

ARTHUR DUPRÉ INC.
BELOËIL, Q.U.E.

'59 OLDSMOBILE

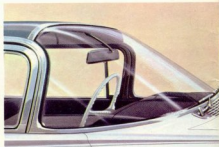




OLDSMOBILE FOR 1959

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 *OLDSmobility!*



▲ 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.

◀ Oldsmobile's new Holiday ScenCoupe 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 SportSedan'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.

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.



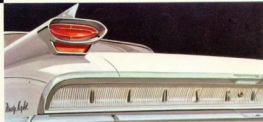
▲ Completely redesigned, Oldsmobile's new front end is a distinctive trademark. Sharply defined hood line is achieved by moving headlamps from fenders to grille. New aluminum grille gives lasting beauty.

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.

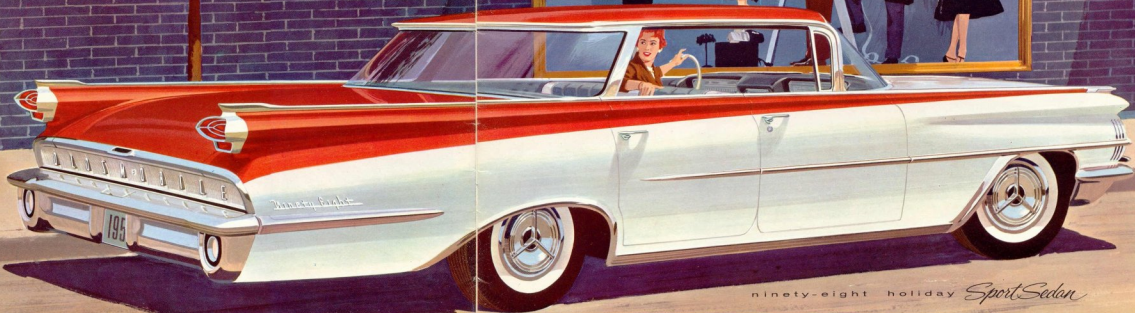


NEW MAGIC-MIRROR ACRYLIC FINISH

Sixteen brilliant, new colors are offered in Magic-Mirror Finishes . . . a durable acrylic-base finish that retains its beautiful luster much longer than ordinary finishes. 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.



Inspired!

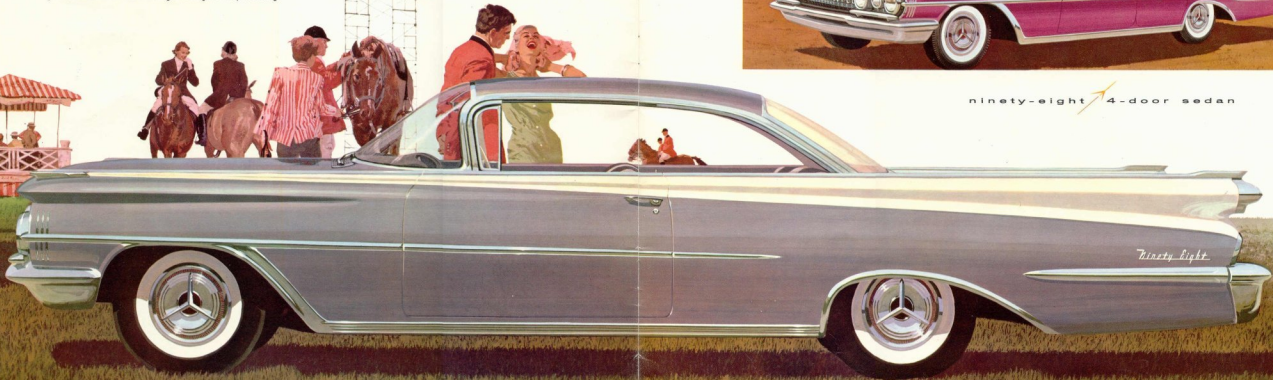


ninety-eight holiday *Sport Sedan*

1959's inspired creation . . . Ninety-Eight by Oldsmobile. It's the roomiest Olds of the year . . . the roomiest Rucker ever! This sleek new beauty makes a complete break with the past, setting the pace for a new styling cycle. Its lean, clean lines are the essence of Oldsmobile's "Linear Look" for '59.

ninety-eight  holiday *Scenicoupe*

Here is the future on four wheels! Great expanses of window area, combined with a pencil-thin roof line, give Oldsmobile for '59 a distinguished light and open feeling.




ninety-eight  4-door sedan

Spirited!

Top up or top down, Oldsmobile's Ninety-Eight Convertible has the lines of a champion. It's fleet to the eye and low to the road . . . eager to go and looks it! And powered by its new 315 h.p. Rocket Engine, the Ninety-Eight moves with steady grace and quiet assurance.



ninety-eight  convertible coupe

Hand-buffed leathers, expert workmanship and good taste combine to create an interior with typical Oldsmobile Ninety-Eight elegance. And the luxury of spaciousness is yours as well, for this is the roomiest convertible Olds has ever built.



Poised!



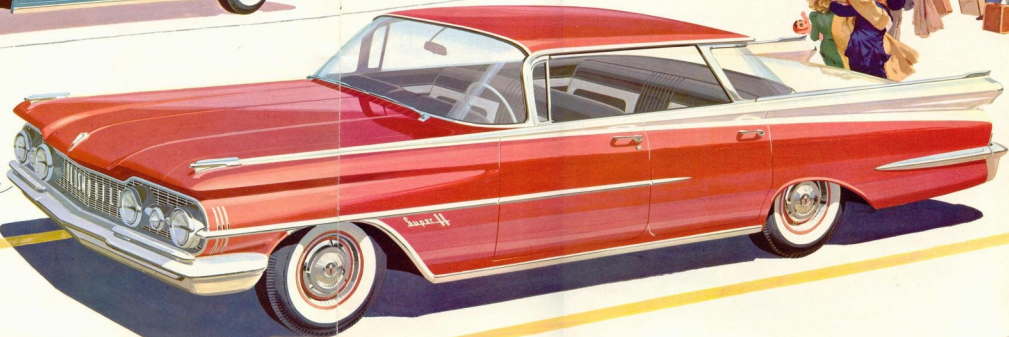
Geared for go in sun and snow . . .
that's Oldsmobile's Rocket-powered
Super 88! With its slim new figure, this
right-and-bright beauty has the poise
of a ski champ on a familiar slope . . .
and the performance to match! Its
improved front suspension and wider
tread bring you a new "Glide" Ride . . .
superlative—spectacular!

super 88 *holiday Scenic Coupe*



super 88 *fiesta*

Luxury and glamor with new convenience and practicality. . .
There's a new retractable rear window . . . 8 inches longer cargo
space . . . and Safety Glass all around!



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!



OLDSMOBILE



super 88 4-door sedan



super 88 convertible coupe

Dramatic!


dynamic 88  holiday Sport Sedan



New ideas in motion! Air-Scoop Brakes on all four wheels that run cooler and last longer. Safety-Spectrum Speedometer that colorfully signals your speed. New Guard-Beam Frame and Wide-Stance Chassis. New, 270 h.p. Rocket Engine with improved, fuel-saving ECON-O-WAY Carburetor. These highlight the added values in the Dynamic 88—lowest priced Oldsmobile series.

dynamic 88  holiday *Scenic Coupe*

This is the year you will want to own an Oldsmobile . . . perhaps this very one! It's all-the-way new, and priced right for you! An irresistible combination that will take you out of the ordinary into a new age of styling and engineering advances.

dynamic 88  2-door sedan

Value leader of the medium price class! Because Olds builds in so much more quality, you get so much more fun from ownership. And remember, your investment holds when you go over to Olds!



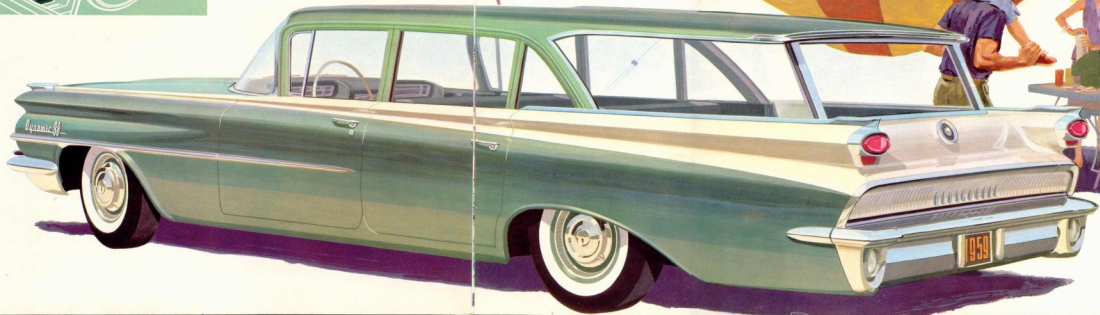


Dashing!

Here is space with the sweetest lines on wheels . . . exciting to look at, a joy to own! For whatever your mode of living, the spacious and versatile Fiesta will meet your every need!



Biggest news yet for the station wagon set is the '59 Fiesta's increased carrying capacity! Cargo space is up 13% over last year, and there's more leg room and hip room for passengers as well. Second seat features simplified release mechanism. It quickly folds flush with the floor for maximum loads. New retractable rear window eliminates lift gate . . . optional electric rear window lift and $\frac{1}{2}$ - $\frac{3}{5}$ divided second seat are available.



dynamic 88  fiesta



It's family-styled with four-door convenience, family-sized with spacious interiors and a 64% increase in trunk capacity! Family-priced, too! Discover how easily you can get out of the ordinary . . . and into an Olds, today!

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



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.



Oldsmobile's new armrests feature safety reflectors. At night, when you open either door, the reflectors can be seen by an oncoming driver while he is still some distance away.

▲ New parking brake pedal features release lever mounted conveniently next to it. On Super 88s and Ninety-Eights with power brakes, the warning light is on the bracket.



▲ New Easy-Grip Door Releases have the crisp, contemporary lines that complement Oldsmobile's "Linear Look". Standard on Ninety-Eight and Super 88 series (except 4-door sedans).



← **DYNAMIC 88 HOLIDAY SPORTSEDAN**

Ruggedly constructed Fashion-Firm Seats and colorful trim combinations highlight each Dynamic 88 interior, provide solid comfort.



← **SUPER 88 HOLIDAY SCENIC COUPE**

Special upholstery and rich trim combine to create an atmosphere of luxury. Spacious Super 88 interiors also feature padded twist carpeting.



▲ New Safety-Spectrum Speedometer tells you at a glance what speed range you are in. A new color-bar replaces the old speedometer needle. From 0-35 m.p.h. the bar remains green; 35-65, amber; 65 and over, red.

The most striking example of Oldsmobile's conquest of "inner space" is this new luggage compartment. It's longer, wider and deeper... giving an increase in carrying capacity of up to 64%! →



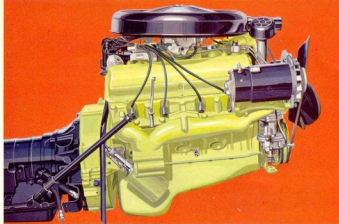


Advanced

"RIDE ENGINEERING"

A MASTERFUL BALANCE OF
ENGINE AND TRANSMISSION...SUSPENSION AND STEERING
...FOR YOUR COMFORT AND SECURITY

Out of Oldsmobile's continuing search for new and better ways to engineer an automobile have come many trend-setting developments. For 1959, advances have been made in every component of Oldsmobile's chassis and power team. What's even more important to you is that each individual design improvement has been made with careful attention to its effect on the whole. The result of this "Ride Engineering" is a smoother, quieter, more responsive automobile... with an exceptionally "solid" feel. You are invited to try Oldsmobile's unique "Glide" Ride.



RUGGED NEW ROCKET ENGINE

...quieter, more powerful than ever!

Oldsmobile's new Rocket Engine for Ninety-Eight and Super 88 models (see below for specifications of Dynamic 88's Rocket Engine) brings you the most extensive engine advances in a decade! The 1959 Rocket is bigger... features larger cylinder bores, increased displacement. It produces a husky 315 h.p., 435 lb.-ft. torque. And does it more efficiently than ever. New Free-Flow intake manifold design, larger intake valves and a new fuel-saving automatic choke give the thrif-famous Rocket even greater gas economy. It's a smoother, quieter Rocket, too! Olds engineers lengthened the cylinders to give greater piston support, added new conical valve springs for quieter valve operation, designed the most rigid crankshaft and block in the industry.

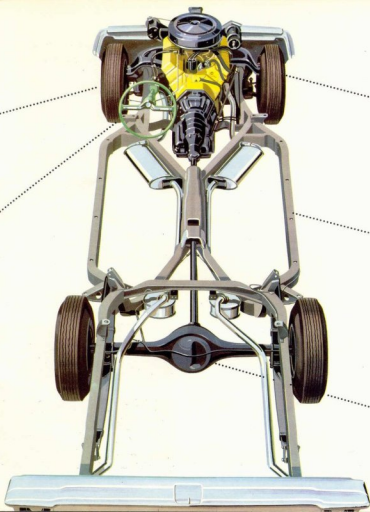
ENGINE DATA—Ninety-Eight and Super 88 series: 394 cu. in. Rocket Engine with 315 h.p., 435 lb.-ft. torque, 9.75-1 compression ratio and Quadri-Jet Carburetor is standard.

Dynamic 88 series: 371 cu. in. Rocket Engine with 270 h.p., 390 lb.-ft. torque, 9.75-1 compression ratio and Econ-o-war Carburetor is standard. Quadri-Jet Carburetor optional at extra cost.



ADVANCED JETAWAY HYDRA-MATIC

Geared for go! Jetaway's positive gearing gives you alert performance... maximum efficiency and economy at every speed. New Jetaway, with its two fluid couplings and improved clutches, gives smooth-as-silk shifting through every gear. And lever-type selector makes gear selection as simple as the flick of a finger.



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-ride" due to road irregularities. Wider front and rear tread and spring base give added resistance to sideway.



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. *Optional at extra cost.

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 fudging 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. New fan switch gives two-speed defroting. And for '59, a new ventilation system, which bypasses the heater, provides 75% greater air flow into the passenger compartment.

advanced accessories and options

DE LUXE RADIO has easy-to-operate push-button selectors . . . powerful 5-tube chassis. Super De Luxe Radio with Wander-Bar Station Selector is also available. 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—Willing 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.



SAFETY SENTINEL . . . another Olds aid to safer driving! Either in city traffic or on the highway, just set the Safety Sentinel at the speed limit and relax. This new speed warning device will keep a watchful eye on the speedometer for you. If you exceed the pre-set speed, an orange dash light flashes-on, and the warning buzzer sounds until you reduce your speed.



. . . with that Oldsmobile flair!



NEW AUTRONIC-EYE dims your headlights automatically for oncoming cars, switches them back to bright when the way is clear. New driver-operated sensitivity adjustment lets you control how soon it dims your lights . . . can compensate for changing weather conditions.



NEW WIDE-ARC WINDSHIELD WIPERS follow the full contour of Oldsmobile's Vista-Panoramic Windshield . . . give you 11% more cleared glass area than standard wipers! And like all Olds wipers for '59, Wide-Arc Wipers are electrically operated . . . function at constant speed regardless of engine speed. Optional on cars equipped with windshield washers.



NEW ADJUSTABLE DOME LIGHT provides a shielded beam of light for reading, playing children's games, map checking, etc.—can be adjusted at your convenience.

NEW COLOR-ACCENT WHEEL DISCS are bright and distinctive . . . give added color and individuality to your new Olds. Color-Accent Wheel Discs are available in eight colors.



NEW TRIM RINGS give your hubcaps a flashing chrome accent. A low cost option on Dynamic 88 and Super 88 models, the new trim rings are standard on all Ninety-Eight models.



*Available for Fiestas, Convertibles and Ninety-Eight Series models.

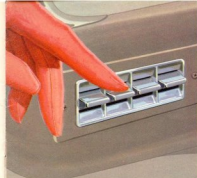


ROTO-MATIC POWER STEERING—Oldsmobile's brand-new Roto-Matic Power Steering features a rotary valve to build full power almost instantly . . . is much more responsive . . . takes 50% less effort to park! Power Steering works for your safety, as well. In an emergency, such as a blowout, powerful hydraulic forces help you to keep control.



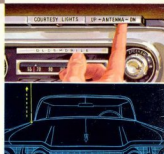
PEDAL-EASE POWER BRAKES—The gentle pressure of your toe is all that's needed to ease you to a smooth, controlled stop. Teamed with Oldsmobile's advanced Air-Scoop Brake system, Pedal-Ease Power Brakes give you safer, easier braking under the most severe driving conditions.

And you needn't even lift your foot to stop. Simply pivot your heel from accelerator to king-size Pedal-Ease control.



POWER WINDOW LIFTS—Raise and lower your car windows at the touch of a button . . . and it's as easy as it sounds with Oldsmobile's all-electric window lifts! Master panel on the driver's side lets him control every window in the car without reaching!

For '59, Olds offers the ultimate in power assists! Power-operated ventilators are now available as an extra-cost option on Fiestas, Convertibles and Ninety-Eight Series models.



Advanced power features
for your driving pleasure



POWER CONVERTIBLE TOP operates smoothly . . . dependably. High-test top fabrics make for long convertible life. New rear window is substantially larger for improved view.

6-WAY POWER SEAT moves up, down, forward, backward . . . tilts in either direction! Just press one of the three electric seat control switches. Power controls make it easy to change positions and prevent fatigue.



ELECTRICALLY CONTROLLED RADIO ANTENNA—It's the perfect way to combine maximum radio reception with maximum convenience! You can drive with your antenna all the way up, and lower it whenever you please without stirring from your seat.

POWER OPERATED REAR WINDOW—For 1959, the Fiesta rear window can be retracted into the tailgate. And it's available with the modern convenience of an electric window lift. Controls are located both on the dash and on the outside of the tailgate. Tailgate switch is key-protected.



SPECIFICATIONS



GENERAL

DYNAMIC 88 SERIES—Wheelbase, 123" • Over-all Length, 218.4" • Over-all Width, 80.8" • Over-all Height (5-passenger load): 4-Door Sedan, 2-Door Sedan, 56.0"; Holiday SportSedan, 54.2"; Holiday ScenCoupe, 53.7"; Convertible Coupe, 53.6"; Fiesta, 56.3" • Tire Size, 8.50 x 14" • Shipping Weight (4-Door Sedan, approx.), 4135 lbs.

SUPER 88 SERIES—Wheelbase, 123" • Over-all Length, 218.4" • Over-all Width, 80.8" • Over-all Height (5-passenger load): 4-Door Sedan, 56.0"; Holiday SportSedan, 54.2"; Holiday ScenCoupe, 53.7" • Convertible Coupe, 53.6" • Fiesta, 56.3" • Tire Size 9.00 x 14" • Shipping Weight (4-Door Sedan, approx.), 4160 lbs.

NINETY-EIGHT SERIES—Wheelbase, 126.3" • Over-all Length, 223" • Over-all Width, 80.8" • Over-all Height (5-passenger load): 4-Door Sedan 56.0" and Holiday SportSedan, 54.2"; Holiday ScenCoupe, 54.0"; Convertible Coupe, 53.6" • Tire Size 9.00 x 14"; Shipping Weight (4-Door Sedan, approx.), 4420 lbs.

ENGINE

TYPE..... High Compression 90°-V type; 8 Cylinders
HORSEPOWER..... Dynamic 88—270 @ 4600 R.P.M.
Super 88 and 98—315 @ 4600 R.P.M.
Dynamic 88 with Quadri-Jet Carburetor—300 @ 4600 R.P.M.

TAXABLE HORSEPOWER..... Dynamic 88—51.2
Super 88 and 98—54.45

TORQUE (Lb.-Ft.)..... Dynamic 88—390 @ 2400 R.P.M.
Super 88 and 98—435 @ 2800 R.P.M.
Dynamic 88 with Quadri-Jet Carburetor—410 @ 2800 R.P.M.

COMPRESSION RATIO..... 9.75 to 1

BORE AND STROKE..... Dynamic 88—4" x 3 1/16"
Super 88 and 98—4 1/8" x 3 1/16"

PISTON DISPLACEMENT..... Dynamic 88—371 Cubic Inches
Super 88 and 98—394 Cubic Inches

PISTONS (Auto-Thermic type)..... Aluminum

CARBURETOR..... Dynamic 88—ECON-O-WAY
Super 88 and 98—Quadri-Jet

VALVES..... Overhead; Hydraulic Lifters

COOLING SYSTEM (Capacity, with heater)..... 17 1/2 Imp. Qts.

LUBRICATION SYSTEM..... Full Pressure, 3 1/2 Imp. Qt. Capacity (4 1/2 Imp. Qts. with Oil Filter)

ELECTRICAL SYSTEM..... 12-Volt

CHASSIS

FRAME..... Guard-Beam design, I-Beam, with X-Center-Member and 5 Cross-Members

FRONT SUSPENSION..... Pivot-Point, with Counter-Dive; Independent Coil Springs; Direct-Acting Shock Absorbers; Stabilizer Bar

REAR SUSPENSION..... 58" x 2 1/2" Leaf Springs; Outboard-Mounted, Direct-Acting Shock Absorbers

BRAKES..... Air-Scoop, Super-Hydraulic with cooling Bump; 191.7-Sq. In. Lining Area; Pedal-Operated Parking Brake; Pedal-Ease Power Brakes Standard on Ninety-Eight Series, Optional on other Series.

TRANSMISSION..... Syncro-Mesh, Standard on Dynamic 88 and Super 88 Series.

JETAWAY HYDRA-MATIC DRIVE..... Standard on Ninety-Eight Series; Optional on other Series.

STEERING..... Dual Center-Control, Recirculating Ball-Nut Gear, Roto-Matic Power Steering Standard on Ninety-Eight Series; Optional on other Series.

STEERING TURNING CIRCLE (DIAM.)..... Dynamic 88 and Super 88—42 Ft.; Ninety-Eight—43 Ft.

REAR AXLE..... Semi-floating; Hypoid Gears

Dual-Range Power Heater, Radio, Bi-Phonic Speaker System, 6-Way Electric Power Seat Controls, Autronic-Eye, Air Conditioning, Electrically Controlled Radio Antenna, White Sidewall Tires and all accessories described are optional at extra cost.

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ARTHUR DUPRE INC.
BELOEIL, QUE.

'59 OLDSMOBILE

