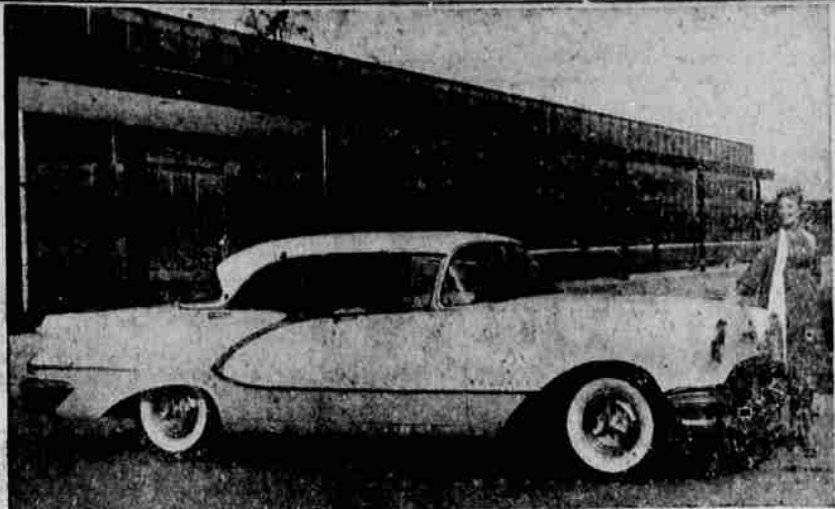




LONG FLOWING LINES OF THE 1956 OLDSMOBILE "98" Deluxe Holiday sedan with its Starfire styling are complemented by the new flair-away fenders, the smart airfoil grille and the distinctive two-tone color effect that is obtained through the sweeping side moulding that extends nearly the length of the car. The Holiday body with unlimited side vision is enhanced on the interior with rich new fabrics and trim set off by a redesigned instrument panel. The "Holiday" designation is in chrome block letters on the front fender panel. The 1956 Oldsmobile features a brand new front end. The "Rocket" T-350 engine has been boosted to a powerful 240-h.p. and is coupled with a brand new development in automatic transmissions, the velvet smooth Jetaway Hydra-Matic. It is sold by the Dick B. Miller Co.

New Hydra-matic Cushioned By Added Fluid Coupling

A new second small fluid coupling that cushions shifts like the main fluid coupling cushions engine power is the key to the smooth performance of the new Jetaway Hydra-Matic Drive in the 1956 Oldsmobile Super "88" and "98" models, according to Harold N. Metzel, Oldsmobile chief engineer. Oldsmobile, which pioneered Hydra-Matic Drive in 1939 as the first fully automatic transmission to be produced in volume and which has built nearly 3,000,000 cars equipped with Hydra-Matic, views the new transmission as a major advance in automotive gear shifting.

Oldsmobile's Jetaway Hydra-Matic employs the new principle of blending drive ratios through oil in a second fluid coupling. In previous types of drives employing mechanical gears, whether for normal driving or low-range performance, mechanical clutches and bands have been employed to make the transition from one ratio to the next. In the new Jetaway Hydra-Matic transmission, the function of these mechanical clutches in the front unit is performed by a hydraulic controlled coupling, which gradually engages or disengages as it empties or fills. The result is a perfect transition from one gear ratio to the next, a blending of the two different ratios which virtually eliminates roughness or jerk when a gear change is made.

The small fluid coupling and two sprag clutches replace the familiar front friction clutch and the front and rear unit bands in the Hydra-Matic unit. Power from the T-350 "Rocket" engine is transmitted to the rear wheels through the conventional main fluid coupling and

two sets of planetary gears. In first and third gear, the front unit is in reduction and the new small fluid coupling is empty. Filling the front fluid coupling gives a smooth transition, putting the front unit in direct drive for second and fourth gear. The second coupling blends the changes between all forward gear ratios together into a single continuous flow of power.

The gear ratios in first and third gear have been increased in the Jetaway Hydra-Matic, improving performance. First gear ratio is now 3.96 to 1 instead of 3.45 to 1, while third gear ratio has been boosted from 1.45 to 1 up to 1.55 to 1. The rear unit ratio has been reduced slightly from 2.63 to 1 to 2.55 to 1.

With the increased smoothness of shifts the transmission has been provided with controls which at normal traffic speeds allow the operator to downshift from fourth to third at part throttle (by depressing the accelerator). This gives the added power so necessary for flexibility and handling ease in traffic situations.

A new "park" position has been added to the gear selections to provide additional security when the car is not in motion. The engine can be started when in the "park" position.

Jetaway Hydra-Matic is of simpler construction, requiring no internal adjustments and providing easier accessibility of parts. The periodic Hydra-Matic band adjustments are eliminated. However, all the Hydra-Matic Drive advantages of the past are retained. Power multiplication is accomplished through positive gears which do not slip, waste power or diminish the effectiveness of engine braking.

Power Seats Aid Entrance

A new automatic six-way power seat that makes possible easier entrance or exit is an exclusive Oldsmobile feature offered on the "98" Deluxe Holiday coupe and Starfire convertible models for 1956. The automatic feature for entrance or exits is in addition to the basic six-way power seat, which is available as an optional extra on all body models, according to Harold N. Metzel, Oldsmobile chief engineer.

On the "98" Deluxe Holiday coupe and Starfire convertible, there is an automatic switch synchronized with the front door and the folding seat backs. When either door is opened the seat automatically moves to the full rearward position to allow easy entrance to or exit from the front seat. When the folding seat back is pushed forward, the seat moves forward to a position which allows easy access to or from the rear seat.

The basic six-way power seat adds two more positions to the regular fore-and-aft and up-and-down movements previously available. The new tilting positions make it possible for the driver and passengers to tip the entire front seat up to a 35-degree angle, creating a brand new concept of front seat comfort.

Authorities on driving safety agree that frequent changes of seat position on long trips reduce driver fatigue. The six-way electric-powered seat adjuster offers a wide choice of positions and movements. The driver can change the seat position at any time, quickly and easily, with a single finger-tip control located on the left side of the front seat base.

Oldsmobile Uses Starfire Styling In New '56 Models

The onetime experimental Starfire styling is now the production line basis for the 1956 Oldsmobiles. There are new sweeping chrome side mouldings to provide two-tone color separation, a styling that varies distinctly in the three "98," Super "88" and "88" Oldsmobile series.

From an engineering standpoint, horsepower is raised to 240 in the Rocket engine which powers the "98" and Super "88" cars. The engine is designated T-350 which indicates 350 pound-feet of torque or turning effort at the crankshaft, at an engine speed of 2,800 rpm's. Compression ratio is 9.25 to 1 in all 1956 Oldsmobile engines. The series "88" engine has a larger dual carburetor and develops 230 horsepower.

Three series of cars in thirteen body types are offered by Oldsmobile for 1956. There are four Fisher body types in the luxurious "98" series — four-door Holiday sedan, Holiday coupe, four-door sedan and Starfire convertible. The high performance Super "88" series presents the Holiday sedan, Holiday coupe, two-door sedan, convertible coupe and four-door sedan. In the budget-priced "88" series are the Holiday sedan, two-door sedan, four-door sedan and Holiday coupe.

Jetaway Hydra-Matic drive, which is making its bow in 1956 Oldsmobile, will be standard equipment on the "98" series. Hydra-Matic super drive is optional at extra cost on the "88" series. The Jetaway Hydra-Matic introduces a new second fluid coupling in the drive train that blends the changes in the gear ratios into a single continuous flow of power. Shifts are smoother than ever before attained in an automatic transmission and are barely perceptible. As an added convenience, a parking lock operated with the shift lever is incorporated in the transmission.

Safety is a continuing consideration with Oldsmobile and has been since electric headlamps and the self-starter first were installed. It is the constant aim of Oldsmobile engineers to design safety features into the car. Among these have been the all-steel body, four-wheel

brakes, safety glass and the panoramic windshield for better vision. Built-in safety improvements are the objective in each new model.

In addition to the safety padded instrument panel, available since 1953, and safety power steering and power brakes, first offered in 1952, Oldsmobile has other less apparent safety features. Among them are interlock safety door locks, introduced in 1955 to reduce the possibility of doors unlatching under impact, and the "safety-aim" seal beam headlights. These more powerful headlamps extend about eighty feet further down the road on low beam, which is so aimed that it concentrates light on the right shoulder of the road. The new lights minimize glare and upward light diffusion in fog and rain. Seat belts are being offered in 1956 as optional equipment.

Outstanding in optional accessories offered for 1956 are the new automatic six-way front seat and the dual exhaust system. The electric-powered six-way seat adds new tilting positions forward and backward to the familiar fore-and-aft and up-and-down movements, accommodating the seat to the occupant's comfort. In addition in "98" Holiday coupe and Starfire models, the front seat automatically slides back for easier front seat entry when the door is opened and automatically slides forward for easier rear seat entry when the front seat back is tilted forward.

The new dual exhaust is harmoniously integrated in the new rear bumper design, just below and outside the bumper guards. The exhausts are oblong in shape and minimize back pressure to bring about a marked improvement in overall engine performance.

Safety power steering, standard on the "98" and optional at extra cost on other series, has been improved through a smoother cut-in of the steering assist when pressure is applied to the wheel and a flexible coupling that minimizes road vibration. The steering ratio has been reduced 10 per cent to provide less turns of the steering wheel to negotiate a turn.



OLDSMOBILE'S SMART "88" two-door sedan is the budget-priced leader of this popular series. This is a big and powerful car for its class, with a 230-h.p. "Rocket" engine, 122-inch wheelbase and 203-inch overall length. It has the famous "Intagrille" bumper, low silhouette and panoramic windshield that have made Oldsmobile a style leader. Four upholstery color selections in Moroccan and random weave nylon pattern cloth are offered to match the exterior color scheme. Nineteen solid colors are available as well as more than 150 two-tone combinations.

Many Features Restyled In '56 Model Olds On Display

A display chassis that gives spectators an inside look at Oldsmobile's famous "Rocket" T-350 engine, the revolutionary Jetaway Hydra-Matic transmission, will feature the Oldsmobile exhibit at Klamath Falls, January 28 to 29 in the armory. Completing Oldsmobile's display will be a representative selection of 1956 Oldsmobile models from all three series — "98," Super "88" and "88" — under the sponsorship of Dick B. Miller Co., Oldsmobile dealers here.

Styling of the 1956 Oldsmobiles on view has been inspired by the experimental Starfire. The popular low silhouette and panoramic windshield again are featured and are enhanced with new flair-away fenders, a new hood design and the unique "Intagrille" bumper, incorporating parking lights in the outer extremities and massive upper and lower bumper bars for greater safety.

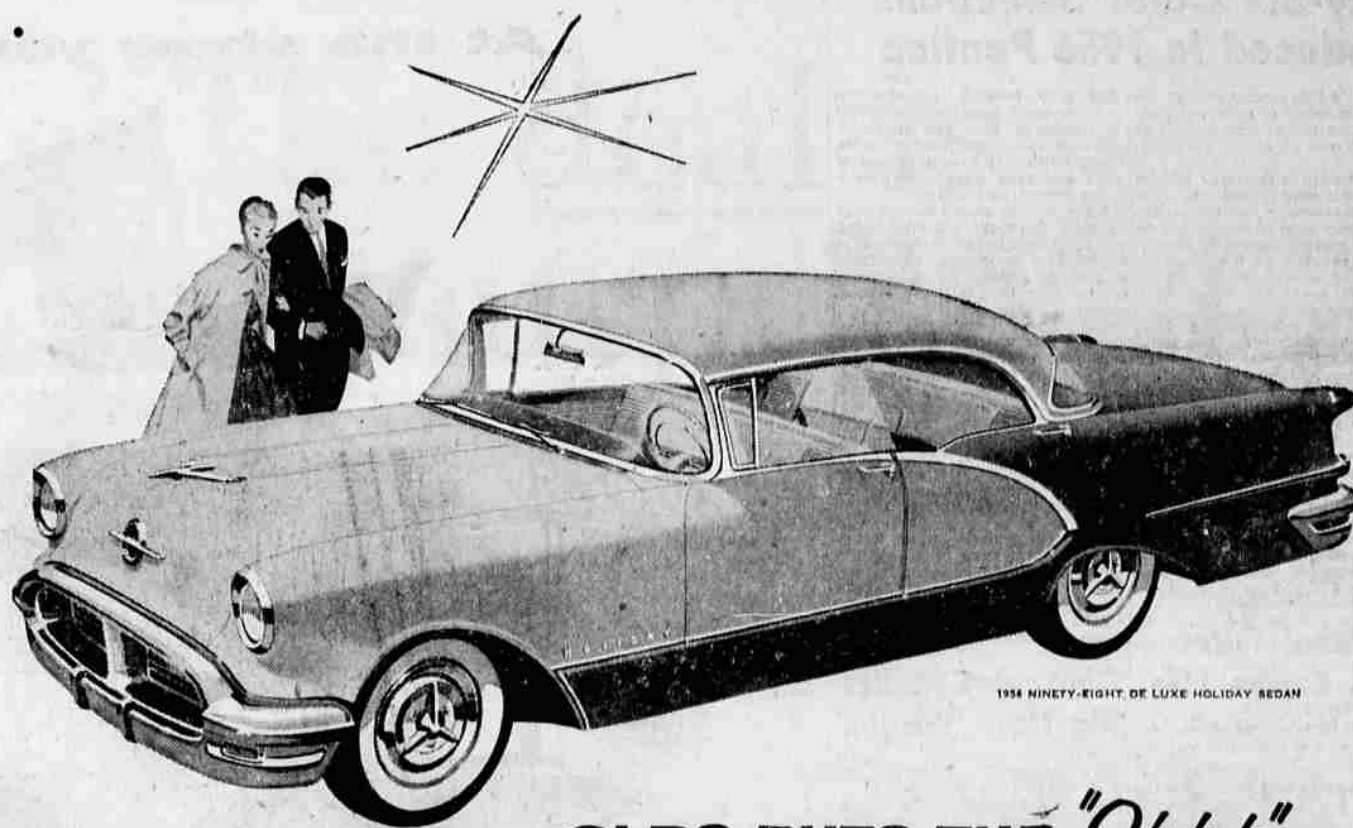
Restyled projectile-type taillights and the upward sweep of the rear bumper contour above the recess for the license plate lend a fresh and distinct note to Oldsmobile's rear end styling. The treatment of the body chrome trim in the "98" series is distinctly different from the Super "88" models.

Widest paint and upholstery selection in Oldsmobile history is offered in the 1956 models. There are 184 recommended two-tone paint combinations and 62 upholstery choices. Nineteen of the twenty-one

body colors available are brand new for 1956. Three types of two-tone styling are offered in addition to solid colors.

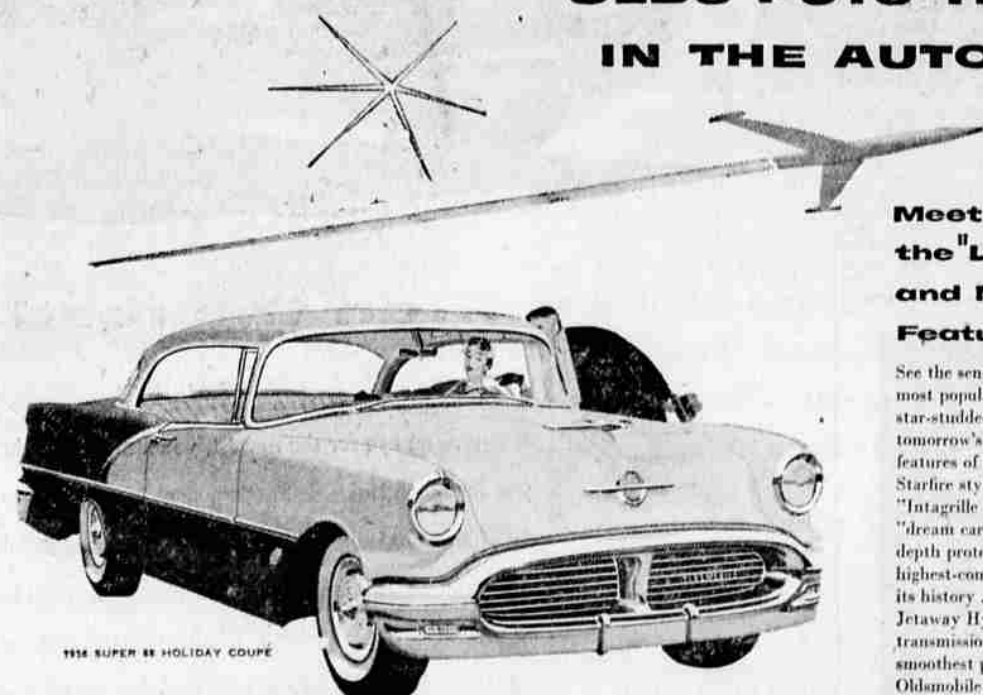
The "Rocket" T-350 engine with Jetaway Hydra-Matic transmission achieves new standards of performance and efficiency. The famed "Rocket" engine has undergone several important revisions to improve power and performance. Breathing properties of the engine have been improved through the use of a new higher lift camshaft, larger valves and revised parts in the cylinder head, a new Quadrijet carburetor and a new intake manifold.

Jetaway Hydra-Matic Drive, which is making its bow in the 1956 Oldsmobile, introduces a new second fluid coupling in the drive train that blends the changes in the gear ratios into a single continuous flow of power. Gear shifts are smoother than ever before attained in an automatic transmission.



1956 NINETEEN-88 DELUXE HOLIDAY SEDAN

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1956 SUPER 88 HOLIDAY COUPE

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*Standard on Ninety-Eight model; optional at extra cost on Super 88 models.

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