

Heads Up!

HERE IS

OLDSMOBILE

FOR '53



A GENERAL MOTORS VALUE

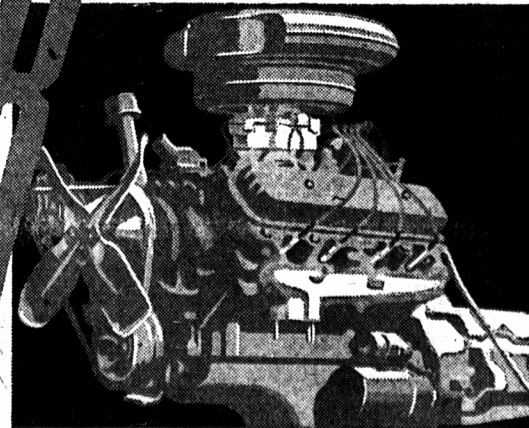


...WITH A
THRILLING
NEW



SUPER

CLASSIC



AND A NEW 1953
"ROCKET"!

Hold fast! Hold tight! Hold the presses! Hold everything until you see the headline cars for '53! They're Oldsmobile's sensational Rocket "88" and Classic "98" with a great new lineup of stellar "power" features! A magnificent new "Rocket" engine... a higher-powered, higher compression, higher-voltage "Rocket" Engine to top them all! New Pedal Ease Power Brakes*... with a low, light-pressure pedal for safer, faster, 40% easier stops! New Power Styling... long, graceful lines—bold new front end—brilliant chrome trim... all inspired by the flashing performance of the "Rocket"! Oldsmobile Power Steering* helps you park, turn, manoeuvre with 80% less effort, leaves you in full command! Hydra Matic Super

Drive* for the quickest, surest delivery of "Rocket" Engine power! New Power Ride Chassis—rigid, rugged, more durable than ever for new smoothness and roadability! Frigidaire Car Conditioning* on the Classic "98"... true air conditioning in an automobile, cool comfort in the hottest weather! Autronic Eye*... a new measure of safety and convenience for night driving! Luxurious new interiors—foam rubber Custom-Lounge Cushions*—modern, squared-off seat backs—new instrument panel! Plus the widest selection of colours, inside and out, in Oldsmobile history! All in all, they're the "BIG FEATURE" cars of the year... Rocket "88" and Classic "98" Oldsmobiles for 1953! They're on display... in our showroom today!

*Optional at extra cost

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