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OLDSMOBILE

Presenting a new way of going places in the Rocket Age . . .

# OLDSmobility

Here is your special introduction to the pleasure, the excitement and the lasting satisfaction in store for you, as the owner of a 1958 Oldsmobile.

You'll discover that OLDSmobility is more than a word. It is a completely new way of going places in this modern era. The magnificent 1958 Oldsmobile brings you fresh new distinction in design . . . revolutionary engineering developments . . . and a new experience in riding comfort.

Here, then, is OLDSmobility . . . the supreme achievement of 60 years of engineering leadership and continuous progress at Oldsmobile.

**INTRODUCING NEW-MATIC RIDE . . .** a true air suspension! New-Matic Ride suspends you on four lougest air cushions. It's the greatest improvement in ride since they first put air in tires! You enjoy a ride so smooth, so level, that road irregularities seem to vanish. And New-Matic Air Suspension instantly and automatically compresses for every load, every change in weight distribution . . . you ride at true "design level" all the time. (See pgs. 24, 25 for details.)



**EXCITING "MOBILE LOOK" STYLING . . .** Olds for '58 is the epitome of good taste. Majestic, with an unmistakable look of luxury . . . yet displaying freedom in every smooth, sleek line. The new Four-Beam Headlamps and functional mono-styled grille add to the impressive new look. Flowing Twin Blades accent the styling look of action, while the distinctive sunlight design adds a smart finishing touch to the all new appearance. You may choose from three great series, sixteen stunning models in all.



**ADVANCED FEATURES ON EVERY HAND . . .** From Oldsmobile's creative engineering comes a tremendous array of new features! First, there's Olds' Trans-Portable Radio . . . the ingenious new "take-it-with-you" car radio (Pg. 26). Then, there's modern Four-Beam Headlamps . . . with four precision aimed lights on the look-out (Pg. 14). And for '58, Olds introduces the new Rocket Engines . . . the most powerful, most efficient Rockets ever . . . with a marked advance in performance and fuel economy (Pg. 26, 27).



## OLDSmobility In Its Most Regal Form

Oldsmobile's Ninety-Eight is a car of great distinction . . . a luxurious and distinguished automobile. Its owners are equally distinguished. Smart, successful people with a taste for the finest. People who choose their automobiles with great care. They have found that the Ninety-Eight

meets their most critical demands. It is styled with fresh originality . . . crafted with meticulous attention to detail. And carrying, of course, a full complement of power features for your convenience and comfort. So, put the ordinary behind you . . . step into a Ninety-Eight Oldsmobile, today!

NINETY-EIGHT  HOLIDAY COUPE



It's no ordinary outlook from behind the wheel of Oldsmobile's magnificent Ninety-Eight. For on your every side are the luxurious fabrics, hand-buffed leathers and tasteful drape of new Fashion-Flair Interiors. Cushioning you are soft, deep Custom Lounge Seats and foam-padded, deep-pile carpeting. Above is new Star-Lite Headlining, a beautiful new sound-deadening and cushioning material. And you can now enjoy the supreme smoothness of New-Matic Ride . . . a true air suspension. Every motoring convenience is at your command in Oldsmobile's Ninety-Eight. Super-smooth Jetaway Hydra-Matic, Safety Power Steering, Power Brakes, Dual Exhausts and Self-Winding Electric Clock are all standard equipment.

NINETY-EIGHT  HOLIDAY SEDAN



NINETY-EIGHT  4-DOOR SEDAN



Outlining the broad expanse of Oldsmobile's new rear window, is the sparkling chrome accent of the new rear window mold. It adds a rich touch to the impressive beauty of the 1958 Olds Ninety-Eight.



Here in all its splendor is Oldsmobile's Ninety-Eight Convertible. A stirring symphony of line and motion, elegant in repose . . . exciting in action! Oldsmobile's new "Mobile Look" Styling with flowing, regal lines and rich chrome accents gives it a stunning new look of luxury. Beyond that, when you own this magnificent automobile you get something extra that only Oldsmobile can provide. A pride and a deep satisfaction in the certain knowledge that you're commanding the most impressive car on the road. The Ninety-Eight Convertible is the finest achievement of the silent and most respected name in automobiles.

Oldsmobile for '56 presents a completely new rear-view. Majestic new taillights have a classic beauty . . . not easier to see from a distance. And on the Ninety-Eight, new dual lock-up lights are deeply recessed in the bumper, safely out of harm's way.



NINETY-EIGHT  CONVERTIBLE COUPE



*OLDSmobility . . . A New Fun-Filled Way of Doing Things*

The Super 88, as every Olds for '58, is designed and styled for people living in the modern manner. People whose outlook demands something more than the ordinary in a car. The style of OLDSmobility gives a fleet, mobile appearance even at a standstill. Revolutionary New-Matic Ride, a true air suspension, is the engineering triumph of the Rocket Age . . . offering the ultimate in riding comfort. And there's still nothing like the alert response and new fuel economy of the Rocket Engine! From every point of view, OLDSmobility is the passport to motoring at its fun-and-easy best.



Olds presents the most dramatic head-on view on the road! New four-headlamp system and bold new grille add a new measure of safety, and round out the impression of the car designed for a brand new era. Styling "look of sterling" results from the use of anodized aluminum, a lifetime all-weather metal which will not rust, scratch or peel.

**SUPER 88**  **HOLIDAY SEDAN**





SUPER 88 4-DOOR SEDAN

From the ground up, the Super 88 is designed for your kind of driving. It's smooth and sure-footed on the open road, surprisingly easy to handle in traffic. Pivotal-Point Front Suspension, with ball and socket pivots, keeps friction at a minimum, makes steering easier. New Counter-Dive stops 80% of nosedive. If it's super performance you want, Oldsmobile's Super 88 really has it . . . and then some! You'll welcome, too, the improved gas economy that this new, more efficient Rocket Engine will give you. Standard for your comfort and safety are Foam Rubber Seat Cushions, Safety-Padded Instrument Panel, De Luxe Safety-Vee Steering Wheel, Latex Padded Carpeting and special Super 88 interior fabrics.

SUPER 88 HOLIDAY COUPE



New air intakes, located in the cowl, result in better ventilation your 'round. Positioned higher, away from the road, they provide you with fresher, cleaner air.





Distinctive, even from a distance. A wide range of festive colors in eye-catching combinations keynote Oldsmobile's "Mobile Look" design. And the special Deep-Metallic paints give a lustrous finish that's durable and easy to care for as well. Inside, where permanent eye appeal and comfort really count, new Fashion-Alive Interiors lead the style parade. The Super 88 Convertible with its soft, plush genuine leather and springy carpet, combines smart decor with living-room comfort. So for the stylish flair to match your contemporary air . . . in a car geared for super performance . . . make your choice for 1958 the exciting new Oldsmobile.

SUPER 88 CONVERTIBLE COUPE



SUPER 88 FIESTA



Oldsmobile's distinctive answer to the demands of modern living. When you're going places, the Fiesta is a high-style beauty . . . when you're heading to do, it's a rugged worker with 65 cu. ft. of load space. Durable, glamorous interiors make the Fiesta a versatile town and country companion. And the new Rocket Engine provides power aplenty for any load.

*OLDSmobility . . . A Dynamic Concept for this Mobile Era*

Over and over again, the budget-priced Dynamic 88 has been the happy choice of people with an eye to the pocketbook. For nowhere can you find a more perfect combination of a quality automobile and a price within reason. It's an investment that pays daily dividends. Impressive, as only a big car can be, the beautiful new "88" brings you the traditional luxury and craftsmanship of Oldsmobile at a most moderate price. In an Olds 88, you move with assurance and safety on the wings of Rocket power, the thrill of Econo-trac carburetion . . . and enjoy the pride and excitement that are yours in every '58 Oldsmobile.



From the wonder-world of modern electronics comes Oldsmobile's new Four-Beam Headlight! On low beam alone, you get up to 10 feet more visibility. For night highway driving, these four precision-aimed beams will almost double your vision ahead . . . at the same time head forward "head spots" with light.

DYNAMIC 88  HOLIDAY COUPÉ







### *Spirited Companion for Work and Play*

Oldsmobile's glamorous Fiesta represents a completely new concept in station wagon design. It combines all the carefree beauty of Holiday hardtop styling with the rugged utility of a station wagon. Though the versatile Fiesta may be the evening's glimmer-star, when there's work to be done it rolls up its sleeves on a moment's notice. For loads, all the way from lumber to fishing tackle, the Fiesta fills the bill to perfection. Durable Vinolux floor mat and Vinyl plastic trim take, without a whimper, the scuffs and roughing that go with heavy-duty hauling. And for a nip, it's terrific! There's room to spare for luggage . . . even enough for a mattress! So if your way of living calls for a versatile performer, it's Fiesta time!



With both front and rear seats in use, the 88 Fiesta seats six comfortably, with more-than-ample headroom.



Utilizing a unique optional 14-1/2 ft. division, you can arrive at the optimum combination of load space and seating.



When work space is the order of the day, the entire rear seat folds flat, providing up to 80 cubic feet for cargo.



DYNAMIC 88 FIESTA



DYNAMIC 88 HOLIDAY SEDAN

If you enjoy being a part of exciting new things, Oldsmobile's Dynamic 88 will suit your mood like a fresh sea breeze on a hot day. For Olds owners, traditionally, are folks who enjoy the action that this big car can deliver . . . who feel drawn to the spirited way of life that Oldsmobile's stunning Holiday styling represents. The new Rocket Engine, with Econ-o-war carburetion, combines comfortable fuel economy with the instant, surging response so familiar to Olds owners. You'll discover that each time you drive this new beauty you'll appreciate, more and more, the thrill of commanding a truly fine car. So if you and fun go hand in hand, you belong in an Olds!

Even the rear, the Dynamic 88 with its "Mobile Look" styling possesses an imaginative, new beauty that cars many times its price can't match. And there's a feeling of power, of rugged dependability, underlying the long, lute look of Oldsmobile.



DYNAMIC 88 4-DOOR SEDAN



Oldsmobile's new functionally compact instrument cluster gives you all your readings at a glance. And, in addition, it puts heater, defroster, ventilator and safety control controls right at your fingertips.



The exciting 1958 Oldsmobile brings you fresh new distinction in design. A completely new look that is as imaginative as the Rocket Age of which it is a part. Take the spirited Dynamic 88 Convertible Coupe, for instance. Here's bright, new proof that fun comes naturally with the Oldsmobile outlook on life. A sleek, powerful expression of "Mobile Look" Styling that suits the mood and pocketbook of action-minded young folks. And it has such a tasteful look of luxury, you'd never guess the Dynamic 88 is Oldsmobile's low-priced line. Please take this opportunity to sit down with your Oldsmobile dealer. He'll be glad to show you the extra value you get, now and when you're ready to trade, when you step up to a Dynamic 88.



The new gas port is beautifully contoured, runs up close. It's easy to reach, easy-to-open . . . yet there's nothing visible to mar the smooth, unbroken sweep from new front end to the sparkling Twin Rails.

DYNAMIC 88 CONVERTIBLE COUPÉ



DYNAMIC 88 2-DOOR SEDAN



In your car, or wherever you are, Oldsmobile's versatile new Trans-Portable Radio can go with you. It's a car radio and a portable all wrapped up in one small, featherlight package. A new Trans-Portable is the perfect solution if you want a radio along on outings.



**NINETY-EIGHT HOLIDAY SEDAN**—Deep-cushioned comfort is yours in a variety of colorful new Airweave Fabrics (the *air-conditioned* material) when used with high-sheen, hand-buffed leather bolsters in the carefree Ninety-Eight Holiday Sedan. New Star-Lite Headliner material absorbs sound, adds a smart fashion touch.



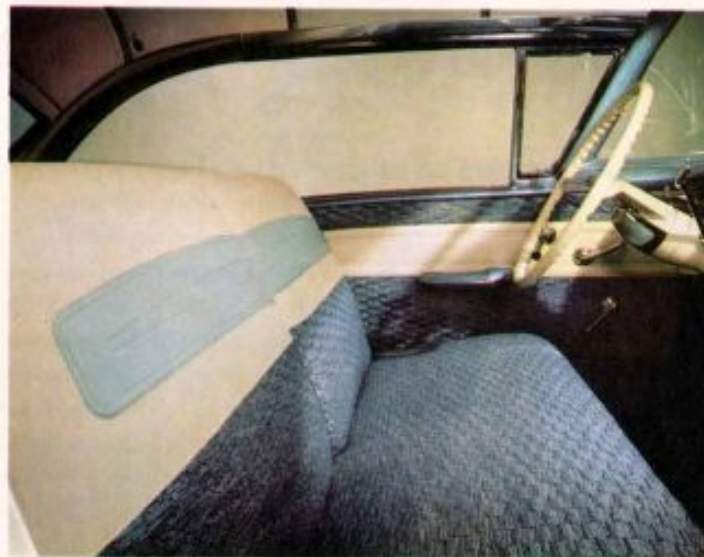
*Luxurious New* **FASHION-FLAIR INTERIORS**

Enter a wide and wonderful world of rich fabrics and deep-pile carpeting . . . luxuriate in a new and exciting concept of color harmony, fashioned with a design flair that makes *you* the center of attraction! New Airweave Fabrics, with their individual "pillows of air", bring you wonderful new comfort in any kind of weather. There's refinement and good taste everywhere . . . plus Safety-Plate Glass *all around* to give you an added measure of visibility and protection. And the new Strut-Mounted Instrument Panel supplies a smart finishing touch to Oldsmobile's Fashion-flair Interiors. Here is luxury befitting the most distinguished occasion!





**SUPER 88 HOLIDAY SEDAN**—Highlighting the Super 88's many luxury appointments are rich deep-pile carpeting, Star-Lite Headliner, Airweave Fabrics in four beautiful colors and four fashionable interior trim combinations. All in excellent good taste!



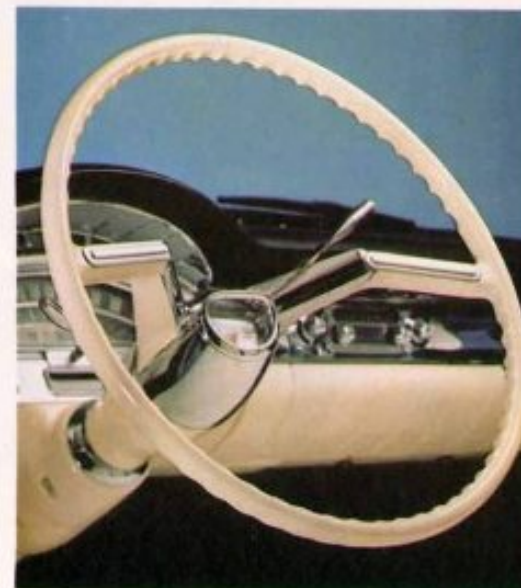
**DYNAMIC 88 HOLIDAY COUPE**—A subtle thread of silver weaves its way through a new patterned fabric behind a wide range of basic colors and blending Moroccan bolsters in the Dynamic 88 Holiday Coupe. Optional aluminum side rails and new Star-Lite Headliner add beauty.



**NINETY-EIGHT CONVERTIBLE**—Here, indeed, is the ultimate in interior excellence. Craftsmanship is evident everywhere. Hand-buffed, glove-soft leather, brushed aluminum trim, foam-backed carpets, and color-coordinated door paneling lend an exciting air.



**NEW STRUT-MOUNTED INSTRUMENT PANEL** provides a whole new outlook from Oldsmobile's front seat for '58! It features easy-to-see, easy-to-reach conveniences for driver and passengers. Brand new latticed vanity shelf keeps objects placed on the dash from falling.



**NEW SAFETY-VEE STEERING WHEEL** gives driver full and instant view of important operating dials, gauges and speedometer. New horn buttons are located for easy thumb operation, without moving hands from the steering wheel.



*The Most Revolutionary Advancement In Riding Comfort Since They Put Air In Tires . . .*

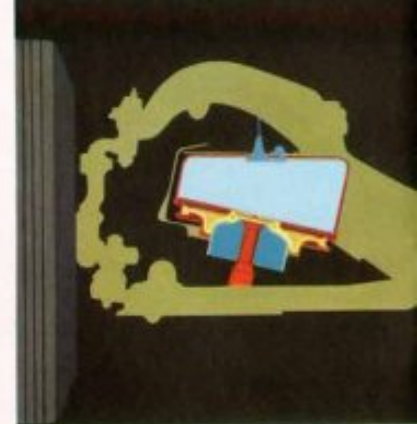
## **OLDSMOBILE NEW-MATIC RIDE**

**...A True Air Suspension!**

Oldsmobile opens a wonderful new world of smooth-riding comfort with New-Matic Ride—a *true* air suspension! New-Matic Ride, an exclusive "closed system," operates continually and automatically, keeping the car and passengers on a completely level plane at all times. No matter how big the load or how rough the road, your 1958 Oldsmobile with New-Matic Ride looks as sleek, low and level as the day it was designed. In addition, Olds engineers have developed a new Four-Link Drive that eliminates rear-end "squat" when accelerating . . . cuts side-sway to a minimum! Force of acceleration no longer "winds up" springs, pulling

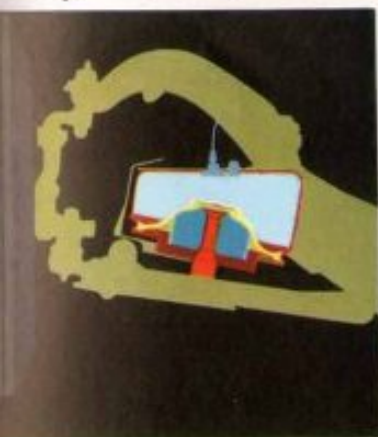
car body down. Instead, drive force is transmitted to the frame through a solid link, giving on-the-level starts. You'll discover that New-Matic Ride lends new dimensions to the meaning of comfort and luxury. This super-smooth ride stems from the unique advantages of Oldsmobile air chamber design. Where most coil and leaf springs offer resistance at a constant rate, no matter how severe the jounce, New-Matic Ride's Air Chamber acts as a variable-rate spring. The *bigger the bump, the greater the resistance . . .* and the result is the smoothest, quietest ride you've ever known, no matter how rough the road!

Four air springs, one at each wheel, form the basis of Oldsmobile's New-Matic Ride. This cross-section view shows the air chamber design in light blue. The piston, shown in dark blue, is in normal position, as on a smooth road. The car wheel at this point is on level ground.



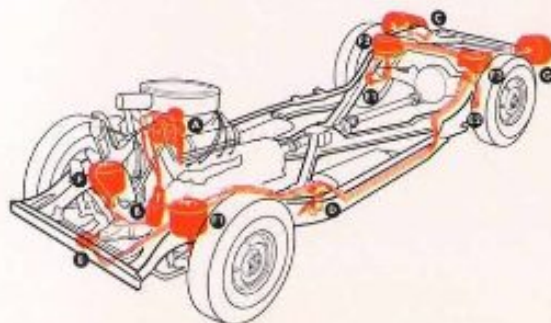


As the car wheel rises over a bump in the road, the piston is pushed up. The diaphragm expands, giving the compressed air more surface on which to press . . . and, therefore, more total resistance to the bump. Thus, despite the wheel's position, the body rides smooth and level.



**Oldsmobile's New-Matic Ride brings you quiet, comfortable riding like you've never had before!**

Engine-operated air-compressor **A** sends air under pressure through oil separator **B** for cleaning and filtering-out dirt, oil and moisture. Air is then piped to high pressure tank **C** from where it is metered through elevator valve **D** to leveling valves **E** **E1** **E2** and thus to each of four air chambers, one at each wheel. As air is exhausted from air chambers **F** **F1** **F2** and **F3**, it is stored in low pressure tank **G** where it is kept dry and clean for immediate use when any or all air chambers require it. Oldsmobile's exclusive "closed system" stores and re-uses carefully filtered air . . . eliminating the problem of dirt and excessive moisture entering the system. In addition, a manually operated height-control valve enables the driver to raise the car body as much as four inches, whenever special circumstances require.



*Car unloaded: rests in a level plane at design height.*



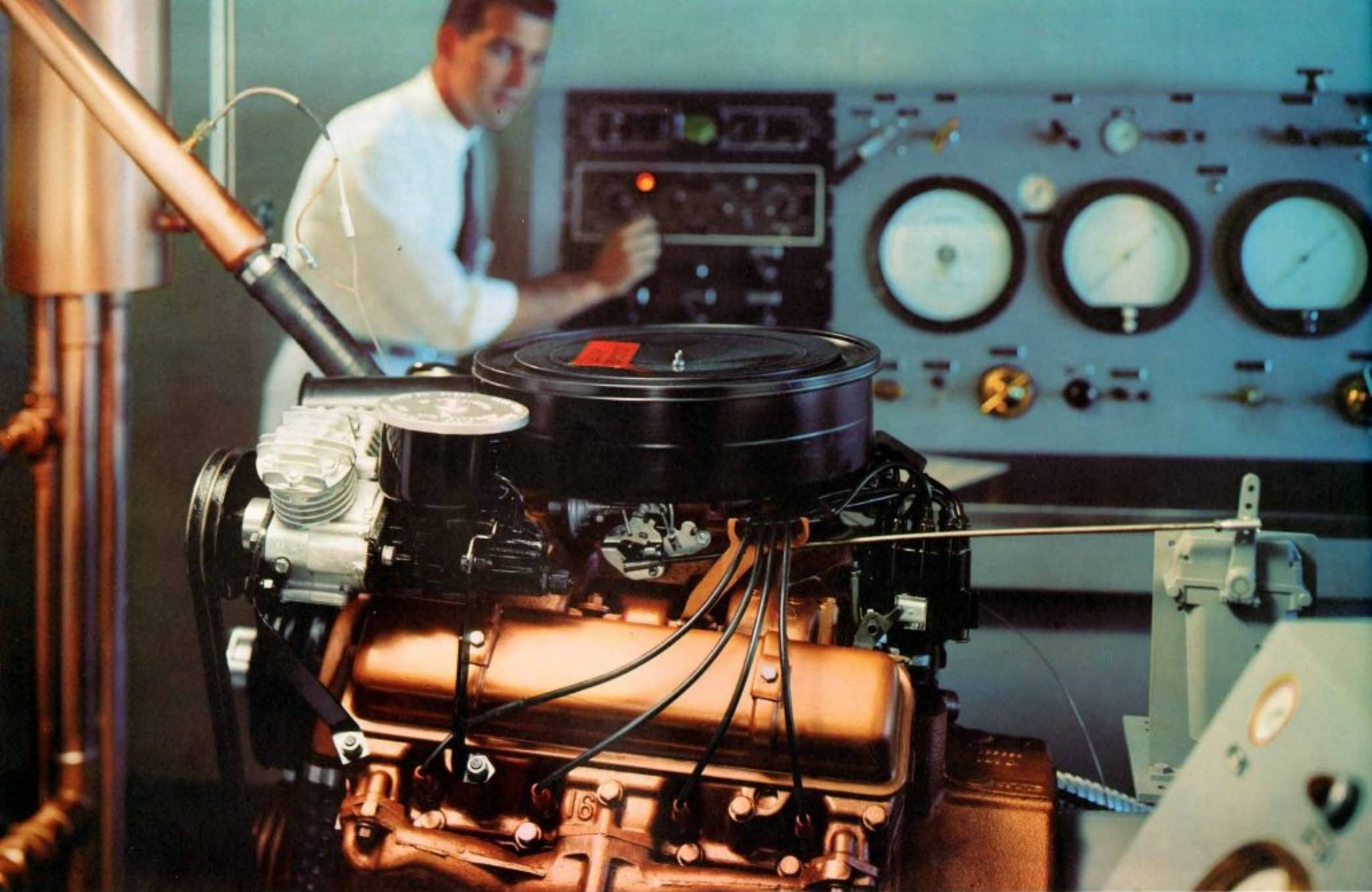
*Car loaded: New-Matic Ride automatically brings car's body back to its normal position, regardless of whether the car is heavily loaded on one side, or is equally loaded.*



## NEW WIDE-STANCE CHASSIS

Oldsmobile's rugged Wide-Stance Chassis provides the most stable, solid ride you've ever experienced! Heavier construction and wider spring base form a solid foundation for your motor-ing comfort and safety. Pivot-Poise Front Suspension gives a combination of performance benefits that add new meaning to *OLDSmobility*. Ball and socket pivots keep friction at a minimum . . . make handling easier than ever. And new Counter-Dive insures "heads-up" stopping by counteracting over 60% of the car's tendency to nosedive when brakes are applied.





**EXHAUSTIVE TESTS, OVER 3,000,000 OLDS OWNERS PROVE CONCLUSIVELY . . . THERE'S STILL NOTHING LIKE THE ROCKET ENGINE!**

Over the past decade, Oldsmobile's Rocket Engine has become the most famous engine on the American road. In that time, over 3,000,000 Rocket Engines have been built . . . their outstanding success has made the name Oldsmobile synonymous with the highest standards of performance and dependability. Behind the proven success of the great Rocket Engine lie the most demanding specifications, and the most painstaking inspections in the automotive industry. Each dimension of every piston, rod, valve and camshaft is electronically checked to verify that it is within the

predetermined design tolerances . . . some as precise as  $2/10,000$  of an inch. Piston pins are inspected in a completely weatherized room, which maintains constant temperature and humidity. Once assembled, each and every Rocket Engine must pass a thirteen-minute running check at speeds from 850 to 2,500 rpm's. Every minute adjustment is verified, and all water and oil seals are examined for leaks under operating conditions. The result of such exacting specifications is the best performing, most trouble-free engine ever! Road-test the Rocket . . . and see for yourself!



# Great New Rocket Engines Provide the Power for **OLDSmobility**

**... Plus the Greatest Improvement  
In Fuel Economy In Oldsmobile's  
60 Years Of Engineering Leadership!**

Olds does it again! The engineering ingenuity that has made the Rocket America's most famous engine, brings you important new advances in high-compression power! More efficient than ever, the new Rockets feature enlarged intake manifold ports and new cam lobes, which open valves sooner and wider. The resultant freer breathing boosts performance to new highs! And the newly-perfected 2- and 4-barrel carburetors with larger diameter air passages will give the conservative driver greatly improved fuel economy. The secret of the Rocket's greatness is a basic design so sound that it has led the way for almost a decade. With slight modifications, the Rocket Engine has been able to take full advantage of modern developments in high-octane fuels and advanced metallurgy. Three million Olds Owners prove that the Rocket Engine has passed the test of time with flying colors. And the proof is in the running . . . there's still nothing like a Rocket for performance, economy and dependability!



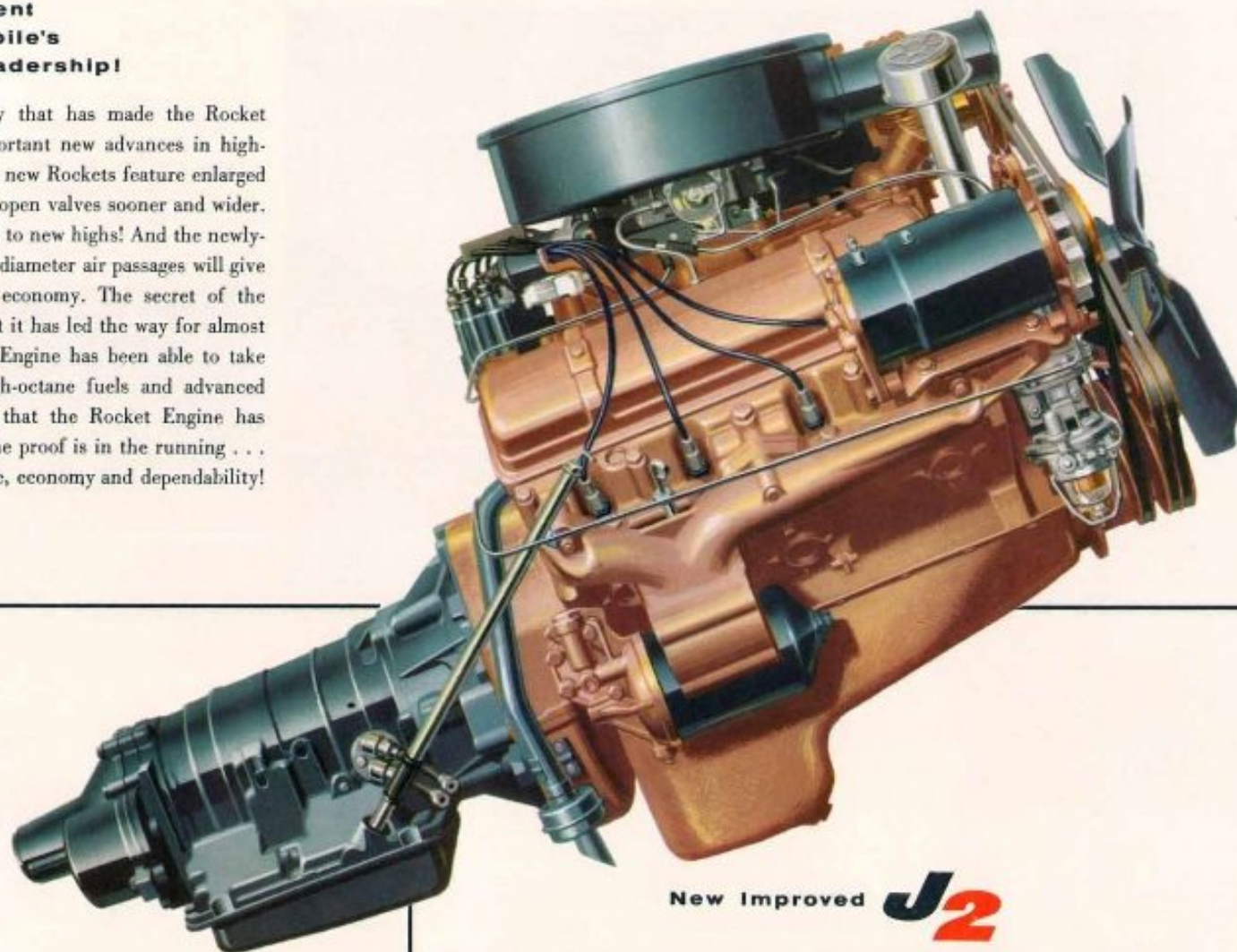
**New Smooth-as-Silk**

## **JETAWAY**

**Features Improved**

**Cold Weather Performance!**

New Jetaway Hydra-Matic smooths out the shifts in cold weather driving! Thermostatic controls on the 1-2, 2-3 and 3-4 shift valves compensate for the high viscosity of cold Hydra-Matic fluid. Now, even on the most frigid morn, you can enjoy the wonderful smoothness of Oldsmobile's Jetaway!



**New Improved** **J2**

**is Like Two Rocket Engines In One!**

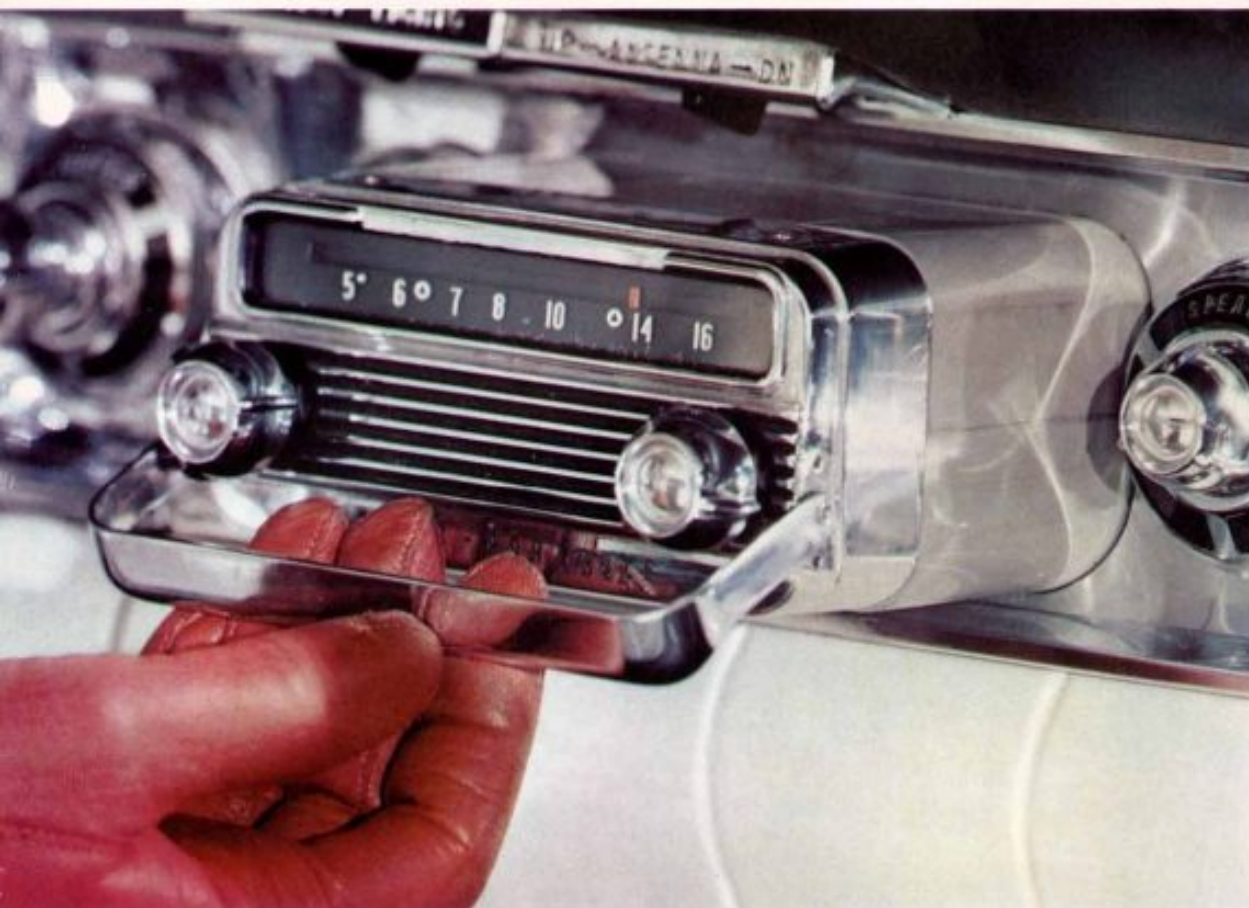


Oldsmobile's new J-2 Rocket Engine offers you economy when you want it . . . a Rocket reserve of power when you need it! At any normal cruising speed, only one of J-2's three dual-downdraft carburetors is in operation. But when you call out the reserves . . . all three carburetors jet into action—instantly!

**ENGINE DATA:** 305 h.p. Rocket Engine standard on Super 88 and Ninety-Eight Series . . . optional at extra cost on Dynamic 88. 265 h.p. Rocket Engine, with new fuel-saving ECON-O-WAY carburetor, standard on Dynamic 88 Series. J-2 Rocket with 312 h.p., optional at extra cost on all series. Compression ratio: 10 to 1 on all three series. Torque: 410 lb.-ft. on Ninety-Eight and Super 88, 390 lb.-ft. on Dynamic 88, 415 lb.-ft. in J-2 Rocket Engine.



Oldsmobile's Advanced **ACCESSORIES** Put More Pleasure in Your Driving!



Oldsmobile's versatile new Trans-Portable Radio plays a dual role . . . to give you listening pleasure wherever you go! With this new portable auto radio, you don't have to leave your music, news, or sports broadcast in the car. Anywhere you go . . . ball game, beach, or picnic . . . your light, compact Trans-Portable can go with you. Old-fashioned tubes are completely replaced by transistors, making it light as a glove and free from tube failure. To remove the radio from the car, simply grasp the recessed Hide-A-Way Handle and slide it out. It then operates on an enclosed speaker, aerial and 160-hour battery. To replace, just slip the radio into the dash opening. It automatically plugs into the car's electrical system, speaker and antennae. Although easy for you to take along, your Trans-Portable is safe from the possibility of theft. It comes equipped with its own lock and key. When in place, the Trans-Portable latches inside the glove compartment. For *double protection*, lock both radio and glove box.

*Music, music wherever you go with*

Oldsmobile's New  
**"TRANS-PORTABLE"**  
**RADIO**



When the Trans-Portable is removed, a spring-loaded, stainless steel panel swings down to cover the cove. Even when radio is out, no opening shows, and the dash retains its trim good looks.

Enjoy music with your football . . . keep track of scores and other games. For this, and dozens of other occasions throughout the year, your Trans-Portable will be a treasured possession.

**NEW DE LUXE RADIO**



Oldsmobile's long range, five-tube De Luxe Radio features convenient push-button selectors. Transistor-equipped, uses low-voltage tubes. Super De Luxe Radio, with Wonder Bar station selector, is also available.

**NEW BI-PHONIC SPEAKER SYSTEM**



An advanced Olds option that gives you complete control over both front and rear speakers. Allows you to fill the car with sound, dial any mixture you please, by simply twisting the Bi-Phonic knob on the radio.







### NEW AUTRONIC-EYE

Redesigned to be even more attractive on the dash, the Autronic-Eye now has a manual sensitivity adjustment. You can now control how soon it dims your lights for oncoming cars and make adjustments for inclement weather. In snow, you can compensate for the tendency of the Autronic-Eye to dim lights from reflection.



### NEW 1958 DUAL-RANGE POWER HEATER

With Olds-pioneered push-button controls, you get instant heating at a finger's touch. And for 1958, Olds provides you with the most efficient, easy-to-operate heating and ventilating system in the automotive industry. The new Dual-Range Power Heater gives you either quick, direct heat for cold weather starts . . . or indirect, evenly controlled heat throughout the passenger compartment. New "defrost" switch gives two-speed defrosting.



### NEW SAFETY SENTINEL

Oldsmobile's new speed-warning device can help you to safer motoring. Just set the Safety Sentinel at the speed limit, and forget about keeping a constant eye on the speedometer. If you exceed the speed setting, an orange light goes on and the warning buzzer sounds until speed is reduced. Oldsmobile's Safety Sentinel is another aid to safe driving.

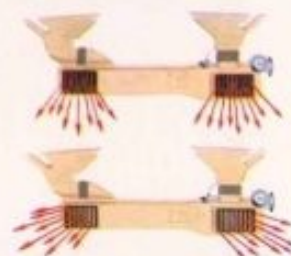


**SAFETY  
SENTINEL...**  
on the  
look-out for  
your  
safety



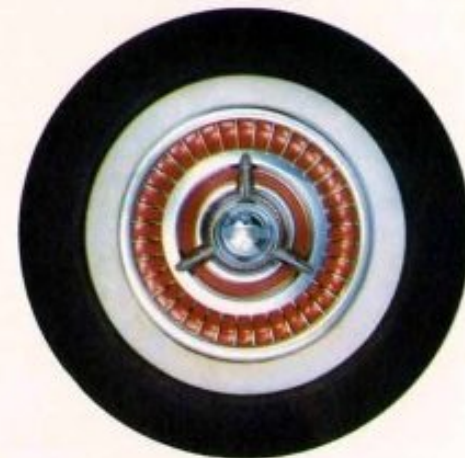
### NEW COLOR-ACCENT WHEEL DISCS

Sparkling colors highlight the gleaming chrome of Oldsmobile's new Color-Accent Wheel Discs. An extra-value option, they carry "Mobile Look" Styling right down to the ground. Your choice of five shades to match or complement bright new body colors.



### OLDSMOBILE'S NEW AIR CONDITIONING

What a way to go when the thermometer soars! Just the flick of a finger and, in a matter of seconds, your car is flooded with cool, dry air. A new compressor with 40% greater capacity gives much improved cooling at low car and engine speeds. And, there are no uncomfortable drafts with Oldsmobile Air Conditioning. New center-located adjustable ducts allow you to direct cool air where you want it. All components are out of sight under the hood. Go places the modern air conditioned way . . . arrive cool and crisp.







**SAFETY POWER STEERING**—Oldsmobile's Safety Power Steering deserves your most careful consideration as an important accessory to your motoring pleasure and safety. It takes the strain out of heavy-traffic handling and parking . . . gives you added safety on the road! In an emergency, such as a blow-out, you have the strength of 750-lbs. hydraulic pressure helping you maintain control. And with Safety Power Steering you still retain full feel of the road.

**PEDAL-EASE POWER BRAKES**—Just the feather-light touch of toe on brake eases you to a smooth, safe stop. In fact, with Oldsmobile Power Brakes, you needn't even lift your foot to switch from gas pedal to brake pedal. King-sized Pedal-Ease control, located lower and nearer the accelerator, allows you to simply pivot your heel for almost effortless stopping.



## Oldsmobile **POWER ASSISTS** for your Convenience and Comfort

### **6-WAY POWER SEAT CONTROL**

—Select your most comfortable position with a touch of your finger! Oldsmobile's electrically operated 6-Way Power Seat Control lets you adjust the front seat forward or backward, up or down. And for the last word in driving comfort, you can tilt the seat either forward or back. It's like having a custom-made seat that's exactly right for you, all of the time!



**ALL-ELECTRIC POWER WINDOW LIFTS**—Here's a modern convenience you'll appreciate again and again. Oldsmobile Power Window Lifts completely eliminate the need to crank windows up and down. The master control panel, just to the left of the steering wheel, allows the driver to adjust any window in the car simply by pressing a button. In addition, each window has its own electric control so that passengers can also regulate the windows.







**ELECTRICALLY CONTROLLED RADIO ANTENNA**—In traffic, in rainy weather or when wintry winds are blowing, your power-operated radio antenna allows you to adjust for maximum reception without stirring from your seat. And you can drive with the antenna all the way up, yet with a flick of your finger, lower it easily and automatically whenever you desire.



**POWER-OPERATED CONVERTIBLE TOP**—Now it's easier than ever to operate your Olds Convertible Top. Handy, twin release controls operate quickly, easily; and from then on everything is automatic. Just press the activator switch, and the powerful, efficient electric motor instantly lowers the top snugly out of sight. New high-test top fabrics make for long, trouble-free convertible life... many hours of fun in the sun!

## SPECIFICATIONS



### GENERAL

**DYNAMIC 88 SERIES**—Wheelbase, 122.5" • Over-all Length, 208.2" • Over-all Width, 78.5" • Over-all Height (5-passenger load): 4-Door Sedan, 57.4"; Holiday Sedan, 57.4"; Holiday Coupe, 56.97"; Convertible Coupe, 57.46"; Fiesta, 58.10" • Tire Size, 8.50 x 14" • Shipping Weight (4-Door Sedan, approx.), 3985 lbs.

**SUPER 88 SERIES**—Wheelbase, 122.5" • Over-all Length, 208.2" • Over-all Width, 78.5" • Over-all Height (5-passenger load): 4-Door Sedan, Holiday Sedan, 57.4"; Holiday Coupe, 56.97" • Convertible Coupe, 57.46" • Fiesta, 58.10" • Tire Size, 8.50 x 14" • Shipping Weight (4-Door Sedan, approx.), 4008 lbs.

**NINETY-EIGHT SERIES**—Wheelbase, 126.5" • Over-all Length, 216.7" • Over-all Width, 78.5" • Over-all Height (5-passenger load): 4-Door Sedan and Holiday Sedan, 57.4"; Holiday Coupe, 56.97"; Convertible Coupe, 57.46" • Tire Size 8.50 x 14"; Convertible, 9.00 x 14" • Shipping Weight (4-Door Sedan, approx.), 4316 lbs.

### ENGINE

**TYPE**.....High Compression 90°-V Type; 8 Cylinders  
**HORSEPOWER**.....Dynamic 88—265 @ 4400 R.P.M.  
 Super 88 and 98—305 @ 4600 R.P.M.  
 J-2 Rocket—312 @ 4600 R.P.M.

**TAXABLE HORSEPOWER**.....51

**TORQUE (Lb.-Ft.)**.....Dynamic 88—390 @ 2400 R.P.M.  
 Super 88 and 98—410 @ 2800 R.P.M.  
 J-2 Rocket—415 @ 2800 R.P.M.

**COMPRESSION RATIO**.....10 to 1

**BORE AND STROKE**.....4" x 3 1/4"

**PISTON DISPLACEMENT**.....371 Cubic Inches

**PISTONS (Auto-Thermic type)**.....Aluminum

**CARBURETOR**.....Dynamic 88—ECON-O-WAY  
 Super 88 and 98—Quadri-Jet  
 J-2 Rocket—3 Two-barrel

**VALVES**.....Overhead; Hydraulic Lifters

**COOLING SYSTEM (Capacity, with heater)**.....21 Qts.

**LUBRICATION SYSTEM**.....Full Pressure, 4-Qt. Capacity  
 (5-Qts. with Oil Filter)

**ELECTRICAL SYSTEM**.....12-Volt

### CHASSIS

**FRAME**.....I-Beam, with X-Center-Member and 5 Cross-Members

**FRONT SUSPENSION**.....Pivot-Poise, with Counter-Dive; Independent Coil Springs; Direct-Acting Shock Absorbers; Stabilizer Bar

**REAR SUSPENSION**.....58" x 2 1/4" Leaf Springs; Outboard-Mounted, Direct-Acting Shock Absorbers

**BRAKES**.....Super-Hydraulic; 191.7-Sq. In. Lining Area; Pedal-Operated Parking Brake; Power Brakes Standard on Ninety-Eight Series, Optional on other Series.

**TRANSMISSION**.....Synchro-Mesh, Standard on Dynamic 88 and Super 88 Series.

**JETAWAY HYDRA-MATIC DRIVE**.....Standard on Ninety-Eight Series; Optional on other Series.

**STEERING**.....Dual Center-Control, Recirculating Ball-Nut Gear, Power Steering Standard on Ninety-Eight Series; Optional on other Series.

**STEERING TURNING CIRCLE (DIAM.)**.....Dynamic 88 and Super 88—42 Ft.; Ninety-Eight—43 Ft.

**REAR AXLE**.....Semi-floating; Hypoid Gears

**NEW-MATIC RIDE**....."Closed System" design with four air springs and automatic self-leveling feature; extra large high-pressure storage tank. Front stabilizer bar, rubber-mounted. Four-Link rear drive. Direct double-acting shock absorbers at all wheels.

New-Matic Ride, Dual-Range Power Heater, Radio, Bi-Phonic Speaker System, Safety Sentinel, 6-Way and 4-Way Electric Power Seat Controls, Autronic-Eye, Air Conditioning, Electrically Controlled Radio Antenna, White Sidewall Tires and all accessories described are optional at extra cost.

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OLDSMOBILE