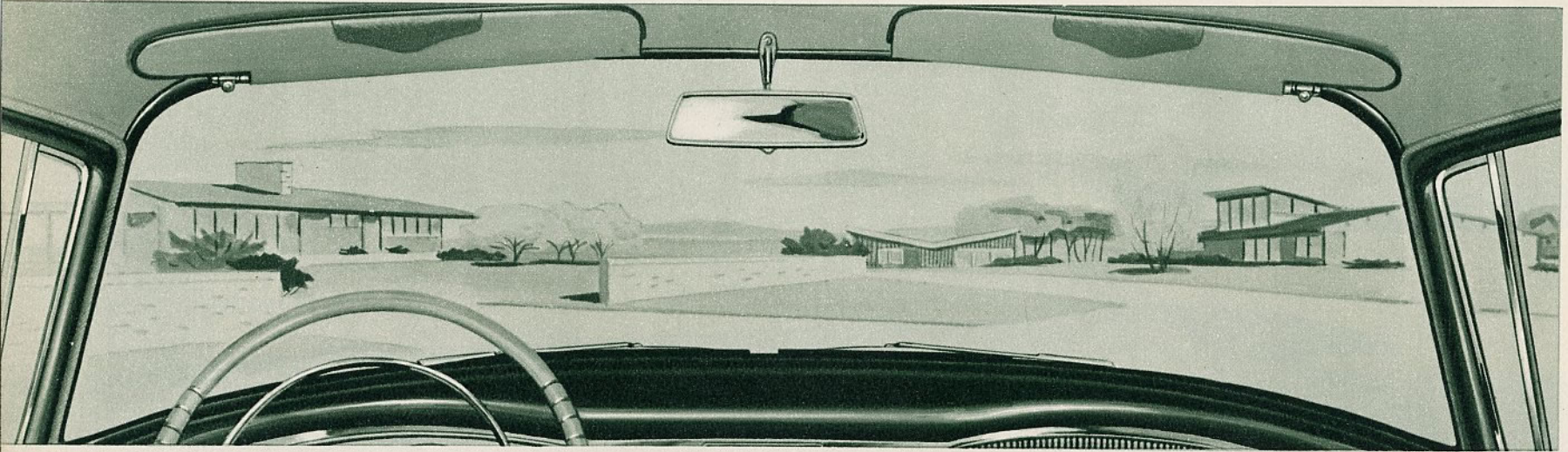
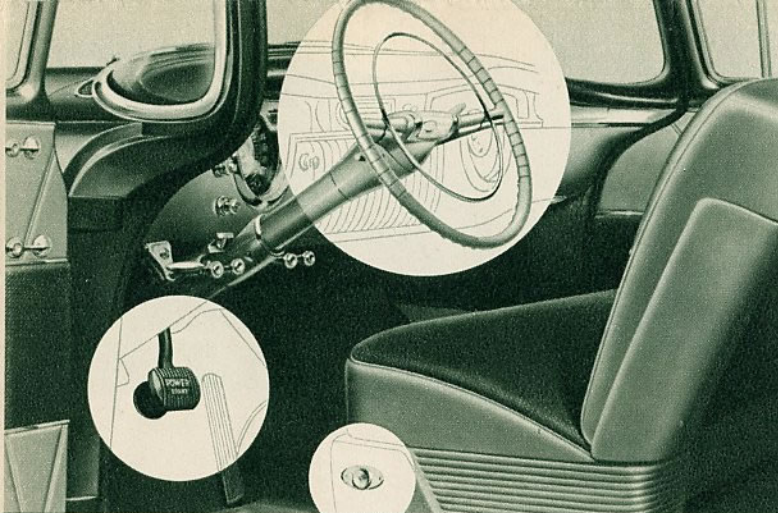


OLDSMOBILE

New Dream Car Design



There's never been a car like this new Oldsmobile for 1954! It's ultra-new from every point of view with a lower, longer, lovelier silhouette! A daring new slant to its curve-around panoramic windshield! A thrilling "sports car" flair to its new sweep-cut doors and fenders! This is truly the car of the year-ahead—with a dramatic new flair everywhere—the "In Advance" Oldsmobile for 1954!

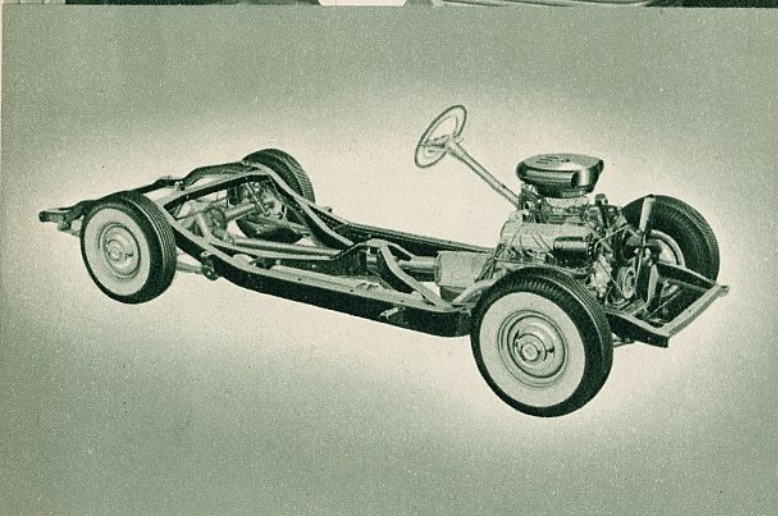


New Power...Everywhere

New Oldsmobile Safety Power Steering removes 80% of steering effort . . . but always leaves the "feel" of the wheel!

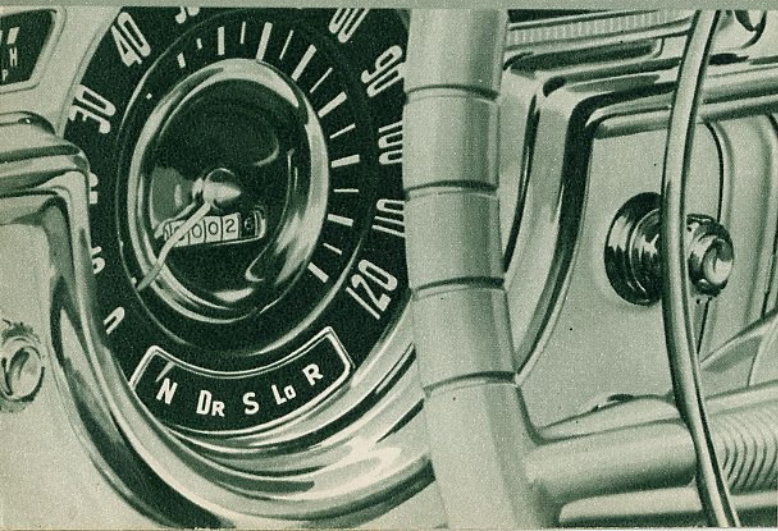
New Oldsmobile Pedal-Ease Power Brakes let you slide your toe from gas to low, light-pressure brake pedal . . . give safer, easier stops!

New Oldsmobile 4-Way Power Seat Control provides front seat adjustment up or down—forward or back—at the touch of a button!



New Power-Ride Chassis

A superb new foundation for the thrilling new "Rocket" ride! The 1954 Oldsmobile Power-Ride Chassis features a longer, heavier I-beam, X-member frame for greater rigidity and a smoother ride; new front coil springs for improved comfort and stability; new, 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!



Hydra-Matic Super Drive

First and greatest automatic transmission . . . introduced, proved and improved by Oldsmobile . . . perfect power mate for the new 1954 World's Record "Rocket" Engine! Oldsmobile's Hydra-Matic Super Drive provides three separate forward ranges for ideal power and acceleration in every situation. There's "Drive" Range for ordinary city and country driving . . . "Super" Range for hills . . . Special Passing Gear for highways!