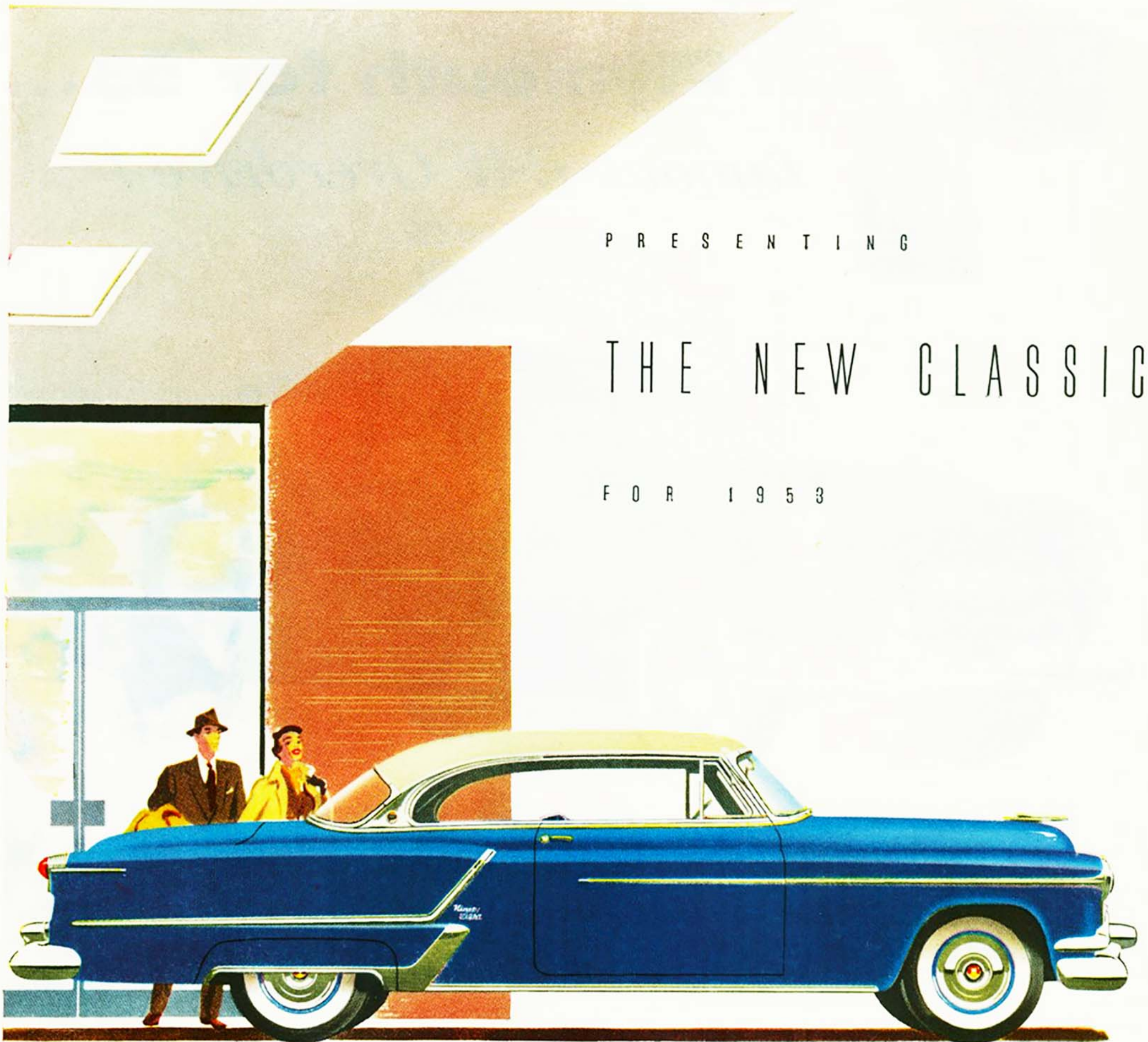


P R E S E N T I N G

THE NEW CLASSIC

F O R 1 9 5 3



Car illustrated above: Ninety-Eight Holiday Coupé. New Super "88" for 1953 also now on display at your dealer's. A General Motors Value.

Ladies and gentlemen, here is Oldsmobile's candidate for the best-looking, best-driving car of all for 1953. It's the glamorous new Ninety-Eight—the last word in "Rocket" engineering and Classic styling. That distinctive, long rear deck is balanced by a new, longer "power" hood. The front-end is new, more dramatic. The chrome trim is new, more distinctive. The whole silhouette is new, more exciting. Interiors have been enhanced and "entranced" by new upholsteries and Custom-Lounge Cushions*. Even the "Rocket" Engine is NEW—with higher power (165 hp.), higher compression (8 to 1), higher voltage (12-volt ignition). There's a new Power-Ride Chassis, new Pedal-Ease Power Brakes*, Power Steering*, and even Frigidaire Car Conditioning*! See the *new* Classic—the new *Ninety-Eight*—now on display at your Oldsmobile dealer's.

*Optional at extra cost.

"ROCKET"
ENGINE

OLDSMOBILE

Ninety-Eight