



OLDSMOBILE

FEATURAMA



the Parade  
of Features  
that makes  
Oldsmobile



**THE "BIG FEATURE" CAR**

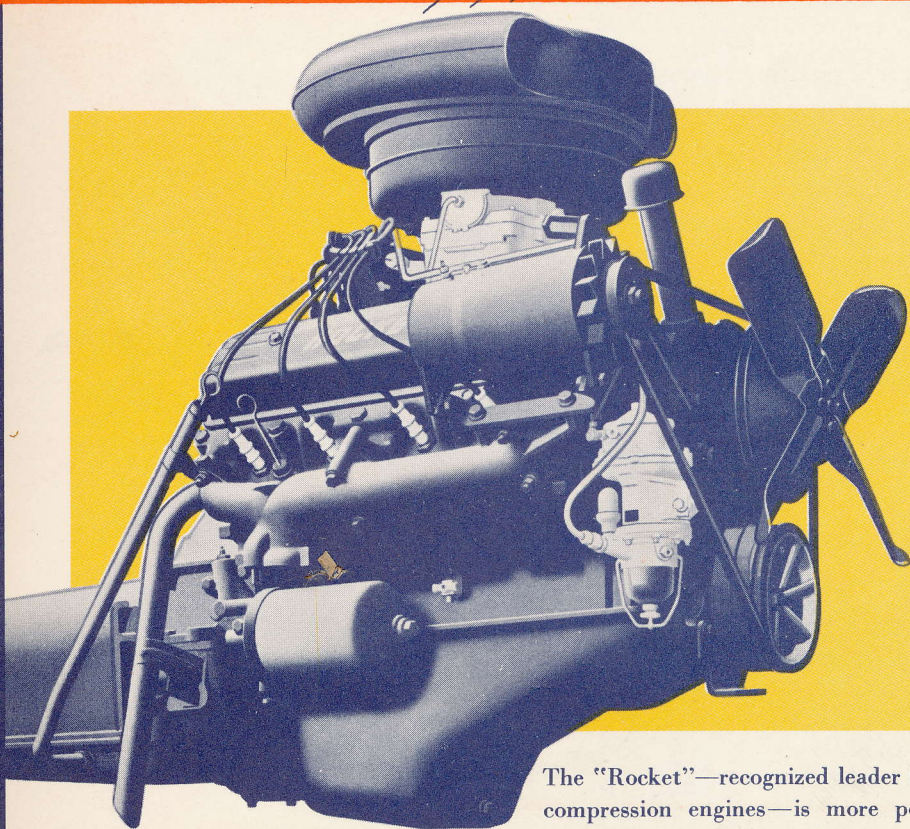
for  
1953





*New Higher-Powered,  
Higher-Compression*

**"ROCKET" ENGINE**



**165 Horsepower—  
8 to 1  
Compression Ratio!**

The "Rocket"—recognized leader in high-compression engines—is more powerful, more economical, more efficient than ever for '53! Horsepower has been boosted to 165 . . . compression ratio to 8 to 1...ignition capacity increased through a new 12-volt electrical system. Teamed with the Quadri-Jet Carburetor and High-Lift Valves, these advancements make the 1953 "Rocket" the *New Ruling Power of the Road!*



# New Electrical System



## 12-VOLT IGNITION

### NEW 12-VOLT IGNITION COIL

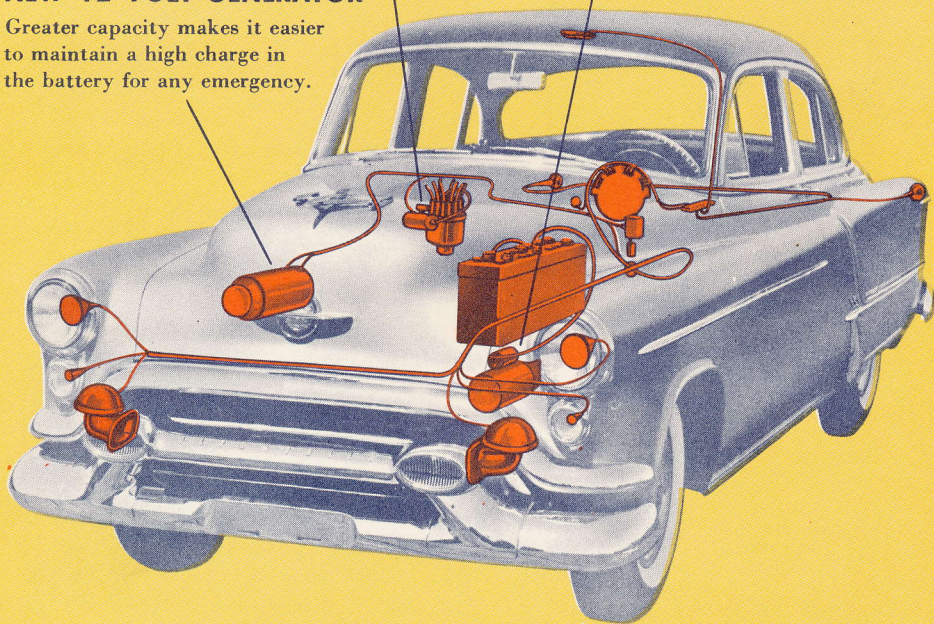
Increased spark plug voltage insures faster starting—smoother high-speed operation.

### NEW STARTING MOTOR

Higher cranking speed insures faster cold-weather starts with less drain on the battery.

### NEW 12-VOLT GENERATOR

Greater capacity makes it easier to maintain a high charge in the battery for any emergency.

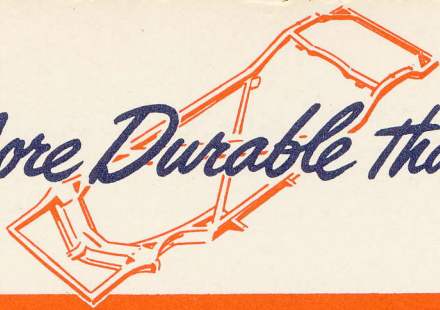


Oldsmobile's entire electrical system is new—*all new!* It features a new 12-volt battery—a larger-capacity 12-volt generator—a new starting motor and new ignition coil. The result is easier, quicker

starting in all kinds of weather plus an added reserve of electrical power to meet the increased demands of modern high-compression performance. Here's one more big example of "Rocket" leadership!

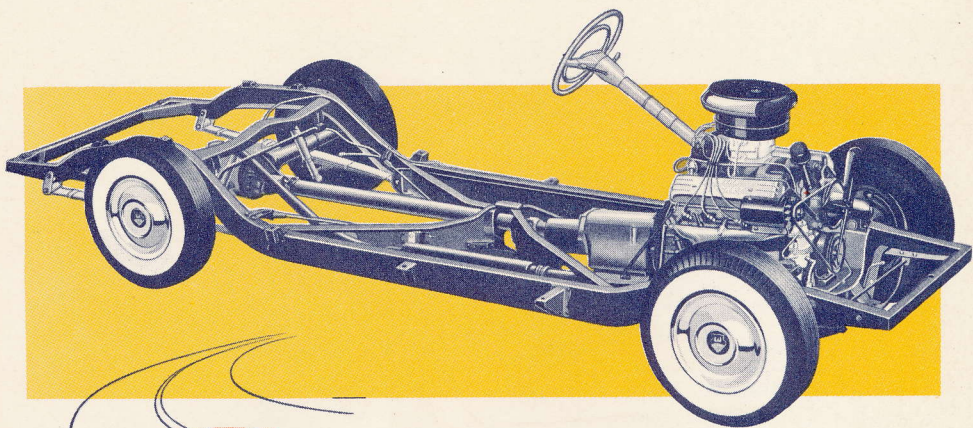


*Heavier, More Durable than ever—*



## NEW POWER-RIDE CHASSIS

**Solid Basis  
for the New "Rocket" Ride**



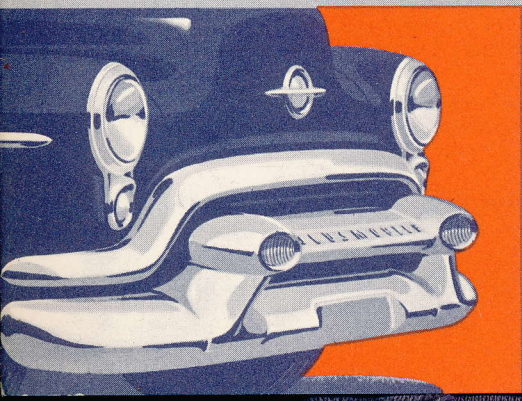
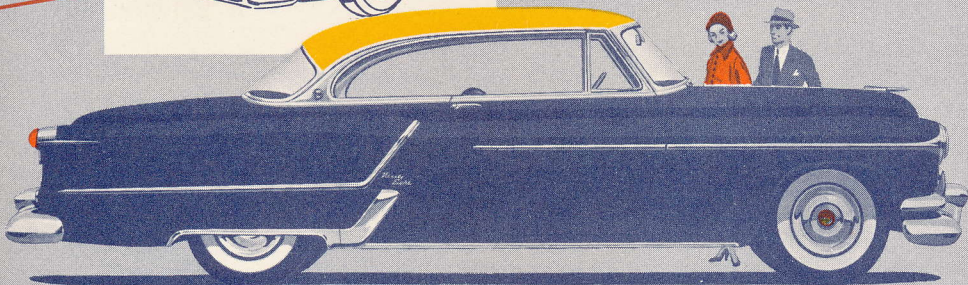
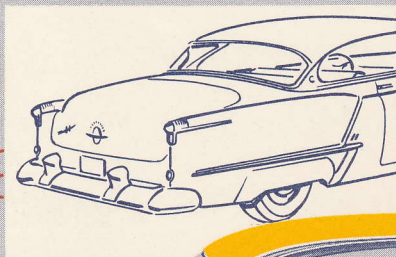
The new Oldsmobile chassis is just as outstanding as the "Rocket" itself! New strength and ruggedness are built into every part of this sturdy Oldsmobile I-Beam, X-Member frame. The new high-capacity differential—the stronger, longer-lasting front wheel bearings—the new bracing and body mountings—and the new wider front tread . . . all contribute to longer life and a smoother ride. Double-acting front and direct-acting rear shock absorbers assure road-hugging stability on the sharpest curves.



# New Power Styling



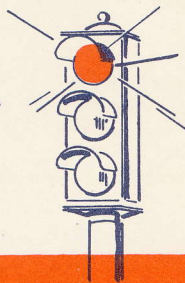
## Beautiful BODY BY FISHER



Here's beauty to match the "Rocket's" brilliant new performance! There's a "power look" in the solid strength of the bold new front end—a striking smartness in the high-level sweep of the raised rear fenders. Oldsmobile's classic silhouette is more dramatic than ever—new chrome treatment all around draws its inspiration from the many power features of the new "Rocket" Engine Oldsmobiles. Again, Oldsmobile and Fisher Body have teamed to give you one of the most beautiful—one of the truly distinctive cars on the road.



# New Power to Stop-



## *Pedal-Ease* POWER BRAKES



### 40% Less Effort

Now you can stop as you go with a *touch* of the toe! Designed on a vacuum principle, new Pedal-Ease Power Brakes actually reduce pedal pressure by 40 percent. The low, light-pressure pedal is much larger and is suspended from the dash at about the same height from the floor as the accelerator. You can pivot your right foot from gas to brake pedal rapidly and easily for quick, sure stopping power.





*Power to Steer, too-*



# *Oldsmobile* POWER STEERING



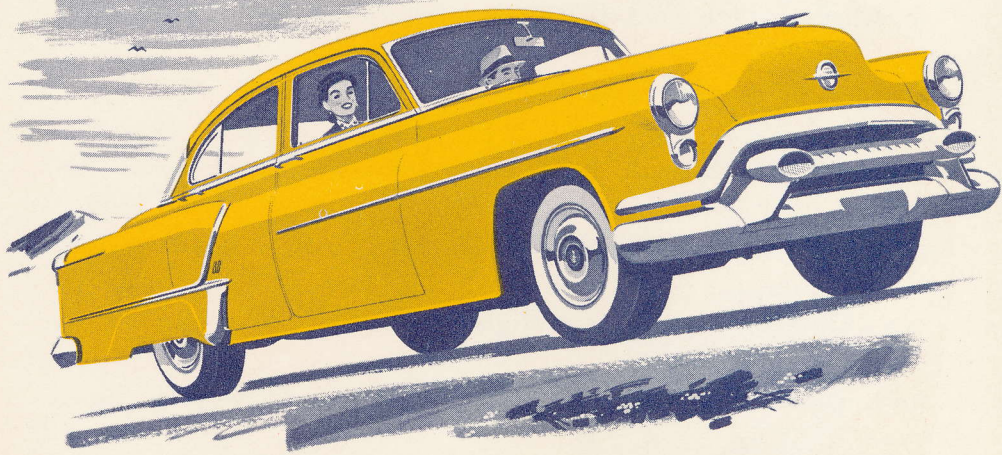
**Takes out 80%  
of the  
Steering Effort**

Driving's so incredibly easy with Oldsmobile Power Steering—you just have to try it to believe it! Hydraulic power provides four-fifths of the effort of steering. You can park, turn, maneuver an Oldsmobile anywhere with finger-tip ease. Yet you always retain that very important feeling of control—you always know that you're in full command in any emergency.



# Proved Power Delivery

## HYDRA-MATIC SUPER DRIVE



### New Quick-View Quadrant

A new double-size quadrant is now located in the instrument cluster for easy reading.

First of all the automatics in 1940, Hydra-Matic is still far out front today. And in Oldsmobile, Hydra-Matic Super Drive is perfectly paired with the "Rocket" Engine—to bring you modern driving at its best. Completely automatic shifting! No clutch pedal! Special pick-up gear for passing! And now Hydra-Matic offers you a choice of driving ranges—"DR" for ordinary driving, "S" for Super performance!





# Automatic Headlight Dimmer

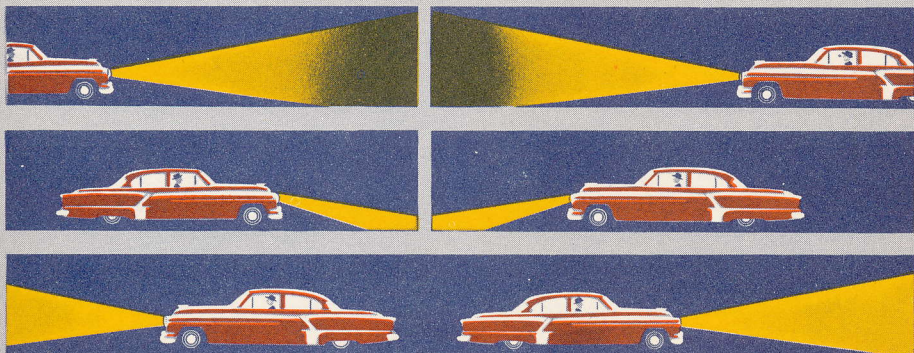


## *the* AUTRONIC - EYE



Here's another Oldsmobile engineering "first", a really revolutionary feature that switches your headlights from bright to dim when another car approaches . . . back to bright again after it passes by. Oldsmobile's automatic, electronic Au-  
tronic-Eye promotes greater highway safety—relieves motoring tension. It's the greatest advancement in night-driving ease in years!

### Safer, Easier Night-time Driving!

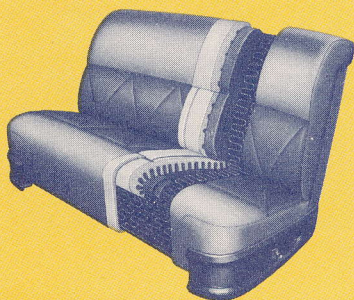




# The Last Word in Luxury



## New CUSTOM-LOUNGE CUSHIONS

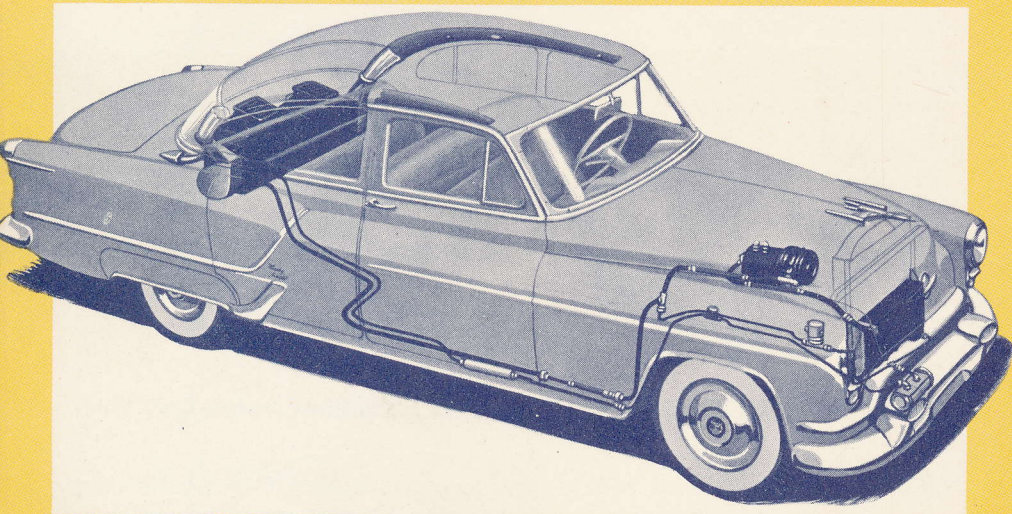


You'll *ride* relaxed—*arrive* refreshed—thanks to the deep cushions of soft foam rubber in Oldsmobile's Custom-Lounge Cushions. You'll travel in brand new interiors that feature modern squared-off seat backs, new color-matched fabrics and handsome interior appointments.



# New Air-Conditioning System

## FRIGIDAIRE CAR CONDITIONER



### New Frigidaire Car Conditioning System

True air conditioning in an automobile—another exciting new Oldsmobile feature! The Frigidaire Car Conditioner is a compact, quick-action, full-efficiency refrigeration system. The cooling unit is located on the ledge of the trunk, the condenser

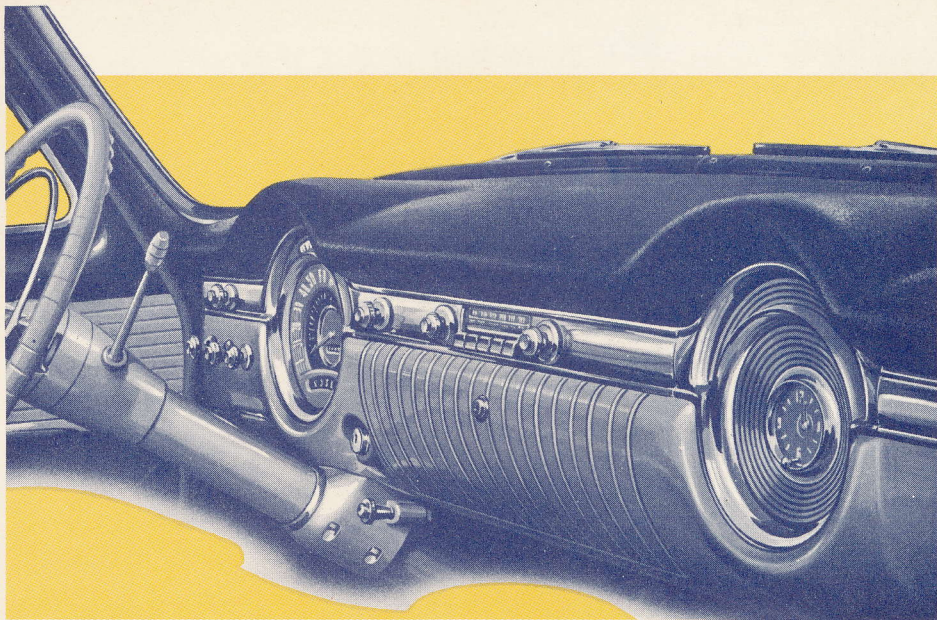
is in front of the engine radiator, and a rotary compressor under the hood. To operate, simply set a thermostat at a comfortable temperature, and the car cools and dehumidifies in a matter of minutes. Two flat sleeves, each with 1500 tiny perforations, extend from rear to front just above the windows, and expel air evenly into the car. Special air jets are located in the four corners of the interior for extra currents of cool air.



# Modern Balanced Design



## New INSTRUMENT PANEL



### Features New Safety Padding!

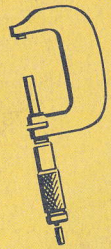
Oldsmobile's instrument panel is brand new this year—ultra-modern in styling and perfectly balanced in design. All the instruments are located in one group in front of the driver—the radio and clock in another setting to the right. There are two ash trays, one for the driver and one for passengers—located on each side of the large storage compartment. Optional

on the Ninety-Eight Series is Oldsmobile's new Safety-Padding. A cushion of soft, shock-absorbing foam rubber, covered with a leather-like plastic, extends the full width of the panel—provides crash protection and guards against sun glare. With or without the padding, Oldsmobile's new instrument panel is striking in appearance—more convenient than ever!





Backed up  
by the  
Progressive  
Engineering



of Oldsmobile  
and

General Motors  
PARSLEY  
ROOS.

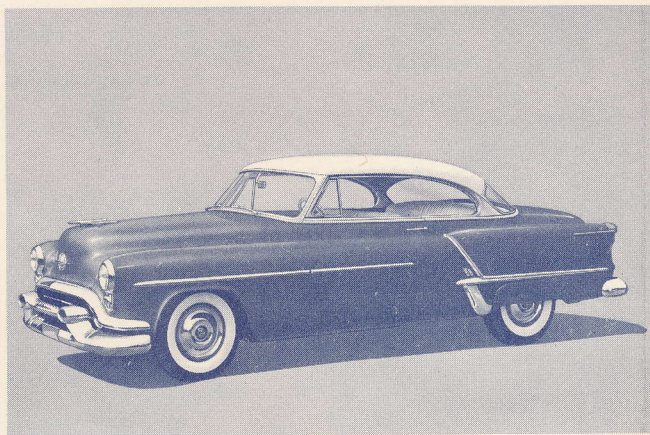


CHEVROLET and OLDSMOBILE  
ROCKPORT, IND.



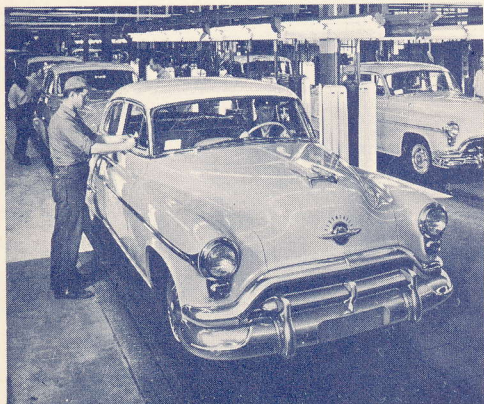
# OLDSMOBILE ENGINEERING FIRSTS

Behind the brilliant new 1953 "Rocket" Engine Oldsmobiles stand many *famous firsts!* Oldsmobile was the *first* manufacturer to build passenger cars in volume. In fact, the system of progressive assembly—perfected to its



1953 Super "88" Oldsmobile.

highest degree in Oldsmobile's new final assembly line—is now followed by all major manufacturers. Oldsmobile was *first* with the two-cylinder and four-cylinder engines, both revolutionary



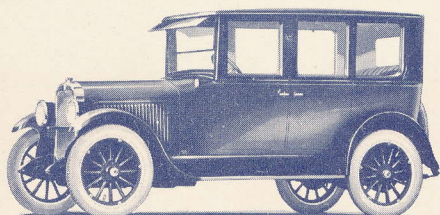
Final Assembly Line at Oldsmobile.

designs for their times . . .

FIRST to introduce nickel plating — *first* to use chrome trim for beauty and protection in motor car manufacture.



FIRST to introduce a fully-automatic transmission—Hydra-Matic Drive, now the most popular—the proved leader of all the



*'25 Olds—First with Chrome Trim.*

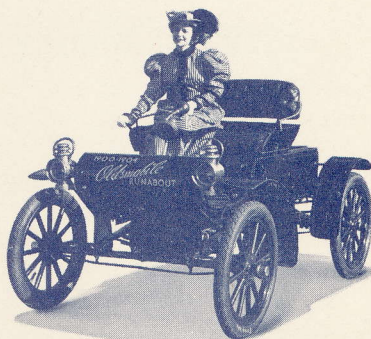
automatic “drives”!

Oldsmobile was FIRST to introduce a 100 percent,

high-compression, V-8 engine—the power-famous “Rocket”!

FIRST with the revolutionary automatic headlight dimmer that adds so much to night-driving ease and safety—the Autronic-Eye!

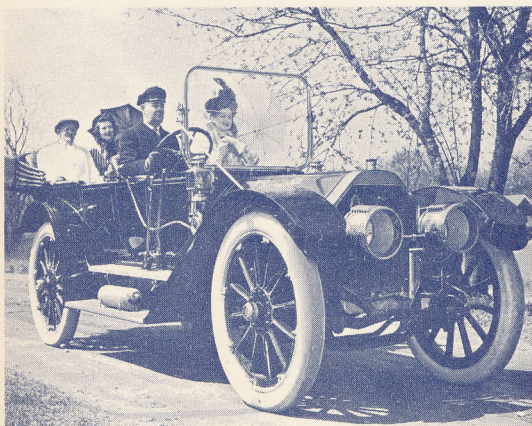
From runabout to “Rocket,”



*Curved Dash Runabout.*

through the years Oldsmobile has engineered many famous

cars—the Curved Dash Runabout of the early 1900s—the luxurious Oldsmobile Limited of the 1910 period—the famous Futuramics, introduced in

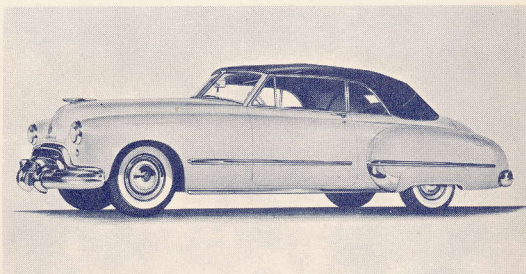


*Oldsmobile Limited.*

1948, which set the style of today’s automobiles.



In the 1949 models came another achievement in Oldsmobile's forward-looking engineering program—the introduction of the now famous "Rocket" Engine cars. All of these were milestones in Oldsmobile's progress, and today's "Rocket"



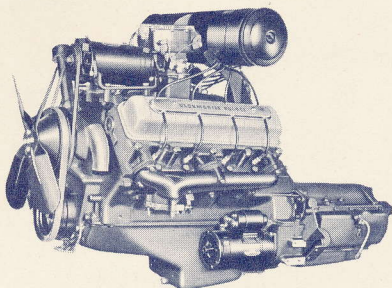
*1948 Futuramic Oldsmobile.*

Engine "88s" and "98s" stand as convincing evidence of Oldsmobile's engineering leadership during the last half-century.

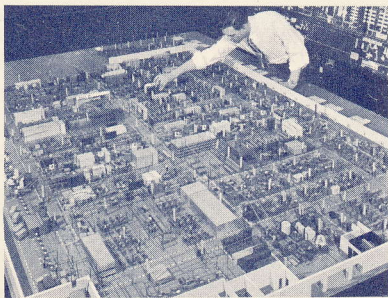
## THE "ROCKET" IS LAUNCHED!



Oldsmobile's "Rocket"—the most famous automotive engine of modern times—is now in its fifth triumphant year. In 1948, Oldsmobile



*First "Rocket" Engine.*

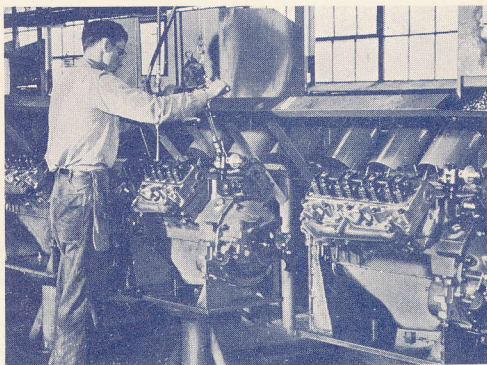


*Scale Model of "Rocket" Engine Plant.*

introduced this revolutionary power plant—the first of the new high-compression engines. Built in one of the newest, most



modern engine plants in the world, the "Rocket" was designed from the crankshaft out for true high-compression performance and economy. "Rocket" advancements included such outstanding new features as a short, rigid, five-bearing crankshaft,



*Ultra-modern "Rocket" Engine Assembly Line.*

overhead valves, banked cylinders, steel-reinforced auto-thermic pistons, hydraulic valve lifters and many more.

Oldsmobile's "Rocket" holds many stock car records across the nation. In 1950, an Oldsmobile "88" took first place in the grueling 2178-mile Pan American Highway road race from the northern to the southern border of Mexico. In 1952, an Oldsmobile Super "88" won the biggest stock car race of them all—the Southern "500" at Darlington, S. C. Both of these races are supreme tests



*Winner of the Rugged Pan-American Highway Race.*

of speed and stamina—sure proof of Oldsmobile's ability to *go* and *keep going* under the toughest conditions!

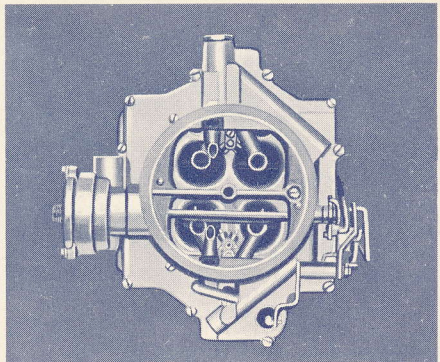




## OLDSMOBILE "ROCKETS" AHEAD

Since its introduction, many improvements and refinements have made the "Rocket" Engine even more efficient. A new high-turbulence combustion chamber, a completely shielded electrical system and new distributor were added in 1951. In 1952, Oldsmobile rocketed to new highs with the introduction of the famous Quadri-Jet Carburetor and new high-lift valves to send horsepower up to a high-compression 160.

And now . . . the 1953 "Rocket" is even more brilliant, more powerful, more economical than its predecessor. Oldsmobile



*Revolutionary Quadri-Jet Carburetor.*

engineers have stepped up the compression ratio to 8 to 1—a new high for the "Rocket." Horsepower has been increased to 165. A new 12-volt ignition system has been developed and in-



stalled in the 1953 models.

To keep pace with

“Rocket” development,

Oldsmobile has also con-

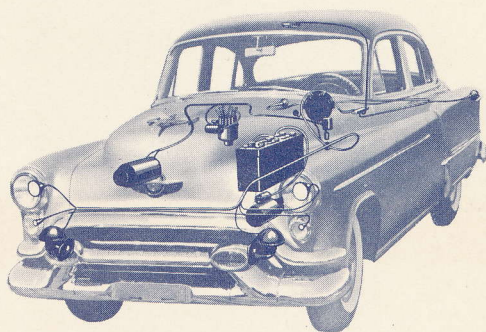
stantly improved Hydra-

Matic Drive. New 1953 Hydra-Matic Super Drive is the

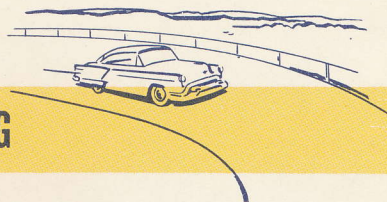
result of 13 years of experience—13 years of improvement—13

years of *real driving proof*. That’s why it is recognized every-

where today as the top transmission on the American highway.



*Oldsmobile's New 12-Volt Ignition System.*



## “ROCKET” TESTING

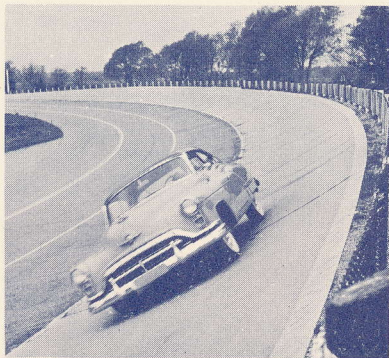
Each year, Oldsmobile puts its models through a series of exhaustive tests to make sure that they meet the rigid standards and specifications set up by Oldsmobile engineers for performance, durability, roadability, and all-around efficiency.

Skilled test drivers, working under scientifically controlled conditions, put millions of high-speed miles on these cars at the General Motors Proving Ground in Milford, Michigan, where



all types of roads, hills, curves and other conditions of travel are available.

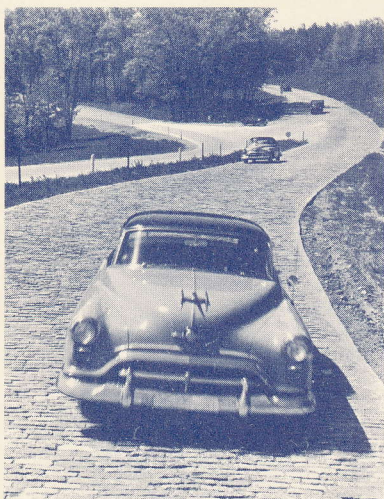
Cars are tested for speed and endurance on the four-mile speed



*"Speed Loop" at Milford.*

loop. Power and pick-up are tested on all kinds of hills—some far steeper than are found on any highway.

Ability to take punishment is proved on the Belgian block road—a replica of one of the rugged old roads in Belgium. The constant



*Belgian Block Road Tests Durability.*

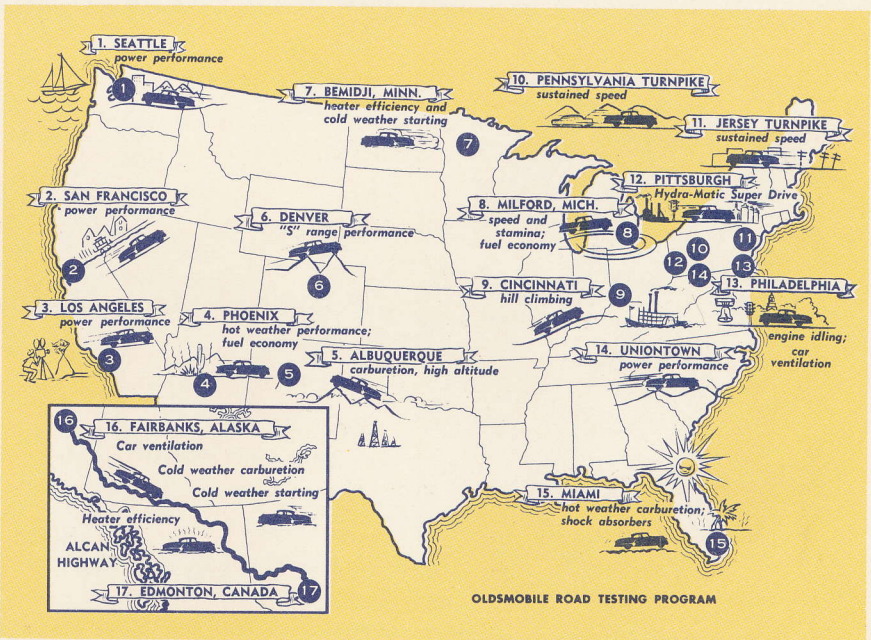
pounding from the uneven stone blocks makes the two-mile course more punishing than thousands of miles on ordinary roads. Cars are driven through the "water hazard," a deep splash basin 1,000 feet long, to discover

whether flying spray will stop them. Fuel economy is also tested. Precision instruments measure the exact amount of gasoline used in all types of motoring.



In another test, an auxiliary steering wheel is clamped over the regular wheel, and a scale automatically records the amount of turning effort required in every driving situation.

But Oldsmobile's testing program doesn't stop there. Special road tests are also conducted—from Alaska in the winter to Arizona in the summer—from high humidity trials along the Gulf Coast to high altitude tests in the Rockies and Alleghenies.

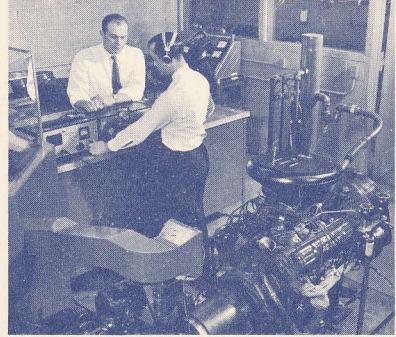


*Oldsmobile Testing Covers Every Road and Climate Condition.*

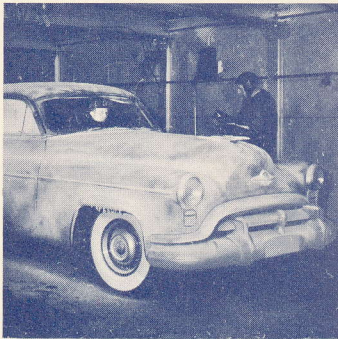
In addition to proving ground and road trials, the engineering department conducts laboratory checks of numerous car parts.



"Rocket" Engines are run on dynamometers in excess of 100 miles per hour for 100 hours and more. Hydra-Matic Super Drive is run through thousands of complete cycles from first gear to fourth without a stop except for oil changes. This is far more punishment than the average



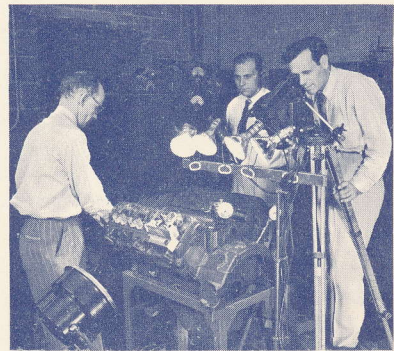
*"Rocket" Engine Dynamometer Test.*



*Sub-zero Testing in Cold Room.*

motorist could ever give his car. Starting tests, running tests, and lubricating tests are conducted in cold rooms where the temperature reaches as low as 40° below zero.

In another test, an ultra high speed camera is focused on the valve mechanism of the "Rocket" Engine to study the valve action when the engine is operating at speeds as great as 4,400 r.p.m. This is the scientific way to de-

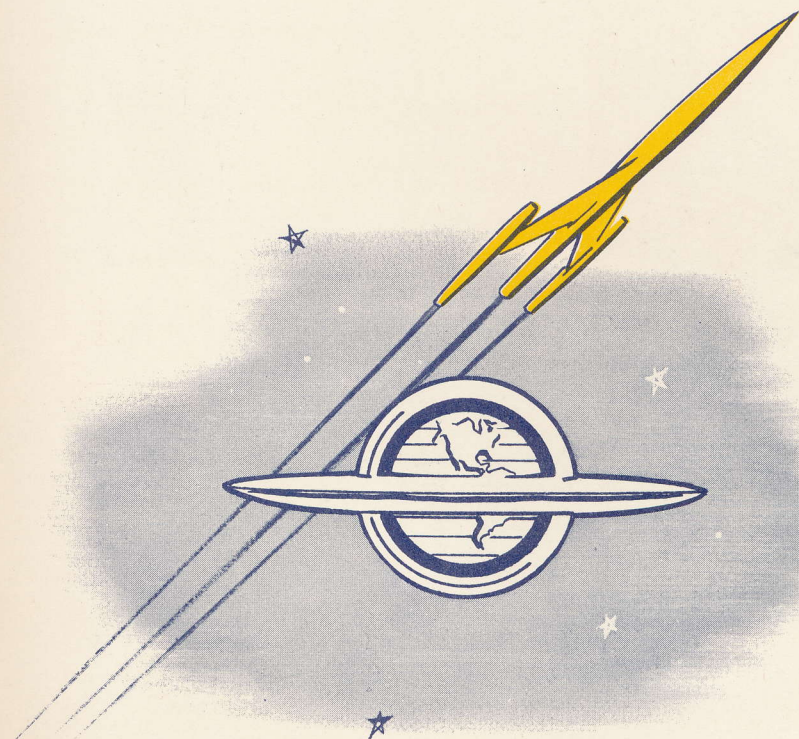


*Cameras Check High-Speed Valve Action.*

termine if the valves are operating up to the desired standards.



These are just a few of the testing operations that continue all the year around to make Oldsmobile one of the world's best-engineered cars—finer in every way year after year. For engineering progress never stops, and Oldsmobile is working in a constant search for new and better features. You can be sure that Oldsmobile will always have something new—something better—to offer the American motorist.



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