

FUTURAMIC

OLDSMOBILE



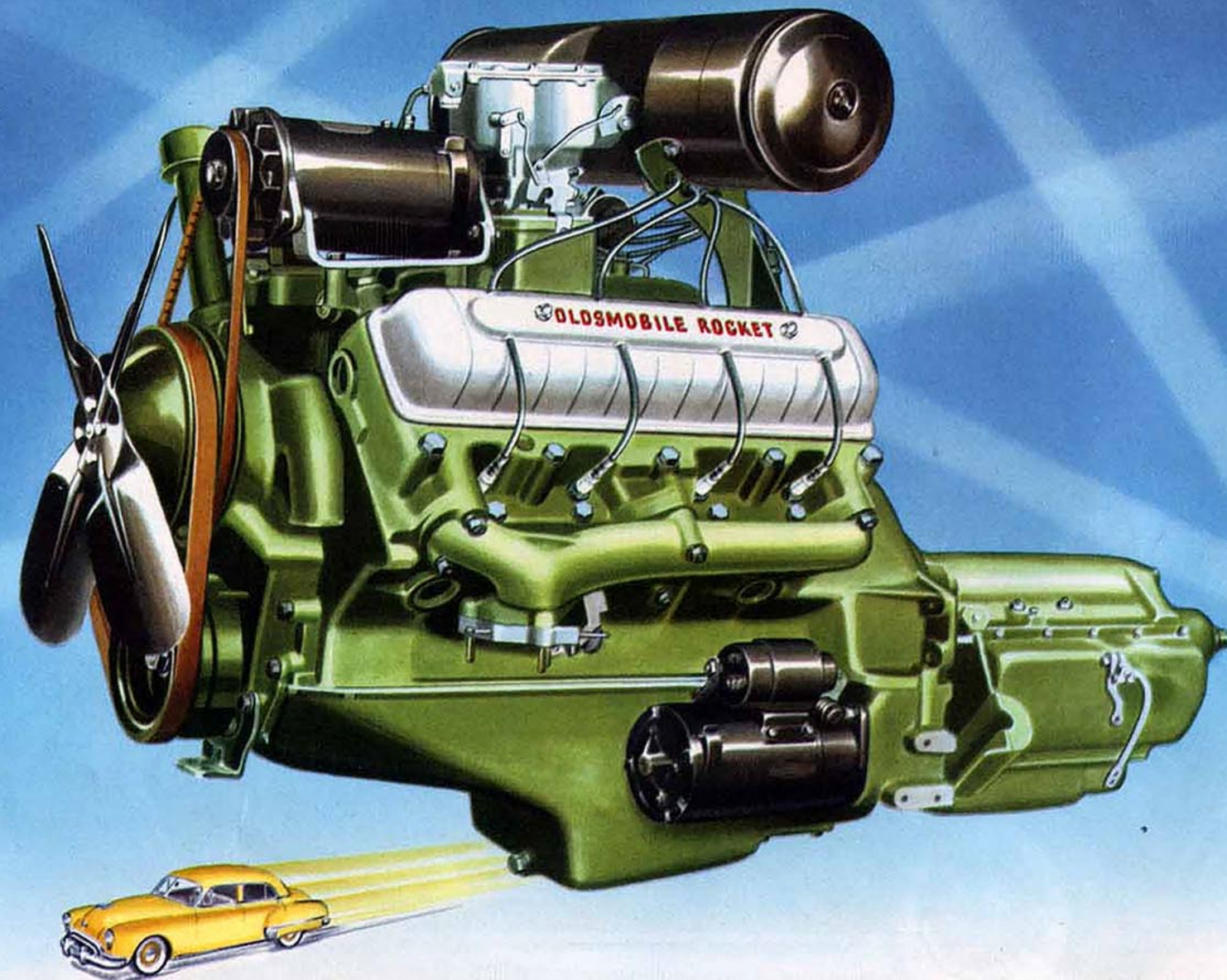


*The New Thrill!*

...IT'S FUTURAMIC!



First came the New Look. Now Oldsmobile brings you the Futuramic successor to the New Look! It's "The New Thrill!" And you'll find it at the wheel of a new Futuramic Oldsmobile! Not only a "New Thrill" in eye-appeal—but a "New Thrill" in performance, too! All because the new Futuramic "Eights" have the revolutionary "Rocket" Engine. The new Futuramic "Sixes" have an improved "Big Six" Engine. All offer GM Hydra-Matic Drive—to point up Oldsmobile's "New Thrill!"



*The New Thrill* IN PERFORMANCE  
**OLDSMOBILE "ROCKET"**

Here it is—Oldsmobile's revolutionary, Valve-in-Head, High-Octane, "Rocket" Engine! Designed to match the superlative styling of the Futuramic car, this new power plant is here this year in the Futuramic Oldsmobile "88" and "98" Series. The "Rocket" is *all* new in concept and design—the source of the most sensational highway action you've ever known. You've got to try it to believe it! It's Oldsmobile's "New Thrill!"

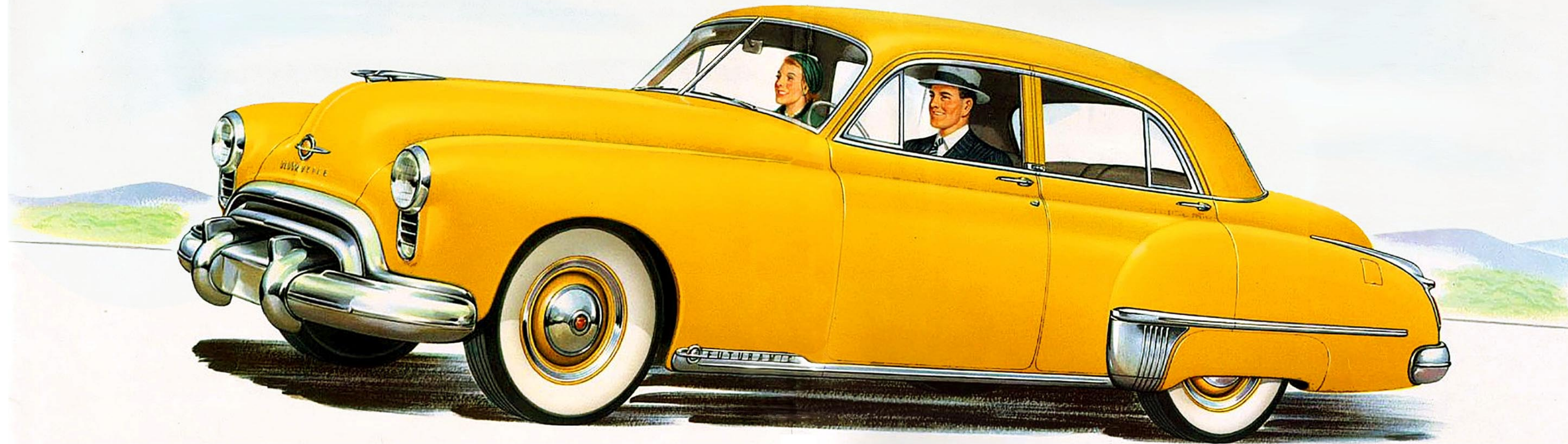


*The New Thrill!*

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OLDSMOBILE

*The New Thrill*

...IN SMARTNESS AND STYLE!

There's a bold, "ready-to-go" look—a look of power—a hint of spectacular performance in the graceful, blending lines of the new Futuramic Oldsmobile. There's new, Futuramic styling throughout. It's a "New Thrill" to the eye in the spirited sweep of its fleet silhouette—a "New Thrill" to drive with the stellar performance of Oldsmobile's new power plants: the revolutionary "Rocket" Engine in the Futuramic "Eights," and the new improved "Big Six" Engine in the Futuramic "Sixes." In their thrilling performance and "out-ahead" styling—in every way—they're America's *only* Futuramic cars!



# Oldsmobile goes ALL FUTURAMIC



Three new Series — nine new body types — 15 new models! And they're all Futuramic! This ultra-advanced design, with its superlative styling, is carried out in the Futuramic "76" Series as well as the high powered Futuramic "88" and "98" Series. It's another big year—an *all-Futuramic* year for Oldsmobile.



Dashing in design, flashing in performance—it's the new "98" Futuramic Club Sedan. There's tailored smartness in the luxurious interiors—eye-filling visibility in the wide expanse of window space all around. And there's a "New Thrill" in the performance of its spectacular high-compression "Rocket" Engine, in the operating ease of Hydra-Matic Drive, and in the air-borne comfort of its Futuramic ride.

FUTURAMIC "98" CLUB SEDAN



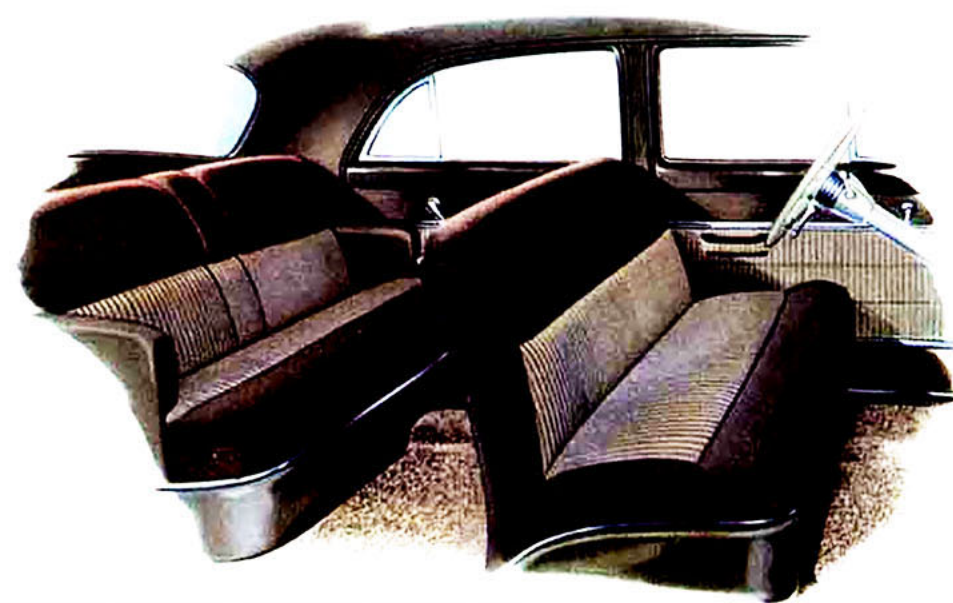
The center of all eyes—*automatically!* This Futuramic Series "98" Convertible seems to attract admiring glances wherever it goes. By simply pushing a button, you raise or lower the top, open or shut the windows, adjust the front seat position *automatically!* With General Motors' Hydra-Matic Drive, it's the nearest thing to *automatic driving*, too!

FUTURAMIC "98" CONVERTIBLE COUPE



There's an invitation to take to the road in every line of the Futuramic Oldsmobile's new 4-Door Sedan. It's the ultimate in big car luxury. Six passengers can relax in comfort in the spaciousness of its interior and can enjoy a wide range of visibility from deep-cushioned seats. On the road, it's "The New Thrill" in performance with the all-new, high-octane "Rocket" eight-cylinder Engine.

FUTURAMIC "98" 4-DOOR SEDAN

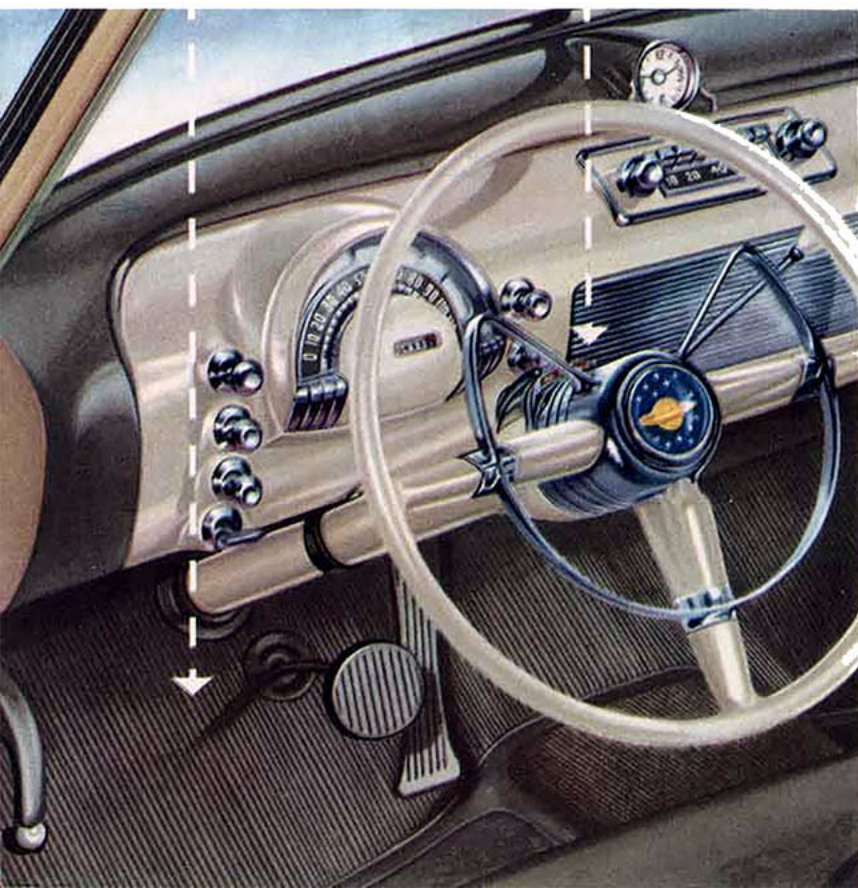


Inside, too, the smart good taste of the Futuramic design is instantly evident. In the sleek simplicity of the dash, the lustrous fabrics, and the brightly blending color scheme, the De Luxe Interior is meticulously tailored to your pleasure.

## FUTURAMIC Driving

NO CLUTCH  
TO PUSH

NO GEARS  
TO SHIFT



Literally billions of miles of Hydra-Matic driving—billions of miles of tested dependability—represent concrete proof of Oldsmobile's nine years of experience in the automatic transmission field. You never push a clutch or shift gears with GM Hydra-Matic Drive. And the flow of power is smooth and uninterrupted through the four forward speeds. Hydra-Matic Drive's safety downshift, *Whirlaway*, is more thrilling than ever with the new punch and power of the "Big Six" and the spectacular action of the new "Rocket" eight-cylinder Engine.

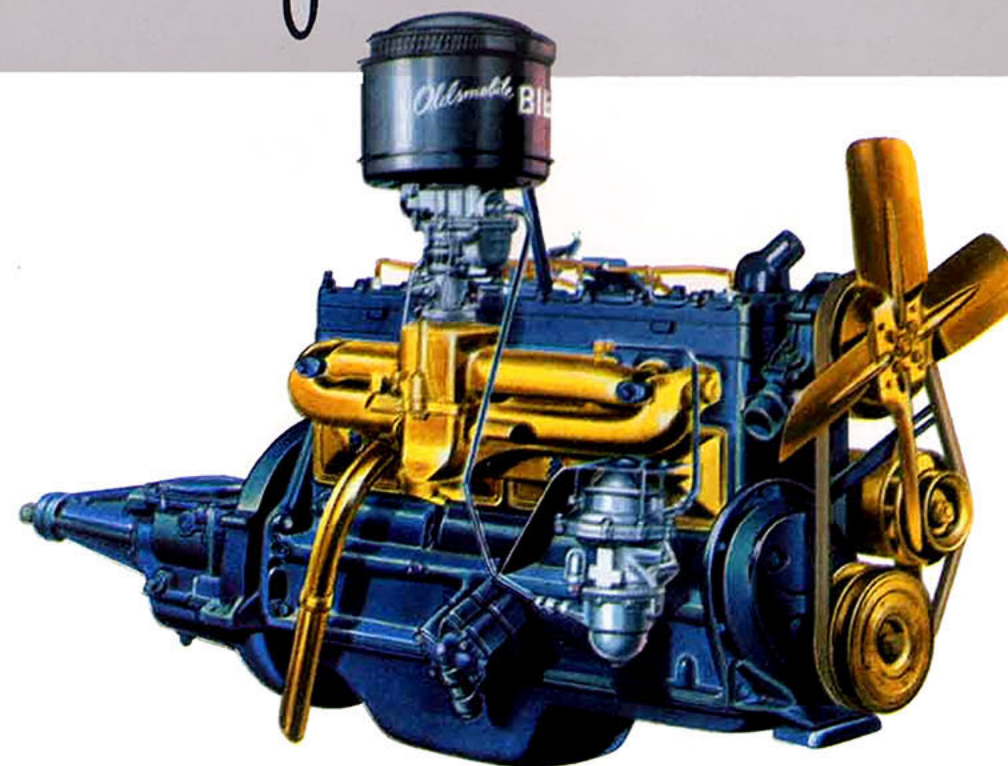
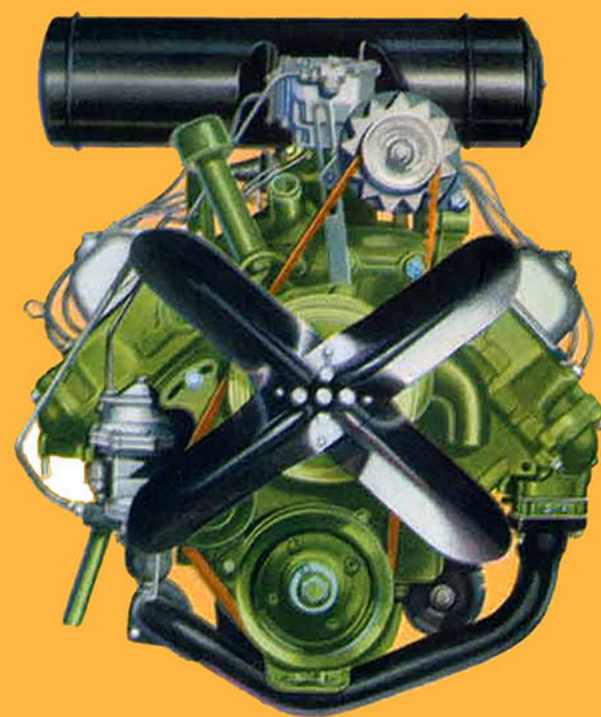


JUST STEP ON THE GAS AND *Whirlaway!*

## FUTURAMIC Performance

### "ROCKET" ENGINE

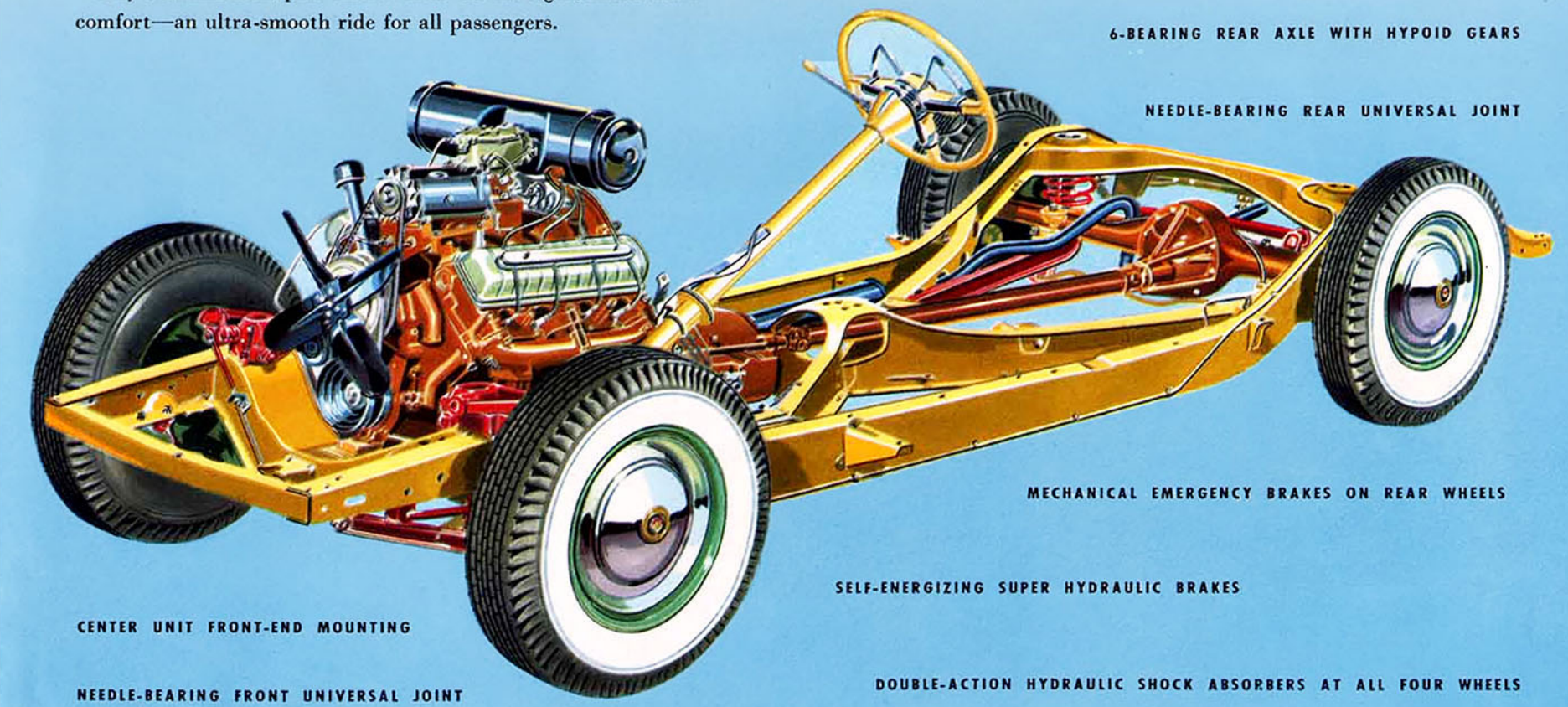
Behind the "Rocket's" superb performance, there's basic engineering that's Futuramic, too. You can see it in such features as: Rigid-Block, Valve-in-Head Construction; Cool-Operating Dual Down-Draft Carburetor; Five-Bearing Crankshaft; Hydraulic Valve Lifters; Short, Sturdy Camshaft; Steel-Reinforced Alloy Pistons. The result: Incredible smoothness—spectacular power! You've got to try it to believe it!



**THE New BIG SIX** Here's the big new engineering sensation in the six-cylinder field! The increased horsepower of the new "Big Six" means thrilling new action for Futuramic "76" Series Oldsmobiles. A heavier crankshaft gives smoother performance—eliminates vibration. Completely Cooled Cylinders, Rifle-Drilled Connecting Rods, Down-Draft Carburetion, and Electro-Hardened Aluminum Alloy Pistons are only a few of the extra value features of the new "Big Six" Engine. Superbly engineered by Oldsmobile, this power plant is designed for years of top-notch, trouble-free service.

## The FUTURAMIC Ride

Another "New Thrill" is awaiting you in the Futuramic Oldsmobile's new "Airborne-Ride!" The Rigid X-Member Frame provides a solid foundation—a low center of gravity for this ride of the future. Oldsmobile's Modern Coil Springs on all 4 wheels and 4-Way Stabilization, plus the features on the right, mean extra comfort—an ultra-smooth ride for all passengers.



6-BEARING REAR AXLE WITH HYPOID GEARS

NEEDLE-BEARING REAR UNIVERSAL JOINT

MECHANICAL EMERGENCY BRAKES ON REAR WHEELS

SELF-ENERGIZING SUPER HYDRAULIC BRAKES

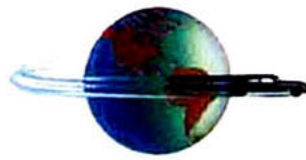
DOUBLE-ACTION HYDRAULIC SHOCK ABSORBERS AT ALL FOUR WHEELS

CENTER UNIT FRONT-END MOUNTING

NEEDLE-BEARING FRONT UNIVERSAL JOINT



# Oldsmobile goes ALL FUTURAMIC

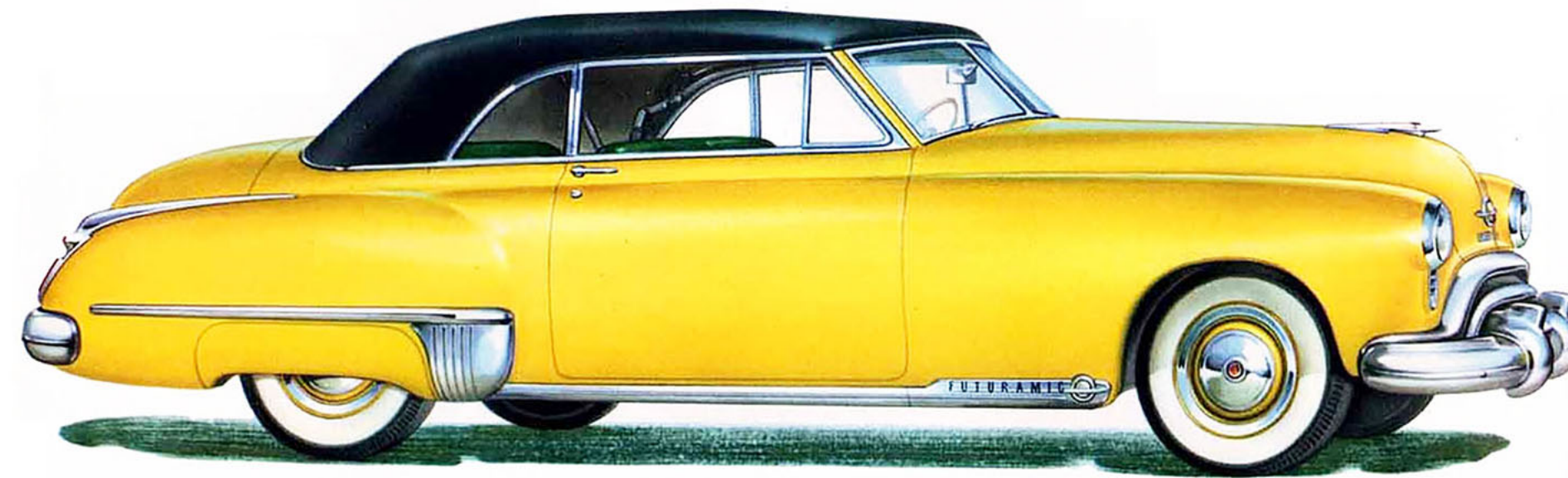


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Dashing in design, flashing in performance—it's the new "98" Futuramic Club Sedan. There's tailored smartness in the luxurious interiors—eye-filling visibility in the wide expanse of window space all around. And there's a "New Thrill" in the performance of its spectacular high-compression "Rocket" Engine, in the operating ease of Hydra-Matic Drive, and in the air-borne comfort of its Futuramic ride.

FUTURAMIC "98" CLUB SEDAN



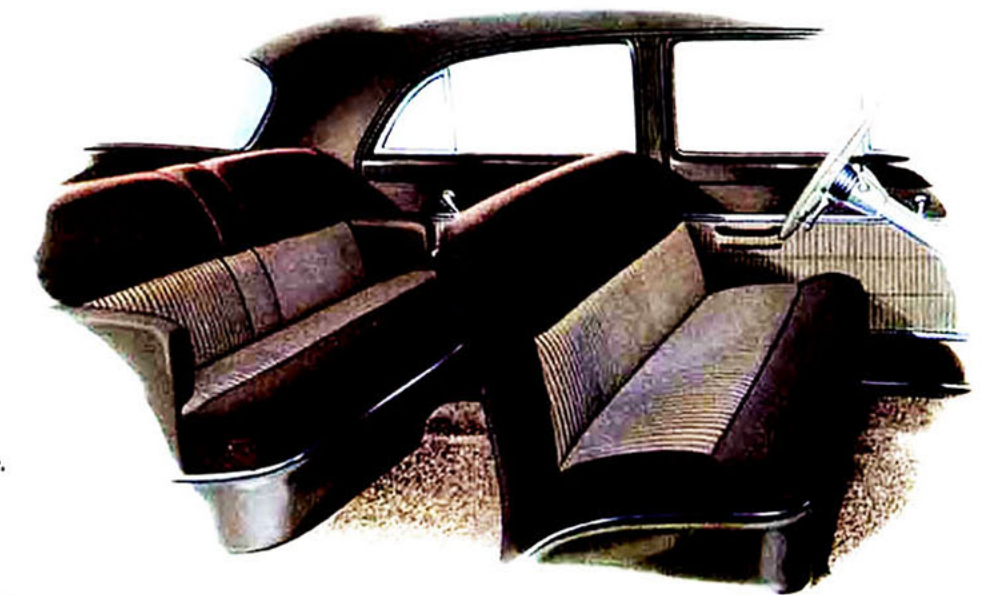
The center of all eyes—*automatically!* This Futuramic Series "98" Convertible seems to attract admiring glances wherever it goes. By simply pushing a button, you raise or lower the top, open or shut the windows, adjust the front seat position *automatically!* With General Motors' Hydra-Matic Drive, it's the nearest thing to *automatic driving*, too!

FUTURAMIC "98" CONVERTIBLE COUPE



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FUTURAMIC "98" 4-DOOR SEDAN

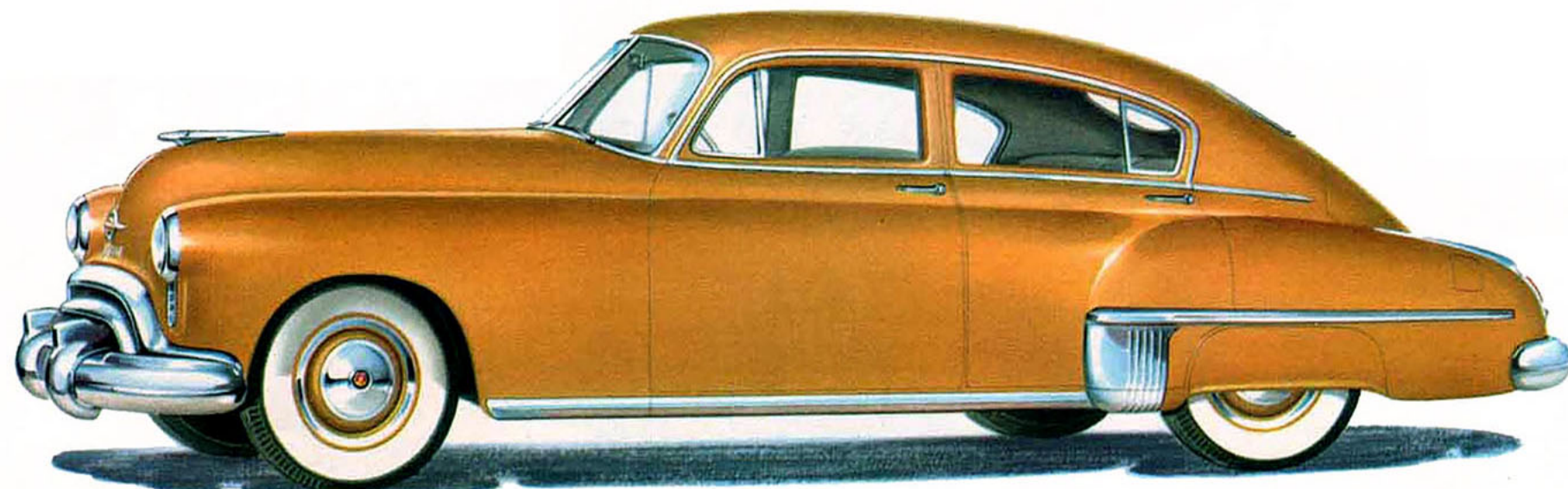


Inside, too, the smart good taste of the Futuramic design is instantly evident. In the sleek simplicity of the dash, the lustrous fabrics, and the brightly blending color scheme, the *De Luxe* Interior is meticulously tailored to your pleasure.

## "76" "88" THE FUTURAMIC OLDSMOBILE

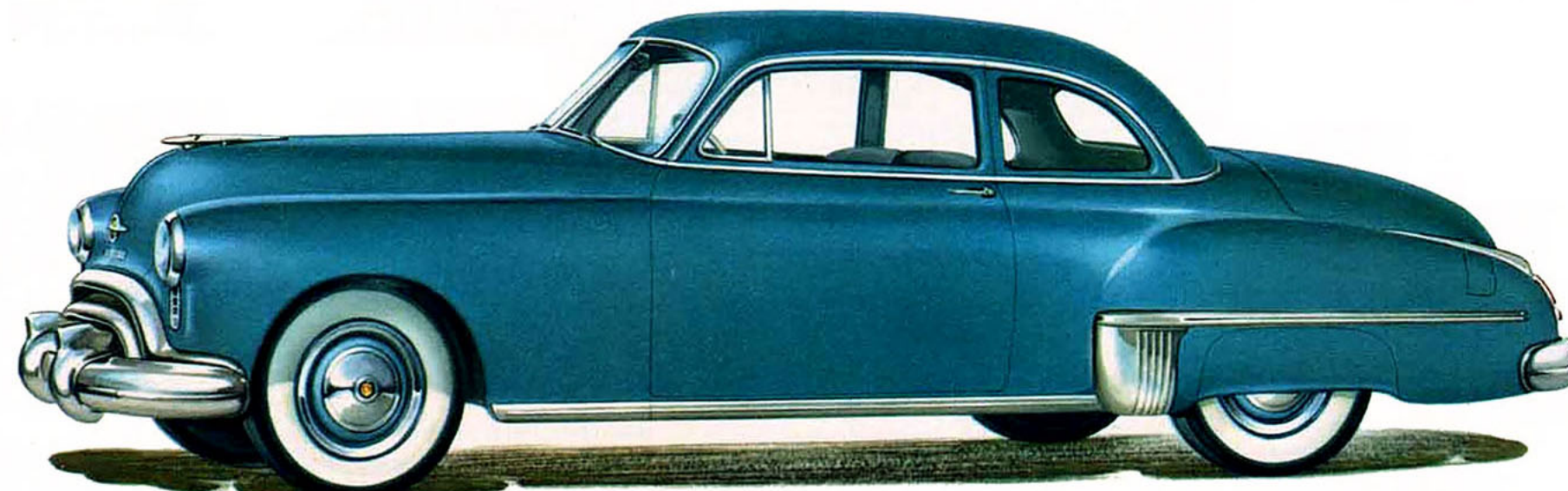


The Futuramic fleet is now complete! Oldsmobile presents two new Futuramic lines in the popular-priced field—Series "76" and "88"! In each, the ultra-smart Futuramic design is offered in six body styles. Futuramic Series "88" models, with the garnish molding at left, are powered by the spectacular "Rocket" Engine. "76" models feature the improved "Big Six" power plant. In making *your* selection, you'll discover once again—"It's Smart . . . to own an Olds!"



Every road's a new adventure, when you're driving this dashing Four-Door Town Sedan. Its sleek, Futuramic design and superb engineering bear the unmistakable stamp of Oldsmobile quality workmanship. And its superlative performance provides peak driving pleasure day after day, mile after mile.

FUTURAMIC "76" AND "88" 4-DOOR TOWN SEDAN



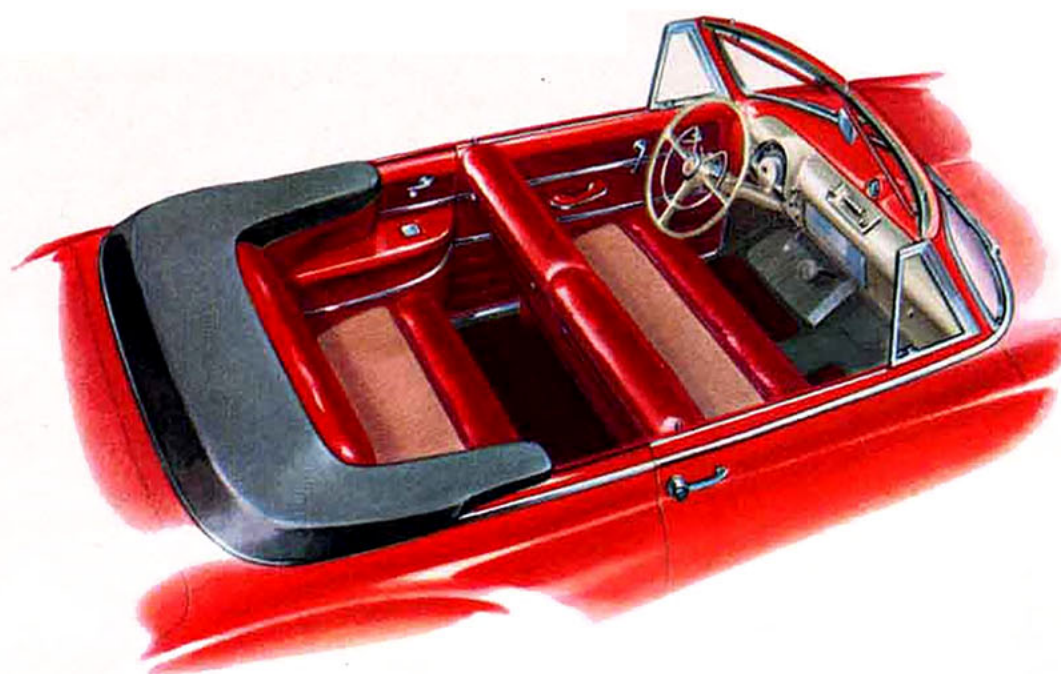
Now, for the first time, Futuramic styling in a coupe! Here's a smart graceful car, easily adaptable for any kind of driving. Although it's individually styled for personal use, it will comfortably accommodate six passengers, making it an ideal car for business use or pleasure driving. The spacious trunk makes it perfect for extensive travelling.

FUTURAMIC "76" AND "88" CLUB COUPE

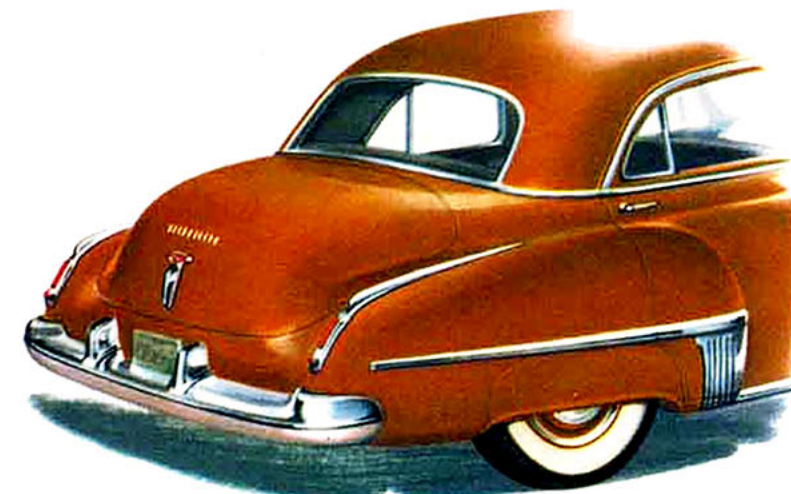


As spacious as a sedan—as convenient as a coupe—it's the streamlined Futuramic Oldsmobile Club Sedan. Wide doors and the divided front seat offer easy access to the rear seat. There's plenty of room for six big people in the roomy, ultra-modern Fisher Body. It's a "New Thrill" in riding comfort.

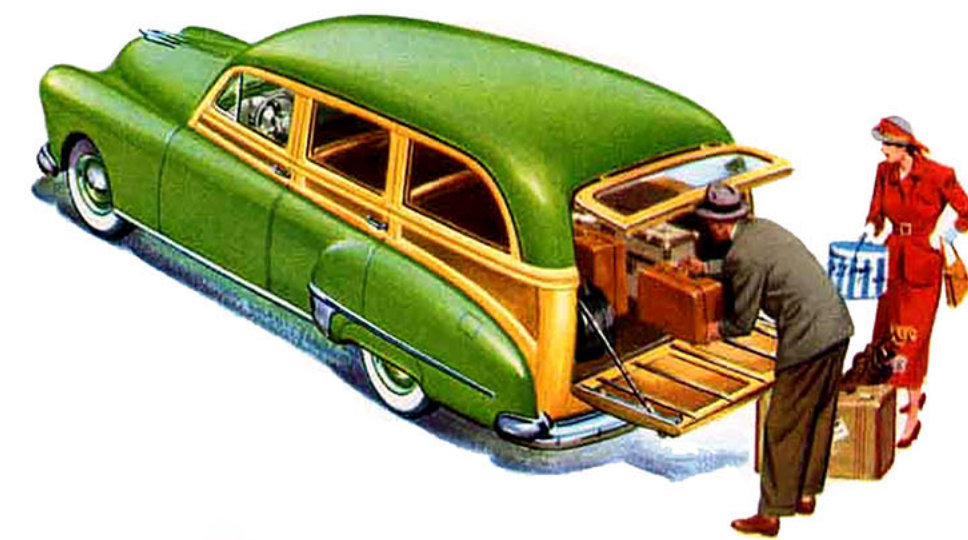
FUTURAMIC "76" AND "88" 2-DOOR CLUB SEDAN



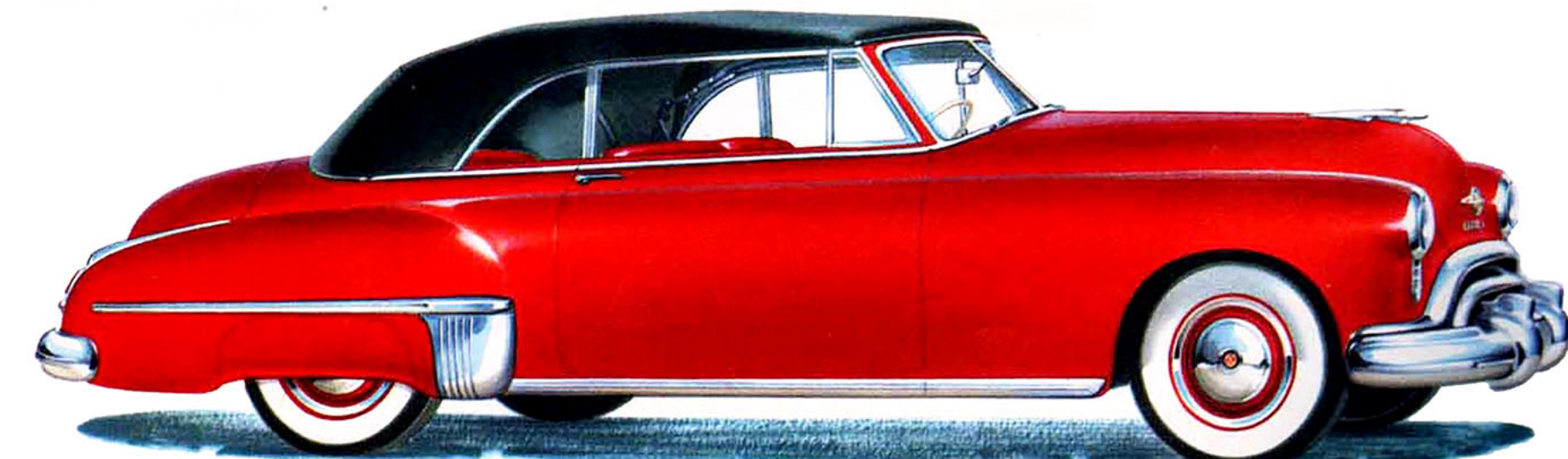
Four sparkling combinations of leather and Bedford Card are yours to choose from, for your colorful Convertible interior—or, if you wish, leather upholstery throughout is available.



There's room here for all your luggage. The rear compartment of this Futuramic 4-Door Sedan is typical of all '49 Oldsmobiles. For business trips or vacation tours, you'll find plenty of luggage space beneath the Futuramic rear deck.

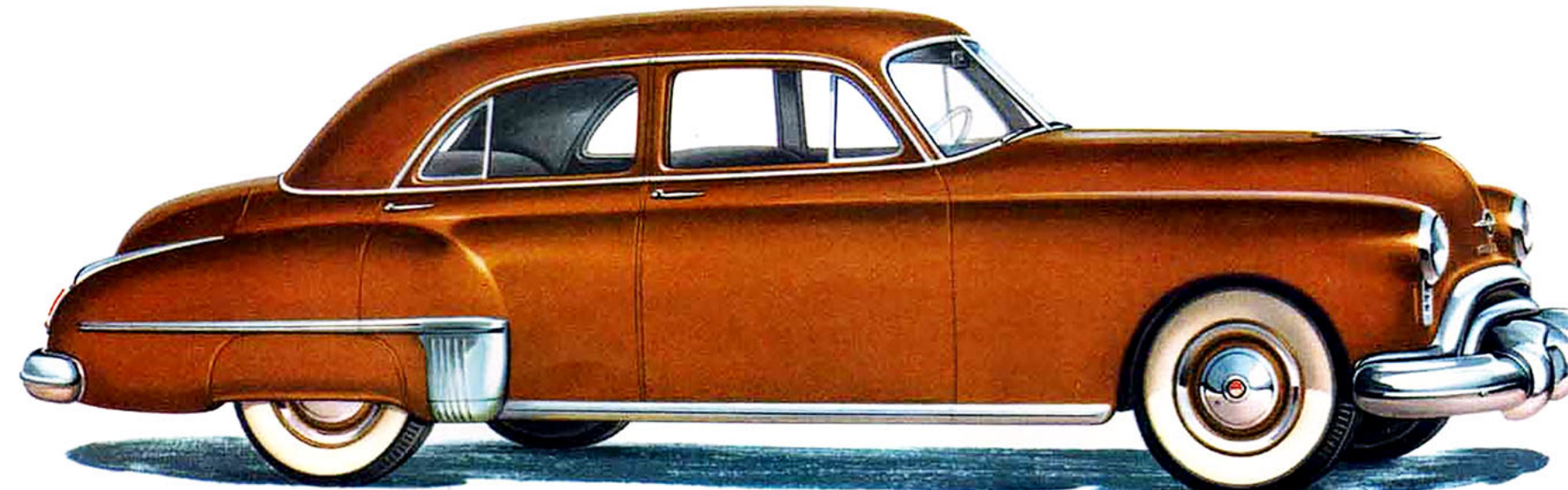


The smartly tailored, full width rear seat is easily adaptable—either for passengers or extra luggage space. The seat folds neatly forward whenever more luggage area is needed.



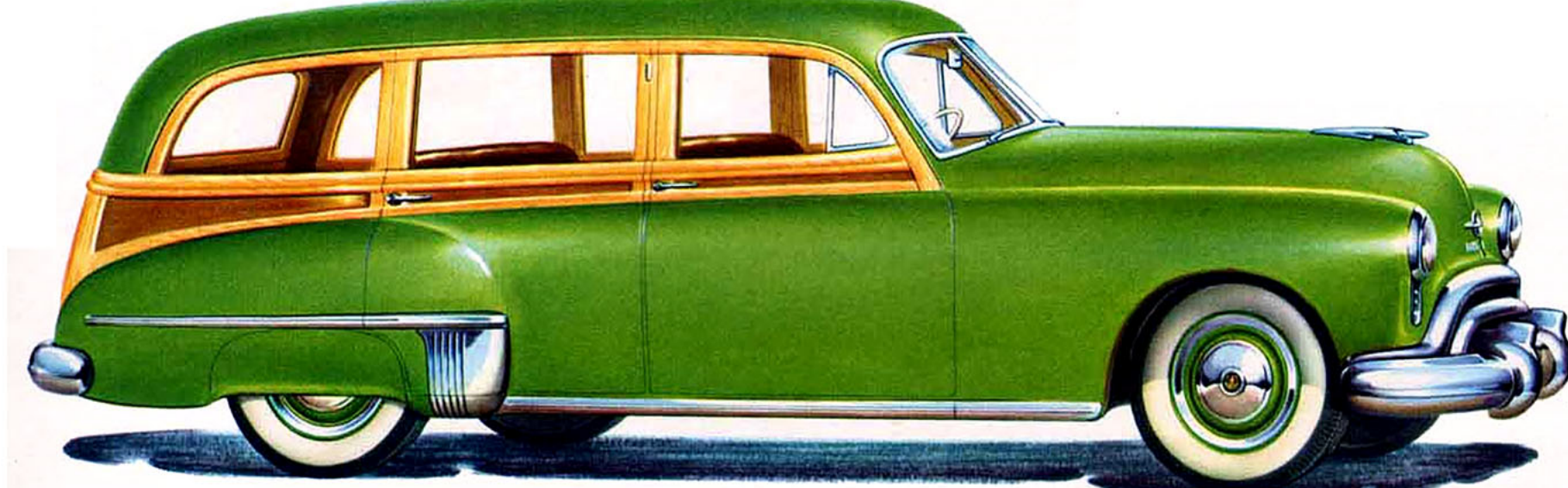
There's a touch of tomorrow in every line and feature of this Futuramic Convertible. Just push a button and the top goes up or down. And, with GM Hydra-Matic Drive, just set the Direction Indicator, sit and steer! In this roomy Convertible's style and performance, the accent's on youth—and *action!*

FUTURAMIC "76" AND "88" CONVERTIBLE COUPE



Plenty of room, plenty of visibility, and plenty of all-around big-car comfort are built into the luxurious new Fisher Body of this Futuramic 4-Door Sedan. There's greater smoothness in the "no-shift, no-clutch" action of GM Hydra-Matic Drive, and greater safety in the swift, sure acceleration of that Hydra-Matic feature, *Whirlaway!*

FUTURAMIC "76" AND "88" 4-DOOR SEDAN

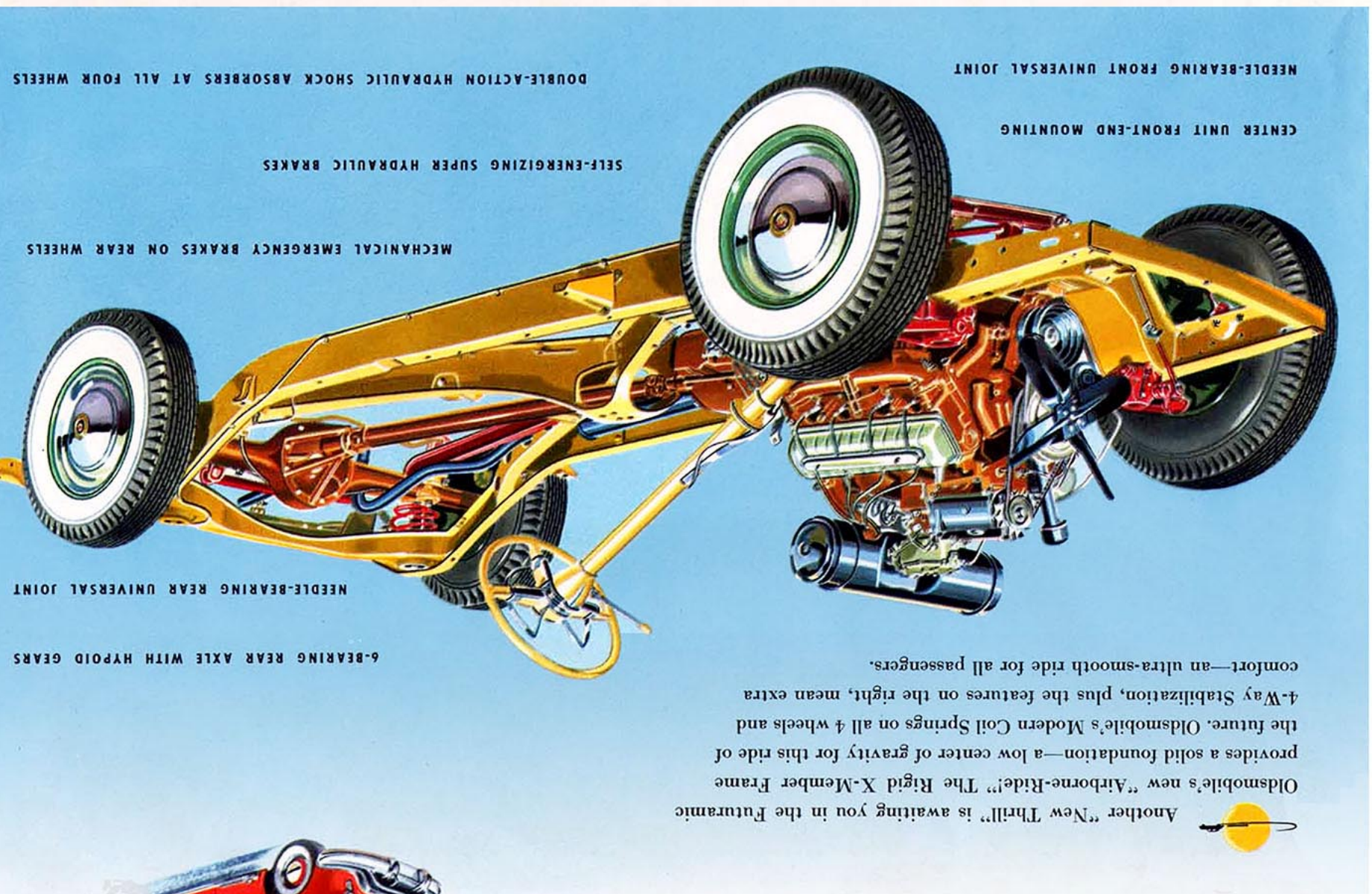


For smart driving—city or country style—this Futuramic Station Wagon is ready to go. It sparkles with Futuramic features. The rear seat folds down flush with the floor. There's an all-steel top, mahogany veneer panels, long-wearing carpeting in the tonneau, and low pressure tires—*de luxe* appointments through and through.

FUTURAMIC "76" AND "88" STATION WAGON

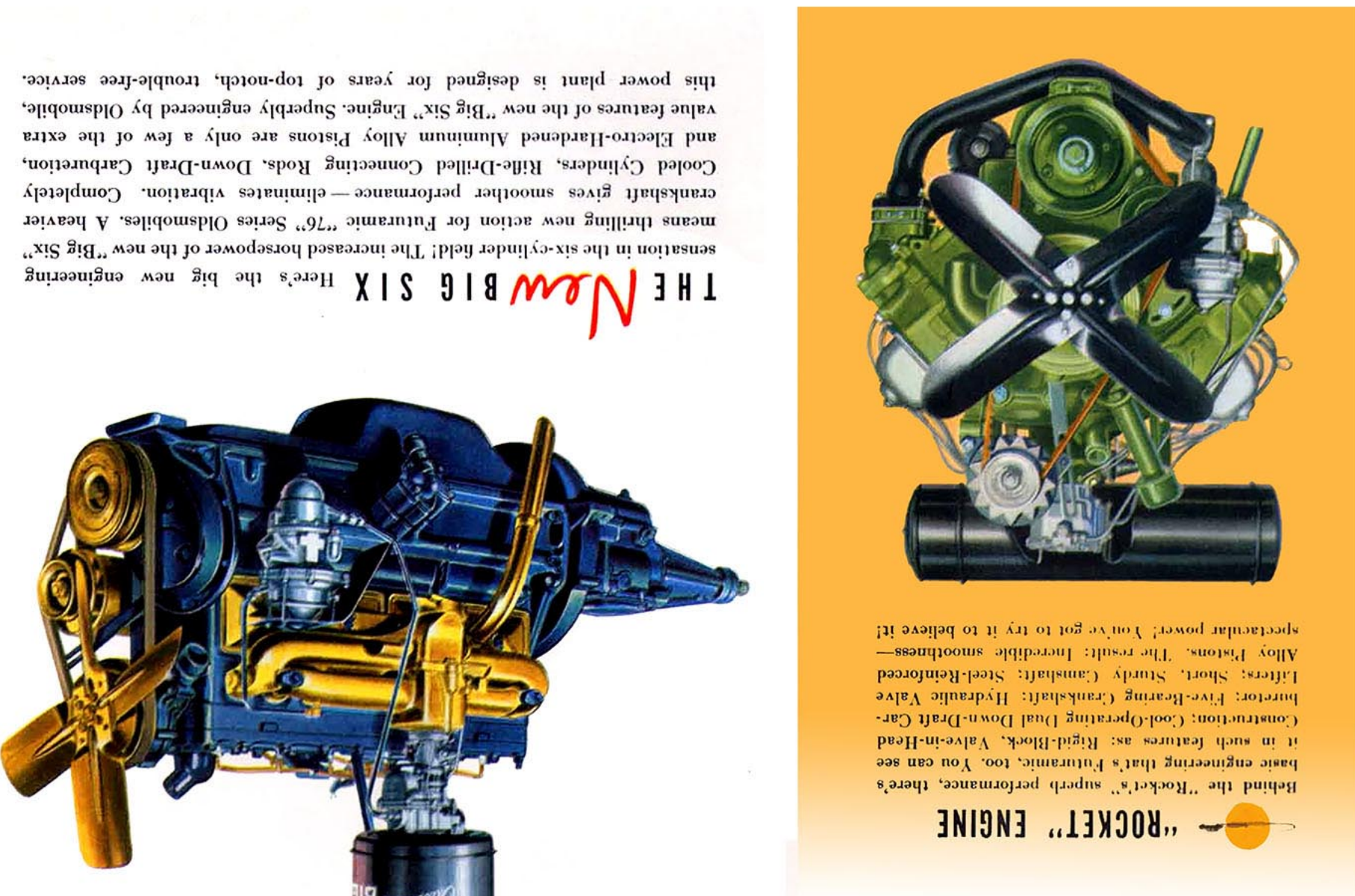
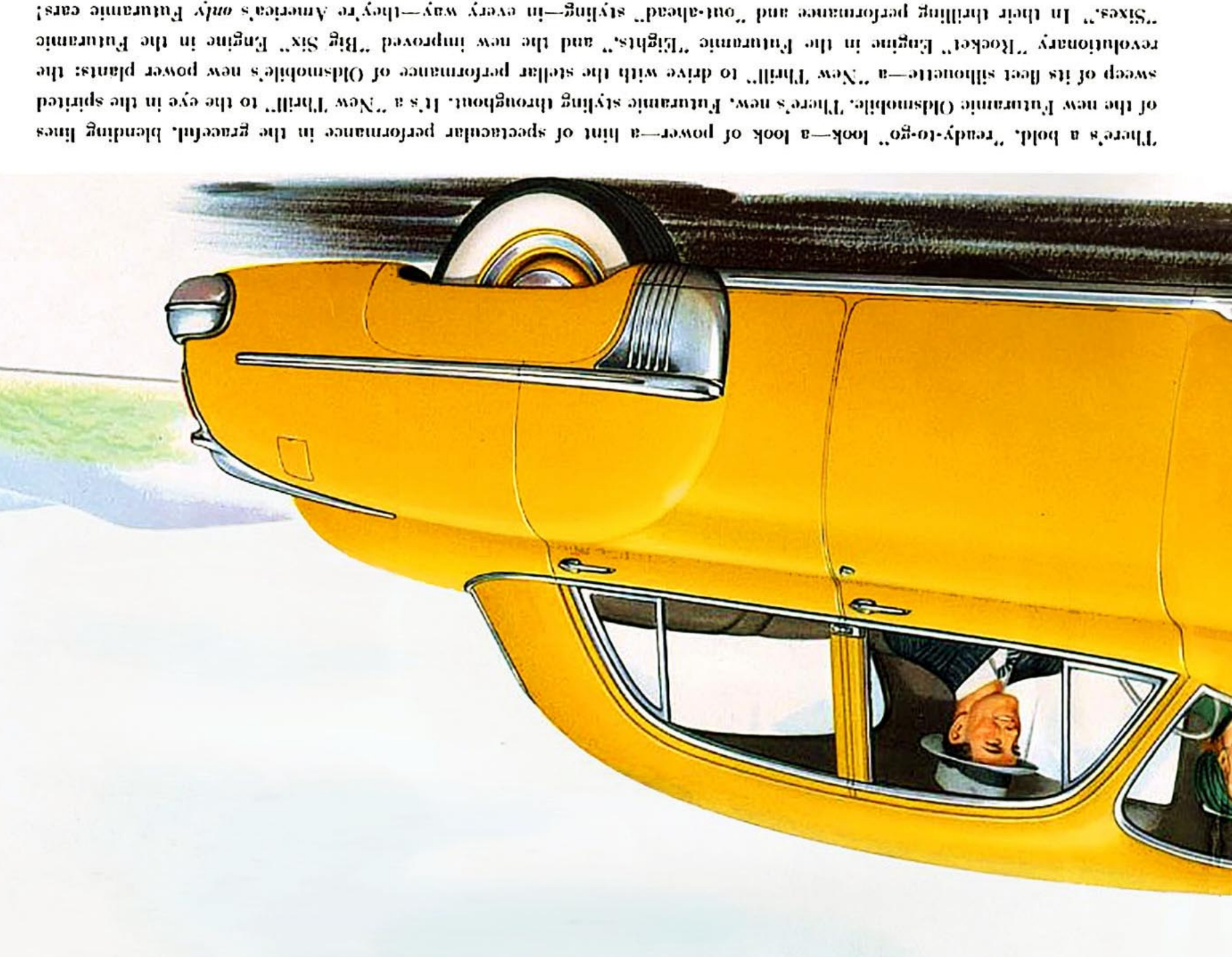
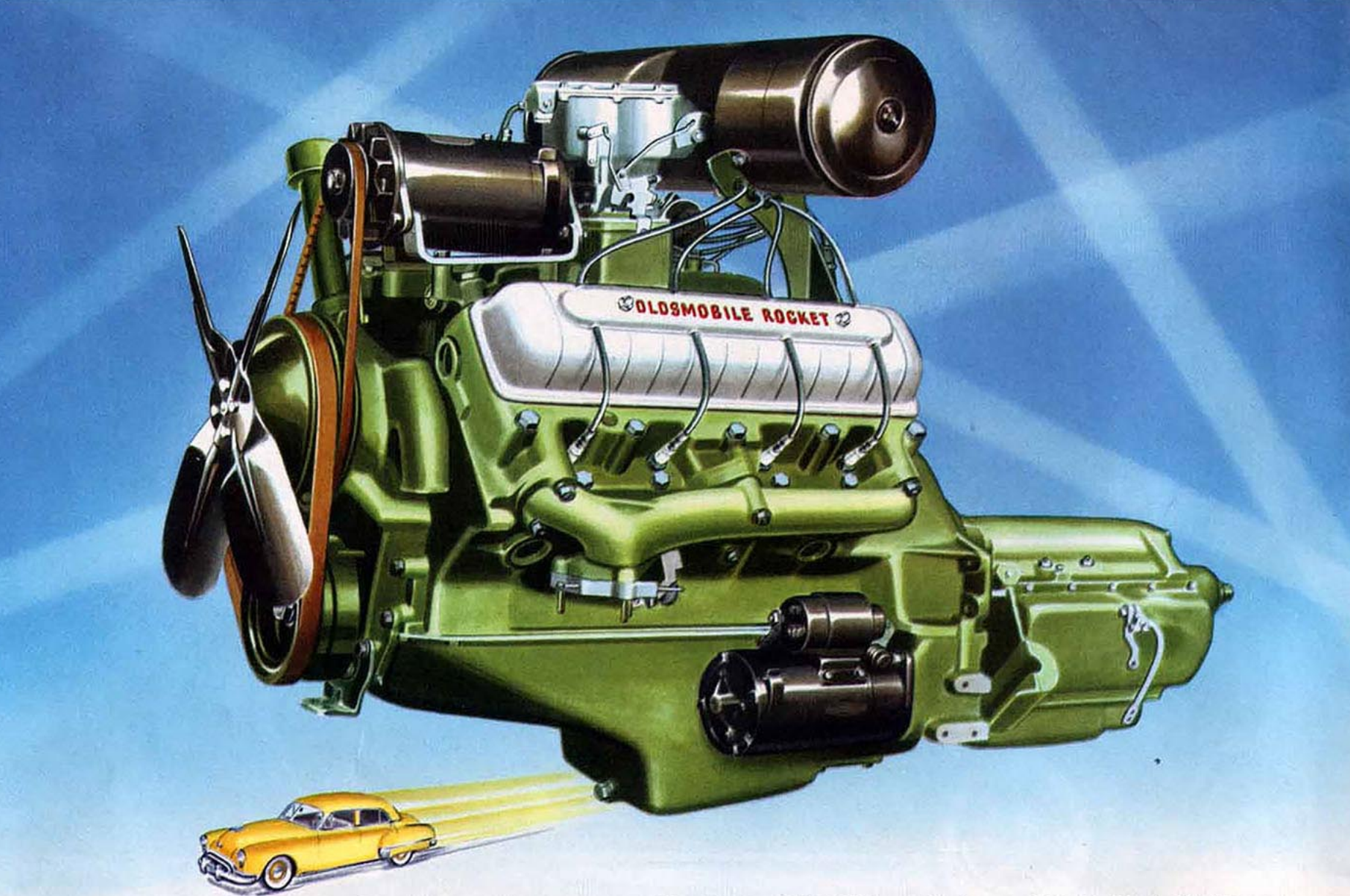


The Futuramic Ride



The New Thrill IN PERFORMANCE  
OLDSMOBILE "ROCKET"

Here it is—Oldsmobile's revolutionary, Valve-in-Head, High-Octane, "Rocket" Engine! Designed to match the superlative styling of the Futuramic car, this new power plant is here this year in the Futuramic Oldsmobile "88" and "98" Series. The "Rocket" is all new in concept and design—the source of the most sensational highway action you've ever known. You've got to try it to believe it! It's Oldsmobile's "New Thrill!"



The Futuramic Series "88" Oldsmobile is offered in the same body styles as the Series "76." Wheelbase is 119 1/2 inches. The Series "88" is equipped with the new high-octane, eight-cylinder "Rocket" Engine. General Motors Hydra-Matic Drive is standard equipment on all "88" models.

### Specifications

#### 76 SERIES

**SIX-CYLINDER ENGINE—The "BIG SIX"**—Bore, 3 7/8 inches; stroke, 4 1/4 inches; displacement, 257 cubic inches. Taxable horsepower, 29.9. Brake horsepower, 105 at 3400 r.p.m. Electro-Hardened Aluminum Alloy Pistons fitted with two compression and two oil control rings. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, timing chain, and cylinder walls.

**FUEL AND COOLING SYSTEM**—Down-draft carburetor with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, permanently lubricated water pump.

**CLUTCH AND TRANSMISSION**—Single plate, dry disc clutch. All-Silent Synchromesh Transmission.

**HYDRA-MATIC DRIVE**—Optional at extra cost.

**ELECTRICAL SYSTEM**—Under-hood battery, 15-plate, 100 ampere-hour capacity. Air-cooled generator with automatic charging control. Solenoid-type starter. Unit-type Sealed-Beam headlights with foot selector switch.

**FRAME**—Rigid-girder, channel X-Member construction.

**SUSPENSION**—Quadri-Coil Springing, with Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers, front and rear.

**STEERING**—Dual Center-Control. Worm and double-roller design.

**BRAKES**—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 159.8 square inches. Front lining, 11" x 2", rear, 11" x 1 1/2".

**TIRES**—Low-pressure tires, 7.10 x 15. (Convertible and Station Wagon, 7.60 x 15.)

**WHEELBASE**—119 1/2 inches. Turning circle diameter—40 feet.

**UNSTEEL TURRET-TOP BODIES BY FISHER**, completely bonderized and finished with several coats of high grade lacquer.

**Body Types**—Club Coupe, Convertible Coupe, Club Sedan, 4-Door Town Sedan, 4-Door Sedan, Station Wagon. (Closed models, standard and de luxe equipment available, as ordered.)

#### 88 SERIES

**SIX-CYLINDER ENGINE—The "ROCKET"**—Bore, 3 3/4 inches; stroke, 3 5/8 inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 155 at 3600 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression and one oil control ring. Full-pressure lubrication to all main, connecting rod, piston pin, and camshaft bearings, timing chain, and cylinder walls.

**FUEL AND COOLING SYSTEM**—Dual down-draft carburetor with automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leakproof, permanently lubricated water pump.

**HYDRA-MATIC DRIVE**—Standard on "98" models.

**ELECTRICAL SYSTEM**—Under-hood battery, 17-plate, 115 ampere-hour capacity. Air-cooled generator with automatic charging control. Solenoid-type starter. Unit-type Sealed-Beam headlights with foot selector switch.

**FRAME**—Rigid-girder, channel X-Member construction.

**SUSPENSION**—Quadri-Coil Springing, with Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers, front and rear.

**STEERING**—Dual Center-Control. Worm and double-roller design.

**TIRES**—Low-pressure balloon tires, 7.60 x 15 inches. (Convertible, 8.20 x 15.)

**BRAKES**—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 191.7 square inches. Front lining, 11" x 2 1/2", rear, 11" x 2".

**WHEELBASE**—125 inches.

**TURNING CIRCLE DIAMETER**—42 feet.

**UNSTEEL TURRET-TOP BODIES BY FISHER**, completely bonderized and finished with several coats of high grade lacquer.

**Body Types**—Convertible Coupe, Club Sedan, Four-Door Sedan. (Closed models, standard and de luxe equipment available, as ordered.)

OLDSMOBILE  
The New Thrill!  
... IN SMARTNESS AND STYLE!

### HYDRA-MATIC DRIVE

GM GENERAL MOTORS

NO CLUTCH TO PUSH  
NO GEARS TO SHIFT



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# Specifications

**76**  
SERIES

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**FUEL AND COOLING SYSTEM**—Down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, permanently lubricated water pump.

**CLUTCH AND TRANSMISSION**—Single plate, dry disc clutch. All-Silent Synchromesh Transmission.

**HYDRA-MATIC DRIVE**—Optional at extra cost.

**ELECTRICAL SYSTEM**—Under-hood battery, 15-plate, 100 ampere-hour capacity. Air-cooled generator with automatic charging control. Solenoid starter. Unit-type Sealed-Beam headlights with foot selector switch.

**FRAME**—Rigid-girder, channel X-Member construction.

**SUSPENSION**—Quadri-Coil Springing, with Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers, front and rear.

**STEERING**—Dual Center-Control. Worm and double-roller design.

**BRAKES**—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 159.8 square inches. Front lining, 11" x 2"; rear, 11" x 1 $\frac{1}{4}$ ".

**TIRES**—Low-pressure tires, 7.10 x 15. (Convertible and Station Wagon, 7.60 x 15.)

**WHEELBASE**—119 $\frac{1}{2}$  inches. Turning circle diameter—40 feet.

**UNISTEEL TURRET-TOP BODIES BY FISHER**, completely bonderized and finished with several coats of high grade lacquer.

**BODY TYPES**—Club Coupe, Convertible Coupe, Club Sedan, 4-Door Town Sedan, 4-Door Sedan, Station Wagon. (Closed models, standard and de luxe equipment available, as ordered.)

**88**  
SERIES

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**98**  
SERIES

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**FUEL AND COOLING SYSTEM**—Dual down-draft carburetion with automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leakproof, permanently lubricated water pump.

**HYDRA-MATIC DRIVE**—Standard on "98" models.

**ELECTRICAL SYSTEM**—Under-hood battery, 17-plate, 115 ampere-hour capacity. Air-cooled generator with automatic charging control. Solenoid-type starter. Unit-type Sealed-Beam headlights with foot selector switch.

**FRAME**—Rigid-girder, channel X-Member construction.

**SUSPENSION**—Quadri-Coil Springing, with Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride stabilizers and lateral stabilizer at rear. Double-action hydraulic shock absorbers, front and rear.

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**BODY TYPES**—Convertible Coupe, Club Sedan, Four-Door Sedan. (Closed models, standard and de luxe equipment available, as ordered.)

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