

SPECIAL EDITION

ANNOUNCEMENT OF 1964 RAMBLERS AND OLDSMOBILES AT WELLS OLDSMOBILE-RAMBLER, INC., WHITEVILLE, N. C. -- 4 PAGES

BIG NEWS

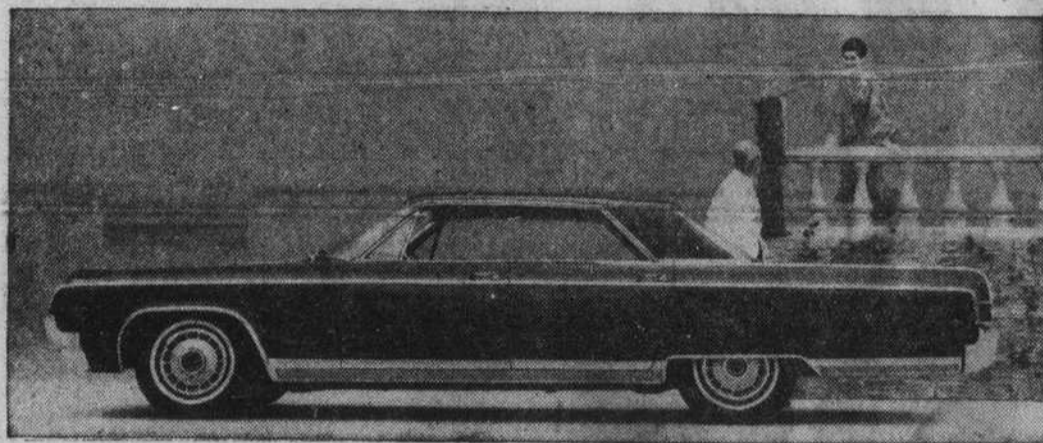
AUTO SHOW

WELLS OLDSMOBILE RAMBLER INC.

Introducing RAMBLER '64

Where The Action Is! '64 OLDSMOBILE
FRESH NEW SPIRIT OF '64

This Year More Than Ever — We've Got A Rocket To Fit Your Pocket!



Oldsmobile Adds Jetstar Series For '64

Oldsmobile's new Jetstar 88, along with the 1964 F-85's, Dynamic and Super 88's, 98's and Starfires, will be displayed at Wells Oldsmobile-Rambler beginning October 4, it was announced today by Mr. Harold Wells.

Explaining the details of the 1964 Oldsmobiles, Mr. Wells quoted Jack F. Wolfram, Oldsmobile general manager and a vice president of General Motors, as saying: "The new Jetstar 88, lower-priced companion to Oldsmobile's other famous, high performing 88's, is powered by the new Jetfire Rocket engine, an ultra-high compression, 330 cubic inch member of the Rocket engine family."

"In addition," he said, "our dealers will also be showing Oldsmobile's new medium price class sports-car, the Jetstar I, powered by the big, powerful Starfire engine."

"All 1964 Oldsmobiles," Wolfram continued, "are designed to meet the most discriminating tastes of the buyer, with brilliant styling and exciting performance to appeal to the young of all ages."

Wolfram said the Jetstar 88 will be produced in a 4-door sedan, hardtop sedan, coupe and convertible, on a full-size Oldsmobile body and a special 123-inch wheelbase chassis. The car is designed for the increasing number of "up and coming" younger families. Its lighter car, fleet in appearance, and fleet in action with its new lightweight castiron Jetfire Rocket V-8 engine.

"The Jetfire Rocket is a completely new engine," he continued, "capping a long list of engineering firsts by Oldsmobile. It embodies an inverted 'A' cylinder block construction and integrated manifold and engine cover for a new standard of quietness of operation. It is outstandingly smooth, due to the rigidity of the crankcase and crankshaft. A new combustion chamber promotes instantaneous ignition. The cylinder block casting is manufactured by a foundry

process called 'hot-box coring', the first time Oldsmobile's adaption of this process has been applied to a production automotive engine. The new engine develops 245 horsepower with a 10.25 to 1 compression ratio.

"The engine is teamed," he continued, "with an entirely new automatic transmission, the Jetaway," said Wolfram, "you get the same immediate response because of the transmission's automatic adjustment to altitude and temperature changes."

The Jetaway automatic, and 3- and 4-speed transmissions with floor controls are available as extra-cost options. A 3-speed column-shift transmission is standard on all Jetstar 88's.

"There are many other new and wonderful things about the 1964 Oldsmobiles," Wolfram continued. Styling is brilliant, fresh and new, with the accent on youthful appearance. For '64, the unmistakable, ready-to-go Oldsmobile look is apparent in every model, in every series.

"From the new Jetstars to the magnificent 98's," he added, "each series is highlighted by the use of specific grilles, rear bumpers, rear quarters, tail lamp assemblies and the placement and shape of accent trim, including newly designed rocker panel moldings."

"The new Jetstar I," Wolfram said, "is equipped with bucket seats and console, and roof styling similar to the Starfire coupe."

"The Starfire has been dramatically changed," he continued, "to accentuate its performance image. The rear roof supporting structure is designed to further stress the sharp, crisp lines of the concave rear window. In the lower body a functional engine compartment air outlet is placed directly behind the front wheel opening. Inboard driving lamps are sports-car styled."

"The 98 for 1964, more distinctive and elegant than ever," Wolfram said, "is the most magnifi-

cant car Oldsmobile has ever produced. A new rear quarter profile further emphasizes the long, sleek look of this most luxurious Oldsmobile series.

"Interiors for 1964," he added, "are sparkling and glamorous with intriguing new patterns in combinations of trim materials. Tailored specifically for each series, interior trims range from the smartly fashioned fabrics and vinyls of the 88's to the rich looking satin-weave nylon in the elegant 98's."

Other interior features include a completely new and attractive instrument panel. A new power console, extending from the engine cowl to the rear of the front seats, is standard on the 98 Custom Sports Coupe, the new Jetstar I, and the Starfires.

"An industry exclusive on 1964 Starfires and the new Jetstar I," Wolfram said, "is a newly developed chambered exhaust system to emphasize the Starfire sound of muted power."

"Powering the new Jetstar I," he continued, "is the 345-horsepower, ultra-high compression (10.5:1) Starfire engine."

"Big, powerful 394-cubic-inch Rocket engines," Wolfram added, "are standard on all Dynamic and Super 88's and 98's. Horsepower goes up to 330, with compression ratios as high as 10.25 to 1."

Even greater performance in Dynamic and Super 88's is gained through the use of a new rear axle ratio, 3.08 to 1.

Teamed with Oldsmobile Rocket engines is the famous Hydra-Matic transmission, standard equipment on 1964 Starfires and 98's, and available at extra cost on the Jetstar I and on Dynamic and Super 88 models.

"Chassis improvements in all '64 Oldsmobiles," Wolfram said, "contribute to an even smoother and more comfortable ride."

Front suspensions, he explained, contain new pivot bushings on upper control arms for longer life and improve ride characteristics,

Single piece construction of rear suspension lower control arms permits better alignment of differential for quieter operation under all load conditions.

Improved needle bearings and seals in universal joints increase durability and reduce maintenance costs.

New brake linings of an improved composition provide more effective braking and increased wear qualities. In addition, front brake lines for better cooling.

A new heater, standard equipment on all 1964 Oldsmobiles, utilizes an air-mix principle by which inside temperature is more precisely regulated and more uniformly maintained. On bucket seat models, even distribution of air throughout the car's interior is assured through special new air baffles.

Cornering lamps, a new Oldsmobile accessory for 1964, are available on Starfire and 98 models, Super 88's and Jetstar I.

Oldsmobile continues to offer a wide selection of other recently developed optional equipment items, including such popular accessories as Tilt-Away steering wheel, AM-FM radio, Reverbatone speaker and Cruise Control.

There are ten interior colors for 1964, including fresh new hues of bright red, aqua and green. Customers may choose from 15 exterior colors, among them six new ones, two new shades of green, a dark aqua, beige, yellow and light blue.

"The paint finish on every 1964 Oldsmobile," Wolfram concluded, "has a new, long lasting, brilliant luster, resulting from the installation of the most modern equipment in the division's new paint plant. In bumpers, too, a bright chrome finish with greater resistance to rust and corrosion, is provided through a new precisely controlled process of applying one coat of copper, three layers of nickel, and the final layer of chrome."

Oldsmobile's entry in the low-price field, the totally new F-85 sedan for 1964 will be displayed at Wells Oldsmobile-Rambler beginning October 4, it was announced today by Mr. Wells.

In describing the new F-85's, Mr. Wells, cited Oldsmobile's general manager and a vice president of General Motors, Jack F. Wolfram: "The F-85 is a brand new automobile, styled for more beauty, designed with greater interior measurements for maximum utility, and powered by a brand new engine for more performance."

"The F-85," he added, "is a greater value than ever before, with more leg-room, head-room and entrance room."

"It is styled to present a clean, sharp image," Wolfram said, "with the immediately recognizable 'action' look of Oldsmobile from every angle."

"In engineering design too," he added, "the F-85 is a completely new car, with its own new chassis and power train and independent bodyframe construction."

Wolfram said the new 330 cubic inch engine for F-85 models delivers 230 horsepower and uses regular grade gasolines. The Cutlass Sports coupe and Cutlass convertible, along with the newly introduced Cutlass Holiday coupe, are powered by an ultra-high compression, 290 h. p. Cutlass engine, equipped with a four-barrel carburetor and designed for use with premium fuels.

"For those buyers," he said, "who are primarily interested in fuel economy and low price, Oldsmobile engineers, long noted for their skills in the reduction of noise and vibration, have achieved new standards of smoothness and quietness."

"Another important component of the new F-85 power train," Wolfram stated, "is the Jetaway automatic transmission. It is newly developed and consists of an automatic transmission. It is newly developed and consists of an automatic gear shift coupled with a variable torque converter which automatically increases torque output whenever it is needed. It is immediately responsive to driver command — does wonders for the F-85."

He said the Jetaway and a floor-

mounted four-speed manual transmission are optional at extra cost. A 3-speed column shift transmission is standard on all F-85 models. This transmission is also available with floor-mounted controls.

The 1964 F-85's are available in standard and deluxe sedans, coupes and station wagons, a Cutlass convertible, a Cutlass Sports coupe, and a Cutlass Holiday coupe — 9 models in all. Bucket seats are standard in four of these models — the V-6 Sports Coupe, the Cutlass Sports coupe, Cutlass Holiday coupe and the Cutlass convertibles.

"The pride of the F-85 line, the Cutlass models," Wolfram said, styling that is youthful, appealing and exciting."

"The rear window on the Cutlass convertible and all F-85 sedan models," he added, "is concave, a styling concept first introduced by Oldsmobile. For the first time in an Oldsmobile, side windows of all F-85's are of curved glass."

"Other distinctive styling features of models within the F-85 line," he noted, "include roof design, exterior trim, rear inset panels and rear windows."

Wolfram reported that rectangular tail lamps are recessed at either end of the rear body panel. The horizontally designed grille integrates with the bumper for an overall look of stability and lowness.

The customer may choose from 15 exterior colors, among them six new ones, two new greens, a dark aqua, beige, yellow and light blue.

There are ten interior colors for the 1964 F-85, including fresh new hues of bright red, aqua and green.

"Other interior features include a new floor design," Wolfram said. "By eliminating the front sill to floor drop, entry and exit conditions are much more convenient."

"A new instrument panel," he continued, "is completely recessed, attractively designed. Oldsmobile's newly-developed air-mix heater permits inside temperatures to be more precisely regulated and more uniformly maintained at all driving speeds. On bucket seat models, special air baffles provide even distribution of air throughout the entire car."

"For the first time on the F-85," Wolfram noted, "the air conditioning unit is similar in design to that used in full-size Oldsmobiles. Optional at extra cost, it has been designed as an integral part of the heating system, whereby the air conditioner and heater are regulated by a single control unit."

"The 1964 F-85," Wolfram said, "is built on a completely new chassis, using Oldsmobile's rugged Guard-Beam frame design in a new wheelbase size — 115 inches. Front and rear suspension have been spe-

cifically designed for the F-85 to provide a smooth, quiet ride with excellent handling characteristics."

Other important mechanical features include new seals in the front lubrication without seal replacement.

F-85 brakes are bigger and use a new lining composition for more effective braking. The parking brake is now foot-operated, more accessible and convenient for the driver.

Gasoline tank capacity is 20 gallons. An oil filter is now standard equipment on all models.

"New accessories for the F-85, optional at extra cost," Wolfram noted, "offer more driving excitement and pleasure. One of these is Oldsmobile's popular Tilt-A-way steering wheel, available for the first time on all F-85 models. Tilt-Away permits the driver to adjust angle for his individual comfort. Another is an electric 4-way adjuster for bench type seats."

A new styling accessory for 1964, wire wheel discs, adds a sports car look to all F-85 models.

A sports console is available in Cutlass models and the V-6 Sports coupe. It features tachometer, storage compartment and shift controls, and extends along the transmission tunnel to the rear of the front seat.



Olds F-85 Totally New For '64

For 1964 We Are Proud To Offer The Most Complete Selection Of Beautiful and Durable Automobiles Found On The American Market. From The RAMBLER AMERICAN To The LUXURY "98" OLDSMOBILE. We Extend A Most Cordial Invitation To YOU To Visit Our Showroom and New Car Lot and You'll Quickly Discover An Automobile Of Your Choice. Come By Today For A Demonstration Drive That Will Prove To You "WHERE THE ACTION IS FOR '64"!

HAROLD WELLS

SEE THE NEW JETSTAR '88'

NEW LOWER PRICE!