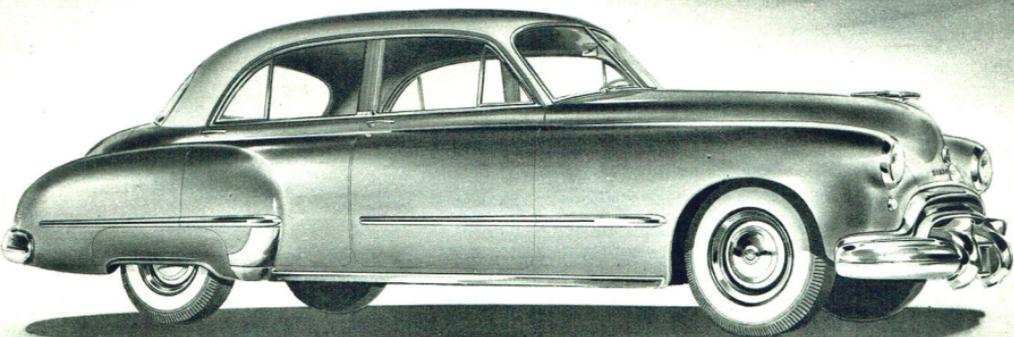


1948

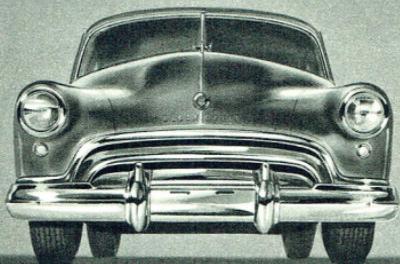
OLDSMOBILES



LEADING THE WAY... INTO A NEW GOLDEN ERA

# FUTURAMIC DESIGN

THE DRAMATIC DESIGN OF THE FUTURE

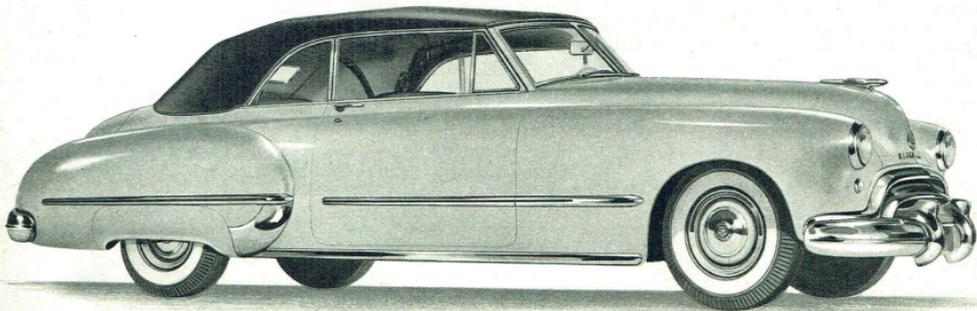


In celebration of its fiftieth anniversary, the first of any motor car builder, Oldsmobile proudly presents a spectacular new car . . . *The Futuramic Oldsmobile* in the Series "98."

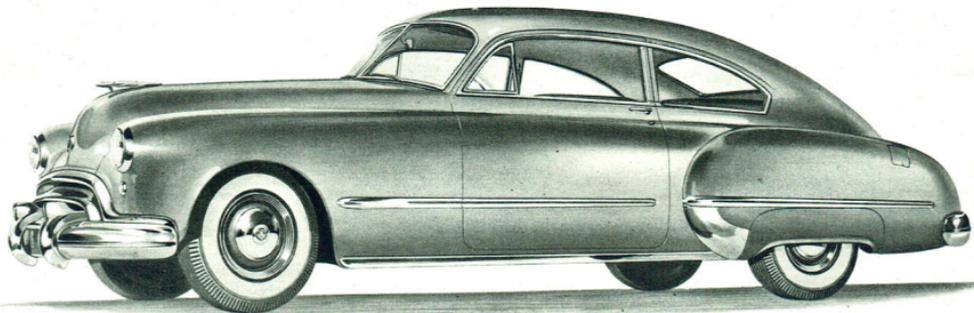
This entirely new 1948 model captures the tempo of the big things happening at Oldsmobile today . . . and heralds the dawn of a new Golden Era for America's oldest motor car manufacturer.

Only a brand new word—"Futuramic"—can describe this new type of automobile. First of a whole new cycle of superlatively fine motor cars, the Futuramic Oldsmobile hints of even greater progress and advancement to come in the years ahead. There's a new conception of automotive styling—a sharp departure from the commonplace—in this "dramatic design of tomorrow."

FUTURAMIC SERIES "98" CONVERTIBLE COUPE



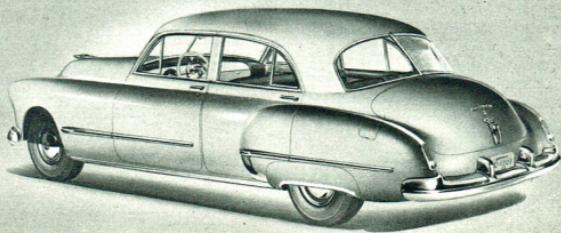
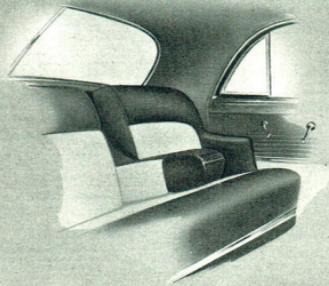
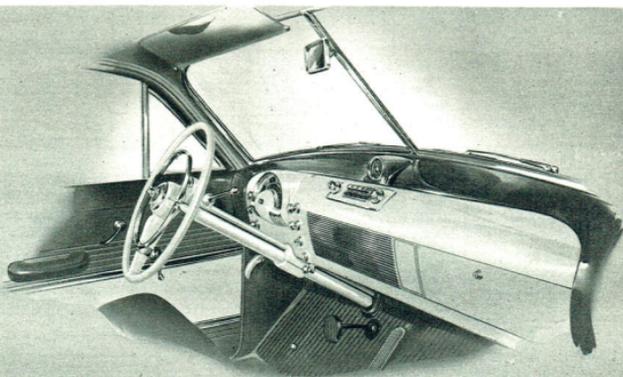
FUTURAMIC SERIES "98" CLUB SEDAN



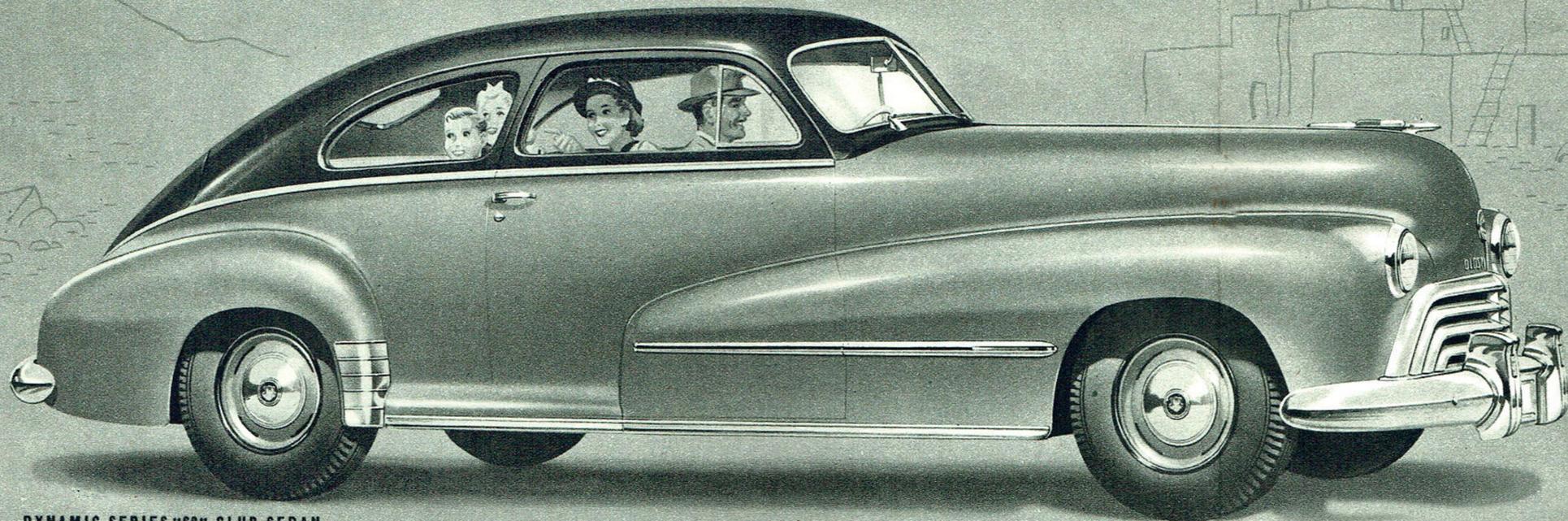
The Futuramic Oldsmobile's striking design combines smart utility with eye-catching beauty. There's greater visibility in all directions—with the lower hood, the curving windshield and the extra expanse of Safety Glass all around. There's outstanding performance, too, from Oldsmobile's powerful 115-hp. engine with a new high-compression head.

The Club Sedan, above, brings you all these features—combining the dashing styling of a two-door model with the roominess of a four-door Sedan. In the Futuramic Convertible, left, the top, windows and front seat are all adjusted automatically by simply touching a control.

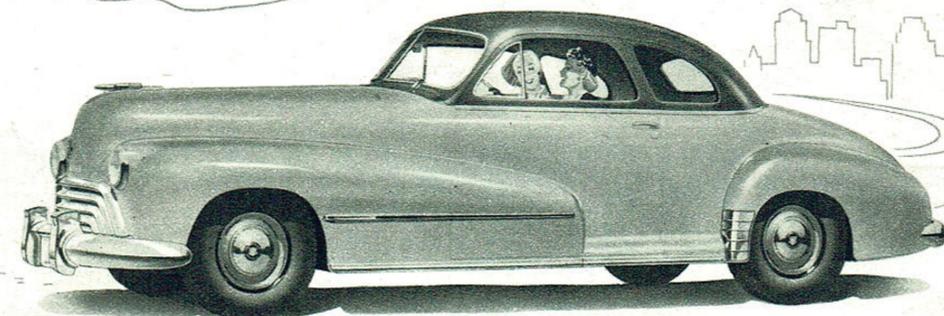
The 4-Door Sedan, shown on the cover, is another luxurious Oldsmobile Style-Leader—pointing the way to the new Golden Era ahead.



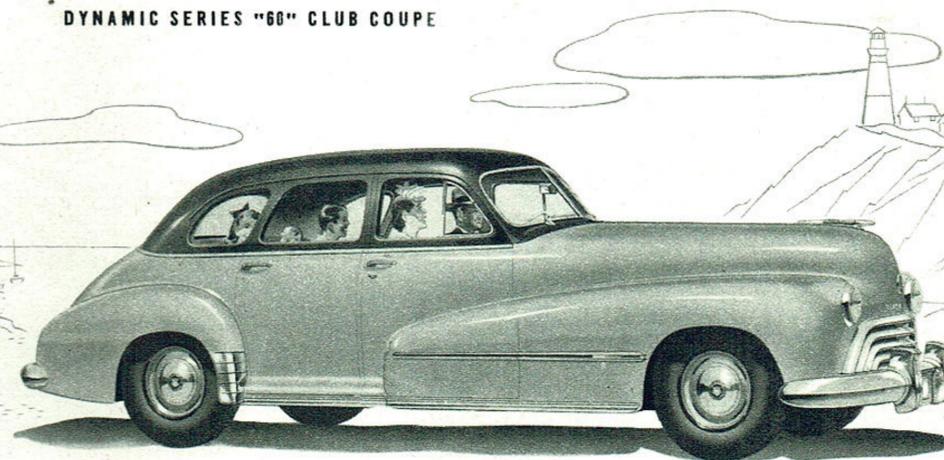
Going Places... IN '48!



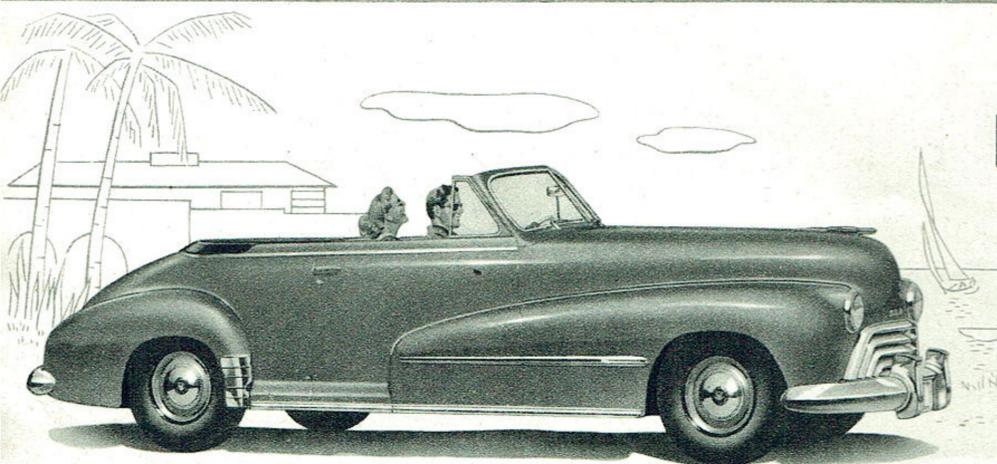
DYNAMIC SERIES "60" CLUB SEDAN



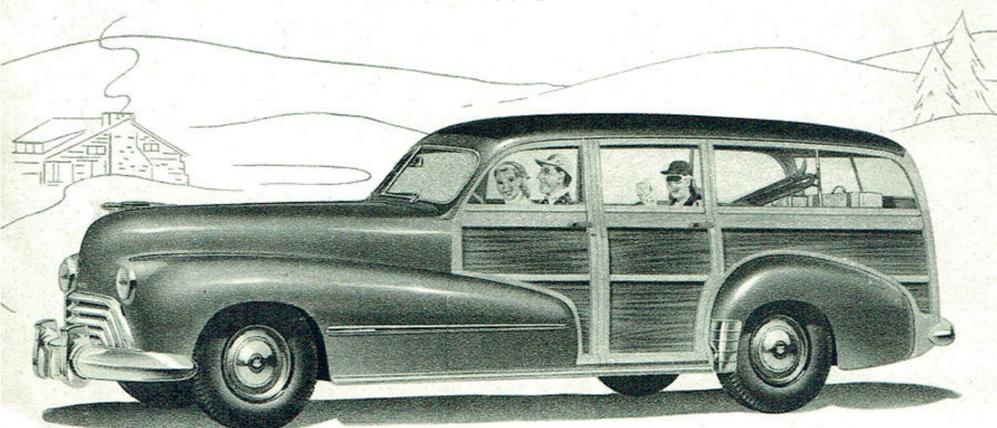
DYNAMIC SERIES "60" CLUB COUPE



DYNAMIC SERIES "60" 4-DOOR SEDAN



DYNAMIC SERIES "60" CONVERTIBLE COUPE



DYNAMIC SERIES "60" STATION WAGON

## DYNAMIC OLDSMOBILE *Series "60"*

"Dynamic" is an *action-word*—especially suited to describe the *action-styled* appearance . . . and *action-engineered* performance . . . of the new 1948 Series "60" and "70" Oldsmobiles.

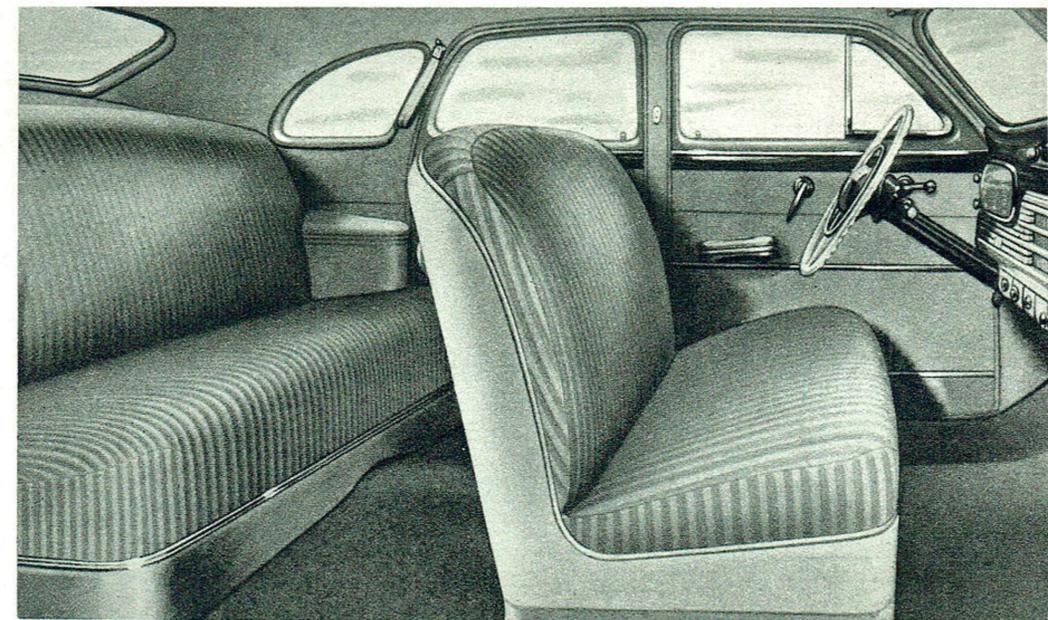
The Dynamic Oldsmobiles combine smooth good looks with smart handling ease. Striking new colors, inside and out, add new brilliance to these sleek looking Style-Leaders. And GM Hydra-Matic Drive provides fully automatic gear shifting through 4 forward speeds . . . and eliminates the clutch pedal entirely.

Dynamic Oldsmobiles are offered in seven basic body designs—five colorful "60's" and two dashing "70's"—with a choice of two economical, quality-built power plants—the 100-hp. six or the 110-hp. eight.

There's a sweeping simplicity to the styling of the Series "60" Oldsmobiles that matches the smoothness of their performance. The popular Dynamic Club Sedan, above, typifies the dashing lines and roomy interior comfort of this colorful Series.

Two other smart looking, smart performing models are shown at the upper right. The easy-handling Club Coupe is ideal for business use, and the luxurious 4-Door Sedan is superbly fashioned for family travel.

For outdoor-minded persons, there's the jaunty Convertible, with its many automatic features, and the sturdy, 8-passenger Station Wagon, both shown at the lower left. All Dynamic "60's" have a 119-inch wheelbase, an over-all length of 204 inches.



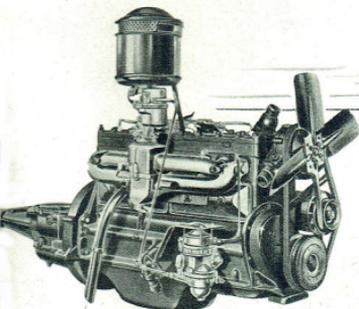
Rich, lustrous upholstery fabrics, in the latest fashion shades, are subtly blended to create an atmosphere of elegance and tailored good taste in the smart interior of the Series "60" 4-Door Sedan, above.

OLDSMOBILE RESERVES THE RIGHT TO MAKE CHANGES AT ANY TIME, WITHOUT NOTICE, IN PRICES, COLORS, MATERIALS, EQUIPMENT, SPECIFICATIONS, MODELS, AND ALSO TO DISCONTINUE MODELS. COPYRIGHT 1947, OLDSMOBILE DIVISION, GENERAL MOTORS CORP., LANSING, MICH. LITHO IN U.S.A. WHITE SIDEWALL TIRES, AS ILLUSTRATED, OPTIONAL AT EXTRA COST.

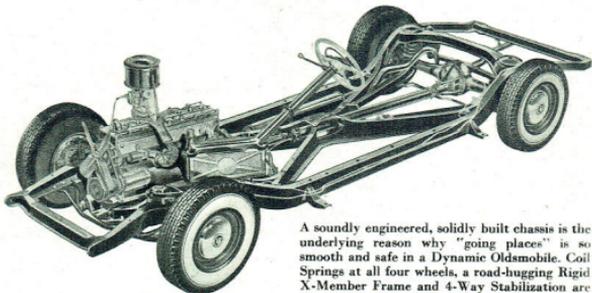
# OLDSMOBILE *Series "70"*

*Go Places*

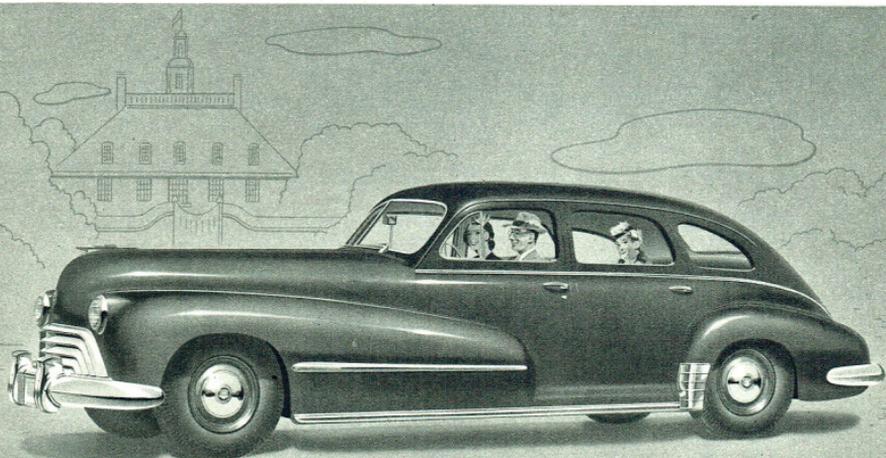
WITH SAFETY AND  
SUPERB PERFORMANCE



Dynamic Oldsmobile owners are assured of powerful, satin-smooth performance with a choice of two great engines—the 100-hp. six, above, or the 110-hp. eight, in the chassis at right. Both engines reflect Oldsmobile's quality craftsmanship and advanced engineering design in their dependable performance and economical operation.



A soundly engineered, solidly built chassis is the underlying reason why "going places" is so smooth and safe in a Dynamic Oldsmobile. Coil Springs at all four wheels, a road-bugging Rigid X-Member Frame and 4-Way Stabilization are three of the many features that provide the basis of Oldsmobile's durability and riding comfort.



DYNAMIC SERIES "70" 4-DOOR SEDAN

# Going Places

## AUTOMATICALLY

WITH



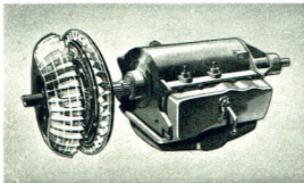
### HYDRA-MATIC DRIVE

AUTOMATIC  
GEAR SHIFTING

NO  
CLUTCH PEDAL



THE FULLY AUTOMATIC DRIVE WITH BILLIONS  
OF MILES OF PROOF BEHIND IT!



\*Optional at extra cost in all Oldsmobile models.

More than 400,000 Oldsmobile owners have driven literally billions of miles—without pushing a clutch . . . without shifting gears! GM Hydra-Matic Drive,\* which shifts gears automatically through four forward speeds and completely eliminates the clutch pedal, made this effort-free driving possible. And Oldsmobile *first* offered it to motorists in its 1940 models.

Driving becomes a new pleasure when you travel the easy Hydra-Matic way. Just step on the gas—and GO . . . relaxed and in safety with both hands on the wheel. And for passing on the highway—for added performance on hills—simply press the accelerator all the way down. Hydra-Matic Drive's special pick-up gear goes into action. Hydra-Matic Drive's special pick-up gear goes into action with an extra burst of power and speed that puts Oldsmobile away out ahead . . . *automatically*.

# Oldsmobile

**1st** WITH HYDRA-MATIC DRIVE