

Another 1st for Oldsmobile

The

J2

ROCKET



A NEW DRIVING SENSATION!



Now more than ever

ECONOMY WHEN YOU WANT IT . . . POWER WHEN YOU NEED IT!

THE J-2 ROCKET

. . . the most advanced engine carburetion development since Oldsmobile introduced the Rocket Engine!

- Improved Performance !
- Improved Acceleration !
- New Reserve Power For Safer Driving !
- New Efficiency At All Driving Speeds !

**300 HORSEPOWER ●
TORQUE 415**

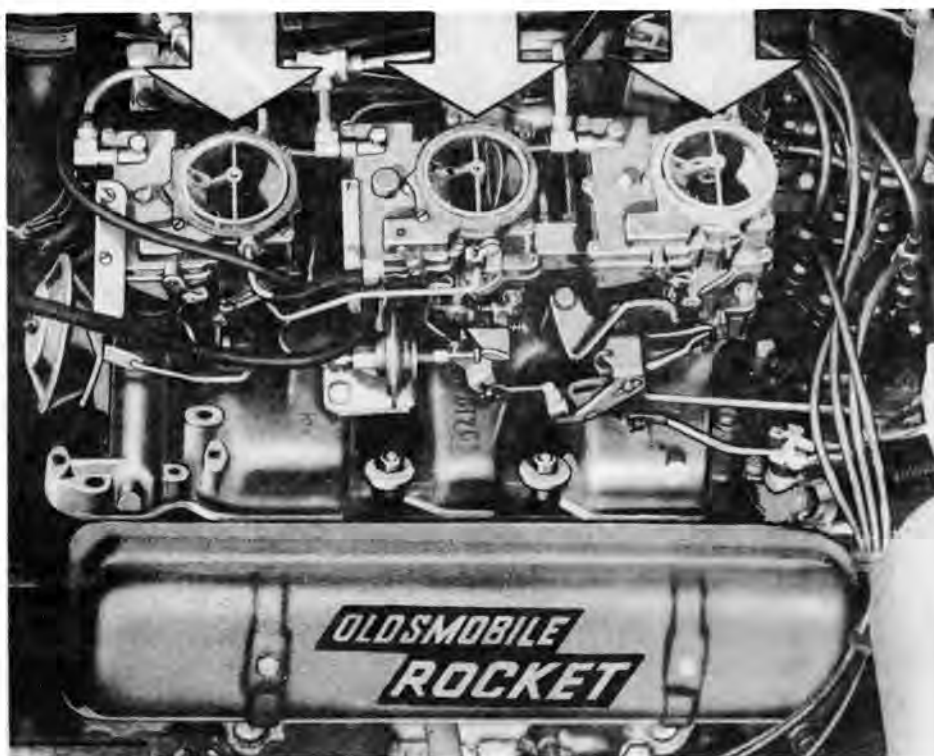
10 to 1 Compression Ratio

**Two-Stage Operation
For Power Flexibility**

Oldsmobile Engineering skill that gave the car buyer the modern high-compression engine now introduces the J-2 Rocket, a power plant that provides a range of performance unmatched by anything heretofore available. Here is the answer to modern driving demands that require even more reserve power to meet varying traffic situations. A development that brings a new factor of safety which is always at the driver's command.

The J-2 Rocket provides flexible operation that gives plenty of power for all normal driving and keeps in reserve always available an abundance of extra power for unusual conditions. Two-stage operation with the driver always in control. A new thrill in driving for all.

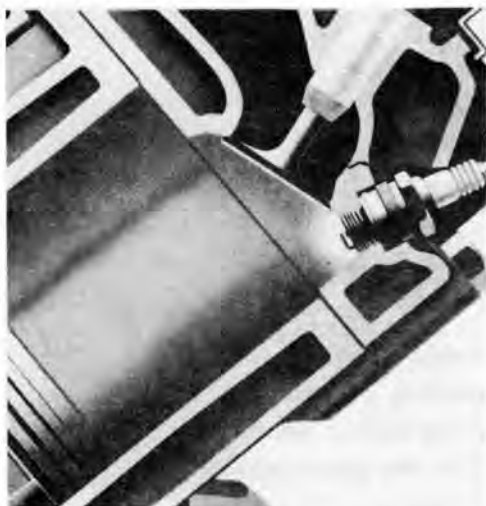
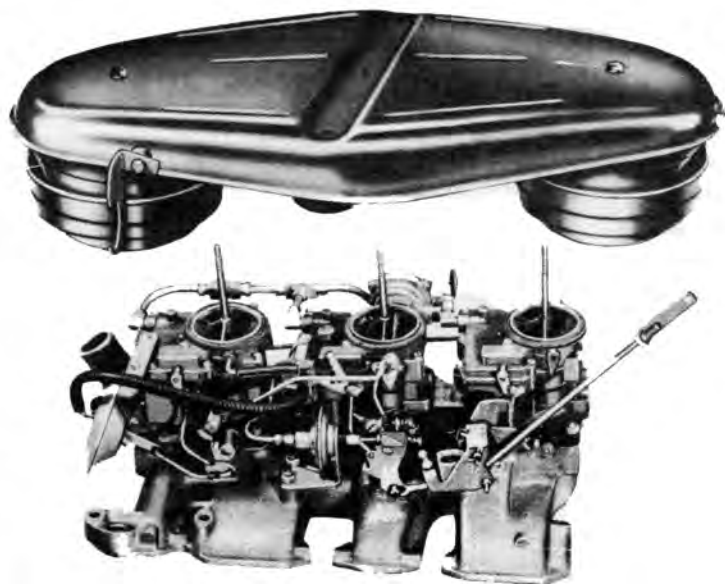
OLDSMOBILE'S J-2 ROCKET features a series of three dual carburetors mounted in tandem on a specially engineered manifold. However, a uniquely designed control system provides two-stage operation. Not all



carburetors are used all of the time. For all normal driving demands only the center carburetor is used - giving maximum economy. Performance in this first stage, with part throttle opening, is excellent and comparable to four-barrel carburetors under similar conditions. This excellent performance in stage one is attributable to the overall high efficiency of the J-2 Rocket carburetion system. When the accelerator pedal passes the three

quarter position, stage two goes into action. Specifically, stage one, which operates from zero throttle opening to three-quarters throttle, utilizes only the single center carburetor. At three-quarters throttle, stage two automatically and instantly goes into operation. In stage two, the end carburetors open fully putting all three carburetors into operation for the peak performance that the J-2 Rocket can deliver.

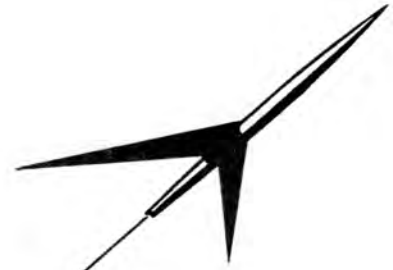
AUTOMATIC OPERATION — The J-2 Rocket's amazing performance is the result of many engineering developments. There is the unusually designed air cleaner which delivers the high volume of air required to operate under full throttle. The wide throated manifold with its unobstructed air passages also plays its part as does the accurately calibrated throttle linkage. But one of the most important new engineering developments is the vacuum power control system that operates the linkage of the two end carburetors. As the throttle pedal passes the three-quarter opening this vacuum power system instantaneously and effortlessly opens the valves of the end carburetors. The result — a smooth but abundant surge of power — signaled to the driver by a thrilling sense of movement and a deep-throated purr.



A NEW MEASURE OF POWER. With a 10 to 1 compression ratio the J-2 Rocket squeezes even more power out of every drop of gasoline. The horsepower is upped to 300 at 4600 rpm's and Torque is increased to 415 pounds feet at 3000 rpm. This high Torque at comparatively low engine speeds is the secret of the J-2 Rocket's great reserve of power. Because of its high efficiency design the J-2 Rocket requires equally high efficiency fuel. Therefore premium gasoline with an octane rating of at least 97 is required for satisfactory operation. The J-2 Rocket is a modern engine development to meet the extreme demands of today's driving.

A NEW DRIVING SENSATION. Never before has the car driver had such a thrill awaiting him. It is only through actually getting behind the wheel of a J-2 Rocket that the full impact of this great new power development is realized. Never before has such a versatile production engine been available to the thousands of car owners who drive our highways. Once the power-conscious car buyer feels the action-packed performance of the J-2 Rocket firsthand he'll never feel fully satisfied with anything less.





J-2 ROCKET will become available in January. It will be optional in all series and on all models, and for ordering purposes has been assigned the symbol "W". On Wholesale Car Orders where the J-2 Rocket is wanted, insert the symbol "W" in the space immediately below "L", Power Brakes, and check the proper series column. J-2 Rocket takes full advantage of the use of Dual Exhausts; therefore, when ordering J-2 for Golden Rocket 88 models, it is highly recommended that "S", Dual Exhausts, also be ordered for this series. During early production of the J-2 Rocket, it will not be available on cars ordered with air conditioning.

J-2 ROCKET is available at a price which puts it within the automobile budget of all new car buyers. Other new devices designed to give similar performance characteristics, are priced as much as five times higher.