

OLDSMOBILE "ROCKET"

ALL NEW
FOR '52





Oldsmobile's

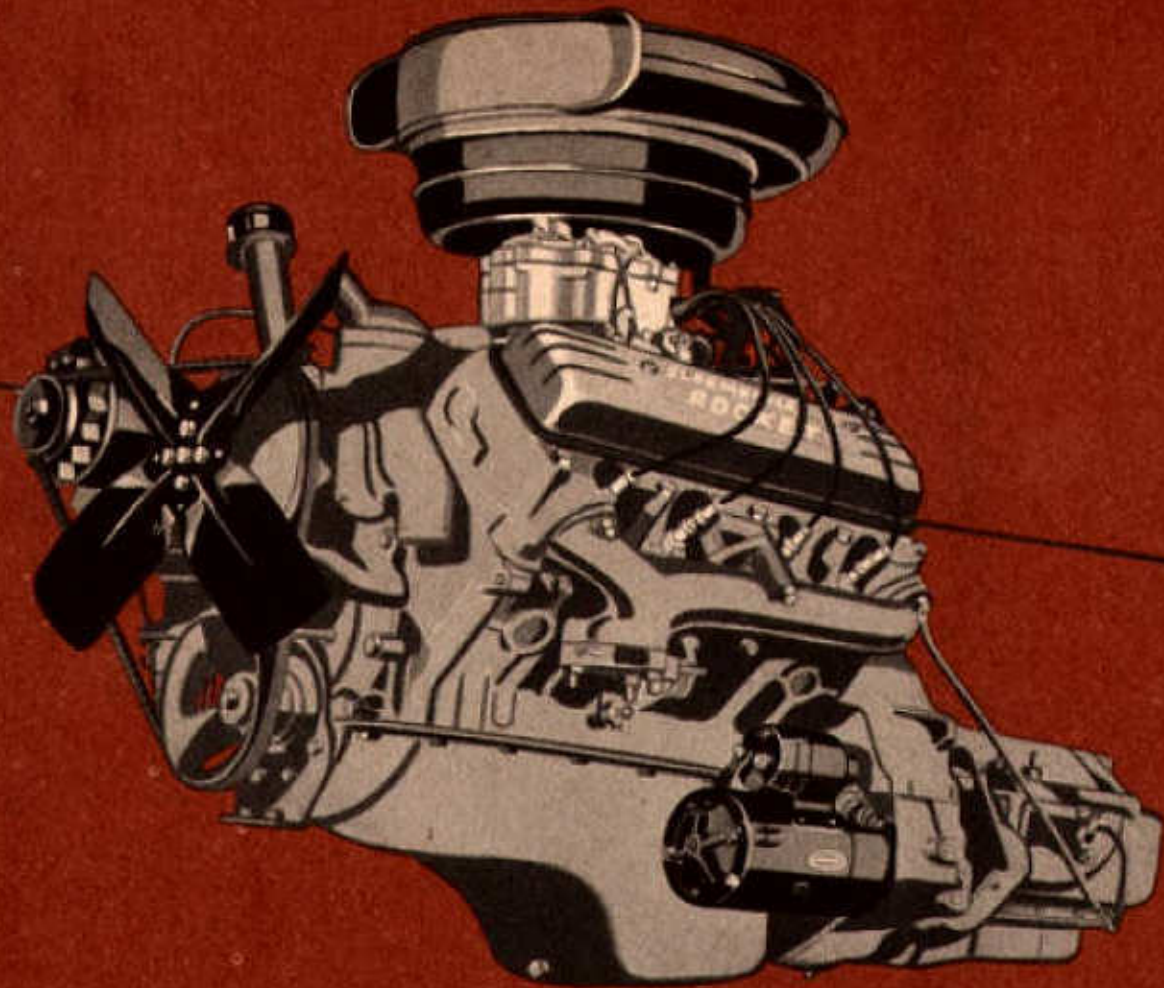
Johnny and Lucille

Get the Thrilling



Inside Story of the New "Rocket" Engine

Now, more than ever, Oldsmobile's "Rocket" is the power sensation of the nation! The 160 h.p. "Rocket" hits a new high in *performance, dependability, gas-saving mileage*—an *all-time high in all-around value*! Join Oldsmobile's Johnny and Lucille and learn the new "Rocket" story in the following pages.



The High-Compression Leader

...Hits New Highs!

in POWER—New "Rocket" Engine packs thrilling new 160 horsepower action!

in PERFORMANCE—New "Rocket" gives more zip and zoom wherever you go!

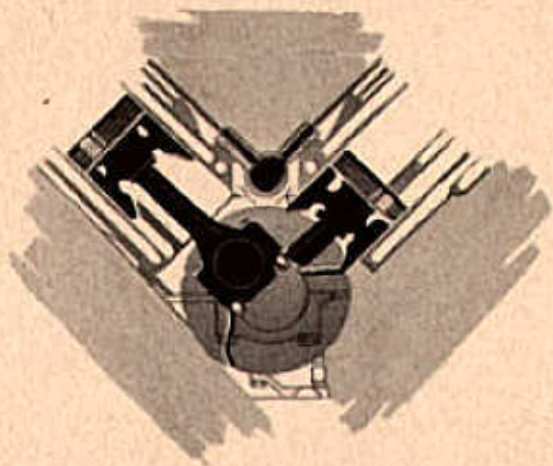
in VALUE—New "Rocket" Engine—more than ever—*more motor for your money!*



"ROCKET" PIONEER!

FIRST OF THE POSTWAR ENGINES

Late in 1948, Oldsmobile introduced the most sensational engine of modern times—the revolutionary "Rocket"! This spectacular power plant set the pattern for the industry—set records for popularity everywhere! Other "Rocket"-type engines have appeared, but Oldsmobile continues to lead the high-compression field. Oldsmobile experience and "know how" keep Oldsmobile rocketing ahead!

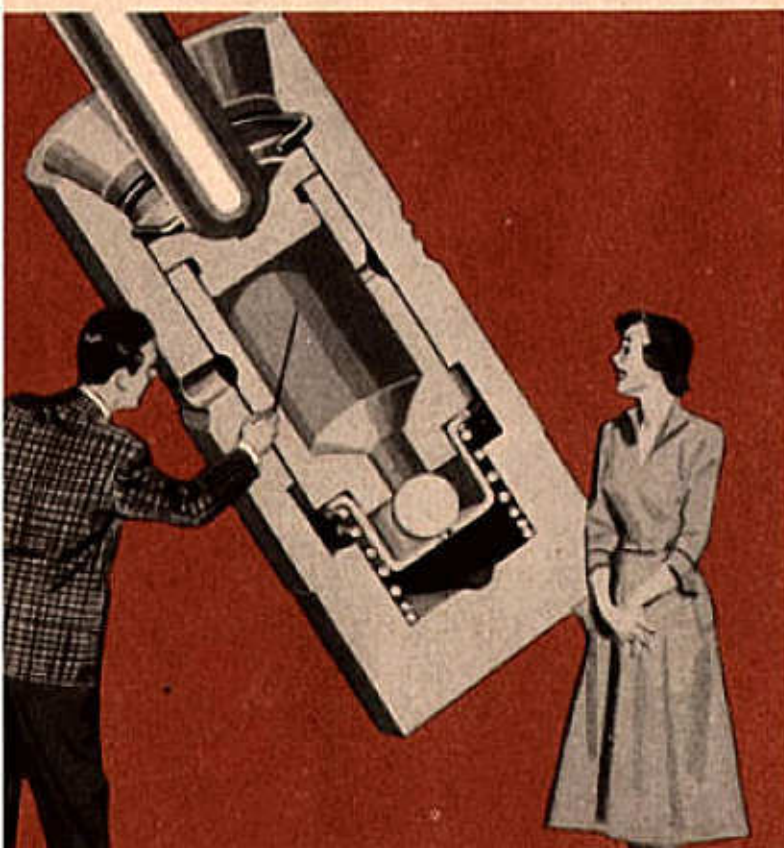


90° Bank

The cylinder arrangement, with two banks set at 90° on the short, sturdy crankshaft, makes the "Rocket" more compact—*stronger and smoother* in action! The crankshaft is rigidly supported by five main bearings.

Hydraulic Valve Lifters

From the very beginning, the "Rocket" Engine has been equipped with hydraulic valve lifters—also pioneered by Oldsmobile. These lifters keep valves in perfect adjustment under all conditions, automatically. That's one of the big reasons why hundreds of thousands of "Rocket" owners have enjoyed years of efficient, quiet, trouble-free "Rocket" Engine performance.



"ROCKET" FOR 52!

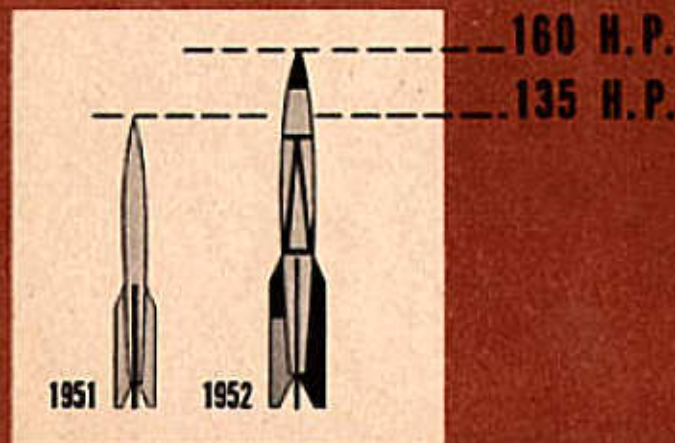
A BRAND NEW "LOOK"



135 H. P.

**NEW ZIP!
NEW ZOOM!**

160 H. P.



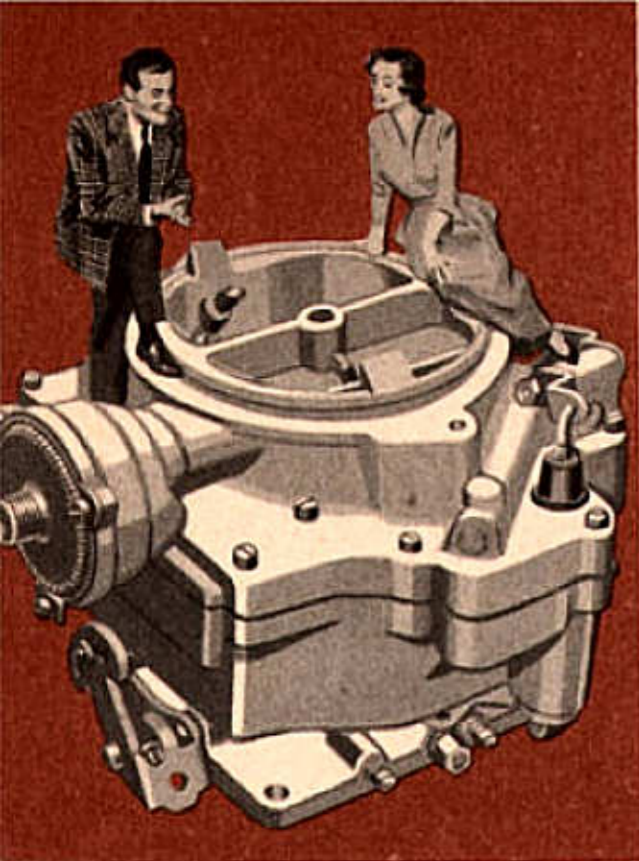
1951

1952

160 H. P.

135 H. P.

**25 More Horsepower
... Plus Economy, Too!**
The 1952 "Rocket" Engine looks new and is new! New Quadri-Jet Carburetor and new high-lift valves boost "Rocket" horsepower nearly 20 percent to a sensational 160.



NEW

LUCILLE: This looks interesting—something I don't remember at all.

JOHNNY: It's brand new, Lucille—it's the revolutionary carburetor you've been hearing so much about, Oldsmobile's new "Quadri-Jet!"

LUCILLE: It certainly looks bigger than the carburetor I saw on the '51 "Rocket."

JOHNNY: It *is* bigger—much bigger, Lucille, and it does a bigger, better job, too.

New Quadri-Jet Carburetor for Plus-Power when you need it!



LUCILLE: You mean my new "Rocket" Engine will be *even more* efficient?

JOHNNY: Right, Lucille. With four "barrels," the new Quadri-Jet delivers the right amount of fuel to the combustion chambers at every speed.

LUCILLE: So when I step down on the accelerator of my '52 Oldsmobile . . .

JOHNNY: The new barrels open to meet the engine's increased needs. Then when you slow down, the barrels that aren't needed close automatically. The result is greater performance and driving pleasure!

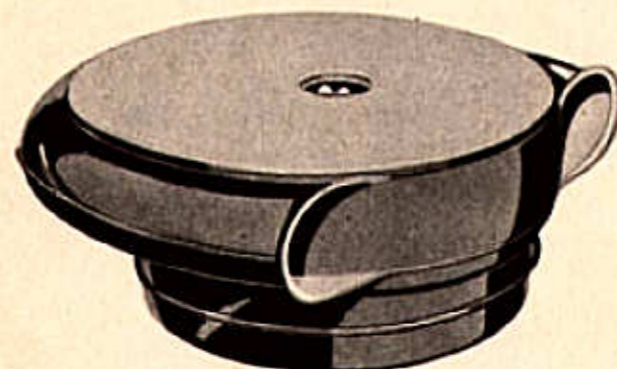
"ROCKET" DESIGN

New High-Lift Valve Mechanism for Deep-Breathing Power!

The new high-lift valve mechanism raises valves 10% higher—provides a new and larger opening through which more air-and-fuel mixture can enter the cylinder. Result: Your "Rocket" Engine gives you more "go" for every gallon of gas!



New Air Cleaner and Intake Silencer



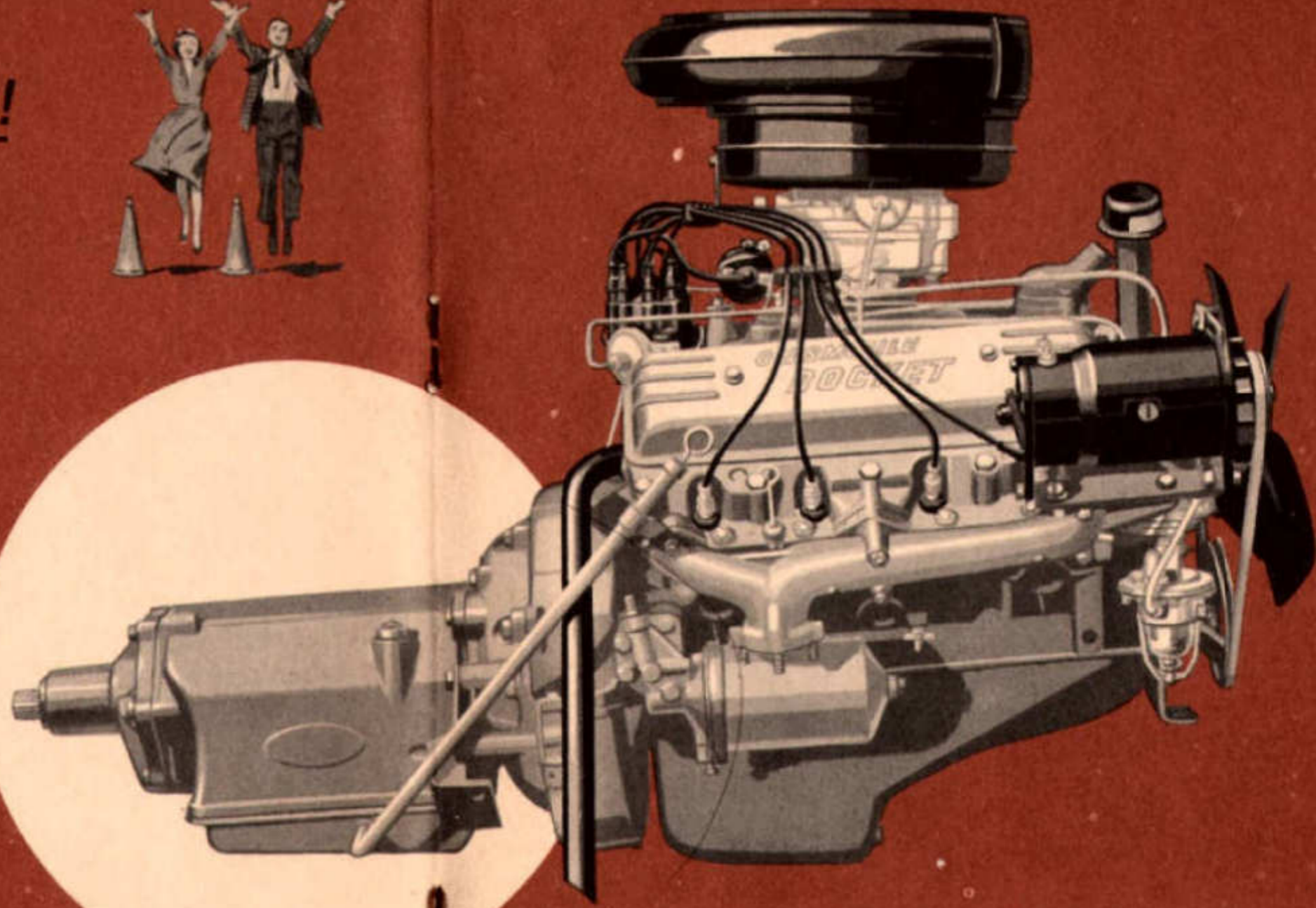
More air is needed for more horsepower! For this reason, Oldsmobile engineers designed a new air cleaner and a new intake silencer with greater capacity to accommodate the deep-breathing requirements of the new 160 horsepower "Rocket." The new air intake system also provides quieter, more efficient engine operation.

What a Power Team!



**NEW
160 H.P.
"ROCKET"**

plus



OLDSMOBILE'S NEW HYDRA-MATIC SUPER DRIVE

GIVES THE DRIVER HIS CHOICE

Something "super" has been added to Oldsmobile's famous Hydra-Matic! It's the spectacular, all-new "Super" Range, an all-automatic action gear that gives you top performance over the steepest hills—brilliant acceleration when you need it!

"DRIVE" RANGE—Use "Drive" Range for maximum gas savings in ordinary city and country driving.

"SUPER" RANGE—Use "Super" Range on mountainous roads for maximum power, also on steep downgrades for better braking control.



NEW GENERAL MOTORS
HYDRAULIC STEERING



JOHNNY: Here's another great new feature on the '52 Oldsmobile—new GM Hydraulic Steering!

LUCILLE: I've already heard a lot about it. Takes the effort out of steering, doesn't it, Johnny?

JOHNNY: Yes, Lucille, GM Hydraulic reduces steering effort by 90%, but leaves the driver with the *feel* of the wheel. Great on the road—perfect for parking—and you can be *sure* it's safe!



"ROCKET"
for Hills!

"ROCKET"
for Thrills!



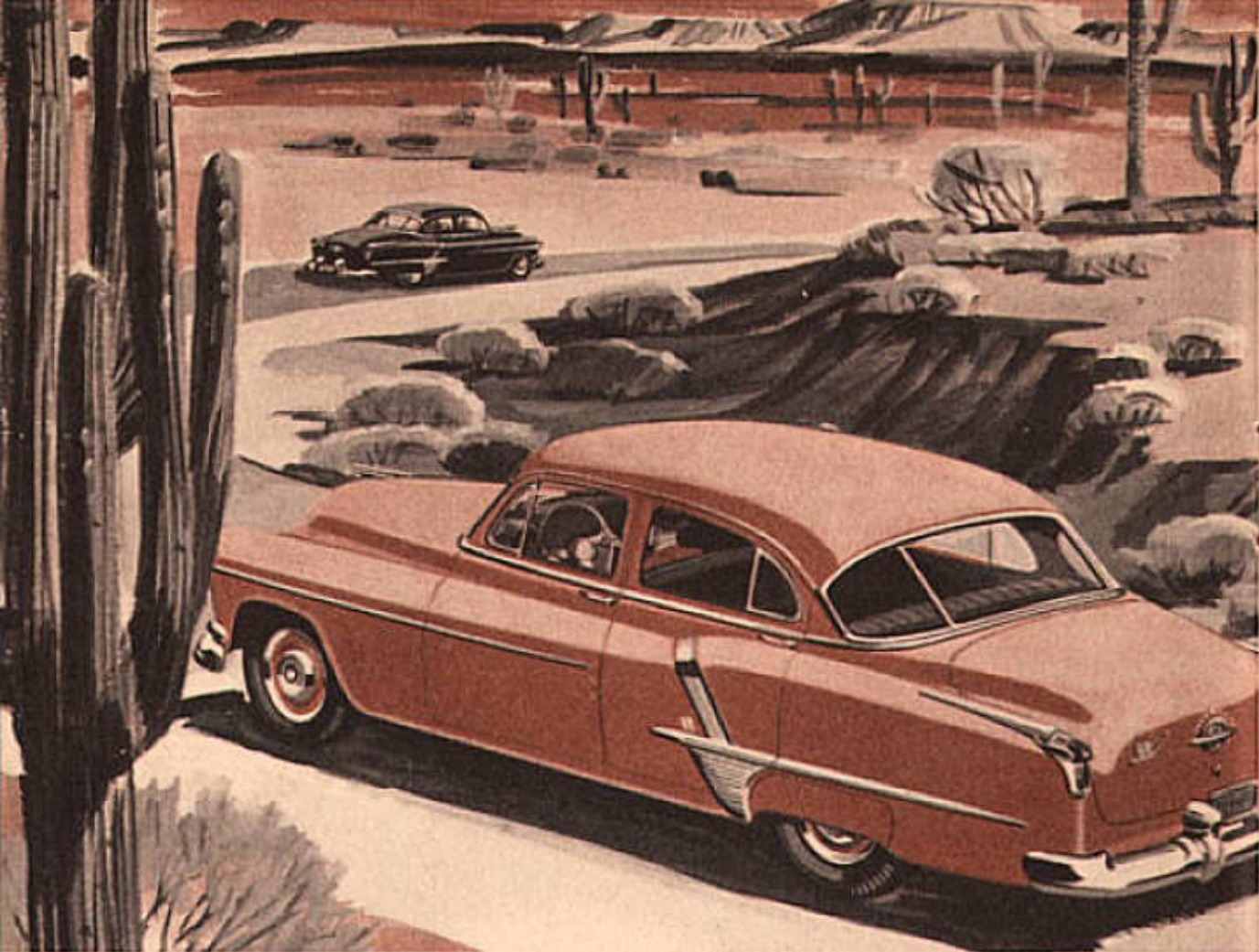
"ROCKET" ACTION!

JOHNNY: It's sure a thrill to drive this new "Rocket" Engine Oldsmobile! Look at this hill fade away! I've never felt such surging power!

LUCILLE: Wheel! Up . . . up . . . and over the crest—and the "Rocket" Engine does it so easily, Johnny! You'd think we were going downhill instead of up!

JOHNNY: That's right, Lucille. The "Rocket" is built for action—takes the toughest terrain in stride. And on the straight-away . . . well, I've never seen anything like it. New Hydra-Matic Super Drive and new 160 h.p. "Rocket"—there's a perfect pair!

LUCILLE: What a car! More powerful, safer, smoother, more thrilling—and—beautiful besides! This new Oldsmobile has *everything!*



"ROCKET" SMOOTHNESS

Although the 1952 "Rocket" is nearly 20% more powerful than ever before, sturdier, more rigid construction makes it even smoother in operation. Pistons, main-bearing caps, and crankshaft have all been reinforced in the new "Rocket."

"ROCKET" QUIETNESS

The "Rocket" is now quieter than ever! Slow speed fan, hydraulic valve lift mechanism, triple-pass muffler, the rigid, heavy block, and reinforced crankcase all combine to hold engine noise to an absolute minimum.

"ROCKET" QUALITY

Oldsmobile has put all of its high-compression engineering skill and experience behind this great new "Rocket" Engine. It's unsurpassed in the automotive industry for design, quality and craftsmanship.

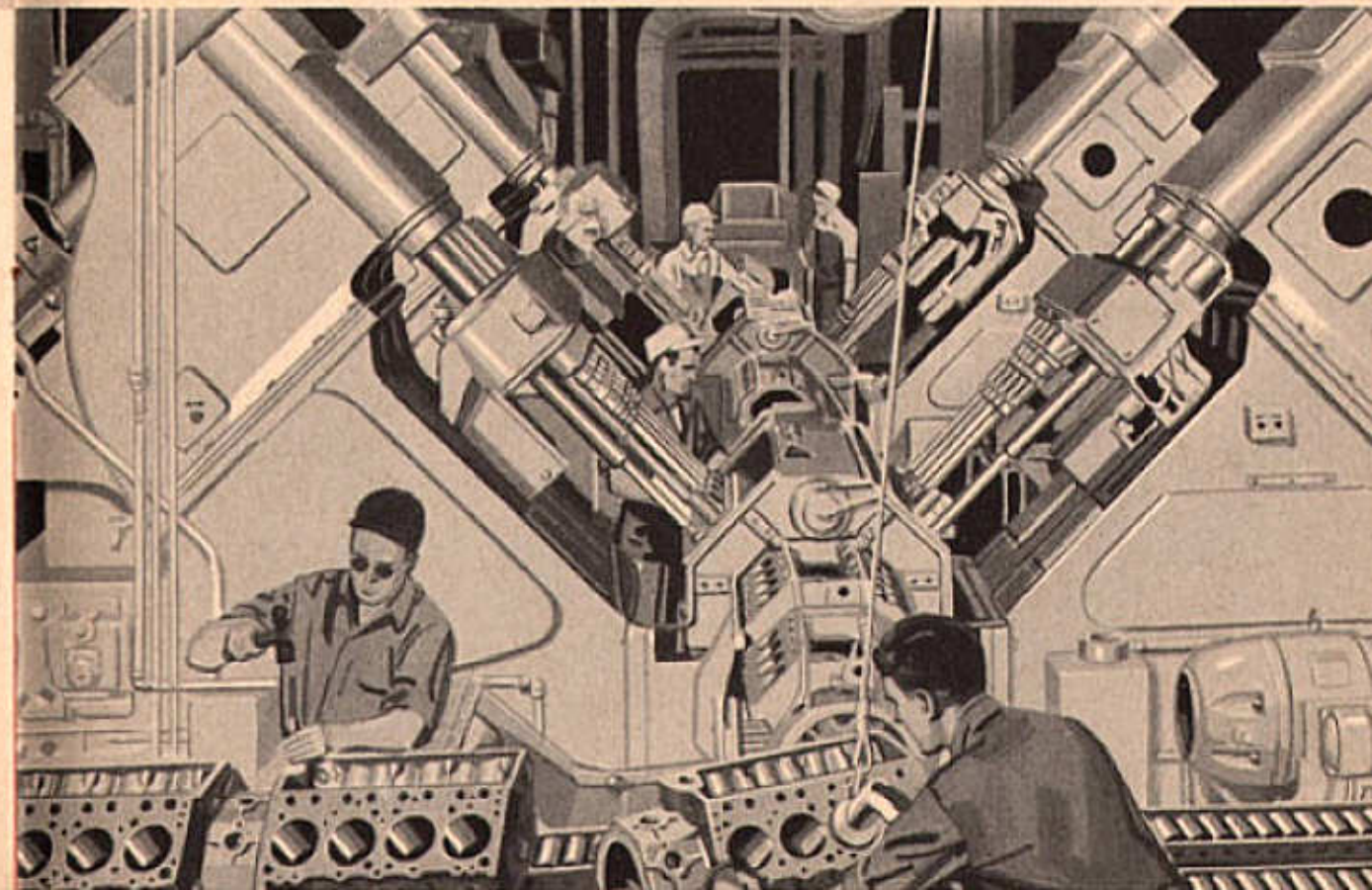
The "Rocket" is built in the world's most modern engine plant—fully equipped for precision work—staffed with skilled, experienced craftsmen. That's one of the reasons for the "Rocket's" soaring popularity. This new Oldsmobile plant has been expanded several times in the last few years to keep up with ever-increasing "Rocket" demand.

"ROCKET" PERFORMANCE

LUCILLE: Now that the "Rocket" has 160 horsepower . . . well, Johnny . . . it seems to me that it might require more gas.

JOHNNY: Not so, Lucille. The "Rocket's" new power means new efficiency. Even with all the "Rocket's" new performance, you'll still get surprising economy. What's more, you'll find that because of the "Rocket's" ruggedness and durability, it requires very little in maintenance cost.

LUCILLE: Wonderful! Then I'll have all that new power and save money, too!



"ROCKET" RECORD

1948 Oldsmobile introduced the now-famous "Rocket" Engine at a national press preview in Lansing, Michigan, in September. In November of the same year, mass production began on the new "Rocket" Engine Oldsmobiles.

1949 In February, Oldsmobile introduced the sensational "Rocket 88." The response of motoring America was instant. So heavy was demand that by mid-year "Rocket" Engine production had been doubled. Also in 1949, the Oldsmobile "88" was selected to pace the famous Indianapolis race.

1950 Beginning in September, Oldsmobile concentrated its entire capacity on the "Rocket" in an effort to catch up with soaring demand. It was a record year for Oldsmobile. Production reached an all-time high of 396,757 vehicles.

1951 Oldsmobile continued to rocket ahead with two great new cars—the luxurious "98" and the exciting Super "88." By 1951, "Rocket" Oldsmobile production had reached the 800,000 mark. Public demand for the "Rocket" Engine mounted steadily.

1952 Oldsmobile presents the Classic *Ninety-Eight* Series plus a new line of Super "88s." Sensational 160 horsepower "Rocket"—brilliant Oldsmobile Hydra-Matic Super Drive—effortless new GM Hydraulic Steering introduced by Oldsmobile.



"ROCKET" SPECIFICATIONS

EIGHT-CYLINDER ENGINE—The "ROCKET"—Bore, $3\frac{3}{4}$ inches; stroke, $3\frac{3}{16}$ inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 160 at 3600 r.p.m. on Ninety-Eight and Super "88"—145 at 3600 r.p.m. on De Luxe "88." Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome plated) and one oil-control ring. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, distributor drive gear, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Quadri-Jet down-draft carburetion on all Ninety-Eight and Super "88" models—dual down-draft carburetion on De Luxe "88" models—with built-in automatic choke. Thermostatically controlled cooling and internal recirculation system. Ball-bearing, leakproof, permanently lubricated water pump.

HYDRA-MATIC SUPER DRIVE—Optional at extra cost on all models.

GM HYDRAULIC STEERING—Optional at extra cost on all models.

BODY TYPES—Ninety-Eight: 4-Door Sedan, Holiday Coupé, Convertible Coupé—Super "88": 4-Door Sedan, 2-Door Sedan, Club Coupé, Holiday Coupé, Convertible Coupé—De Luxe "88": 4-Door Sedan, 2-Door Sedan.

DIMENSIONS—Ninety-Eight: Wheelbase, 124". Over-all length, 213". Over-all width, 76"—Super "88" and De Luxe "88": Wheelbase, 120". Over-all length, 204". Over-all width, 76".

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Invitation to a
"ROCKET" DEMONSTRATION

