

Packed with
POWER . . .

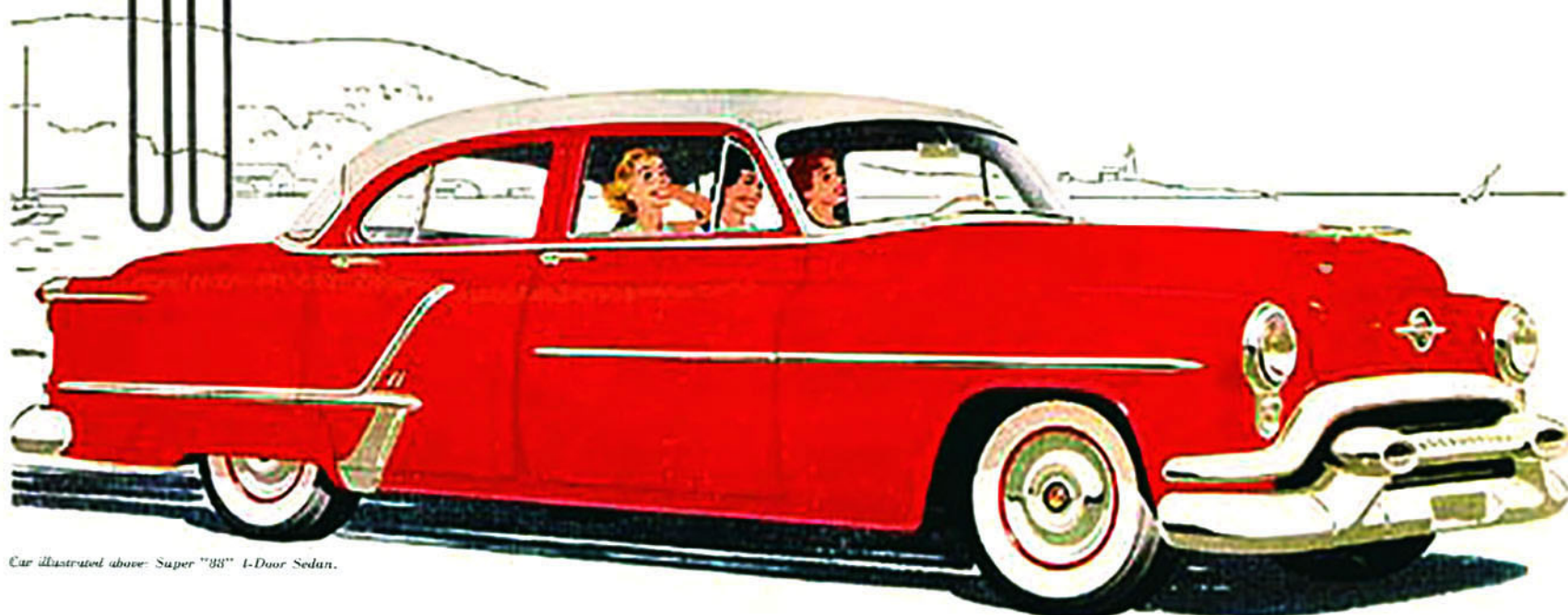


Loaded with
LOOKS !

165 H.P.

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.



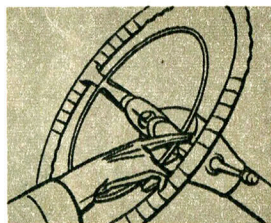
Car illustrated above: Super "88" 1-Door Sedan.

"ROCKET" ENGINE OLDSMOBILE

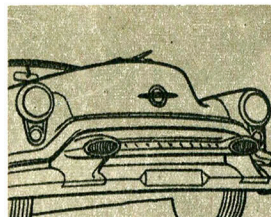
THE BIG 4-Power Package OF 1953 !



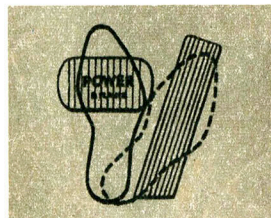
Car illustrated above: Oldsmobile Super "88" 4-Door Sedan. A General Motors Value.



1 Power Steering



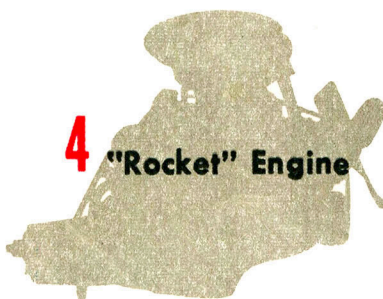
2 Power Styling



3 Power Brakes

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.

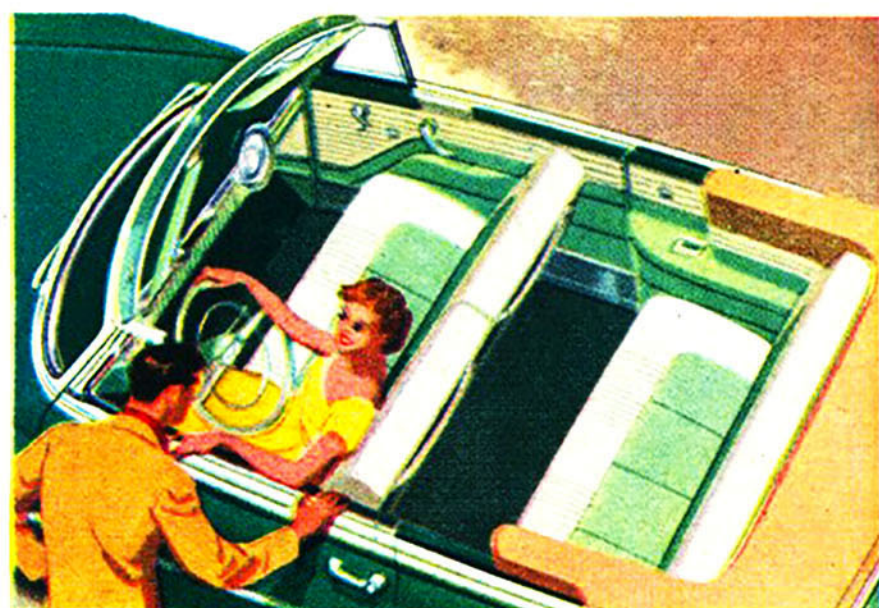
*Optional at extra cost.



4 "Rocket" Engine

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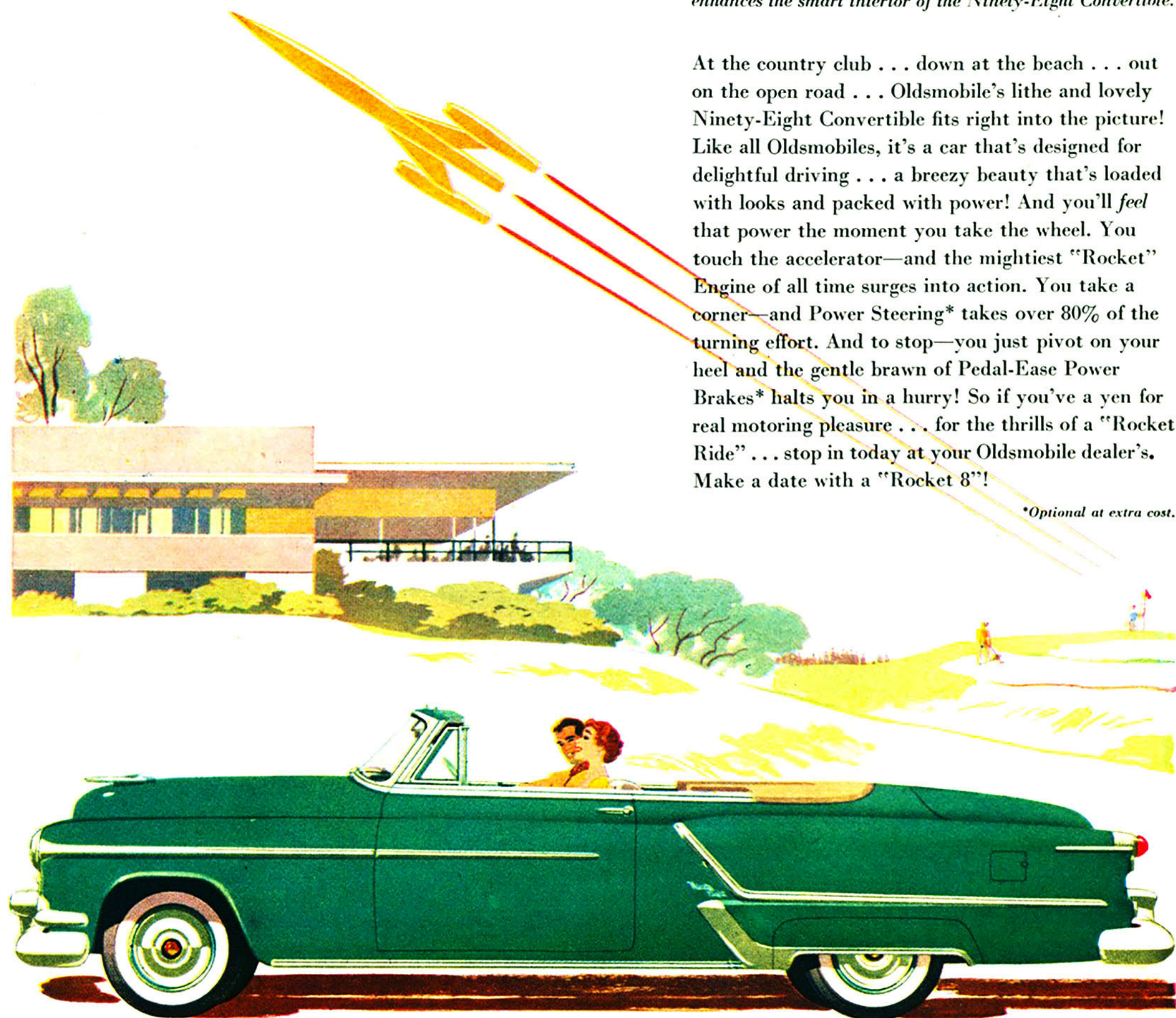
Sports Classic



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"!

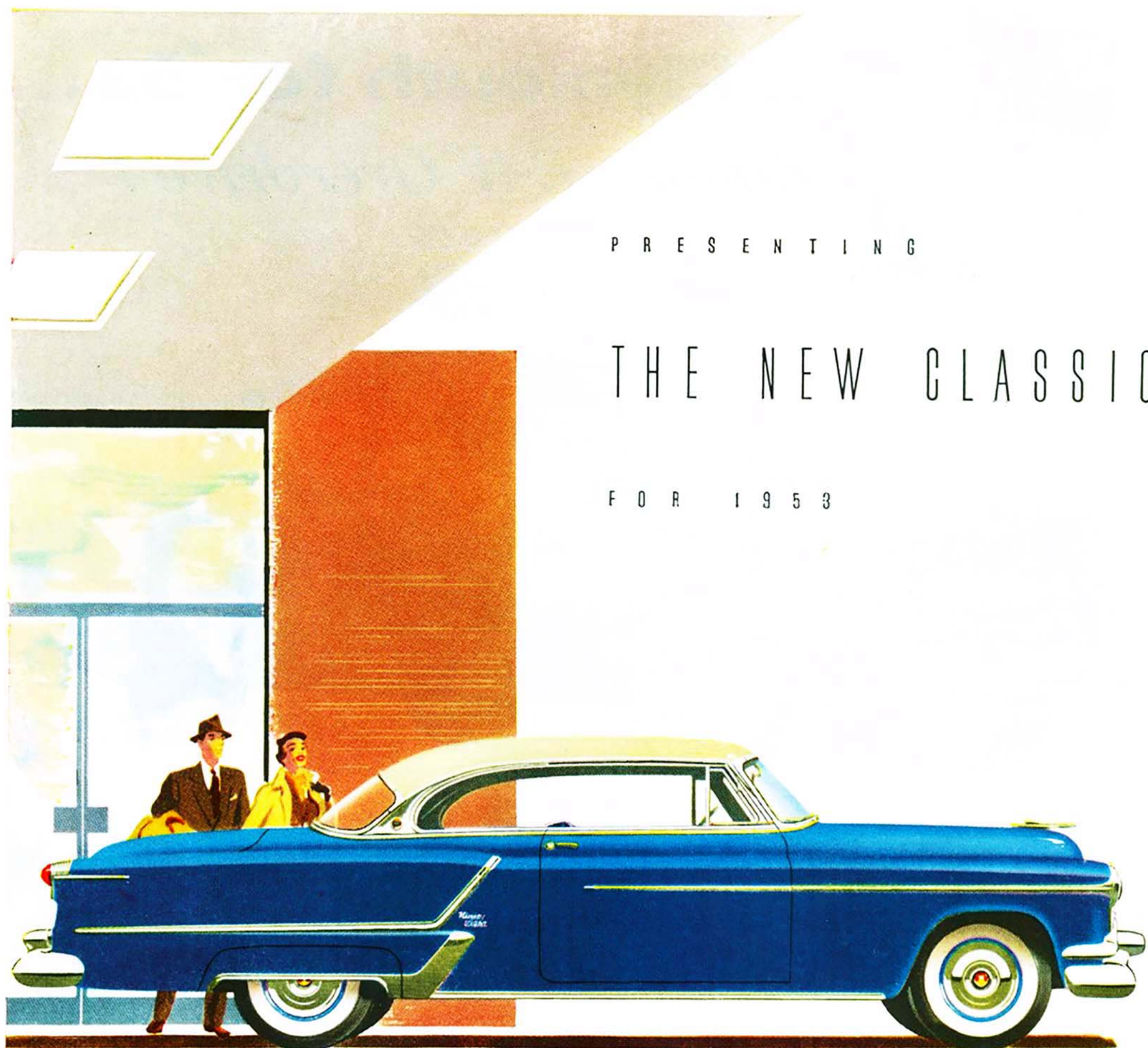
**Optional at extra cost.*



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

"ROCKET" ENGINE

OLDSMOBILE



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.

"ROCKET"
ENGINE

OLDSMOBILE

*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!

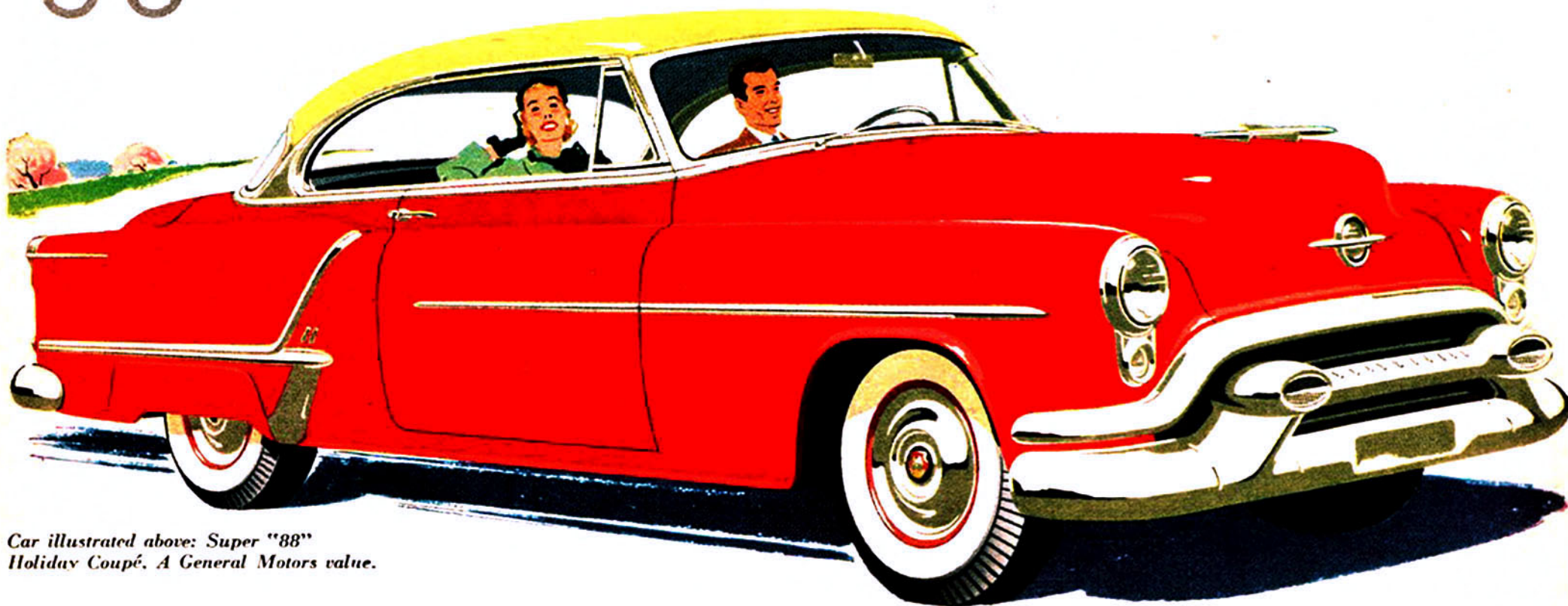
You can *feel* it every time you pivot your foot to the new low-level brake pedal—when *Power Brakes** go into action! You get quicker, safer, surer stops—with only *half* the effort!



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