

A GENERAL MOTORS VALUE.

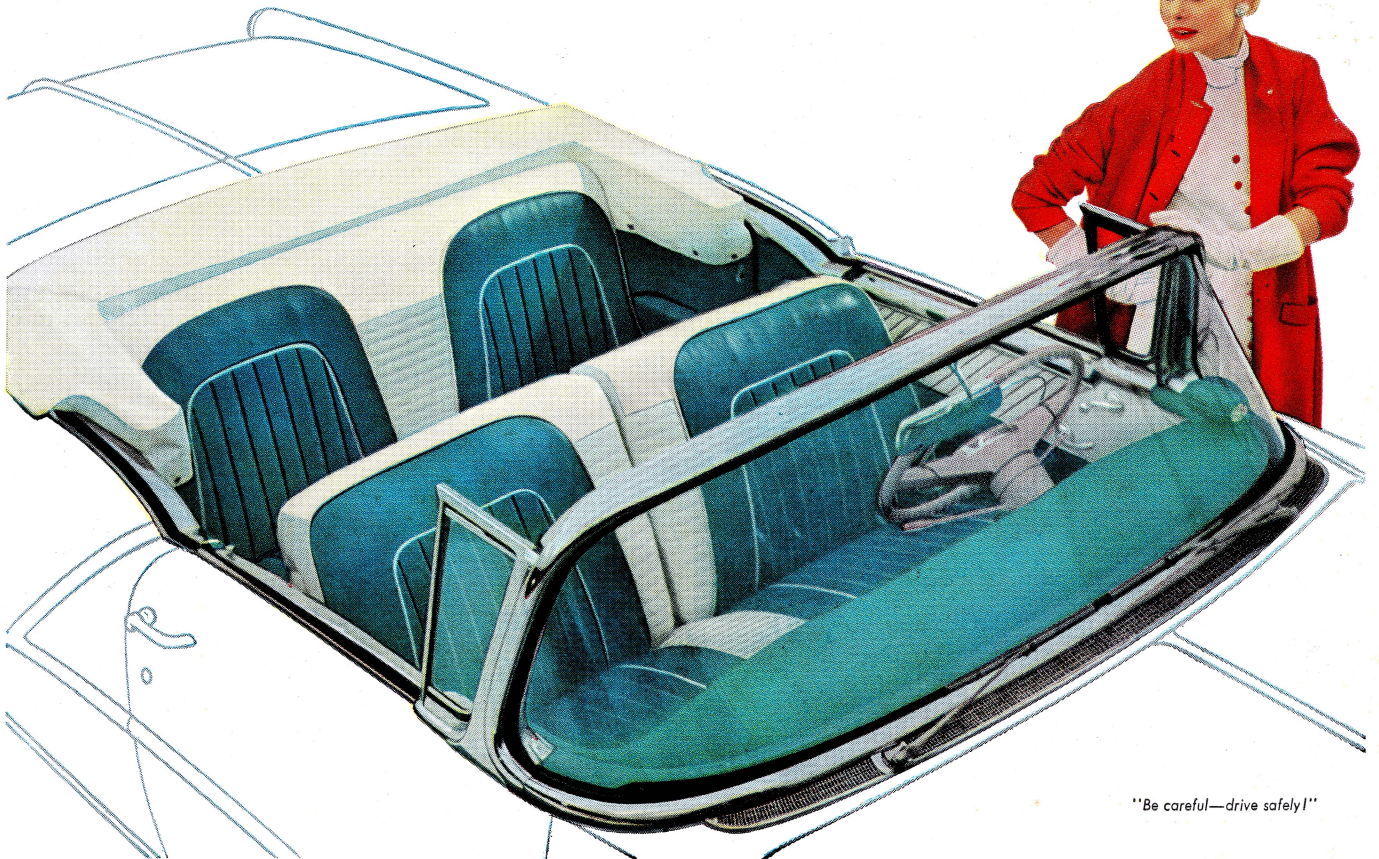
OLDSMOBILE'S

FABULOUS NEW

"Starfire"

NOW IN PRODUCTION!

Starfire—the "show car" that can be your car! *Starfire*—with a long, rakish, waist-high silhouette . . . smartly curving panoramic windshield and spectacular sweep-cut rear fenders . . . saddle-stitched leather interior in dramatic new two-tone patterns. *Starfire*—with the surging might of a new 185-horsepower "Rocket" Engine! See and drive this glamorous new Oldsmobile convertible—the "Dream Car" Ninety-Eight *Starfire*—at your Oldsmobile dealer's now.



"Be careful—drive safely!"

Spirits go up...
when tops go down!



Oldsmobile Super "88" Convertible Coupe. A General Motors Vehicle.



Top up... you ride in closest car comfort, in rich interiors of genuine, deep-buffed leather.



Top down... all outdoors is yours, as you sweep along in this low, rakish "Rocket" Engine car.

Irresistible... this convertible! It's Oldsmobile's high-spirited Super "88". Long and low-level, lithe and so lovely! With a sports-car flair in the sweep-cut of its door and fender lines! A new slant in the dramatic arch of its panoramic windshield! This Super "88" is styled for the open road... powered for the open road! Power helps you turn and stop. Power—terrible "Rocket" Engine power—responds instantly to your every wish! Accept your Oldsmobile dealer's invitation! Take down the top and take off for summertime thrills in this gay and carefree Super "88" Convertible!

"ROCKET"

ENGINE



OLDSMOBILE



Height of Fashion

THAT
LOW-LEVEL
LOOK



Ultra-new in view! Oldsmobile's sweep-around panoramic windshield gives you the vision of the future . . . now!

So low you can look over it. So lively you can't overlook it. Oldsmobile's new Ninety-Eight "Dream Car" sets the styling high of the year with a dramatic, ground-hugging silhouette. Smartly slanted panoramic windshield. Sweep-cut openings for a dashing "sports car" flair. And what a dream to drive! You'll find this ultra new Classic has a solid, road-hobbling feel . . . a deft gait in movement . . . a flashing response from its new 185-horsepower "Rocket" Engine that sets a new performance standard. Make your date to drive the "Dream Car" Ninety-Eight . . . at your Oldsmobile dealer's now.

WORLD'S
RECORD
"ROCKET"



Ninety-Eight Deluxe. Ruffled Crown. White Beloved Trim. Two-Tone Treatment and Exclusive Four Wheel Discs optional at extra cost.



OLDSMOBILE

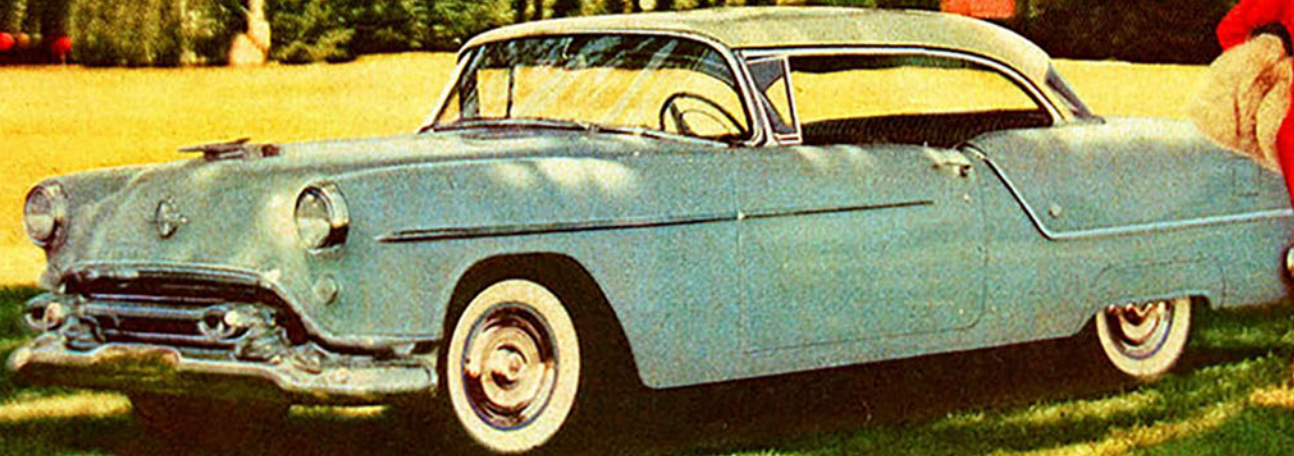
A GENERAL MOTORS VALUE

Suburban Scenery by Westchester
*Sports Tweed by de Givenchy • Holiday 88 by Oldsmobile**
Body by Fisher

Far-in-the-future fashion in motorear design! Yours exclusively in Bodies by Fisher—whose fineness of fit and firmness of structure evidence the many millions of extra dollars devoted to improved production techniques. For unsurpassed beauty of design and continuing value, your choice of a car with Body by Fisher is a sure investment!

**Super 88 Model illustrated*

"Be careful...drive safely"



on cars only: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

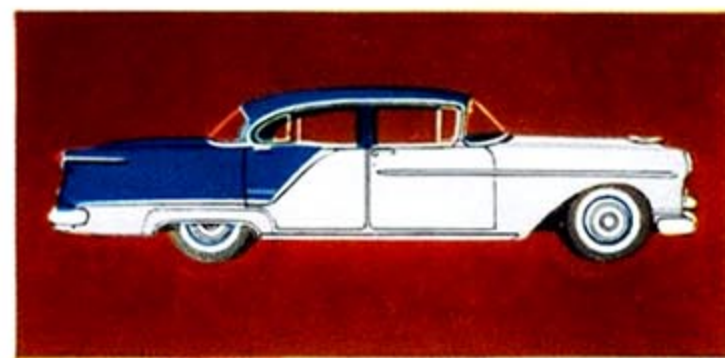
ANOTHER

FIRST

FROM

OLDSMOBILE ...

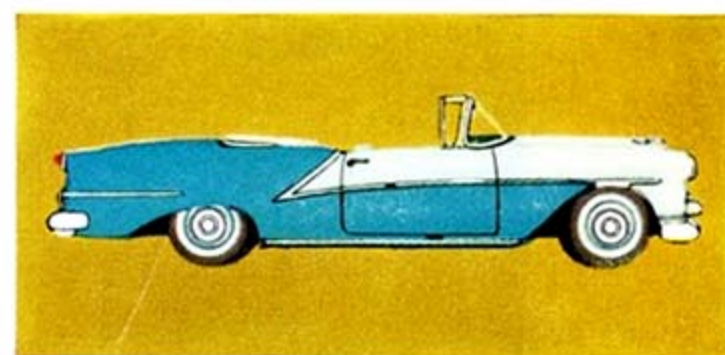
Color styling that's fresh, distinctive . . . *color styling* with a fashion flair! Here you see some of the two-tone treatments that make the Oldsmobile "88s", Super "88s" and Ninety-Eights so *different*—so *dazzling*! And with this wide choice of combinations, you can express your personality by color-designing your own car. But color is only one of the features that separate the "Rockets" from the rest. New Body by Fisher with long, low-level silhouette! Panoramic windshield, sweep-cut fenders and doors . . . a dashing new "sports-car" look! Plus all the advanced power features*, including the mightiest "Rocket" Engine ever built! Come see the new color styles . . . come ride the most popular Oldsmobiles ever built—the "Rockets" for '54! *Available at extra cost



TWO-TONING



THAT'S TAILORED



TO YOUR TASTE



NOW IN THE

Dramatic new two-tone color treatment—made famous in the colorful "Dream Car" Ninety-Eight!



Super "88" 4-Door Sedan. A General Motors Value.

WORLD'S RECORD "ROCKET"

OLDSMOBILE

