

THE NEW ROCKETS ARE HERE... BRINGING YOU

OLDSmobility



...THE NEW WAY OF GOING PLACES IN THE ROCKET AGE!



New Four-Beam Headlamps increase driving safety, reduce glare. Lo-lites (outside beams) give 30 feet more visibility. Hi-lites (all four beams) give more light in an improved pattern.

FOR 1958...OLDSMOBILE CREATES A NEW CLASS OF CARS!

Introducing New-Matic Ride* (a true air suspension) and a host of exclusive new features for your comfort, safety and convenience



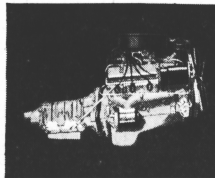
With New-Matic ride, you're really riding on air! Four rugged rubber-nylon air cushions replace steel springs! You always ride on the level, too... adjustment to road and load is automatic!



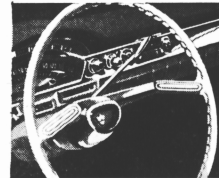
With New-Matic Ride each wheel is cushioned in air, keeping car on a level plane, regardless of load or road!

In the 1958 Oldsmobile you'll find most everything you've ever wanted in a motorcar—outstanding styling; smart, tasteful design; delightful new features; alert new Rocket Engine performance; supreme comfort; daring new colors and fabrics. And most important of all, you'll find real down-to-earth operating economy! As never before, Oldsmobile for '58 gives you true big-car size, comfort and handling, big-car smartness—combined with budget-car thrift. Once you Rocket-Test the '58 Olds, you'll know for sure, that from its sophisticated Four-Beam Headlamps to its sparkling Twin-Blade rear-fender styling—it's the biggest value in Oldsmobile's 60 history-making years!

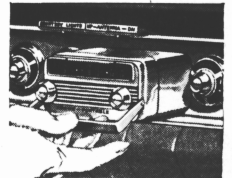
*Optional at extra cost.



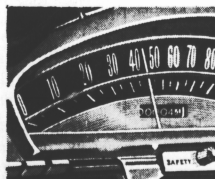
New, more efficient Rocket Engine gives you outstanding performance. Remarkable improvements in carburetion offer you a marked advance in fuel economy, too! Try it today!



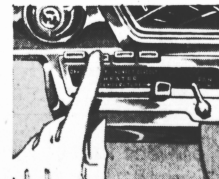
New Safety-Vac Steering Wheel—offers new, deep-recessed, twin-spoke design. Horn buttons are handily located on wheel spokes. Standard on Ninety-Eight, Super-88 series.



New Trans-Portable Radio* serves as your regular car radio, but can also be unlocked and used as a lightweight, 160-hour battery-powered, transistor portable.



New Safety Sentinel* set at any desired speed, lets you know with light and buzzer when you've reached that speed limit. It mints your speed while you mind the road!



Dual-Range Power Heater* delivers the exact amount of heat or ventilation exactly where and when you want it. Olds-pioneered push-button controls are a miracle of convenience!

- DYNAMIC 88
- SUPER 88
- NINETY-EIGHT

16 Models
to choose from!

Oldsmobile for '58 introduces a panorama of subtle pastel finishes, stunning new fabrics and interior trims...new and exquisite appointments to delight the eye.

NOW ON DISPLAY...AT YOUR AUTHORIZED OLDSMOBILE QUALITY DEALER'S
DOWD MOTORS LIMITED