

# Chevrolet-Oldsmobile-Pontiac-McLaughlin-Buick

## OLDSMOBILES BUILT FOR SAFETY AND ARRESTING BEAUTY

Oldsmobile, a name synonymous with features and refinements which assure safety, comfort and dependability in driving, presents two models for 1936—the Oldsmobile Six and the Oldsmobile Straight Eight.

Built on graceful, flowing lines which blend in a harmonious symphony of arresting beauty, these new cars reflect style leadership in modern streamlining, and at the same time, reveal structural ruggedness beneath aristocratic exteriors. Visitors to the Motor Show which opens today are invited by General Motors Products of Canada Limited to make a thorough inspection of these new cars which, engineers state, have every proven feature, which adds to comfort, safety, economy and performance.

Among features which are to be found on the new Oldsmobiles are super-hydraulic brakes, self-equalizing and self-energizing, guaranteeing quick, smooth stopping with soft pedal action. Comfortable riding over bad, undulating roads, is made possible by improved knee-action wheels which literally "iron out" bumps. The solid steel "turret top" body by Fisher gives passengers complete protection on every side. In all models, safety glass is standard equipment.

Central control steering and ride stabilizer assure ease in handling and elimination of car sway while rounding curves at high speed. The use of light weight pistons in conjunction with an especially heavy counterweighted crankshaft and tri-cushion engine mountings of rubber bound to steel, materially improves smooth engine performance. Attention is drawn to the

respective engines, the six developing 90 horsepower and the eight 100 horsepower.

An improved method of spark control makes for greater gasoline economy, while an anti-percolating device prevents gasoline from floating bowl after a long run in hot weather.

Those who ride in the new models will notice the all-round riding comfort in both front and rear seats, one of the major factors in this connection being the attention given by engineers to weight distribution.

Hardened anolite pistons and the system of lubrication are among the many features which will be of interest to those who study the engineering and technical refinements of the new cars. The pistons are electrically treated to make them harder and more durable than those fashioned from ordinary aluminum. This treatment also reduces oil consumption, minimizes carbon deposits, lengthens bearing life, and lessens the possibility of scoring cylinder walls. It will be noted that the rifle drilled connecting rods provide a passage for oil which is sprayed around the piston pin, giving lubrication impossible without this drilling.

Without sacrificing any identifying characteristics, the 1936 Oldsmobile reveals an entirely new treatment of the front end, the massive die-cast radiator grille and the sweeping, graceful curve from bumper to bumper imparting a conservative dignity to the sparkling beauty of the cars.

Intersecting the gleaming perpendicular lines of the grille are

## SUPERB EQUIPMENT IN NEW CHEVROLET SIXES

The debut of Master and Standard Chevrolet Sixes for 1936 brings two favorites into the limelight at the Motor Show with sleek new models, considerably redesigned in chassis and body design, more beautiful than ever, and with new performance thrills on tap.

Both cars have stepped ahead of last year in design and features, but of the two the lower-priced Standard has made the greater advance, appearing in entirely new dress. Last year the standards differed materially both in appearance and in construction from the Masters; this year, the two lines are identical in most major features of styling, engineering, and performance, the chief difference being a matter of wheelbase.

The Master, offered with its popular knee-action springing, has been re-styled in its more important appearance elements, notably by the adoption of a higher and narrower radiator hood, with a distinctively original radiator grille. Outstanding among the many new features of both Master and Standard models for 1936 are perfected hydraulic brakes; improved engines having higher compression

horizontal bars which accentuate symmetry of design, while the headlights, mounted high, contribute an added distinction with the effect rounded out by the heavy-duty bumpers and bumper guards. On the Eight, graceful parking lamps are mounted on the front fenders. The general beauty of the new Oldsmobile is enhanced by the long, graceful hood which sweeps forward to the grille. From the V-shaped windshield in front, the

ratio (6 to 1), balanced carburetor, full-length water-jacketing, and other changes resulting in better cooling and improved gasoline and oil economy.

Front doors of all models of both lines are now hinged at the front.

The Solid Steel Turret Top, exclusive last year with the Master models, has been adopted this year for the Standard line also. Spoke-type pressed steel wheels are also seen on all models.

Body interiors of Master models show marked advances in comfort and style. An important innovation is found in the design of the front seating arrangement of the Master coaches. Instead of the usual divided and hinged front seat of the two-door models, a single seat cushion extends the full width of the car, permitting three passengers to ride comfortably. The seat back is divided, the right side section being hinged to fold forward.

STANDARD COMPLETELY NEW Chevrolet's Standard models for 1936, besides incorporating features that appear for the first time on the Masters, take their place in the line as entirely new models, with

"turret top" curves gently over to a graceful, tapering finish at the rear where there is a commodious luggage compartment.

In keeping with the striking beauty of the exterior, the interior radiates an atmosphere of luxurious comfort. New and handsome upholstery is seen to advantage on seats and cushions which are more comfortable and roomy, while the instrument panel is finished in Brazilian Rosewood. The handbrake which is on the dash to the left of the driver eliminates an opening in the floor board, thus keeping out dirt and noise. Floor boards in the new Oldsmobile are flat and level in both front and rear so that the passenger sitting in the centre has as much leg room as those on either side of him. It will be noted that the foot rest of the rear compartment is placed in a special recessed space under the rear of the front seat, thus giving additional leg room.

The popularity of Oldsmobile during 1935 was reflected in a doubling of sales over the previous year. The Motor Show provides the public with an excellent opportunity to judge for themselves.



1936 Chevrolet Standard Sedan

new box girder chassis frame, more powerful engine, longer wheelbase and larger bodies. The line of body types has been increased by the addition of five new models—the Regular and the De Luxe Sedan with built-in trunk, the Regular and De Luxe Coach with built-in trunk, and the Cabriolet.

The Standard model wheelbase, formerly 107 inches, is now 109, while its over-all length, last year 170 1/2 inches, is 12 to 13 inches greater. Bodies are longer and wider, with more leg-room, wider seats and additional head-room. Car weight is increased 135 pounds. Springing has been improved by the use of longer front and shorter rear springs, which minimize pitching.

Side rails and cross members of the new Standard frame are all of rigid box section, a type of construction that has appeared on costly European cars but never before in the low-price field in this country.

Horsepower of the Standard, formerly 74, has been increased to 79 at 3200 r.p.m. by changes in combustion chamber design, valve operation, and carburetion, in combination with an increase in compression ratio from 5.6 to 1 to 6 to 1.

Clutch improvements include the use of a new "short-blast" process of treating cushion springs of the disc and a more accurate alignment of the release levers.

Fuel tank capacity, formerly 9 imperial gallons, is now 12. A ventilated generator has been adopted.

### Hydraulic Brakes on All Models

In changing to perfected hydraulic brakes on both chassis models, Chevrolet has adopted the principle of hydraulic brake actuation to its own design of brake mechanism within the brake drums. Instead of the cable operated floating cam formerly used at each wheel, a master hydraulic cylinder with double opposed pistons is used to actuate each one-piece articulated brake shoe. The Master cylinder, whose piston is moved by a brake pedal to transmit pressure by a column of fluid to each of the wheel cylinders, is mounted on the frame.

Engines of the Master and

Standard models are identical in design and in horsepower and torque. Maximum horsepower is 79 at 3200 r.p.m. (an increase of 5 h.p. for the Standard). At 1000 r.p.m. horsepower is 30, at 2000, it is 60. Maximum torque is obtained over an unusually wide range of engine speeds, 158 foot pounds being maintained all the way between 900 and 2000 r.p.m. The increase in compression ratio to 6 to 1 is credited with effecting a 6 per cent improvement in fuel economy.

Chevrolet's balanced carburetor is another innovation to promote fuel economy and easy starting. Air pressure in the float chamber is balanced with that inside the carburetor intake to effect a constant ratio of air to gasoline in the fuel mixture and to offset the choking effect that gradually increases as the air cleaner becomes clogged with dust.

### Cooling System Improvements

Major improvements have been made in the Chevrolet cooling system to maintain lower engine temperature and to obtain important benefits in the control of engine oil temperature and a cylinder block and valve push rod expansion. The chief change is the adoption of full-length water jackets. Formerly, only the upper part of the cylinders was water jacketed. In the new engines, the water jacketing extends far below the lowermost

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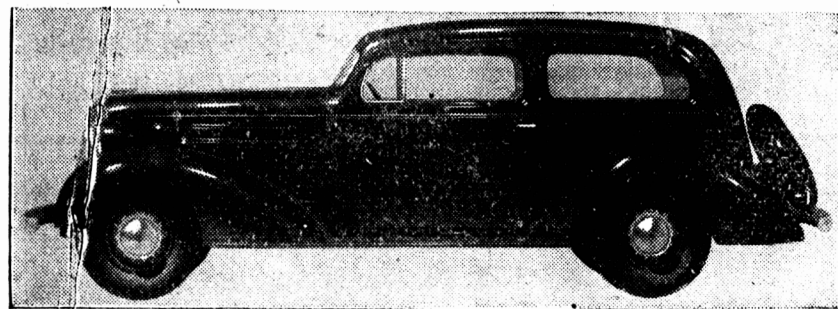
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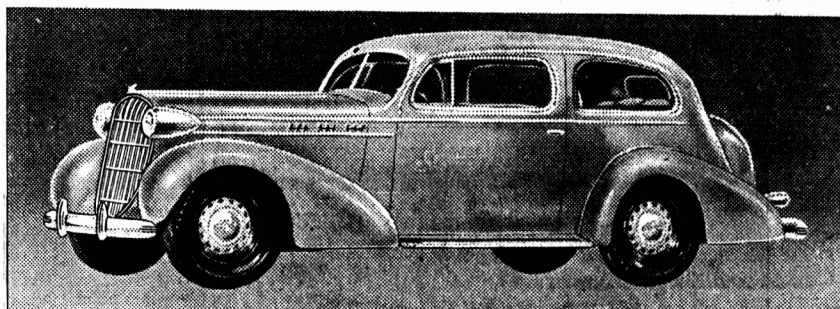
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point reached by the head of the pistons, nearly to the lower edge of the piston skirt at the bottom of the stroke. The rings thus come in contact only with cylinder wall surface that is constantly cooled. Since the full depth of the cylinders is surrounded by water, the cylinders warm up evenly. A most valuable effect of full length water jacketing is its automatic control of engine oil temperature.



1936 Chevrolet Standard Coach

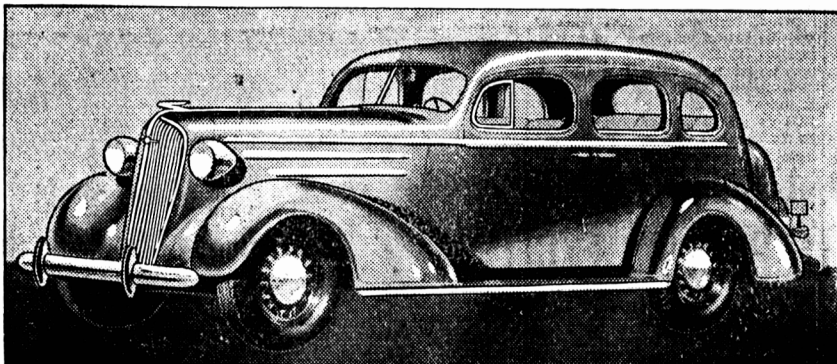


Oldsmobile Six Coach With Trunk

## CHEVROLET

These Facts Tell Why It's Completely Dependable.

Beneath Chevrolet's streamlined style is the sturdiest, most dependable chassis in the low-priced field—and the finest bodies, too! Chevrolet frames are the huskiest known in its class. The Chevrolet engine is the proved Valve-in-Head design, costing somewhat more to build, but well worth it in economy and long life—Knee Action smoothes out road shocks, thus saving you money on upkeep—The famed Turret Top Bodies by Fisher put the safety and strength and durability of solid steel over your head and all around you. If you want true motoring satisfaction at the lowest cost, drive a new Chevrolet.



1936 CHEVROLET SEDAN WITH TRUNK

## BODIES BY FISHER

Putting a Fisher Body on a proved, able and dependable chassis like those on General Motors Cars is like enclosing a fine Swiss movement in a costly watch case—it completes the quality. For Body by Fisher is the world's standard of tasteful beauty, roomy comfort, fine furnishings and practical convenience in motor car coachwork. Moreover, it's the only body that has built-in Fisher No-Draft Ventilation to guard your health as you ride along in luxury. And it's fitted throughout with Safety glass.

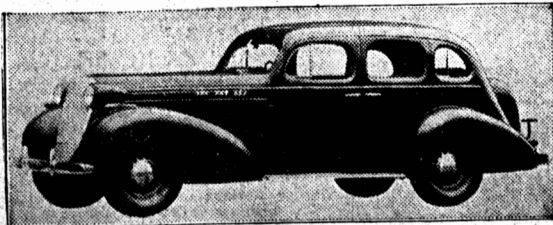
## OLDSMOBILE

Fine Car Performance

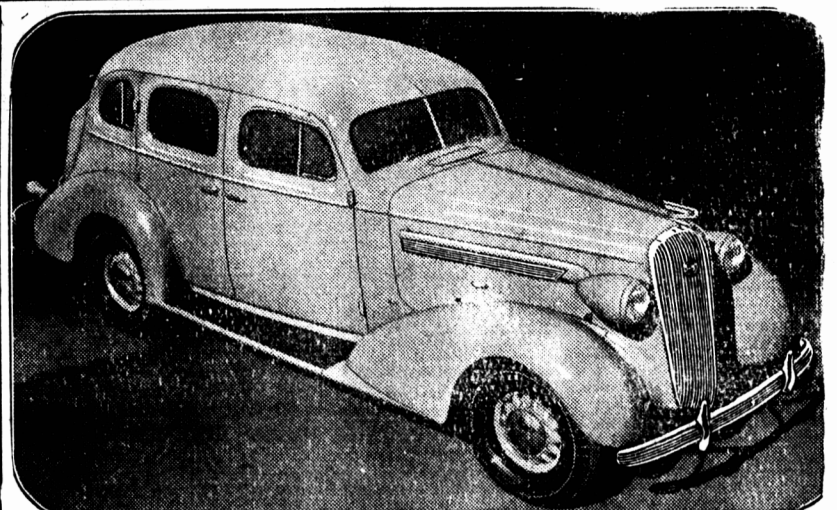
Oldsmobile's 500% sales increase in the past two years is largely due to Oldsmobile's reputation for dependability. Today, the 1936 models offer you such sterling features as:

- \* Solid Steel Turret Top Body by Fisher.
- \* X-type Frame for strength and rigidity.
- \* Rubber cushioned engine suspension.
- \* Heavy Counterweighted Crankshaft.
- \* Rugged semi-floating Rear Axle.
- \* 100% full pressure oiling system.
- \* Pressure cooled valves and cylinders.
- \* 90 and 100 H. P. L-Head Engine.

Six or Straight Eight, Oldsmobile gives you everything in smart Styling and luxurious Comfort—everything for safety and Performance.



1936 OLDSMOBILE SEDAN WITH TRUNK



1936 McLAUGHLIN-BUICK SEDAN WITH TRUNK

## McLAUGHLIN-BUICK

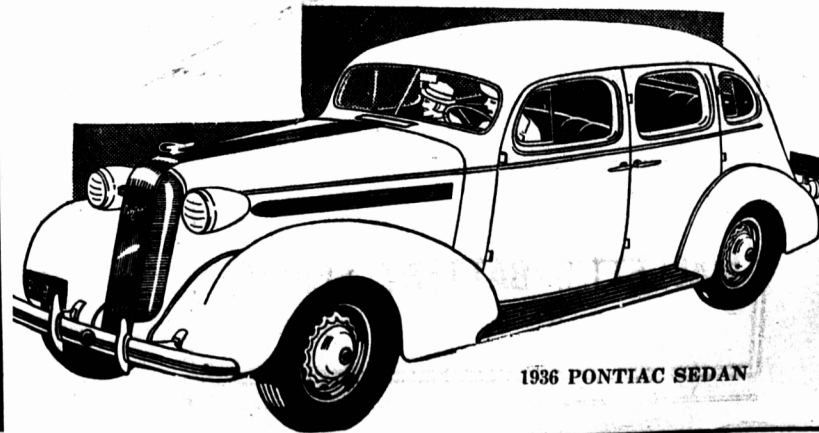
It's styled to the latest tasteful details, this new McLaughlin-Buick—with newly-streamlined Turret Top Bodies by Fisher. It's paced for a thrill, with smoother and more powerful Anolite-pistoned Straight Eight engines. It has new Tiptoe Hydraulic Brakes; improved Knee Action; Fisher No-Draft Ventilation; refined Centre-Control shockless steering; all set against the background of McLaughlin-Buick's proved and famous Sealed Chassis and Torque Tube Drive. These things cost more to build—but they're worth it, as a ride and your own comparisons will prove.

## PONTIAC

The Precision Built Low-Priced Car

Every one of Pontiac's 101 features is the finest that money can buy:—Solid Steel Turret Top Bodies by Fisher; smartest and safest Improved Knee Action Ride; Safety glass throughout; No-Draft Ventilation, for fresh air, clear vision and perfect comfort; Cross-Flow Radiator; Triple-sealed Hydraulic Brakes, powerfully effective in any weather—and many others.

Here is a low-priced car of superb beauty, great safety, luxurious comfort; engineered for smooth, exhilarating, economical performance.



1936 PONTIAC SEDAN

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