

Packed with
POWER . . .



**Loaded with
LOOKS !**

Handsome . . . and then some! You're looking at one of Oldsmobile's flashing fashion models . . . the dashing Super "88" . . . a car that combines smartness and glamor with the dazzling performance of the mighty "Rocket" Engine! For this is *Power Styling*—bold, commanding beauty that's distinctively Oldsmobile! And when you take over the wheel, *Power* takes over the work! *Power Steering** for parking, turning! *Power Brakes**, to help you every time you stop! No wonder this is the most popular—the most *desirable* Oldsmobile of all time. Come in for a demonstration . . . make a date with a "Rocket 8"!

*Optional at extra cost.



Car illustrated above: Super "88" 4-Door Sedan.

"ROCKET" ENGINE OLDSMOBILE

88
88
88

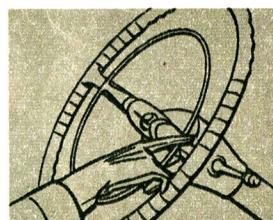
THE BIG

4-Power Package

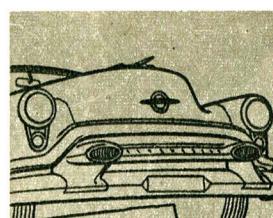
OF 1953!



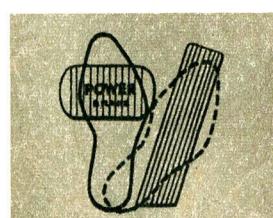
Car illustrated above: Oldsmobile Super "88" 4-Door Sedan. A General Motors Value.



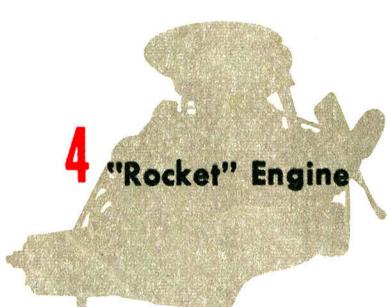
1 Power Steering



2 Power Styling



3 Power Brakes



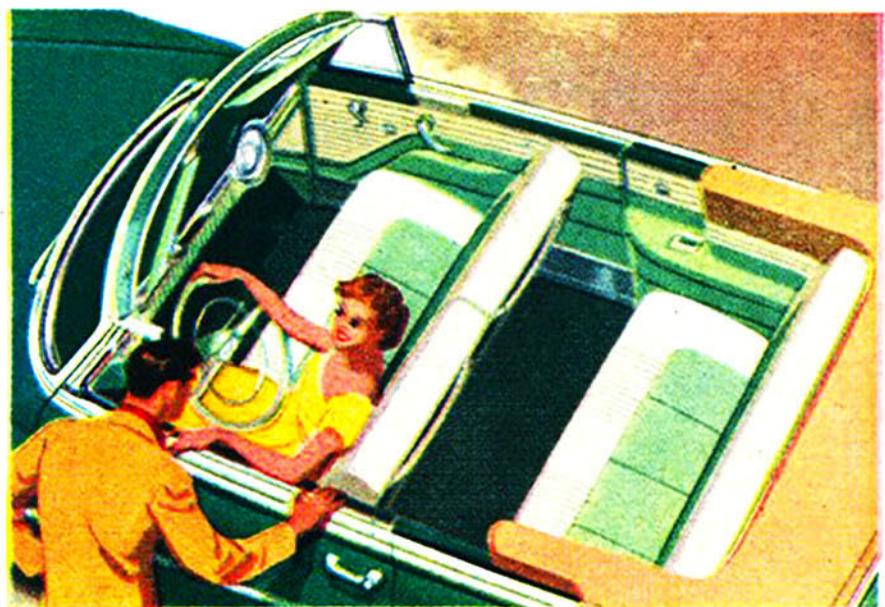
4 "Rocket" Engine

Take command of the power sensation of the year—Oldsmobile's brilliant new Super "88"! Take a look at the bold new front end, the sweeping fender lines, the long, level rear-deck . . . that's *Power Styling*! Now take the wheel and feel the smooth, swift response of the higher-compression, higher-power, higher-voltage engine . . . that's the new "Rocket"! Take a curve or a corner—park and maneuver with incredible ease . . . that's *GM Power Steering**! And it takes just a touch of your toe to bring you to a smoother, quicker, safer stop . . . with *Pedal-Ease Power Brakes**! Plus Frigidaire Car Conditioning*, Autronic-Eye*! Drive the power-great Super "88" soon, at your Oldsmobile Dealer's.

*Optional at extra cost.

OLDSMOBILE

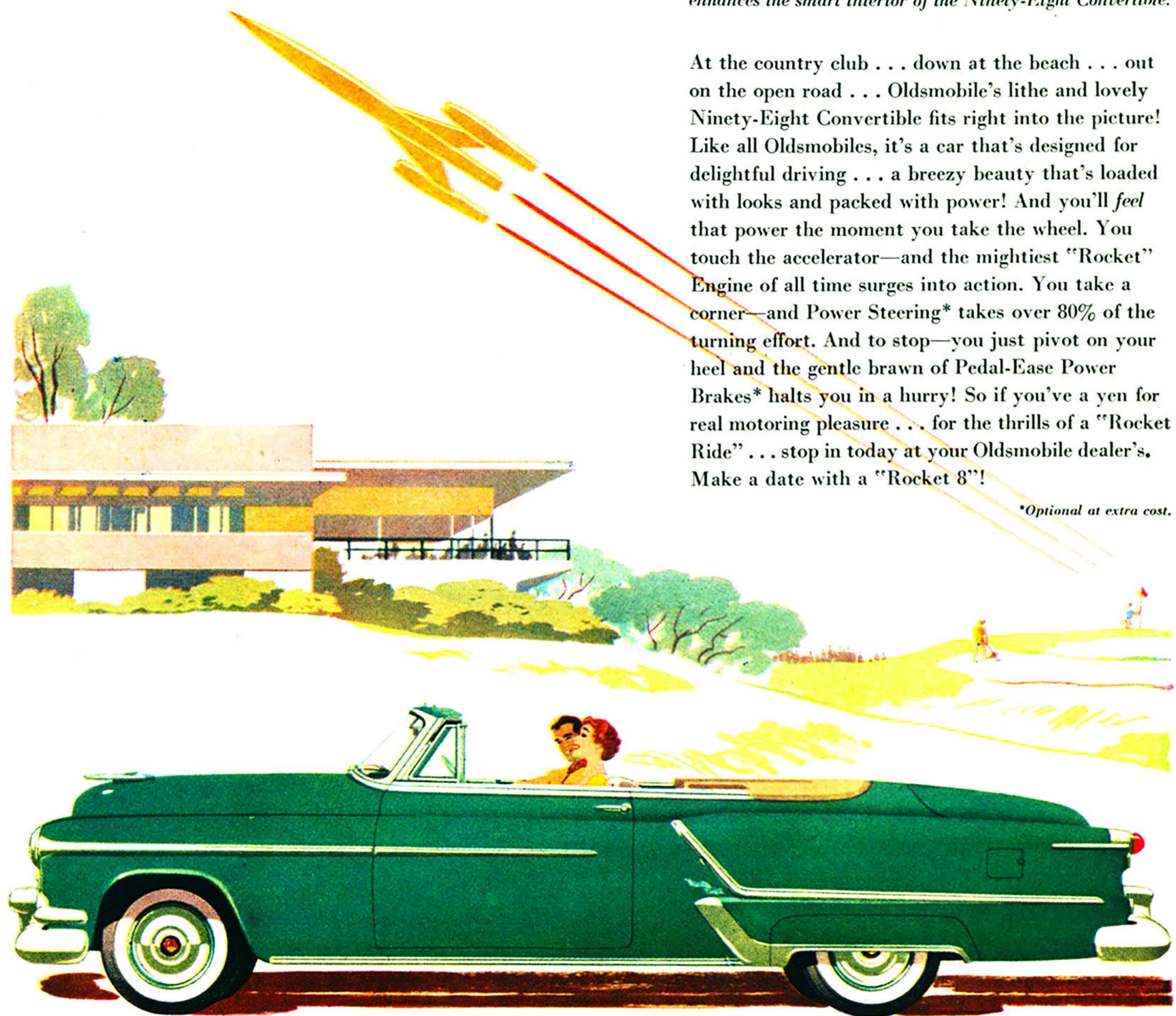
Sports Classic



Soft, pliant, leather in matching shades or solid colors enhances the smart interior of the Ninety-Eight Convertible.

At the country club . . . down at the beach . . . out on the open road . . . Oldsmobile's lithe and lovely Ninety-Eight Convertible fits right into the picture! Like all Oldsmobiles, it's a car that's designed for delightful driving . . . a breezy beauty that's loaded with looks and packed with power! And you'll feel that power the moment you take the wheel. You touch the accelerator—and the mightiest "Rocket" Engine of all time surges into action. You take a corner—and Power Steering* takes over 80% of the turning effort. And to stop—you just pivot on your heel and the gentle brawn of Pedal-Ease Power Brakes* halts you in a hurry! So if you've a yen for real motoring pleasure . . . for the thrills of a "Rocket Ride" . . . stop in today at your Oldsmobile dealer's. Make a date with a "Rocket 8"!

*Optional at extra cost.



*Car illustrated above: Ninety-Eight Convertible Coupé.
A General Motors Value.*

"ROCKET" ENGINE

OLDSMOBILE

P R E S E N T I N G

THE NEW CLASSIC

F O R 1 9 5 3



Car illustrated above: Ninety-Eight Holiday Coupé. New Super "88" for 1953 also now on display at your dealer's. A General Motors Value.

Ladies and gentlemen, here is Oldsmobile's candidate for the best-looking, best-driving car of all for 1953. It's the glamorous new Ninety-Eight—the last word in "Rocket" engineering and Classic styling. That distinctive, long rear deck is balanced by a new, longer "power" hood. The front-end is new, more dramatic. The chrome trim is new, more distinctive. The whole silhouette is new, more exciting. Interiors have been enhanced and "entranced" by new upholsteries and Custom-Lounge Cushions*. Even the "Rocket" Engine is NEW—with higher power (165 hp.), higher compression (8 to 1), higher voltage (12-volt ignition). There's a new Power-Ride Chassis, new Pedal-Ease Power Brakes*, Power Steering*, and even Frigidaire Car Conditioning*. See the new Classic—the new Ninety-Eight—now on display at your Oldsmobile dealer's.

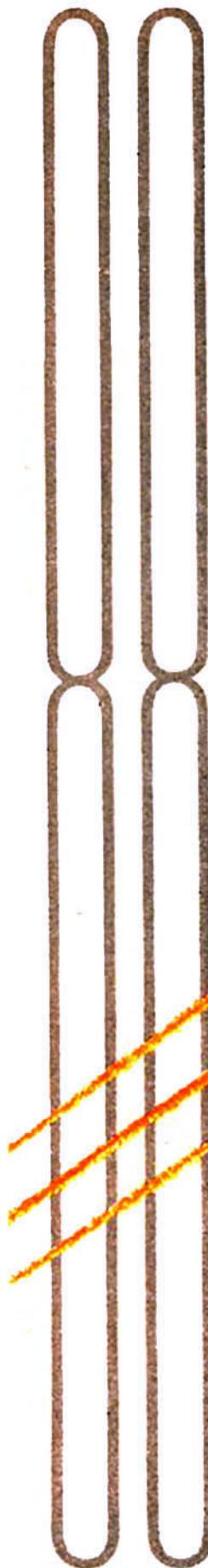
*Optional at extra cost.

"R O C K E T"
E N G I N E

O L D S M O B I L E

Ninety-
Eight

POWER!



at every Turn!

You can *feel* it every time you turn the wheel—when GM Power Steering* lends its helping hand! You maneuver in traffic with incredible ease, and you can park with just one finger!



at every Stop!

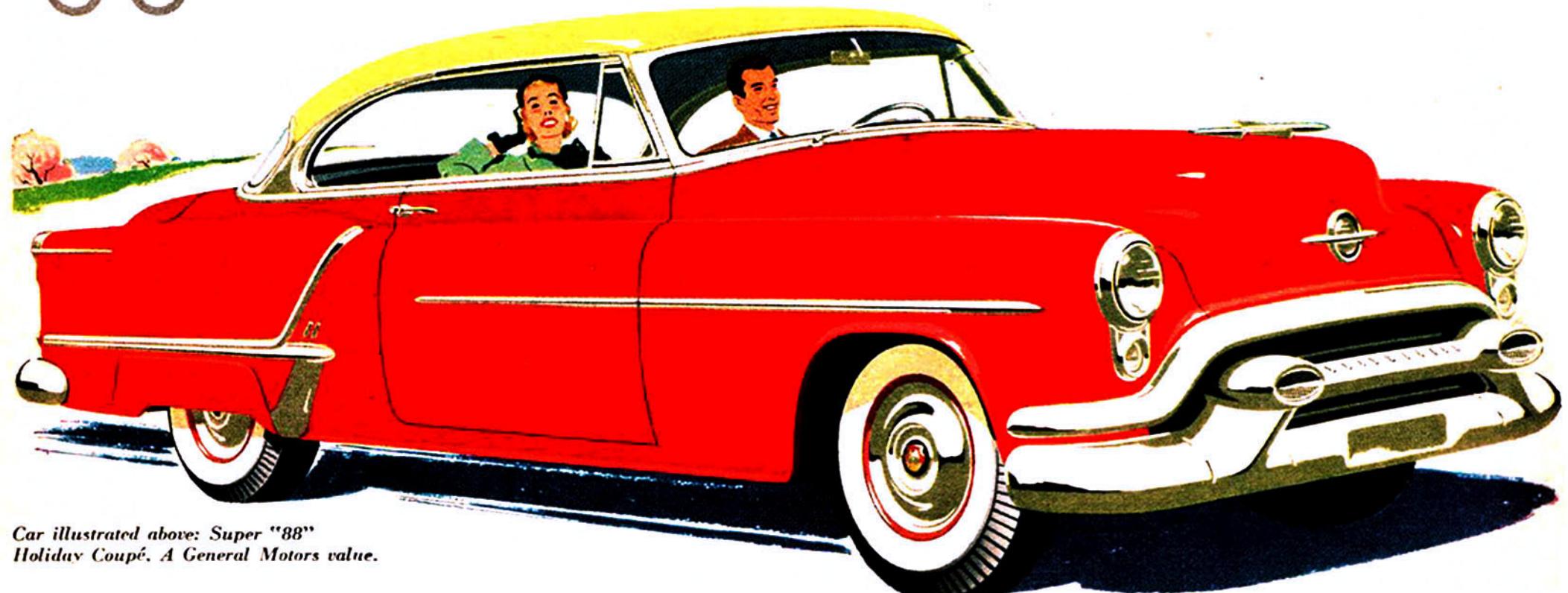
You can *feel* it every time you pivot your foot to the new low-level brake pedal—when Power Brakes* go into action! You get quicker, safer, surer stops—with only *half* the effort!



at every Go!

You can *feel* it the moment you step on the accelerator—when Oldsmobile's mighty "Rocket" Engine sends you on your way with a flashing surge of power! Turning . . . stopping . . . going . . . here is the *power car of the year!*

*Optional at extra cost.



Car illustrated above: Super "88"
Holiday Coupé. A General Motors value.

"ROCKET" ENGINE

OLDSMOBILE