'59 OLDSMOBILE

OLDSMOBILE FOR 1959

Start of a New Styling Cycle . . .
so totally new . . . so typically Olds!

There's new figure and form, with a new "Linear Look" in all 3 series . . .
a new outlook, with nearly 40% greater total glass area. Olds sets the pace in *inner* space,
too, with increased passenger room and luggage space in every model.
And for '59, a mighty, new Rocket Engine provides the power . . . the economy . . .
the quietness . . . for a new phase of OLDS*mobility!*

▲ New Vista-Panoramic Windshield sweeps back into the roof, wraps around the side, gives greater visibility all around. New constant-speed electric windshield wipers offer new safety.

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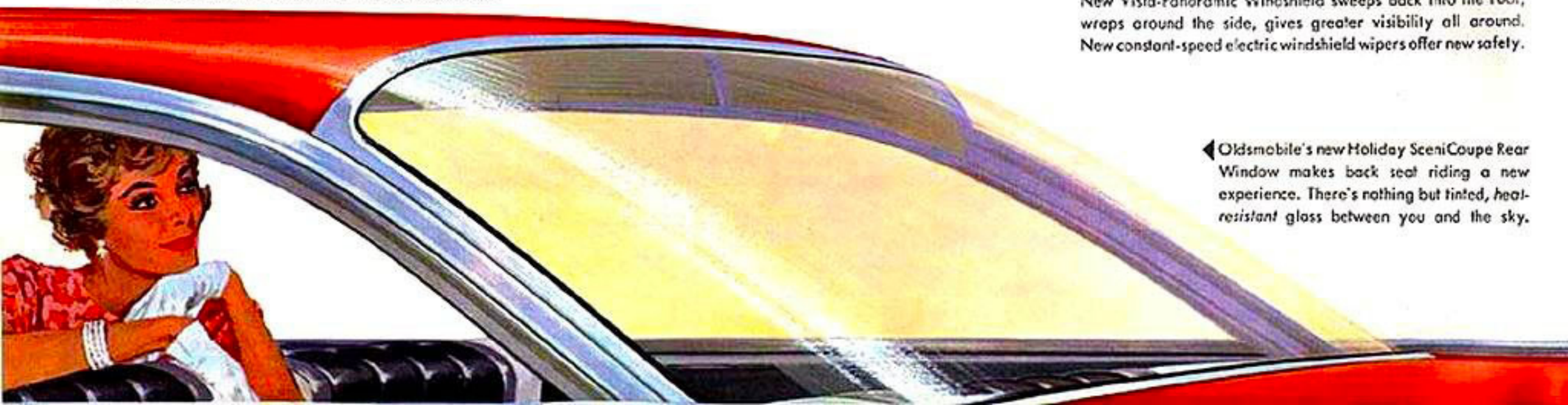


◀ Oldsmobile's new Holiday SceniCoupe Rear Window makes back seat riding a new experience. There's nothing but tinted, *heat-resistant* glass between you and the sky.

▲
Oldsmobile's new "Linear Look" is best exemplified by the Holiday SportSedon's unique, fleet roof line and full wrap-around rear window. Exceptional visibility makes this smart style note a rousing success from the passenger's point of view.

NEW MAGIC-MIRROR FINISHES BY FISHER

Fifteen brilliant, new colors are offered in Magic-Mirror Finishes . . . a durable acrylic-base lacquer that retains its beautiful luster much longer than ordinary lacquers. Magic-Mirror colors resist the staining action of oil, grease and tar . . . the corrosive action of mud and chemicals. Many of these colors are hi-metallics . . . all are standard equipment on every 1959 Oldsmobile.

▲
Completely redesigned, Oldsmobile's new front end is a distinctive trademark. Sharply defined hood line is achieved by moving headlamps from fenders to grille. New aluminum grille gives lasting beauty.

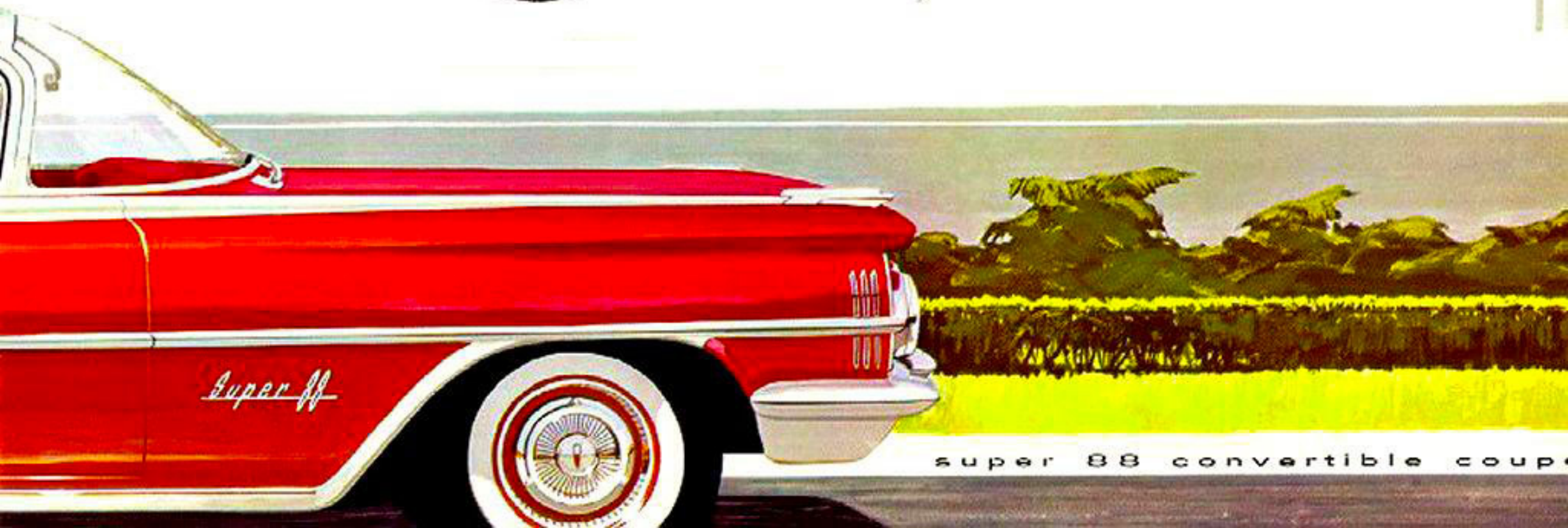
From every angle it's easy on the eyes! Along the side, Oldsmobile's special two-toning flares colorfully from twin fender ornaments, accenting the slim, trim lines.

Sloping deck and new taillight assembly highlight the new rear view! Trunk is wider, deeper and longer . . . giving up to 64% more storage space. Gas port is concealed in the center of the rear bumper.

ninety-eight 4-door sedan

MOBILE

super 88 4-door sedan



super 88 convertible coupe

dynamic 88 convertible coupe

The "Linear Look" puts its best foot forward with a completely new front end. Sculptured hood line frames the new grille . . . Four-Beam Headlamps are horizontally mounted, with parking lights between them.

dynamic 88 4-door sedan

super 88 holiday *Sport Sedan*

Happy combination! The flash and flair of the newest Holiday . . . the spaciousness of a 4-door sedan. Visibility—virtually unlimited . . . performance—second to none!

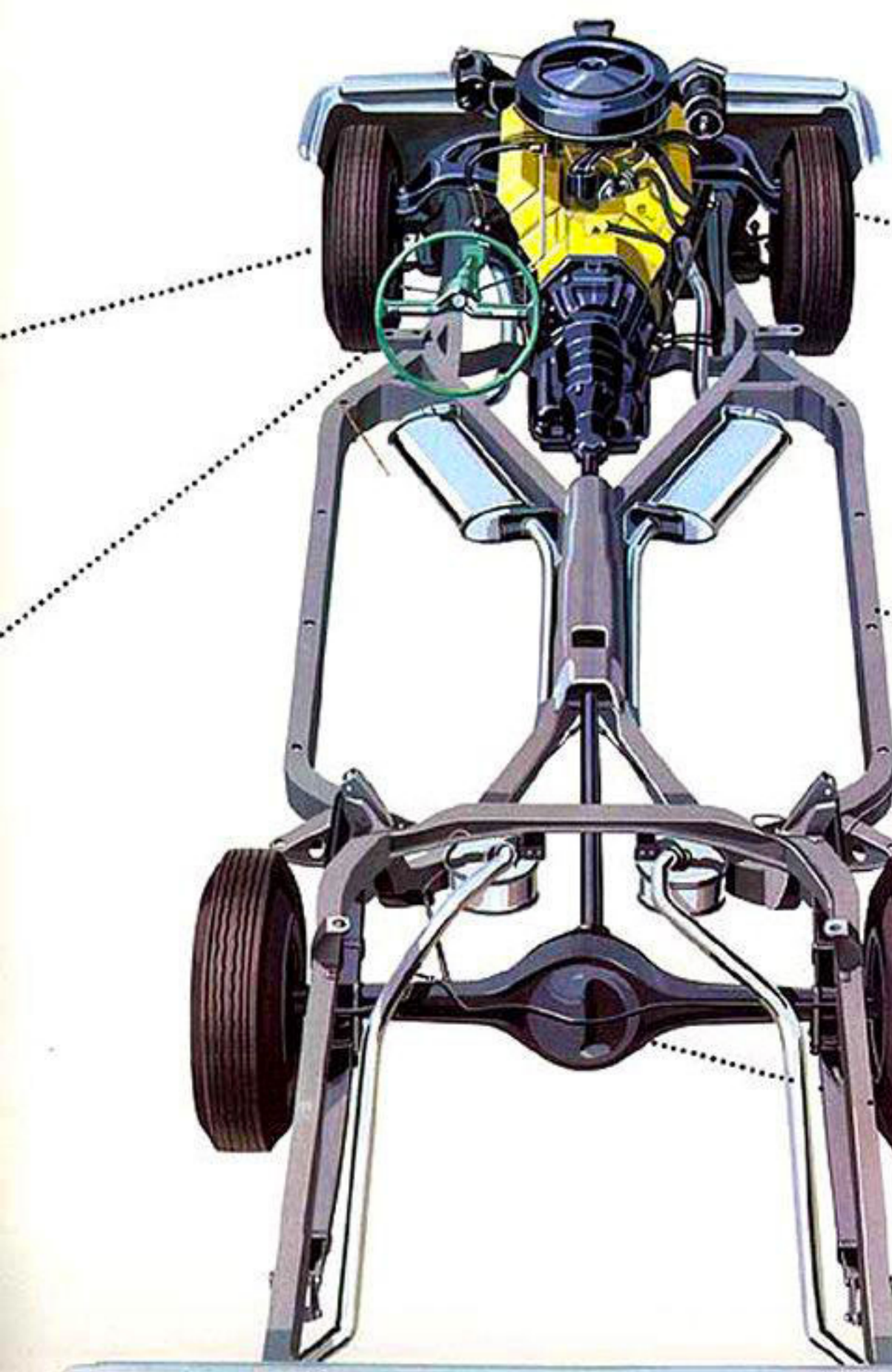
New, 46% larger Vista-Panoramic Windshield gives the driver greatly increased visibility . . . an easier view of traffic signals above. Twin-Contour Instrument Panel features an enlarged glove compartment . . . instruments which are more conveniently grouped.

There's a new rear view, too! The tremendous expanse of glass in Oldsmobile's rear window gives new visibility, makes riding more pleasant for rear seat passengers.

Spacious

. . . sky wide and so handsome!

The view is new . . . the interiors too! A tremendous increase in glass area gives new visibility all around. And you'll find a new "margin of comfort," due to the increased leg room and hip room in every model of Olds for '59.



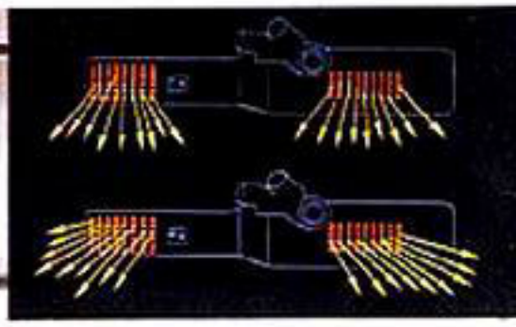
NEW AIR-SCOOP BRAKES ON ALL FOUR WHEELS— New, cooler-running Air-Scoop Brakes add many miles to brake lining life! Newly designed brake drum flange has 88 square inches more metal area to help dissipate heat . . . also acts as an air scoop, directing cool air across the brakes! Larger wheel cylinders reduce braking effort.

ADVANCED WIDE-STANCE CHASSIS for '59 features the all-new Guard-Beam Frame . . . the strongest, most stable frame in Olds history! It combines heavy U-channel and box-member side rails with a huge center X-member. Body is mounted directly to the nine-inch wider frame, reducing vibration for a smoother, quieter "Glide" Ride. Solid steel side rails provide added protection against impacts on the body sides. New king-pin angle improves cornering and wheel-return after turning . . . also reduces "wheel-fight" due to road irregularities. Wider front and rear tread and spring base give added resistance to sidesway.

ADVANCED ANTI-SPIN REAR AXLE picks a sure-footed path through ice, snow, mud or sand. Instead of feeding power to the wheel that's spinning, it transfers power to the wheel with the grip.

advanced accessories

TRANS-PORTABLE RADIO — Oldsmobile's remarkable portable car radio gives you listening pleasure in your car, or wherever you are! The 1959 Trans-Portable gives you the added convenience of permanent push-button controls for in-car operation. Completely transistorized, the new Trans-Portable is light, compact and free forever from tube failure. It operates either on the car's electrical system, or on its own antenna and 160-hour battery. The radio is located in the glove box where it can be safely double locked.

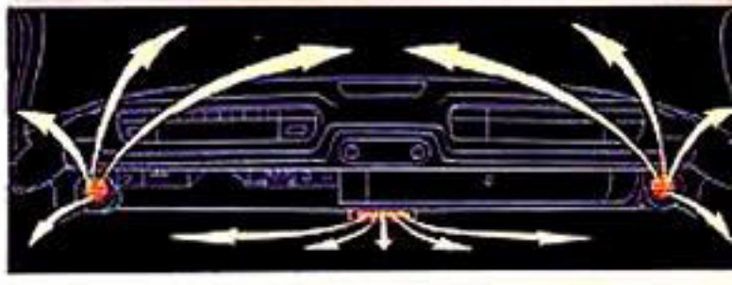


DUAL-RANGE POWER HEATER—an idea pioneered by Olds engineers—gives you push button convenience! No tugging at levers . . . all controls are power operated. At the touch of a button you choose either quick, direct heat for cold-weather starting, or indirect, evenly distributed heat for normal winter driving. Now fan switch gives two-speed defrosting. And for '59, a new ventilation system, which bypasses the heater, provides 75% greater air flow into the passenger compartment.

DE LUXE RADIO has easy-to-operate push-button selectors . . . powerful 5-tube chassis. Super De Luxe Radio with Wonder-Bar Station Selector, is shown at right. It features a foot selector for convenience.

BI-PHONIC SPEAKER SYSTEM allows you to adjust the volume of both front and rear speakers. You can fill the car with sound, dial any mixture you please, by simply turning the knob.

NEW AIR CONDITIONING—Wilting hot outside, cool and crisp inside . . . thanks to Oldsmobile's advanced air conditioning! Seconds from the time you flick the switch, inside air is cool and de-humidified. For 1959, a ball-bearing equipped compressor and a thicker condenser provide greater refrigeration capacity . . . use less engine horsepower. New, 50% larger cooling ducts increase cool air flow, while adjustable vents allow you to direct cool air where you want it.



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