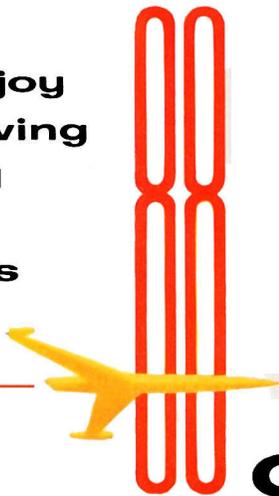


Perfect Time for a Holiday!



"88" HOLIDAY SEDAN

**Buy now! Enjoy
the good driving
ahead ... and
remember—
an Olds holds
its value!**



A scene like this—you've just got to get out and enjoy it.

A time like this—and you're smart to *get into an Olds!* And that's easy to do—especially if you choose this high-spirited hardtop—the "88" Holiday!

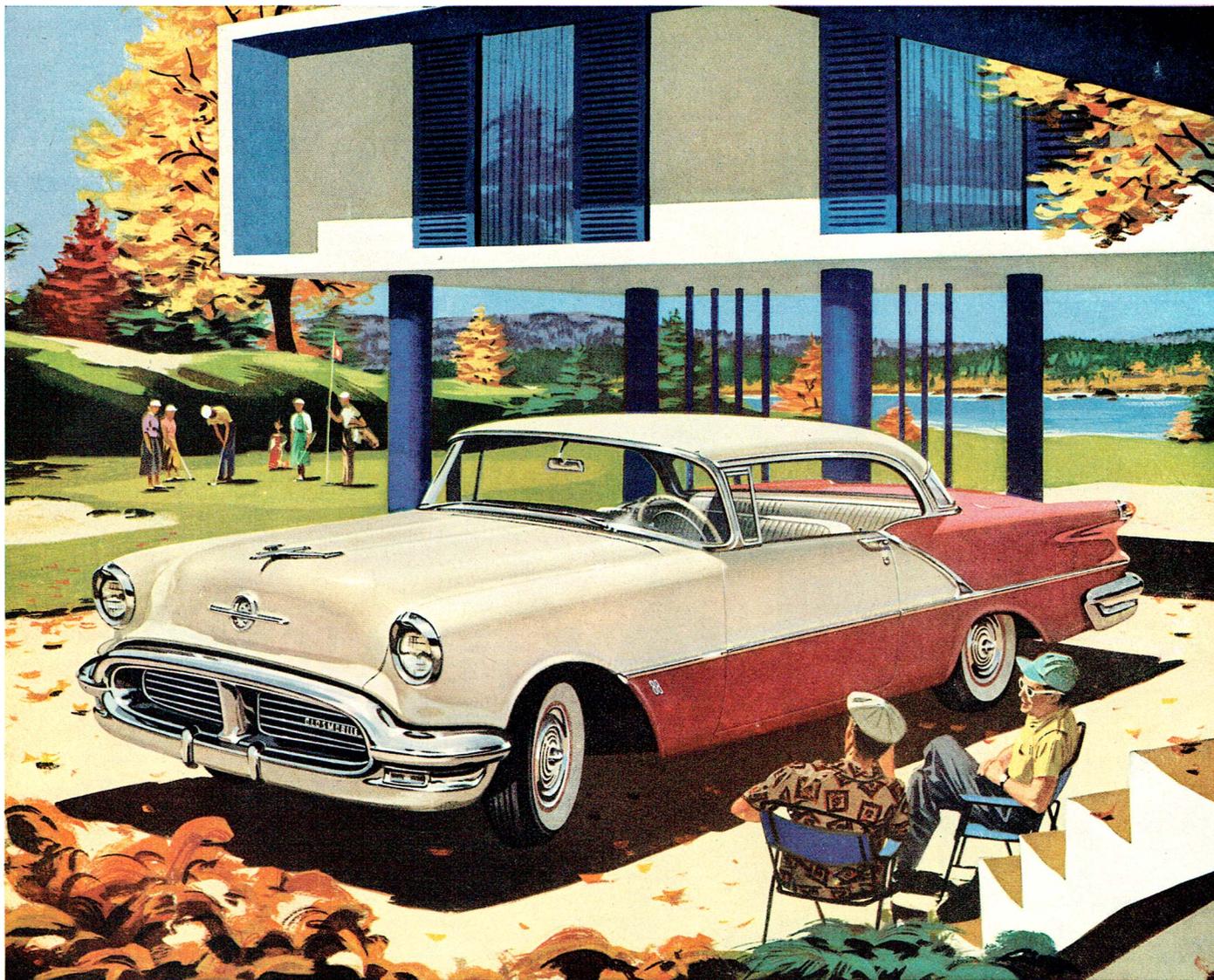
Not only is the price right for most all new-car budgets, but this "88" is so packed with value that your investment is protected until resale time. So come in and get the feel of Rocket Engine power . . . the relaxing security of a truly big-car ride. Do it now while your present car is worth more in trade. Just see your nearest dealer . . . you'll see it's the perfect time for an Oldsmobile *Holiday!*

A QUALITY PRODUCT BROUGHT TO YOU BY AN OLDSMOBILE QUALITY DEALER!

OLDSMOBILE

Great Number to go "Buy"

... ESPECIALLY RIGHT NOW!



"88" HOLIDAY COUPE

**Your Investment
Holds ...
When You Go
Over to Olds!**

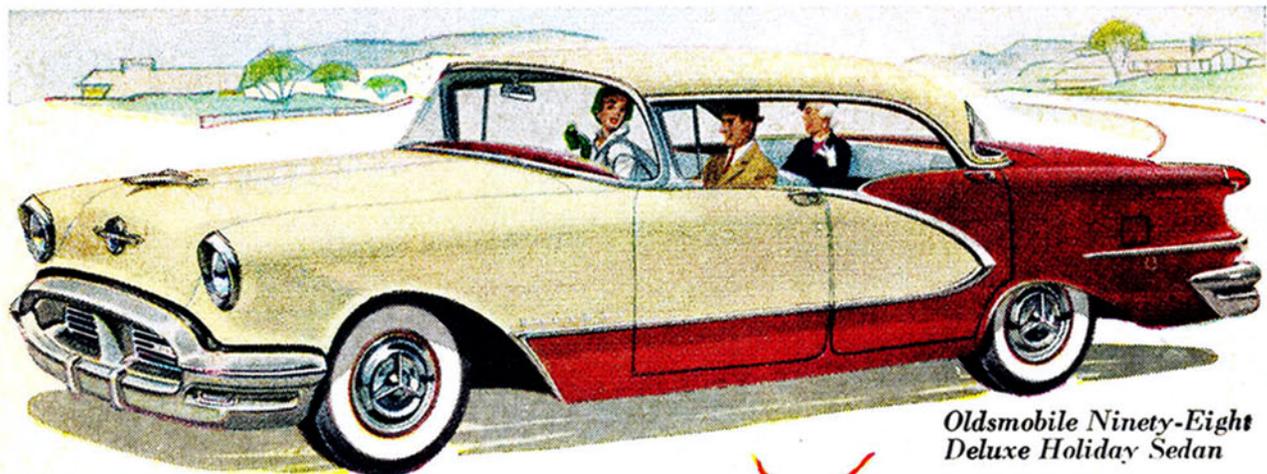


Bright idea . . . to brighten all your days! Include this beautiful Olds "88" in your plans for action . . . *right now!* It's the smart time to make your move! Enjoy the big-car beauty of Oldsmobile's styling leadership as you cruise along the highway in command of the Rocket's 230 hp.*, high-compression performance. Enjoy *all* the advances that insure Oldsmobile's exceptionally high resale value. Best of all, you can own an Oldsmobile at a price that's surprisingly low. And you'll get high value for your trade-in now . . . while you move up to motoring at its best! Let us show you. We'll welcome your visit today!

*240 h.p. in Series Ninety-Eight and Super 88.

A QUALITY PRODUCT BROUGHT TO YOU BY **YOUR OLDSMOBILE QUALITY DEALER!**

OLDSMOBILE



Oldsmobile Ninety-Eight
Deluxe Holiday Sedan

Starfire
Styled



...and sparkling
with new ideas!

You're wise if you look ahead . . . wise if you buy a car that's styled and powered to stay new for years. That's why it's so wise to own an Olds! For Oldsmobile has the out-ahead features, the stay-ahead styling, the go-ahead power of tomorrow! Just look over this "feature" line-up: Terrific Rocket T-350 Engine! Smooth, responsive Jet-away Hydra-Matic*! Come see Oldsmobile for '56!



**Standard on Ninety-Eight models; optional at extra cost on Super 88 models.*



OLDSMOBILE

TOP VALUE TODAY . . . TOP RESALE TOMORROW!



1956 Super 88 Holiday Sedan

The car
with the
POWER
personality!

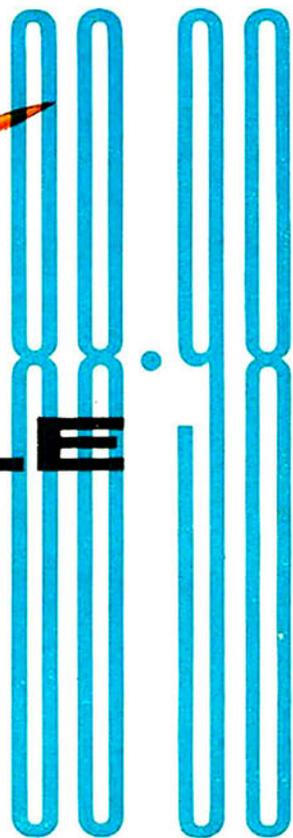


OLDSMOBILE

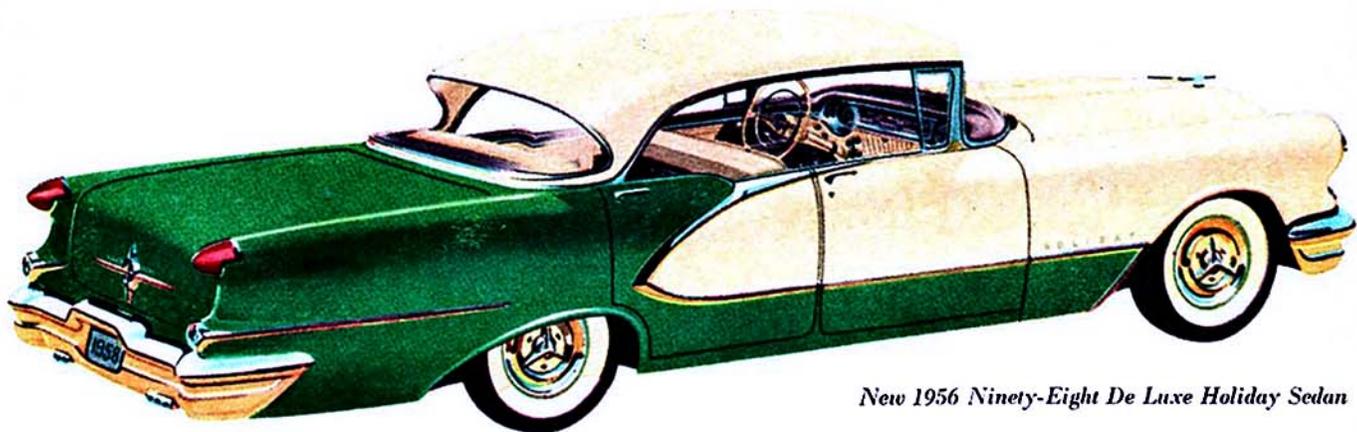
You'll be fast friends . . . right from the start! All-out action goes with Oldsmobile's inspired new Starfire styling for '56. The Rocket T-engines—mightiest Rockets ever—blaze forth with an emphatic answer to your demand for

power. In a flash you streak from standing to cruising . . . ever so smoothly with revolutionary new Jetaway Hydra-Matic*. Meet and drive this new power personality at your Oldsmobile dealer's . . . soon!

**Standard on Ninety-Eight models; optional at extra cost on Super 88 models.*



Oh-h-h! those '56 OLDSMOBILES!



New 1956 Ninety-Eight De Luxe Holiday Sedan

with new *Jetaway*

HYDRA-MATIC

Liquid-smooth and lightning-quick! Oldsmobile's new Jetaway* Hydra-Matic gives you the flashing action of gears plus the velvet smoothness of two fluid couplings. The result is almost an airborne feeling—quiet, swift and incredibly smooth. And in appearance, the new Olds is a standout, too. With inspired new Starfire Styling—a daring, different look from every angle! See the cars that are out ahead to stay ahead... Rocket Oldsmobiles for '56!

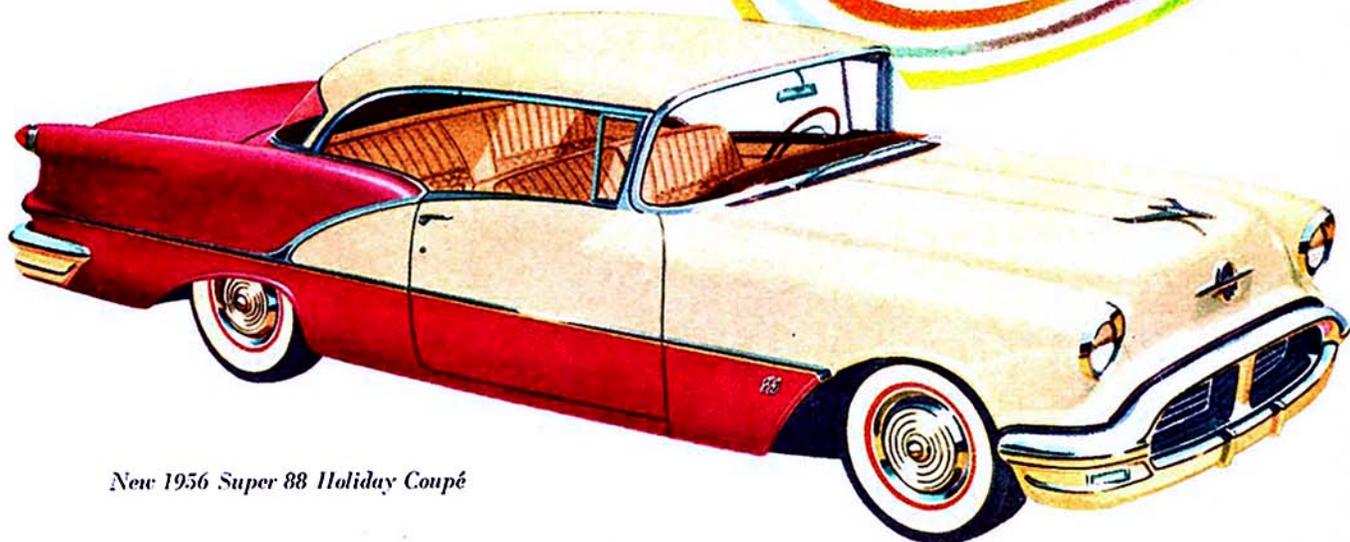
*Standard on Ninety-Eight series

ALL THE *Flow*
OF FLUID...
ALL THE *Go*
OF GEARS!



The secret of the smoothness

is in the second coupling!



New 1956 Super 88 Holiday Coupé

THE FINE LINE OF DISTINCTION



Obviously outstanding in every way . . . the magnificent Oldsmobile Ninety-Eight for '56. Never has a car captured the scene so powerfully, so smoothly, so completely. For here is the fullest expression of Starfire styling . . . the smoothness of new Jetaway Hydra-Matic* . . . the unquestioned authority of the new Rocket T-350! Your Oldsmobile dealer will be pleased and proud to arrange a complete demonstration. See him soon!

**Standard on Ninety-Eight models; optional at extra cost on Super 88 models.*

NINETY-EIGHT by

Oldsmobile

