

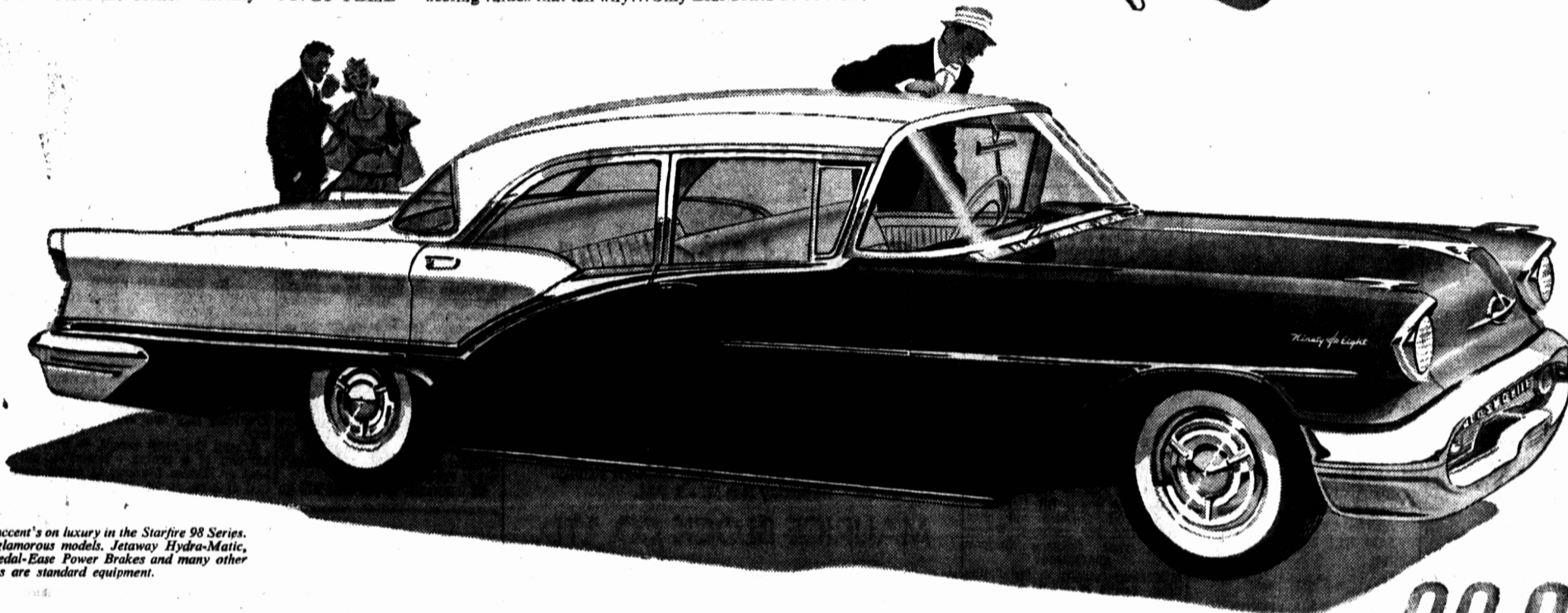
Today's the day they go on display!

NEW 1957 OLDSMOBILES!

**This year,
the accent's on Oldsmobile
the car that puts the accent on you!**

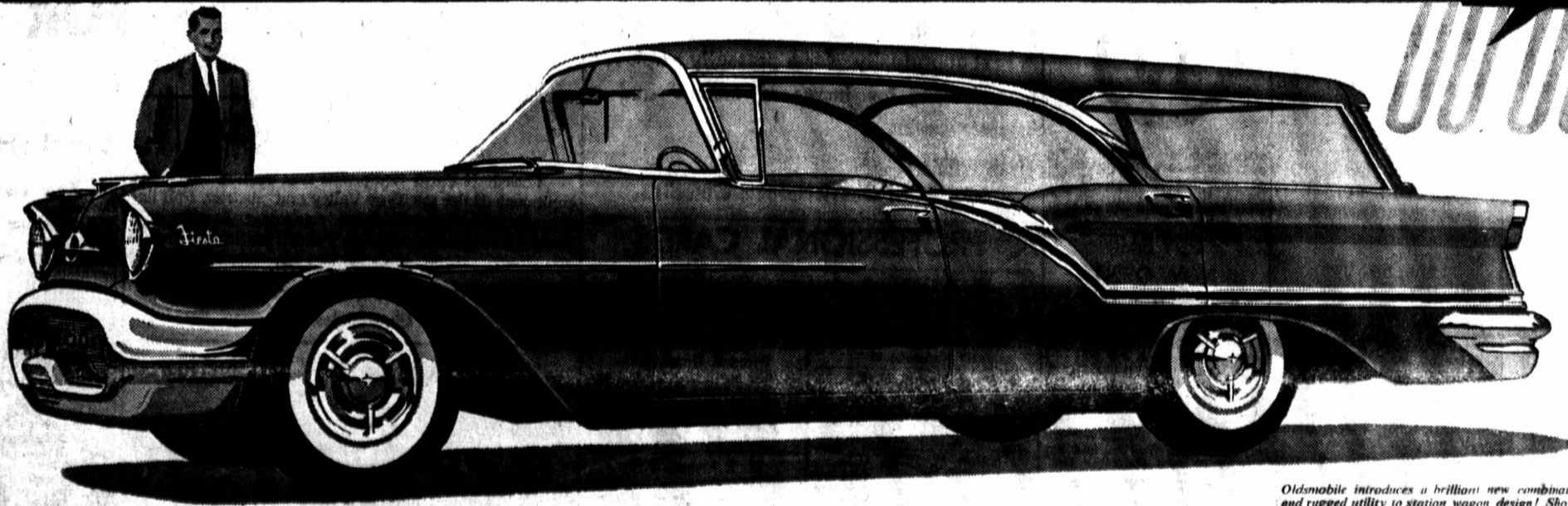
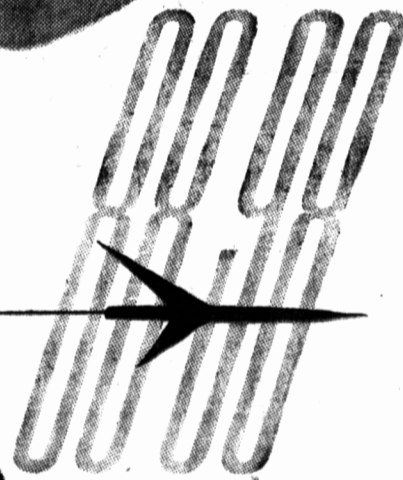
Just look! It's the completely new Oldsmobile for '57! The car with the styling that spotlights you... the car with the features that benefit you... **NEW PROFILE**—longer, far lower to wrap you in high style... give you a wonderful "low-level" ride • **NEW TWIN-STRUT REAR WINDOW**—an exciting new accent in smart style and around-the-corner visibility • **PIVOT-POISE**

FRONT SUSPENSION WITH COUNTER DIVE—bringing you new precision handling and smooth, on-the-level stops • **STRUT-MOUNTED INSTRUMENTS**—for easily accessible controls • **17 MODELS... 3 SERIES... GOLDEN ROCKET 88, SUPER 88, STARFIRE 98**. In every model you'll find the new styling values—the new engineering values that tell why... Only Olds could be so New!



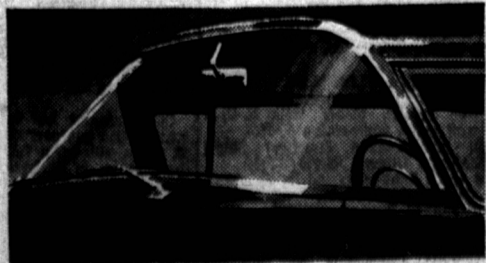
Unmistakably the accent's on luxury in the Starfire 98 Series. Available in four glamorous models. Jetaway Hydra-Matic, Power Steering, Pedal-Ease Power Brakes and many other extra-value features are standard equipment.

FOR '57...THE *Accent's* ON OLDSMOBILE



Oldsmobile introduces a brilliant new combination of hardtop glamour and rugged utility in station wagon design! Shown above, the Super 88 Fiesta. Two other 4-Door Fiestas are available in the Golden Rocket 88 Series.

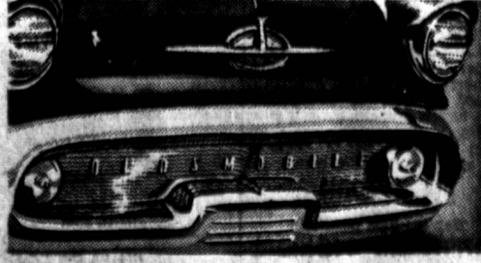
Only Olds could be so New!



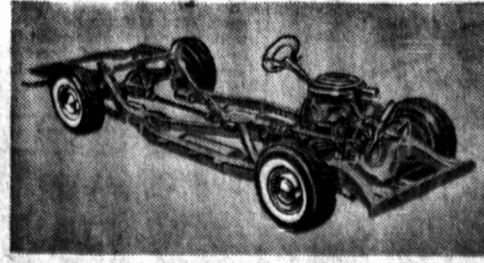
NEW SPAN-A-RAMIC WINDSHIELD... a new slant on an Olds idea for style and safety! Over 10% more glass area gives you better, wider visibility... and wraps every beautiful view around you.



EXCLUSIVE ACCENT STRIPE... another reflection of Olds styling leadership and your own good taste. This distinctive "accent" styling is mirrored inside, too, in smart new Tech-Style Interiors!



NEW HI-LO BUMPER... functional and handsome, too! A double bumper completely frames the new recessed grille and parking lights... gives twice the protection of an ordinary bumper.



NEW WIDE-STANCE CHASSIS... heavier, wider, with a lower centre of gravity. Wider chassis and spring base mean greater stability, flatter cornering and more all-around comfort for you.

DOWD MOTORS LIMITED
288 Flacey St. Dial 6571

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