

# OLDS FAITHFUL



Summer 2010



In the 60's Oldsmobile's advertisers came up with Dr. Oldsmobile. The good doctor wasn't alone when creating a W30. From left to right: Hy Spy, (keeping his eye on the competition), Wind Tunnel Waldo (testing the value of the hood scoops), Doc Olds himself, Shifty Sydney (making sure the W30's shifts are trouble-free), Esses Firnhill (supplying the suspension), and Elephant Engine Ernie (shoe horning as big an engine that's ever been installed in a muscle car). Here is 1970's version of a Doctor Oldsmobile creation ("The Last Page": Advertizing the worlds most successful World's Fair - Expo67)

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