



THE NEW
VIKING
Ninety Degree V-type Eight

INTRODUCES *New Qualities of Performance*
-- New Tailored Smartness -- New Luxury
and Comfort to the Medium
Price Field --



The Viking engine embodies distinctly new and desirable principles of engineering design.

THE VIKING, an entirely new car—a product of General Motors, built by Oldsmobile—brings to the medium-price field the advantages of ninety-degree, V-type, eight-cylinder design.

Never before has any medium-priced car offered more completely balanced performance—more brilliant styling—more luxurious comfort. Never has there been a more significant event in automotive history than the introduction of the new Viking.

Viking performance is the result of the ninety-degree, V-type principle—characteristic of high-priced cars—brought to a new high stage of development by the introduction of new engineering advancements based on well-established time-proven fundamentals.

This new engine delivers 81 horsepower, with exceptional smoothness throughout its entire speed range. Its response to the throttle is remarkable in all gears. Its top speed is more than ample for any emergency. And it provides a mighty power reserve for steep hills, long grades, and hard pulling.

An advancement that makes possible many of the new features of the Viking is the integral casting of the cylinder block and crankcase in one unit. This results in greater rigidity, easier accessibility, a new and highly efficient valve arrangement, and advanced cooling and lubrication.

The natural compactness of the Viking engine... the ribbing and trussing of the crankcase—the short, rigid crankshaft, which is counter-weighted for maximum balance—large, oversize bearings—and special shock-absorbing rubber engine mountings... assures exceptional smoothness, quietness, and long life.

Another important advancement in automotive engineering practice is the new Viking valve



PRODUCT OF GENERAL MOTORS

arrangement, which combines the fuel efficiency of the overhead location of valves with the quietness, simplicity, and rigidity of side-valve design.

The Viking engine is more accessible than the conventional automobile engine. For example, the valve mechanism may be easily reached by lifting the two

horizontal cover plates located on top of the engine.

Fuel distribution is based on the down-draft principle. A new type of manifold takes the incoming fuel vapor always downward, after it leaves the carburetor—an equal distance to each cylinder.

In the new Viking lubricating system, all main, connecting rod, camshaft, and rocker arm bearings are pressure-lubricated—as are the piston pins—through rifle-drilled connecting rods. Oil dilution is prevented by crankcase ventilation. Injurious foreign matter is removed by the new Viking precipitating-trap system of oil cleaning.

Cooling is also exceptionally efficient. Equal manifold distribution of the water in the twin blocks, with graduated outlets direct to points of greatest heat, assures uniform, efficient cooling of the entire engine. Cylinder walls, valves, valve stem guides, and combustion chambers are water-jacketed. There is an engine temperature gauge on the dash, and thermostatically-controlled radiator shutters are standard equipment.

And the great Viking ninety-degree, V-type, eight-cylinder engine is mounted in a great chassis—a chassis that is truly noteworthy for its strength and balance.

The strong, rigid frame is built of heavy steel reinforced by five stout cross-members. It tapers to the front to permit a short turning radius and is low-slung to provide a low center of gravity.

The wheelbase of the new Viking is 125 inches. It is equipped with oversize mechanical four-wheel brakes of the new two-shoe internal-expanding type. Four Lovejoy hydraulic shock absorbers, synchronized with the spring action, assure restful riding comfort.

The bodies of the new Viking are the smartest, latest style creations of Fisher artist-engineers. In designing the Viking, they sought distinction along the most difficult path—the achievement of beauty and grace through simplicity. The result justifies their diligence, for the new Viking takes its place among the smartest of cars, regardless of price.

In keeping with their beauty, the Viking bodies are luxuriously furnished. There is plenty of head room and leg room. Seats are deep-cushioned, and incline at just the right angle to provide arm-chair comfort. Upholsteries and appointments are rich in quality and tasteful in design.

For the driver's comfort and convenience, both steering wheel and front seat are adjustable, making the driving position a matter of individual choice. All controls are easy to reach and to operate. Dash instruments are grouped under glass on a handsome, directly or indirectly lighted panel.

Because it provides, at a medium price, qualities of advanced design, beauty, luxury, performance, and stamina heretofore found only in costly cars, the Viking is a value leader.

\$1595

f. o. b. factory, Lansing, Mich.
 Spare Tire and Bumpers Extra

Consider the delivered price as well as the list price when comparing automobile values. Viking delivered prices include only reasonable charges for delivery and financing.

The new Viking is now on display. Come and see it. Inspect it closely. Take it for a trial drive. Compare it critically with other cars. You can come to only one conclusion—that the new Viking offers a combination of appearance, performance, and value unsurpassed by any other car.

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 LANSING, MICHIGAN

NOW ON DISPLAY

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