

FOR 1952

# OLDSMOBILE

ROCKETS

TO NEW HIGHS





*NEW HIGH IN POWER!*

*NEW HIGH IN PERFORMANCE!*

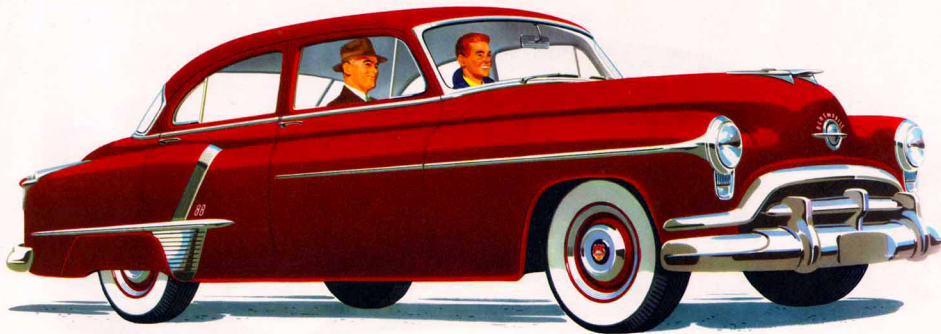
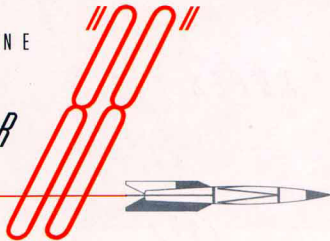
*NEW OLDSMOBILE HYDRA-MATIC SUPER DRIVE!*

*NEW HYDRAULIC STEERING!*

For 1952, Oldsmobile presents three great new cars—the brand new Classic *Ninety-Eight*, the brilliant Super "88"—and a new De Luxe "88"! Each series features a host of revolutionary new engineering and styling advancements. Each series represents *a new high* in all-around automotive value!

LATEST AND GREATEST OF A FAMOUS LINE

*NEW OLDSMOBILE SUPER*



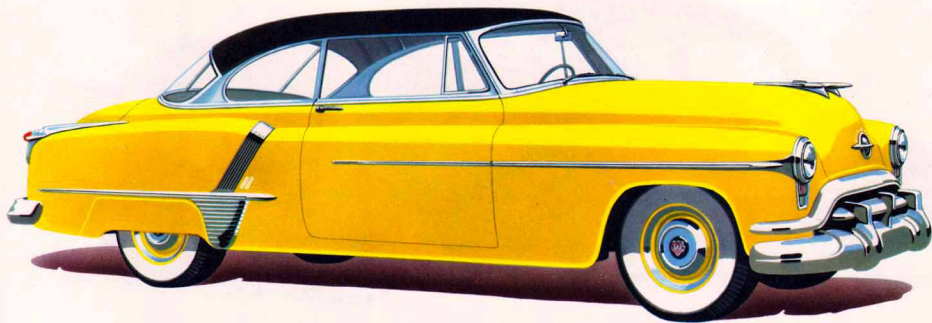
SUPER "88" 4-DOOR SEDAN

Celebrated star among the "Rocket" cars—the ever-popular Super "88" 4-Door Sedan! Stand-out styling in any setting! Matchless action on any road with Oldsmobile's mighty new 160 h.p. "Rocket" Engine! *Plus* Oldsmobile's new Hydra-Matic Super Drive—revolutionary new General Motors Hydraulic Steering—and many, many more advanced new features!

SUPER

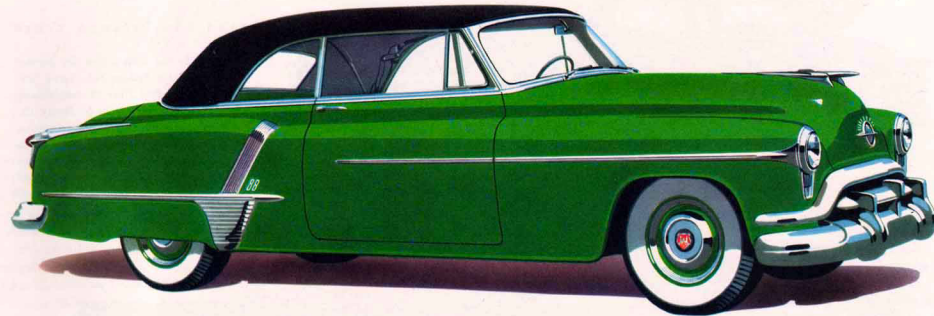


*Styled to match the "Rockets" Flash and Dash!*



SUPER "88" HOLIDAY COUPÉ

Meet the gay new beauty that sets a new high for "hard-top" smartness! You'll admire the rakish, dashing lines, the sweep of solid steel overhead, the ultra-modern new interior. And the power is *new, new* "Rocket" power—160 h.p. *plus* the greater smoothness of new Oldsmobile Hydra-Matic Super Drive! It's a motoring holiday every day in the new Super "88" Holiday!



SUPER "88" CONVERTIBLE COUPÉ

Nothing can match an open car for the open road! And for those wide open spaces, there's nothing like this flashing new Super "88" Convertible Coupé! Oldsmobile's new 160 h.p. "Rocket" gives an amazing new kind of action! Sparkling new interiors provide the last word in cruising comfort! New Oldsmobile Hydra-Matic Super Drive means super power and super smoothness . . . *automatically!*



*SUPER*



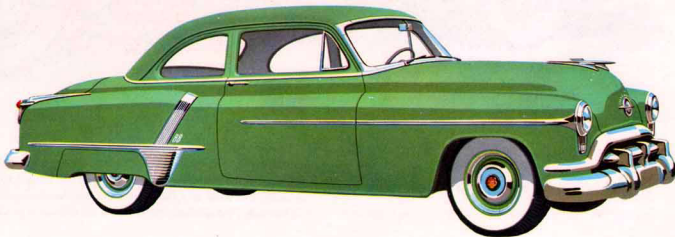
SUPER "88" 2-DOOR SEDAN

Family car with a flair for action! That's this flashing new Super "88" 2-Door Sedan! Note the easy-flowing lines that match so perfectly the all-new "tailored-for-you" interior. Here's a truly practical car that boasts all of Oldsmobile's sweeping new beauty . . . plus the most advanced engineering features on the road!



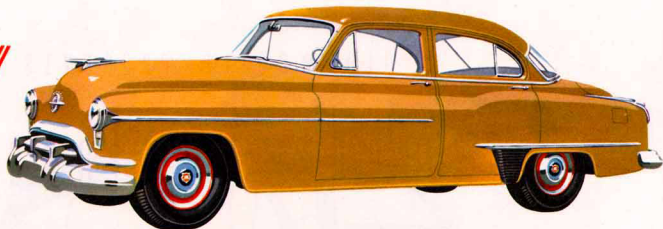
SUPER "88" CLUB COUPÉ

For the man on the move, business or pleasure, this is the model that tops them all—the dashing new Super "88" Oldsmobile Club Coupé! Smart good looks plus real, everyday utility make this an ideal family car. The great new 160 h.p. "Rocket" means more "go" than ever before! It's a leader in smooth action—with new Oldsmobile Hydra-Matic Super Drive!



OLDSMOBILE'S  
NEW  
POPULAR-PRICED

*De Luxe* "88"



DE LUXE "88" 4-DOOR SEDAN

Two brand new Oldsmobile De Luxe "88s" for 1952—the 4-Door Sedan and the 2-Door Sedan! Each one is a budget-priced beauty—distinctively Oldsmobile in every respect! Each one is powered by Oldsmobile's famous "Rocket" Engine! Each offers new Oldsmobile Hydra-Matic Super Drive and new GM Hydraulic Steering as optional equipment at reasonable cost! Plus many more up-to-the-minute Oldsmobile features! These are the lowest-priced Oldsmobiles, the lowest-priced "Rocket" Engine cars! Without a doubt, the new De Luxe "88s" are outstanding value stars—the best buys in their field!

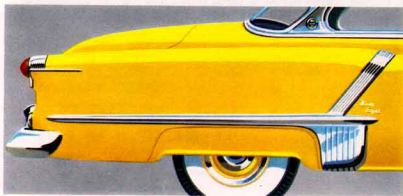


DE LUXE "88" 2-DOOR SEDAN

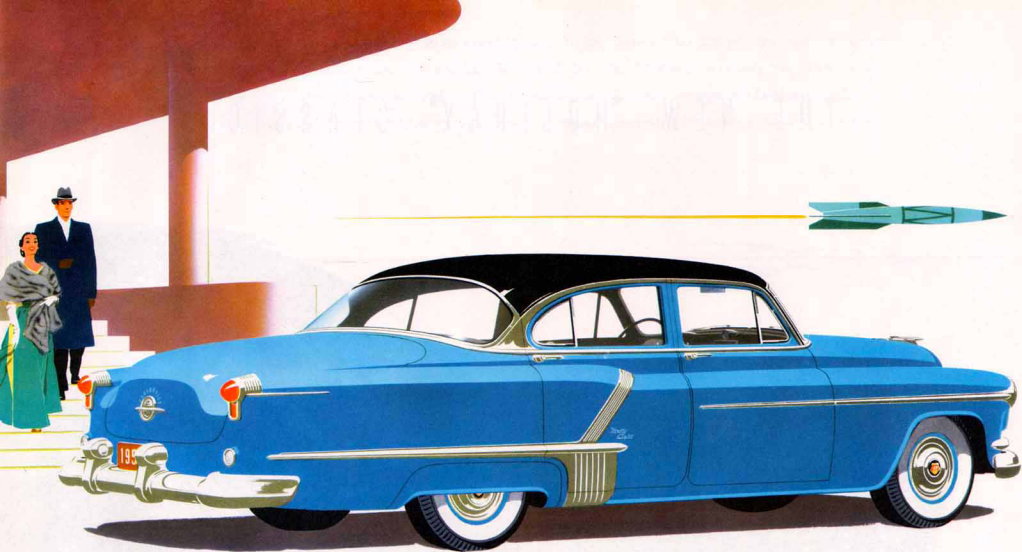
OLDSMOBILE PRESENTS A

modern classic

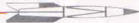
IN MOTOR CARS



"Classic" . . . the ultimate in modern design! "Classic" . . . it's Oldsmobile's dramatic new "long look" in motor cars! Here is supreme new beauty—long, low sweeping lines that spell out "Classic" in every detail. And in action, the *Ninety-Eight* is classic, too, with the revolutionary 160 h.p. "Rocket" Engine! Brilliant new Oldsmobile Hydra-Matic Super Drive! Effortless new GM Hydraulic Steering! Custom-Lounge Interiors—the last word in luxury! The new 124" wheelbase provides a ride that's nothing short of sheer velvet! Plus a galaxy of other outstanding new features! All in all, this is Oldsmobile's ultimate achievement in 55 years of motor-car manufacture.



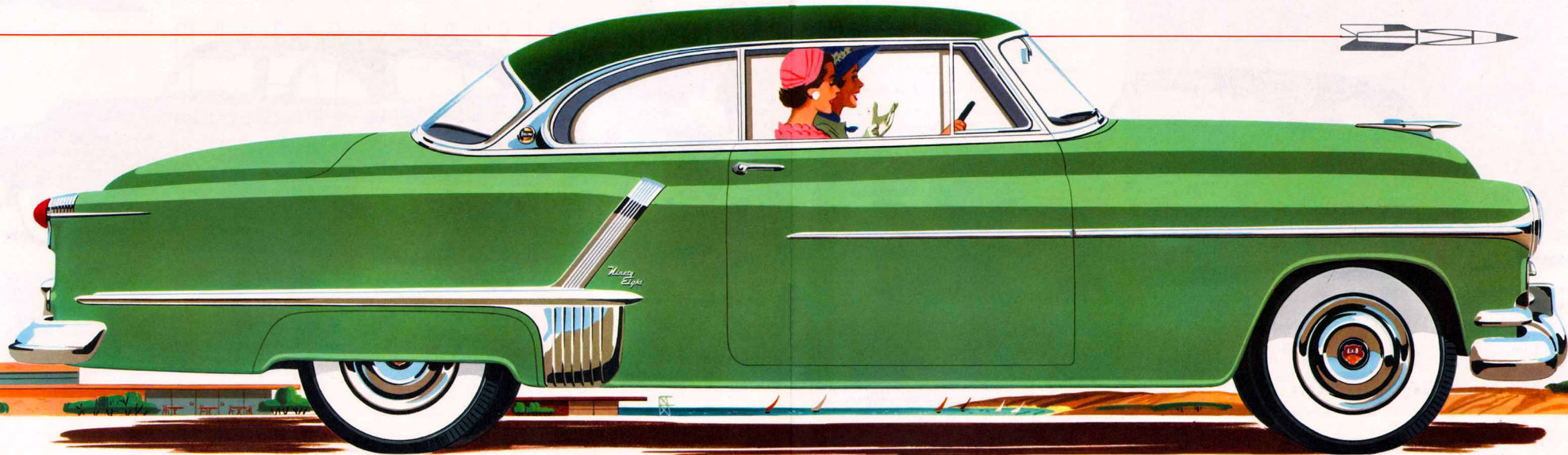
THE *Ninety-Eight* 4-DOOR SEDAN



Reigning queen of the "Rocket" fleet—the classic Oldsmobile *Ninety-Eight* 4-Door Sedan! *Exterior beauty . . .* the new "long look" that surpasses anything on wheels! *Interior styling . . .* the ultimate in refinement and luxury! *The new "Rocket" Engine . . .* most exciting power in any American car! The new classic *Ninety-Eight* is longer, lovelier—more luxurious than any Oldsmobile ever built! Unquestionably, this is the car of cars for 1952!

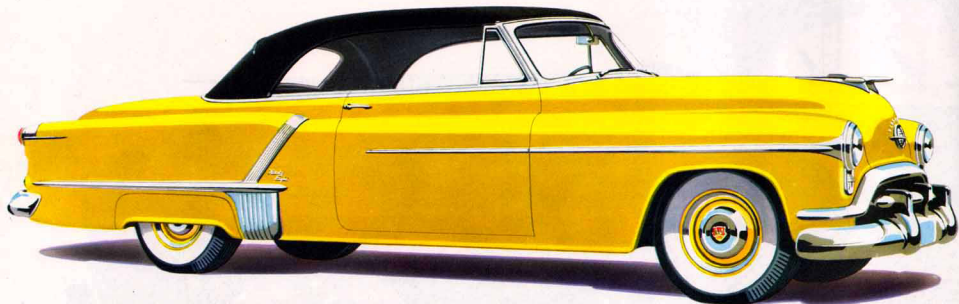
# THE NEW "HOLIDAY" CLASSIC

Oldsmobile's classic new "long look" in all its glory! It's the *Ninety-Eight* Holiday Coupé—the supreme example of the "Classic" idea in motor cars. The new extended rear deck is one of the longest on any American car . . . gives Oldsmobile a dramatic new beauty all its own! Glamorous new interiors—exquisitely fashioned in rich hand-buffed leather and beautiful basket-weave nylon—complement perfectly Oldsmobile's classic new styling.





*The Ultimate in  
Smartness and Glamor*



*Ninety-Eight* CONVERTIBLE COUPÉ



Supreme stylist of the highway—Oldsmobile's *Ninety-Eight* Convertible Coupé—long and sleek and rakish! The classic new "long look" is never more striking than here! Interior elegance, too—long wearing leather over deep foam rubber. Automatic magic operates the top—side windows—and seats! Try the "Rocket" *Ninety-Eight* Convertible for the most thrilling ride on the road!

# New Classic Interiors

There's elegance in every discriminating detail of Oldsmobile's new custom-tailored interiors. Rich, durable fabrics in a choice of harmonizing colors accentuate the gleaming exterior. Other trim—including door panels and new deep-pile carpeting—blends perfectly. In every interior appointment and refinement, the emphasis is on *glamor!*

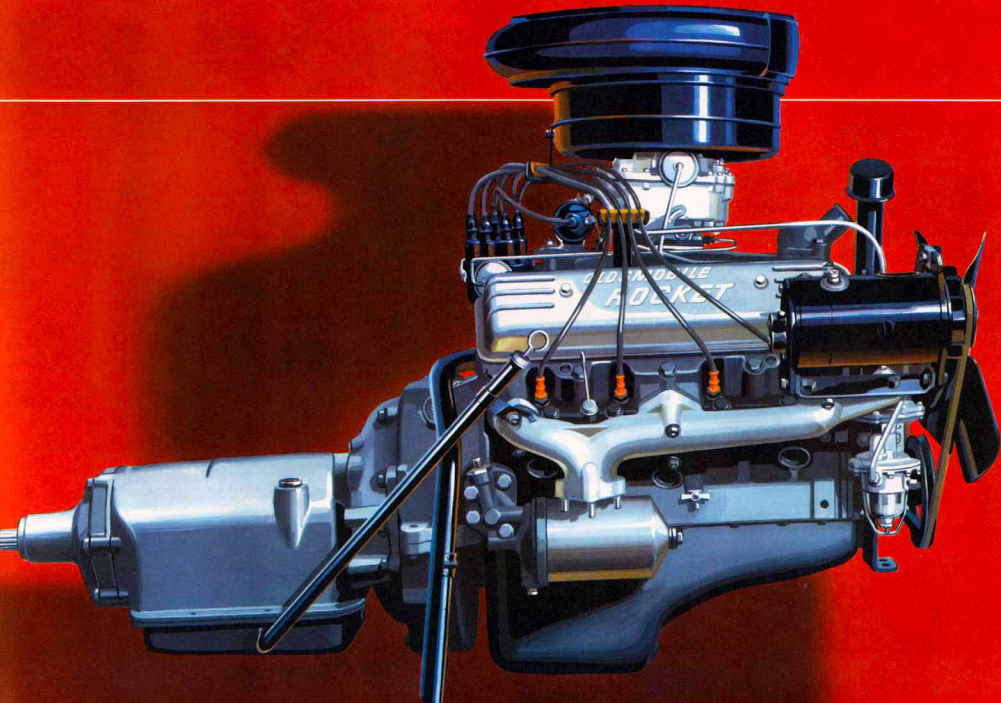


## Custom-Lounge Cushions

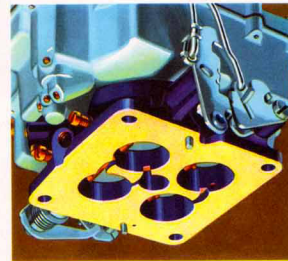
You ride in the lap of luxury in the deep-decked comfort of Oldsmobile's new Custom-Lounge Cushions! Deep foam rubber forms a base as fine as the cushioning in fine furniture. For the softest, smoothest, easiest ride you've ever experienced, try Oldsmobile's new Custom-Lounge "Rocket Ride"!



# NEW "ROCKET" ENGINE with 25 More Horsepower!



Engine sensation of the nation for more than three years, the "Rocket" is now far *more powerful, more dependable, more efficient* than ever! New carburetion and the new high-lift valve mechanism increase horsepower to a high-compression 160. *Sturdier*, more rigid construction makes the "Rocket" even smoother in action! Since its introduction, the "Rocket" has become the world's most famous automotive power plant. And now, former "Rocket" owners will be amazed to learn that this revolutionary new edition is even more exciting—even surpasses the spectacular power standards of previous "Rocket" Engine Oldsmobiles! Furthermore, tests have shown that the new "Rocket" will give you more "go" on every gallon of gas! To pilot a new "Rocket"-powered Oldsmobile is today's top driving thrill—a brand new behind-the-wheel experience! Try a new Oldsmobile and discover what new "Rocket" Engine power means to motoring!

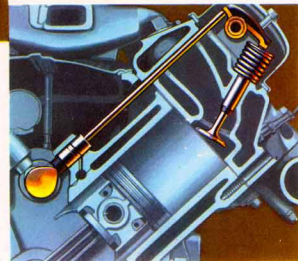


## NEW CARBURETOR

"Quadri-Jet," Oldsmobile's revolutionary new carburetor, has four barrels instead of the usual two—gives perfect fuel delivery at every engine speed! The result is more "go" from the same amount of gas—greater performance plus improved efficiency!

## NEW HIGH-LIFT VALVES

The "Rocket's" new high-lift valve mechanism gives greater volumetric efficiency by allowing pistons to compress more gas and air into the same space—adds to the "Rocket's" tremendous power—increases "Rocket" efficiency!





THE NEWEST ADVANCEMENT  
FROM THE LEADER IN  
AUTOMATIC DRIVING!



*Gives the Driver  
his Choice!*

# OLDSMOBILE'S HYDRA-MATIC *Super* DRIVE



Hydra-Matic Drive has always been America's automatic favorite! And now Oldsmobile, the originator, has added something "super" to this famous automatic transmission! It's the all-new "Super" Range—an all-automatic action gear

that teams with the new "Rocket" Engine to give you super performance—brilliant acceleration! "Super" Range lets you sweep swiftly over the highest hills without downshifting! It's a great safety feature, too, as it acts as a gentle brake on steep downgrades and allows you to retain perfect control of the car. For ordinary driving, the "Drive" Range is available to give you all of the "Rocket's" tremendous performance and surprising economy, too! "Lo" Range is retained for ascending and descending the very steepest mountain grades. All in all, Oldsmobile Hydra-Matic Super Drive is the most versatile, most flexible automatic transmission on the market—the perfect partner for the "Rocket" Engine's magnificent new power!

## ECONOMY

For ordinary city and country driving, set the lever in "Drive" Range. Automatically, Oldsmobile's new Hydra-Matic Super Drive will deliver the "Rocket's" terrific action and high-compression economy, too!

## PERFORMANCE

For maximum power on mountainous roads, for perfect downhill braking control, use the brilliant new "Super" Range! Automatically, you'll command the most exciting action on the road!



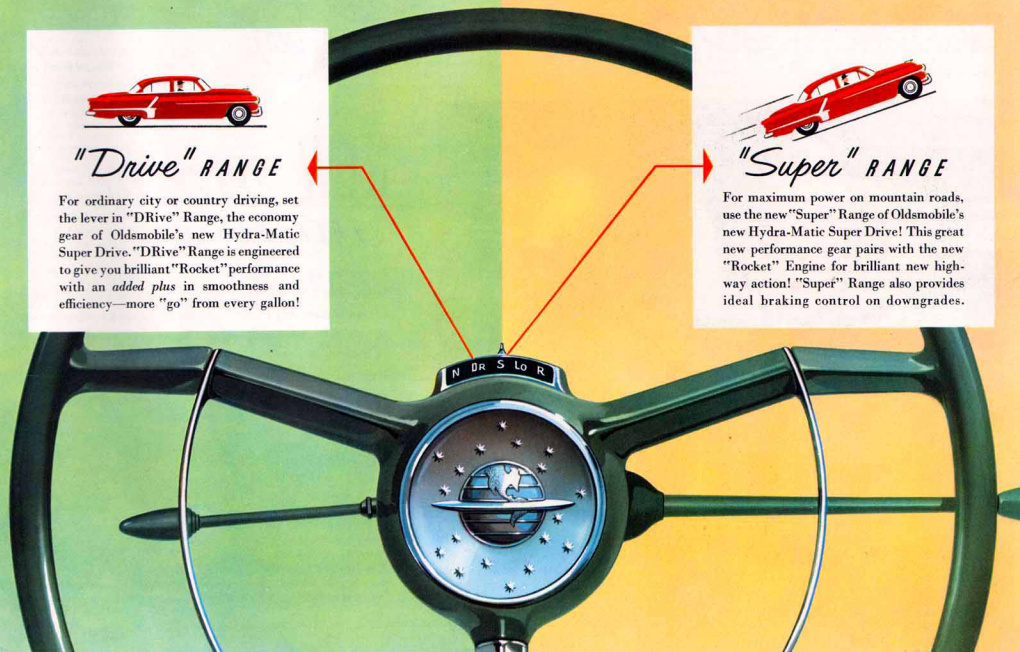
## "Drive" RANGE

For ordinary city or country driving, set the lever in "DRive" Range, the economy gear of Oldsmobile's new Hydra-Matic Super Drive. "DRive" Range is engineered to give you brilliant "Rocket" performance with an *added plus* in smoothness and efficiency—more "go" from every gallon!

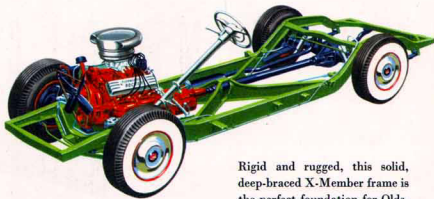


## "Super" RANGE

For maximum power on mountain roads, use the new "Super" Range of Oldsmobile's new Hydra-Matic Super Drive! This great new performance gear pairs with the new "Rocket" Engine for brilliant new highway action! "Super" Range also provides ideal braking control on downgrades.



*Everything to make  
your ride enjoyable!*



Rigid and rugged, this solid, deep-braced X-Member frame is the perfect foundation for Oldsmobile's new "Rocket Ride"!

## NEW HYDRAULIC STEERING

Here's the finest steering system in any American car—GM Hydraulic! This great new feature lets you take hair-pin curves or sharp city corners . . . effortlessly. And it allows you to park in the smallest space with finger-tip ease. GM Hydraulic Steering is a major safety feature, too, as it takes out the steering effort but leaves in the "feel" of the wheel. You enjoy a new driving ease, but you're in *command* all the way.



Over the backroads or boulevards, the ride is always right! New weight distribution in the Classic *Ninety-Eight* Series puts front and rear seats directly between the axles. Result: New smoothness, new stability . . . new passenger comfort!



# SPECIFICATIONS

## Ninety-Eight

**EIGHT-CYLINDER ENGINE**—The "ROCKET"—Bore,  $3\frac{3}{4}$  inches; stroke,  $3\frac{1}{2}$  inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 160 at 3600 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome plated) 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, leakproof, permanently lubricated water pump.

**CLUTCH AND TRANSMISSION**—Synco-Mesh Transmission with  $10\frac{1}{2}$ " single plate semi-centrifugal dry disc clutch.

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

**ELECTRICAL SYSTEM**—Under-hood battery, 17-plate, 115-ampere-hour capacity. Air-cooled generator with automatic charging control. Ignition key solenoid-type starter completely sealed against road splash. Unit-type Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring. New higher voltage type distributor.

**FRAME**—Rigid-girder, I-beam X-Member construction with 5 crossmembers.

**SUSPENSION**—Knee-Action front suspension and  $58" \times 2\frac{1}{2}"$  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.

**GM HYDRAULIC STEERING**—Optional at extra cost on all models.

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

**TIRES**—Low-pressure tires, 7.60 x 15 inches. (Convertible, 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,  $11" \times 2\frac{1}{2}"$ ; rear brake size,  $11" \times 2"$ .

**WHEELBASE**—124 inches. Over-all length, 213 inches. Over-all width, 76 inches.

**TURNING CIRCLE DIAMETER**—42 feet.

**UNISTEEL TURRET-TOP BODIES** by FISHER on all closed models, completely bonderized and finished with many coats of high grade lacquer. Sound absorbent insulation pad between roof panel and the headlining.

**HYDRAULIC CONTROLS**—Door windows, quarter windows and seat adjuster hydraulically operated are regular equipment on the Holiday Coupé, and Convertible Coupé models.

**BODY TYPES**—4-Door Sedan, Holiday Coupé, Convertible Coupé.

## SUPER 88

**EIGHT-CYLINDER ENGINE**—The "ROCKET"—Bore,  $3\frac{3}{4}$  inches; stroke,  $3\frac{1}{2}$  inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 160 at 3600 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome plated) 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, leakproof, permanently lubricated water pump.

**CLUTCH AND TRANSMISSION**—Synco-Mesh Transmission with  $10\frac{1}{2}"$  single plate semi-centrifugal dry disc clutch.

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

**ELECTRICAL SYSTEM**—Under-hood battery, 17-plate, 115-ampere-hour capacity. Air-cooled generator with automatic charging control. Ignition key solenoid starter completely sealed against road splash. Automatic spark advance. Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring. New higher voltage type distributor.

**FRAME**—Rigid-girder, I-beam X-Member type construction with 5 crossmembers.

**SUSPENSION**—Knee-Action front suspension and  $58" \times 2\frac{1}{2}"$  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.

**GM HYDRAULIC STEERING**—Optional at extra cost on all models.

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

**TIRES**—Low-pressure tires, 7.60 x 15 inches.

**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,  $11" \times 2\frac{1}{2}"$ ; rear brake size,  $11" \times 2"$ .

**WHEELBASE**—120 inches. Over-all length, 204 inches. Over-all width, 76 inches.

**TURNING CIRCLE DIAMETER**—41 feet.

**UNISTEEL TURRET-TOP BODIES** by FISHER on all closed models, completely bonderized and finished with many coats of high grade lacquer. Sound absorbent insulation pad between roof panel and the headlining.

**BODY TYPES**—4-Door Sedan, 2-Door Sedan, Holiday Coupé, Convertible Coupé, Club Coupé.

## De Luxe 88

**EIGHT-CYLINDER ENGINE**—The "ROCKET"—Bore,  $3\frac{3}{4}$  inches; stroke,  $3\frac{1}{2}$  inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 145 at 3600 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, leakproof, permanently lubricated water pump.

**CLUTCH AND TRANSMISSION**—Synco-Mesh Transmission with  $10\frac{1}{2}"$  single plate semi-centrifugal dry disc clutch.

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

**ELECTRICAL SYSTEM**—Under-hood battery, 17-plate, 115-ampere-hour capacity. Air-cooled generator with automatic charging control. Ignition key solenoid starter completely sealed against road splash. Automatic spark advance. Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring. New higher voltage type distributor.

**FRAME**—Rigid-girder, channel X-Member type construction with 5 crossmembers.

**SUSPENSION**—Knee-Action front suspension and  $58" \times 2\frac{1}{2}"$  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.

**GM HYDRAULIC STEERING**—Optional at extra cost on all models.

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

**TIRES**—Low pressure tires, 7.60 x 15 inches.

**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,  $11" \times 2\frac{1}{2}"$ ; rear brake size,  $11" \times 2"$ .

**WHEELBASE**—120 inches. Over-all length, 204". Over-all width, 76".

**TURNING CIRCLE DIAMETER**—41 feet.

**UNISTEEL TURRET-TOP BODIES** by FISHER, completely bonderized and finished with several coats of high grade lacquer.

**BODY TYPES**—4-Door Sedan, 2-Door Sedan.

