



August 22, 2023 / [Frank Nesta](#) / [1950's](#)

1954 Oldsmobile Super 88 Convertible

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Today's car is a 1954 Oldsmobile Rocket Super 88 Convertible owned by Robert Prichard. Robert's father bought the car brand new on June 26, 1954 and has brought the Prichard family many memories, but especially for Robert. It helped him win back Ginger, his college sweetheart, that he hadn't seen in 40 years! While talking to her in 2003, he asked her if she remember old hoopty? She remembered! It was that car that he picked her up in at the Newark, NJ airport in 1956. He told her he still had the car. She didn't believe him, so he mailed a photo of the car to her home in California.

It was not long before Robert packed up the 1954 Olds and was on his way from Mississippi to California. She fell in love with both them. The three of them had 10 great years together, Ginger sadly died in 2014. Robert handed me a photo of Ginger in the drivers seat with a big beautiful grin on her face, That photo is Ginger's first reunion with the car in 40 years. Robert keeps that photo close by him in the car. To this day he has great memories of the three of them and their time together.

I photographed this car at the 45 Annual Old Fashion Day in the Park Classic Yachts and Antique Cars at the Burton Chace Park located in Marina del Rey. It is powered by a 185 hp, 324 cu in, Rocket V8 engine, with a Rochester WCFB 4bbl carburetor, mated to a 4-speed Hydra-matic automatic transmission and 3.23:1 a rear end. Slowing this beauty down are power 11" drum brakes in all 4-corners. It has independent knee action front suspension with coil springs, double action cam and lever shock absorbers, and a front stabilizer. The rear suspension is a semi-elliptical leaf springs, double acting shock absorbers and a rear stabilizer.

The total of 1954 Oldsmobile that were produced was 354,001, with 187,815 of them being Super 88s of which 6,452 were convertibles. However, the 1954 production figure moved Olds from sixth place in the industry to fourth place right behind Chevrolet, Ford, and Buick. The

MSRP was \$2,510.00, but the original invoice cost of Robert's car was \$3,802.80. It has a published top speed of 102 mph with a 0-60 mph time of 13.6 seconds.

This is a beautiful example of an original restored car, and a great car to take to car shows, Cars & Coffee events, or just cruising to the beach with Gingers photo at your side. Top down of course! Thank you for riding along. Frank









A very rare sun visor sleeve with some Hydra-matic instructions





Photo courtesy of Santa Maria Times
Photos courtesy of Robert Prichard