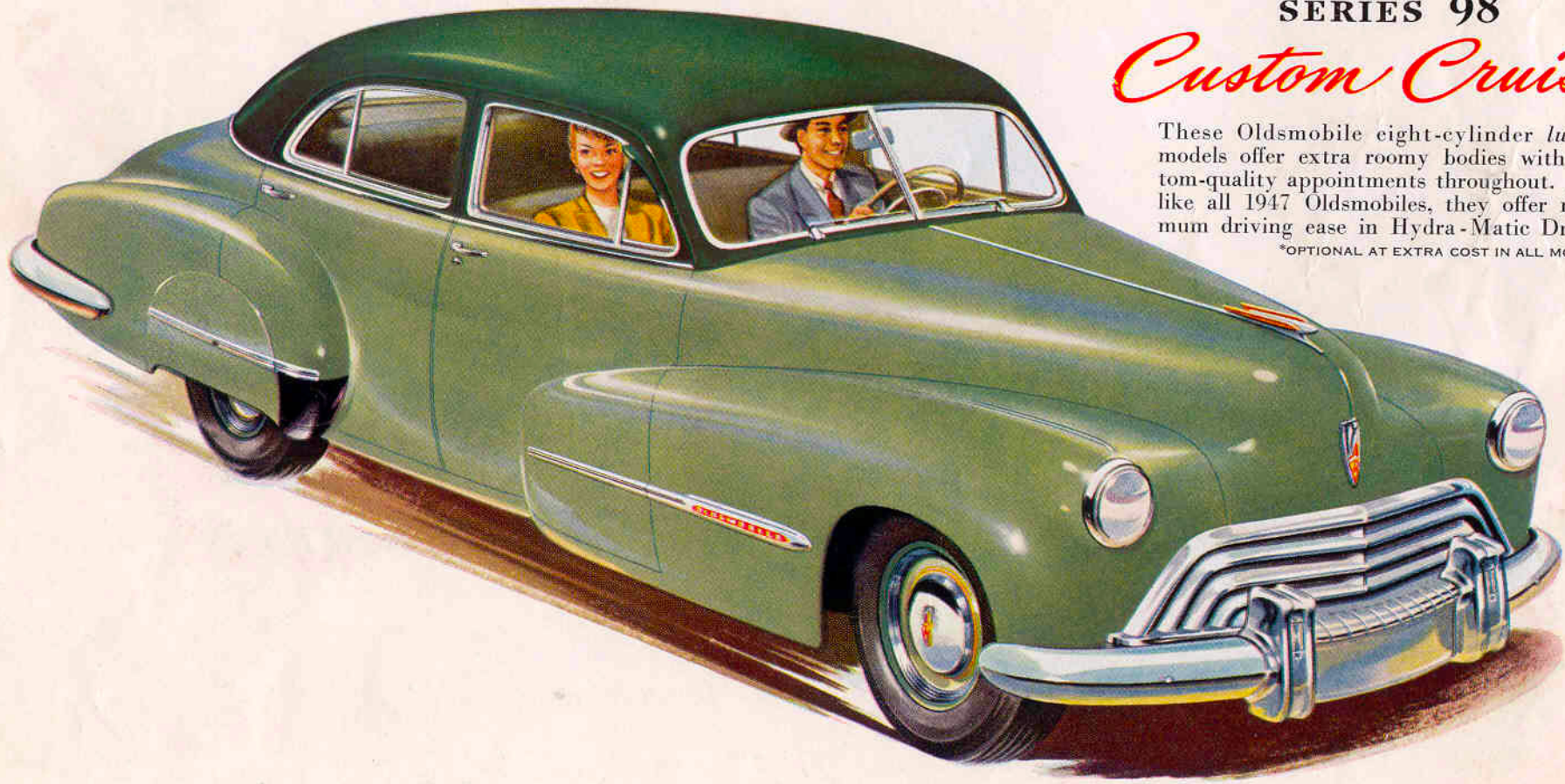
SERIES 76 AND 78  
*Dynamic Cruiser*

The "Dynamic Cruiser" combines big car size, comfort, and roadability with outstanding economy of operation. This popular Series of 1947 Oldsmobiles includes six-cylinder and eight-cylinder Club Sedans and 4-Door Sedans in both Standard and De Luxe models.



SERIES 98





SERIES 98

## *Custom Cruiser*

These Oldsmobile eight-cylinder *luxury* models offer extra roomy bodies with custom-quality appointments throughout. And, like all 1947 Oldsmobiles, they offer maximum driving ease in Hydra-Matic Drive.\*

\*OPTIONAL AT EXTRA COST IN ALL MODELS.



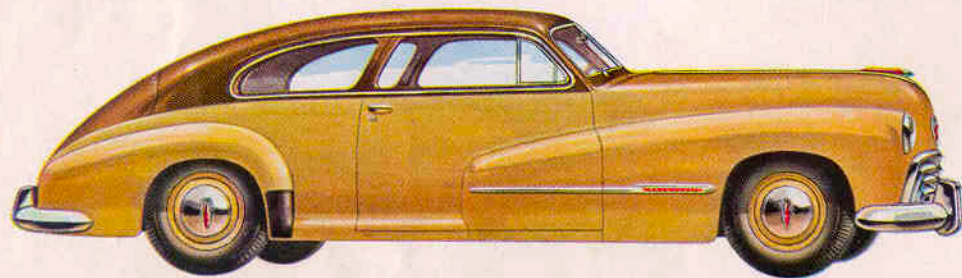
FOR 1947—

It's **SMART**  
to Own an  
Olds!

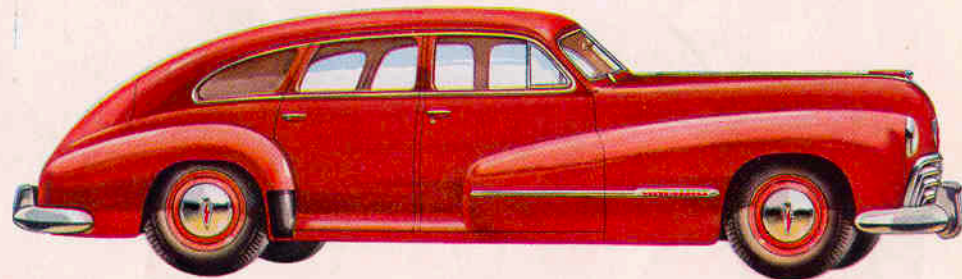
From every standpoint, Oldsmobile is a smart value. Styling is the latest. Construction is the finest. And Oldsmobile for 1947 offers outstanding engineering advancements including General Motors' Hydra-Matic Drive.\*

\*OPTIONAL AT EXTRA COST IN ALL MODELS.

SMART is the word for the 1947 Oldsmobiles. Inside, outside, all the way through, these colorful style leaders reflect smart value. They're beautiful cars, with impressive advanced styling that gives a real lift to your pride. The new Oldsmobile is well built . . . soundly engineered and constructed. And these 1947 Oldsmobiles are tops in handling ease and comfort. For cross-town trips or cross-country travel, it's always smart to drive an Olds. Only Oldsmobile gives you the combination of Dual Center-Control Steering, Quadri-Coil Springing, and 4-Way Stabilization to make every mile enjoyable and comfortable. And only Oldsmobile, in its price class, offers America's Number One *automatic* drive—Hydra-Matic Drive,—proved, perfected, and now at its all-time peak.



**SERIES 76 DYNAMIC CRUISER**  
CLUB SEDAN



**SERIES 76 DYNAMIC CRUISER**  
4-DOOR SEDAN





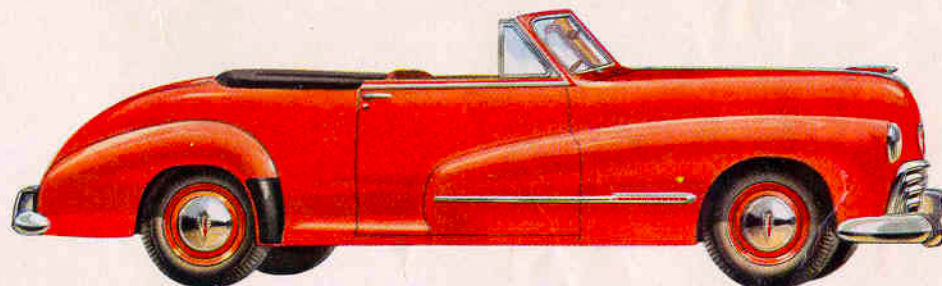
**SERIES 66 SPECIAL**  
CLUB COUPE



**SERIES 66 SPECIAL**  
CLUB SEDAN



**SERIES 66 SPECIAL**  
4-DOOR SEDAN



**SERIES 66 SPECIAL**  
CONVERTIBLE COUPE



**SERIES 78 DYNAMIC CRUISER**  
CLUB SEDAN



**SERIES 78 DYNAMIC CRUISER**  
4-DOOR SEDAN



**SERIES 98 CUSTOM CRUISER**  
CLUB SEDAN

---



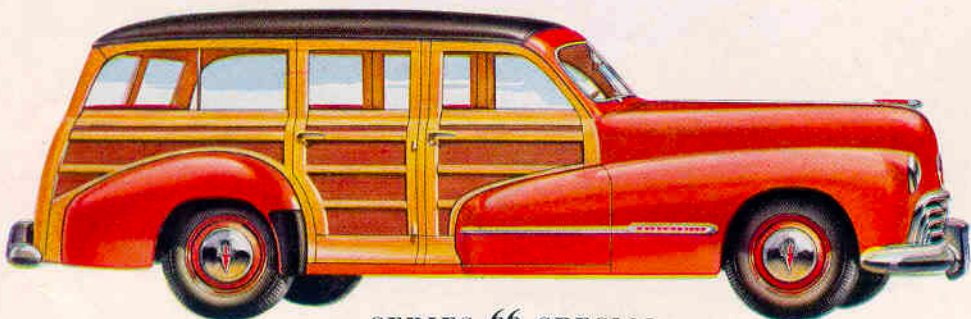
**SERIES 98 CUSTOM CRUISER**  
4-DOOR SEDAN

---



**SERIES 98 CUSTOM CRUISER**  
CONVERTIBLE COUPE

---



**SERIES 66 SPECIAL**  
STATION WAGON



IT'S *Smart* TO OWN A CAR THAT OFFERS

# AMERICA'S NUMBER ONE AUTO

Smart drivers, in steadily increasing numbers, are driving the *automatic* way. They have said goodbye to clutch pedals and clutch pushing. They have *forgotten* all about gears and gear shifting. In Hydra-Matic Drive, they have discovered the drive that takes the clutch pedal right out of the car and shifts the gears *automatically* through all four forward speeds. And with Hydra-Matic Drive they are enjoying smoother car operation and more brilliant performance than ever was possible before. The *automatic way* is the coming way to drive! And Hydra-Matic Drive is the industry's first and only fully proved, *fully automatic* drive.

## JUST STEP ON THE GAS TO GO! JUST STEP ON THE BRAKE TO STOP!

Operating a 1947 Oldsmobile with Hydra-Matic Drive is as simple as that. Once you have started the engine and set the selector at the "drive" position, you simply press on the accelerator to make the car go, and touch the brake to stop. There's nothing else to do but steer and enjoy the *s-m-o-o-t-h-e-s-t* performance that's ever been built into a motor car.

You'll find Hydra-Matic Drive invaluable in traffic where you are continually stopping and starting. With no clutch pushing to do, and no gear shifting to bother about, you can *take it easy* and devote all of

your attention to driving. And you always have two free hands for steering and signalling.

Hydra-Matic Drive offers important safety advantages, too. Greater safety because it reduces driving fatigue! Greater safety



because your car is always in gear and you can't stall the engine on a hill! And greater safety because Hydra-Matic Drive automatically gives you extra accelerating power when you need it to pass another car quickly or to hurry out of the path of danger. This modern automatic drive was developed by General Motors, and introduced in Oldsmobile in 1939. The Hydra-Matic Drive principle has been thoroughly proved in billions of miles of owner



service. During the War, Hydra-Matic Drive was widely used in Army tanks and other combat vehicles where reliability and performance were of prime importance. Hydra-Matic Drive, now smoother than ever and more rugged and reliable as a result of important postwar developments, is America's only fully proved, *fully automatic* drive. It is optional at extra cost in all 1947 Oldsmobiles.



## HYDRA-MATIC DRIVE

NO  
CLUTCH PEDAL  
IN THE  
CAR





# FOR ONE AUTOMATIC DRIVE



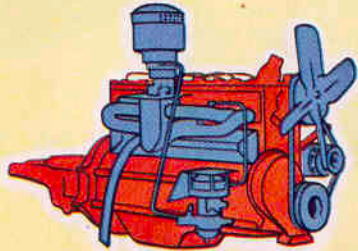
NO  
CLUTCH PEDAL  
IN THE  
CAR

GEARS  
SHIFT  
AUTOMATICALLY

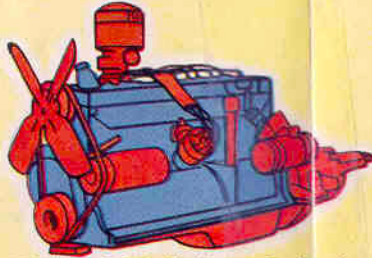




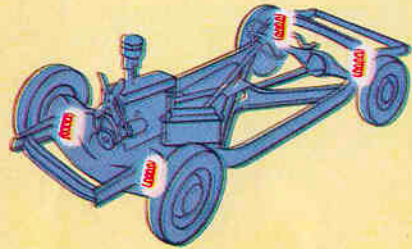
# IT'S SMART TO OWN A CAR THAT'S PROVED



100 h.p. 6-Cyl. Fire-Power Engine for proved economy and reliability.



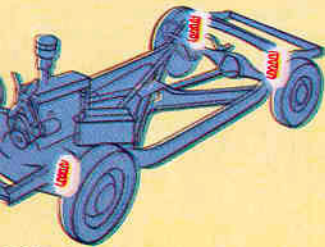
110 h.p. 8-Cyl. Fire-Power Engine for proved smoothness and performance.



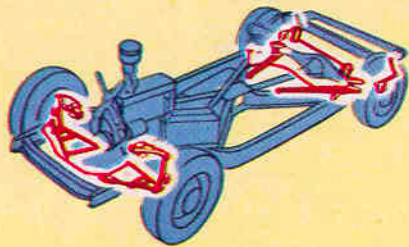
Quadri-Coil Springs, a coil spring at each wheel, for proved riding comfort.



# THAT'S PROVED IN EVERY ENGINEERING WAY . . .



*Coil Springs, a coil spring at each wheel for proved riding comfort.*



*Oldsmobile's exclusive 4-Way Stabilization for proved road stability.*



*Dual Center-Control Steering for proved shockless steering ease and driving safety.*



*Unisteel Body by Fisher, rigidly welded into one solid unit, for proved durability.*



# Specifications

## SERIES 66

**SIX CYLINDER ENGINE**—Bore, 3½ inches; stroke, 4½ inches; displacement, 238 cubic inches. Taxable horsepower, 29.4. Brake horsepower, 100 at 3400 r.p.m. Electro-Hardened Aluminum Alloy Pistons fitted with two compression and two oil control rings for better compression and increased oil economy. Full-pressure lubrication to all main, connecting rod, piston pin, and camshaft bearings, timing chain, and cylinder walls.

**FUEL AND COOLING SYSTEM**—Down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof, permanently lubricated water pump.

**CLUTCH AND TRANSMISSION**—Single plate, dry disc clutch. All-Silent Synchro-Mesh Transmission with steering-column control.

**HYDRA-MATIC DRIVE**—Available at extra cost.

**ELECTRICAL SYSTEM**—Under-hood 15-plate battery with 100-ampere-hour capacity. Air-cooled generator with automatic charging control. Positive-shift starter. Unit-type Sealed-Beam headlights with foot selector switch.

**FRAME**—Rigid-girder, channel X-Member construction.

**SUSPENSION**—Quadri-Coil Springing, with Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride-stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers, front and rear.

**STEERING**—Dual Center-Control, providing perfect steering geometry. Worm-and-double-roller design.

**BRAKES**—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake system on rear wheels. All brakes completely sealed. Brake lining area, 159.8 square inches. Front lining, 11" x 2"; rear, 11" x 1½".

**TIRES**—Low-pressure balloon tires, 6:00 x 16. (Convertible Coupe and Station Wagon—6:50 x 15.)

**WHEELBASE**—119 inches.

**TURNING CIRCLE DIAMETER**—37 feet.

**UNISTEEL TURRET TOP BODIES BY FISHER**, completely bonderized and finished with 6 coats of high grade lacquer.

**BODY TYPES**—Club Coupe, Convertible Coupe, Club Sedan, Four-Door Sedan, Station Wagon.

**STANDARD EQUIPMENT**—Safety Glass, Bumpers, Vacuum Booster Pump, Two Windshield Wipers, Dual Horns, Two Sun Visors, Instrument Panel Hood Latch, Fisher No-Draft Ventilation, Automatic Choke, Cigarette Lighter, Plastic Radiator Ornament and Spare Wheel.

## SERIES 76 and 78

**SIX CYLINDER ENGINE**—Bore, 3½ inches; stroke, 4½ inches; displacement, 238 cubic inches. Taxable horsepower, 29.4. Brake h.p., 100 at 3400 r.p.m. Electro-Hardened Aluminum Alloy Pistons with two compression and two oil control rings. Full-pressure lubrication.

**EIGHT CYLINDER ENGINE**—Bore, 3¼ inches; stroke, 3⅞ inches; displacement, 257 cubic inches. Taxable horsepower, 33.8. Brake horsepower, 110 at 3600 r.p.m. Electro-Hardened Pistons. Full-pressure lubrication.

**FUEL AND COOLING SYSTEM**—Down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof, permanently lubricated water pump.

**CLUTCH AND TRANSMISSION**—Single plate, dry disc clutch. All-Silent Synchro-Mesh Transmission.

**HYDRA-MATIC DRIVE**—Available at extra cost.

**ELECTRICAL SYSTEM**—Under-hood battery, (6 Cylinder: 15-plate, 100 ampere-hour; 8 Cylinder: 17-plate, 120 ampere-hour). Air-cooled generator with automatic charging control. Positive-shift starter. Unit-type Sealed-Beam headlights with foot selector switch.

**FRAME**—Rigid-girder, channel X-Member construction.

**SUSPENSION**—Quadri-Coil Springing, with Knee-Action front suspension. 4-Way Stabilization through dual stabilizing arms, front and rear ride-stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers.

**STEERING**—Dual Center-Control, providing perfect steering geometry. Worm-and-double-roller design.

**BRAKES**—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Completely sealed. Dynamic Cruiser Six brake lining area, 159.8 square inches. Dynamic Cruiser Eight brake lining area, 181.1 square inches.

**TIRES**—Low-pressure balloon tires, 6:50 x 16.

**WHEELBASE**—125 inches.

**TURNING CIRCLE DIAMETER**—39½ feet.

**UNISTEEL TURRET TOP BODIES BY FISHER**, completely bonderized and finished with 6 coats of high grade lacquer.

**BODY TYPES**—Club Sedan and Four-Door Sedan.

**STANDARD EQUIPMENT**—Safety Glass, Bumpers, Vacuum Booster Pump, Two Windshield Wipers, Dual Horns, Two Sun Visors, Fisher No-Draft Ventilation, Automatic Choke, Cigarette Lighter, Two Front-Seat Arm Rests, Cord-Type Robe Rail, Rear-Seat Assist Straps, Fender and Door-Cap Ornaments and Spare Wheel.

**DE LUXE EQUIPMENT**—Includes: Plastic Steering Wheel, De Luxe Instrument Cluster, Rear Fender Panels, Rear-Seat Center Arm Rest, 7:00 x 15 Tires, Chrome Wheel Trim Rings, De Luxe Glove Box Door, Foam Rubber Seat Cushions, De Luxe Electric Clock, Automatic Glove Box Light and E. Z. I. Rear View Mirror.

## SERIES 98

**EIGHT CYLINDER ENGINE**—Bore, 3¼ inches; stroke, 3⅞ inches; displacement, 257 cubic inches. Taxable horsepower, 33.8. Brake horsepower, 110 at 3600 r.p.m. Electro-Hardened Aluminum Alloy Pistons with two compression and two oil control rings. Full-pressure lubrication to all main, connecting rod, piston pin, and camshaft bearings, timing chain, and cylinder walls.

**FUEL AND COOLING SYSTEM**—Dual down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof, permanently lubricated water pump.

**CLUTCH AND TRANSMISSION**—Single plate, dry disc clutch. All-Silent Synchro-Mesh Transmission.

**HYDRA-MATIC DRIVE**—Available at extra cost.

**ELECTRICAL SYSTEM**—Under-hood battery, 17-plate, 120-ampere-hour capacity. Air-cooled generator with automatic charging control. Solenoid-type starter. Unit-type Sealed-Beam headlights with foot selector switch.

**FRAME**—Rigid-girder, channel X-Member construction.

**SUSPENSION**—Quadri-Coil Springing, with Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride-stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers, front and rear.

**STEERING**—Dual Center-Control, providing perfect steering geometry. Worm-and-double-roller design.

**BRAKES**—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical braking system on rear wheels. All brakes completely sealed. Brake lining area, 181.1 square inches. Front lining, 11" x 2¼"; rear, 11" x 2".

**TIRES**—Low-pressure balloon tires, 7:00 x 15 inches.

**WHEELBASE**—127 inches.

**TURNING CIRCLE DIAMETER**—43½ feet.

**UNISTEEL TURRET TOP BODIES BY FISHER**, completely bonderized and finished with 6 coats of high grade lacquer.

**BODY TYPES**—Convertible Coupe, Club Sedan, Four-Door Sedan.

**STANDARD EQUIPMENT**—De Luxe Instrument Cluster, De Luxe Electric Clock and Glove Box Door, Automatic Glove Box Light, De Luxe Steering Wheel, De Luxe Upholstery, Foam Rubber Seat Cushions, Two Front-Seat Arm Rests, Cord-Type Robe Rail, Fender and Door-Cap Ornaments, Rear-Seat Center Arm Rest, Wheel Trim Rings, Rear Fender Panels, Safety Glass, Bumpers, Vacuum Booster Pump, Two Windshield Wipers, Dual Horns, Two Sun Visors, Fisher No-Draft Ventilation, Automatic Choke, Cigarette Lighter and Spare Wheel.