



OLDSMOBILE



Oh-h-h ! those '56
OLDSMOBILES !

Close your eyes a moment . . . now, look again at Oldsmobile for '56! Sparkling Starfire styling . . . from smartly fashioned air-fair grille . . . through sweeping, blending body lines . . . back to flair-away fenders! Again Oldsmobile flashes ahead—with the smoothly powerful new Rocket T-350 Engine and powerfully smooth new Jetaway Hydra-Matic Drive!



Sleek, sweeping lines . . . breath-taking colors and new fabric combinations give this success-laden Super '58' 4-Door Holiday Sedan a dashing new look that's all its own . . . without pillars or posts to mar the view!



SUPER '58' HOLIDAY SEDAN

SUPER '55' HOLIDAY COUPÉ



Aglow with glamor

—and a power personality

to match!

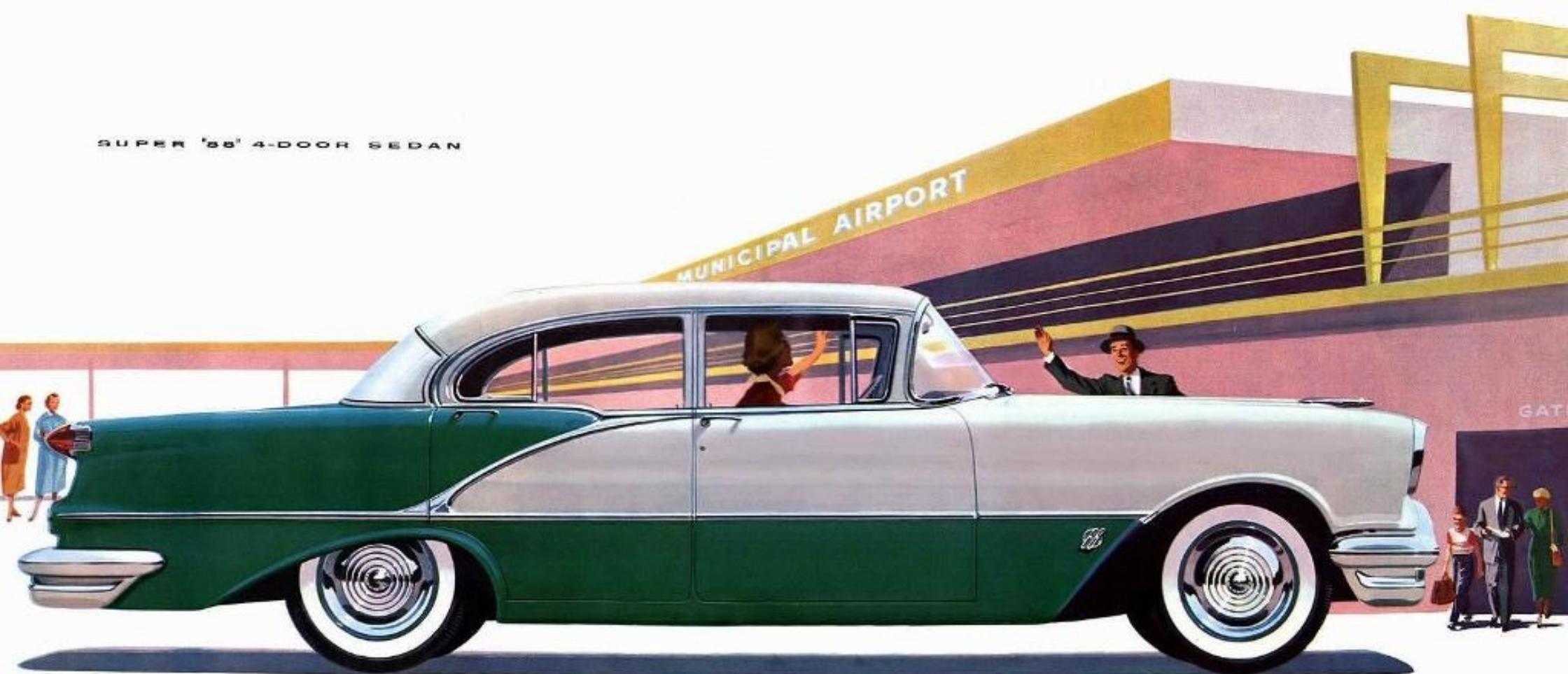


Off to the hunt . . . the hills . . . or the highway . . . this handsome hardtop has a carefree spirit of its own . . . with Starfire styling and rocketing power that swings you along . . . into the "smart set" for '55! And the going is always powerfully smooth as new Jetaway Hydro-Matic teams with the mighty Rocket T-350. Join the circle of new Rocket owners and experience the most wonderful motoring in the world!



Step in . . . to a new world of richly fashioned fabrics and styled-to-be-admired interior appointments.

SUPER '55' 4-DOOR SEDAN



A masterpiece of interior harmony made up of new fabrics, with fresh pattern ideas, rich carpeting . . . gleaming trim and appointments!



Hold on now! For here are power and glory . . . matched and fused for action . . . from the brilliance and beauty of Starfire styling to the powerful feet of its Rocket T-350 Engine. Here is a combination of shimmering beauty and surging action that you find only in Oldsmobile. And all the modern features plus new Jetaway Hydra-Matic are always at your command. This one is for you!



Sportsmen obey! For the thrill of your life is here just waiting for a lean, tanned hand to guide it! Out for the fun of it... out for the sun of it!



SUPER '58' CONVERTIBLE COUPE

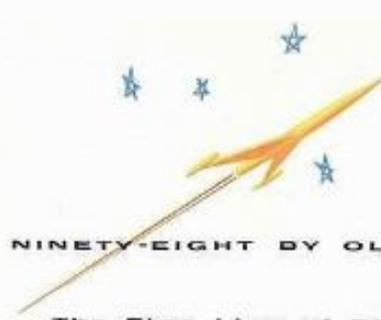
SUPER '58' SPECIFICATIONS

Wheelbase, 122" • Over-all Length, 203.29" • Over-all Width, 78.62" • Over-all Height (3-pass. load): 4-Door Sedan, 60.54"; 2-Door Sedan, 60.5"; Holiday Coupé and Convertible Coupé, 59.3"; Holiday Sedan, 59.8" • Tire Size, 7.60 x 15.



SUPER '58' 2-DOOR SEDAN

From bold, star-embellished hood to massive
twist-twinking taillights, this popular
Starfire-styled 2-Door Sedan seems alive—
"in motion" . . . always eager to go . . .
Even when garaged for the night!



NINETY-EIGHT BY OLDSMOBILE

The Fine Line of Distinction

Please note the decided difference in the styling and design of the Ninety-Eight Holiday Coupé. This difference, we believe, creates a new fashion for the highway . . . further serving to set the Ninety-Eight apart and distinct from the crowd in appearance, luxury and performance!



Here is comfort above all . . . and interior color selections ranging from subtle and subdued to bright and contrasting patterns.



NINETY-EIGHT DE LUXE HOLIDAY COUPÉ

NINETY-EIGHT DE LUXE HOLIDAY SEDAN

All's clear from panoramic windshield to rear support columns. There's full view for driver and passengers alike . . . with beauty and comfort that know no bounds!



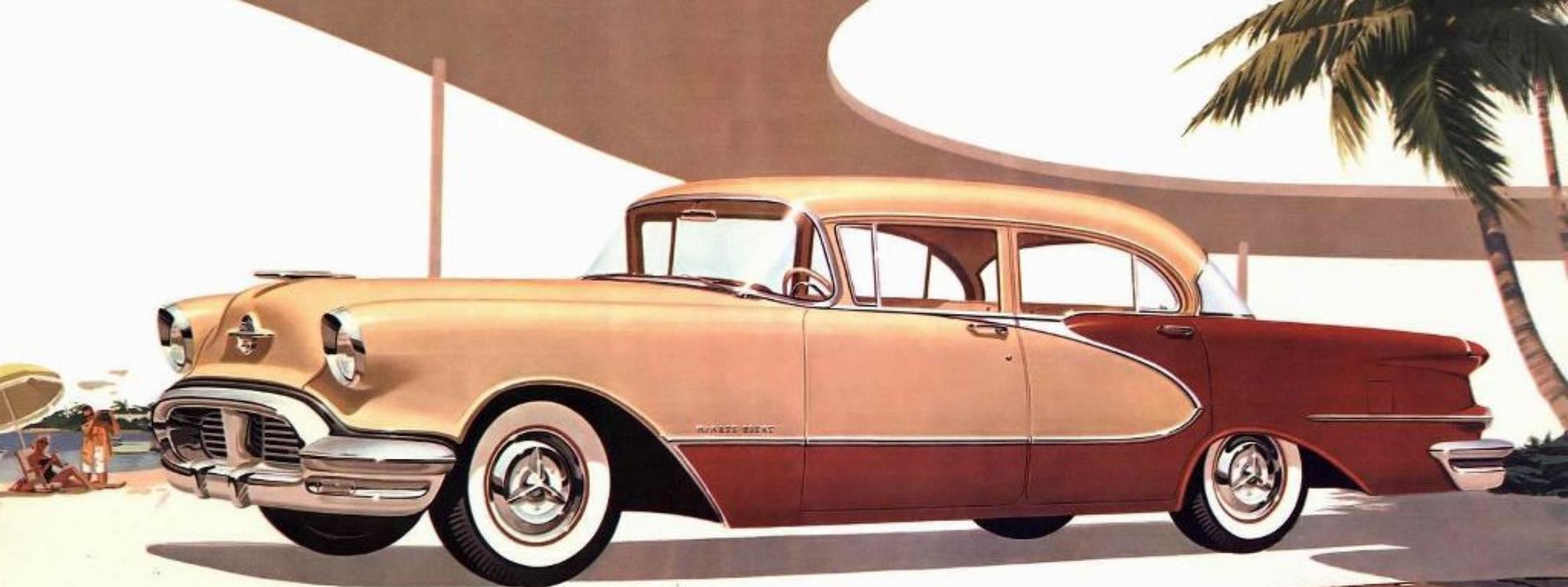
The full meaning of "The Fine Line of Distinction" is nowhere more apparent than

NINETY-EIGHT

Starfire

Starfire! A glowing tribute to those who hear the call of the open road. This Ninety-Eight Convertible is toiled and leathered . . . fashioned and engined . . . for the sheer joy of driving!





NINETY EIGHT 4-DOOR SEDAN



Unlimited luxury, pleasure
and prestige are personified in the
distinguished Oldsmobile
Ninety-Eight Four-Door Sedan
—the ultimate in good taste.

NINETY-EIGHT SPECIFICATIONS

Wheelbase, 126" • Over-all Length, 212.29" •
Over-all Width, 78.62" • Over-all Height (5-pass. load):
4-Door Sedan, 60.54"; De Luxe Holiday Coupé and
Starfire, 59.3"; De Luxe Holiday Sedan,
59.8" • Tire Size, 7.60 x 15 (Starfire, 8.00 x 15).



Here's where rare beauty and true value meet... to give you Starfire styling at a popular price.



'66' HOLIDAY COUPE



'66' HOLIDAY SEDAN



If it's full-view beauty and true-blue value you want, select one of these two handsome Holiday hardtops... get out of the ordinary and into an Olds! Start with one of these glamorous Holidays... if you've never owned an Olds before. For it's here you'll learn what others know already. The '66' is an Oldsmobile through and through... but on Olds priced down where it's fun to start!

OLDSMOBILE '66' : Beauty and Value are the buy-words here :





'58' 4-DOOR SEDAN



SERIES '58' SPECIFICATIONS

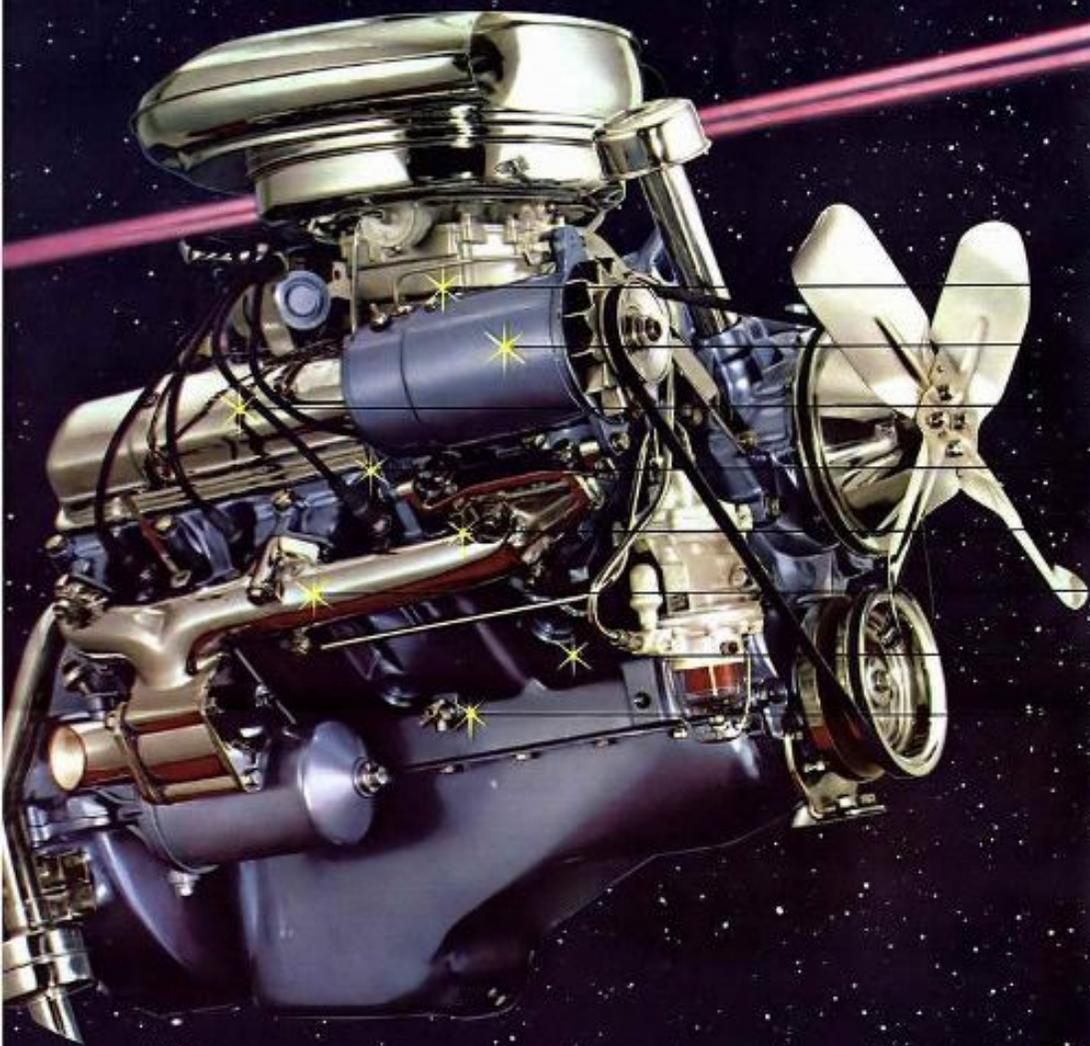
Wheelbase, 122" • Overall Length, 203.29" • Overall Width, 73.62" • Overall Height (5-pass. load): 4-Door Sedan, 63.54"; 2-Door Sedan, 60.5"; Holiday Coupé, 59.3"; Holiday Sedan, 59.8" • Tire Size, 7.10 x 15 • Powered by 230-h.p. Rocket Engine with Rocket T-350 Engine optional at extra cost.



'58' 2-DOOR SEDAN

Let yourself go . . . for a glamorous, glorious Olds "58" that's ready to go for you! Thrill to its rocket-away power . . . radiant beauty . . . big-family roominess . . . all at a low budget price.

NEW ROCKET T-350 ENGINE



NEW QUADRI-JET CARBURETOR

NEW HIGHER TORQUE

NEW LARGER INTAKE AND EXHAUST VALVES

NEW HIGHER-LIFT CAMSHAFT

NEW HYDRAULIC VALVE LIFTERS

NEW HIGHER HORSEPOWER

NEW HIGHER-COMPRESSION

NEW ROCKER ARM LUBRICATION

"T" stands for torque . . . and it's terrific in the new Rocket T-350 Engine! In every respect, this is the mightiest Rocket of all times with its ever-ready safety reserve of flashing power. Compression ratio steps up to a new high of 9.25 to 1. And the Rocket T-350 brings you 240 eager horsepower! Major advances in valving and carburetion result in super-quiet, powerfully smooth action in every speed range—with all of the Rocket's well-known economy. Just try it!



ENGINE SPECIFICATIONS

Type	Rocket T-350, High-Compression 90° V Type, 6 Cylinders
Horsepower	240 @ 4400 r.p.m. in Ninety-Eight and Super '85' models; 230 @ 4400 r.p.m. in '86' models
Terrific Horsepower	48
Torque (pound-feet)	200 @ 2800 r.p.m. in Ninety-Eight and Super '86' models; 240 @ 2400 r.p.m. in '88' models
Compression Ratio	9.25 to 1
Bore and Stroke	3.25" x 3 7/8"
Piston Displacement	204.5 cu. in.
Pistons (Auto-Thermic type)	Aluminum Alloy
Valves	Overhead, Hydraulic Lifters
Cooling System (capacity, with fan)	21.5 qts.
Lubrication System	Full Pressure
Electrical System	12-volt
Fuel System	Quadri-Jet Carburetor (Downdraft on '85' models); Fuel Tank Filter



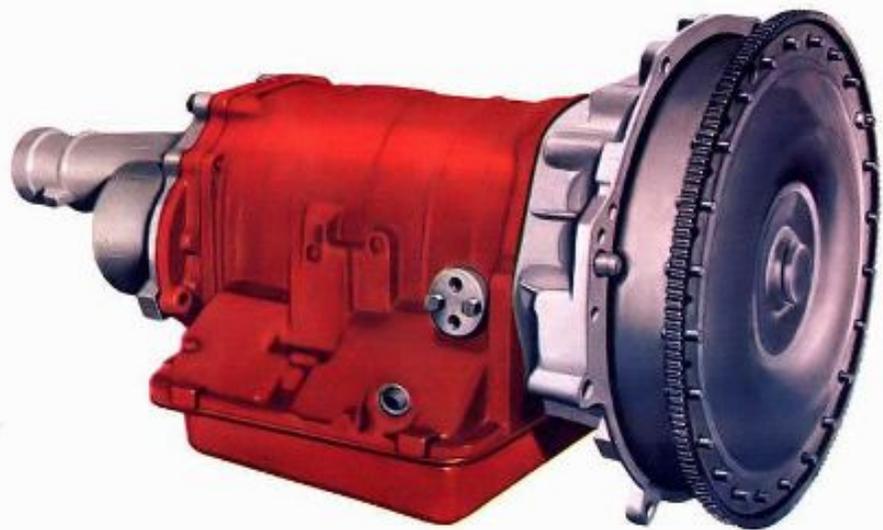
NEW SAFETY-RIDE CHASSIS for the most-quiet, safest, most enjoyable ride you've ever had from Oldsmobile or any car!

CHASSIS SPECIFICATIONS

Frame	Deep Channel-Section Side Rails; 1-Beam, X-Center-Member; 5 Cross Members
Front Suspension	Independent Coil-Over MacPherson with Coil Springs; Direct-Aiding Shock Absorbers; Stabilizer Bar
Rear Suspension	88" x 2 1/2" Leaf Springs; Angle-Mounted Direct-Aiding Shock Absorbers; Stabilizer Bar
Brakes	Super-Hydraulic; 9 1/2" sq. in. Lining Area; Pedal-Operated Parking Brake
Synchro-Mesh Transmission	Standard on '86' models
Jetaway Hydro-Matic Drive	Standard on '85' and Super '88'
Steering	Dual-Center Control; Recirculating Ball-Pin Gear
Steering Turning Circle (Minimum)	'86' and Super '88'—42.0 ft.; Ninety-Eight—43.0 ft.
Rear Axle	Leaf-Rocking; Hypoid Gears

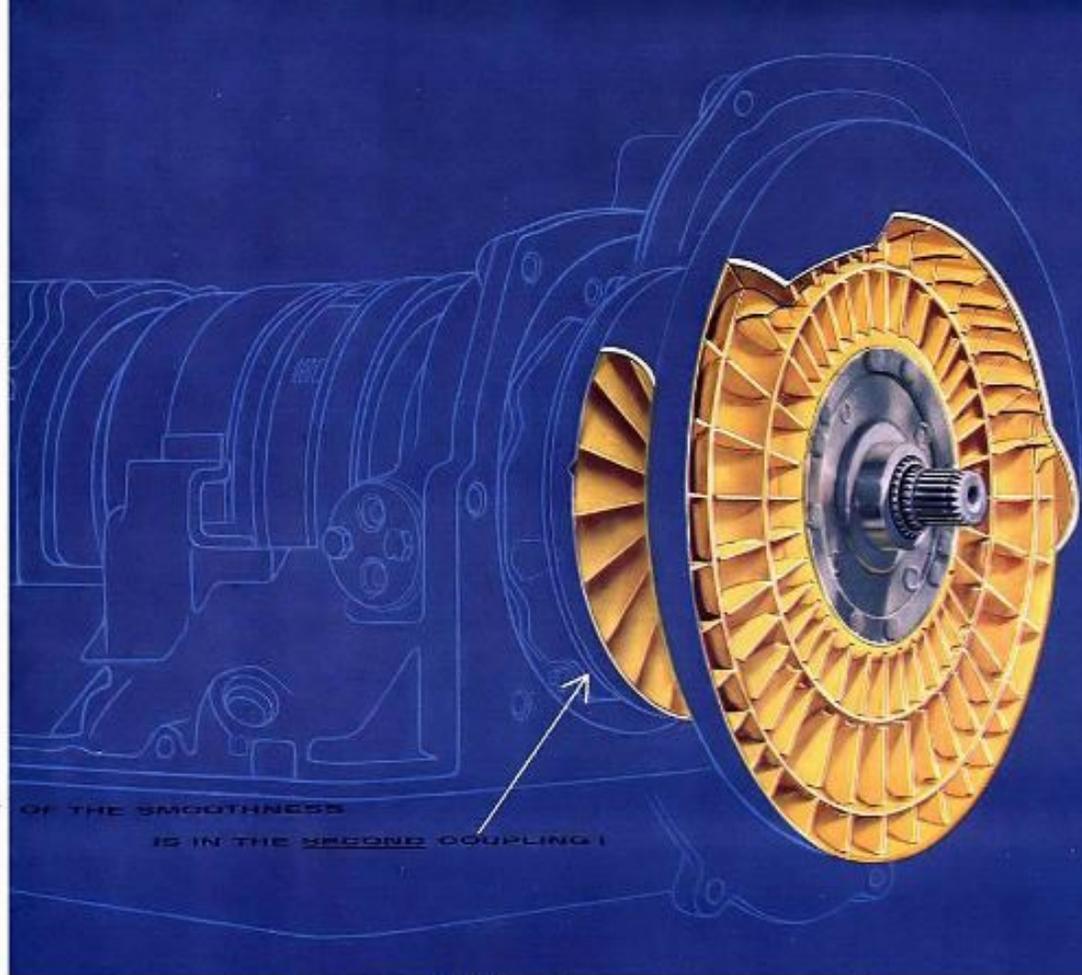
NEW
JETAWAY
 HYDRA-MATIC DRIVE

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



This is new Jetaway Hydra-Matic Drive by Oldsmobile... pioneer of automatic transmissions... with more years of experience than any other! To world-famous Hydra-Matic, Olds engineers have added a second fluid coupling, which combines a new, silky smoothness of operation with the power, performance and economy all Hydra-Matic owners know so well. With Jetaway there is no jerk, no jump, no noise, no whir. There is nothing but the smoothest

THE SECRET OF THE SMOOTHNESS
 IS IN THE SECOND COUPLING!



Two couplings... twice the smoothness! And Jetaway's positive gear action prevents slippage, increases economy!

flow of power imaginable from the new Rocket T-350 Engine to the wheels of your Oldsmobile... to give you rocketing getaway! Jetaway also features a safe, new, automatic downshift gear that puts on power when you need it... smoothly, without pause. New Jetaway Hydra-Matic Drive is best appreciated after you've tried it yourself—in the 1936 Oldsmobile. You're invited to try it now!

NEW G-POSITION SELECTOR Indicator for Jetaway Hydra-Matic always tells you what gear you're in. And the new positive "Dial" position means added convenience and safety.



QUICK GETAWAY WITH JETAWAY! Never so smooth... never so fast! Jetaway Hydra-Matic Drive (available) Shift Rocket power into action whenever you need it!

NEW DOWNSHIFT GEAR works wonders on the highway when you want that extra surge of power. Simply pass the accelerator halfway down... and a burst of smooth power is yours!



SMOOTH JETAWAY... smooth getaway! Now there are two fluid couplings! Best! new velvet-smoothness... and endless, keen flow of power right up to top speed!

Oh-h-h! those beautiful OLDSMOBILES

... inside and out!

Instrument cluster is artfully arranged so driver can see safety signal lights for ammeter, oil pressure, water temperature... car speed, fuel gauge, and Jetaway Hydro-Matic Selector—all at a split-second glance.



New, wider-than-ever glove compartment... sweep-blended into instrument panel... provides room galore for odds-and-ends to make motoring more comfortable. And it's right at your finger tip!



Put your foot down on Oldsmobile's new foot-operated pedal parking brake and the brake stays on till you release it by an easy-to-operate knob on the dash. Only a little pressure is required to set foot pedal firm to stay!



Look what's new in the '56 Oldsmobiles—new signal lights for oil pressure, water temperature and ammeter—new star-studded steering emblem—recessed, pivot-type ash trays—safety-padded instrument panel—new wider, safer rear view mirror—new electric clock with sweep second hand!



Bolder hooded headlights are incorporated with sweeping front fair-ways fenders. Headlamps are new T-3 Safety-Aim to give more light... aimed right! You get better illumination of right side of road on "low" beam... reduced glare and better lighting in rain or fog. Parking lights are integral with front bumper.



New projectile-shaped taillights set off the Starfire styling that gives the '56 Oldsmobile its "in-flight" tapered appearance... new back-up lamps focus wide areas of white light where you need it for safer, easier backing.

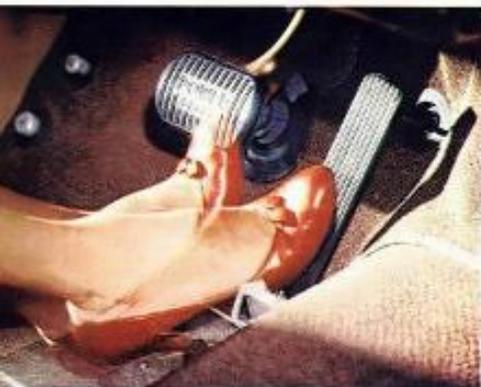


Safety-sweep windshield wipers now bring blades closer to the sowl on each outward swing... covering 10% greater wiping area for improved vision and safety.

Quiet, commanding power ... at your beck-and-call!



Oldsmobile's new Safety Power Steering with automatic "Co-Pilot" requires only the lightest of touches (two pounds pressure) to command it wherever you turn! New automatic "Co-Pilot" feature helps you turn the wheel while parking ... requires less steering effort while maneuvering, taking corners and curves. Safety Power Steering means the safest, surest steering ever!



The mere touch of your toe results in safe-ture stopping power with Oldsmobile Pedal Base Power Brakes. Braking effort is greatly reduced to make driving much easier. There is a generous reserve of vacuum power for braking with engine off.

All-electric power window controls on the '56 Oldsmobile raise and lower windows at the touch of a finger. Separate controls for each window with a master panel on the driver's door.

New hydraulically controlled radio antenna can be lowered or raised automatically at driver's convenience for best reception in town or country!

Oldsmobile's new 6-Way Electric Power Seat Control gives you full power seat adjustment, not only forward and backward and up-and-down, but tilt-forward and tilt-backward positions — automatically!



OLDSMOBILE'S AIR CONDITIONING for '56—the quietest-acting, most effective system in the industry—flows car's interior with cool, comfortable air through three large outside air outlets. Lower-than-ever temperatures can be reached almost instantly—and maintained

even during hottest weather. Heating and recirculated air is 100% filtered. Dehumidifier maintains ideal humidity—even in wet weather—for refreshing, all-weather motoring. Complete under-hood installation means no sacrifice of luggage compartment space.



CONDITION-AIR HEATER, with thermostatic control, distributes warmed air evenly throughout car interior. Defroster unit quickly clears windshield of ice or frost.



OLDSMOBILE SUPER DE LUXE RADIO provides automatic signal-seeking control bar and push-button selector for finger-tip tuning. Rear compartment speaker is optional.

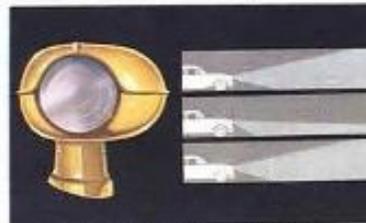
OLDSMOBILE ACCESSORIES

All Oldsmobile accessories are styled and designed to make your motoring more enjoyable, more comfortable, more convenient, and above all, safer.



NEW DUAL EXHAUST SYSTEM (factory-installed only) steps up fuel economy, increases usable horsepower and engine torque by reducing exhaust back-pressure to a minimum.

NEW DE LUXE WHEEL DIRCS of glistering stainless steel add beauty and distinction to the 1956 Oldsmobile of your choice.



OLDSMOBILE'S AUTRONIC-EYE automatically dims your headlights, then brings them back to "bright" when oncoming traffic clears. New foot switch gives you manual control, too.





OLDSMOBILE

