

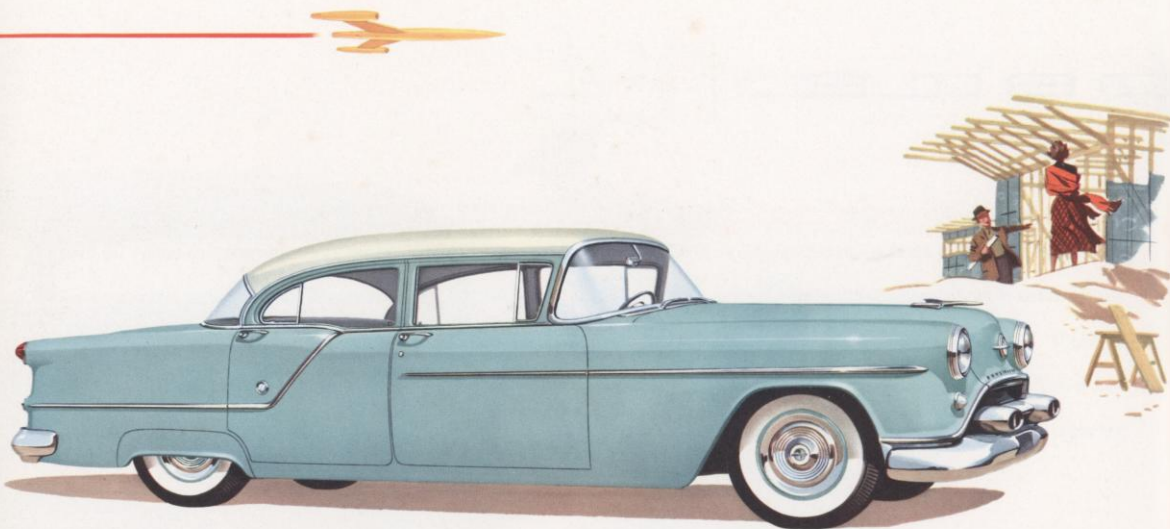


OLDSMOBILE



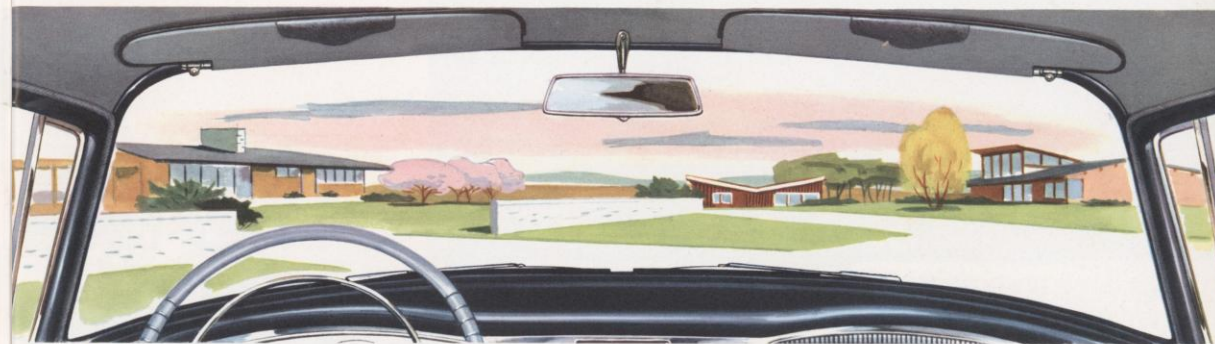
OLDSMOBILE 1954

The Dream that Couldn't Wait Shaped on Oldsmobile's drawing board many years ago . . . scheduled for completion in 1955 . . . perfected a full year in advance! This is Oldsmobile for 1954—breath-taking beauty and record-breaking performance translated into reality! The fresh, original concept of this Oldsmobile finds brilliant expression in its new lower, longer, lovelier styling. In the daring new slant of its sweep-around panoramic windshield . . . the modern magnificence of its Custom-Lounge Interiors . . . the hundreds of dramatic innovations from new "World" crest to contoured tail-light! And, to match Oldsmobile's dream-car design with power—a new 185-horsepower "Rocket" Engine! A "Rocket" that broke all records for power, dependability and economy! Oldsmobile proudly presents its greatest car of all time—one full year ahead of time!—the matchless new 1954 "Rocket" Engine Oldsmobile!



SUPER "88" 4-DOOR SEDAN

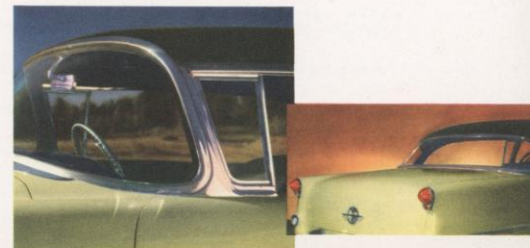
OLDSMOBILE SUPER

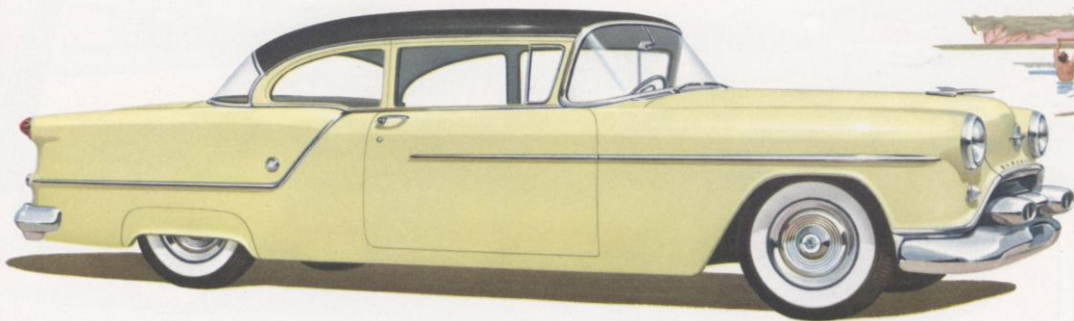


Super "88" for 1954 . . . rocketing to new highs in styling, power and luxury!

Dream-car design—glamor galore in the sweeping span of its panoramic windshield—low-level, ground-hugging silhouette—sweep-cut doors and fenders.

And a new 185-horsepower Record-Breaking "Rocket" Engine adds even more flashing action—even greater value—to this most popular power star of all Oldsmobile's famous "Rocket 8's"!

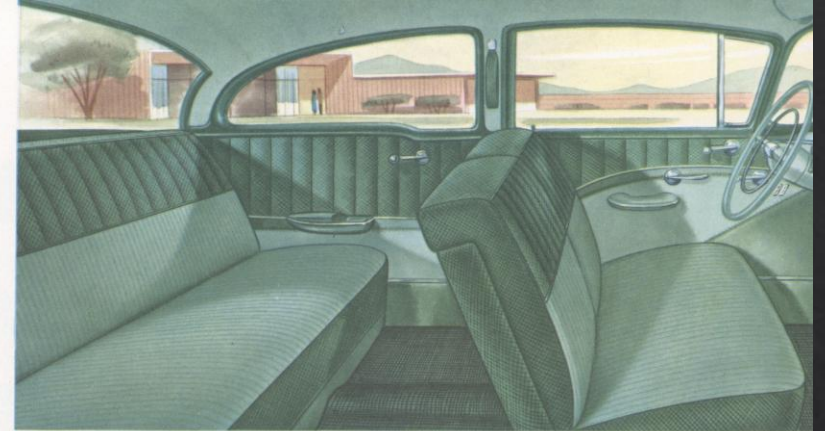




SUPER '88' 2-DOOR SEDAN

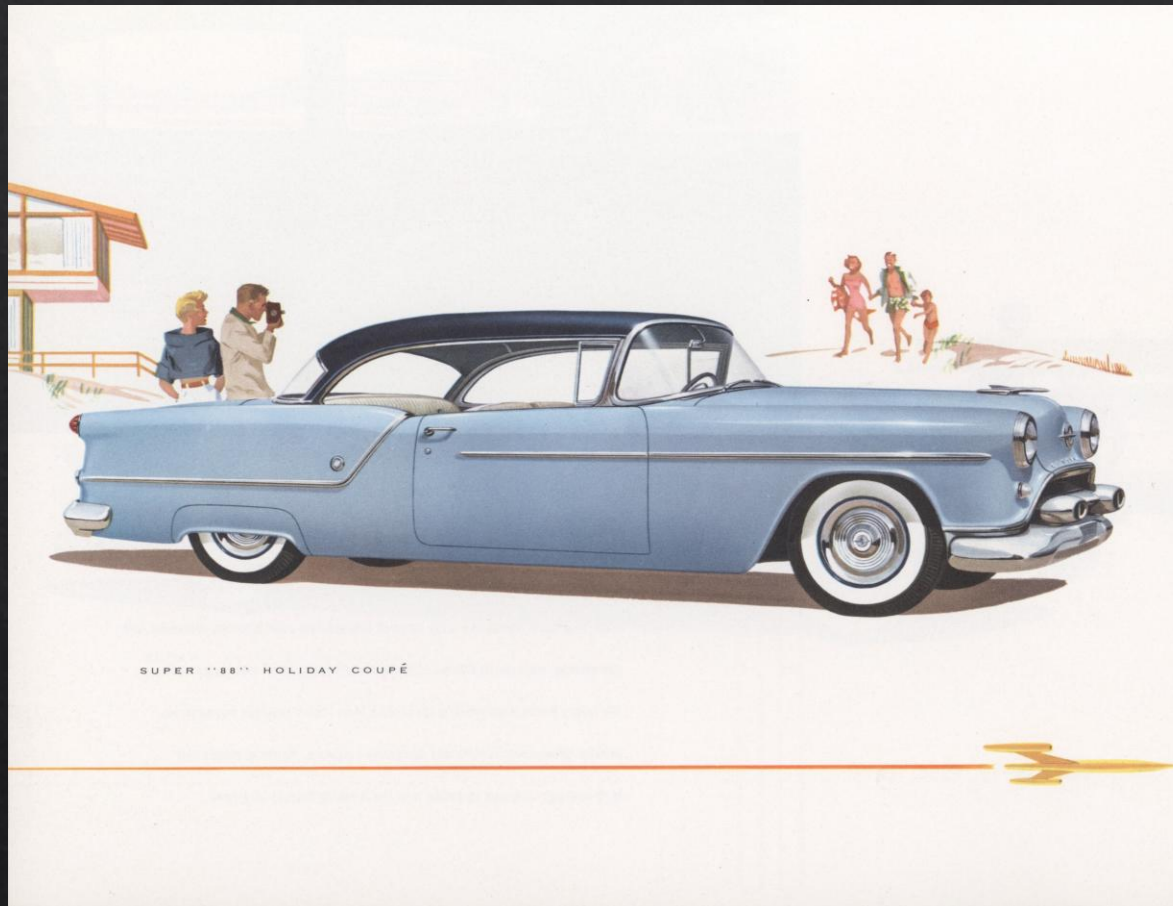


SUPER

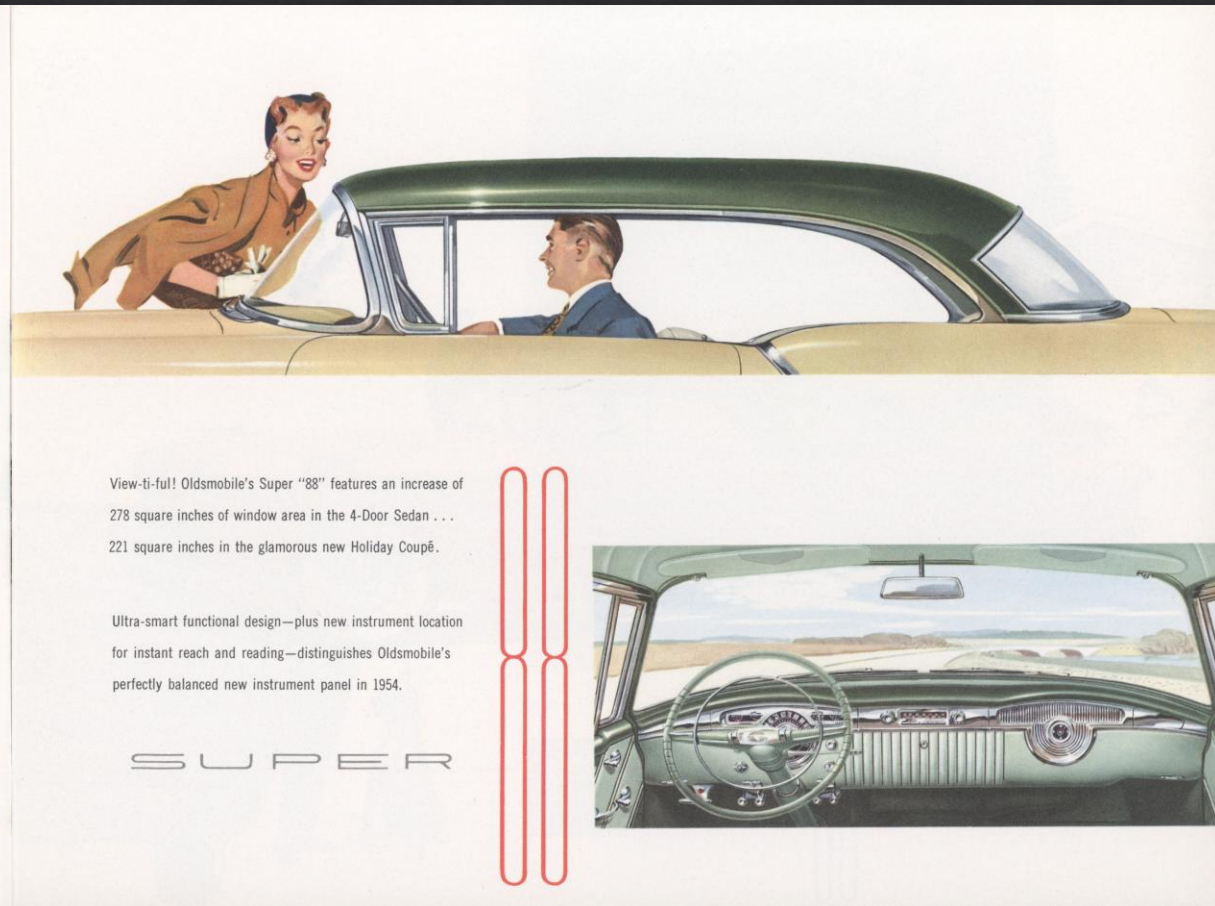


Inside, the 1954 Super "88" is an ultra-modern fashion show all by itself!

Rich, long-lived fabrics in a wide range of brilliant new color schemes harmonize with the exciting new exterior finishes. Smartly modern squared-off seat backs continue the luxury theme. Comfort abounds in thick foam rubber cushions and generous interior dimensions. Functionally handsome hardware, matching panels and long-wearing, luxurious carpeting lend the finishing touches of glamor.



SUPER "88" HOLIDAY COUPÉ



View-ti-ful! Oldsmobile's Super "88" features an increase of 278 square inches of window area in the 4-Door Sedan . . . 221 square inches in the glamorous new Holiday Coupé.

Ultra-smart functional design—plus new instrument location for instant reach and reading—distinguishes Oldsmobile's perfectly balanced new instrument panel in 1954.

SUPER



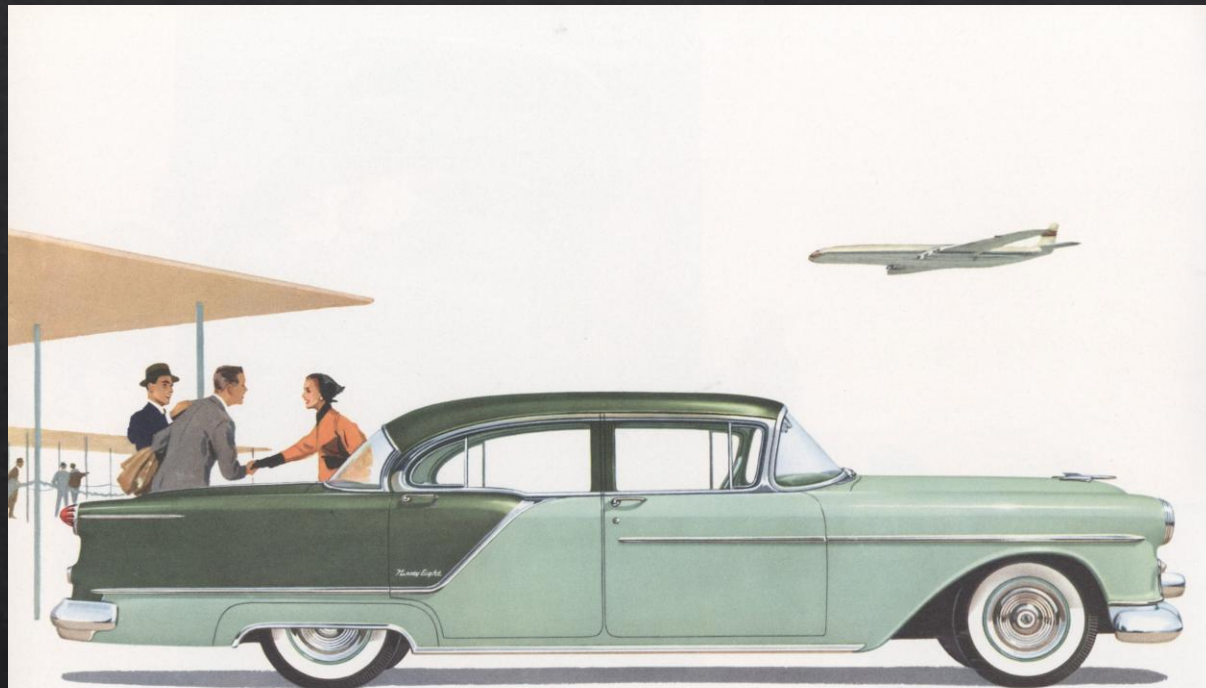


SUPER "88" CONVERTIBLE COUPÉ

SUPER

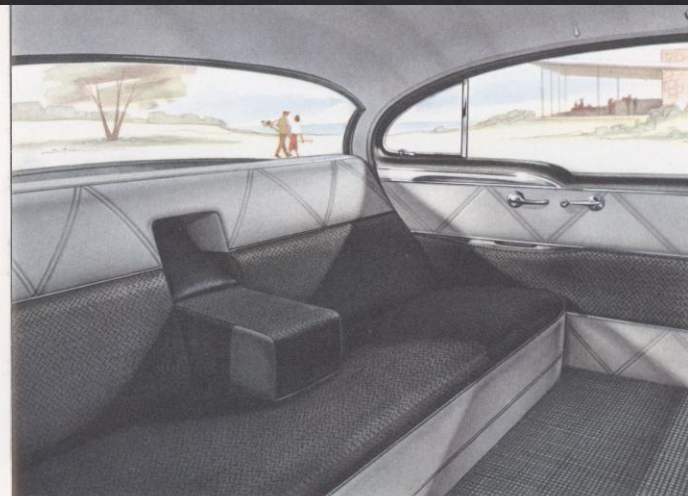


Finely tailored, deep-buffed genuine leather upholstery—in harmonizing two-tone and solid colors—lends an atmosphere of luxurious informality to the interior of Oldsmobile's 1954 Super "88" Convertible.

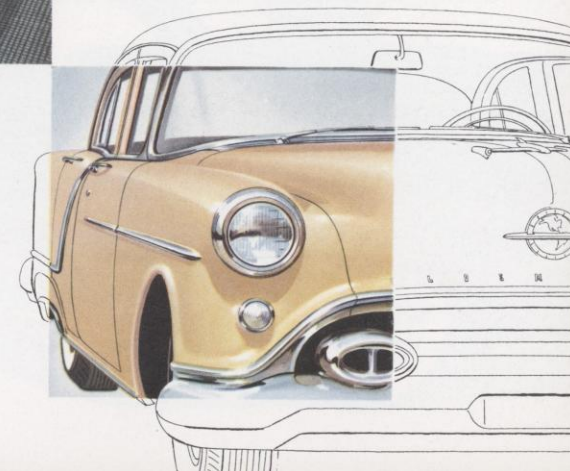


NINETY-EIGHT 4-DOOR SEDAN

OLDSMOBILE *Ninety-Eight* 



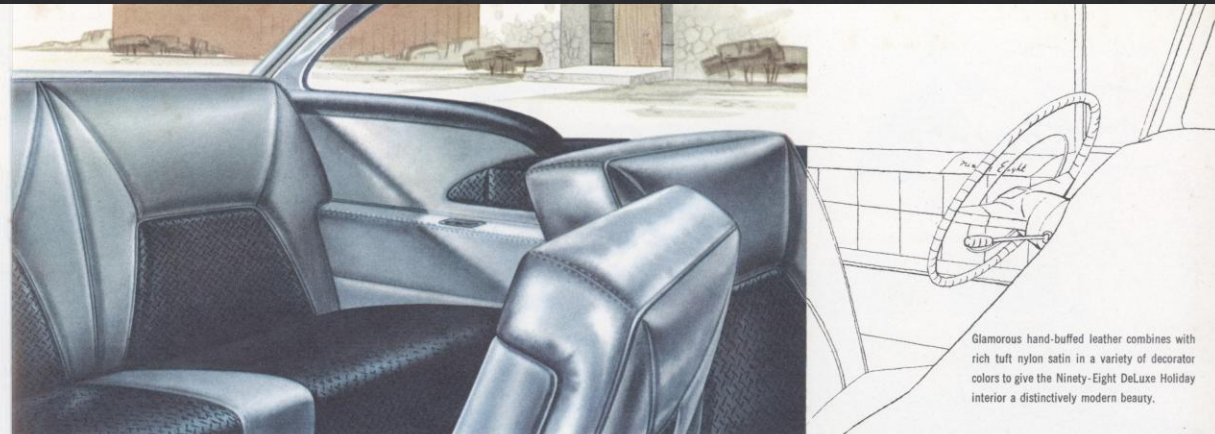
"Fine car" takes on a new meaning in the superb new Oldsmobile Classic Ninety-Eight for 1954. Four magnificent new models—breath-taking 4-Door Sedan, two gala Holiday Coupés, fabulous new Starfire—express Oldsmobile's dream car concept in enchanting variety. All are lower, longer and lovelier . . . designed with an original flair for smartness, vision and luxury . . . powered by the new World's Record "Rocket" Engine. All feature Oldsmobile's matchless array of advancements in modern power motoring.





NINETY-EIGHT DELUXE HOLIDAY COUPE (Ninety-Eight Holiday model also available in the Ninety-Eight Series)

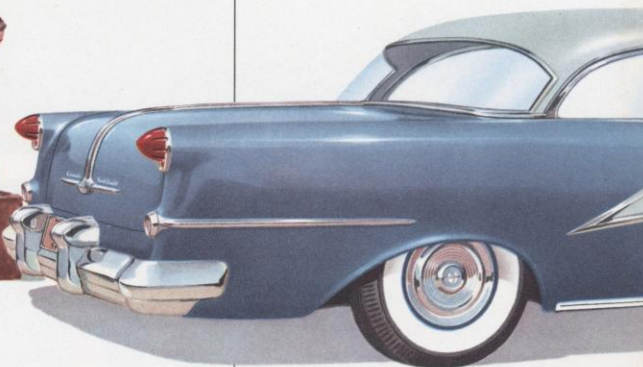
OLDSMOBILE *Ninety-Eight* 



Glamorous hand-buffed leather combines with rich tuft nylon satin in a variety of decorator colors to give the Ninety-Eight DeLuxe Holiday interior a distinctively modern beauty.

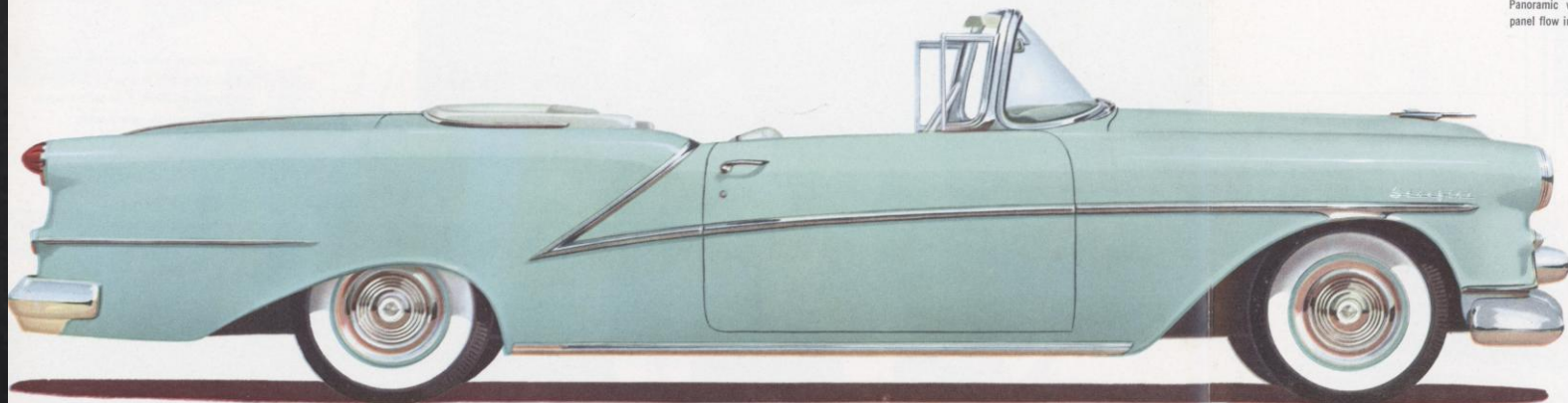


Lithe, low rear deck . . . smooth-flowing integral fenders with sweep-cut openings . . . and deeper, more massive bumpers accentuate the sporting flair of Oldsmobile's new Ninety-Eight Holiday design.



Starfire

NINETY-EIGHT



NINETY-EIGHT STARFIRE

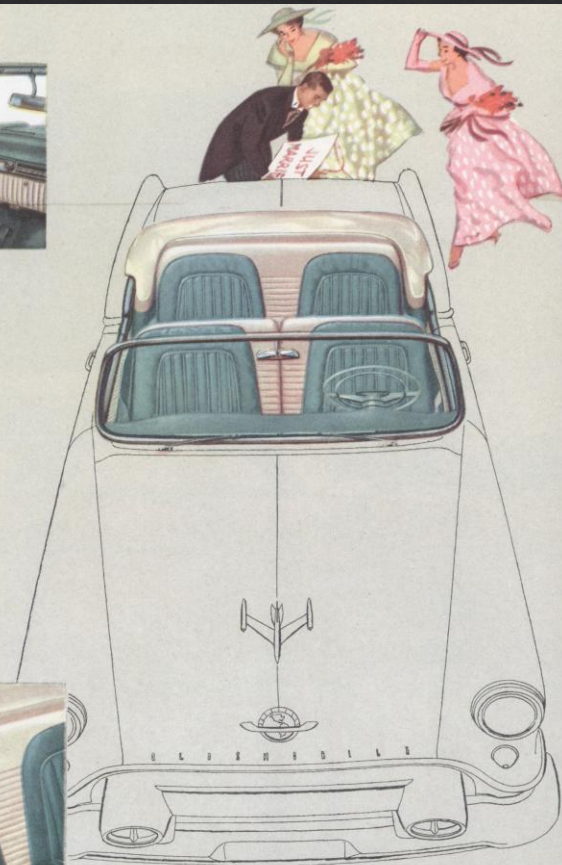
Inspired by Oldsmobile's fabulous experimental STARFIRE, the new Ninety-Eight Starfire for 1954 represents the ultimate in motor car sophistication and glamor. In Starfire's rakish, waist-high silhouette . . . its panoramic windshield that curves in one flowing wall of glass . . . the long, debonair sweep of its rear fender line . . . the surging might of its new 185-horsepower "Rocket" Engine—Starfire gives eloquent expression to all of Oldsmobile's advanced styling concepts and creative engineering leadership.



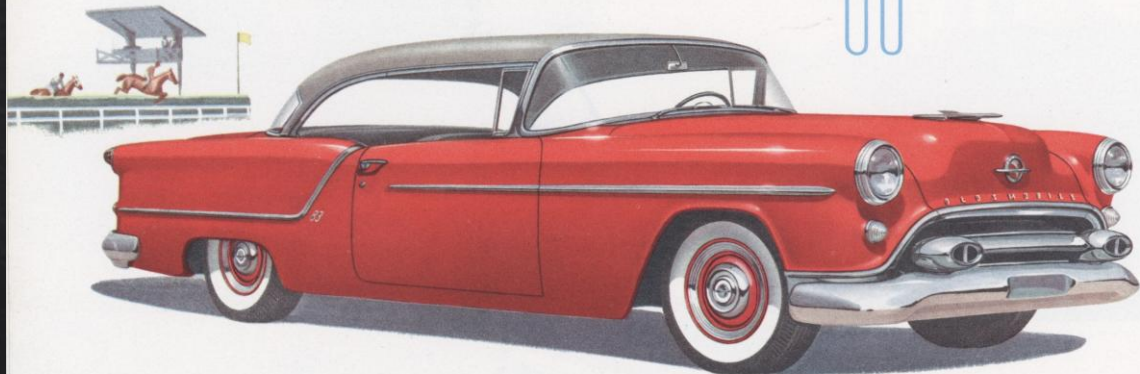
Panoramic windshield and new Safety-Padded instrument panel flow into a functional unit of striking balanced beauty.



Saddle-stitched, hand-buffed leather—in the same dramatic patterns featured in the experimental STARFIRE—accents the uniquely modern interior of the Starfire Ninety-Eight.



OLDSMOBILE



'54 HOLIDAY COUPÉ

A glamorous Holiday joins the surprisingly low-priced "88" line for 1954! Together with the spacious 4-Door Sedan and popular 2-Door Sedan, this sparkling "88" addition offers important new 1954 Oldsmobile advancements—long, low-level Dream Styling . . . new, more powerful 170-horsepower "Rocket" Engine . . . panoramic windshield . . . and a galaxy of other new "Rocket" features for unsurpassed value.



Smartly fashioned new "88" Holiday interiors feature smooth, long-wearing fabrics in a choice of three glamorous two-tone colors.

Exclusive new full-width cowl ventilator at base of panoramic windshield increases flow of fresh air into 1954 Oldsmobile for greater riding comfort.

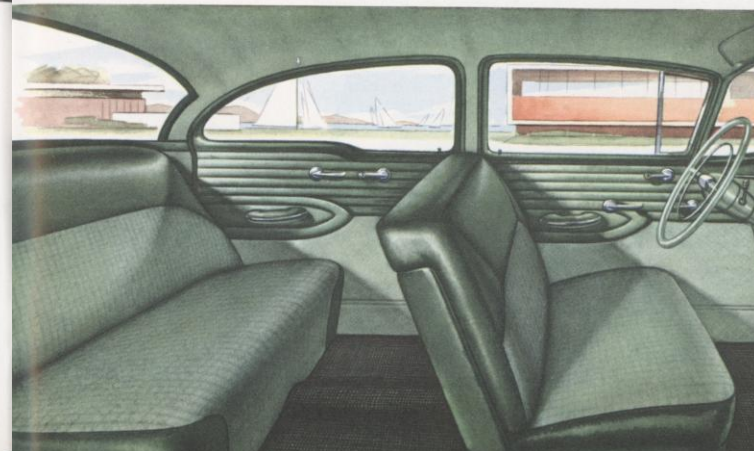




"88" 4-DOOR SEDAN



"88" 2-DOOR SEDAN

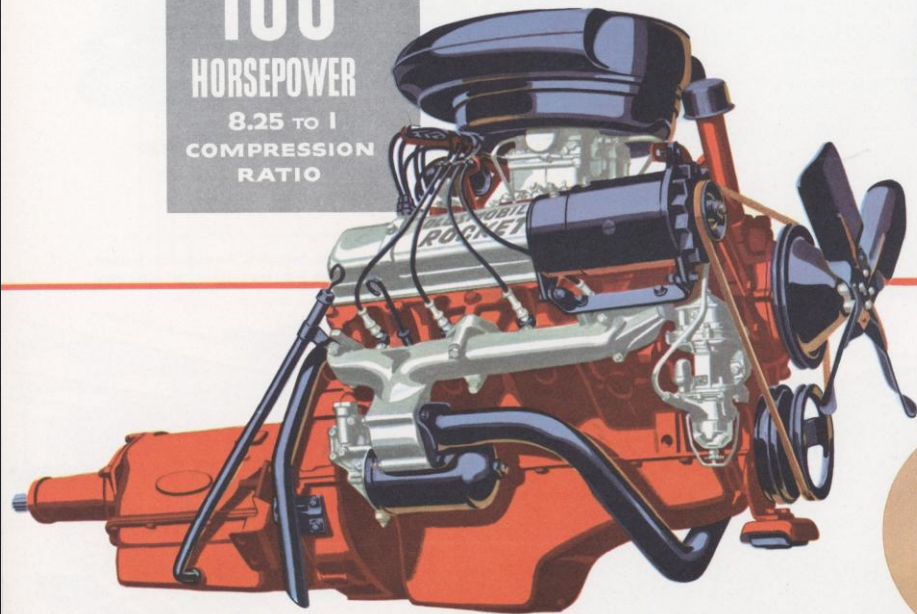


Every luxurious detail—from colorful, durable upholstery to gleaming trim—blends perfectly in the smartly tailored "88" 4-Door interior.



NEW RECORD BREAKING

185
HORSEPOWER
8.25 TO 1
COMPRESSION
RATIO



New Quadri-Jet Carburetor

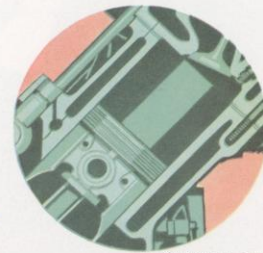


New Ignition Distributor

"ROCKET" ENGINE

... CONQUEROR OF THE CONTINENTAL DIVIDE

Oldsmobile "Rocket" Engine for 1954 sets brilliant new records for performance and economy! This all-time great "Rocket" soars to a new 185-horsepower rating with an 8.25-to-1 compression ratio; a new 324-cubic-inch displacement; a new, more efficient Quadri-Jet carburetor; new, deeper-breathing manifold ports; new fuel-saving ignition distributor —plus many more Oldsmobile engineering advances that combine record-breaking all-speed performance with record-breaking all-around economy!



New 324-Cubic-Inch Displacement



New Intake & Exhaust Manifold Ports



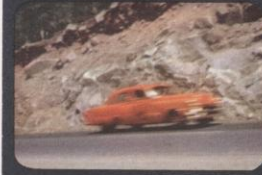
At Monarch Pass in the Colorado Rockies, special orange test car, with 1954 "Rocket" Engine in 1953 body, and blue 1953 Super "88" start 5-mile performance run.



The '54 "Rocket" flashes ahead instantly—gains speed smoothly and effortlessly even up the constant 7% grade that makes Monarch Pass one of the world's most exacting tests.



Around twisting, uphill curves, the new "Rocket" maintains its brilliant performance to outstrip even the road-ruling '53 "Rocket." At the half-way mark, it is already well in front.



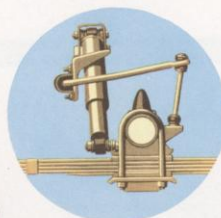
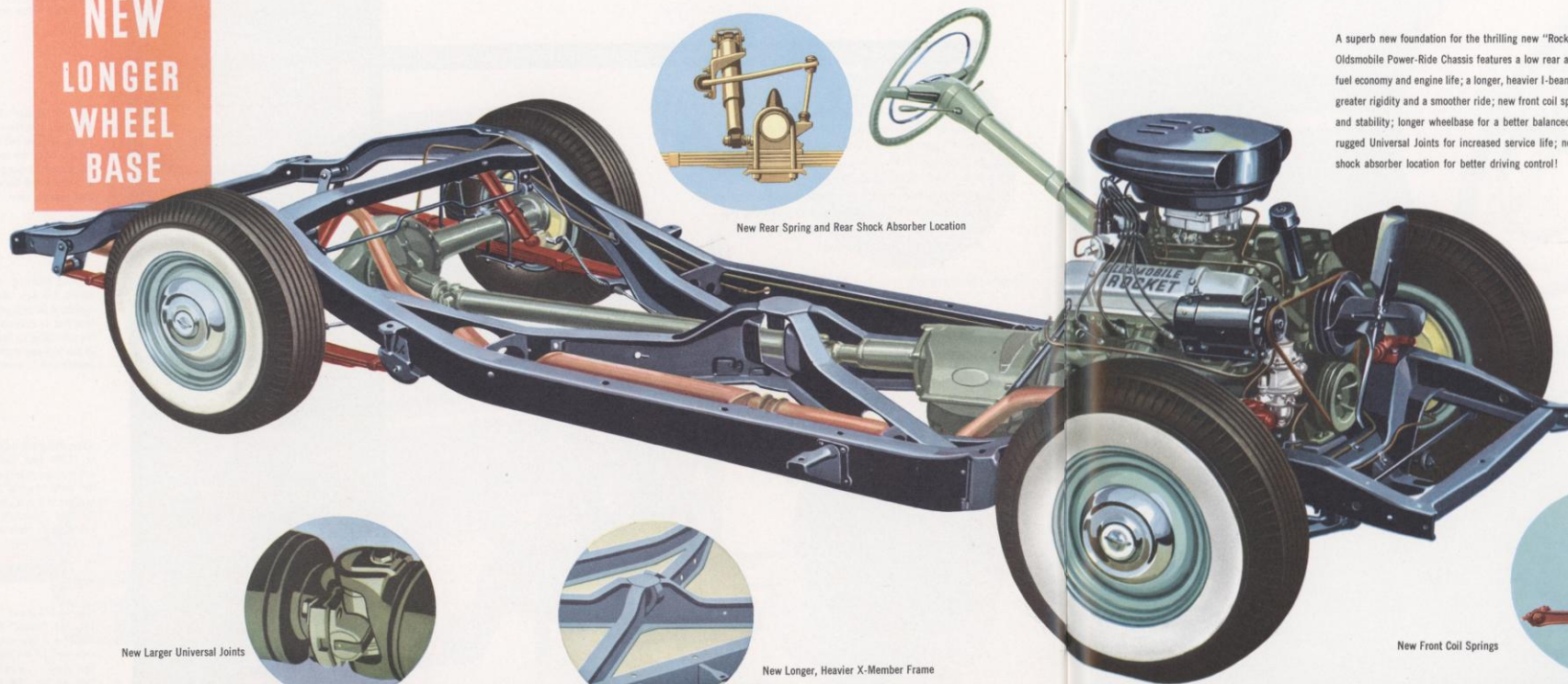
Approaching the finish line at 13,302 feet, the new power leader rockets across the "top of the world" three-quarters of a mile ahead of the 1953 Oldsmobile "88"—first by 33 seconds.



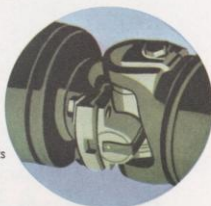
It's world's-record time! The 1954 "Rocket" Engine blazes to a new performance mark for the Monarch Pass climb... establishes itself as the New Ruling Power of the Road!

**NEW
LONGER
WHEEL
BASE**

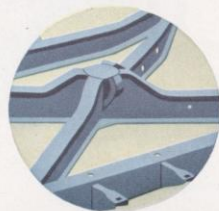
NEW POWER RIDE CHASSIS



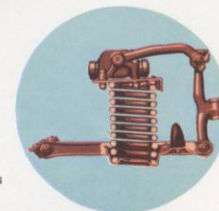
New Rear Spring and Rear Shock Absorber Location



New Larger Universal Joints



New Longer, Heavier X-Member Frame



New Front Coil Springs

...ECONOMY PROVED
AT INDIANAPOLIS
SPEEDWAY

A superb new foundation for the thrilling new "Rocket" Ride! The 1954 Oldsmobile Power-Ride Chassis features a low rear axle ratio for maximum fuel economy and engine life; a longer, heavier I-beam, X-member frame for greater rigidity and a smoother ride; new front coil springs for improved comfort and stability; longer wheelbase for a better balanced, softer ride; heavier, more rugged Universal Joints for increased service life; new rear spring and shock absorber location for better driving control!



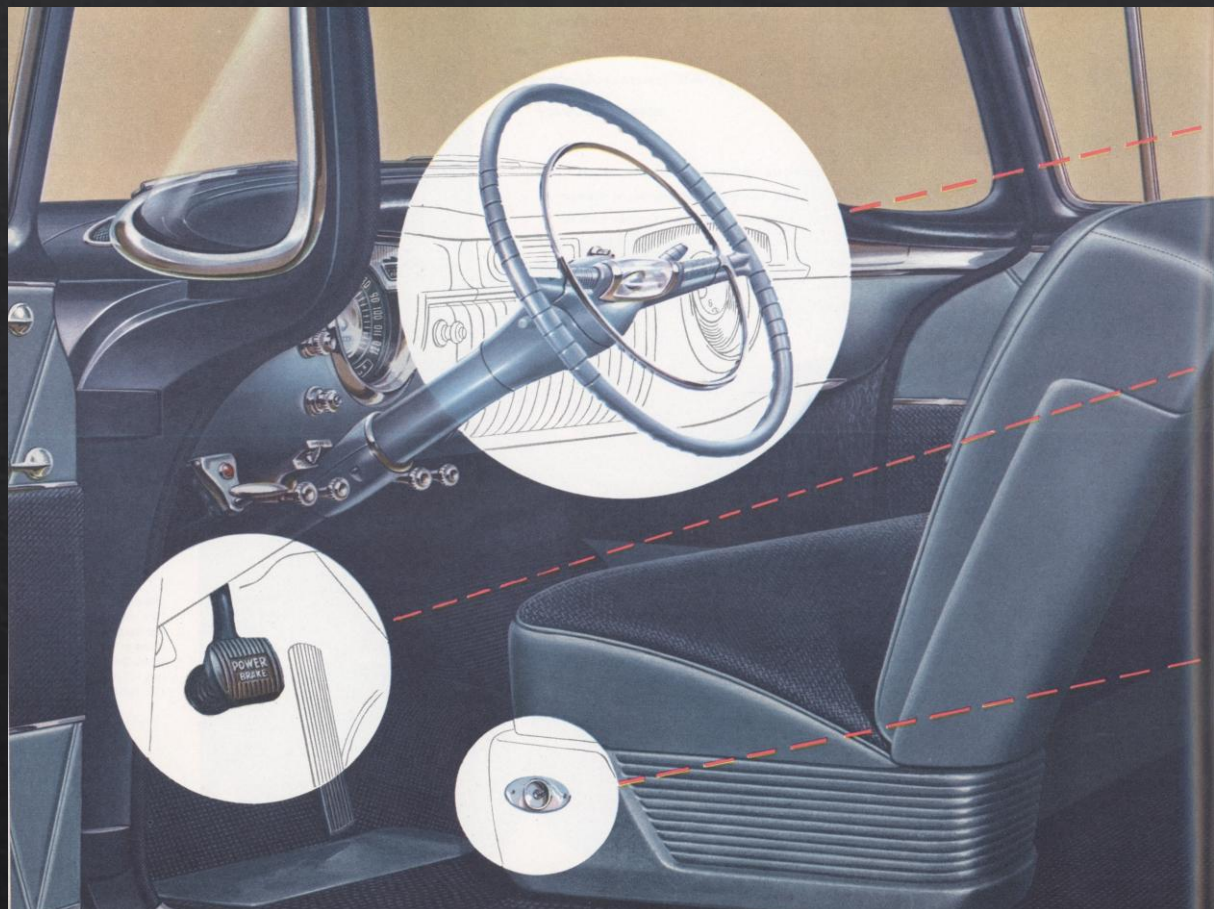
1954 "Rocket" Engine test car, with 1953 body and 3.23-to-1 axle ratio, lines up with 1953 "88" for 10,000-mile economy comparison run on Indianapolis Motor Speedway.

Night and day—at a constant speed of 60 miles per hour—the two "Rockets" sweep around the track. Drivers rotate in 4-hour shifts without stopping or slowing down the cars.

Pausing only for gas, oil, and tire rotation, the "Rockets" maintain this grueling, punishing pace for seven days and seven nights...cover an average year's driving distance!

Oldsmobile engineers carefully record every drop of fuel consumed. In 10,000 miles at mile-a-minute speed, the 1954 "Rocket" uses 10% less gasoline than 1953 model!

Only minor, routine maintenance—costing a total of \$5.20 over 10,000 miles—is required. Inspection at end of run reveals no measurable engine wear in the Record Breaking "Rocket!"



--POWER--

POWER STEERING—New Oldsmobile Safety Power Steering removes 80% of the exertion from steering . . . but always leaves the "feel" of the wheel! Permits you to park and turn with fingertip ease . . . protects you against loss of control in any emergency—even a blowout!

--POWER--

POWER BRAKES—Just a touch of your toe—and whoa! Oldsmobile's new Pedal-Ease Power Brakes let you pivot from gas to low, light pressure brake pedal—without lifting your heel! Save precious moments in emergencies . . . give swifter, safer stops with 40% less effort!

--POWER--

POWER 4-WAY SEAT CONTROL—Front seat goes up or down—forward or back—at the touch of a button! Oldsmobile's new 4-way seat control automatically provides the most comfortable seating angle for persons of any build . . . permits changes in seat position for relaxation.





First and greatest automatic transmission . . . introduced, proved and improved by Oldsmobile . . . perfect power mate for the new 1954 "World's Record Rocket" Engine! Hydra-Matic Super Drive provides three separate forward ranges . . . delivers ideal power in every driving situation.



"DRIVE" RANGE for ordinary city and country driving! Transmits "Rocket" Engine power swiftly and efficiently. Gives maximum performance from a minimum of fuel.



"SUPER" RANGE for hills! Levels the steepest grades with no strain, no downshifting. Safer, too—supplies perfect braking control on downgrades.



SPECIAL PASSING GEAR for the highway! Responds instantly with an extra flash of power . . . lets you "Rocket" ahead with complete confidence!

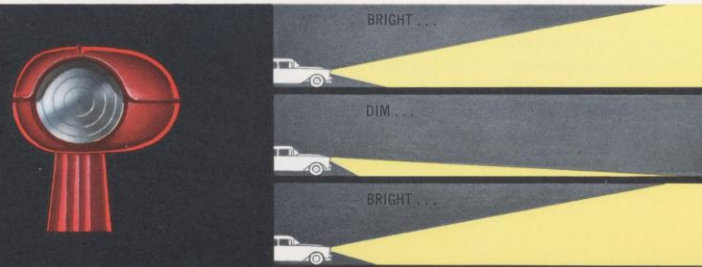
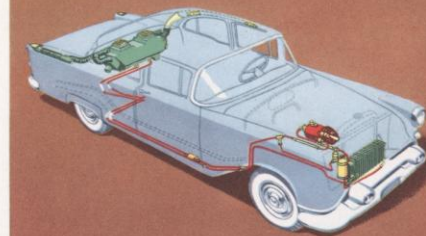


COOL DRIVING COMFORT IN THE HOTTEST WEATHER

OLDSMOBILE AIR CONDITIONING

With the new Oldsmobile Air Conditioning System, your 1954 Oldsmobile is always cool, clean and comfortable! In every respect, it is a complete air conditioning system. The compact refrigeration unit is tucked away on the trunk ledge; the condenser is located in front of the radiator; the rotary compressor, under the hood. Two flat sleeves, covered

with headlining, extend length of car above windows. Four sets of louvers in sleeves expel air evenly into car. To provide extra currents of air for individual needs, four manually adjusted air jets are located in interior corners. Two new streamlined air scoops in rear fenders and wider cooling system radiator core add even greater cooling capacity in 1954.



FOR SAFER, EASIER NIGHT DRIVING

AUTRONIC EYE AUTOMATIC HEADLIGHT CONTROL

Oldsmobile's Autronic-Eye lends modern safety and convenience to night driving, by handling the entire job of headlight control automatically! A handsome, streamlined phototube unit—mounted on the driver's side of instrument panel—picks up approaching headlight beams at precisely the right moment for safety. It passes a signal to an electronic "brain" under the hood—and lights dim instantly. When all oncoming traffic is past, Autronic-Eye automatically switches headlights back to bright.

OLDSMOBILE ACCESSORIES

NEW HIGH-CAPACITY HEATER

New Oldsmobile Condition-Air Heater combines greater fresh air intake from new full-width cowl ventilator with new high-capacity heating unit. High-level position of intake lessens possibility of exhaust fumes entering car. Handsome automatic controls are conveniently located on instrument panel for easy operation of heater, blower, air intake, and new full-width defroster outlet.

- 1 New Full-Width Cowl Air Intake below windshield scoops in outside air. High-capacity blower pulls in air even when car is stopped.
- 2 Condition-Air Unit warms air taken in, and distributes it evenly throughout interior of car.
- 3 New Full-Width Defroster Unit clears windshield on coldest days. New outlet design expels heated air across entire glass area.

OLDSMOBILE SUPER DELUXE RADIO

◀ New Oldsmobile Super DeLuxe Radio combines the automatic signal-seeking type of control with bar selector and push-button selector. Adds flexibility and convenience for easy, accurate tuning. Six tubes plus rectifier and trigger tubes produce perfect fidelity of tone. Smartly styled to match functional balanced design of new Oldsmobile instrument panel.

New Stainless Steel Wheel Discs add gleaming beauty to wheels... accent over-all glamor of 1954 Oldsmobile styling. ▶

SPECIFICATIONS

OLDSMOBILE NINETY-EIGHT

EIGHT-CYLINDER ENGINE—The "ROCKET"—Bore, 3 3/8 inches; stroke, 3 3/8 inches; displacement, 324 cubic inches. Taxable horsepower, 48. Brake horsepower, 185 at 4000 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome-flashed) and one oil-control ring. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, distributor drive gear, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Quadri-Jet down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and internal recirculation system. Ball-bearing, permanently lubricated water pump.

CLUTCH AND TRANSMISSION—Synco-Mesh Transmission with 11" single-plate semi-centrifugal dry disc clutch.

HYDRA-MATIC SUPER DRIVE—Optional at extra cost on all "98" models.

12-VOLT ELECTRICAL SYSTEM—Under-hood battery, 9-plate, 60-ampere-hour capacity. Air-cooled generator with automatic charging control. Ignition key solenoid-type starter. Unit-type Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring.

FRAME—Rigid-girder, I-beam X-Member construction with 5 cross members.

SUSPENSION—Knee-Action front suspension and 58" x 2 1/2" semi-elliptical leaf springs at rear. Front and rear stabilizer. Double-action hydraulic shock absorbers, cam and lever in front and direct-acting in rear.

POWER STEERING—Optional at extra cost on all models.

STEERING—Dual Center-Control. Recirculating ball and nut.

TIRES—Low-pressure tires, 7.60 x 15", Starfire Coupe, 8.00 x 15".

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 191.7 square inches. Front brake size, 11" x 2 1/4", rear brake size, 11" x 2".

POWER BRAKES—Optional at extra cost on all models.

WHEELBASE—126 inches. Over-all length, 214.26 inches. Over-all width, 78.26 inches.

TURNING CIRCLE DIAMETER—43 feet.

BODIES BY FISHER on all models—Body types—4-Door Sedan, DeLuxe Holiday Coupe, Holiday Coupe, Starfire Coupe.

HYDRAULIC CONTROLS—Door windows, quarter windows and 2-way horizontal seat adjuster hydraulically operated are regular equipment on the DeLuxe Holiday Coupe and Starfire Coupe models.

POWER SEAT CONTROL—Power operated 4-way seat adjuster available on all models at extra cost.

OLDSMOBILE SUPER 88

EIGHT-CYLINDER ENGINE—The "ROCKET"—Bore, 3 3/8 inches; stroke, 3 3/8 inches; displacement, 324 cubic inches. Taxable horsepower, 48. Brake horsepower, 185 at 4000 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome-flashed) and one oil-control ring. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, distributor drive gear, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Quadri-Jet down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and internal recirculation system. Ball-bearing, permanently lubricated water pump.

CLUTCH AND TRANSMISSION—Synco-Mesh Transmission with 11" single-plate semi-centrifugal dry disc clutch.

HYDRA-MATIC SUPER DRIVE—Optional at extra cost on all Super "88" models.

12-VOLT ELECTRICAL SYSTEM—Under-hood battery, 9-plate, 60-ampere-hour capacity. Air-cooled generator with automatic charging control. Ignition key solenoid-type starter. Automatic spark advance. Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring.

FRAME—Rigid-girder, I-beam X-Member type construction with 5 cross members.

SUSPENSION—Knee-Action front suspension and 58" x 2 1/2" semi-elliptical leaf springs at rear. Front and rear stabilizer. Double-action hydraulic shock absorbers, cam and lever in front and direct-acting in rear.

POWER STEERING—Optional at extra cost on all models.

STEERING—Dual Center-Control. Recirculating ball and nut.

TIRES—Low-pressure tires, 7.60 x 15".

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 191.7 square inches. Front brake size, 11" x 2 1/4", rear brake size, 11" x 2".

POWER BRAKES—Optional at extra cost on all models.

WHEELBASE—122 inches. Over-all length, 205.26 inches. Over-all width, 78.26 inches.

TURNING CIRCLE DIAMETER—42.5 feet.

BODIES BY FISHER on all models—Body types—4-Door Sedan, 2-Door Sedan, Holiday Coupe, Convertible Coupe.

POWER SEAT CONTROL—Power operated 4-way seat adjuster available on all models at extra cost.

OLDSMOBILE 88

EIGHT-CYLINDER ENGINE—The "ROCKET"—Bore, 3 3/8 inches; stroke, 3 3/8 inches; displacement, 324 cubic inches. Taxable horsepower, 48. Brake horsepower, 170 at 4000 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome-flashed) and one oil-control ring. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, distributor drive gear, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Dual down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and internal recirculation system. Ball-bearing, permanently lubricated water pump.

CLUTCH AND TRANSMISSION—Synco-Mesh Transmission with 11" single-plate semi-centrifugal dry disc clutch.

HYDRA-MATIC SUPER DRIVE—Optional at extra cost on all "88" models.

12-VOLT ELECTRICAL SYSTEM—Under-hood battery, 9-plate, 60-ampere-hour capacity. Air-cooled generator with automatic charging control. Ignition key solenoid-type starter. Automatic spark advance. Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring.

FRAME—Rigid-girder, I-beam X-Member type construction with 5 cross members.

SUSPENSION—Knee-Action front suspension and 58" x 2 1/2" semi-elliptical leaf springs at rear. Front and rear stabilizer. Double-action hydraulic shock absorbers, cam and lever in front and direct-acting in rear.

POWER STEERING—Optional at extra cost on all models.

STEERING—Dual Center-Control. Recirculating ball and nut.

TIRES—Low pressure tires, 7.60 x 15".

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 191.7 square inches. Front brake size, 11" x 2 1/4", rear brake size, 11" x 2".

POWER BRAKES—Optional at extra cost on all models.

WHEELBASE—122 inches. Over-all length, 205.26 inches. Over-all width, 78.26 inches.

TURNING CIRCLE DIAMETER—42.5 feet.

BODIES BY FISHER on all models—Body types—4-Door Sedan, 2-Door Sedan, Holiday Coupe.

POWER SEAT CONTROL—Power operated 4-way seat adjuster available on all models at extra cost.

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. LTWHD IN U.S.A.

