

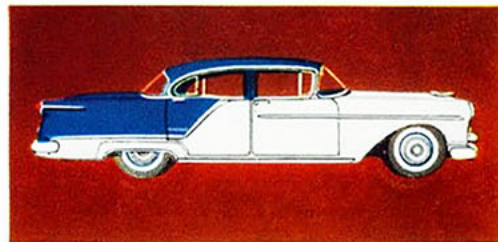
ANOTHER

FIRST

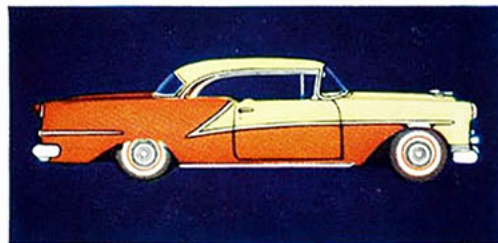
FROM

OLDSMOBILE . . .

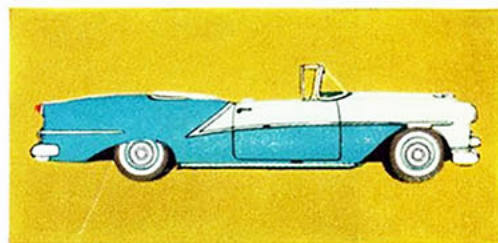
Color styling that's fresh, distinctive . . . *color styling* with a fashion flair! Here you see some of the two-tone treatments that make the Oldsmobile "88s", Super "88s" and Ninety-Eights so *different—so dazzling!* And with this wide choice of combinations, you can express your personality by color-designing your own car. But color is only one of the features that separate the "Rockets" from the rest. New Body by Fisher with long, low-level silhouette! Panoramic windshield, sweep-cut fenders and doors . . . a dashing new "sports-car" look! Plus all the advanced power features*, including the mightiest "Rocket" Engine ever built! Come see the new color styles . . . come ride the most popular Oldsmobiles ever built—the "Rockets" for '54! *Available at extra cost



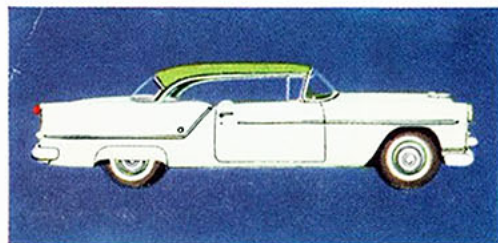
TWO-TONING



THAT'S TAILORED

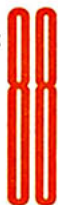


TO YOUR TASTE



NOW IN THE

Dramatic new two-tone color treatment—made famous in the colorful "Dream Car" Ninety-Eight!



Super "88" 4-Door Sedan. A General Motors Value.

WORLD'S RECORD "ROCKET"

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