

The 1959 Oldsmobile

Oshawa, Ont., Sept. 29th—Oldsmobile for 1959 has been completely restyled, with more glass area, more passenger and luggage space, and a host of engineering and accessory advancements, General Motors of Canada, Limited announced today.

The 1959 Oldsmobile will be easier to steer and to park. Either of its two new engines will offer greater operating economy.

New models will be on display in dealer showrooms Oct. 3rd.

There are two new hardtops this year: the Holiday Sport Sedan, a four-door family-size car and the two-door Holiday Scenicoupe.

Total glass area on all models has been increased up to 36 per cent. An extra large, heat-resistant rear window on the Holiday Scenicoupe curves high into the roofline to give unparalleled visibility. Rear window glass area on this model measures 1792.5 square inches. On the Holiday Sport Sedan the rear window wraps around beneath the extended rear edge of the roof.

The new "Vista-Panoramic" windshield has up to 570 square inches more glass area and contours deep into the roofline offering an unhindered view of overhanging traffic signals. Electric windshield wipers, with a wide cleaning area, are standard equipment.

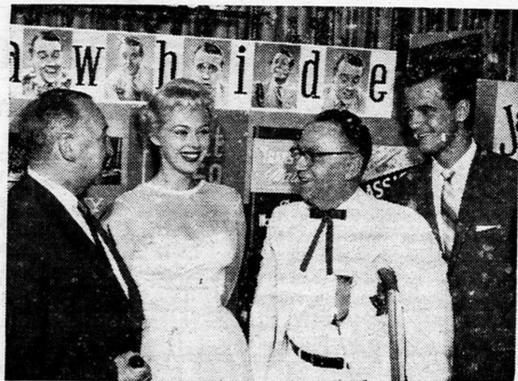
For 1959, Oldsmobile is offering 15 body styles in its Dynamic 88, Super 88 and 98 series. In each series are the Holiday Scenicoupe and Holiday Sport Sedan, a four-door sedan and a convertible. In the Dynamic 88 series, in addition, there is a station wagon. The Fiesta is also built in the Super 88 series.

All models are marked by their thin rooflines, with increased passenger compartment roominess and comfort. Shoulder room has been increased over four inches yet the overall width of the car is increased less than an inch. Rear seat passengers have over an inch more leg room in the Dynamic 88 and Super 88 series. Trunk space has been increased up to 64 per cent. In the 98, a new larger body, distinctively Oldsmobile, gives rear seat passengers 4 inches more leg room.

Oldsmobile's "Linear Look" for 1959 is apparent in the completely redesigned body and wide-spaced four-beam headlights set within a full-width



The Super "88" Holiday Scenicoupe is one of two new body styles offered by Oldsmobile in 1959. The Oldsmobile has been completely restyled, with more glass area, passenger and luggage space and a host of engineering and accessory advancements. Steering is easier. There are new Air-Scoop brakes on all four wheels. Two new engines will mean greater operating economy. The windshield, with up to 570 square inches more glass, cuts deep into the roofline to give an unhindered view of overhanging traffic signals. The wide, heat-resistant band across the top of the tinted rear window reduces heat penetration by about 84 per cent. Sculptured twin booms sweep full length along the body, highlighting Oldsmobile's unique two-tone styling for 1959.



EDITORS MEET THE STARS

Stars of radio and television (left) and retiring president G. Sylvia Murphy and Bob Goulet (second from right) were entertained in Toronto recently following a special CBC radio show which they put on for the convention of the Canadian Weekly Newspapers Association. Newly-elected president of the C.W.N.A. Hugh E. McCormick of Montreal,

grille of anodized aluminum. For maximum protection, the rectangular patterned grille is recessed under the hood, well behind the leading edge of the bumper. Oldsmobile identification appears in bold block letters across the centre of the grille. The new, circular parking lamps are located between each pair of headlights which provide better lighting from their new wide-apart spacing and close-to-the-road location.

Sculptured twin booms sweep full-length along the body to give the car a look of mobility even when parked, and also serve as the key area for Oldsmobile's unique two-toning for 1959. Oldsmobile will offer 16 exterior "Magic Mirror" color finishes for 1959. These exceptionally durable acrylic base paints, formerly optional at extra cost, are now standard finishes on all models.

The cool air intake grille is located on the hood and new ducts and outlets increase ventilating air flow up to 75 per cent. Incoming air now travels directly to special fresh air outlets in the inner shroud panels on each side of the front passenger compartment. Louvered outlets permit even distribution of cooling air throughout the interior.

To match the advances in styling, Oldsmobile for 1959 has developed two of the most responsive and economical Rocket engines since the first high-compression Rocket was introduced by Oldsmobile in 1949. Both are smoother and quieter in operation with a new cylinder block, longer cylinder bores, new reinforced aluminum pistons, connecting rods with greater bearing area, a larger intake valve and a more rigid crankshaft.

Equipped with a two-barrel carburetor, the new engine

power steering is completely new to give more power assistance. Heart of the new system is a new rotary control valve that responds faster and requires only one pound of effort for straight-away steering control. In difficult parking situations, 50 per cent less is required than formerly. The new system is standard on the 88 series, and optional on the Super 88 and dynamic 88 series.

Brake fade and brake lining wear have been reduced with Oldsmobile's new "Air-Scoop" brake designs for 1959. This is accomplished by a large new flange which literally "scoops in" the cooling air around the brake drums and more efficiently cools them under the most

severe driving conditions.

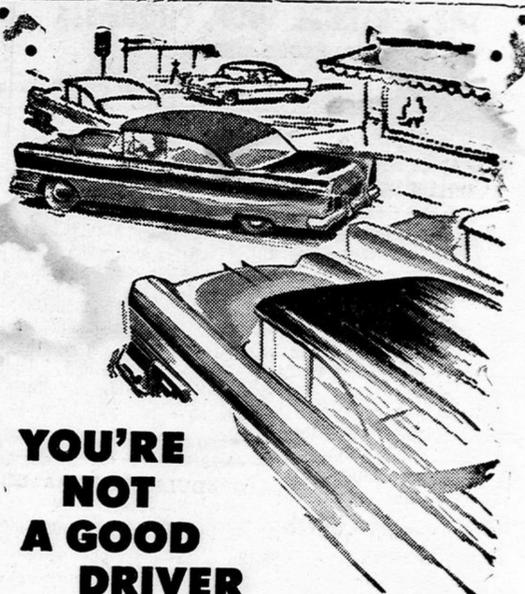
Offered as an optional accessory on all models Oldsmobile's push button tuning. This utility transistor radio plugs into new Trans-Portable radio with the car's electrical system when in position and operates on its own long-life batteries when out of the car. When locked in position with the glove compartment door closed, it is identical in appearance to the stationary deluxe radio.

The glove compartment door and radio are a part of the newly balanced design of the "Twin-Contour" instrument

panel which places the instrument cluster directly in front of the driver for greater convenience. The new "Safety-Spectrum" speedometer utilizes varying colors to help the driver maintain safe driving speeds. Speed is indicated by a moving band of color which is green from 0-45 m.p.h., orange from 36-65 m.p.h., and red over 65 miles per hour.

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