

out in front with a new "go-ahead" look!

In the Oldsmobile Super "88" are the marks of motion . . . vigorous lines that set the stage for masterful "Rocket" performance. It's the new "Go-Ahead" look!

See it in the panoramic windshield, new hooded headlights—in the sweep-cut lines of fender and body, in pure-luxury interiors . . . in fact, everywhere!









Oldsmobile demands attention . . . coming your way with its massive new grille . . . or showing fleet "heels" to the crowd! There's an immediate impression of newness, leadership! Inside you'll happily discover equal distinction. It's not a matter of searching out the new in the 1955 Oldsmobile . . . you can't miss it!

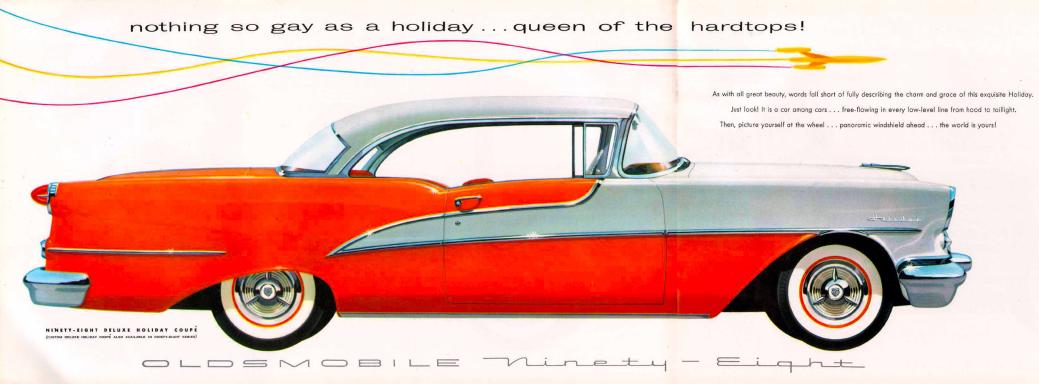


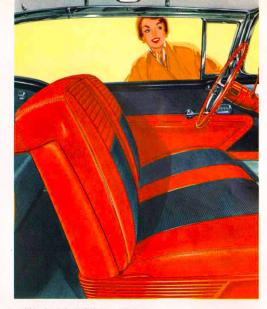




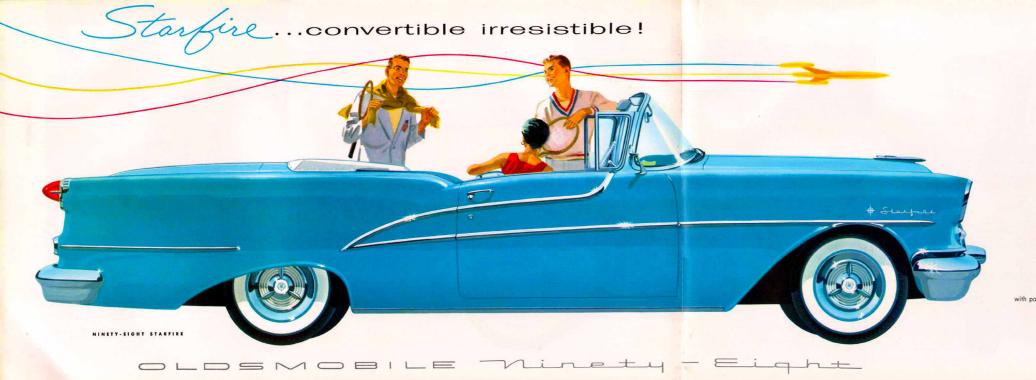








Take a generous helping of genuine hand-buffed leather . . . odd color-rich, mylon fabrics . . . the sure hand of the master designer and craftsman . . then a touch of the jeweler's art to enhance the functional design of the Safety-Padded instrument panel. Result a creation of beauty and confort —the screenly lovely interior of Oldsmobile's Niner-Faigh De Luxe Holiday.





The new "Go-Ahead" look takes to sports attire in Starffre—Oldsmobile's "showpiece" for '55!

It fairly sings of action . . . in the smooth symphony of winged color toning, blending
with panoramic windshield, sweep-cut body and fenders—to give the long, low-level Oldsmobile flair.

Equally spectacular interiors feature contrasting hand-buffed leather. And there's

power to match . . . with the new "Rocket" 202 Engine making short work of every mile!





Beauty and luxury extend through and through the Oldsmobile "88"
. . . in smart new fabrics, attractive appointments, sparkling trim.

colorful . . . beautiful . . . "rocket" power, too!

Thrilling in beauty . . . outstanding in valuel
Oldsmobile's "88" for '55 gives you
full measure of the things you want in an
automobile. And at a surprising
low price, you command a "Rocket" Engine
that delivers 185 high-compression horsepower.*

OLDSMOBILE



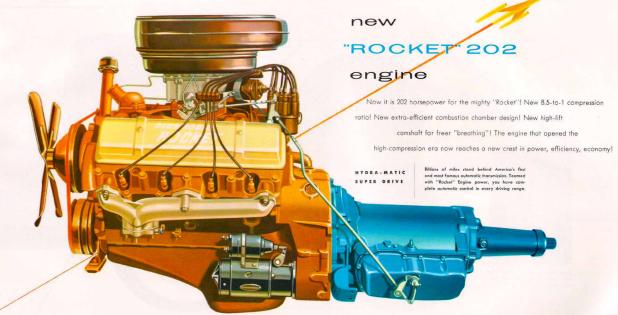




"88" FOUR-DOOR SEDAN

"88" TWO-DOOR SEDAN

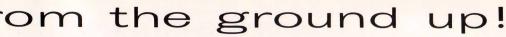




new "rocket ride"... right from the ground up!

NEW DIRECT-ACTING FRONT SHOCK ABSORBERS

NEW FRONT SUSPENSION

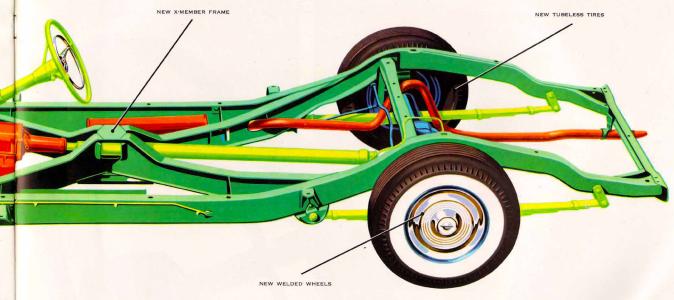






Every byway smooth as a highwayl New front suspension irons out road wrinkles-adds to riding comfort!

Exact balance and low center of gravity are secrets of the "Rocket Ride." You flow through curves...with dual center-control steering at work! There's a solid, geared-tothe-road stability that tells of 6-point suspension. Stops are arrow-straight when you call on the super hydraulic brakes. At every rugged point...the Oldsmobile chassis is precision-matched to "Rocket" Engine power.



NEW NEEDLE BEARINGS IN STEERING GEAR

power, power at your command! Easy does it! That's the good word in Oldsmobile for '55. Every known power assist is available to increase your pleasure and cut the work of driving. No wonder it's so much fun to own an Olds!

everywhere...

NEW SAFETY POWER STEERING Oldsmobile Safety Power Steering takes the fight out of driving. Steering effort is reduced 80% without loss of "feel" of the road. Turn and park with finger-tip ease . . . swing surely around highway

curves . . . guard against sudden emergencies!



NEW PEDAL-EASE POWER BRAKES Like magic, Oldsmobile's Pedal-Ease Power Brakes turn "foot-weight" pressure into dynamic stopping power. With almost identical-height brake and accelerator, you swing from "go" to "stop" without lifting your heel. Your heel is cradled in a new rest packet to prevent slipping. Braking vacuum power is retained by a special valve when engine is

off. You've never known surer stopping . . . and work is cut 40%!



NEW POWER ANTENNA

Adjust radio antenna for best reception in city or country without leaving the driver's seat. New hydraulic control gives speedy adjustment, new all-weather convenience.

NEW 4-WAY POWER SEAT CONTROL Move forward . . . move back . . . move up or down-electrically! New 4-Way Electric Power Seat Control gives instant adjustment of front seat for safest, most comfortable and convenient driving position. Regardless of the driver's size, this new Oldsmobile power assist adjusts the car to his measurements, Fast-acting, all-electric operation

assures long, efficient service with little or no maintenance expense.

NEW POWER WINDOW CONTROLS For '55 Oldsmobile offers all-electric window controls. You can raise or lower any window with a touch of an individual control. The master control panel for all windows is conveniently positioned on the driver's door.





color and comfort... in tone with the times!

Oldsmobile's "flying color" styling reaches to every inch of the passenger compartment.

Deep, relaxing foam rubber cushions are upholstered in a spectrum of beautiful fabrics and leather. Deep carpets . . . jewel-like appointments . . . add to the sensation of spaciousness and graciousness in the most modern manner.

Room with a view . . . and what a view! Oldsmobile's panoramic windshield









Beauty with a job to do—that's the story of Oldsmobile's instrument panel. New control knobs, handy twin ash trays, a spacious parcel compartment . . . all at your finger tips.





OLDSMOBILE SUPER DELUXE RADIO

Automatic signal-seeking control is combined with bar and push-button selector for easy, convenient tuning. True high-fidelity performance may be made even more delightful with optional rear compartment speaker. Smart syling matches instrument panel design perfectly.

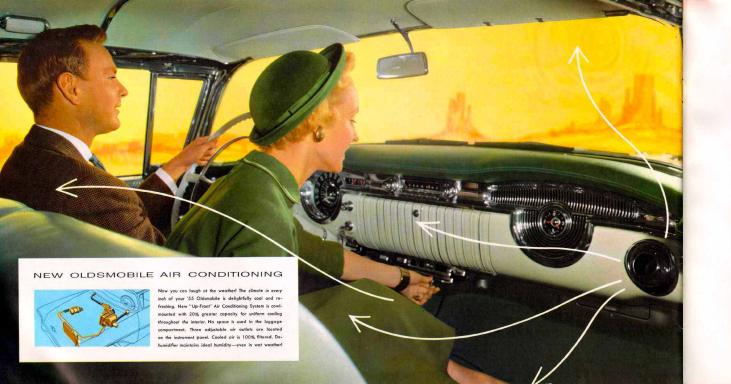
oldsmobile accessories



A UTRONIC - EYE
Safer, more convenient night driving!
Streamlined phototube picks up oncoming
lights. Automatically your headlights dim
... then go back to bright when traffic
clears. Equipped with "on-off" switch
for optional manual control when desired.







YOU'RE INVITED ... TAKE THE WHEEL!

Pictures and words, can touch outstanding highlights, but there is much

about Oldsmobile for '55 that can be told only on the road.

And here is a car with a magnificent story to tell! It's a story of power—

"Rocket" Engine power! A story of fashion-setting beauty . . .

of luxury, comfort and all-round performance. See your Oldsmobile dealer . . . take the driver's seat and judge for yourself . . . soon!



Your Oldsmobile dealer—through the facilities of GM's Training Center-offers you a highly-qualified, continuously trained service organization

... the very best service for your Oldsmobile!





NGINE	"88"	Super "88"	Ninety-Eight
уре	8-Cylinder, High-Compression 90° V-Type, Overhead Valves		
forsepower	185@ 4000 r.p.m.	202@ 4000 r.p.m.	202@ 4000 r.p.m.
axable Horsepower	48	48	48
orque (pound-feet)	320@ 2000 r.p.m.	332 <i>@</i> 2400 r.p.m.	332@ 2400 r.p.m.
compression Ratio	8.5 to 1	8.5 to 1	8.5 to 1
lore and Stroke	3% " x 3%"	3%" x 3%"	3% " x 3%"
iston Displacement (cubic inches)	324	324	324
ristons (Auto-Thermic type)	Aluminum Alloy	Aluminum Alloy	Aluminum Alloy
aive Lifters	Hydraulic	Hydraulic	Hydraulic
cooling System (capacity, with heater)	21.5 qts.	21.5 qts.	21.5 qts.
ubrication System	Full Pressure	Full Pressure	Full Pressure
lectrical System	12-volt	12-volt	12-voit
arburetor	Dual- Downdraft	Quadri-Jet	Quadri-Jet

CHASSIS Super "88" Ninety-Eight Frame I-Beam with X-Center Member and 5 Cross

Members Independent Linked Parallelogram with Coil

Front Suspension Springs: Direct-Acting Shock Absorbers: Stabi-

58" x 21/2" Leaf Springs; Angle-Mounted, Direct-Acting Shock Absorbers; Stabilizer Bar Rear Suspension Super-Hydraulic, 191.7-sq.-in. Lining Area Brakes

Transmission: Syncro-Mesh Manual Shift Standard on all models. Hydra-Matic Super Drive (Automatic) Ontional at extra cost on

Steering

all models. Dual Center-Control, Recirculating Ball Nut

Steering Turning Circle

43.0 ft.

(diameter) 42.0 ft. Semi-floating, Hypoid Gears Rear Axle

Hydra-Matic Super Drive, Safety Power Steering, Pedal-Ease Power Brakes, Power Window Controls, Four-Way Power Seat Control, Power Radio Antenna, White Sidewall Tires, and all accessories described are optional at extra cost on all models.

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Accessories, as illustrated, optional at extra cost.